LUNCH & LEARN

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Have tough times made brand whores of us all?

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What?

6 x 2 hour depth interviews PLUS 2 week video diaries

Who?

1 x Pre-family
2 x young families
2 x older families
1 x Empty Nester
Spread of household incomes

When?

Mid Oct – Mid Nov

Where?

West Midlands

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Who did we speak to?

Mary, 58, £20K household income

Zoe, 37, £25K household income

Kate, 50, £30K household income

Kelly, 39, £52K household income

Anne, 54, £60K household income

Lynn, 27, £86K household income

A few truths…

Jan 2011

out of 10 people expecting to be worse off over the next 12 months

Source : IGD

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Oct 2011

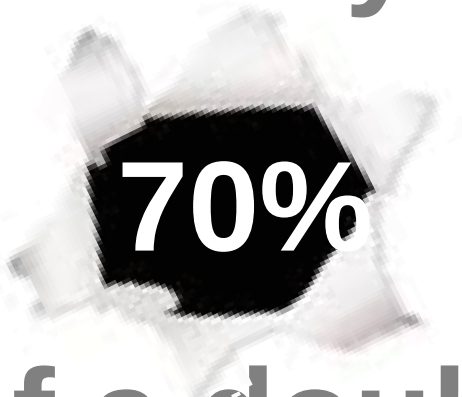
Consumer confidence

at an all time low

Source : Nationwide Building Society

Nov 2011

UK economy faces a



risk of a double-dip recession

Source : National Institute of Economic and Social Research

Reality bites…

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What do I really value?

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I wonder where it will all end up – I think if we just led more simple lives, things would be better (Kate)

People have been kidding themselves that they are middle class…they aren't, we are working class and it is okay to admit to paying less because you have to! (Anne)

We have lost the urge to splurge

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I have been through our bank statements and trimmed out all the waste & overspend…I call it 'waste monitoring'
(Lynn)

You start looking for things out of interest and then necessity. There is no other way to live at the moment – there is no fat!
(Kellie)

"The question is, even if you had £12 million to spend on a wedding, would you? Or would you perhaps look around – or read a newspaper or turn on the news – and think: I don't know, the global economy appears to be in a state of collapse, people are losing their jobs all over the place, maybe scale things down a bit?"

Source : India Knight, The Sunday Times, 13th November 2011

Household income does not determine this behaviour

Your income just dictates your budget…but smart shopping is an attitude and it takes time
(Zoe)

“I have never seen so many Audis in Aldi!”

“I would never have seen him in the pound shop five years ago…

…he would have stood across the road from it”

(Kellie)

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‘For less’ is the new expectation

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I am being smart now – I am not being a mug anymore – we have been stitched up for years!
(Kellie)

Shoppers know how to work the deals to suit their needs

I have still got brand loyalty but I shop from a wider repertoire. I like to think I have more options on everything
(Anne)

How do I make a choice?

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Shopping smart isn't just about the best price

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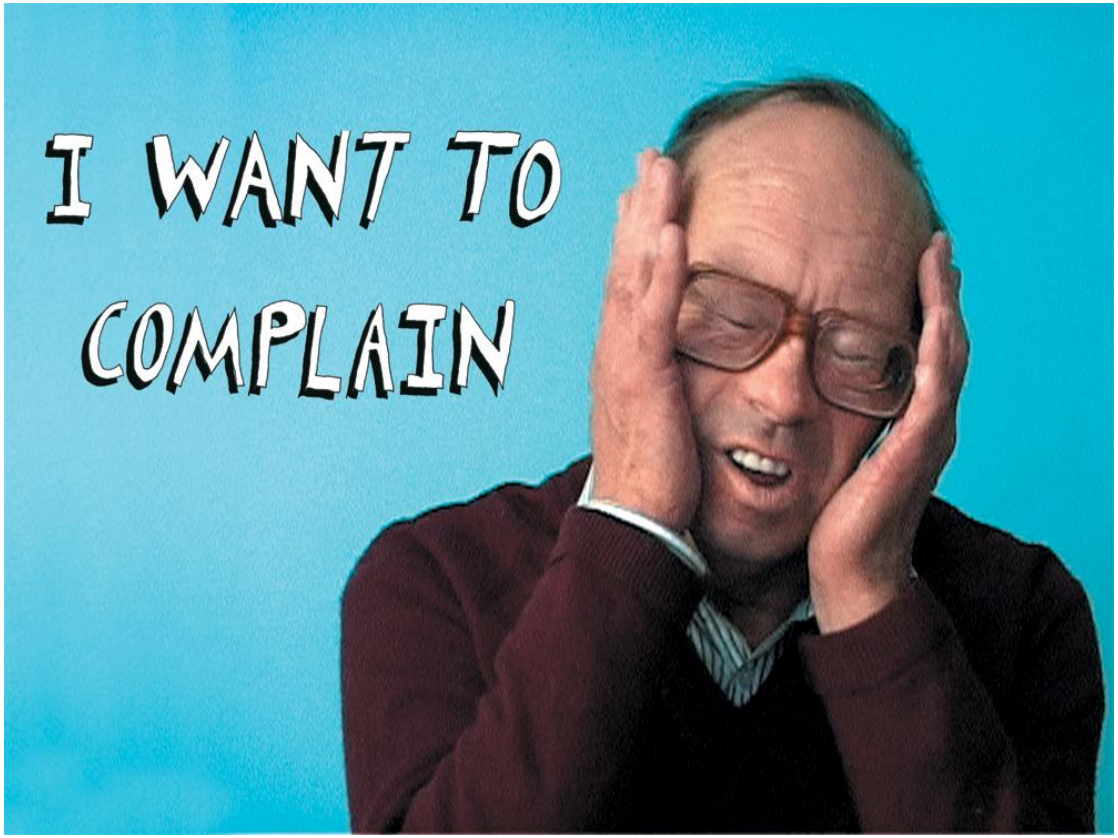
I don’t want to feel like I have been held hostage by that brand
(Zoe)

Supermarket : friend or foe?

Value = Q^{uality} + £

Brands and promotions? It is chicken and egg really. The only way not to be on promotion is to bring out new products
(Anne)

The silence is broken



So, have tough times made brand whores of us all ?

YES, SO…

Re-defining loyalty

You **should** be worried that promotions are forcing consumers to review brands in a purely functional way

There appears to be a new kind of loyalty…

If brands are not prepared to think about how to add value outside of price promotions, then be thankful to be considered alongside other parallel brands

So, rebuild your brand experience

Brand & retail experiences have become joyless!

Brands need to think about how to re-capture the hearts and minds of consumers at the moment of truth …

…..AND outside of the shopping experience

E.G. BRANDS TARGETING WOMEN…

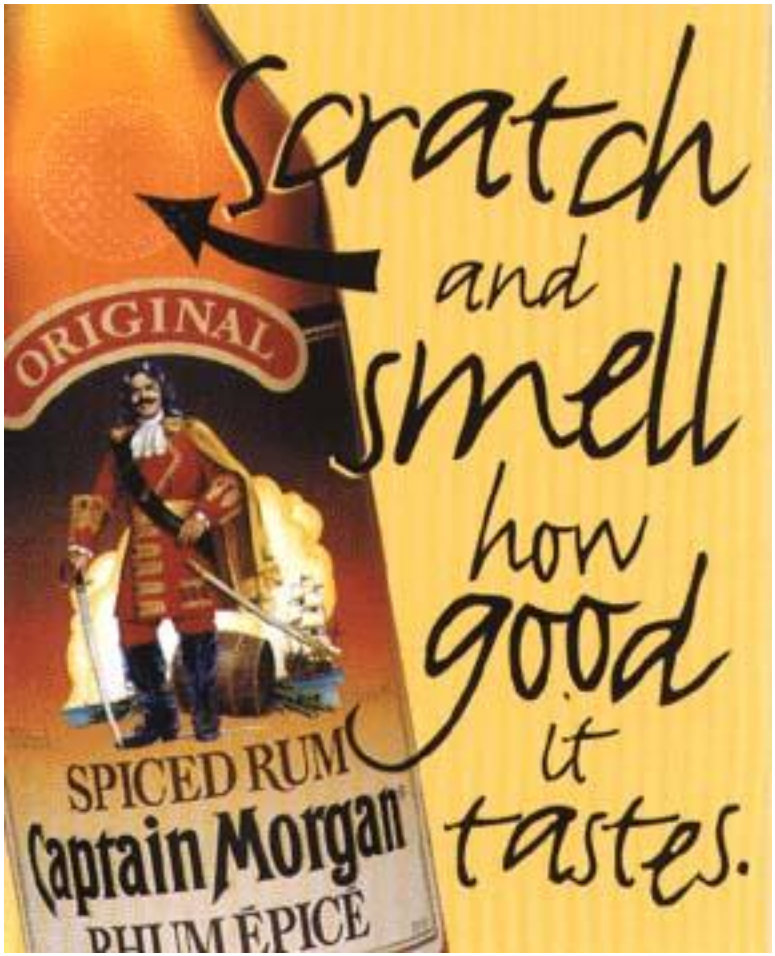
ONEOMS

Adding value beyond promotions

Brand owners cannot expect price promotions to do all the hard work…they are no longer differentiating

NPD that genuinely makes a difference is key to adding value and driving destination purchases

Promotional strategies themselves can be innovative : how can you seduce, surprise & delight through your promotional mechanic


Scratch
and
smell
how
good
it
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SPICED RUM
Captain Morgan
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ANCHOR
ANCHOR

BECKS
LOVE
MUSIC
HATE
RACISM
HARD-FI
HARD-FI

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BRANDS COMING TOGETHER TO CREATE NEW EXPERIENCES

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Be a brand that gives back

Now, more than ever, brands have to demonstrate empathy

And this is as much about language, tone of voice and message…

…as it is about displaying altruistic values and social awareness

Help Shelter this Christmas...

Become a Shelter elf and treat your friends or colleagues to a festive M&S lunchtime treat!

Shelter

50p from every smoothie with hat sold goes to AGE Concern

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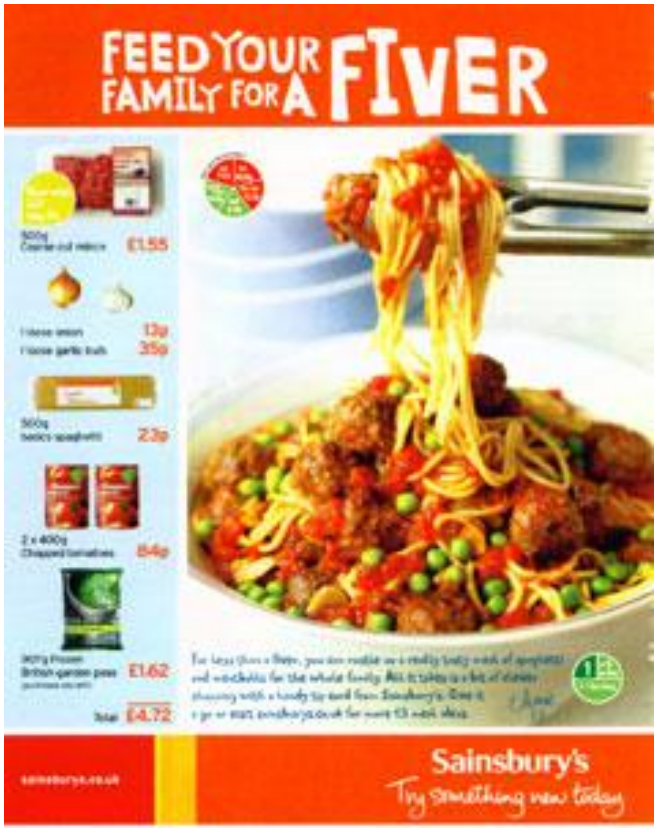
LOVE YOUR
LEFTOVERS

Live
Well
For
Less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Pro-active management

Despite a lot of negativity, it is not all doom and gloom.

You can still give your brand an edge so you need to think:

(1) What am I going to do as well as my promo strategy?
(2) How am I going to create / turn my brand into an anchor brand?
(3) What am I doing or saying to show empathy with my customer

Brands have to demonstrate that they care and that they can be bothered : we notice things, stop treating us like we are stupid!
(Zoe)

Thank You

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