

E-1370-127

Finding Samaritans amongst the keenest of listeners

Product

Dublin Samaritans

Category Entered

Best of Europe: Media Strategy & Idea

We are looking forward to seeing your work in this year's competition. As you work on your submission, you may wish to download the **Entry Form template** which can be used as a guide when crafting your submission, allowing for easy collaboration with team members and partner companies. The template outlines the Written Entry Form, along with tips to consider when answering each question. Before submitting your entry, responses to each question must be copied into this entry portal.

ELIGIBILITY.

To be eligible, work must have run in Europe and data must be isolated to the country(ies) in Europe presented in the case. The entered work must have run at some point between 1 January 2023 and 31 March 2025. Work that ran after the cut-off period may not be submitted. Provide results for the eligibility time period, as well as results and data prior to the eligibility time period that will help judges evaluate the success within the time period. In addition, results that fall after the end of the eligibility period that are directly tied to the work submitted are fine to submit through the entry period. Test efforts are not eligible.

Best of Europe - Effie Partner Track: Gold & Grand winners from 2024

Effie programs in the Effie Europe region (see eligible markets in the 2025 Effie Europe Entry Kit) may enter. To enter, case must have run during the 2025 Effie Europe eligibility period and should provide updated work and results for the new eligibility timing.

Best of Europe – non-Effie markets: Markets without an Effie program are welcome to participate. Any effective marketing effort that ran in a country in the Effie Europe region that you can tell a great results story about should be considered. Specifically, any campaign that ran between 1 January 2023 and 31 March 2025 may be submitted.

Review full eligibility information at the **Effie Europe website**.

FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to Europe, and the Effie eligibility period is 01/01/24 - 31/03/25. Results that illustrate the effectiveness of the case can be collected outside of the eligibility period but must be tied directly to the marketing activity within the eligibility time frame. Results directly tied to work are eligible throughout the entry season (no date cut-off).
- Entry does not meet category definition requirements.
- Agency names/logos are published in the entry form or in the creative materials. Do not include any agency names in your sources – this includes agency names other than your own.
- Data not sourced.
- Including screen grabs or other images of your creative elements in your written entry form.
- Directing Judges to External Websites.
- Missing Translation.
- Violating Creative Example (Reel, Images) Rules.

TOP TIPS

We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are your industry peers. Address questions they may have within your responses. Entrants are encouraged to ask colleagues who don't work on the brand to review the entry. Limit industry jargon and define all industry terms.

RESOURCES

Review the key resources before starting your entry:

- **ENTRY KIT**
- **EFFECTIVE ENTRY GUIDE**
- **EFFIE EFFECTIVENESS EXPLAINED**
- **CASE STUDIES**
- **MORE RESOURCES**

ENTRY DETAILS

NATIONAL EFFIE PROGRAM (IF APPLICABLE)

List the Effie Program in the Effie Europe region where the campaign won Gold or Grand Effie (if applicable).

ORIGINAL CATEGORY (IF APPLICABLE)

List the original category in which the campaign won a Gold or Grand Effie in.

Brand Name

List the specific brand name here (not the parent company name) **Dublin Samaritans**

Brand Description

Provide a brief (1-5 words) description of the type of product/service entered. Do not include the brand name. Examples: **Suicide prevention line**
Airline; Cosmetic, Credit Card; Streaming Service.

Dates Effort Ran (Total)

List the start/end dates of the effort, even if it goes beyond the Effie eligibility period.

Date From	2024-03-29
Date To	2024-04-14

Efforts that are ongoing should leave the end date blank in the Entry Portal.

Dates presented in this case

List the start/end dates for the effort, as it pertains to the data presented in this case.

Date From	2024-03-29
Date To	2024-04-14

Regional Classification

Select all that apply.

Please note that if your effort is Multinational, your entry must be isolated to adhere to the eligibility parameters for your Effie program.

Local

Countries Presented in This Case

Please select only the countries presented in this case.

Ireland

Please indicate all countries where this work ran.

Ireland

Industry Sector

Classify your brand/product by one of the available industry sectors, or choose Other.

Non-Profit

Industry/Category Situation

Select one.

Growing

MARKET / LOCAL NUANCE BACKGROUND

Please explain any relevant cultural or local trends, unique to your market(s), that generally shape the marketing environment and/or influence audience response to marketing efforts. (For example, if the government controls all the major media outlets, this may mean that the audience regards products/services they see advertised in this media as having some form of government approval.) Be sure to explain why these factors are relevant. You can also use this space to address the competitive landscape in your market(s). This general background will help the judges better understand and

In Ireland a life is lost to suicide every day of the year, more than three times the amount that die on the roads.

Samaritans is Ireland's only 24 hour emotional distress helpline. In 2024 call volumes were reaching record highs, but volunteer churn meant the service was at risk of losing its 24/7 status. We needed a breakthrough campaign to recruit volunteers but breakthrough wasn't going to be easy, particularly with a media budget of just €2,500.

For context Ireland has over 10,000 registered charities, and twice that in the wider non-profit sector regularly making appeals to peoples' empathy.

When we spoke to people about Samaritans volunteers they often responded with 'I could never do that', so we needed a novel approach that could make people feel that stepping up to volunteer was a natural pivot rather than a big leap. This case outlines how a media lead idea answered this problem.

evaluate the more specific story you tell in the remainder of your entry.

This question should be crafted with the judges in mind. While judges are European marketers, they may not be familiar with the unique nuances within the market(s) in which your case ran. Provide them with any context that will help them better understand your local challenges and marketplace.

EXECUTIVE SUMMARY

GIVE THE JUDGES AN UNDERSTANDING OF THE CASE THEY ARE ABOUT TO READ BY PROVIDING A SUMMARY FOR EACH OF THE ITEMS BELOW. A ONE-SENTENCE SUMMARY IS RECOMMENDED FOR EACH LINE.

The Challenge:

(Maximum per line: 20 words) Dublin Samaritans urgently needed new listening volunteers to offset volunteer churn and keep 24/7 support for callers going

The Insight:

(Maximum per line: 20 words) Podcast & storytelling night fans are already practising the key skill of a Samaritan: listening intently for 26 minutes plus

The Strategic Idea/Build:

(Maximum per line: 20 words) Create a media moment - 26 minutes in - that points out the potential Samaritan in keen listeners

Bringing the Strategy & Idea to Life:

(Maximum per line: One sentence - 20 words) Subtly placed messages in the 26th minute of podcasts and storytelling nights highlighted the potential Samaritan in anyone Still Listening

The Results:

(Maximum per line: 20 words) A 260% increase in volunteer applications vs the same period last year: enough to fill two training classes immediately

Why is this entry an outstanding example of effective marketing in this Effie entry category?

Summarise your case by focusing on how your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customise your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.

This story proves that media is the great creative multiplier. With a spend of just €2,500 we knew we had to find listening volunteers so efficiently.

This media lead idea broke application records, solving critical gaps in Dublin Samaritans' helpline roster as a result.

As a non-profit, efficiency was critical. With this highly contextual idea Dublin Samaritans achieved very high quality targeting, with an application CTR of 32%. Most importantly for a non-profit, this media idea produced a template Samaritans can repeat and replicate across branches to guarantee anyone in distress has someone to listen.

(Maximum: 150 words)

**SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES
- 23.3% OF TOTAL SCORE**

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.

Please provide the necessary context on your industry category, competitors, and brand/asset so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes? What was the strategic challenge for your business? Provide context on the degree of difficulty of this challenge.

(Maximum: 400 words; 3 charts/visuals)

24/7 SUPPORT FOR IRISH PEOPLE IN MENTAL DISTRESS WAS UNDER THREAT

The Dublin Samaritans branch is Ireland's only 24/7 helpline of its kind. Callers regularly note the relief of being heard *when* it mattered, so reducing service hours was unthinkable. Unfortunately, in early 2024 that seemed inevitable due to recurring gaps in the roster.

Volunteer churn through the pandemic was significant, and with volunteers over 70 exempt from overnight duties, an ageing volunteer base meant fewer people to fill gaps. Emergency notices to volunteers helped paper over cracks but this problem needed solving urgently.

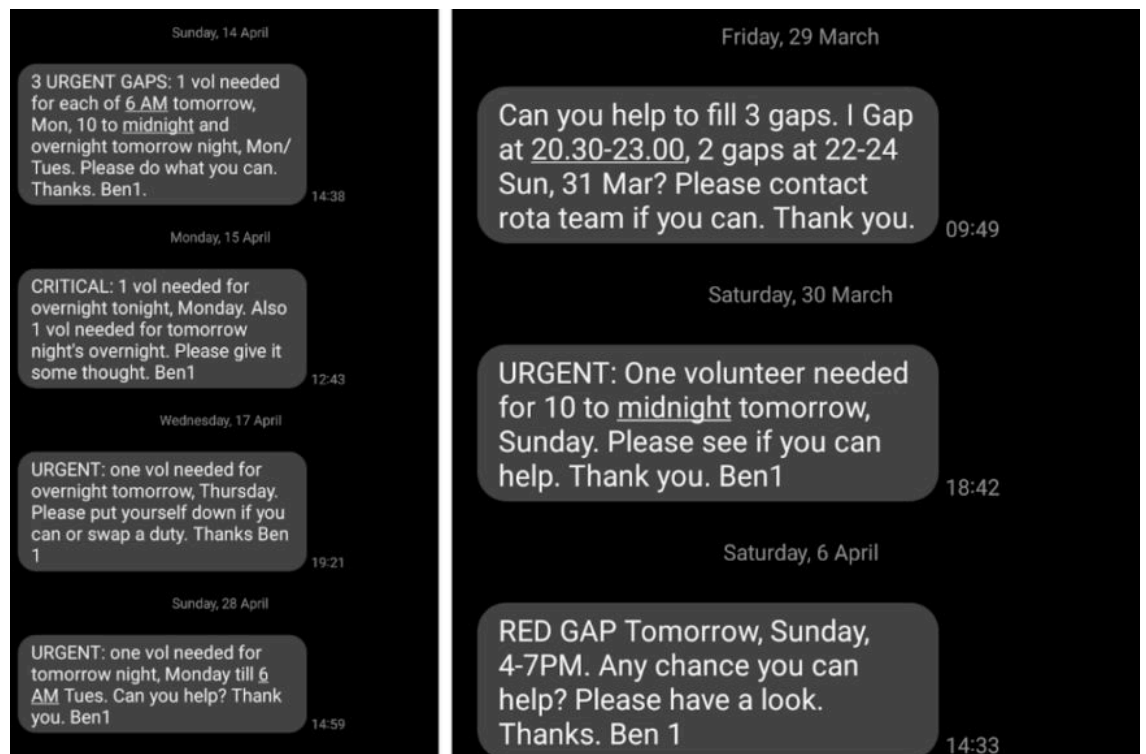


Fig 1 Emergency roster notices

IT WASN'T A GOOD TIME TO RECRUIT VOLUNTEERS

Campaign impact is never easy for charities. Ireland has over 10,000 registered charities and twice that in the wider non-profit sector¹ regularly

making appeals to peoples' empathy.

In 2024 it was clear we were competing for headspace with a population with reduced mental bandwidth. Research² showed Irish adults were overwhelmed and mentally depleted as a result. Further research found 1 in 2 didn't have enough time for themselves³.

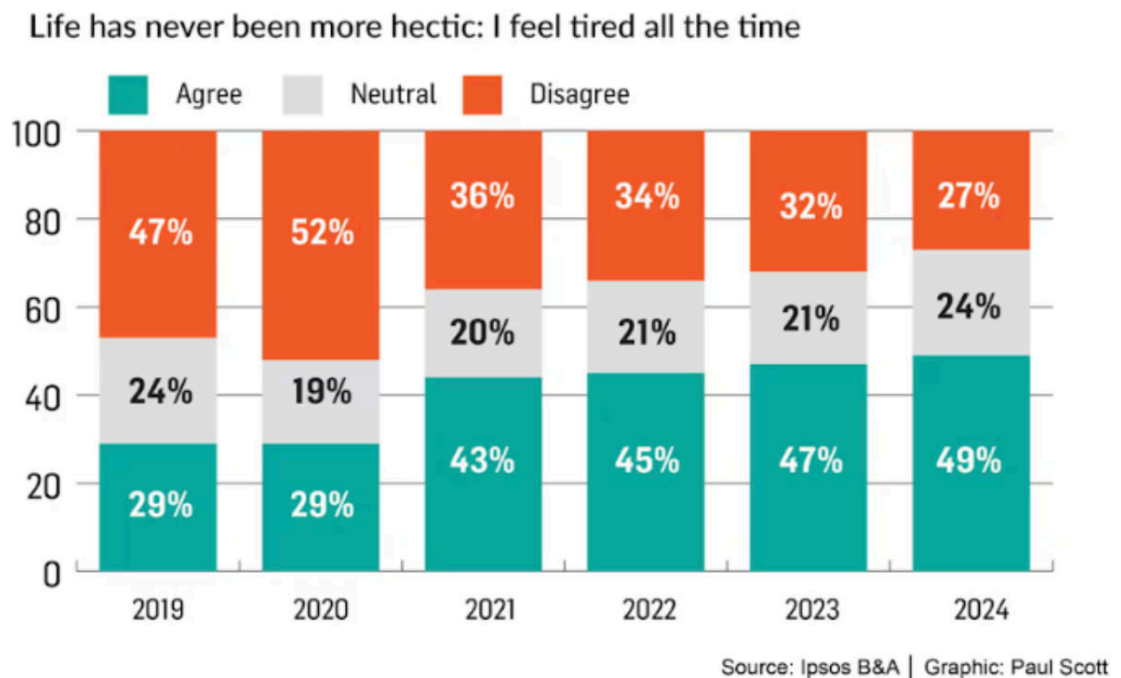


Fig 2 Overwhelm in Ireland

WE HAD LOTS OF CONSTRAINTS AND A TINY BUDGET

This recruitment campaign would have to be very, very focused. The media budget was €2,500.

We couldn't just underline the urgency of the problem. We couldn't guarantee the campaign wouldn't be seen by potential callers, and we couldn't have an 'urgent' recruitment drive making them feel their calls were an unwelcome problem.

IN A NUTSHELL

To help the Dublin Samaritans preserve its 24/7 status we needed an extremely contextually relevant way to find and recruit would-be listening volunteers.

1B. WHAT WERE THE BUSINESS, MARKETING AND CAMPAIGN/ACTIVITY OBJECTIVES THAT YOU SET TO ADDRESS YOUR CHALLENGE? WHAT

WERE THE KEY PERFORMANCE INDICATORS (KPIs) SET AGAINST EACH OBJECTIVE? PROVIDE SPECIFIC NUMBERS/PERCENTAGES FOR EACH AND BENCHMARKS WHEREVER POSSIBLE.

RESPONSE FORMAT

List each objective individually.

- We have allowed for:
 - one key business objective (required)
 - up to 3 Marketing (Customer) and Activity (Comms.) objectives (1 required, 3 maximum for both types).
- If you had fewer marketing and activity objectives, that is fine, please leave the fields blank.
- For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.

Unsure which objective type to select? [View guidance here.](#)

Business Objective

Objective #1 should be your primary campaign objective, then you may list up to three supporting objectives.

For each objective, you may include up to three charts/graphs.

Reference 1

Objective - Overview & KPI

State your objective here. Increase applications to become a listening volunteer through April by 50% year-on-year

(Max: 30 words)

Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words, 3 charts/graphs) With this much of an increase on 2023 applications Dublin Samaritans would be able to fill one training class immediately

Measurement - How did you plan to measure it?

(Maximum: 30 words) Online applications to the Dublin branch

Tagging - What keywords best describe your objective type?

(1 Required. No
Maximum)

Applications/recruitment

Marketing Objectives

1

Objective - Overview & KPI

State your
objective here.

Get more people to consider becoming a listening volunteer with
Dublin Samaritans

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words,
3 charts/graphs)

Becoming a listening volunteer isn't a small decision. We learned from the Samaritans that people often consider it for a few years before applying, so immediate applications alone would only give a very crude indication of our campaign's real success

Measurement - How did you plan to measure it?

(Maximum: 30
words)

Traffic to listening.ie, a campaign specific web page created for people to learn more about becoming a listening volunteer.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
 - Unsure which objective type to select?
- [View](#)

guidance
here.

Consideration

Activity Objectives

1

Objective - Overview & KPI

State your
objective here.

Hone in on high quality leads so efficiently that we beat web page click through rate norms (5.89%) by 10%.

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words,
3 charts/graphs)

For a non-profit running a test that involved giving a small budget to a new type of campaign efficiency was essential.

Click-through-rate (CTR) on our landing page was taken as a good indicator that our idea had engaged a suitable target and generated good 'leads'. Benchmark based on averages- 5.89%.⁴

Measurement - How did you plan to measure it?

(Maximum: 30
words)

Website Analytics

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
 - Unsure which objective type to select?
- View

guidance
here.

Quality targeting/lead gen

Section 1: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

- 1) The Wheel, National Charities and Social Enterprises Overview, 2018
- 2) IPSOS B&A, Sign of the Times 2024, 2024
- 3) Agency Research, Time Use & Wellbeing, 2024
- 4) Hubspot, Cross Industry Landing Page Statistics, 2023

Recommended

Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

SECTION 2: INSIGHTS & STRATEGY - 23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the

business challenge the brand was facing.

2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge. Did your audience change over time? If so, describe how and why.

Describe your audience(s) using demographics, culture, media behaviors, etc. Explain if your target was a current audience, a new audience, or both. What perceptions or behaviors are you trying to affect or change?

Commerce & Shopper Cases: Be sure to highlight the shopper's motivations, mindset, behaviors, and shopper occasion. (Maximum: 300 words; 3 charts/visuals)

BEHAVIOURS BEAT DEMOGRAPHICS

There's no set 'type' in the Dublin Samaritans. If you tried to group existing volunteers by demographics you'd end up with something so broad it'd be useless. No sort of 'lookalike' targeting approach to media was going to help here.

Our budget meant we needed to find a media context that would make an idea work harder for a behaviour based target. Really, this demanded a media lead idea.

We also felt that rather than asking people to step up to become something they weren't, it was better to develop a targeting approach that would simply point out the potential Samaritan in people based on an existing behaviour we could target.

The Samaritans Impact Report revealed an interesting insight we could leverage: the average call is 26 minutes long⁵.

Not everyone has the stomach for that kind of conversation, and not everyone is prepared to sit down and listen intently for that length of time. But, there were droves of people opting into long-form, deep, personal content through conversational podcasts⁶ and storytelling nights⁷. What if there was a novel way to point out the potential Samaritan in these keen listeners?

This behaviour highlighted a big media opportunity we could capitalise on creatively.

2B. Explain the thinking that led you to your insight(s). Clearly state your insight(s) here.

Clarify how the insight(s) were directly tied to your brand, your audience's behaviors and attitudes, your research and/or business situation. How would this unique

GETTING TO UNDERSTAND THE OVERLAP BETWEEN VOLUNTEER BEHAVIOURS & THE MEDIA CONTEXT WE WANTED TO TAP INTO

To understand what it is to volunteer with Dublin Samaritans we spent time with their volunteers and training materials. One item stood out: the listening wheel. A guide for navigating calls. It reminds volunteers of key in-call behaviours: using open ended questions, asking clarifying questions to gauge the severity of a situation, but above all: silence.

insight(s) lead to the brand's success and how did it inform your strategic idea.

(Maximum: 300 words; 3 charts/visuals)



Fig 3 The Listening Wheel

Every call has to keep space for people to explore their feelings. We heard so many stories of callers offloading without interruption for 30 minutes, only to thank the volunteer because *that* - simply being listened to intently- was amazing.

This made it feel more than notable that so many people were happily devouring long-form, personal content through lengthy podcasts and hours-long storytelling nights. A 26 minute average for Samaritans calls didn't feel so long any more.

We learned 64% of podcast listeners pay full attention to episodes⁸ and that many develop a 'parasocial relationship'⁹ with podcasters they follow because of the intimacy of this very intentional listening environment. Further to this, we discovered smaller podcast networks like Headstuff, where more niche podcasts attract even more intentional listenerships.

BRAND TRUTH: Because the average emotional support call is 26 minutes long, you can't be a Samaritan without being an attentive, empathetic listener.

MEDIA TRUTH: There's a growing tribe of people who routinely flex their listening muscles by intentionally immersing themselves in long-form, deeply personal content

INSIGHT: Podcast and storytelling night fans are already practising the key skill of a Samaritan: listening intently for 26 minutes plus

This directly informed our strategic idea. We could help keen listeners connect the dots between something they already do, and the role they could play.

2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?

(Maximum: 200 words)

Create a media moment- 26 minutes in- that points out the potential Samaritan in keen listeners

Section 2: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

- 5) Samaritans Ireland, Impact Report, 2023
- 6) IAB, Listen Up Ireland- Audio Media Insights, 2024
- 7) Irish Times, The Dublin Storytelling Night That's Gone Global, 2023
- 8) Acast, Quantifying the Attention Economy for Podcasts, 2022
- 9) Campaign Podcast Awards, The Parasocial Relationship Between Me and My Favourite Podcast Hosts, 2023

Recommended

Format: Use footnotes in your responses above and list each source numerically below.

We recommend each source include the following information:

Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimisation.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. all integral communications, promotions, CRM program, customer experience, pricing changes, etc. that were a part of your effort.

(Maximum: 300 words; 3 charts/visuals)

Everything was orchestrated to help keen listeners see the potential in what they already do. Major components included:

- A partnership with the Headstuff podcast network where each show's host put their spin on a guided note 26 minutes in
- A listening themed storytelling night with the Seanchóiche storytelling group in Dublin. After 26 minutes the host noted the potential Samaritan in the listeners in attendance. QR codes at the venue linked to space to learn more
- Listening.ie a campaign webpage designed to help people exposed to the campaign to learn more and enter the volunteer application process

3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, include any important changes that optimised the creative while the activity was running.

(Maximum: 300 words; 3 charts/visuals)

The most fundamental thing was creating a bespoke media moment designed to deliver our message within podcasts and the storytelling night. Subtly placed messages in the 26th minute highlighted the potential Samaritan in anyone Still Listening.

Hosts would 'break the fourth wall' to address the audience directly, and point out that by virtue of having listened intently this far, you could be the kind of person that could help Dublin Samaritans keep supporting callers around the clock. It was a completely 'native' media approach. Interested listeners could go to listening.ie to learn more and start applying to volunteer.

3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimisation.

(Maximum: 400 words; 3 charts/visuals)

The approaches outlined above brought us to very intentional, intimate listening environments where we could point out the potential Samaritan in keen listeners in a very 'native', non-advertising way. It was a perfect example of creative and media thinking coming together to create something stronger than any relay style process to creative concepting and media placement.

The core 'channels' were the Headstuff podcast network and a Seanchoíche event.

Headstuff was perfect for a number of reasons. As a more niche network, its listeners tune in even more intentionally, but their involvement as co-creator rather than an ad platform helped us defy the constraints of our small budget. Through the 2 week partnership we landed on a truly 'native' ad experience, where partners worked from a guide that left plenty of room for them to put a stamp on things that would connect with their audience, but we also drastically beat rate card norms. Through the partnership we outperformed the expected reach through alternative podcast platforms x4, without any 'big reach' waste - everything went straight to people who opt into long-form, personal conversations exceeding 26 minutes.

With Seanchoíche we were able to execute the idea with an audience with a pre-stated appreciation of the importance of listening. When announcing their next event and the opportunity to buy tickets, Seanchoíche outed the fact this would be a listening themed event in collaboration with Dublin Samaritans. The theme was so attractive to this audience the event sold out in 5 minutes and post-campaign data showed over 40%¹⁰ scanned QR codes around the venue to learn more about becoming a volunteer. Again, we were able to co-create the experience with Seanchoíche to balance heavier emotional content with lighter stories around the theme of listening. Stories from long term volunteers and previous callers helped establish the critical difference keen listeners can make, motivating the audience to go learn more.

Each initiative was promoted across Dublin Samaritans, Headstuff, and Seanchoíche's social media to help drive further traffic to listening.ie

Without the multiplier effect achieved through such a media lead idea we would have never achieved the efficiency such a small budget demanded.

Key Visual

You have the option to upload a single image to accompany your explanation in this section to show how you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc.

You do not need to upload a copy of any of your creative images for judging here, as judges will view those on the creative examples tab.



Key visual
OK

Section 3: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended

Format: Use footnotes in your

10) Agency, QR code tracking, 2024

responses above and list each source numerically below.

We recommend each source include the following information:

Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

4A. How do you know it worked? Explain, with category, competitor and/or prior year context, why these results are significant for the brand's business. Results must relate back to your specific audience, objectives, and KPIs

RESPONSE FORMAT

You have up to 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.

ELIGIBILITY REMINDERS

1. Provide a clear time frame for all data shown – either within your response or via the sources box.
2. All results must be isolated to Europe.
3. Work must have run in the eligibility window of 1 January 2023 and 31 March 2025. Results after 31 March 2025 that are directly related to work that ran in the eligibility window can be included until the entry deadline.

4. All results must correspond to a data source. Include results and data prior to the time period that helps assess effectiveness during the time period.

Results Overview

(Maximum: 350
words, 5
charts/visuals)

THIS IS A HIGHLY EFFICIENT, LIFE SAVING CAMPAIGN

This media idea helped quickly recruit enough volunteers to help Dublin Samaritans preserve its 24/7 status. We never know if a caller who doesn't get through will call again, so 24/7 support is so essential. Having enough volunteers to share those shifts is crucial.

Application numbers were up over 250% month on month and 260% year on year. Enough to fill two training classes immediately, offset volunteer churn, and solve Dublin Samaritans' roster issue.

Through analysis of our campaign webpage listening.ie we can see this low reach, focused campaign prompted nearly 300 people to learn more about volunteering with the Dublin Samaritans. Creating such a large consideration pool in such a short time - larger than the total number of Dublin Samaritans volunteers- is incredible. We know from engaging with Samaritans that the decision to apply to volunteer is often a longtail one, so beyond the people who applied immediately, many more will follow suit because of this work.

The click-through-rate on our landing page -32%, staggeringly in excess of the 5.89% norm- - shows we more than delivered on our activity objectives. This work was precise enough to engage a very very high quality 'target', and delivered extreme efficiency as a result.

THIS MEDIA IDEA CAN GO FURTHER AND WIDER

Although our partnership helped beat rate card norms significantly, our goals were achieved through only a very small media budget. Imagine what this approach could do with wider reach?

Further to this, this campaign created a very targeted 'media moment' that can carry across so many different formats.

Besides answering this brief, the creative idea and comms framework delivered here has the potential for much wider impact for the Samaritans. This idea can be executed over and over in so many media contexts - so valuable for a non-profit.

There's the potential to extend to radio shows, to target night owls even more precisely, or even to get into audio books. We are already exploring how we can navigate larger broadcasters' criteria to execute this idea across night time radio.

Business Objective Results

Provide results that correspond to each of your objectives from Question 1C here. You are required to provide a result for each objective.

To re-order the way your objectives/results appear, return to Question 1C and re-order your objectives using the 'nudge' button.

For each result, you may include up to 3 charts/graphs.

1

Objective - Overview & KPI

State your objective here.

(Max: 30 words)

Increase applications to become a listening volunteer through April by 50% year-on-year

Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words, 3 charts/graphs)

With this much of an increase on 2023 applications Dublin Samaritans would be able to fill one training class immediately

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Online applications to the Dublin branch

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Applications/recruitment

List Result

(Maximum: 30 Words)

Applications were up 260% vs the same period in 2023, enough to fill two training classes immediately (52 people)

Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

The immediate response was a great vindication of the premise of our creative idea: we could help would-be volunteers see the potential Samaritan in them by creating this bespoke media moment. As well as the year-to-year success, this was also 250% increase month-to-month, and a record breaking month of applications for the Dublin branch. Never before had the issue of filling the roster been given such a sudden boost.

(Maximum: 75
words, 3
charts/visuals)

Marketing Objectives Results

1

Objective - Overview & KPI

State your
objective here.

Get more people to consider becoming a listening volunteer with
Dublin Samaritans

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words,
3 charts/graphs)

Becoming a listening volunteer isn't a small decision. We learned from the Samaritans that people often consider it for a few years before applying, so immediate applications alone would only give a very crude indication of our campaign's real success

Measurement - How did you plan to measure it?

(Maximum: 30
words)

Traffic to listening.ie, a campaign specific web page created for people to learn more about becoming a listening volunteer.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

- Unsure which objective type to select?
View guidance here.

Consideration

List Result

State your corresponding result here.

276 unique visitors to our campaign landing page

Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

For context at the time of writing there are less than 276 current listening volunteers with Dublin Samaritans. As mentioned earlier, becoming a volunteer is often a very gradual decision, so to create this large a group of considerers off such a miniscule media spend is fantastic. This result very strongly indicates that with repeated media investment in this approach Dublin Samaritans will never be at risk of going offline due to roster issues.

Activity Objectives Results

1

Objective - Overview & KPI

State your objective here.

Hone in on high quality leads so efficiently that we beat web page click through rate norms (5.89%) by 10%.

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

For a non-profit running a test that involved giving a small budget to a new type of campaign efficiency was essential.

Click-through-rate (CTR) on our landing page was taken as a good indicator that our idea had engaged a suitable target and generated good 'leads'. Benchmark based on averages- 5.89%.⁴

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Website Analytics

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

- Unsure which objective type to select?
View guidance here.

Quality targeting/lead gen

List Result

State your corresponding

The CTR to go apply from listening.ie was 32%

result here.

Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

The stop at listening.ie was a vital step in the campaign journey. We didn't want to bombard Samaritans with applicants who hadn't given due consideration to being a volunteer. Giving interested people pause to learn more and think further before applying helped guarantee a higher quality applicant for Samaritans, so to achieve 32% CTR shows just how much the initial targeting approach helped us engage the right kind of people in the first place.

Additional Results

You may use this space to provide additional results achieved that you may not have had an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives.

(Maximum: 150 words, 3 charts/graphs)

Beyond the results mentioned so far, this work has a brilliant secondary effect: it keeps Samaritans top of mind as a place to call when in any kind of distress.

This is the kind of service that either comes to mind when in need or it doesn't. Being heard at the right time can make an instrumental difference to people, so this work served the Samaritans' awareness objectives as well as the need to recruit more volunteers.

Tracking constraints across other chapters of Samaritans Ireland mean we do not have data on the lift this work caused on applications to other branches, but anecdotally we know the campaign has been cited as a reason to go ahead and apply around the country.

4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?

Select factors from the chart and explain the influence (or lack of influence) of these factors in the space

provided. We recognise that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

Public Relations

Explain the influence (or lack of influence) of the factors you selected above.

The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

As per any month, the Samaritans awareness team were actively promoting the service as an outlet for people in distress, but we know from ongoing application tracking that there is no correlation between spikes in awareness activity and recruitment effects. Awareness comms are all about calling the Samaritans.

(Maximum: 200 words; 3 charts/visuals)

Section 4: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Samaritans Website Analytics/Dublin Samaritans online applications tracker

Recommended Format: Use

footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

PAID & DONATED MEDIA EXPENDITURES

Select paid & donated media expenditures, not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select "Under €50,000" and elaborate below. If there were no donated media expenditures, please select "not applicable" If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

Paid Media Expenditure (Current Year)

Current Year/Time

Period: January 2024

– March 2025

Under €50 Thousand

Paid Media Expenditures (Prior Year)

Campaign Period:

Prior Year

Under €50 Thousand

Compared to other competitors in this category, the budget is:

Select one.

Not applicable (Requires Elaboration)

Compared to prior year spend on the brand overall, the brand's overall budget this year is:

Select one.

More

Media Budget Elaboration:

Provide judges with the context to understand your budget.

What was the balance of paid, earned, owned, and shared media? What was your distribution strategy? Did you outperform your media buy?

In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.

(Maximum: 150 words)

By allocating our media budget - of just €2,500- to a partnership with Headstuff we outperformed the expected reach through alternative podcast platforms x4, without any 'big reach' waste - everything went straight to people who opt into long-form, personal conversations exceeding 26 minutes. This was a first recruitment campaign of its kind for Samaritans, but the budget was still miniscule vs other above the line volunteer recruitment campaigns in the market.

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees), and any activation costs.

Production & Other Non-Media Expenditures

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees) and any activation costs.

Under €50 Thousand

Elaboration on the Production & Other Non-Media Expenditures

Provide judges with the context to understand the selection outlined above. This is an opportunity to provide further context surrounding your budget, so judges have a clear understanding and do not question the information provided above.

Everything else was pro-bono

(Maximum: 100 words)

OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

(Maximum: 100 words)

Was owned media a part of your effort?

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

Yes : Website/organic social

(Maximum: 100 words)

SPONSORSHIPS AND MEDIA PARTNERSHIPS

Select the types of sponsorships/media partnerships used in your case. Choose all that apply. Then, provide additional context regarding those sponsorships and media partnerships, including timing.

(Maximum: 100 words)

Sponsorships

Select all that apply.

Sponsorship – Live Activation

Unique Opportunity

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

This media idea ran on partnerships with Headstuff (podcast group) and Seanchoiche (storytelling night)

(Maximum: 100 words)

SOURCES

Investment Overview: Data Sources

You must provide a **Agency records** source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Recommended

Format: Use footnotes in your responses above and list each source numerically below.

We recommend each source include the following information:

Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel.

All Touchpoints

Select all that apply.

Digital Mktg. – Audio Ads

Interactive / Website / Apps

Sponsorships – Unique Opportunity

MAIN TOUCHPOINTS

From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral.

Main Touchpoint 1

Most integral touchpoint.

Digital Mktg. – Audio Ads

Main Touchpoint 2

#2 Most Integral Touchpoint

Interactive / Website / Apps

Main Touchpoint 3

#3 Most Integral Touchpoint

Sponsorships – Unique Opportunity

SOCIAL MEDIA PLATFORMS

Select all social media platforms utilised in your effort from the list below.

Social Media Platforms

Select all that apply, or
select Not Applicable.

Instagram

CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.

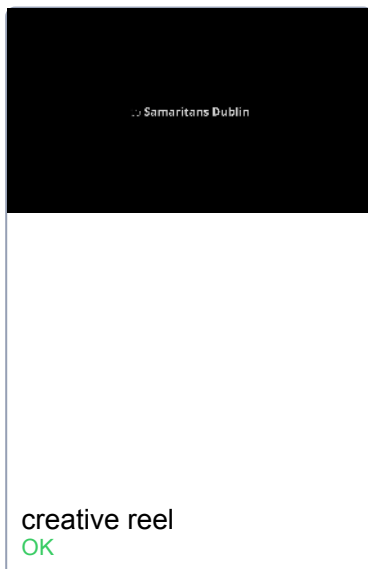
Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

The Creative Reel is viewed once the case has been read.

Creative Reel

3 min maximum (4 min for Sustained Success). 250 MB max., mp4 format. High Resolution: 16:9 at 1920x1080.

Do not include any agency names in the file name or anywhere in the reel. Give each upload file a unique name.



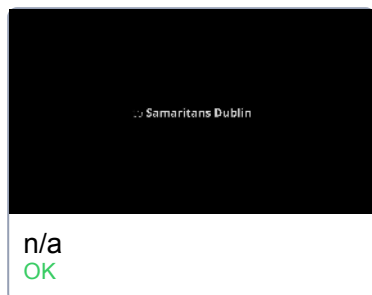
Creative Examples Presented in the Creative Reel - Select All

Select all that apply.

Digital Mktg. – Audio Ads

Sponsorships – Unique Opportunity

Raw Creative Examples as Originally Aired - For Research Purpose



In what language the raw creative example aired?

english

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace.

Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to:

- + Showcase work that is better seen as a still image vs. video format
- + Draw further attention to key creative elements

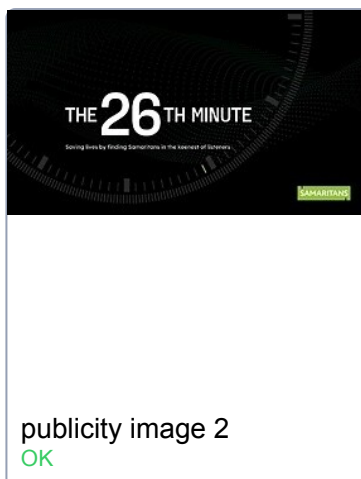
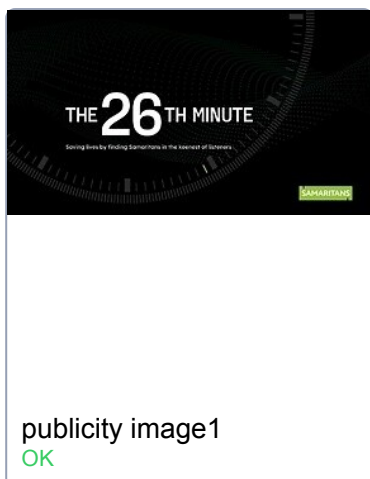
Images of Creative Work

Upload 2-6 images of your creative work that ran in the marketplace. Do not include agency names in the file name or within the images.

Technical

Requirements:

.jpg/jpeg format



Translation of Non-English Creative Work (If Applicable)

If your creative examples include non-English work, you are required to include an English translation either via subtitles within the creative OR you may provide a translation in the text box below. This will not be counted towards your entry form page limit.

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With Print Set JUDGING VIEW - PDF Version of the Written Entry for Judges