

Campaign Strategy Newsletter No 49, March 2009
A New Campaign Strategy - VBCOP

This newsletter summarises a new campaign strategy which attempts to bring together the influence of politics through public opinion, and the use of values to generate behaviour, linked by the consistency heuristic. The strategy is described in an 11 page report

VBCOP – A Unifying Campaign Strategy Model posted at the website at www.campaignstrategy.org/articles/VBCOP_unifying_strategy_model.pdf, which also includes an example of how this could be used to change the opinion of Golden Dreamers, in the UK a politically important centre of opposition to 'action on climate change'.

VBCOP stands for Values, Behaviour, Consistency, Opinion, Politics (V>B>C>O>P) and the model is basically this:

Define an action that resonates with the values of a target audience [V]

V

Secure the behaviour [B]

V

Utilise consistency heuristic (ie my opinions adjust to match my behaviour) [C]

V

Reveal the resulting opinion (what I believe in or am in favour of) [O]

V

Deploy that to change politics [P]

While most campaigners try to use opinion to change politics, few of them use the consistency heuristic explained by Cialdini and others, to change opinion. Most 'behaviour change' campaigns are non-strategic (and most do not employ values), and focus instead on achieving actions which are 'good in themselves' and merely have an additive rather than a system-changing or strategic effect (social marketing). The VBCOP model is an attempt to tie these factors together in a way that should be relatively straightforward to implement.

The example given in the report posted at the website suggests that a way to engage the important group Golden Dreamers in 'climate friendly' or 'green' actions might be through a project like a lottery (tentatively called 'Better'), because this resonates with their orientation to:

A quick way to be a winner
A way to gain wealth or power
Cutting through complexity
Being highly displayable
Guaranteed to bring approval
About me personally

The report points out that dealing with a group like the Golden Dreamers is, for most campaigners, to go into 'deep alien territory' but that on climate change, to wait for the natural dynamics of emulation to reach them via the more adventurous Now People Prospectors, could "be disastrous".

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HOW TO WIN CAMPAIGNS pub April 7 2005 Earthscan by Chris Rose see

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