

VOICE

ADVANCED AUDIENCE SEGMENTATION

The Future of Consumer Understanding

Assume you are a brand, with something—a product or a service—to offer to the general buying public. You want to know how to reach them, how to talk to them, how to deliver an effective message. So, you spend money and time doing consumer analysis with some form of survey, literally asking an identified segment what they want and how they will react to an idea. You study your segment, you follow your segment around as much as they'll let you, and you hope that the information they are telling you is accurate.

Is that still what you are doing?

Think about the advances in technology for a moment, and how you are leveraging those to better understand your target consumer.

Perhaps you have built an app, gone full force into social media, or started a streaming video channel. Now you know the number of people who are following you, who like you, and who are willing to engage with you—if they either love you or hate you. But do you know who they are, what they want, what they need? Do you really know your consumer?

What if we told you that you could accurately know what interests the people who are also interested in you? What if we could help you match up their affinity to your brand to the type of messaging that would remind them why they like you?

What if we told you that you could look at people in a geographic region and gain fresh knowledge of what they are searching for, shopping for, interested in, and listening to? Would that help you talk to them in a new way?

Oh, and what if we added that you can get an analysis of that group to understand what motivates them to action—even to buy?

That's the power of VOICE.

VOICE offers you the ability to understand what your target is saying (hearing their voice) and what you should be saying to them (finding your voice). It's a simple combination of Artificial Intelligence (AI) and Human Intelligence (HI).

With VOICE, we are able to deliver:

- A summary of non-classified web traffic to monitor online activity across devices within a geo-fenced area of interest, which may include a franchise region, a community, a sports complex, etc.
- That traffic data segmented into sub-populations and destinations
- External analysis of the data to build personas and archetypes around those sub-populations
- Further analysis of traffic to determine changes over time

VOICE generates a series of behavior interpretation reports that establish a base-line behavior profile for a geographic (or otherwise segmented) area. Those reports are then updated regularly so that we can track, analyze, and point out shifts in behavior and the influences that may be causing those shifts. This process takes established data points and applies a layer that tells why the behavior is moving, and helps a brand adjust its messaging accordingly—both in message content and delivery method/location.

We use digital intelligence (AI) that tells us what websites are being visited within a geographic area, divided into sub-populations. We then put the digital intelligence through an HI process against our proprietary software that tracks behavior. The result is a new way of delivering a segmentation of society that includes not only what the sub-population acts like and is interested in...but also shows why they act like that and have those interests.

Another way to explain it is to call it a “Behavior Segmentation Mapping Tool,” useful for understanding a population segment and its drivers.

This is **not** simply reporting data; this is creating a new type of data using real-time web traffic and analyzing it with a human lens to establish the depth of human behavior at work.

Our Story

Behavior has always been what people (who) do, and when and where they do it. Without the ability to read minds, you could only guess at the why. Until now.

More than ten years ago, a small team with a vision began tracking shifts in behavior, with the basic idea that if you could understand what changed in traditional behavior, you could apply a layer of why it changed. We built software, continually upgraded the software, and fed it with a network of people trained to understand how to watch for new behavior and record it with a standardized ontology.

Now, with years of data in the software database, we are able to create timelines that show the shifts in behavior around any category. When you understand what is happening around a behavior shift, you can answer “why” it is happening and even begin to predict the next shift.

We watched as the workplace got more casual, and predicted the rise in athleisure wear. We watched the trends toward health and probiotics, and were able to explain why Greek yogurt hit the market with a head start. We’ve done it time and time again.

And, now, we’re applying a new level of data to the analysis and starting with data that tracks, by geolocation, the online movement of a population. That activity serves as our quantifiable AI, and we then apply our HI process to come out with the ability to profile a sub-population and understand what drives it. As we watch each sub-population as it shifts, we are able to see variations and explain what is driving the shift. In a sense, we establish a baseline for the stabilities of an area, so that any instabilities jump out.

Deliverables

- An actual look at a brand customers’ interests and passions.
- Knowledge of where their customers’ hang out online.
- An actual look at what their customer needs and wants.
- Understanding of how to appropriately design a message based on their customers’ interests, wants, and needs.

VOICE gives consumers a voice directly to the brand like never before—and without them having to fill out a survey, give feedback, or “like” something. This adds tremendous value in time savings and media planning/targeting relevancy, and gives equal value to content creators when researching current and relevant behavioral evidence.

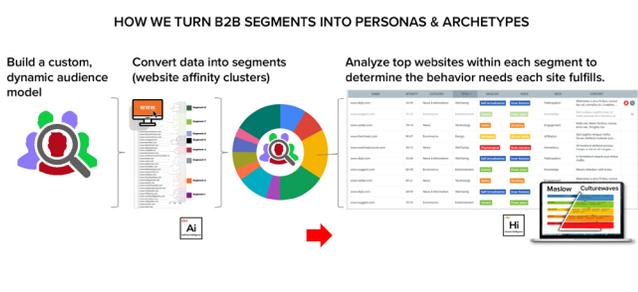
Clients receive:

- Personal consultation as to opportunities for geo-location or in-store analysis
- A listing of the top websites visited by their customers, divided into sub-populations indicative of groups of interests (e.g. sports, food, etc.)
- Personas built around each sub-population to identify attitudes, behaviors, and messaging opportunities
- Ability to develop brand messaging against those opportunities as needed
- Ability to strategically place advertising as needed

Differentiation

Our true differentiation is around the idea that we are one of the first companies to pair digital data with behavior analysis, thus giving meaning and relevancy to data. Our deliverables are a better understanding of the brand's target and how to talk to them.

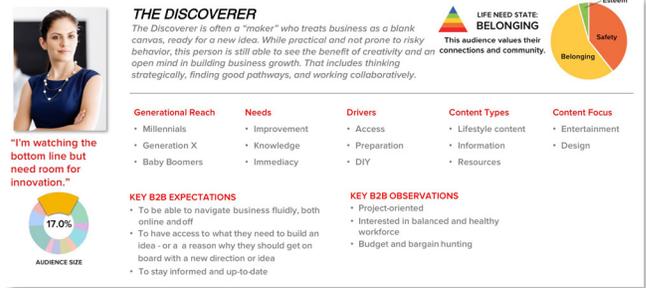
One of the biggest differentiators is how our segmentation "operates."



A **personality persona** functions as a broad way to categorize a lot of people now and in the future. It is representative of a buying market, what they are interested in, their potential age and income. These are the pillars of their existence—how much money the consumer has, what they spend it on and what they like.

A **behavior persona** functions as a way to categorize a specific cluster of consumers around targeted context—a brand, a location, a search term, etc. We aren't broad and evergreen, which, up to now, has been the only choice in segmenting and understanding an audience. **Instead, we're precise and deep.**

Our pillars are 1) what the consumer needs; 2) what they expect; and. 3) how they want to be engaged.



We aren't looking for the next "over 55 with disposable income" or "young affluent organic lovers" in the reports we give to brand clients. **We're looking for how those consumers engage with their day-to-day.** That's true understanding of predictive buying behavior—looking to the future needs, not the past.

Our Philosophy

Years ago, we went into behavior-based segmentation, using the work of Maslow as a way to break down behavior into categories. It moves from basic needs categorized as "physiological," through "safety," "belonging," "esteem," and "self-actualization." With these needs defined, we can further categorize what motivates a group of consumers to action—along with where they hang out and how to talk to them.

Some of the companies moving into this field are using personality-based segmentation (e.g. Jung) to categorize people, which, while it can give a deeper understanding of the type of consumer out there, doesn't explain the consumer motivations.

Think of it this way:

- Personality gives you a broad look at interests in order to build a pattern that is used to create a shopper personality
- Behavior gives you a person you can leverage because you understand your targets' interests and can build a roadmap of and to fulfillment of their needs.

Personality-based segmentation is universal and, perhaps, timeless, but it's power to impact buying behavior is limited. Behavior-based segmentation is, in a sense, perishable, because it's constantly changing...just like buying habits change. VOICE allows a brand to be more relevant, connected, and able to stay on top of change.

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About CultureWaves®

CultureWaves is a need-based behavior science company that helps Fortune 500 companies, cities, brands, and both private and public sector organizations understand the "why" of consumer behavior, constituent and visitor behavior, in real time, with the ability to translate said behavior into actionable marketing and innovation insights. Since 2006, our behavior scientists use a proprietary need-based analytic tool - Sparcwire®, that observes human behavior thru need-based filters, to deliver a clear look at where consumers have been, are headed, and importantly, how to more effectively reach and influence them now. These timeline insights inform brand strategies and engagement, new product development, and integrated communications outreach custom-tailored to a brand's specific needs. CultureWaves explains the why behind consumer behavior. To learn more, visit www.culturewaves.net.

Its latest product, VOICE, is a new way to think about your audience using device data + need-based behavior, all adding up to a better understanding of what is influencing your target and changing their behavior. CultureWaves discovers the behavioral motivations behind purchasing decisions, with the goal of helping brands get ahead of the needs of consumers.

There are three basic filters used: 1) the four life categories of Technology, Entertainment, Design, and Well-Being; 2) Maslow's basic hierarchy of behavior; and, 3) CultureWaves proprietary 34 macro trends, which are an ongoing look at what's going on in behavior. Its proprietary database has more than 12 years of evidence recording the nuances in behavior, the shifts, and the applications.