METHODOLOGY & OBJECTIVES

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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.

GERMANY

STRATEGIC SURVEY ANALYSIS

UNDERSTAND WHAT PEOPLE ARE THINKING.
HOW THEY SEE THE WORLD.
HOW THEY FEEL & ANY CHANGES IN
THEIR ATTITUDES.

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WHAT % OF CITIZENS IN **GERMANY** <u>ALWAYS</u> SUPPORT DEMOCRACY?

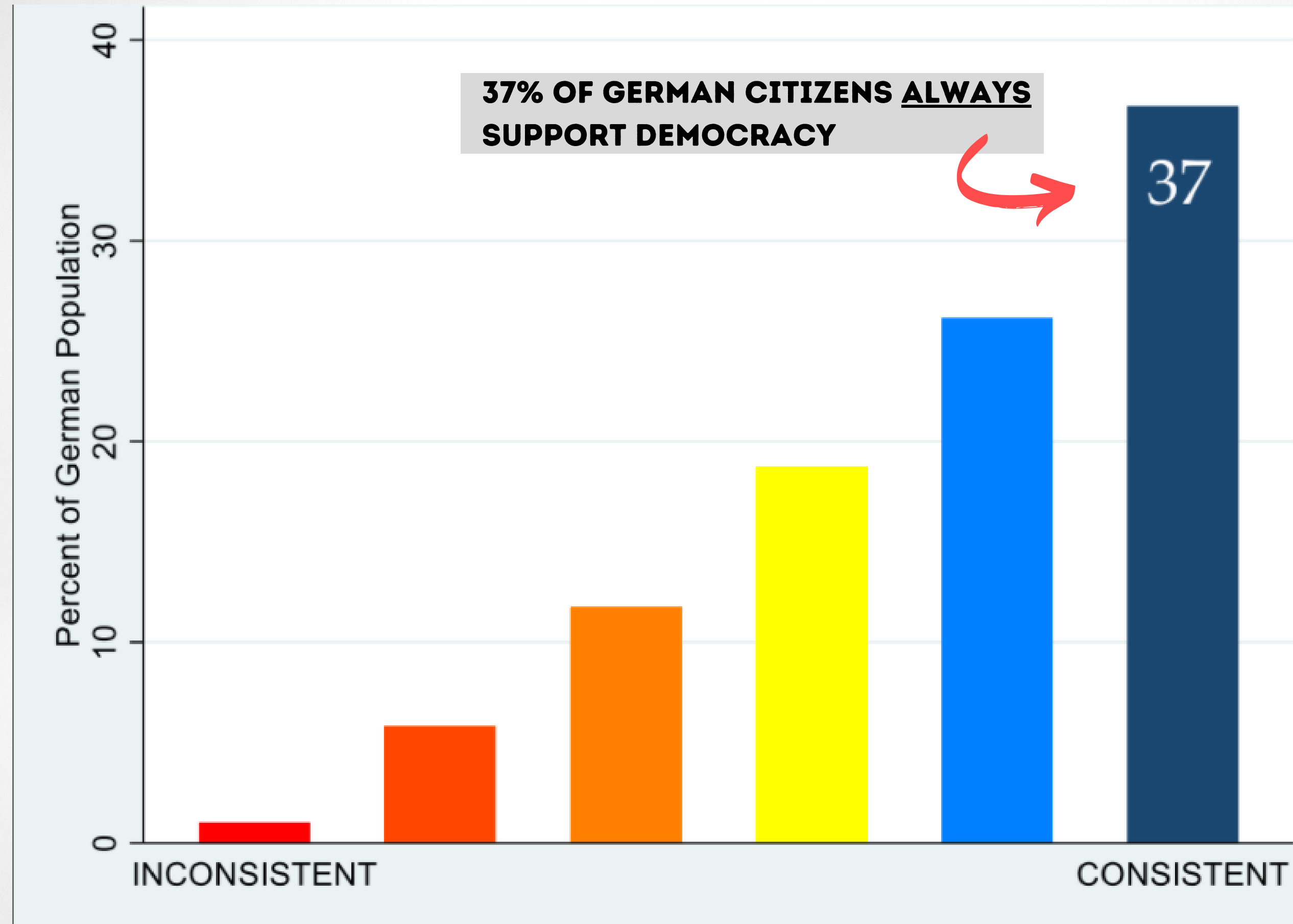# DEFINING A CONSISTENT SUPPORTER OF DEMOCRACY

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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**
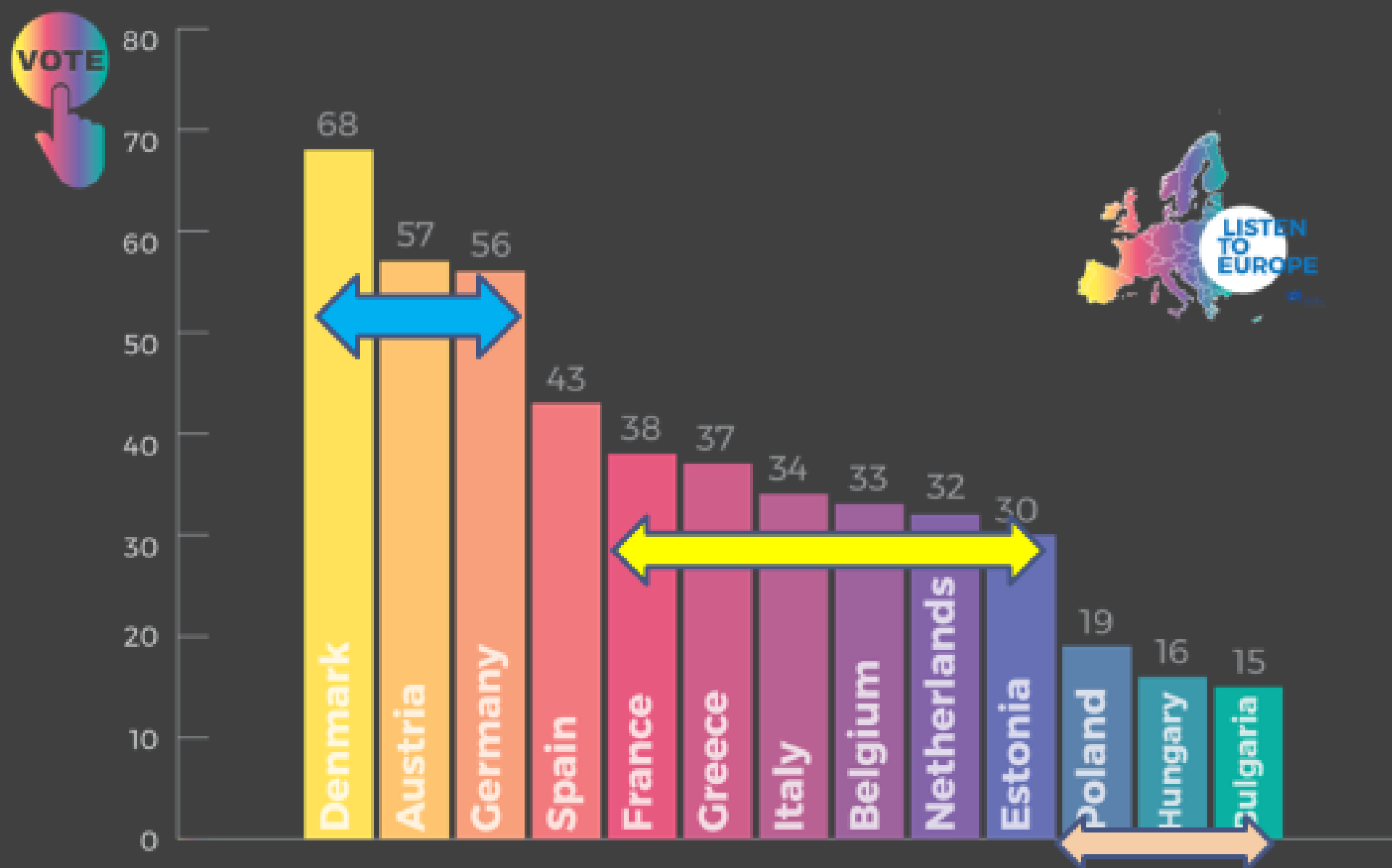
SUPPORT FOR DEMOCRACY

37% OF GERMAN CITIZENS <u>ALWAYS</u> SUPPORT DEMOCRACY

Percent of German Population

40
30
20
10
0

INCONSISTENT

CONSISTENT

37

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COMPARATIVE: 2019 DATA

DEMOCRACY — The percentage of people who always support democracy.

Country	Value
Denmark	68
Austria	57
Germany	56
Spain	43
France	38
Greece	37
Italy	34
Belgium	33
Netherlands	32
Estonia	30
Poland	19
Hungary	16
Bulgaria	15

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.

9/22/2021 ● 57

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INSIGHTS FOR COMMUNICATIONS

APPLIED

SEGMENTATION, FRAMING TARGETING & MESSAGING: HOW TO ENGAGE A PERSUADABLE/MODERATE AUDIENCE?

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WORLDVIEW, DEMOGRAPHIC & BEHAVIORAL
DIVIDE
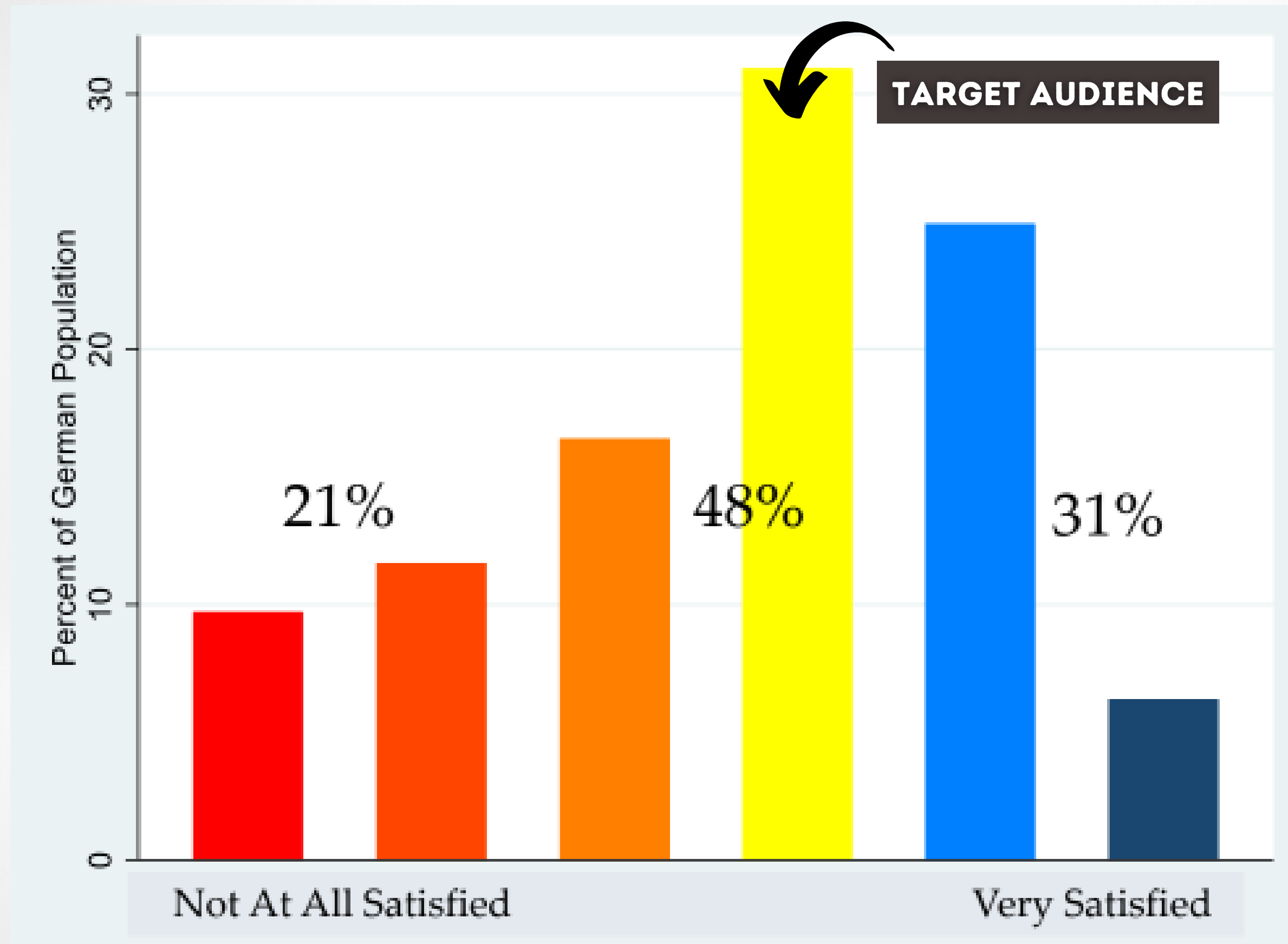## THAT SHAPES IDENTITY, ATTITUDES & POLITICAL CHOICES
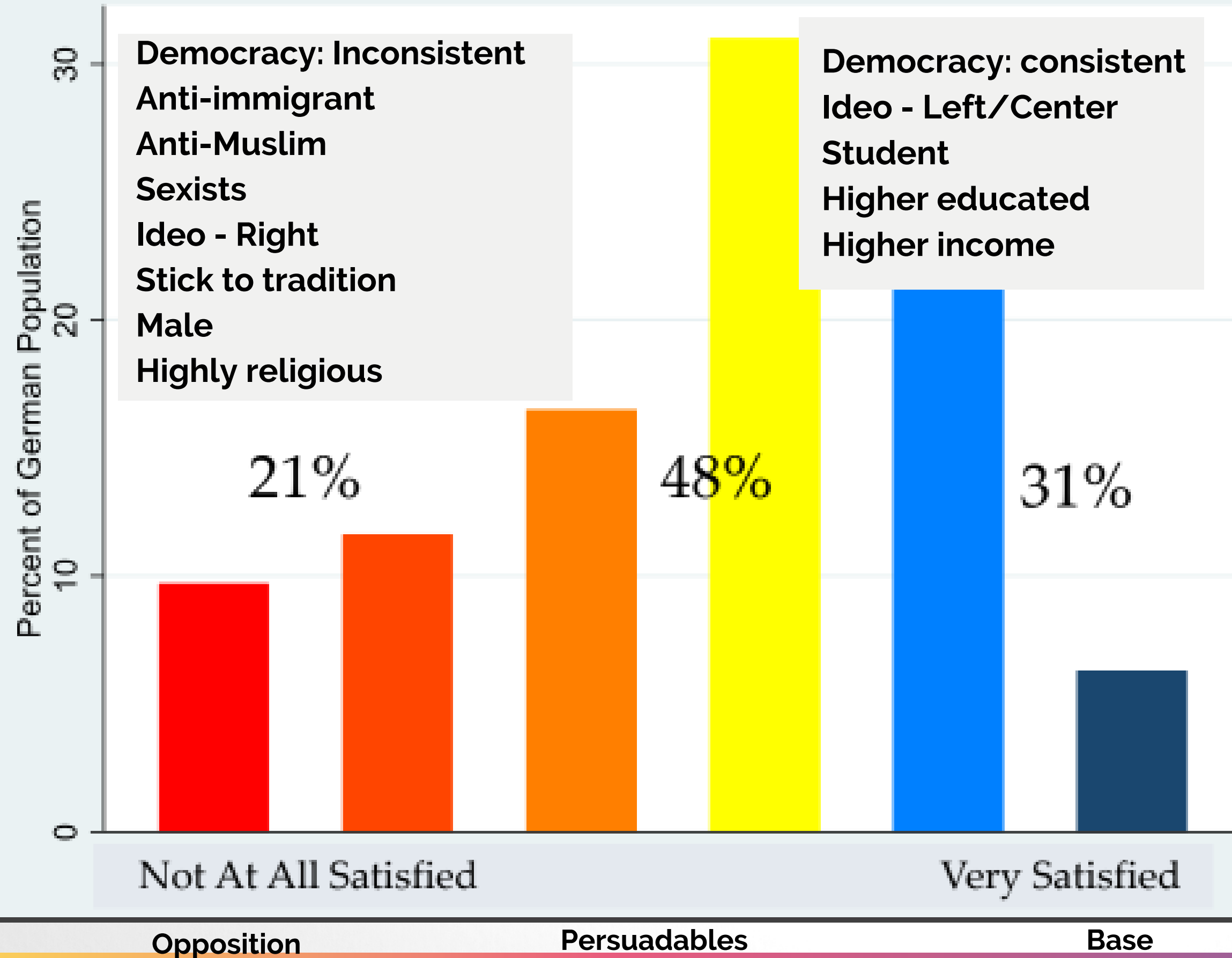
AUTHORITARIANISM
HOSTILE SEXISM
IDEOLOGY

AGE
EDUCATION
GENDER

POPULISM
SUPPORT FOR DEMOCRACY
EU SEGMENTS

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SATISFACTION WITH DEMOCRACY

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TARGET AUDIENCE

Percent of German Population

30

20

10

0

21%

48%

31%

Not At All Satisfied

Very Satisfied

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SUPPORT FOR DEMOCRACY

Democracy: Inconsistent
Anti-immigrant
Anti-Muslim
Sexists
Ideo - Right
Stick to tradition
Male
Highly religious

Democracy: consistent
Ideo - Left/Center
Student
Higher educated
Higher income

21%   48%   31%

Percent of German Population

Not At All Satisfied   Very Satisfied

Opposition   Persuadables   Base

Using LTE data allows to better shape your campaigns according to the characteristics of your persuadable audience. Persuadable population:
- *Is pro-Women's rights, LGBTQ+*
- *Takes Care of Family at Home*
- *See climate change as a real problem, care about Social Justice and Migration*
- *See their identity as German & European, etc.*

You can find more relevant data on the LTE website.

EU: FRAMING & MESSAGES

APPLICATION

FRAMED BASED ON

- IDENTITY: German First and European Second

- EMOTION: Hope For A Better Future, an Innovative, Socially Just Germany

- PLACE: Pride in Germany

- OUTLOOK: Future-oriented, Openness to Chance Regarding Traditions
  - NOT Radical Change
  - NOT Return to Past/Status quo

- SELECT TOPLINE VARIABLES
  - Democracy & Order (cannot be Democracy without Order!)
  - Economic & Social Justice

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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 :**
   - Students 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 oppenness to change regarding traditions, but without a radical change.**

6. **Call for lessened economic inequalities, for more social justice and a protected democracy in Germany.**

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: <u>LTE WEBSITE</u>**
- **LINK 2: <u>MEDIA ANALYSIS KOMONS</u>**

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