

# PIP Fails



## Gamifying our campaign on disability benefits

20 MAY 2020



# Campaigning at the MS Society

Too many people affected by MS in the UK have to fight for the treatments, services, care and support they need.

Together, we campaign on a range of issues including:

- Benefits and financial support
- Social care
- Access to treatments



**Raise your voice**

**for people with MS**

**#SpeakupforMS**

# JUNE 2018

We launched our campaign to scrap the PIP 20 metre rule, with a petition of over 36,000 signatures.

## APRIL 2019

We published research showing the 20m rule was costing the UK Government millions more than it would save.

8,000 of us emailed Amber Rudd MP to call for change.

## What's your 20 metres?



20 metres

#ScrapPIP20m



# Planning the next phase

The next phase: the PIP assessment process

Our new report found:

- Unnecessary barriers at every stage
- Assessors not understanding MS
- Inaccurate decisions based on 'informal observations'

**Action:** An open letter to the next UK Government, calling for an assessment process we can trust

# The goal: Engaging a wider audience

We wanted a creative asset to engage wider audiences and increase signatures to the open letter

- Informed by our community
- Striking the right tone
- Quick to create
- Low barrier to entry



Can you make sense of the PIP process?

Take our quiz to find out!

Navigate your way through people's real-life experiences of applying for PIP

Start quiz ≡

# The quiz



## Can you make sense of the PIP process?

Take our quiz to find out!

Navigate your way through people's real-life experiences of applying for PIP

Start quiz 

# The quiz

1 of 4



When Liz was assessed for PIP, her assessor wrote that she could chop vegetables for a meal – was this because:

- ☐ a) Liz told her assessor she could do it
- ☐ b) a letter from Liz's MS nurse said she could do it
- ☐ c) her assessor saw her pick up her handbag during her assessment



# The quiz


1 of 4



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- ☐ b) a letter from Liz's MS nurse said she could do it
- ☐ c) her assessor saw her pick up her handbag during her assessment

No, the correct answer is C – Liz hasn't cooked for five years because she's at risk of injuring herself. But her assessor said that being able to take her purse out of her bag meant she'd be able to prepare vegetables for a meal.

Next 



# The quiz



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- ☐ b) a letter from Liz's MS nurse said she could do it
- ☐ c) her assessor saw her pick up her handbag during her assessment

No, the correct answer is C – Liz hasn't cooked for five years because she's at risk of injuring herself. But her assessor said that being able to take her purse out of her bag meant she'd be able to prepare vegetables for a meal.

No, the correct answer is C – Liz hasn't cooked for five years because she's at risk of injuring herself. But her assessor said that being able to take her purse out of her bag meant she'd be able to prepare vegetables for a meal.

You're right! Liz hasn't cooked for five years because she's at risk of injuring herself. But her assessor said that being able to take her purse out of her bag meant she'd be able to prepare vegetables for a meal.

# The quiz

PIP Nov Quiz - FINAL

Pages: Page 1 ✖ Redirect

Text block

When Liz was assessed for PIP, her assessor wrote that she could chop vegetables

- ☐ a) Liz told her assessor she could do it
- ☐ b) a letter from Liz's MS nurse said she could do it
- ☐ c) her assessor saw her pick up her handbag during her assessment

No, the correct answer is C - Liz hasn't cooked for five years because she's at risk

No, the correct answer is C - Liz hasn't cooked for five years because she's at risk of injuring herself

You're right! Liz hasn't cooked for five years because she's at risk of injuring herself

☐ Add mobile version

Source

```
1 <div class="quiz-question">
2 <div class="quiz-row quiz-row">
3 <div class="quiz-col quiz-col-left" style="background-image: url(https://aafla18515d4be792f78
-c27fdabe952dfc357f2ebf5c8897ee.ssl.cfs.rackcdn.com/1692/MS_Society_Liz9918_crop2.jpg?v
=1573149252000)"><div>
4
5 <div class="quiz-col quiz-col-right">
6 <div class="quiz-question-text">When Liz was assessed for PIP, her assessor wrote that she could
chop vegetables for a meal &ndash; was this because:</div>
7
8 <div class="quiz-answers">
9 <div class="quiz-answer"><input class="en_field_input en_field_input--radio quiz-answer
-input" type="radio" /> <label class="en_field_label en_field_label--item quiz-answer-label"
>a) Liz told her assessor she could do it</label></div>
10
11 <div class="quiz-answer"><input class="en_field_input en_field_input--radio quiz-answer
-input" type="radio" /> <label class="en_field_label en_field_label--item quiz-answer-label"
>b) &nbsp;letter from Liz's MS nurse said she could do it</label></div>
12
13 <div class="quiz-answer"><input class="en_field_input en_field_input--radio quiz-answer
-input" type="radio" /> <label class="en_field_label en_field_label--item quiz-answer-label"
>c) her assessor saw her pick up her handbag during her assessment</label></div>
14 </div>
15 </div>
16 </div>
17
18 <div class="quiz-row quiz-row2">
19 <div class="quiz-explanation">No, the correct answer is C &ndash; Liz hasn't cooked
for five years because she's at risk of injuring herself. But her assessor said that being
```

Cancel Save

# The quiz

2 of 4



Which of these actually happened when someone with MS was assessed for PIP?

- ☐ a) Their assessor commented on the size of their garden
- ☐ b) Their assessor tickled their hand with a feather
- ☐ c) They were asked over and over again how they would eat a boiled potato

# The quiz

3 of 4



True or false: You should dress smartly for your assessment

☐ a) True

☒ b) False

Yes, apparently it's false – you actually might not want to look too smart for your assessment – Paula had her hair styled by a hairdresser before her assessment. So her assessor assumed she could wash her hair herself. But as Paula said “Why should I look like an ill person?”

Next ∨

# The quiz

4 of 4



When did Joanne's assessment start?

- ☐ a) When she arrived at the assessment centre
- ☐ b) When she shook the assessor's hand
- ☒ c) When the assessor asked their first question

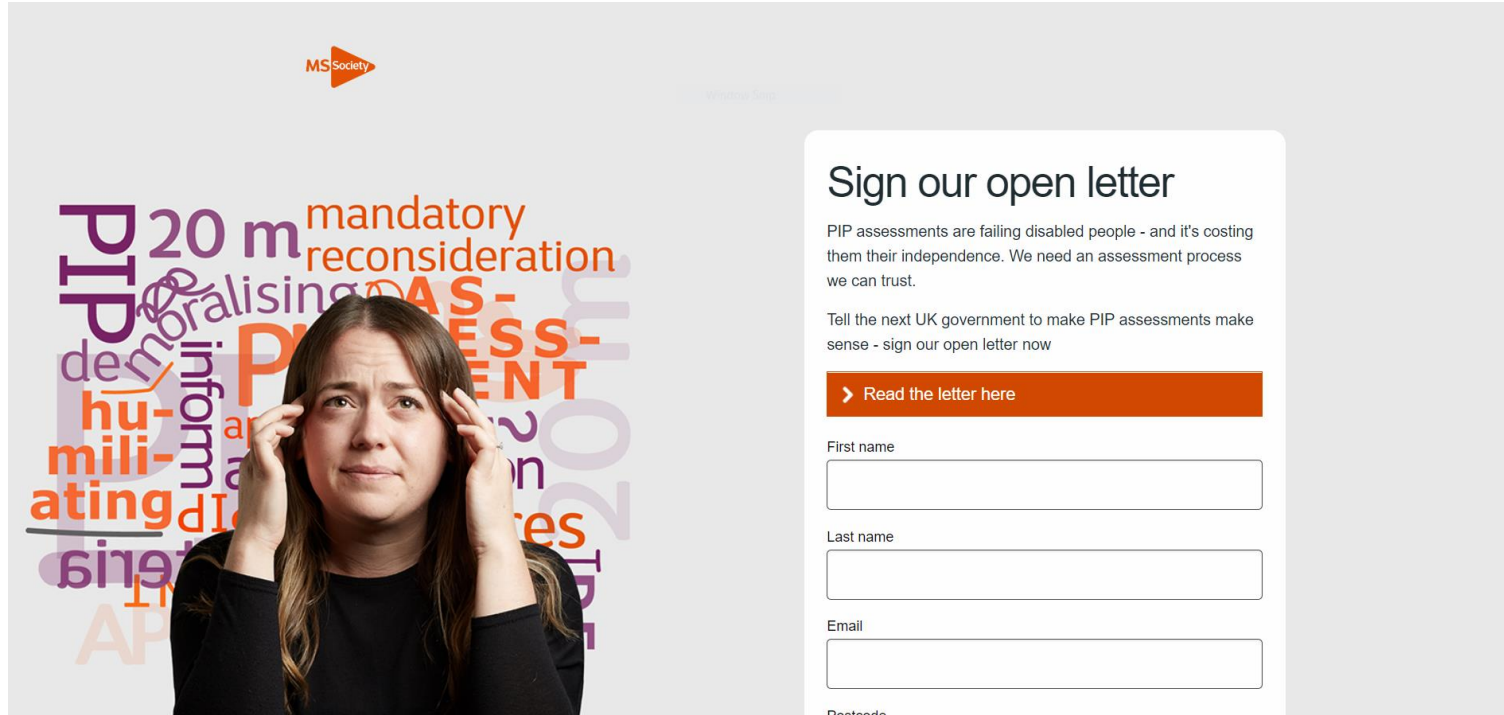
No, the answer is A – Joanne's assessor observed her walking to the assessment room and used this to decide she could regularly walk more than 20 metres. This meant she didn't qualify for the highest level of support.

Stories like this shouldn't be happening – we need an assessment process we can trust. With a general election fast approaching, we've written an open letter to the next UK Government calling for change. Will you help by adding your name?

Add your name



# The open letter



The screenshot shows a campaign page for the MS Society. On the left, a woman with long brown hair, looking distressed with her hands to her head, is superimposed over a word cloud. The word cloud contains terms like 'PIP', '20 m', 'mandatory reconsideration', 'demoralising', 'assess-ment', 'humiliating', 'informal', 'appeals', 'processes', and 'appeals'. The MS Society logo is in the top left. On the right, a white box contains the text 'Sign our open letter', followed by a paragraph about PIP assessments failing disabled people and costing them independence. Below this is a call to action: 'Tell the next UK government to make PIP assessments make sense - sign our open letter now'. A prominent orange button with a right arrow and the text 'Read the letter here' is provided. Below the button are three input fields for 'First name', 'Last name', and 'Email', and a partially visible 'Postcode' field.

MS Society

## Sign our open letter

PIP assessments are failing disabled people - and it's costing them their independence. We need an assessment process we can trust.

Tell the next UK government to make PIP assessments make sense - sign our open letter now

[Read the letter here](#)

First name

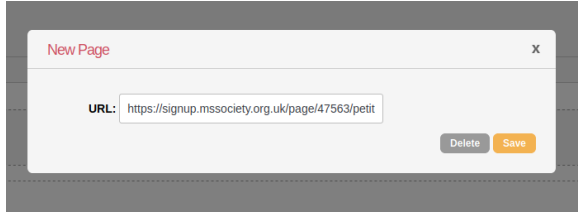
Last name

Email

Postcode



# Tracking



## Tracking link on redirect

- To know how many people signed the open letter after doing the quiz
- Also GA / tag manager event tracking on button at end of the quiz
- Tracking across channels

# How we got our supporters there



## Dear MS Society Email,

As the general election fast approaches, all the political parties are deciding their future plans. This is our chance to call on the next UK government to make PIP assessments make sense – [will you join our call?](#)

We've written [an open letter](#) to send a clear message to the next UK government: **PIP assessments are failing people with MS.** We need a PIP assessment process we can trust. Decisions need to be backed up by evidence not assumptions, and assessments carried out by people with good knowledge of MS.

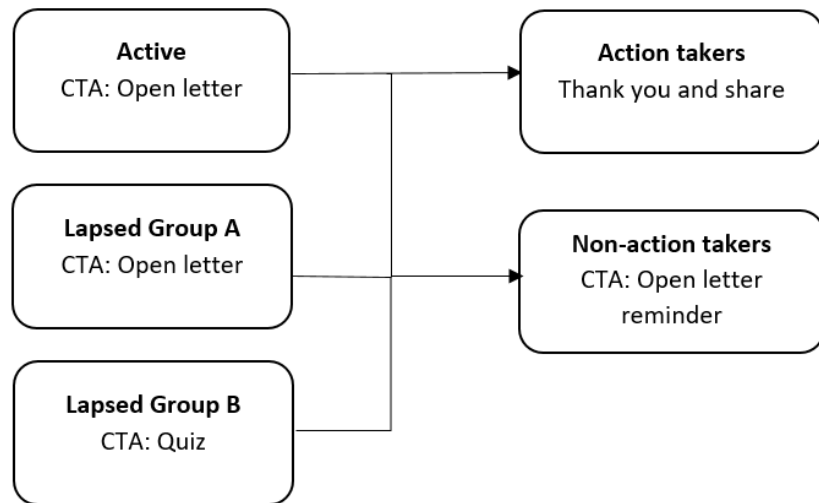
We need as many signatures as possible, so please [sign the letter](#) and share it far and wide.

[Add your name →](#)

## A mixture:

- Social (Facebook, Twitter and Instagram organic and ads)
- Email
- PPC

# Email targeting



A short journey over three weeks, broken down into:

- Active and lapsed members of the Campaigns Community
- Slightly different messaging per nation
- Tested two CTAs on lapsed group, but no conclusive difference

# The numbers

Marketing Benchmark monthly	Open rate %	Click to open %	Unsubscribe %
MS Society	33.35%	32.25%	0.10%

## Launch emails

### Active:

Open rate: 33.69%

Click to open: 41.15%

### Lapsed:

Open rate: 31.19%

Click to open: 36.52%

## Reminder emails

### Action takers:

Open rate: 53.47%

Click to open: 19.28%

### Non action takers:

Open rate: 24.42%

Click to open: 34.88%

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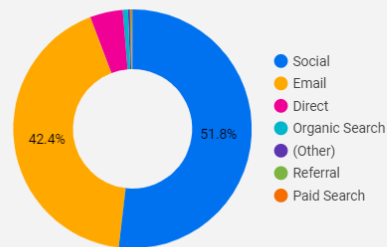
Click to open: 19.28%

### Non action takers:

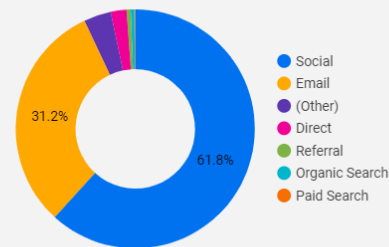
Open rate: 24.42%

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Quiz Landing page



Open letter complete



# The numbers

Quiz landing page

2,380

Quiz complete

1,142

Of the 1,142 who completed the quiz, 861 went on to complete the open letter – a 75% conversion



# Outcomes & Reflections

Overall, we found:

- 75% of those who completed the quiz and clicked through to the open letter went on to sign it
- A direct approach still seemed the better route for our more engaged supporters – overall conversion on the open letter was higher than the quiz to open letter route

**In future:** Consider putting more weight behind the quiz to test with a larger audience

# Outcomes & Reflections



21,042 people signed the open letter, which we delivered to 10 Downing Street in January 2020.

# Thank You.

Check out the quiz at: [www.mssociety.org.uk/pipquiz](http://www.mssociety.org.uk/pipquiz)

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