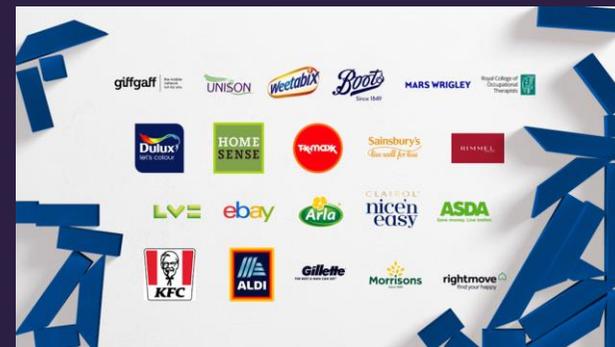


#ClapForOurCarers

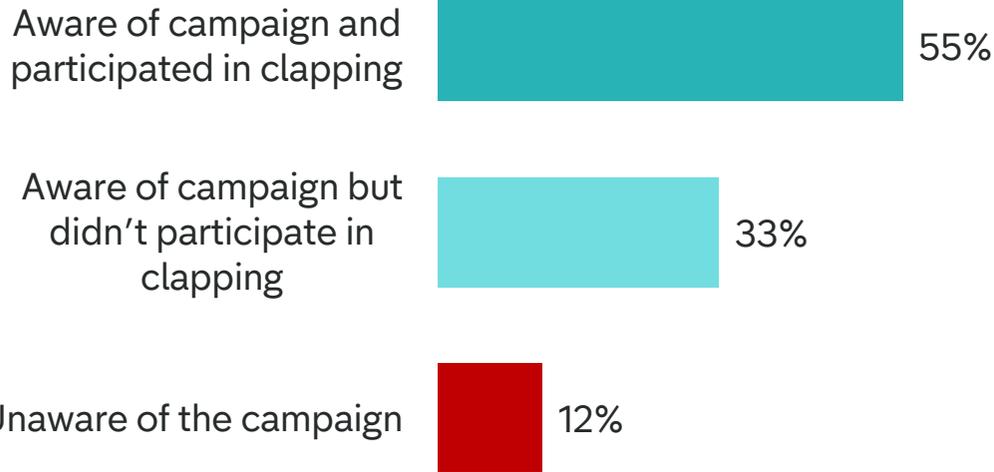
As we clap for our carers

Channel 4 and our Advertisers

Want to say thank you



88% of people were aware of #ClapForOurCarers, with over half joining in on Thursday at 8pm



The top listed words for how it made people feel were 'proud', 'emotion' and 'good'

"It was **really lovely**, and beyond showing **appreciation** for key NHS workers/other carers, it gave me a sense of community as I hadn't seen any of my neighbours due to isolation but heard them clap."

"I found it very **moving** and loved how it brought so many people together and **showed our thanks** for the people who deserve it"

"**Proud**, I am an NHS worker myself and am **honoured** that so many people took part in an iconic event showing their **gratitude**"

"It was **overwhelming** and it was the first time I've been **moved** by the actions of our society for a very long time."



On Friday 27th
Channel 4 joined
forces with 42
advertisers to show
solidarity and
support for the NHS
by creating a
special ad break
takeover which
aired in Channel 4
News at 7:45pm

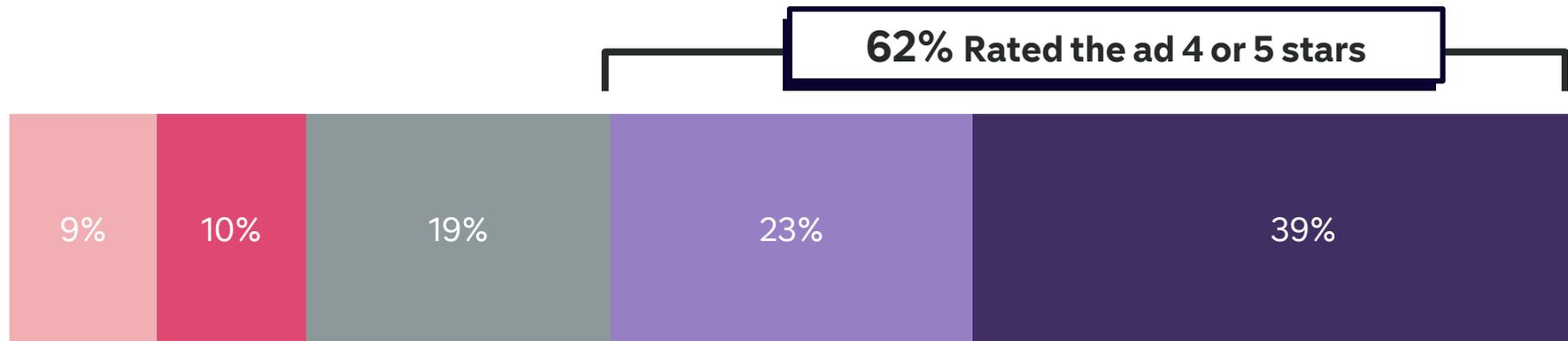
Channel 4 and the following advertisers
Would like to show
our support

By clapping for our carers



62% rated the special ad takeover 4 or 5 stars, significantly above the benchmark

■ 1 ■ 2 ■ 3 ■ 4 ■ 5



"All of these brands are **there supporting** all of those who have helped us in this painful time and that we are **all working together** as a community. Also, that they are there for us."

"That many brands **stand by the NHS** and are **thankful for their support** during these times."

"The main message is about different brands **coming together** to show that they are taking part in this moment. They are **coming together no matter their differences to show their support**"

4-5 Rating Norm: 45%



#ClapForOurCarers MARS WRIGLEY



#ClapForOurCarers JUST EAT

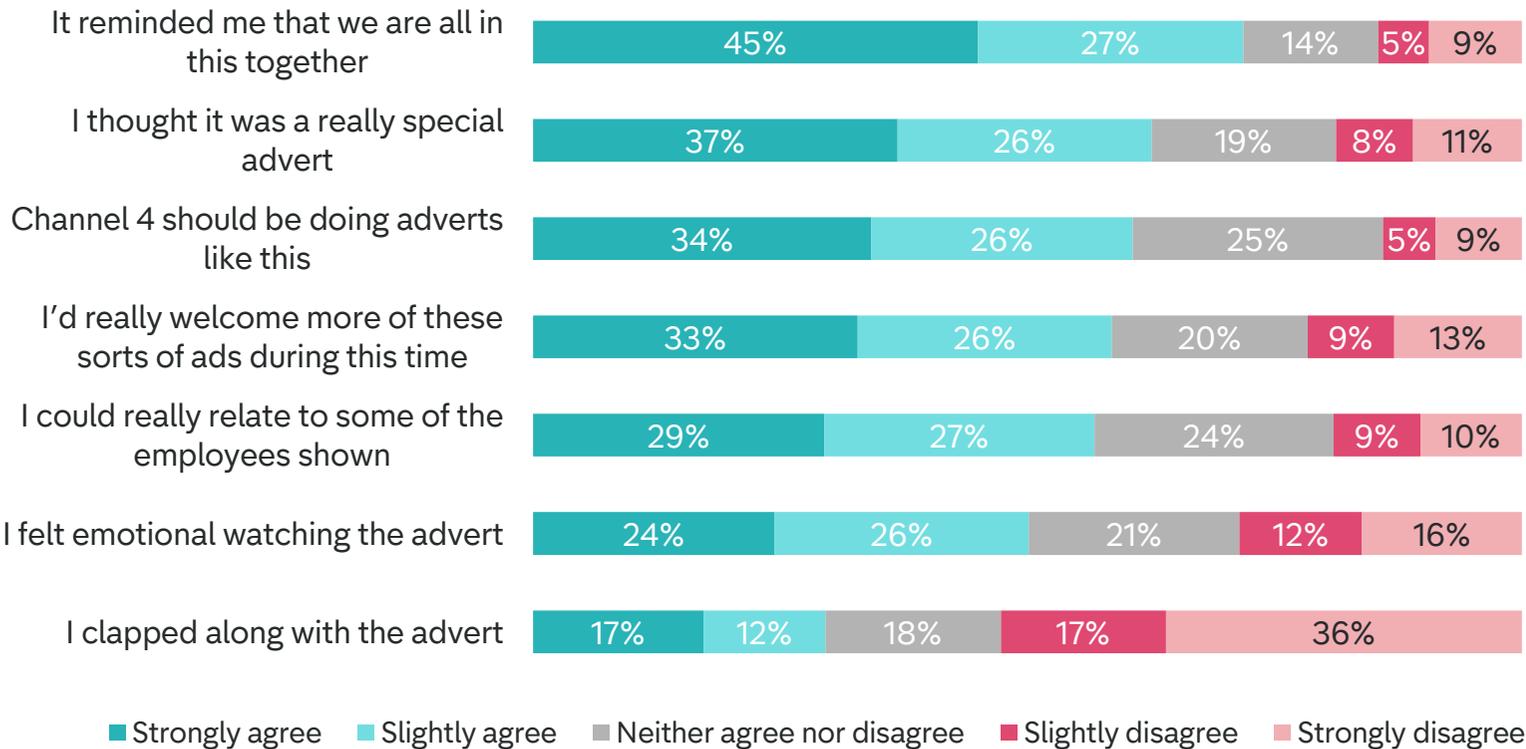


#ClapForOurCarers TSB



#ClapForOurCarers KOSHER

The ad promoted a sense of togetherness! 72% were reminded that we are all in this together, with 60% wanting to see more of this type of ad

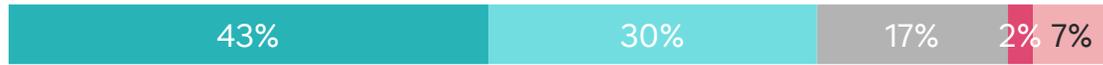


The campaign had a **positive impact** the brands involved. **73%** of people thought it was **great to see brands doing their bit to help**

I like it when brands do something a bit different



It's great to see brands doing their bit to help during this time



I'd love to see more brands getting involved in this sort of stuff



It showed me a different side to these brands



I feel more positively about the brands involved after watching the clip



■ Strongly agree
 ■ Slightly agree
 ■ Neither agree nor disagree
 ■ Slightly disagree
 ■ Strongly disagree



#ClapForOurCarers

Jeep



#ClapForOurCarers

Andrex



#ClapForOurCarers

Quorn



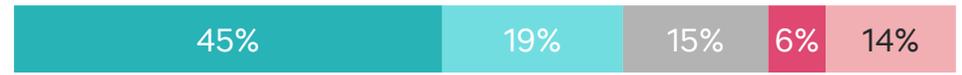
#ClapForOurCarers

AA Drive Smart



As a result of watching the ad **42%** said they would **talk about it with others** and **56%** had been inspired to **look into ways they could help**

Take part in Clap for our Carers if it happens again



Look into ways I can help during this time



Talk about the clips with my family/friends



Promote the campaign on my social media account



■ Very likely
 ■ Quite likely
 ■ Neither likely nor unlikely
 ■ Quite unlikely
 ■ Very unlikely

Q: As a result of watching the clip, how likely/unlikely are you to do the following? Sample = 819 Adults 16+