



feature**link**

**CO
OP**



Case Study – The Co-Operative

The Co-Operative

"I don't know if I'd want very much."

No matter how simple or elaborate you want your funeral to be, we offer a range of fully guaranteed Funeral Plans starting from £2870*.

We can help you start the conversation. Contact one of your local funeral homes throughout the Fylde Coast for a FREE information pack.

Fleetwood Funeralcare
135 Poulton Road, FY7 7AP
01253 772 111
coop.co.uk/funeralcare

CO
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£125 off
until 30 November 2017*
~~£2,995~~
£2,870

FPA
FUNERAL
PLANNING
AUTHORITY
REGISTERED



Use your Co-op Membership card to earn **5% for you and 1% for your community** when you **arrange and pay for a funeral or buy a Funeral Plan** with us.

Restrictions and exclusions apply, see membership site at coop.co.uk/membership. Offer not available in independent societies including Middlesbrough, Central England, Southern or Cheshire. Star co-operatives.
*Based on £125 discount below from the offline price of a Simple Funeral Plan at £2995 for Plans purchased between 29 May 2017 and 30 November 2017 (see below). Please present voucher at time of purchase at the promoter funeral home. App fees and availability vary across the UK. Co-op Funeral Plans do not include the cost of buying a grave. Terms & conditions apply, see coop.co.uk/membership. Co-op Funeralcare is a trading name of Funeral Services Limited, a registered society registered in England and Wales with registration number 308788 and registered office at 1 Angel Square, Manchester, M4 6AC. VAT registered AD 3 2346 04. Part of Co-operative Group Limited.

The aim of Co-Operative's Funeral care is to provide clients and their loved ones with the best possible care. This campaign was to help support individuals with their funeral arrangements and to encourage people to start thinking about their own plans.

The challenge

Many individuals were not aware of the Co-Operative's funeral services provided. Thanks to Featurelink the campaign helped to generate awareness for the Co-Operative whilst softly encouraging people to think further on the subject.

Funerals from £1,995*

At Co-op Funeralcare we've been supporting local families with arranging funerals for 100 years.

We'll guide you through the process and be on hand 24/7.

Contact your local funeral home in Nottingham.

Triumph Road Funeralcare
7 Triumph Road, NG7 2GA 0115 978 5171

Clifton Funeralcare
Farnborough Road, NG11 9DF 0115 945 6484

Sherwood Funeralcare
605 Mansfield Road, NG5 2FW 0115 962 6403

coop.co.uk/funeralcare

*Price excludes third party fees. Co-op Funeralcare is a trading name of Funeral Services Limited, a registered society registered in England and Wales with registration number 308088R and registered office at 1 Angel Square, Manchester, M6 0AQ. VAT registered 403 3146 04. Part of Co-operative Group Limited.

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You've thought about it, but have you talked about it?

Did you know?

Two thirds of people have thought about the kind of funeral they may like, but only four in ten have actually spoken to friends or relatives about it.[†]

We know it's not easy talking about funerals, whether it's what you want for your own funeral or asking a family member what they'd like for theirs. Even though it might feel difficult or awkward, the most important thing is that you start the conversation. The sooner you start talking about it, the sooner you'll wonder what all the fuss was about.

We can help you start the conversation...

Haven't thought about it yet or don't know where to start?

Here are some thoughts to help you to start thinking and talking about what you'd like for your own funeral wishes or to help you to have the conversation with a loved one.

- Would you prefer a burial or cremation?
- Have you thought about where you'd like to be buried?
- Where you'd like your ashes scattered?

- Where would you like the funeral to take place? Do you have a preferred church or crematorium? A preferred minister or officiant?

- Who would you like at your funeral? Do you want them to wear anything specific – some people like guests to wear bright colours, for example.

- Do you have a preferred funeral home or funeral director?

- Are there any particular flowers, readings or pieces of music you'd like?

- Would you prefer a religious or non-religious ceremony?

We can help protect your loved ones

We offer you a choice of four set Plans, which include all the essential services for a burial or cremation.

Funeral Plan prices are from £2,995 and with £125 off they now start at just £2,870 excluding the purchase of a grave for a burial. If you wish to personalise every

detail of your Plan, we have our tailor-made options. Simply bring the attached voucher with you and save £125 too.

A Funeral Plan is a great way to record your funeral wishes and at the same time pay in advance for your funeral.

†(Source: YouGov Reports Funeral Planning Survey 23-28 May 2016)

Contact your local funeral home on:
01253 772 111
Fleetwood Funeralcare
135 Poulton Road, FY7 7AP
www.coop.co.uk/funeralcare

This voucher entitles you to a **£125 discount off the price of a Pre-paid Funeral Plan from Fleetwood Funeralcare.**

For all Pre-paid Funeral Plan T&Cs see www.co-operativefuneralcare.co.uk/terms-and-conditions

The discount is only valid for Pre-paid Funeral Plans purchased on or after 29 May 2017, and up to and including 30 November 2017 at the promoter funeral home with a copy of this voucher.

The promotional code for this voucher is MKT/17/115

Through Featurelink the aim was to:

- To softly encourage people to begin discussing funeral arrangements and reduce stigma around the subject.
- Empower people so that they are more confident about making informed choices.
- To make funeral plans an approachable subject matter and to convey to the public reassurance that there are people at the Co-Op ready to help.
- URLs were included in the ad copy to ensure people could go directly to the website and access the information they needed straightaway. The aim of the campaign was for people to make enquiries to generate further awareness of a sensitive subject matter.

The solution

Using the Featurelink service, the Co-operative's campaign ran alongside advertorial features in local print. These features documented the Co-op's history with supporting local families and helped to create a community feel to the campaign, thereby utilising local media as an trusted, effective tool for bringing material which would resonate with the public.

ADVERTISEMENT FEATURE

Supporting local families for 100 years

When you lose someone close to you, arranging a funeral can seem daunting and overwhelming, as well as unfamiliar. It's a time when you need someone sympathetic, experienced and professional.

We understand that. We've helped generations of families arrange funerals for their loved ones.

24/7 support from our team

At Co-op Funeralcare, we've been arranging funerals for 100 years, so you can rely on us whether you're arranging a funeral now or planning further ahead.

Our experienced colleagues are there for you 24 hours a day, seven days a week. They'll draw on all their knowledge to help you choose the options that are right for you.



We'll cover the things you'd expect, including different venues for the service, where the burial will take place or the ashes will be scattered, and the choice of flowers. We can also help with other details you might not have thought of, like personalised service stationery and memorial masonry.

And we'll make everything easy to understand, so you always know what to expect from us.

To find out more pop into your local Co-op Funeralcare; to locate your nearest funeral home visit coop.co.uk/funeralcare



Alternative hearses

Personal tribute

That's all the more important now that there are more choices than there used to be. For instance, it's becoming popular for funerals to celebrate a life rather than mourn a death; some people want a religious funeral, while others prefer non-religious or humanist services. We're here to help you make those decisions, and we'll give you the time to be confident that you've made the right one.

Everything just as you want it

You'll find us good listeners, too. So if you have something very specific in mind, whether it's a certain piece of music or the decoration of the coffin, we'll help you make sure the service is exactly how you want it to be.





Contact Justin Fenton (justin@localmediauk.org)
for more information

Local Media Works, 2nd Floor, 292 Vauxhall Bridge Road, London, SW1V 1AE
T: +44 (0)20 7963 7200 W: www.localmediauk.org