

TEMA TECHNOLOGIE



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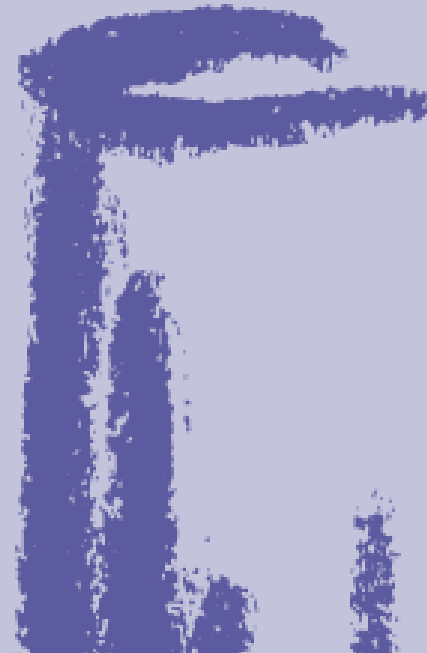
# COMMUNICATIONS TO SUCCESS

## Marketing on the Unconscious

TEMA Academy

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## TEMA's mission:

“...to produce the strongest effect in the right minds.”

(From TEMA Website)



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## What is the Mind?

- ❏ Thoughts, feelings (emotions), moods, intentions, likes, dislikes, hopes etc.
- ❏ Sense perception – seeing, hearing, smelling, tasting, touching



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## How well do we know our own minds?

- ❑ Consciousness is only the tip of the iceberg
- ❑ 95% of the what we think, feel and experience is unconscious



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## What is the unconscious?

- ❑ Driving without attention
- ❑ Mimicking another's behaviour
- ❑ Background music in shops
- ❑ Buying groceries
- ❑ Thinking about a problem or trying to remember someone's name
- ❑ Language : “prostitutes appeal to pope”  
“children make nourishing snacks”



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## What is the driving force behind our decisions?

- ❏ Decisions - rational or emotional?
- ❏ Example 1 – Chocolate or boiled cabbage
- ❏ Example 2 – Overweight Americans
- ❏ Example 3 – Buying a sports car



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## The story so far:

- ❏ “Communications to success” means producing the strongest effects in the right minds.
- ❏ Since 95% of the thoughts, emotions, intentions, experiences and attitudes that drive our behaviour are unconscious, “communications to success” means communicating to the unconscious.

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## REAL LIFE ADVENTURES



Like icebergs, nine-tenths of the problem is usually below the surface.





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How do we tap into the unconscious?



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## 1 USE METAPHORS

Using metaphors to think about a product or service brings out deep-seated thoughts, attitudes and feelings towards it.



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- ❏ Question - What is a metaphor?
- ❏ Answer – anything that expresses one thought in terms of another.



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- Examples of metaphors:
- “No man is an island”
- “My hair is my signature”
- “Life is a beach”
- “Life is an open road”
- “These rules stink”
- “I’m in over my head”
- “I see what you mean”



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- Examples of similes
- “My love is like a red, red rose” —Robert Burns
- “As dry as a bone”
- “As smooth as silk”
- “As brave as a lion”
- “As fast as the wind”

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- Metaphors can also be represented in images.

E.g. Mr. Proper depicts strength, power and security





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- ❏ Metaphors and similes express our attitudes and feelings towards different parts of our lives
- ❏ They help us to interpret our experiences and draw new connections between them
- ❏ Metaphors and similes are tools for bringing unconscious feelings to the surface.

Therefore:

They are important tools for accessing the driving force behind purchaser's decisions



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Companies who have used metaphors in their marketing strategies:

- ☞ Samsung Electronics
- ☞ Glaxo Wellcome
- ☞ Proctor and Gamble
- ☞ Chevrolet
- ☞ Hewlett-Packard
- ☞ McNeil Consumer Healthcare



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1 How to take advantage of metaphors



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## Case study 1: Indigestion

Consumers were asked to find pictures that they associated with indigestion.

1 – picture of a dollar bill

“When I eat rich food, I’ll pay for it later”

2 – picture of a chef

“Moderation is the key – You’ve got to learn what exactly is the right amount of food for you”.



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3 – picture of the scales of justice

“ It isn't fair that some people eat anything they want and get away with it and I can't

Other comments:

“Some days it's like being on a seesaw. You're up and then you're down. You take something and then you're up again for a while before going back down”



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- ❏ The key metaphor is balance.
- ❏ The company then launched a new advertising campaign around the idea of balance.
- ❏ Result – increased sales



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## Case Study 2: Telephone help line

Negative metaphors:

“trying to get good service from a helpline is like banging your head against a wall”

“They respond like the speed of molasses”

“like being stuck”



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Positive metaphors:

“They respond in a flash. Like dogs chasing rabbits”

“Getting me going again”





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- ❏ The key metaphors are movement and force
- ❏ The company trained personnel to use metaphors for movement and force during phone conversations (e.g. “let’s conquer the problem.” “Let’s get you going again quickly”
- ❏ Added lightning bolt next to help-line number



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## Case Study 3: Pittsburgh Children's Hospital

- ❏ The challenge – to make the difficult experience of staying in hospital easier for children
- ❏ Core Metaphors:  
Transformation, control and energy
- ❏ The following will be built into the hospital:  
Pictures of butterflies (transformation)  
Garden (transformation and energy)  
More control over personal space



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## Conclusion

- Find pictures
- Write down metaphors –
  - Building Automation is like ...
  - Surface Inspection is like ...
- Find the core metaphor



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 **END**