

# *Is there something wrong with this picture?*

If you want to engage people other than those already concerned about climate change, then yes.

Our research shows that there is a high degree of differentiation within society when it comes to how people think, feel, and act in relation to climate change. People who are less concerned, or dismissive, about climate change are also less likely to be interested in nature, and less likely to connect with communication invoking nature - they may even find it annoying. There are other advertising concepts which get more wide-spread support.

We can help you define your market, build actionable profiles of the segments within it, and develop effective communication and commercial strategies.

**Base your strategy on analysis, not assumptions.**

<http://analysisnotassumptions.com>



**Haddock**  
research & branding

*Providing vital information to those creating a low carbon world*

A full service market research agency dedicated to the low carbon economy, publishers of the Environmental Choices™ syndicated reports.

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