

May 2019

GM Moving

Summary of qualitative and quantitative research with residents of Greater Manchester conducted for GM Moving

External report (Part 2 of 2)

britainthinks.com

04 Feedback on campaign content

- Terminology
- Targets
- Existing campaign executions
- Straw-man campaign concepts

Terminology

We tested preferences for language via spontaneous conversation, feedback on previous campaigns and testing specific phrases

Spontaneous conversations

What does
'activity' mean to
you?

What activity do
you do in a
typical week?

How does the
word 'exercise'
make you feel?

Previous campaigns

Walk. Run. Dance. Play. **What's your move?**

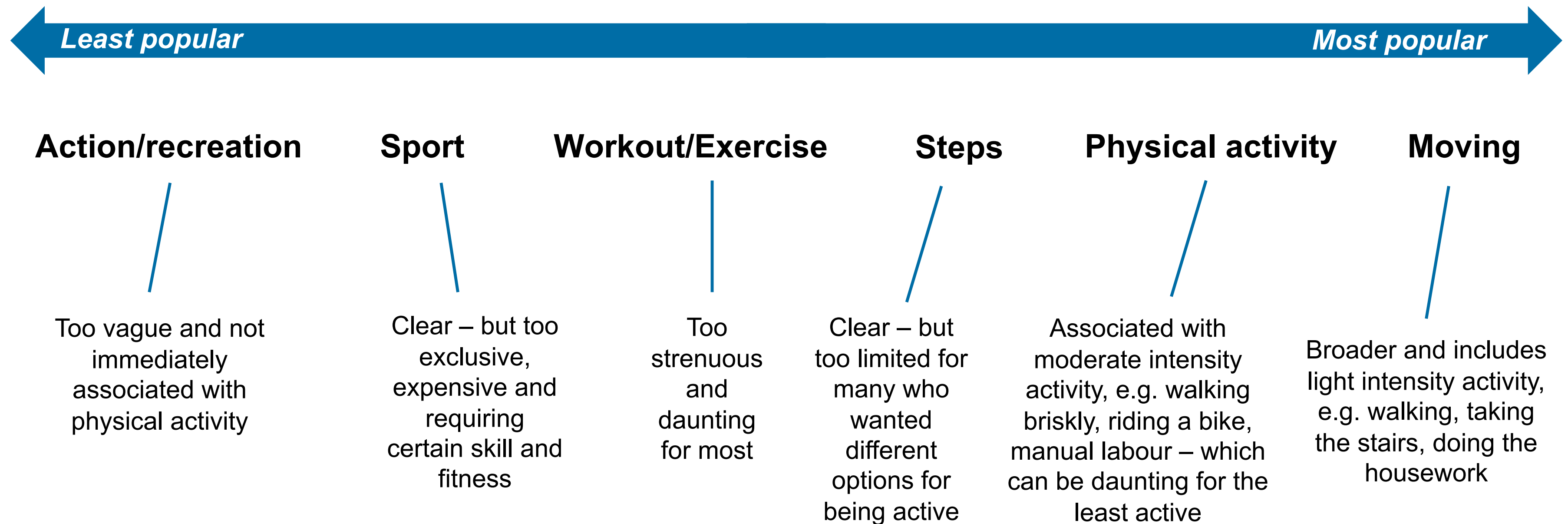
ENOUGH TO LAST A BIT LONGER

get a life
get
active

Specific language and targets

	Workout
Training	
	Sport
Physical activity	
Action	Moving
	Recreation
Exercise	Activity
	Movement

The clearest, most engaging terms are ‘physical activity’ and ‘moving’ – but they have different meanings to inactive residents



Descriptors of ‘moderate intensity’ activity are challenging to get right without alienating some

← <i>Less popular</i> <i>More popular</i> →			
Out of breath / Increased heart-rate	Breaking into a sweat	Moderate intensity activity	Moderate activity
• Some associate with personal experience of LTHC, asthma, anxiety • Others also generally have negative associations with these vivid expressions	• Clear indication of activity • No negative connotations with ill-health • But also triggered some negative reactions due to being unpleasant / gross	• ‘Intensity’ is interpreted as strenuous by some • Can be confusing when positioned next to ‘moderate’	• Feels intuitive • Associate it with raising heart rate and getting out of breath • But doesn’t prompt negative reactions of ‘moderate intensity’ as one step removed
<i>“I get out of breath when I have a panic attack so I don’t want to be told to get out of breath.”</i> LTHC, 35+		<i>“[Moderate intensity activity] What does this mean? It sounds intense.”</i> Parent of child aged 5-10	

Targets

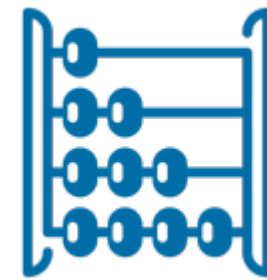
Most want a target for physical activity which is time-based, bitesize and numeric (albeit with some demand for flexibility)



Almost all in favour of having a target as it clarifies the 'ask' and can be motivating



Time tended to be the most intuitive and flexible measure (and preferred to steps or distance)



Numeric targets that specified a set number of minutes are clearer than qualitative targets

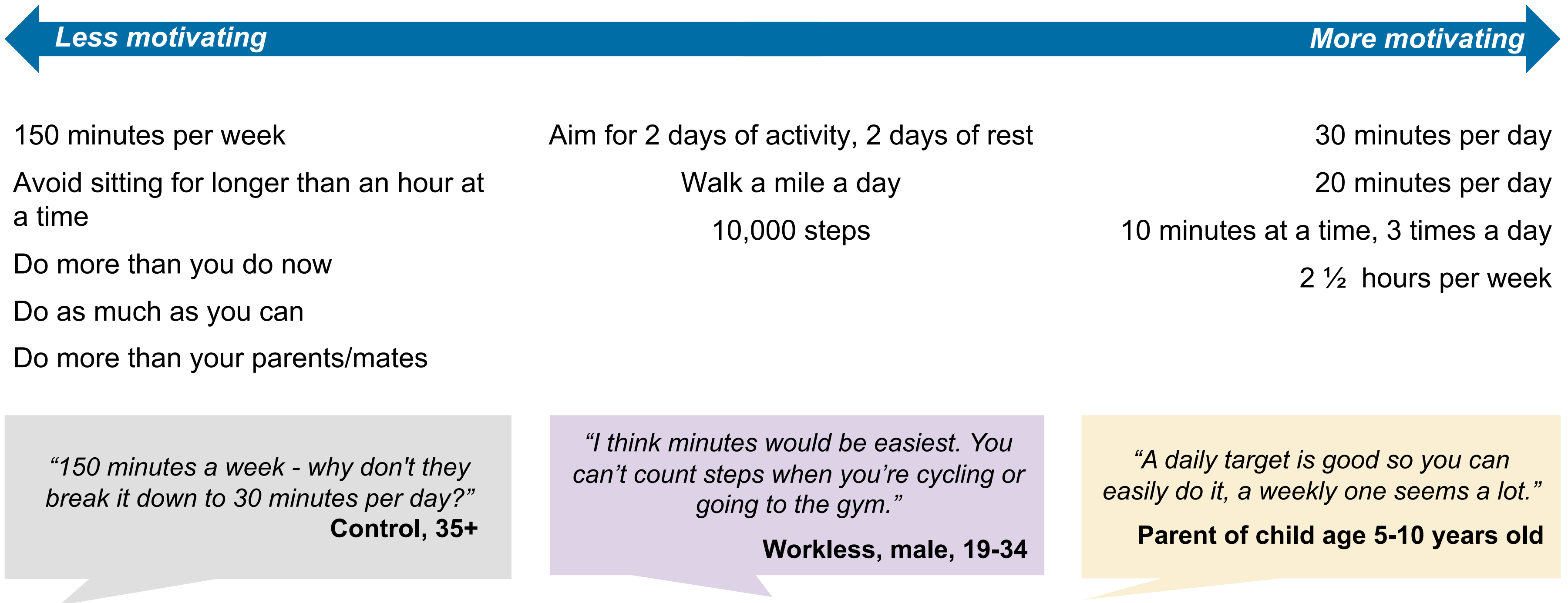


Smaller, daily targets were easier to understand and felt more achievable than larger, weekly targets



Some, especially those with LTHCs, desired some flexibility (and a 'softer' target)

Most want a target for physical activity which is time-based, bitesize and numeric (albeit with some demand for flexibility)



The CMO guidelines feel realistic and useful to some – but less so among those with a LTHC and parents of younger children

Adults should do at least 150 minutes of moderate-intensity physical activity throughout the week

- ✓ Numeric target
 - ✓ Flexible to fit within a week
 - ✓ For most, it does not feel too daunting once accounting for wide range of activities
- 150 minutes is not intuitive to understand
- Some feel it would be easier to have this target number broken down to daily amounts
- For those with LTHCs, the target can feel unrealistic

"150 minutes a week - why don't they break it down to 30 minutes per day?"

Control, male, 35-54

Young people age 5-18 should do at least 60 minutes of moderate to vigorous-intensity physical activity daily

- ✓ Numeric target
- For parents of younger children, the target of 60 minutes a day feels too high
- Young people age 16-18 feel 60 minutes a day is unrealistically high

*"An hour a day?
That's an awful lot
to fit in after
school."*

**Parent of child
age 5-10**

*"I'm just pretty tired after
college. My day last until
5pm, so I'd have to go home
after that and do an hour of
exercise? That's too much."*

Young person age 16-18

Existing campaigns

In Phase 3, we showed participants a ‘moodboard’ for six different physical activity campaigns to understand responses to these

Virgin Active's Enough campaign is perceived to be vibrant and fun, but the message is deemed to be confusing

Positive factors

- ✓ Idea of achievable goals and avoiding shaming was popular
- ✓ Some of the activities shown are seen as having a low barrier to entry
- ✓ Short-term benefits were resonant
- ✓ Fun images and upbeat tone, with catchy music



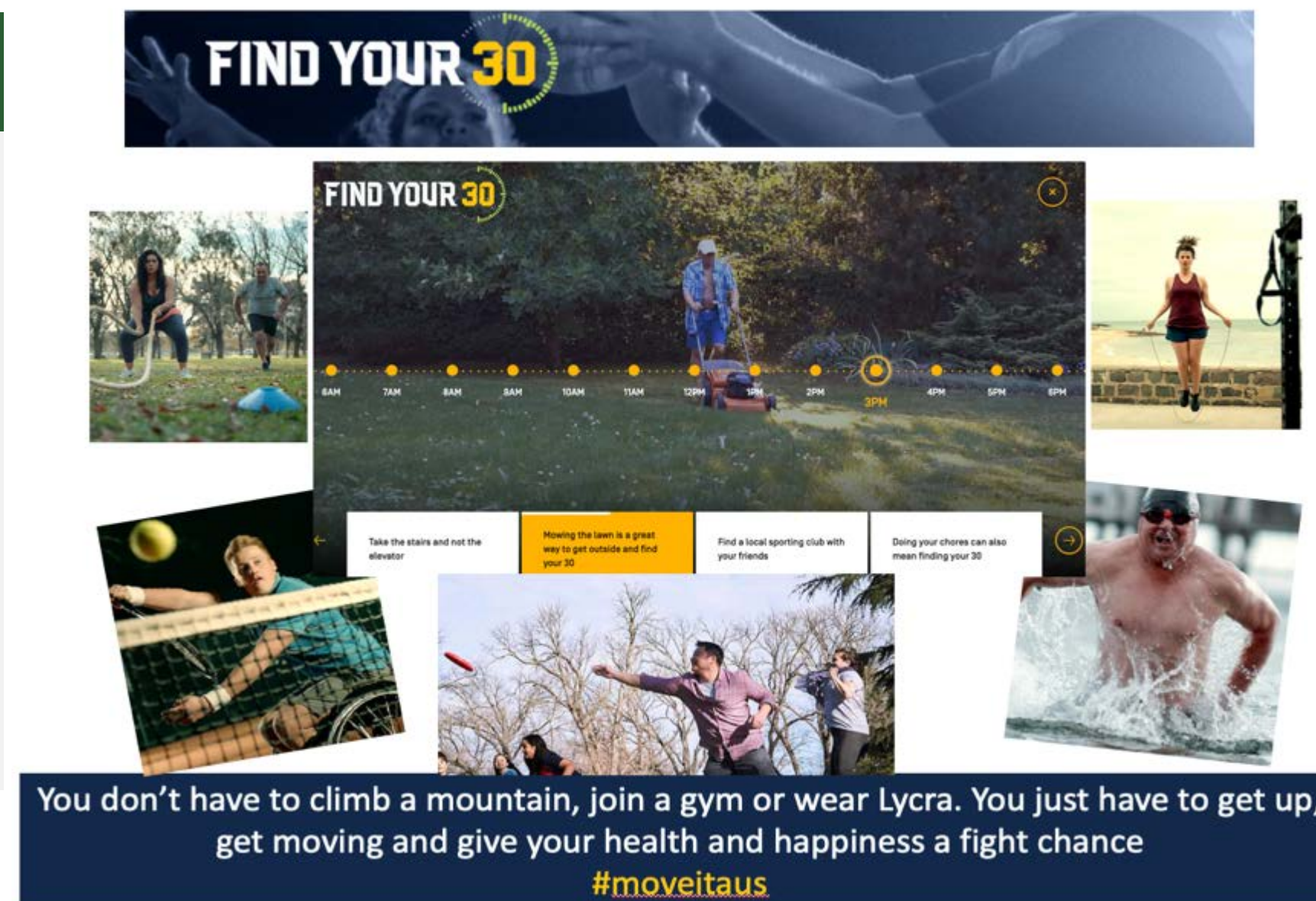
Negative factors

'Enough' had ambiguous meaning and was interpreted differently by different audiences
Creative execution not felt to be relevant for all audiences, particularly those with long-term health conditions

Find your 30 is perceived to be achievable, however the campaign executions don't feel uplifting and can be seen as too 'sporty'

Positive factors

- ✓ Finding 30 minutes of activity each day felt to be achievable
- ✓ Clear numeric target
- ✓ Framing of 'find *your* 30' is popular, interpreted as emphasising the importance of finding something which is personally relevant and enjoyable



Negative factors

Some confusion about what '30' in the title refers to (e.g. some assumed age rather than minutes)

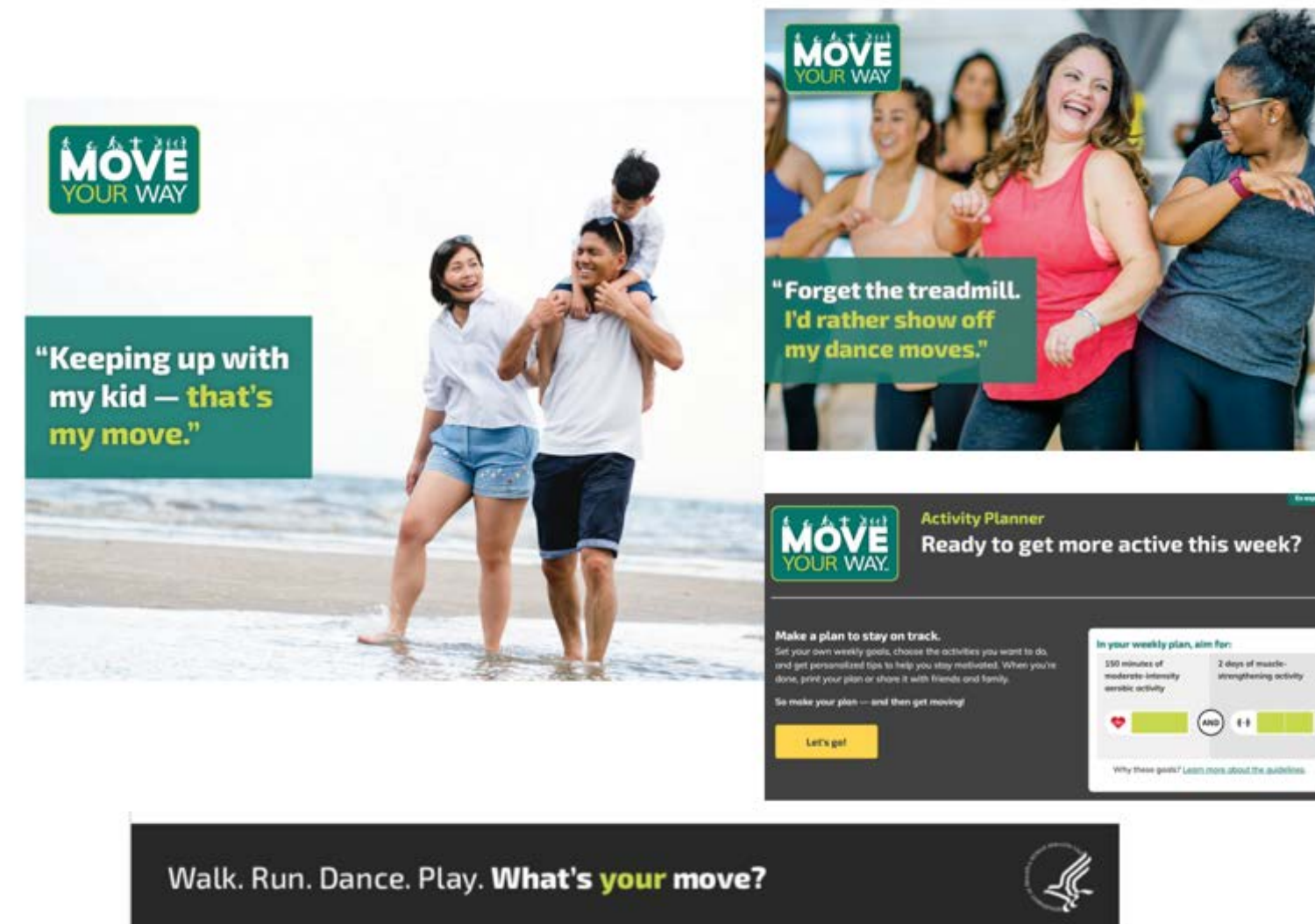
Images used deemed too 'sporty' which can be daunting to the most inactive

Colour scheme too dark and lacks the upbeat look of other campaigns

Move Your Way is popular with many due to its clear targets and encouraging language

Positive factors

- ✓ 'Move *your* way' emphasises importance of finding something that works for the individual
- ✓ Idea of activity planner as resource to support achievement is popular
- ✓ Tips to become more active (e.g. preparing the night before) are liked
- ✓ Target (150 minutes) deemed clear (if not immediately digestible)



Negative factors

Language and creative executions deemed bland
'Stock' images not representative of 'real' people
Some with a LTHC concerned that activities suggested may not be suitable for their health condition

Parkrun is appealing to many in theory however participants are put off by the emphasis on running

Positive factors

- ✓ Idea of 'event' can be motivating
- ✓ Local and free nature makes accessible
- ✓ Social element popular and opportunity for family time



Negative factors

Running intimidating for many, particularly those least active and because of timed nature of event; idea of a 'parkwalk' was more popular for these
Scepticism about likely weather conditions

This Girl Can: Fit Got Real is popular for its slick presentation and emphasis on fun, but mainly appeals to younger participants

Positive factors

- ✓ Images of relatable people in everyday situations
- ✓ Visuals and video attractive and upbeat
- ✓ Diverse range of activities look 'fun' and include something for everyone



Negative factors

Clips showing individuals sweaty and out of breath was off-putting to some
Some activities are seen as too 'sporty'
Individuals all female and largely younger, so felt less relevant to older or male audiences

Get a Life presents activity as manageable and family friendly, however for some it also comes across as bland and confrontational

Positive factors

- ✓ Flexibility of 'all adds up' concept popular
- ✓ Fun and enthusiastic tone is popular
- ✓ Inclusion of links to extra information
- ✓ Family activities particularly appealing to parents

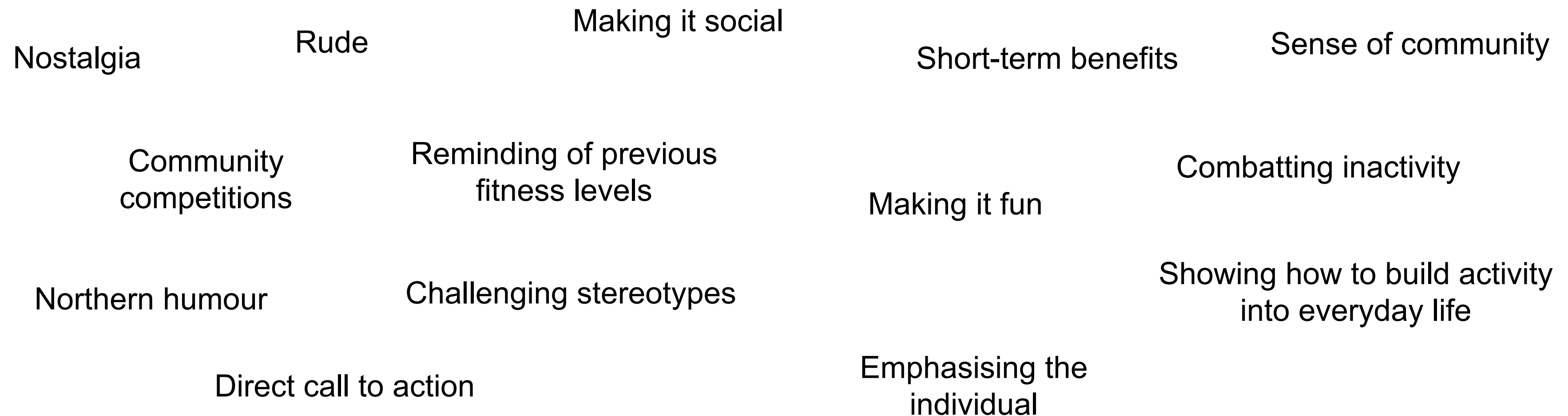


Negative factors

Presentation and design is regarded as bland
Confrontational/negative tone of 'What's your excuse?' and reminder of barriers off-putting for some

Straw man campaign concepts

Based on Phase 1 findings, GM Moving stakeholders suggested a wide range of themes/qualities for the campaign in Phase 2



From these ideas, we developed a wide range of straw man ‘taglines’ to explore with inactive residents in Phase 3

I’ve got your sweaty back
Sweaty and loving it

What’s your first step?
Couch addicts anonymous

Don’t let life get in the way
Shit day? Shake it off

Forget their way.
Do it your way.

Feel better
Look better
Sleep better

Be a 20-a-day man
Inactivity kills

I move because I love cake
Clear your head,
see your mates,
get out and about

You’ve already walked 3,000 steps today. What’s a few more?
Move more Oldham...*

Move your arse.
Eat, sleep, move, repeat

1,440 minutes in a day – move for 20 of them
Think big. Start small.
Move more.

I took the stairs not the lift:
Your move.
Upgrade...*

My wellies are my workout kit. What’s yours?...*

No lycra and proud

**These taglines had a repetitive format e.g. ‘Move more Oldham. Move more Manchester. Move more Bury.’ A shortened version is displayed here for brevity.*

On an initial read, campaign ideas which were controversial or mentioned short-term benefits attracted most attention

Move your arse.

Shit day? Shake it off.

**Forget their way, do it
your way.**

- Controversial
- Not expected from a physical activity campaign

**I move because I love
cake**

**Feel better. Look better.
Sleep better.**

- Emphasise the short-term benefits of being active

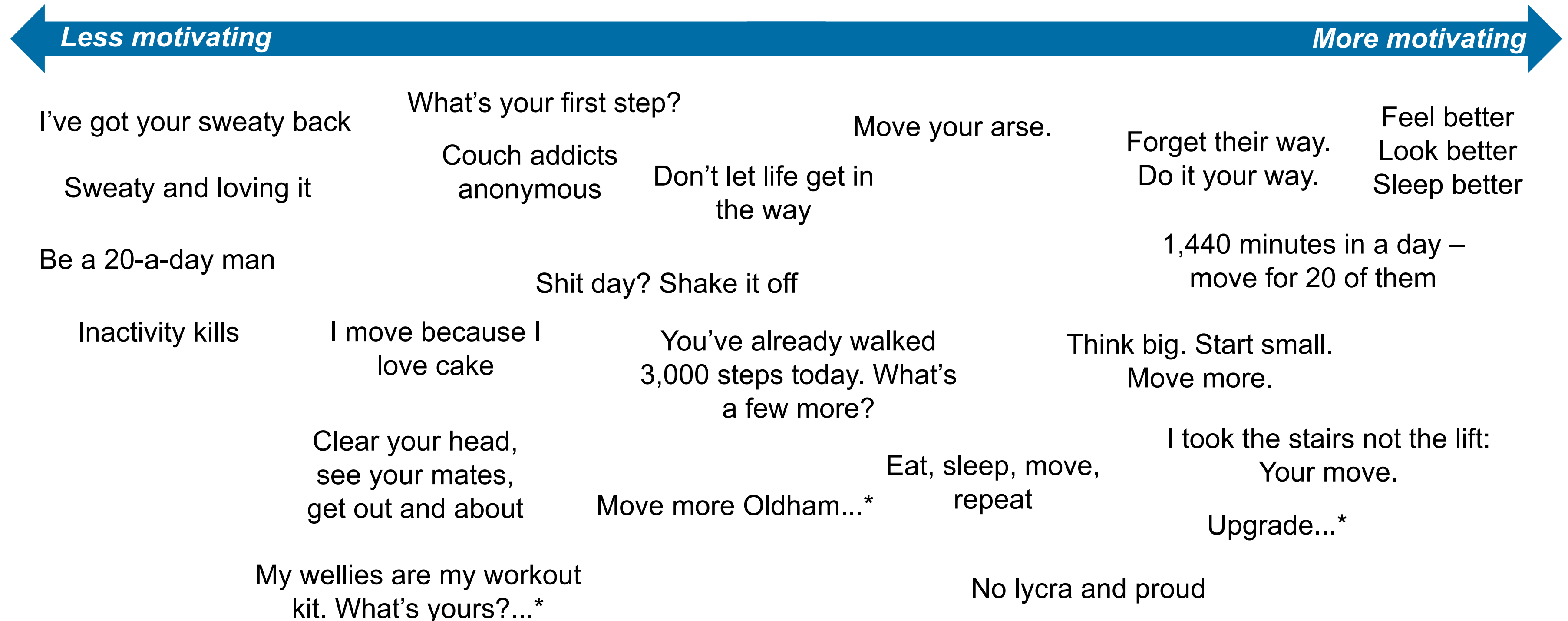
**Think big, start small,
move more.**

**Don't let life get in the
way.**

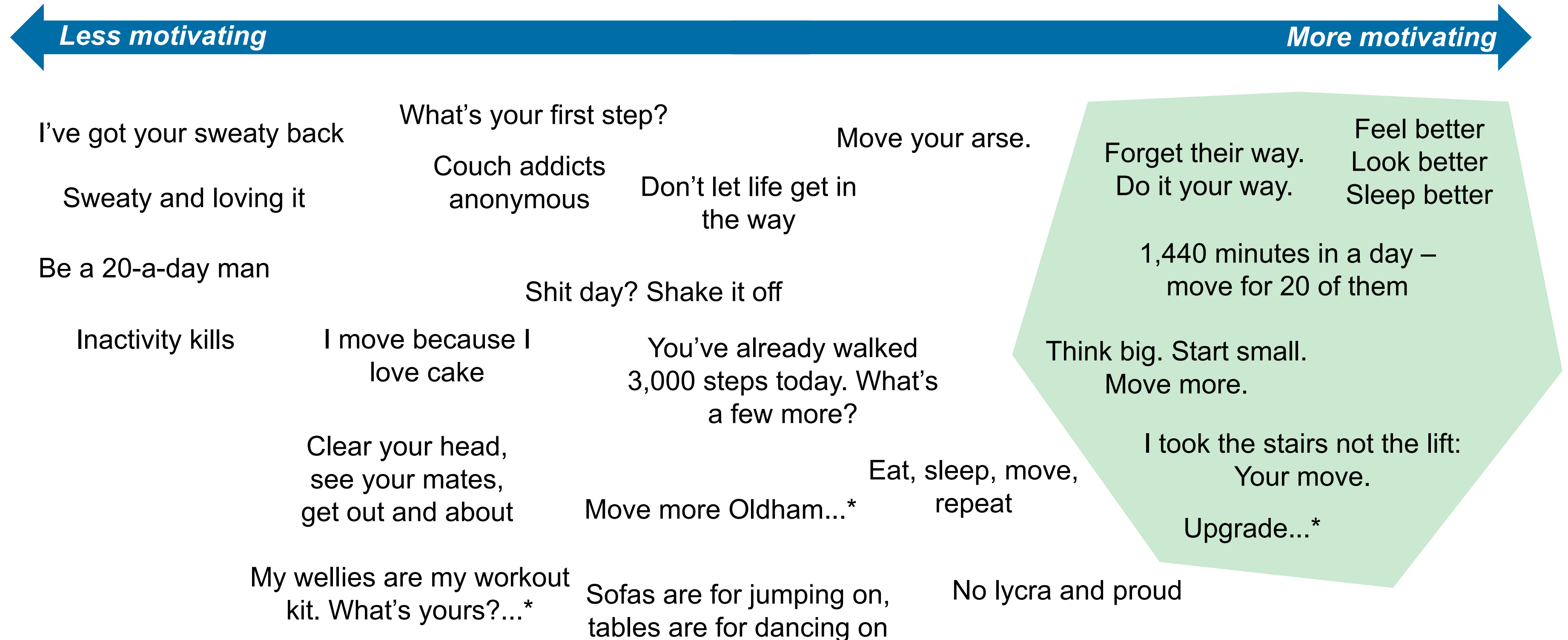
Some also liked ideas which:

- Acknowledge the barriers to being active
- Emphasise easy ways to start

After discussion about how each idea might work, some ideas were more motivating than others



The concepts which were regarded as most motivating were...



**Feel better. Look better.
Sleep better.**

- ✓ Emphasises short-term benefits (sometimes overlooked)
- ✓ All are desirable benefits – everyone wanted to achieve at least one of these
- ✓ ‘Sleep better’ was very well-received
- ✓ Positive framing

“I like that it’s about health more generally, rather than only about losing weight or getting fitter”

LTHC, 35+

Forget their way. Do it your way.

- ✓ Challenging preconceptions about activity
- ✓ Acknowledges that everyone is different
- ✓ Empathetic / supportive tone

“Everyone is different and leads different lifestyles. You need to generalise activity so everyone can fit it in even if they are working full time.”

Parent of child age 5-10

**1,440 minutes in a day – move
for 20 of them.**

- ✓ Felt to have a shock-factor
- ✓ Clear ask
- ✓ Numeric target
- ✓ Activity set in context of daily life

“It really doesn’t feel like a lot when you put it like that”

Control, 16-34

**I took the stairs not the lift:
Your move.**

- ✓ Practical and tangible way to fit activity into day to day life
- ✓ Sounds familiar
- ✓ Some like the challenge aspect

"This is a great way to build activity into your everyday life."

Parent of child age 5-10

Think big. Start small. Move more.

- ✓ Starting small resonates and feels achievable
- ✓ Clear ask
For a minority, 'think big' feels daunting or irrelevant

"Keep it easy and achievable, Advise on how and where to get started."

Control, 35+

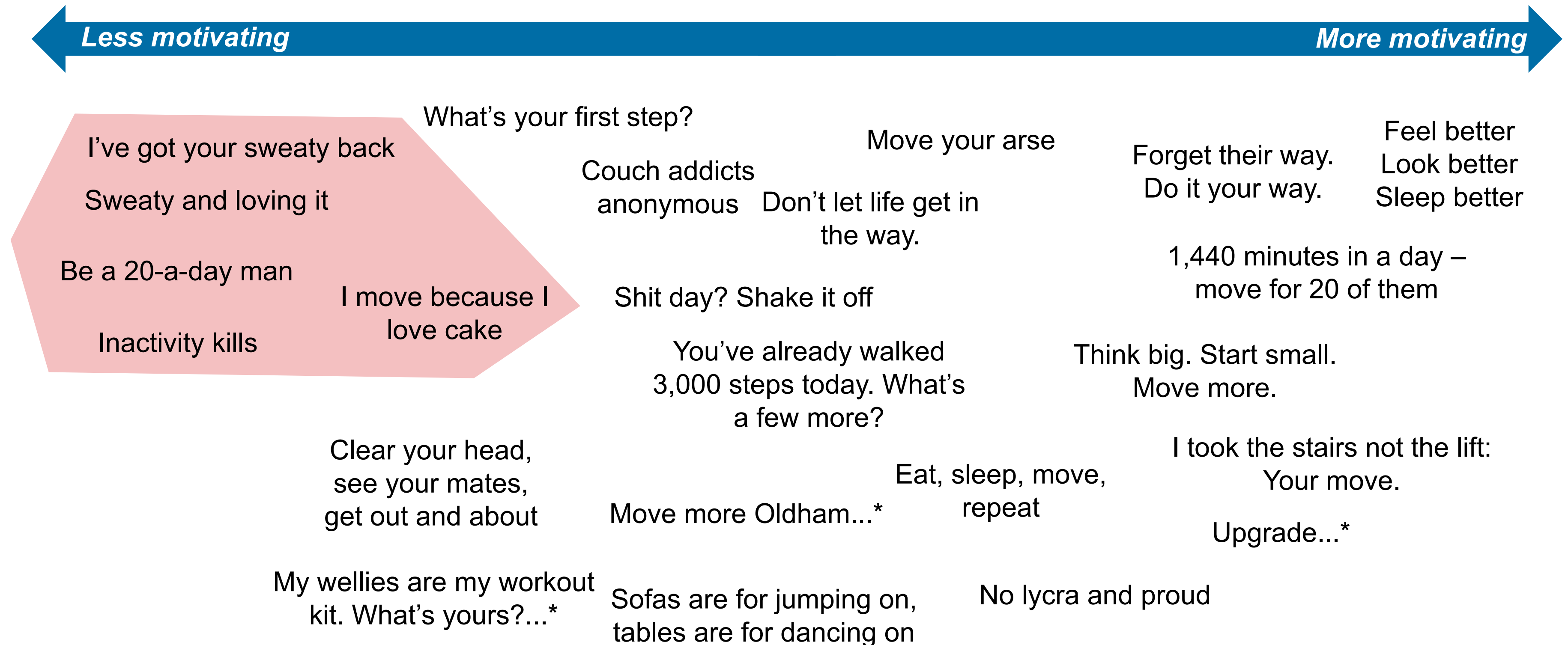
Upgrade...

- ✓ Practical ways to fit in more activity
- ✓ Idea of making 'swaps' feels familiar

"One idea could be to adapt exercise into public transport e.g. digital signs at bus stops with the distance between each stop. If it's a sunny day, not too far - I'd walk."

Workless, 18-34

Those which were regarded as least motivating were...



I've got your sweaty back

Unpleasant imagery
Connotations of intense &
daunting activity
Collaboration idea didn't cut
through

Sweaty and loving it

Unpleasant imagery
Connotations of intense &
daunting activity

Be a 20-a-day man

Reminds of smoking - not
seen as positive to aspire to
Unclear it's about activity

Inactivity kills

Negative
Uninspiring
Irrelevant as didn't see
themselves as at immediate
risk of health conditions

I move because I love cake

People focused on 'cake'
rather than moving
Prompts a trade-off mindset,
which could call into question
whether it would result in
positive behaviours over time

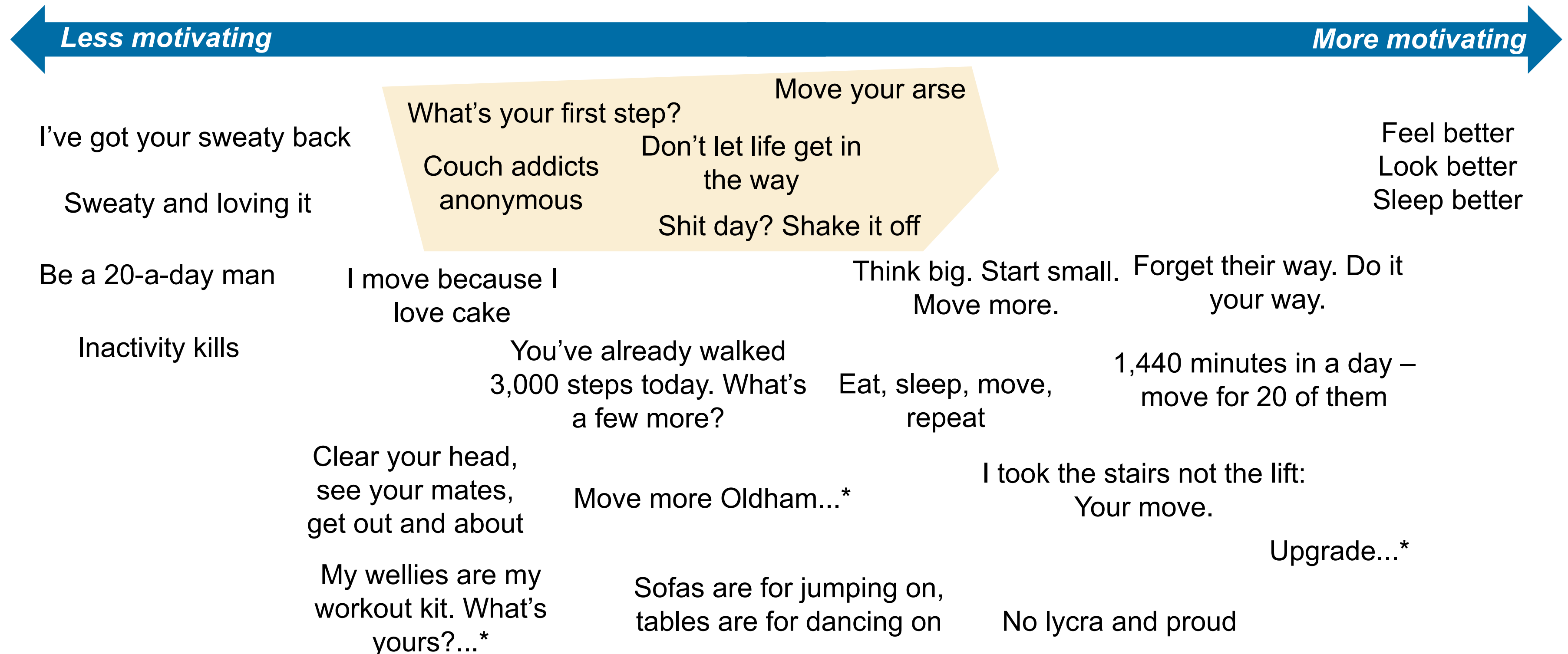
*"I just don't like being sweaty. It's
gross."*

Control, 16-34

*"[20-a-day man] does stand out but
I'm not sure what it's got to do with
exercise"*

LTHC, 35+

Some split the group, with opinions in both directions...



Move your arse

- ✓ Attention-grabbing & engaging
- ✓ Some like the direct approach
- Less popular among parents

Shit day? Shake it off.

- ✓ Attention-grabbing & engaging
- ✓ Appeals to working adults
- Less popular among parents

Couch addicts anonymous

- ✓ Liked by some younger audiences
- Negative framing not motivating (and shaming)

Don't let life get in the way

- ✓ Very relatable
- Backward-looking and not inspiring
- Excusing or normalizing inactivity
- Unclear it's about physical activity

"We all have busy lives; no matter what you do – work, not work, have kids, no kids – you always find something to do... [Don't let life get in the way] makes it seem manageable and relatable."

Workless, 16-34

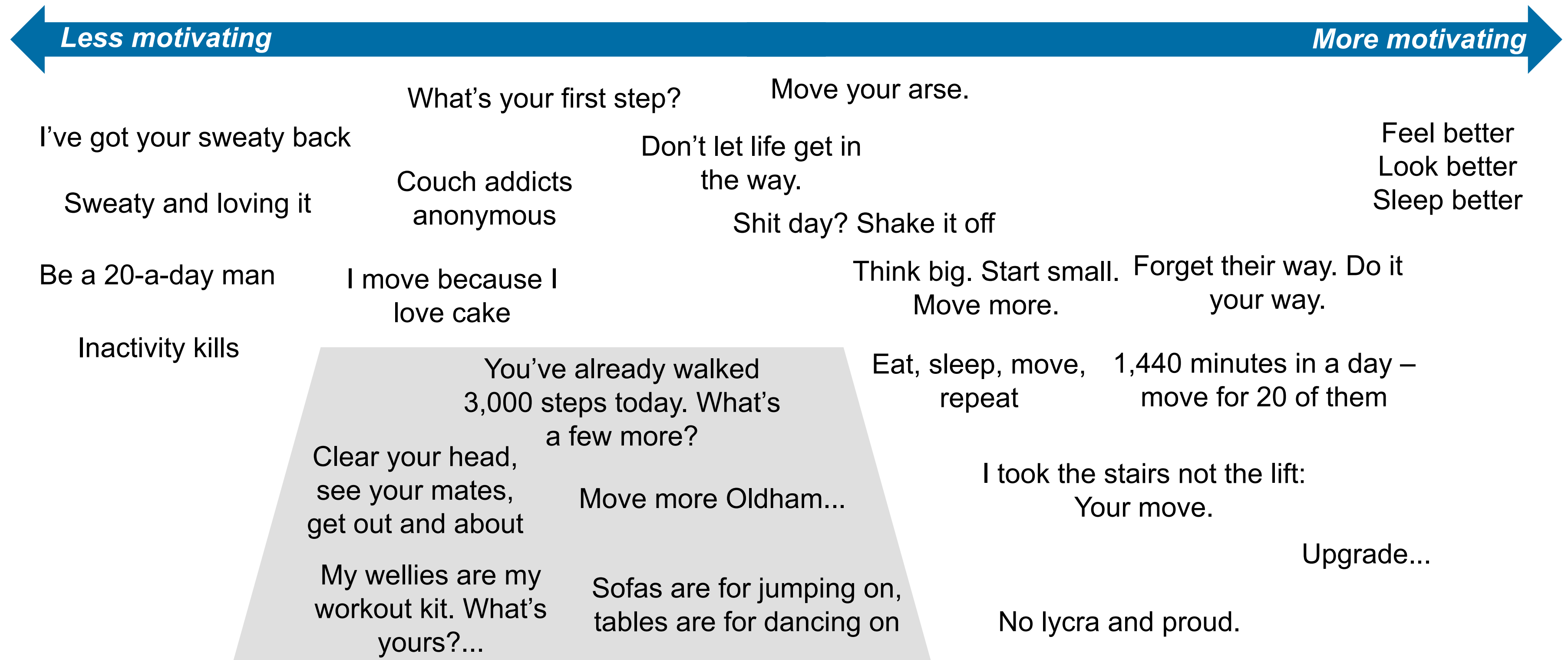
"Why are they asking us? Shouldn't they be telling us?"

Control, 35+

What's your first step?

- ✓ Thinking small / getting started
- Want practical guidance on what the first step should be

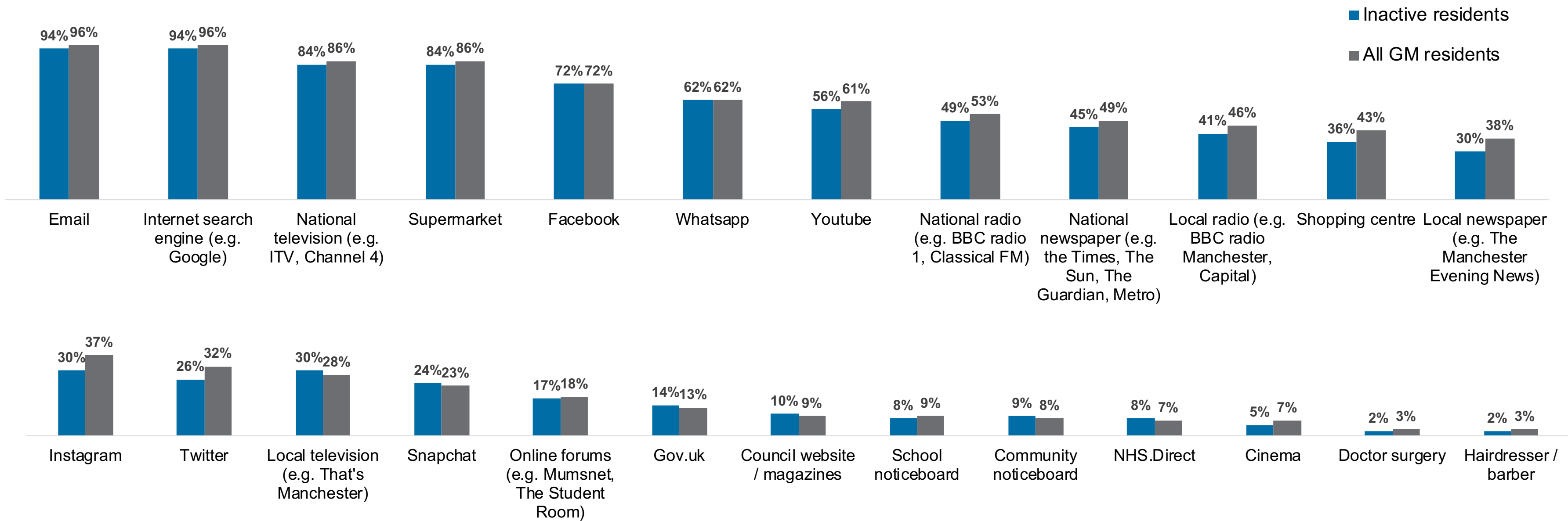
While other ideas simply fell flat and generated little interest...



05 Communications channels

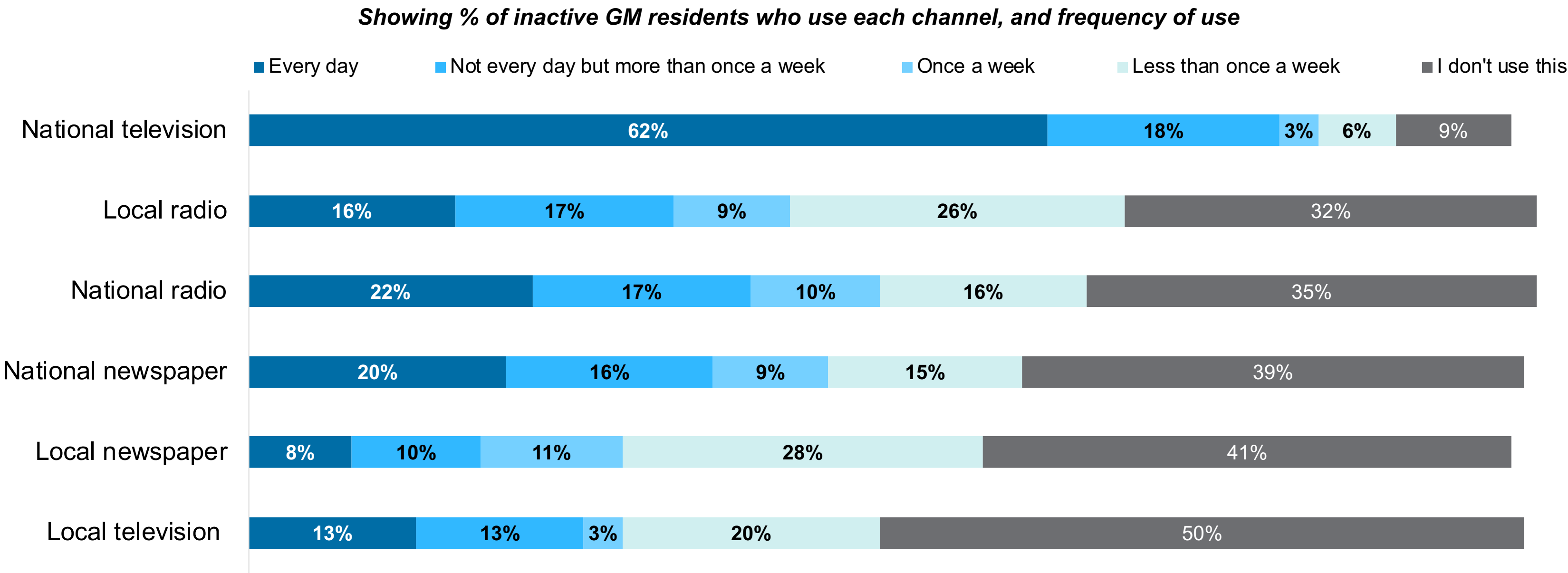
Residents consume media from a broad range of channels, with inactive residents using similar channels to the wider population

Showing % of total and inactive GM residents who use each channel at least once a week



Q.15 In a typical month, how often do you use or visit each of the following? Base: All respondents (n=507), all inactive respondents (n=121)

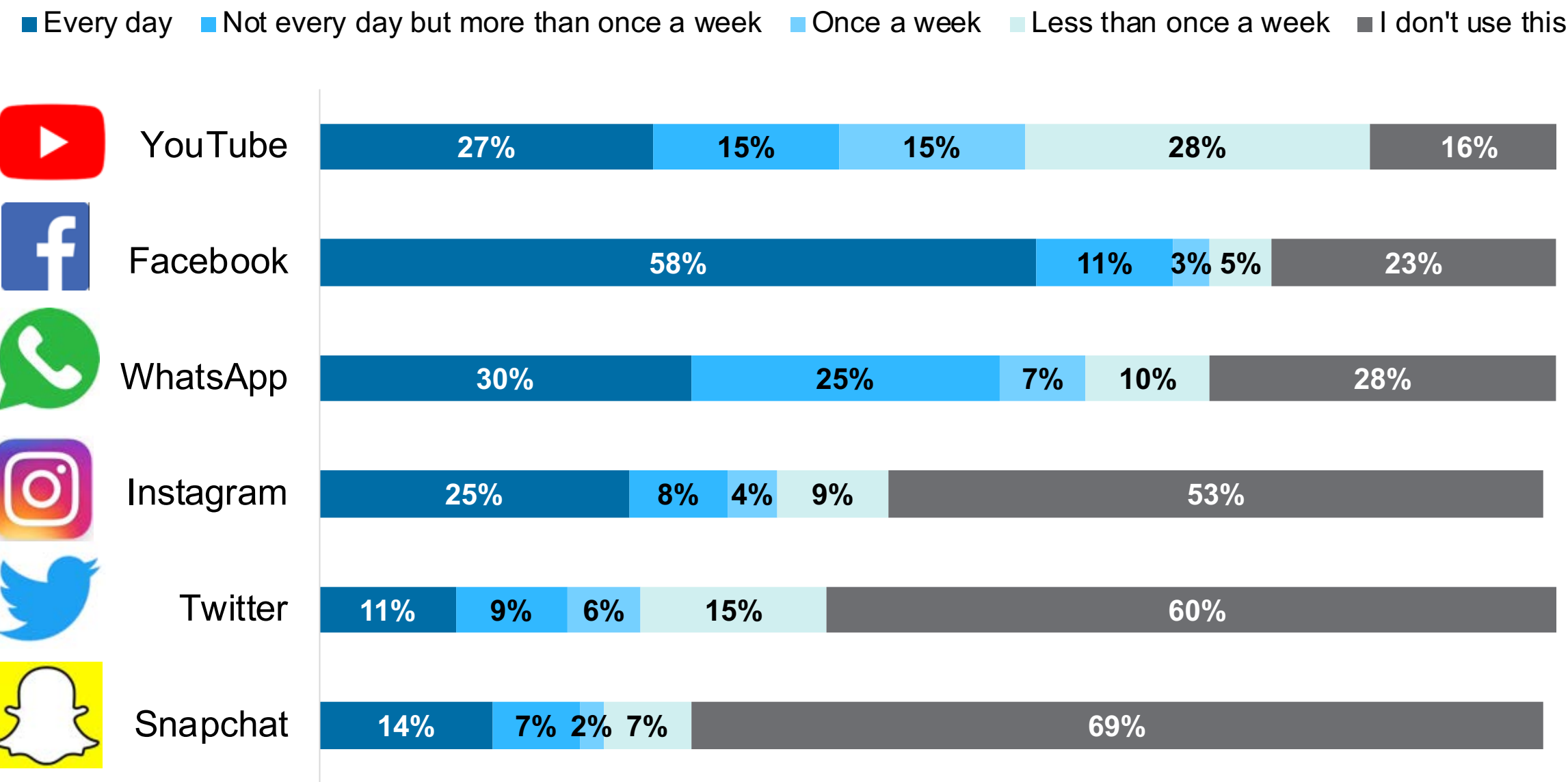
‘Mainstream’ media channels can help broadcast campaign messages – though are unlikely to reach *all* inactive residents



Q.15 In a typical month, how often do you use or visit each of the following? All participants [n=507]; All inactive participants [n=121]

Some social media channels have high engagement, though this varies significantly by age

Showing % of inactive GM residents who use each social media channel, and frequency of use



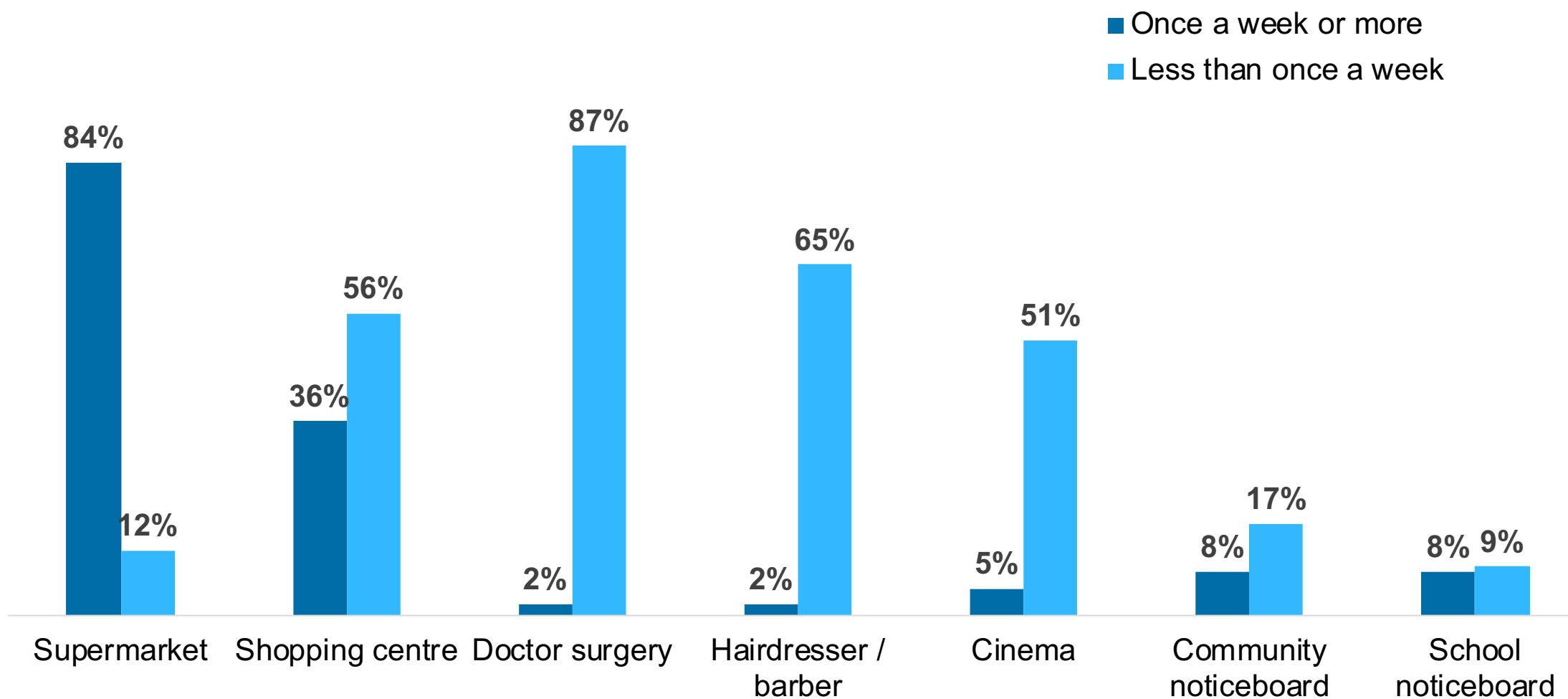
Across all social media channels tested, usage is most widespread and most frequent among younger audiences. For example, 81% of 19-34 year olds report using Instagram, compared to 41% of those aged 35-54.

"I use Youtube videos sometimes for [workout] ideas – if I can't be bothered to go to the gym."
Young person, 16-18

Q.15 In a typical month, how often do you use or visit each of the following? All inactive participants [n=121]

‘On-the-ground’ channels will be important to reach a wider audience who are not looking out for information about activity

Showing % of inactive residents visiting each of the following places, and frequency of use



Q.15 In a typical month, how often do you use or visit each of the following? All inactive participants [n=121]

“This campaign needs to do something that hasn’t been done before. It can’t just preach to the converted.”

Stakeholder interview

“What about supermarkets? You could put posters, ideas up there. Everyone goes there so people would see it.”

Parent of child age 5-11

The insight behind **This Girl Can** emphasized the need to ‘go where women are’ rather than displaying communications in the usual ‘sporty’ places.

06 Guidelines for campaign design

Drawing on all research elements across the three research phases, we have developed 12 guidelines to inform the design of the GM Moving campaign.

These relate to both the campaign messaging and the broader campaign approach.

Guidelines for campaign design

- 1** **Decide between ‘physical activity’ and ‘moving’ to describe the desired behaviour**
- 2** **Include a simple numeric, bitesize activity target for residents to aim for**
- 3** **Remind residents of the short-term benefits of activity to motivate them**
- 4** **Don’t dwell on the barriers to inactivity (but don’t dismiss them either)**
- 5** **Show residents diverse, attainable ways of being active beyond ‘exercise’ or ‘sport’**
- 6** **Make the tone and creative execution of the campaign upbeat, positive and fun**

Guidelines for campaign design

- 7** **Ensure the campaign feels relatable to residents and their very different circumstances**
- 8** **Use a broad range of channels – and not just those associated with sport or exercise**
- 9** **Tailor messages and channels in order to reach the three target audiences**
- 10** **Supplement the campaign messaging with local initiatives, activities and resources**
- 11** **Ensure provision of local infrastructure, services and stakeholder messaging is aligned with the campaign**
- 12** **Be persistent with campaign initiatives and messaging**

1. Decide between ‘physical activity’ and ‘moving’ to describe the desired behaviour

- ‘Physical activity’ and ‘moving’ are the clearest, most engaging terms to use, but have different connotations and strategic implications
 - **Moving** feels more accessible and inclusive to those who are least active but may be interpreted as requiring only light intensity activity
 - **Physical activity** is interpreted as moderate intensity activity but can feel daunting and off-putting to the least active groups
- Steering clear of ‘sport’, ‘exercise’, ‘fitness’ and similar language is vital to avoid putting off inactive audiences altogether

“I hate being out of breath and I hate sweating. Anything that makes me think about that wouldn’t draw me in to exercise.”

Workless, 35-54

“Lose exercise or sport. ‘Move more every day’ is the thing that applies to them all. A general message about moving more would also be easier to be consistent with local partners’ messaging.”

Stakeholder interview

2. Include a simple numeric, bitesize activity target for residents to aim for

- Few know conclusively how much activity they ought to be doing; having a target provides this information, clarifies the campaign ‘ask’ *and* can motivate inactive residents to increase their activity levels
- Most inactive residents want to see a numeric, time-based target – but ideally a ‘soft’ target allowing for some flexibility to avoid ‘failure’

“What counts as ‘enough’?”

Control, female, 19-34



“I like the numbers in it – it shows you how you’re getting close to the total. I can imagine doing that.”

Parent of child age 11-15



3. Remind residents of the short-term benefits of activity to motivate them

- Improved physical fitness/strength/flexibility, mental health and physical appearance are among the most motivating short-term benefits – but these are not always front of mind. The campaign could remind of these and ‘activate’ positive memories of more active times.
- Longer-term health benefits (esp. framed negatively as reducing risk) are so obvious they are uninteresting and too abstract to be motivating

“According to the statistics it is supposed to be good for you but I’m pretty healthy so I don’t see that as a reason for me.”

Control, female, 65+

“The old adage that ‘It won’t happen to me’ is too strong for negative messaging about health risks to work.”

Stakeholder interview

The health benefits of activity are so ‘self-evident’ that they feel like cultural wallpaper.

All ‘know’ that activity is good for you, so ‘purist’ health stories – as we often find – lack impact or any sense of new news for most.

Henley Centre, 2008

4. Don't dwell on the barriers to inactivity (but don't dismiss them either)

- Ignoring or dismissing people's barriers altogether is likely to result in messages that feel irrelevant to their circumstances
- But dwelling on barriers risks normalising or excusing inactivity, as well as being negative and demotivating
- An acknowledgement of the barrier, with a solution to help overcome it, appears more fruitful

Less effective

"There are simple solutions"

"We all know that life gets in the way."

"Lots of people are inactive and it is tough to make a start."

More effective

"Get fit for free – Being active doesn't need to cost a lot"

"Make small, practical changes that fit in with your busy life."

"It has to be real to people. It has to consider the shit they are going through."

Stakeholder interview

"Lots of messaging has been quite negative and focusing on inactivity. This can normalise inactivity."

Stakeholder interview

5. Show residents diverse, attainable ways of being active beyond ‘exercise’ or ‘sport’

- Most inactive residents want to be more active, but struggle to think of ways of doing so that they feel capable of
- Providing examples of ideas to be active can help:
 - Activities that can be easily fitted into a day-to-day routine
 - Simple activities that don’t require sporting expertise or high fitness levels
 - Activities which people did in the past (and recall fondly from their more active days)
 - Social activities, including family activities

“I used to go to the gym, but I don’t really know what I could do anymore I can’t go to the gym and I can’t run because of my back.”

LTHC, male, age 55+

“I like the way it shows you things you could do with the family. It would probably be at the weekends we could do more. And it’d be nice to do things altogether then.”

Parent of child age 5-10



6. Make the tone and creative execution of the campaign upbeat, positive and fun

- Inactive residents don't need persuading of the benefits of activity (and risks of inactivity). Residents were critical of negative, paternalistic messaging.
- In contrast, previous campaigns were praised for:
 - Upbeat soundtracks for video creative
 - Bright colour-schemes
 - Positive framing of messages
 - Images of people visibly enjoying themselves
- Stakeholders are also keen to see a campaign which focuses on the positives of activity

"Avoid shaming people. It needs to be about doing the best with what you have. Celebrate progress, don't point out deficits. Normalise activity, don't demonise inactivity."

Stakeholder interview

"It's fun, it's got a bit of 'get up and go' about it."

Control, female, age 19-34



7. Ensure the campaign feels relatable to residents and their very different circumstances

- Residents often feel that their circumstances are unique and can be entrenched in their view that sport/exercise/activity isn't 'for them'
- **Creatives** must show 'people like me' – and avoid depicting overly 'fit' or 'sporty' individuals which can be off-putting
- **Messages** must feel relevant to the key audiences, speaking to the benefits that matter to them and negotiating the barriers they experience



"They're just real people. They look like me. That woman puffing along– I mean, that's got to be real. You can see all the sweat and everything."

Parents of children aged 11-15

"The campaign needs to reflect the whole population of Greater Manchester... [and] make sure it is genuinely representative. Don't use a Paralympian for example to encourage the average disabled person to get active. It needs to be local people."

Stakeholder interview

8. Use a broad range of channels – and not just those associated with sport or exercise

- There is no one ‘stand-out’ channel for communicating about activity – residents use a multitude of sources
- Designing flexible communications which can be adapted to different channels (but retain a clear overarching concept) will be important
- Prominent physical messages in the local area can also be important in-the-moment reminders

“It would need to be on the devices they’re always looking at. Phones, computers, Playstations.”

Parent of child age 11-15

“I would pay attention to an email from the council. I always read those because I assume they are about my benefits.”

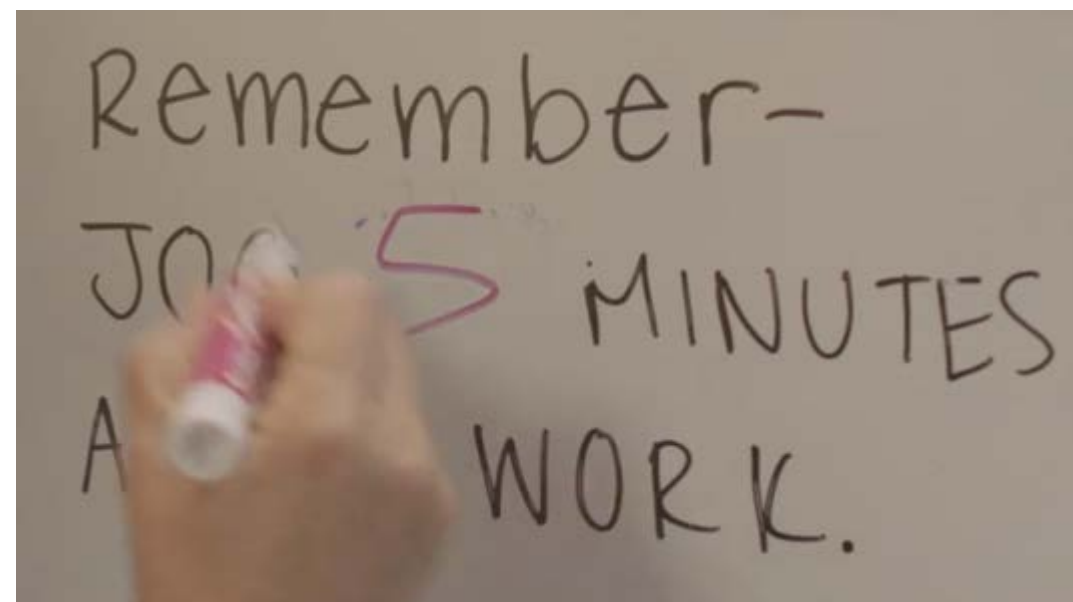
Workless, 35-54

“I’d say to use the radio. When I’m in the cab, I’m listening to the radio all day. Non-stop.”

Control, male, 35-54

9. Tailor messages in order to reach the three target audiences

- While there are sufficient commonalities between the three target audiences to suggest one overarching campaign concept, some tailoring will be necessary to ensure messages are relevant to each audience
 - For example, stressing flexibility of activity target to those with LTHCs or disability
 - Or emphasising to parents that physical activity provides an opportunity for family time



"I like the way in that [campaign] video she crossed out the thirty minutes and made it five. Ultimately, if it's too much you're not going to do it. And it's better to do something [than nothing]."

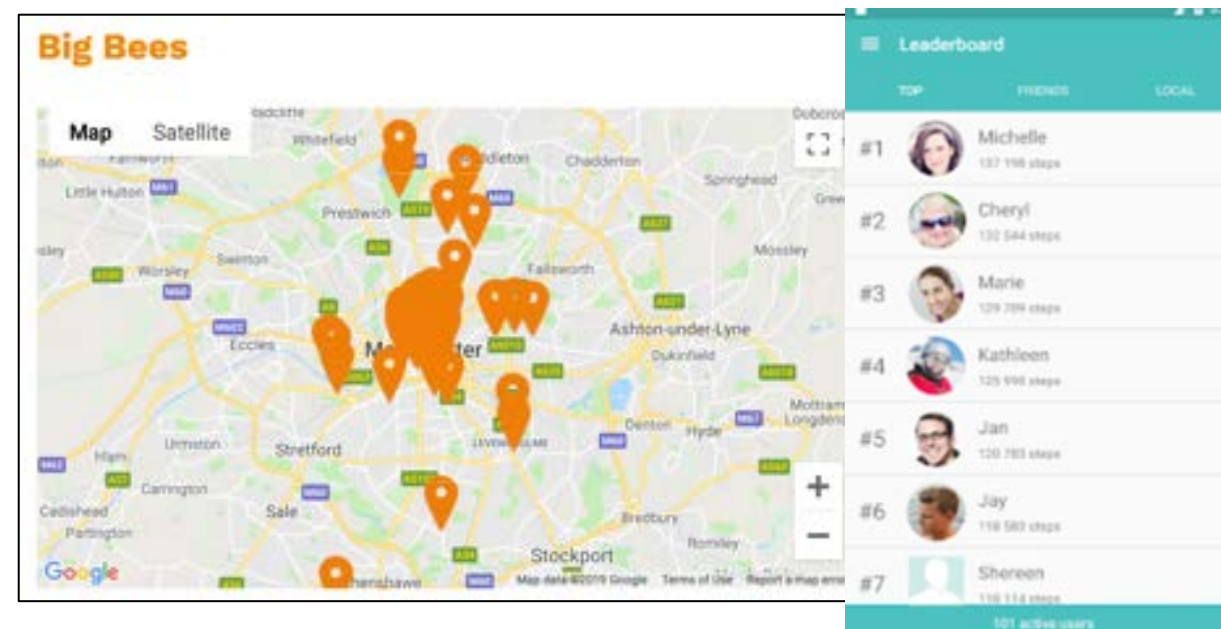
LTHC, 35-54

"You won't be able to target everybody and that's fine. Sometimes we want to be broad and inclusive but that might mean lots of people see it and don't think it's for them. May need to pick your audience to make it relevant to some."

Stakeholder interview

10. Supplement the campaign messaging with local initiatives, activities and resources

- While messaging will be important in raising awareness of the target and reminding of the benefits of activity, other initiatives will reinforce the campaign and add further motivation
- This might include local events, challenges/rewards, apps, activity planners, social networks/competitions, and more



"I can imagine having something going at work where people challenge each other on their steps. As long as it doesn't become really competitive, that'd be good,"

LTHC, female, 35+

"Don't do what's been done before and don't just make a lot of posters which are put around Manchester or go on the back of a bus. If you want to create a real change it needs a bigger social movement."

Stakeholder interview

11. Ensure provision of local infrastructure, services and stakeholder messaging is aligned with the campaign

- Any increase in demand for activity should be met on-the-ground by local opportunities and support
- Local messaging (ranging from stakeholder communications to corporate advertising by gyms) need to be as consistent as possible to avoid confusion or demotivation

“You can throw a lot of money at a campaign but it still has to have...a reflection at a local base. Someone says ‘great I’m going to go and do my female-only session in Tameside’ but then there isn’t one.”

Stakeholder interview

“I like the idea that you can start small. But then I go to the gym and see their posters and I don’t look like them [the people in the adverts].”

LTHC, female, 35+

“When you go to the gym, all the people there are already fit. I just look at the machines, but don’t know how I’d ever get there.”

Workless, female, 35-54

12. Be persistent with campaign initiatives and messaging

- Stakeholders were clear about the challenge of changing behaviour in a sustainable, durable way – requiring repeated exposure to messages over the long-term
- Low awareness of activity guidelines or other lifestyle advice (other than 5-a-day) hints at failure of previous behaviour change campaigns

“It’s very, very difficult to move someone from inactive to active. It takes time with multiple areas of intervention.”

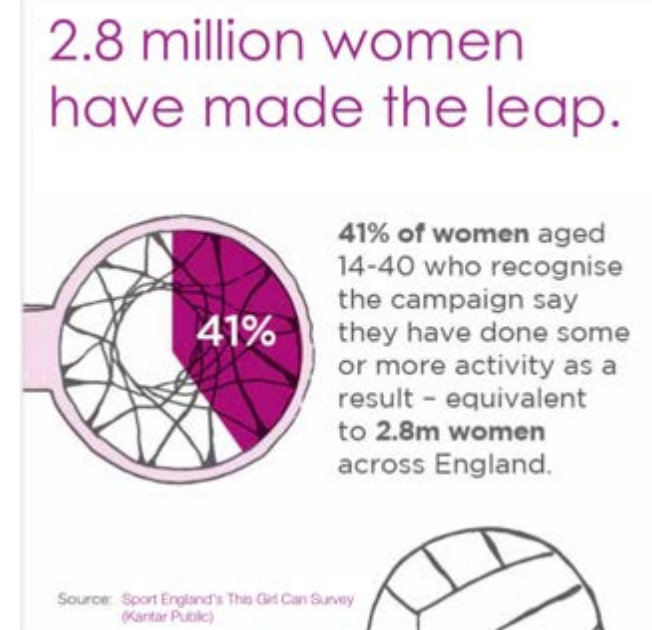
Stakeholder interview

“Be realistic. It’s very hard to change behaviour. It takes a long time and repeated exposure to messages.”

Stakeholder interview

“Realistically if I don’t want to do it, I’m not going to do it.”

Control 16-35



Thank you

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