

EXPERIENCE PLANNING THROUGH HUMAN EMOTIONS

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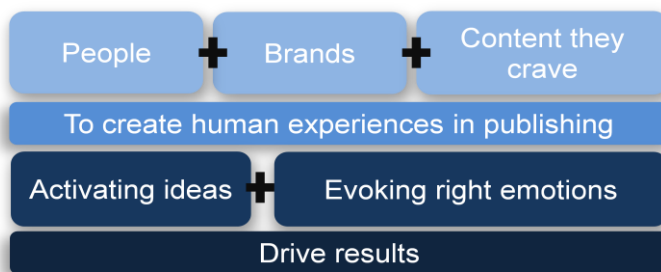
Introduction

There has never been a more difficult time to connect consumers to our clients' brands. Consumers are inundated and overwhelmed with messaging; there are more places and ways to connect with customers than ever before. As a consequence, consumers are becoming more selective about how they spend their time and attention; and, most importantly, dollars. Within this challenging environment, there is a clear need to enhance how marketers connect our clients' brands to people.

Historically, print planning and buying has been about genres, rate base guarantees, targets, and positioning. In today's ever evolving media world we need to revolutionize the way we think about print. We often talk about reaching the reader of a publication, but with almost certainty a reader does not think 'I'm going to pick up a magazine from the epicurean genre today'; they simply have a set of feelings and motives that drive them to the publications they select. In other words, the way marketers think about print and other media selections must be more people-centric and less media and genre-centric.

Starcom's goal was to create a framework that would help dimensionalize our clients' brand messages by placing them in the best possible environment to capture the consumer. We needed to create true experiences with people and use their emotional connection to publishing brands to drive action. To do this, Starcom must emphasize this person centric approach to print publishing.

Before we could think about media strategies and title consideration sets, however, we had to understand at a basic level the core facets that make up meaningful human experiences. We needed to understand why people interact with certain media properties and find out what they are yearning for. We then needed to bring all these pieces together to create an impactful experience that would drive brand results. We believed an impactful, meaningful experience intersects people, our client brands, and the content they crave and that with this framework we could create human experiences in publishing by activating ideas that evoked the right emotions to drive people to our brands.



Starcom Eq was developed to quantify the core emotions that draw people towards certain media properties and content. The study helped us understand why people engaged with a certain magazine and what motives drove them to engage with that property thereby moving our planning from simple genre-based buying to human-centered and emotional context driving planning.

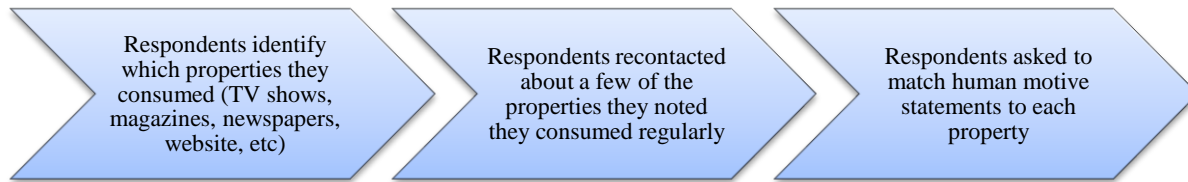
This paper will outline the methodology of the Starcom Eq study and provide insight into how this framework has been implemented within Starcom's print planning and buying practice.

Methodology

Starcom has spent the past 2 years studying the human motives that drove people to consume the media properties and content that they interacted with. We developed a survey in which we interviewed over 20,000 respondents, about 600 different media properties, across 9 forms of media. The media included in the study were linear TV, printed magazines, printed newspapers, online websites, radio, mobile, cinema, video games, and circulars/coupons.

For this survey, our first contact with respondents was to simply determine which media properties, from our list of 600, they engaged with. This list of properties included TV programming, magazine titles, websites, video game titles, movie titles, mobile applications, radio programming, and circulars/coupons received. We determined these 600 properties by including properties that we often run advertising in as well as properties that we haven't but would consider should they be deemed a good fit.

Once we determined who engaged with what properties, we re-contacted respondents and conducted an in-depth online interview about their experience with a few of the properties that they had originally answered that they had engaged with. During the interview process we asked them to describe their experience when engaging with the property using a comprehensive battery of human motive statements. There were 132 statements total in which a respondent could identify as the reason for engaging with the property. An example of some of these statements are, puts me in the know, really entertains me, mentally challenges me, makes me feel like I am breaking the rules a bit, helps me believe in myself.



After analyzing the respondent level data across all properties and engagement motive statements, we found that there are four main motives that drive people's media consumption. We found that people want to be informed, aspire, identify, and be entertained.



Within these four quadrants we were able to identify and drill down to 17 discreet emotional territories or need-states that people are satisfying when they consume content. For each of these 17 emotional territories, we knew what media and properties live inside, how big it is in terms of penetration and share of time spent, who the people are, and most importantly, we knew the motives and emotions that drove people to engage in each space



Along with defining the territory and outlining which properties are included in each territory we also analyzed the demographic composition of each territory. In the Nurturing Traditional Values territory, for example, we found that people in this space are more likely to be females and married with a family. Other demographic attributes analyzed were age, education, household income, and occupation.

Below is an example of the ‘Nurturing Traditional Values’ territory and some of the data points around this specific territory.

Nurturing Traditional Values

This is the space people go to when they want to engage with something that reinforces their values and gives them advice, for their own personal use and , more importantly, for those they care about

- The Motives**
- Useful Information
 - Trusted Advice
 - Helping Others
 - Traditional Values
 - Familiar & Comfortable
 - Motivating & Inspiring

They turn to traditional, home and life-oriented shows and publications



Results

We learned that emotional territories cut across media platform, and that most territories have a mix of TV, print, and digital at the very least and many are populated by even more formats. We also learned that our industry standard categorizations were wrong in many cases. Meaning, all news properties don't fulfill the same motives, all women's service publications don't satisfy the same emotional benefits and only about half of the properties that we would consider 'social media' actually fulfill social/relationship based motives.

We uncovered several other fascinating pieces of information that affect our planning approach, and consequently business results:

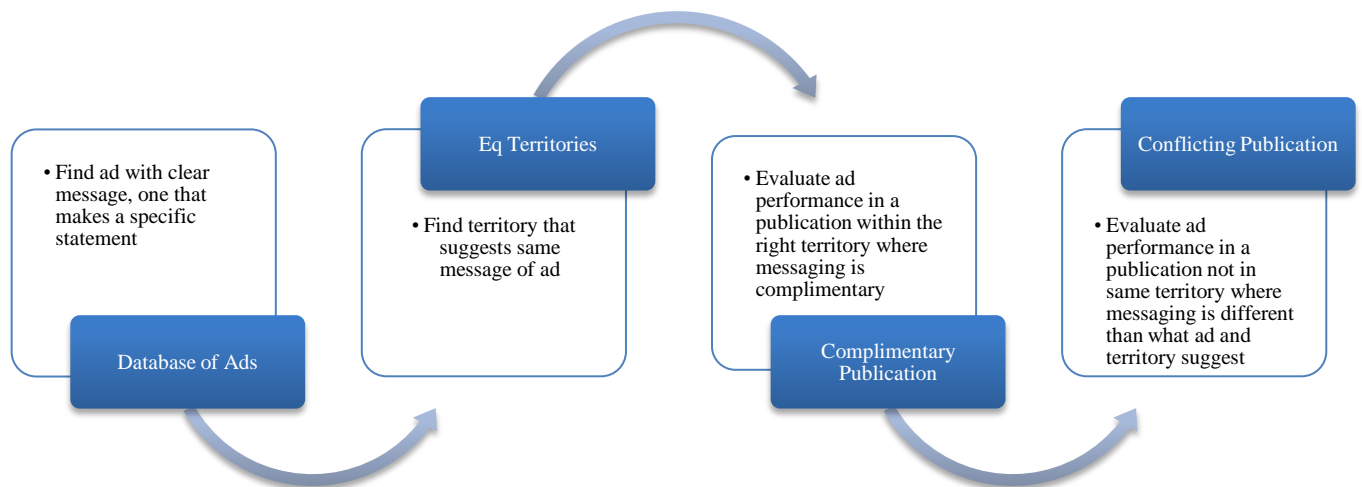
- Media properties that we often saw as interchangeable (Today Show and Good Morning America) landed in different territories.
- Media properties that we would have never thought about putting together actually fulfill the same motives despite their differences in format, audience, and even thematic content. For example, we found that Newsweek (the magazine) and SuperNanny (the TV show) actually share the same emotional territory because they both fulfill a person's need to gain insight and perspective from the world around them to apply to their own lives.
- Media brands within the same parent company can fulfill totally different motives across platforms. Take Martha Stewart, for example, Martha Stewart's television show and marthastewart.com are in a territory together where people turn for advice that reinforces the values that are important to them. Martha Stewart Living magazine, on the other hand, is in an emotional space where people want to indulge in a world of luxury and sophistication.

Validation

Once we analyzed the data and established our overall findings, we proceeded to validate the findings. For this paper, we are just focusing on the print portion of Eq with the validation and implementation.

To validate the print portion of the study, we utilized Affinity Vista data to compare the impact of a print ad when running within the proper Eq territory versus the same ad running in a contrasting Eq territory. Affinity Vista ratings service is an accountability tracking service, measuring the performance of every ad in every issue of the major business and consumer publications so that you can gauge the impact of your print campaigns. Using Vista, you can track metrics such as recall and actions taken to understand specific ad performance. This therefore allowed us to evaluate an ad in different properties and tie that back to an Eq territory.

We selected 10 brands across multiple advertisers and categories where the creative expressed a distinct point of view that fit well within a particular territory. For example, if the creative message was evoking trust from consumers, we could identify which emotional Eq territory evoked the same message therefore creating a match between ad and territory. Once each ad had a dedicated territory based on its message, delivery for each ad was then evaluated on the metrics of brand recall and net actions taken (gather info, recommend, consider purchase, etc) across multiple time periods and insertions. We used multiple time periods and insertions to give us a large enough amount of data for a stable evaluation. After collecting the brand recall and actions taken from the Vista data across each creative, we aggregated the data to get an average recall and match by actions taken metric by brand.



The last step was to evaluate performance of each brand to see if recall and actions taken scores were higher when a brand was ‘in territory’ versus ‘out of territory’. As you can see from the chart below we saw a positive impact on brand recall and actions taken when a brand’s message was viewed in a complimentary territory.

	Brand Recall			Sum of Actions Taken		
	In Territory	Out of Territory	% Difference	In Territory	Out of Territory	% Difference
Brand A	62%	51%	11%	40%	37%	3%
Brand B	69%	62%	7%	53%	42%	11%
Brand C	62%	55%	7%	76%	63%	13%
Brand D	59%	38%	21%	40%	35%	5%
Brand E	57%	48%	9%	65%	60%	5%
Brand F	75%	59%	16%	62%	47%	15%
Brand G	57%	48%	9%	57%	48%	9%
Brand H	65%	44%	21%	50%	39%	11%
Brand I	66%	55%	11%	77%	66%	11%
Brand J	75%	67%	8%	67%	61%	6%

Using Brand B as an example, the data shows that when the ad was placed in a publication that suggests the same motives, performance was positively impacted.

Implementation

Starcom Eq is currently influencing multiple aspects of work delivered by the agency – from insights work and strategic inputs, to activation and content development. For this paper, to reiterate, we will focus on the usage and adaptation of Starcom Eq for print.

From a strategic standpoint, Eq is being overlaid with individual client media targets to identify which territories best resonate with these consumer groups, what needs and mindsets are being fulfilled by these territories, and which media vehicles enable the fulfillment of these needs. This is done by incorporating the Eq territories into third party syndicated tools which then allows strategy teams to use on an ongoing basis.

Once relevant properties are identified based on Eq priorities, the Starcom Publishing Activation Group applies their marketplace expertise and additional research tools in combination with Eq to create comprehensive lists of considered partners who satisfy the individual needs of clients’ campaigns. One distinct research tool that is utilized in this process is a propriety system that was developed by Affinity in partnership with Starcom. This system allows for the evaluation of print ad effectiveness by territory within the Vista application. This is one other way that Eq has been integrated into Starcom’s every day processes.

After partners are selected based on evaluative criteria and recommendations are finalized, Eq then influences the type of content created for more robust media partnerships. It is these robust media partnerships that allow us to bring Eq full circle throughout the entire experience. This ensures our clients’ messaging is in the best property and delivers the smartest content to maximize the relevancy of the experience to the consumer in the moment to drive results.

Conclusion/What’s Next

This Eq map has provided Starcom with a framework that can help us think about our content and contact choices from a completely new and different perspective, from a people-centric, human perspective. We now have a varied, fluid model that allows us to continuously discover new perspectives and helps us put human understanding and emotion around the content and contact landscape. We only see this type of thinking continuing to grow and evolve over time and we will continue to push publication partners and marketing partners to think more broadly about advertising experiences.

One way we have evolved our thinking since the first study was to conduct a Latino Eq study in which the same sort of thought and framework has been developed. The Latino Eq study included 195 media properties and was asked of 12,000 Hispanics across multiple language sectors and resulted in 16 emotional territories.

We are currently in the field with wave 3 of the general market study. This study will expand the media list to include tablets and ereaders as well as increase the property list beyond the current 600 properties. This additional data will allow us to analyze the human centric approach across more media and will allow us to dissect if people are using publishing differently across the different formats and what those different motives are for using one format versus another.