



Public Acceptance

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Agenda

- Introduction
- What is Public Acceptance campaign
- Set up
- Characteristics of effective messages
- Target audiences
- Communication tools
- Success factors

Public Acceptance campaigns

- Communication activities to create
 - Legitimacy of the organization/concept
 - By a broad public
 - To support the decision making process or preferred behaviour

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Set up of public acceptance campaign

- Set objectives and timeline
- Identify risks
- Define, categorise and prioritise target audiences
- Develop tailored messages
- Integrate advocacy
- Monitor, evaluate and adapt

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Characteristics of effective messages

- Objective - avoid persuasive messages
- No exaggeration - be realistic
- Link to items of media agenda
- Open communication
- Consistent
- Repeat
- Using multi communication tools

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Target audiences

- Receivers are not believers
- Active and critical
- Interactive
- Unlimited sources for information
- Look for confirmation of own opinion
- Influenced by third parties

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Communication tools

- Broad mix of tools should be used
- Media relations (off- and online)
- Social media to create communities and facilitate advocates

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Social communities

- Community ownership
 - Brand owned
 - Consumer owned
 - Co-owned
- Positive and negative: both are valuable
- Support your endorsers

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Our methodology: editorial marketing

- Visions are translated into media genetic angles
- One-on-one approach
- External party creates content
- Claim authority
- Usable online and offline

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Success factors

- Link the organisation/concept to current media items
- Consistent and continued interaction with stakeholders
- Create and support social communities
- Not to convince but to participate in the proces of public opinion
- Be pro-active

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