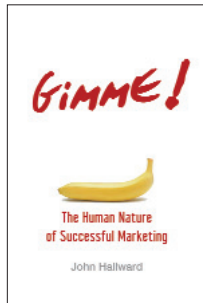


Senses and Brand-Created Properties

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.

The previous e-newsletter described the benefits of “emoti-suasion.” This is the concept of persuading people by appealing to their emotional desires and needs (emotions + persuasion = emoti-suasion). It is about building emotional associations and attractions for the brand: What does this brand give me? What emotional pay-offs will I experience? Since emotional pay-offs are the core of all personal decision making, enhancing a brand with many rich appealing emotional associations helps consumers choose your brand.

For emotional associations, consider MP3 music players and retail coffee shops as two examples. The focus of Apple’s iPod campaign is on imagery and personal emotion appeals. Their silhouette creative campaign does not focus on rational product characteristics. In this portable music player category there appear to be other equally good, or even better MP3 players based on features and options. However, it is iPod which dominates the category by selling a cool, personal, emotional image.

Starbucks Coffee also provides emotional pay-offs well beyond the functional rational concept of a cup of coffee. Starbucks is expensive compared to McDonald’s, Dunkin Donuts, and many other coffee retail outlets, yet Starbucks is enjoying great success by offering elements other than just the physical basic elements of the coffee. There is the appeal of the friendly personal service, the pleasing environment within the outlet, the self-perception associations of holding a Starbucks cup in public, their appreciation of the environment, that the coffee was made just for you, and so on.

In a unique R&D study conducted internally at Ipsos, we asked consumers to rate many different brands for whether they associated a distinct feeling, atmosphere, attitude, or emotion with each assessed brand and, if yes, to then let us know if they felt negative, neutral, or positive towards the association. Our goal was to see how emotional associations might influence a brand beyond the raw



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basic purpose or requirements of the category. We found that the more a brand has extra appealing emotional associations, the greater the purchase commitment to the brand.

Another consideration relates directly to our five senses. Our senses are the key building blocks for our brain activity and they help build emotional associations, memories, and attitudes. In turn, these bias our motivations. A tangible way to enhance the emotional appeal of a branded product or service is to create unique brand senses. At Ipsos, we often refer to this as the brand physique. Does a brand have any unique associations across the various senses? A distinctive look (shape, color, and package design, such as the green tear-shaped Perrier bottle, blue Viagra pill, or Toblerone chocolate bar)? A proprietary sound (like the sound associated with starting Windows on a PC)? A unique touch or texture (such as the creamy texture of Häagen-Dazs ice cream)? A unique smell (e.g. Johnson & Johnson's Baby Powder)? Or a distinct taste or flavor (e.g. Listerine Original)? Some brands are now working to create unique senses and then legally protect them as trademarks. Stimulating more of our senses is a useful thing. It is something that low-priced store brands are less apt to develop (so far).

Another way to enhance a product is through the creation of advertising properties, brand characters, spokespersons, or icons (such as Michael Jordan was for Air Jordan shoes, Tiger Woods is for Nike, Tony the Tiger for Kellogg's, The Michelin Man, the Aflac duck, Ronald McDonald, and so on), or building extra marketing associations with other elements (such as the pink ribbon for breast cancer research, or Visa sponsorship of a sporting event), or both. These types of elements add an extra dimension beyond the functional product performance and enrich the brand with more elements for the consumer to find attractive. We see this in our Ipsos data. We observe that consumers have a greater attraction to brands that have extra marketing associations.

Enriching brands along the lines of emoti-suasion, and the three above approaches, are proven drivers of brand equity. These features add unique proprietary competitive advantages to brands, and most of all, they work to increase purchase interest. These are the ingredients of many of the world's best brands. And they can be trademark protected for a unique difference!

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Gimme! is a breakthrough collection of research showing how marketing follows our evolutionary features, and how marketers can better leverage human nature. In simple and evocative language, backed by solid data and decades of experience, John explains how you can apply the insights of human nature to make marketing – and advertising – work better. Much better.

— **Didier Truchot,**
Founder and Chairman,
Ipsos Group SA



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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.