



Exploring Irish
attitudes to overseas
development aid

Dóchas' #NowMoreThanEver Campaign Review

Qualitative Topline

General context

- We face significant challenges in trying to engage consumers in the problems being encountered in the developing world right now.
- The pandemic has encouraged almost everyone to become more inward looking and local focused, though this is more evident in some segments than others (most obvious among *Community Activists* and *National Pragmatists*)
- Consumers are also struggling with the amount of 'bad news' out there and many are actively monitoring their consumption of this for their own mental health. Since quite early on in the pandemic, people have been avoiding the news, skipping over distressing content and seeking out more 'feel good' topics to keep themselves on an even keel.
- The campaign acknowledges this when it states 'we must resist the temptation to look inwards', and this proved to be an important wakeup call in the groups. However, much as they know it's the right thing to do, some consumers feel that engaging with these topics right now takes a lot of mental resilience, which they don't feel they have in abundance
- Having said all of that, the tone and content of the *#NowMoreThanEver* campaign strikes a good balance in alerting consumers to the issues without emotionally draining them and this is acknowledged by all segments.

NGO/Charity context

- The shift of focus towards more internal, localised issues is in evidence when it comes to charity awareness/support too.
- Many of Dóchas member organisations like Concern/GOAL/Bóthar/Trócaire would have had a significant presence in Ireland, but the majority feel that this has receded in recent years, with much more emphasis being placed on national and local charities tackling homelessness and suicide in Ireland.
- This seems to be driven by a number of things, but people's priorities changing/serious, visible issues in evidence at home/some high-profile scandals in some of these organisations all seemed to play a role in this shift.
- Recently though, the UNICEF *Get a Vaccine, Give a Vaccine* campaign has cut through strongly with people, with quite a few in the groups reporting donating to this. Positivity/optimism people felt in getting their own vaccine seems to have been a strong driver in wanting to share this with those less fortunate.
- It's a challenging environment in this regard for us also

The #NowMoreThanEver Campaign

- Spontaneous awareness of the campaign is low (which we would expect)
- Consumers struggle to understand the ‘umbrella’ nature of the organisation and it would benefit us in future campaigns to take a step back and clarify this for consumers as a starting point
- Of all the segments, *Global Citizens* were most engaged by the campaign and this is in respect to both the content and the look & feel (which again, we’d expect)
- *Community Activists/National Pragmatists* are less engaged, though they also acknowledge the strengths of it.
- Strengths of the campaign (for all groups) include
 - The tone, which is hard hitting without being too ‘doom and gloom’
 - Degree to which it drives empathy and understanding of the dramatic impact that covid is having on less well-off countries. Somewhat of a sense check for many as their focus on Covid has been predominately localized.
 - The 32-cent stat is powerful across the board, making people sit up and listen. The graphical representation of this works really well. This information surprises viewers because it contradicts the image they have in their minds of Ireland as a generous/global minded country.
- What works less well
 - It covers a huge amount of material, which is good in one sense, but can sometimes be hard for consumers to follow. We’re not focusing on one single issue here, so there’s a lot for viewers to take in
 - Viewers are expecting the call to action to be around donating money, so the actual message around tagging TDs is unexpected. While some are very keen to do this (particularly *Global Citizens*) others question what this will achieve, particularly if they feel their TD is more focused on local issues. For others, this is outside of their normal digital behaviour, so they may need more persuasion to do it.
- The visual style and tone of the ad (fast paced, interspersed with stats and graphs) feels modern and contemporary and would catch the eye on Social Media.
- Comparisons were made with Netflix documentary style and while some older respondents aren’t so keen on this, it is popular with younger views and yet again, *Global Citizens* in particular react well to it.

Looking ahead

- What we’ve created here is impactful and works very well to engage *Global Citizens* in particular and *European Multilateralists* to a slightly lesser extent.
- Future campaigns might focus more strongly on how to engage *Community Activists* and *National Pragmatists*, in the knowledge that the pandemic has made them more focused on the local and national and we’ll have to work even harder to direct their attention outwards.