



**LONDON SPORT
CONSULTANCY**



**Couch to 5K - A Paid Social Campaign
with Sport England**

March - September 2020



The Challenge

Creating a digital marketing campaign to target specific audiences

Sport England data showed that BAME and lower socio-economic groups activity levels were being disproportionately affected by the covid-19 lockdown restrictions.

London Sport worked in partnership with Sport England to launch a campaign to promote the Couch to 5K running app to these audiences as an accessible way of becoming physically active while social distancing measures were in place.

The campaign involved full creative production of a suite of campaign assets for Facebook and Instagram for a paid social campaign and wider community engagement. We needed to adjust the Couch to 5K campaign messaging as concerns were raised about the emphasis on running and the ability to cover the distance of 5K.

We also needed to find a way for our Facebook adverts to reach our desired audience as the criteria we were using is not available through Facebook's own options. The project was created to support those most effected by the covid-19 lockdown so it was vital our adverts were seen by the correct target audience.

London Sport's Support

London Sport designed campaign messaging to tone down the Couch to 5K messaging and make it feel achievable for less active and inactive people.

We also conducted a postcode analysis to understand which areas of London had the populations of ethnically diverse communities and LSEG individuals in order to allow us to target areas with the media spend for the campaign. To apply this to the campaign, we created four audiences within Facebook based on the percentage of the population who were classed as ethnically diverse.

To help our audience become more active through Couch to 5K, we took them through the journey in a way that was relatable and welcoming. The campaign was divided into two phases (warm-up and first steps), each working in unison to deliver reach and engagement within our audience before encouraging them to download the Couch to 5K running app.



The Outcome

There was a huge number of positive outcomes from the digital campaign which ran in three phases (pilot, one and two) from June 1, 2020 to 20 August, 2020. In total, media spend was £34,963 which earned 6,619,426 advert impressions with 1,225,482 Londoners reached.

There were 51,502 clicks to download the Couch to 5K app or visit the landing page during the campaign with a cost per click at just £0.77 and cost per acquisition at £8.87.

The Couch to 5K app was downloaded 245,649 times during the campaign period however direct attribution of our campaign is not available as Public Health England are unable to provide data on geo or referral source. Our work also overlapped with BBC and Better Health campaigns.

What do our partners say?

This campaign in collaboration with London Sport has targeted important audiences, Black Asian Minority Ethnic (BAME) communities and those from lower socio-economic groups. It's been great for Sport England and the National Lottery to be able to support this initiative, which has had a demonstrable impact in helping us to reduce the inequalities and empower these communities in London to be active. With England now back in lockdown, the good habits we've been encouraging will be more important than ever to enable people to look after their physical and mental health at this difficult time."

Chris Perks,
Executive Director of Local Delivery,
Sport England





Interested in working with London Sport? Get in touch:

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