Social marketing mini-challenge: Finding the actionable insights

Insight Definition...

A deep ‘truth’ about the customer based on their behaviour, experiences, beliefs, needs or desires, that is relevant to the task or issue and ‘rings bells’ with target people.

http://engage.comms.gov.uk/
Moving Beyond the Data

Data
- Facts & observations related to our insight task

Understanding
- Explaining what's going on

Insight
- The deep truth that strikes a chord with people

WHAT?
- Data

WHY?
- Understanding

SO WHAT?
- Insight

Source: Government Communications Network

Example of Using Insight

Rear seat belts case study:

Key Data & Information

- 86% believe they won’t have an accident on short journey/ locally
- People believe they can control their movements in the back seats
- Most fatalities are not to unbelted back seat passenger
- Only 6% of fatalities are on long journeys or motorway- most day to day
- Youths feel safe in the back
- Youths shocked when confronted by statistics
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Understanding

- Won’t happen to me - I’m in control
- Biggest risk is to front seat passengers on short local drives
- Risk to self not important-risk to others shocking

Source: Government Communications Network
Facilitation

Finding the emotional hook

Group Exercise

5-A-DAY
The Problem

- Clear health benefits of eating five portions of fruit and vegetables a day
- Increased knowledge and awareness
- Failed to impact on behaviour
- National and local research showed that some people had poor access to fruit and vegetables.

Aims and Target Audience

- The project aims to encourage parents of young children to:
  - consume more fruit and vegetables
  - consume a wider variety of fruit and vegetables
  - try different kinds of fruit and vegetables more frequently
  - purchase more fruit and vegetables
  - reduce reported levels of wastage
Group Exercise #1

1. What are the key findings?

2. What are the actionable insights?
   i. What can you facilitate against?
   ii. What do you think is the emotional hook?

Group Exercise #2

1. What is your recommended intervention “mix” –
   – Product
   – Price (monitory and non-monitory)
   – Place
   – Promotion