



Testing matters!

Dídac Gutiérrez-Peris, EU Research & Assessment Director, Viavoice
Olivia Bruyas, Communication campaigns coordination, DG REGIO

Online Workshop, 25 February 2021

Our session - Overview

- Practical
 - One hour, chat moderation, two Q&A sessions
- Content
 - Defining the right evaluation mix (brief, audience, methodology)
 - Pre-tests (ultra-local focus groups, online surveys, top intakes based on examples)
 - *Questions & Answers, session 1*
 - Post-tests (objectives, set up, comparative results, final assessment, top findings)
 - Conclusion: why testing matters (sustainable impact, transferable insight)
 - *Questions & Answers, session 2*

Testing matters!

The importance of pre- and post-tests to assess relevance and impact of communication campaigns

February 2021



Presented By **Dídac Gutiérrez-Peris**, EU Research & Assessment Director, Viavoice Group
With **Olivia Bruyas**, Communication campaigns coordination, DG REGIO

The case study

- **Challenge:** accompany the deployment of a series of regional campaigns “only locals can understand”, run in partnership with the regions

Proximity, personalised communications around iconic/popular co-funded places which are part of the local pride => an EU dimension to local pride

- **The right evaluation set up** : an integral part of the campaign

Key to ensure legitimacy and credibility, to check acceptance and endorsement by local target audiences and to attain objectives (Key Performance Indicators)

The audience

“The brief”



The communication strategy behind the regional policy is guided by the **“going local” approach**. This implies a decentralised communication. In that sense, the objective is to go “the extra local mile” and **root the communication locally**, notably by **picturing the relation between people and places** (playing with the emotions that go with it) while relating to the EU and what it **enables on the ground under cohesion policy**.

“The target”



Qualitative Criteria

- local population (**participants having a knowledge of the area/region/county**);
- population segments who have **low/medium awareness of the EU** and EU action in their region;
- mix of citizens showing different attitudes towards the EU (**disengaged, neutral and engaged**);
- socio-economic sample with **different** income range.

Socio-demographics

- balance between men/women;
- mix of ages;
- diversity regarding level of education.

The target & objectives define the methodology for impact assessment (and not the opposite)

The methodology

“understanding the regional impact of the campaign”

Pre-test (1)



Qualitative: focus-groups

Tailored criteria:

- **ultra-local** (space & people)
- **spaced out** (in time, but also in terms of type of regional policy action and country)

Pre-test (2)



Quantitative: multi-regional online survey

Tailored criteria:

- **regional sampling**
- **Simultaneous**
- Able to **check progress** (questionnaire continuity)

Post-test



Quantitative: multi-regional online survey

Tailored criteria:

- **regional sampling**
- **Simultaneous**
- **Explorative** (benchmarking)
- Able to **check progress** (questionnaire continuity)

Why going ultra-local for pre-tests?

(example 1)

UNION EUROPÉENNE

STATION DE
GERARDMER

ON VOUS AIDE
À REMONTER
LA PENTE

Remontez les sommets de Gérardmer, à bord du nouveau télésiège du Grand Haut construit grâce au soutien de l'Europe.

#ChampionsdEurope #skifantastique

L'EUROPE EN GRAND-EST



The figurative humour is not understood. **The audience perceives the pun as an uncomplimentary note on the area**, pictured as a second class or under-developed city needing some kind of help to 'get up to the mountain'.

"In a way it says that you have a problem and that they are here to help you, when in fact we don't have any problem and the ski station is very well-known and popular"
[NOTE: in French the expression 'remonter'la pente" also means 'recovering']

Why going ultra-local for pre-tests? (example 2)



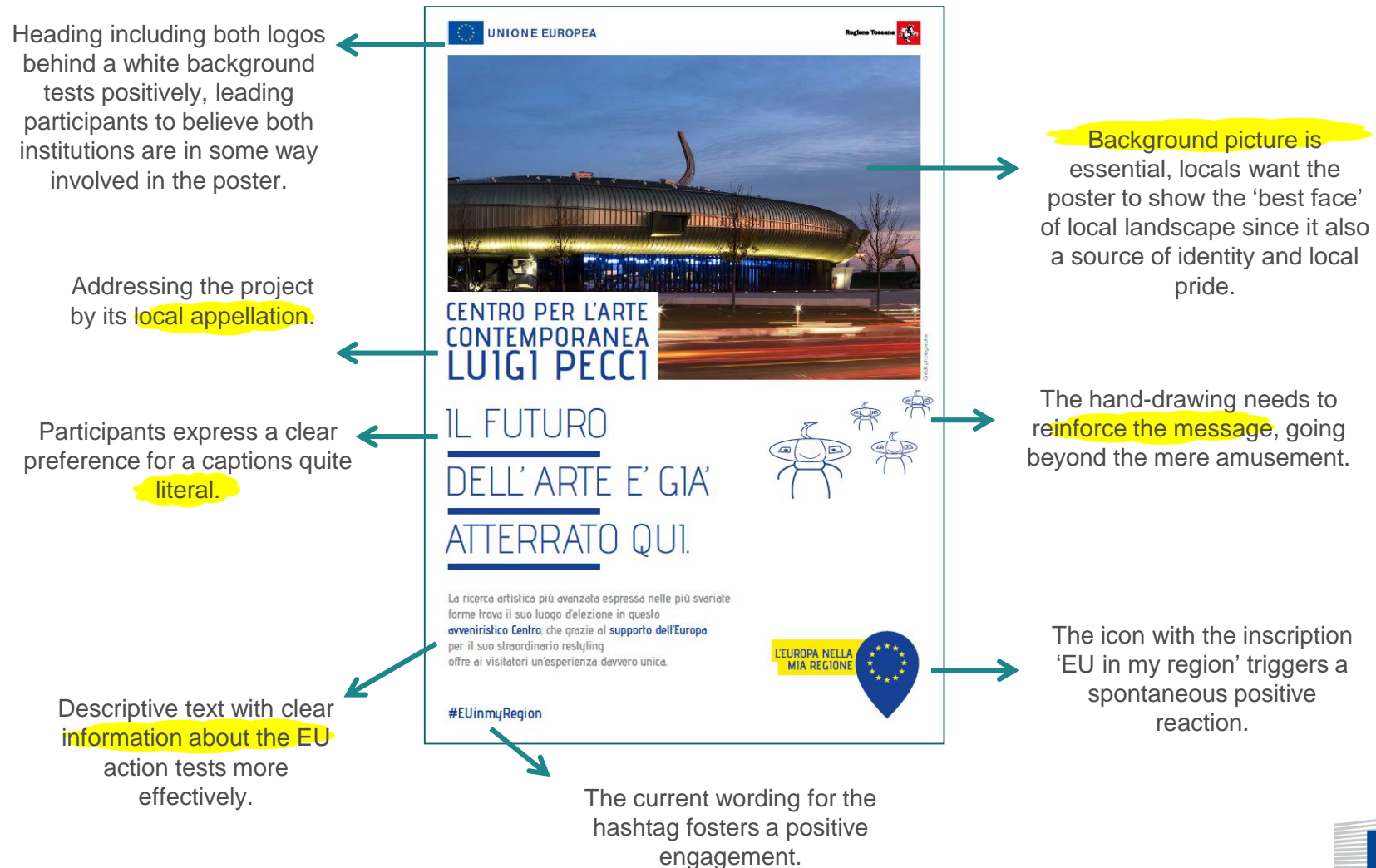
OR



Local insight: The background picture needs to portray the singular roof 'antenna', which is considered by locals as the defining trait of the Museum.

The ideal poster

(qualitative & quantitative)



Top intakes from the pre-tests

(quantitative & qualitative)

The more participants feel that the campaign makes an effort to reflect the **best side** of their region and their local spotlights...

... the more they feel it's a campaign **close to them**.

The more participants feel there is an **interaction** with the online resources annexed to the campaign (interactive billboard, geolocating mobile & social networks banners...)

... the more they expect to **engage**.

The more participants **understand spontaneously** the objective and the broadcasting institution behind the campaign...

... the more they prove **receptive** to the embedded idea of the 'EU acting local' and investing in their region.

Questions ?

Post-testing

“Three objectives in one”

1 →

Evaluate & Test the creative material

- *Testing all the graphic items from a quantitative perspective (%)
- *Testing the spontaneous feedback from a representative sample of the regional population
- *Testing systematically the qualitative objectives of the campaign from a statistical point of view

2 →

Benchmarking with sound methodology

- *Key Performance Indicators such as satisfaction rate, level of attachment, Reach&Recall...
- *Data to be used for upcoming campaigns (continuous aim)
- *Reinforced legitimacy & statistical robustness when results similar through different periods (and different political/social/economical circumstances)



COVID-19: The results did not show significant statistical variations before or during the health crisis.

3 →

Explore future predisposition

- *Assess the impact of the concept behind the campaign, not only its content

Post-testing (technical details)



Sampling:

500 respondents for each fieldwork. Representative of the regional population through the method of quotas.

POST-TESTS (by region & date)

<i>Region (Country)</i>	<i>Name of the project</i>	<i>Fieldwork Date</i>
Toscana (IT)	Centre Luigi Pecci	8-15 MAY 2019
Voralberg (AT)	Digital Factory	8-15 MAY 2019
Thessaly (EL)	Lake Karla	3-20 JUNE 2019
Occitanie (FR)	Lido Beach in Sète	9-16 SEPTEMBER 2019
Gotland (SE)	Visby Port	3-20 SEPTEMBER 2019
Centre-Val de Loire (FR)	Loire à vélo	18-28 SEPTEMBER 2020
Southern region (IE)	Bridge Mary Elmes (Cork)	01-10 OCTOBER 2020
Gelderland (NL)	Trolley 2.0 (Arnhem)	22-30 OCTOBER 2020
Central Greece (EL)	Thebes Museum	29 OCT – 8 NOVEMBER 2020
Piemonte (IT)	Castello di Novara	6-16 NOVEMBER 2020

Fieldwork (2019)

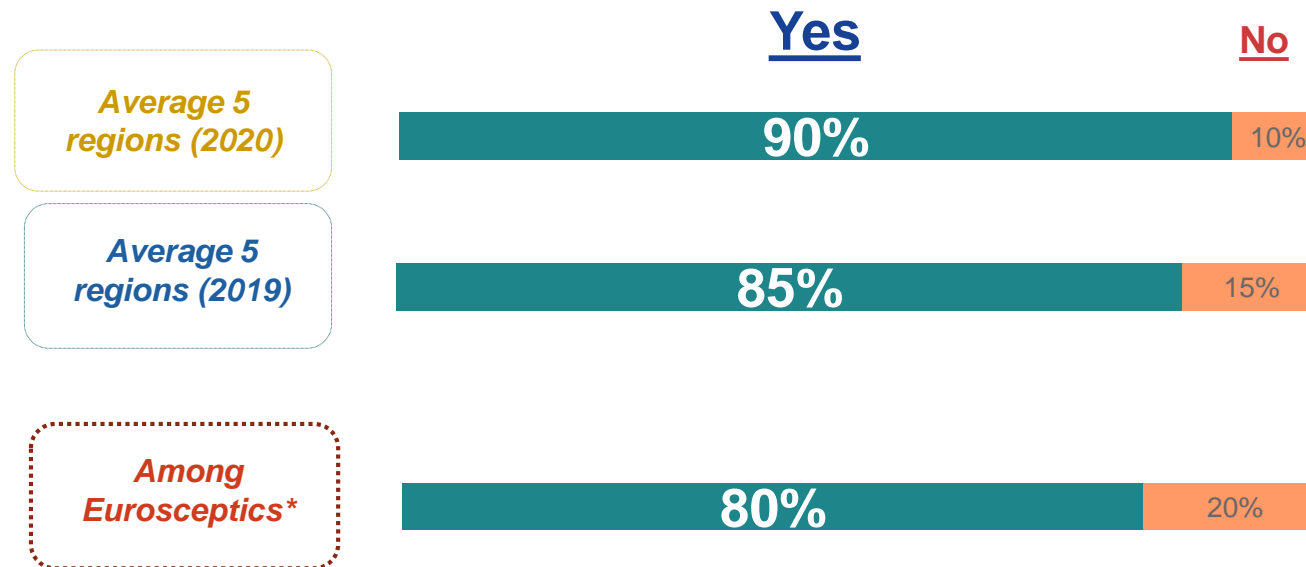
New data (2020)

Post-test final assessment

(comparative n^o1)

SATISFACTION RATE (%)

All in all, are you happy of having this campaign displayed in your region?



Eurosceptics: respondents who said they had a very negative or fairly negative image of the EU*

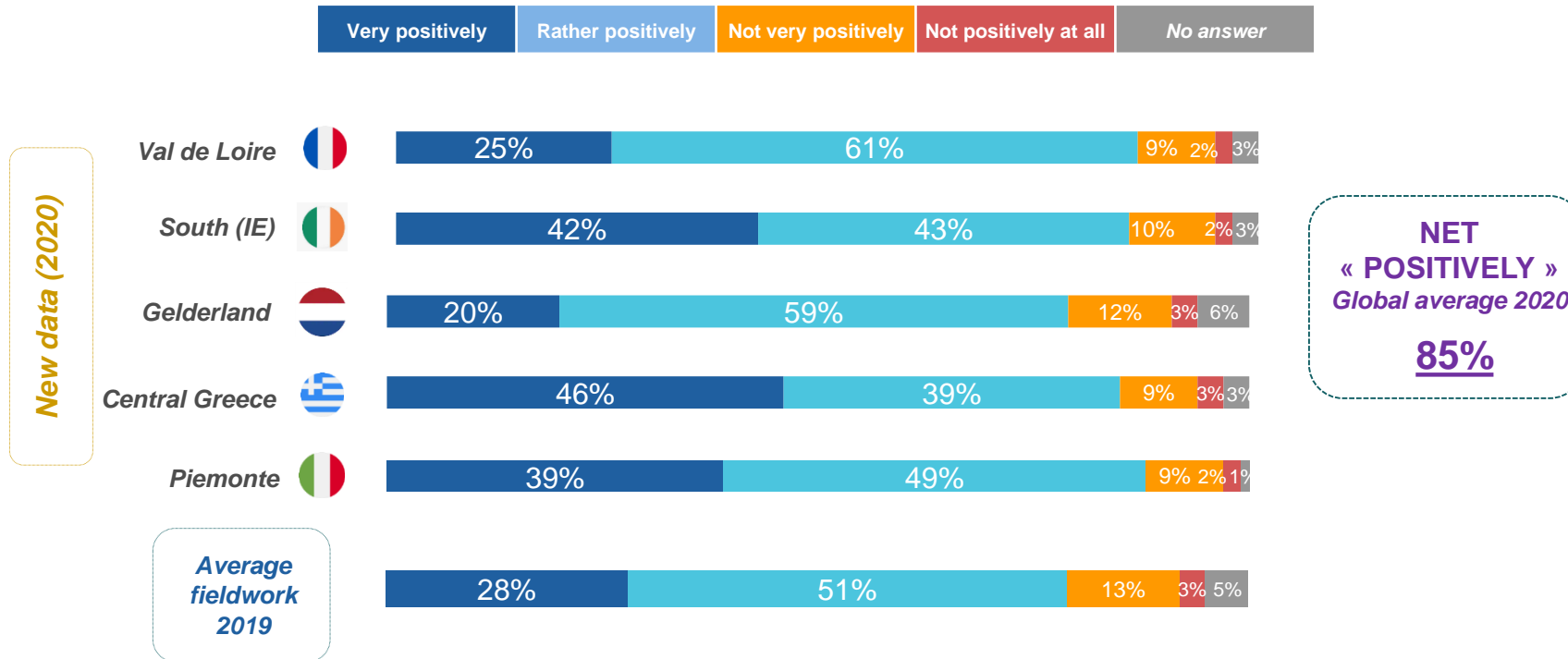
Post-test final assessment

(comparative n°2)

PERCEIVED EFFECTIVENESS %

How positively do you evaluate the following elements of this particular campaign?

“Addressing the audience using a local tone and local references”

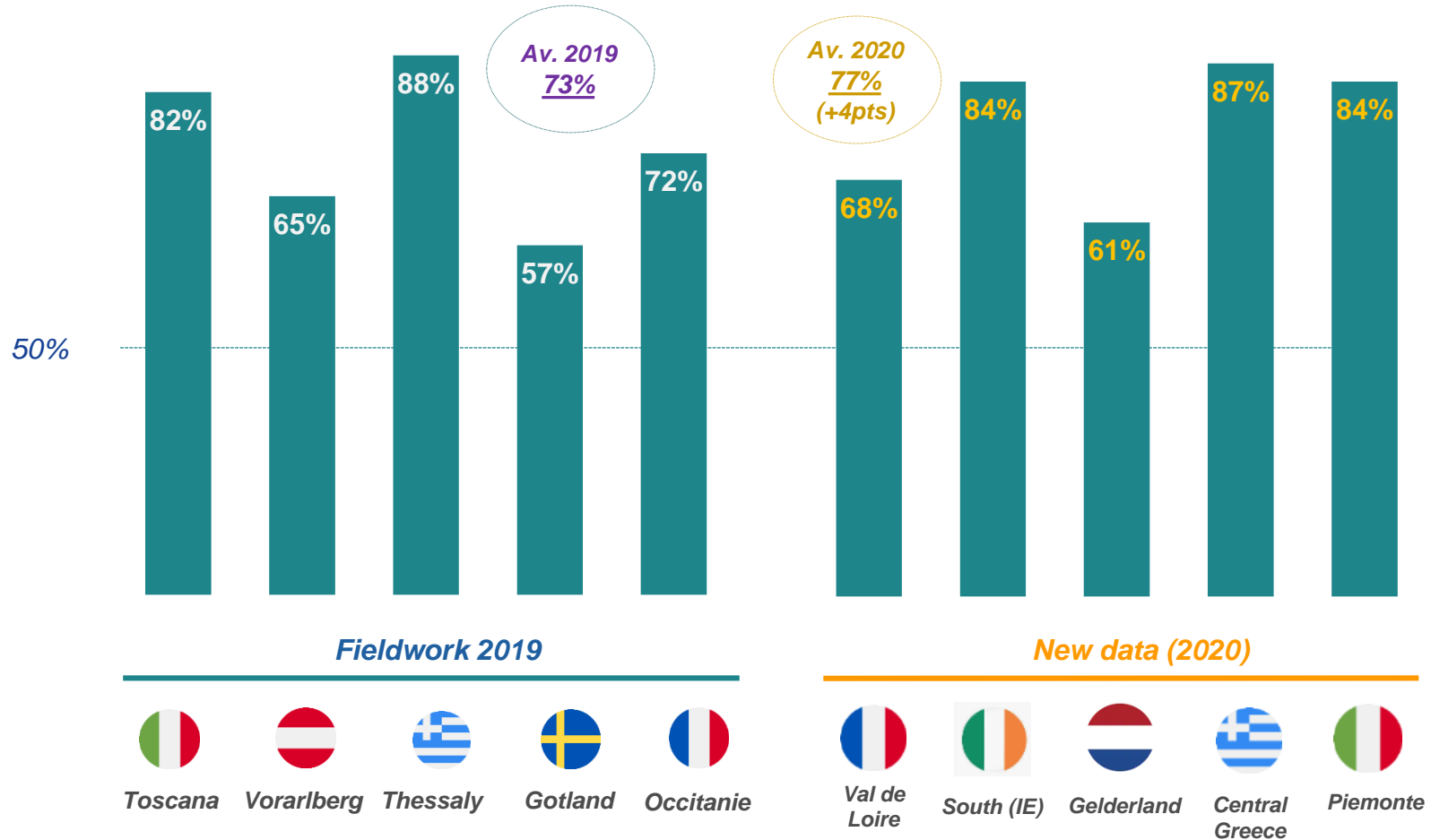


Post-test final assessment

(comparative n°3)

FUTURE PREDISPOSITION (%)

All in all, would you welcome more communication initiatives whereby the European Union team up with your regional institutions?



Collecting forthcoming interests

Generally speaking, how interested would you be in having the following information about the action of the European Union in your region?

Rather interested

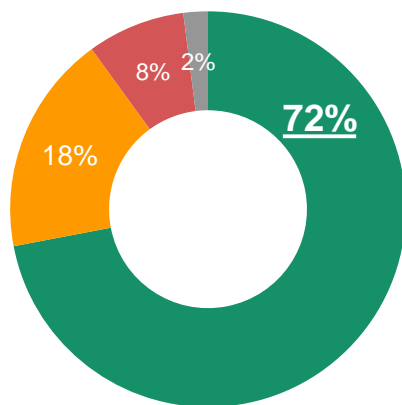
Indifferent

Rather not interested

No answer



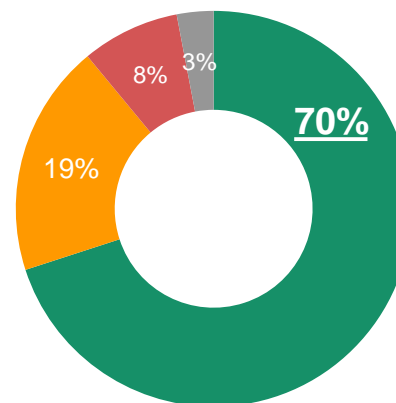
Information about the projects and places currently funded by the EU in my region...



Basis: Average of every regional sample (10 regions, 500 respondents per region)



Information about the different projects that in the near future could be funded by the EU...



Basis: Average of every regional sample (10 regions, 500 respondents per region)

Post-test final assessment

(top findings)

- **Locations create emotional bonds:**

All post-tests confirm that focusing on actual local places has been a key criteria to foster engagement among targeted audiences.

- **Speaking 'locally' allows the EU to convey a message transversally:**

All post-tests confirm that local issues, local references and local strategies create similar levels of engagement among all segments of the sample population, irrespective of the previous attitude the respondent might have towards the European Union.

Lasting benefits

Enabling sustainable impact of a specific campaign

- ✓ Breaking new grounds (proximity, personalised communication in partnership)
- ✓ Setting new benchmarks (perception of efficiency, endorsement, predisposition for more)
- ✓ Buy-in by partners (Regions, Projects, Multipliers/Influencers, EC Networks)

Learning transferable lessons for EU communications

- ✓ Insight gained for new campaigns
- ✓ A tried and tested approach to communicate the EU locally

Questions ?

Thank you !

BROWSE FOR MORE

Regional campaigns (all languages)

https://ec.europa.eu/regional_policy/en/policy/communication/euinmyregion/regional_campaigns/intro/

VIAVOICE

<http://www.institut-viavoice.com/>

<https://uk.institut-viavoice.com/>



© European Union 2020

Unless otherwise noted the reuse of this presentation is authorised under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license. For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.

Slide xx: **element concerned**, source: e.g. [Fotolia.com](https://www.fotolia.com/); Slide xx: **element concerned**, source: e.g. [iStock.com](https://www.istock.com/)

