

'Dear Haters' Hate Crime Campaign 2018 - Evaluation Report March 2019

Background

Within our Tackling Prejudice and Building Connected Communities Action Plan we committed to develop a public awareness campaign around the impacts of hate crime in partnership with stakeholders.

Following on from our 'Hate Has No Home in Scotland' campaign which ran in 2017¹, a further campaign was planned for 2018 to build on its success. Both campaigns coincided with National Hate Crime Awareness Week.

Last year there were over 5,300 charges of hate crime reported in Scotland², but it's widely acknowledged to be under-reported. The campaign activity has aimed to raise awareness of hate crime and encourage reporting.

Objectives

A range of objectives were set for the campaign to achieve by December 2018, among the target audience of 16-34 year olds, including:

- **Awareness:** Achieve 50% campaign awareness after prompting
- **Knowledge:** Maintain the proportion, who have heard of hate crime and definitely / think they know what it is, at 89%
- **Motivation:** Generate 65% motivation score among campaign recognisers
- **Attitudes:** Increase by 4 percentage points the proportion who agree that 'it's important to report hate crime to reduce it happening'
- **Action:** Generate 48% claimed action in response to the campaign (among those who saw it)
- **Action:** Increase the proportion who claim they would report Hate Crime if they witnessed it by 4 percentage points

Campaign development and delivery

There were a number of learnings from the 2017 campaign evaluation that informed the development of the 2018 campaign:

- The 2017 evaluation highlighted a lot of activity about hate crime – whether advertising or media coverage - and while our 2017 campaign was noticed, the findings suggested that in such a cluttered environment, a campaign really needs to stand out to make an impact
- The 2017 campaign successfully communicated its key messages but relatively low reference to each message suggested that there were too many

¹ <https://www.gov.scot/publications/hate-crime-campaign-2017-evaluation/>

² <http://www.copfs.gov.uk/images/Documents/Statistics/Hate%20Crime%202017-18/Hate%20Crime%20in%20Scotland%202017-18.pdf>

messages competing for attention. The recommendation was therefore to focus on fewer messages and to focus on encouraging reporting

- While the 2017 campaign targeted the lower socio-economic groups, the evaluation showed that the younger part of this audience was more likely to see the campaign. They were also more likely to be a bystander to hate crime and most open to use of online reporting mechanics but less likely to be motivated to take action. 16-34s were therefore identified as the target audience for further campaign activity.

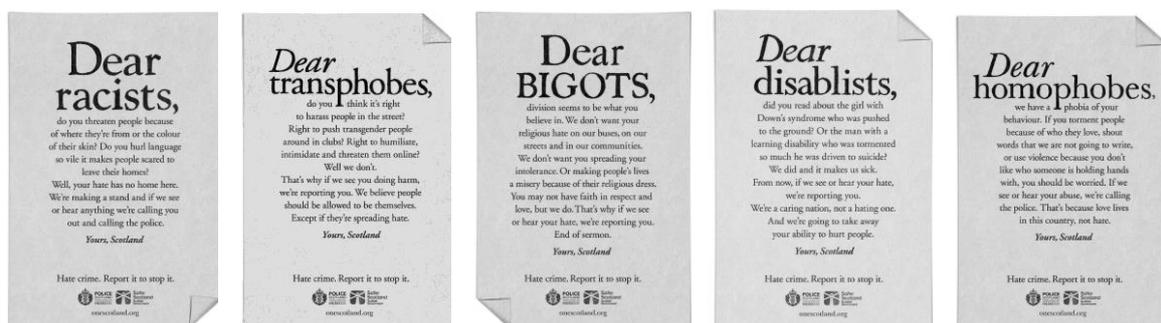
Qualitative creative testing research confirmed that 16-34 year olds lacked confidence in the value of individual action but they had enormous confidence in the power of 'collective strength' and this insight, too, shaped the campaign. In qualitative creative testing with the target audience, the 'Dear Haters' route was shown to be a route that would meet requirements:

- The letter format and attention-grabbing headlines were considered an original and impactful idea
- Despite strong claimed levels of awareness and understanding in previous research it became clear that there was still a need for education among some and this route provided an educational element as well as an emotional call:
 - It reinforced the different forms of hate crime and demonstrated that it isn't just serious / physical violence
- It also provided a personal and emotional connection
- And this route created a sense of collective responsibility.

The provocative and impactful language was felt to be a key part of the overall route and therefore we engaged with stakeholders to obtain their views to get the balance right in terms of language.

'Dear Haters' – Final Creative Route

In Scotland, the law currently recognises hate crimes as motivated by prejudice based on race, religion, disability, sexual orientation and transgender identity. Therefore these groups are the focus of the campaign.



The campaign film can be seen here:

<https://www.youtube.com/watch?v=wcr7hg8Sjik>

Both the full and short letters were developed to reflect different media channels and associated dwell times – and the campaign went out in a range of channels, as shown below:

Media	Sep-18				Oct-18				
	3rd	10th	17th	24th	1st	8th	15th	22nd	29th
DIGITAL									
Social, Video & Display					26th Sept-1st Nov				
OUTDOOR									
Pan-Scotland Multi Format Campaign				24th Sep to 28th Oct					
PRESS									
Metro Scotland					M-F				
RADIO									
Bauer Scotland & Capital Scotland				26th Sept - 16th Oct					

The campaign was supported by PR, including 3 case studies. It launched on September 26th 2018, bringing together Ministers and senior members of Police Scotland – alongside people with experience of hate crime. It was featured on the STV evening news and as a full page spread in the Scottish Sun.



The campaign didn't just achieve considerable media coverage, it also attracted a vast amount of social media coverage, including:

- Requests for more ads, with people even creating their own
- Spontaneous messages of thanks
- People across the world calling for a similar campaign in their country
- Individual posts which inspired almost 10,000 re-tweets, and 20,000 likes.

Evaluation

An independent research agency was used to carry out a pre and post campaign evaluation, with interviews conducted on the Kantar TNS online omnibus in Scotland both before (13-18 September 2018) and after (29 October–12 November 2018) the campaign.

Questions were asked of adults 16+ but filtered on those in the target audience. 293 people aged 16-34 participated pre campaign and 328 post campaign. An additional 200 interviews among 16-34 years olds were conducted following the campaign to

increase the robustness, and reliability of the findings, with 528 in total for the post-campaign research. Campaign performance against its objectives is shown below:

Awareness: Achieve 50% awareness after prompting	+4 percentage points above target at 54%	
Knowledge: Maintain the proportion, who have heard of hate crime and definitely / think they know what it is, at 89%	Achieved - but we saw a 10 percentage point increase in 'definitely know' (since 2017) to 61%	
Motivation: Generate 65% motivation score among campaign recognisers	73% achieved (+8 percentage points above target)	
Attitudes: Increase by 4 percentage points the proportion who agree that 'it's important to report hate crime to reduce it happening'	+3 percentage point increase to 83%	
Action: Generate 48% claimed action in response to the campaign (among those who saw it)	50% achieved – on a par with 2017 - but among the target audience as a whole we saw a 8 percentage point increase vs 2017 from 17% to 25%	
Action: Increase the proportion of people who claim they would report Hate Crime if they witnessed it by 4 percentage points (from 72% to 76%)	This dropped very slightly to 70% - but we did see an increase in the overall proportion claiming they will take action by 2 percentage points to 89% (aided by a 2 percentage point increase in 'try to stop it' and 3 percentage point increase in 'report online')	

Other results to highlight include:

- As well as hitting the recognition target, the campaign recorded strong stand-out (73% had seen / heard advertising / media coverage on hate crime vs 56% prior to the campaign)
- The success of the new approach and messaging for 2018 is demonstrated by the strong motivation score – driven in part by the very large consensus that it was worthwhile to watch/listen to the campaign (81%), as well as by the widespread 'sharing/talking' generated by the campaign
- There was an increase in likelihood of reporting online (from 7% in 2017 to 13% in 2018), and a rise in the willingness to 'stop it' (from 37% to 42%) confirms that hate crime is increasingly becoming considered unacceptable.

Digital metrics include:

- During the campaign period 15,554 visitors to onescotland.org
- A total of 65 stakeholders sharing campaign content across Twitter and Facebook using the hashtag #ReportHate to reach 870,936 (660,186 Twitter and 210,750 Facebook)
- Paid social media activity delivering over 1.6m completed video views
- Over 29,000 video views of the case study films across all platforms.

Conclusions

- The bold approach worked well to generate stand-out, recognition, motivation and word-of-mouth. The latter demonstrating great engagement with the campaign.
- The use of multiple executions for the different characteristics didn't just raise the profile of hate crime, it also provided further education on what it is.
- The mix of media channels used provided an excellent platform for the key messages to be read and talked about - and allowed short form and long form messages to be used to good effect.
- The launch event and case studies were also extremely valuable in helping to humanise hate crime and provide an emotional connection to the target audience, using the #reporthate to encourage action.