

## Creative Brief

| Client/Brand  | Project   | Job no.    |
|---|---|------------|
| Sevenoaks District Council<br>{SDC} One You Sevenoaks | Targeted Outreach to residents at risk of health inequality | 1          |
| Briefed by  | Doc version   | Date       |
| Daniel Whitmarsh                                      | 1   | 03/05/2018 |

### 1. What is the channel and what is the most important thing to know about it in order to complete the task?

Not what the channel is or does but what will make the customer want to engage with it

We want to trial digital outreach to our residents most at risk of health inequalities who do not engage with public health messages  
Our target groups use What's App and Facebook and other digital platforms including Google/Bing/Edge etc to access information and engage with the brands that are important to them.  
We know that they access online information using mainly analogue phones and have limited income to spend on data and streaming. They are less likely to have access to laptop or fixed PC units.

### 2. What is the specific job of this activity?

The objective of the task

To drive awareness, engagement and participation in our One You targeted services.

### 3. Who is the target audience and what are they like?

Sevenoaks District is an affluent part of West Kent with small but significant pockets of deprivation. The post code analysis attached gives the breakdown of those parts of the district who have a high proportion of residents on low/no incomes, living in social housing and at risk of health inequalities

## **Lower quintiles – post codes available {number of households to be confirmed}**

- St Mary's Ward – White Oak Swanley
- Greatness Sevenoaks
- Edenbridge

### **Pen Portrait: Krystal**

Krystal is a gypsy traveller who now lives a settled life in Swanley in a social rented property. She has 4 children and was married very young, which is normal for her community. Krystal never bothered to finish school and has very limited literacy and numeracy, she has never had a job outside the home. Krystal's husband is currently in prison. He is a traditional travelling man and she is expected to run the home and look after the children, he drinks at times and she is sometimes a little afraid of him as he has hit her once or twice. Krystal finds it hard to integrate with the non-traveller community and she is wary of 'authority'. Krystal has had problems with her boy's attendance at school, and some of their behaviour causes problems with her neighbours. She struggles to budget and has rent and council tax arrears. Krystal has high anxiety and stress, she smokes and buys lottery tickets, she tries to give her children a good diet but is not educated on how to provide healthy meals on a low income.

Krystal's favourite brands

TK Max  
Primark  
Lidl/Asda/Poundland  
Camelot  
Foxy Bingo  
eBay/Facebook/Amazon  
Cash converters  
KFC/Weatherspoon's/Pizza Hut/ Dominoes  
Rizla/Superkings

### **Pen Portrait: Mike and Jenny**

Mark and Jenny are a married couple aged 50 and 60 who live in social housing. Mark has a variety of complex health problems including a heart condition and hasn't worked for five years since he was made redundant. Jenny does three zero hours jobs {cleaning} and they rely on top up benefits. After a recent appraisal of their situation their benefits have been reduced and they need to find additional employment. Jenny is trying to find a better paid more regular job that fits in with her responsibilities as Marks main carer. To add to their stress Mark cannot easily use the stairs in their flat anymore and so they find it difficult to go out. They both smoke but have tried to cut down and both are

overweight and becoming increasingly anxious and depressed. Mark has now been told he is at risk of type 2 diabetes and Jenny wants him to try and 'get better'. They feel they have no support as the doctor has refused to give them more anti-depressants and they don't know what to do or where to go for help.

**Mike and Jenny's favourite brands are:**

The Sun  
Camelot  
Asda/Lidl  
BBC/ITV  
RSPCA  
Quick Quid  
Super Kings  
On line bingo

**Pen Portrait: Tom**

Tom lost his wife a year ago and he misses her very much. His daughter is a successful architect who lives and works in Leeds and he doesn't want to 'bother her'. Tom has his old age and a small work pension, so he manages without top up benefits. Whilst money is tight he can take care of himself and can cope with housework {he says his national service training and the washing machine sort that out} Food is a different matter as he does not cook much and eats sandwiches, fry ups and the odd pie/fish and chips. He would like a little dog or a cat but is not sure if the shelters would let him have one. Now his mates are dying or becoming frail, so he sees less people and is becoming lonely and isolated. Tom's daughter is very worried about him, but he is proud, and she does not know how to get him help. Tom uses google and he can skype his daughter and follow her Facebook page to keep up with his granddaughter's progress.

**Toms Favourite Brands are:**

The Daily Mail  
Royal British Legion  
BBC/ITV  
Tesco/Asda  
Facebook  
Tetley Tea  
Walls Sausages  
Battersea dogs and cats home

**Pen portrait: Dan**

Dan is a 40 year-old married man who lives in social housing in Edenbridge. He has two children and works full time as an administrator at a bus company. He has disposable income.

Dan has not visited a doctor or any other health professional for more than 10 years.

He drinks over the recommended limit for a man, eats take away three or four times a week and is considered overweight. He does not carry out any physical activity outside of his work and his family life. However, he is an armchair sports fanatic and does not smoke.

#### **Dan's favourite brands**

Dominoes Pizzas

Sky TV

Carling lager

Facebook

Tesco

Cathedral City

Vauxhall

#### **Pen portrait: Sandra**

Sandra is a single mum aged 25, with a one-year old daughter.

She has lived in Swanley all her life and is educated to GCSE level. She has worked in the past, but stopped after she became pregnant with her son. She lives on benefit and money is tight and just manages to get by. She rarely cooks and buys ready meals on a regular basis that are high in salt and fat.

Sandra is a healthy weight, but her son is already above a healthy weight.

She is socially isolated and has low levels of confidence and struggles to go out and meet people in her community. She does not attend any mother and baby activities that has been recommended by her health visitor.

Sandra smokes 5 to 10 cigarettes a day but rarely drinks

#### **Sandra's favourite brands**

Asda

Facebook

iphone

ITV (Britain's Got Talent, X Factor)

Swanley market

#### **4. What is the insight that should inspire the creative work?**

Our target groups are not engaged or motivated by public health messages

The language is too complicated

Messages are not seen as relevant to them or the lives they lead  
They resent being 'told' what to do by people who have no idea how difficult their lives can be  
Being 'healthy' is perceived as expensive, difficult and unachievable

**5. What is the one message that the audience are to take out?**

Contact One You Sevenoaks/Swanley/Edenbridge to have a chat and see what we can offer you/your family and friends

**6. What are the crucial points that will help generate this response – in order of importance / logical order?**

Simple engaging language  
Incentive {free or much reduced cost}  
Simple call to action {one click/one call/ One You}  
Reaching our targets in the digital spaces they engage with

**7. What do we want them to think / feel / do after seeing this communication?**

Think: One You - maybe I will give it a go  
Feel: This service is for people like me – they get who I am and my issues  
Do: Contact our health hub

**8. What is the appropriate mood and tone?**

Friendly  
Down to earth  
Simple but not patronising language

**9. Key information to support this brief?**

Brand/corporate guidelines Sevenoaks District Council  
One You Kent  
Organic/Universal comms plan {for information and to use as base line for analytics}  
Post Codes

Campaign themes for launch in July of One You  
{Sevenoaks/Edenbridge/Swanley}

**10. What are the exact creative requirements? Formats /spec / sizes?**

**Media plan and proposal requested from See Local including quote for design**

**11. Any data requirements?**

**Post codes**

**12. What is the offer / incentive?**

**TBC**

**13. What are the response mechanics? The Call to Action?**

**Clicks through to landing page/calls to hub**

**14. How will the campaign /project be measured?**

Impressions/engagement/participation

**15. Mandatories**

SDC logo  
One You Kent logo

**16. Terms & Conditions**

## 17. Timings

See Local proposal  
Internal review deadline  
1<sup>st</sup> stage/initial client presentation  
2<sup>nd</sup> stage client presentation  
**Go live date - 2<sup>nd</sup> July 2018**

## 18. Budget

How many design hours have been budgeted for?  
What's the production budget?

TBC

## APPROVALS

|                             |      |
|-----------------------------|------|
| Communities team approval   | Date |
| _____                       |      |
| Cllr Lowe {Project Sponsor} | Date |
| _____                       |      |
| P&L                         | Date |
| _____                       |      |
| Legal team                  | Date |
| _____                       |      |
| External partners           | Date |
| _____                       |      |