



Research Findings

RESEARCH APPROACH

BACKGROUND

Ketchum and Wellcome Connecting Science have created a new film and approach to encourage people to start conversations around health and genetics.

We conducted a research dip intended to understand how people engage with the idea, how they understand the message and the likelihood that they would engage in conversations having seen this idea.

METHODOLOGY

Two 1-hour focus groups were conducted amongst those aged 25-40 and 41-65.

Mix men and women

All with English as a first language

All self-identify as being from a Black, Asian or minority ethnic background

All creative and articulate, none working in marketing, advertising or PR.

SUMMARY OF RESEARCH

Overall, a very positive reaction to the creative idea, especially the concept of dominoes.

The initial reaction of the groups was appreciative of the celebration of Black-Caribbean culture and inquisitive about the deeper meaning behind the film.

The audience appreciated the idea of talking about important topics with families and felt the intergenerational connection was portrayed very well in the clips, **it was natural and realistic.** People enjoyed the closeness and openness with which the grandmother and grandson spoke.

Overall, the concept was very positively received.

It encouraged people to move from the social conversation to meaningful topics (the hard part), and they are actively prepared to do so after watching the films, although they need some help and wanted tips of how to do so.

INITIAL REACTIONS TO THE FILM...

"I really liked it"

"I really, really liked it. I feel like this film could give me an idea of how to connect with people, using a game (or something similar), to create a space for us to talk about sensitive topics"

"Sparked my interest"

"I want to know more about what this film is all about. I want to know if there will be more interviews, would be interested to hear about more than just Caribbean families but other families"

"Understanding yourself"

"I think it was about better understanding yourself. To understand yourself, you need to go deeper into those around you and your history. It went more in depth into your identity and history and where you are from"

INITIAL REACTIONS TO THE FILM... (younger)

'Liked it' scores were all 4 and 5's. Also, strong scores for 'deeper meaning' and 'sparked my interest'.

Low scores for 'bored me', 'felt indifferent' and 'was unsettling to me'.

Some levels of confusion exist which are linked to the lack of call to action.

Emotional feeling	How do you feel about this film?				
	1 not at all	2	3	4	5 very
Liked it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Felt indifferent	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Was mentally engaged	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bored me	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sensed a deeper meaning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Felt confused	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sparked my interest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
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INITIAL REACTIONS TO THE FILM... (older)

High scores for 'liked it', 'sparked my interest' and 'deeper meaning' and although on discussion they did not see as much of the deeper meanings that the younger groups did.

Low scores for 'felt indifferent' and 'was unsettling to me'.

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CAMPAIGN STRENGTHS

THE DOMINOES

Dominoes land very well and were a strong central glue in the film.

Everyone understood the significance of the dominoes in the film ... indicating a family tradition and place for connections. It represents a place to talk freely and be focused on the other person and also as a helpful device where you can move from lighter more social topics to harder meaningful ones.

LIV LITTLE

Those videos with the Liv Little introduction, really helped people understand the idea . The intro created framing and intro for what was going to come next. Although some people were unclear who she was and represented.

THE WIDER CAMPAIGN

The use of patois captured attention and encouraged people to decode. It piqued their interest. The mix of venue and spaces for the dominoes to be sent in the community, helped continue the idea of conversations.

Having dominoes sets with conversation starter questions felt engaging, meaningful, and motivating.

LEARNINGS FROM THE CAMPAIGN

CALL TO ACTION

Overall, the intergenerational relationship and the dominoes were highly engaging but there could have been more clarity about the intention of the campaign and the action point to 'generate conversations'. Including **a clear CTA is critical.**

CONVERSATION STARTERS

This remains a challenging topic to be open about and the respondents needed a little more direction as to what they should take from the idea, or what exactly they should do next.

Calling out 'conversation starters' for how to take the conversation forward could really help here. A sharper understanding of what the aim of the film was would help direct people's attention.

THE WIDER CAMPAIGN

The topic matter felt in tune with schools and places already focused on learning. The barbershop feels like a place that could introduce you to the topic on a basic level but encourage you to speak to family at home.

Need to be wary that some locations (barbershop) where the interactions may be too social and playful for serious topics. However, it is a place that suits dominoes and it is a space where conversation starters can emerge.