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**THE WATER EFFICIENCY AND PUBLIC
INFORMATION FOR ACTION (WEPIA)**

**QUALITATIVE RESEARCH TO PRE-TEST NEW TV
SPOTS**

REPORT

September, 2001

Introduction

A number of TV executions have been prepared by Prisma and Future Vision, and, prior to final development, research is required to examine their credibility, acceptability, effectiveness in communicating the desired messages and motivating action.

A total of 4 executions, one in animated format have been prepared. Storyboard formats were used for the testing.

The research comprised of focus groups among private householders. Discussions were conducted in Amman among men and women of the A, B and C social classes.

Each group was exposed to the three spots of the animated character, the celebrity spot and installing WSD's to save on water bills. The animated character (Ihab Tawfeer) was tested for its credibility, how is it viewed as provider of information, and whether its name is appropriate.

Also, the celebrity spokesperson (Ghaleb Hadidy and Rabi'e Shehab) were tested for appeal, credibility, and whether they are known to the target audience and how do people perceive them.

The fourth execution related to arid landscaping was tested among A class women, who own houses with landscaping around them. In this group, the concept of arid landscaping was tested to check acceptability, credibility and whether women are the target audience for such a message.

The groups were structured as follows:

	Age	Gender	SEC	Exposed to
Group 1	25-35	M	B	Storyboards 1-3
Group 2	36-50	M	C1C2	Storyboards 1-3
Group 3	25-35	F	C1C2	Storyboards 1-3
Group 4	36-50	F	B	Storyboards 1-3
Group 5	25-35	F	A	Arid landscaping
Group 6	36-50	F	A	Arid landscaping

Findings

Main Findings

Overall

Recall of advertisements on water saving was high. Many reported seeing spots on Jordan and Syrian televisions. However, the messages seem to be vaguely recalled, most remembered the message about using a bucket instead of a hose. Some mentioned commercials on water saving devices, but they did not seem to know further details of the ads.

Only one respondent has seen a promotion on WSD's in one of the fairs. She commented that there were two types one for JD 2.5 and another for JD6. The cheaper one seemed to be of poor quality and the other was too expensive, especially if installed on more than one faucet.

It seems that respondents did not like the way in which the advertisements are currently made, some criticized them as not being attractive and are not up to the seriousness of the problem. A wider and more effective campaign was thought to be needed.

“There is nothing new in the ads. They don't tell us anything.”

“All the ads are addressed to the lower social classes, but these people do not waste water, they should address those who have swimming pools and who get water continuously.”

Some suggested having animated cartoon. Such ads were seen on satellite channels and were thought to be an original way of conveying the message.

None of the respondents mentioned seeing the Mupi signs or the character featuring in these signs or any other promotional material.

Convenience spot (animated)

The spot seemed to attract the participants' attention. The message was spontaneously understood.

“The situation is familiar, we have to wait up for the water every week.”

“Real description of the citizens life.”

“The idea is beautiful, we all passed through the experience of Ihab Tawfeer.”

“It shows how the tank gets empty after using the water when first supplied.”

“The tank is empty after 3 days, it has the cactus, which means it is barren.”

“With the use of WSD’s, the water lasted longer.”

“They did the same activities, and still there was water left in the tank.”

However, the concept of the WSD’s was not very clear.

“Where are they installed?”

“Are they installed on the tank?”

“From where do we get them? And how much do they cost?”

The characters were liked and were thought to be attractive. However, some commented that they do not look like a family.

“The wife and child look different. They do not look like the father.”

“At first, I thought the wife was some kind of an animal.”

There were different views on the use of animation.

“It is an original and effective way.”

“I prefer real people.”

“It is attractive.”

“It is a new idea, we don’t want the traditional ones.”

However, most seemed to like this idea, and the messages were clearly delivered. Most importantly, the use of animation was thought to be a good means of reaching children as well as adults.

“This ad is targeted to children and adults.”

The name of Ihab Tawfeer was thought to be very original and attractive, especially that it is inspired by the famous singer “Ihab Tawfeeq”.

“It is familiar, acceptable.”

“We like the singer, he is very popular.”

“I don’t like it, suggest using other names like Abou Tawfeer.”

“Suggest Citizen Tawfeer.”

Although, few did not like it, the majority thought it is a good idea, and it gives the ad something amusing.

“It makes you smile, if you change it, the humour will be missing.”

You Won't Feel the Difference Ad

It was explained to the groups that, unlike the first ad, this will be featuring real people.

The story of the ad was understood. After installing the water saving device there would be a 35% reduction in the water bill.

“After the device is used there will be a saving of 35%.”

“Use same amount of water but for a longer period of time.”

The caption at the end: “do not change your habit, change your shower” was clearly understood.

“He is taking the same time in the shower, but the amount he consumes is less.”

“If it takes you 20 minutes to take a shower, you can still do that but you don't use the same amount of water.”

However, the function of the device was not clear.

“ Less amount of water is used.”

“I think that the device reduces the water pressure.”

“Are the valves automatic or manual? We can stop the water by turning the tap, why do we need this device then?”

The two pictures were thought to be of the same device, with the second one showing where this piece is installed.

It was not clearly understood that the first picture showed the water saver, and the second one showed the valve.

“I understand that the valve is placed at the top, where the finger is pointing, and this reduces water consumption.”

As for the water meter, since the ad is in storyboard format, it couldn't be visualized that the meter was first running fast and then it slowed down after the installation of the WSD.

Most respondents thought that it was a clock, and did not understand its role in the ad.

“There is no change in the hands of the clock. They are staying at the same hour?”

“There can't be a clock in the bathroom, so it has to mean something else, but what?”

Pay Your Bill and Save on Your Pocket Ad

This ad features a celebrity acting as a regular citizen paying his water bill.

Two pictures of the newscaster “Ghaleb Hadidy” and the comedian “Rabie’ Shehab” were shown to the groups. All knew who they were and what they do. None had any negative feelings about either one of them.

The idea of using a celebrity was appealing. However, there were different views on who should be used. Some thought that Ghaleb was a good choice because of the seriousness of the issue. Water is a serious matter and should be treated as such. However, most respondents thought that he would be too serious.

“We are used to hearing him recite news, not in an ad.”

“He is more serious than to appear in a TV ad.”

“If I see Ghaleb I would think it is a piece of news, I will not take much notice of what he is saying.”

There were different views of how effective a comedian would be in delivering a serious message.

“I like Rabie’ and I think it is a good idea to use him.”

“It is better to use another comedian, somebody whose comedy is more subtle.”

“Why not Mousa Hijazin, his jokes are more sophisticated.”

“It is not appropriate to use comedy, it dilutes the seriousness of the issue.”

On the whole, it was thought that a ‘serious’ person would do better to deliver a message on water.

The message delivered by Ghaleb had to be repeated more than once, as it was not understood from the first time.

“It is too long.”

“We did not understand it the first time.”

However, the main message of the spot was thought to be that if citizens paid their bills on time then the Authority would have enough liquidity to repair and upgrade the network and to change the meters free of charge.

Other respondents went further to say that if we do not pay our bills the Authority would cut off the supply and then we would have to buy water from tankers.

However, the message was not credible.

“Nothing is done for free.”

“If we are paying, how come it is free? We won’t save any money by paying the bill.”

“We are already paying our bills, and what services do we get in return?”

“This ad is for the Authority’s benefit not ours.”

“This is nonsense, it is not credible.”

My Beautiful Garden Ad

This ad was tested among female groups of the A and B social classes.

The first reaction of the respondents was that the house is somewhere in western Amman. The garden was not thought to be attractive. However, it could be that the photos were not very clear and the beauty of the garden was not truly shown.

“It needs more greenery.”

“It looks like a desert.”

“The garden is not nice.”

“The garden is not well seen.”

The women thought that the concept of jealousy is very relevant. If they saw something that they liked, they would try and do the same.

“Women are mostly jealous of each other and might imitate.”

It was thought to be a good idea, but only when moving to a new house.

“I already have a beautiful garden, I will not change it now.”

“This is a good idea if I want to move to a new house.”

When told that this was the garden at the Canadian Ambassador’s home, it was thought to be a good promotional concept, since the Canadian wife is aware of the water problem and is trying to do her share in saving water. But to advertise it on TV might raise suspicions.

“She feels with us.”

“With the current situation, it is better not to mention a foreign Embassy.

Summary and recommendations

Here we summarize the main positives and negatives associated with each execution.

Execution	Positives	Negatives
<i>Convenience spot (animated)</i>	<ul style="list-style-type: none"> - attracts attention - message easy to understand - characters are liked and attractive - good to reach children as well as adults - Ihab Tawfeer is original and attractive 	<ul style="list-style-type: none"> - concept of WSD not clear - characters do not look like they are part of the same family
You won't feel the difference	<ul style="list-style-type: none"> - story easy to understand - 35% savings is top-of-mind - "do not change your habit, change your shower" is clear 	<ul style="list-style-type: none"> - lack of clarity about the functioning of the device - confusion over the two pictures - fast running water meter that slows down not clear with storyboard format - respondents think it is a clock
<i>Pay your bill and save on your pocket</i>	<ul style="list-style-type: none"> - using a celebrity adds value - Ghaleb Hadidy is serious like the issue of saving water - Rabie Shehab is likable 	<ul style="list-style-type: none"> - GH seems too serious - GH creates confusion with a news broadcast - GH is too long - RS is not serious enough for this issue - Main message is not clear or credible

My beautiful garden	<ul style="list-style-type: none"> - the concept of jealousy is credible - the ad creates an aspiration that induces a positive change in behaviour 	<ul style="list-style-type: none"> - the garden is not attractive - idea is good but only for people moving into a new house - foreign embassy connection is not relevant
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All of the executions contain both positives and negatives. In general, across the four executions the negatives outweigh the positives. This points immediately to a problem that we need to resolve.

At the same time, however, the positives are very powerful and can be leveraged to build a solid persuasive campaign.

Let us evaluate the general idea before going into specifics.

Jordanians are aware that the water problem is serious. They realize that saving water is important not only to save money but also for the country and future generations.

The ultimate aim of this campaign is to convince Jordanian citizens to reduce their water consumption. The time seems ripe for such a campaign. There is great potential to make a genuine impact.

A key decision in communication is to use a single execution or multiple executions to tap different dimensions of the persuasive issue at stake and/or reach different targets. Yet, whatever the decision, it is very important to build on a powerful slogan to vehicle the message.

For example, in the realm of political marketing, key slogans have been demonstrated to have had a real impact on voter decisions. Two examples are:

- The campaign by Saatchi & Saatchi for Thatcher: “*Labour is not working*”; or
- The one by Séguéla for Mitterrand: “*La force tranquille*”

Other examples include ads to prevent drinking and driving (in France): “*Un verre ça va, deux verres bonjour les dégâts*”

These tag-lines reflect a deep message and they influence people’s attitudes and behaviour.

Recommendation: It is a good idea to come up with a simple and strong tag-line to link to any or all of the selected executions. The tag-line “Do not change your habit, change your shower” is excellent for its creativity. However, it’s potential is narrowed by the reference to the shower (only one aspect of daily life and one way to save water). Do some brain-storming and generate a few options for general slogans that can be applied to all executions and all aspects of the water-saving issue.

Now we will go to the specifics of the different executions.

1. The Convenience spot (animated): This one has a clear message and is easily understood. The use of animation is appealing because it reaches children as well.

This is important because research in the USA and Scandanavia shows that programs in grade schools to sensitise children to ecological issues have a powerful affect because the children then teach the parents (same for anti-smoking and use of seat-belt campaigns). Children are increasingly a source of influence for consumer decisions. In the realm of ethical or social marketing issues, children have a certain “moral authority” by their innocence and preciousness.

The use of a popular name and image is also appealing because it generates what social psychologists call “likeability” which is a powerful ingredient in the persuasion recipe. There is a connection with something familiar.

The problem with this execution is in the details (therefore easy to correct). The WSD is not presented in a clear manner. This should become more central.

The characters are a little confusing. More effort is needed to build coherence. A same family should look like a single family.

Recommendation: This is a good execution because it delivers the message. The two key executional specificities (animation and IT) are appreciated. But make the characters more coherent, a look-alike family. Clarify the role and place of the WSD.

2. You won’t feel the difference: This execution does quite well. The 35% reduction is clear. People are sensitive to such a savings. However, the percent might be too abstract. As in the previous recommendations, we suggested being very specific, with absolute monetary figures based it on the water consumption per household mean or mode (the latter will resonate with more people).

The story is clear and the slogan is excellent. This is precisely why we used it as an example for a good tag-line. We need to develop something more general and comprehensive for the entire campaign along these lines.

Once again, the details lead to confusion.

Recommendation: The narrative is clear. The message reaches its destination. But we need to improve details. The execution needs to be re-done: make the distinction between the two images sharper. Put the product function on a primary level. The device saves water. This should be shown and made even more dramatic. For example, Heinz Ketchup has “dramatised” the thickness of the product by showing how slowly it flows out of the bottle. There is a potential to leverage the scene of the meter along these lines. It would even be good to appeal to emotions and not only rationality by associating the difference in meter dial speed with a different tempo made manifest through, for instance, music.

3. Pay your bill and save on your pocket: Using a celebrity adds value. This is a good action path. Which one? That is the question. It seems that GH is a better alternative because the persona conjures up seriousness, an appropriate posture for such an issue.

However, he is too serious and too long.

Recommendations: Keep GH but make him say a few key words and forget the longer explanations which actually only lead to confusion. Focus on being sharp and to-the-point. Make him more likeable. RS has this advantage (but he is not serious enough). Work needs to be done on how to present GH with a friendlier side. This will be more persuasive. The issue of water conservation is serious but a touch of humour can make people feel more comfortable and therefore more open to persuasive arguments. This goes back to the value of “likeability”.

However, this execution has a serious problem of credibility. The main message of this spot was not believed to be credible.

4. My beautiful garden: The ad is an excellent idea because it operates with a primary psychological mechanism: the notion of envy or jealousy. It also centres its attention on the garden which is central in Arab culture, both historically and today. This point has been developed in detail in the previous study.

A problem lies in the visual rendition of the garden. The images are not aspirational.

Recommendations: Improve the visual images. Create an aura of aspiration surrounding this garden which ought to look like a piece of paradise (*Jenna*). This ad can tap deep into the archetypes of Arab society; and therefore, can become highly persuasive.

There is no point in making a link to a foreign embassy. On the contrary, this dilutes the potential of the execution.

The garden must be transformed into something more metaphorical. This way, we can avoid the barriers such as “it is for people who are moving into a new home”. The deep message of the garden is to say to people that one can have an access to such a wonderful paradise but one must be careful to not waste water.

Conclusions

The campaign proposal is basically on the right track and the timing is perfect. The four executions have both their positives and negatives. We consider them both.

We have examined in detailed the results for all four executions and provide recommendations for each one.

They all have some potential with the necessary adjustments.

Nevertheless, the main point is that it is necessary to come up with a single but powerful and comprehensive slogan to accompany all executions.

This might seem like a detail, but it is extremely central to the success of the campaign. We need a concise and precise tag-line to wrap it all up.

Yet this requires a real “creative leap”. In particular, what is needed is a powerful slogan that can federate different executions.