Harnessing the Power of Human Motivations To Fuel & Grow Your Brand



The Sound | 2020

One
Motivation Toolkit

Never has it been more important to understand how to connect with your consumers in a way that feels intuitive.

Being relevant, resonant and meeting them where they are, on their terms.

Finding new ways for your brand to add value and meaning to people's lives - sometimes in unexpected ways.

We know times are tough and budgets are tight, so we designed this at-home starter kit to help you understand and harness the power of your human motivations to fuel and grow your brand.



Multiple Outcomes

How can we understand the role our brand plays in people's lives and where there are opportunities for growth?

How can we explore new territories for our brand to innovate within?

How can we best guide our brand purpose?



How can we make our communications more relevant and resonant?

How can we optimize our media strategy to engage in a way that adds value?

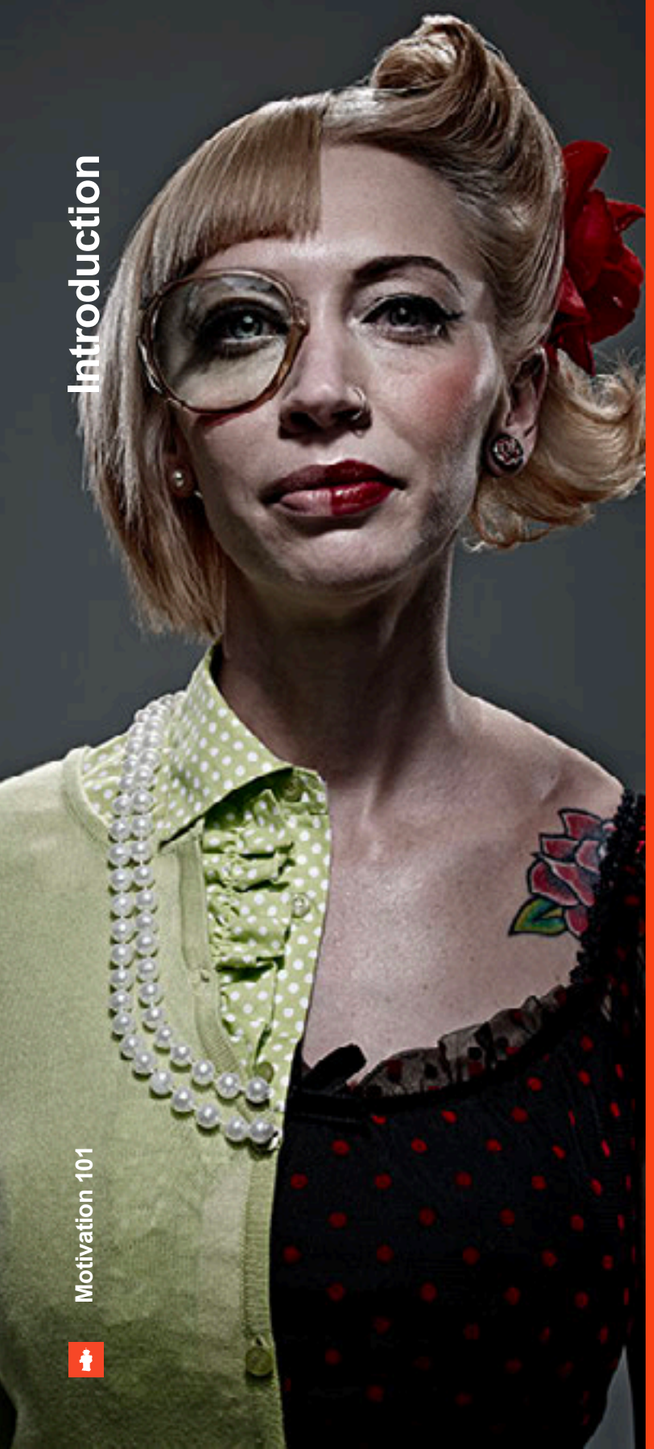
How can we optimize our brand portfolio to drive acquisition, share and long-term retention?

Which competitors are people turning to instead of us? Close in and adjacent?

How can we best develop our user experience to be as positive as possible?



Motivation 101
What, Why & How



The Power of Human Motivations

People are multi-faceted.

We experience a multitude of different **situations** every day.

And we use different **brands and services** in each of those situations, driven by our **motivations** in that moment.

Understanding not just what we do, but **why we do it** is critical to understanding how a brand can be relevant and resonant in each of those moments.

Motivation 101: don’t put people in a box.



Human Motivations
Human Truths

Human motivations are **unobservable** wants, interests, needs and desires that energize, direct and sustain a person's behaviors. The hidden **why behind the what.**

The beautiful thing about motivations is that they are **human truths**.

They transcend people, cultures, situations and categories.

And while our motivations shift in focus and intensity along with our multi-faceted lives, our **spectrum of motivations remains stable**.

Motivation 101: anchor in human truths



One Motivation
Multiple Solutions

What this means for you is that your brand's competition is no longer limited to in-category.

Your brand is competing with something altogether different; something satisfying the want, interest, need or desire in a completely different way.

Understanding the many ways people are satisfying a single motivation will equip you with the insight and inspiration to help make your brand more relevant in those moments to connect, triumphing over the competition, whoever, whatever and wherever they are.

Motivation 101: re-write the rules

Think about the last time you **wanted to find time for yourself, time to pause, catch your breath and get ready for what comes next**

What 'solution' did you use to satisfy that motivation? Did you…

- grab a coffee
- grab some comfort food
- meditate
- go for a walk
- talk to a friend
- read a book
- play hooky
- go on vacation
- take a sabbatical

If you're Starbucks, who is your true competition?

Motivations Start
With People not Products

We start with looking at people as they are in everyday life. Who they are, what their lives are like, and the many different contexts and situations they experience on a daily basis. In many situations people are more alike than they are different, irrespective of their gender, age or life stage.



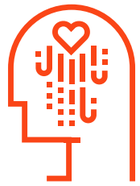
There are
people

Who am I?
What do I believe?
Where do I live?



In Various
situations

Where am I right now?
Who is with me?
What time of day is it?
How am I feeling?



They have different
motives

What are my immediate wants, interests, needs and desires?
What am I hoping to achieve?



They choose different
Solutions

What am I doing to satisfy those motivations?
What products, services or behaviors am I engaging with?

Motivation 101: deconstruct to discover

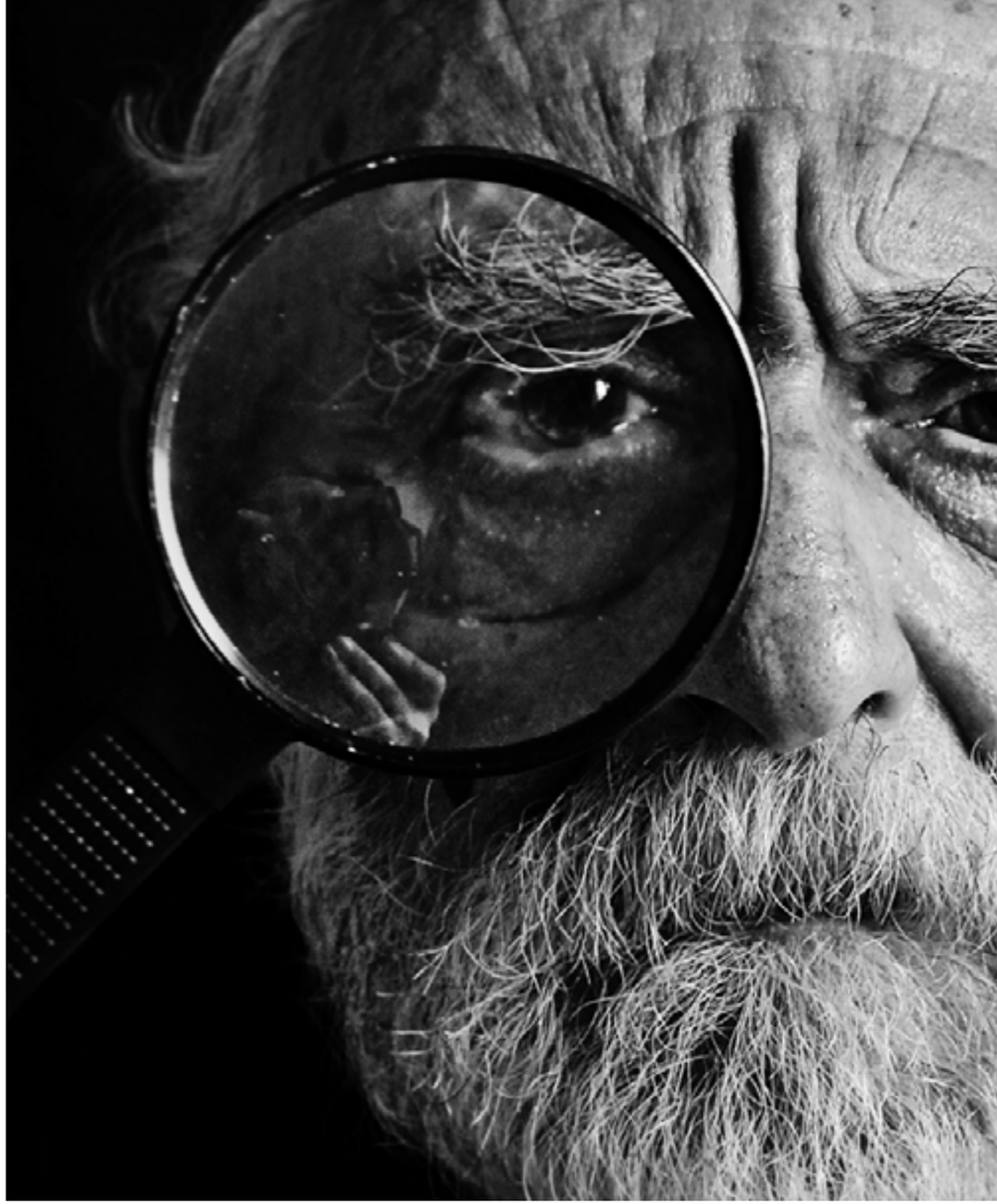
Observing the Unobservable

Getting to the truth of motivation isn't easy; surface responses and conscious recollection give few clues as to the heart of what drives us.

We have to look beyond a product or service, an occasion, task or activity. We have to dig deep and explore the why behind the what. The motivational drivers behind each product choice in any given situation.

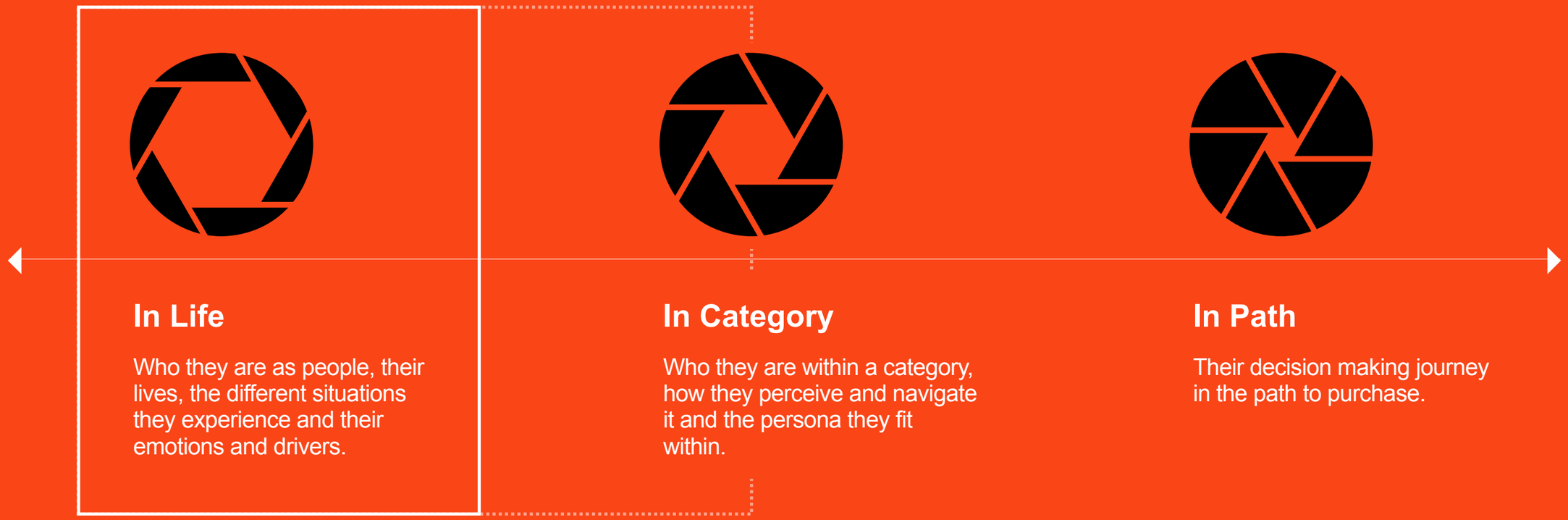
To do this we ask the expected and the unexpected - we explore the full spectrum of human motivations. And we look at the relative, not just the absolute.

Motivation 101: look above, around and underneath



Wide Lens
Deep Insight

We focus our attention In Life as it provides a deeper, richer insight into where a brand can add meaning and deliver value.



In Life

Who they are as people, their lives, the different situations they experience and their emotions and drivers.

In Category

Who they are within a category, how they perceive and navigate it and the persona they fit within.

In Path

Their decision making journey in the path to purchase.

Motivation 101: widen the aperture

Why Widen
the Aperture



From Category		To In Life
Tea	→	Live Well
Streaming Radio	→	Audio Experiences
Netflix	→	Leisure + Entertainment
Insurance	→	Safety & Security
Faucet	→	Jewelry for your Home





Motivation 101

Don’t put people in a box.
Anchor in human truths.
Re-write the rules.
Deconstruct to discover.
Look above, around and underneath.
Widen the aperture.

What this means for your brand

Informing Strategy From Multiple Perspectives

The Insights	The Applications or 'Outcomes'
Understand the core motivations behind your brand	Fuel **messaging** and **communications** and guide **brand purpose**
Know which motivations your portfolio of brands fulfill	Guide **brand purpose** and **portfolio optimization**
Identify the people who matter most and understand the motivations important to them	Optimize **targeting** and **media strategies**
Pinpoint the underlying situational context, from location to mood	Deepen the **user experience** and inspire **product innovation**
Discover close-in competitors and channels	Focus on immediate **sources of growth**
Surface adjacent categories and behaviors fulfilling similar motivations	Inspire **innovation dig sites**



We don't see things as they are.
We see them as we are.



Human Motivations
The Science & The Art

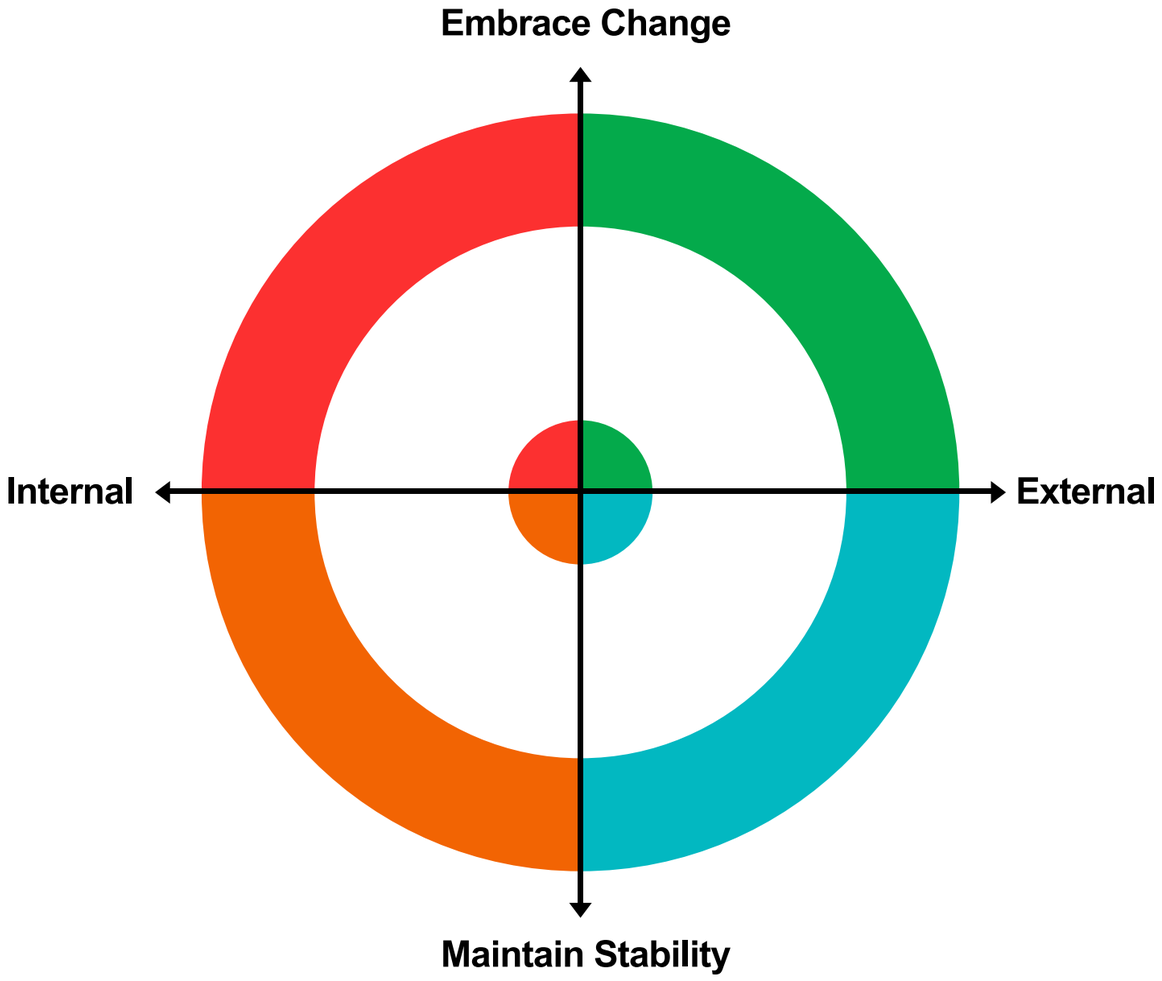
2 Theories of Motivation
1 Framework

Rooted in behavioral and social sciences, our framework for exploring human motivations is built on the strength of two powerful theories:

- Regulatory Focus Theory
- Intrinsic & Extrinsic Motivation Theory

By utilizing these two theories as our foundation, we are able to ask smarter questions that enable us to explore and capture motivations from multiple perspectives.

We’re able to surface hidden patterns to see what others don’t see.



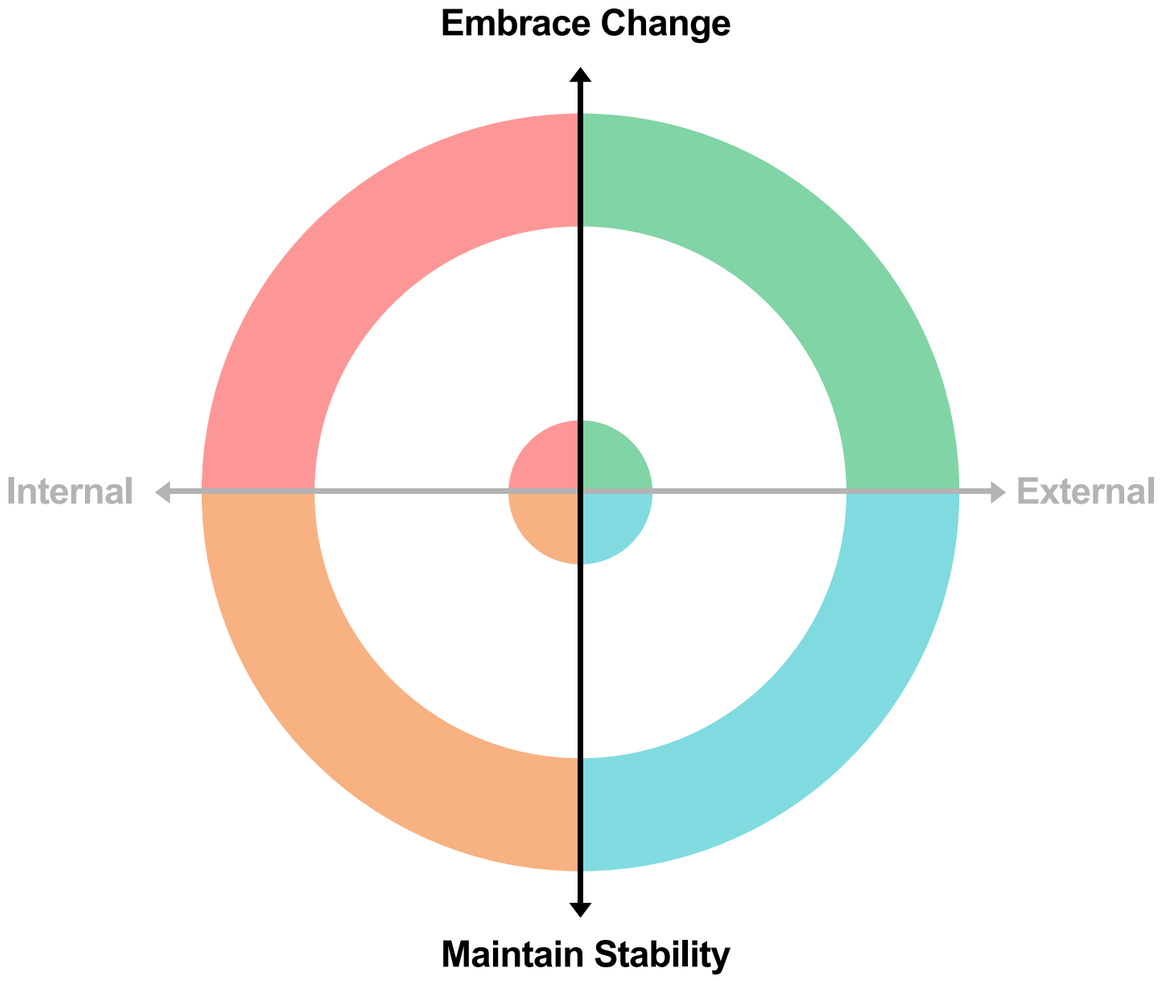
Status Quo
Desire To Grow

At any given time we humans approach a situation with a leaning towards one of two mindsets; embracing **change** or maintaining **stability.**

For example: are we seeking change, new experiences and pushing out of our comfort zone OR are we seeking to maintain or create stability or get back to ‘normal’?

Our mindset in any given situation has a huge impact on how we respond to brand cues and messaging.

*Regulatory Focus Theory (Prevention vs. Promotion)



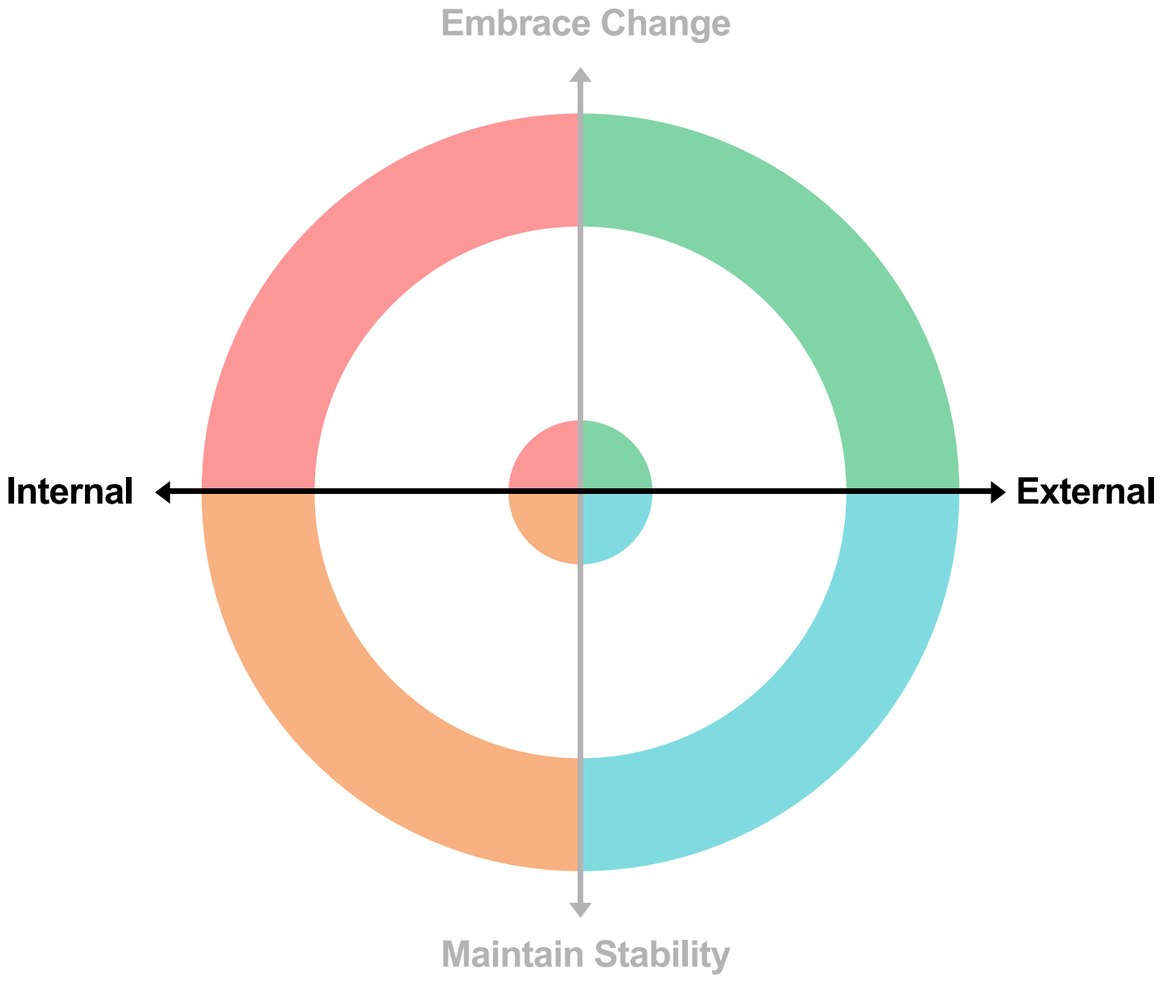
Inner Push
Outer Pull

In any given situation our behavior is predominantly motivated by either our **inner** or **outer** worlds.

Our internal drive (intrinsic motivation), is made up of our own internal desires and cues. It's rooted in a desire for personal fulfillment and growth.

Our external drive (extrinsic motivation), is made up of external influences, pressures and rewards. It's rooted in a desire for external validation and reward.

*Intrinsic v Extrinsic Motivation Theory

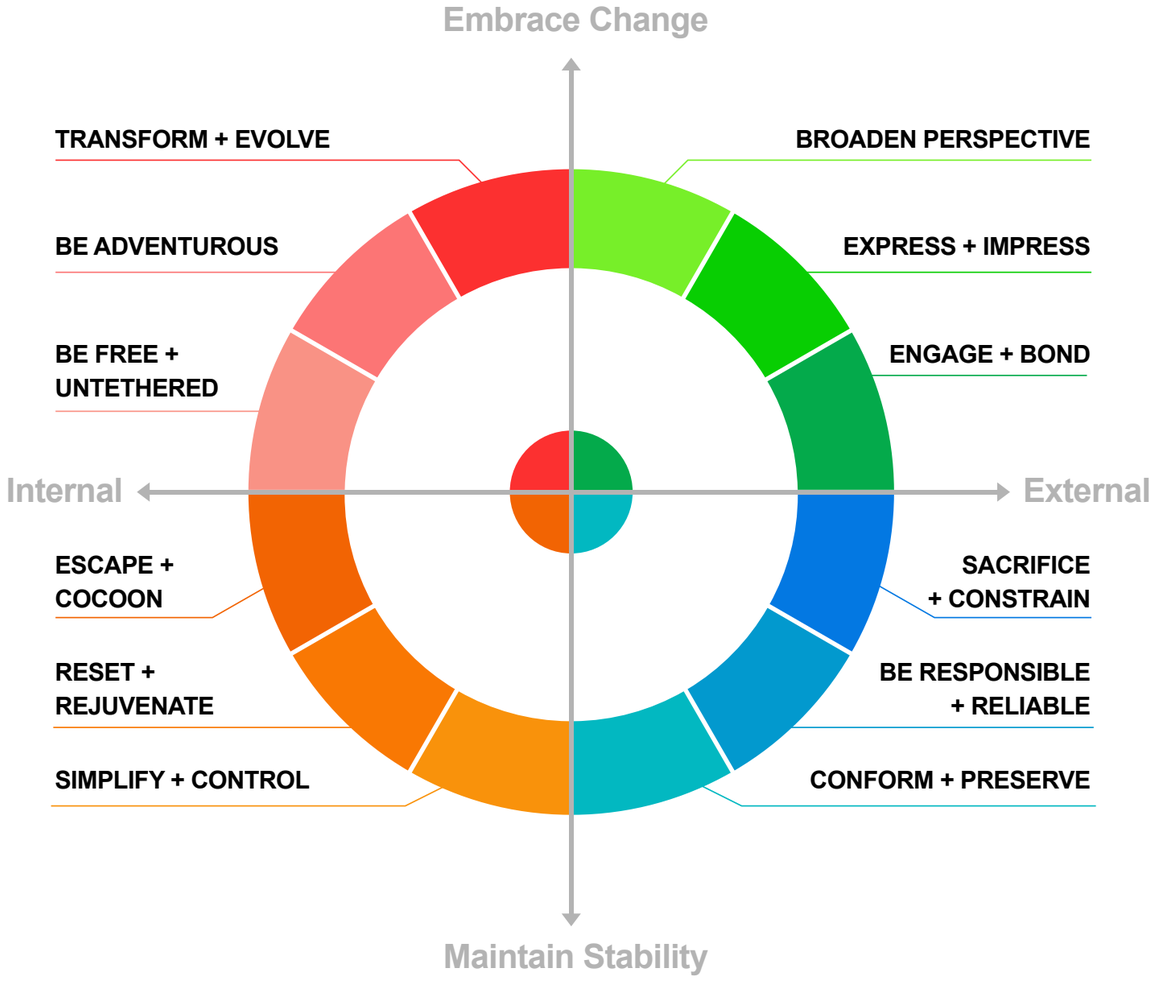


12 Foundational Motivational Territories

By bringing these two motivational theories together, we capture both a person's mindset and their anticipated reward, resulting in 12 foundational territories.

The territories are interconnected and influence one another. Those which are next to one another have similarities between them, while those opposite of one another are often in conflict

Combination of 2 motivational theories:
Intrinsic vs. Extrinsic Motivation
Regulatory Focus Theory (Prevention vs. Promotion)

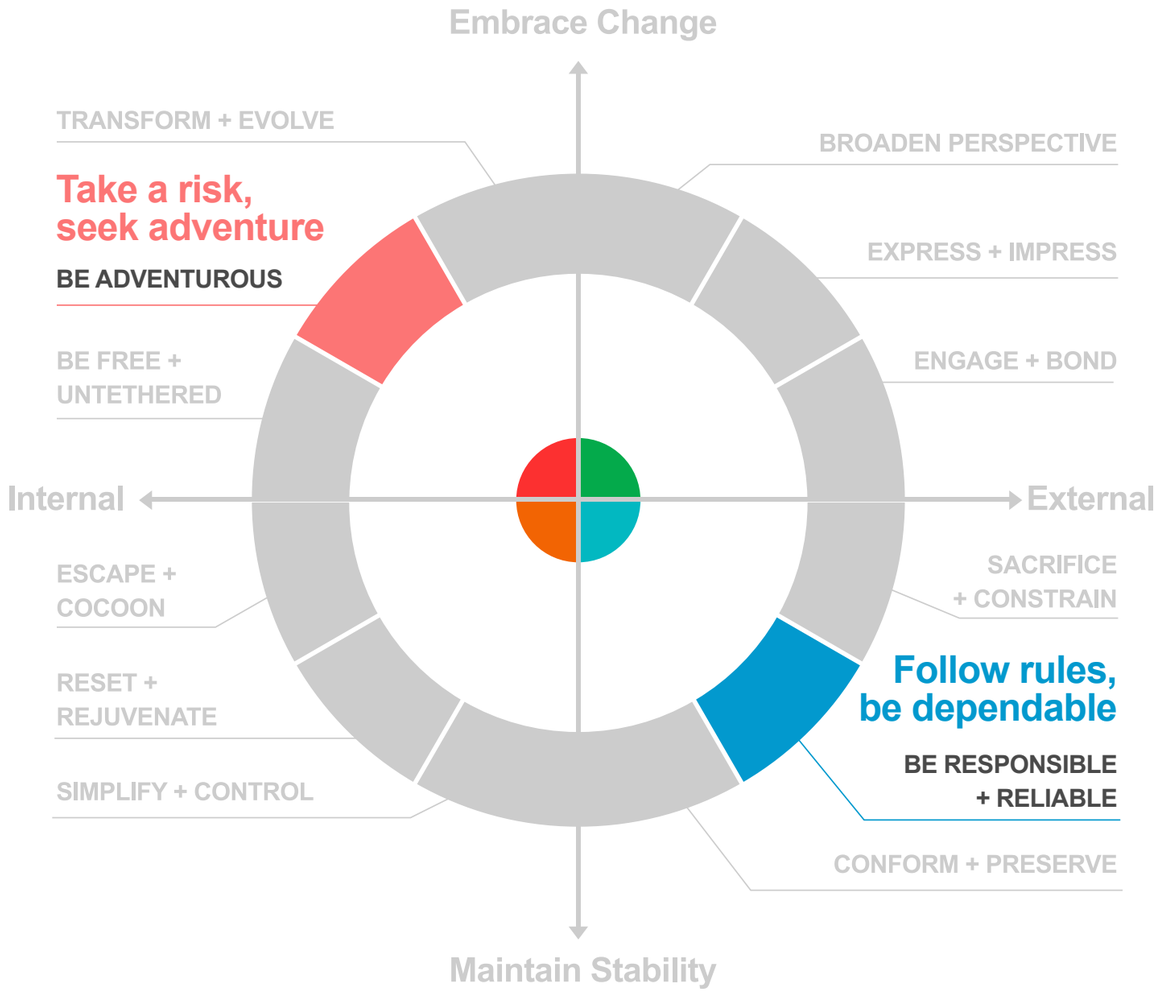


Opposite Ends of Each Spectrum

Each motivation has an opposition territory, helping provide clarity and focus as you think about your brand.

Identifying which territory is the right one is critical, as once you anchor your brand within one motivational territory and adapt your brand strategy to focus on being relevant and resonant within it, there is a trade-off — you will lose those who are driven by its opposite.

Nothing is ever black and white, there is nuance to everything, but working through the opposing territories forces questioning, evaluation and helps create clarity around fertile areas to explore.



12 Territories
Endless Possibilities



Broaden Perspective vs Simplify & Control
Push out of your comfort zone vs Stay in your comfort zone

Express & Impress vs Reset & Rejuvenate
Look outward, seek a reaction vs Look inward, pause and prepare

Engage & Bond vs Escape & Cocoon
Lean forward, engage, connect vs Relax, slow down, lean back

Sacrifice & Constrain vs Be Free & Untethered
Avoid, protect, put others first vs Cut self slack, be carefree, be independent

Be Responsible & Reliable vs Be Adventurous
Follow rules, be dependable vs Take a risk, seek adventure

Conform & Preserve vs Transform & Evolve
Keep things stable, preserve tradition vs Grow, evolve, reimagine

A Springboard
For Exploration

To help you start thinking about all the ways your brand can play a role in people's lives (outside of category and outside of traditional occasions) we've put together an exploration toolkit based on the *Motivation 101* principles.

A set of exercises to help jump start your thinking, with empathy and a human perspective, using motivations as your foundation.

Each exercise helps you explore a different aspect of human motivations, and their application to brand strategy, positioning, communications and innovation.

Remember:

Don't put people in a box.
Anchor in human truths.
Re-write the rules.
Deconstruct to discover.
Look above, around and underneath.
Widen the aperture.



Motivation 101
The Toolkit

Contents & Collaboration

When we work with brands to help them uncover and leverage the power of human motivations, we always start with the first step, defining the landscape and then creating the anchor from which everything else stems.

These four exercises will help you explore these first two steps with your teams.
If at any time you have questions, or would like one of our team to walk you through the exercises - we're here.

No cost. No fee. Just happy to help.

Exercise #1: Motivational Oppositions

Purpose: getting to know the motivational territories

Exercise #2: Story Building

Purpose: understanding the multi-faceted nature of people's lives

Exercise #3: Metaphors + Adjacencies

Purpose: widening the aperture and competition

Exercise #4: Now // New // Next

Purpose: plan for the future, mapping where you are today and where you aspire to be

Exercise #1
Oppositions

Opposition is the tool that brings clarity and distinction to the different motivational territories.

We like it because it forces you to think if it is “this" motivation territory, then it's likely not “that” one.

It pushes you to focus and also accept that trade-offs will naturally occur wherever you place your anchor.

If you lean too heavily into one motivation territory, you will rule out anyone motivated by the other end of the spectrum.

How to use this exercise

Play with the different oppositions that exist in motivations to explore:

HOW could your brand play differently in each space?

Should you **anchor** in one motivational territory?

Should you **oppose** a territory (i.e. declare an enemy)?

Can you **resolve** a tension between territories?

Should you **avoid** a territory altogether?

Use the following pages (each reflecting opposing motivational territories and containing examples) to explore the different motivations people might have that drive them to use your brand.

Simplify + Control VS Broaden Perspective

Key Tension:
stay in your comfort zone vs. **push out of your comfort zone**

Landscape:
Custom Name:
Brief Description:

DINNER AT HOME
Seek Comfort

I want to stick with what I know, choose a comfortable go-to

Ex

DINNER AT HOME
Explore + Experience

I want to push my boundaries, learn something new, experiment

Your Landscape:

Custom Name:

Brief Description:

Reset + Rejuvenate VS Express + Impress

Key Tension:
look inward, pause, prepare vs. look outward and seek a reaction

Landscape:			
Custom Name:	**FASHION** **Versatile Comfort**	Ex	**FASHION** **Stand Out Impression**
Brief Description:	I want to be comfortable, whenever and wherever, confident it's made with thought and purpose		I want to inspire, push boundaries, break the status quo, make a lasting impression
Your Landscape:			
Custom Name:			
Brief Description:			

Escape + Cocoon VS Engage + Bond

Key Tension:
relax, slow down, lean back vs. **lean forward, engage, connect**

Landscape:
Custom Name:
Brief Description:

MEDIA
Sit Back + Chill

I want to unwind, exhale and veg out…
extended moments with outsized impact

Ex

MEDIA
Consume + Connect

I want to connect with people and the world around me
— feel like I'm part of something larger

Your Landscape:

Custom Name:

Brief Description:

Be Free + Untethered VS Sacrifice + Constrain

Key Tension:

cut self slack, be carefree, independent vs. **avoid, protect, put others first**

Landscape:
Custom Name:
Brief Description:

BEAUTY
Honor + Embrace

I want to be free, true to myself — this is when you feel most free and uncomplicated

Ex

BEAUTY
Avoid + Prevent

I want to prevent bad things form happening, avoid a mistake — sunscreen and clean teeth may not be high-glamour, but playing it safe is playing it smart

Your Landscape:

Custom Name:

Brief Description:

Be Adventurous VS Be Responsible + Reliable

Key Tension:
take risk, seek adventure vs. **follow rules, be dependable**

Landscape:
Custom Name:
Brief Description:

OUTDOOR GEAR
Go the Distance
I want to be free to enjoy the adventure — with no obstacles or disruptions

Ex

OUTDOOR GEAR
Simply Protect
I want authentic quality and dependable protection for life

Your Landscape:

Custom Name:

Brief Description:

Transform + Evolve VS Conform + Preserve

Key Tension:
grow, evolve, reimagine vs. **keep things stable and preserve tradition**

Landscape:
Custom Name:
Brief Description:

FINANCIAL PROVIDERS
Strategy + Empowerment

I want a true strategic partner that understands my situation and helps push me forward and evolve

Ex

FINANCIAL PROVIDERS
Heritage + Reputation

I want a trusted and well-known partner who can execute and keep me satisfied

Your Landscape:

Custom Name:

Brief Description:

Exercise #2
Story Building

Story building is the process by which we deconstruct an individual's personal story. It serves as framework upon which to explore and capture people, situations, motives and solutions.

This framework is helpful for moving from the macro to the micro.

It will help you identify all of the different types of people that could engage with your brand - and it helps you identify all the use cases (situations and contexts) in which you can exist; helping you realize a new or true set of competitors that go beyond your category.

How to use this exercise

Step 1: Split up into small groups with each group picking a different area to explore from People, Situations, Motives and Solutions.

Group 1: Think of a **SOLUTION** (a product, activity or behavior) that helps you 'insert your landscape here'. Think of your own brands and products. Also force yourself to think beyond your brands.

Group 2: Think of different **SITUATIONS** in which your category or 'landscape' is sometimes used. In home, out of home or on the go? First thing in the morning, when you're winding down for the night or anywhere in between?

Group 3: Think of **PEOPLE** who use the category and describe that person. Who are they? How old are they? What are their lives like? Force yourself to think about different types of people in the space.

Step 2: Once you have that starting point in mind, build a story around that starting point.

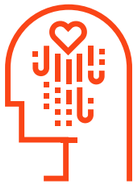
There are people in various situations who have different motives, so they choose different solutions.



There are
people



In Various
situations



They have different
motives



They choose different
solutions

People are multi-faceted.
They experience different **situations** every day.
And they use different **brands and services** in those situations.
Driven by their **motivations** in that moment.

So many questions.
We break down stories by asking people about who they are, the various situations they experience and **identifying their core motivations** for engaging in various behaviors, including using your products.

The Anatomy of the Approach
Taking a human lens on the role of brands



There are
people

People Metrics:
Fixed identity factors that describe a person regardless of the situation they're in

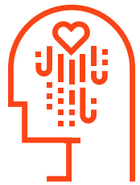
Why it matters:
The people metrics allow you to understand the nuances among varying types of people — whether demos, household living situations or geography.



In Various
situations

Situation Metrics:
The contextual information that frames people's motivations from the location to the environment

Why it matters:
The situation metrics put respondents into a specific context to extract meaningful insights while also providing a 'day in the life' view.



They have different
motives

Motivation Metrics:
The human emotions and motivations that underly the multi-faceted nature of people's lives

Why it matters:
Human motivations are fairly stable while products and brands people engage with often change at a rapid pace. Motivations also transcend cultures, which allow us to develop global frameworks that can galvanize an organization to be truly people-centric.



They choose different
solutions

Solution Metrics:
Any product or behavior that is purchased or used in a given situation

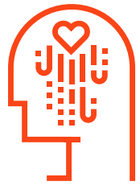
Why it matters:
The product metrics allow you to tie the products to the situations and jobs, identifying your true competition along the way.



There are
people



In Various
situations



They have different
motives



They choose different
solutions

As a…

Full-time working mom of 3 young children

When I am…

Alone at the end of my day after the kids are in bed

I want…

To carve out time for myself, put myself first and reset myself in order to do it all again the next day

So I choose…

To binge-watch three episodes of my favorite TV show

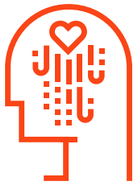
EXAMPLE MOTIVES STORY



There are
people



In Various
situations



They have different
motives



They choose different
solutions

As a…

When I am…

I want…

So I choose…

Exercise #3
Metaphors & Adjacencies

Brands can no longer afford to solely focus on direct competitors within their existing categories, because consumers don’t.

Their expectations transcend categories; a good experience in one category can affect their expectations of another.

This exercise helps you leverage human motivations to connect with people on a deeper or meaningful level to tap into the broader space your brand can play in.

Looking at the world through a broader lens can give you a bigger and better platform upon which to build your brand strategy.

How to use this exercise

Step 1: **envisage the broader space your brand can tap into**. Think beyond the traditional features and benefits of your product or service to the domain in which they could be used. e.g. instead of thinking of insurance as a product within the insurance category, think of it as a solution exists in the wider shift from insurance to the broader space of safety and security. A shift from cleaning supplies to caring for your home.

Step 2: **reimagine your competition** in that broader space. So with this new definition of the competitive landscape, who would you be competing with?

Step 3: **explore new success criteria**. By laddering up to the more emotional benefits of the new space, use the motivation territories to reimagine what you do for people - shifting from functional measures to something more profound.

Exercise #3
Metaphors & Adjacencies



Broader Domain

What are the broader domains your brand could be used within?



Reimagined Competition

In this new domain, who would your competition be? Why?



New Success Criteria

How can your brand fulfill the emotional benefit requirements of this new domain?

Exercise #4
Now / New / Next

This exercise helps you plan strategically for the future growth of your brand; remaining true to your core consumers whilst allowing for exponential growth over time.

By making your core consumers your foundation (understanding why they use your brand), you can envision a future that keeps you resonant and relevant to your core.

Start by planting a flag in the territory where you're currently most successful (NOW), then throw an anchor out to the territory where you aspire to be in 10 years (NEXT), and then chart a course for how to get there from where you are today (NEW).

How to use this exercise

In a small group work through the following questions, remember the key is to begin with your brand's purpose, values and current positioning and work out from that foundation:

1. Where is your brand now?

- Ground this in your current brand values

2. Where do you want to be as a brand in the future?

- Think BIG! What else, or where else could you play?
- Who else would you be competing with?

3. What are the steps you are going to take to get there?

- This doesn't happen in a day….so what are the small steps you are going to take to get to your goal?

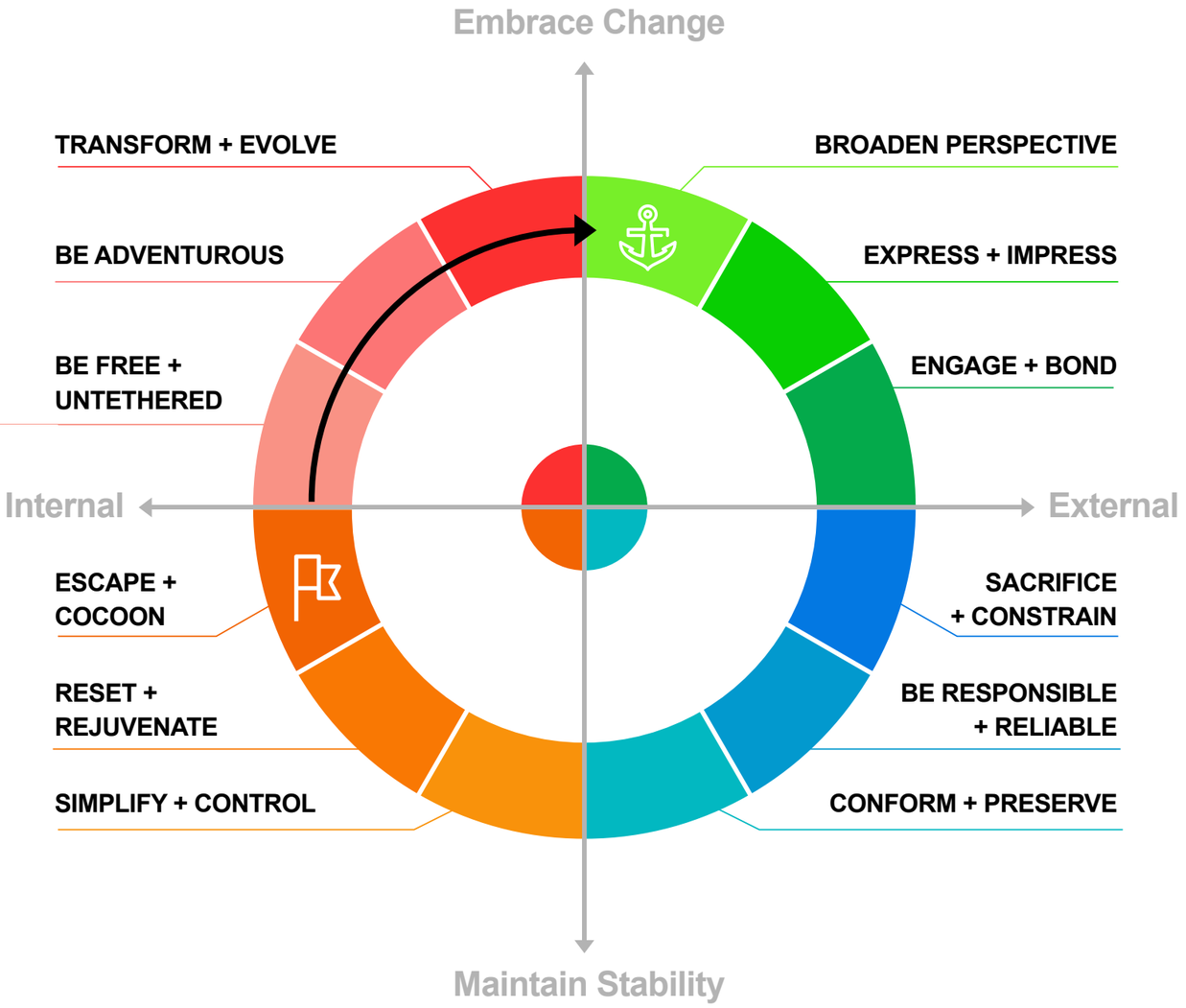
Brand Vision

2. We Will Be Here

4. What else do we need to do?

3. What do we need to do?

1. We Are Here





We really hope the toolkit has pushed you to think about your brand in a new way!

Taking The Next Step

While the Motivation toolkit is a powerful way for marketers to look at their category, there can be risks, such as…

- too many combinations to holistically explore and discover all of them
- unintentionally limited or bias thinking from internal brainstorms
- inability to size the motivational territories
- lack of concrete metrics to confidently prioritize the most valuable, viable and winnable territories



Motivations can be even more powerful when we listen to people's firsthand stories… at scale!

Taking The Next Step

Creative Analytics is The Sound's quant-based approach to getting to meaningful human truths and insights.

We think qualitatively and execute quantitatively to deliver the confidence that comes with numbers and the depth of insight that comes with our innovative data collection methods.

We'd love to chat and find out how you've been using the toolkit, and if we can help add depth and color.

THE SOUND

Exploration. Strategy. Innovation.



VANCOUVER | NEW YORK | LONDON | CHICAGO | MUMBAI

WWW.THE SOUNDHQ.COM