

# AUDIENCES FOR CLIMATE COMMS

8 profiles to inform audience-first approaches to reaching people where they are in media culture

FOR EARTH ALLIANCE | FEBRUARY 2024



# TABLE OF CONTENTS

<b>INTRODUCTION</b>	<b>3</b>
<b>4 CORE AUDIENCES</b>	<b>8</b>
<b>4 BRIDGING ZONES</b>	<b>29</b>
<b>CONTENT TESTING &amp; STRATEGY VALIDATION</b>	<b>51</b>
<b>APPENDIX</b>	
DATA & METHODS OVERVIEW	71
POPULAR VS. DISTINCTIVE	72
IF YOU SAY SO EXTRA	73
LIFESTYLE REIMAGINED?	79
FINDING THE RIGHT PARTNERS	80



Earth Alliance + Harmony Labs teamed up to understand audiences through what they value and their media behaviors—the content they already engage with—in order to expand the climate conversation beyond news and paid political advertising, and harness the power of organic cultural engagement.

# VALUES DISTINCT AUDIENCES

This map of 4 values-distinct audiences helps storytellers imagine how to reach people different from themselves, while making more manageable a reality where every human being is unique. Each audience centers a values cluster that drives how audience members reason about themselves and the world. And, because values predict media behavior, each audience holds distinct cultural affinities and participates in distinct media cultures.

These values clusters derive from Shalom Schwartz's [theory of basic human values](#). You can think of values as basic psychological goals that inform how people engage the world, including with social issues.

Click on any audience for more detailed descriptions. Or [take the quiz](#) to discover what audience you're in.

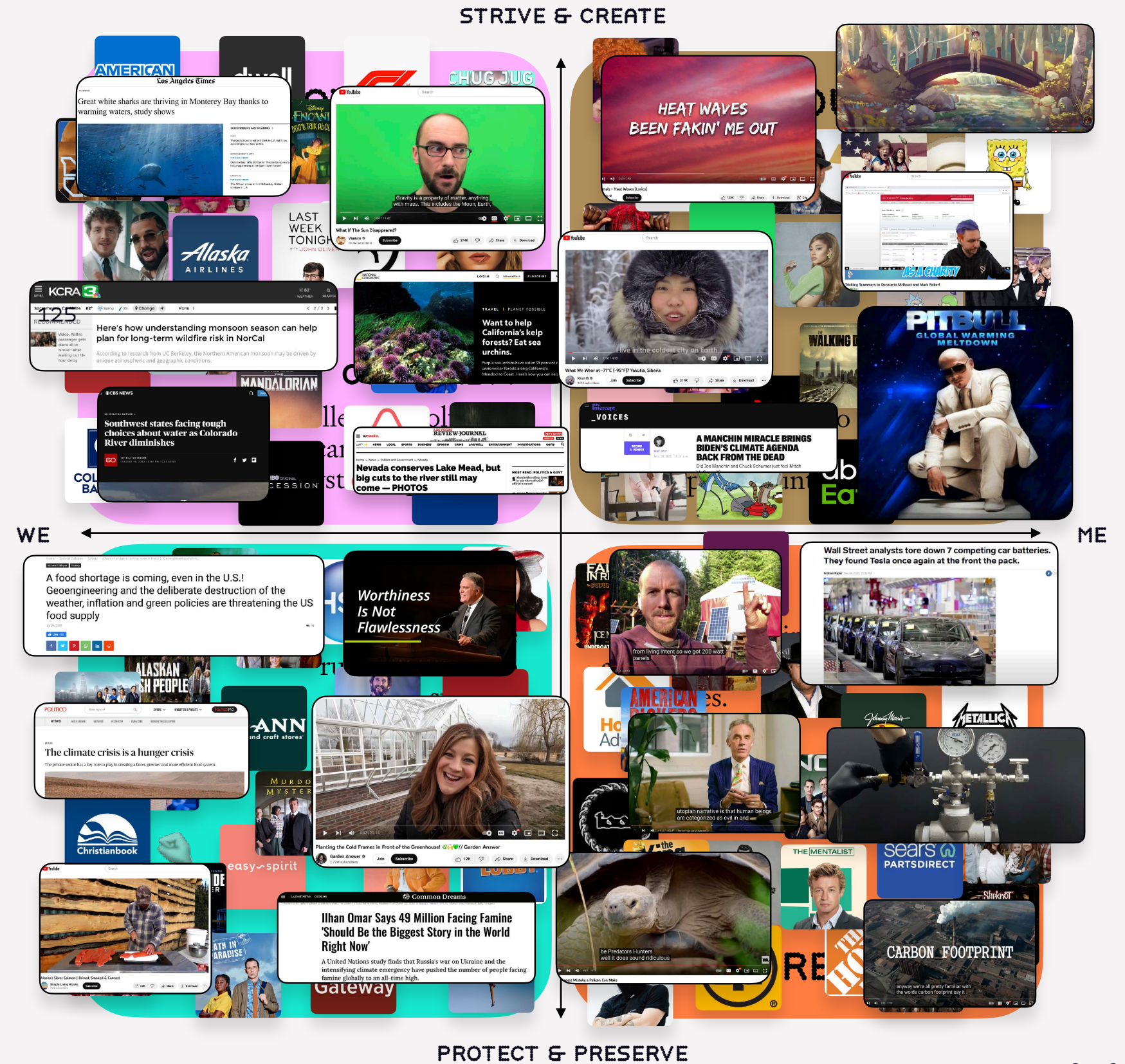




# + CULTURE FORWARD

The media behaviors of values-based audiences can help us reach people in the cultural spaces that already capture their attention. They can afford a culture-forward strategy—especially important as the digital cookie sunsets and traditional ad targeting loses precision and whatever power it may once have had.

For each audience, we examined media behaviors in 2022, looking across desktop, mobile, tablet, and TV, and across online platforms, using minute-by-minute media consumption data. We were interested in patterns in the content that was *popular and distinctive* for each audience; whether and how audiences engage with climate or related topics; and features of climate-related content that piques their interest. (See Appendix for more data and methods detail.) We looked at millions of content interactions to surface clues and testable hypotheses for how to engage and move audiences!



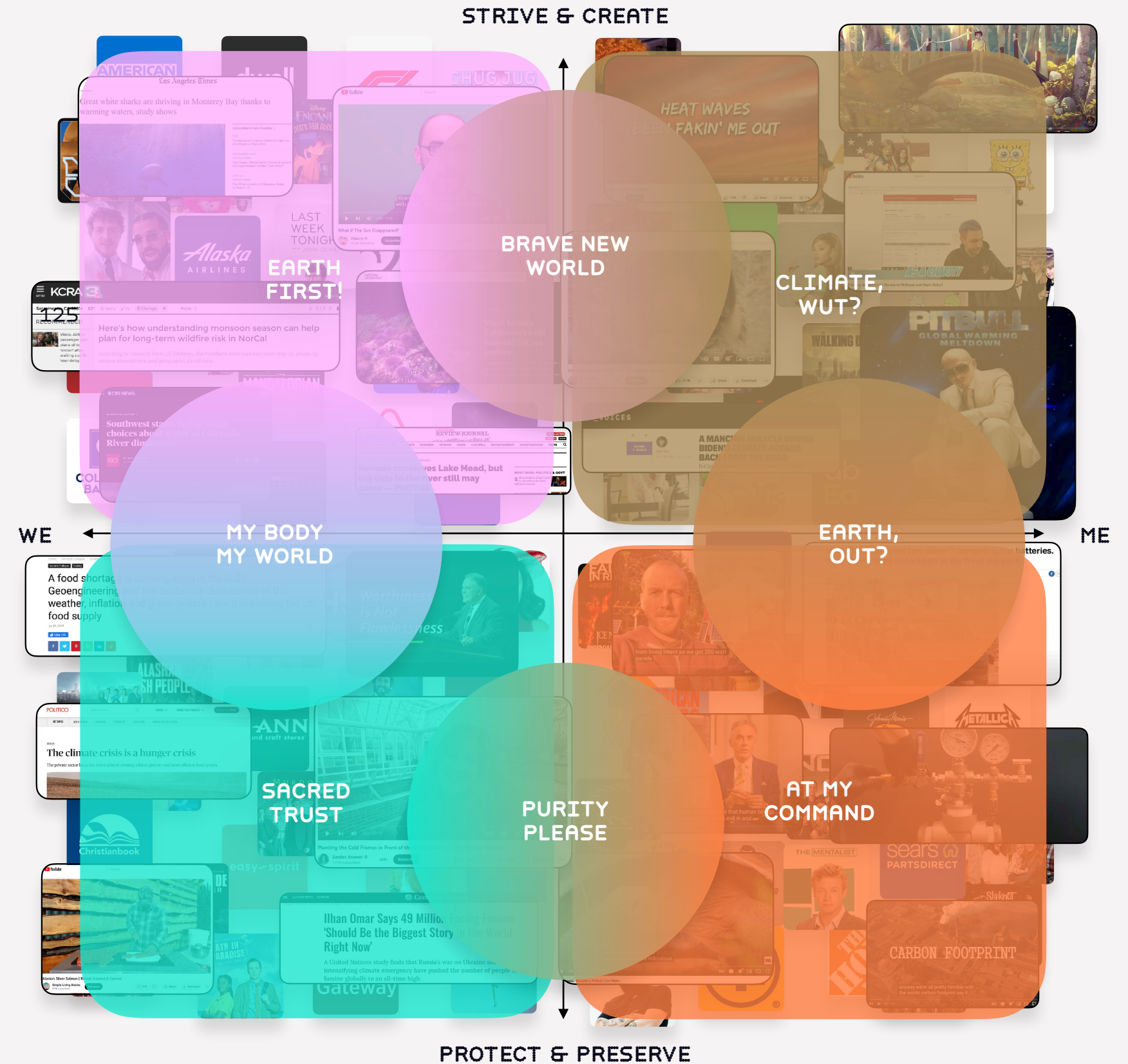


# +READY FOR REACH

Often communications strategy is about expanding beyond a base of committed supporters. One way to do this is by aiming for the outer edges of that base. To facilitate this kind of expansion, we looked at our 4 core audiences *and at the zones between them*.

So, in the slides that follow, we explore 8 audience zones, starting with the 4 core audiences, followed by 4 bridging zones. Each zone is named for how its audience relates to climate, based on their media diet. We also describe how the possibility of change, the future, and participation show up in each zone. We surface top music, top streaming, and top brands, followed by each zone's engagement with climate and related content, and key climate-related content features. We end with some strategy and storytelling tips to guide content creation and commissioning.

All media are clickable.





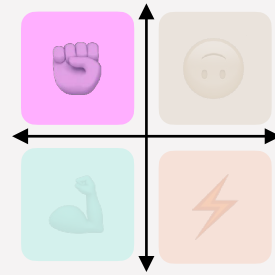


Before we begin, one observation deserves headlining. Across all audience zones, we observed a healthy respect for habitat earth.

There was vanishingly little hardcore climate denialism, no anti-earth sentiment. There were, however, divergent views on what nature is, what human beings are, and the place and purpose of each relative to the other. More than anything, this divergence is what the slides that follow explore.



# PEOPLE POWER



# EARTH FIRST!

## WHAT CAN CHANGE

There's still time to make things right, by reducing carbon emissions, halting climate change, and more.

## IN THE FUTURE

Humans and nature co-exist as co-equals, in balance.  
If we could just make more space for all that's wild!

## COUNT ME IN

I can cut consumption, donate, vote pro-climate. I'm bearing witness to the decimation and resilience of the natural world around me.





# PEOPLE POWER: CULTURAL CONSUMPTION

Whether it's late night comedy or the latest series on Max or Apple TV+, the entertainment here is consistently progressive with diverse characters and voices. When it comes to brands and lifestyle, it's all about home, travel, and the outdoors.

- #ORGANIC
- #TRAVEL
- #POP
- #LATE-NIGHT-TV
- #KIDS
- #FASHION
- #ARCHITECTURE
- #HOME
- #SELF-CARE



TOP MUSIC



TOP BRANDS



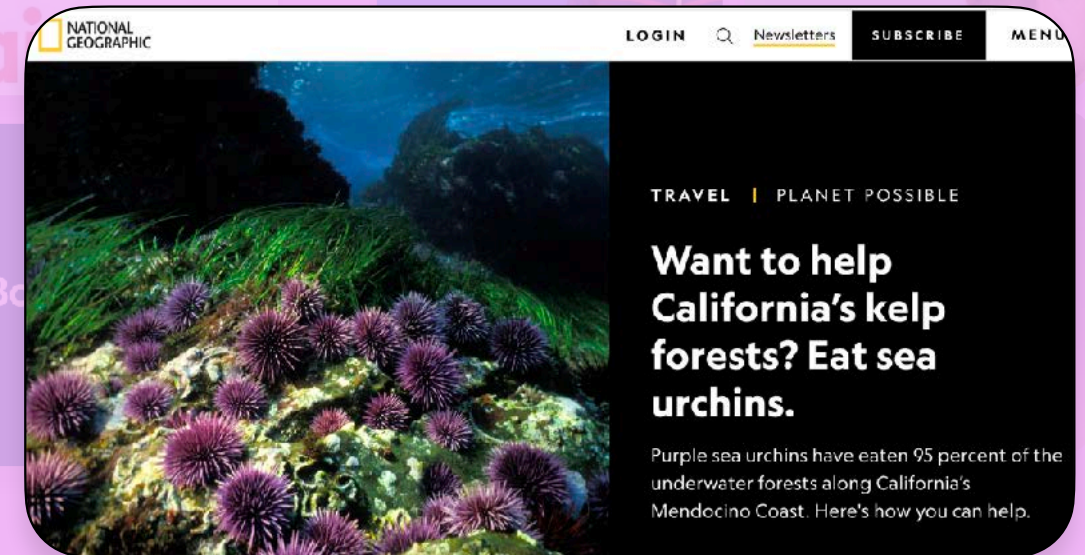
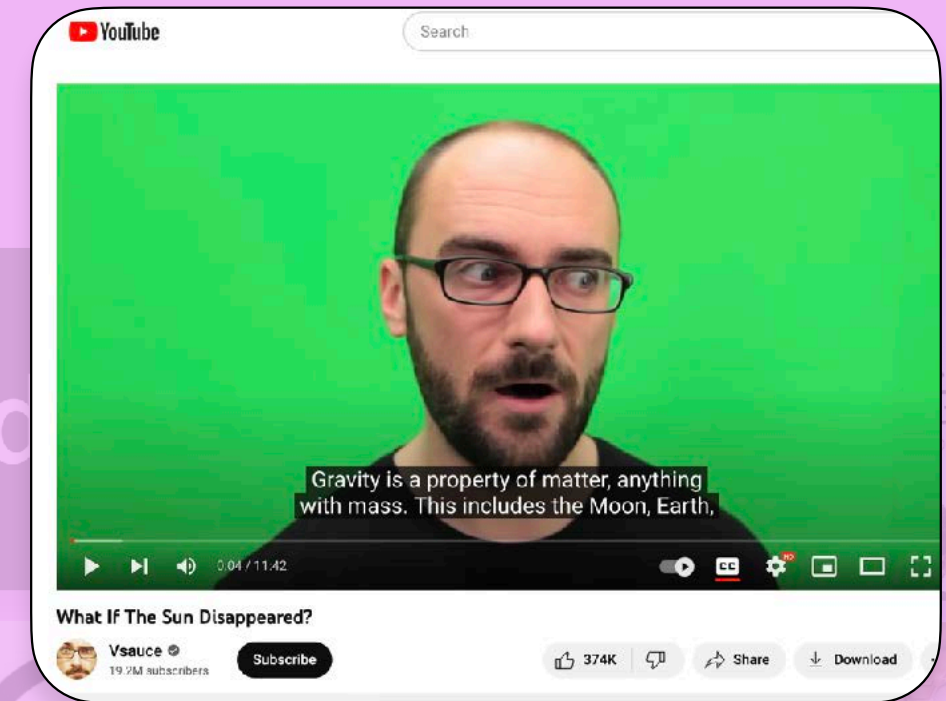
TOP STREAMING





# PEOPLE POWER: CLIMATE AND RELATED CONTENT

All those travel and outdoor brands reflect PEOPLE POWER's thrill at new people and places, especially natural wonders. When they're engaging with climate news, it's mostly about disaster or impending disaster, and water, wherever there's too much or too little of it. One truly distinctive storyline here is conservation. Also their ambivalence about travel, how it and other lifestyle habits might disrupt and damage nature as habitat for wild things.





# PEOPLE POWER: CLIMATE AND RELATED CONTENT CLOSE UP

Unsentimental reporting, zooming in on nature's beauty, looming disaster, *and* promising mitigations

Travel to far off natural places is possible and important, with manageable impacts

"As I report in my new book . . . true sustainability in beach tourism is hard to find. But I did discover places and practices that are responding effectively to the climate crisis."

"Here are six sustainable travel ideas that you should consider before your next escape to paradise."

Clear tips offer a way to channel concern into action, to "have your cake and eat it too"

Nature is precious and must be preserved!

Science, scientists, and other expert info front and center

"Already, European countries are enacting laws to discourage air travel."

Historical and policy perspectives suggest an appreciation for the slow arc of change

Water provides a frequent foil to climate disaster media, like fire and drought features, prevalent in this audience

"6 TIPS TO MAKE YOUR NEXT BEACH TRIP MORE SUSTAINABLE"  
NATIONAL GEOGRAPHIC, AUGUST 2022





PEOPLE POWER could be *willing to give up* bigger cars, bigger houses, more stuff, but *might not want to sacrifice* their travel time in nature.

Their *superpower* is organizing; their *kryptonite* is compromise.

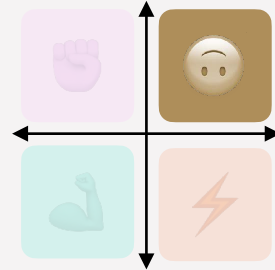
When writing PEOPLE POWER stories it's probably *helpful* to lead with science and reverence towards nature and *probably better to avoid*... well, it's hard to go wrong in this already activated group.

The kinds of *CTAs* they might *respond to* include volunteering, donating, voting, wielding collective purchase power.





IF YOU SAY SO



CLIMATE, WUT?

WHAT CAN CHANGE

Everything's always changing. It's inevitable. So? I go with the flow, but set my own direction.

IN THE FUTURE

I will have arrived. I will be respected, and even admired, not to mention set up financially and living the good life.

COUNT ME IN

Happy to start new trends and make statements for something, like climate, as long as it's also pro-me.  
This party's just getting started!



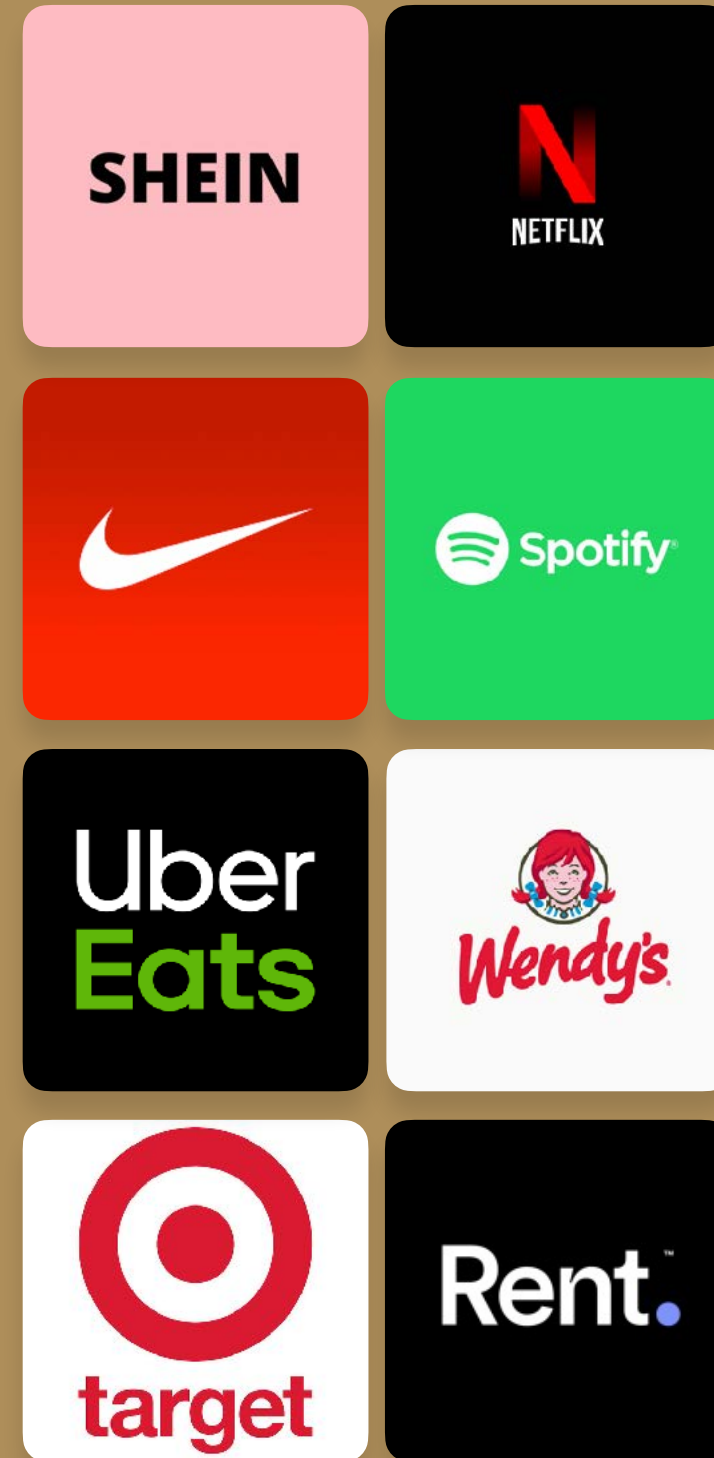


# IF YOU SAY SO: CULTURAL CONSUMPTION

Irreverent, in-your-face content that is racially, thematically diverse and stays away from partisan politics or social issues. Lots of YouTube, music, and fun, entertaining themes, from video games and animated series. When it comes to brands and lifestyle, it's all about fast food, fast fashion, and fast fun.



TOP MUSIC



TOP BRANDS



TOP STREAMING

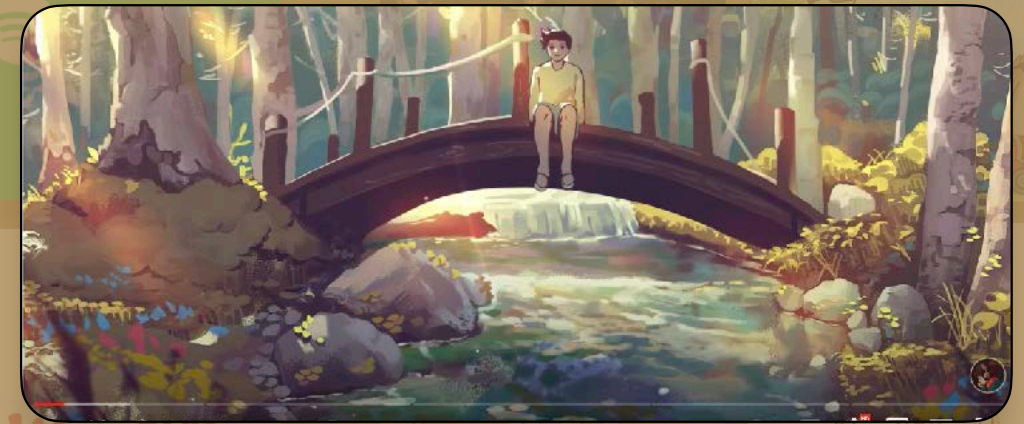
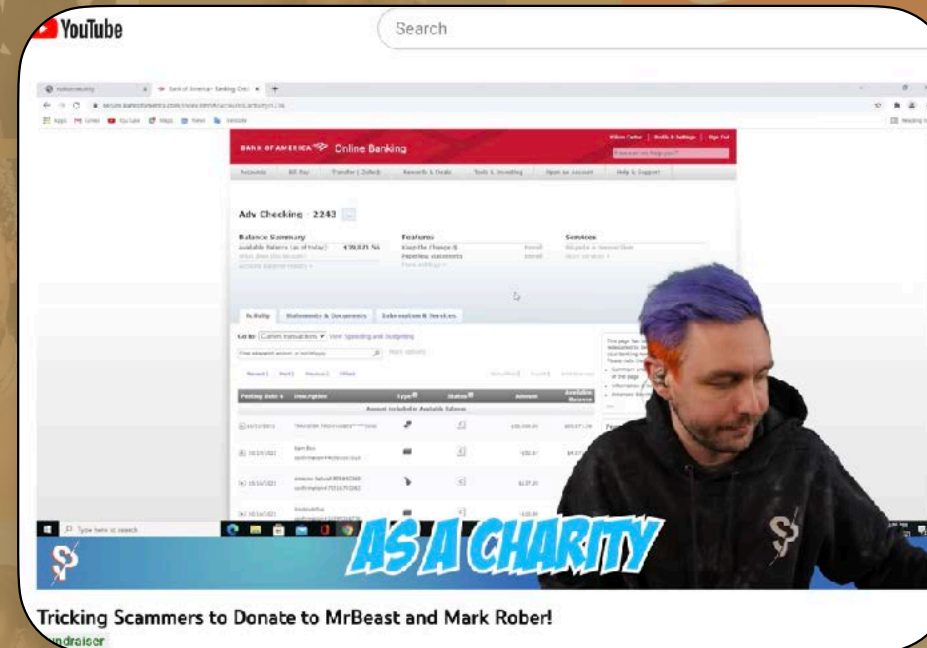
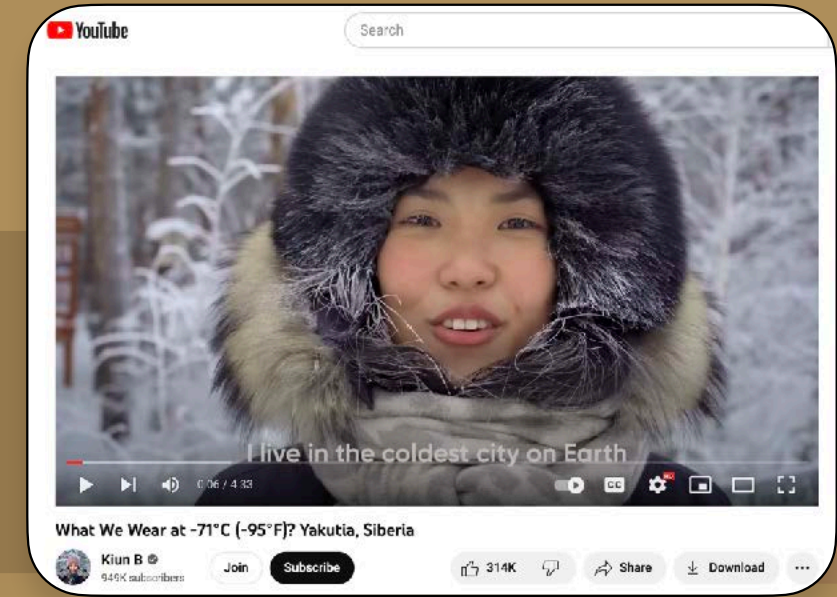
- #HIP-HOP
- #COMEDY
- #SNEAKERS
- #FAST-FOOD
- #CARTOONS
- #MUSIC
- #MEMES
- #REACTION-VIDS





# IF YOU SAY SO: CLIMATE-ISH CONTENT?

IF YOU SAY SO live primarily in digital worlds and don't seek out much political content, news, or outdoor media. This means they encounter extremely little climate content. It can sometimes appear on the periphery, like as name drops in the music they're consuming—see Lofi Girl's *Plant Guy* or Pitbull's *Global Warming*. When the odd news story does appear, it's usually about the absurdity of the political circus versus substantive issues.





Nature, and even more so climate, doesn't really play a central role: here it's a name drop and a party backdrop

"They can't, they won't, they never will stop the party!"

Fun, fast paced, thirsty:  
"I'm goin' give it to you. Ah ah.  
Now give it to me. Ah ah.  
Get funky. Get funky."

"Who's got the keys to the world now?!  
Yours truly. Blow!"

Over-the-top consumption features, as in yachts, houses with pools, girls in huge beds, international travel, signaling high status and security: arrival at last

MORE IF  
YOU SAY  
SO IN THE  
APPENDIX

"DON'T STOP THE PARTY"  
FROM THE PITBULL ALBUM GLOBAL WARMING



IF YOU SAY SO *don't actually have a lot to give up* to begin with, but *might want to keep* the fun and rewards they're hungry for.

Their *superpower* is self-expression; their *kryptonite* is anxiety and insecurity.

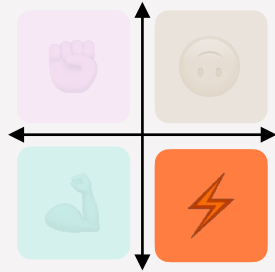
When writing IF YOU SAY SO stories *it's probably helpful to* connect action to status and *probably better to avoid* anything that feels like limitation or having to give something up for others.

The kinds of *CTAs* they *might respond to* include training for high status jobs or starting a new trend.





DON'T TREAD ON ME



AT MY COMMAND

WHAT CAN CHANGE

Change is what mankind does, in service of bettering our condition and controlling threats.

IN THE FUTURE

I'm even better at providing for my needs. I'm off-the-grid, independent of all the overreaching systems.

COUNT ME IN

I'm going to get through this, one way or another. If government would just get out of the way, we would all get through this.



IMAGE SOURCE: "6 MONTHS PREGNANT & BUILDING AN OFF GRID FOREST CABIN FOR BABY"  
FROM YOUTUBE CHANNEL OFF GRID W/ JAKE & NICOLLE





# DON'T TREAD ON ME: CULTURAL CONSUMPTION

There's lots of manifest destiny, crime fighting, and family dramedy in the conservative story worlds of DON'T TREAD ON ME, where everything is in order and under (their) control. Hard rock and country are musical mainstays. When it comes to brands and lifestyle it's all about tools, gear, and fixing what's broken.

- #ACTION
- #APOCALYPSE
- #NEWS
- #CONSERVATIVE
- #COUNTRY
- #CARS



TOP MUSIC

TOP BRANDS

TOP STREAMING





# DON'T TREAD ON ME: CLIMATE AND RELATED CONTENT

The world is a dangerous place for DON'T TREAD ON ME. It's eat or be eaten. Only mastery, of materials, of our environment, and of ourselves can help us face the inevitable changes in the world and maintain preeminence as a species. Content features dark, violent, explosive imagery and sound scapes, with plenty of animals eating each other. Men (and it's usually men) who attain mastery do so through self-assertion, will power, and competence.





# DON'T TREAD ON ME: CLIMATE AND RELATED CONTENT CLOSE UP

Earnest, endless off-the-grid living, 41 minutes of it: slow fades, soft music, big nature shots, with pregnant wife and dogs at the periphery

Is that a shark fin in the lake? It's "man" vs nature! And this *homo faber* has the tools to make a cozy home and haven for his impending family

Paradise, with a little edge of threat?

Self-styled guardian of the galaxy harvests homestead sun chokes, then discusses baby names

Couple in love does yoga, then kickboxing

Batteries, solar panels, more batteries = energy independence

DIY and other mundane travails with materiality

"We've been wild harvesting chanterelle mushrooms from our property and using our new razor sharp Kamikoto knives" to make "mashed potatoes and gravy. . . . [Sales pitch]."

. . . meanwhile, wife sews baby clothes and dyes yarn with hemlock bark

"6 MONTHS PREGNANT & BUILDING AN OFF GRID FOREST CABIN FOR BABY"

FROM YOUTUBE CHANNEL OFF GRID W/ JAKE & NICOLLE





DON'T TREAD ON ME could be *willing to give up* fossil fuels but *might not want to give up* personal ownership of power sources.

Their *superpower* is strength and strategy; their *kryptonite* is compassion.

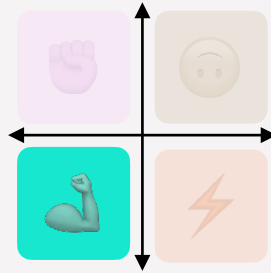
When writing DON'T TREAD ON ME stories *it's probably helpful to* emphasize benefits to humans and *better to avoid* anything that feels like subordination to nature, aka saving owls over local jobs.

The kinds of *CTAs* they might *respond to* include generate your own power, prep for severe weather, steward land to survive disaster.





# TOUGH COOKIES



# SACRED TRUST

## WHAT CAN CHANGE

We can feed ourselves and our souls, if we all just stop arguing and step up as earth's stewards.

## IN THE FUTURE

Our communities are secure. Our kids are growing strong in body and spirit. We're safe, well-fed, able to focus on each other.

## COUNT ME IN

My hands are in the soil. I grow and cook my own food. I'm enough in God's eyes, and I will do my part for whoever's unfolding His plan.



IMAGE SOURCE: "PLANTING THE COLD FRAMES IN FRONT OF THE GREENHOUSE!"  
FROM YOUTUBE CHANNEL GARDEN ANSWER





# TOUGH COOKIES: CULTURAL CONSUMPTION

Family-first drama and police procedurals dominate their entertainment; they're also deeply curious about popular culture, including music, when it's wholesome. When it comes to brands and lifestyle, you see faith taking center stage along with conservative fashion and craft.

#RELIGIOUS

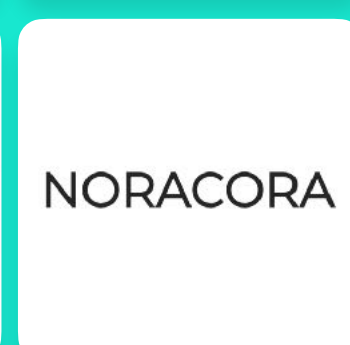
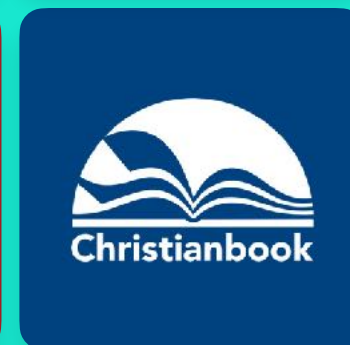
#FAMILY

#MAINSTREAM-NEWS

#POP-MUSIC

#CRAFTS

#CELEBRITY-GOSSIP



TOP MUSIC

TOP BRANDS

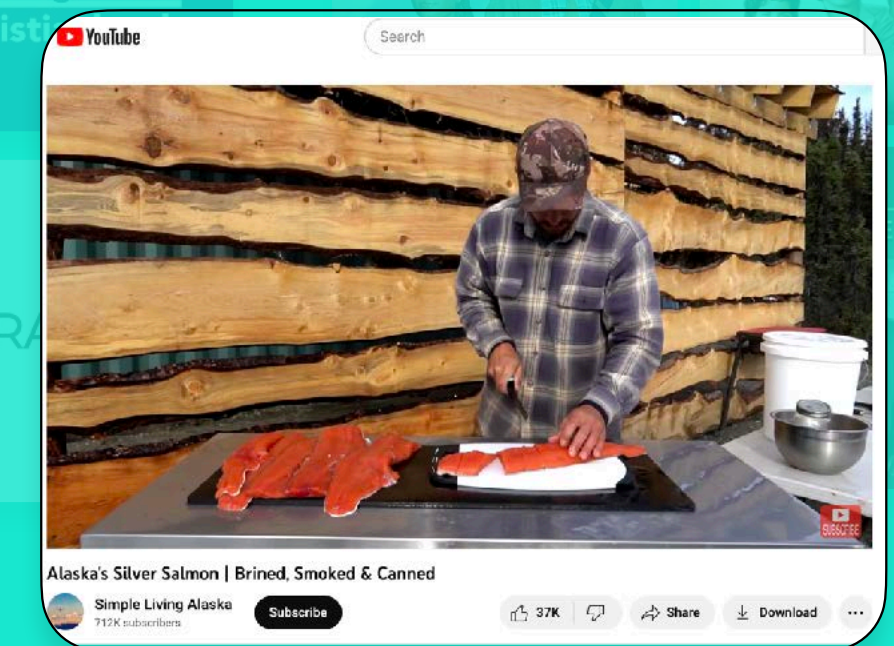
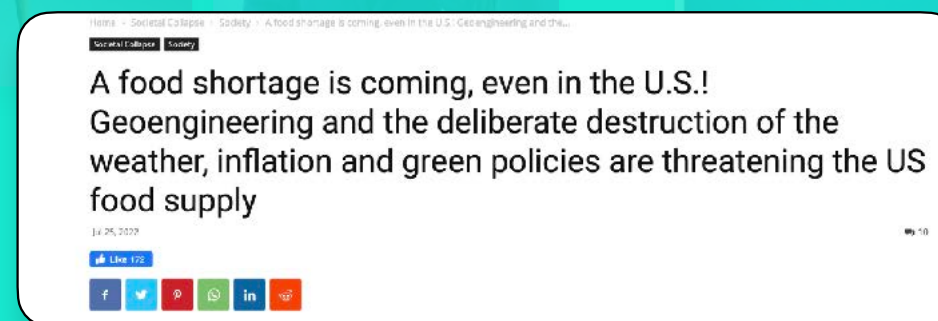
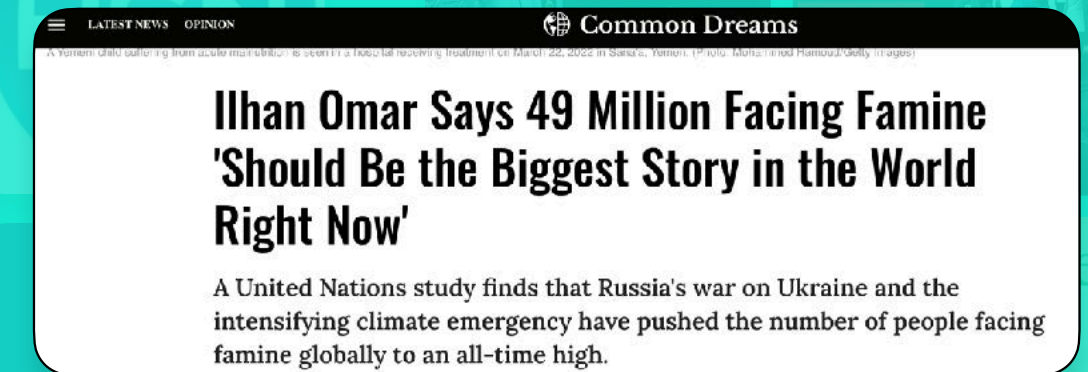
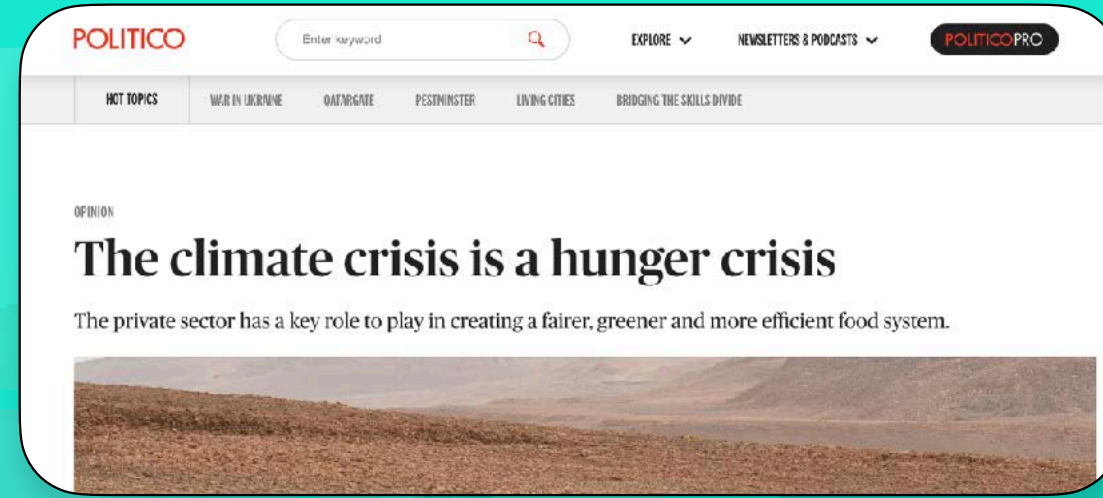
TOP STREAMING





# TOUGH COOKIES: CLIMATE AND RELATED CONTENT

TOUGH COOKIES views the world through their faith—even gasoline can become a metaphor for “fueling” closeness with God. They’re also super engaged with news, especially news about food insecurity and threats to children. It’s here that many climate stories reach them, sometimes advocating against climate action, sometimes for; the common thread is the risk of starvation. Their strongest connection to the natural world comes from their love of gardening and home cooking.





# TOUGH COOKIES: CLIMATE AND RELATED CONTENT CLOSE UP

Harkening back to that original greenhouse: Eden?

Finishing up the cold frames and greenhouse at “the Heartly” feels more suburban than rural; nothing more techie than drip tubing

Irrigation zones aim for maximum cozy for all the plants and people

A trip to the “garden center” for picking up pre-starts

Growing “crops,” not “plants”

“Is that tough work, dude? Yeah, it’s hard.”

Digging in leopard-print keds

Cute kid pitching in!

The work that needs doing is “close to home,” not too daunting, and will get your hands dirty.

“That is it for today’s project!”

Tidy vignette endings leave few questions about the future

“PLANTING THE COLD FRAMES IN FRONT OF THE GREENHOUSE!”  
FROM YOUTUBE CHANNEL GARDEN ANSWER





TOUGH COOKIES could be *willing to give up* some comfort but *might not want to* go against leaders (pastors, spouses, politicians, teachers).

Their *superpower* is faith; their *kryptonite* is chaos, protest, disorder.

When writing TOUGH COOKIES stories *it's probably helpful to* emphasize food and the sacred trust God places in us as stewards of His creation, and *better to avoid* anything that feels adversarial.

The kinds of *CTAs* they might *respond to* include sharing with a Bible study group, cooking without waste, growing your own food.





## PART 1: CORE AUDIENCES SUMMARY



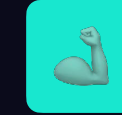
### PEOPLE POWER



### IF YOU SAY SO



### DON'T TREAD ON ME



### TOUGH COOKIES

## CLIMATE MAXIM

### EARTH FIRST!

### CLIMATE, WUT?

### AT MY COMMAND

### SACRED TRUST

## WHAT CAN CHANGE

There's still time to make things right, by reducing carbon emissions, halting climate change, and more.

Everything's always changing. It's inevitable. So? I go with the flow, but set my own direction.

Change is what mankind does, in service of bettering our condition and controlling threats.

We can feed ourselves and our souls, if we all just stop arguing and step up as earth's stewards.

## IN THE FUTURE

Humans and nature co-exist as co-equals, in balance. If we could just make more space for all that's wild!

I will have arrived. I will be respected, and even admired, not to mention set up financially and living a good life.

I'm even better at providing for my needs. I'm off-the-grid, free of all the overreaching systems.

Our communities are secure. Our kids are growing strong in body and spirit. We're safe, well-fed, focused on us.

## COUNT ME IN

I can cut back consumption, donate, vote pro-climate. I'm bearing witness to the decimation and resilience of nature.

Happy to start new trends and make statements for something, like climate, as long as it's also pro-me. This party is just getting started!

I'm going to get through this, one way or another. If government would just get out of the way, we would all get through this.

My hands are in the soil. I grow and cook my own food. I'm enough in God's eyes, and I will do my part for whoever's unfolding His plan.

## MEDIA FEATURES

Unsentimental reportage; nature as habitat for wild and wonderful; scientists, science, doctors, experts, institutions; collective action, systems problems; diverse futures, moral complexity, what if?

Digital-first fun with new worlds, gaming; shape shifting, style, status hungry, thirst; things that go boom; anxious and uncertain; tech to the rescue; body building, human as animal; cars, consumption, eating

Animals eating animals; man (not woman) against nature; batteries for energy independence; exit and build self-sufficiency; disaster, threats, enemies; chemistry; hardcore DIY homestead; tools transform nature

Cozy, domestic, suburban vibe; established home and garden; growing and preparing crops and food; chicken raising; cute animals as pets; cute kids as life center; tidy vignettes, neat storytelling



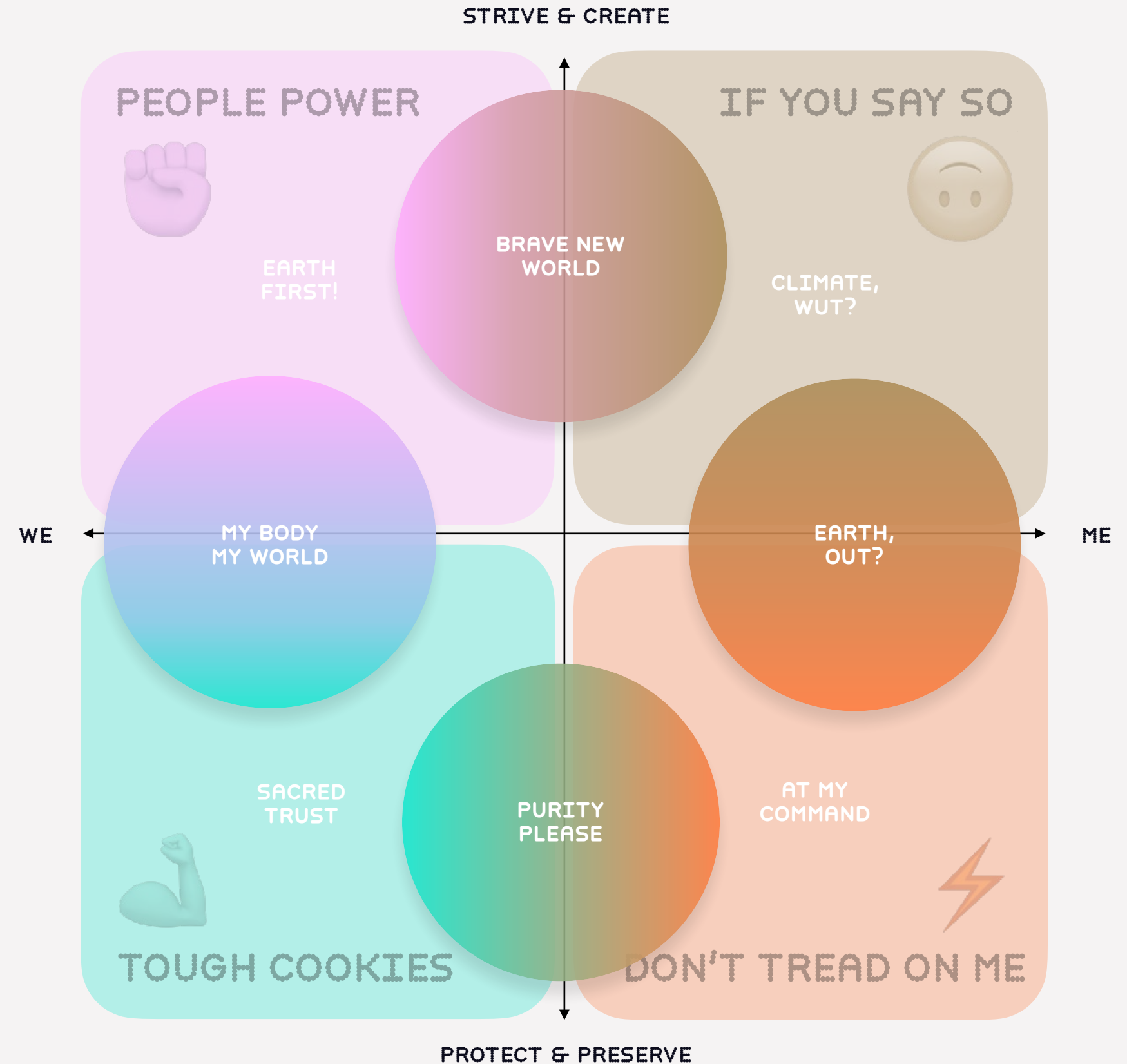


## PART 2: BRIDGING ZONES

Our four core values-based audiences make a map, oriented to two values axes. The zones between these audiences represent easily actionable opportunities or bridges for expanding beyond a base audience, into a transitional, shared values space.

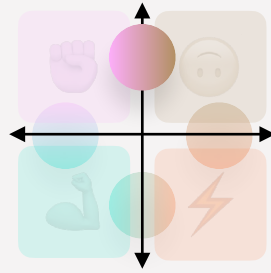
In the slides that follow, we explore these bridging zones in the same way we explored each of our four audiences. Click into all the thumbnails to see the media interactions that characterize each zone.

Each zone is named for how its audience relates to climate, based on their media diet. We describe how the possibility of change, the future, and participation show up in each zone. We surface top music, top streaming, and top brands, followed by each zone's engagement with climate and related content, and key climate-related content features. We end with some strategy and storytelling tips.





PEOPLE POWER ✦  
IF YOU SAY SO



BRAVE NEW WORLD

WHAT CAN CHANGE

Everything can be healed. I can imagine a world that works again, and works for all of us.

IN THE FUTURE

Everyone has enough. We've all seen, acknowledged, and celebrated our differences, but we've also come together to get it done.

COUNT ME IN

I'm afraid, but courageous. I'm flawed, but powerful.  
I think I'm ready to join the movement.  
Let's give it a try and see.



IMAGE SOURCE: "I MADE A GAME ABOUT MRBEAST PLANTING TREES!" FROM YOUTUBER DANI





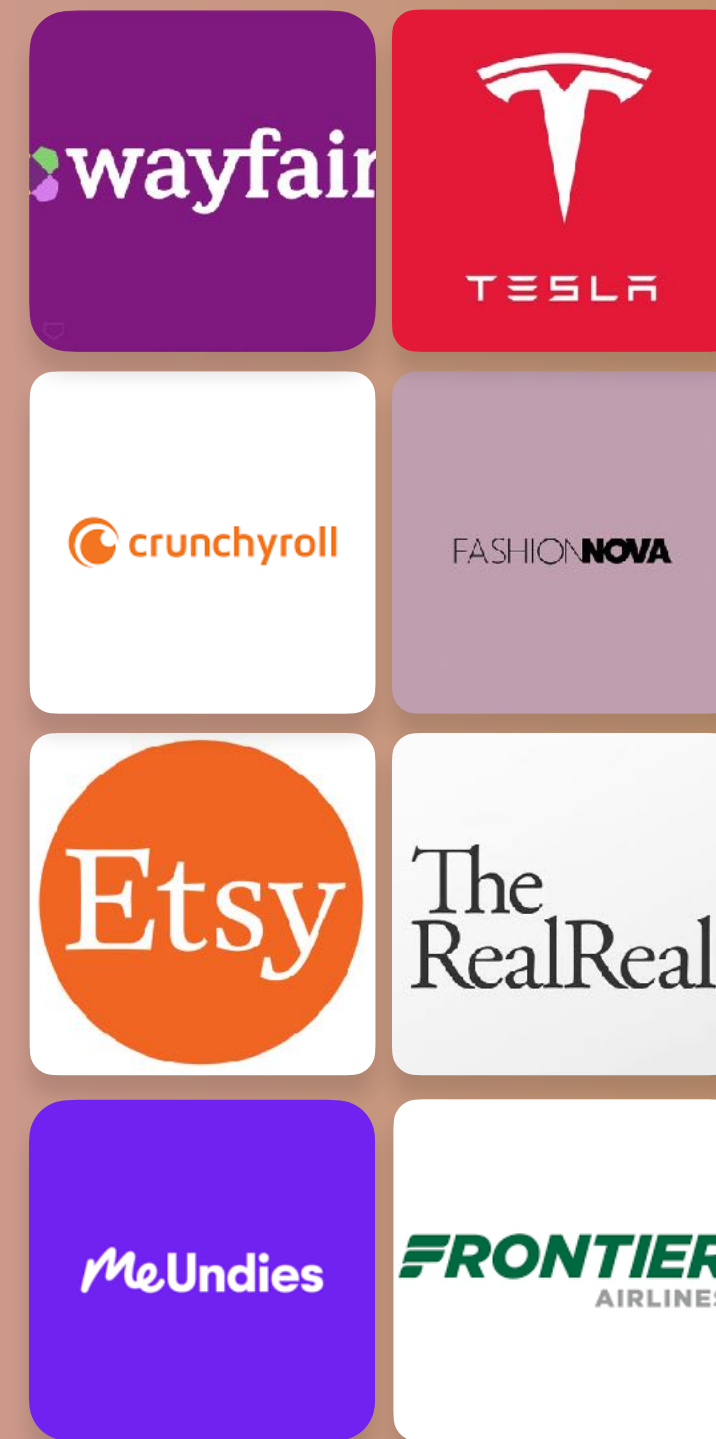
# PEOPLE POWER + IF YOU SAY SO: CULTURAL CONSUMPTION

Music here is all about the vibes: tunes are meant to transport. Shows are still irreverent and silly, like in IF YOU SAY SO, but feature more normative “grown-up” sensibilities. When it comes to brands and lifestyle, travel and fashion feature, on the affordable end. The tech is definitely premium: see Tesla.

- #FANDOM
- #LO-FI
- #SECOND-HAND
- #BUDGET-TRAVEL
- #FASHION
- #CHIC-TECH
- #SELF-OPTIMIZATION
- #NESTING



TOP MUSIC



TOP BRANDS

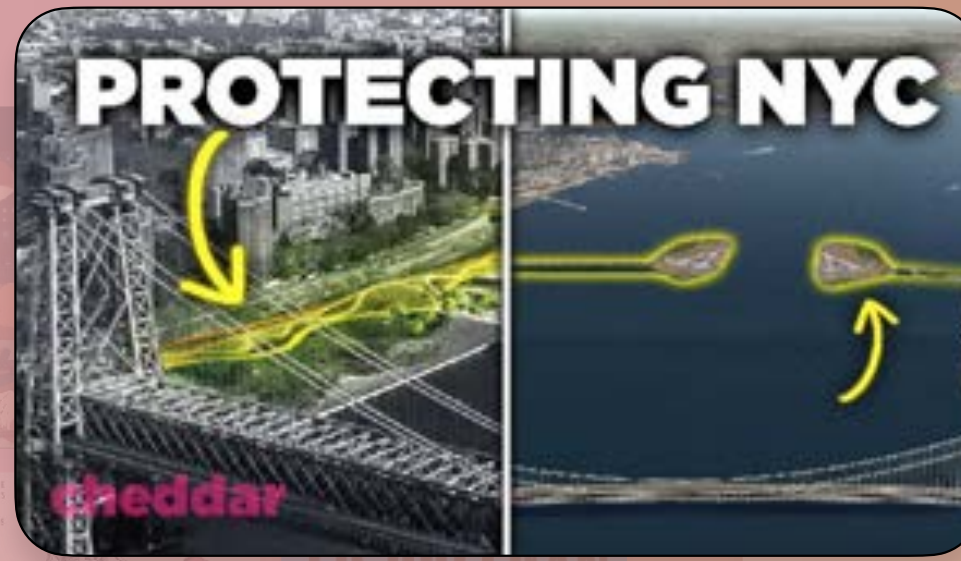


TOP STREAMING

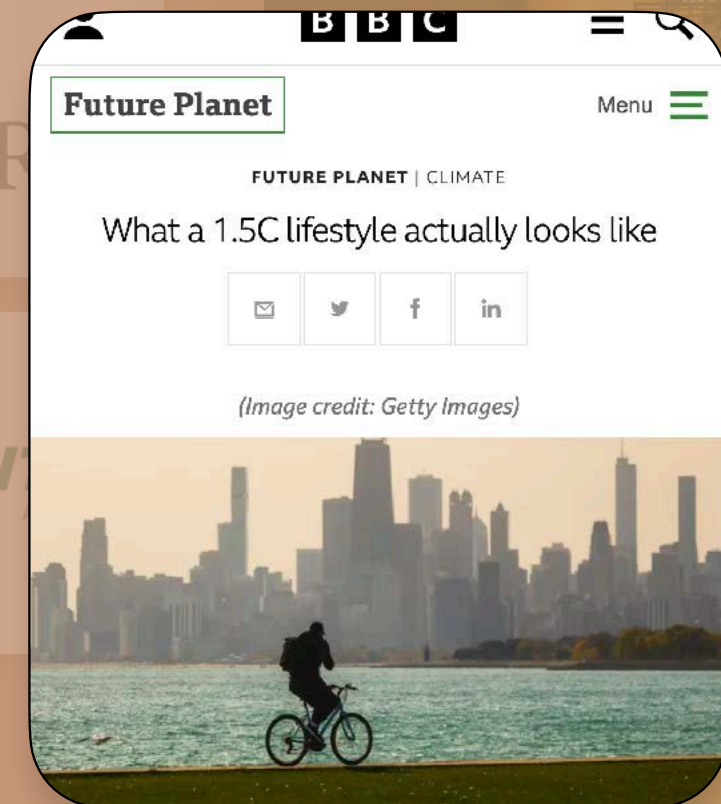




This bridge unites the imagination of IF YOU SAY SO with the community focus of PEOPLE POWER. The result is “universalism.” Unlike IF YOU SAY SO, we find a distinct attraction to news and data visualization. Judging from the comments, all this data can cause more stress than hope, though. Climate news is about international policy and government action. The content in this zone still suggests a better future is possible, as long as we stay informed and act.



The Guardian view on accelerating global heating: follow the science  
*Editorial*





# PEOPLE POWER + IF YOU SAY SO: CLIMATE AND RELATED CONTENT CLOSE UP

“Don’t you just hate it when you try to breathe, but there’s no oxygen. And then you’re like, *ob fuck, I can’t breathe*, and then you die. I hate that too.”

“Luckily for you I have the solution: trees!”

Online game about planting trees. You play as Mr Beast. Pick from 10 sidekicks, e.g., PewDiePie, Treelon Musk. Ad revenue donated to *Team Trees* by Mr Beast.

“So you can help out by literally playing a game!”

3 minutes of self-aware, self-deprecating, straight to camera, funny plug, followed by 9-minute *How I made it*, with fast paced, engaging, high production coding visuals

“I MADE A GAME ABOUT MRBEAST PLANTING TREES!”  
FROM YOUTUBER DANI

“I went outside to plant a tree of my own. But then I realized I’m a nerd who hasn’t been outside for years . . . So that didn’t really work out.”

“So I made an actual digging animation, added some particles and just like that you can now dig a proper hole, and stuff a tree into it. And it will grow just like real life!”

“I started the day off with a quick work out session, then . . . started streaming development at [web address].”

“It’s a scientifically proven fact that by cuddling with trees they will actually grow faster!”

“I will be donating \$100 dollars as I don’t have thousands of dollars to throw away.”





PEOPLE POWER + IF YOU SAY SO could be *willing to give up* individual ownership and super sizes, but *might not want to give up* self-care via consumer goods.

Their *superpower* is imagining transformation, their *kryptonite* is impatience.

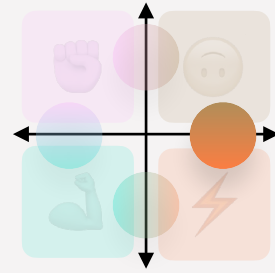
When writing PEOPLE POWER + IF YOU SAY SO stories, it's *probably helpful to* emphasize that change takes time, and *probably better to avoid* anxiety-inducing content, like maps and data.

The kinds of *CTAs* they might respond to include protesting, donating, liking, sharing, subscribing.





IF YOU SAY SO +  
DON'T TREAD ON ME



EARTH, OUT?

WHAT CAN CHANGE

There's no boundary tech can't break through and make better. We need more of it, not less.

IN THE FUTURE

We'll transcend our limitations, even biology, not to mention all the outmoded top-down systems that control and limit our potential.

COUNT ME IN

I'm in this to level up my game, to get more powerful and be a real superhero. Don't shy away from hard choices and far out solutions.



IMAGE SOURCE: "THE LOGISTICS OF LIVING IN ANTARCTICA"  
FROM YOUTUBE CHANNEL WEND OVER PRODUCTIONS

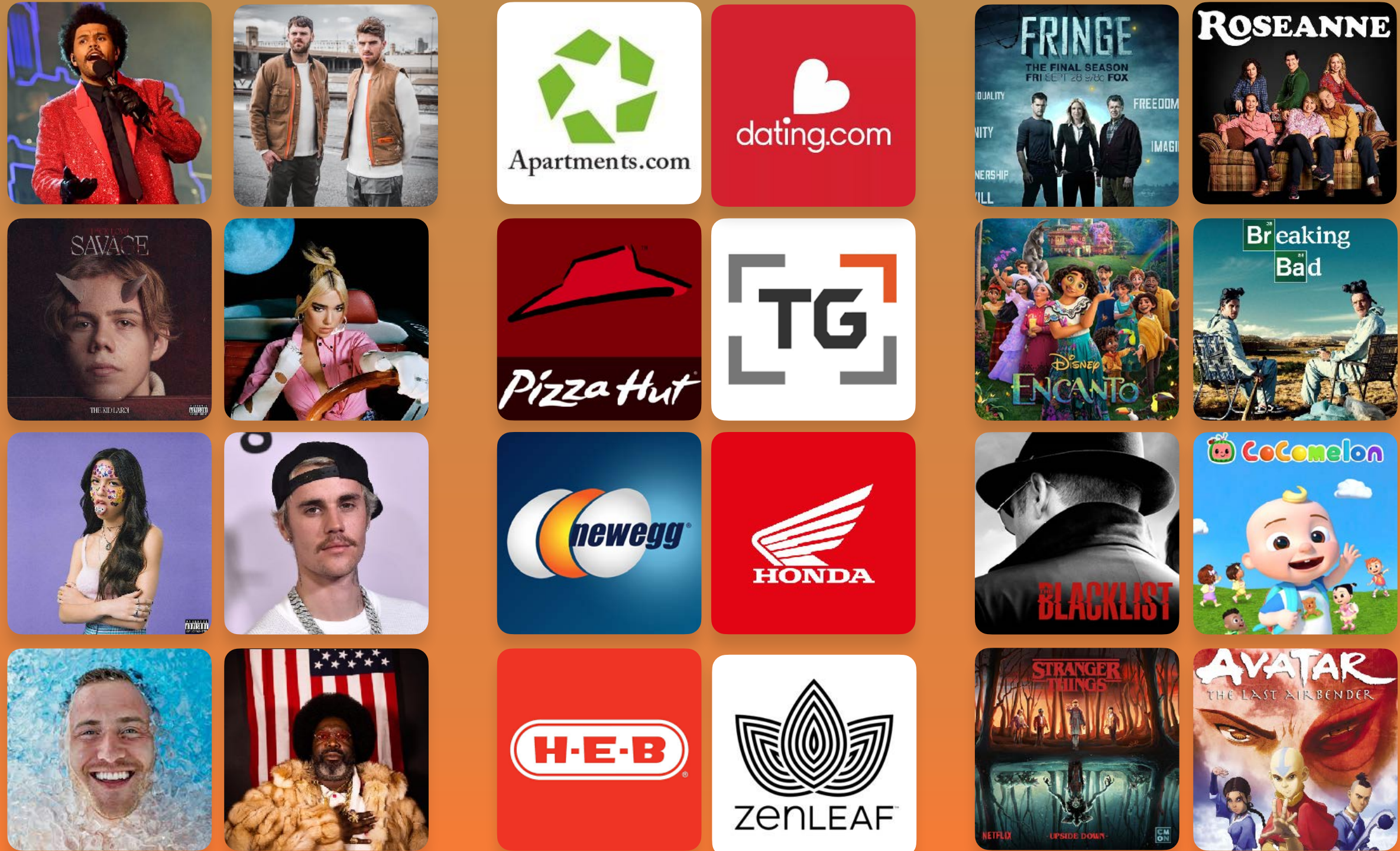




# IF YOU SAY SO + DON'T TREAD ON ME: CULTURAL CONSUMPTION

Entertainment here trends toward something darker—less fun than IF YOU SAY SO—with more sinister characters, and their music is edgier pop. When it comes to brands and lifestyle, there’s lots of tech and tools, cars and parts, weed and food. A likely home for the “quantified self,” and everything that helps transcend biology.

- #TECH
- #DRUGS
- #ANXIOUS
- #FAST-FOOD
- #MARS
- #MULTIVERSE
- #ROBOTS
- #ASTROPHYSICS



TOP MUSIC

TOP BRANDS

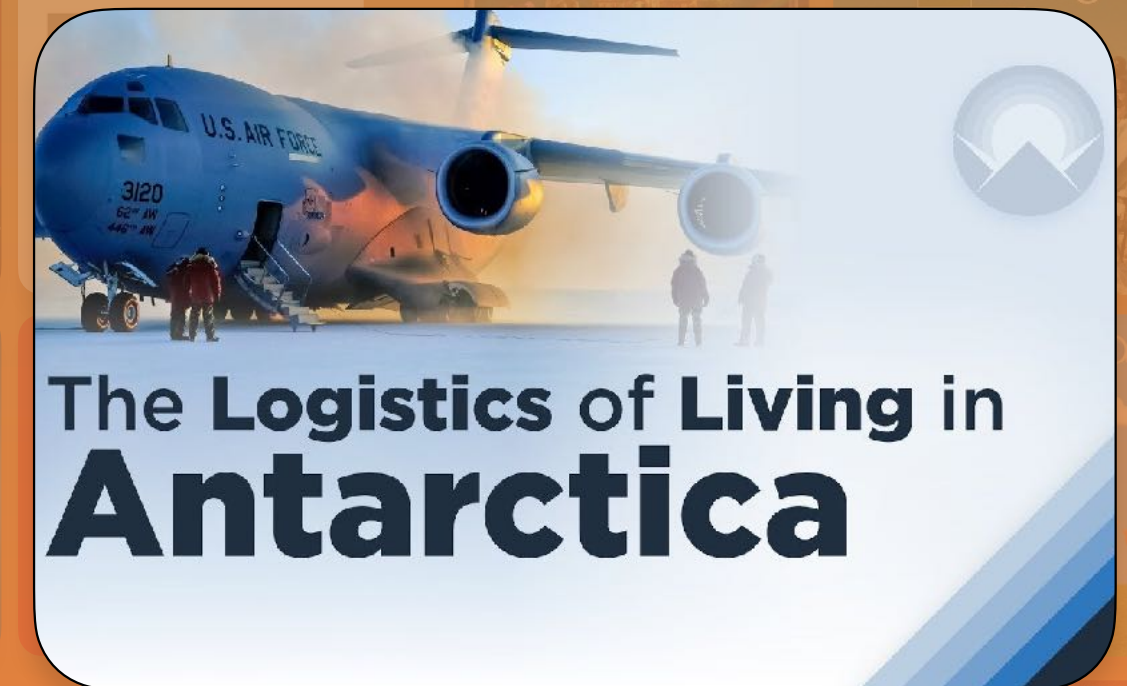
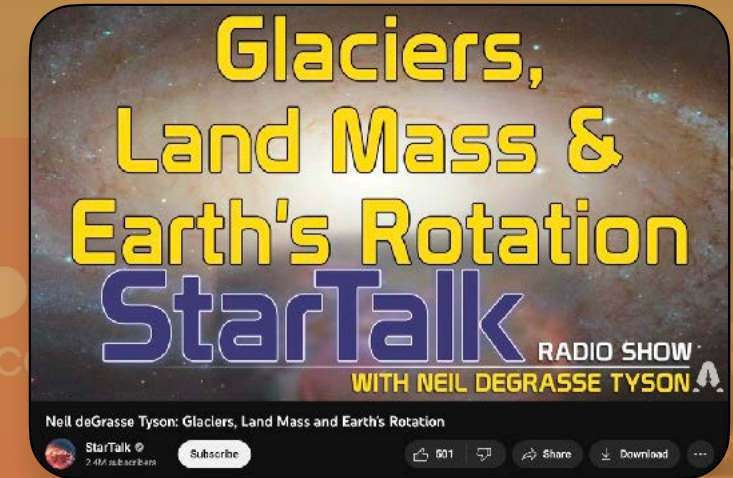
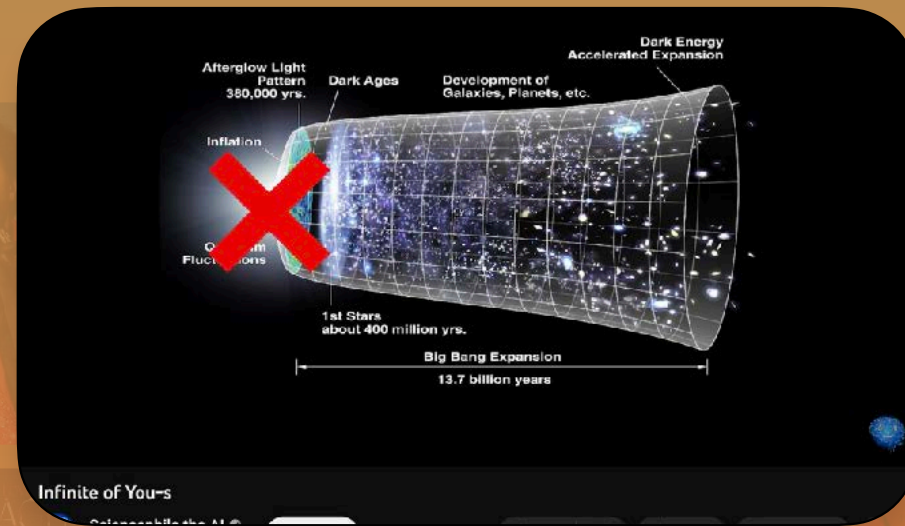
TOP STREAMING





# IF YOU SAY SO + DON'T TREAD ON ME: CLIMATE AND RELATED CONTENT

Content on this bridge unites the imagination and chaos of IF YOU SAY SO with the competitive competence of DON'T TREAD ON ME. The result is an expansively imaginative, technology-forward focus on problem solving and big ideas, like flying to Mars, Antarctic colonization, and the multiverse. The mood here, set by the music or robotic narrator voices, can be dark, cynical, and a little scary (see the *Polish cow* video or *Extinction Level Event*). Galactic imagery abounds, an interest in space over time.





# IF YOU SAY SO + DON'T TREAD ON ME: CLIMATE AND RELATED CONTENT CLOSE UP

“Human eyes did not gaze upon the continent until 1820. Human feet did not touch Antarctica until 1895. It is not a place but for humans, but still . . .”

Documentary-style, informative teacher-like narration, lots of history and politics, some science

Focus on the logistics and tech of getting people and stuff there, like snow and ice runways, cargo planes, etc.

“When the air is thin, wings generate less lift, so the speed needed to take off is higher . . . in order to be able to take off at higher elevations, this LC-130 plane has rockets to help speed it up at take off. Thanks to its skis, this plane . . .”

“Planes fail, equipment breaks and weather changes . . .”

Antarctica has all this infrastructure and people who live there, “and yet it’s one of the very few areas of land on Earth not part of any country.” Followed by history of sovereignty claims and treaty law.

“These people who stay the winter in Antarctica are even more isolated than the astronauts on the International Space Station.”

Ends with plug for Brilliant.org quizzes as “the best place to get a basic understanding of astronomy,” informal learning which just might help you get to Antarctica

“THE LOGISTICS OF LIVING IN ANTARCTICA”  
FROM YOUTUBE CHANNEL WENDOVER PRODUCTIONS





IF YOU SAY SO + DON'T TREAD ON ME *could be willing to give up* fossil fuels but might *not want to give up* their technology.

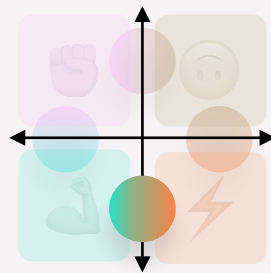
Their *superpower* is chaos and innovation, their *kryptonite* is collaboration.

When writing IF YOU SAY SO + DON'T TREAD ON ME stories, *it's probably helpful to* keep it unemotional and factual, and *probably better to* avoid cynicism or skepticism.

The kinds of *CTAs* they might *respond to* include doing your own research and disrupting the system.



# DON'T TREAD ON ME + TOUGH COOKIES



## PURITY PLEASE

### WHAT CAN CHANGE

Step it back, folks: we need to return to a purer, simpler age, in how we eat, live and problem solve.

### IN THE FUTURE

We return to the more natural order of yesteryear, in which God, country, land, family, and personal sovereignty feature.

### COUNT ME IN

We're all set, totally prepped. We've got everything we need to preserve our way of life, when the time comes. How about you?



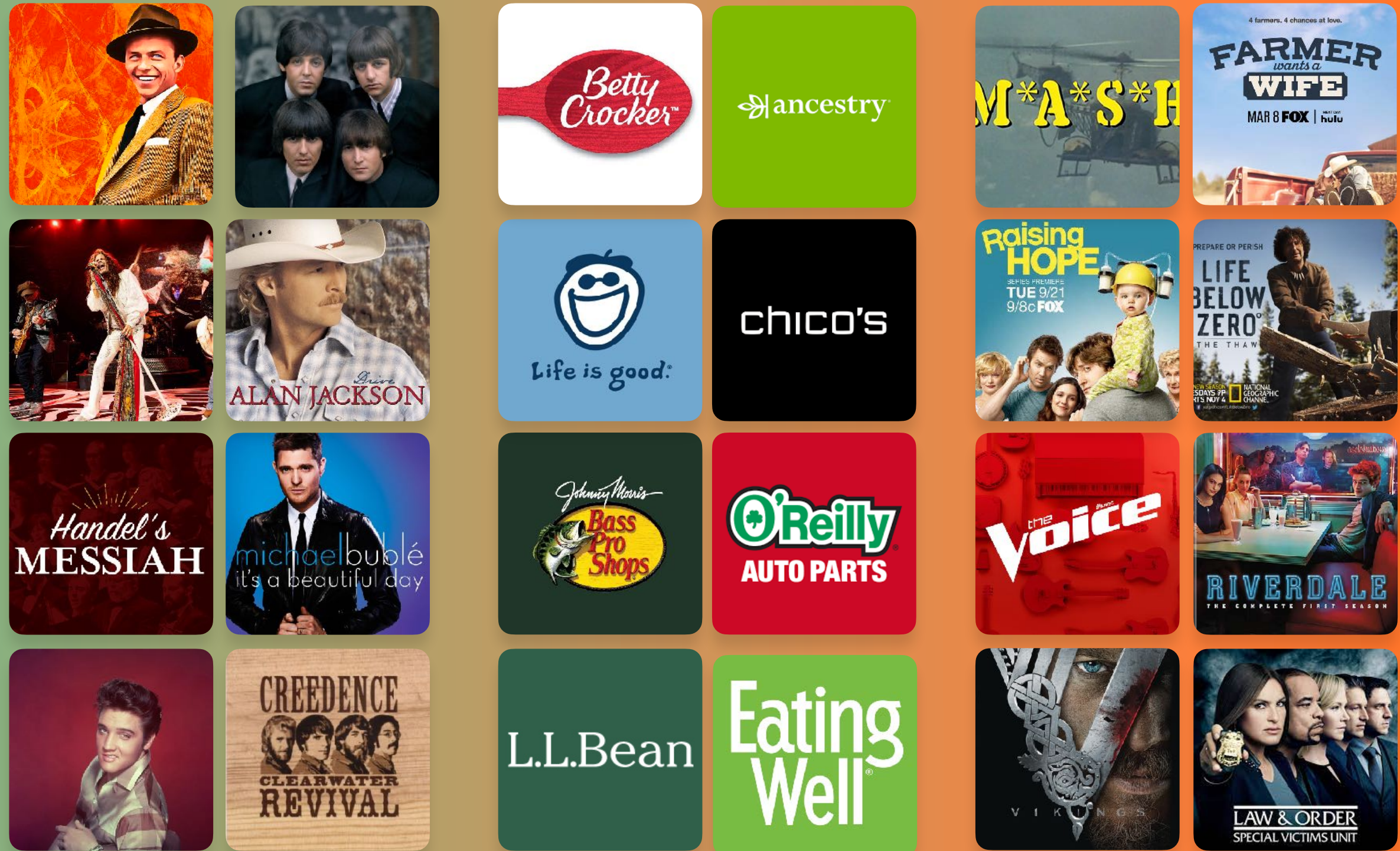
IMAGE SOURCE: "DETOX GMO CHEMICALS FROM YOUR BODY"  
FROM YOUTUBER DR ERIC BERG DC





# DON'T TREAD ON ME + TOUGH COOKIES: CULTURAL CONSUMPTION

Here we see lots of throwbacks—classic rock, classic shows, classic brands—and a general desire for nostalgia and tradition. When it comes to more contemporary entertainment, reality and competition are popular. For brands and lifestyle, there's lots of interest in our origins, rural living, and utilitarian fashion.



TOP MUSIC

TOP BRANDS

TOP STREAMING

- #PURITY
- #HEALTH
- #OUTDOOR-FASHION
- #CLASSIC-ROCK
- #HOLY
- #GOOD-VS-EVIL



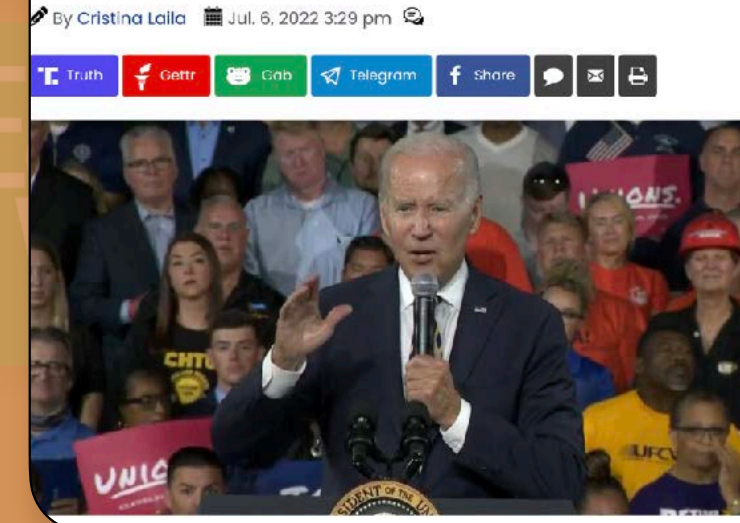


# DON'T TREAD ON ME + TOUGH COOKIES: CLIMATE AND RELATED CONTENT

This zone is where the sacred trust of TOUGH COOKIES and DON'T TREAD ON ME's notion of the world as flawed and dangerous meet. Here, the enemy is any alteration of the original state of "man." Climate-related content centers purity in words and deeds. So clean eating comes up, as does oil. Oil is clean not as in *non-polluting*, but as in *original to the way we used to live*. Prepping finds a natural home here, with content that reflects this zone's commitment to self-sufficiency and DIY.



David Avocado Wolfe interviews Mike Adams - food, freedom and the FUTURE for humanity





# DON'T TREAD ON ME + TOUGH COOKIES: CLIMATE AND RELATED CONTENT CLOSE UP

NEWSTARGET

W US

AND

YOU BODY

ORGANIC

9.4 million TONS (2300 pools)

WHO: PROBABLE CARCINOGEN

DETOX GMO CHEMICALS FROM YOUR BODY

BILE

ORGANIC

ORGANIC

ORGANIC

ORGANIC

ORGANIC

ORGANIC

ORGANIC

ORGANIC

ORGANIC

ORGANIC

ORGANIC

Straight-to-camera, at the blackboard teaching, with doctor voice and illustrative slide visuals, about “GMO chemicals, specifically glyphosate, which is a chemical in Roundup Ready, and how to get it out of your body.”

“You’re going to have start consuming organic food. . . . You have to do either non-GMO or GMO-free because the feeds that are fed to these animals are soaked in glyphosate.”

“Not just with the vegetables, but also with the meats and dairy.”

“There’s only one long-term study that was done on this and that study was redacted. And it was totally political. I’ll put a link down below if you want to see it.”

Everyday food as medicine: “steamed cruciferous foods,” along with a powdered supplement

Man with medical credential as authority is indicative of this zone, where women often feature as companions

“All right, guys. I’ll see you later.”

“Subscribe now and get daily notifications. Daily notifications? That sounds weird. Well, I’ll just remind you on a daily basis. How about that?”

Digital discomfort is also indicative of this zone, which favors fixable analog tech

“DETOX GMO CHEMICALS FROM YOUR BODY” FROM YOUTUBER DR ERIC BERG DC





DON'T TREAD ON ME + TOUGH COOKIES *could be willing to give up* just about anything, but *might not want to give up* their commitment to purity, non-digital devices, and good ol' gasoline.

Their *superpower* is preparedness; their *kryptonite* is change.

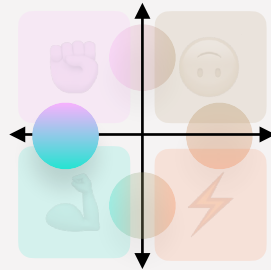
When writing DON'T TREAD ON ME + TOUGH COOKIES stories, *it's probably helpful to* emphasize pure and natural origins, and *probably better to* avoid anything that feels too novel.

The kinds of *CTAs* they might *respond to* include eating clean and repairing, not replacing.





TOUGH COOKIES +  
PEOPLE POWER



MY BODY MY WORLD

WHAT CAN CHANGE

Healing ourselves is something all of us can do. And it's exactly what we need to heal the earth.

IN THE FUTURE

We'll all be whole, body and mind, and so everything will be less crazy and chaotic, more stable, not to mention cooler.

COUNT ME IN

I'm learning about my connection to myself and nature everyday, and using that to take responsibility in my community. What else is there?



EMPATHY &  
COURAGE

IMAGE SOURCE: "STONED APE & FUNGAL INTELLIGENCE - PAUL STAMETS"  
FROM YOUTUBE CHANNEL AFTER SKOOL



# TOUGH COOKIES + PEOPLE POWER: CULTURAL CONSUMPTION

The music here is eclectic: modern and classic, sexy and staid. Popular shows range from medical dramas to Black-led dramas, and comedies with strong central characters. When it comes to brands and lifestyle, there's lots of attention on solving or fixing problems, either in the home or in the body: crafting, cooking, design, and astrology.



- #MODERN
- #CRAFT
- #COOKING
- #ASTROLOGY
- #ECLECTIC
- #EMPOWERED

TOP MUSIC

TOP BRANDS

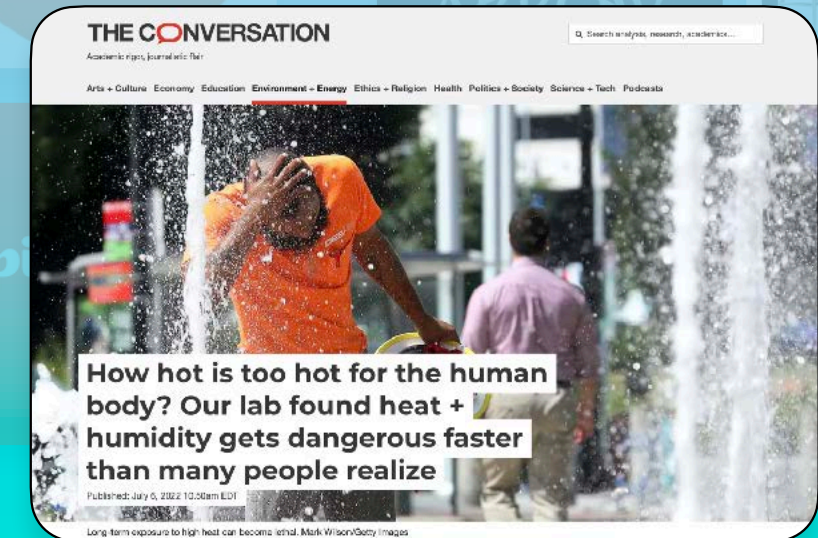
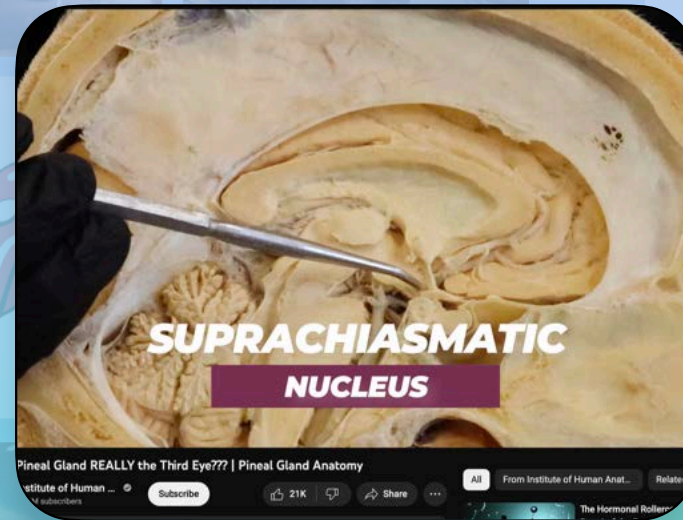
TOP STREAMING





# TOUGH COOKIES + PEOPLE POWER: CLIMATE AND RELATED CONTENT

Bridging PEOPLE POWER with TOUGH COOKIES, the climate and related content in this space isn't so much about the health of the planet, as it is about our own health, body and mind. Content can feature links between the personal and the planetary. It's all pretty scientific, often centering scientist as storyteller. Biology is big, and nature is full of secrets for people to unlock. Time moves slow, at the rate of evolution and archeology, and change is incremental.





# TOUGH COOKIES + PEOPLE POWER: CLIMATE AND RELATED CONTENT CLOSE UP

Conversational interview, illustrated live, mostly narrated by mycologist and scientist

“Some of them can feed you. Some can kill you. Some can heal you. Some can send you on a spiritual journey.”

“These are elders. These are ancient organisms. . . . As time goes on, I hope we’ll be able to interface with them.”

“They can give us rapid responses to catastrophias.”

“We share more common ancestors with fungi than we do with any other kingdom. Animals came from fungi. You and I are actually fungal bodies.”

“That speaks to a long ancestral use of mushrooms going back in our primate evolutionary tree for a very very long time. We separated from fungi 650 millions years ago.”

“Maybe you did, dude. I know some people who are probably still . . . [laughter]”

Openness to all modes of knowledge production and exploration, including science, spirituality, and their overlap.

“STONED APE & FUNGAL INTELLIGENCE - PAUL STAMETS”  
FROM YOUTUBE CHANNEL AFTER SKOOL





TOUGH COOKIES + PEOPLE POWER are *willing to give up* some of the well designed stuff or experiences they love, but *might not want to give up* a sense of self-indulgence.

Their *superpower* is taking responsibility for themselves and people they know; their *kryptonite* is tolerating “selfish people.”

When writing TOUGH COOKIES + PEOPLE POWER stories, *it's probably helpful to* stay calm and curious, and *better to avoid* hyperbole or escalation. *It will also help to* include humans, even in nature stories.

The kinds of *CTAs* they might *respond to* include talking to a friend or neighbor or teaching your kids.





## PART 2: BRIDGING ZONES SUMMARY



PEOPLE POWER  
+ IF YOU SAY SO



IF YOU SAY SO +  
DON'T TREAD ON ME



DON'T TREAD ON ME  
+ TOUGH COOKIES



TOUGH COOKIES  
+ PEOPLE POWER

### CLIMATE MAXIM

### BRAVE NEW WORLD

### EARTH, OUT?

### PURITY PLEASE

### MY BODY MY WORLD

#### WHAT CAN CHANGE

Everything can be healed. I can imagine a world that works again, and works for all of us.

There's no boundary tech can't break through and make better. We need more of it, not less.

Step it back, folks: we need to return to a purer, simpler age, in how we eat, live and problem solve.

Healing ourselves is something all of us can do. And it's exactly what we need to heal the earth.

#### IN THE FUTURE

Everyone has enough. We've all seen, acknowledged, and celebrated our differences, but we've also come together to get it done.

We'll transcend our limitations, even biology, not to mention all the outmoded top-down systems that control and limit our potential.

We return to the more natural order of yesteryear, in which God, country, land, family, and personal sovereignty feature.

We'll all be whole, body and mind, and so everything will be less crazy and chaotic, more stable, not to mention cooler.

#### COUNT ME IN

I'm afraid, but courageous. I'm flawed, but powerful. I think I'm ready to join the movement. Let's give it a try and see.

I'm in this to level up my game, to get more powerful and be a real superhero. Don't shy away from hard choices and far out solutions.

We're all set, totally prepped. We've got everything we need to preserve our way of life, when the time comes. How about you?

I'm learning about my connection to myself and nature everyday, and using that to take responsibility in my community. What else is there?

#### MEDIA FEATURES

Activist news, climate news, justice, data viz and animation; music to chill with; self-deprecating, self-aware, funny; life online, outdoors as aesthetic; finding themselves and their future; anxiety antidotes

Tech to empower and transcend nature fast; innovation, crypto, robot overlords; astronomy, space, big frontiers; multiverse; cars and parts, weed and food; edgy pop; dark dangerous worlds; raunchier fun

Reality and competition shows; nostalgia, tradition, origins; clean eating; procedurals and pure worlds; fossil fuel and the way things were; throwback rock and other classics; prepping, self-sufficiency; religion

Discovery outdoors; unlocking secrets, through science and spirit; astrology; biology, mind and body health; personal meets planetary; eclectic music, modern and classic; climate and community news









# ENGAGEMENT + TRANSPORTATION

We test for transportation or persuasion to see how people “move” on the issue of climate, after being exposed to a piece of media content. And we test for engagement to see if people will actually engage with a piece of media content that shows up in their social media feed. You need both for an effective media strategy!

We test for transportation using randomized control trials (RCT) to compare survey responses from people who have seen media (the “treated” audience) to responses from people who haven’t (the “control” audience). On the right, you can see the final survey questions that were used in our testing and how they relate to an articulation of our target narrative.

We test for engagement, or the extent to which a piece of media content attracts audiences, on Facebook, because Facebook allows us to define audiences for paid digital ads precisely by demography and geography.

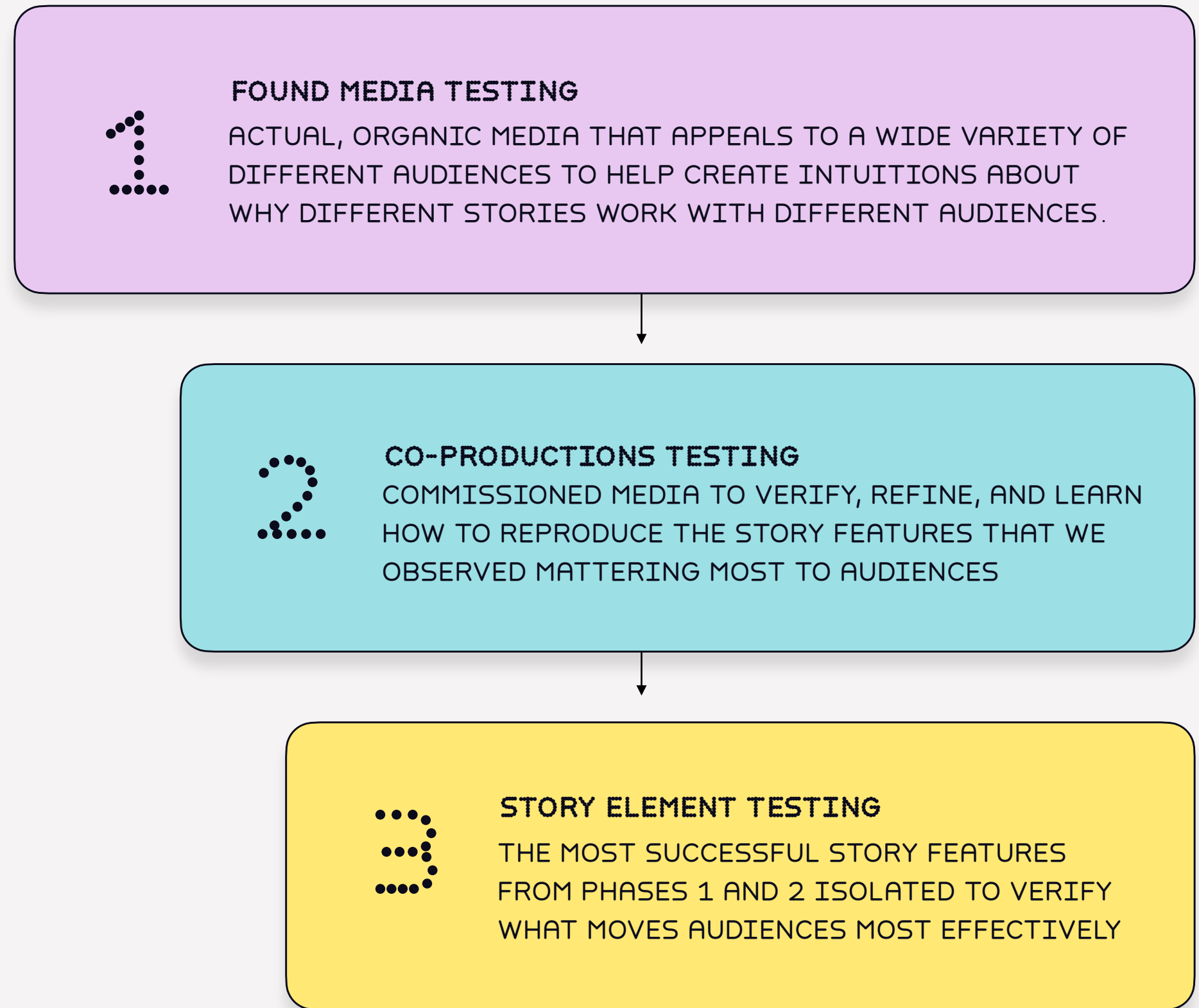
TARGET NARRATIVE	QUESTIONS
<b>THINGS CAN GET BETTER</b> There’s still time to ensure a better future for the planet and its people and avoid the worst impacts of the climate crisis.	Climate change caused by human activity is creating higher temperatures, droughts, floods, and storms. If we act now, we can stop climate change.
<b>THE FUTURE FEELS GOOD</b> On the other side of the climate challenge, low-carbon lifestyles are high status, climate positive attitudes and behaviors dominate culture, and we live in better relationship with each other and a stabilized climate.	When I imagine a climate-healthy future, I feel good about the choices I will make.
<b>I’M IN</b> The actions I take will help turn around the climate challenge by growing the good work that’s already happening, and creating justice, opportunity, and abundance.	I personally can see ways that I can help stop climate change.





# TESTING IN 3 PHASES

To identify and learn about the types of organic media likely to both engage and transport different audiences to our target narrative, we started with audience insights to inform the media we selected, commissioned, and/or created for testing, in each phase according to the visualization on the right. Arranging testing in these three phases afforded a detailed, validated understanding of what moved audiences.





# FOUND MEDIA TESTING

Organic media effectiveness is made of two parts: engaging the audience, and moving the audience. In the first phase, we tested media that we already know are engaging specific audiences to see if they're also moving those audiences. Here, the goal is to understand which of these popular videos actually move which audiences toward a pro-climate narrative.

For this round, we tested 17 pieces of media using 60 second video segments, so the results would be apples-to-apples, as well as to take advantage of a YouTube feature that highlights the most popular chunks of videos. In other words, for each video, we tested the clip that we know to be most engaging for audiences.





# FOUND MEDIA HIGHLIGHTS



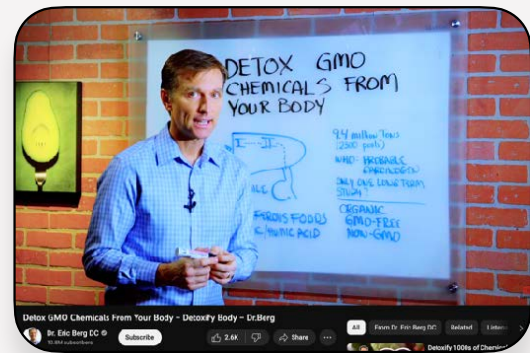
## DOCUMENTING BOTH SIDES

This Vice News mini-doc on Australian coal-miners was popular across audiences, possibly because of its “both-sides” perspective.



## WALL-TO-WALL SCIENCE

This start-up inflected science piece resonated with tech-forward audiences like IF YOU SAY SO & DON'T TREAD ON ME.



## YOU ARE WHAT YOU EAT

This “detox from GMO” video had broad audience appeal, suggesting that linking nutrition to climate may be a winner.



## AVATAR?

The Avatar trailer captured IF YOU SAY SO and DON'T TREAD ON ME. Could oceans, militaristic themes, or brand Disney be moving the needle here?



## DIFFERENT IDEAS OF THE IDEAL

DON'T TREAD ON ME loved and IF YOU SAY SO rejected this “off the grid” vid: not everyone sees their ideal climate future the same!





# CO-PRODUCTIONS TESTING

For the second round of testing, we explored the effectiveness of YouTube and TikTok content commissioned by Earth Alliance. The commissions were informed by our behavioral media research. We tested 18 pieces of media, again using 60 second video segments to normalize them, so results would be comparable.





# CO-PRO HIGHLIGHTS



## HOT MESS & CARBON FOOTPRINT

Jam-packed with facts and practical tips, without being preachy, this instructive format proved enough to get all audiences moving on climate.



## MNDIAYE\_97 DRUNK BEES

This short about bees was LOL, and the narrator draws the audience in by talking direct-to-camera and explicitly tying the plight of bees to the plight of our planet.



## MARK VINS NUMBATS

Audiences are taken on an adventure in nature where they encounter a numbat, which is not only adorable, but also endangered . . . enough to move audiences on climate.



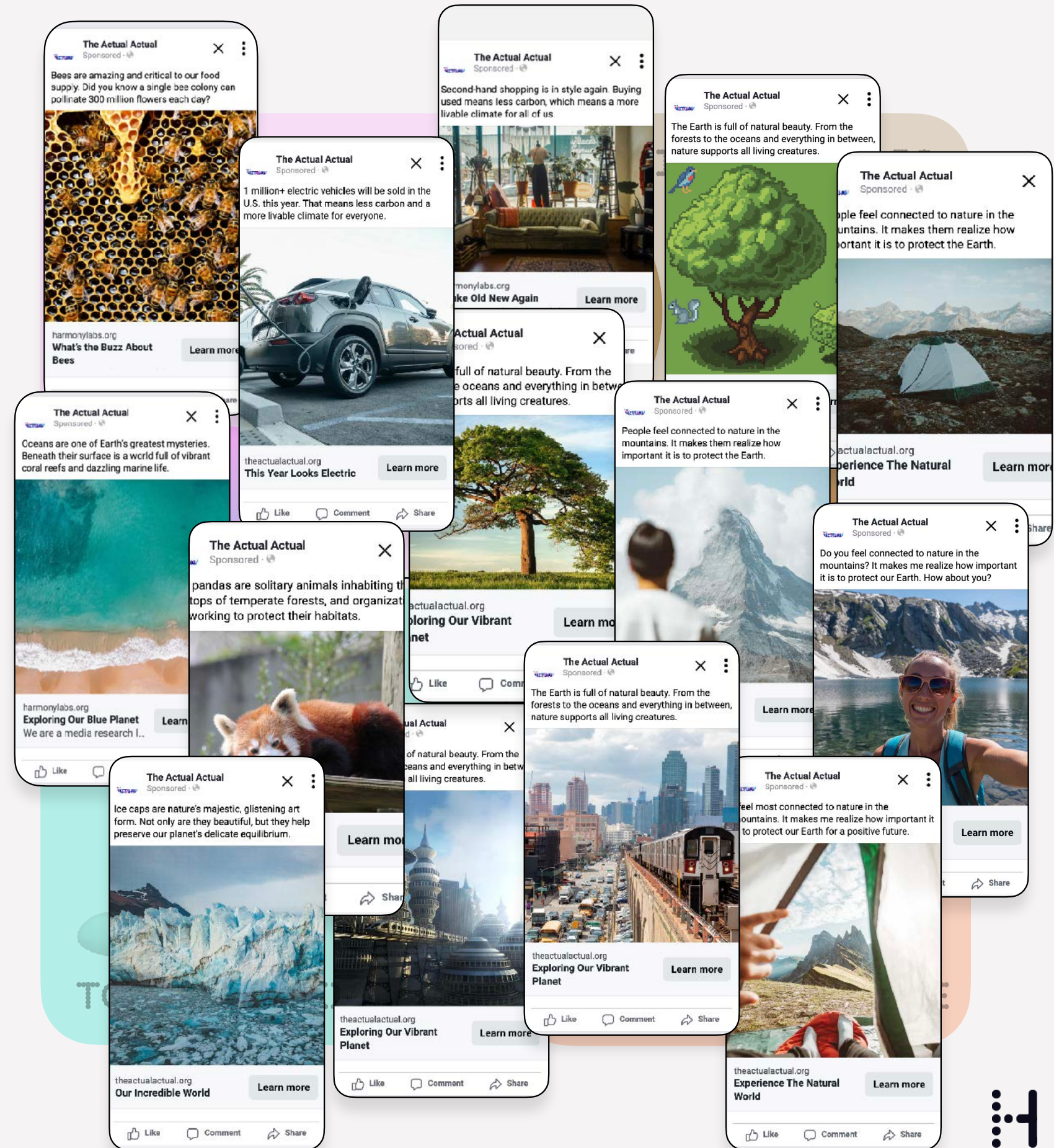


# STORY ELEMENT TESTING

In the final round of testing, we aimed to isolate why the media tested in Phases 1 and 2 worked by “replicating” those results with new media, where we intentionally varied the things we thought might matter.

We started by developing a set of 6 research questions that represented our intuitions of what elements were most effective. These included whether or not climate needed explicit mention; the use of a CTA; the tone, the setting, and narration style; and whether the issues and solutions were set in the past, present, or future.

From those questions, we created 33 static pieces of media that represented stories with and without the testable elements and submitted them to testing. We also submitted these same static pieces of media to engagement testing on Facebook.



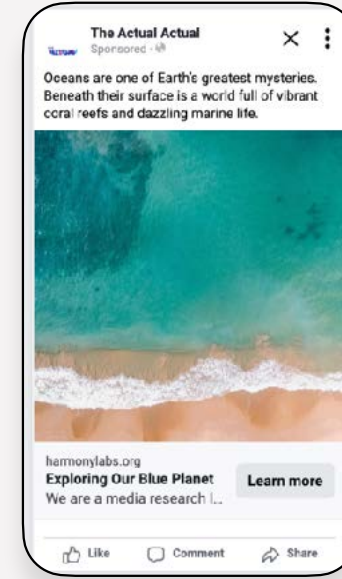


# STORY ELEMENT HIGHLIGHTS



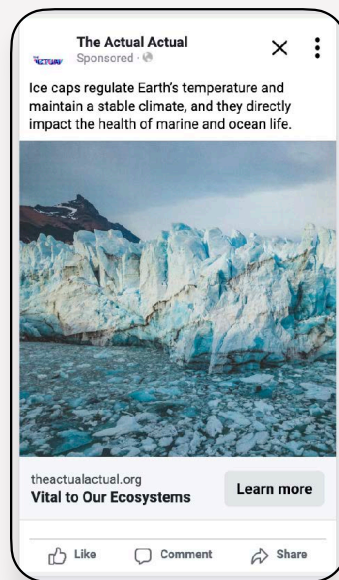
## SAY CLIMATE

To transport people on climate, saying “climate” explicitly appears essential, though that doesn’t always prove engaging. IF YOU SAY SO, in particular, moves more with mentions of climate.



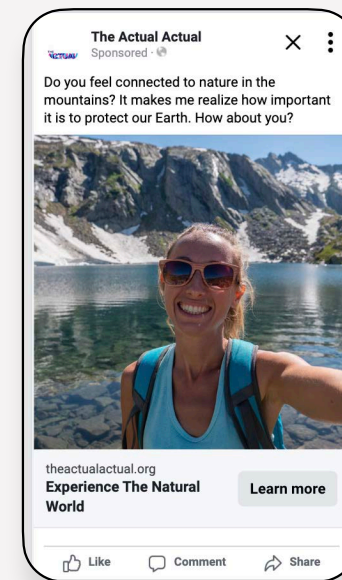
## SHOW NATURE

Across all audiences, natural imagery like oceans, ice caps, and forests outperformed all other content, like EVs and animals, and effectively engaged and transported people.



## KEEP IT INSTRUCTIONAL

Content with angry or indignant tones performed worse than other content, and caused backlash with DON'T TREAD ON ME; whereas instructional tones worked across all audiences and topics.



## INVITE PEOPLE IN

First person narrators, and narrators who broke the “fourth-wall” by inviting the audience to be part of the story, were particularly effective at engaging and transporting the entire “me” side of the audience map.





Throughout our testing, PEOPLE POWER gravitated towards nature, whether it was in the ad copy or imagery. Nature themes worked best when they were organic though—virtual worlds didn't test as well. EVs and ice caps also worked, and bees as long as the tone was positive.

In the example from our testing shown here, TikTok creator Mndiaye\_97 has a fun take on bees in this successful co-production.

A question for future testing: what specific types of natural themes work best for PEOPLE POWER?



MNDIAYE\_97 TALKS (DRUNK) BEES IN THIS SUCCESSFUL TIKTOK CO-PRODUCTION TESTED IN PHASE 2.

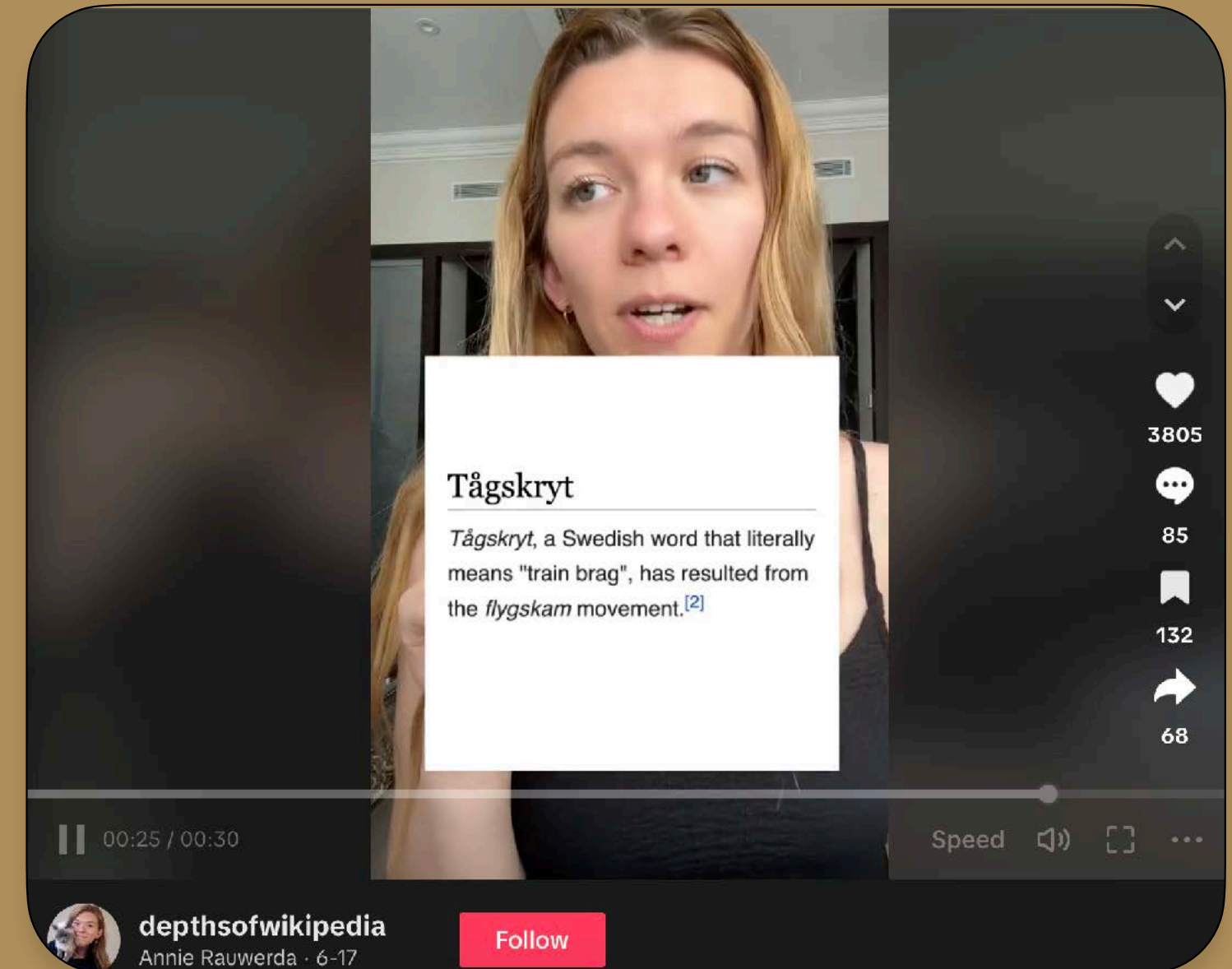


## IF YOU SAY SO: TESTING INSIGHTS

For IF YOU SAY SO, “climate-ness” proved critical in our testing. The most impactful media mentioned climate by name and connected the dots between the things they already cared about and climate. Specific topics that tested particularly well were EVs and fashion.

You see this “connecting of the dots” approach in the TikTok example here, where the creator Depthsofwikipedia talks about the climate benefit of traveling by trains, which successfully transported this audience in phase 2.

Another story element that proved effective: a direct call to action.



DEPTHSOFWIKIPEDIA TALKS ABOUT THE BENEFIT OF TRAVELING BY TRAINS IN THIS SUCCESSFUL TIKTOK CO-PRODUCTION TESTED IN PHASE 2.

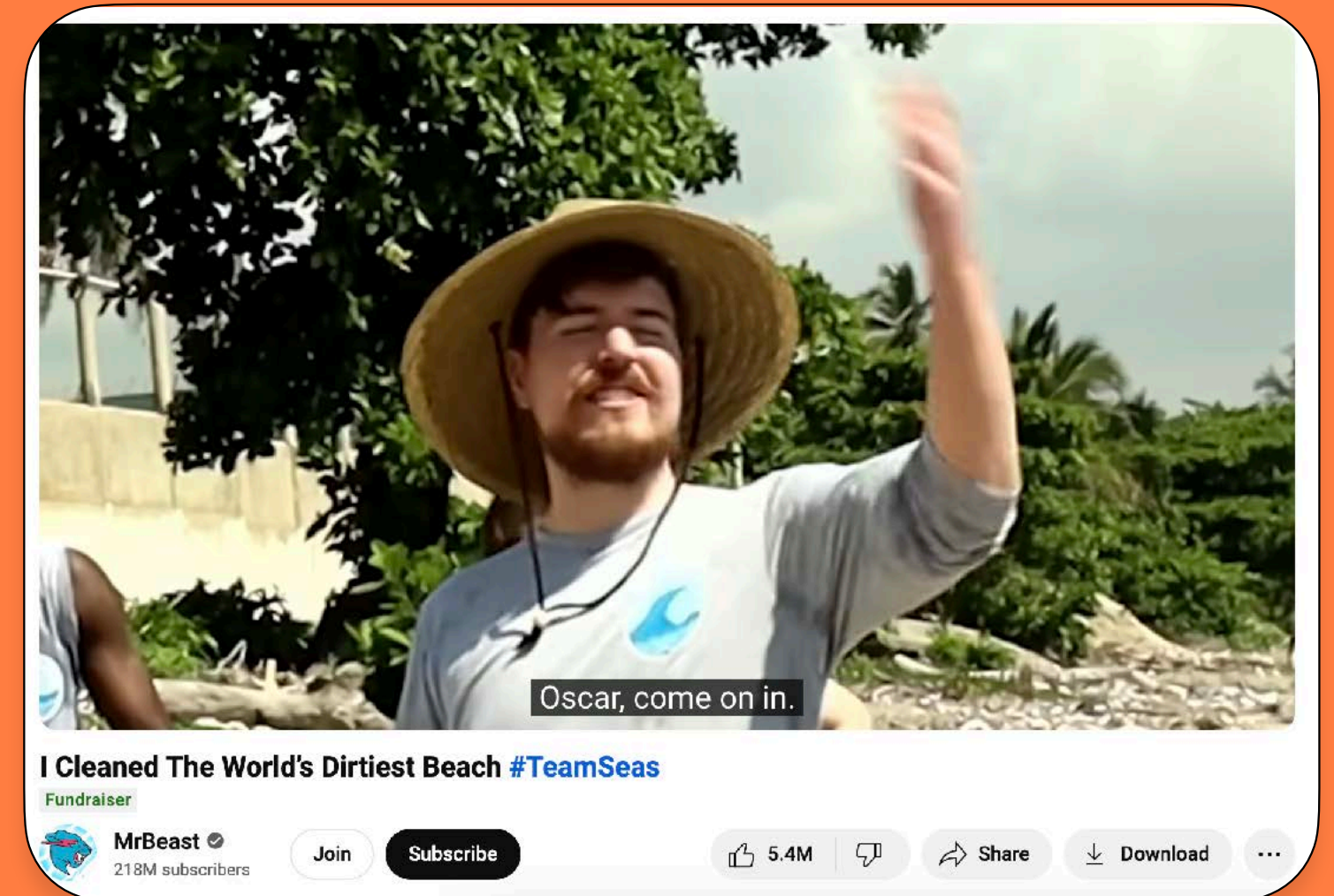




## DON'T TREAD ON ME: TESTING INSIGHTS

Here, first-person approaches that included the audience directly in the story were the most successful. YouTuber Mr. Beast is an exemplar of this approach; the #teamseas video here worked particularly well transporting DON'T TREAD ON ME in our phase 2 testing.

On the other hand, some concepts we tested had a negative effect on DON'T TREAD ON ME. While they may embrace off-the-grid living and power sources they control, all of the ads tested that had anything to do with buying EVs caused backlash.



MR. BEAST AND HIS #TEAMSEAS CREW CLEAN A BEACH IN THIS POPULAR YOUTUBE VIDEO TESTED IN PHASE 2.





## TOUGH COOKIES: TESTING INSIGHTS

TOUGH COOKIES were moved most by concepts focused on the wonders of creation. They were also transported by stories of animals, particularly threatened ones like red pandas, numbats, and bees.

Creator Markvins successfully tapped into that by featuring the endangered Numbat in the YouTube short shown here, one of the single most effective pieces of media in any of our testing.

Third person narration also tested well; perhaps they like to observe but don't necessarily want to imagine themselves as part of the problem?



MARKVINS TAKES AUDIENCES ON AN ANIMAL ADVENTURE IN THIS YOUTUBE SHORT SUCCESSFULLY TESTED IN PHASE 2.

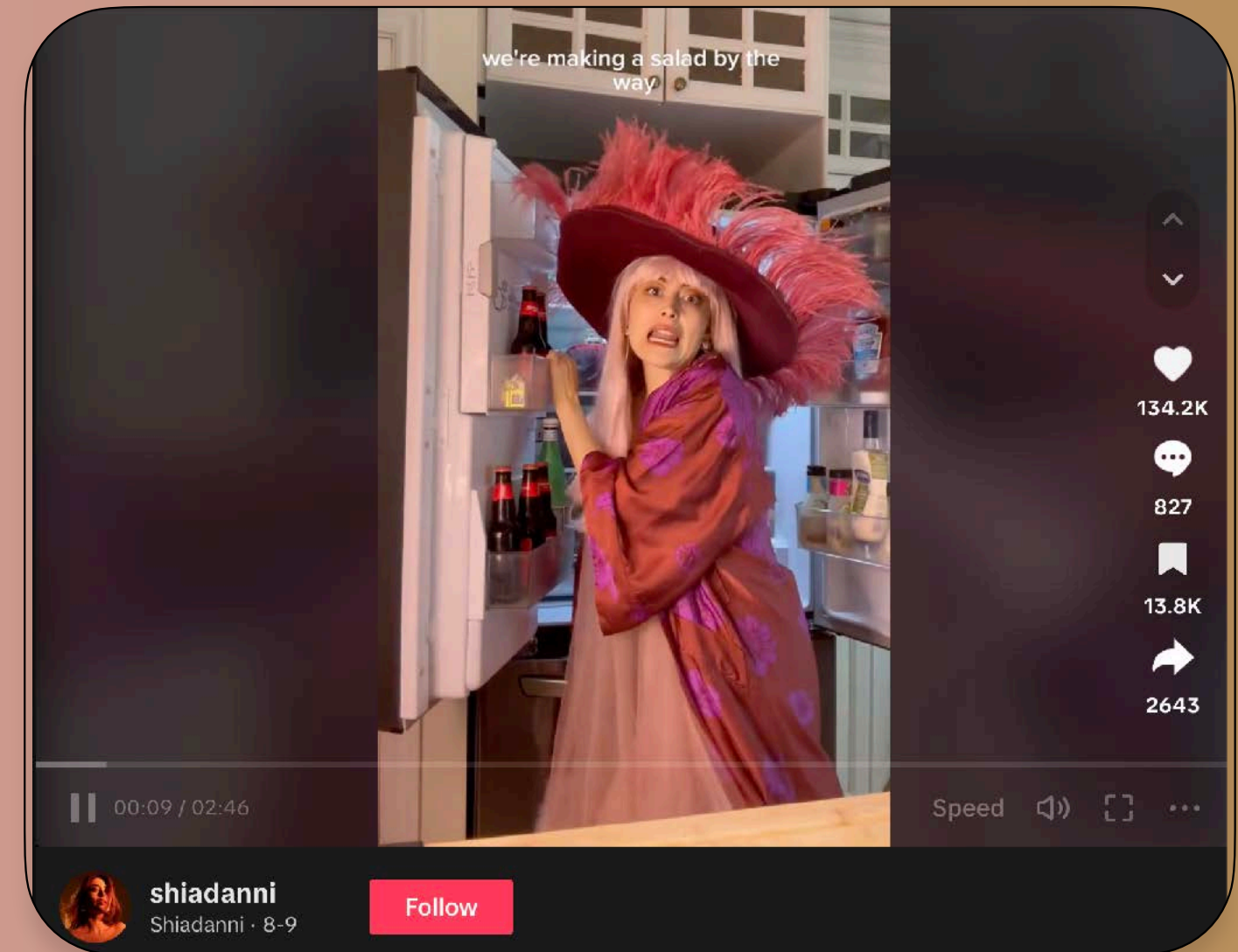


## PEOPLE POWER + IF YOU SAY SO: TESTING INSIGHTS

This audience zone engaged the most with messages explicitly about climate but the most successful were those that also included a plan of action.

Throughout all phases of our testing the concepts that worked best at transporting this audience—like the TikTok example here where creator Sciammani takes the audience on a culinary adventure full of climate-friendly ingredients—included direct, accessible solutions to the problem.

Another thing that proved effective was showing the data behind any claims being made (but only when combined with that all important plan of action).



TIKTOK'ER SCIAMANNI TAKES AUDIENCES ON A CLIMATE-FRIENDLY CULINARY ADVENTURE IN THIS SHORT VIDEO TESTED IN PHASE 2.



## IF YOU SAY SO + DON'T TREAD ON ME: TESTING INSIGHTS

For this zone, the most effective concepts broke the “fourth wall” to make the audience feel personally invested in the stories and outcomes. One successful example of this approach from our testing is the Facebook ad concept seen here.

One thing that didn't test well was telling this audience what to do, reinforcing the idea that they need to feel agency in crafting the right solution.

Tests that included virtual, futuristic settings that helped this tech-forward audience imagine ways in which they might contribute to a better future also worked well.



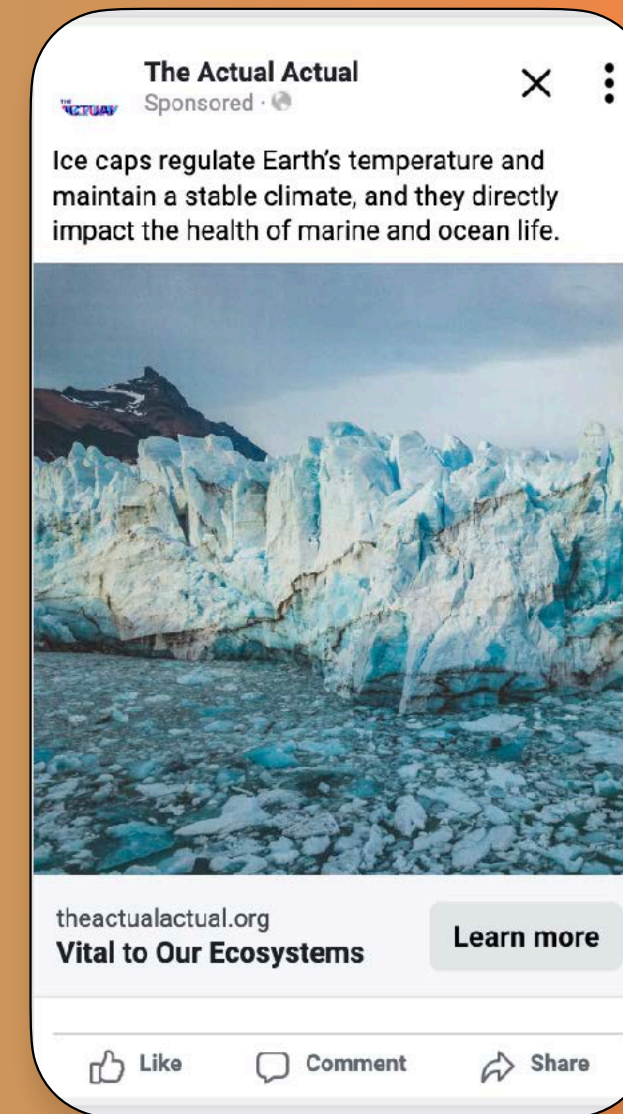
THE FOURTH WALL IS BROKEN IN THIS ORIGINAL CREATIVE CONCEPT TESTED ON FACEBOOK IN PHASE 3.



## DON'T TREAD ON ME + TOUGH COOKIES: TESTING INSIGHTS

Like their DON'T TREAD ON ME neighbors, this is another zone where any of the concepts that felt “preachy” caused backlash. That’s not to say they aren’t reachable. The concepts that tested best presented climate issues in a neutral and instructive way.

For example, the Facebook ad concept shown here both engaged and transported this audience—even with a message about something as iconic of climate advocacy as ice caps—when it was delivered with an informative tone.

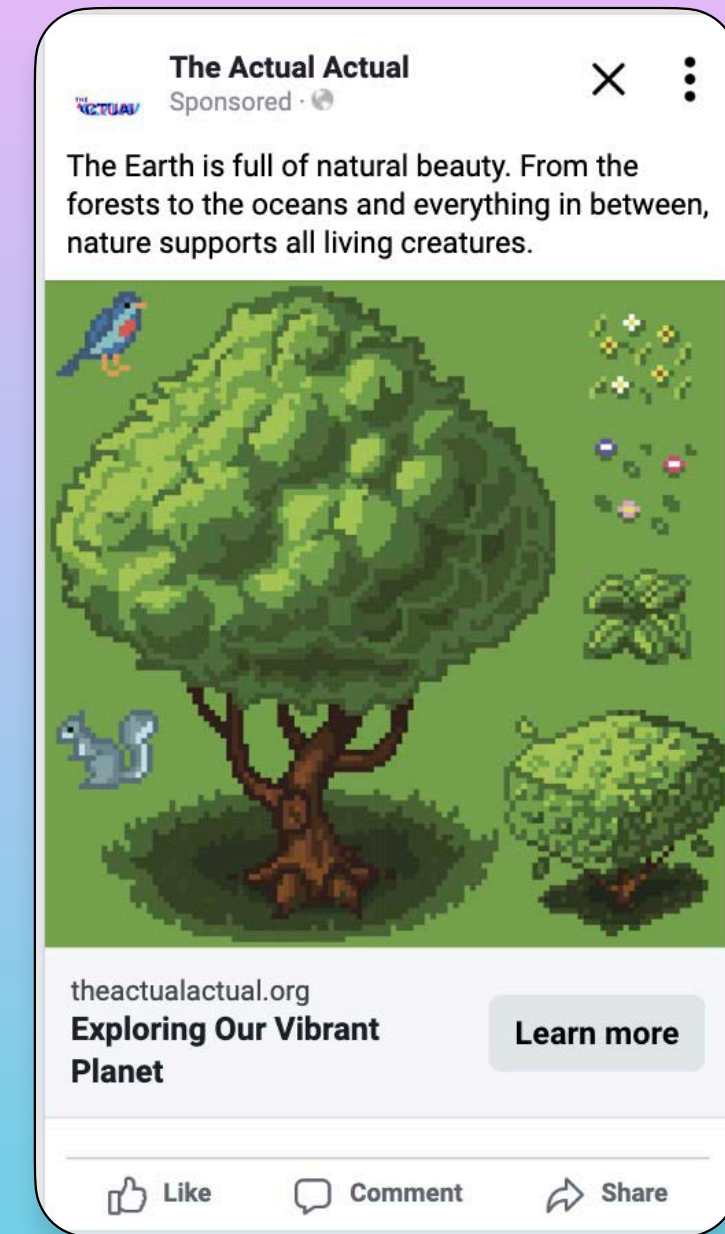


IN THIS FACEBOOK AD TESTED IN PHASE 3, AN INSTRUCTIVE TONE OUTPERFORMED SIMILAR ADS WITH ANGRY OR POSITIVE TONES.



This zone, like this whole “we” side of the audience map, responded favorably to all of the concepts centering the natural world.

The big difference for this particular audience zone is that even concepts that featured virtual depictions of nature were effective. The example Facebook ad show here, with its digital tree, is one of the tests that worked with this audience both for engagement and transportation.



NATURE THEMES—EVEN VIRTUAL ONES—WERE SUCCESSFUL ACROSS MANY OF OUR PHASE 3 TESTS, LIKE THIS ONE TESTED ON FACEBOOK.

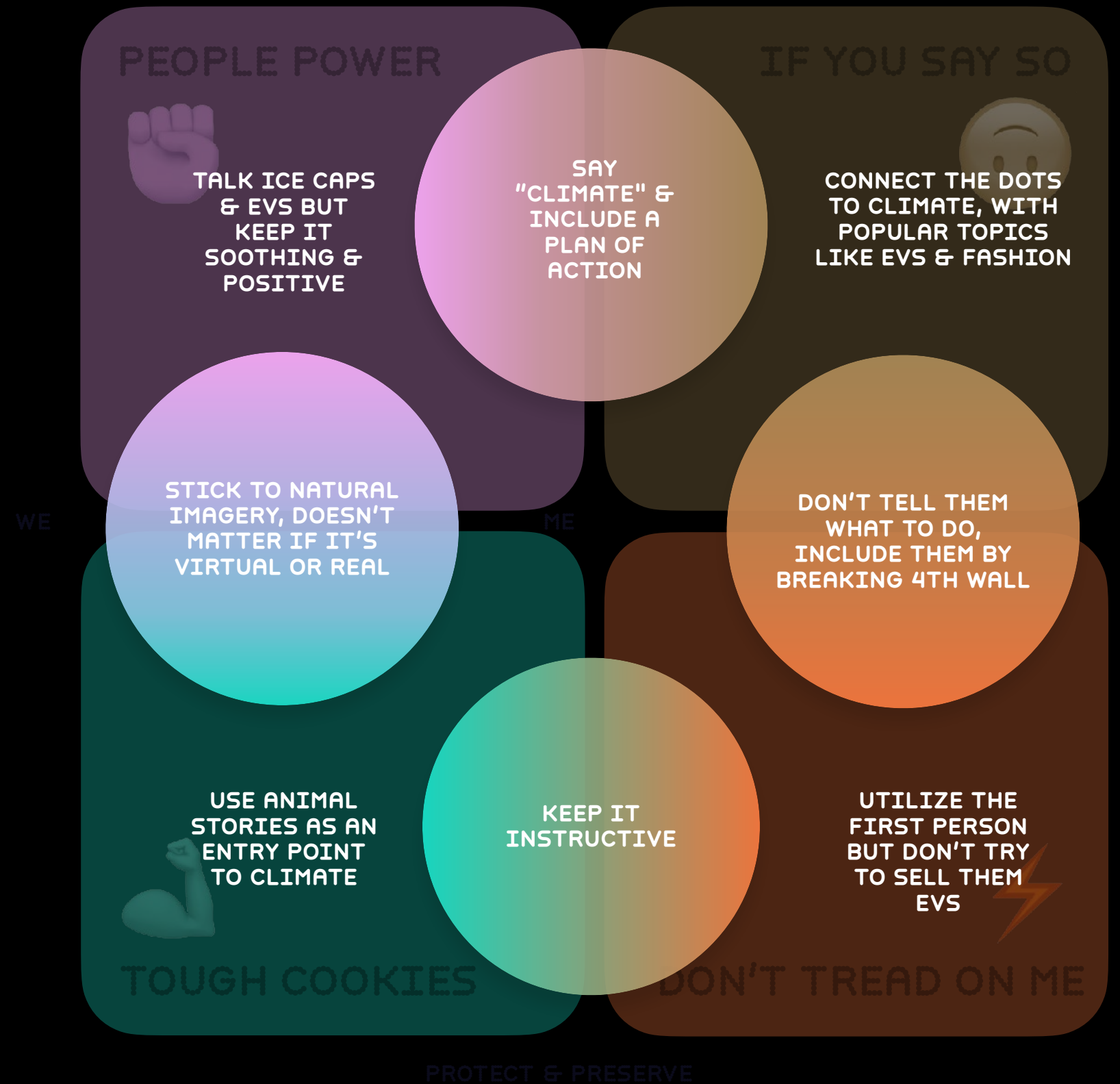




# STORYTELLING STARTING POINTS

After analyzing each audience's engagement and transportation effects for each of the 68 pieces of media across all 3 phases of testing, we synthesize here one key strategic starting point to inspire future testing.

Hopefully this work generates additional ideas for you, marking the beginning a new era of audience-first content creation and media strategy that can change the course of our climate future.





THANKS FOR  
YOUR ATTENTION



# APPENDIX

DATA & METHODS OVERVIEW	71
POPULAR VS. DISTINCTIVE	72
IF YOU SAY SO EXTRA	73
LIFESTYLE REIMAGINED?	79
FINDING THE RIGHT PARTNERS	80



# DATA & METHODS OVERVIEW

To measure the audience values that form the foundation of the research, we use surveys that explore attitudes on race, gender, place, and class, along with core values. Using these results, we developed a suite of predictive models that help us assign audience scores to our nationally representative, opt-in media consumption panels, based on demography, geography, and lifestyle features (e.g., age, gender, race, zip code).

In other words, we don't survey people about their media habits; we survey them about what they believe, and then we use rich clickstream and watching behavior data to find out what media they engage with. Media consumption panels give us visibility into the minute-by-minute media behaviors of over 300,000 people in the U.S., who opted in and are compensated for their participation, across desktop, mobile, tablet, and TV.

For the work we present here, we used primarily websites visited, digital news consumption, and YouTube consumption, between January 1, 2022 and December 31, 2022. To identify "climate relevant" media, we used keywords, human annotation, and natural language processing tools to create predictive models of climate "adjacency." The models filter out things that aren't really about climate change (e.g., "workplace climate") and extend to include things that often co-occur with climate change, without mentioning climate specifically (e.g., "Earth", "natural resources", "extreme weather").

We found the cultural properties and climate-adjacent content that was most popular and distinctive to each audience using models of audience reach (the percent of audience members who consumed the media at all).



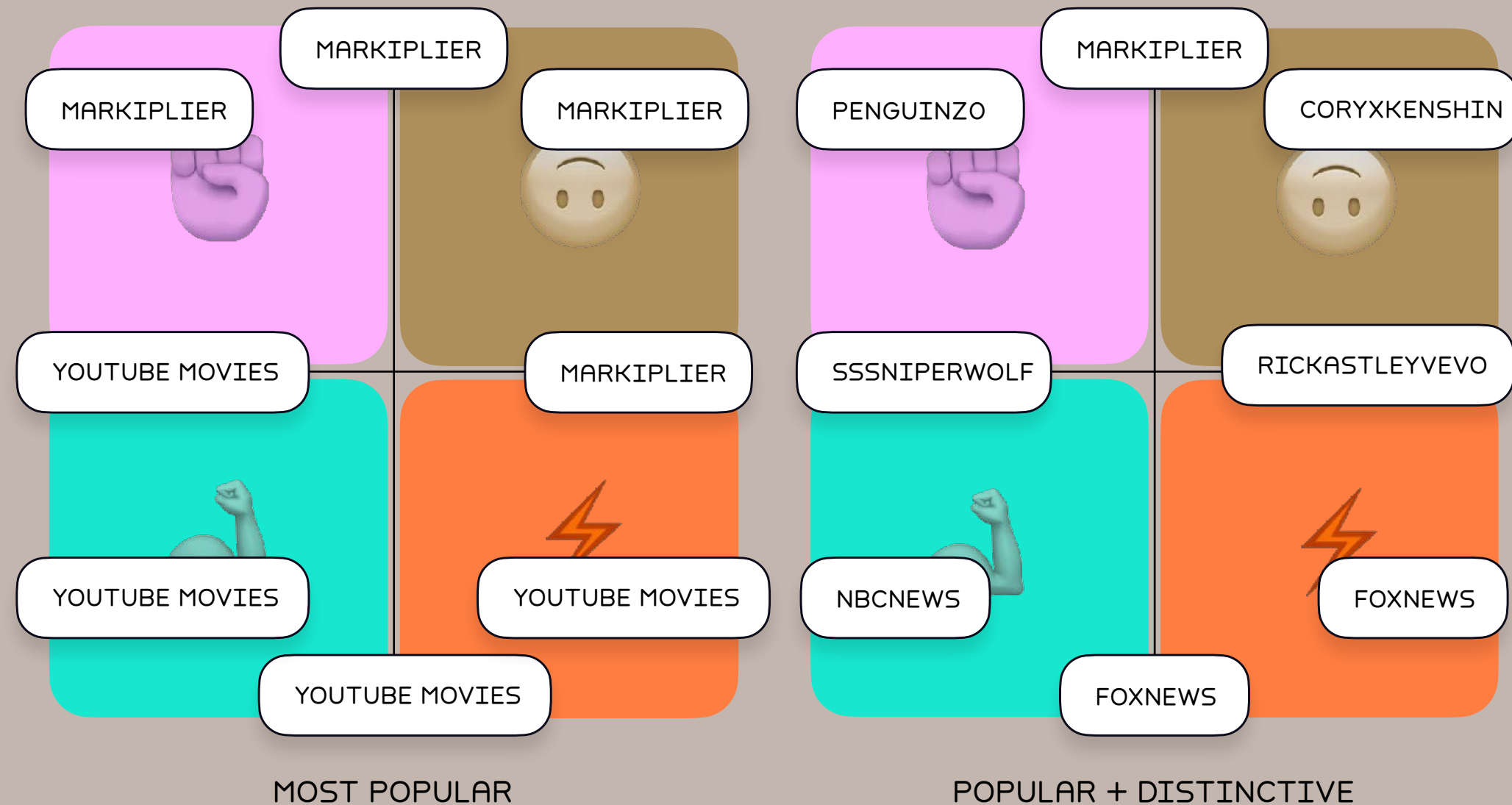


# POPULAR VS. DISTINCTIVE

One feature of our analytic approach is our focus on audience distinctiveness in selecting media. We are often asked why we don't simply use popularity. The reason is that the big stuff in media is so much bigger than everything else that it tends to reach most everyone, creating a less informative map of audiences, and leading to less efficient strategies for reaching audiences.

By way of illustration, during our study period, the highest reach YouTube creator for most of the audience map was Markiplier. So, if a partner does a collaboration with Markiplier, they will reach lots of folks in their target audience, and lots of other people, too. This would be inefficient.

Weighting popularity and audience distinctiveness together, however, reveals how high-reach creators like CoryXKenshin, for instance, more precisely reach IF YOU SAY SO. And, of course, we also find that Rick Rolling is still totally a thing!

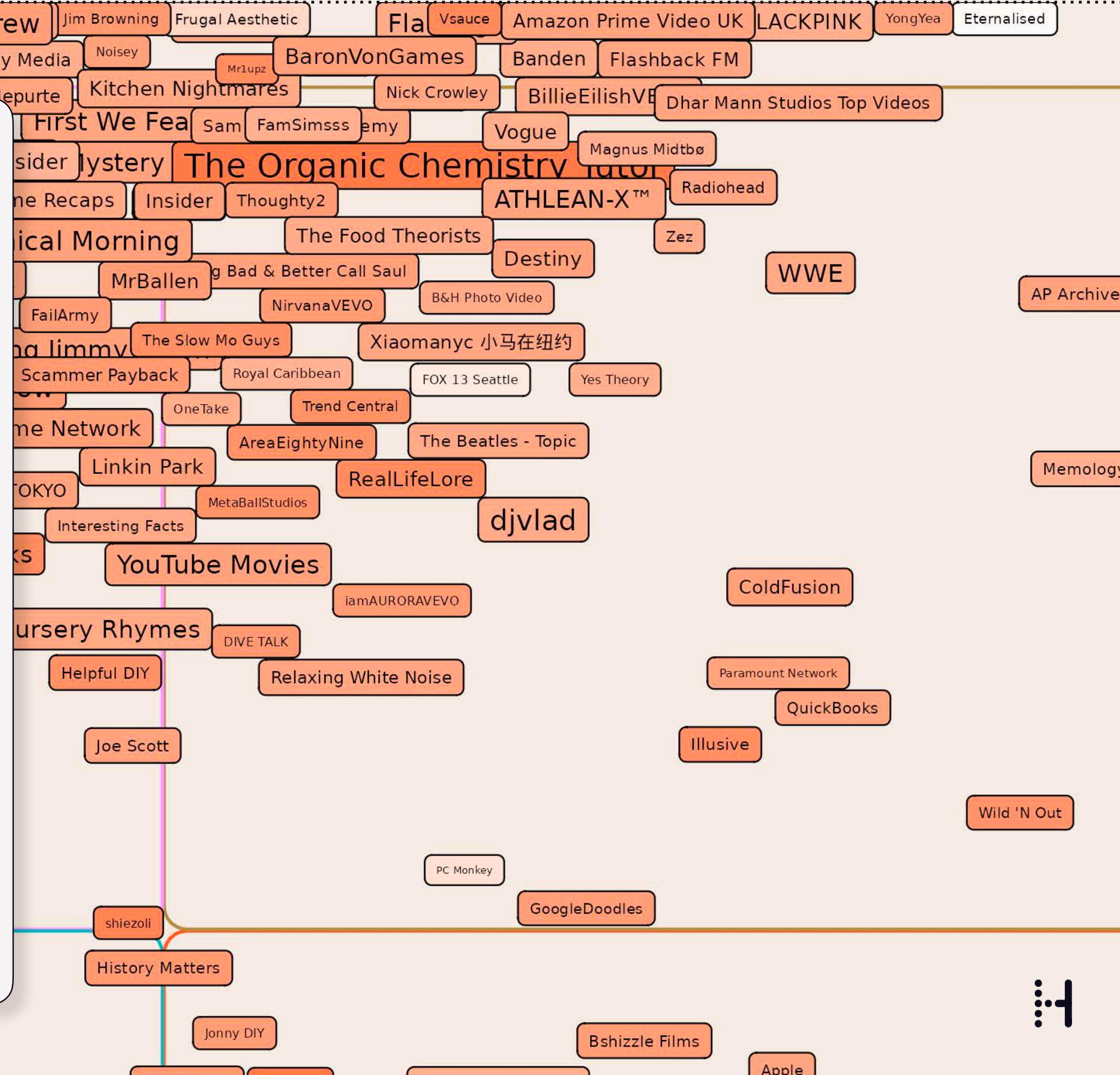




# IF YOU SAY SO EXTRA

Because IF YOU SAY SO is Earth Alliance's first audience of interest, and because the media interactions of IF YOU SAY SO do not abound with obvious opportunities for climate conversation, we include some bonus observations, derived from content related to climate and adjacent topics.

On YouTube, we defined topics adjacent to climate as sharing tags with videos explicitly about climate change. We collected content from these adjacent topics, then spun out the naturally occurring networks of channels that arose by audience interaction. The background image here shows the highest reach channel in each of the 900 channel networks distributed across all audiences. By looking at the content in each of the IF YOU SAY SO networks, we were able to see the predilections and patterns we describe in the slides that follow.





# TOP CLIMATE ADJACENT TAGS

For IF YOU SAY SO, more than any other audience, life and lifestyle take place in a world between worlds, seamlessly blending IRL and digital reality.

The top climate-adjacent tags on YouTube for IF YOU SAY SO are as likely to reference media (Bangtan Boys, Call of Duty League [CDL], Carrion, speed run) as they are to reference real life stuff (oceans, rivers, fissure, chemical reactions). We see an eclectic array of interests here, from investments to music to science and learning.





# JOY IN THINGS THAT GO BOOM

Apocalypse and disaster are frequent themes that mix reality realms, like historic battles from real, fantasy, and digital worlds.

In game worlds, there's delight in playing with destruction and transgression. For example, the "More Choices" menu in the Sims 4 video includes *Life Manager*, *Life's Drama*, *Prostitution*, *Apocalypse*, *Zombie Apocalypse*, and *Deadly Toddlers*. There's not much meaningful difference between brushing a Sim's teeth, transforming their noses into pig snouts, and dropping pianos on them, it seems.

Not all IF YOU SAY SO's game, but fun and transformation are general to their penchant for playful experience. So when IF YOU SAY SO encounters climate adjacent stuff, it's almost always in the context of some kind of play.





IF YOU SAY SO EXTRA

# TRANSFORMATION FAST & EASY

There's a lot of possibility in the play that happens between worlds, and that possibility can play out fast, especially in digital reality, where life and looks shape-shift endlessly. Talk about fast fashion!

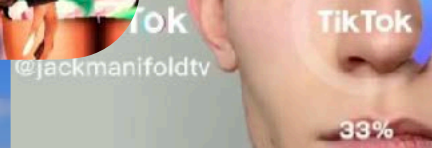
We see in-game natural worlds transformed with similar speed and ease by Vixella in *Sims 4 Seasons*, as she creates and opens a bunch of land-based businesses (e.g., bees and a plant nursery) in minutes. And Fantayzia delights in a mod that gives her full control of in-game weather.

Sometimes transformational speed and ease extend from the digital into the natural world, like in the video, "How Do We Solve Our Trash Problem." Which suggests we can turn trash into energy by "plasma gasification." The same goes for tech review videos about solar-powered security cameras.



URBAN DESIGNER CLOTHES CC FOLDER & SIM DOWNLOAD

DESIGNER CC FOLDER



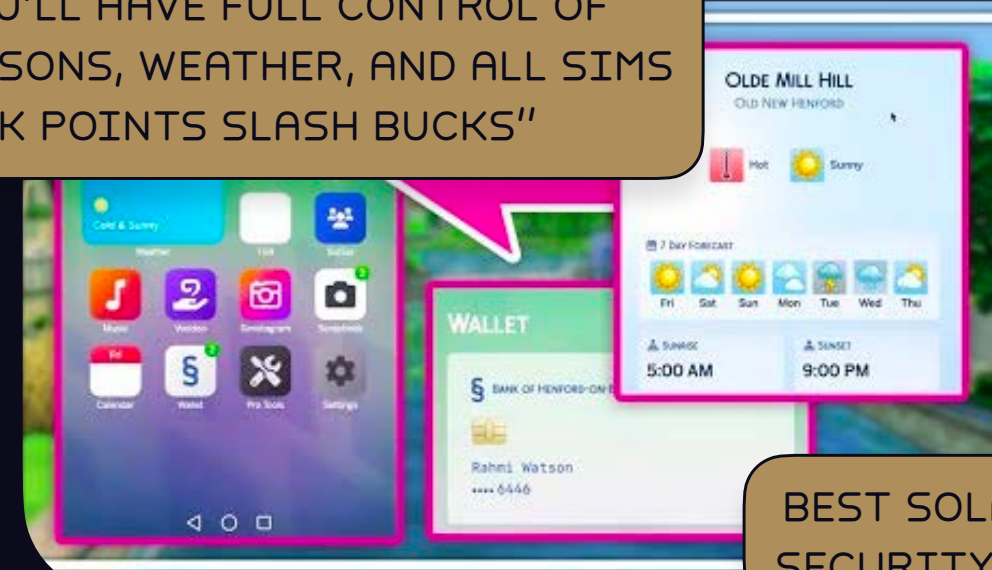
HOW DO WE SOLVE OUR TRASH PROBLEM?

BRO IS LOOKING MAGNIFICENTLY LAVISH



THE SIMS 4 SEASONS

"YOU'LL HAVE FULL CONTROL OF SEASONS, WEATHER, AND ALL SIMS PERK POINTS SLASH BUCKS"



BEST SOLAR POWERED SECURITY CAMS





IF YOU SAY SO EXTRA

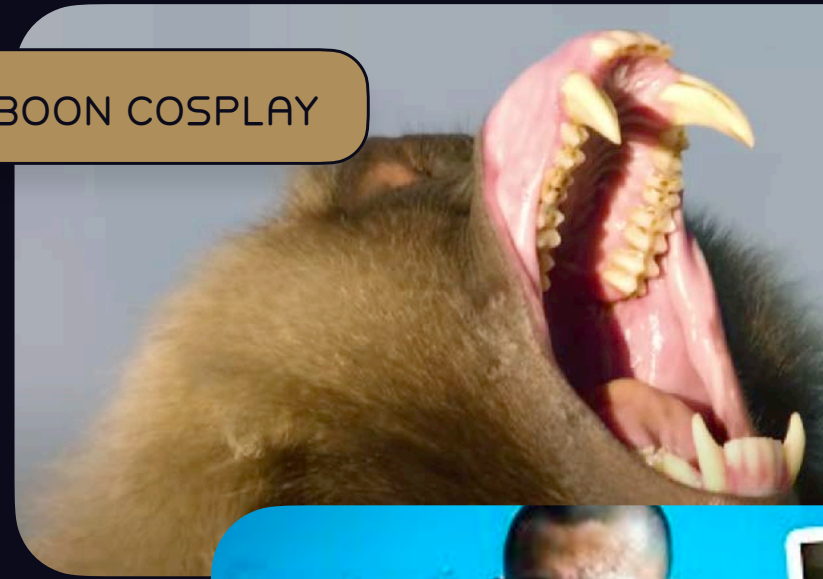
# BODIES, THIRST, BEING SEEN

Physical bodies get the transformation treatment, too. Bodybuilding, fitness, and nutrition are important spaces for IF YOU SAY SO men, most of it in service of “getting more dates.” Here human as animal features, with all that implies for attraction and intimacy, inside channels like Animalogic and Insider Science .

For women, content in an analogous network looks like everything from motivational videos about how to succeed to *get ready with me* videos and Paris Hilton promotions. It’s all anchored by *Vogue*.

What men and women in both these networks are seeking are answers to questions like, “How can I be perfect?” “How can I be relevant?” “How can I be seen?”

BABOON COSPLAY



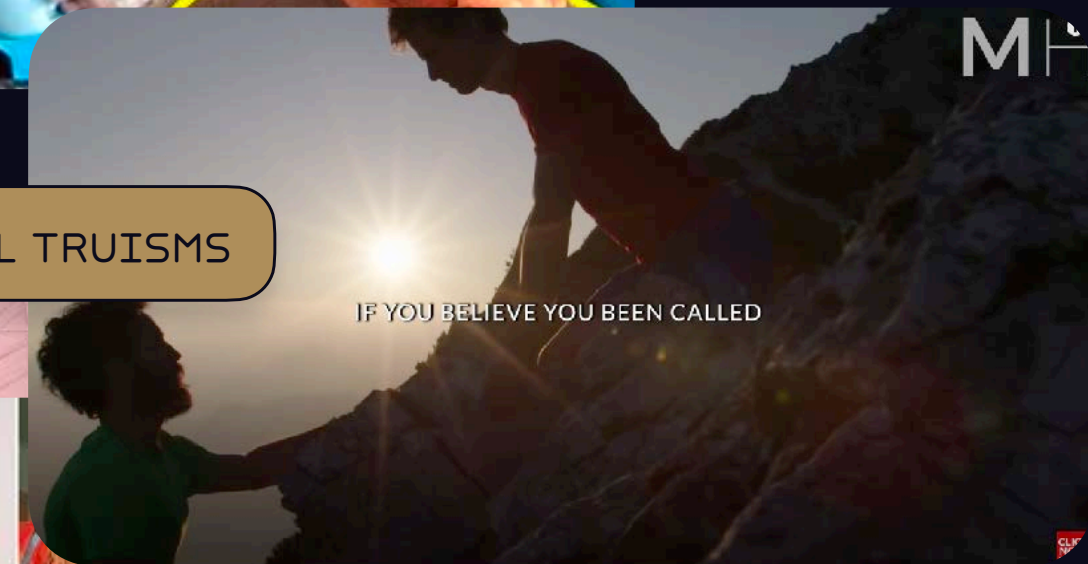
THE PERFECT DIET



PRE-WORKOUT VIDS



MOTIVATIONAL TRUISMS



PARIS HILTON TALKS ABOUT HERSELF



sustainable get ready with me  
zero waste makeup, breakfast and skincare



ZERO WASTE MORNING ROUTINE





# INSECURITY & BETRAYAL

Insecurity, foreboding, and betrayals of all shapes and sizes show up in IF YOU SAY SO content, from the vague, implied, apocalypse-scale betrayal *Gemini and the End of the World* to the more down-home Reddit rehashes in *Vegan Coworker Creates A Toxic Environment And Is Angry At Me For Calling Her Out*.

Politicians, when they appear at all, are depicted as betrayers of the people's trust, using their offices to serve self-interest.

The air of insecurity, foreboding, and betrayal even shows up in some of the ambient music we found in IF YOU SAY SO, as in this sampling of a Bulgarian choir.



REDDIT REHASH

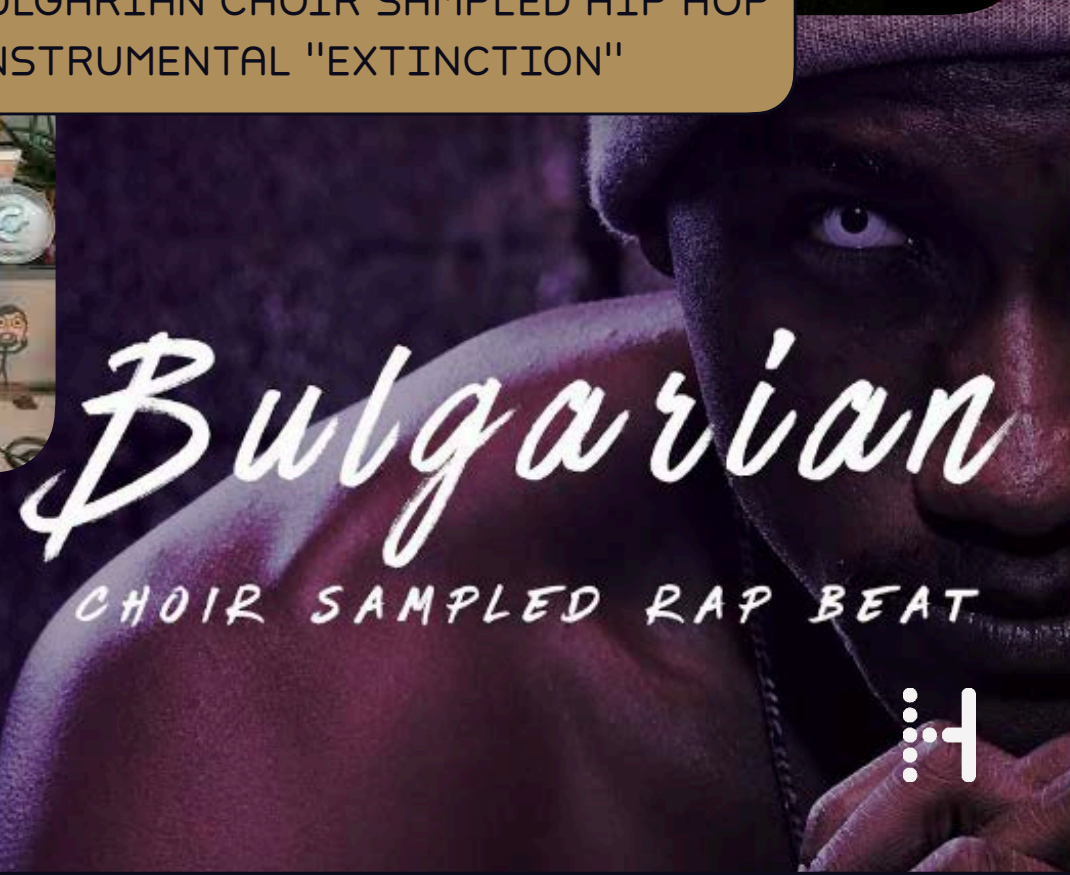
GEMINI AND THE END OF THE WORLD



BULGARIAN CHOIR SAMPLED HIP HOP INSTRUMENTAL "EXTINCTION"



JOE MANCHIN BLOCKS ANOTHER ATTEMPT AT PORK-BARREL ENVIRONMENTAL SPENDING





# LIFESTYLE REIMAGINED?

Finally, on the hypothesis that lifestyle may provide the readiest vehicle for climate conversation, especially in IF YOU SAY SO where little organic climate conversation exists, we narrowed all the networks we looked at down to the top 30 lifestyle-ish channels, where climate content might appear authentically. For each network we list the highest reach anchor channel and a brief description.

By filtering for lifestyle, we eliminated a lot of the gaming, sports, and music that IF YOU SAY SO is into. Also missing is the “get rich quick” and day trading content.

What made it past the lifestyle filters looks pretty distinctive from what passes for lifestyle in most other audiences . . . which may make it easier to reach IF YOU SAY SO efficiently.

ANCHOR CHANNEL	DESCRIPTION
AFGUIDESH	Real-world adjacent gaming
IILLUMINAUGHTII	Sarcastic skepticism
CHUCKLE SANDWICH	Video essays and podcasts
ATHLEAN-X™	Bodybuilding and men's fitness
VSAUCE	Cool tech especially military stuff
JESSE JAMES WEST	Gender and social dynamics in school
VOGUE	Style, transformation, relaxation
FLASHBACK FM	Comics and animation
MYSTERY RECAPPED	Movies
THE ORGANIC CHEMISTRY TUTOR	Informal Education
DON STEVER	Trolls (not the cute kind)
ROANOKE GAMING	Videos people call funny, e.g., scenarios and explainers
HOT HUNTER	Content warning
SOUTH PARK STUDIOS	South Park
TAYLORSWIFTVEVO	Pop music, some women's sexuality
WILD 'N OUT	Conflicts and crashes
DONUT MEDIA	Cars
GABRIEL IGLESIAS	Just Gabriel Iglesias
DONUT OPERATOR	Weaponry
GOOD MYTHICAL MORNING	Food
THOMAS & FRIENDS	Little kid cartoons
MRBALLE	Scary stories and true crime
NUKE'S TOP 5	Celebrity (including YT and TikTok) gossip, cute kitties
VICE	Provocative progressive stories for getting high
TRULY	Marriage, family, gender drama
PSYCH2GO	Therapy and talking about identity
UNBOX THERAPY	Discovery: tech, pets, travel
DJVLAD	Celebrity and sports news, especially Black culture
BREAKING BAD & BETTER CALL SAUL	Breaking Bad & Better Call Saul
MLB	Baseball
AUDIT THE AUDIT	Impulsive and police body cams





# FINDING THE RIGHT PARTNERS

Entering IF YOU SAY SO lifestyle networks may not be as easy as commissioning work from anchor channels. Finding the right influencers to partner with can be a process and a conversation, with many stakeholders, including platforms and agencies.

Most platforms and agencies do not have sufficiently detailed demographic data about their influencers—or sometimes even those influencers’ audiences—to project them on to an audience model. And there may be a strong pull toward PEOPLE POWER influencers, who already participate in platform-based impact programs.

This is where content features can help. Content is a language platforms and agencies understand, and which they tend to hold information about. You can use a few features to distinguish PEOPLE POWER from IF YOU SAY SO content, for example, and help form intuitions for surfacing candidate influencers.

## FOOD

### PEOPLE POWER

Project cooking, growing food, restaurants



### IF YOU SAY SO

Ordering, eating, watching people eat, ASMR

## FASHION

Shopping, green, functional, active



Aspirational, fast fashion, dating prep

## LIFESTYLE

Nature, outdoor experience, travel, design



Digital life, gaming, music, comedy, work out

## LEARNING

Institutional creds, languages



Informal skills, get rich quick

