

Why 'Get Active' ?

'Get Active Essex' is an awareness and behaviour change campaign which ran from October 13th to December 10th (8 weeks) - to 'kick-start' our mission to get people in Essex more physically active.

Why and how

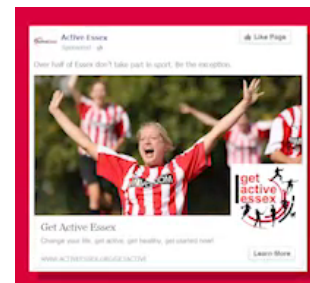
- **52.9%** of the whole population of Essex do not participate in sport or Physical Activity.
- The campaign will encourage people to find **opportunities to participate** in sport or physical activity via the online Get Active platform.
- 'Get Active' as an umbrella concept which can be used to promote geographical areas i.e. 'Get Active Basildon' and targeted groups i.e. 'Get Active Schools' 'Get Active at work.'
- It can be used for future campaigns i.e. 'Get Active in 2015' for a new year campaign.
- Primary target audience will be adults that live and work in Essex who participate in little or no physical activity – County wide campaign.

KPI' s:

- Increase the number of people registered to the online finder
- Raise awareness of the campaign in local and regional media
- Increase participation in sport and physical activity across Essex
- To raise awareness of 'Get Active' via social media campaign
- To raise awareness of 'Get Active' via online advertising



**143 new
facebook likes**
(Oct-Nov 2014)



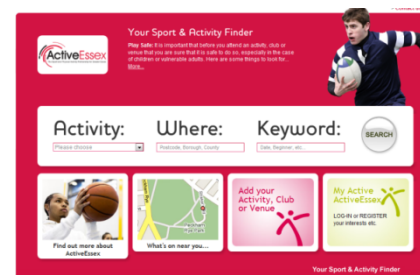
Active Essex Impact video: Get Active Essex launch event

- The event was a lunch time walk, run, jog, bowls, cycle and buggy fit session in Chelmsford Central Park - approximately 400 participants
- The face of the campaign was Olympic swimmer Mark Foster who launched the event and campaign with Chairman of Active Essex Gary Sullivan OBE and Essex County Council Cllr Ray Gooding, Cabinet member for sport and physical activity.

**343 new
twitter
followers**
(Oct-Nov 2014)

Impact

- 758% increase to Get Active Finder (Oct 15th – Nov 30th).
- Website 458.45% increase.
- 25 local media pieces of coverage (Oct 15th – 30th).
- Facebook ads - 4,000 clicks to website a reach of 50K a day.
- Twitter a reach of over 800,000.
- Digital display ads over 2 million and around 2,000 clicks through to the website.
- Google PPC has generated over 900 visits to the website.
- Ongoing – Phased “Themes” in 2015



**458.45%
increase in
web page views**
(Oct - Nov 2014)