

Communicating value in a world of irrationality

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B.Sc. M.Sc.

**FIGHT ALZHEIMER'S
SAVE AUSTRALIA**

Consumer decision making



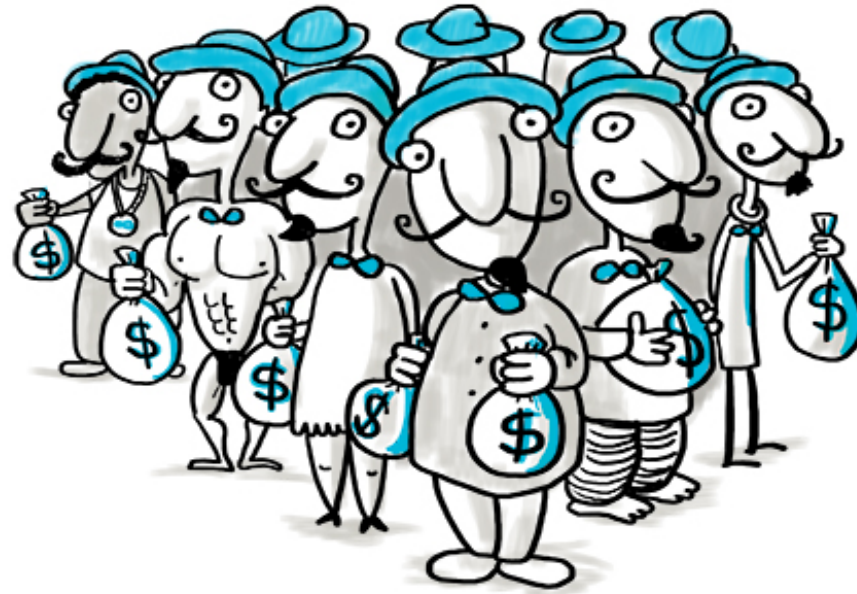
↑
People may be aware of you here

↑
They might trial your product here

↑
They won't choose you, until they are at this step

Know who you are talking to

Hello,
we are a homogeneous group
of target customers.



We have money for your product.

Goal value



10 steps for communication planning

1. Who are they?
2. What do you want to achieve with this audience?
3. What do they currently think of you? What would you like them to think of you?
4. What is their goal/need and how do you fulfil this need?
5. What are your key messages
6. How do they access information?
7. What communication tools will you use?
8. What journey will they go through to interact with your organisation?
9. How will you know what has worked?
10. Who is responsible?



Sue

Problem: Realises that kids are spending too much time on their screens and wants to get them outdoors

Awareness: Word of mouth

Information search: Google/social media

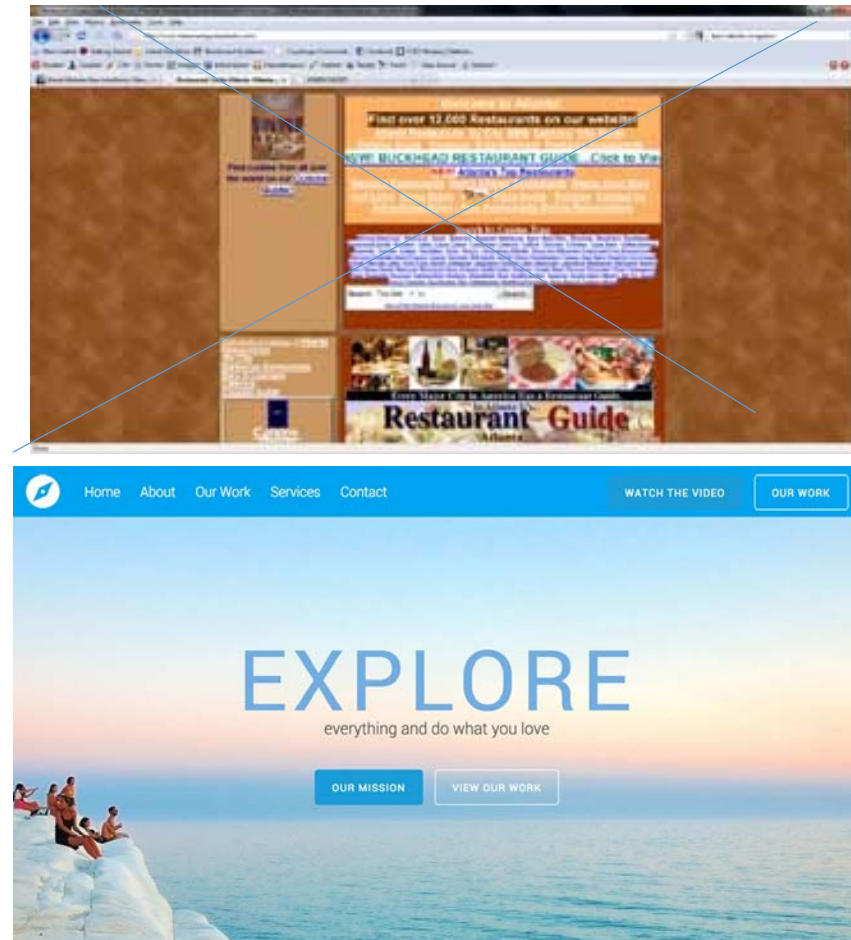
Wants to sign up but has a few questions

Gets distracted

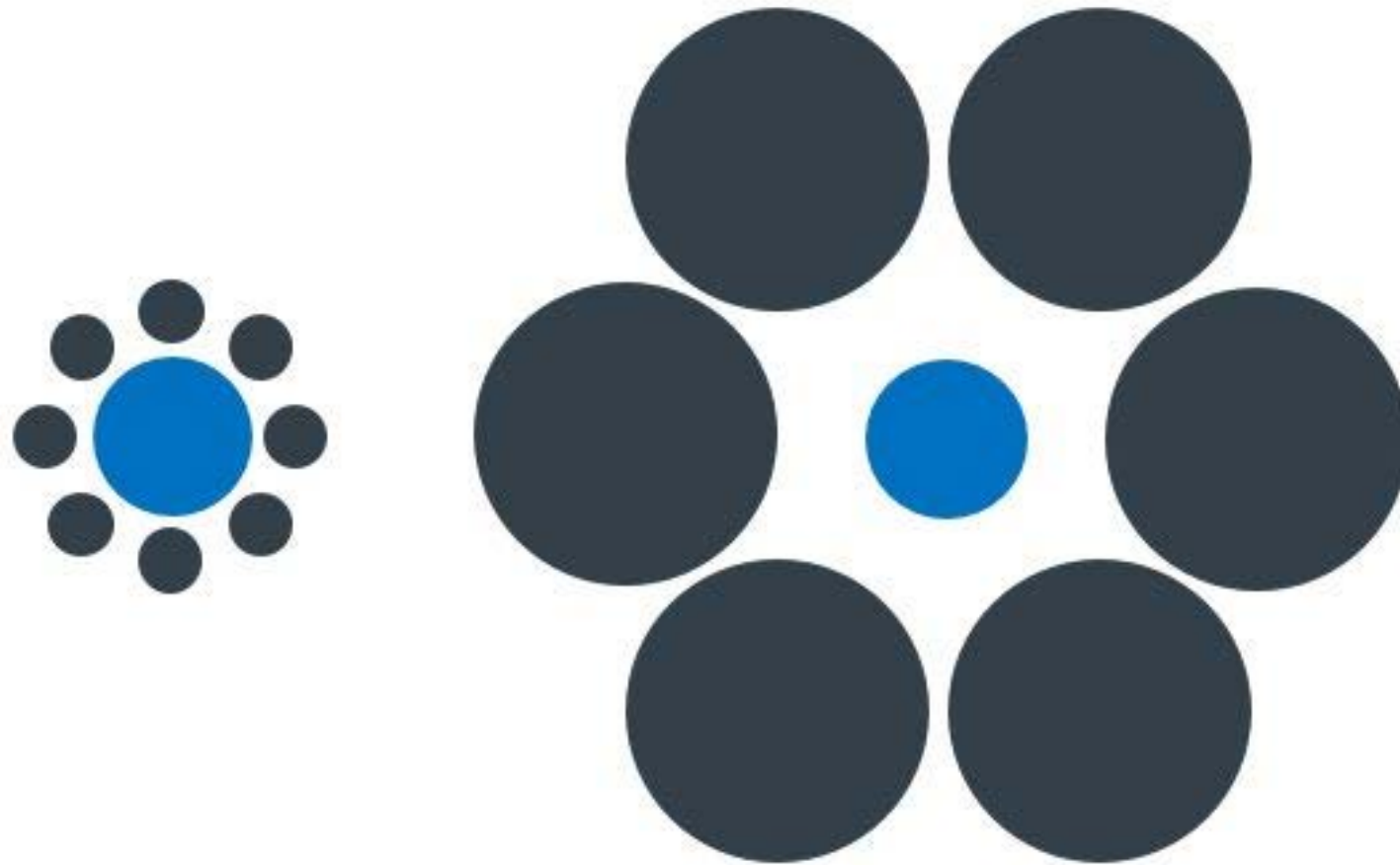
Product choice: Ready to book

What do I need to bring?

Follow up?



How do we perceive value?



Everything is relative



£1

33%



£ 2

67%

People love the middle option



£1

0%



£ 2

90%



£ 4

10%



\$30

can pay for six collapsible water bladders which allow families to transport and store clean drinking water in the aftermath of an emergency.



\$40

can pay for two tippy taps, an innovative device that ensures families



\$50

can help to build a rainwater harvesting system that will give people clean water

[Contact us if you have any questions.](#)

* Donation amount (minimum \$10)

or other

0

Regular donation

Reason for donation (optional)

- Option 1: Single canoe trip \$10
- Option 2: Sign up for a year for full membership \$100

- Option 1: Single canoe trip \$50
- Option 2: Bronze membership for a year for a single person \$130 (3 trips)
- Option 3: Silver membership for a year for a single person \$199 (10x trips)
- Option 4: Gold membership (unlimited trips, full access to equipment hire) \$299

Conclusion

To improve your communications:

- Really know who you are talking to
- Map out the customer journey
- Think about how you package and present your options

Thank you



Sibel Korhaliller