

MESSAGE DEVELOPMENT

HELEN DUCE ASSOCIATE DIRECTOR EUROPE JUNE 2002



CONSUMER MESSAGING-OBJECTIVES

- Identify potential consumer road blocks / fears
- Construct a proactive message framework to minimise negatives arising
- Assess consumer reaction if press develop scare stories and develop best messages to pacify



'EXPERT' WITNESS INTERVIEWS:

- Dr Chris Warhurst, lecturer in Sociology at Strathclyde University UK
- Charlotte Cornish, Head of Research at The Future Foundation UK
- Dr Patrick Martovich, consultant to the National Commission for Technology and Liberty France
- Sacha Kechichian, technology writer for various magazines France
- Allaine Bellone, brand consultant for 'new economy' organisations such as owners of web 'portals' France
- Christian Huard, President of the French Association for the Defense of Consumers France
- Gudran Kopp, Liberal Faction in German Bundestag, Speaker for Consumer Affairs Germany
- Frank Cornelius, Member of Social Democratic Faction, responsible for Consumer Affairs Germany
- Pia Gaßmann, President of Federal Association of Housewives Germany
- Helke Heidemann-Peurer, Head of Commercial Law Dept. at Fed Consumer Association Germany
- Manfred Dinger, Referee Retail Trade & General Services at VZBV Germany
- Klaus Klomann, Referee Electronics at VZBV Germany
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'EXPERT' WITNESS INTERVIEWS:

- Mr Sugimoto Testuo, Sophia University Professor of Consumer Psychology Japan
- Mr Ogisako Ichiro, Media Development Manager, HUKUHODO ad planner Japan
- Mr Muto Masahiro, Sociological Consulting Dept. NOMURASOKEN think tank Japan
- Mr Nemoto Noriaki, Konan University Professor of Marketing & Consumer Behaviour, Kobe -Japan



'EXPERT' WITNESS INTERVIEWS:

- Noel Marts, Sociologist. Worked for The Coca-Cola Company for more than 20 years USA
- Andrea Hershatter, Cultural Anthropologist, Lecturer & Consultant, Goizueta Business School, USA
- Paul Pendergrass, Communications Consultant / author. Previously PR for The Coca-Cola Company USA
- Talal Debs, Harvard University / Cambridge University in the Philosophy of Physics USA
- Steve Grimm, Radiation Safety Officer, Crawford Long Hospital, Environmental Health and Safety Office - USA
- James T. Cox, Attorney at Law, specialist in Health Law USA
- Jennifer Jarratt & John B. Mahaffie, Futurists. Author of 2025: Global Society Reshaped by Technology
 USA
- Joy Nicholas, Vice President, Research and Emerging Technologies, Food Marketing Institute USA
- Mark Roberti, Freelance Journalist. Expert on RFID USA
- Erin O'Brien, Communications Expert on Health and Privacy. Consulted to WebMD USA

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PROGRESS

• Completed 20 focus groups in 5 countries

US – Boston & San Francisco

UK - London & Manchester

France – Tours & Paris

Germany - Frankfurt

Japan – Tokyo



CONSUMER GROUPS

Process

- Shown a 'neutral descriptor of the technology'
- Explore potential benefits
- Discuss potential negatives and possible responses



CONSUMER LEARNING'S SO FAR

- Initial response to the 'base technology' is neutral
 - Benefits are seen as for business only
 - Only after consideration are negatives seen
- Consumer benefits seen as negligible
 - No balancing the negatives with positives
- Consumers feel they have no personal choice
 - Virtually all groups spontaneously said that the 'chip should be able to be killed' (their language).



CONSUMER LEARNING'S SO FAR

- The fears consumers have are emotional and of the unknown / what could happen
 - Quelling those fears with rational argument is largely ineffective
 - If they are worried they stay worried unless *categoric* reassuring facts can be given
 - Anything else is seen as a "spin"
- Internationally fairly consistent reaction with US, Japan & Germany more negative than UK & France



CONSUMER LEARNING'S SO FAR

- However, early indications suggest that this is not seen as 'worrying enough' to actively oppose
 - There is a belief that 'it's going to happen / is happening anyway'
 - Credit cards, Loyalty cards and the Internet have 'normalized' consumers to privacy
 - This is the key area to be tested further in phase II



MESSAGING RECOMMENDATIONS (SO FAR...)

- 'Selling' the technology, the vision or the consumer benefits exacerbates consumer's problems
- The best communication strategy appears to be positioning the technology simply as an improved barcode
- Clearly reference that the technology has existed for years and give examples of how it is being used now
- Emphasise that the code is on consumer goods' *packaging* rather than *product*



NEXT STEPS (STAGE II RESEARCH)

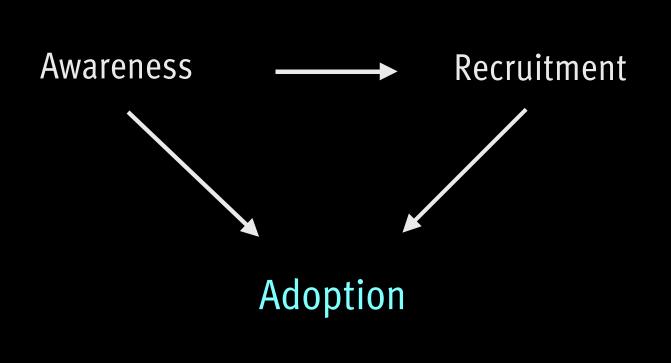
- We need to replicate the environment that consumers will learn about this technology to assess their reaction
- 3 'fake' newspaper articles that take different angles will be written:
 - Tabloid style scare story
 - Quality press concerned angle
 - Quality press business benefits angle
- The consumers recruited will be those who tend to be more active / opinionated on 'current issues' to pressure test
- Confirm optimum message framework and potential consumer reactions



COMMUNICATION MATERIALS



THE ROAD TO ADOPTION





COMMUNICATION MATERIALS

Awareness

Video presentation

Mini brochure

Kiosk

Recruitment

Brochure

• Education & Adoption

Technology Guide

Sponsor Guide



AWARENESS

Four part video presentation

The Challenge

Proving the Concept

A word from our sponsors

Making it real

• Available in

VHS: NTSC & PAL

Mpeg files on a CD

On the web site



AWARENESS

- Two page mini brochure
 Raise awareness of centre
 Introduce Technology
- Used for:

Hand outs at shows, events and conference EPC alliance partners



AWARENESS

Kiosks

Available for use at shows

Download version of the web
site & Video presentation

Holds the mini brochure





RECRUITMENT

Brochure

English and Japanese version in print

PDF version available on web site

English, Japanese, Chinese (2 versions), French,

German, Spanish, Italian & Portuguese.

Print version used for:

High quality leads

Recruitment

Drive internal awareness



EDUCATION & ADOPTION

Technology guide

An easy to understand guide to the technology the centre is developing.

Sponsor guide

A guide to the centre for new & existing sponsors What we do, how we work, who does what.



COMMUNICATION MATERIALS

- All sponsors can have 100 free of charge
- Over this amount ask that you pay cost for printing
- Also ask that pay for the costs associated with using the kiosks – shipping, technical support, etc
- See the order form for details
 Simply fill it in and fax it through