

VALUE MINING DELIVERS PRECIOUS MARKETING FINDINGS

Every human being has a set of core values. It's part of one's ethos. Values may consist of things a person holds reverent, what defines him/her, certain lines that cannot be crossed or meaningful items and experiences.



For marketers, these internal truths represent the mother lode of data. When a marketer discovers the core values of a consumer, it holds the golden nuggets of motivation.

HAUL AWAY THE RICHES

Value Mining delivers a map to the mother lode of motivational factors that can produce extraordinary results.



USE YOUR NEWLY MINED RESOURCES

Once you're in possession of your valuable riches, you can put them to use in a variety of ways.



PRODUCT PORTFOLIO DESIGN/OPTIMIZATION.

Understanding what motivates buyers can lend critical insight to product evaluation. Are there any gaps in your portfolio? For instance, do certain values and motivations exist in your category, but you have no product to fulfill them? Or do current products overlap and cannibalize a specific motivational segment? Another consideration is to improve products to connect more deeply with customer values.



COMMUNICATION DEVELOPMENT.

Influencing behavior starts with understanding the values that motivate behavior. Messages that touch your customers' values are the most compelling. Your creative personnel can aim more accurately when armed with knowledge of which values to target. For communications development, Felton Willis can also include motivating "sights & sounds" of the category as a deliverable.



COMPETITIVE ADVANTAGE.

Once you understand a customer's deep-seated values and motivations, you're able to assess the competitive landscape and competitive differentiation with a fresh perspective.



DEPLOYING THE INSIGHTS.

Your organization is best served by ensuring that all associates and business partners have a keen understanding of the values and motivations. This provides for message consistency and the empowerment of associates to create more customized customer experiences at key touch points.

HOW WE DIG FOR GOLD



Felton Willis achieves this by extracting core values (many of them unconscious) driving a category, helping the client understand them and advising as to how the information can be used advantageously. As a result, a client has passage into a customer's personal values and motivating sensibilities. While other motivational segments may be at work, Values Mining is a proven game changer.



EXPLORATION

Prospecting for valuable "deposits" by working with clients on their context and hypothesis. This step includes understanding the fundamentals of their business, examining available secondary research, including any history, mythology, psychology, literature, art or current events associated with the topic, brand or product. Such discoveries help define exactly how mined information can be applied in marketing efforts and brand communication.



MINE SITE DESIGN, PLANNING AND CONSTRUCTION

Devise the appropriate methods and techniques to uncover both the conscious and unconscious dynamics at work. Conduct qualitative research using a hybrid approach to dig deep and obtain several vantage points or perspectives.



MINING FOR VALUES

Dig and pick for the vital "minerals".



ANALYSIS

Sift & sort; Smelt (melt the concentrate to extract metal from ore); Cut gems and polish (prepare final findings).

Mining

(verb) - (1) to dig in (2) to extract (3) to avail oneself of or draw useful or valuable material from.

Values

(noun) - (1) the worth, desirability, or utility of a thing, or the qualities on which these depend (2) one's principles or standards; one's judgment of what is valuable or important in life.

Motivation

(noun) - (1) the reasons someone has for acting or behaving in a way or (2) the general desire or willingness of someone to do something.

EXTRACTION OF GOLD

Deliver the big haul of major A-has! The gold nuggets uncovered are translated into actionable recommendations that will enrich the business.



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