



# AMERICAN VALUES TRUMP VOTERS SPECIAL

ONE MINUTE TO MIDNIGHT



Gromotion

# WELCOME

Ultimately Joe Biden will become the 46<sup>th</sup> President.

**But we can't forget that over 70 million Americans voted for Donald Trump. We also can't simply dismiss these people.**

For this project we've focused on soft Trump voters. Not hardcore 'Trumpers' but people who thought through the options and plumped for Donald Trump. We worked with the brilliant [Gromotion](#) to recruit a rich, tight target (one seemingly missed by pollsters!)

This was a fantastic opportunity to put our Values led approach into action . We know that our [Values Game](#) can be a powerful tool when trying to get deeper faster. Here it really enabled us to understand this audience on a more emotional level, unearthing what drives their perceptions and behaviours.

Exploring values isn't just about identifying them though, it's also about understanding how they're lived. This is particularly important when trying to genuinely understand an audience that don't seem to see the world as we do.

We'd love to talk to you more about some of these issues. Please do get in touch, [andy@oneminutetomidnight.life](mailto:andy@oneminutetomidnight.life)



Hear from Andy from our US office talk about this project scan the QR code



# THEIR VALUES

This audience's values (and how they live them) tended to be individualistic, and rooted in the world and community they can see rather than anything broader. Self Direction, Achievement, Tradition and Security were very much focused on them and their small circle.

Benevolence and Universalism emerged as secondary values but again it was about living these values in a very tangible way; e.g. making sure everyone in their neighbourhood is given a fair chance.



# THEIR VALUES

## ACHIEVEMENT

AMBITIOUS / SUCCESSFUL / CAPABLE



"I LIKE TO BE SUCCESSFUL AND TO HAVE MY ACHIEVEMENTS RECOGNISED"

ONE MINUTE TO MIDNIGHT

## TRADITION

TRADITION / RESPECTFUL / MODEST



"I FOLLOW THE TRADITIONS AND WAY OF LIFE OF MY FAMILY AND / OR RELIGION"

ONE MINUTE TO MIDNIGHT

## SELF DIRECTION

CREATIVE / DIFFERENT / IMAGINATIVE



"I LIKE TO THINK UP NEW IDEAS AND BE CREATIVE"

ONE MINUTE TO MIDNIGHT

## SECURITY

SAFE / DEPENDABLE / SECURE



"I LIKE TO BE SAFE AND SECURE AND I AVOID ANYTHING TOO RISKY"

ONE MINUTE TO MIDNIGHT

Their values paint a picture of very driven and determined people, with their family and friends at the core of everything they do



# ACHIEVEMENT

## JASON, FL

"If you'd asked me before it might have been fun but right now it's achievement. I have goals I want to achieve for me and my family... you've got to be the best you can be at everything. You want to be recognised."

## NEEL, TX

"You want to keep trying, keep moving forward. You may be really good at a hobby but try something new. I didn't used to be this way but I've started to open this door up. It's quite personal, let me try to meet new people or try something new like a new work out... just getting out of my comfort zone to shake things up."



They feel a responsibility to be the best and to always improve in every aspect of their life.

COVID has fed this value, they need to be self motivated to keep pushing on at work, even if working remotely

\*This was stronger for the men than females

# SELF DIRECTION



Self Direction and Creativity have developed this year. Creativity can be a form of escapism but it has also increasingly become a way to survive the current times, to make life a bit better for their families. Here it can almost be about finding 'smart' solutions

## KIMBERLY, TX

“Being creative is brain juice for me, it makes me happy and what’s life without being happy. I’m a girl scout leader and I’m trying to be creative to help us earn our badges and the girls have fun and stay connected. We’ve had to be really creative, especially with COVID you have to be creative to get anything done.”

## DAUI, OH

“I was on the student government and I was trying to find creative ways to bring people together. People felt excluded from some events so we made a social that brought people together through new ideas. It makes me feel that I’ve created a significant impact and not just going through the motions.”

## JASON, FL

“I’m always thinking of new, fun ideas to do around the house. Creating new spaces and putting new stuff up. I’m into Twitch and want to be a streamer because I’ve got great ideas that I haven’t seen people do and marketing ideas, crazy ideas I’m thinking of creatively.”



# TRADITION



## DAUI, OH

"Culturally as a Chinese American, growing up I was raised with this traditional mentality. It's something I subconsciously think about, when I'm thinking of new ideas there's always this pushback with how I emotionally respond to things."

## AMY, FL

"This is especially important to me and raising my girl the way I was raised. Religion is very important to me and my household... I identify as Cuban American so I have a mix of cultures that we combine for American traditions and Cuban traditions and my daughters learning the language which is very important to me."

For many, tradition means preserving the culture they were brought up in.

For 1<sup>st</sup> or 2<sup>nd</sup> generation immigrants there's a real sense that America is still a land of opportunity vs where they came from

# SECURITY

## ANNA, FL

"With the kids, they had the option to go to school but we kept them doing online classes even though they're missing out on the social aspect. It's just not knowing what could happen with COVID-19. Working in healthcare, I know how crazy the cases are so I'd rather be on the safer side for their health."

## NEEL, TX

"This has always defined me, I want to have control over most things in life, not to the extreme but I won't quit my job and move to the beach. I want to make sure I dot all the I's and cross all the T's. With work I continually check my emails and it's the same in my personal life I want to stay on top of everything so it's all organised."



The security value has become prominent since the start of COVID. Security is about feeling in control, and that has been harder to achieve in recent months

Security means protecting their family, especially for parents



# SECONDARY VALUES



These values are often linked together. Many connected with these through a focus on family and the community around them. These values tended not to stretch further than their close connections or neighbours down the road.



**BENEVOLENCE**

## RAPHAEL, FL

"I think that we as human beings need to take care of others, especially here in the US where everyone is really stressed - you forget to take care of family and friends. If you can help do it, that's the only way society can go forward."



**UNIVERSALISM**

## KRISTI, TX

"The way I live my life I'm trying to be a good person, I won't change anything drastically, I want to seek change without violence. I really like the ethical, responsible, fair at the top. I agree that everyone should be treated fairly."

# THEIR WORLD

This audience feel more upbeat and generally more positive vs. other US audiences we've engaged recently. Their approach to COVID focuses on making the best of things.

Self Direction and Achievement seem to be driving how they approach COVID too. They're looking for creative ways to stay in control and keep life on track for them and their family. Coping/managing through a pandemic has become part of achievement too; taking personal responsibility is a key part of being capable.

Beyond the pandemic there's a belief that the world/life was pretty good before and will be again. As they look to the future they look to the past, they want things to go back to how they were. Life/the world felt pretty good in 2019 for this audience!



# PRESENT

This audience doesn't want to be seen as victims of circumstances but to 'take responsibility' and make the best of things

As such they present themselves as being upbeat and taking the positives from the pandemic

**Can brands better capture this 'making the best of things' tone?**

## ANNA, FL

"It has been different and crazy, the kids are doing online classes. My husband works half online and half onsite but at least we have the option to be at home... It's actually nice to work at home because I can manage my time, I don't have to drive back and forth. It's convenient and if there's an emergency I'm already at home."

## DAUI, OH

"I've been able to keep in touch with friends over text and zoom and I did reconnect with an old friend when I moved here so that's been a plus. Overall it's been good, because I work so much it's been easier being at home and not commuting."

## JASON, FL

"I'm usually a fulltime dad at night so play with the kids and having fun. We try to find stuff to do but with COVID it's different now, we find new ways to have fun. There's usually something fun going on so I can't really complain."

# COVID

But, they do miss the old times. This audience felt America was a great place in 2019, and they miss that. They miss the confidence and control they felt

They tend to be very social. They miss going out without having to wear masks or worrying they're standing too close to someone and being judged for it

**Can brands enable them to feel more in control of their life through COVID?**

## KIMBERLY, TX

"We're a very social family, we like to go out. I want to get back to how things were. We've got Grandparents that we visit and we did a Friends Giving... we all went outside, wearing our masks, keeping six feet apart but it wasn't the same."

## KRISTI, TX

"I've been living alone for 9 years but it's been an adjustment, going to the gym and meeting friends in the park... that's all stopped. It's much more virtual... I'm very close to my parents and I like spending time with them. I'm seeing them once a week and bringing them groceries... hopefully things can go back to normal."

## RAPHAEL, FL

"We're in the middle of the Pandemic so I work from home 50% of the time. I like working from home every now and then but it's more productive to work in the office and you get to see and speak to people outside of your home, from a safe distance of course."



**Unity** came through the strongest, there's a big sense of acceptance of results from the election and everyone coming together to embrace this and to see what 2021 brings.

They're not looking for the pandemic to be the catalyst for change. They want things to go 'back to normal', back to how life was before COVID began

**Can brands support this return to unity, whilst also acknowledging that 2019 wasn't as idyllic from everyone as this audience remember it?**

#### KIMBERLY, TX

"I hope everything gets back to normal, there was a meme on Facebook that said 2021 said 'hold my beer and watch this'. I want things to back to how they were. I also hope for cohesion, everything is politics and everyone has an opinion. I want respect for everybody, it doesn't matter what party you believe in. We need to be more understanding of each other."

#### NEEL, TX

"I hope we can get back to where we were. I hope the vaccine hits so people can get back out there and do the things we use to do without the scrutiny, if you go to the gym it's like you're committing a sin. If you're not strict then you're the bad guy. I want to go back to socialising and being friendly with everyone."

# FUTURE



# BRANDS

JASON, FL

AMAZON

"Amazon is more tech than anything else right now, they're innovative. I know not everyone likes it and there are issues but I couldn't live without it... They do a lot of things that people don't know about."

DAUI, OH

DOVE

"They have some great ads, I like how they talk about self esteem and not photoshopping, I believe that's important. If they were a person they'd be someone who's deeply concerned, they'd be the friend that can strengthen what other people need the most."

ANNA, FL

NIKE

"They're tagline 'Just do it'... there are times that feel like we're giving up but those three words make you feel like you can do it and you can try, it's inspirational."

Their favourite brands may seem like obvious choices but we wanted to focus on the reasons behind why they chose them... their emotional attachments to them and how they help them to live out their values day to day.

For the men the brands fits in with their needs and fits around their lifestyle, Amazon leads to Achievement, AT&T leads to Universalism

On the other side, women tend to chose brands that mirror who they are as people i.e. adventurous, different, compassionate – words they'd use to describe themselves.





# IMPLICATIONS

At first glance this audience doesn't seem all that unique; values focused on Achievement, Self-Direction, Security and Kindness; most positive towards brands like Nike, Sony and Dove

But this is why it's so important we really listen and go deeper. The human truths lie in how these values are lived. It's only by understanding this that we can create meaningful connections

Despite Biden winning the White House it feels as if he (and most of the media) has so far failed to connect with this audience

Are you and your brand listening hard enough?



**SCAN ME TO HEAR FROM SCOTT, FOUNDER OF GROMOTION, TALKING ABOUT THEIR ETHOS ON RECRUITMENT AND HOW THEY RECRUITED SOFT VOTERS FOR THIS PROJECT.**





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