

Household Assistance Package

...communication
campaign research

Department of Families, Housing,
Community Services and
Indigenous Affairs

Full presentation
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Household Assistance Package Communications Research

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The target audience starting point ...

For the majority ...

existing
awareness and
knowledge of
HAP is **LOW**

fundamentally,
this means
attitudes and
beliefs about
the package
have not yet
been formed

...creating a communication opportunity
(ie. it's not necessarily about 'redirecting' existing
perceptions ...its about creating and educating)

...but equally, a communication challenge

1. there is low understanding of the underpinning
rationale for introducing HAP

2. there is high prevalence of 'unanswered
questions', and therefore desire for content

The three concepts...

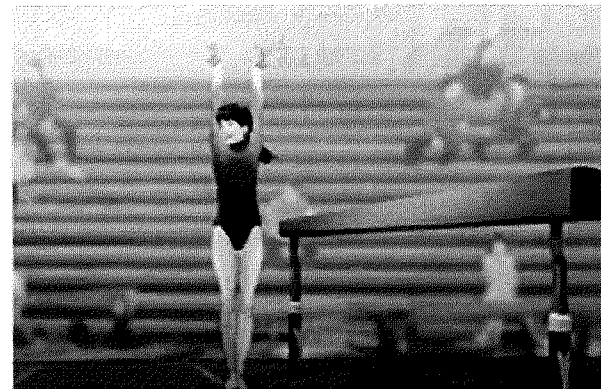
Bright



Fridge



Gym



The recommended concept for further development ...

Bright



Fridge

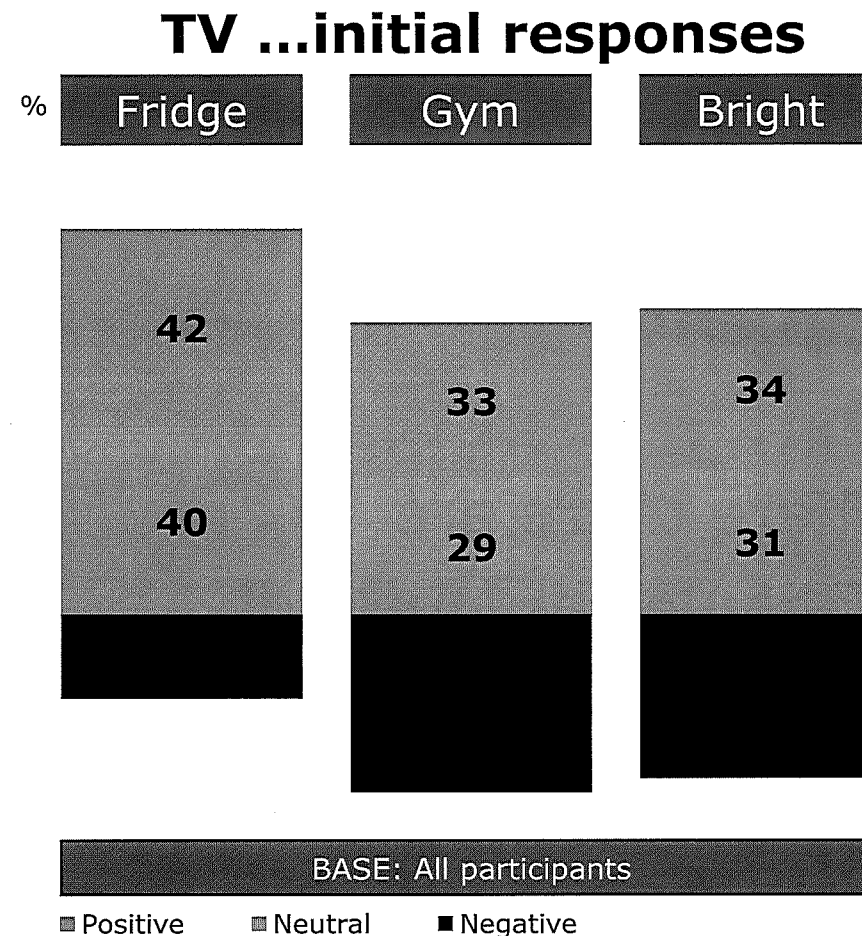


Gym



There is a significantly higher likelihood for **positive reception** for the "Fridge" concept vs. alternatives

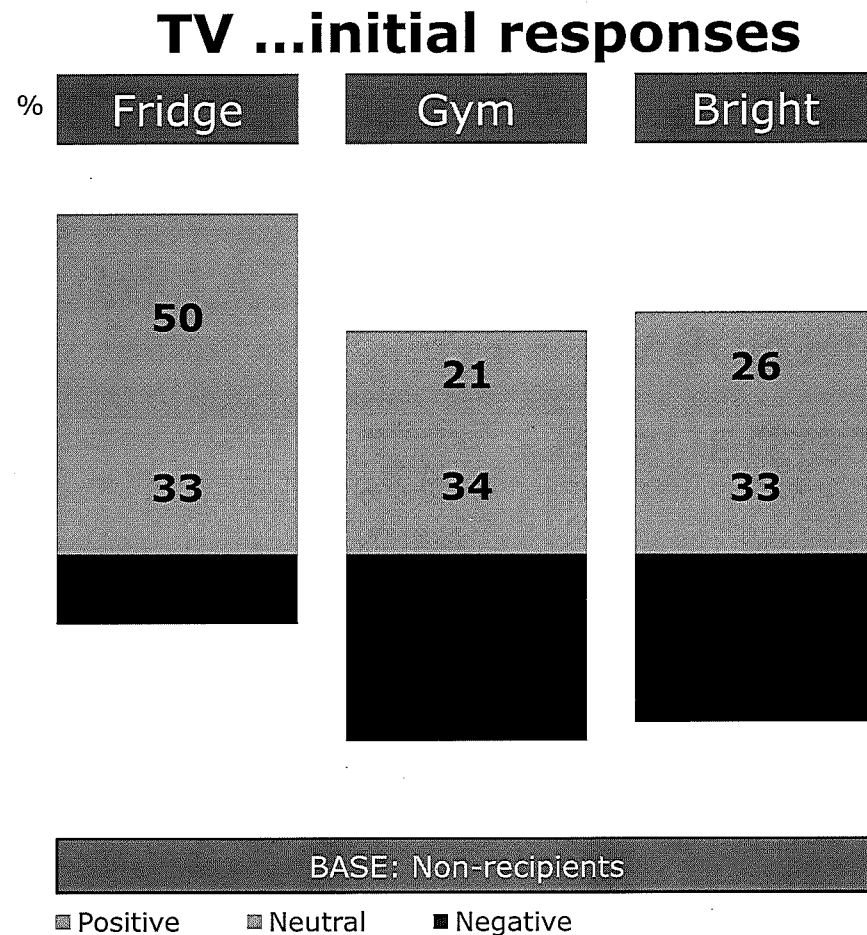
...however, there is still some neutrality, and potential negativity to address.



SOURCE: (Q1) After having seen / heard / read this concept ...what's the first word, or phrase, which comes into your mind?
BASE: All respondents (n=300)

The strength of acceptance for “Fridge” is also true among **non-recipients**

...where there are notably lower levels of negativity present (both via independent rating sheets, and in group discussions).



SOURCE: (Q1) After having seen / heard / read this concept ...what's the first word, or phrase, which comes into your mind?

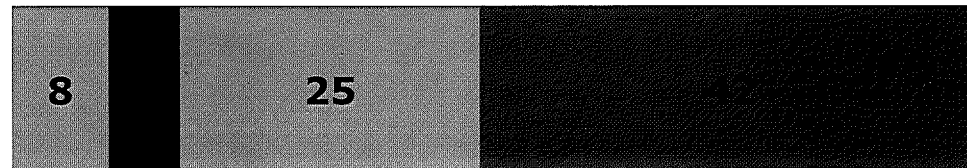
BASE: Non recipients (n=46)

As a concept, "Fridge" will likely be highly accepted
as an appropriate way to communicate about HAP
...by the **target audience** ...

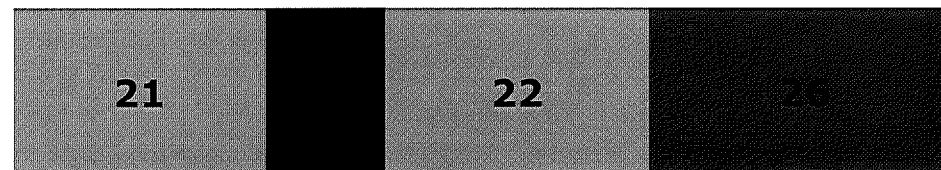
Proportion who agree with: Is not an appropriate way to communicate about this

Proportion who agree with: Is an appropriate way to communicate about this

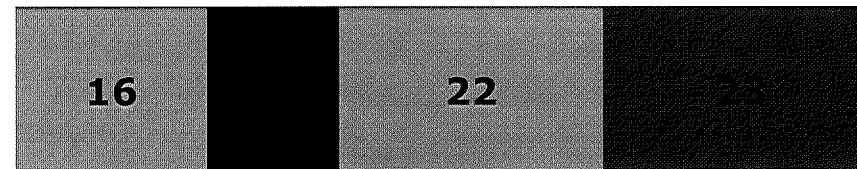
Fridge TV



Bright TV



Gym TV

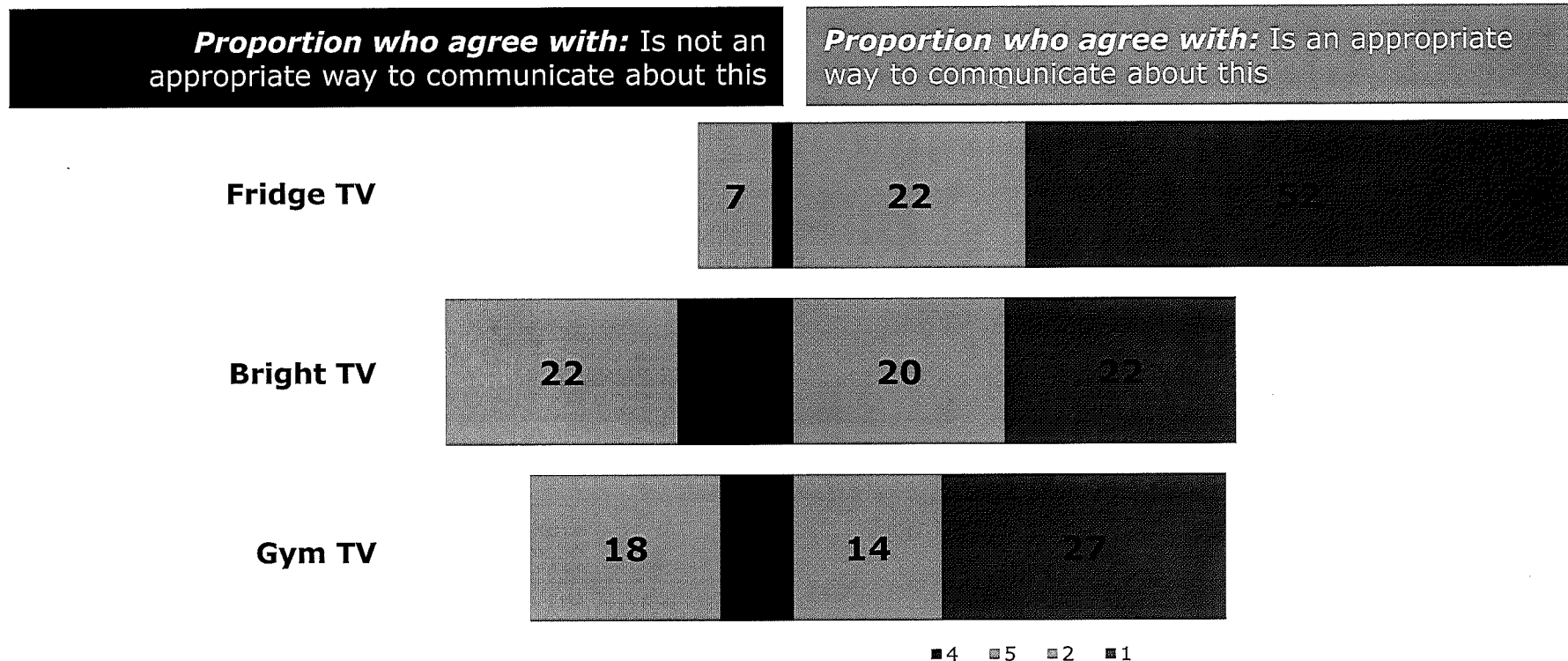


■ 4 ■ 5 ■ 2 ■ 1

SOURCE: (Q3) For each word or phrase, please indicate the number between 1 and 5 which best describes what you thought of it.

BASE: n=297, All participants

As a concept, "Fridge" will likely be highly accepted
as an appropriate way to communicate about HAP
...as well as among **non-recipients**...



SOURCE: (Q3) For each word or phrase, please indicate the number between 1 and 5 which best describes what you thought of it.

BASE: n=44 (caution - low base), Non-recipients

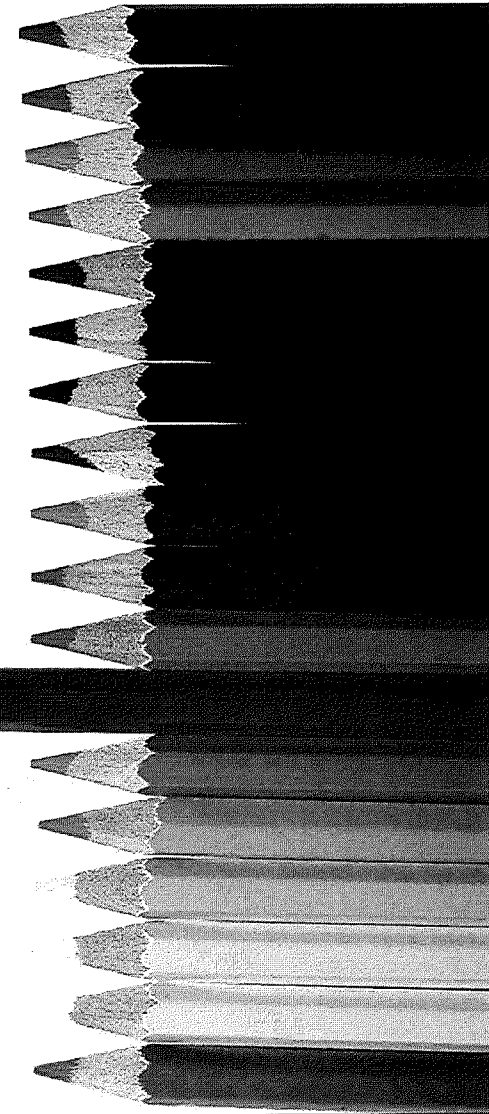
CALD and Aboriginal audiences

It should be noted that, throughout the Phase 1 testing, the communications was received in a similar way among those of CALD and Aboriginal descent. There were no specific additional concerns raised by these audiences, aside from a desire for the content to be translated, and targeted (in terms of placement in culturally relevant mediums).



**The overall creative,
message and
medium challenge
generates
8 consistent
learnings which will
need to be applied
in refining “Fridge”**

(6 related to the *concepts*)...



8 consistent, overarching learnings...

1

Implicit linkage of HAP to '**bill support**' is important ...a learning generated by "Fridge", but overall applicability

Implied linkage to assistance for 'paying (utility) bills' increases knowledge of the intent which underpins HAP ...and has the potential to drive campaign / program acceptance. However, "Fridge" is overly-focussed on 'bills disappearing', rather than 'bill support'.

Recommendation:

Maintain the implicit link to bills, however, it is critical to remove visual and verbal references to bills disappearing – the focus should be more on 'balance' / 'topping up' / 'support'.

8 consistent, overarching learnings...

2

Clarify **eligibility** for HAP to reduce the frequency of calls / contacts seeking clarification

Because of the **informational nature** of the campaign, the **creative** is interpreted literally, which is then inflated because of the low starting base for knowledge of HAP, resulting in a literal interpretation of creative and content ...ie. what is 'not there' is not 'assumed'.

This causes confusion and unanswered questions around eligibility for HAP.

Recommendation:

The 'broader' the perceptions of target audience, the more likely non-recipients will be to recognise 'someone' who will benefit from HAP (eg. elderly parents) ...which, qualitatively, increases acceptance. A variety of people (family compositions, singles, no children, ages, ethnicities, carers/disability) will need to be represented within the campaign ...and this is particularly important for TV, but also for any imagery incorporated in press.

If possible, it would be ideal to have more than one "Fridge" TV / press execution (identical style, but different images), and multiple voice-overs in "Gym" (which was consistently expressed positively throughout discussions).

Verbal / written articulation of broad 'groupings' of people (eg. seniors, families and singles receiving government payments) was generally considered more informative in clarifying eligibility than more general references to 'if you are receiving Centrelink payments'. If possible, integrate more specific referencing to voice-over and text in press executions.

8 consistent, overarching learnings...

3

'Over' versus 'under'-stating ...managing expectations relating to **financial scale** of HAP

Perhaps driven by low existing knowledge of HAP, many expected relatively 'substantial' lump sums (four figures) from the content provided in the existing concepts.

In "Fridge", this is heightened by individual 'mental calculations', adding multiple bills together – and this is driven by the visual and voice-over behind the idea of 'making bills disappear' (rather than eg. 'bridging a gap').

Without clarification, this poses real risk for the campaign, and HAP, in falling short of expectations ...and driving negativity.

Recommendation:

1. The terminology "bills disappear" would be considered incorrect for most households, and therefore misleading – by 'over-stating' and raising expectations. As mentioned previously, it is critical to avoid, or significantly tone down, the visual and verbal expression of this.

2. Many link terminology of "one-off-lump-sum-payment" to the preceding economic stimulus package ...and subsequently assume it is implying a figure equal to, or greater than, \$900.

Avoid, or tone down this expression.

8 consistent, overarching learnings...

4

Consider removing references to '**economic boost**' / '**boosting the economy**'

To many, terms like 'economic boost' drive the 'memory' of 'economic stimulus package' – while most reflect positively on their own personal use of the money, they are quick to criticise others (largely driven by negative media attention). Terms like this may open the communications, and package, to misplaced criticism.

Recommendation:

References to 'economic boost' or 'stimulating the economy' references will be risky. These should be toned down, and referenced in an alternative manner (eg. economic balance / maintenance / recognising current economic conditions etc).

8 consistent, overarching learnings...

5

Explicitly reference the '**longevity**' of HAP (in press and radio)

Some become overly focussed on the 'one-off lump sum payment' which cannibalises their recall and understanding of 'regular payments', 'tax cuts' and the holistic nature of the package.

learning: **increased focus on regular payment**

The concept of a holistic package is crucial in generating acceptance, and reducing confusion – both in this launch phase, but also to build a sound basis for future phases of communications.

This research suggests the concept of a 'one-off lump sum payment' (albeit, with changes to its articulation – as referenced previously) is likely to naturally have higher recall than 'regular payments'.

Therefore, content relating to 'regular payments' and 'tax cuts' should receive greater focus in communications to compensate for this – and raise awareness that HAP is a holistic 'package'.

8 consistent, overarching learnings...

6

Focus direction to further information to **website**

The potential 'complexity' of HAP (eg. eligibility and personalised calculations etc) is generally understood among recipients ...it is not interpreted via the current concepts as a 'one size fits all' solution.

A minority will not seek clarification / further information, a minority (likely with complex situations) will telephone for further information, a majority will likely seek clarification from the website.

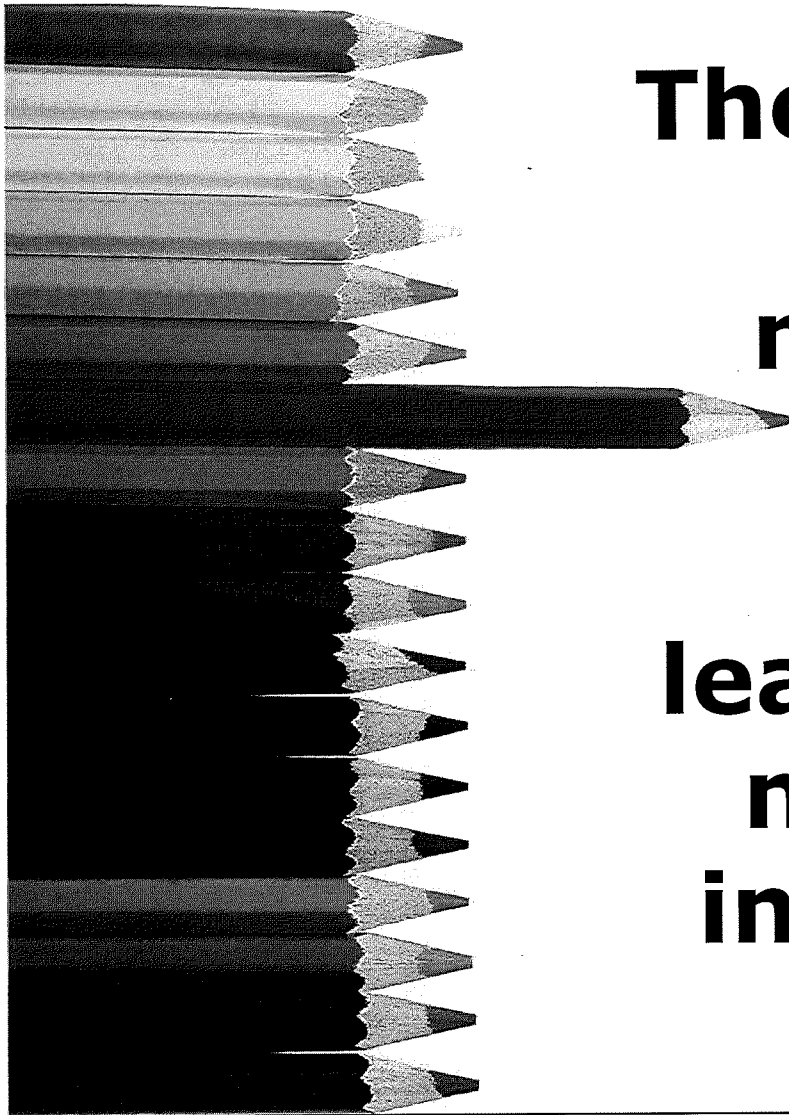
Recommendation:

Elevate prominence of website (and 'google term') to precede telephone details.

Key content areas for prominence on website ...

(Note: this is not an exhaustive list, and is focussed on key areas of importance)

- **What is included in HAP?** (ie. content clarifying to the holistic nature of the package)
- **Am I eligible? - for lump sum payment ...for regular payments ...for tax cut?**
- **How much am I eligible for? – for the lump sum, for the regular payments ...in terms of tax cuts?**
- **How long does HAP last for?**
- **Why is the Government introducing the HAP?**
(This is where the link to carbon pricing / carbon tax could be appropriately included and addressed)
- **Why is the Government advertising / mass communicating about HAP?**
- **How long does the lump sum need to last me for until regular payments kick in?**
- **Will I get the lump sum again next year, and how much will it be?**



**The overall creative,
message and
medium challenge
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8 consistent
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in refining “Fridge”**

(2 related to the *context*)...

8 consistent, overarching learnings...

7

Address '**legitimacy**' for the communications – particularly TV, their perceived 'purpose' (...regardless of concept)

learning: campaign content

The more content ('questions answered') received from the communications, the less likely they were to question legitimacy.

Press and radio should retain (and, elevate) their focus on content and information delivery – the creative idea should not be perceived as 'cannibalising' these mediums.

learning: campaign purpose

Consider direct articulation of campaign purpose (eg. because notifications may follow the automatic payment – which, qualitatively, seems accepted as a valid reason among recipients).

learning: media buy

Consider the media buy ...giving higher weights, and duration of support to press and radio (as the higher content mediums) will increase legitimacy of communications – as these mediums can more effectively articulate, and thus demonstrate, the campaign's 'purpose'.

Focus on reach, not frequency – or, lighter weights following week 1 to account for cumulative build, or targeted buys by week linked to rollout.

learning: simplicity

Needs to be creatively engaging ...but, sufficiently simple such that the 'message' remains the 'hero' – a low scale / necessary spend.

(Note: All three concepts already appear to fulfil this – qualitatively, and via rating tasks.)

8 consistent, overarching learnings...

8

Absence of explicit link to the carbon price leaves unanswered questions about campaign legitimacy. If people spontaneously draw a 'natural' linkage to **carbon pricing**, the campaign is legitimised ... but there is a risk that negative 'interference' messaging will erode this.

On average, only 1 or 2 people per group spontaneously linked the campaign / HAP with carbon tax.

When this link is made in 'natural conversation', the majority seem to 'accept' HAP the campaign on this premise.

However, this research suggests that if the link is drawn by the media (negatively)

...this could, in turn, negatively impact receptiveness to HAP and the campaign as, for some, it indicates an intentional omission of 'the obvious'.

Recommendation:

Referencing carbon pricing can be addressed through other communication mechanisms and does not necessarily need to be a part of this campaign.

We do, however, recommend that the link is referenced, even if external to the mass media campaign.

This will help reduce the risk of backlash for what is considered (to some) 'intentionally avoiding the obvious'.