

What Makes Us Buy, and Why

June, 2014

Prepared by Soren Kaplan
www.innovation-point.com



8 Consumer Roles for the Future

Give me the best value at the best price



value chasers

Make it easy and intuitive for me



simplicity seekers

It's all about the path of least resistance



impulse followers

I get my sense of self from the brand



brand lovers



fear fixers



experiential engagers



meaning makers



Expressive creatives

Protect me from the uncertain world

Life is about 'doing' rather than 'having'

I vote with my time and pocket book

Let me share myself in unique ways

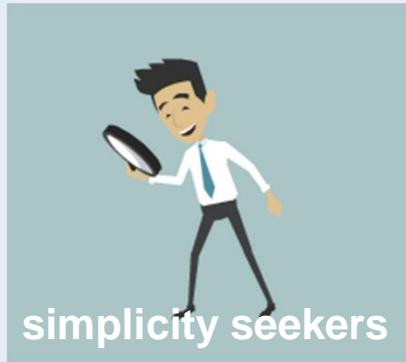
Deep Motivators (Value Propositions) for the Future

value
rewards



value chasers

simple
intuitive



simplicity seekers

convenience
time



impulse followers

recognition
community



brand lovers



fear fixers

security
avoidance



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fun
learning



meaning makers

responsibility
relationship



expressive creatives

self-expression
accomplishment

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Business Implications & Opportunities

Here are 10 examples of trends that highlight how leading-edge companies are tapping into some of the deep motivators to innovate their way to future success. As you review these, consider:

1. How might these trends apply in my markets and for my customers?
2. Which trends, roles, and deep motivators are most relevant for what we do today?
3. Which trends, roles, and deep motivators represent opportunities for future innovation – to tap into new customer segments or as the basis for new products, services, processes, experiences, or business models?
4. What other trends in your own industry tap into the deep motivators, and how can you use them as a source of innovation?

Instapreneurship

Key Targets: Expressive Creatives, Value Chasers



The Internet makes it easier for brands and consumers to connect and “co-create.” A number of platforms have emerged that enable aspiring entrepreneurs to design, create, develop, and sell their products, ideas, and or services. These are the so-called “Instapreneurs” who are able to create businesses and accomplish great things



in (almost) an instant. It empowers consumers whom may have never developed their ideas without these programs.



Zazzle

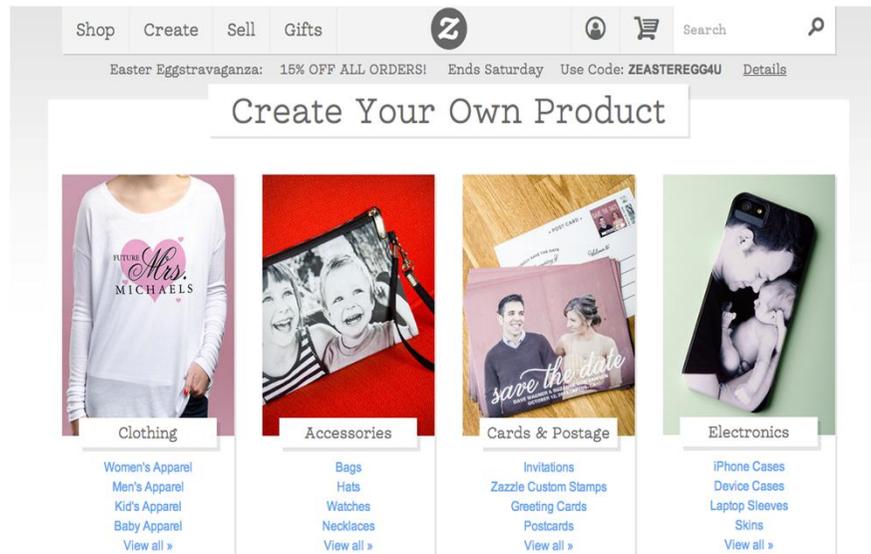
Instapreneurship



Kimberly-Clark gives \$15,000 'Huggies MomInspired Grants' to 'Momprenuers' who are creating their own businesses so that they can build relationships with women who are innovating children's products. The company gives these women money to fund their business, and the only thing they ask in return is to have the rights to buy their business if they decide to sell. The program received 50 millions web impressions when it went live which created incredible brand awareness. The company has received hundreds of new ideas and product submissions from moms around the world.

Lähde: Website: [Huggies MomInspired](#)
Video: [Huggies MomInspired](#)

Instapreneurship



Zazzle

The online community enables consumers to become co-designers by making custom-made bags and other merchandises, this co-designer can then check out, vote on, and buy from other users and/or branded partners, and set licensing fees for their own designs. These consumers are able to express themselves by creating something of their own while belonging to a specific community as well as having the sense of accomplishment and recognition.

Lähde: Website: [Zazzle](https://www.zazzle.com)
Video: [Zazzle](https://www.zazzle.com)

Social Currency Marketing

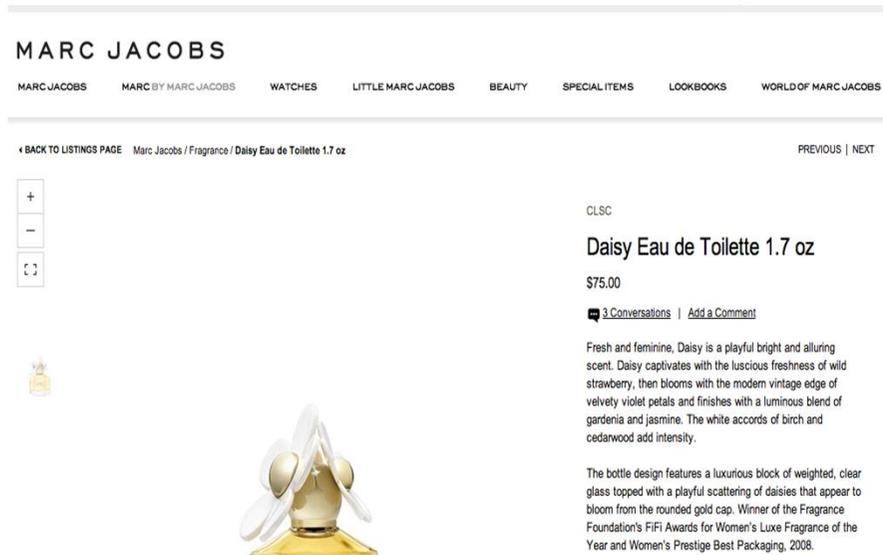
Key Targets: Brand Lovers, Experiential Engagers, Value Chasers



Marketing messages bombard consumers every day. To cut through the noise, many companies now provide merchandise or discounts in return for consumers' social sharing and promotion to their friends. Consumers who are passionate about certain products, brands, or experiences share with their networks – and receive financial incentives in return for promoting the company.



Social Currency Marketing



Marc Jacobs opened up a pop-up shop in the middle of Manhattan for its perfume brand Daisy. This shop is not ordinary because clients pay through the tweet they send out and/or share. The more they tweet, the more free products they will receive. The designer strategically found a way to go beyond advertising and engage his clients through social media, and for them to become ambassadors of the brand. This initiative went viral, and was communicated in a vast variety of media outlets, which became a P.R. success.

Lähde: Website: [Marc Jacobs Pop-Up Tweet Shop](#)
Video: [Marc Jacobs Pop-Up Tweet Shop](#)

Social Currency Marketing

Hertz Share It Up! Deals

THIS OFFER GROWS IN VALUE FOR YOU AND YOUR FRIENDS THE MORE YOU SHARE IT UP!

SAVE UP TO \$35

Save Up to \$35
(up to \$7/day) just by sharing!

\$15 starting value | \$35 maximum value

Time remaining: 12 days, 15:03:15

Click the Share It Up! button to participate in this offer, and to share it with friends to help increase its value!

Number of People in the Group: 0

People Needed to Unlock Next Tier: 1 Needed

1 more person must share this offer via the Share It Up! button to unlock the \$25 coupon

Starting Offer	Save up to \$15
1 total people	Save up to \$25
3 total people	Save up to \$30
5 total people	Save up to \$35



The campaign gave the opportunity to consumers to share promotion Hertz had to offer with their friends on Social Media. The more they shared, the higher the discount becomes. This is another example of how companies could create brand loyalty by involving their consumers in their campaigns. As participants, consumers have a sense of belonging and gain recognition from their peers through social media.

Lähde: Website: [Hertz "Share it Up Campaign"](#)

Affinity Networking

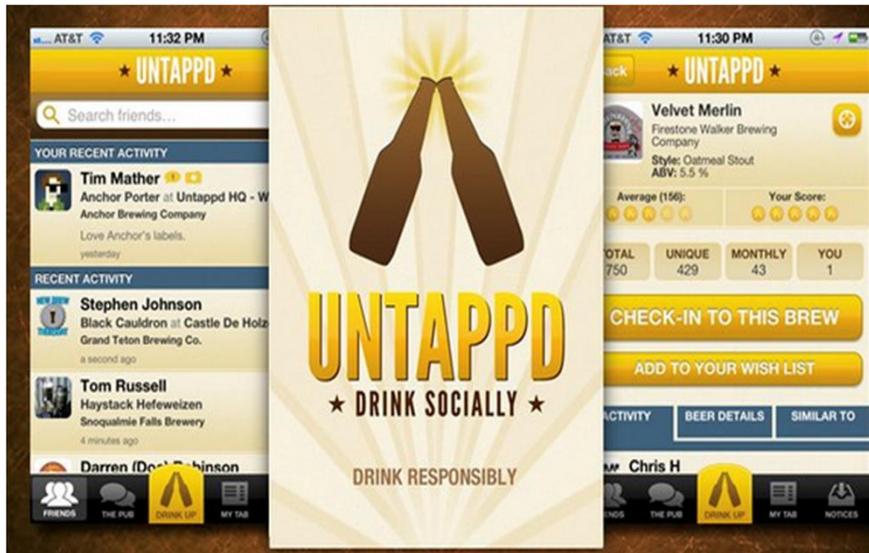
Key Targets: Meaning Makers, Expressive Creatives, Brand Lovers



Affinity Networks are communities where people come together around a shared purpose or focus. Companies create networks where people connect, share, and interact with each other based on specific common interests.



Affinity Networking



Beer fans can socially connect with one another on this mobile app by sharing their favorite beers and breweries. Members can also gain points for the different kind and brands, and amount of beer they post and share on their account. This mobile app is developed specifically for people who have a specific subject in common – in this case, beer – that brings them all together and creates a sense of exclusive community for beer enthusiasts all over the world. By specifically developing an app for beer enthusiasts, Untapped Beer App serves as a facilitator for different relationships and connections.

Lähde: Website: [Untappd](https://untappd.com)
Video: [Untappd Beer App](https://www.youtube.com/watch?v=...)

Affinity Networking



Like the first example, Runkeeper is also a mobile app where people with a common interest – athletic activities – are able to track their outdoor fitness activities and connect with fellow athletes. Their personal records, and time tracking could also be shared with fellow members, which makes Runkeeper part app and part social network. Again, this app brings people who have the same passion, or interest together in one virtual community, which encourages people to stay active and share their personal stories of progress and success. Furthermore, the interactions between the community members also contribute to personal achievements as well as encourage feelings of satisfaction.

Lähde: Website: [Runkeeper](#)
Video: [Runkeeper](#)

Rent-a-Anything

Key Targets: Fear Fixers, Simplicity Seekers, Meaning Makers



Many consumers increasingly recognize the value in approaches that share, rent, swap, or loan products, services, and experiences. Concern for the environment, a desire for greater simplicity, freedom from accumulating “stuff”, and a sense of community are triggers for participation in such marketplaces.



Rent-a-Anything



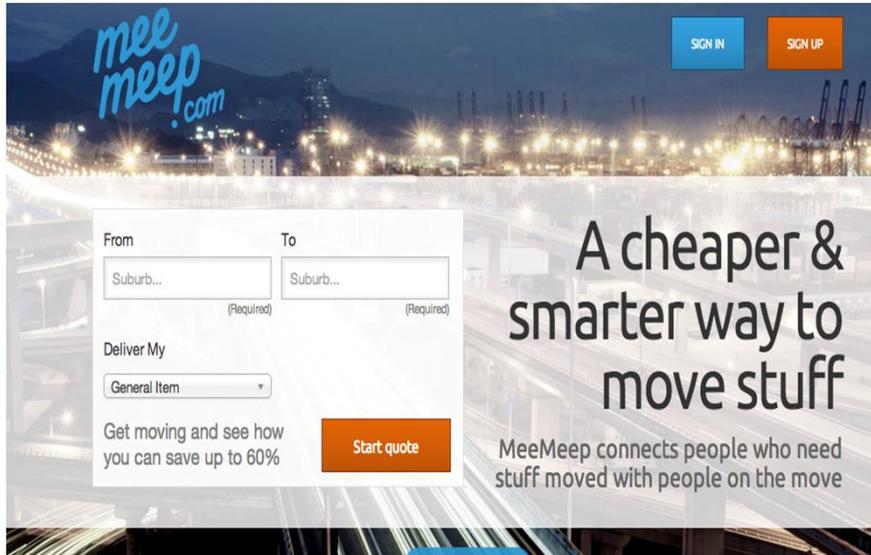
Its value proposition speaks for itself: “Why buy, when you can share”. This online platform connects people with different practical objects and or tools who would like to share and lend them. It is about ‘neighbors helping neighbors’ and brings a sense of close-knit community. When looking for hardware tools, consumers no longer have to buy them for a one-time use, but are able to make their lives easier by borrowing what they need for when they need it.

Website: [Open Shed](#)

Video: [Open Shed](#)

Lähde: Website: [Open Shed](#)
Video: [Open Shed](#)

Rent-a-Anything



A way of simplifying the hassle of moving. Usually, moving means costs, especially when renting out a moving van or service. Meemeep allows registered users to post the items they want to move and to where, and other users with a moving van from that area are able to pick up and help out these movers to get from point A to point B at a lower cost. These two parties make agreements on the price while Meemeep keeps the money until the items are successfully delivered.

Lähde: Website: [Meemeep](https://www.meemeep.com)
Video: [Meemeep](https://www.meemeep.com)

Peer Support for Motivation & Change

Key Targets: Fear Fixers, Simplicity Seekers



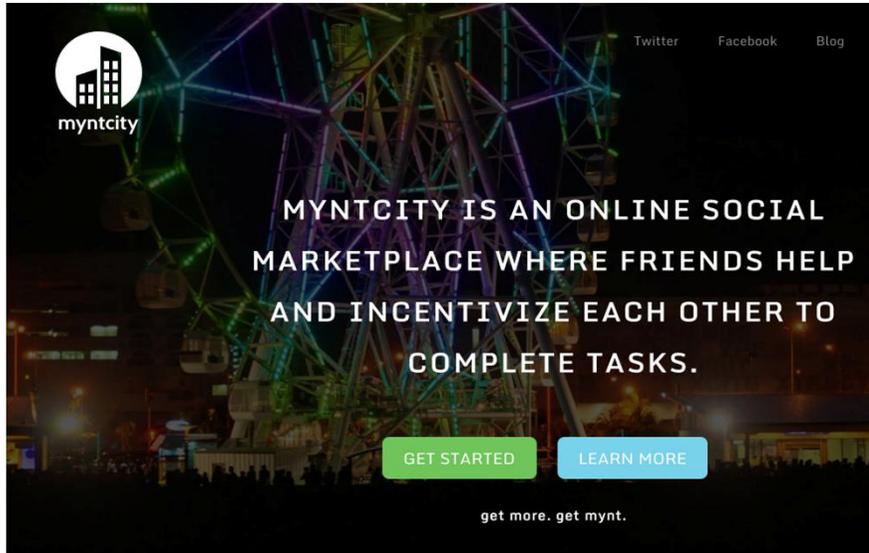
Most people want to change something about themselves. But change is tough! A new breed of company now brokers connections with peers and experts to promote greater compliance with goals and the motivation to achieve personal objectives.



Whether financial planning, weight loss, or just sticking to a New Year's resolution, social support is one of the most powerful drivers of personal change.



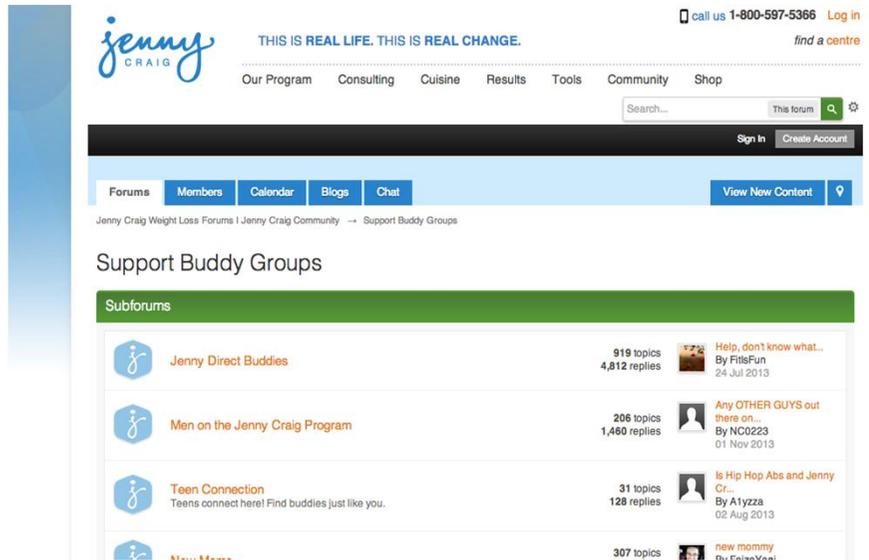
Peer Support for Motivation & Change



This platform enables people to incentivize their social networks friends by requesting for help with tasks. These tasks include; resume writing, babysitting, plumbing, and accounting. The friends who help out, receive Mynt points that are redeemable for products online. Users are able to have tasks done much easier and it leaves time for other ones at hand.

Lähde: Website: [Myntcity](#)
Video: [Myntcity](#)

Peer Support for Motivation & Change



An online community dedicated to weight loss and peer support for encouragement. Jenny Craig has created an online platform where members can have discussion about trainings, diets, weight loss, etc. Member who need some boost while going through changes are able to share their stories and find inspiration. The journey of losing weight could be hard on some people; therefore, Jenny Craig creates a safe environment where people can be open and honest with each other in order to reach their goal for the future.

Lähde: Website: [Jenny Craig Buddy Groups](#)

Interactive (Virtual) Shopping

Key Targets: Experiential Engagers, Impulse Followers, Simplicity Seekers



The line between physical and virtual shopping is rapidly becoming blurred, and shopping, itself, will likely become a blended virtual and retail experience. While wiz-bang technology may feel novel initially, interactive shopping can save time, reveal options for customization and personalization not available in physical stores, and deliver engaging experiences as part of the purchase process.



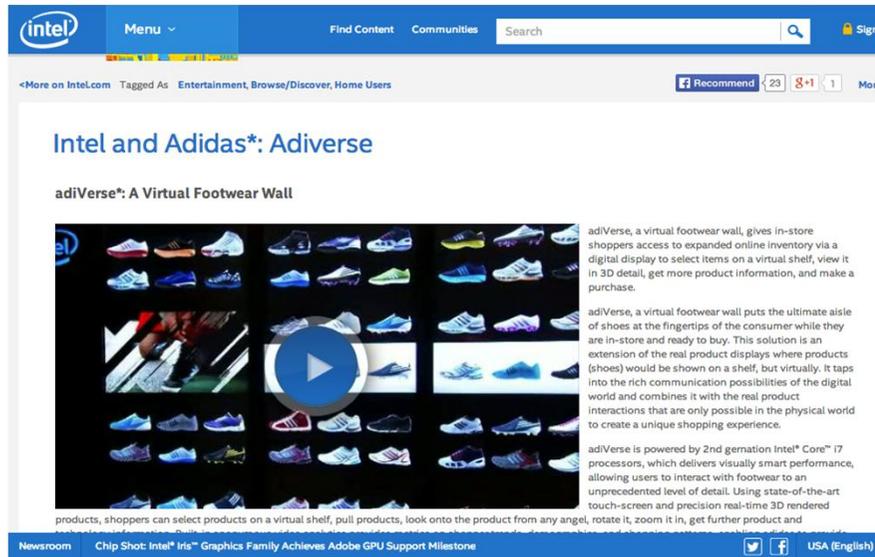
Interactive (Virtual) Shopping



The supermarket chain came up with a fresh new idea for South Korea, where people work long hours and therefore have little to no time to shop. They created a virtual billboard in subway stations that looked like supermarket shelves. Commuters are then able to scan QR codes placed on the billboard and the items selected will be delivered to their homes. Tesco/Home Plus came up with a solution that would simplify the Korean's lives by pairing technology with reality.

Lähde: Website: [Tesco/Home Plus](https://www.tesco.com)
Video: [Tesco/Home Plus](https://www.tesco.com)

Interactive (Virtual) Shopping



The shoe brand designed an interactive in-store digital wall that provides its customers with extended online merchandise. The wall features shoes that are not physically available in stores and helps them to still provide more options without having to have them in stock (space saving). The customers are also satisfied because they have more options to look at, customize the sneakers, and have them ordered by one click. It engages the customers by giving them a different store experience, while simplifying their options by having the shoes visually displayed.

Lähde: Website: [Adidas Adiverse Footwear Wall](#)
Video: [Adidas Adiverse Footwear Wall](#)

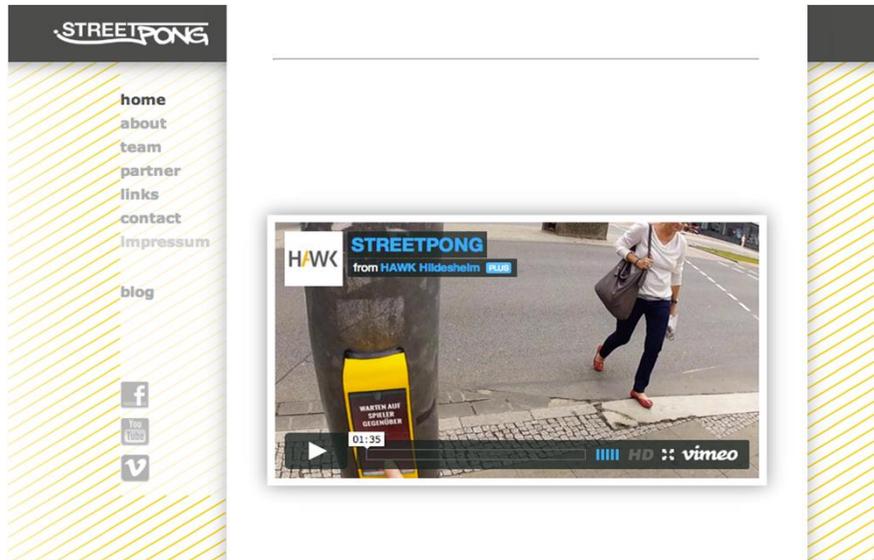
Fun-and-Games-Agement (Engagement for Fun & Games) Key Targets: Experiential Engagers, Impulse Followers



With the struggle to gain consumer mindshare, many brands are looking to interact with consumers by creating experiences that rely on fun, games, and humor. Often these strategies and programs take consumers by surprise, tapping into the impulse to explore, try something new, or just have fun.



Fun-and-Games-Agement (Engagement for Fun & Games)



This crosswalk traffic light in downtown Germany engages pedestrians from the opposite side with a game of pong. Each side has a controller where they can play against each other. Strangers become game opponents while waiting for the light to green, and are able to express their win or loss as they cross. This has created a so-called 'urban interactions.' Although it is an art installation, this could be of inspiration for businesses and governments to find ways for strangers to connect in urban places.

Lähde: Website: [Traffic Light Pong](#)
Video: [Traffic Light Pong](#)

Fun-and-Games-Agement (Engagement for Fun & Games)



Two countries with high tensions and living in conflict with one another, came together for just one day to share happiness through the power of technology. Coca-Cola placed two vending machines in two malls; one in India and the other in Pakistan. The vending machines had live communications portal with touchscreens along with a live streaming video feed. These strangers from both countries were encourage to complete tasks together such as, dance, peace sign drawing, or even a wave before receiving a Coca-Cola. The brand managed to bring these two conflicting countries together to share a happy moment by engaging them through experiences and self-expression.

Lähde: Website: [Coca Cola Small Worlds Machine](#)
Video: [Coca Cola Small Worlds Machine](#)

Upgrade-ability

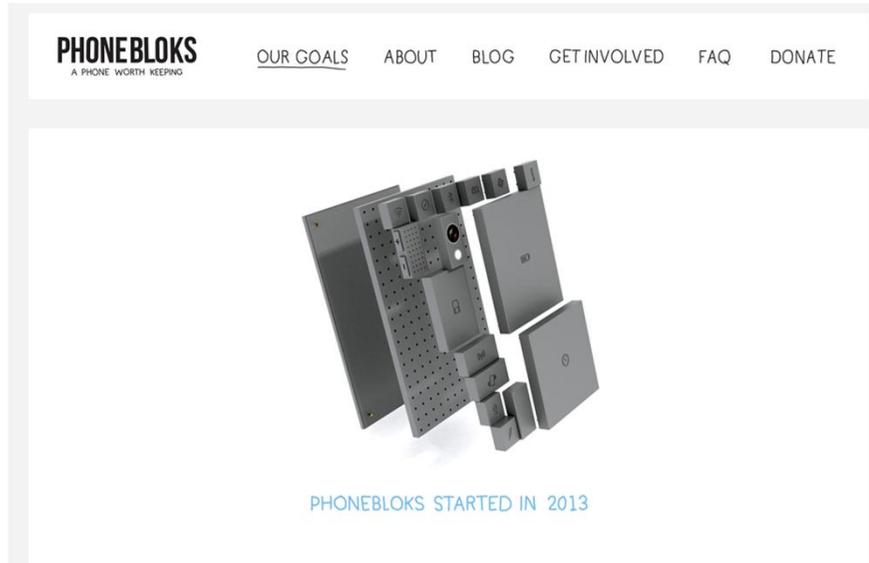
Key Targets: Meaning Makers, Brand Lovers, Value Chasers



Upgrade-ability isn't about consumers making new purchases every time they want something new. It's about constantly upgrading or improving existing products. Tapping into consumers' desire for instant access to the "next version," the whole concept of "upgrades" are now being applied to physical objects. Preserving the environment, obtaining a sense of community, and saving money are all triggers for engaging in upgrade-ability.



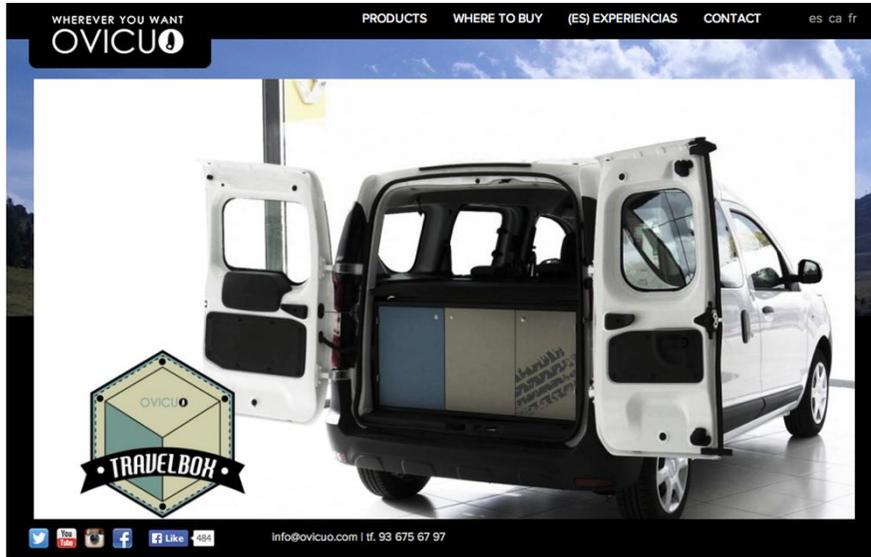
Upgrade-ability



It is a smartphone concept by a Dutch designer, which aims at reducing electronic waste. The phone is split in different blocks and is customizable, so the consumer can decide how large his/her battery would be or the size of the camera lens. When parts of the phone don't work they are able to replace that specific part with another one instead of buying a new phone. The consumer has then creative input in what he/she uses and the smartphone converts into something more meaningful for them.

Lähde: Website: [PhoneBlokS](#)
Video: [PhoneBlokS](#)

Upgrade-ability



OVICUO

Car manufacturer Renault partnered up with Ovicuo to design a multi-purpose car. The car is versatile, which means it can go from an ordinary family car to a camper in just a few minutes. This new design gives a fresh look at camping, and makes it more accessible for people to travel without having to rent out a caravan. two conflicting countries together to share a happy moment by engaging them through experiences and self-expression.

Lähde: Website: [Ovicuo](#)
Video: [Ovicuo](#)

Social Enterprise Business Models

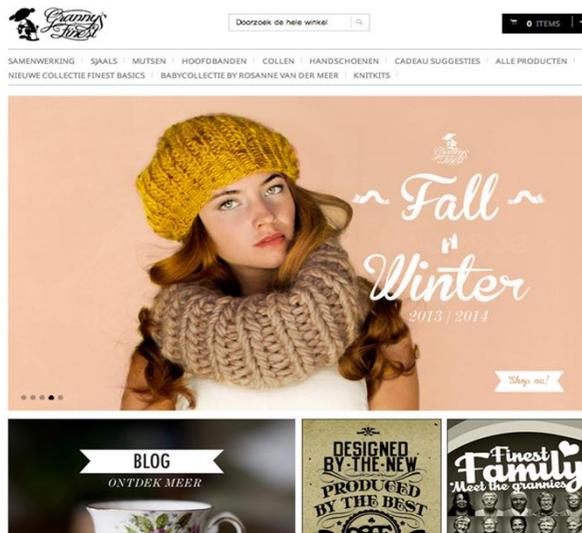
Key Targets: Meaning Makers, Experiential Engagers



Social enterprises are businesses that bring social value to society while at the same generating revenue. Their goal is to provide a win-win that allows consumers to “give back” to society by doing business with them.



Social Enterprise Business Models



Two young Dutch designers came up with an idea after they would always ask their grandmas to knit out their designs. They decided to create a social enterprise that brings their fresh new designs to life through the knitting of volunteer knitting grandmothers. The grandmothers do this for free as they are more than happy to be outside of their homes socializing, however, they receive incentives, such as, group day out etc. This duo have creatively solved a social problem in The Netherlands and gave the grandmothers new meaning in life. All while still selling high-end and fashionable knitwear.

Lähde: Website: [Granny's Finest](#)
Video: [Granny's Finest](#)

Social Enterprise Business Models

MyBnk



A London-based financial program, MyBnk give financial and enterprise education to schools and youth groups. Financial experts and teachers teach these youngsters how to manage their own money, and financing. It is not only about education but also practice. The young people are able to receive loans without any interests when they set-up their own enterprises in their local community. They feel empowered and have a sense of responsibility for their actions with money, but also it is a source of inspiration for their own future.

Lähde: Website: [MyBnk](https://www.mybnk.org.uk/)
Video: [MyBnk](https://www.youtube.com/watch?v=...)

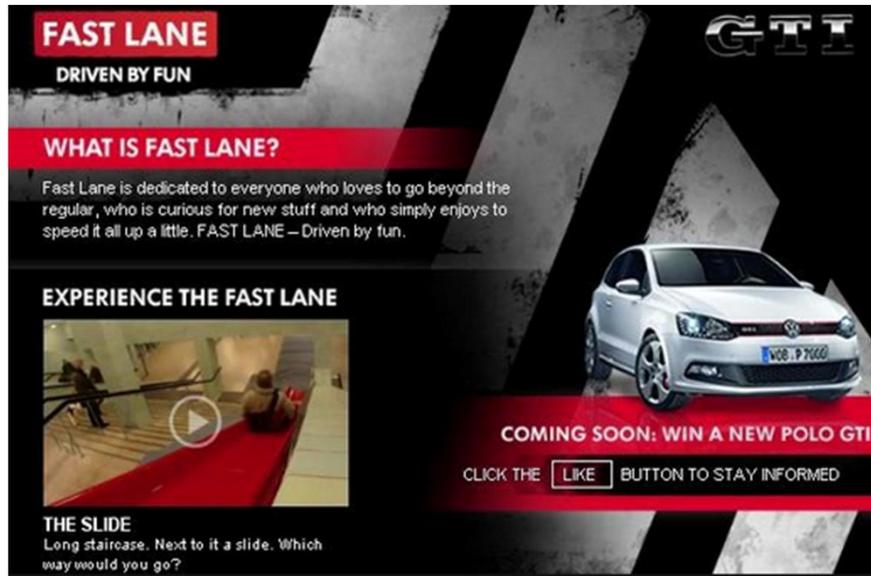
Grassroots Experiential Marketing Campaigns (GEMCs) Key Targets: Experiential Engagers, Meaning Makers



GEMCs are interactive consumer activation campaigns by which consumers are directly involved in as they are the driving force behind the marketing strategy. These movements - depending on the purpose communicator's message - can trigger a sense of responsibility, pleasure, enlightenment, or even wonder.



Grassroots Experiential Marketing Campaigns (GEMCs)



FAST LANE
DRIVEN BY FUN

WHAT IS FAST LANE?
Fast Lane is dedicated to everyone who loves to go beyond the regular, who is curious for new stuff and who simply enjoys to speed it all up a little. FAST LANE – Driven by fun.

EXPERIENCE THE FAST LANE

THE SLIDE
Long staircase. Next to it a slide. Which way would you go?

COMING SOON: WIN A NEW POLO GTI

CLICK THE BUTTON TO STAY INFORMED



This guerilla marketing campaign called 'Fast lane' was implemented in order to promote VW Polo GT's two core elements: have fun while driving and speed. The campaign enabled mall-goers to choose between a normal escalator and a bright red slide to descend. Many chose to slide down while a hidden camera recorded their experience and facial expressions – the campaign went viral.

Lähde: Website: [Volkswagen FastLane](#)
Video: [Volkswagen FastLane](#)

Grassroots Experiential Marketing Campaigns (GEMCs)



The American television network TNT created a dramatic surprise for their launch in Belgium. It created a guerilla campaign on a quiet square in Belgium and put a pole with a red button where people could push. As soon as people pushed the red button, a theatrical drama would occur that would leave people's faces in awe. The network managed to engage spectators with the element of surprise by keeping them on their toes as to what would happen next.

Lähde: Website: [TNT Drama](#)
Video: [TNT Drama](#)

Deep Motivators as Drivers of Future Opportunities

Consumer Roles	Motivators	Opportunities
Value Chasers	Value & Rewards	<ul style="list-style-type: none"> •What can you deliver that's the best value (benefits versus cost) compared to the competition? •What incentives, rewards, or other perks can you give in return for loyalty, early-bird purchases, or bulk orders?
Simplicity Seekers	Simple & Intuitive	<ul style="list-style-type: none"> • How can you simplify the life of your customer while making your offering extraordinarily easy to understand, use, and experience? • What can you eliminate all instructions, manuals, or user guides so that no additional effort is required to get the full value from the product or experience?
Impulse Followers	Convenience & Time	<ul style="list-style-type: none"> • How can you make your offering the easiest to find, fastest to purchase, and quickest to get? • How can you save the customer the most time throughout their entire experience with your product or service?
Brand Lovers	Recognition & Community	<ul style="list-style-type: none"> • What status symbols can be used to highlight and reinforce social status related to owning or using your product or service? • What values do your customers share with each other, your organization, and society – and how can you explicitly promote these?

Deep Motivators as Drivers of Future Opportunities

Consumer Roles	Motivators	Opportunities
<p>Fear Fixers</p> 	<p>Security & Avoidance</p>	<ul style="list-style-type: none"> •What can you do to eliminate concerns or worry in customers' lives? •How can you help customers avoid potential problems in the future to give them greater peace of mind?
<p>Experiential Engagers</p> 	<p>Fun & Learning</p>	<ul style="list-style-type: none"> • What can you do that delivers pure enjoyment or entertainment? • How can you help customers gain new knowledge, personal insight, and inspiration in their lives?
<p>Meaning Makers</p> 	<p>Responsibility & Relationship</p>	<ul style="list-style-type: none"> • What can you do that helps advance a social cause, the environment, or just simply "do the right thing?" • How you can foster connections between customers or with your organization tied to shared life experiences, personal stories, or community?
<p>Creative Expressives</p> 	<p>Self-Expression & Accomplishment</p>	<ul style="list-style-type: none"> • What can you do that gives customers an opportunity to express their creativity? • How can you provide opportunities to give customers a sense of accomplishment around achieving specific personal goals?

Consumer Roles, Motivators, Opportunities & Trends

Consumer Roles	Motivators	Opportunities	Business Trends
<p>Value Chasers</p> 	Value & Rewards	<ul style="list-style-type: none"> •What can you deliver that's the best value (benefits versus cost) compared to the competition? •What incentives, rewards, or other perks can you give in return for loyalty, early-bird purchases, or bulk orders? 	<p>Instapreneurship Social Currency Marketing Upgrade-ability</p>
<p>Simplicity Seekers</p> 	Simple & Intuitive	<ul style="list-style-type: none"> • How can you simplify the life of your customer while making your offering extraordinarily easy to understand, use, and experience? • What can you eliminate all instructions, manuals, or user guides so that no additional effort is required to get the full value from the product or experience? 	<p>Rent-a-Anything Peer support for Motivation & Change Interactive (Virtual Shopping)</p>
<p>Impulse Followers</p> 	Convenience & Time	<ul style="list-style-type: none"> • How can you make your offering the easiest to find, fastest to purchase, and quickest to get? • How can you save the customer the most time throughout their entire experience with your product or service? 	<p>Fun-and-Games-Agement (Engagement for Fun & Games)</p>
<p>Brand Lovers</p> 	Recognition & Community	<ul style="list-style-type: none"> • What status symbols can be used to highlight and reinforce social status related to owning or using your product or service? • What values do your customers share with each other, your organization, and society – and how can you explicitly promote these? 	<p>Social Currency Marketing Affinity Networking Upgrade-ability</p>

Consumer Roles, Motivators, Opportunities & Trends

Consumer Roles	Motivators	Opportunities	Business Trends
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<p>Experiential Engagers</p> 	<p>Fun & Learning</p>	<ul style="list-style-type: none"> • What can you do that delivers pure enjoyment or entertainment? • How can you help customers gain new knowledge, personal insight, and inspiration in their lives? 	<p>Social Currency Marketing Interactive (Virtual) Shopping Fun-and-Games-Agement (Engagement for Fun & Games) Social Enterprise Business Models Grassroots Experiential Marketing campaigns</p>
<p>Meaning Makers</p> 	<p>Responsibility & Relationship</p>	<ul style="list-style-type: none"> • What can you do that helps advance a social cause, the environment, or just simply "do the right thing?" • How you can foster connections between customers or with your organization tied to shared life experiences, personal stories, or community? 	<p>Fun-and-Games-Agement (Engagement for Fun & Games)</p>
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Research led and report prepared by:

Soren Kaplan, Ph.D.
Managing Principal
skaplan@innovation-point.com
www.innovation-point.com

San Francisco - USA