

## Guidelines to preparing for the message testing process

ICPA Narrative Change Lab

Campaign team:	Deutsch Plus & Wir machen das
Date:	15 May 2018

### 1. Focus and timeline

This document is a guide and worksheet to help you prepare your campaigns for the message testing process that will take place June 28-30. However, we do need your initial campaign preparation complete by June 1<sup>st</sup> to give enough time to develop an effective discussion guide and also for you to have time to plan your campaign in more detail. See the proposed timeline below:

	Stages	Time
1	<i>Feedback Clinic 3</i> – Finalising the campaign elements for testing	May 8, 2018
2	Submit completed campaign plan & elements	June 1, 2018
3	Selection and screening of focus group participants ( <i>ICPA in consultation with Ipsos Mori</i> )	June 1 to June 20
3	Development of discussion guide for focus groups ( <i>Ipsos Mori, ICPA in consultation with campaign teams</i> )	June 1 to June 20
4	Development of Campaign Implementation Action Plan ( <i>Campaign teams</i> )	June 1 to June 15
6	Pilot Campaign Message Testing Event	June 28 to 30, 2018

\* with consultations with ICPA when needed

### 2. The message testing approach and event

In line with best practice, the message testing and campaign planning event is designed to support the development of the two pilot campaigns in ICPA's Narrative Change Lab<sup>1</sup> with the following aims:

1. Provide an opportunity to **test the set of messages and support materials** for the two campaigns through focus groups made up of **audiences from the target middle segments**.
2. Better **prepare the Lab participants/campaigners for engaging with the middle** exposing them to the type and tone of discussion in the focus groups in response to their campaign ideas and materials.

<sup>1</sup> The Narrative Change Lab is a core element of ICPA's project: "Reframe the debate! New migration narratives for constructive dialogue". The Lab is a one-year capacity building and campaign development programme for German migration practitioners and advocates. <http://www.narrativechange.org/narrative-change-lab>

3. Draw on the extensive campaigning practice of Frank Sharry of America's Voice to **provide practical advice and guidance on adapting and refining the messages/campaigns** based on the results of the focus groups and more broadly, get input on the plans for conducting the two campaigns.

The key features of the event are as follows:

- The event will be held on **June 28-30 in Berlin** in a hotel seminar room within walking distance of the location where focus groups will be conducted, i.e. Wyndham Berlin Excelsior Hotel, Hardenbergstr. 14 (near Zoologische Garten station).
- Four focus groups will be conducted in the evenings of June 28-29 with German participants recruited from the **Economic Pragmatist and Humanitarian Sceptic middle segments** (as identified in the More in Common research<sup>2</sup>) which are the targets for the pilot campaigns.
- Focus groups will be moderated by an experienced **moderator from Ipsos Mori** who already conducted such message testing focus groups with the middle segments as part of the More in Common study.
- The focus groups will be held in German with simultaneous translation for international participants. The Lab participants, ICPA team, Frank Sharry and other invited guests (mostly from foundations) will attend the focus groups in the role of observers (in a separate room).

### 3. Prepare for the message testing

To get the best out of the message testing process, we need you to prepare:

- the **key elements and messages** of the campaign that you would need feedback on;
- the **2 different campaign approaches/options** developed in the feedback clinics, i.e. #BassdScho/traditional/Heimat and Original Nürnberger
- Possible **options for different elements within each campaign approach**, e.g. if you are thinking about three or four different visuals or different slogans or hash tags.

Use the following worksheet to guide your preparation, and share the completed worksheet with us by June 1st:

#### Overview of the campaign focus and strategy

1. What is the basic campaign idea?
2. Who is the intended target audience(s)? Relate the description to the segments that will be in the focus groups (Economic Pragmatist and Humanitarian Sceptics).

<sup>2</sup> <http://www.moreincommon.com/wp-content/uploads/2017/08/More-in-Common-Deutschland-Zusammenfassung.pdf>

3. What are the main messages for the campaign? Write them out in 3 to 5 sentences.
4. If you have an overall slogan or hash tag for the campaign, note it here.
5. What is the proposed timing for the campaign? And target event or debate?
6. How are you planning to deliver the messages and/or engage the target audience? What kinds of communication tools, activities and channels of communication will you use?
7. How are the target segments supposed to <u>feel</u> when they are exposed to the campaign?
8. Overall, what are the objectives for the campaign?

## 2. The campaign elements to test

- Include all the elements of the campaign that you would like to test, under the broader campaign approach (#BassdScho/traditional/Heimat or Original Nürnberger)
- After you submit the completed campaign elements, we will consult with you on how elements fit together and which are options for testing with other elements.

-- #BassdScho/traditional/Heimat --

### Visuals, Slogans/Hash tags, Stories, Evidence, Messengers

Visuals (images & video ideas)

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Slogans and/or Hash tags
Stories
Evidence
Messengers

<b>!Trigger test!</b> – How are you expecting/hoping the middle segments will respond to these elements in the campaign?

-- Original Nürnberger --

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**!Trigger test!** – how are you expecting/hoping the middle segments will respond to these elements in the campaign?

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