

# International Values Outline Campaign Planner

Chris Rose and Pat Dade

Copyright Campaign Strategy Ltd/ Cultural Dynamics Strategy and  
Marketing. March 2009

[www.campaignstrategy.co.uk](http://www.campaignstrategy.co.uk)

[www.campaignstrategy.org](http://www.campaignstrategy.org)

[www.cultdyn.co.uk](http://www.cultdyn.co.uk)



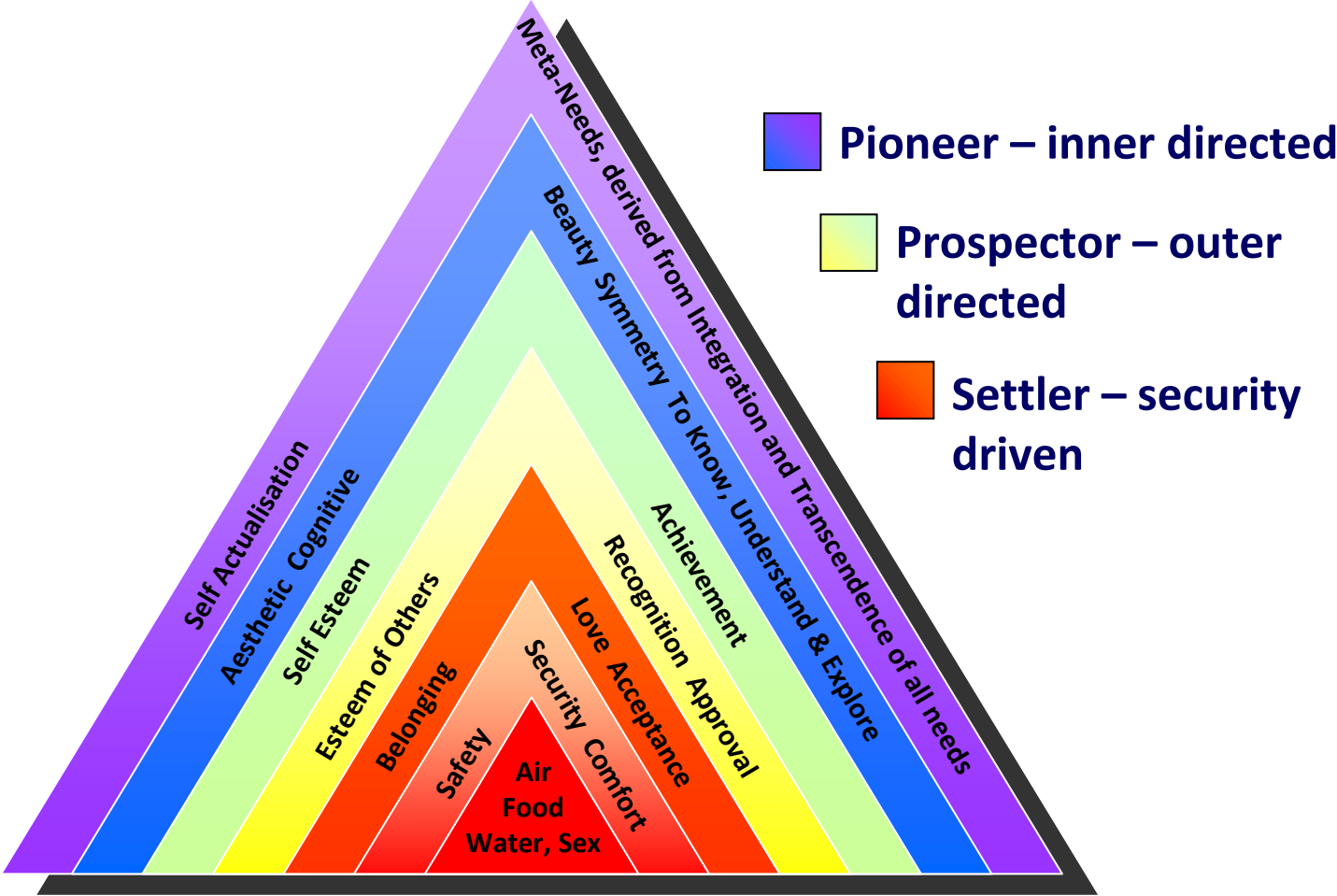
# Introduction

This Planner is offered as a free resource for use by campaign and not-for-profit groups worldwide . It may not be used commercially or sold without prior permission of Campaign Strategy/Cultural Dynamics, and remains their intellectual property.

This planner integrates the model of CDSM (aka Values Modes) with the work of Professor Shalom Schwartz of the Hebrew University of Jerusalem to provide an outline guide of motivations which can be used to match the design of offers or asks to audiences, according to motivation . This is in outline only. The full CDSM Model and case by case qualitative research will provide a better guide to design but this may be of use in strategy formulation and testing or checking strategies aimed at ‘the public’, public engagement etc..

CDSM can provide values profiles for most countries – contact [Pat@cultdyn.co.uk](mailto:Pat@cultdyn.co.uk) For examples of the application of values to campaigns visit [www.campaignstrategy.org](http://www.campaignstrategy.org)

# The source of Maslowian values – unconscious needs



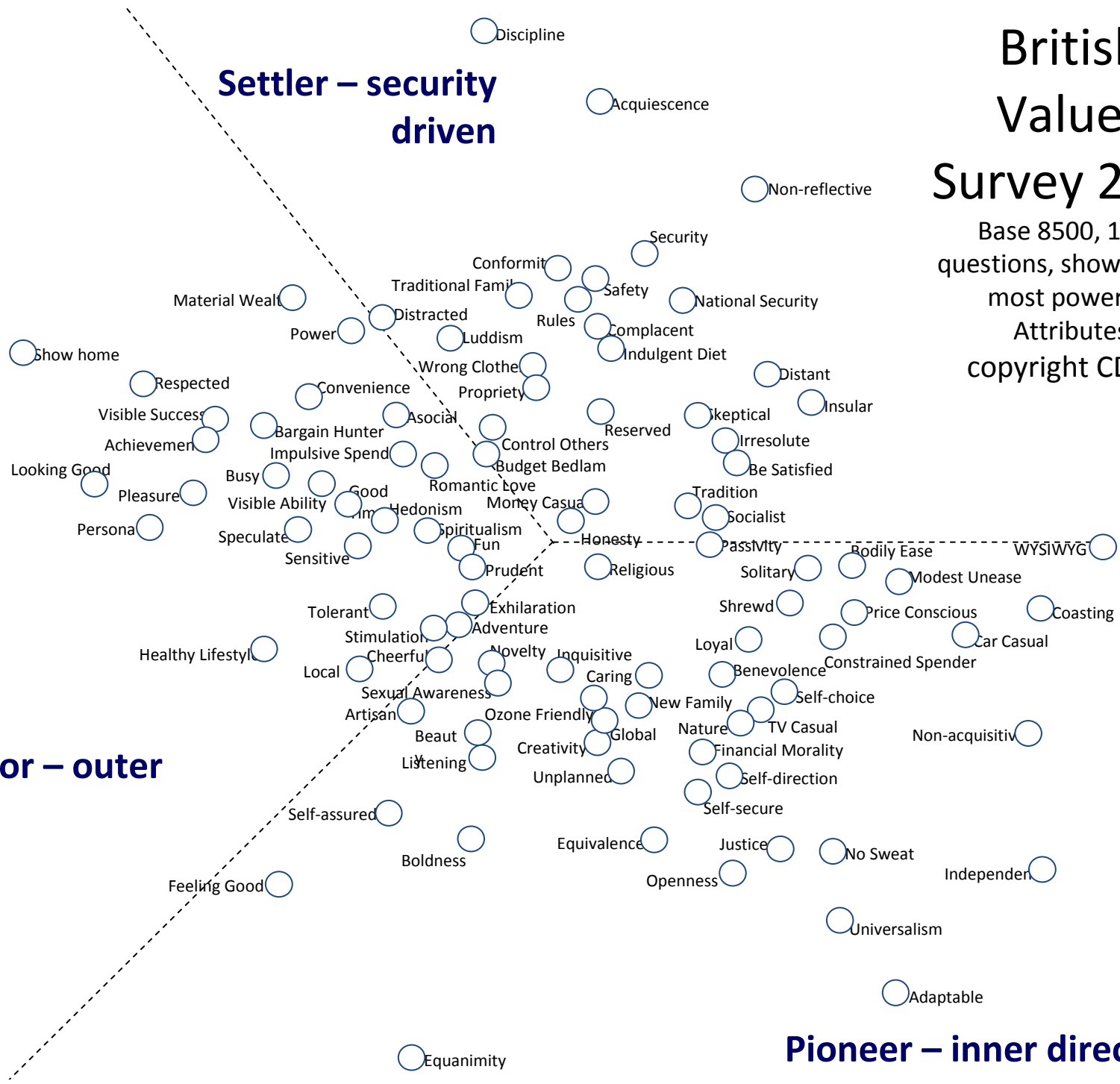
# British Values Survey 2008

Base 8500, 1000 questions, showing 100 most powerful Attributes copyright CDSM

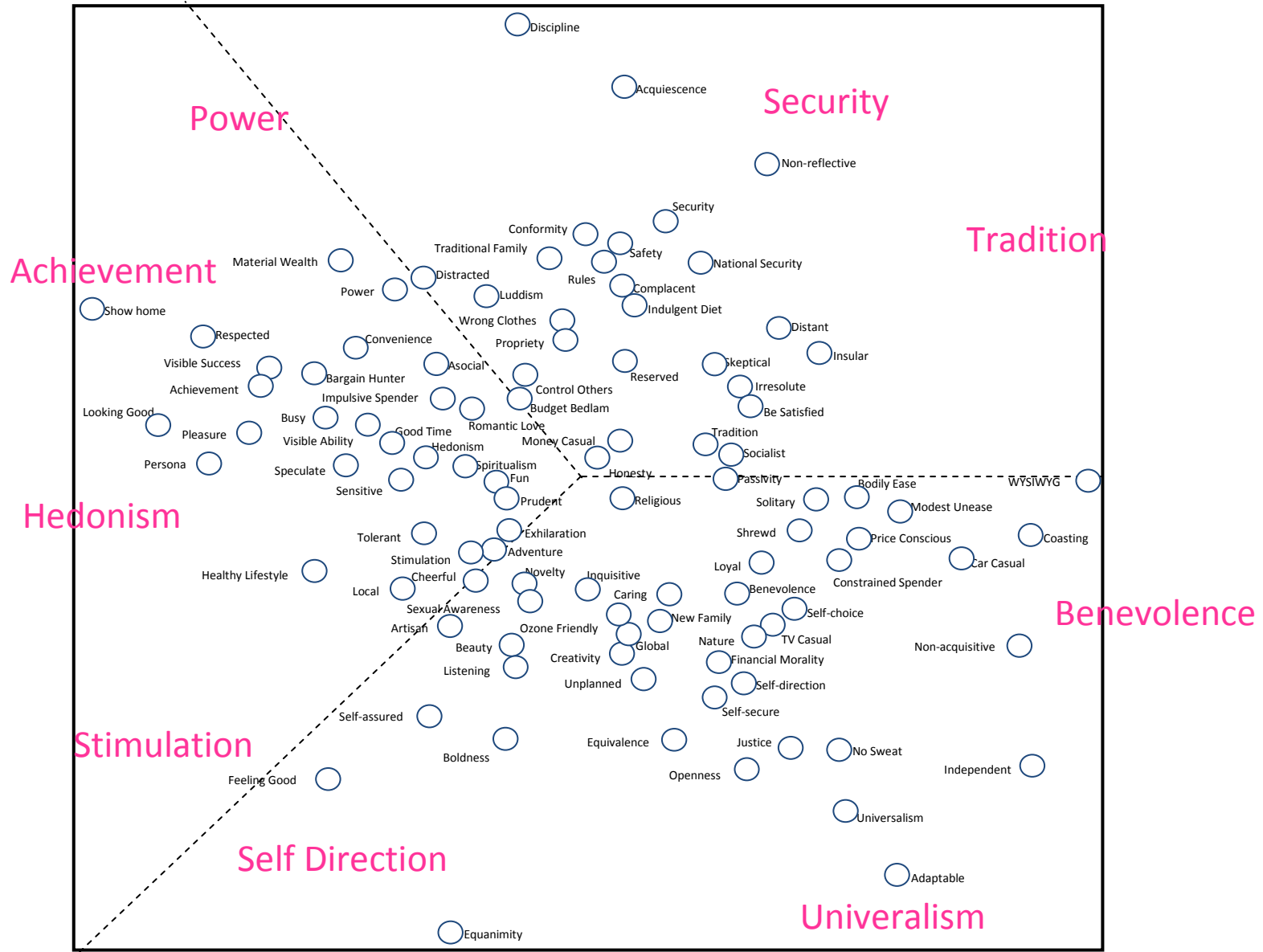
**Prospector – outer directed**

**Settler – security driven**

**Pioneer – inner directed**

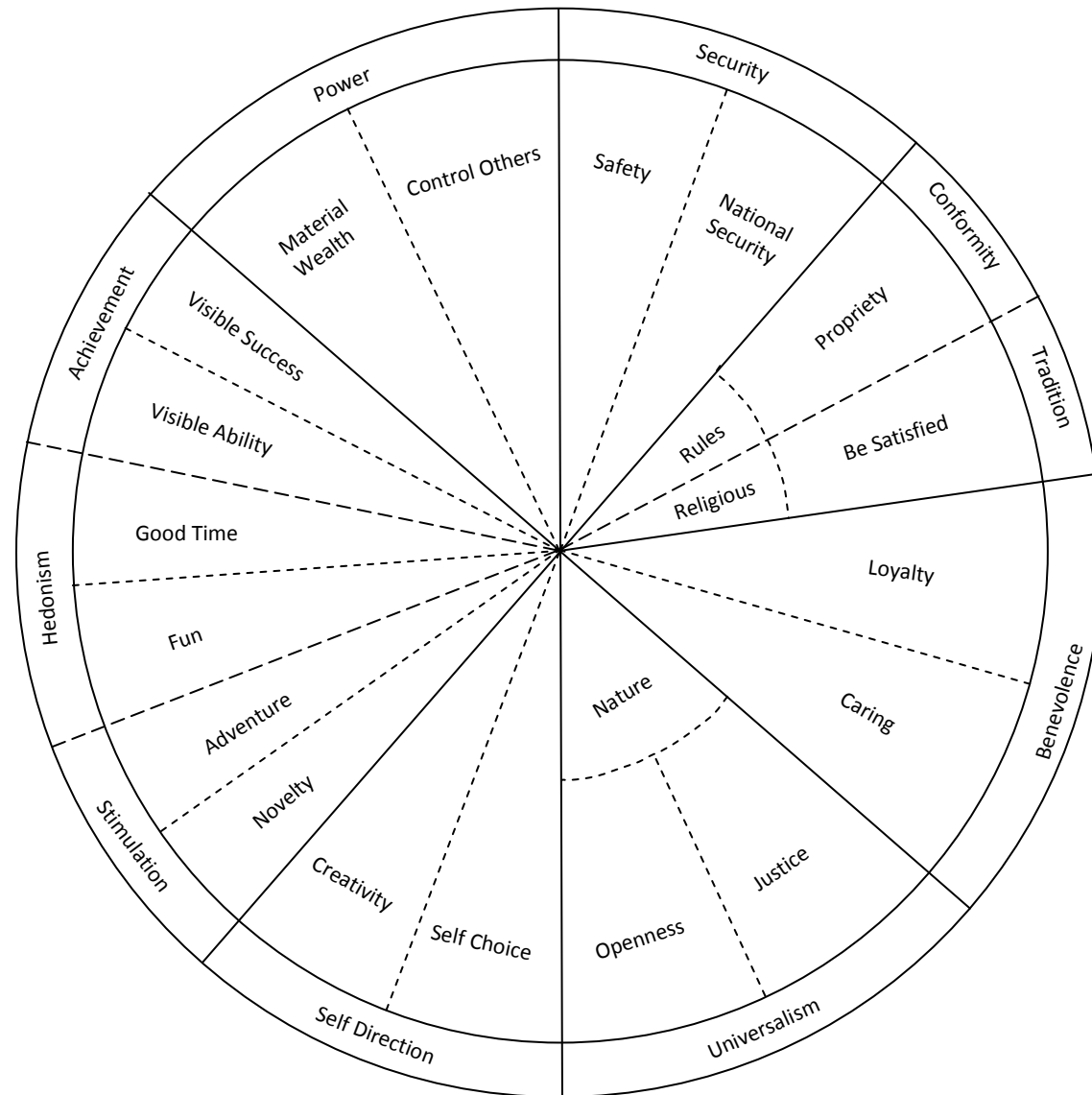


British Values Survey 2008 with Schwartz Dimensions overlain (these dimensions are antagonistic ie oppose those on the opposite side of the map eg power v universalism)



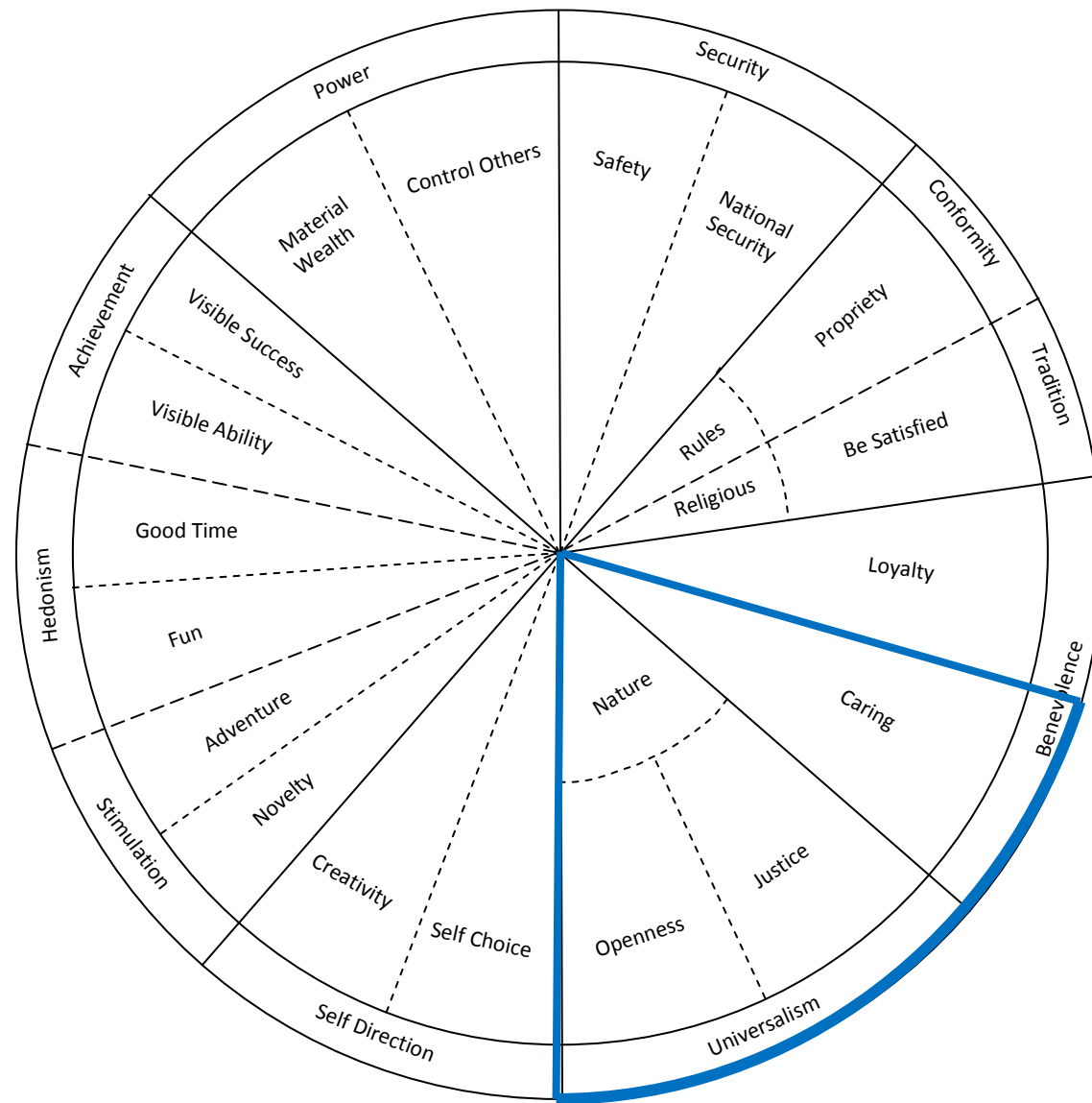
# Basic Schwartz In Maslow Space

Still based on the same 'map' and orientation this shows the main (not only) drivers that distinguish motivations according to where people are around the map.



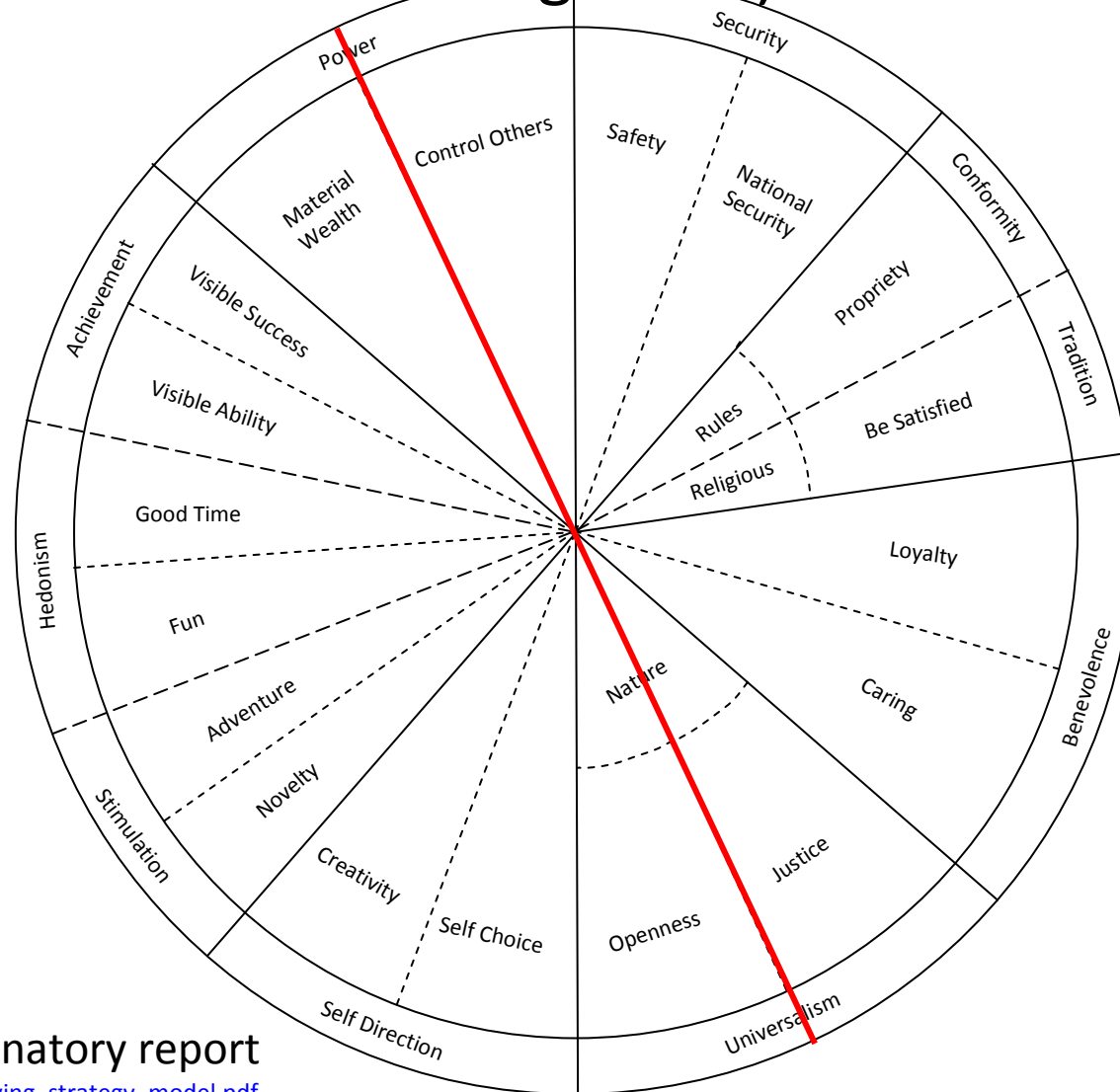
# Basic Schwartz In Maslow Space

The main shortcoming of campaigns is usually that they play on, and emphasise the values shown in the shaded area, and do not meet the needs of others. This also leads to them being opposed especially by their opposites, and so not being 'good politics'. This is not enough to create effective engagement.



# Power versus Universalism (a key antagonism)

This shows the recurrent values problem experienced by campaigns based on human rights, environment or international aid (etc) and which has been worsened by recession. Discussed in the VBCOP Campaign Strategy Newsletter # 49



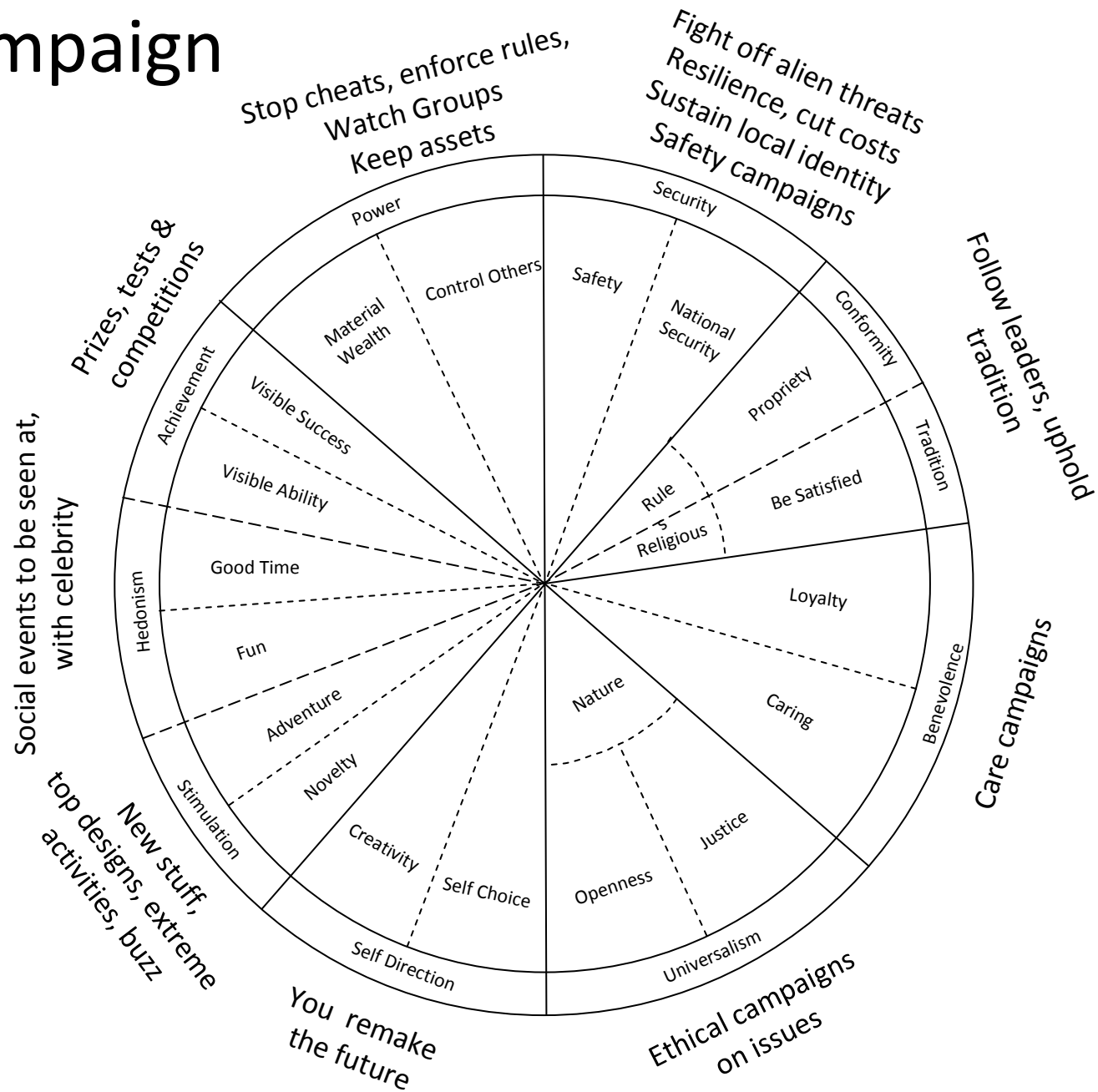
Use this link to access explanatory report

[www.campaignstrategy.org/articles/VBCOP\\_unifying\\_strategy\\_model.pdf](http://www.campaignstrategy.org/articles/VBCOP_unifying_strategy_model.pdf)



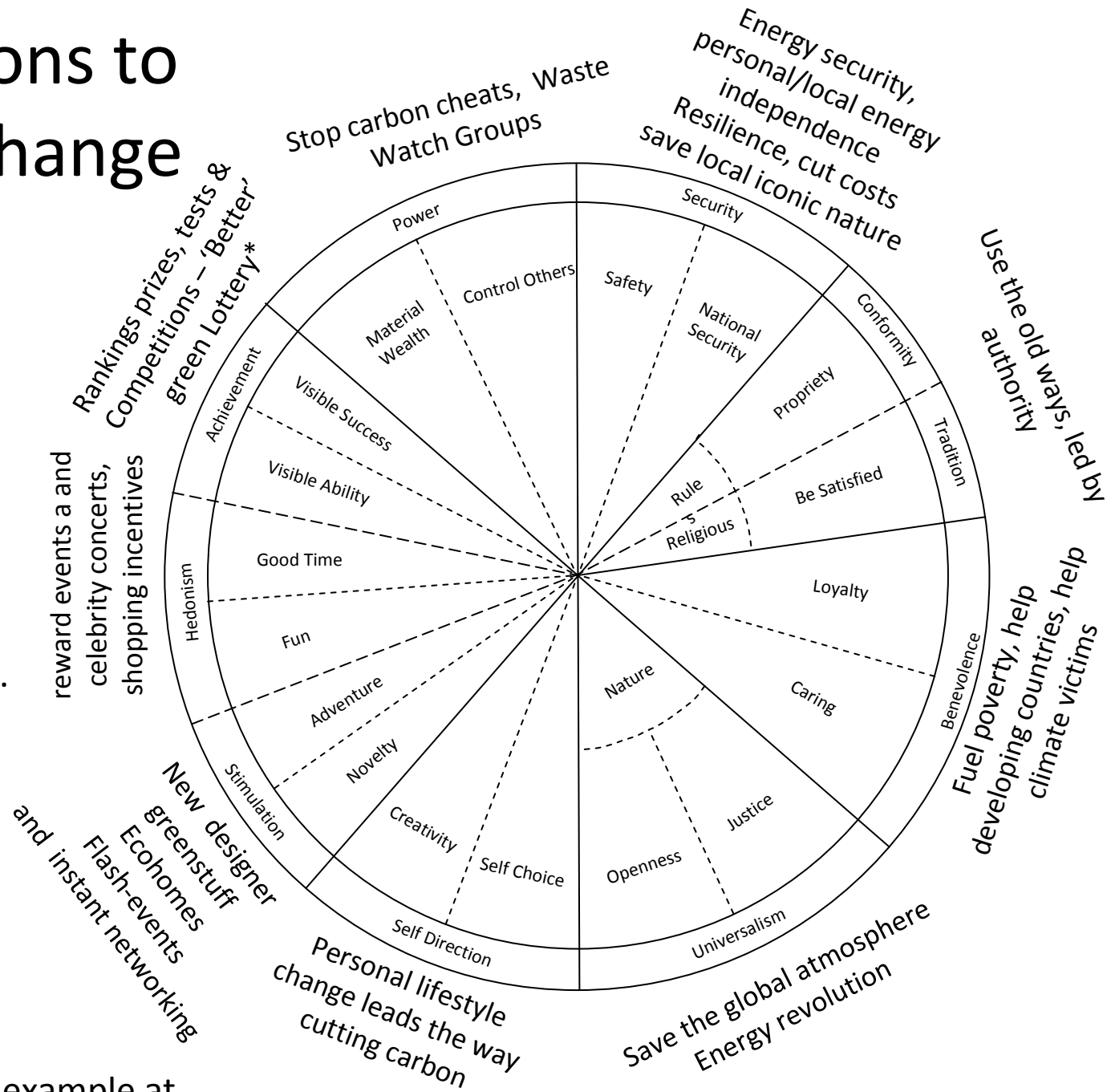
# Outline Campaign Planner

To reach 'new' parts of society create offers (activities, asks, products, services) which resonate with the values around the map. Do not try to 'sell' opposing values ! This shows a few generic examples.



# Applications to climate change

To reach 'new' parts of society create offers (activities, asks, products, services) which resonate with the values around the map. Do not try to 'sell' opposing values ! This shows a few generic examples.



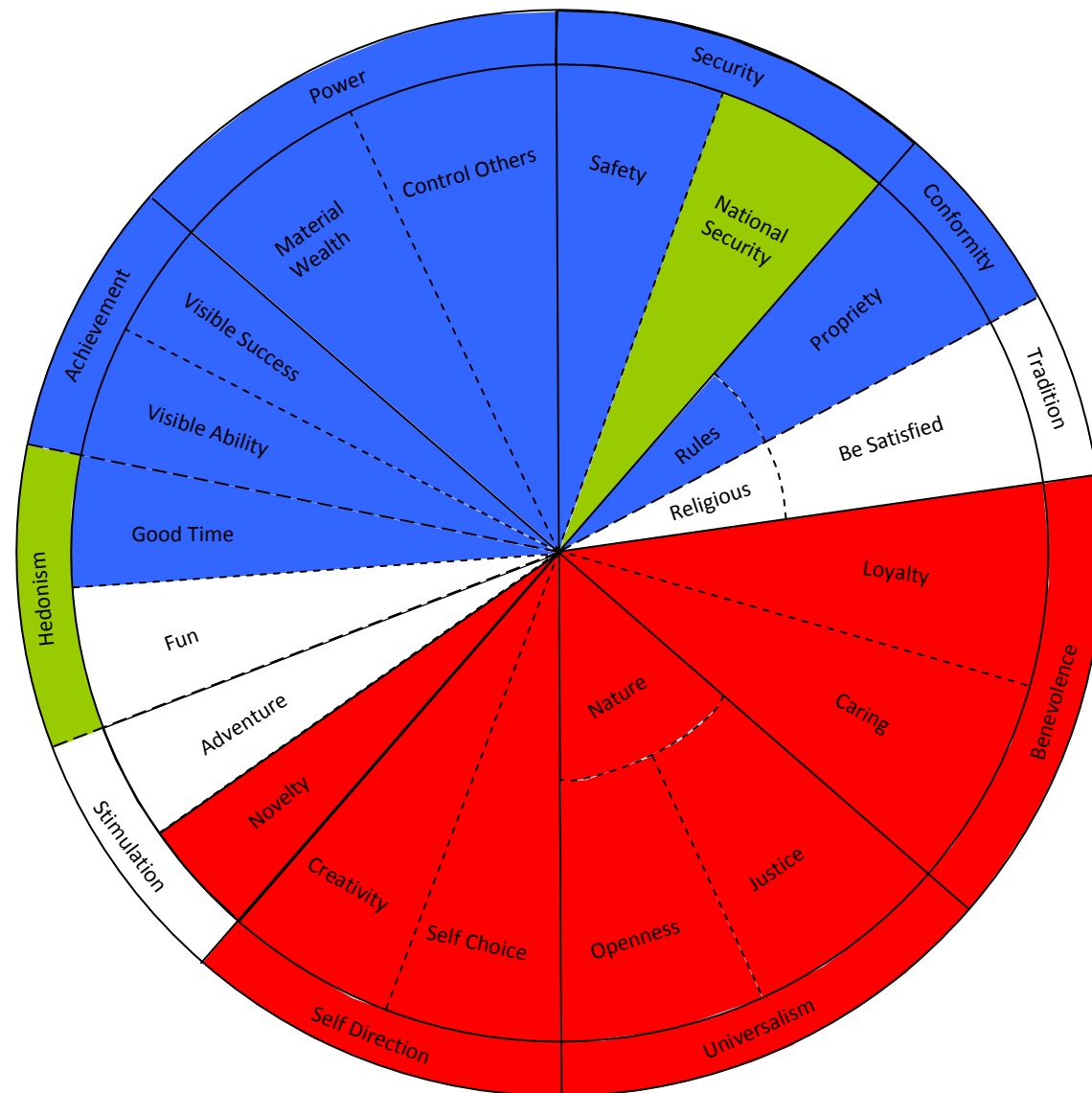
\*"Better" Lottery example at

[www.campaignstrategy.org/articles/VBCOP\\_unifying\\_strategy\\_model.pdf](http://www.campaignstrategy.org/articles/VBCOP_unifying_strategy_model.pdf)

# Inner Directed (aka Pioneers)

This shows the values affinities (statistically significant) of the inner directed 'Pioneers', the natural supporters of causes cast as 'issues' especially 'global' ones.

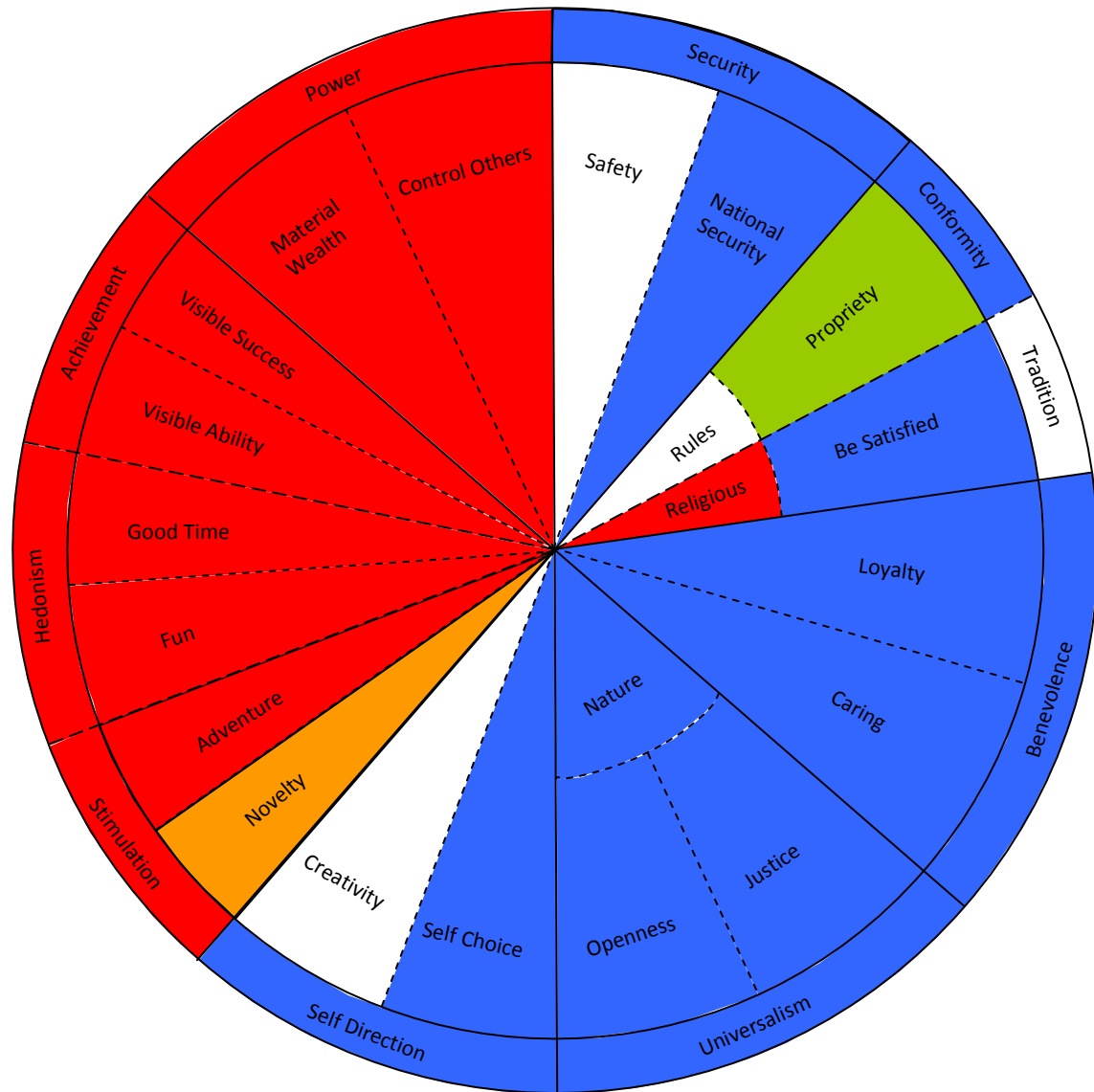
Red = v. strong positive  
 Orange = positive  
 White = not significant deviation  
 Green = negative  
 Blue = v. strong negative



# Outer Directed (aka Prospectors)

This shows the values affinities (statistically significant) of the outer directed 'Prospectors'; esteem-seeking success oriented people

Red = v. strong positive  
Orange = positive  
White = not significant deviation  
Green = negative  
Blue = v. strong negative



# Security Driven (aka Settlers)

This shows the values affinities (statistically significant) of the security or 'sustenance' driven 'Settlers'; oriented to safety, identity, belonging

Red = v. strong positive  
 Orange = positive  
 White = not significant deviation  
 Green = negative  
 Blue = v. strong negative

