



The Möbius Agency

# Möbius

Communications Success



8 Dec 2018

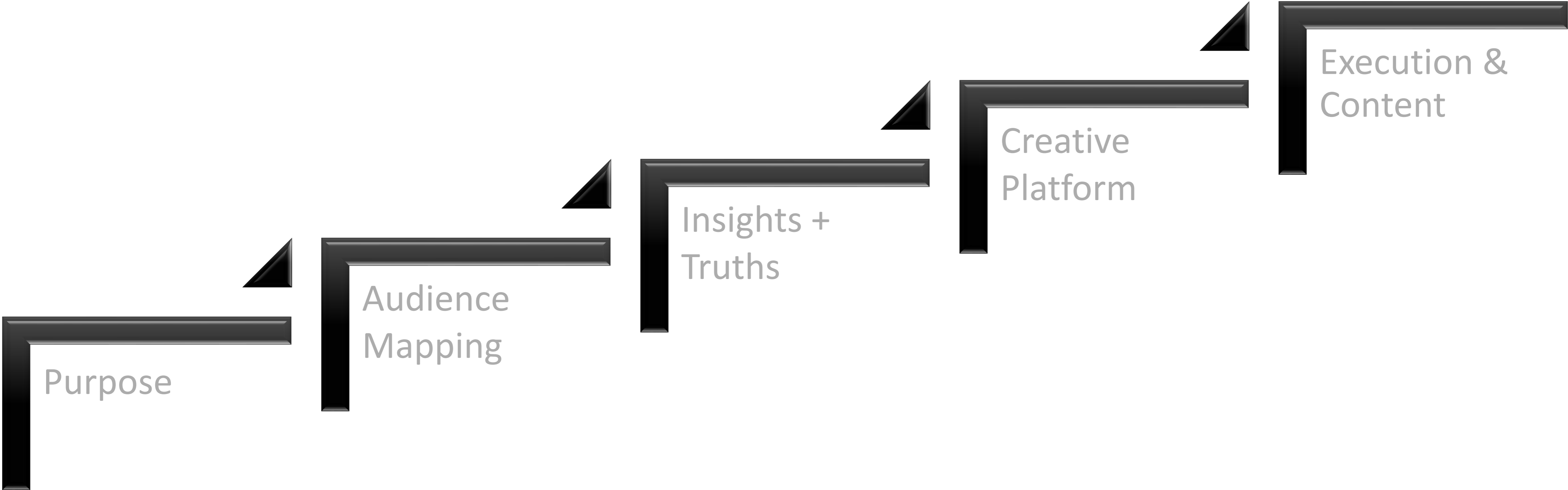


**CHANGE**

**SAME**

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# A 5-Step Process



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1

PURPOSE

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**Purpose =  
Preference**

In today's accelerating world you need to know your **purpose** to drive audience preference.

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2

# AUDIENCE MAPPING



# Demographics

Age / Gender

Race

Location

Employment Status

# Psychographics

Personality

Values

Attitudes

Interests

Lifestyles





## PRIMARY AUDIENCE: SONAM

When I have free time, I like to spend it with my friends and play games.

Somedays I walk a lot. Often I'm tired when I arrive to school.

'Social Media' (i.e. Facebook and Youtube) are my key channels to watch digital content.

I like local celebrities and foreign celebrities, Japanese cartoons, K-Pop (primarily female) and sports (primarily male)

I want to grow up to be healthy, but I don't consider the nutritional value of the food I eat. I just want delicious.

Radio and TV is at home, but my parents limit how much I can consume.

'When something is relevant to my own & my friends' interests I am motivated to share with my friends.

My friends, social media and school are major sources of information for me.

"I share things with my friends that make me look cool."



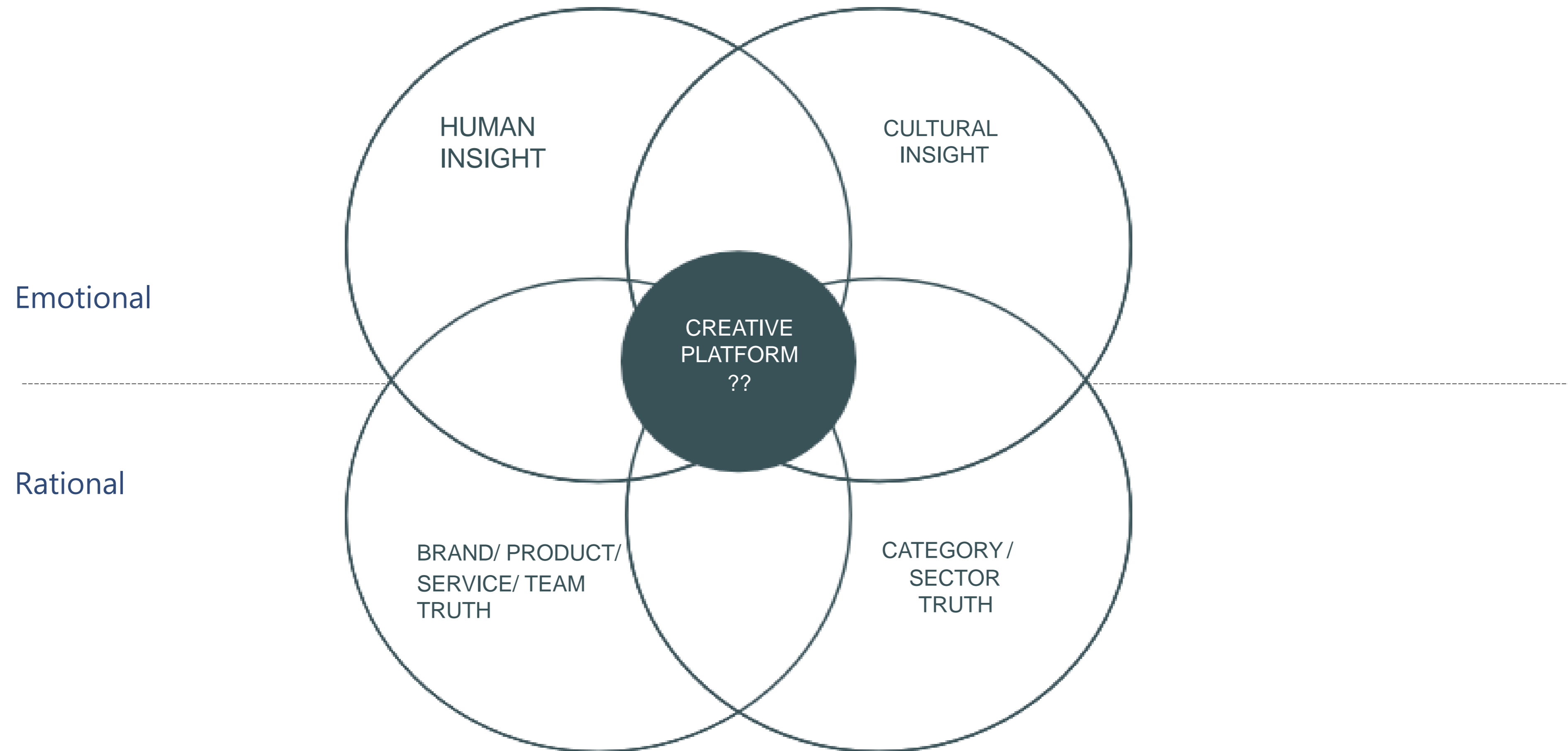
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3

INSIGHTS &  
TRUTH

# INSIGHTS + TRUTHS

A strong communications strategy leverages insights and truths around the communication challenge to produce a creative platform which translates the purpose into something relevant for today's context with our target audience.



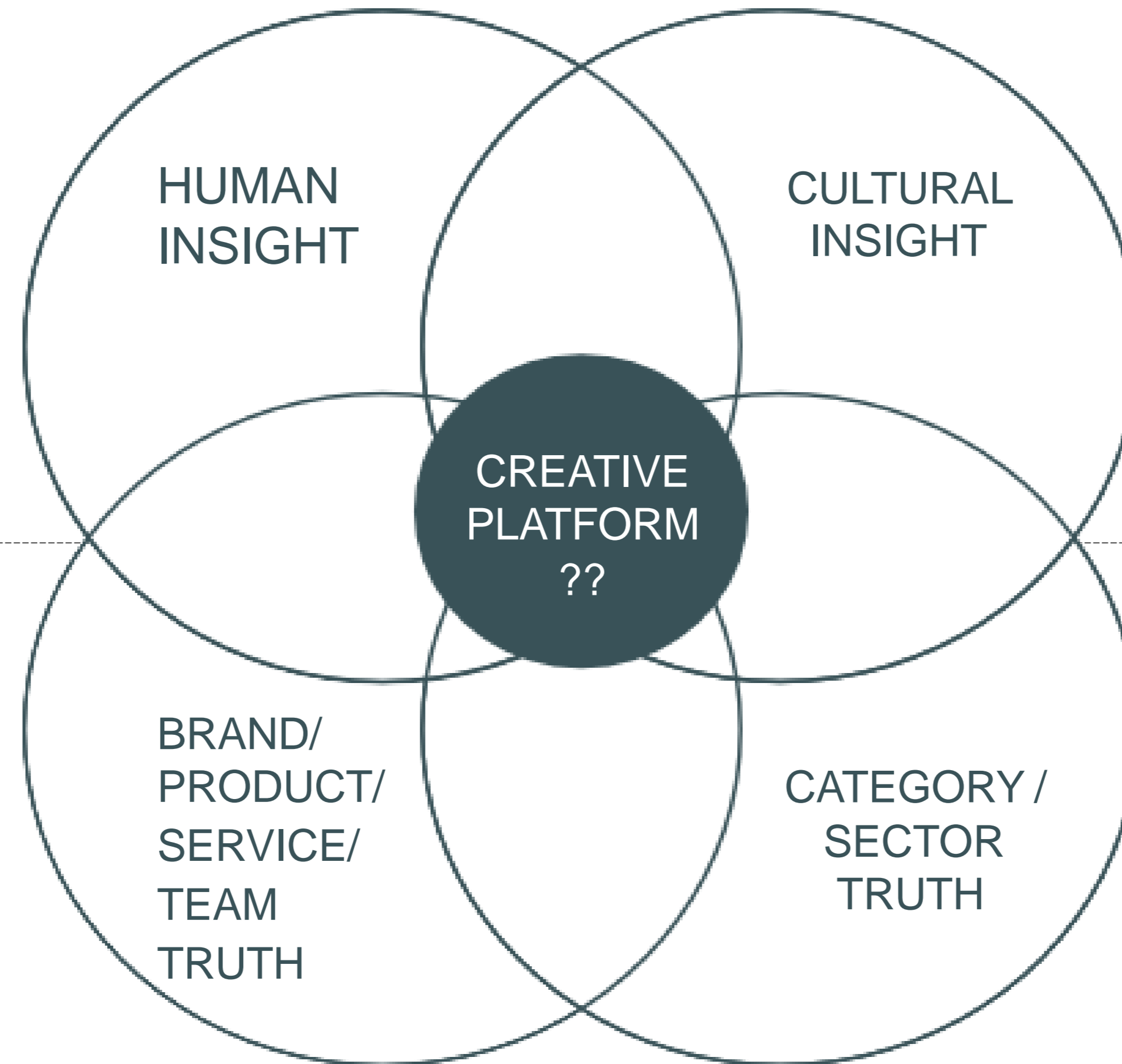
# INSIGHTS + TRUTHS – an example from Bhutan

*"I want to grow up and be healthy, but I don't consider the nutritional value of the food I eat. I just want delicious."*

Emotional

Rational

Fortified rice in Bhutan stands for a **healthier** and **more resilient future**.



Bhutanese are **family oriented** and youth are **quickly adopting social media** as the **go-to platform to learn about the world and SHARE** with friends.

In the market long, fortified food products are considered **the standard** – consumers unaware of health benefits. When new in the market there is potential **confusion fortified food products are the 'cure all'**.





# Relish the Strength of Every Grain

Strength is the **emotional and relatable resilience** of fortified rice's purpose for the target audience and **defines the DNA of fortified rice.**

**A Call-to-Action:** Relish is the **emotional nature of eating and consuming something delicious** related to the human insight of our target audience.

Every Grain stresses the **importance of 'not missing out'**—consuming every grain—and **links the Call-to-Action with the DNA of fortified rice.**

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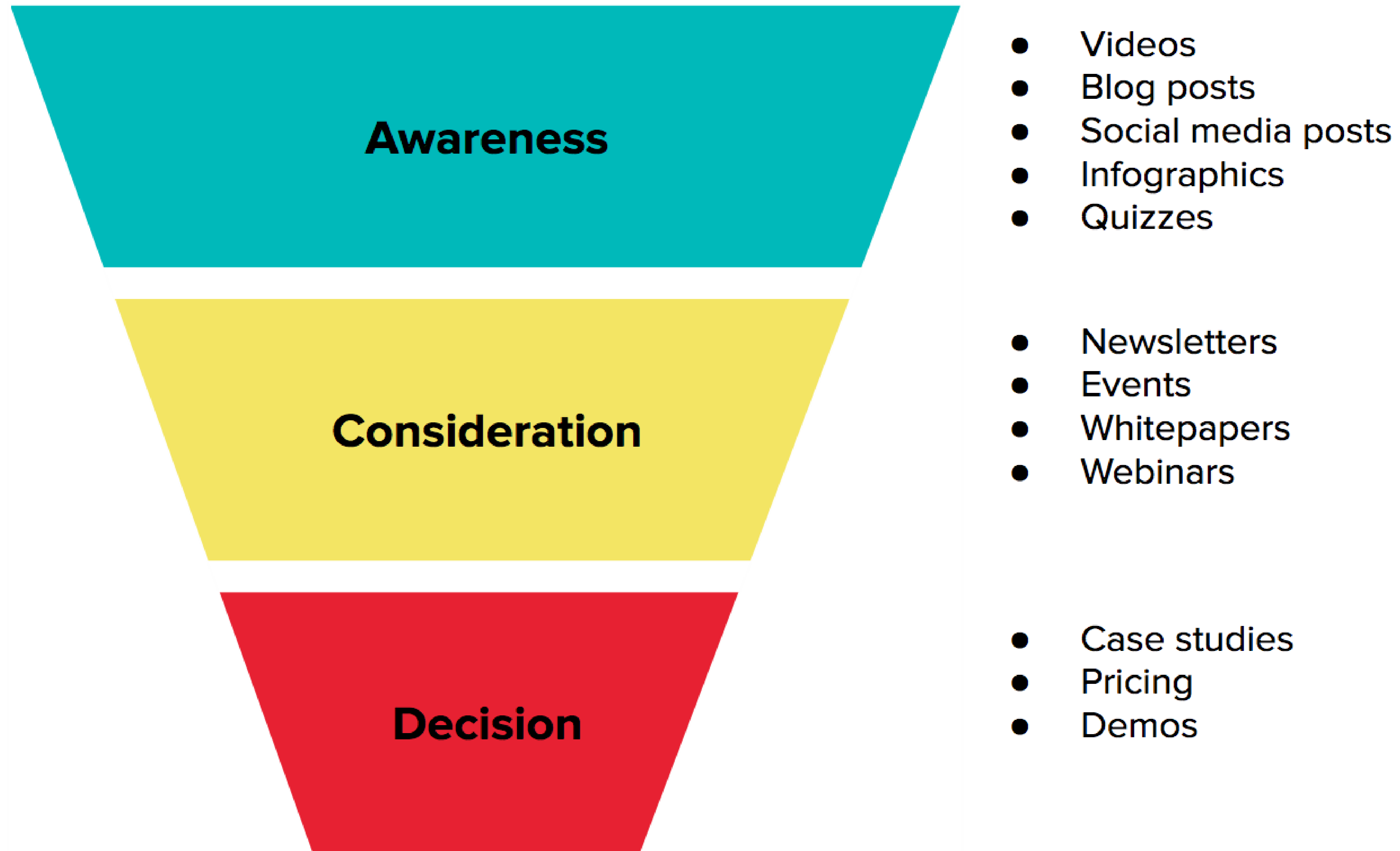
5

# EXECUTION & CONTENT



CONTENT

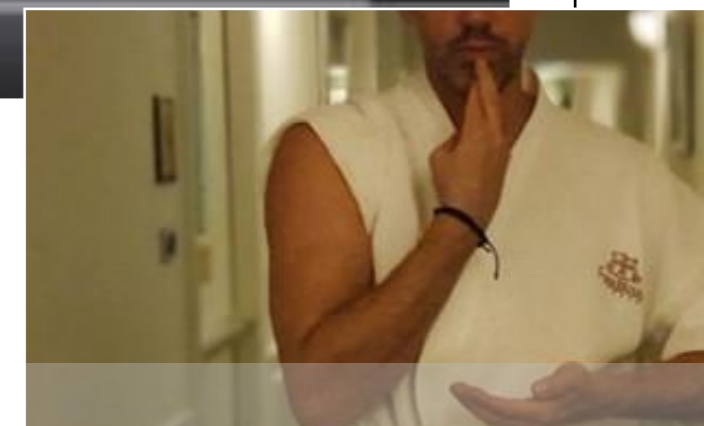




# REMEMBER YOUR INSIGHTS



## An Example from Bhutan



# HUMANIZE IT



# MAKE IT RELEVANT



## MAKE IT RELATABLE - CONTEXTUALIZE



# EMOTION IS THE STRONGEST DRIVER



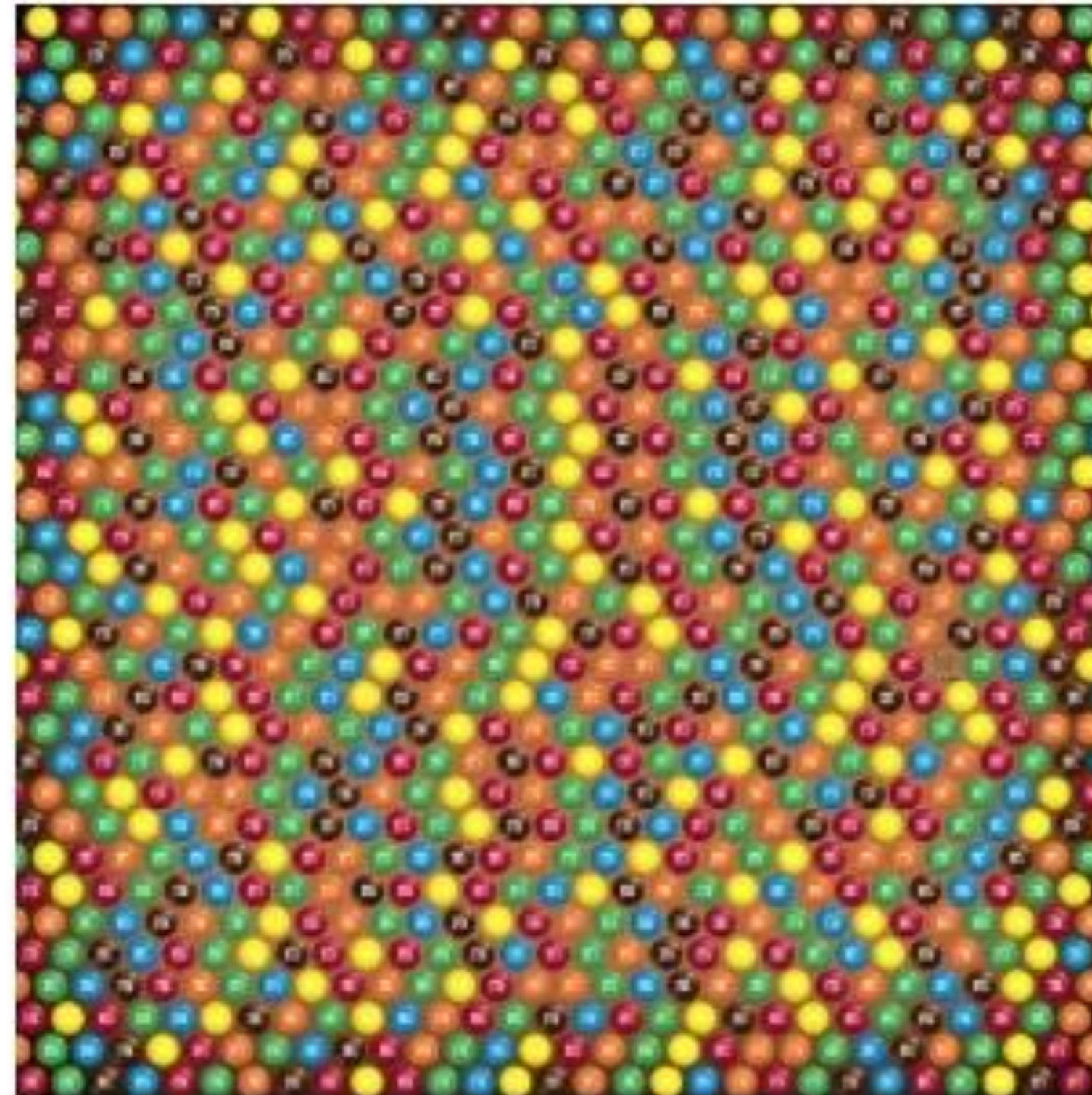
# PEOPLE LOVE A CHALLENGE



**M&M's U.S.A.**

Like Page

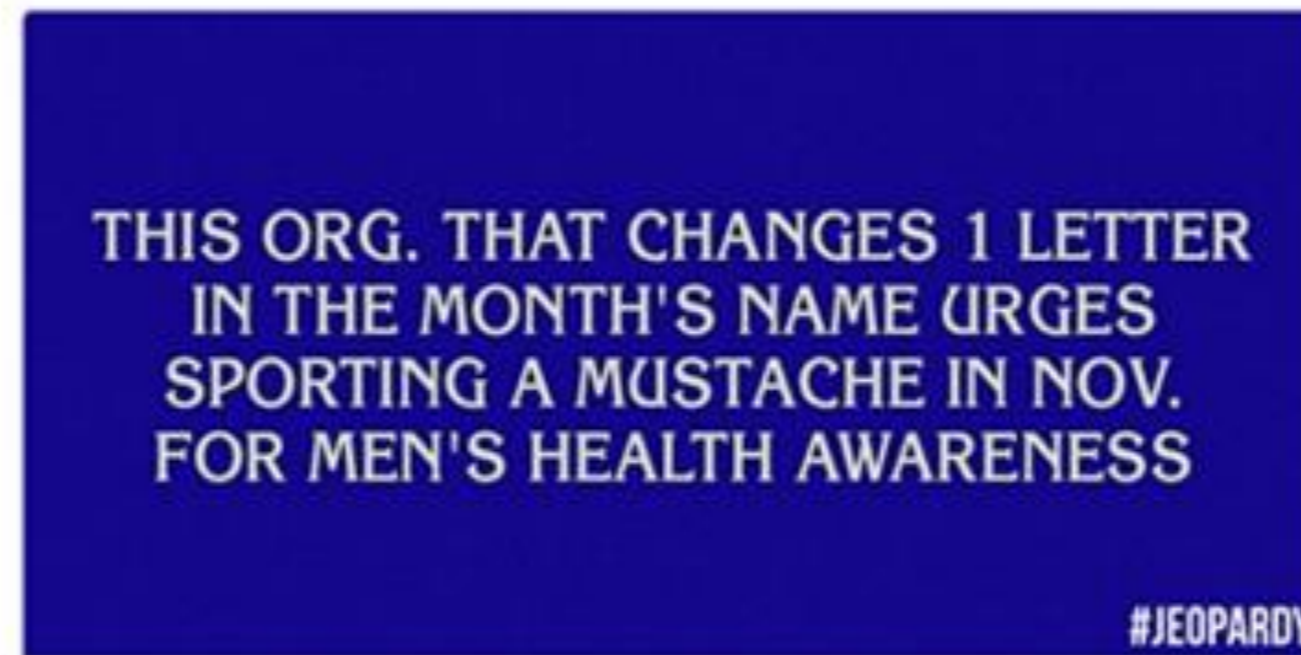
Oh no! I've lost pretzel guy! Can you help me spot him? - Orange — with Nancy Parker Steptoe and 35 others.



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# LEVERAGE ASPIRATIONAL INFLUENCERS





A MUCH MORE  
FEW WORDS

Thank you



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