



Scottish Government and The Leith Agency

Qual Panel – Summer Compliance Creative Testing Research

Summary of Key Findings

10th May 2021

Background

The Scottish Government is developing a new campaign, with The Leith Agency, to encourage ongoing compliance with Covid-19 restrictions as those restrictions begin to lift and Scotland moves out of lockdown.

The campaign will target the general population but will primarily focus on the majority who are largely, but not always totally, complying with restrictions – that is those who score 5 or 6 on the compliance scale (1- totally non-compliant; 7- totally compliant).

To assist the development of the campaign JRS was commissioned to explore:

- How the core target market are feeling about society opening up; and,
- Attitudes to three TV commercial concepts- designed to encourage compliance with the COVID-19 restriction rules, as they are assumed will be in place in June (that is, Level 1 from June 7th).
 - o Note- although the campaign is being proposed to run across different media channels, including through OOH, JRS only tested the three core TV concepts.

Research Method

Using the JRS qualitative panel with some additional top-up recruitment, JRS undertook 6 mini group discussions with the audience, using zoom video chat technology. 5 respondents were recruited for each group, with a total of 29 respondents participating.

The sample plan for the groups:

Group 1 – 18-24yrs [REDACTED - under Section 33(1)(b) - Commercial Interests]	Group 2 – 25-34yrs [REDACTED - under Section 33(1)(b) - Commercial Interests]
Group 3 – Parents (primary aged children) [REDACTED - under Section 33(1)(b) - Commercial Interests]	Group 4 – Parents (secondary aged children) [REDACTED - under Section 33(1)(b) - Commercial Interests]
Group 5 – 55-65yrs [REDACTED - under Section 33(1)(b) - Commercial Interests]	Group 6 – 65+yrs [REDACTED - under Section 33(1)(b) - Commercial Interests]



Main Findings

The Context

Context- Attitudes at This Time

By way of warm up within the groups respondents were asked to describe how they felt, and how they were feeling about the future and the possibility of restrictions being further eased in June.

There was noticeable consistency with attitudes expressed across the groups, with attitudes reflecting three feelings:

- First, respondents were HOPEFUL
 - o After more than a year of living with the pandemic, respondents were hopeful that there was progress being made towards greater freedoms and to a life that is not as dominated by COVID-19 as it has been.
 - o Respondents generally felt that the fight against the virus was going in the right direction.
 - o Part of the sense of optimism came from the belief that Government and the Health Service were working well in relation to the testing programme (with some references being made to the potential value of Lateral Flow Tests), and with the vaccination programme.
 - *"I'm looking forward to things starting to open up, I feel much more positive now....but even with the vaccination you can still catch it" (M, AB, BAME, Pre/Young Family)*
 - *"I've had both my vaccinations as I work in the NHS and now I feel ready to get out and about again...we're just looking forward to treating ourselves a bit to things we've missed out on" (M, AB, Young Family)*
- Respondents also appeared APPRECIATIVE of the freedoms that were starting to be available as restrictions lift and the idea that more freedoms have been promised in the near future.
 - o This includes, appreciation of the fact that it is now possible to socialise more- albeit within tight controls.
 - o And appreciation of the ability to spend more time with family members.
 - o Parents specifically were very appreciative of the fact that schools were now open and that sports and social clubs were also able to help them with their kids and give their kids important experiences.
 - o Beyond this, respondents were also appreciative of the fact that summer was approaching, given the belief that it is significantly easier to live with and comply to restriction rules when the weather is nice and days are longer.
 - *"I don't feel like we are in a pandemic anymore. It feels like normal; places are jammed. I'm glad to get back to normal. Once we are vaccinated there is nothing else they can do for us." (F, AB, Empty Nest)*
- That said, respondents also indicated that they felt CAUTIOUS and WARY
 - o These feelings were based on experience, where they had previously been hopeful about the future and the potential for the end of the pandemic, only for these hopes to be taken away by the reintroduction of restrictions.
 - *"I'm paranoid now...we'll see how long it is until the next lockdown" (F, DE, Young Family)*
 - o Respondents appeared clear that 'society is not 'there' yet' and that there is still a risk that Scotland could be forced to revert to a period of enhanced restrictions.
 - o Central to concerns included:
 - The fear that too many people in society, especially as the weather gets better and restrictions are lifted, will 'go crazy' and simply ignore all the rules.
 - *"I'm very worried about how things will be, like if there was a third lockdown. I'm trying to remain hopeful as I've already spent ages at home feeling fed up."*



It feels like everyone is now at different levels of concern. Last year we were all in it together, but it feels like not everyone is in the same boat now." (F, C2, Pre-family)

- *"I'm feeling a bit cautious about it all. Some of the people at my work – they were out for a meal, out to the pub. I'm not really sure I want to be going to those places so often. You're still hearing about cases, different strains, I've not had my vaccination yet." (M, C1, BAME, Young Family)*
- Fears were also amplified through hearing about specific situations that make it clear that the pandemic is far from over, including- the situations in India and Elgin, and references in the media to the risks of new strains of the virus that could be resistant to the current vaccines.
 - *[On the potential of strains becoming vaccine resistant] "That gives me the fear – the idea of going back to square one. My friends and I understand that we need those restrictions." (F, C1, Pre-family)*
- Different parts of the sample had amplified concerns about different consequences of any potential future enhanced restrictions:
 - For younger respondents the fundamental fear related to the possibility that enhanced restrictions could be imposed meaning they would lose their ability to socialise- either at home or in venues.
 - For parents- there was a significant fear that schools would again have to be closed.
 - With some parents already experiencing what it is like to have to keep their children at home due to isolated outbreaks of COVID-19 amongst school populations.
 - Older respondents were particularly concerned about the possibility that potential enhanced restrictions could mean they would, again, not be able to spend time with family as they are now starting to. Along with this concern, older respondents, especially the more vulnerable, were clearly still concerned about risks to their health as a result of new strains being introduced into Scotland.
 - In addition to these concerns, many respondents across the whole sample, but primarily those who had faced risks to their employment and or had been furloughed, had ongoing concerns about their household finances. These concerns, for many, were amplified by the risk of future enhanced restrictions.

Context- Attitudes to Restrictions Moving Forward

Running alongside the feelings of hopefulness, appreciation and wariness were general pragmatic attitudes to the need to be realistic about current and future restrictions. Respondents across the sample accepted the fact that there were still restrictions in place and that it was important to adhere to these rules. Most also stated that it was unlikely that they would be taking overseas holidays this year.

- *"I feel very cautious about everything I do....like on the bus keeping distance and wearing a mask" (F, C2, BAME, Pre/Young Family)*

Respondents talked about being committed to following the rules in public spaces. These rules had become, it appeared, social norms. As such, there was a sense of social pressure on respondents to adhere to the rules when in public spaces such as shops and restaurants.

In addition, respondents appeared generally understanding of the possibility that enhanced restrictions will need to be imposed to cope with localised outbreaks such as the one in Elgin.

- *"Extremely worried. Elgin's like kicking off because everyone's gone back to work. It'll be lockdown part 3. I'm sure we can survive another year without going abroad. Just stay here and keep our masks on. It's too early to be going abroad." (M, C2, Parents of Secondary School Children)*



This all said, respondents, as reflects the fact that all were recruited as 5's and 6's on the 7 point rule adherence scale (where 7 is total compliance), conceded that while they follow the rules in general terms, they were at times prone to tweak the rules as they felt was acceptable based on their common sense. The research indicated that while respondents were following the social norms in relation to rule compliance in public spaces (e.g. supermarkets and restaurants), they were less likely to follow the rules in their private spaces. This included reduced levels of social distancing when meeting with people in private homes, being indoors when socialising at home and reduced adherence to the hygiene protocols than is advised when mixing with friends and family in private homes.

Respondents justified this rule breaking based on the belief that they are close enough to the people in their personal circles to know that they are not likely to be carrying the virus. Many respondents talked about the belief that they had many people in what they perceived to be 'their bubbles'. Older respondents, who had previously been seen to be the more likely to fully comply suggested that their rule tweaking was, at least in some ways, justified by the fact that they had received both vaccination doses and that as such, 'they had done the hard bit', and were now safe enough.

While respondents indicated that they do not following the rules fully it was clear that their concerns about the future was not significant enough to make them fully compliant. In addition, their main concern about potential future outbreaks was due to those people in society who they perceive to be total rule breakers, not rule tweekers such as them.

Context- Implications for Campaign Development

The target audience appear to be wary and cautious about the direction of travel Scotland is taking to get out of the pandemic. As such, it appears clear that they have a belief in the ongoing requirement for rules and an appetite to follow these rules. That said, the rules that they are following now, that is in public space, are based on an engrained knowledge of the FACTS and the social norms established that require compliance. As such, it appears that the target audience, as represented by the sample, do not need reminded of the rules as they relate to being in public spaces, especially if they are going to be properly 'enforced' by staff members within public spaces such as supermarkets, pubs, restaurants and on public transportation.

The main area of likely rule breaking where there is perhaps scope for communications relates to the need to remind the target audience of the need to adhere to the rules in their private spaces- when meeting and entertaining family and friends. This would involve breaking down the belief that it is OK to use 'common sense' to break the rules with people who they don't share a home with but who are perceived to be 'in their bubbles'.

Without this focus, JRS feels that any campaign that attempts to encourage compliance with rules in public places would, at best, provide a gentle reminder for the target audience of 5's or 6's out 7 (on the compliance scale) to follow the rules alongside the same job being done, in theory, by staff within public spaces.

Beyond this, any campaign that attempts to ensure the target audience is aware that they should follow the rules in their private spaces would need to be clear about why it is important to do this. This would include being clear that it is possible that there could be dangerous new strains in the future, and that until the vaccination programme is complete, it will not be able to protect the population at large. This, in turn, could mean that there is a real possibility that enhanced restrictions will be imposed in the future, with freedoms newly gained being lost again.



Campaign Development

Three TV concepts were tested- Separate, Hold Tight and Scottish Summer. All three of the concepts had their strengths and all three had areas of required development. The research indicated that none of the three routes were suitable for progressing to production.

On completion of the research discussions respondents were asked to give a score out of 10 to show their attitudes to each concept- where 10 was 'the concept is excellent' and 1 was 'the concept is very poor'. As can be seen below, the scores for each of the routes were very similar- with no stand out favoured route. That said, it can also be seen that attitudes to the three concepts varied significantly across the sample- with the younger audience preferring Separate and the older audience preferring Scottish Summer, but on average Hold Tight received the highest average score.

	Separate	Hold Tight	Scottish Summer
ALL	7	7.4	6.4
Pre / young family	8.7	7.6	4.7
Young / older family	6.3	8.2	5.6
Older family / empty nesters	6.2	6.4	8.7



Separate

Route 1 SEPARATE- SCRIPT

[REDACTED - under Section 33(1)(b) - Commercial Interests]

Core Strengths of Separate:

- The scenarios presented in Separate were focused primarily on public spaces ([REDACTED - under Section 33(1)(b) - Commercial Interests]). As a result of this, the concept was particularly engaging for younger respondents- who were those most likely to be missing this type of social experience.
 - o *"I think it's a lot more relevant to our age group, with the going out and having fun. It's more like life used to be. This feels like it appeals to younger, livelier people. It's a reminder not to become complacent, especially mentioning other strains." (M, C1, BAME, Pre-family)*
- The concept was also appreciated for clearly demonstrating the behaviours that were required to be followed- e.g. in relation to hygiene and safety protocols.



- *"I might be worried that some people could adopt a go hard or go home approach so the fact the ad still has masks and social distancing is really good – a gentle reminder that rules are still in place"* (F, C2, Pre-family)
- *"It's a clear message - still keep to the rules...no hugging"* (M, AB, BAME, Pre/Young Family)
- The tone of the concept was felt to be 'real' - that is, it clearly and honestly showed a series of scenarios that were understandable and valid to those respondents who liked it. Beyond this, the tone was described as 'straight forward' and 'serious', while being 'warm enough' to be engaging.
- Importantly and positively Separate also made a clear reference to 'New Strains'. This, for many respondents, provided a good justification for them to adhere to the hygiene protocols and restrictions being presented in the concept.

Core Issues of Separate:

- Respondents described the way that the restrictions were presented as, at times, quite negative.
 - That is, it was felt to focus on the behaviours that cannot be done, while in a very 'obvious' or almost exaggerated way it focuses on the rules that are being followed by the protagonists.
 - This for some respondents made the concept appear to have a bit of a 'finger wagging' tone.
 - An example of this, [REDACTED - under Section 33(1)(b) - Commercial Interests].
 - This for many respondents left them feeling cynical about the way that the rules were being presented and almost left them with a sense that 'they know better' or that they don't need to be reminded of the rules in this very obvious way.
 - Part of the negativity in the tone also came through use of the word 'Separate' within the final VO.
 - *"It's a bit more dour.... I think it rubs in the isolation a bit more – it's emphasising staying apart rather than the excitement of what can come."* (F, C2, Young Family)
 - *"We don't want any more doom and gloom"* (F, DE, Young Family)
- While being liked by younger respondents for its focus on public spaces, older respondents (that is those with families and empty nesters) did not feel the concept was as relevant to them.
 - One of the key issues with this focus on the public spaces, beyond the lack of relevance to older respondents, was the general sense that the scenarios depicted were not really likely to be the ones where they knowingly and consciously break the rules. Conscious rule breaking was more likely to be prevalent within private spaces, and while [REDACTED - under Section 33(1)(b) - Commercial Interests] does depict a relevant private space engagement, it is unique because [REDACTED - under Section 33(1)(b) - Commercial Interests], meaning that the rules would inevitably be more mindfully followed.
- Beyond this, there were suggestions from across the sample that the concept was unlikely to have either a message or a creative style that would engage them and keep them engaged.
 - Generally speaking it was felt that the concept was just too typical of what they had seen many times before over the pandemic.
 - *"It doesn't motivate you to do anything different because it's a habit now – you always have a mask with you and wash your hands."* (M, C2, Empty Nest)

Separate- Key Development Work to Do:

- The concept would need to be more engaging- with more stand out to allow it to generate cut through for an audience that has seen a lot of COVID-19 communications.
- It would need to make clearer reference to the sorts of rule breaking that it was accepted is the more conscious type of rule breaking for this audience (of 5's and 6's out of 7 on the compliance scale)- that is rule breaking in the private space with friends and family.
- It would need to either focus on one target audience (e.g. older or younger) or work harder to be more inclusive.



Hold Tight

Route 2 HOLD TIGHT- SCRIPT

[REDACTED - under Section 33(1)(b) - Commercial Interests]

Core Strengths of Hold Tight:

- Hold Tight had an emotional tone that was appreciated by many respondents- especially those with younger children.
 - o The line [REDACTED - under Section 33(1)(b) - Commercial Interests] was particularly liked by those who felt the concept was strong.
 - o There was a sense of sentimentality within this concept that was felt to be good for some respondents- the idea of having [REDACTED - under Section 33(1)(b) - Commercial Interests] and [REDACTED - under Section 33(1)(b) - Commercial Interests] clearly resonated with many respondents who liked the idea of being given credit for what they had been through.
 - o The scenarios used and the sentimental tone made a connection primarily with respondents with children at home.
 - *“Powerful, more emotional....that bit about [REDACTED - under Section 33(1)(b) - Commercial Interests]” (F, AB, Pre/Young Family)*
 - *“I quite like the idea of [REDACTED - under Section 33(1)(b) - Commercial Interests] – you’re having to try hard and put in effort. I quite like the idea of that – to show that you have to try.” (F, C2, Young Family)*
 - *“More people could relate to certain parts of it too. More of the getting together again. Having lunch – even indoors just watching the football. You don’t want to go backwards from that. It’s just reminding people, this is what we’ve got now – I know people have lost people, we have in this family – so hold on and don’t lose any more.” (M, C1, BAME, Young Family)*
- The tone was also felt to be light-hearted, but without using inappropriate humour.



- As such, Hold Tight was felt to be less straight and serious than Separate, which was appreciated.
 - *"It's not like mega funny but it is a little light-hearted. Maybe these are the ads we need now to stay hopeful and think about the future." (F, C1, Pre-family)*
- The message from Hold Tight was felt to be clear.
 - With some respondents feeling the message [REDACTED - under Section 33(1)(b) - Commercial Interests] was valid as a reminder to the population of potential rule breakers while restrictions are being lifted.

Core Issues of Hold Tight:

- While the concepts had the highest overall level of appeal across the sample, it was felt, by many, to be too focused on the family audience.
 - This perception was based on the fact that two of the four scenarios were focused on young children.
- Beyond this, perhaps the most significant issue with Hold Tight was that it did not really engage with respondents nor was it felt to deliver a compelling message. This feeling was created by a combination of issues:
 - The scenarios were felt to be a bit 'so what' or unmemorable for many.
 - The reflections on the rules were felt to be a bit too 'idealistic' or 'sanitised', and with this, a bit unrealistic. For example, the scene with the [REDACTED - under Section 33(1)(b) - Commercial Interests], and [REDACTED - under Section 33(1)(b) - Commercial Interests] were felt to be a little 'squeaky clean'.
 - There were scenes that did not depict any obvious rule breaking and that appeared to have been included just for the humour- [REDACTED - under Section 33(1)(b) - Commercial Interests].
 - There is no real reason given to conform to the rules- with no reference to 'new strains' nor to the need to keep complying as the vaccination programme is not yet complete.
 - *"Not sure it would catch my attention" (M, DE, Pre/Young Family)*
- And there is no obvious CTA:
 - This meant that the message of [REDACTED - under Section 33(1)(b) - Commercial Interests] was easily dismissed by many.
 - *"It seems incomplete because it says [REDACTED - under Section 33(1)(b) - Commercial Interests] – but by doing what?" (M, C2, Empty Nest)*

Hold Tight- Key Development Work to Do:

- The selection of scenes need to be more balanced to engage with a wider audience.
 - With more scenes for non-families to complement the [REDACTED - under Section 33(1)(b) - Commercial Interests].
- There needs to be a clearer depiction of rule breaking throughout the commercial.
- There needs to be a clear reference to the reason why it is important to comply- with reference to the risk of new strains and or the fact that the vaccination programme is not complete.
- This needs to be wrapped up with a clear CTA.



Scottish Summer

Route 3 SCOTTISH SUMMER- SCRIPT

[REDACTED - under Section 33(1)(b) - Commercial Interests]

Core Strengths of Scottish Summer:

- Scottish Summer was very much the favoured route for older respondents.
 - o This was primarily because it focused on scenes that resonate with them- that is with private socialising; and not on public venue based scenarios.



- *"It feels real. A bit of humour. Not as far-fetched as the first advert [Separate]. A bit more upbeat and real because of summer – giving you a bit more excitement about what able to do." (M, C2, Empty Nest)*
- There were also a wide range of scenarios which made good use of the linking theme of summer which was felt to be valid for a proposed June/ July campaign airing period.
 - Albeit- it should be noted that this concept felt far too long for most respondents.
- For some, the use of Scottish humour was particularly appealing.
- The tone was felt to be light and positive:
 - And used humour well for many.
 - And also presented the message in a positive 'carrot and not stick' way....which was appreciated by some respondents.
 - *"It makes me excited. It feels like we've done the hard bit and this is uplifting. It's good - saying you can enjoy yourself and stay safe too. Offering more hope than many of other campaigns. Humour helps to get your attention and it's not doom and gloom." (F, DE, Older Family)*
- In comparison to the other two concepts, perhaps the key strength of Scottish Summer, albeit one that was only noted by a few respondents, was the way that it focused primarily on outside scenarios.
 - For a small minority, this was noted as both reflecting a positive aspiration for summer (where they would like to spend time outside), but also in relation to the sense of socialising outside to mitigate against the risk of spreading the virus.

Core Issues of Scottish Summer:

- A key issue of Scottish Summer was that it did not engage with many of the younger respondents.
 - This was because the humour was not really appreciated.
 - *"It's very Scottish – maybe a bit over the top. I think I prefer the tone of the other two. It's a little bit too tongue in cheek. I think [REDACTED - under Section 33(1)(b) - Commercial Interests] isn't as good a line" (M, C1, Pre-family)*
 - *"It's more about Scotland and going on about the weather than about Covid" (F, C2, Pre/Young Family)*
 - And because there was no focus or reference to venue type socialising (with the exception of the [REDACTED - under Section 33(1)(b) - Commercial Interests]).
- Beyond this, some respondents felt that the depiction of rule compliance was a bit 'gung-ho'.
 - This in part was due to the sense that many of the scenes do not actually depict anything to do with rules and rule compliance or breaking- they just show people enjoying the summer.
 - E.g. [REDACTED - under Section 33(1)(b) - Commercial Interests] and [REDACTED - under Section 33(1)(b) - Commercial Interests] both involve [REDACTED - under Section 33(1)(b) - Commercial Interests]; and the [REDACTED - under Section 33(1)(b) - Commercial Interests].
 - Relating to this, it was felt that the overall presentation needs to be far more focused around clear depictions of rules being adhered to.
 - As a result of this, it was felt that the concept lacks any focus on the key protocols nor does it actually explicitly state that it is advisable to stay outside wherever possible.
 - As a result of the lengths of the commercial and the lack of focus on the rules that need to be followed, it appeared that most respondents did not register the line that focused on the 'new strains'.
 - This in turn meant that the commercial, as with Hold Tight, lacked any discernible focus on the reason for following the rules.
- In addition, as noted, the whole concept was felt to be too long- this was in part felt to be because of the apparent repetition in the scenes and humour- e.g. [REDACTED - under Section 33(1)(b) - Commercial Interests].
 - *"There's a lot of things in it....and you get to the end and it's just repeating things we know – like about washing hands and wearing masks" (F, AB, Pre/Young Family)*



Scottish Summer – Key Development Work to Do:

- Scottish Summer needs to be edited down.
 - o With less repetition.
- It also needs to be clearly relevant to a wider audience- with scenarios that depict more public venue socialising- so that the younger audience can be engaged with.
 - o Or, it needs to be accepted that the commercial is only aimed at part of the population (that would be older segments as it is).
- It also needs to be more clear about the protocols and rules that it is telling us we should comply with.
- And there needs to be a more obvious emphasis on the reason for the rules being followed- that is the risk of new strains and or the fact that the vaccination programme is not complete.

Overall Conclusion

All three of the concepts have their strengths and limitations. The limitations, to a large degree are borne out of the fact that the audience is very diverse- with different lifestyles and different plans and hopes for socialising as the restrictions are lifted in the summer. Beyond this, it is important to remember that the whole audience has been exposed to a lot of communications about the core hygiene protocols over the last year and that the biggest requirement for ongoing communication will be to clearly show what the socialising rules are (and how they are different to England and different across regions of Scotland- as relevant).

With all this said:

- The core strengths of the TV concepts could be built on to make an engaging communication that will act as a decent reminder of the need to follow the rules over the summer. Within this:
 - o It will be important to ensure that the scenarios represent the wide range of types of socialising that will be relevant across the population- both private and public place socialising.
 - o There will need to be a clear depiction of the rules that we are being reminded to follow.
 - o There will need to be a clear reason presented for why the rules need to be followed- this could be related to the risk of new strains or the fact that the vaccination programme will not be fully effective until everyone has received two doses....and without compliance, there is a risk that we could go back to a place where freedoms are again lost.
 - o And of course, the communication will need to be developed to ensure there is cut-through within the wide mix of COVID-19 communications that the audience has been exposed to over the last year.
- As a development of this core options- there is an argument to say that a specific segment of the population be focused on rather than trying to engage with the whole audience:
 - o Young people could be focused on- with more representation of venue based socialising.
 - o Families could be focused on with more representation of kids.
 - o Older members of the population could be focused on with more depiction of home based socialising.
- Further to these suggestions, it could be argued that the core message of ‘keep following the hygiene protocols’ is not one that the audience needs to hear, for no other reason than they know the rules very well. As such, it could be argued that the role of the summer communications could be to do two jobs:
 - o First, ensure that the population is clear about the fact that there are still restrictions on our freedoms and that it is important to adhere to the rules.
 - o And to provide a reminder of the fact that there is an ongoing need to keep adhering to the hygiene protocols- with this being better done through ambient communications at times when the audience is more likely to consider a rule ‘tweak’:



- E.g. with communications at off licenses, in places where BBQ kit is being sold, in parks, in and around public social venues such as cinemas
- With this communication being undertaken through partnership work and through a strong ambient space presentations
- Finally, there is an argument to focus communications on the key reason why it is important to ensure the rules and hygiene protocols are followed in the summer. That is:
 - Because the vaccination programme is not yet able to protect us- because it is not yet complete; and because there is an ongoing risk of new strains.
 - So in effect, make these core issue the centre of communications rather than as a secondary add-on to the messages as the have been presented in the concepts tested.
 - So, the core proposition for the summer communication could be 'until the vaccination programme is complete we are still at risk....particularly from new strains....so make sure you know the rules (in your area) and follow the rules and the hygiene protocols.'
 - This proposition, it could be argued would carry a more hard hitting tone that would allow cut through of the message.