

We Are Undefeatable Evaluation Insights

Updated 5th May 2020



INSIGHTS ARE SUMMARISED FROM OUR MOST RECENT QUANTITATIVE AND QUALITATIVE RESEARCH

Source	Method	Research agency	Sample size and definition	Research fieldwork dates
1. Campaign Tracking	Quantitative online survey	DJS	1340 people aged 18+ in England living with long term health conditions	20th March - 7th April 2020
2. Audience Insights	Qualitative online community	RDSi	16 people living with long term health conditions All inactive/low activity and want to be more active.	14 th -24 th April The community will continue with regular check-ins and tasks until June.

**WE ARE
UNDEFEATABLE**

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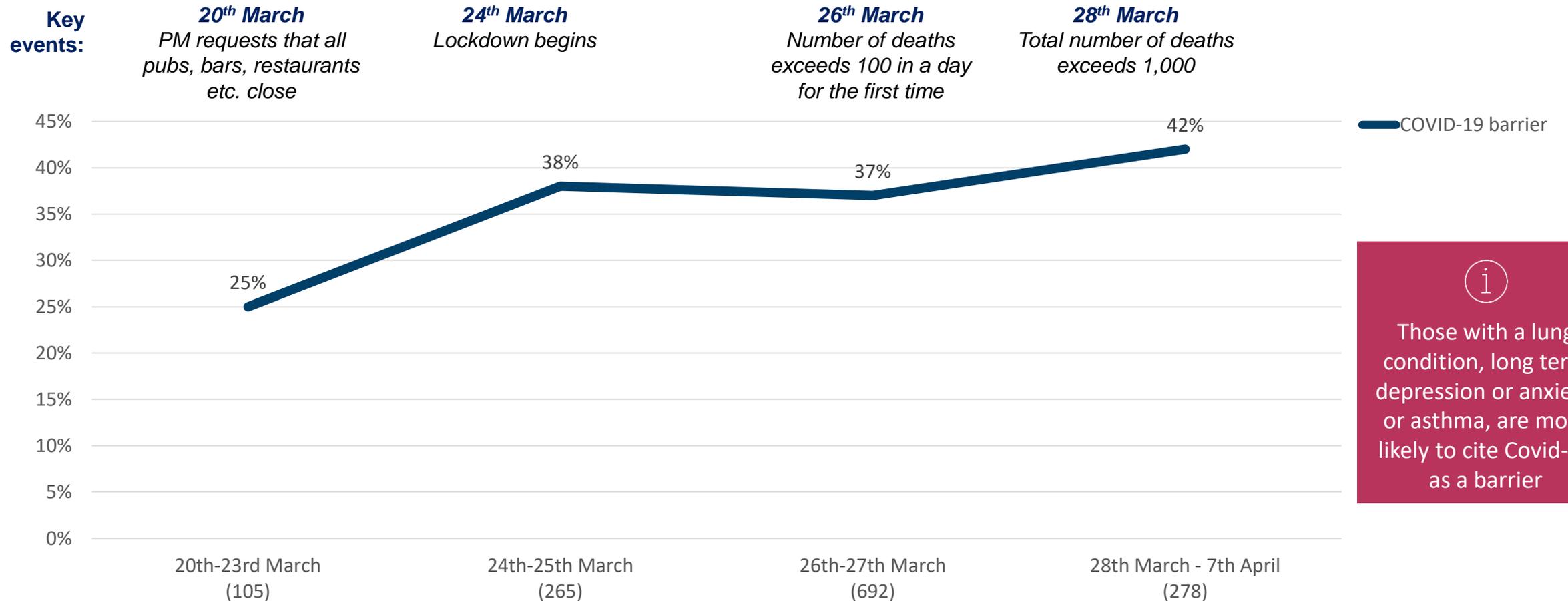
How people with long term health conditions are feeling right now

Latest campaign performance

Learnings for future campaign development

HOW PEOPLE WITH LONG TERM HEALTH CONDITIONS ARE FEELING RIGHT NOW

IN EARLY APRIL, COVID-19 TOOK OVER AS THE MOST CITED BARRIER TO INCREASING PHYSICAL ACTIVITY



i
Those with a lung condition, long term depression or anxiety, or asthma, are more likely to cite Covid-19 as a barrier

AMONG THE MIX OF EMOTIONS WE ALL ARE EXPERIENCING, STRESS IS HEIGHTENED FOR THOSE WITH A LTC



For those with LTC:

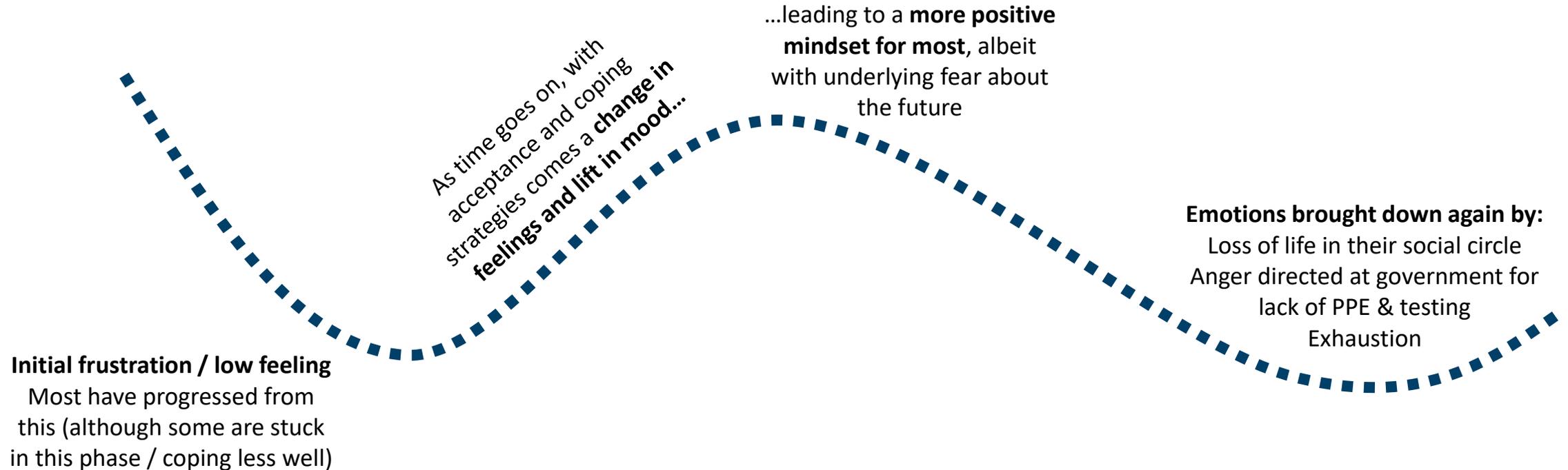
- Levels of stress / anxiety / fear are **heightened**
- The sense of loss & concern of how to replace existing exercise is greater
- Community element is missed – classes / activities / support groups / less carers



“ Supermarket trip was my only trip out, now that’s gone I have **little / low human interaction** ”

“ My **pain levels are going sky high** and I’m getting more tired because I’m not exercising as much as I normally do ”

EVERYONE IS WORKING TOWARDS A NEW NORMAL, BUT EMOTIONS OSCILLATE



THOSE WITH LTC MORE LIKELY TO EXPERIENCE UPS AND DOWN AND REVERT TO NEGATIVE STAGE AT THE LOWEST POINT, FEAR CAN BE DEBILITATING AND COPING IS EXHAUSTING

THEY SEEK OUT TRUSTED, RELIABLE INFORMATION SOURCES

**MOST UNDERSTAND THEY NEED TO
MOVE / DO ACTIVITIES / EXERCISE...**

**...AND ARE OPEN TO MESSAGES AND
CONTENT RELEVANT TO THEM**

- Safe exercise for their condition
- A guide for simple exercises that they can do at home
- Daily activity that helps to build resistance
- Exercise that boosts mind and body

**BUT ARE BECOMING SELECTIVE IN THE INFORMATION THEY TUNE INTO TO PROTECT
THEMSELVES FROM INCREASING FEAR**

SEEK REASSURANCE, MESSAGES OF HOPE & OPTIMISM FROM RELIABLE SOURCES

WE ARE UNDEFEATABLE IS FELT TO BE EVEN MORE RELEVANT TO THIS AUDIENCE DURING THESE UNPRECEDENTED TIMES

WE ARE UNDEFEATABLE AS AN OVERARCHING THEME IS VERY POWERFUL AT THE MOMENT

Audience understands this as an attitude of mind, not a statement of fact

POSITIVE TONE OF VOICE

In an environment where news is alarming, the underlying fear is increasing, people are looking for positive news stories

FELT TO BE REALISTIC

Showing real people doing real activity

THE FEELING OF CAMARADERIE AND BEING ALL IN THIS TOGETHER

We all must fight it together; we are conforming now – we have to do it together!

THE MUSIC / LYRICS PROVIDE THE RIGHT BALANCE OF REALISM

'That's life', acceptance and inspiration

“ *The strapline 'We Are Undefeatable' embodies a sense of togetherness that people may feel they have lost due to the lockdown*

“ *The use of real people with real issues*

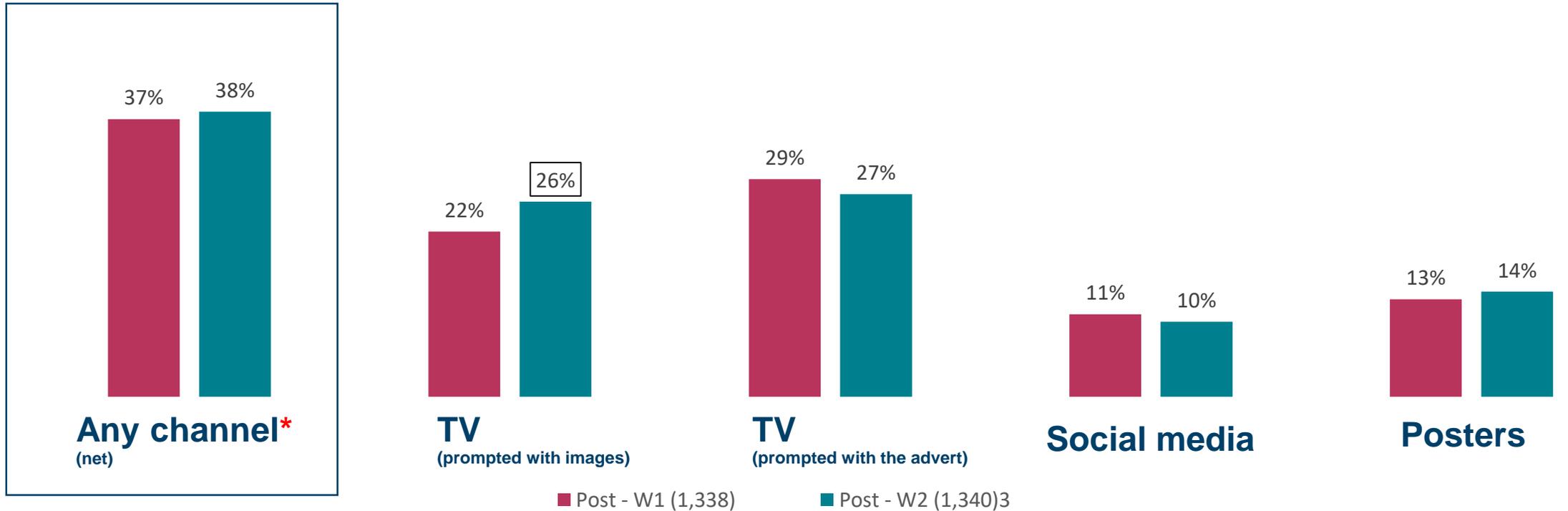
“ *I love the concept of it, it is such a simple thing but the fact that walking a dog is beneficial mentally for the human really struck a chord with me*

**WE ARE
UNDEFEATABLE**

**LATEST CAMPAIGN
PERFORMANCE
FEBRUARY-MARCH BURST**

OVERALL CAMPAIGN MATERIAL RECOGNITION REMAINS CONSISTENT

Awareness of the campaign across channels



*This falls to 32% when excluding prompting using the TV advert

Denotes statistical significance against W1

Source: DJS Campaign Tracking. Q027 Here are some images from an advert that was shown on TV. Have you seen this ad on TV before today? Q28 Here are some posters. Have you seen these ads or something similar before today? Q29 Here are some example social media posts. Have you seen these sort of posts anywhere on social media before today, for example Facebook, Twitter or Instagram? Q29A. Have you seen this on All 4 before today? Q034a/b You will now be shown a short video from the campaign. Have you seen this advert, or something similar, before today? Base: all online participants 1,340

THERE HAVE BEEN NEGATIVE SHIFTS IN RELATABILITY BUT A POSITIVE SHIFT IN CALL TO ACTION

NET AGREE

TOTAL SAMPLE

Key message delivery

It shows that people with health conditions can do physical activity



It makes me think differently about what counts as exercise



Standout & enjoyment

I can relate to the people in the adverts



The ads stand out from other advertising



The ads are aimed at people like me



I enjoy seeing/hearing the adverts



Call to action

It inspires me to get active



It encourages me to visit www.weareundefeatable.co.uk



■ Post - W1 (1,338) ■ Post - W2 (1,340)

Source: DJS Campaign Tracking. Q036 Now, thinking of everything that you've seen or heard about the campaign 'We Are Undefeatable', please could you tell me how much you agree or disagree with each of the following statements? Base: All online participants (n)

□ Denotes statistical significance against W1 ¹²

THE PROPORTION TAKING AN ACTION HAS REMAINED STABLE ACROSS CAMPAIGN BURSTS

Proportion of those aware of the campaign who have taken **any action** as a result

[Asked of the 32% who were aware of the campaign without prompting with TV ad playback]



POST-CAMPAIGN W1

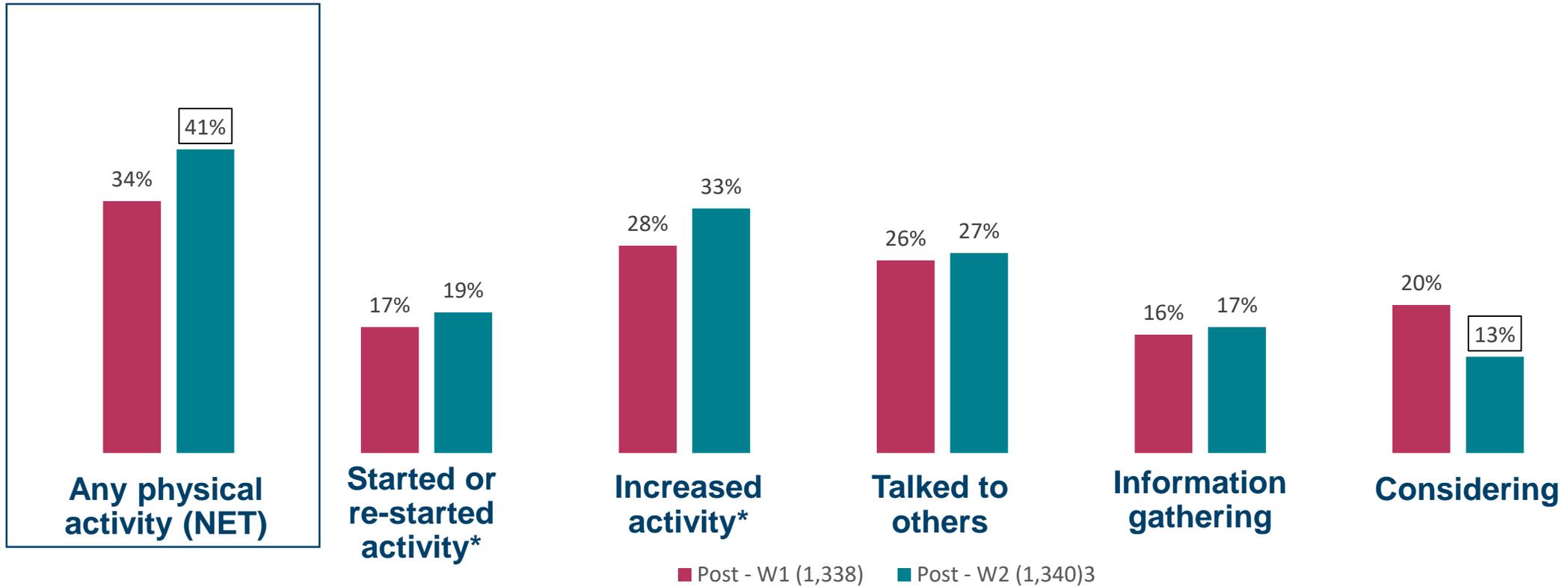


POST-CAMPAIGN W2

Source: DJS Campaign Tracking. Q032 As a result of seeing the campaign, have you done any of the following? Base: all online participants aware of the campaign (before prompting with TV advert) 427

ENCOURAGINGLY, WITHIN ACTIONS TAKEN, MORE TOOK A PHYSICAL ACTION

Proportion of those aware of the campaign who have taken any action as a result ...



□ Denotes statistical significance against W1

*makes up 'any physical activity' NET

CLEAR NEED TO ENGAGE HEALTHCARE PROFESSIONALS IN THE PROMOTION OF PHYSICAL ACTIVITY

Where looked for advice on PA / most likely to go for advice



Source: DJS Campaign Tracking. Q19A. In the past 6 months, have you proactively looked for information/advice related to physical activity from any of the following sources? / Q19B. Where would you be most likely to turn if you were looking for advice on doing physical activity? Base: all online participants (1,340)* NEW QUESTION FOR POST W2

LEARNINGS FOR FUTURE CAMPAIGN DEVELOPMENT

1

CALM CONTENTMENT IS THE NEW HAPPY

Avoid more upbeat, celebratory scenes e.g. dancing in the kitchen which suggest able bodied, happier times



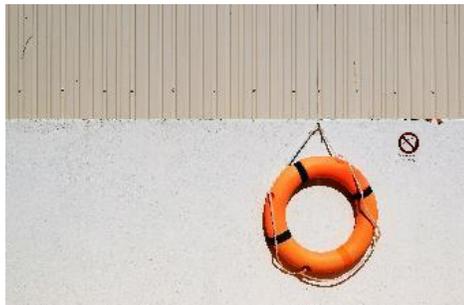
2

SAFETY TRANSCENDS HAPPY

Most vulnerable in our audience want to hear

- That the activity is safe and suitable for their condition
- That **daily activity helps build resistance**

Charities can play a reassuring role here



3

SUPPORT (DAILY) ROUTINE BUILDING

People are still establishing their 'new normal' – having some kind of routine is a coping strategy and daily physical activity can be a key part of this.



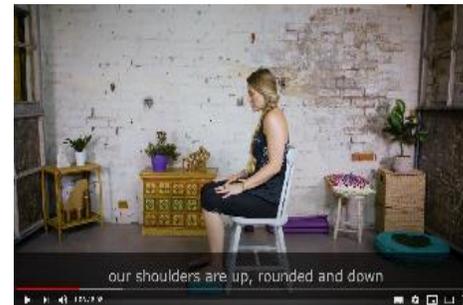
4

OPTIMISE RELATABILITY TO THE CURRENT SITUATION

E.g. connecting /joining in via Zoom. Driving relevance of exercising at home (classes being uploaded to YouTube)

Keep exercise shown realistic /something they can do at home.

Resistance bands, simple stretching, chair yoga, gardening, solo walking



5

ENSURE ADEQUATE FOCUS ON MENTAL HEALTH

Vital for campaign to land the message around activity and mental health during the current situation.

Many participants connect and relate to Jo



PEOPLE WITH LONG TERM CONDITIONS CONTINUE TO INFORM CAMPAIGN INITIATIVES



“ This is very helpful. I would use it and I would give it to my elderly grandmother who is 98. She will benefit from this too.

“ I like the **idea that principles of 'We are undefeatable'** are summarised on a sheet. The diversity of the participants makes it universal (all inclusive). The fold away nature would make it **easy to carry it around. I love the advice/help** on choosing appropriate exercises.

“ **Get these leaflets out ASAP.** I want a few so I can give to other family members who have health conditions.