

AWARDS FOR EXCELLENCE IN **PUBLIC RELATIONS 2020**



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In-House PR Team of the Year

Teams with 6 or More Employees



Launch of Trócaire Lent Campaign. Photo by Stedman Photography.

Organisation

Trócaire

Trócaire

Brief description of the organisation and its objectives in the relevant period

Last year, Trócaire brought relief and support to 2.9 million people in over 20 of the world's poorest countries.

Trócaire has a dual mandate: to support people living in poverty overseas and to educate the public in Ireland on the root causes of poverty and injustice. In Ireland, we engage with key audiences to educate and campaign on global justice issues. We also advocate for political action to support communities in the developing world.

In the relevant period, Trócaire had four key objectives:

1. Generate a combined €10.1m through its Lenten and Christmas Appeals.
2. Launch a new advocacy campaign on the theme of business and human rights.
3. Focus on the Sustainable Development Goals (SDGs), particularly those related to climate change.
4. Continue to advocate for the introduction of the Occupied Territories Bill.

Overview of the team's objectives and strategy

At a high-level, the Comms team objectives aligned with four key organisational objectives. The focus of the Comms team – through media engagement, content creation and managing social channels – was to drive each of the four objectives.

The team tracks its performance against quantifiable targets on a monthly basis. Our core KPIs are as follows:

1. 2,500 Trócaire mentions in the Irish media (RoI & NI, regional & national).
2. Average reach of 80,000 per media mention.
3. Maintain the largest share of voice among the large international NGOs.
4. 3m engagements with Trócaire across Facebook, Instagram, and Twitter.

These KPIs are monitored and reported against on a monthly basis.

Our key strategies to deliver these objectives are as follows:

- An integrated PR and digital strategy for each key objective, leveraging both internal milestones (e.g. Lent, Christmas) and external events (e.g. UN Summit) to create a 12-month calendar of engagement.
- A strategic approach to media, with key outlets identified and targeted based on audience.
- Strategically recruiting celebrity influencers to amplify our campaigns.
- Being innovative and creative in how we present complex issues.

Analysis of team performance against those objectives

An overview of performance against the four key objectives is as follows:

Objective 1: Driving fundraising through media and digital

We recruited high profile ambassadors for both of our fundraising campaigns. RTÉ broadcaster John Creedon travelled to Guatemala to promote our Lent campaign, while former All-Ireland winner Oisín McConville travelled to Gaza for our Christmas campaign. Targeted media and digital plans were developed for both campaigns.

John's trip was chronicled in diary-form in the Irish Examiner, as well as generating extensive coverage elsewhere, including RTÉ Radio and RTÉ television. Oisín's trip was covered in all seven national daily newspapers in RoI, key NI targets such as the Belfast Telegraph and Irish News, as well as Today FM and The Journal.

Trócaire received €10.4m in donations across the two campaigns (Lent: €8.2m, Christmas €2.2m).

Objective 2: Launch the new advocacy campaign on business and human rights

Trócaire's campaign calls for Ireland to support a UN Treaty to govern the human rights impacts of businesses. The goal in Year One was to begin a media and political discussion. Key strategies:

- We used John Creedon's trip to Guatemala to introduce the issue of business and human rights into our Lent campaign.
- We brought Guatemalan human rights defender Abelino Chub Caal to Ireland to receive Trócaire's Romero Award. Abelino spoke about the negative impacts of big business on communities in Guatemala.
- We used our presence at the Bloom Festival to highlight the threats posed by mining and other extractive industries.

We had targeted 60 media mentions of this campaign in Year One. In total, we secured 98.

Objective 3: Deliver an SDG campaign, particularly focused on climate change

We targeted the UN SDG and Climate Summits in September as the key moment. CEO Caoimhe de Barra was our spokesperson in relation to the significance of the summits, while 2FM's Keith Walsh travelled to Malawi to show the impact climate change is having on the poorest communities. This joint 'advocacy and impact' strategy yielded 36 national media hits, including RTÉ television news, RTÉ Radio One, Newstalk, the Irish Times and 2FM.

Objective 4 – Maintain a focus the situation in the West Bank and Gaza

We recruited comedian Deirdre O’Kane to travel to Palestine and report on issues facing people there. Deirdre’s trip secured coverage in the Irish Independent, Sunday Independent, Irish Daily Star and on Virgin One. Videos of her trip were viewed 70,000 times on Facebook.

Our results against the core annual KPIs were as follows:

1. 3,229 Trócaire mentions in the Irish media.
2. Average reach per hit of 87,835.
3. The largest PR share of voice (43%) in the international NGO market [Source: Rue Point Media].
4. 3.2m social media engagements.

Summary of outstanding achievements in the relevant period

- Trócaire secured the largest share of voice (43%) in the international NGO market. This included having the leading share of voice in national press, regional press, national broadcast and online [Source: Rue Point Media].
- We almost quadrupled broadcast coverage from 252 to 916, including increasing RTÉ Radio One coverage from 17 hits to 65.
- Coverage of Trócaire 2019 v 2018 increased in nine out of twelve months.
- We increased coverage in key outlets including RTÉ Radio One (17 to 65), Irish Times (26 to 46), Irish Examiner (28 to 30) and Newstalk (11 to 13).
- The Business and Human Rights campaign has risen in prominence to feature on several political party election manifestos.
- We won ‘Best Annual Report’ at both the Chartered Accounts of Ireland Published Accounts Awards and the Carmichael Good Governance Awards in recognition of our best practice approach to transparency.
- Key innovations include recruiting comedian Colm O’Regan to host a monthly podcast, building Trócaire’s Romero Award to highlight human rights issues, and our use of Ambassadors (John Creedon, Deirdre O’Kane, Keith Walsh, Oisín McConville) for fully integrated digital and PR campaigns.

Supporting links

John Creedon’s video diary: <https://vimeo.com/326364865>

Oisín McConville in Gaza: <https://vimeo.com/378742010>

Deirdre O’Kane in Palestine: <https://vimeo.com/337481989>

Trócaire’s ‘The World Etc.’ podcast: <https://www.trocaire.org/news/podcast>

Major Governance Awards for Trócaire: <https://www.trocaire.org/news/three-major-governance-awards-trocaire>

KANTAR

PARAGON



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