



Summary of Purple communications research

Background

Voices for Change (V4C) is a DFID funded programme which focuses on challenging gender discrimination in three key areas:

- Violence against women;
- Women in leadership;
- Women and decision-making.

The programme aims to improve the enabling environment for women and girls, by shifting attitudes and behaviours among 16-25 year men and women, as well as targeting the wider community with mass communications and local interventions. The programme operates in Kano, Kaduna, Lagos and Enugu.

V4C uses a range of interventions to bring about changes to social norms, including an extensive programme of behaviour change communications and marketing. These are united under the brand Purple, a youth-focused lifestyle brand which delivers messages about gender equality. The key components of this are:

- A radio drama called Purple Tinz;
- The iampurple.ng website and social media activities;
- A partnership with the TV drama Superstory;
- A range of television adverts;
- A branding campaign themed 50/ 50 which includes billboards;
- A range of other communications activities.

The core target audience is young Nigerians aged 16-25 in Lagos, Enugu, Kano and Kaduna. Research was required to evaluate the success of the communications strategy and to provide guidance for developing the campaign.

Research objectives and methods

The objectives of the research were to assess:

- Awareness of and attitudes towards the Purple brand and communications products;
- The impact and relevance of the communications products;
- Appeal and emotional resonance among the target audience;
- Key messages taken out from the communications;
- Call to action and any actions prompted by the communications.
- Method and sample

In August and September 2016, research was conducted to evaluate the effectiveness of Purple’s communications activities. The research was conducted by TNS, an independent market research company. The research comprised two studies – qualitative and quantitative – which have been reported separately. This document summarises the findings from the two studies and points to implications for Purple’s communication strategy. Detailed individual reports for the studies are available on request.

Research methods

The research comprised two studies as follows:

- A qualitative study involving 18 focus group discussions among young Nigerian men and women aged 16-25;
- A quantitative survey, involving a random sample of 3,202 young Nigerians aged 16-35.

The quantitative study included those aged up to 35 to assess any awareness that might be achieved in this older audience, over and above the core target group of 16-25 year olds.

Both studies were conducted in Purple’s four focus states: Lagos, Enugu, Kano and Kaduna. The qualitative research was conducted exclusively in Local Government Areas where we have good media coverage and other Purple activities are also implemented. The quantitative survey was conducted mainly in LGAs where we have good coverage, but also in a smaller sample of areas where Purple activities and communications are lighter. These are referred to in this document as “intervention” and “non-intervention” areas respectively. The findings cannot be taken as representative of all young people in the four states, but only those in the areas sampled.

Data analysis for the quantitative survey was carried out by TNS who also wrote the survey report. The qualitative data was analysed by the Purple team who also wrote the qualitative report. Further details of the sample and methods for each study can be found in the separate reports.

Purple Brand Awareness

Quantitative findings

The quantitative survey assessed awareness in two ways. Firstly, respondents were asked if they had ever heard of, read or seen anything about a range of brands, including Purple. This is referred to as “unprompted awareness”. They were then given a brief description of the Purple

brand and asked the question again, specifically about Purple. This is referred to as “prompted awareness”.

Unprompted awareness of the Purple Brand was 22% among 16-25 year olds in our sample. This compares well with the awareness of other similar brands, such as Shuga Naija (9% awareness) and Story Story (30%). Unprompted awareness of Purple among 16-25s was higher in the intervention areas (24%) and lower in non-intervention areas (17%).

In Kano, 44% of 16-25s were aware of Purple, and 32% were aware in Enugu. However, in Lagos and Kaduna, the figure was under 10%. The reasons for these differences are not clear and will be explored in further research. In Lagos, the crowded media landscape may explain the low awareness of Purple, but it is not obvious why awareness should be low in Kaduna.

When prompted with a short description of the Purple Brand, awareness rose to 36% in intervention areas and 23% in non-intervention areas among 16-25s. These findings are encouraging and confirm that we achieve greater levels of awareness in areas where we have greater weight of activities.

Around half of those who were aware of the Purple Brand said they had heard about Purple from the radio and four in ten said they had found out about Purple through billboards. Currently, few people find out about Purple through the website, which suggests that more promotion of the internet presence would be productive.

Qualitative findings

The qualitative research found that brand awareness was highest in post-secondary institutions where Purple activities were taking place. This is not surprising, as this awareness derived not only from communications activities, but also from direct contact with Purple Spaces, Clubs, brand ambassadors and campus activities. Those who had a range of contacts with Purple had a deeper understanding of the brand and were more likely to have changed their attitudes or behaviours through their contact with Purple.

In contrast, those outside post-secondary institutions, whose contact with Purple was through media sources alone, had a more superficial awareness of Purple. Whilst they might have heard of the brand, their understanding of its message was vague and they did not appear to have a relationship with the Purple brand. In some cases, they also saw the brand as less relevant to their lives. They were not always supportive of gender equality and were sceptical about the scope for women to play leadership roles in Nigeria, for example.

Purple Brand Personality and Impact

Quantitative findings

The Purple brand was seen as appealing, interesting and engaging in both the qualitative and quantitative research. Over nine out of ten respondents said the brand was youthful, creative, entertaining, interesting and informative, which is in line with Purple’s desired brand personality. Equally large numbers said that the Purple brand would be effective in encouraging young Nigerian men and women to support gender equality. Even allowing for a degree of over-claiming, these findings are very positive.

The key message of Purple was gender equality and freedom from discrimination, recalled by around four in ten of those who were aware of Purple. Other messages recalled were around mutual respect in relationships and the 50/50 campaign.

Respondents who were aware of specific Purple communications (the radio drama, billboards, etc.) were asked what they did as a result of the communication. Nine out of ten saying they had taken at least one action prompted by Purple communications. The most common action was talking to family and friends, with the second most common being telling someone to change their behaviour on an issue they learnt about. Purple Tinz radio drama was most effective at prompting action, with around eight in ten saying they had discussed the issues raised with family and friends.

All Purple communications were judged to be relevant and interesting, with between 70% and 80% of those who had seen them consistently rating them highly. This was true of those who had seen them before, and those who were seeing them for the first time during the survey. Those who had seen the materials before the survey rated them more highly than those who had not, consistently across all media.

However, awareness levels were variable, with wide differences between states. This suggests that the materials are effective but they face a challenge cutting through the crowded Nigerian media landscape, and that different strategies may be required for each state.

Qualitative findings

The focus group findings confirmed that Purple was appealing and relevant to young Nigerians. They associated the brand with the future, youth, and with an emerging new Nigeria free from discrimination. It was optimistic, fun, lively, and conveyed a gender equality message without being off-putting or authoritarian. Purple was also associated with achieving a positive and harmonious family life, and with improving relationships between men and women.

Young people said they had changed their attitudes and behaviour as a result of Purple activities and communications. Some young men had reflected upon and changed their own discriminatory attitudes towards women in leadership, violence against women, and sexual consent. Others had discussed the issues raised with family and friends, or shared Purple content on social media. Many young women said they had gained self-confidence and assertiveness as a result of what they had learnt from Purple activities and communications.

Specific communications

Purple Tinz Radio Drama

16% of the total sample were aware of Purple Tinz radio drama, rising to 19% among 16-25s in the intervention areas. However, there were big differences between the states. Around half of the sample in the intervention area in Kano were aware of Purple Tinz, dropping to one in ten in Enugu, and 5% or less in Kaduna and Lagos. Of those who had listened to Purple Tinz in the last six months, around four in ten listened weekly, and the same proportion once or twice a month.

The qualitative research found that Purple Tinz was appealing, fun, engaging and entertaining among Nigerian men and women aged 16-25. They liked the characters, the storylines were credible, the presenters were fun, and the themes were relevant to young Nigerians. The drama also provided a template against which young people could assess their own lives and reactions, wondering "What would I do?" in the same situation.

Purple Tinz also conveyed clear messages about gender equality. Key messages which young people recalled included the role of women in leadership, the importance of communication in relationships, and issues around sexual consent. Young women also said that the characters

and storylines had given them confidence to be more assertive and determined to succeed in their own lives.

Billboards

Total awareness of the billboard advertising was 22% across the sample, meaning that around one in five Nigerians aged 16-35 had seen at least one of the Purple outdoor adverts. This was higher in the intervention areas (around 25%) compared with non-intervention (around 15%). Awareness in the intervention area in Enugu was very high, at 60%, whilst it was 24% in Kano and Kaduna, and 19% in Lagos. This suggests that outdoor advertising is an effective way to create awareness of the Purple Brand, even in Lagos where radio achieves lower awareness.

The qualitative research found that message communication in the billboards was less effective. For some young people, they made them curious to seek more information about Purple, and this seemed to be their most effective role. However, for others the message was not clear or motivating enough to prompt them to seek more information. Also, the meaning of the 50/50 slogan was sometimes opaque, and needed other communications to make it clearer.

Television adverts and Superstory

The television adverts had received only limited airplay at the time of conducting the fieldwork. Awareness was therefore low, but this was not surprising and does not reflect the potential impact of the TV executions. When shown the adverts, responses to the executions were broadly positive in both the qualitative and quantitative research, the Hausa and English versions. The scenes and characters were credible, engaging and interesting, and they provoked discussion among young men and women. Messages on being censured by the wider community for negative behaviours had an impact. However, there was some risk of reinforcing negative attitudes and behaviours, and a need for clearer targeting and call to action across the executions.

70% of the sample were aware of Superstory, and of these the great majority had watched Superstory at some time (84%). However, only a very small minority of the sample – less than 5% - said they had watched the last season which was sponsored by Purple. The reasons for this are unclear and this finding appears to be contradicted by other research conducted by V4C. Thus, viewing of Superstory will need to be kept under review to see if this finding is an anomaly or is sustained across the subsequent survey waves.

lampurple.ng website

Awareness of the Purple website in the quantitative survey was very low, at 2% of the total sample. Given the centrality of online media for Purple's target audience, this is disappointing. However, when shown the website young people found it well designed, appealing, interesting and engaging. Those who had been on the website liked the opportunities for interaction, learning, meeting new people, catching up with Purple Tinz and reading profiles of other young people. Thus, the website is currently an under-used resource and would benefit from greater promotional support in other Purple communications.

Gender disaggregated responses to the campaign

There were almost no significant differences between men and women in their responses to the campaign in the quantitative survey. Awareness levels, message recall, interest and relevance of the various communications was the same. This is encouraging, suggesting that Purple is reaching young men and women equally effectively. The qualitative research uncovered subtle differences in the perceived benefits offered by the Purple Campaign through more detailed probing. Young women were more likely to mention feeling more confident, assertive and empowered; whilst young men were more likely to mention that they had become aware of their own discriminatory behaviour and attitudes, and had changed these in some cases.

Conclusions

We can use the communications model known as AIDA to analyse the effectiveness of the Purple Campaign. The model suggests there are four stages to any communications campaign:

- Awareness: creating awareness of your brand, product, or service;
- Interest: creating interest to know more about it;
- Desire: demonstrating the brand has benefits to the consumer, so that people want to own it;
- Action: prompting people to take the final step and commit to purchasing the product.

In summary, the Purple campaign is currently effective at the level of awareness and interest, but it is less effective in creating desire and prompting action.

Awareness

Awareness levels for the Purple Brand are high in Kano and Enugu, and lower in Kaduna and Lagos. For a new brand which is not a consumer product, the levels so far achieved are encouraging. The qualitative data shows that Purple communications have been effective in creating awareness and confirm the quantitative findings that the radio drama and billboards are the main sources of awareness. TV is likely to increase in importance as more media weight is allocated to television.

Interest

Purple's message is interesting and relevant, it prompts discussion among friends and families, and young people share Purple products through web links or audio downloads. Purple communications make people think about their own attitudes to gender issues, and there is evidence of shifts in attitudes and behaviour being prompted by Purple. Young women found the adverts inspiring and young men said their attitudes towards violence against women and leadership had shifted as a result of exposure to Purple.

Desire

Purple is less effective at communicating its benefits to the young people – the answer to the question, “What’s in it for me?” Those who were exposed to other Purple activities – Purple Spaces or Brand Ambassadors, for example – could identify concrete personal benefits. For young men, these included self-fulfilment, personal satisfaction, reaching your potential, health relationships and making a positive impact on society. Young women were more likely to mention improved self-confidence, assertiveness when speaking to men, feeling inspired to achieve their goals, and to be determined if they encountered obstacles.

Those who had less exposure to Purple, or who had seen the materials for the first time during the focus groups, were more likely to respond to generic terms. They might mention social harmony, peaceful societies, and a world without violence where people respect each other. The benefits were also seen as relevant to the future rather than the present, with young people referring to how they would behave when they were married or when they were older. This lack of clearly articulated personal benefits is a weakness in the Purple campaign and limits its effectiveness.

Action

There is a lack of clarity around the Purple “Call to Action”, i.e., what do we want people to do after being exposed to the Purple Campaign. It is not clear to young people what the next step for them is, especially if they accept the Purple message and want to take action. Indeed, many young people already believe in gender equality and therefore the message is not controversial for them – they need guidance on how they can act on their beliefs. There were examples of actions – talking to a friend, encouraging a relative to speak up, supporting a female colleague for election or deciding to stand for office – but Purple was not supporting, guiding or shaping these responses. Purple needs to be much clearer about what we want people to do after exposure to the campaign, and to provide practical guidance and routes to take action

Programming implications

The following programming implications have been identified and are being implemented by the communications team:

We need to review the media mix with a view to identifying which are most effective in each state. We also need to consider specifically what is our approach to Lagos – whether that means reducing our ambition, or increasing our media spend. We also need to understand the reason for low awareness in Kaduna.

The research clearly shows that the intervention areas have higher awareness than non-intervention areas. This raises the issue of whether we focus our work in these areas, or continue with the current wider media mix.

The tone of messaging on gender issues is about right and should be maintained. It is not too confrontational and people are willing to engage with the issues on this basis.

The messaging around the benefits and call to action need to be clearer. We recommend briefing YBR on the research findings and asking them to create a messaging plan, which will be tested.

A key goal for communications will be to drive people to the iampurple.ng website and Purple Tinz radio show. These are well-liked and seem effective for creating attitude change.