

Case Study



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The importance of a communications campaign when introducing a new coin

Successfully introducing a new coin to replace an existing coin, or to convert a banknote to a coin, requires a communications campaign to engage cash-handling industries and the public.

Details at a glance	
Client	Her Majesty's Treasury (UK Ministry of Finance)
Project type	Recoinage with increased coin security
Denomination	£1
Product specification	Nickel-brass outer, nickel-plated alloy inner
Date of issue	28 March 2017
Volume	1.5 billion pcs
Project duration	3 years plus planning



Implementing a communications campaign

The successful launch of the new 12-sided £1 coin and the subsequent reclamation of the previous £1 coins, the 'round pound', was the result of careful and inclusive planning. It required the involvement of key stakeholders across a variety of cash-handling industries, together with an effective public communications campaign.

"This was a project years in the making and I'm delighted to see it conclude with businesses ready for the change and the public readily accepting their new £1 coin. We look forward to continuing to work with countries globally to help them introduce new efficient currency structures by successful implementation of communications campaigns, along with the careful planning of the new coins."

Andrew Mills
Director of Circulating Coin, The Royal Mint

"The successful transition to the new £1 coin was a result of the close partnership working between Her Majesty's Treasury and The Royal Mint. The communications campaign we developed together ensured businesses were ready for the change and that the public awareness and confidence in the new coin was high."

Mario Pisani
Deputy Director, Debt & Reserves Management,
Her Majesty's Treasury

The impact on the industry and the general public

To introduce any new coin effectively, it is vital that the public recognises, accepts and is able to use the new coin when it arrives in their change. As well as a good public education campaign, the entire landscape of cash-handling industries needs to be prepared for the new coin and to understand their role within the launch:

- to identify their coin-handling equipment
- to contact their coin-handling equipment provider in relation to any upgrades
- to inform their staff about the new coin
- to contact their banks and cash-in-transit providers in relation to arrangements during the co-circulation period

There are more than 5 million businesses registered in the UK, including approximately 300,000 retailers, so clear communication and liaison with the key sectors was essential. Those affected included organisations in the cash services industry, coin-handling equipment manufacturers and representative organisations and companies in sectors with high cash transactions including the retail, transport, leisure and vending sectors.

Case Study – Communicating the launch of a new coin

The business communications campaign

To prepare businesses for the new £1 coin a business communications campaign was launched in October 2016, five months before the introduction of the coin.

A website was developed with a short film, important launch dates and downloadable posters and leaflets for training and communication purposes. A range of social media platforms were used to communicate generic and targeted messages to key industry sectors.



Business sectors with high cash transactions were targeted with social media posts across The Royal Mint's LinkedIn, Facebook and Twitter platforms. Key social influencers, including general business and key sector bloggers, were engaged. Targeted advertising on LinkedIn and Facebook was used to relay our key messages about upgrading equipment, training staff and making arrangements for the co-circulation period. We also published a Business Webinar on our YouTube channel to prepare businesses for the coin.

Just one month after launch there had been over 100,000 website views, 275,000 video views and 100,000 social media engagements. Over 500 articles were published across trade media. Industry Readiness Surveys were distributed on a quarterly basis to track the effectiveness of the communications campaign and to assist industry readiness prior to the introduction of the new £1 coin.

The public campaign and media launch

The public campaign, three months ahead of the coin going into circulation, brought awareness of what the coin looked like, announced the launch date and also communicated how and when UK residents could return their old £1 coins.

The media plan for the introduction of the new coin led to over 4,000 pieces of coverage, in total, across national and regional print, broadcast and online mediums - over 900 pieces of coverage were achieved on the day of the coin launch. Digital communication activities and social media were also effective with:

- 500,000 page views on the website
- Over 30,000 downloads of the training materials
- Nearly 1 million video views
- Over 1.2 million social media engagements

The reclamation of approximately 1.7 billion round pound coins was a challenging objective, but was helped by the public campaign.

Following the launch of the public communications campaign, public surveys were distributed to assess awareness and coin approval ratings.

Support from The Royal Mint

In recent years, The Royal Mint has supported and collaborated with central banks around the world to ensure successful coin launches by creating posters showing the design of the new coin, as well as providing samples. Delegates from central banks and mints are also welcome to attend The Royal Mint's unique week-long Coin Management Training Programme, where they learn about all aspects of the cash cycle and coin production, to help issuing authorities improve efficiencies with existing currency and planning for the future.

The Royal Mint's experts can guide you through the considerations. We deliver a quality product, to your specification, to an agreed timescale and at a competitive price. To find out more please contact:

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