



Uncovering the role of alcohol in young women's social lives

Dr Emma Saunders | 2010 International Nonprofit & Social Marketing Conference

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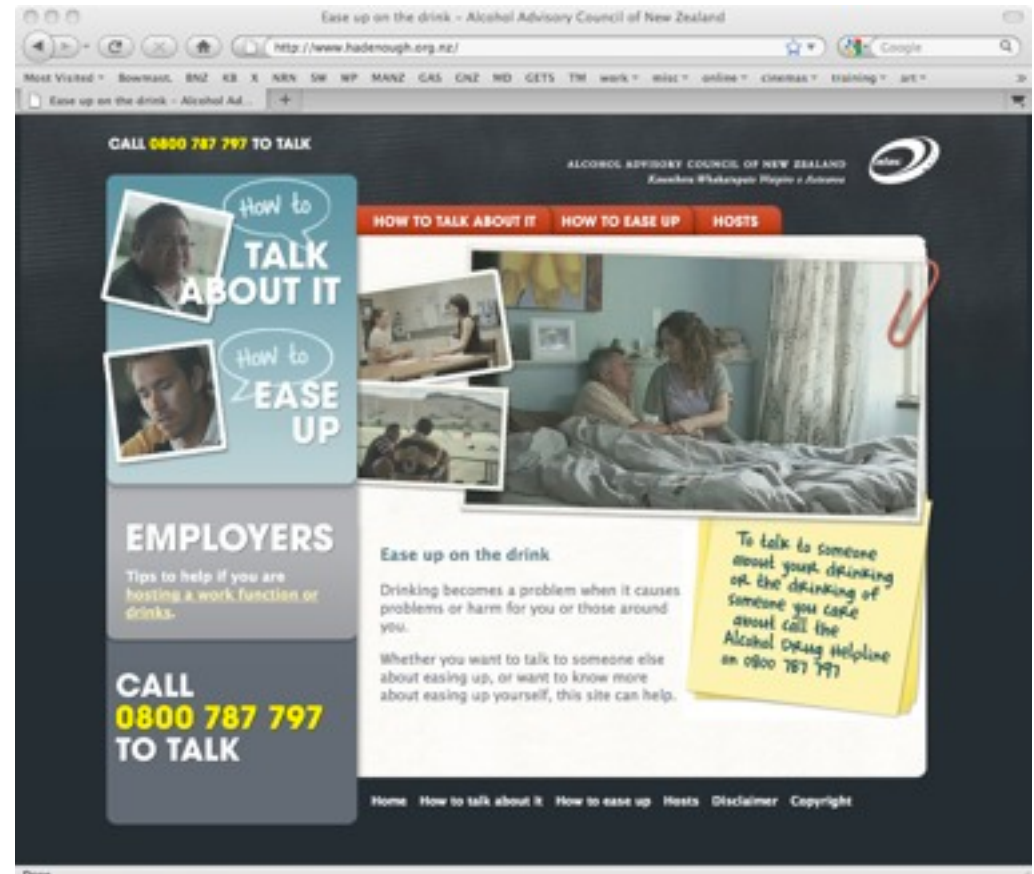
Aged 18 - 30

Everyday women

Where they drink,
Why they drink there

The Alcohol Advisory Council of New Zealand (ALAC) is an autonomous Crown Entity.

They aim to encourage moderate use of alcohol, and to minimise alcohol misuse and resulting harm.

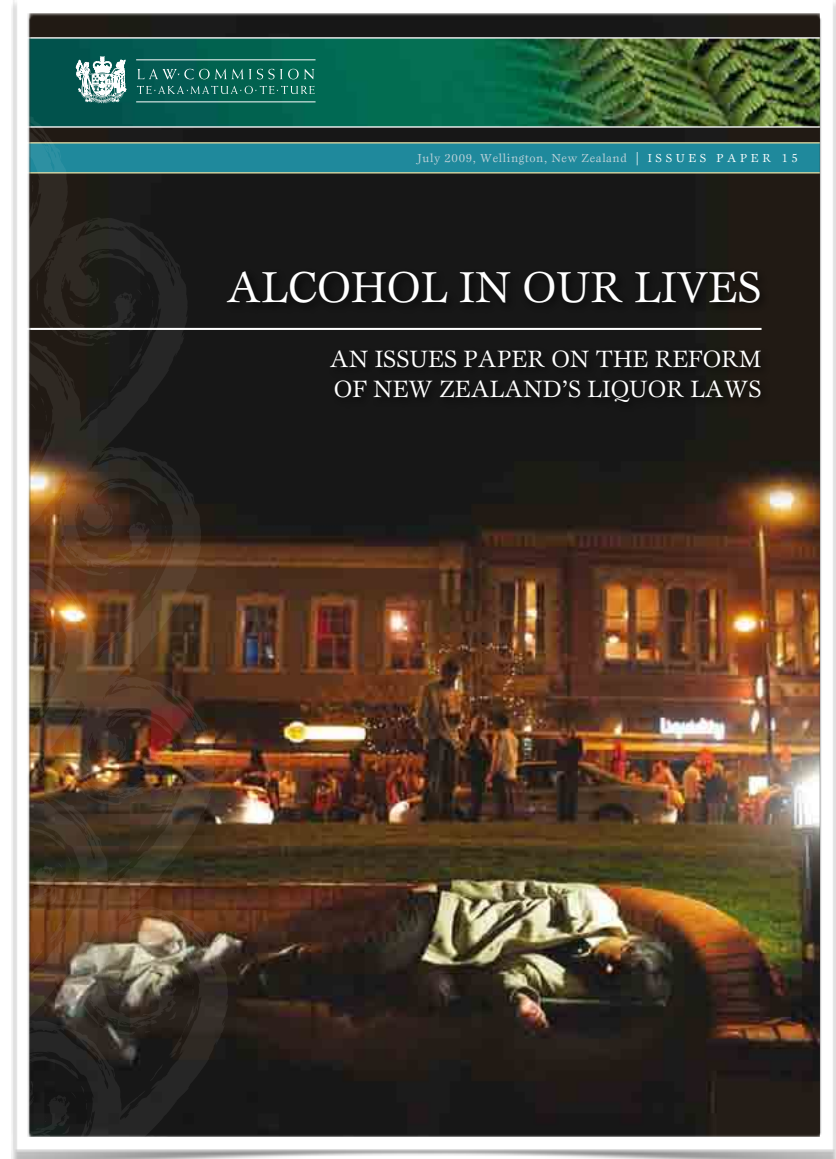


Many have noticed some worrying trends within New Zealand's young women.

The number of alcohol-associated harms experienced by young women is increasing.



Previous work has suggested that the place in which young women drink alcohol has an impact on how they drink.



ALAC is concerned by the statistics and the reports.

If they're going to help, they know that they need to truly understand young women and the factors influencing their behaviours.

They wanted to generate deep insights.

Social marketing National Benchmark Criteria

National
Social Marketing
Centre

| Benchmark | What to look for |
|--|---|
| 1. CUSTOMER ORIENTATION 'Customer in the round' Develops a robust understanding of the audience, based on good market and consumer research, combining data from different sources | <ul style="list-style-type: none"> A broad and robust understanding of the customer is developed, which focuses on understanding their lives in the round, avoiding potential to only focus on a single aspect or features Formative consumer / market research used to identify audience characteristics and needs, incorporating key stakeholder understanding Range of different research analysis, combining data (using synthesis and fusion approaches) and where possible drawing from public and commercial sector sources, to inform understanding of people's everyday lives |
| 2. BEHAVIOUR Has a clear focus on behaviour, based on a strong behavioural analysis, with specific behavioural goals | <ul style="list-style-type: none"> A broad and robust behavioural analysis undertaken to gather a rounded picture of current behavioural patterns and trends, including for both <ul style="list-style-type: none"> the 'problem' behaviour the 'desired' behaviour Intervention clearly focused on specific behaviours <ul style="list-style-type: none"> is not just focused on information, knowledge, attitudes and beliefs Specific actionable and measurable behavioural goals and key indicators have been established in relation to a specific 'social good' Intervention seeks to consider and address four key behavioural domains: <ol style="list-style-type: none"> 1. formation and establishment of behaviour; 2. maintenance and reinforcement of behaviour; 3. behaviour change; 4. behavioural controls (based on ethical principles) |
| 3. THEORY Is behavioural theory-based and informed. Drawing from an integrated theory framework | <ul style="list-style-type: none"> Theory is used transparently to inform and guide development, and theoretical assumptions tested as part of the process An open integrated theory framework is used that avoids tendency to simply apply the same preferred theory to every given situation Takes into account behavioural theory across four primary domains: <ol style="list-style-type: none"> 1. behavioural; 2. psychological; 3. social; 4. environmental / ecological. |
| 4. INSIGHT Based on developing a deeper 'insight' approach – focusing on what 'moves and motivates' | <ul style="list-style-type: none"> Focus is clearly on gaining a deep understanding and insight into what moves and motivates the customer Drills down from a wider understanding of the customer to focus on identifying key factors and issues relevant to positively influencing particular behaviour Approach based on identifying and developing 'actionable insights' using considered judgement, rather than just generating data and intelligence |
| 5. EXCHANGE Incorporates an 'exchange' analysis. Understanding what the person has to give to get the benefits proposed | <ul style="list-style-type: none"> Clear analysis of the full cost to the consumer in achieving the proposed benefit (financial, physical, social, time spent, etc.) Analysis of the perceived / actual costs versus perceived / actual benefits Incentives, recognition, reward, and disincentives are considered and tailored according to specific audiences, based on what they value |
| 6. COMPETITION Incorporates a 'competition' analysis to understand what competes for the time and attention of the audience | <ul style="list-style-type: none"> Both internal & external competition considered and addressed <ul style="list-style-type: none"> Internal eg psychological factors, pleasure, desire, risk taking, addiction etc External eg wider influences / influencers competing for audience's attention and time, promoting or reinforcing alternative or counter behaviours Strategies aim to minimise potential impact of competition by considering positive and problematic external influences & influencers Factors competing for the time and attention of a given audience considered |
| 7. SEGMENTATION Uses a developed segmentation approach (not just targeting). Avoiding blanket approaches | <ul style="list-style-type: none"> Traditional demographic or epidemiological targeting used, but not relied on exclusively Deeper segmented approaches that focus on what 'moves and motivates' the relevant audience, drawing on greater use of psycho-graphic data Interventions directly tailored to specific audience segments rather than reliance on 'blanket' approaches Future lifestyle trends considered and addressed |
| 8. METHODS MIX Identifies an appropriate 'mix of methods' | <ul style="list-style-type: none"> Range of methods used to establish an appropriate mix of methods Avoids reliance on single methods or approaches used in isolation Methods and approaches developed, taking full account of any other interventions in order to achieve synergy and enhance the overall impact Four primary intervention domains considered: <ol style="list-style-type: none"> 1. informing / encouraging; 2. servicing / supporting; 3. designing / adjusting environment; 4. controlling / regulating |

French, Blair-Stevens (2006) adapted from original benchmark criteria developed by Andreasen (2002)



Empathy Limited is a specialist
Insight & Strategy company.

We uncover and unlock the reasons
why people behave the way they do.

We focus on the things that truly drive
behaviour: Mindsets, motivations and
the reality of people's lives.

We then use our insights to create
strategies and design guidelines.

1. Uncover insights

Remote approaches

Participatory approaches

Experiential approaches



2. Translate insights

Remote approaches

Participatory approaches



3. Design strategy

Participatory approaches

Experiential approaches

Our specific project objectives were to:

1. Understand where young women drink alcohol with other people
2. Understand why they drink alcohol at those places
3. Understand the associations that young women have with those places.

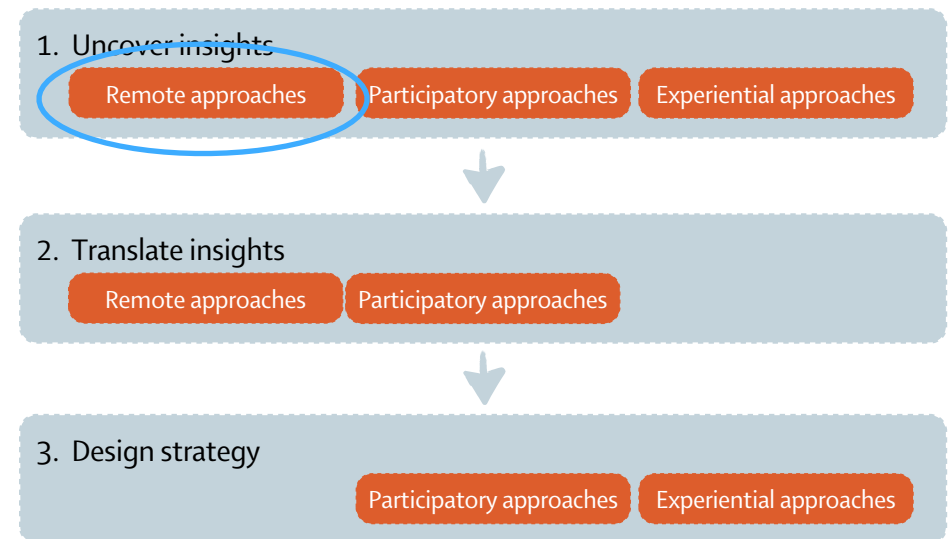
We're not going to get to the bottom of this by collecting stats.

We're not going to get to the bottom of this by doing a survey.

We need to do some good qual.

**We started with some
'remote' research activities.**

**We did a mini literature review.
We interviewed some SMEs.**



Results suggested that many young women often drink to excess, leading to various alcohol-related harms.

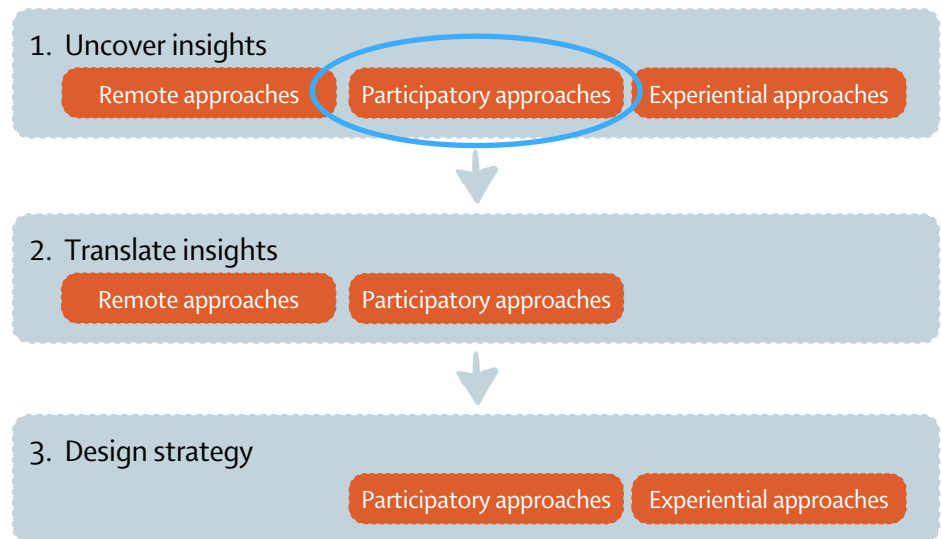
But little was known about where young women drink and the associations that they have with those places.

We moved on to some 'participatory' research activities.

We created a core panel of representatives.

We held a participatory research workshop.

We held a series of workshops with rep's friends.



We gained a good initial understanding.

**But it was clear that the women
did not fully understand their own
drinking behaviours.**

**Further investigation was needed
to unlock key insights.**

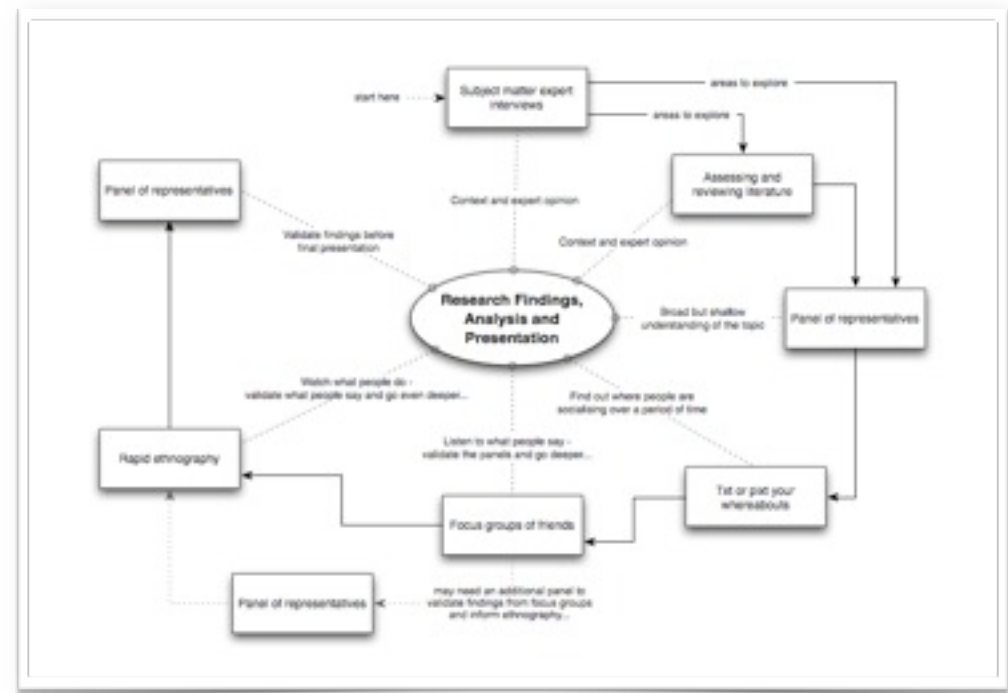
Understanding the drivers of alcohol-related behaviour is a tricky topic.

We needed to dig deeper.

We needed to think carefully about our research methods.

Empathy designed a comprehensive research programme.

We wanted to challenge our initial findings and be able to triangulate our results.

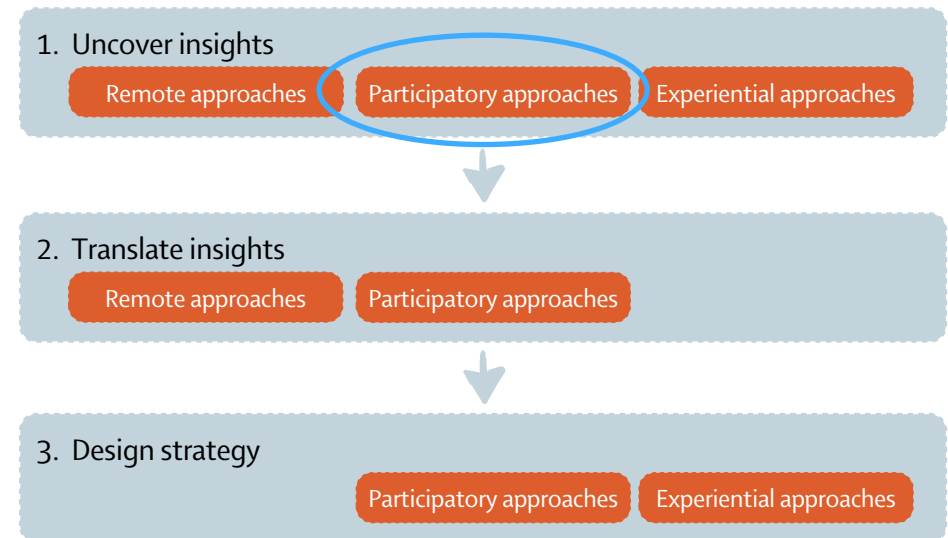


We sent texts to our participants, to prompt instant updates on current behaviour.

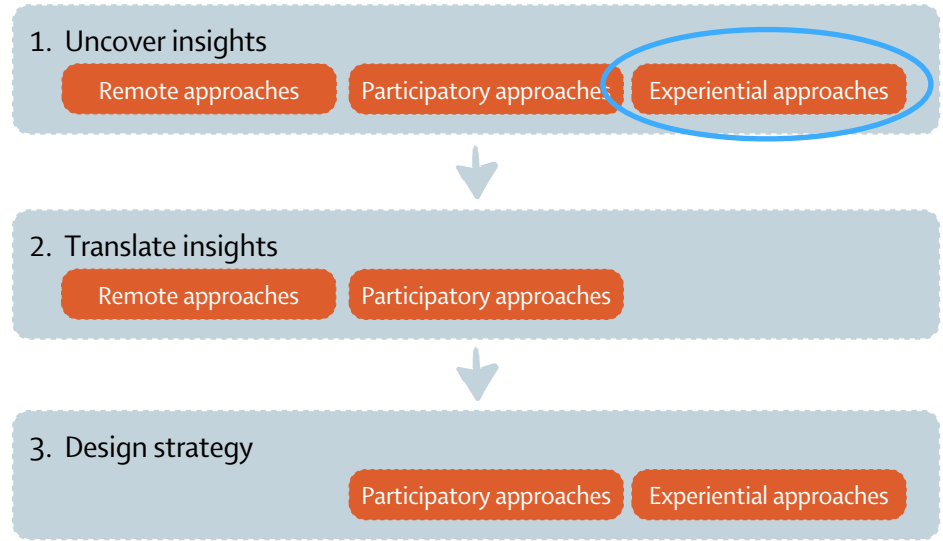
“out for Thai dinner with work, few drinks”

“Im at chequers cafe with a group of girls having
dinner and a drink to catch up on the gossip”

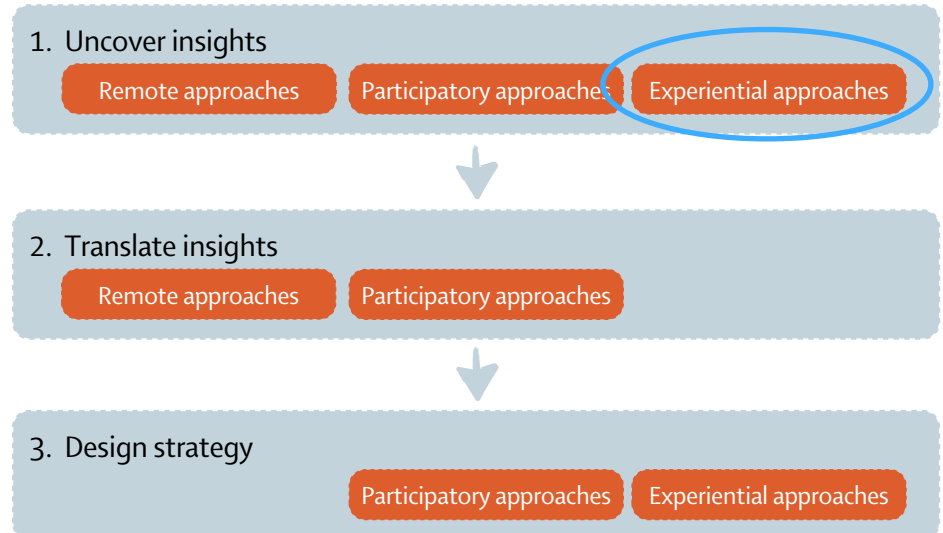
“Hi we are at a friends joint 21st flat party! Its
mean! Free kegs, good music, will prob town
afta! ”



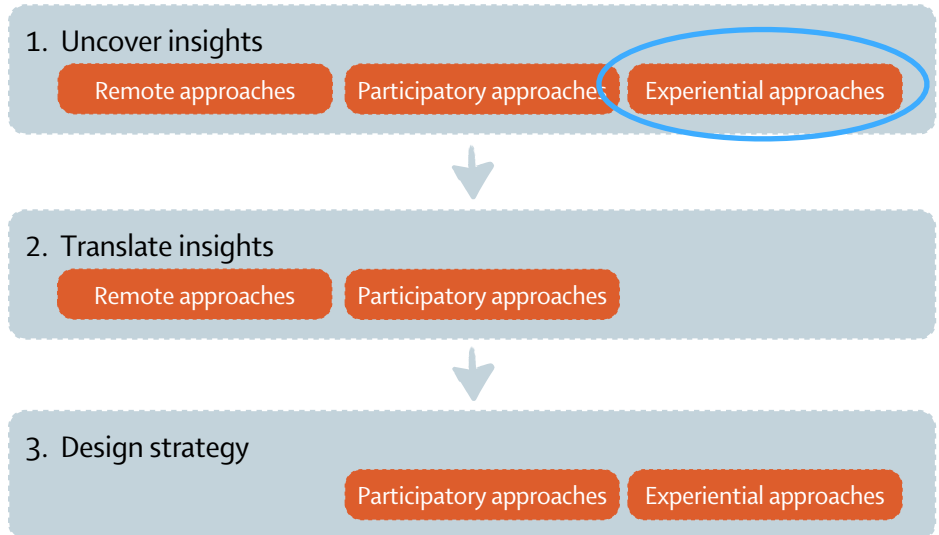
We spent time in various drinking establishments, observing behaviour in the wider public.



We spent time with our core participants, joining in with their socialising activities.

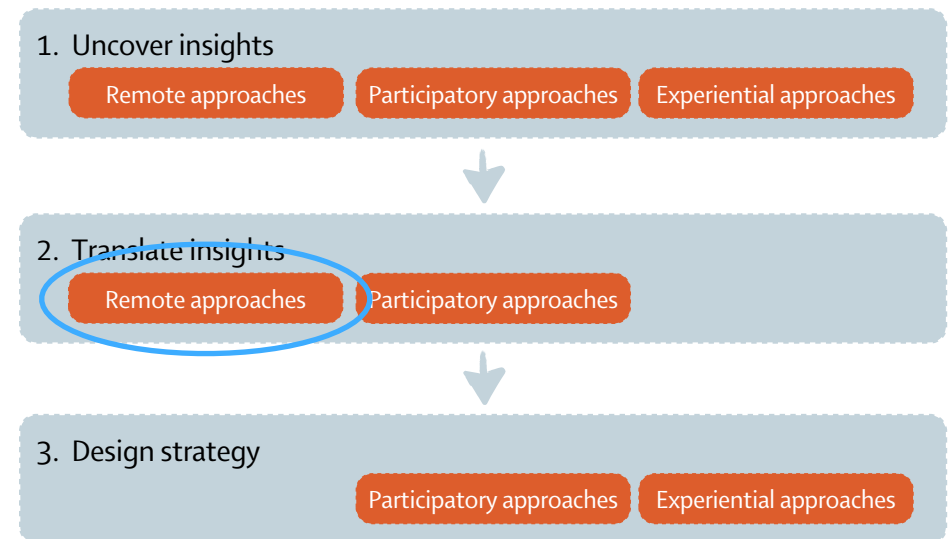


We became Facebook 'friends' with our participants, and silently watched conversations.



Then we sat down to discuss our findings and translate our insights.

And here are some of the things we uncovered...



When is a drink really a drink?

We found that many thought of
'drinking' as 'getting drunk'.

So when asked, they said that they
drank one or two nights a week.

“I only drink when we go out. ... We only go out on a Saturday night.
Although we occasionally go out on a Thursday night to plan our weekend.”

But the text/pixt initiative told a different story...

Monday: “had a glass of wine with my parents ova dinner”

Tuesday: “Hi! Jst been out for a friends 21st bday dinner. bout 25 close girl mates there ... and champagne”

Wednesday: “Dinner tonight with 2 girlfriends in town after work, quiet one with a few glasses of wine”

Thursday: “after work drinks with bff turned into dinner”

Friday: “work drinks from 3pm, up to neighbourhood and ponsonby - bigger than planned!”

Saturday: “went to kingslander to watch fight then into town - unexpected huge night”

Sunday: “shared a bottle of wine with 3 friends over dinner ... was at a friends house”

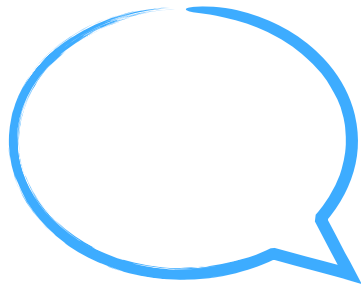
We learned where young women drink.

The alcohol-related socialisation points can be categorised into 11 key locations.



i.e., the places
where they drink

**We also started to find out where women
won't drink.**



"I drink at..."

We uncovered the reasons why women socialise and drink.

The social motivations map in a certain way to the places.



“I drink at...
because I want to...”

We discovered that strong emotional connections exist between social motivations and the satisfying locations.



“I drink at...
because I want to...
The experience that I get is...”

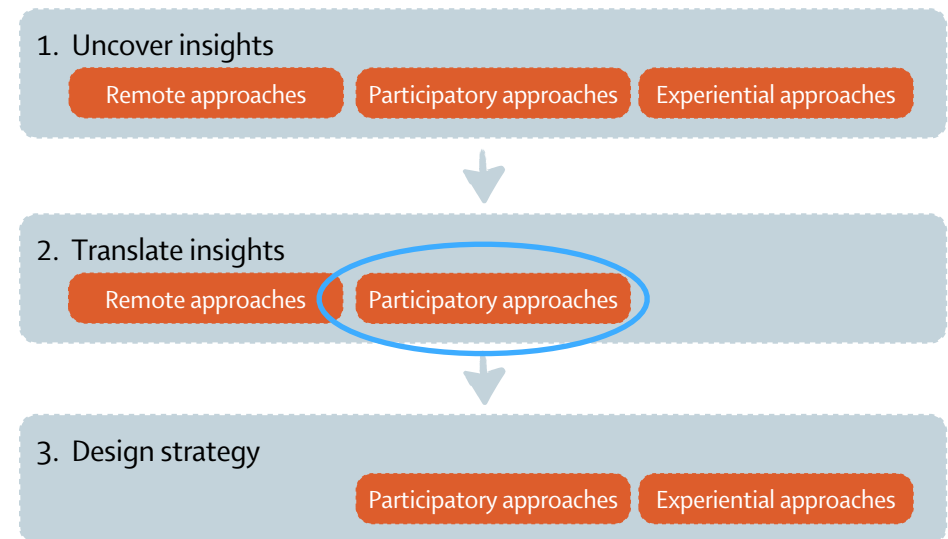
We unlocked the role that alcohol plays in those emotional connections.



"I drink at...
because I want to...
The experience that I get is...
and the alcohol makes me feel..."

By digging deeper, we uncovered the emotional connections that our participants were not consciously aware of.

We validated our findings in a final panel.



So what?

ALAC now have a great platform for developing strategies and campaigns related to the places where young women drink.

Another benefit of doing good, deep qualitative research?

Serendipitous discovery.

- The perceived role of corporate drinks in a career.
- The role of drugs in dealing with a hangover.
- The different types of drinks that are consumed in groups of different compositions.
- The impact of relationship status on consumption.
- The motivations for 'front-loading'.
- The triggers and barriers of the 'unexpected big night'.
- The definition of 'having a drink' or 'drinking'.
- About pacing and keeping up with the boys.

So, what did we learn from this project?

Heaps! But what are the lessons learned
regarding the generating of insights?

1.

Direct questions asked in short, initial meetings don't cut it.

They do not lead to true and meaningful answers.

2.

A suite of research activities facilitates a true understanding.

It allows cross-reference of results and convergence of insights.

3.

The careful use of a core group of participants builds trust.

That enables the uncovering of deep and buried insights.

Thank you for listening.



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