

MAKE POVERTY HISTORY

TRADE JUSTICE DROP THE DEBT MORE AND BETTER AID

30 January 2006

MEASURING THE REACH OF THE MAKEPOVERTYHISTORY MEDIA CAMPAIGN

MAKEPOVERTYHISTORY today published the results of an evaluation of its massive media campaign that generated an incredible 6,000 plus pieces of print and over 60 hours of broadcast coverage.

The **MAKEPOVERTYHISTORY** media team worked with international media analysis experts Metrica on a 1,000-article sample from the year long campaign. The sample included coverage for key events throughout the campaign including Nelson Mandela speaking to 22,000 people in Trafalgar Square, a quarter of a million people marching in Edinburgh and 25,000 people taking part in an overnight vigil for trade justice. It also looked at **MAKEPOVERTYHISTORY's** comment on political events such as the meeting of G7 Finance Ministers and the World Trade Organization Ministerial.

Although there was no doubt that the campaign succeeded in generating a significant amount of media coverage, Metrica was able to help the coalition understand more about the quality of the coverage, the communication of key messages and learn about who the coverage had reached.

Metrica analysed a sample of 1,200 cuttings from national newspapers, magazines, online and regional titles over a circulation of 50,000. The sample alone generated over 1 billion opportunities to see with an advertising value equivalence of £136.5 million.

By working with all media from tabloid and broadsheet newspapers, regional and faith press to trade and consumer titles, the campaign was able to communicate to a huge audience - reaching 72% of adults in the UK (34 million people). This significantly contributed to the high level of awareness of the campaign (87%). Metrica also calculated that each of these people read about the campaign over 30 times.

As the campaign escalated, it became part of the news agenda and was able to utilise the 24 hour rolling news with extensive coverage on news channels and online. Around 50% of articles analysed included mention of at least one of the campaigns three demands of trade justice, debt cancellation and more and better aid.

Richard Bagnall, Managing Director of Metrica said, "The Make Poverty History campaign analysis demonstrated that 27% of coverage achieved excellent message delivery. This was also reflected in market research which showed increasing levels of public awareness in relation to these strongly delivered messages".

The campaign also generated over 3 days of broadcast coverage peaking around the G8 in July when campaign spokespeople featured in over 700 broadcast interviews - almost 300 on 1st and 2nd of July alone.

Catherine Cullen, Media Co-ordinator for the campaign said:

"The **MAKEPOVERTYHISTORY** campaign was the biggest anti-poverty movement this country has ever seen and the response from the UK's media was phenomenal. As well as raising awareness of the campaigns demands, the media coverage has sparked popular debate on the policy changes needed and played a vital role in mobilising millions of people to take action against global poverty."

The media campaign was implemented by a working group of media professionals from organisations within the coalition who worked together, drawing on their areas of expertise to promote the campaigns key events.