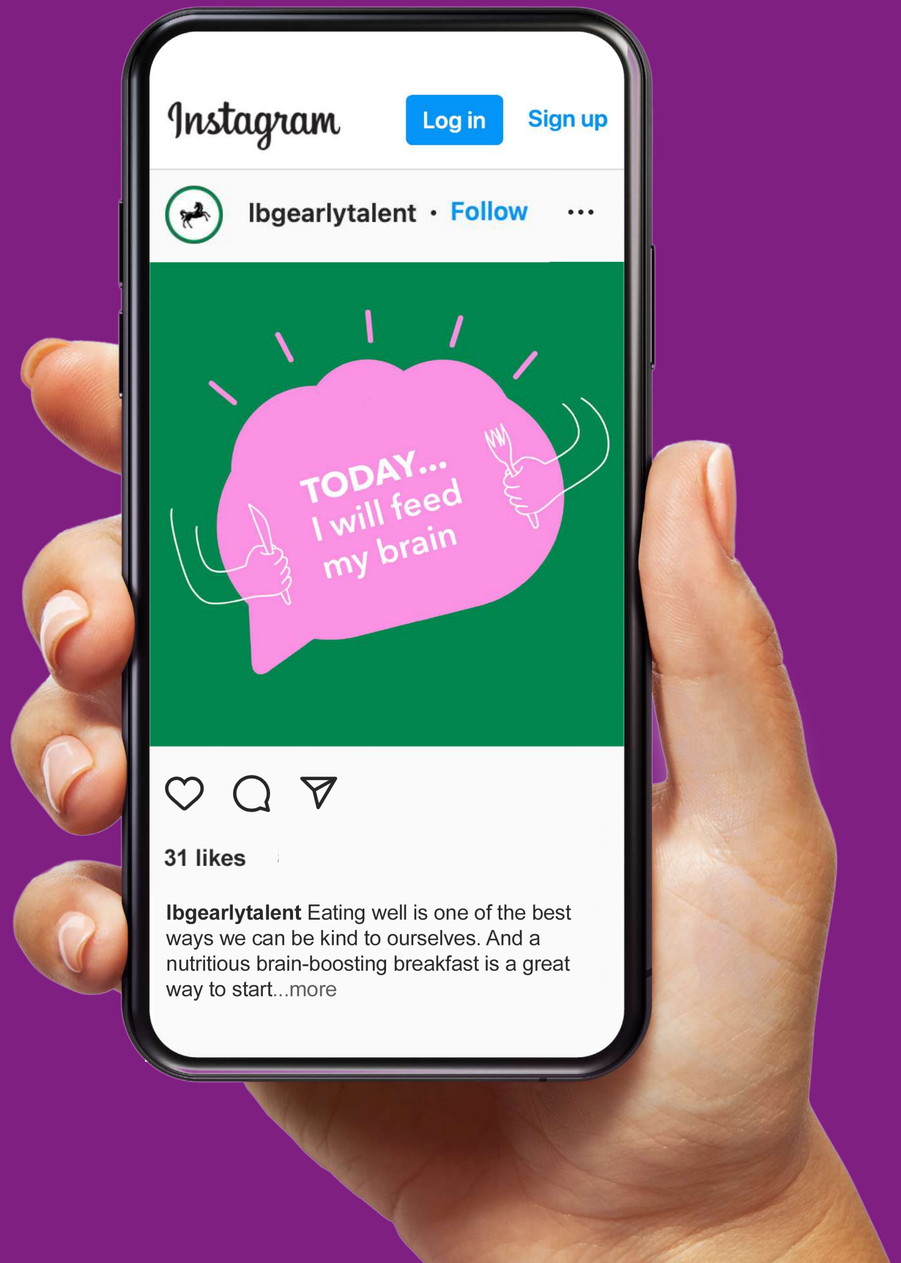
LLOYDS BANKING GROUP

Lloyds Banking Group: **Calendar of Kindness**

RMAs 2022
HEALTH AND WELLBEING

VIEW INSTAGRAM



submission by
blackbridge

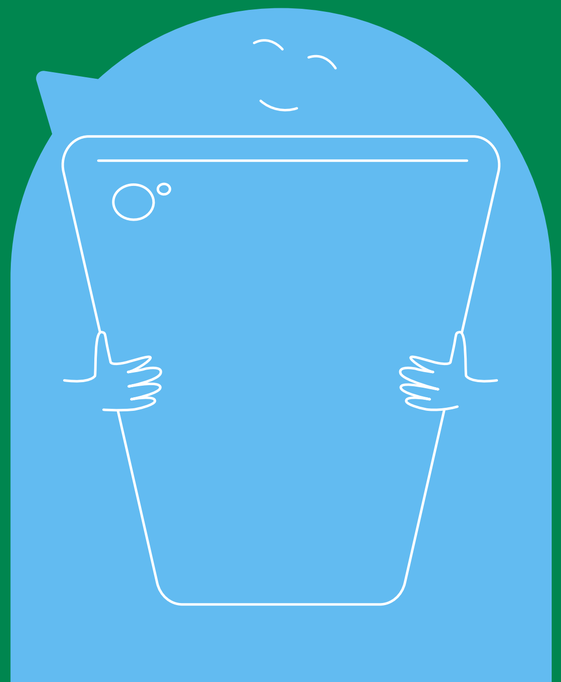
CONCEPT

This idea is simple: we created a calendar of social media content encouraging students to treat themselves (and their loved ones) with kindness. No agenda, just to create a pause and take a little time for feeling good.

This campaign was structured around central themes of health and wellbeing, and being kind to yourself as well as to others. It recognised that it's okay not to be okay, especially when the world is so uncertain, and that the last few years have been particularly difficult on students.

We wanted to position Lloyd's Banking Group as an organisation that supports young people and gives them something of value, NOT solely recruitment messages.

Some posts from the Calendar of Kindness directed the audience to Lloyds Banking Group's Feel Good Fest webpage where they could access more wellbeing resources, while others were stand-alone feel-good snippets of content.



The strategy

The aim was to connect with students and young people in a meaningful way. By delivering content that showed an understanding of their current mindset and reached them on the platforms we knew they were using, we planned to do just that.

Content covered everything from recipe ideas to live meditation sessions and ran throughout February on both paid and organic social platforms.

An initial launch post gave an overview of the whole calendar. It worked as a teaser to all the ways the campaign would help students achieve a much-needed sense of calm.

All posts shared a small, positive activity that could help them feel more relaxed, fulfilled and at ease. And understanding it's always easier to see the best in others rather than reflect on yourself, there were invitations to shout out their friends and spread some positivity among others.

Inclusivity was a major consideration. We used inclusive language, made each action or activity accessible to all, and looked at messages from all angles – taking care not to assign moral value to food, for example.

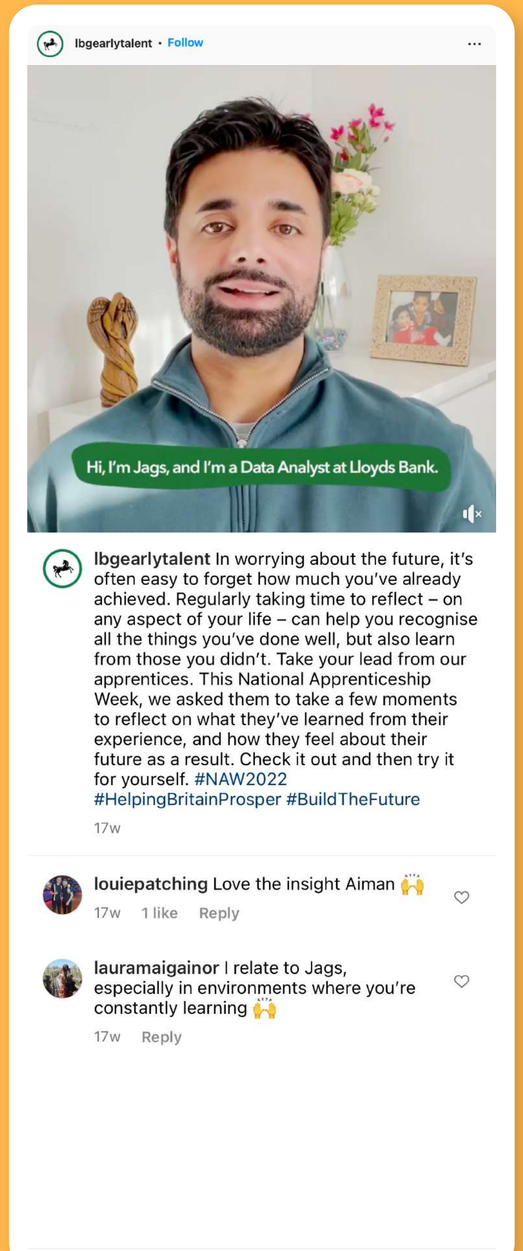
The concept –
putting people first

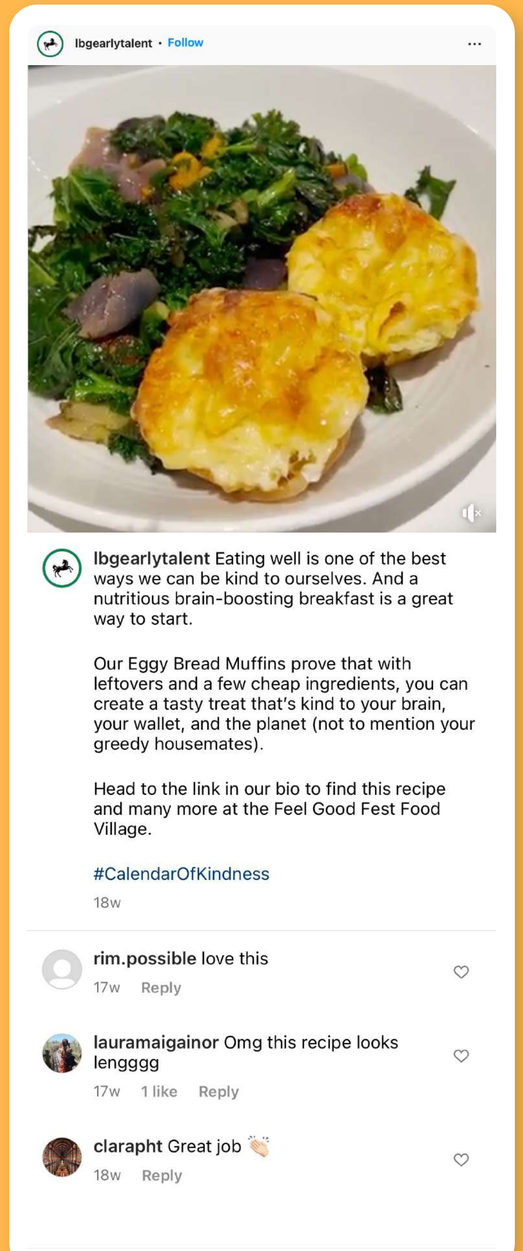
We were deliberate in making our suggested activities simple and easy-to-follow. While quirky, illustrated characters and gentle, relaxing music presented them in a fun way.

The activities themselves ranged from simple breathing exercises with interactive graphics to guide people, through to Lloyd's Banking Group grads sharing videos of themselves creating quick and tasty recipes. We also included puzzle games to help improve focus and memory, which in turn can help to alleviate stress and anxiety.

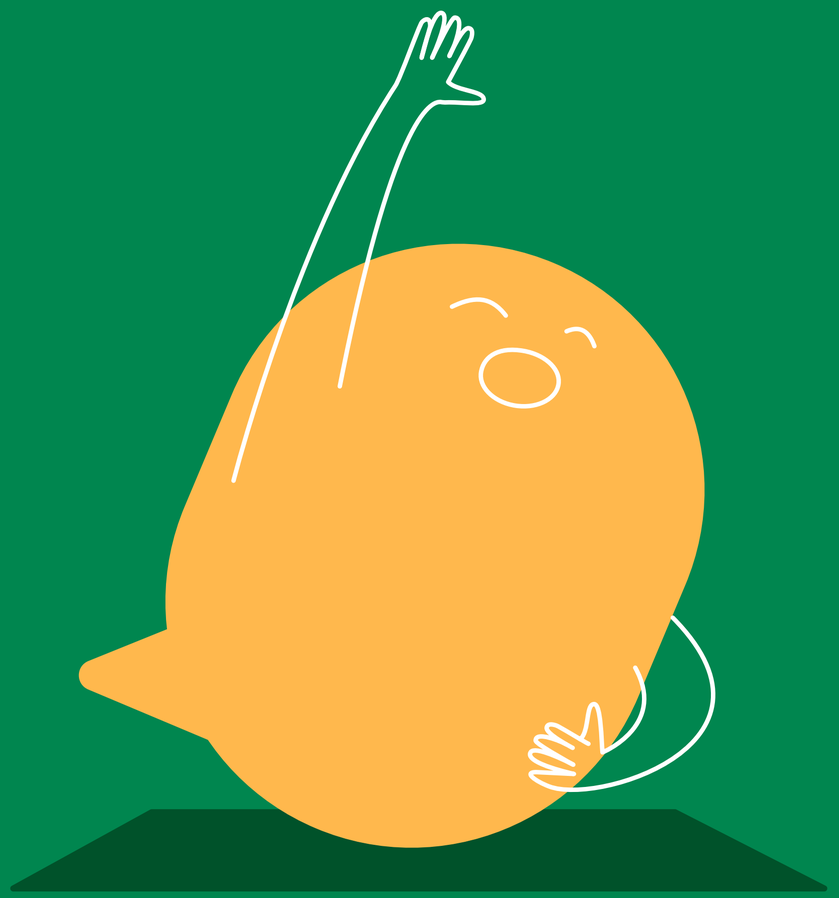
There was advice about the importance of recognising and appreciating others: not only a nice thing to do but proven to help you feel more confident about yourself too. And also suggestions about celebrating who you are today rather than focusing on the things you'd like to change tomorrow.

Put simply, this was a campaign designed to add a splash of positivity to students' days and help make them a little brighter.





EXECUTION



Pushing boundaries

This campaign stands out for being completely audience-centric. Our sole objective was to deliver a positive message and outcome for the viewer. And our approach: share guidance rather than push information. The impact can be seen in the incredible results the campaign achieved, which went beyond all our expectations.

View Instagram post

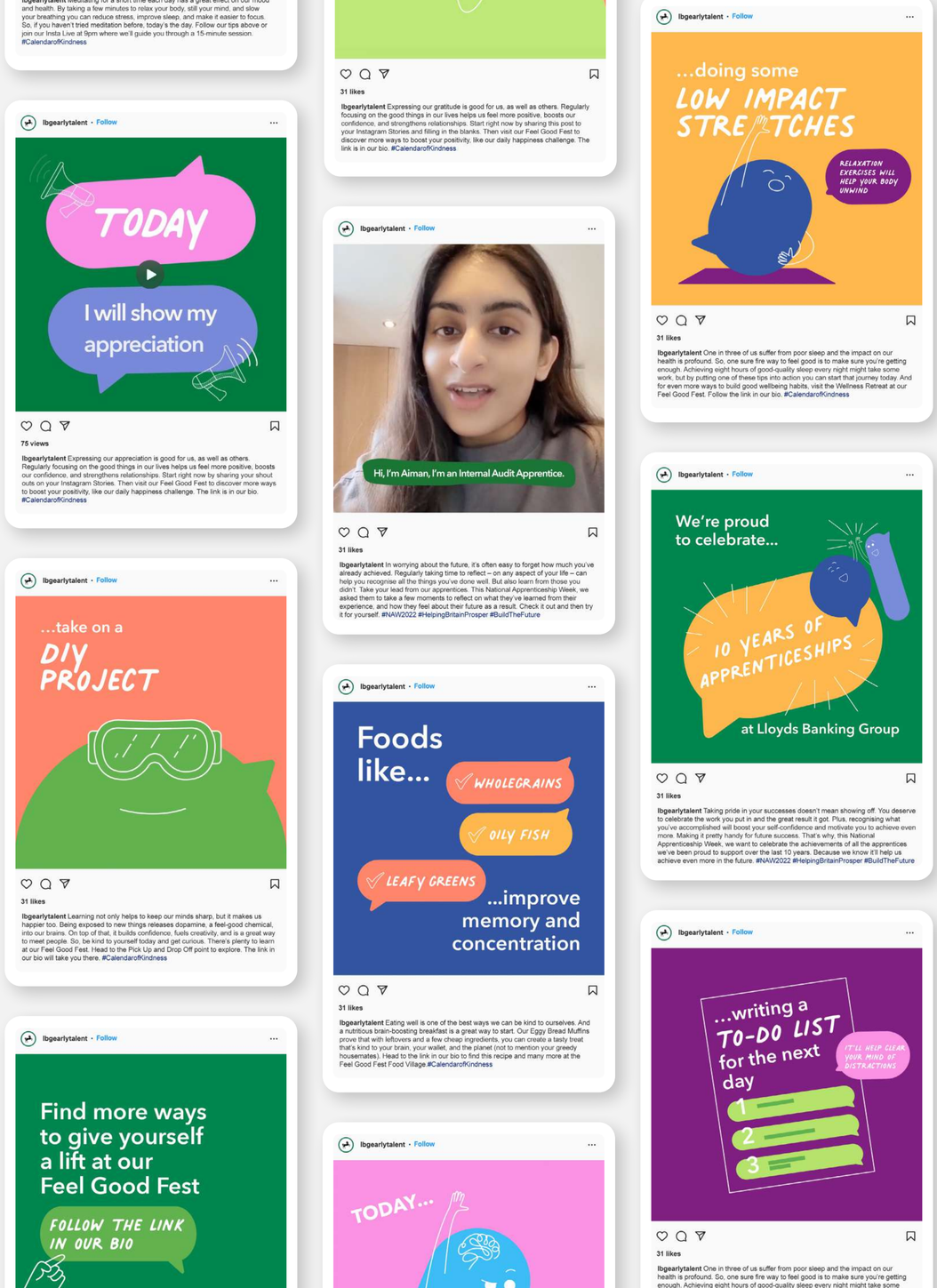
Post copy: Learning not only helps to keep our minds sharp, but it makes us happier too. Being exposed to new things releases dopamine, a feel-good chemical, into our brains. On top of that, it builds confidence, fuels creativity, and is a great way to meet people. So, be kind to yourself today and get curious. There's plenty to learn at our Feel Good Fest. Head to the Pick Up and Drop Off point to explore. The link in our bio will take you there. #CalendarofKindness

Pushing the brand

We chose colourful animation and playful typography to bring a sense of joy to the whole campaign.

Using a mix of animated characters and real people in carousel formats, we created a balanced, fresh and friendly feel designed to encourage maximum engagement.

View Instagram video

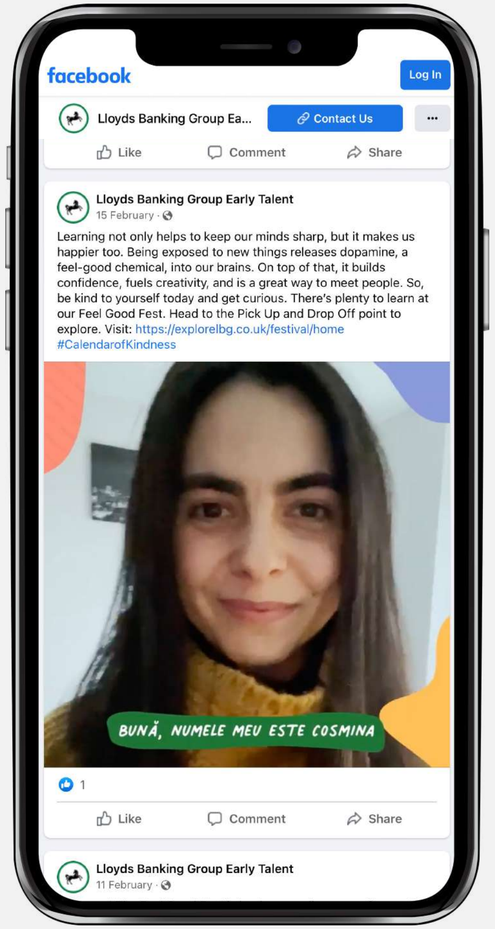


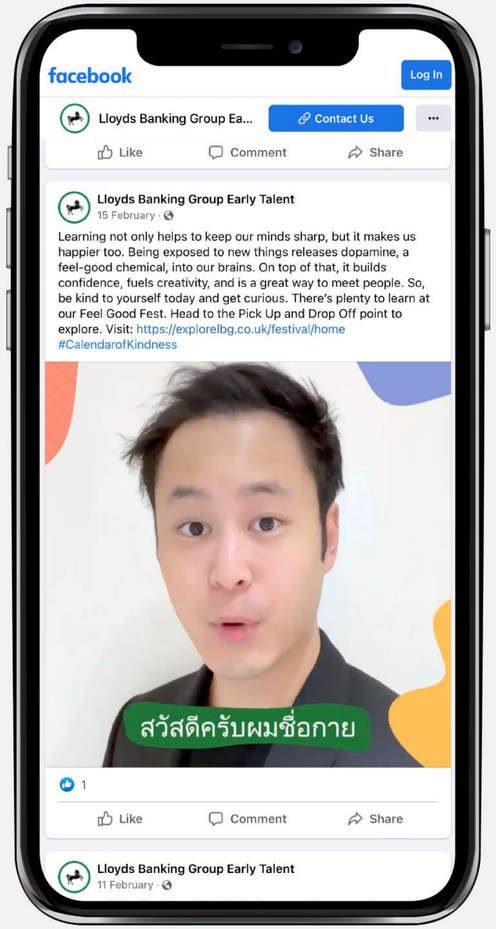
Showcasing best practice

This is a campaign for everyone. So, it was important it reached as many young people, as well as their parents and carers, as possible. Through targeted paid social – as well as using functionality on platforms that deliver the best organic reach, such as reels and live content – we were able to engage a huge number of people.

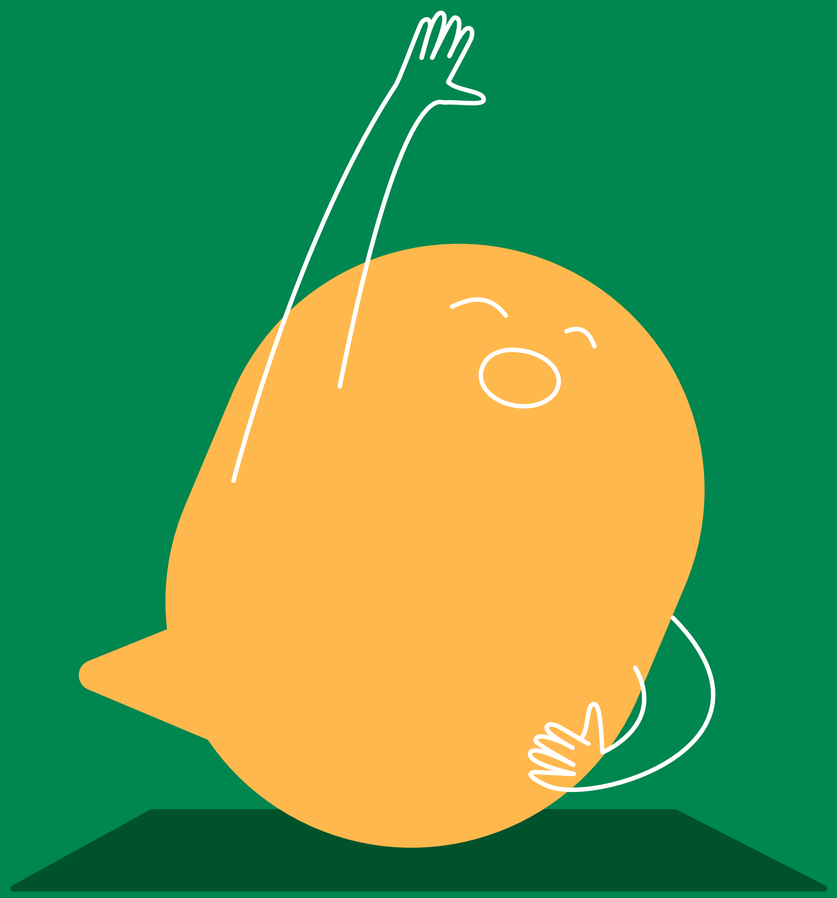
To highlight just how serious Lloyd's Banking Group is about the health and wellbeing of its people, we involved people from their current early careers cohort in the campaign. Which also help to showcase the range of support available when you're part of the Lloyd's Banking Group team.

View Facebook carousel





EFFECTIVENESS

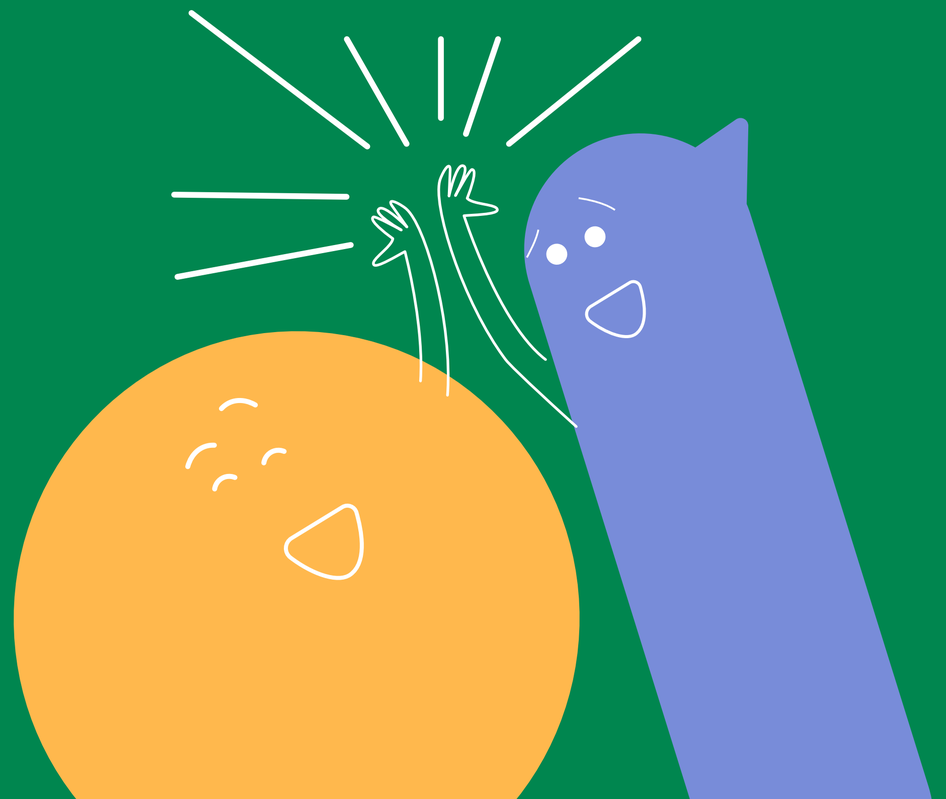


Exceeding Expectations

This campaign far surpassed everything we hoped to achieve. On Facebook alone, more than two million people saw campaign content – an incredible figure by any standards. And across other platforms hundreds of thousands of new users were reached.

Importantly, thousands actually engaged with it: watching videos, clicking onto other images or visiting the Lloyd's Banking Group profile page to see more of the activities.

In short, this campaign has gained real traction and truly worked to bring a little joy to our audience.



Facts and figures

ALL PAID SOCIAL

1,546,194

Impressions across all ad sets using Calendar of Kindness assets

1,265,531

Individual unique accounts reached on paid social

22,238

Actions taken on Calendar of Kindness social ads

(includes clicks to view, viewing other carousel images, video click to play or visits to profile page)

3,768

ThruPlays on video assets of over 15 seconds

978

Clicks on links within ad copy

Facts and figures

FACEBOOK

2,035,593
People reached on Facebook

3,085%
Increase in reach compared with previous period

10,129
Engagement actions with this campaign (includes reactions, shares, clicks to view, etc.)

121%
Increase in engagement compared with previous period

4,077
Link clicks to the web address within a post or ad

INSTAGRAM

1,773,702
Unique accounts reached with campaign content

15,941%
More accounts reached compared to the previous period

1,770,216
Non-follower accounts reached – these accounts are a new audience for the Lloyd's Banking Group Early Talent Instagram profile

3,742
Profile visits after seeing a post in feed or discovery section

5,090
Non-followers were reached for no ad spend following the agile addition of this element during the campaign roll-out

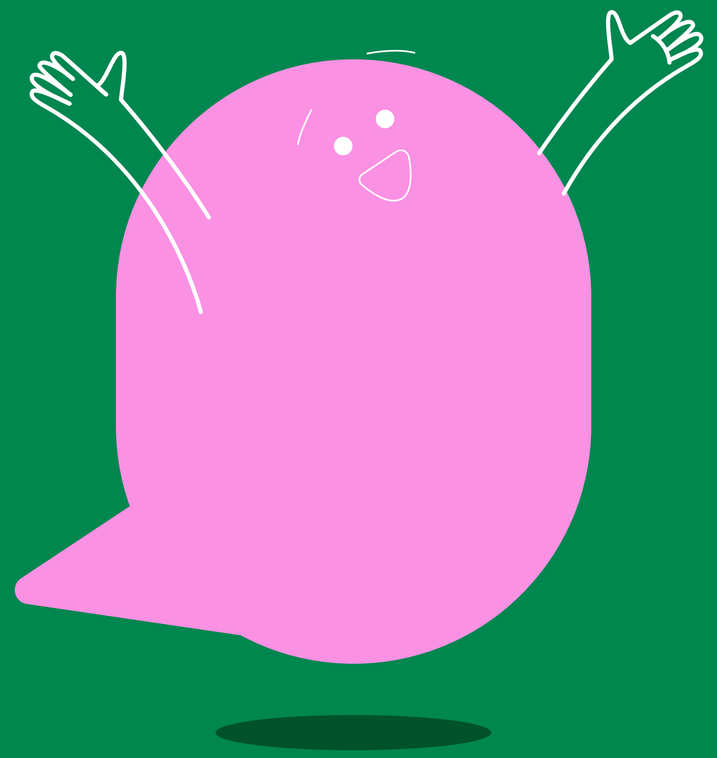
1,845
Accounts engaged with campaign content – a 2,738% increase compared with previous period

A positive impact

Our hope is that the advice and guidance from this campaign stays with young people for years to come. There were plenty of simple tips and tasks they can use to feel better about themselves, handle stress more effectively and move forward in life with real confidence.

In contrast to the isolation and missed experiences of the pandemic, we wanted students from all walks of life to feel a sense of belonging with the warm and welcoming content we shared. And give them a route back to taking quality time for themselves.

Ultimately, this was a short-term campaign that has the potential to spark new and lasting habits and plant a seed about the importance of self-care for young people. Along with that it's demonstrated the commitment of Lloyd's Banking Group to everyone's wellbeing, whether you're part of their team or not.



A truly memorable campaign

"We seized the opportunity to create a positive outlet for students – where they can explore, connect, and be inspired, particularly during a period where student mental health was at a decline.

It's great to see how well the campaign performed on social!"

Nofi Balogun

Branding & Attraction Manager, Emerging Talent

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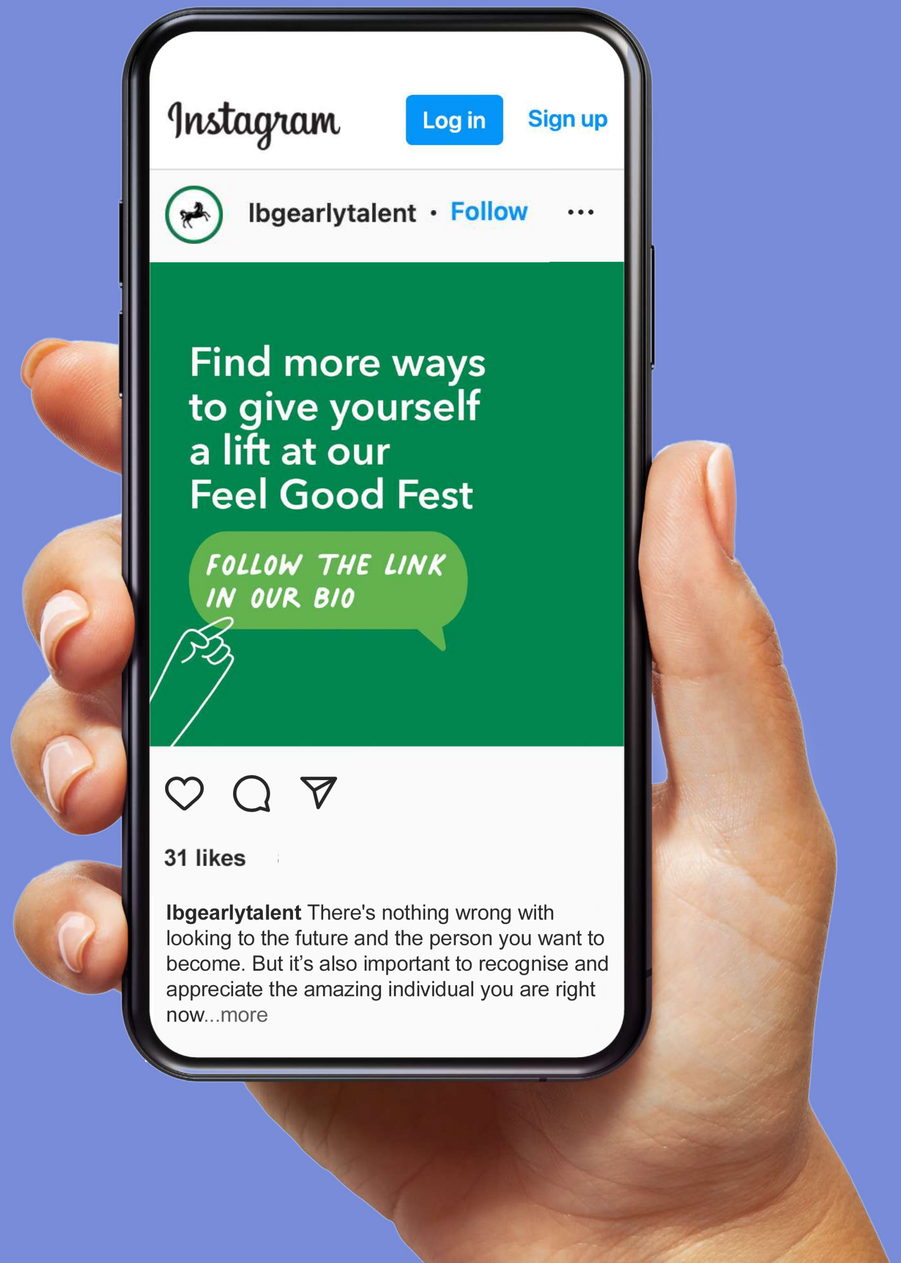

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