



BMJ Industry Awards 2022 – Marketing Initiative Of The Year

Background:

From research we know that male workers in construction are three times more likely to die by suicide than the average UK male. The industry is challenging and stressful, and for many it means long working hours, is physically intense, may involve working away from home and there are challenges associated with being a sole trader or having an unknown pipeline of work. Coupled with these challenges are the stereotypes of being physically strong and means that many suffer in silence.

#ManDown objectives:

The construction sector is an industry where pressures and stresses can be high, and for many it can be hard to come forward and mention if something is wrong. This has also been raised by our colleagues too. Our goal in launching the #ManDown campaign was to raise awareness of mental health issues within the industry and offer solutions to improve the lack of support available.

With over 550 branches and millions of customers, we are well placed and in a unique position to connect with and reach a significant proportion of those in the sector, especially as many tend to come into branches and talk with colleagues.

We want to increase awareness of these issues so that others can spot the signs and can signpost for support for those in need. Physical Health and Safety in the workplace has been taken seriously for decades, and the industry has worked together to improve conditions in the workplace so that injuries and fatalities have drastically reduced. With #ManDown we are championing an initiative to get Mental Health and Wellbeing on the agenda and to drive change in the sector.

Marketing results for #ManDown:

Normalising seeking help

We wanted to use our partnership with the Northampton Saints to encourage more men to feel comfortable talking about their mental health and feel able to support their friends and families through difficult times. We used players that many of our customers are familiar with to break down the taboos around discussing mental health and normalise it. Both James Grayson and Sam Matavesi discussed the importance of speaking out about daily pressures, equating them to the challenges they face in the game, and the importance of having conversations about mental health in content that delivered 187k impressions and 61k views across Travis Perkins' social media channels.

https://www.youtube.com/watch?app=desktop&v=3uVMl8_v74M&feature=youtu.be

Colleague Stories

We invited several of our own colleagues to speak out about their experiences with mental health, and these helped offer insight, advice and helped remind those in the sector there's

always someone willing to listen to them. This delivered 8k impressions and 1k views across Travis Perkins' social media channels.

<https://www.youtube.com/watch?app=desktop&v=e2dkRPUy8po&feature=youtu.be>

Spotting The Signs

We created Spotting The Signs content, which is designed to help those in the industry understand that their colleagues might be struggling and what they can do to support and help them. The content delivered 27k impressions and 8k views across Travis Perkins' social media channels.

<https://www.youtube.com/watch?app=desktop&v=SbicHAYtHfk&feature=youtu.be>

Website Hub

We've created a website hub that points to free resources that those in the industry can turn to for help and support. This is included as a footer on our customer emails and linked through to the website.

<https://www.travisperkins.co.uk/content/ManDown>

#ManDown customer emails

We sent out two customer emails reminding them to check up and look out for their colleagues to a total of 295,537 customers, and we had an average open rate of 20%. Each email included a link to our resources hub page.

Focusing on key periods, including activity Mental Health Awareness Week (10th-14th May 2021) and World WellBeing Week (21st-30th June)

As part of the campaign we also focus on significant key dates and awareness campaigns and in the past 12 months have supported a number of those including Mental Health Awareness Week and World WellBeing Week.

- For both of those dates we leveraged our partnership with Northampton Saints to create a number of social media assets on preventative measures with the importance of staying healthy and fit and equating it to staying fit and healthy in the construction industry
- We issued a mental health awareness quiz to our colleagues
- We filmed several colleagues who explained their challenges and stories and shared those both externally and internally

We know that the construction sector is challenging and stressful and we truly believe that our #ManDown campaign has an important role to play in helping those in the industry. This is part of our ongoing commitment to look at how we can support those in the sector and has helped to develop our thinking at Travis Perkins.

