



Primark and
NHS Social
Media
Campaign Plan



Campaign Goals:

- Raising funds for the NHS (National Health Service)
- Raising awareness for the NHS
- Creating and reinforcing an image of Primark being a caring brand

Following a SMART online strategy:

- Specific – The target is specifically aimed towards helping the NHS after the Covid-19 pandemic.
- Measurable – Online views and clicks can be measured to view engagement and adapt accordingly.
- Attainable – due to Primark not currently using online advertising, the goal for engagement will need to initially start low and grow.
- Relevant – This campaign will utilize online cookies and data to appear on pages relevant to fashion or healthcare.
- Time-bound – this campaign will take place over a specific time period (yet to be decided on) and will adapt/ end when engagement is low.





Social Media Platforms

- Instagram – has a large user-base for fashion specific posts, (Independent, 2018) can interact with these users through hashtags they may follow.
- Facebook – appeals to a demographic of people aged 25-34 and is quite popular with people over 35 in the UK. (Statista, 2021)
- Twitter – can utilize Primark’s pre-existing audience base of 250,000+ followers. (Socialbakers, n.d.)



Trends

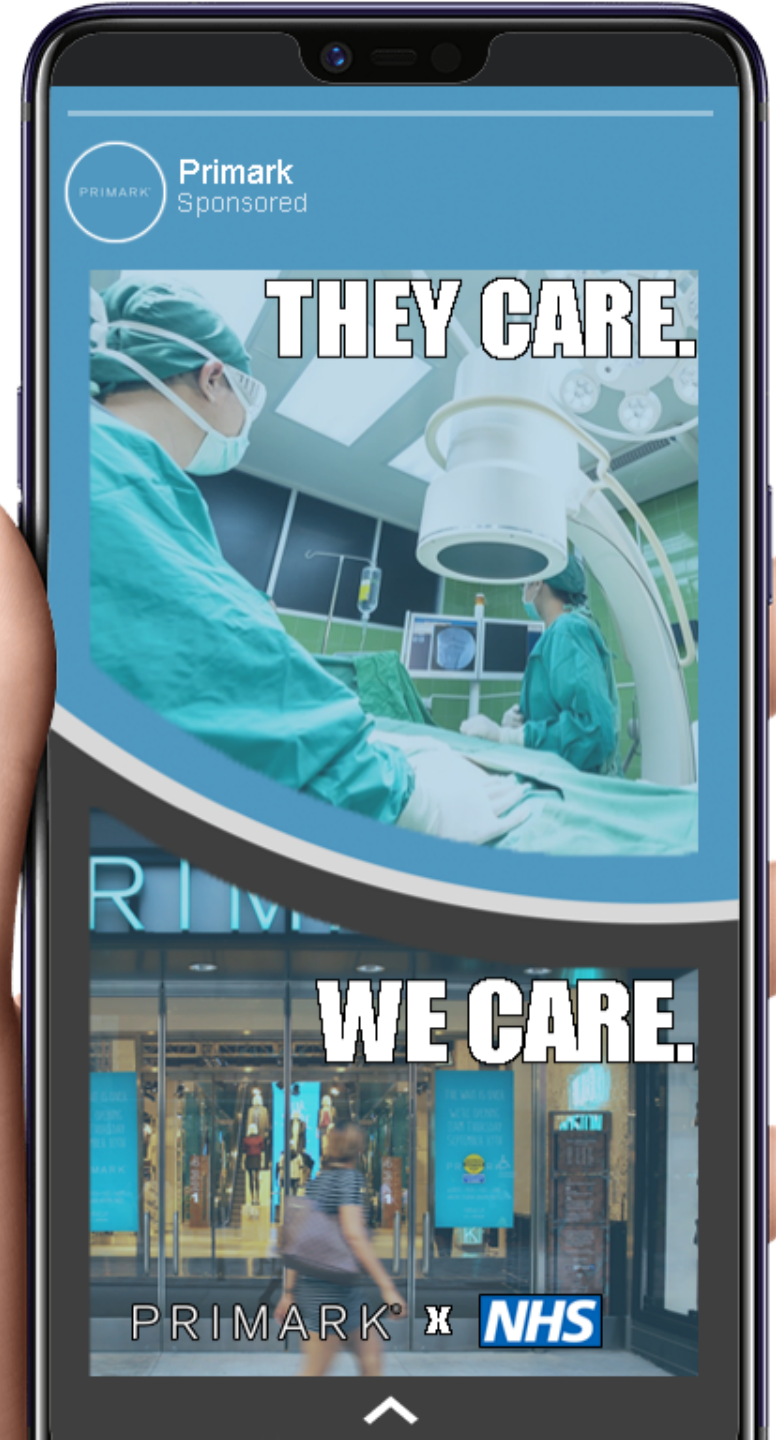
- The hashtag #TheyCareWeCare can be utilized to create a trend and conversation around the campaign.
- This could potentially bring new eyes to the campaign if this was a promoted trend.

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Content
Creation and
Draft Examples

Instagram Stories

- Quick 10 second advert.
- Swipe up feature allows more information to be seen
- Images of Primark and NHS tell audience what this advert is about.
- “They Care. We Care.” – gives an indication of the campaign without overloading people with details.
- For younger audiences. (SproutSocial, 2020)





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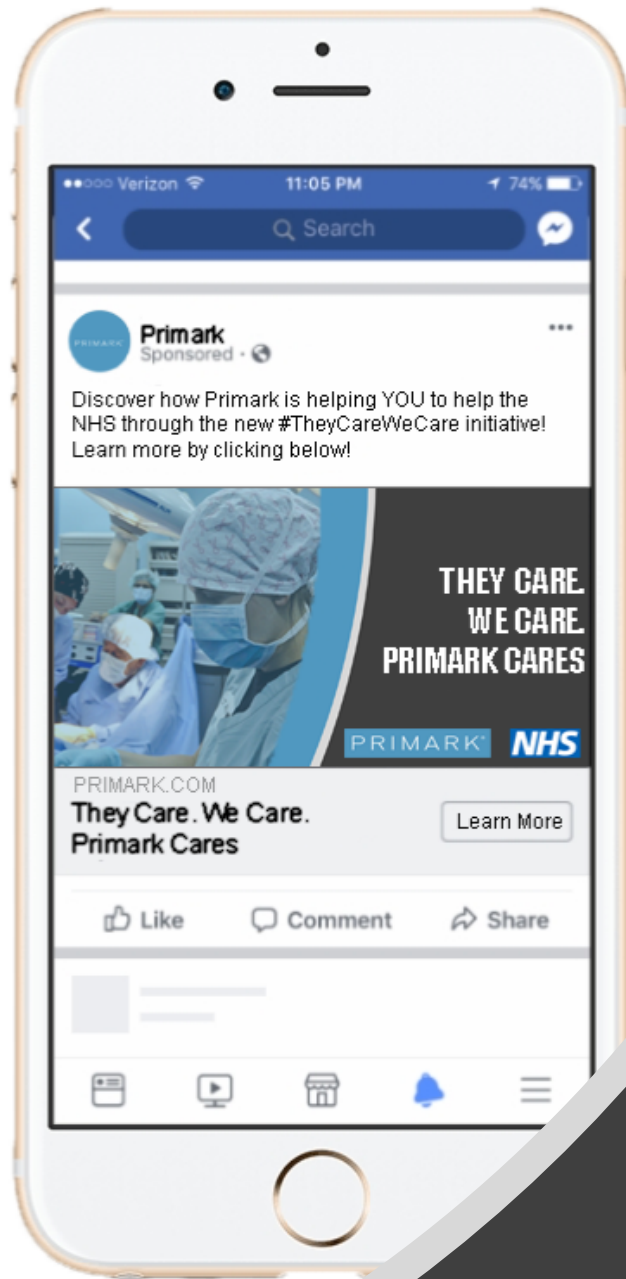
12,751 posts 8.8m followers 851 following

Primark
Welcome to the official Primark Instagram
 @primark.kids
 @primark.beauty
 @primark.man
 @primark.home
Our new podcast
pod.link/allroundmine



- NHS x Primark
- New Stores
- In Store N...
- How To...
- Primark Ar...
- Wellness
- #Primania

Additionally, this can be prioritized as a 'moment' on Primark's Instagram Page.



Facebook Adverts

- Facebook adverts will give slightly more information but also encourage clicks by saying phrases such as 'find out more'.
- Facebook adverts can utilize cookies to appear on pages. (Vox, 2020)
- These adverts are horizontal in design as opposed to Instagram's vertical design.
- Facebook owns Instagram and so these adverts can work together and be implemented as part of a deal with Facebook potentially.



Primark 
@Primark



We're taking an opportunity to give back to our NHS essential workers through the new [#TheyCareWeCare](#) campaign! See more information on our website! - <https://www.primark.com/en/primark-NHS>

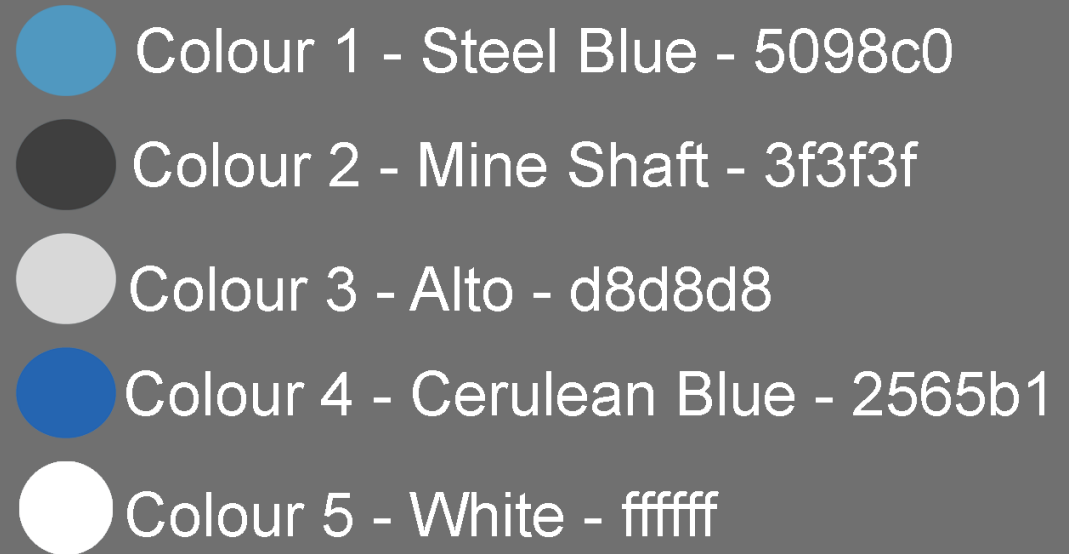
5:05 pm · 17 Feb 2021 · Sprinklr Publishing

Twitter

- Primark can utilize a pre-existing Twitter account to create discussion around this new campaign.
- Primark can make a 'pinned tweet' to make sure all page viewers see the new campaign before anything else.
- Primark can reply to other users to start a dialogue and give a sense of ownership to engaged audiences.

Branding

- These colours will remain consistent throughout adverts, with the primary colour of adverts being 'steel blue' and secondary being 'mine shaft'.
- These colours reflect the colours already used by both the NHS and Primark.



The Primark logo consists of the word "PRIMARK" in a white, uppercase, sans-serif font, centered within a solid blue square. This square is positioned inside a white circle that has a grey drop shadow, set against a dark grey background.

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Logos and Press Pack

- The NHS Logo and Primark Logo will be used on each advert.
- Additionally, a new logo with the hashtag #TheyCareWeCare (or a related icon designed by a design team) could also be used as a temporary profile picture on Primark's social media.

The NHS logo features the letters "NHS" in a bold, white, italicized sans-serif font, set against a solid blue rectangular background. This logo is placed within a white circle that has a grey drop shadow, similar to the one containing the Primark logo.

NHS

Social Media Management

- Different social media platforms will have teams to oversee engagement etc.
- Twitter specifically will need a designated team to reply to tweets and engage in conversation surrounding the campaign.
- This team will be made up of multiple roles, from analytics people to content creators, to ensure that every area is covered.





Competitive Analytics

- As this campaign is about helping the NHS rather than raising profits, competitive analysis with other brands won't occur.
- Instead, internal competitive analysis will be prioritized.
- This will measure which social media platforms create the most engagement, what kinds of posts work best, etc.

References:

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