

Conversion Model™ Case Study: *Using the Conversion Model™ to Increase Registrations for BreastScreen Aotearoa's Mammogram Testing Programme*



Background

The Conversion Model™ isn't only useful for product and brand commitment – Research Solutions has become well renowned for innovatively adapting the Conversion Model™ for understanding peoples' commitment to behaviour such as smoking, 'green' lifestyles and even commitment to the Royal New Zealand Air Force.

One such study was the application of the Conversion Model™ in order to better understand how committed women in New Zealand were to their breast health and the strategies they use. In addition to this, the focus of the research was to persuade women to register for a free mammogram-testing programme.

What We Did

Women aged 50 – 60 years of age, including significant 'hard to reach cultural subgroups' were the focus for registration. Advertising was used to increase awareness and encourage registration for the Free Programme and the benefits thereof.

In terms of the application of the Conversion Model™, the difficulty was in defining the competitive set. In this case the competitive set was defined as other choices for "breast health".

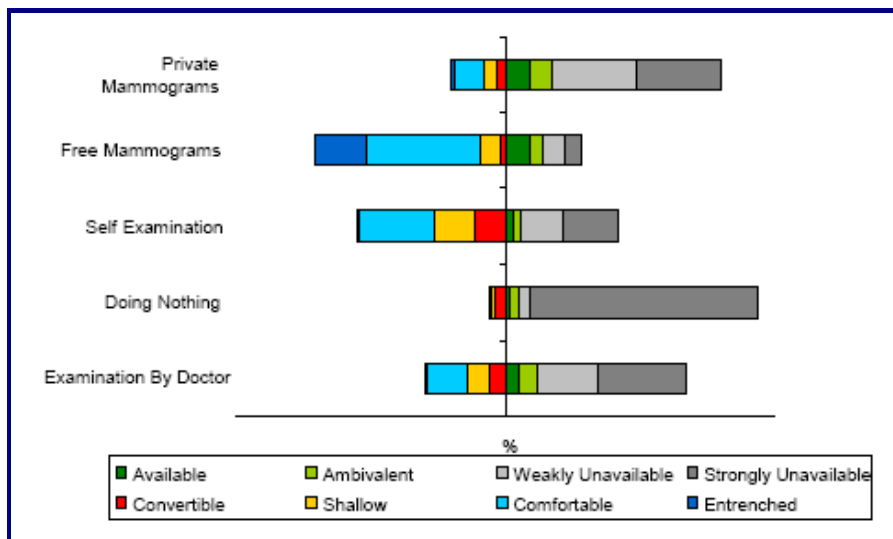
Thus the competitive set included the following alternatives:

- Free Programme
- Private Screening
- Doctor's Examination
- Self Examination
- Do Nothing

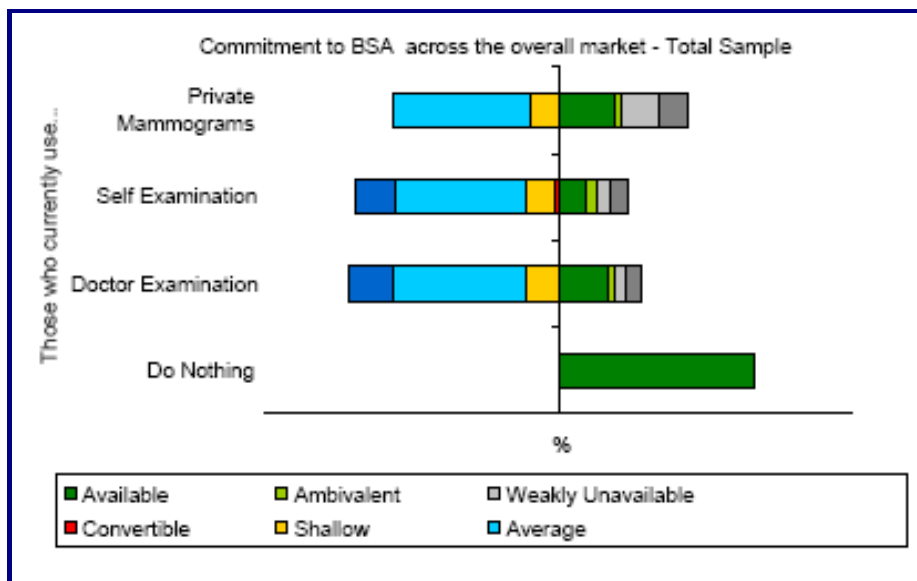
What was commitment to the different options like?

Women were highly committed to the Free Programme (free mammograms), with the majority being either entrenched or average in their commitment. Equally as positive was the high percentage of women who were *strongly unavailable* to 'doing nothing':

Self- and doctor-examinations had the greatest percentage of committed users (entrenched + average). However all strategies had a small percentage of women who were uncommitted to their current strategy:



The largest percentage of women who were open to the Free Programme were among those who currently had no breast health strategy:



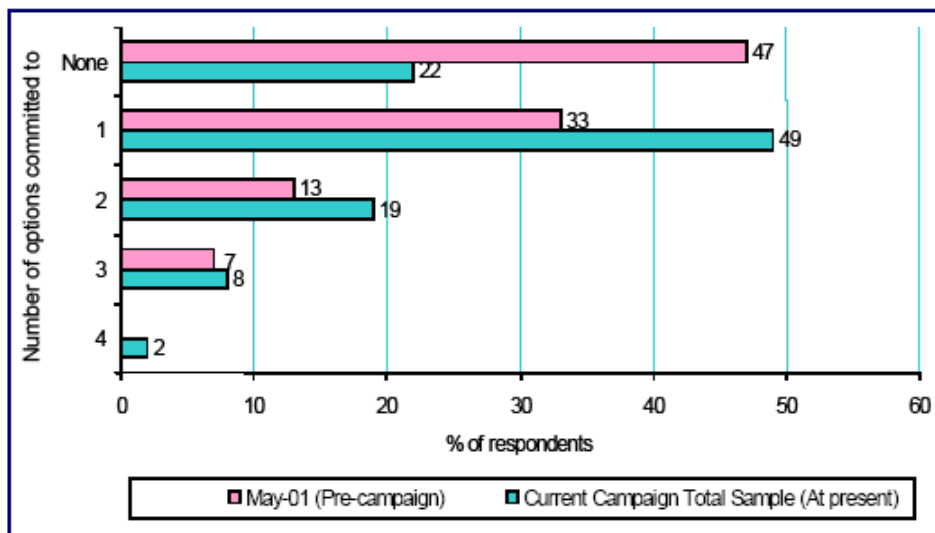
The combination of the Free Programme and self-examination was the most popular among those women who were committed to more than one breast-health strategy:



So what was the outcome?

The research was used to help direct a campaign promoting BreastScreen Aotearoa's free mammogram programme.

Pre- and post-campaign research revealed that the number of women not committed to any breast health strategy declined by almost half, from 47% in May 2001 (pre-campaign) to 22% two years later. There was a corresponding increase in the number of women who were committed to using one or more breast health strategy. This behaviour was mirrored in the mindset of these committed women, with 47% being perfectly committed to one strategy. 41% had a shared mindset and were using various different strategies.



What Did BreastScreen Aotearoa Think?

"The Health Funding Authority is extremely pleased with the outcome of our advertising campaign for BreastScreen Aotearoa. The excellent work that Research Solutions carried out increased our confidence in our choice of the advertising concept. Getting it right is so much more important when lives are at stake."

~ Sally Hughes, BreastScreen Aotearoa