Why install an alarm now?

Vision 20/20 Marketing Analysis to Support Smoke Alarm Messaging

Peter Mitchell
March 27, 2014
Things we need to worry about

A PARTIAL LIST

- Air Pollution
- Automobile crashes
- Bullying
- Cancer
- Cholesterol
- Child abduction
- Crime
- Damaging junior’s self-esteem
- Depression
- Drowning
- Drugs
- Earthquakes
- Extreme heat
- Fires
- Floods
- Food poisoning
- Gambling addictions
- Global warming
- Guns
- Heat Stroke
- Heart disease
- HIV/AIDS
- Hurricanes
- Identity theft
- Influenza pandemic
- Iraq
- Iran
- Landslide or debris flow
- Mad cow disease
- Male pattern baldness
- Medical errors
- Not enough water
- Nuclear threat
- Obesity
- Old age
- Radiation threat
- Resistant bacteria
- Roofies
- Russian incursions
- Saying the wrong thing
- Serial killers
- STDs
- Terrorism
- Thunderstorms
- Tics / Lyme disease
- Tobacco
- Too much sun
- Tornadoes
- Thunderstorms
- Tsunamis
- TV violence
- Volcanoes
- Voter fraud
- Waistline
- Water pollution
- Wildfires
- Winter storms and extreme cold
What about home fires?

Why should I act now?

• Because there are 364,500 home fires a year

But how much do people expect to be part of that statistic?

• 0.3% of all 1-family and 2-family units catch fire each year

• If I put this off until tomorrow, I have a .0007% of having my home catch fire in the meantime.

• I’m 22 times more likely to get into a car accident tomorrow.
Let’s think beyond just risk
Focus on: Resilience / Responsibility, a self-standard
Focus on: What this lets you do control / self-standard
Focus on: What’s being protected / ease of use
self-standard / efficacy
Focus on: What you’re protecting
control / self-standard / norm
So are we selling this:  

Or talking about this:
WHAT WE KNOW FROM RESEARCH

Smoke Alarm messages are NOT simple
  • Nuanced
  • Multiple actions

Target behavior already known, but suffers from lack of **IMMEDIATE REWARDS** and **NEW INFORMATION**.

**RECOMMENDED MESSAGE RECIPE**

Immediate Reward + New information = Effective Message
SO WE EXAMINED TWO AUDIENCES

Consumers:
• What does each message convey to consumer?
• How might each message affect consumer behavior?

Fire Professionals:
• How do fire professionals views differ, if at all, from consumers?
• How willing are fire departments to distribute message and materials?
METHODOLOGY

Consumer Interviews:
• October 23 and 25
• 50 door-to-door interviews
• Tallahassee and Alexandria “high risk” neighborhoods
• Home-owners/renters, various demographics

Fire Professionals Survey:
• November 6 and 18
• Online survey of 211 fire professionals
• Nationwide, recruited by Vision 20|20

WHAT WE TESTED

Three Headlines
Where There is Love, There Are Smoke Alarms.
Smoke Alarms. A Sound You Can Live With
Give a Beep. Smoke Alarms Show You Care.

Two Calls to Action:
• Protect the Ones You Love/Yourself. Only Working Smoke Alarms Save Lives..
• Test Your Smoke Alarms Today. Sleep Better Tonight.
MESSAGE DRAFTS

- Headlines A and C were paired with image A. Headline B was paired with image B. Each headline was also paired with image C. Note: Fire department professionals were only shown executions with images A and B.
CONSUMERS

QUALITATIVE AT-HOME INTERCEPT INTERVIEWS
OVERVIEW

• High understanding and clarity
• Absence of negative triggers
• Literacy Divide
  – More Literate – word play appealing
  – Less Literate – word play confusing
• Smoke Alarm images = rational response to message
• Human images = emotional response to message and immediacy
“Where there is love, there are smoke alarms.”

- Connects “love and protection” to “smoke alarms and fire safety.” “Alarm = love” connection was new.
- Message interpretation: If you love your family, you should have smoke alarms to protect them.
- Majority had emotional response (happy, safe, secure, protective, worried and warm).
- Lacking catchiness.
- Unexpected match with smoke alarm image.
“Smoke alarms. A sound you can live with.”

- Full message misunderstood
- Message interpretation: Smoke alarms can save lives (which they already knew)
- “Sound” primary focus
- No nonsense direction and sentiment appreciated
- Paired best with stand-alone smoke alarm image
- Low literacy difficult to follow
“Give a beep. Smoke alarms show you care.”

- Fun and catchy for some; offensive to others.
- Message interpretation: Protect the ones you love with smoke alarms.
- Different understanding of “Give A Beep”
  - Test your alarms
  - “Give a [expletive]” – meaning care, be responsible
  - Totally misunderstood (most confusing of all messages)
- Emotional Response: laughter, safety, happiness, protection
CALLS TO ACTION

“Protect Your Loved Ones/Yourself. Only Working Smoke Alarms Save Lives.”

“Test Your Smoke Alarms Today. Sleep Better Tonight.”

- Equally effective at conveying importance of maintenance
- “Working” revealed true meaning
- “Sleep Better Tonight” fit well
- Immediate rewards-based
- Preferred over headlines
• Boy most associated with love and care
• Emotive images unexpected / new with smoke alarm message
• Parents most emotional connection to boy

• Young consumers didn’t identify because of age difference
• Opportunity to tailor images to other “loved things” – pets, for example
• Smoke alarm could be more prominent

• Matched expectations for smoke alarm
• Conveyed fear and urgency
• Least engaging
• Mismatch with messages of love and protection
FIRE PROFESSIONALS

ONLINE FIRE DEPARTMENT SURVEY
OVERVIEW

• Most interest in “Where There is Love” because of emotion and and new direction.
• Preference of “A Sound You Can Live With” based on recognition and tie to nuisance
• “Give a beep” too offensive or risky
• All collateral appreciated, particularly children’s activities, traditional and new media methods.
• Very interested in online tool to design their own materials (Materials Generator). Need to customize to fit audiences.
• Refusal to consider any + various image executions = multiple messages needed
How interested would members of your department be in disseminating this message?

- "Where there is love, there are smoke alarms."
  - Very interested: 51%
  - Somewhat interested: 37%
  - Not interested: 11%

- "Smoke alarms. A sound you can live with."
  - Very interested: 45%
  - Somewhat interested: 46%
  - Not interested: 9%

- "Give a beep. Smoke alarms show you care."
  - Very interested: 42%
  - Somewhat interested: 35%
  - Not interested: 23%
Assuming each concept was equally effective, which of the three messages above would members of your department be most interested in disseminating?

- “Where there is love, there are smoke alarms.”
- “Smoke alarms. A sound you can live with.”
- “Give a beep. Smoke alarms show you care.”
Regardless of its potential effectiveness, are there any of these messages members of your department would NOT feel comfortable disseminating?

- We wouldn’t use “Where there is love, there are smoke alarms.” (10%)
- We wouldn’t use “Give a beep. Smoke alarms show you care.” (32%)
- We wouldn’t use “Smoke alarms. A sound you can live with.” (9%)
- I would use any of them. (62%)
Please help us by rating how likely your own department would be to make use of each of the outreach items listed below. (T2B/B2B)

| Material (Coloring Books/Stickers) for Young Children | 82% | 18% |
| Flyers/Handouts | 81% | 19% |
| Online Tool to Design Your Own Materials | 74% | 26% |
| Online Website Banners | 74% | 26% |
| National Educational Website for Public Posters | 68% | 32% |
| Online YouTube Videos | 66% | 34% |
| PSA Print | 65% | 35% |
| Dedicated Facebook Pages/Campaigns | 63% | 37% |
| PSA Radio/TV | 62% | 38% |
| Mobile App for Public | 60% | 40% |
| Door Hangers | 49% | 51% |
| Twitter Acct for Advice/Reminders | 45% | 55% |

Key: Very/Somewhat likely - Green, Very/Somewhat unlikely - Yellow
MATERIAL FEEDBACK (2)

Would you be any more or less willing to consider using any of the materials we showed you if Vision 20/20 could provide you with hard copies of everything?

- 39% Much more likely
- 29% Somewhat more likely
- 29% Doesn't make a difference
- 1% Somewhat less likely
- 1% Much less likely
RESPONDENT SUGGESTIONS

• Need to address **diverse demographics** of communities (ethnicity, origin, age and literacy)
• Some dislike use of “only” in the call to action
• Highly **technical issues** in executions
• “Creative” pitches
  – Shock and awe approach to scare people into compliance
  – **More humor** and eye-catching elements
  – Hard facts, figures and statistics
  – **Expansion of “love”** to include pets, community, etc.
NEXT STEPS
NEXT STEPS

- Materials Generator
- Confirmation of multi-message approach
- Larger scale quantitative testing
- Kit production and pilot testing with fire departments, follow-up interviews