



Campaign Resource Centre Case Study Submission KPIs – Local Authorities and NHS

Thanks for your interest in submitting a case study to the PHE Partnerships team. Not only could you be featured in our case study gallery, you could also earn national recognition, inspire other government teams and be used as best practice examples by PHE. Please cover the four sections below, aiming for about 200 words for each section and providing as much detail as possible – particularly section 4. It's important to share your results so we can be sure to provide you with improved marketing resources and tools that are right for you.

Please submit your case study as a Word document or any other Microsoft Office format. Guidance and questions to think about are provided to help you.

Section 1: The challenge

Guidance and key questions to consider when completing this section:

- What was the background to the campaign? Why was it needed?
- Provide a brief description of the challenge(s).

Additional questions to consider:

- What was new or different about this campaign? E.g. Had a new problem been identified that needed to be tackled? Were there any particular challenges facing your area? How was it different to previous campaigns?
- Were there any difficulties in running the campaign that needed to be overcome? E.g. Making the most of the budget, getting partners and stakeholders on board with the campaign?

Section 2: Objectives

Guidance and key questions to consider when completing this section:

- What was/were the objective(s) of the campaign?
- Who was the campaign aimed at?
- What did you want people to do as a result of the campaign?

Section 3: The solution

Guidance and key questions to consider when completing this section:

- Give a brief description of the campaign: when, where and how was it run?

Additional questions to consider:

- Which marketing tools did you use?
- What was the budget?
- What were the main messages?

Section 4: Results

Please complete this section in as much detail as possible – including figures and photos of your local activity where you can.

Guidance and key questions to consider when completing this section:

- What was your budget? And what was your ROI?
- What were the results? E.g. website visits, social media metrics, email engagement, events.
- How did the results compare with expectations or against targets that were set?
- Were there any additional benefits to the campaign? Did your campaign perform better than expected? What else did you achieve through your campaign activity that wasn't necessarily planned?
- Was there any other evidence of success? Was the campaign welcomed by partners and stakeholders?
- Was there anything interesting you learned?