



Home Office

# Modern Slavery Marketing Campaign Evaluation Report

July 2015

# Introduction

Modern slavery is an international and largely hidden crime which is happening on a significant scale here in the UK. The Home Office has developed a [Modern Slavery strategy](#) which sets out how it will tackle the crime. Key actions include the introduction of the first Modern Slavery Act and the creation of a new helpline and website which enable both the public and victims of slavery to report it.

To support this strategy, in 2014 the Home Office ran a marketing campaign to educate the public and victims on the existence of slavery in the UK and its different forms, and to encourage them to report concerns to the new helpline and website.

This document reports on the impact of this marketing campaign against its objectives.

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# Section One: Campaign Background

## Background to the Issue of Modern Slavery

Modern slavery encompasses slavery, human trafficking, forced labour and domestic servitude. Traffickers and slave masters use whatever means they have at their disposal to coerce, deceive and force individuals into a life of abuse, servitude and inhumane treatment.

It is an international crime involving a substantial number of source and transit countries. In 2013 the National Referral Mechanism<sup>1</sup> ('NRM') received 1,746 referrals of potential victims of trafficking – almost a 50 percent increase on 2012. The scale of slavery in the UK is significant and actual figures are likely to be much higher. Home Office research estimates that there were between 10,000 and 13,000 potential victims of slavery in the UK in 2013<sup>2</sup>.

The Government is committed to tackling slavery. To this end, the Home Office has launched its Modern Slavery strategy which includes the introduction of the Modern Slavery Act to strengthen legislation on slavery, bring more slave drivers to justice and better protect victims. Additionally, the Home Office worked in partnership with the NSPCC to launch a new helpline and website which enables the public and potential victims to report suspected slavery.

## Communications Objectives

The Home Office's overarching objective is to end the enslavement of workers who have been trafficked to or within the UK for exploitation, convict the gangs behind it and increase the protection and support for victims.

Communications activity supports this by:

- increasing public awareness that slavery exists in the UK.
- increasing understanding of the different types of slavery, who is affected, the signs to look out for, and motivate the public to care.
- encouraging the public and potential victims to report concerns about slavery via the new helpline and website.
- inform employers and employees of small and medium-sized businesses about the signs of slavery, how to report suspicions, the consequences of non-compliance and how to ensure that their supply chains are free of slave labour.

## Communications Strategy

### Creative approach

The core creative proposition which ran throughout the campaign is "Slavery is closer than you think". This uses the impactful element of surprise to show our proximity to slavery by depicting different slavery types and a range of victims who are affected. These scenes are then revealed to be taking place in a typical scene in the UK. This was designed to quickly grab the public's attention and raise awareness of the issue in a memorable and realistic way.

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<sup>1</sup> The National Referral Mechanism (NRM) is a framework for identifying victims of human trafficking and ensuring they receive the appropriate protection and support. It is the mechanism through which the UKHTC collects data about victims.

<sup>2</sup> <https://www.gov.uk/government/news/true-scale-of-modern-slavery-in-uk-revealed-as-strategy-to-tackle-it-published>

## Official

Communications directed people to the helpline and the campaign website at [www.modernslavery.co.uk](http://www.modernslavery.co.uk) to find out more and to report concerns.

See annex A for examples of the creative assets.

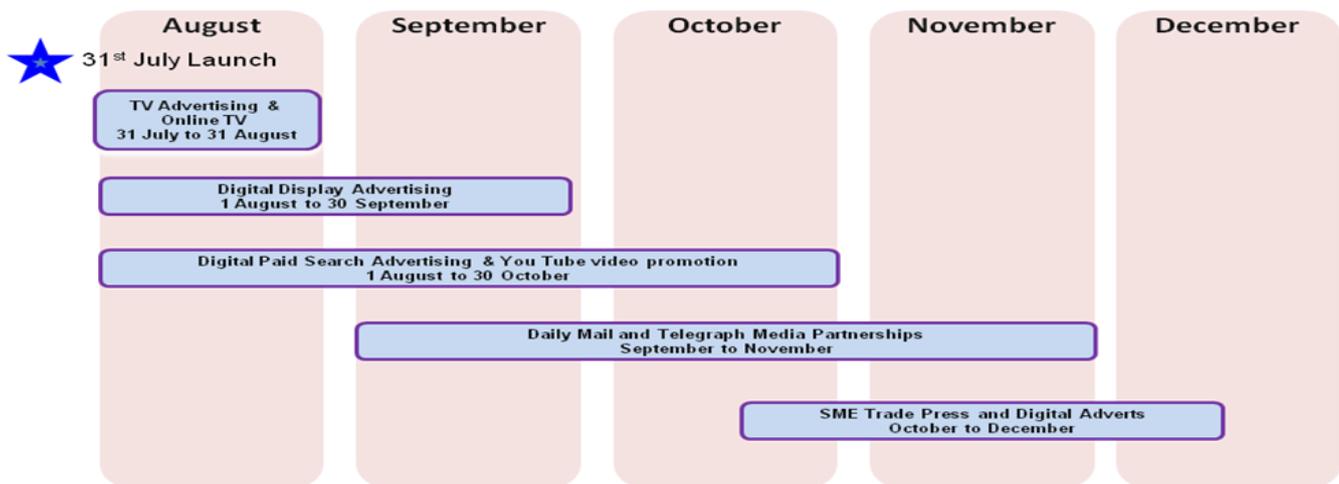
## Media plan

A marketing campaign ran from 31<sup>st</sup> July to early December 2014 across:

- TV and online TV (video on demand).
- online advertising.
- national media partnerships with the Daily Mail and Telegraph newspapers – these included online and print advertorials, display advertising and social media support over an extended period.
- Online advertising, digital direct mail and targeted trade press adverts targeting small and medium businesses (SMEs).

Stakeholders were engaged throughout the campaign period and partners (including charities and NGOs) were provided with materials such as posters to distribute through their own channels.

The schematic below shows an overview of the media activity and the timings of each element:



## Campaign costs

The total cost of the marketing campaign was £2.18m. This included the development of creative material, production, media fees and evaluation of the campaign.

# Section Two: Evaluation

## Evaluation Approach

An evaluation framework was created to measure the campaign's impact on its objectives as set out above.

The crux of this was an independent survey with adults across Great Britain by Ipsos MORI. Surveys were conducted before and after the TV advertising period. Its remit was to assess the impact of the campaign materials in raising awareness of modern slavery in the UK, educating the public on the types, signs and potential victims of slavery, engendering support for the issue and increasing the public's propensity to report it.

In addition, other data sources to evaluate the campaign included: calls to the new helpline provided by the NSPCC, media metrics (measuring the reach of and engagement with paid-for advertising), quantitative reader surveys with media owners, website analytics from Google Analytics, social media monitoring (the source was Sysomos) and feedback from partners and stakeholders.

## Evaluation Methodology

### Ipsos MORI survey

The Ipsos MORI tracking research was conducted using an online quantitative survey with a sample aged 18 and over (sourced from the Ipsos Panel). The data was then weighted to be representative of the wider population by gender, age, region, work status and social grade.

Two waves of fieldwork were carried out:

- A pre wave survey with 2,036 responses was completed from 25<sup>th</sup> to 30<sup>th</sup> July 2014. This established baseline indicators for awareness and understanding of slavery in the UK and the public's propensity to act.
- A post wave survey with 2,002 responses was completed from 5<sup>th</sup> to 15<sup>th</sup> September 2014 after the TV advertising finished. In addition to the pre wave questions above, further questions were asked to measure awareness and understanding of slavery, and response to the advertising materials.

The Ipsos MORI figures are used as the basis of measurement in this evaluation report, supplemented with findings from the media partnership surveys detailed below.

Alongside the overall pre and post wave figures, distinctions have also been made between those who recalled seeing the advertising ('advert recognisers') and those who did not ('advert non-recognisers') to highlight the specific impact of the campaign.

### Media partnership surveys

The Daily Mail conducted a post campaign online survey to its reader panel:

- It ran from 4<sup>th</sup> to 14<sup>th</sup> November 2014 after the partnership finished.
- 787 responses were collected; 216 from those who recalled seeing the partnership content, 571 from those who did not.

The Telegraph conducted a pre and post campaign online survey to its reader panel:

- The pre wave survey ran from 1<sup>st</sup> to 12<sup>th</sup> September with 643 responses, and the post wave ran from 31<sup>st</sup> October to 12 November 2014 with 559 responses.

For both surveys, questions replicated the Ipsos MORI survey to substantiate findings, and further questions were added specifically on take out and engagement with each of the partnership's content.

# Section Three: Results

## Media Plan Effectiveness

Overall, the combined marketing activity reached **93% of all UK adults**, each with eight opportunities to see at least one piece of content. This is a very strong result for the given media budget.

An efficient channel mix and schedule enabled the Home Office to maximise opportunities to raise awareness of the issue on a broad scale quickly (via TV), whilst using digital and print opportunities over a longer period to educate the audience in more depth, engage them and generate sympathy for victims.

## Performance Against Objectives

### Increasing public awareness that modern slavery exists.

- **Communications had a positive impact on raising awareness of slavery in the UK.**
  - Significantly more people agreed that ‘modern slavery exists in the UK’ after the campaign (61%) compared to before (50%). This was significantly higher amongst those who recognised the campaign when prompted (70%) versus those who did not (50%).
  - An **extra 16 people in every 100** have now heard of the term ‘modern slavery’ compared to before the campaign.
    - Media partnership post wave results were consistent with these:
      - 74% of Daily Mail responders who recalled the partnership content had heard the term versus 49% who did not.
      - 91% of Telegraph readers had heard of the term after the partnership versus 86% in the pre wave.
  - Significantly more people (37%) agreed that they were aware of the issue of slavery after the campaign than they were a few months prior (23%).
- **The campaign clearly grabbed the public’s attention, with almost six in ten people in the UK recognising it (57%).** The TV advert was a key driver of this. This is a strong result compared to norms for this level of campaign spend. 74% of people agreed that the adverts were ‘memorable’ and 72% agreed that it made them think differently about how slavery affects victims.

### Increasing public understanding of the different types of slavery, who is affected and the signs to look out for.

- **Marketing was successful in educating the public on the issue.** Results show:
  - a better understanding and awareness of the **types of slavery** with significant increases in awareness particularly of those types featured in the TV advert.
    - For example, 63% of respondents selected vegetable picking as a type of work most likely to be done by victims of slavery in the UK, versus 55% in the pre wave.
  - a greater understanding of the **range of nationalities** who might be victims of slavery. 67% of people (72% amongst advert recognisers) agreed that anyone of

any age, nationality or gender can be a victim of modern slavery in the UK, compared with 60% before.

- more confidence amongst those who recognised the campaign that they could **spot the signs of slavery** (18%) versus those who did not (14%). As it was challenging to explicitly show many signs to spot in the 30 second TV advert, this was covered in more depth by the media partnerships after the TV advertising and MORI post wave research.
  - Both the Telegraph and Daily Mail post wave surveys showed an increase in awareness of the common signs of slavery after the activity amongst those who recalled the partnership content.

## Encouraging the public and victims to report concerns about slavery via the new helpline and website.

- **More people now see a need for action if they suspect slavery taking place.**
  - Significantly more people after the campaign (67%, rising to 73% amongst advert recognisers) agreed that it is their responsibility as an individual to report slavery if they suspect it is taking place, compared to 59% before the campaign.
  - The campaign has instilled positive ownership amongst the public to act if they suspect slavery is taking place with significantly more people (67%) saying they probably or definitely would report suspicions compared with 62% before the campaign.
    - Media partnership results were consistent with these. 45% Daily Mail and 51% Telegraph responders who recalled the partnership content would definitely report slavery versus 32% and 45% respectively who did not.
- **The campaign has successfully helped increase the public's knowledge of what to do/who to contact** if they suspect slavery. Whilst the Police remains the most prominent channel:
  - a third (33%) of people who recalled the campaign would call the helpline, versus a quarter of all respondents in the pre wave.
  - 30% of people who recalled the campaign would report via the website versus 18% of all respondents in the pre wave.
- **The campaign succeeded in prompting people to take action:**
  - During the TV advert airtime, there were on average **8 calls per day** to the helpline; this was above the expected 4-5 per day. Calls then levelled out at an average of 4 per day during the extended digital and media partnership activity.
  - **Website visits were strong** for a relatively unknown and low salience issue with over 57k people going to the site during the TV advert airtime. This is on a topic which we would not necessarily expect people to take action on unless they actually suspect slavery is happening.
  - Over **1 in 4 people** who saw the advert spoke to their friends and family about it.
    - Reaction to the media partnerships was also strong with 60% of people who recalled the Daily Mail partnership content intending to take some form of action as a result. 92% of readers who recalled the Telegraph content had, or intended to visit the campaign website.
  - It generated a **strong level of conversation on social media** and comments were generally positive. Average daily reach of mentions about slavery increased by 84% during the TV advert airtime (compared to the month before) and mentions of 'modern + slavery' increased by 1,150%.

MEASURE	RESULT - 29 days base data (July 2014)	RESULT DURING TV AIRTIME (31/7 – 31/8)	RESULT FROM LAUNCH TO MEDIA P'SHIPS (31/7 – 30/11)
Calls to the helpline	N/A	276 (ave 8/day)	562 (ave 4/day)
Unique visits to the campaign website	N/A	57,874	120,471
You Tube views of the 30" TV Advert	N/A	343,100	851,668
Social media mentions:	(M = mentions, R = reach)	(M = mentions, R = reach)	(M = mentions, R = reach)
- "Modern + Slavery"	1,034 M/3.6m R	12,931 M / 7.1 m R	16,002 M / 8m R
- "Campaign + Modern + Slavery"	N/A	1,102 M / 3.9m R	3,968 M / 4.3m R
- Average daily reach	124,183	229,033	152,394

- **It is not possible to ascertain if the campaign has contributed to an overall increase in referrals to the UK NRM due to:**
  - The current reporting process which protects the anonymity of an individual's referral.
  - The NRM statistics being reported quarterly. This means we are unable to specifically isolate the impact of the TV advert's one month airtime.

### Inform small and medium-sized businesses ('SMEs') about the signs of slavery and how to report suspicions.

- No specific survey was conducted to measure the recall of the advertising to SMEs due to a low media spend. However, over 400k emails were sent to the target audience, and 12,300 visits were generated to the dedicated webpage for SMEs. This indicates that the adverts were **visible, well targeted and prompted business owners to find out more**. Furthermore, engagement rates with the digital and email advertising were above industry benchmarks, indicating a **positive response** to the creative assets.

## Section Four: Conclusions

### Key achievements

As a relatively new issue and on a crime which is largely operated 'in the dark', it will take time to embed modern slavery as a front of mind issue in the public's conscious and to educate them on how to spot and report it. However, the evidence outlined in this report clearly demonstrates the significant and positive role which this marketing campaign has played in contributing to the Home Office's objective to end slavery in the UK:

- More people are aware of modern slavery in the UK.
- More people understand what slavery is and who is affected.
- People are more likely to report concerns about slavery and know how/where to do this.
- Communications have driven reports to the helpline and website.

This is particularly significant amongst those who saw the advertising compared with those who did not.

### Learnings

The marketing channel mix proved cost efficient and effective. TV was an excellent choice for raising awareness of the issue quickly and to a broad audience. Supporting this with media partnerships and digital activity over a longer period enabled us to then regularly talk to the public in more detail on the signs to spot, types of slavery and how to report it. This approach would be recommended for any future campaign on a relatively unfamiliar issue which needs to deliver complex messages.

Areas for development in future campaigns include:

- Capitalise on people's appetite to talk about the issue on social media by providing more shareable content.
- Extend the campaign period even further to sustain awareness and engagement with the issue and maintain call volumes.
- Develop more creative iterations and longer-form content to depict the various types of slavery and signs to spot, as this is creatively challenging to demonstrate in a short 30 second TV advert.

# Section Four: Annex A

## Creative materials



### TV Advert

View the video [here](#)



### Online adverts

- Online banner adverts
- Interactive digital formats



### Website



# The Telegraph Media Partnership

- Print advertorials
- Online hub
- Digital advertising

**HELP FREE THE UK FROM MODERN SLAVERY** Find out more Call the helpline on 0800 0121 700

**The Telegraph** Monday 27 October 2014

HOME VIDEO NEWS WORLD SPORT FINANCE COMMENT CULTURE TRAVEL LIFE WOMEN FASHION LUXURY TECH CARS

HOME • SPONSORED • LIFESTYLE • MODERN SLAVERY

**Modern slavery in Britain**

Modern slavery is an appalling crime. It can affect men, women and children – many of whom are British. It is happening right now, often under our noses, and it impacts across every level of society. The Telegraph has teamed up with the Home Office to raise awareness of the UK's hidden shame.

**The Telegraph exposing modern slavery**

**Home Office production**

**Victims of modern slavery do not wear a label**

This short film, produced by the Home Office in addition to its evocative TV advert, tells you how to spot potential victims of slavery in Britain.

**Infographic**

**Modern slavery – the facts you need to know**

**An everyday crime**

We need to open our eyes to the disturbing truth. Slavery is here, and it's under our noses; we all have a moral obligation to take notice.

**Child slavery and Britain's shocking facts**

Child labour and slavery aren't horrors unique to Third World countries. Trafficked in numerous horrendous ways, children are exploited in Britain by criminals every day.

**'Sex slaves are on every street in Britain'**

Young people – from all ethnic backgrounds and walks of life – are sex slaves in British streets. This modern slavery outrage demands urgent action, says Genevieve Fox.

Are you aware of the existence of slavery in

**BRITAIN'S HIDDEN SLAVE TRADE EXPOSED**

**Victims of modern slavery do not wear a label**

**Modern slavery is not confined to poor neighbourhoods or the fringes of society**

**Modern slavery is an everyday crime**

**Child slavery and Britain's shocking facts**

**'Sex slaves are on every street in Britain'**

**Are you aware of the existence of slavery in**

**HELP FREE THE UK FROM MODERN SLAVERY**

**Call the helpline on 0800 0121 700**

**modernslavery.co.uk**

**Slavery is not an issue confined to history**

It is something that is happening in the UK today and includes those forced to work against their will across all sectors of society. Last year, 1360 cases were reported in the country – a 47 per cent increase on the year before. But there are just the victims we know about.

Learn more about the different types of modern slavery who is affected and how to spot the signs.

**CHOOSE TO OPEN YOUR EYES**

Home Office supported by the NSPCC

Call the helpline on 0800 0121 700 [modernslavery.co.uk](http://modernslavery.co.uk)

The Telegraph

**CHOOSE TO OPEN YOUR EYES**

**HELP FREE THE UK FROM MODERN SLAVERY**

**IT'S CLOSER THAN YOU THINK**

Home Office supported by the NSPCC

Call the helpline on 0800 0121 700 [modernslavery.co.uk](http://modernslavery.co.uk)

The Telegraph

## The Daily Mail Media Partnership

- Print advertorials
- Online advertorial
- Digital advertising

**SPONSORED FEATURE**



### HELP VICTIMS OF MODERN SLAVERY

Join the fight and help end this appalling crime

**SERENA'S STORY**  
**WOMAN OF SEVERAL IDENTITIES**  
 Serena's story is a warning to all. She was a young woman who was lured to the UK by a man who promised her a job and a better life. Instead, she found herself in a modern slavery ring, where she was forced to work long hours for a meagre wage. She was also subjected to physical and sexual abuse. Her story is just one of many that are being told to raise awareness of this crime.

**FREDERICK'S STORY**  
**FROM A FIGHTER TO A VICTIM**  
 Frederick was a former soldier who was recruited to work in the UK. He was promised a job and a better life. Instead, he found himself in a modern slavery ring, where he was forced to work long hours for a meagre wage. He was also subjected to physical and sexual abuse. His story is just one of many that are being told to raise awareness of this crime.

**THE SIGNS TO LOOK OUT FOR**  
 If you see someone who looks like they might be a victim of modern slavery, please report it to the police. You can also report it to the Modern Slavery Helpline on 0800 0121 700.

[www.modernslavery.co.uk](http://www.modernslavery.co.uk)

**SPONSORED FEATURE**

## MODERN-DAY SLAVERY IN THE UK

You can join the fight and help end this appalling crime - for good

**ALBERT'S STORY**  
**VICTIM OF FORCED LABOUR**  
 Albert was a young man who was lured to the UK by a man who promised him a job and a better life. Instead, he found himself in a modern slavery ring, where he was forced to work long hours for a meagre wage. He was also subjected to physical and sexual abuse. His story is just one of many that are being told to raise awareness of this crime.

**THE SIGNS TO LOOK OUT FOR**  
 If you see someone who looks like they might be a victim of modern slavery, please report it to the police. You can also report it to the Modern Slavery Helpline on 0800 0121 700.

**HELP FREE THE UK FROM MODERN SLAVERY**

To find out more or to report concerns about slavery, call 0800 0121 700 or go to [www.modernslavery.co.uk](http://www.modernslavery.co.uk)

**SPONSORED FEATURE**

## MODERN SLAVERY WE CAN STOP IT

It is time to stop slavery from being hidden in plain sight

**ONE STORY OF MANY**  
**FROM A FIGHTER TO A VICTIM**  
 This is the story of a man who was recruited to work in the UK. He was promised a job and a better life. Instead, he found himself in a modern slavery ring, where he was forced to work long hours for a meagre wage. He was also subjected to physical and sexual abuse. His story is just one of many that are being told to raise awareness of this crime.

**WHAT CAN WE DO TO HELP?**  
 If you see someone who looks like they might be a victim of modern slavery, please report it to the police. You can also report it to the Modern Slavery Helpline on 0800 0121 700.

**HELP FREE THE UK FROM MODERN SLAVERY**

To find out more or to report concerns about slavery, call 0800 0121 700 or go to [www.modernslavery.co.uk](http://www.modernslavery.co.uk)

**SLAVERY IS CLOSER THAN YOU THINK**

There are victims of illegal, brutal and often across the UK



[Find out more...](#)

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**SLAVERY IS CLOSER THAN YOU THINK**

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**HELP FREE THE UK FROM MODERN SLAVERY**

**Is there a slave living in your street? Revealed: How thousands of people in modern Britain are kept in servitude by beatings, brainwashing and hard labour**

- As many as 6,000 people are estimated to be held as slaves across UK
- Police busted a slave ring in Bedfordshire where 'vulnerable' men held
- Last year government was informed of alleged slave activity 1,746 times
- Foreigners are often victims, but many Britons are also held in captivity
- Extent of crimes has led Home Office to propose new, harsher laws

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