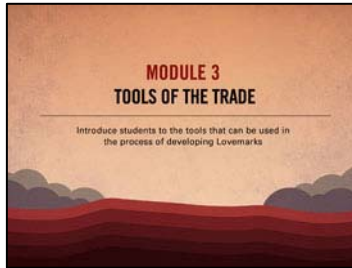


Module 3 - Teaching Notes:

TOOLS OF THE TRADE

Estimated Duration: 40 minutes (35 slides)

Suggested Discussion and Class Activities: 7



Slide 1

Module 3 introduces tools that can be used in developing Lovemarks. These tools can help assess the status of a brand on the Love/Respect Axis and identify areas that need to be strengthened for that brand to progress to Lovemark status. These tools can also be used as insight generators.



Slide 2

To create a Lovemark, marketing strategy needs to focus on increasing Love and Respect for a brand by maximizing the consumer's emotional connection with it.



Slide 3

"It's not always easy to find the recipe for love. The ingredients are many and always different for each individual" - Luciano Benetton



Slide 4

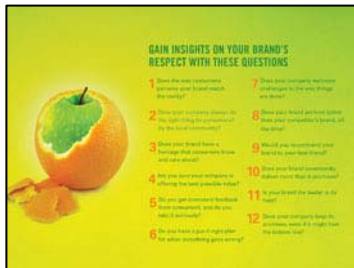
Step One: Start with Respect

There are three aspects which help create Respect with consumers: Performance, Trust and Reputation.



Slide 5

No Respect, No Love. Respect must be earned again and again.



Slide 6

Gain insights on a brand's level of Respect with these questions.

Discussion: Provide an example of a purchase that was driven by emotion.



Slide 7

Step Two: Get close to consumers



Slide 8

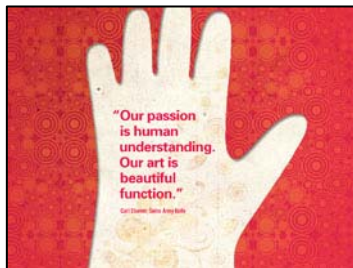
Consumers own the brand.



Slide 9

Five ways to connect with consumers.

Discussion: How would you define Loyalty Beyond Reason?



Slide 10

"Our passion is human understanding. Our art is beautiful function" - Carl Elsener, Swiss Army Knife



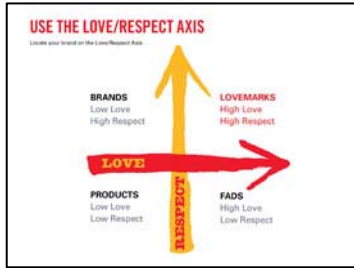
Slide 11

Step Three: Find out where you stand



Slide 12

Here are three tools that can help you understand where a brand is positioned in their journey towards being a Lovemark. These tools can also act as insight generators.



Slide 13
The Love/Respect Axis.

Class Activity: Plot a selection of brands from the same product category on the Love/Respect Axis. A video demonstrating Kevin Roberts perform this exercise is available for download with this Teaching Module.



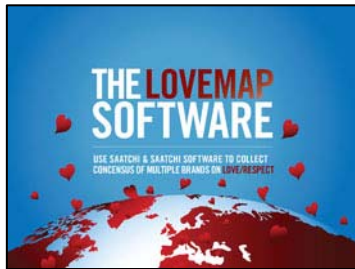
Slide 14
The Lovemarker is a creative insight generator that measures emotional heat from the three characteristics of Lovemarks: Mystery, Sensuality and Intimacy.

How to use the Lovemarker

- Score: 2 points for Hot, 1 point for Warm and 0 points for Cold
- No Respect, no Lovemark. You must score at least 25 Respect points to be considered for Lovemark status.
- What your points mean:
 - 0 to 36 points = commodity
 - 37 to 40 = brand
 - 41+ = Lovemark

Class Activity: Provide each student with a copy of the Lovemarker and get them to take a brand through the paces. A replicable Lovemarker is able to be downloaded with this Teaching Module.

Class Activity: Choose a brand and decide where its competitors have out-performed it in relation to Mystery, Sensuality and Intimacy. Come up with 5 ideas that can help close the gap.



Slide 15

The Lovemap introduces you to Lovemarks and the relationship between Love and Respect. Using this proprietary software by Saatchi & Saatchi, you can create an interactive and structured conversation. You can assess brands, services or experiences and compare them on the Love/Respect Axis. You can also use the Insight Generator tool to examine and discuss weaknesses and strengths in relation to Respect and Love qualities. From these discussions, you can work together to develop ideas for creating Lovemarks.

The Lovemap allows you to do the following:

- Plot levels of Love & Respect
- Generate discussion
- Spark insights
- Inspire action

The BETA Lovemap software for PC and Mac has a 40 person maximum field limit. The software and user/moderator manual is available upon request through www.lovemarkscampus.com.



Slide 16

You can map you client's Lovemark status against that of its competitors.

View individual Respect for multiple brands.



Slide 17

View individual Love results for multiple brands.



Slide 18

You can assess and locate a client's brand, service or experience on the Love/Respect Axis.



Slide 19

Step Four: Transform with Mystery

Great relationships thrive on learning, anticipation and surprise. When you know everything, there is nothing left to discover. Mystery is about Great Stories; Past, Present and Future; Tapping into Dreams; Myths and Icons; and Inspiration.



Slide 20

Most businesses are obsessed with downplaying Mystery. They are determined to frame the world so it fits their own systems and processes. But drowning people in information is a major turnoff! People love to be intrigued and make discoveries for themselves. This is true with human relationships too. How many relationships come adrift because the spark goes out? How often do experts prescribe more Mystery and surprise to re-ignite what has gone flat?



Slide 21

Here are three ways to find your secret formula for success:

1. Understand the power of stories
Every brand has a story and the best ones often come from consumers. Identify the key elements of a great story.
2. Get into Icons
Great icons have always worked hard to bring a sense of Mystery to brands. The Pillsbury Doughboy with its charming giggle has delighted generations of consumers. You will find that icons work when they connect with emotional truths.
3. Become a dream merchant
We know that one brand can mean something different to every consumer. By getting in touch with what consumers dream about, you can reveal profound insights into their needs and aspirations.



Slide 22

Step Five: Transform with Sensuality

The senses are the fast track to human emotion: Sound, Sight, Smell, Touch and Taste.



Slide 23

Emotions alert us to how important our senses are, not only to our well-being, but to our very survival. In a sensual world, the experiences of faster, brighter and louder hit the wall real quick. Lovemarks need Sensuality, but they need it with a touch of human emotion.



Slide 24

You can use the five senses to help fast track human emotions:

1. Turn up the music
List the songs that reflect the relationship you want with consumers.
2. Embrace screens
The screen is the marketplace of this century – screens play to our sense of sight and sound.
3. Ask for a hand
Sensuality means getting physical. Get people to play with your product, let them get their hands on the packaging and encourage them to make prototypes that work for them.
4. Get in touch
Brands that offer new sensual experiences will become leaders. Beware of bland.
5. Don't get hung up on taste
Taste can be challenging, unless you're in the food business. Use taste as a surefire way to stretch your brain.



Slide 25

Step Six: Transform with Intimacy

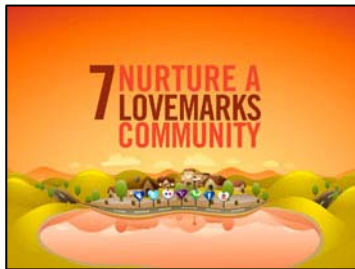
Sure people need thrills, spills and big gestures in relationships, but they also need closeness, trust and Intimacy. Intimacy hotwires into consumers' personal aspirations and inspirations.



Slide 26

4 steps to creating a moving experience:

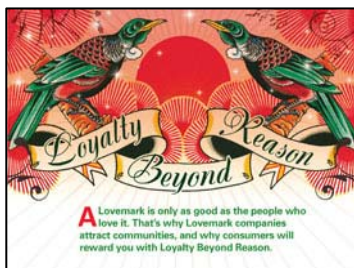
1. Take action
Strike the phrase “I hear what you’re saying” from your vocabulary right now! Hearing is one thing; listening and doing are different all together. Listen and Act!
2. Build in layers
Intimacy and Mystery have many connections. Find resonances that consumers can uncover.
3. Learn to let go
Customization is pragmatic, particularly in a world where people can personalize almost anything. People like to participate when there are meaningful choices – so let them have choices.
4. Get inspired by family
Sharing is how you create a family that is emotional, proud and fiercely loyal. Love is two-way. Sharing is the essence of Intimacy.



Slide 27

Step Seven: Nurture a Lovemarks Community

Commitment is one of the most important and demanding Lovemarks attribute. Being committed is different to just being involved. Long-term commitment is the goal because it can transform into Loyalty Beyond Reason.



Slide 28

A Lovemark is only as good as the people who love it. Communities are formed when a group of loyal and committed consumers band together. Fan clubs, social networks, even tattoos are sure signs that you are in the Lovemarks Zone.



Slide 29

Step Eight: The Lovemarks Organizing Idea

The purpose of a Lovemarks Organizing Idea is to provide a point for harmonious and united action for creatives, clients, stakeholders and consumers.



Slide 30

A Lovemark Organizing Idea is emotionally engaging and connects heart and head.

- It flows from a new and surprising, people-focused insight.
- The insight is emotionally inspired with inherent drama and tension for people.
- The idea is strategic, not executional .
- It is simple, short and provocative.
- It will inspire and generate ideas at all contact points.
- It transforms the client brief, it does not simple replicate it.
- It is a long term idea capable of delivering campaigns and initiatives.

Class Activity: Break the class into groups of 5 and have each group develop a Lovemarks Organizing Idea for a brand. Share and discuss.



Slide 31

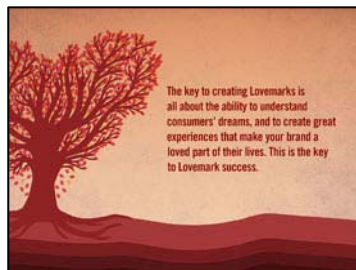
What is the work?
Case studies



Slide 32
T-Mobile, United Kingdom



Slide 33
World Wildlife Fund, South Africa



Slide 34
The key to creating Lovemarks is all about the ability to understand consumer's dreams, and to create great experiences that make your brand a loved part of their lives. This is the key to Lovemark success.



Slide 35
Please visit www.lovemarkscampus.com for more Lovemarks and Saatchi & Saatchi materials. Invite students to view and/or send in their Lovemark stories to www.lovemarks.com. Join us on www.facebook.com/lovemarkscampus and www.twitter.com/lovemarkscampus.

ENDS

Reference List:

- *The Lovemarks Effect: Winning in the Consumer Revolution*, by Kevin Roberts, powerHouse Books, New York 2006.