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LAUNCHFORCETM
strategy

THE HEARTSTRINGS PROCESS™

To define & deliver the specific desires that brands can fulfill for their customers. The strategic commitment to the satisfaction of these desires defines a brand/category's purpose.

HEARTSTRINGSTM

Process



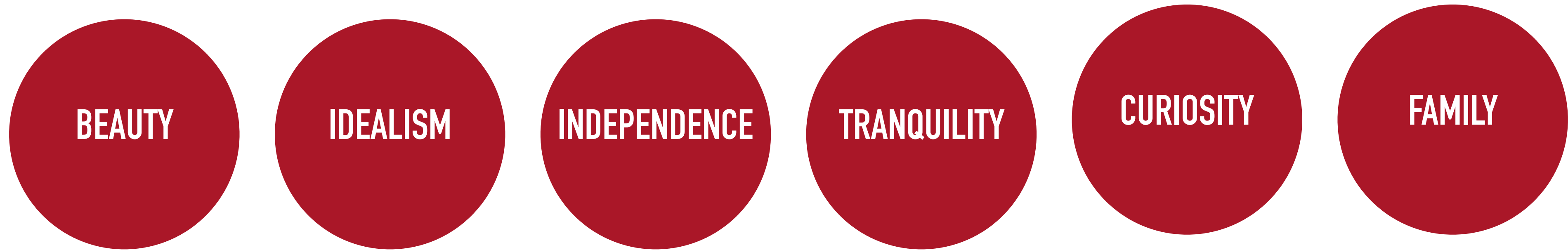
What are the Heartstrings that connect your category to your most important customers? Derived from BIG research.

Recommend Messaging Strategy based on BIG research.

Develop specific communication, innovation and brand experience programs based on Messaging Strategy.

HEARTSTRINGS™

Process



Six concept statements were developed, each one representative of a unique motivational perspective (aka Heartstring). These statements were developed based on discussions with key industry representatives and Launchforce Strategy's knowledge of human motivations.

HEARTSTRINGS™

Process

LEADING MESSAGING
STRATEGY PLATFORMS

BEAUTY

INDEPENDENCE

IDEALISM

TRANQUILITY

The findings from the BIG Research Study showed that Beauty, Independence, Idealism and Tranquility were all strong messaging areas. Family and Curiosity were moderately strong, but were more specific to particular niches.

HEARTSTRINGS™

Process

BEAUTY

I see and appreciate nature as a gift of beauty that is incomparable and seek to experience it as much as possible.

- ▶ Consumers are seeking to ***“experience the beauty of nature.”***
- ▶ Wild bird feeding provides the opportunity to fulfill this desire on an everyday basis.
- ▶ This desire is the most resonant and universal across all segments. Some 80% of “highly involved” customers rated this as very much describing how they feel about wild bird feeding.

HEARTSTRINGS™

Process

BEAUTY

This is representative of how consumers expressed Beauty in their own words.

- ▶ *"Bird feeding brings something beautiful into my world that I might miss."* Highly Involved, Age 69
- ▶ *"Increases the beauty of your everyday."* Low/Mod, Age 23
- ▶ *"Nature is beauty."* Prospect, Age 40
- ▶ *"It's a great way to experience another one of nature's gifts."* Prospect, Age 30

HEARTSTRINGS™

Process

INDEPENDENCE

Being outdoors and part of nature is where I feel most comfortable and alive.

- ▶ Consumers are seeking a way to ***“connect with nature and be part of the outdoor and natural world.”***
- ▶ Wild bird feeding provides the opportunity to set aside your everyday world. The focus here is on a type of escapism or independence from everyday worries and responsibilities.
- ▶ This desire is also very strong across all segments.

HEARTSTRINGS™

Process

INDEPENDENCE

This is representative of how consumers expressed Independence in their own words.

- *"Wild bird feeding gives you a chance to connect with nature."* Low/Mod, Age 23
- *"I can step away from my busy life and experience the beauty of nature."* Highly Involved , Age 36
- *"Getting in touch with nature. Feeling whole and at peace."* Prospect, Age 31

HEARTSTRINGS™

Process

TRANQUILITY

I am someone who seeks to maintain balance, calm and tranquility in my life.

- ▶ Consumers are seeking a way to ***“bring calm and peace to their lives.”***
- ▶ Highly related to Beauty & Independence, Wild bird feeding provides the opportunity to achieve a sense of calm and peace in the midst of a busy and chaotic world. It describes the emotional outcome that people feel.
- ▶ This desire is also very strong across all segments, although slightly less so than Beauty and Independence.

HEARTSTRINGS™

Process

TRANQUILITY

This is representative of how consumers expressed Tranquility in their own words.

- ▶ *"Birds bring peace."* Low/Mod, Age 40
- ▶ *"It makes me feel calm."* Highly Involved , Age 58
- ▶ *"Wild bird feeding is a calming activity that gives you a break from other stressful things going on in your life."* Prospect, Age 22

HEARTSTRINGS™

Process

IDEALISM

I am someone who is passionate about standing up for what is right and making the world a better place for all.

- ▶ Consumers want to feel that they are *“caring for innocent creatures.”*
- ▶ Wild bird feeding provides the opportunity to achieve a sense of worth and purpose. The direct appeal of “environmentalism” is more polarizing and should be avoided.
- ▶ This desire is also very strong across all segments, and is particularly resonant among Prospects and Millennials.

HEARTSTRINGS™

Process

IDEALISM

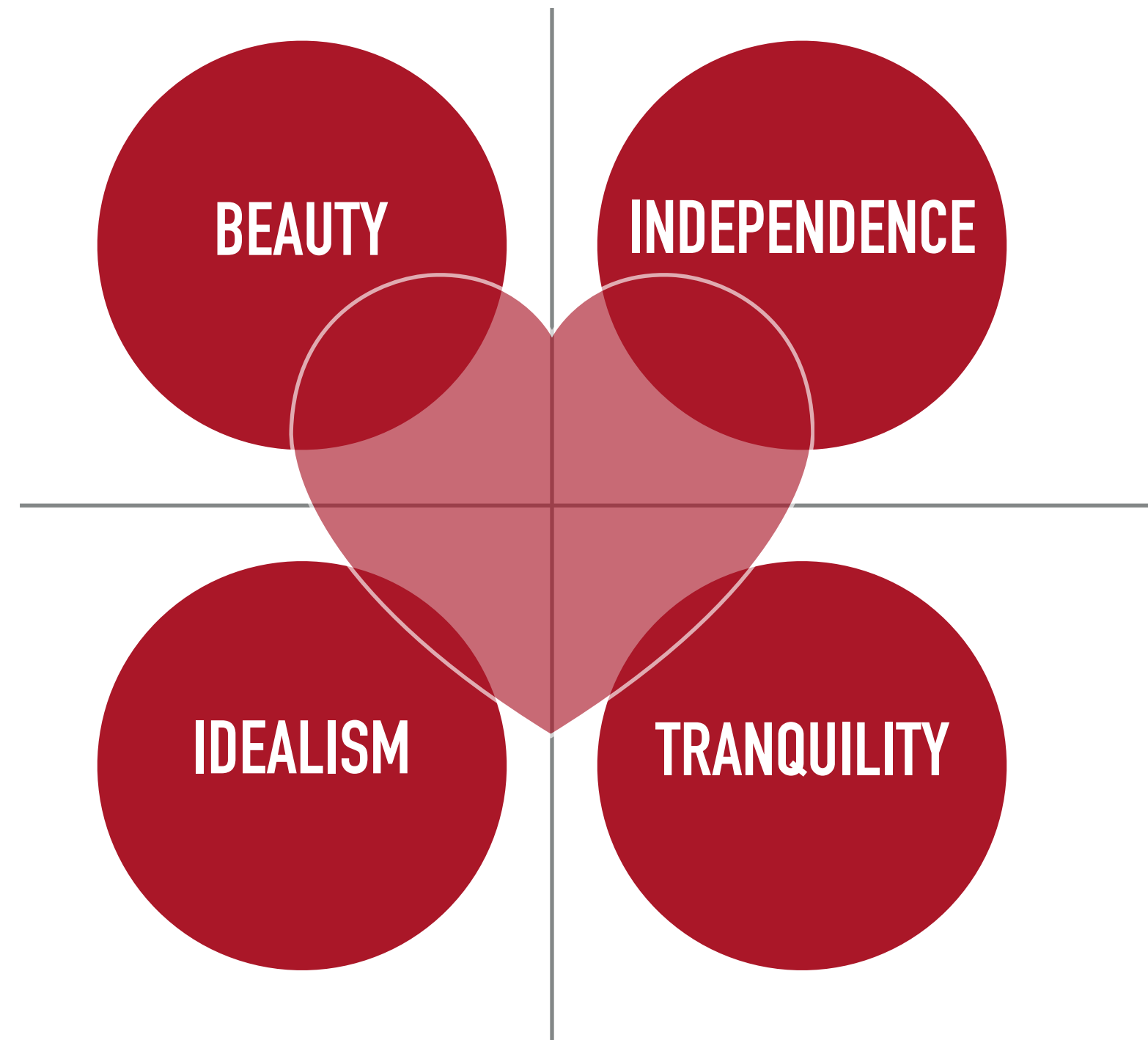
This is representative of how consumers expressed Idealism in their own words.

- ▶ *"Wild bird feeding is an opportunity for us to make a positive difference in our own backyards." Low/Mod, Age 45*
- ▶ *"It's like giving back to creatures that need our help." Lapsed, Age 33*
- ▶ *I am helping preserve nature, giving habitat support." Highly Involved, Age 62*
- ▶ *"Wild bird feeding is a way to contribute positively to the world." Prospect, Age 35*

HEARTSTRINGS™

Process

HEARTSTRINGS FOR WBF
CONSUMERS

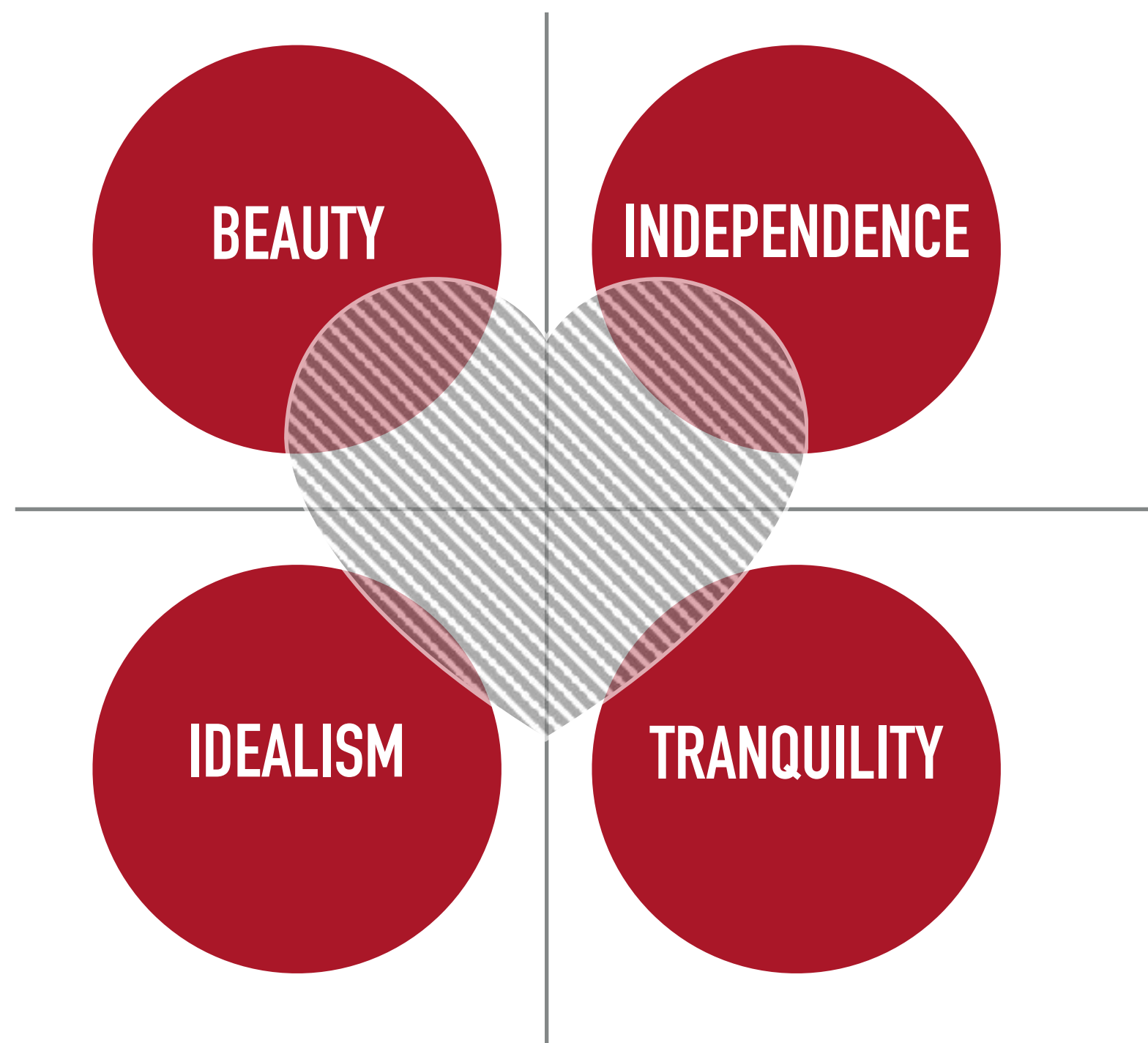


The intersection of these Heartstrings is where we will find the *Messaging Strategy* that will maximize consumer interest in wild bird feeding.

MESSAGING

Strategy

Who?



- ▶ The first strategic decision is WHO will be the Target Audience.
- ▶ While all customers are important, given limited resources, it is beneficial to focus on the segment which represents the highest lifetime value.
- ▶ For this analysis, we used the profile of those who were considered "prospects" defined as those customers who *have never participated in bird feeding but may consider it in the future*.

MESSAGING Strategy

We gave our profile a name for purposes of making the target more personal!

Who? (Sarah)

BEAUTY

INDEPENDENCE



IDEALISM

TRANQUILITY

- ▶ Millennial & Gen X
- ▶ Bullseye Age 38 Years
- ▶ Female
- ▶ Married, but not necessarily with children
- ▶ Current Homeowner
- ▶ Enjoys the outdoors and nature

MESSAGING Strategy



What? (Core Message)

Wild bird feeding lets you experience a beautiful and peaceful gift of nature in your life everyday.

MESSAGING

Strategy



#1 Experience

- ▶ Wild bird feeding is an *experience* not a hobby. This directly expresses the first person benefit in a way that is non-threatening. Communication should focus on elements of the experience—sights, sounds & emotions.
- ▶ This represents a mind-set change for the industry moving from selling functional products to offering “*the opportunity for an experience,*” complete with all of the associated sensory and emotional outcomes.

MESSAGING Strategy



#2 *Beauty & Peace*

- ▶ The nature of the *experience* is one of peaceful beauty. This is the way people feel when they are immersed in the experience.

MESSAGING Strategy



#3 Gift of Nature

- ▶ This element focuses on the emotional desire to love and care for nature rather than a direct appeal to environmentalism, which raises some push-back that is political in nature.
- ▶ The concept of “gift” subtly expresses that wild bird feeding is an act of caring for something “precious” and provides a deep sense of purpose.

MESSAGING Strategy



#4 *Everyday*

- ▶ “Everyday” frames the occasion of wild bird feeding as one that is a daily respite from the stresses and chaos of life. The goal is to increase the relevance and participation in the experience.

The WBF Story Arc

Wild bird feeding lets you experience a beautiful and peaceful gift of nature in your life everyday.

CHARACTER



A young woman who is completely immersed in the busy-ness of life .

CONFLICT



She feels stress and finds its difficult to relax on a daily basis.

CRISIS



She realizes that she may be missing out on what is truly important and meaningful.

TRANSFORMATION



She is searching for a way to reconnect with the beauty of nature.

AGENT/GIFT



RESOLUTION

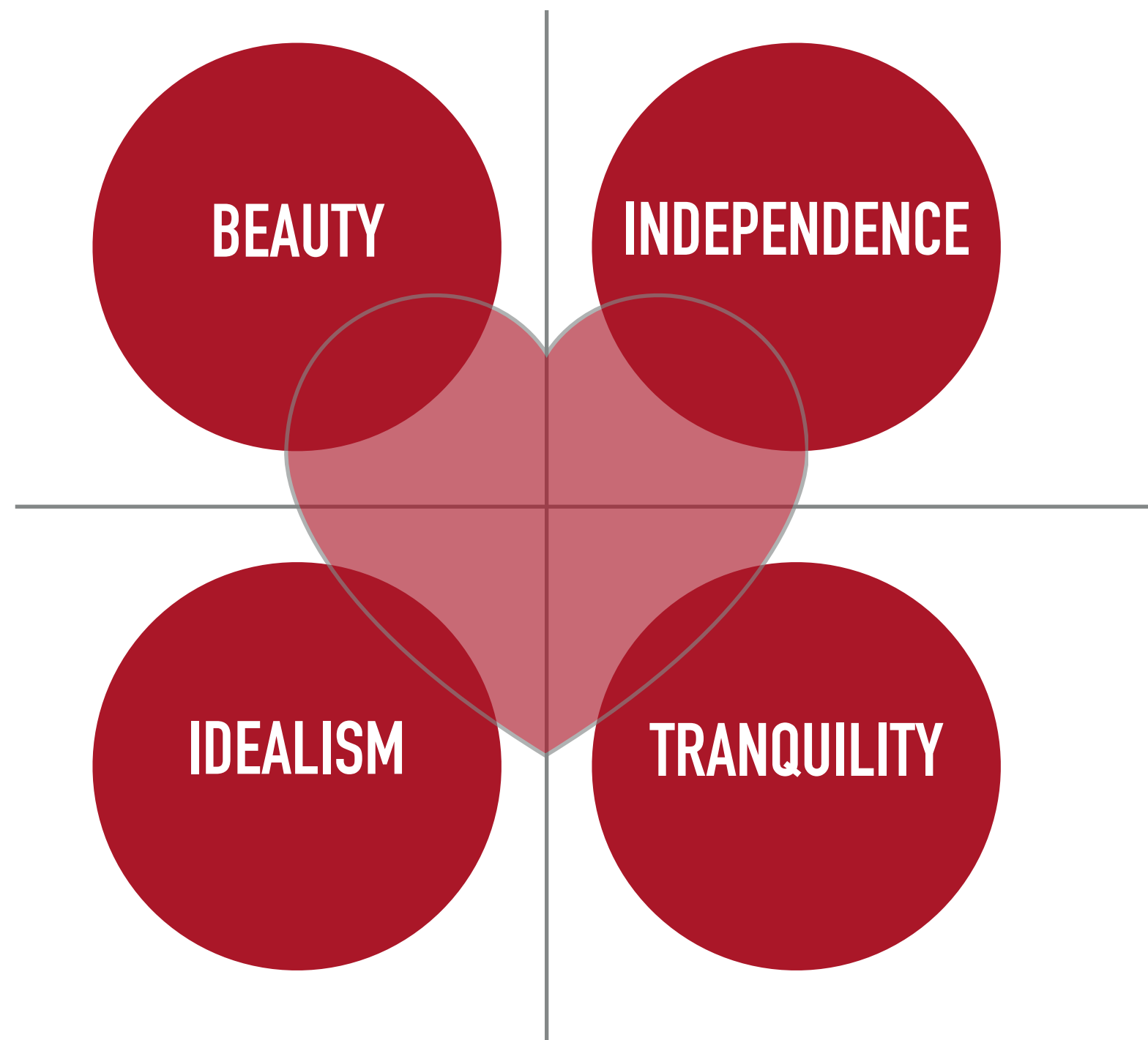


She feels balance, joy and freedom.

MESSAGING

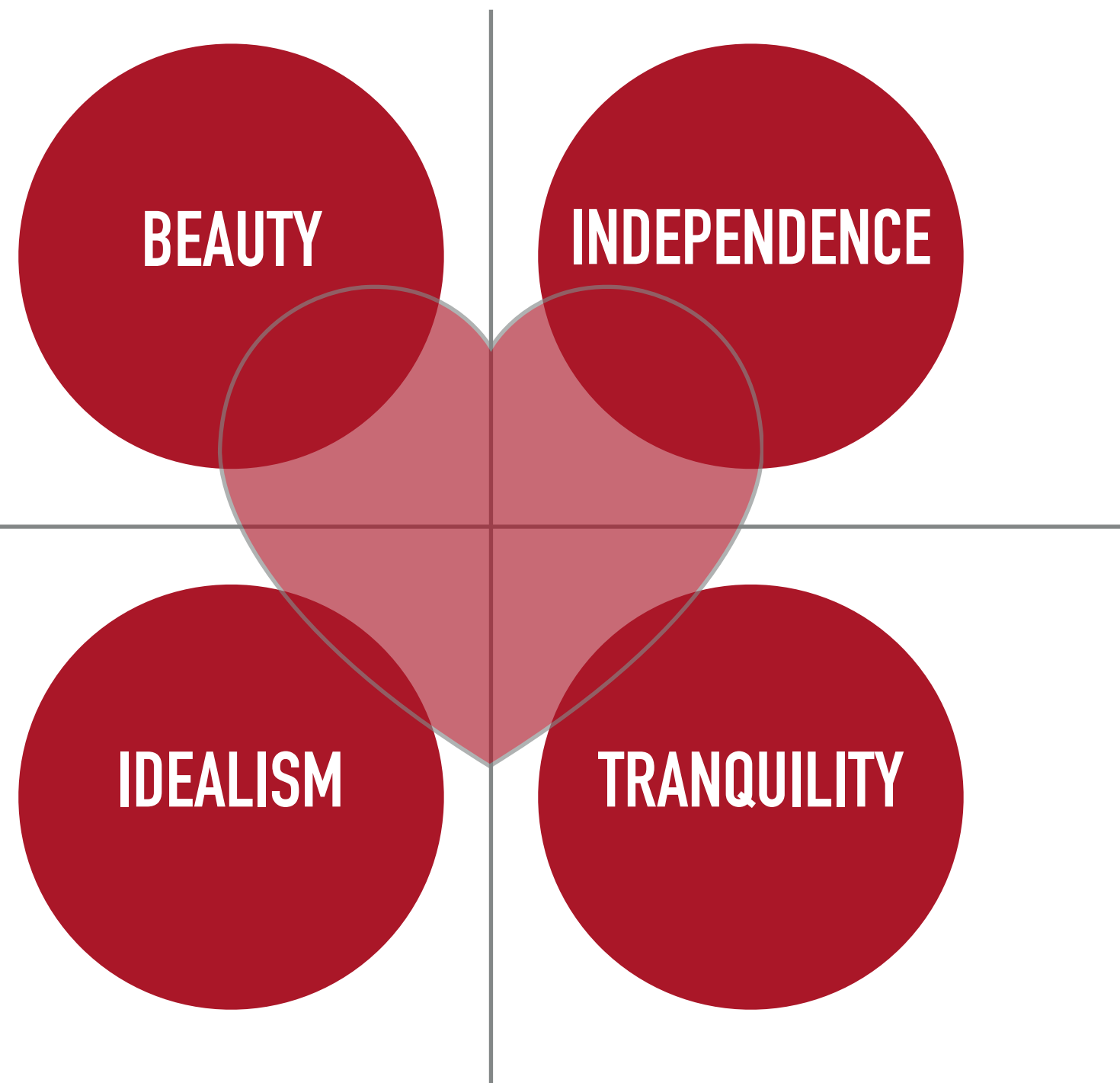
Strategy

How?

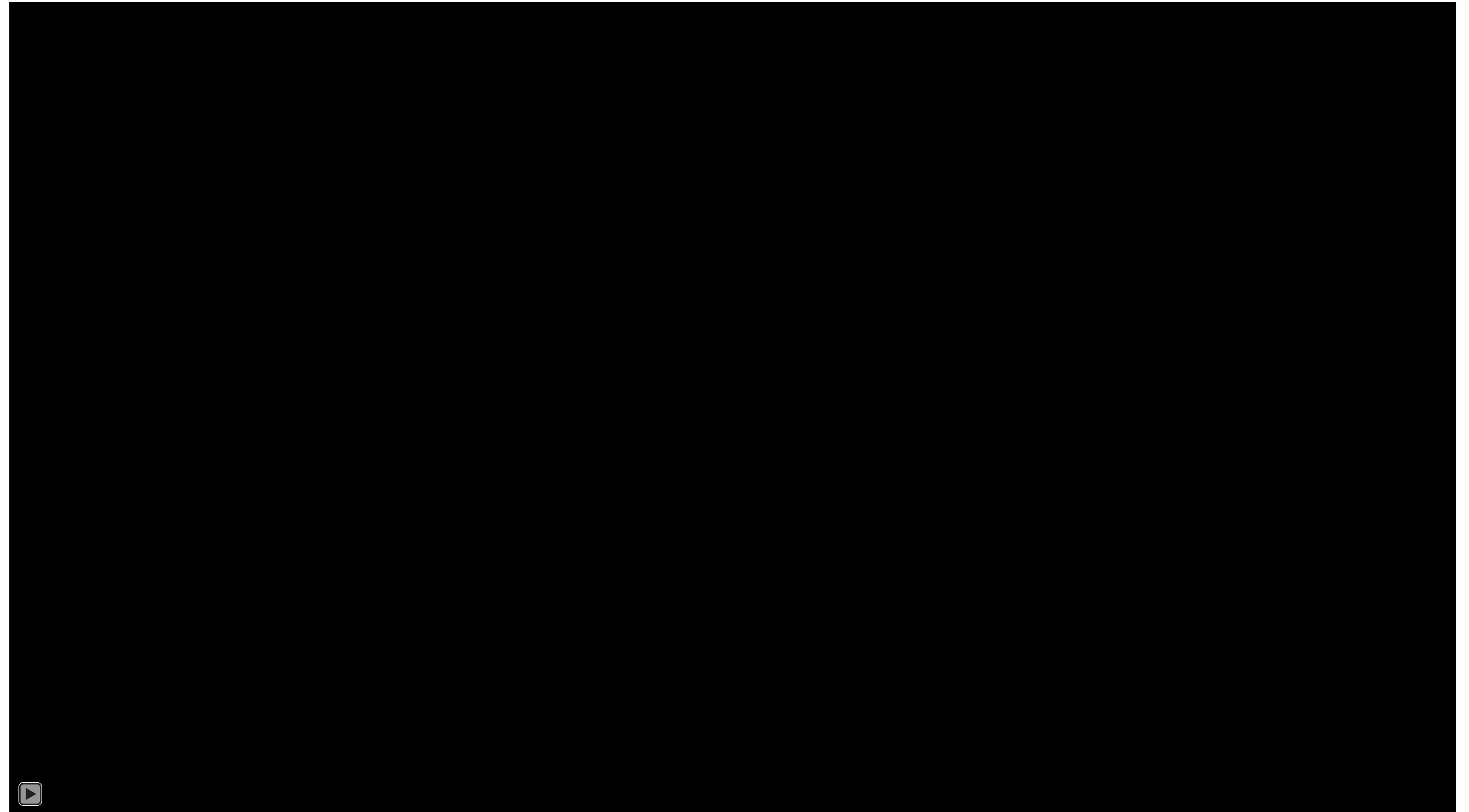


- ▶ This single greatest barrier to growth of wild bird feeding is top of mind awareness (ie. *I never thought about it*).
- ▶ This suggests that simply by communicating about the experience to target consumers will result in the acquisition of new customers and increase in activity by lapsed and current customers.
- ▶ WBFI should consider an industry-sponsored effort to activated category growth.

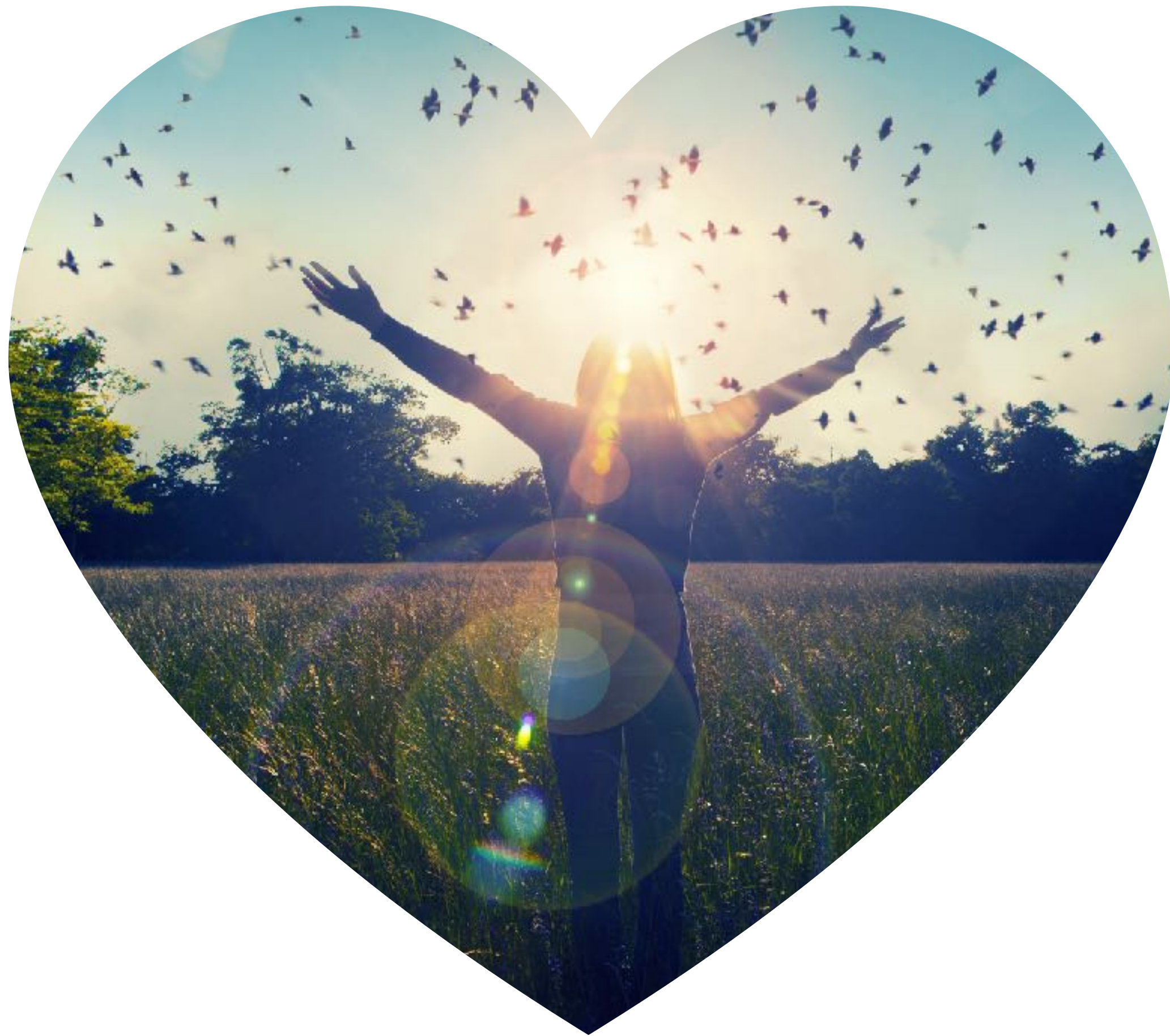
MESSAGING Strategy



Example



MESSAGING Strategy

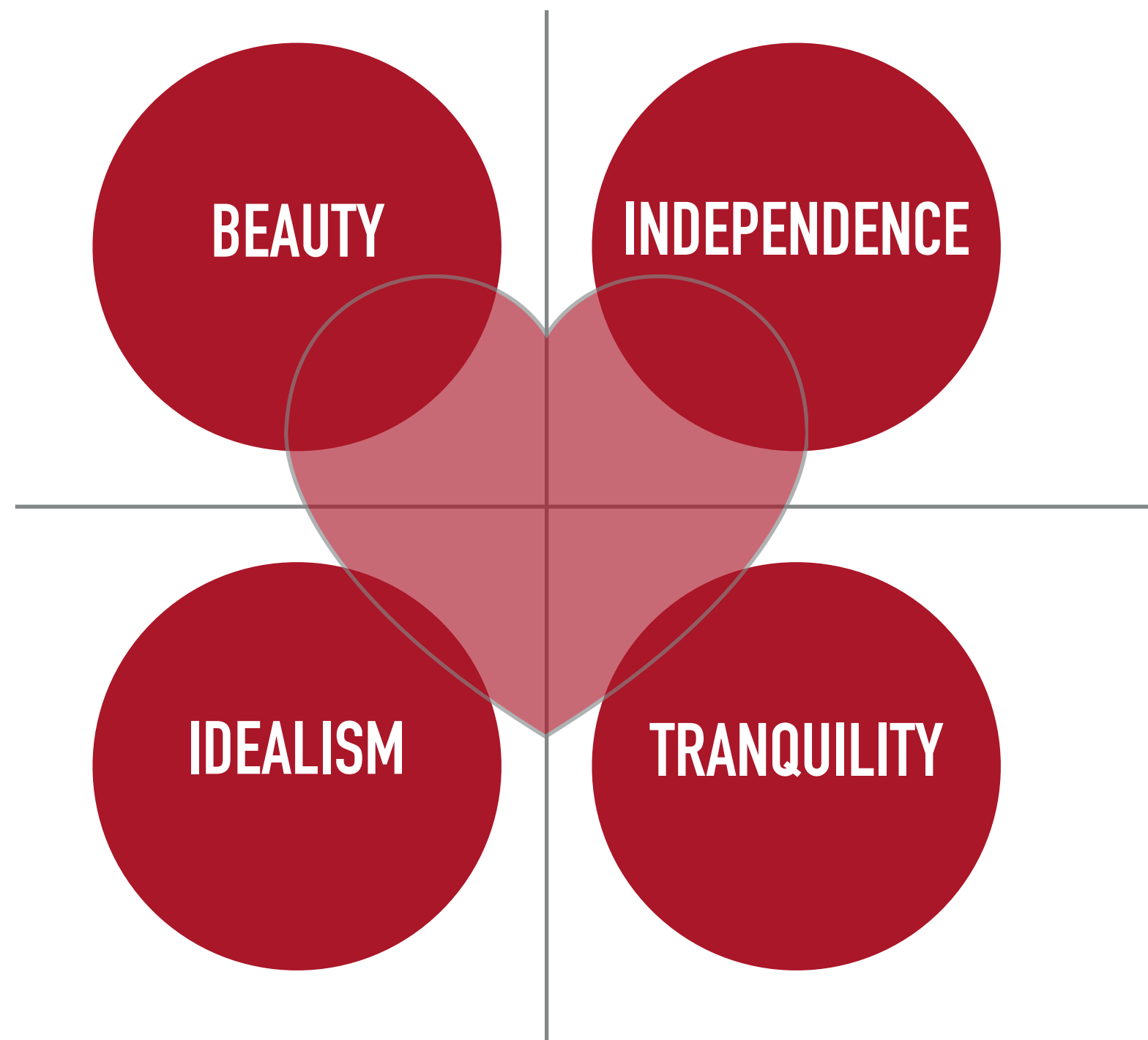


*Wild Bird Feeding.
Let Your Spirit Fly.*



MESSAGING

Strategy

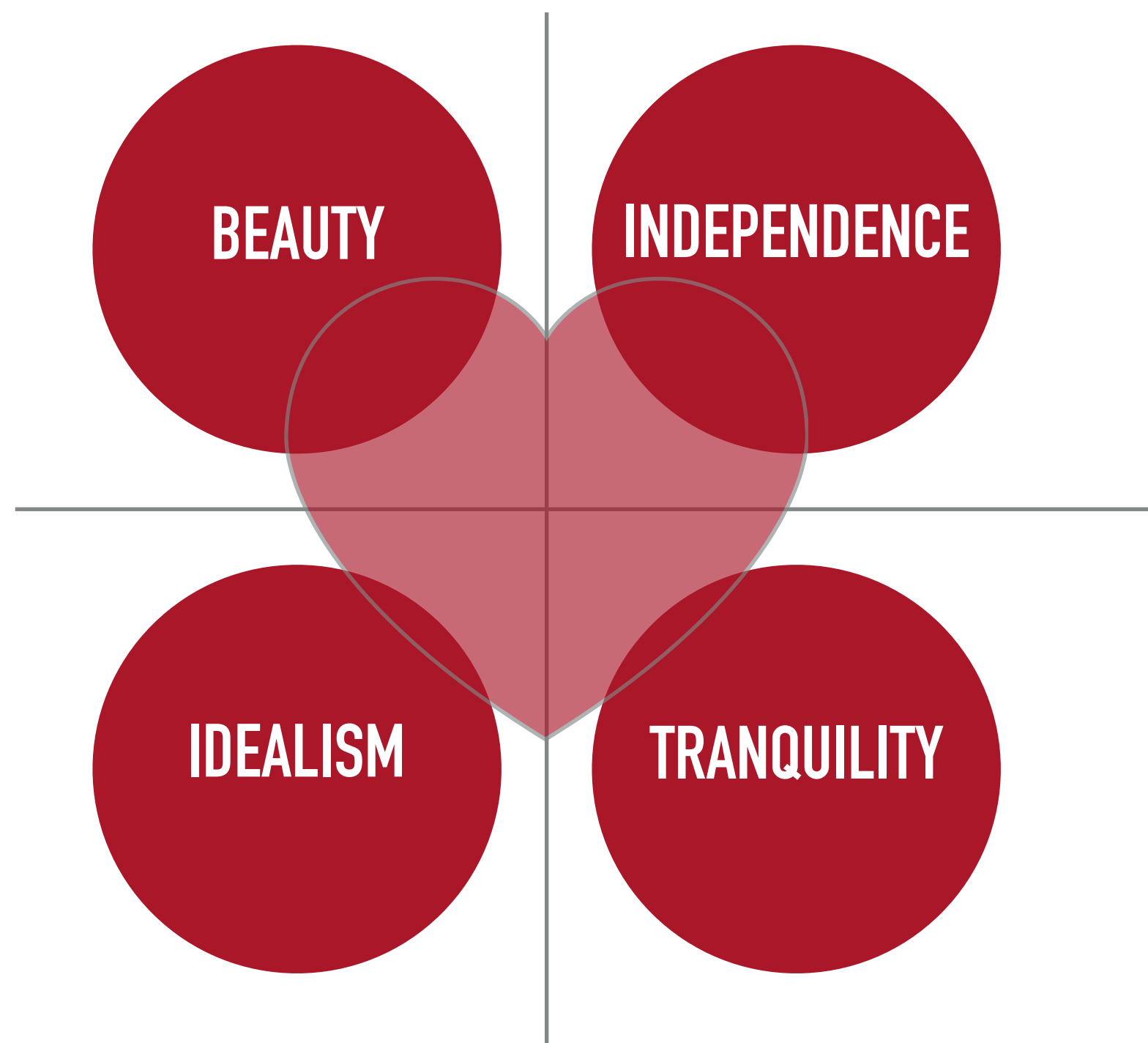


ROMI

- ▶ ROMI = Return on Marketing Investment
- ▶ $\text{Incremental Sales (\$)} \times \text{Contribution Margin (\%)} - \text{Marketing Spend (\$)} / \text{Marketing Spend (\$)}$

MESSAGING

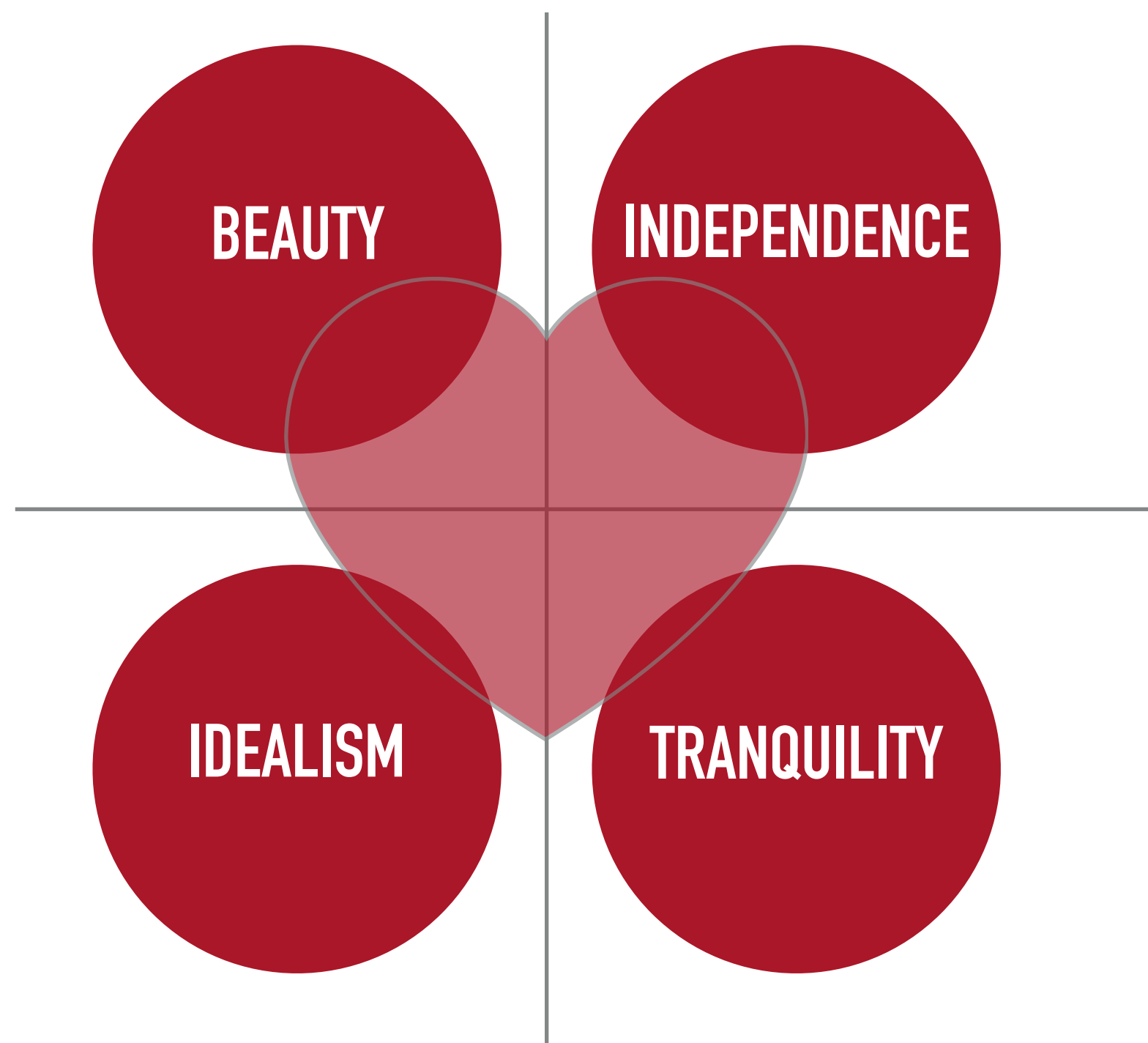
Strategy



ROMI

- ▶ Category Size \$505 million
- ▶ 5% Incremental Growth = \$25 million
- ▶ \$25 million X 60% Contribution Margin = \$15 million

MESSAGING Strategy



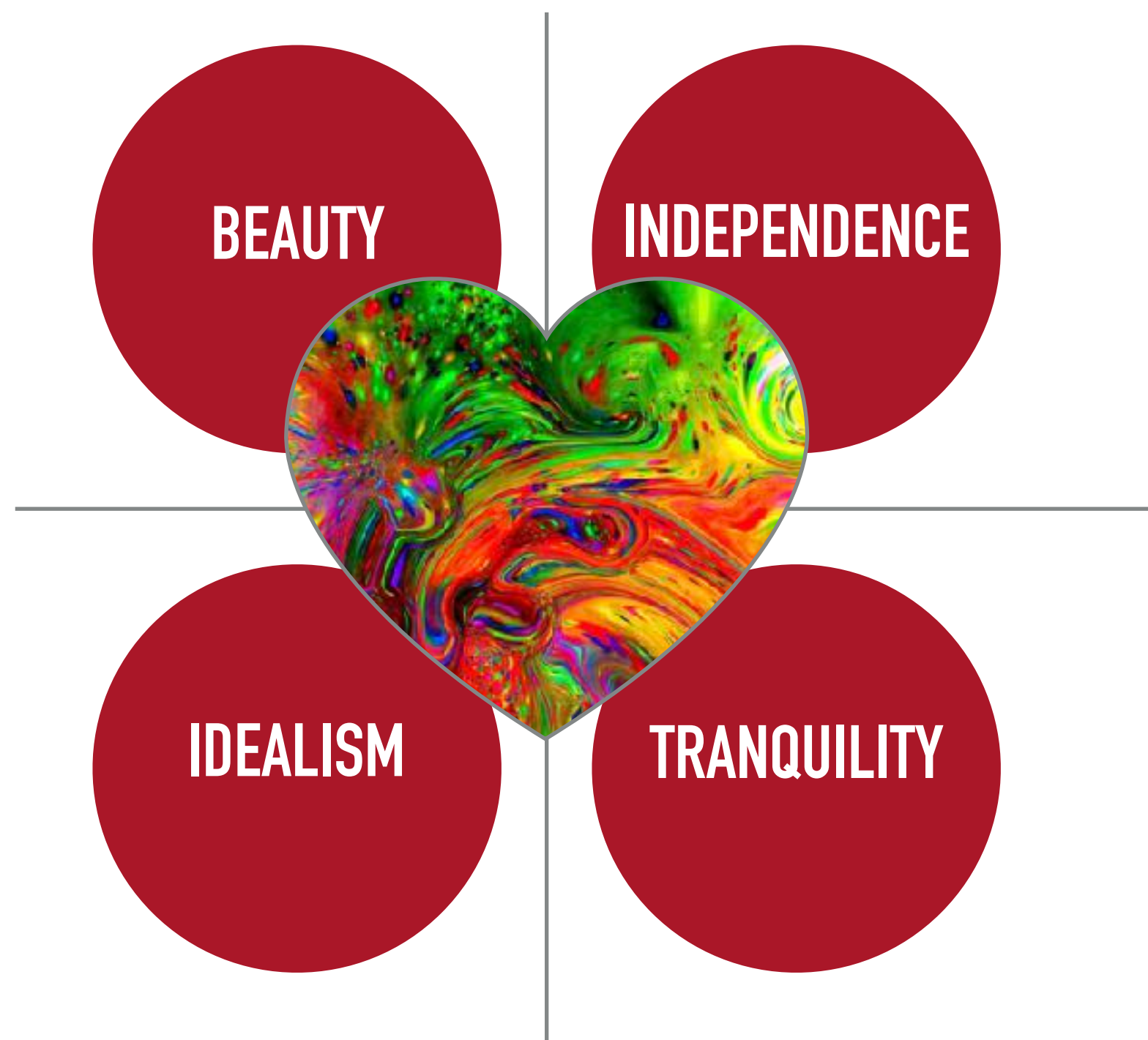
ROMI

- ▶ \$15 million
- ▶ $\$15 \text{ million} - \$5 \text{ million} / \$5 \text{ million} = +\2
- ▶ Every dollar spent returns over \$2 to bottom line

MESSAGING

Strategy

Alternate #1



#PeaceLoveBirds

I feel a sense of peace when I help support and sustain the beauty of nature. Feeding wild birds helps them flourish and makes their lives easier. This campaign would have the feeling of spreading a movement to bring more peace and love to world by feeding wild birds.

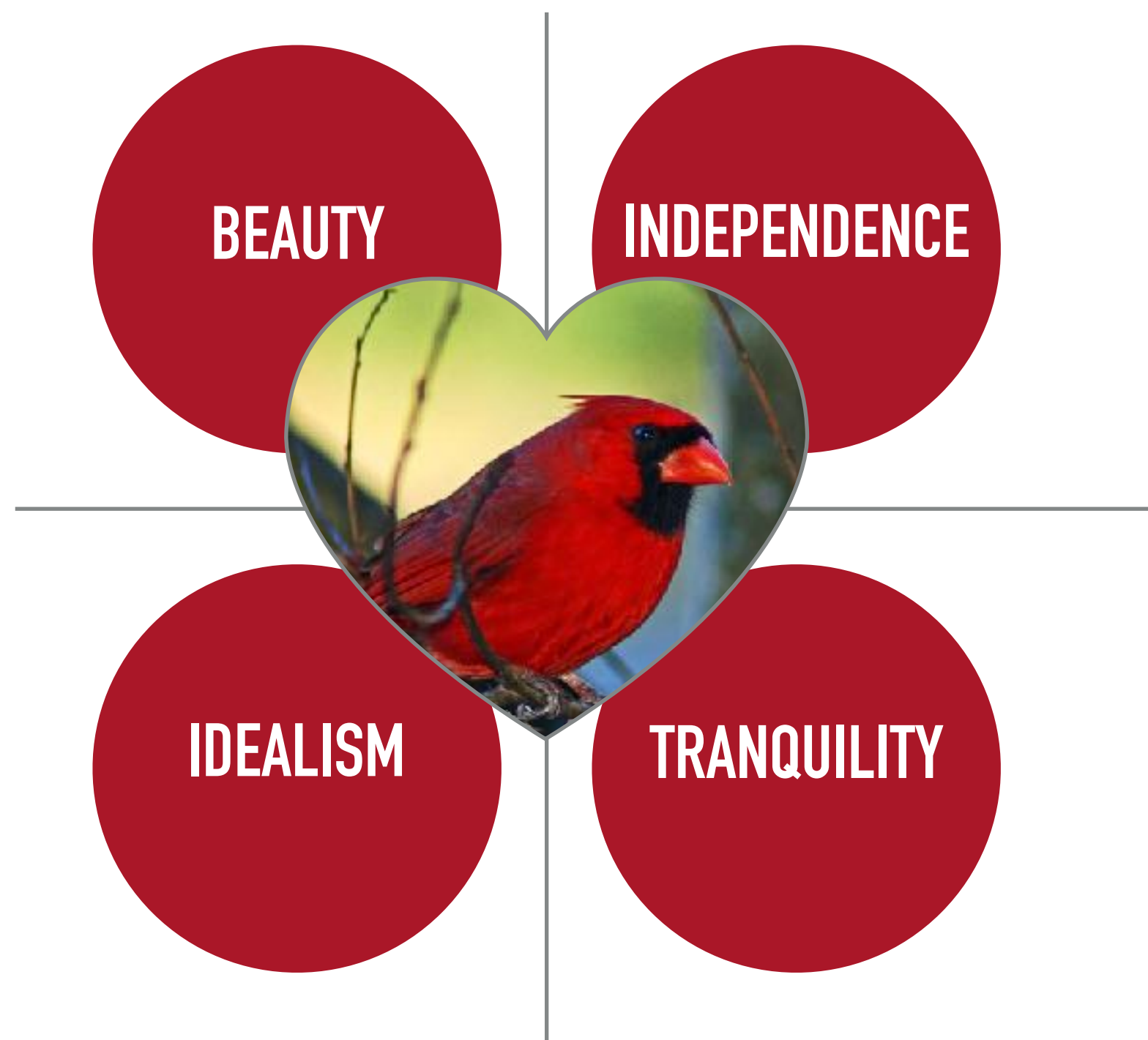
MESSAGING Strategy

Alternate #2

Wild Birds Make

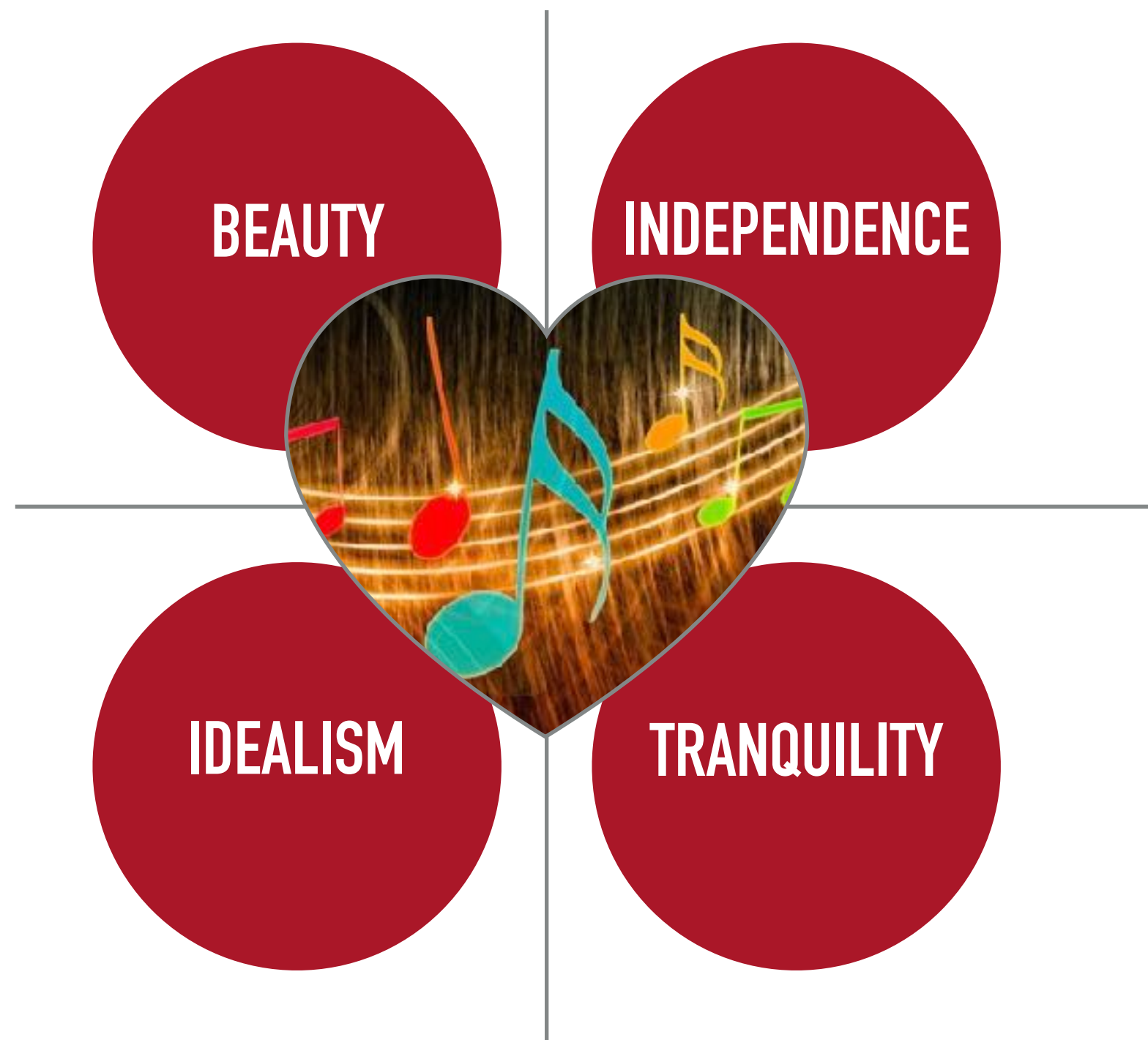
Backyards Beautiful.

Our backyard is more beautiful and filled with life when there are wild birds. This is about sharing the beauty of nature with loved ones and focuses on the experience of beauty.



MESSAGING Strategy

Alternate #3



Nature is Singing. Can You Hear It?

The sights and sounds of wild birds add more beauty to my life. Feeding wild birds lets me connect with nature everyday and put aside the stress and chaos of my daily life. This idea seeks to position wild birds as a metaphor of nature itself.