

The Climate Change Opportunity

- “We’re all in this together”
- “I command an army of one”
- Replace gestures with meaningful action
- Imagine the future



“A failure of imagination”

US Security Agencies failed
to imagine the future:

Commission of Enquiry

QuickTime™ and a
decompressor
are needed to see this picture.

“The future ain’t what it
used to be”

American Baseball Hero

The 5 Foundational Insights

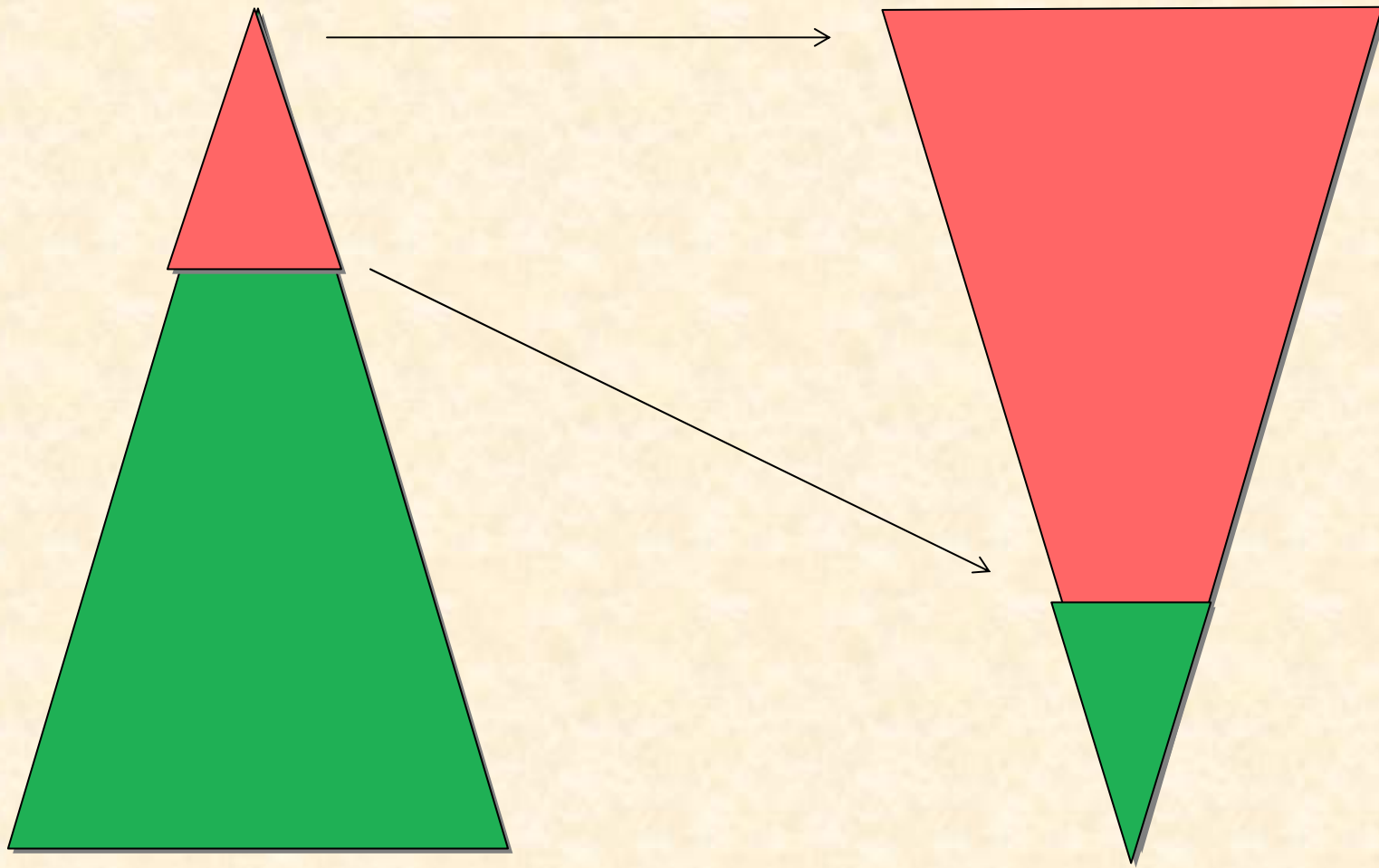
- Pareto Principle
 - ‘Not all customers are equal’
- Loyalty Ladder
 - ‘Your customer is an appreciating asset’
- The Will to Community
 - ‘Helping customers to build communities’
- Maslow’s Hierarchy of Needs
 - ‘Learning to find your customers secret hot spot’
- Customers Cannot Be Satisfied
 - ‘Going beyond the customer relationship’

The 1st Foundational Insight

Pareto Principle

‘Not all customers are equal’

Pareto says the rich are
always with us

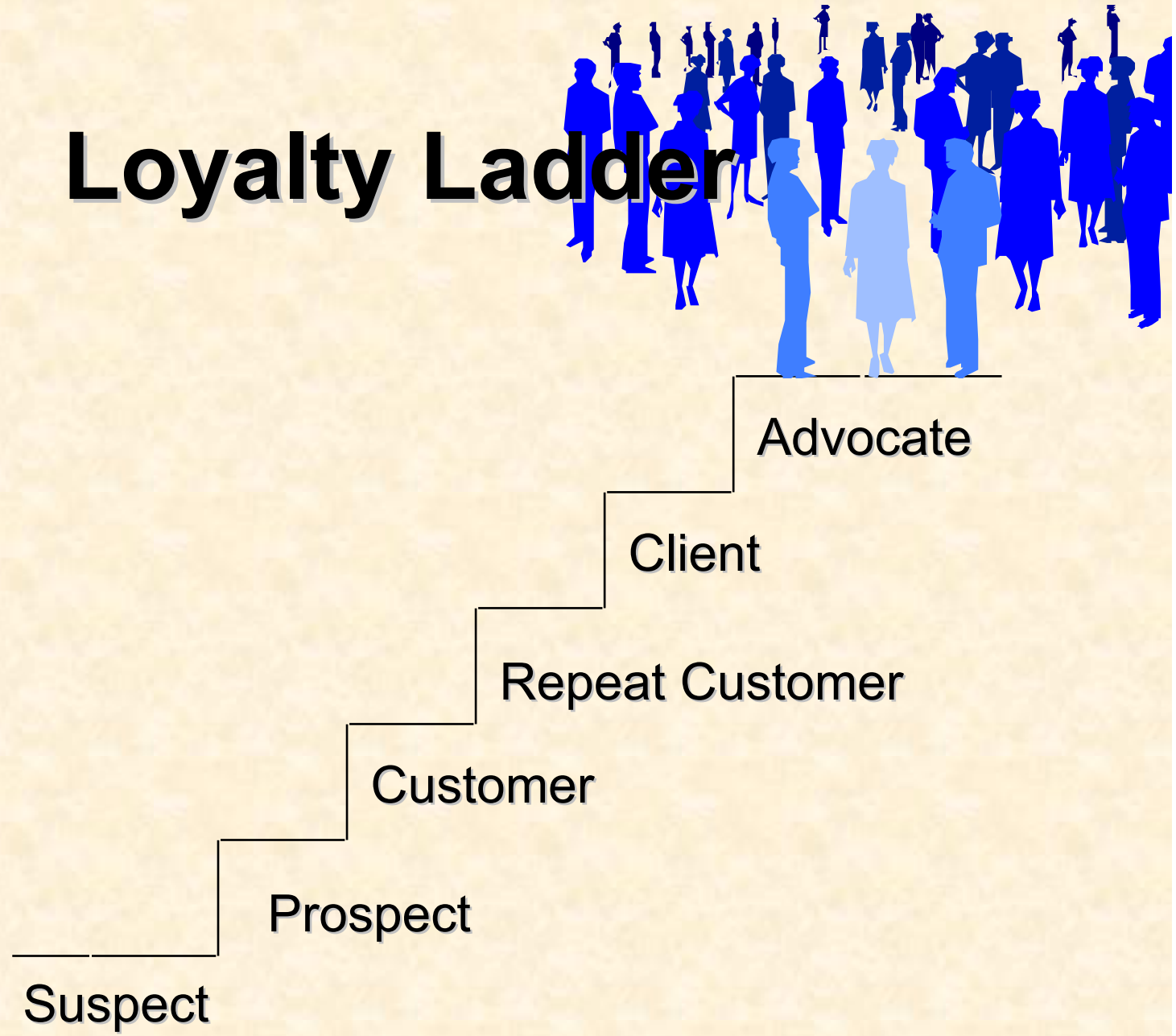


The 2nd Foundational Insight

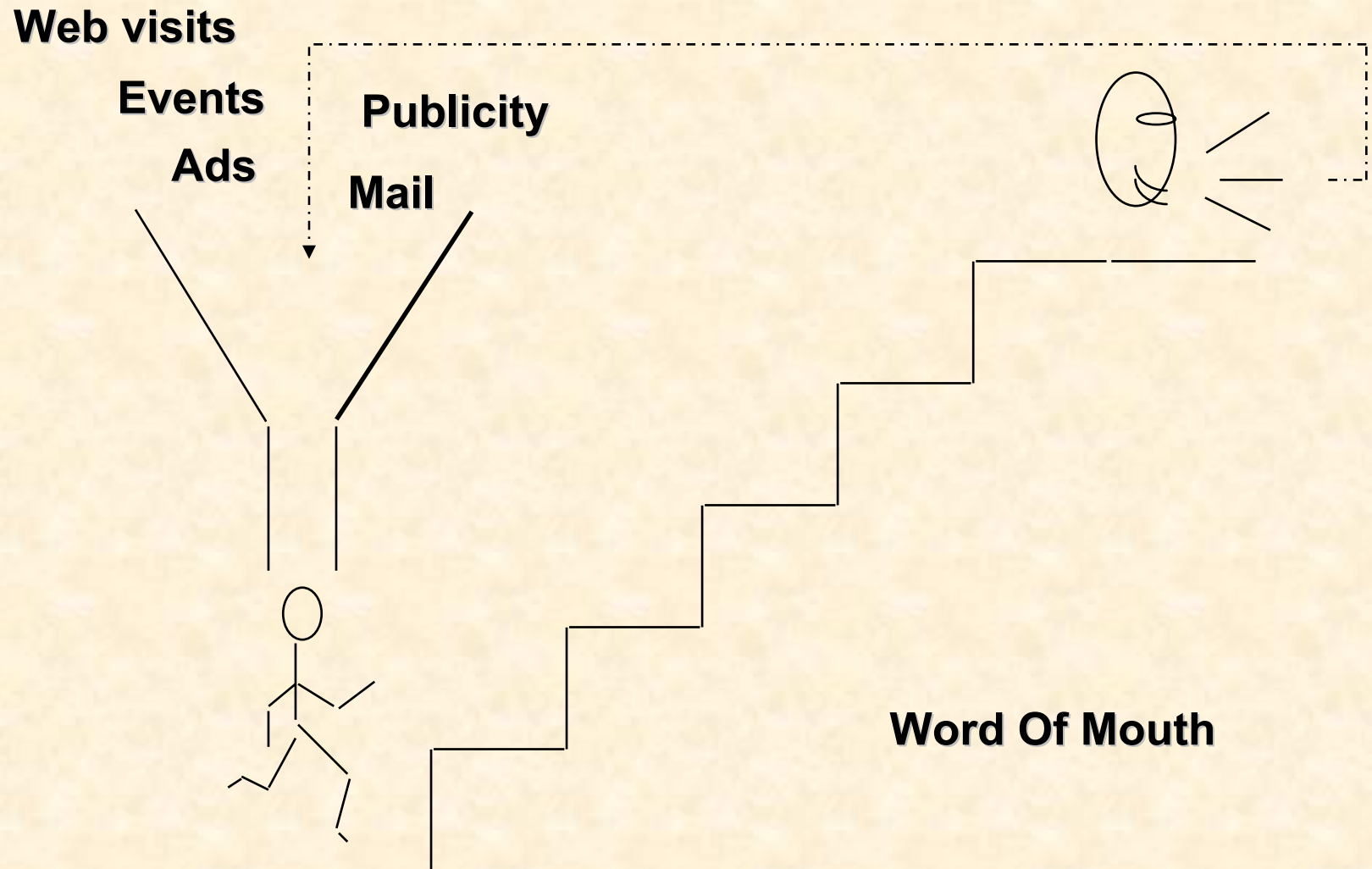
The Loyalty Ladder

‘Your customer is an appreciating
asset’

Loyalty Ladder

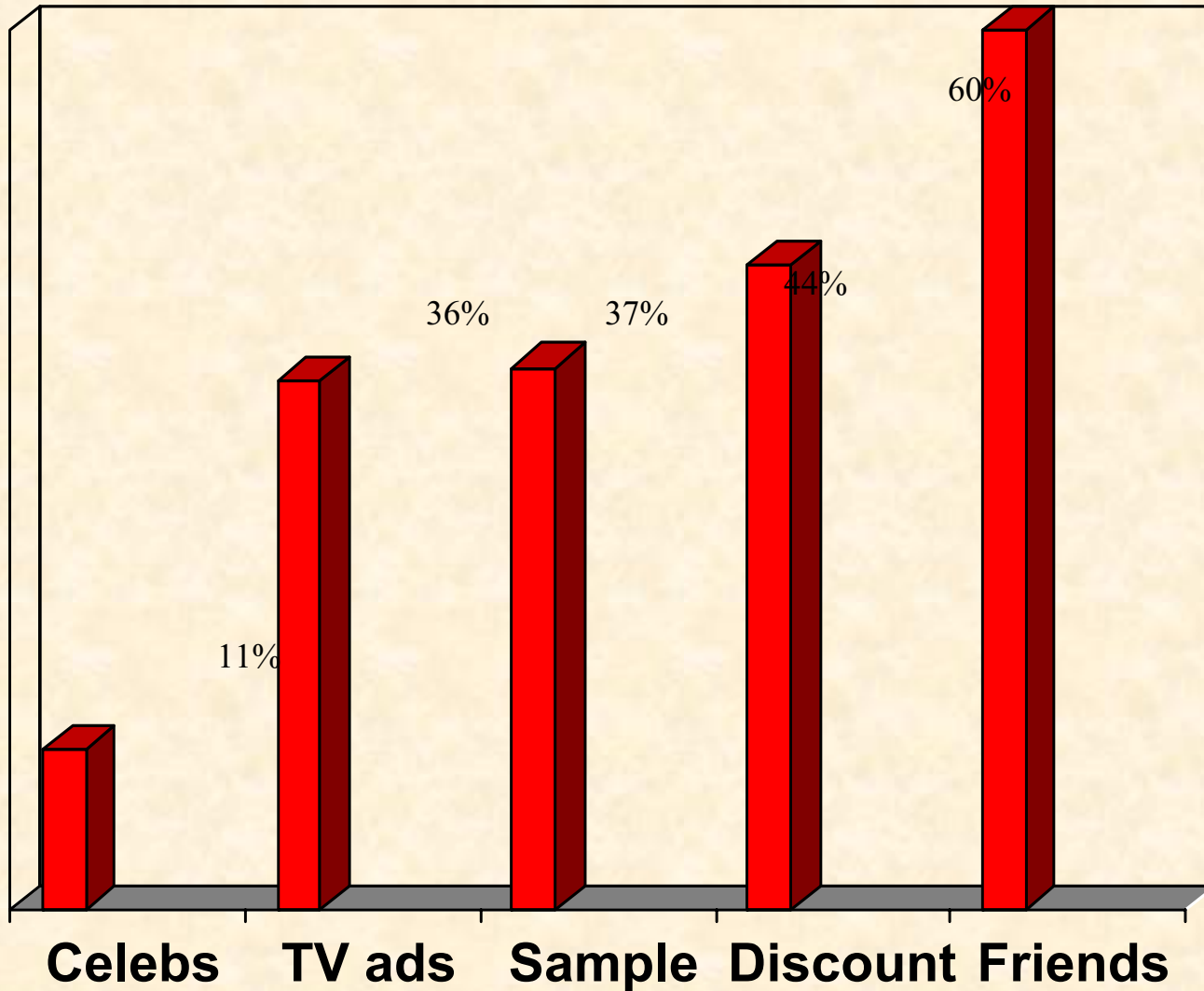


Relationship drives word of mouth

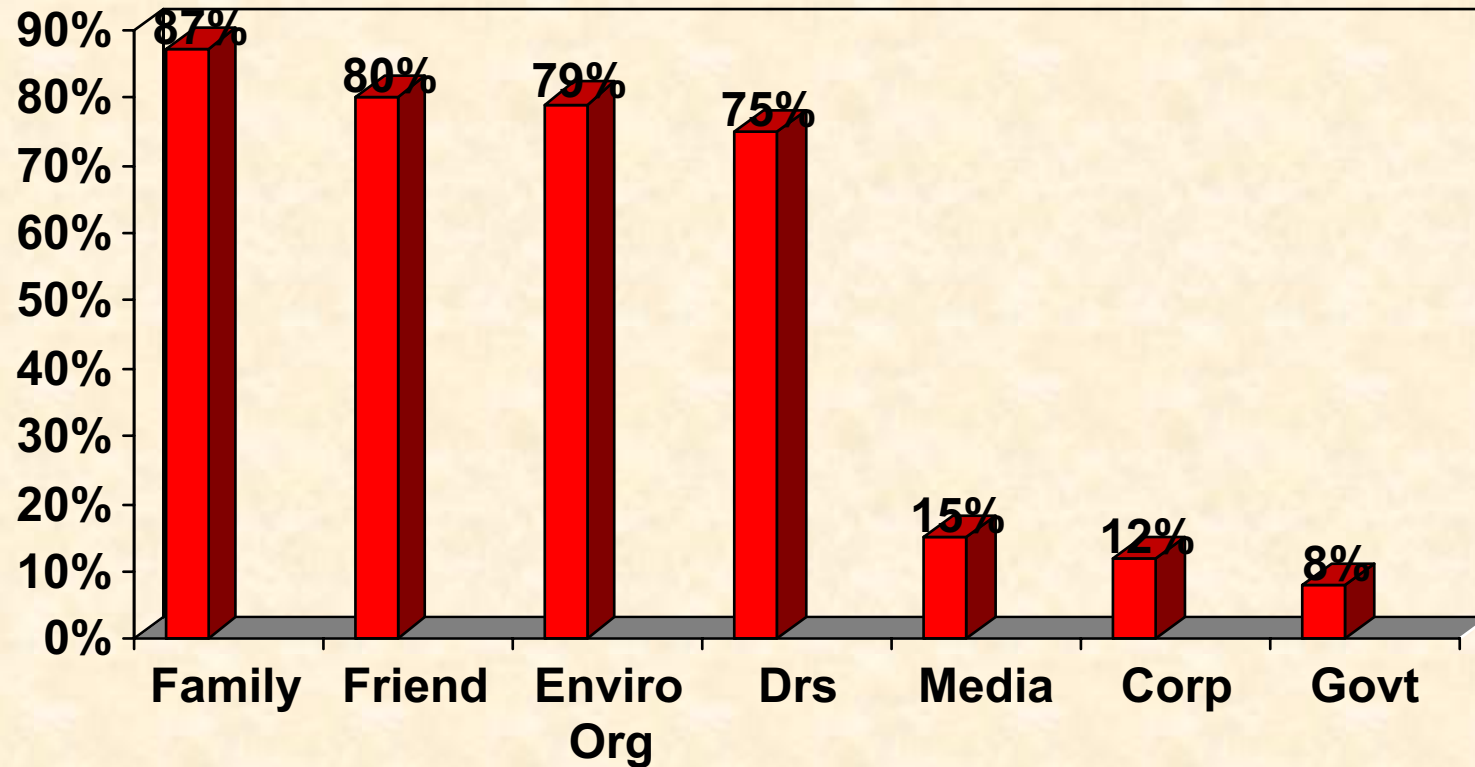


Word of Mouth: “Why I Try New Products”

Mintel asks 7,000 Europeans



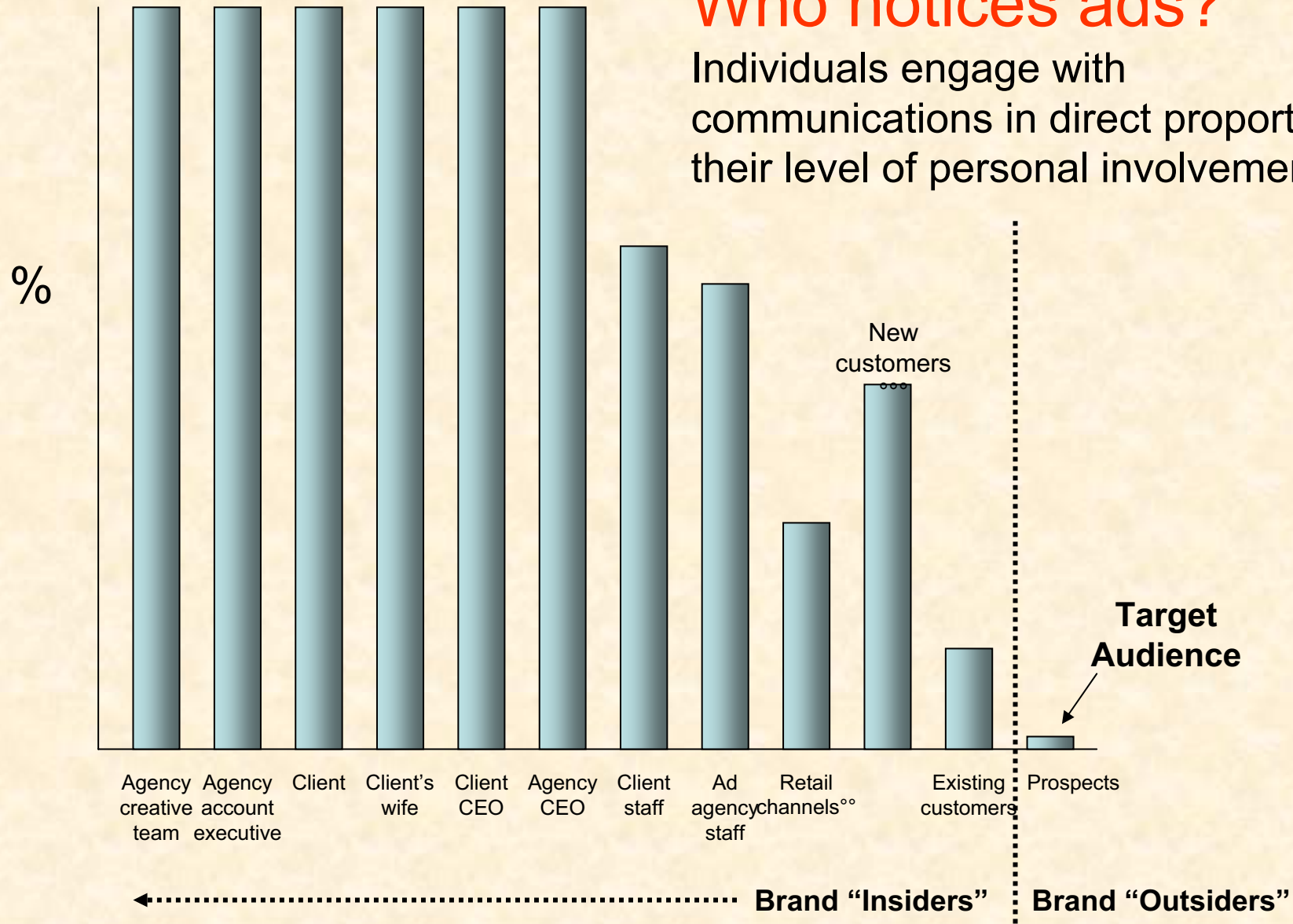
Who do you believe about Mad Cow Disease?



British consumers' sources of information about BSE
University of East Anglia

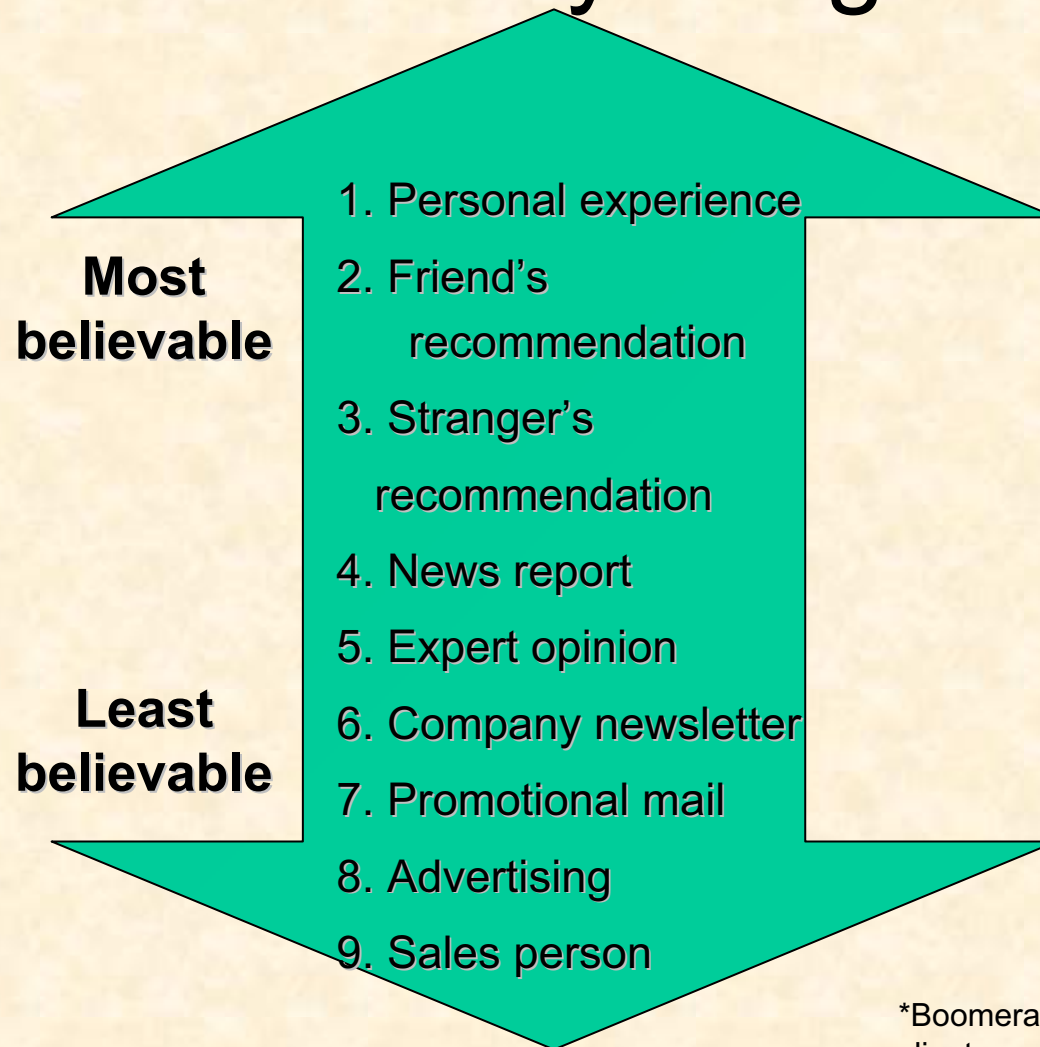
Who notices ads?

Individuals engage with communications in direct proportion to their level of personal involvement^o



^oDale Carnegie Organisation ^{oo}Toyota Motor Corporation Australia ^{ooo}Ford, USA, Ogilvy & Mather

The Credibility League Ladder*



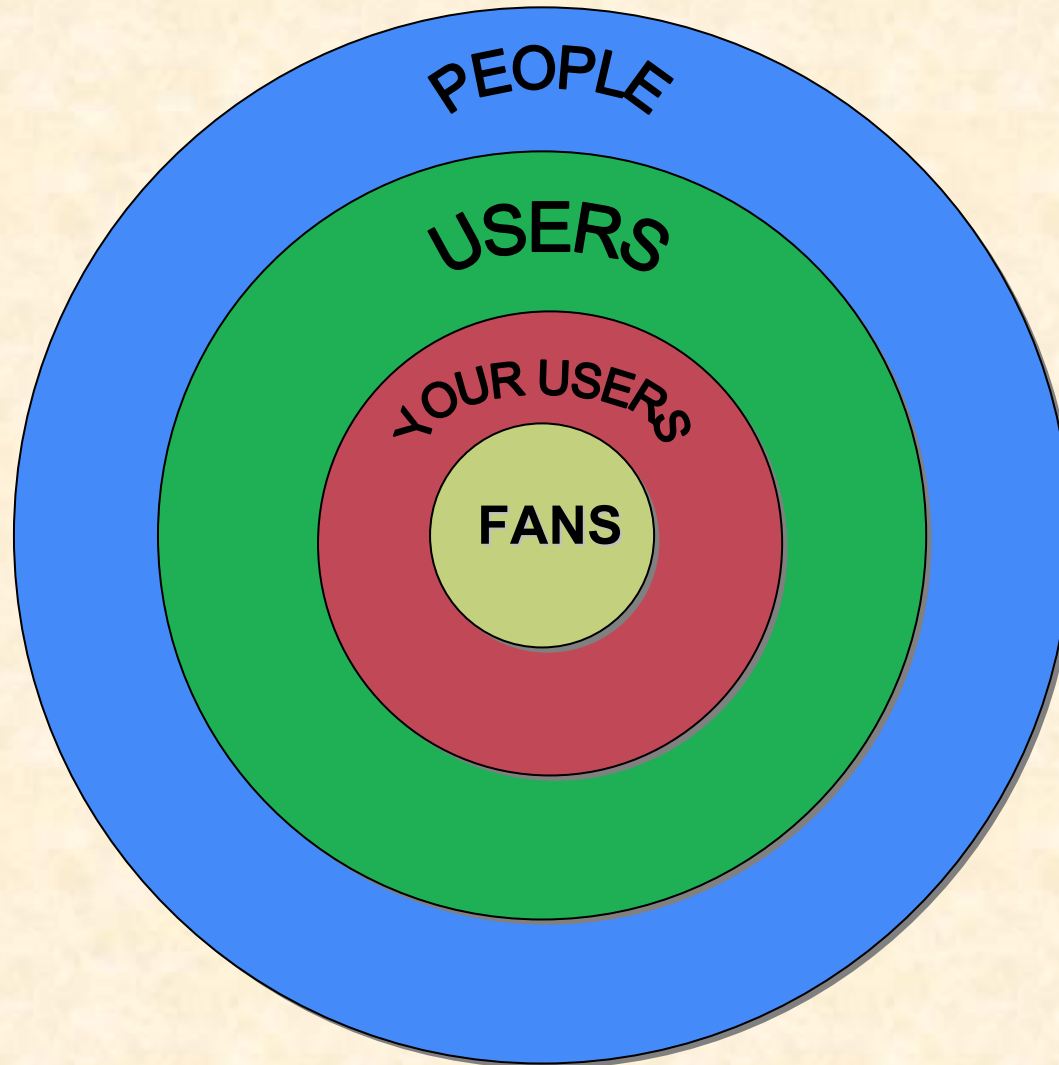
*Boomerang! Research for several clients

The 3rd Foundational Insight

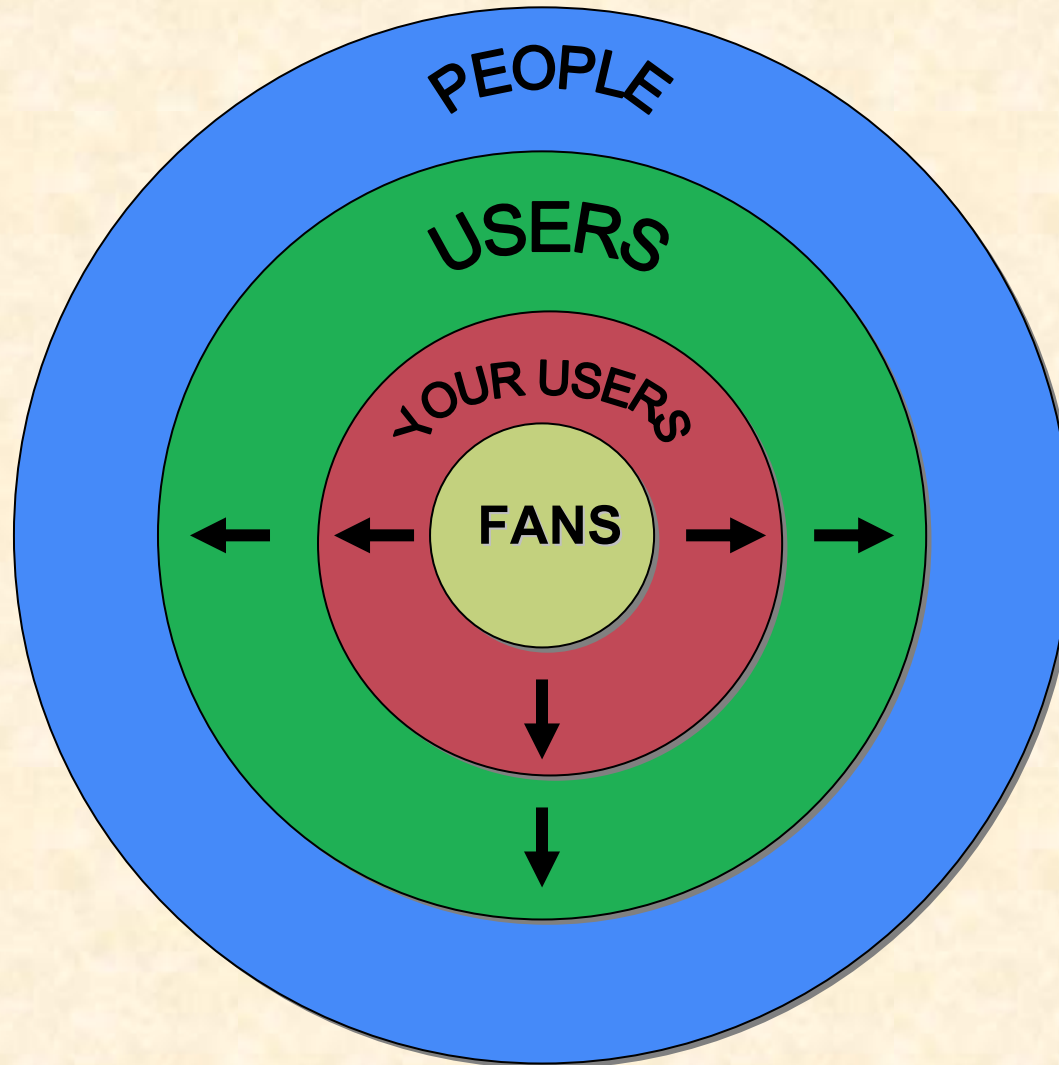
The Will to Community

‘Helping customers to build
communities’

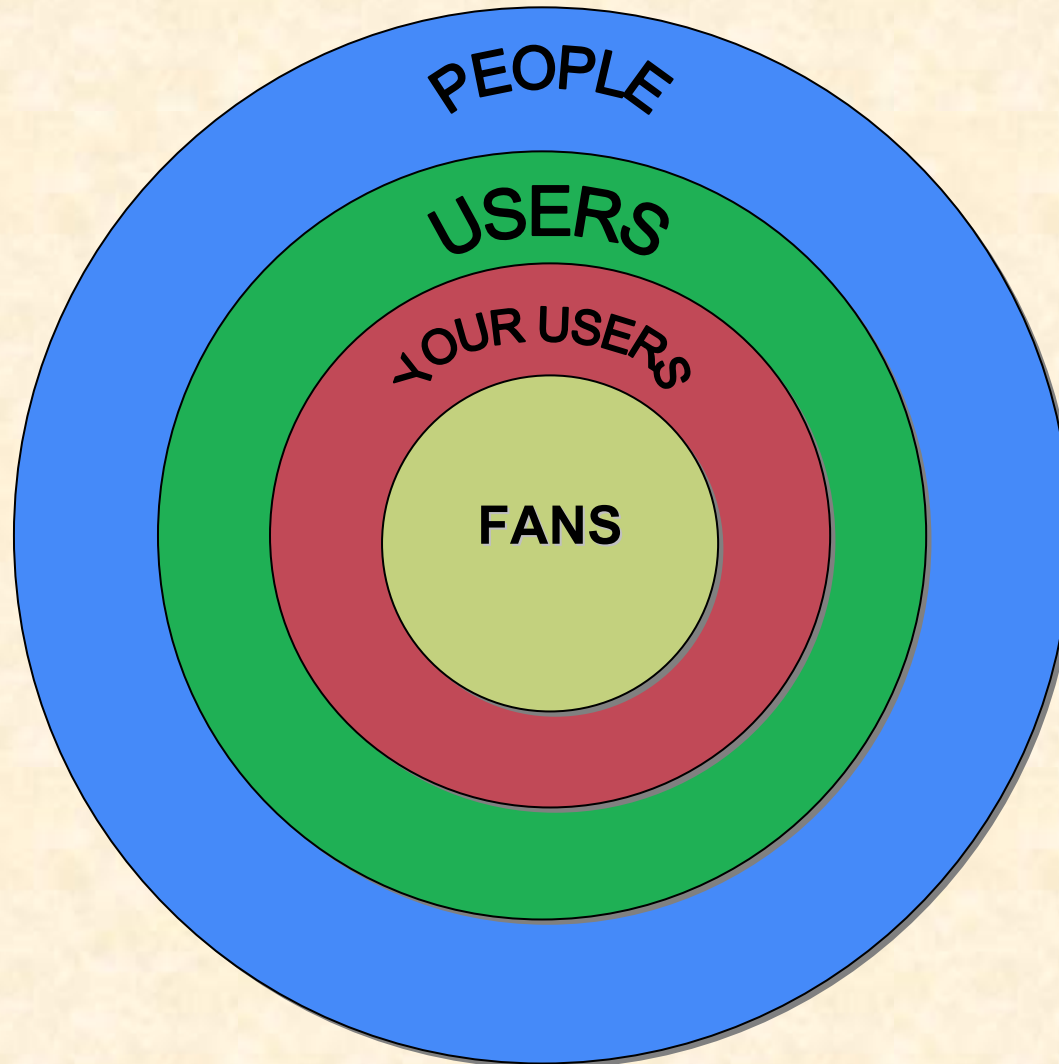
How “Community” Can Work For You



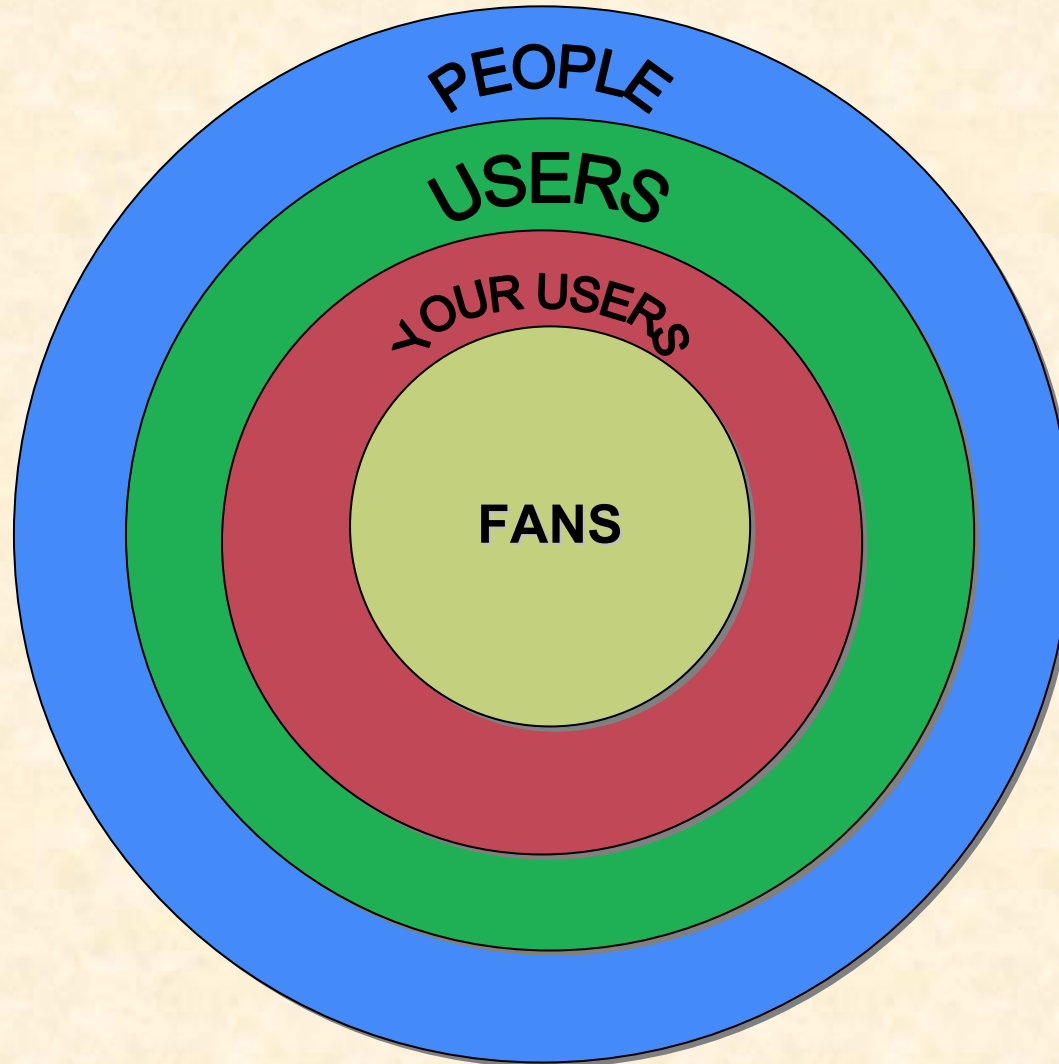
How “Community” Can Work For You



How “Community” Can Work For You



How “Community” Can Work For You



The 4th Foundational Insight

Maslow's Hierarchy of Needs

'Learning to find your customers secret hot spot'