

#1 ALL ABOUT CONSUMERS



ON THIS COURSE YOU WILL . . .

- ✓ **APPLY** your insightful learning to your own category and brands
- ✓ **BUILD** a **consumer dossier**: informed by segmentation
an **insight task map**: informed by insight distillation
- ✓ **CULTIVATE** better thinking and better choices to meet consumer needs
- ✓ **DETERMINE** your next steps to overcome consumer barriers

COURSE OVERVIEW

The course is designed to help you **start at the beginning – with the consumer at the heart.**

Being close to your consumer is the cornerstone of good business, and taking the time to explore their profile, their needs and the barriers they face, is fundamental to any successful business plan.

In this course you will explore **best practice segmentation, customer experience mapping and insight crafting** – the core fundamental skills that will prove invaluable to any role in any company.

OBJECTIVES

- ▶ To highlight who could be your consumers and what they are like.
- ▶ To learn how to put consumers into meaningful segments using the latest models.
- ▶ To contextualize your consumers within the category that you have chosen to play in.
- ▶ To map the experience of your consumers and understand the key barriers that they face.
- ▶ To understand how to craft a real insight.
- ▶ Be inspired to come up with potential ideas.

OUTCOMES

"I now see how important it is to think about who my target actually is and be close to who they are as people."

"I appreciate the importance of learning to segment consumers and the various ways that I could use."

"I understand the importance of contextualizing my consumers in my category, and the rules that I have to play with as a starting point."

"I realize how important it is to map the journey of my target to identify the actual barriers I can help overcome at various stages on their journey, so that we can win vs the competition."

"I now appreciate what an insight actually is, and that it's not an observation or fact – it's something meaningful that we can use to solve a problem, meet a need and make money from."

"I am excited that by spending time collecting foundational information – how easy it is to come up with ideas that I could implement to solve problems and drive commercial success – its inspiring!"

0830-0900	▶ Breakfast mingle
0900-1000	▶ Creating your customer dossier The principles of segmentation Segmentation models (Demographic, geographic, behavioral, psychographic, attitudinal) The 5 W's model
1000-1100	▶ Working within your category Identifying category drivers Decoding the category using semiotics and cultural context Immersion techniques
1100-1120	▶ Break
1120-1220	▶ Creating your insight task map Creating a customer experience map – a weekly / daily clock Identifying pain points and barriers to overcome
1230 - 1320	▶ Distilling observations and facts into insights The difference between an observation and an insight Behaviors vs Attitudes The definition of insight Crafting a task map to consolidate focus 4 stages of the MOT
1320-1350	▶ Break
1350-1450	▶ Fun time What could you do to meet your insight challenge? Snickers case study – A Global communications and positioning challenge
1450-1500	▶ Summary and Close

WHO SHOULD ATTEND

- Junior professionals in the fields of marketing, sales, supply chain, research and development, design and general commercial business roles
- Graduates and students
- Professionals with 1-3 years experience
- Client or Agency based
- Entrepreneurs and freelancers
- Mature professionals seeking to restart

ALLISYN & RUTH USE A BLEND OF TECHNIQUES TO MAKE THEIR LEARNING STICKY:


- ✓ Projective techniques
- ✓ Hear one, See one, Do one methodology
- ✓ Interactive materials
- ✓ Audio visual
- ✓ Live working on case studies
- ✓ Peer sharing and coaching



Brands Basecamp is split into 4 courses that combine to give you a full marketing plan. Many people need a focus on one course because they need that now, others want to do all 4 for completeness – the choice is yours.

From our years of experience we have distilled huge working documents down to fewer simple and agile summaries that are easy to apply in your business.

Each of the basecamp courses provide two tangible template takeaways relevant to each topic. They are part thinking tools and part summary statements of intent. We will comprehensively cover how to complete each, and provide illustrative examples and case studies for you to practice in the session.




#1 ALL ABOUT CONSUMERS

Consumer Dossier

Who Am I?	How I behave	My end to end RTM
My values that bring me to life	Part 1 My Expectations of your category Why I'm important to your product	Part 2 I DON'T Can't afford of Truth (often you have time about purchasing)
Likes & dislikes (My work, family, beliefs, needs, habits)	Part 1 Purchase Behavior (How / when I purchase your product/service)	Part 3 Usage Behavior (How / when I use your product)
How I spend my money	Part 1	Part 3 I'm afraid of truth (Marketing Spend, C cost, Spend to Consumer)
Attitudes / Beliefs (My parents, values)	Part 1	Part 3 I'm afraid of truth (Consumption)
Demographics (My age, social class)	Part 1	Part 3 I'm afraid of truth (Repeat purchase)
		Part 3 I'm afraid of truth (Customer service / Manufacturer.com)

Insight Task Map

BEHAVIOURS NOW What do our customers currently DO?	FUTURE Behaviours What do we want our customers to DO?	KEY CONSUMER INSIGHT
HOW Attitudes/Beliefs What do our customers currently THINK & FEEL?	Attitudes/Beliefs FUTURE What do we want our customers to THINK & FEEL?	
		CONSTRUCTION (How we build the message)



#2 SHAPING BRANDS

Brand

Brand Promise	
Brand Values	Brand Personality
Reasons to Believe	
Functional Benefits	Emotional Benefits
Insight	
Market Definition	Target Consumer
	Competition

The Brand Positioning Statement

For _____ (Target Consumer)

Brand _____ is the

_____ (Category reference)

That _____ (The Benefit)

Because _____ (Proof)



#3 GROWING THROUGH INNOVATION

Concept Ingredients (Structure of concept in user language)

Insight (Given to me that you understand my needs, that you really know what is going on in my head)	Images to bring to life
Idea, Differentiating Benefit and Reason to Believe (Can you have got my attention... but not for long. Who are you? What are you? How can you satisfy my needs better than anyone else? Why should I believe you?)	
Reprise of "why you should buy it" (Please summarise precisely why I should buy you and how will this make me feel?)	

Writing an innovation idea

Basics

What it is
How it works / you use it
Why it's different
Claim


Articulation

Use 1-6 words - which are more essential
(e.g. Size or responsibility)

Metaphors & Similes

Reference understood items or experiences
eg like a plastic bottle that is made of paper





#4 COMMUNICATING BRANDS

Communication Brief

Objective	
Where are we now?	
Where do we want to be?	
What are we doing to get there?	
Who do we need to talk to?	
Insight into target Consumer	
What do we want them to do?	
Message/creative	
What do we need to tell them?	
How will we know when we've arrived? (KPI)	
Budget	
Approvals	

Target Consumer	How will we engage with them?	What can we do?
	Tell them	TV, Radio, Outdoor, Print
	Talk to them	DM, RM, Social
	Let them experience	Sampling, experience days
	Let them recommend	Social, Word of Mouth

FACILITATOR PROFILES



ALLISYN JAMES

Independent consultant and practitioner with over 25 years' experience. Allisyn is an experienced facilitator and trainer across the full suite of business and commercial capabilities. Known for her strong strategic thinking skills coupled with real tactical expertise, she loves to share best practice and create innovative and immersive training events.

Allisyn brings a wealth of industry experience having held senior commercial positions in both client and agency side across multiple categories and in multiple geographies. She has written and delivered many capability academies for multinationals – improving the ability of marketing and sales professionals to stay contemporary and do their job better!

Geographically she has worked extensively in Europe, Asia Pacific, the Middle East and The Americas delivering programmes on behalf of Multi Nationals. She has proven ability to meet new challenges with confidence and enthusiasm. A clear lateral thinker she loves to look through multiple lenses to drive innovation and harness trends to unleash possibilities.

For Allisyn it's all about the consumer at the heart. She is constantly fascinated by people and why they think, feel and behave the way they do, and is passionate about driving growth through cultural context.



RUTH WILLIAMS

Ruth is an experienced facilitator who has a passion for helping teams understand their consumers and deliver experiences and products that will excite them. Ruth has over 20 years senior client side experience developing and launching products globally.

Her Diageo career included a variety of senior marketing and innovation roles up to director level working with teams globally. Launched initiatives on Smirnoff, Guinness, Bailey's, Jose Cuervo and Bundaberg Rum in UK, US, Spain, Australia, India and Africa.

As a consultant for the last 10 years, Ruth has written and delivered many capability academies for multinationals – imbuing each intervention with practical and actionable content so that delegates can deliver right away. Clients such as Royal Sun Alliance, Zain (telecoms), MSN, Shell (forecourts), Akzo Nobel, Dairy Crest, Diageo, Novo Nordisc, Carlsberg, Twining's, Asia Pacific Breweries, EFES, PepsiCo, Constellation Wines, BT, BA, Boden, ABG, Brother, SSE, Invesco, Euroclear Legal & General, Legg mason. She has run client events in Europe, Asia, Africa and the USA.

Known for her desire to help organisations drive strategic marketing combined with a real focus to make things happen, she enjoys nothing more than working with diverse teams, understanding their issues and delivering a program that will bring real change for individuals.

COSTS

STANDARD

US\$4000 per delegate
per 4 day course

AFRICAN special available!

SAVE 50%

US\$2000 per delegate
per 4 day course

AVAILABLE VENUES

- Accra – Ghana : date TBC
- London – UK : date TBC
- Lagos – Nigeria : date TBC

NB: All courses are general and applicable for B2C & B2B but they can be tailored to a specific category or sector for an additional development fee