

A person's hands are raised and joined at the tips to form a heart shape. The background is a blurred crowd of people, all tinted in a monochromatic blue color. The overall mood is positive and community-oriented.

CONVERT CONSUMERS AND TARGET AUDIENCES BY PUSHING THEIR HOT BUTTONS!

THE PANORAMA PROGRAM: ADAPT YOUR STRATEGY TO CAPTURE
AND ENGAGE YOUR AUDIENCES!

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┌ C R O P ─┘



Navigate with confidence and achieve your business objectives in a rapidly changing world!

We aim to provide you with the keys to understanding the needs, expectations, and motivations of your clientele, in order to convert them to your offerings and ideas.

Also, market and societal trends, as well as opportunities, enable you to position yourself effectively during turbulent times..

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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

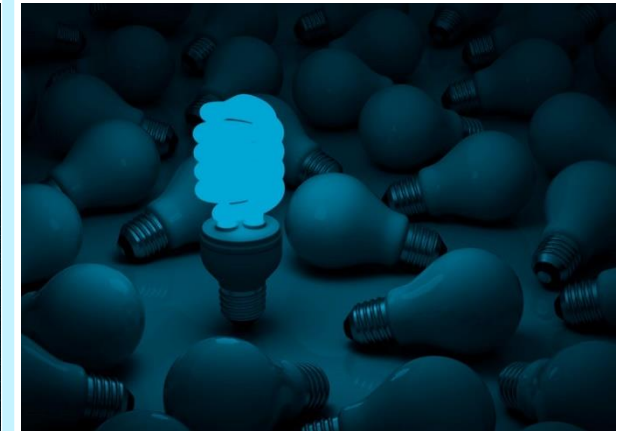
Profiles created from:
your target segments,
your personas;
your brand users;
and how trends have changed over the years.

Trends in the market and the society

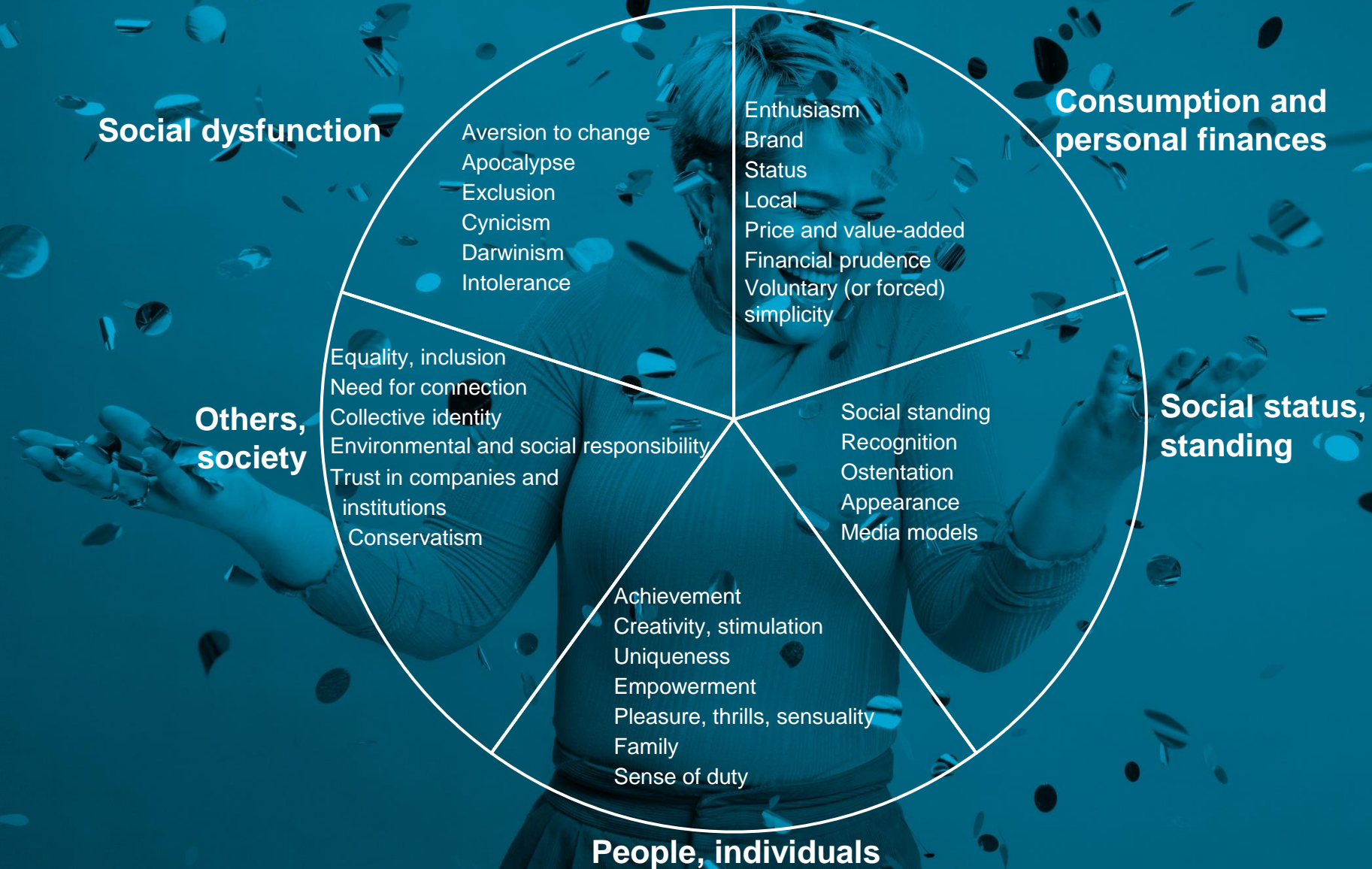
An annual (benchmark) survey of values, brands and trends (n = 3,750 in Canada, 18 y/o+).
Approximately 100 values and hot buttons measured.

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.).



UNDERSTANDING THE HOT BUTTONS THAT MOTIVATE CONSUMERS AND CITIZENS



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

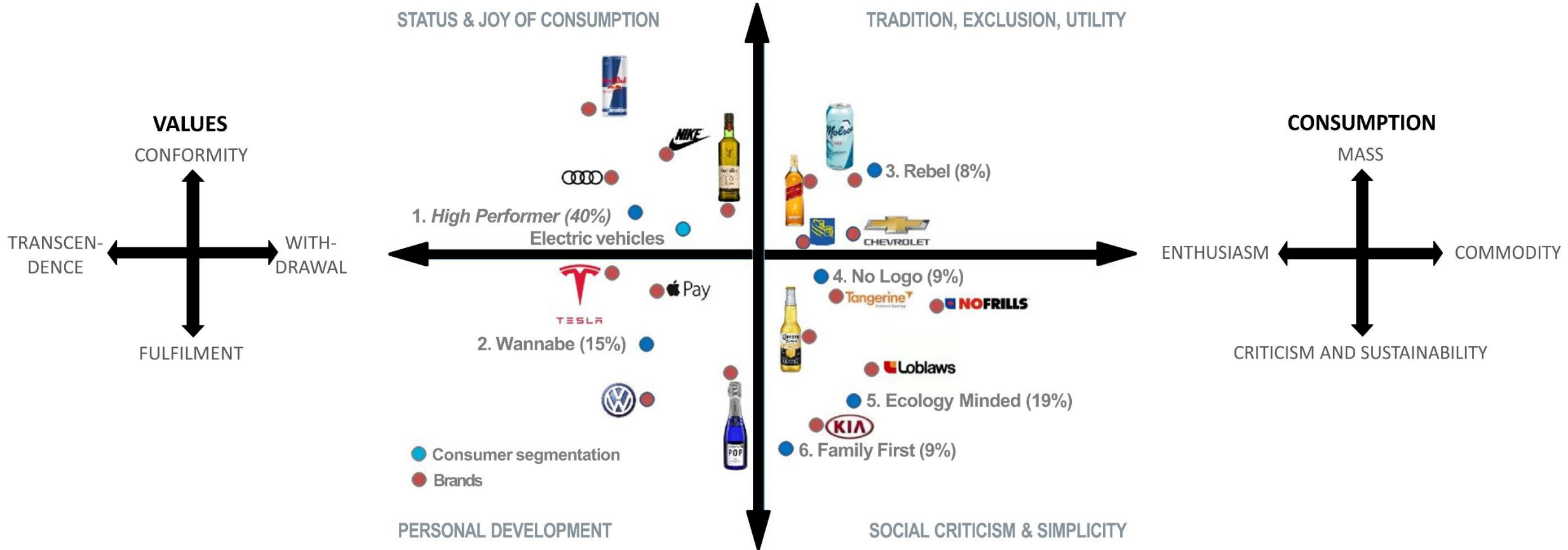
sponsorships

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!



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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