

Report on qualitative campaign testing



Britain Thinks were commissioned to conduct research to understand the barriers and drivers of physical activity of Essex residents. Britain Thinks, an insight and strategy consultancy, were an integral part to the development of the campaign, to understand the needs of each audience, particular key words/phrases that needed to be utilised, imagery which would help encourage successful behaviour change and the best placed name.

Imagery, Assets and Videos

Find Your Active is about delivering the message of encouraging inactive residents to be more active and to find what's right for them. Across the assets, the elements which work best show a diverse range of people, including those with larger body sizes, engaging in social activities or those not typically seen as traditional 'exercise'.

The social media assets achieve this most successfully, and residents feel that the final version of the mother film is likely to do so as well, as long as it too represents a diverse range of people and 'non-exercise' activities.

Residents feel videos need an explicit account of what they are being asked to do and where they can go for more information. While this is particularly true of the local ambassador videos, other assets too would benefit from a clear call to action and signposting of resources.

It is a good moment to promote physical activity, particularly if the social and outdoor benefits of activities are made clear. Showing social benefits of participating in physical activity, is a key message which should be delivered, alongside highlighting local opportunities.

The Activity Finder and Find Your Active Website

The activity finder is seen as the key function of the website. Inactive residents say they would be likely to use it, and do not think a similar service is available elsewhere, and would like to see it signposted in the other assets.

Participants feel the Find Your Active website has good content and the user journey works well, especially for the inactive individuals who are potentially looking to start their journey.



5 key points which we're taken away from the research:

- 1 Inactive residents want to see a diverse range of people represented, including 'people like me'
- 2 Words like 'active' and 'move' are more accessible and encouraging than 'exercise' or 'fit', which can seem intimidating to inactive people
- 3 Ensure that 'non-exercise' forms of physical activity clearly feature. Inactive residents want to know there's a 'way in' for them, that's suitable to their needs.
- 4 Emphasise the social benefits (and don't re-iterate the health benefits).
- 5 Make sure there's enough focus on 'getting started'. Making it easy to take the first step