

Case TCO – FacketFörändras.nu

(meaning The Union is changing now)



TCO is a central organisation for 15 different trade unions and with 1,2 million members.

The members within the TCO trade unions are engineers, teachers, policemen, controllers, nurses, employees within municipality, government authorities, banks and insurance companies. Half of the members work in the private area and half of them within the public area.

Objective for the Campaign FacketFörändras.nu *(The Union is changing now):*

- Illustrate how the union adds value in the daily work. Increase knowledge about the fact that the union is changing and pin point the value of having collective wage agreements (estimated to 80 000 SEK/year).

Target group:

- Men and women, 20-35 years, with University education

Creative solution – the content of the cinema campaign:

- www.sf.se – banners och trailer players
- Event in foyer and lounge
- Commercial movie – two campaign periods, spring and fall

Result:

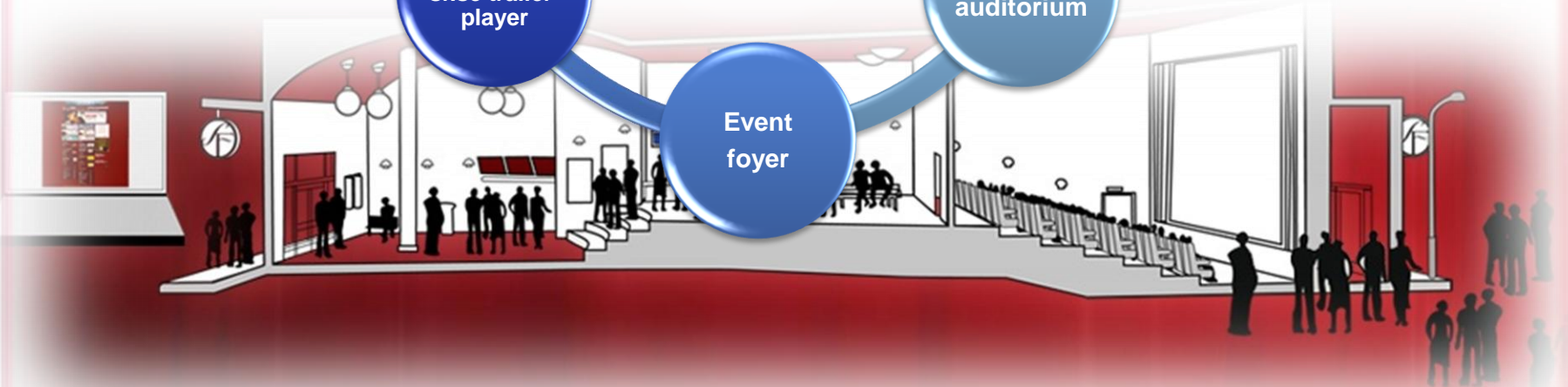
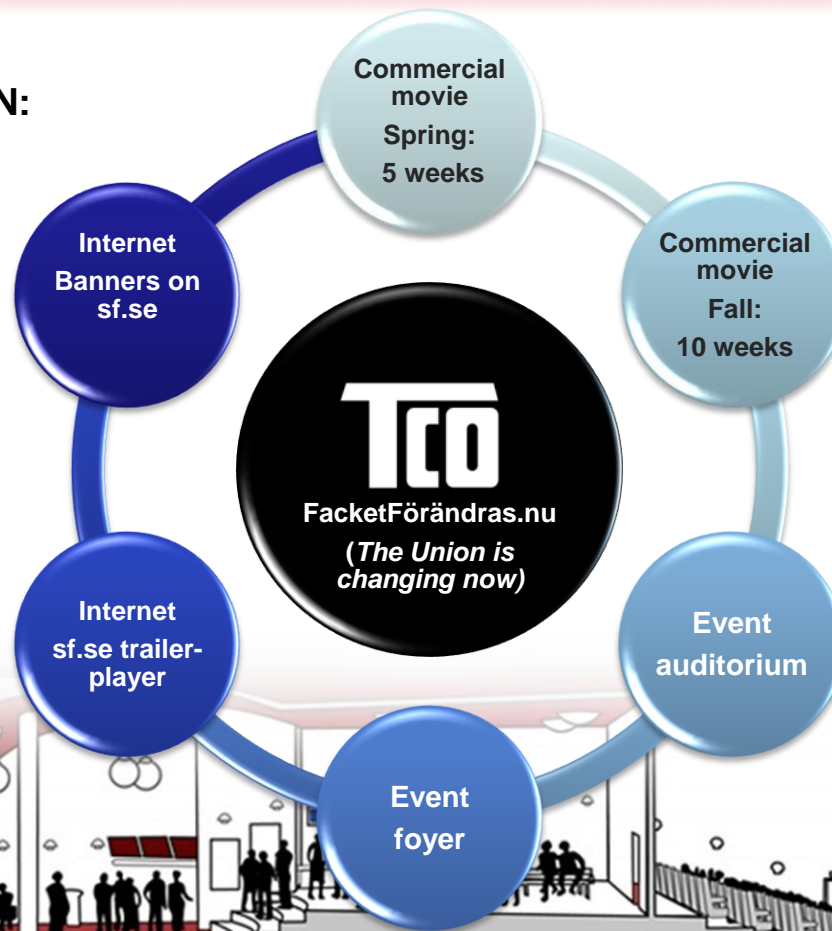
- The knowledge had increased by 20% after the fall campaign
- 9000 unique visitors on TCO campaign site could be tracked to www.sf.se



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CINEMA CAMPAIGN:



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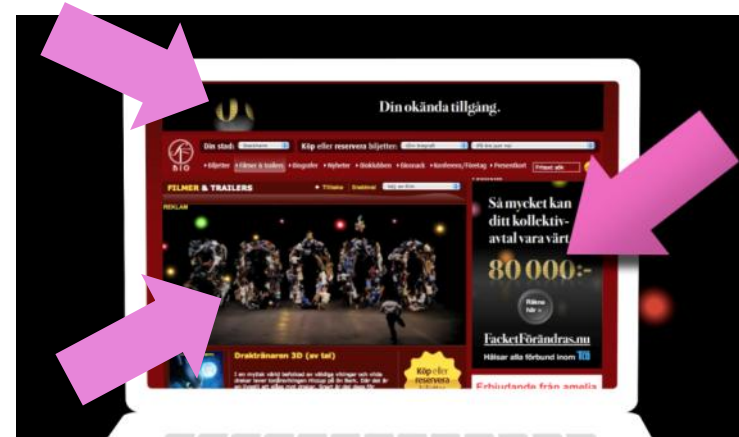
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CINEMA CAMPAIGN:

Internet – sf.se

Banners in different formats directed the web traffic to the web site:
FacketFörändras.nu
(Panorama and tripple widescreen).



Commercial movie on the trailer player on sf.se.

Commercial movie

Two campaigns on the cinema screen, totally
15 weeks.
Spring: 5 weeks
Fall: 10 weeks



In connection to the commercial movie show, events in both foyer and auditorium were performed.

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Event: Foyer

The value of a collective wage agreement was illustrated with a competition. TCO installed a cash box. When entering the cash box, a large blower started and money bills started to whirl. The person catching the most money bills won cinema tickets.

The event attracted many and was very entertaining both for those participating and for those just watching.



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Event: Lounge

A competition was held in the cinema auditorium just before the movie started. The competition was carried out by event staff dressed up in different profession uniforms that also was shown in the commercial movie by TCO.

The winners recieved giant chocolate bars and lolly pops.



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RESULT:

The knowledge about FacketFörändras (*The Union is changing now*) increased with 20%.

The efficiency surveys of the two commercial campaigns showed a potential increase knowledge* between the thwo campaign periods.

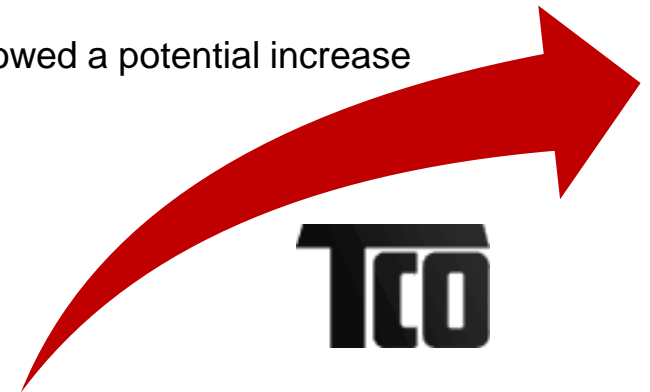
A selection of the cinema visitors open comments regarding TCO's message:*

"Together we are strong"

"Many together make a difference"

"Think about the future"

"The trade unions collective wage agreement is worth 80 000:- SEK yearly"



9000 visitors on TCO's campaign site could be tracked to www.sf.se

Furthermore, the campaign arouse big attention, both internally within TCO and within other Trade Unions. This made it easier to motivate further development and continuance of their communication efforts.

*The
End*