



Case Study:

Ad Council - FEMA: Disaster Preparation

Year: 2022



This case study was prepared for the client Ad Council- FEMA for the service Disaster Preparations to encourage Hispanics to prepare for natural disasters. It was developed and designed by Lopez Negrete Communications. In the Pro-Bono category, it won bronze.

Executive Summary:

The FEMA "Ready" campaign has been educating communities to prepare for both natural and man-made disasters for years. Yet, there has been limited impact on those who disproportionately live in areas of high risk: Hispanics. In partnership with FEMA and the Ad Council, we sought to relevantly increase Hispanic preparedness.

Research indicated that while Hispanics recognize the importance of being prepared for natural or man-made disasters, they don't prioritize active preparation and find it tedious. Inertia stems from three cultural drivers: Hispanic fatalistic belief that they can't control acts of God and nature. Hispanic resilience through hardships drives them to quickly move past adversity without considering future peril. Hispanics have a hard time acknowledging the benefits of emergency preparation that seem to have low probability of happening. Disrupting the inertia calls for reframing towards what Hispanic adults do prioritize and plan: their family life. We sought to elicit the great planning expertise that keeps their family moving daily towards emergency precautions that can save their lives. Our integrated bilingual campaign saw immediate remarkable success. The listo.gov page traffic grew by a factor of 5 in the first quarter, along with a 452% growth in click-throughs to the plan sign-up page.

Definition of your challenge:

Through its years, the main objective of the ready.gov campaign has always been to encourage, educate and empower Americans to take personal action in being prepared for emergencies, including natural and man-made disasters. For this chapter of the program, we aimed to highlight and showcase the value of emergency preparedness to Hispanic Americans and ultimately contribute to a nationwide culture of preparedness. The main challenge was to break the cycle of inaction by overcoming the deeply entrenched resilient and fatalistic behaviors. Hispanic parents need to see beyond likelihoods and realize that preparation can be simple and afford them the invaluable comfort of knowing their family is safe from disaster. Hispanic parents must see emergency preparedness and response through a lens of personal responsibility and feel capable of establishing an actionable plan. Our main measurable objective was to drive parents to ready.gov/plan (listo.gov/plan) for further preparedness tips, tools and information. We had to increase URL traffic and page views.

The Key Insight & Strategy:

Through our primary research, we discovered that while Hispanics recognize the benefit of emergency preparedness, they believe it's quite daunting, out of their control, and do not prioritize it. We identified three cultural drivers fueling their behavior. First, while Hispanics acknowledge disasters can happen, there is a cultural disposition to live in the present without fretting about future unknown events. Disasters are seen as outside of their locus of control as acts of God or nature. Because "what will happen, will happen," Hispanics are not readily driven to intervene and prepare. Secondly, Hispanics tend to forget about being ill prepared for past disasters because they are prone to quick resilience. Still, when probed, most recall an unexpected event that frightened them or infringed on their safety. But Hispanic natural inclination is to put hardships behind and move on from traumatic moments because their optimistic "yes we can" has always pulled them through. Lastly, Hispanics struggle to see the value of intensely planning for low probability risks. Safety plans seem incredibly daunting, complex and resource intense. Our strategy was to hit home on the one thing Hispanics prioritize over everything, their family. Hispanics are very sensitive to the wellbeing of their families and are indefatigable in providing and coordinating for successful life moments. They're more likely to prepare for a disaster if control is within reach and associated with their solemn responsibility.

Execution:

The core creative idea is to appeal to the planning excellence behind so many Hispanic life milestones to drive confidence in emergency planning. Hispanic families never fail to carefully orchestrate every detail of anything from childbirths to family dinners. It is instinctual for them to take charge and prepare thoughtful special moments for the

people they love. Our goal was to reflect that instinctual skill as their motivator to make sure they have taken all the steps necessary to ensure safety in the case of disaster. The creative uplifts Hispanics as gold medal planners that can keep their families safe from disaster easily. Our call-to-action instructed Hispanic viewers to sign up for weather emergency alerts, make an emergency kit and family communications plan. To emphasize the importance of our message, stark contrasting imagery was used. Heartwarming imagery featuring special family moments was used to reflect the love and care Hispanics have for each other. Dark disaster imagery was used to highlight how serious and devastating natural disasters can be, especially if ill prepared. The communications sought to drive awareness and traffic to both ready.gov/plan and listo.gov/plan website and central hub for planning resources. We sought to bring the culturally relevant message to life across both languages in synergy. The campaign featured a multichannel approach covering TV, Radio and Social. For TV and Social, :15, :30 and :60 videos were created in Spanish and English. Radio also had :15, :30 and :60 audios created in both Spanish and English. Two print assets were also created to support the campaign.



Results:

The campaign had an immediate impact. The targeted activity contributed to driving awareness of both ready.gov and listo.gov. Traffic to ready.gov increased by 10% and traffic to ready.gov/plan more than doubled. Most importantly, traffic to listo.gov and listo.gov/plan saw explosive growth traffic and engagement. Page Views of listo.gov/plan grew by 452% and page entrances grew by over 1000%!

Industry Impact:

This case offers an interesting perspective into how to be an empathetic ally to the optimistic and fatalistic Hispanic consumer. Often fatalism is understood solely as a blind faith-based mindset that puts them in denial of major threats to health, wealth and safety. However, a careful understanding of fatalism illustrates that it's about control. When issues feel out of their control, indeed Hispanics have a cultural disposition to leave the matter in the hands of God and fate. However, if you can be a partner that sheds light on how control and impact is within reach, you elicit the resilient and indefatigable "Sí se puede" drive. Addressing inequities across such life-threatening matters in health, wealth and disaster preparation can be accelerated by empathetically revealing paths to immediate control across both languages Hispanics speak daily.