



Since 2002
Carrot Juice®

Tips to engage consumers

- 1 Disrupt habitual purchases** as most in store purchases are done on autopilot. Consumers may have made a conscious decision to buy a product but the selection from the shelf does not ordinarily engage the conscious mind; the hand automatically goes to their usual brand. It takes something bold, even unusual, to grab attention and engage the conscious mind to question the habit and influence their behaviour.
- 2 A brand needs elbows** and points of difference to get noticed and considered. If your brand and packaging are predictable, your product will be overlooked.
- 3 Stand for something.** When people encounter a brand judgements and assumptions are made subconsciously. The strongest way to establish trust and relevance is to clearly communicate your mission and beliefs, if you are championing an idea people can follow you. In this Ted Talk, Simon Sinek does a great job of explaining self-identification to kick start the process:
https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?
- 4 Be concise** as your customers make a decision in front of the shelf in a fraction of a second. People experience the packaging, they do not scrutinise it. Every inclusion on the packaging should be questioned; if it doesn't genuinely add to the experience, leave it off.
- 5 Be memorable.** We call it visual stickiness; if you can't recall the design in your head it is ineffective! A great test is to play the game of Pictionary with your brand, there should always be a feature of the design that people can draw from memory that is recognisable.
- 6 Make a connection with your customers** through warm, emotional stickiness. Customers need to know what you represent in a single sentence or a few words, for example: Aunt Bessie = Comfort food, Heinz = Consistency & trust, Galaxy chocolate = Indulgence.
- 7 Be consistent.** Repetition and consistency are your friend when looking at display, messaging, behaviour and tone of voice. The assets of your brand need to sit together in the subconscious so they are recognised across different environments, from the shelf to your social media. Your brand mark is like a buoy floating above the water-line attached to every experience and thought that you have built below the surface.
- 8 Forget subjectivity** as every decision should be measured against your strategy: pack format, colours, photography, typography and tone of voice.
- 9 Brand choice is a form of self-expression.** In our era of influencers, your brand should align its values with your consumer base. Buying into a brand is like asking people to wear your brand like a club badge. Book recommendation: Seth Godin, Tribes.
- 10 Remember your customer is the hero** and therefore your messaging should create an engaging story that places them at the centre. Book recommendation: Don Miller, Building a Story Brand.

For more information call Nick on 07966 372 916
www.carrotjuicecreative.com