

Improving Perceptions of Accuracy for the Met Office



The Met Office have been running campaigns for years to help improve the public's perception of them as a reliable weather source with accurate forecasts. This proved to be a bigger challenge than they anticipated and showed mixed success.

Having stopped activity during the Covid-19 pandemic, the Met Office wanted to reach a wider audience, and change what people thought about the brand as life started to normalise.

That's where DCX stepped in.

The Met Office's previous activity had been quite history/heritage led as opposed to benefit led. There were three different audience segmentations with overlap between them, and brand visuals and tone of voice was variable and inconsistent between (or even within!) campaigns. In order to apply a long-term, integrated strategic approach DCX presented findings and recommendations together with a new core proposition, focusing on dialling up the authority and the consequences of decisions.

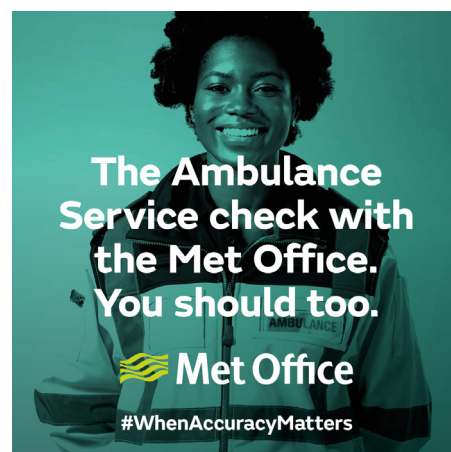
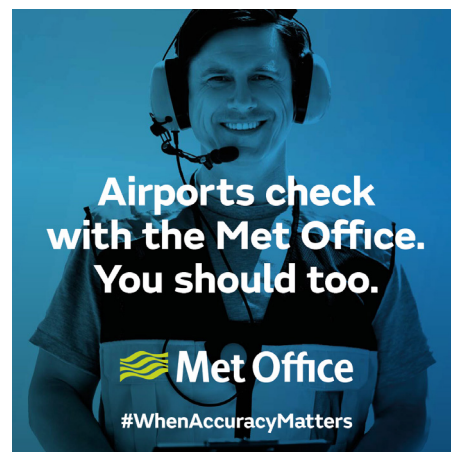
Before you decide, turn to the Met Office.

Eight new messaging territories were worked up into eight different creative routes. To discover which would land best, we developed a survey and created stimulus material to take into creative development research through our partner Fastmap. Results highlighted three key audiences, and we chose to focus on the 'on the cusp' group – mid demographic, families/pet owners who would likely check the weather every day. Research also found the visuals that 'proved' and showed why the Met Office were the most accurate performed the best, especially when it came to trust from other people. Therefore the 'Emergency Services' angle was chosen which showed credible, respected third parties trusting the Met Office when it really matters.

This creative concept had a cut through. Focussing on when it really matters, because if it matters to people in the emergency services, hikers, mountaineers, alike – then it should matter to you.

If they trust the Met Office, then you should too.

Choosing this creative route was most beneficial to the results we had gathered. Although there were other routes we preferred, we listened to what people had to say, took onboard both positive and negative verbatims, and ensured we were reaching a wide range of people across different platforms in different ways that may enhance engagement.



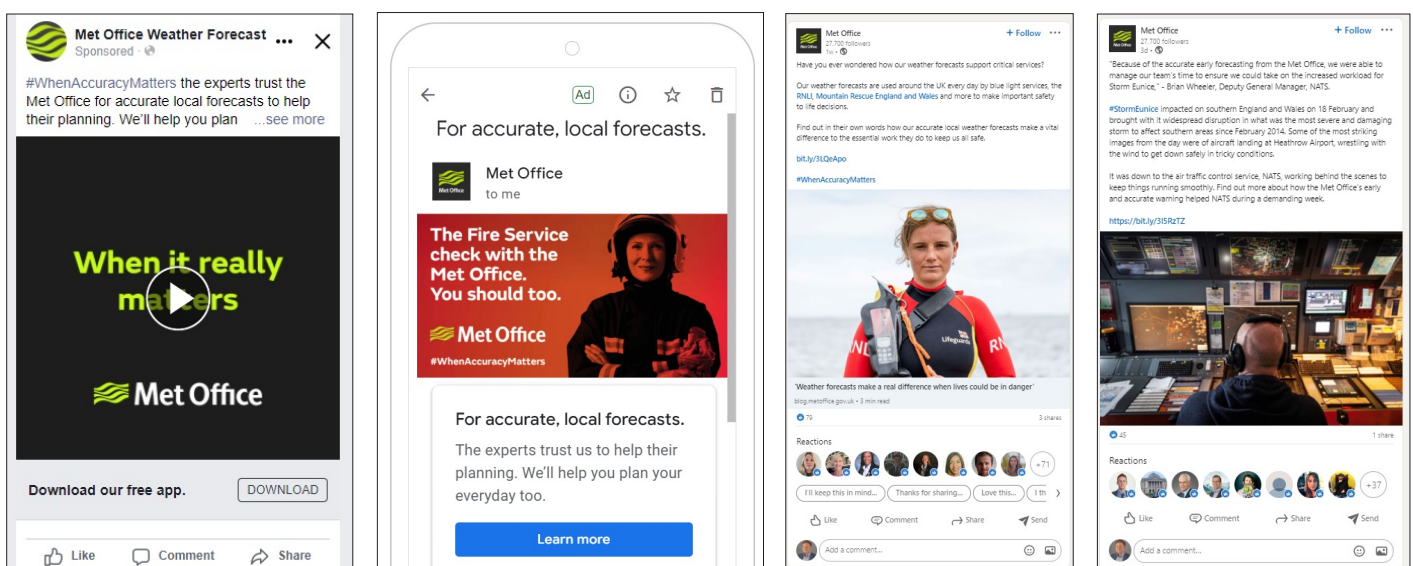
To begin, we used our proven campaign model to understand the context of the activity. We also used insight to create engaging and persuasive messaging that was deployed via the right channels to create maximum effect. DCX completed strategic review of:

Their previous activity back to 2015

- The tracking research they undertake
- Previous audience segmentation activity (three different approaches)
- Competitor analysis
- Calls to actions employed
- The reasons for the gap in perceptions.

Once the creative concept was chosen and audiences were identified, we ran the campaign as an awareness piece, but made sure people could access the specifically created landing page with additional content to back up the story we were trying to tell. We also included a version with a CTA to download the Met Office app.

We ran activity across Facebook, Twitter, YouTube, Google Discovery, Google App ads with suggestions for organic social campaign extension, making the most of owned assets and earned partnerships.



All across the world, every single day, people make decisions based on the weather. The Met Office exist to provide weather and climate forecasts to help with those decisions, therefore it's imperative that the public know and trust the Met Office to be accurate.

Overall, the campaign did very well on reach and frequency. It brought in new audiences who showed very high levels of engagement, especially when it came to new App downloads.

Of the original £22k budget, only £372 remained unspent. 98.3% of budget deployment.

- **Collective paid impressions achieved = 8,131,978 (against target of 6.5m so 128% of target)**
- **Average MT frequency was 1.89 and RH was c.4 which gives an estimated reach of c.4.2m individuals across the campaign**
- **Engagement was very high (likes, shares, video views etc) c.507,584, some 7.5% engagement.**
- **0.4% click through, 31.7k click throughs and c. 6k app downloads**
- **79% new users so we weren't preaching to the choir**

Having the range of creative treatments – statics, videos, and different emergency services representatives - was crucial as audiences engaged in different ways depending on the platform.

Both DCX and the Met Office learnt a lot through the process that we believe will help the Met Office going forward in reaching even wider audiences and enhancing people's perception of their accuracy.



www.metoffice.gov.uk

| www.paragon-dcx.com