

WORLD'S LEADING NGO

TRANSFORMS THE LIVES OF MORE KIDS



HOW NEWRISTICS TURBOCHARGED THE MESSAGING
EFFECTIVENESS FOR ATTRACTING DONATIONS FOR A
LEADING NGO.

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WORLD'S LEADING NGO transforms the lives of more kids

BUSINESS SITUATION

- Company X is one of the world's leading humanitarian organizations focused on helping children in developing countries overcome poverty and injustice
- Working with 100,000s of individual donor sponsors around the world, Company X helps fund the needs of millions of children.
- Attracting and retaining donor sponsors is a challenging task because there are enormous barriers to donating money for good causes even among people who believe in the cause.
- Further complicating the task was the fact that Company X was looking to optimize its donor sponsor messaging across 100+ countries and multiple channels of outreach.

SOLUTION

- AiGILE identified 30 dominant heuristics that serve as barriers for sponsors to donate money, further prioritizing heuristics for first-time donors vs. repeat donors.
- AiGILE generated a large inventory of 500+ heuristics-based messages to drive donations.
- Messages were tested in a large quant market research study which produced an optimal bundle of messages that became the new global messaging platform for Company X.



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finds winning messaging for millennials

RESULTS

Insights from winning messaging

- 8 heuristics rose to the top across the 5 countries included in the research – Accountability Bias, Belief Bias, Positive Outcome Bias, Compromaxing, Hyperbolic Discounting, Specialist Effect, Authority Effect, Framing Effect

- The winning messages were driven heavily by Positive Outcome Bias heuristic, incorporating the heuristic into all of the important messaging themes – Empowerment, Inclusivity, and Sustainability

Market Research Performance

- 95% of messages featured in the winning message bundle from the research were heuristics-based.
- The preference share of the new heuristics-based messaging was 1.3X higher than the current messaging used in market by Company X.

In-market Performance

“This [study] changed everything. Newristics enabled us to truly leverage our differentiators in a way that maximizes our impact to touch as many hearts and minds as possible.”

- Senior Marketing Director

