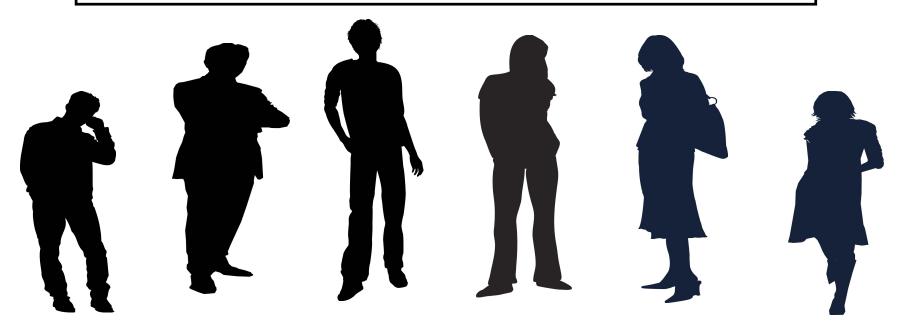
Made To Stick

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 <u>row</u> statement – then use <u>Horizontal</u> %

If you start your sentence with a <u>column</u> – then use the <u>Vertical</u> %

Long Bar Research Tip #7

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

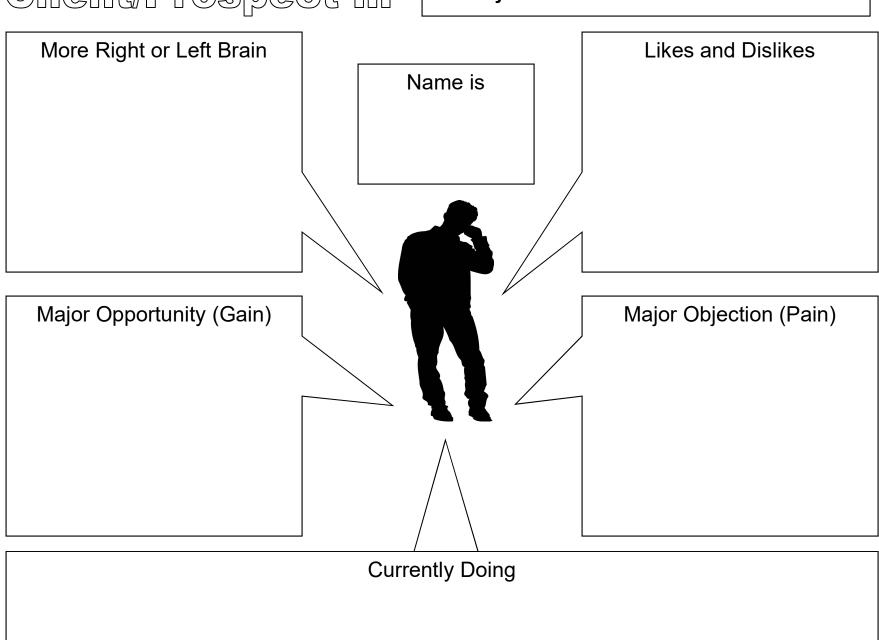
BHN has invested in a well respected, nationally known marketing research database called SimmonsLocal. They have a sample of over 36,000 which allows us to hone in on the habits, opinions, and attitudes of <u>YOUR</u> customers. This allows us to collectively design a customized advertising schedule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

Long Bar Research Tip #8

Turn your research into a STORY!



Industry

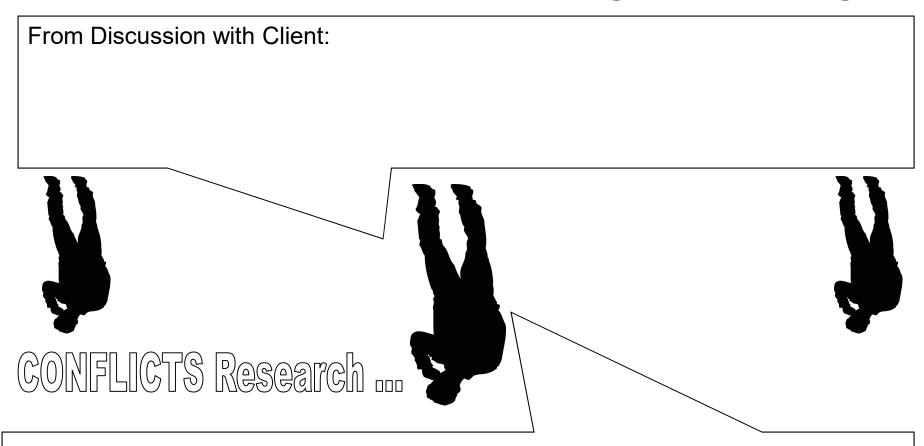


Product/Service Profile ...

WEB Address

What do they Sell? What do they expect Advertising to do for them? **Business Name** More Sales from? **Extras** Sell more to existing customers? Go after their competitors' customers? Bring in customers from outside their category? Other? **Currently Doing**

Product/Service - Reasons why people buy?



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

Other

Ask Advice (N)

Churched (N)

Country Club (N)

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)

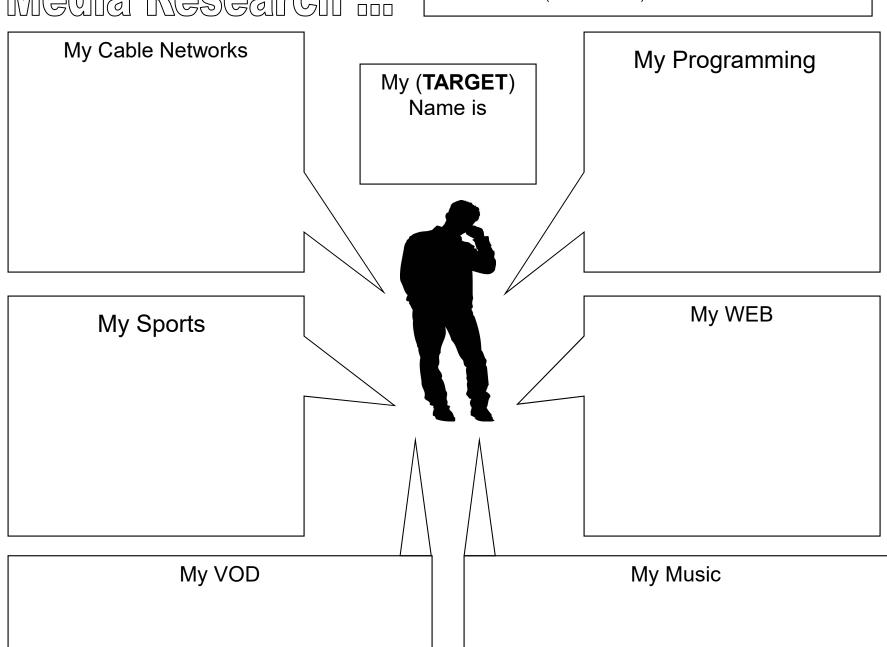
Past Purchases Research Planned Purchases Research

My Decisions – Past Purchases (G)

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

Media Research

TARGET # 1 (Main Character)



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 <u>IDEA</u> and what is the <u>PURPOSE</u> of your presentation?

