BEAUTY & THE JOURNEY MAP

Perfecting a flawless digital makeover

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Kimberli Murphy, Vice President, Research & Strategy

Today.

What We Do

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WE ARE A GLOBAL, EXPERIENCE-LED TRANSFORMATION COMPANY.

We craft meaningful experiences for a better tomorrow.

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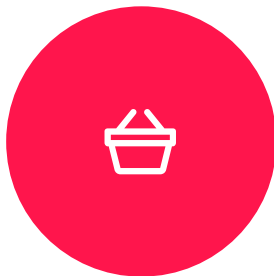# We are a global, experience-led transformation digital agency.

We have offices across many US cities with primary locations in Chicago, Boston, Denver, Detroit and New York
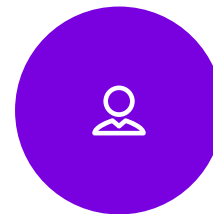
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COUNTRIES
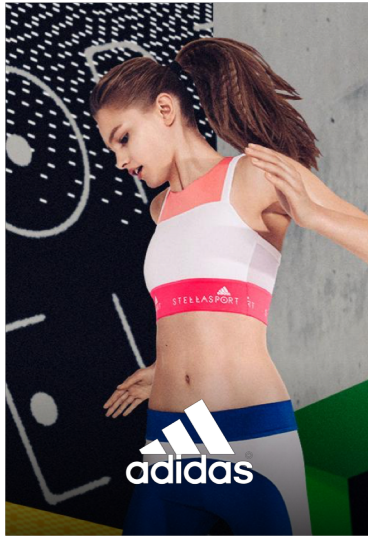
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MARKETS

6500

GLOBAL EMPLOYEES

500

US EMPLOYEES

MARKETING & COMMUNICATIONS
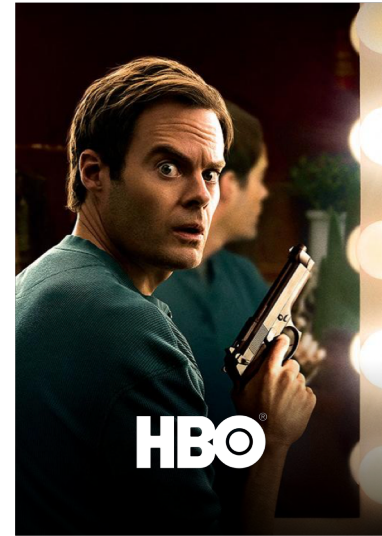
Bringing our clients' brands to life in new and innovative ways to surprise and delight their target audiences.

ECOSYSTEMS & COMMERCE

Building out future-proofed digital touchpoints and supporting back-end systems to deliver the ultimate experience for brand and commerce.

PRODUCTS & SERVICES

Creating new business lines or new ways to build customer engagement and revenue growth.

Isobar Marketing Intelligence

Supports/Informs all three focus areas

/ Segmentation and Targeting

/ Journey Mapping

/ Product and Pricing Strategy

/ Brand and Positioning

/ Communications Development

/ White Space & New Venture Exploration

/ Emotional Testing

MARKETING RESEARCH EXPERTS, BRAND STRATEGISTS, PSYCHOLOGISTS AND DATA SCIENTISTS

Our Journey Philosophy

JOURNEYS OVERVIEW

The content and detail of journeys varies upon use case.

Customer Guide Prioritization

These journeys are story-based and designed to educate internal audiences on the life of the consumers and the decisions that may be relevant to them

Use: Internal education, Voice-of-the-customer

Touch-Point & Channel prioritization

Designed to understand how consumers navigate through touchpoints and demonstrate how content interconnects

Uses: Prioritization of opportunities and road mapping, content planning

Decision Making in Context

This journey focuses on the suite of actions customers take (instead of the channels they interact with) at each step along the journey

Uses: Experience and content design

The Pitfalls

Pitfalls we have encountered

Map is built based upon internal knowledge only:

/ Internal workshop of our own "experts"

/ A brainstorming activity/team building exercise

But does it really reflect our customer's journey?

Customer Journey Mapping
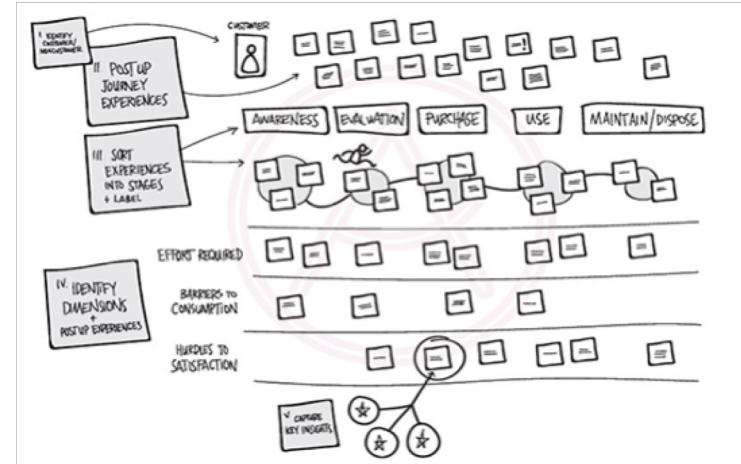
Pitfalls we have encountered Cont'd

Research "Lite"

/ A focus group or two

/ To Conceptualize/"Flesh out" the journey from the

consumer's point of view

But….

/ Not quantified

(how many people are experiencing each step?)

/ Not prioritized

(which steps are most important and for how many; what

are key inflection points?)

Pitfalls we have encountered Cont'd

/ Map is built with some rigor, with key touchpoints identified in all their complexity

/ But not-actionable…. "what do we do with this? how do we action against it?"
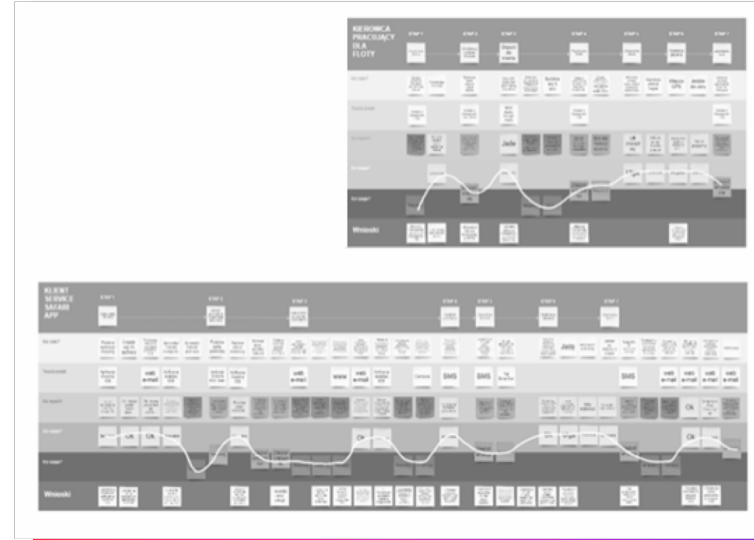
Our Journey Approach

Rigorous approach, with primary research is required

It all begins with the WHO.

There is value in segmentation (optimally a multi-dimensional one) and to identifying the consumer target for your brand

A Multi-dimensional Segmentation

Key Demographics

Key Skin Conditions/ Concerns

Key Attitudes

Key Contact Points

Key Beauty Care Behaviors

Attributes Desired

Cluster Analyses
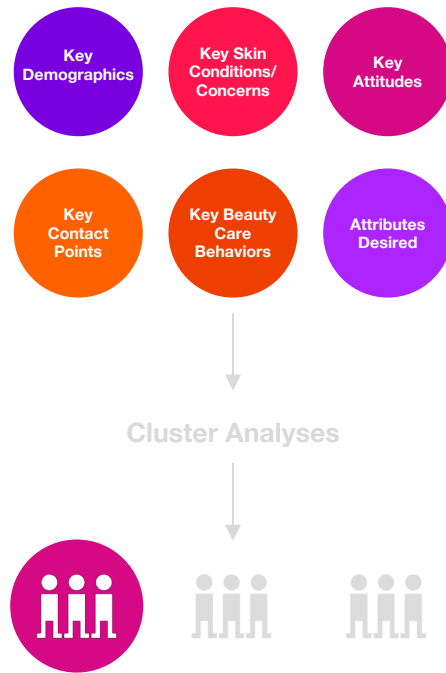
The WHO on which to build the journey

Building a **Comprehensive** Journey Map

/ What is the Trigger? How does the Journey begin?

/ What are the steps? And how many people are taking each one (volume quantification)?

/ What are consumers looking to do at each step?

/ How are they accomplishing that today? What are successes/ frustrations at each step?

/ What are the key inflection points/ "moments of truth" / levers in the journey?

/ What is the emotional context?
- Overall? Or at each step along the way?
- Can depend on category being studied

JOURNEYS

Suite of research tools for building the journey

Qualitative + Quantitative + Emotional Testing

Explore & Conceptualize

Focus groups, bulletin boards in-depth interviews, combined with social, search and site analytics to hypothesize and explore the journey

Quantify & Prioritize

Quantitative research to measure the use of various touchpoints and analytics to assess their impact on satisfaction and ultimately the selection of the client brand

Emotional Motivation

MindSight® to understand the unconscious emotional drivers overall and how they evolve along the journey, and/or to measure the emotional response to various journey touchpoints

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JOURNEYS OVERVIEW

Explore and Conceptualize:

Qualitative Research to "Flesh Out" the Journey from Consumer's POV

Triggers → Online Research → In-Store Experience → Purchase → Repeat

Quantify & Prioritize

Quantitative Research to measure the use of various touchpoints and to assess their impact on the selection of and satisfaction with the client's brand.

When you last purchased <u>in Skin Care</u>

/ What was catalyst that started the process?

/ What sources/channels did you visit:

- At the outset to learn?

- When comparison shopping?

- When bought?

/ At each step which brands did you see/learn about?

/ At each step what info did you seek?

/ At each step what else were you looking to accomplish? Ability (or not) to accomplish?

/ How long did this take?

/ After you purchased, what actions did you take?

- Sharing on social media

- CRM Interactions with brand

Enabling understanding of what happens more vs. less frequently, of what actions when they do (or don't happen) lead consumers to find our brand (or not)

JOURNEYS

Emotional Motivation

/ To understand unconscious emotional drivers

/ To guide branding/ positioning elements and brand tonality needed

THOUGHTS
"This makes sense"
"I think I'll try it"

FEELINGS
"This feels exciting"
"I want to try it"

JOURNEYS

MindSight®

A unique technology for understanding unconscious
emotions. Isobar's MindSight® technique represents a
substantial advance in emotional measurement.
It enables measurement of the unconscious
emotions that:

/ Drive decision making in a category
/ Are evoked with communications and experiences
  in general or at various stages of a Journey
/ Connect consumers to their favorite brands

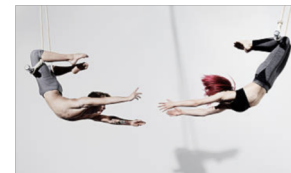**1** **Patented Access to
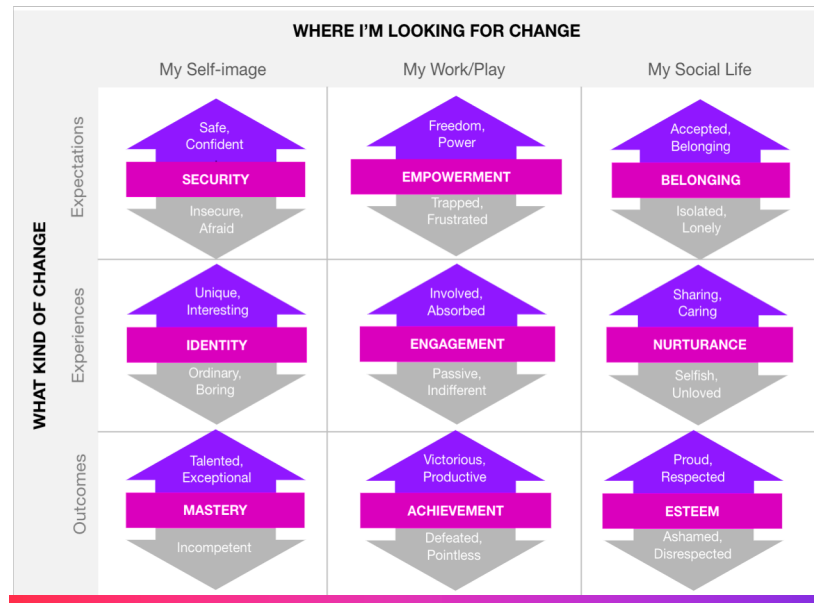the Emotional Brain**

2 **Very Practical
to Administer**

3 **Extremely
Actionable Results**

insight innovation exchange

GreatMind
THE ARF GREAT MIND AWARDS

PMRG
MARKETING
RESEARCHER
OF THE YEAR
Award

JOURNEYS

MindSight® Motivational Model

An academically accepted model based on 100 years of psychological research and theory[1] for use interpreting emotional responses to MindSight®.

WHERE I'M LOOKING FOR CHANGE

	My Self-image	My Work/Play	My Social Life
Expectations	Safe, Confident / **SECURITY** / Insecure, Afraid	Freedom, Power / **EMPOWERMENT** / Trapped, Frustrated	Accepted, Belonging / **BELONGING** / Isolated, Lonely
Experiences	Unique, Interesting / **IDENTITY** / Ordinary, Boring	Involved, Absorbed / **ENGAGEMENT** / Passive, Indifferent	Sharing, Caring / **NURTURANCE** / Selfish, Unloved
Outcomes	Talented, Exceptional / **MASTERY** / Incompetent	Victorious, Productive / **ACHIEVEMENT** / Defeated, Pointless	Proud, Respected / **ESTEEM** / Ashamed, Disrespected

WHAT KIND OF CHANGE

[1] See D Forbes, "Toward a Unified Model of Human Motivation, Review of General Psychology" June 2011.

JOURNEYS

Different applications of MindSight depend on category being studied for journey building purposes

In this (Beauty) Case:

Fundamental Emotions don't vary along the journey

Primary Motive: Empowerment

Feeling confident, powerful, free to find and share products that are guaranteed to make skin look its best

Other Cases:
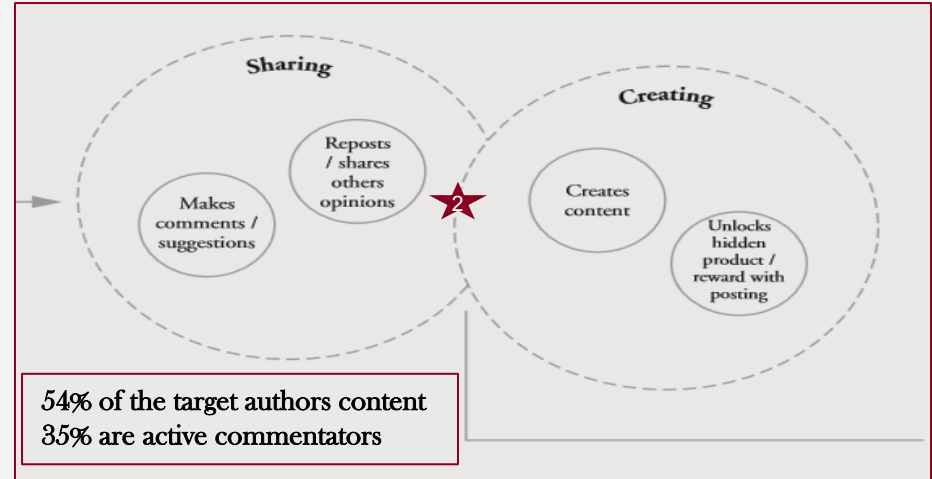
More "sensitive" categories can require that the brand's tonality vary from moment to moment in the journey (often medically oriented -- i.e. cancer or fertility treatments)

Output: The data is synthesized and described in detail, including key actions and touch points along the journey … enabling prioritization of what we are solving for in order to deliver a meaningful experience.
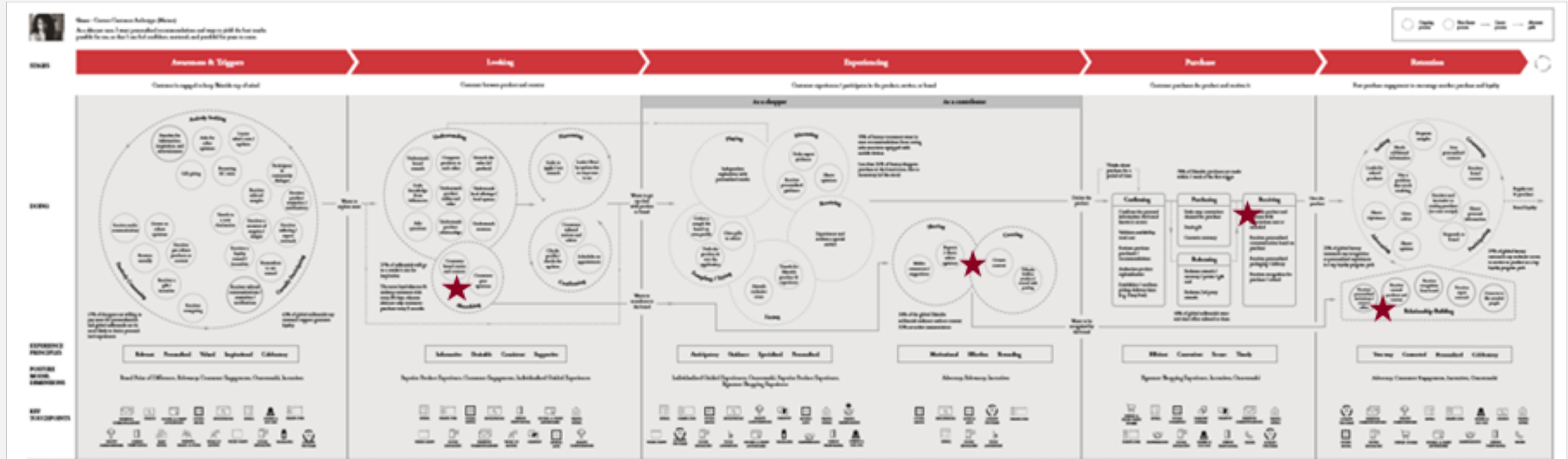
Output: Highlights key "moments of truth", interactions where there is high penetration, high likelihood of brand exposure and/or enhanced likelihood of brands' being selected as a result of the interaction

67% of the target will go to a retailer's site for inspiration

Consumes brand stories and content

Consumes peer opinions

Absorbing

Sharing

Makes comments / suggestions

Reposts / shares others opinions

Creating

Creates content

Unlocks hidden product / reward with posting

54% of the target authors content
35% are active commentators

Making it Actionable

JOURNEYS

Creating meaningful experiences requires the collaboration of all our disciplines

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JOURNEYS

…and this case was no exception:

we applied a multidisciplinary approach, leveraging
experts in all disciplines to lay out the future state
and bring it to life

Research was only the beginning...

EXPERTISE TO EXPLORE, DESIGN AND EXECUTE

MARKETING RESEARCH & STRATEGY

To set the context from the business and customer angles , explore the existing journey and identify prioritized applications of the journey

TECHNOLOGY

To assess the current technology stack and provide guidance on the systems and infrastructure needed to power various points within the customer journey
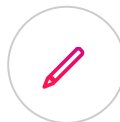
USER EXPERIENCE

To construct meaningful and connected experiences that solves business goals

ADVANCED DATA INTELLIGENCE

To asses, measure the current state of the customer journey, while identifying areas of opportunity to integrate and leverage data throughout; to capture data on interactions and enhance personalized experiences at key journey moments

CREATIVE

To creatively execute prioritized experiences identified in the journey; to bring brand storytelling and tonality to life
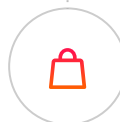
INNOVATION

To bring differentiation into the execution of the customer and business experiences through innovative new products, services or experiences
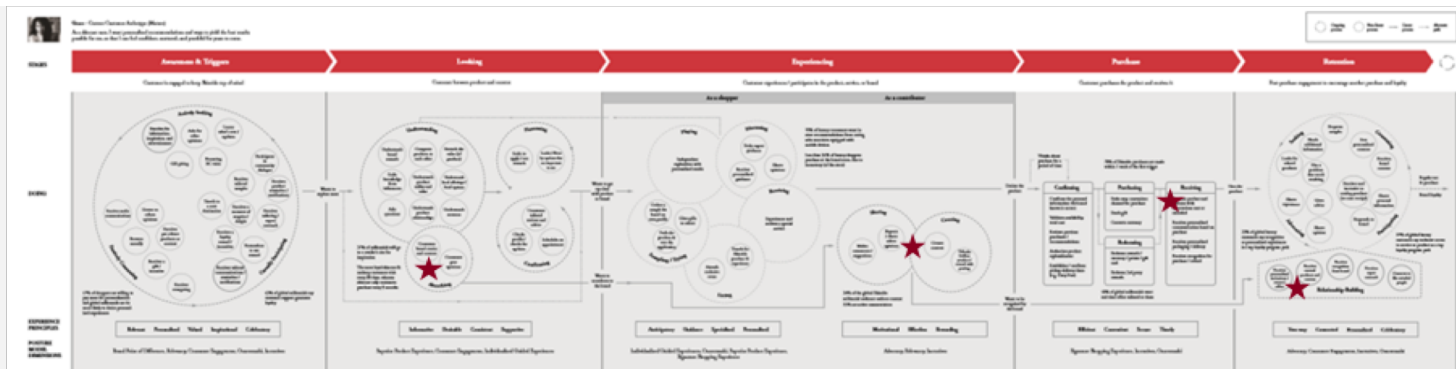
COMMERCE

If/When relevant, to connect and implement infrastructure that powers the experience and meets business goals

Via a workshopping process, leveraging the results of current user journey, Isobar identified areas of top priority for this beauty care brand.
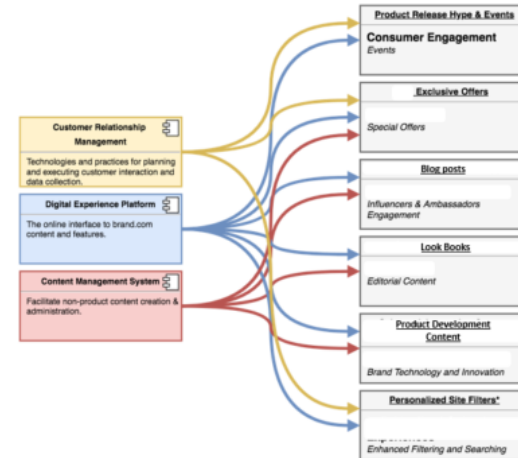

Execution Area #1

1 Ability to create stories that position brand as leader in targeted areas

1 Ability to create content that highlights relationship between brand values and country's culture

3 Ability to create compelling content that effectively communicates brand's leadership in developing consumer needs based targeted products

Execution Area #2

2 Ability to create editorial content around the brand's dedication to quality

Execution Area #3

3 Ability to create content that alludes to the brand's equity and tenets without directly tying back to specific products

Execution Area #4

1 Ability to write content around new technology innovation related to a single product or a line of products

1 Ability to create stories around how products are created

2 Brand highlights differentiator in production process and emphasizes it in special content

Also demonstrated how to operationalize and make the future state vision a reality within the omni-channel experience

PRIORITIZED HIGH IMPACT CAPABILITY CHANNEL GUIDE

	Retail	Kiosks	POS Materials	Product Packaging	Print Ads	Beauty Consultations	Phone	Third Party-Offline	Brand Website	Third Party-Online	Display Ads & SEM	Social Media	Blog	Email	Voice Apps	Mobile Apps
Area 1			•					•	•	•		•	•	•		
Area 2		•	•					•	•			•	•	•		
Area 3		•	•					•	•		•	•	•	•		
Area 4	•	•	•		•			•	•	•	•	•	•	•		
Area 5	•	•	•		•			•	•	•	•	•	•	•		
Area 6								•	•			•		•		
Area 7	•	•	•	•	•	•	•	•	•	•	•	•		•		
Area 8		•	•						•			•		•		

Customer Relationship Management
Technologies and practices for planning and executing customer interaction and data collection.

Digital Experience Platform
The online interface to brand.com content and features.

Content Management System
Facilitate non-product content creation & administration.

Product Release Hype & Events
Consumer Engagement
Events

Exclusive Offers
Special Offers

Blog posts
Influencers & Ambassadors Engagement

Look Books
Editorial Content

Product Development Content
Brand Technology and Innovation

Personalized Site Filters*
Enhanced Filtering and Searching

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Further socialized and ensured work was actionable by developing guidelines for key stakeholders within organization

We created a guideline document with instructions on how to use the outputs of the omni-channel strategy and content strategy efforts. This deck outlines how the following documents should be used in conjunction with each other while implementing the roadmap put together by Isobar.

/ Ecosystem Roadmap

/ Channel Map

/ Journeys

/ Tech Architecture Preview & Product Guide

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JOURNEYS
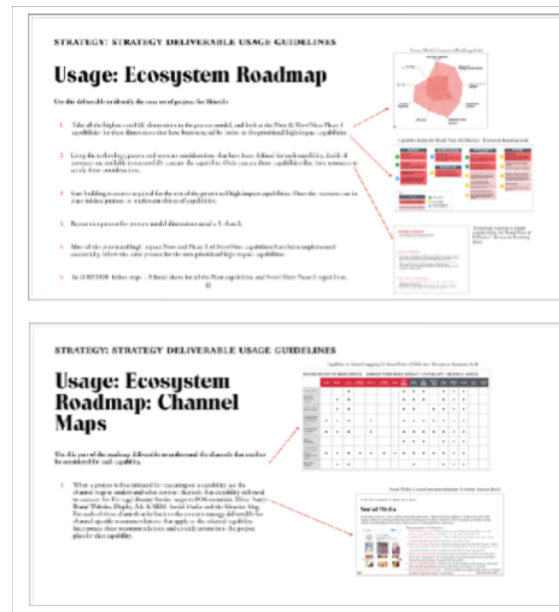
Results To Date….

/ New and Improved Website Launched January 2019

/ Advanced Data Intelligence group to continuously monitor key metrics
and track results

- Connecting all the dots on the back end

/ Several Other Digital Projects identified in the Road Mapping process
are under development

/ But, for other clients, we have seen the power of investing in Digital

- Via partnership with mutual fund company, we have developed a
proprietary analyses to calculate and establish a Digital Strength Index
to track the of Digital

- On average, clients have seen a 14.5% increase in revenues as a result
of Digital implementing digital strategies developed by Isobar

Questions?

THANK YOU.

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