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## Making Leaders Successful Every Day



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## Values Driven Customers : The Consumer changes the world around his values

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Consumers want a better world...and they are using new social computing platforms as « amplifiers » and helpers in aligning their life to their values

## Health : PepsiCo Will Halt Use of Additive in Gatorade

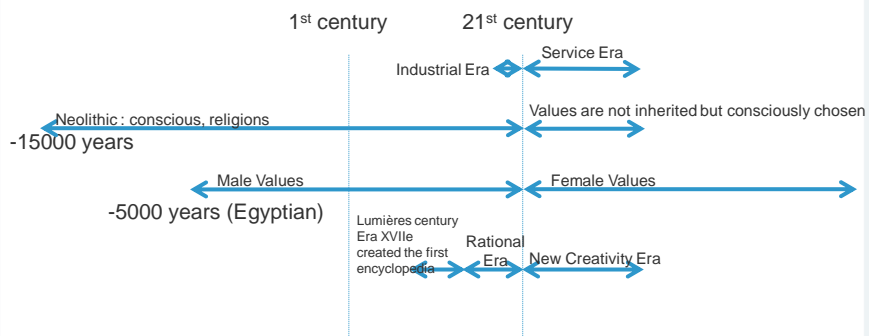


- Sarah Kavanagh, a high school student in Mississippi, started a petition --change.org-- to get PepsiCo to stop using brominated vegetable oil.
- The petition attracted more than 200,000 signatures
- Because of the petition, though, Ms. Carter said the company had changed its mind...

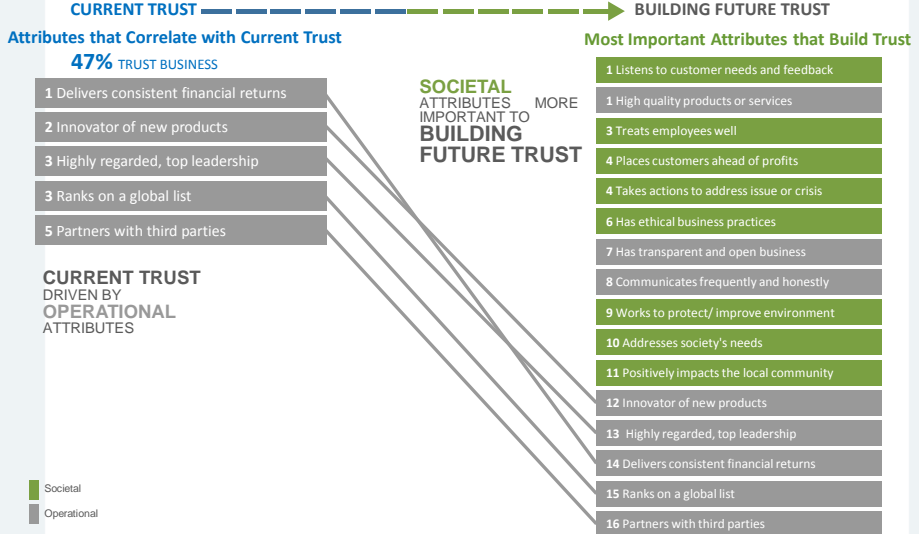
And there are other examples for environment, human rights and other values

## Why Now?

**It is not the end of world!!! But philosophers are telling us the end of several eras...**



# Technology decreased operational attributes importance. Shift To Societal Values

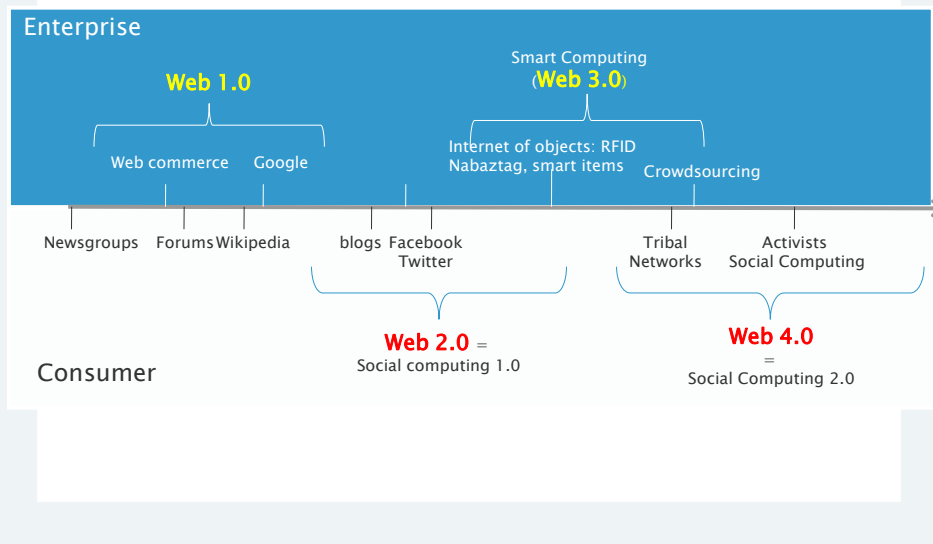


Q11-14. [TRACKING] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". (Top 4 Box, Trust) General Population in 25 country global total, Q2-09. How important is each of the following actions to building your TRUST in a company? Use a nine-point scale where one means that action is "not at all important to building your trust" and nine means it is "extremely important to building your trust" in a company. (Top 2 Box, Very/Extremely Important) General Population in 25 country global total (excludes "Don't Know" responses). \* "Current Trust" results based on regression analysis of general population in 25 country global total

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Technology is key in that movement...

## Each Marketing Media Is Generating Its Customer Reaction. Activist Social Computing Is The Reaction To Smart Computing



## ASC use « smart computing » tech Cloud, big data, mobile, collaboration to achieve a second customers empowerment stage

### Soft Activist Social Computing :

- **Goodguide.com, mesgouts.fr, noteo.info, shopwise.fr** : products rating on health, environment and society criterias
- **Carrottmob.com** : proposing win-win deals between customers and companies
- **Customersvalues** : marketplace of customers « values »
- **Avaaz.org** : Petitions+lobby
- **Change.org** : Petitions

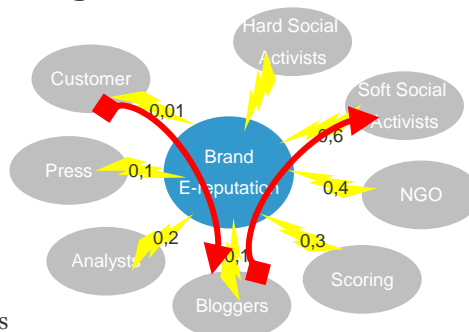
### Hard Activist Social Computing :

- **GreenPeace** against Nestle
- **Anonymous**
- **wikileaks**
- **Muslim revolutions**



What companies should do to prepare to Activist Social Computing customers second level of empowerment ?

### Enterprise Recommendations : Avoid Frustrated Customers Becoming Activists



- Listening weak signals
- Know and survey “amplifiers” such as Activists Social Computing which have impact on your operations and/or on your market stock
- Be prepared to answer customers inquiries by communicating and emphasizing your values
- Align operations to CEO values and mission (deontology for marketers, Helpdesk, Sales cross channels) to make them real and not “values washing”

## Comparison of marketing 1,0, 2,0 and 3,0 From Kotler

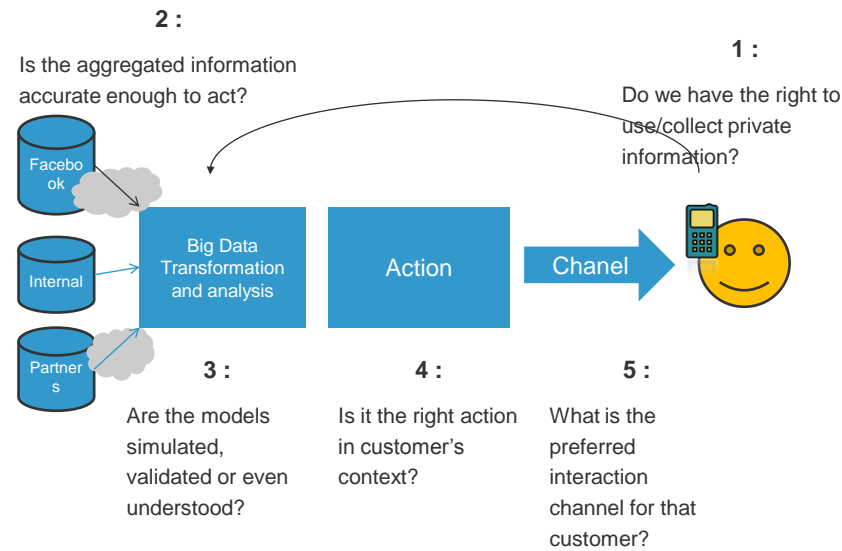
Today



	Marketing 1,0 Product-centric Marketing	Marketing 2,0 Consumer-oriented Marketing	Marketing 3,0 Values-driven Marketing
Objective	Sell products	Satisfy and retain the consumers	Make the world a better place
Enabling forces	Industrial Revolution	Information technology	New wave technology
How companies see the market	Mass Buyers with Physical needs	Smarter consumer with mind and heart	Whole human with mind, heart and spirit
Key marketing concept	Product development	Differentiation	Values
Company marketing guidelines	Product Specification	Corporate and product positioning	Corporate mission, vision, and values
Value propositions	Functional	Functional and emotional	Functional, emotional and spiritual
Interaction with customers	One-to-many transaction	One-to-one relationship	Many-to-many collaboration

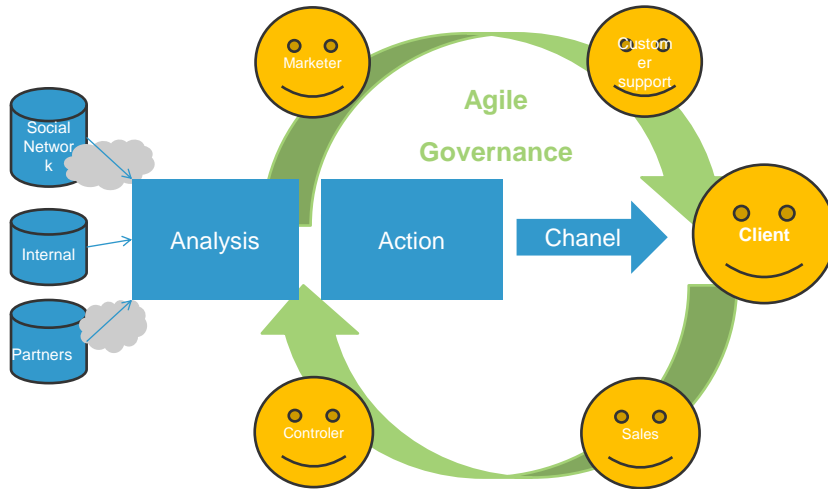
Book : "From Marketing 3,0 : from products to customers to the human spirit" from Philip Kotler, Hermawan Karjaya and Iwan Setiawan

### Example : How to avoid marketers becoming mad while using "Next Best Action" platforms?



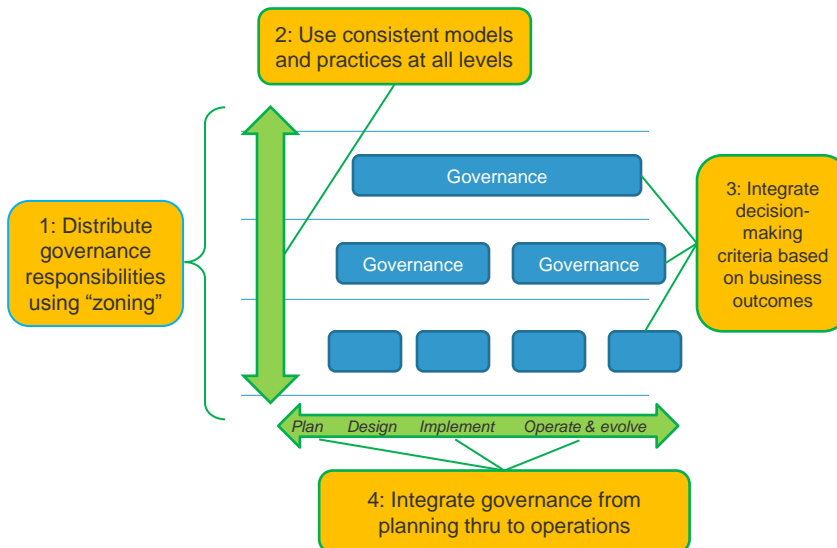
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## The customer Will Become So Volatile Requiring Agile Governance



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## The 4 principles of Agile Governance





What should we do as citizens  
or as consumers?

## Becoming an activist

- Disseminate that knowledge around you at work, in your family, with your friends. It is a positive message for this transforming world
- Citizen : Join and support [change.org](http://change.org), [avaaz.org](http://avaaz.org), [voxe.org](http://voxe.org)
- Consumer : Use [mesgouts.fr](http://mesgouts.fr), [Noteo.info](http://Noteo.info) or [Shopwise.fr](http://Shopwise.fr)
- Protect Activist Social Computing :
  - Participate to inventory the activists social computing
  - Participate to establish the scoring criterias
  - Score activists Social Computing
  - Join <http://customersvalues.Ning.com>



## Thank you

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