

HFTF Outreach Events 2022 and Facebook Targeting

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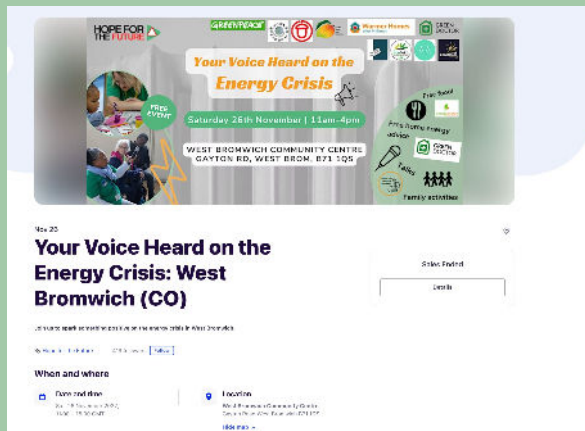


Outreach Events user journey

Facebook Ad

Eventbrite Page

ECF Event



Ads: Kensington


Hope for the Future
Published by Alex Adams · 5 September ·

People in Kensington always pull together in hard times, like we did during the pandemic. Now scientists say climate change could threaten our natural landscape and put the borough at risk of heat waves and flooding.

We need to defend it by repairing our transport system so children could play outside without breathing dangerous particles into their lungs.

Climate action would bring jobs and training opportunities with local businesses, like builders installing heat pumps or engineers setting up solar energy. And it would put down our heating and electric bills too.

Come to 'Get Your Voice Heard on Kensington's Air Quality' on Sunday 25th September at the Dalgarno Trust



EVENTBRITE.CO.UK
Come to 'Get Your Voice Heard on Kensington's Air Quality' >>> Get your voice heard on local climate issues this Great Big Green Week! [Learn more](#)

See how the average temperature in your area is changing. [Explore Climate Science Info](#)

30 comments · 3 likes

A/B Economic Benefits


Hope for the Future
Published by Alex Adams · 5 September ·

People in Kensington always pull together in hard times, like we did during the pandemic. Now scientists say climate change could threaten our natural landscape and put the borough at risk of heat waves and flooding.

We need to defend it by repairing our transport system.

Climate action would also preserve our wildlife like bees and hedgehogs, and the air would be clean and healthy, so children could play outside without breathing dangerous particles into their lungs.

Come to 'Get Your Voice Heard on Kensington's Air Quality' on Sunday 25th September at the Dalgarno Trust



EVENTBRITE.CO.UK
Come to 'Get Your Voice Heard on Kensington's Air Quality' >>> Get your voice heard on local climate issues this Great Big Green Week! [Sign Up](#)

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A/C Nature and Health Kensington

Kensington results

| Ad Set Name | Budget | Ad Spend (FB) | Clicks (FB) | Impressions | Reach | Cost per lead (FB) | Eventbrite signups |
|--|-----------|---------------|-------------|-------------|--------|--------------------|--------------------|
| <u>Economic benefits (c)</u> | £1,288.00 | £522.65 | 302 | 64,626 | 35,129 | £0.00 | 0 |
| <u>Nature and health (b)</u> | £1,288.00 | £765.35 | 93 | 19,098 | 8582 | £0.00 | 0 |



43,711 reached

Targeting set at
London + 25km



395 clicks



0 Eventbrite
signups

Ads: West Bromwich

Hope for the Future
Published by Alex Adams · 4 November at 09:42

People in West Brom always pull together in hard times, like we did during the pandemic. West Brom stands to be among those places most affected by rising fuel costs this winter. We need to protect our community by insulating our beautiful old buildings and switching to home-grown renewable energy.

Local people are getting on with it, but we need the local authority to step up and do even more to help people insulate their houses and stay warm this winter.



EVENTBRITE.CO.UK
Come to 'Your Voice Heard on the Energy Crisis' on Saturday 26th November, 11am - 4pm at West Bromwich Community Centre and... Learn more

See Insights and Ads Boost post

53 40 comments, 13 shares

Like Comment Share

A/B Local Councils

VS

Hope for the Future
Published by Alex Adams · 11 November at 16:49

People in West Bromwich always pull together in hard times, like we did during the pandemic. West Brom stands to be among those places most affected by rising fuel costs this winter. We need to protect our community by insulating our beautiful old buildings and switching to home-grown renewable energy.

Local people are getting on with it, but we need the government to step up and do more to help people insulate their houses and reduce their energy demand.



EVENTBRITE.CO.UK
Come to 'Your Voice Heard on the Energy Crisis' on Saturday 26th November, 11am - 4pm at West Bromwich Community Centre and... Sign Up

See Insights and Ads Boost post

44 20 comments, 8 shares

Like Comment Share

A/C Government

West Bromwich results

| Ad Set Name | Budget | Ad Spend (FB) | Clicks (FB) | Impressions | Reach | Cost per lead (FB) | Eventbrite signups |
|------------------------------------|-----------|---------------|-------------|-------------|--------|--------------------|--------------------|
| Local councils (b) | £1,288.00 | £745.05 | 183 | 64,104 | 26,848 | £186.26 | 4 |
| The government (c) | £1,288.00 | £528.75 | 74 | 35,973 | 17,572 | £264.38 | 2 |



44,420 reached

Targeting set at
West Brom + 25km



257 clicks



6 Eventbrite
signups

Facebook Ad Comments

“Propaganda at its best!”

“Let's hope you can handle strong winds... otherwise they spin too fast and have to be switched off.. and let's hope the wind doesn't die down or nor power. Lol.

And let's not forget... how biodegradable those fins are???”

“What part of West Bromwich is that” (wind farm ad)

*“USA, GERMANY, POLAND, CHINA, India
Still burn coal !!
In fact we import coal from Germany &
Poland !”*

*“And if Sandwell council stopped housing
illegals that are being moved into the our
towns to ease to problems down south and
spent that money on the local people of
Sandwell you get better thought of ,after all
it is taxpayers money you are using”*

*“Insulation is the most important thing to reduce energy
usage*

*Solar power is good but probably not for UK, and lower levels
of sunlight*

*Clean air and zero emission vehicles are certainly the way to
go. Maybe better and free public transport will reduce the use
of carbon emitting private vehicles”*

Project Summary

- Not able to run ads for all events
- Clear outlier on A/B test for Kensington (Economic Benefits - A/B) and to a lesser extent West Brom (Local Councils - A/C)
- Low number of Eventbrite signups - not specific to Loyal Nationals segment
- Valuable lessons for communication

What we've learned:

- Engagement with the Loyal Nationals segment and climate change engagement is a challenge. Differing views and opinions make it hard to focus a message
- Big ask to go from an advert to attending an event
- Messages needs to be appropriate and tailored
- Disengaged audience group - aim to capture attention
- What if another segment?
- Location matters
- Ad design
- Running events in communities that have not requested them - leveraging an existing audience in those communities would be more successful.

Any questions?