

BRITISH GAS

'Two Sides of the Story'

Background

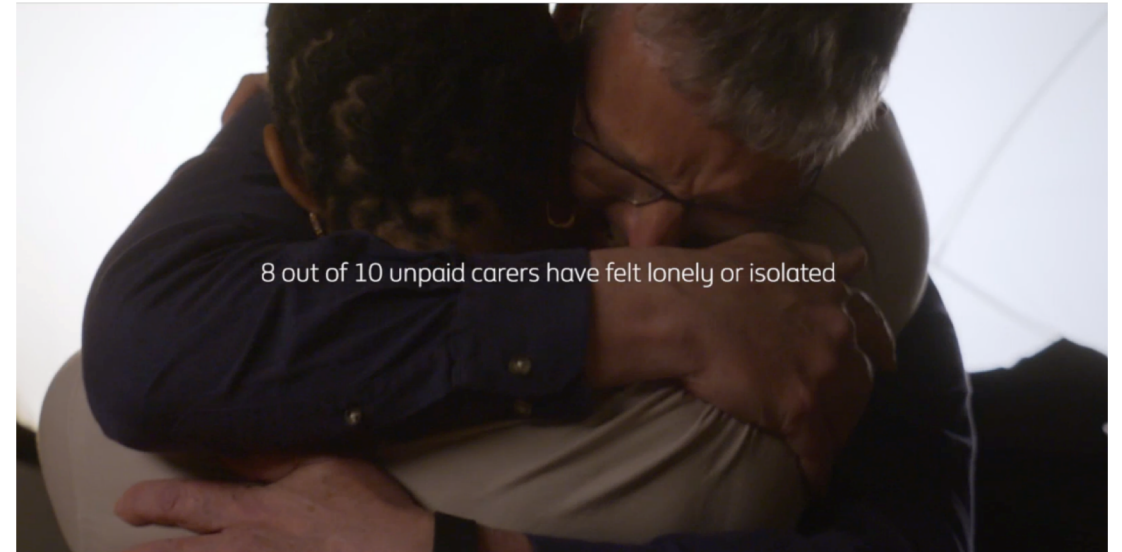
- In June 2019, British Gas partnered with Carers UK to raise awareness and increase support for unpaid carers across Britain.
- To launch the partnership, a powerful short film was created as part of a broader ranging 'Share That You Care' campaign, encouraging carers to open up so that they can get the help they need.
- The film 'Two Sides of the Story', focused on the hidden struggles that unpaid carers face, highlighting the relationship between unpaid carers and their closest friends. The film utilised a split-screen format to highlight the difference between how the carers present themselves to others and how they actually feel on the inside.

Plan

- With such a powerful film deserving of attention at the heart of the partnership, Cinema was identified as the perfect environment to premiere the intimate personal stories of the carers. The big screen's ability to create an emotional, immersive connection would enable British Gas to stand out and engage the audience.
- British Gas bought an AGP to ensure the campaign reached the broad cinemagoer audience and had a strong presence in cinemas throughout the duration of Carers Week.
- Mobsta mobile re-targeting activity ran in conjunction with the campaign - all cinemas playing the spot were geo-fenced with cinemagoers re-targeted after the film with a further clip of the film and a call to action driving people through to the online hub.

Results

- Cinema helped British Gas create a high quality conversation about carers with the campaign ultimately becoming the most successful shared content campaign ever for British Gas – with 8m impressions and over 400,000 views of the video content. Six thousand people went on to visit the Carers UK site via the online hub with a high dwell time of over three minutes.



Campaign Details

Sector	Charity
Target Audience	All Adults
Package	AGP
Creative Agencies	Ogilvy
Media Agency	MediaCom
Duration	60"