

## Report on National Advertising Campaign – Phase 1 October – December 2008

Submitted by Valerie Holton, Marketing Outreach Director, UUA

**Objectives:** In Fall 2007 the UUA embarked on its first national advertising campaign in fifty years. The primary goals of the campaign were the following:

- 1) Raise awareness, increase visibility and build a favorable opinion of Unitarian Universalism among those seeking a liberal religious home, as well as among opinion leaders and other members of the public.
- 2) Among UUs build pride in our faith, energize congregations and members, inspire the sharing of our story and encourage the invitation of friends, relatives and other potential new members to visit.

Based on the above objectives, an integrated marketing campaign with Time Magazine and time.com was chosen as the best medium. Time, with a weekly circulation of 3.25 million (and 21.4 million weekly readership), is the oldest and most widely-read news magazine in the country. Time subscribers are “influencers” or thought leaders. It is the #1 news magazine for key audience segments such as:

- adults ages 30 - 44, who listen to, watch, or have contributed to NPR/PBS
- adults ages 30 – 44 who have participated in, or contributed to, environmental organizations or causes. (Source: MRI Data)

### Marketing Research – Pre-testing of Creative Message:

Prior to the ad campaign, two creative concepts were designed and tested with three focus groups in the San Francisco Bay Area. The three groups included mothers with children, older adults in a life transition (loss of job, divorce, etc.) and young adults. Based on the focus group results, the UUA decided to us go with the edgy “god series” of ads. It was felt that these ads would “cut through the clutter” of advertising messages.

**Campaign:** The UUA ran two full page ads and two “advertorials,” October through December 2007 (see schedule below). An “advertorial” is a two-page spread which includes a 1/3 page ad on the far left and a 2/3 page ad on the right. Between the ads is a Time magazine story. The 2/3 page ad directed readers to [time.com/religionpages](http://time.com/religionpages), a web page highlighting past Time articles on religion and prominently featuring UU advertising and content . The page included links to [uua.org](http://uua.org) as well as to articles sharing our unique Unitarian Universalist perspective on many of the topics covered in the archive pages.

Month	Ad	Cover Date	Received in Homes & Newsstands
October	Full page	10/15/07	10/05/07
November	Advertorial	11/5/07	10/26/07
November	Full page	12/3/07	11/23/07
December	Advertorial	12/31/07**	12/21/07

\*\*Time Person of the Year Edition

## **Time.com**

The UUA purchased 3.24 million impressions on time.com over a 9 week period, beginning the week of the first advertorial on October 25<sup>th</sup>. These ads were co-branded with time.com and drove click - throughs to the time.com/religionpages – the UUA’s “proprietary” page.

To boost the internet campaign, the UUA ran bonus ads the weekend of December 15-16<sup>th</sup>. The UUA had a 100% showing on the time.com home page. Two ads were rotated evenly – 50% were the co-branded ads directing viewers to time.com/religionpages and 50% were UUA ads directing viewers to uua.org.

## **Measurable Results:**

### **Time Magazine**

Brand campaigns are always difficult to measure. However, TIME magazine conducted a Starch Readership Survey for the December 31<sup>st</sup> issue which provided some measurements.

A total of 371 respondents were surveyed to measure the extent to which the ads were seen and read. Results indicate (on a graduated scale of interest):

- 35% remember seeing our ad (called “noted” readers). Of those, 14% talked to someone about the ad after having read it. This “talking about” score was the third highest score out of a total of 53 measured brands.
- 22% not only noted the ad but read enough of the ad to clearly remember the advertiser
- 24% read some of the ad’s copy
- 8% read most of the ad (most interested respondents). Of those readers, 40% talked to someone about the ad. Again, this was the third highest score.
- TIME readers had a low brand familiarity with Unitarian Universalism. More than 76% were unfamiliar with the brand.

### **Time.com:**

- Over the 9 week period, 1,385 entries to UUA.org came as click-throughs from time.com
- During the weekend of December 15-16, 257,000 UUA impressions were served on the home page of time.com. Total click-throughs were 948; the co-branded ads with clicks to time.com/religionpages represented 79% (755) of the clicks, clicks to uua.org were 193. The co-branded click through rate was .058% (755 /128,635), which is considered very high.

**Time.com/religionpages:** The advertorials directed folks to a unique time.com page. During the campaign, time.com/religionpages received 14,658 key (home) page views and 110,700 total page views (not just unique visits – this number represents all the pages viewed).

**UUA Website hits:** UUA website statistics indicated a 34% increase in visits October 5-December 31<sup>st</sup> 2007, compared to year earlier statistics (354,287 v 264,506 for a total

numeric increase of 89,781). Not all of this increase could be attributed to the national campaign - use of UUA.org has grown in double digits for each year of its existence. But the number of pages viewed per visit, the lower bounce rate (individual leaving the site), and the doubling of time spent on UUA.org (~ 8 minutes, which is very high) were positive statistics.

The [uua.org/visitors/](http://uua.org/visitors/) was the page served when [UUA.org/welcome](http://uua.org/welcome) was requested (which was the URL used for this campaign). The UUA experienced a 126% increase (4,239 v. 1,875) in entrances to this page with a lower overall bounce rate.

### **Ancillary Advertising to support national campaign**

**UUWorld.org:** To support the national campaign, the UUA ran banner ads on the home page of UUWorld.org. The ads began the week of December 21<sup>st</sup> and continue to run. To date (through February 26, 2008) the ad has been shown 101,969 times.

The ad has generated 183 clicks-throughs to UUA.org; 72.7% from visitors who were “new” to UUA.org. Visitors who clicked the banner ad visited 6.3 pages on average and stayed on UUA.org for an average of 6:12 minutes.

### **Seasonal College Football Bowl Game Program Book**

The UUA, in an attempt to leverage the Time ad campaign and target a new audience, bought a four color full page ad in the program book for 13 college bowl games with over 2 million attending fans. The ad for Unitarian Universalism “Find us and ye shall seek.” was incongruous with the other advertisers in the program book and therefore piqued the interest of the press. On December 28, 2007 the Chicago Tribune ran a story “*Unitarian Universalists Put Faith in Advertising*”. This story was picked up by over 20 news publications over the next six weeks.

## **GOOGLE AD WORDS CAMPAIGN**

Concurrent with the fall national campaign, and to further leverage our presence in Time and on time.com, the UUA conducted a five week Google AdWords program between November 21 and December 31, 2007. The Google ad program included both keyword search, content targeted advertising and site-specific advertising activities. Several audiences were defined including UU Stakeholders, intellectuals, spiritual, GLBT and Gay Friendly, atheist, agnostic and humanists.

Measurable Results:

- 20,700, 955 total impressions
- 9,888 click-throughs to the UUA.org site (.04%)
- Average cost per click of \$0.81