

# ARAŞTIRMADA YENİLİKLER 2012



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# USING HUMAN MOTIVATION TO INSPIRE MARKETING

Sue Phillips

Araştırmada Yenilikler Konferansı  
9 May 2012





**1. Today's Challenges**

**2. Making brands Meaningful**

**3. Impacting Sales**

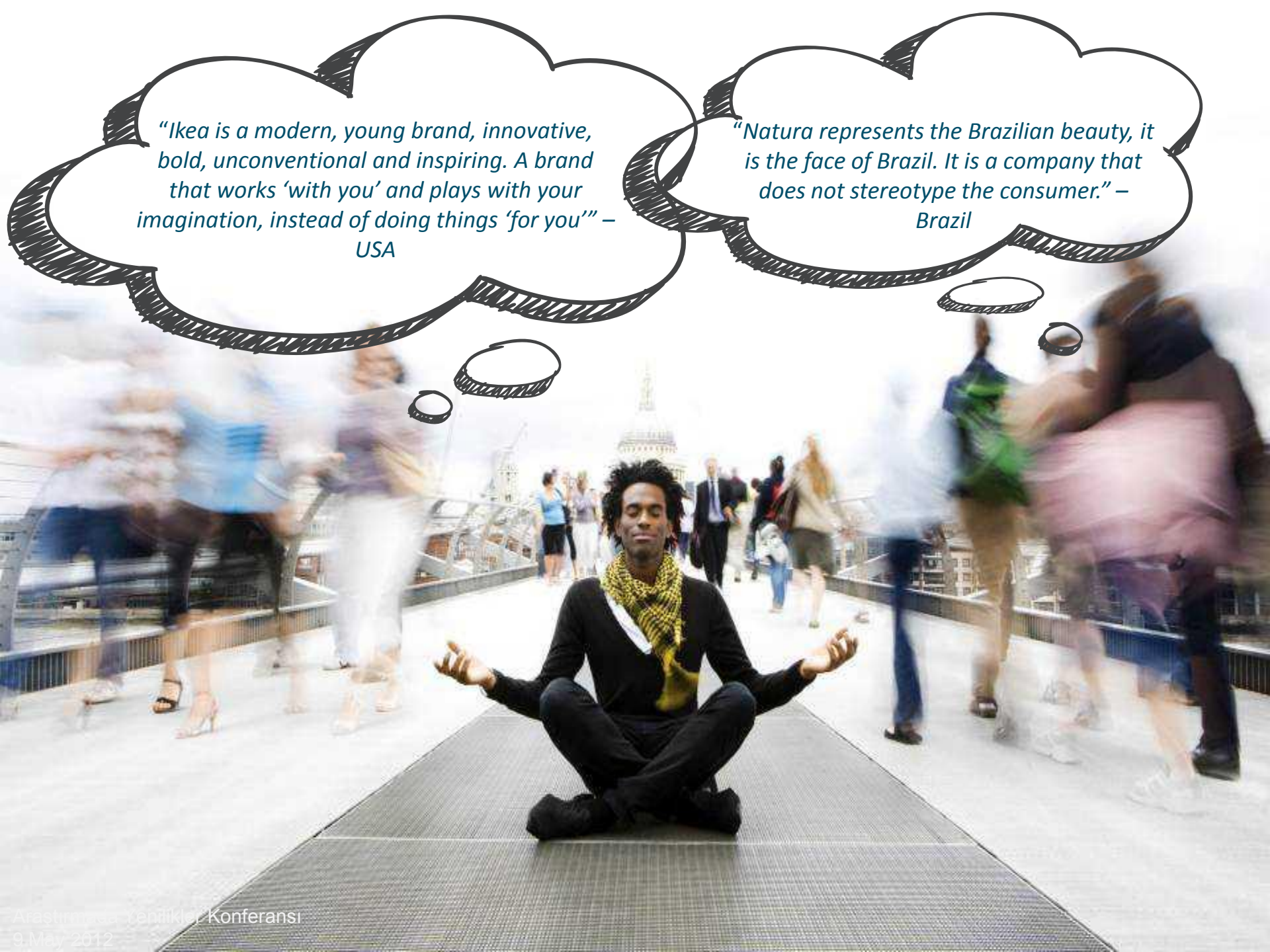
“ There is no doubt that selling things has become more complex. We have moved from a marketing world of the push salience model to a pull engagement model and so our relationships with consumers have rightly become more demanding and so need to become more meaningful. We are moving from the layers of simple awareness to deeper layers of advocacy and involvement. ”


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Jackie Hughes, former Consumer Insight Director, Kelloggs Europe, 2011

*"Ikea is a modern, young brand, innovative, bold, unconventional and inspiring. A brand that works 'with you' and plays with your imagination, instead of doing things 'for you'" –*  
USA

*"Natura represents the Brazilian beauty, it is the face of Brazil. It is a company that does not stereotype the consumer." –*  
Brazil





*"If you can't fix anything, YouTube. It even tells you how to fix things. Honestly, I am Google and YouTube. I'm one of those people, everything is Google" Australia*

*"Johnnie Walker Black Label, I love it because it's the whisky my father used to drink... So even if my friends don't like it, it's the best for me." – India*



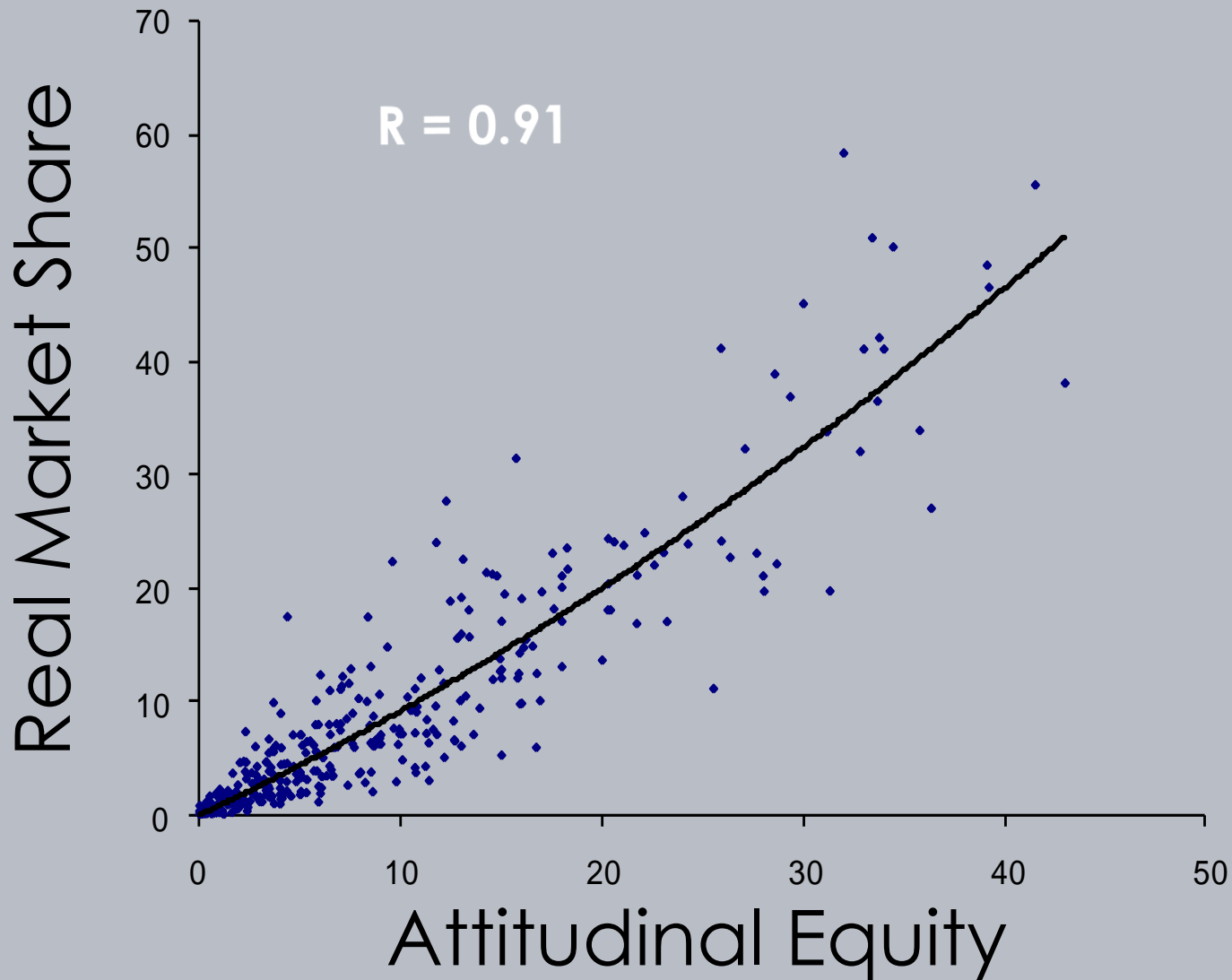
*“We've been voted the best marketer of the 20th century .. but that's because we were the biggest shouters. In the 21st century, we want to be the best listeners.”*  
**AG Lafley, former CEO and Chairman, P&G**

# WHAT MAKES A STRONG BRAND ?



IS IT MEANINGFUL  
TO ME?

## Attitudinal Equity vs Market Share

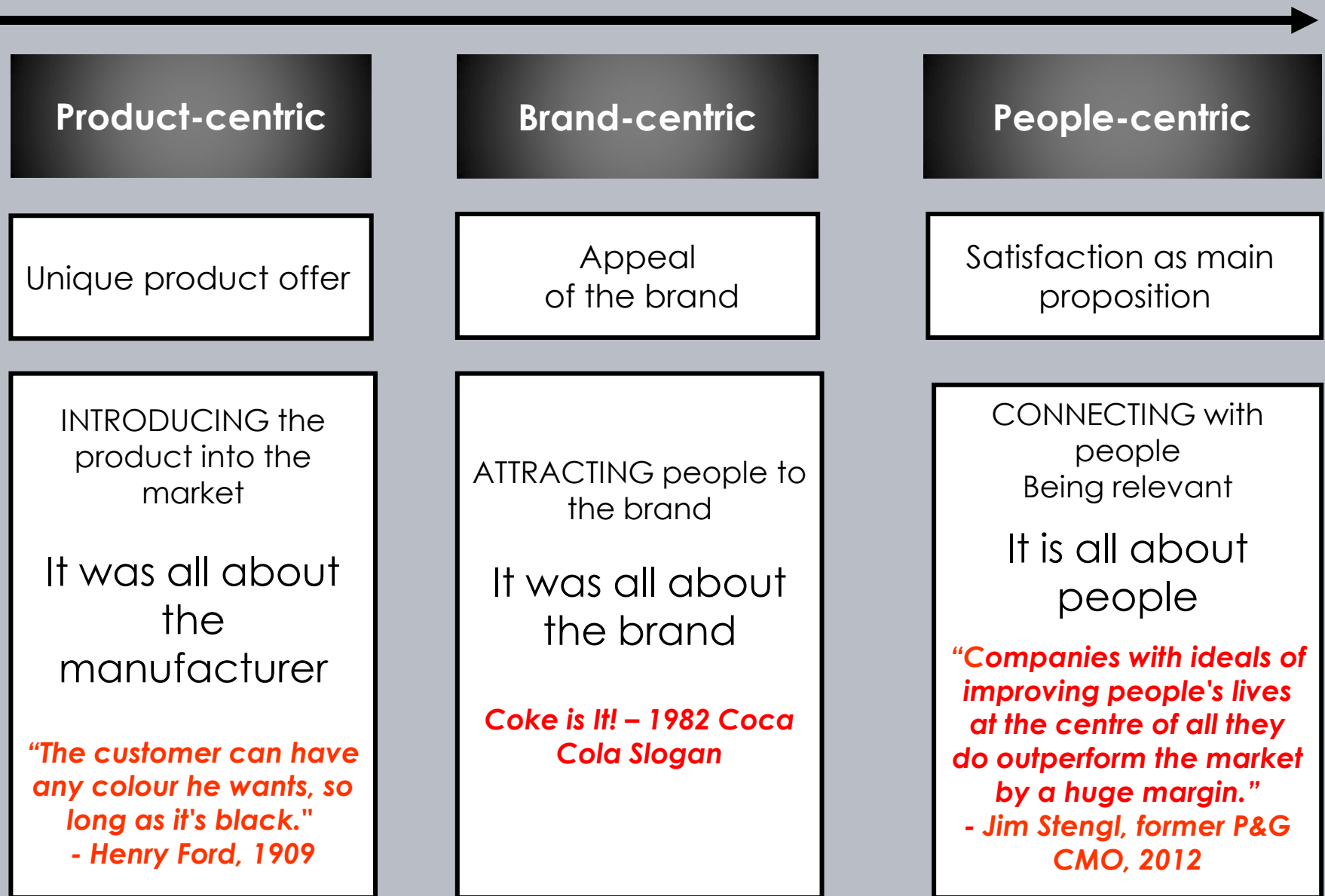


# STARTING WITH THE HUMAN BEING ....





# PEOPLE CENTRED APPROACH



# OUTSIDE-IN

## THIS IS SELLING:

Convincing people to buy  
what we know how to provide



# INSIDE-OUT

## BEING INVITED IN:

A people - centric  
approach to marketing



# HAVING A COMPASS OR A MAP HELPS NAVIGATE IN THE LAND OF MOTIVATIONS



# A FRAMEWORK TO GUIDE OUR THINKING ABOUT HUMAN MOTIVATION

## THREE CORE BENEFITS



- **People first** - all decisions are made with fundamental consumer needs at the heart
- **Precise** – granularity of description opens up those needs not yet identified
- **Universal** – comparison possible across markets

# THESE TWO AXES PROVIDE A FRAMEWORK TO UNDERSTAND 8 BASIC HUMAN MOTIVATIONS



# ONE PERSON, DIFFERENT SITUATIONS, DIFFERENT MOTIVATIONS



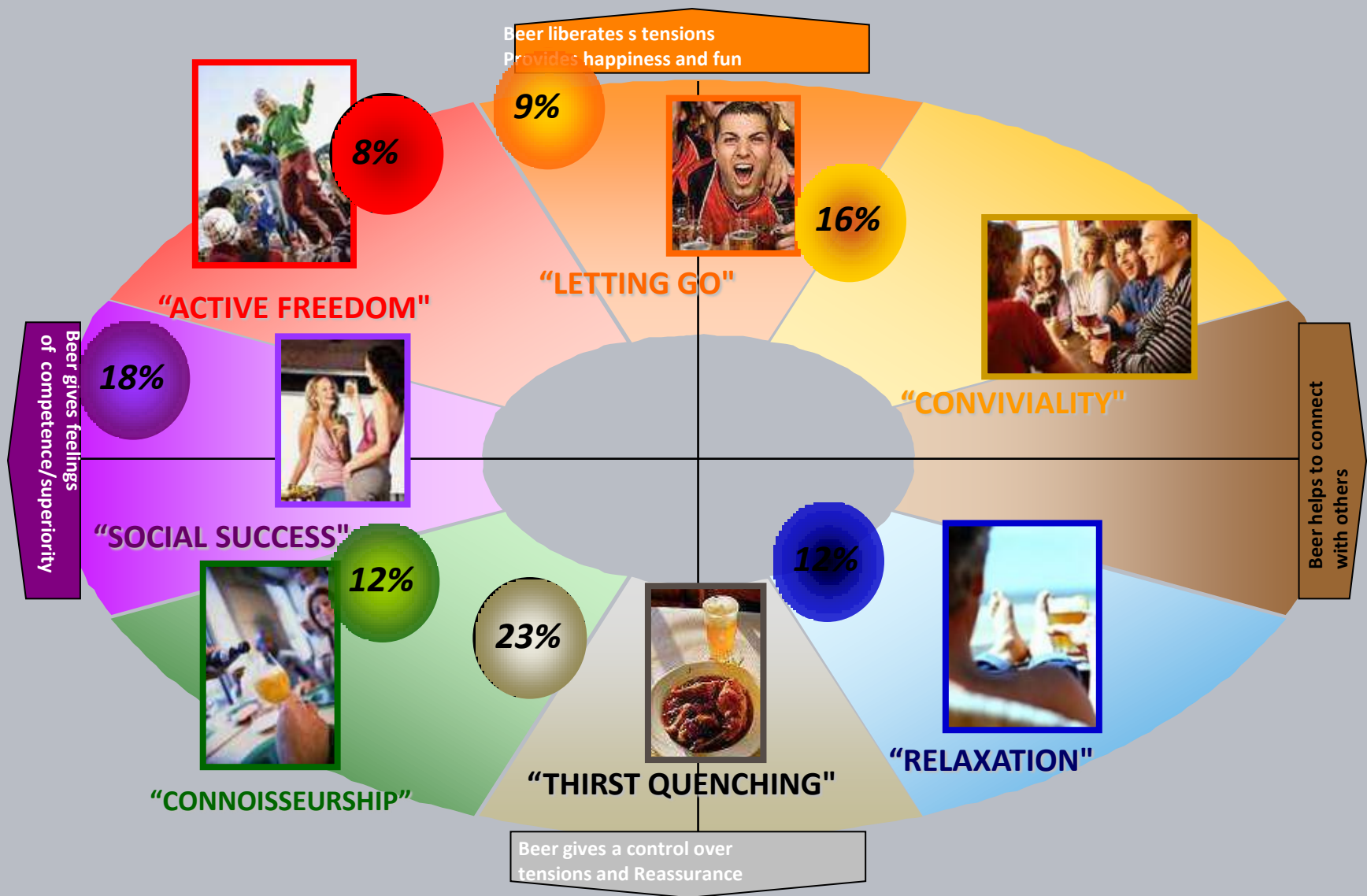
# WHY DRINK COFFEE?



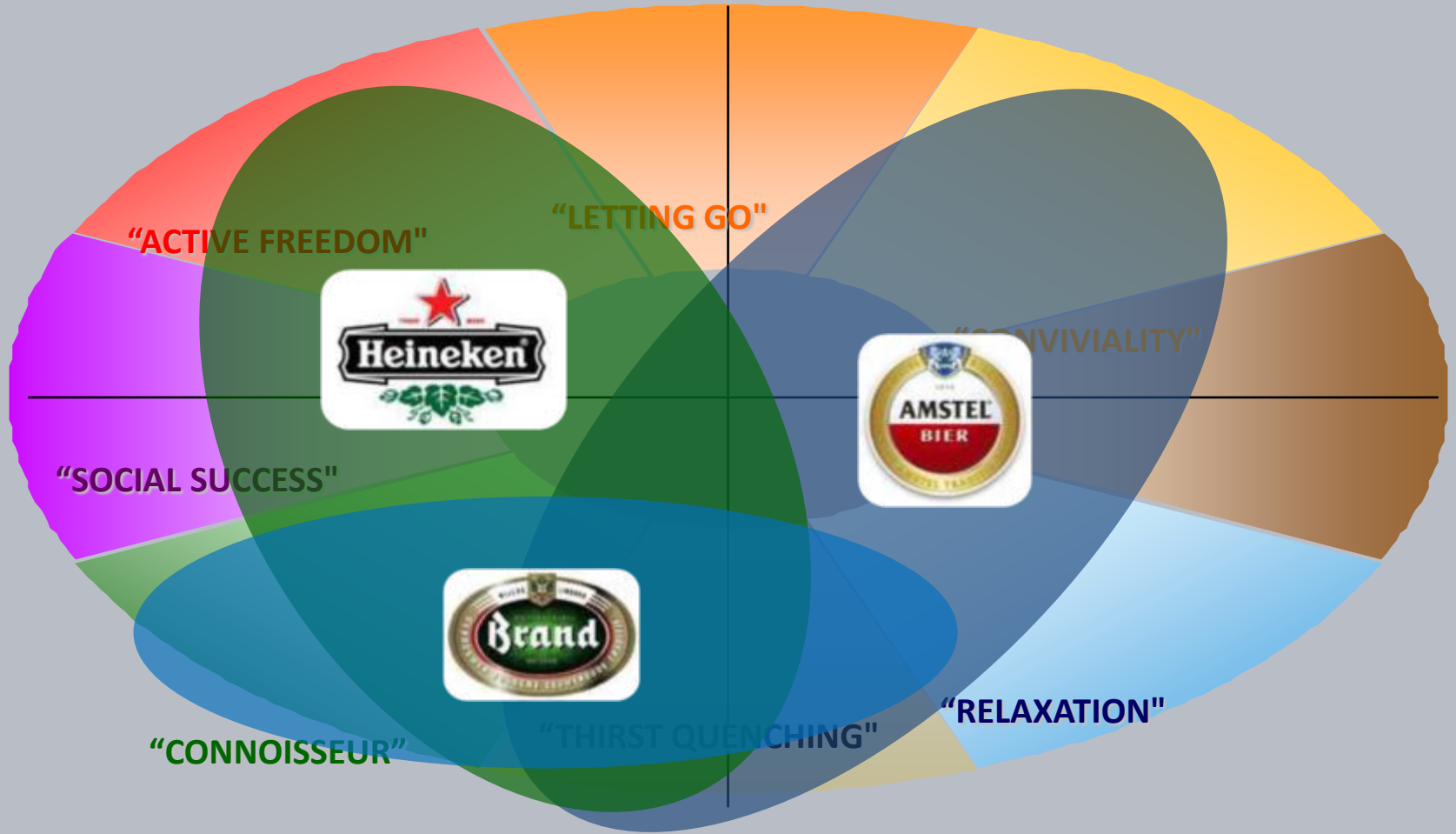
# HEINEKEN IN THE NETHERLANDS



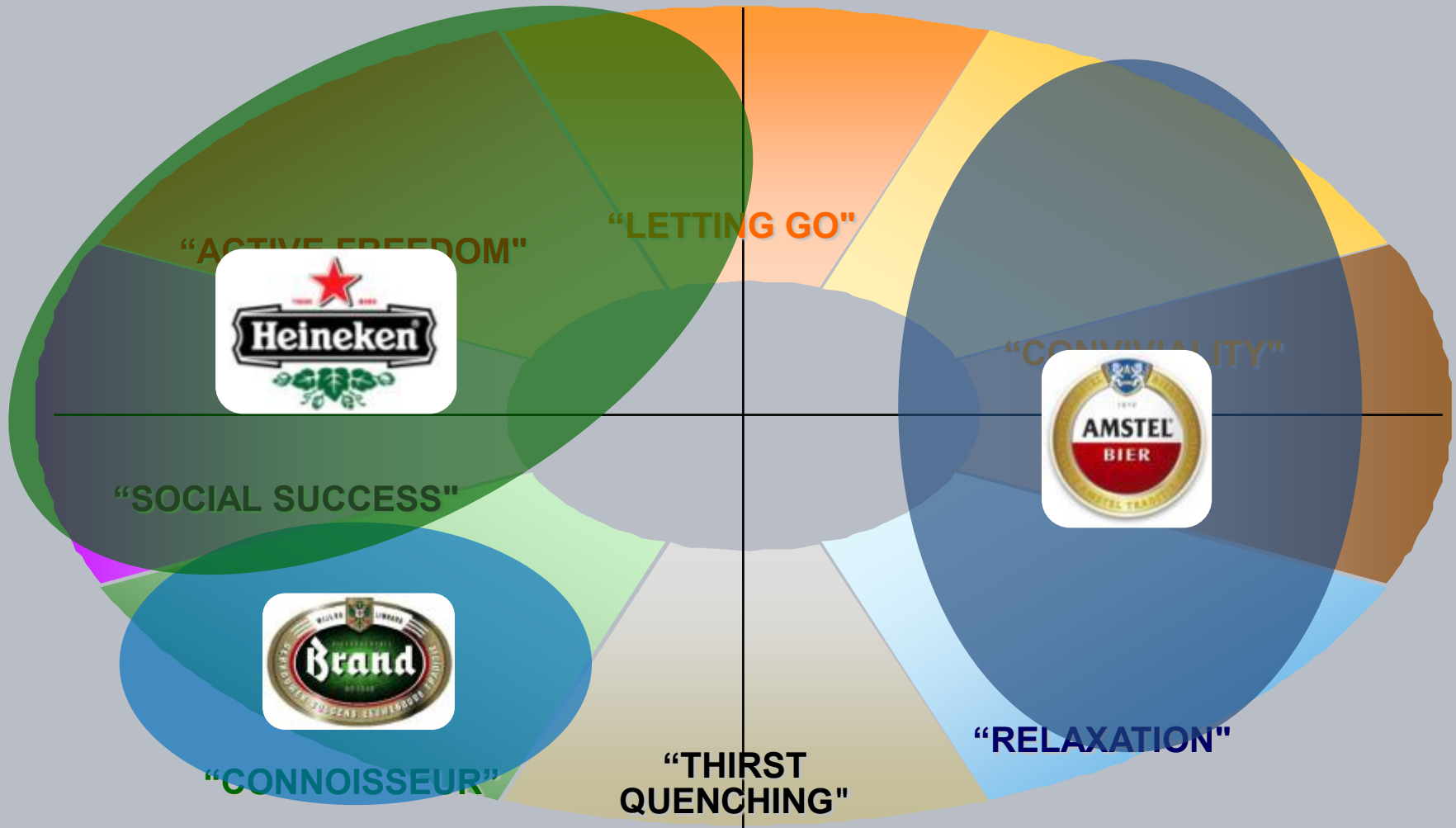
# 7 DIFFERENT MOTIVATIONS FOR BEER DRINKING



# THREE BRANDS ARE CANNIBALIZING EACH OTHER



# THE FRAME HELPS US TO REPOSITION BRANDS TO MAXIMISE SHARE OF OCCASIONS



# BRAND ACTIVATION BASED ON SEGMENTATION



PAY OFF



ECHT BIER.  
SINDS 1340.

MUSIC  
SPONSOR-  
SHIP



LOCATION

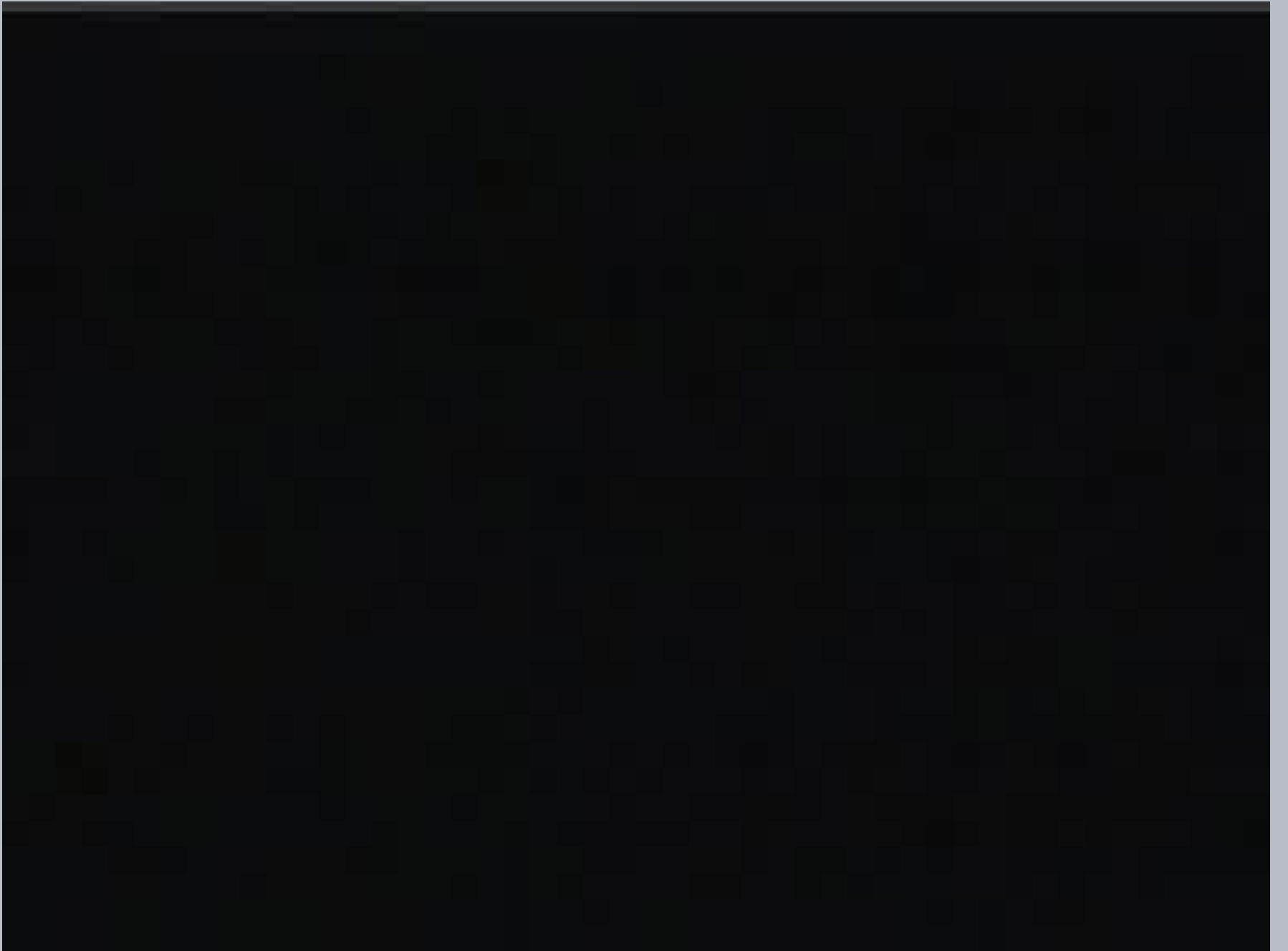
Grand Café,  
trendy bars

Local pubs

Beer specialty  
pubs

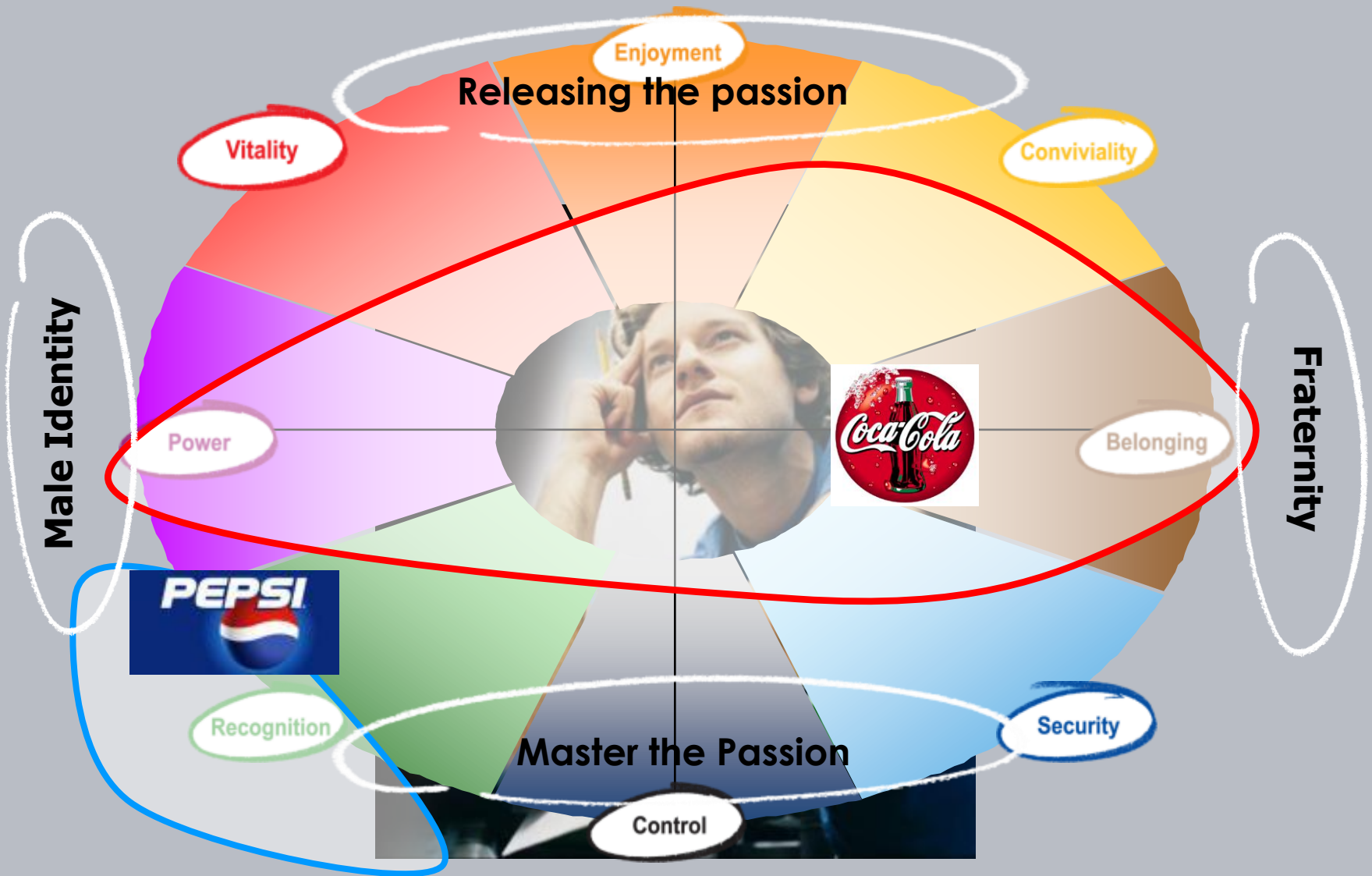
# 2002 World Cup










# BENCHMARKING THE ADVERTISING vs. CURRENT CULTURAL CONTEXT



# Association with Football and World Cup

	BEFORE	AFTER
	37%	22%
	3%	51%
	3%	31%

**SALES**



**11%**



**40%**

# Using **HUMAN MOTIVATION** to Inspire Marketing

1. **UNDERSTAND** what is **TRULY MOTIVATING YOUR CONSUMER** in your **CATEGORY**
2. This helps you know **WHAT IS MEANINGFUL TO THEM**
3. From there, you can **DEVELOP YOUR BRANDING** and **COMMUNICATIONS** with the **CONSUMER NEEDS** at the heart of your decision making to **DRIVE BUSINESS GROWTH**

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