MESSAGE DEVELOPMENT

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**Consumer Messaging - Objectives**

- Identify potential consumer road blocks / fears
- Construct a proactive message framework to minimise negatives arising
- Assess consumer reaction if press develop scare stories and develop best messages to pacify
‘Expert’ Witness Interviews:

- Dr. Chris Warhurst, lecturer in Sociology at Strathclyde University - UK
- Charlotte Cornish, Head of Research at The Future Foundation - UK
- Dr. Patrick Martovich, consultant to the National Commission for Technology and Liberty - France
- Sacha Kechichian, technology writer for various magazines - France
- Allaine Bellone, brand consultant for ‘new economy’ organisations such as owners of web ‘portals’ - France
- Christian Huard, President of the French Association for the Defense of Consumers - France
- Gudran Kopp, Liberal Faction in German Bundestag, Speaker for Consumer Affairs - Germany
- Frank Cornelius, Member of Social Democratic Faction, responsible for Consumer Affairs - Germany
- Pia Gaßmann, President of Federal Association of Housewives - Germany
- Helke Heidemann-Peurer, Head of Commercial Law Dept. at Fed Consumer Association - Germany
- Manfred Dinger, Referee Retail Trade & General Services at VZBV - Germany
- Klaus Klomann, Referee Electronics at VZBV - Germany

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‘Expert’ Witness Interviews:

- Mr Sugimoto Testuo, Sophia University Professor of Consumer Psychology - Japan
- Mr Ogisako Ichiro, Media Development Manager, HUKUHODO ad planner - Japan
- Mr Muto Masahiro, Sociological Consulting Dept. NOMURASOKEN think tank - Japan
- Mr Nemoto Noriaki, Konan University Professor of Marketing & Consumer Behaviour, Kobe - Japan
‘Expert’ Witness Interviews:

- Noel Marts, Sociologist. Worked for The Coca-Cola Company for more than 20 years - USA
- Andrea Hershatter, Cultural Anthropologist, Lecturer & Consultant, Goizueta Business School, USA
- Paul Pendergrass, Communications Consultant / author. Previously PR for The Coca-Cola Company USA
- Talal Debs, Harvard University / Cambridge University in the Philosophy of Physics - USA
- Steve Grimm, Radiation Safety Officer, Crawford Long Hospital, Environmental Health and Safety Office - USA
- James T. Cox, Attorney at Law, specialist in Health Law - USA
- Jennifer Jarratt & John B. Mahaffie, Futurists. Author of 2025: Global Society Reshaped by Technology - USA
- Joy Nicholas, Vice President, Research and Emerging Technologies, Food Marketing Institute - USA
- Mark Roberti, Freelance Journalist. Expert on RFID - USA
- Erin O’Brien, Communications Expert on Health and Privacy. Consulted to WebMD - USA
PROGRESS

- Completed 20 focus groups in 5 countries
  - US – Boston & San Francisco
  - UK – London & Manchester
  - France – Tours & Paris
  - Germany – Frankfurt
  - Japan – Tokyo
**Consumer Groups**

**Process**

- Shown a ‘neutral descriptor of the technology’
- Explore potential benefits
- Discuss potential negatives and possible responses
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CONSUMER LEARNING'S SO FAR

• Initial response to the 'base technology' is neutral
  Benefits are seen as for business only
  Only after consideration are negatives seen
• Consumer benefits seen as negligible
  No balancing the negatives with positives
• Consumers feel they have no personal choice
  Virtually all groups spontaneously said that the 'chip should be able to be killed' (their language).
Consumer Learning’s So Far

• The fears consumers have are emotional and of the unknown / what could happen
  Quelling those fears with rational argument is largely ineffective
  If they are worried they stay worried unless *categoric* reassuring facts can be given
  Anything else is seen as a “spin”

• Internationally fairly consistent reaction with US, Japan & Germany more negative than UK & France
Consumer Learning’s So Far

- However, early indications suggest that this is not seen as 'worrying enough' to actively oppose.

  There is a belief that 'it's going to happen / is happening anyway.'

  Credit cards, Loyalty cards and the Internet have ‘normalized’ consumers to privacy.

  This is the key area to be tested further in phase II.
Messaging recommendations (so far...)

- 'Selling' the technology, the vision or the consumer benefits exacerbates consumer's problems
- The best communication strategy appears to be positioning the technology simply as an improved barcode
- Clearly reference that the technology has existed for years and give examples of how it is being used now
- Emphasise that the code is on consumer goods' packaging rather than product
Next Steps (Stage II Research)

• We need to replicate the environment that consumers will learn about this technology to assess their reaction

• 3 'fake' newspaper articles that take different angles will be written:
  - Tabloid style scare story
  - Quality press concerned angle
  - Quality press business benefits angle

• The consumers recruited will be those who tend to be more active / opinionated on 'current issues' to pressure test

• Confirm optimum message framework and potential consumer reactions
COMMUNICATION
MATERIALS
The road to adoption

Awareness \[\rightarrow\] Recruitment

Adoption

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COMMUNICATION MATERIALS

- Awareness
  Video presentation
  Mini brochure
  Kiosk
- Recruitment
  Brochure
- Education & Adoption
  Technology Guide
  Sponsor Guide
AWARENESS

• Four part video presentation
  The Challenge
  Proving the Concept
  A word from our sponsors
  Making it real

• Available in
  VHS: NTSC & PAL
  Mpeg files on a CD
  On the web site
AWARENESS

- Two page mini brochure
  - Raise awareness of centre
  - Introduce Technology
- Used for:
  - Hand outs at shows, events and conference
  - EPC alliance partners
AWARENESS

- Kiosks
  Available for use at shows
  Download version of the web site & Video presentation
  Holds the mini brochure
Recruitment

• Brochure
  English and Japanese version in print
  PDF version available on web site
  English, Japanese, Chinese (2 versions), French,
  German, Spanish, Italian & Portuguese.

• Print version used for:
  High quality leads
  Recruitment
  Drive internal awareness
EDUCATION & ADOPTION

• Technology guide
  An easy to understand guide to the technology the centre is developing.

• Sponsor guide
  A guide to the centre for new & existing sponsors
  What we do, how we work, who does what.
COMMUNICATION MATERIALS

• All sponsors can have 100 free of charge
• Over this amount ask that you pay cost for printing
• Also ask that pay for the costs associated with using the kiosks – shipping, technical support, etc
• See the order form for details

Simply fill it in and fax it through