

thinking

BRAND CONNECTION

WHICH BRAND WILL
YOUR CUSTOMERS CHOOSE?



CALL US THE
CHUCK WOOLERY
OF MARKETING

We're about to help you make a love connection between your brand and your customer. To start, we've conducted our very own 2019 Brand Decisions Survey to better understand consumer buying habits. Next, we examined and analyzed the findings of said survey to answer questions like, "What triggers brand loyalty?" and, "How does someone's personal feelings affect how they connect with a brand?" And finally, we put it all here in this issue of Thinking. So read on, and let's get this show on the road.

DEC 2019 **BOZELL**

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Thinking is a collection of our knowledge, musings, tidbits, pretty drawings and any other information that helps businesses create successful marketing efforts. Thinking is entirely produced by the big-time thinkers at Bozell in Omaha, Neb. You can view these articles, as well as more Thinking, at bozell.com. Questions or suggestions? Email thinking@bozell.com.

Shopping Habits Edition SURVEY SAYS

It's competitive out there. And tough for both brands and retailers. With more than 9,300 stores closing in 2019, we decided to do a research study about brand loyalty and brand choices.

On October 29, 2019, we asked 529 men and women across the country – ranging in age and income – about their shopping habits. In the articles to follow, we'll take a deep dive into some of the results. But first, here are details about the people who took the survey, as well as a few key topline findings.

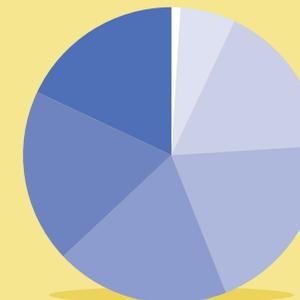
GENDER

58% – Female
40% – Male



AGE

17 or younger – 1%
18 to 20 – 6%
21 to 29 – 17%
30 to 39 – 20%
40 to 49 – 19%
50 to 59 – 19%
60 or older – 18%



INCOME

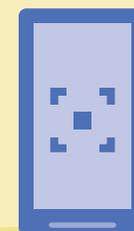
The majority (53%)
make between \$25,000
and \$99,999 combined HHI.

\$25,000 to \$49,999 – 18%
\$50,000 to \$74,999 – 21%
\$75,000 to \$99,999 – 14%



KEY FINDINGS

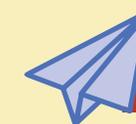
39% of all shoppers said they always or usually researched their purchase in advance.



53% of shoppers used their smartphone in-store to research products, compare costs or search for deals and coupons.

50% of respondents still use a brand that their parents used.

57% of shoppers said they followed a brand/store on social media to find out about special promotions and deals.



If you'd like to see the entire, in-depth presentation, please contact us at kmickelsen@bozell.com or 402-965-4317.

MISSION TO BUY

By:
Jim Minge
Senior Content
Developer

An insight into male shoppers.

Most people know Julius Caesar's famous phrase, "Veni, vidi, vici," Latin for "I came, I saw, I conquered."

But Jules had another, not-so-well-known axiom when it came to shopping:

"Ego vado, ego tabernam, ego adepto ex ibi est infernum!" Translated to English, the Roman dictator was saying, "I go, I shop, I get the hell out of there!"¹

That was back in the mid '40s. (BC, that is.) But, for men, shopping hasn't changed much – at least according to the recent brand study commissioned for this issue of Thinking. For the most part, it reinforced typecasting we've heard before: Women enjoy shopping and look for deals, while men ... not so much.

Full disclosure: I'm a guy, and I fit the male shopping stereotype. I don't enjoy it, so I whittle my TSS (time spent shopping) to a sliver. I know precisely what I want long before I step foot in a store, and a discount on another similar product doesn't deter me. When I get to the store, I prefer Mario Kart over a shopping cart. To me, it's a race.

Speed is key online, too. Men complete online purchases faster, 10 minutes compared to 14 minutes for women.² Male shoppers tend to stop shopping after they find the first workable product.³ Women, on the other hand, would rather continue shopping in the hope of finding the "perfect solution" as opposed to just the first product that works.⁴

MEN ARE ON A MISSION



When it comes to specific brands, my approach to shopping jives with our study, which showed the majority of men (64%) know what brand they are going to purchase before they arrive at a store or click to buy online, compared to women (47%).

Another long-standing belief: Women care more about price; they shop longer and "look around" to find a better deal. Men want to buy the thing and get out. Our study showed that 49% of men follow a brand on social media to learn about a special deal, whereas 63% of women wanted to know about the brand's specials.

I asked a male friend of mine who spends a lot of time at the gym, and a lot of money on health supplements, "If you were buying a jug of protein powder on Amazon, and at the checkout they offered you another brand that was 20% cheaper for the same amount of protein powder, would you switch brands?"

"I like a deal just as much as the next person but saving 20% isn't going to make me choose another brand over the one I've been using," he responded.

So, what will make you switch brands?

"If they showed me that the other protein powder has more vitamins and minerals, more protein and fewer calories per gram than the one I use now, well, then I would switch. Cost is an afterthought."

Here's your take-home box for male shoppers:

⚡ Discounting your product to entice a brand-switch might not always be the best approach. The majority of men have already made up their minds before reaching the point-of-purchase. (Nearly half of the women in our survey have, too, BTW.) Show men how your brand is better, not cheaper.

⚡ Men are loyal to the favored brands, so it's worth the effort to convince them to switch. Our figures are from just one survey, and different industries have different purchase points, but loyalty is universal. Once you convince men your product is the best in that category, they become creatures of habit and stick with your brand.

⚡ One final thought why men switch brands: life change = brand change. Our survey showed that 48% of men "switched a few brands" after getting married, taking a new job, buying a new home, etc.



The Shopping Experience



An insight into female shoppers.

by Kerrey Lubbe
Senior Copywriter



So, what have we learned so far?

Our survey revealed that men prefer to shop alone, quickly, and for the brands they know and love, right? Well, if you can believe it, our study revealed that women are the exact opposite.

[Pause for shocked reaction.]

I get that it probably doesn't surprise you too much, but here are some stats I found particularly interesting, based on the results from the women who took our survey.

53% choose what they're going to buy at the time of purchase. As it turns out, more than half the women walking around your store and browsing your website are looking for something that speaks to them. Or at the very least, they're open. In fact ...

1 out of 3 "occasionally like to try new brands."

So not only are these women open to buying on the fly, **34% are ready and willing to try something completely new.** I suppose you could even say they want to want to try your brand.

And the clincher for me was this ...

Only 9% would never change brands. For me, this was a shockingly low number. This means the door is seemingly wide open for brands and marketers to compete against one another. You just have to speak to them.

But wait, there's one more thing I found interesting ...

Only 9% would change brands because of a lower price. I found this number to be shockingly low, as well. Similar to Jim's protein-drinking gym friend, it seems like women agree price is not always the trigger for switching brands.

Only 9% would change brands because of a lower price.

LOW PRICES!

LOWEST PRICES!

LOUD NOISES!

Now, what can marketers and business owners do with this information?

Let's take a look at Black Friday. It used to be that businesses could just offer lower prices and that would get people in the doors. But times they are a-changin'. Nowadays, you need so much more than that.

In a 2019 Black Friday report by Coresight Research, shoppers were asked to rate their shopping experience at specific retailers. The big winner of the day was Bloomingdales. Out of 32 brick-and-mortars, Bloomingdales was the only one to receive four stars for its "fun experiences, good services, taste testing, and discovery via new brands." Others were not as appealing. Lucky Brand, for example, only got half a star because they were lacking customer service and

were "far behind in offering a retail experience and using technology."

What this tells us is that people, in general, are looking for an overall positive experience. And that goes double for women.

34% are willing to try something new.

When it comes to Black Friday shopping, I can think of three close friends who each get together with their family and friends and make a day of it. They'll be the first to tell you that, while the deals got them out the door, the social aspect of the day is what keeps them doing it year after year. Some wear Christmas gear and others matching shirts; they take pictures and even do lunch together after. They're looking to have fun. That's why places like Bloomingdales would be on their visit-again-next-year list.

The point being: Don't put all your eggs in one low-priced basket. Think beyond that. What can you do in your store, or even on your site, that will create a "shopping experience" people will find enjoyable?

Here's a thought: I recently went to get manis and pedis with some girlfriends, and the salon let you purchase wine from the shop next door and bring it over to enjoy during our pampering. The whole thing was perfect. Both stores benefitted from the partnership, and it made the experience even better.

And that, my marketing friends, is what's going to get your customers to not only make a purchase, but also keep coming back time and time again.

53% choose what they're getting at the time of service. So make the experience as enjoyable as possible.



By Jim Minge

Senior Content Developer

BRAND LOYALTY in the face of CONTROVERSY



If variety is the spice of life, then we're living in a habanero society. We're overwhelmed with choices, which means brands need to keep their cool now more than ever. One wrong move and a longtime loyal customer might switch to a competitor.

Even devotees are switching in these next-brand-up times, for an assortment of reasons:

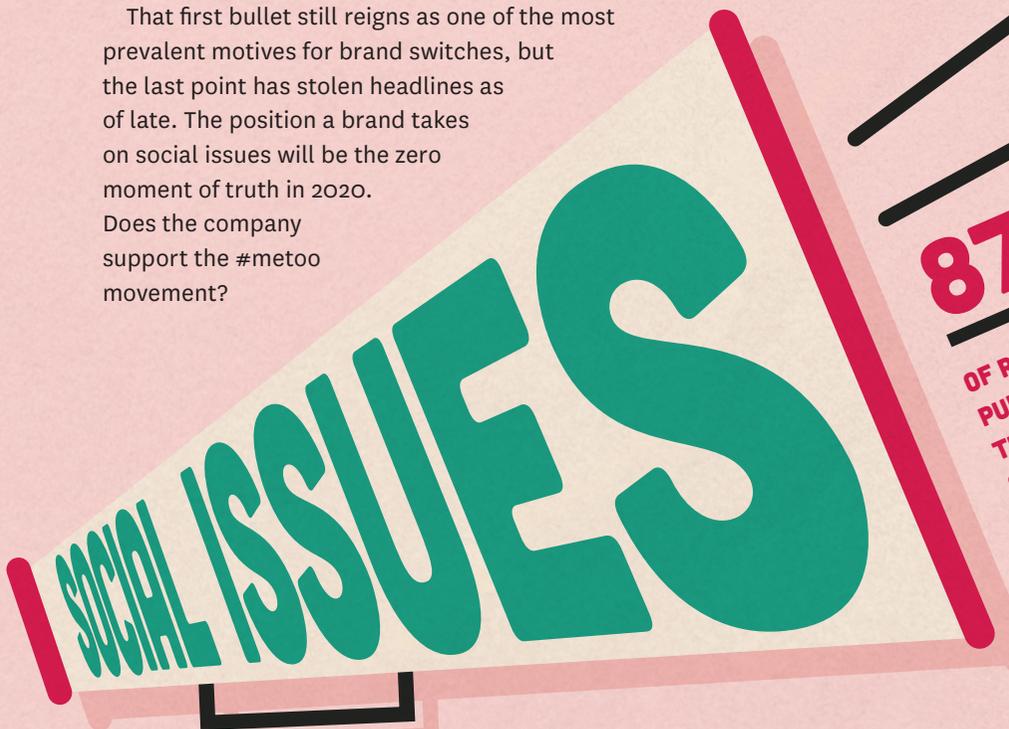
- A bad customer service experience
- A significant price increase
- Convenience (Hello, free one-day shipping!)
- Brand fatigue
- Evolution, baby (Why doesn't Brand A come in an easy-to-squeeze bottle like Brand B?)
- Social stance (Brand A's carbon footprint is Sasquatch-sized, but Brand B's is just right.)

That first bullet still reigns as one of the most prevalent motives for brand switches, but the last point has stolen headlines as of late. The position a brand takes on social issues will be the zero moment of truth in 2020. Does the company support the #metoo movement?

Is the business eco-friendly? Do they donate to pro-life or pro-choice campaigns? What about immigration – do they employ migrant workers?

Consumers care about these issues, and they want their brands to care, too. According to a recent study commissioned for this issue of Thinking, only 21% of men said a brand's stance on a social issue would have no impact. Women care even more, with just 16% saying a brand's stance on a social issue would have no influence on their decision to buy a brand.

According to a study from Cone Communications, 87% of respondents said they'd purchase a product because that company advocated for an issue they cared about, and more than three-quarters (76%) would refuse to purchase a



87%

OF RESPONDENTS SAID THEY'D PURCHASE A PRODUCT BECAUSE THAT COMPANY ADVOCATED FOR AN ISSUE THEY CARED ABOUT.

product if they found out a company supported an issue contrary to their beliefs.¹

And for brands that choose to stay neutral in hopes of playing it safe, consider this: In a study from the Shelton Group, 86% of consumers believe that companies should take a stand for social issues. Furthermore, 64% of those who said it's "extremely important" for a company to take a position on a social issue said they were "very likely" to purchase a product based on that commitment.²

What if they 'mess' up?

I'm an Apple fanboy. I'd buy every single product they offer if I could afford it. But what if tomorrow's headline read: "Apple Admits to Secretly Dumping Toxic Sludge Into San Francisco Bay."

While I would feel terrible about all the pollution, and I'd want Apple to clean it up, I wouldn't stop using their products because of it. On the other hand, the Apple fangirl in my life – my wife

– says she absolutely would stop using Apple products in this contaminated scenario.

Perhaps that's because women are more willing to try new brands. As you learned in the article about female shopping habits, 34% of women said they occasionally like to try new brands. Fewer men, 22%, say they try new brands every now and then.

It still comes down to customer service.

As much as social issues take the spotlight these days – obviously supercharged on social media – the quality of a product and, perhaps more critical, its customer service, still rule. Spurn a customer – even a brand zealot – and you risk losing them forever.

Consider this example from Bozell President Robin Donovan, who stopped shopping at one of her favorite stores because of a bad customer service experience.

"I bought an expensive dress at this store, among a number of other items, and wore it twice. I was looking in my closet and saw that the braiding across the midriff had ripped partially away. I brought the dress in and asked them if they would fix it. They said, 'No.'

"I reminded them that it was an expensive dress and they could see for themselves that it had barely been used. They said they

64%

OF THOSE WHO SAID IT'S EXTREMELY IMPORTANT FOR A COMPANY TO TAKE A POSITION ON A SOCIAL ISSUE SAID THEY WERE VERY LIKELY TO PURCHASE A PRODUCT BASED ON THAT COMMITMENT.

didn't care, and it was not their problem. They weren't willing to do anything at all and they acted as though I was some kind of creep because I hadn't bought the dress within the past few weeks and I had the nerve to ask them for help when it started to fall apart. I will never go back."

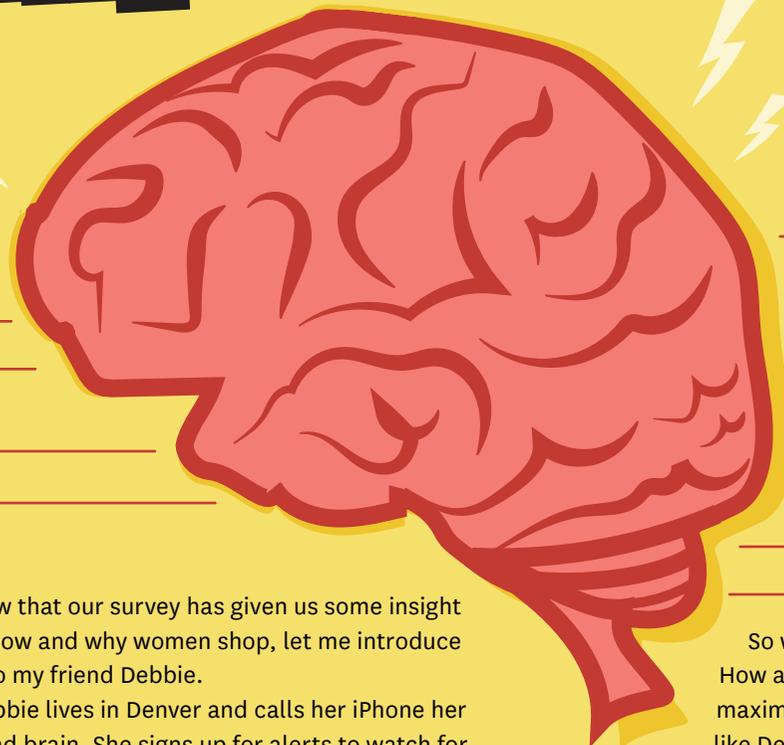
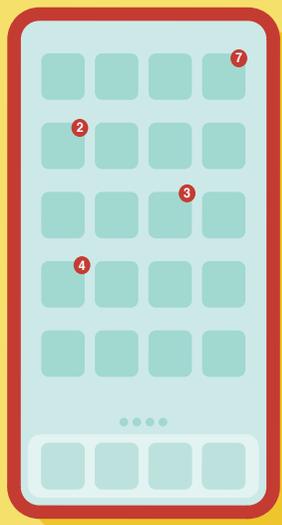
Super Simple Tip of the Month:

BE FAITHFUL TO YOUR LOYAL CUSTOMERS.

¹ Americans Willing to Buy Or Boycott Companies Based on Corporate Values, Cone Communications, 2017.

² Brands & Stands, Engage for Good, 2018.

MY SMARTPHONE IS MY SECOND BRAIN



By Kim Mickelsen, CEO

Now that our survey has given us some insight into how and why women shop, let me introduce you to my friend Debbie.

Debbie lives in Denver and calls her iPhone her second brain. She signs up for alerts to watch for things she wants or needs. She's never used paper coupons and she didn't sign up for loyalty cards because she found it a hassle to keep track of that stuff. But with her smartphone, it's easy.

Now, at 54, she is a digital master shopper. She uses her phone to do her research (before and during shopping) and she routinely loads and deletes apps based on her purchases. She does some ecommerce but prefers the physical shopping experience of walking the aisles and touching the items. Plus, she and friends make shopping a routine Saturday social outing.

I ran into Debbie and a friend at Michaels Arts & Crafts Supply Store recently. That day, she was buying more than \$50 worth of picture frames for \$13. She had a competitor's ad loaded on her phone, plus the Michaels app and a coupon. She laughed when I told her I was impressed and told me that she's saved enough last year to justify her upcoming vacation in Aruba. To her, it's become a challenge she loves to tackle.

TRIP TO ARUBA 🙌🙌🙌🙌

So what can we learn from Debbie? How about these five simple tips to maximize your sales to customers like Debbie.

1. Make sure your website is mobile/SEO friendly and well-indexed by search engines, because the first place people go while shopping your site is to the search function.
2. Make sure your website is optimized for mobile load times.
3. Make sure you have reviews and recommendations for your products/services.
4. Make sure promo codes or coupons are easy to find.
5. Make sure your contact info is accurate and easy to find.

WARNING

Don't use non-standard formatting on phone numbers. Recently, a contractor lost my business because he listed his phone number as 303: 555-1212 and the smartphone couldn't activate that number because it deleted the area code.

What Makes a Brand Cool?

By Kerrey Lubbe

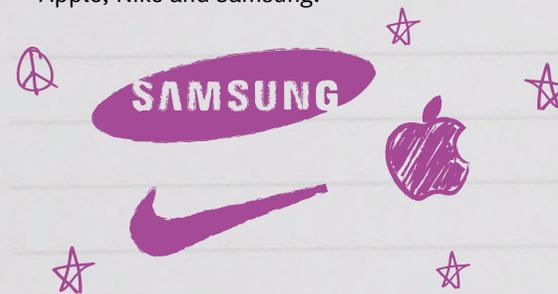


Senior Copywriter

Okay, we now know more about when and how men and women shop. But let's dig into the why.

I was tasked with answering the question: What makes a brand cool? My first thought was, "Clearly people at Bozell have never seen sixth-grade photos of me with red-framed glasses, headgear and a full perm (bangs included)." But then I remembered, when it comes to advertising and marketing, "cool" is so subjective.

In our survey, we asked, "If you had to put three branded bumper stickers on your car, which would they be?" And here were the top three brands: Apple, Nike and Samsung.



Two tech companies and one sporting goods company. Two very different audiences, and, therefore, two very different ideas of what's "cool."

So the question becomes, if these companies are so different, what is it that all three have in common? What makes them "cool"? More so, what can you do to attract the same affinity to your brand? And the answer is this ...

They have a clear identity,

Each of these brands knows exactly who they are and what they stand for. Every ad you see, every piece of packaging – it's representative of their brand's image. So be deliberate with who your company is as a brand. If you haven't already, try to identify which of Carl Jung's 12 brand archetypes best fits your brand. These archetypes will give it a clear personality, making it more relatable to the consumer. Not only will this help you home in on your brand's identity, but it also gets/keeps everyone on the same page.

They know their audience,

If you think about the ads you've seen for these companies, they each tell a narrative that speaks directly to the target audience. The customer becomes the hero of the spot, which helps customers relate more to the brand. And you can do this, too. Just study your audience's demographics and psychographics and tell a story that invites them into your brand. Create your own version of "cool." Your audience will thank you for it.

Archetypes give your brand a clear personality, making it more relatable to the consumer,

P.S. Get this book,

