

An aerial photograph of a busy city intersection. The scene is dominated by a large crosswalk with white diagonal stripes on a dark asphalt surface. Numerous pedestrians are seen walking across the crosswalk, their shadows cast long and dark on the pavement. The perspective is from directly above, looking down at the street. The text is overlaid on the right side of the image.

EVERY WORD COUNTS

A SHARPER LENS

Why a values layer is a
must-have for your
insights and analytics.

QUESTIONS?

Alisa Miller

CEO & Co-founder

www.pluralytics.com

amiller@pluralytics.com

www.linkedin.com/company/pluralytics-ai/

VALUES & 2021

APPLYING VALUES SEGMENTATION

HOW TO BUILD A VALUES LAYER

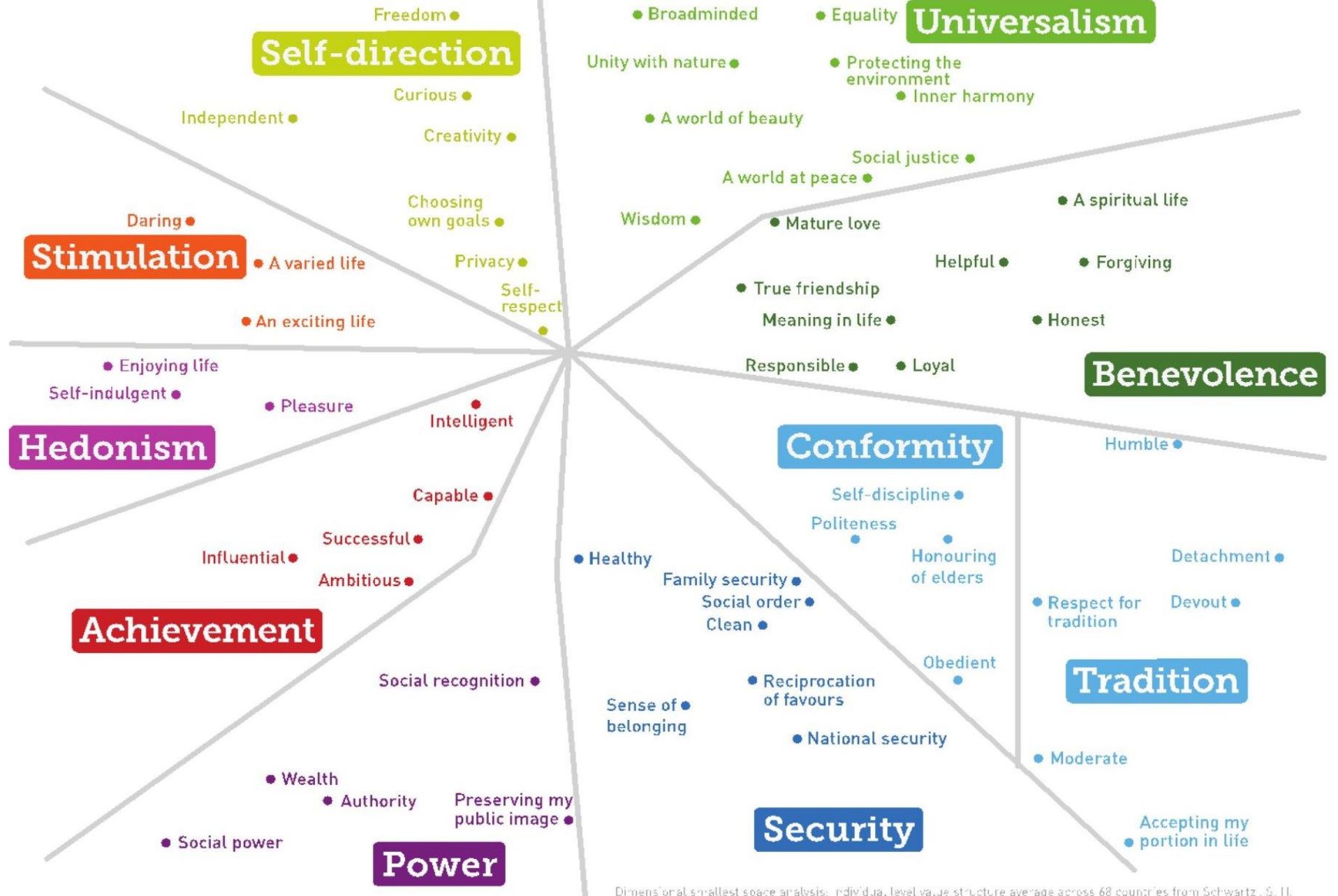
VALUES

(to you)

(to a values group)

Ideals or principles that determine what is correct, desirable, or morally proper.

VALUES



Dimensional smallest space analysis: individual level value structure average across 68 countries from Schwartz, S. H. (2006). Basic human values: Theory, measurement, and applications. *Revue française de sociologie*, 42, 249-288.

VALUES DRIVE DECISIONS

CONSUMERS ARE EXPRESSING THEIR VALUES WITH THEIR WALLETS AND COMPANIES MUST KEEP UP, ESPECIALLY IN THEIR COMMUNICATIONS.



73%+ of large companies are under considerable pressure to weigh in on social issues by customers, employees & shareholders.

(Conference Board)



1 in 5 customers will “walk away forever” if a company’s values don’t align with their own.

(Accenture)



Over 50% of consumers consider a company’s values when making purchasing decisions.

(Forrester)

NOT SOMEDAY, NOW.

“...Consumers are speaking out and making their purchasing decisions based on how they see a company’s values.”

*Ramsey Poston, Former NASCAR
Head of Communications*

“2021 will call on brands to authentically infuse empathy and emotion into their brand...”

*Jennifer Chase
SVP and Head of Marketing at SAS*

“Consumers expect us to lead with our values in everything we do.”

*Sue Kapllani, VP of Marketing,
Tillamook County Creamery Association*

Now, many leaders of industry say more consumers and employees expect brands and businesses to have a point of view that reflects what they consider to be their corporate and brand values...”

WSJ – June 2, 2020

“Consumers expect that brand align with their personal values and stand for something bigger than what they sell.”

Accenture Strategy Research Report

VALUES DRIVE DECISIONS

KNOW YOUR
VALUES AND
PURPOSE

KNOW YOUR
CUSTOMERS
VALUES

WALKING THE WALK WHILE
TALKING THE TALK

EVERY INTERACTION IS AN OPPORUTUNITY TO MAKE A VALUES CONNECTION

HOW TO ADD A VALUES LAYER TO YOUR INSIGHTS

Make investment to understand values of your stakeholders: customers, employees and investors and align and translate your values.

Define your purpose and values, explicitly and with transparency.

Make sure a process has taken place so that these values and purpose are in practice in your organization.

EXAMPLES OF VALUES ASCERTAINMENT & TRACKING

- Surveying
- Focus Groups
- Customer feedback
- Employee feedback



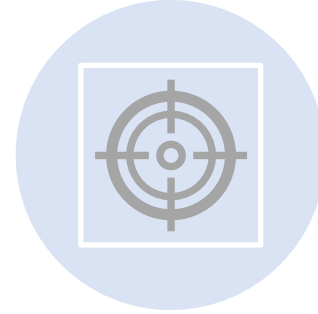
**Further refinement
and enhancement of
segmentation and
personas and comms.**

CASE #1: MAPPING CORPORATE VALUES TO HUMAN VALUES.



COMPANY A

Equity & Belonging. We believe that every person deserves to be seen and heard. Our differences—when embraced with humility and respect—drive smarter decisions, increased innovation, stronger performance, and a culture where everyone can be themselves.

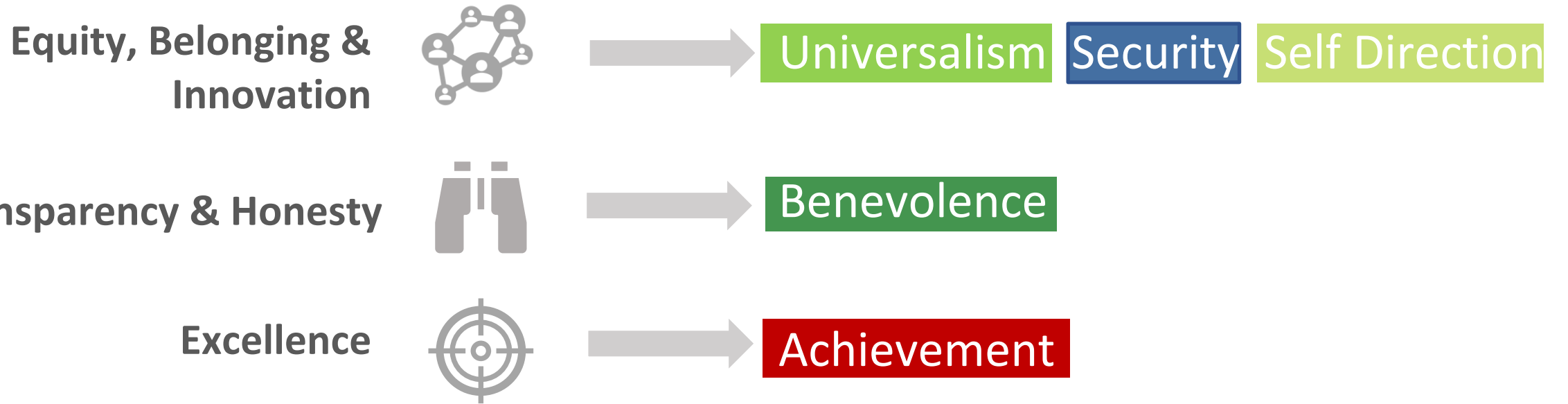


Excellence. We seek to perform at our best together. This happens when we focus on what matters, agree who does what and measure our outcomes.



Transparency & Honesty happens by communicating internally and externally with unwavering candor, honesty and respect.

CASE #1: MAPPING CORPORATE VALUES TO HUMAN VALUES.

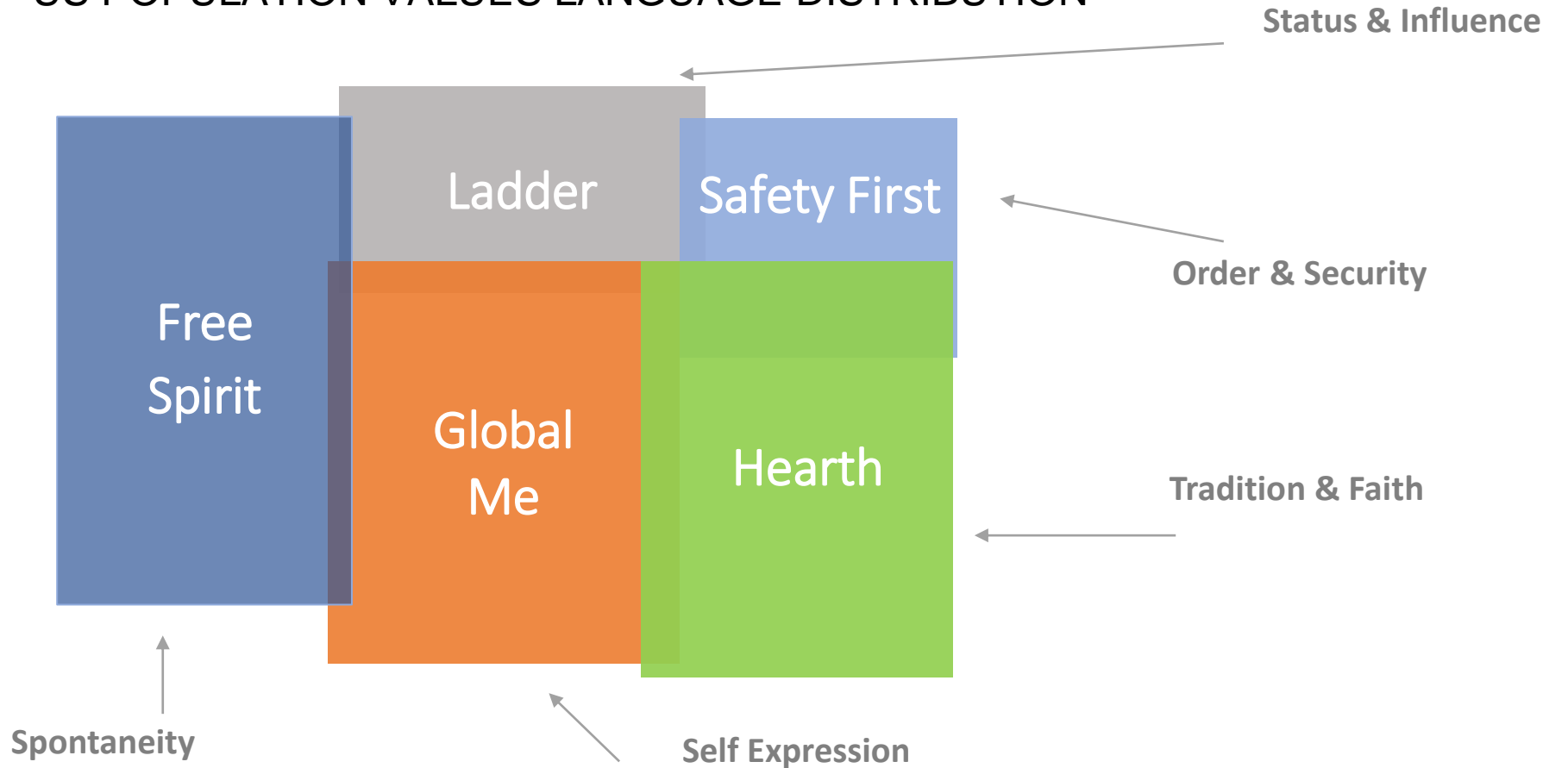


METHOD:

- Analyzed the language spoken by key personas for business lines from anonymized focus groups transcripts to determine values to inform creative and comms.
- Developed in concert with the company, a survey and discussion tool to ascertain language patterns of one business segment.
- Used values segments methodology to understand customer base

VALUES SEGMENTS HAVE UNIQUE WAYS OF LOOKING AT THE WORLD AND COMMUNICATING.

US POPULATION VALUES LANGUAGE DISTRIBUTION



TAKEAWAYS

- Statistically different values languages exist for each segment.

WHO ARE THE VALUES SEGMENTS AND GENERATIONAL DIFFERENCES

FREE SPIRIT

Has fun, seeks enjoyment in life | Non-conformist | Craves new, varied experiences | Trying to figure out what I stand for | Not active civically | Thrill seeking | Centrist

GLOBAL ME

Global perspective | Self expression | Search for meaning | Civically engaged | Progressive leaning | Environmentalist | Values social justice | Appreciates exploration/variety

LADDER

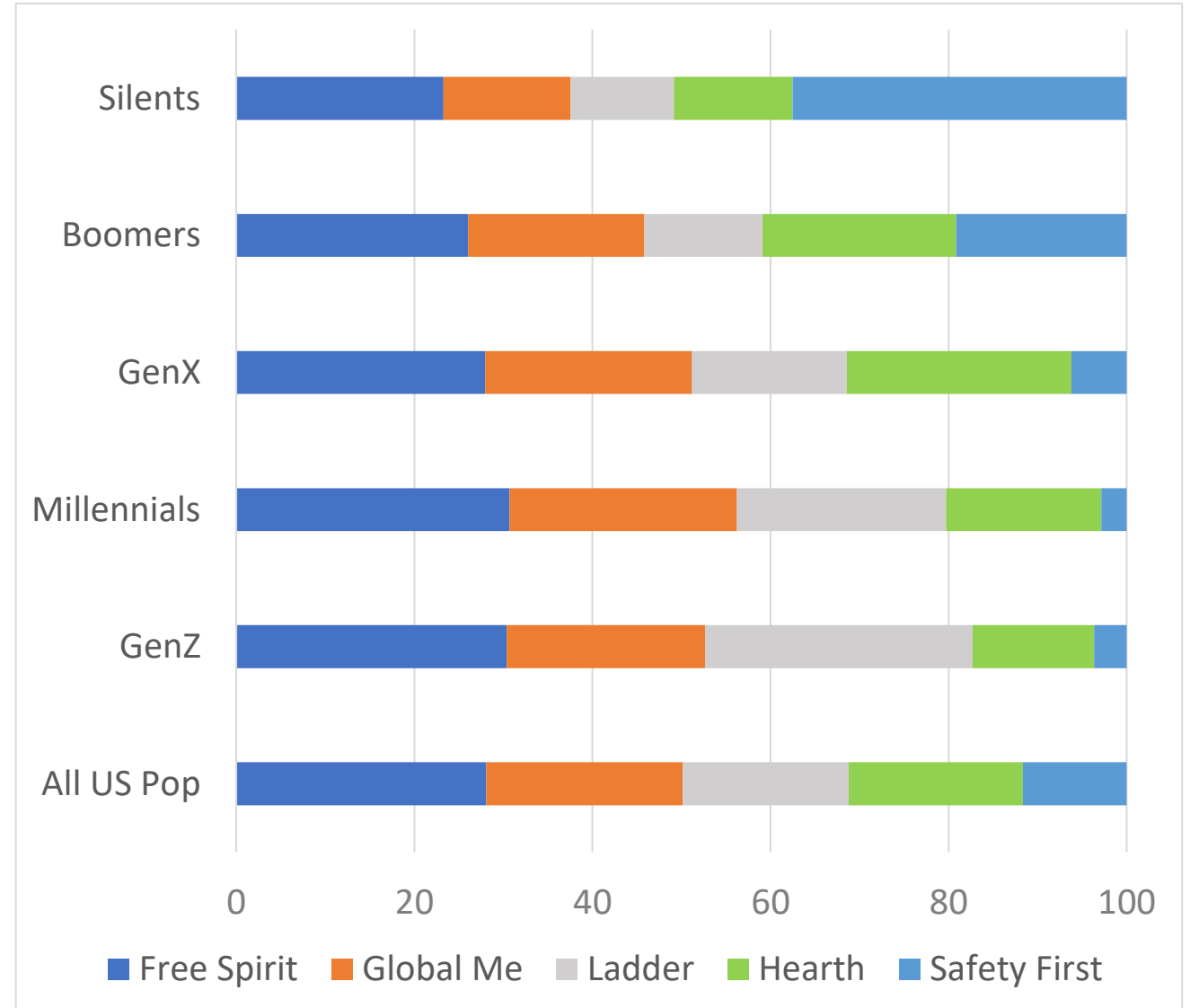
Achievement is central | Success driven | Seeks to influence others | On trend | Work hard, play by the rules | Progressives & Conservatives | Environmentally engaged | Religious

HEARTH

Grounded in Faith | A beautiful home | Thrifty/frugal | Nostalgic | Order, honor, duty | Conservative leaning | Outdoor/Country | Self Reliant | Simple happiness | Civically engaged

SAFETY FIRST

Value protection and safety | Risk avoidant | Tradition is important | Nostalgic | Worried about the future | Conservative leaning | Self Reliant | Keep to my circle



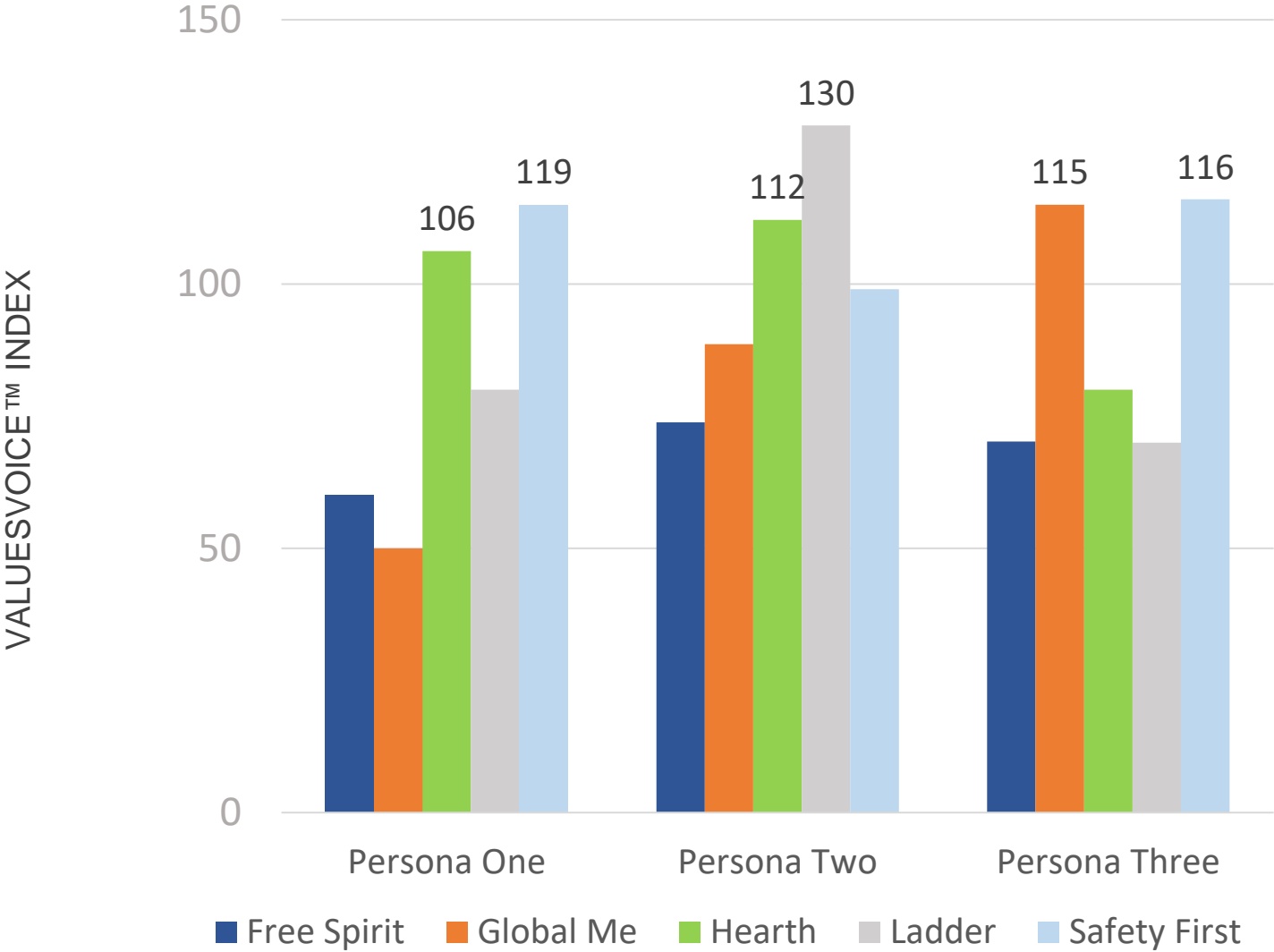
CASE #2: VALUES SEGMENTS + PERSONA MAPPING

FINDINGS:

- Found distinctive and different values language mixes for each persona.
- Saw gender differences of values that manifested in language around a specific value
- Saw some differences in a key value that suggested sub-segmentation considerations.
- More analysis for other stakeholders under consideration.
- Values mix from language now being applied to all relevant communications.

ILLUSTRATIVE EXAMPLES OF PERSONA VALUES MAPPING VIA LANGUAGE

KEY PERSONA VALUES SEGMENTATION AND COMMUNICATIONS



UNDERSTANDING IN ACTION – BEFORE & AFTER



Not Aligned with your selected Benchmark.

BEFORE



Enjoy caring customer service.

I am very proud of our Customer Service Group. We've trained them to know the answers to the questions our customers have and to be able to work out solutions. Their goal is to ensure you are satisfied with our service.



Aligned. Meets your Benchmark.

AFTER



It's an honor to help you when you need us most.

I am very proud of Customer Service Group. We are completely committed to serving you to help your family, resolve all your questions, and want you to be thoroughly satisfied with our service.

VALUES LAYER IN YOUR ANALYTICS IS AN IMPERATIVE IN 2021



Make sure a process has taken place so that these values and purpose are in practice in your organization.



Make investment to understand values of your stakeholders: customers, employees and investors and align and translate your values.



Incorporate in personas and other segmentation, develop strategies and tactics so daily application of values is in every communication.



Your customers are expecting it.