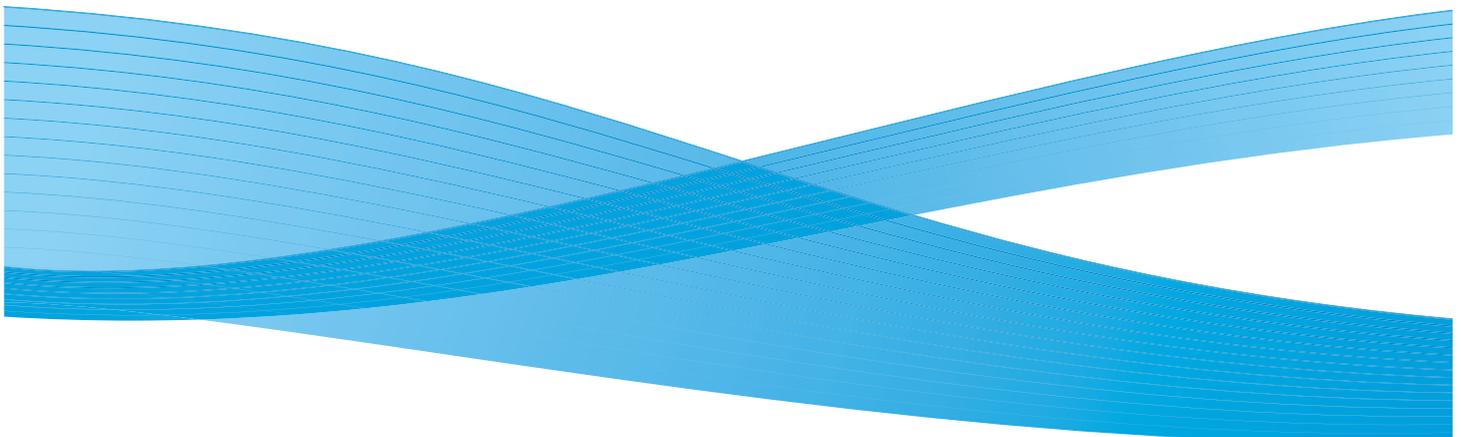


1:1 health campaign takes national spotlight ... and generates new business.



Best-of-the-Best Contest

Xerox Premier Partners Global Network



Change4Life Campaign, Digital and Offset Category

Lateral Group

Based in London, Lateral Group combines data-led strategic insight with a comprehensive range of offline and online outputs co-ordinated through a unique Integrated Communications Management (ICM) model. This marriage between print and electronic campaigns helps their clients engage their customers and in turn, helps their customers sell more through better communications while driving costs out of the process.

The company consists of four unique business groups, each specialising in distinct yet interconnected areas, including database design, analysis, new media development and personalised campaign creation. By providing a single point of contact for these diverse services, Lateral Group prides itself on making it easy for clients to co-ordinate and execute sophisticated multi-channel campaigns.

On the web:
www.lateralgroup.co.uk

The challenge

In August 2008, the Government announced Change4Life, England's first and the world's most ambitious social marketing campaign aimed at reducing rising levels of childhood obesity. A high profile launch in January 2009 concentrated on reframing the issue in terms of the consequences of obesity, which significantly increases the risk of serious disease and is currently projected to cost the British public £50 billion in the years to come.

The key objective of Change4Life was to motivate families at risk of obesity by encouraging them to respond and engage in long-term behaviour changes. To help them with this important programme, they partnered with London-based Lateral Group because of their combined expertise in database handling and multi-channel marketing capability.

The solution

The campaign started by sending one of the largest-ever questionnaires of its kind to families across England. This questionnaire asked parents to detail their children's diet and activity on a typical day, as well as other basic information. Using these responses, Lateral Group created a personalised action plan for each child featuring colourful, light-hearted visuals linked to the child's results.

With over four million variable outputs based on the questionnaire answers, Lateral Group used XMPie® and the Xerox® iGen3® 110 Digital Production Press paired with a CX Print Server powered by Creo® to turn the customised deliverable into a reality. The final package, printed on recyclable stock certified by the Forest Stewardship Council, included a *Handbook for Healthy, Happy Kids*, a personalised action plan, and a Change4Life calendar with activity stickers for families to easily track their day-to-day progress.

The benefits

This high-profile initiative was exceptionally well received and successful in encouraging the English public to adopt healthier lifestyle habits. Sign-ups were 200 percent over target, including a high proportion of at-risk families that were so vital to reach. What's more, 80 percent of responders have showed real, long-term commitment to continuing with the programme by actively opting in to receive more information from Change4Life in the future. To date, the programme is already helping 320,000 at-risk children lead happier and healthier lives.

It also had a very positive impact on the Lateral Group, who won numerous awards for the campaign—including Best Overall Solution in this year's Best-of-the-Best Contest. Their visibility in the marketplace has increased dramatically as they have achieved numerous business wins, including an extension of the Change4Life programme into Wales, a Harmful Drinking multi-channel campaign and the NHS Summary Care Records information programme. They have further attracted business from Procter and Gamble for their database work and continue to land new personalised campaign business.

