

# the MAD IMAGE ADVANTAGE

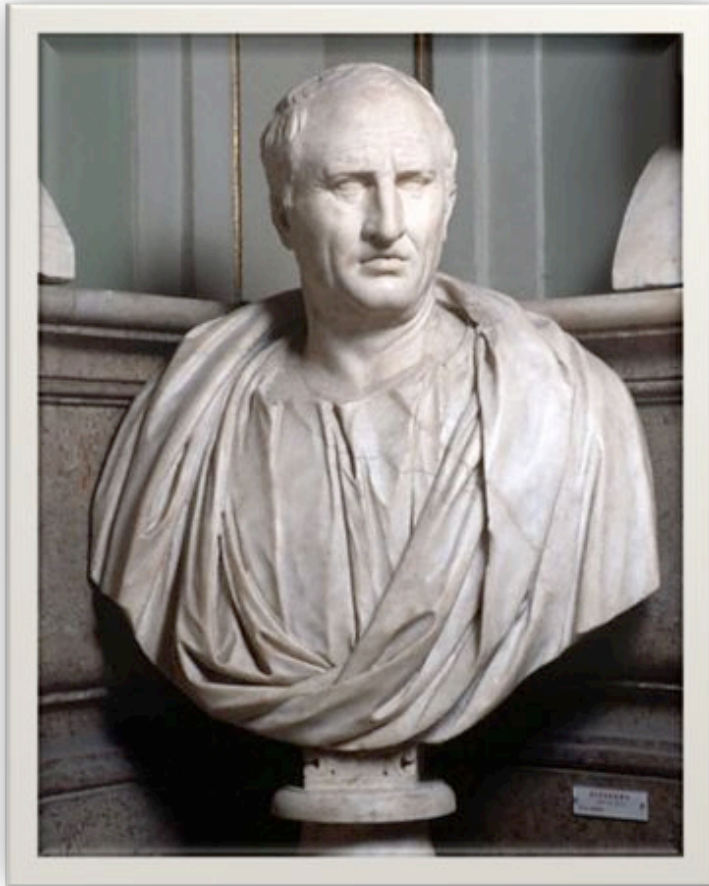
*Influencing Buyer Decisions*



Marketing – Advertising – Decision

LEAD Consulting  
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# Influencing Buyer Decisions



Cicero (106-43 BC)

“If you wish to persuade me, you must think my thoughts, feel my feelings, and speak my words” ... *and see my images while imagining my futures.*

*Italicized phrase added*

# Presentation Contents

Executive Summary and Benefits of MIA

MIA Model

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# Executive Summary

**MAD Image Advantage (MIA)** is designed to help gain the insights needed to better influence your customers to become buyers!

*Let us help you better influence your buyers!*

# Are you asking questions such as ...

- **How** can I better attract the attention of my potential customers?
- **Why** does my target audience seem to resist buying?
- **What** is the best approach to bring our products and services to this culture and generation?
- **How** does this customer group make buying decisions?
- **Why** do people in this demographic initially buy and then become resistant to our services and products?
- **What** are the longings of the soul for this target audience?

Then M**I**A is for you!

# The **MAD** Image **A**dvantage can help you ...

- Appeal to buyer attractions
- Avoid buyer aversions
- Identify buyer decision preferences
- Develop story-lines and metaphors from preferred images
- Craft better advertisements
- Develop better marketing plans
- Gain market advantage for your products and services!

A large red circle with a thin white border, serving as a background for the title text.

# The MIA Model

# The MIA Model

People have an 'iceberg' awareness (known and unknown) of their attractions, aversions and decision-making preferences. In today's highly visual world, these are often better revealed through images than words.

We have the opportunity to influence potential buyers as we grab their attention and appeal to what motivates them to make buying decisions by ....

... appealing to their *attractions and aversions*

... communicating with *image and word metaphors* and story lines

... using identified *trusted sources* (such as experts, role models, friends, etc.)

... appealing to *other stakeholders* in a decision (e.g. boss and employee, partner, friend, etc.)

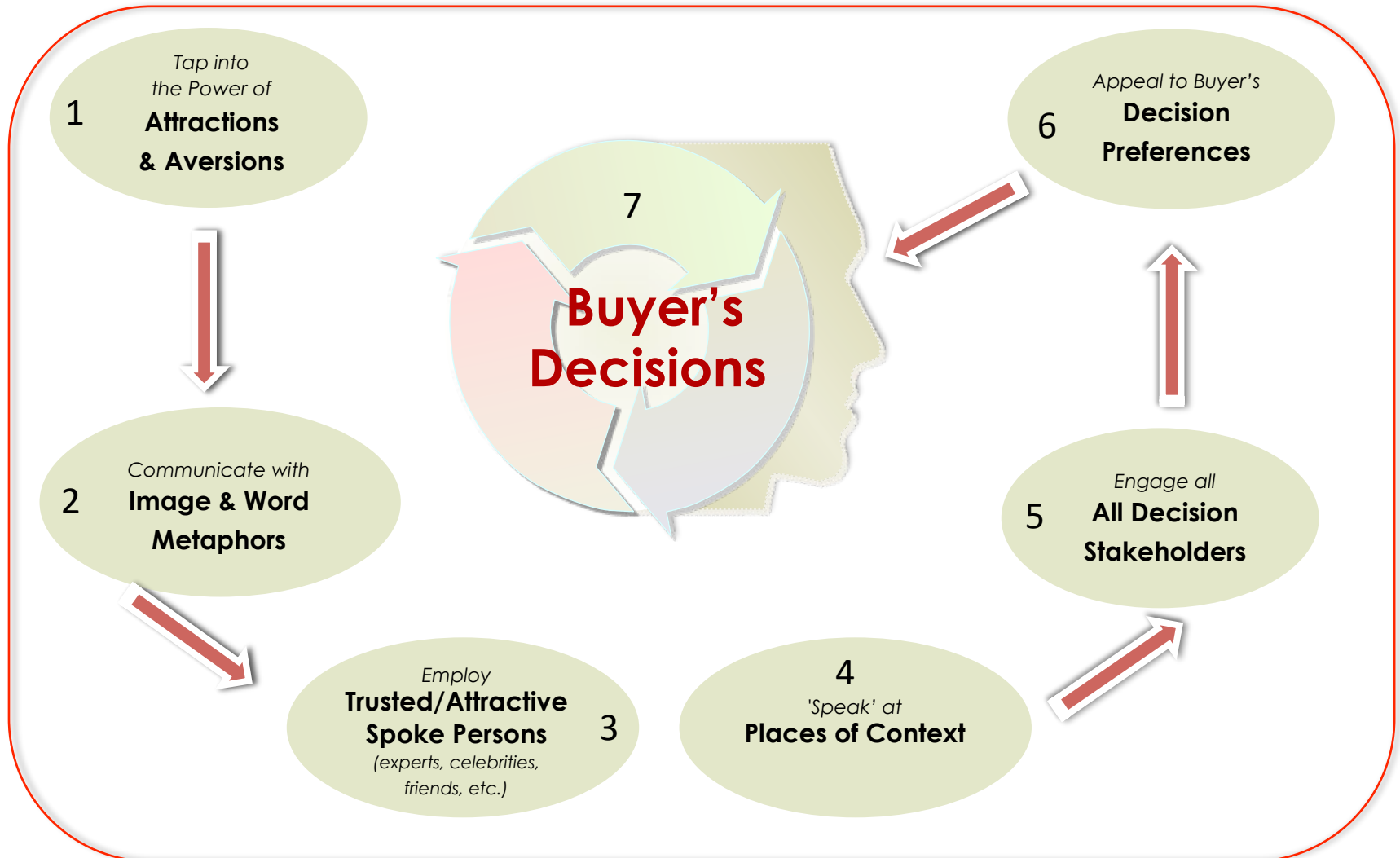
... appealing to their established *values and decision making preferences* (such as power, goodness, freedom, and honor)

... using *nuance influences* (including double negatives and humor) through which we can motivate potential buyers to consider our products and services.

GAIN the MAD Image Advantage... tap into people's core motivations for buying your products and services!



# The MIA Model



## ➤ Step 1: Tap into the Power of Attractions and Aversions



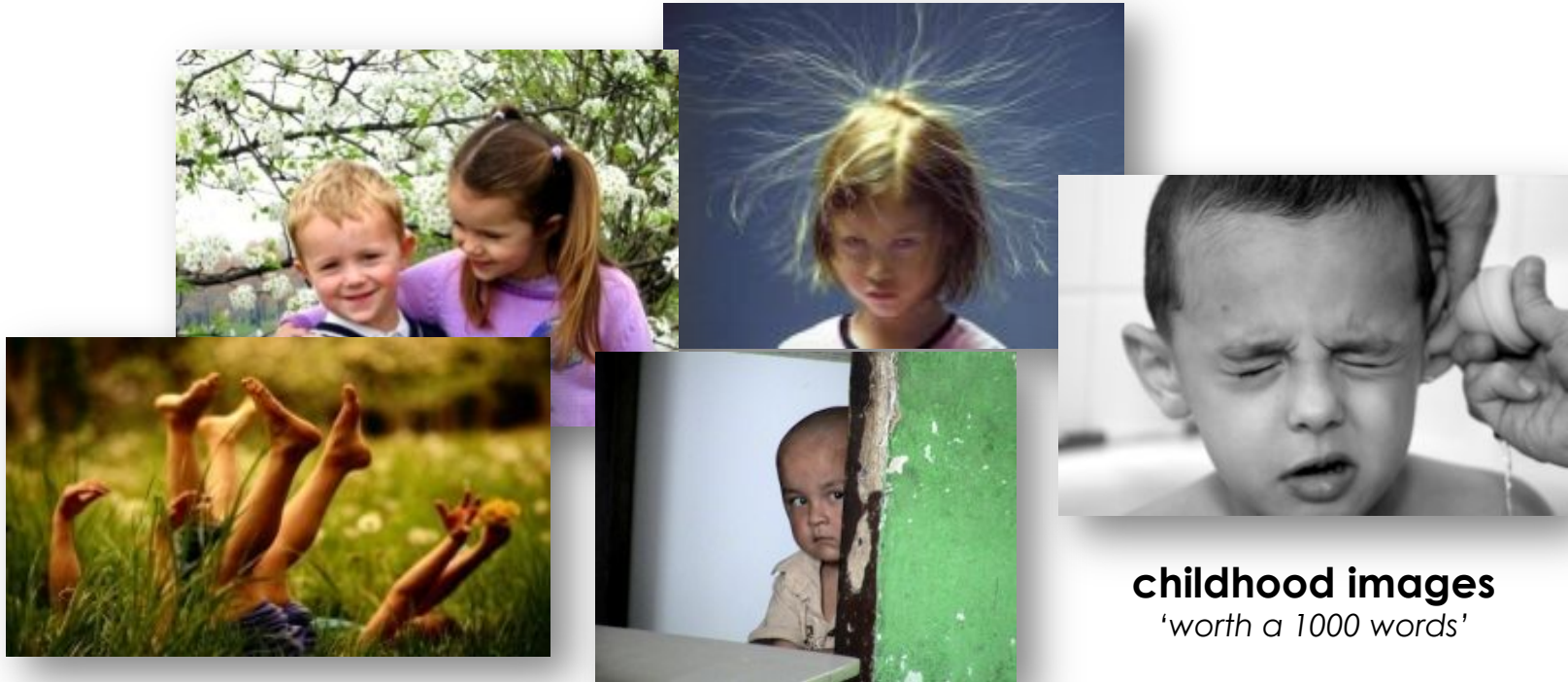
A Powerful  
Attraction



A More Powerful Aversion

Attractions are powerful. They draw us into their world and invite us to their table. We want what they have. Aversions are more powerful. They repel our sense of beauty, delight, justice, goodness, etc. We reject their power and seek to avoid their presence. Tap into both!

## ➤ Step 2: Communicate with Word and Image Metaphors

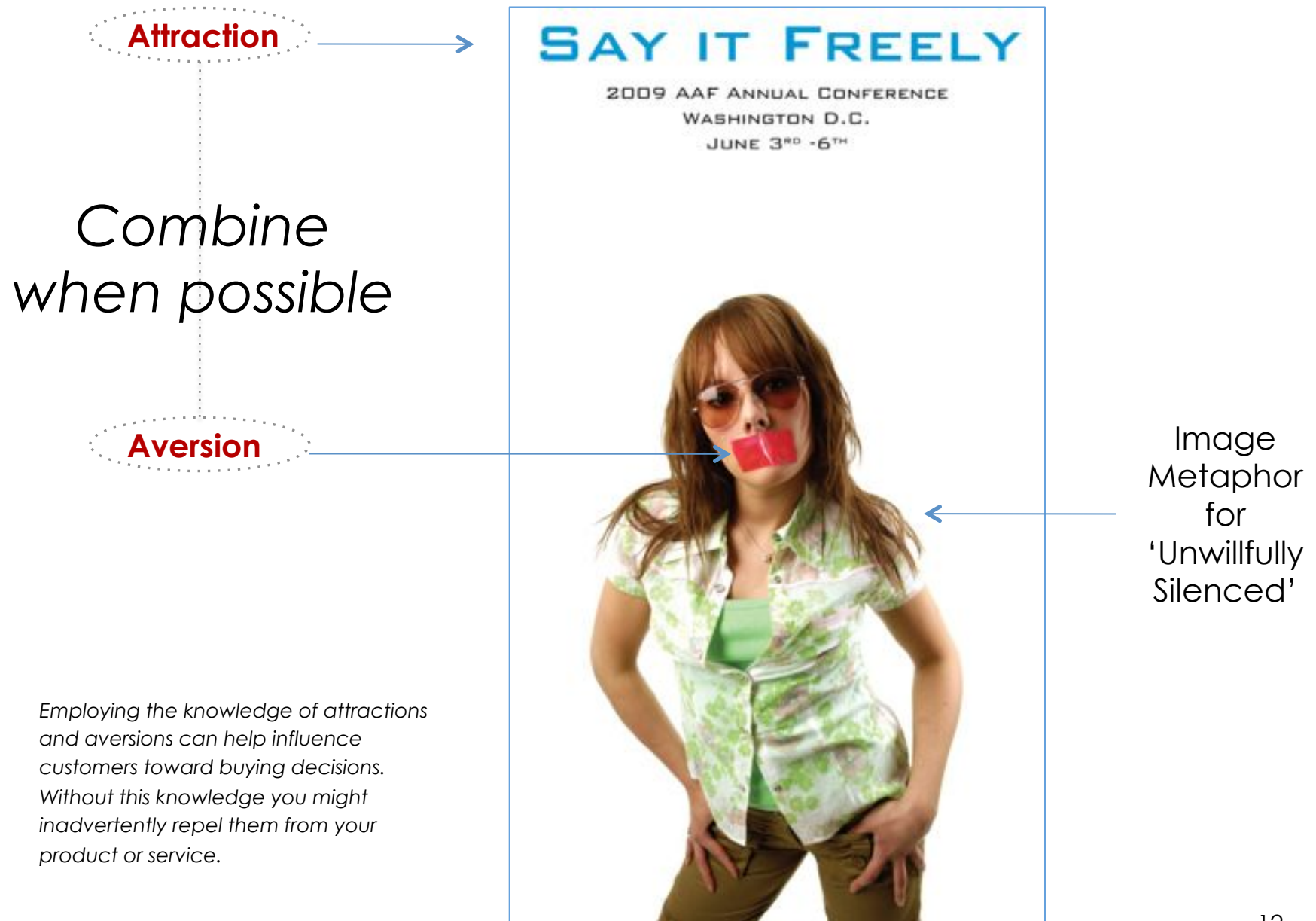


**childhood images**  
*'worth a 1000 words'*

Advertising usually involves words and images. But which words and images are most effective? Those that form the metaphors that best motivate your customers to decide to buy!

In this research project, we asked people to make image selections (decisions) and then to title the image. Their choices help us understand the word and image metaphors that are associated with their decision-making. In your marketing and advertising you can use similar images and words to influence their buying choices. And the right image can often connect better than a thousand words!

- Illustrating of Step 1 and Step 2 ...



*Employing the knowledge of attractions and aversions can help influence customers toward buying decisions. Without this knowledge you might inadvertently repel them from your product or service.*

## ➤ Step 3: Employ Trusted/Attractive Spoke Persons

Humans tend to trust some people and distrust others. And if they don't know and trust the person, usually beauty become a stronger factors. Employ trusted and/or attractive spoke persons as you influence buyer decisions.

## ➤ Step 4: 'Speak' at Places of Context

For your message—verbal and/or visual—to be hear it often needs to be stated in the right places. Sometimes that's on your Web site or maybe it's on the back of a grocery receipt. Speak out of context and few will pay attention or remember at the right time of decision making.

## ➤ Step 5: Engage all Decision Stakeholders

Many decision stakeholders may be involved in a decision. And sometimes it's the 'grandma' in the background that holds the final say!

## ➤ Step 6: Appeal to Decision Preferences

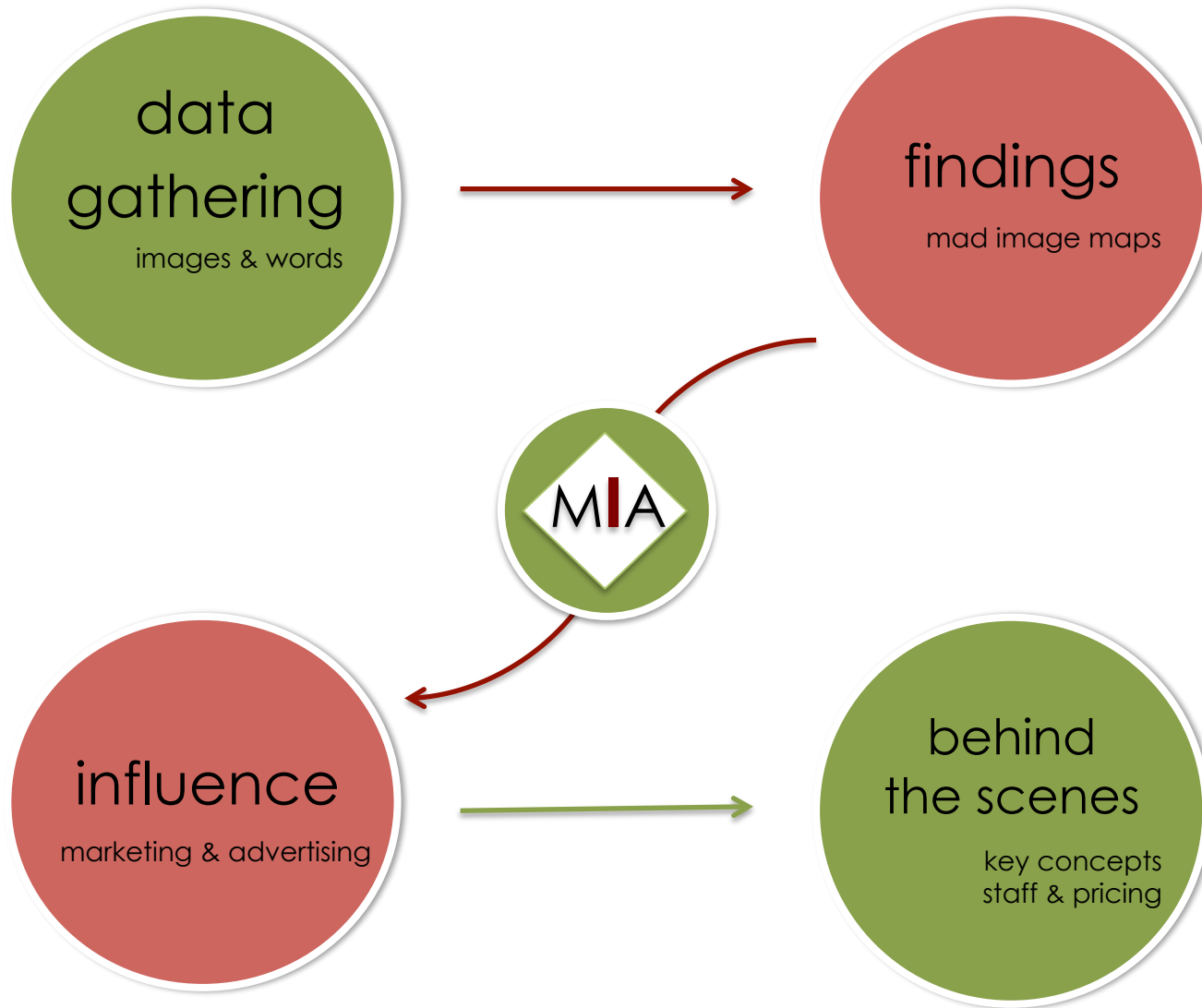
We each have own preferences in how we make decisions. We all employ logics of intellect and emotion as well as imagining the outcome of our decisions before we actually make our decision. We refine this process as we receive feedback from the decisions we make. As marketers, advertisers and sellers, we seek to influence those decisions by properly appealing to the buyer's decision preferences.

## ➤ Step 6: Let the Buyer Decide!

The decision is always the buyers. We can influence his/her decision and sometimes his/her timeframe, but in the final analysis, the buyer will decide 'yes', 'no', 'wait' or 'go get grandma'!



# The MIA Process





# data gathering

images & words



# Gathering Data Using Images & Words

Word-based research is the dominant form of research in today's world. And yet most people are highly impacted by the images they see everywhere.

**Images can convey deep meanings which attach to the soul. According to research, these images are much better remembered than words. And an image can be worth a thousand words!**

MI A uses both words and images to better understand the soul of a target audience. Often people will select images that help them get their words right.



*For more on images see*

*"Worth a Thousand Words: The Power of Images to Transform Hearts"*

*Digital book available on Amazon*

*Ralph Ennis, co-author*

# Questions of **MAD** Research

## **Primary**

What are the core cultural constructs and decision making logics that characterize the target audience?

## **Secondary**

How can those findings be used in shaping messages and processes to better influence buyer decisions among the target audience?

# What are the **MAD** Research Tools?

## **TOOL 1: PERSONAL IMAGE PROFILE**

- **We use an image-based online inventory to identify core constructs impacting buyer choices ...**
  - 1 - The ME I am becoming / What I really do not want to be
  - 2 – My IDEAL RELATIONSHIP with Others / What I do not want in my relationships
  - 3 – My view of TRUE SPIRITUALITY / What is not true spirituality to me
  - 4 – What I DEEPLY VALUE / What I really do not value

## **TOOL 2: DECISION PREFERENCE INVENTORY**

- **We use an word-based inventory to better identify buyers decision preferences regarding ...**
  - LOGIC OF INTELLECT
  - LOGIC OF EMOTION
  - IMAGINED OUTCOMES

# Sample Images from Personal Image Profile Tool



*The participants of the Personal Image Profile select images of attractions and aversion on topics related to self, others, spirituality and values. This is an on-line process in English only.*

# Logics of the Decision Preference Inventory

## INTELLECT LOGIC PREFERENCES

### Accuracy—Intuition

Just give me the FACTS then I'll decide *or* I can QUICKLY SEE where this is going.

### Good—Evil

I want to do something GOOD *or* I want to GET AROUND the law/norms in this decision.

### Power—Powerless

I choose to increase my POWER *or* I wish to DEFER POWER to someone else.

## EMOTIONAL LOGIC PREFERENCES

### Trust—Fear

I am TRUSTING someone as I make this decision *or* I'm AFRAID of others such as authorities/circumstances.

### Freedom—Bonding

I want FREEDOM *or* I want to be more BONDED to someone/something.

### Honor—Shame

I want HONOR from someone *or* I decide to accept the SHAME I believe I deserve.

## IMAGINED OUTCOME PREFERENCES

### Meaningful—Meaningless

I want this decision to be MEANINGFUL *or* This decision will be MEANINGLESS.

### Thriving—Surviving

I want to THRIVE today through this decision *or* I want to SURVIVE this day.

### Desired Identity—Undesired Identity

I choose to enhanced my DESIRED IDENTITY *or* I choose my UNDESIRED IDENTIT Y as I make this decision.

## ➤ Previous Choices

*A guiding concept for better influencing a target audience is to understand the choices people have previously made.*

*That qualitative data can be valuable, but it is not the focus of the MAD Image Advantage.*

***The advantage of image-based research is that it gives us an window into the WHY's of audience behavioral choices.***

# findings

MAD | image maps

# Sample Pages of MAD Image Maps

## ATTRACTIONS - FEMALE

Self	<p>Play</p> <p>Christ-centered</p> <p>Relaxation</p> <p>Marriage</p>	   
Others	<p>Explorer</p> <p>Friendly</p> <p>Beauty</p>	  
Spirituality	<p>Sovereignty</p> <p>Friendship</p> <p>Freedom</p>	  
Values	<p>Gifts &amp; Blessing</p> <p>Friendship</p> <p>Biblical Truth</p>	  

Word Metaphors

## AVERSIONS - FEMALE

Self	<p>Wasted</p> <p>Electronics</p> <p>Guns</p> <p>Anger</p>	   
Others	<p>Dangerous</p> <p>Rule-breaker</p> <p>Threats</p>	  
Spirituality	<p>Judge</p> <p>Trapped</p> <p>Destructive</p>	  
Values	<p>American Dream</p> <p>Superficial</p>	  

Image Metaphors

### FEMALES:

#### Conclusions from Word & Image Metaphors

**Self**

These females find their core sense of being from the families and the relationships they've developed over the years. They have a healthy sense of direction in their lives that is hopeful and eager toward what lies ahead. They look forward to a marriage relationship that will bring them happiness. They seek not to be broken, hidden or in danger.

**Other**

Friends and family are very important to these females. At this point, these females find men to be very confusing and yet they know that men and women fit well together. They long to have the key to understand men so that they can be the helper men need. They enjoy being with other people to enjoy the outdoors, are friendly and vulnerable. They desire to stay away from rule-breakers and unknown threatening males.

**Spirituality**

God is perceived as is central while still having personal relationships with these females. His primary involvement includes Jesus' death on the cross which allows a friendship to be possible. The power Holy Spirit is available to guide them. They find freedom and joy in their faith because it has helped them discover their identity. They avoid anything that would hurt their relationship with God or others.

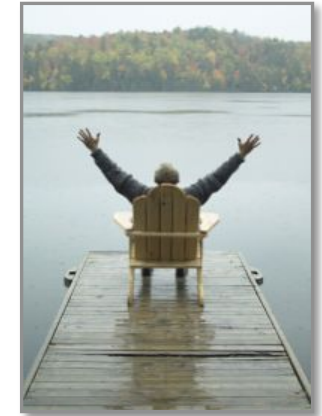
**Values**

The highest value for these women is in relationships - time is spent in conversation, the best work is seen as caring for others, a good use of money is through generosity and beauty is found in sharing your life with another. The Word of God is truth to these females. They don't value corporate America or anything superficial or wasteful.



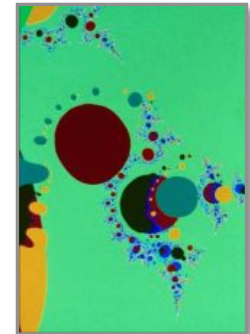


Sample Pages of  
MAD Image Maps



COMMON IMAGE MALE AND FEMALE  
**ATTRactions**

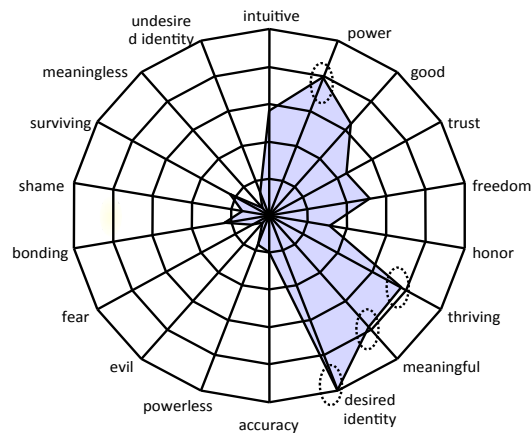
Sample Pages of  
MAD Image Maps



COMMON IMAGE MALE AND FEMALE  
**AVERSIONS**

# Sample Pages of MAD Image Maps

## Decision Making Preferences



### Power

Power is the desire of every individual for control over persons and things. Preference will lead one to ask, "Is this person one who will help me get to where I want to go? How can he benefit me?"

### Thriving

Refers to succeeding in life. People make decisions in order to ensure and enhance living conditions in their individual situations. "How can I succeed?" "How can I get ahead in life?"

### Meaningful

Seeking a sense of purpose, integration and meaning in life as one makes decisions. "Why am I alive?" "What is my purpose in life?" "What is the meaning of life?"

### Desired Identity

The core issue is that we manage our identity through the decisions we make in order to maximize our desired identity. The strength of this preference is that the person understands the need for self-concept and public identity.

## Findings from **Decision Preference Inventory**

Sample Pages of  
**MAD Image Maps**

**ATTRACTIONS**

**Mid-Atlantic Collegiate Males**

*Have a decision-making preference to  
increase their sense of ...*



**Mid-Atlantic Collegiate Females**

*Have a decision preference to  
increase their sense of ...*



From Decision Preference Inventory  
*(with Images from PIP)*

Sample Pages of  
**MAD** Image Maps

**AVERSIONS**

**Mid-Atlantic Collegiate Males**

*Have a decision preference to avoid ...*



**Mid-Atlantic Collegiate Females**

*Have a decision preference to avoid ...*



From Decision Preference Inventory  
(with Images from PIP)



# influence

marketing & advertising

*After looking over the findings ...*

## **How can you influence buyer decisions?**

- How can you use words and images to appeal to the attractions and strong decision logics of your potential customers?
- How can you avoid using words and images your potential customers may be averse to? How can you avoid using weak decision making logics?



# Gaining the MAD Image Advantage with your customers

Now that you have **seen** the group image maps—and had your first impressions, here are some suggestions for **discovery** within each of the sections:

**The ME I am becoming.** Each of us is a composite of his or her past, present and imagined future. In this section you will see often selected images and descriptive words that represent some of the target customers' childhood, current situation and hopes for the future. In addition, you will see images for 'What I really do not want to be'. We all have aversions to becoming someone we really do not want to be. These images portray those aversions.

- *As you view this section, look for threads of themes within the images that might help you market to these potential buyers.*

**My IDEAL RELATIONSHIP with Others.** We are attracted to various types of relationships with others. This section of the report gives a glimpse into those relationships. Each image has a long story—your customers' story of relationships with others! Also 'What I do not want in my relationships' reveals some of what they wish to avoid in relationships.

- *As you view this section, continue looking for common themes and also reflect on the emotions these images surface within you as you relate to the audience through their images?*
- *How does this audience hook you at an emotional level?*
- *Is that 'hook' helpful or detrimental in you marketing to this target group?*



# Gaining the MAD Image Advantage – Continued

**My view of TRUE SPIRITUALITY.** Each of us has a view of true spirituality. For some this may have little relevance, but research shows that our view of God can influence many of our personal preferences. The images in this section represent some of your future buyers' views of true spirituality and well as what is not truly spiritual to them.

- *As you re-read this section, ask yourself “What is NOT here in their view of true spirituality?” (i.e. do they have some spiritual void?) How might what's not there impact their buying choices?*

**What I DEEPLY VALUE.** We live what we value down deep—but not necessarily what we say we value. Since images often appeal directly to the heart, the images this target audience selected point toward the values they hold at both a head and heart level. And ‘What I do not really value’ represents conflicts to those deep values.

- *Are any of the deep values in conflict with each other?*
- *How might you help the buyer find a way to resolve any internal values conflicts?*

# Gaining the MAD Image Advantage – *Continued*

## STEP 1 INFLUENCE – ATTRACTIONS and AVERSIONS

Images are more emotionally powerful and more quickly perceived than words.

- Have a set of the “Common Images” pages for each team member.
- Begin by having each team member choose their top image from both “attraction” and “aversion” (One’s choice is also their bias.)
- Have each team member share why these images grabbed their attention.
- After each team member shares, as a group, identify surprises, assumptions, misconceptions, etc., you may have discovered.

## STEP 2 INFLUENCE – WORD and IMAGE METAPHORS (Refer back to “The MAD Model” page 7,8 as necessary).

Consider your product (book on hair styles, web enabled tablet, etc.).

- Which image(s) in the map can help you develop a story-line or metaphor for marketing your product?
- Now pick one of the images and ‘tell the story of this image’ as it relates to your product. Use your imagination!

### Keep in Mind:

**A) TRUSTED SOURCES.** Identity is one of the strongest hooks of marketing—‘becoming like someone I desire to be.’

- As you consider the images, which ones can help you appeal to what these potential customers desire to become and desire avoiding becoming like?
- What experts or trusted sources best match this identity?
- What story-line can you develop to appeal to this desire?

# Gaining the MAD Image Advantage – Continued

## B) OTHER STAKEHOLDERS.

- Who might be the other stakeholders in the buying decisions?
- Are you appealing to these stakeholders as well as the primary purchaser?
- Which (if any) images seem to suggest other stakeholders?

Frequently other stakeholders include persons of the opposite gender. (Consider male & female attractions (if you have both reports).

- What images seem to be 'complementary' and 'in conflict' with the other gender?
- How can you avoid canceling your marketing efforts by attracting one gender while turning off the other?

## STEP 3 INFLUENCE – DECISION-MAKING PREFERENCES

Customers have known and unknown references in how they make decisions. These include a preference for products/services that give them more freedom or power or honor or meaning, and so forth.

- Look over the decision preference for the potential buyers in this report. How can you include these preferences in your story line?

## STEP 4 INFLUENCE – NUANCE APPROACHES

Since the strength of our aversions are often stronger than our attractions, consider how you might turn an aversion into an attraction by creating a *double negative* (i.e. 'not not something') or through *using humor*? Though this may seem difficult, it is a powerful approach to advertising and marketing. (Consider 'The Cow Campaign' by Chick-Fil-A that has been highly successful since 1995.)

***You now have a wealth of information to use in building your marketing and advertising campaign!***

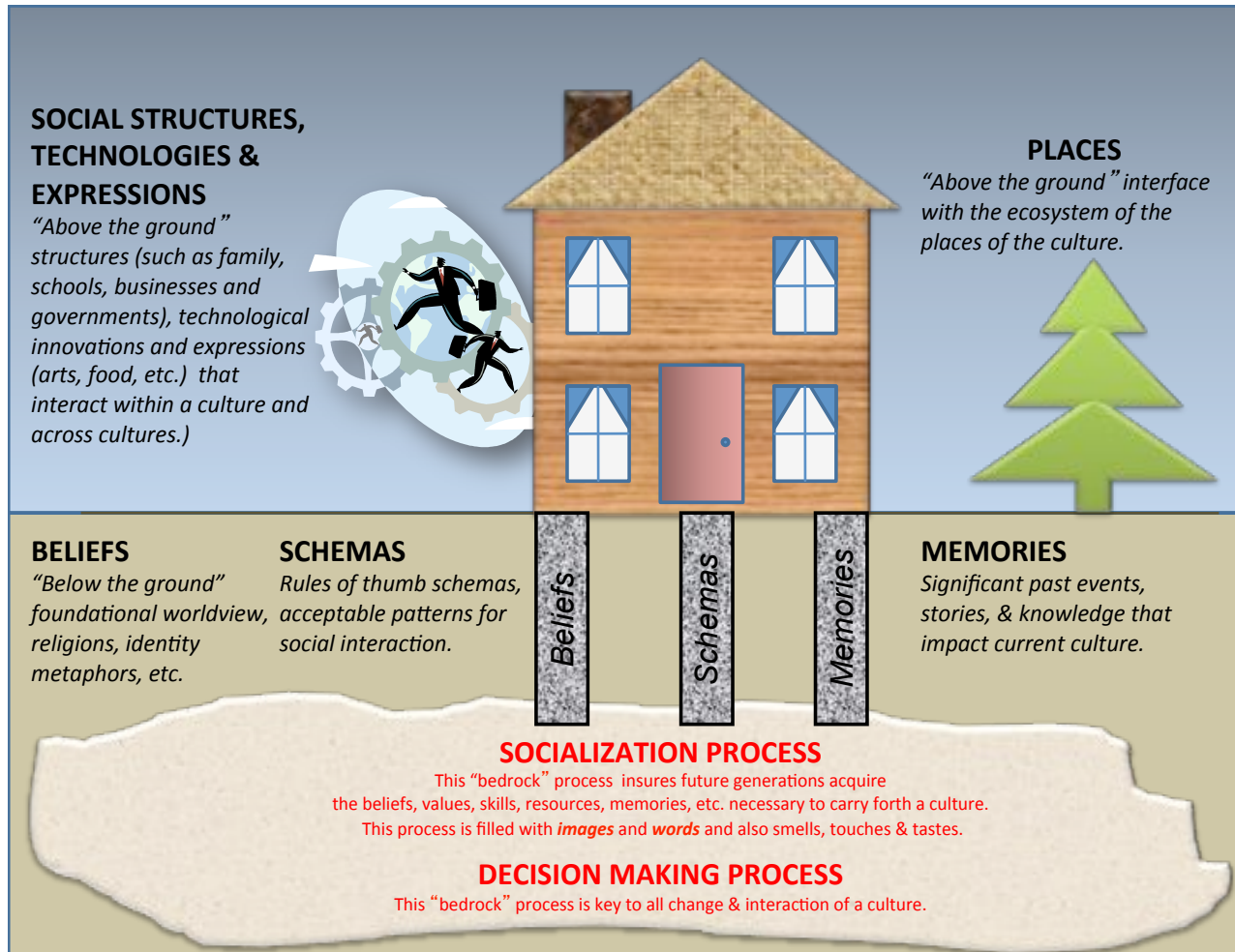


# behind the scenes

three key concepts  
staff & pricing

## KEY CONCEPT #1:

Buyers are deeply influenced by culture & have “iceberg awareness” of its impact.



Model of culture from which our tools are crafted.

## KEY CONCEPT #2:

Images are worth a thousand words for understanding & communicating to buyers.

**Images are every where!** And they are powerfully impact us all.

In our culture, most people, especially those under 40, have been socialized with images. If we are to influence these customers we must speak their “image language.”

People interpret images with some variation. Thus, we seek to give you understand the images that attract and averse your target audiences.

## KEY CONCEPT #2:

Buyers use decision preferences as they make current decisions.

In order to understand our audience's decision making preferences, we must have an adequate model of decision making. The next pages display the model used in this research.

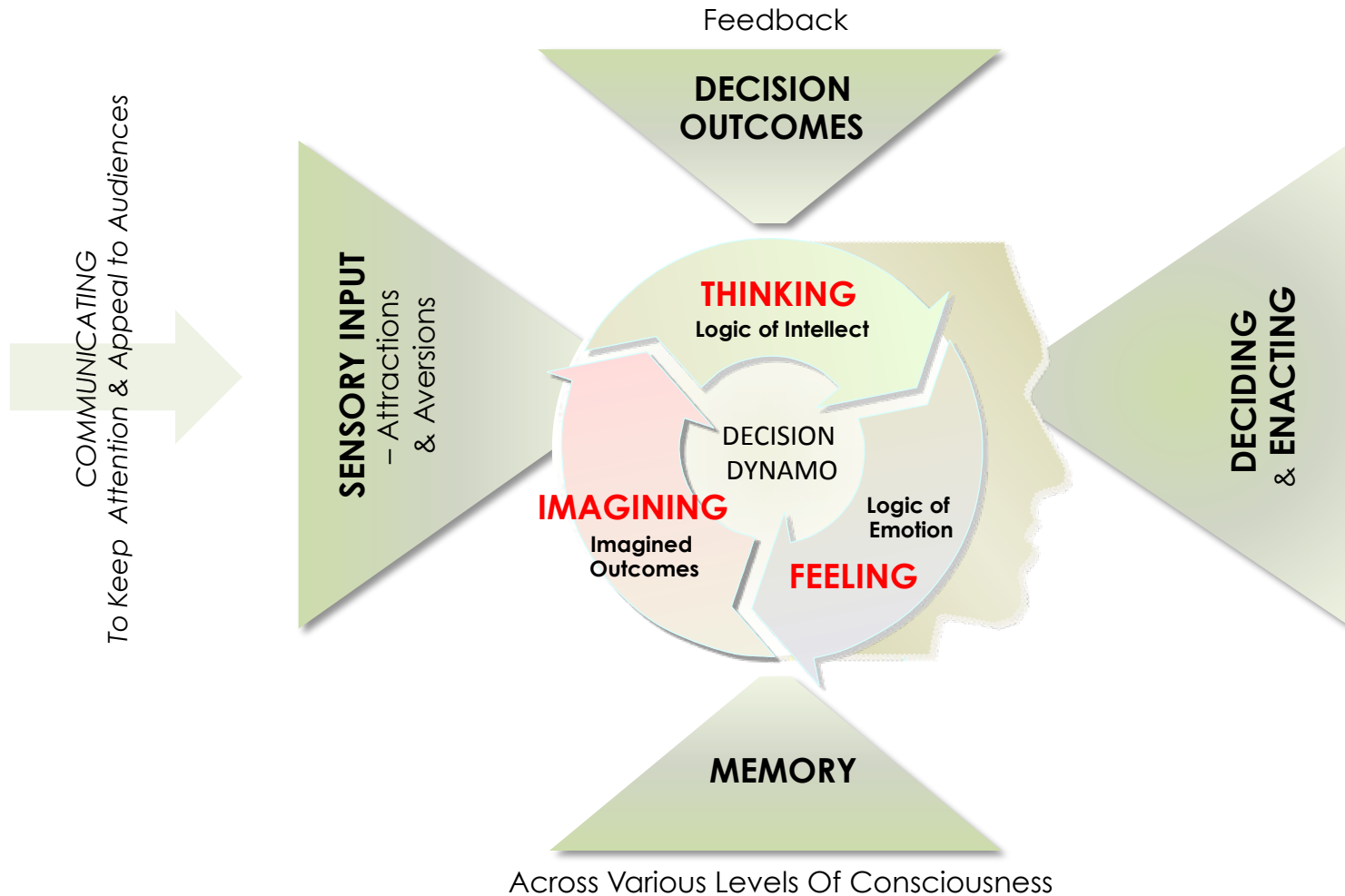
The core of the decision model is that a **logic of intellect**, **logic of emotion** and **imagined outcomes** are used in making decisions. As we understand the preferences that people use in their decision making process, we can appeal to that logic in our communications.



**PREVIOUS CHOICES:** *A guiding concept for marketing and advertising is to understand the actual buying choices buyers have previously made. That quantitative data is very valuable but is not the focus of this image-based research.*

*The advantage of image research is that it gives us an window into the WHY's of customer behavior, not just the WHAT's.*

## ➤ Buying Decision Process





# ➤ Decision Making Preference Examples

## INTELLECT DECISION PREFERENCES

### Accuracy—Intuition

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### Desired Identity—Undesired Identity

I choose to enhanced my DESIRED IDENTITY *or* I choose my UNDESIRED IDENTIT Y as I make this decision.

*Are your logical appeals appropriate for your audiences?*

# Sample of Others Benefiting from Our Models and Research

HealthCarta

NC Health Prevention

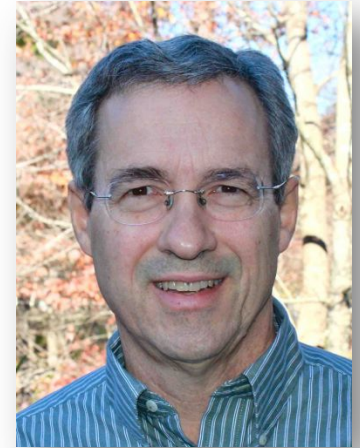
Shanghai International Studies University

GlaxoSmithKline

Trinity Academy

NavPress

# Ralph Ennis



## Education

Masters in Intercultural Relations from Antioch University  
Bachelors in Education (Mathematics) from North Carolina State University

## Culture and Decision Research and Writings

Personal Image Profile (on-line inventory)  
Decision Preference Inventory  
A Theoretical Model for Research in Intercultural Decision Making (thesis and academic article)  
Ethical DNA Model for Artificial General Intelligence (academic article)  
Evaluating Virtue and Vice Values for Ethical Artificial General Intelligence (academic article)  
  
Workplace Values and Corporate Culture Inventory  
Primary Roles Inventories  
Worth a Thousand Words: the Power of Images to Transform Hearts (digital book co-author)  
  
Image-Based Research in Seven Cultures Project (associate)  
Introduction to the Russian Soul (booklet co-author)  
Introduction to the Mainland Chinese Soul (booklet co-author)  
Building Bridges: Black/White Relations in the USA (workbook co-author)

## Work Experiences

LEAD Consulting (founder 1991 – present)  
The Navigators (1975 – present)  
Design HVAC Systems (six years part-time)  
High School Mathematics Teacher (four years)

## International Experiences

Russia (lived in Moscow 1994-95)  
China, Romania, Rwanda, Ecuador, Jamaica, India, Ukraine, Spain, etc.

# Pricing Options

**Each MIA project is customized** for client needs, location of research, number of participants, etc. Pricing will be done collaboratively with the client.

- Short-term projects are approximately \$2,500 per target audience\*.
- Intensive MIAs may be \$50,000 or more per target audience.
- Prices are adjusted for number and locations of presentations.

*\* target audience includes males and females from one age group.*

# THE MAD IMAGE ADVANTAGE

*Influencing Buyer Decisions*

For further information, contact:

**Ralph Ennis**  
**LEAD Consulting**

919-395-3149  
ralphennis@gmail.com

Price customized for each project.

