

CATEGORIES: MARKETING, BRANDING

TITLE: Impossible to Resist: Outshine the Competition, Attract Raving Fans & Earn Attention in a Distracted World

Fascination is the single most powerful means of persuading and influencing behavior. You can make any brand or message impossible to resist...once you unlock the formula. Sally's extensive market research reveals just how much fascination drives emotions and behavior. For example, when fascinated by a product, 80% of consumers experience a faster heart rate and other physical responses; 46% talk about it to others; and more than 1/3 do in-depth research on the product. Once you fascinate customers, they'll become intensely focused on you – your products, your services, and your marketing. They're more likely to believe, care about, and retell your message – as well as buy your products. Today, it's not enough to just interest customers. You need to fascinate them, so that they're intensely focused on your message.

Case Study:

When the MINI Cooper first launched in the United States, the poor car seemed doomed. It was ridiculously tiny, with bulging headlights and squat little body. It had very low awareness, outside of a few cult films from the UK. Yet this tiny unknown car from the UK would have to battle head-to-head against the re-launch of the VW Beetle, one of the most famous and beloved cars of all time. It didn't help that VW had a seemingly infinite advertising budget behind its well-established brand, while MINI only had a few million to launch a virtually unknown product halfway around the globe.

How could MINI fascinate, and win, with a marketing budget as tiny as the car itself? The answer lies in the science of fascination. We need to understand why people become fascinated by certain brands but not others. Women will buy products targeted to men. However, men are unlikely to buy products targeted to women. As part of the MINI launch team, Sally helped turn this little insight into a big win. VW made a critical error in positioning the Beetle. By trying to sell to both men and women, the brand unintentionally became the car for middle-aged women (an unpromising demographic in the automotive category). MINI, on the other hand, only targeted men. As a result, both men and women identified with it. Today the MINI Cooper launch is cited as one of the most successful launches in marketing history.

We don't always understand the choices we make -- from the cars we drive, to the people we hire. Yet in fact, there's a science behind it. Once you understand the deeply-rooted forces that drive your customer's decision-making process, you can out-think the competition and stand out in a crowded commoditized market.

LEARNING OBJECTIVES:

- * Identify your brand's number one advantage
- * Capture immediate attention and attract raving fans
- * Stand out in a crowded competitive market in less time and under budget
- * Understand your customers' 7 triggers to perceived value to stop competing on price

BEST AUDIENCES:

Marketers, Brand Managers, Agencies, Customer Experience Teams, Multi-Level Marketing Organizations