

LLP-ERASMUS  
Intensive Programme

**Internet advanced promotional tools application for increasing awareness  
of social exclusions movement**

## **Homeless D France Annecy Foundation Abbé Pierre**

Report by:

- 1) Ludvine Moulin**
- 2) Danielle van den Berg**
- 3) Balint Tetenyi**
- 4) Patrick Nicoletto**
- 5) Kamil Piosik**

Katowice, 2012



University  
of Economics  
in Katowice



Education and Culture DG

Lifelong Learning Programme

## **Index:**

<b>1. Executive summary</b>	<b>3</b>
<b>2. Industry component</b>	<b>4</b>
2.1 Campaign overview	
2.2 Evolution of the campaign strategy	
2.3 Key results	
2.4 Conclusion	
2.5 Future recommendations	
<b>3. Learning component</b>	<b>9</b>
3.1 Learning objectives and outcomes	
3.2 Group dynamics	
3.3 Future recommendations	



## 1. Executive summary

We were given the Foundation Abbé Pierre in France for this homeless people exclusion project. For Foundation Abbé Pierre we've made a national and an international campaign, with altogether four ad groups. We have three national ad groups within the national campaign, creating national awareness was more important than international awareness.

Our campaigns reached the total number of 285 clicks, in which the international campaign had 180 clicks and the national campaign 105 clicks. The key words of the international campaign were cheaper with the average CPC of PLN 0.76 and a 670 756 impressions. On the other hand, the national campaign's key words CPC were PLN 1.08 with the impressions of 26 533.

The average positions of the two campaigns were two. We have deleted, and rewrote most of the advertisements in order to reach better results. The new campaigns had almost the same content (key words and text) as the former campaigns. Therefore the results of the deleted campaigns were added to the active campaigns.

Because of Google shut our campaigns down, we were not able to execute the campaigns properly. We didn't have had enough time to react to these changes. We would have liked to adjust our campaigns, but we couldn't see all of the improvements in our campaigns. Despite of this fact, we were able to manage to spend our entire budget and could create an project as effective as we could.

We advise Foundation Abbé Pierre to use specific advertisements focussing one just one service in the future. Also they should focus rather on national campaigns than international campaigns. To improve their partner relations they should contact international institutions dealing with social problems. They can provide the foundation those companies who have the means and workforce for executing international social projects.

## 2. Industry component

**"Housing is a matter of justice."**

- Abbé Pierre

Foundation Abbé Pierre

Abbé Pierre is one of the biggest foundations in France, who want to help people who are in need of decent housing. The foundation uses different programs in order to help these people, like 'welcome and accommodate', 'orient the inadequately housed' and 'international solidarity'. These organised projects take place in different countries all over the world.

### 2.1 Campaign overview

For this project, there are national and international campaigns developed by our team with Google Adwords. These campaigns are developed in order to increase awareness of the homeless people exclusion in France among different target groups. We have made four campaigns with the target groups, private persons, international donators, national donators and everyone who has an interest in French non-profit organizations. The campaigns are connected to different values of the Foundation Abbé Pierre like solidarity, sharing and generosity.

In case of campaigns we've had two seasons, first season was between 6th of March and 9th of March. During this period, we've had an increasing number of clicks, but Friday 9th of March, Google shut down our campaign for reviewing. Therefore we had no impressions between 10th of March and 13th of March. There was a possibility the number of clicks would have increased, if Google wouldn't have shut us down. On the 14th of March, the second period only covers 1 day, in which we've exhausted all the available money on our account.

For the first campaign 'For private persons', the target group were private persons in France. Our goal was to increase the awareness of homeless people exclusion in France. In order to do that, we had to make a campaign which was focussing on only French people. Because the

[Foundation Abbe Pierre](http://www.fondationabbepierre.com/en)

Do you want to make  
your day better? Help!

[www.fondationabbepierre.com/en](http://www.fondationabbepierre.com/en)

organization is providing services for French people who need help. The campaign highlights the most important services of the foundation, such as accommodation, consulting and providing food. For this campaign we have

used French key words in order to address the French target group better.

The second campaign was an international campaign in English. The target of this campaign was potential donators in the whole world. We haven't differentiated between the potential donators. The focus of this campaign was the emotional state of people with advertisements like, 'Do you want to make your day better? Help!'. The campaign was adapted to different emotions and values like guilt, happiness, tolerance and compassion. Our goal was to increase international awareness and engage potential donators from all over the world.

[Foundation Abbe Pierre](http://www.fondationabbepierre.com/en)

Do you want to make  
your day better? Help!

[www.fondationabbepierre.com/en](http://www.fondationabbepierre.com/en)

The last two campaigns weren't that effective as the first two campaigns. Therefore, these last two will not be explained as extensive.

The third campaign was to increase the awareness of the inhabitants of France. In this campaign, we've used key words of other non-profit organizations and the foundation itself (this was the most successful keyword). This last campaign was also a national campaign aimed for the French inhabitants. With this act, we can improve the position of this foundation, because other people can easier connect it to other well known organizations. The fourth campaign was almost similar to the second campaign. Instead of an international campaign, this was a national campaign and the French potential donators were the target group. Our goal was to increase national awareness and engage potential donators from France.

## 2.2 Evolution of the campaign strategy



University  
of Economics  
in Katowice



Education and Culture DG

Lifelong Learning Programme

### *Operational details*

Not all four campaigns were successful and our group had to adjust the campaigns in order to increase the amount of clicks.

For the first campaign we've used key words like, homeless people, emergency accomodation, shelters, red cross, poverty and Emmaus (other non-profit organizations). In the beginning we've gained several clicks. In the chart of numbers from the first period, you'll see the number of clicks. On the second day, we've added the key word 'red cross', this is the fourth most searched word in this ad group. The total cost of 26 clicks was PLN 8.84, which shows that our advertisement was very cheap. For this campaign, we were focussing on the costs per clicks. The average CPC was considerably low, PLN 0.34. The CTR in the first week was 1.80%. The average position in the first week is 2.8%.

In the second week, we've had 25 clicks. The key words 'emmaus' and 'red cross', the number of impressions increased, but the amount of clicks remained. The CTR was in the second week 0.93%.

In the second week the average position is 2.1%. Comparing to the first week, it improved 0.7%. It is due to the fact, that we radically increased the average CPC costs. Therefore we've paid PLN 34.33 with the average CPC of PLN 1.37. This means in case of this national campaign we shouldn't have changed the CPC. The focus of our campaign changed during the second week. We weren't focussing on the costs anymore, because our only goal became to show our advertisement, no matter what the costs were.

During the first season (four days), we've had 1 445 impressions and in the second season (one afternoon), we've had 2 685 impressions.

For the international campaign we've used key words like help people, help me feel better, help people in need and where to help. The name of this campaign is 'Donators', which had 458 375 impressions during the first period, with a total clicks of 109. It was shown on every available display network, meaning that this advertisement is mainly shown on other websites. The proportion of the 109 clicks was 98 of other network displays and 11 on Google searches. In case of Google searches we've had a CTR of 1.09%, but in case of other network displays, we've had 0.02%. That shows in many cases, our advertisement was not shown on the proper websites. For the first period the total costs was PLN 47.38, in proportion of Google searches of PLN 5.51 and PLN 41.87 for the other display networks. The average

positions are 3.9% (Google search) and 2.1% (other display networks). Which means that we've a better position and better CPC in case of display networks, but this websites are not always relevant.

In the second period (1 afternoon), we've had a number of impressions of 212 373 with a total clicks of 71. The proportion of the 71 clicks, was 57 of other networks and 14 in Google searches. In case of Google searches we've had CTR of 0.49%. Compared to the first week the CTR has improved in case of the other display networks. However the CTR of Google searches decreased.

For this competition we had to reach the most amount of clicks, that's why we didn't change the number of display networks on which we've advertised. But in the long run, it's more cost effective to run the advertisements on Google search engines. In this case the CTR would be better at least ten times. The total costs of the second period was PLN 89.66, in proportion of Google searches is was PLN 22.01 and PLN 67.65 for display networks.

As we can see, the CPC increased, because of the adjustments of the CPC level to improve our position. The increasement of costs hadn't an effect on the position that much. Our average position improved to 3.6% (0,3% Google search) and 1.7% (0,2% other display networks). The solution to more effectiveness to the campaign, is to define on which websites they advertise their services. In these cases they would be present on the most relevant sites. In cause of Google searches they can achieve actual results, but the competition is much higher. So the more they pay, the better the position they will have.

## 2.3 Key results

The overall results of the campaigns for homeless people:

	% Served	Clicks ?	Impr.	CTR ?	Avg. CPC ?	Cost	Avg. Pos.
<a href="#">Fondation Abbé Pierre</a> Nous sommes là pour vous: accueil, écoute et conseils. <a href="http://www.fondationabbepierre.fr">www.fondationabbepierre.fr</a>	15.03%	39	3,988	0.98%	PLN0.97	PLN38.01	2
<a href="#">Fondation Abbe Pierre</a> Fournir aux plus démunis: hébergement, alimentation, conseils <a href="http://www.fondationabbepierre.fr">www.fondationabbepierre.fr</a>	6.47%	22	1,717	1.28%	PLN0.95	PLN20.83	2.2
<a href="#">Fondation Abbe Pierre</a> Nous aidons les demunis: conseils nourriture, centre d'hebergement! <a href="http://www.fondationabbepierre.fr">www.fondationabbepierre.fr</a>	2.75%	15	729	2.06%	PLN0.22	PLN3.33	3.1
<a href="#">Votre Aide Est Précieuse</a> Voulez vous rendre votre journée meilleure? Rejoignez-nous! <a href="http://www.fondationabbepierre.fr">www.fondationabbepierre.fr</a>	68.66%	15	18,218	0.08%	PLN2.15	PLN32.29	3.1
<a href="#">Fondation Abbé Pierre</a> Nous aidons les plus démunis: hébergement, nourriture, conseils. <a href="http://www.fondationabbepierre.fr">www.fondationabbepierre.fr</a>	6.35%	14	1,684	0.83%	PLN1.36	PLN19.01	2.2

Ad	Ad group	Status ?	% Served	Clicks ?	Impr.	CTR ?	Avg. CPC ?	Cost	Avg. Pos.
<a href="#">Foundation Abbe Pierre</a> Do you want to make your day better? Help! <a href="http://www.fondationabbepierre.com/en">www.fondationabbepierre.com/en</a>	Donators	Deleted	68.33%	108	458,300	0.02%	PLN0.43	PLN46.65	2.1
<a href="#">Foundation Abbe Pierre</a> Do you want to make your day better? Help! <a href="http://www.fondationabbepierre.com/en">www.fondationabbepierre.com/en</a>	Donators	Approved	31.61%	71	212,033	0.03%	PLN1.26	PLN89.66	1.7
<a href="#">Foundation Abbe Pierre</a> Do you want to make your day better? Help! <a href="http://www.fondationabbepierre.com/en">www.fondationabbepierre.com/en</a>	Donators	Deleted	0.01%	1	50	2.00%	PLN0.73	PLN0.73	3.2
<a href="#">Your donation is precious</a> Do you want to make your day better? Help! <a href="http://www.fondationabbepierre.com/en">www.fondationabbepierre.com/en</a>	Donators	Eligible	0.05%	0	365	0.00%	PLN0.00	PLN0.00	4
Total - search ?				25	3,866	0.65%	PLN1.10	PLN27.52	3.7
Total - Display Network ?				155	666,890	0.02%	PLN0.71	PLN109.52	2
<b>Total - all ads</b>				<b>180</b>	<b>670,756</b>	<b>0.03%</b>	<b>PLN0.76</b>	<b>PLN137.04</b>	<b>2</b>

## 2.4 Conclusion

We had problems with participating properly, because of the difficult situation. We wanted to make some changes, but we couldn't monitor the results, because we didn't had any impressions for five days. We could have done differently, spending less on each advertisement and clicks. We could have spent our budget more cautiously and we maybe would have had a better click result.

Other types of display networks, have little effect with French people, but have more effect international.

## 2.5 Future recommendations

Foundation Abbé Pierre should use national campaigns in the future, in order to increase awareness or to offer help. French people were not interested in our emotional ad group, but they clicked on advertisements which contained the real topic. In this case they wouldn't have so many clicks in a short term, but for long term awareness this can be created by these means. They should create specific advertisement which offers just one service. This could result in not just only creating awareness of the foundation, but also of their special services.

With different services they're targeting different target groups, and therefore they should use different types of marketing activities to create a better effect among them.

They can reach better performance if they spent more money on Google advertisements, which can connect them to other French non-profit organizations. If they have had the first position, that would result in 20% more clicks on their advertisements. These key words are very expensive, but with the increased awareness, they could have more donators.

Foundation Abbé Pierre should put more focus on online marketing activities, in order to reach a higher number of people without spending too much money. The English interface of the current website should be improved for better international use. In case of international campaigns, they should focus on the business-to-business market and private donators, for financial aid and international awareness. In case of B-2-B market, they should contact international institutions who are dealing with world wide problems. It's essential for Foundation Abbé Pierre to improve their partnerships, so they can manage and organise their projects better with the help of these partners. These institutions can provide those kind of partners, who can execute the tasks.

The founder Abbé Pierre has died in 2007 and an election of a new leader is essential for this foundation. This because he can provide new insights, brings modern values and renews the image of the organizations. Therefore the foundation can attract younger people and the awareness can be increased among these people.

Every campaign of Foundation Abbé Pierre should be relevant and connected to the basic values and principles of the foundation in order not to have a misleading brand image.

### **3. Learning component**

#### **3.1 Learning objectives and outcomes**

The goal of NetAware programme was to plan and execute campaign for a non profit organization. They previously decided the available organizations for each group. We had to make an international and a national campaign for the homeless people in France.

We had certain expectations before we started to work on this campaign and we knew we wanted to learn more about Google Adwords and Facebook. At the same time we also wanted

to work with students from different countries, so we can learn from each other and improve our English.

The overall objectives were to learn how to increase awareness among different target groups regarding homeless people. The lectures of all the teachers contained pieces of information, which we could use for our campaigns and cooperation.

In advance of each campaign, we decided whether it is an international or national campaign. Then the target group was chosen, and the means with which we could reach them. If we were ready with the overall goals then we executed the advertisements and keywords as well.

### **3.2 Group dynamics**

In our group we have five members from different countries and we all have different skills considering software knowledge and experiences. So we had to use each others strengths and help each other with difficulties. We began each workshop with a brainstorm and an overall evaluation. We tried to work effectively and punctual. It was sometimes difficult to understand each other, because of the language barriers. We were able to manage this and we acted like a professional group.

We had difficulties with making decisions as a group in a short period of time. Therefore we were not able to work as fast as we wanted every time. This caused a little bit of stress, but we were able to manage this and eventually we had satisfying results.

### **3.3 Future recommendations**

We think we have learned a lot from our time in Poland, but we still have recommendations for the future.

We think we have learned a lot from our time in Poland, but we still have recommendations for the future. We very much would have liked more detailed information about this project before coming to Poland. It would have been more helpful to us. We appreciate the lessons about Google (Adwords), but we would like to have had more precise information about how to set up a Google ad, because not everyone in our group was familiar with this. So it was more difficult to start these campaigns. In the future we recommend giving more interactive and detailed information from teachers about the campaigns itself. The lectures should have been more connected to this program and topic, so they would have been more helpful to us.

Also there should be more assistants and teachers available, who have knowledge about Google Adwords and can be more of assistance.

The organization of this program should contact Google in advance for approval of this learning program. Because we had the problem that Google shut our campaigns down. Because of this, we lost time in this competition and we think that if we had more time, we could produce better results.



University  
of Economics  
in Katowice



Education and Culture DG

Lifelong Learning Programme