

Case Study

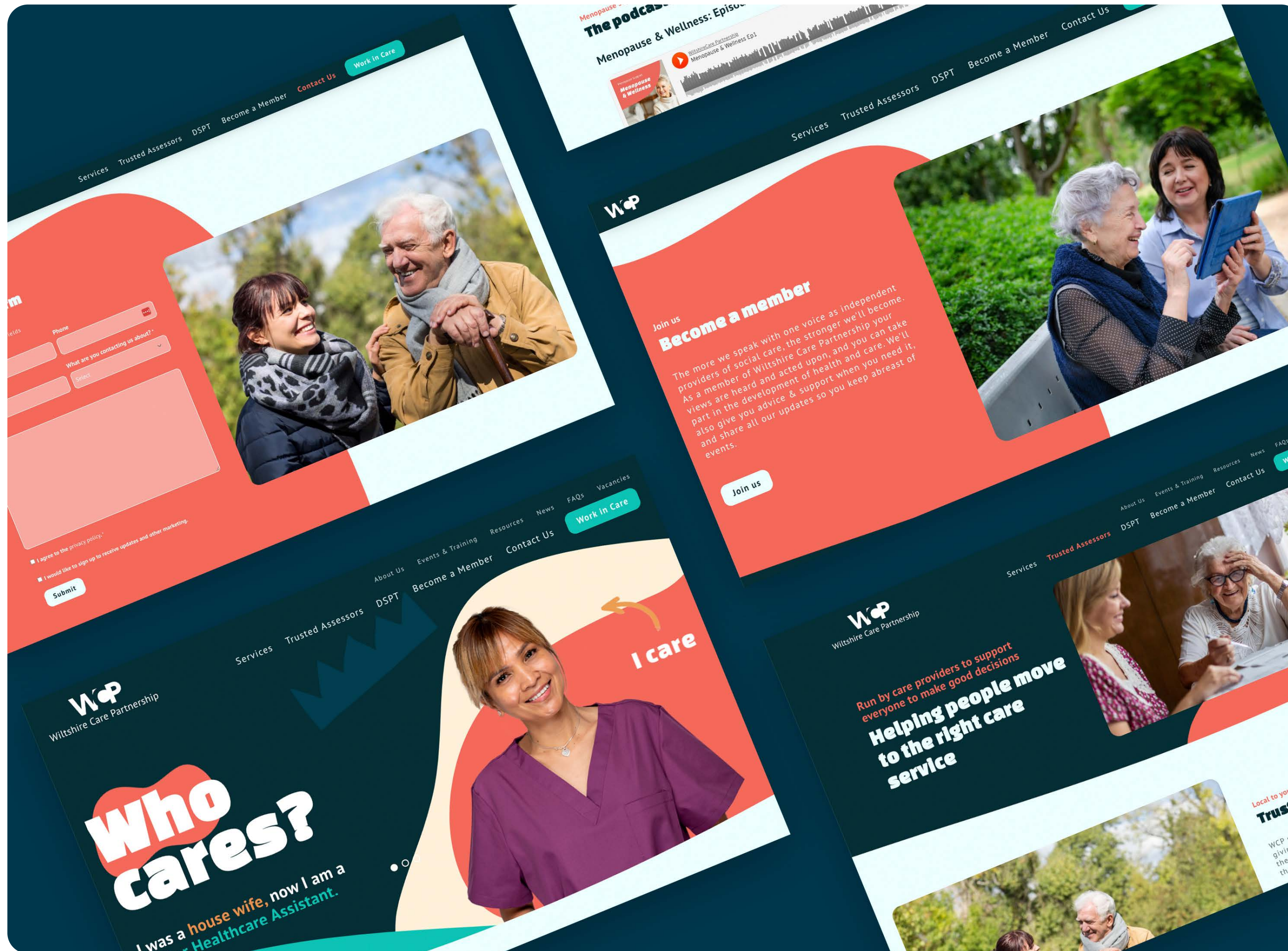
The Wiltshire Care Partnership.

blue bee.

The Wiltshire Care Partnership

In 2022, The Wiltshire Care Partnership (WCP) approached Blue Bee for a new website and logo design. We completed this work in the early part of the year and the team at WCP were extremely happy with the results.





The issue

Later that year, WCP were given a grant from Wiltshire Council with one aim, to increase the staffing numbers in care. Following a global pandemic, staffing levels were at an all time low but the need for care providers was more prevalent than ever.

Wiltshire Council had provided WCP with a sizeable budget to make this happen, and in turn, WCP needed a marketing agency to get them results.

We were delighted to be given the opportunity to propose a number of solutions to WCP and once we were given the green light we began the process of finding a solution to the recruitment problem.

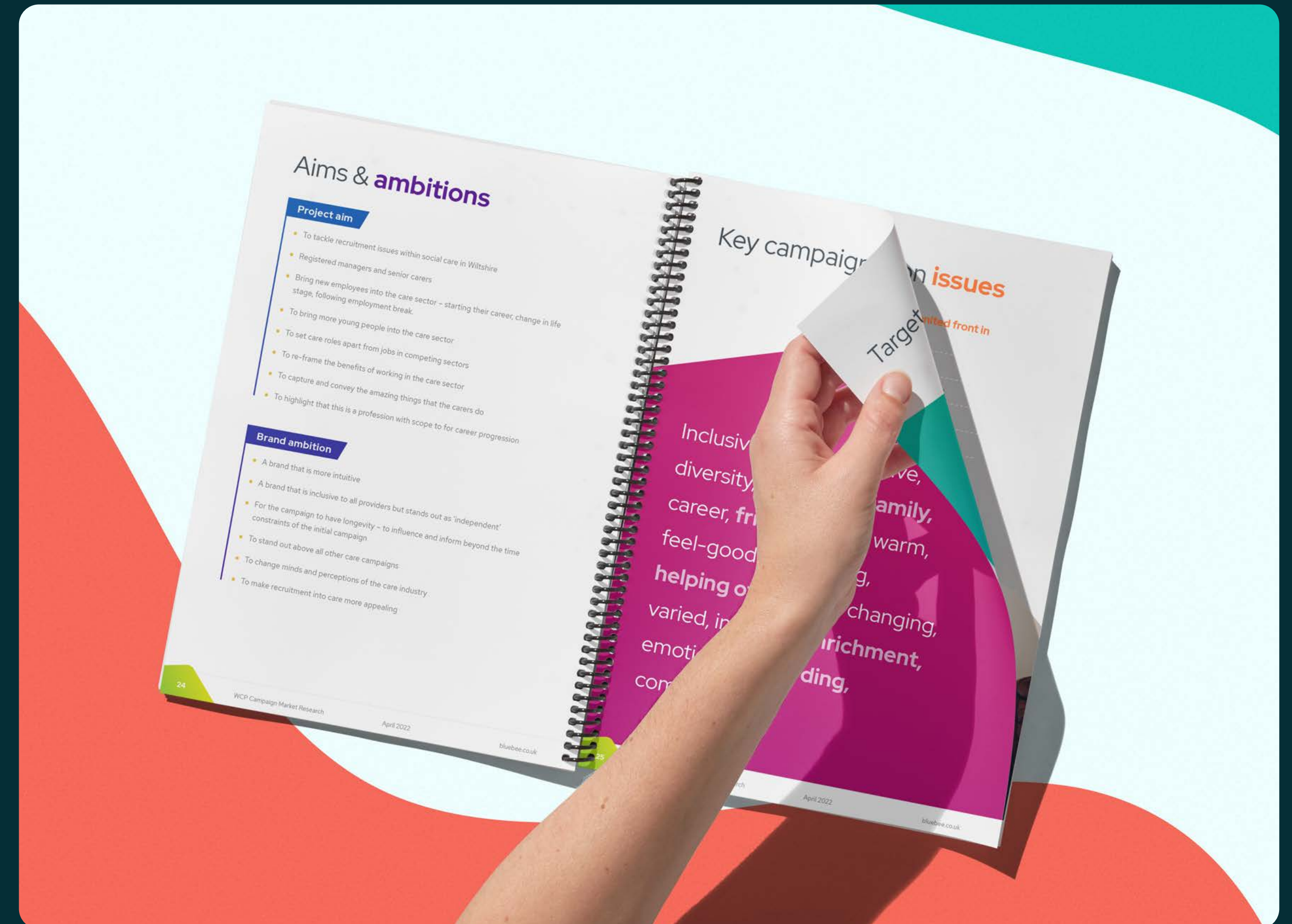
What we did.

01

Market Research

Before any other work was undertaken, a detailed market research document was prepared. The 40 page document focused on many different areas including:

- The recruitment issue
- The retention issue
- Other campaign case studies
- Strategy priorities
- Aims & ambitions
- Key target personas
- Strategy timelines
- And more





02

Planning & Campaign concept

The aim of the campaign was to target people who have never worked in care before, and also bring people back into the industry whilst also discouraging existing care workers to switch roles. It was important to convey a clear message, which involved several brainstorming sessions.

Throughout the sessions, the team looked at the following:

- The benefits of working in care
- The target audience
- Traits of a care provider
- Potential issues with working in care

Our solutions.

Once we had a good understanding of the industry, and fowling a number of further brainstorming sessions, the team came up with three concepts to present back to WCP.

A Who cares?

WHAT IS IT CALLED?

Who cares?

THE CONCEPT:

A quirky, highly audience targeted campaign, highlighting the diverse group of people that could start a career within the care industry.

WHY WILL THIS WORK?

Using the double entendre "Who cares?" to start a conversation about what kind of person would work in the care industry, while at the same time asking why someone should work in the care industry. By showing the diverse group of people within the campaign it will help potential candidates feel included and identify with it so that we can change their perception of what a carer looks like.

HOW WILL IT COME TO LIFE?

Billboard, buses, print:
An image split 50/50 showing a person in their previous/current home life and the other 50% in a carer role. Could use phrases like a "I was a..." and then insert the role there. Targeting different demographics dependant on where the ads are shown.

Radio:
Interviews with different people highlighting where they come from and how that might contradict with the fact that they are now a carer.

Social:
Using imagery similar to the above campaigns can be run on different types of people throughout the year, coinciding with particular events throughout the year.

Digital ads:
Could have gifs animating between the different types of people/roles.

Radio:
Could look at a 'don't judge a book' aspect as well, could be someone with tattoos and piercings that is perfect for role.

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WCP Campaign Market Research

March 2024

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B Transfer your skills

WHAT IS IT CALLED?

Transfer your skills

THE CONCEPT:

Show correlation between different people's skills and how they could be utilised within the care industry.

WHY WILL THIS WORK?

This will help people realise that the skills they already have could be used in another context, and change someone's life. This will be especially effective when looking for more senior or management roles. People who might not realise they have the right skill-set for care work, but have the desire to get into the industry can have their minds changed when looking at the various campaigns. There could be some really good activations around the idea of sharing skill ideas and being matched with your care skill.

HOW WILL IT COME TO LIFE?

Billboard, buses, print:
Could use the idea of the first word changing before the words your skills. Similar to the other campaign you could do a 50/50 image with the previous skill-set, then the equivalent care job.

Digital ads:
Could have gifs animating with different words before the "your skills" e.g.: Transfer your skills, Enhance your skills etc... - Allows to talk about training up as well.

Social:
Share a skill competition, people have to come up with a skill they have that could also be utilised within the care industry, best one wins a prize - get the ideas of sharing skills out there.

Website:
Find my skill generator landing page, the user picks a skill from a list and it shows the corresponding care job.

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WCP Campaign Market Research

March 2024

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C Dare to care

WHAT IS IT CALLED?

Dare to care

THE CONCEPT:

An industry disruptive approach.

ROUGH IDEAS:

Targeting a younger demographic.

Good activation options (people posting something that has taken them out of their comfort zone).

Disruptor - different to all the other care campaigns.

Dare to do something different.

Could be seen as dare to care on an emotional level, go all in with the job and what are the rewards if you do.

CONS:

Could be seen as you need to be dared to tackle the "gross" parts of the job and wouldn't want to turn people away.

Potential to take it as a negative, like getting into the care industry is something that isn't desirable.

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WCP Campaign Market Research

March 2024

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The campaign

After weighing the pros and cons of each concept, the decision was made to run with “Who Cares?”. The idea was to use the double entendre to their advantage. There is not enough care staff, who cares? Well, the staff do. Who cares? I care!



Problems we resolved

One main consideration when thinking about the campaign was the staff. Creating a campaign around recruiting more staff should really feature real care staff and we did not want to use stock imagery in any of the visual collateral (other than in our concept ideas).

03

Campaign Collateral & Design

We reached out to local care provider Wessex Care to see if they could help, and they helped more than we could have imagined.

Over the course of a number of days, we were given complete access to their staff at two of their care centres. This enabled us to take head shots of all staff as well as interviewing each of them about their roles, why they love the industry so much and what jobs they had transferred from.

Despite rejecting the idea of “transfer your skills” we still wanted to get the message across that you can transfer from any role to a care role. This led to a lot of the collateral mentioning previous jobs held by care providers.

These images and interviews became the backdrop of the whole campaign and every single image and video used in the campaign featured a real member of care staff.





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Advertising

Once the concept was signed off, we needed to find advertising avenues to target Wiltshire (but not Swindon) and ensure we captured the demographic we were targeting whilst staying within budget. As a result, the following channels were chosen...

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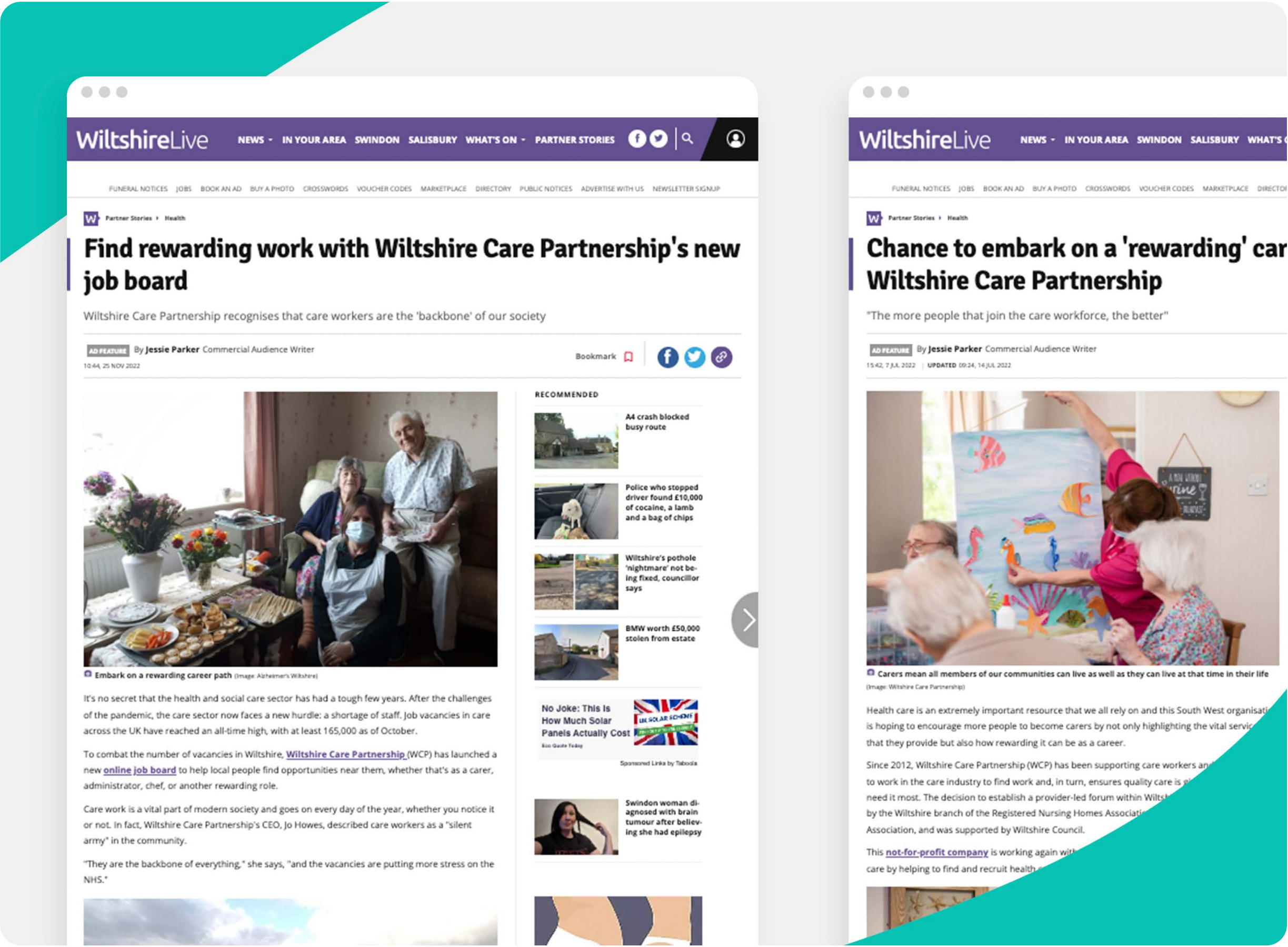
Print

Three main print publications were used throughout the campaign. The adverts ran each week, and the content of the adverts were different for each issue so that potential candidates did not become advert blind. The publications used were:

- Salisbury Journal
- Western Daily Press
- Wiltshire Times



What we did



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PR Opportunities

The advertisements in the papers meant we could also leverage some PR opportunities and the campaign was featured a number of times, which can be seen via these links:

Wiltshire Live

Wiltshire Live

Salisbury Journal

Salisbury Journal

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Video

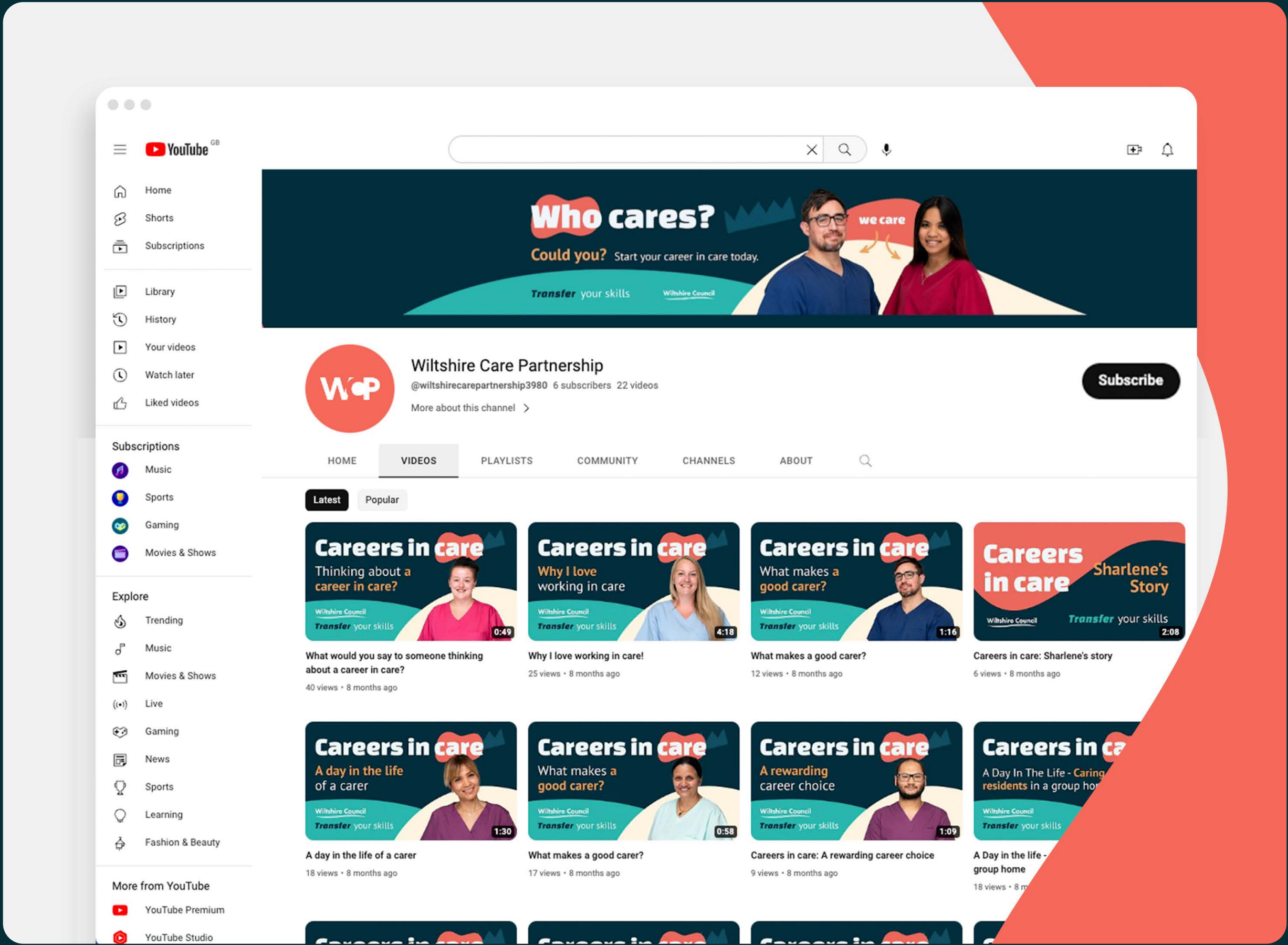
Utilising some of the WCP members and their staff, we were able to gain access to care providers and their clients for a variety of video shoots.

The idea around the videos was to show the different types of care roles that are available and to break some common misconceptions.

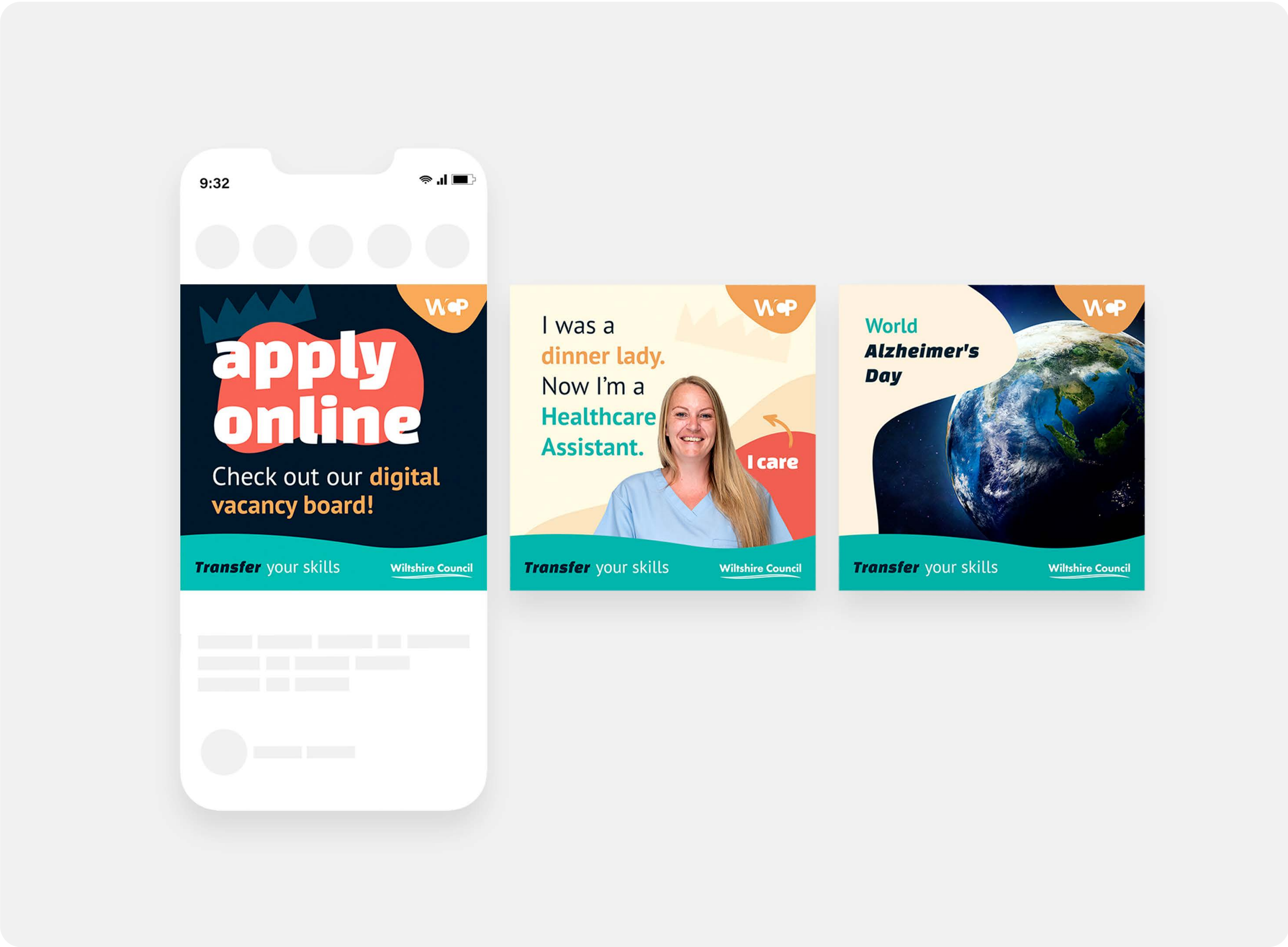
We also wanted to highlight some of the amazing staff and thank them for all their hard work. With this in mind, thank you to the staff, residents and clients of:

- Candlelight Care
- The Alzheimer’s Society
- Innovations
- Goatacre Manor
- The Order of St John Care Trust

All of the videos produced can be seen [here](#).



What we did



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Organic Social Posts

When we began working with WCP, they were not active on any social channels, so we set about rectifying this. We created an account for Facebook, Instagram, LinkedIn and YouTube.

We then created banner designs for social media channels and readied posts for the launch of the campaign.

Once the campaign was launched, a monthly social media plan was put in place to ensure that the message was being pushed across as many channels as possible.

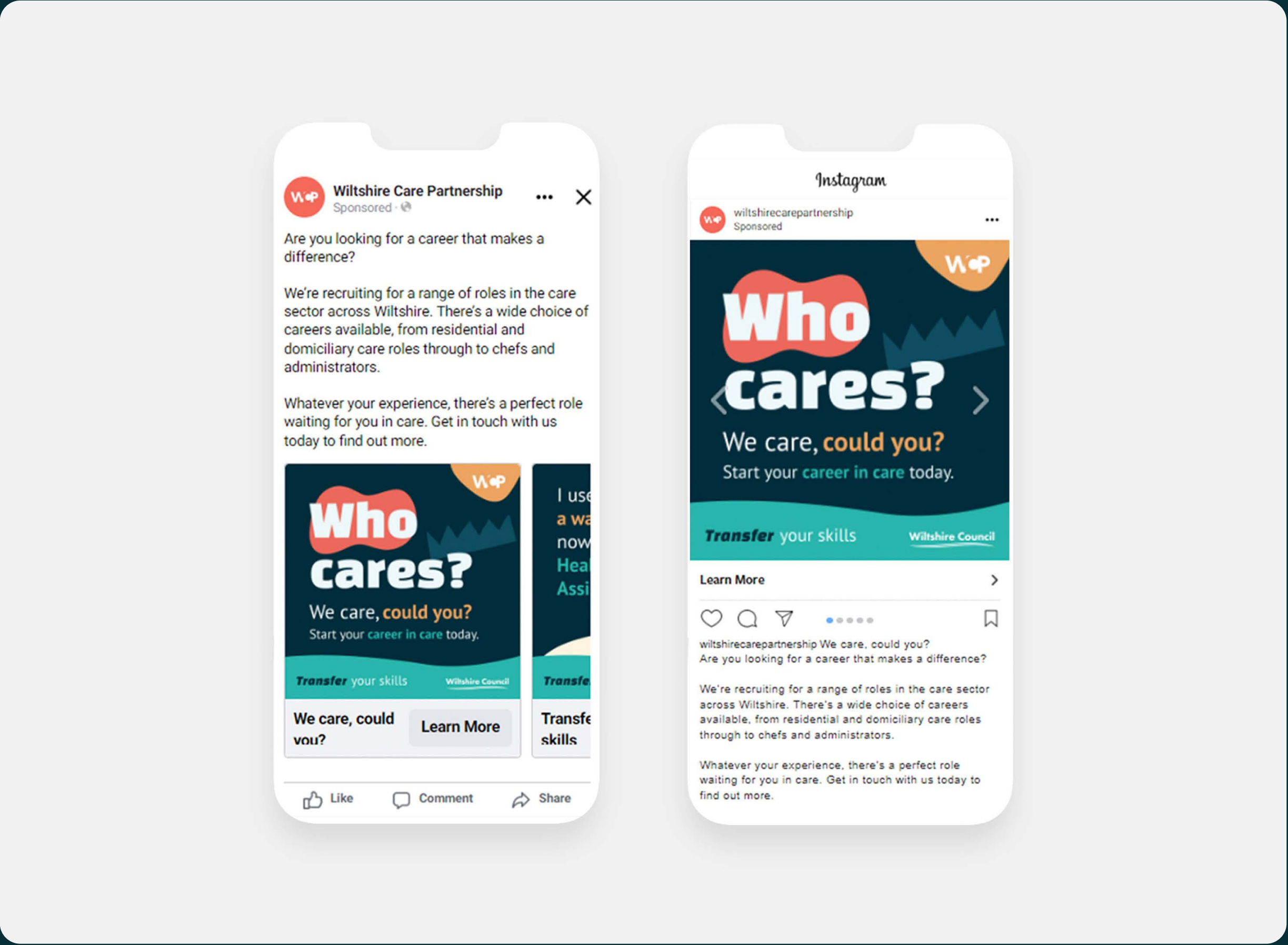
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Social Media Advertising

As well as creating an organic social strategy, we also used some of the budget on social media advertising.

Multiple ads were running concurrently with varied messaging to appeal to all of the target demographic.

As well as acting as a lead generation tool, it also exposed WCP to more potential candidates across multiple channels.

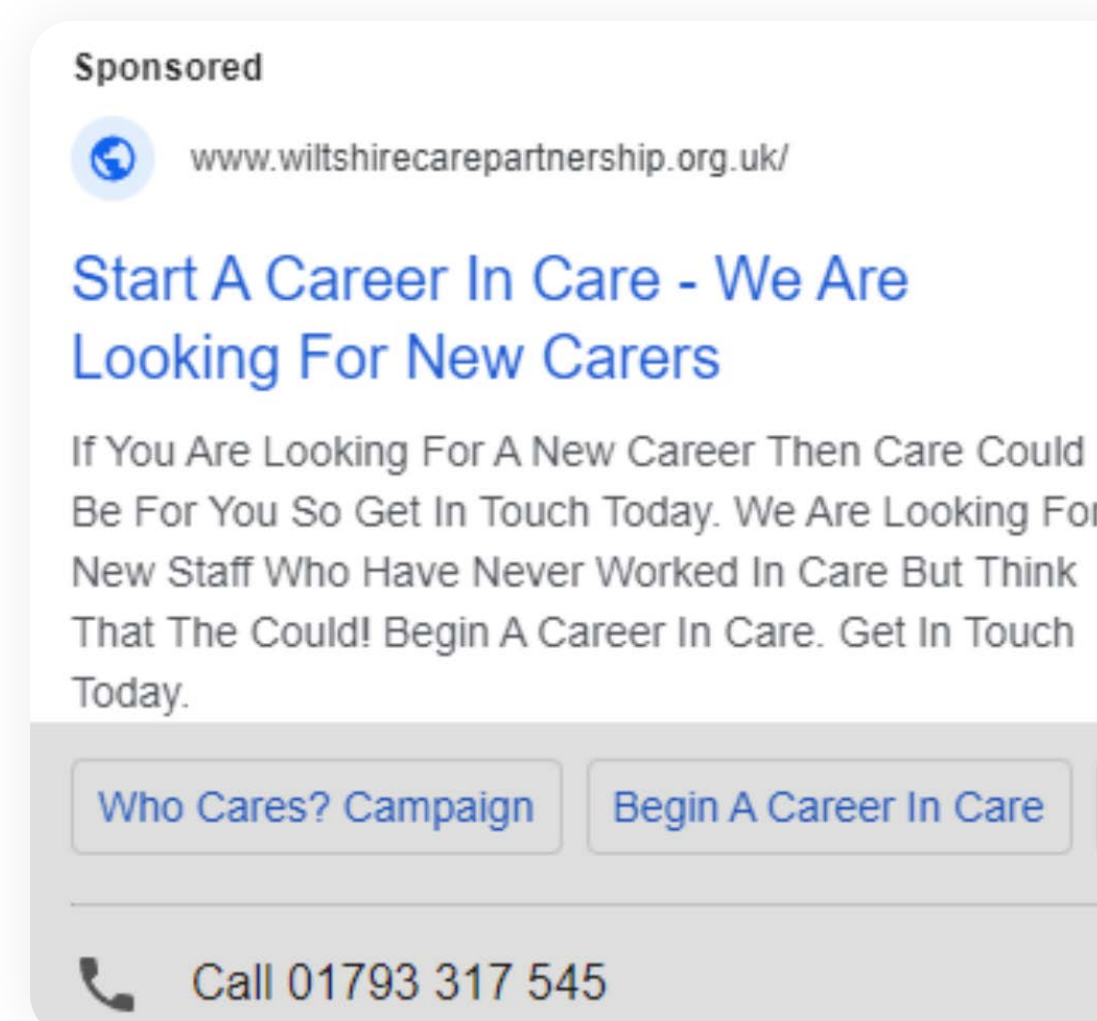
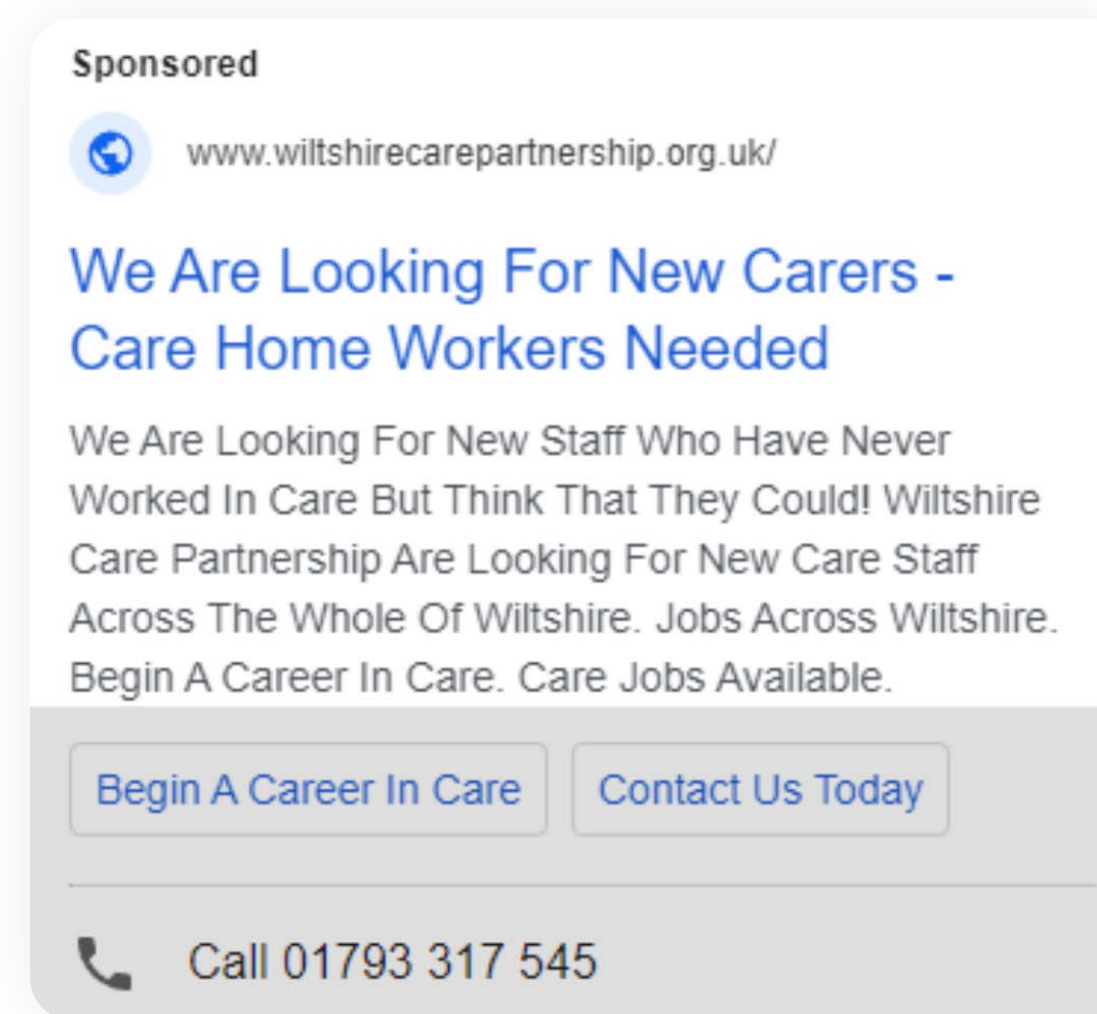


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Google Search Ads

With the job market saturated by big recruitment sites such as Reed and Indeed, we needed to utilise Google Ads to drive potential care staff to the WCP website rather than those sites.

After running detailed keyword analysis, we were able to create campaigns and ad groups based on the keywords most likely to be searched.



The campaign

Throughout the campaign, 215,259 searches were generated, with 24,259 potential candidates clicking on the adverts (a click through rate of 11.26%) and 724 applications were made.

215,259

Searches generated

24,259

Potential candidates

724

Applications made



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Google Display Ads

As well as search ads, we utilised the extensive Google network by creating digital billboards to be shown on other sites within the target area. We used the 9 main sizes and created imagery to suit those sizes.

More of a branding exercise than a direct lead generator, these adverts were seen over 2 million times throughout the course of the campaign.

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Blogs

Throughout the course of the campaign, we created two blogs per month, focussing on various different elements within the care sector as well as SEO.

The blogs were designed to be informative from both a client and care provider perspective and helped answer questions such as “Would your relative benefit from residential care?” and “What does a job in domiciliary care involve?”.

Other blogs included “How to progress your career in care” as a guide to improving your career and “Different types of jobs in care” which focussed on other roles such as chefs, admin roles and cleaning.



10 Essential Tips for Caring for a Loved One with Dementia This Winter



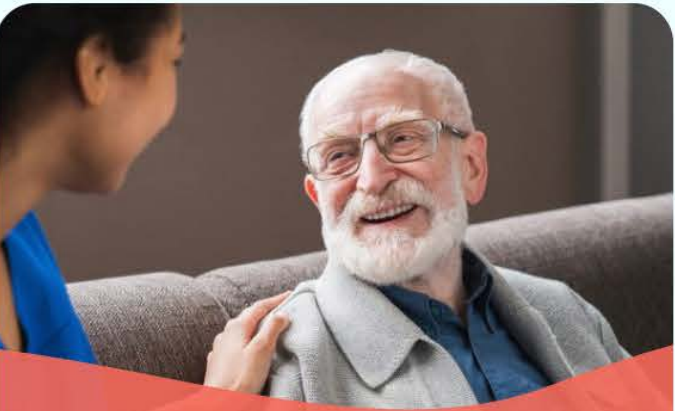
Why You Should Consider a Career in Care This Winter



Guide to Live-in Care: Enhancing Independence and Quality of Life



The Benefits of Socialisation for Seniors



Would Your Relative Benefit from Residential Care?



Honouring the Heroes: Armed Forces Day in the UK





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Billboards

Throughout the campaign, billboards were strategically placed in two locations in Salisbury. The chosen roads had the highest volume of traffic and the branding really stood out.

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Radio

For the radio adverts we enlisted the help of Bauer media who operate radio stations such as Magic, Greatest Hits Radio, Wave 105 and more.

Despite these being national stations we were able to ensure the airplay was just focused in Wiltshire.

We also used a smaller station, Love Salisbury Radio to capture candidates in Wiltshire’s biggest city, Salisbury.

You can listen to a couple of the created adverts below:

Listen now

Listen now

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TV

Whilst this was not part of the advertising campaign, word about the campaign had quickly spread and requests for interviews soon came in.

Chief Executive Officer of WCP, Jo Howes, appeared on numerous radio stations as well as BBC news.

A problem

When the campaign was launched, the leads were to be directed to a local care recruitment company with all emails, contact form submissions and phone calls being dealt with by them.

The volume of applications however became unmanageable, and we had to react quickly to find a new way to deal with leads / applications.

Blue Bee proposed the idea of a job board, so that even when the campaign was over, WCP members could still upload their job vacancies to the platform.

The job board took just one week to build, and two rounds of demonstrations took place to show all of the care companies how they could upload their vacancies to the website.

Each care provider has their own logins and can add any new vacancies at any time.

The result.

From the campaign launch in October 2022 a total of 66,306 users have generated 72,447 website sessions.

The conversion rate for applications across the campaign was 6.19% and counting the other conversion actions, the conversion rate increased to 10.16%.

This led to:

4,107 Applications being filled	1,122 Contact form submissions
1,094 Emails	414 Phone calls

The campaign surpassed all expectations, and applications are still being submitted even since our work on the campaign ended in December 2023.



At the beginning of our work with WCP, there were no expectations of there being any lasting legacy but the introduction of the job board has allowed current and new members of the WCP to continue to add vacancies and drive more people in to the care sector.

Thank you.

For further questions, please contact shaun@bluebee.co.uk
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