

FORECAST 8

How to
change behaviours
and make them stick.



Marketing is about moving people.

HABITS

CHANGES





**Why do some ads become
ingrained within our culture
and cultivate positive,
enduring behaviour change?**

Is it the:



Tone?



Narrative?



Talent?

Like you,
we were curious.

Why did we do it?

Because rapid change within New Zealand from a societal, ethnographic and diversity perspective over the last few decades has been huge.



Throw a year of 'Covid' in the mix and the probability of shifts in consumer behaviour is accelerated hugely.



COVID-19 has made people reprioritise what matters and go back to base values.



FINANCE



SAFETY



HEALTH



When you are locked up in home you go back to base value sets. What's important to your personal safety and your family's wellbeing.



Obviously COVID was hard for people financially, they just wanted to know the facts about their financial state and how they could help.



**And that has meant a shift
in consumer mindsets and
restored trust in reputable
brands and Government.**

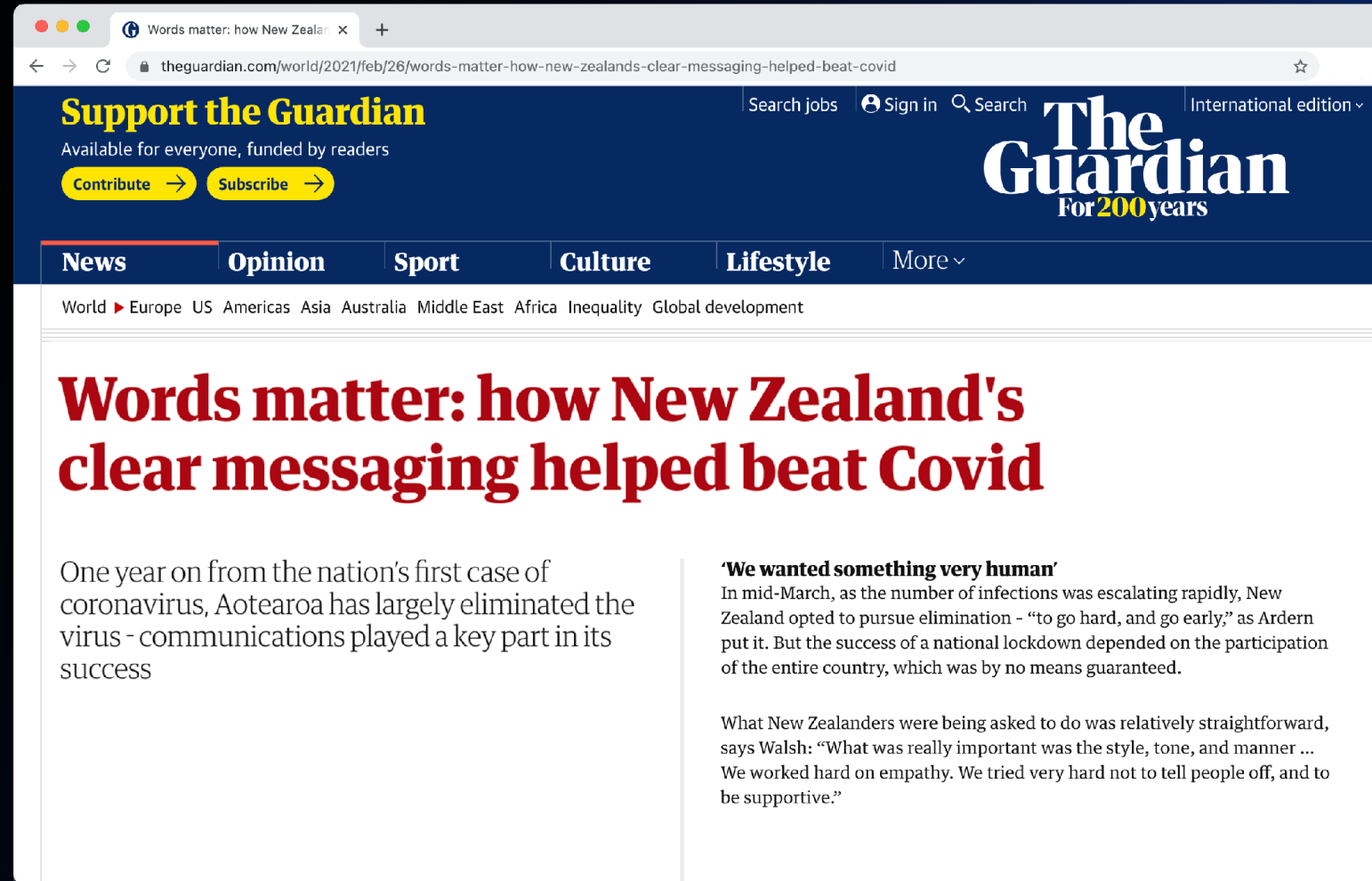


*In times of uncertainty we have REALLY
seen the power of strong brand names.
Established brand identities are one less
thing to think about so people use them
as a point of refuge and assurance.* ””



The quality of PSA advertising in NZ is highly regarded on the world stage.

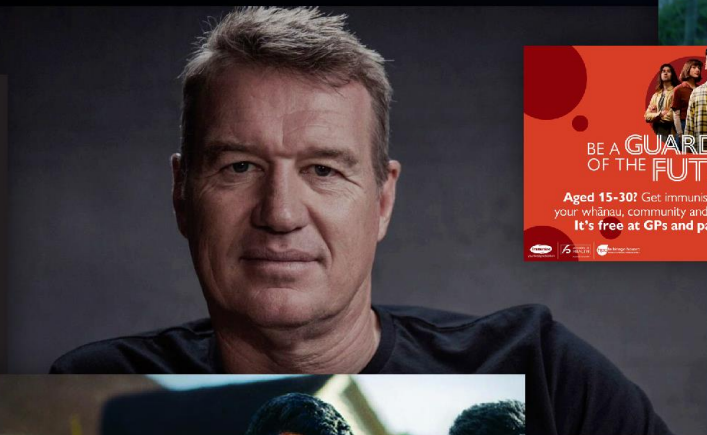
The Public sector has been at the forefront of using behaviour change principles through marketing to shift the way that people think about large societal issues and challenges, resulting in strong messaging that has stuck in our memories.



Drinking?
Don't drive



ESCAPE MY HOUSE



Our Study:

With our partner Dentsu, we wished to understand how to optimise behaviour change campaigns for the public sector.

Through independent research, we embarked on a journey to understand the key ingredients that go into the most-effective social change campaigns.

Our research covered:



marketers within
the public sector

media and
creative agencies

consumers

Behaviour change market is comprised of two axes: the audience you are looking effect and the tone in which you use to move that audience

audience

01.

MASS SOCIAL CHANGE

Communications which look to speak to the whole of the nation in regards to broad sweeping issues.

02.

COMMUNITY BEHAVIOUR CHANGE

Communications targeted at specific communities which draw upon nuanced community insights and language techniques.

01.

POSITIVITY

Communications that present an idealised behaviour in a positive light - encouraging adoption and replication of the behaviour showcased.

02.

FEAR

Communications that draw upon fear tactics to discourage a negative action or behaviour.

Emotional vs rational tone

Storytelling on an emotional level can inspire action.

Factual-based communications.

Positive vs fear tone

Communications that present an idealised behaviour in a positive light – encouraging adoption and replication of the behaviour showcased.

Communications that draw upon fear tactics to discourage a negative action or behaviour.

Mass vs community messaging

Communications which look to speak to the whole of the nation in regards to broad sweeping issues.

Communications targeted at specific communities which draw upon nuanced community insights and language techniques.

Long vs short term

Developing a campaign lifecycle to vary messaging dependent on audience awareness.

Reaction-based communication in order to show results now.

These four quadrants served as the foundation to our study.
Enabling us to cross examine efficacy of messaging across each.



Research approach

Qualitative research:

Online Qualitative research
3 week online panel to
gather insights on our
hypothesis.

Quantitative research:

**Online survey administered
to New Zealanders aged 18-69**

- > n=942 respondents
- > 15-minute survey
- > Sample recruited from external certified panels (Pure Profile and Dynata)
- > Sample boost to get a strong sub-sample of Maori, Pasifika, and New NZ

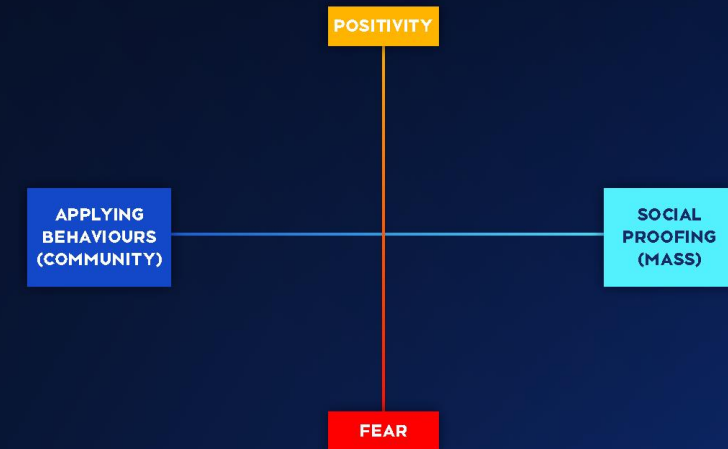
Fieldwork: June 2-20, 2021

Sample weighted by gender and age to be representative of the NZ adult population.

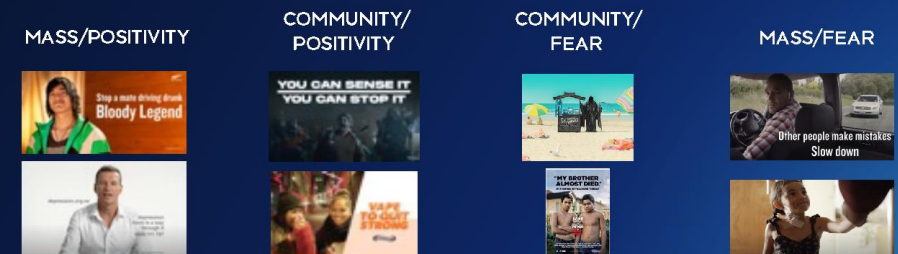
**Analysis on the overall sample and
on key segments, including:**

- > Maori (n=212)
- > Pasifika (n=90)
- > New NZ (n=203)
- > Young NZ 18-34 (n=282)
- > Men (n=426) vs. women (n=514)

Each respondent was randomly exposed to 3 of the
4 quadrants below:

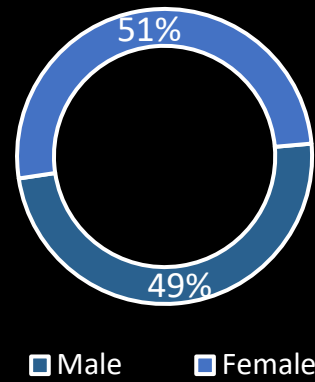


Each quadrant included two hero campaigns respondents
were exposed to before answering a series of questions

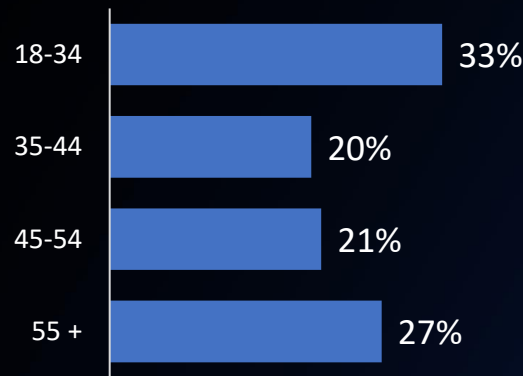


Sample profile

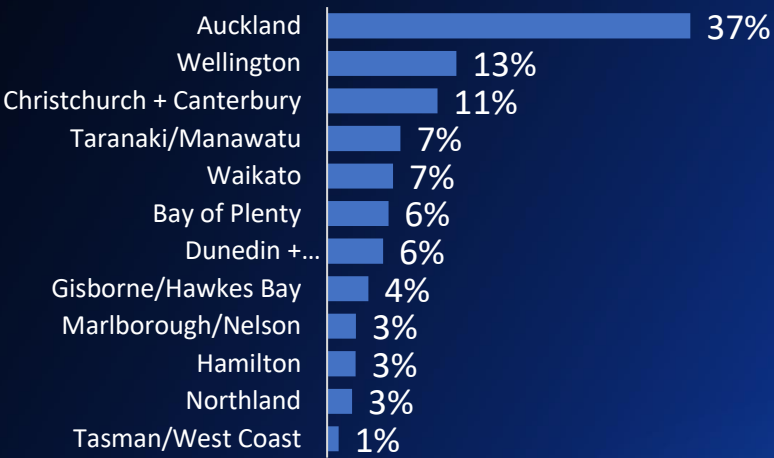
GENDER



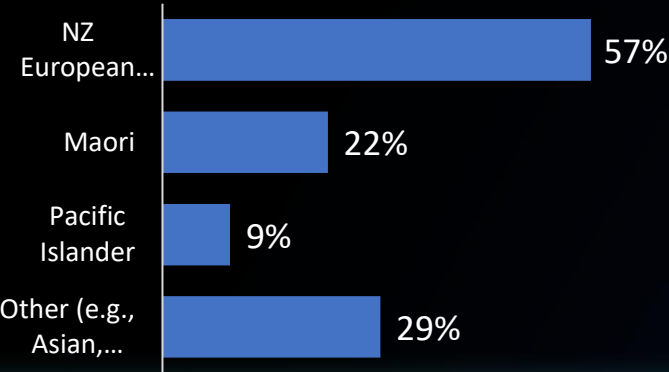
AGE



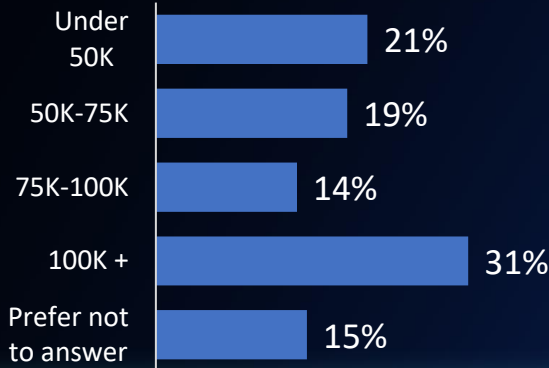
REGION



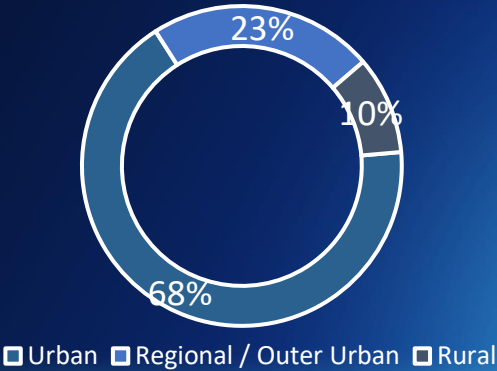
ETHNIC BACKGROUND



HH INCOME



AREA



Research Objectives

This phase was designed to answer the following key questions:



Perception of PSAs

How do New Zealanders and specific communities perceive PSAs in general? And how do they react to different styles of campaigns?



Impact on behaviour

How does each style have an impact on attitudes and behaviour? Which ones are more likely to drive change and does this vary for some communities?



Right moments

When is the ideal moment to be exposed to PSAs?



Touchpoints

What are the ideal media channels to use for each style of campaign to be as influential as possible?



**What was interesting
from the research we did is that...**

Not all messaging is equal

JOIN US

As we share our most recent findings in regards to behaviour change marketing and demonstrate how not all messaging is made equal.

And the efficacy of the messaging deployed must be considered within certain frameworks and contexts **to be successful and truly move people.**