



## THE WHITE RIBBON CAMPAIGN



### CAMPAIGN EFFECTIVENESS

The Families Commission has used Insights to not only to show that its “White Ribbon” campaign is being seen, heard and acted upon, but also to help shape the ongoing campaign strategy.

#### THE CHALLENGE

- White Ribbon is a global campaign that encourages men to stand up against violence towards women. In New Zealand it is led by The Families Commission, which relies on public funds and sponsorship to run the campaign.
- The Commission sought a means of demonstrating the impact and value of the campaign. “We wanted the ability to readily show existing and potential sponsors the benefits of supporting White Ribbon as well as reporting to our Board on the effectiveness of investment in campaign activities,” says Rob McCann, White Ribbon Campaign Manager.

#### THE SOLUTION

- iSentia evaluated the reach and profile of White Ribbon media coverage, providing a commanding view of the campaign.
- The analysis examined campaign messaging to see how it was filtered and interpreted by the media. Analysis identified the campaign events and activities that most successfully achieved the publicity objectives.

#### ACTIONABLE INSIGHT

- iSentia provided demonstrable proof that the White Ribbon campaign was working.
- The analysis allowed the Commission to determine the best allocation of resources and how to tailor its engagement strategies, and made a sound case for additional funding in targeted areas.
- One campaign event, the White Ribbon Ride, was extended to the South Island, as analysis showed it was a key driver of favourable coverage, particularly in community and regional media.
- The Commission’s social media strategy was refined to gain maximum impact.

#### THE VERDICT

“iSentia’s analysis has helped us understand that our programme is indeed creating widespread public debate about family violence, generating action and involving large numbers of individuals, organisations and communities. It has enabled us to state with confidence that the White Ribbon Campaign is being seen, heard and acted upon.”

*Rob McCann,  
White Ribbon Campaign Manager.*