



NSPCC x BOXCLEVER

MOVING FROM AUDIENCE SEGMENTATION TO A LASER FOCUSED AUDIENCE STRATEGY

MAY 2023

NSPCC

boxclever
— SMART, EXPERIENCED THINKING —

SEGMENTATIO

HANDS UP ...

N

?

WHO HAS A
SEGMENTATION,
OR HAS WORKED
ON ONE?

?

DOES IT
GET USED
IN YOUR
ORGANISATI
ON?

?

WHEN YOU
'LAUNCHED'
IT, WAS THAT
IT? JOB
DONE?

A person wearing a dark blue dress is watering tomato plants in a garden. The person's hands are visible, holding a green watering can. The background shows a wooden fence and more plants. The text "SEGMENTATIONS ARE LIKE PLANTS LIVING" is overlaid on the image, with "LIVING" in green and "ARE LIKE" in white.

SEGMENTATIONS ARE LIKE
PLANTS LIVING

BOXCLEVER

**HANNAH
CHEVRIER**



NSPCC

**RACHEL
CONGDON**





RISKS OF NOT LOOKING AFTER YOUR PLANT

We love segmentations; however, there's a risk that they:



Fail to
land in a
business



Don't drive
action or
sub-optimal
action



Don't get
buy-in from
stakeholder
s





THE UK'S LEADING CHILDREN'S CHARITY

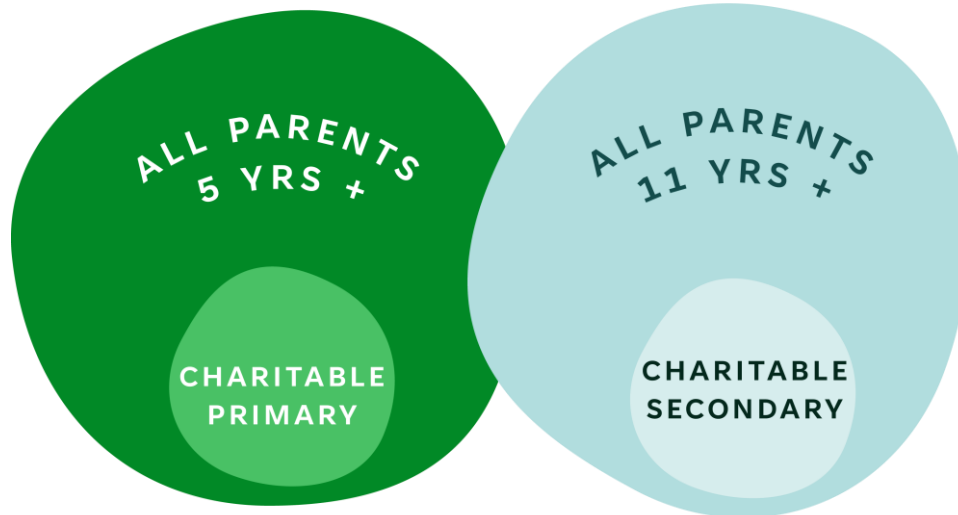
WE'VE BEEN LOOKING OUT
FOR CHILDREN FOR OVER
140 YEARS

NSPCC



THE SITUATION

In 2022 we were using a hybrid version of several pieces of audience work to help target people who may engage with the NSPCC across fundraising, behaviour change campaigns and support services.



Profession/Volunteer in a role related to our cause





THE SITUATION



A decline in trust
and regular giving

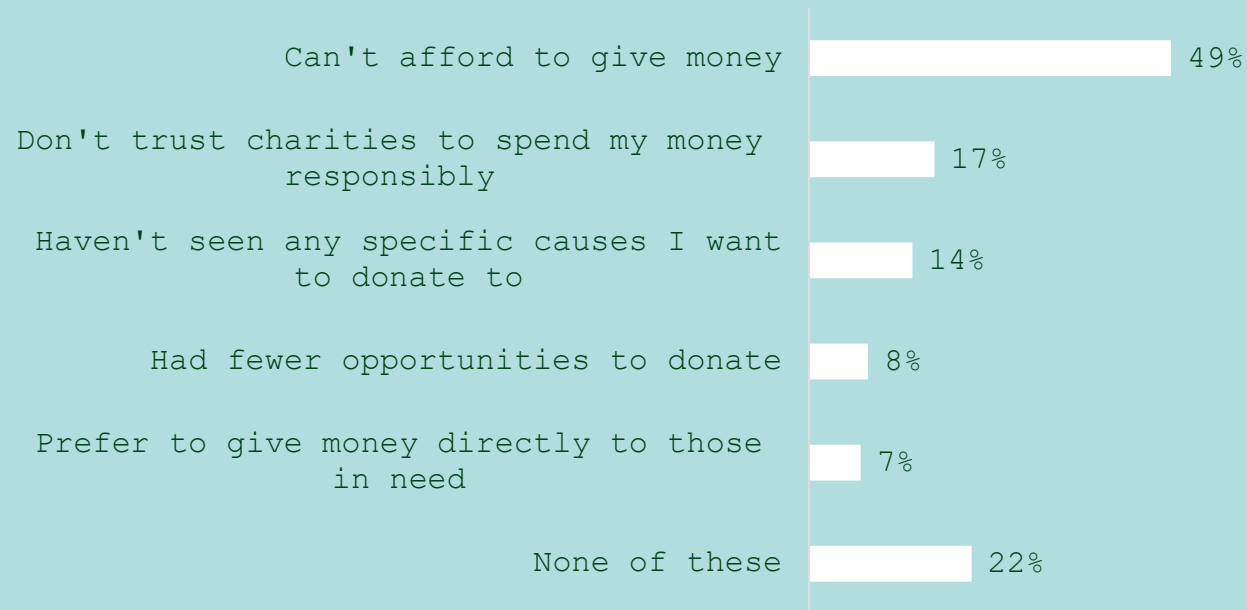


Cost of living



Attitudes and
behaviour

Reasons for not donating to charity in last 6 months (2023)



Base: 634 internet users aged 16+ who have not donated money to charity in the last six months

Source: Kantar Profiles/Mintel, August 2023

INTERNAL DYNAMICS

PREVIOUS
SEGMENTATION
NOT EMBEDDED

HIGH DEGREE
OF
SCEPTICISM
RESISTANCE

NEEDED TO
WORK WITH
OTHER TOOLS
& INTERNAL
DATA



CHALLENGING STAKEHOLDERS TO DETERMINE THE MAIN OBJECTIVE



MONEY 



TIME



INFLUENCE



BOXCLEVER'S SEGMENTATION PHILOSOPHY

DIFFERENTIATING



SIZEABLE



TARGETABLE



INTUITIVE



A RIGHT TO
WIN





SOWING THE SEEDS: OUR STAKEHOLDER JOURNEY

Individual
stakeholder
interviews



Stakeholder
kick off
workshop



Regular
check-ins
for survey
development



Initial
segment
immersion /
stress test



Opportunity
workshopping



Ongoing
immersion and
understanding



ROCKY SOIL: CHAMPIONS & BLOCKERS



Champions can
help push things
forward



Blockers need to be
understood, and
sticking points
identified





GREEN

THEY DON'T ALWAYS NEED A
BIG REVEAL

SHOOT'S



PRUNING: IDENTIFYING TARGET SEGMENTS AND PRIORITIES



Immerse senior stakeholders in the segments



Interactive activities



A mix of tasks to engage different personalities



Group consensus on target segments



Short and long-term actions





OUR SEGMENTS



PERSONAL
ADVOCATES



PASSIONATE
PROVIDERS



EXCHANGE
SEEKERS



BETTER
TOMORROW
BUILDERS

EVOLVING THE SEGMENTATION

There are some very specific demographic target audiences for some of our initiatives, for example:



TALK PANTS

Support conversations to keep children safe from sexual abuse, aimed age 3-8



LOOK PLAY SING

Helps parents of babies 0-2 to build bonds



Talk Relationships

TALK RELATIONSHIPS *

BUILDING CONNECTIONS
Supports adults working with secondary school children





USING THE RIGHT TOOLS : A UNIFIED VIEW OF OUR AUDIENCES



Mosaic



Internal
database



Media data





RELEVANT PRODUCT DEVELOPMENT



ACTIONS: LANGUAGE THAT RESONATES WITH TARGET SEGMENTS



Demonstrating impact



How funds are
being spent



Making a
difference
for the
future



MAKE YOUR SEGMENTATION FLOURISH



BRING PEOPLE ON
THE JOURNEY
FROM THE OUTSET



MAKE IT WORK
FOR THOSE
USING IT



IT'S THE START
OF A JOURNEY
THAT CAN ADD
VALUE TO YOUR
ORGANISATION



A FORCE FOR **GROWTH**



CUSTOMER
UNDERSTANDING



MORE EFFECTIVE
MARKETING



PRODUCT DEVELOPMENT
& INNOVATION



COMPETITIVE
ADVANTAGE

A person wearing a dark blue dress is watering tomato plants in a garden. They are holding a green watering can and pouring water onto the plants. The background shows a wooden fence and more plants. The text "ANY QUESTIONS?" is overlaid in the center.

**ANY
QUESTIONS?**



←
SCAN THE QR CODE TO
DOWNLOAD OUR PRESENTATION

NSPCC



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