

Southern FCS: Developing Effective Messaging and Marketing Campaigns

PREPARED FOR:

Southern FCS
Regional Symposium

PREPARED BY:

Joseph Nother
August 24, 2016



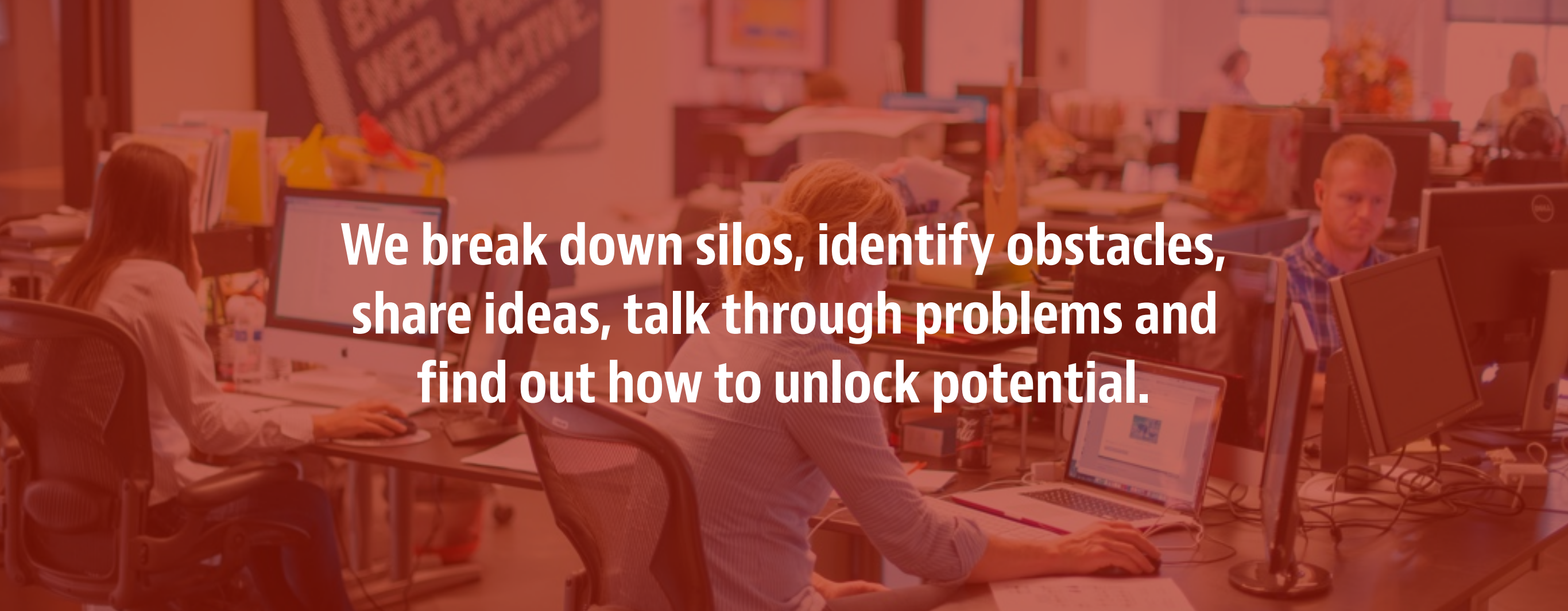
designsensory™

branding, advertising and digital.



We help brands create moments of truth—*experiences* that inspire people to act.

Designsensory is a full-service advertising, design and interactive firm. We are a diverse group of designers, marketers, writers, technologists and strategists looking to deliver results by uncovering insights and creating useful things.



We break down silos, identify obstacles, share ideas, talk through problems and find out how to unlock potential.

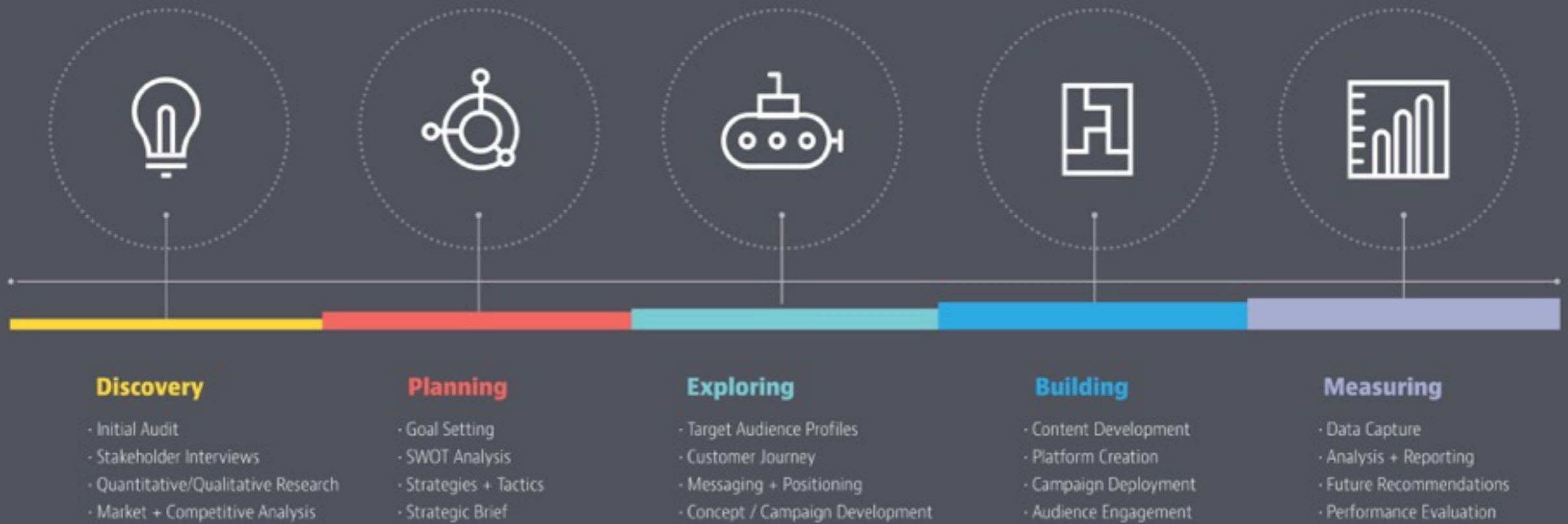


Developing a Campaign

SOUTHERN FCS

brand, design and interactive

Our Process



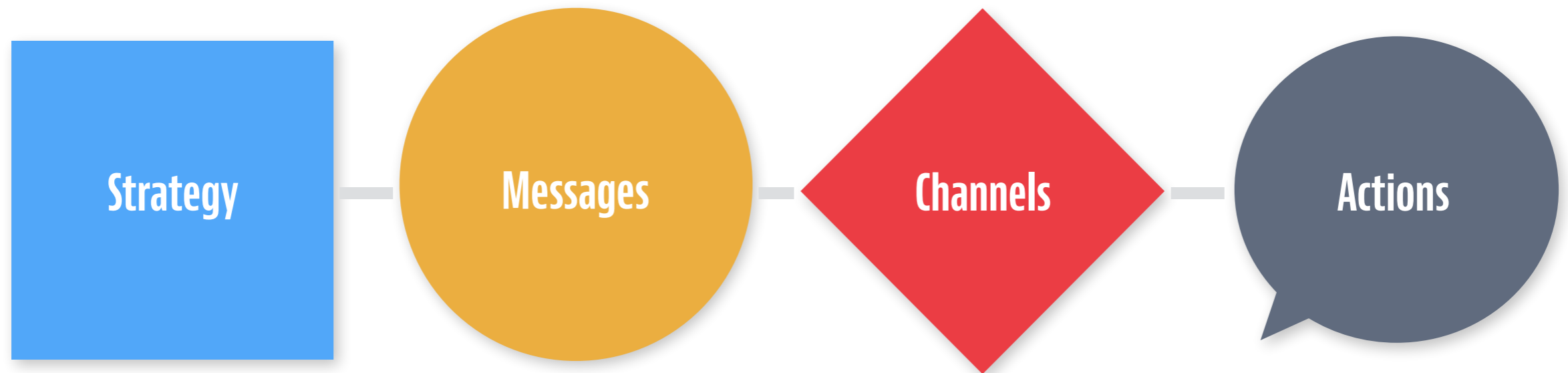
Divergent Thinking

Many possible solutions are explored in a short amount of time, and unexpected connections are drawn.

Divergent Thinking

Ideas and information are organized to arrive at a solution that can be implemented and measured.

Campaign Fundamentals



- Audience Segments
- Profiles and Personas
- Customer Journey
- Core Messages
- Emotional Triggers

Macro-level:
Paid, Earned,
Shared, Owned

Micro-level:
Moments and
Contexts

- Evangelization?
- Sharing?
- Conversion?
- Loyalty?
- Affinity?
- Awareness?

UTIA's **magicmoments**

SHARE YOURS. #TNMAGICMOMENTS



CMYK 8, 100, 88, 0 | 100, 95, 5, 0 | 0, 0, 0, 60
 RGB 222, 31, 51 | 43, 57, 144 | 128, 130, 133
 PMS 199C | Dark Blue C

COLOR PALETTE

Specific color swatches have been chosen to create the official Magic Moments logo; two primary colors and one gray.

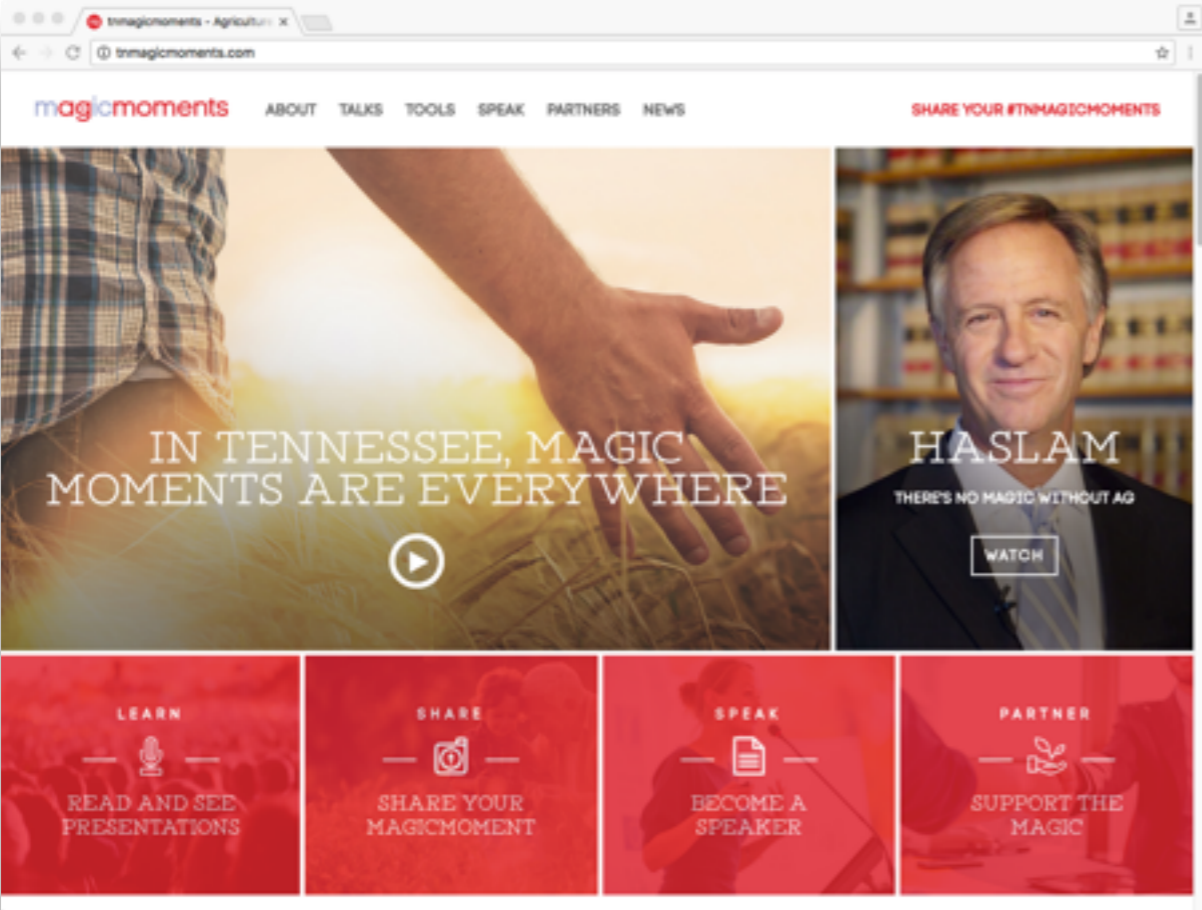
ABCDEFGHI
 CODE PRO

ABCDEFGHI
 TROPEN

TYPEFACES

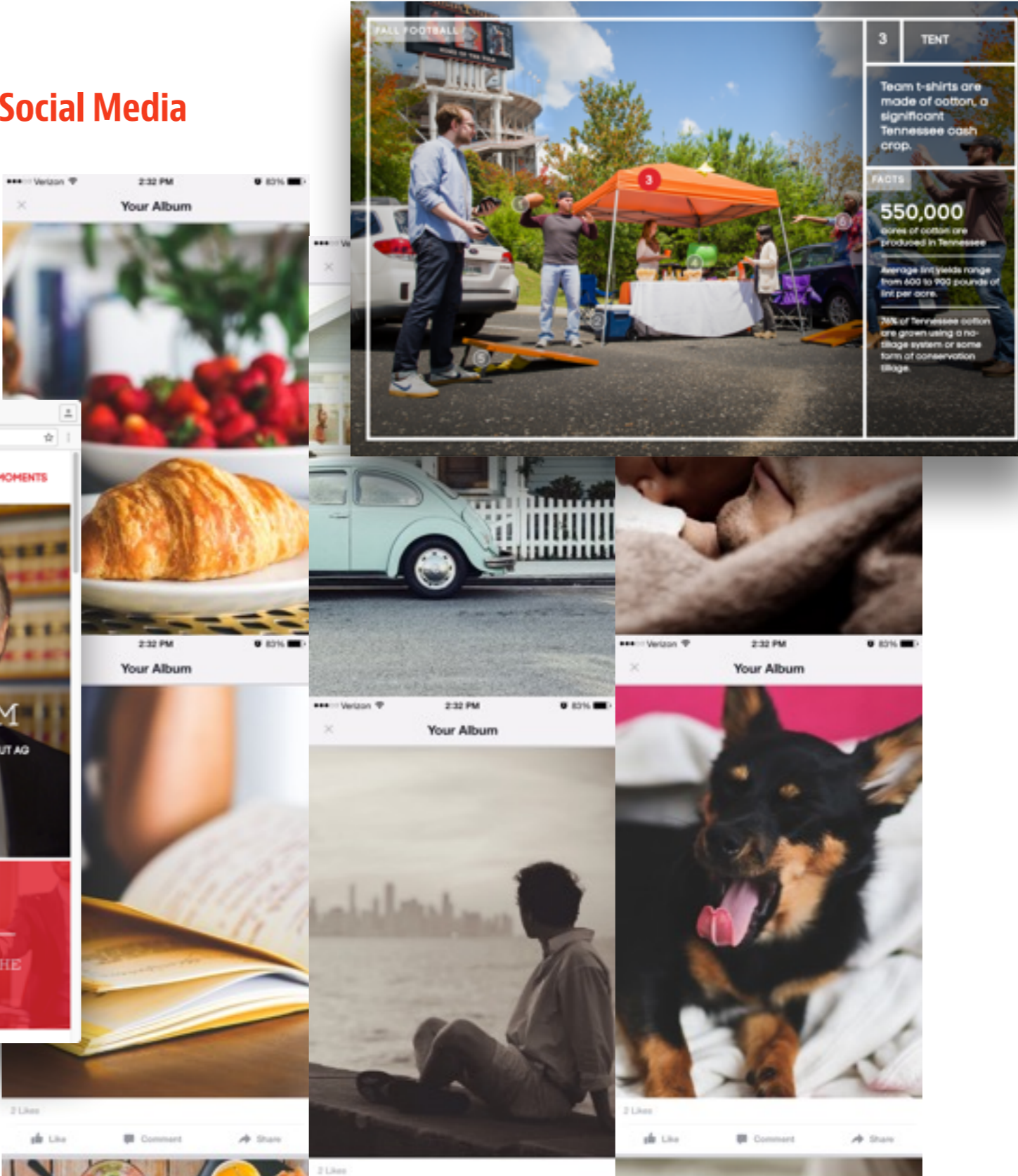
Two typeface families have been chosen to support brand consistency in your brand materials.

Campaign Toolkit



Campaign Website and Videos

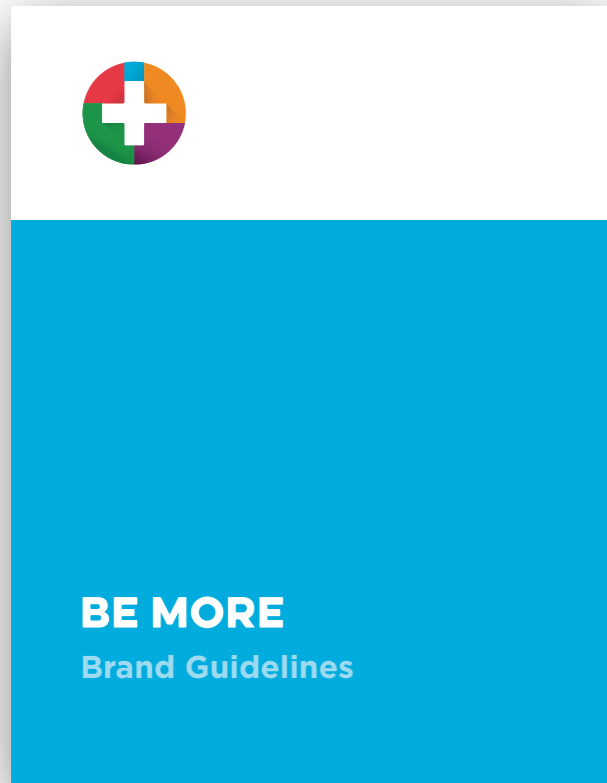
Social Media



Interactive Infographics

UT Extension's "Be More"

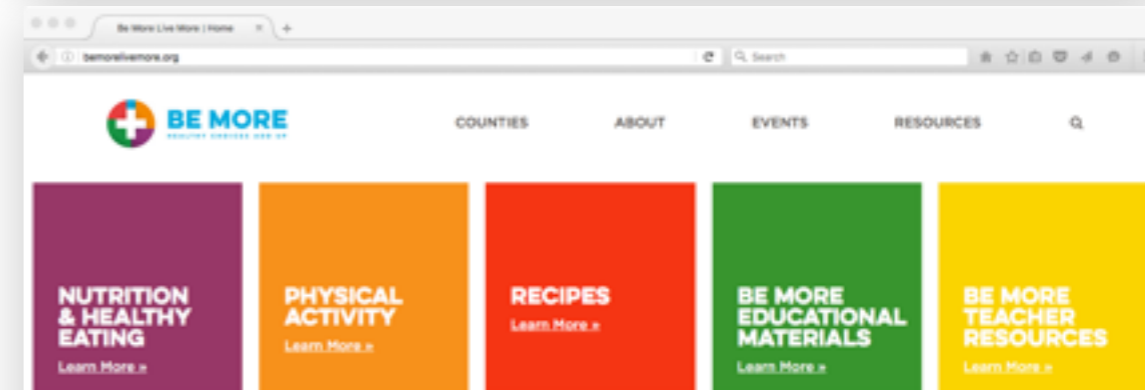
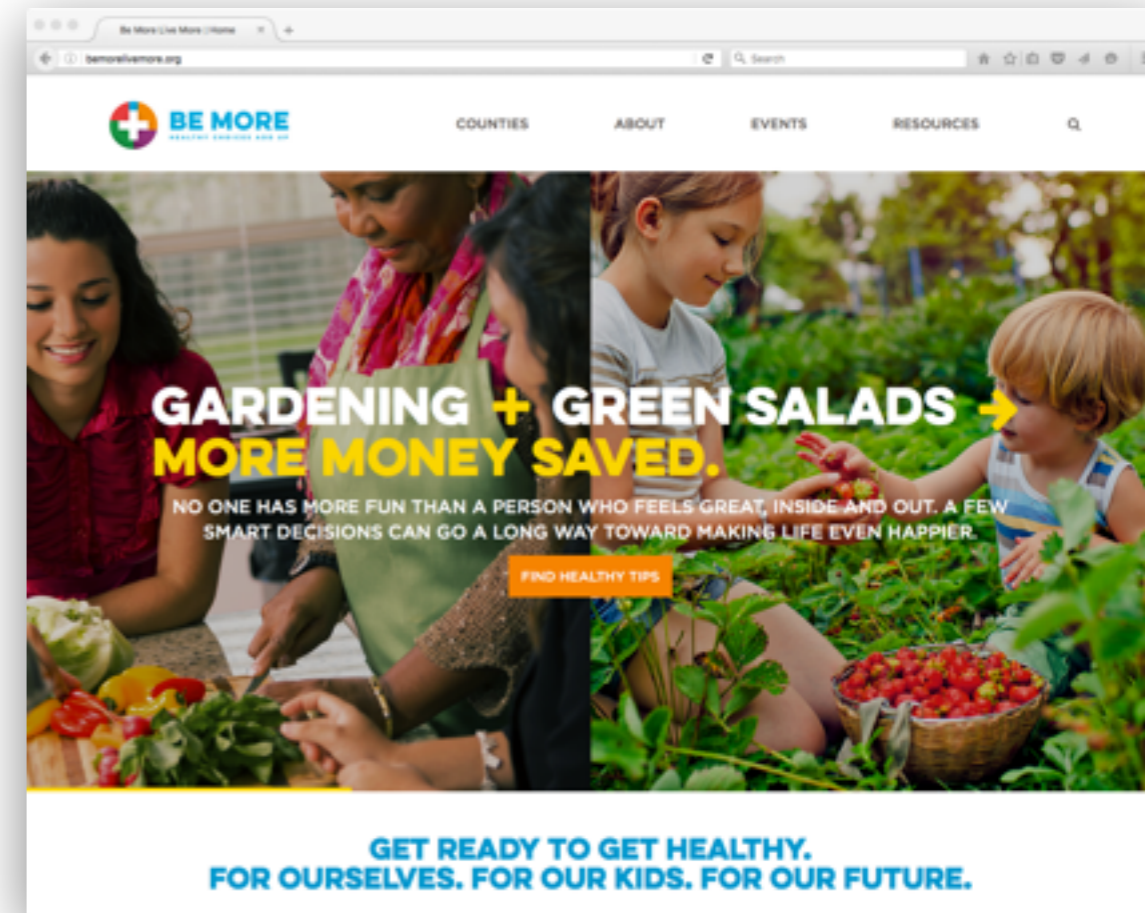
When it comes to health, people are bombarded with the message of "less." Yet most people respond better to rewards than to lectures. Be More emphasizes more healthy food, more activity, and more family fun.



Campaign Branding

Branding system, print materials, posters and retail designs.

Campaign Website



UT Extension's "Be More"



Products, Environmental and Advertising
Create awareness and share of voice through coordinated channels.

Developing Strategy

SOUTHERN FCS

brand, design and interactive



Families



Youth



Boomers



Media



Schools



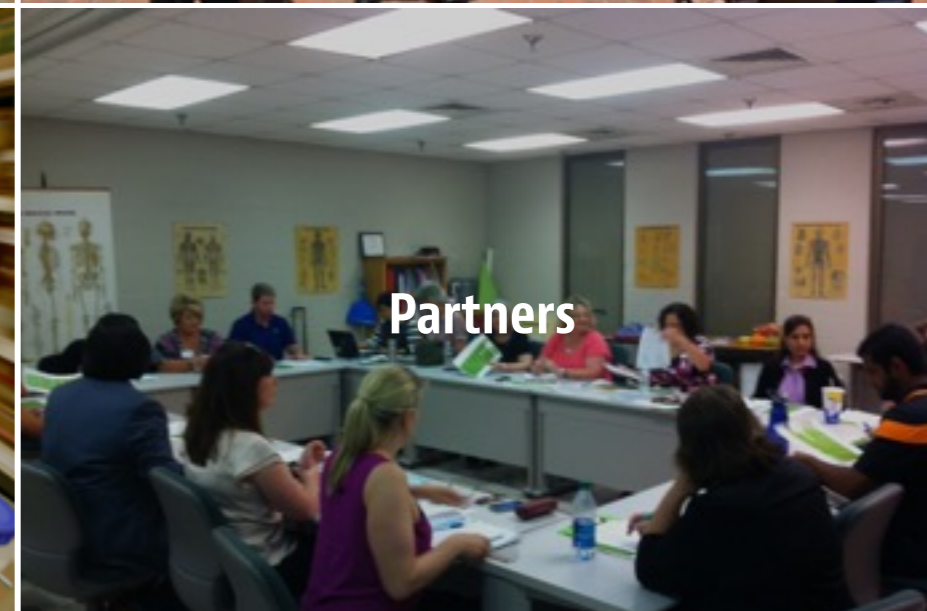
Business Owners



Farmers



Retailers



Partners

Brand Truths

Rational Truths

Attributes

Local
Educational
Regional
Intimate
Reinterpretation
Family Friendly
Research

Associations

Community
Knowledgeable
Growth Oriented
Immersive
Innovative
Memorable
Discoveries

Emotional Truths

Values

Grounded
Teaching
Collaborative
Experiential
Progressive
Fun
Sustainably-Focused

Personality

Welcoming
Thought Leader
Dynamic
Active
Forward Thinking
Playful
Committed

Promise

What does the brand promise?

- Animals, and our relationships with them, teach us what it means to be human.

Achieve

What do we want to achieve?

- Elevate our standing within the community.
- Recognize the value of this campaign in strengthening the Knoxville area.
- Create an ongoing commitment to giving.

Current Thinking

What are the key insights?

- Boomers are especially important to donor development
- 64% of charitable gifts are made by women.

New Thinking

What do we want people to think?

- Funding to build a more compelling zoo is important, but this is much more than funding a zoo expansion. The opportunity is greater, the impact is bigger and the legacy is longer.

Show & Tell

How should we tell them?

- Position an expanded, larger zoo as a broad win for the community, region and city.
- Reference, amplify and evolve the tone, styles and themes of the new brand identity.

New Belief

Why would they believe/act?

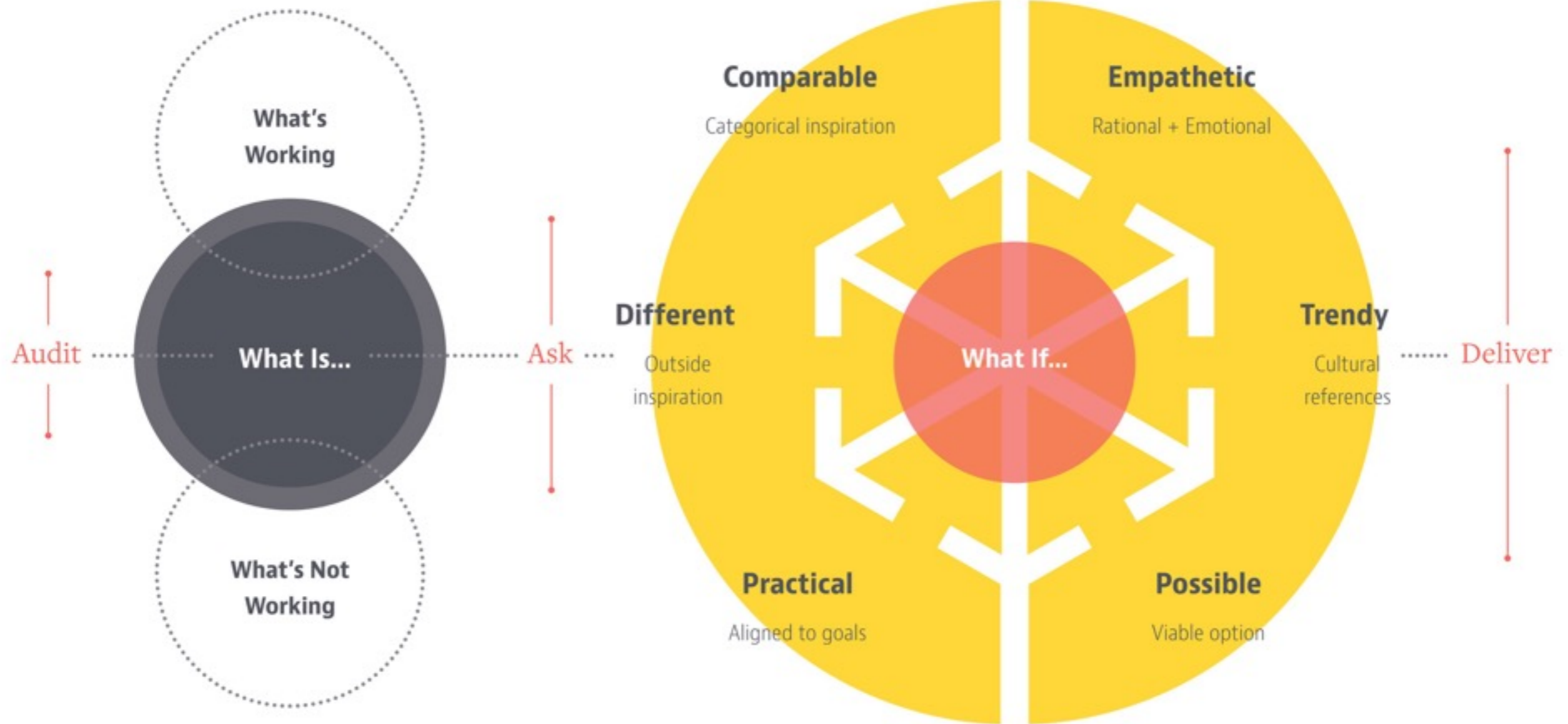
- Pride in local community.
- Excitement in enhanced learning opportunities.
- Desire a better zoo experience.

Developing Messages

SOUTHERN FCS

brand, design and interactive

Our Approach



Audience Insights

Ethnographic research including consumer journaling provided behavioral insights into current population's relationship with food and activity.



Had more time	129
I could be more motivated/I was not so lazy/Took the time/I wanted to/Tried harder	94
I was physically able/I felt better	89
I already do	39
Had more money/I could afford to	35
Had someone to do it with	17
I had someone to cook for me	12
I didn't have to work	11
I don't know	11
I had more education on food and exercise	9
I were younger	9

Emotional Triggers

Your messaging should accomplish two goals: It should make consumers feel something, and it should make them act on those feelings.

Once you identify the target audience(s) for your marketing messages, you need to consider which emotional triggers you can connect to those messages.

Emotional Triggers:

Desire for control;
I'm better than you;
Excitement of
discovery;
Revaluing;
Family values;
Desire to belong;
Fun is its own reward;
Poverty of time;

Desire to get the best;
Self-achievement;
Sex, love, romance;
Nurturing response;
Reinventing oneself;
Make me smarter;
Power, dominance and
influence
Wish-fulfillment.

The Big Idea

The Campaign is...

about forging paths to fantastic adventures wildly unexpected for the zoo and for Knoxville.

The Big Idea:

Reach Our Wildest Dreams

The Campaign is...

a giving opportunity where you can break away from the traditional “herd mentality” of Knoxville philanthropy.

The Big Idea

Break Away From The Herd

The Campaign is...

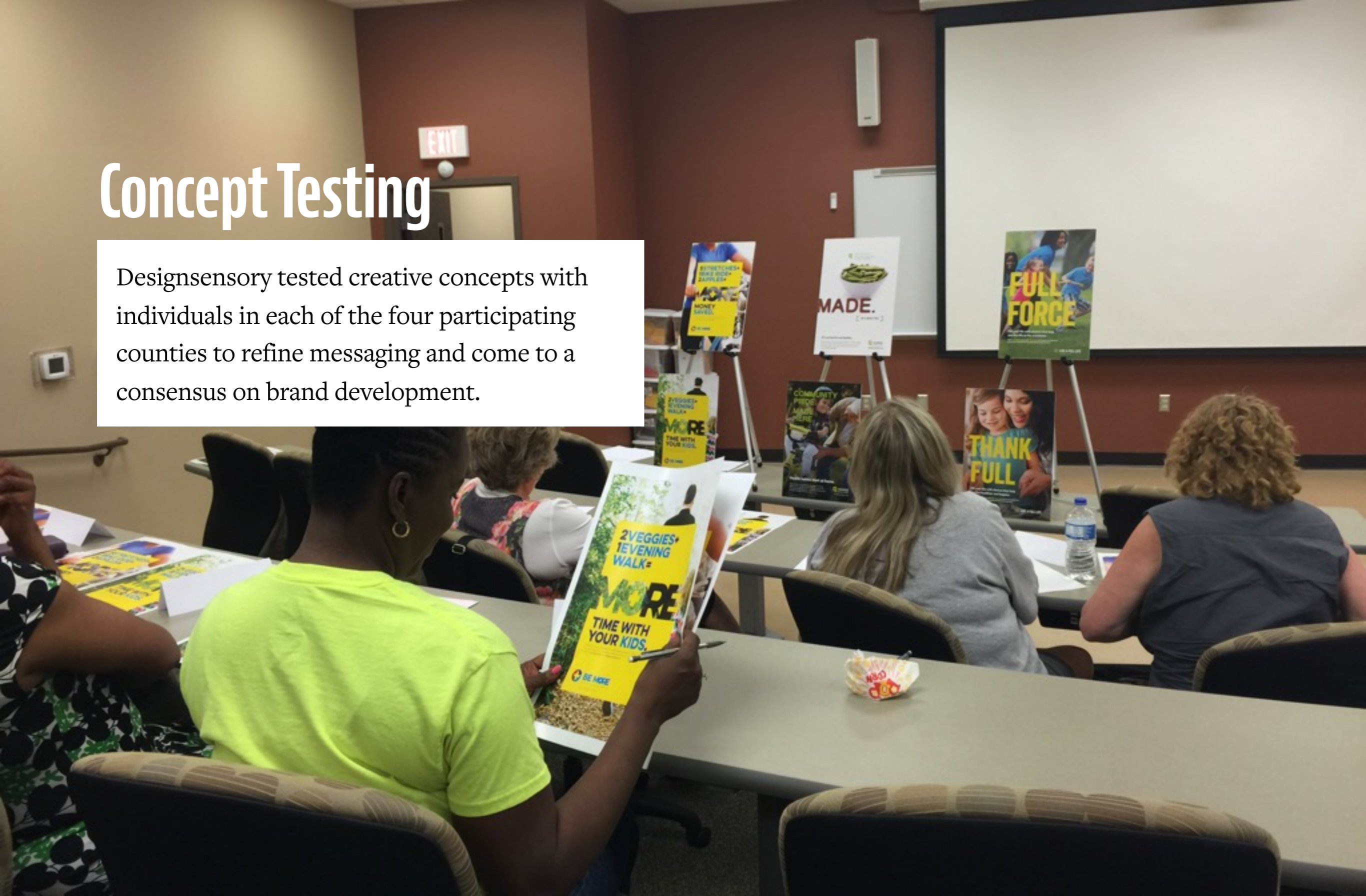
a opportunity of self-discovery and local learning that will empower the discoveries of others, young and old.

The Big Idea

Discover The Animal Within

Concept Testing

Designsensory tested creative concepts with individuals in each of the four participating counties to refine messaging and come to a consensus on brand development.



Channels for Engagement

SOUTHERN FCS

brand, design and interactive

Guiding Principles

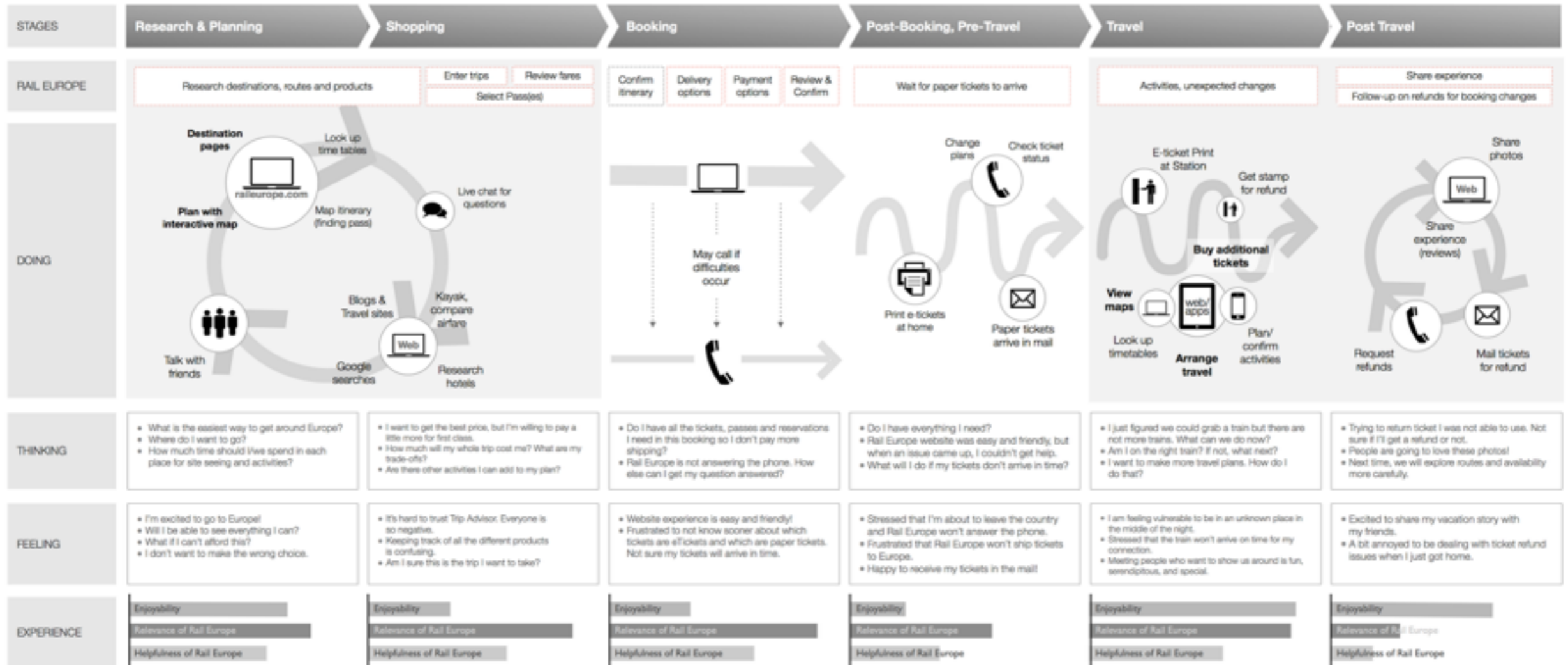
People choose rail travel because it is convenient, easy, and flexible.

Rail booking is only one part of people's larger travel process.

People build their travel plans over time.

People value service that is respectful, effective and personable.

Customer Journey



Opportunities

GLOBAL	PLANNING, SHOPPING, BOOKING	POST-BOOK, TRAVEL, POST-TRAVEL
<p>Communicate a clear value proposition.</p> <p>STAGE: Initial visit</p>	<p>Enable people to plan over time.</p> <p>STAGES: Planning, Shopping</p>	<p>Improve the paper ticket experience.</p> <p>STAGES: Post-Booking, Travel, Post-Travel</p>
<p>Help people get the help they need.</p> <p>STAGES: Global</p>	<p>Visualize the trip for planning and booking.</p> <p>STAGES: Planning, Shopping</p>	<p>Accommodate planning and booking in Europe too.</p> <p>STAGE: Traveling</p>
<p>Support people in creating their own solutions.</p> <p>STAGES: Global</p>	<p>Arm customers with information for making decisions.</p> <p>STAGES: Shopping, Booking</p>	<p>Proactively help people deal with change.</p> <p>STAGES: Post-Booking, Traveling</p>
<p>Make your customers into better, more savvy travelers.</p> <p>STAGES: Global</p>	<p>Connect planning, shopping and booking on the web.</p> <p>STAGES: Planning, Shopping, Booking</p>	<p>Communicate status clearly at all times.</p> <p>STAGES: Post-Booking, Post Travel</p>
<p>Engage in social media with explicit purposes.</p> <p>STAGES: Global</p>	<p>Aggregate shipping with a reasonable timeline.</p> <p>STAGE: Booking</p>	

Information sources

Stakeholder interviews
Cognitive walkthroughs

Customer Experience Survey
Existing Rail Europe Documentation



I-Want-to-Know Moments

Someone is exploring or researching, but not yet in purchase mode. They want useful information and maybe even inspiration, not the hard sell.

Curiosity can be triggered by anything and satisfied at any time.



of smartphone users turn to their smartphones to learn more about something they saw in a TV commercial.¹⁶

I-Want-to-Go Moments

People are looking for a local business or are considering buying a product at a local store. Being there means getting your physical business in their consideration set in that moment.

Our digital lives connect us to our physical world.



2X

"Near me" searches have grown 2X in the past year.¹⁷

I-Want-to-Do Moments

These may come before or after the purchase. Either way, these are "how to" moments when people want help with getting things done or trying something new. Being there with the right content is key.

We seek instruction for just about everything.

70%

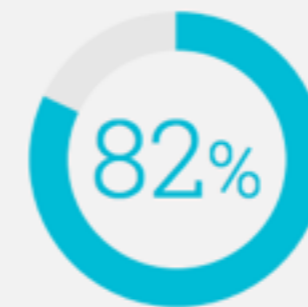


Searches related to "how to" on YouTube are growing 70% year-over-year.¹⁸

I-Want-to-Buy Moments

These are huge, of course. Someone is ready to make a purchase and may need help deciding what or how to buy. You can't assume they'll seek you out; you have to be there with the right information to seal the deal.

Mobile assists in purchases across channels.



of smartphone users consult their phone while in a store.¹⁹

Digital Video

- 70% of marketing professionals report that video converts better than any other medium.
- The average internet user spends 88% more time on a website with video than without.
- 64% of consumers are more likely to buy a product after watching a video about it.
- Using the word “Video” in an email subject line boosts open rates by 19%, click-through rates by 65%, and reduces unsubscribe rates by 26%.
- 69% of smartphone users say videos offers a quick way for consumers to grasp an overview of a product.



Facebook LIVE

Background

Facebook recently launched Facebook Live, a live video streaming service that lets anyone broadcast live videos from their mobile device straight to their Facebook News Feed.

Why we like it?

Facebook Live is an awesome way for them to use the power of live video to communicate their brand stories and build authentic, intimate relationships with fans and followers.



Instagram Stories

Background

Instagram's new Stories feature, ripped right from the Snapchat experience, already is a brand favorite.

Why we like it?

Nike generated 800,000 views in 24 hours for an Instagram Story that it posted on Tuesday, the first day the feature was available. On Snapchat, Nike's best video got 66,000 views, according to Nike and its social media agency Laundry Service.

<http://adage.com/article/digital/instagram-stories-appeal-snapchat-brands/305317/>



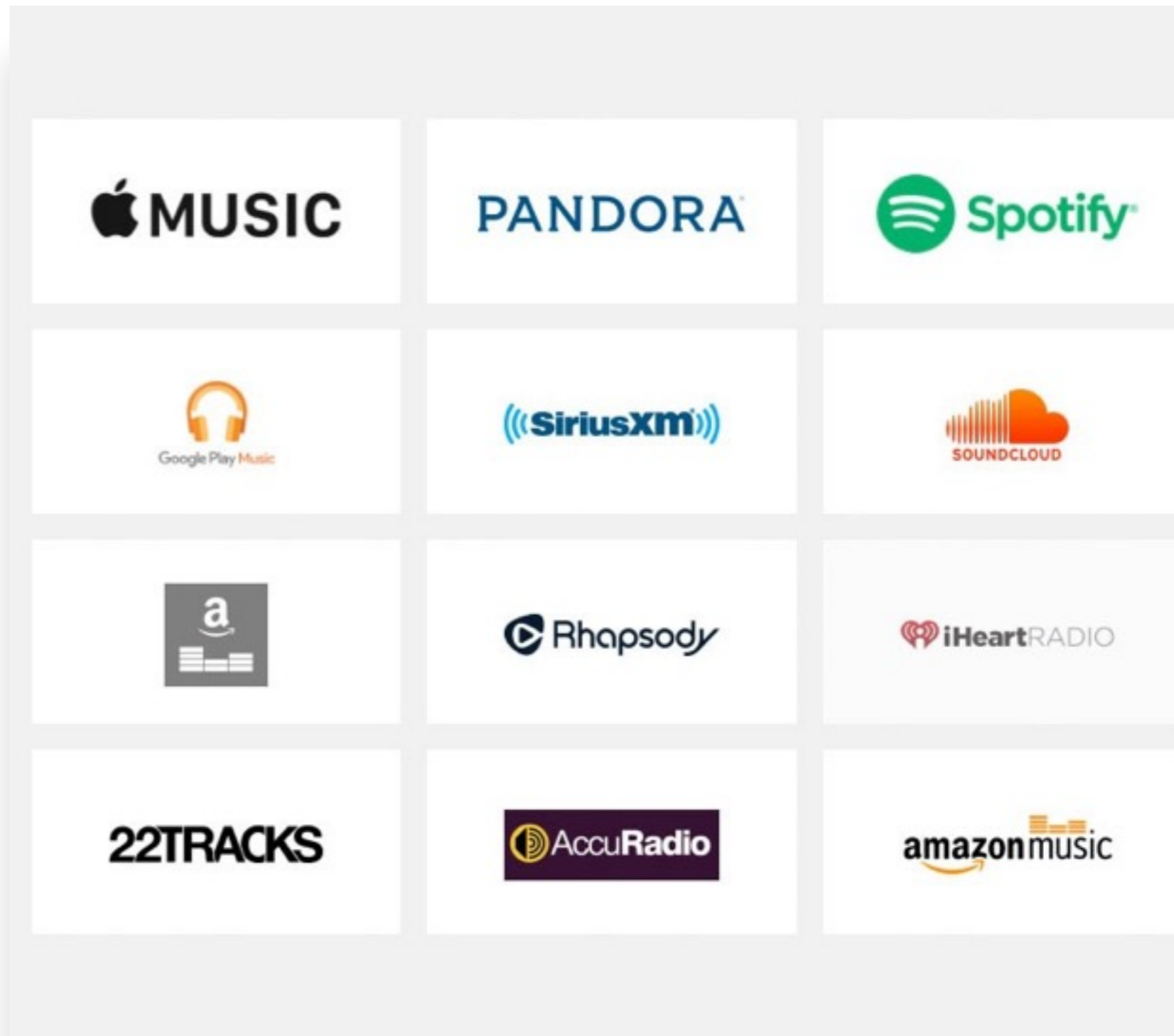
Digital Radio

Background

Internet radio has the potential to be the most ubiquitous form of media ever. More commanding of your attention than film, television, or books. This is because listening to music can be enjoyed while doing other activities.

Why we like it?

In 2014, one third of Americans used their phones to stream music. Young adults (18-24) listened to internet radio more than terrestrial. Two of the top five most popular apps in America (Pandora and Youtube) are used for streaming music.



Programmatic Retargeting

Background

This marketing tactic allows you to target previous visitors to your site with display ads as they browse the web.

Why we like it?

Programmatic retargeting is better than standard retargeting in that it scores the inbound lead and targets only highly qualified audiences with contextually specific messages. This leads to a richer user experience with highly targeted messaging and results in better return on investment.



designs Anson

Ideation Tools

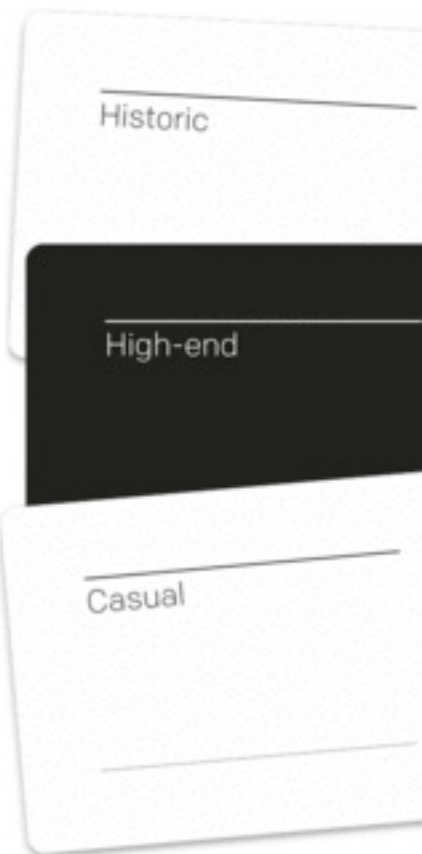
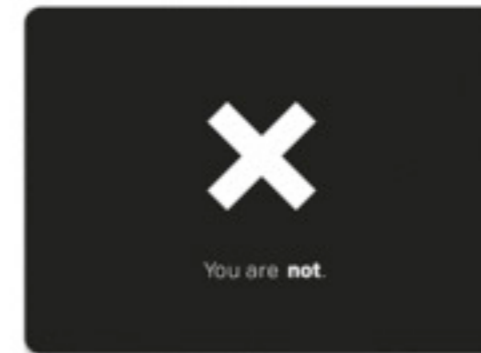
SOUTHERN FCS

brand, design and interactive

Card Sorting

Are you "simple" or "complex," "conventional" or "experimental," "practical" or "imaginative"?

Defining who you are and who you are not is crucial to building a successful brand. Whether you are designing, writing, directing, building, or planning, a simple set of adjectives can be your North Star, guiding difficult decisions through the process.

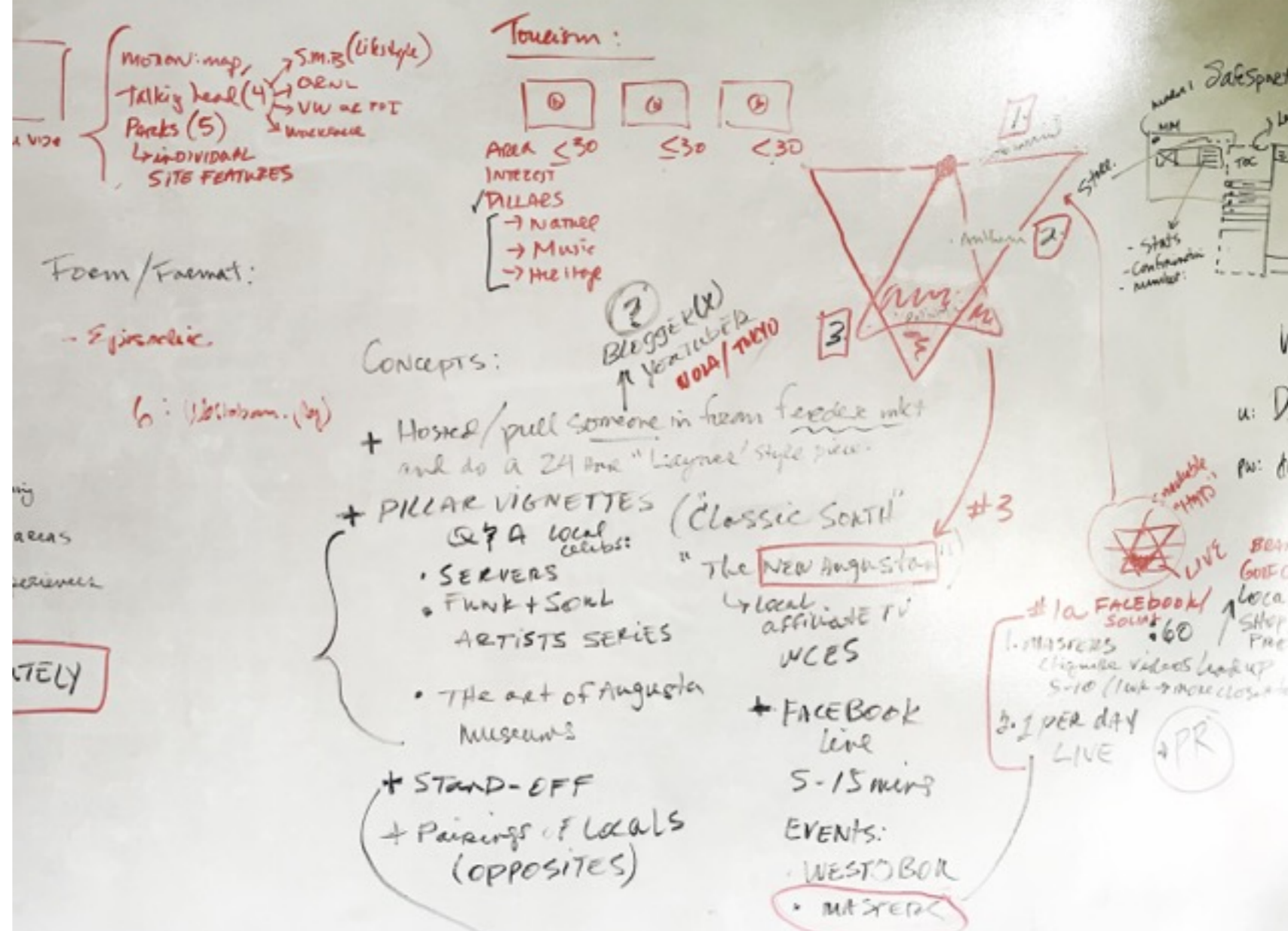


Note & Vote

People's opinions can quickly derail a meeting and stop the group from making a decision. It works as follows:

1. Note
2. Self-Edit
3. Share and Capture
4. Vote (add Discussion)
5. Decide

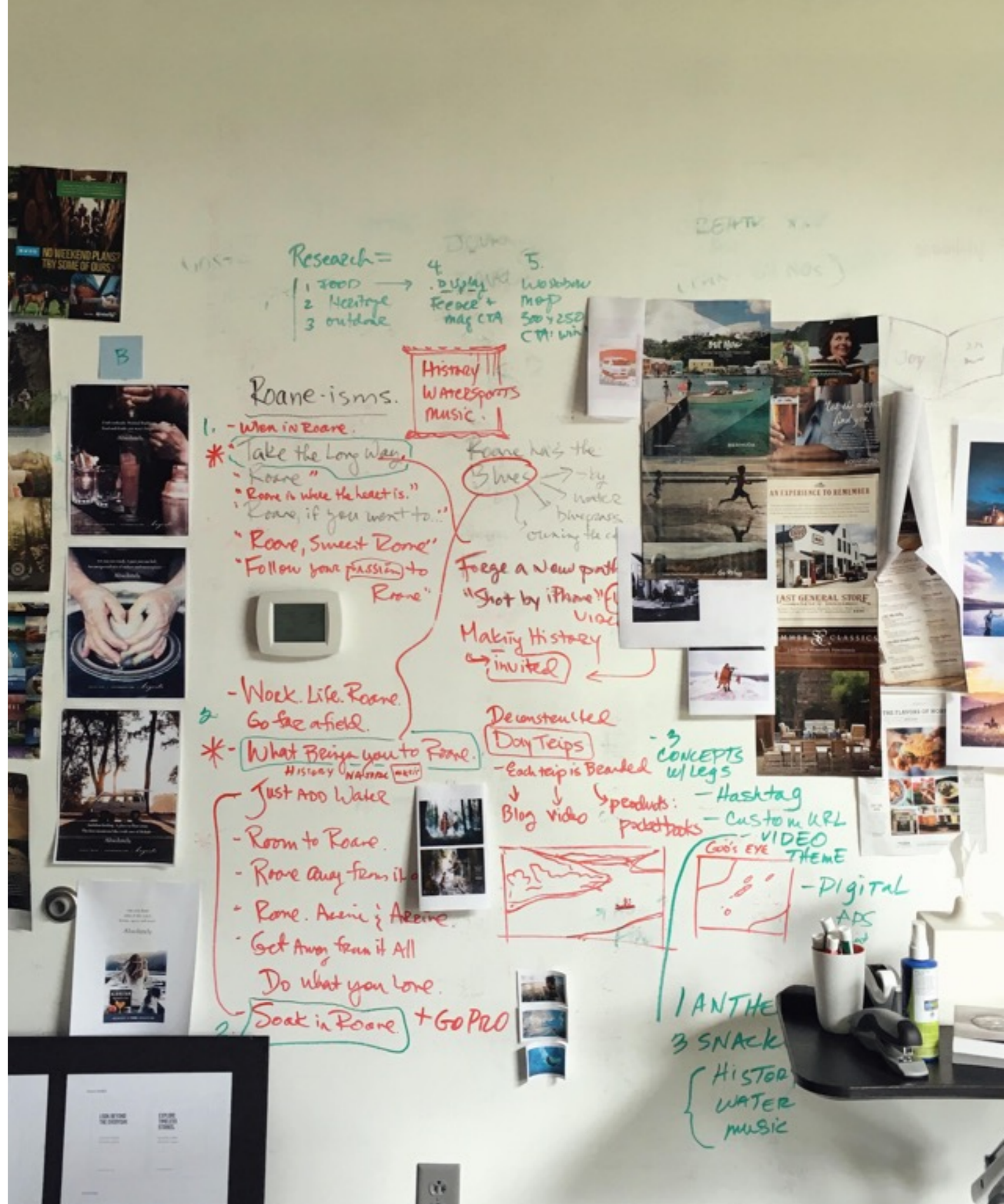
This works in some contexts but not all. Modified versions of this include longer discussions or individual work prior to sharing.



SCAMPER

SCAMPER technique uses a mnemonic device to arrange a set of questions. These questions are designed to help identify new ideas.

1. Substitute
2. Combine
3. Adapt
4. Modify
5. Pivot
6. Eliminate
7. Reverse / Rearrange





designsensory™

branding, advertising and digital

Questions? Comments?

We work for you by working with you. Always.

ONLINE:

designsensory.com

TWITTER:

[@designsensory.com](https://twitter.com/designsensory)

FACEBOOK:

facebook.com/designsensory