

Made To Stick

Goal – deliver research insights as a story that **STICKS!**

S - Simple (Find the core) - “WANTS/PURCHASES” Research
U - Unexpected (Get attention) - “EMOTIONS” Research
C - Concrete (Understand and Remember) - “WANTS/NEEDS” Research
C - Credible (Help people Believe) - “IDENTIFIABLE” Research
E - Emotional (Make people Care) - “EMOTIONS” - Research
S - Stories (Get people to Act) - “STORY” Research



Long Bar Research

Tips #1 - #8

Long Bar Research Tip #1

To present “Wisdom” turn the research into a person.



“Before we could build a communications program, we needed to bring the balance seeker to life. We did an exercise we often do: based on the abstract characteristics we had identified, we imagined describing that person as our neighbor.”

Long Bar Research Tip #2

Most companies will have a minimum of at least two target audience(s).

Research Discovered Balance Seekers

Balance Seekers cut across all demographic lines of age, income, and education

Long Bar Research Tip #3

Don’t start Qualitative research with a demo group. You will be hurting your customer!

Long Bar Research Tip #4

Don’t talk to a prospect about networks until you have presented and agreed on their target audience(s).

Long Bar Research Tip #5

Start your “research” presentation with “facts” that your audience will agree with. It helps to build credibility.

Long Bar Research Tip #6

Question – when do I use “Vertical %” and/or Horizontal %”?

If you start your sentence with a row statement – then use Horizontal %

If you start your sentence with a column – then use the Vertical %

Long Bar Research Tip #7

Question – how do I describe the Simmons service to a prospect?

BHN has invested in a well respected, nationally known marketing research database called SimmonsLocal. They have a sample of over 36,000 which allows us to hone in on the habits, opinions, and attitudes of YOUR customers. This allows us to collectively design a customized advertising schedule just for your prospects.

Long Bar Research Tip #8

*Turn your research into a **STORY!***

Client/Prospect ...

Industry

More Right or Left Brain

Name is

Likes and Dislikes



Major Opportunity (Gain)

Major Objection (Pain)

Currently Doing

Product/Service Profile ...

WEB Address

What do they Sell?

Business Name

What do they expect Advertising to do for them?



More Sales from?

- Sell more to existing customers?
- Go after their competitors' customers?
- Bring in customers from outside their category?
- Other?

Extras

Currently Doing

Product/Service - Reasons why people buy?

From Discussion with Client:



CONFLICTS Research ...

My Conflict (A) (Think of inverse of why people buy, then look for research that supports it.)

WANTS Research ...

TARGET # 1 (Main Character)

My Decision Indicators (B)
(Broad based pointers)

Male	Female
Married	Not Married
Children (Y)	Children (N)
College Grad (Y)	HS Grad (Y)
High Income	Low Income
Conservative	Liberal
Left Brain	Right Brain

Other

My (TARGET)
Name is

My Decision Influencers (C)
(People, Friends, Associations, etc.)

Child Influenced (Y)	Child Influenced (N)
Neighbors Approval (Y)	Neighbors Approval (N)
Friends Influenced (Y)	Friends Influenced (N)
Ask Advice (Y)	Ask Advice (N)
Easily Swayed (Y)	Easily Swayed (N)
Churched (Y)	Churched (N)
Country Club (Y)	Country Club (N)

Other



My Decision Emotions (D)
(WANT WHY)

Approval Seeking (Y)	Approval Seeking (N)
Family Centered (Y)	Family Centered (N)
Work Centered (Y)	Work Centered (N)
Spiritual Person (Y)	Spiritual Person (N)
Stand Out -Crowd (Y)	Stand Out -Crowd (N)
Family Thinks – well (Y)	Family Thinks – well (N)
Perfectionist (Y)	Perfectionist (N)

Other

My Decisions – Entertainment/Leisure (E)

IDENTIFIABLE Research ...

My Identifiable Elements (F)

Past Purchases Research ...

My Decisions – Past Purchases (G)

Planned Purchases Research ...

My Decisions – Planned Purchases/Events of Life (H)



Media Research ...

TARGET # 1 (Main Character)

My Cable Networks

My (TARGET)
Name is

My Programming

My Sports

My WEB

My VOD

My Music



My Research Based STORY ...



Story Segue Ideas

1. WE LOOKED AT SOME CUSTOMER VIEWS...TELL ME IF THIS SOUNDS LIKE YOUR CLIENT (TELL STORY)
2. TELL ME IF THESE ARE THE CLIENTS YOU'D LIKE TO REACH (TELL STORY)
3. DOES THIS STORY SOUND FAMILIAR? (TELL STORY)
4. IF I WERE TO CREATE A STORY ABOUT YOUR CUSTOMER, IT WOULD GO LIKE THIS... (TELL STORY)

My Story PLOT (Challenge or Connection or Creativity)

Three different types of plots; 1. **Challenge** (Obstacles seem daunting to Main Character and inspire us to act.) 2. **Connection** (About someone who develops a relationship that bridges a gap – racial, class, ethnic, religious, demographic, or otherwise.) 3. **Creativity** (Someone making a mental breakthrough, attacking a problem in an innovative way –MacGyver.)

Story

Checklist for Your Story

What is your IDEA and what is the PURPOSE of your presentation?

S - _____
U - _____
C - _____
C - _____
E - _____
S - _____

Main
Character

Characters
WANTS

Is WANT
Life Changing?



Additional
Characters

Conflicts?

Characters
Identifiable?

Reason for Rooting for Main Character