



Royal British Legion intelligent doordrop speaks volumes with a moment's silence

The Royal British Legion provides lifelong support for the Armed Forces community - serving men and women, veterans, and their families.

Campaign objective

Remembrance Day is mature as a campaign, so the Royal British Legion have to work creatively to recruit new supporters, particularly among younger age groups. The 11-11-11-11 campaign was designed to reflect on past and modern-day conflicts to resonate with a broad spectrum of consumers.

Intelligent doordrop solution

We developed an intelligent doordrop model that overlaid existing supporter data to pinpoint the best-performing postcodes by penetration and donation level. The stunning creative, featuring arresting imagery and interviews with injured servicemen, brought the campaign to life, and included a card poppy on which recipients could write messages of support and add it to a giant 11-11-11-11 Field of Remembrance display at Royal Wootton Bassett.

Campaign results

This momentous and highly targeted campaign recruited more than 28,700 new supporters, generating income totalling £2.5 million. Post-campaign analysis revealed that a high proportion of new supporters were in their 50s or younger, answering one of the Royal British Legion's key objectives. Cold activity was profitable from the outset, with an ROI of £1.15, while warm activity achieved a return of almost £6 per £1 spent. Over 80,000 card poppies were contributed to the display field.

