



HM Revenue  
& Customs

Unclassified

*Research report*

# Real Time Information Campaign Tracking

Tracking awareness of the RTI marketing  
campaign among micro employers

**Corporate Communications - Marketing**

**06 January 2014**

Behavioural Evidence & Insight Team

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## Real Time Information Market Campaign Tracking

### *About Marketing*

The marketing team plan and deliver integrated campaigns and products to enhance awareness of HM Revenue & Customs (HMRC) products and services, to influence our customers' behaviours and help deliver HMRC strategic objectives.

We support our colleagues in delivering our Vision. We influence product design, distribution channels, our working environment and all other areas of our customers' experience through our work on printed material, signage, environments, intranet and internet and tone of voice.

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## Real Time Information Market Campaign Tracking

### *Research requirement (background to the project)*

Real Time Information (RTI) is a government priority aimed at improving PAYE for employers, taxpayers and HMRC. RTI is considered essential to the successful introduction of Universal Credit by the Department of Work and Pensions.

In 2013, HMRC issued a Real Time Information marketing campaign over press, online and radio channels. The focus of the campaign was on the action that needed to be taken by businesses with fewer than 10 employees to align with the new RTI requirements – especially software requirements.

As part of the campaign, the Cabinet Office required that the activity be tracked, in order to determine its effectiveness. This involved research before the campaign, to establish a baseline, and after the campaign, to establish its impact. The overall objective of the research was to determine how the marketing campaign performed.

### *When the research took place*

There were two waves of research. The first took place in February 2013, prior to the marketing campaign. The second took place in April 2013, after the marketing campaign.

### *Who did the work (research agency)*

The research was undertaken by the research agency BDRG.

### *Method, Data and Tools used, Sample*

Telephone interviews were conducted with 165 micro employers (1-9 employees) using a market research omnibus (a monthly survey from which organisations pay to include their questions).

### *Main Findings*

**Awareness of RTI:** awareness among micro-employers rose from 66% in February to 87% in April. The greatest levels of awareness after the campaign were seen in those who do not use an agent.

**Awareness of advertising:** advertising recall remained at about 50% between February and April. This awareness is driven by third party communications and other HMRC campaigns. In the February tracking, over half of employers thought they had seen RTI campaign material *before* the campaign took place. This mistaken belief could be caused by any communications from a third party or from HMRC itself being seen as

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'advertisements', or by customers recalling other recent high profile HMRC campaigns. Online RTI Advertising is the *most* recalled, followed by press, and then radio.

### Awareness of the campaign

- 16% of the population recalled at least one of the campaign formats *after prompting*
- Prompted awareness was highest for press advertising (12%) and lowest for online advertising (5%)
- No respondents spontaneously recalled *any* of the creative elements of any of the (HMRC or third-party) advertisements they had seen or heard
- 3 out of 10 micro-employers downloaded RTI software as a result of seeing/hearing the HMRC RTI Campaign.