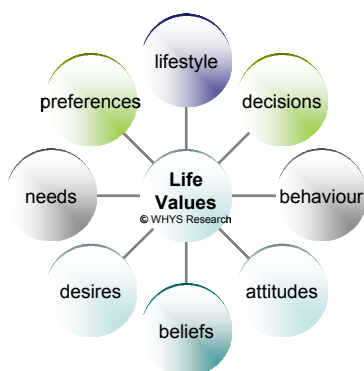


Are You Ready to Make Your Mark – Researching Life Values



Knowledge of the life values of your target market is an asset to your organisation.

In this issue of WHYS Views, Betty Southgate highlights the benefits and far-reaching impact of an in-depth research approach to explore people's life values.

Case Studies

Life values come in many forms – personal, social, cultural... The key is to identify the life values of your market which relate to your product and service.

In my research experience, I have evaluated many marketing campaigns, products and services, and identified a crucial success factor.

A communication campaign which appeals to the target audience would have relevance to their needs and personal values. A product or service with diminishing market share would find their competitors leading in creative ideas which answer their customer life values beyond tangible product and service attributes. A well-received community event would relate to people's cultural and social values, and enhance a sense of identity and belonging.

In my recent article on interactive branding, I have illustrated how some commercial and social brands have attended to the personal, social and community values of their target market - listening, responding, reinforcing and enriching their life values all in a positive way beyond the physical and tangible boundaries of the product and service.

(Visit www.whysResearch.com or www.amsrs.com.au Research News, May issue)

Benefits of Engaging Life Values

- Building brand equity
 - Brand personality that your customers can identify with and relate to
 - Brand that understands, shares and answers your customer values
 - Customers can relate to your organisation beyond the sheer physical attributes of your products and services
- Creations and innovations
 - Product and service improvement
 - New concepts
 - Line extension
 - Bonus services and products to enhance customer loyalty



Benefits of Engaging Life Values (Cont'd)

- Happy and satisfied customers
 - Repeat business
 - Spreading the words
- Effective communication
 - Relevance, uniqueness and appeal
- Increasing return on investment
- Building block for social responsibility
 - Insights on modifying social attitudes and behaviours
 - Responsible business entity & corporate citizen
- Assimilation to organisation culture, HR recruitment and training

Application in Commercial & Social Research

- New product/ service development
- Product/ Service Relaunch
- Customer satisfaction
- Communication and advertising development
- Community needs and social behavioural studies
- Social policy development and implementation

Come on Board

Let me conclude with a quote from one of the recent Dreamworks movies, Kung Fu Panda which combines life values, action and humour in one creative production:

*“Yesterday is history.
Tomorrow is a mystery.
Today is a gift. That’s why it’s called the present.”*

Do you know your customer life values? How do your products and services relate to these values? Are you ready to make your mark, embark on the journey and help enrich the social landscape?