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# Changing Attitudes and Behaviours

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**Northern Ireland has a  
history of **excellence** in  
**attitude and behaviour**  
**changing** communications  
campaigns**

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A black outline map of the African continent is centered on the page. A horizontal line is drawn across the top of the map, passing through the top edge of the continent's outline. The text is centered within the map's outline.

It has never been enough  
to **tell** or **inform** people  
about an issue or to even  
give them **good reason** to  
change their attitudes

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All campaigns are  
measured on their  
ability to **persuade**

4 EXAMPLES

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# the model for change

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# the challenges

Lack of awareness of the  
issue

low on the pecking order  
of importance

entrenched attitudes/  
behaviours

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# overcoming the challenges

Lack of awareness of the  
issue

low on the pecking order  
of importance

entrenched attitudes/  
behaviours



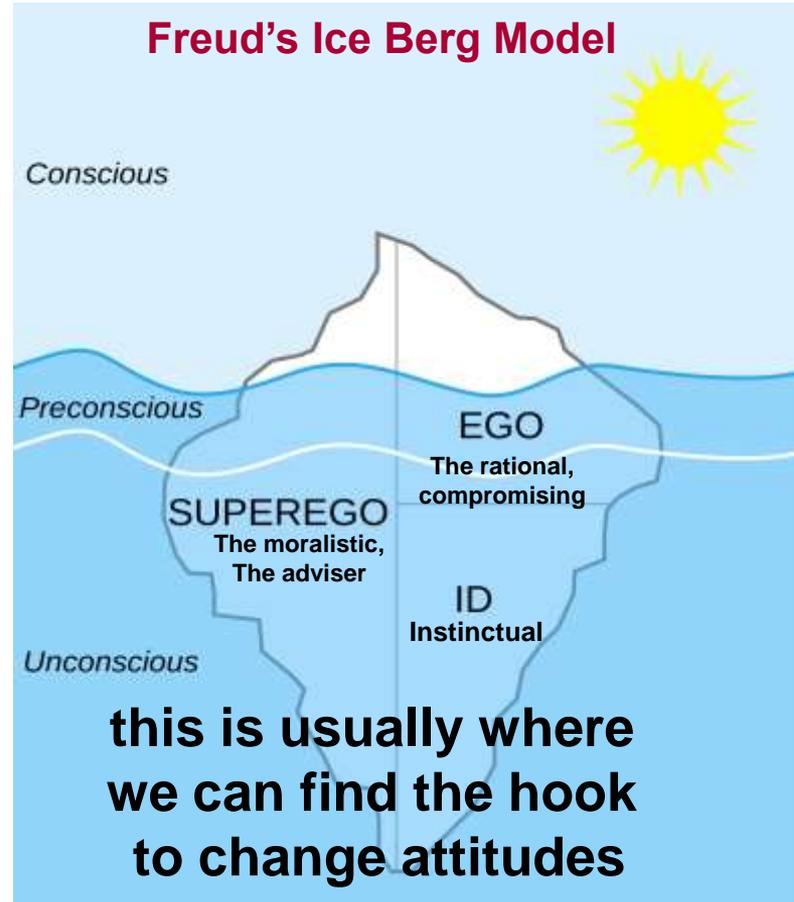
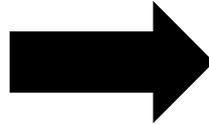
Unless we uncover the **real rationale** for current attitudes we may miss the mark

(treating the symptom not the underlying cause)

conscious  
what we are aware of  
thinking and doing

preconscious  
We have to think a bit  
but we are aware

Unconscious  
Unaware, difficult to access  
thoughts and feelings





Not easy to access – it's  
unconscious!

Doesn't want to be found out!



## Defence Mechanisms

a type of mental process, usually unconscious, that allows the ego or conscious mind to **avoid conflict or anxiety**

**4 examples:**

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IT'S NOT DENIAL

I'M JUST VERY  
SELECTIVE  
ABOUT THE  
REALITY  
I ACCEPT



denial



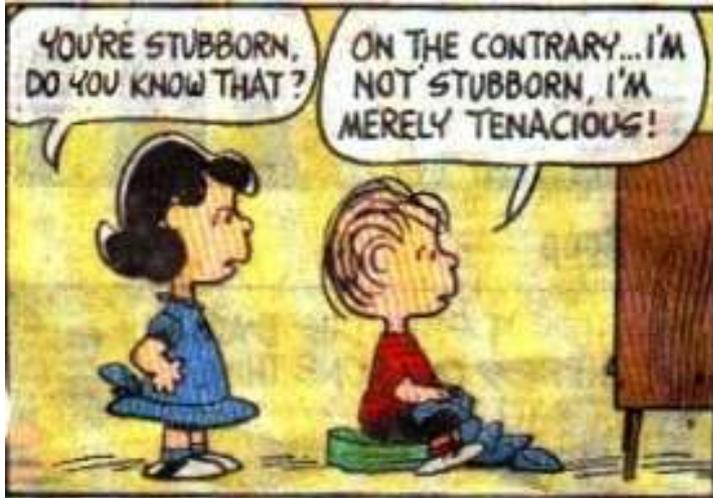
# displacement

shifting the focus of your  
real issue to something else



projection

projecting our own faults  
onto others

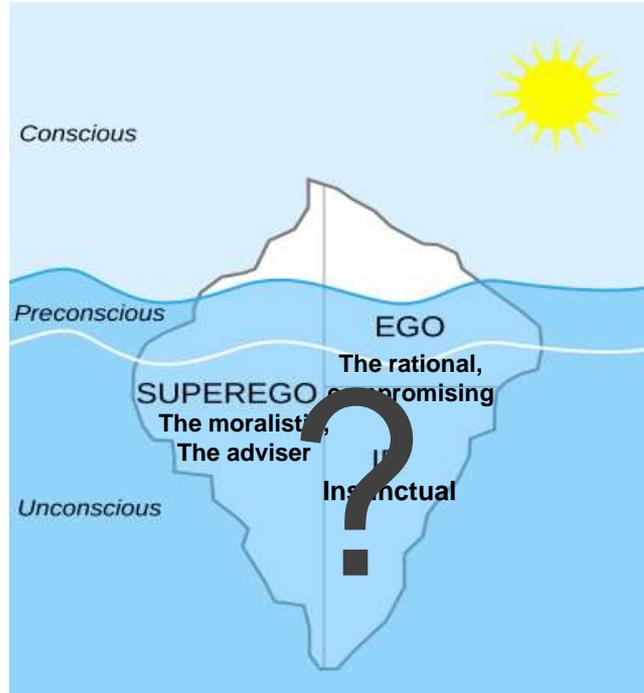


# rationalisation

Self deception by  
Reasoning  
(Karen Horney)



fortunately, there are **techniques** we can use to fool the unconscious into **revealing itself**



word association  
projective questioning  
cognitive dissonance  
laddering  
empathy  
non Verbal

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# littering

strong awareness of the  
issue

low on the pecking order  
of importance

entrenched attitudes/  
behaviours



**Worth exploring more**

*I don't really litter, litterers are terrible people!*

**Projection/  
Demonisation**

**Displacement**

*I have OCD*

## Comments from focus groups

*It's just laziness*

**A behaviour/  
rationalisation  
not a reason**

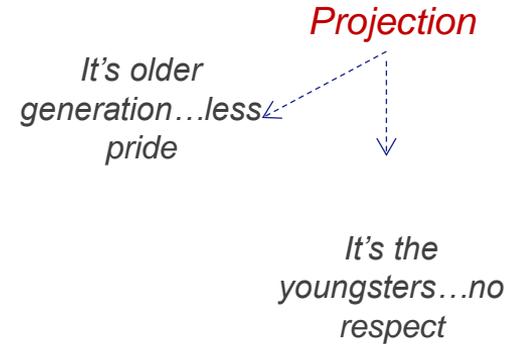
*Don't want to put someone out of a cleaning job*

**Rationalisation**  
(includes most 'excuses')

*I'm busy (doing more important things) sometimes it's just easier*

*I do it so many times I forget that I am doing it*

*Don't really think about it.*



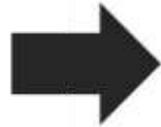
## The following emerged:

They answer to the question  
“Why do we litter” is in here  
somewhere.



- The need to reject anything that might be, at best, unwanted, messy and untidy or at worst, unclean and unhealthy appears to be at the root of littering behaviour.
- We are in effect protecting ourselves, our children and what we see as our environment from danger (NB. environment does not stretch to public places).
- We are purging ourselves in much the same way as we purge our bodies of anything unclean.
- We have given ourselves permission to perform these actions in public
- The difference between litterers and non litterers is that the latter have a more developed superego which acts as a strong inhibitor here.

Social  
Norming



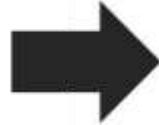
Enforcement



Visible

Punitive

now we know this, how should we proceed



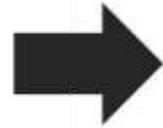
Cognitive Dissonance is  
when we realise that  
we have done something  
that is at odds with our beliefs

Eg

Littering is wrong  
I have just littered

**Advertising  
induces a state of  
cognitive dissonance**

**Forces the individual  
Retain the belief  
change attitude to their own behaviour  
Remove opt outs which might make  
them change the perception of their  
actions**



**Littering is  
wrong**

Inconsistency

**I have just  
littered**

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**Advertising**  
**induce a state of cognitive dissonance**  
**don't allow the viewer to indulge in cognitive reassurance**

**Plant the resolution in the mind of the viewer**  
**Causes and Consequences**

# Advertising Pre Testing

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1. impact and involvement
2. relevance
3. credibility
4. clarity of communication
5. call to action

impact and involvement

# Advertising Pre Testing

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1. impact and involvement
2. relevance
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4. clarity of communication
5. call to action

relevance

# Advertising Pre Testing

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credibility

# Advertising Pre Testing

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1. impact and involvement
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clarity of communication

# Advertising Pre Testing

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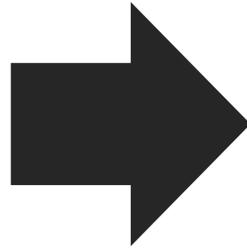
call to action

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# Advertising Pre Testing

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1. impact and involvement
2. relevance
3. credibility
4. clarity of communication
5. call to action



consideration  
attitude change  
behaviour change

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# Thank you for listening

## Any questions?

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Alan Lobo

Director

Millward Brown Ulster

028 9038 0250

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