

— ahead. —

2023

Why Motivations Matter.



EXPERIENCE BEYOND EXPOSURE

Your annual guide to the ten fundamental changes facing all of us in the year ahead.

dentsu 

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Why Motivations Matter.



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Every decision we make reflects our innermost thoughts and motivations. We may not be aware of the reasons why we do certain things, but our actions – and those of millions of others – can tell us a lot.

In this edition of ahead, we delve into the drivers behind human behaviour and examine why people make certain choices when it comes to particular products and services.

This collection of thought starters from dentsu X experts around the world provides a brief exploration into the psychology and motivations behind consumer purchasing. From cognitive biases to environmental influences, this series is a unique and powerful analysis of the diverse factors that shape our decisions.

At dentsu X, we study the innermost drivers that influence people to act in certain ways, otherwise known as Motivations. By understanding these Motivations, we can drive growth for brands by decoding behaviour and connecting with valuable audiences like never before.



Why **Motivations** Matter:

Unlocking the Secrets of the **Beer Market**

Carlos Pacheco, Head of Strategy, dentsu X Spain
Marian Petcu, Global Client Partner and Strategy Director, dentsu X Southeast Europe

When it comes to purchasing beer, it's often assumed that consumers simply grab a few six packs from the supermarket, some bottles online for a special occasion, or just pop for a few cold ones at the pub with their friends. Although these are typical ways to buy beer, what truly motivates people to choose a certain brand remains a mystery.

Motivations play an important role in the beer market today. Firstly, it's important to differentiate your brand from others in such an over-saturated market. Understanding why people consume beer, and the desires that drive them to do so, provides us a great opportunity for effective communication with the target audience.

Additionally, beer is a highly emotional category, so looking at consumers' innermost drivers helps us to understand the sentiment behind people's decisions in order to appropriately plan brand strategies. Lastly, people consume beer in different situations and occasions, and our Motivations analyses can help us understand the specific needs driving them in those moments.



Why Motivations Matter:

Unlocking the Secrets of the Beer Market

Using the Motivations framework, we can understand people better and make a more effective and influential communication mix. For example, should e-commerce ads around performance be placed in the same environment for those whose sub-Motivations are To Be Alone, or even To Be different? No, because those messages will not connect with the real reason for the purchase.

The concept can evolve further when looking at the same person in different situations. If someone wants to buy beer to enjoy alone in front of the TV, we could be looking at the Protection Motivation, which includes the sub-Motivation To Be Alone. If that same person is then planning to drink beer at a barbecue with friends, we would consider the Affection Motivation comprising To Belong or To Play. The motivations behind these two decisions are different, hence so should the messaging. In this case, it's not so much about making sure a specific person always buys your beer, it's about making sure that your beer brand is associated with specific moments in people's lives.

All in all, employing Motivations can open up a new perspective on personalisation, addressability and influence with advertising, and make it much more effective.





Why **Motivations** Matter:

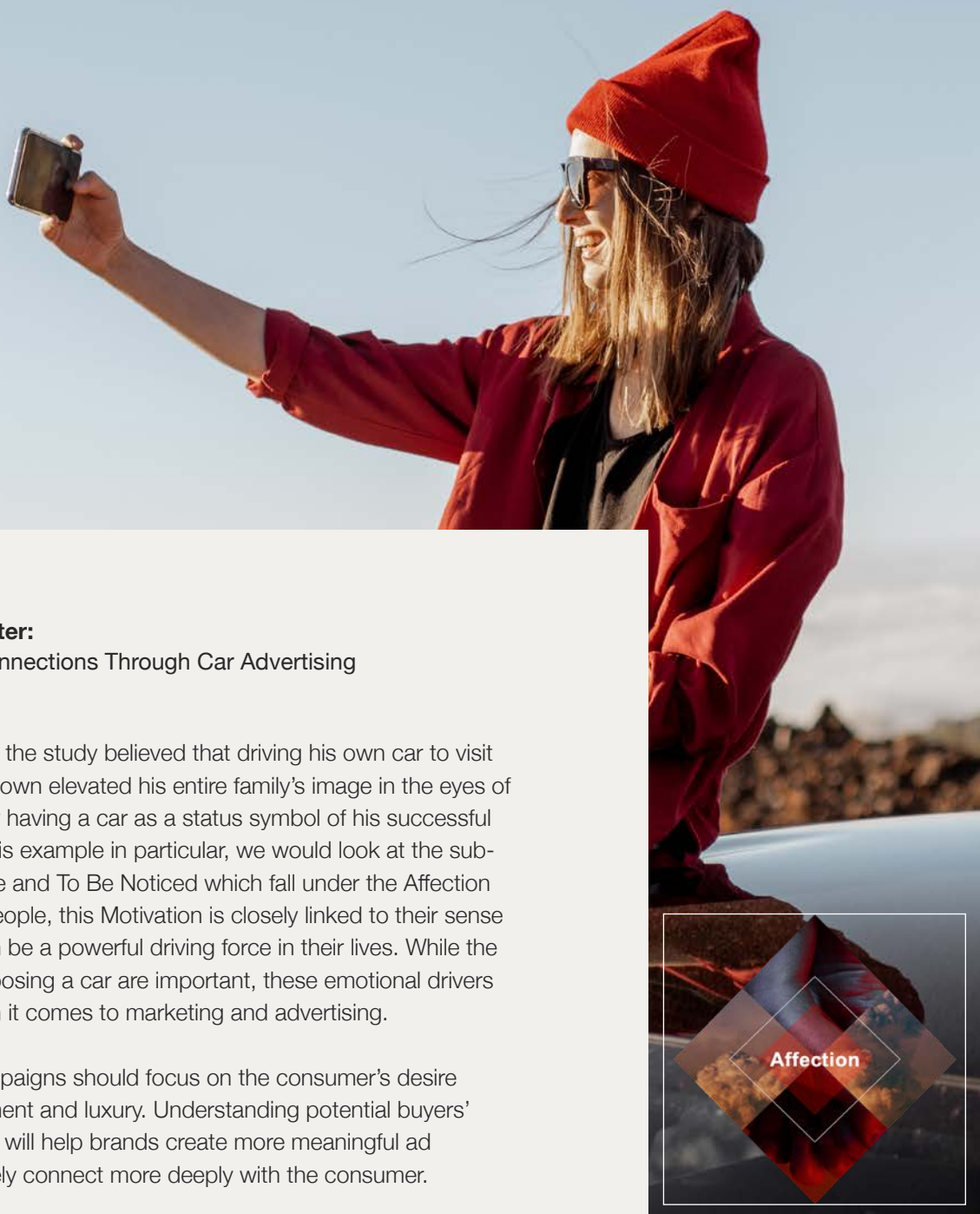
Making **Meaningful** **Connections** Through Car Advertising

Thanida Ungsakul, Director of Audience Insights & Media Effectiveness, dentsu X Thailand

While we might think of buying a car as a logical decision to meet our need to perform tasks such as commuting to work, picking up groceries and driving the kids around, the reality is that emotional factors play a huge role in influencing such a decision.

Generally speaking, buying a car is often a long process. People want – and need – to know how the car will hold up and how much they can expect to spend on fuel and maintenance. They need to know what return they can expect to get for their large investment. Because when it comes to spending thousands of dollars, people are logical. Aren't they?

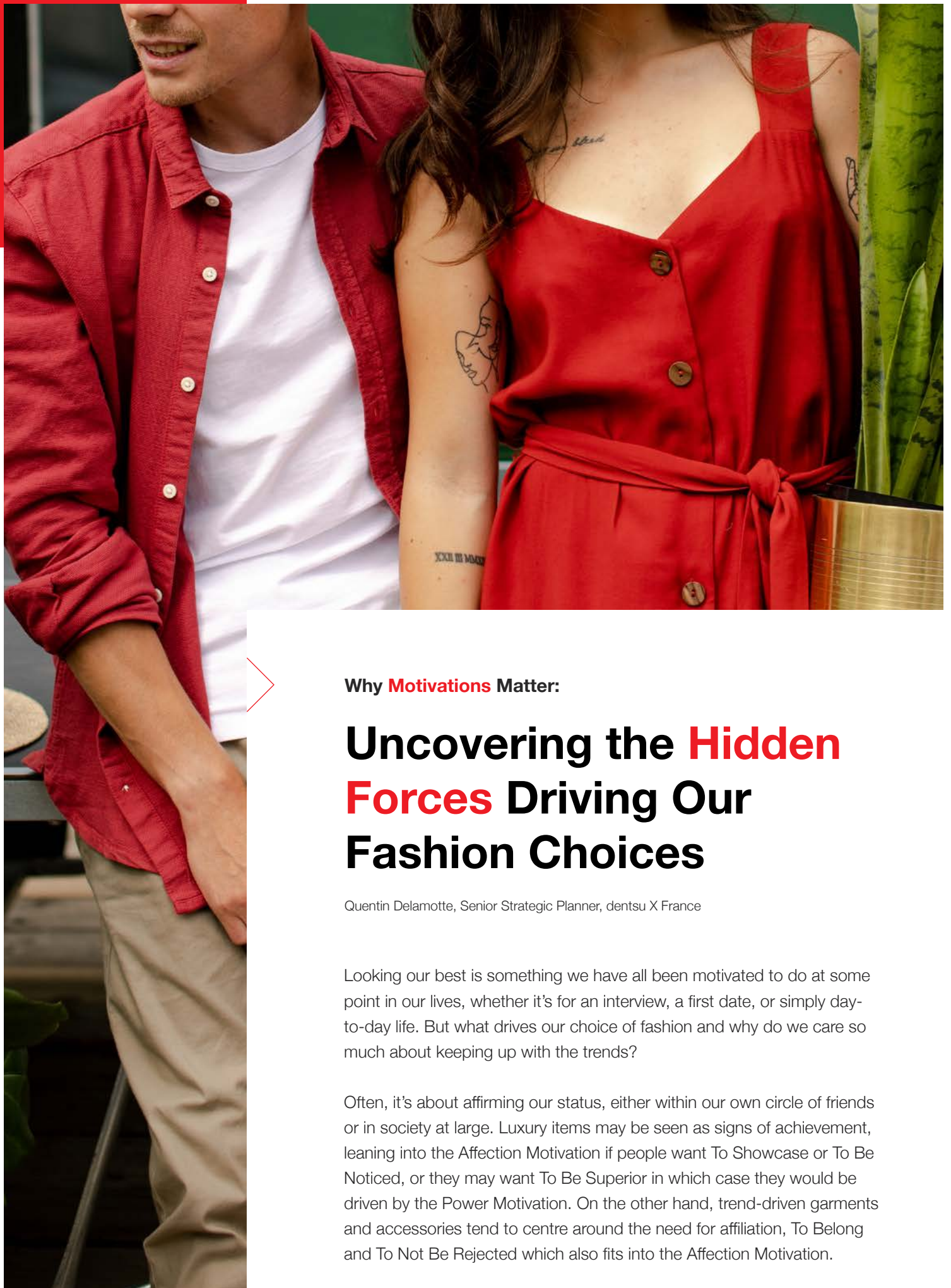
A recent study of Thai consumers between the ages of 25 and 44 has shown that there are many reasons beyond basic transportation needs that drive people to buy cars. For some, a car is a symbol of their success and status. It's a way to escape the stress of daily life and a reflection of their individual style and personality.



Why Motivations Matter:
Making Meaningful Connections Through Car Advertising

One 32-year-old man in the study believed that driving his own car to visit his parents in his hometown elevated his entire family's image in the eyes of the neighbours. He saw having a car as a status symbol of his successful life. Simply looking at this example in particular, we would look at the sub-Motivation To Showcase and To Be Noticed which fall under the Affection Motivation. For many people, this Motivation is closely linked to their sense of self-worth, which can be a powerful driving force in their lives. While the practical aspects of choosing a car are important, these emotional drivers can't be forgotten when it comes to marketing and advertising.

To be effective, car campaigns should focus on the consumer's desire for status, accomplishment and luxury. Understanding potential buyers' Motivations and desires will help brands create more meaningful ad campaigns and ultimately connect more deeply with the consumer.



Why **Motivations** Matter:

Uncovering the **Hidden Forces** Driving Our Fashion Choices

Quentin Delamotte, Senior Strategic Planner, dentsu X France

Looking our best is something we have all been motivated to do at some point in our lives, whether it's for an interview, a first date, or simply day-to-day life. But what drives our choice of fashion and why do we care so much about keeping up with the trends?

Often, it's about affirming our status, either within our own circle of friends or in society at large. Luxury items may be seen as signs of achievement, leaning into the Affection Motivation if people want To Showcase or To Be Noticed, or they may want To Be Superior in which case they would be driven by the Power Motivation. On the other hand, trend-driven garments and accessories tend to centre around the need for affiliation, To Belong and To Not Be Rejected which also fits into the Affection Motivation.



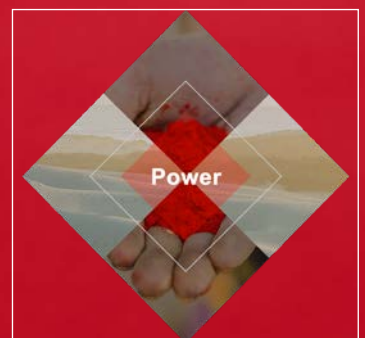
Why **Motivations** Matter:

Uncovering the Hidden Forces Driving Our Fashion Choices

The fashion industry has been capitalising on this need to fit in for decades, crafting unstoppable trends to keep their sales up. But there's more to the fashion market than mere fads. Research into consumer motivation can reveal undiscovered market gaps and unmet consumer needs.

Exploring consumer needs and motivations can open up a world of possibilities for fashion brands, both in terms of targeting new audiences and deepening existing relationships.

Ultimately, it's important to realise that our sense of style isn't just about looking great. Investigating the kind of motivation that speaks to different individuals can help fashion businesses understand what really drives their customers, allow them to create meaningful connections and truly resonate with their target market.





Why **Motivations** Matter:

Exploring the **Driving Forces** Behind Football Fans and Players

Andreas Monberg, Agency Director, dentsu X Sweden

We want to see them leave everything on the pitch. We want to see them bleed for the jersey. That's the feeling we as spectators had when we watched the 2022 football World Cup. We wanted our national teams to sacrifice themselves, to bring honour and glory to our homelands.

Not everyone can win, of course. That's the nature of the game. You will always have a winner and a loser, and for the football community worldwide it can quickly become a discussion on success and failure. It's that black and white. But this spurred a thought in my mind about what constitutes success for the teams, and especially for the players? What is their inner motivation?

A famous Swedish handballer, Kim Ekdahl du Rietz, was in his prime when suddenly he announced that he would retire at a young age. He lost the desire to play at a professional level and wanted to seek new adventures. In interviews, he stated that for him it was never really about being the best in the world. He had fun playing the game with his friends in the beginning and felt compelled to pursue a handball career because he was good at it, not because he really wanted to. We all know that football players have very different factors motivating them to pursue their professional careers yet they rarely acknowledge those motivations.



Why Motivations Matter:

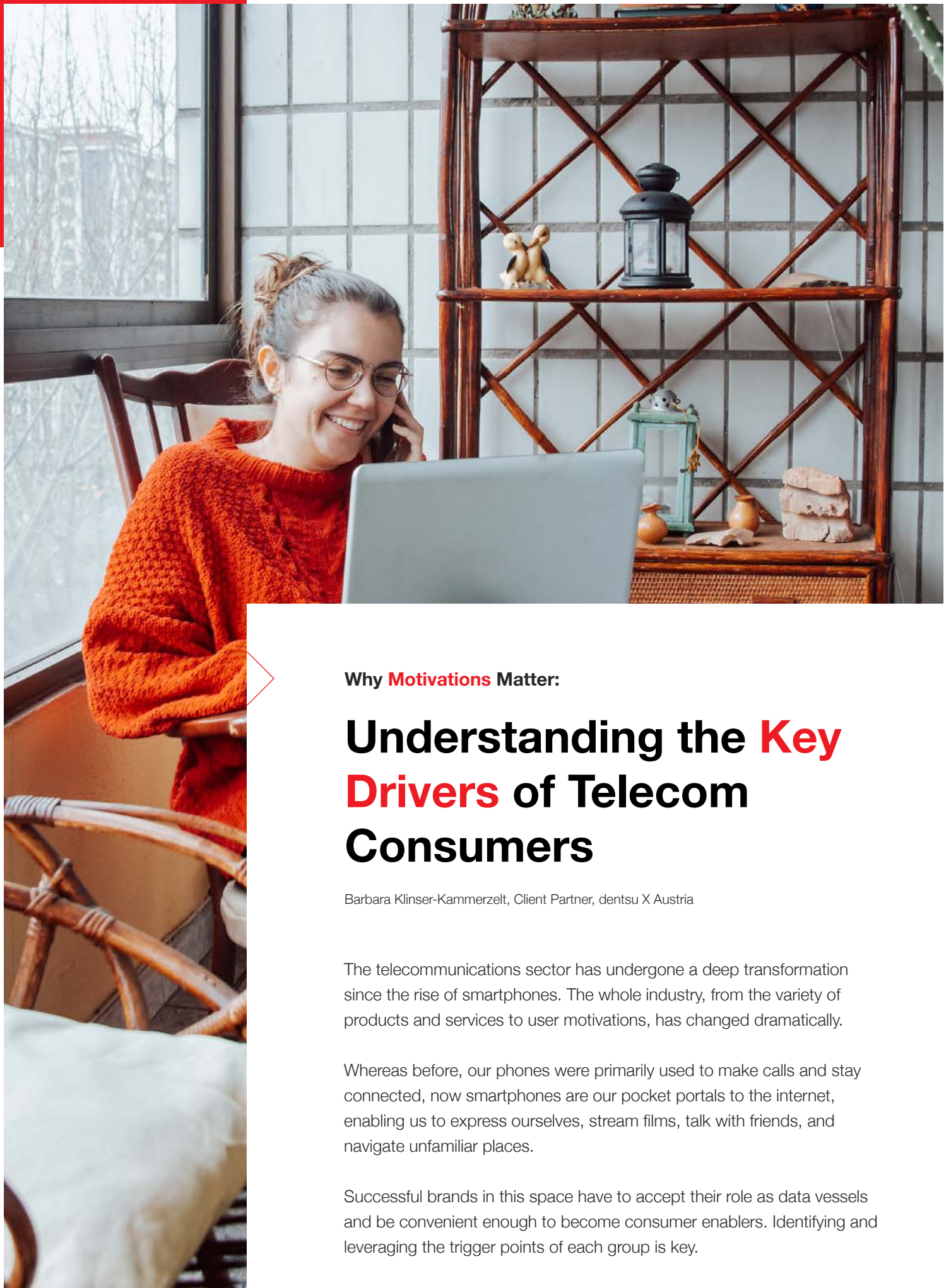
Exploring the Driving Forces Behind Football Fans and Players

Football fans are, not unlike players, also motivated by a variety of different factors. Arsene Wenger, the former manager of Arsenal, once created a scale of the types of football fans, ranging from the die-hard ultra-fans who live and breathe for their favourite teams to the people who show up once in a while and enjoy a hot dog in the stands. Their motivations to come to a football stadium or watch a game at home are completely different – and from those differences stem very different behavioural patterns.

There are some fans who have a real sense of community around sports and are driven by the Affection Motivation as they want To Belong to the team they love so dearly. They view their team's wins as their own achievements and are led by affiliation. Others see the coveted status of World Champions as a symbol of status for their country and, by extension, their own status. They want To Compete and To Achieve, ultimately driven by the Accomplishment Motivation.

The underlying Motivations are what determine spending habits for many sports fans. Knowing what drives fans to make decisions, and how to tap into this, is a key element of successful sports marketing.





Why **Motivations** Matter:

Understanding the **Key Drivers** of Telecom Consumers

Barbara Klinser-Kammerzelt, Client Partner, dentsu X Austria

The telecommunications sector has undergone a deep transformation since the rise of smartphones. The whole industry, from the variety of products and services to user motivations, has changed dramatically.

Whereas before, our phones were primarily used to make calls and stay connected, now smartphones are our pocket portals to the internet, enabling us to express ourselves, stream films, talk with friends, and navigate unfamiliar places.

Successful brands in this space have to accept their role as data vessels and be convenient enough to become consumer enablers. Identifying and leveraging the trigger points of each group is key.



Why Motivations Matter: Understanding the Key Drivers of Telecom Consumers

The key motivators for telecom consumers today are often Affection, Accomplishment and Information. The need To Showcase, To Be Noticed, To Belong, To Know and To Tell Others are all sub-Motivations that drive us to share photos of our latest successes with our networks and escape boring commutes with that TV show everyone is talking about.

To do this, consumers need a reliable service provider of uninterrupted connections. It's not just about coverage or signal strength, but also about the emotions such connections enable – something far beyond technology.

Being connected, wanting to know more, or escaping busy commutes are all motivations telecom companies can tap into to be successful. The right provider can help us share our accomplishments and escape the everyday, whilst ensuring our connection to the world is always on.



Why **Motivations** Matter:

Reviving the Chewing Gum Industry

Donovan Donadonibus, Market Director, dentsu X Italy

Chewing gum often gets a bad rap, with people associating it with laziness, disobedience and wasted time. However, due to the pandemic, the chewing gum industry has faced an even more dire situation.

In Italy, in the past two years, two million consumers have been lost, and daily consumption has dropped by seven percent. A key factor in this has been the new way of living with people spending more time at home and wearing face masks, making it so that people feel there is no need for chewing gum.

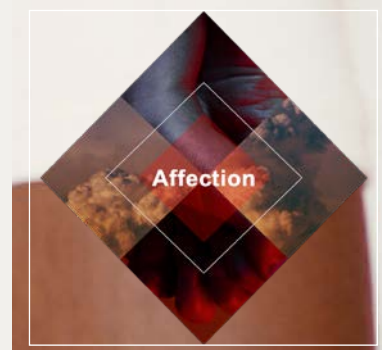
This has caused the industry to lose its impulse purchase appeal and has diminished the functionality of the product, as fewer people are finding teeth whitening and hygiene factors relevant. Marketers now have to find a way to turn this trend around, with access to reliable consumer intelligence becoming more necessary than ever.



Why Motivations Matter:
Reviving the Chewing Gum Industry

We investigated the inner motivations of target audiences within this sector to better understand what's behind their actions and to design valuable and strong customer experiences based on our findings. We found that socialising outside of the house was very important to them. Affiliation, the need To Play and To Be Recognised, was a top driver for these audiences, fitting into the Accomplishment and Affection Motivations.

The pandemic has caused a significant impact on the chewing gum industry, but with the right consumer intelligence and understanding of consumer motivations, there is hope for the industry to make a comeback and become relevant once again.



Why Motivations Matter.



Onward and Upward

Human behaviour is driven by a multitude of factors and considerations. By exploring the psychology and motivations behind consumer buying, we can tap into the diverse elements that shape decision making and connect with audiences like never before.

The articles in this edition of ahead have provided valuable insights into dentsu X's Motivations study, looking at the inner workings of the human mind, and how we make decisions.

Take a deeper look into Motivations and understand why it's important for brands, by reading our Motivation Fact Files.



GO FORTH

dentsu X is an integrated agency network combining best-in-class communication and media planning services, content creation, technology, data and behavioral insights. dentsu X helps brands create integrated and personalized marketing solutions to cut through the noise of a saturated media market and meet rapidly changing consumer demands to deliver 'Experience Beyond Exposure.' They have more than 3,500 experts in 52 markets. Key clients include LVMH, Heineken, Generali, Kao Corporation and Nestlé.

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