

CREATING
A-HA!
MOMENTS
THROUGH MEANINGFUL
BRAND ENGAGEMENT



Scott Gattis

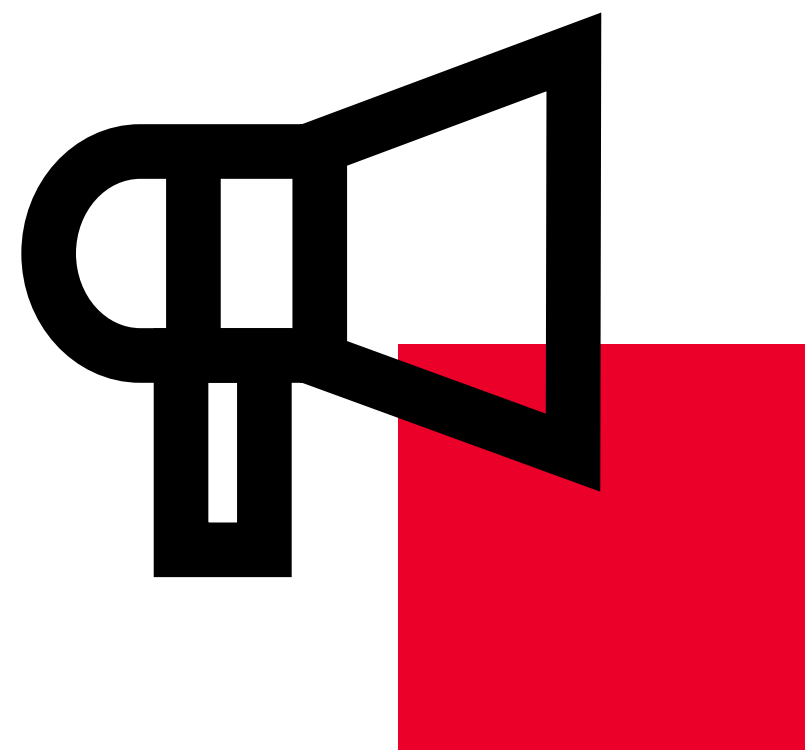
Partner, Chief Strategy Officer





**GETTING
TO A-HA!**





**BRAND
AWARENESS**



**BRAND
ENGAGEMENT**



AWARENESS



INTEREST



KNOWLEDGE



CARING



INVOLVEMENT



COMMITMENT

AWARENESS

ENGAGEMENT





AWARENESS



INTEREST



KNOWLEDGE



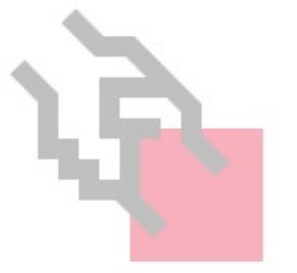
A-HA!



CARING



INVOLVEMENT



COMMITMENT

AWARENESS

ENGAGEMENT



A-HA!

The A-HA! Moment turns on the lights.



A-HA!

The A-HA! Moment turns on the lights.

It establishes a connection that's deeper than understanding.



A-HA!

The A-HA! Moment turns on the lights.

It establishes a connection that's deeper than understanding.

It ignites a sense of relevance.



A-HA!

The A-HA! Moment turns on the lights.

It establishes a connection that's deeper than understanding.

It ignites a sense of relevance.

It forms a bond.



A-HA!

The A-HA! Moment turns on the lights.

It establishes a connection that's deeper than understanding.

It ignites a sense of relevance.

It forms a bond.

It moves your audience toward action.



A-HA!

The A-HA! Moment turns on the lights.

It establishes a connection that's deeper than understanding.

It ignites a sense of relevance.

It forms a bond.

It moves your audience toward action.

It. Is. Pure. Magic.



So how do we get to A-HA?

**5 IMPERATIVES TO
DRIVE MEANINGFUL
BRAND ENGAGEMENT.**



5 IMPERATIVES TO DRIVE MEANINGFUL BRAND ENGAGEMENT

01

**Know What
You Stand For:
The One
Simple Truth**

02

**Know Your
Audience:
The Human
Element**

03

**Get Emotional:
The Goosebump
Factor**

04

**Put Your
Audience at
the Center:
Remember Your
Story's Hero**

05

**Beat the Drum:
The Consistency
Factor**



01

KNOW WHAT YOU STAND FOR

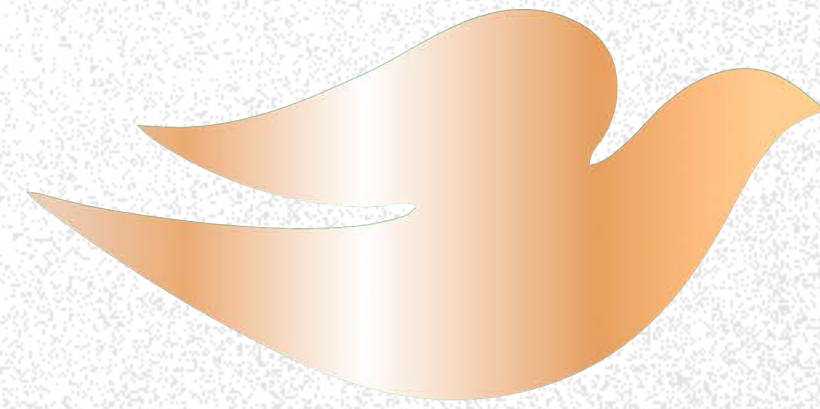
**THE ONE
SIMPLE
TRUTH**





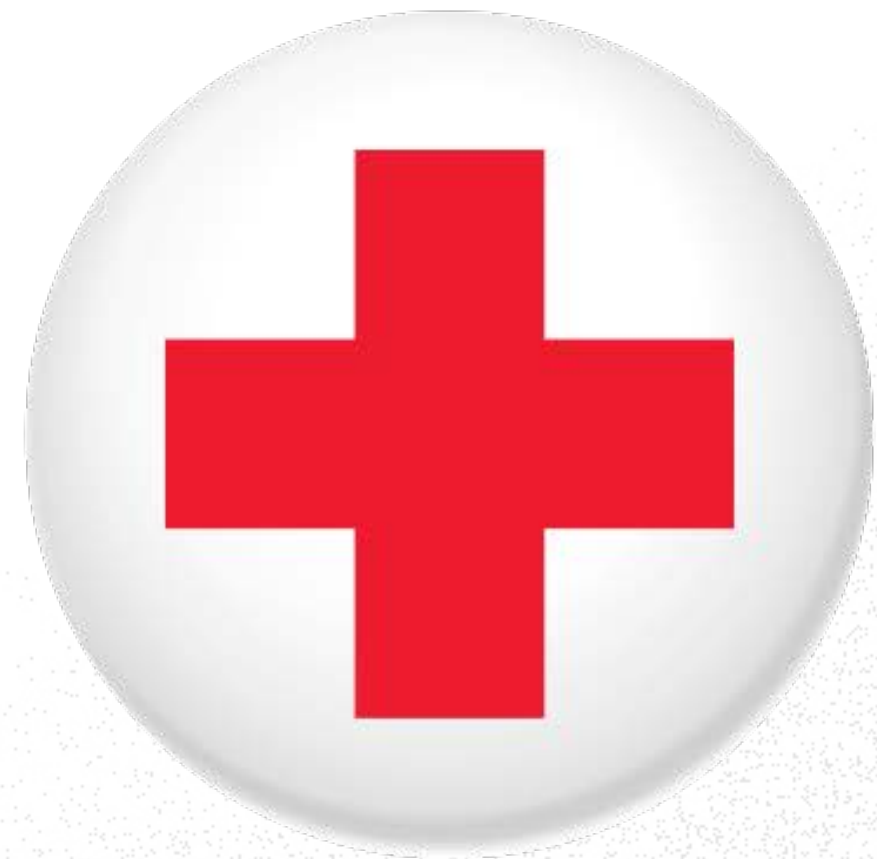


Dove





FEEDING
AMERICA



**American
Red Cross**

**WHAT IS THE
ONE
SIMPLE
TRUTH?**

ONE
SIMPLE
TRUTH



ONE
SIMPLE
TRUTH



**ONE
SIMPLE
TRUTH**





**ONE
SIMPLE
TRUTH?**



United Way Suncoast

FREEDOM TO RISE

TAKEAWAY CHALLENGE 1:

DEFINE YOUR

ONE

SIMPLE

TRUTH.



02

KNOW YOUR AUDIENCE

THE HUMAN ELEMENT



Demographics
don't cut it.



Psychographics
enable meaningful
engagement.

**So what is the
Human Element
for United Ways
in Florida?**

Audience Introduction

United Way of Florida Audience (DMAs)

BASELINE: Online Adult Population | CONTAINS: Survey & Geography Data

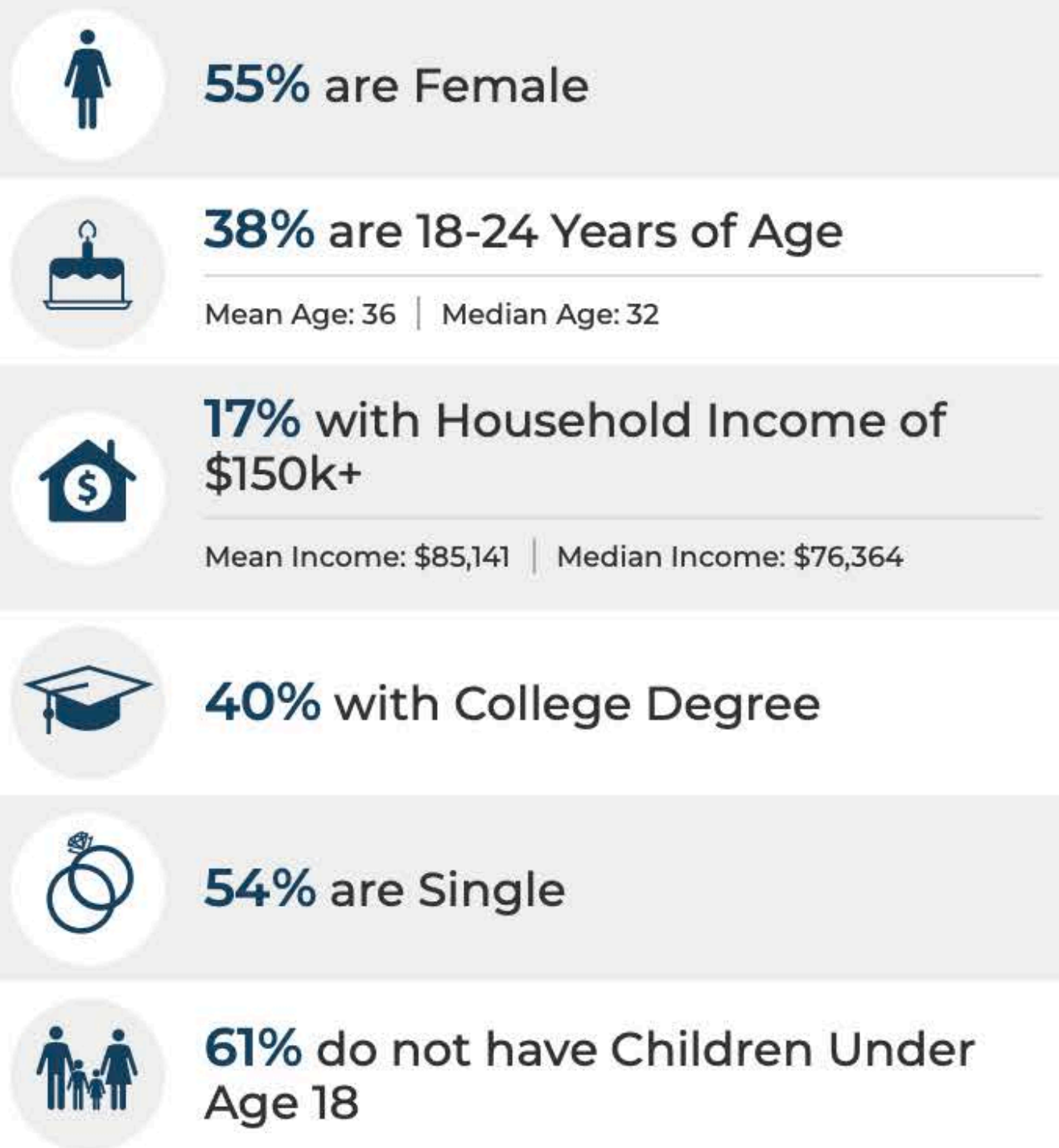
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[↑ Connected Profile](#) [Details](#)

DEMOGRAPHIC HIGHLIGHTS

% COMPOSITION for highest indexing



MOTIVATIONS & LIFESTYLE HIGHLIGHTS

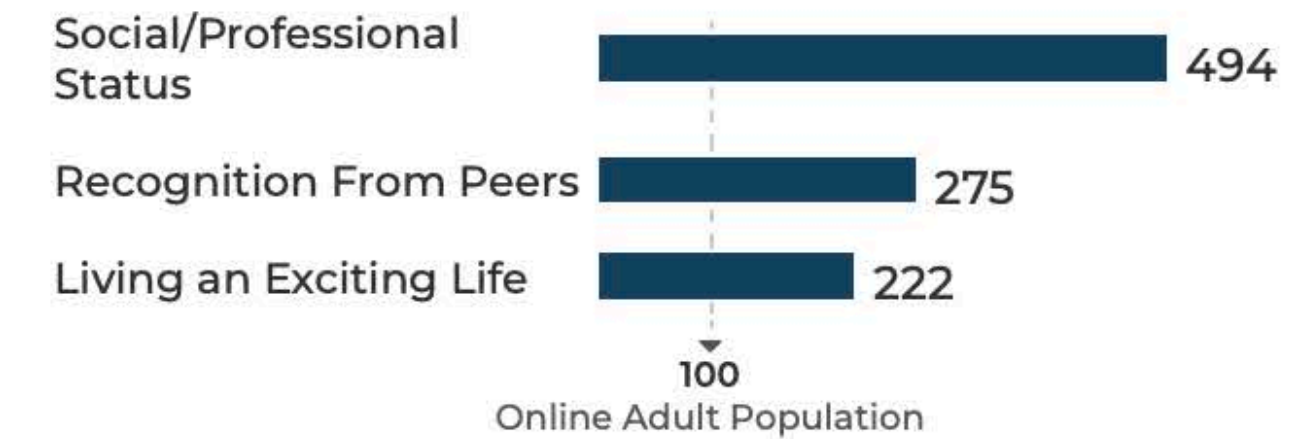
Top Personal Values

BY INDEX



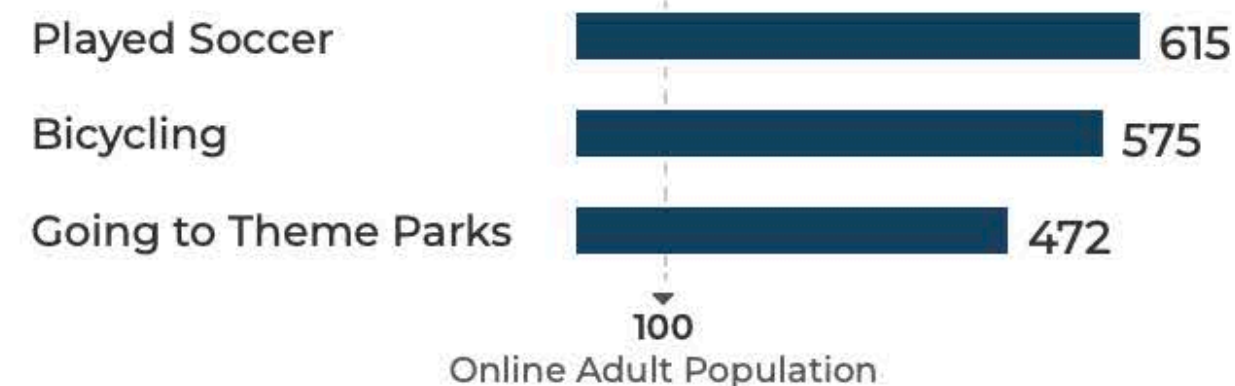
Top Psychological Drivers

BY INDEX with minimum composition: 10%



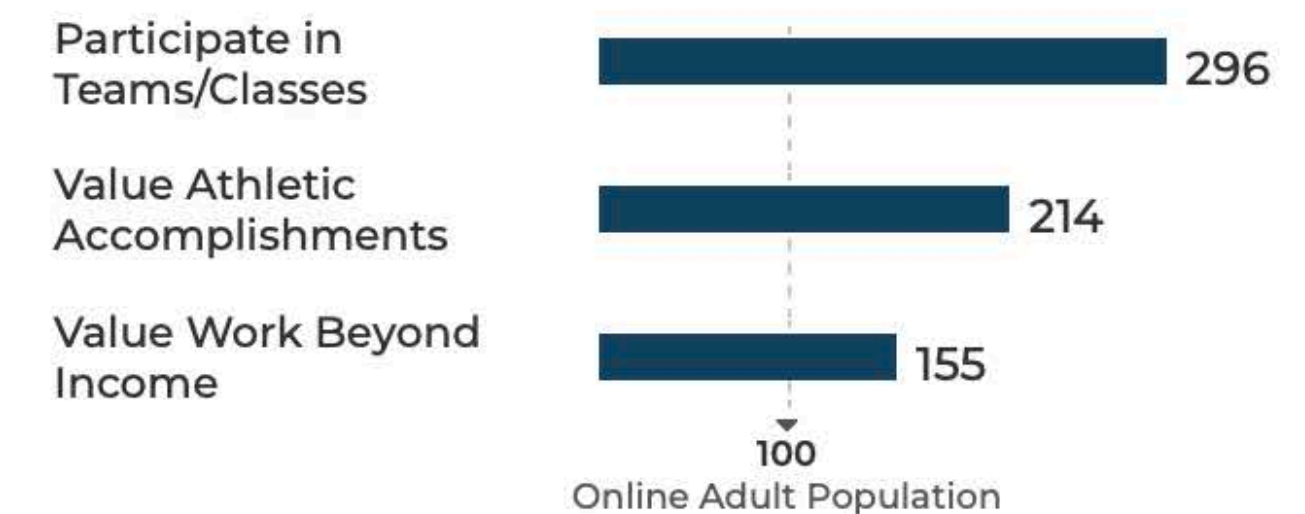
Top Hobbies

BY INDEX with minimum composition: 15%



Daily Routine

BY INDEX with minimum composition: 25%



United Way Psychographics

AUDIENCE VALUE

WHAT IT MEANS

HOW TO ACTIVATE

1



PLEASURE
Enjoying Life's Pleasures

They seek pleasure and avoid pain;
emphasize gratification, fun and good times

Consider themes of fun and happiness; make
engaging with United Way an enjoyable
experience and eliminate friction



United Way Psychographics

AUDIENCE VALUE

WHAT IT MEANS

HOW TO ACTIVATE

1  PLEASURE
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2  EQUALITY
Everyone Treated Equally

They desire social justice; emphasize
equality and protection of all people

Consider themes of equality, fairness, tolerance
and social activism; position United Way as a
conduit for social impact






United Way Psychographics

AUDIENCE VALUE

WHAT IT MEANS

HOW TO ACTIVATE

<p>1  PLEASURE Enjoying Life's Pleasures</p>	<p>They seek pleasure and avoid pain; emphasize gratification, fun and good times</p>	<p>Consider themes of fun and happiness; make engaging with United Way an enjoyable experience and eliminate friction</p>
<p>2  EQUALITY Everyone Treated Equally</p>	<p>They desire social justice; emphasize equality and protection of all people</p>	<p>Consider themes of equality, fairness, tolerance and social activism; position United Way as a conduit for social impact</p>
<p>3  STIMULATION Life Full of Excitement, Novelties, & Challenges</p>	<p>They value new and thrilling experiences; emphasize adventure and enjoy surprising challenges</p>	<p>Consider themes of adventure, inventiveness, excitement and variety; offer diverse, novel and exciting engagements</p>







United Way Psychographics

AUDIENCE VALUE

WHAT IT MEANS

HOW TO ACTIVATE

1	 <p>PLEASURE Enjoying Life's Pleasures</p>	<p>They seek pleasure and avoid pain; emphasize gratification, fun and good times</p>	<p>Consider themes of fun and happiness; make engaging with United Way an enjoyable experience and eliminate friction</p>
2	 <p>EQUALITY Everyone Treated Equally</p>	<p>They desire social justice; emphasize equality and protection of all people</p>	<p>Consider themes of equality, fairness, tolerance and social activism; position United Way as a conduit for social impact</p>
3	 <p>STIMULATION Life Full of Excitement, Novelties, & Challenges</p>	<p>They value new and thrilling experiences; emphasize adventure and enjoy surprising challenges</p>	<p>Consider themes of adventure, inventiveness, excitement and variety; offer diverse, novel and exciting engagements</p>
4	 <p>ACHIEVEMENT Show Abilities and Be Admired</p>	<p>They seek success and admiration from others; emphasize ambition and determination</p>	<p>Consider themes of being admired, appreciated and acknowledged; show that engagement with United Way conveys respect</p>








United Way Psychographics

AUDIENCE VALUE

WHAT IT MEANS

HOW TO ACTIVATE

1	 <p>PLEASURE Enjoying Life's Pleasures</p>	<p>They seek pleasure and avoid pain; emphasize gratification, fun and good times</p>	<p>Consider themes of fun and happiness; make engaging with United Way an enjoyable experience and eliminate friction</p>
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5	 <p>CREATIVITY Freedom to Be Creative</p>	<p>They are individualistic, adaptive and imaginative; emphasize exploration and learning about new ideas</p>	<p>Consider themes of innovation, originality and cleverness; offer opportunities to explore and solve problems</p>



TAKEAWAY CHALLENGE 2:

**SHOW YOU
KNOW YOUR
AUDIENCE.**

03

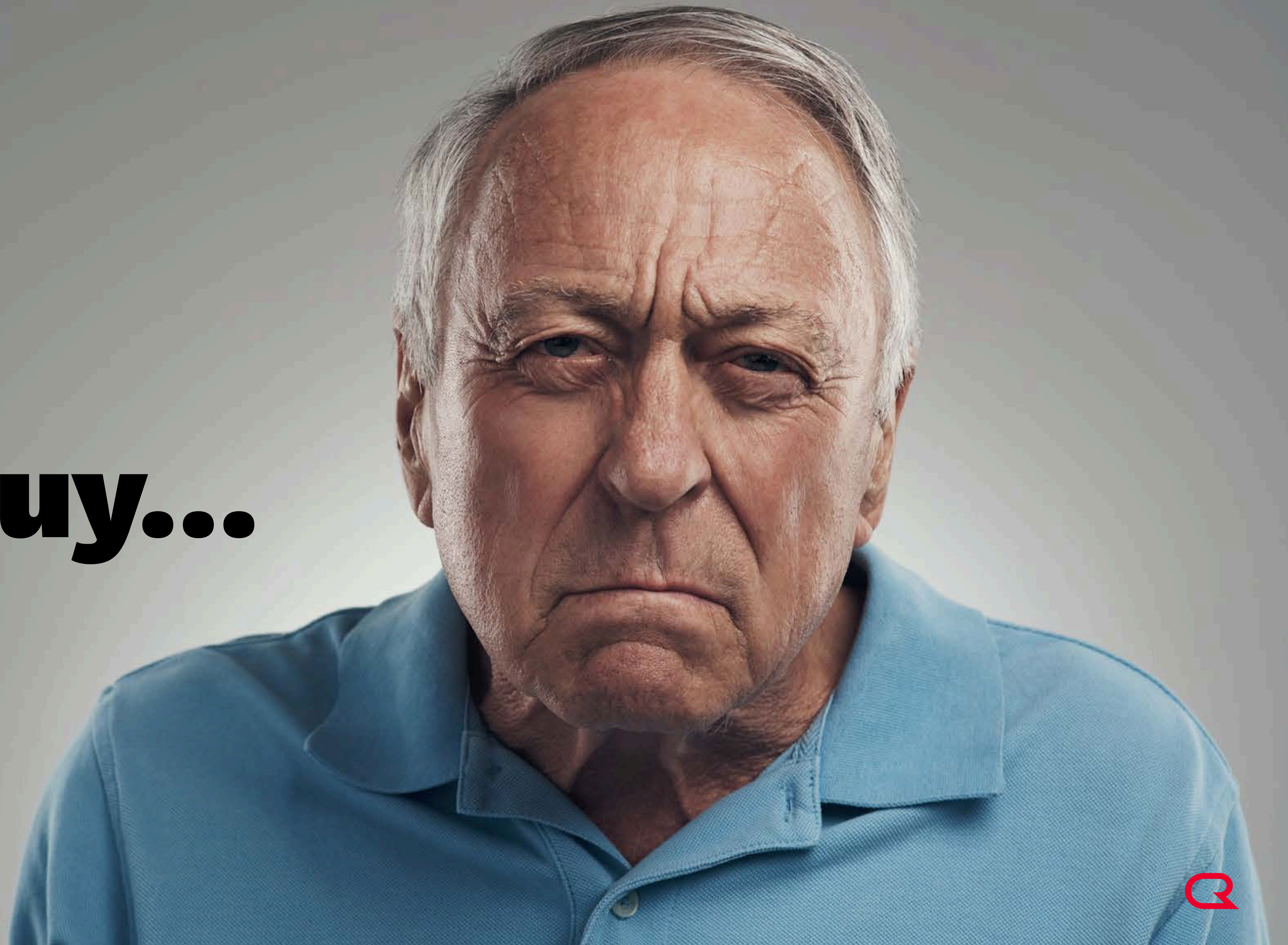
GET EMOTIONAL

**THE
GOOSEBUMP
FACTOR**



People are feelers
who just happen to
have the capacity
to think.

**Even
this guy...**



Tell human stories.
Not just number stories.



Tell impact stories.
Not just solution stories.

Tell courageous stories.
Not just positive stories.



Emotion is the key
to meaningful
connections that
drive the A-HA! moment.



TAKEAWAY CHALLENGE 3:

**GET
EMOTIONAL.**





04

PUT YOUR AUDIENCE AT THE CENTER:

**REMEMBER
YOUR
STORY'S
HERO**



"If you give just 15 cents a day, nonprofit X can save the life of a child living in poverty."

**Pivoting to make
our audience the
hero.**



TAKEAWAY CHALLENGE 4:

**MAKE YOUR
AUDIENCE
THE HERO.**





05

BEAT THE DRUM...OVER AND OVER...AND OVER...
AND, YOU GUESSED IT...OVER:

THE CONSISTENCY FACTOR



**Why do we have to
beat the drum?**

The Rule of 7.

TAKEAWAY CHALLENGE 5:

**CHECK
YOURSELF.**

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LET'S CREATE CHANGE[®]