



Joint Action
Antimicrobial Resistance and
Healthcare-Associated Infections

Don't Leave It Halfway

WP8 | Awareness Raising and Communication

Leader acronym | AEMPS

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1. About the project

What is it?

Don't leave it halfway is a video series of four announcements, each lasting one minute, where the general public, patients, health professionals, veterinarians and politicians are called to action to work on addressing the problem of resistance to antibiotics from all sectors of society. Antibiotic resistance is one of the biggest threats facing us today. It affects to global health, food security, and environment, and can touch anyone, of any age, in any country. Antibiotic resistance occurs naturally, but misuse of antibiotics in humans and animals is accelerating the process that can lead us to a post-antibiotic era. If we do not react on time minor surgeries or little infections could become critical for human and animal health.

Don't leave it halfway is an action included in the communication work package of the European Joint Action on Antimicrobial Resistance and Healthcare-Associated Infections (EU-JAMRAI).

How do we reach people?

Projects that have used Social Media Promotions have always obtained very good results in relation to the number of people reached and engaged. According to the Forbes magazine¹ social media marketing can improve your project in some different ways:

1. Increased brand recognition
2. Improved brand loyalty
3. More opportunities to convert
4. Higher conversation rates
5. Higher brand authority
6. Increase inbound traffic
7. Decreased marketing costs
8. Better search engine rankings
9. Richer customer experience
10. Improved customer insight

The company Smile Ads was hired to run four social media campaigns and get a high number of reproductions.

¹ <https://www.forbes.com/sites/jaysondemers/2014/08/11/the-top-10-benefits-of-social-media->

2. The Strategy

The company hired

Smile Ads was hired to plan and implement the social media strategy campaigns.

Smile Ads is an agency of results marketing born in 2015, with professionals of more than 5 years of experience in the field of online marketing and focused on marketing of results: SEM and Social Ads. Its working method guarantees a high ROI (Return on Investment) in the campaigns, thus getting the most out of the budget and profitability.

The countries and schedule

Given the available budget, it was decided to do the first test of Social Media Promotions in those European countries with the highest consumption of antibiotics.

According to ECDC², Greece, France and Spain are the three countries with a high level of antibiotic consumption. So, they were the candidates to make the social media promotions in their official languages, plus all the other European countries that were reached with the videos in English.

The launch of the campaigns took place in the European Antibiotic Awareness Day (November 18th) of 2018 and last until December 8th, in the same year.

The investment

The total amount invested in the campaigns was 9,106.19 €. The breakdown by platform, type of campaign and by country can be seen in the following tables.

Table 1: Investment by platform

Platform	Impressions	People Reached	Reproductions	Cost (€)
Facebook	3,900,315	2,331,314	1,425,952	7,879.52
Instagram	384,112	215,488	133,337	711.58
Twitter	125,961	77,980	52,822	515.09
	4,410,388	2,624,782	1,612,111	9,106.19

² <https://ecdc.europa.eu/en/antimicrobial-consumption/database/country-overview>

Table 2: Investment by type of campaign

Campaign	Cost (€)
Expectation campaign (pictures)	433.99
Videos	8,672.20
TOTAL	9,106.19

Table 3: Investment by country

Country	Costs (€)
Spain	2,305.60
France	2,166.05
Greece	2,167.55
Other countries	2,466.99
TOTAL	9,106.19

The Plan

The plan was thought to be implemented according to each social media channel.

Facebook

Before starting with the ads of the videos, a campaign with photos of the making off was activated to generate expectation.

After this campaign, the videos translated to French, Spanish and Greek, and segmented to each country, were published on the EU-JAMRAI Facebook page. The videos in English were added publicly.

A sequence has been used for the publications, so that if a user in Greece accessed the Facebook page, he/she would simply see the latest videos in Greek. The same happened with the rest of countries.

Once all the content was programmed and / or published on the Facebook page, the ads for those posts began to be activated. The ads are published in the "Page Post" format, in other words, the ads are the posts of the Facebook page.

Spain _ Videos in Spanish

Greece _ Videos in Greek

France _ Videos in French

Other collaborating countries _ English videos

Instagram

A small campaign on Instagram was activated to analyze the impact of the videos on the audience of that platform.

The "Post Page" ad format has not been used; the ads have been created on the ad platform itself. Both on Twitter and Instagram, the orange video could not be used because its duration exceeds 60 seconds.

Spain _ Videos in Spanish

Greece _ Videos in Greek

France _ Videos in French

Twitter

On Twitter, as on Instagram, a small part of the budget was spent to test how the videos would work in this channel. The tweets of the Twitter profile EU-JAMRAI have been promoted.

Other collaborating countries _ English videos

Segmentation

At the beginning of the campaign all the lines of segmentation proposed in the strategy were opened, however, during the development of the campaign the segmentation has been refined to obtain better results.

The announcements of the three platforms have had an impact on a highly segmented audience, which was crucial to obtain such good results.

The segmentations that provided better results were:

Table 4: Videos segmentation

Segmentation
YELLOW_FB_Mothers-Fathers_28-55_NoFans
ORANGE_FB_CareofOldPeople_30-60_NoFans
ORANGE_FB_OldPeole_+60_NoFans
WHITE_FB__PetsInterest+LGBT_M-F_22-60_NoFans
WHITE_FB__PetsInterest_F-M_24-60_NoFans
YELLOW-ORANGE-PURPLE_FB_Professionals-Farmacology_24-65_NoFans
YELLOW-ORANGE-PURPLE_FB_Science_24-65_NoFans
YELLOW-ORANGE-PURPLE_FB_Professionals-Doctors- Pharmacist_24-65_NoFans
WHITE_FB_Professionals-Veterians_23-65_NoFans
PURPLE_FB_Music-Rock_M-F_20-35_NoFans
PURPLE_FB_Music-Rock_M_20-35_NoFans
YELLOW_FB_Mothers-Grandma+HealthProfessionals_28-+65_NoFans
YELLOW_FB_Mothers-Grandma+AcademicTraining_28-+65_NoFans

Ads URL per country

Facebook Spanish videos:

Purple: <https://www.facebook.com/EUjamrai/videos/2219004408359996/>

Yellow: <https://www.facebook.com/EUjamrai/videos/2157937877798769/>

Orange: <https://www.facebook.com/EUjamrai/videos/523266931522856/>

White: <https://www.facebook.com/EUjamrai/videos/317190012205375/>

Facebook Greek videos:

Purple: <https://www.facebook.com/EUjamrai/videos/263851890986296/>

Yellow: <https://www.facebook.com/EUjamrai/videos/208886099988502/>

Orange: <https://www.facebook.com/EUjamrai/videos/354158738477105/>

White: <https://www.facebook.com/EUjamrai/videos/304473753728644/>

Facebook French videos:

Purple: <https://www.facebook.com/EUjamrai/videos/362443894300636/>

Yellow: <https://www.facebook.com/EUjamrai/videos/527570761044159/>

Orange: <https://www.facebook.com/EUjamrai/videos/2244581725799157/>

White: <https://www.facebook.com/EUjamrai/videos/2167569206596138/>

Facebook English videos:

Purple: <https://www.facebook.com/EUjamrai/videos/2201680720154891/>

Yellow: <https://www.facebook.com/EUjamrai/videos/333343900813970/>

Orange: <https://www.facebook.com/EUjamrai/videos/354158738477105/>

White: <https://www.facebook.com/EUjamrai/videos/191280991804530/>

Instagram Spanish videos:

Purple: <https://www.facebook.com/EUjamrai/videos/2219004408359996/>

Yellow: <https://www.facebook.com/EUjamrai/videos/2157937877798769/>

White: <https://www.facebook.com/EUjamrai/videos/317190012205375/>

Twitter English videos:

Purple: <https://twitter.com/EUjamrai/status/1066719849437634563>

Yellow: <https://twitter.com/EUjamrai/status/1066450588160983041>

White: <https://twitter.com/EUjamrai/status/1066493294321037317>

3. The Results

Definitions of the concepts

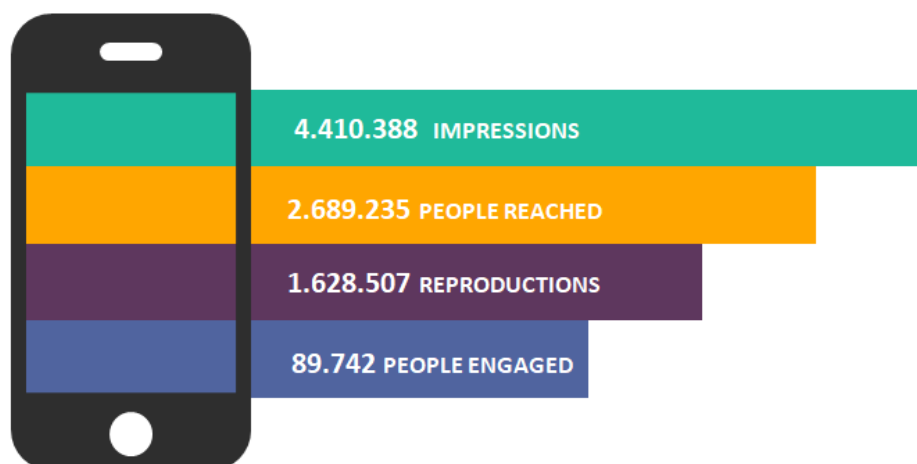
Impressions: it is the total number of times that the posts have been shown in the timeline of the users. A single post might be shown more than one time in the timeline of a single user. I.e.: the orange video has been shown three times to the same user until this person has clicked on it and watched the video. This term is useful to the person who is running the campaign, because it allows him/her to control if he/she is being annoying with the users because the post is appearing too many times in their timelines.

People Reached: it is the number of times that the posts have been shown in the timeline of the users, just one time. This is the real number of people reached, because it only counts one time per user, not all the times that the posts have appeared to him/her (as the term ‘impressions’ does).

Reproductions: it is the number of times the video has been watched. The people can have seen the post, but they might not have clicked the ‘play’. Reproductions count the people that have watched the videos.

Engagement: it is the number of comments, likes, shares, etc. It is the number of interactions between the public and the posts.

The figures



The videos campaign has had an impact of 4,410,388 impressions, 2,689,235 people reached (Table 5), 1,628,507 reproductions (Table 6) and 89,742 people engaged (Table 7).

Table 5: Results | People Reached

People Reached					
	Greece	Spain	France	English	Total
Yellow	96,668	109,873	111,110	116,305	433,956
White	226,707	234,569	139,195	271,796	872,267
Purple	237,254	122,433	130,685	165,819	656,191
Orange	157,053	134,019	127,867	307,882	726,821
	717,682	600,894	508,857	861,802	2,689,235

Table 6: Results | Reproductions

Reproductions					
	Greece	Spain	France	English	Total
Yellow	80,963	77,658	60,215	59,355	278,191
White	137,541	157,586	74,417	124,784	494,328
Purple	147,492	89,030	59,005	72,764	368,291
Orange	150,189	84,530	75,795	177,183	487,697
	516,185	408,804	269,432	434,086	1,628,507

Table 7: Results | Engagement

Engagement						
	Greece	Spain	France	English	Expectation	Total
Yellow	3,084	4,490	1,925	3,825	332	13,656
White	6,047	7,617	3,416	10,689	1,130	28,899
Purple	5,667	3,177	3,729	3,776	523	16,872
Orange	8,027	4,741	3,124	13,176	1,248	30,316
	22,825	20,025	12,194	31,466	3,233	89,743

Table 8: Results | Summary per channel

Summary per Channel			
	People reached	Engagement	Reproductions
Facebook	233,1971	83,070	142,6340
Instagram	223,686	1,232	149,293
Twitter	133,578	3,440	52,874
	2,689,235	87,742	1,628,507

Table 9: Results | Summary per video

Summary per Video			
	People reached	Engagement	Reproductions
Yellow	433,956	13,324	27,8191
White	872,267	27,769	494,328
Purple	656,191	16,349	368,291
Orange	726,821	29,068	487,697
	2,689,235	86,510	1,628,507

4. The website

www.dontleaveithalfway.eu is the landing page that was made exclusively for this audiovisual project with the aim of hosting the video series in **18 languages**.

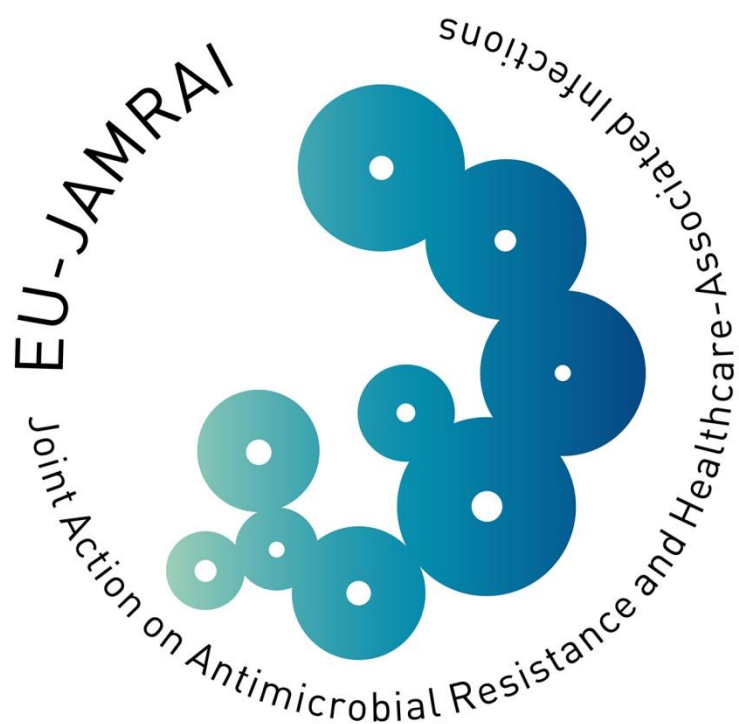
A landing page is a page created to convert visits to your objective. In this particular case, the main objectives of this website were to provide, to the people impacted by the campaign, a more in depth information about the project and about the AMR threat. It was made by providing links to relevant organizations such as the World Health Organization and the European Centre for Disease Prevention and Control.

A good landing page helps users easily understand the information when they arrive from a promotional campaign. So we can say that it will be the key element that will convert the clicks into your objectives.

5. Lessons learned

Developing *Don't Leave It Halfway*, the EU-JAMRAI communication team has learned some best practices that are useful for the partners that would like to replicate this audiovisual project and the social media promotions.

1. It is important to respect the format content of each social media channel. The square is the ideal.
2. When sharing audiovisual projects through social media channels, it is crucial to take into account that they can be opened and watched in different devices, with different dimensions: computer, laptop, tablet, mobile phone, etc. When using text messages in videos, they must be big enough to allow people to read in their mobile phone screens.
3. Monitoring all social media channels during the campaign is a must. People get engaged and generate comments that have to be managed by the specialist.
4. Adjusting the target audiences and the money invested in each of them while the campaign is running is also vital to ensure that we get the best possible results with the available budget. The possibility of adjusting the texts of the announcements or posts to the segmentation, boost the options of reaching more people.
5. Having a well-defined action plan with a clear calendar and launching deadlines, allows resources optimization and, consequently, better results in the campaign.
6. The diffusion strategy should be thought exclusively for each campaign from the start.
7. It is crucial to involve the social media promotions company from the moment we start planning the videos/campaign (before recording them).



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