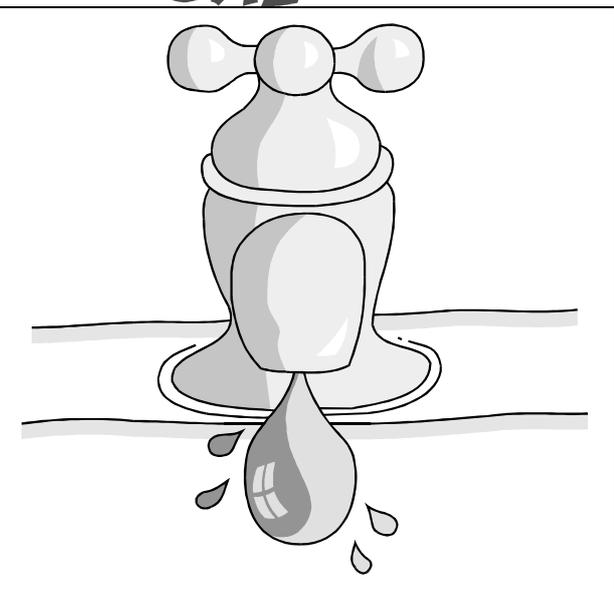
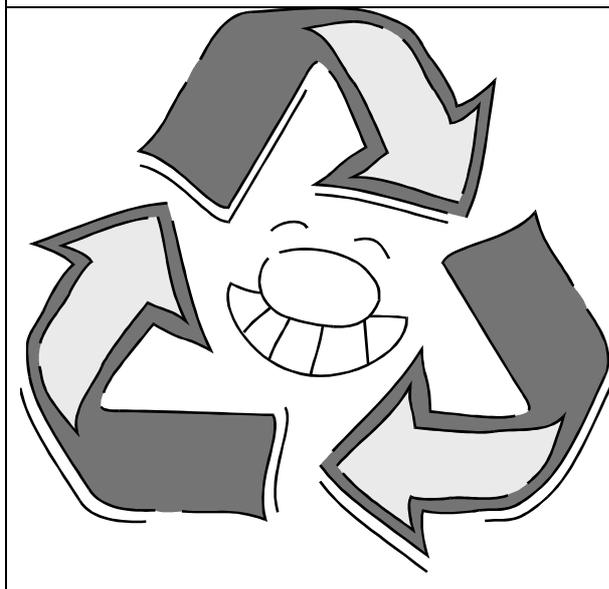


are you doing **your bit?**

**Development of the UK's  
Campaign to Stimulate Public Action  
To Protect the Environment  
(March 1998 – October 2000)**



## **Introduction**

1. The 'are you doing your bit?' campaign – one of the first environmental initiatives from the then new Labour Government in the UK, was created when the Deputy Prime Minister, the Rt Hon John Prescott, was meeting other governments in the run up to Kyoto climate change negotiations in 1997. His basic premise in requesting a campaign, was that irrespective of whatever climate change targets were agreed internationally, they would not be achieved unless further action by business and individuals was stimulated.

2. The Deputy Prime Minister (DPM) however did not simply want an environmental campaign. Transport is an important contributor to climate change and back in 1997, the Departments of the Environment and Transport in the UK had just merged; the new Government was developing its Integrated Transport White Paper; and was keen to ensure greater integration of environmental and transport messages. The 'are you doing your bit?' campaign, designed in response, was one of the first areas where this integration occurred in the UK.

3. A small policy/marketing team was established to shape the campaign's objectives. That team considered the Department's existing promotional activity; partner and other campaigning activity; and external research. The process, campaign outputs, research findings and general lessons are described in this paper.

## **Section 1: Developing the Campaign**

4. In developing the campaign, DETR first took stock of existing environmental promotional activity in the UK. Back in 1997, existing UK government activity could be briefly summarised as support for:

- the Energy Efficiency and Environmental “Best Practice” Programmes for business;
- the Energy Saving Trust, who encourage the update of energy efficient products and services by individuals;
- Going For Green/Tidy Britain Group's environmental and litter campaigns; and
- various environmental charities funded under the Environmental Action Fund.

5. These various projects were all well established. DETR's fundamental aim was that any new campaign should reinforce existing promotional activity on climate change and transport. The Energy Saving Trust were already encouraging product uptake via spend to save measures and stressing the financial benefits of action. 'are you doing your bit?' set out to widen those messages focusing on no cost measures, bringing in the links to climate change and personal benefits

6. On transport, DETR took stock of international campaigns and existing activity in the UK, such as the Don't Choke Britain and Travelwise local authority activity. DETR set out to link with and reinforce those initiatives, which were basically encouraging alternatives to the car for short journeys, use of public transport and cycling. Going for Green's publicity work on both transport and the environment was also encouraging simple actions

7. DETR, in turn, decided to reinforce partners' messages and promote no cost actions as the easiest way to raise public consciousness of the environmental issue on the basis that:

- culture change was required to counter a throw away society that values "convenience", where the majority of people do not think about the environmental impact of their actions;
- to stimulate interest, actions need to be easy for people; and
- simple measures have considerable impact as well as bringing personal benefit and could be used easily to show the links between people's actions and pollution/global warming.

### **Research – shaping the campaign**

8. Research – a 1996 survey of Public Attitudes to the Environment plus Target Group Index - indicated that:

- 87% of people in the UK said they were concerned about the environment, 36% of whom could be classed as "committed", 51% persuadable, with women being generally more receptive than men to environmental messages, thus providing a core target audience.
- people were generally unaware of the impact of simple actions, particularly the link between their individual actions and pollution/global warming.

9. Research also identified substantial barriers to individual action such as:

- **Distancing:** "Environmental action was regarded as something freaky/hairshirt and for extremists/Eco-warriors";
- **Confusion:** "climate change was mumbo jumbo/media hype and even the scientists can't agree";
- **Helplessness:** "I can't make a difference, its up to government and business to put right";
- **Apathy:** "I can't be bothered and anyway what's in it for me?"

10. The challenge in developing 'are you doing your bit?' was to overcome those barriers, inform people to help change their attitudes and motivate them to act. That challenge was reflected in the DETR's campaign objectives outlined in table 1. Essentially, promoting awareness of the links between people's actions and their collective impact; focussing on individuals in their everyday actions as shoppers, travellers in the home and at work to help mainstream the message; and creating a unifying brand for DETR and partner activity, to unite national and local activity.

**Table 1 Campaign Objectives**

- "Promote awareness of actions which individuals can take to protect the local/ global environment
- Build/reinforce the link between individual action and climate change
- Make the environment mainstream
- Create a strong campaign identity/ reinforce partners' activities

11. Having set objectives, DETR then formulated a strategy to engage people. While research indicated that the public are genuinely concerned about the environment, not everyone is ready to act. Many simply opt out, particularly if an action is not easy or they do not see an immediate benefit. The challenge faced by the campaign was how to make people care. DETR felt the solution lay in re-launching, revitalising and normalising environmental behaviour. In particular, by accentuating the positive and empowering people by:

- getting **people** involved and demonstrating that their support is **appreciated** and is making a **tangible difference** however small;
- keeping messages **simple** and making **action look easy**;
- demonstrating an **inextricable link** between the micro (small action) and the macro (huge consequence);
- making the campaign **endearing and enduring**.

### **The Target Audience**

12. For an environmental campaign such as 'are you doing your bit?', the target audience is essentially everyone. But that was too sweeping an audience and DETR decided to focus on the 87% of the population classed as “concerned” particularly the 51% who were “persuadable” – doing a bit, but capable of doing much more. DETR also decided to up-weight the promotional activity aimed at women, building on their more sympathetic reaction to environmental concerns and, often, the main instigators of change in the home.

13. Having identified the target audience, the next key issue involved decisions on how to best communicate with them. General public reaction to communication is:

- Talk to me in my language so I understand the need.
- Tell me what’s in it for me.
- Explain my role in the grand scheme of things.
- Make me look good in the process.
- Reward me for doing something.

The key challenge for any campaign is to keep language simple, for if individuals are confused, they mainly opt out.

### **The Campaign Message**

14. But in targeting individuals, DETR needed to decide whether the message should be hard hitting, warning of doom and gloom, or softer in tone, perhaps employing humour. A fundamental lesson in marketing which many often ignore, is never do anything until you have tested it on your target audience. DETR therefore commissioned creative research to test public reaction to two specific creative approaches suggested by advertising agencies. Essentially, a choice between a soft approach raising problems but giving simple solutions with a gentle call, or a harder edged slightly hectoring approach. Interestingly for DETR, both approaches tested well although the softer approach was better received among DETR’s core target audience. See table 3.

### Table 3: Creative Research Reactions

**Highly credible approach** – *“hadn't made the connection between my action and wider consequence before”*

**Strong identification:** *“I think the fact they use the names of others makes me feel I can do that too”*

**Personalises the issue:** – *“friendly non judgmental not demanding or pushy”*

**Local v global:** – *“gets the message across that as an individual you can make a difference”*

15. In light of the reaction to research and a feeling that government shouldn't hector people as they could quickly become defensive and tire of such an approach, DETR opted for the softer 'are you doing your bit?' approach.

16. DETR did also consider a more emotive approach showing pictures of global destruction, but while global issues can present a powerful motivator for change, many people feel the scale of the problem is something that they can do nothing about and beyond their control. To personalise and generate interest, the best approach is often to localise, responding to “NIMBYism –not in my backyard,” and giving people actions that they can take simply.

17. Thus having looked at research to shape the campaign's objectives, identified the target audience, considered how best to communicate with them and the tone of the campaign messages, DETR finalised the campaign's overall approach - see table 4.

### Table 4: Overall Approach

**Objective:** To make people aware of the link between their small, seemingly insignificant actions and environmental change, locally and globally.

**The Key Insight:** Focus on the individual and their role as catalysts to environmental change in a way that's personal, not scientific.

**The Proposition:** Every little thing I do makes a difference.

**The Personality:** Empowering, dynamic, infectious, human.

## Section 2: Taking the Campaign Forward

### Campaign Strategy

18. The role of public sector advertising is often to raise awareness/change attitudes and influence the climate of public opinion in advance of policy messages e.g. “Clunk Click” (the UK seatbelt campaign). But within 'are you doing your bit?' DETR was focussing on simple actions where legislation was not practical and promoting a range of good habits rather than products that are widely available in stores. To be successful and change behaviour, DETR needed to need to change attitudes first, overcoming inertia, apathy and consumer reluctance to take action, unless its cheap, easy and convenient and there is a personal benefit.

19. Culture change needs time and, in that respect, 'are you doing your bit?' is no different from other public sector campaigns. For example, it took circa 30 years of anti-smoking

adverts and taxation to reduce prevalence; and 20 years to see changes in public nutrition (butter - low fat spread etc). Ongoing promotion is also essential, as individual campaigns often only have short-term impact on behavioural change. Supporting infrastructure, with clear signals from Government and business that they are leading by example, is also essential to change consumer attitudes.

20. Commencing in March 1998, DETR launched promotions for a preliminary year of activity as a test bed for a further three years of activity with heavier campaign funding. The initial campaign priorities in 1998 were climate change and pollution, focussing on domestic energy consumption and travel habits. The campaign's initial focus was education, explaining the links between individual actions and collective impact. Objectives for the subsequent three years were continuing information with an increasing emphasis on motivation; and to build/reinforce partner activity. See table 5.

Preliminary year (1998/99) £3.4million	:	Educate and inform via Press/magazine ads Provide incentives – exhaust emissions checks
Year 1 (1999/2000) £7million	:	Inform/motivate via TV, radio and press ads Build national/local partnerships Use /roadshow/regional media to carry messages locally.
Year 2/3 (2000/02) £9million each year	:	Motivate using TV/Press/Consumer incentives

### **Taking the Strategy Forward**

#### **(i) Activity in 1998**

21. Main campaign activity in 1998 consisted of:

- Advertising in national newspapers/radio in March/April 1998 focussing on climate change/energy efficiency and air quality/transport messages. The advertising showed real people carrying out simple actions, explaining cause and effect.
- Follow up press advertising and radio in June to mark World Environment Day and the then pending publication of the Transport White Paper.
- The ‘Greener Vehicles’ campaign - a partnership developed with the motor industry to offer free exhaust emissions checks as an opportunity for motorists to “do their bit” throughout the summer period (July to September).
- Winter campaign activity via a series of adverts and *advertorials* (paid editorial) targeted at women, explaining the links between simple actions and the wider consequence and making links to news hooks provided by the Buenos Aires climate change negotiations, and, subsequently, the Review of the National Air Quality Strategy.

**(ii) Activity in 1999**

22. Activity in the financial year 1999/2000 year was designed to substantially increase the campaign's national presence and awareness. Campaign messages were expanded and covered:

- **transport** - with links to air quality and health, reinforcing and linking with both campaigning and industry partners such as Travelwise, Don't Choke Britain, and the Society of Motor Manufacturers and Traders;
- **climate change/energy efficiency** - reinforcing the link between individual actions and global warming and supporting the activities of the Energy Saving Trust;
- **water use** - linking with Going for Green, water companies, and equipment manufacturers and;
- **waste** - reinforcing national waste strategy messages and providing support for the forthcoming industry/local authority/environmental groups' National Waste Awareness Initiative.

23. DETR's aim was to create an infectious response to the 'are you doing your bit?' call to action, using evidence of all sorts of people acting to help the environment. The increase in the campaign budget to £7 million provided the platform for significant use of TV advertising, as the main vehicle for exposure of campaign messages, given its proven ability to reach and influence mass target audiences.

24. Press and magazine advertising in 1998 had shown real people doing simple things. TV, however, required a more radical approach and DETR decided that creative work should centre on the use of well-known celebrities carrying out small, environmentally friendly actions in slightly incongruous situations. The aim of this approach was to help mainstream the environment by creating increasing public association with it by:

- providing enduring and memorable messages;
- injecting the campaign with stature and importance; and
- adding energy and making the campaign relevant to everyday life.

25. The TV based approach was carried through to a smaller range of radio commercials, also using celebrities, and synchronising with TV work. Media plans consisted of:

- **TV** - three substantial bursts throughout 1999/2000 with a mix of 40, 20 and 10-second advertisements.
- **Radio** - a single burst of 20 and 30-second ads throughout July and September.
- **Press** – single burst May-October using general consumer and women's publications.
- **Poster sites** – sites in major cities throughout May-June mainly on transport and travel awareness messages and;
- **Bus sides** – throughout May-July in London and other major cities, again on transport themes.

26. To be successful, campaign advertising needed to be reinforced by media and partner activity. Early in 1999, the DETR employed a campaign extension agency – Fishburn Hedges – and gave them the specific remit to ensure that paid advertising was reinforced in all media at both national and local level, and that closer links were developed with partners and other organisations campaigning on DETR's key themes. Specific objectives were to:

- **create** and **manage** an imaginative programme of promotional support incorporating a series of nation-wide and regional promotional events to run throughout the period of the campaign, supporting the main advertising programme and giving support to partner groups; and
- **provide** a central resource to encourage partner buy-in, resolve queries, and provide central co-ordination of campaign activity with partner groups. Miscellaneous campaign materials were designed to make it easier for partners to link with the campaign and regular communications have been maintained with partners.

27. Getting the campaign talked about was also a key aim. Engaging media both nationally and regionally was crucial if this was to be achieved. A range of media initiatives, together with a travelling exhibition, which visited 45 locations in 1999 and 2000, proved successful, with the end result being increasing adoption of the campaign logo and messages by a wide range of partners, businesses, and other interested organisations. Thus contributing to one of DETR's key aims- the reinforcement of national activity at local level.

### (iii) Activity in 2000

28. Research (see section 4 below) indicated that activity in 1999 was successful in getting people to associate with the environment. The strategy for 2000 was to build on this increasing association and provide further motivations for people to increase their environmental actions. Aims for advertising, campaign extension and sales promotion – a new arm of the campaign – were refined further:

#### Advertising Aims

- To achieve and demonstrate further levels of awareness and comprehension amongst the target audience of the main messages of the campaign.
- To establish the “are you doing your bit?” brand and logo firmly with the target audience as a leading environmental campaign with a core value of ‘small actions I can do will help the environment’.
- To make the campaign even more popular; enthusing the target audience with a sense of a *bandwagon*, which they want to join or will feel excluded from, with *clear* calls to action.
- To demonstrate a measurable and fundamental *positive* shift in attitudes and actions amongst the target audience towards the actions/lifestyle changes at the centre of the campaign.

29. In planning for activity in 2000, DETR responded to research findings, which sent a clear signal that people wanted to know how both they and the wider environment could benefit from individual action. DETR thus developed the advertising approach so that it contained:

- a sharper message focus;
- stronger calls to action;
- clear explanation of personal benefits;
- explanation of wider cumulative impact of individual actions; and
- stronger branding/greater integration.

30. The campaign's main advertisement now shows how people can do their bit for the environment in all aspects of everyday life. Personal benefits feature strongly, with collective benefits featuring in three cut down reminder adverts. These focus on three areas – transport, climate change and waste and were shown at intervals alongside the main advert to reinforce partners' theme months.

### **Campaign Extension Aims**

31. Key aims for campaign extension were to build on activity in 1999 and to develop an imaginative programme of promotional support to add value to 'are you doing your bit?' ensuring synergies with the paid for advertising and sales promotion activity. Specific aims included:

- the development of media partnerships;
- supporting and stimulating synergistic activity by partners, local authorities and businesses; and
- providing regional support via a roadshow, campaign features and materials.

32. Specific promotions included:

- the publication of children's research in May to support the re-launch of advertising and the road show;
- a celebrity feature to support World Environment Day in June;
- transport promotions in June highlighting walking short journeys and alternatives to the school run;
- water saving promotions in August
- reuse/recycling initiatives to help the delivery of the National Waste Strategy aims, and Going for Green's theme month in October; and
- climate change promotions in November linked to Briton's perceived obsession with the kettle.:

### **Sales Promotion Aims**

33. In 1999, DETR had worked with companies to extend the campaign's messages through commercial sponsorship. DETR wanted to secure further company involvement, in 2000 and appointed a formal sales promotions agency - Clarke Hooper Momentum – in April 2000 to secure further commercial sponsorship. DETR's rationale was build on the momentum generated by advertising and media extension work and give the campaign a greater legacy, by providing incentives to consumers during their normal life style decisions, particularly at point of sale. CHM were therefore tasked with developing partnerships with major companies to:

- ensure that the "'are you doing your bit?" brand and messages achieve a nation-wide presence and recognition;
- secure blue chip partners who could give brand stature to "are you doing your bit?" through association, and agreed focused national sales promotions; and
- persuade individuals to deliver on their "good intentions" by facilitating simple opportunities for consumers, which deliver participation and action and help the environment.

## Section 3: Evaluation

34. Research has been used to inform the development of the campaign. The campaign initial approach was carefully put together after looking at public understanding of the environment, the barriers to action and testing of the proposed creative approach. Subsequent evaluation has been designed to measure how successful the campaign has been in stimulating both awareness and conviction of the campaign’s basic message that individual actions are important, as well as peoples’ willingness to act.

35. Research in 1998 measuring the impact of the DETR’s press adverts and advertorials showed that initial campaign activity had proved effective with statistically significant shifts in people’s awareness of the benefits of simple messages:

<b>Table 7: Initial Appraisal</b>	<b>Pre Advertising</b>	<b>Post Advertising</b>
Not leaving TV on standby	26%	40%
Switching off lights	34%	47%
Tuning your car	36%	48%
Using car less	53%	59%
Using Public Transport/cycling	59%	61%

36. With the move to TV advertising in May 1999, regular tracking research began. Baseline figures were established in April 1999. Monthly tracking research then followed and showed that the campaign and its use of celebrities made for a memorable approach. The aim of the light-hearted approach in 1999 was to mainstream the environment by creating increasing public association with it. Fundamentally DETR wanted to show that people could take simple actions easily in their day to day activity and that the environment was not just the preserve of what people call the “eco –warriors.”

37. Results for awareness and increasing association with the environmental message were impressive. For example:

**Table 11: Effects of Campaign Outputs in 1999**

**“Creating Association”**

- 9 out of 10 people recognised the campaign, up from 6 in 10 at initial launch.
- 7 in 10 said the campaign is for people like me.
- 7 in 10 understanding that everyone should be doing their bit.
- 6 in 10 said the ads provided positive reminders of things to do

**Logo/Slogan Awareness**

- 6 in 10 recognition, up from 4 in 10 at beginning of the year

### **Motivating Change**

- 9 in 10 people said they already carried out the simple actions promulgated by the campaign
- those intending to increase environmental actions remained constant at the 7 in 10 level. 2 in 10 motivated to do more by the campaign.

38. The tracking research did identify issues for DETR. Positives were that 'doing your bit' was being strongly communicated and that people were increasingly associating with the campaign, thus meeting DETR's objective to mainstream the environment. However declared personal motivation to act appeared less strong and there had only been small changes in consumer attitudes or behaviour. Over claim of action was also a fundamental problem, given 9 in 10 people said they already carried out the simple actions promulgated by the campaign. DETR therefore commissioned qualitative research in Autumn 99 to explore these issues in greater depth.

### **Qualitative Research**

39. Focus group reactions across the country show the advertising was well liked and that the campaign has status and standout. People particularly liked the approach - not preachy and modern and making environmental actions seem normal. They felt that the campaign gave reminders for action, helping to build positive attitudes to change. Some however felt the campaign advertising was seductive rather than persuasive; the brand was not sufficiently strong; and the campaign carried too many messages. The conveyance of various messages had been a deliberate ploy by DETR, as they expected consumer resistance to some campaign messages, particularly on transport.

40. One aspect that the research showed the public valued highly was the clear communication of the personal and collective benefits of action. DETR had used that approach in its press advertisements, but not on its higher profile TV activity, given the creative approach for that medium had been to create increasing association with the environment as an everyday issue.

41. Research issues were carefully considered in developing the campaign for 2000. Key challenges were to:

- build on existing awareness,
- rationalise messages,
- strengthen the brand, and
- ensure clear calls to action to increase personal motivation to act.

More in depth research was also required to probe peoples' claimed actions more closely and to ascertain the true frequency of their actions.

42. The effects of campaign outputs in 2000 are being researched. Regular tracking continues with good public reaction to the new advertising approach. Latest results are attached at Annex. They show a very encouraging public response to the campaign with high awareness of the campaign's messages, increasing public association and increasing claimed actions. The challenge for DETR is to build on these results and secure further public

conviction through its advertising, media extension, sales promotion and roadshow initiatives.

## **Section 4: General Lessons**

The development of 'are you doing your bit?' reveals a number of lessons that would be useful to others considering campaigns to stimulate action by individuals, recognising of course, that attitudes/circumstances/ cultures differ. General lessons for the UK, which were addressed as the campaign was developed include:

- *barriers to individual action need to be overcome:* people value convenience. The majority is unlikely to take action unless it is cheap, easy and can be accommodated within their everyday actions.
- *To stimulate action, attitudes need to be changed first.* Within the UK, the attitude of many was that environmental action was something worthy and carried out only by “eco-warriors”. 'are you doing your bit?' set out to mainstream the environment by showing people that they could take action in their every day role as shoppers, travellers in the home, and at work.
- *National activity should be reinforced at local level.* Consumers can become easily confused if a variety of similar messages are communicated to them under different campaign banners.
- *Advertising by itself is unlikely to be effective.* To gain wider momentum, advertising needs to be talked about, with campaign messages reinforced by the media and visible where consumers make their purchasing decisions.
- *Infrastructure – e.g. public transport, recycling facilities – must be available:* to make it easier for people to take action.
- *Human nature welcomes rewards.* Consumer incentives are an important way of stimulating individual action.
- *Fundamentally, messages should be kept very simple:* if people become confused they simply opt out.
- *Action should be sustained:* the impact of advertising can be short lived.

**Department of the Environment, Transport and the Regions  
November 2000.**

**“RESEARCH FINDINGS – ACTIVITY IN 2000 ”**

**Annex**

	WAVE 4	WAVE 5	Year 2 High	1999
<b>SPONTANEOUS AWARENESS</b>				
Spontaneous awareness of any advertising about environment (target group)	71%	70%	75%	53% - 63%
Spontaneous awareness of other publicity about environment (target group)	75%	69%	77%	62% - 73%
<b>AD RECOGNITION (PROMPTED)</b>				
Recognition of AYDYB ads (target group)	89%	91%	91%	74% - 97%
Recognise any AYDYB TV ad (target group)	85%	89%	89%	69% - 87%
<b>AWARENESS OF BRANDING</b>				
Awareness of slogan or logo – AYDYB	72%	83%	83%	High of 65%
Prompted Awareness of slogan – AYDYB	67%	79%	79%	High of 63%
Prompted awareness of logo – AYDYB	54%	65%	65%	High of 42%
Spontaneous awareness of slogan – AYDYB	17%	21%	21%	High of 10%
<b>MESSAGE OF ADS (PROMPTED)</b>				
Suggested everyone should be doing their bit	83%	85%	85%	
Made me think I should be doing my bit	69%	70%	70%	
Made me feel doing my bit will make a difference	63%	66%	66%	
I learnt something new	52%	49%	52%	
Motivated me to do more	37%	38%	38%	
<b>FOCUS BEHAVIOUR</b>				
Recycle over half paper	65%	64%	65%	
Recycle over half glass	57%	52%	57%	
Recycle over half cans	39%	28%	39%	
Recycle over half plastic	30%	24%	31%	
Switch off unnecessary appliances	85%	87%	89%	
Only boil water need	73%	71%	76%	
Shower not bath	73%	65%	73%	
Avoid short car journeys	53%	51%	53%	
Walk instead of using the car	35%	39%	40%	
<b>FOCUS BEHAVIOURS – TAKEN</b>				

Climate Change	80%	80%	80%	
Transport	36%	41%	42%	
Reduced Water Use	52%	43%	52%	
Recycle a Lot	46%	37%	46%	
Any of these	95%	95%	95%	
<b>FOCUS BEHAVIOUR – STARTED IN LAST 12</b>				
Climate Change	49%	38%	49%	
Transport	45%	28%	45%	
Water	35%	21%	35%	
Recycling	59%	38%	59%	
Any AYDYB	76%	59%	76%	
<b>FOCUS BEHAVIOUR – INTENTION TO ACT</b>				
Climate Change	27%	34%	34%	
Transport	32%	30%	33%	
Water	11%	12%	15%	
Recycling	35%	40%	43%	
Any of these	60%	69%	70%	

KeyFactsNov2000/IT/COI Research/17.11.2000