

SUPERHUMAN

STRATEGY + DESIGN + CREATIVE

SECOND HARVEST HEARTLAND RESEARCH FINDINGS // NOVEMBER 18 2020



OUR RESEARCH GOAL:

Together, we seek to understand and uncover new truths about Minnesotans in need of food support to inform messaging in 2020 and beyond. More specifically, we explored what exactly brought them to the food shelf or distribution site, what emotions they were feeling and how to improve the experience overall.



THE TRIGGER MOMENT

Better understand the moments that prompt someone to visit a food shelf or distribution site.

What is the emotional context around the trigger moment? What feelings and sentiments lead to the visit?



PERMISSION- GRANTING OPPORTUNITIES

Define and understand the different permission-granting opportunities that finally convince someone access food assistance.

Where do they go for information? How can we remove the stigma and shame often associated with this consideration phase?

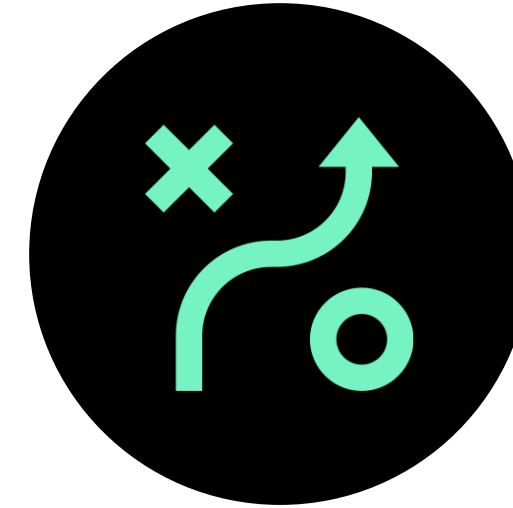


THE DELIVERY METHOD

Explore what modes of food delivery are working, what aspects are not working and how we can adapt with COVID.



INPUTS TO UNDERSTAND THE STAGES OF FOOD INSECURITY AND RESOURCE EXPLORATION.



Google Search
Keyword Analysis



Online
Observational
Listening



Online
Quantitative
Survey

n= 106 responses



CFAP
Distribution
Survey

n= 291 responses



FINDINGS



Permission-
Granting
Opportunities



Trigger
moment



Delivery



Permission-Granting Opportunities

MESSAGE

Elevate temporary
Frame your offerings as temporary and specific, or as a way to “make your budget stretch further.”

MESSAGE

Emphasize the collective
Explore ways to prove “we’re all in this together.” Use COVID-19 as a scapegoat, or try stats that show the breadth and normalize food assistance.

MODE

Awareness + reach
Broadcast, radio, and paid social.



Trigger moment

MESSAGE

Normalize the variables that come with significant life changes.

Destigmatize receiving food assistance when you experience a big life change.

MODE

Trigger moments often start with research and exploration.

How can Second Harvest Heartland meet potential clients' questions before and alongside Google or social media?

MODE

Divide and conquer with partner agencies on logistics information.



Delivery

MESSAGE

Eligibility is top of mind
Reassure your audience that everyone is valued and deserving of the help.

MESSAGE

All are welcome
Show that you accept all types of people, all situations and all languages.

MODE

Evaluate the process
Location and time limit people from visiting due to childcare or taking work off. Consider expanding hours or modes of delivery.

MODE

Consider anonymity
The requests for identification and questions can be a barrier to entry. Are there options to create a profile or share this information in advance?



NEXT STEPS



NEXT STEP:

CONTENT STRATEGY

Group content together based on the following flow:

- Education and intercept content could live in **PR** and **paid media spaces**.
- The Tips & Resources content should act as the landing page for **indirect organic searches**.
- Solutions content should act as the landing page for **direct organic searches** and be shared with agency partners.

EDUCATION AND INTERCEPT

Job Loss, Money Shortage, Unable to Work,
Disability, COVID-19, etc.

Tips / Resources

5 Things You Have to Do When You Lose Your Job
Unemployed? How To Keep Your Food Costs Down
Can you get food stamps if you have no job?

Solutions

Food Assistance Programs, SNAP, WIC,
distribution sites, food bank locations



NEXT STEP:

CREATIVE BRIEF

A research-based document that guides a communications or campaign strategy.

INSIGHT

Taking the first step is always easier if you know someone else has been there before.

FUTURE OBJECTIVES

Emphasize and normalize the collective experience from the initial moment of need, to the research, to the visit.

HOW CAN WE EXPRESS THIS?

Associate | Anticipate | Educate



DISCUSSION

- Were any research findings or recommendations surprising to you?
- How does this make you think about your own outreach and communications efforts?
- What immediate ideas come to mind for shared campaign development between SHH and your organization?