

Module Nine: Understanding the Values and Aspirations of the Consumer

Objective

The objective of this module is to investigate the third of four Storyscaping pillars - Consumer Insight. Here we look at how consumer insights direct how we use emotional influences to meet consumer desire. The aim is to build understanding and application as it relates to Storyscaping.

After studying this module, students will be able to:

1. Decipher between rational needs and emotional desires and bridge them to connect brands with consumers across the Experience Space.
2. Mine for quality insights through a logical process.
3. Leverage emotional desires to make strong connections between brands and consumers.

Outline

[Slide 1] MODULE INTRODUCTION

Not every decision consumers' make is simple or logical, therefore in this module we explore both rational needs and emotional desires so we can better understand how to connect a brand with its consumers. Quality insights show us the strongest and most motivating factor to leverage when trying to connect with people.

[Slide 2] MODULE AGENDA

Pillar Three = Find Consumer Insights

Review Chapter Seven – *Insight to Desire*

- Logical and emotional thinking
- Purpose and definition
- Deeper exploration and getting started
- Insight mining

Activity: Explore where and how to look for insights.

Project Team Exercise: Uncover great insights for your class project.

[Slide 3] LOGIC vs. EMOTION

Scientists have studied the brain for many years to understand the differences between emotional and rational thinking. While logic is easier to explain than an emotion, understanding the emotions of consumers is a step that makes all the difference in Storyscaping - it helps create storylines that build an emotional connection.

Not every decision a consumer makes is simple or logical.

Logic will not drive emotions and emotions have as much to do with behavior as logic does. Emotion, without the logic to guide the behavior, simply stimulates feelings. This is the reason we need to explore both rational needs and emotional desires when we are looking to connect brands with consumers across the Experience Space.

[Slide 4] WHY INSIGHTS ARE NECESSARY

The influence of our always-on technology has ushered us into a continuous need to change the ways we interact, connect, share our lives, and tell our stories. Our social connectedness and networked lives have created a heightened need to keep up with change. Meanwhile, the power of using stories to engage and connect us emotionally hasn't changed.

Even though our world is always changing, the underlying psychology of how humans respond emotionally isn't.

People are people, and at our core we all have common and connected emotional desires. These are the desires that we leverage for brand stories and brand connections - the powerful ones that enable shared values and provide the greatest consumer insights.

[Slide 5] DEFINITION OF INSIGHT

Merriam-Webster's Dictionary - *"The ability to understand people and situations in a very clear way,"* and also as, *"The act or result of apprehending the inner nature of things or of seeing intuitively."*

In marketing speak, this is referred to as, "A revelation about human behavior or an emotion that can be leveraged to connect a brand." - or - "A new usable perspective on the relationship between a brand and its existing or intended consumers."

The point is, in order to have great consumer insight, we need to explore the inner nature of why people do the things they do and how they feel about those things.

[Slide 6] GET THE INSIDE SCOOP

To find, discover, rediscover, or unearth great insights, we need more than context and an appreciation for emotional desires; we need to step into the skin of our consumers.

Our goal here is to connect brands and consumers on an emotional level using shared values, stories and experiences in an effort to inspire consumer participation.

It's important to understand the consumer - what influences their emotions, how they feel about things and how brands, stories, and experiences can remain relevant in the hyper-connected, always-on world. This requires real insight—not just observation but an inside, personal scoop.

[Slide 7] UNDERSTANDING INSIGHTS

While research is scientific, mathematical and typically involves technology, people are people—imperfect and sometimes irrational. Therefore intuition, experience and diverse understanding all play a role in exploring consumer insight.

Insights are sometimes discovered as widely recognized truths or habits. But, insights can also come from obscurity—things that might not be either obvious or intuitive. Either way, insights should always exude truth in their discovery.

[Slide 8] PINPOINT THE MOST MOTIVATING INSIGHT

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Brilliant brand stories are created from brilliant insights, so always look for the strongest and most motivating insight that can be leveraged. To know what a great insight is, isn't hard. How do you know why one is better than another? That's where your 'creative' side needs to play a role. Think about the definition earlier.... 'New and usable.' Look for insights that are both new and usable, and also look for insights that you feel will help tell a story or craft an experience—insights that inspire you to think, 'wow, isn't that the truth?'

Insight is one of the four pillars for your Organizing Idea. The most brilliant insight will help establish an effective Organizing Idea. It will also help connect the brand with the consumer on an emotional level, in a relevant way and in a manner that inspires creativity to fuel the brand story.

This brilliant insight comes as a reflection of the consumer's everyday experience, attitudes, views, or values. It is obtained by identifying a challenge that the brand can solve for the consumer. Spare no effort to understand consumers - collaborate with others, research, explore options and all opportunities...and engage your instincts and intuition during every step.

[Slide 9] GETTING STARTED

The first step to gathering great insight is to gain a very clear view of the consumer.

To gather this, it is necessary to explore consumer behavior and interaction with products, distribution, transactions, media, content - both inside and outside of social media.

Truly understanding the emotional toils or cultural influences of a consumer is priceless. No amount of effort, exploration or discovery is too much when it comes to finding fresh and authentic insight. It pays to explore all the dimensions of consumers and their emotional variances.

Look for new and usable perspectives on consumer emotion and desires.

[Slide 10] DIMENSIONS TO EXPLORE

1. Human need/stimulus
 - a. shopping
 - b. buying behavior
 - c. how consumer can/does transact
2. Within the category
 - a. interaction with competitors
 - b. why people use certain products and the different uses
 - c. how consumption makes people feel
3. Unintentional brand use

[Slide 11] CLASS ACTIVITY

Review the example and illustration of 'insight mining' on page 133 that explores 'thirst' and the 'drinks' category.

Using this same premise and approach, explore OREO cookies. Practice asking questions that could potentially unearth quality insights. Work through each of the dimensions to determine an insight in each.

[Slide 12] HOW AND WHERE TO FIND INSIGHTS

Research can be more valuable when used to inform great thinking, rather than when trying to justify or assess great thinking.

Types of research can include and are not limited to: remote ethnography, mobile research, experience modeling, in-context interviews and video/photo capture. These types of resources can provide fuller understanding of cultural trends, demographics, industry changes, technology adoption, and media/trend analyses.

We'll explore more research options more deeply in chapter 8, but for now, please note that while research is a powerful tool, it is advisable to maintain a healthy cynicism because not all the answers are found in research. Don't take the numbers, statistics, and responses at face value. Also use your intuition with regard to research so you can ensure it's used in a meaningful way without overdramatizing what it says.

The nature of the brand, the consumer, the product, and the environment all has an influence on the exact sources of insight.

[Slide 13] PROJECT TEAM EXERCISE

Determine insights for your project using the "revert to age five" philosophy (page 135):

1. Set up a role-play exercise - one person in your team asks another person in the same team why they like something.
2. Then continue to ask, "**Why**" after they respond.
3. A different teammate collects all the responses.
4. The whole team sorts through all the responses and decides which are good insights for the brand and project.

ADDITIONAL EXAMPLES

Imagine what the consumer insight was that informed the story the ad told.

- Corona - *Find Your Beach*
<https://www.youtube.com/watch?v=HBVAAPro02U>
- HBO - *Awkward Family Viewing*
<https://vimeo.com/114160138>
- John Lewis - *Monty the Penguin*
<https://www.youtube.com/watch?v=iccscUFY860>
- Geico - *Hump Day*
<https://www.youtube.com/watch?v=a18xWp0cLHg>
<https://www.youtube.com/watch?v=RIFg-a1AJCU>
https://www.youtube.com/watch?v=Eq6X7B3f-_M