

THE NETWORK EFFECT

TURNING SUPPORTERS
INTO ADVOCATES



THE POWER OF ADVOCACY



**ADVOCACY
IS EFFECTIVE**

88% of people around the world trust recommendations from people they know more than any other channel*

**ADVOCACY IS
UNDERESTIMATED**

1/3 of all brand advocacy is invisible, through word of mouth and private channels**

**ADVOCACY CROWDS
OUT CRITICISM**

We are **2x** as likely to advocate for something we believe in as we are to criticise something we disagree with**

**ADVOCACY
IS HARD WON**

Only **55%** of British people say they advocate for a brand or cause more than once every six months**

*Nielsen "Trust in Advertising" Survey 2021
**MHP / Savanta "Network Effect Study" 2022

ENGAGEMENT IN THE NETWORKED AGE

More and more of what **we see and hear** is shaped by **what people in our networks say and share***

As **the world grows more polarised, we listen more to people like ourselves** and less to anyone else. We become more careful about what we advocate for**

To reach and connect with people, **communicators need to harness The Network Effect, by turning supporters into advocates** within their networks.

The Network Effect identifies the **social motivators and barriers to advocacy** so we can tailor our messages and content to increase sharing.



*MHP / UCL "Guide to the Networked Age" 2018

**MHP / Depolarization Project "Communicating in a Polarised World" 2020

UNLOCKING SUPPORTER ADVOCACY



The Network Effect combines behavioural science and audience analytics to boost supporter advocacy.

Designed with Influence At Work and Savanta, our audience profiling tool allows us to identify your silent supporters and harness their Network Effect within any group.

STAKEHOLDERS

**“A CAUSE
I BELIEVE IN”**

EMPLOYEES

**“A COMPANY
I WORK FOR”**

CUSTOMERS

**“A BRAND
I BUY FROM”**

PATIENTS

**“A CONDITION
I CARE ABOUT”**

FANS

**“THINGS I’M
PASSIONATE
ABOUT”**

ADVOCACY DRIVERS AND BARRIERS



Our behavioural science partners Influence at Work identified the **ten key advocacy factors** – five drivers and five barriers, related to personal investment in the issue or brand and the social rewards and risks of speaking up.



AUDIENCE ADVOCACY PROFILES



We use our proprietary data to build advocacy profiles for each of your key audiences. We can use our research model to understand any audience, no matter how targeted.

AUDIENCE

Demographics
Media habits

ADVOCACY BEHAVIOURS

Likeliness to advocate
Preferred advocacy channels

DRIVERS

Primary Drivers
Secondary Drivers

BARRIERS

Primary Barriers
Secondary Barriers

ENGAGEMENT RECOMMENDATIONS

Messaging & Content
Strategy

THE NETWORK EFFECT PROCESS



01

MAPPING THE DRIVERS AND BARRIERS

Our behavioural scientists at **Influence At Work** identified ten advocacy factors

02

UNDERSTANDING ADVOCACY IN ACTION

Savanta surveyed the public to map the advocacy factors to the UK population

03

PROFILING YOUR AUDIENCES

Using this proprietary data, the **MHP Mischief** Strategy Team designs advocacy profiles for any target audience

04

TAILORING YOUR COMMS

We adapt your messages, content and channel strategy to boost advocacy

REDUCING OPPOSITION



The Network Effect also helps us **understand what makes people become active critics of brands** or join protests.

This helps us predict the scale of criticism and where opposition will manifest.

Using the same model, we can help you adapt communications to mitigate the risk of protest.





AUDIENCE PROFILES REPORT

We will analyse up to three key audiences, providing Advocacy Profiles, communications recommendations and relevant case studies for each group.

Our experts will present the findings to you and your team.

£2,500

AUDIENCE PROFILES REPORT

+

STRATEGY WORKSHOP

In addition to the Audience Profiles Report, our strategy team will run a ½ day workshop for you.

We will explore how your messaging, content and strategy can harness The Network Effect.

£5,000

AUDIENCE RISK REPORT

+

STRATEGY WORKSHOP

We will analyse up to three key audiences to understand what will make them more likely to publicly criticise your organisation or work.

Our crisis team will run a ½ day workshop for you and your team to explore how you can mitigate these risks.

£5,000

BESPOKE NETWORK EFFECT SERVICES INCLUDE:

- Specialist audience advocacy research from Savanta
- Behaviour change design and testing from Influence at Work
- Creative platform design from MHP Mischief

GET IN TOUCH



To find out how the network effect can increase the reach and effectiveness of your campaign, contact the team
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APPENDIX 1:



THE ADVOCACY PLAYBOOK

HOW DO WE HARNESS THE DRIVERS?



We recommend bespoke changes to your messaging, content and communications plan using insights from the Network Effect playbook, developed with Influence At Work.

ADVOCACY FACTOR

LOYALTY

“This matters to me”

CONNECTIONS

“I support the people behind this”

OBLIGATION

“I owe them”

REWARD

“It’s good for me to do this”

IDENTITY

“This reflects who I am”

EXAMPLE RESPONSE

FOCUS ON IMPACT

“Together, we can beat cancer...”

INCLUDE A PERSONAL APPEAL

“As the founder of this business...”

CELEBRATE YOUR TRACK RECORD

“For 40 years, we have been innovators...”

EMPHASISE EMOTIONAL REWARD

“You can give a child a future...”

SHOW YOUR SUPPORTERS

“Join the thousands of women who are already...”

HOW DO WE OVERCOME THE BARRIERS?



We recommend bespoke changes to your messaging, content and communications plan using insights from the Network Effect playbook, developed with Influence At Work.

ADVOCACY FACTOR

INTENTION

“I don’t care enough”

FOLLOW-THROUGH

“It’s a low priority”

IMPACT

“It won’t change anything”

BACKLASH

“People will judge me”

DISTRUST

“I don’t trust them”

EXAMPLE RESPONSE

LINK YOUR STORY TO SOMETHING BIGGER

“This is about more than just this election...”

MAKE THE ACTION TIME-BOUND

“COP is coming, we must make our voices heard...”

QUANTIFY THE ROLE OF THE INDIVIDUAL

“If we can reach 10,000 signatures, we will...”

OPTIMISE FOR PRIVATE CHANNELS

“How to talk to your parents about...”

WORK WITH TRUSTED THIRD PARTIES

“We’ve teamed up with Which? to...”