



MOTIVATE LONDON EVENT: Buyer Behaviour - Briefing Sheet November 2005

This briefing has been produced following the Motivate London event on 'Buyer Behaviour', held on 16 November 2005. It outlines the aims of the event, provides links to speaker presentations, outlines workgroup activities and provides top tips to help professionals develop their own effective behaviour change campaigns.

Aim of event

This event aimed to help delegates gain a better understanding of buyer behaviour and consumer choice in London's culturally diverse communities. It also aimed to provide a toolkit of tried and trusted marketing techniques to help delegates develop and deliver innovative campaigns that effectively encourage these communities to take up more environmentally sustainable behaviour.

Speaker presentations

Solitaire Townsend, Managing Director, Futerra Sustainability Communications, explained how to build a consumer profile and outlined a number of these in London's culturally diverse communities. David Thorp, Insights Manager, Chartered Institute of Marketing, outlined the key features of a successful commercial marketing campaign, including messaging, media and the 7 marketing P's. Both presentations are available at:

http://www.lsx.org.uk/programmes/MLeventsarchive1_page1848.aspx

Workgroup activity

Attendees worked in groups to develop an effective behaviour change campaign amongst culturally diverse communities. Each group was given a specific campaign scenario and was able to consult a representative of the relevant community. The campaigns chosen were unrelated to *environmental* sustainability to encourage delegates to challenge their assumptions and think 'out of the box'. A summary of these discussions is available at:

http://www.lsx.org.uk/programmes/MLeventsarchive1_page1848.aspx

10 top tips to delivering an effective behaviour change campaign:

- 1) Recognise that communities are not homogenous and realise the relevance of niche marketing
- 2) Identify your target audience and be clear about their situation, priority needs, concerns and aspirations
- 3) Establish and continue a dialogue with the community / target audience
- 4) Develop the campaign with the community to empower them with a sense of 'ownership'
- 5) Build trust and empathy, and gain genuine insights
- 6) Provide incentives and demonstrate the benefits of the behaviour change
- 7) Consider using a variety of communication channels rather than relying on any one, and remember existing community networks might be interested in working in partnership with you
- 8) Give a clear, relevant and compelling campaign message, at an appropriate *time* and in an appropriate *tone of voice*, to grab **A**ttention, initiate **I**nterest which generates **D**esire to take **A**ction (**AIDA**)
- 9) Be sure the infrastructure is in place to enable the audience to adopt the new behaviour
- 10) Establish a monitoring and evaluation process to assess how effective your campaign has been, and incorporate the findings

About LSx

London Sustainability Exchange (LSx) connects and motivates people to accelerate the transition to a sustainable London. We do this by increasing sustainability literacy, developing and influencing policy and practice regarding London, and learning from and broadcasting good practice. We are a partnership of public, private and voluntary sector organisations and operate as a programme of national sustainable development charity Forum for the Future. More information is available on the LSx website: www.lsx.org.uk

About Motivate London

The challenge of encouraging Londoners to lead 'greener' lives – to recycle, to consume less energy, water and so on, is a great one. Much evidence exists to show that although people are aware of environmental issues and want to do their bit, they just aren't taking action. To tackle this London Sustainability Exchange (LSx) is running the 'Motivate London' project to identify activities that would persuade Londoners to take up environmentally sustainable lifestyles. Through a number of replicable pilot projects, research mapping and the 'London Motivators Learning Network' LSx is generating the "know how" to help build the capacity of London professionals who are working to motivate such behaviours directly to Londoners themselves.