

Divalicious*

www.divacreative.com

Newsletter Issue 29





WINNING TIMES *for the diva team*

Despite the persistent threat of recession and ongoing major public sector cuts, here at diva we have managed to buck the trend by winning new clients and some really interesting new commissions.

We know that our success is due to our long-standing reputation for delivering on time, on budget and with creativity. We have also responded to our clients' changing needs – for example by offering more online marketing and social media marketing. And of course there is the important matter of being a great team to work with, as we're friendly, flexible and determined to do the best job possible (don't take our word for it – read some of our testimonials!).

Here is a flavour of the work we've won over the summer:

HUMBERSIDE POLICE

We've been selected as the agency who will be delivering integrated communications campaigns. This involves strategic planning around the Confidence Agenda and designing and delivering community engagement, developing a campaign website and supporting local forces to engage with local residents.

NHS LEEDS

We've been working on a Social Marketing programme to encourage people to take up their annual flu jab if they are 'at risk' (eg. have COPD or respiratory condition etc.).

The work has initially involved a comprehensive scoping study where we engaged with local people at focus groups and a creative workshop to identify key barriers and opportunities. Development is currently underway and implementation is planned Winter 2011.

NEWCASTLE CITY COUNCIL

diva has been commissioned to develop a new membership scheme for the sports and leisure facilities available to local people living in Newcastle. This complex project involves researching a range of existing schemes in other areas, in addition to conducting research to identify what local people would like their scheme to look like. We will also be developing a marketing strategy for the new scheme, linking closely with the highly successful Active Newcastle website have a look at it – www.activenewcastle.co.uk.

DEPARTMENT FOR WORK AND PENSIONS (DWP)

Drawing on our expertise in research and copywriting, we have also been asked to produce a series of case studies to support new Social Justice Government Policy.

Presented as written and video case studies, the participants are drawn from across the UK; themes will include homelessness, addiction, family breakdown, educational failure, debt and multi-agency partnership working.

GET INTO SOCIAL MEDIA

Are you keen to use social media but aren't quite sure where to start?

diva offers a FREE tailor-made two hour training session for public sector organisations who want to embrace social media, but are concerned about where to start, how to tackle ethical or policy issues, and essentially which type of social media is right for a particular campaign or communications activity.

We've had fantastic feedback from our sessions, and can tailor a session to a particular sector or issue (eg. public health, environment)

Interested? Just email Steve, diva's Digital Media Team Manager, at steve@divacreative.com or give him a call on **0114 221 0378**. We offer the session at no charge, although we may ask for a contribution to travel costs.



WEBSITES WE HAVE KNOWN AND LOVED...AND PRODUCED

Just about anything that our clients ask for online can be achieved by our fantastic inhouse digital team – here's a taste of some of our favourite web projects from recent months.

Efficiency North www.energynorth.net

diva won the tender to develop the prestigious Efficiency North website earlier this year; it has quickly become a highly successful online resource and communications vehicle around social housing that is being widely used across Yorkshire and Humberside.

Liz Butcher, from Efficiency North says, "We didn't just want to spoon out standard information but to give visibility to the full spectrum of Efficiency North's membership and activities, to showcase how collaborative working and knowledge sharing can bear real fruits and real social and economic regenerative benefits."

Centre for HIV and Sexual Health www.sexualhealthsheffield.nhs.uk

We were absolutely delighted to be given the opportunity to redevelop the website for our colleagues at the Centre for HIV and Sexual Health.

The Centre is diva's oldest client (we go way back to 1997!), and developing the new website was both a privilege and an honour. The site was developed with a WordPress based content management system, so the team at the Centre can update it themselves as well as setting up an online ordering facility and the capacity for site visitors to book training online.

Just4U Get Connected Mobile Website www.j4usolihull.co.uk/getconnected

When our clients in Solihull asked us how we could make the Just4U sexual health website more accessible to young people, we immediately suggested producing a mobile version of the site with service information. Launched using a QR coded poster campaign, the mobile website saw a 29% increase in mobile visits in just one month.

The QR code was also effective in reaching young people who scanned it from the posters distributed in young people friendly locations in Solihull, as 60% of visits to the relevant site page were from the QR code scans.



LARC CO-CREATION PROJECT

DIVA'S LATEST CONTRACEPTION CAMPAIGN ENCOURAGES YOUNG WOMEN TO THINK: "WHAT'S RIGHT FOR ME?"

A campaign raising awareness of long-lasting methods of contraception as a positive alternative to the pill was launched in colleges across Leicester and Leicestershire in September.

Following research with local young people, the 'What's Right For Me?' campaign was co-created by Leicester City and Leicestershire County Teenage Pregnancy Partnerships with students from three local colleges, with a focus on dispelling common myths about long-lasting methods of contraception and to give young women the facts to help them choose a more reliable method of contraception.

Working with students from South Leicestershire College, diva produced a YouTube video supported by a poster campaign and a Relationship and Sex Education (RSE) resource for use in colleges.

The RSE resource includes activities and a discussion DVD featuring young women discussing the common myths about long-lasting contraception and their actual experiences of using it.

Janet Hutchins, Senior Public Health Manager at NHS Leicestershire County and Rutland, said: "By using social media such as YouTube we can effectively reach young people and provide them with the information to make an informed choice about contraception and safer sex. The involvement of local colleges is fantastic."

For more details or to watch the video, visit www.whatsrightforme.co.uk



2011 Awards

RECOGNITION OF BEST PRACTICE FOR DIVA'S SOCIAL MEDIA WORK... AND A NOMINATION FOR BEST AGENCY!

The latest awards we've been nominated for in a number of categories are the renowned **How-Do's Public Services Communications Awards**. The awards celebrate excellence in public service communication. The How-Do awards are anchored by a high-level and independent judging panel and in 2011 there were over 200 entries submitted from across the UK, a record number.

diva has been shortlisted in the following categories:

- Most Effective Use of Social Marketing
- Most Innovative Use of New Media
- Best Use of Social Media
- Insight Award
- Best Agency

We've also had three projects shortlisted in the acclaimed national Some Comms Awards, which celebrate the best in UK social media by recognising pioneers who are revolutionising the use of online channels to communicate in innovative ways. Three of our landmark projects were shortlisted:

'Game On', a safe sex YouTube video which clocked up over 500,000 YouTube views developed by diva for Leicester City and Leicestershire County Councils, was shortlisted for **'Best Viral'**, up against big names including Nokia and Electrolux for the best viral award.

The 'Ministry of Compost' project developed for climate change campaign Sheffield Is My Planet is up for **'Best Public Sector Use of Social Media'**. The 'Ministry of Compost' was developed in response to research that found that two thirds of food waste sent to landfill could have been composted, cutting CO₂ emissions. One in five people who watched the YouTube video ordered a compost bin through Sheffield Is My Planet.

Also shortlisted in the **'Best Public Sector Use of Social Media'** category was 'Smart Girls Carry Condoms'. Developed by diva for Leicester City and Leicestershire County Councils, 'Smart Girls' aimed to shift attitudes around condom use by young women.

The campaign was co-designed with students from Leicestershire colleges and featured them in a video. It led to a 47% increase in students who thought it was positive for young women to carry condoms.

BEST VIRAL



BEST PUBLIC SECTOR USE OF SOCIAL MEDIA

BEST PUBLIC SECTOR USE OF SOCIAL MEDIA



UK Social Marketing Conference

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DIVALICIOUS

We're delighted to have been given an opportunity to showcase two groundbreaking projects at the UK Social Marketing Conference in Brighton on 8 Nov:

- The ASAP intervention – to encourage women to present early with their pregnancy (London)
- Flu vaccination scoping study aimed at 'At Risk' groups (Leeds)



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