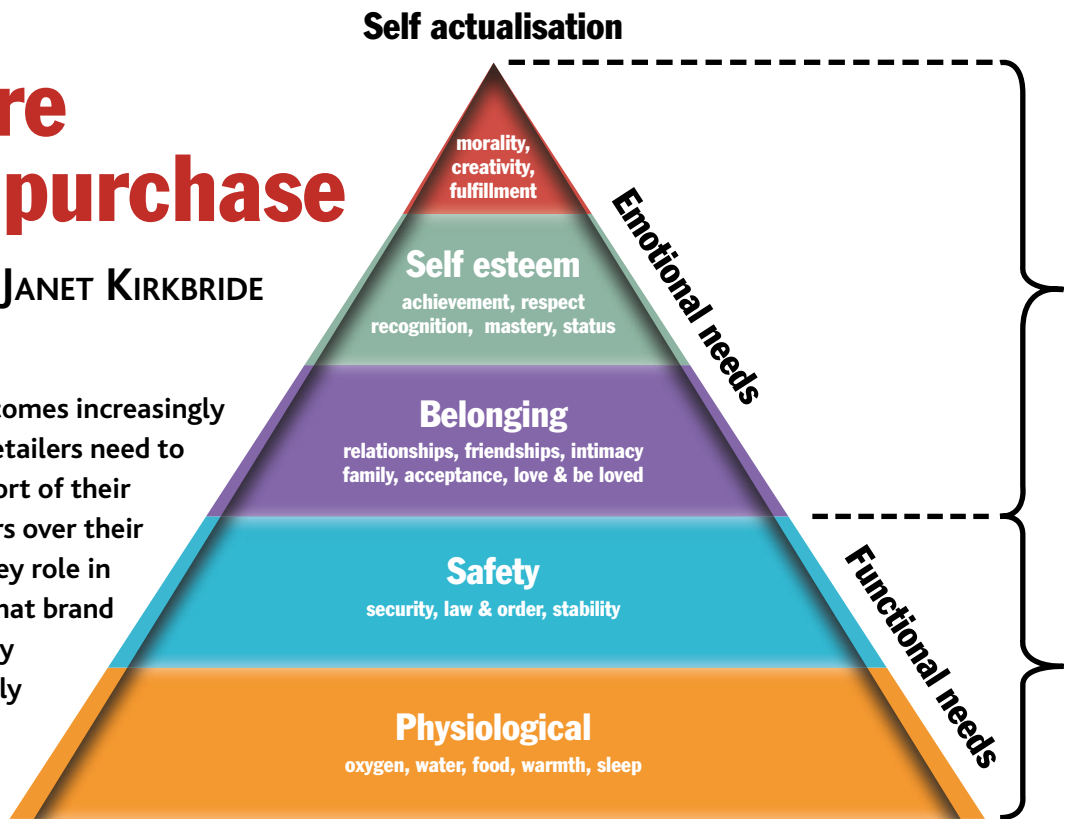


# Don't ignore emotional purchase triggers

BY JANET KIRKBRIDE

As the trading environment becomes increasingly competitive, both brands and retailers need to fight harder to secure the support of their target consumers and customers over their opposition. Marketing plays a key role in this quest, and it is suggested that brand and retail marketers need to pay closer attention to competitively satisfying emotional needs and wants in the design of their advertising and their offers.



## Choosing a model

There are many marketing models developed to assist brands to create and convert awareness into repetitive purchase – all being equally relevant at a store level.

The majority are variations on one of the longest standing and most well known: the AIDA model (Attention, Interest, Desire, Action). This model focuses on the responses that marketing efforts need to illicit, ultimately ending with action.

In order for such efforts to deliver though, they need to both break through the clutter and resonate with their target audience. The latter requires the proposition to be relevant to and compelling in satisfying important needs and wants, as it is these that underlie the whole demand process.



We will all be familiar from our school days of Maslow's Hierarchy of

Needs, with the basic premise being that motivation is driven by the existence of unsatisfied needs. Abraham Maslow defined five distinct types of needs with the highest-level being referred to as growth needs, stemming from a desire to grow as a person, and the lower level needs as deficiency needs, meaning that these needs arise due to deprivation. He suggested that people are motivated to fulfill basic needs before moving on to other higher order needs and hence depicted the needs as a hierarchy.

The relevance of his thinking to our modern world of work and management is astounding. From a marketing and sales perspective, understanding which needs are important to your target consumers/shoppers/customers and which are not being well met, then you can more

effectively develop products and offers, and communications to competitively address these needs. But how many of us refer to it in our businesses? It is certainly a relevant tool in marketing, providing a platform to explore and define the key needs and wants driving the market in which we compete.

A functional need is something you must have in order to survive, without it you may die or at the very least, suffer needlessly.

The higher level emotional needs can transform these basic requirements into more exciting and impactful 'wants':

- While a person needs food, they may want a steak
- While a person needs water, they may want champagne
- While a person need clothes, they may want designer labels

Nobody has ever died from a simple lack of wants, it just sometimes feels like they will!

While functional needs are important, they are often difficult to differentiate in a hotly contested market, and that targeting the higher level emotional needs is likely to be more compelling and effective.

Many retailers focus on the functional basics such as store cleanliness, well stocked and neat runs, competent and helpful staff, parking areas, opening hours, and competitive pricing with most customer satisfaction research being limited to these areas. There is no argument that these are essential elements and must be run to the highest standard in order to be in the running, but in order to build and retain competitive advantage there is clear opportunity to extend this focus to include consideration of relevant emotional needs and how these can be targeted to build a more meaningful

relationship with customers – turning the needs and wants into must-haves that set you apart.

### Emotional purchases exemplified

Fresh fruit and vegetables is not only about functional quality – it is also about helping mom to prepare family meals that she knows will taste great, and at the same time help her to manage her budget as they last longer and she won't waste a scrap.

The wide range of snacks, treats, and biscuits is not just about a competitive offering – it is also about helping mom to provide variety in her children's lunchboxes, offer a choice when her friends visit for tea, or spoil the family at the end of a long week with a special surprise treat.

The merchandising of all braai solutions together (including chairs and citronella candles!) is not just about saving dad's time when they run in on the weekend for last minute purchases – it is also about inspiring them to do something different or make braai-ing more of an adventure!

most often, we get it. Cars start first time, fries are always crisp, dishes shine, but what makes some brands inspirational, while others struggle?" Their answer to this comes in the form of "lovemarks".

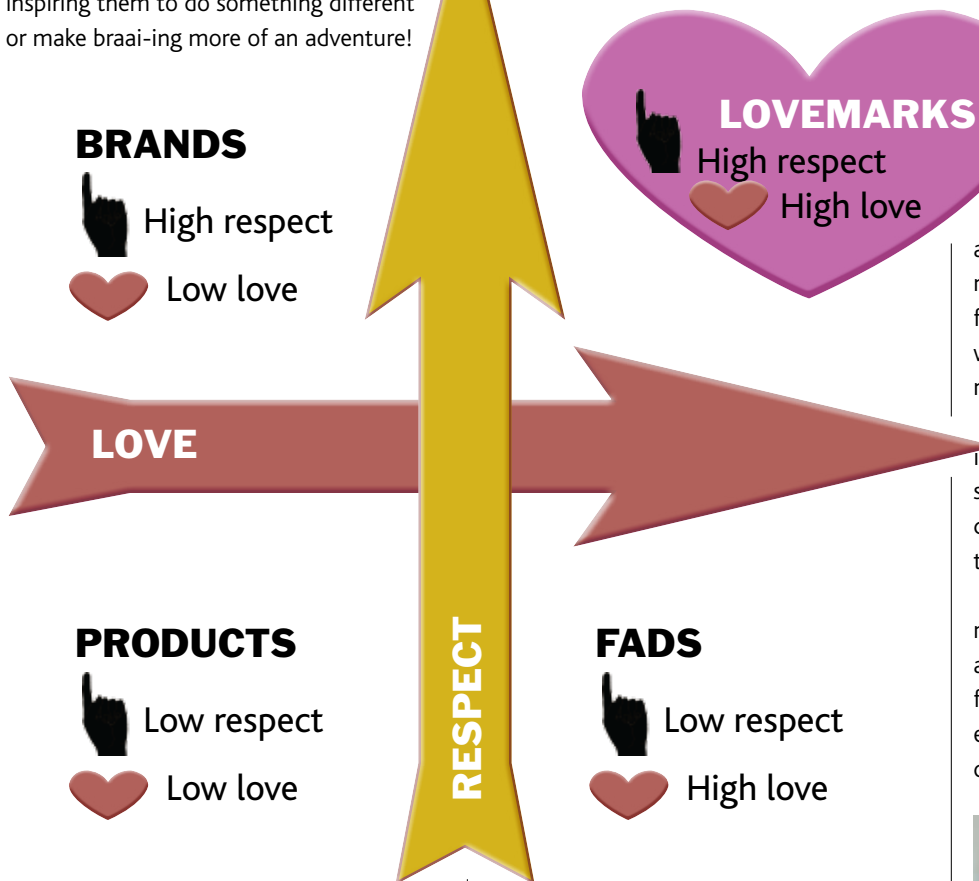
"Lovemarks are so much more than brands – they deliver beyond expectations of great performance. They reach the hearts as well as the minds of their target markets, creating an intimate, emotional connection that they just can't live without. Ever. Take a brand away and people will find a replacement. Take a Lovemark away and people will protest its absence. Lovemarks are a relationship, not a mere transaction. You don't just buy Lovemarks, you embrace them passionately."

An example of a Lovemark is Apple – the evidence is in what their consumers have to say about them:

"Love is irrational. I recently declined applying for a job at Microsoft (even though I really do need a great graduate job) because I love my Apple devices and




*The difference between needs and wants: While a person needs water, they may want champagne.*



of everything I could possibly need all available to me. Microsoft could never do that to me. I love Apple!"

To build a Lovemark, Saatchi and Saatchi advises that you need to deliver against both functional and emotional needs/wants. Strong performance on functional needs will earn you respect, while strong performance on emotional needs will earn you love.

Brands and stores that can transcend into Lovemark status are sure to effectively steal share from competitors while also delivering enhanced commercial results too.

Your challenge as brand or store marketers is to competitively understand and effectively deliver against both functional and emotional needs, and to establish an intimate relationship with your consumers and customers. 



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### Introducing lovemarks

Saatchi and Saatchi have taken this thinking to a whole new level – they believe that "brands have run out of juice. More and more people in the world have grown to expect great performance from products, services and experiences. And

can't bear the thought of selling out to Microsoft or faking where my affections and commitments lie (jobs are serious commitments). My heart flutters when I just think of my Mac and how pretty it looks, how nice it feels, how smart everything is, how I have this whole network