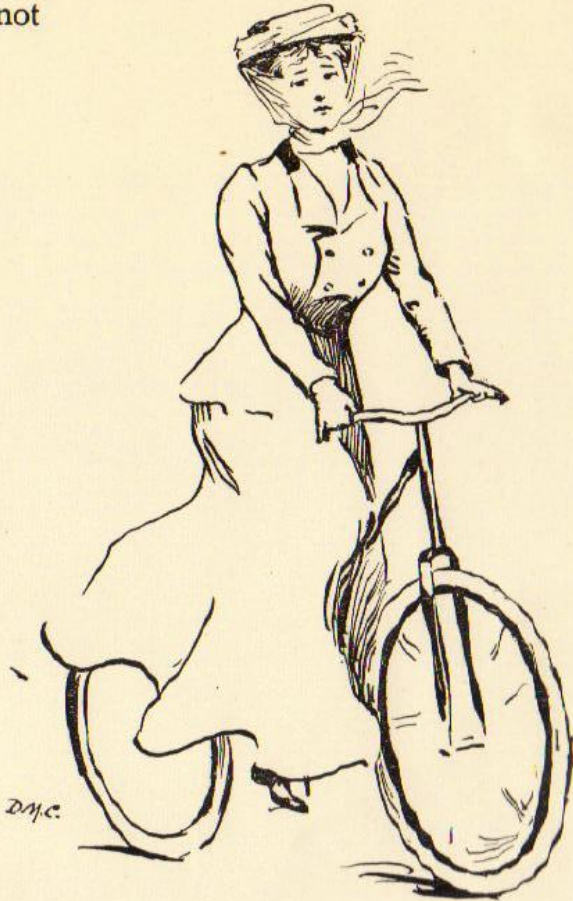


Now turn your eyes
Another way.
A sadder picture
I'll display—
The female who
Is so depraved
She says she will not
Be enslaved.



CAMPAIGNS

**A campaign is about forcing a change to the
status quo.**

WHY CAMPAIGN??

Campaigns are needed because there is an urgent problem which has to be made public in order to be resolved.

Need to move it from an issue to mainstream.

Change is often not popular – why because we are mainly comfortable with what we know and the status quo – it's safe!!



MOTIVATION NOT EDUCATION

- You know what needs to change.
- **Ask this: 'why hasn't it happened already?'**
- Campaigns are communication exercises.
- Effective motivation needs simplicity in message and purpose.

MAP IT OUT

- Try mapping out the forces for and against what you want to happen.
- Draw a map of the problem - the people involved, the organisations, the institutions
- Work out exactly what the mechanisms are for the decisions you want to change.
- Identify potential allies and opponents.
- Work out who your target audience is for each step.
- Look at it from their point of view.

START FROM WHERE YOUR AUDIENCE IS



Whats In It For Me – WIIFM principal

- Most people only 'care' about and will take action about things affect them directly
- A marketer finds out what you want, what you already do and think
- When it comes to communication, **do your market research.**
- **Campaigns make news when they create change**, make a difference, or threaten to do so.
- **What counts for the rest of us is who comes out on top, what gets changed, how does it affect me, my family, my life and how it can be lived.**

WHO ARE WE TARGETING AND WHY WOULD THEY CARE?

Drivers and behaviours – unmet needs

Prospectors – outer directed: need for success, esteem of others then self esteem. Acquire and display symbols of success.



Settlers - need for security driven: safety, security, identity belonging. Keep things small, local, avoid risk



Pioneers – inner directed. Need to connect actions with values, explore ideas, experiment. Networking, interests, ethics, innovation

campaignstrategy.org

- All societies break down into three broad value-sets:
 - * settlers, prospectors, and pioneers.
- Which group an individual inhabits is determined by their unmet needs
- Settler - Safety, security, identity, belonging
- Prospector- Success, esteem of others, self-esteem
- Pioneer- New ideas and connections, living an ethical life, self-choice

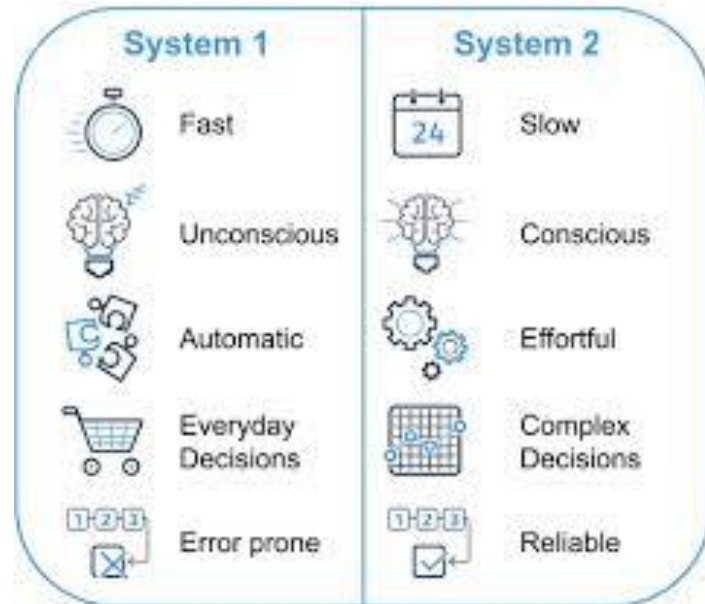
- * Chris Rose - *What Makes People Tick?*
- <http://www.campaignstrategy.org>

WHY VALUES GROUPS ARE IMPORTANT



- “you can get people in any values group to do something if they are allowed or enabled to do it in a way that *meets their needs.*”
- “The kiss of death for communications across values groups is to try and impose the values or ‘reasons’ of one group on another...”
- Despite what some campaigners may believe there is **no universal ‘right reason’.**”

KEEP IT SIMPLE STUPID TWO TRACK THINKING – FAST THINKING, SLOW THINKING



- **All issues are complex but your campaign must not be – you need to take it mainstream.**
- **Track Two is the natural home and breeding ground of ‘issues’.**
- Track Two is defined by careful, often painstaking, deliberate thinking and is **obscure to those not involved.**
- **Track One is mainstream life, works on the basis “What You See Is All There Is”.**
- Track One is where things can move much faster - errs to simplification.
- Thinking and decision-making here is dominated by unconscious intuition, heuristics and values and it has far less capacity for complexity than Track Two.
- Track One Anything too complicated won't to get onto Track One

KEEP IT SIMPLE STUPID

Communicate only one thing at a time. Use a simple unambiguous 'call to action' which requires no explanation.

IF YOU FIND A FIRE

- 1. RAISE THE ALARM
- 2. GO IMMEDIATELY TO A PLACE OF SAFETY
- 3. CALL THE FIRE BRIGADE
- **awareness > alignment > engagement > action**
- 'Fire' (this is the issue)
- 'We are all in danger' (alignment)
- 'Lets go this way' (engagement)
- 'We are leaving' (action).



CAMPAIGN AGAINST THE UNACCEPTABLE



Sign the petition. Save lives.

Make NZ streets **safe for cycling**

www.can.org.nz/safe #safeforcycling

CAN CYCLING ACTION NETWORK
PŪ TU HAKU MĀ PŪHAKA

- To engage people it will need to have a much more specific 'battlefront'.
- Choosing that battlefront is a crucial task.
- Most campaigns need to attract much broader support - and to do that, you often need to narrow the focus.
- In general it is better to campaign against a small part of a big problem, where that part is **99%** unacceptable to the public



MAKE REAL THINGS HAPPEN: EVENTS NOT ARGUMENTS

Don't argue, do. Events are the stuff of politics.

Too often campaigns become absorbed in collecting information or circulating it to people who already agree with the cause.

Some of the most powerful events are direct-actions.

Riga – Latvia – fed up of waiting for cycle lanes – painted them in

Australia – Sydney - painted UNSAFE CYCLE LANE





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BRAZIL – MASSA CRITICA

- Brazil - members of Massa Crítica know how to get things done in the city of Fortaleza
- They began painting guerrilla bike lanes without authorization, at night, along the main avenues and streets of this city of 2.6 million people.
- Despite the best efforts of local law enforcement to erase the rogue lanes and crack down on the group, Massa Crítica persisted, even blockading main roads in response.
- Eventually, the city gave up and yielded to their demands: Today, Fortaleza has more than **200 kilometers of bicycle lanes**; prior to **Massa Crítica's efforts, the city had only 60 kilometers**
- <https://www.facebook.com/MassaCriticaFortaleza/videos/2039075966117952/>



COMMUNICATE IN PICTURES

- **Pictures are far more powerful than words. Good ones tell the story and the best need no caption.**
- **Follow the film-makers' rule 'show - don't tell'**
- Sketch out your story-board.
- Then create events that actually generate those pictures - or lead them to occur



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NETWORK AND ENGAGE WITH OTHERS

SYNERGY –is the creation of a whole that is greater than the simple sum of its parts.

Important to work together.

Collaborate with others

Are there other groups that will be motivated by this cause.

Will it be adopted by other groups

Have a plan to build your networks.

SAFE STREETS CAMPAIGN



Objectives

- Show good support for Julie Anne Genter Asso - Minister of Transport **to increase spend on cycleways.**
- Engage with local politicians.
- Engage a wide range of people – not just ‘hard core cyclists
- Get more people onto the CAN database.
- Increase financial support for CAN.

WHAT WE DID



- Survey used to engage people, direct campaign and give a simple message
- Take it from a 'cyclists issue' to mainstream about safe streets, so people of all types can get around safely.
- Communicated with all local groups to try and get support
- Social media ads
- Online video
- Stickers – to engage at local level
- Online Petition
- Email campaign
- Attended summit and gave out info to all delegates.
- Presented petition to Julie Anne Genter at Parliament

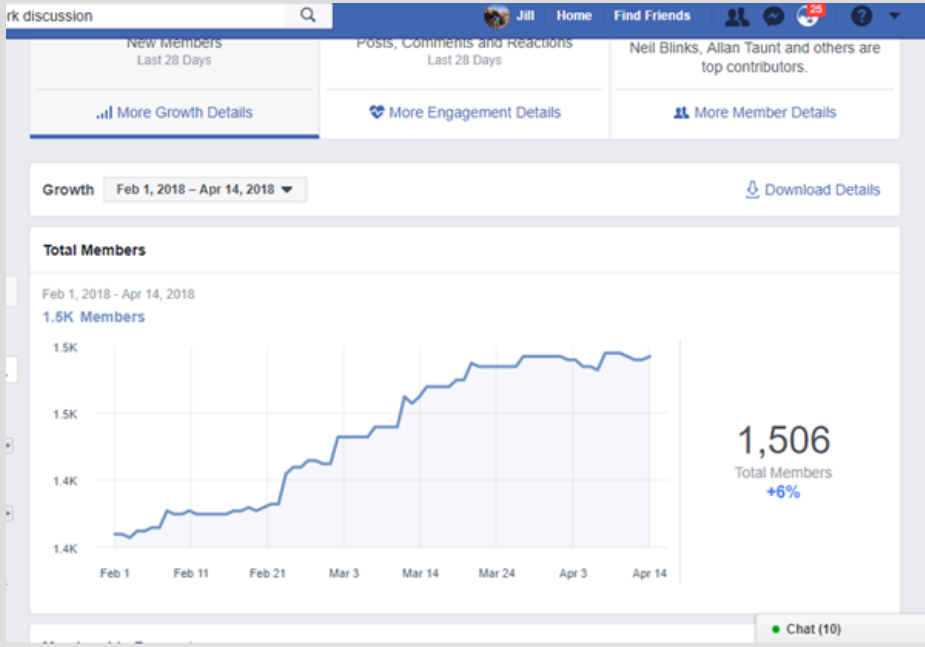


WHAT WAS ACHIEVED

- Over 750 people answered the survey.
- Nearly 12,000 people signed the petition
- \$1.1Bn has been allocated to cycleways
- Videos had good impressions.
- Attracted over \$4000 for the campaign
- Issued nearly 1000 stickers to 100 people – activated a wide range of people
- Big increase in engagement on social media
- Increased CAN database from under 2,000 to over 5,000

THE STATS

	Dec - Feb	Feb - April	% difference
Active members	478	1191	+147%
Posts	177	254	+45.3%
Comments	1549	2991	+93%
Reactions	3986	6721	+69%
Email database	Less than 2,000	5000+	150%



WHERE TO NEXT



- More direct action at local level
- Strategic integrated approach
- Increased coop between local groups and CAN
- More support for CAN - \$
- Campaigns – to bring more change, increase supporters, increase \$