

DISPATCHES™

Insights On Brand Development From The Marketing Front

Sunday, September 14, 2008

COMPELLING PREFERENCE

- compelling** “com-pel-ling” *adj* 1. Attracting strong interest and attention;
2. Tending to make somebody do something, make something happen, or be necessary

preference “pref-er-ence” *n* the view that a particular person, object or course of action is more desirable than another, or a choice based on such a view

The cell, or as it is expressed in other parts of the world “mobile,” phone category is among the most intensely competitive markets, regardless of geography. The landscape is filled with large, innovative and nimble competitors such as Nokia, Sony-Ericsson, Motorola, Samsung and, now Apple, to name just a few, working in tandem with large network providers such as ATT and Orange. Additionally, each of these competitors offers a wide variety of cell phones to appeal to different segments in the marketplace. The choices are vast and considerable.

Fifteen or so years ago cell phones were a luxury. They were large, clunky beasts with few features. (Mine was a Motorola. It was about 12-inches by 4-inches by 2-inches in size and weighted around 2-pounds. It resembled a walkie-talkie, the kind used in World War Two. Battery life was a mere 4-hours of calling time with a max of 24-hours on standby. I still have it. It’s a museum piece!) Connectivity was a problem and dropped calls a common occurrence. Furthermore they were affordable in the main only to highly mobile business people for whom staying connected to the home office and/or clients was absolutely essential.

Today, cell phones are enjoyed by the masses. Who does not own a cell phone? We doubt that any of you, our readers, does not have a cell phone. Chances are that not only do you have a cell phone but so do members of your family – including your children. What was at one time practical only for a specific segment of the population is now available, essential and desirable to all. Chances are too that your current cell phone is not your first nor will it be your last. You, like us, have traded-up to a cell phone offering many more features.

In making our cell phone selection we balance “needs” with “wants.” “Needs” are essential, a requirement. “Wants” are something that we desire but do not necessarily need – at least not from a physical sense. We can all probably agree that we need a cell phone that has a long battery life. On the other hand we may want a cell phone that also functions as a camera or MP3-player. Unless you are a journalist, insurance investigator or field worker that needs to share a photo why would you *need* a camera function? And, if you already own an MP3-player (such as the iPod) why on earth do you *need* your cell phone to listen to music? It is amazing that what

was one day a “want” quickly becomes a “need” (or at minimum a “standard feature”) in a new generation of cell phones.

Following is a partial list of “needs” and “wants” in choosing a cell phone:

NEEDS	WANTS
Light Weight	Voice Search
Long Battery Life	Replaceable Battery
Text Messaging	Voice Search
Favorable Screen Size	Voice Commands
Voice Mail	Camera
Multitasking	Video Camera GPS (with voice commands) Live Streaming TV Radio

One of my personal “wants” is the GPS function. It is a fun thing to have and use. I want to know how to get from where I am to where I need or want to go wherever I may be in the world. I’m also keen on having a video camera function although I’m not quite sure how I will use it. I only know that I have used this function with my still camera to capture and share an interesting happening. What do you really “need” and what are your “wants” in selecting a cell phone? Take a moment to consider your “needs”.

My Personal Criteria:

WANTS	NEEDS

Now with your personal criteria in mind please review the specs (features and attributes) for two cell phones (“X” and “Z”) currently offered throughout most of the world. Please note that one feature, GPS (with voice commands), while not indicated in the chart is a feature of cell phone “Z.” Based upon the feature specs of each which cell phone would you prefer to have?

CELL PHONE CHOICES - Which One Do You Prefer?

Network	3G HSDPA	EV-DO Rev A
Wi-Fi	Yes	No
Size	Height: 4.5 inches Width: 2.4 inches Depth: 0.48 inch Weight: 4.7 ounces	Height: 4.57 inches Width: 2.17 inches Depth: 0.49 inch Weight: 4.5 ounces
Text Messaging	Yes	Yes
Picture Messaging	No	Yes
Video Recording	No	Yes
Enterprise Email	Requires mobileme @ \$99 a year for individual users	Corporate & Outlook and Web
Voice Search	Not yet	Yes
Voice Commands	Not yet	For calling, texting, picture messaging, traffic movies and sports
Multitasking	Data and Voice	Can play music and surf net at same time
Screen Size	3.2 320x 480	3.1 inches 240 x 432
Price w/contract & Rebate	\$199 4G or \$299 8G	\$129.99 2G
Storage	4G or 8G	2G
MicroSD	No	Comes with 2G expandable to 8
Battery	1 Not replaceable by owner	2 Replaceable
Bluetooth	Yes	Bluetooth 2.0 plays music
Visual Voicemail	Yes	Yes
Camera	2 Megapixel /stills only	2 Megapixel with video
Contact Sync	Yes	Yes
Calendar Sync	Yes	No
Live Streaming TV	No	Yes
Sprint Sports	No	Yes
Landscape/Portrait Sensor	Yes	No
Radio	No	Yes
Charger	USB	External
Music Sideloadable?	No	Yes
Applications	Yes	Not sure yet
Battery Life	5 Hrs 3G 10 Hrs 2G	5.2 Hrs
Scientific Calculator	Yes	No

To discover more about the cell phone you've chosen [please click here](#) (Note: You are viewing this document in a pdf format. Therefore, the "click" option is not available to you. Please proceed to the next page for the conclusion to this article) to go to part "B" of this DISPATCHES' article on *Compelling Preference*.

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COMPELLING PREFERENCE – PART “B”

desire “de-sire” *n* a wish, craving, or longing for something

longing “long-ing” *n* a persistent and strong desire, usually for somebody or something unattainable or not within immediate reach

If you are like us, and the majority of people participating in this exercise, you chose cell phone “Z.” But if you have made a purchase of one of these two cell phones you probably own “X” as do we. We along with millions of others own the Apple iPhone.



Did we purchase the iPhone because of lack of awareness of the Samsung Instinct in the marketplace? The answer to this question is not only “no” but “heck no!” We knew of them both but chose the Apple iPhone over the Samsung Instinct

What does this say about us? We believe we are rational human beings but we let our emotions control us. And, Apple overwhelmed our emotions with the new iPhone and their marketing campaign. In fact, they sold more than 1-million of these cell phones within the first 10-days. They could have sold many, many more but for the fact that they could not keep-up with the demand. It took me more than 3-weeks to actually purchase my iPhone. I, as directed by Apple, checked their website each evening to determine if the Apple retail outlet near me would have stock the following morning. I even made calls to the store to get confirmation regarding whether the iPhone was, in fact, available. On one occasion I rushed-out to the Apple store only to be disappointed when I arrived to learn that they did not have the “color” I wanted. Believe it or not I returned yet another day when the black model was in stock. This, as Steve Jobs would say, is “insane” behavior.

insane “in –sane” *adj* showing a complete lack of reason

Did I “need” the new iPhone? No! The quality of the calls are no better than what I received from my Motorola and previous network carrier. Did I get all the features I wanted? No again. Did I “want” features that I did not get with the iPhone that were available in the Instinct? Most certainly! As mentioned previously, I wanted and continue to lo-o-o-ng for GPS (with voice command). (I do hope they will develop an application for this function along with one for creating video.)

Those very crafty marketers at Apple worked to create brand loyalty.

***Create* – bring a customer into existence**

***Brand* – a special relationship**

***Loyalty* – unswerving devotion**

They created desire and longing in the marketplace. They made us want. Now people ask me why I chose the iPhone over the Instinct when I bring the differences between the two cell phones to their attention and acknowledge my awareness of those differences at the time of purchase. I give them rational answers such as, “I believe it is more intuitive to operate” and/or that “it synchs-up with my Mac” and/or that “I expect they will develop applications for these other functions.” But the real answer lies in my heart, deep within.

How do you think Apple touched our hearts and millions of other consumers? Think about it! It could lead to insights regarding the management of your product entry regardless of the sector, category or country in which you market. (Our answer, presented as Boats & Helicopters, will be revealed in a future issue of DISPATCHES.)

Richard Czerniawski & Mike Maloney