



# CONVERT CONSUMERS AND TARGET AUDIENCES BY PUSHING THEIR HOT BUTTONS!

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THE PANORAMA PROGRAM

「 life to ideas

「 CROP 」

# A PROGRAM DESIGNED TO HELP COMPANIES AND INSTITUTIONS OFFER...

emotional and sociocultural experiences, combined with practical and utilitarian functionality.

## A brand responds to concrete needs.

Brands, products and services provide utility to people's lives. They respond to very specific, concrete purchasing criteria, and meet people's tangible, rational needs.

This is well documented and understood by market intelligence and marketing research.



## But a brand also responds to equally vital sociocultural needs!

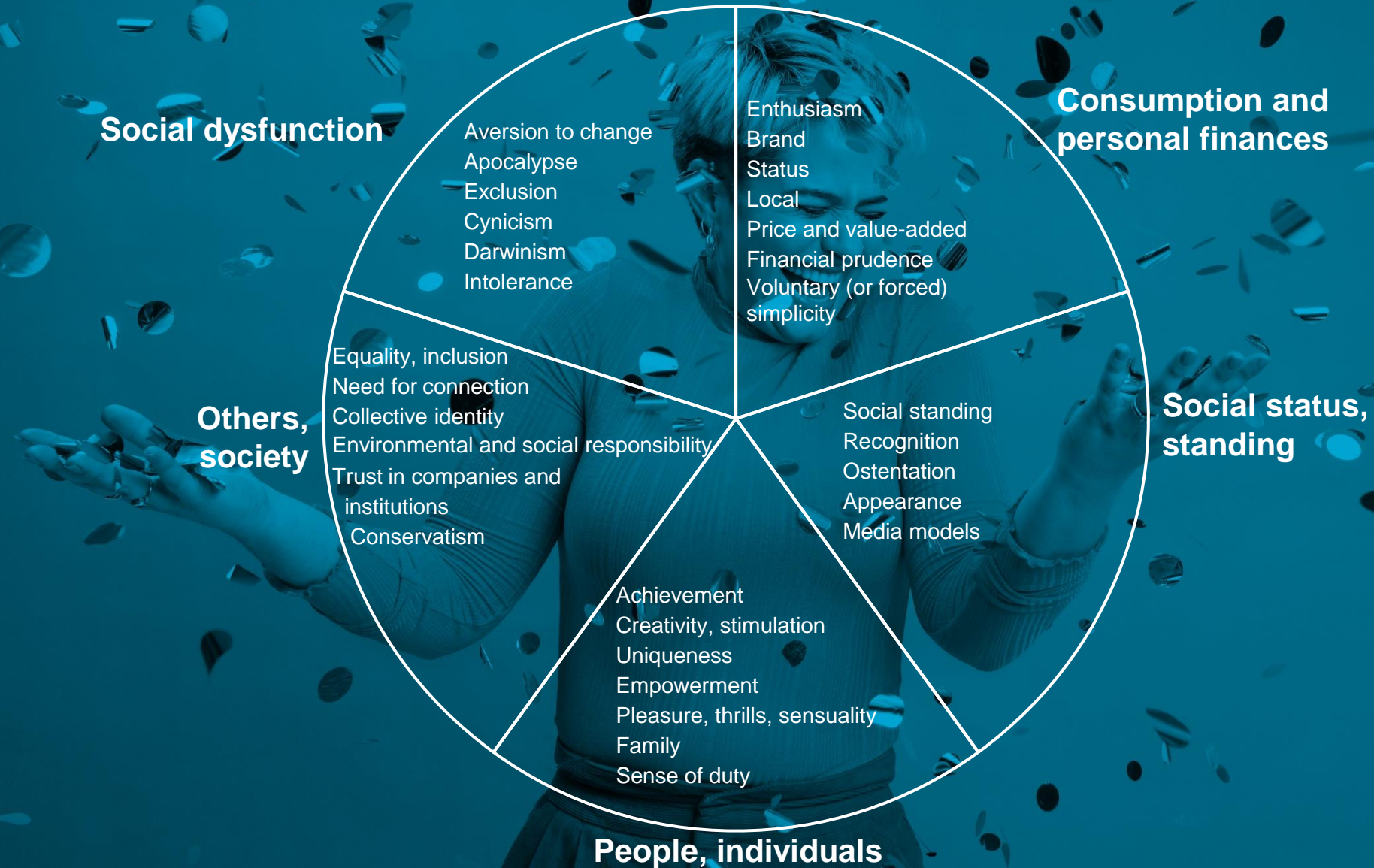
Brands also perform a symbolic role. They represent values. They arouse emotions and push consumers' hot buttons, which prompts people to buy them just as much as for their utilitarian function.

These motivations are poorly understood by brands and companies.

**Consumers buy brands, products and services as much for their utility as for how they make them feel!**



# UNDERSTANDING THE HOT BUTTONS THAT MOTIVATE CONSUMERS AND CITIZENS



# THE PANORAMA PROGRAM

## The DNA of your target customers and audiences

### What gets them going in the morning!

Values, motivations, hot buttons, mental postures – everything that underlies consumer choices, attitudes and needs: a complete profile of all your target audiences and stakeholders.

### A view from different perspectives

Profiles created from:  
  
your target segments,  
your personas;  
  
your brand users;  
  
and how trends have changed over the years.

### How we arrive at this information

1. An annual (benchmark) survey of values, brands and trends  
(n = 3,750 in Canada, 18 y/o+). Approximately 100 values and hot buttons measured.
2. A predictive module that can be added to any of our surveys (three minutes of interviews on an ad hoc basis) or to any customer database.

### Market intelligence to inform your strategies

Comprehensive customer profiles, integration with your customer databases – all the necessary ingredients to energize your organic growth strategies (engagement, loyalty) and new-customer acquisition (advertising and communications, website optimization, etc.).



## EXAMPLE – THE TIM HORTONS EXPERIENCE (for regular customers of the chain)

A café, a meal, but also a restorative experience!

Of course, they are going to Tims to eat, to have a coffee or a snack.

But the hot-buttons profile of regular Tim Hortons customers (middle column) tells us that that their experience there does more than meet a purely physiological need!



Comfort in a world  
changing too fast

Unchanging brands 141

Aversion to change 139

Fatalism 138

Autonomy-empowerment 68

Control of destiny 64

Relaxation, recharging ...

Deceleration 126

Need for escape 119

To bounce back better

Intuitive potential 139

Need for personal achievement 135

Quantified self 128

Personal creativity 123

But they are also looking for a  
chance to recharge so they leave  
more energized!

Achievers who want to excel in a  
world they tend to find overwhelming.

Tim Hortons attracts customers who  
think that they have a lot of potential  
and creativity, but who feel like they  
are living in a world over which they  
have no control, where they must  
constantly fight to express their  
potential.

They come to Tims to recharge their  
batteries before returning to the fray!



## THE GROWTH OPPORTUNITY FOR TIM HORTONS

## Promote the best coffee in town, or take a multi-dimensional approach to their brand promise?

The opportunity involves offering consumers a brand experience that combines *re-energizing, stimulation, relaxation, recharging and inviting items* through its

menu (ex.: tasty and protein-rich)

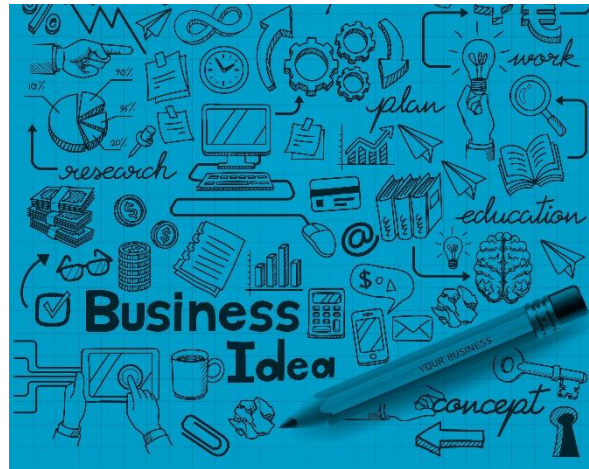
innovation

marketing communications, advertising, and content

## media placements

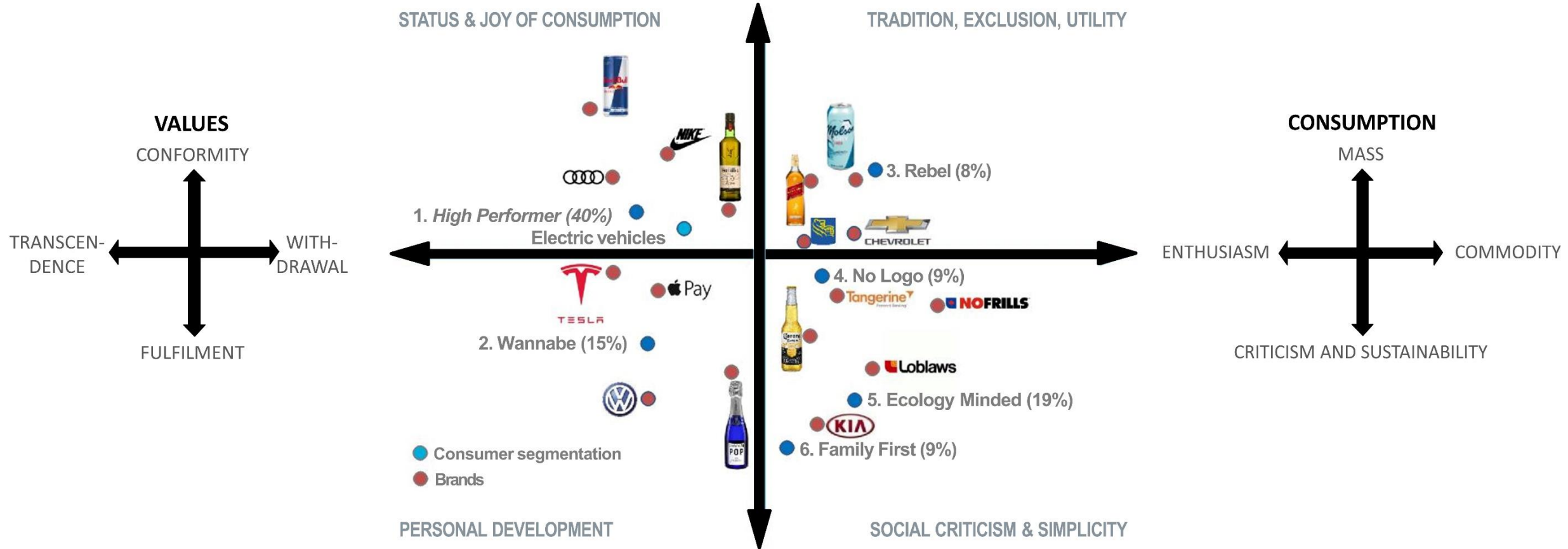
sponsorships

etc.



# A MAP SYNTHESIZING THE VALUES OF CONSUMERS AND CITIZENS...

for brands and consumer segments



The opportunities differ, depending on the critical zone where your brand(s) or specific target segment(s) are located.

**THEREFORE, YOU NEED TO ACTIVATE A COMBINATION OF...**

**reason and emotion, utility and hot buttons that meet:**

**Concrete needs,  
without fail**

Rational arguments




**Emotional and cultural  
needs**

A tone, a statement, a  
way of approaching  
issues, a story that  
touches people's hot  
buttons

**Let CROP demystify all this for you!**



An aerial, high-angle photograph of a large crowd of people crossing a zebra crossing. The image is monochromatic, with a teal or cyan tint. The white stripes of the zebra crossing are prominent against the darker pavement. People are captured in various stages of crossing, some walking, some pushing strollers, and others carrying bags. The perspective is from directly above, looking down on the scene.

「 We are all actively soliciting. We are all attempting to convince someone of something. CROP is committed to giving its clients the necessary tools and knowledge to convert their target audiences to their cause.

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