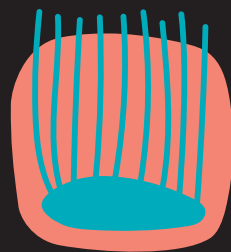
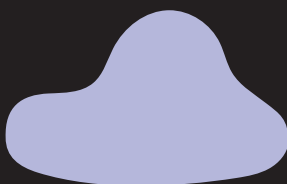
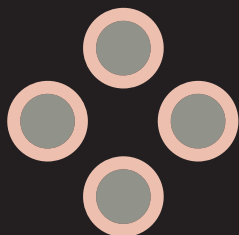
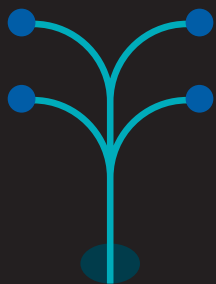


# BRAND PEACE.



# Peace.

## Foreword

MOD. seeks to present exhibitions that challenge and delight, that provoke and inspire. Exhibitions that help young adults connect with science, art and innovation to find ways in which to navigate their future.

WAGING PEACE is the second exhibition for MOD. at the University of South Australia. The exhibition explores whether we can fight for peace. Importantly, it moves beyond the individual actions we might take to instead get people to think about how systems, infrastructure and technologies can be configured in pursuit of peace.

The need to think about peace differently exists in a context where there is greater polarisation in communities and that digital disruption to news means we've seen the proliferation of misinformation that potentially threatens the stability of democracies. Peace is a really important and timely topic.

To understand how people think about peace, we thought of peace as a brand. The highly reputable Ehrenberg-Bass Institute at the University of South Australia has guided a study to explore this in more detail, so that we might find new ways of actively fighting for peace in our communities.

**Dr Kristin Alford**  
Director, MOD.

Marketing helps brands to grow by making it easier for people to think about, find and buy them. But marketing is not just about making it easy for people to buy things. What we know about marketing can also be applied to ideas and social issues. An example of this is the mainstream adoption of “sustainability” seen through the increase in products, services, activities and ideas that focus on being less harmful to the environment.

For “Waging Peace” we used marketing knowledge and research techniques to examine South Australians’ perceptions and behaviours around “peace”. We transferred the principles we would usually apply to brand growth to look at establishing and maintaining peace.

The most widely accepted theory on how memory works is the Associate Network Theory of memory. Pieces of information or “nodes” are linked to brands and to other nodes to form a network of associations and knowledge within a consumer’s mind. Marketing aims to strengthen and increase the link between nodes and the brand so that it comes to mind easily when the customer enters a buying situation. An important first step in building a brand (or an idea) is understanding the existing associations. This research does just that.

The research results map the current picture amongst South Australians — how much people currently think about “peace”, what specific things they know or associate with “peace” and how this varies across the population. Some of our findings were what we expected, but there were some surprising findings too – which is what makes research so exciting.

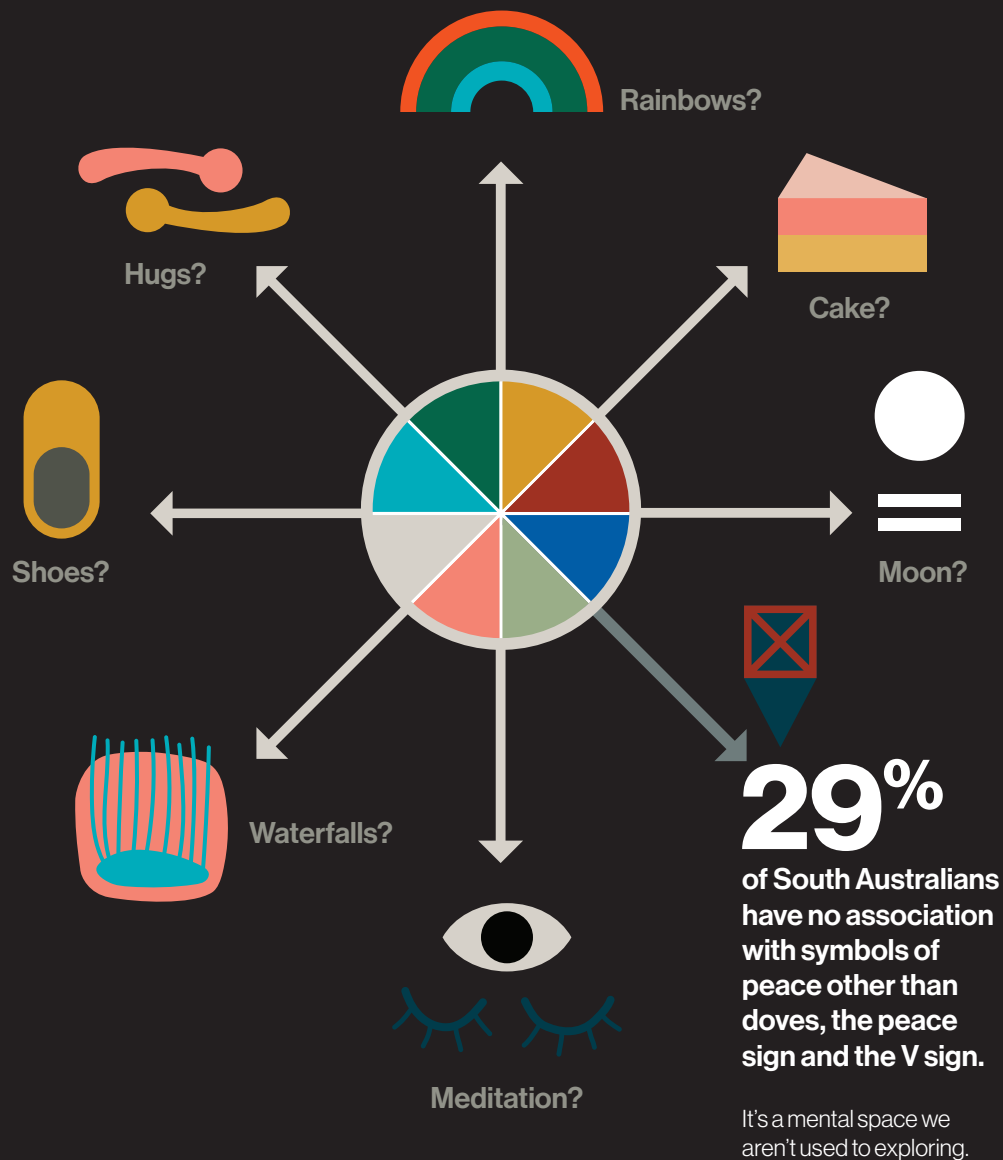
**We hope you enjoy this exhibition and that we leave you with a greater appreciation of how marketing can be applied, not just to sell products and services, but to help us better understand and grow ideas and address social issues.**

**Associate Professor Anne Sharp**

Senior Research Scientist,  
Ehrenberg-Bass Institute for Marketing Science



**Does peace  
need a  
makeover?**



One thing we expected to see was that the term “peace” would bring to mind images of doves, the peace symbol and tanks. These are things that we have been exposed to over many years through media, personal interactions and a myriad of other sources. And we did indeed find these images highly associated with peace when we showed them to people. We also found that three in 10 people couldn't think of any images or symbols beyond these stereotypes. This indicates that people don't think that much about “peace” as there aren't many developed links in their mind.

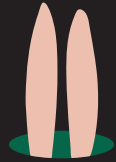
By looking at images that have been used over time to represent peace, we explored currently held associations (both words and images) linked with “peace”. The research also examined behaviours that are thought to strengthen peace as well as any perceived barriers.

This helps us to understand which behaviours can be further built upon, and also how perceived barriers may be lessened or removed. These are a means of “Waging Peace”.

# MEANINGS OF PEACE.



Cosy Pillows



Rabbits



Rivers



Heaven



Smiling



Balloons



Trees



Jesus  
God  
Buddah  
Mecca



Quiet Paddocks

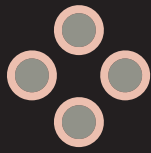


Sunsets

South Australians associate peace with these things. What do you associate peace with?



Jumping  
Dolphins



Stars



Flowers



Babies



Waves



The Sun



Puppies and  
Kittens



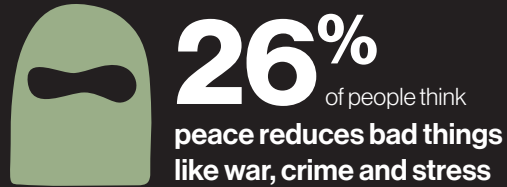
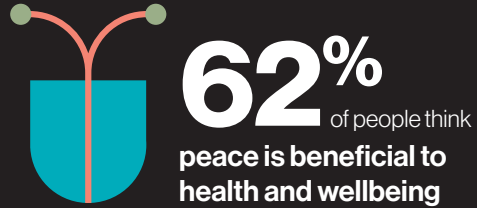
Dancing in  
the Street



Clouds

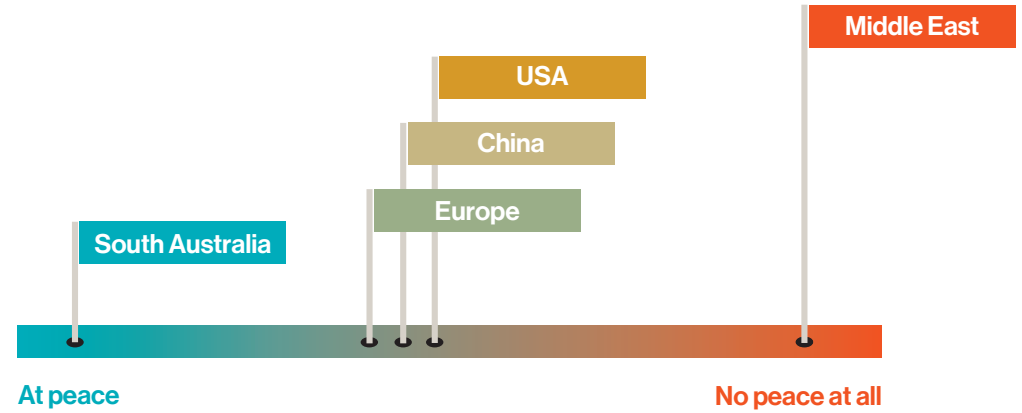
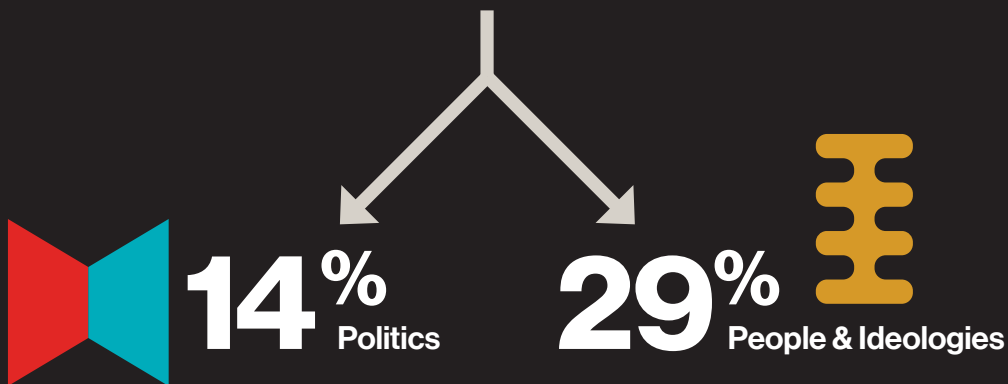


Happy faces



## South Australians perceive peace as having an impact in these ways

These are viewed as our biggest threat to peace



We also explored the perceived benefits of peace. We found that three in 10 people see the health and well-being of the community and the world as the primary benefit, three in 10 see peace as bringing emotional benefits such as calmness and happiness and, interestingly, a third see the benefits of peace as just an absence of bad things like war, crime and stress.

**PERCEPTIONS OF PEACE.**



**30%**  
of people

**Have family or friends who have served in the defence force**

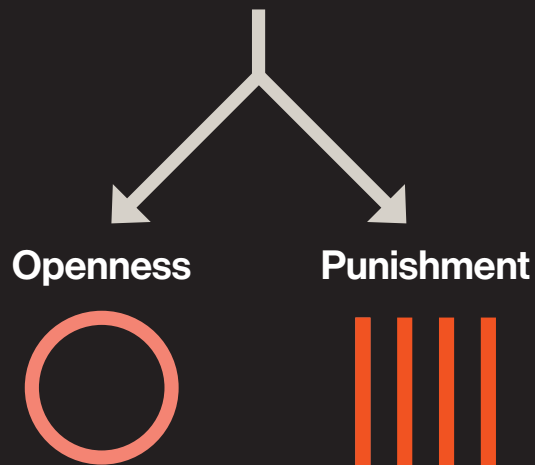
**25%**  
of people

**Have been in a country or situation that was not at peace**



## How do we maintain or improve the peace?

There are two polarising views



A high three in 10 respondents reported that they have an immediate family or friend who has served or is currently serving in the defence force. This is significant as it indicates a personal link to peace related activities for many South Australians.

Another unexpected finding was that a quarter of respondents claimed to have been in a country or situation that was “not at peace”.

A final finding, one that we found particularly interesting, is that people are polarised in how they think peace can be maintained. About two in 10 think it is through positive means such as dialogue and acceptance, while two in 10 see it coming about through having greater control and rules. This shows quite a different thought process between South Australians.

Although peace is a high personal priority for most (nine in 10), only one in 10 said they were involved in activities to maintain peace. Perhaps, even though it is a personal priority, individuals don't feel a personal responsibility to get involved. We have seen this in other contexts like sustainability. While an issue is important to someone, it is often seen to be the responsibility of someone else, usually the government.

Interestingly, several respondents who were involved in activities linked to peace did not want to specify that their activities were suggesting that, for these respondents at least, this is considered a private behaviour.

**MEASURES OF PEACE.**

**9 in 10**

**South Australians think peace is very important to them**

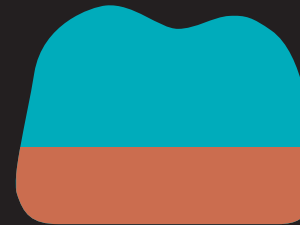


**But only 1 in 10 of South Australians are actively involved in activities that maintain peace**



# This is what peace means to me

The following are verbatim responses from participants on what they think peace means to them.



No war and resolving conflict without violence

Total world disarmament

Love and unity towards all

Everyone working to achieve a common goal

Good government, reliable policing and acceptance of all communities

## No war



Being in control

To be true to yourself

People minding their own business

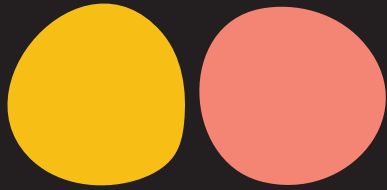
Having a future

Get on with my life with few hassles

Going camping and fishing

Free to express myself

## Freedom



Everyone gets along

Living in a society which is tolerant of racial, health, attitude and aspirational differences

People leaving me alone so that I don't have to deal with constant stupidity that I see around me

Justice for all

Equality in society and workplace

Living without bullshit

## Acceptance & Fairness



Zero to low crime rate

Kids can roam without worry

Safety to walk in the street at night

Being in an environment where I feel safe and secure and free to express myself

Living without fear

## Safety



Memories

Happiness

Hassle free, stress free

Being left alone

Quietness

Chilling out

A life with harmony

Thinking about God

## Harmony



Nature

Beautiful parks and playgrounds

Peace in the bush landscape

A safe and clean environment

Clean air and water

No vandalism

Public gardens and greenery to enjoy

Contentment in my environment

## Beauty

# How can we pursue peace?

Students were invited to create a design outcome intended to convince people to take action to aggressively pursue peace.

Work by UniSA Communication Design and Illustration students:  
Chloe Coates, Finn Gaardboe, Maria Dizazzo, Samuel Kolesnik, Maria Gaspar,  
Sun Cho, Morgan Todanai, Emily Renner and Thuy Nguyen.



# How do *you* fight for peace?



Everybody has a different perception of peace. Ehrenberg-Bass' research paper 'South Australia's Perceptions of Peace' asked 402 South Australians what peace meant to them. The responses ranged broadly, from acceptance, to no war, to god. If peace is perceived differently by everyone, then peace must be waged differently by everyone.

What is your peace?

How do you fight for it?

Designed by Peter Ehrenberg

**WHAT'S  
MISSING?**



**KID, YOU GOT TO  
MAKE IT!**

Illustration by Peter Ehrenberg

# GLOBAL MILITARY SPENDING



**A reduction of violence globally by 25% would provide two trillion dollars in peace-related savings.**  
That's more than the ever-increasing global military spending.  
That's a lot of money.

Would you rather large corporations profit from conflict, or communities profit from peace?  
Pressure your local politicians to stop this insane spending, and work instead to reduce violence.

THERE'S ALWAYS ANOTHER ENEMY  
WHEN YOU'RE MAKING MONEY.

**NO MORE WAR PROFITEERING.**

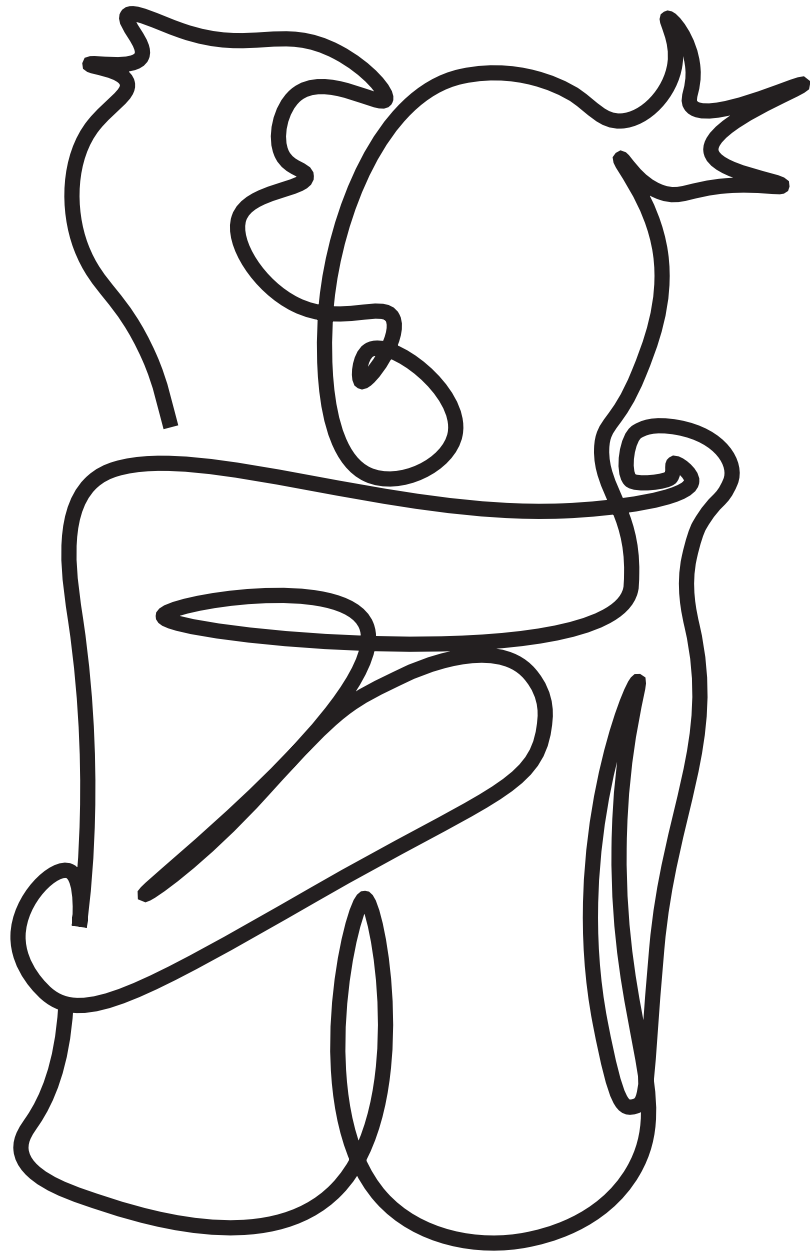


What Are We Waiting For?

# PEACE VIRUS ALERT

Get 'Peace Virus' emojis to send happy and peaceful messages to your family and friends.





LOVE

Morgan Todonai  
03.  
Peace is Simple.



# 30 BILLION DOLLARS

On defence every year in Australia. What could we do instead?



End the Global Food Shortage for 3 years



Clean water across the globe for a year



30 new cancer treatments on the market



Save the Great Barrier Reef



Free university education



Help stop the earth melting



An avocado every single day




\$1200 cash to every person



Endless possibilities

It's time to invest in peace.





**Make peace a  
piece of you.**

**MOD.**



University of  
South Australia

**Ehrenberg-Bass**  
Institute for Marketing Science



