



Liverpool Primary Care Trust

What Will You Change?

Supporting healthy lifestyles through
commercial partnerships in Liverpool

Dr Paula Grey: Director of Public Health
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- We have developed 4 strong lifestyle brands in Liverpool



taste f^or health

ROY CASTLE
FagEnds

Liverpool 
Active City...

- We wanted to link them together at a time when people are often considering multiple lifestyle changes ie: January
- Ambition to target through new touch points across the city as well as traditional (ie:press, ads, radio)

Objectives

- Communicating with our audience as they go about their daily lives.
- A high street presence?
- Possible commercial partnership to maximise our limited budget
- Who 'owns' January health currently?



- Multi millions pound established campaign
- Supported by national TV
- Similar objectives to us
- 'Ethical' politically complementary partner



Change one thing: What will you change?

Focus on the individual (reflecting our society)

- Questioning and 'Call to action'
- ATL advertising, promotional teams, PR



What will you change?



Boots Partnership

- Impactful in-store presence to compliment Boots campaign with local Liverpool 'how to' information
- Valuable commercial relationship established
- Health trainers were able to run support clinics in the private Boots 'consultation rooms' giving 1-1 advice
- 60,000 brochures distributed, 80% of those contacting us would like to receive subsequent lifestyles information
- The start of a CRM database around lifestyle

Commercial partnership

- Also worked with Aldi on the 'Snack Right' campaign



The logo for the 'Snack Right' campaign, featuring the words 'Snack' and 'Right' in a red, handwritten-style font. The 'S' in 'Snack' is large and stylized, overlapping the 'n'.

- Guidelines: DoH, NSMC, COI
- Lessons learnt / 5 steps to partnership marketing

1. Suitable partners / 'partnership policy' ethics, ownership, political sensitivity
2. What role do they play, what are they bringing? Why are they interested?
3. Include team from day one, everyone is clear on rationale, timing, strategy and planning – a sense of 'ownership'
4. Provide them with the tools they need
eg: training, info, contacts, relevant evaluation framework.
5. Say thanks! Continue the partnership? Spread the word.



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Thank you...

Q & A's