

## WAVE TWO

# 'Make the World' Research Tracking

24<sup>th</sup> February, 2017

# Executive Summary

This report reviews the second wave of 'Make the World' communications tracking, and coincides with the final burst of approved media activity. A feature of this activity was the use of NCEA specific messaging, which complemented more generic campaign communications.

A new video case study was another highlight, featuring Chris Montague, Process Development Engineer at Fisher & Paykel. Chris has helped achieve strong engagement with potential students who are either Maori and Pacific Island, or Male. However, somewhat understandably, he has not had the same impact on Females as Sapoa Rimoni's video.

Overall the campaign has delivered some excellent results:

- Positive perception of engineering has risen from 31% to 52% amongst potential students
- Engineering as a career has moved from 10<sup>th</sup> ranked in consideration to 3<sup>rd</sup>
- 34% of females now consider engineering as a possible career (was 11%), Maori and Pacific Islander have also experienced a lift at 55% (was 25%)

A key driver of these results is 'Make the World' being clearly understood, with over 95% of respondents agreeing or strongly agreeing with this statement.

Mainstream campaign awareness has declined since wave one, which is a result of lighter media weights and greater focus on targeting of teens and young adults. Without further marketing investment we anticipate that campaign awareness will drop off across all target audiences within 6 months. However, positive perception and career consideration scores should prove to be more resilient, lasting up to 12 months.

Some barriers have not been resolved; potential students are still more likely to contact a university than an ITP, there is limited understanding of Level 6 & 7 qualifications, and an underlying belief that engineering studies are too expensive.

# Methodology

Online survey utilising the Qualtrics platform, with SSI and Research Now as panel providers

Survey Period: 20<sup>th</sup> January - 16<sup>th</sup> February, 2017

## 1. POTENTIAL STUDENTS

Total sample size of 500, containing 237 females, and 167 Māori and Pacific Islanders

All potential students are aged 15-24yrs, and are considering study that will lead to a new career within the next 12 months

## 2. MAINSTREAM ADULTS

Total sample size of 200 representing wider influencer audience

All mainstream adults are aged between 25-59yrs and are not considering study in the next 12 months

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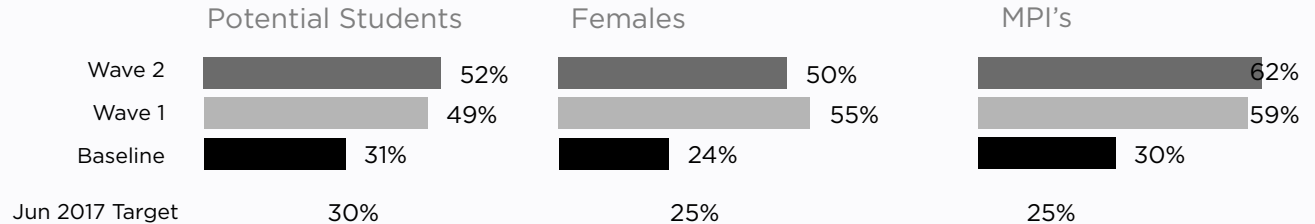
- 1 KPI Analysis and tracking
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# 1

## **Results and Tracking**

Wave 2 results analysis against Wave 1 results, Baseline Tracking and KPI Deliverables

# Positive perception of engineering



Wave 2 results show an increased positive perception of engineering amongst Potential Students (male driven), and Maori and Pacific Islanders, while being down slightly amongst females.

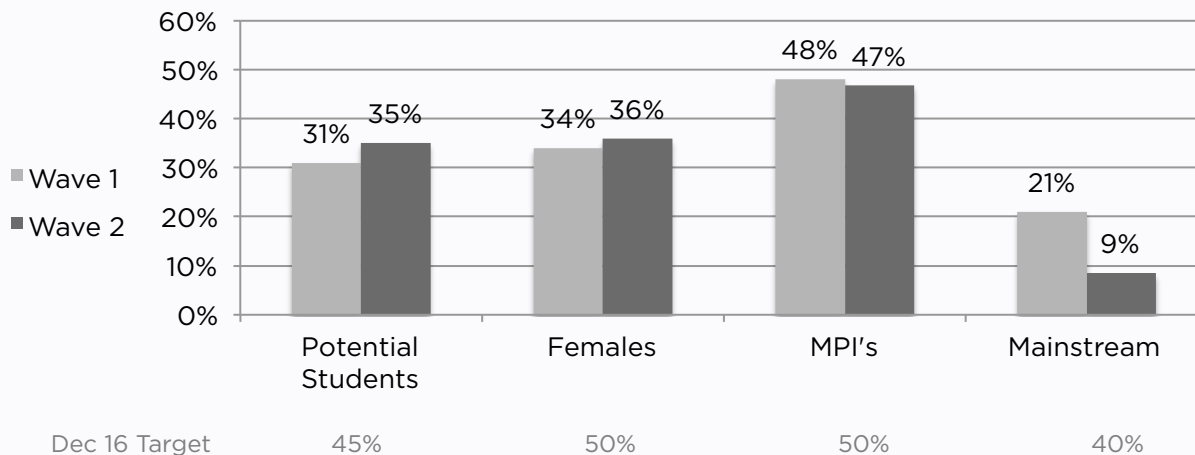
Maori and Pacific Islander results suggests that they identify with more generic creative formats than females.

Questions: How strongly do you agree with the following?

Engineering may be more interesting than I first thought. Engineering is a more creative career than I thought. I would be tempted to find out more about engineering. I am more likely to consider (or recommend) engineering as a career.

## Communications and advertising awareness

Awareness with Potential Students has increased. Maori and Pacific Islander awareness remains near target (47%), while mainstream awareness has declined. This is to be expected with 2017 media activity consolidated to reach potential students when they received their NCEA results.



Questions: Have you seen or heard any of these advertisements recently?

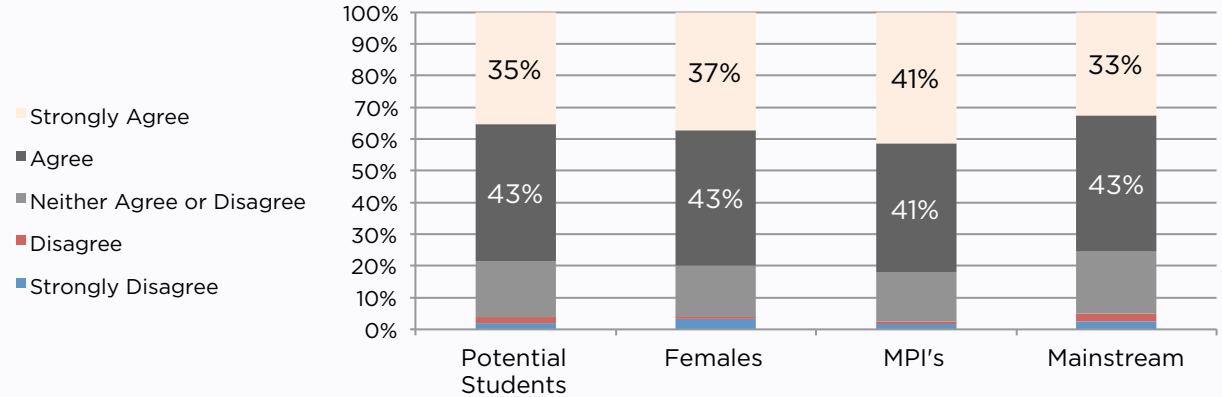
## Potential students aware of 'Make the World' are...

- Evenly split on gender and found across the country
- 15 - 17yrs age group (+8pts) and in high-school (+6pts)
- Spread across multiple ethnicities but skew to Maori and Pacific Islander:
  - Pacific Island (+7pts)
  - Maori (+5pts)
  - Kiwi/New Zealander (+3pts)
  - Asian, Indian, Middle Eastern, African (even)
  - Less likely to be European (-12pts)
- Rate the campaign 7.18 out of 10 for being interesting and relevant (Potential Student mean of 5.94)
- 62% have an engineering profession in their consideration set (+9pts)
- 49% have contacted or intend to contact an ITP (+16pts)





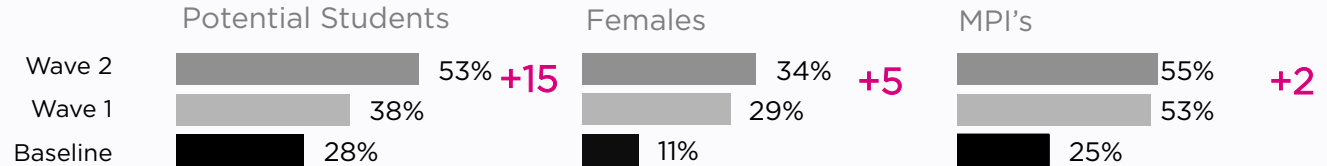
# Key message out-take: engineers help make the world



	Potential Students	Females	MPI's	Mainstream
Wave 2	<b>96%</b>	<b>96%</b>	<b>98%</b>	<b>95%</b>
Wave 1	85%	88%	87%	88%
Dec 16 Target	70%	75%	75%	65%

The key message that engineers 'help make the world' is clearly understood by all respondents. Of those aware of the campaign; understanding of the key message is over 98%.

# Engineering consideration



53% of all potential students are interested or possibly interested in engineering as a career. This is a significant increase from Wave 1 results, and almost double that of Baseline.

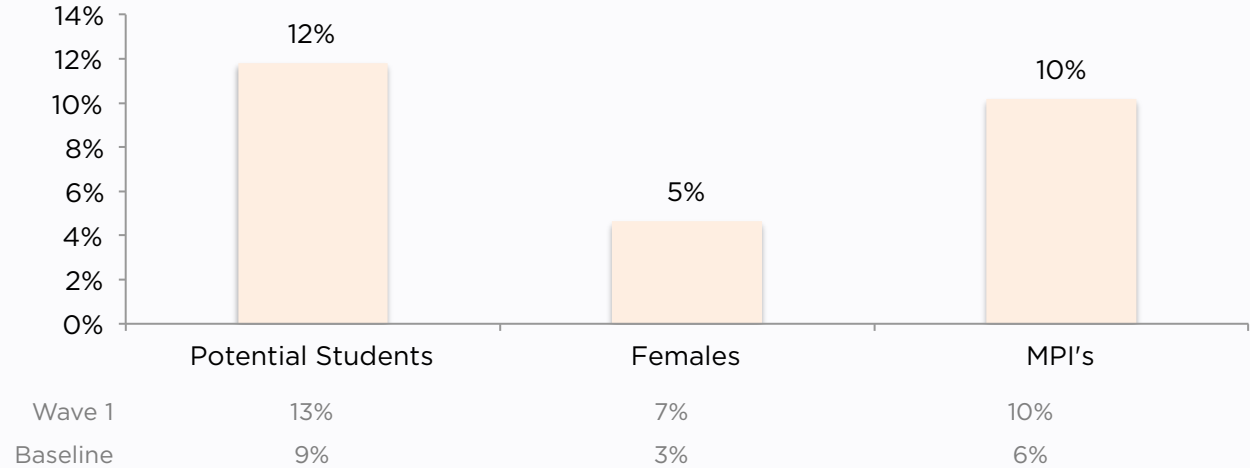
The Wave 2 increase can be attributed to young males of which 70% registered a level of interest in engineering.

Overall, female consideration has tripled since baseline, while Maori and Pacific Islander consideration has more than doubled.

Question: Which of the following professions would you even consider? (Engineering: Possibly Interested or Interested)

## Engineering as a first choice career

### Wave 2 First Choice

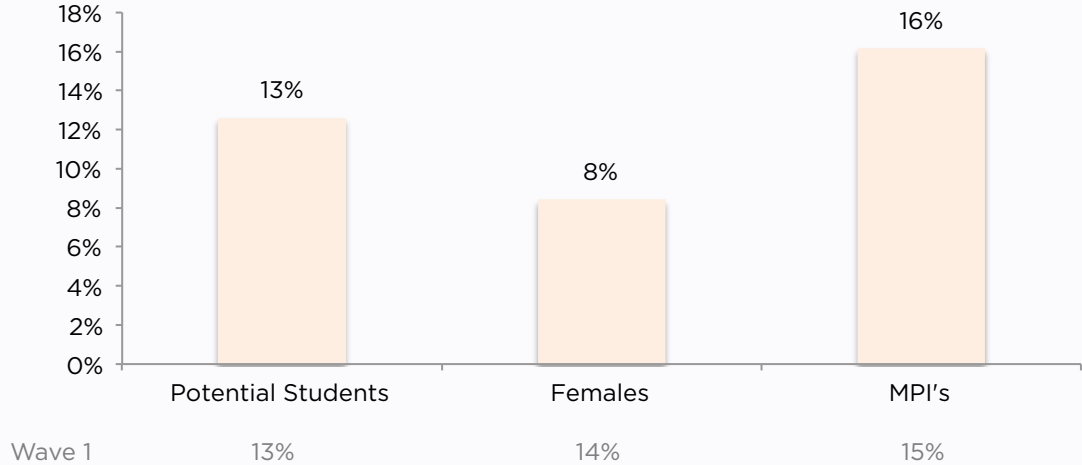


While wider consideration for engineering as a career has increased, engineering as a first choice has remained similar to Wave 1 results.

Question: If you had to pick 3 professions which 3 would most interest you? (in order of preference)

## Contacted an ITP about a career in engineering

### Wave 2 ITP Contact



Overall, 13% of potential students have contacted an ITP which is the same result as Wave 1. There has been incremental growth with Maori and Pacific Islander, who over-index with 16% having made contact.

There has been a decline with females, although this could be short-term as active consideration has improved.

Question: When it comes to studying engineering which of the following apply to you? Please select all that apply.

# 2

## Wave Two Communications Insights

Potential Students selected on average 7 professions that they were interested in, indicating they are still very open to choosing a career

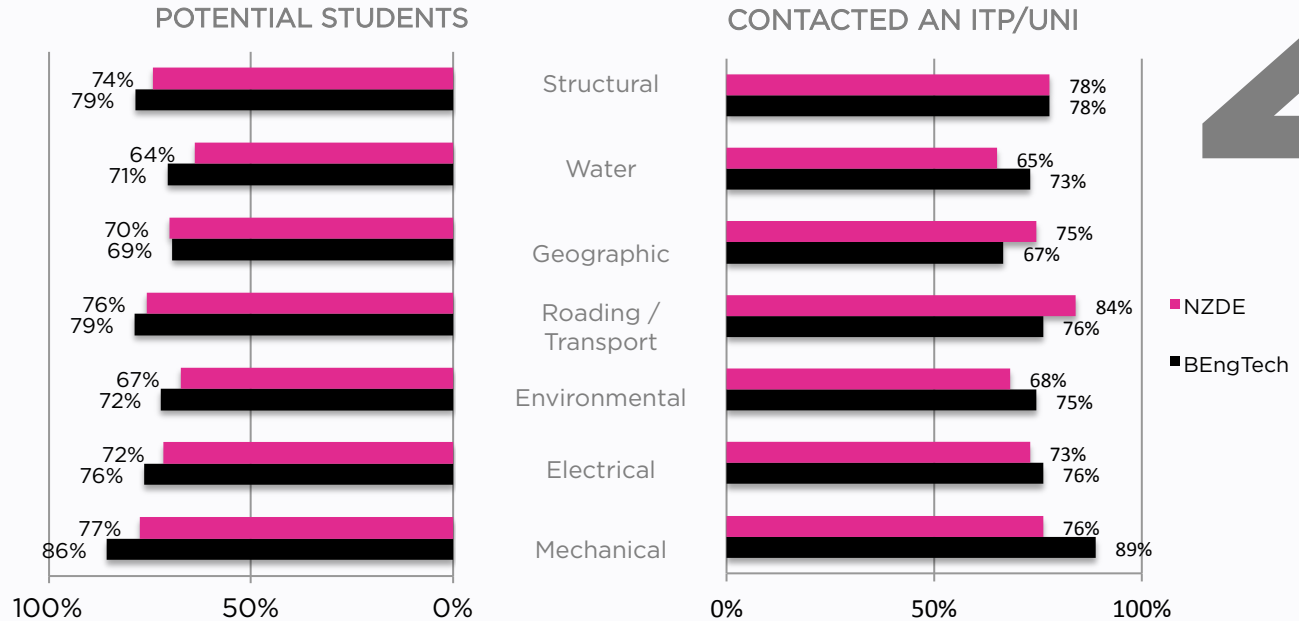
Engineering is now ranked 3<sup>rd</sup> and was selected by 53% of respondents

Rank	Baseline	Wave 1	Wave 2
1	Travel	Travel	Travel
2	Business Mgmt	IT	Business Mgmt
3	IT	Business Mgmt	Engineering
4	Teaching	Design	IT
5	Medicine/Health	Medicine/Health	Teaching
6	Design	Engineering	Design
7	Marketing	Sales / Retail	Medicine/Health
8	Hospitality/Restaurants	Teaching	Sales or Retail
9	Fitness	Fitness	Hospitality/Restaurants
10	Engineering	Marketing	Marketing
11	Sales / Retail	Hospitality/Restaurants	Fitness
12	Finance	Finance	Finance
13	Acting / Modelling	Law	Law
14	Law	Acting / Modelling	Acting /Modelling
15	Other	Other	Other

Engineering is ranked 13<sup>th</sup> with Females (-5) and 3<sup>rd</sup> with MPI's (+1)

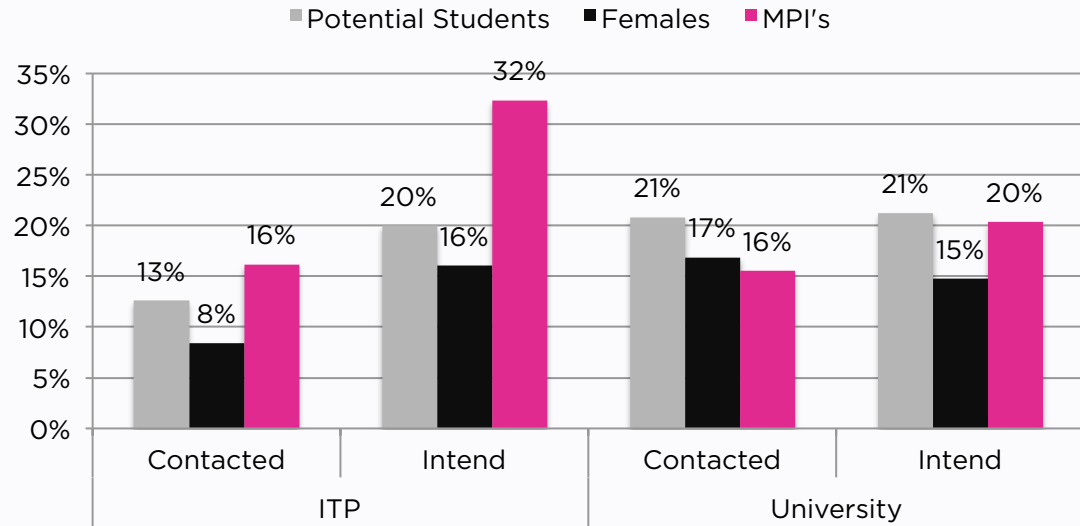
Question: Which of the following professions would you even consider? (Possibly Interested or Interested)

# Understanding of BEngTech and NZDE career opportunities



Course understanding remains similar between potential students and those who are actively looking to study engineering. This has not changed since Wave 1, suggesting more specific communications are still required, especially for NZDE.

## Potential Students are still more likely to contact a university, particularly females



38% of potential students have contacted or intend to contact a University about engineering versus 30% for ITP's.

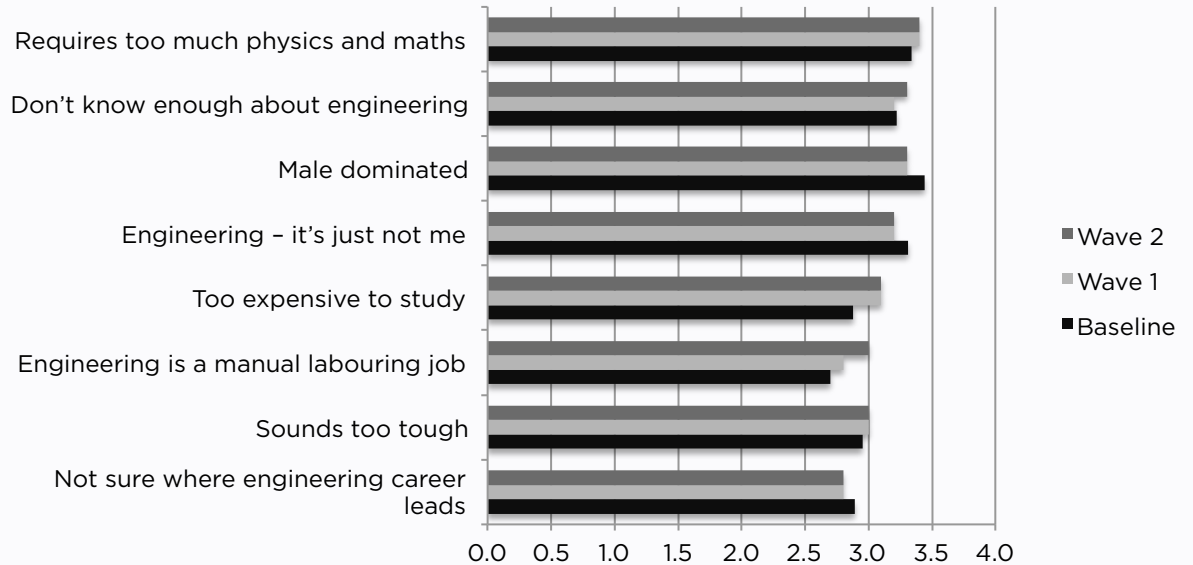
However, of this the proportion who intend to contact is significantly higher for ITP's, suggesting that while improving, it is still considered the back-up choice to university.



# Barriers for Potential Students

Key consideration barriers 'its just not me', and 'not sure where an engineering career leads' have reduced since baseline.

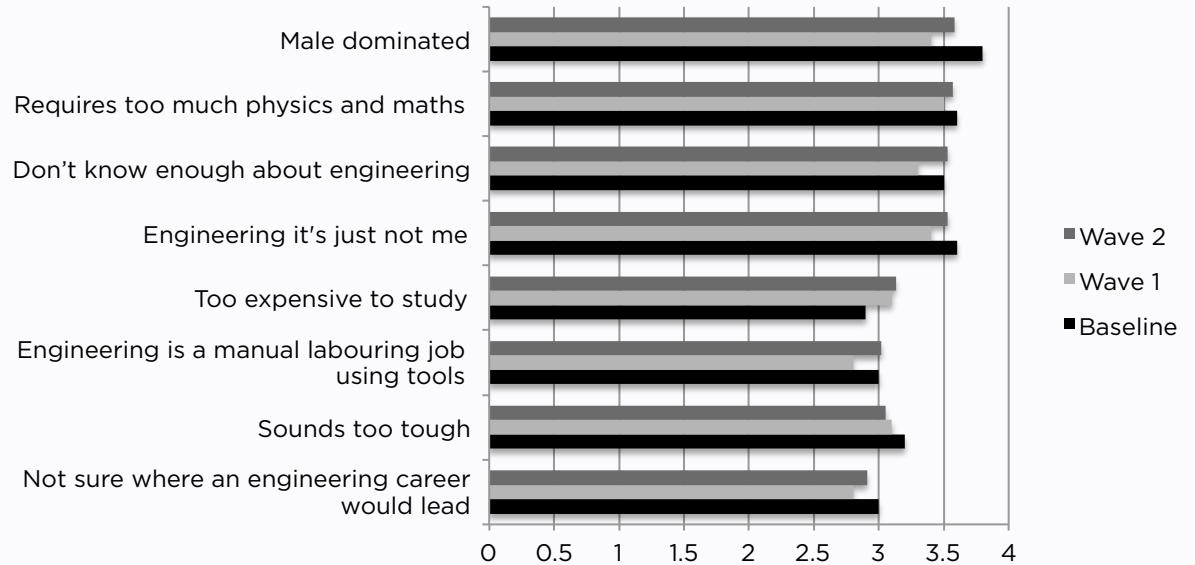
There is work required to improve understanding of study options, with barriers around study requirements and costs above baseline.



# Barriers for Females

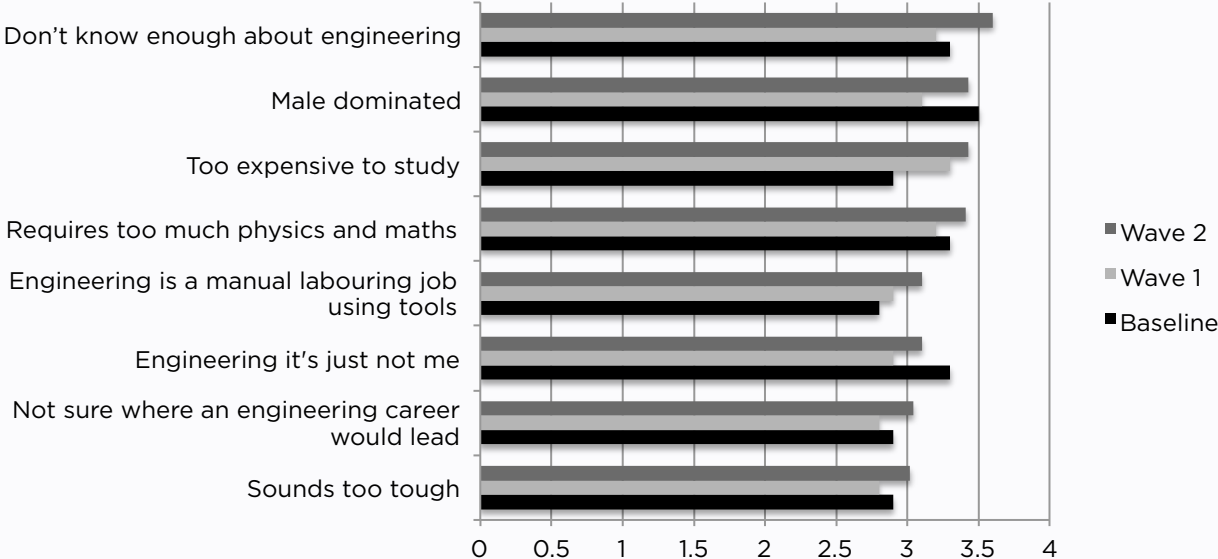
With the exception of cost, all primary barriers to considering engineering have remained below baseline scores.

Barriers that have reduced the most are 'male dominated' and 'sounds too tough', both indicating a better understanding of engineering.

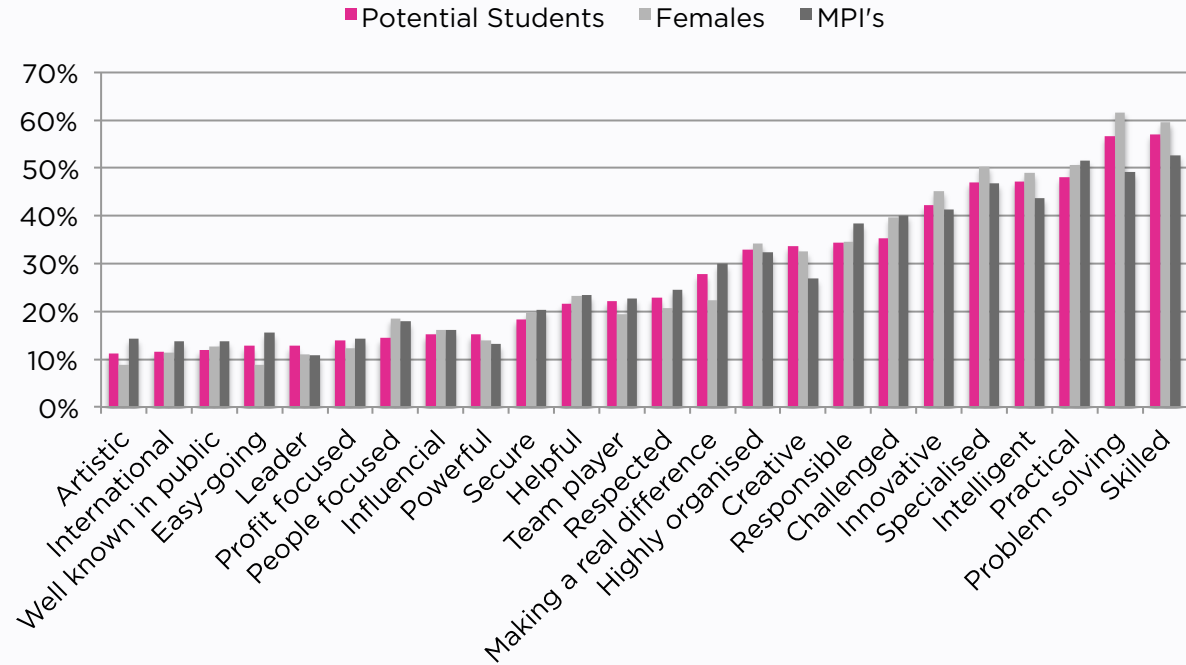


# Barriers for Maori and Pacific Islanders

Addressing barriers amongst Maori and Pacific Islanders is required, in particular knowledge and cost of study. However, perception has improved with the barrier 'male dominated', reducing from Baseline.

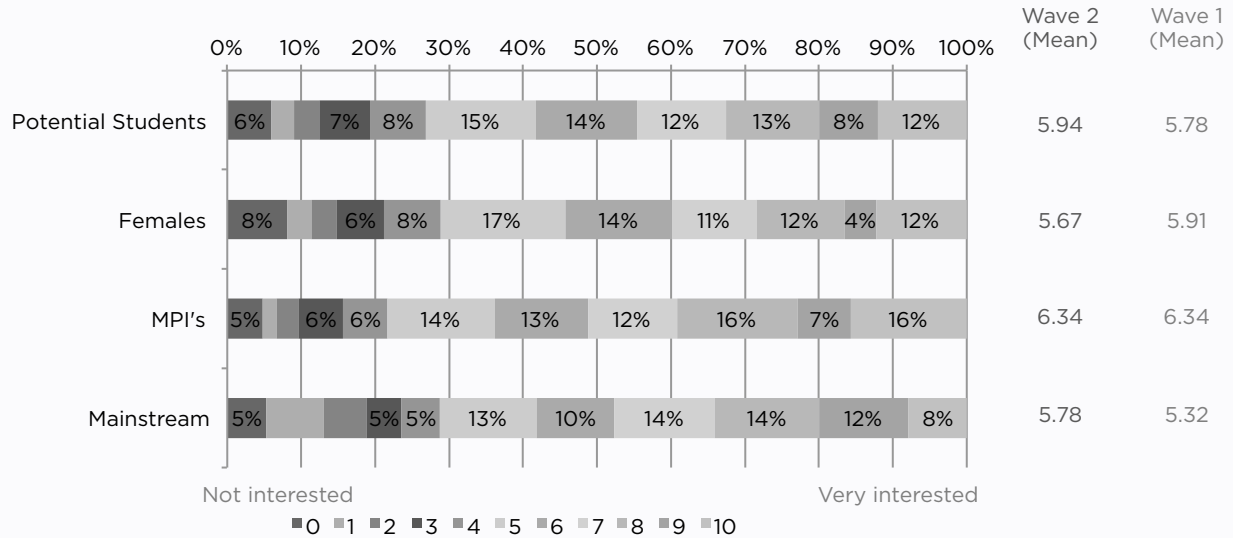


# Potential Students consider engineering to be skilled problem solving



Question: Here's a sorting exercise. From the 24 descriptors below choose 6 - 8 words to describe the feeling of being in engineering

# Potential Students and Mainstream audiences have registered a lift in campaign interest and relevance

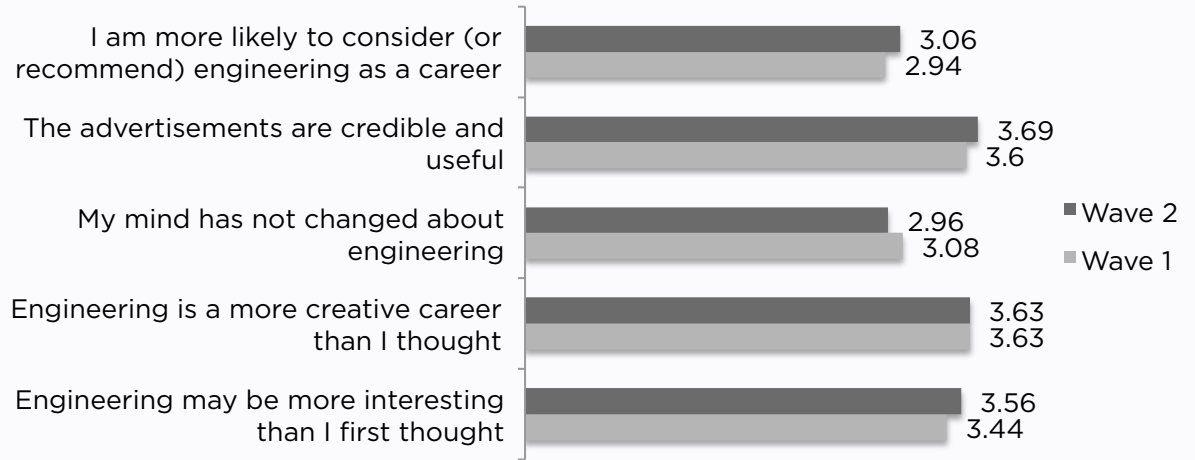


Question: Out of 10 how interesting and relevant do you find these advertisements when considering a career in engineering?

## Mainstream audience are more likely to recommend engineering as a career


Despite reaching fewer people, Wave 2 results show that 'Make the World' has improved the perception of engineering amongst the mainstream audience from Wave 1.

This coincides with a decline in mainstream respondents agreeing that their mind has not changed about engineering.



# 3

## **Conclusions and recommendations**



Prioritise female targeted activity to lift their results to that of Potential Students and Maori and Pacific Islanders.

It is also important to keep the mainstream audience involved as they continue to be a major part of decision making and it takes time to change their mindset.

Improve consumer understanding of Bachelor of Engineering Technology, and NZ Diploma in Engineering in order to reduce perceived study barriers (especially cost and pre-requisite subjects).

Strengthen the connection with studying engineering at an ITP in order to improve the ratio of Potential Students contacting ITP's versus intending to contact.

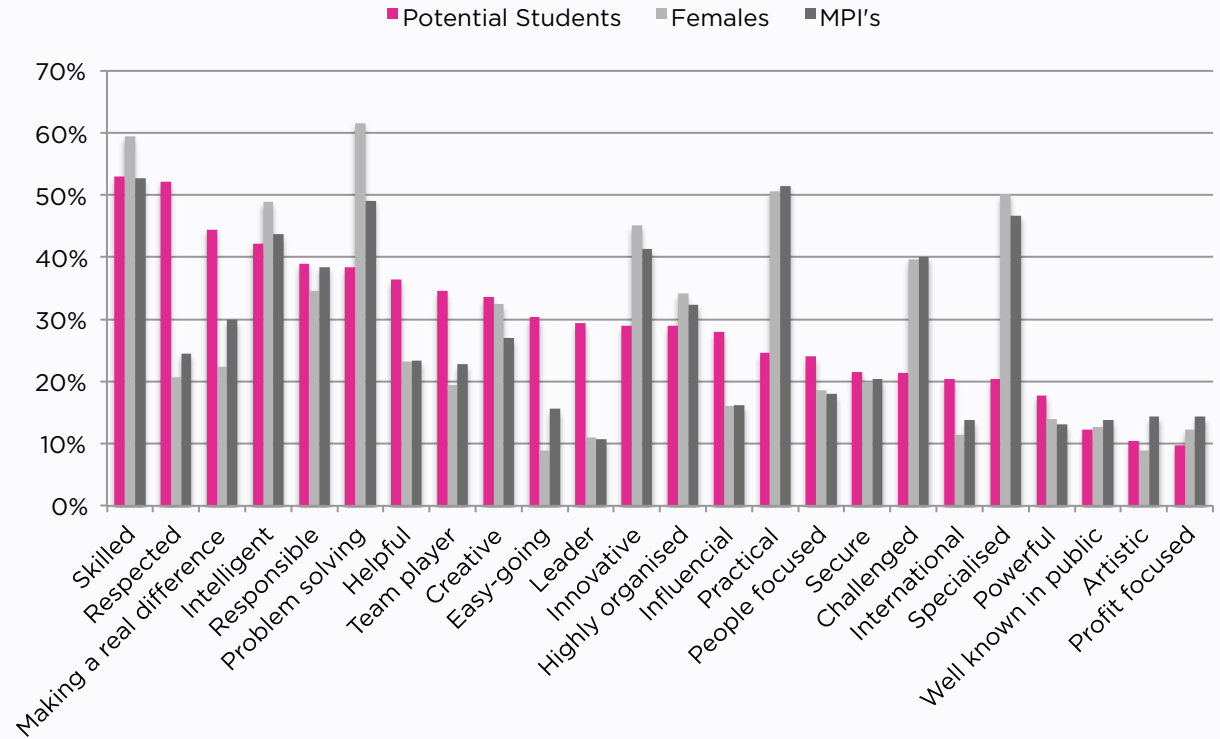
Digital campaign elements worked well in 2017 (Video, Native Content, Website).

Develop a Year 2 plan for 'Make the World' to ensure positive gains in perception and consideration are future-proofed.



## **Appendix: relevant macro-trends**

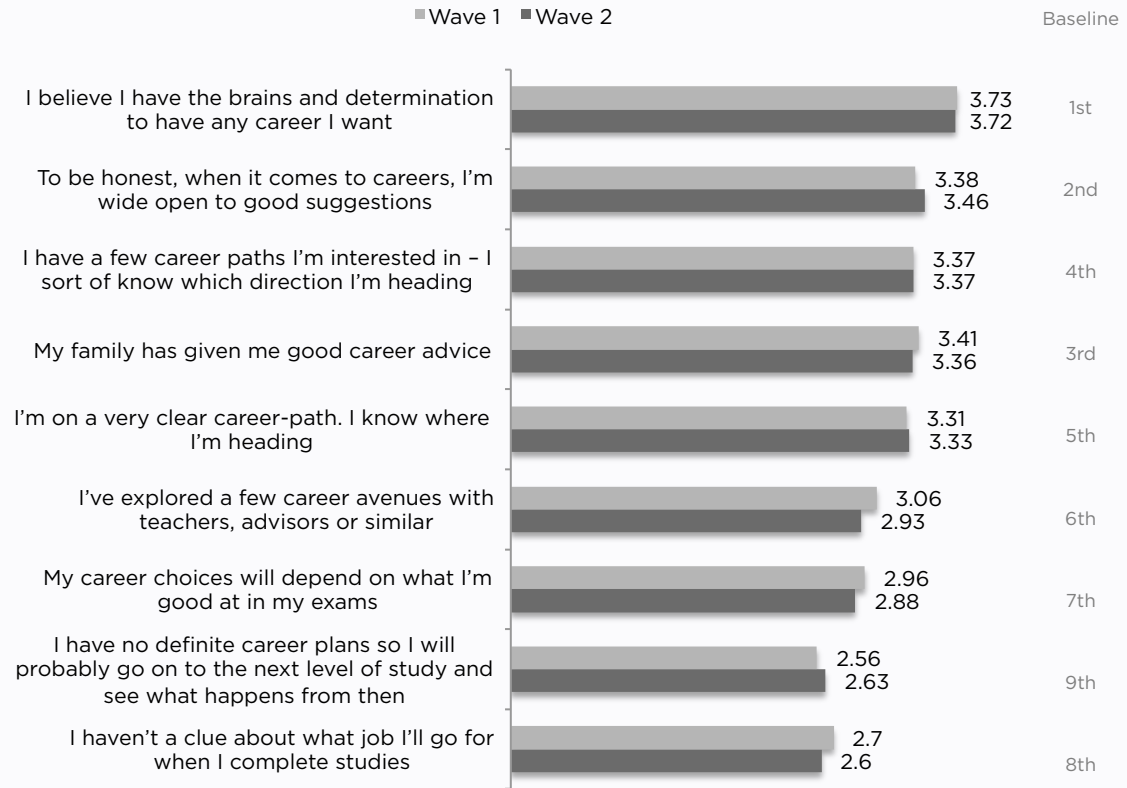
# Potential students ideal career shows similarities to engineering with an emphasis on having the skills to make a difference



**Engineering top 5: Skilled, Problem Solving, Practical, Intelligent, Specialised**

Question: Here's a sorting exercise. From the 24 descriptors below choose 6 - 8 words to describe how you'd like to be seen in your ideal career:

# Potential Students show self belief when it comes to choosing a career, and are receptive to good suggestions



Question: Here are some statements about your career-finding strategies. How strongly do you agree with these?

To find out more about Make the World, contact: [hello@maketheworld.nz](mailto:hello@maketheworld.nz)

Or visit [maketheworld.nz](https://maketheworld.nz)