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Brand Research Trends

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The Big Three Messaging Issues

1. Heuristics
2. What Part of the College and you Selling
3. Generational Factors



How it Manifests ...

Duality of Messaging

Practical - Ivory Tower

Options - Trapped

Quality - Quantity

Quantity - Stingy



How it Manifests ...

Simplicity of Messaging

Good/Bad

Right/Wrong

Moral/Immoral





Heuristics

or

May I be excused,
My brain is full?

How we do the Predictable

Two-Year College Messaging

Affordable

Close

Accessible



How we do the Predictable

Four-Year College Messaging

Explore

Be Challenged

No Promises (Really) (Hubris)



The Way We think

Dual Processing

Mindful

Mindless

- We all want to believe we are Mindful
- Each generation is more Mindless

-THE MAGIC OF "BECAUSE"





Mindful

- Fully thinking about the issue
- Deep processing
- The act of mindful persuades

- Lasts longer
- Harder to change
- More durable
- Anchor Attitude

Facts and Information Rule

Mindless

- Judgment based on limited attributes
- Shallow processing
- Shortcut

- Immediate
- Flexible
- Not long lasting unless ingrained
- Attitude Spike

Design and Image Rule





Mindful or Mindless?

- 1) Motivation
 - Ego Involvement
 - Personal Relevance
 - Cost of Incorrect Decision

- 2) Capacity
 - Time
 - No Distractions
 - Energy

THE MINDLESS SHORTCUTS (Heuristics)

Cost = Quality
Expert = Truth
Rare = Better
Attractive = Honest, Kind
Money = Success
Hidden = Bad
Reciprocity = Fair
Easy = Cheat
Outcome = Promise





What part of the college
are you promising?

The Three Brand Points

- | | |
|---------------|-----------------|
| First Step - | Decision Points |
| Second Step - | Process Points |
| Third Step - | Outcome Points |





Two-Year Colleges

- Step One - Decision
- Step Three - Outcome
- Reinforced by Branding that plays into the two edged sword of Shortcuts.
 - Cheap
 - Close to Home
 - Everyone can get it

Four-Year Brands

- Based on Location
- Based on 2nd Step - Process
 - Explore
 - Challenge
 - Journey
- And limited brand promises



Good Brands

Use All Three Points

Decision - Process - Outcome





Generational Factors

The Generation Effect

- Marketing to 3 (and 4) Generations Simultaneously (Messages, expectations, Values)
- Gen Y- Traditional Students
- Gen X- Non-Traditional Students
- Boomers - NonTrads & Business (And Management)
- Traditionalist - Business and Life-long Learning (And Management)



The Generations

Traditional

1925 - 1945

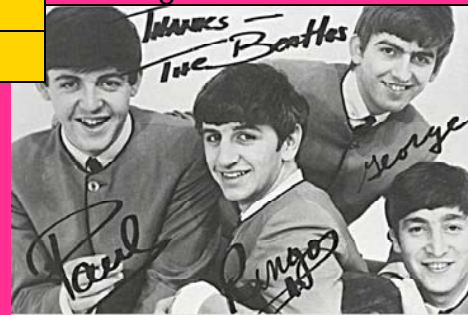
Age 60+



Baby Boomers

1946-1964

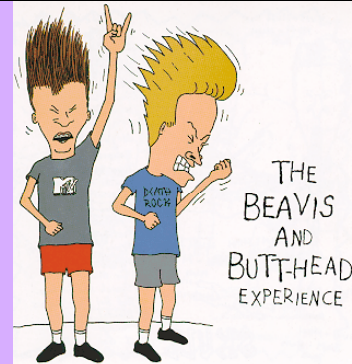
Ages 41 - 60



Gen X

1965 - 1980

Ages 25 - 40



Gen Y

1981 - 2003

Ages 3 - 24



How Different?

- Boomer



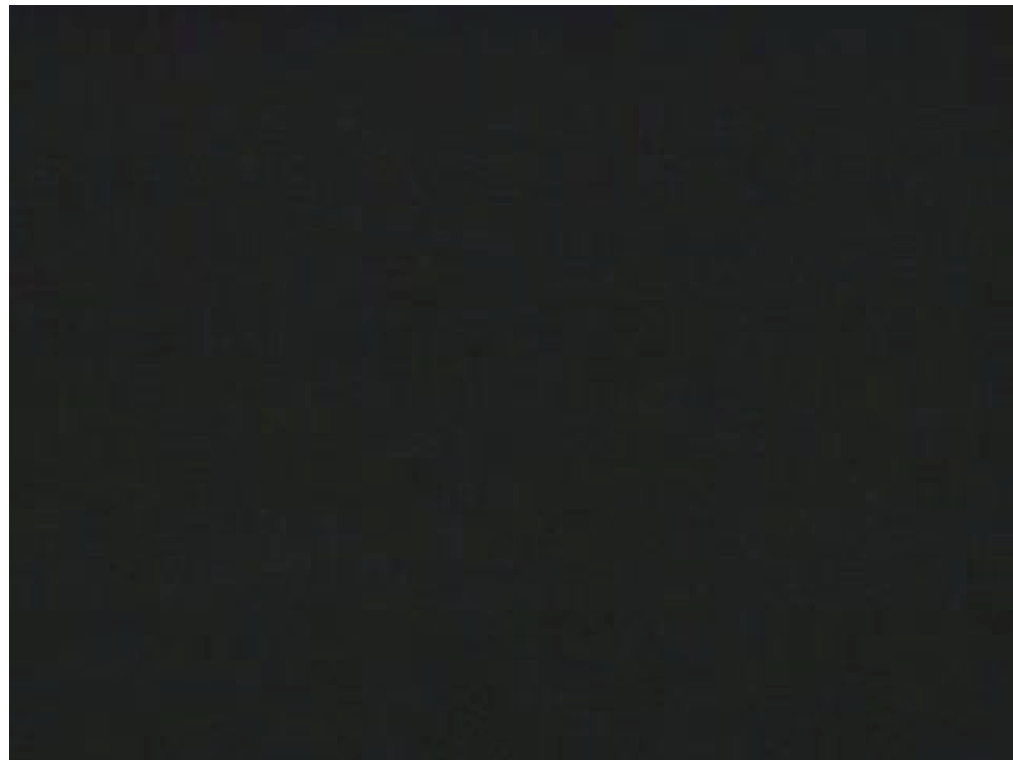
How Different?

- Gen X



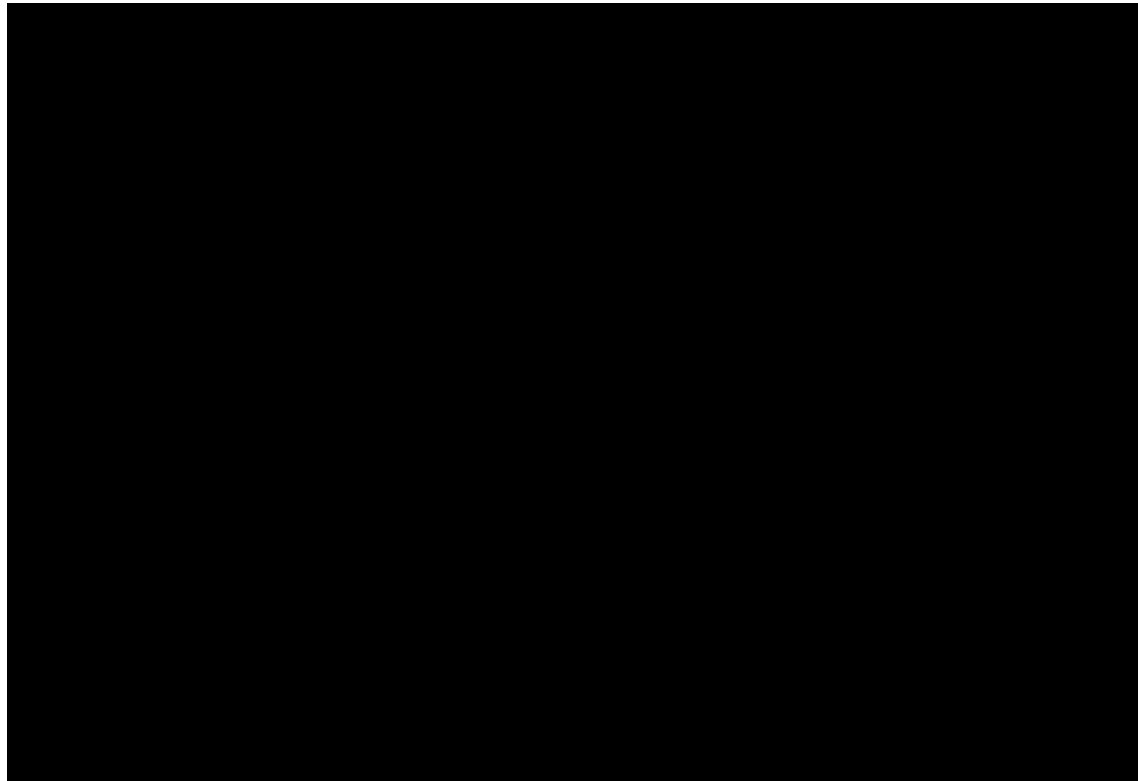
How Different?

- Gen Y versus Gen X



How Different?

- Gen Y versus Boomer



The Media they Use

HOW:

Media Convergence

WHAT:

TV to Internet

Not newspaper

Yes Radio

Yes Internet

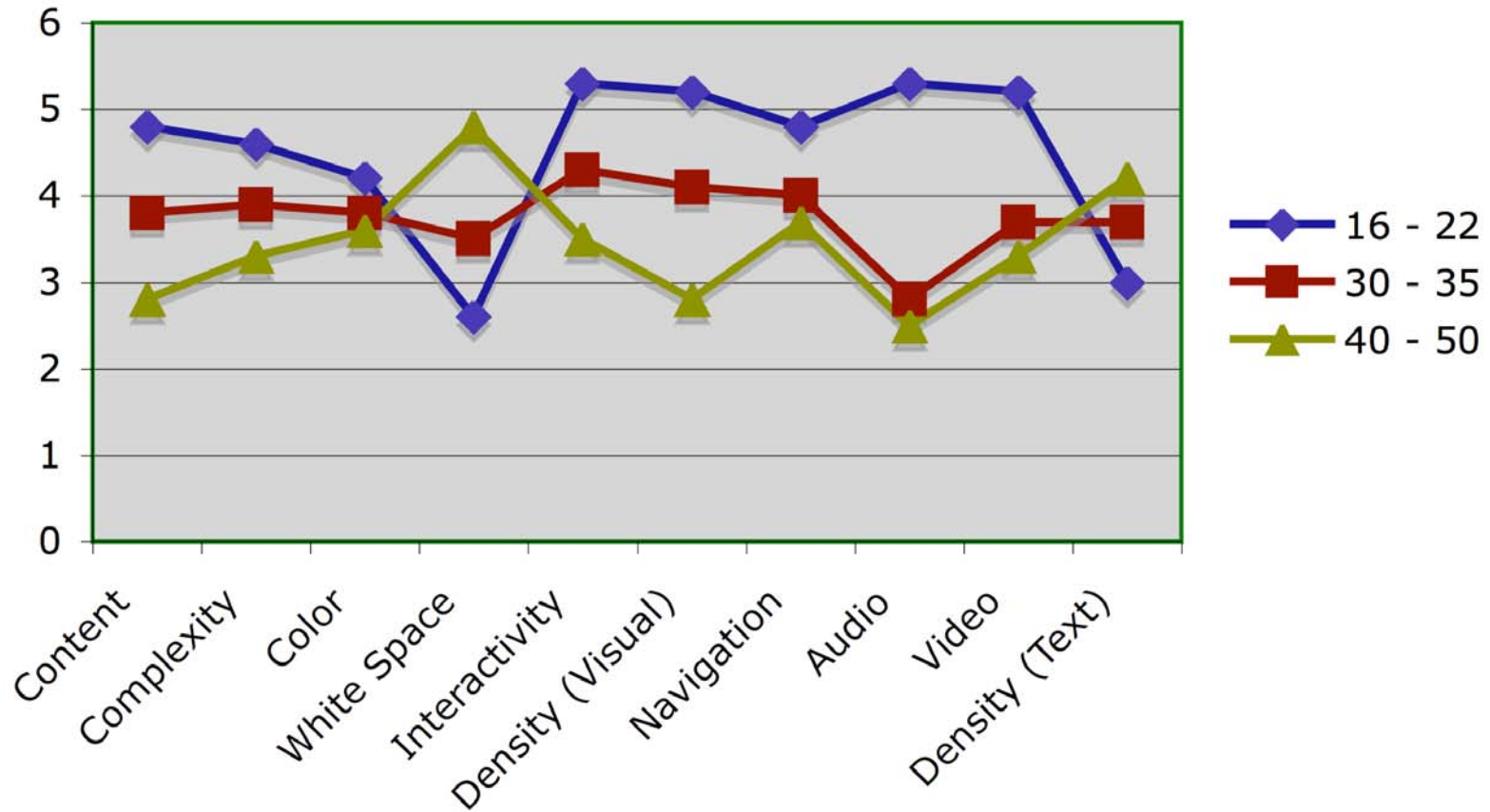
Direct Mail***

Select Print



Design & Structure

Screen Preference by Age Group



Preference Variations

Sample: 3,350 Community College Students

Interact Fall 2004

Web Preferences Us/Them



	Color/ Complexity	White Space	Interactive	Screen Forces	Text/Design
Y	High/High	Low	High/High	Break	Low/High
X & (Young) Boomer	Medium	Medium	Medium	Break	Low/High
Late Boom and Trads	Low	High	Selective Use	Maintain	High/Low

WHAT TO DO?

Know whether your audience is Mindful or Mindless in every situation

Make a promise - your institution will keep for the entire process

Realize there are strong generational media and design preferences



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Brand Research Thoughts

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