

### Engagement Insights for Channel Planning

These days, there are more ways for marketers to reach consumers than ever before, with new communications channels constantly presenting exciting new opportunities. But faced by so many options, busy consumers-leading fast-paced lives, and equipped with technology that enables them to pick and choose-are increasingly selective about when, where and how they engage with any form of brand communication.

ChannelConnect is a core part of our offer to enhance channel planning. It is specifically designed to help advertisers improve communications engagement by identifying the key contexts to drive a connection between your brand and consumer.

### A Qualitative Approach that Focuses on *Connection Points*, in order to Drive Consumer Engagement With Your Brand...

Specifically ChannelConnect will:

- Identify connection points that the target consumer is more able and inclined to engage with
- Identify contexts in the lives of target consumers that have relevance to the communications idea or expression
- Identify which contexts are most appealing, differentiating or problematic in respect to consumers' expectations of the brand/category
- Uncover and assess new or currently untapped communication opportunities for engaging the target consumer

More generally, ChannelConnect can:

- Encourage greater creativity and consumer/brand focus within the communications planning process
- Provide a wider range of connections opportunities for planners to work with to enhance communications engagement for a given campaign
- Be especially relevant in exploring the challenges posed by the digital world

### ChannelConnect's Three Key Themes: Ability, Relevance and Permission

The ChannelConnect approach is based on the latest thinking in cognitive psychology and neuroscience, which defines communications engagement in competitive terms - i.e. the ability to win the contest for the brains attention.

From cognitive neuroscience, we know the brain is hard-wired to prioritise those things that are relevant at a particular moment in time—so communication success is highly dependent on how receptive the target audience is at the moment of connection.

Every ChannelConnect study focuses on one key question: what connection points will maximise the chance of people engaging with the brand's message?

To increase receptiveness—and therefore maximise the possibility of making a true connection—we need to take into account the following three factors: Firstly, the target consumer's *ability* to engage with a brand message. Secondly, the *relevance* of the brand communication in that particular environment, or moment in time, and lastly, whether a brand has *permission to speak* in that context.

## The ChannelConnect Framework

**1. Ability:** Here, we explore consumers' capacity and inclination to engage with a channel or communication, looking at how they interact with media channels in their daily lives. This helps us define the range of media connection opportunities for the brand in question.

**2. Relevance:** Our aim is to discover all the contexts in consumers' lives in which they would be most receptive to the brand idea or expression. This kind of consistency between the brand communication and the point of connection can increase engagement, so a key focus of ChannelConnect is to identify when a person is actively seeking content related to the brand idea, or when they might be open to it.

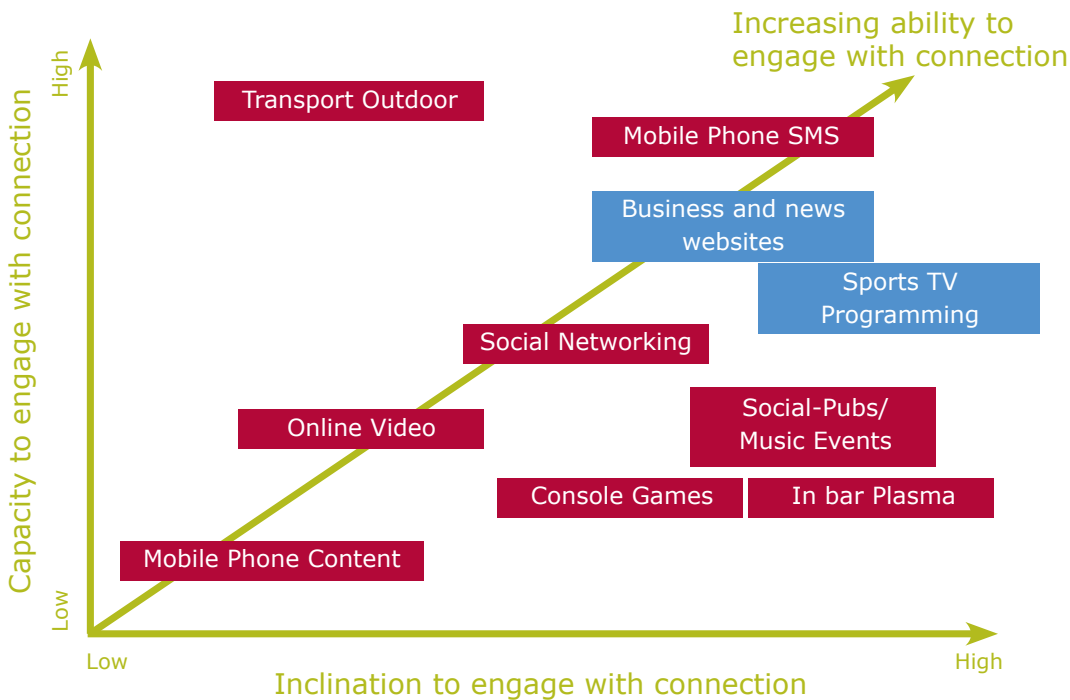
**3. Permission:** Finally, we explore whether, in the eyes of consumers, the brand is entitled to their attention in the relevant contexts. This takes into account not just the brand's own appeal and credibility in that context, but also consumers' wider expectations of the brand/category. This enables us to look at the potential for differentiation, where a brand sets itself apart by not conforming to what is expected in the context. We also explore potential resistance—i.e. whether there is any reason why consumers may refuse the brand "permission to speak", either because of the context or the particular brand communication.

<p style="text-align: center;"><b>Ability</b></p> <p style="text-align: center;">Ability to engage increases according to a person's: Capacity to interact with a connection point Inclination to interact with a connection point</p>	<p style="text-align: center;">DEFINE the broad set of connection opportunities for a specific target</p>
<p style="text-align: center;"><b>Relevance</b></p> <p style="text-align: center;">Relevance of the brand idea increases when: A person is actively Seeking content related to the idea Or might be thematically Open to the idea</p>	<p style="text-align: center;">EXPLORE and expand connection opportunities</p>
<p style="text-align: center;"><b>Permission</b></p> <p style="text-align: center;">Permission depends on: The Appeal of the connection for the brand The Differentiation the connection offers the brand Whether the brand will meet Resistance in this connection</p>	<p style="text-align: center;">CHECK these connection opportunities against category/brand expectations</p>

## Planning-friendly outputs and wider strategic insights

All connection opportunities for a particular brand strategy are then mapped in a simple schematic:

### Relevance Summary Example



#### Relevance Key:

Open
  Seeking

This provides a summary of all the communication opportunities. It maps the connection points the target has the most capacity and inclination to engage with, against the moments when people are most open to or are seeking content around the brand idea. We can now see which connection points play a bigger role in people's lives as well as how they are relevant to the brand strategy itself.

Beyond key outputs (as above) which outline tactical communication opportunities, ChannelConnect can also generate wider strategic insight and direction to feed into communications strategy.

As a qualitative research approach, ChannelConnect employs an in-depth and detailed exploration, allowing rich insights to flourish, whilst at the same time providing clear and user friendly outputs enabling communication planners to integrate insight into media plans.

### ChannelConnect: Designed to Provide Real Life Insights

Our innovative approach helps ensure that ChannelConnect provides you and your agencies with reliable, “real life” insights.

To get to the right people, we pre-recruit — filtering a large group of potential respondents to ensure that, demographically and attitudinally, the final sample is as representative as possible.

We speak to them in their own environment — which is why, in addition to focus groups, we use ethnographic/observation techniques to explore hypotheses further and observe unconscious behaviours and decisions.

And we ensure respondents are in the right frame of mind. Before the group discussions, they are pre-sensitized to the relevant topics. We do this by asking respondents to record their daily interaction with communication channels using diaries, cameras, scrapbooks etc and in some cases respondents are asked to capture (bring examples, take photos or note down) any places or ways they see, hear, discuss or think about brand idea. This enables us to get the most out of discussions with respondents and capture valuable information that respondents could not be expected spontaneously to recall.

### A New Approach to Identifying the Best Connections

ChannelConnect focuses on the context for brand communications — providing you with a 360° picture of how to establish that elusive connection with consumers.

It represents an opportunity to revitalise communications for your brand, enabling you not just to optimize existing contact points with consumers, but also to explore and develop completely new ways of connecting with them.

It represents an opportunity to revitalise communications for your brand, enabling you not just to optimise existing contact points

with consumers, but also to explore and develop completely new ways of connecting with them.

### ChannelConnect: Delivering Action-Orientated Outputs

At Millward Brown Lansdowne, we believe that insights are worth little unless they deliver competitive advantage. ChannelConnect entails a collaborative process bringing you and your media and creative agencies together with the end goal of providing clear, actionable outputs that can be applied to stimulate new and innovative thinking to feed into channel planning.

In particular, ChannelConnect tells us:

- The best connection points to communicate a brand strategy
- An understanding of what makes them so potent
- How best they can be exploited
- Other broader strategic insights to help engage with the brand strategy

If you’d like to know more about how ChannelConnect can help you improve engagement with your brand communications — by connecting with consumers in the right way, in the right place at the right time — Millward Brown Lansdowne would be very happy to hear from you.

### Contact Us

**Brendan Beere**  
+353 1 2974500  
Brendan.beere@millwardbrownlansdowne.ie