



Egg and Sperm Campaign Evaluation Report on 2021-22 Activity

Background

“Hundreds of people in Scotland need the help of egg or sperm donors to give them the chance to become parents and the gift of starting a family”

Maree Todd, Minister for Public Health, Women's Health and Sport, 2021.

The demand for egg and sperm donors in Scotland is high, with more than 200 people currently on the donor waiting list¹. To increase the number of donors in Scotland, the Scottish Government and NHS Scotland launched a small-scale campaign to help encourage people to donate their eggs or sperm to the NHS Scotland Fertility Centres.

The campaign specifically aimed to increase awareness that there is a need for egg and sperm donors in Scotland and emphasise the key emotional and altruistic benefits of becoming a donor.

Objectives

SMART objectives for the campaign to achieve by August 2021 were set for the target audience on claimed action as a result of seeing/hearing the campaign, consideration to donate eggs/sperm and completions of the online donor inquiry form.

The targets set and levels achieved are shown in the Evaluation section below.

Campaign development and delivery

Desk research and insight gathering in the form of a short written questionnaire completed by members of Fertility Scotland, were undertaken to inform the development of the campaign.

Research revealed²:

- There is a lack of awareness and understanding of the need for egg and sperm donors.
- Many people do not know how to become a donor and why donation is important.
- Egg and sperm donation is rarely spoken about and it is often seen as something for ‘other people’ rather than being something that is celebrated in society, like other types of donation.
- Motivations for becoming a donor vary and are personal to the individual, for example, some people might become donors to help a family member who is

¹ The four NHS Assisted Conception Units – Spring 2021

² Sources include, but not limited to, NHS, Human Fertilisation & Embryology Authority (HEFA), The Seed Trust, The Fertility Partnership.

struggling with infertility while others might become donors to help same-sex couples have biological children.

- But the main motivation for becoming an egg or sperm donor is altruistic – to help others have children. Donors want to help others create families, and donating their eggs or sperm is a way to do this.

The research also uncovered key challenges to encouraging people to donate their eggs / sperm

- It's a big ask and it needs considerable commitment from individuals.
- Its impact is overlooked – people are unaware of how common fertility problems are and the difference that they can make.

In light of this, a strategy was developed to highlight the act of donation as an incredible gift of family for many couples struggling or unable to conceive. The altruistic motivation for donating eggs or sperm led to a campaign proposition of: help create a family for those unable to conceive, become an egg or sperm donor.

In order to reach people who were likely to be eligible to becoming donors, the agreed target audience comprised of women aged 22-35 and men aged 22-45 who have altruistic interests, for example, in charity / not-for-profit social causes.

Campaign execution

The total campaign budget was £98,390.09 which included paid-for-media, production and PR. The creative route 'Love, Hope and Joy' highlights the emotions and feelings an egg or sperm donation can bring to those who need a donor to become parents.

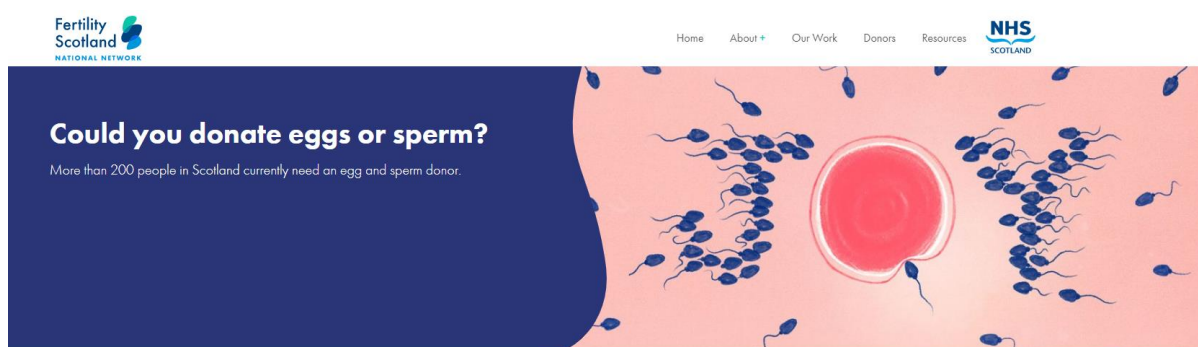
The campaign was delivered via out-of-home activity (in the form of posters in gyms) and digital - with a range of formats used, including short animation, audio and static executions across a range of platforms including Facebook, Instagram, Spotify, Twitter and [YouTube](#).

The posters were displayed in gyms from 21 June to 4 July 2021, while digital activity ran from 10 June to 4 July.

Examples of the campaign materials are shown below.



The Fertility Scotland National Strategic Network launched their new website alongside the campaign. The campaign landing page on the website (eggsandsperm.scot³) featured a short film about egg and sperm donation and an eligibility checker for prospective egg and sperm donors to find out whether they are eligible to become a donor.



What is egg and sperm donation?

In some cases people undergoing fertility treatment cannot use their own sperm or their own eggs but need help to start a family using eggs or sperm donated by others.

Donating eggs or sperm is something that requires careful consideration, but if it's right for you then you have the potential to give the joy of starting a family to those people in Scotland who need help becoming parents.

Scottish Government and NHS Scotland are now running a national donor recruitment campaign. Find out more about how you can help to give others the chance to become a parent.

The campaign was supported by PR and was launched on 10 June 2021 by senior members of the National Patient Charity Fertility Network UK, Fertility Scotland and NHS Lothian. A case study about a same-sex couple who conceived via a NHS Scotland sperm donation was used for the national news release. A stakeholder toolkit was developed outlining key campaign messages and examples of social media posts. Stakeholders were encouraged to share the campaign through their own channels.

³ Website is now known as [Donor Information | NHS Fertility | Fertility Help | UK](#)



Campaign launch: Left to right - Laura Wales, Senior Biomedical Scientist at NHS Lothian, Gwenda Burns, Chief Executive of National Patient Charity Fertility Network UK and Joanne Leitch, Lead Scientist at Fertility Scotland.

Evaluation

Based on the media budget and channels outlined above, paid-for-media reached 32.8% of the target audience of women aged 22-35 and men aged 25-45 giving them 2.1 opportunities to see the campaign (vs planned figures of 32.63% and 2.0 opportunities to see).

The target audience **who had been served an ad** were re-served with a standard call-to-action newsfeed ad (using an image from the campaign) asking them to click through to complete a short questionnaire which was hosted by Panelbase.

The questionnaire was designed to provide key measures and top-line analysis and was carried out by the rostered media agency. Fieldwork took place from 2 to 16 July. A total of 101 respondents completed the questionnaire. The survey was carried out among females aged 22-35 and males aged 22-45 in Scotland. It should be noted:

- Quotas were unable to be set so the profile fell out naturally: 18% male / 80% female / 1% prefer to self describe / 1% prefer not to say.
- Due to the recruitment method retargeting those who has been served the ad, the 'warm' nature of this sample must be considered when reviewing results.

Campaign performance against SMART objectives is shown in the table below:

Objective	Target	Achieved	
Retargeting survey			
Achieve agreement among the target audience who have seen the campaign that 'the advertising	15%	49%	✓

makes me consider donating my eggs / sperm'			
Achieve claimed action as a result of the campaign among those who recognise the campaign	10%	39%	✓
Website			
Contribute to achieving sperm donor online inquiry form completions	39	208	✓
Contribute to achieving egg donor online inquiry form completions	86	321	✓

Summary of research findings:

- Over half (53%) said they had seen or heard advertising or publicity on the subject of egg or sperm donation
- 56% recognised any aspect of the campaign on prompting:
 - 45% recognised the animation video
 - 29% recognised the out-of-home and digital advertising
 - 23% recognised the audio advert
- The campaign was positively received by those who responded to the survey, with:
 - 59% agreeing that it encourages people to find out more about becoming an egg/ sperm donor
 - 39% agreeing that it encourages people to consider becoming an egg/ sperm donor
- Around two thirds (65%) of those who had seen the campaign claimed to have taken action, with nearly one in five (19%) visiting the campaign website for more information and 3% applying to become a donor.

Other notable metrics include:

- Twitter Moments ads delivered strong engagement, with a total of 10,691 engagements (clicks / expands / retweets / likes / replies)
- Women were particularly engaged with the ads, delivering a Click-Through Rate (CTR) of 0.94% from Facebook and Instagram (surpassing benchmark of 0.80%)
- The website achieved 4,708 visits to the egg donor eligibility page and 2,983 visits to the sperm donor eligibility page during the campaign period
- The campaign launch generated 19 pieces of media coverage including a national feature in the Daily Record with case study quotes
- The launch photography, the Ministerial quote and the website call to action were covered in all media coverage generated from the campaign launch
- At least 31 stakeholders shared the campaign message and assets with their extended networks through their own channels - with stronger engagement on Twitter and good use of the hashtag #JoyLoveHope.

Conclusions

The campaign performed well, exceeding all of the SMART objectives. The target audience surveyed reacted positively to the campaign, and the majority of those who recognised it claimed to have taken action.

The campaign encouraged people to find out more about becoming a donor and successfully drove them to the website. Many people further demonstrated their interest in becoming a donor, by completing the online inquiry forms on the campaign website.