



National Summit for Rural Traffic Safety Culture 2010

National Campaigns that Change Awareness and Behavior: Values Based Communications Campaigns

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Heart + Mind
STRATEGIES
a WIRTHLIN inspired consultancy

Heart+Mind Strategies

The same people behind some of the most successful, award winning campaigns

- Milk
- Las Vegas
- American Public Transportation
- The New Steel*
- Robert Wood Johnson Covering Kids*
- Plastics*
- American Petroleum



*David Ogilvy Award Winners



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CHANGE IS HARD

Positive change emanates from new self evident ideas that protect, promote and preserve shared core values.



What are Values

- Values are the central guideposts for human decision making
- Make clear which issues have the greatest impact
- Values guide the formulation, selection, and analysis of future courses of action
- Campaigns built on the public's values focus, engage, and unify public and leaders behind action



Why Values Matter

- They are **motivational** → Ideal to inspire to DO something
- Widely **shared** → Reach to a broad group or coalition of
- Stable, **enduring** → Continuity throughout a project and over time



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Personal Values

- ✓ Self-Esteem
- ✓ Personal Satisfaction
- ✓ Sense of Accomplishment
- ✓ Security
- ✓ Care for Others
- ✓ Peace of Mind
- ✓ Enjoyment / Enjoy Life
- ✓ Happiness
- ✓ Personal Freedom and Control
- ✓ Take Care of Family
- ✓ Longevity
- ✓ Concern for Future Generations
- ✓ Belonging
- ✓ Trust
- ✓ Sharing with Others
- ✓ Self-Fulfillment
- ✓ Sanctity of Life
- ✓ Pride
- ✓ Love
- ✓ Self-Preservation
- ✓ Preserve the Earth
- ✓ Eternal Life / God
- ✓ Respect
- ✓ Self-Image



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Strategic Hinge

There is a “strategic hinge”
which exists, linking
attributes and benefits to the
target audience



Persuade by Reason
Motivate through Emotion



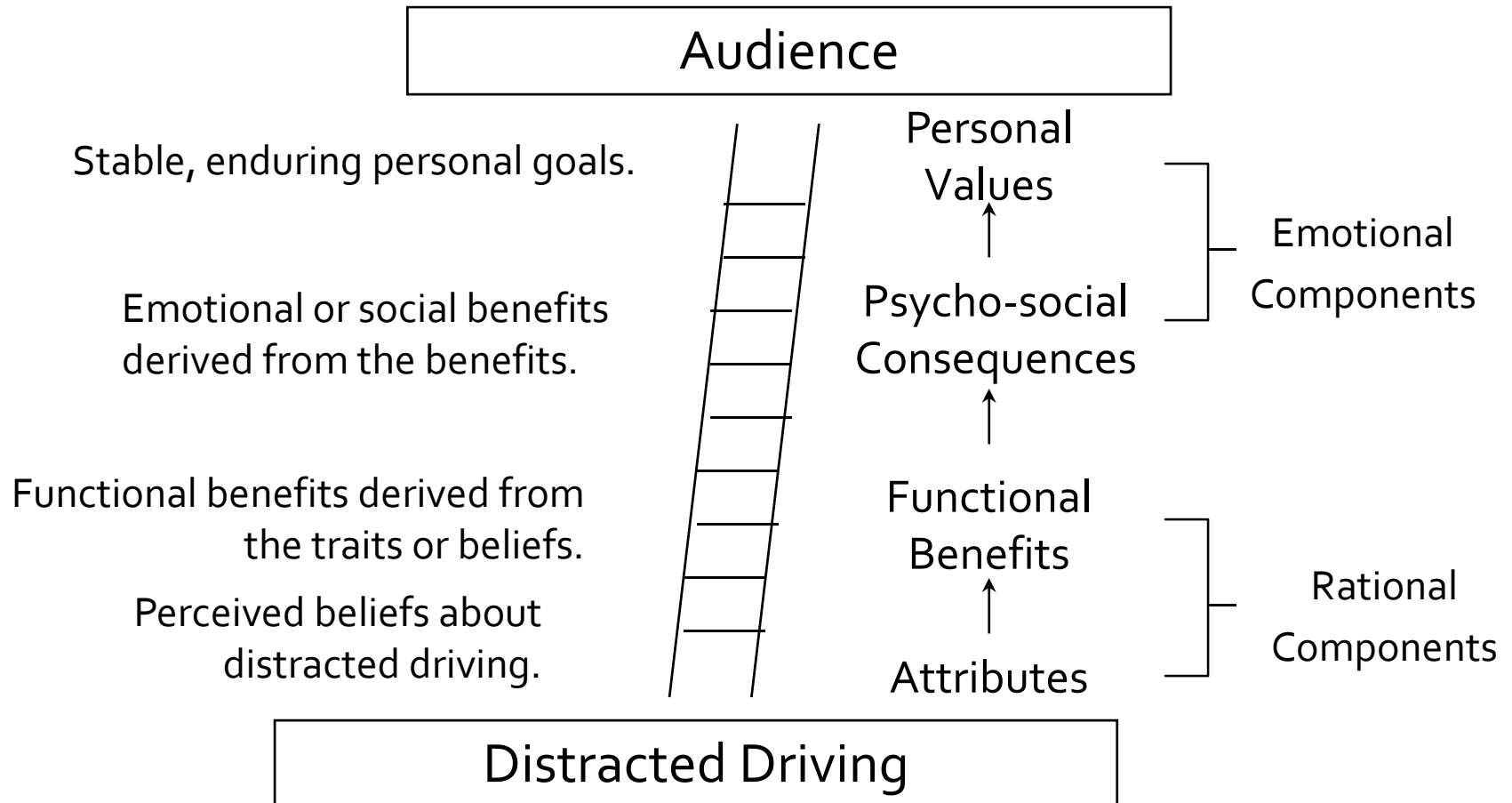
Identifying the rational and
emotional drivers of this hinge is
the purpose of “values” research.



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Values-Based Model of Human Decision Making



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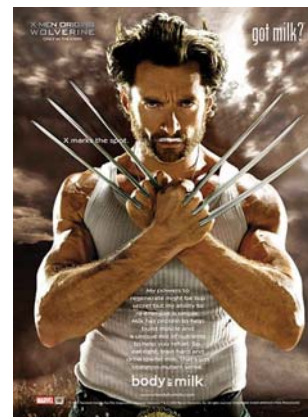
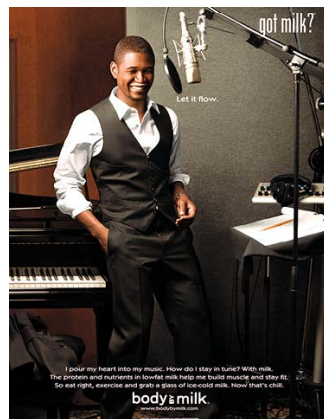
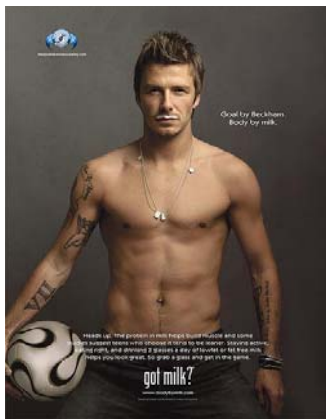


Values Research

- Values Research begins with personal interviews that explore in depth the thought patterns and associations people hold about a particular subject.
- Results of the interviews are then coded and “mapped” to show the connection between rational “attributes” and emotional “values.”
- Reveals the components and drivers of human decision making.



got milk?



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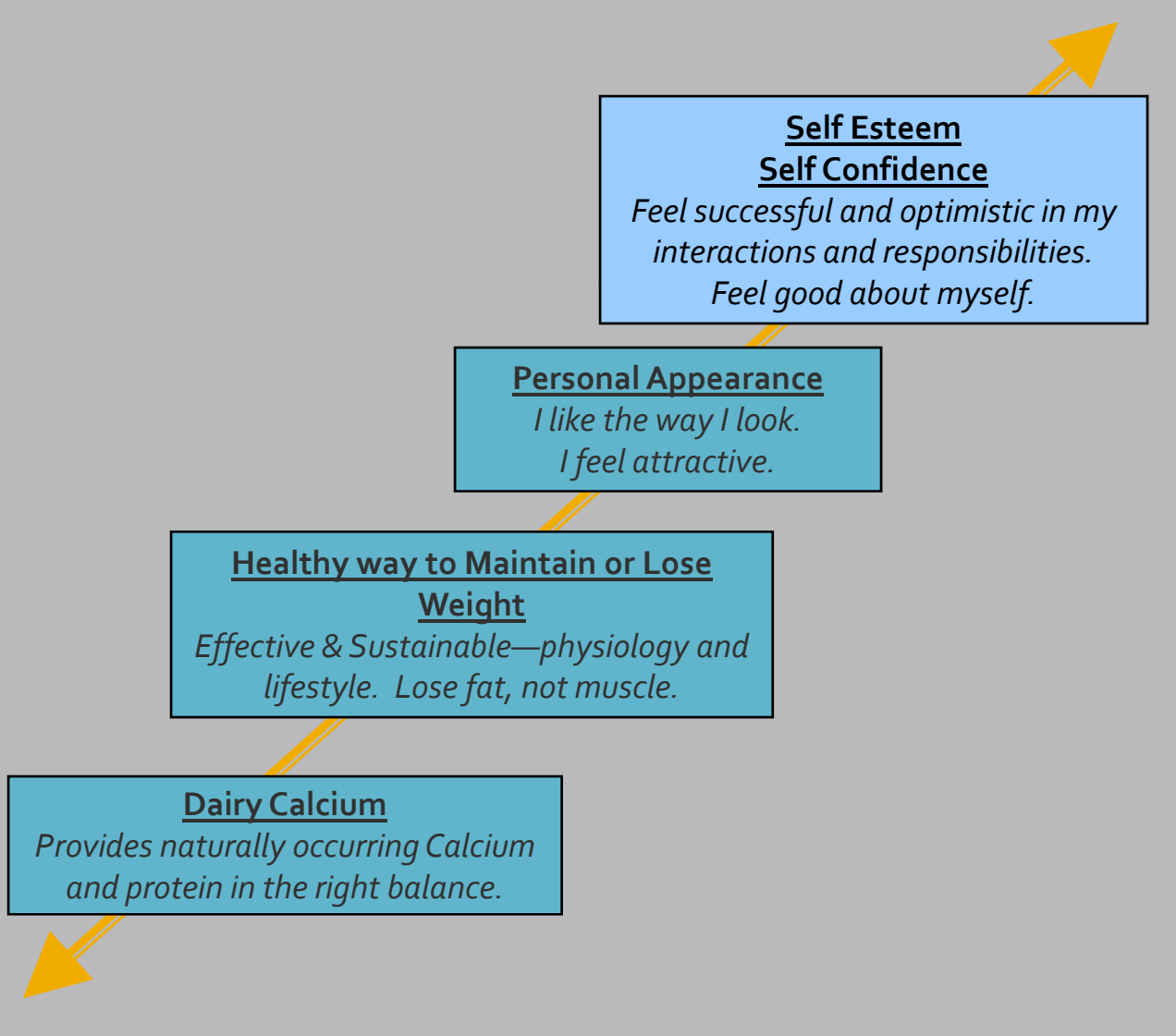


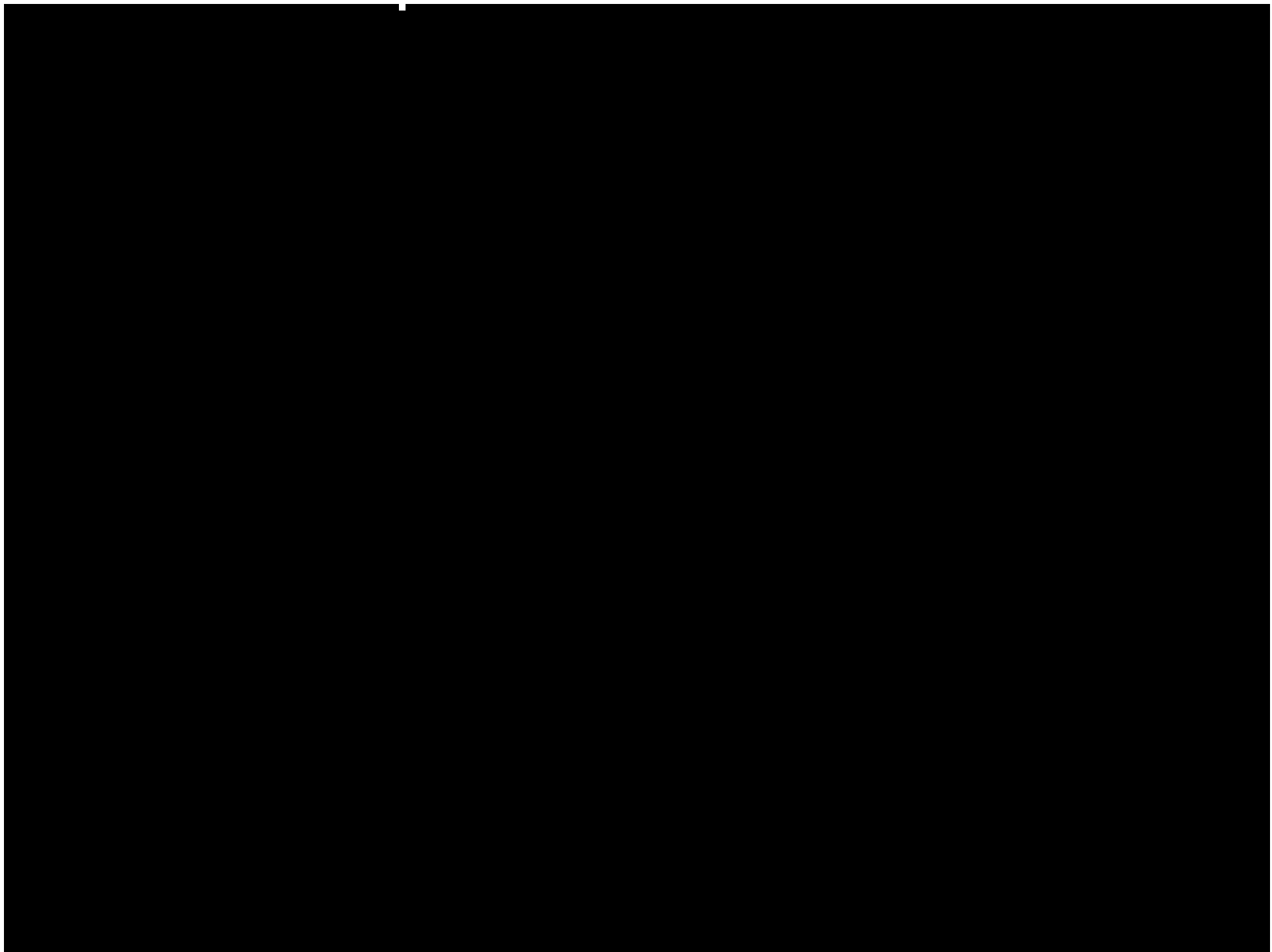
BACKGROUND

- “Milk mustache” awareness campaign started in 1995
- **\$100 million** annual operating budget and popular campaign—**milk consumption continued its 30 year decline**
- 2004 Milk Processor Education Program asked us to explore a revised positioning to identify and articulate messages to motivate consumers to drink more milk



New Values Based Milk Campaign Strategy





Print



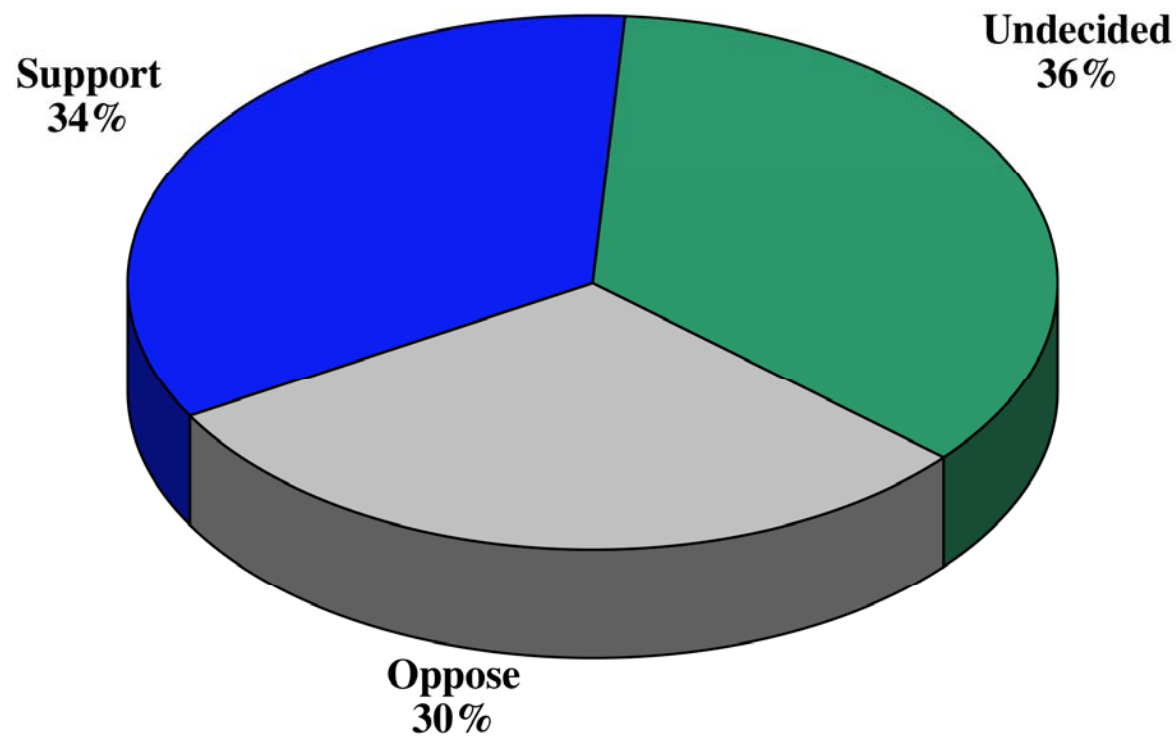
Outcomes

- Attitudinal change (Tracking)
 - Recall of the link between milk and weight loss among adult women **nearly doubled**, from 41% in 2004 to 78% in 2006
 - In 2006, 47% of women agreed that milk can be an important part of a weight loss diet, compared to 24% in 2004
- Behavioral change (Market data)
 - Weekly consumption among the weight loss campaign target group, women aged 25-49, rose **9.4%** from 2004 to 2005.
 - Tracking research discovered that the reasons women drank more milk were primarily **“trying to lose weight”** and **“trying to be healthier”**



APTA: Increase my taxes for Public Transportation

Initial Benchmark



Source: Wirthlin Worldwide Poll, January 2002



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Community Benefit Built on Personal Opportunity

PRIMARY VALUES ORIENTATION

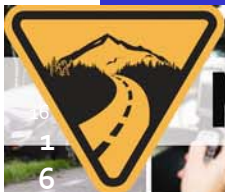
Peace of Mind
Accomplishment

Less Stress

Allows Me/Others To
Do Their Job
Do Other Things I Want

Personal Mobility
Choices and Options
Local Accessibility

The entire community benefits as a result of the opportunities provided by mobility, choice, and accessibility which generate a peace of mind from the accomplishments of people getting their jobs done or other things important to them.



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PRINT



**WITHOUT PUBLIC TRANSPORTATION, EVERY DAY MILLIONS OF PEOPLE
COULDN'T GET WHERE THEY NEED TO GO.**

HOW WOULD THAT AFFECT YOU?

Every day, public transportation enables people from all walks of life to get to work, to get to class, to volunteer at the local community center, or just go where they want to go. And when people thrive, communities thrive. Find out why public transportation helps us all. Visit www.publictransportation.org.

PUBLIC TRANSPORTATION
Wherever life takes you



**WITHOUT PUBLIC TRANSPORTATION, EVERY DAY MILLIONS OF PEOPLE
COULDN'T GET WHERE THEY NEED TO GO.**

HOW WOULD THAT AFFECT YOU?

People from all walks of life rely on public transportation every day because their communities rely on them. Whether it means volunteering, going to work, going to class or visiting family and friends. And when people thrive, communities thrive. Find out why public transportation helps us all. Visit www.publictransportation.org.

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TV



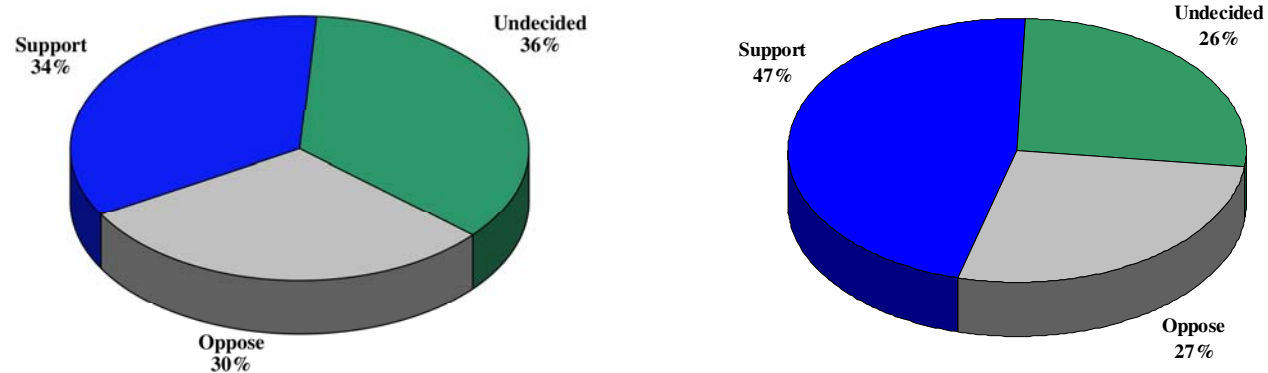
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Outcomes

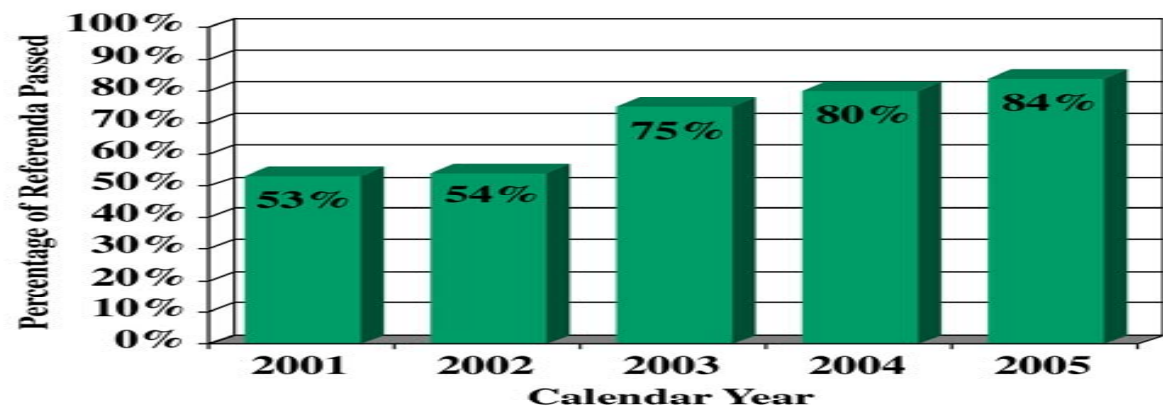


■ Attitudinal change



■ Behavioral change

INCREASE IN PERCENTAGE
OF LOCAL TRANSIT
FUNDING REFERENDA
PASSED ANNUALLY SINCE
THE BEGINNING OF (PT)²



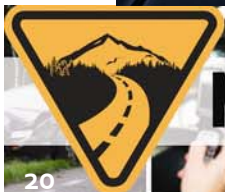
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What is the Strategic Hinge for Distracted Driving?

Persuade by Reason
Motivate through Emotion



AAA Foundation for
Traffic Safety is seeking
the answer



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