

2001 Bronze Anvil – Category 13: Television PSA
Nokia, Jennifer Love Hewitt and Big Brothers Big Sisters of America

Situation:

The world's leading wireless phone manufacturer, Nokia, was in search of a young adult for a national, co-branded print advertising campaign that would continue to position the company as a "cool" organization and industry leader. Nokia tasked their PR agency, Ketchum, to research celebrities that fit Nokia's target audience, which resulted in the decision to secure Jennifer Love Hewitt (JLH) – who tops the "Q" ratings.

Nokia and Ketchum leveraged JLH's contract to include a broadcast spot in the form of a public service announcement (PSA). Jennifer Love Hewitt was interested in incorporating a philanthropic angle to Nokia's campaign due to her own personal experiences and belief in the importance of mentoring. The PSA was developed to support Big Brothers and Big Sisters of America (BBBSA), an organization Nokia had a strong existing relationship with due to the perfect alignment with Nokia's "Connecting People" slogan. Nokia felt so strongly about the messaging and the potential impact the PSA could make for the charity, they opted to use one paid advertising spot previously purchased for product advertising during the Teen Choice awards to launch the PSA. The following day, PSA packets with Jennifer Love Hewitt on the cover and a letter from BBBSA inside appeared at broadcast stations nationwide, ready for local distribution. Nokia's project of "connecting with someone who cares" was under way.

Research:

- Conducted research on teen celebrities' "Q" ratings – JLH held the highest rating among Nokia's target age group (age 18-35). The Q-rating, administered by Marketing Evaluations, Inc., is the preeminent measure of a celebrity's popularity rated against his/her peers through a quarterly, random survey of 1,800 individuals ages six and over in the United States
- Conducted Omnibus survey on teens to determine their favorite celebrities and methods of receiving information about entertainment
- Researched charities to identify one that best fit Nokia's needs and key messages, which resulted in continuing the strong relationship already existing with BBBSA (BBBSA connects youth with mentors; Nokia connects people)

Objectives:

- Strengthen BBBSA mentorship messaging by connecting a younger phone user audience to the concept of mentoring
- Position Nokia as an industry leader in community outreach by encouraging kids to connect with parents, friends and people who care about them via Nokia's association with the JLH/BBBSA initiative
- Increase awareness among Nokia's target audience by creating a unique relationship between actress JLH, Nokia and BBBSA to show importance of staying connected with family and friends

Target Audience:

- Teens/young adults (influencers)
- Parents of teens/young adults
- Potential BBBSA "bigs" (mentors)
- Potential BBBSA "littles" (youth in need of mentoring)
- Top national broadcast media focusing on youth, entertainment, education and trade media

Budget: \$60,000 (\$40,000 agency professional services fee, \$20,000 OOPs)

***Talent fee was negotiated at no additional cost for the PSA

Execution:

- Met with production company to arrange PSA shoot in conjunction with print ad shoot in LA
- Worked with JLH's agent and manager to set up PSA shoot, drafted key messages and conducted media training for JLH
- Developed PSA script and Q & A
- Utilized JLH during one-day shoot to record PSA at no cost
- Arranged for PSA to air during Fox Teen Choice Awards as a commercial spot
- Developed letter on behalf of BBBSA to be distributed with PSAs
- Distributed PSA nationwide to media in August 2000; distributed to all BBBS regional offices in September 2000

Results:

- PSAs aired on more than 165 stations in six months
- 12,144 broadcasts reported to date (74 average number of broadcasts per station)
- 276,427,000 broadcast audience impressions -- most successful PSA in terms of audience size Orbis, the vendor, has ever distributed
- More than a 1900 percent return on investment with EQUIVALENT DOLLAR VALUE totaling more than \$1,163,028
- BBBSA Web site experienced a 15 percent increase in traffic
- Calls to BBBSA affiliates increased 20 percent