



Improving the welfare of Broiler Chickens – 2018 / 2019 budget

Funding is required over a two year period in order to campaign for retailers and food companies to commit to the minimum broiler ask and to provide a higher welfare option by selling and increasing shelf space for RSPCA Assured chicken.

The grant will cover the following:

Two year Campaign Manager post - £80,000

A dedicated member of the campaigns team to work on the chicken campaign, to ensure the campaign and its associated work is delivered within the set timeframe. The post holder would work alongside the Farm Animals Department and also support other farm animal campaign work where required, when it wouldn't effect the broiler campaign.

Campaign activity spend - £72,000

Please note that the newly appointed Campaigns Manager would work on a detailed campaign spend, however, below is a rough breakdown on how the £72,000 could be spent to ensure we sustain effective and engaging communications over a 24 month period.

Activity	Description	Estimated spend
<i>Report and PR</i>	The broiler trials will provide the content to publish a new report on broiler chicken welfare, current market situation, consumer opinion to be used to lobby industry and create press / PR in order to raise awareness.	£15,000
<i>Interactive infographic</i>	This would present the issue in an engaging way on our website, telling the story of a broiler chicken effectively and encouraging shares and increasing reach.	£6,000
<i>Campaign materials e.g. posters, leaflets, stickers</i>	These are to make available to RSPCA branches and centres, supporters and campaigners so they can create a campaign presence offline.	£2,000
<i>Offline events e.g. campaign stands at University 'Freshers' Fairs</i>	Our supporter / volunteer campaigners will be mobilised to hold campaign stands at local events.	£10,000
<i>Regular polling for PR</i>	Public opinion polling to be used to inform the campaign, use in the report and create media hooks.	£2,000
<i>Campaign video/animation</i>	A new campaign video highlighting the plight of broiler chickens.	£12,000
<i>Hosting of social media interface on action page (over 2 years)</i>	To allow a social media presence within our webpages e.g. scrolling posts of support pulling in campaign hashtag.	£2,000

	This is an approach that we used for a campaign two years ago and would like to host again - allows user generated content on page.	
<i>Social media promotion, e.g. online ads</i>	Google Ads, Facebook Ads etc. over a 2 year period.	£5,000
<i>Action page design and development</i>	To develop an engaging 'action to supermarket' page where supporters would choose the supermarket they would like to make contact with on this issue and to send them a personalised 'call to action' message. We will also develop a creative action page to increase conversion from page visitor to campaigner.	£6,000
<i>TNS Sales Data</i>	To benchmark the current sales data of fresh chicken (whole and pieces) and use in media work on consumer sales and supermarket market share in relation to intensively farmed chicken and higher welfare chicken	£12,000
	TOTAL CAMPAIGN COSTS	£72,000