

CASE STUDY Consumer Awareness Campaign



The Royal Entomological Society National Insect Week 2006

CLIENT

The Royal Entomological Society (RES), founded in 1833, represents the world's top entomologists. National Insect Week is the Society's awareness campaign to highlight the importance of the insect world and to show the RES as friendly and accessible.

OBJECTIVE

Following on from the success of the first event in 2004, NIW 2006 needed to build substantially on the early foundations, and would once again challenge negative and outdated views of the RES while celebrating and promoting the appreciation and study of insects among people of all ages.

IMPLEMENTATION

With the help of a steering committee to provide scientific advice, Cicada devised a strategy to engage as many audiences as possible in the campaign.

Cicada commissioned an official logo, a strapline ('Creating A Buzz About Insects'), and produced bright, eye-catching materials to support event organisers.

Cicada sought support from sponsors, and secured a £13,500 grant from the Heritage Lottery Fund and £6,000 from the Environment Agency. The HLF grant funded a series of school trips to a conservation site in the Yorkshire Dales. The Environment Agency sponsorship was used to launch a nationwide insect photography competition, and also funded pond-dipping trips aimed at Scout groups.

Cicada initiated and developed partnerships with key targets, including the DfES, the Forestry Commission and DEFRA. Entomological partners included Buglife and the British Dragonfly Society (BDS).

More than 170 events took place across the UK supported by merchandise packs and press releases distributed by Cicada.

Cicada managed the re-activation and regular update of the 2004 website, the central resource for all those looking to get involved. A number of insect surveys took place within NIW, and were featured on the website.

In the months leading up to the event, specific media sectors were targeted, including education, gardening, scientific and conservation, and new media outlets such as blogs.

RESULTS

A heightened profile for the RES and positive coverage of its work in both national and regional media. More than 80 VIPs and entomologists attended the launch event at RES HQ in London with celebrities Kate Humble and Michael Buerk. The website, launched in January, received more than half a million hits between 1 – 22 June alone. It remains a comprehensive resource for those interested in entomology. The RES received more than 1,000 entries to the photographic competition which was promoted through BBC Wildlife magazine

Relationships with entomology groups, research institutions and government bodies have deepened, and new ones developed, especially with the Environment Agency and the DfES.