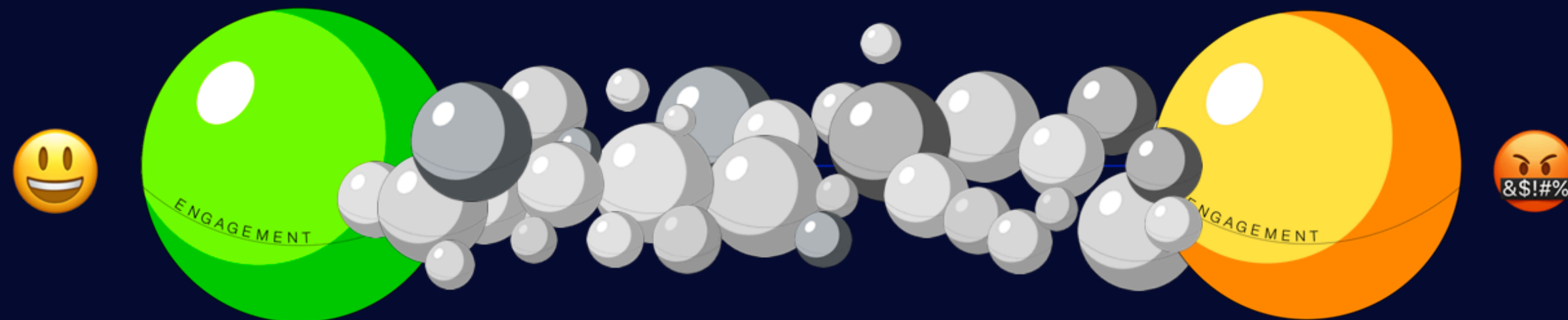# ALGORITHMS DON'T CARE ABOUT GOOD INTENTIONS

LOGIQ MEDIA REBUILDS CONSENSUS ON DEMOCRATIC IDEALS & HUMAN RIGHTS, BY SOLVING THE ECHO CHAMBER PROBLEM. WE SPREAD MESSAGES WIDER & WE BUILD ENGAGEMENT, EVEN WITH TRADITIONALLY DISINTERESTED AUDIENCES.

SOCIAL MEDIA LIMITS SOCIAL IMPACT

- Algorithms are designed to serve people what they 'like' (or hate) - but if your audience 'likes' (or hates) your issue already, **you're not changing anything**.

- To create actual social impact, we need to **reach and engage the audiences that are neutral or persuadable**.

THE MODEL IS BROKEN

- 99% of agencies & comms depts create engagement by using the platforms' tool straight out of the box. They **serve fans what they like** - it's a model that's designed to sell products, but it doesn't work for politics, causes and ideas.

- Just look at the news. the algorithmic distribution of political ideas is destroying democracy worldwide.
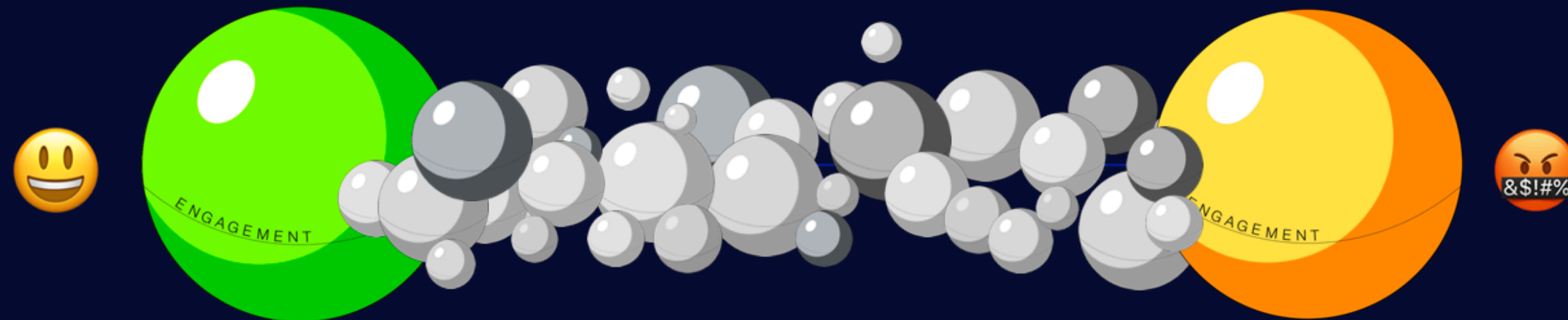
THE SOLUTION: IMPACT ENGINEERING

The answer (quite obviously) is to create and target for macro social resonance.

1. Design messages that resonate with maximum number of people outside your echo chamber.
2. Use targeting innovation to break free of the echo chamber, and reach the persuadable middle.
3. Analyse the data and iterate – if we can't count it, it doesn't count. Impact must be quantifiable.

Echo Chamber

Persuadable Mainstream

ENGAGEMENT

ENGAGEMENT
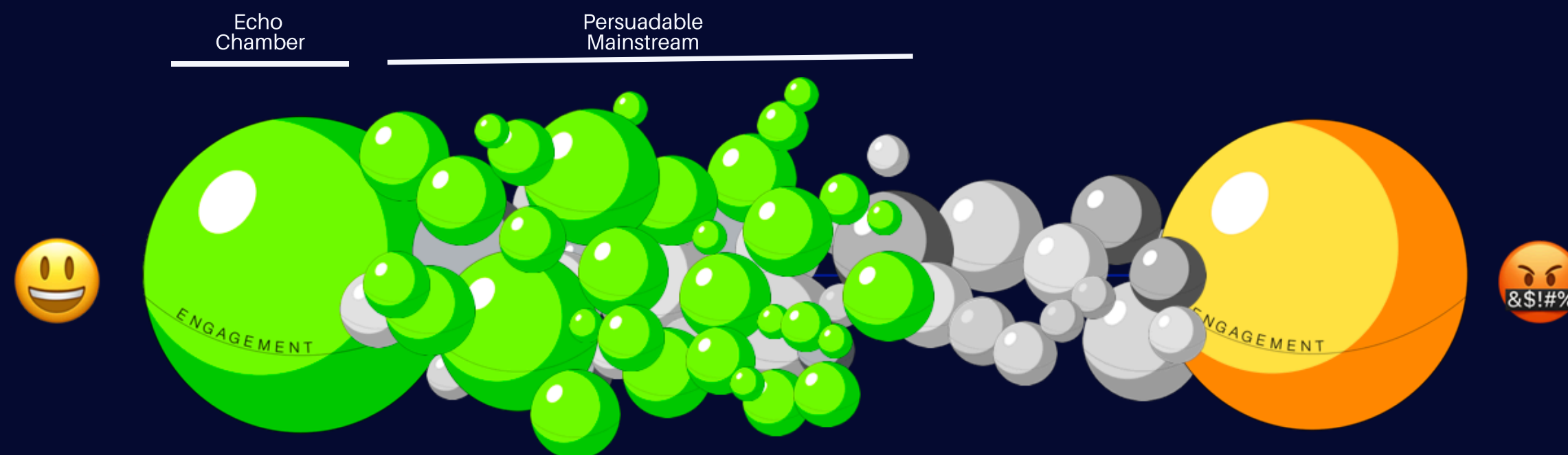
THE PROCESS: IMPACT ENGINEERING

DEFINING THE MAXIMUM PERSUADABLE AUDIENCE AND MOVING THEM FROM UNAWARE / NEUTRAL / SOFT ANTI TO POSITIVE

Audience Mapping

Combining multiple data sources

- Social listening
- Perception surveys
- Focus groups
- Platform data
- Current performance

to map affinities, values, interests, beliefs, biases and blind spots.

Positioning Strategy

Drawing insights from the audience data, we craft mulitple message hypotheses - our best guesses as to what will align with target audience motivation and interest.

Targeting Innovation

Taking the targeting out of the platforms' hands.

We turn off automation (which creates echo chambers), and experiment with a combination of new audience targeting parameters AND new messages to create the maximum social impact.

Testing / Iteration

Testing multiple message to learn which ones build traction. Then we iterate to continually increase cost effectiveness / engagement.

Knowledge Sharing

Working with comms teams to execute projects in partnership, we pass on the skills they need to turn digital engagement into social impact.

And if ambition (and budget) allows, we can layer in **additional components**: influencer engagement, earned media strategies, (TV and OOH) or even a narrative defense layer, bots that work to protect and amplify your messages.
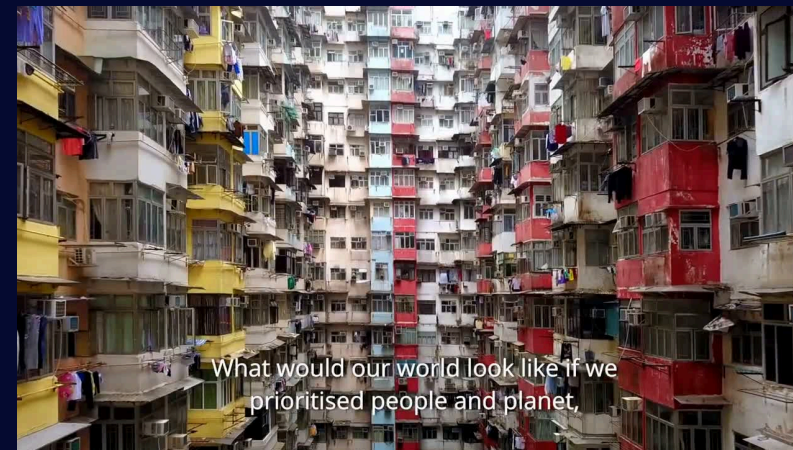
CASE STUDY: EXPANDING MAINSTREAM TRACTION

PROJECT

We partnered with the Center for Economic and Social Rights for an innovative social media experiment to expand support outside of the usual echo chamber.

CESR's CURRENT MEDIA

What would our world look like if we prioritised people and planet,

CHALLENGES

WEAK BRAND DIFFERENTIATION
Existing messaging closely resembles that of many other NGOs, meaning CESR isn't earning attention by cutting through the noise.

ECHO CHAMBER LIMITATION
The message wasn't getting beyond an echo chamber of people who agree with them already.

LOW SOCIAL IMPACT
With engagement confined to existing followers, CESR is struggling to impact the broader conversation and drive social change.

CASE STUDY: MEDIA STRATEGY

PROCESS

AUDIENCE DATA
We did a deep dive into audience research, using Google trends, competitor analysis and polling data, to map the maximum possible receptive audience.

NEW MESSAGING
Developed messaging based on target users' current interests, and aiming to connect CESR's mission with their personal priorities.

OPTIMISED FOR DIGITAL
We reversioned the length, format and hook to work for social media.
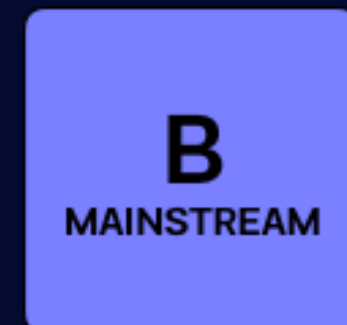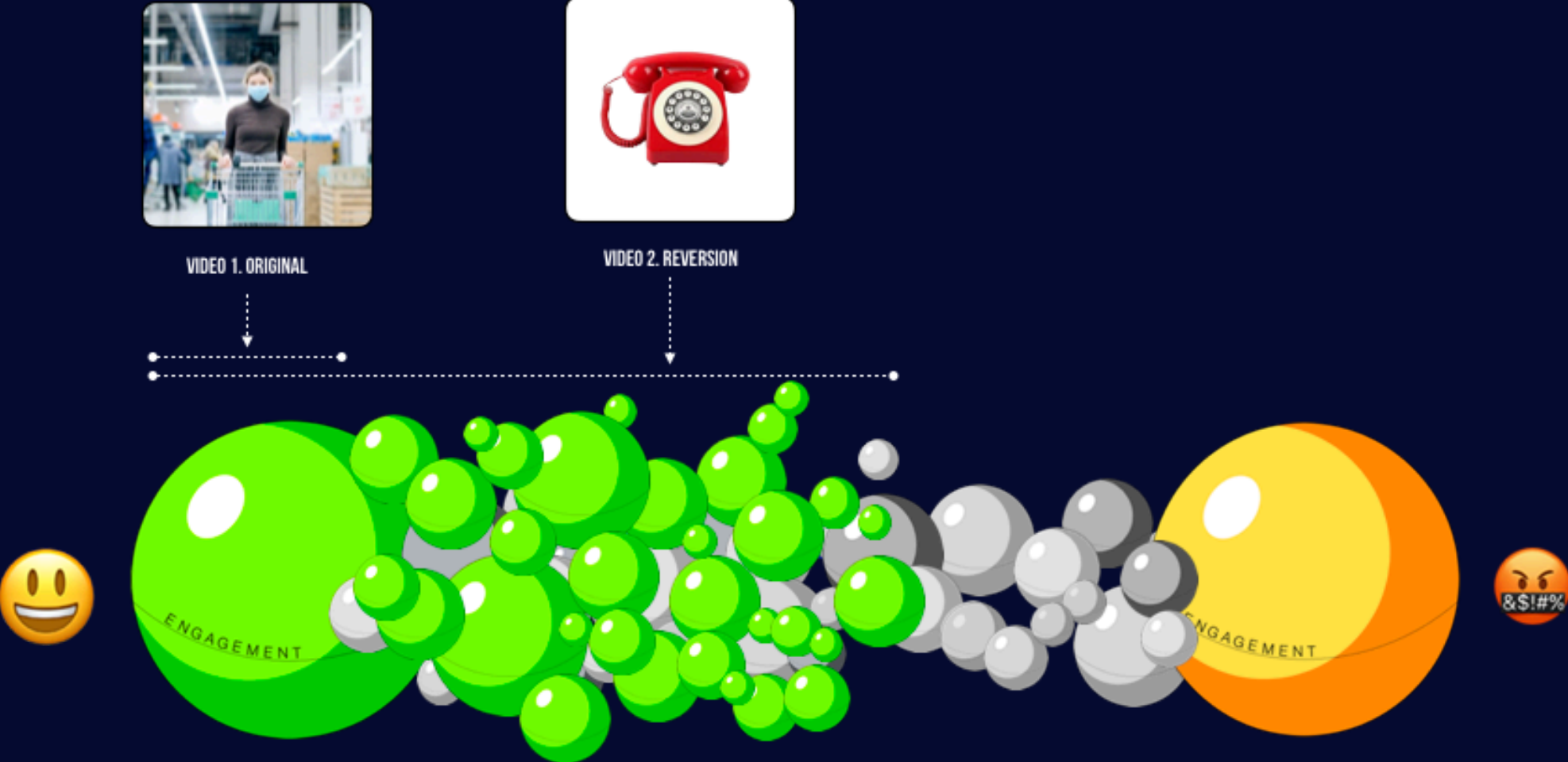
REVERSION EXAMPLE

CASE STUDY: TARGETING STRATEGY

DATA DRIVEN EXPERIMENTATION

- We created a new (maximum persuadable) target audience based on our mapping

- We tested old and new videos with both the echo chamber audience & the new max persuadable audience

- Then we compared the cost per engagement

$X / like

$Y / like

$Y / like

$Y / like

A
ECHO CHAMBER

B
MAINSTREAM

CASE STUDY 1: RESULTS

VIDEO 1. ORIGINAL

VIDEO 2. REVERSION

ENGAGEMENT

ENGAGEMENT

SIGNIFICANCE

REDUCE POLARISATION / INCREASE CONSENSUS
Results show it's possible to expand mainstream support by 33% without alienating the base.

INCREASED MEDIA COST EFFECTIVENESS
Increased social impact and exponentially larger potential donor pool without additional media spend.

RESULTS

33%
More mainstream engagement

= ROAS
With the echo chamber audience

0%
increase in media spend

OUR TRACK RECORD

OUR STAFF HAVE DRIVEN PRIVATE SECTOR IMPACT FOR **APPLE, NOVO NORDISK, BBC, COCA COLA, THE GUARDIAN, C4, KAYAK, VICE & AMAZON**. WE KNOW NEW MEDIA.

OUR IMPACT ENGINEERING SYSTEM HAS BEEN TESTED WITH MAJOR CIVIC AND MEDIA ORGANIZATIONS IN EUROPE, THE AMERICAS, MENA & DENMARK.

- **UN OHCHR**: +42% engagement with mainstream audiences
- **ActionAid**: 27% cheaper traction on climate engagement
- **Covid Campaign**: 400K+ organic views, 103% web growth, 40+ partners
- **Egyptian Media**: 100k audience growth / 97% more mainstream traction

32%
increase in subscribers

We helped an international media brand get insights into their membership value proposition and user motivation to redesign their messaging & user journey. A campaign based on those insights led to a 32% increase in subscribers.

42%
better ROAS with new audience

We led a series of content strategy and targeting experiments for UNHR, aiming to grow traction for pro-democracy messages outside the UN's echo chamber. The outcome was an average 42% increase in engagement with the UN's messages among a 'mainstream' apolitical audience.

147%
growth in organic traction

By A/B testing content in paid campaigns and using the insights to help us better understand the audience, we grew overall organic social media engagement for a news brand by an average of 147% for 4 consecutive months.

507%
increase in traction

Month on month engagement for a news media brand grew from an average of 201 engagements per post to 1221 engagements per post.

21900%
engagement increase

We helped a media brand rethink the title and 'pitch' on a flagship video so it connected better with the audience's worldview. Engagement increased from 10k to 2.2 million organic views within a week.

United Nations

actionaid

START SMALL.
TEST FOR TRACTION.
SCALE WHAT WORKS.

With automation and lean, low-cost experimentation, we deliver cost effective quantifiable social impact

Modular - Scalable - Proven
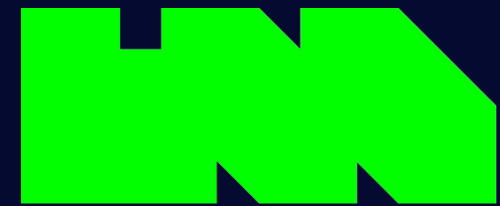
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