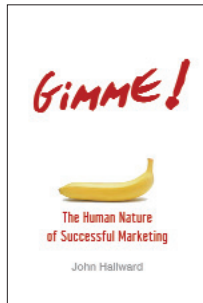


Product Performance, Innovation, & Emoti-Suasion

Gimme! The Human Nature of Successful Marketing



For too long, many marketers have ignored the basics of how human beings are wired and how they work emotionally. And as a result, the effectiveness of their marketing and advertising suffers.

Marketers who understand the emotional triggers and genetic characteristics of their consumers are better able to persuade and convince them with their marketing programs. *Gimme!* explores these evolutionary traits in ways marketers can easily understand, so they can better leverage these primary human drivers of behavior for greater marketing success.

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About the Author



Advertising research expert John Hallward started his career with Procter and Gamble, and Johnson & Johnson. He then co-founded the

Canadian firm of Tandemar Research Inc., a leader in tracking advertising campaigns for top advertisers. After Tandemar was acquired by Ipsos, he went on to become Director of Global Product Development for Ipsos ASI, where he is also a member of the board. *Gimme! the Human Nature of Successful Marketing* is his first book.

In simple terms, brand managers have two fundamental components to manage their brand's success: the offer (what the brand does for the consumer), and the price (what consumers have to pay). How companies decide to manage these components will affect the success of their brands.

In response to the challenges facing brand management, many marketers are reducing advertising support, reducing prices, and/or relying on promotions. This is not at all ideal. Competing on price allows and even encourages consumers to evaluate brand choices (solely) on the same one basic criterion: price. As price increasingly becomes the main attribute to decide upon, the lowest cost product will win. When marketers favor price discounts, sales promotions, and coupons, it trains consumers to look for, and even wait for such deals. Competing on price is not a unique, proprietary, nor a patent-protected characteristic.

Within the Ipsos database for our brand equity assessment tool, Equity*Builder, we see proof of what contributes to brand success. The better a brand can perform for product quality, relevance, and on emotional elements, the more successful the brand will be. In short, creating 'brand equity' makes the brand more competitive and more profitable than just offering a low price. There is a growing body of knowledge which supports that Brand Equity drives business profitability, while reducing investor risk (better than simply encouraging higher sales with low regard for profit margins).

We see this at Ipsos. We have seen many brands succeed by refusing to cut prices to compete, but instead have chosen to innovate and offer premium priced products (for example, Tropicana orange juice revolutionized the OJ category, Gillette innovated the shaving category with Mach 3 and then Fusion, spin brushes boosted the standard tooth brush, and even the round tea bag boosted Tetley tea sales). They have been successful because they have been innovative. Thus, one clear solution for manufacturers to support brand management is to innovate.



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Independent of, or in addition to innovation there is also an opportunity to make brands more competitive by building emotional rewards for buying a brand. This is about creating emotional benefits beyond the basic raw functional requirements of the category. This may come in one of several forms. Some of the observed proven approaches found in our Ipsos R&D include: appealing to emotional associations within consumers; enriching brands with extra senses; and, creating marketing properties, characters, spokesperson, and icons. We will re-visit these elements in the next e-newsletter issue.

I like to think of creating emotional associations for brands, and leveraging many unique senses, as all part of emoti-suasion (emotional persuasion). This is the concept of persuading people by appealing to their emotional desires and needs. Enhancing a brand with many rich appealing senses helps to give more emotional pay-offs to consumers (more than a generic no-name product).

Another thing I find attractive about emoti-suasion is that you cannot really overdo it. You can do it badly, but giving emotional rewards to people rarely has a down side for a brand. I mention this because there is a limitation to relying just on product innovation to stay ahead of price brands and the copycat products. First, innovation is infrequent, hard to achieve, and costly to launch. But there is also a limit. You can over-engineer a brand, requiring a high price, and leaving open an opportunity for a competitor to offer a good enough product at a more competitive price.

Look to build the human senses and emotional associations for your brands.

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Gimme! is a must-read for the marketing professional... John Hallward brings together robust data, a deep understanding of consumer values, a knowledge of advertising and great insights, that make Gimme! an indispensable resource for marketing executives everywhere.

— Tracy Hampton,
SVP Research Services,
Visa U.S.A. Inc.

Ipsos ASI



Ipsos ASI is a leading global advertising research firm, and is part of the worldwide Ipsos Group. Ipsos ASI offers a full range of advertising research solutions to help clients make the best decisions at all stages of the advertising process: advertising development, advertising pre-testing for qualifying advertising, advertising tracking, and brand equity/brand health evaluation.

Ipsos ASI has also launched a set of new holistic integrated advertising assessment tools designed to provide advertisers with the insights to help in the development, evaluation, and improvement of their advertising efforts.

Next*360 brings Ipsos ASI's proven methods and sales-validated measures to an interactive, multimedia pretest. Evaluative measures gauge the campaign's overall potential for visibility, branding, and persuasion. A unique rotation analysis shows you what each message contributes to the whole. In-depth diagnostics reveal what's working, what's not, and why, to help you refine the fit and the mix across media.

Brand*Graph 360 tracks the in-market reach, impact, and cost effectiveness of all your communications. A powerful consumer mix model shows you the contributions of POS, packaging, sponsorship, even uncontrolled communication like word of mouth, in addition to each part of your ad media mix. By analyzing the effect of each consumer touch point on brand equity, purchase intent, sales and other measures, we can help you to focus your communication on the messages that work best.