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EVALUATION OF FACEBOOK SOCIAL CAMPAIGN MARKETING IMPACT IN  
DIFFERENT AGE GROUPS

Bachelor Thesis

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I have written this Bachelor Thesis independently. Any ideas or data taken from other authors or other sources have been fully referenced.

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## Introduction

For the past two years social information campaigns have been a crucial part of the marketing world – “wear a mask”, “help stop the spread” and other epidemic themed slogans have dominated marketing platforms from billboards to social media banners. At the same time, other (social) problems haven’t disappeared and we never know what crisis or accidents might strike us. For instance, in Estonia for several days in June 2020 there were more than 30 000 households without electricity due to a storm (Ots & Nael, 2020). “In the event of a crisis, every Estonian should be ready to take care of his or her family and community for at least seven days,” as said undersecretary for Rescue, Emergency Services and Crisis Management Viola Murd (2019). Although, Estonian Rescue Boards research in 2020 showed that only 5% of the apartment building residents are prepared to deal with an emergency (Päästeamet, 2020). Therefore, numerous social information advertisements were made in order to make citizens more responsible in the case of emergency (loss of power, fire, war, cyber attack and so on). But the question remains: were and are social marketing campaigns gaining enough attention and are they efficient enough for people from different age groups to change their behavior?

Moreover, marketers have to adapt new marketing methods since traditional marketing is drifting away – digital advertising (especially social media marketing) has been and is on the rise among all other advertising channels (Statista, 2021). For instance, in Facebook, targeting a desired audience has been made very easy – you can add a location, gender, age, keywords, relationship status, job title etc of your target group. So in one go, marketers can spread their message through a channel that has over 4.6 billion users to thousands of their target group and that with a relatively low cost. (DataReportal, 2022)

Today, people easily experience an overabundance of information (Marr, 2015), so it is important to convey the necessary information as well and eye-catchingly as possible. However, people of different ages may search for and see information differently (Williams & Page, 2011) and also, due to age, people have different habits of using social media platforms (Slootweg & Rowson, 2018). For example, it has been found that youngsters and women are more active on Facebook although older people spend somewhat the same amount of time on the platform. What concerns the overall population of Facebook, then men are in majority (DataReportal, 2021), but spend less time on Facebook than women. (Trelford, 2018) Both of these facts are crucial when deciding what and how to advertise on the platform.

Therefore, as a marketer, it is extremely challenging to get necessary attention (and even more a behavior change) for a social campaign from its target groups who may be from different generations. For a successful social information campaign, it is important to know exactly how to get people's attention to the most important information and what are these details and factors that affect attention. Also, what emotions campaign messages / materials evoke (whether they are pleasant, angry, surprising). (Bagozzi, Gopinath & Nyer, 1999) Therefore, it has to be kept in mind that human perception (which includes attention and emotions) and behavior is influenced by age, gender and culture (Ocansey, 2017).

Because of this, Estonia Ministry of Internal Affairs and Estonian Rescue Board are seeking a science-based approach to their upcoming social information campaign based on their previous social media information campaign named "Be prepared!". For that, neuromarketing methods are used since our evaluation is based on attention and emotions and they cannot be measured objectively by any other method. These are subconscious processes of perception that arise quickly and (mostly) unconsciously to a person, but have a significant effect on all subsequent processes (behavioral aspects) (Sebastian, 2014). The main purpose of these social information campaigns is to raise the awareness of target groups and to form attitudes in people. For example, safety and security starts primarily with people's own behavior, noticing, caring and acting.

What is worth mentioning about the definition of social marketing is that it fulfills its purpose when the target group changes its behavior. Meaning that social campaign is trying to influence behaviour in a way that society will benefit – wearing seat-belts, reducing alcohol consumption, wearing a mask and so on. All these elements are mentioned in the definitions of social marketing from the times it was born, in the 70's (Kotler & Zaltman, 1971; Lazer & Kelley, 1973; Kotler & Roberto, 1989; Andreasen, 1994; Smith, 2000; Kotler & Lee, 2008). After that, social campaigns have broadened its definition and implemented strongly in every marketing area, whereas change of behavior is the aim of the campaign.

Specifically, social information campaigns, especially in social media and even more less using neuromarketing methods, haven't been widely studied, so with this research it is possible to cover an important gap of marketing. Since the 90's other topics than family planning encouragement were discussed by social advertising and after that many studies were also made. There are numerous campaigns researched on a health topic: smoking (Anderson et al., 2003), vaccines (Butler et al., 2015), drugs (Grenard & Scheier, 2010), cancer prevention (Kippen, James & Ward, 2017) and so on. Also, other safety matter campaigns about seat-belt (Cunill et al., 2006), bicycling safety (Buchholz, Clarke & Ludwig,

2010), supplies (Borders, Guion & Scammon, 2007), but only few (Kroon-Laur, 2019; Chou et al., 2020) are found to be done with neuromarketing methods. Eventhough there are studies about social marketing campaigns in Facebook (Chen, Kwok & Yu, 2011), then there is none where age difference is taken into account.

The research aim is to evaluate the marketing impact of Estonia Ministry of Internal Affairs social information Facebook campaign “Be Prepared!” in two different age groups with neuromarketing methods. For this, the research consists of the following tasks:

- To examine definitions and explain the concepts of social marketing and social campaigns;
- To give an overview of social media marketing implementation, age differences within the platform and it’s link to social campaigns;
- To give an overview of the research methods, the materials of the researched social information campaign and the sample;
- To conduct an eye tracking, emotion measuring neurotest and an interview, with what to carry out the analysis of the marketing impact of social information campaign in two different age groups.

Therefore, detailed results of the research helps Estonia Ministry of Internal Affairs and Estonian Rescue Board social campaigns reach their maximum potential and target groups in the future. This knowledge helps further marketers to implement the best methods to ensure the desired effect of advertising a social campaign to different age groups in social media. Although, based on previous studies done, it can be seen that social campaigns are widely used and they seem to be effective.

This research consists of three subchapters in the theoretical analysis section and two subchapters of empirical research in the empirical analysis section. First two theoretical chapters are concentrating on the definitions, history, implementation and evolution of social and social media marketing based on previous studies. More precisely, the first subchapter of the theoretical part goes in depth with social marketing concepts and inspects examples of different campaigns done in domestic and foreign fields. Also, questions are raised about the instructions of getting target groups attention and the evaluation of the method. Second subchapter of the theoretical part is concentrated on social media definition, statistics and exploring studies done on social capaigns in this medium. A lot is concentrated on the demographical aspect differences and statistics – how many users there are, how they are acting on the platform and is there some age, gender or cultural peculiarities. Last theoretical subchapter will concentrate on the generational differences in social media – how four

different age groups use the platform, what they prefer to see and feel while using it. Then an empirical part will follow, whereas the first subchapter will explain neuromarketing methods available and used in the evaluation part. Next and finally, a thorough analysis of the found results of eyetracking, emotion measurement, and interview is being made.

Keywords: social campaign, information campaign, communication campaign, social marketing, neuromarketing, eyetracking, social media marketing.

## **1. Concepts and implementation of social marketing in social media**

### **1.1. Social marketing evolution, application and measurement methods**

Social marketing is a term that is 10 years younger than marketing itself, dating back to the mid 60's. Harvey (1999) sees social marketing as the first approach to encouraging family planning in India in 1964, from which time family products and services began to be marketed globally through social enterprise. Even when it was originally about marketing products, they addressed and changed strong social problems through them. As a result, marketers and researchers at the time realized that marketing was more than a simple "buy-sell" market environment and began to expand the concept of marketing. (Andreasen, 2003)

As Kotler saw marketing as a technology and his colleague Zaltman was interested in its application to social problems, the two co-produced the new term "social marketing" (1971) as well as a similar article "Social Marketing: An Approach to Planned Social Change" (Honeyman, 2008). However, this ambiguous term (confused with terms such as "non-profit marketing", "socially responsible marketing") caused enough confusion in the marketing world. Therefore, attempts were made to refine and change the definition several times by Kotler and Roberto as well as Lazer and Kelley. (Andreasen, 2003) Thus, in the first decades, social marketing could not be applied anywhere other than contraception.

Finally, after the identity crisis of social marketing, it was realized in the 90's that the goal of social marketing is to change a person's behavior / attitude, not ideas or even less to make them buy something (Nanda, 2013). The definition that was widespread at the time came from an article in the Journal of Public Policy & Marketing (1994), where for the first time Andreasen mentions the social marketing goal being changing the behavior of the target group for their well-being and general social society. Also, the new explanation answered all the questions and misunderstandings of marketers that came with the previous definitions, and social marketing became more widely used in theory and practice worldwide - books, articles, various campaigns (UNAIDS, UNICEF), social marketing centers and institutes and so on. (Andreasen, 2003)

By now, social marketing has mostly stuck to the concept defined in the 1990s, and the definitions include additional or suggestive facts to keep in mind in the case of such marketing. For example, DiClemente and Prochaska (1998) discuss that while it is difficult to change behavior, it is even more difficult to maintain it. Then Rose and Dade (2007) suggest that successful social campaigns are those that take into account the local context. At the same time, Dann (2010) writes that behavior change is achieved through creativity,

communication, receiving and giving, which is also the case for Smith (2000), when he says that classical marketing principles must be used to change human behavior. The evolution of the definition can be seen in Table 1.

Table 1

*Definitions of social marketing*

Author(s), year, page number	Definition
Kotler, Zaltman (1971; p. 5)	“Social Marketing is the application of principles and tools of marketing to achieve socially desirable goals, that is, benefits for society as a whole rather than for profit or other organizational goals and includes the design, implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communications and market research.”
Lazer, Kelley (1973; p. 90)	“Social marketing is concerned with the application of marketing knowledge, concepts, and techniques to enhance social as well as economic ends. It is also concerned with the analysis of the social consequences of marketing policies, decisions and activities.”
Kotler, Roberto (1989; p. 24)	“A social change technology involving the design, implementation, and control of programs aimed at increasing the acceptability of a social idea or practice in one or more groups of target adopters.”
Andreasen (1994, p. 108)	“Social marketing is the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of the society of which they are a part.”
Smith (2000; p. 12)	“Social marketing is a process for influencing human behavior on a large scale, using marketing principles for the purpose of societal benefit rather than commercial profit.”
Kotler, Lee (2008, p. 32)	“Process that applies marketing principles and techniques to create, communicate, and deliver value in order to influence target audience behavior that benefits society (public health, safety, the environment, and communities) as well as the target audience.”

Source: compiled by the author

Thus, we can now firmly see one continuous line in the concept of social marketing, which is “behavior change” or “influencing behavior”, but overall the field is still strongly evolving, with different approaches to different social issues that need to be explored as well

as defined (Nanda, 2013). The latter may be confirmed by Kotler and Lee (2008) broader definition of social marketing than of several (marketing) processes.

A concept that is said to go hand in hand or as a synonym with social marketing is an information campaign. If we get to the depths of this term, then we find out that an information campaign is often a political, state, or for the benefit of the state campaign aimed at informing the target group about something or someone (Weiss & Tschirhart, 1994). For instance, Roger and Storey (1987, p. 821) have defined an information campaign as: “an organized set of communication activities that seeks to bring about specific outcomes, is directed at a large audience, [and] has a defined time limit”, but with a separate comprehensive no theory has been made about the principles of the information campaign. Rather, the information campaign focuses on two concepts: social marketing and the McGuire Communication-Persuasion Matrix. In the case of social marketing, an element of the information campaign is the communication of a social problem through messages that change behavior (Alden, Basil & Deshpande, 2012). However, the social campaign itself may contain elements that differ from the information campaign, such as cost stimulation, and therefore it can be said that the information campaign is not always the same as the social campaign (Zhao, 2020). Moreover, in the case of the McGuire matrix, the information campaign follows certain controllable inputs and outputs. (Atkin & Rice, 2009) In short and simple, the main difference between social and information campaigns is that social campaign is solving a social problem through changing people’s behavior, while information campaign is about giving information (but that doesn’t have to be about any social problem). In the case of this thesis, we are combining both – we are using an information campaign to solve a social problem, therefore the term “social information campaign” is used.

Furthermore, a large number of analyzes of information campaigns on health (e.g. smoking, vaccines, drugs) can be found in the literature (Aslanpour, Cooke, Kostrzewski & Ranjbar, 2017; Barry, Doyle, Fox & Sixsmith, 2014, etc.), as well as on completely other topics that need the attention of a wide audience (driving safety by Hoekstra & Wegman, 2011; parenting by Tully et al., 2018; recycling by Blanco & Miranda, 2010). This method of marketing is widely used, as information campaigns have been shown to be extremely effective when conducted according to the right formula (Connaughton et al., 2019). In addition, the design of an information campaign is so universal and systematic that it is compatible with different media, content, and locations (Atkin & Rice, 2009).

In any case, social marketing, as well as its branches, programs, and campaigns aim is to change audience behaviors and attitudes. The last one is mostly based on the definition of

Krech, Crutchfield, and Ballachey (1962, p. 139:”Attitudes are enduring in a system of positive or negative evaluations, emotional experiences, and techniques for acting for or against social objects.” In the case of social marketing, the marketer must first act for the benefit of society. This, in turn, is complicated by the fact that often the target group does not even see the problem that the campaign is trying to solve. Unlike traditional marketing, where the goal is to create a need for a product or service, addressing the problem and thereby encouraging behavior change is a much more complex process (Kotler & Armstrong, 2008) and requires thorough preliminary work. This is also confirmed by Andreasen (1995), who mentions that a social campaign is maximally successful when it starts with the needs and wishes of the client. Andreasen (1995) also points out that not seeing a problem is stuck in ignorance, presumed non-existence, or principles. Therefore, Lefebvre (via Schwartz, 2010) suggests that marketers focus more on giving people the opportunity to change their behavior than on giving them specific instructions on what to do. An example of this is the ban on smoking at bus stops, which indirectly makes the smoker's usual habits change to some extent and through which it is easier to restrict all activities.

Specifically, social marketing includes seven important aspects to consider when building a campaign (Andreasen 1995, p. 14):

- the main thing is the behavior of the target group;
- programs must be cost-effective;
- all strategies start with the target group;
- the marketing strategy uses 4P (product, price, place, and promotion);
- market research is important in the design, pre-testing, and evaluation of programs;
- careful market segmentation;
- competition (meaning how people act at the moment and what the change would be).

So, as Andreasen (2001) and others (Kotler, Roberto & Lee, 2002) previously brought out, social marketing is all about the individual or society's benefit and not about financial profit. That is why all of his aspects are very focused on the target group – social marketing campaign is all about how to make someone change his/her behavior and therefore is important to learn the persona and design the campaign around it. At the same time Kotler, Roberto, and Lee (2002, p. 34-35) strategic planning of social campaign should answer four very essential questions:

- what's the situation now (SWOT analysis);
- where we want to be (finding target group, analysis);
- how to get to the desired goal (strategy);

- how to ensure the success of the goal (implementing the strategy).

Therefore, as we can see, social marketing campaigns can be even implemented in different ways. For instance, when looking at Andreasen's aspects, we can see that they start with listening and studying the target group, whereas Kotler, Roberto, and Lee start with fixing the goal of the social campaign and then move to the analysis of the target group.

Nevertheless, when talking about the goal of social campaigns, the most important part is getting to know the target group and the situation in order to communicate messages that skillfully influence and motivate them. Of course, it should also be borne in mind that there are both informative and mentoring campaigns, the messages of which may differ from time to time. For example, in mentoring, the marketer needs to figure out how to do something. Informative is easier – it tells who should do something, where, and when. (Rice & Atkin, 2013) At the same time, the fact that goals could always be measurable is emphasized – Kotler, Roberto and Lee (2002) find that in an ideal world one can measure a social problem or situation in society and set a goal for behavior change accordingly. Although, Neti (2011) emphasizes that seeing the social campaign result takes time – the change in behavior may come approximately after 3-6 months. However, measurement can be difficult, as often the change in behavior may not be related to the social campaign (Kuusemets, 2018) and research and observations take time and may not even bring sufficient results (difficulties of reaching enough people; people attitude and behavior change takes time, etc.) (Reinartz & Venkatesan, 2014).

Moreover, we live in an environment where one of our greatest commodities, information, has led us to the point where there is a state of stress called “information-overload” (Marr, 2015). So, while the amount of available information is increasing every second, human attention span is dropping. Constantly, there are people struggling with decreased memory skills, productivity, and deep information processing, which can be treated by conscious information literacy. (Kurewlovic, Tomaljanovic & Davidovic, 2016) Meaning that nowadays, as a marketer, it is extremely challenging to get the necessary attention (and even more a behavior change) for a social campaign from its target groups.

Therefore, one of the suggested and most accurate methods of measurement, in the case of social advertisement, is to measure a person's emotions, when the person watches the advertisement – already in the year 1986, Hill and Mazis mentioned that the best way to measure advertisement effect is to see the scale of negative and positive emotions, which is an immediate measurement and what can be followed by thorough research in which we can see long term effects of the campaign. It is worth a mention that, in any case, in Estonia,

social campaigns are one of the most noticeable and widely used tactics to implement social change (Vihalemm, Keller & Kiisel, 2013).

In addition to the full set of goals, the social nature of marketing is often sensitive or painful, as social problems include topics such as illness, alcohol or drug abuse, violence, and others that can greatly affect people emotionally (Stevens, 2018). Laczniak, Lusch, and Murphy (1979) believed that some campaigns may be so repulsive that society may begin to view marketers and marketing differently. They pointed out that social marketing often also touches on ethical issues and conducted a study on the same subject. As social marketing usually involves the whole of society, sensitivity also varies from culture to culture, so pre-research on the attitudes of the target group is crucial for the success of the campaigns and not for the opposite effect. Although it all depends on how to make an advertisement – it does not have to be always shocking or negative. For instance, Mittal (1994) has written that positive advertisements have better effects on people as they remember them better and that way gives them positive emotions. Also, McCoy (2015) finds that positive advertisement gives people a goal to follow and therefore may be continuously effective. On the contrary, a shocking advertisement's goal is not to give positive emotions. They are effective since they give people strong emotions and raise attention – therefore, in the case of social marketing shocking advertisements may give even better results since they evoke more emotions. (Cotte & Ritchie, 2005) Although, it has to be borne in mind that people are different and one method won't work for everyone.

Previously, social marketing has been widely studied – the history of it, as well as treatment of all sorts of different campaigns and that around the world. In Estonia, for example, several social campaigns related to alcohol abuse have been studied, such as “Don't drink in September”, “You'll always find an apology”, “Less is better” (Kuusemets, 2018), as well as campaigns influencing health behavior such as “Growing up together — a child is not a doll” and “Choose health - choose 5 trees and Vegetables a Day” (Suuk-Aasmäe, 2010) as well as drug policy campaigns such as “The difference is in the price of a medicine” (Trumm, 2012) and others (Pauklin, 2011; Etti, 2010; Leht, 2016). These were successful campaigns, which could be explained by high awareness, raising questions, and providing straightforward answers (Davis, et al., 2003). For instance, “Don't drink in September” campaign has high awareness as a campaign and as a social problem wise, and since this campaign is repetitive over the years, it gathers more participants in this behavioural change. Therefore, it suggested to bring back social campaigns, as they are more remembered that way. (Suuk-Aasmäe, 2010)

However, there are not many works written on social marketing that would have been done in the analysis of neuromarketing, as a social media campaign, or even less in a combination of both. Although, many types of research have been done about the emotions involved in social marketing, whereas only a few consist of neuromarketing. One of the closest studies conducted in Estonia has been conducted by Kroon-Lauri (2019), who studied the effect of social advertising on ad recall through neuromarketing methods. There is also a known United States eye-tracking study of how social media users see and how long they stay in cancer prevention campaigns on Facebook (Chou et al, 2020). Both studies found that there was more arousal or attention in negative advertising, especially in women. Although, the hypothesis in Kroon-Lauri (2019) thesis about remembering the advertisements better that bring out more arousal, was not confirmed. Moreover, even if the negative message/visual in advertisements make people react more emotionally, it may not have a positive outcome for the campaign as found Suuk-Aasmäe (2010) when studying different social campaigns. The same is mentioned in the research done by Tartu University's Neuromarketing lab for Estonian Ministry of the Interior about their social information campaigns (2022) – fear factor is not bringing better results than positive emotions. Both authors also argued that emotions and eye tracking can depend on many other factors (mood, control of facial expressions, brand awareness and subject matter of distracting ads, etc.) and therefore may not be the most accurate in drawing conclusions.

With similar methods to neuromarketing, Missaglia, Oppo, Mauri, Ghiringhelli, Ciceri, and Russo (2017) have studied social advertisements with psychological indices that measure emotions. In this study, two ads were examined, one violent and the other non-violent, and found that non-violent social ads performed better. Same found Suuk-Aasmäe (2010) when conducting an analysis of different social campaigns done in Estonia – advertisements that bring joy are more effective in making a behavioural change. In the case of violent advertising, subjects experienced anger and anxiety, which interfered with the communication of the message to them. Thus, this study introduces the contradiction that social campaigns are more effective when they are shocking.

Therefore, even though there are some studies, a significant deficit can be seen in the research field that covers social advertisement evaluation through neuromarketing methods. We know much about social marketing history, implementations and that many campaigns have been done with this marketing method, but further analysis of their outcome is somewhat insignificant. Clearly, there are some aspects that we have learned from the past social advertisements that have to be kept in mind when constructing a social campaign –

Andreasen's 7 rules, the sensitivity aspect, and target group possible reaction and background (as we know, for example, women tend to be more sensitive and emotional). Thus, since social marketing is one of the crucial parts of the marketing world that isn't fading, we should keep going into depth of the evaluation part to deliver more effective ones!

## **1.2. Social Marketing in social media**

“Traditional marketing is not dying - it's dead!” (Zyman, Leonard-Barton, & Sway, 1999, p.6). Just as the general trend in marketing is moving, so is social marketing, i.e. more and more emphasis is being placed on the newest medium – social media (Iveson, 2012). For instance, in the European Union (EU) countries marketing has grown the most within social media – when in 2013 28% of EU firms used social networks, in 2019 this number has risen to 51% (Eurostat, 2019). One of the most comprehensive definitions of social media comes from Filo et al. (2015): “New media technologies facilitating interactivity and co-creation that allow for the development and sharing of user-generated content among and between organizations (e.g. teams, government agencies, and media groups) and individuals (e.g. customers, athletes, and journalists)”.

Moreover, social media has been found to be one of the most influential and effective tools of influencing people's lives in private, professional, and school life in recent times (Alalwan, Algharabat, Dwivedi & Rana, 2017). For example, Facebook was founded in 2004 and had 2.9 billion active users in January 2022 (Datareportal, 2022). So, there is a vast amount of data within the social platforms, which makes it a new research field where it gives us social media analytics about how these billions of people behave (how they communicate, what they search, and so on) in the particular platform (Zeng, Chen, Lusch & Li, 2010). This information gives companies insight into how to be successful – especially in the means of effective marketing but also in other business activities like product development, public relations, feedback, and so on (Hruska & Maresova, 2020). Also, since consumers use social media as a way to relax, marketing messages come to them at ease and are more natural (Hruska & Maresova, 2020). As stated: “Facebook and other social media have opened up an excellent platform for marketers and companies to increase their product promotion through viral marketing that is viewed by more than one billion connected consumers” (Barabási, 2009, 412–413). To this point, Facebook is also widely used by various companies that strategically communicate with their target group in marketing through social media channels, as it greatly increases customer communication and involvement (Filo et al., 2015). Also, because social media is much cheaper or free for companies compared to regular media (such as television, radio, newspapers, etc.) (Leeflang

et al., 2014). To illustrate it even further, half of EU firms are using at least one form of social media (Eurostat, 2017).

In Estonian terms too, the numbers show large percentages of people who use social media, which can be seen in Table 2 – according to the data of 2022, 91% of the population in Estonia are Internet users, and about 685 000 also on the biggest social media platform Facebook. Most Estonians that are on social media are aged 25-34, but in general, all age groups are represented. The same goes with gender – both men and women are present on Facebook, but a bigger amount of them are women (55.6% of users). Thus, in the case of Estonia as well, there is an upward trend in the use of social media channels, both at the individual and company level (Datareportal, 2022).

Table 2

*Estonia and internet usage*

	Users	% of population	In(de)crease from 2021
Internet	1.22 million	91	+2.0%
Social Media	1.05 million	79.3	+6.5%
Facebook	685.6 thousand	61.6	-3%
Instagram	503.6 thousand	38	+1.1%
Mobile Phone	1.84 million	139.4	+3.0%

Source: Datareportal, 2021-2022

It is worth a mention that actually the most active users of social media and its analytics are companies themselves (Lee, 2018). Also, active employees are considered the most important group of social media (Moreno, Navarro, Tench & Zerfass, 2015). Social media has strongly changed their marketing landscape, where for the first time in history consumers are not just recipients of bold marketing messages, but in more complex psychology of engagement, sharing, and experience (Saboo, Kumar & Ramani, 2016). Therefore, enterprises are continuously searching for new ways of engaging consumers in their marketing strategies and that is done by the help of monitoring data and having several resources to manage it (Hruska & Maresova, 2020).

Also, a major advantage of marketers on social media is the precise targeting of advertising, where the interests of the target group and demographic indicators play an important role (Kelly, Kerr & Drennan, 2010). It can depend on who, how old, how much, from what device, and from which culture the user is from (Arora & Agarwal, 2018). For example, in the United States, young people (aged 18-29) are known to use social media more than the 65+ age group (compared to 90% and 11% of the group) and are more influenced by social media in general. Since millennials were born in the technology era, social media is the main channel for them to get to know, research and buy products/services or gather information. (Arora & Agarwal, 2018) But even the age group 65+ also continues to rise in Estonia, which can be seen in the age distribution of Estonian Facebook users in the Statista 2021 statistics. From there it can be seen that there are not so many gender differences – 68% of women and 62% of men are users of social media. (Statista, 2021) Although, there is a difference between them when comparing their attitudes towards social media advertisements. For instance, it was found that when men are using social media for entertainment and that women were more interested by communicating through social media. (Arora & Agarwal, 2018) However, the fact is that people with a higher level of education and from the city are more likely to use the new medium, which is the opposite of the findings of Arora and Agarwal's study (2018) as they found no connections between millennials' education level and their social media use. (Perrin, 2015)

Since social media is something that concerns both, researchers and practitioners (Gironda & Korgaonkar, 2014), numerous studies have been conducted on social media, social media marketing, customers of social media, and social media and branding. Moreover, there can be found studies about consumer behavior on social media (Gironda & Korgaonkar, 2014), but less about the marketing management side of it all (Leeflang et al., 2014). Also, there are many articles written claiming the effectiveness of social media marketing in addressing the target group (Alalwan, Algharabat, Dwivedi & Rana, 2017). Although, it has been claimed that social media's effectiveness is somewhat difficult to measure. Typical measurements include an interaction of the users (likes and shares) and are not always the best way to track advertisement outcomes. (Burg, 2013) Therefore, it is better to look into analysis that has been done by an interview or neuromarketing methods.

There is a research (Duffett, 2015) on the same topic also focused on social media demographics and found different links between how one or another group responds to Facebook ads. For example, it was found that both women and young people aged 19-24 respond to ads on social media positively and that Facebook is one of the main sources of

information for women. However, Clavio and Kian (2010) found that women, in general, are more involved in social media and have strong ties to the brands and news there. (via Alalwan, Algharabat, Dwivedi & Rana, 2017) At the same time, it is also known that the nation plays an important role in the use of social media – motivation and attitudes may differ from nation to nation. Attitudes can also vary according to economic status, cultural differences, and social factors. (Wilson et al. 2012)

If you look at the connections and research on social marketing and social media, the matches are limited. Even in the article written by Alawan, Rana, Dwivedi, and Algharabat (2017) where they looked up 144 studies about social media, it lacked the topics about social marketing or campaigns. Although, there is a lot of information in the field of product marketing, sports, and event marketing, where one specific channel and its audience is studied. The same is true for social marketing – because Facebook favors health-related content, there have been many campaigns and researches on them, which always focus on one specific health problem and the results of that campaign (Abramson, Keefe & Chou, 2015). However, research on social campaigns finds that social media has many advantages over traditional media. Norman (2012) points out that social media allows communication both massively and personally with one's own target group, which strengthens the relationship between the client and the company. Consequently, campaigns to prevent health problems (on topics such as tuberculosis, diabetes, smoking, cancer prevention, etc.) have been conducted and researched in Canada, South Africa, the United States, and Denmark (Acha-Anyi, Acha-Anyi, Asongu & Tchamyoun, 2020). On the other hand, the worrying side of the media must also be mentioned – since everyone in social media has the freedom to write and control over what is written, false information about health and everything else can often be found (Broniatowski, et al., 2018). For example, Rampersad and Althiyabi (2019) studied the spread of misinformation in Saudi Arabia and found that the younger and less educated the user, the more misinformation is received. At least, literature about other social media social campaigns and their questionable accuracy haven't been found.

On the whole, considering the fact that social media is a relatively new medium, there is a rather great deal of studies written. But since social media is enormous, constantly evolving, and changing, then further analysis and expansion to other areas of it is needed. For instance, there was limited information about social marketing campaigns on social media. Also, since the majority of the studies were made about Facebook, then other platforms like Youtube or Instagram lack in-depth information or review. Most importantly, further studies can be made about the effectiveness of the social media campaigns or even more about

measuring them. There, an audience attitude and demographic influence towards advertisements should be considered and explained. In general, it is said that social media for marketers is still unknown and slightly confusing and needs closer attention. (Alalwan, Algharabat, Dwivedi & Rana, 2017) So, preferably social media and its platforms should be monitored closely for future marketing's sake and marketers should hold a close look at the newest studies to adapt the knowledge into their campaigns.

### **1.3. Influence of target groups age in marketing**

It has been found that different generations carry individual values and preferences about marketing methods. For instance, people born between 1965-1980 (generation X') prefer a more classical approach to marketing while generations like "Baby boomers" (born in 1946-1964), Y (born in 1981-1995), and Z (born after 1995) prefer digital marketing. However, all generations are users of online platforms. More precisely, all generations are carrying specific characteristics that determine their (buying) decisions. (Slootweg & Rowson, 2018). "Each generation has unique expectations, experiences, lifestyles, values, and demographics that influence their buying behaviors," as have Williams and Page (2011, p. 12) said.

When looking at generations more closely, a conclusion can be drawn that Baby Boomers are less influenced by the opinion of others and they need to feel that they are in charge of their own decisions. Therefore, searching for information online is important to them, but it has to be presented easily (larger font, convenient navigation), the text should be relevant and rich and images should be used moderately. As a generation, they have proved to be hardworking, optimistic, and tech-savvy. (Williams & Page, 2011) Literature proves that they are active users of social media, smartphones, and other online media options. For instance, Walgrove (2015) found in his research that Baby Boomers spend over 20 hours on social media. Although, there is a difference when a particular generation spends their time online, which is an important factor in the social platforms since marketers can schedule their advertising to a particular time frame. So, Baby boomers usually spend it in the morning, between 9 o'clock and noon, while generation X and Y are more active in the nighttime. (Jones, 2015) Continuing with Baby Boomers, Slootweg and Rowson (2018) have determined three aspects that have to be kept in mind when marketing to this age group: they want to be treated as young people; they like websites with a lot of categories of information and pictures; they want to see the advantages for their age group. (Slootweg & Rowson, 2018) Same was founded by Williams and Page (2011, p. 5): "Focus on building value and they will be less price-sensitive if they believe they are getting a superior product and good

value.” They also emphasized that baby boomers do not want to see reminders (words like: senior citizen, retiree, golden years, and so on) about their age and they are “breaking the mold of what 50 looks like.” (Williams & Page, 2011, p. 5) Therefore when advertising to this particular generation it is important to use cheerful, emotional and worthy information (even better to tell a story) and images.

Generation X, they have grown up in difficult times (economic crisis, rising divorce rates, and violence) and are therefore pessimistic, skeptical, and disillusioned easily (Williams & Page, 2011). That unsureness is why this generation gathers a relatively lot of information and opinions before deciding (to buy) something first (Slootweg & Rowson, 2018). Since they are often self-employed and highly educated (Williams & Page, 2011), they like to be educated when purchasing something (Vavre, 2015). Moreover, they like practicality and usefulness, and the ability to learn and improve – a value-oriented mind (Williams & Page, 2011). What should be mentioned about mediums, is that this is the middle generation and they struggle with relying on the modern ones. Also, both Williams and Page (2011) and Slootweg and Rowson (2019) have concluded that television and Internet marketing is not efficient for this generation at all. This age group trusts magazine and newspaper adverts because this represents their wealth, as said Mangold and Smith (2012). Overall, they are not affected by price and are very price-conscious (Williams & Page, 2011). Therefore, Slootweg and Rowson (2018) suggest that when reaching 40+ (as of 2021) aged people, traditional marketing, word-of-mouth advertising (Leboff, 2007), e-mail marketing (Vavre, 2015) and educational online marketing is the most suitable for them. Williams and Page (2011) even suggest a very personal approach – asking for their feedback, keeping them updated regularly is the way of keeping them interested. Moreover, it is crucial to stay honest, state facts, and let them believe that they are the deciders of their actions (Williams & Page, 2011).

Now, generation Y (also known as millennials) has grown up in the fast-paced age of digital innovation (Taylor, 2014) and is extensive use of technology (Rowson, 2016). Moreover, this timeframe took a focus on cultural diversity, heightened social awareness, and global transparency. This is why millennials have been described as wise, independent, and result-oriented who want to network and belong somewhere. (Williams & Page, 2011) Slootweg and Rowson (2018) stated that this age group uses technology constantly, therefore marketing to them through it should come at ease. Also, Williams and Page (2011) state that since they are egoistic, careless, and spend big, marketing catches them well if they do it early enough. Since millennials use social media as a community platform (Trelfold, 2018), the opinions of other like-minded individuals are crucial when they make (buying) decisions

(Slootweg & Rowson, 2018). It is strongly advised by Williams and Page (2011) that marketers should take full advantage of technology when marketing to this age group – but in a creative and relatable way. Digital channels should be carefully chosen due to their deep knowledge of what and how comes naturally to a particular platform, therefore word-of-mouth influencing in a combination with online adverts is suggested and television is not an area to focus on. “Content is king for this generation, moving content from platform to platform with no restrictions is a must.” (Williams & Page, 2011, p. 10) What is also mentioned by Turner-Wilson (2015) and Trelfold (2015) is that for generation Y brand name, content and brand loyalty is a way to market to them – therefore a brand engagement can be a key factor in marketing strategies to this target group. Also, when an organization is focusing on bettering the world, it makes millennials stick with them since they value positive reinforcements and public relations. On the whole, these youngsters are well-educated, learning-oriented, and therefore are not buying traditional marketing – they value real-life examples and honesty (with relevant humor). It is also often important to be visually interesting and aesthetic marketing-wise. (Williams & Page, 2011)

The last generation (Z), so-called Baby Boomers were again born in troubling times – global terrorism, school violence, recession, and other tragic events shape their childhood. Although, this Z generation is responsible for traditional beliefs. They have not seen life without the Internet and are very competent with technology. Moreover, they are considered to be very marketing-wise and even have their own “kidfluence” (meaning that they are managing their parents’ buying decisions). That is why when marketing to this age group marketers have to be real and authentic since this is their generation’s core value. Baby Boomers feel the need to be educated to be secure – that in both marketing and overall Internet. It has to be mentioned that they are the first generation able to educate themselves through the free access of the Internet and the information in it. Unfortunately, this comes with the threats of it too so they like to keep themselves safe at all times. Moreover, similarly to Millennials these teens like the feel of belongingness and this has to be kept in mind in marketing also – communities are potential target groups. (Williams & Page, 2011) Social media is considered to be the main channel for communication (Hysa, Karasek & Zdonek, 2021). Although, this is a mixed generation of people with different backgrounds so trends in diversity are likely to continue. (Williams & Page, 2011)

When going more in-depth with the age factor that has an effect on how and how much social media is used, the quote from Hruska and Maresova (2020, p. 8) concludes it well: “As age increases, the number of used social media decreases.” Although it has to be

mentioned that online media is on the rise in all generations, there are different reasons for it. For instance, 50+ of 2021 people are using social media since it is new and exciting, generation X gets new marketing-related information from there and for the younger generation being online is the main channel of existing in the world so marketing there seems a basic norm to them. Actually, Fox (2014) has said that the 40+ age group is the fastest-growing target group in social media, and Walgrove (2015) even put an equal sign between generation X and Y, when looking into their time spent online. This has been also noticed by Trelfold (2018) in research of Facebook usage – younger and older adults spend somewhat the same amount of time on the platform and overall extraverted and open characteristics are spending more time online. Specifically, it was found that in the case of Facebook, older females sit there the most, then younger females and males and then older males. (Trelfold, 2018) This can be put into perspective by the fact stated by Williams and Page (2011) that generation Y check Facebook more than 10 times per day.

Table 3

*Generational Marketing*

Generation	Born in	Preferred Marketing	Important notes
Baby Boomers	1946-1964	Digital Marketing	Bring value, tell a story, use images and treat them as young people.
Gen X	1965-1980	Traditional	Value-oriented mind, personal approach, like to feel that they decide themselves, need a lot of information.
Millenials (Y)	1981-1995	Digital Marketing	Like to have peoples opinions, likes creativity and honesty in advertising.
Baby Bloomers (Z)	After 1995	Digital Marketing	Heavy social media users. Want to be educated through Internet and are careful buyers – want to see real life in social media.

Source: compiled by the author

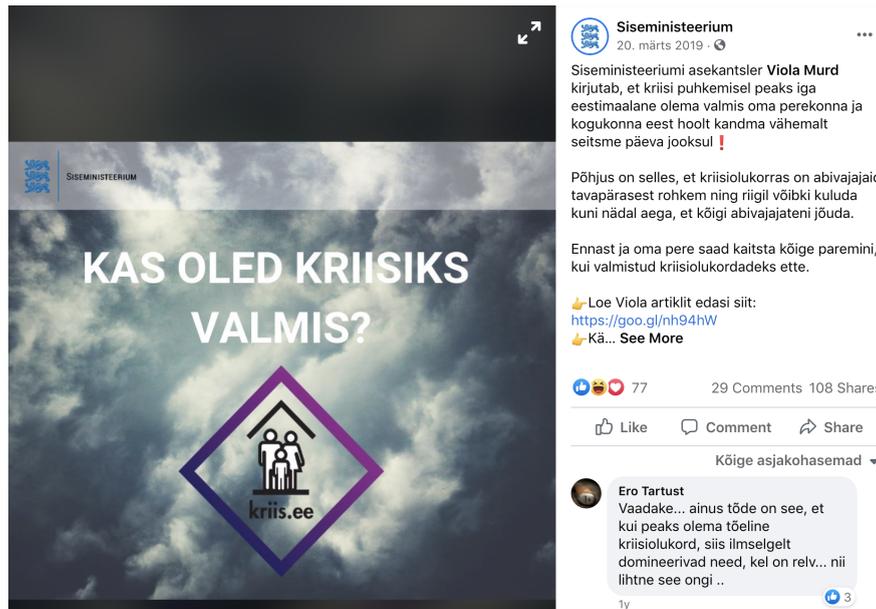
Bearing all these marketing differences in mind that are concluded in Table 3, a (social) campaign in social media has to be structured and presented very carefully to satisfy the needs of their target group. As was stated in multiple studies (for example Suuk-Aasmäe, 2010) and theories (Andreasen, 1995): social campaign starts with the target audience and it is the most crucial part of planning a social campaign.

## 2. Empirical study of the social campaign

### 2.1. Description of the neuromarketing methods and the sample

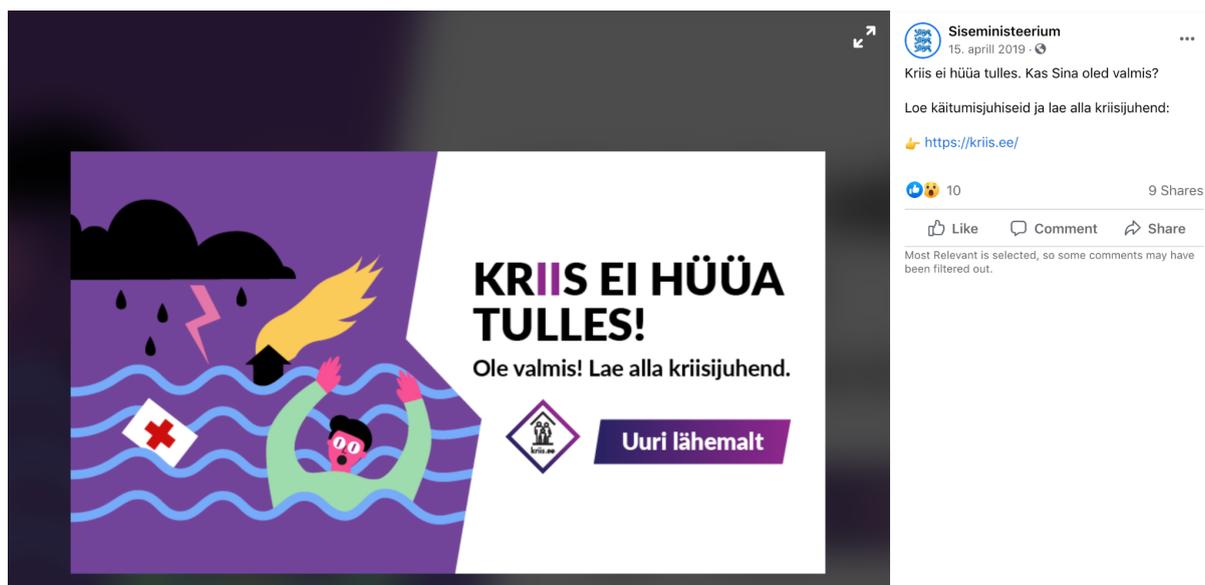
This empirical study is done for the Estonia Ministry of Internal Affairs and about their previous social media social information campaign named “Be prepared!”. The analyzed results of this campaign will be an input to their new campaigns and their marketing activities – what messages, images, where and how should be presented to reach the goal. In Estonia, the Ministry of the Internal Affairs is responsible for preventing crimes (drug use, violence, traffic offenses) as well as for ensuring security. This is done on the basis of 5 principles, one of which is "everyone's responsibility" - that's why the Ministry of the Interior has run a number of programs (SPIN, “Expect Respect”), projects (for instance regarding building safety), social campaigns (“Smart Parent” in 2015) that emphasize behavior change and that is the reason why they are "Be prepared!" campaign leader. The second of the five principles is "prevention", which is also one of the aims of the campaign under investigation. (Siseministerium, 2021) “Be prepared!” campaign reminded Estonian residents during March-May 2019 to be ready to take responsibility in times of crisis and to use as little help from the Estonian Rescue Board as possible. It meant that people should gather enough supplies (including food, matches, medications, etc.), should be aware of how to evacuate (in the case of fire, storm, war, etc.), and all other things that concern readiness for the unexpected. There were several different advertisements going around in the social media platform Facebook and a brochure with necessary information was sent into mailboxes of the citizens. Also, a convenient website (kriis.ee) and an app (“Ole valmis”) were created, where all the crucial information was held.

On Facebook, the campaign lasted for 2 weeks, from the 20th of March 2019 to the 2nd of April 2019. There were several posts published, all different from each other. Difference was made to see if certain visual or message addresses age groups differently. In this analysis we look at 4 Facebook posts. The first one, which can be seen in Figure 1, was simple, with dark clouds and one question: “Are you ready for a crisis?” where the logo of Estonia Ministry of Internal Affairs and site address kriis.ee were presented also. Out of all other advertisement visuals, was this one the most different, and used to see the contrast between characteristic and picture visual.



*Figure 1.* First Facebook post (Kriisivalmis) of the “Be prepared!” campaign, screenshot  
Source: Facebook. (2019). Sotsiaalministeerium. Retrieved from:  
<https://www.facebook.com/siseministeerium/photos/2146108825471503> (April, 2021)

The second post (in Figure 2) presented the idiom: “Crisis won’t come calling!” with characteristic figures of fire, storm, a person drowning, and an emergency package. The slogan “Be prepared!”, text “Download a crisis guide” and a call to action button “Find out more” were also introduced.



*Figure 2.* Second Facebook post (Kriiseihua1) of the “Be prepared!” campaign, screenshot  
Source: Facebook. (2019). Siseministeerium. Retrieved from:  
<https://www.facebook.com/siseministeerium/photos/2183142371768148> (April, 2021)

Thirdly, again a characteristic picture with a purple background was posted (can be seen in Figure 3). There was a hashtag “Be prepared!” with a text: “Test and win!” where two girl figures showed a card of a crisis aid game.

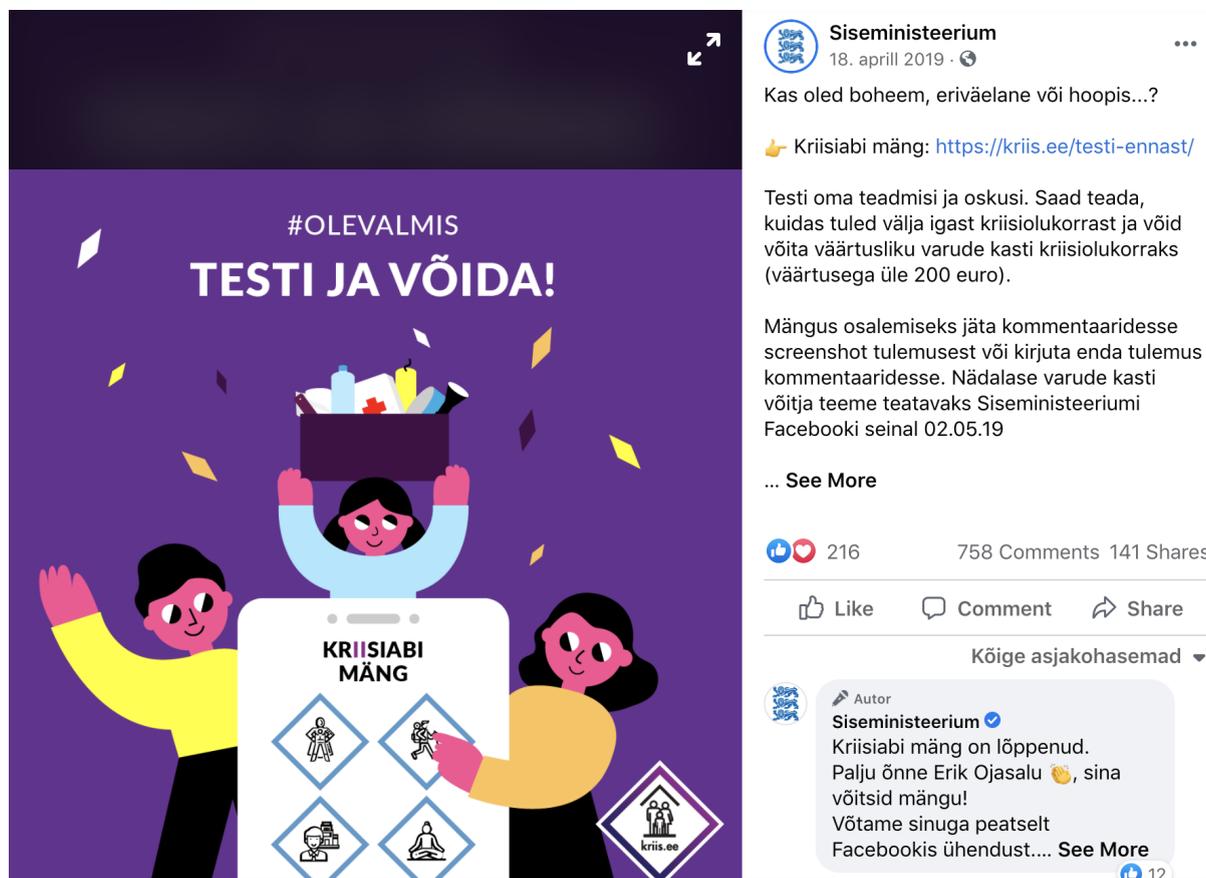


Figure 3. Third Facebook post (Testijavõida) of the “Be prepared!” campaign, screenshot  
 Source: Facebook. (2019). Siseministeerium. Retrieved from:  
<https://www.facebook.com/siseministeerium/photos/2187615267987525> (April, 2021)

Last one (in Figure 4), the fourth advertisement, was very similar to the second one – the characteristic visual differs only by a logo. In the second post, there is a CTA (Call to Action), whereas in this visual there is a logo of Ministry of Internal Affairs. All post pictures were supported by a text (in Estonian) on the side that explained the content of the post. For instance, the first post’s text was about the fact that citizens are expecting help from the Ministry in the time of the crisis and are not ready themselves, although you should be able to take care of your family for a week. The next post text was simple with the call to download and read a crisis guide, where a link to the specifications was given. The third post text was

explaining the crisis test game and agitated people to try it and in the case of succeeding it, they promised to give away one emergency package worth 200 euros.

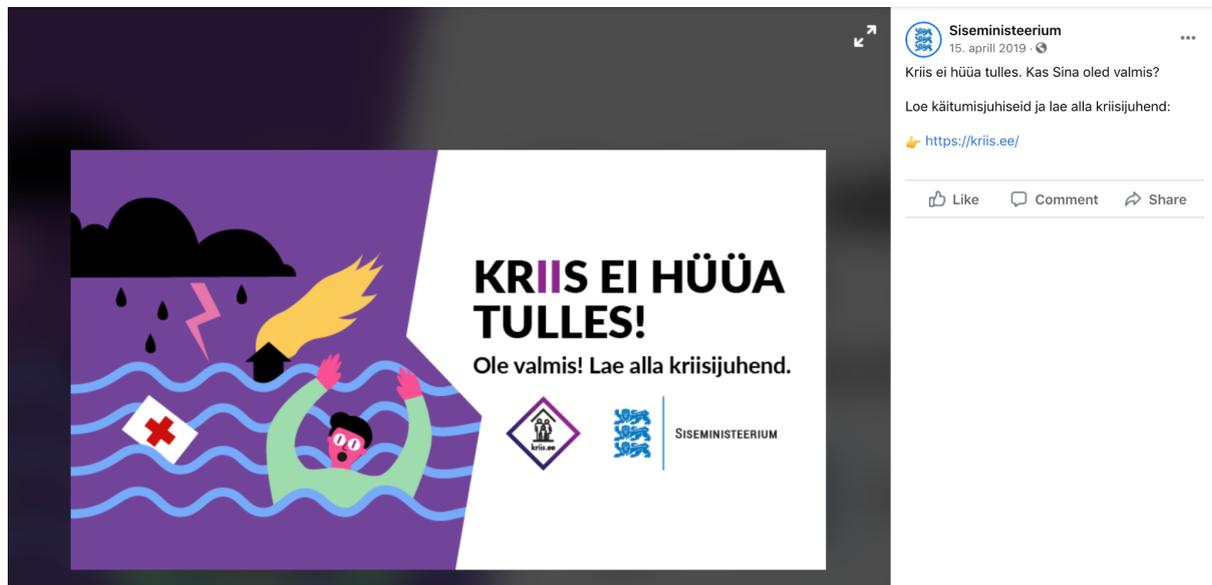


Figure 4. Fourth Facebook post (Kriiseihuu2) of the “Be prepared!” campaign, screenshot

Source: Facebook. (2019). Siseministeerium. Retrieved from:

<https://www.facebook.com/siseministeerium/photos/2183121661770219> (April, 2021)

As stated in previous chapter, since all the generations expect different characteristics from an advertisement, it is crucial to have several visuals and text variations in one campaign. For instance, Generation X likes to have a lot of information about the matter, so for them an advertisement with a crisis guide would assumably be the most effective one, when for Millenials a crisis test game can be most effective, since they like creative ideas when it comes to advertising. But are these assumptions right?

Since social media advertisement (or marketing campaigns in general) effectiveness is difficult to measure (for example we can see how many people the post reached, but we cannot see how long they stayed on the ad), then neuromarketing methods such as eye-tracking and measuring emotion are used for the analysis with an overgoing interview. There are a vast amount of emotion measurement tools that may not give trustworthy results – for instance, if you just ask people about what emotions they encountered, they turn them into feelings and these two are not the same thing (Brandt, 2016). “Emotions are an instinctive reaction to external stimuli, while feelings are an interpretation of the senses of emotions that depend on various factors such as prejudices, experiences, cultural background, and so on.” (Leht, 2016, p. 29) So, for the next campaign, the Estonia Ministry of Internal

Affairs can originate from this social marketing campaign evaluation analysis for better results. Therefore, it is better to use technologies that directly measure a person's neurological or biological reactions like heart rate, face emotions, electric impulses, and so on (Brandt, 2016).

So, neuromarketing methods (eye and emotion tracking) were chosen to analyze this campaign, because they give more reliable information of how users see and feel about a particular advertisement (Giraldi, Souza & Oliveira, 2017). Moreover, it gives us a useful insight into consumer's behavior and reasoning, that helps marketers to make further decisions (Sebastian, 2014). Therefore, for the "Be Prepared!" social campaign we could see what elements people focused on, how long they focused, did they adapt all the text, and did they read the post. Furthermore, it can be analyzed what emotions they had when they were looking at them. So, in this particular research, two neuromarketing technologies were used – for eye tracking Tobii Eye Tracking x2-30 hardware and Noldus Facereader software for emotion measurement.

First, the Tobii eye-tracking device makes researchers see what the participant sees by pupil and cornea reflection and the calculations of vector and other geometrical features (Tobii, 2021). The input of the Noldus Facereader software is a video of the subject recorded with a webcam.

Noldus Facereader recognizes six universal facial expressions as Ekman (1970) has stated: happy, sad, angry, surprised, scared, disgusted, and neutral as the opposite of these. This is done in three steps, whereas the first is detecting the face and creating the 3D model from it – exactly from 500 key points from the face. Next, during the test, the Facereader measures all the emotions in the scale from 0 to 1 and conducts a graph which can be later interpreted in Excel. In the program, different records can be seen – a nest that covers participants' faces is what measures emotions, and different emotion diagrams and graphs that show a time when participants felt particular emotions and what emotions dominate. (Loijens & Krips, n.d.) For the analysis, a weighted average of emotions was used to even out out people's individual differences in emotionality (for example, some people are more happy than others or somebody came to the experiment with a happier base emotion than the other subject).

Results were broadened with a more traditional method – an interview (which can be found in appendix B), whereas the understandability, opinion, and feelings felt by the advertisement were discussed (look table 4). This kind of mixed-method of neuromarketing and interview gives us more in-depth knowledge of what and why people feel and think.

From this detailed information, marketers can have a benefit for their future campaigns to be more strategic and competitive. (Ozdemir & Koc, 2012)

Table 4

*Research process and activities*

Stage and date	Activity and method	Data	Object of research	Questions
1. stage 03.12.2020 15.04.2021	Neuromarketing test; Emotion measurement, Eye-tracking	Time to First Fixation (TFF); Total Fixation Duration (TFD), Areas of Interest (AOI)	Reel of 7 Facebook posts including 3 "Be prepared!" posts	What feelings/thoughts do the words "crisis" and "be prepared" evoke?; Are the campaign messages clear?; Is anything incomprehensible?
2. & 3. stage 03.12.2020 15.04.2021	Survey; Interview	Clarifying questions	3 "Be prepared!" campaign Facebook posts	Opinion; Preference; What makes you notice social ads in social media; Who is responsible; What is your role; Is anything incomprehensible?
2. & 3. stage 03.12.2020 15.04.2021	Survey; Interview	Demographical aspects; social media background	Participant	Age; Gender; Occupation; Use of social media and its channels; Purpose.

Source: compiled by the author

Questions in the interview were chosen by the Estonia Ministry of Internal Affairs to better their next campaign and combined with the needed demographical and social media usage data for this research analysis. For instance, questions like: "What feelings do the words "crisis" and "be prepared" evoke?" were listed so the Ministry will know if they should use these exact words on their next campaign also. That is by knowing if these words evoke negative and scared feelings or positive ones that aggregate people to take action. Social media use of the participants was discussed to find relations within the social marketing and the social media usage activity or purpose.

All the neuromarketing tests were held in Tallinn – at the Univesity of Tartu Office rooms in December 2020 and at Regus office rooms in April 2021. It was mandatory that only one participant at the time was in the test room. All the necessary information was given

to the participant – the goal of the test, technology used, and the approximate duration of the test. In brief, the topic of the research was mentioned, but nothing about the theme of the campaign and advertisements was said. In short, the subject was explained that he or she is shown various social media posts and his or her only task is simply to view them as if they had been accidentally encountered. The test reel (which can be seen in appendix E) of the Facebook posts included 7 advertisements – 3 from the “Be prepared!” campaign and other randomly selected posts. Therefore, the participants were not able to tell on what advertisements their emotions were measured since they were mixed with other random Facebook campaign advertisements (as they are in reality too). Next, the participant was seated, necessary devices were switched on and the calibration of the face started. A person was asked to follow the red dot on the screen to fix their eye model and get their eye-moving radius. Before moving to the neuro test, it was reminded that chewing gum, hiding any part of the face, and talking are forbidden during the test reel. Then the test started. During the neuromarketing test, the subject could move forward with the arrow on the keyboard since this may provide an indirect indication of interest in the post. After 7 advertisements, a slide with the title “Questions” was presented, and after that subjects were told to relax and that now is the interview part. Subsequently, three research Facebook posts were displayed on the computer screen and the researcher asked questions about them as long as needed. After all the questions, the author announced that the test was over and thanked them for their participation. In the case of interest, the research reason was explained and individual outcomes were shown.

Participants were in the amount of 25 and chosen randomly. A small sample in the case of neuromarketing is usual – that is because of the complexity of the technology and because of the fact that it is time-consuming (Kroon-Laur, 2019). What was kept in mind was the fact that there should be two age groups and genders should divide somewhat equally. This was crucial since the aim of the research was to see the marketing impact in different age groups and as Williams and Page (2011) have stated, each generation has its own background, history, and experiences, and that influences their (buying) decisions. Almost equal distribution of the gender aspect comes from the fact that in Estonia 55.7% of Facebook users are women (Datareportal, 2021). The selection of the participants can be seen in Table 5. Ages were between 18-76 years and there were 12 men and 13 women. It was essential for participants to be in different age groups and genders to draw conclusions on different demographical aspects. That is because as stated by Duffett (2015) – demographics can play an important role in how one perceives a social media ad. Also, the Estonian Ministry of

Social Affairs asked for adult subjects with different socio-demographic backgrounds. That's because "Be prepared!" social information campaign was meant for all the adult citizens of Estonia. In turn, this sample was divided into two – one with people in the age range of 18-25 (generation Z) and the other to 32-76 (generations Y, X, and a Baby Boomer).

Table 5

*Neuromarketing test participants*

Sample 1	Gender	Age	Occupation	Sample 2	Gender	Age	Occupation
1	M	23	Marketing student	1	M	33	Entrepreneur
2	W	21	Film student	2	W	44	Entrepreneur
3	W	22	Medical student	3	M	38	Service sector
4	W	22	Scenography student	4	M	48	Entrepreneur
5	M	25	Graphic designer	5	W	49	Housewife
6	M	22	UX developer	6	M	50	Finance manager
7	W	22	Production student	7	M	32	PR-advisor
8	M	22	Manager	8	W	46	Interior designer
9	W	22	Eye doctor	9	W	55	Housewife
10	W	21	Law student	10	W	76	Retired
11	M	22	Engineering student	11	M	45	Entrepreneur
12	W	18	High school student	12	M	32	Service sector
13	M	22	UI-UX designer				

Source: compiled by the author

The distribution of gender was somewhat equal (in sample 1 there were 6 men and 7 women; in sample 2 there were 5 women and 7 men). The mean age for sample 1 was 22 and for sample 2 the mean was 46. Occupation of the first sample group was mostly being a university student or new graduates with a first job (with one exception of a high school student). Although, they all had different specialties. Other samples included 4 entrepreneurs from different fields, some service sector workers and 2 housewives, and a retiree. Most people were from Tallinn, but there were 3 from Jõgeva, 3 from Tabasalu, and 1 from Pärnu. Therefore, people largely differed from their specialty background and the two samples' age gap was sufficient to make generational conclusions.

## 2.2. Analysis of neuromarketing tests and interview

In the following analysis, first, an eye tracking results for each advertisement are concluded according to the areas of interest. Then, an emotion tracking results are evaluated for each social media post and the analysis terminates with an overview of the interviews. These three methods will give a thorough knowledge of how each post from “Be prepared!” campaign affects people from different generations and can be a help in order to create new and more effective social campaigns.

As mentioned above, 25 people participated in the **eye tracking** experiment and the results of all eye tracking are discussed further on. The eye-tracking method was used to identify the areas of interest (AOIs) for the four social advertisements under study - text, message, logo, website, comments and image. Areas of interest on social media posts can be seen in Figures 5, 6, 7 and 8. From these, 3 main ones were selected for analysis:

- image: crisis characteristics; stormclouds; characteristics holding a card game;
- message: "Kriis ei hüüa tules!" (“Crisis won’t come calling!”); "Oled sa kriisiks valmis?" (“Are you ready for a crisis?”); “Testi ja võida!” ("Test and win!") with a hastag “Olevalmis” (“#Beprepared”);
- website: kriis.ee;

These are the 3 main elements that the Ministry of Social Affairs will keep in mind when preparing its next campaign – how quickly the message, website and visual are noticed (Time to First Fixation), how long they are focused on (Total Fixation Duration) and how many times the element is viewed (Fixation Count).

Therefore, the following parameters were used for the analysis: the time to first fixation (TFF), the average total duration of fixations in the area of interest (TFD) and the Fixation Count (FC). The results of TFD and TFF are given in seconds, and FC shows how many times the subject's gaze was fixed by the subject.

In the case of the first post (“Kriiseihua1” from Figure 5), the area of interest of the message “Crisis does not come calling” was fixed fastest by both samples. Among the older generation, the message area had the highest total fixation duration of 2.36 seconds.

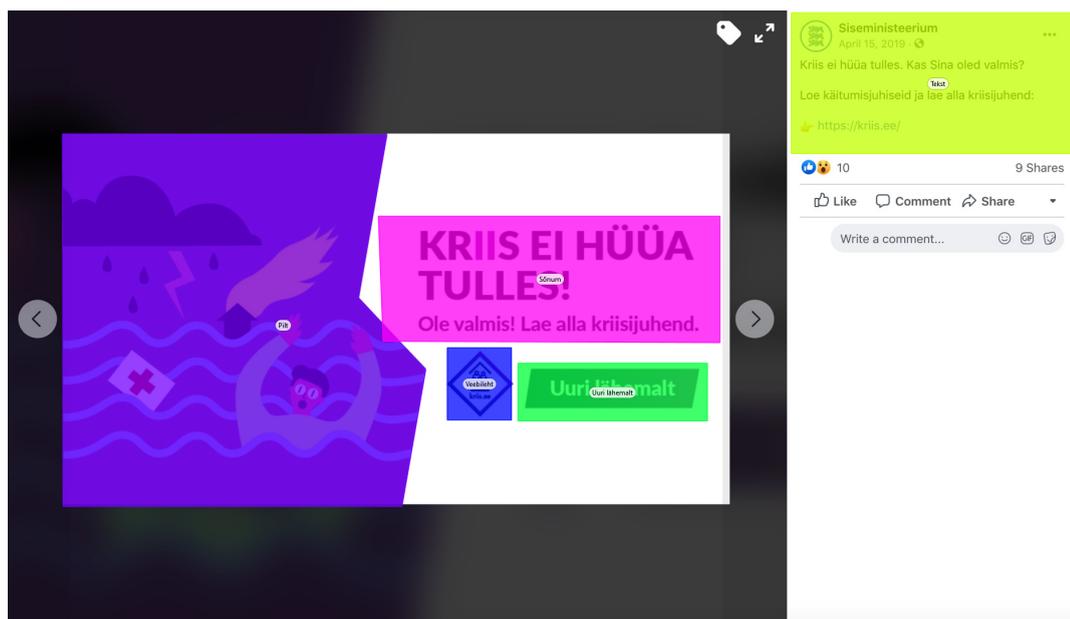


Figure 5. Determining the areas of interest of the social media post “Kriiseihuual”

Source: Compiled by the author

Looking at the Table 6 – among the older generation, the look at the message was recorded more times (11.67) than among the younger (8.29). The picture area of interest was also of interest to both generations, as young people viewed the image an average of 6.71 times and for more than two seconds. The older generation viewed the area of interest an average of 8.4 times, but focused on it in less than two seconds.

Table 6

“Kriiseihuual” eyetracking results

	Fixation Count			Total Fixation Duration			Time to First Fixation		
	Sample 1 (younger generation)								
	Picture	Message	Website	Picture	Message	Website	Picture	Message	Website
Average	6.71	8.29	1	2.23	1.85	1.57	1.98	0.2	3.56
SD	2.50	2.06	0	1.47	0.64	0.36	1.51	0.13	2.35
	Sample 2 (older generation)								
	Picture	Message	Website	Picture	Message	Website	Picture	Message	Website
Average	8.4	11.67	2.33	1.74	2.36	0.84	1.14	0.46	4.82
SD	4.16	4.46	1.00	1.11	1.42	0.83	0.83	0.21	2.11

Source: compiled by the author

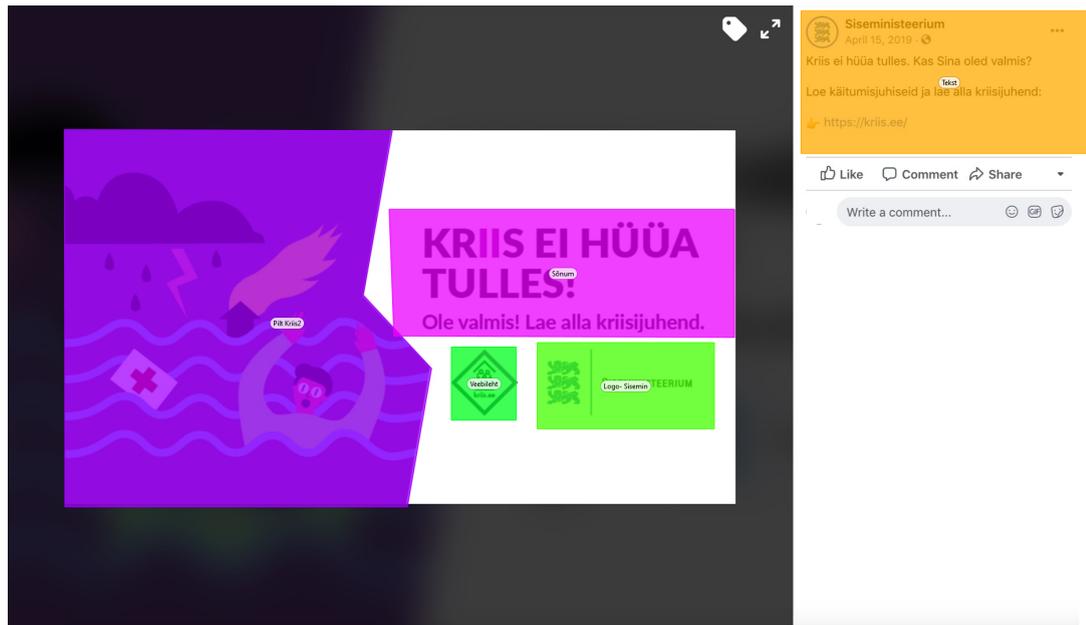


Figure 6. Determining the areas of interest of the social media post “Kriiseihuaa2”

Source: Compiled by the author

The second post (“Kriiseihuaa2” from Figure 6) differed from the first (“Kriiseihuaa1”) by one element – instead of “Learn more” CTA (Call to Action), the “Kriiseihuaa2” advertisement had the logo of the Ministry of Social Affairs. However, in this research the CTA or logo were not analyzed. However, it should be noted that the subjects had already seen almost the same visual once and the results (see Table 7) may be affected.

Table 7

“Kriiseihuaa2” eyetracking results

	Fixation Count			Total Fixation Duration			Time to First Fixation		
	Sample 1 (younger generation)								
	Picture	Message	Website	Picture	Message	Website	Picture	Message	Website
Average	6.5	9.17	1	1.51	2.25	0.38	2.25	0.27	4.46
SD	2.17	3.31	0.00	0.67	0.80	0.28	0.73	0.06	1.94
	Sample 2 (older generation)								
	Picture	Message	Website	Picture	Message	Website	Picture	Message	Website
Average	3.5	7.33	1	0.84	1.52	0.1	3.22	0.22	6.99
SD	3	4		0.89	1.04		2.32	0.10	

Source: compiled by the author

Thus, all elements were viewed less or as much as the first time. The older generation or sample 2 noticed the message halfway faster this time - in 0.22 seconds. The message had

also the most fixations and was viewed the longest - on average 9 times and 1.51 seconds for the younger generation, 7 times and 1.52 seconds for the older generation. Younger subjects viewed the image 3 times more and longer on average (1.51 seconds, older only 0.84 seconds). The website is the latest to be noticed by both generations and the least viewed in time. The latter applies to both ads (“Kriiseihuu1” ja “Kriiseihuu2”). Thus, this advertisement received more attention from the younger generation. They looked at all three elements longer and more often.

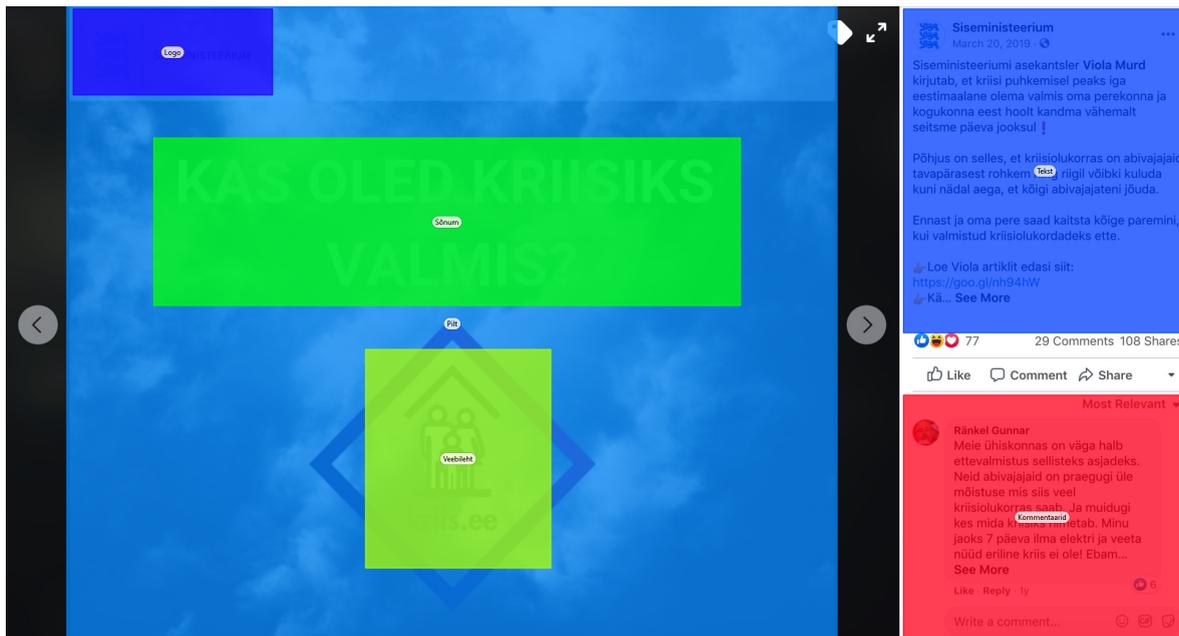


Figure 7. Determining the areas of interest of the social media post “Kriisvalmis”

Source: Compiled by the author

The third post (“Kriisvalmis” in Figure 7), which had a stormy picture and focused on the message “Kas oled kriisiks valmis?” (“Are you ready for a crisis?”) and the website [kriis.ee](http://kriis.ee) received more attention from the older generation – they looked at all the elements more times and longer, although they noticed them later than the younger participants (look Table 8). On average, older subjects viewed the picture of the storm more than 26 times and looked at it longer than 6 seconds, while young people did so half as much for both elements. The message at the center of the picture was noticed secondly in both generations, but it was viewed on average 8 times by young people and more than 12 times by older people. The message was viewed less time than the picture, the younger generation spent less than two seconds watching it, and the older generation more than three seconds.

Table 8

*“Kriisivalmis” eyetracking results*

	Fixation Count			Total Fixation Duration			Time to First Fixation		
	Sample 1 (younger generation)								
	Picture	Message	Website	Picture	Message	Website	Picture	Message	Website
Average	13.92	8.23	3.25	2.92	1.68	0.77	0.08	0.25	1.21
SD	6.05	4.51	1.66	1.93	1.76	0.58	0.11	0.15	0.58
	Sample 2 (older generation)								
	Picture	Message	Website	Picture	Message	Website	Picture	Message	Website
Average	26.25	12.58	6.5	6.6	3.36	1.76	0.11	0.41	2.67
SD	33	10	9	11.40	6.62	3.15	0.16	0.21	5.63

Source: compiled by the author

The website, which was displayed in a large visual form, was noticed the latest, the older generation took 2.67 seconds to notice it. Compared to other areas of interest, the element was also looked back 2-4 times less and focused the least in time - young people less than a second and older people less than two seconds.

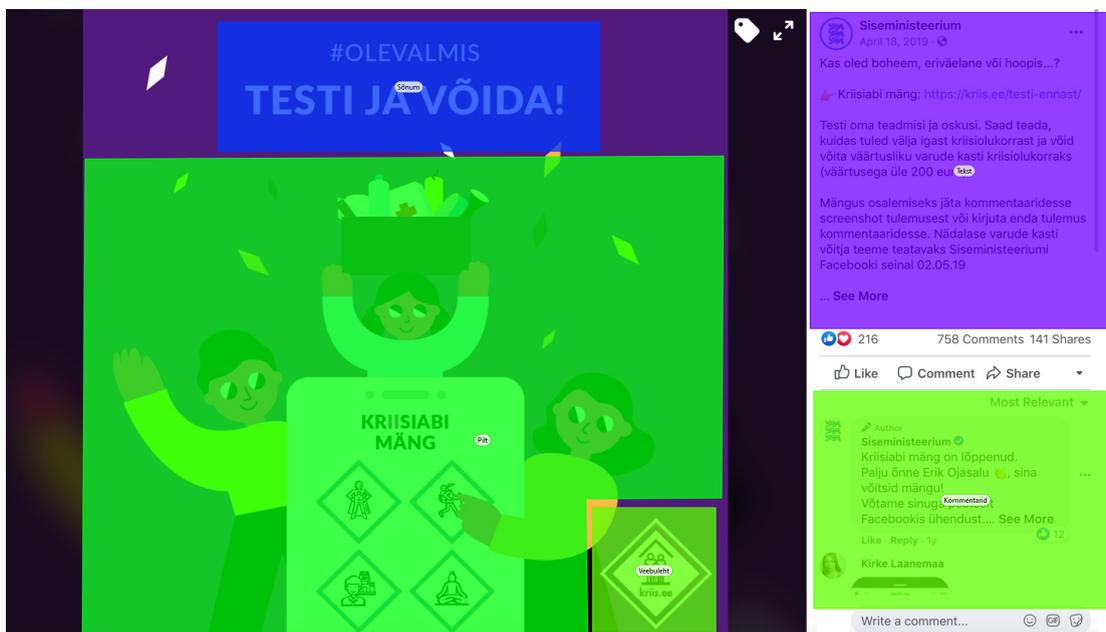


Figure 8. Determining the areas of interest of the social media post “Testijavoida”

Source: compiled by the author

The fourth and final social media advertisement (“Testijavoida” in Figure 8), which featured cartoons holding a card with the text “Test and win” with a hashtag “Be prepared!” and a website in the lower right corner, received a lot of attention to the picture. It was

noticed the fastest and was fixated more than ten times in both generations (look Table 9). The message was spotted second and young people focused more on it than the older generation - they watched it almost 7 times and 1.48 seconds. The website in the lower right corner of the ad was noticed by both generations until after the fifth second (young people with an average of 6.66 seconds and older ones with 5.03 seconds) and the focus was there less than a second.

Table 9

*“Testijavoida” eyetracking results*

	Fixation Count			Total Fixation Duration			Time to First Fixation		
	Sample 1 (younger generation)								
	Picture	Message	Website	Picture	Message	Website	Picture	Message	Website
Average	11.54	6.85	1.91	3.51	1.48	0.65	0.07	0.38	6.66
SD	6.73	2.54	1.04	2.68	0.49	0.34	0.17	0.11	5.09
	Sample 2 (older generation)								
	Picture	Message	Website	Picture	Message	Website	Picture	Message	Website
Average	10.58	5.25	3	2.28	1.04	0.72	0.37	0.73	5.03
SD	6	3	1	1.53	0.69	0.61	0.86	0.98	1.47

Source: compiled by the author

So the best results were brought by the third advertising post "Kriisvalmis", which had a visual of the stormy clouds, the message "Are you ready for a crisis?" and kriis.ee website. For the older generation, all three elements were the best for this ad – they fixated at the three elements the most times, the longest, and noticed them the fastest. The younger generation also performed well with this ad – they looked at the three elements the most times and noticed them fastest of all the ads. The worst results were given by the second advertisement “Kriiseihuaa2”, but since the subjects had seen the same areas of interest before, the interest may have been lower and the results may be not relevant. Also, as the changing area of interest was not included in the analysis, the results of “Kriiseihuaa1” and “Kriiseihuaa2” were combined. When combining the results, the same Facebook ad shows the worst results – compared to all the ads, all elements in area of the interest were noticed the least, fixated the fewest times and watched the least time.

After knowing which elements were looked the longest, how many fixations each element had and how fast participants fixate on areas of interest, we should evaluate through **emotion analysis** what emotions each Facebook post evoked. It has to kept in mind that even when the advertisements performe well in eye tracking test, it does not certainly mean, that

they are effective. For instance, we found out that dark visual and provocative message of “Kriisvalmis” advertisement was getting the most attention, but at the same time it is known that negative advertisements are not as sufficient as positive ones when talking about behavioural change (Suuk-Aasmäe, 2010). Emotion analysis covered 7 universal emotions as Ekman (1992) has stated: happy, sad, angry, surprised, scared, disgusted, and neutral. In the data analysis the average emotion for each ad for each subject was calculated. According to that, we can look which of 4 Facebook posts generated happy emotions – in Figure number 9, 1 is an average value, which means that some posts are more positive than average and cause more happiness and others may be lower than average.

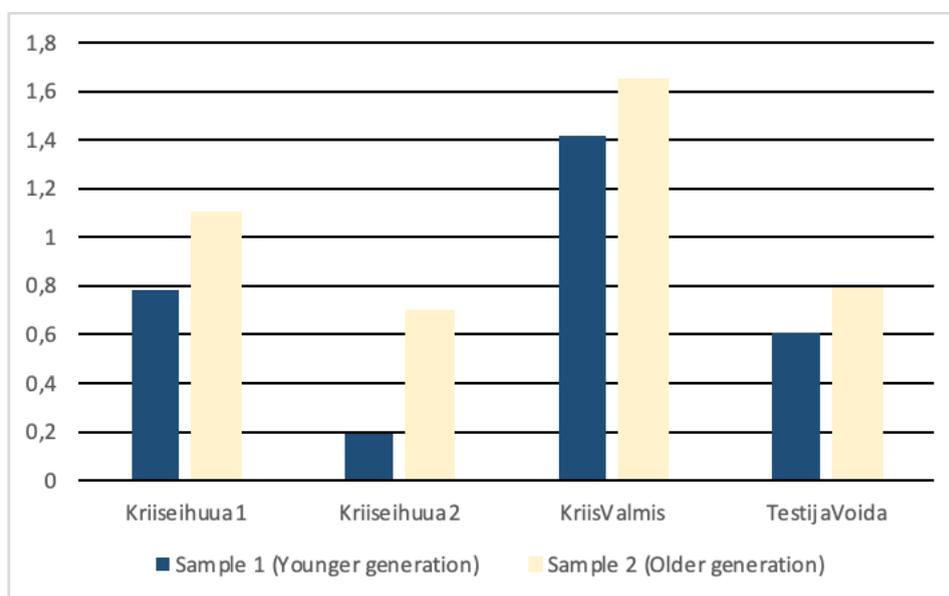


Figure 9. Average happy emotion for the corresponding Facebook posts

Source: compiled by the author

As it can be seen from the figure, “Kriiseihuaa2” had the lowest score in both generations – this Facebook advertisement made young generation generate 80% less positive emotion and older generation 30% less positive emotion compared to the average. Although, it has to be mentioned again that “Kriiseihuaa1” and “Kriiseihuaa2” were relatively similar Facebook posts and that may have caused less than average happy emotions because of that. Same we saw from the eye tracking results – seeing almost the same ad second time in a row did affect the interest, so this Facebook post was looked least time. Therefore, if we do not count “Kriiseihuaa2”, the “Testijavoida” Facebook post generated 40% less positive emotions amongst younger subjects and 20% less positive emotions amongst older

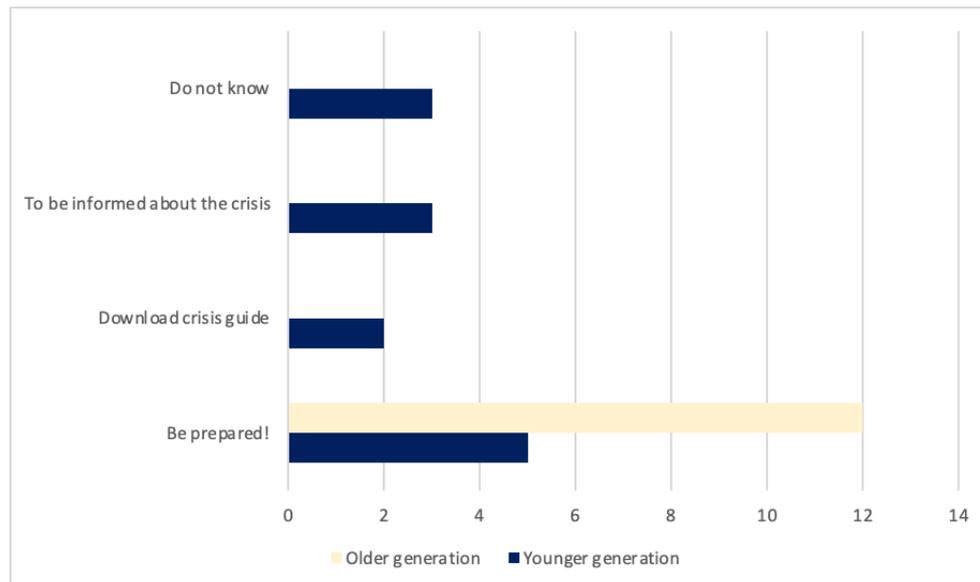
generations. In eye tracking analysis, it was proven that youngsters focused on the “Testijavoida” picture a several seconds, so now it can be said that that was not because they would like the post visual. To explain the results – in the following interview, young generation mentioned several times that they were often confused about how to win a crisis. Same was mentioned by 4 older generation subjects, when asking if there were something incomprehensible in the Facebook posts.

The only advertisement for both generations that awoked more happy results than average was “Kriisvalmis” – the post with dark clouds and a message: “Are you ready for a crisis?”. Moreover, the older generation generated more positive emotions than the average (as of almost 10% more) with the “Kriiseihuua1” Facebook post while youngsters generated 20% less. Same confirmed previous eye tracking analysis, since “Kriisvalmis” was performing the best – both generations concentrated on this particular ad the longest and the elements were noticed fastest.

Therefore, to explain the possible results and reasons, **interviews**, that were conducted after the neuro-experiment, will help to find out what feelings the advertisements evoked in people and why, whether the campaign message was understood and what kind of Facebook advertisement the subjects personally for the “Be prepared!” campaign would prefer.

Before analyzing the campaign issues, it should be mentioned that 100% of the younger generation spend several hours on social media every day to get information, interact with people and consume entertainment. They also use Facebook on a daily basis and mostly from their phones. 11 out of 12 members of the older generation also use social media on a daily basis and all visit Facebook. About half are using social media from their computer and all subjects use social media for information, communication, entertainment and 4 for work.

The interview asked 8 “Be prepared!” social campaign-based questions and 2 general questions about social campaigns. The first questions asked for a personal general opinion and understanding of the campaign posts. By the way, the campaign was not familiar to the subjects before, so their answers were based on what they saw in the experiment. After discussing the posts and their visuals, both groups were surveyed about what they thought was a campaign message (see Figure 10).



*Figure 10.* What subjects though campaign message was

Source: compiled by the author

There was a big difference between the generations: 100% of the older generation immediately understood that the campaign message was “Be prepared!”, but more than half of the young people (8) were confused about the message. Often younger generation argued that this campaign is informing them about the crisis and that they should be aware of it – a close guess, but the main message was to be prepared for the crisis and already take action to not to be a burden for the country. This confusion may have been due to an excessive amount of information and visual differences between the 4 Facebook ads. At times, young people even wondered if the three ads were from the same campaign.

There was also a difference when asking from the generations what emotions do they feel when mentioning the phrase “Be prepared!” and the word “Crisis”. For example, for the older generation, the word “Crisis” was mostly neutral and was often explained by the fact that they had already gone through various crises in their lifetime, and the word did not make them feel negative in any way. However, the young people considered the same word to be a negative word and identified it with the COVID crisis that was ongoing during the interview. However, the word pair “Be prepared!” sounded more positive to young people and not negative to anyone. 100% of the older generation considered the phrase to be neutral (see Figure 11). It was mentioned that it depends on who is saying this – often it can sound like a phrase that is used in sport and if “crisis” is not mentioned with it, then “Be prepared!” itself is not a negative phrase. It has to be mentioned that 100% of the older generation understood

that the campaign wants to emphasize that each individual has to take responsibilities themselves and in time of crisis they should not be a burden to their country. The same understood 10 young generation subjects, but 3 from that sample understood that in the time of the crisis, the ministry will be responsible.

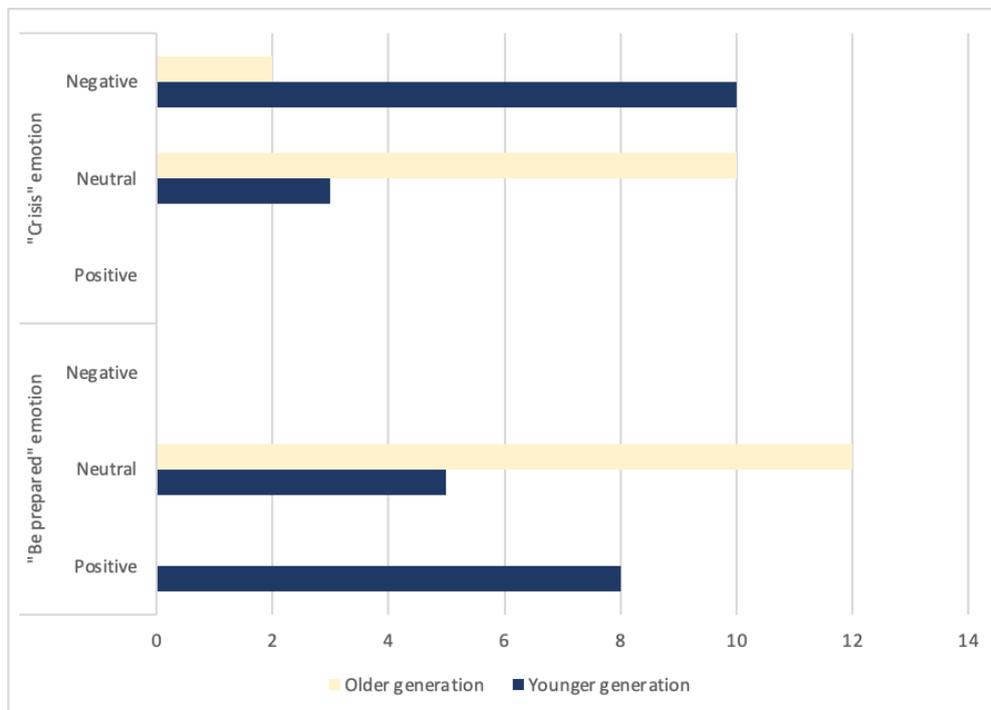
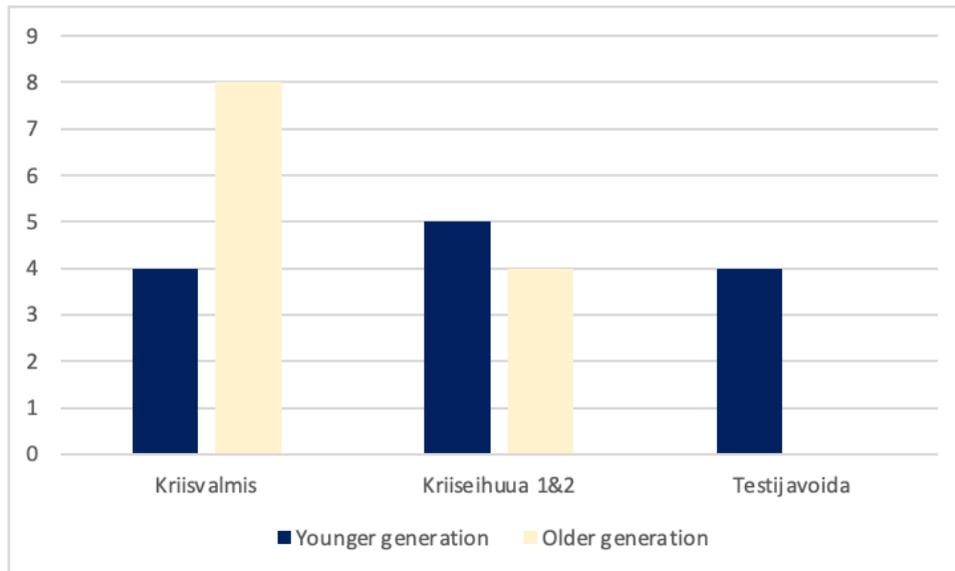


Figure 11. Emotions behind the words “Be prepared!” and “Crisis”

Source: compiled by the author.

Previous analyzes of eye tracking and emotions have shown that “Kriisvalmis” Facebook advertisement has performed the best – it was focused on for the longest time and was the only one that generated above-average positive emotions in both generations. This was also confirmed by the interview question from the subjects as to which advertisement they would prefer for such a campaign. As many as 12 people in the entire sample preferred “Kriisvalmis” Facebook ad for "Be prepared!" campaign (see Figure 12), namely 8 representatives of the older generation and 4 representatives of the younger generation. The choice was justified by the fact that the dark cloud visual and thought-provoking question on the visual (“Are you ready for a crisis?”) is being taken seriously if a topic is a crisis. However, when looking at generations, “Kriisvalmis” was not the favorite of both samples – 5 young people chose “Kriiseihuu” as their preferred advertisement, so this cartoon-like advertisement can be considered to be the main choice for the young people.



*Figure 12.* Preferred Facebook post for the “Be prepared!” campaign

Source: compiled by the author.

The “Kriiseihuu” was also favored by the four older generations, who explained that it was not too gloomy like “Kriisvalmis” and not too childish like “Testijavoida”. Last one was also favored by the four young people because they thought it was a creative solution and they were more interested in further research. It is also typical of the younger generation to be more interested in creative solutions and to gather information mainly from the Internet, as William and Page (2011) have said.

### Conclusion

Estonians should be ready to cope with unexpected crisis (for example: war, natural disaster, power outage, etc.) 7 days without the help from the government. Although, the Estonian Rescue Board research (2020) found out that only a small percent of the citizens are. This is the reason why the Ministry of the Interior launched a social campaign named "Be prepared!" on Facebook in 2019 that tried to make people prepare for the crisis. However, it is not clear whether the social marketing campaign received enough attention and whether they are effective enough for people from different age groups to change their behavior. Therefore, this bachelor thesis prepared a thorough analysis with the help of neuromarketing for the Ministry of the Interior so that their next "Be prepared!" campaign would have the desired effect of having people change their behavior and be prepared for a crisis.

Firstly, in order to find out the impact of different age groups on social media in the case of social campaigns, a thorough part of the theoretical work was completed. It scouted the definitions and implications of social advertising – that in the past, in general, and specifically in social media. We are defining the goal of the social marketing in short and simple: it fulfills its purpose when the target group changes its behavior. Meaning that social campaign is trying to influence behavior in a way that society will benefit – wearing seat-belts, reducing alcohol consumption, wearing a mask, and so on. All these elements are mentioned in the definitions of social marketing from the times it was born – in the '70s by Kotler & Zaltman (1971), Lazer and Kelley (1973), Kotler and Roberto (1989), Andreasen (1994), Smith (2000) and Kotler and Lee (2008). After that, social campaigns broadened their definition and were implemented strongly in every marketing area, whereas the change of behavior continued to be the aim of the campaign. For instance, since the 90's, other topics than family planning encouragement were discussed by social advertising and after that many studies were also made. There are numerous campaigns researched on a health topic (smoking, vaccines, drugs, cancer prevention, and so on) and also other safety matter campaigns (seat-belt, fire safety, supplies), but only a few (Kroon-Lauri, 2019; Chou et al., 2020) are found to be done with neuromarketing methods. Nevertheless, it can be seen that social campaigns are widely used and they seem to be effective. However, effectiveness comes if the target group characteristics is known and their preferences are taken into account when designing the social campaigns (Andreasen, 1995).

Since "Be prepared!" social campaign was done in social media platform Facebook, its statistics were also looked into. Facebook has more than 2 billion users, it has become one of the biggest mediums in the world and because of that, it is beneficial for marketers,

because of the low cost and sufficient way of reaching target groups, to use it for advertising (Iveson, 2012). The platform is widely used in Estonia too and that in all age groups – nearly 700 000 Estonians use Facebook (Datareportal, 2022). Although, literature about social campaigns that are implemented in social media is limited, health related topics have been covered. Studies about branding, consumer behavior, and other branches like sporting events or selling products in the new medium are easily found. Luckily, there are many articles written about the consumer behaviour or the effectiveness of targeting the right group. So, in the last chapter of the theoretical part the author concentrated on the generational differences in social media – how four different generations use the platform, what they prefer to see and feel while using it. It was founded that older generations are very value-oriented when it comes to digital advertising meaning that they like to get useful straight forward information, but they need to feel that they themselves are the deciders. Younger generations enjoy the creativity in the ads and find Internet as their primary source for information, they trust it.

With both topics – social marketing and social media – the complication of measuring the results or effects was mentioned. Social marketing is effective when targeted people change their behaviour and with social media we can see the reach, likes, comments and clicks of the advertisements, but we cannot measure how long they looked the advertisement and did they understood the message of the campaign. So, since the aim of this research is to evaluate the marketing impact of the social campaign done in Facebook, neuromarketing methods were chosen for evaluation – for the "Be prepared!" social campaign, 4 Facebook posts from 2019 were searched and 25 subjects (13 from younger generations and 12 from older generations) were tested with eyetracking, their emotions were measured and lastly they were interviewed. Moreover, the search for eye-tracking and emotion measuring studies of social campaigns was also looked into in the first parts of the empirical part.

To briefly summarize the 3-part analysis, then we can see that overall the “Kriisvalmis” advertisement was performing the best – this Facebook ad was looked the longest, AOIs were noticed fastest and it made participants feel more positive than average. On top of that, this was preferred post for this particular campaign for 12 participants. Although the visual had dark clouds and a straight-forward question: “Are you ready for a crisis?”, it was still taken as an encouragement and made participants think of the campaign matter. As McCoy (2015) has founded – positive advertisements are continuously effective – so this “Kriisvalmis” Facebook ad served it’s purpose. It has to be mentioned that although this ad was preferred by 12 participants, most of them were from the older generation (8) – they even looked at the question and the visual two times more and longer than the

youngsters. Older participants were also feeling neutral about the word “Crisis” and appreciated the seriousness of the visual, when younger participants did not. This may be the reason why bigger amount of younger generation subjects preferred the “Kriiseihuuu” (5) or “Testijavoida” (4) advertisement – they were cartoon-like creative visuals that brought their attention and did not make them feel negative (as the word “Crisis” did). When comparing the two generations preferred ads then we can see their social media traits – since older generations wants to feel that they are the deciders and younger generation in contrary wants to be educated through social media, then cartoon-like advertisements where a game or a guide about crisis is mentioned, may be a logical preferation for the youngsters. Old generation has grown up in a difficult times (Williams & Page, 2011) and already know how to act and therefore may not like to be taught how to act in times of crisis. Therefore, since social marketing campaign is all about how to make someone change his/her behavior then it is important to learn the persona and design the campaign around it – as this research found out, generations have different emotions and preferations when it comes to the visual, message and topic of the “Be prepared!” social campaign.

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## Appendices

### Appendix A

#### Interview questions

ENG

1. What is your opinion of these post photos?
2. What do you think is the message of the campaign? Are the campaign messages clear to you?
3. Is anything incomprehensible?
4. Which of these photos speaks to you the most / or which one would you prefer? Please explain.
5. What feelings/thoughts does the word pair "not ready" evoke?
6. What feelings/thoughts do the words "crisis" evoke?
7. What is your opinion based on the pictures of who is responsible for the well-being of you and your loved ones during the crisis?
8. What is your role in crisis preparedness?
9. What would make you (more) prepare for / think about a crisis?
10. What would make you pay more attention to social media social ads?
11. How often do you use social media?
12. What social media channels do you consume?
13. For what purpose do you use social media?
14. From which device do you mostly use social media?
15. What is your age?
16. What is your specialty/occupation?

EST

1. Mis on Sinu arvamus nendest postituste fotodest?
2. Mis on Sinu meelest kampaania sõnum? Kas kampaania sõnumid on Sinu jaoks selged?
3. Kas midagi jääb arusaamatuks?
4. Milline neist fotodest kõnetab Sind enim /ehk millist Sa eelistaksid? Palun selgita.
5. Milliseid tundeid/mõtteid tekitab sõnapaar „ole valmis“?
6. Milliseid tundeid/mõtteid tekitab sõnapaar „kriis“?
7. Mis on Sinu arvamus nende piltide põhjal, kes vastutab Sinu ja su lähedaste heaolu eest kriisi ajal?
8. Milline on Sinu roll kriisideks valmistumisel?
9. Mis paneks Sind kriisiks (rohkem) valmistuma/mõttelema?
10. Mis paneks sind sotsiaalmeedia sotsiaalreklaamidele rohkem tähelepanu pöörama?
11. Kui tihti Sa sotsiaalmeediat kasutad?
12. Mis sotsiaalmeediakanaleid Sa tarbid?
13. Mis eesmärgiga Sa sotsiaalmeediat kasutad?
14. Millisest seadmest Sa enamasti sotsiaalmeediat kasutad?
15. Mis on Su vanus?
16. Mis on Su eriala / amet?

Source: compiled by the author

Appendix B  
Test reel of Facebook posts, screenshot

**#OLEVALMIS TESTI JA VÕIDA!**

**KRIISIABI MÄNG**

Siseministeerium  
Aprill 16, 2019  
Kas oled boheem, erivälaline või hoopis...?  
Kriisiabi mäng: <https://kriis.ee/testi-annast/>  
Testi oma teadmisi ja oskusi. Saad teada, kuidas tuled välja igast kriisituukorrast ja võid võita väärtusliku varude kasti kriisituukorraks (väärtusega üle 200 euro).  
Mängus osalemiseks jätta kommentaaridesse screenshot tulemustest või kujuta enda tulemus kommentaaridesse. Näkialase varude kasti võitja toome teatavaks Siseministeeriumi Facebooki seinal 02.05.19

216 758 Comments 141 Shares

**VÕIDA!**

Rimi Eesti  
Oktobri 9  
KOHVIPAUS  
Lood igapäev Rimi kauplustes ja e-poes toimub kohvipaus, kus hulganisti suurepäraseid pakkumisi Sinu lemmik kohvidele! Tähistame teist AUKHINNAMÄÄRÜGÄ, kus võimalik võitja OA Coffee enimalavad kohvid! Osalemiseks ole meile ja OA Coffee firm ring anna teada, milu tassid kohvi päevas joo? Kolm võitjat selguvad 09.10

495 753 Comments 219 Shares

**TAOTLE DOKUMENDID ISE**

etaotlus.politsei.ee

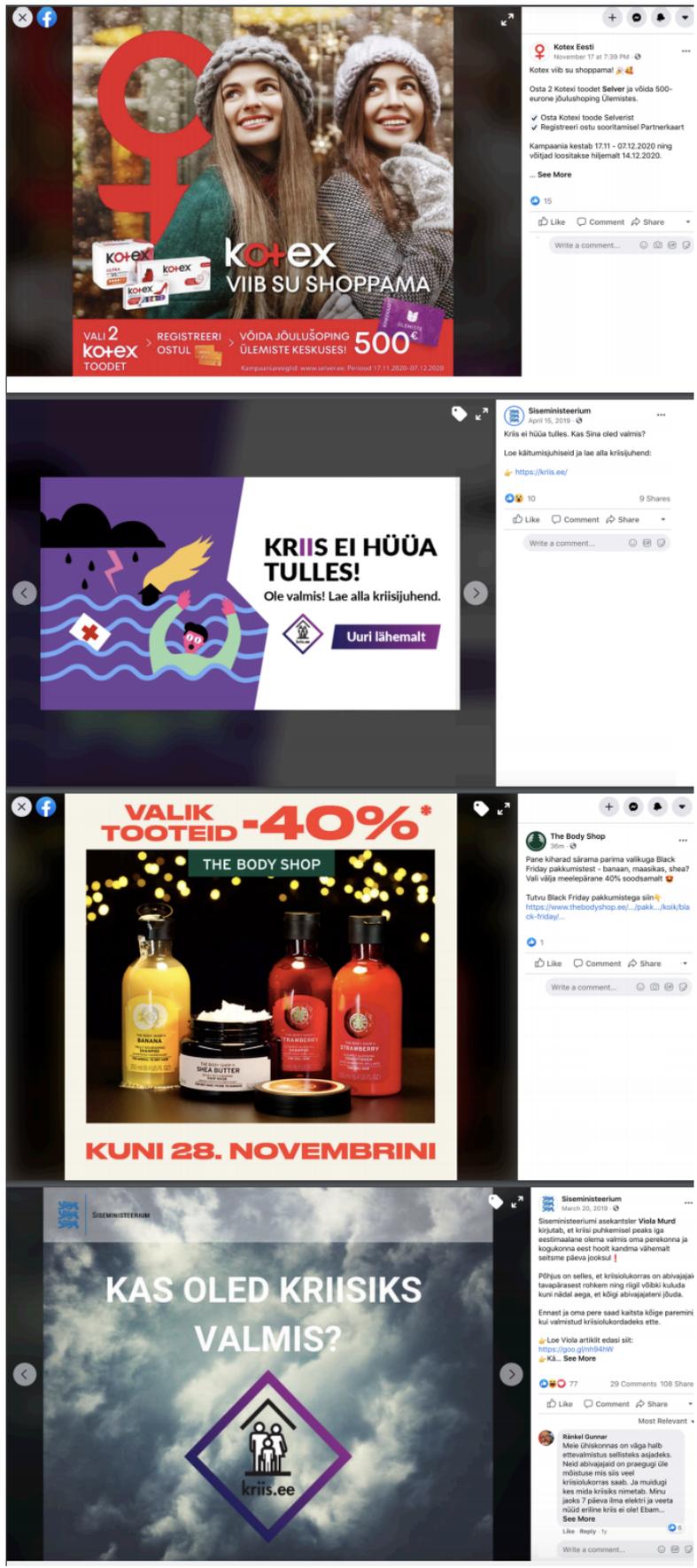
Politsei- ja Pääralveamet  
Febraari 13  
PALJU ÕNE: etaoitus.politsei.ee sai eile 100 000. dokumenditaotlust!  
Kahe ja poole aasta jooksul on e-taotluse keskkonnas teenust kasutanud 100 279 inimest.  
Kas teadsid, et...  
Kõige aktiivsemalt kasutavad iseteenindust nooremad Tallinna ja Harjuma elanikud.

104 7 Comments 30 Shares

**KRIIS EI HÜÜA TULLES!**

Ole valmis! Lae alla kriisjuhend.

Siseministeerium  
Aprill 16, 2019  
Kriis ei hüüa tulles. Kas Sina oled valmis? Loe käitumisjuhiseid ja lae alla kriisjuhend: <https://kriis.ee/>



Source: compiled by the author

**Resümee****FACEBOOKI SOTSIAALKAMPAANIA TURUNDUSMÕJU HINDAMINE ERINEVATES VANUSERÜHMADES**

Emily Sepp

Viimased kaks aastat on sotsiaalsed teabekampaniad olnud turundusmaailmas ülioluline osa – "Kanna maski", "Aita peatada haiguse levik" ja muud epideemiateemalised loosungid on domineerinud turundusplatvorme alates välireklaamide lõpetades sotsiaalmeedia bänneritega. Samas pole ka teised (sotsiaalsed) probleemid kuhugi kadunud ja me ei tea kunagi, milline kriis või õnnetus meid tabada võib. Selleks, et Eesti elanikud oleksid valmis 7 päeva ilma riigi abita kriisi (näiteks sõja, looduskatastroofi, elektrikatkestuse ja muu sellise) ajal hakkama saada, tegi Siseministerium Facebooki sotsiaalmeedia kanalis 2019.aastal kampania: "Ole valmis!", mis läbi erinevate visuaalide ja reklaamsõnumite üritas panna inimesi kriisiks valmistuma. Küll aga on küsimus selles, et kas sotsiaalturunduse kampaniad pälvisid piisavalt tähelepanu ning kas need on piisavalt tõhusad, et ka erinevatest vanuserühmadest pärit inimesed saaksid oma käitumist muuta?

Selleks, et uurida välja, mis sotsiaalmeedias tehtud sotsiaalkampaniate puhul erinevatele vanusegruppidele mõjub, valmis põhjalik töö teoreetiline osa. Esimesed kaks teoreetilist peatükki keskenduvad varasemate uuringute põhjal sotsiaal- ja sotsiaalmeedia turunduse definitsioonidele, ajaloole, rakendamisele ja arengule. Täpsemalt, teoreetilise osa esimene alapeatükk läheb süvitsi sotsiaalse turunduse kontseptsioonidesse ning vaatlleb näiteid erinevatest kohalikest ja välismaal tehtud kampaniatest. Samuti tõstatatakse küsimusi sihtrühmade tähelepanu saamise juhiste ja meetodi hindamise kohta. Teoreetilise osa teine alapeatükk keskendub sotsiaalmeedia definitsioonile, statistikale ja selles meediumis sotsiaalsete kampaniate kohta tehtud uuringute uurimisele. Palju keskendutakse demograafilistele erinevustele ja statistikale – kui palju seal on kasutajaid, kuidas nad platvormil tegutsevad ning kas esineb vanuselisi, soolisi või kultuurilisi iseärasusi. Viimane teoreetiline alapeatükk keskendub põlvkondade erinevustele sotsiaalmeedias – kuidas neli erinevat vanuserühma platvormi kasutavad, mida nad eelistavad seda kasutades näha ja tunda. Seejärel järgnes empiiriline osa, mille esimene alapeatükk selgitas hindamisosas kasutatavaid neuroturunduse meetodeid. Järgmisena ja viimasena tehti põhjalik analüüs pilgujälgimise, emotsioonide ja intervjuu kaudu leitud tulemuste kohta.

Kuna turundustegevusi kui ka sotsiaalkampaniate mõju on keeruline mõõta, siis nagu mainitud, kasutas autor selles töös neuroturundusmetoodikat. "Ole valmis!"

sotsiaalkampania jaoks otsiti välja 2019. aasta Facebooki 4 postitust ja 25 katsealusele tehti nende põhjal pilgujälgimise katse, mõõdeti nende emotsioone kui ka tehti nendega intervjuu. Töö eesmärk on Siseministeeriumile analüüsi valmistamine, et nende järgmine "Ole valmis!" kampaania saavutaks soovitud tulemuse ehk selle, et inimesed muudaksid oma käitumist ning oleksid kriisiks valmis.

Katsetest järeldas autor, et kõige paremini toimis "Kriisivalmis" reklaam – seda reklaami vaadati kõige kauem, elemente märgati kõige kiiremini, see tekitas osalejates keskmisest positiivsema emotsiooni ning seda postitust eelistas 12 osalejat (vanemast põlvkonnast 8 ja nooremast 4). Vanemad vaatasid küsimust ja visuaali isegi kaks korda rohkem ja kauem kui noored. Ka vanemad osalejad suhtusid sõna "kriis" suhtes neutraalselt ja hindasid visuaali tõsidust, nooremad aga mitte. Kuigi visuaalis olid tumedad pilved ja otsekohene küsimus: "Kas oled kriisiks valmis?", võeti seda eelistajate poolt julgustusena. Suurem osa noorema põlvkonna katsealuseid eelistas "Kriiseihuu" (5) või "Testijavoida" (4) reklaami – need olid koomiksilaadsed loomingulised visuaalid, mis tõmbasid nende tähelepanu ega tekitanud negatiivset emotsiooni. Kui võrrelda kahte põlvkonna eelistatud reklaame, siis näeme nende sotsiaalmeedia käitumise tunnuseid – kuna vanemad põlvkonnad tahavad tunda, et nemad on otsustajad ja noorem põlvkond vastupidiselt soovib saada sotsiaalmeedia kaudu informatsiooni, siis koomiksilaadsed reklaamid, kus mõni mäng või kriisialane juhend on mainitud, võib see olla noorte jaoks loogiline eelistus. Vana põlvkond on üles kasvanud rasketel aegadel (Williams & Page, 2011) ja teab juba, kuidas tegutseda, ning seetõttu ei pruugi neile meeldida, kui neid õpetatakse kriisi ajal tegutsema. Seega, kuna sotsiaalturunduse kampaania eesmärk on panna kedagi oma käitumist muutma, siis on oluline sihtgruppi järgi kampaania kujundada – nagu käesolevast uuringust selgus, on põlvkondadel erinevad emotsioonid ja eelistused "Ole valmis!" visuaalide ja sõnumite osas.

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