


Communicating The Ideal Of Liberty

Persuading By Reason; Motivating By Emotion

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Celebrating 40 years of helping businesses succeed

“Politics is the art of looking for trouble, finding it everywhere, diagnosing it incorrectly and applying the wrong remedies.”

Groucho Marx


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“The virtues of men are of more consequence to society than their abilities; and for this reason, the heart should be cultivated with more assiduity than the head.”

Noah Webster

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What Is A Brand?

- A timeless definition:

“A brand is a distinguishing name or symbol intended to identify goods/services (liberty and freedom), and to differentiate those goods/services (liberty and freedom) from those of competitors.”

– David Aaker
- The problems with this definition are:
 - It focuses only on the product (liberty and freedom), not the consumer
 - It assumes consumers already know how the product (liberty and freedom) works, what makes it different, what it will do for them and, therefore, why they want it.

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What Is A Brand?

- A new definition - in Wirthlin's lexicon:

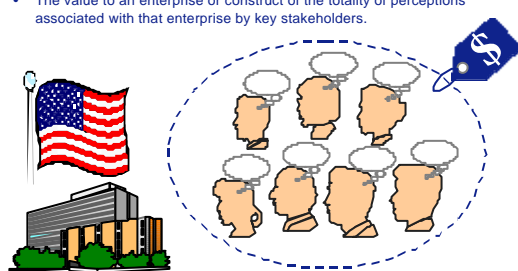
“A brand is a **set of persuasive promises** about a product or service (liberty and freedom) that **differentiate it from others in universally positive, contextually relevant and personally compelling ways**, **AND** that are **logically supported by its' tangible characteristics or properties.**”

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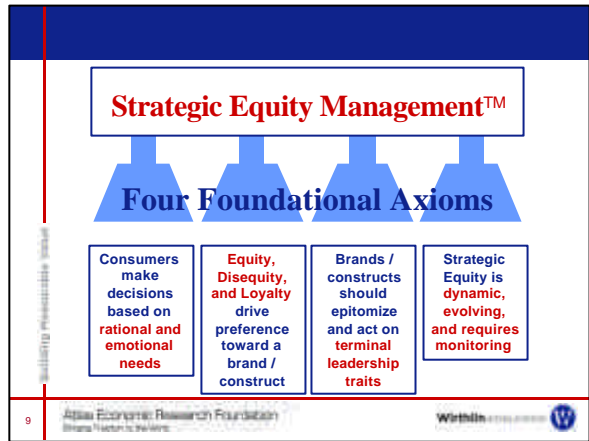
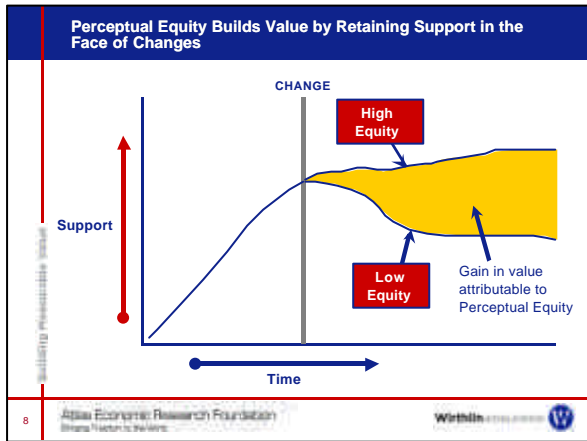
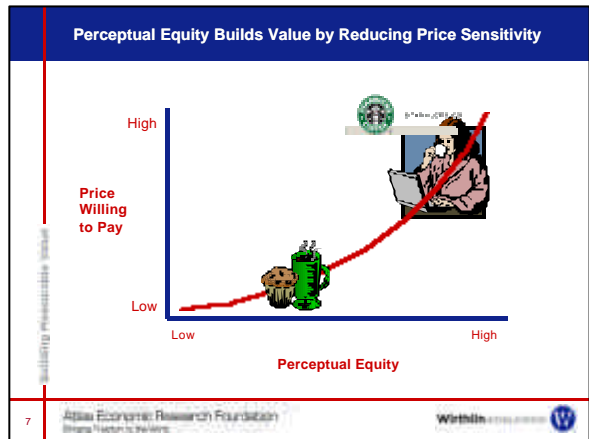
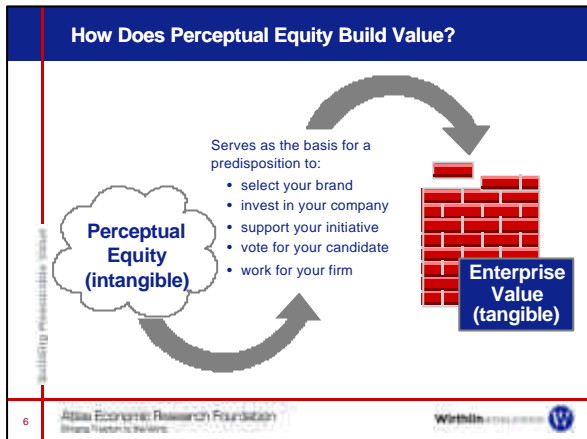
Perceptual Equity

- The value to an enterprise or construct of the totality of perceptions associated with that enterprise by key stakeholders.



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Four Fundamental Axioms of Strategic Equity Management™

1 The perceptions, expectations and beliefs that **drive decision-making behavior** have both rational and emotional components.

“persuade by reason, and motivate through emotion”

Four Fundamental Axioms of Strategic Equity Management™

1 The perceptions, expectations and beliefs that **drive decision-making behavior** have both rational and emotional components.

- It is important to understand the rational and emotional components of decision-making behavior in the context of specific situations or occasions.

“Persuade By Reason, and Motivate Through Emotion”

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With this

**“Persuade by REASON...
...Motivate through EMOTION”**

Effective positioning provides both the rational “reasons why” and links them with their motivating personal values and emotions.

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With this

Strategic Marketing Hinge

A “Strategic Hinge” exists, which links the product/issue/industry to target audiences in positive and personally relevant terms.

AUDIENCE

Identifying the best means to activate the hinge is the purpose of strategic communications research.

Product/Issue/Industry

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With this

The Path to Effective Communications

Target Audience

Personal Value

Emotional Consequence

Functional Consequence

Attribute

Emotional Level

Rational Level

Product/Candidate

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With this

Values Are Determined By:

CULTURE

SOCIAL CLASS

REFERENCE GROUPS INCLUDING FAMILY

VALUES

- Central in decisions
- Emotionally charged
- Cross cultural
- Lasting

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With this

Personal Values (Partial List)

- Self-Esteem
- Personal Satisfaction
- Sense of Accomplishment
- Security
- Care for Others
- Peace of Mind
- Enjoyment / Enjoy Life
- Happiness
- Personal Freedom and Control
- Take Care of Family
- Longevity
- Concern for Future Generations
- Belonging
- Trust
- Sharing with Others
- Self-Fulfillment
- Sanctity of Life
- Pride
- Love
- Self-Preservation
- Preserve the Earth
- Eternal Life / God
- Respect
- Self-Image

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With this

Why Values Are Important for Strategic Communications Planning

- They are motivational → Ideal to inspire consumers to DO something
- Widely shared → Ideal to build coalitions-- expand our base and reach out
- Stable, enduring → Ideal for continuity of message throughout campaign--umbrella theme

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Communications Framework

- Set the parameters -- The Framing Questions
 - What is the issue?
 - Who is the target audience?
 - What relevant behavior would we like to affect in the audience?
 - What are the relevant environment and context of decision making?
 - Who is the opposition, and what are they trying to do?

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Example: Aluminum Bat Choice

- Set the parameters -- The Framing Questions
 - What is the issue?
 - Easton bat company wants to sell aluminum bats
 - Who is the target audience?
 - Softball players
 - What relevant behavior would we like to affect in the audience?
 - Buy more aluminum bats
 - What are the relevant environment and context of decision making?
 - Players in competitive Church and Industrial leagues
 - Who is the opposition, and what are they trying to do?
 - Bombat, DiMarini communication strategies

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Attributes

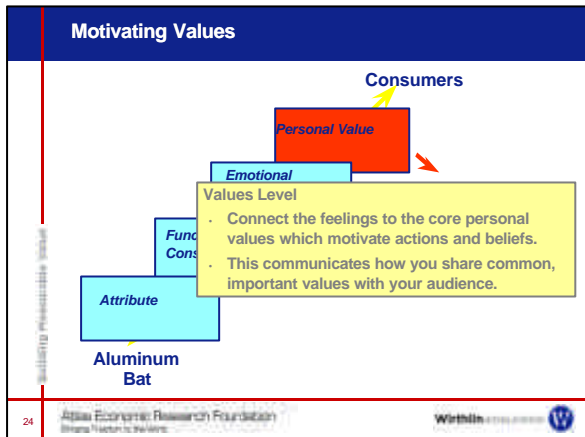
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Functional Consequences/Benefits

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Emotional Consequences

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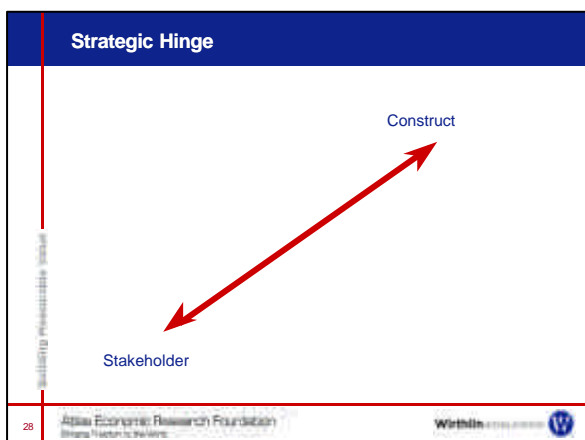


- ### Example: Making The Argument For Freedom and Liberty Exercise #1
- Set the parameters -- The Framing Questions
 - What is the issue?
 - Who is the target audience?
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**“Persuade by REASON...
...Motivate through EMOTION”**

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- ### VISTA™
- Values laddering interviewing process (Qualitative)
 - in-depth, one-on-one, personal interviews
 - content analysis -- codes, lexicon
 - linkage analysis
 - decision mapping
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- ### Building The Strategic Hinge
- Shampoo
 - Liberty and Freedom
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Laddering On The Meaning Of Liberty And Freedom Exercise # 2

- What are the characteristics and attributes of Liberty and Freedom that differentiate one environment from another? (Attribute level)
- Why is that important? (Consequence level)
- How do you feel about this? (Emotional level)
- Why is this particular feeling important to you? (Values level)

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Communications Ladder

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"Coffee" Decision Making Process

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Dual Brand "Bridge" Positioning

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Strategic communications must have four qualities:

- It must get the audience's attention
- It must hold their interest
- It must feed their desire
- It must move them to action.

A research plan that addresses these dimensions is critical to the success of your organization as you seek to develop your communications messages and vehicles.

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Four Fundamental Axioms of Strategic Equity Management™

3 Just as political and business leaders are defined by leadership equities and disequities, so too are corporations, brands and constructs.

- These equities engender the confidence that the corporation, brand or construct can deliver the benefits it promises. They empower.

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Six Leadership Imperatives

- Provide Vision
- Turn the Vision into Reality/Gets Things Done
- Strong/Consistent
- Caring
- Honest/Trustworthy
- Epitomize Shared Values

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Provide Vision

- Articulate goals in visionary terms
- Goals must be shared by those who follow
- Especially when those goals call for sacrifice
- The vision must be unique

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Turn Vision Into Reality/Gets Things Done

- The ultimate test is the ability to induce positive change in people's lives
- Jung said, "A dream not understood remains a mere occurrence. Understood it becomes a reality. Experienced it becomes a part of your personal life."
- Leaders get things done

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Strong/Consistent

- To focus energies and assets, and marshal support, leaders must be consistent and keep focused
- A leader stays the course even when blown by countervailing winds
- Guided by their own moral compass, principles and values, leaders must develop a foundation of strength and consistency
- Strength gives leaders grace under fire

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Caring

- Leaders must show that they care, through both words and actions
- Caring leaders give praise generously, express thanks, and treat others as they would like to be treated
- Leaders must be open to opposing viewpoints, and be willing to listen
- Followers must believe that the leader has their best interests at heart. They can detect hypocrisy

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Honest/Trustworthy

- Honesty is the "greens fee" that allows a leader into the tournament. Without it, a leader remains out of the game
- Closely related to integrity and sincerity

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Leaders Epitomize Shared Values

- Leaders must exemplify and support the values of those they hope to lead
- This begins by articulating the values that bind a group together
- Once defined, leaders must show they embrace those shared values in their own lives and in their policies and programs
- Shared values are the linchpin for effective communication

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Leadership/Empowering Equities

• Honest / Trustworthy	<i>Gerber</i>
• Innovative / Provides Vision	<i>3M</i>
• Caring	<i>Marriott</i>
• Strong / Consistent	<i>Dean Witter</i>
• Epitomizes Traditional Values	<i>Coca-Cola</i>
• Gets Things Done	<i>Boeing</i>

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