



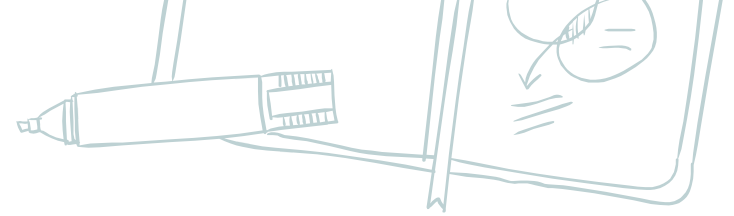
LE RICERCHE DI MERCATO

L'approccio PEOPLE CENTRIC delle marche



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Marketing & Communication Advisor

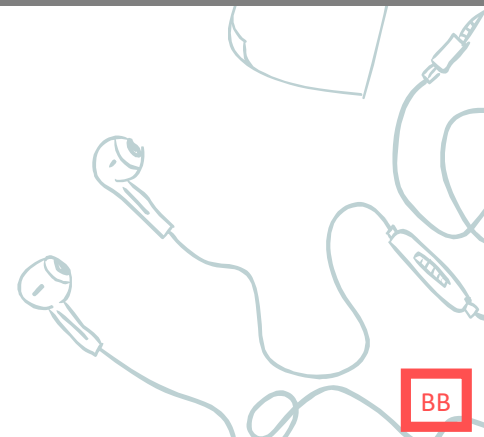


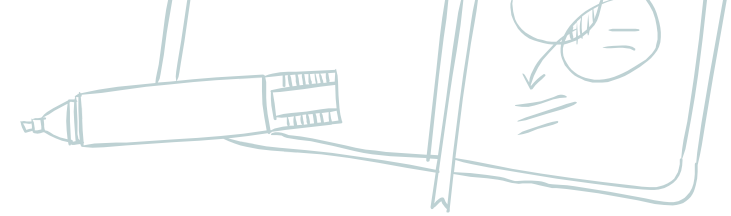
WHAT'S INSIDE THIS DOCUMENT

Il Vostro punto di vista

PERCHE' LE RICERCHE DI MERCATO?

LA RICERCA QUALITATIVA



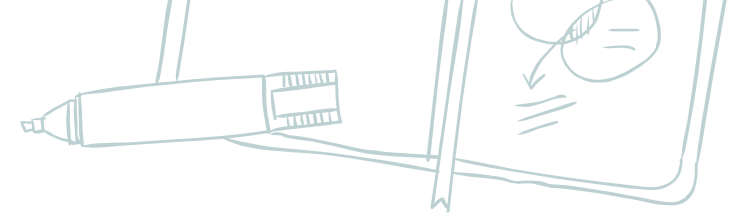


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Il vostro punto di vista

Se pensate ALLE RICERCHE DI MERCATO cosa vi viene in mente?



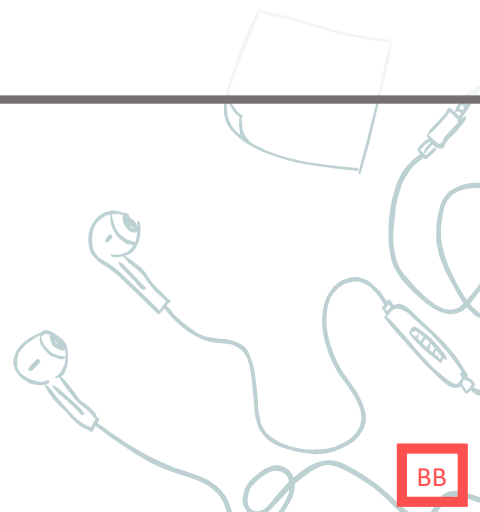


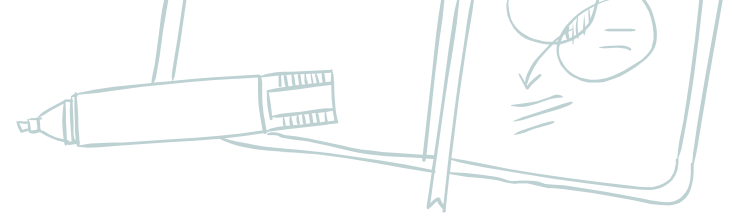
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Il vostro punto di vista

Quali sono le differenze tra le ricerche qualitative e quelle quantitative?



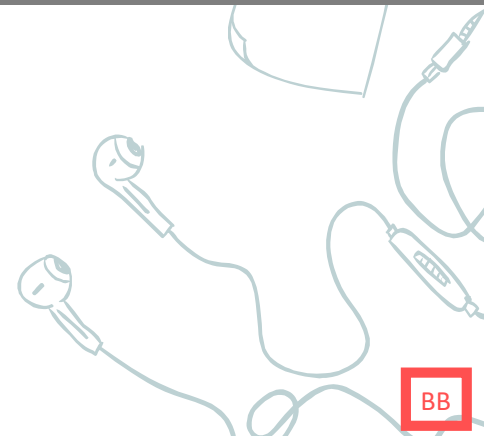


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PERCHE' LE RICERCHE DI MERCATO?

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#l'importanza di essere **people centric**

Le persone hanno il controllo e parlargli con fluidità, trasparenza e onestà è un fattore chiave.

Partiamo dalle persone per sviluppare strategie e comunicazioni che catturano l'attenzione, coinvolgono e orientano all'azione.

E' importante **combinare ascolto, analisi, pensiero strategico e creatività** per costruire marche **che hanno rilevanza.**



#un viaggio che inizia con **le giuste domande**



Chi è il nostro, attuale e potenziale, target di riferimento?

Cosa fa, cosa desidera, cosa sogna, di cosa ha paura?

Come vive e si muove all'interno della categoria?

Cosa vuole e perché lo vuole?

Come percepisce i nostri prodotti?

Quali sono i contenuti

valoriali di prodotto e di branding che dobbiamo comunicare?

L'IMPORTANZA DELL'APPROCCIO PEOPLE CENTRIC per costruire un dialogo e per creare relazioni



Le aziende stanno diventando sempre più “PERSONE-CENTRICHE”, mettendo alla base delle loro strategie la *customer experience*.

PEOPLE CENTRIC
=
HUMAN TO HUMAN

è fonte di conoscenza, ispirazione, ma soprattutto di DIREZIONE.

«Sta emergendo il bisogno di un nuovo rapporto fondato sullo scambio di opinioni, valori, sensibilità, in cui i brand diventano interlocutori credibili, affidabili e non solo scelta finale». Source Bryan Kramer

UN BRAND PER ESSERE SCELTO DEVE COINVOLGERE ED EMOZIONARE

UN BRAND È UN INSIEME DI IDEE COERENTI NELLA MENTE DI UNA PERSONA: IL CONSUMATORE.



I BRAND come le persone, hanno un nome, una personalità, un carattere, una reputazione. Come le persone possono essere rispettati, apprezzati, amati. Come le persone possono darti voglia di stare loro vicino o di starne alla larga!

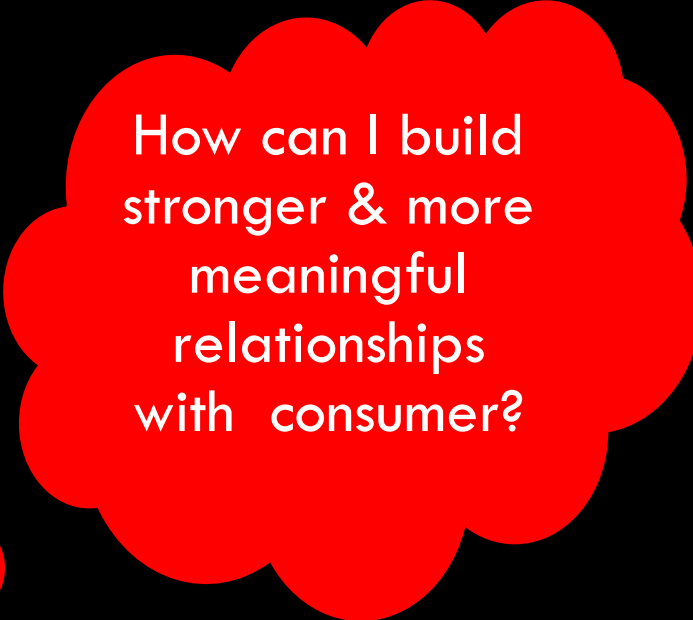
Emozioni, intuizioni, memoria a lungo termine, motivazioni inconsce determinano l'80% delle nostre decisioni (Kevin Roberts, Saatchi & Saatchi)

Per costruire una brand identity efficace è fondamentale conoscere il nostro pubblico ed entrare in contatto con le emozioni ed i bisogni delle persone.

Una volta definita la brand identity, la vision e la mission di un brand, tutte le attivazioni e le azioni di marketing devono veicolare in maniera consistente gli stessi valori di marca.

Markets Today

- Increasingly cluttered
- More products and brands competing for same pie
- Increasingly similar products
 - Functionality
 - Quality
 - Performance
 - Even more and more design similarity
- Information overload for consumers



How can I build stronger & more meaningful relationships with consumer?

The same answers from different perspective



Re-establish the Emotional Ties between Buyers and Brands

"Winning brands build their strength by creating an emotional bond with their customers"

McKinsey

*"We are applying antiquated thinking to new consumer realities...and to a new world of possibilities. We must **strive to be invited into consumers lives and homes.**"*

Jim Stengel (Global Marketing Officer Procter & Gamble)

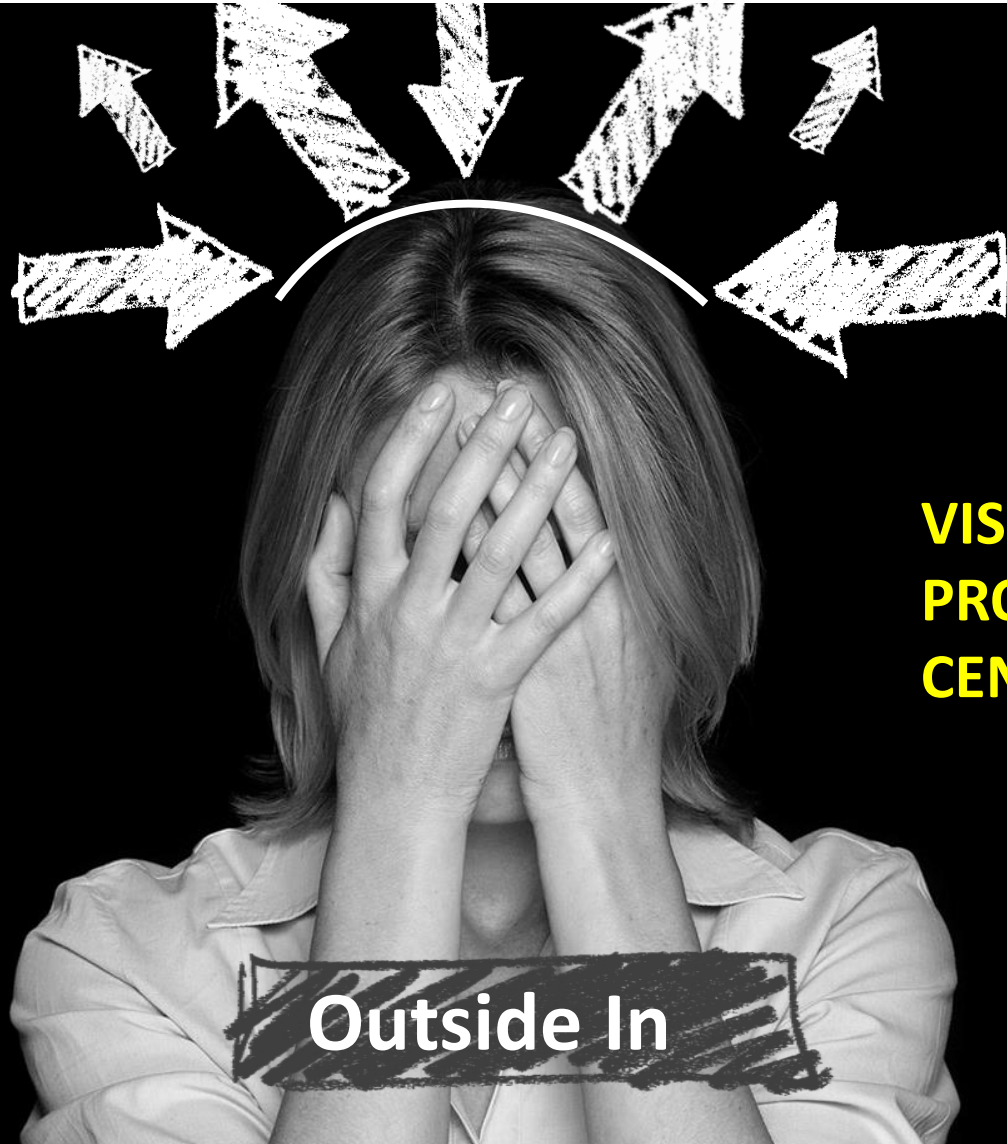
“Brand and products must connect to people’s lives and be relevant in appropriate contexts



Yet, there is a tendency to ignore humanity and eliminate context. Both are essential elements to unlock meaning

DA UN APPROCCIO CHE PARTE DAL PRODOTTO

COME POSSO RAGGIUNGERTI?



**VISIONE
PRODOTTO
CENTRICA**

Outside In

UN APPROCCIO PEOPLE CENTRIC SI PONE UN'ALTRA DOMANDA

COME POSSIAMO ESSERE INVITATI?



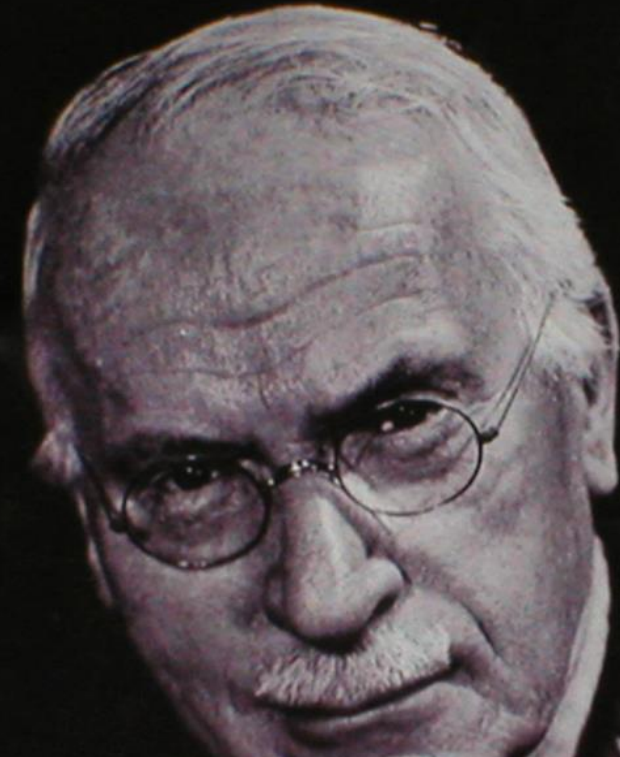
**VISIONE PEOPLE
CENTRIC**

Inside Out

But discovering real consumer insight is
not easy

“People cannot tell you why they think and behave
as they do because they do not know”

Carl Gustav Jung



To connect we need to dive deeper

20% Conscious

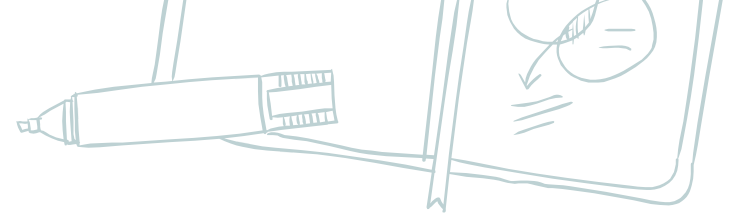
80%

Sub-Conscious

“80% of human behaviour is explained by
the sub-conscious”

Harvard Business School:
Mind, Body, Behaviour Initiative



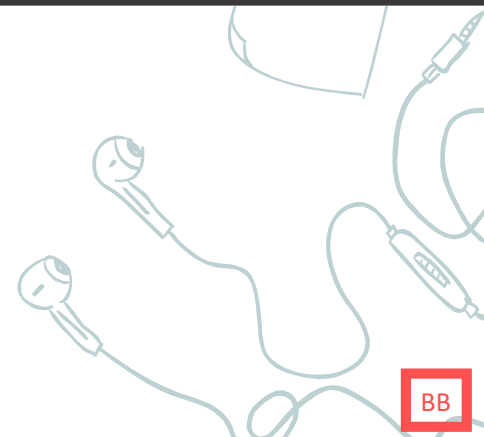


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LA RICERCA QUALITATIVA





How do we identify the deeper
emotive needs of consumers?

QUALITATIVE RESEARCH

QUALITATIVE RESEARCH ...can use specific techniques

Special setting



Mini groups +
De-norming exercises



Creative and projective
techniques



Marketing must get closer to people and to their needs:



- Richard, 35 years old, manager
- It's 7.30am, he is about to leave home
- He has an important meeting at his office today
- Yesterday he went out with his friends and went to bed very late
- What does he need?

A good and filling breakfast

A strong cup of coffee

Runs over his speech

...?

Marketing must get closer to people and to their needs



- Sophie, 32 years old, teacher
- Today she had a bad day: she argued with her boss
- Her boy friend does not answer his cell phone
- It's 9pm, she's at home
- What does she need?

Put on some comfortable clothes

Call her best friend

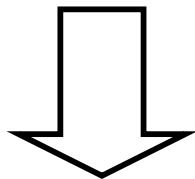
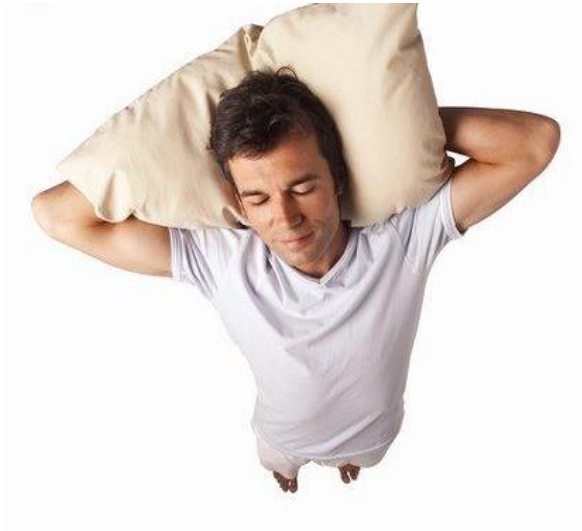
Sit on the couch

Turn on the TV

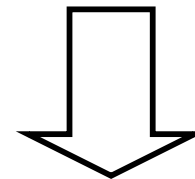
...?

WHAT DO THEY NEED?

Brands or propositions should get invited into people's lives as tools that make things easier (practical), tools for 'mood regulations' and/or tools for self expression but each of these need a context of relevance

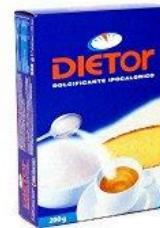
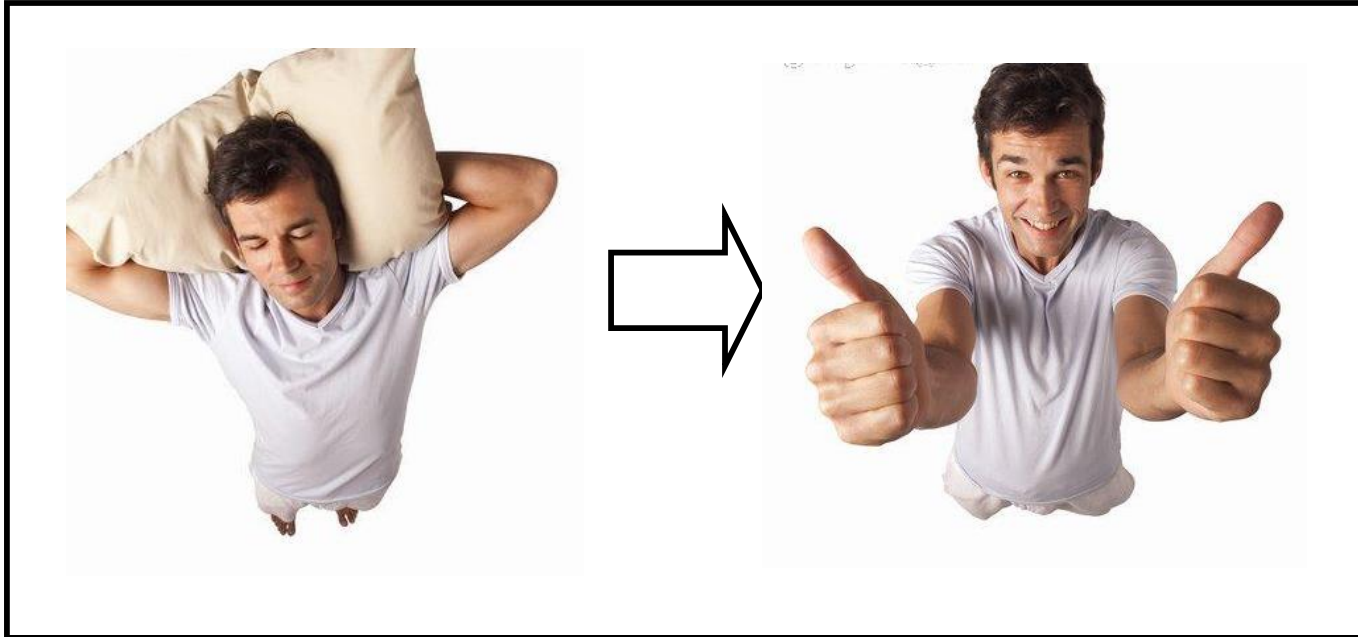


Feel winning

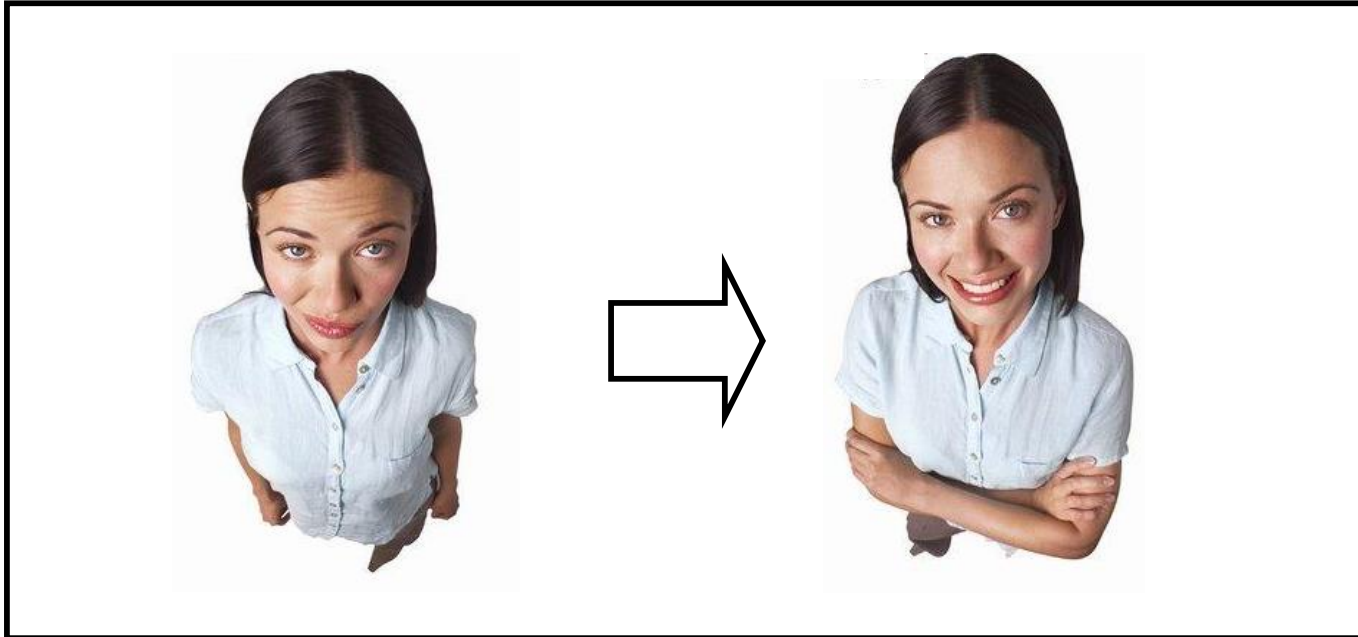


Be pampered

Richard will choose for those products and brands which, in this precise moment, make him feel challenging, ready, full of energy, winning



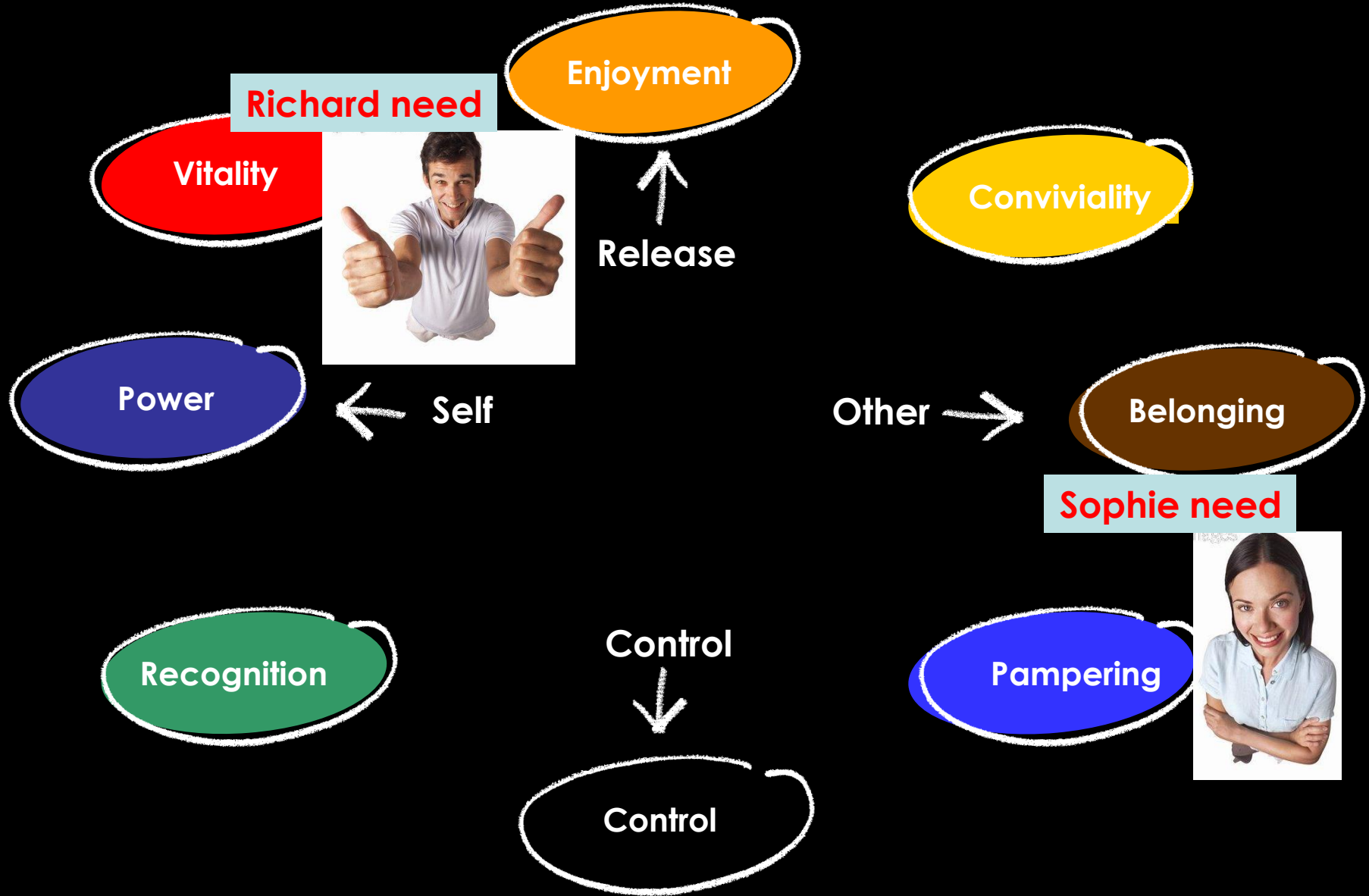
Sophie will choose for those products and brands which make her feel better, pampered and soothed



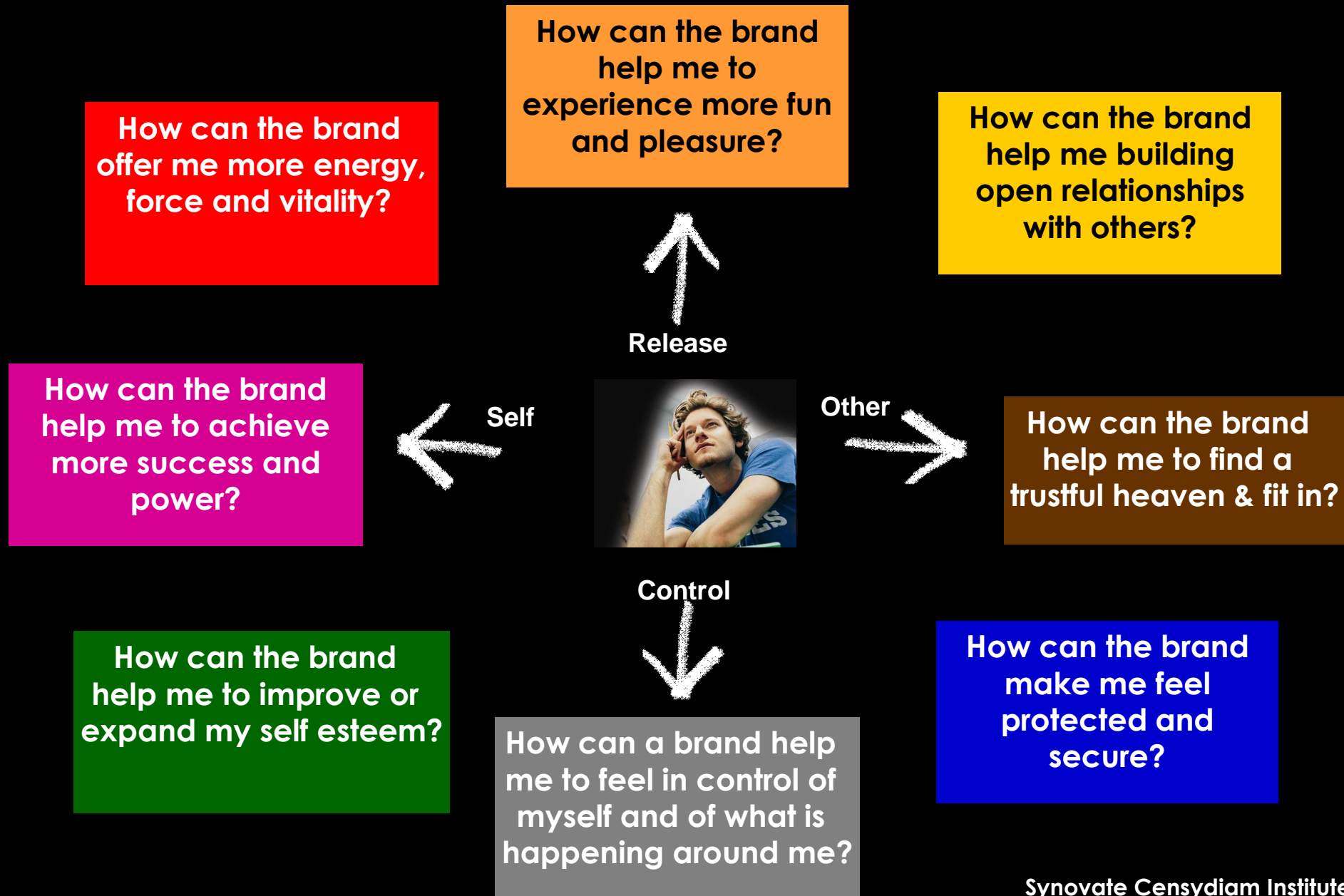
MAGNUM



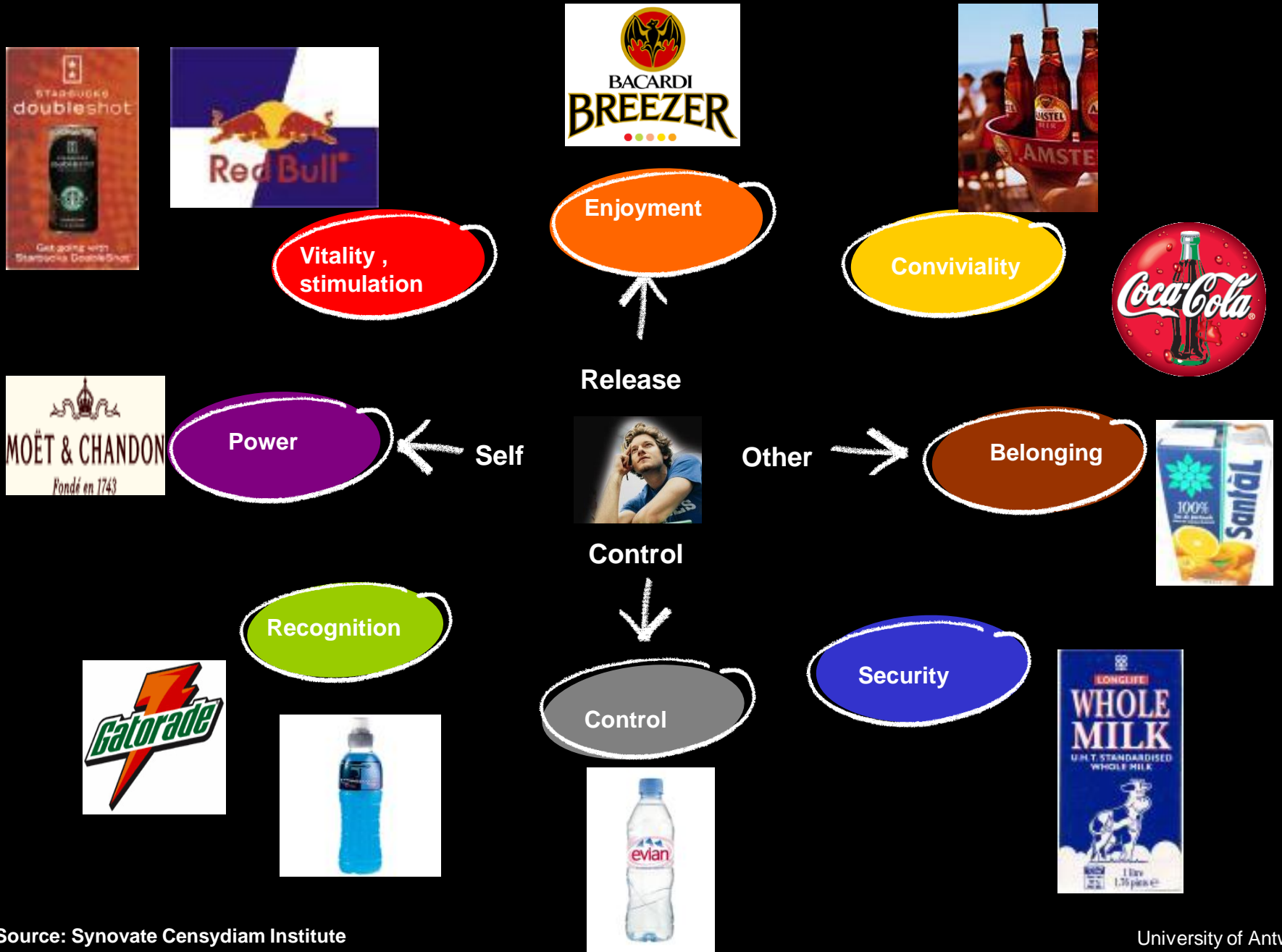
A model which departs from human desires to explore and define solution desirability and utility



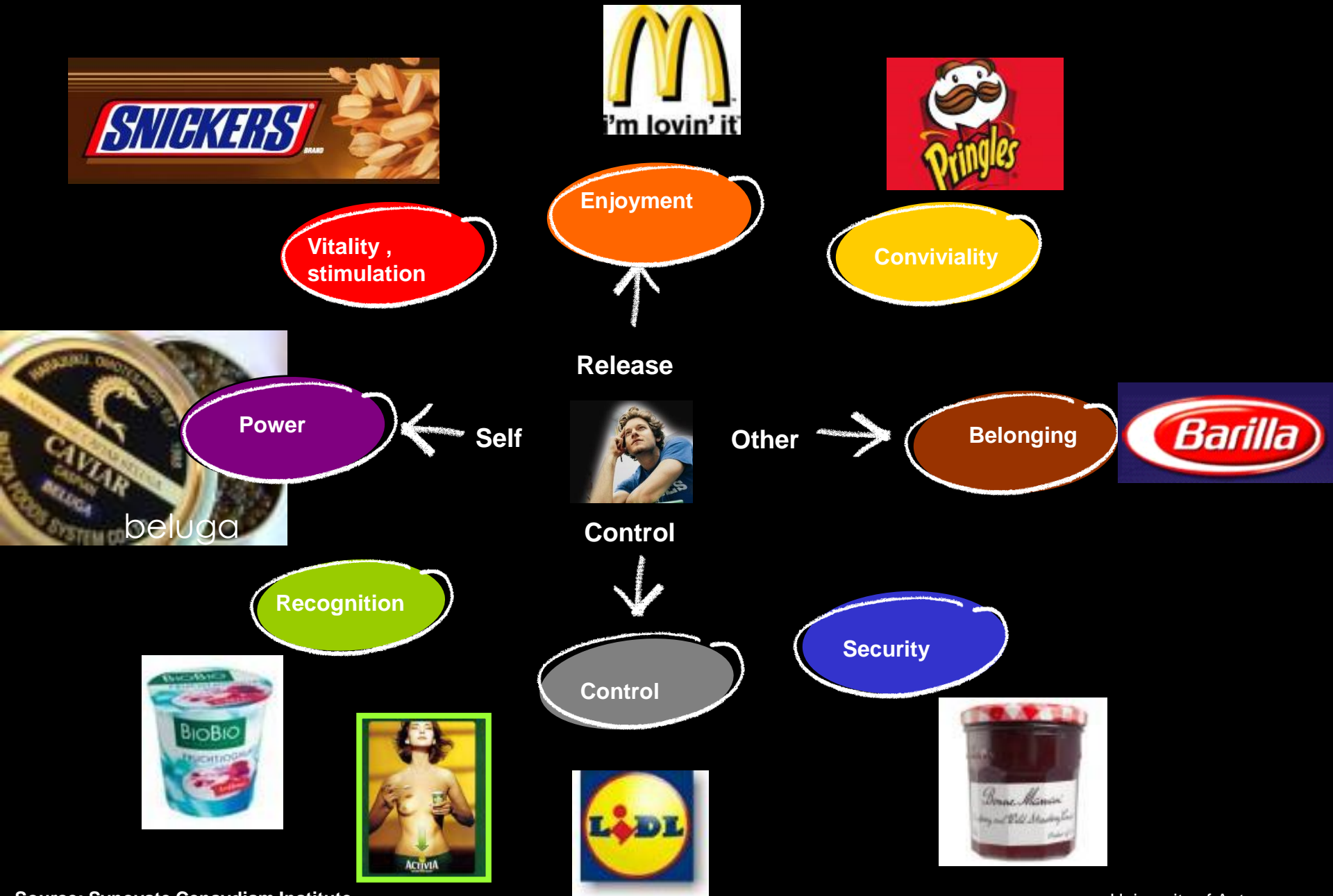
Brands can be enforced with motivation



Drinks which answer to the 8 different motivations



Food Solutions which answer to the 8 different motivations



GRAZIE!

Reach me at: barbara@purposehouse.co.uk



Ciao, sono BARBARA

Consumers Expert and Brand Activism

Barbara has almost 20 years of communication & marketing research experience across profit and non-profit brands. She has a passion for people and for understanding human drives, unmet needs, and growth opportunities. Believer in people led strategy and in business approach & culture, that puts its people first, whose sole purpose is to serve them and help them to improve their lives.



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