



LISTEN TO EUROPE

REACHING BEYOND OUR BASE AUDIENCE

APPLYING THE DATA: FINLAND 



**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.



FINLAND



STRATEGIC SURVEY ANALYSIS

UNDERSTAND WHAT PEOPLE ARE THINKING.

HOW THEY SEE THE WORLD.

HOW THEY FEEL & ANY CHANGES IN

THEIR ATTITUDES.

WWW.LISTENTOEUROPE.INFO

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

DEFINING A CONSISTENT SUPPORTER OF DEMOCRACY

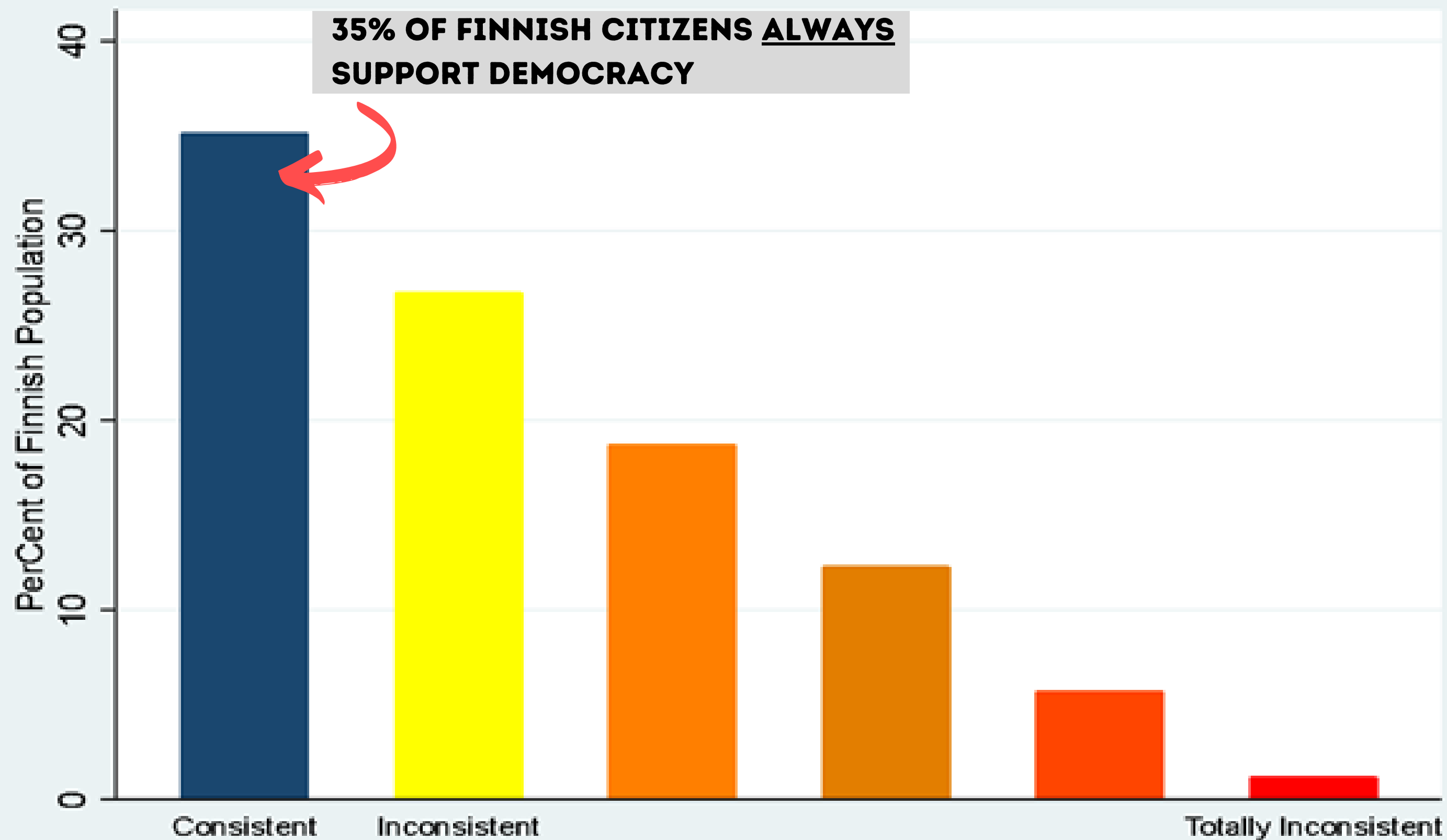
FOUR QUESTIONS: **YES** OR **NO**?

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?

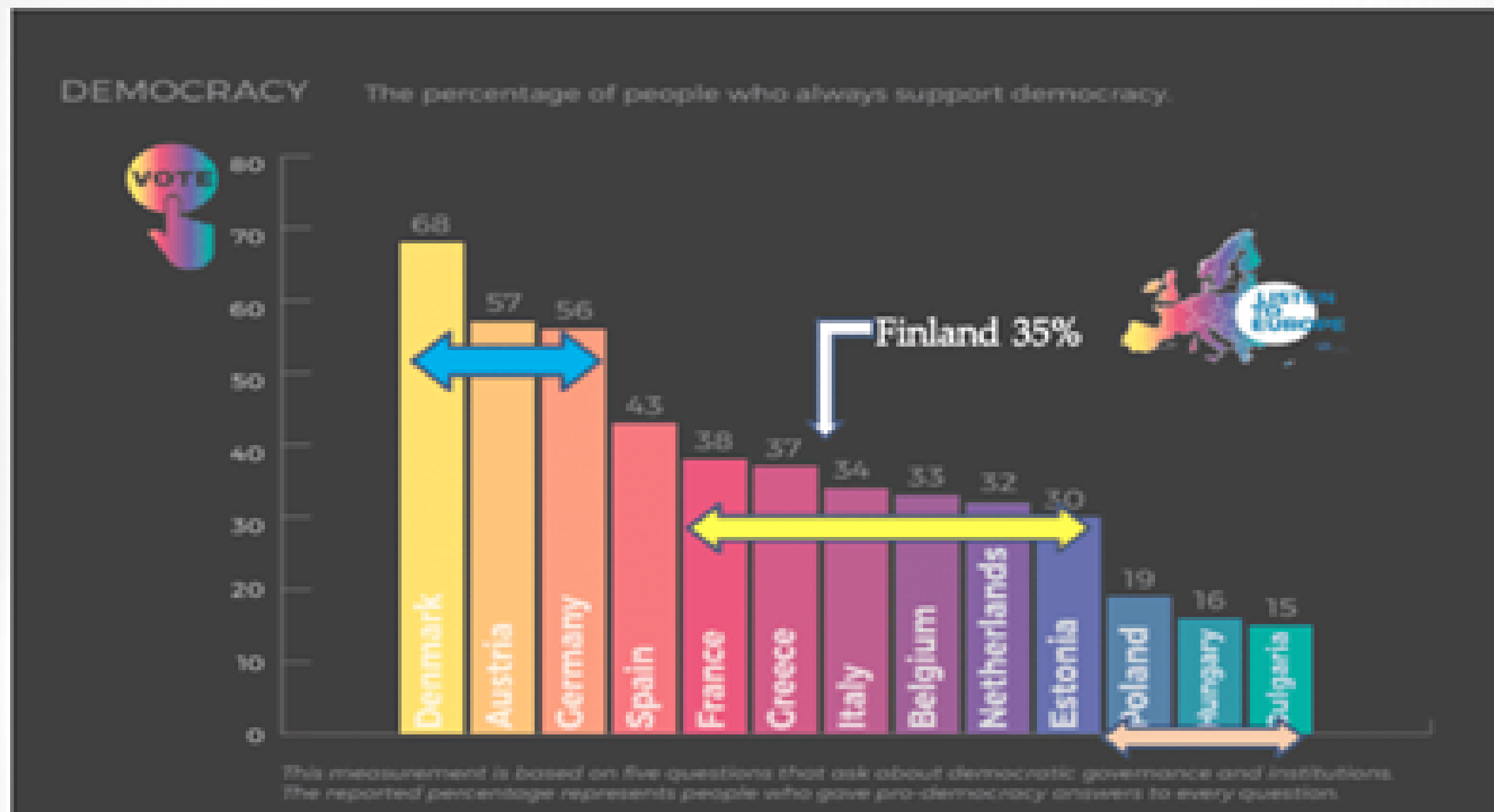
✓ IF SAID **YES** TO ALL FOUR QUESTIONS, YOU ARE A:

**CONSISTENT SUPPORTER
OF DEMOCRACY**

SUPPORT FOR DEMOCRACY



COMPARATIVE: 2019 DATA



INSIGHTS FOR COMMUNICATIONS

APPLIED

SEGMENTATION, FRAMING

TARGETING & MESSAGING: HOW TO

ENGAGE A PERSUADABLE/MODERATE

AUDIENCE?

WORLDVIEW, DEMOGRAPHIC & BEHAVIORAL

DIVIDE

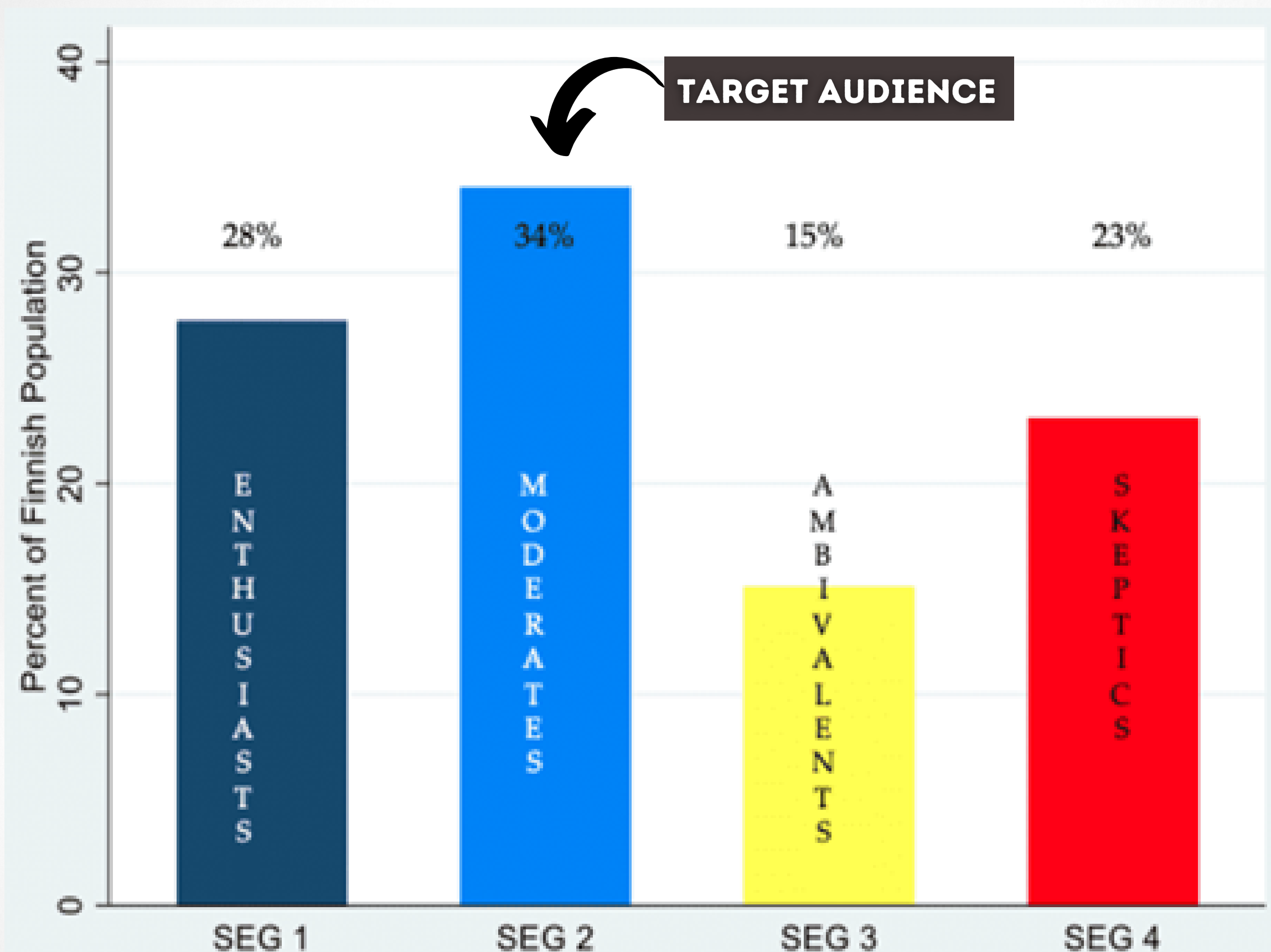
**THAT SHAPES IDENTITY, ATTITUDES
& POLITICAL CHOICES**

**AUTHORITARIANISM
HOSTILE SEXISM
IDEOLOGY**

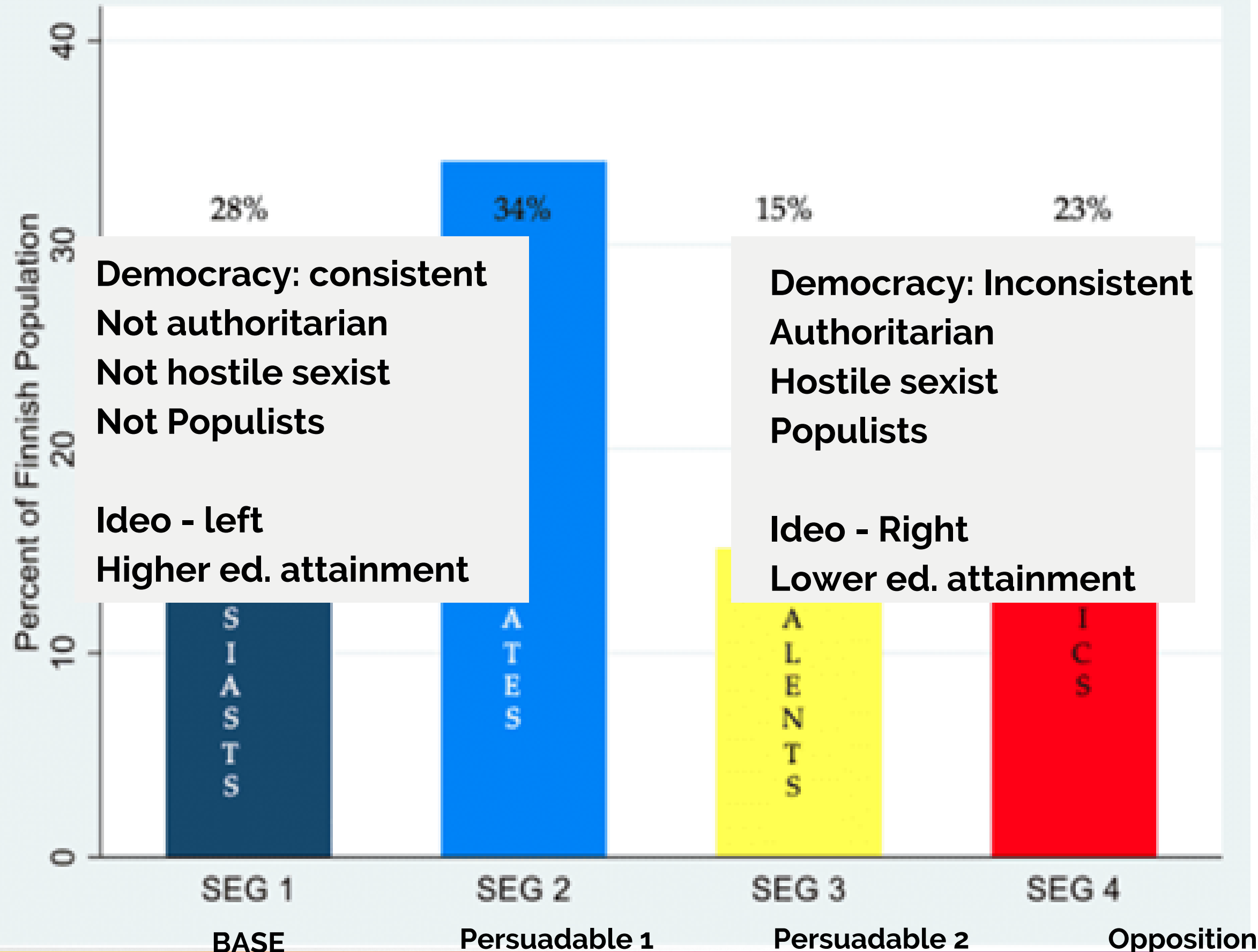
**AGE
EDUCATION
GENDER**

**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:

- *Believe Country/EU is on the right track*
- *Are opposed to a strong leader bringing order*
- *See climate change as a real problem, pro LGBTQ+, pro-immigration*
- *See their identity as Finnish & European, etc.*

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

WWW.LISTENTOEUROPE.INFO

EU: FRAMING & MESSAGES

APPLICATION

FRAMED BASED ON

- **IDENTITY:** Finnish First and European Second
- **EMOTION:** Hope For A Better Future
- **PLACE:** Pride in Finland
- **OUTLOOK:** Future-oriented, Openness to Change Regarding Traditions
 - NOT Radical Change
 - NOT Return to Past/Status quo
- **SELECT TOPLINE VARIABLES**
 - Democracy
 - Human rights/ Dignity
 - Equality (Social & Economic)

ABCS OF COMMUNICATIONS #1

DO'S

Messages are **MORE LIKELY** to engage and motivate a persuadable/moderate audience if they are:

1. 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 protected and enhanced Security of Finland.

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

MEDIA SCREENING

- The EU is depicted as a **disadvantage to Finland** by political parties, who stress the dimension of direct economic burden or imposition of unifying directives as **vulnerating Finnish sovereignty**.
- The EU and the Recovery Plan are represented as a threat for Finland's sovereignty and economy - and a disappointment regarding the results of the negotiations for the Finnish government.
- **Nationalistic values and national pride** are highly present in narratives related to democracy, the future and economy. Issues related to national pride, including democracy, generate high consensus.
- There is a **positive** emphasis on the aspects of the **Recovery Plan** that promotes **climate action**, renewable and green innovation. The representation of **home** is also relevant, identifying the EU as a shared political and cultural common ground.

LINKS AND RESOURCES

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