



Curiguser  
&  
Curiouser

## Spread the Word

Fresh learning on advocacy and its  
business impact

Ellen Baron &  
Becky Silverside  
ruby cha cha

*ruby cha cha*



# What we will cover

- 👉 a history in four chapters
- 👉 what we don't know
- 👉 'advocracy'
- 👉 taking it further
- 👉 the 'cations'



A history in four chapters

**CUSTOMER SATISFACTION**

**SERVICE QUALITY**

**LOYALTY**

**ADVOCACY**



## What we don't know

context

motivation

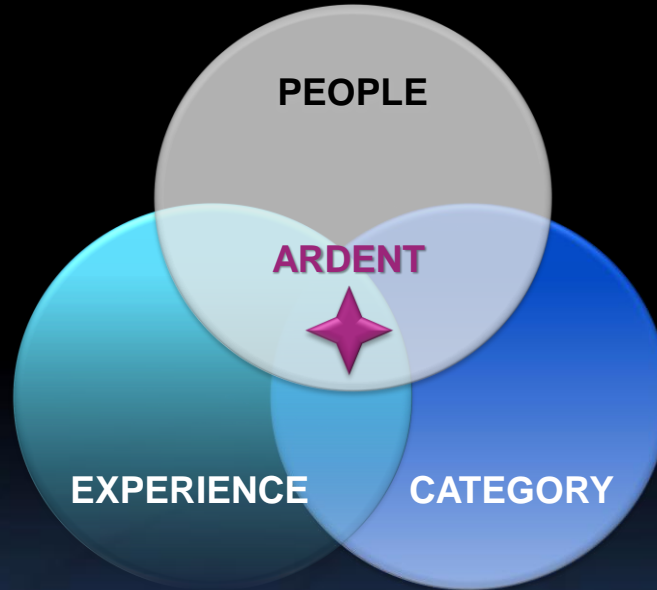
benefit

impact

future



# Advocracy



i.e. Phillips, Steven & Willis, Catherine, *Advocracy – Harnessing the power of the consumer*, ESOMAR Congress 2010



# Taking it further

People and their relationships

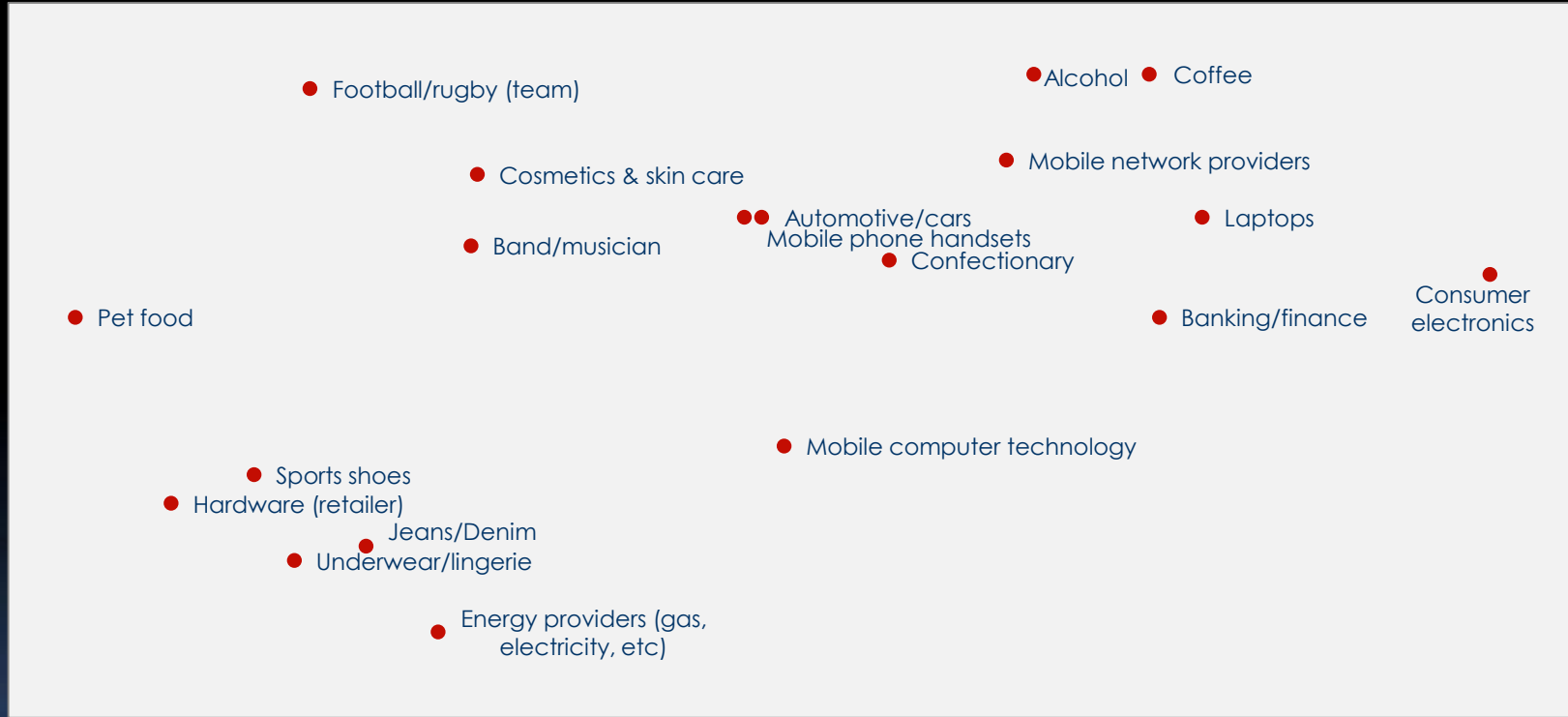


Context – recency vs primacy



# Taking it further - category

NPS



CATEGORY INVOLVEMENT (HIGHLY INVOLVED)

AMRS NATIONAL CONFERENCE 2011



What happens next?

notice

impact

whispers

behaviour



# The 'cations'

**IMPLICATION:** we can't **influence** advocates, until we understand their core motivations and rewards

**APPLICATION:** development of an advocate **framework** applied to various FMCG, services and pharma clients

**IMPLICATION:** we can't **influence** advocacy until we understand how different experiences impact overall relationships

**APPLICATION:** **integration** of touchpoint understanding with gestalt advocacy for more powerful business learnings

**IMPLICATION:** we can't **rely** on advocacy alone if we don't know what the impact is (sociological, behavioural, economic)

**APPLICATION:** development of '**advocacee**' framework and measures based on understanding



