

Overarching responses to potential messaging tested

On balance, the ‘Keep Wales Safe’ adverts tested well.

All of the adverts tested were felt to be clear and concise, containing useful information.

- In particular, it was felt to be useful to reiterate what people cannot do – especially taking trips to beauty spots; a key concern raised.
- It was also felt to be useful to reiterate advice on social distancing, to make it clear that this advice has not changed.

Some elements that might be confusing were felt to be easily fixed, by taking a more directive tone. For example, it was felt to be confusing to talk about the ‘R’ rating in this context. Participants felt it would be better to focus on actions – especially those that people cannot do.

“A lot of people may not realise exactly what the R is, so wasting 2 slides on it is silly. And there’s the big 1 and 0.7, and those aren’t going to change people’s behaviours. Instead it should focus on the things that people are doing that they shouldn’t be, because people are driving to beauty spots and they are having picnics. Focusing on what you can’t do and can do with more clarity will have the biggest impact on the greatest number of people.”

(Swansea, 18-44)

Participants were also positive about the ‘Keep Wales Safe’ strapline tested.

This was felt to be a strong and clear message that was specific to Wales.

When presented with alternatives, some participants liked the sentiment of ‘Looking after each other’, or ‘Protecting each other’. However, while these were felt to be very motivating messages, they were seen to be less appropriate as potential straplines, being less pithy than ‘Keep Wales Safe’.

“I prefer the original [Keep Wales Safe], maybe because it’s a bit of Welsh pride but especially when England is taking different approaches, it’s important to keep our people safe and I think the others are a bit more general – I like that it’s specific to Wales.”

(Swansea, 18-44)

The current tagline of ‘Stay home. Protect the NHS. Save lives’ was felt to be appropriate for the next three weeks as Wales remains in lockdown.

When the lockdown is eased however, participants said they will expect a new tagline that reflects the new guidance that will be in place.

While this was not probed on specifically, a few participants spontaneously raised the new ‘Stay alert’ messaging which they felt is unclear. There was a sense Wales’ further three weeks in lockdown will give the Welsh Government time to come up with something that is more effective.

“I think keep it the same for the next 3 weeks and then, as we move out of the lockdown, have a new, snappy slogan ready to replace it.”

(Swansea, 18-44)

Detailed responses to potential messaging tested

Responses to exercise message:

- This frame was felt to be clear and present important new information about the restrictions in place in Wales.
- However, some participants felt that it would be better to specify 'twice a day' rather than 'more than once' due to fears that it could encourage people to go out several times a day.

- Reiterating social distancing requirements was felt to be a useful reminder of guidelines.
- Some participants felt that this message would be more effective if it was positioned after Frames 4 and 5, which also require social distancing measures to be observed.

- 'Keep Wales Safe' was felt to be a clear and motivating strapline overall.

Frame 1



Frame 2



Frame 3



Frame 4



Frame 5



Frame 6



- The content in this frame was felt to be clear.
- However, participants were unsure as to how useful it is since this is not something that has changed or that they were concerned about (compared to observation of social distancing rules as in Frame 3).

- Frame 5 was felt to convey the most important information overall. Participants felt that the information presented was clear and easy to understand.
- However, due to the perceived importance of this information, several participants suggested that it should come sooner in the sequence in order to make the content more prominent.

- Continued use of the 'Stay Home' messaging was broadly felt to be appropriate while the lockdown remains in place in Wales over the next 3 weeks.
- A small number of participants expressed a preference for the plain background on this frame, finding it easier to read the content compared to Frames 1-5.

Responses to exercise message:

- The message in this frame was felt to be very motivating and a useful reminder about the importance of following the guidelines set.

- Reiterating social distancing requirements was felt to be a useful reminder of guidelines.
- However, some participants felt that this could be more informative, especially if moved to later in the sequence.

- As in the previous iterations, 'Keep Wales Safe' was felt to be a clear and motivating strapline overall.

Frame 1



Frame 2



Frame 3



- As previous, the content in this frame was felt to be clear.
- However, participants were unsure as to how useful the information is, given this has not changed.

Frame 4



Frame 5



Frame 6



- As previous, continued use of the 'Stay Home' messaging was broadly felt to be appropriate while the lockdown remains in place in Wales.

- As previous, Frame 5 was felt to convey the most important information overall.
- As a result, several participants suggested that it should come sooner in the sequence in order to make the content more prominent.

Responses to 'R' rating message:

- While most participants were familiar with the terminology 'R' rating, this was not something that all understood. As a result, without further explanation, Frames 2 and 3 were felt to be confusing.
- This was therefore felt to be a less powerful message than others tested. Some participants suggested that a more straightforward reference to keeping the number of new infections/deaths as low as possible would be more effective.

- As in the previous iteration, 'Keep Wales Safe' was felt to be a clear and motivating strapline overall.

Frame 1



Frame 2



Frame 3



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- However, participants were unsure as to how useful the information is, given this has not changed.

Frame 4



Frame 5



Frame 6



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