

AUDIENCE
social marketing

**Improving public health
behaviour and challenging
social inequality.**

Introducing Audience, the
UK's most experienced public
health campaigns agency.



WHO ARE WE?



**AWARD-WINNING PUBLIC
HEALTH CAMPAIGNS AGENCY**



**EXPERTS IN BEHAVIOUR
CHANGE**



**WORKED ON WORLD-LEADING
HEALTH CAMPAIGNS**



FULL SERVICE

Huge public health expertise - from cancer and diabetes awareness programmes to vaccination initiatives.

We combine insights from behavioural science with target audience co-design activity to shape highly effective initiatives.

We've worked on the most iconic health campaigns - from '5 a day' through to 'Talk to FRANK.'

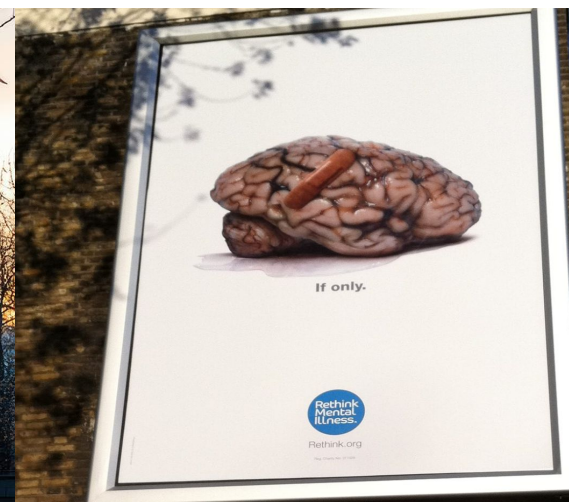
Research and strategy, marketing, creative / branding, PR and advocacy.

We've helped shape world-leading health campaigns with:



Image credits: Talk to Frank and NHS 5 A Day © Crown copyright, used under the Open Government Licence v3.0; Rethink Mental Illness used with acknowledgement of ownership.

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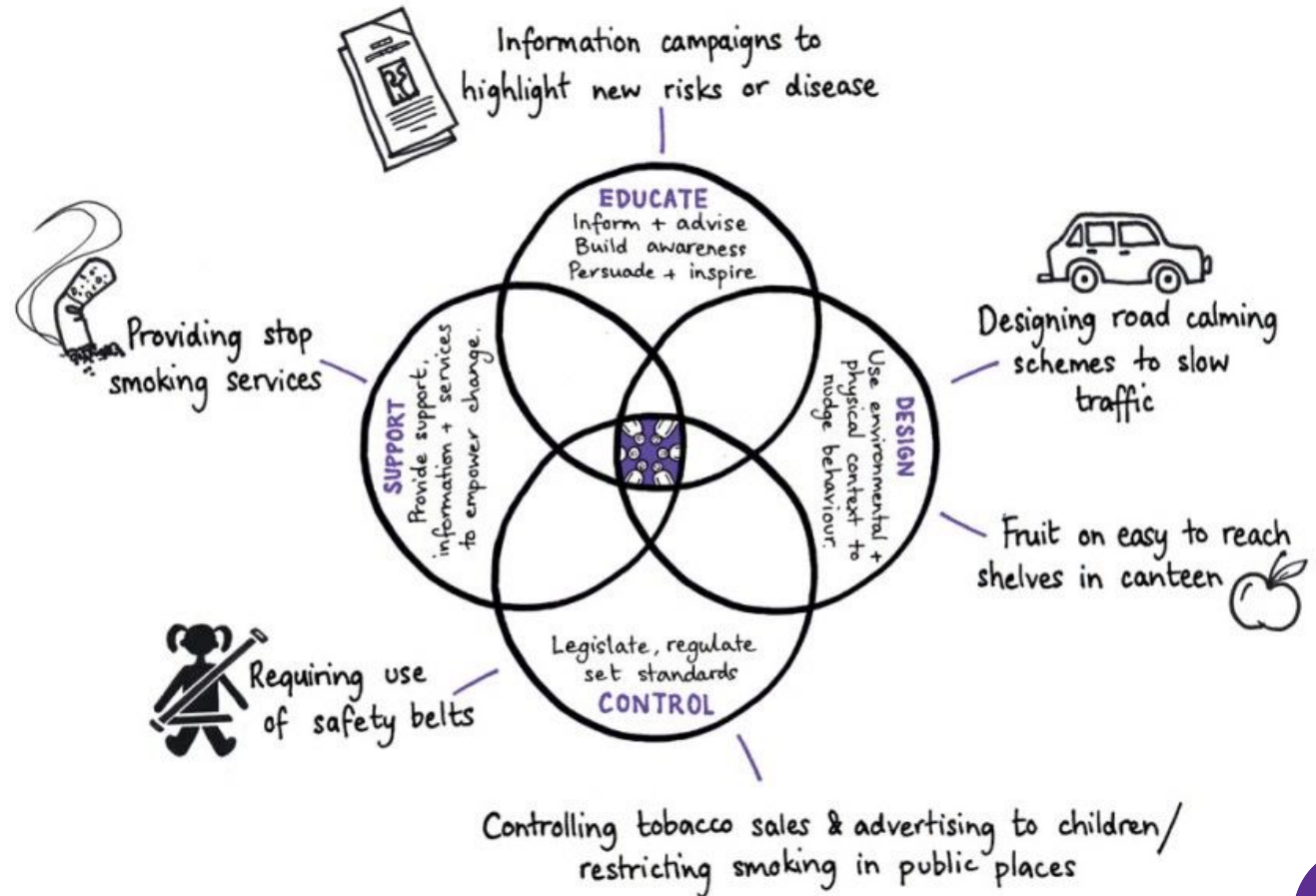


AUDIENCE
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OUR EXPERTISE: BEHAVIOUR CHANGE

We use behavioural theory and audience insight to shape campaigns that help people **change behaviour and live healthier lives.**

Social marketing : influencing behaviour change is complex



OUR EXPERTISE: PUBLIC HEALTH

Our public health campaigns deliver real change to people's lives.

We've increased early diagnosis of key cancers for the NHS and helped keep Britain on track as one of the safest railways in Europe.



OUR EXPERTISE: CO-CREATION

We deliver psychologist-led research groups and develop campaigns hand in hand with your audience – particularly with young people, helping create **authentic initiatives that really work.**





UNDERSTANDING YOUR PRIORITIES

Start with a free, high-level one hour consultation with Audience experts - no strings attached, just space to explore public health topics, such as youth vaping.

- Discuss priorities and targets with experts, review opportunities to change perceptions, attitudes and behaviour.
- Explore strategic options for tackling urgent issues (e.g. tween or teen vaping, mental health, health inequalities etc.).
- Sense-check current plans or identify smart next steps.
- Tap into tested behaviour change knowledge and campaign experience.

No cost, no pressure - just insight.

CASE STUDY

IMPROVING YOUNG PEOPLE'S LIVES IN KENT



CHALLENGE

Reduce alcohol and drug misuse, smoking levels and sexual infections in teenagers in Kent – and increase their uptake of health and youth support services.



INSIGHT

Health isn't a major priority for local young people, having fun is. And finger-wagging 'health campaigns' don't work.



CASE STUDY

IMPROVING YOUNG PEOPLE'S LIVES IN KENT



SOLUTION

We took NHS / youth services out of 'boring' settings and into HOUSE, a fun 'pop up' place shaped by young people. In this safe & sociable environment young people were far more willing to talk about sensitive health issues with youth workers.



RESULT

12,000 young people checked into HOUSE in 1 year. 1,200 attended drugs and alcohol education sessions, and over 1,000 saw the sexual health nurse. **9 in 10 said they would reconsider taking drugs or getting involved in violence.**



CASE STUDY

SAVING LIVES FROM BOWEL CANCER



CHALLENGE

Help increase early diagnosis of bowel cancer in North London by raising awareness and removing barriers preventing people seeing the GP.



INSIGHT

Men and women over 50 years old are more at risk of bowel cancer, but local residents had low awareness of its symptoms. Denial and embarrassment about problems 'down there' didn't help.



CASE STUDY

SAVING LIVES FROM BOWEL CANCER



SOLUTION

Back to basics advertising was created with local people, backed by an 'ambassador army' to get the message out. The 'Big Bowel' inflatable exhibition engaged the public and a 'symptom checker card' was mailed to 'at risk' 50-59 year olds.



RESULT

40%+ increase in people with suspected bowel cancer referred by GPs for further tests during the campaign period. In one major local hospital the number of urgent referrals from GPs grew by 600%.

CHANGE IN YOUR BOWEL HABIT?



Blood in your poo
Persistent diarrhoea
Severe abdominal pain
Lump in your tummy
Weight loss

These are the key symptoms of bowel cancer, the UK's second biggest cancer killer.

If you have any of these symptoms, **see your GP now.**



90% OF BOWEL CANCER CASES CAN BE TREATED IF DIAGNOSED EARLY

CASE STUDY

STAYING SAFE AROUND THE RAILWAY



CHALLENGE

Encourage young people to stay safe around the railway, without finger-wagging.



INSIGHT

Young people aren't that interested in safety. It's not cool. We needed to engage them on their own terms.



CASE STUDY

STAYING SAFE AROUND THE RAILWAY



SOLUTION

We co-developed a lively safety campaign RAIL LIFE with interactive and innovative content which prevented safety advice feeling dictatorial. Rail Life grew beyond safety to encompass broader content on rail careers, discount ticketing etc



RESULT

Over 3,000 visits to the Rail Life website in a few weeks. **Research showed 'Rail Life' has had a real impact on young people's attitudes to rail safety. Britain remains of the safest railways in Europe.**



CASE STUDY

RETHINKING MENTAL ILLNESS



CHALLENGE

Rethink Mental Illness provides quality information and support for people with severe mental illness. And yet only 1% of the population was aware of the charity.



INSIGHT

People with mental illness really value the honesty, frankness and detail of support provided by the charity. 'They tell you straight what your options are. It's really refreshing, practical and honest.'



CASE STUDY

RETHINKING MENTAL ILLNESS



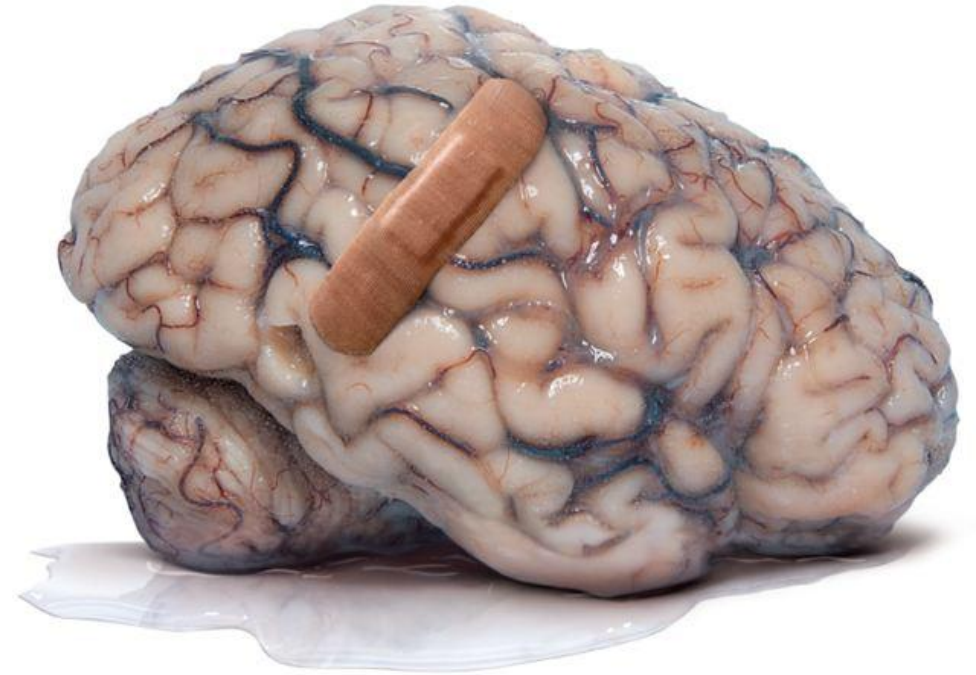
SOLUTION

A high impact campaign featuring an arresting image of a real brain with a plaster on it. The strap line 'If only' sparked a debate about the range and depth of support needed for people with severe mental illness and their carers.



RESULT

Prompted awareness of the charity rose significantly, **and there was an unprecedented increase in web traffic and calls to the charity's information line.**



If only it were this simple. The fact is, millions of people will suffer from some form of mental health problem during their lives. We can't promise a quick fix, but we can offer support and sound, practical advice for a better life. Talk to us.



Rethink.org

Reg. Charity No. 274889



CASE STUDY

JOIN DEMENTIA RESEARCH



CHALLENGE

Whilst dementia is one of the UK's most serious disease areas, affecting over 820,000 people, it is very difficult to recruit volunteers for clinical research trials.



INSIGHT

For people with dementia and their carers, life can feel hopeless. But being part of a research community provides an opportunity to make a real difference.



CASE STUDY

JOIN DEMENTIA RESEARCH



SOLUTION

Create an optimistic but grounded brand and website for a new NHS online portal that links volunteers to dementia research trials. Clear, lively and consistent design was delivered that really engaged with all key audiences.



RESULT

Over 70,000 new volunteers for dementia research have been recruited through the portal. Their involvement could save many lives.



Join
dementia
research

HELP BEAT DEMENTIA

Register your interest
for research today

A new national service has been launched allowing people with dementia and their carers to register their interest in research and be matched up with future studies. Signing up could make a real difference to you and others.

Sign up today at:

www.joindementiaresearch.nihr.ac.uk

or if you have any questions call

Alzheimer's Research UK on **0300 111 5 111**

or Alzheimer's Society on **0300 222 1122**

"Join dementia research" is funded by the National Institute for Health Research in partnership with Alzheimer's Research UK and Alzheimer's Society.

Alzheimer's
Research UK
Defeating Dementia

Alzheimer's
Society
Leading the
fight against
dementia

NHS
National Institute for
Health Research

CASE STUDY

B CLEAR

ABOUT VAPING



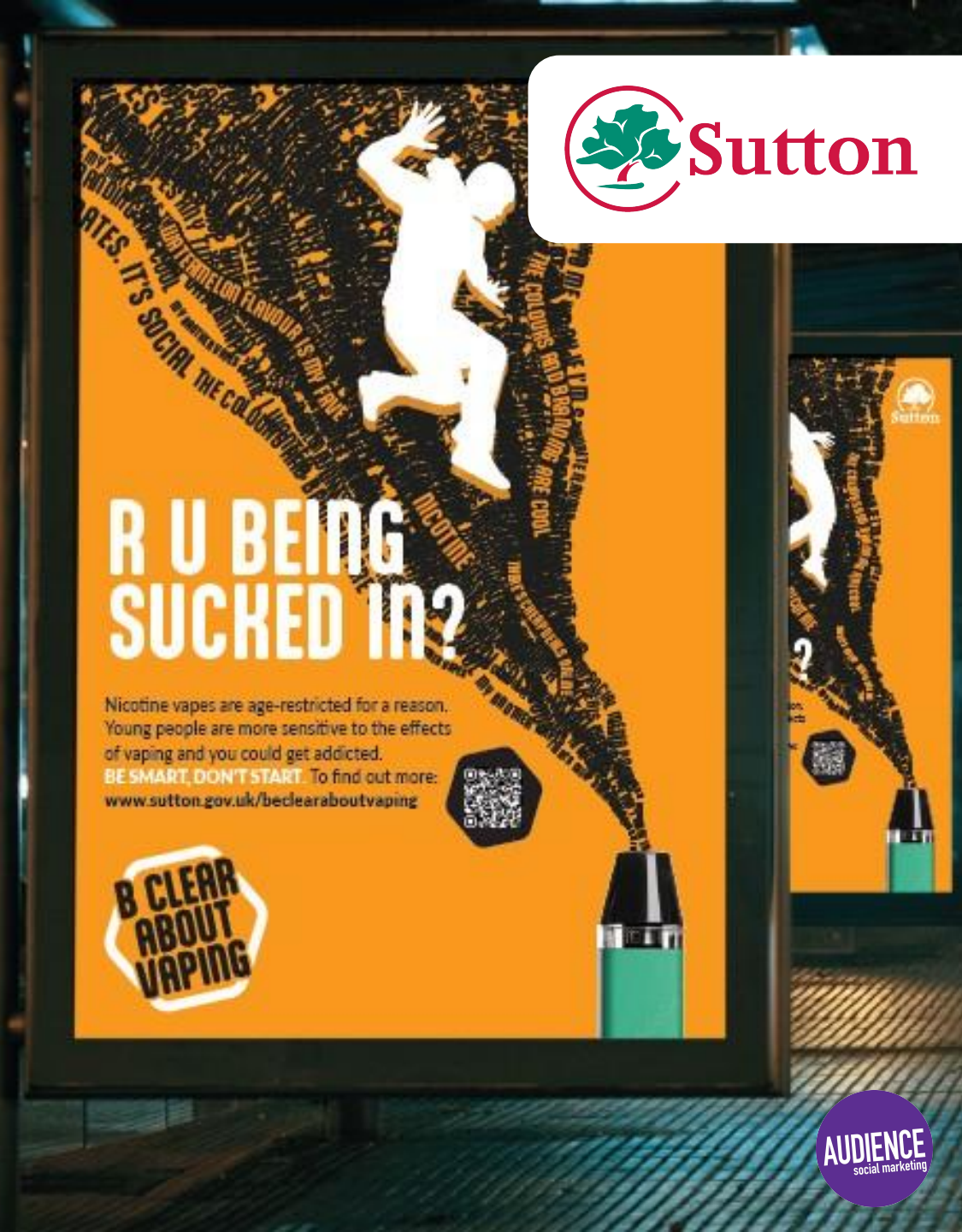
CHALLENGE

Nearly 1 in 5 (18%) young people in Britain have tried vaping – even though it's illegal for under 18s to buy them. In key schools in South West London preventing young people taking up the habit was flagged as a major educational / well-being issue.



INSIGHT

Young people want a positive, empowering campaign that gives them the facts about vapes and confidence to resist them or quit. But with no finger-wagging or scare tactics.



CASE STUDY

B CLEAR

ABOUT VAPING



SOLUTION

The co-created campaign 'B Clear about Vaping' encourages young people to be empowered and get the facts. An impactful campaign poster 'RU being sucked in?' and co-developed TikTok video were produced to dispel the fake news and give the facts.



RESULT

Initial evidence shows that the campaign has been popular in schools and informed young people's views on vapes. An extensive evaluation will analyse the campaign's behavioural impact.

**B CLEAR
ABOUT
VAPING**

Our team



OUR LEADERSHIP TEAM



ED GYDE, CEO and public health lead

Ed has lived and breathed health campaigns for three decades. Coming from a medical family he is our public health lead and has shaped many of the biggest national public health campaigns: '5 a day', Talk to FRANK (drugs education) and Know Your Limits (alcohol education).

PAT BRANIGAN, Senior researcher

Pat has had a diverse career – he's an anthropologist with huge experience in delivering analytical solutions for major Government initiatives. His specialism is qualitative research and he has led the development of over 40 HIV campaigns and was also instrumental in shaping the Government's 'Talk to Frank' initiative.



AMY MEADOWS, Senior marketing strategist

Amy is our strategy dynamo with over 20 years experience unpicking every issue under the sun – but her work on society's biggest taboo issues really stand out. Her strategy work for various mental health organisations has really helped build 'The Time to Change' movement which aims to destigmatise the issue of mental illness.



OUR LEADERSHIP TEAM



RON FINLAY, Senior PR strategist

With over 30 years' experience in PR strategy, stakeholder communications and public affairs, Ron is an expert in all matters NHS and his recent work includes devising the public & patient engagement strategy for local NHS groups, and also conducting razor-sharp healthcare professional research for Diabetes UK.

CHARLOTTE SUTTON, PR and media director

Charlotte is our media guru who leads our press office teams. She has decades of experience gaining high profile coverage for campaigns such as 'Tackling Violent Crime' for the Home Office through to Network Rail's youth safety campaign 'Rail Life.' She's got an amazing breadth of media relationships across the health sector and will always achieve big headlines.



ANGELA COLES, Communications and media trainer

Angela is a highly experienced presentation and media coach. She helps people to get their messages across clearly every time. Previously a national journalist she's trained everyone from Government ministers through to A list celebrities. People say her training sessions are the best courses they've ever done



OUR LEADERSHIP TEAM



SHEILA DUGGAN, Lead designer

Sheila is our senior designer and brand strategist with over 20 years' experience in brand communication. Her work is creative, clear and effective – helping clients to communicate better. She has worked with public, private and not-for-profit clients creating meaningful messages that resonate while delivering the right results.

GUY CORBET, Senior Consultant

Guy specialises in helping clients engage with stakeholders around complex issues, building and protecting their reputations with their most important audiences. His starting point is to look at the issues behind communications, helping identify and articulate what the real focus of any communications should be.



SAM WOODHOUSE, Senior Consultant

Sam brings two decades of experience in healthcare, where he's built and led marketing and communications teams to deliver behaviour change campaigns that make a demonstrable impact. His career spans local authorities, the NHS, public health, global pharma, charities, healthtech multinationals and AI startups, giving him a rare breadth of insight. With a deep understanding of what moves people, Sam creates standout campaigns that connect with the audiences that matter most.

LET'S TALK

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