

Using metaphor to drive differentiation



A look inside our research that provided Susan G. Komen with a clear creative direction for communications, setting them apart from the competition

OLSON ZALTMAN

The Methodology

To identify the **richest opportunity for the brand**, Susan G. Komen and Olson Zaltman focused their research on a deep and thorough **consumer immersion**.

In-Depth Interviews

- We conducted 20 **in- depth interviews** with both survivors and co-survivors
- We leveraged our ZMET technique to **deeply understand the unconscious beliefs and behaviors that impact decision-making**
- We then tested the advertisements created from our ZMET insights by using Implicit Association Tests. IATs are the best in class methodology to **quantify the strength of associations** between a brand and **key drivers**.

Lost in the Crowd

In a crowded breast cancer category, Susan G. Komen not only was presented with the challenge of distinguishing themselves among competitors, but they also were challenged with uncovering and understanding their consumers' journey with breast cancer.



Komen's Key Unmet Needs:

- Establish and articulate its point of difference
- Internalize the breast cancer experience
- Communicate with greater empathy and impact



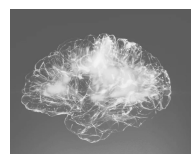
The Learnings

Our learnings help create the 'What gives me strength' campaign, which **showcased survivors' personal stories and journeys**, focusing on how they found the inner strength to keep going. Komen's role in these stories is clearly a **supportive** one, but **allows for specific and relevant aspects of its mission to be highlighted**.



Why Olson Zaltman?

Founded at Harvard, we provide world-class research that drives some of the biggest brands today. **We specialize in accessing the authentic voice of the consumer** and delivering clarity to brands on their unique value proposition and positioning through our work with Deep Metaphors™.



The Success:

Our **patented** and **pioneered** methodology, the Zaltman Metaphor Elicitation Technique (ZMET), allows us to **go beyond the surface** and **illuminate the full complexity of the human mind**. As the **industry leader** in behavioral science, we leveraged our ZMET technique to **deeply understand the unconscious beliefs and behaviors that impact decision-making**.



“ Susan G. Komen has **brought forth a sisterhood...** It gives you a sense of **importance**; it gives you a sense of **value**. ”
- Survivor

The Impact

The campaign was a success in that it **increased the strength of associations with key brand drivers** and maintained Komen's **brand image**.

