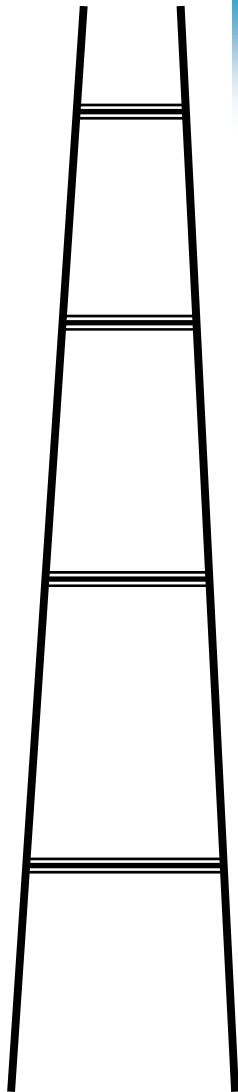


Magic
of Minds

Laddering - a deeper look at consumer needs and motivations



Celebrating a decade of insight based consultancy in the MENA region



Marketers always seek to uncover insights on core consumer needs.



Need to elicit a **gamut** of consumer motivations from the category and to understand which are the most compelling



And can thus be appropriated by brands in order to establish a **deep connect** with the consumer



Adopt a **consumer based** orientation rather than just focusing on **product characteristics**



Laddering to reach the top - A one-on-one structured dialog

The technique helps draw out:

- Connections between product attributes
- Consequences of those attributes
- And the human values linked with those consequences (Means-End chain).



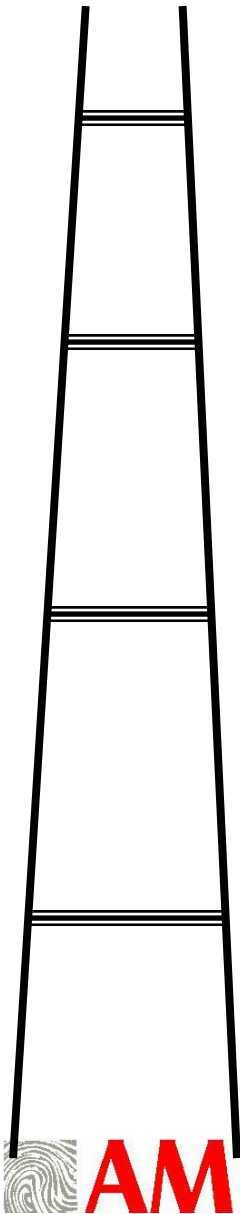
□ **Uncovers personally** motivating reasons behind brand choice and link them to product attributes and their consequences.



Consumers make distinction between different brands based on their own personal relevance



Higher level of distinctions offers a perspective on how product information is processed from a motivational perspective



Laddering begins by identifying the most important distinguishing characteristics of the brand for a given usage situation and then moving up and down the means-end chain to get a complete picture of attribute-consequence-value identities and linkages



Done by asking a form of the question:
Why is that important to you?



Asks questions regarding the reasons people have for making the choices they do

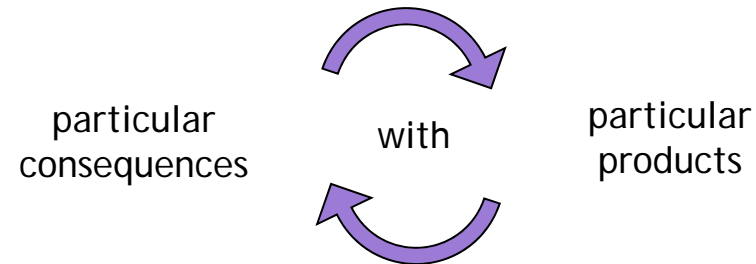
Requires respondents to **justify their buying behavior** by explaining the distinctions they make between alternatives.



The Means-End Theory



Consumers learn to associate

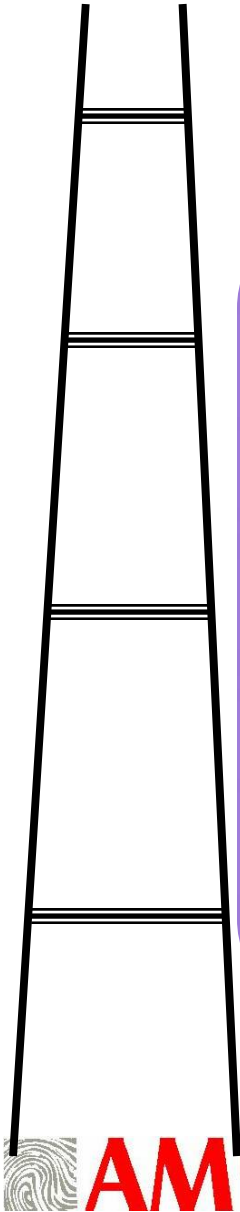


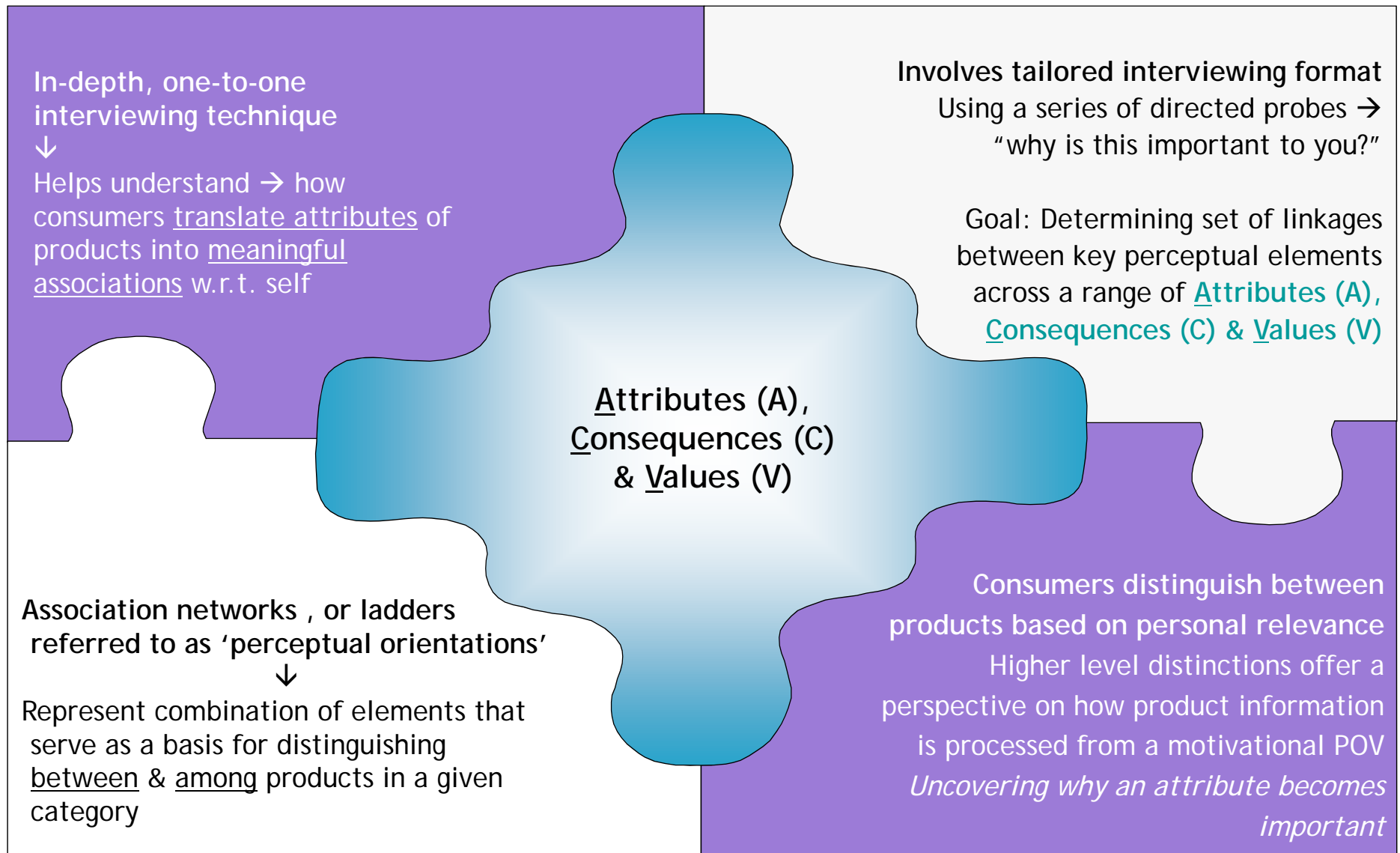
Which they have reinforced through their buying behavior

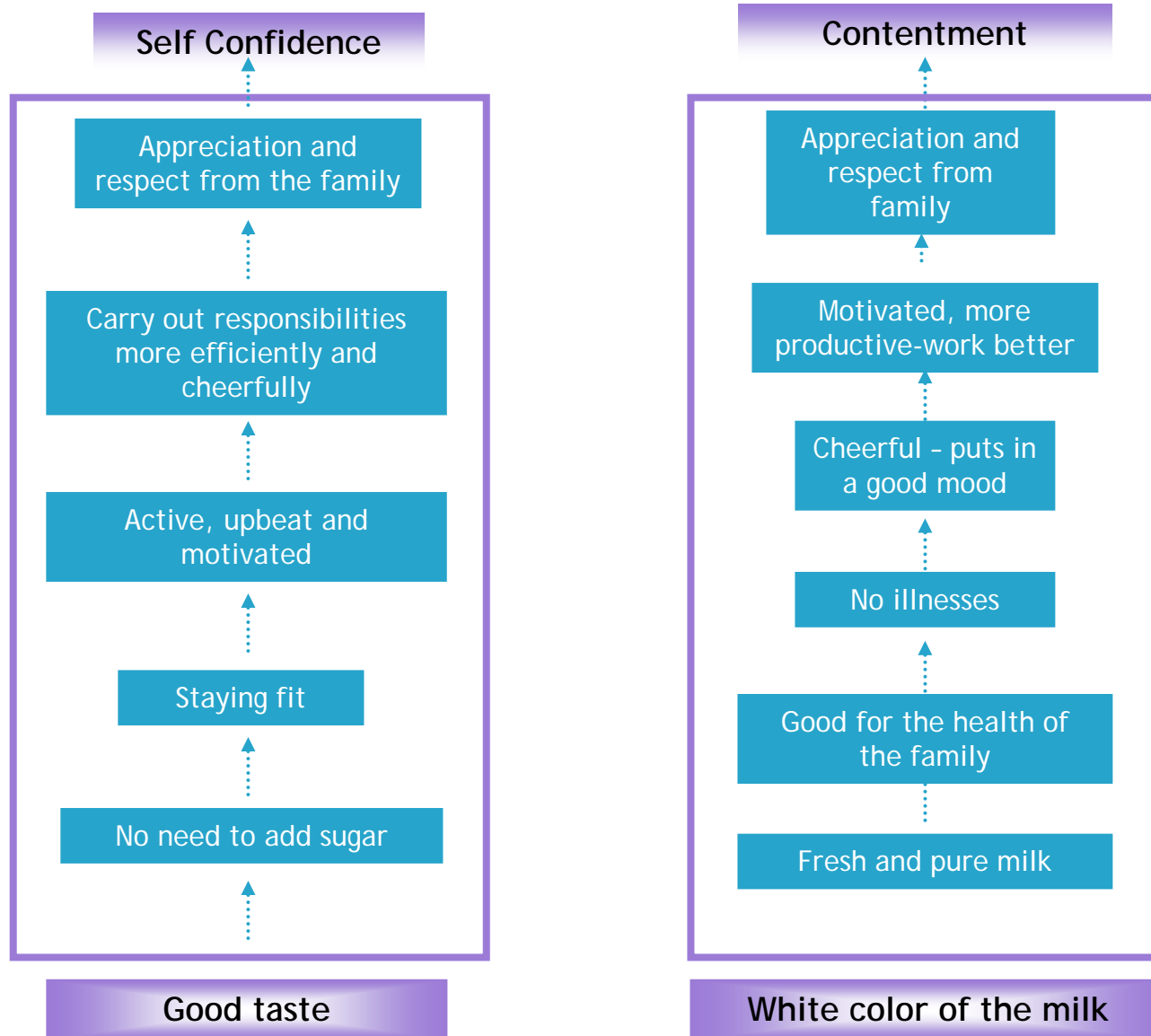
HENCE

Consumers choose products containing attributes which are instrumental to achieving their desired consequences

Focus is on the link between
↓
Attributes that exist in a product (the "Means")
+
Consequences for the consumer provided by the attribute
+
Personal values (the "Ends") → these consequences re-enforce







Unique to our brand/holds stronger association with the brand

A variety of needs can be identified from the laddering process

Example...




Contentment



Self
Confidence



Optimism



Assurance -
lack of worry

Laddering helps determine a set of values critical to the category via Attribute-Consequence-Value chains



Helps identify the value/ need best associated with your brand in the category



The identified values/ needs can be specifically actioned to take the brand forward.