MOTIVATION

TEAM 1

Emily Buonato
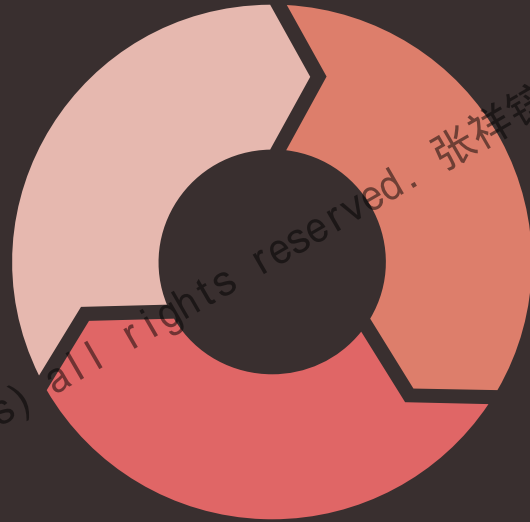Ruoling Pang
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COMMON TECHNIQUES FOUND TO IMPROVE CONSUMERS' MOTIVATION

CREATE A STATE FOR THE CONSUMER THAT GOES BEYOND WHAT THEY ALREADY FIND IDEAL

SHOWCASE HOW BRAND IS MEETING THE MOST CONSUMER NEEDS

REINFORCE BRAND IMAGE THROUGHOUT STRATEGIES BY ADHERING TO CORE COMPANY VALUES

ARTICLE I ONEPLUS WITH IRON MAN

CAMPAIGN

- Launched in 2020
- Released a new commercial for its OnePlus 8 Pro flagship phone, starring Robert Downey Jr.

PURPOSES

- To build a brand image of "no compromise"
- To link "Iron Man" image to OnePlus
- To motivate consumers to purchase new phones

EFFECTS

- Ads went viral on social media
- Stock was depleted within minutes

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MOTIVATION TECHNIQUES IMPLEMENTED

2K+120Hz +OLED
The best display in Android market

WIRELESS CHARGING
30W Wireless charging as fast as cable charging

5G SUPPORTED
Downloading finishes in seconds

IP68 CERTIFIED
Most reliable phones to carry and use everywhere

A "Never Settle" phone for core consumers

➢ **Q:** When you are not familiar with a brand, such as OnePlus, a 6-year Chinese company that just stepped into the U.S market, **how does a campaign featuring Robert Downey Jr impact your perception of this brand?**

ARTICLE 2

NIKE "FIND YOUR GREATNESS" CAMPAIGN

CAMPAIGN

- Launched in 2012
- Released film ads starring common people
- Launched social Media event #Findgreatness

PURPOSE

- To build brand image (featuring no specific product)
- To inspire consumers to pursue personal goals in sports
- To increase motivation to purchase

EFFECTS

- Successfully sending the message
- Effectively motivating its consumers

MOTIVATION TECHNIQUES IMPLEMENTED

EVERYDAY ATHLETES

- **E**asy for consumers to related to
- Ideal state more plausible

SOCIAL MEDIA

- Encouraged social modeling
- Motivated to share one's own story and receive reinforcement

BRAND IMAGE

- Values consistent with potential consumers
- Its products as tools to help everyday athletes

➢ **DISCUSSION QUESTION**

➢ **What are some advantages and disadvantages for Nike to choose common people starring the ads instead of celebrities?**

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ARTICLE 3

PABST BLUE RIBBON LAUNCHES CANNABIS-INFUSED SELTZER FOR BUZZ-SEEKERS
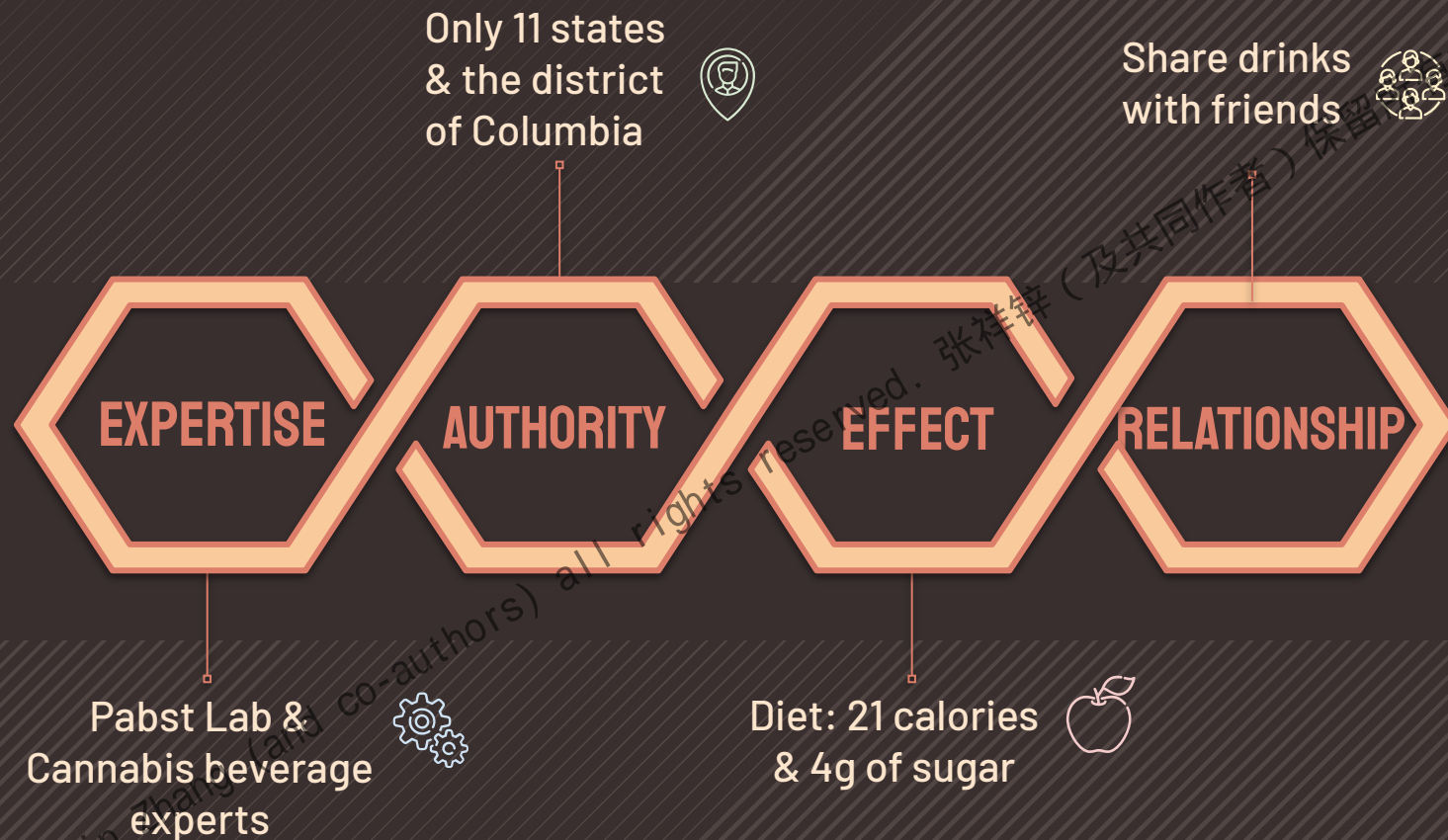

HISTORIC, LARGE BRAND
176-year-old

NEWEST PRODUCT
Non-alcoholic beverage
"A different kind of buzz"

CALIFORNIA
Cannabis in CA

Only 11 states
& the district
of Columbia

Share drinks
with friends

EXPERTISE

AUTHORITY

EFFECT

RELATIONSHIP

Pabst Lab &
Cannabis beverage
experts

Diet: 21 calories
& 4g of sugar

➢ **Q: How is showing the "legitimacy" of a new kind of product(cannabis - infused drinking) affecting consumer's opinions on that products?**

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ARTICLE 4   LEVI'S SECONDHAND

- Levi's Secondhand: online recommerce site
  - **"Even better the second time around"**

- **Capitalizes on growing trends in fashion**
  - **Sustainable clothing, thrifting**
  - **GenZ is a huge driver**; COVID-19 hobby

- **Promoted through social media campaigns** with editorial features and informational live streams
  - **Partnered with various recognizable celebrities** like Hailey Bieber (pictured)

- **Effective**; positive response captured via social media engagement and other media outlets
  - Initial stock sold out in two days

MOTIVATION TECHNIQUES IMPLEMENTED

CONSISTENT BRAND IMAGE
Levi's always identified as sustainable and environmentally conscious

GENERATE NEED
To help the environment and to keep up with fashion trends

PREDICTED CHANGES
The secondhand apparel market will hit $64 billion by 2024, higher than high fashion

INCENTIVE TO PARTICIPATE
Customers donate in return receive gift card to be used towards future purchases

Levi's SecondHand
Denim from past seasons that's already beat-up and broken in. In other words, perfect.

Shop Sustainably, Buy Secondhand.

➢ **DISCUSSION QUESTION:** Even if you are not familiar with Levi's or Levi's Secondhand **how does the evolving concept of sustainable circular clothing make you feel about potential future purchases?**

IN CONCLUSION

➤ Motivation techniques are incredibly important to brands and they **often make or break the success of the firm**

➤ In our research we found commonalities in firms such as:

- **Creating degrees of discrepancy**
- **Cultivating a consistent and truthful brand image**
- **Reassuring consumer's that all their needs will be met**.

ANY FINAL QUESTIONS?