Marketing on the Unconscious

TEMA Academy
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TEMA’s mission:

“...to produce the strongest effect in the right minds.”

(From TEMA Website)
What is the Mind?

- Thoughts, feelings (emotions), moods, intentions, likes, dislikes, hopes etc.

- Sense perception – seeing, hearing, smelling, tasting, touching
How well do we know our own minds?

- Consciousness is only the tip of the iceberg
- 95% of the what we think, feel and experience is unconscious
What is the unconscious?

- Driving without attention
- Mimicking another’s behaviour
- Background music in shops
- Buying groceries
- Thinking about a problem or trying to remember someone’s name
- Language: “prostitutes appeal to pope”
  “children make nourishing snacks”
What is the driving force behind our decisions?

- Decisions - rational or emotional?
- Example 1 – Chocolate or boiled cabbage
- Example 2 – Overweight Americans
- Example 3 – Buying a sports car
The story so far:

“Communications to success” means producing the strongest effects in the right minds.

Since 95% of the thoughts, emotions, intentions, experiences and attitudes that drive our behaviour are unconscious, “communications to success” means communicating to the unconscious.
REAL LIFE ADVENTURES

DINNER’S READY.
I’LL BE IN AS SOON AS I DIG THIS LITTLE ROCK OUT OF OUR LAWN.

Like icebergs, nine-tenths of the problem is usually below the surface.
How do we tap into the unconscious?
USE METAPHORS

Using metaphors to think about a product or service brings out deep-seated thoughts, attitudes and feelings towards it.
Question - What is a metaphor?

Answer – anything that expresses one thought in terms of another.
Examples of metaphors:

“No man is an island”
“My hair is my signature”
“Life is a beach”
“Life is an open road”
“These rules stink”
“I’m in over my head”
“I see what you mean”
Examples of similes

“My love is like a red, red rose” —Robert Burns
“As dry as a bone”
“As smooth as silk”
“As brave as a lion”
“As fast as the wind”
Metaphors can also be represented in images. E.g. Mr. Proper depicts strength, power and security.
COMMUNICATIONS TO SUCCESS
Metaphors and similes express our attitudes and feelings towards different parts of our lives.

They help us to interpret our experiences and draw new connections between them.

Metaphors and similes are tools for bringing unconscious feelings to the surface.

Therefore:

They are important tools for accessing the driving force behind purchaser’s decisions.
Companies who have used metaphors in their marketing strategies:

- Samsung Electronics
- Glaxo Wellcome
- Proctor and Gamble
- Chevrolet
- Hewlett-Packard
- McNiel Consumer Healthcare
How to take advantage of metaphors
Case study 1: Indigestion

Consumers were asked to find pictures that they associated with indigestion.

1 – picture of a dollar bill
“When I eat rich food, I’ll pay for it later”

2 – picture of a chef
“Moderation is the key – You’ve got to learn what exactly is the right amount of food for you”.
3 – picture of the scales of justice

“ It isn’t fair that some people eat anything they want and get away with it and I can’t

Other comments: 

“Some days it’s like being on a seesaw. You’re up and then you’re down. You take something and then you’re up again for a while before going back down”
The key metaphor is balance.
The company then launched a new advertising campaign around the idea of balance.

Result – increased sales
Case Study 2: Telephone help line

Negative metaphors:

“trying to get good service from a helpline is like banging your head against a wall”

“They respond like the speed of molasses”

“like being stuck”
Positive metaphors:

“They respond in a flash. Like dogs chasing rabbits”

“Getting me going again”
The key metaphors are movement and force.

The company trained personnel to use metaphors for movement and force during phone conversations (e.g. “let’s conquer the problem.” “Let’s get you going again quickly”)

Added lightning bolt next to help-line number.
Case Study 3: Pittsburgh Children’s Hospital

- The challenge – to make the difficult experience of staying in hospital easier for children

- Core Metaphors:
  Transformation, control and energy

- The following will be built into the hospital:
  Pictures of butterflies (transformation)
  Garden (transformation and energy)
  More control over personal space
Conclusion

- Find pictures

- Write down metaphors –
  - Building Automation is like …
  - Surface Inspection is like …

- Find the core metaphor
COMMUNICATIONS TO SUCCESS

END