

Beyond a Buzzword

EXPERIENCES THAT MATTER

FEMALES IN FOOD

February 26, 2020



ABOUT ME

Corporate leader recently turned indie consultant

Love creating things that actually matter to real people.

No matter who we're talking to or designing for, I stand on a simple concept:

We are humans designing for and talking to other humans.

Say Hello!

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WHAT IS EXPERIENCE?

AND WHY SHOULD I CARE?



EXPERIENTIAL MARKETING CUSTOMER EXPERIENCE EXPERIENCE DESIGN CUSTOMER-CENTRIC JOURNEY MAPPING USER EXPERIENCE CX/UX

A lot of buzz words are tossed around.
But what does it mean?



THE PERCEPTION THE CUSTOMER HAS OF YOUR BRAND

The sum of all the individual
engagements + interactions a customer
has with your brand over time.

I₁ T₁ S₁

S₁ I₁ M₃ P₃ L₁ E₁

PERCEPTION EQUALS REALITY

If the customer perceives the experience as something different than the brand, they define the actual experience.



CUSTOMERS ARE WILLING TO PAY FOR BETTER EXPERIENCES

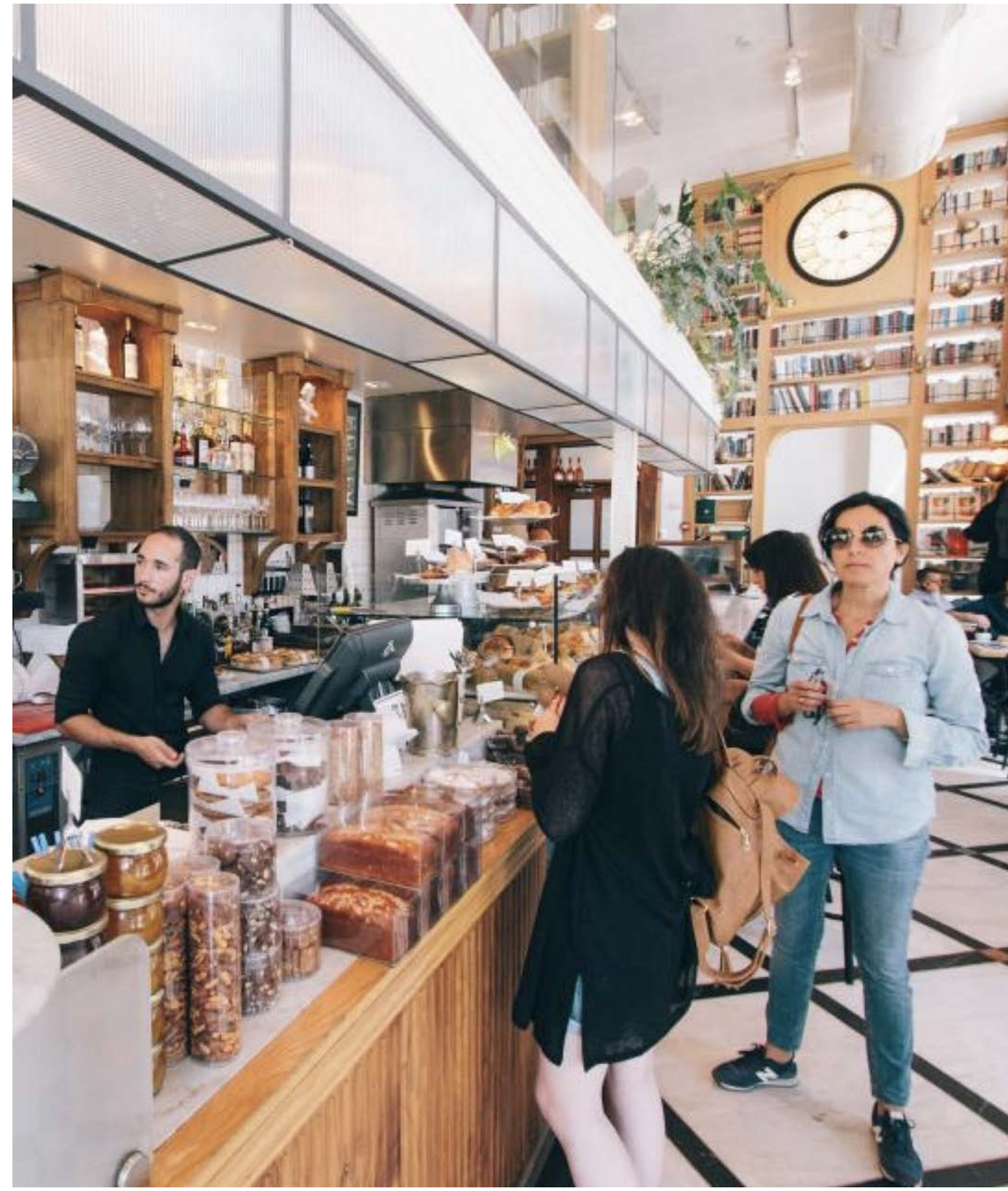
AND WILLING TO LEAVE FOR BAD ONES

40% of customers are willing to pay 20% more
for a better experience.

1/3 are willing to leave after one bad experience.

**ALL BRANDS
WANT TO MAKE
AMAZING AND
MEMORABLE
EXPERIENCES
FOR PEOPLE.**

And may very well believe their
products and services are great.



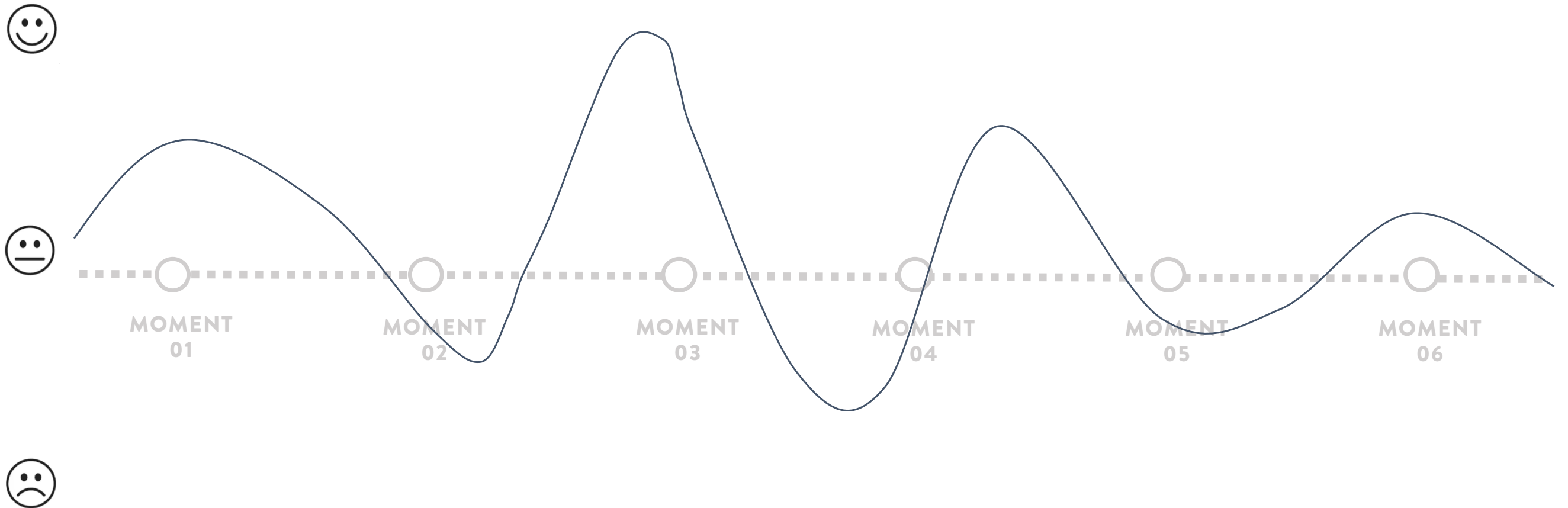
MADE IN MOMENTS

THE PARTS ARE GREATER THAN THE WHOLE

A SERIES OF MICRO MOMENTS



SOME ARE GOOD SOME ARE BAD





JOURNEY MAPPING 101

EXPERIENCE ASSESSMENT TOOL

A technique for studying how customers interact with a product, service or experience

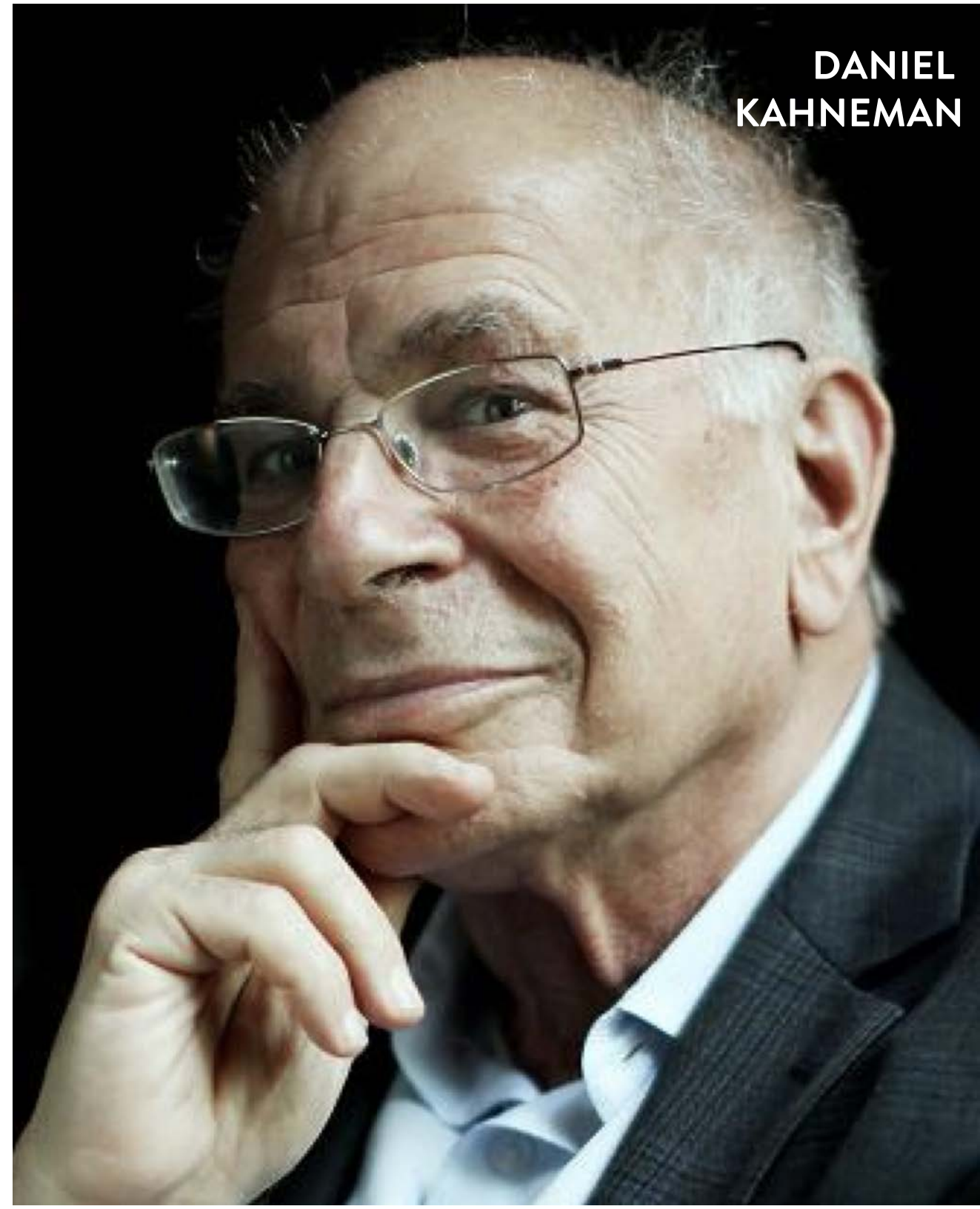
The “deconstruction” of the customer experience into important interactions, and analyzing each for how well it works

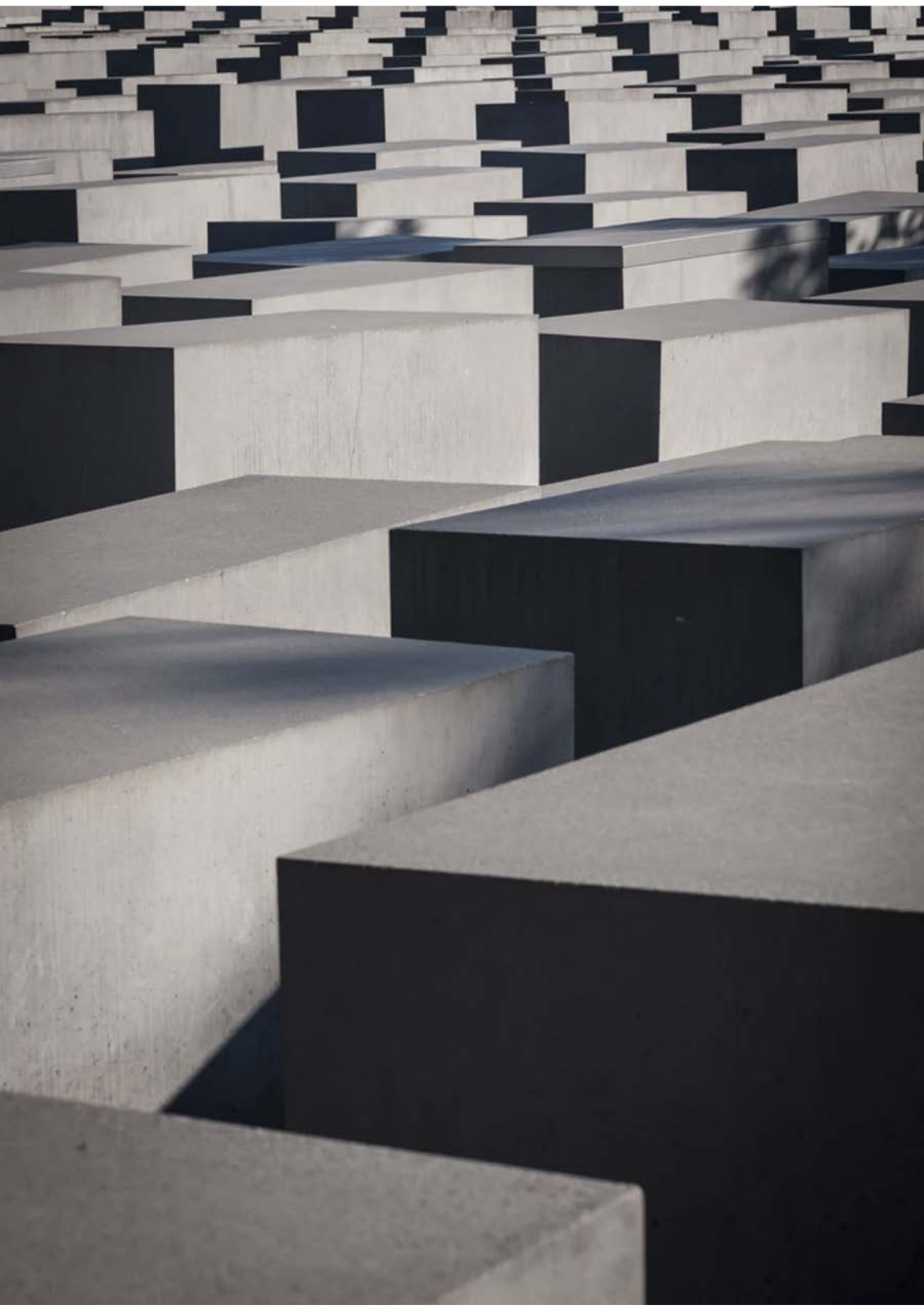
Used to identify “pain points” and where improvements could be made

MOST ARE FORGOTTEN

Our memory of past experience (pleasant or unpleasant) does not correspond to an average of positive or negative feelings.

Most of the moments we experience in our life don't leave a trace. They are completely ignored by the remembering self.





“MOSTLY FORGETTABLE” IS SORT OF OKAY.

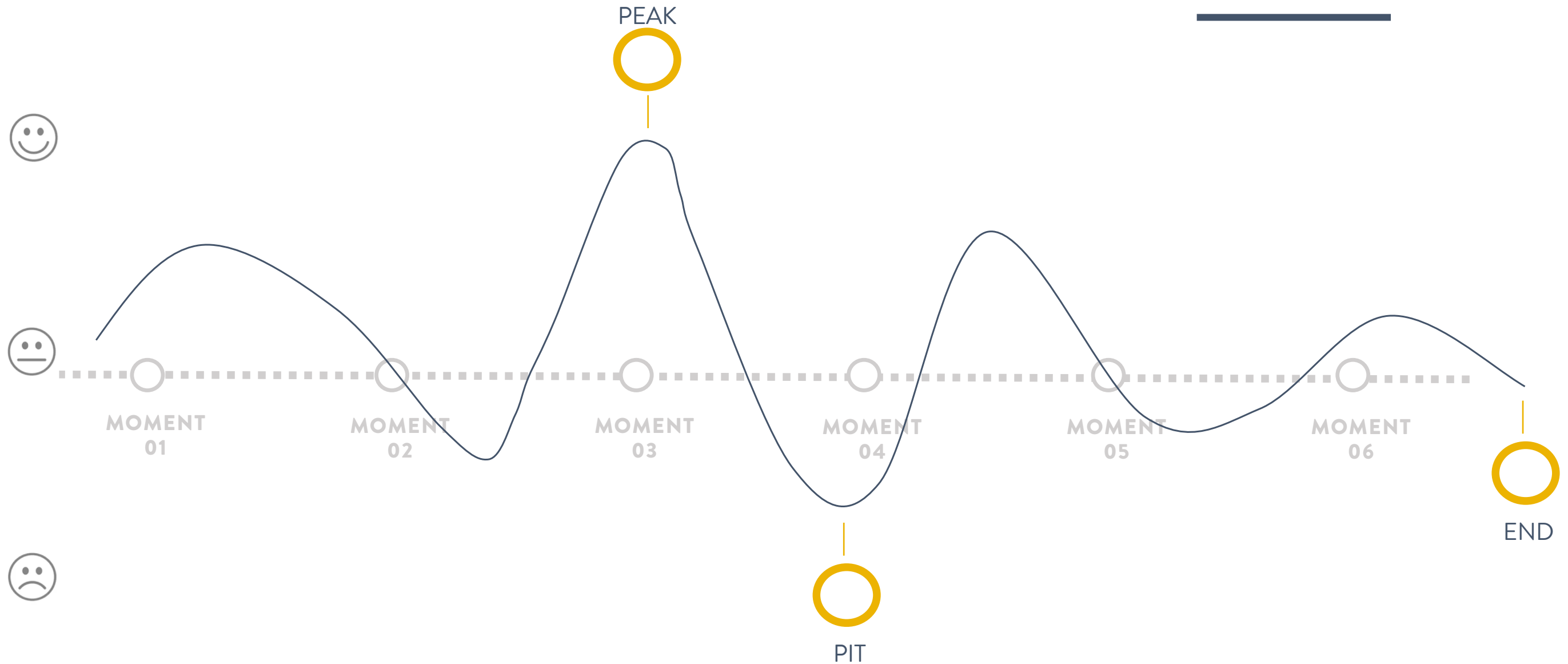
Neutral state is associated with things like reliability, dependability and competence.

Sounds great, right?

Familiarity and memorability are often at odds.

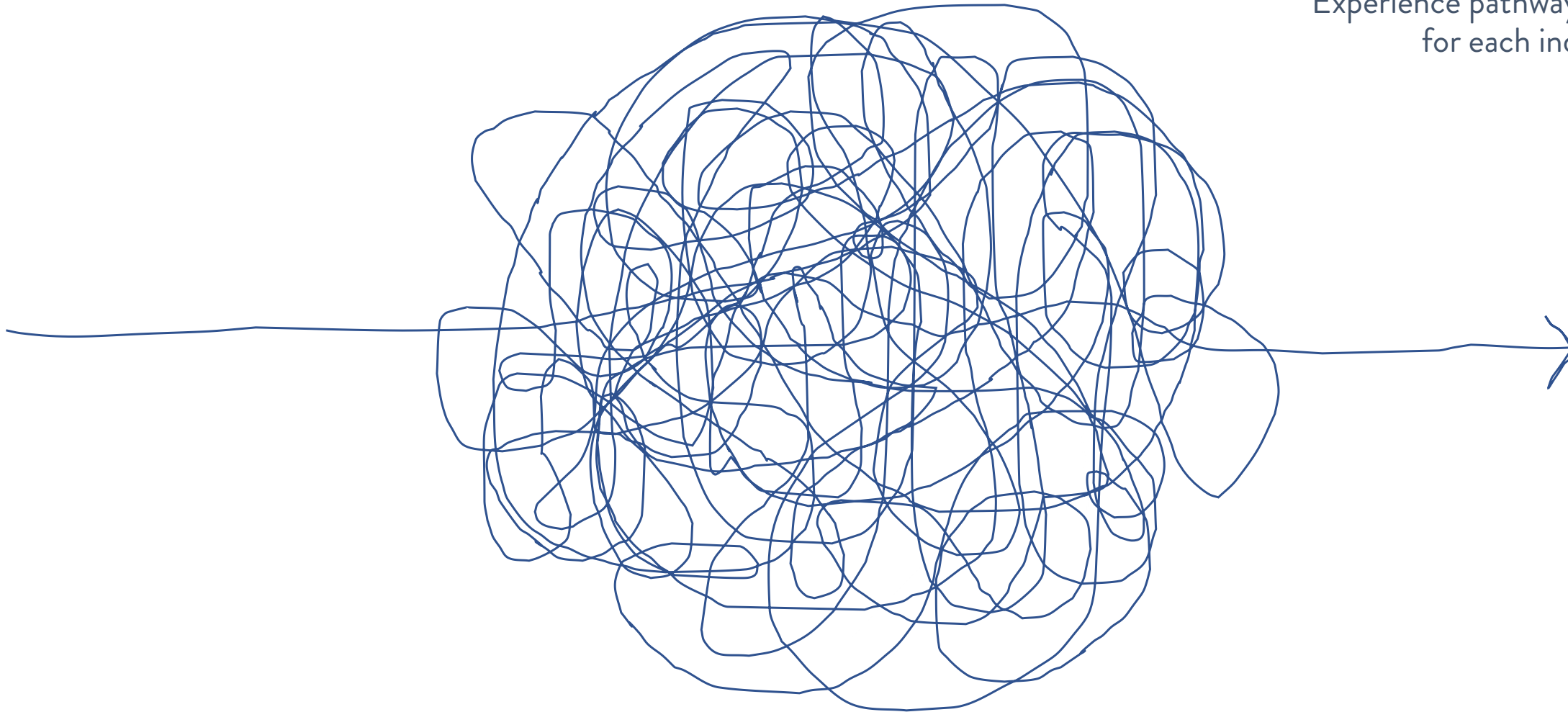
Research has shown these attributes to be associated with simply *meeting* customer expectations.

SOME MOMENTS MATTER MORE



MOMENTS ARE NON-LINEAR

Experience pathways look different
for each individual.



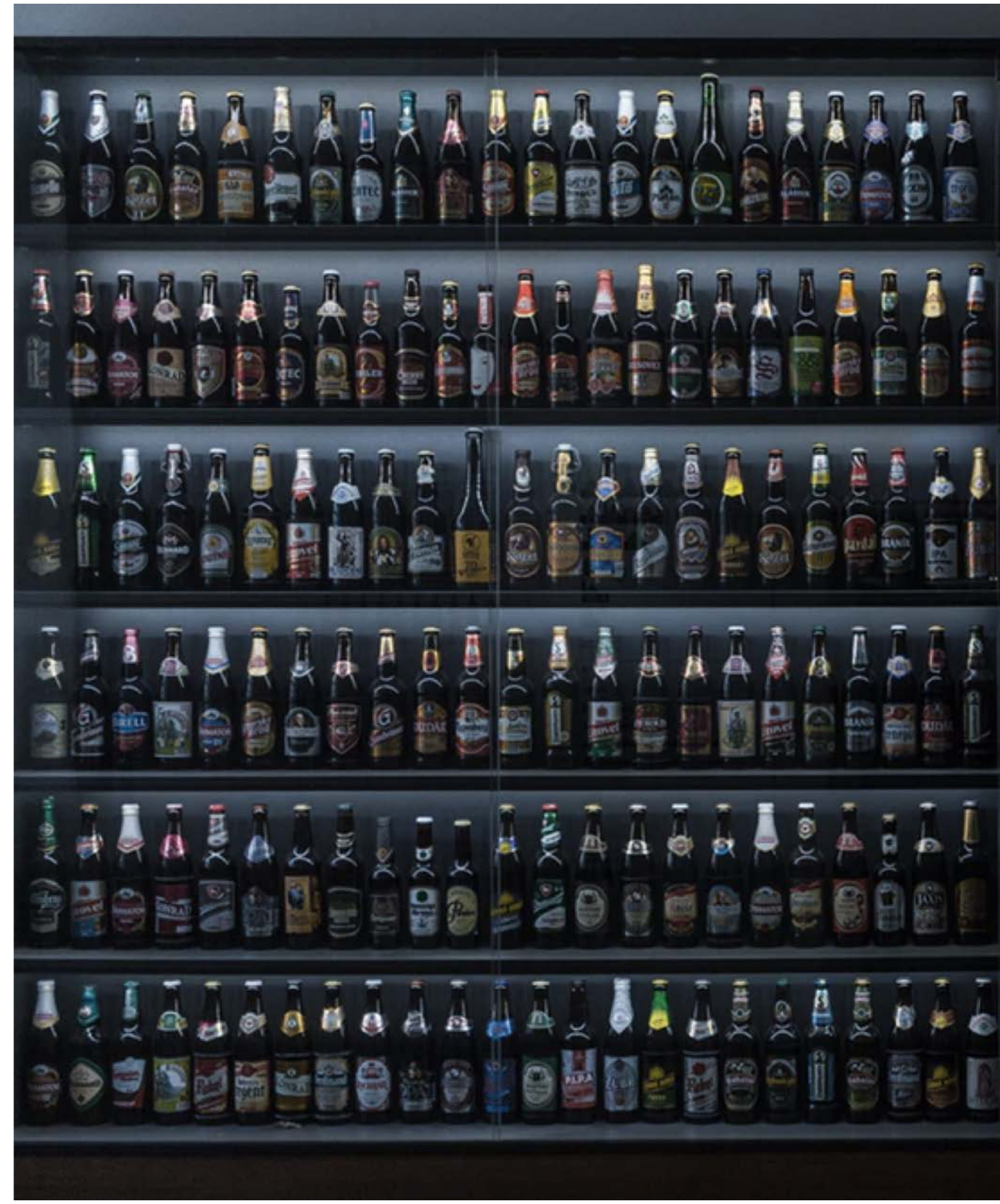
AND EVER CHANGING

Technology continues to change the game
(and consumer expectations)

Choice is infinite.
Switching brand preference is only a click away.

Online grocery shopping is expected to
be a \$100 billion industry this year

90% of customers conduct research online
before dining out and 92% read reviews
before visiting



STAND OUT IN THE MARKET

WHERE DO WE START?

RETHINK YOUR TASK:

WE'RE ULTIMATELY DESIGNING MEMORIES

People are emotional decision makers
but we often focus on functionality.

You don't need customers to understand
something, you need them to feel something.

To build memories, it's important
to elevate the human experience





FOCUS ON MOMENTS THAT MATTER MOST

Over deliver in a few moments without having to design for every different path.

First, fill pits.

*NPS impact: moving neutrals up is 9x more valuable than negatives to neutral

To create fans, you need the remarkable.
Peaks don't emerge naturally, they must be built.

CREATE MOMENTS THAT MAKE THE EXPERIENCE OCCASIONALLY REMARKABLE

These moments must be moments of elevation that rise above the everyday and require nothing to come before or after to make them relevant.

~The Power of Moments, Chip & Dan Heath



BREAK THE SCRIPT

Get off the shelves and into your consumer lives in meaningful and memorable ways that tap into that emotional resonance (as well as functional) and humanize the connection with your brands.





TO BREAK THE SCRIPT, YOU NEED TO UNDERSTAND IT

The moment should look and feel different.

Be surprising and unexpected.

This means you need to know what happens today.

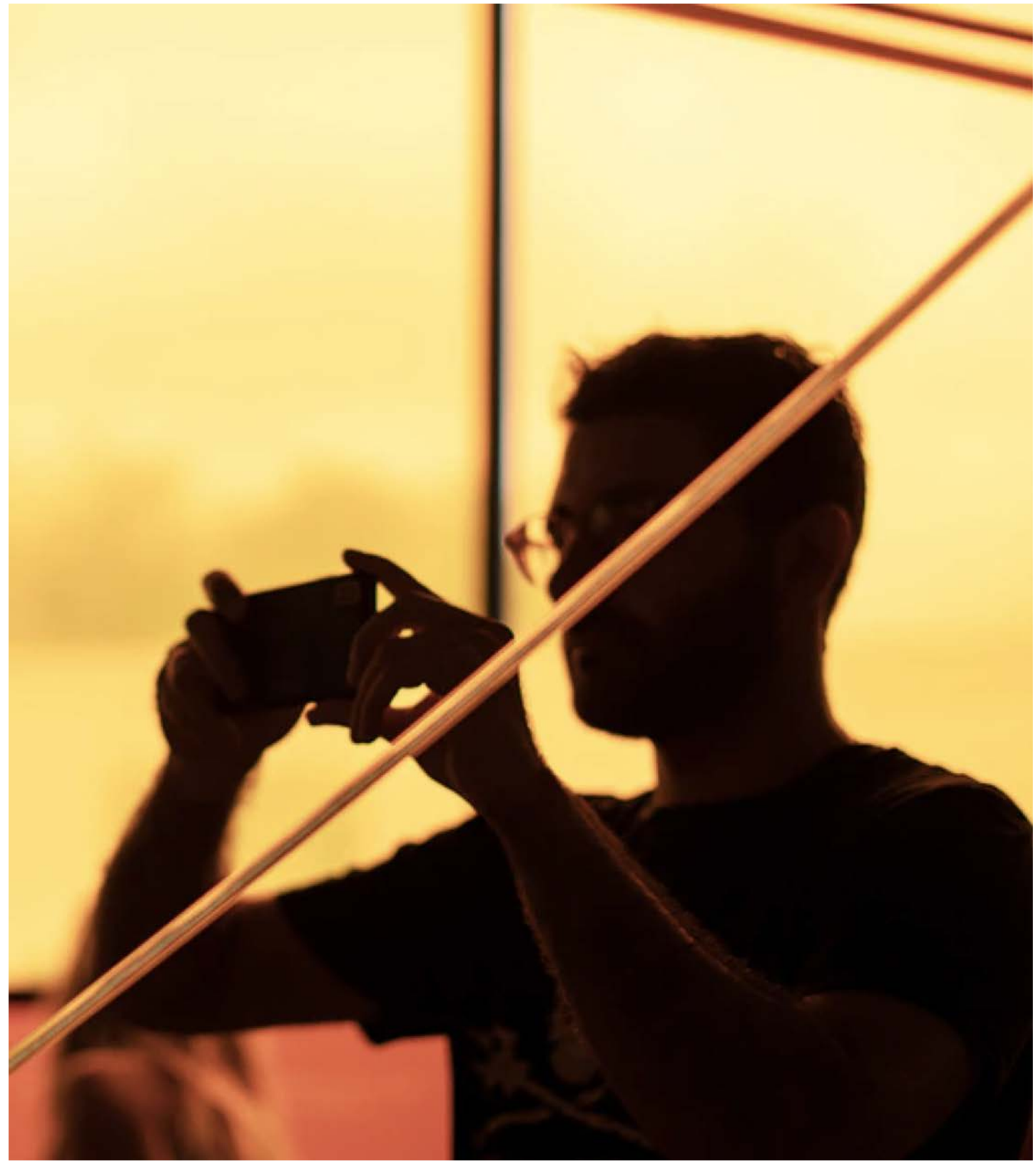
Ask yourself:

How does your product show up in their life and what problem is it solving for them?

IS IT INSTA- WORTHY?

A simple diagnostic:
Do people pull their cameras out?

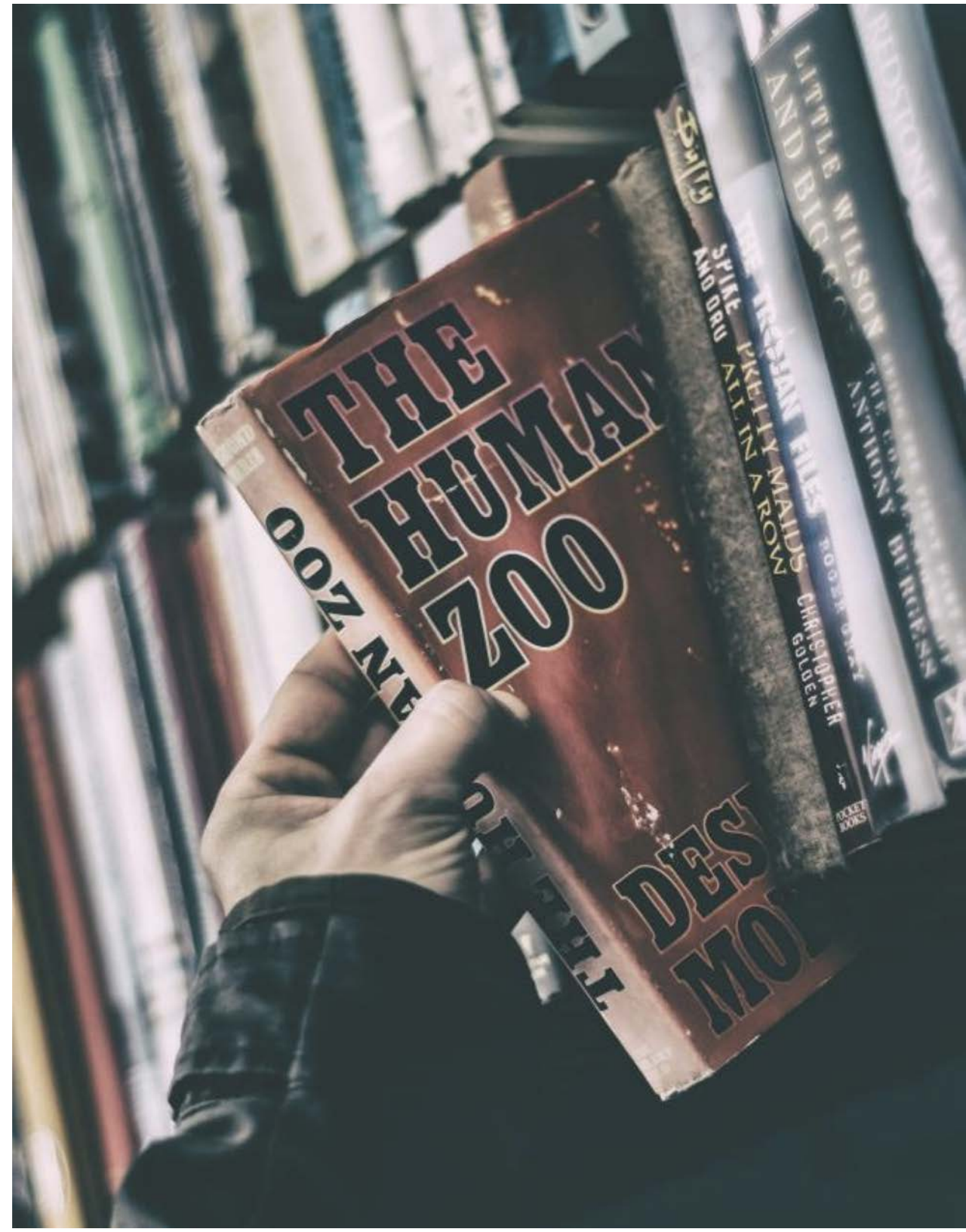
Consumers continue to seek
“Instagrammable” moments that foster
interaction and prompt sharing their
experience with others



OUR REMEMBERING SELF IS A STORY-TELLER

What we get to keep from our
memorable experiences is a story.

And stories are also shareworthy.





GET PEOPLE TALKING

Stories: People don't share information, they share stories

Public: Is it visible for others to see and imitate?

Social Currency: Do people look good talking about it?

Triggers: Products need to be put back on the top of people's minds and show up in their daily life

Practical Value: It has to appear useful. People like to help others, so showing how they can help others makes them more likely to share it.



IT ALL STARTS WITH EMPATHY

TALK WITH PEOPLE.

Every incredible experience is built from a brand thinking less about transactions and customers and more about real humans with individual wants and needs.

EASIER SAID THAN DONE

WHY MORE BRANDS AREN'T WINNING IN EXPERIENCE



SOME THINK THEY'LL FIGURE IT ALL OUT BY HIRING A CHIEF EXPERIENCE OFFICER

But nobody can “own” experience. It’s everyone’s job. The entire company needs a customer-first mindset to have a strategic advantage.



**OTHERS DO RESEARCH OR MAP THE CUSTOMER JOURNEY &
EXPECT BUSINESS RESULTS TO MAGICALLY IMPROVE.**

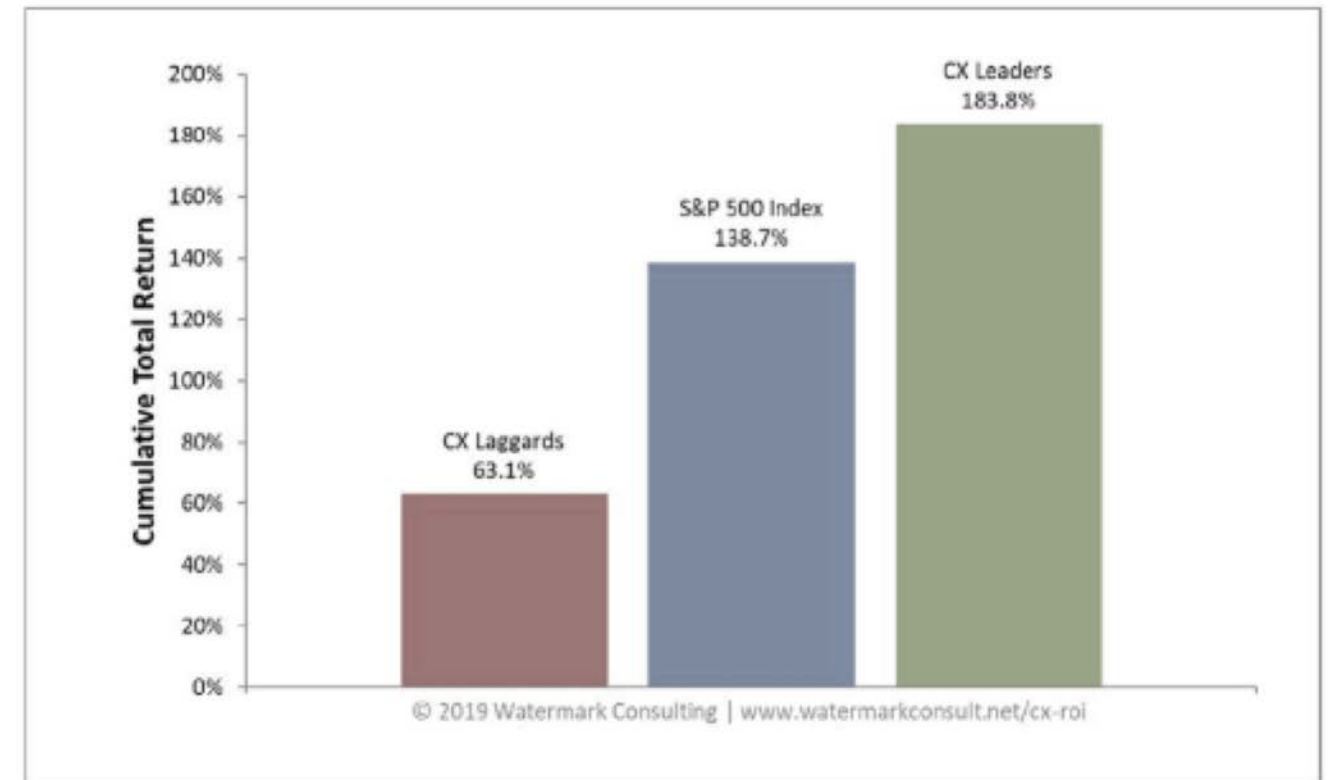
But research and mapping just helps us understand where to start. It's ongoing journey and experience management that drives business value.

CX IS STRATEGY, NOT AN INVESTMENT

Companies that lead in customer experience outperform those who lag nearly 3-to-1.

Customer Experience Leaders Outperform The Market

11-Year Stock Performance of Customer Experience (CX) Leaders vs. Laggards (2007-2017)



Watermark Consulting Customer Experience ROI Study WATERMARK CONSULTING



EVERYONE PLAYS A ROLE

Driving good CX cuts across all functions.

Many brands have great people but processes and technology need improvements. And internal structures are siloed.

Many lack customer empathy to know what to design differently or what real problems might exist your product could solve for.

Experience transformation is a strategic decision and a long-term commitment...but focusing on moments allows for small wins along the way.

EXPERIENCE DESIGN TIPS

Move from customer experience to **human** experience – introduce emotion, build connection and trust.

Build empathy by talking with real people and using tools like journey mapping to learn what moments matter most

Start by filling the pits, then create moments of elevation

Make sure the moments you create address both functional benefits and emotional needs

Build a human-obsessed culture over time



THE REAL WORLD

REMARKABLE MOMENTS IN FOOD



LAND O' LAKES

THE COPERNICUS PROJECT

A 6k sq ft activation at SXSW Conference March, 2019

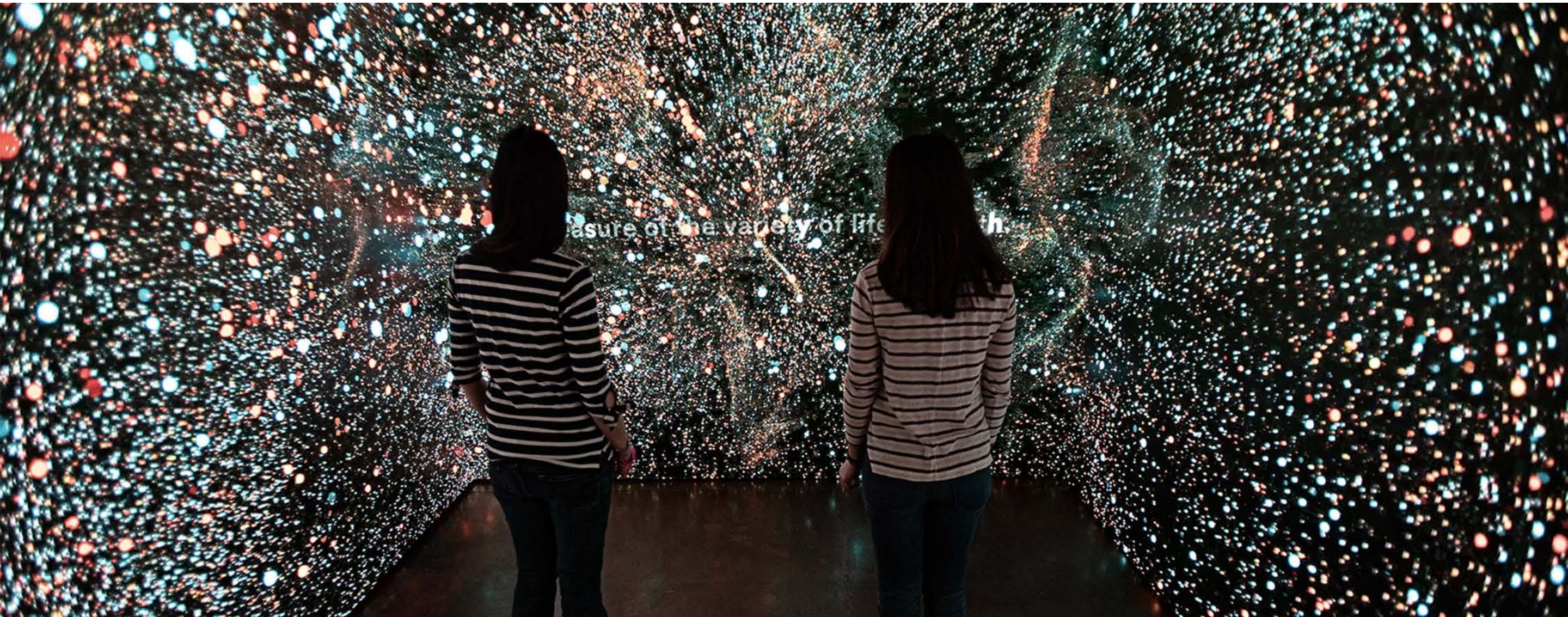
Challenged beliefs about how our food systems should be: Humans are not the top of the food chain.

This immersive experience was part think tank, part social experiment and part activation. Attendees engaged with four unique experiences that explained key issues our food system is facing and how humans are adapting to them.

It shifted the way people saw Land O'Lakes, taking it from a butter company to a thought leader in our food system. People were changed, inspired and motivated to help advance how we feed our population and planet.

The
C^opernicus
Project

LAND O' LAKES, INC.



THE TRUTH ABOUT BIODIVERSITY

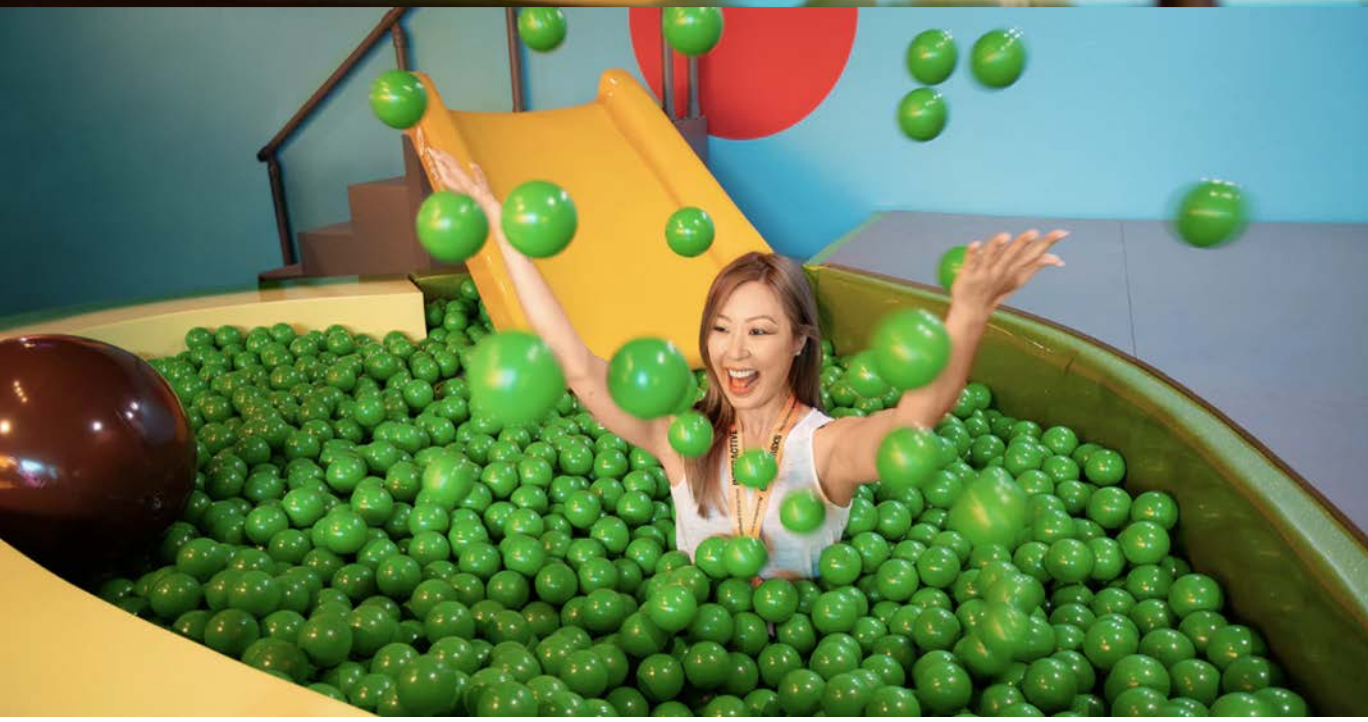
Biodiversity is the variety of life on Earth. The more we have, the healthier our planet and our people are. To tell the story of biodiversity, we created an immersive video experience projected onto 9-foot-high screens. Vivid animated graphics both enlightened guests and blew their minds.



A BEAUTIFUL FOOD WEB

They constructed a gigantic sculpture to show that humans are not at the top of the food chain. We are part of a vast and interconnected web of seemingly unrelated factors.





NANOTECHNOLOGY

To show the profound effect that nanotechnology has on our food system, we designed and built an avocado ball pit. Guests could slide in and deposit a micronutrient to help the avocado thrive.



THE WALL OF OPINIONS

They created an interactive art piece that let visitors manipulate colored strings to share their thoughts about our food system.





SCHWAN'S CO. EDWARDS FROZEN PIES

EDWARDS DESSERT KITCHEN

Brick and mortar experience, opened Summer 2018

A foodie destination (with a secret purpose)

Bringing high concept cookies, caramel corn and cocktails (curated by Tattersall) to the North Loop. This culinary innovation is a collaboration between a corporate entity and a talented pastry chef.

The brand has elevated from frozen pies to an upscale dessert experience where they can learn from customers in ways they could never do in the freezer aisle.



A TEST KITCHEN

Customer interaction can inspire new food product creations for Schwan's Co.

The eatery is the first retail concept for the company, which will also use it as a test kitchen to explore recipes and products.

“Immersing ourselves and having that day-to-day interaction with customer feedback will help our thinking and make us more well-rounded,” said Stacey Fowler, Schwan's SVP of product innovation.





FLAMIN HOT CHEETOS

FLAMIN' HOT SPOT

A Cheetos-themed Restaurant Experience – 2018

The entire menu for the 3-day restaurant in Los Angeles featured fusion style dishes using Flamin' Hot Cheetos in each item on the menu

By making it exclusive and being a bit unpredictable, the brand was able to elevate the conversation around its snack product and excite consumers.





A CELEBRITY PARTNERSHIP

The chip maker partnered with celebrity chef Roy Choi to open Flamin' Hot Spot, a Cheetos-themed restaurant

Reservations for the restaurant sold out nearly instantly.

The concept followed the same model as an NYC-based Cheetos-themed restaurant, *The Spotted Cheetah* with celebrity chef Anne Burrell.





A FULLY BRANDED EXPERIENCE

“Ap-paw-tizers” included Flamin’ Hot Elotes, Flamin’ Hot Chipotle Ranch Wings

Entree offerings included Flamin’ Hot Fries (replace the fries with Cheetos in this case), an Xtra Flamin’ Hot Rice Bowl, a Hot Cheetos Burrito, and a Five-Alarm Cheetos Steak seasoned with Cheddar Jalapeño Cheetos and then literally lit on fire.





BEYOND THE BUZZ

The brand takes it further and curates fans photos of meals they've made that creatively incorporate Cheetos, adding it's own caption and tagging them on Instagram.

All great, fun ways to build the Cheetos community and build authentic connections.





LOOKIN' LIKE A SNACK

House of Flamin' Haute, Fall 2019

The brand also created a one-of-a-kind flamin' hot phenomenon to kick off NY Fashion Week – an idea inspired by fans on social media who were doing their makeup inspired by flamin' hot or hair inspired by Chester.

Launched 21 fashion-inspired outfits with costume designer Ami Goodheart and partnered with other influencers. Guests could get “Paws and Claws” manicures, bedazzled orange eyebrows and hair spray painted with spots.

Many, many Instagram videos were filmed.



LEAN CUISINE

#WEIGHTHIS CAMPAIGN, Summer 2018
A Grand Central Station experience

Lean Cuisine jumped out of the freezer aisle and into their customers lives in unexpected ways as they challenged consumers to #weighwhatmatters, demonstrating their understanding of the struggles of weight loss.

Weigh what matters – if you're going to weigh yourself, weigh yourself by more than the numbers on a scale. Weigh your accomplishments. Your successes. Your proudest moments. The things that really matter.

FOCUSING ON WHAT MATTERS

They asked passersby how'd they prefer to weigh themselves beyond pounds and ounces and had them write responses on scales. Some responded with personal accomplishments, relationships, or successes in their life outside of weight loss.



EXTENDING THE CONVERSATION

The diet meal manufacturer showed an authentic appreciation for their consumers while garnering more than 200 million impressions across various channels.

In addition to this campaign, they also did a wholesale package redesign to move away from "diet" and move to health a wellness focus for women, driving \$58M sales increase in one year.





PRET A. MANGER

pr: pret-ah-mahn-zhay

A different type of loyalty program

This chain café wants people to know that doing the right thing is “what makes pret, pret.”

Instead of spending lots of money to build up some Clubcard-style program, the require staff to give away a certain number of hot drinks and food every week.

The company estimates that 28 percent of customers in the UK have been gifted something at some point.



RESTORED SURPRISE & HUMANITY TO PERKS

These random acts of kindness, of sorts, are satisfying to both the customer and the employee – a personal form of gratitude.

While they give up the ability to collect customer data, they have created something special – more personal and human.

Good surprise delights employees as well as customers.





TRADER JOE'S

A simple and fun shopping experience

Trader Joe's leads in customer satisfaction and employee engagement. They invest in employees, offering competitive wages and healthcare to even part-timers.

And, they listen to customers. When customers complained the store used too much plastic packaging, they stopped using single-plastic bags and invested in eco-friendly packaging.

Customers can also request to try something, even if it's not being sampled in the store.



KEEPIN' IT SIMPLE

The store doesn't have coupons, sales or rewards cards but simplifies the grocery experience.

Sell almost exclusively items under the TJ label. Customers have only a few options to choose from, creating a simpler shopping experience

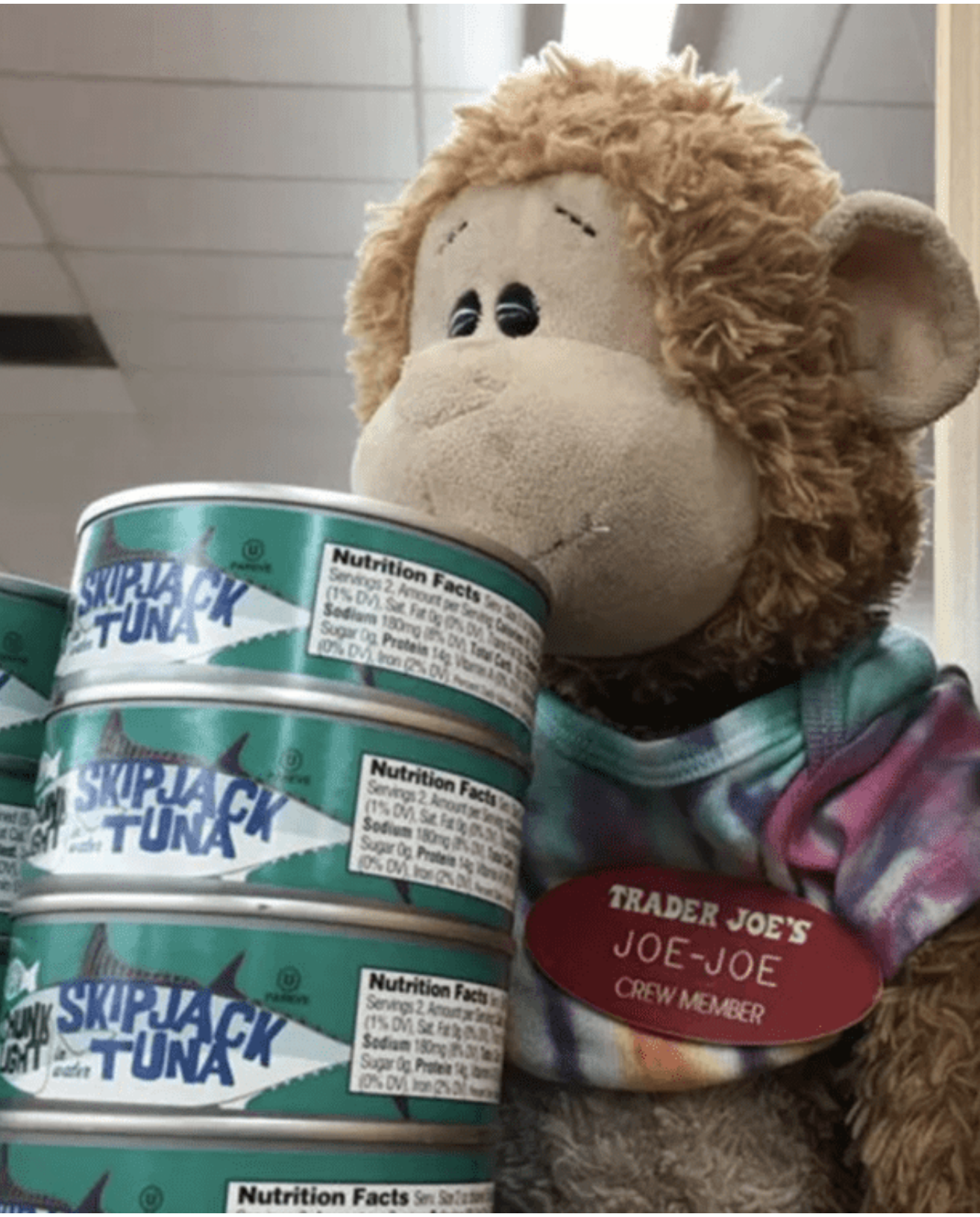


A FUN, LOCAL EXPERIENCE

This definitely isn't your typical grocery store chain—it's a fun and relaxed alternative that provides great products and value without the stodginess and stress.

Each Trader Joe's has unique artwork to reflect the local neighborhood, which creates a personal feel.

Small things like fun stickers for kids and a search for the hidden stuffed animal (that wins kids a lollipop) make a difference.





The Whopper DAY 35



THE BEAUTY OF NO ARTIFICIAL PRESERVATIVES



BURGER KING

The Beauty of No Artificial Preservatives
A moldy whopper campaign in US and European markets

This campaign features a time-lapsed video of a Whopper decomposing and growing moldy. It is meant to draw attention to the chain's move away from preservatives and artificial flavors.

The move is emblematic of a trend in the fast-food industry toward more "natural" and socially conscious foods.



A MIXED RESPONSE

Though the campaign drove a ton of buzz, it received a controversial response.

1 in 4 viewers were actively turned off.

That said, the ad successfully captured emotional response over intellectual response.





THE END

THANK YOU
FOR HAVING ME!

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