



Case Study

2016 SILVER NORTH AMERICAN EFFIE AWARD WINNER

"LOVE HAS NO LABELS"

Issues surrounding discrimination and prejudices are pervasive in our society, but 85% Americans consider themselves to be unprejudiced. Yet only 37% of adults report that they are regularly accepting and inclusive of others and/or encourage others to be more accepting and inclusive. The LHNL campaign goal was to help people recognize the biases they didn't even know they had. 6 months after the launch of the campaign significantly more adults report they are regularly accepting and inclusive of others and/or encourage others to be more accepting and inclusive.

Competition:
North American Effie Awards

Ran in:
USA

Category:
GoodWorks - Non-Profit

Brand/Client
Ad Council

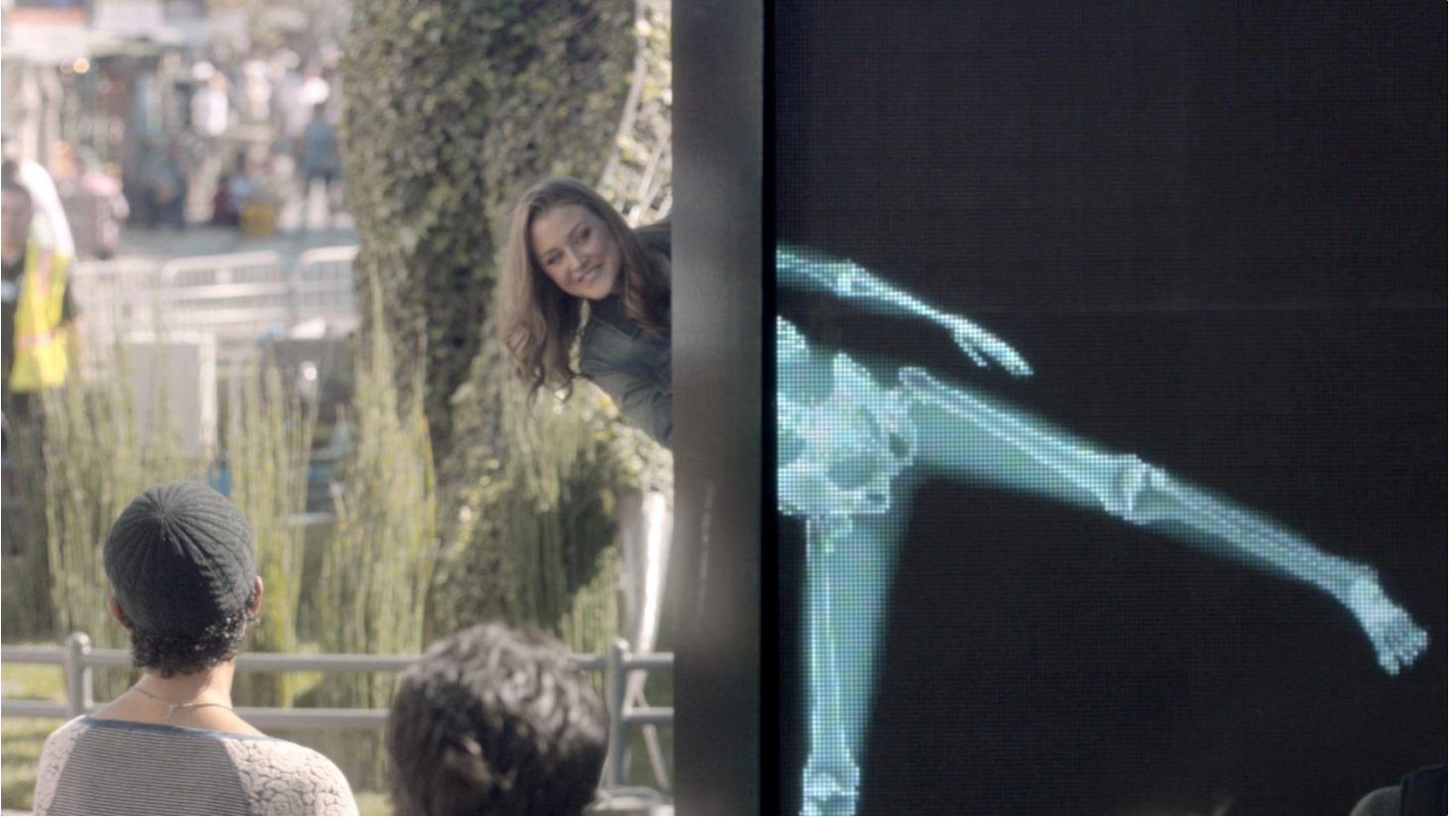
Lead Agency:
R/GA

Product/Service:
PSA, Non-Profit

Classification:
National

Dates Effort Ran:
02/14/2015 - Ongoing

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Executive Summary

Bias and discrimination are perhaps the most polarizing problems facing America today. Yet most Americans consider themselves unprejudiced and resist messages suggesting they are biased. We developed approachable creative that helped people recognize the biases they didn't know they had: An x-ray screen hid the identities of real people, as viewers filled in the blanks of what constituted friendship, love, and family. When the identities were revealed, so were individual biases, as each relationship spanned different religions, races, etc. In 6 months, the campaign achieved over 150 million video views and significantly shifted attitudes and behaviors surrounding inclusion.

Effie Awards Category Context

The Ad Council is a private, non-profit organization who have produced literally thousands of PSA campaigns addressing the most pressing social issues of the day.

Love Has No Labels, from the Ad Council, is a PSA targeting bias and discrimination which are perhaps the most polarizing problems facing America today. The campaign resulted in significantly more adults report that they are regularly accepting and inclusive of others and/or encourage others to be more accepting and inclusive (37% to 42%*).

* Statistically significant differences at the 90% confidence interval ($p < .1$) ("Public Affairs Tracking Omnibus," Ipsos, February 2015 – August 2015).

State of the Marketplace & Brand's Business

The Ad Council is a private, non-profit organization with a rich history of marshaling volunteer talent from the advertising and media industries to deliver critical messages to the American public.

Strategic Communications Challenge

Prejudice and discrimination are perhaps the most polarizing problems facing America today.

For example

1. One in five LGBT Americans feel that there is little or no acceptance of their community (Pew Research Center, 2013).
2. Six in ten Latinos say that anti-Latino discrimination is a major problem (Pew Hispanic Center, 2013).
3. Six in ten African Americans say that they are not satisfied with the way they are treated in society (Gallup Poll, 2013).
4. Up to eighty five percent of students with disabilities experience bullying (American Association of People with Disabilities).

Though issues surrounding discrimination and prejudices are pervasive in our society, 85% Americans consider themselves to be unprejudiced (Perception Institute), yet only 37% of adults report that they are regularly accepting and inclusive of others and/or encourage others to be more accepting and inclusive (Ad Council Omnibus Tracking Study, Feb 2015). This leaves a lot of grey area where people may mean well but are unintentionally perpetuating negative stereotypes, disparities, and discriminatory outcomes through their own implicit biases.

Implicit bias is the bias in judgment and/or behavior that operates without intentional control. These biases are often manifested in both small and large ways, whether it's specifying someone's race when it's not relevant to the conversation, assuming your female co-worker's spouse is a man or avoiding eye contact with someone with a disability. It has profound implications for how we view and interact with others who are different from us. It also fuels negative stereotypes within and across communities and can perpetuate disparities by altering someone's ability to find a job, secure a loan, rent an apartment, or get a fair trial.

Since most adults will resist messages that suggest they are prejudiced or discriminatory, we decided to focus our communication efforts on a more approachable solution that helped people recognize the biases they didn't even know they had.

Audience

Our target was broad, including all US adults 18+ who don't consider themselves to be discriminatory or prejudiced. They are "armchair supporters" of inclusivity and diversity. They care about inclusion but they don't realize they are undermining it through their own implicit biases and inaction.

Objectives & KPIs

To build the Love Has No Labels campaign and encourage people to rethink their biases and celebrate diversity, we had 3 specific KPIs:

1. **AWARENESS:** By building awareness of the Love Has No Labels campaign, we encourage audiences to celebrate diversity and rethink bias. Once people are aware of bias, they can then recognize it in themselves and do everything in their power to stop it.
Goal: Build brand and campaign asset awareness through online video views, influencer support, and earned media from 13% ("Public Affairs Tracking Omnibus," Ipsos, February 2015) before the creative launched. Typically, an Ad Council campaign hopes to reach 25% awareness after the first year in market.
2. **ENGAGEMENT:** In order for our audience to recognize and rethink their bias, we had to drive engagement with the Love Has No Labels website, which provided audiences with tools and tips for recognizing and challenging their own biases. Users who engaged with our social channels were encouraged to celebrate diversity and promote inclusion and acceptance.
Goal: Build a following on social with consistently engaged users. Attract large numbers of people to visit the LHNL website, take the quiz, engagement with social content, through content creation using the Faces of Love tool, and sharing stories of personal experience with bias and diversity.
3. **ATTITUDES AND BEHAVIORS:** To promote acceptance and challenge bias we needed to change people's perceptions and behaviors towards bias.
Goal: To significantly increase adults who are regularly accepting and inclusive of others and to significantly increase the number of adults who discuss the issue of discrimination and prejudice with friends, family, and colleagues. A 4% point increase is statistically significant change in the population.

Insight

Through in-depth literature reviews and primary interviews with a wide range of Americans across age, gender, race, and ethnicities, there was one insight that rose to the top:

Most Americans consider themselves to be unprejudiced (Perception Institute).

We all want to be perceived as kind and fair; however, we unconsciously hold negative associations against those who we see as different than ourselves.

The way we reduce biases is to educate individuals about their unconscious associations, replace stereotypical responses with non-stereotypical responses, and demonstrate positive examples of diversity and inclusion. Eight leading nonprofits that represent various discriminated classes joined the campaign and provided their expertise and content to ensure our message and calls to action were effective in combating bias. Our nonprofit partners included the Anti-Defamation League, Southern Poverty Law Center, National Women's Law Center, Human Rights Campaign, American Association of People with Disabilities, American-Arab Anti-Discrimination Committee, Muslim Advocates, and AARP.

The Big Idea

To help people recognize the biases they didn't even know they had.

Bringing the Idea to Life

We filmed a live installation on Valentine's Day that featured x-ray skeletons dancing, hugging, and kissing, allowing the crowd to mentally fill in the blanks and guess who was behind the screen. The real couples and relationships were later revealed: a mixed race heterosexual couple, Muslim and Jewish friends, a homosexual couple and their adopted son, and more. This stunt exposed viewers' implicit biases and reminded us that no matter how we are labeled on the outside, we're all human on the inside. The recorded stunt was used for TV PSAs and an online video that drove viewers to test their own biases on the campaign website and share their stories of love and diversity.

With no paid media budget, the campaign relied on an exclusive partnership with Upworthy and their community of nearly 8 million social do-gooders. Within 24 hours after the video debuted on the Upworthy's Facebook page, it was viewed 11 million times and has since become the one of the most successful PSA campaigns in history (currently 2nd behind only Kony), the best performing video on Upworthy ever, and has generated over 150 million online views, and an estimated 1 billion media impressions.

With no paid media budget, the campaign relied on an exclusive partnership with Upworthy, a Facebook channel and its community of nearly 8 million social do-gooders.

Communication Touch Points

TV

- Spots

Print

- Consumer Magazine
- Newspaper
- Magazine Digital
- Newspaper Digital

PR

Guerilla

- Ambient Media

Events

Interactive

- Digital Video
- Brand Website/Microsite
- Mobile/Tablet Optimized Website

Social Networking

Mobile

- Display Add

Consumer Involvement/User Generated

- Viral

OOH

- Other

Branded Content

Professional Engagement

- In-Office

Additional Marketing Components

- Not Applicable

Paid Media Expenditures

September 2014 – August 2015

- \$10 – 20 million

September 2013 – August 2014

- \$10 – 20 million

Budget

- About the same as other competitors.
- Prior year's budget not applicable.

Owned Media & Sponsorship

Website: Lovehasnolabels.com

Social Channels: LHNL Facebook, Twitter, Instagram

The campaign drives to lovehasnolabels.com, where visitors can test their own bias and find tips on how to end bias and promote diversity. A bias quiz allows visitors to rethink their own biases and a tips section provides ways to react to and challenge bias in the home, workplace, and at school.

The Love Has No Labels campaign began to grow awareness and an online community through social media activations by campaign partners. Since launch, the campaign has gained a following of more than 70 thousand on Facebook, Twitter and Instagram.

The campaign has been extended through several partnerships and social media efforts designed to encourage the public to share their own stories celebrating diversity and inclusion. People are encouraged to use the Faces of Love tool to add the Love Has No Labels frame to their photos and share their stories on social media using #LoveHasNoLabels. #LoveHasNoLabels content is featured on a dedicated page on lovehasnolabels.com and shared across the campaign's social channels. This user-generated content ask was activated around key times of the year including Mother's Day and July 4th.

Results

1. AWARENESS: Results: Six months after the launch of the campaign:

35% of adults recognize the campaign assets after only six months, which is higher than most Ad Council campaigns after a year in market ("Public Affairs Tracking Omnibus," Ipsos, February 2015 – August 2015).

- 15% of adults report being aware of the website or hashtag "Love Has No Labels" after only five months ("Public Affairs Tracking Omnibus," Ipsos, February 2015 – August 2015).
- The online video has been viewed over 150 million times, shared 2.6 million times and liked 1.8 million times.
 - Facebook is the only platform where the video can be liked and accounts for approximately 100 million of the total views.
- It is the second most viewed community and activism campaign of all time (Visible Measures, 2015).
- The video is the most viewed branded video campaign of 2015 today and is Upworthy's best performing video of all time (Upworthy, 2015).
- The campaign received over 1 billion impressions resulting from media coverage, which included:
 - Good Morning America
 - World News Tonight
 - The Wall Street Journal
 - The Washington Post
 - Mashable
- Influencers shared the LHNL message with their millions of social followers including Michelle Obama, Sofia Vergara and George Takei.
- The video makes up roughly 50% of the overall views on the Ad Council YouTube channel and generated 96% of the likes and shares on the channel (Fullscreen, 2015). Though our intention was to reach US adults, the message resonated with people internationally, as our video was viewed in over 230 countries.

2. ENGAGEMENT Results: Six months after the launch of the campaign:

- | | |
|---------|--|
| Website | <ul style="list-style-type: none"> • 1.1 million visits to the website since launch. • 65 thousand quiz engagements with a 52% completion rate, which is more than three times the average completion rate of 14%, according to the 2015 FormStack Report. • Thousands of users engaged with the Love Has No Labels campaign and brand by using the Faces of Love photo tool. |
| Social | <ul style="list-style-type: none"> • Facebook community grew from 0 to 70 thousand since launch and garnered 17.5 million impressions and over 238 thousand engagements (shares, likes, comments). • LHNL Twitter handle has been mentioned 91 thousand times and there have been 27 thousand uses of the hashtag #LoveHasNoLabels. |
| Other | <ul style="list-style-type: none"> • The video was also integrated into classroom curriculum, reaching an audience of those younger than eighteen, who reacted to the campaign with sentiment such as the following: |

"That was the sweetest video I have ever seen! It can be helpful in school because if everyone saw that and realized that we really are all the same on the inside than maybe everyone would be a little less judgmental. This video taught me that just because you can see who is who on the surface no one really knows who each other is on the inside." (Lindsay, High School Senior)

3. ATTITUDES AND BEHAVIORS : Results: Six months after the launch of the campaign:

- Significantly more adults report that they are regularly accepting and inclusive of others and/or encourage others to be more accepting and inclusive (37% to 42%*).
- Significantly more adults report they have recently discussed the issue of discrimination and prejudice with friends, family, or colleagues (58% to 64%*).
- More adults report they have recently discussed the issue of discrimination and prejudice with friends, family or colleagues (58% to 64%*).
- More adults report that the issue of 'supporting diversity and acceptance around race, gender, sexual orientation, religion and, disability' is "very important" to them personally (33% to 38%*).
- More adults agree that "biases can lead to discrimination" (73% to 78%*).

* Statistically significant differences at the 90% confidence interval ($p < .1$) ("Public Affairs Tracking Omnibus," Ipsos, February 2015 – August 2015).

Other Contributing Factors

In June, we saw a spike in Twitter impressions, hashtag mentions and uses and website traffic, which was likely correlated to the Supreme Court ruling on same sex marriage.



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