

Tuesday 1 August
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/ Virtual: Fundraising Forum – A Marketers Guide to Smokescreen Testing



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/ Welcome

Laura McLachlan, Director of Marketing and Fundraising, Worldwide Cancer Research

@WorldwideCancer



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/ Legal and Public Update

Chanelle Evans, Legal and Compliance Manager, DMA

@DMA_UK



/ **Data Protection and Digital Information Bill (DPDI)**

- A series of amendments to existing data protection legislation
- Reduce costs and burdens
- save over £4 billion
- Maintain high standards of data protection and privacy
- Legitimate Interests as a lawful basis for direct marketing
- Soft opt-in extension to not-for profits

/ UK GDPR - Legitimate interests

- Article 6 (1)(f):

processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject

- Recital 47:

the processing of personal data for direct marketing purposes may be regarded as carried out for a legitimate interest.

- Direct marketing by post
- Direct marketing by telephone (subject to adequate screening)

/ DPDI - Legitimate interests

- Direct marketing as a legitimate interest moved into main text (i.e. the articles) of UK GDPR

- Article 6 (9):

For the purposes of paragraph 1(f), examples of types of processing that may be processing that is necessary for the purposes of a legitimate interest include:

(a) processing that is necessary for the purposes of direct marketing

- Legitimate Interest Assessment (LIA)
 - Purpose
 - Necessity
 - Balancing (i.e. individual rights and freedoms)

/ PECR – soft opt-in

- Regulation 22(3):
 - You obtained personal data directly from the individual
 - You obtained these details in *“the course of the sale or negotiations for the sale of a product or service”*
 - You market your own similar products and services
 - You offer the opportunity to opt-out at the point of data capture
 - You offer the opportunity to opt-out in all subsequent communications

/ Soft opt-in example



Example



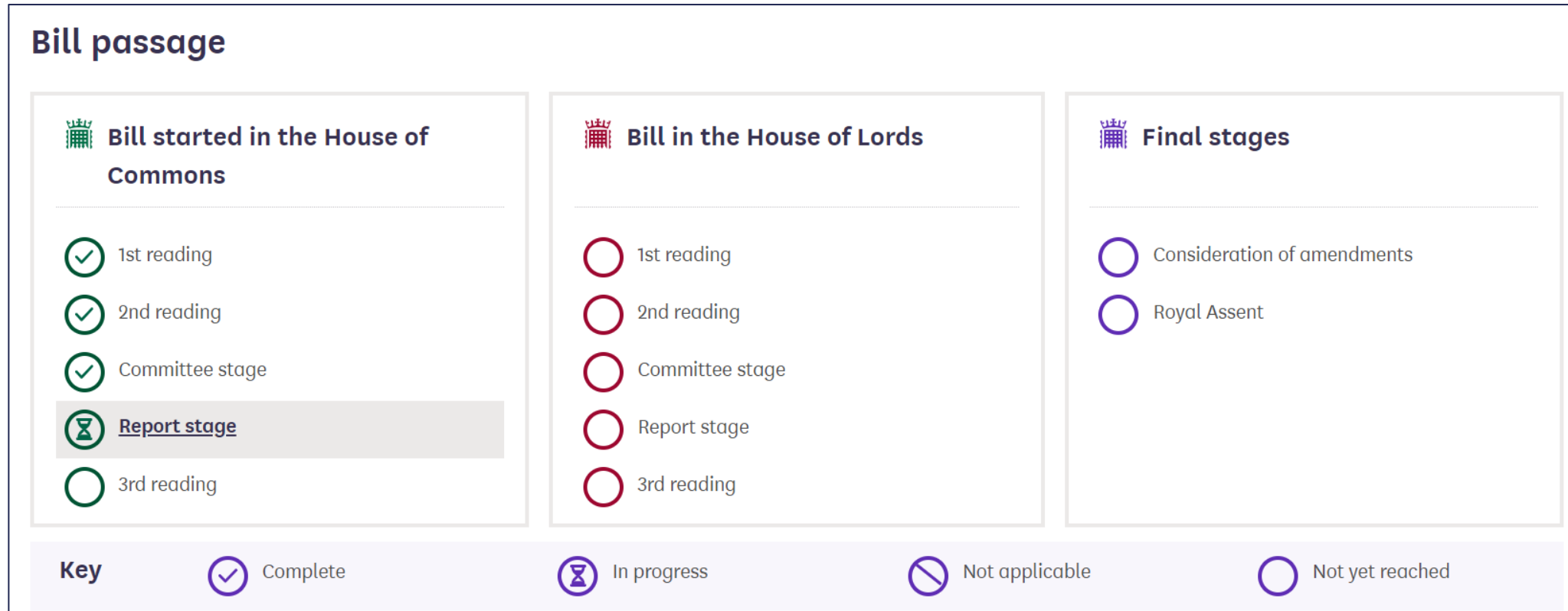
A customer buys some trainers from an online retailer and, as part of the buying process, provides their email address. The retailer provides a clear, easy to understand opt-out box when it asks the customer to provide their email address. The customer decides they want the retailer's marketing so they don't tick the box to opt out. The retailer adds their email address to its marketing database. The customer subsequently receives an email with a 10% discount code for their next purchase.

It's likely that these emails are compliant with this part of the soft opt-in.

/ DPDI – soft opt-in

- Regulation 22 (3A):
 - You obtained the personal data directly from the individual
 - Your direct marketing is *“solely for the purpose of furthering a charitable, political or other non-commercial objective”*
 - You obtained these details in *“the course of the recipient expressing an interest in or offering or providing support for the furtherance of that objective or a similar objective”*
 - You offer the opportunity to opt-out at the point of data capture
 - You offer the opportunity to opt-out in all subsequent communications

/ DPDI: what next?



<https://bills.parliament.uk/bills/3430>

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/ Smokescreen Testing

Nuala Blackshaw, Innovation Manager, Macmillan Cancer Support

@macmillancancer



Benefits of experimentation

Reduced costs



Speed



Quick Learning



Minimised risk



Experiments = testing hypotheses

Desirability – do people want this?

Feasibility – can we deliver this?

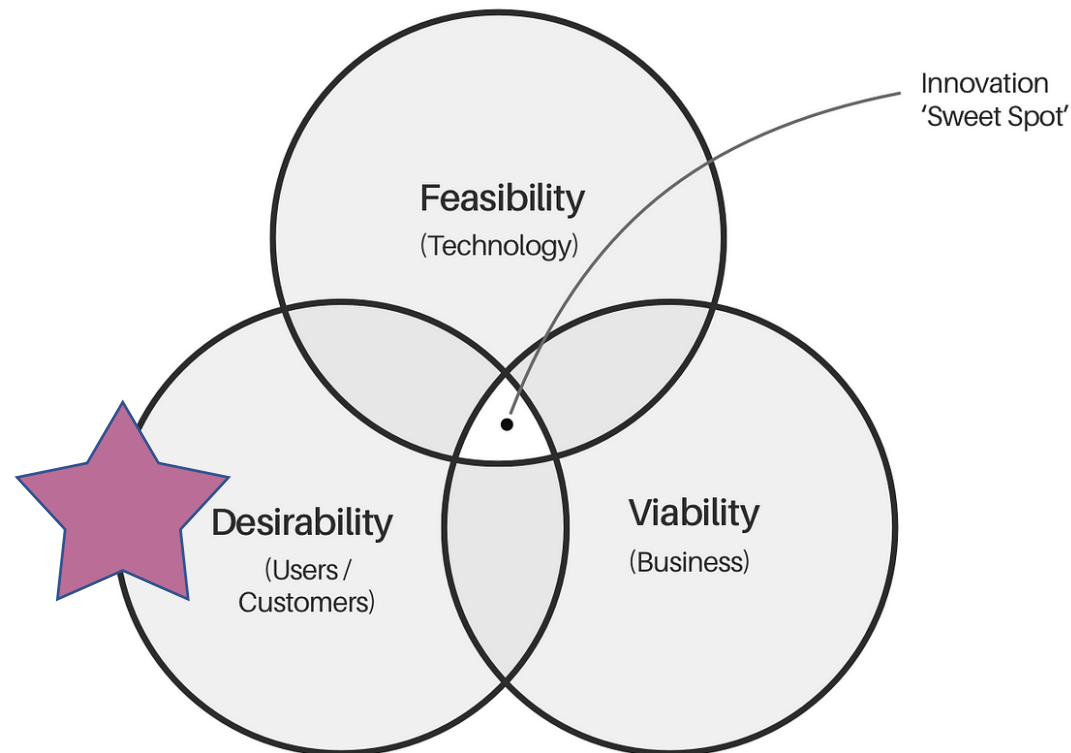
Viability – should we do this? Will it make a profit?

Experiments help us build confidence in these hypotheses before scaling.

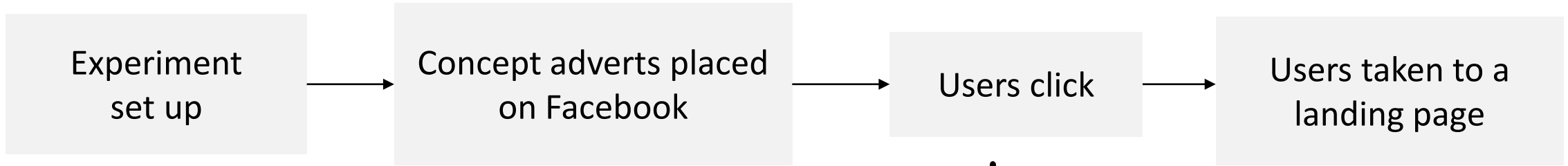


Purpose of Smokescreen Testing

To get an **initial low-risk validation of desirability** for new concepts with a cold audience before investing further resource.



How do we run smokescreen tests?



- Concept and creative developed
- Copy and target audiences approved by Compliance
- Benchmark ad obtained

- Low spend per ad for a short period (approx. 1 week)
- Measured against a benchmark advert of an existing product



KPIs are measured during campaign (link clicks, CTR, reach, comments/likes. They are measured against **benchmarks**.

Concepts that perform well against benchmarks and get positive feedback can be considered for further testing

Landing page explains that concept is still in testing and includes a **survey link** to provide feedback.

“Thank you for clicking on this ad.”

This idea is currently under development...”

Strengths

- Real time feedback from supporters
- Cheap to produce creative/copy and run ads on Facebook
- Quick turnaround (~ 2 weeks from coming up with concept to results)
- Efficient way to find out if a concept is worth exploring further

Challenges

- Avoiding misleading supporters about products that don't yet exist
- Sometimes difficulty in determining meaningful results due variables in benchmark data and only small differences in performance

CAP code on misleading advertising

3.1 Marketing communications **must not materially mislead** or be likely to do so.

3.3 Marketing communications **must not mislead the consumer by omitting material** information. They must not mislead by hiding material information or presenting it in an unclear, unintelligible, ambiguous or untimely manner.

Material information is information that the consumer needs **to make informed decisions in relation to a product**. Whether the omission or presentation of material information is likely to mislead the consumer depends on the context, the medium and, if the medium of the marketing communication is constrained by time or space, the measures that the marketer takes to make that information available to the consumer by other means.

How we remain compliant

Focus more on the *development* of the product and don't suggest that it is already in existence and that people can sign up.

- Ask questions rather than promote a specific concept 'Could you give up alcohol for 30 days?'
- Use 'could' to show it's an idea rather than an existing concept (i.e. 'Will you take part?')
- 'Learn more' rather than 'Sign up'
- Using charity logo and FR logo

These adjustments don't undermine the efficacy of the test and ensure that we aren't breaching the Code of Advertising Practice (CAP).

We haven't had any complaints or concerns from supporters about our smokescreen ads being misleading.

Any
questions?



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/ Headaches, Highlights and Horizons

Chanelle Evans, Legal and Compliance Manager, DMA @DMA_UK

Nuala Blackshaw, Innovation Manager, Macmillan Cancer Support @macmillancancer

If you have any questions you'd like answered or topics you want to see covered, please get in touch with us at

events@dma.org.uk



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/ Closing Comments

Laura McLachlan, Director of Marketing and Fundraising, Worldwide Cancer Research

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