

DRAFT CREATIVE CONCEPT AUDIENCE TESTING BRIEF

CONCEPTS AND PRODUCTS 2012/13

Purpose

The purpose of this brief is to outline our requirements for pre-testing creative concepts and materials to ensure effectiveness with their target audience.

Context

We are developing a new social marketing campaign that aims to maintain and increase the wellbeing of greater Christchurch residents.

The campaign will launch in late February 2013. It will be supported by PR, communications and partners and stakeholders “on the ground”.

We want to test a creative approach to phase 1 and 2 of the campaign including a core message or tagline, a look and feel (including colours, font and imagery), and several different executions of these being used for different channels including posters, outdoor and ambient.

Campaign Objective

To maintain and increase the positive mental health and wellbeing of the residents who live in the city of Christchurch and the districts of Selwyn and Waimakariri

Target audience

The target audience for the advertising is all people in Christchurch, Selwyn and Waimakariri across all of the identified segments. While we are focusing on the whole population we also acknowledge that the campaign is not primarily targeted at those with acute mental health issues.

Desired audience reaction and take-out messages

As a result of seeing these concepts we want the target audience to

- Feel as though the messages resonate with them – that they recognise themselves
- Feel that the campaign comes from people who share what they are going through – that it is home grown and has authority because it comes from people like them
- Be curious, what is this? Why is it here?
- To not be offended by the questions in the campaign
- Be prompted to reflect on their own and others’ mental health and wellbeing in a gentle way

- Feel encouraged to connect with someone else, and/or do something active in a way that builds their mental health

What we require/want to know

We want to know the following information.

- The main message and other messages the audience takes from the concept
- The audiences' reaction to those messages
- The extent to which the audience feels the concept reflects people like them and the people they hang out with
- The extent to which the audience reports the concepts would prompt them to take action (this includes self - reflection)
- What specific actions the concepts would prompt them to take
- Any issues or unintended consequences with the concept.

We also specifically want to know:

- What they think about the cartoon characters?
- Their reaction to all the teaser messages – are there any that they would add or take away?
- Where would they like to see these messages? What events would they like to come to?
- What would they expect to find on the website?
- How trustworthy do they perceive the messages to be – does it feel top down in any way?
- Where they think the campaign is from? And what their response to the following organisations is: Healthy Christchurch, Mental Health Foundation, Community and Public Health.

Timing

We wish the focus groups to be run in the last week of January and the findings presented to us in writing within 10 days of completion.

Budget

We wish to commission three focus groups:

Group 1: Younger, no dependants

Group 2: With dependants from 0 – 18

Group 3 : Mature, empty nesters

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