



# **LISTEN TO EUROPE**

**REACHING BEYOND OUR BASE AUDIENCE**

**APPLYING THE DATA: DENMARK** 



**European  
Movement  
International**



# METHODOLOGY & OBJECTIVES



**GENERAL OBJECTIVE:** Provide tools and insights to pro-democratic actors on how to effectively identify a persuadable audience, and develop effective message and communications that bring more people into the conversation.

**MEANS OF ACTION:** Build targeted and innovative campaigns based on data and identified narratives pertaining to democracy, participation, and the EU.

**METHOD:**

- *7 national media analysis* (70 000 Facebook posts analysed) identifying issues, conversations, and narratives in a specific national context.
- *Survey* conducted during summer 2021 on 5500 people 18 years of age and older in 6 countries, on the drivers of the behaviour and attitudes of citizens.
- Using that data to identify the *segmentation* of our target populations to build effective communications campaigns.





# **DENMARK**

## **STRATEGIC SURVEY ANALYSIS**

**UNDERSTAND WHAT PEOPLE ARE THINKING.**

**HOW THEY SEE THE WORLD.**

**HOW THEY FEEL & ANY CHANGES IN**

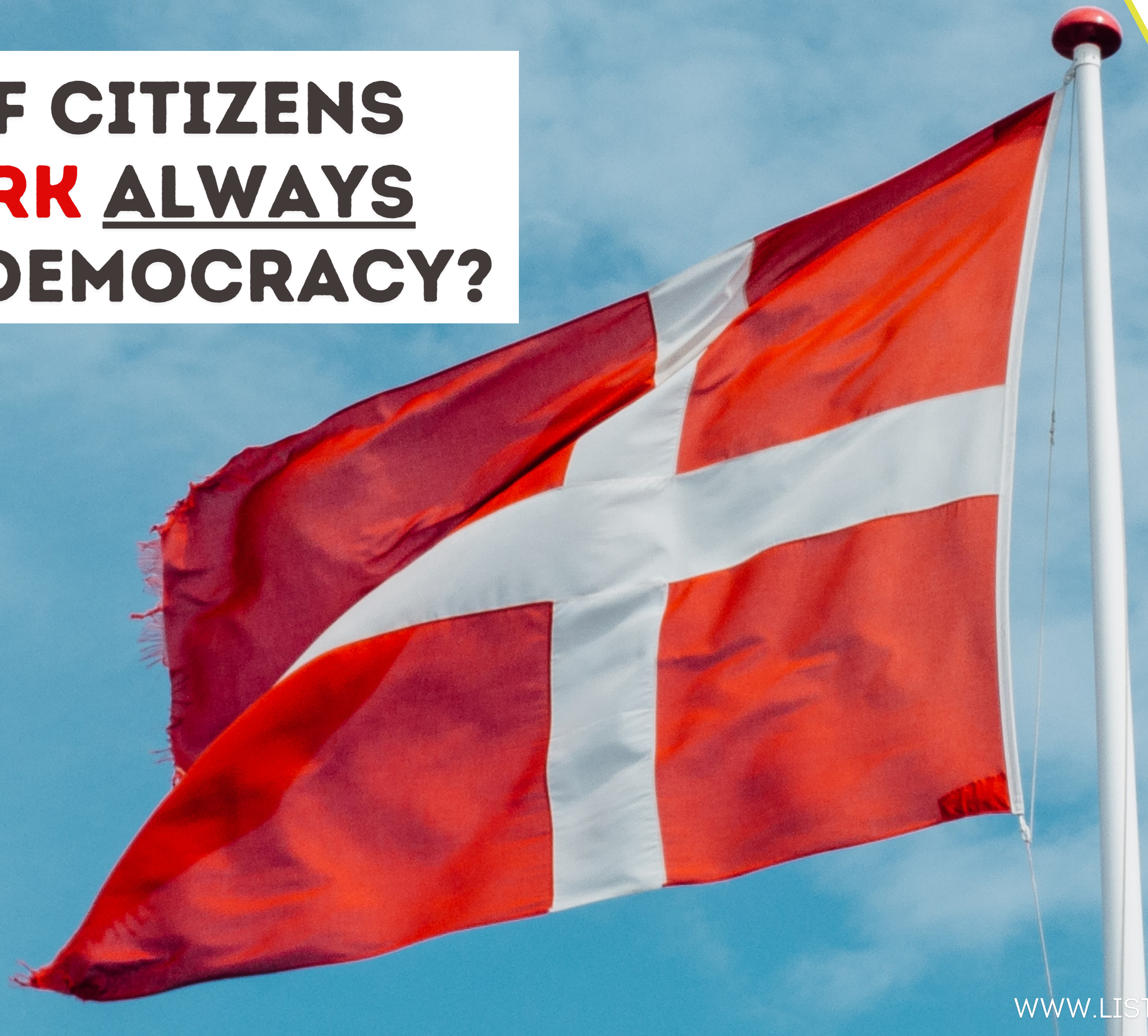
**THEIR ATTITUDES.**



**[WWW.LISTENTOEUROPE.INFO](http://WWW.LISTENTOEUROPE.INFO)**



**WHAT % OF CITIZENS  
IN **DENMARK** ALWAYS  
SUPPORT DEMOCRACY?**





# DEFINING A CONSISTENT SUPPORTER OF DEMOCRACY

## FOUR QUESTIONS: **YES** OR **NO**?

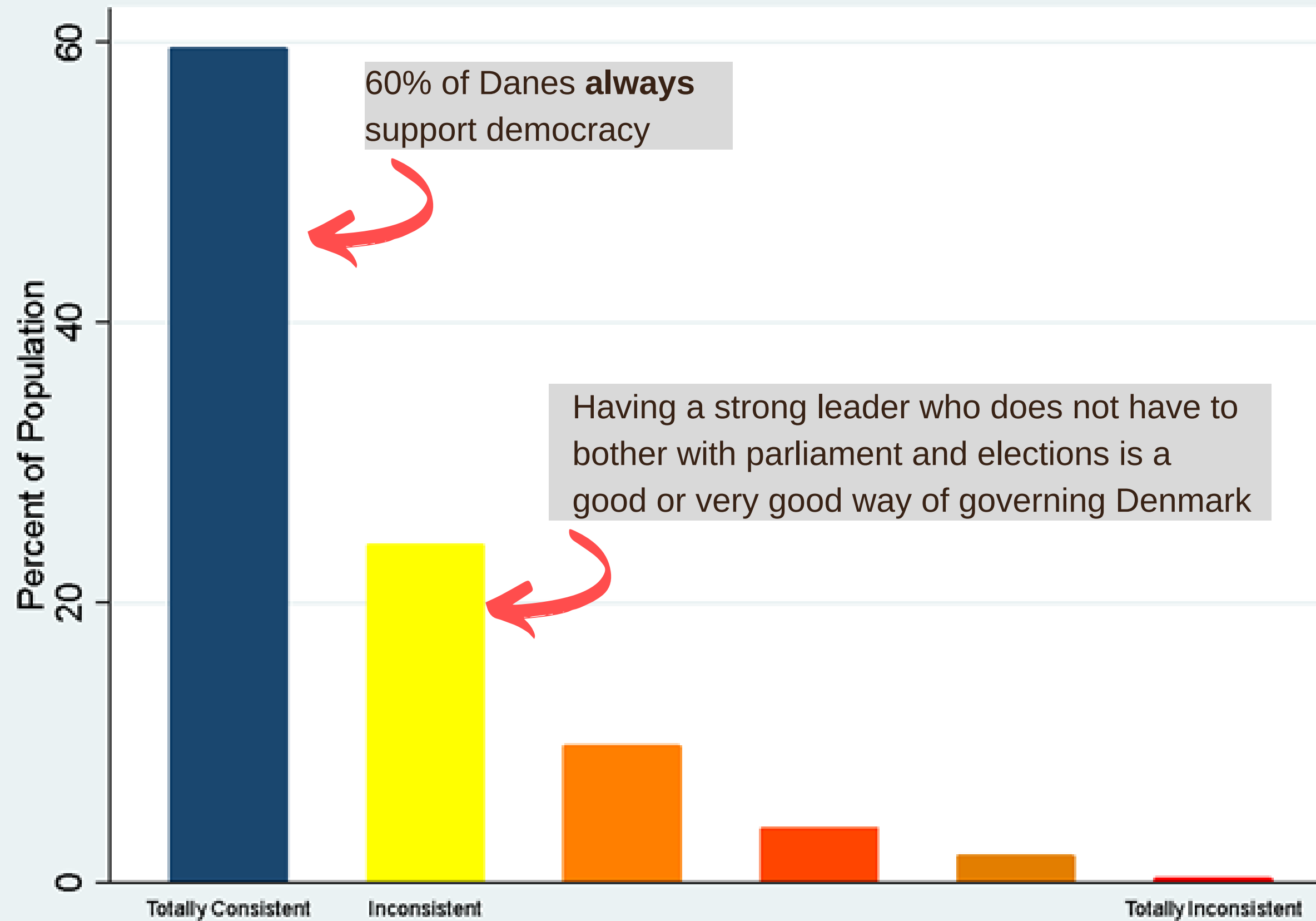
1. A democratic political system is a ***very good*** or ***fairly good*** way of governing my country?
2. Democracy is preferable to any other kind of government?
3. Army rule is a ***bad*** or ***very bad*** way of governing my country?
4. Having a strong leader who does not have to bother with parliament or elections is a ***bad*** or ***very bad*** way of governing my country?

✓ IF SAID **YES** TO ALL FOUR QUESTIONS, YOU ARE A:

**CONSISTENT SUPPORTER  
OF DEMOCRACY**



# SUPPORT FOR DEMOCRACY



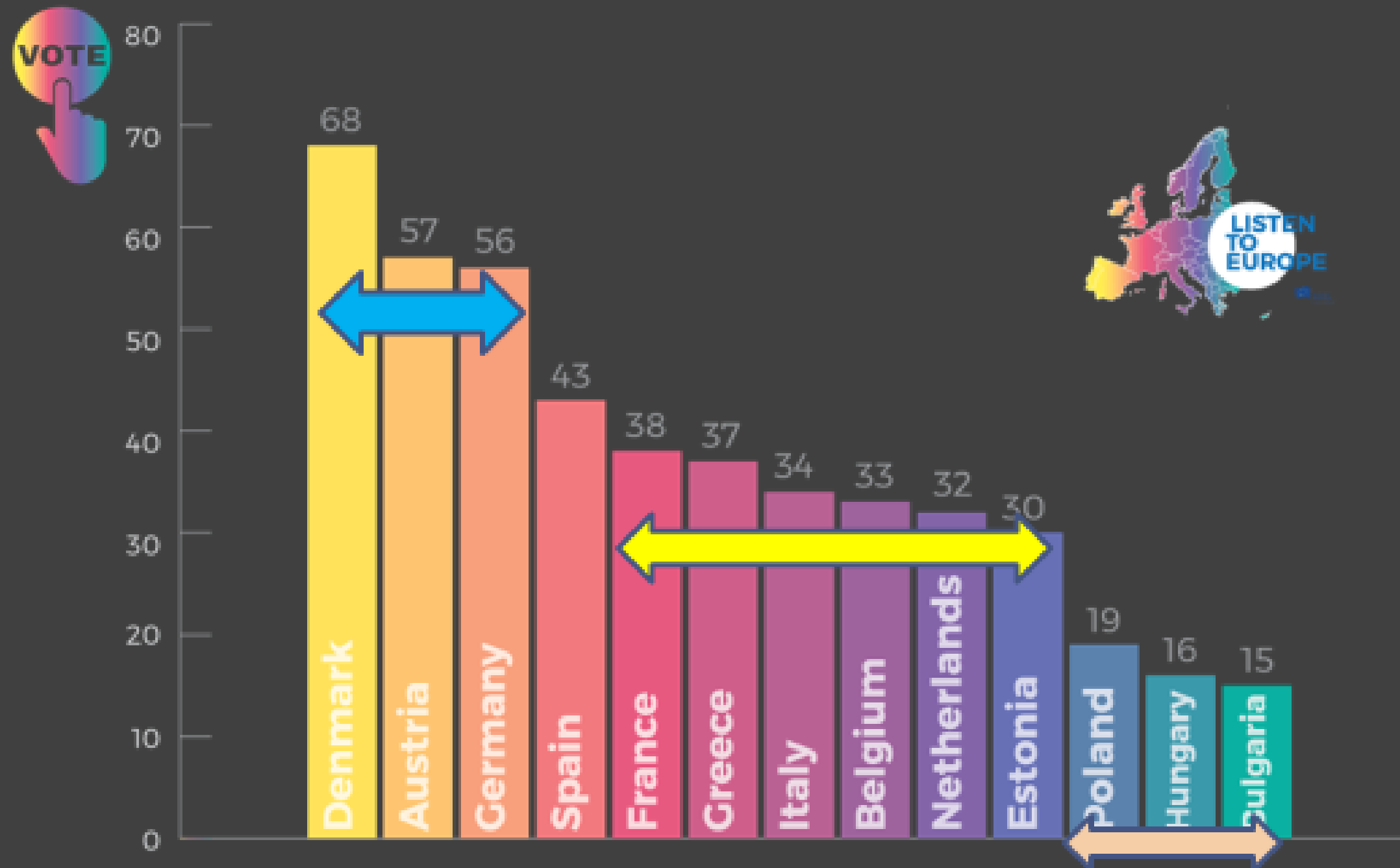


# COMPARATIVE: 2019 DATA



## DEMOCRACY

The percentage of people who always support democracy.



*This measurement is based on five questions that ask about democratic governance and institutions. The reported percentage represents people who gave pro-democracy answers to every question.*



**INSIGHTS FOR COMMUNICATIONS**

**APPLIED**

**SEGMENTATION & FRAMING**

**TARGETING & MESSAGING**



**WORLDVIEW, DEMOGRAPHIC & BEHAVIORAL**

**DIVIDE**

**THAT SHAPES IDENTITY, ATTITUDES  
& POLITICAL CHOICES**

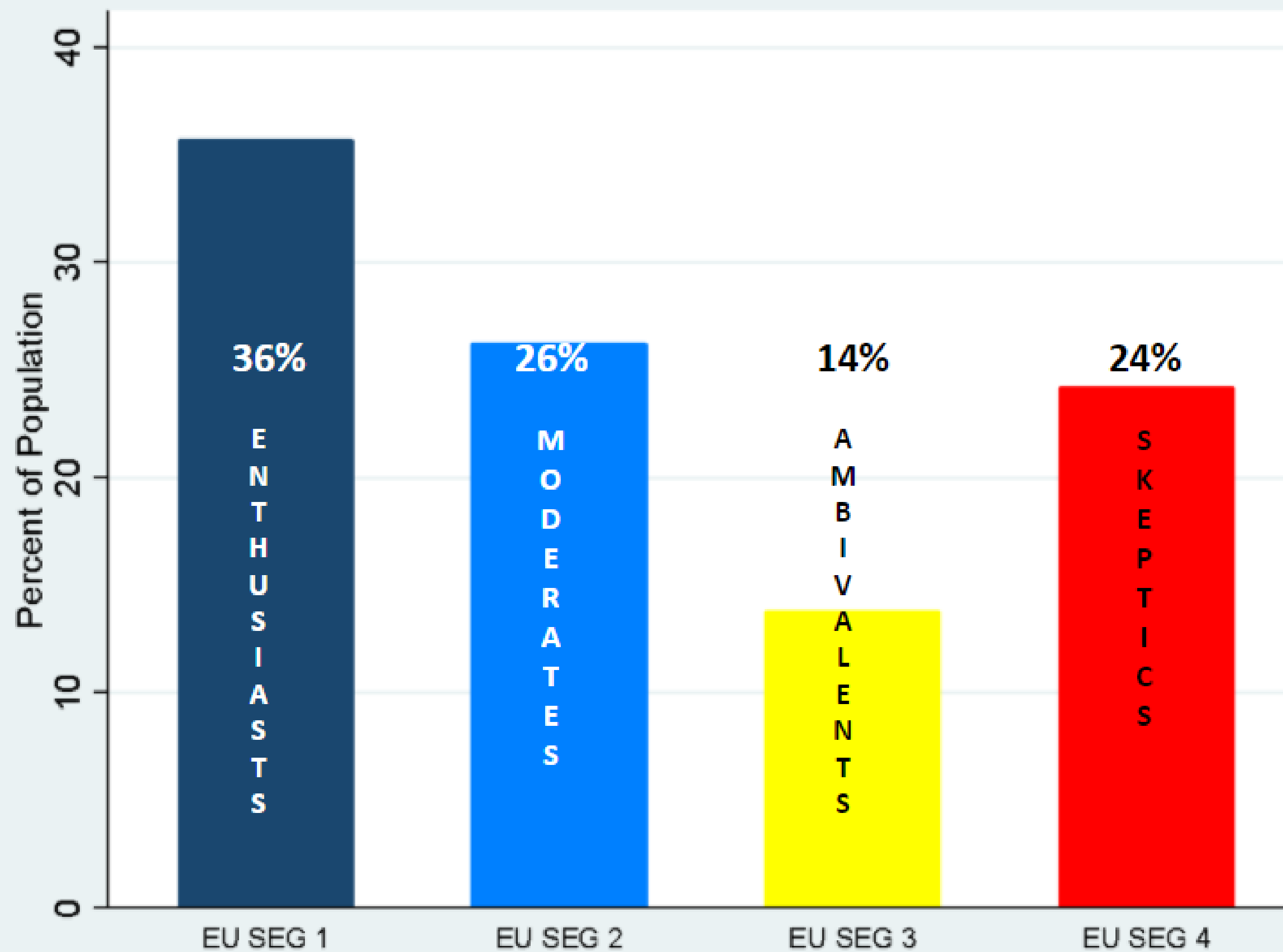
**AUTHORITARIANISM  
HOSTILE SEXISM  
IDEOLOGY**

**AGE  
EDUCATION  
GENDER**

**POPULISM  
SUPPORT FOR DEMOCRACY  
EU SEGMENTS**

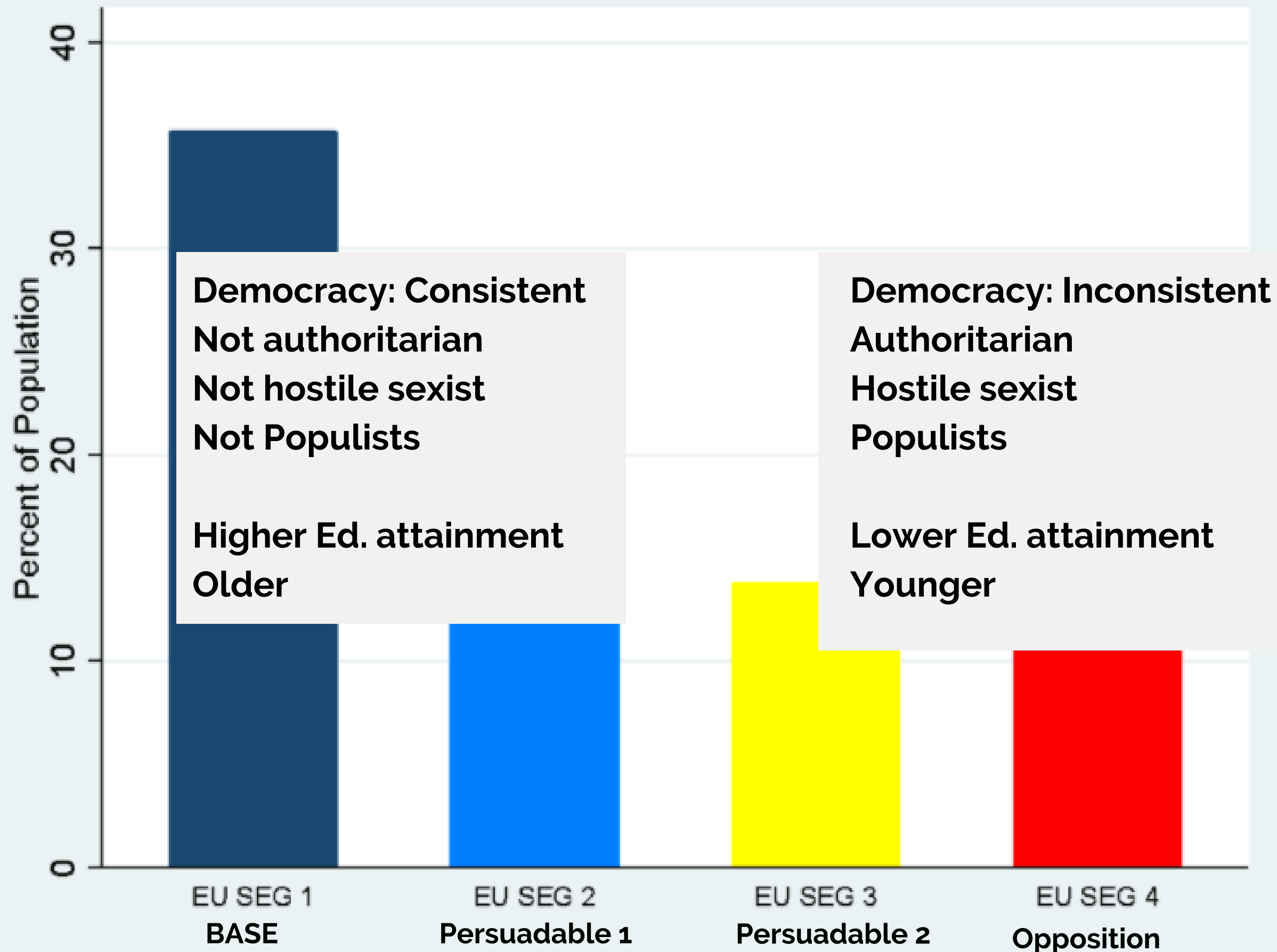


# EU SEGMENTATION





# SUPPORT FOR DEMOCRACY



Using LTE data allows to better shape your campaigns according to the characteristics of your persuadable audience. Segment 2 population:

- Regularly attends church
- Married
- More likely to read Politiken
- Moral duty to help immigrants
- Pro democratic practice (free press, ind. judiciary, protest)

You can find more relevant data on the [LTE website](http://WWW.LISTENTOEUROPE.INFO).



# EU: FRAMING & MESSAGES

## APPLICATION

- **IDENTITY:** Dane First & European Second
- **EMOTION:** Hope not Fear
- **PLACE:** Pride in Denmark & Sense of Belonging
- **OUTLOOK:** Future-Oriented, Openness to Change Regarding Traditions, to Build Stronger Future for Denmark
  - NOT Radical Change
  - NOT Return to Past/Status quo
- **GOAL:** Fairness & Equality (Social, Political & Economic)
- **MUST:** Acknowledge/Address Economic Inequality.
- **EU benefits Denmark by**
  - Giving the country a stronger voice in the world, Benefiting on Climate change, World affairs, Terrorism, Immigration, Covid-19, Recovery Fund,
  - BUT acknowledge that EU is a Work in Progress.





# ABCS OF COMMUNICATIONS #1

## DO'S

Messages are **MORE LIKELY** to engage and motivate this audience if they are:

### **1. Are perceived as authentic and are values driven – Create messages for people, not activists**

- Authenticity, not marketing. Ad agency quality is often identified as marketing and often dismissed as manipulative
- Real people, not actors or stock footage/shots
- Relatable
- Recent examples of direct benefit of EU (Eu Recovery Fund, Covid-19 EU response)

### **2. Simple, clear, short and easy to follow – Say Less, Communicate More**

- Focused on story, narrative...THINK VINGETTE

### **3. Offers Solutions**

- Straightforward actions someone can do/common-sense calls to action



# ABCS OF COMMUNICATIONS #2

## DO'S

**4. Are targeted by audience – at least recognizing significant attitudinal differences by gender & age :**

- Olders are Consistent supporters of Democracy
- Youngers are concerned by Climate change issues and civic platforms
- Mostly women, who are not hostile sexists nor believe in the need for a strong leader

**5. Are hopeful, focused on the future (not past wrongs and blaming), speak of an openness to change regarding traditions, but without a radical change.**

**6. Call for lessened economic inequalities, for a fair and more equal Denmark regarding social, political and economic issues.**



# ABCS OF COMMUNICATIONS #3

**DON'T** 

Messages are MORE LIKELY to **FAIL** with this audience if they:

1. Focus heavily on activism, protests, "public" theater, march and rallies
2. Are negative, blame or focus on ideology and appear to promote a polarized narrative (Us V Them)
3. Even hint at aggression, conflict disruption or the possibility of violence
4. Focus on a return to the past
5. Long, complicated, or too packed with information
6. Feel packaged, like "campaign" – definitionally inauthentic



# LINKS AND RESOURCES

- **LINK 1: LTE WEBSITE**
- **LINK 2: MEDIA ANALYSIS KOMONS**