WHAT HAS BEEN YOUR FAVOURITE MOVIE OVER THE PAST 3 MONTHS?

A BIOGRAPHY?

A FANTASY?

A LOVE STORY?

A MYSTERY?
WHAT MADE IT MEMORABLE?

THE STORY?

THE ACTING?

THE SPL EFFECTS?

THE MESSAGE?
WHAT IF OUR CONSUMERS COULD BRING ALIVE TO US WHAT THEY SEE, HEAR, SMELL AND FEEL IN THEIR DAILY LIVES HOW THEY PROCESS ALL THIS, AND MAKE THEIR DECISIONS AND HELP US GIVE THEM JUST WHAT THEY REALLY NEED

BECAUSE EVERY BAHT WELL SPENT = MANY MORE EARNED
JOURNEY PATHFINDER

A PLANNING TOOL, DEVELOPED TO UNDERSTAND THE DYNAMICS AND INFLUENCES INVOLVED ALONG THE PATH TO A DECISION OR BEHAVIOUR PATTERN - FROM A PEOPLE-CENTRIC PERSPECTIVE.

WHAT DO PEOPLE DO, AND AT WHAT STAGE?

WHY DO THEY DO IT?

WHAT INFLUENCES THEM ALONG THE WAY?

HOW CAN WE INFLUENCE THEM ALONG THEIR DECISION JOURNEY?

HOW CAN OUR OPPORTUNITIES BE MAXIMISED?
WHAT?
ANOTHER JOURNEY MODEL?
A JOURNEY: FRESHNESS ALL THE WAY

RELAXED SETTINGS

STRUCTURED GAMIFICATION

CONTINUOUSLY REFRESHED MEMORY

MINIMUM RESPONDENT FATIGUE... EVEN SURPRISE
UNIQUE STICKERS BRING ALIVE KEY POINTS IN THE JOURNEY

PAIN POINTS, TURNING POINTS, MOMENTS OF DELIGHT.

ALSO HIGHLIGHT THE ROLE OF VARIOUS MEDIA...

AND CONSUMERS’ EMOTIONAL STATE AT EACH STAGE.
CREATING INDIVIDUAL CUSTOMER JOURNEY MAPS

Detailed information on relevant aspects of respondents’ lives, points of influence and a clear outline of their path to making a decision.
IDENTIFY SEGMENT-SPECIFIC SCENARIOS WITH THEIR SPECIFIC TOUCH-POINTS AND THEIR EFFECTS

EVEN PLOT A STAGE-WISE "MASTER SCENARIO"

IDENTIFY RELATED OPPORTUNITIES... BOTH TACTICAL AND STRATEGIC

LET'S DEMONSTRATE
A mobile phone marketer wanted to widen its consumer base in a competitive environment. Journey pathfinder interviews were conducted across 3 countries. A potentially lucrative segment hypothesised the reluctant approacher in need, but tech-challenged... does not like to be confused on specs.
THE RELUCTANT APPROACHER
OVERCOMING “THE AGONY OF CHOICE.”

0. PRE JOURNEY
1. MOTIVATOR
2. ESTABLISH CONSIDERATION SET
3. DEFINE FAVOURITE MODEL
4. REASSURANCE
5. PURCHASE

SATISFACTION
- Passive perception of communication (TV, ads, posters, etc.)

CLARITY
- EASY, KEEPS ME IN TOUCH
- Operator’s sales point
- Operator’s sales point
- Operator’s sales point
- Operator’s sales point

CONFIDENCE
- Operator website
- Family and Friends
- Family and Friends
- Dealership
- Dealership

RELIEF
- REINFORCEMENT
- USE AND SEE
- Opportunity Zone
- Opportunity Zone
- Opportunity Zone

DISSATISFACTION
- Street posters
- Dissatisfaction with feature phone

CONFUSION
- TECH CHALLENGED
- Strong barriers of research

UNCERTAINTY

DISSONANCE
DELIVERABLE: THE DECISION PATHWAY MAP

MASTER MAP FOR A COMPLETE UNDERSTANDING OF THE PROCESS IN CONSUMERS’ MINDS, TO REACH THEIR FINAL DECISION

HIGHLIGHTING KEY OPPORTUNITIES ALONG THIS JOURNEY— TO IMPRESS, TO BUILD THE BRAND, TO ADDRESS CURRENT PAINS AND TO REINFORCE DELIGHTS

CLEARLY HIGHLIGHTING THE MESSAGING ROUTE, AND THE CONTENT REQUIRED ACROSS EACH STAGE...

LINKED TO MOTIVATIONS
DELIVERABLE: IN-DEPTH OPPORTUNITY REPORT

The ‘In-Depth Opportunity Report’

SPECIFIC OPPORTUNITY ZONES TO TAKE ADVANTAGE OF.

PROVIDING FURTHER DEPTH TO EACH JOURNEY STAGE, FOR A COMPLETE UNDERSTANDING OF THE INFLUENCING FACTORS THAT NEED TO BE CONSIDERED WHEN BUILDING EACH COMPONENT OF THE BRAND STRATEGY.
JUST QUAL ?
SET THE CONTEXT... FOR SUBSEQUENT QUANTIFICATION

DIVE DEEP INTO THE STORY BEHIND THE NUMBERS
Understand how consumers make purchases, the critical touchpoints along the path.
LIFE PATH: A MODULAR APPROACH INVOLVING

LISTENING
Preparation stage to get a first foundational understanding. May involve Pathfinder Mapping and social listening.

INTERVIEWING
STRUCTURED INTERVIEWS to understand full scope of a consumer’s online/offline P2P

FOLLOWING
PASSIVE METERING of the digital behaviour of consumers (mobile & desktop)

ENGAGING
Qualitative research to deeper understand the “why” behind the “what”.
Methodology

Country scope: The Netherlands

Target: Past 3 month buyers of cell phones

Sample size: n=1002

Online Survey: Survey of 8-12 minutes

Pop-up community: Deep dive analysis of n=80 respondents (subset of survey respondents)

Digital Behavior Analytics: Analysis of digital behaviors of n=250 respondents 8 weeks in advance of the final purchase (subset of survey respondents)
THE RELUCTANT APPROACHER IN NUMBERS

KEY INFLUENCES

OFFLINE 54%

ONLINE 46%

PRE-STORE INFLUENCES

IMPOSED vs SELF INITIATED

87% vs 42%

IN-STORE TOUCH-POINTS

BUY NOW

26%

Talked with a salesman

34%

Looked/touched / used demo devices

9%

Saw special display with cell phones

IN DECISION CRITERIA

IT IS EASY TO UNDERSTAND / USE 70%

PRICE/PROMOTION 42%

I LIKE FEATURES/DESIGN 31%

HOW DECIDED TO BUY SPECIFIC CELL PHONE

Planned before entering / accessing the store/website?

91% NO

WHAT PURCHASED

SUBSIDIZED 50%

NON SUBSIDIZED 50%

TOP 3 BRANDS

SAMSUNG 45%

APPLE 24%

HUAWEI 6%

PURCHASE TRIGGERS

My phone wasn’t practical any more

37%

Just wanted a newer cell phone model

34%

My service plan / tariff plan expired

27%

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What drives the purchase of a specific brand: interaction between different drivers (Ipsos Bayesian Net Modeling)

Note: size of the bubbles is proportionate to impact of a predictor variable on sales

Edge freq 53%
What's more?
PATH TO ADOPTION

• ADOPTION suite
  • The BRIDGE
  • QUANT
EXAMPLES OF ADOPTION CONTEXTS

**New product categories**
Draft pour beer, connected watch, ...

<table>
<thead>
<tr>
<th>Image 1</th>
<th>Image 2</th>
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</thead>
<tbody>
<tr>
<td><img src="draft-pour-beer-connected-watch" alt="Image 1" /></td>
<td><img src="draft-pour-beer-connected-watch" alt="Image 2" /></td>
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</tbody>
</table>

**New behaviors**
Online banking, car sharing, ...

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<thead>
<tr>
<th>Image 3</th>
<th>Image 4</th>
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<tbody>
<tr>
<td><img src="online-banking-car-sharing" alt="Image 3" /></td>
<td><img src="online-banking-car-sharing" alt="Image 4" /></td>
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</tbody>
</table>

**Trade-up**
- From powder to liquid detergent, from raw to bagged salad, ...

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<tr>
<th>Image 5</th>
<th>Image 6</th>
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</thead>
<tbody>
<tr>
<td><img src="powder-liquid-detergent" alt="Image 5" /></td>
<td><img src="powder-liquid-detergent" alt="Image 6" /></td>
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**Brand adoption**
QUALITATIVE METHODOLOGY

90 minutes dyads between one user and one non-user

–Include moments of free discussion between both participants, without moderator, when the non-user can find (or not) answers to his/her questions, doubts, concerns in a neutral and engaging way.

• Both participants will be of the same profile but at different stages of conversion:
  1 “potential” user: open to “cross the bridge” but never did it
  1 “established” user, with enough experience and assertiveness to understand the potential user but help him/her cross the bridge

• 60 to 90 minutes session

• Face to face in a facility, via webcams, or in a natural place of discussion (café, etc.)

• Default sample: 8 to 12 duets
QUANTIFICATION
### SIZING OF THE DIFFERENT SEGMENTS

<table>
<thead>
<tr>
<th>OPTION1: behavioral segments</th>
<th>OPTION2: Attitudinal segments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>45% USERS</strong></td>
<td><strong>45% USERS</strong></td>
</tr>
<tr>
<td>20% NEVER USED</td>
<td>18% TRUE REJECTOR</td>
</tr>
<tr>
<td>18% INFREQUENT USERS (less than once a year)</td>
<td>17% INDIFFERENT</td>
</tr>
<tr>
<td>17% LAPSED USER</td>
<td>15% ACCEPTOR</td>
</tr>
<tr>
<td></td>
<td>5% ADMIRERS</td>
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</tbody>
</table>
PREDICTORS ARE DIFFERENT FOR DIFFERENT NON-USERS

TRUE REJECTORS

- Heavy user of category X
- Low Saliency
- Do never see these products
- Do not very well understand these products
- Difficult to prepare
- Quantities are not enough for one person
- Don't feel like a responsible mum
- Is expensive
- Is not healthy
- Is not BIO

INDIFFERENT

- Heavy user of category X
- Low Saliency
- Do never see these products
- Is expensive
- Difficult to prepare
- Not available in family packages
- Quantities are not enough for one person
- Don't feel like a responsible mum
- Is not healthy
- Is not BIO

Size of the bubble is proportioned to the impact of predictor values of non-users