

The Role of Segmentation in the Fight to End World Hunger

Andrew Willard, Partner, W5

Gemi Hartojo, Marketing Technology Manager, Rise Against Hunger



Join the conversation! Tweet @W5Insight and @Rise2030



This is possible.

A global movement to end hunger by 2030.

#2030isPossible



Audience Segmentation

"We don't know what we don't know."

- ➔ Identify strategic segments of the audience
- ➔ Understand audience motivations and "adjectives"
- ➔ Guided strategic positioning of the brand and organization
- ➔ Inform development of resonant programs

“Market segmentation is a natural result of the vast differences among people.”

- Donald Norman


(The Design Lab, author of The Design of Everyday Things, advocate of user-centered design)



Volunteers
Donors
Corporate
Decision Makers

Faith
Civic
Corporate

Engaged
Aware
Unaware
(yet reachable)

A photograph of a business meeting around a wooden table. Several people are visible, some holding large, interlocking puzzle pieces. One piece is red, and others are blue. The puzzle pieces are being assembled on the table, symbolizing teamwork and strategy.

How can Rise Against Hunger better connect and engage Audience Segments—by and across channels?

Customize segmentation to ensure it will work for the organization

- ➞ Listen
- ➞ Collaborate
- ➞ Empathize



Apply corporate **market research best practices** to the strategic efforts of a nonprofit organization



For-Profit Organizations



Nonprofit Organizations

How We Did It

A woman with long blonde hair in a ponytail, wearing a patterned top, is seated at a desk, looking at a large computer monitor. The monitor displays several data visualizations: a scatter plot of a world map, a line graph showing an upward trend over time, and a line graph titled 'UNDER-5 MORTALITY RATE' showing a downward trend. The background is a blurred office setting with another person standing. The entire image has a red overlay, and the title 'How We Did It' is centered in a white box.



Stakeholder
Interviews



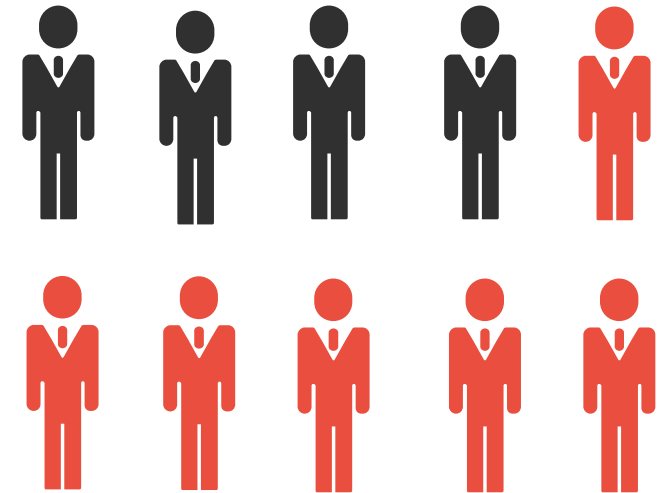
Customized
Questionnaire

Collaborative Process

- Listening
- Flexibility / Adaptation
- Generate Buy-In
- Enhance Partnership

Customized Segmentation Survey

- Personal profiling (demographics, psychographics)
- Charitable behaviors and motivations
- Sustainable communities and ending hunger
- Awareness and engagement with organizations
- Rise Against Hunger experiences and feedback
- “This is possible.” campaign assessment
- Marketing and media preferences



n=400 Rise Against Hunger Contacts

n=600 Prospects

20 Minute Survey

A group of people are gathered in a meeting. A woman in the center has several yellow sticky notes on her forehead and chest. Other people in the background also have sticky notes. A whiteboard with handwritten notes is visible in the background. The entire image has a reddish-orange tint.

What We Learned

Rise Against Hunger Segments

**Impact
Inspired**



**Faith
Driven**



**Focused
Devoted**



**Budget
Conscious**



**Influenced
Active**



Impact Inspired



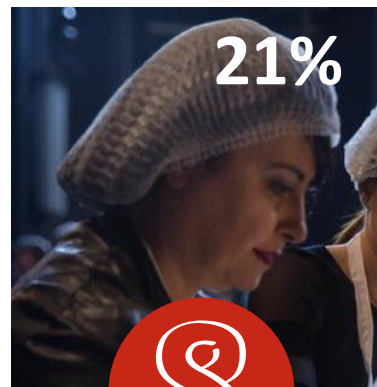
Influenced Active



Faith Driven



Focus Devoted



Budget Conscious



Channel Relevance Indices

Faith **52**
Civic **41**
Education **4**
Corporate **3**

Corporate **36**
Faith **30**
Civic **29**
Education **5**

Faith **59**
Civic **35**
Corporate **4**
Education **2**


Faith **53**
Civic **39**
Education **4**
Corporate **4**

Civic **35**
Corporate **32**
Faith **27**
Education **6**

The background is a solid reddish-orange color with a collage of various business and creative icons. These include arrows of different colors and directions, a globe, a bar chart, a lightbulb, and several stick figures. The icons are scattered across the background, some overlapping each other.

Next Steps

How Rise Against Hunger is Using the Insights Now

A close-up photograph of a person's hand, palm up, holding a large quantity of white, long-grained rice. The rice is piled in the center of the palm, with some grains spilling slightly over the edges. The background is a soft, out-of-focus grey.

Internal Absorption

Internal Learning
Discussions
Strategizing

Typing Tool
Database Optimization

Applying Segmentation
Perspective to the Marketing
Automation Platform

Other Ways Rise Against Hunger Incorporates Insights into Their Business Practice

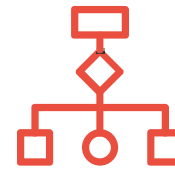
Brand
Purpose



Integrated
Marketing



Build The
Movement

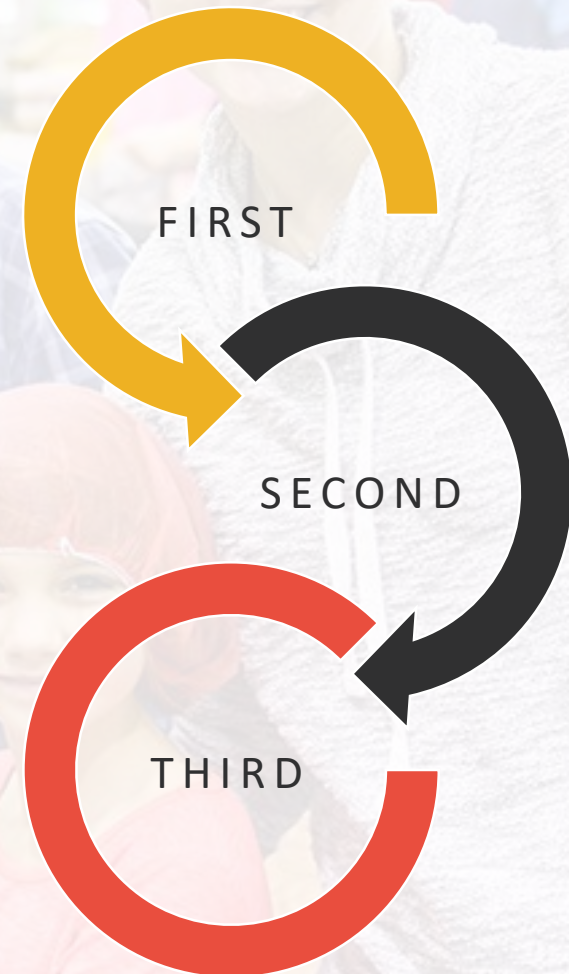


Drive
Engagement



Learning Process

- ✎ What opportunities stand out?
- ✎ What could we have done differently?



A group of young children, likely of South Asian descent, are shown in school uniforms. They are wearing light-colored, vertically striped shirts and dark blue or black V-neck sweaters. The children are looking towards the camera with various expressions, some smiling. The entire image is covered with a semi-transparent red overlay. A white rectangular box is centered over the middle of the image, containing the text "Q & A" in a white, sans-serif font.

Q & A

Thank You!

For additional questions pay us a visit at booth 505!

Presenter: Andrew Willard
Partner, W5

Email: AWillard@W5insight.com

Office: (919) 932-1117