



LISTEN TO EUROPE

REACHING BEYOND OUR BASE AUDIENCE

APPLYING THE DATA: SPAIN 



**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 in February 2019 on 1000 people 18 years of age and older, 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.

SPAIN

STRATEGIC SURVEY ANALYSIS

UNDERSTAND WHAT PEOPLE ARE THINKING.

HOW THEY SEE THE WORLD.

HOW THEY FEEL & ANY CHANGES IN

THEIR ATTITUDES.



**WHAT % OF CITIZENS
IN **SPAIN** 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:

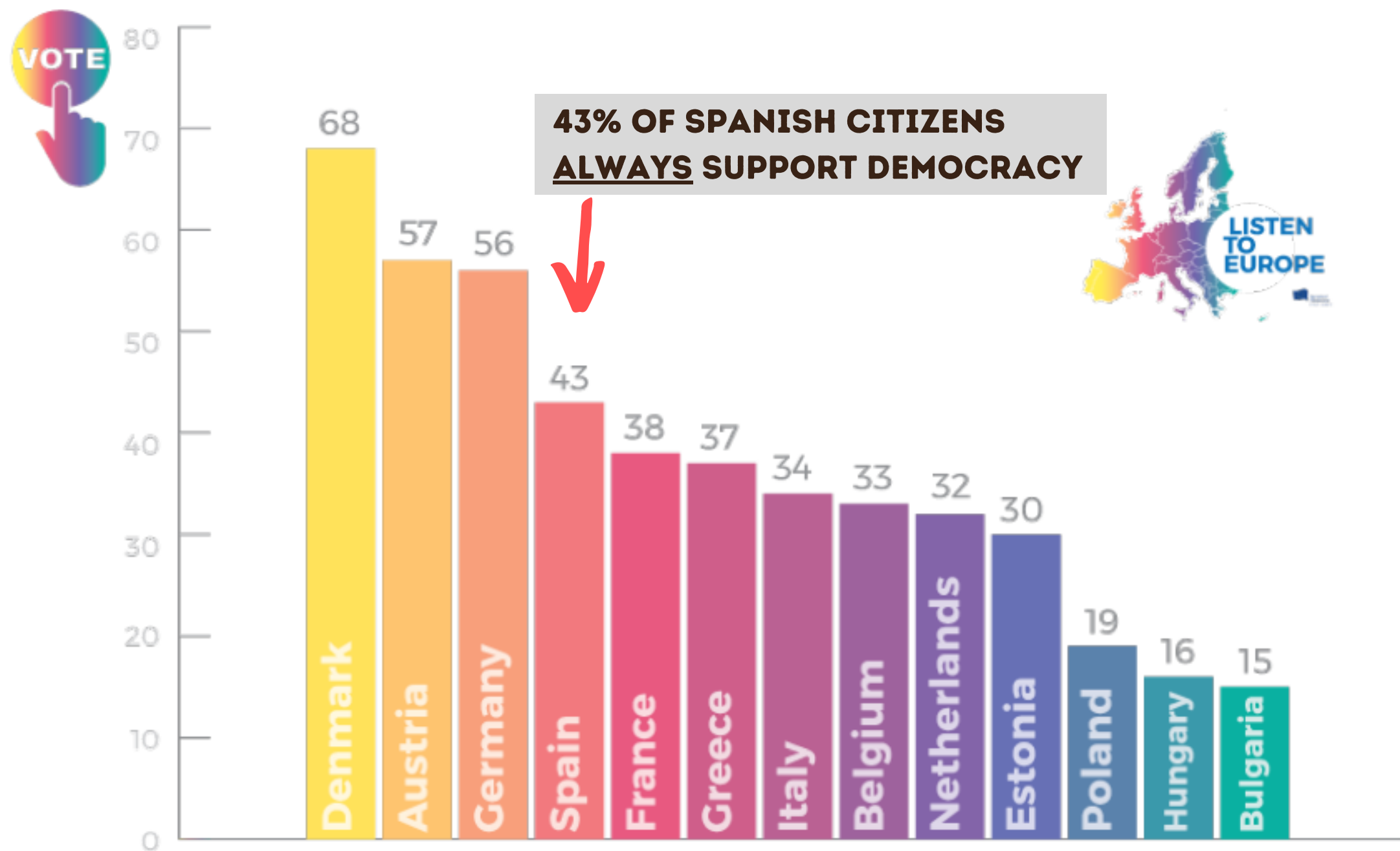
**CONSISTENT SUPPORTER
OF DEMOCRACY**

SUPPORT FOR DEMOCRACY: 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: HOW TO

ENGAGE A PERSUADABLE/MODERATE

AUDIENCE?

WORLDVIEW, DEMOGRAPHIC & BEHAVIORAL

DIVIDE

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

**AUTHORITARIANISM
HOSTILE SEXISM
IDEOLOGY**

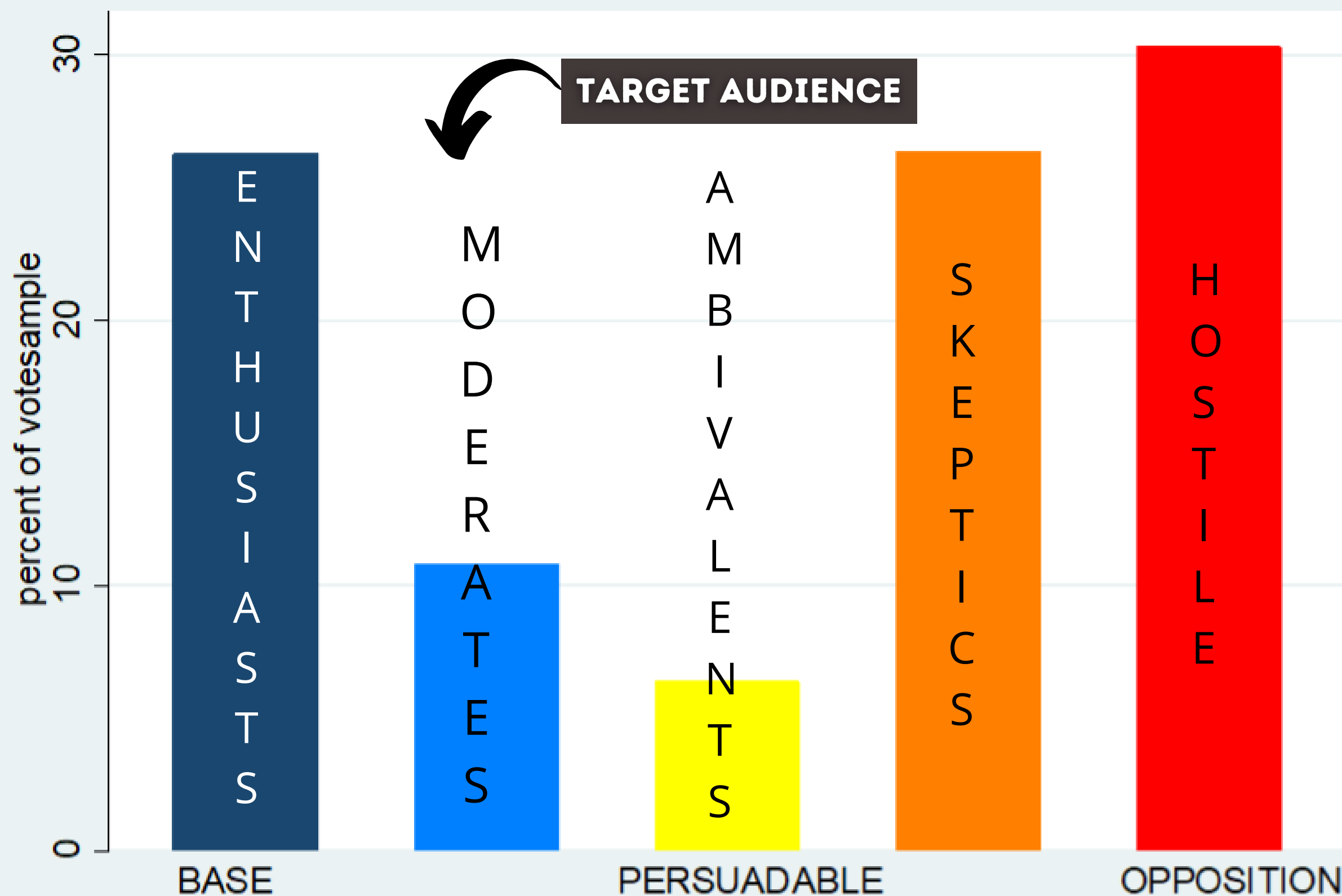
**AGE
EDUCATION
GENDER**

**POPULISM
SUPPORT FOR DEMOCRACY
EU SEGMENTS**

EU SEGMENTATION



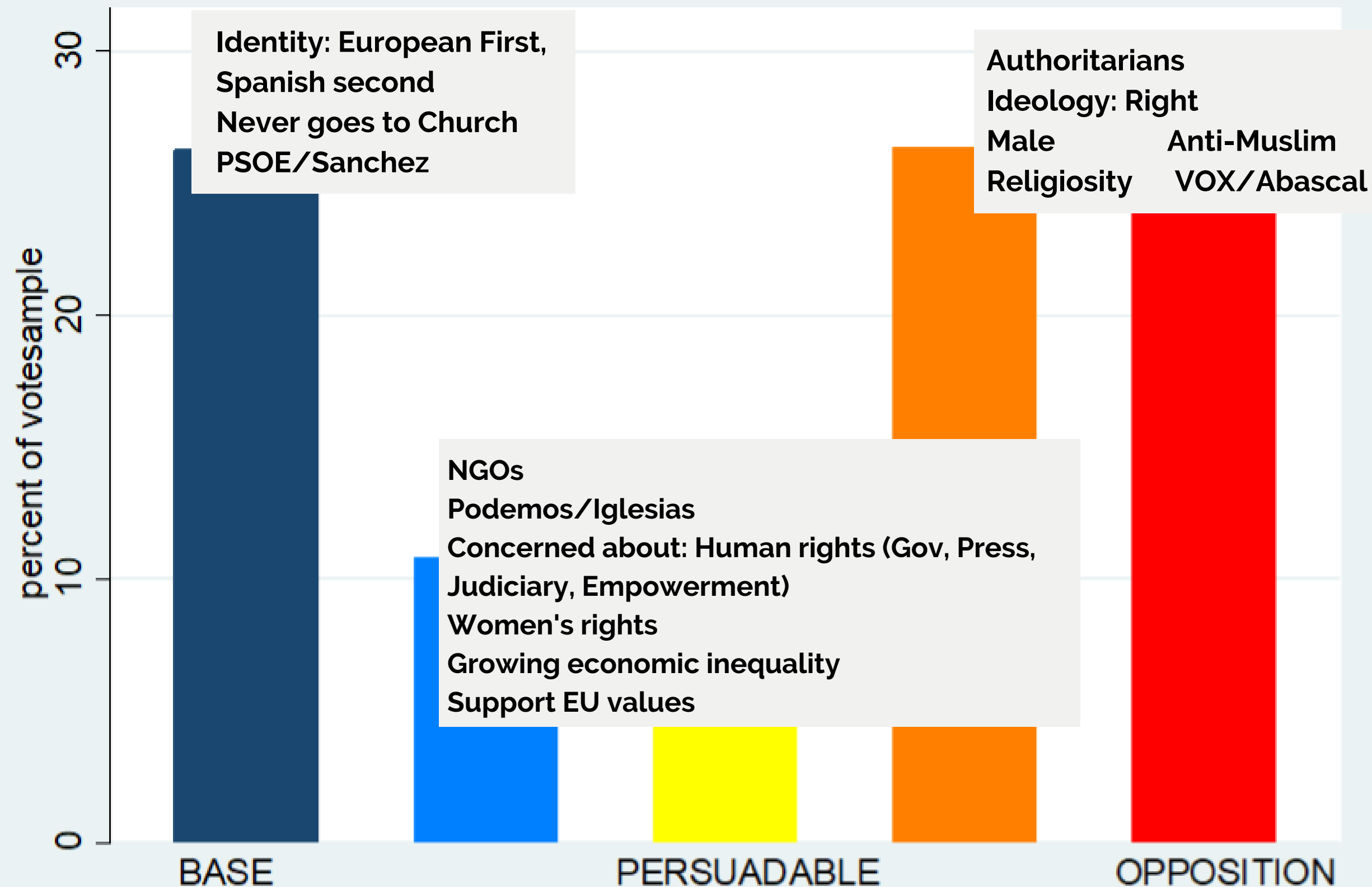
Segments: Demography & Attitudes, Favorability, & Wedges



EU SEGMENTATION



Segments: Demography & Attitudes, Favorability, & Wedges



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

- *Has less pride in Spain*
- *Never attends church*
- *Thinks gender studies are science*
- *See their identity as Spanish & European, etc.*

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

EU: FRAMING & MESSAGES

APPLICATION

FRAMED BASED ON

- **IDENTITY:** Spanish First and European Second, respect for Spanish traditions (family)
- **EMOTION:** Hope For A Better Future
- **PLACE:** Pride in Spain
- **OUTLOOK:** Future-oriented, demand Political leadership in line with Values & Morals
 - NOT Radical Change
 - NOT Return to Past/Status quo
- **GOAL:** Future Where
 - Economic Inequality Lessened
 - Solidarity with key values: Democracy, Human rights, Equality, Europe
- **EU benefits Spain by**
 - Improving the economy (EU Recovery Fund), Helping in the Covid-19 response, Support values of Tolerance and Human rights
 - BUT acknowledge that EU is a Work in Progress



ABCs OF COMMUNICATIONS #1

DO'S

Messages are **MORE LIKELY** to engage and motivate a persuadable/moderate 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 fairer and tolerant Spain.

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 represented mainly as a “**mirror**”: a reference to compare the country. This representation reveals different aspects:
 - Used as a way to **attack the government** (“we are the shame of Europe”).
 - This also reveals **insecurities** in the representation of Spain within Europe. However, the situation in other countries (e.g., Eastern countries) is assumed to be worse.
 - The collective imaginary suggests that Spain should inspire **innovation and economic policies based on Northern European countries** and, on the other hand, avoid political practices present in certain Eastern countries (like Hungary or Poland).
- There are certain topics that operate very frequently with European references, i.e. **animal rights, sustainability, migration/refugees**:
 - Migration is one of the main topics targeted by authoritarian actors in Spain, polarizing the debates around this issue.
 - On the other side, sustainability and animal rights generate broad consensus and are linked to positive EU representations.

RESOURCES



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