



harmonic

INTERNATIONAL

NOAA Research
March 11, 2009



We've served some of the world's most respected brands

Capital One



Mobil



Procter & Gamble



Nestlé



WORLD COM



Johnson & Johnson



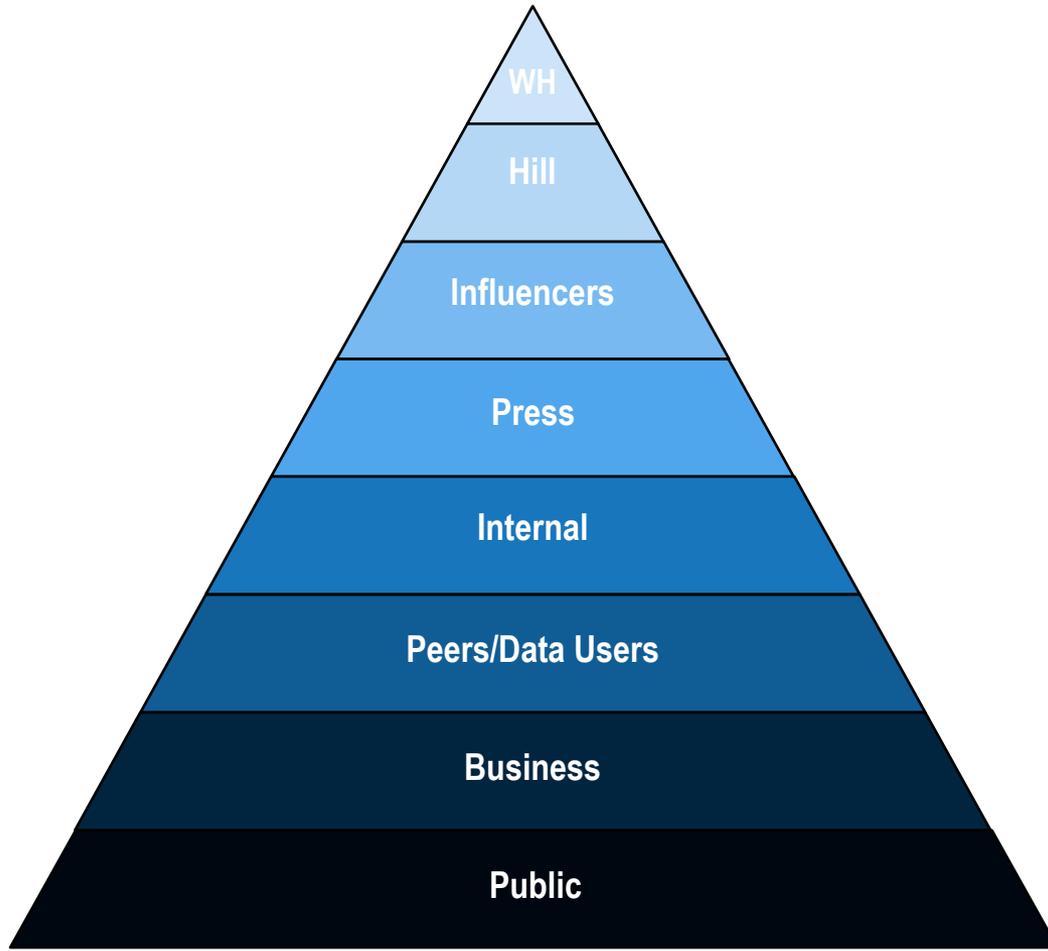
Sallie Mae



NOAA



Research among key audiences: over 4,000 individuals



Data review

- Vision/Mission Review
- Media Review
- Legislative and Budget Review

Qualitative Research

- Nationwide focus groups with:
 - General public
 - Science attentive public
- Interviews with NOAA leadership
- SES interviews

Quantitative Research

- Agency wide Internal Needs Study
- Awareness and Positioning Research - Major National Study
- Effective Message Resonance Testing - Major National Study

Nationwide focus groups findings

- What is the first thought that comes to mind when you hear ... (cognitive response).
 - The words probed were: weather, environment, climate, atmosphere, air quality, oceans, coastlines, fisheries, hurricanes, floods, ice storms, lightning, and drought.
 - No strong, common schema were elicited which means people tend to have different associations with and understandings of these words.
- Sort these terms in groups which make sense to you and explain why.
 - These words grouped together did activate a common schema of 'concern' over climate and the environment, and the respondents attributed the causes to 'man.'
- Very few mentioned any type of organization, government or otherwise, dealing with climate/ environmental issues.
 - The opportunity exists for NOAA to 'own' this gap in science if approached in the right manner.
- "Where has NOAA been?" A significant number of respondents, particularly the science-attentive, expressed considerable distrust because they had never heard of NOAA.
 - Many people believe that if they haven't heard of an organization, it clearly isn't doing enough.

Nationwide focus groups findings

- One thing is clear: there is safety in science.
 - Respondents were comfortable with the idea of scientists making informed decisions about the environment and climate change.
- Science is still an apolitical term and NOAA should take advantage by communicating their scientific expertise on environmental and climate science.
- Much like what NASA does for space, NOAA can safely promote the environment as a whole, without being seen as promoting any one political agenda.
 - There was significant support for some entity to do just that; to de-politicize the issue and focus on solutions for co-existing with the environment.

Why Climate vs Environment?

Focus groups showed:

- The word 'Environment' connotes 'pollution,' 'forest/trees,' 'EPA,' and 'regulation.'
 - Environment has negative associations.
 - EPA associations are especially negative.
- The word 'Climate' connotes 'changing,' 'atmosphere,' 'precipitation,' 'water,' and 'ice caps.'
 - Climate aligns better with NOAA's activities.
- After learning of the different parts of NOAA and what they do, the response to the idea of NOAA taking the lead on climate issues produced very strong positive feelings.
 - "Sounds like a natural fit"
 - "They already have an infrastructure in place...makes a lot of sense to let them have it."
 - "More so than anybody else, they seem neutral."
 - "They could take the lead in making smart decisions."

Quantitative research methodology

General audience participants were recruited from a list of web-users whom opted in to participate in online research. A blanket email was sent to this group and responses were accepted until a quota of participants was fulfilled and was reflective of the US population.

- The general audience participants self-selected themselves into two separate categories of Less Interested and Interested/Knowledgeable.

To reach the stakeholders and peers audiences, we used a combination of constituent lists provided by NOAA and targeted samples. We screened respondents based on the industry they worked in and the regularity with which they sought or received information from NOAA.

Sample sizes

Study	Total	Less Interested	Interested/ Knowledgeable	Stakeholders	Peers
Positioning	1239	414	400	222	203
Message	1208	398	400	214	196

Audience definitions

Less interested audience refers to the “uninterested and/or unaware” portion of the general audience. They are either disinterested or unknowledgeable of climate and environmental science issues.

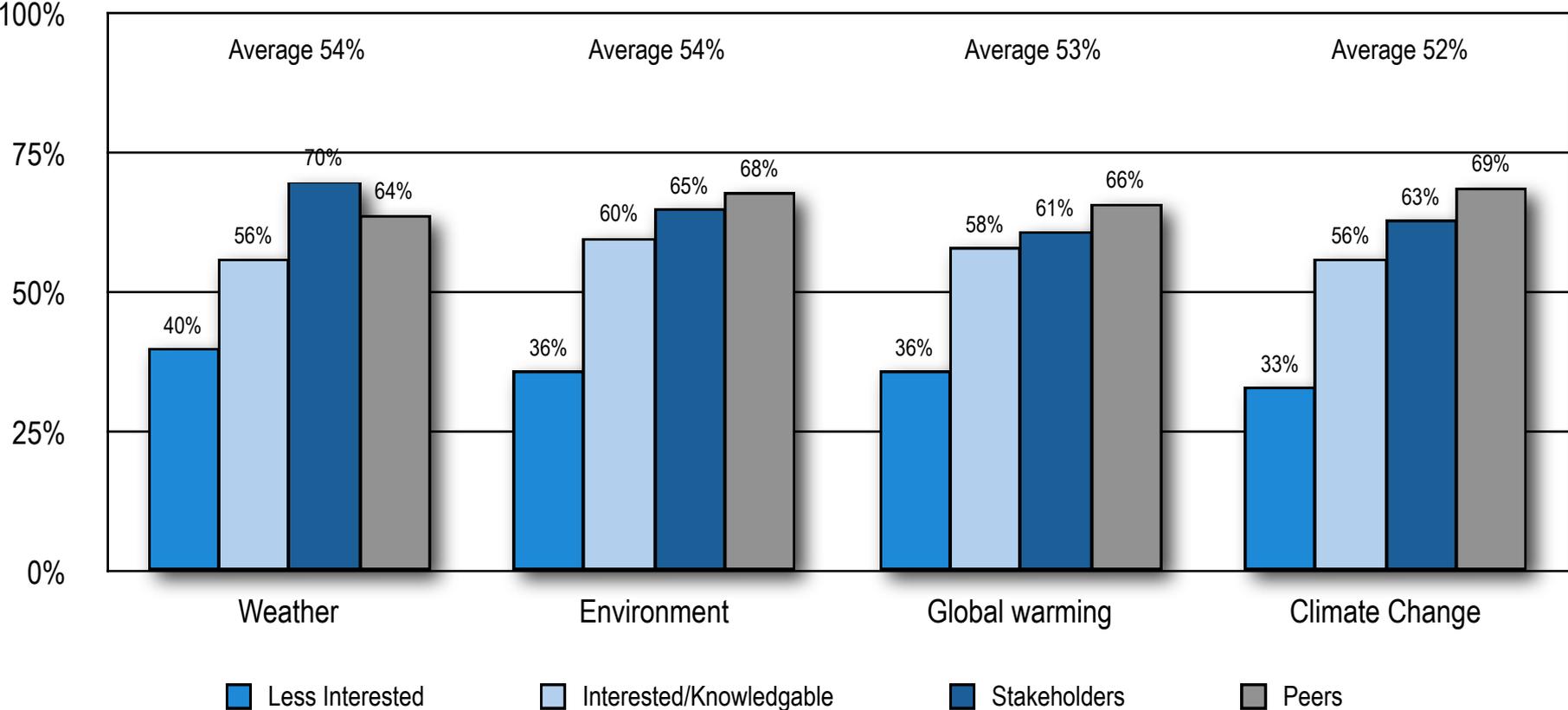
Interested/knowledgeable audience is based on the “climate science attentive” portion of the general audience. They are “active seekers and consumers of Earth science information,” and consider themselves knowledgeable about the subject material.

Stakeholders are citizens and professionals from various fields who regularly seek or receive information from NOAA.

Peers are professionals specifically involved in the fields of science, government, or academics who regularly seek and receive information from NOAA.

There is high interest in these issues

Overall, how interested are you in knowing about _____?



% Very interested

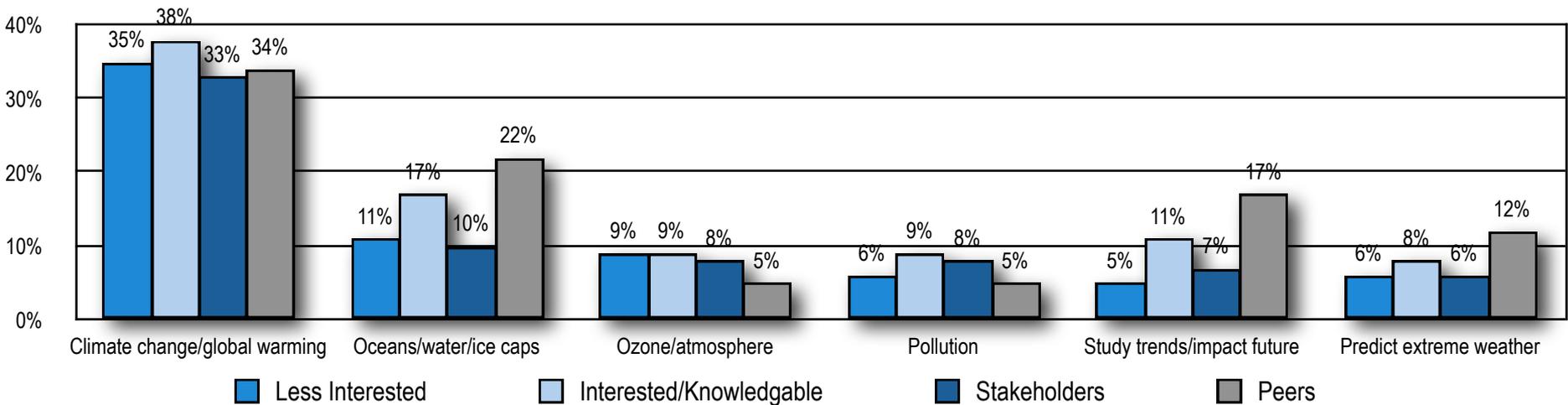


The importance of research - unaided

Overall

- **94%** say research and study of Earth's climate is important
- When asked about the most important area of research about Earth's climate, top responses include key areas which NOAA is involved in.

What do you see as the most important area of research about Earth's climate? - Unaided



58% of people think the government should commit 20+% of its resources to research the environment

Considering all the money and resources the government has available to deal with different problems facing the country today, what percent of that money do you think should go to research and study of the Earth and its environment? - Unaided

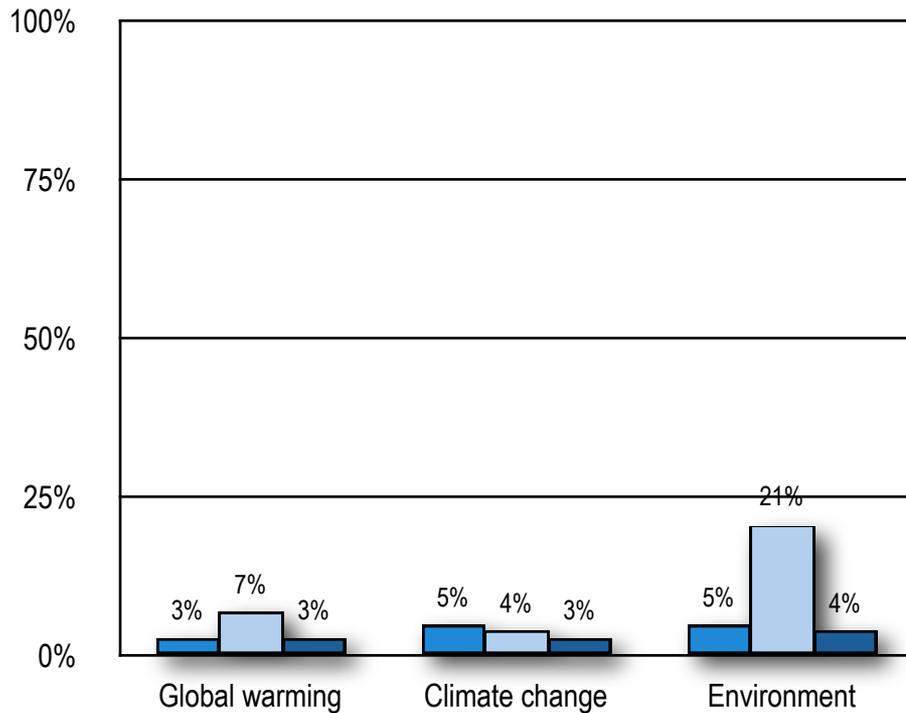
	Less Interested	Interested / Knowledgeable	Peers	Serious problem	Somewhat serious problem	Not a problem
Less than 10%	20%	22%	21%	10%	21%	72% ^a
10% - 19%	21%	24%	19%	21%	26%	12%
20% - 29%	21%	22%	24%	23%	23%	11%
30% - 49%	22%	16%	16%	24%	17%	1%
50% or more	17%	16%	20%	22%	13%	4%
Average	22%	22%	27%	23%	22%	17%

^a 16% of those who see no environmental problem say *no* resources should be spent.

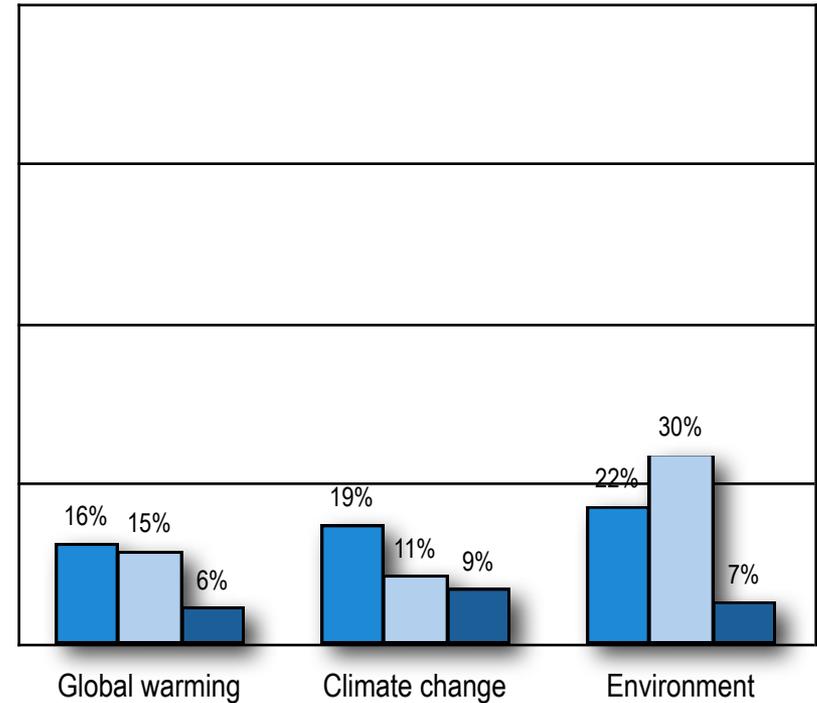
Which government agencies are involved in ... ?

What government agencies are involved in ____? - Unaided

Less Interested



Interested/Knowledgeable



NOAA

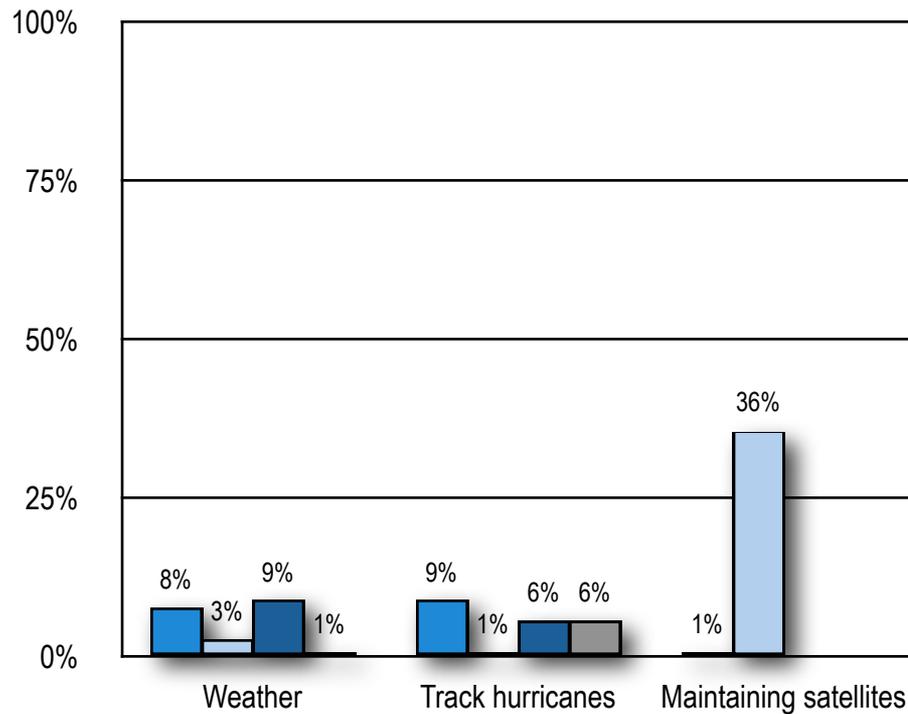
EPA

NASA

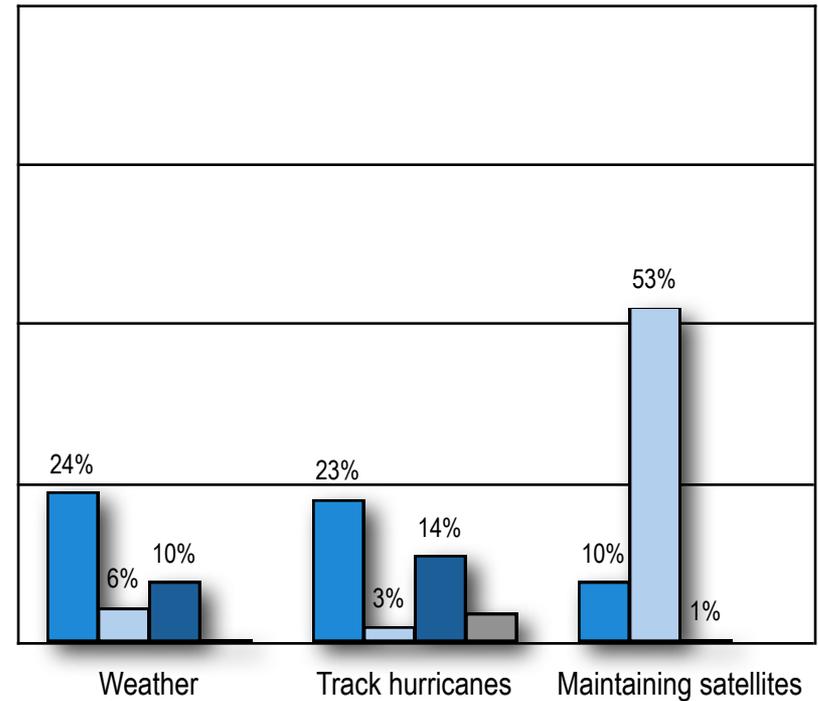
Which government agencies are involved in ... ?

What government agencies are involved in ____? - Unaided

Less Interested



Interested/Knowledgeable



NOAA

NASA

NWS

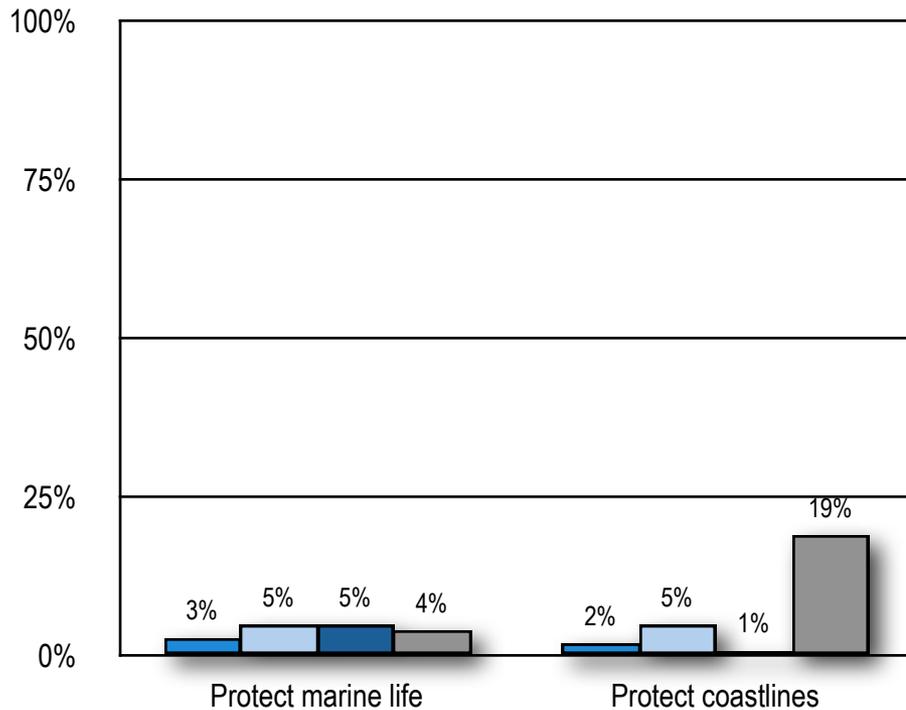
NHC



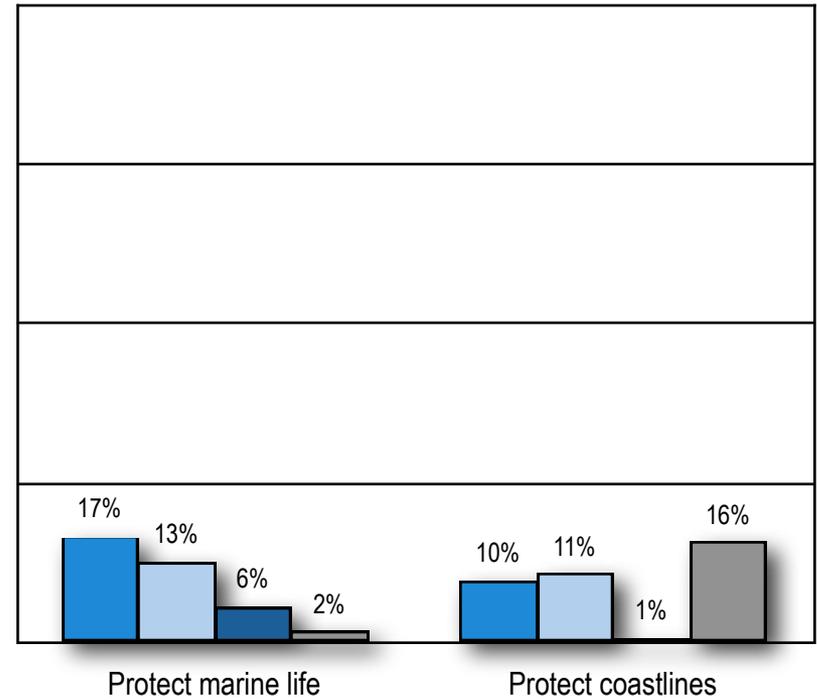
Which government agencies are involved in ... ?

What government agencies are involved in ____? - Unaided

Less Interested



Interested/Knowledgeable



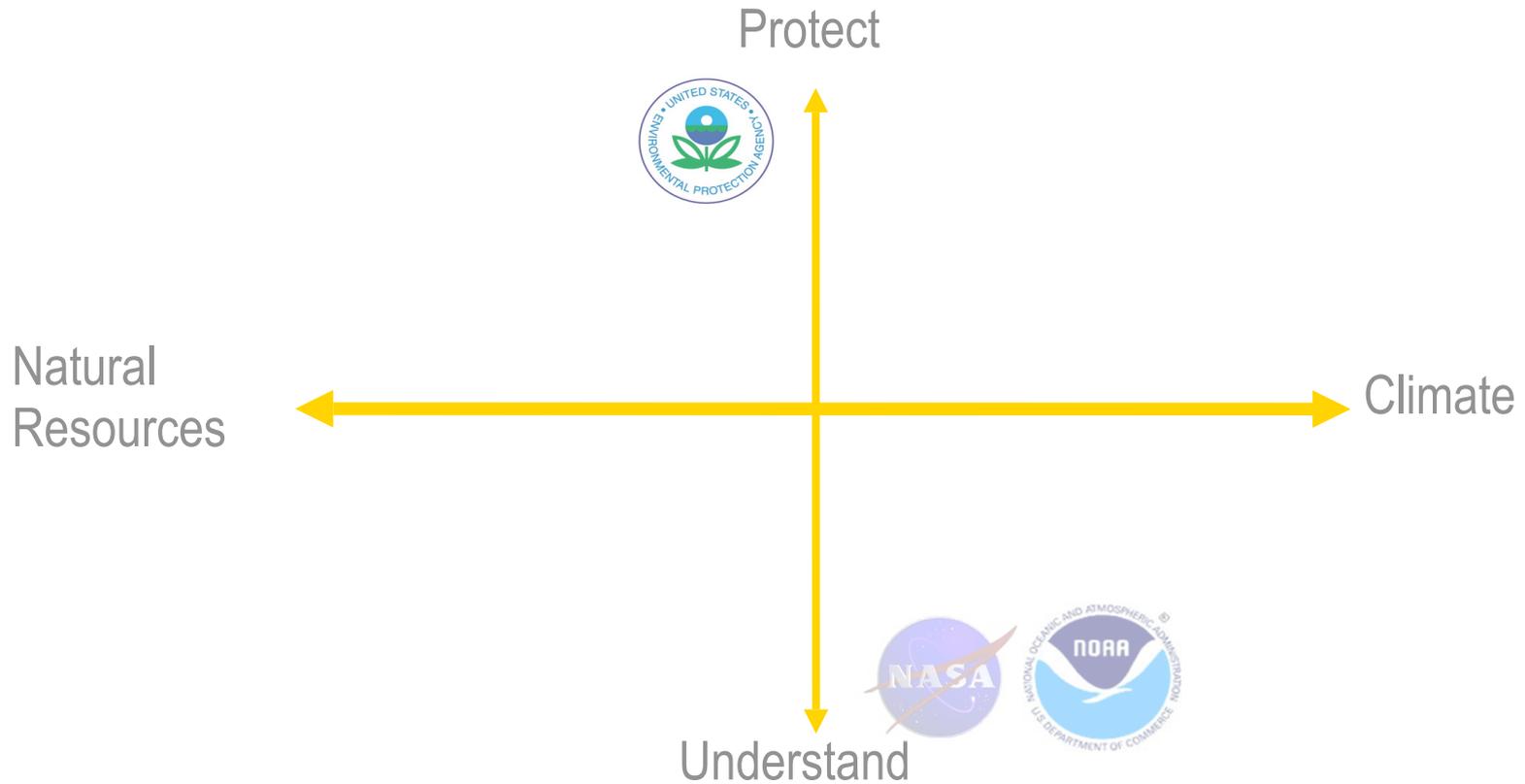
NOAA

EPA

Dept. of Fish & Game

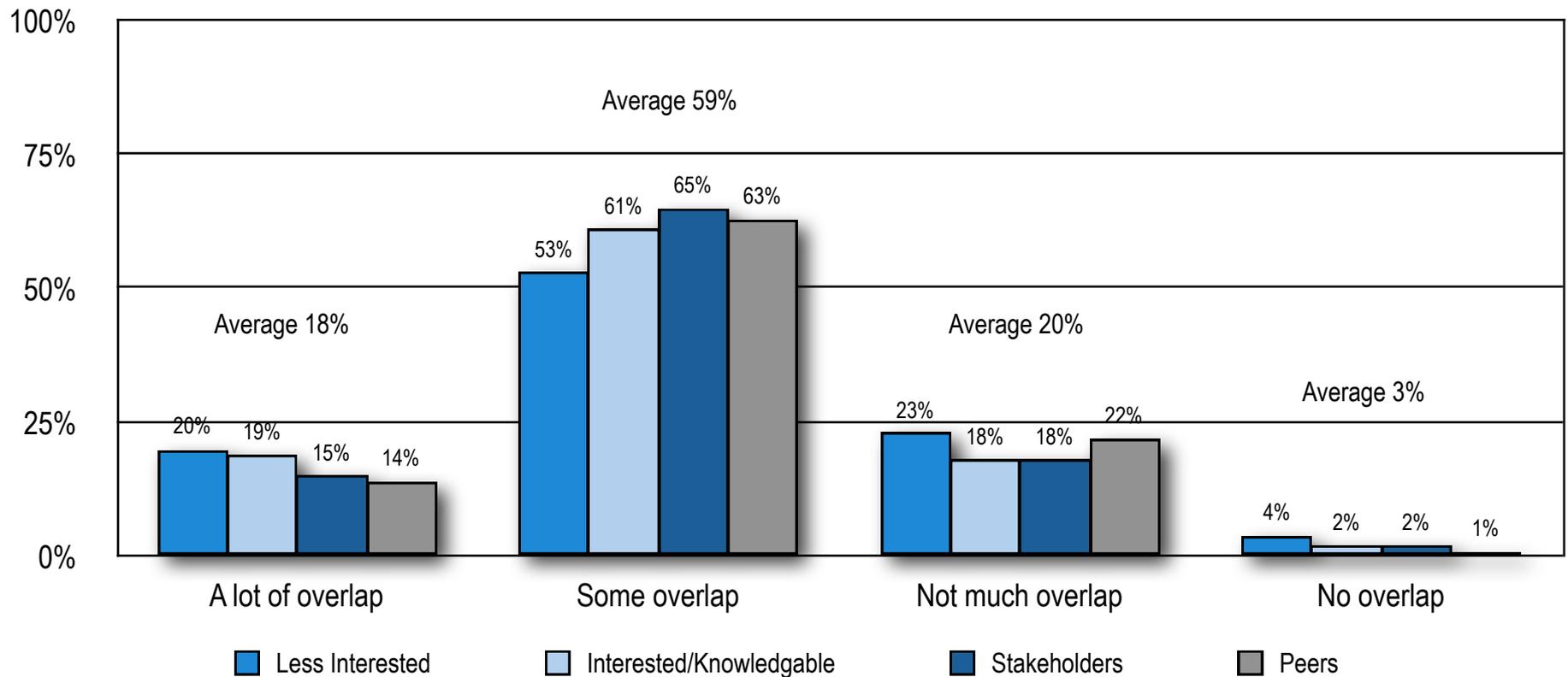
Coast Guard

The Federal Government and the environment



Perceived overlap among agencies

How much overlap do you think there is among different government agencies on climate and climate change issues?



Other messengers

It's important to examine and understand other environmental messengers to understand their strengths – and why they don't have more impact.



Brand Strengths:

Intelligent, poised leader with issue experience



The original; highly “active;” dramatic



Credible, visual, sophisticated, non-partisan



Positive name association; focused

Brand Weaknesses:

Partisan, some view him as extremist

Controversial, too left for many to take seriously

Too broad; not an issue-specific resource; magazine isn't always approachable

Government; under big business control; inefficient

How to make NOAA different?

NOAA has significant differences from both other environmental organizations and other government organizations. These differentiations are fundamentally tied to NOAA's identity.

Other environmental organizations appear:

- Political
- Push their own agenda
- Limited scope
- Well funded and staffed

NOAA should appear:

- Politically Neutral
- Knowledge is the only agenda
- Local and Global
- Limited resources

Other government organizations appear:

- Run by politicians
- Partisan
- Policy driven
- Secretive

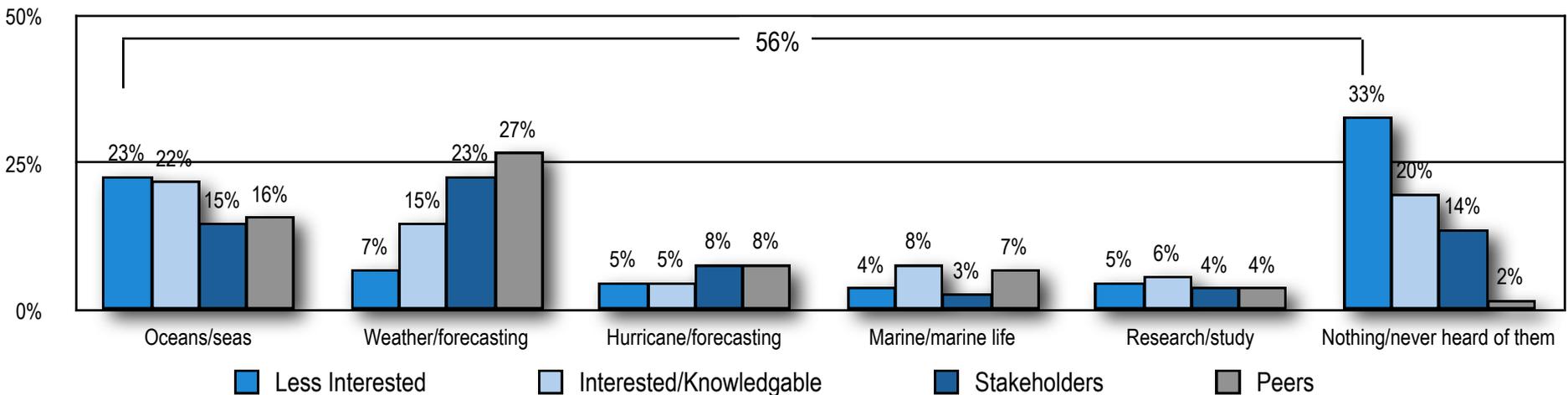
NOAA should appear:

- Run by scientists
- Politically neutral
- Knowledge driven
- Open

No clear associations

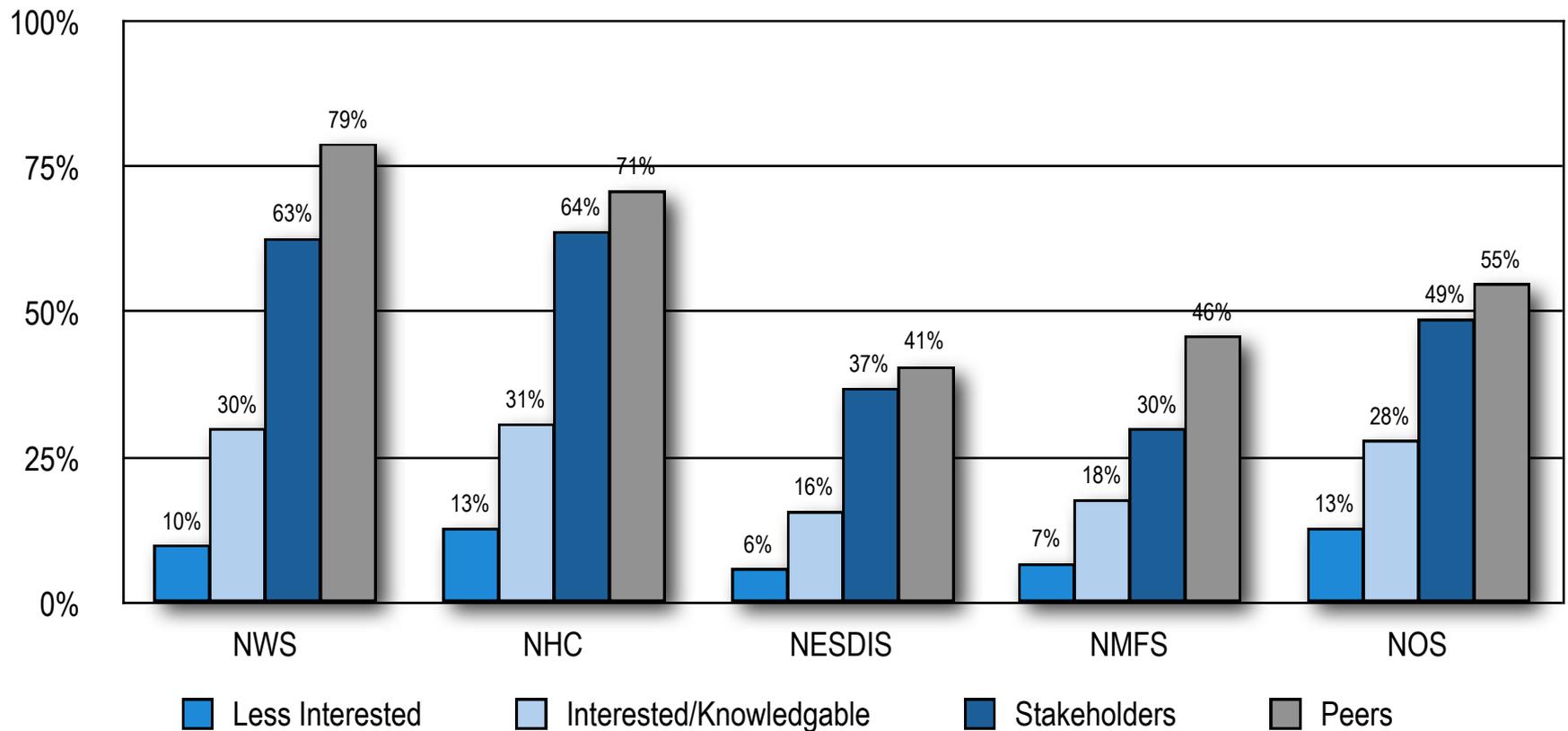
- The few Americans aware of NOAA have no clear association with the NOAA brand.
- Existing associations such as oceans/seas and weather related issues are superficial and show that those aware of NOAA only think of *topics* rather than what NOAA actually does, achieves, stands for, or enables.
 - Illustrates the need for NOAA to convey a deeper and more substantive brand imagery.

What is the first word or phrase you think of when you think of the National Oceanic and Atmospheric Administration, or NOAA? - Unaided



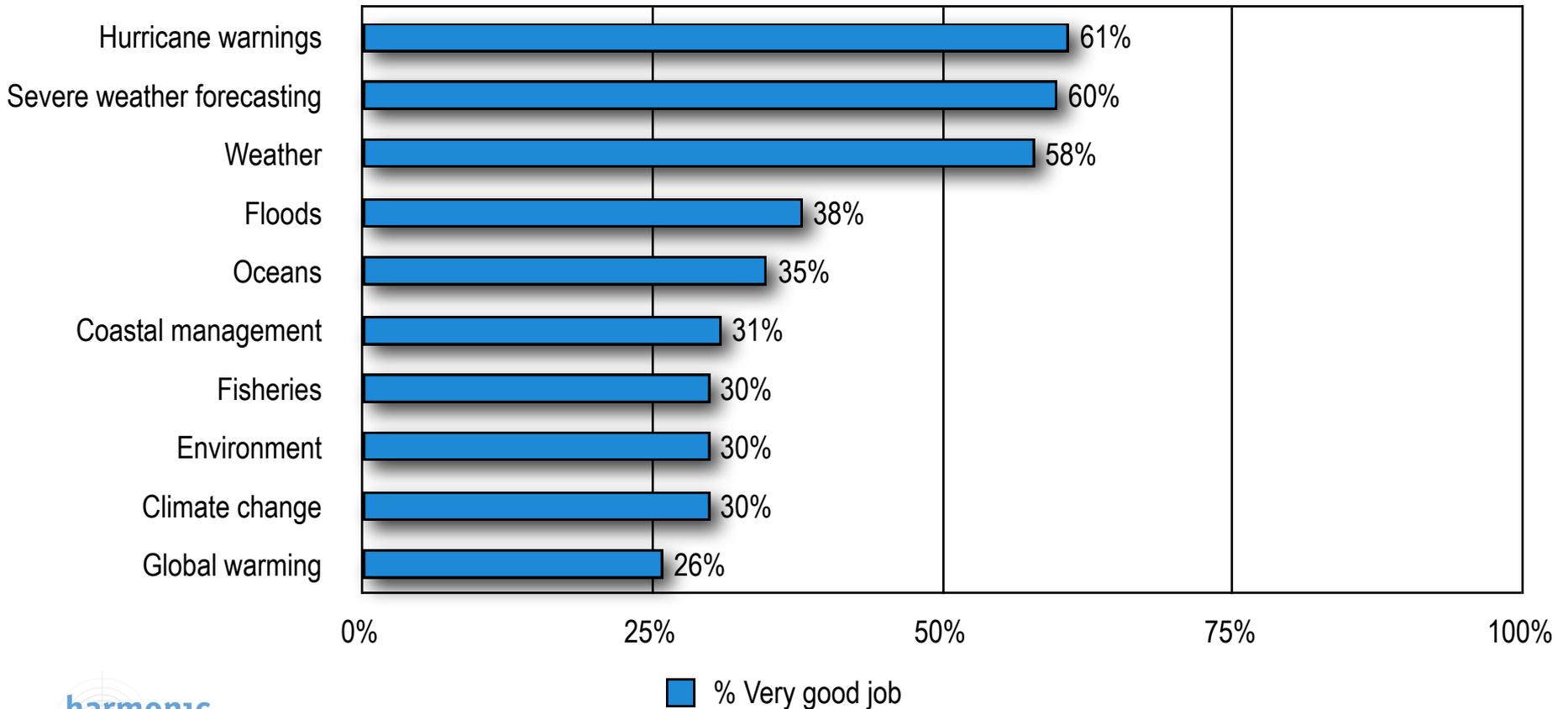
Did you know that ... is a part of NOAA?

Did you know that _____ is a part of NOAA? - %YES



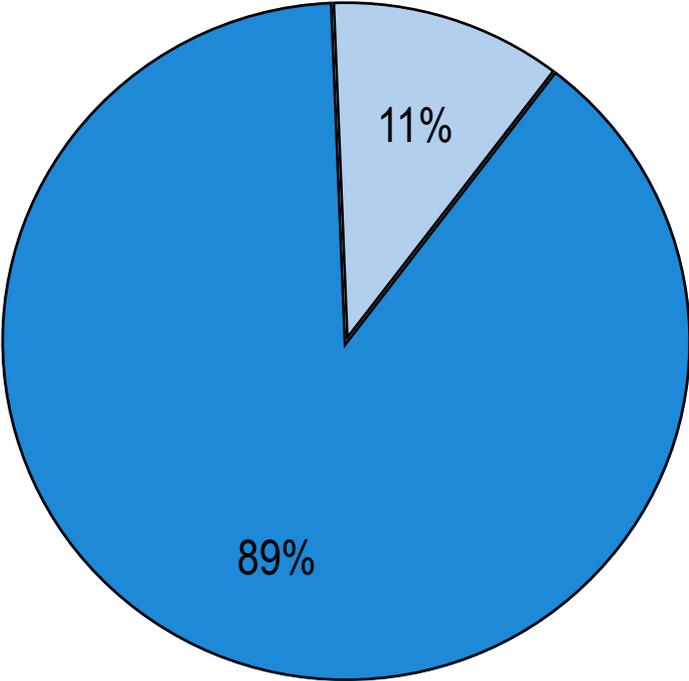
Does NOAA do a good job in the following areas?

Considering all of the things NOAA does, overall how would you say they rate on ____?



Do other agencies do more climate work than NOAA?

Are you aware of any government agency or agencies that are involved in as many areas dealing with Earth's climate as NOAA?



○ Yes

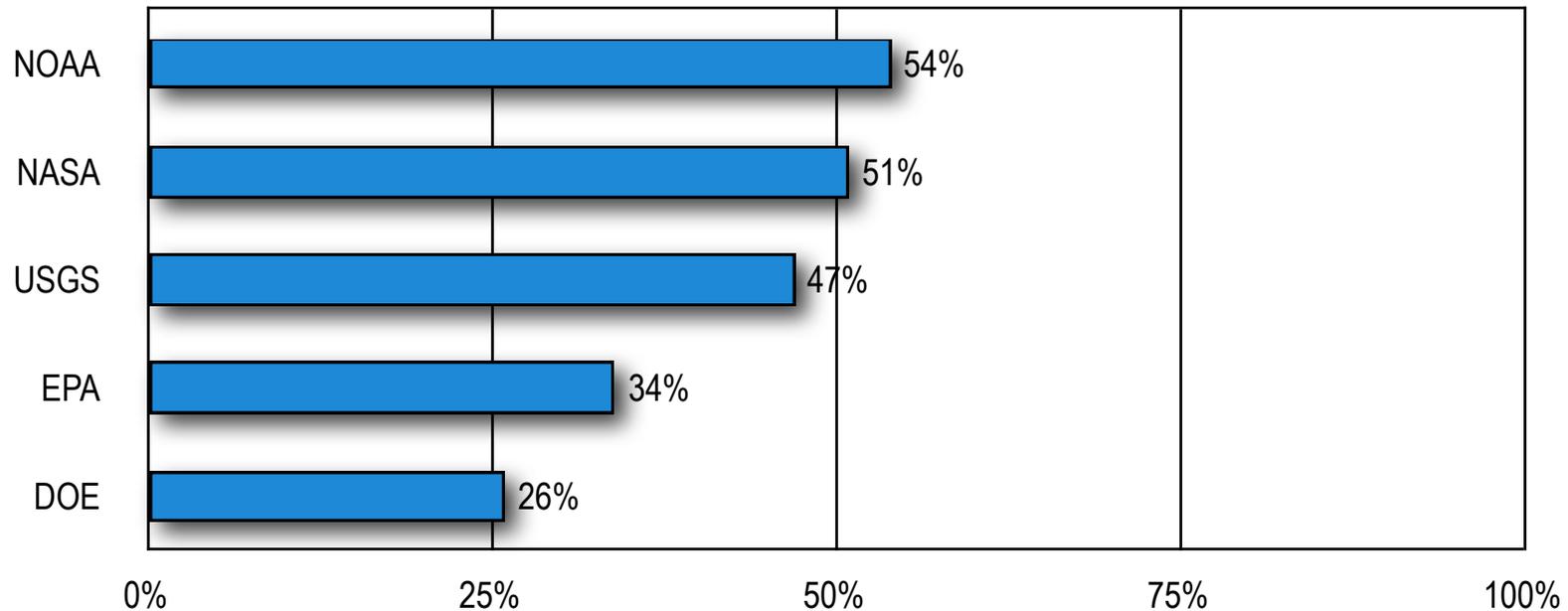
● No



NOAA and NASA are perceived as very reliable

- NOAA's credibility is very high relative to other governmental organizations.
- This highlights a significant opportunity for NOAA – the trust exists to build a powerful brand... once NOAA gets more people to become aware and familiar

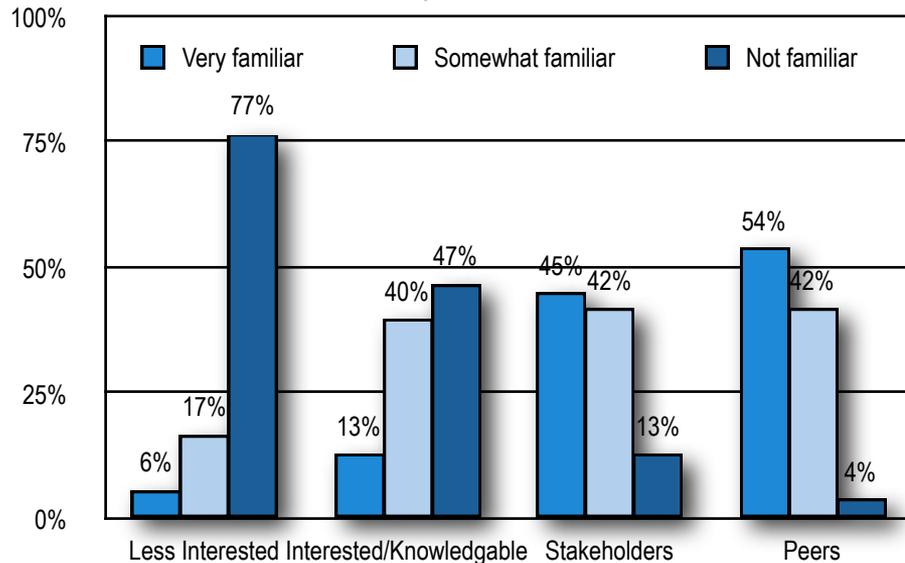
How reliable do you think information about environmental issues would be coming from the following agencies?



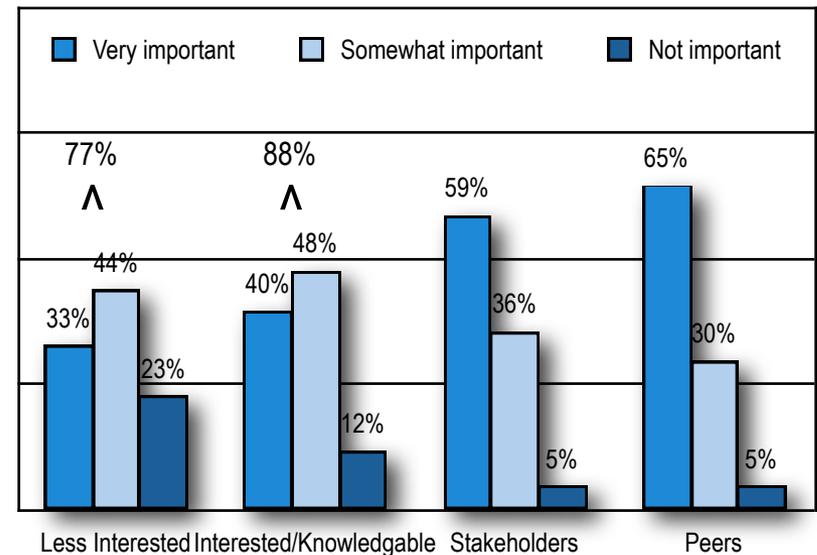
Low familiarity vs. high importance

- Current awareness of and familiarity with NOAA are extremely low.
- However, all target groups find NOAA's work important and relevant to their personal lives – suggesting enormous potential/interest once people become familiar with NOAA

How familiar are you with NOAA, the National Oceanic and Atmospheric Administration?



How important do you feel NOAA's work is to you, personally, in your life?

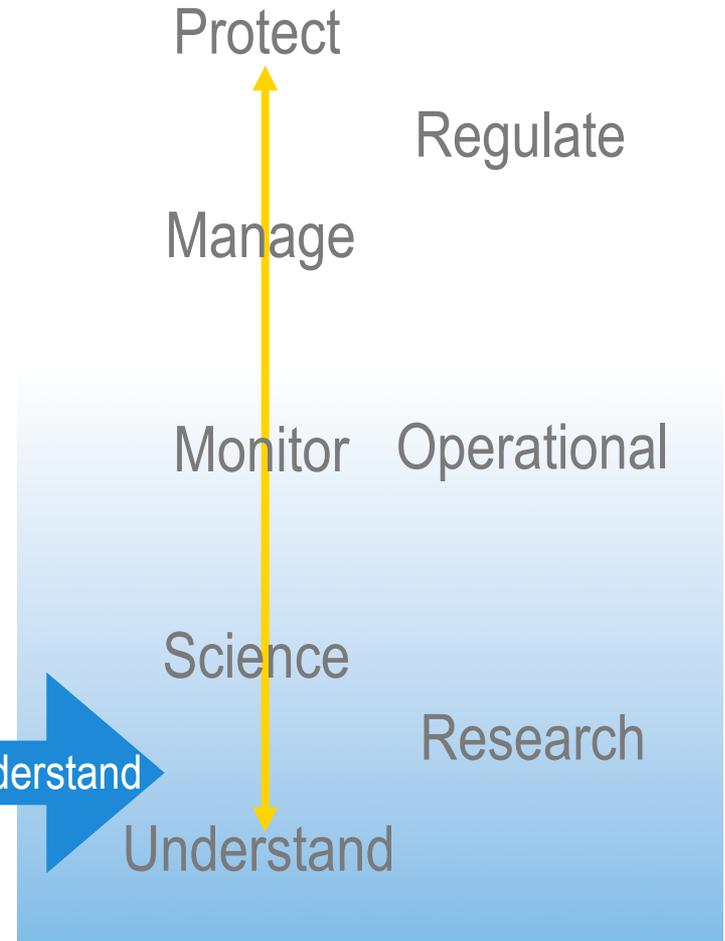


Best description of what NOAA does

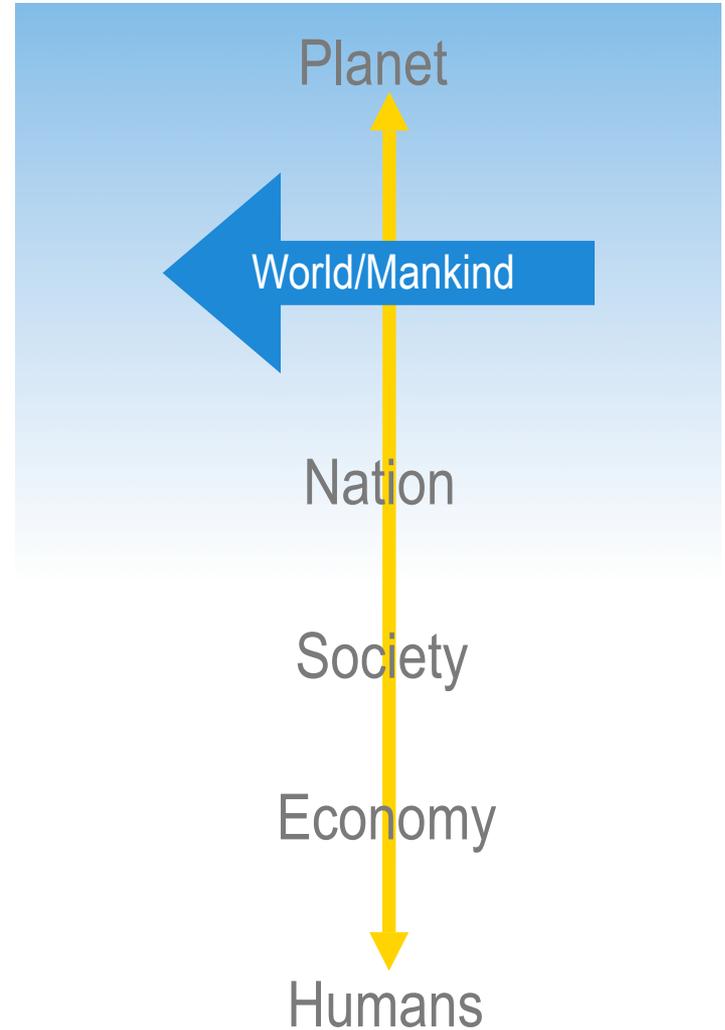
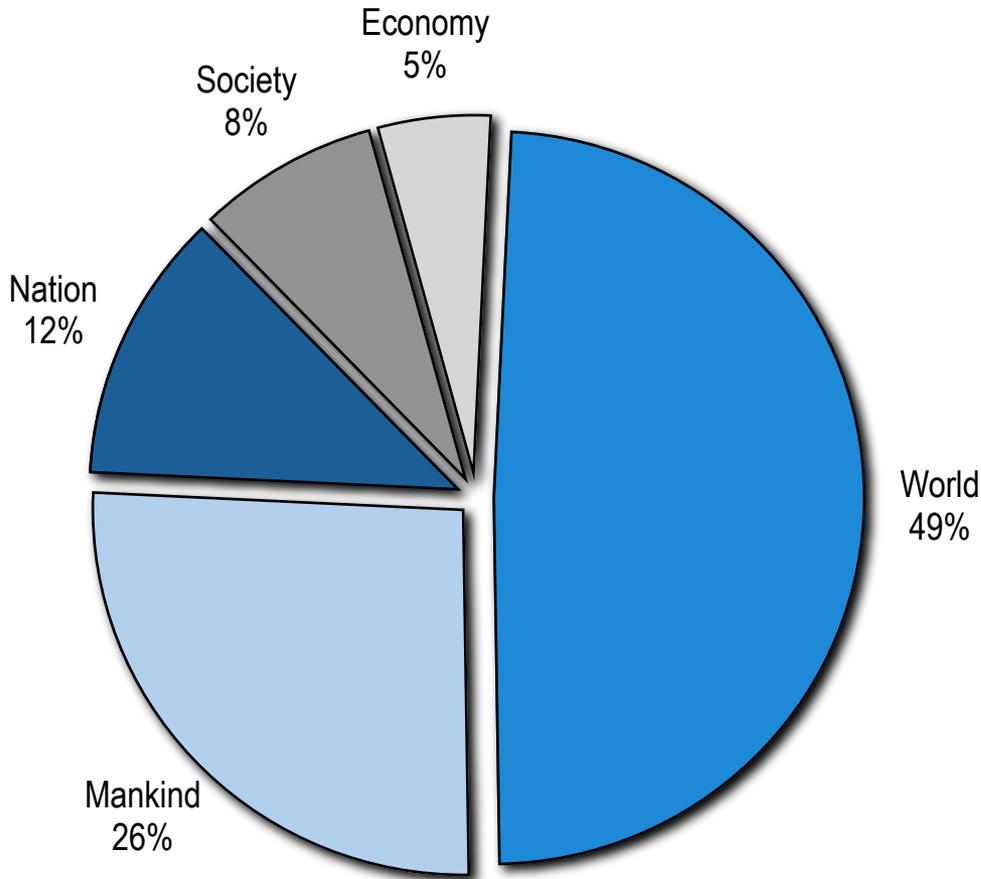
Function

Description	Total
Serve	2%
Manage	2%
Regulate	3%
Advocate	8%
Protect	8%
Study	10%
Monitor	11%
Understanding	19%
Research	37%

Research/Understand



Who benefits from NOAA's work?



For whom



We tested 12 benefits claims from the qualitative research

NOAA 's role is to **understand, teach, and communicate effectively with the public**. Similarly, being an “environmental monitor and teacher” is more important than effecting changes in public policy and personal behavior, right now.

Benefit	Climate	
	Definitely Deliver	Important/ Essential
Communicating with the public on climate/environmental issues	28%	71%
Education on climate and environmental issues	24%	68%
Understanding how global warming and climate change affects quality of life for plants, animals, and humans	28%	66%
Understanding human impact on environment	27%	66%
Conducting research on the environment	32%	62%
Monitoring aspects of the environment	36%	61%
Researching climate change	32%	61%
Researching global warming	28%	60%
Forecasting climate change	31%	59%
Proposing better environmental regulation	21%	58%
How you can change your personal behavior to help the environment	22%	54%

Barriers and opportunities

Barriers	Opportunities
<ul style="list-style-type: none">• Very low awareness and familiarity• Considerable lack of meaningful and distinct NOAA name associations	<ul style="list-style-type: none">• Blank slate; no deeply entrenched negative feelings towards NOAA• Americans are longing for a trusted messenger on environmental topics• Highly competitive NOAA credibility among governmental organizations

Overall Positioning/Communication Needs

- 1) Break Through The Clutter:** With a wealth of information, NOAA needs to have a highly focused, well articulated mission; otherwise it risks becoming simply another stop during a web browse for information.
- 2) Political Neutrality:** It's essential that NOAA stays above any partisan politics; this will be accentuated by an "even keeled" approach that doesn't use fear or scare tactics to make points.
- 3) Establish Relevancy:** It is important for NOAA to be relevant in the minds of Americans; making connections with their day-to-day lives will build this connection.

Positioning

Positioning in communication must address two key questions:

What **is** it?

The link between NOAA and the 'need' that will build awareness.

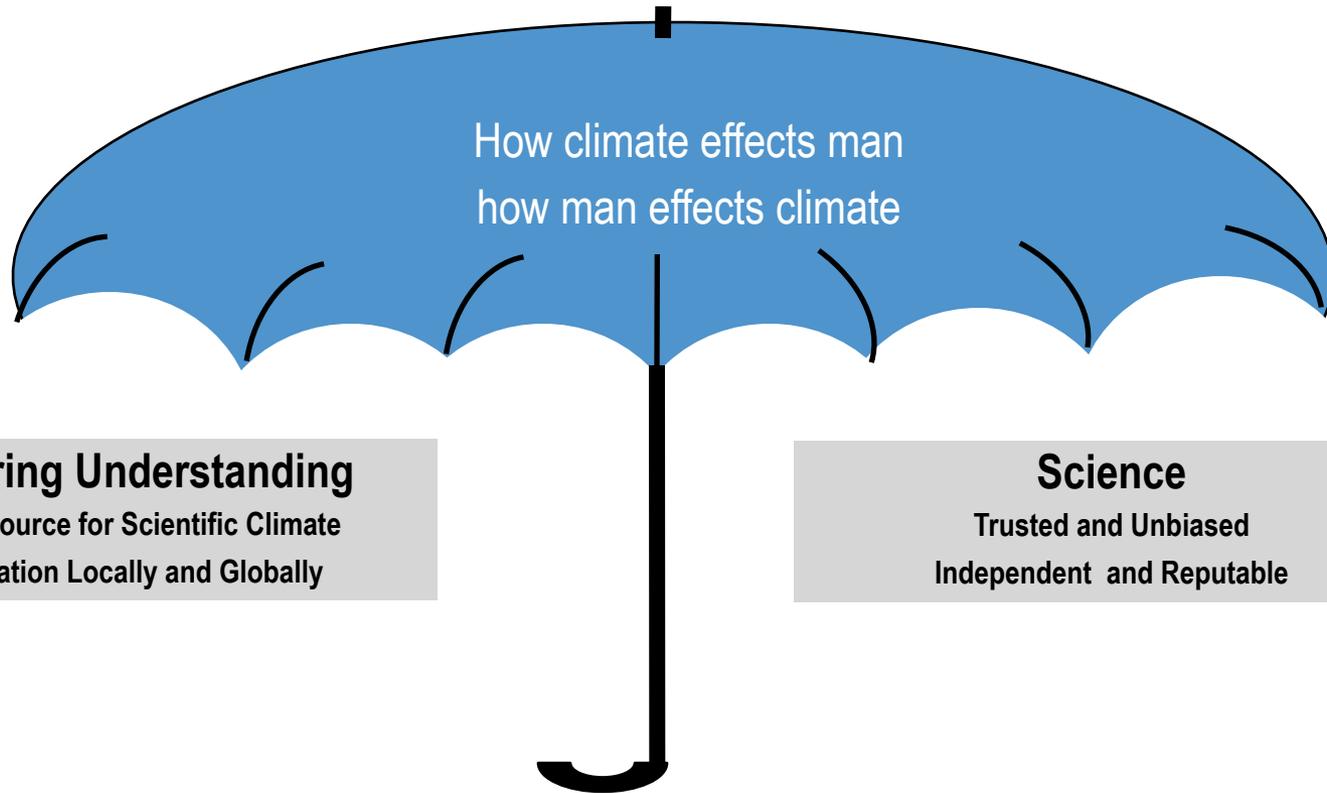
What does it **offer**?

The link between NOAA and the perceived benefit that builds positive attitude.

This leads to an umbrella for NOAA communication that positions the agency as



NOAA educates and communicates:



Fostering Understanding

The Resource for Scientific Climate
Information Locally and Globally

Science

Trusted and Unbiased
Independent and Reputable

Education

An effective, direct teacher on climate related
issues

Keeping an Eye on the Environment

Looks Out for You;
Gives You Peace of Mind

Messaging - evaluating message concepts

Individual message evaluation

Message strength was tested across both quantitative and qualitative measures.

- Quantitative
 - Interest in message
 - Believability of message
 - How well the message explains NOAA
 - Shows leadership
 - Consistency with umbrella positioning
- Qualitative
 - Message consistency with NOAA communications strategy
 - Feelings/emotions elicited
 - Message encouragement of elaboration

Emotion associated with immediate response

- After thinking about what immediately comes to mind upon reading a message, people were asked to describe their feelings or emotion. Emotional responses reflect involvement with a message.
- This arousal may reflect **either** positive or negative emotions. Both types are ‘positive’ in the sense that a message is stimulating involvement (e.g. concern, fear, or even anger that such ‘problems’ exist).

Strongest positive emotion

Through NOAA, people can better **understand** climate change, and leave a stable, healthy **planet** for our **children**. **45%**

NOAA is committed to improving your **quality of life** through a better **understanding** of the effects of climate change. **42%**

NOAA is a world leader in **understanding** the oceans, atmosphere, and climate change - and how they **impact** our health, our economy, and our future. **41%**

Strongest negative emotion

NOAA strives to **build knowledge** and **awareness** of how people’s **actions affect** the climate. **38%**

By **increasing knowledge** about climate change, NOAA seeks to help people **prepare** for a changing environment. **37%**

NOAA’s mission is to **help** people **realize** the effect of climate change on their local environment. **35%**



Understanding what resonates

- Americans are NOT looking for another resource claiming to be the definitive “true” answer on all environmental issues; nor are they looking for a grandiose mission. Instead, they seek to **understand what’s happening, how it impacts their lives, and what they can do about it.**

Top Messages

NOAA is a world leader in **understanding** the oceans, atmosphere, and climate change - and how they **impact** our health, our economy, and our future. **85%**

Through NOAA, people can better **understand** climate change, and leave a stable, healthy **planet** for our **children**. **83%**

NOAA strives to **build knowledge** and **awareness** of how people’s **actions affect** the climate. **80%**

Bottom Messages

NOAA is the **definitive source** for answers about the causes and effects of climate change. **65%**

NOAA **answers uncertainties** about climate change and its effect on the environment. **69%**

NOAA seeks to **save lives** by fostering greater understanding of the effects of climate change. **70%**

Implications

Overall, those messages which outscored the others on all measures lead to the following recommendations:

1. Do not over-claim in communications, or use overly strong words.
2. Include a 'benefit' in the message.
3. Present in an a → b form where what NOAA is doing clearly leads to a positive outcome.
4. Where possible include a group personal reference. While it is well known that the inclusion of personal pronouns enhance communication, here we find a positive link with group reference such as 'people' and 'our.'
5. Messages should be related to 'understanding' and 'knowledge.'

Addressing negative emotions

Directly speaking to the public's fear and anxiety regarding climate and environmental issues can quickly create an emotional bond with NOAA.

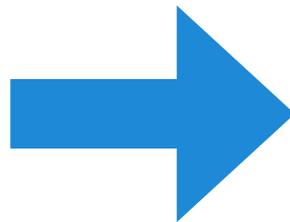
Negative Emotional Reaction

“Disastrous”

“Threatening”

“Escalating”

“Bad”



NOAA

Calm, unbiased appraisal of events

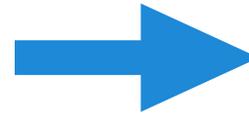
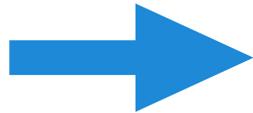
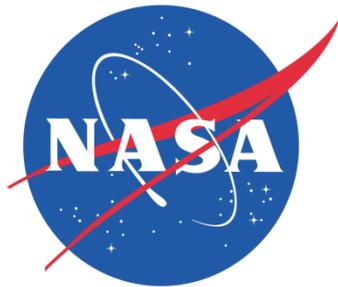
Accurate assessment of current and future problems

A focus on both positive and negative developments

An ability to cut through environmental fear-mongering

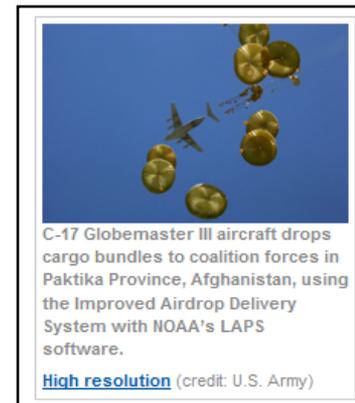
Building imagery and publicizing success

- Strong imagery is crucial in establishing NOAA's brand and NOAA should look to examples such as NASA. The success of the space program has created durable, compelling psychological associations with the organization:



Emotional Reaction:
Pride, Patriotism,
Superior Technology

- NOAA too needs to actively publicize its successes to build lasting brand associations and strong visual imagery
 - Identify activities that are most likely to resonate with the public and generate media-ready pictures



Communications Strategy: One voice

- Awareness levels reveal NOAA is often not getting credit for the work of its organization. A focused image will improve NOAA's relevance, particularly as awareness and familiarity increase.
- To the extent that it is possible, NOAA needs to keep messaging consistent across all line offices. In addition to helping NOAA receive credit for work it is already doing, this reinforces NOAA's identity and position as a leader.



In conclusion ...

- NOAA's mandate and goals are simple – the organization strives to **inform and educate**. Other goals are secondary to these two crucial building blocks.
- Secondly, NOAA seeks to remain **positive** and create **hope** regarding environmental issues by providing sound, scientific information on climate issues.
- A **leading resource** on climate issues and how they affect our lives, NOAA's mission is to build awareness and knowledge among Americans. It's communications are based in sound **science** and are therefore **unbiased**. While a government agency, NOAA remains **outside of politics**.
- NOAA is a **thought leader** rather than the only authority. **Collaboration** is therefore a crucial part of NOAA's identity as a **trustworthy** leader.

Thank you

