



BECAUSE
EVERYONE
NEEDS A LITTLE *ltc*

Campaign Overview and Key Learnings

*A case study from the Licensed
Trade Charity*

What the next 15 minutes will look like:

- *Campaign Overview*
- *The Strategy Behind It*
- *Results & Impact*
- *Key Learnings*



The Problem We Faced

We Needed a New Approach

Before COVID, our 'Time to Talk' campaign had successfully raised awareness. But the pandemic hit the hospitality sector hard, with more people than ever in crisis and we needed a new approach.

Key challenges:

*-Awareness **wasn't** reaching junior staff and we wanted to grow awareness across the industry .*

*-Some were reluctant to seek help from a charity—not because they **didn't** need support, but because they **didn't** view themselves as needing charity and were hesitant to ask for help.*



The Solution - Because Everyone Needs a Little TLC

Reaching the Right People, with the Right Message

- *Concept: Leverage the connection between LTC (Licensed Trade Charity) and TLC (Tender Loving Care).*
- *Inclusive messaging: No matter your role in the industry, we all need a little TLC sometimes.*
- *Focus on real people: Collaborated with industry operators and leaders to capture personal stories, putting real licensed hospitality workers at the centre of the campaign.*





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It's good to know that there is somebody there to look after you, from the industry, that understands what you are going through.

Reach out and make sure you get the *tlc* you need and you can get back to doing what you do best.

Kate Nicholls
CEO UK Hospitality

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Campaign Mechanics

Key Channels:

- *Impactful video featuring industry leaders.*
- **Social Media:** 'Thunderclap' campaign where organisations and industry leaders posted personal messages.
- *PR outreach to key trade publications (Bar Magazine, Restaurant, The Morning advertiser, Dine Out).*
- *Paid media and operator partner promotions.*

Creative Assets:

- *Support Packs: Distributed over 3,500 pubs, bars and breweries across the UK.*
- *Merchandise: Water bottles, tote bags, love heart sweets, NOTHING WAS SAFE!*
- *Events: Roller banners, exhibition materials.*



We Even Brewed A Beer!







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Whether you're a server or sous chef, bartender or brewer, we're always here when you need a little TLC.

With over 200 years' experience serving drinks people, the LTC can help you get back to your best, whatever you're going through.

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Engaging with our Audience

- *We humanised the message, ensuring it resonated with everyone in the industry by showcasing the struggles faced by hospitality leaders.*
- *Real people + being open, honest and authentic = Higher engagement.*



The Impact

- *800,000+ people reached.*
- *58% increase in calls to the helpline (compared to the same period in 2022).*
- *Increased visibility of the LTC services, leading to more targeted support.*



Key Takeaways for Creating Impactful Campaigns

1. Know Your Audience:

- *Our research showed that junior staff didn't know about the LTC and the services on offer. Tailoring your message for the audience you're trying to reach ensures deeper engagement.*

2. Storytelling is Powerful:

- **Personal stories humanise your cause. It's not just about services—it's about real people.** *Use those stories to drive home your message.*

3. Partnerships Elevate Your Reach:

- *Working with pub companies and people across the licensed hospitality industry gave us access to a wider network.*



4. A 360° Approach Works:

- *Combine social, digital, PR, and on-the-ground strategies. Repetition and consistency are key in embedding your message.*

5. Keep the Conversation Going:

- **Campaigns don't end with a single event. Continue with follow-up PR, engaging content, and future initiatives to stay relevant.**



Final Thoughts

The ‘Because Everyone Needs a Little TLC’ campaign was more than just raising awareness—it was about creating a culture where it’s okay to ask for help

The most powerful campaigns are those that not only reach people but resonate deeply and make lasting change.



Cheers To That!

Questions?

