



RU CLEAR?
CHLAMYDIA & GONORRHOEA

Newsletter - October 2009

What are you doing right now?

ISSUE 3

galaxy¹⁰²
love music

Galaxy Summer Campaign - Media

Why we used Galaxy?

- **Demographic** - perfect fit for RU Clear with the majority of Galaxy's Audience is Adults 15 - 24
- **Geographical area** - Greater Manchester - therefore communicating to all 10 PCT's
- **Number 1 radio station in Greater Manchester** - with number 1 breakfast and drivetime shows
- **Cost effective** - a great way to target your market in 1 hit

The Campaign...

- **Monday 27th July** - sunday 23rd August (4 weeks)
- **Dayparts**- Galaxy ran research to determine when 15-24 year old were most likely to be listening. The airtime spots were broadcasted during this time for maximum reach
- **Online** - the campaign was supported with an online banner that would click through to the RU Clear website

This will run for 6 months

The Results...

- Out of an available 481,000 adults 15 - 24 this campaign communicated to 54% of them with each one of this market hearing the RU Clear message nearly 8 times
- This doesn't take into consideration the amount of people being spoken to by the ground crew
- This also doesn't include the amount of people seeing the banner on the Galaxy website

The Crew

- Communicating to your target market on a 121 basis
- **The right image** - the crew portrait the right image to your target market
- **Aspiration** - the crew are people that others aspire to be like. This helps with getting your message out
- **Target all 10 areas** - the crew were able to work with your teams in each PCT area

Evaluation

- **Did it work?** - Yes. The test results more than doubled whilst the galaxy activity was running
- **The competition** - only 30 people responded to the competition online. The closing date isn't until mid October, but so far this proves that incentives are not effective.
- **The crew** - by using the crew it meant that we can talk to your target market on a one 2 one basis. Just because the competition didn't have many respondents, doesn't mean the crew activity didn't work. It added weight, status and brand consistency. It also meant that we can target specific areas and demographics.
- **The right demographic** - yes! Just by using the airtime alone, you reached 54% of all available 15 - 24 year olds.

This isn't taking into consideration the crew or website activity

/week	/galaxy	/requests	
01/06/09 - 07/06/09	No	232	
08/06/09 - 14/06/09	No	210	
15/06/09 - 21/06/09	No	153	
22/06/09 - 28/06/09	No	141	
29/06/09 - 05/07/09	No	199	
06/07/09 - 12/07/09	No	230	
13/07/09 - 19/07/09	No	179	
20/07/09 - 26/07/09	No	205	= 1549 (Av. 193 per week)
27/07/09 - 02/08/09	Yes	410	
03/08/09 - 09/08/09	Yes	509	
10/08/09 - 16/08/09	Yes	382	
17/08/09 - 23/08/09	Yes	382	= 1683 (Av. 421 per week)

Partner Notification

Please could we remind all screening sites to ask about partners when clients are attending for treatment, and to make sure B forms are filled in so we can contact as many partners as possible.

Top 20 Screening Sites

May 09 - August 09

	COUNT
1 Brook Manchester	1088
2 Central Youth Family Planning	932
3 Brook Coops Business Centre	773
4 Oldham Brook	651
5 The Hathersage Centre	611
6 RU Clear Office, Cornerstones Health Centre	586
7 FAO Senior Nurse Leigh Walk In Centre	475
8 Young Persons Clinic, Health Wythenshawe Forum	450
9 The Parallel (General Health for 11-20 year olds)	449
10 Withington community hospital	434
11 Marie Stopes	374
12 Young Persons' Advisory Service (YPAS)	339
13 Crisis Intervention Team	287
14 Hilary Lord - Palatine Centre	231
15 HM Prison Hindley	214
16 Contraceptive Services, Eden Clinic	206
17 Brook Eccles	196
18 Youth Service, Central Youth	186
19 Walk In Centre Lever Chambers	179
20 Manchester Pregnancy Advisory Service	174



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Ringing RUClear with queries

As we are expanding into a bigger programme please don't be offended if we have to take phone numbers to verify and call back. As you are aware protection of the patients results and only sharing them with the relevant people is a high priority. We are an expanding programme with 100's of sites and new staff joining, so will need to verify members of staff calling in for information. Thank you for being understanding in this matter.

Our News - Stockport County FC show support!



'Stockport County Supporting this programme'

If you have some work that you would like to share, please contact:

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