

Red Cell
Bòrd-na-Gàidhlig Research

Board Presentation of Key Findings
21st August 2007

red cell
advertising • design



Presentation Content

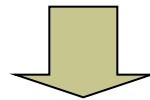
- Background
- Research Objectives
- Methodology and Sample
- Main Findings
 - Target audience: Perceptions, Barriers & Motivations
 - Reactions to Promoting Gaelic through Website
 - Content of mygaelic.com
 - Advertising Campaign
- Conclusions and Recommendations



Background

- Scottish Executive aims to increase number of Gaelic speakers to 100,000 by 2041
- To do this, current perceptions of Gaelic language and culture need to be changed
- Bòrd-na-Gàidhlig commissioned Red Cell to develop a communications strategy to help address this

Aim: engage target audience, encourage participation & increase no. of Gaelic speakers



Brand Identity

Online Portal

Advertising Campaign

Red Cell commissioned research to confirm understanding of the target market and inform development of portal



Research Objectives

- Understand the target market's current perceptions of the Gaelic language and culture (views of Gaelic and non-Gaelic speakers)
- Gather feedback on the “My Gaelic” brand and the advertising campaign that has been developed for the website
- Understand what the target audience would like to see in MyGaelic.com
- Gather ideas from similar web portals that the target audience visit frequently (including community-based sites)
- Establish a benchmark level of interest in Scottish culture and attitudes towards learning Gaelic and track this over time
- Monitor awareness levels of MyGaelic.com at key stages throughout the life of the campaign (To be completed after launch)

Overall aim: To inform and guide the communications strategy



Methodology

- 14 **focus groups** with the public
- Groups split according to:
 - Age (16-19 [x 4], 20-35 [x 4], 36-55 [x 4], 55+ [x 2])
 - speakers / non-speakers in each location
- Seven locations
 - **Edinburgh, Glasgow, Inverness, Oban, Lewis, Skye, Islay**
- All regular web users
- Vast majority were not ‘rejectors’ of Gaelic culture – to enable productive debate
- Homework task



**Wide range of backgrounds and socio-economic groups:
Good robust sample**



Methodology (cont'd.)



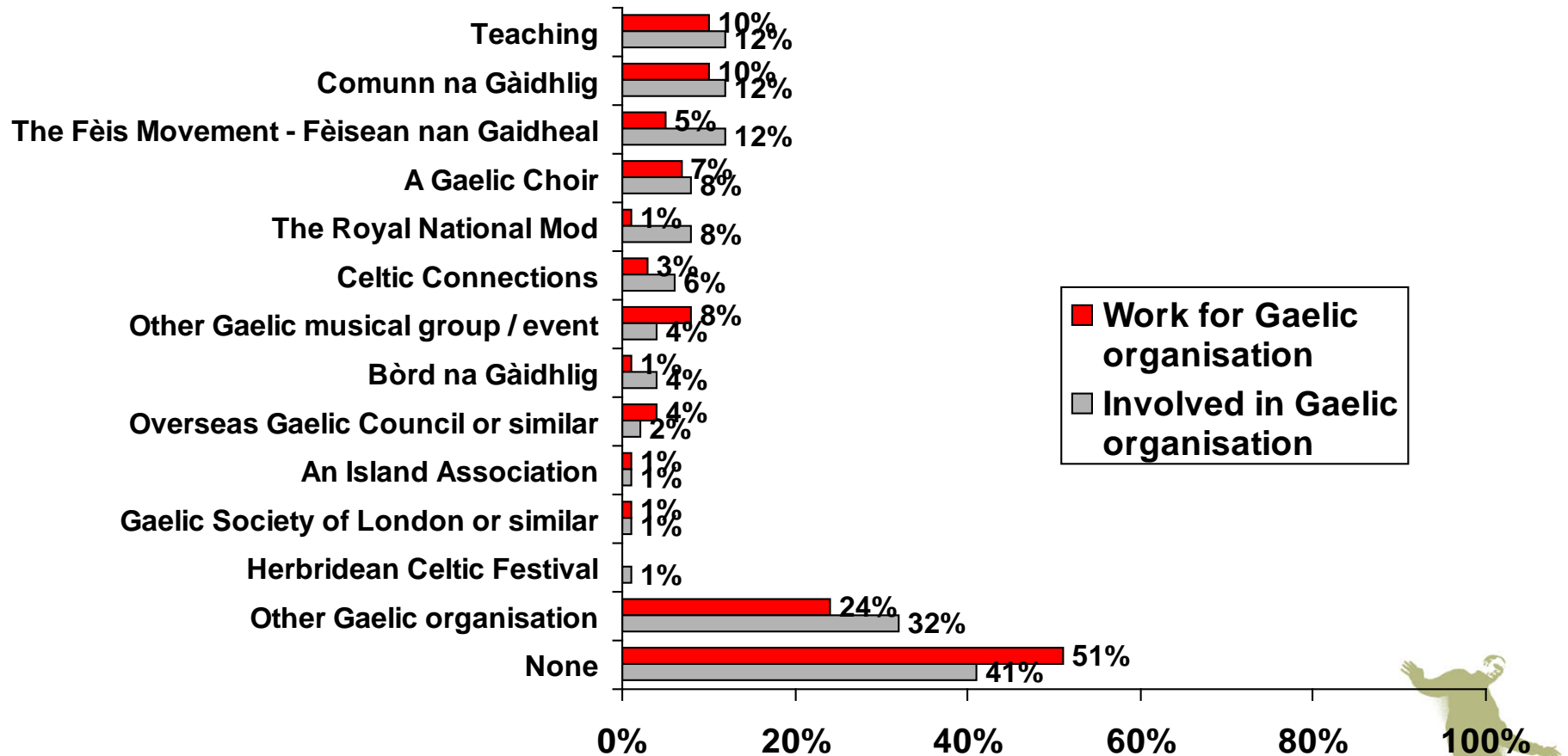
- **In-depth stakeholder interviews**
completed with four others
- All involved in Gaelic arts and culture
- All in areas groups not held:
 - Sutherland
 - Caithness
 - Uists
- **Online stakeholder survey**
- Stakeholders = those actively involved in Gaelic language and culture, speakers and non-speakers
- Snowballing technique used – sent 30 initial email survey invitations
- 101 completed
- **Omnibus study**
- Benchmarking and awareness study
- 1000 members of the public across Scotland
- Representative sample
- To be completed following campaign launch



Engagement with Gaelic Organisations

Stakeholders

Q5 / Q6: Do you work in / are you involved with any Gaelic organisation?



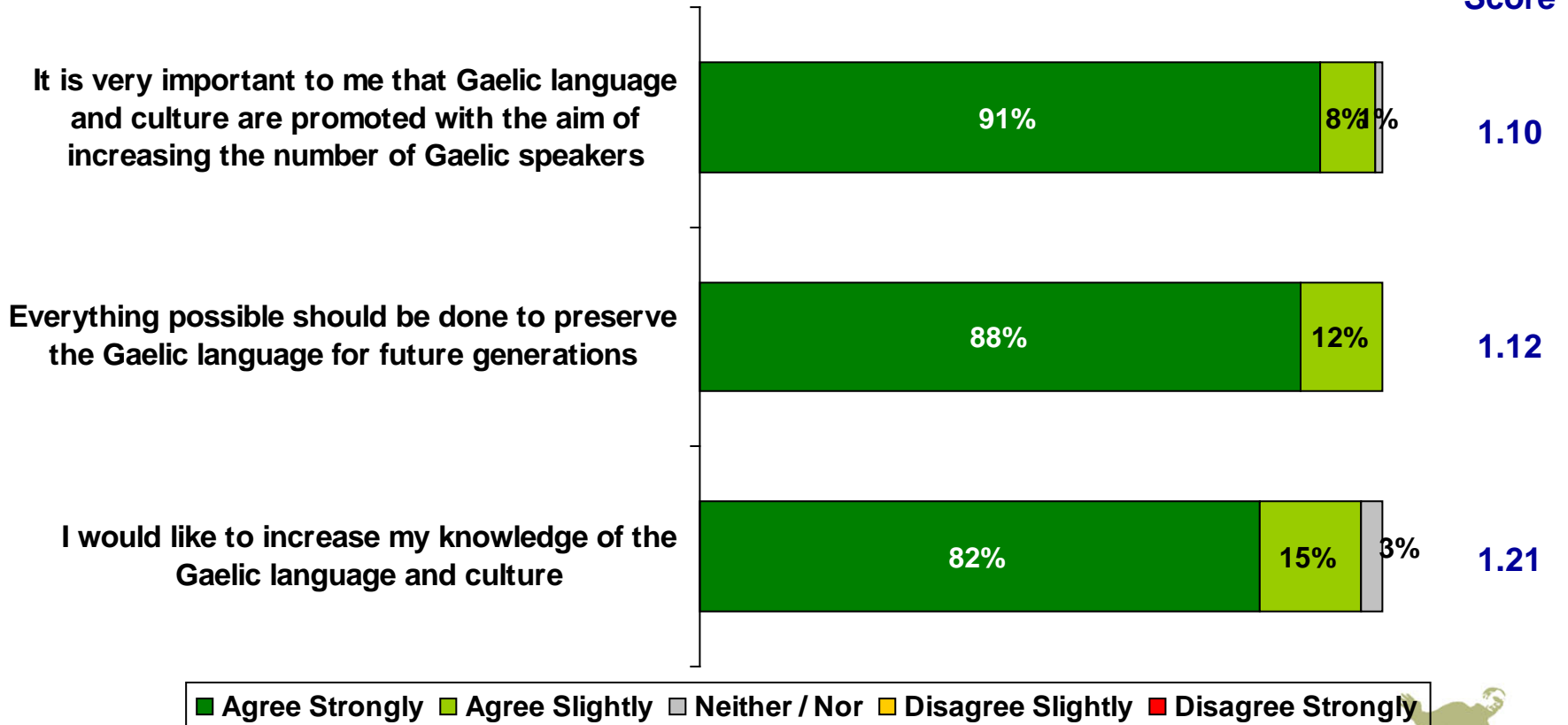
Stakeholders involved with wide spread of Gaelic organisations



Promoting Gaelic Language and Culture Stakeholders

Q3. To what extent do you agree or disagree with the following statements?

Mean Score



As expected, stakeholders strongly in favour of promoting Gaelic.
 Caution: small sample only representative of who we emailed and who was interested enough to respond.



Main Research Findings



The Target Audience



Not engaged

Engagement with Gaelic language & culture

Fully engaged

1 **No interest**

- No interest in language or culture
- See it as irrelevant to their lives
- More likely to be from non-Gaelic areas
- Could be in any age group

3

Little interest

- Limited interest in culture
- Language irrelevant to them personally
- But they do **not** want to see it disappear
- Usually from non-Gaelic areas

5

Gaelic culture enthusiasts

- Little exposure to language
- But enthusiastic about music or travel
- Have not considered learning Gaelic
- Usually from non-Gaelic areas
- Would consider learning basic phrases

7

Current learners

- Younger: have an academic interest & often a family/island connection
- Older: may have just moved to the islands
- Some motivated by Mod / music
- Tend to live in Gaelic-speaking areas

8

Fluent speakers

- Use English most of time
- Speak in Gaelic regularly at work or with family
- In Gaelic areas or work in Gaelic org. elsewhere
- Active in promoting Gaelic

2

Conscious rejecters

- Studied Gaelic at school
- Have made conscious choice not to pursue it
- Negative perception of the language

4

Pseudo-non-speakers

- Can understand Gaelic & speak some, but respond in English
- Define themselves as non-speakers
- Embarrassment?
- Tend to be younger and from Gaelic-speaking areas
- May have studied Gaelic

6

Lapsed speakers

- Not confident in ability to speak well; less fluent
- Often moved away from Gaelic speaking areas
- Gaelic is rarely spoken, but sometimes with family
- Feel connected to people from Gaelic-speaking areas

9

Gaelic Thinkers

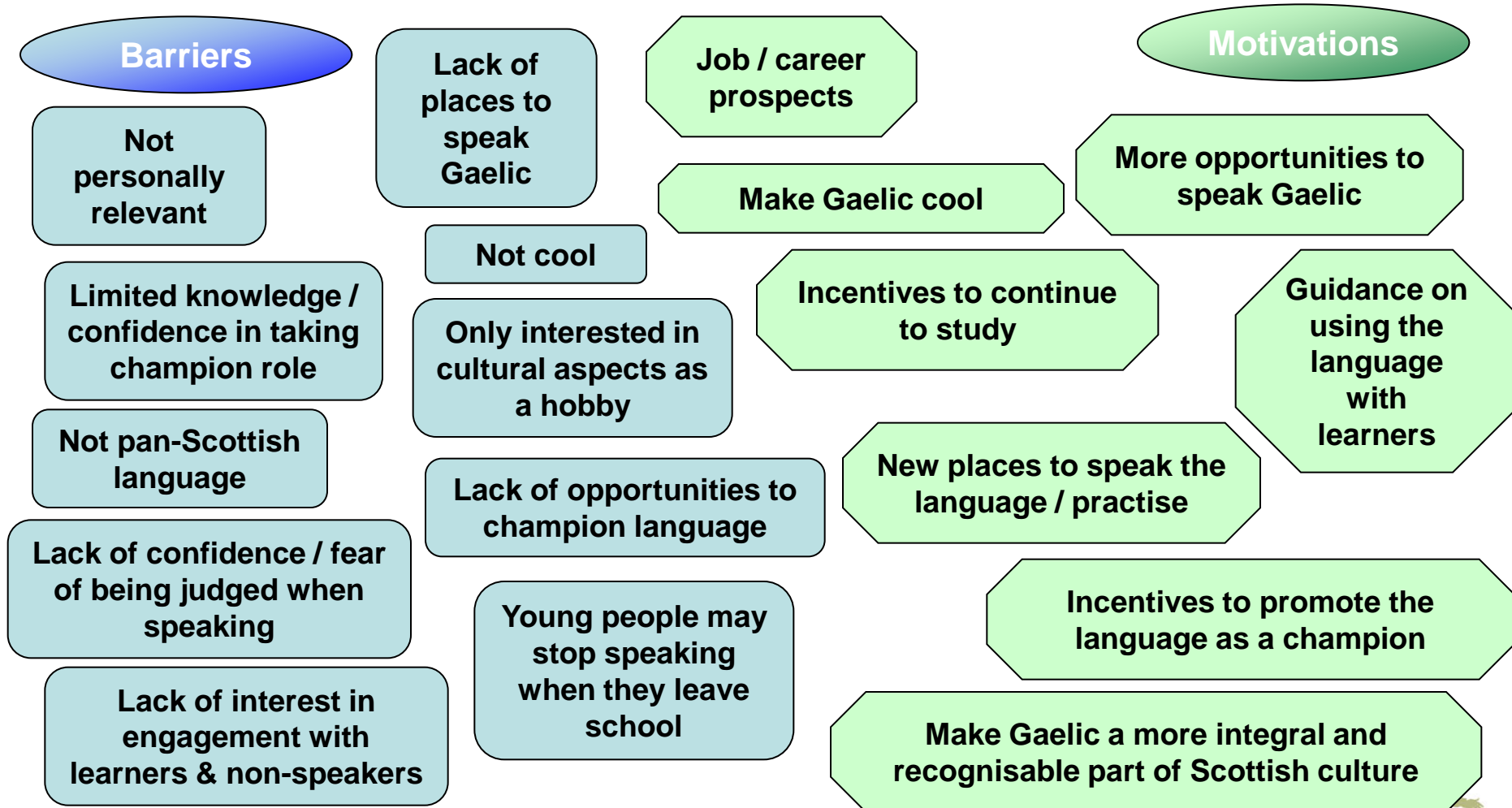
- Speak every day, think in Gaelic – but not in front of non-speakers
- In Gaelic areas or work for Gaelic org.
- Tend to be older
- Traditional views

Perceptions of Gaelic

- Wide range of positive and negative views found right across the country
- No demographic or geographic trends
- No clear differences in views between speakers and non-speakers
- Many variables at play:
 - Age
 - Geography
 - Speaking/reading/writing ability
 - Family connections
 - Interest in Gaelic culture
 - Attendance at GME
 - Familiarity with Gaelic speaking areas
 - Acquaintance with Gaelic speakers



Overview of Key Barriers and Motivations



Complex set of barriers and motivations across each typology...

Summary of Barriers & Motivations

Not engaged

Engagement with Gaelic language & culture

Fully engaged



1 No interest

- Geographical: Not pan-Scottish
- Personally irrelevant
- Very few motivating factors

3 Little interest

- Geographical: Not pan-Scottish
- Personally irrelevant
- Cultural hooks?

5 Gaelic culture enthusiasts

- Only interested in some culture
- Learning language is a huge commitment
- Strengthen link between language & culture
- More information on bite-size learning

7 Current learners

- May need encouragement when they leave education
- Some problems with access to courses
- More opportunities to speak
- Incentives?
- Career prospects

8 Fluent speakers

- Some are not currently 'champions' of the language
- Support / encouragement to use language with learners

2 Conscious rejecters

- Did not enjoy it then, why would they now?
- Not cool
- Sense of relevance of Gaelic
- More opportunities to speak
- Make Gaelic 'cool'

4 Pseudo-non-speakers

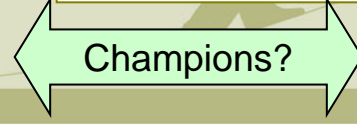
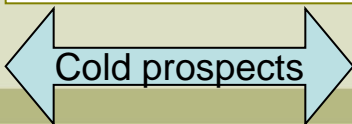
- Cool factor
- Lack of confidence/fear of being judged
- New opportunities to use socially
- Make Gaelic cool

6 Lapsed speakers

- Lack of confidence / fear of being judged
- Lack of opportunities to speak
- Lack of time/courses
- More courses at right level
- More opportunities to speak

9 Gaelic Thinkers

- Most are not currently 'champions' of the language
- Lack of interest in engaging with learners
- Support / encouragement to use language with learners



Reactions to Concept of Promoting Gaelic via Website



Finding out About Gaelic

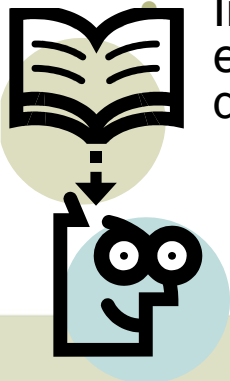
Homework exercise assigned...

- Generally perceived to be easy to find out general information about Gaelic
 - Stakeholders – 17% strongly agree / 50% agree that it's easy to find out information on Gaelic
- Internet main source of information
- Google searching
 - For non-speakers Google searching yielded many results (too many?)
- BBC website known to have Gaelic section
- Gaelic speakers aware of specific sites e.g. cnag.co.uk



Interestingly, Gaelic learners and speakers (who are currently engaged and look for info) more likely to feel that it could be difficult to find something specific

- Can be difficult to find tuition in Gaelic-speaking areas
- Many websites all offering similar things – currently a lack of cohesion
- Highlighted that potentially some Gaelic orgs don't currently promote themselves very well and could do with some help



Attitudes Towards Promoting Gaelic via Website

- Mainly positive – ‘nothing to lose’ attitude
 - *“Anything that helps to further Gaelic is alright by me”*
 - *“It’s going to be a lost cause if we don’t do it – we need to do something”*
- Positive way of connecting people – modern concept
 - *“The Internet is how most people find out about things nowadays”*
- Opportunity to challenge current perceptions of Gaelic
 - *“It’s got to reflect modern culture and dispel the stereotypes”*
- Positive reaction echoed by stakeholder survey
 - 93% agree that website an excellent approach to promoting Gaelic

Main concern – particularly in non-speaking groups on mainland – how to attract them to the site in the first place

“There’s nothing to get me there to start off with – there’s no hook”

Will be difficult to appeal to all – difficult to appeal to younger groups without alienating older

Some (across typologies and including speakers) query how important web strategy should be in overall strategic vision:

“it’s a good idea but nowhere near enough”

Content of mygaelic.com



Content of mygaelic.com

- Respondents shown stimulus with suggested content for website
- Total of 10 boards on variety of areas
- Order rotated throughout the groups
- Grouped into 3 main areas during analysis:
 - Functional aspects
 - Inbox Functions / Online networking
 - Other Online Functions (tailoring)
 - Noticeboards / forums
 - Language aspects
 - Phrase of the Week
 - Translations / Online Phrasebook
 - Learn Gaelic via E-Learning
 - Interactive
 - Cultural aspects
 - What's On
 - Holidays / Travel / Outdoor Pursuits
 - Information on Gaelic Language / Culture and Gaelic Organisations



Summary of Appeal to Typologies

Aspects of website	Warmest Typology								
	1	2	3	4	5	6	7	8	9
<i>Functional Aspects</i>									
Inbox Functions / Online networking		✓		✓				(✓)	
Online Functions (e.g.Preferences)			✓	✓	✓	✓	✓	✓	
Noticeboards / forums						(✓)	✓	✓	
<i>Language Aspects</i>									
Translations / Phrase Book			✓	✓	✓	✓	✓	(✓)	
E-learning						(✓)	✓	✓	
Phrase of the Week			✓		✓	✓	✓		
Interactive (Games etc)						✓	✓	✓	
<i>Cultural Aspects</i>									
What's On		✓	✓	✓	✓	✓	✓	✓	✓
Holidays / Travel / Outdoor Pursuits			✓		✓				
Info on Gaelic Organisations					✓	(✓)	✓	✓	

Potential Additions

Activities

- Kids' activities – something for young children who might be learning Gaelic at school (especially in Gaelic-speaking regions)
 - Very simple – numbers, colours, simple puzzles
 - Alongside support for parents
- Information on sports & activities for young people

Speaking Gaelic

- Regional dialects: explanations of differences in vocabulary and pronunciation
- Information / links to info on how the strategy is progressing – currently missing from Scottish Executive website
 - Who's involved and what's their role in promoting Gaelic?
 - Give Gaelic speakers guidance on being advocates / champions
- Space where Gaelic speakers could have input of their own e.g. Gaelic bands could submit music / demos, uploading to "What's On " section

Business-Related

- Perhaps include networking for Gaelic businesses and some support for Gaelic-speaking businesses in promoting themselves
- Possibly a job section with Gaelic-related opportunities?



Website: Overall Thoughts

- Very positive reactions
- Overall felt to be “something for everyone”, fairly broad audience
 - Though some groups struggled to see relevance for them personally – tailoring can overcome much of this
- Generally felt to be good, exceeded spontaneous expectations
 - “Sounds more than I would have expected”
- Those in Gaelic-speaking areas saw opportunity for practising Gaelic
 - “It could be really useful to link people to a situation where they can use Gaelic”

But key concern is the “hook” for those not currently engaged in the language:

Wider issue than design of the site



Views on the Name – www.mygaelic.com

Reactions to the name were generally very positive from the groups, the in-depth interviews and the stakeholder survey (78%)...

Sounds personal

I suppose it would
have a wide
appeal

I like that it
sounds like
MySpace

Site address in Gaelic and English?



The Advertising Campaign



Examples of Creative Concepts Shown

“Dùisg! Dùisg!”



DISCOVER THE GAELIC IN YOU

www.mygaelic.com

“Dè an sgeulachd a tha ann am Baile Mhoire?”



DISCOVER THE GAELIC IN YOU

www.mygaelic.com



“O mo chreach!”

DISCOVER THE GAELIC IN YOU

www.mygaelic.com

“O Fhlùr na h-Alba...”



DISCOVER THE GAELIC IN YOU

www.mygaelic.com

“Air a chrathadh, chan ann air a chur mun cuairt”



DISCOVER THE GAELIC IN YOU

www.mygaelic.com

Q: “Why did the chicken cross the road?”

A: “Carson a tha thu a’ faighneachd dhòmhsa, nach fhaighnich thu don chearc?”

DISCOVER THE GAELIC IN YOU



www.mygaelic.com



“aon” “dhà” “tri” “ceithir” “còig” “sia” “seachd”



DISCOVER THE GAELIC IN YOU

www.mygaelic.com



“Ith mo bhriogais ghoirid”

DISCOVER THE GAELIC IN YOU

www.mygaelic.com




“A bheil dragh orm?”

DISCOVER THE GAELIC IN YOU

www.mygaelic.com

Celtic CONNECTIONS

Wednesday 16TH JANUARY
– Sunday 3RD FEBRUARY 2008



DISCOVER THE GAELIC IN YOU

www.mygaelic.com

Overall Spontaneous Reactions

Overall the campaign was received very positively by the majority of respondents:

Fun



Openly laughing at some concepts

Intriguing



Curious about what they had to say

Contemporary



Easily seen to be bringing Gaelic into modern context

Clear communication
But attitudes did vary – between executions and across sub-groups



Development Issues (1)

- Campaign almost universally appealing
- Communication was clear
- Brand values for Gaelic would move – young, modern, fun
- But, four important issues to be considered when choosing executions, rotation and final presentation:
 1. **Call to Action**
 2. **Inaccessibility of some lines**
 3. **Contemporary vs. Traditional**
 4. **Scottish vs. Non-Scottish icons**



Developmental Issues (2)

1. Call to action

- The connection should be obvious between ‘discover’ line and ‘address’
- This is needed to show that the discovery happens at the website

2. Inaccessibility of some of the lines

- Some lines inaccessible because they are:
 - Too long – Bond, Balamory, Chicken
 - Not obviously understood – Chicken, Oor Wullie
 - Difficult to pronounce – many of them
- This at worst will re-emphasise concern about the difficulty of the language for our entry level typologies (especially little interests and culture enthusiasts)



Developmental Issues (3)

3. Contemporary versus traditional

- Many images benefited massively from being obviously “now”
 - Irn Bru, Catherine Tate, Bart
- Others were more traditional – Bond, Oor Wullie, Ally McCoist, “the comedian”
- While, within reason there was scope to cover both...
- Clearly there are two issues to consider
 - “Now” doesn’t stay “now” for very long
 - Irn Bru are already beyond ‘Wakey, Wakey’
 - Icons do not always have universal appeal...
 - Irn Bru – younger (under 30 years)
 - Bart – younger (under 40s)
 - Bond – slightly older (30+ years)
 - Oor Wullie – older (35+ years)
 - Catherine Tate – fairly universal (under 60s)

A clear definition of the target audience and/or niche selection of executions is needed

The campaign must work hard to stay fresh

Developmental Issues (4)

4. Scottish versus non-Scottish icons

- There was a clear shift in attitudes witnessed within the groups

Gaelic Speakers and Gaelic Communities

- Any contemporary image will do
- Main objective is to bring Gaelic into the 21st Century - global

Gaelic non-Speakers outwith Gaelic communities

- They need Scottish connection – so Scottish icons
- Main motivation is to bring Gaelic into the mainstream of Scottish Culture – it is “our” language

Some tailoring of media schedule – especially in the launch phase – may be needed



Progressive's Recommendations for the Campaign...

Assumptions - target market and goal

- Little interest, Pseudo non-speakers, Culture enthusiasts, Lapsed speakers, Current learners
 - Under 40 years old
- Objectives: Raise profile of Gaelic, change brand values, get audience to visit website

Go for 4 Executions

- Oor Wullie, Irn Bru and Catherine Tate → Non-Gaelic speaking areas
 - Bart, Irn Bru and Catherine Tate → Gaelic speaking areas

Development

- Strengthen the connection to the website in art direction
 - Keep fresh – update regularly
- Back-ups: Bond (ideally shorter line), Flower of Scotland (Rugby season programmes)
- Monitor call to action's ability to get good connection – if weak then look at other options

Further Roll Out of the Campaign

- The level of obvious engagement between the target market and the campaign idea leads to many ideas for roll out:

**PR / Other campaigns – getting lots of icons / stars to say their catchphrases in Gaelic (ideal for radio)
Even sponsor sports or weather**

Merchandise – T-shirts, key-rings, stickers, mouse mats, screen savers, mobile phone ringtones



What About the Other Typologies?

- Short term effect of campaign on ‘Speakers’ and ‘Thinkers’
 - They are a secondary audience – as such were less likely to see the relevance of the campaign
 - Only ‘Thinkers’ rejected the campaign...
 - Icons not relevant
 - Felt Gaelic should be taught in schools and at home
 - That said, these typologies could and should be targeted by DM and PR to ensure they are becoming positive advocates of learning Gaelic and of the campaign. They will need guidance to understand how to do this.
- Longer term effect of the campaign on the ‘rejecters’
 - ‘No interest’ and ‘Conscious rejecters’, despite not being warm to the language, did like the campaign
 - They may move into warmer typologies as Gaelic becomes more contemporary and widely used.



Conclusions



So...

- We now have a good understanding of how your target audience is broken down
 - 2 cold targets; 5 core targets; 2 secondary targets
 - Caution – while we know these audiences exist we do not know how big each is
- Reactions to the website were broadly very positive (except 1- Little Interest and 9 – Gaelic Thinkers)
- Campaign has great potential to get our core targets to the website.....



Big Challenges

1. Develop a website that can obviously seem accessible to a wide target audience (typologies 3 to 7)
 - Designed in a way that is relevant to each audience
 - Content must be tailored to each audience
2. Campaign must build and maintain momentum
 - Stay contemporary
 - Target audience must be able to see it
3. Give learners an opportunity to speak Gaelic
 - Engaging with secondary audiences and build advocacy amongst them
 - Develop infrastructure of fun speaking opportunities for all levels





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