

Voluntary Service Overseas

Challenge:

VSO is the world's leading independent international development organisation that offers volunteers the chance to work abroad to fight poverty in developing countries.

The challenge was to find the optimum audience or subset of the population for developing brand strategy to be used for:

1. Creative development
2. Strategic planning
3. Data selections

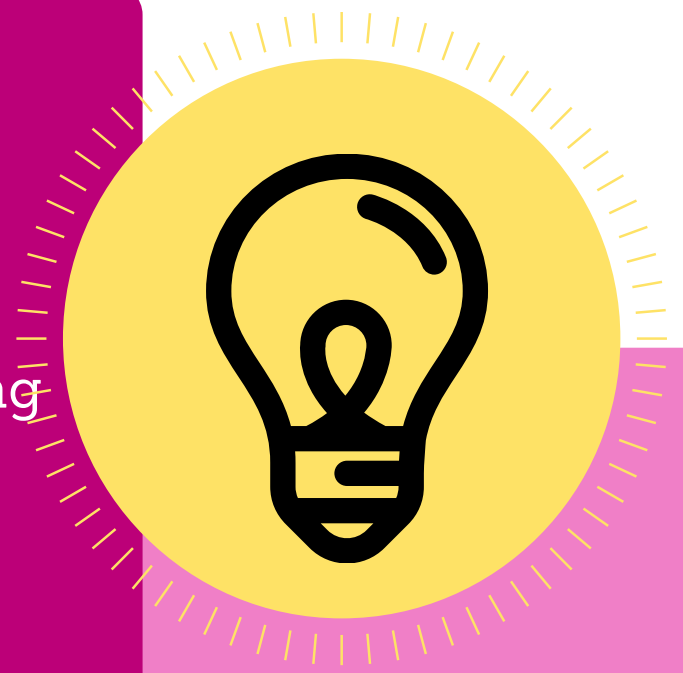


What we did:

Brand strategy

Metrix Data Science segmented VSO's existing supporters and volunteers using quantitative and qualitative techniques. The mixture of cluster analysis, interviews and workshops created a robust segmentation to reveal:

1. Overlap between supporter types and volunteers
2. Typical supporter journeys
3. Demographic and attitudinal characteristics
4. Media consumption
5. Value to VSO



Size: 19%

The Keepers

VSO Stats

Average Gift

Cash: £18.30

RG: £11.26

Frequency of Giving

Cash: 19.32 months

RG: 94% monthly

Overall Gifts per Year: 3.48

Recruitment Channel	Index
Door 2 Door:	73% 93
Volunteer App:	11% 163
Online:	7% 128

Supporter Type	Index
Cash:	40% 86
RG:	31% 114
Volunteer:	23% 189
Event:	19% 137

Segment Description

Well retained, affluent, empty nesters

Keepers are likely to be aged 40-60 and cash wealthy with 32% earning over £40k. These suburbanites are very likely to have a professional job and a nice car. Although their children have left home, they are still likely to be residing in the property they have owned for a long time. Interests include eating out, gardening and foreign travel.

Keepers are most likely to be connected to the volunteer application process with 23% having some involvement, and 37% of these volunteers support in other ways. They are also more likely to have participated in a VSO event when compared with segments 1 and 4. Overall, this segment is of high value to VSO.



Value

High

Donor Journey

Cash who give Cash Only	76%
Volunteers who support in another way	37%
Event participators who support in another way	88%
Cash who go on to give RG	7.5%

Demographics

Highlights

Age: 70% between 40-60

Salary: 32% over £40,000

Occupation: Professionals

Status: Married, single

Interests

Eating Out

Gardening

Foreign Travel

Citizen

%

Baby Boomer 32%

Generation X 21%

Credit Crunchers 17%

The Keepers - TGI

TGI Results

Attitudes & Beliefs

- “I think we should strive for equality for all” – Almost 70% believe in equality.
- “It is important that a company acts ethically” – Over 70% think companies have a moral obligation.
- “I like to be surrounded by different people, cultures, ideas and lifestyles” – Almost half like to immerse themselves in other cultures.
- “I am interested in other cultures” – At 60%, even more show curiosity towards other cultures.
- “I consider myself to be a spiritual person” – Over a third are spiritual but they are not more likely to have a faith when compared to the UK average.
- “I would consider leaving a gift to charity in my will”, “I would be willing to volunteer for a good cause” – Keepers are most likely to leave a legacy or volunteer when compared to other clusters.

Charities

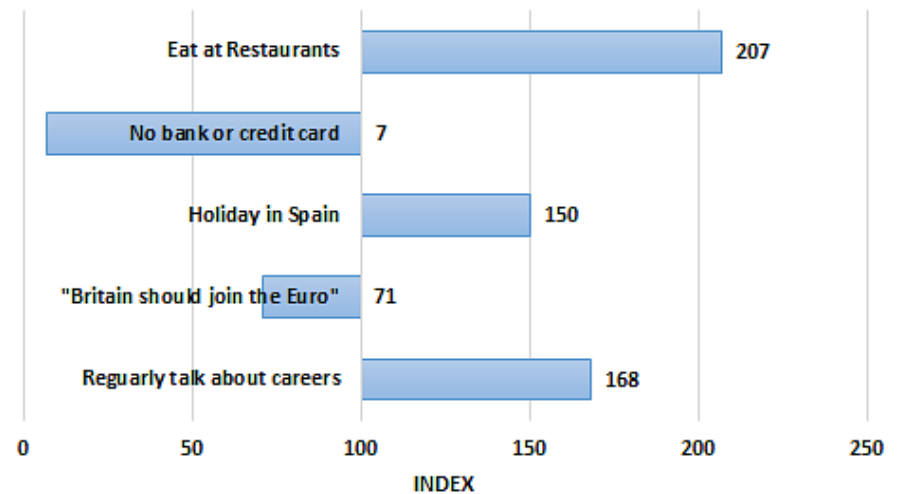
Charities Donated to



Donated (last 12 months)	%	Index
Yes	100%	
£250+	16%	298
£200 – £250	6%	302
£150 - £200	8%	286
£100 - £150	10%	245
£75 - £100	12%	212
£50 - £75	11%	193
£26 - £50	18%	180
£10 - £25	14%	88
£5 - £10	3%	46
<£5	1%	18

Charitable Activities	%	Index
Event Participant	62%	590
Event Organiser	16%	528
Charity Shop Helper	4%	148
Other Volunteer	26%	391
Other	27%	357

Notable Features



Media Consumption

Have High Media Responsiveness to:	%	Index
Newspaper	25%	84
Magazines	22%	90
TV	22%	51
Internet	42%	130
Outdoor Media	46%	128
Cinema	43%	171
Radio	34%	102
Direct Mail	19%	116

Finance

Statement	Yes %	Index
I use a credit card to buy things I normally cant afford	2%	64
I am no good at saving money	6%	85
I trust banks to look after my money	3%	39
I don't like the idea of being in debt	48%	95
I regularly consult with a financial advisor	4%	94

Outcome:

Four distinct segments that revealed the key drivers and barriers for an individual to decide to volunteer abroad. Including the identification of an optimum audience named "The Keepers". Pen portraits were developed for each segment.

A targeted branding and marketing strategy that has since seen increased recruitment rates from those who want to and are eligible to work as a professional overseas.

MARKETING METRIX DATA SCIENCE
VSO


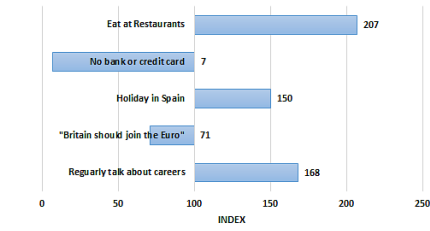
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The Keepers

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The Keepers - TGI

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