

activateur de *changements*
Marketing & communication
arnaud@altermarketing.fr

Communicate TCA ... a methodology

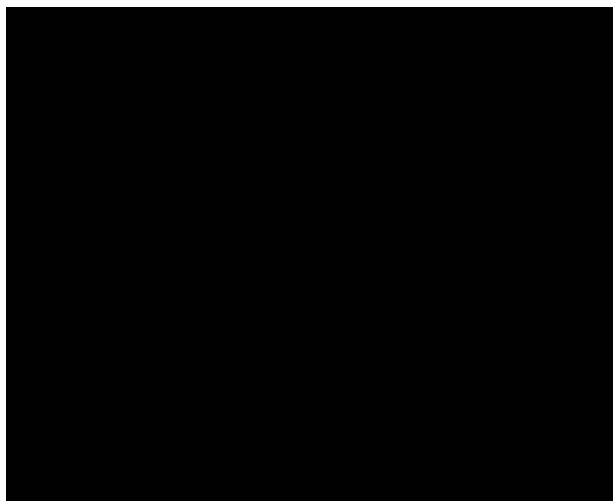
Arnaud Pêtre



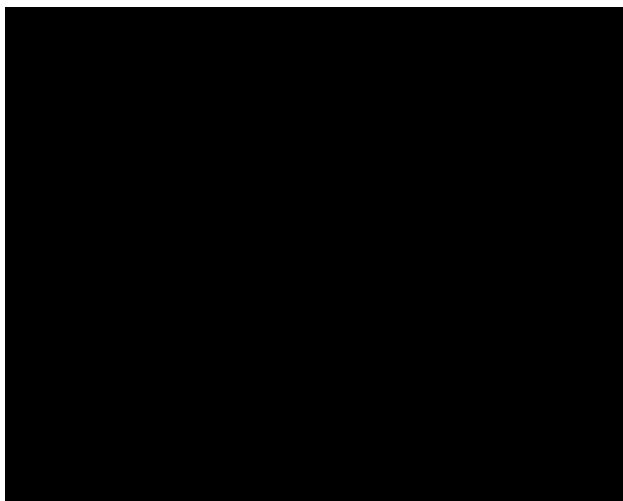
What do you think about ? ...



1



2



3



4



Marketing way of communicate



□ Marketing?

“The interface between the organisation (company, group of people...) and people’s needs”

□ Its role is ?

“to understand and fulfil the needs to create value

Non retail marketing – societal marketing



Marketing and non retail organisations

Social Marketing: based on the satisfaction of the needs and the desires in a way that keeps or improves the welfare of people and community

- Is of long term welfare (of society, of consumers)
 - Does not endanger the consumer
 - Respects the customer
 - The value generated is not financial
-
- Why marketing ?
 - « because to be unefficient i un-ethical, because to make behavioral change you have to be near the people's needs »

Understanding''

□ Marketing : 3 basis

I . Segmentation

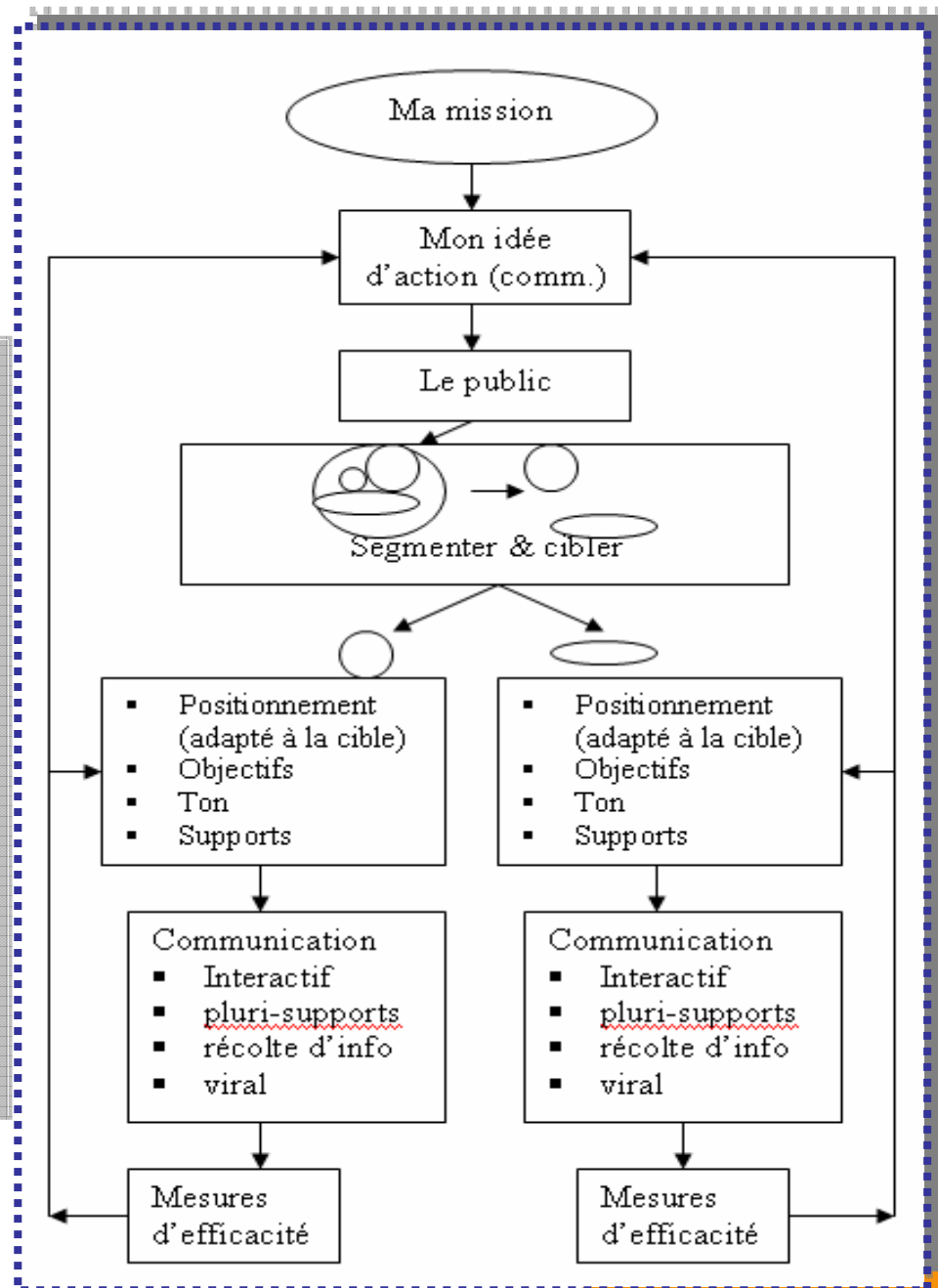
II Targeting

III position yourself

Action/Communication

Strategy

Operational



Understanding segmentation and targeting



❑ Target and segmentation: warfare terminology?

- ➔ Too expensive to have a custom made solution for each individual (ideal marketing strategy) and not efficient enough to have a single offer for all (it is often the case in non retail communication).
- ➔ Identification of subgroups for which you can potentially act (segment) then choose prime subgroups (targets)
 - ➔ In terms of age, gender, **attitudes and behaviour (expected and present)**

Segmentation



“but my mission is for the general interest and my target group is everybody!”

- ➔ Better be efficient on a small group than inefficient for everybody
- ➔ Better multiply the targets, and therefore the messages and the actions to be reach everybody appropriately
- ➔ Helps avoiding the negative reaction (opposition) to my message

How to Target ?



❑ Choose between several segments

According to :

- My mission
- My means and constraints
 - Resources (pers., Euros,...)
 - My abilities
- The receptivity of my target to my action
- ...

!!!Avoid the scattering of unrelated and incoherent small actions!!!

Differentiated targeting



Position yourself



- ❑ Define a strategy and a position coherent with the characteristics of the target

“Positioning myself is to convey the message and the picture I want to be associated to my action”

- Positioning for the organisation (general positioning)
- Positioning for each target

“What I want to say, why, to whom, how and with what advantage”

Position yourself'

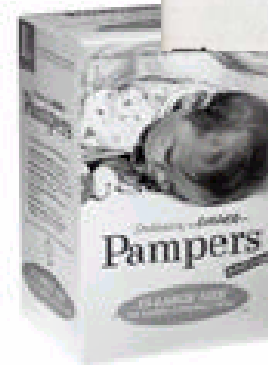


The strength of self positioning:

1961 Pampers is launched on the te
Peoria (Illinois) by Procter & Gamble »

Bottom line of the message: “easier
mothers”

Results???



Position yourself''



The positioning should be

- Positive (half filled)
- No need to refer to industry standards – no wagging finger needed
- Unique and clear
- Form (and tone...) is as important as content

Don't criticize!

Five step communication plan



I **WHAT?** Positioning (tone, message content)

→ What I want to say and how I want to say it

II **To whom?** My target(s) defined by my strategy

III **Aims?**

1. **Cognitive** (Learn) – the features of my proposition, fame

2. **Affective** (Feel) – to be preferred, to create positive links

3. **Behaviour** (Do)- Make people Do

***RESPECT THE HIERARCHY ESPECIALLY AS THE
DESIRED BEHAVIOUR IS IMPLICATIVE***

Ad

Learn



Feel



Do

Five step communication plan



The Make-people- FEEL & DO part is important to trigger a change in behaviour*

➔ Create knowledge (cognitive component) and feelings (affective component) is not enough if the desired behaviour is implicative (costly in time, money and energy- and shake the habits)

➔ Most of the time communication from States or municipalities are focus on knowledge (learn) ... with morality and low on affects... can't create attitudes and behavioural change

Five step communication plan



IV How (Medium)?

Events, Mass media (Radio, TV, Movie, poster, press), internet, sponsoring, **non paid media**, visits, fairs, PR, ...

→ The medium should be coherent (and complementary) according to:

- The target
- The aim (cognitive, affective, behavioural...)
- The positioning and the mission

→ Actions should be Interactive, internet chains (allows to collect more information to target better in the future)

→ non paid media is a priority (low budget)



Five step strategy (action plan)



V Measuring the effect

- Cannot be dispensed with
- To be carried out before the start of the 'action'
- ➔ Tools and criteria depends on the objects (& aims)
 - Cognitive: what is understood and remembered from the message and its argument
 - Affective: feeling of empathy and of preference towards the message, the sender of the message, and the target action
 - Behavioural: what changes in the behaviour or in the intentional behaviour of the person



❑ Resistance to traditional adverts is increasing (about 1200 ads/a day, 15.000 stimuli a day)

➔ Resistance especially among people < 30 y.o.

For young people peers are the most credible source of information (blogs, web 2.0, youtube, dailymotion, contest...)

➔ That is why 'major advertisers' are decreasing their investments in mass media

New channels:

Non paid media

Advertising in films (product placement)

Street marketing

Buzz marketing

Viral marketing



WWF partnering with *LE SOIR* (500 000)
 Ecological footprint, EE
 Feature on the first page +
 Explanation and calculation
 P. 2&3
 Also featured on the online
 newspaper (*Le Soir* en
 ligne)



Bruxelles / Lundi 9 janvier 2006 / Quotidien / N°7 / EUR 1,00 / 02 225 55 55

UNDI SPORTS

TENNIS
 Henin-Hingis, les retrouvailles
 P.36

FOOTBALL
 Conceição rêve de Mondial
 P.19

le soir.be

LE SOIR

SCIENCES

LE BELGE CONSOMME TROIS TERRES, ET VOUS ?

Notre empreinte écologique augmente. Avec...

PHOTOGRAPHIE
 Il y a pas seulement de l'eau sur la Terre, il y a aussi des bactéries. Elles ont même leur propre planète. Un souci.

WWF

P.10 Les devaient sortir Ari du coma lundi mais ils écartent le retour au...

réduire votre empreinte écologique

Éviter les fruits et légumes cultivés en serre chauffée et préférer les saveurs des fruits et légumes de saison.

Je gagne 400 m²

réduire votre empreinte écologique

People are more and more aware of environmental challenges



- CHANGEZ LE MONDE
SANS CHANGER LA



LE VENT UNE DES FA LES PLUS N D'AVANCER

Le vent est une énergie très largement sous-exploitée. Parce que le monde est complémentaire et que l'exploration est à l'avenir, Total s'investit dans le développement de l'éolien. Retenu pour construire le plus grand parc éolien en France et faisant appel aux technologies les plus avancées, Total s'investit dans le développement de l'éolien. www.total.com

Nouve Première be

Elle délivre une performance exceptionnelle. Équipée d'un système de propulsion hybride à la fois performant et écologique, la Lexus GS 450h associe un moteur électrique zéro émission et un moteur essence V6, les alternant ou les combinant en fonction des conditions de conduite, sans jamais recourir à une recharge extérieure des batteries. Cette association offre à la Lexus GS 450h un grand silence de fonctionnement en ville grâce à la

des émissions d'une belle conduite.

VOLVO XC90 LA NATURE EST SI BELLE

LORSQU'ELLE SE PARE DE SES PLUS BEAUX REFLETS. AVEC SES 7 PLACES, SON DISPOSITIF ANTI-RETOURNEMENT, SON SYSTEME 'PREAIR' (DISPONIBLE EN OPTION) TRANSFORMANT L'OZONE EN OXYGENE ET SON SYSTEME BLIS ANTI-ANGLES MORTS, LE VOLVO XC90 OFFRE AUTANT DE CONFORT ET DE SECURITE A SES OCCUPANTS QU'A LEUR ENVIRONNEMENT. APPROCHEZ-VOUS ENCORE PLUS PRES SUR VOLVOCARS.FR

Garantie Volvo XC90 : consommation cycle urbain 17,9 litres/100km, cycle mixte 15,5 litres/100km, cycle extra-urbain 12,1 litres/100km. Emissions de CO2 : 249 g/km. Volvo XC90 est une marque déposée de Volvo Cars Corporation.

VOLVO
for life

LEXUS
La poursuite de la perfection

Arnaud Pêtre



Conclusion



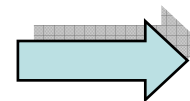
- ☐ To be inefficient is unethical especially in non-retail
- ☐ Favour a horizontal communication especially for young people and avoid moralising tone (no wagging finger)
- ☐ The affective component cannot be dispensed with in terms of inducing changes – especially if implication is low (→ Taking care of the form does not mean neglecting the content!)
- ☐ After creating the cognitive and affective (feelings) components only the “make do” the on the spot presence can induce sustainable changes

The End



A

Non retail organisations and associations have a sound experience of “on the spot”, of “make-people-do strategies” you are one league ahead of the brands !!!



arnaud@altermarketing.fr
Mobile +32 (0)4 96 78 15 41