Campaign planning: Know your audience

Lindsay Coulson

Communications Consultant

OASIS

Objectives   Agreeing the business imperative and wider objectives that feed into it

Audience insight   Understanding and segmenting your audiences

Strategy   Developing your approach using co-ordinated, intelligence-led interventions

Implementation   Drafting a clear and well-defined action plan over a specific period, tied to objectives/strategy

Score (evaluation)   Honest evaluation of impact looking at outputs, outcomes and business impact

Audience Insight

Understand and segment your audiences

- Where do they go/how do they live their lives
- How do they think?
- What are their barriers to change?
- Different ways to segment
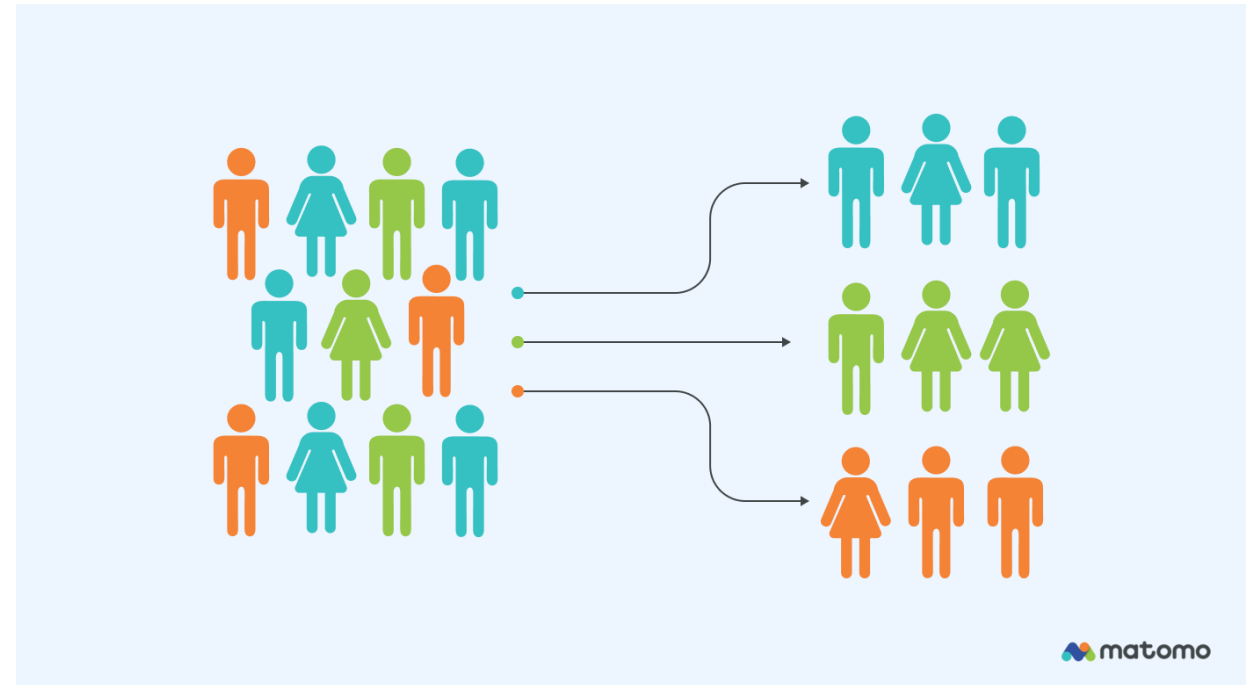
Audience Insight

- Previous campaigns
- Organisational data such as surveys/consultations /engagement
- Service data
- Mosaic/Acorn data
- Census information
- Ward and borough profiles
- Social media insights & social listening
- Search insight

Audiences Insight

And if the information isn't there

- Do your own survey
- Organise your own focus groups
- Be inquisitive

In summary: Audience Insight

- Don't reinvent the wheel

- There is lots of information out there - just go and find it!

- But if there is a gap – be imaginative

- The better you know your target audience the better your campaign will be

Russell Pask

AI Insight and data specialist

Archangel Construct

- **Audience Insight: Who's behaviour change?**

- If you remember anything from this webinar

- Behaviour change must be customer focused:

- And that means Audience Segmentation

- And that means Personas

•Why?

- **Audience Insight**

Campaign Planning

Personalized Measurement Strategies - Different audience segments respond differently to marketing efforts; segmentation allows you to measure effectiveness with the right metrics for each group

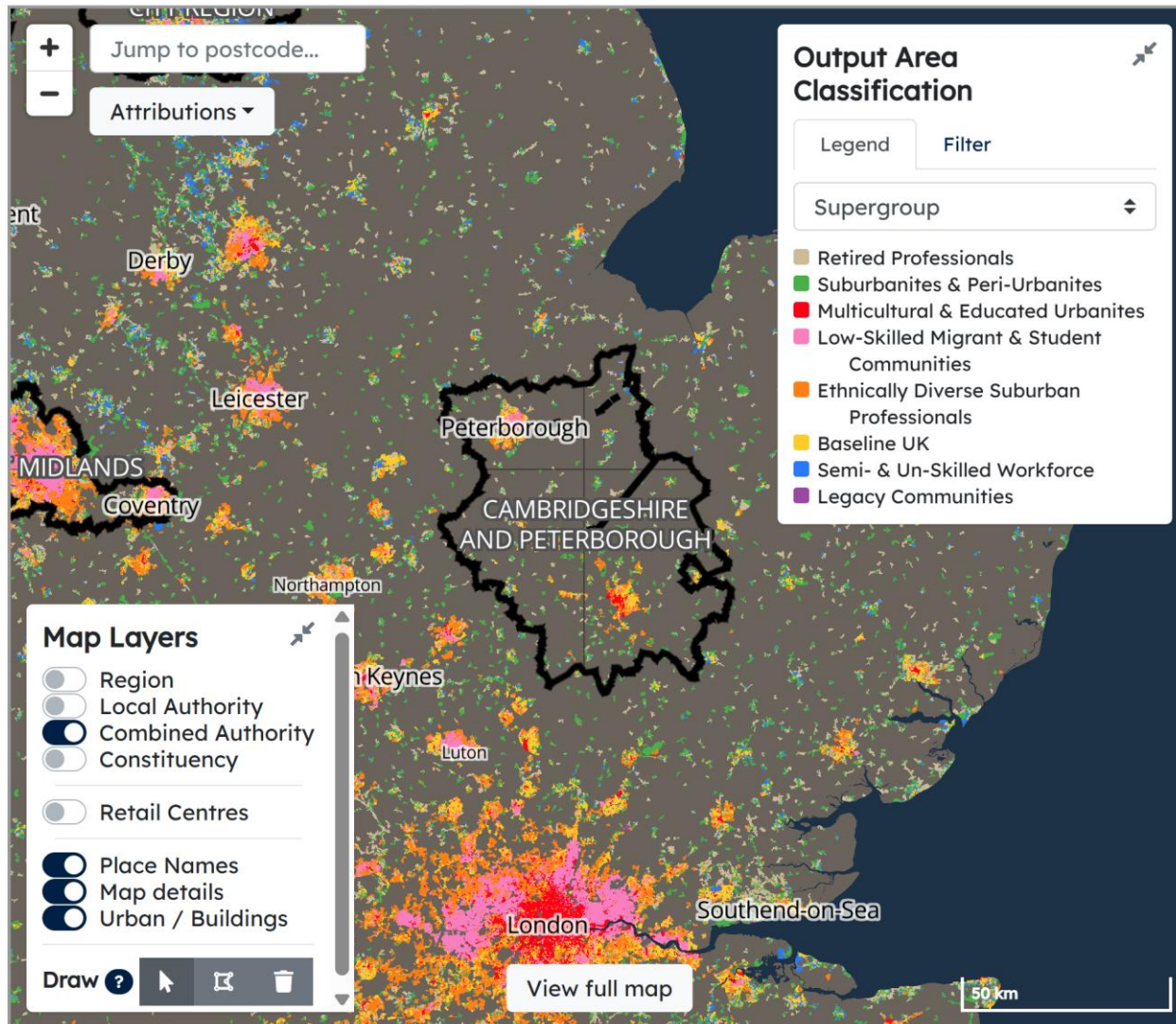**More Actionable Insights**

Evaluation and Forecasting

- **FREE resources getting better all the time**

- What's free?

- **Census data www.ons.gov.uk**

- **Ofcom www.ofcom.org.uk**

- **Consumer Data Research Centre www.data.cdrc.ac.uk**

Output Area Classification

Legend | Filter

Supergroup

- Retired Professionals
- Suburbanites & Peri-Urbanites
- Multicultural & Educated Urbanites
- Low-Skilled Migrant & Student Communities
- Ethnically Diverse Suburban Professionals
- Baseline UK
- Semi- & Un-Skilled Workforce
- Legacy Communities

Jump to postcode...

Attributions

Derby

Leicester

Peterborough

MIDLANDS

Coventry

Northampton

CAMBRIDGESHIRE AND PETERBOROUGH

Keynes

Luton

London

Southend-on-Sea

50 km

Map Layers

- Region
- Local Authority
- Combined Authority
- Constituency

- Retail Centres

- Place Names
- Map details
- Urban / Buildings

Draw ?

View full map

Output Area Classification 2021 England and Wales

Classification Typology
Glossary of Variables
Glossary of Terms
Distribution Statistics
Pen Portraits

17/11/23

Consumer Data Research Centre
Authored by: Jakub Wyszomierski, Paul A Longley, Alexander D Singleton, Christopher Gale, Oliver O'Brien

Consumer Data Research Centre

• Audience Insight – Yes but give me an example - Persona

• Social Renting, Single Adult Households Stretched Society, Limited Budgets

- No. of Audience Segment Households: **25,000**
- Number of Fires Recorded 2015/16 – 2023/24: **400**
- Percentage of Fires over 10yr period: **10%**

Overview: Working-age, single adults, living in socially-rented housing.

Financial: Often rely on government support or low-wage jobs, struggling to cover essential living costs and living in areas with higher levels of deprivation. Budget-conscious, spending is focused on affordable goods and services.

Social: Limited social engagement, they often make use of public services and support networks.

Mark, a 45-year-old divorced man, lives alone in a socially rented flat.

He works as a courier and struggles to manage his limited budget, relying on government support to make ends meet.

He has developed unhealthy habits, including heavy drinking, smoking, and occasional drug use.

His smoking, particularly when combined with drinking, increases the chances of forgetting to extinguish cigarettes properly, and his substance use makes him less cautious about potential hazards like leaving the stove on or overloading electrical outlets.

Mark has few friends, and little spare budget to socialise outside of his home.

Media consumption:

National newspapers
- The Sun % (UK average %)
- Daily Mirror % (UK average %)

TV channels
- BBC One % (UK average %)
- BBC Two % (UK average %)
- ITV % (UK average %)
- Channel 4 % (UK average %)
- Channel 5 % (UK average %)

Local news
- BBC Look East or BBC London News %
- ITV Regional News %
- Local Paper%
- %

Social media:

Facebook   %

Twitter/X   %

Other:

Google News   %

Public services   %
website

- **Personas**

HUMANIZES- TURNS DATA INTO PEOPLE

BRIDGES THE GAP BETWEEN BUSINESS AND CUSTOMER NEED- CONNECT YOUR OBJECTIVES TO REAL CUSTOMER NEEDS

FRAMES STORY-TELLING FOR BOARD LEVEL IMPACT

- **Problem statement: Westco Communications Agency Bus Consultation Campaign for Cambridgeshire & Peterborough**

Problem: We have no data, we don't have much money or time

How do address our audience to do this?

- **Put in some plausible assumptions**

- Looked at Census data for people saying they travel by bus
- …a higher level of deprivation
- …more young people
- …more older people
- …no car ownership

- **Impact**

- Able to **build 12 personas** – useful to explain to planning team and communications team what these people were like

- Told us where the **hotspots of travel use** – useful for pop-up meetings

- Looked at the Ofcom data to analyse media consumption – know about marketing effectiveness in reaching these people

- Useful for focus groups – Personas to people

WESSEXSHIRE FIRE SAFETY CAMPAIGN: Oasis

WESTCO FIRE SAFETY CAMPAIGN has the following objectives:

- **OBJECTIVE: Fire reduction KPI - Predictive modelling of domestic primary fires** based on historic data to provide a benchmark for expected fires by post code, and ACORN demographics – *enabling campaigns and interventions to be measured against the number of fires expected to happen.*

- **AUDIENCE INSIGHT: Identify and provide analysis of groups most likely to be impacted by domestic primary fires** using ACORN data – enabling campaigns and interventions to be targeted against those most at risk – *by demographic and location, using the most appropriate media, and communications and engagement channels.*

- **STRATEGY: Analysis of Home Fire Safety Visits (HFSVs)** against previous fire data to show impact of interventions – *to illustrate efficacy and success of the intervention, to support staff engagement and win 'hearts and minds' internally.*

- **IMPLEMENTATION: Hyper-targeted behaviour-change campaign** – focusing on promoting HFSV to most at risk audiences with recommended messaging, ambassador, media and channel approach.

- **SCORING: Providing evaluation and reporting for campaign success** - KPIs for *reporting positive – Number of Fires. Prevention work completed across the county, and the differences that the interventions have made.*

• Reducing risk through targeted campaigns

1 in 1250

The average chance of a household having a fire in Wessexshire during 2023/2024

1 in 2000

But some ACORN groups such as Stable Senior and Traditional Homeowners have ½ the risk

1 in 400

And Constrained Challengers householders are three times more likely to have a fire

• **Predicting fire in Wessexshire – fire baselining**