



MRS Awards 2021
International Research

Finalist:
Yonder

FCDO Climate Action Segmentation

SUMMARY

The Foreign, Commonwealth & Development Office (FCDO) commissioned Yonder to conduct a global segmentation to achieve a deeper understanding around the drivers and motivations towards climate change and build a robust insight led communications strategy aimed at creating tangible behavioural change on a global basis.

Yonder conducted quantitative research in 6 countries, followed by a segmentation, an innovative approach bringing segments to life across markets, and carefully selected advanced analytics to enhance the comms and messaging toolkit deliverables. The programme represented a unique and innovative solution by:

- Social media analysis to identify nuances in climate change language/priorities
- Sophisticated international scale normalisation techniques to tackle differing response styles and remove any bias
- Innovative mini-qual interviews delivered in a highly gamified online survey environment with AI linguistic analysis
- Creating two trackable index scores which helped prioritise segments to target
- TURF analysis to ensure FCDO are using the optimal combination climate messages which would have the maximum potential impact on behaviour change

The research revolutionised FCDO's global climate action campaign strategies and for the first time delivered international posts and comms teams with a rich toolkit to deliver powerful micro-targeted messaging across audiences to influence behaviour and create real world impact.

SYNOPSIS

Background

Climate change is one of the biggest global challenges of our time and one that will affect the next generation. The UK government has a pivotal opportunity to unify independent climate efforts to make a tangible reduction in carbon emissions, helping to meet the 2050 net zero carbon target. The Foreign, Commonwealth & Development Office are planning an ambitious, long-term behavioural change campaign to educate, enable and empower business leaders and individuals around the world to tackle climate change, focussing on carbon reduction and biodiversity. Research was required in India, Brazil, China, USA, Indonesia, and Poland to maximise the effectiveness and impact of the campaign through a global segmentation and deeper understanding of people's drivers and motivations when it comes to taking action on climate related issues. Pen portraits were required to support marketing teams in identifying the optimal messages and channels to adopt for specific audience types. Furthermore, there was appetite for the research to form the baseline for an ongoing tracker to better understand UK Government impact on behavioural change in the climate action space.

Innovative nature of work

Yonder designed a unique combination of social media analysis, a quantitative survey with advanced analytics, and a series of innovative mini-qual interviews to help bring the segments to life.

Optimising language and prioritising content using Social Media Analysis

– A preliminary social media analysis exercise across all six markets allowed us to evaluate language used, understand the diversity of concerns or priorities discussed on social platforms (e.g., flooding vs sustainable fashion), understand use of different terminology (e.g., climate change vs global warming), and reveal niche climate related concerns that should be included within the research. This exercise revealed that how people discuss climate change is very different between countries and allowed us to optimise the questionnaire content in line with this, ensuring that the content and language is relevant to each market.

Developing a segmentation solution which facilitates micro-targeting

– We conducted 2,000 X 15-minute online interviews with adults aged 18+ in each market focusing on attitudes and behaviours to help build a segmentation where drivers and motivations can be easily identified. These segments are distinct, and individuals are reachable through detailed micro-targeting down to specific platforms on a market level (e.g., targeting Sina Weibo in China). A blend of photographic and illustrative graphic design was used to generate visually striking pen portraits (see attached), which together with the detailed profiling toolkit, provided the FCDO comms teams and international posts with the means to micro-target the right people, through the right channels, using the right messages.

Sophisticated international scale normalisation to remove bias

– One of the big challenges in conducting international research is the differing response styles that are inherent within various countries and the extent to which this can contaminate

findings. Key markets involved in this study are known to exhibit undesirable patterns of response such as Acquiescence Response Style (ARS), Extreme Response Style (ERS), and Midpoint Responding (MPR). A critical analytical stage of the research to tackle these undesirable answer patterns was a sophisticated normalisation technique, which removed scale bias whilst still retaining the essence of the respondent's sentiment and any genuine differences between markets. This technique provided the FCDO with confidence in the segmentation solution and ensured that TURF analysis and Index scores created could be evaluated and analysed on a consistent basis across markets.

TURF Analysis to develop optimal messaging strategies

– TURF analysis was used to help the FCDO understand the unique combination of climate concern messages which would have the maximum potential impact on behavioural change while also minimising the volume of different comms messages needing to be put to market. Rather than structuring comms strategy around the most popular messages/topics the TURF allowed the FCDO to unlock entirely new audience cohorts by using popular messages alongside more niche/lower interest topics to maximise engagement and therefore opportunity for behaviour change.

Developing composite index scores to track campaign success and prioritise segments – Yonder's analytics team conducted factor analysis and worked with the FCDO to build two composite index scores: a 'Climate Concern Index' and a 'Knowledge and Understanding Index'. The Climate Concern Index helped the FCDO to prioritise its comms efforts across the segments as it was able to identify which segments had the potential to influence with the right messages and those which were going to be more challenging. Additionally, the Knowledge and Understanding Index helped the FCDO understand which segments in which markets required messaging that focused more around educating people on climate change. Both indices were critical in providing the FCDO with a lens through which the segments could be evaluated and importantly, provided a reliable benchmark for the FCDO to track the campaign success over time.

Novel 'Mini Qual Interviews' enhanced with AI linguistic analysis to bring the segments to life – The budget cap and increasing restrictions around Covid-19 meant that traditional in-market focus groups to bring to life the segments was not possible. To tackle this challenge, Yonder built a programme of 360 'Mini-Qual Interviews' (60 per market) conducted online and recruited using the quantitative study. A test question at the end of the quantitative survey measured individual's appetite/willingness to write a good volume of clear and concise qualitative feedback when asked an open-ended question. Respondents were selected based on their segment and ability to provide high quality qualitative feedback within an online survey.

Selected respondents were invited to complete a 10-minute online survey consisting of all open-ended questions, within an innovative gamified survey environment including projection techniques, quests, and visual cues which draw on behavioural science to engage respondent thinking. The survey collected information about the respondents, their lives, their values,

their motivations and specific attitudes towards climate change. We analysed respondent verbatims qualitatively, supported and triangulated with an AI based linguistic analysis tool to draw out underlying themes. The technology uses an algorithm to identify key differences within different sentences/words and calculates the 'relative difference' score. In the context of the segmentation, this tool brought a significant benefit in providing highly focused qualitative insight that really brought the segments to life by dramatising the key differences across all markets.

The demonstrable outcomes

We conducted a virtual workshop to disseminate the findings of the programme to around 200 cross-government department stakeholders. We ran two sessions to ensure those in different time zones had the opportunity to join a call, as many of those who attended were ambassadors or diplomatic staff stationed in international posts. Given the size of the audience, we understood the importance of providing a range of deliverables that would provide insight meeting all the stakeholders' needs. This meant producing extensive global and market level reports for the insight and comms team in London and creating concise pen portrait segment summary packs which provided those located in posts across the globe with critical insights on the key motivations, barriers and how to best target segments with specific messaging and channels. Our research has ensured that public diplomacy communication activity from the FCDO is insight-led, including leveraging partners and influencers to generate public support and pressure for ambitious governmental climate action. Findings from the research will also have international exposure as insight will feed into the UK's strategy for the upcoming 2021 United Nations Climate Change Conference (COP26), emphasising the real word impact of the research in driving long-term climate action as the UK seeks to foster international collaboration on the issue.

"Thanks for your support in delivering such a comprehensive multi-country audience segmentation project. The toolkit of findings; from the pen portrait slides, individual country reports to the detailed full deck of findings has provided our team with a very nuanced level of insight about our target audiences, and underpins our international campaign strategy around climate action. The different qual & quant approaches (some of which were new to us) really helped to enhance the final deliverables and generated an impactful series of debrief sessions for our international posts and internal stakeholders. Super job!"

Prabhjote Kaur Sidhu, Senior Communication Officer (Insight & Evaluation), Foreign, Commonwealth & Development Office

Why should we win this award

We believe that Yonder should win this award for two reasons. Firstly, the carefully selected blend of advanced analytics really came together to create a powerful toolkit for the FDCO. This has been transformational for their comms teams in terms of being able to create micro-targeted country level campaigns which have the best possible opportunity at influencing and impacting behavioural change on climate action. Secondly, our mini-qual interviews with AI linguistic analysis demonstrate how we devised a novel and innovative solution to international

qualitative fieldwork, by segment, at scale, in the face of budget and Covid-19 restrictions. The innovative qualitative approach had such a positive impact on project insights and outcomes that it was replicated for two further international studies to help bring to life segments and deliver optimal messaging within priority markets.