

HELLO POSSUM

— A CONSUMER INSIGHTS COMPANY —

Introducing
- BRAND STAND -



Hello

For over a decade Hello Possum has been hard at work uncovering insights that can make big differences to your brand.

We are early adopters of new research methodologies and continue to be champions of innovation - not for the sake of being different, but with the goal of doing it better.

Today, we enter a new era. We are proud to introduce **BRAND STAND** - a delicious marriage of big data and qualitative that can help you gain incomparable insight into your brand, product and audience and give you the competitive edge.

Read on and we'll explain what it is, how it works and why you should call us to start your **BRAND STAND** project.



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WHAT
is
BRAND
STAND?



BRAND STAND /s

A proprietary tool from Hello Possum. **It's exclusively ours** (you can't get it anywhere else!).

By fusing Big Data with Qualitative, BRAND STAND gives you a **hyper-focused snapshot of your audience**, allowing you to:

Immerse yourself in your target's world and gain a deeper, more human understanding of who they are.

Identify where your brand stands in the target's mind.

Understand the target's relationship with competitive and complementary brands, products, personalities and categories.



The *Result?*

Through experience, analytical rigor and an heightened level of empathy, BRAND STAND leads to **fresh, useable insights** and a strategic **action plan**.

BRAND STAND enables you to **positively impact** marketing, media, content as well as products and their features.





HOW
does
BRAND STAND
work?

Combining big data with one- on-one customer *Insights*

BRAND STAND is a two-phased experience

Phase One: Big Data (the who, what, where):

This phase uses **customer-insight software** that has access to a representative Facebook panel of over 10 million US consumers. It presents a picture of **BRAND FANS** - consumers who are interested in a specific brand.

To qualify, panel members must demonstrate that they are **more interested** in a product or category **than the average** consumer. (This is determined via an algorithm that takes into account both the type and frequency of interaction as well as time frame).

Panel members **do not overlay 100%** with the brand's existing Facebook audience. It's a **representation sample of your 'fans'***.

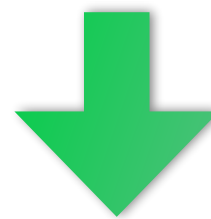
*See
appendix for a more
detailed explanation, but
on average, Forester data
shows that 88% of fans
are also customers

Phase two: *qualitative Research*

Phase 2: Qualitative Research - we zero in on **‘the why’s’**.


Using the **identified target profile created in Phase one**, we implement a qualitative online plan that focuses on understanding the **target’s motivations** as it relates to your brand. Why do they **connect** with it? Why **your brand** over the competition (and all the other well-crafted questions we have developed and honed over a decade’s worth of **customer-insight experience**).

This enables us to immerse ourselves in the target’s world and gain a **deeper understanding of how they connect with your brand**.



The result: big-data led qualitative that is **richer, deeper and more truly representative of your target**.





*Enough talk -
Some Examples*



1. DEMOGRAPHICS

Bringing phase one to *Life*

Our first example looks at Whole Foods Market. Some information from their website:

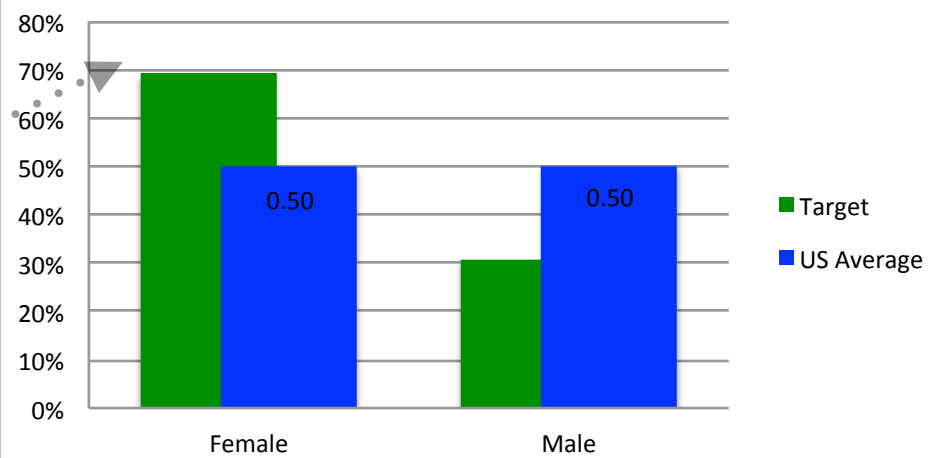
COMPANY INFO

America's Healthiest Grocery Store™

Who are we? Well, we seek out the finest natural and organic foods available, maintain the strictest quality standards in the industry, and have an unshakeable commitment to sustainable agriculture. Add to that the excitement and fun we bring to shopping for groceries, and you start to get a sense of what we're all about. Oh yeah, we're a mission-driven company too.

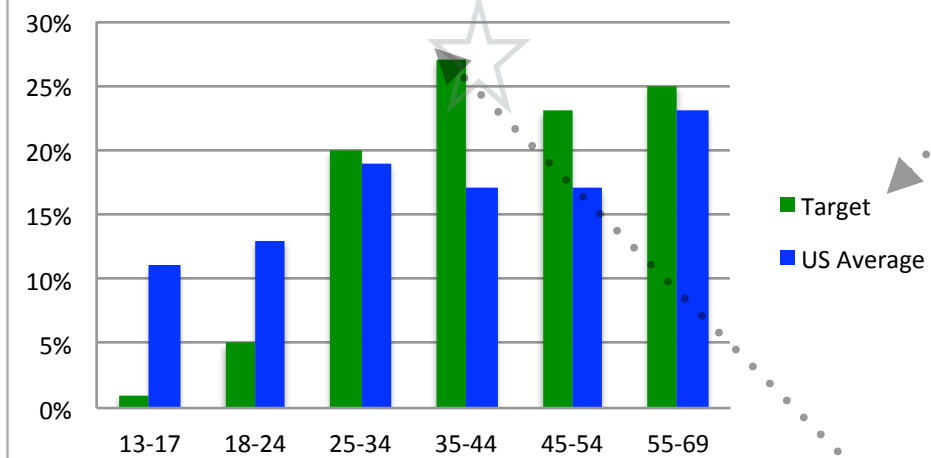
Now we've learned a little about the company, what can we find out about the shopper? Overall, let's see who shops there....

Gender



Skews
female
-70%

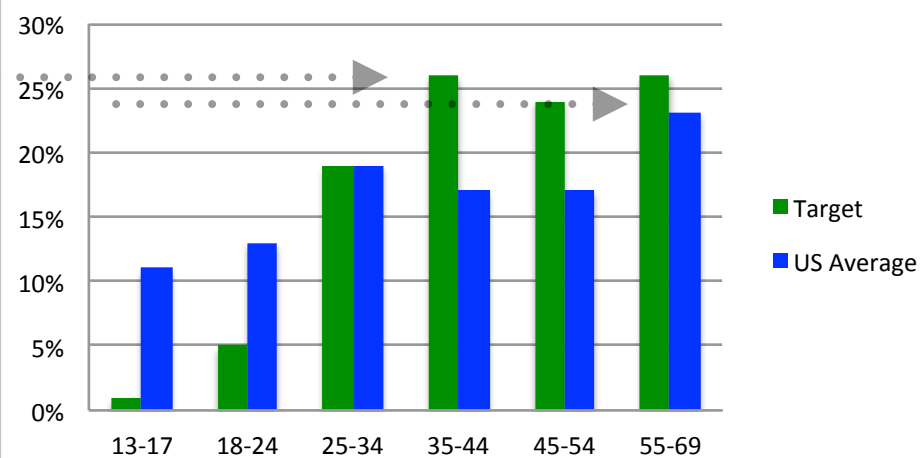
Females



WFM
shopper

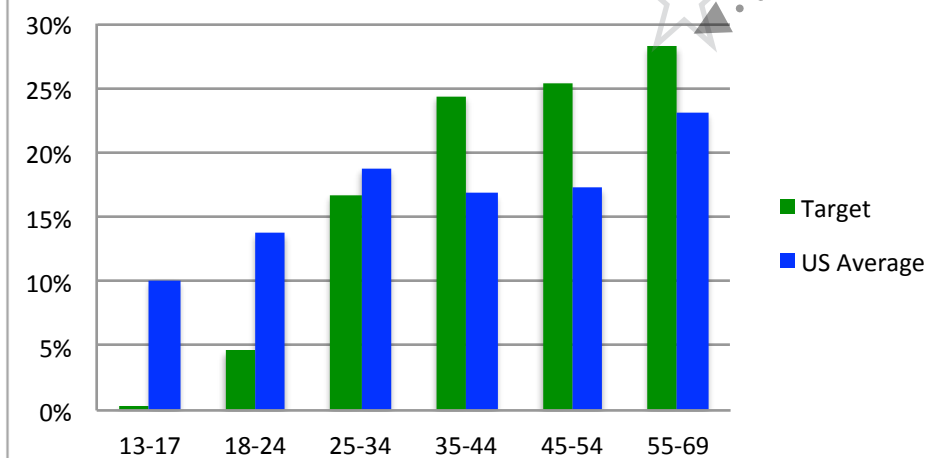
Population
average

Age



Strongest
with 35-44 &
55-69
bracket

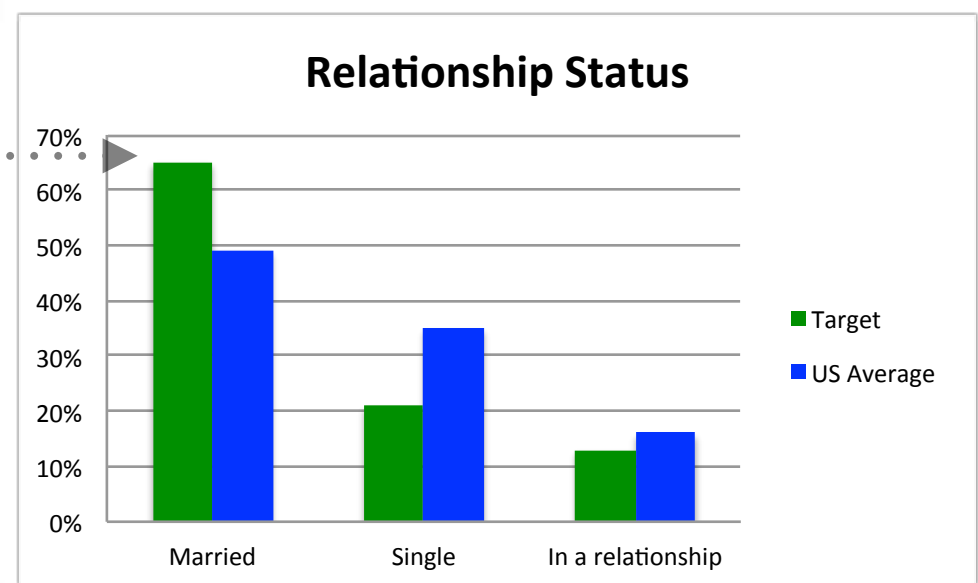
Males



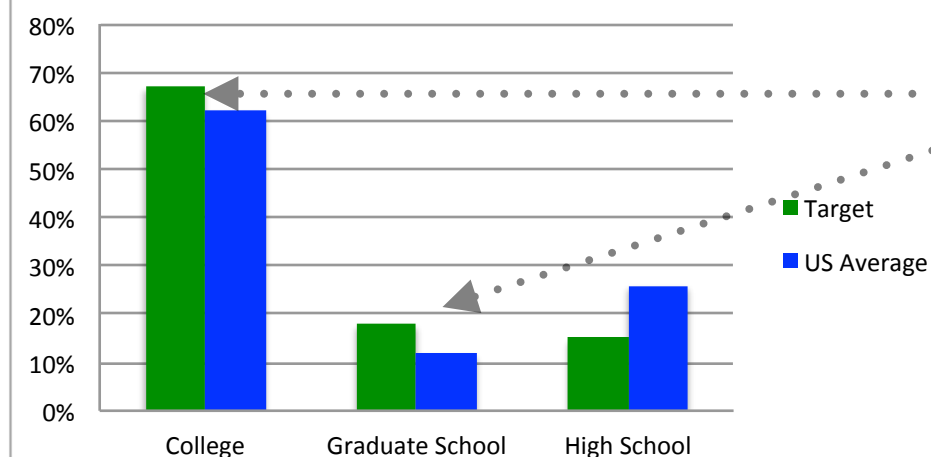
Largest
target by
gender

As well as gender and age, what else can we learn about these folks?
Are they married? College-grads? Have kids? Where do they live? Let's find out...

16%
more likely
to be
married *

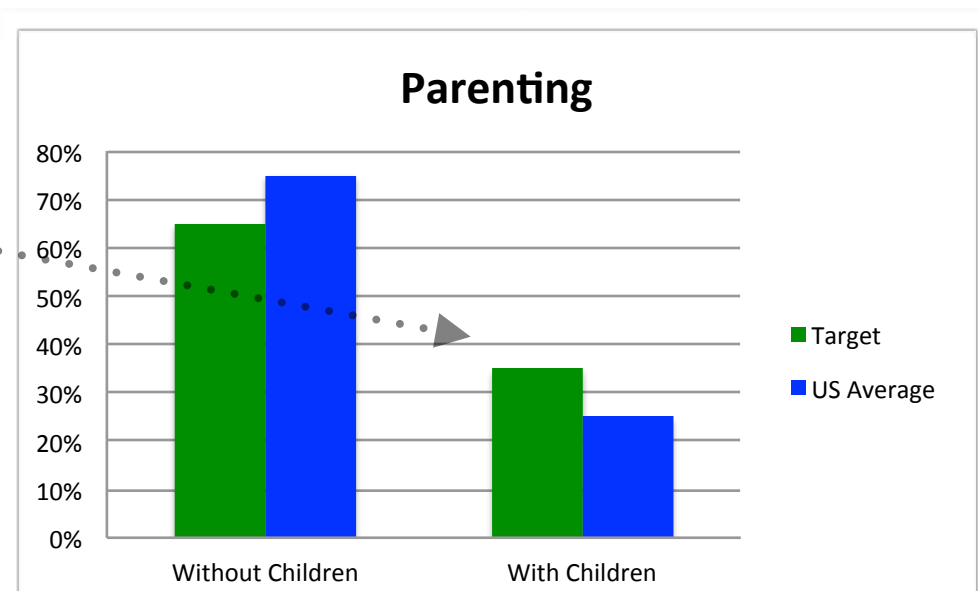


Education

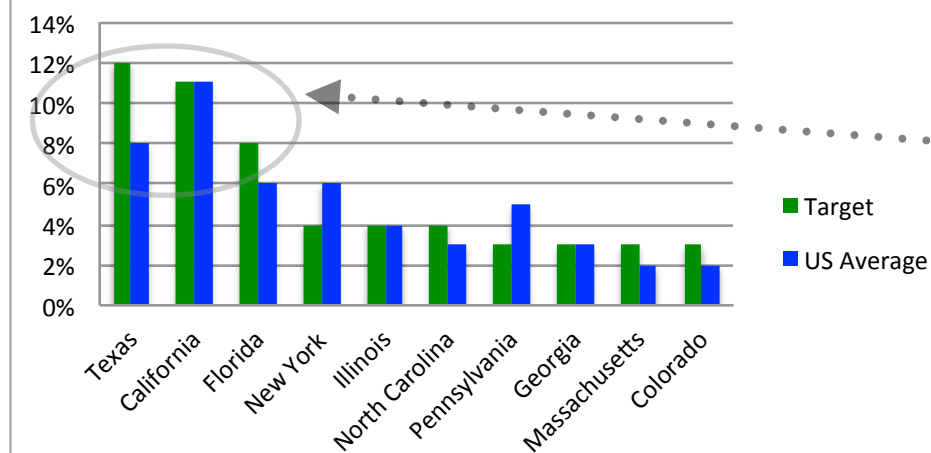


Higher than
average college
and grad
school*

10%
more likely
to have kids
at home*



Top 10 - By State



Concentration
of customers in
3 markets*

Forming a *Picture*

Why is this information relevant?

From our experience, we see that sometimes brands know they have customers, but do not know much else about them. They may have strong sales, a good social media presence and even a robust email database.

Despite having access to all this data, a picture of the audience is often vague. BRAND STAND data gives us the foundations to start building a customer profile. We know **who** is shopping, **where** they are, their level of **income**, **education** and **relationship** status.

But by looking further we can hone in even closer and start to understand **what** makes them tick, what they think is **important** and what they are **interested in**.

So now let's look at the **psychographics.....**



2. Psychographics

What you are going to See

We're about to delve into the world of Beth Brixton, our example **WFM core customer**. In order to provide concrete examples on how you could use this in your own project we have examined the following:

- Beth's **general** interests and passions
- **One specific area of interest** and a closer look at the details
- **Complementary** brands within that area and some activation thought-starters
- The **general top 10 brands** in which the core WFM customer is most interested
- **Activation ideas** for one of these categories

Let's get started!

Meet **Beth**, our core Whole Foods shopper

Beth
Brixton



GENDER

Female: 100%



AGE

35 - 44: 27%
US PS* Average: 17%



STATUS

Married: 77%
US PS Average: 69%



FAMILY

Children: 56%
US PS Average: 54%



EDUCATION

College: 68%
US PS Average: 65%



INCOME

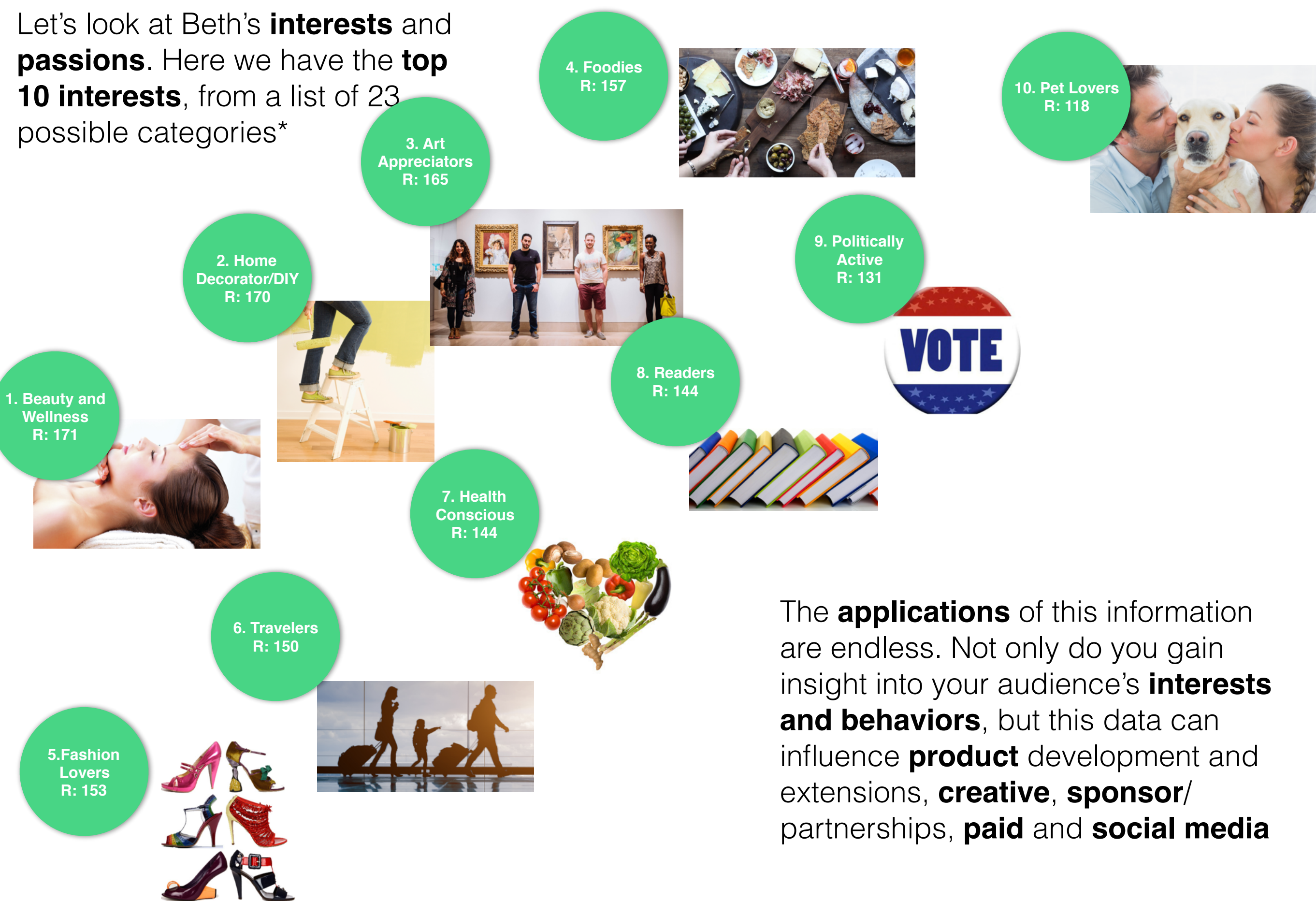
\$40k - \$70k: 48%
US PS Average: 55%

*Findings
reflect insights
based on WFM
female between
ages 34-44*

**Note we are
not comparing to the
US average. US PS
Average is the US
average for this
segment (Female,
34-44)*

*Interesting !
+\$200 (18%) US
PS Average: 8%*

Let's look at Beth's **interests** and **passions**. Here we have the **top 10 interests**, from a list of 23 possible categories*



The **applications** of this information are endless. Not only do you gain insight into your audience's **interests and behaviors**, but this data can influence **product** development and extensions, **creative, sponsor/** partnerships, **paid** and **social media**

R= Relevance Score

*See appendix for full list and description of categories

How do we know it's *Relevant?*

Relevance is the measure of the **balance** between the **popularity** of a category and the **reach** of the audience. It measures the **traits and interests** that distinguish your audience but are also present in a large enough percentage of the general population.

Relevance can fall in the following ranges:

0 - 100: Low relevance

100: Average Relevance

100-200: High relevance

How is the information uncovered? As well as presenting data on our main brand, the program looks to **connect dots** between the **target** and all their **other interests**. Some will be relevant to WFM (e.g Beauty & Wellness), and others will not (these are the ones with low relevance scores and not worth reporting on).

Given the relevance of the Beauty and Wellness category (#1 interest for this segment), knowing which **brands your audience connects with** can be powerful. Below are the top 10 brands. But first a category definition:

Beauty & Wellness: *They dedicate most of their time and energy to the care of their body. Ready to spend part of their budget on beauty products, especially if they consider them of the best quality. Aside from products and objects, consumers in this section also dedicate time and money toward their physical fitness and health, whether that be gym memberships, dietary supplements, or spa treatments.*

<div>1. Aveda R: 164</div> <div>AVEDA™</div>	<div>2. Sephora R 163</div> <div>SEPHORA</div>	<div>3. Burt's Bees R 160</div> <div>BURT'S BEES</div>	<div>4. Tom's of Maine R160</div> <div>Tom's of Maine</div>	<div>5. Couch to 5K R 159</div> <div>5K</div>
<div>6. Origins R 157</div> <div>ORIGINS Powered by Nature. Proven by Science.</div>	<div>7. MAC R 156</div> <div>MAC</div>	<div>8. L'Occitane R 155</div> <div>L'OCCITANE EN PROVENCE</div>	<div>9. Gaiaam R 155</div> <div>GAIAM® live learn grow</div>	<div>10. Young Living R 154</div> <div>YL</div>

Store within a store?

The only 3 brands found in-store

Merged with WFM

Partnership Opportunities?











Potential Stockist?

The following are the *overall* Top 10 Brands they express the most interest in (regardless of category).

Partnership/
onsite ads/
ingredients from
WFM?

Learnings
from
competition

Influence
social content/
food policy/

<p>1. Whole Foods Market R: 200</p> 	<p>2. 100 Day of Real Food R: 171</p> 	<p>3. Trader Joe's R: 170</p> 	<p>4. Seventh Generation R: 169</p> 	<p>5. Food Inc R: 169</p> 
<p>6. Annie's Home Grown R: 167</p> 	<p>7. Anthropologie R: 167</p> 	<p>8. Applegate R: 167</p> 	<p>9. lululemon R: 167</p> 	<p>10. Nordstrom R: 167</p> 

In-store
demonstration/
shelf position/
competitions

Pinterest/
Instagram
content
inspired by

Let's get **category specific** and focus in on the food and drink world:

Categories can influence Pinterest categories, blog recipes, Instagram images, chapters for a WFM recipe book?

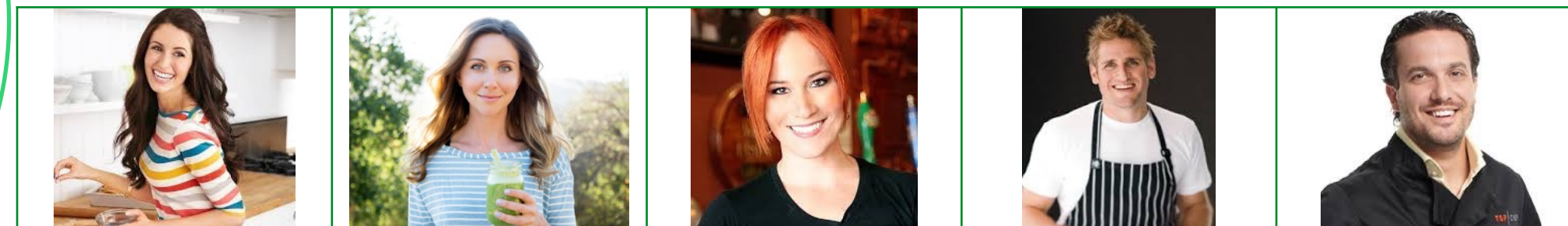
Top Food & Drink Genres

Organic & Natural Foods	Breakfast Foods	Dairy & Eggs	Fruit & Veg	Grains & Pasta
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Top Food & Drink Brands (all a popularity score around 199)



Top Chefs



Chloe Coscarelli

Julie Morris

Chef Adrienne

Curtis Stone

Fabio Viviana

WFM could do store versions of these brands? Use them as hooks to attract customers (e.g. coupon in flyer).

A WFM YouTube channel? Segments/channels from these chefs? Recipes in weekly flyer featuring these chefs? In-store appearances?

And
That's Not
All..

The data can be used in all kinds of ways. For example:

- **Compare your audience to that of a competitor** (e.g. the core Whole Foods Market customer compared to the core Trader Joe's customer).
 - Also useful for **launching products** (see what the established brands are doing).
- **Look at under-performing targets or specific markets.**
We found that Toyota Prius has over 50% of brand fans over the age of 45, and around 60% are male. We also found that overall, the biggest share is in California.
 - For fun, we looked at ways to attract 25-34 year old females in Illinois!



*If
you
want to see these
examples, just
let us know!*



*Let's look
at*
Phase Two

Richer, deeper, *insights*



The data from Phase one is essential to setting the scene, but the full picture does not **come alive** until we complete phase two, the qualitative research. This is where we zero in on **understanding the target's motivations** as it relates to your brand (the why's).

Using the identified target profile, we implement a qualitative online plan that enables us to immerse ourselves in their world and gain a **deeper understanding of how they connect with your brand**. **Why** do they connect? What **need does it meet**? **How** is it unique? **What is the value** of these connections? (And any other burning questions you may have).

BRAND STAND helps enable a conversation with your audience, one that actively engages rather than talks at them. It's big-data led qualitative that is **richer, deeper and more truly representative of your target**.

Bringing Phase Two to *Life*



Earlier, we mentioned Prius. In this example, we would recruit the underperforming target that emerged and work with them in an online forum (we could speak to both those with and without a Prius). Using words, images, exercises and concepts:

We'd look to understand their **attitudes, behaviors** and **feelings** towards the auto category in general.

We'd then move to vehicle class, style and features (e.g. hybrid) to understand how these relate to their **needs** and **desires**.

Then focus in on the Prius brand and models including the features and attributes.

We'd uncover **what** they connect with (and **why**). What holds no interest (and **why**). What is motivating (and **why**).

Eventually, we would arrive at overall **themes and ideas** designed to have Prius in their consideration set.

Why use
**BRAND
STAND?**



BRAND STAND gives you the *Edge*

BRAND STAND gives you the **competitive advantage**. You gain incomparable insight without having to resort to guessing, older data or expensive custom - quantitative research projects.

Further, when it comes to the qual phase, you can focus efforts on understanding the targets' **genuine relationship** with the brand. You don't have to waste time uncovering the who/what/when as the big data phase has already done this. You know them well and can hone Phase 2 accordingly.

Plus, **it's fast**. Phase 1 can be delivered in 3 days or less. From there, you can decide if you want to move straight to Phase 2 or build in strategic or creative development time. When you are ready, we develop the screener while you get prepare to have a **deep conversation** with your target!

When to use
**BRAND
STAND**



BRAND STAND can assist *In*

Some **recommend uses** include:

- Pitches
- General 'state of play' read of the brand
- Brand refresh
- Media Planning
- Competitive Analysis
- Creative development
- Partnership opportunities
- Product enhancements
- Social media content and strategy
- Influencer marketing selection
- Tracking
- New launches/start ups



Let's
talk!

*To learn more about
BRAND STAND or to
discuss specific needs
contact us - we'd love to
hear from you*

Contact:
[natalie@hello-
possum.com](mailto:natalie@hello-possum.com)
917 912 7567







Appendix

Say Hello to our 23 Interest Categories!


1. Beauty and Wellness




2. Home Decorators/ DIY




3. Art Appreciator




4. Foodies




5. Fashion Lovers




6. Travelers




7. Health Conscious




8. Readers




9. Politically Active




10. Pet Lovers



11. Gamers




12. Design Lovers




13. Party Goers


Wellness




14. Entertainment Junkies




15. Business People




16. Public Figure Followers




17. Music Lovers



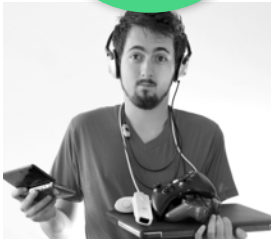
18. Netizens




19. Sports Enthusiasts



20. Techies




21. Nerds




22. Motor Lovers

Beauty and



23. Outdoor Enthusiast



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Useable
insights
that
matter!