

Campaign Strategy Newsletter No 37, 28 December: Feedback on Reaching Prospectors

Readers may remember the write-up of the West of England Climate Change project designed to reach the esteem-driven psychological group 'Prospectors'. At 40% of the population, this is 'not a hard-to-reach' group as the UK PC parlance has it, rather an impossible-to-reach group if you use issues, arguments and ethical baggage. They are after bigger, better, best, fabulous - and that means stuff or esteemed experiences. To their credit, four local authorities and the energy boffin group CSE, Centre for Sustainable Energy, decided to have a go at reaching these folk about domestic actions that impact on climate change. The R+D for the project conducted by CDSM, KSBR and myself is detailed in newsletter 33 and a fuller report is posted at the Campaign Strategy website - see

http://www.campaignstrategy.org/newsletters/campaignstrategy_newsletter_33.pdf

Now Ian Preston from CSE has written a note detailing the project experiences. This too is posted at the website:

http://campaignstrategy.org/newsletters/consumer_movement.pdf. It's an interesting account of how to do it - and how it could be done better. See the website <http://www.100ideashouse.com/> for the final execution.

Ian's report shows clearly that the project got very different responses from the Sustenance, Inner and Outer Directed Groups. I thought the execution - a glossy looking micro show home located in a shopping mall with 100 gadget ideas for saving energy - looked great. The main quibble that we had as researchers was that the exhibit was staffed not by people-like-us Prospectors but by energy experts from CSE, mainly IDs. In that sense it can't be taken as a direct test of the design but as Ian's boss Simon Roberts says, *"point taken but ... we really wanted to see what we could do ourselves and really to learn from this exercise. There have been significant and I think lasting benefits to our broader understanding and thinking about communications and project design that have come from a reasonable number of our staff having been immersed in the project and 'out-there' trying to engage ODs. While, as you say, this probably limited this project a bit, I think we've gained a lot which may not have happened if we'd outsourced the direct engagement. But that doesn't need to be gained again so 'next time'..."*

My favourite story from Ian is the lady from Estee Lauder who rushed off to buy a Brabantia washing line after seeing one in the exhibit - apparently it was the 'hit of the show'. An object lesson for all climate campaigners - it's the stuff, not Bali or Kyoto that counts for ODs (and next time guys, hire those Estee Lauder ladies to front the ask).

In case you think this is just spin have a look at

http://www.dailymail.co.uk/pages/live/articles/news/news.html?in_article_id=461732&in_page_id=1770 where the UK's Daily Mail reported in June 2007: *"Families are turning back the clock and pegging out their washing to save money - and the planet. A leading supermarket has seen a 1,400 per cent increase in the sale of pegs in the first four months of 2007, compared with a year ago. Sales of washing lines and rotary dryers are up by 147 per cent. The move appears to reflect a desire to reduce reliance on tumble dryers, which use huge amounts of energy, so contributing to the release of carbon and climate change."*

Campaign Strategy Newsletter No 37, 28 December: Feedback on Reaching Prospectors

Perhaps this also has something to do with the profile of the product - see <http://www.brabantia.com/> - for Prospectors credit on the issue is welcome but the stuff is essential.

Lastly, as in Ian's write-up, we've also found in other recent research that the children play a big role in a lot of 'environmental' decision making in the UK. Settlers (security drive, SD) tend to do things as-a-family - which may well include grannie, aunts etc as well as the 'nuclear family', and will embrace environmental issues if they come as a discrete soluble problem but they don't welcome being asked to think about problems with no immediate tangible, executable solution. The ID inner directed Pioneers on the other hand, almost revel in thinking about insolubility - so long as it's interesting they will talk about problems and possible solutions almost indefinitely. They also like to get out and do things with their children - thinking of or discovering new stuff to do, often making it up as they go. In contrast the Prospectors or ODs tend to ignore environmental issues (and probably any tricky social issues) but are quickest to suggest that "you should get to the kids - then they nag us into action". But they tend to segment the family, each person with "their own interest" (activity), and do things 'for' their children rather than with them, for example taking them to an event or dropping them off and picking them up rather than taking part alongside, or buying a package for them.

So to reach all these people, you need to offer very different experiences. (See <http://www.campaignstrategy.org/articles/usingvaluemodes.pdf> at the Campaign Strategy website).

The 100 Ideas House is now looking for a home

CSE can't afford to use or store it indefinitely. So if you know of a suitable use or high footfall venue please contact Ian Preston at ian.preston@cse.org.uk before those ideas get out of date.

Apology For Late Arrival

I'd like to apologise for the very late arrival of the November newsletter. This was due to a mysterious technical problem with our website host's newsletter mailer. Thank you for your patience.

Chris

.....
The Campaign Strategy Newsletter - Copyright Chris Rose.
You are free to reproduce all or any part of this newsletter if you credit the source.
campaignstrategy.org is a non-profit website on campaign techniques & strategies,
designed to help NGOs. To subscribe to this free newsletter visit
www.campaignstrategy.org/newsletter_index.html. To offer contributions or comments
contact the author chris.rose@campaignstrategy.org
HOW TO WIN CAMPAIGNS pub April 7 2005 Earthscan by Chris Rose see
www.amazon.co.uk/exec/obidos/ASIN/1853839620/ref=ed_ra_of_dp/202-6151204-2796606
or at a discount from www.earthscan.co.uk