



Great British Coin Hunt Case Study

Objectives

- The Royal Mint is the 1,100 year old producer of coins for Britain and 60 other countries around the world. A core part of its business is the creation of billions of circulating coins that we use everyday.
- However, in a world where digital payments are becoming the norm, we needed a campaign that would engage the public with their coins – creating a new generation of collectors.
- We wanted to do so in part so that people collected coins from change and recognised the artistry that goes into their making.
- In addition, those who collect from change are more likely to go on to become coin collectors – purchasing coins from The Royal Mint to mark national and personal moments.



Strategy

- If you want people to collect coins, make collectable coins – and then plant them in those people’s pockets to be discovered.
- Make it “personal”: a collection that would appeal to everyone in the country, not just those who already collect or are passionate about a single topic.
- Make it “personalised”: create a collection that people could use to express themselves –as well as feeling part of a national “movement”.
- Make it “completable”: ensure that people could feel a sense of movement towards a goal –finishing their collection.
- Make it “debateable”: create conversation about the content of the coins.



The Idea

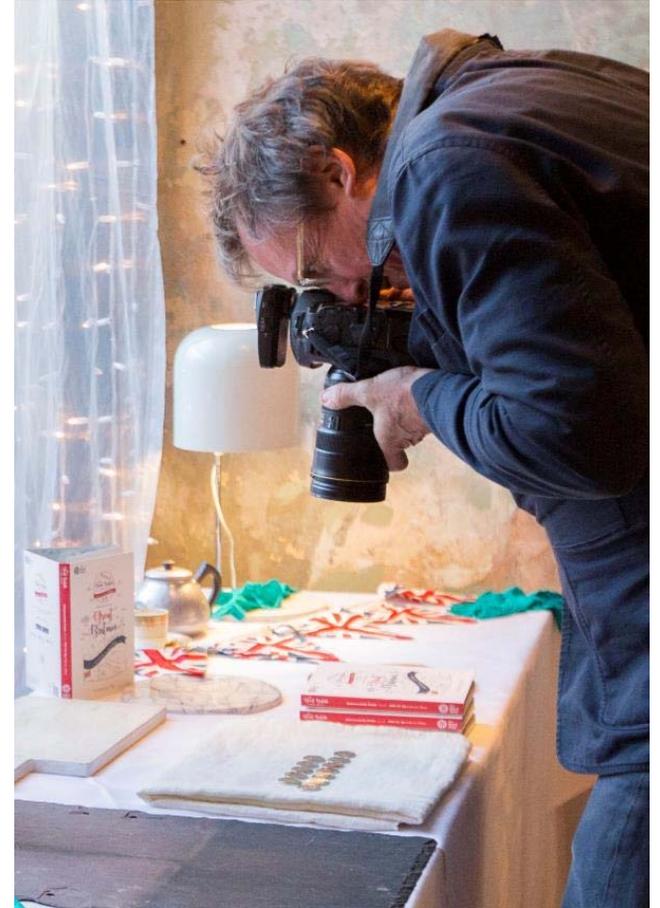
- The Great British Coin Hunt: a quintessentially British A to Z.
- We released 26 coins – with each 10 pence piece in the collection bearing a letter of the alphabet (so that people could collect and spell out names, messages, initials ... making it personal to them).
- What's more, each letter would also depict an image of Britishness –from Queuing and Zebra Crossings to Tea and English Breakfasts to Bond and the NHS –creating debate about what makes us who we are as a nation.



The Activity

Launch event

- We hosted a launch day for media to showcase the collection of coins to media the day ahead of the “launch”.
- This enabled titles including the BBC, SKY News, Daily Telegraph, Press Association and over a dozen more to come to a closed view and create their own assets.
- They captured their own bespoke imagery and both spoke to The Royal Mint’s CEO and to the team that inspired the collection.
- This meant that every media title was able to get its own spin on the story –and that each had a full day to make it uniquely theirs.
- The approach paid immense dividends because titles were able to run coverage at the same time once an embargo lifted –and we were able to act as partners to develop longer pieces that had real impact on the page and on-screen.



Activity cont.

The media output

- On day one of the campaign launch we secured over **80** pieces of broadcast coverage alone –including pieces across BBC Breakfast, BBC London, ITV morning news bulletins, BBC Newsround and interviews across the spectrum from GMB to LBC to the BBC One Show.
- At the same time we secured coverage across every major national newspaper –including full-page pieces in the Daily Telegraph, Daily Star and Daily Mirror and half pages across the Daily Mail, I Paper and The Times. We also made the Metro, Financial Times, The Guardian, The Sun and City AM –a true clean sweep.
- With the Loch Ness Monster one of the coin designs, we also pushed the Scottish titles for additional coverage –with standalone pieces including The Scotsman, the Herald, P&J and separate pieces in the Scottish editions of the national titles.
- Meantime, the national online media also covered the story –either repeating print pieces or writing standalone online pieces with additional imagery and insight.
- In total there were **27** pieces of national coverage amongst over **200** pieces of coverage at launch.

Creating debate

- As importantly, the coins created debate about what it means to be British – not something that a collection of coins often does – and in some unlikely places.
- For example, Vice Magazine wrote a piece which rated each the coins from best to worst. It's not often that The Royal Mint engages media to that degree –and creating debate was a vital part of the campaign.



The Results

Editorial output

- In all there were **281** pieces of tracked coverage for the launch of the Great British Coin Hunt.
- The coverage reached over **90%** of the UK population (which is as much of the population as can be reached through editorial media).
- All of the coverage carried the core campaign messages – that the coins could be found in change or purchased as a set from The Royal Mint and that the collection had been created to encourage a new generation of coin collectors.
- What's more, because we engaged the media early and worked alongside them to create stories, each title was able to get its own “take” on the coins.
- As a result, all 26 coins featured in the coverage and 14 different coins –from Bond and Nessie to the Angel of the North to Zebra Crossing –were heroed in the coverage (meaning that we appealed to a broad range of different people's interests).

Consumer awareness

- We ran research post-campaign and found that over **43% of the UK population were aware of the launch** and the fact that there was a new set of Alphabet coins to be found.
- Of those people, 68% were aware that The Royal Mint was responsible for the creation of the collection and, most encouragingly, 52% said that the Great British Coin Hunt would inspire them to check their change and collect the coins –12 million people.

Finally, as a result of media relations alone, there were 150,000 visitors to The Royal Mint website to buy the A to Z coins as collector pieces in the first day.

Most important, based on consumer research, it has inspired thousands of people to “check their change” and has started them on the path to coin collecting –valuing The Royal Mint as a Great British institution at the same time.

