



THE YARD
CREATIVE

DBA Design Effectiveness Awards 2017
The Story Shop



Industry Sector: Charity / Not for profit

Client Company: World Vision UK

Design Consultancy: The Yard Creative

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FOR PUBLICATION

EXECUTIVE SUMMARY

World Vision is the largest international children's charity, working to bring real hope to millions of children living in the world's hardest places. This is primarily achieved through individuals' donations to sponsor a child.



In 2015 donations from the UK transformed the lives of more than

4m children

Over the last decade a worrying trend of a steady decline in acquisitions against a sharp rise in cancellations has emerged. In response, World Vision UK repositioned sponsor acquisitions away from the mass market and focused on a specific demographic with a proven high lifetime value, defined (in summary) as affluent women aged 40–60.

Demographic profiling revealed that premium shopping centres over-index with the desired target market. However, World Vision UK was refused entry to high-end mega malls due to landlord's negative perception of charities conducting traditional face-to-face fundraising in their prestigious retail environments and the adverse effect on customer shopping trips.

The Story Shop is a mid-mall retail kiosk, designed to surmount the challenges outlined above and prove that a premium retail channel can raise substantial sponsorship income and gain traction with the desired target market when teamed with an engaging customer experience.

The Story Shop is trailblazing the way that non-profit organisations think about face-to-face fundraising in the UK. Adopting a creative approach has moved it from an intrusive experience that repels, to an enjoyable, immersive retail led

experience that potential sponsors openly choose to engage with. It has delivered:

- 29% growth of the World Vision UK retail channel
- 5% uplift in the conversion to retention of new supporters
- 65% above target for Child Sponsorship acquisitions

"We want donors to walk away not only feeling good about what they have just given, but amazed and overwhelmed with the difference they can make and the journey they are only just beginning."

Steve Wood, Director of Marketing & Comms, World Vision UK

PROJECT OVERVIEW

The Brief

To create an experience lead, retail platform that enables World Vision UK to own the high lifetime value target audience. Leveraging 'first mover advantage' by providing a truly unique and rich experience that will attract, engage and acquire new child sponsors during shopping trips. A focus must also be on exciting landlords and changing negative perceptions, enabling them to welcome a non-profit into the premium mall space.

Key Objectives:

- To secure high value sites for long term bookings, specifically a kiosk in-situ in Westfield London for the period October – December 2015
- To prove that a premium experience in the retail channel can raise adequate sponsor acquisitions
- To attract, convert and retain the demographic identified as the high value donation segment; females, ABC1 social status, aged between 40–60 years
- To ensure customer experience triumphs over sales. This includes positive feedback, a rewarding experience and also a strong relationship built with shopping centre management

Challenges:

- Creating a retail experience that will attract, engage and inform shoppers without requiring considerable effort from face-to-face fundraisers
- Communicating key messages that are compelling enough to encourage sponsorship but that sit comfortably in the premium retail environment and do not jar or cause offence
- Overcoming Landlords' negative perception of charities canvassing in prestigious retail environments
- Maximum impact for limited budget, as every penny spent means less money spent in the field
- Competing with established retailers for shoppers time, attention and money

In terms of scope, the project was to be treated as an exploration in to the premium retail arena to test:

- If the retail channel could provide sufficient sponsorship income
- If better informed people will make a more considered purchase decision and will therefore remain as a sponsor for longer

PROJECT OVERVIEW

Client Background

World Vision is the world's largest international children's charity, working to bring real hope to millions of children in the world's hardest of places.

Poverty, conflict and disaster leave millions of children living in fear.

Fear of hunger and disease. Fear of violence, conflict and exploitation.

Fear that robs them of a childhood.



Figure 1: World Vision UK, Annual Report 2015

World Vision UK is part of the World Vision Partnership, which works in close to 100 countries serving all people, regardless of religion, race, ethnicity or gender.

Local staff work in thousands of communities across the world to free children from fear. They live and work alongside them, their families and communities to help change the world they live in for good.

A worldwide presence means World Vision are quick to respond to emergencies like conflict and natural disasters.

Also using their influence and global reach to ensure that children are represented at every level of decision-making. Inspiring action for the world's poorest children is World Vision UK's strategy for 2011-15, and the aim is to transform the lives of eight million children around the world.

World Vision UK is part of the World Vision Partnership, which works in close to 100 countries serving all people, regardless of religion, race, ethnicity or gender.

The main product of World Vision UK is Child Sponsorship that is a minimum monthly donation of £26.00.

Other products available are:

Raw Hope - a monthly donation of £10.00 or £20.00

Must Have Gifts - a one off donation purchase

We also offer the ability to make one off donations for specific appeals (such as natural disasters, humanitarian crises etc)

PROJECT OVERVIEW

Market Overview

Over the last decade a worrying trend of a steady decline in acquisitions against a sharp rise in cancellations has emerged.

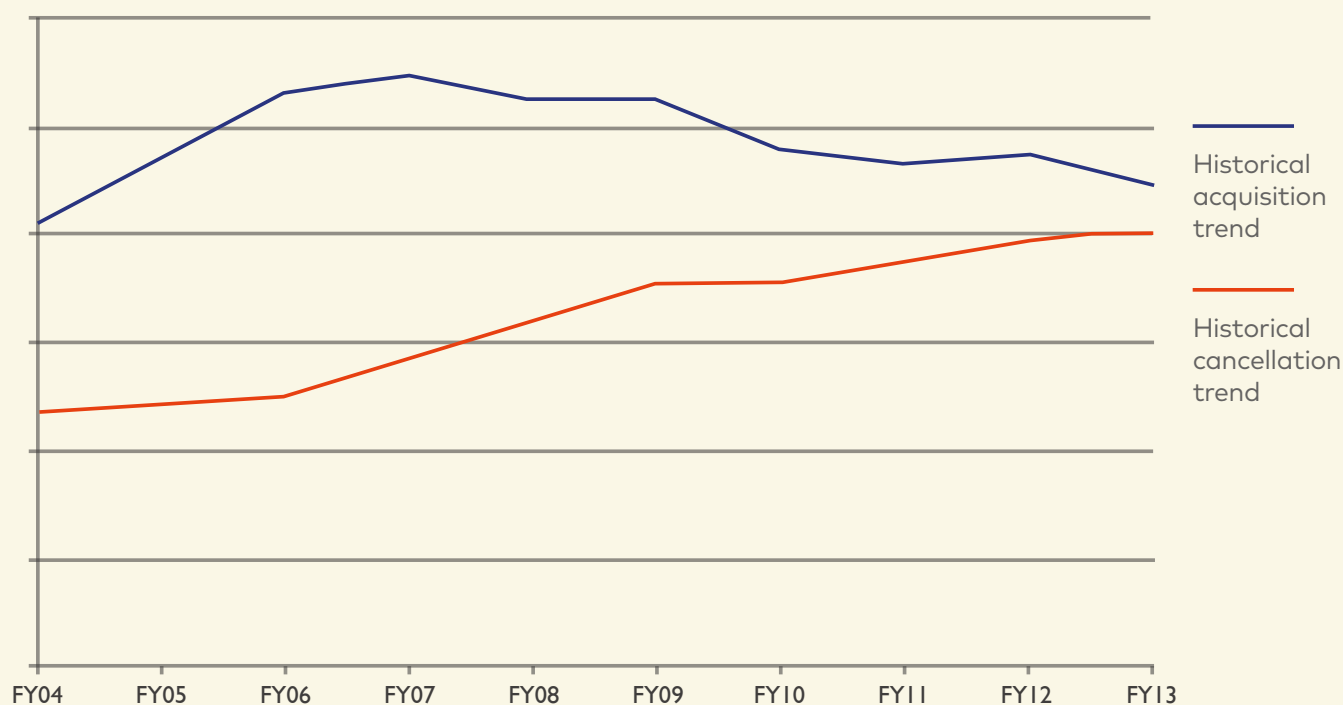


Figure 2: World Vision UK, Strategic Planning Summary FY14

In response, World Vision UK repositioned sponsor acquisitions away from the mass market and focused on a specific demographic with a proven high lifetime value, defined (in summary) as affluent women aged 40–60.



Jennifer

- Enjoys a comfortable lifestyle
- It's all about relationships
- Has deep empathy for those around her
- Is interested in the wider world
- Has traditional Christian values and believes she has a role to play to help make the world a better place
- Her life hasn't always been easy
- Regularly supports a number of charities
- Hates to think of children suffering in any way



PROJECT OVERVIEW

The Approach

"The strategic approach to the project, deeply understanding the consumer and articulating that in the experience map completely blew us away! That's the bit that step changed this project."

Steve Wood, Director of Marketing & Comms, World Vision UK

Project launch date:	March 2015
Project installation date:	October 2015
Design fee:	£48.5k (Donated all Creative Director time for free)
Technology, build and install fee:	£150k (Split across four kiosks for launch)



Word count: 772

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OUTLINE OF DESIGN SOLUTION

The ideology behind The Story Shop is the connection of two very different worlds; that of the child and that of the shopper. The concept underpins the entire design of the retail experience in which compelling stories are curated in order to create a show stopping point of different from other traditional face-to-face fundraisers in the retail space.

Attract

Designed to resonate and attract the target audience, at first glance, The Story Shop appears to be a vintage specialist store with wooden cabinets displaying curios from around the globe.

However, every product in the kiosk tells a story, nothing is purely for show.



Engage

The Story Shop embraces the use of technology within the physical retail platform to enhance the customer experience by making it interactive, informative and intelligent. Allowing potential sponsors to explore, at their own pace, how they can make a real difference to those living in some of the hardest places in the world.

An innocent looking mirror is a key engagement piece. Hope, who represents a child sponsored by World Vision, beckons to passers-by and encourages them to reach out and touch hands on the screen. Whilst the connection is maintained the shopping mall reflection melts away and Hope's world appears, bringing the two worlds together and taking the customer on an emotional roller-coaster.

Ultimately, Hope draws the customer into the kiosk and invites them to follow the story further by exploring the many interactive drawers and custom made artefacts that demonstrate the challenges faced by her world and the good work that can be achieved with sponsor donations. Each drawer contains a call to action inviting the participant to start their own story of child sponsorship.

Every product in the kiosk tells a story, nothing is purely for show.



OUTLINE OF DESIGN SOLUTION

Convert

A cash-less and paper-less approach is applicable to all kiosk transactions, including contactless technology such as "tap to donate" and tablets with electronic forms for sponsorship sign-up. This ensures the point of purchase process is quick, slick and simple.

All staff at The Story Shop have been retrained to become experiential retailers in order to gain full advantage from the immersive retail experience and the resulting deeper conversations with potential sponsors.

Technology

There are a number of different ways that technology has been woven into the store:

- A magic mirror comprised of a 6 point touch screen linked to infrared proximity sensors helps Hope convey her story
- Interactive draws contain a mixture of digital and analogue content
- Tap to donate Near Field Communication (NFC) technology
- Mobile payment systems for all sponsorship products

Such technology has also enabled the adoption of forward thinking retail measurement techniques. Dwell time, customer flow and interaction levels can be monitored and content tweaked in accordance with user behaviour.

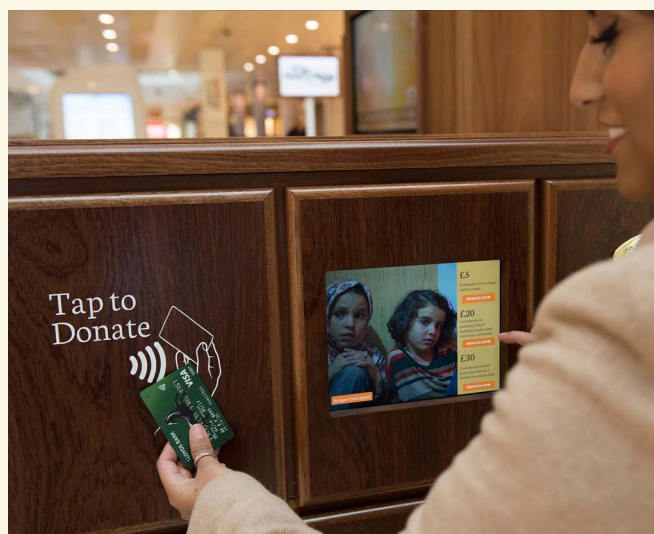


Flexibility & Scalability

A modular kiosk format that is scalable to suit varied sites from Flagship to Satellite solutions.

It is a factory-finished concept that can be installed, merchandised and fully operational within one night making it very cost effective to set-up and run.

Project video link:
<https://vimeo.com/151537615>



SUMMARY OF RESULTS

The Story Shop has and continues to demonstrate great success both in terms of financial rewards and business impact. Proving that a premium retail channel can indeed raise substantial income and gain traction with the desired target audience when teamed with an engaging customer experience.



Results below are provided by World Vision UK, financial year to date (June 2016) unless otherwise stated. At time of writing (June 16) The Story Shop has been trading since mid October 2015 providing circa 8.5 months worth of financial performance for analysis. It is worth noting that conservative targets were set in advance of FY16 at which point the concept of The Story Shop retail experience had not been fully developed.

Performance and impact on the business as a whole (quantitative)

Retail year to date (YTD) has allowed World Vision UK to find child sponsors for almost 3000 children around the world, against a YTD target of 1812, 65% above target. This represents one third of World Vision UKs acquisition portfolio in this financial year.

Also, The Story Shop has enabled World Vision UK to grow its retail channel from 4% of acquisitions in FY15 to a staggering 33% of acquisitions in FY16. Enabling World Vision UK to drive an estimated £3,497,242 in LTV (uncapped).

The retail design of The Story Shop allowed World Vision UK to promote multiple products within the kiosk resulting in an additional £25k being raised YTD in one-off donations, against an overall FY target of £6k. A massive 316% above target. The FY target of £6k was reached at December 2015 (month 3 of FY16) and the £25k was by the end of June 2016.

YTD data suggests that The Story Shop experience is having a positive impact on conversion/retention of new supporters. Using the primary staffing agency as a benchmark, conversion data suggests that The Story Shop gives 5% uplift in conversion to first payment compared to fundraising in other Private Sites.

This means that World Vision UK retains an additional 5 out of every 100 supporters by the time they make their first monthly donation.

3000

(YTD) Children around the world gained child sponsorship against a YTD target of 1812.

65%

Above Target

29%

Growth of the World Vision UK retail channel

From 4% of acquisitions in FY15 to a staggering 33% of acquisitions in FY16

£25k

(YTD) raised in one-off donations against an overall FY target of £6k A massive

316%

Above Target

5%

Uplift in conversion to first payment compared to fundraising in other Private Sites.

SUMMARY OF RESULTS

Impact on market share (qualitative)

World Vision UK is one of the first charities to innovate in the retail space, meaning that they currently have the majority market share in the retail context. However this makes it impossible to provide any performance indicators from competitors in order to provide comparisons.

Innovation in the retail space driven by The Story Shop has helped World Vision UK secure both fundraising capacity and high value locations in a market where other agencies / charities are struggling.

The high value experience offered through The Story Shop also helps World Vision UK to ensure fundraising compliance at a time when the sector is particularly under scrutiny.

Customer service and brand experience

Anecdotal feedback from fundraising staff suggests that they are being taken more seriously by customers at The Story Shop due to the professional standard of the unit, quality of staff, engagement mechanisms and interesting stories.

Results against the original key objectives

- To secure high value sites for long term bookings, specifically a kiosk in-situ in Westfield London for the period October – December 2015

Result: Securing not one but four high value sites for long term bookings (circa 6 months), all of which opened in Q4 2015 with more sites planned for 2016

- To prove that a premium experience in the retail channel can raise adequate sponsor acquisitions

Result: installation in October 2015 to the end of December 2015, The Story Shop at Westfield London had 259 people sign up to sponsor a child, performing over 20% better against an original retail stand in Lakeside

- To attract, convert and retain the demographic identified as the high value donation segment; females, ABC1 social status, aged between 40 – 60 years

Result: Inconclusive results based on the current 8.5 months of sponsor behaviour

- To ensure customer experience triumphs over sales. This includes positive feedback, a rewarding experience and also a strong relationship built with shopping centre management

Result: The Story Shop is driving an increased amount of interactions. The staff report that they are able to interact more fully and deeply resulting in more customers engaging with World Vision UK.

OTHER INFLUENCING FACTORS

During the development of The Story Shop concept and brand, the choice was taken to let this new retail brand be the primary focus, over the World Vision UK branding. This has given the freedom to create a stand that has the look and feel of a premium retail installation, mirroring that of it's surroundings. This was an intentional step away from the more traditional style of charities in the retail space, and a definite decision to create something that would truly attract and engage the target market.

The Story Shop was launched via a soft launch in October 2015. There was some coverage in the design press, on social media and technology blogs but there was no large scale press campaign to raise awareness of the kiosk. Therefore, performance of The Story Shop was not influenced or impacted by marketing.



Research Resources

World Vision UK
Annual Report 2015

World Vision UK
Impact Report 2015

World Vision UK
Internal sponsor data

World Vision UK
Primary staffing agency