
Designing for people
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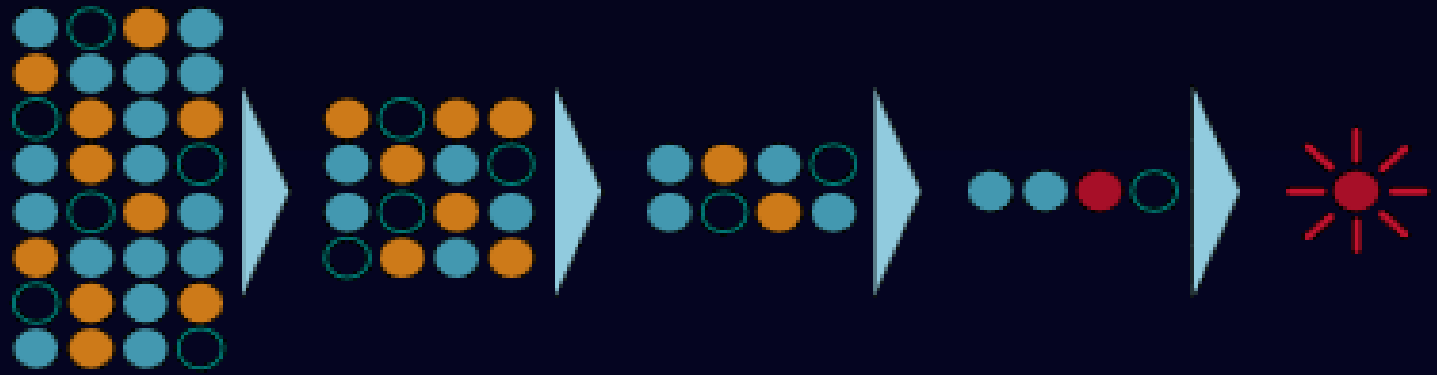
Today

1. Why should we put the consumer at the centre of our communications?
2. How do you know who is the most valuable consumer?
3. How do you make sure that the consumers needs, wants and behaviours are the foundation of your comms strategy?

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Why should we put the consumer at the centre of our communications?
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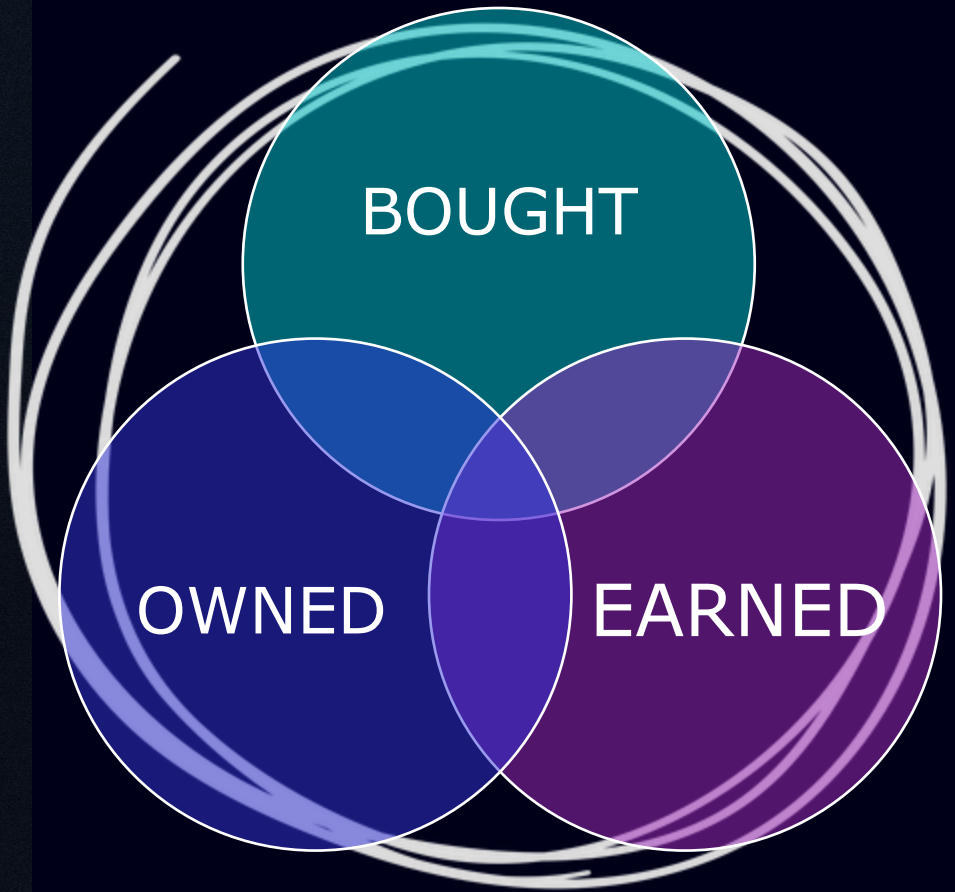
Communications used to be planned against a linear model



Then this happened






BOUGHT
OWNED
EARNED

We...



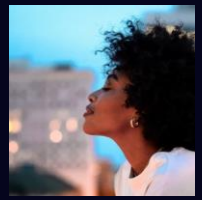

LISTEN


LEARN


LOVE








LIVE



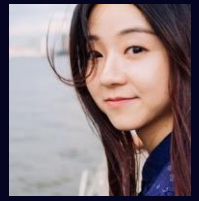

QUESTION


COOK




DATE

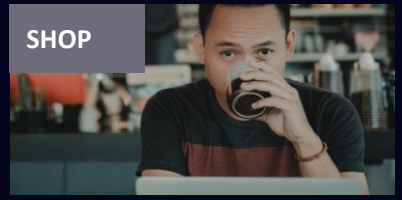

FUTURE
LEADER




PROTEST



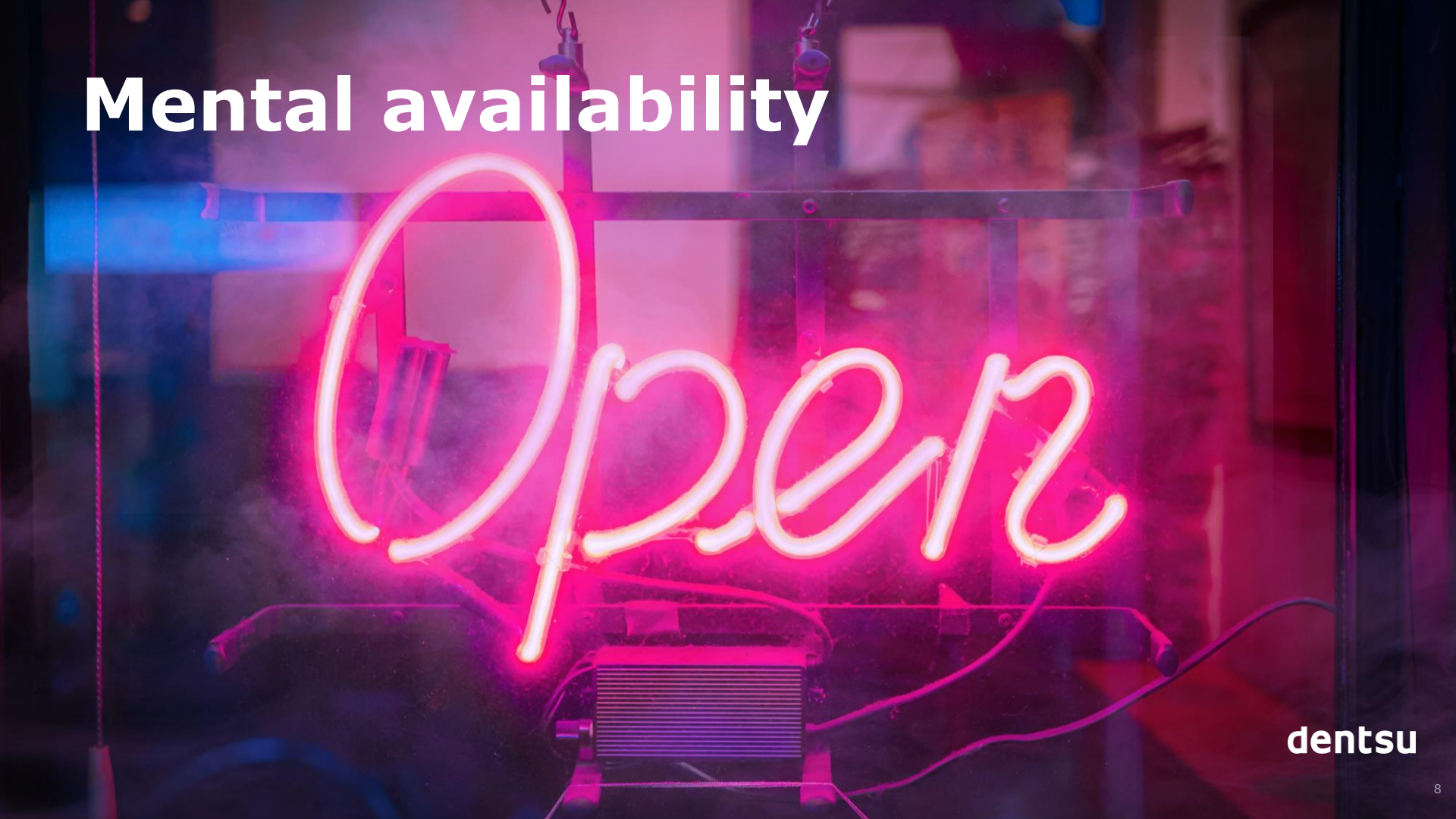

EXERCISE


SHOP



... in media

Mental availability



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Efficient

Effective



Revenue Growth

Drive Performance



More profitable

Source: Deloitte Customer centricity Embedding it into your organisation’s DNA 2014

How do you know who is the most valuable consumer?



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Use the business need to define the most valuable consumer

What is the business challenge communication needs to address?

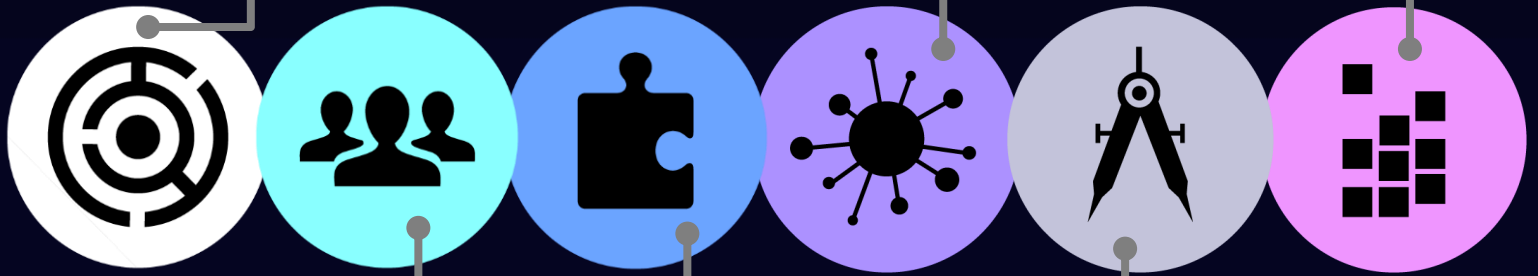
Who is the most valuable audience and what's the human behaviour we need to affect?

How will communication overcome the business challenge?

What is the idea to generate business value?

How do people experience the idea?

How do we brilliantly activate it?



Use the data you have

Web analytics	Sales data	Trend	Industry reports
Experiments	Observation	Bespoke research	Syndicated research

Humanising objectives puts them into real-world contexts

4% penetration growth › **110,000** more MVC eating xxx

45% consideration: "something I would consider" › **900,000** MVC to consider xxx



How do you make sure that the consumers needs, wants and behaviours are the foundation of your comms strategy?

Architecting plans around dynamic consumer journeys



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An example

Remedy
SKINCARE



FAKE

WHO IS THE MOST VALUABLE?

707,000 25-44 year old women in Ireland




CCS

WHO IS THE MOST VALUABLE?

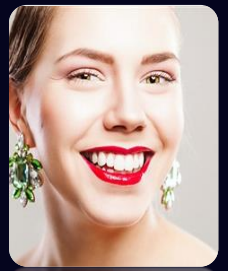
733,000 25-44 year old women in Ireland



Three attitudinal segments







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42%

Practical Patricia



Convenience, functionality and price

31%

Green Georgina



Natural ingredients, ethical code of practice and efficacy

27%

Highbrow Heather



Well known brands, quality ingredients and fashion

THE MOST VALUABLE CONSUMER

Green Georgina



Natural ingredients, ethical code of practice and efficacy

HER JOURNEY



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PRE - TRANSACTION

TRANSACTION



SATISFIED WITH CURRENT SOLUTION

I am happy with my current skincare brand, but keep a look out for new news and information

I want to use the best skincare, but natural ingredients and ethics are important to me

Social Posts, articles and news are my trusted source. Sceptical of paid beauty advertising.

Interupt Behaviour

TRIGGER

POST - TRANSACTION

FORMULATION

PRE - TRANSACTION

TRANSACTION



QUESTIONING CURRENT SOLUTION

I am happy with my current skincare brand, but I would like to know more about this new brand

I want to use the best skincare, but natural ingredients and ethics are important to me. Remedy sounds really interesting

Social Posts, articles and news are my trusted source. Sceptical of paid beauty advertising.

SUPPORT MESSAGE THROUGH TRUSTED SOURCES

TRIGGER

POST - TRANSACTION

FORMULATION

ccs

PRE - TRANSACTION

TRANSACTION



SEEKING MORE INFORMATION ABOUT MNS

I want to know more

Interested and optimistic

Social Posts, articles and news are my trusted source. Sceptical of paid beauty advertising.

DOMINATE THE NATURAL SKINCARE DISCUSSION

TRIGGER

POST - TRANSACTION

FORMULATION


PRE - TRANSACTION
TRANSACTION
Indecision Loop
READY TO COMMIT BUT PRICE AND TIMING MAY BE WRONG
I really like what I'm hearing about Remedy and I am ready to try it
Cautious and optimistic
Friends and family. Remedy website, social media and sampling
EXPERIENTIAL INTERACTION WITH BRAND
TRIGGER
POST - TRANSACTION
FORMULATION


PRE - TRANSACTION
TRANSACTION
PURCHASED AND TRIED PRODUCT
The product works really well and I know that it's from an ethical company and is 100% natural
I love this brand as it works for me at a functional level and it fits my values
Direct communications, new products and trusted advisors
AFFIRM BRAND CREDENTIALS
Loyalty Loop
POST - TRANSACTION
TRIGGER
Influence Loop
FORMULATION


PRE - TRANSACTION
TRANSACTION
PURCHASED AND TRIED PRODUCT
The product works really well and I know that it's from an ethical company and is 100% natural
I love this brand as it works for me at a functional level and it fits my values
Content and assets that make it easy for her to share
PROVIDE SHARABLE CONTENT THAT FITS HER VALUES
Loyalty Loop
POST - TRANSACTION
TRIGGER
Influence Loop
FORMULATION

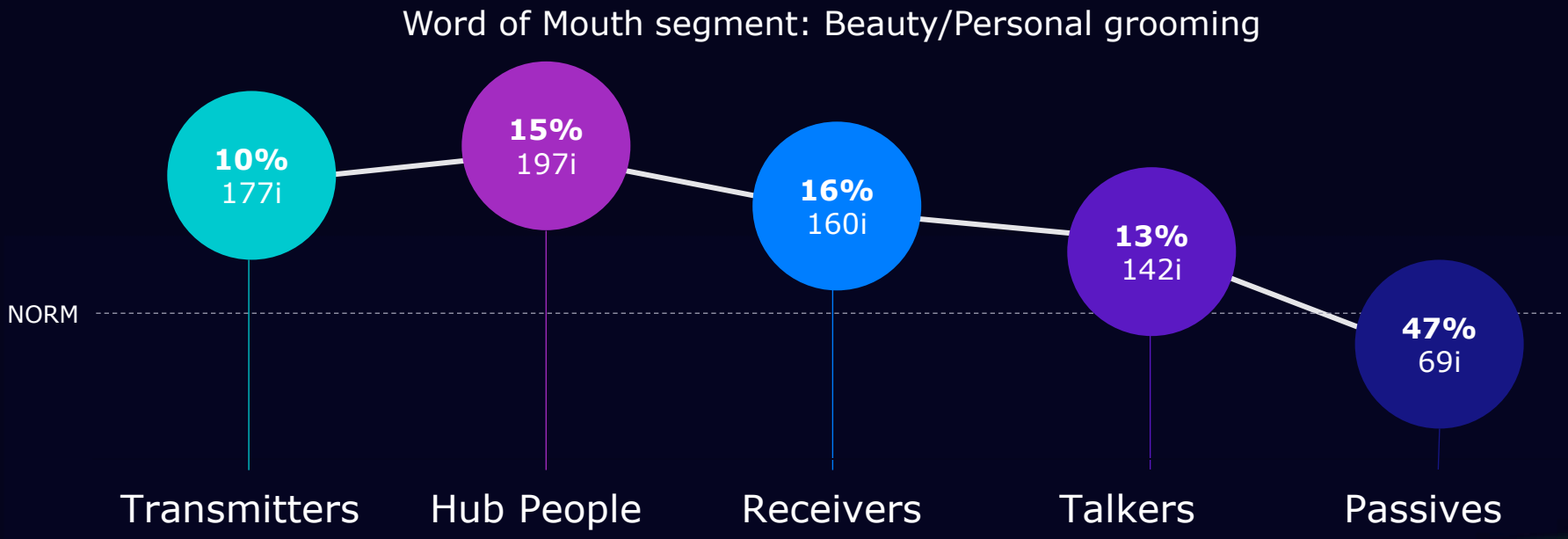

3
DOMINATE THE NATURAL SKINCARE DISCUSSION
PRE - TRANSACTION
Indecision Loop
TRANSACTION
4
EXPERIENTIAL INTERACTION WITH BRAND
Loyalty Loop
5
AFFIRM BRAND CREDENTIALS
POST - TRANSACTION
TRIGGER
2
SUPPORT MESSAGE THROUGH TRUSTED SOURCES
Influence Loop
6
PROVIDE SHARABLE CONTENT THAT FITS HER VALUES
1
INTERUPT BEHAVIOUR
FORMULATION


Indecision Loop
PRE - TRANSACTION
TRANSACTION
3
DOMINATE THE NATURAL SKINCARE DISCUSSION
4
EXPERIENTIAL INTERACTION WITH BRAND
Georgina is happy with her current skincare regime and tends to be sceptical of natural ingredients claims
Loyalty Loop
5
AFFIRM BRAND CREDENTIALS
TRIGGER
POST - TRANSACTION
2
SUPPORT MESSAGE THROUGH TRUSTED SOURCES
WE NEED TO TURN SKEPTICAL GEORGINA INTO A BELIEVER
Influence Loop
6
PROVIDE SHARABLE CONTENT THAT FITS HER VALUES
1
INTERUPT BEHAVIOUR
FORMULATION

Georgina’s behaviour



Highly engaged in social and most likely to be a part of the conversation



63% prefer to make their decisions at point of purchase and **28%** want to view or try the product before they buy



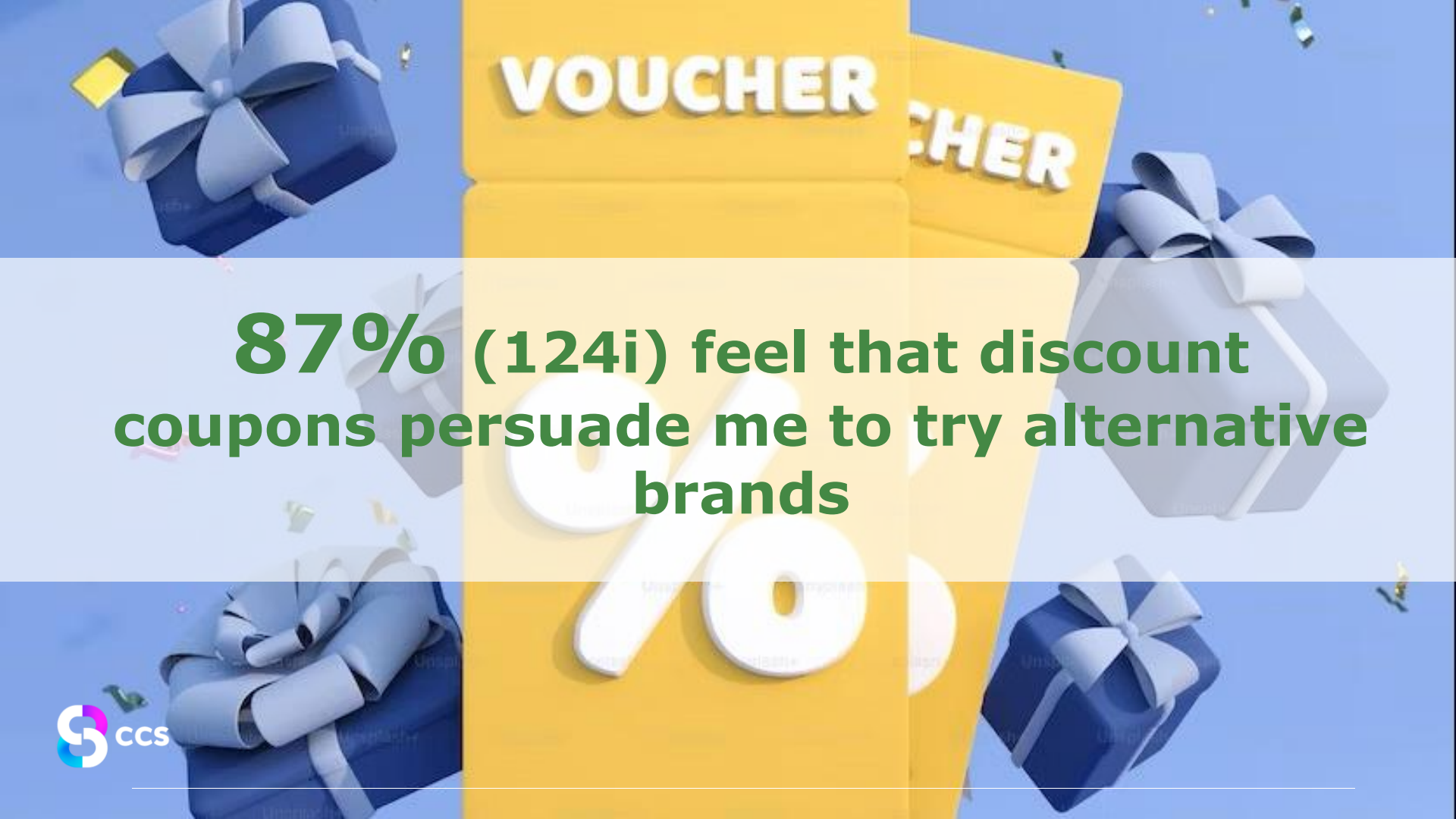
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37% (108i)
actively research skincare before buying
ccs


27% (220i) use forums and blogs to research skincare

52% (135i) immediately search online if they see something interesting on TV

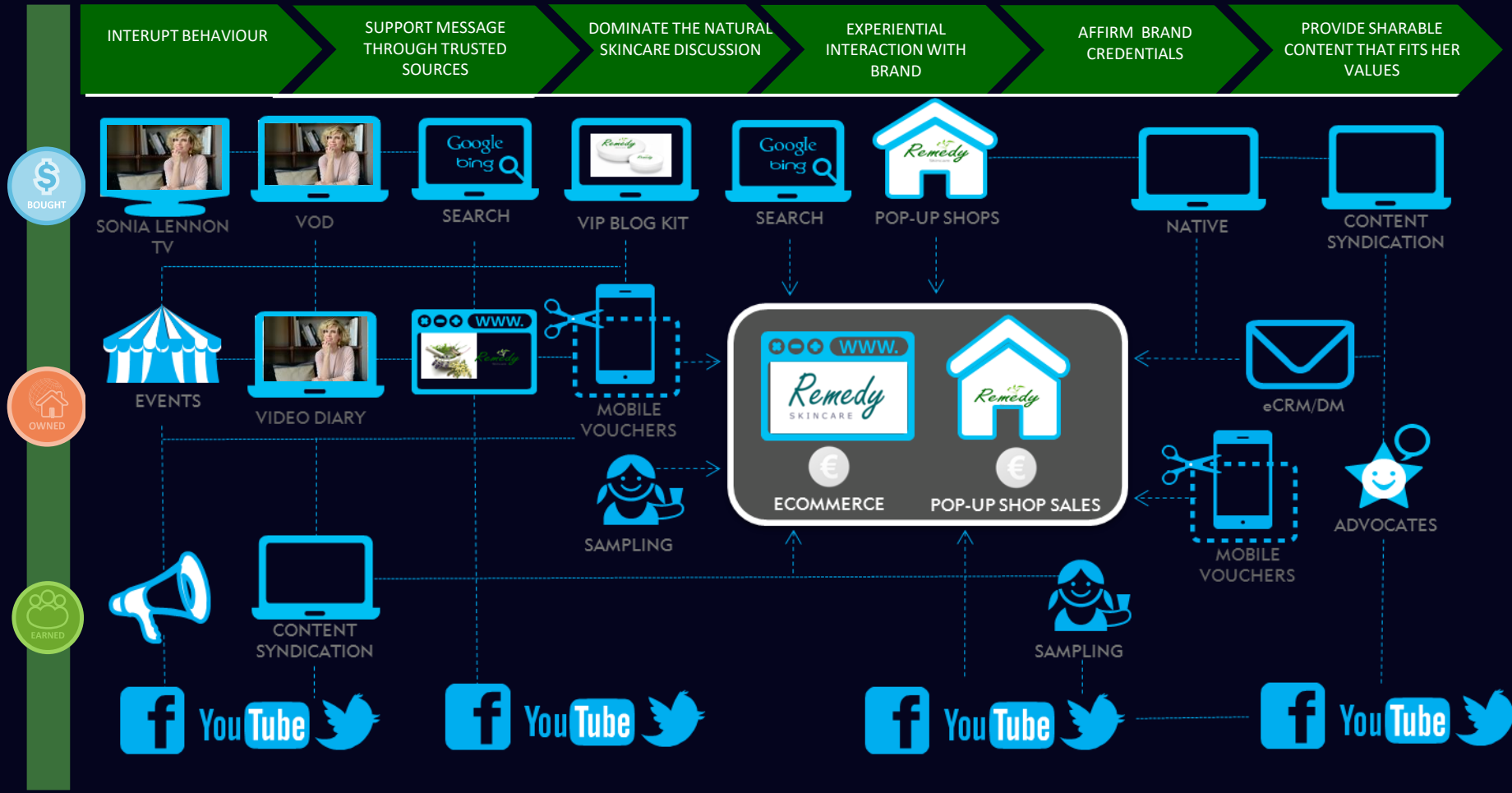


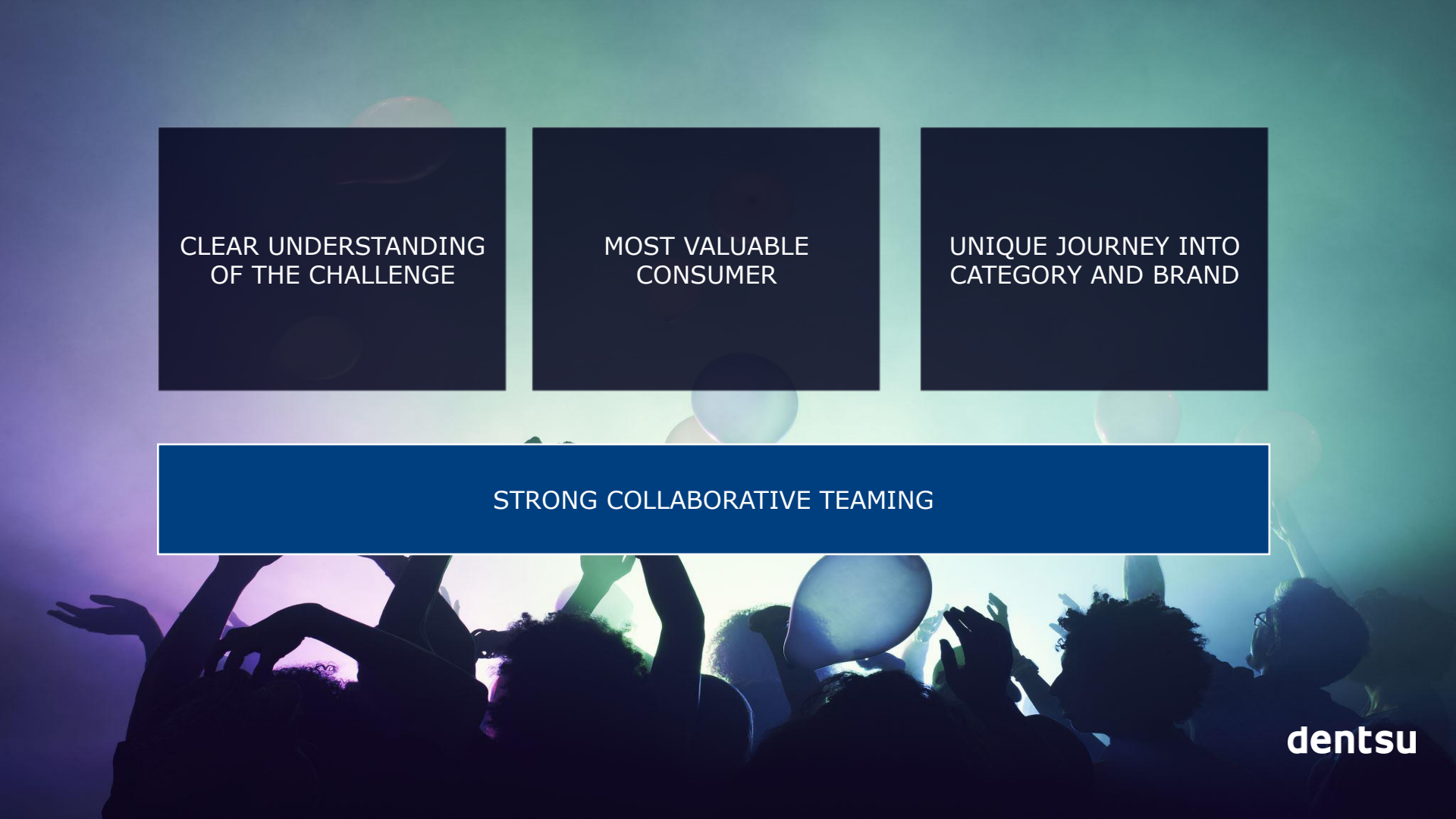


87% (124i) feel that discount coupons persuade me to try alternative brands


Indecision Loop
PRE - TRANSACTION
TRANSACTION
3
DOMINATE THE NATURAL SKINCARE DISCUSSION
4
EXPERIENTIAL INTERACTION WITH BRAND
Loyalty Loop
5
AFFIRM BRAND CREDENTIALS
TRIGGER
POST - TRANSACTION
2
SUPPORT MESSAGE THROUGH TRUSTED SOURCES
Influence Loop
6
PROVIDE SHARABLE CONTENT THAT FITS HER VALUES
1
INTERUPT BEHAVIOUR
FORMULATION


INTERUPT BEHAVIOUR
SUPPORT MESSAGE THROUGH TRUSTED SOURCES
DOMINATE THE NATURAL SKINCARE DISCUSSION
EXPERIENTIAL INTERACTION WITH BRAND
AFFIRM BRAND CREDENTIALS
PROVIDE SHARABLE CONTENT THAT FITS HER VALUES
BOUGHT
OWNED
EARNED


INTERUPT BEHAVIOUR
SUPPORT MESSAGE THROUGH TRUSTED SOURCES
DOMINATE THE NATURAL SKINCARE DISCUSSION
EXPERIENTIAL INTERACTION WITH BRAND
AFFIRM BRAND CREDENTIALS
PROVIDE SHARABLE CONTENT THAT FITS HER VALUES
BOUGHT
OWNED
EARNED
SONIA LENNON TV
VOD
SEARCH
VIP BLOG KIT
SEARCH
POP-UP SHOPS
NATIVE
CONTENT SYNDICATION
EVENTS
VIDEO DIARY
MOBILE VOUCHERS
eCRM/DM
SAMPLING
ECOMMERCE
POP-UP SHOP SALES
MOBILE VOUCHERS
ADVOCATES
CONTENT SYNDICATION
SAMPLING


CLEAR UNDERSTANDING OF THE CHALLENGE
MOST VALUABLE CONSUMER
UNIQUE JOURNEY INTO CATEGORY AND BRAND
STRONG COLLABORATIVE TEAMING
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HENRY
DENNY
& SONS
SINCE 1820