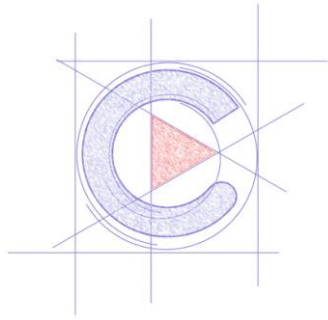


22. marketinški fokus –Ljubljana, 31.01.2007

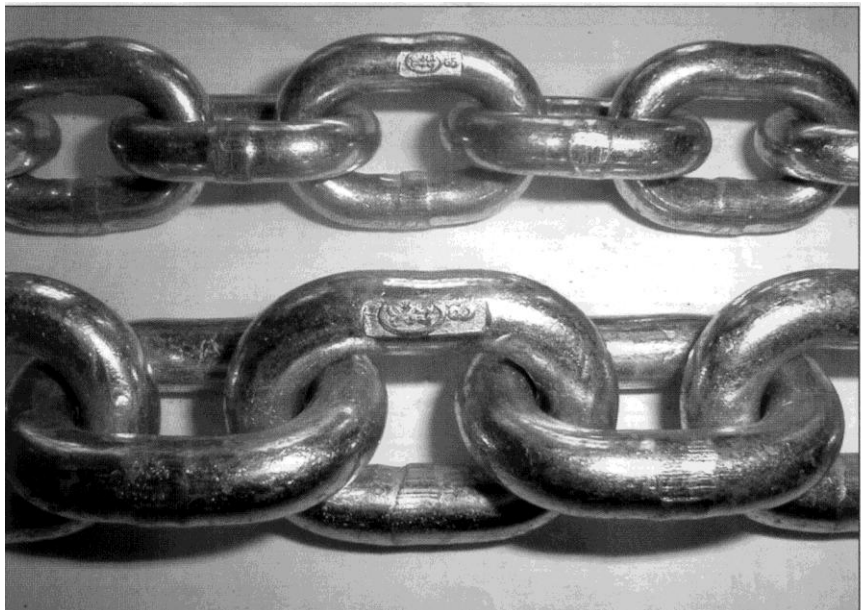


Kako odkriti bistvo v kompleksnih omrežjih dobljenih z metodo veriženja

Vanja Govednik

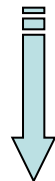


Veriženje?

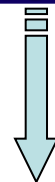


Zakaj veriženje?

Včasih so bile kategorije jasno definirane; temeljile so na **lastnostih** izdelkov



Pojavile so se oznamčeni izdelki pozicionirani na višjih nivojih: nivoju **koristi** in **vrednot**



Koristi & vrednote so postale **osnova za pozicioniranje/komunikacijo**

Primer

The image shows a screenshot of the Wrigley website's 'Products' page. The page layout includes a top navigation bar with links for HOME, PRODUCTS, ABOUT US, CAREERS, INVESTORS, KIDS, CONTACT, and WORLDWIDE. Below the navigation is the Wrigley logo, a 'Choose a Brand' dropdown menu, and a list of product categories: Benefits of Gum, Nutrition Information, Mint Production, What Gum is Made Of, and Oral Healthcare Program. The main content area is titled 'Products' and features the slogan 'Great Taste, Excellent Quality'. It lists several product categories with links to specific brands: Taste (Juicy Fruit, Wrigley's Spearmint, Doublemint, Extra), Breath-Freshening (Winterfresh, Big Red, Eclipse, Eclipse Flash), Oral Care (Orbit White, Orbit, Freudent), and Wellness (Airwaves, Alpine). On the right side, there is a promotional graphic for Orbit White gum, featuring a circular logo with 'Orbit White' and the text 'Just Brushed Clean Feeling' and 'Though it's been around in Europe and the Middle East for two decades, Orbit just made its United States appearance.' Below this graphic is an image of an Orbit White Spearmint gum pack. A large blue circle is drawn around the 'Products' section, with four blue arrows pointing from the 'Orbit White' graphic to the 'Orbit White', 'Orbit', and 'Freudent' links. Another blue arrow points from the 'Orbit White' graphic to the 'Orbit White' link in the 'Oral Care' section. A red circle highlights the 'Extra' link in the 'Taste' section, with a blue arrow pointing from the 'Extra' gum pack image to it. The background of the slide is dark blue.

HOME | PRODUCTS | ABOUT US | CAREERS | INVESTORS | KIDS | CONTACT | WORLDWIDE

WRIGLEY

Choose a Brand ▾

Benefits of Gum
Nutrition Information
Mint Production
What Gum is Made Of
Oral Healthcare Program

Products

Great Taste, Excellent Quality

Wrigley is home to some of the world's best-known and best-loved chewing gum brands. Whether stick, pellet or tab, sugar or sugarfree, the one thing all our brands have in common is the Wrigley promise of quality. It's a promise we keep millions of times every day.

Taste
[Juicy Fruit](#), [Wrigley's Spearmint](#), [Doublemint](#), [Extra](#)

Breath-Freshening
[Winterfresh](#), [Big Red](#), [Eclipse](#), [Eclipse Flash](#)

Oral Care
[Orbit White](#), [Orbit](#), [Freudent](#)

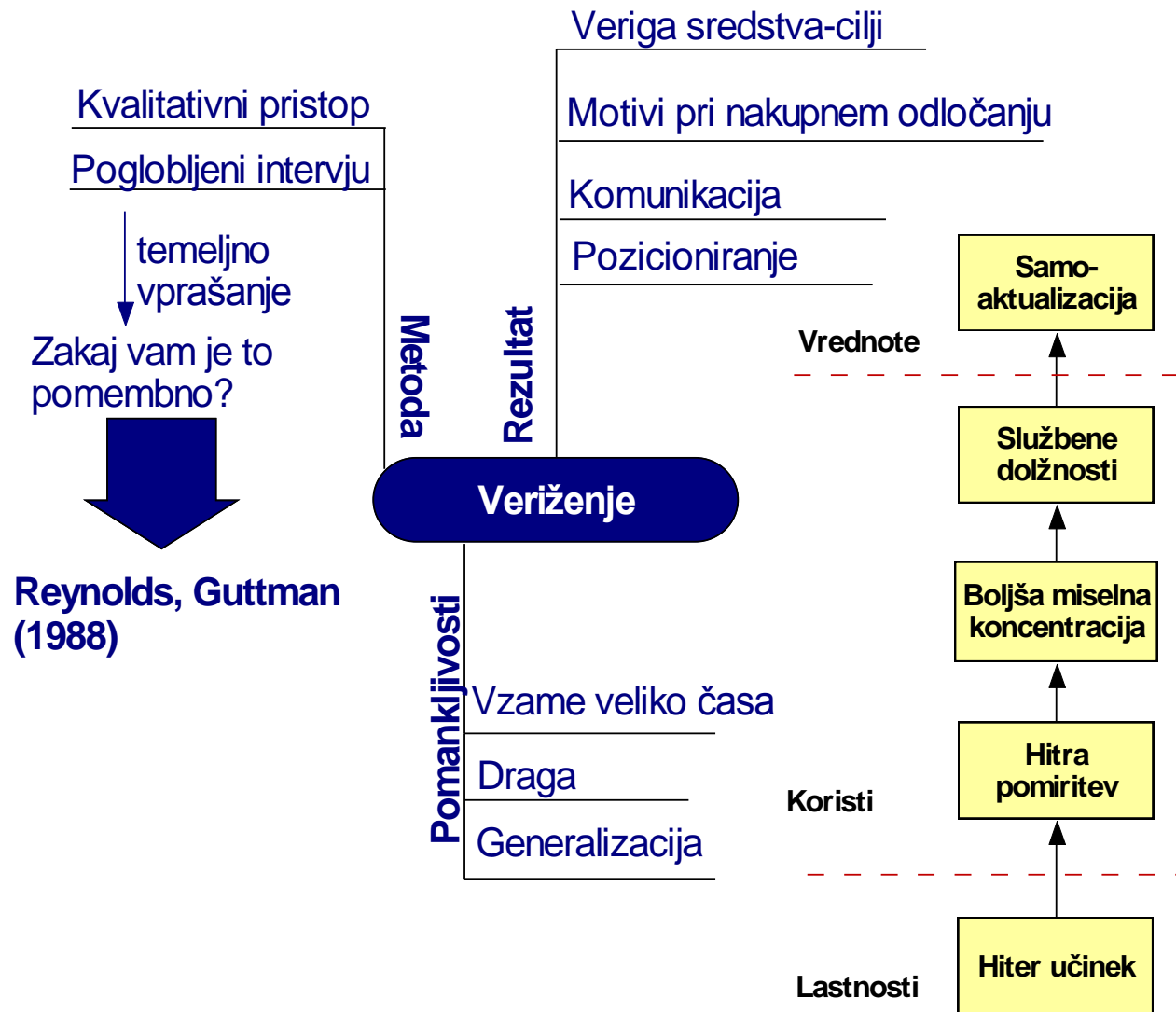
Wellness
[Airwaves](#), [Alpine](#)

Just Brushed Clean Feeling

Though it's been around in Europe and the Middle East for two decades, Orbit just made its United States appearance.

Orbit White
Whitening Toothpaste
Spearmint

Kako verižiti?



Metoda asociacijskih vzorcev

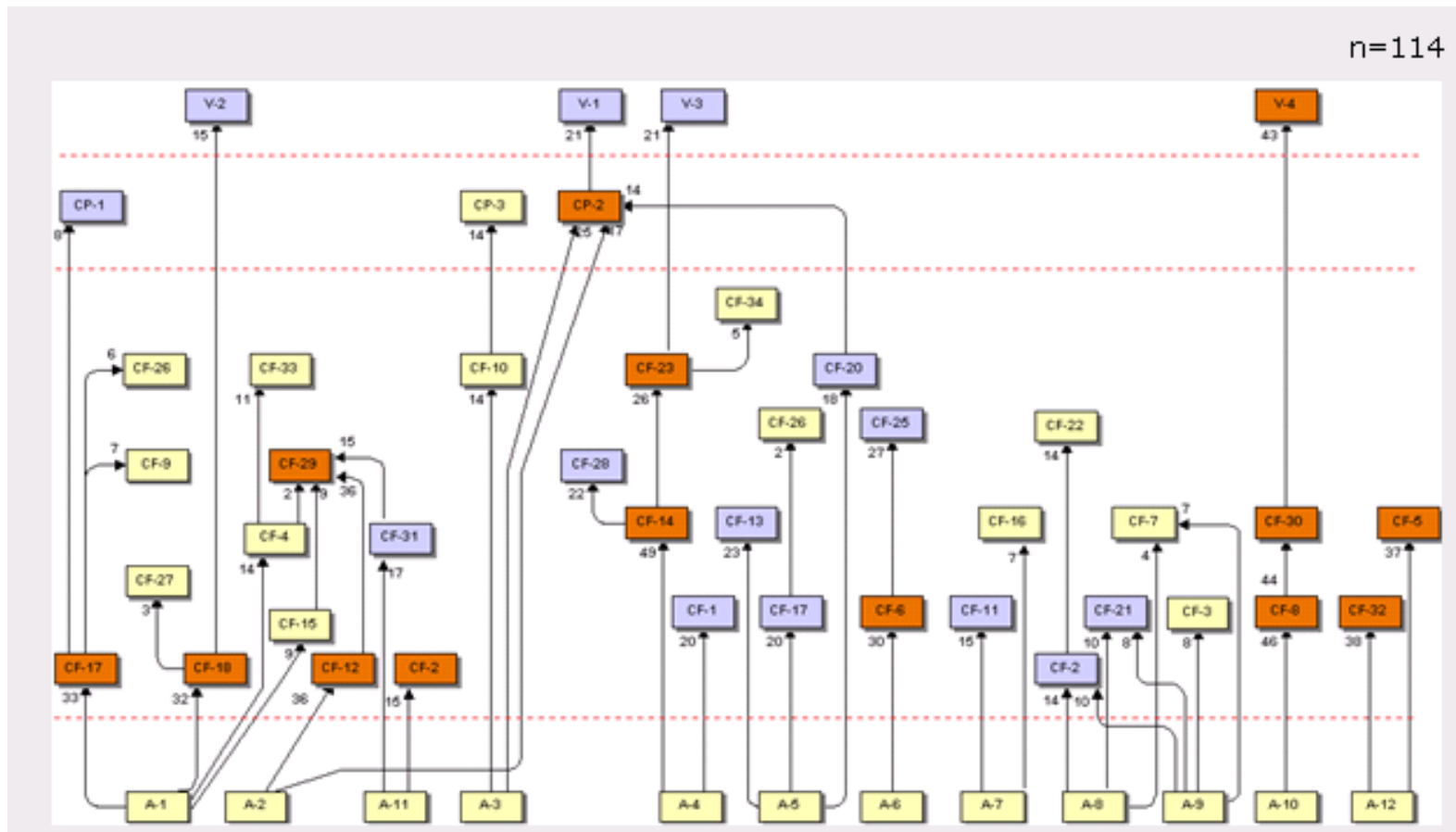
- Hofstede, 1998
- Kvalitativna in kvantitativna faza

	Attributes					
Benefits	Meat without hormones	Meat without visible fat	More expensive meat	Red meat	Frozen meat	...
Meat good for diet						
I know what I bought						
Good for the digestion						
Saves time						
...						

	Benefits					
Values	Meat good for diet	I know what I bought	Good for the digestion	Saves time	...	
Safe future						
Self - control						
Happiness						
...						

Strukturno determinirano veriženje

- Korenini, Batagelj, 2001
- Kvalitativna in kvantitativna faza



Alternativni pristop

Identifikacija elementov:

Kvalitativna faza + literatura

- 32 lastnosti
- 47 koristi
- 29 vrednot

Zbiranje podatkov:



Razlika od Hofstedejeve metode

- Brez matrik
- 'Inteligentni' CAPI sistem
- Pomembnost elementov
- Relevantnost povezav
- 25 anketirancev za test

- Identifikacija verig > 3 elementov (matrika koristi-koristi)
- Vpogled v "skrite" elemente in verige
- Identifikacija pomembnih elementov in relevantnih povezav
- Višja vpletenost anketirancev

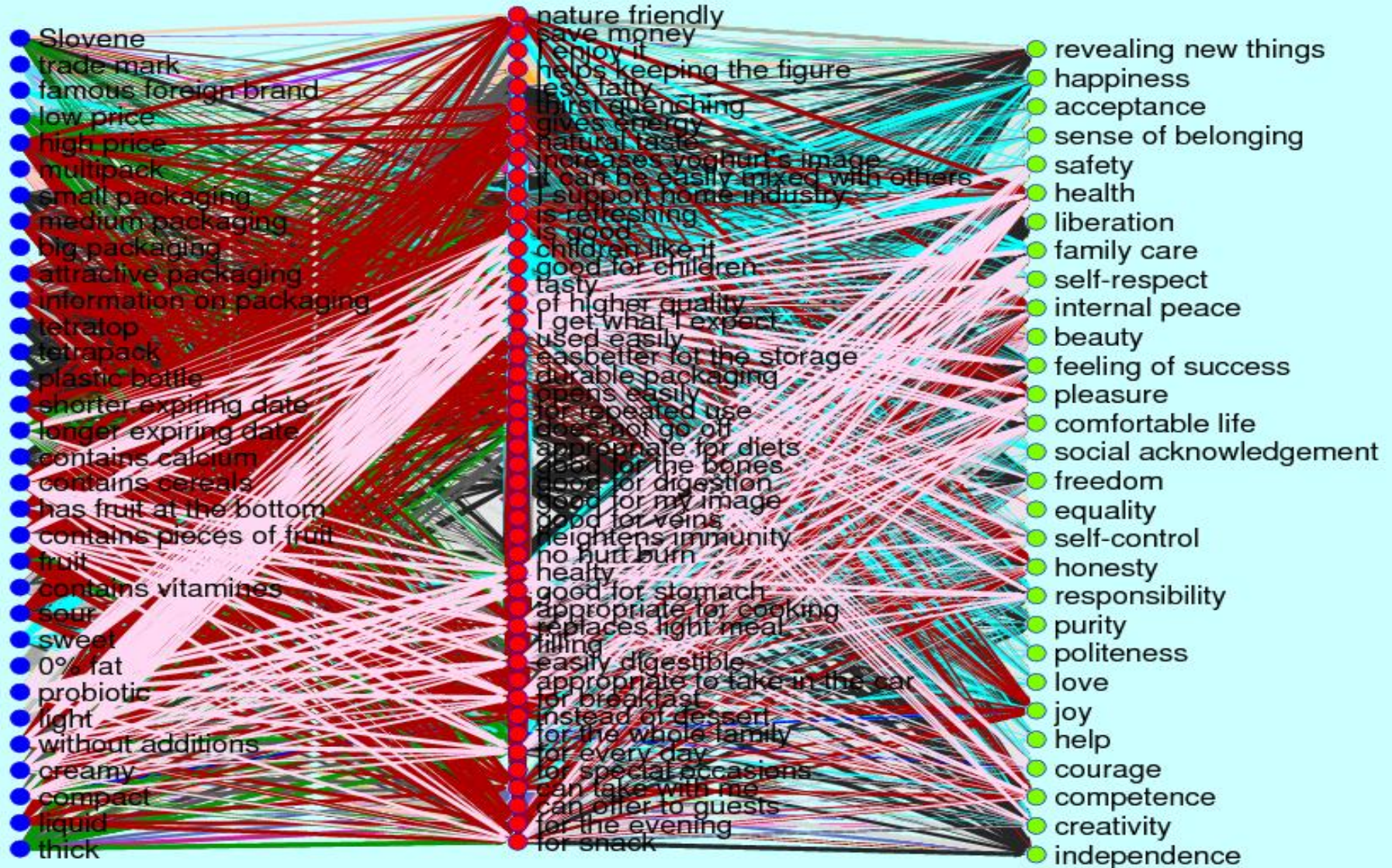
Pomembni elementi

attribute	import.
probiotic	5,7
with fruit pieces	5,7
fruit	5,6
no additions	5,1
information on the packaging	5,0
liquid	4,8
containing vitamins	4,8
medium packaging	4,8
attractive packaging	4,6
low price	4,6

benefit	import.
healthy	6,9
tasty	6,6
instead of light meal	6,2
of higher quality	6,2
is good	6,2
easily digestible	5,8
is refreshing	5,8
for every day	5,7
for snacks	5,6
natural taste	5,5

value	import.
health	7,9
pleasure	6,8
freedom	6,7
competence	6,6
internal peace	6,6
honesty	6,5
self-respect	6,4
love	6,3
happiness	6,3
independence	6,2

The Matrix revisited



Kako najti relevantne verige izmed > 1 milijon možnosti

Kriteriji za definiranje smiselnih verig

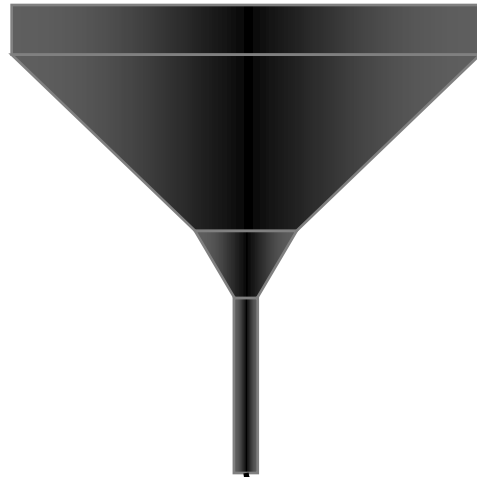
- ▶ Elementi v verigi morajo biti pomembni
- ▶ Povezave med elementi morajo biti smiselne
- ▶ Isto verigo mora izbrati veliko število anketirancev

Poseben software

- ▶ Izpiše verige, ki so v skladu z zgornjimi kriteriji
- ▶ Z omejitvami: najmanjša pomembnost, smiselnost, frekvenca, dolžina verige

Kako najti smiselne verige

1 milijon



179 verig

freq	importance	relevance	attribute	value	benefit 1	benefit 2
38%	95	99	probiotic	health	healthy	
38%	90	96	with fruit pieces	health	healthy	
27%	89	98	no additions	health	healthy	
27%	90	94	with fruit pieces	health	of higher quality	
27%	81	96	with fruit pieces	pleasure	tasty	
23%	82	98	probiotic	independence	healthy	
23%	88	93	fruit	health	healthy	
23%	76	100	with fruit pieces	pleasure	is good	
23%	81	95	with fruit pieces	family care	healthy	
23%	82	95	with fruit pieces	health	natural taste	
19%	90	97	with fruit pieces	pleasure	healthy	
19%	93	94	with fruit pieces	health	easily digestible	
19%	90	97	with fruit pieces	health	healthy	of higher quality
19%	85	97	with fruit pieces	independence	healthy	
23%	71	95	with fruit pieces	competence	healthy	
23%	71	98	probiotic	health	good for digestion	healthy
19%	83	97	with fruit pieces	internal peace	healthy	
19%	84	97	probiotic	self-respect	healthy	
23%	73	95	probiotic	health	good for digestion	
19%	93	89	probiotic	health	of higher quality	
19%	88	97	probiotic	happiness	healthy	

Pomembni rezultati

Lastnost “vsebuje koščke sadja” se povezuje z zdravjem v enaki meri kot lastnost “probiotični”



Pomembni rezultati

Primer Activie → visoka smiselna veriga z manj pomembnimi elementi je koristna za prepričljivo zgodbo

Zdravje

Je zdrav

Dober za prebavo

Probiotični

ACTIVIA
Discover the new generation of yogurt with **probiotic culture!**

What is Activia? Probiotics Your Digestive System Health-care Professionals Contact US

Pomembni rezultati

Če pogledamo vseh 179 kombinacij: probiotični je omejen na vrednote, ki so povezane z zdravjem; vsebuje koščke sadja pa se povezuje tako z zdravjem kot tudi z užitkom, svobodo...



Pomembni rezultati

Drugačna slika najbolj pomembnih lastnosti, koristi in vrednot



4

Brez
dodatkov

Probiotični

Sadni

Vsebuje
koščke
sadja

Sklepne misli

Gosta omrežja so skrčena na smiselno množico verig, ki so **neposredno uporabne** naročnikom

Veriženje je omogočeno na večjem številu anketirancev + bolj vpleteni anketiranci = **večja veljavnost izsledkov**

Metoda odkrije verige, ki jih kvalitativni oz. prejšnji pristopi niso uspeli odkriti

Poznane so verige posameznikov: **MOŽNOST SEGMENTACIJE**



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SPSS
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Gazela
2003