

MASTERCLASS

BRANDS AND THE NEW CUSTOMER JOURNEY

FROM MEDIA TO MOMENTS.

Lisboa, 24 Maio 2022

Índice

1. Enquadramento e introdução.
2. A nova jornada de decisão do consumidor.
3. Atividade prática.

1. Enquadramento e introdução.

**(QUASE) TUDO O QUE SEI SOBRE CUSTOMER
JOURNEY APRENDI COM A MARGE SIMPSON.**

“Reviewing is the new shopping”



The Simpsons - Season 23, Episode 3: "Marge buys a new car".



**HOJE HÁ MAIS ECRÃS E FONTES DE INFORMAÇÃO.
AS PESSOAS PESQUISAM, COMPARAM, PARTILHAM, RECOMENDAM.**

中国共产党第十八届中央委员会第六次全体会议

**AS MARCAS DEIXARAM DE TER O CONTROLO SOBRE
QUE É DITO E FALADO SOBRE ELAS.**



A man with long, dark, curly hair and face paint (blue on the left side of his face, white on the right) is shouting with his mouth wide open. He is wearing a brown, textured tunic. In the background, a crowd of people is visible, some holding long wooden poles or spears. The scene appears to be outdoors, possibly during a protest or a battle.

HOJE OS “BÁRBAROS” ASSUMIRAM O PODER

EXIGEM MAIS, SABEM MAIS, QUEIXAM-SE MAIS.

NÃO SE CONTENTAM COM QUALQUER PRODUTO, PREÇO OU PRIMEIRA OFERTA.

The HBO logo, consisting of the letters "HBO" in a bold, black, sans-serif font.The Google logo, featuring the word "Google" in its multi-colored, sans-serif font.The Netflix logo, the word "NETFLIX" in a bold, red, sans-serif font.

ESTA MUDANÇA DE PODER DEVEU-SE
À EXPLOSÃO E FRAGMENTAÇÃO DA “MEDIA LANDSCAPE”
DA ÚLTIMA DÉCADA E MEIA.

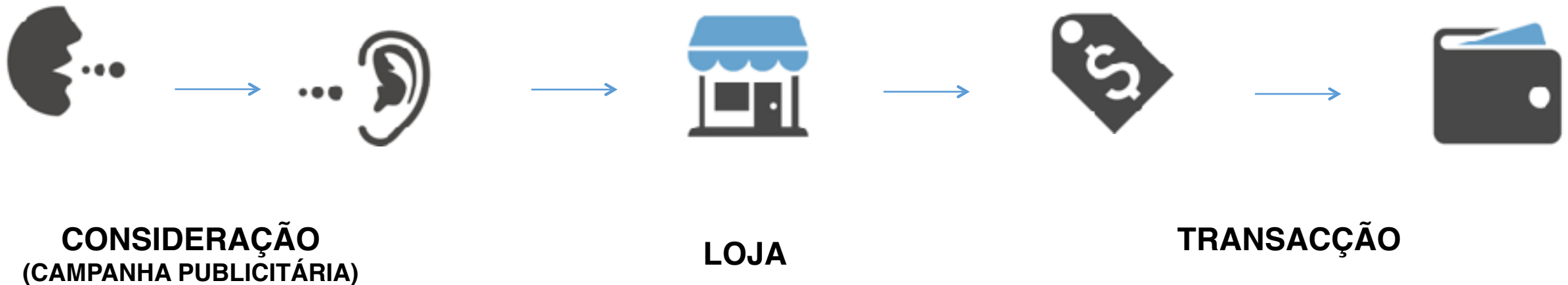
The Facebook logo, the word "facebook" in a blue, lowercase, sans-serif font.The YouTube logo, the word "You" in grey and "Tube" in white inside a red rounded rectangle.The Pinterest logo, the word "Pinterest" in a red, cursive script font.

**EM SUMA, TEMOS
MAIS RUÍDO, MAIS
TOUCH POINTS E
MENOS
INVESTIMENTO.**

**SE O PARADIGMA DE COMUNICAÇÃO MUDOU
TAMBÉM A FORMA COMO AS MARCAS COMUNICAM
E USAM OS MEIOS TEM QUE MUDAR.**

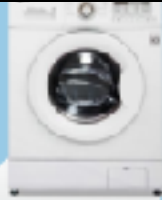
**NO MODELO CLÁSSICO, OS CANAIS TRADICIONAIS GERA-
VAM NOTORIEDADE E ATENÇÃO SUFICIENTE PARA LEVAR AS PESSOAS
A QUEREREM DESCOBRIR E COMPRAR UMA MARCA.**

“A.I.D.A: AWARENESS, INTEREST, DESIRE, ACTION”



HOJE COM TANTA INFORMAÇÃO

AS PESSOAS PRECISAM DE FILTROS.



THE BEST WASHING MACHINE



THE BEST TV



THE BEST FRIDGE FREEZER



Powered by
over 11 million reviews from



THE BEST TUMBLE DRYER

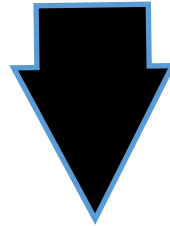


THE BEST COMPACT CAMERA



THE BEST LAPTOP

**AS PESSOAS CONTINUAM A CONFIAR MAIS NO “BOCA-A-BOCA”
FORMATOS DE “EARNED / OWNED MEDIA” VS “PAID MEDIA”**

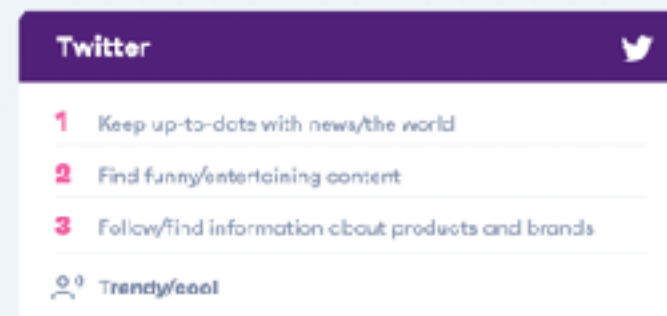
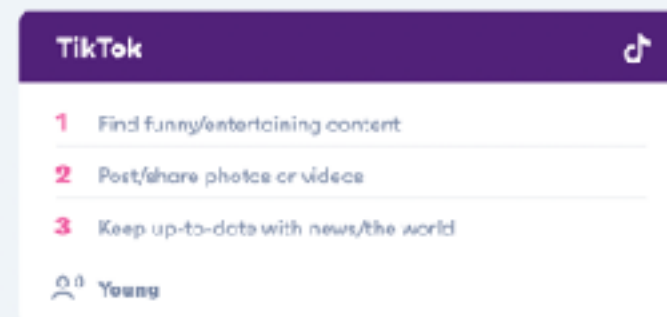
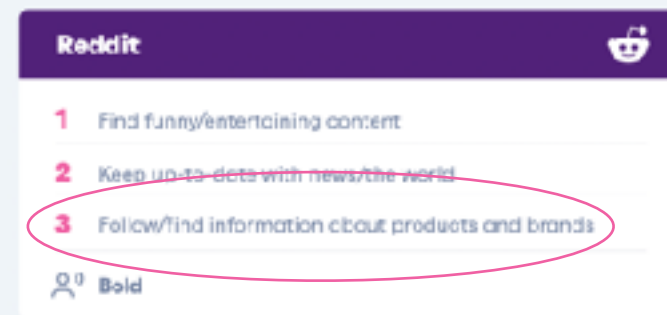
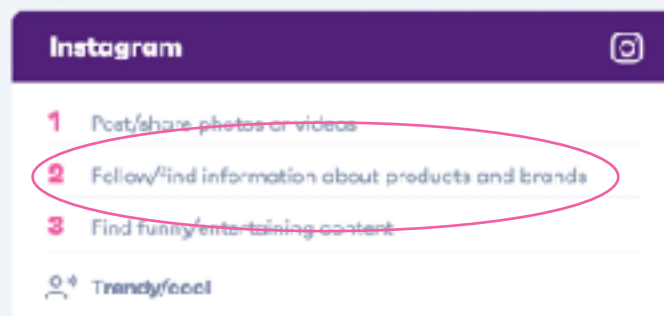
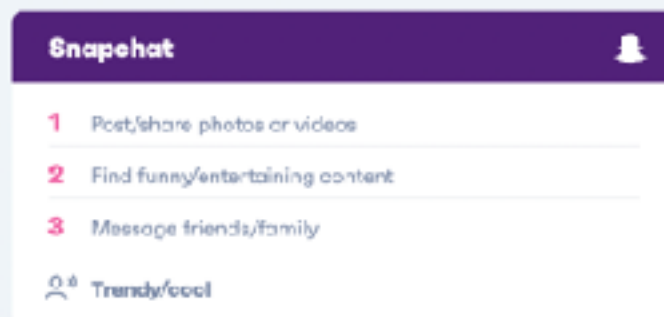
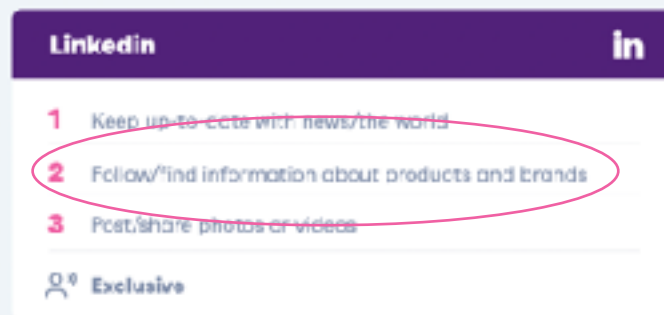
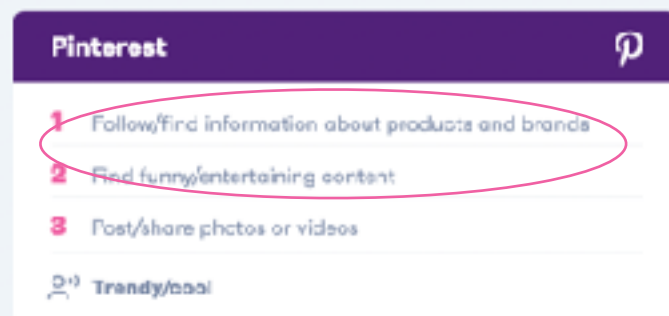
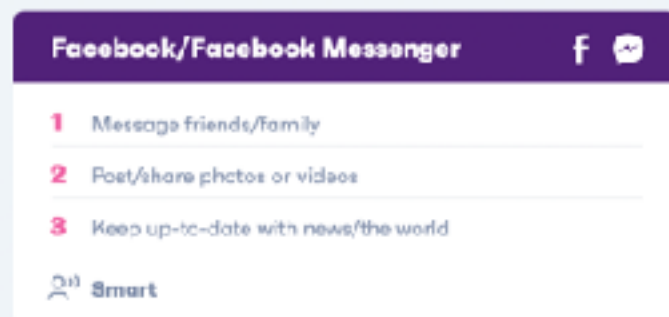


According to Nielsen, 92% of consumers around the world said they trust word-of-mouth, or recommendations from friends and family, above all other forms of advertising.

**A MANEIRA COMO PESQUISAMOS OU
ENCONTRAMOS UMA MARCA TAMBÉM MUDOU.**

The top 3 reasons consumers give for using each platform

Based on the % of each platform's monthly visitors who use the service for the following

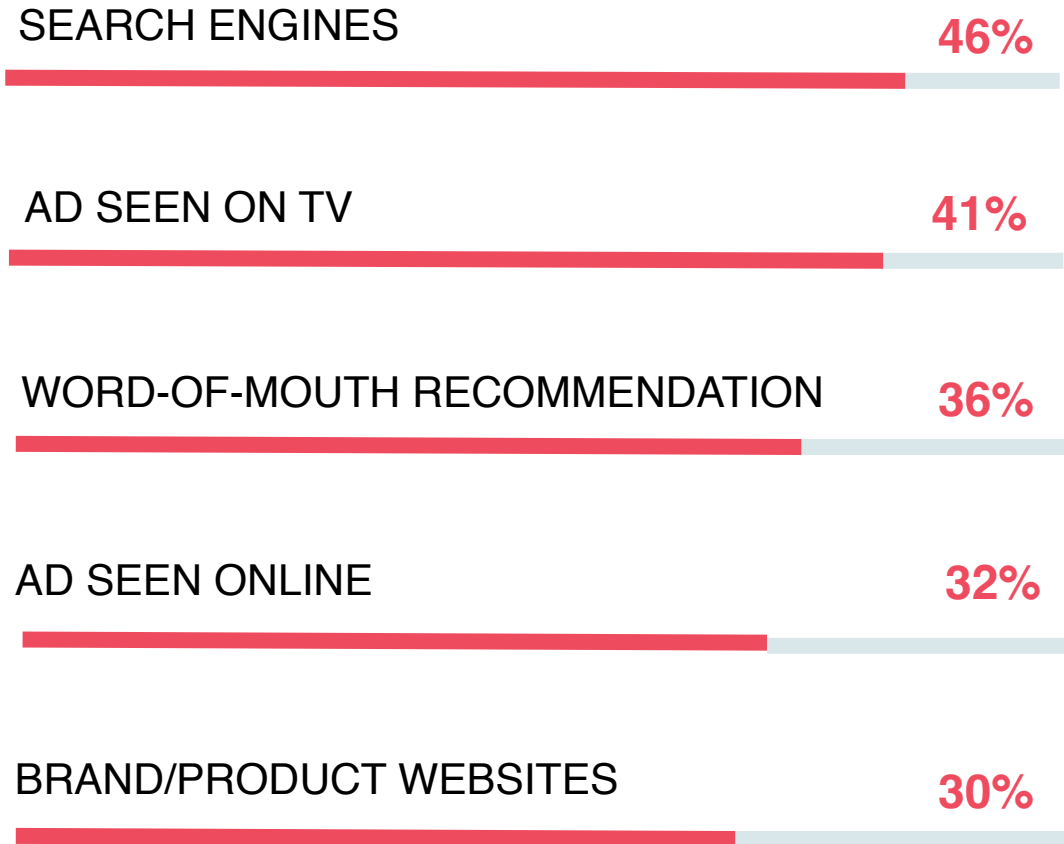


 The vibe: based on what each platform's users want brands to be (top over-index)

 GWI Core Q3 2021  100/119 social media users aged 16-64

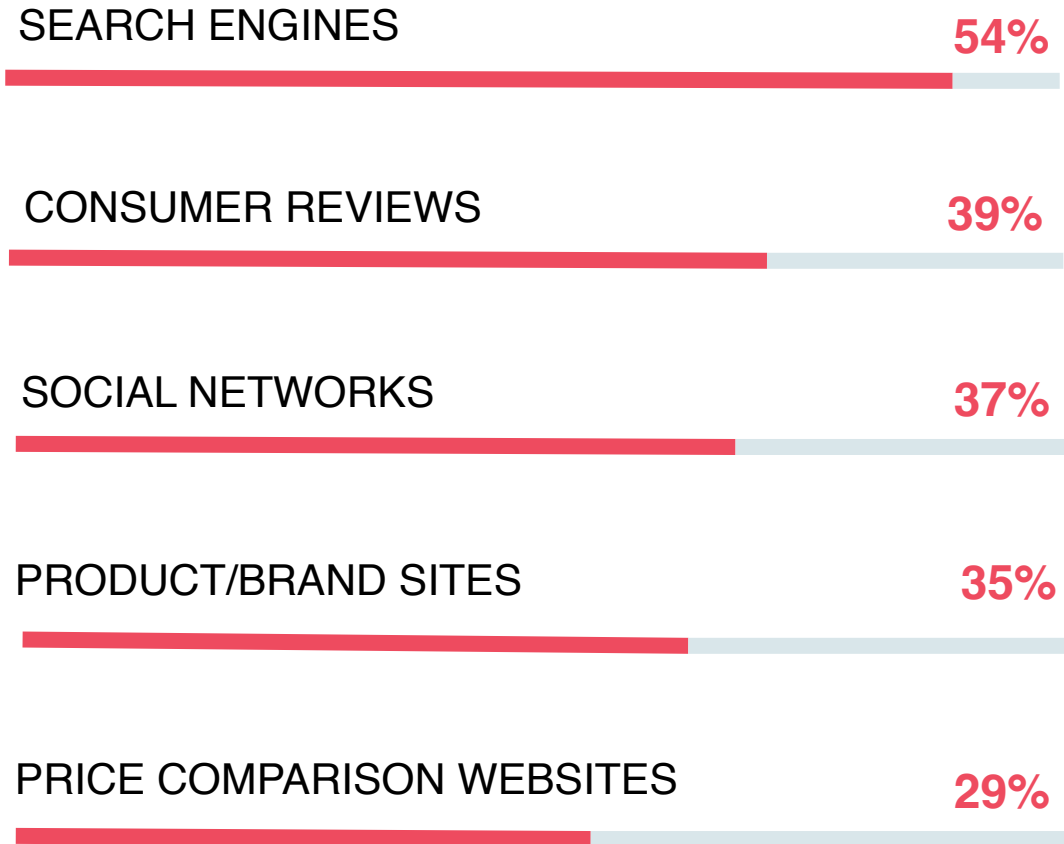
1. DISCOVERING A BRAND

% who say they find new brands via these channels



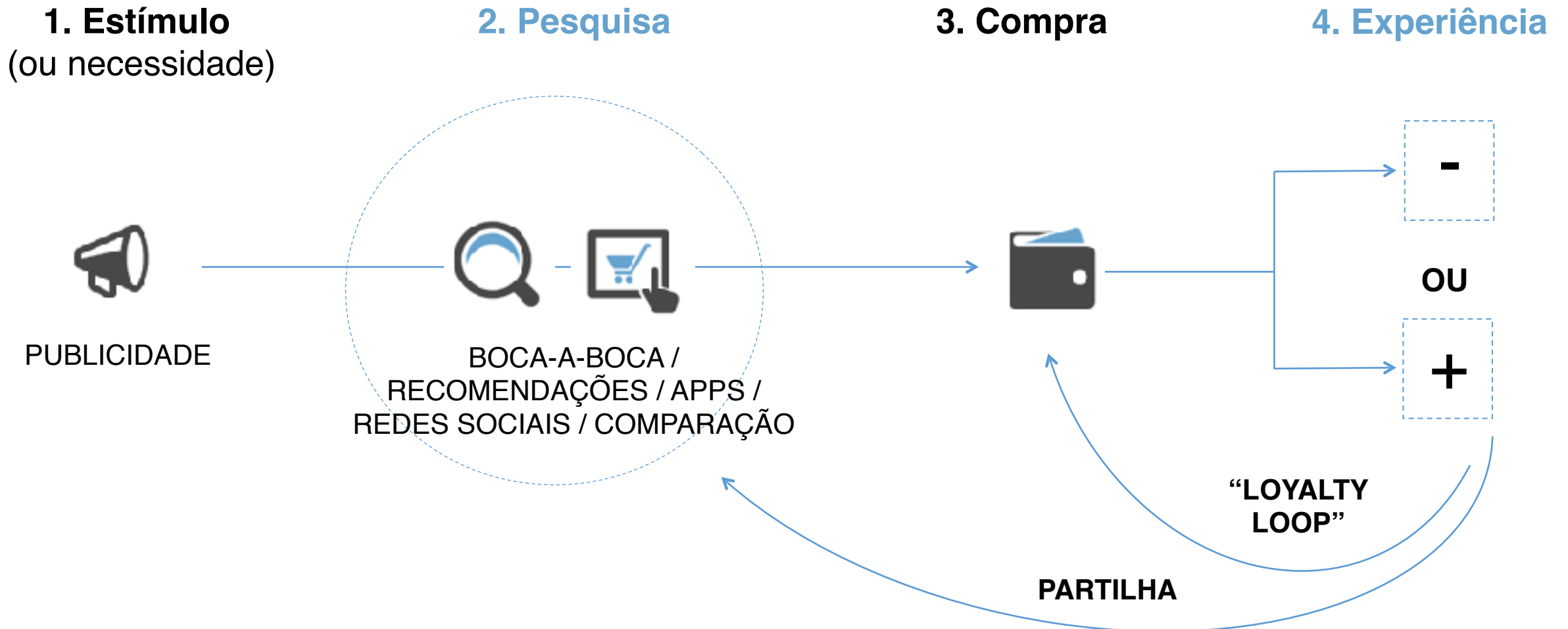
2. RESEARCHING A BRAND

% who say they find new brands via these channels



“THE NEW CONSUMER DECISION JOURNEY”

OS PROCESSOS DE **DIVULGAÇÃO**, **CONSIDERAÇÃO** E **COMPRA** MUDARAM DE VEZ.



**DESENHAR UM MAPA DA JORNADA DE
DECISÃO E EXPERIÊNCIA DE COMPRA
É HOJE CRUCIAL PARA TODAS AS MARCAS.**

NO ENTANTO ...

"Only 35 percent¹² of businesses we surveyed
had **mapped the customer journey in 2017**"

- Altimeter, "Leading Trends in Retail Innovation", 2018

2. Desenhar uma nova jornada

PARA QUEM E PORQUÊ?

A man with a red beanie and a nose ring is shown in profile, focused on drawing a customer journey map on a whiteboard. He is using a black marker. The whiteboard has several hand-drawn elements: a box labeled 'INTERACT' with 'COLLECT' written below it, a double-headed arrow, and a vertical oval labeled 'LEARNING'. There are also some faint, illegible handwritten notes and arrows. The background is a plain white wall.

Um mapa de jornada do consumidor é uma ferramenta útil para:

Web Designers / UX Designers / Designers gráficos /
Dir. de Marketing / Brand managers / Dir. de arte /
Copywriters / Dir. comerciais / Gestores / Start-upers ...

E não apenas porque há mais touch points no processo de compra do consumidor, mas acima de tudo porque:

1. Ajuda-nos a **entender o contexto** de compra, decisão, pesquisa de um cliente de uma determinada categoria.
2. Ajuda-nos a ter uma **visão geral da experiência do cliente**.
3. Ajuda-nos a **identificar oportunidades** para melhorar essa experiência.
4. Ajuda-nos a identificar lacunas, nos canais de comunicação ou na experiência do cliente **(pain points)**.
5. Pode ajudar a empresa/marca a diferenciar-se em termos de **experiência digital**.

COMO DESENHAR O MAPA?

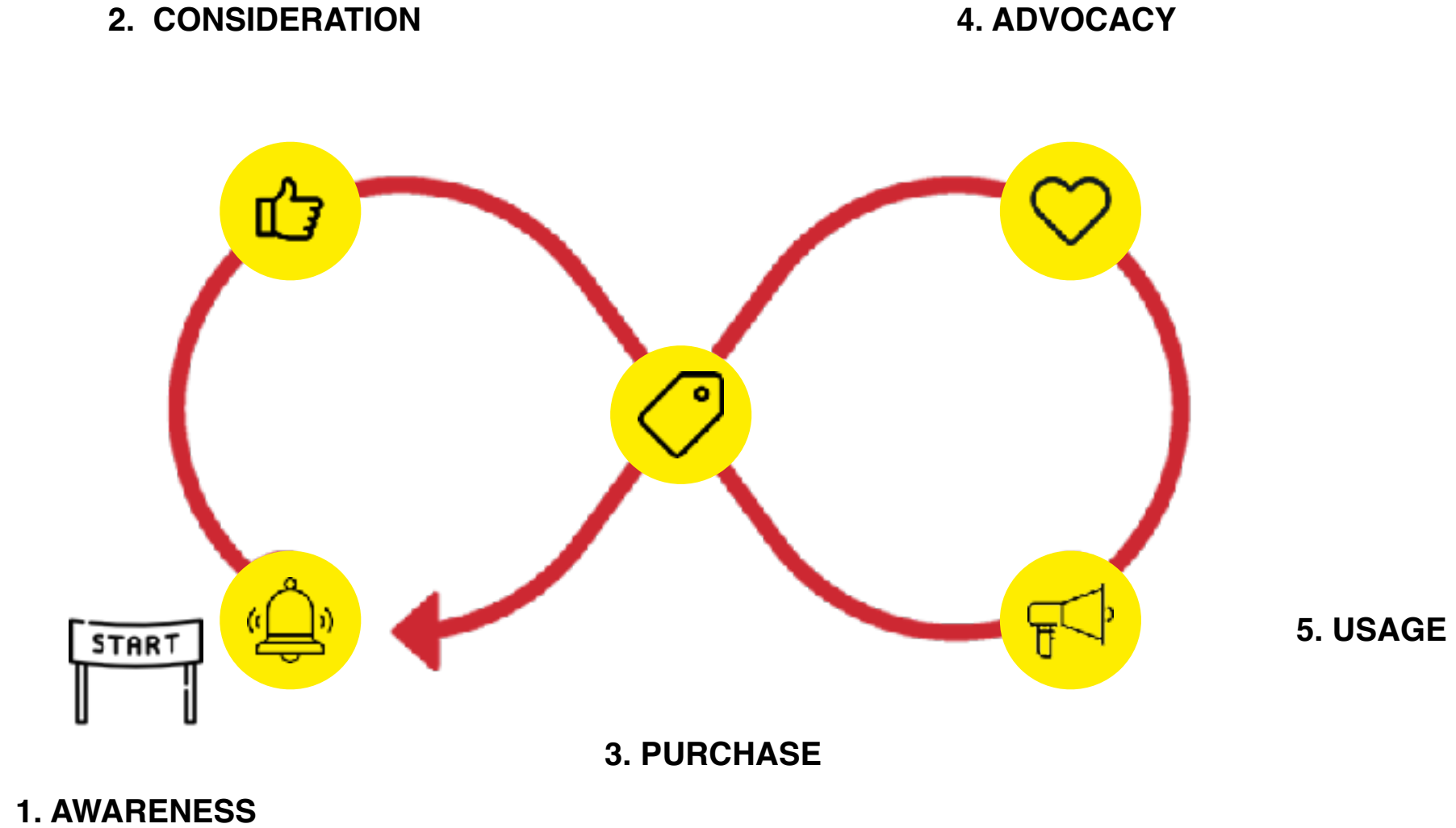
EXEMPLOS DE MAPAS

Customer journey maps can come in various forms, sizes, and colours.

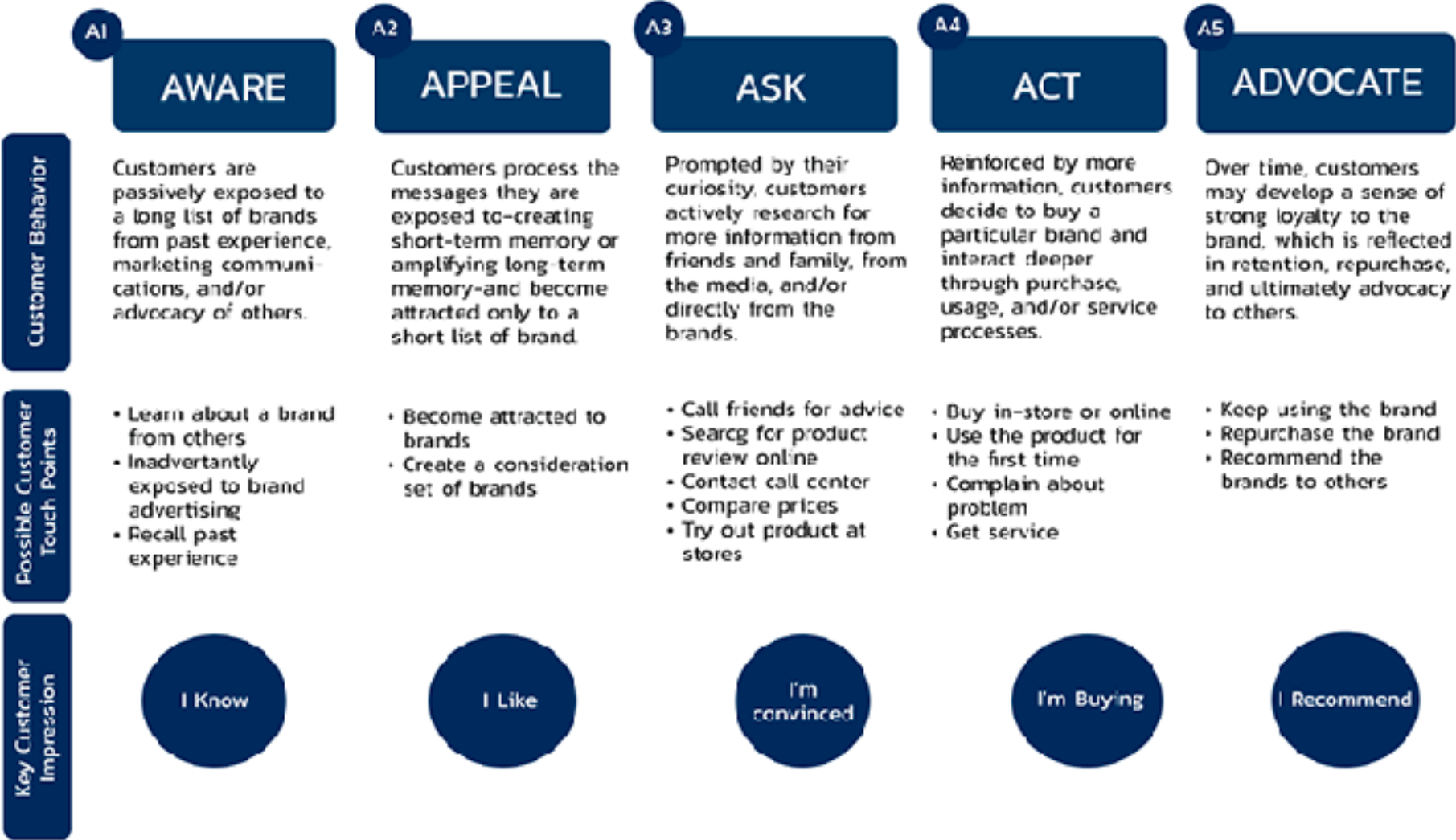


“A customer journey map is a story designed to provide insights into the customer’s journey. It is not designed to represent a 100% real experience with all its nuances.”

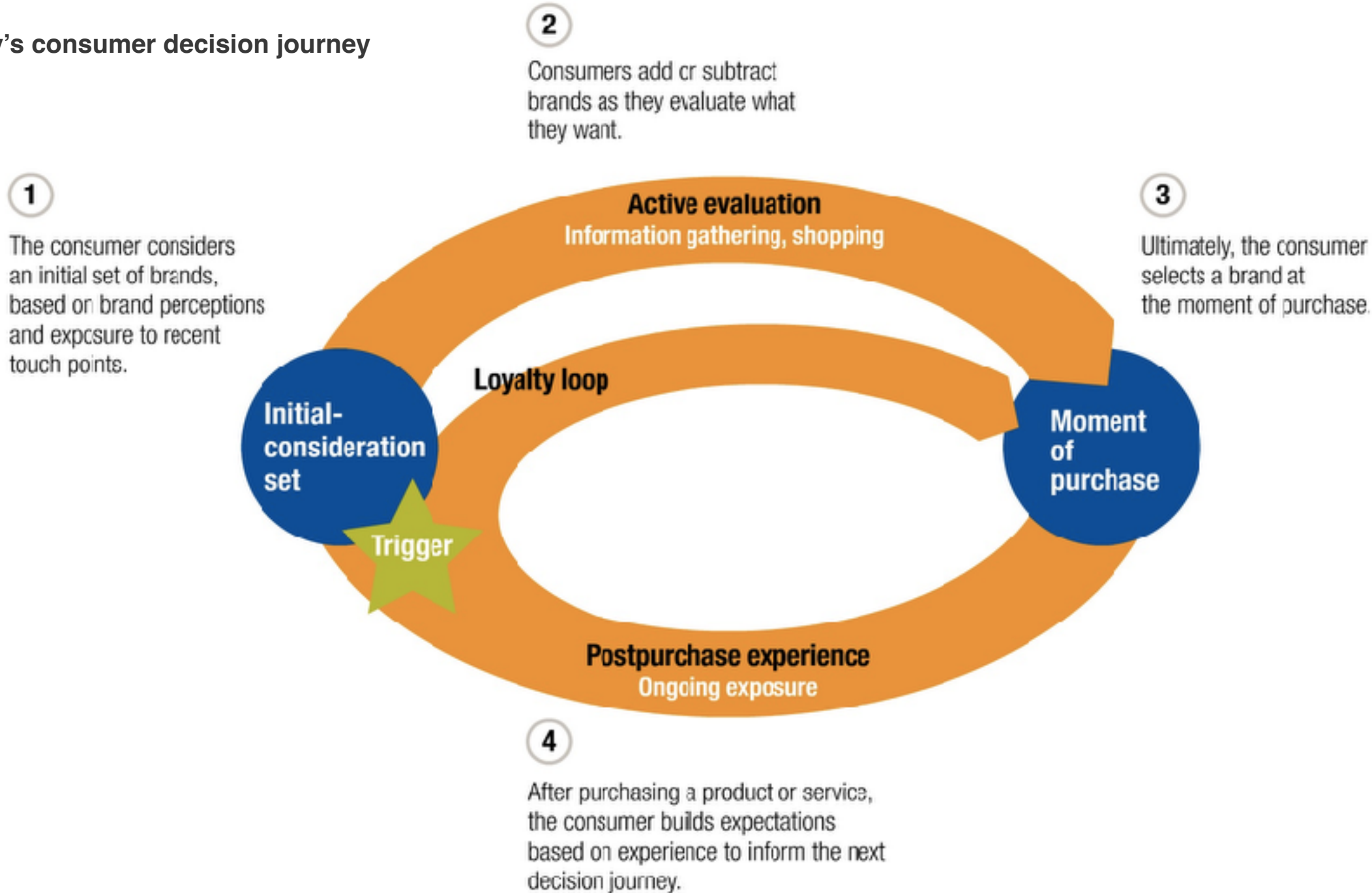
- **Paul Boag**, User Experience Consultant



Philip Kotler's 5 A's
of Sales Marketing

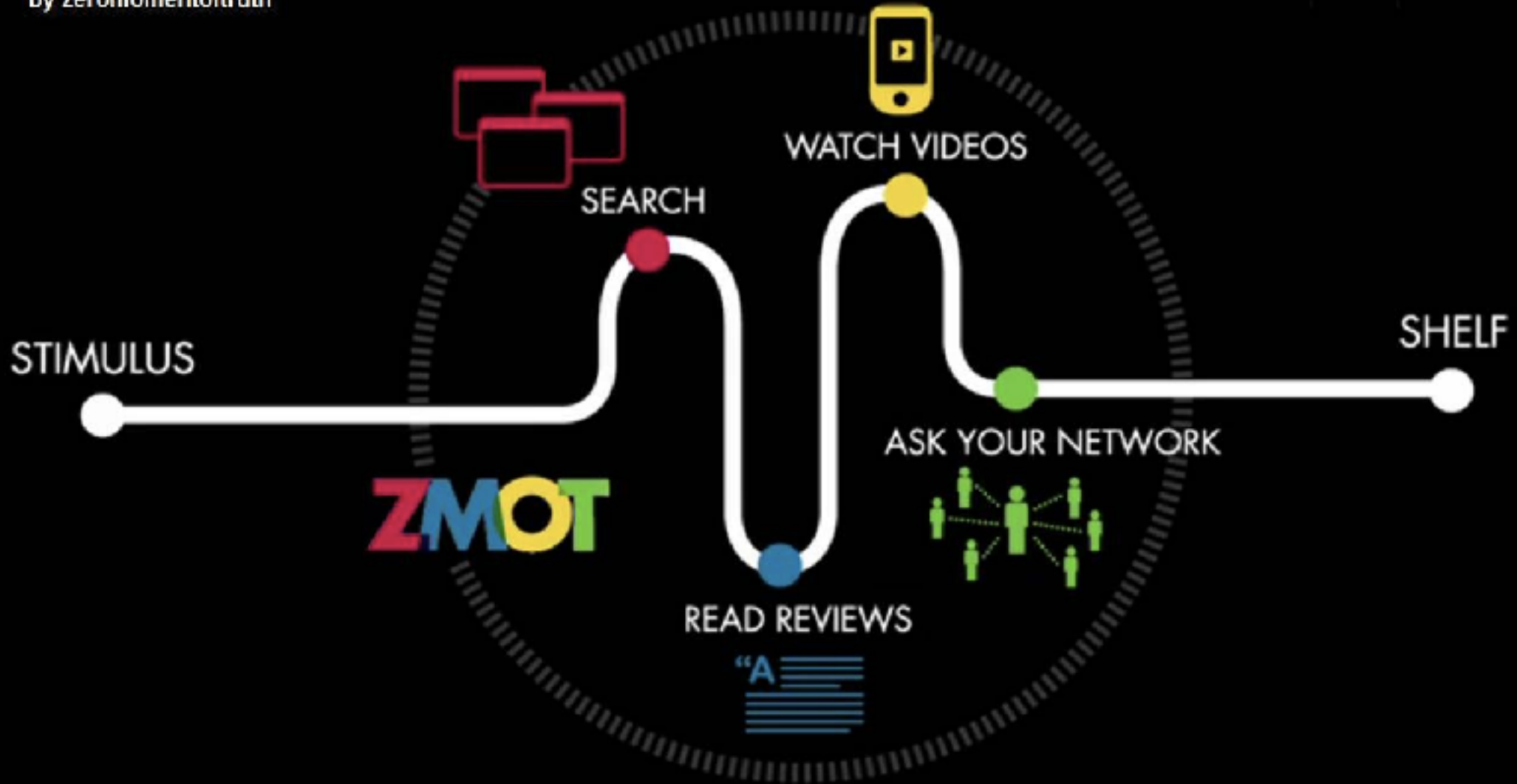


McKinsey's consumer decision journey



Winning the Zero Moment of Truth - Changing the Rulebook

by zeromomentoftruth

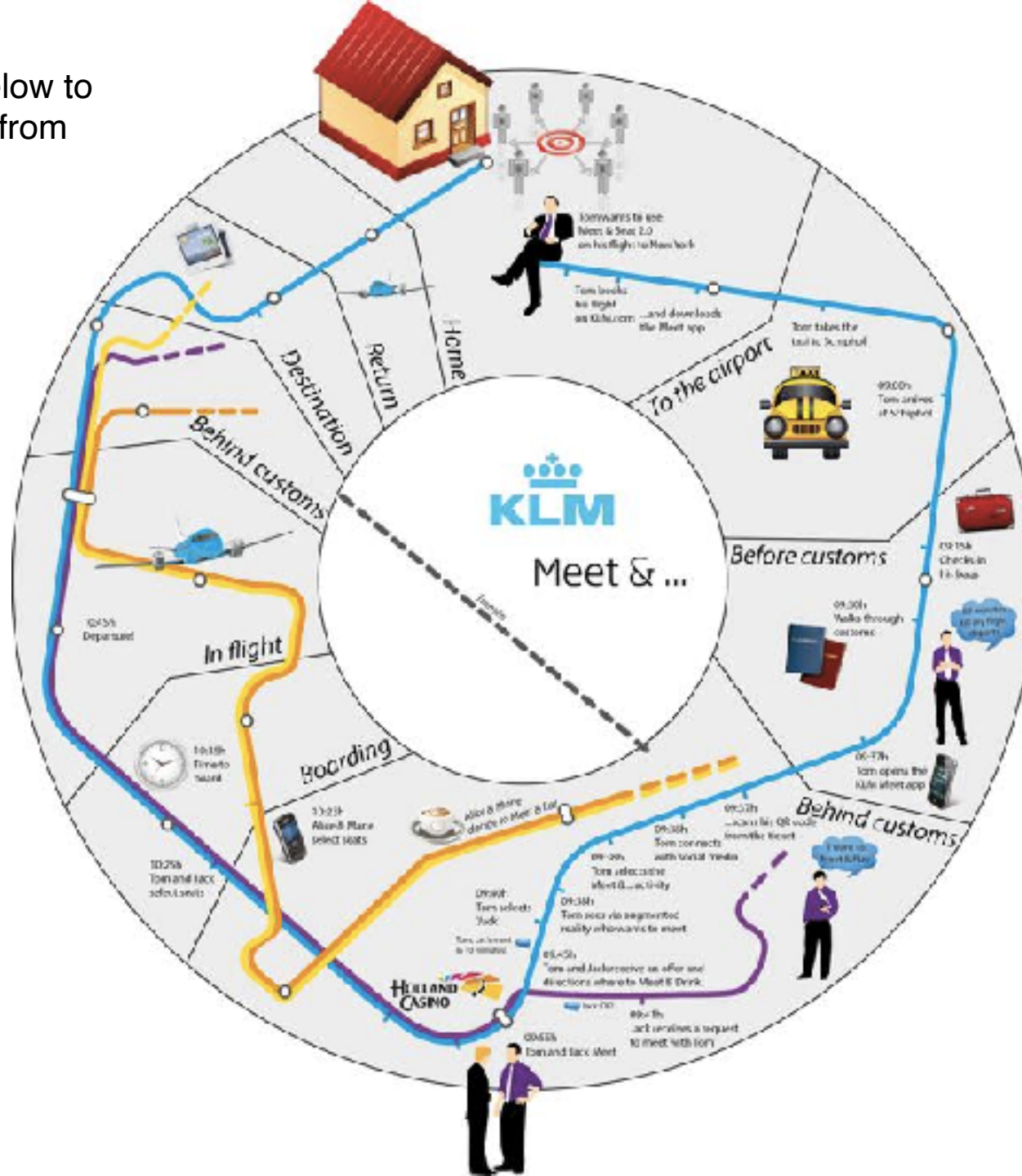


* Google "Zero Moment of Truth".

The Travellers' Journey Process

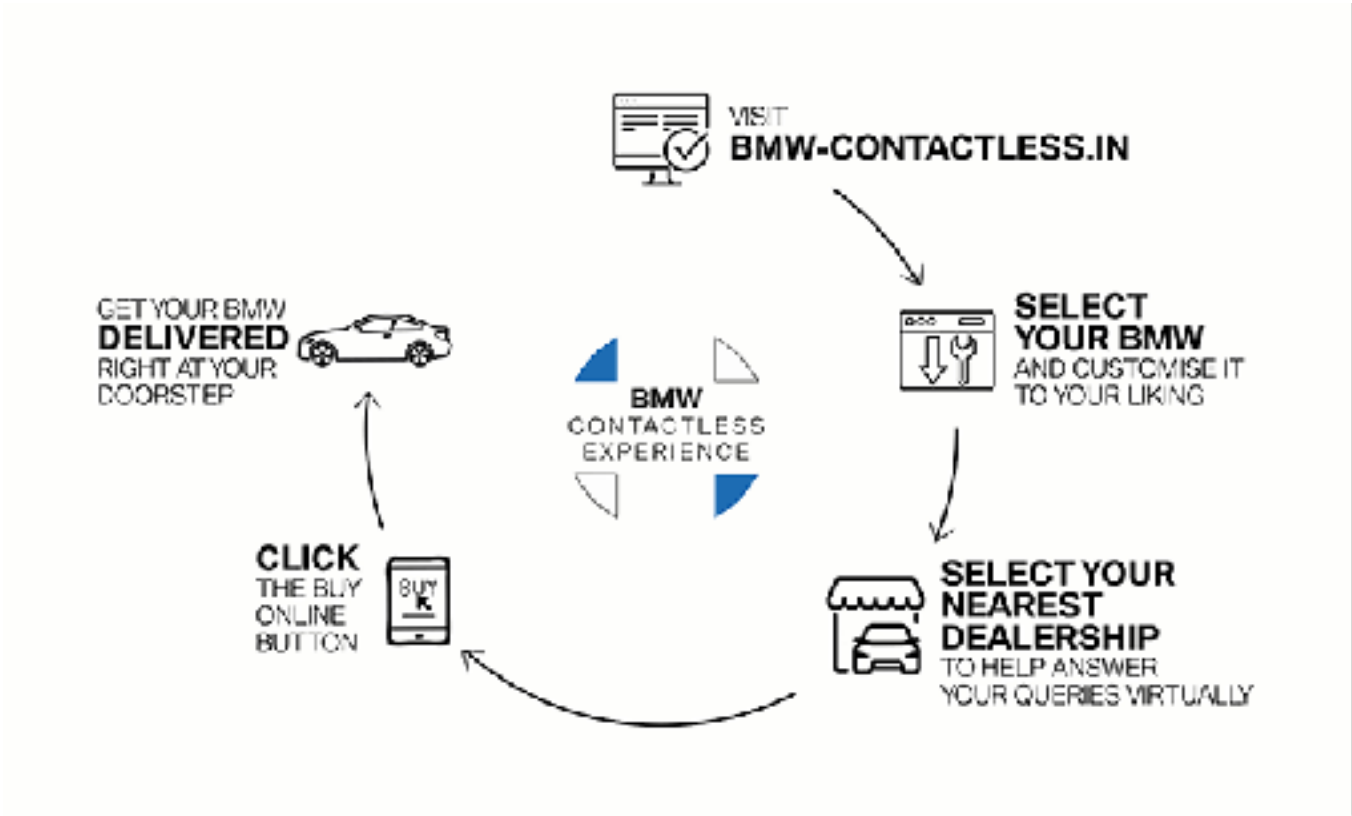
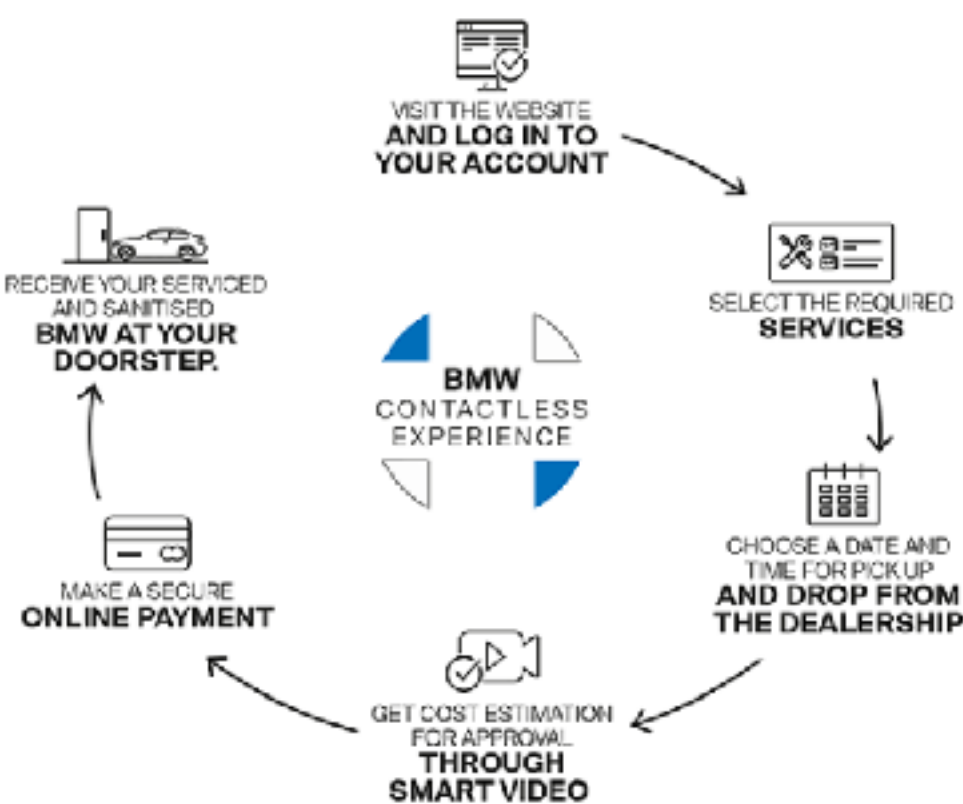


KLM created the round map below to track the customer experience from ticket purchase to the flight.



BMW Contactless Experience

Facilitates car buying without the need to visit an authorised BMW dealership facility.
It is designed to seamlessly take customers through the range of BMW products and services virtually.



Customer Journey Mapping



	Awareness	Research	Purchase	Oobe
Activities	Offline ads: Magazines, TV Online ads: Banner/display Wom: friends Sponsorship: logo display	Website & Social media Visit retail stores & Supermarkets Ask for free samples Ask friends Visit the online community	E-commerce sites Malls Retail stores Online portal	Games * Quiz Gift cards Participating in online contests Free samples for loyal customers (dove insiders)
Motivations	Compelling ads: Products for natural beauty Feeling beautiful, elegant, classy Touching/ Impressive stories	Deeper understanding of the products: affordability, wide selection Follow trends: # Get the best product	Loyalty plan Additional information	Contest prizes Part of the community # campaigns
Questions	- Are these good products? - How much does it cost?	- Greenwashing Or Fair & square? - Quality → Allergies	- Does it really work for me? - Is it really worth it? - Do I need it?	- Is it an exciting experience? - What is the value of this?
Barriers	Limited digital acces Blocked media	Expensive price Missing product for specific needs: i.e. Oily hair Bad reviews online	<u>Not satisfied:</u> Bad buying experience: Bad packaging Not enough information Don't like the product. Don't feel comfortable.	Waste of time: Not interesting Reward is not enough.

No meio de tantos exemplos, quais são
os “fundamentals” de um bom mapa ?

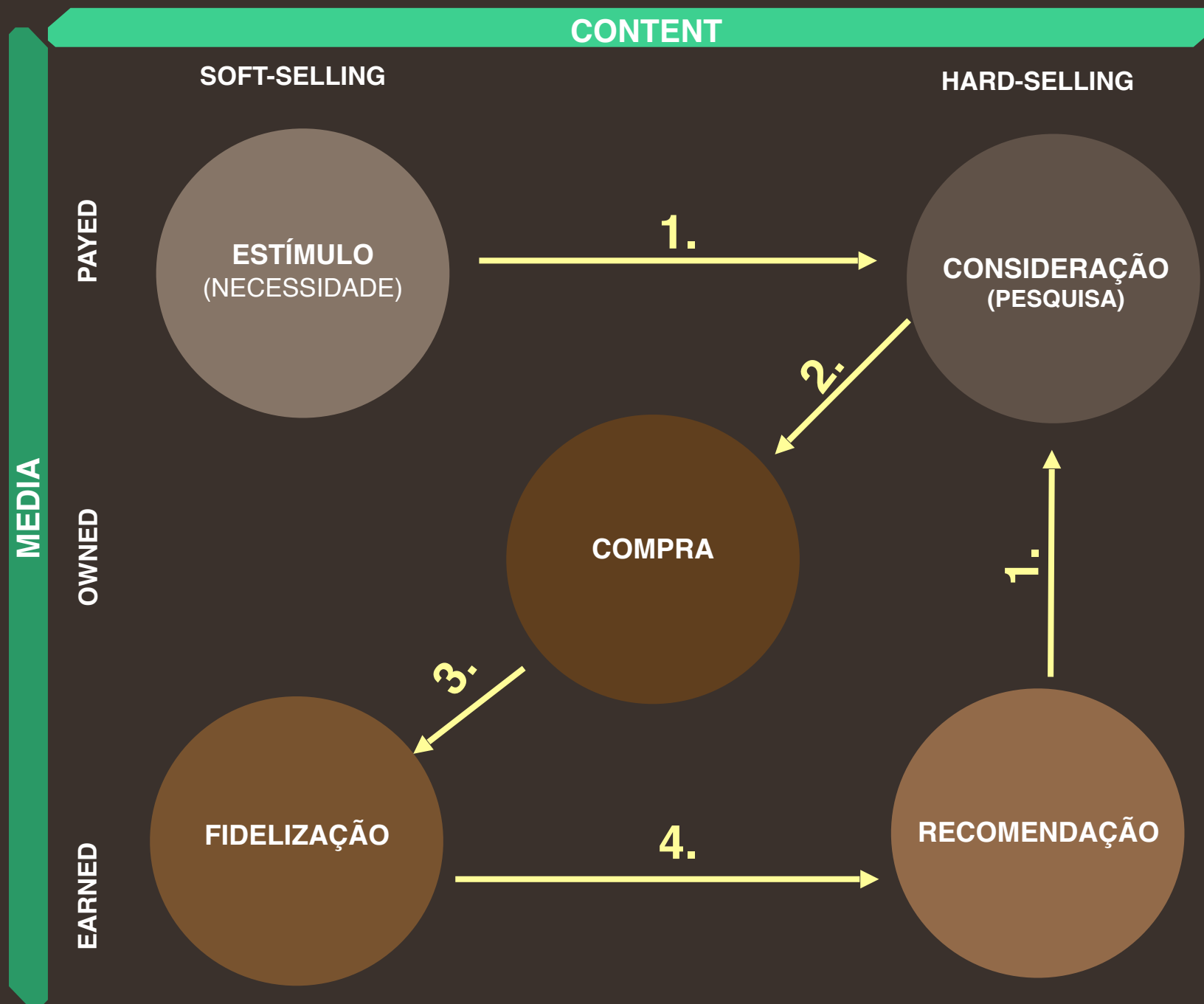
“THE NEW CONSUMER JOURNEY”

É IMPORTANTE DESENHAR UM MAPA QUE NOS PERMITA:

1. TER UMA VISÃO DOS **DIFERENTES MOMENTOS** EM QUE O CONSUMIDOR SE RELACIONA COM A CATEGORIA: DA FASE DE CONSIDERAÇÃO À COMPRA FINAL E POSTERIOR FIDELIZAÇÃO.
2. QUE **TOUCH POINTS**, OFFLINE E ONLINE, PODEMOS USAR EM CADA FASE.
3. QUE **TIPO DE MENSAGENS** E OBJECTIVOS DE COMUNICAÇÃO PODEMOS TER EM CADA UMA DAS FASES.
4. QUE **ESFORÇO DE MEDIA** E “AGRESSIVIDADE” COMERCIAL PODE EXISTIR EM CADA FASE.

CONSUMER JOURNEY MAP

A. Identificação das principais fases.

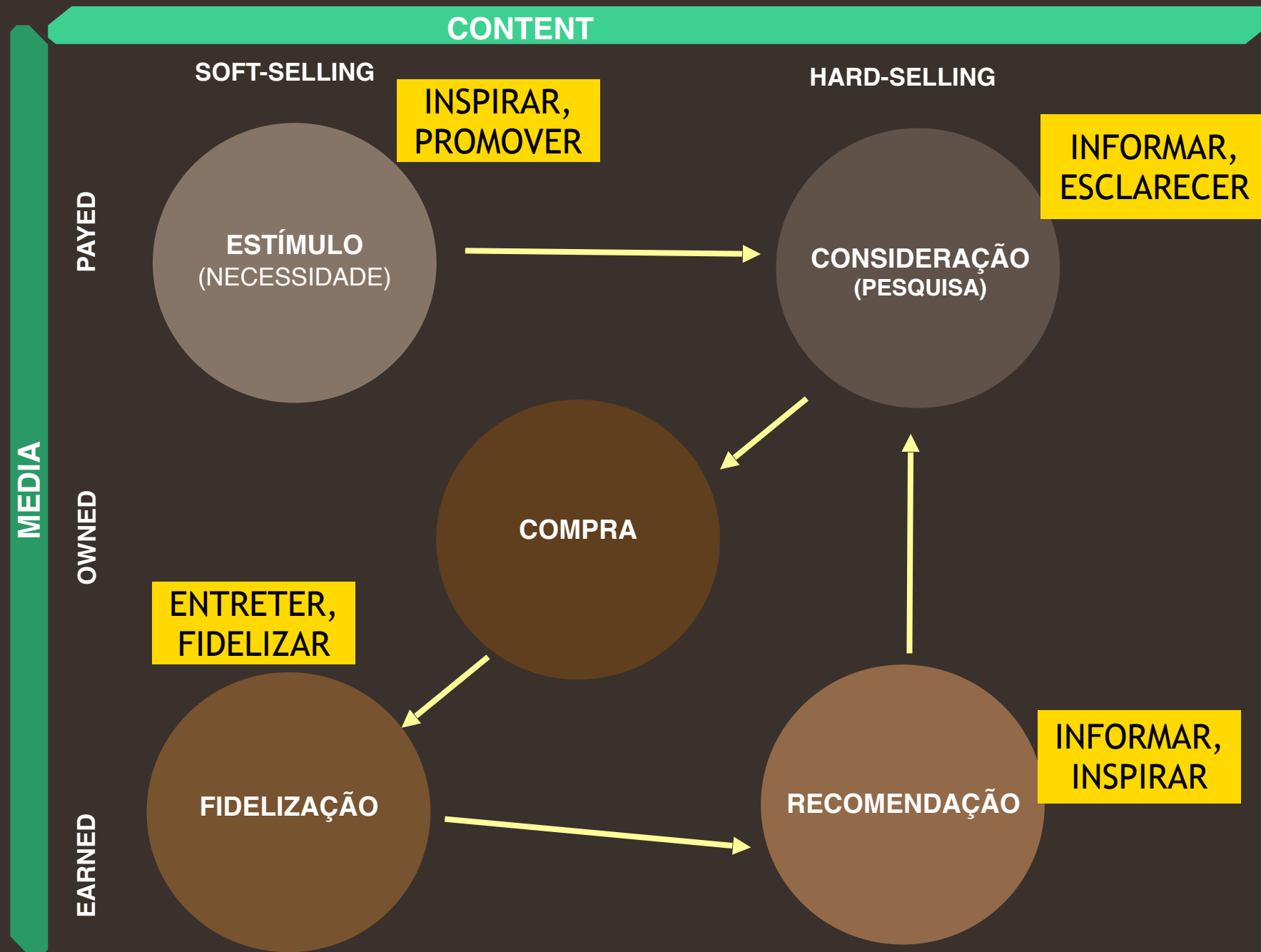


CONSUMER JOURNEY MAP

B. Identificação dos objetivos de comunicação

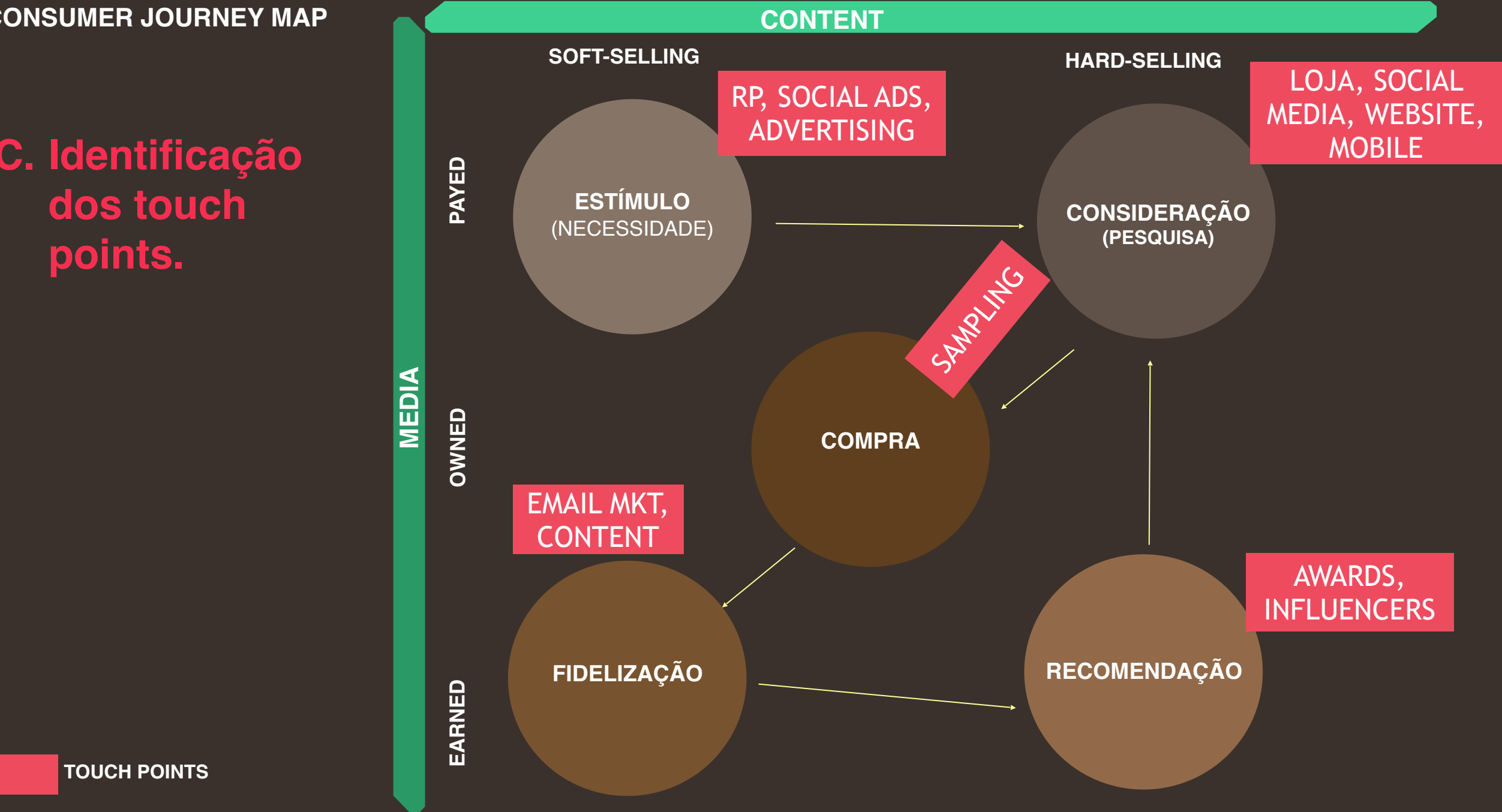
- **Tasks:** What is the user trying to achieve at this stage?
- **Emotions:** What is the user feeling at this stage in the process?

 COMMUNICATION GOALS



CONSUMER JOURNEY MAP

C. Identificação dos touch points.



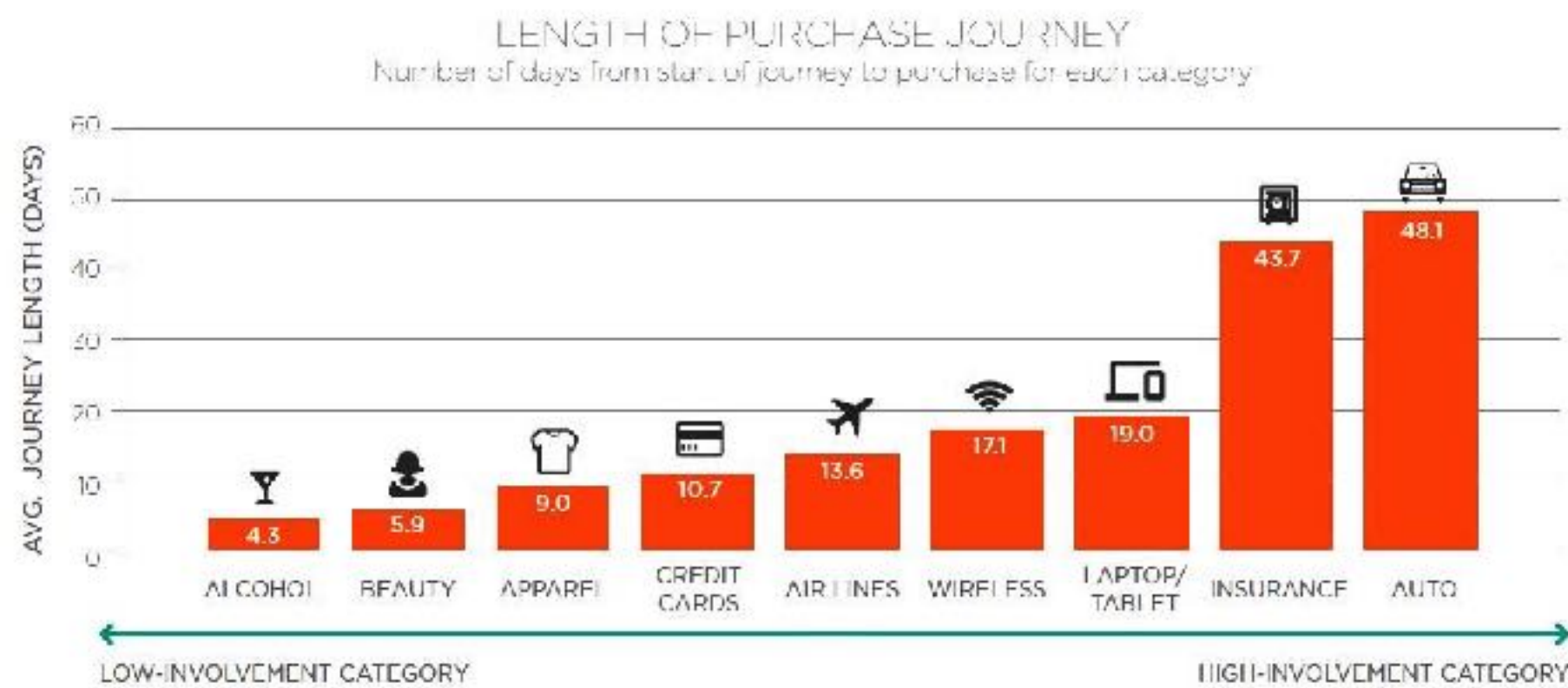
O processo e o tempo de decisão e compra
varia de categoria para categoria.

COMPRAR UM IOGURTE OU UM
PRODUTO DE BELEZA **NÃO TEM O
MESMO GRAU DE ENVOLVIMENTO
E PESQUISA** QUE COMPRAR UM
TABLET OU UM SEGURO.

A close-up shot of a person's hands holding a small, white, lined shopping list. The list is written in blue ink and contains the following items: Milk, Chicken, Eggs, Wine, Bell peppers, and Diapers. The person is wearing a dark green long-sleeved shirt. The background is a blurred grocery store aisle with various products on shelves.

Milk
Chicken
Eggs
Wine
Bell peppers
Diapers

MÉDIA DE DIAS QUE DEMORA O PROCESSO DE DECISÃO E COMPRA POR CATEGORIA.



Source: The Complete Panel

É IMPORTANTE
PENSAR NOS MOMENTOS E NO CONTEXTO
EM QUE AS PESSOAS ESTÃO NAS REDES SOCIAIS E USAM OS SEUS TELEMÓVEIS.



A IMPORTÂNCIA DO CONTEXTO NA PROCURA DE INFORMAÇÃO

AS ENXAQUECAS SÃO MAIS COMENTADAS NO TWITTER DURANTE O FINAL DO DIA, ENQUANTO QUE AS ALERGIAS SÃO MAIS FALADAS DURANTE AS MANHÃS.

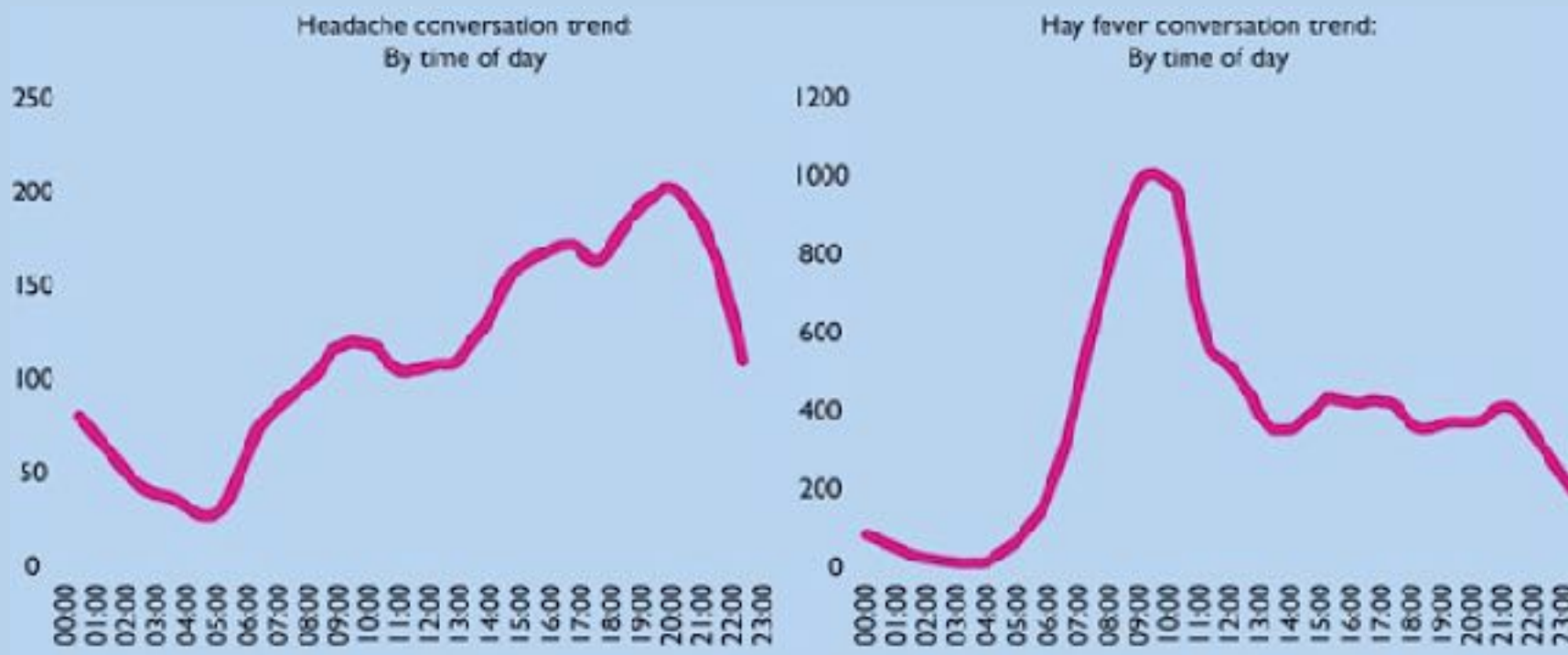
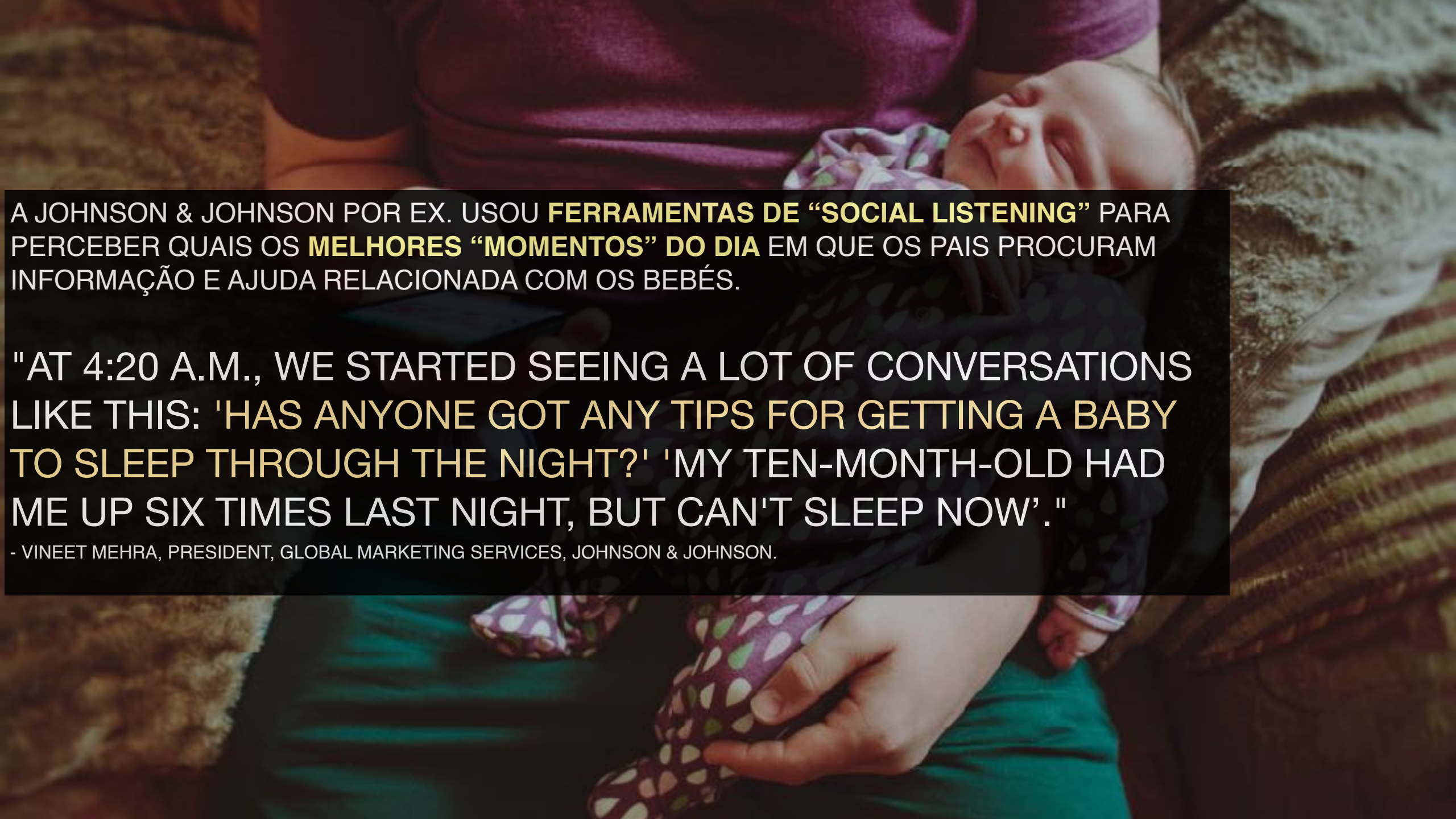


Figure 1: Tweeting patterns for headaches and hay fever

A newborn baby is sleeping peacefully in a person's arms. The baby is wearing a purple and green patterned onesie. The person holding the baby is wearing a purple long-sleeved shirt. The background is a soft, textured surface, possibly a blanket or bed.

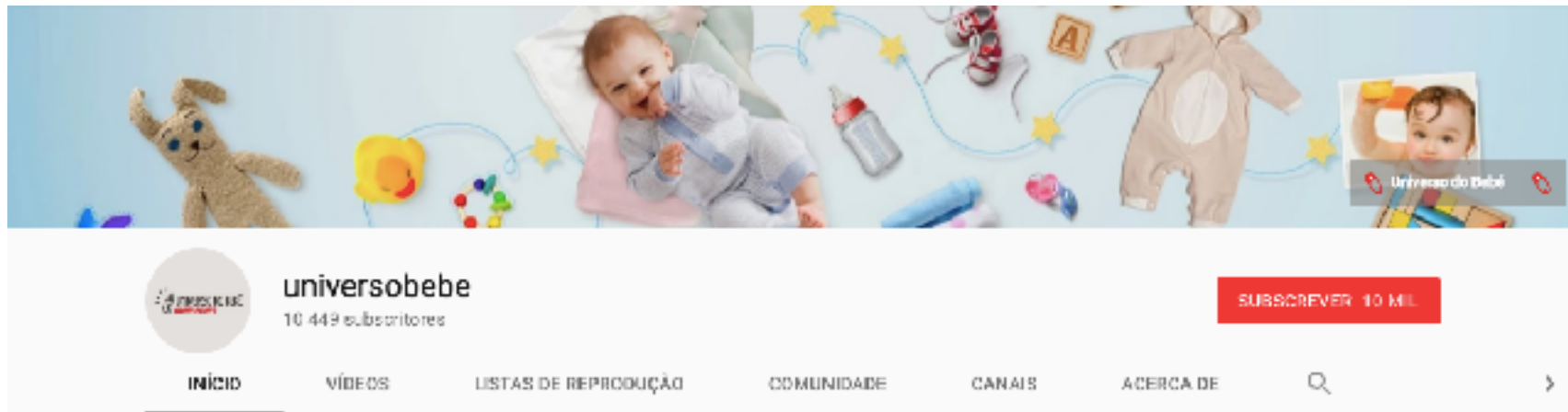
A JOHNSON & JOHNSON POR EX. USOU **FERRAMENTAS DE “SOCIAL LISTENING”** PARA PERCEBER QUAIS OS **MELHORES “MOMENTOS” DO DIA** EM QUE OS PAIS PROCURAM INFORMAÇÃO E AJUDA RELACIONADA COM OS BEBÉS.

"AT 4:20 A.M., WE STARTED SEEING A LOT OF CONVERSATIONS LIKE THIS: 'HAS ANYONE GOT ANY TIPS FOR GETTING A BABY TO SLEEP THROUGH THE NIGHT?' 'MY TEN-MONTH-OLD HAD ME UP SIX TIMES LAST NIGHT, BUT CAN'T SLEEP NOW'."

- VINEET MEHRA, PRESIDENT, GLOBAL MARKETING SERVICES, JOHNSON & JOHNSON.

CONTINENTE “PEDIATRA ONLINE”

“Uma criança com diarreia o que pode comer?”



Identificação de um insight de consumidor que levou à criação de uma plataforma de conteúdos.



Quais os benefícios da luz do sol para as crianças?

4.804 visualizações · Há 7 anos

O sol é responsável pela produção de vitamina D, essencial para a absorção do cálcio que é necessário para a construção de ossos fortes e saudáveis.

Mais informações:

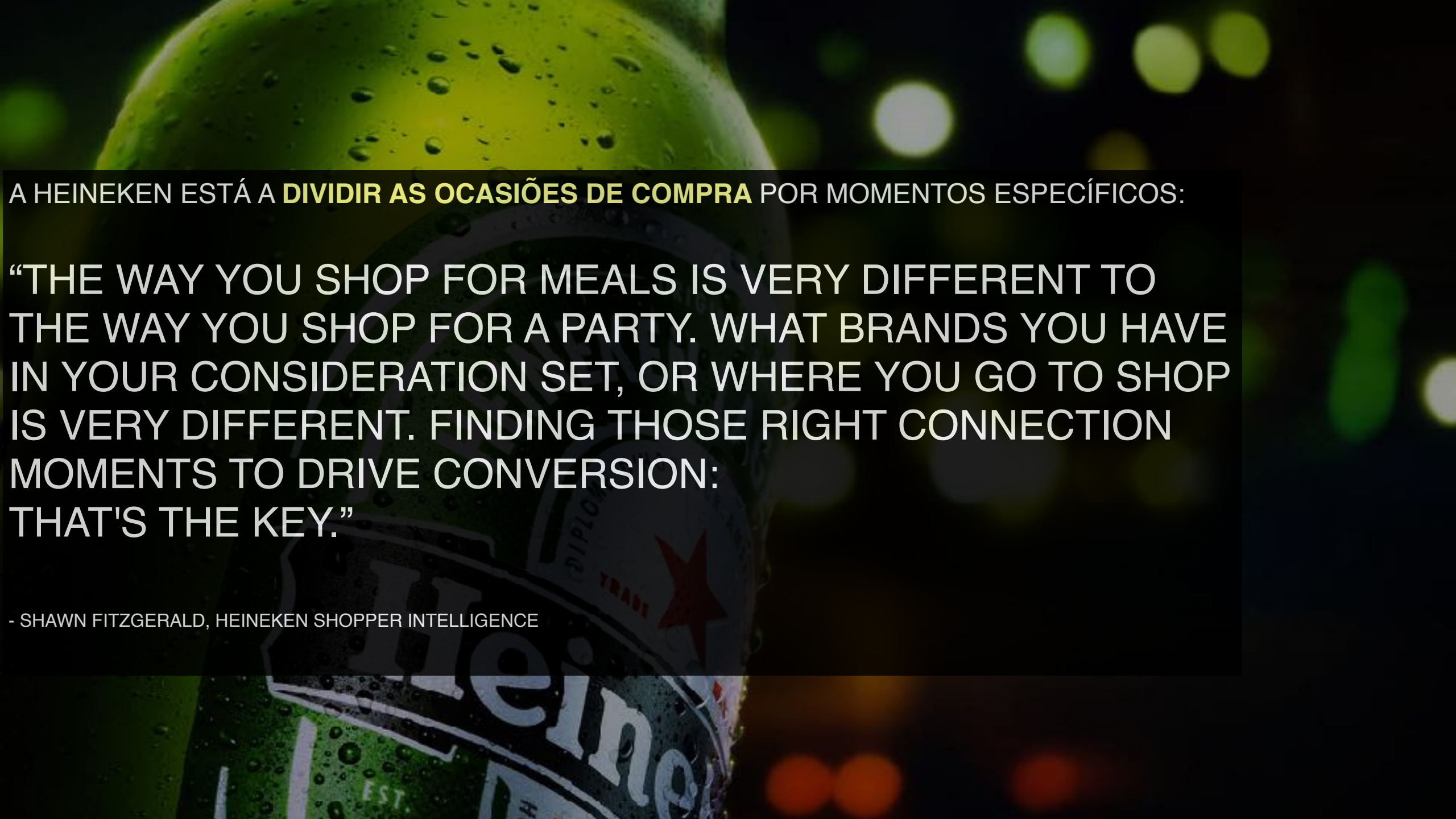
[https://universobebe.continente.pt/...](https://universobebe.continente.pt/)

A group of young people are gathered at a beach party. In the foreground, a woman with long blonde hair, wearing a yellow top and a straw hat, is looking towards the left. Behind her, a man with curly hair is holding a smartphone. To the left, another person is holding a beer bottle. The background is a bright, slightly hazy beach scene with wooden chairs visible on the right.

A PERNOD RICARD, O GIGANTE DAS BEBIDAS, RESTRUTUROU AS SUAS EQUIPAS DE MARKETING DE MODO A **FOCAREM-SE EM “MOMENTOS DE CONSUMO” EM VEZ DE MARCAS INDIVIDUAIS**, DE MODO A LIGAREM-SE MAIS EFICAZMENTE AOS SEUS CONSUMIDORES.

“PEOPLE ARE NO LONGER SPECIFICALLY LOYAL TO ONE SINGLE BRAND, BUT TO A REPERTOIRE OF BRANDS LINKED TO A RANGE OF DRINKING OCCASIONS.”

- CEO ALEXANDRE RICARD



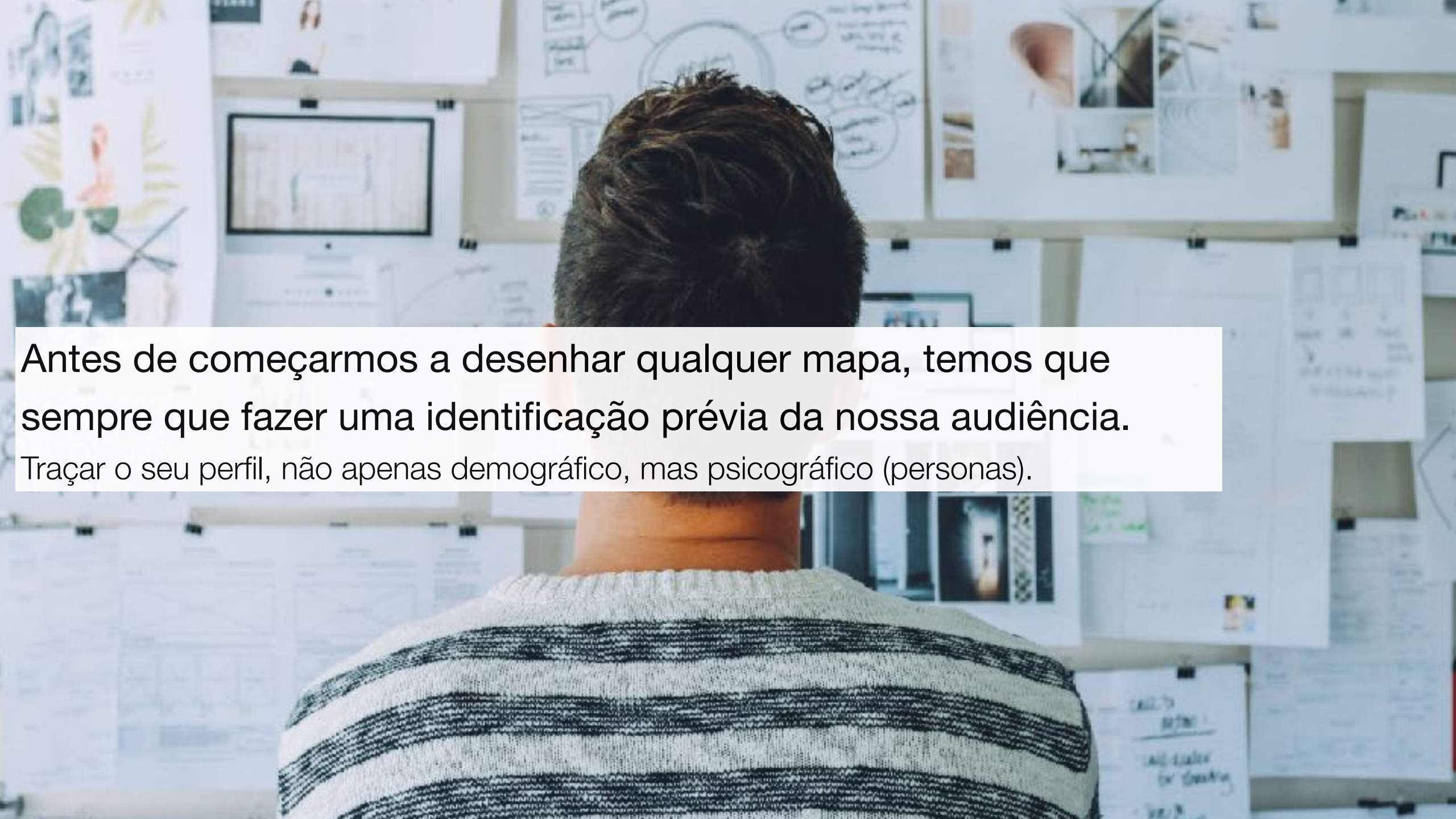
A HEINEKEN ESTÁ A **DIVIDIR AS OCASIÕES DE COMPRA** POR MOMENTOS ESPECÍFICOS:

“THE WAY YOU SHOP FOR MEALS IS VERY DIFFERENT TO THE WAY YOU SHOP FOR A PARTY. WHAT BRANDS YOU HAVE IN YOUR CONSIDERATION SET, OR WHERE YOU GO TO SHOP IS VERY DIFFERENT. FINDING THOSE RIGHT CONNECTION MOMENTS TO DRIVE CONVERSION: THAT'S THE KEY.”

- SHAWN FITZGERALD, HEINEKEN SHOPPER INTELLIGENCE

A ZENITH OPTIMEDIA NUM ESTUDO RECENTE SUGERE QUE **AS MARCAS DEVEM EXPLORAR AS SEGUINTE ÁREAS:**

1. QUE ALTURA DO DIA OS CONSUMIDORES ESTÃO MAIS RECEPTIVOS A RECEBER MENSAGENS DE CATEGORIAS ESPECÍFICAS;
2. SABER SE ESTÃO SOZINHOS OU ACOMPANHADOS;
3. E A QUALIDADE / "RUÍDO" DO MEDIA ENVIRONMENT.



Antes de começarmos a desenhar qualquer mapa, temos que sempre que fazer uma identificação prévia da nossa audiência. Traçar o seu perfil, não apenas demográfico, mas psicográfico (personas).

Target Profiling

Cuidado com os estereótipos ...

Person 1

- Born 1948, grew up in England
- Married twice
- Two children
- Successful in business
- Wealthy
- Spend winter holidays in the Alps
- Likes dogs



Prince Charles

Person 2

- Born 1948, grew up in England
- Married twice
- Two children
- Successful in business
- Wealthy
- Spend winter holidays in the Alps
- Likes dogs



Ozzy Osbourne

+60%

Das pesquisas por
carros são feitas
por mulheres.

+40%

Das pesquisas por
produtos domésticos
são feitas por
homens.

Ferramentas úteis

Google Trends



Populares recentemente

Mantenha-se a par das tendências de pesquisa mais recentes

skin 1 mil+ pesquisas

Estivadores 2 mil+ pesquisas

7 1 mil+ pesquisas

Guia Michelin 2 mil+ pesquisas

Worten 200 mil+ pesquisas

Lusitano de Videminhos - Sporting 2 mil+ pesquisas

Thanksgiving 5 mil+ pesquisas

Palmeiras 1 mil+ pesquisas

Thanksgiving 2018 2 mil+ pesquisas

João Lourenço 1 mil+ pesquisas

[MAIS TENDÊNCIAS DE PESQUISA →](#)

Google Consumer Barometer

The Consumer Barometer is a tool to help you understand how people use the Internet across the world.



Dive into the data with the Graph Builder

Create your own custom analysis to understand how people use the Internet.



Compare digital Trended Data over time

See how Internet access and device usage across the world have evolved.



Explore our Audience Stories

Learn more about the Internet's role in the lives of key audience segments.

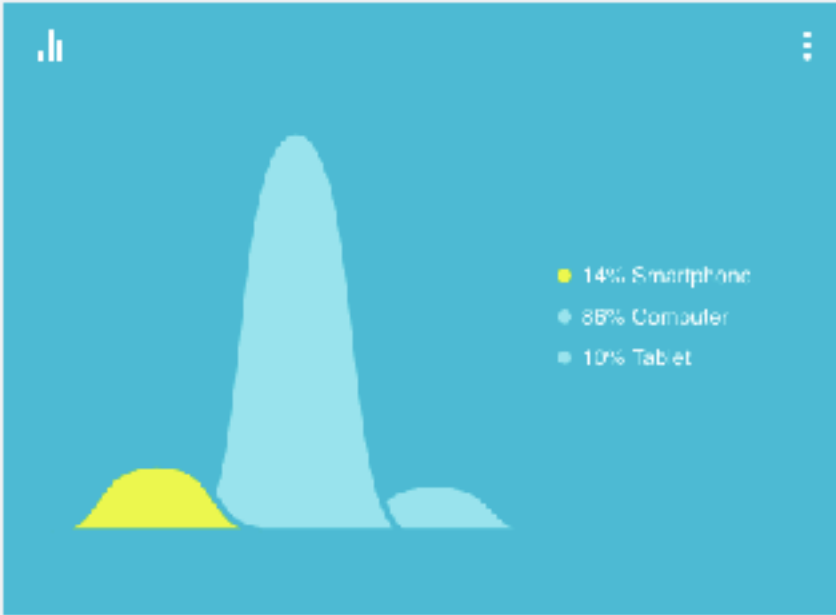


Discover our Curated Insights

Check out our research highlights arranged in beautiful charts for quick viewing.

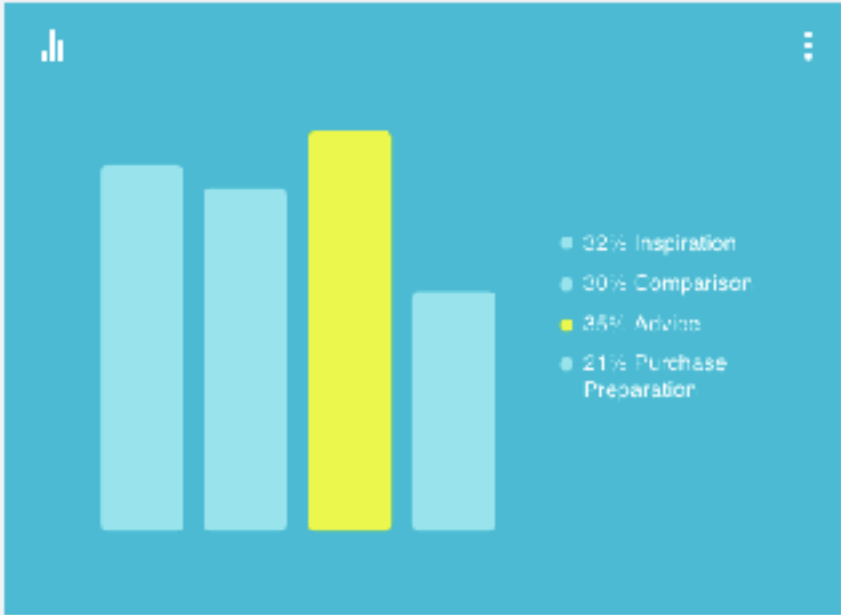
Google Consumer Barometer

Portugal



Device Used for Research

Consumers rely on various connected devices, including smartphones, when looking for information on upcoming purchases.



Smartphone Use During Stages of Purchase

Smartphones are an important resource throughout many phases of product research.

Think with Google

Think with Google Português (Brasil) - Brasil

Tendências de Consumo Recursos de Marketing Canais

Dados, insights e inspiração

Assine a newsletter e receba as últimas do Google no seu email.

ASSINE

Pensar na Black Friday como uma temporada pode maximizar seus resultados. Descubra as oportunidades que a sua marca pode explorar nesse período.



The main illustration shows a person in a black cap and shirt with a yellow bag, pointing at a large yellow calendar. Above the calendar are icons for shopping bags, a Christmas tree, and coins. The calendar has a grid of dates, with some highlighted in white and others in black.



Two smaller illustrations are at the bottom. The left one shows a person with dark hair looking at a screen with various data visualizations like pie charts and bar graphs. The right one shows a person with dark hair looking at a screen with a line graph and a bar chart.

Twitter Analytics

Analytics

Measure and boost your impact on Twitter.

Sign In with Twitter

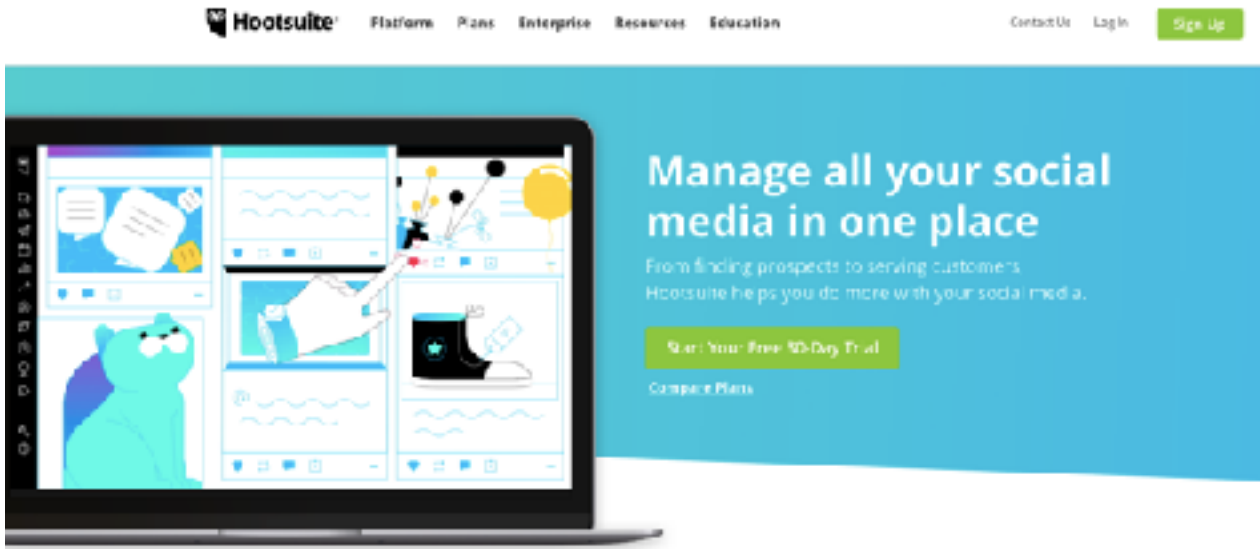


Meet your dashboards



(FREE) Social Media Monitoring Tools

HOOTSUITE



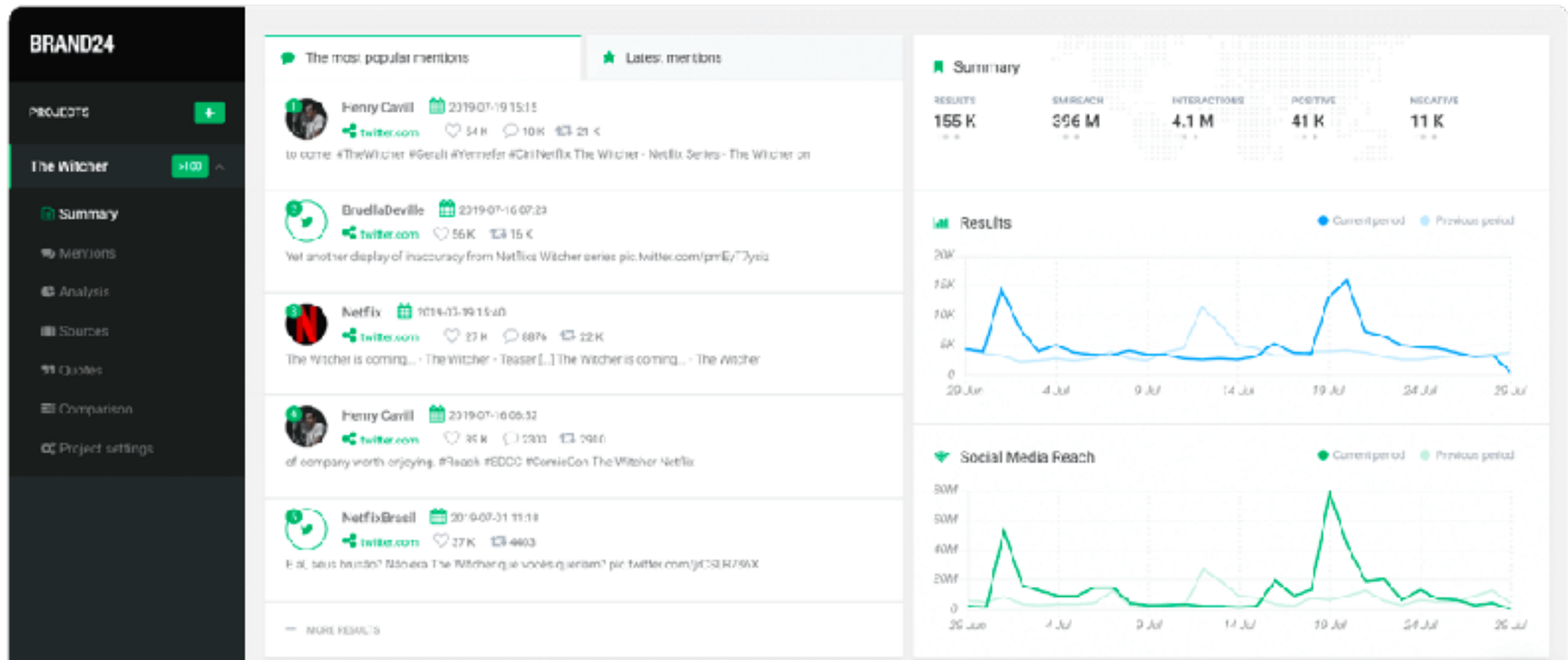
<https://hootsuite.com/pt/>

HOW SOCIABLE

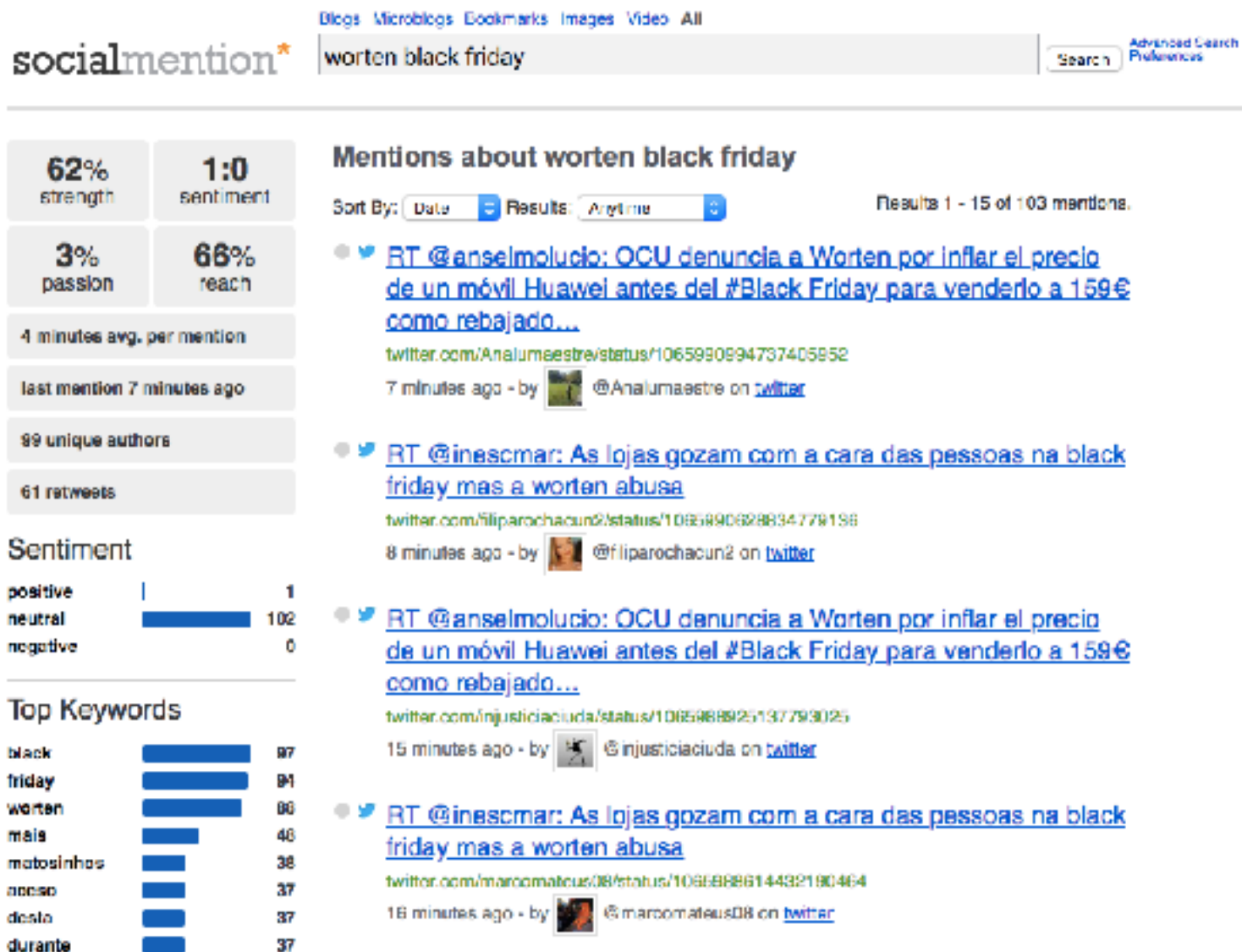


<http://howsociable.com/>

BRAND24



SocialMention

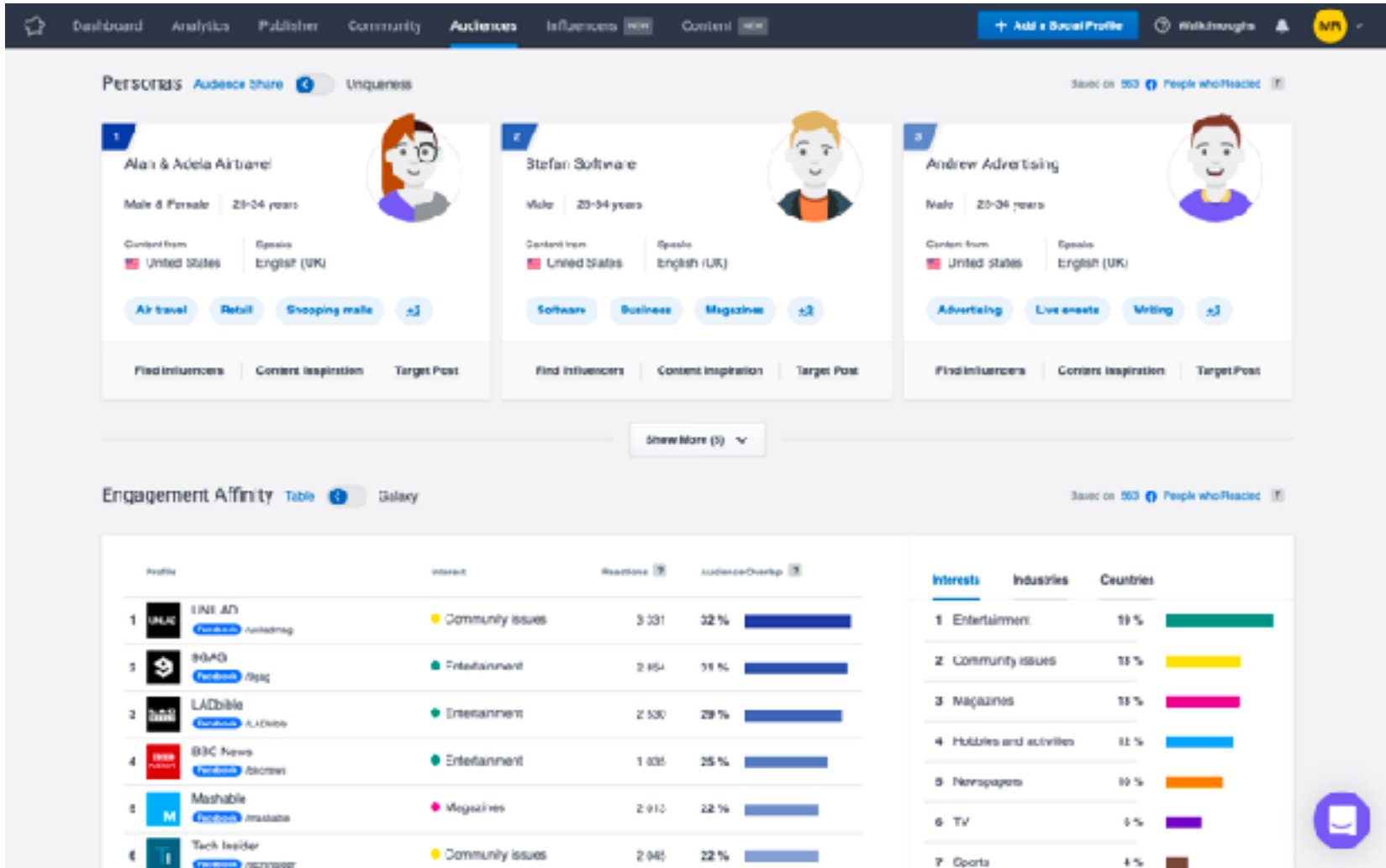


SocialMention tracks mentions of a brand and whether those mentions are positive or negative.

<http://www.socialmention.com/>

Trends, Reports, Analytics

SocialBakers



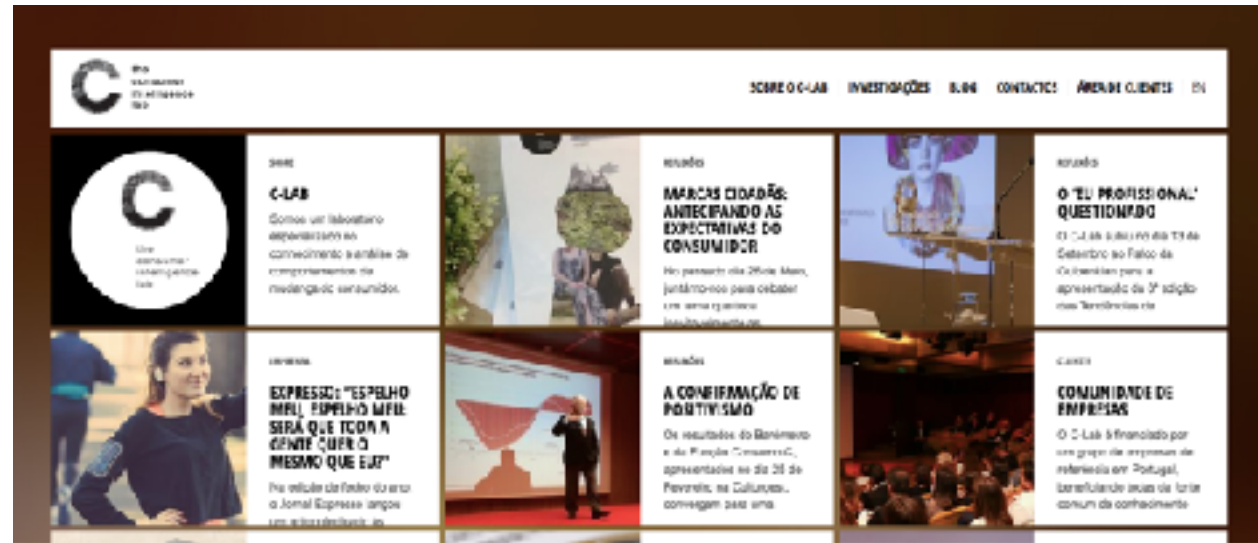
Trends & Reports

GFK Portugal



<https://temax.gfk.com/pt/EUR/reports/>

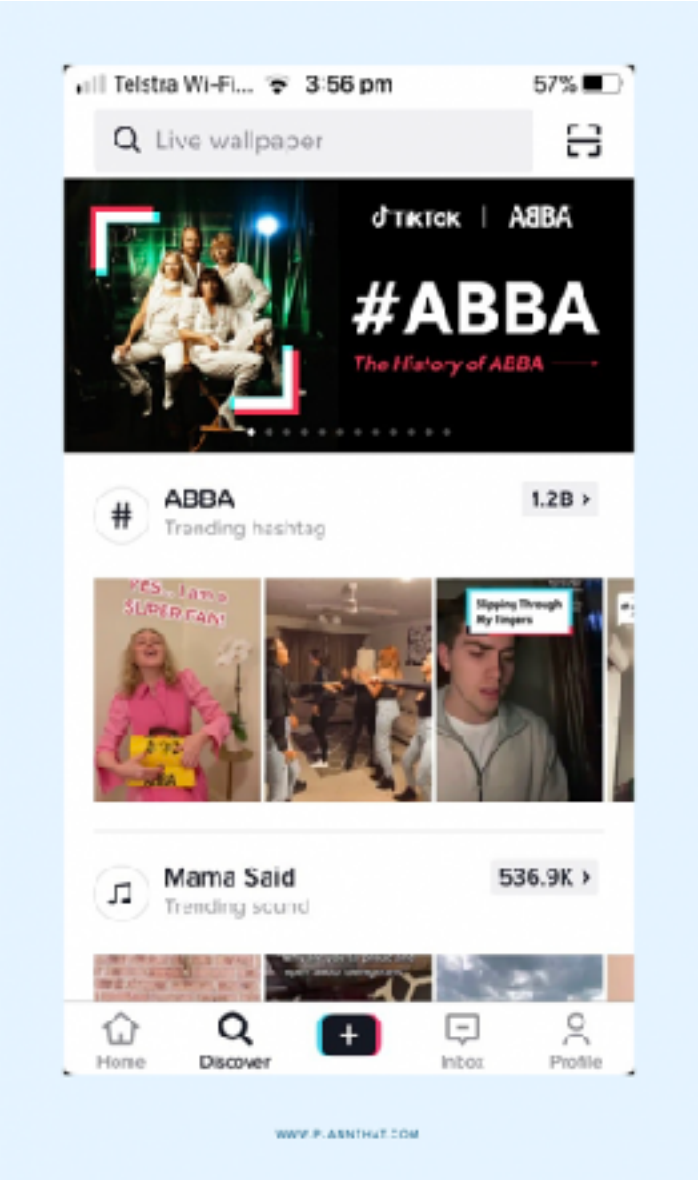
Consumer Intelligence Lab



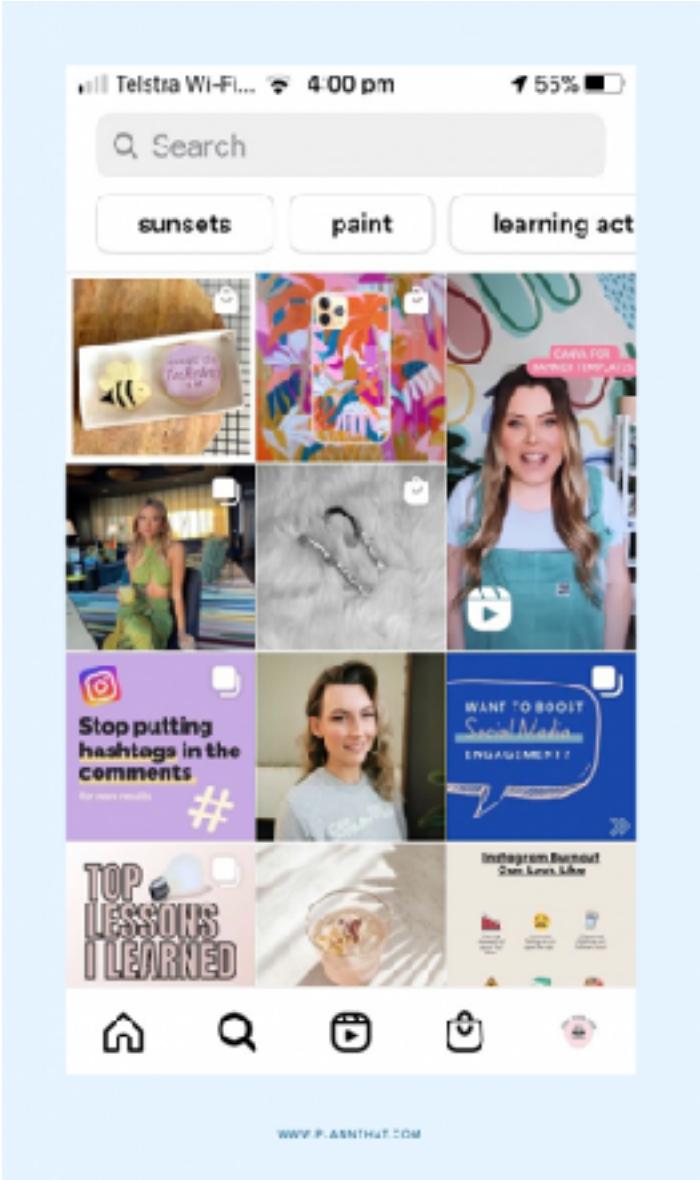
<http://www.clab.com.pt/>

Trends

On TikTok: Visit the Trending Page



On Instagram: Visit the Explore Page



TO WRAP UP...

KEY LEARNINGS:

- DEIXAR DE TRATAR AS PESSOAS COMO MEROS CLIENTES.
- ALIMENTAR A CONVERSA, VÊ-LOS COMO “**FANS, FRIENDS E FOLLOWERS**”.
- “REVIEWING IS THE NEW SHOPPING”. AS **PESSOAS CONFIAM MAIS NO BOCA-A-BOCA** E NO QUE É DITO ONLINE VS PUBLICIDADE PAGA.
- MAPEAR O PROCESSO DE DECISÃO DE COMPRA – “**CUSTOMER JOURNEY**”. O PROCESSO NÃO É MAIS LINEAR, EXISTEM DEZENAS DE PONTOS DE CONTACTO E RELAÇÃO COM UMA MARCA.
- PENSAR EM “**MOMENTS MARKETING**” VS “**MEDIA MARKETING**”.

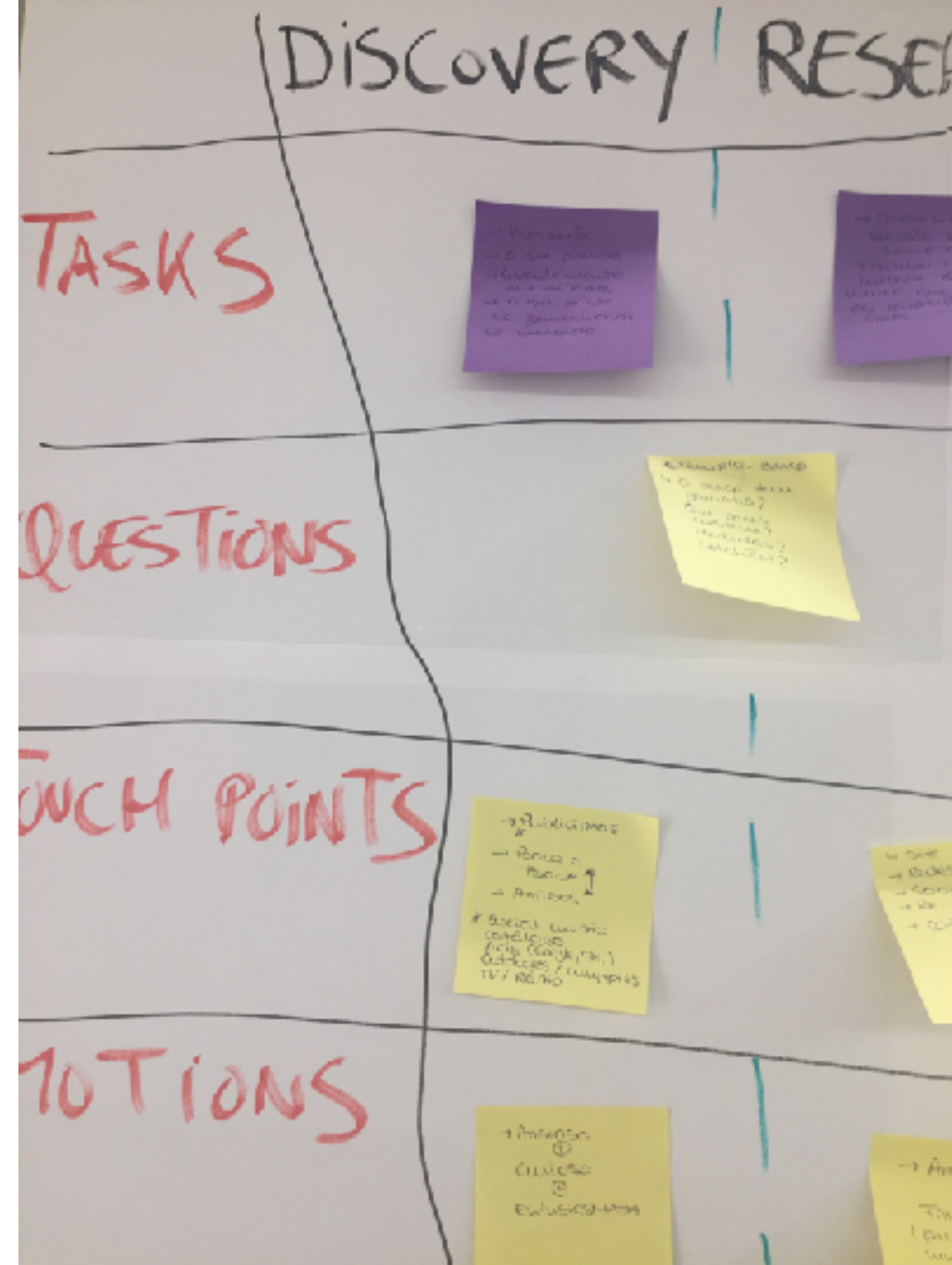
EXERCÍCIO PRÁTICO

Exercício #1

Desenhar a **jornada de compra da IKEA**.

2 Perfis diferentes:

1. Casal jovem à espera de bebé;
2. Casal com 60 anos cujos filhos já não vivem em casa.



Customer journey - Grelha template

	DISCOVERY	RESEARCH	PURCHASE	DELIVERY	AFTER SALES
QUESTIONS					
EMOTIONS					
TOUCH POINTS					

- **Questions.** What does the user want to know at this stage?
- **Emotions.** What is the user feeling at this stage in the process?
- **Touch points.** How does the user interact with the brand at this point?

OBRIGADO.

SÉRGIO H. SANTOS