

Imagine  
really  
knowing your  
customers





## Community Signatures™

Each strong brand has a tribe of people who share affinity with the brand's values. This universe typically divides into a number of different communities within which there are the same or very similar buying behaviours, and whose personality and characteristics towards the brand (product or service) can be understood in terms of common values, attitudes and assumptions.

**Community Signatures™ are descriptions that capture the living essence of these distinct groups of customers.**

Community Signatures™ are therefore much more than segment descriptions. As Professor Walsink observed: *"No consumer sees her or himself as a bundle of mere statistics."* Customers do not describe themselves as

... a 40-to-60 year old with high school education and 3.5 children with my own flat. I like to think of myself as a heavy user of wholemeal...

Whereas a Brand Signature summarises the universal DNA of the brand, Community Signatures™ reflect the individual values and needs of each customer audience and how they link into the brand.

Brand Signature makes even more sense when you understand how and why different clusters of customers relate differently to these universal values.

**Imaginative potency makes them effective**

Imagine someone writing about you. That's the discipline.

### **Harley Davidson demonstrate communities**

*Tour Gliders* – this group are more traditional and like to use their bikes for long distance riding. They feel they live a full and interesting life

*Dream Riders* – represent the largest group, nearly 40% of the sample. They seem to like the idea of motorcycling - as an escape - better than motorcycling itself.

*Hard Core* – the stereotypical dirty 'bikes'. They associate with other bikers, and are more likely to feel themselves as 'outlaws' and that life is treating them badly.

**Community Signatures™ are not just something you dream up: they are the result of research and knowledge not hypothesis.**

### **Community Signatures™ provide:**

- Focus for marketing development
- Input for creative briefs
- A design check for every type of communication to an individual
- Insight for client management
- Training help for client service people

**Just as a proprietor of a small service business knows the name and characteristics of an important customer and would describe "Herr Stein" or "Catherine Taylor", so the Community Signature gives the same descriptive portrait of a customer community.**

## Quotes from NON-doers

We already know the customers  
We don't have any research  
It's too hard  
It would cramp creativity  
We did one already  
What is it?  
We only have one type of customer  
There's no time  
There's no budget

## Quotes from Doers...

You understand the customer better!  
It's worth the research  
Creatives really liked it! Its given great insight!  
It provides a benchmark for everything we do  
It gives us tremendously valuable focus!  
It gives a mental picture of the customer!  
The client loved it. It gave them clarity and focus. They really bought in!  
The basis for excellent discussion and planning!  
Much better creative work. That's the result!  
The person doing it gets great insight!  
It's important that it's based on reality, not invention.  
It lets us communicate reality.

## Community Signatures™ - Personal values in dramatic and revealing archetypal moments

- They are not based on hypothesis or gut feel, but fact and knowledge.
- They express the essence of a person in action, not just the details of their life.
- They crystallise value frameworks – showing what has meaning for different communities (good/bad, important/trivial). In short, giving a picture of *why they do what they do*.
- Everything in the Signature reflects/comments on their particular values, creating a “value lens” so that the world takes “shape” according to their value framework.

## No stereotypes or caricatures

*Stereotype...*

A flattened, abstract character lacking soul  
A projection from weak thought and low interest

*Caricature*

An incomplete character, twisted and exaggerated  
A projection from coldness

## What we research

1. Distinguishing Demographic characteristics
2. Distinguishing attitudinal and lifestyle characteristics
3. How the brand fits into life: context for the brand.
4. The Core Satisfiers/Needs that the brand provides/meets
5. Distinguishing Behaviour in relation to the brand including brand choice, purchase and use
6. Key Moments of Truth
7. How it fulfils them through the brand attributes and service/product features
8. The 1-3 questions that best select a person (for populating the database).

## For further information

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