

Brand Relevance – creating genuine customer connections

November 18, 2020

Before people can choose you,
they have to think they might
possibly like you.

Agenda/Overview



Introduction



Brand Relevance – the concept



The “Curse of Knowledge”



Emotional Reactions




Building the Bridge Between Company and Consumer



The Relevance Platform Checklist

We are a creative
advertising and marketing
consultancy focused on
Brand Relevance



Take charge
of your health.

WE ARE:

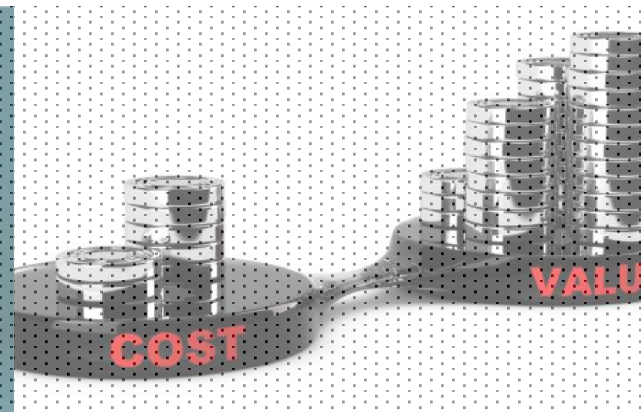
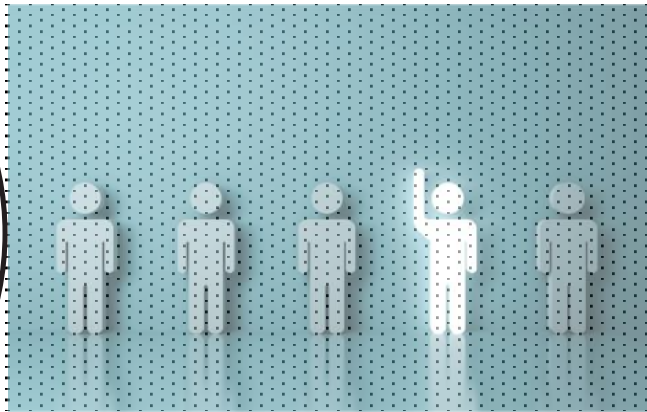
**The archeologists, architects and
engineers that uncover, design and
build upon that relevance.**

The Concept of Brand Relevance

It is a very simple idea and one that can often be dismissed or quickly neglected due to its simplicity. However, no brand can attract or retain its desired customers without first being (and continuing to be) relevant to them.

Relevance inherently forms a sense of value. This sense of value inherently creates preference and loyalty.

Loyalty creates unsolicited advocacy (some might use the term “word of mouth”).



The “relevance” hypothesis:

Human behavior is rooted in an individual’s *emotional* reaction to stimuli. Consumer behavior is (or has emerged to become) the tangible/trackable action or process of an individual’s path to purchase.

We believe it has become common for organizations to overlook the priority of initial emotional stimuli and placed greater focus on “inserting a message” at a timely point within the path to purchase.

In a fragmented, crowded and personalized channel environment, triggers necessary for consumer attention can lead to diminished long-term advocacy (i.e. coupon dependency, ratings dependency, etc.).

Therefore, the focus on generating a desired emotional reaction before stimulating a path to purchase increases the likelihood of positive identification and association while decreasing the need for incentivizing engagement.

Human Behavior



Consumer Behavior



In a Nutshell, we hypothesize:



Before



Leads to more



The J Benjamin Group

There is no BOGO necessary when a person already feels excited. There is no doctor or hospital ranking that can supplant the concern of a serious diagnosis. There is no news feature that will overcome the fear of losing your livelihood. No coupon can change where friends and loved ones choose to share life together. More often than not, personal good overpowers common good.

Unless:

People see value in the goods and services you provide. People see their doctor and healthcare provider as working in their best interest. They believe something good can happen to them today and tomorrow. That your product or service elevates who they choose to be. Their choices to help and contribution will never be transformed into a burden or responsibility of care.

Now that that's out of the way, let's talk
about developing brand relevancy

Finding relevance begins by:

Identifying and understanding barriers we may not be aware of (or take for granted).

Navigating through the barriers.

Applying the rationale used to navigate barriers to reformulate our message approach.

**The Barriers we
may not know about
- or take for granted**

**A c c e p t t h e t h i n g s w e
c a n n o t c h a n g e**

Relevance process:

Step 1: Understand that our desired audience doesn't know what we know, or doesn't know what we are about to tell them and why they should care.

Step 2: Assume our message will create an emotional reaction and then imagine – in the most simplest of ways – what that reaction will be and what it will feel like.

Step 3: Look to verbalize the reaction so that it connects back to the message in a positive/desired outcome.

Step 4: Build connection points of justification (reasons to believe) that reinforce our message that the consumer will find to solidify his/her opinion of our message and brand.

The “Curse of Knowledge” Barrier

The unintentional
enemy of genuine
connections

In 1990,

Elizabeth Newton earned a Ph.D. in psychology at Stanford University by studying a simple game in which she assigned people one of two roles:

“tappers” and “listeners.”

Tappers received a list of 25 songs (like “Happy Birthday to You” and “The Star-Spangled Banner”) from which they were to pick a song and tap out the rhythm to a listener by knocking on the table. The “listener’s” job was to guess the song based on the rhythm being tapped.

Before the listeners guessed the name of the song, the “tappers” were asked to predict the odds that the listeners would guess correctly. They predicted that the odds were 50 percent.

The results: Listeners guessed only 2.5% of the songs correctly. That’s 3 correct guesses out of 120 songs. Tappers got their message across 1 time in 40, but they thought they would successfully get their message across 1 in 2. Why?

Once we know something, we find it hard to imagine what it is like to not know it.

In this experiment, the “tapper” has knowledge of a song that makes it impossible for them to imagine what it is like to lack that knowledge – when they are tapping, they cannot imagine what is like for the listener to hear isolated taps on a table. This is the curse of knowledge – once we know something, we find it hard to imagine what is like to not know it, and it becomes difficult – more difficult than we realize – for us to share that knowledge with others because we cannot readily create the listener’s state-of-mind.

THINK ABOUT IT

**You can't
unlearn what
you already
know.**

So, we have to learn how to translate and transform our communications. We have to learn how to keep the perspective of the “listener” (i.e. our audience) at the forefront of how we go to market with our messaging. We have to:

- Take a step back.
- Remove ourselves from our internal knowledge and experience.
- Work to find the common bridge between our organization and the benefits it provides our desired customer.

In other words, *we have to look for our point of relevance to someone else.*



Emotional Reactions

They are real, and
they are spectacular

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We can discipline our minds and strengthen our wills, but we – as human beings – struggle most with controlling the emotional reactions we have to stimuli.

For example, imagine what it feels like when you hear:

“You Have Cancer.”

“Your child needs immediate surgery.”

“That is the best work I have ever seen; great job.”

“We are pleased to inform you that your application has been accepted.”

Building the Bridge Between Our Organization and Our Consumer

**A K A : M e a n i n g f u l
n a v e l - g a z i n g**

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WARNING:

We are about to highlight two specific areas within the larger, overall process of Brand Relevance and, specifically, the stages of Brand Discovery and Insights.

This is done for three reasons:

- The first is because I believe these are very powerful and underutilized tools in creating effective customer connections.
- The second is for the sake of time.
- The third is because I think they are really cool and fun to do and talk about.

Development of a central, meaningful connection is based on two ideas:

- 1) Getting to the root of a stated objective will yield a “human” connection point from which to build.
- 2) Profound simplicity is greater than a simple message.

The “5 Whys” Exercise

Getting to the root of a business objective is a lot like remembering what it is like to try and explain a complicated idea – say, politics – to a young child. The constant refrain of “Why?” after every response forces you to dig deeper for a more relatable explanation.



Business Objective:

Increase sales by X% YOY

Why?

To increase net income.

Why:

To potentially hire more staff, implement more product offerings and increase profitability.

Why:

So we can become a stable and long-lasting business in our service area and increase our standard of living.

Why?

Because we like our location, we want to make life better for us and our families, we like what we do and we think it is valuable to the people we serve.

Why?

Because we have found a way to meaningfully contribute to society.

Did you see what happened?

Increase sales by X% YOY



Because we have found a way to meaningfully contribute to society.

This is not the translation of a business objective to a consumer benefit; nor is it a tagline or strategy statement. This is also very different from a feature and benefits exercise – which IS important and should be done later in the communication development process.

No, this is an exercise in finding the humanity in our work. This is an exercise in removing rational talking points and uncovering the basic human desires that lead to emotional motivation. This is an exercise in demonstrating the symbiotic relationship between the people that make up an organization and why they set the goals they hope to achieve.

And hopefully, this becomes the foundation for finding how to verbalize the mutual humanity between our business and our customers.

Once a business understands its “humanity,” it then must look to communicate that essence to an audience in a way that the audience can understand and care about.

Communication to an audience in a way that they will care about is not about “Keeping it Simple” but rather “Creating an Inspired Proverb.”

”Inspired Proverbs” go beyond stating a simple thought to communicate elegance and prioritization.

WARNING: An Inspired Proverb is not a tagline. It is, however, vital to the success of a great tagline.

Examples of Inspired Proverbs



Simple Thought:

Flint Global equips partners to break cycles of poverty and financial dependency by developing businesses that ignite measurable and lasting change.

Inspired Proverb:

The genesis spark of sustainability.

Examples of Inspired Proverbs



Simple Thought:

MPOWER works to go beyond physical therapy to incorporate a more holistic approach to health and wellness.

Inspired Proverb:

A clinical, holistic belief that you can perform better.”

Examples of Inspired Proverbs



CyberMaxx.

Simple Thought:

In an industry of cold, calculating tech, CyberMaxx is the most human.

Inspired Proverb:

Human meaning in Cybersecurity.

Building the Platform to help Customers Engage

Get them to cross the
bridge

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The Relevance Framework

You are a seasoned professional. You know how to put a plan together and execute it. Consider this a checklist for finding relevance.



Performance Takeaways

Review your research, sales, etc. against your business goals to see if you can find gaps between what you offer and how your desired customer is responding. If there is a big gap, you may have a relevance problem.



Strategic Approach

What is our central POV that we believe allows growth to occur? Where do we stand the best chance of success?



Insights

Who do you really believe you are and why? Does that connect or disconnect with your customer and/or the messaging you put out? Where is the opportunity?



The Relevance Framework

Development of content categories from which all messaging flows. Demonstrate how channels compliment the behavior of your customer. What immediate opportunities have we missed?

Questions

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D i s c u s s i o n T i m e

A black and white photograph capturing a moment of gratitude in a hospital setting. In the foreground, a man with a shaved head and a light beard is wearing a hospital gown with a small, repeating pattern. He has his arms raised high, palms facing forward, in a gesture of thankfulness. He is looking upwards with a slight smile. Behind him, a female nurse in dark scrubs stands with her hands at her sides, smiling warmly at the man. The background shows a hospital hallway with a door and a light fixture. The overall mood is positive and appreciative.

Thank You