introducing...

the NeedScope© system

revealing the innermost drivers in your market
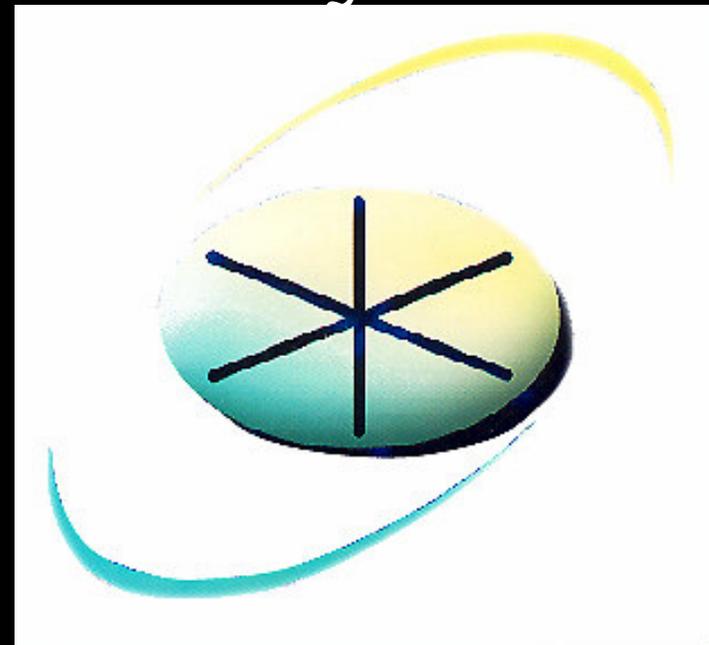
Therefore a need to get beyond the expressed and the rational….

Standard research

↕ Tangible, easy to express, rational or rationalized reasons

Emotional drivers, difficult or impossible to express verbally

Expressed brand identity

Needscope™

Linked to brand personality and need function
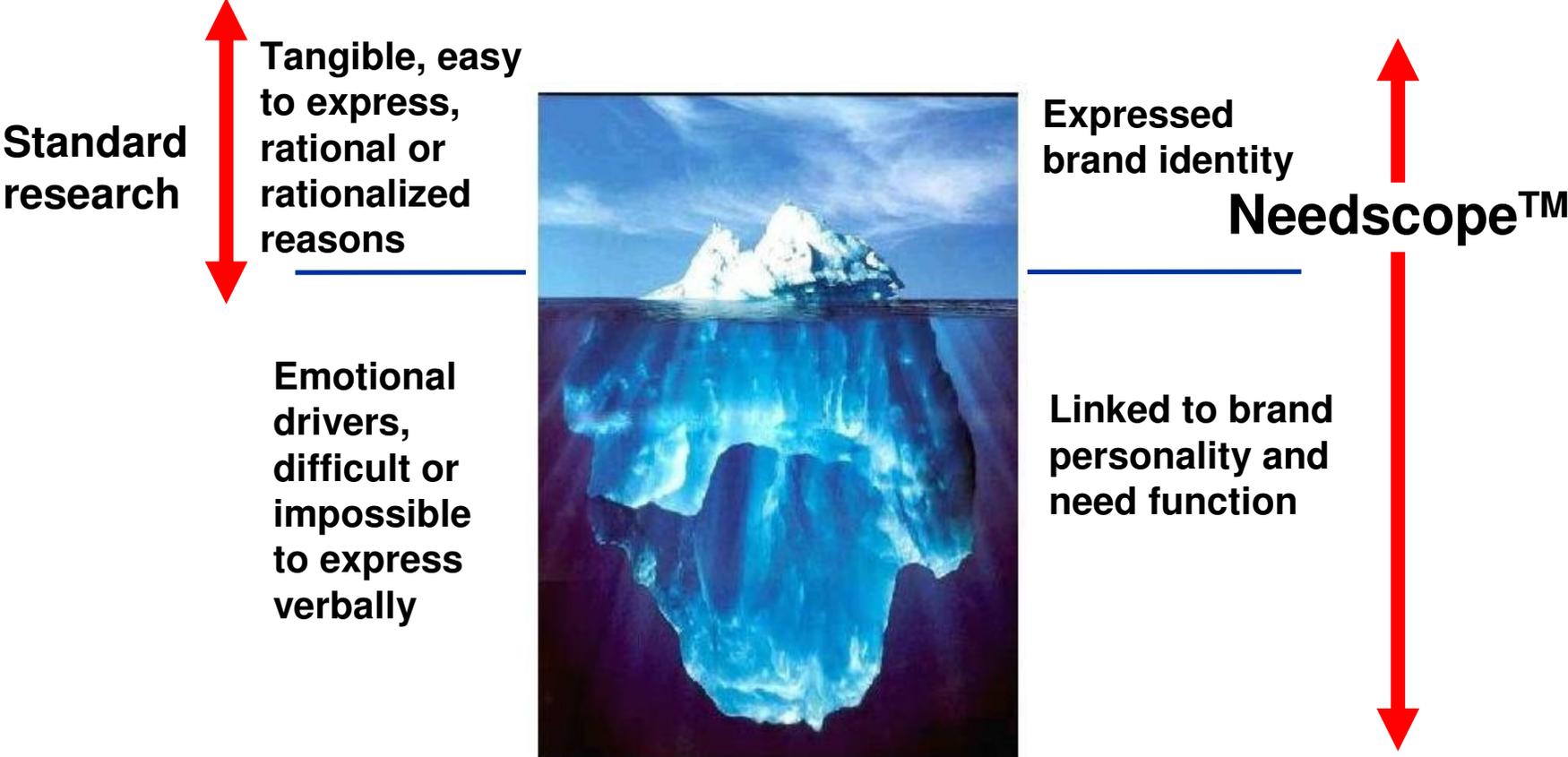
What Is NeedScope?

Marketing is satisfying consumer needs at a profit

NeedScope identifies and measures consumer needs

And how well brands meet the needs

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What Does NeedScope Do?

- **Recognises layers of consumer needs and brand image**

Functional Needs
Identity Needs
Emotive Needs
Symbolism
Social Values
Product Features

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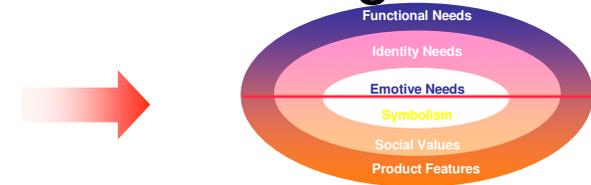
What Does NeedScope Do?

- **Recognises layers of consumer needs and brand image**

- **Uses a psychological framework for understanding needs and brand image**

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- **Uses projective photosets/collages qualitatively and quantitatively to access the emotive layer**

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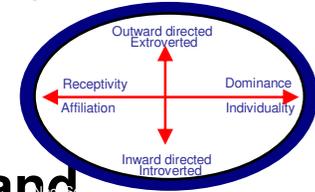
What Does NeedScope Do?

- **Recognises layers of consumer needs and brand image**

- **Uses a psychological framework for understanding needs and brand image**

- **Uses projective photosets/collages qualitatively and quantitatively to access the emotive layer**

- **Measures consumer needs and how brands satisfy them with interactive analysis software**

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How Can NeedScope Give Competitive Advantage?

- **Build strong brands that meet real needs**
- **Build loyal relationships with consumers**
- **Manage global brands and brand portfolios**
- **Create competitive advantage when products and services are similar**
- **Identify competitive weaknesses to attack**
- **Identify new opportunities in the market**

Revealing Layers of Consumer Needs and Brand Image

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Functional Needs

Identity Needs

Emotive Needs

Symbolism

Social Values

Product Features

The Rational Layer – Lack Of Loyalty

Consumer Needs

Functional Needs

Product Features

Brand Image

Functional Needs; fragrance, price, pack size etc

Product features; fragrance free, high-tech formulation, average price

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The Social Layer – Values

Consumer Needs

Functional Needs

Identity Needs

Social Values

Product Features

Brand Image

Functional Needs; fragrance, price, pack size etc

Identity Needs; peer group identification, social level, lifestyle

Social character; family, older, female etc

Product features; fragrance free, high-tech formulation, average price

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The Emotive Core – The Driving Force Of Brand Choice

Consumer Needs

Functional Needs

Identity Needs

Emotive Needs

Symbology

Social Values

Product Features

Brand Image

Functional Needs; fragrance, price, pack size etc

**Identity Needs; peer group identification, social level, lifestyle**

Emotive Needs; feeling consumer looking for and what it says about me and my personality

The brand's personality; fun loving, serious

Social character; family, older, female etc

Product features; fragrance free, high-tech formulation, average price

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Three Layers Of Brand Image
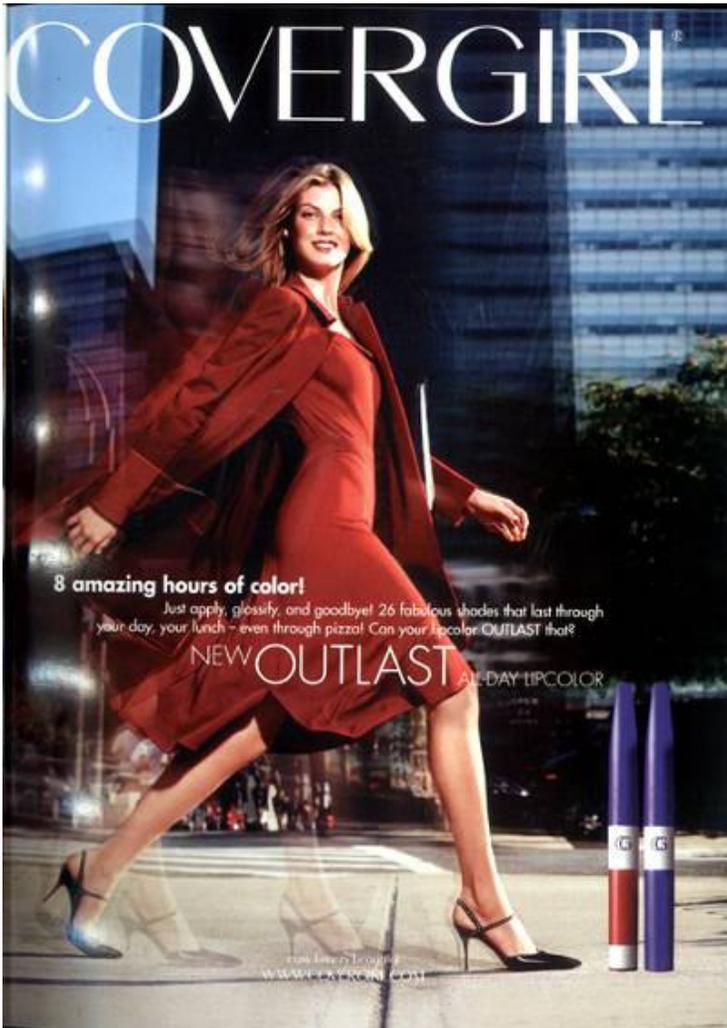
Identifying The Type Of Emotive Market Drivers

Gratification Needs

The product/brand changes a psychological state

The need to feel;
- **Stimulation**
- **Comfort**
- **Control**
- **Harmony**

Analgesics
Household cleaners
Food

Gratification | Expressive

Alcohol
Tobacco
Telecoms
Banking

Expressive Needs

The product/brand is a personality aspiration

The need to project an image of
- **Powerful**
- **Competent**
- **Gentle**
- **Carefree**

Apparel
**Personal care**

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Expressive Needs – Personality Aspirations
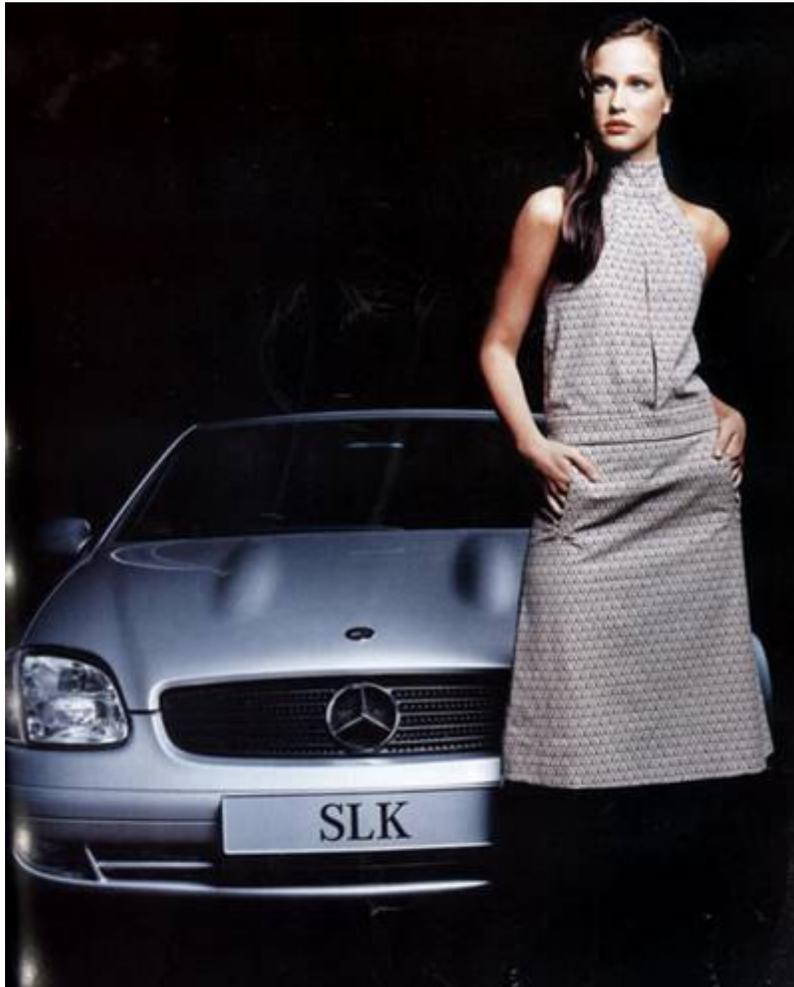
Gratification Needs – Feelings

A Psychological Framework To Decode

The Drivers Of Consumer Behaviour

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Outward directed
Extroverted

Receptivity
Affiliation

Dominance
Individuality

Inward directed
Introverted
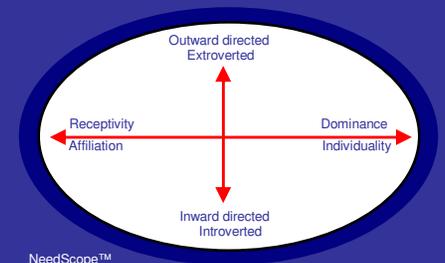
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A Model Of Consumer Psychology

Outward directed

Extroverted

Receptivity

Passivity

Affiliation

Dominance

Assertiveness

Individuality

Inward directed

Introverted

Core Expressive Needs

Extroverted

Fun-loving
Carefree
Spontaneous

Bold
Dynamic
Independent

Affiliation

Warm
Approachable
Practical

Self-assured
Assertive
Forthright

Individuality

Kind
Gentle
Sensitive

Focused
Competent
Intelligent

Introverted

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Accessing The Emotive Layer

## – The NeedScope Toolbox That Digs Deep

Qualitative Photosets

- **Symbolic representations of NeedScope archetypes**

- **Validated for consistent response – but analysis based on the individual**

Projective Photoset – Taiwanese Females

- **There are different ethnic photosets for regions where NeedScope is practiced**
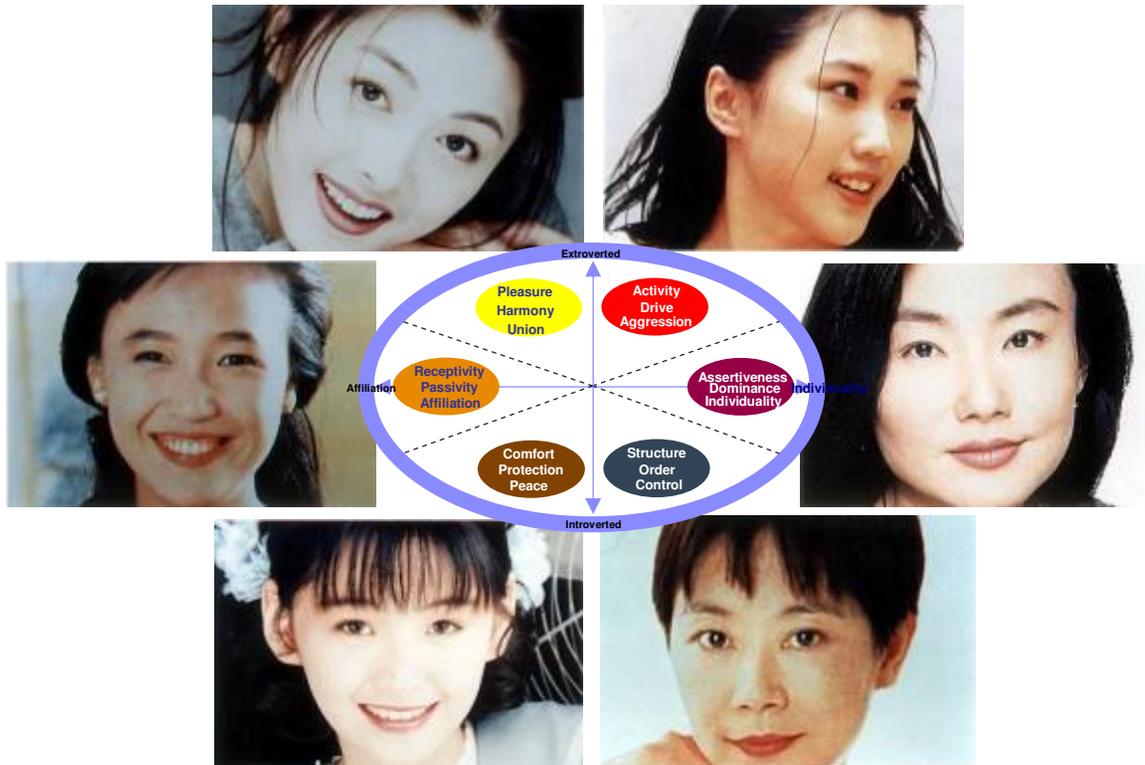
Personality Photoset – Macro View

- **Personality photosets are used qualitatively to analyse the symbolic level of a brand image**

Personality Photoset – Micro View

- **Dogs or cats can be used when we want to elicit more subtle differences between brands**
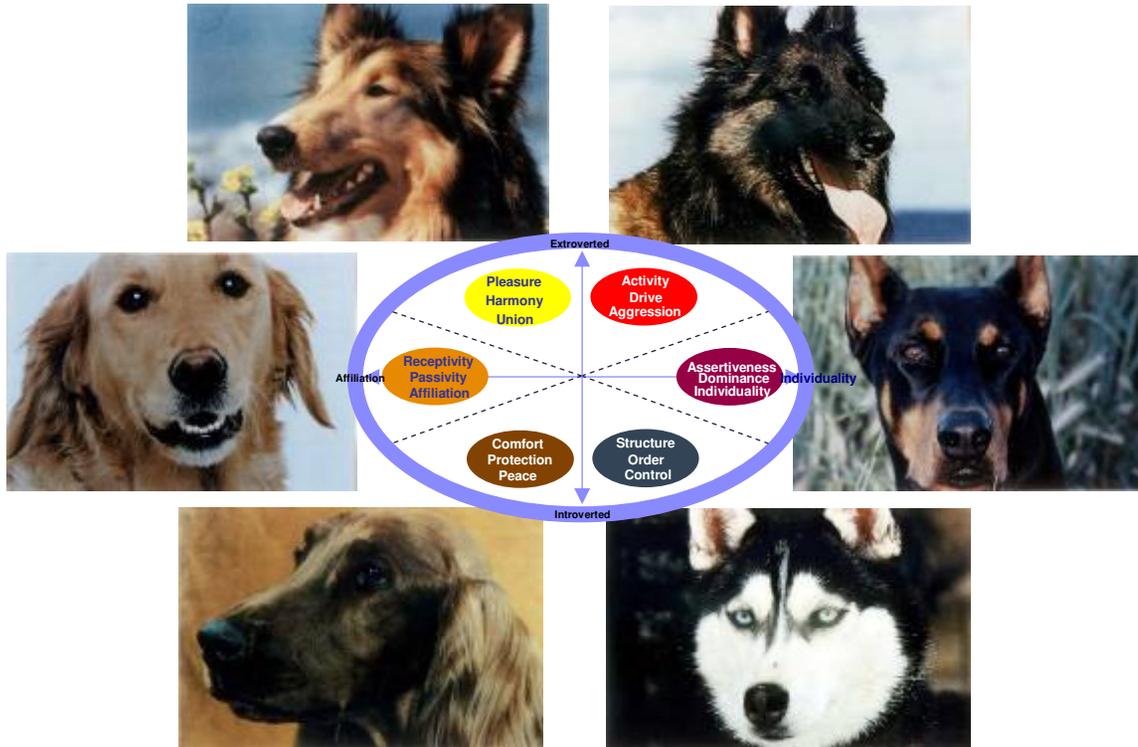
Emotive Photoset – Gratification/Feeling

- **Emotive photosets enable consumers to explain their real feelings about consuming a brand or product – without resorting to surface level words e.g. *"It feels good."***

Emotive Photoset – Gratification/Feeling

- **The universal nature of landscapes make them another powerful tool that works across all cultures to access feelings.**

Extroverted

Pleasure
Harmony
Union

Activity
Drive
Aggression

Affiliation

Receptivity
Passivity
Affiliation

Assertiveness
Dominance
Individuality

Individuality

Comfort
Protection
Peace

Structure
Order
Control

Introverted

Emotive Photoset – Expressive/Personality

- **In expressive markets Fairytale photosets give access to the personality people are expressing through their brand**
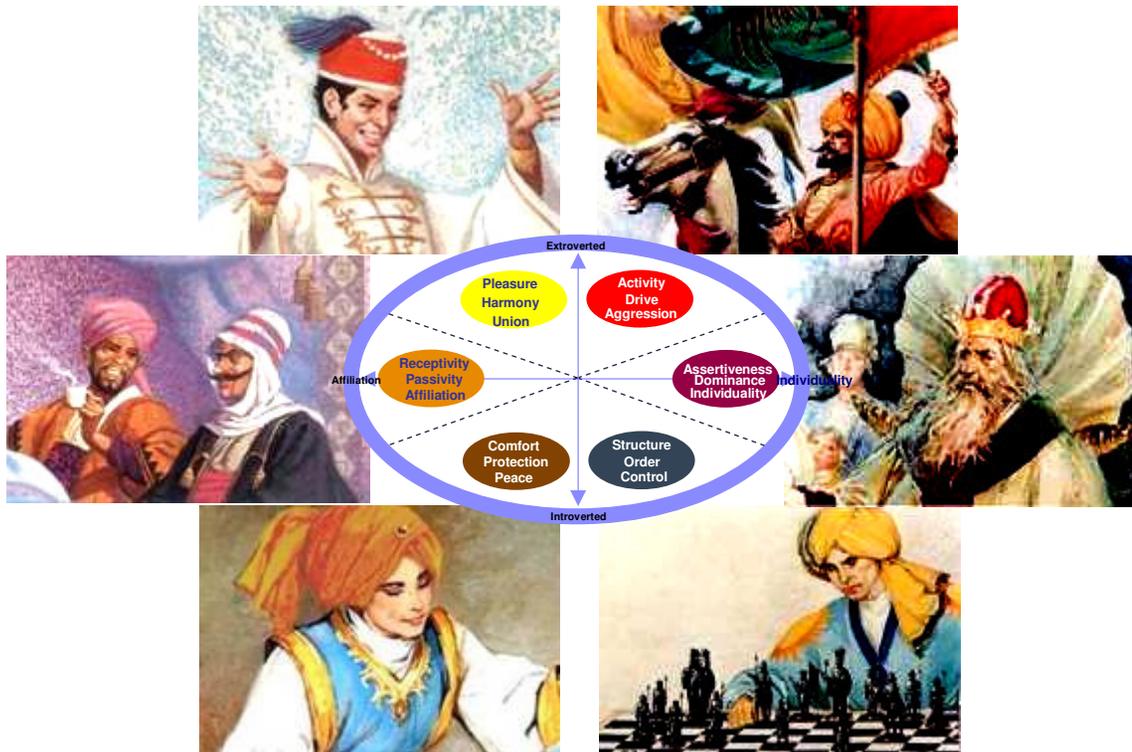
Emotive Photoset – Expressive/Personality

- **These photosets are matched to the gender of the consumer**
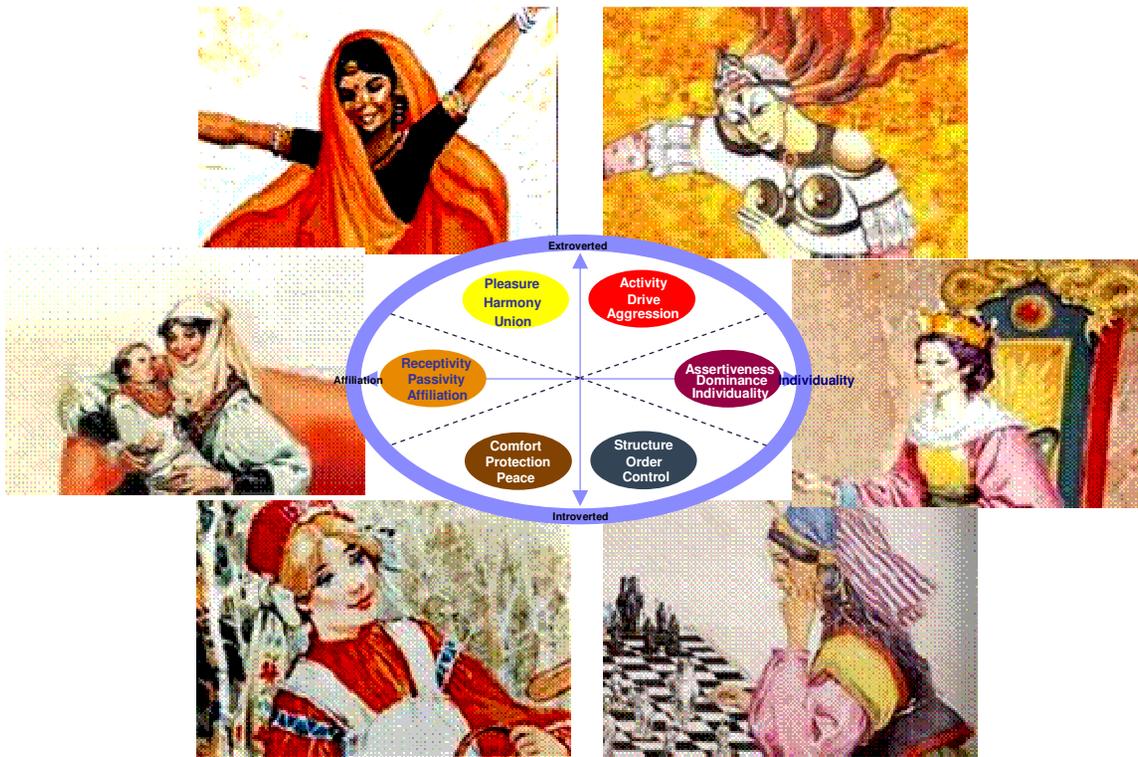
Emotive Photoset – Expressive/Personality

- **Statue photosets also give access to personality**
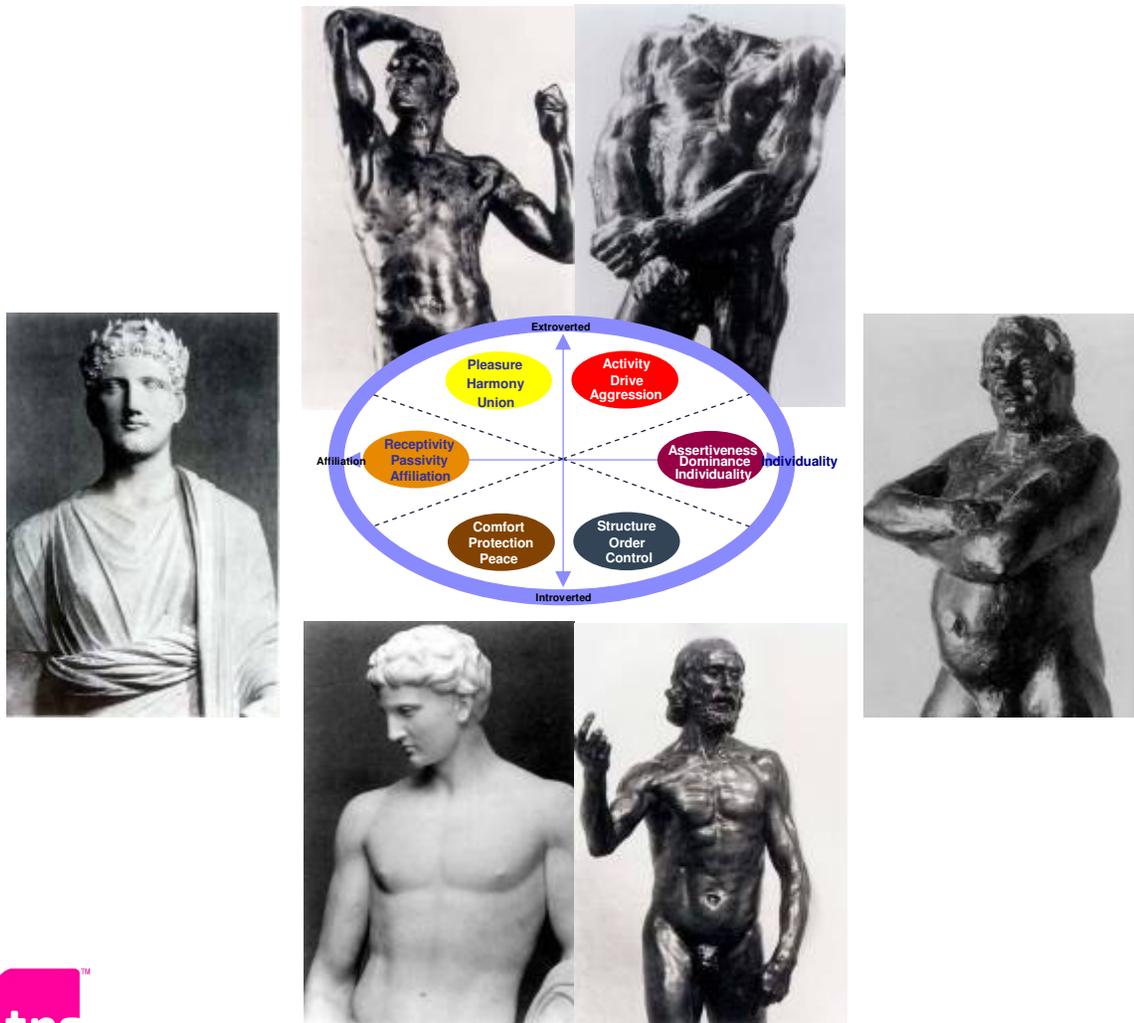
Emotive Photoset – Expressive/Personality

- **These photosets are also matched to the gender**
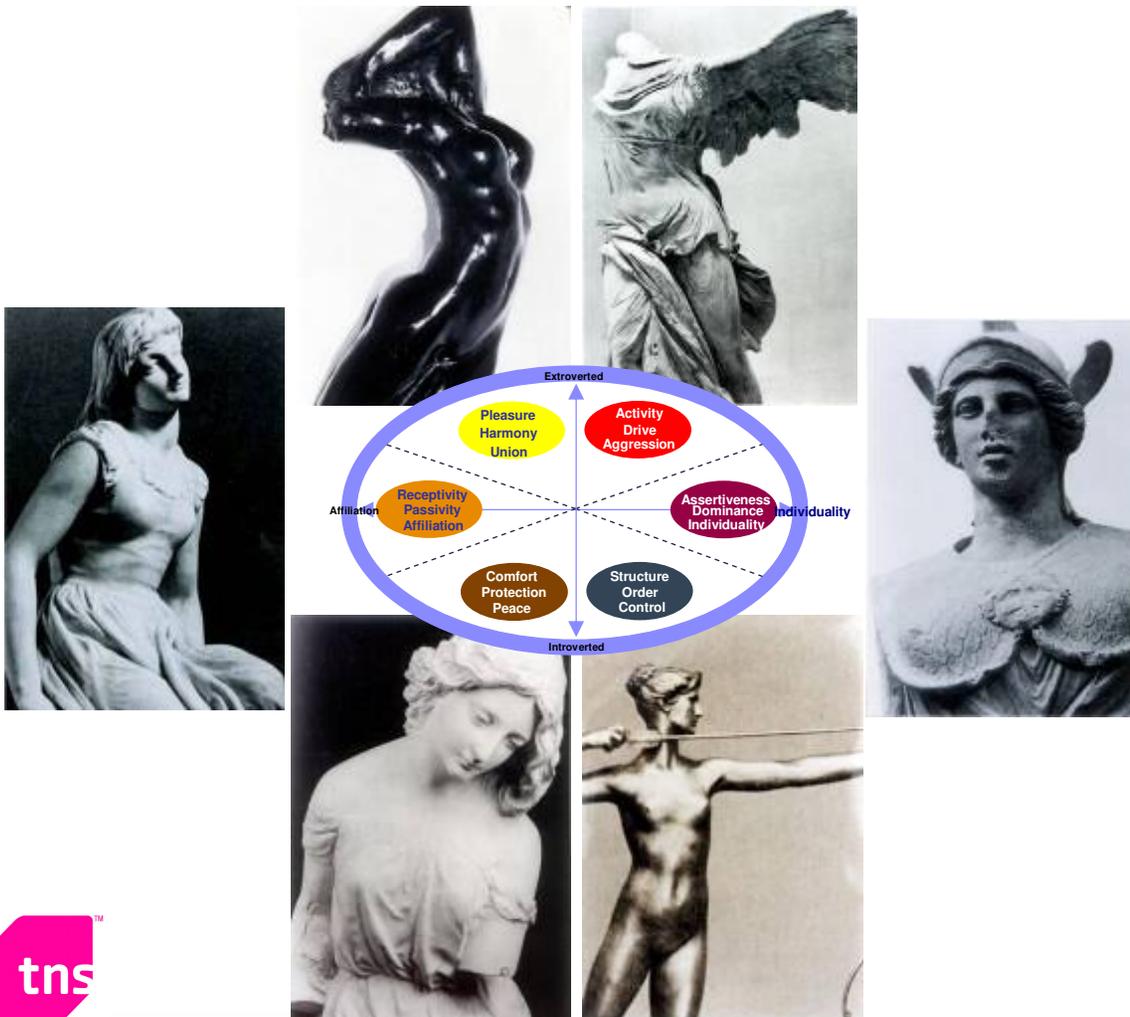
The Quantitative Challenge

Measuring Consumer Needs and How Brands Satisfy Them

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Analysis System

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The Quantitative Toolbox – Collages For Projection

Extroverted

Pleasure Harmony Union	Activity Drive Aggression
Receptivity Passivity Affiliation	Assertiveness Dominance Individuality
Comfort Protection Peace	Structure Order Control

Affiliation   Individuality

Introverted
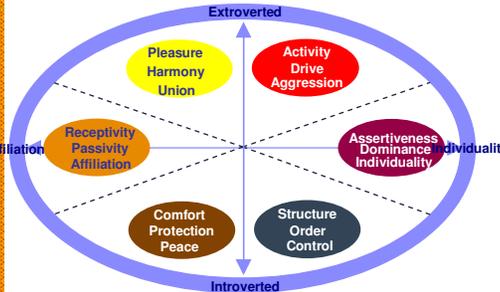
Program Design

Program Design Overview

PHASE ONE → Comprehensive review of current Unilever strategies and research

PHASE TWO → Modeller pre-test (qualitative)

PHASE THREE → Pilot (quantitative)

PHASE FOUR → Segmenter and positioner (quantitative)

PHASE FIVE → Integration with results from the global study and Other Asian markets

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Segmenter and Positioner Deliverables

Need Space and Segment profiles

- These will be analysed by category and in total
- The larger the dot/number the more important the attribute for the segment
- Note an individual can be in more than one need segment should they have different needs in different categories

Need Space

Need Segment Profile

Attributes	Price	Fragrance	Strength	Benefits I
Benefits II	Benefits III	Social Identity	Personality	Feelings

Attributes
4.1 Attribute 2
2.1 Attribute 7
1.8 Attribute 5
Price
2.5 Average $
Fragrance
2.7 Fragrance 2
1.8 Fragrance 8
Strength
Benefits I
2.3 Benefit 10
1.9 Benefit 9
Benefits II
4.1 Benefit 23
2.6 Benefit 17
Benefits III
4.8 Benefit 46
2.7 Benefit 33
1.7 Benefit 49
Social Identity
3.8 Social id. 13
2.9 Social id. 17
2.8 Social id. 2
2.6 Social id. 5
Personality
4.2 Personality 5
2.9 Personality 14
2.8 Personality 16
2.3 Personality 17
Feelings
4.1 Feeling 13
3.7 Feeling 12
2.1 Feeling 16
2.1 Feeling 8
1.8 Feeling 18

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Segment Needs [Need segment 6], Full Sample, n=607, c=80
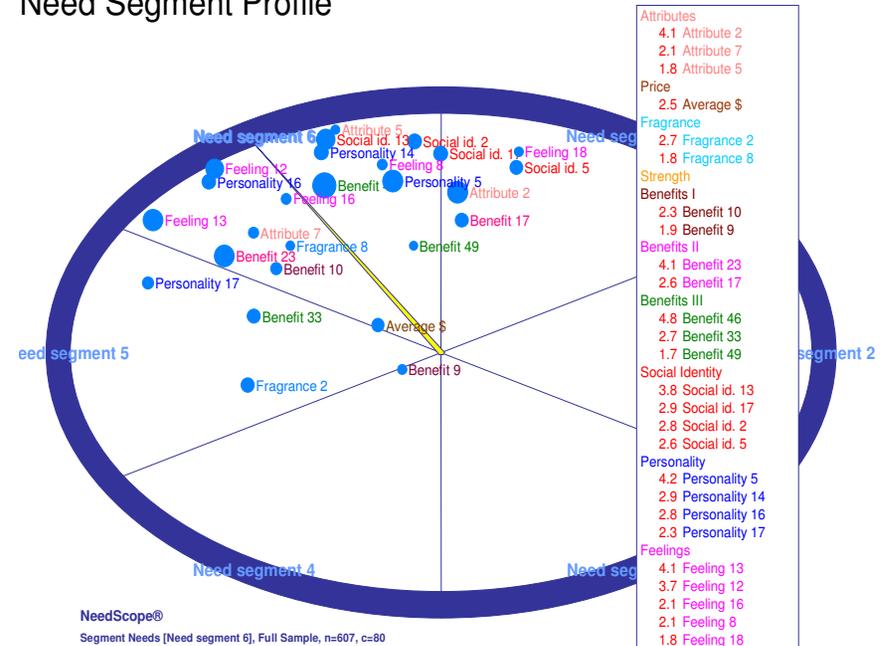
Segmenter and Positioner Deliverables

Age group and lifestage needs can be projected into the NeedScope space

▪ **Lifestage is an important targeting variable in skin care**

Age Group Needs
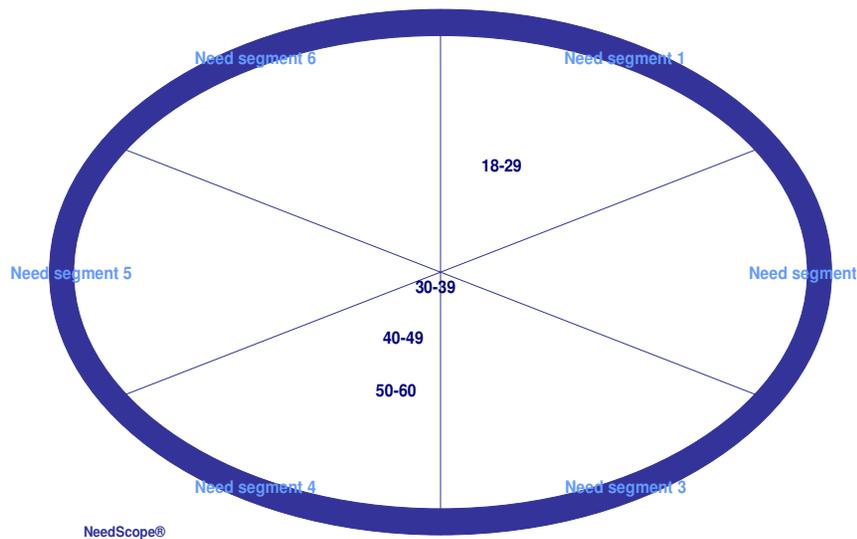
40-49 Age Group Needs
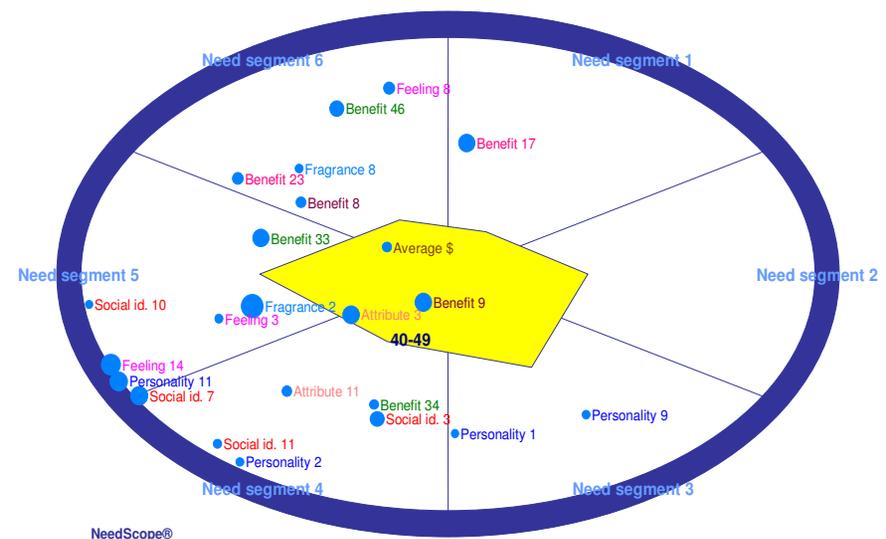
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Segmenter and Positioner Deliverables

Product and Brand positioning
- Will be analysed by category and in total

Product Positioning

Brand Positioning

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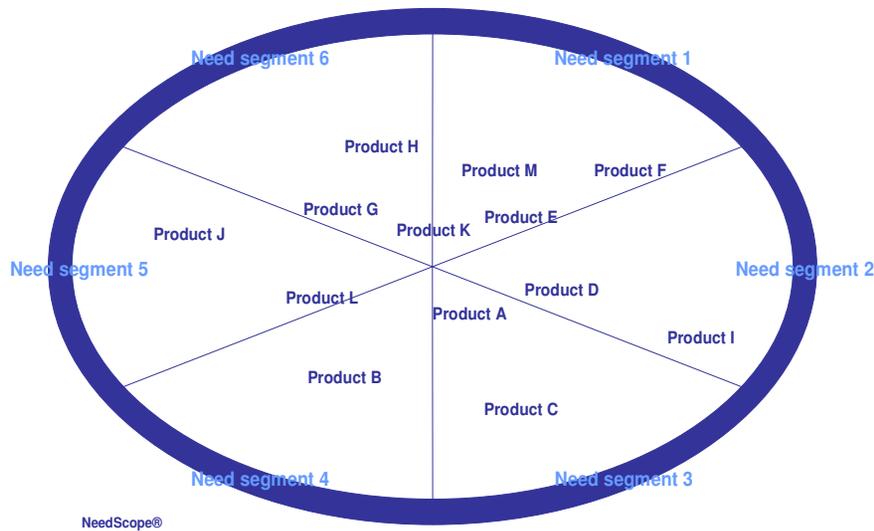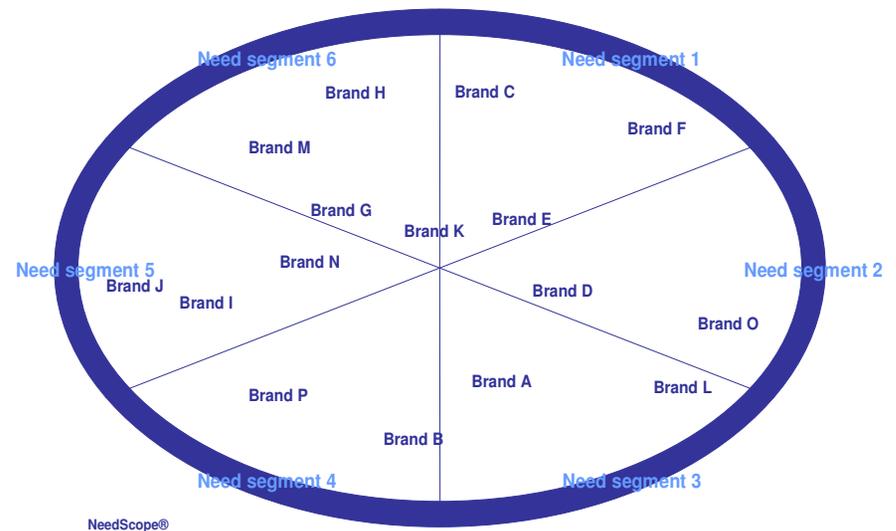
Segmenter and Positioner Deliverables

Product and Brand Image profiling

- The larger the dot/number the more the attribute define the brand's image
- The yellow footprint shows the make-up of the brand's average positioning in the nee

Brand Image Profile
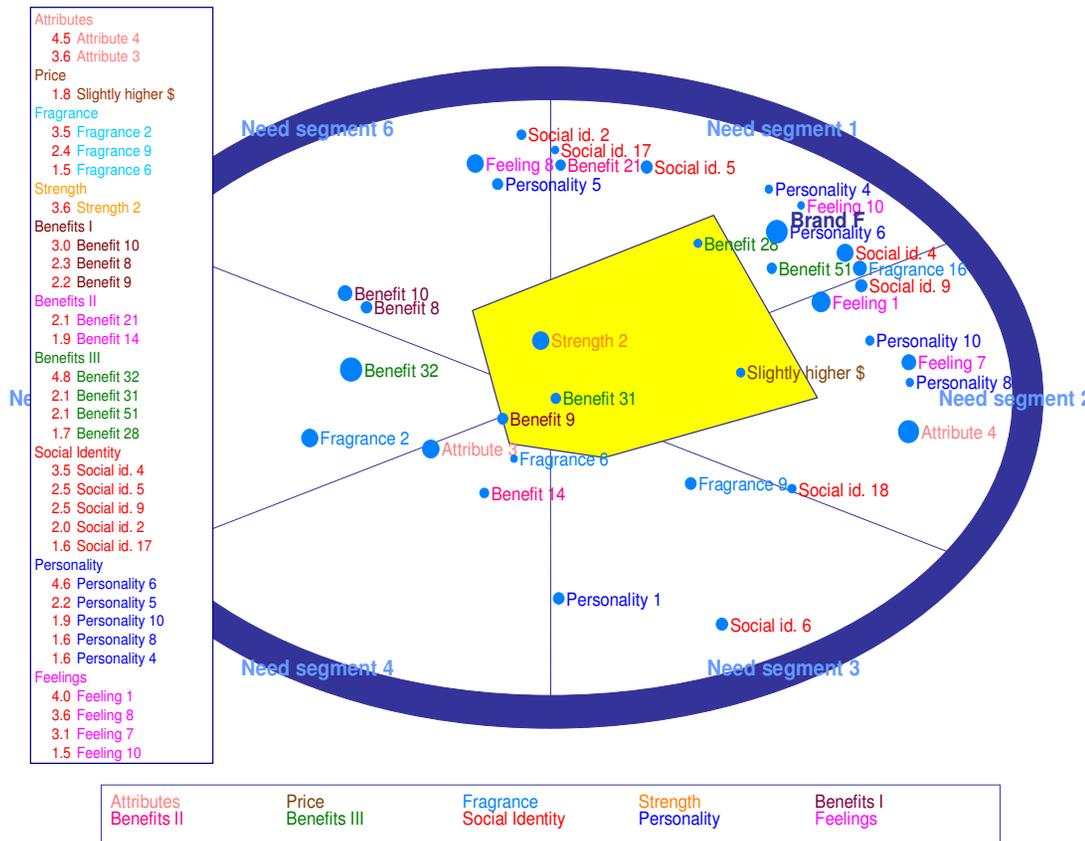
Segmenter and Positioner Deliverables

**Brand Fit to Needs – Portfolio Maximisation**
- The higher the correlation the better a brand meets segment needs – a good predictor of segment brand preference
- Segments with lower brand correlations indicates a gap/opportunity

	Need segment 1	Need segment 2	Need segment 3	Need segment 4	Need segment 5	Need segment 6
Brand A	0.3	0.3	0.4	0.2	0.3	0.0
Brand B	0.2	0.1	0.4	0.8	0.6	0.0
Brand C	0.2	0.0	0.2	0.4	0.4	0.4
Brand D	0.1	0.1	0.4	0.3	0.2	0.2
Brand E	0.2	0.1	0.1	0.2	0.3	0.1
Brand F	0.3	0.3	0.1	-0.2	-0.1	0.0
Brand G	0.3	-0.1	0.1	0.3	0.1	0.1
Brand H	0.1	0.0	-0.1	-0.1	0.0	0.2
Brand I	0.2	-0.1	0.1	0.3	0.4	-0.1
Brand J	-0.1	-0.2	0.0	0.3	0.2	0.1
Brand K	-0.1	0.2	0.3	0.0	0.3	0.2

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Segmenter and Positioner Deliverables

Optimising a Brand's Positioning – Improving Need fit

- **Attributes to reinforce, develop and negate to optimise brand positionin**

Need Segment 1 versus Brand F
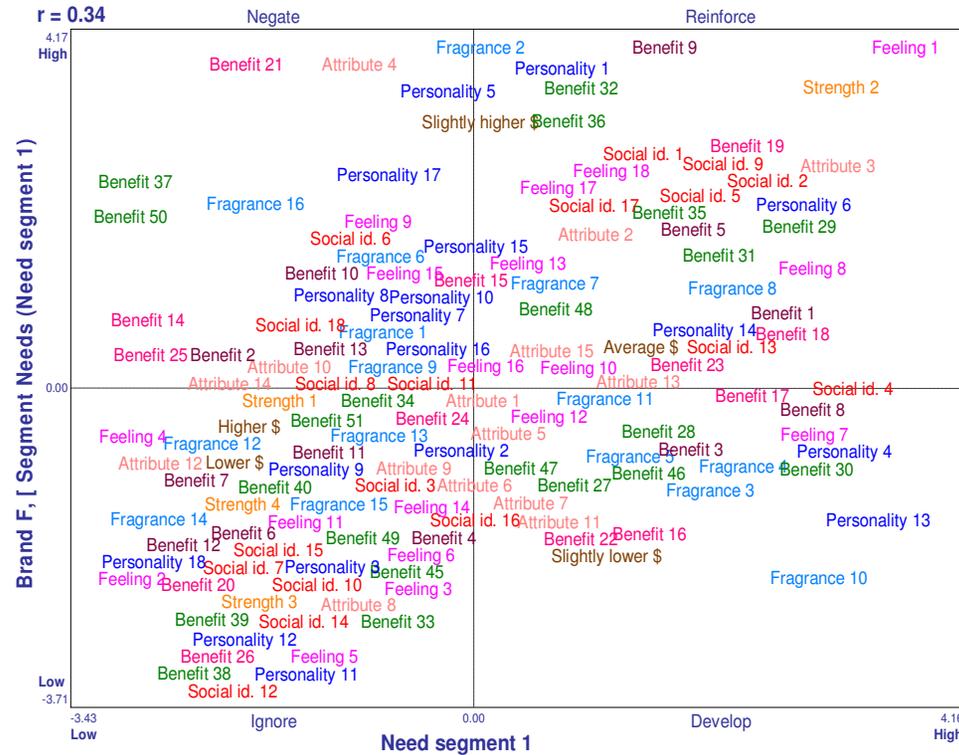
Segmenter and Positioner Deliverables

Brand extension analysis

- **The higher the correlation the more suitable the brand can fit a product category**

Product and Brand Image Fit - Correlations

	Brand B	Brand C	Brand D
Product A	0.2	0.4	0.2
Product B	**0.8**	0.4	0.4
Product C	0.3	**0.7**	0.3
Product D	0.5	0.3	**0.7**
Product E	0.2	0.2	**0.9**
Product F	0.1	0.1	0.4
Product G	0.1	0.5	0.0
Product H	0.1	0.4	0.2
Product I	0.3	0.4	0.3
Product J	0.1	0.2	0.0
Product K	0.3	0.3	0.3

Segmenter and Positioner Deliverables

Brand extension analysis

- **How a brand needs to evolve to extend**

Product D versus Brand B Image
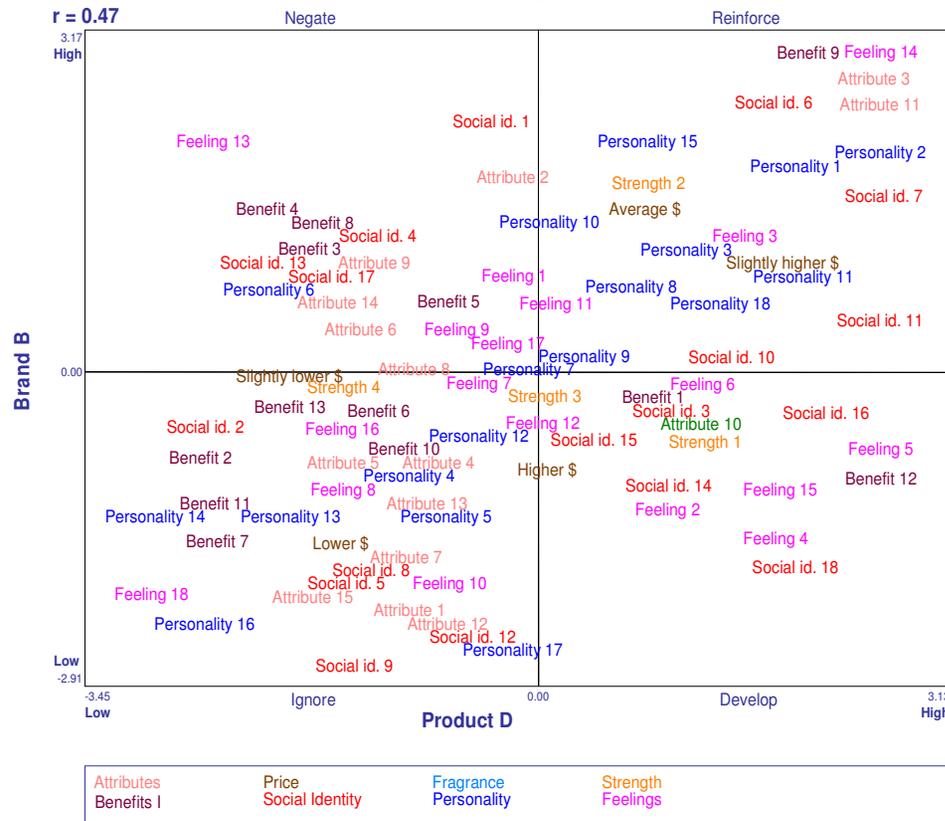
NeedScope Analysis System

- **NeedScope software provides the platform for interactive data interrogation and strategy development**
- **A client version of the software is available if required**
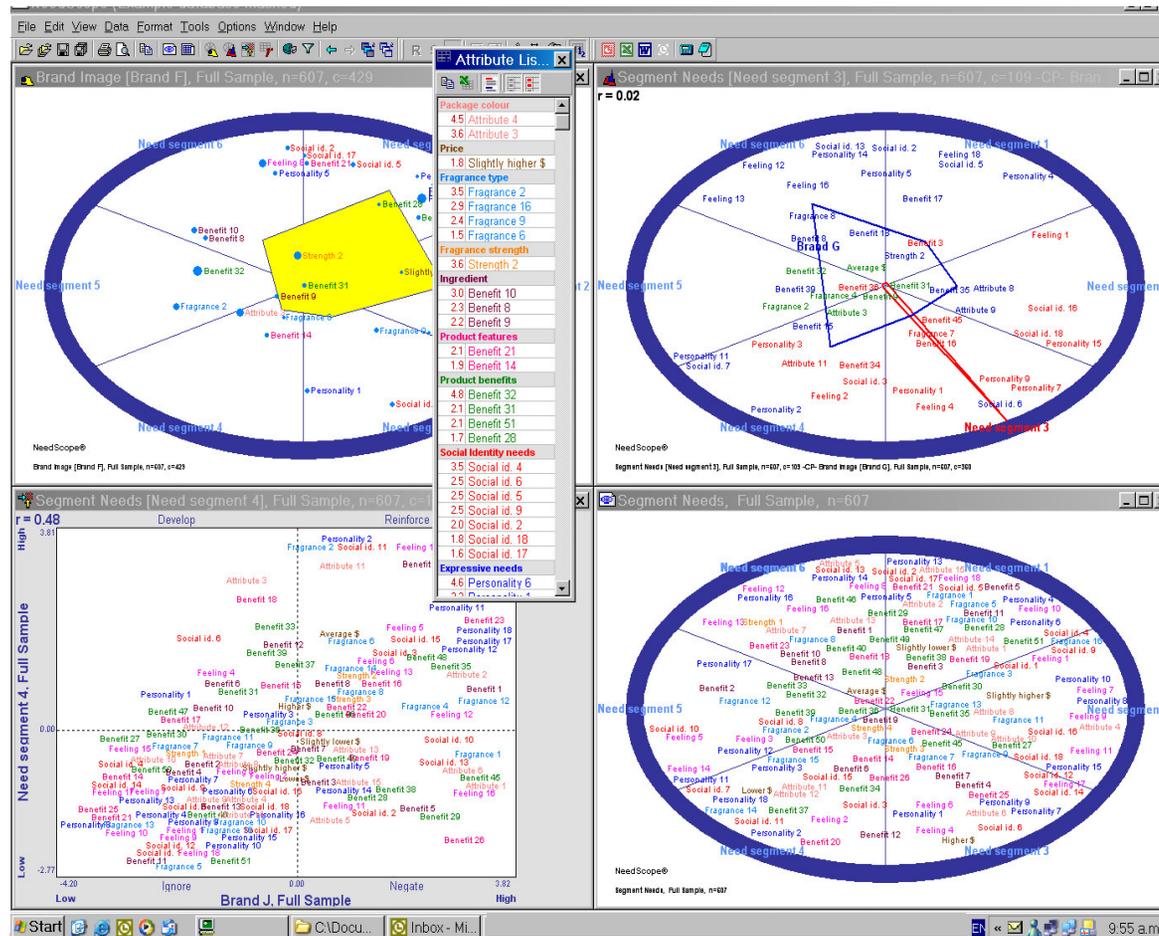
Summary of Deliverables

1. Customization of the needspace to represent need dynamics that underlie skin care.

2. Position of master brands both independent of variants as well as the aggregate position.

3. Need segments and sizes

4. Segments will be defined and detailed out in terms of motives, gratifications, desired personality, desired effects on skin, ideal skin, rituals followed, products used, product features sought – sizes, behaviour, demographics.

5. Brand positioning analysis
   - Unique differentiators
   - Shared values
   - Variant – master brand relationships
   - Differences and similarities across markets
   - Strengths and vulnerabilities.

6. Integration with global and other country results (to be done qualitatively as different systems have been followed)

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The report will contain a series of parts

- An analysis of skin care and personal wash behaviour including brand repertoires

- Market need structure and dynamics.

- Comparison with global need dynamics

- Need segmentation – sizes of segments, dynamic and functional attributes of each segment, importance of product fit of brand in each need state, demographic and Behavioural skews.

- Master – variant analysis

- Brand positioning analysis and interaction with the need segments.

- Identification of opportunities

- Portfolio guidance

- Interactive software installed with the client for additional analysis