



MOSKOWITZ JACOBS INC.



The spill .. And how to deal with it

Getting into the consumer's mind to address an ecological disaster having significant emotional & commercial overtones

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Dr. Howard R. Moskowitz
Linda Ettinger Lieberman
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**You meet a seafood consumer.
How do you communicate ‘Louisiana
coast seafood is safe to eat’?**

**You meet a seafood ‘commercial buyer’
What do you say to the buyer?**

***Or ..more generally...
for a NEW TOPIC/ISSUE...NO HISTORY***

***How do you discover what works,
uncover mind-set segments and then correctly classify a
new person in terms of mind-set?***

***Knowing the specifics guides you...
what to say & do***

Agenda

1. Big Questions: Understanding whether people are comfortable buying/eating Louisiana Coast Seafood and how to communicate to them about the food crisis
2. How Mind Genomics Helps
3. A Sample: A Walk Through Some Data and Findings
 - a. Total Group
 - b. Gender Differences
 - c. Older vs. Younger Respondents
 - d. Ethnic groups
 - d. Two Mindsets
4. Real-Life Application: Discovering a person's mindset with Addressable Minds™ for better communications/messaging
5. About your presenter

1. Big Question: Understanding what people believe about Louisiana Coast Seafood after the oil spill ... how much has it affected their feelings

How do you find out how people view Louisiana coast seafood ?

How can you communicate with them to assuage their concerns?

Does **asking questions** allow you to find out what a person truly thinks?

The real and often upsetting secret:

- People **don't know** their true preferences or their real feelings.
- If they don't know them, they **can't articulate** them.
- Asking people about their attitudes about post-Deepwater Horizon oil spill Louisiana coast seafood would likely lead to the wrong answer
- ***There's got to be a better way to determine what people feel and think about Louisiana coast seafood and how to communicate with them about the food crisis.***

2. How Mind Genomics Helps

Mind Genomics provides a unique, better solution .
Science shows you what's working and what isn't.

Mind Genomics

- Works by presenting people with a group of ideas and getting their reactions
- Reveals segments and what to tell them
- Does all of this quickly..in a few days..and at very affordable costs
- Has an excellent track record across disciplines

Now for the science

The Demo Study: Welcome Page

Orient the respondent at the start of this web-based interview

Welcome to our study about seafood

We have been asked to look into concerns and issues surrounding seafood coming from the Gulf of Mexico since the massive oil spill occurred in late April 2010.

On the following screens, you will be presented with information about seafood and will be asked to rate each screen on the following 2 questions:

1) Based on what you see and read here, how comfortable are you about buying/eating seafood from the Gulf area (e.g. Louisiana coast)?

1 = Very uncomfortable...9 = About as comfortable as a year ago

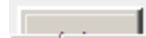
and

2) How do you feel when you read this?

1 = Informed, 2 = Concerned, 3 = Relieved, 4 = Anxious, 5 = Confident

At the end of the concept section, we will ask just a few questions to help us determine how the public feels about the oil spill overall.

Please click on '>>' to begin.



Done

Internet



150%

The Demo Study: The Structure

Material for the test ...messages about Louisiana coast seafood.
Generate 6 subject categories or silos ... each silo has 6 ideas.
Below ...6 silos ... one element from each silo:

<u>Silos:</u>	<u>Elements:</u>
1. Problem	<i>The oil spill is not as big of an ecological issue as it's being made out to be</i>
2. Frightened	<i>You can trust the government to protect the food supply chain from contamination</i>
3. Seafood consumption safety	<i>Shrimp and crab are abundant and safe to eat</i>
4. Nature	<i>Natural occurring bacteria will act to remove oil from the Gulf ecosystem</i>
5. Louisiana food industry has high standards	<i>Louisiana's food industry is on top of seafood production standards</i>
6. Reviving Louisiana seafood consumption	<i>Buying seafood from Louisiana will help revive the seafood industry</i>

Sample test concept and rating scale

3/67

In spite of oil spill... nothing compares with Gulf shrimp... it's *tastier* than imported shrimp

Safety ensured... oil-contaminated shrimp would smell like oil... danger would be obvious

Oxygen levels are not so low as to be fatal to sea life

Louisiana's food industry will make sure the seafood you eat is not contaminated

Based on what you see and read here, how comfortable are you about buying/eating seafood from the Gulf area (e.g. Louisiana coast)?

1 2 3 4 5 6 7 8 9

1 = Very uncomfortable

9 = About as comfortable as a year ago

Done

Internet

150%

Sample test concept and instruction to select 'primary emotion'

3/67

In spite of oil spill... nothing compares with Gulf shrimp... it's *tastier* than imported shrimp

Safety ensured... oil-contaminated shrimp would smell like oil... danger would be obvious

Oxygen levels are not so low as to be fatal to sea life

Louisiana's food industry will make sure the seafood you eat is not contaminated

How do you feel when you read this?

1 2 3 4 5

1 = Informed, 2 = Concerned,
3 = Relieved, 4 = Anxious.

Done

Internet

150%

3. Data, Results, Insights

A walk through some of the data

Begin with the total panel

Go to gender, age, ethnicity, mind-set segment

First...

What drives '*return to status quo ante*'?

What phrases return us to where we
were, pre-spill?

What makes you feel like you felt last year – total panel

About one in four feel the same way as a year ago ... what an effect!

Not much drives them to feel like last year ..

Best option... talk about imported fish (not a safe alternative)

	Total Sample ... Do you feel the same as last year?	
	Additive constant (baseline)	24
	Makes us feel more like we felt last year	
C5	Public needs to realize that imported fish is not well-regulated and MORE likely to be contaminated than Gulf fish	5
A4	Over 12,000 oil-related incidents have been reported since 2005 and have been dealt with	4
D6	The Gulf has natural "oil eating" bacteria	4
E3	Louisiana's food industry is on top of seafood production standards	4
E4	Louisiana's food industry will make sure the seafood you eat is not contaminated	4
E6	Louisiana's seafood industry also gets its fish from areas not affected by the oil spill	3
E5	Louisiana's local government will not allow contaminated seafood to hit the market	3
	Makes us feel different from how we felt last year	
A2	Louisiana's seafood industry employs more than 27,000 people ... why should they be punished	-2
F2	Americans' appetite for seafood won't be changed overnight	-3
A1	The oil spill is not as big of an ecological issue as it's being made out to be	-3
B2	Some people don't care where fish comes from regardless of the spill	-5

Second...

What drives emotion?

What one thinks the Federal and Louisiana government and agencies are doing about the oil spill to ensure seafood safety

A step beyond how the consumer feels about the natural ecosystem

What elements drive each dominant feeling : total panel

Very few elements drive strong emotional reactions
Does no one feel anything .. Or is it different mind-sets.

Emotions - Total panel	Anx	Cnd	Rel	Cnf
Anxiety drivers				
The oil spill is not as big of an ecological issue as it's being made out to be	6	3	2	1
Concerned drivers				
Louisiana's food industry is on top of seafood production standards	4	10	7	4
Relieved drivers				
Louisiana's food industry adopts the highest standards	3	7	9	3
Confident drivers				
Louisiana's food industry will make sure the seafood you eat is not contaminated	2	4	6	6

Gender Differences

How do men and women respond?

Looking at GENDER

- We learn a lot more by looking at people by the nature of who they are
- And we get a sense of different emotions
- Can the gender differences help us communicate about Louisiana coast seafood safety in a more targeted, effective way?

What makes you feel like you felt last year : by gender

Both genders strongly affected

Best strategyadmit it, but say generalities, don't focus on the spill..be upbeat

	Males (Constant =28)	
C5	Public needs to realize that imported fish is not well-regulated and MORE likely to be contaminated than Gulf fish	5
B5	<i>In spite of oil spill. nothing compares with Gulf shrimp. it's healthier than imported shrimp</i>	-5
	Females (constant=21)	
A4	Over 12,000 oil-related incidents have been reported since 2005 and have been dealt with	7
E4	Louisiana's food industry will make sure the seafood you eat is not contaminated	6
B4	VERY unlikely that ANY oil-contaminated fish will reach your local fishmonger	5
E6	Louisiana's seafood industry also gets its fish from areas not affected by the oil spill	5
B2	<i>Some people don't care where fish comes from . regardless of the spill</i>	-5

What elements drive each dominant feeling : by gender

Males: talk social responsibility

Female – talk scientific proof, and authorities in charge

Males (n=119)				
	Anx	Cnd	Rel	Cnf
Mother Nature will clear up the effects of the spill	6	5	1	3
Buying seafood from Louisiana will help support families who work in the seafood industry	6	4	5	4
Louisiana's food industry is on top of seafood production standards	5	10	5	6
The federal Centers for Disease Control and Prevention said that tarballs now washing up on beaches pose little danger	4	10	1	3
Oxygen levels are not so low as to be fatal to sea life	3	10	5	1
Oil has a finite lifespan . and then dissipates	3	4	11	1
VERY unlikely that ANY oil-contaminated fish will reach your local fishmonger	1	3	10	6
Louisiana's food industry will make sure the seafood you eat is not contaminated	2	3	7	7
Louisiana's seafood industry employs more than 27,000 people . why should they be punished	1	5	7	6
Louisiana's food industry adopts the highest standards	4	4	7	6
According to environmentalists, less-expensive foreign shellfish -- the other option for fish -- could be far more hazardous to your health than fish from the Gulf	4	4	5	6
Buying seafood from Louisiana will help revive the seafood industry	0	3	4	6
Louisiana's food industry ensures seafood is healthy to eat	1	7	3	6
Females (n=121)				
	Anx	Cnd	Rel	Cnf
The oil spill is not as big of an ecological issue as it's being made out to be	7	0	2	1
You can trust the government to protect the food supply from contamination	7	4	0	4
Louisiana's food industry is on top of seafood production standards	3	9	9	2
Louisiana's food industry ensures seafood is healthy to eat	5	8	5	4
Louisiana's local government will not allow contaminated seafood tp hit the market	5	8	3	6
Oil has a finite lifespan . and then dissipates	4	8	4	2
Louisiana's seafood industry also gets its fish from areas not affected by the oil spill	4	8	7	4
Louisiana's food industry adopts the highest standards	2	9	10	0
Public needs to realize that imported fish is not well-regulated and MORE likely to be contaminated than Gulf fish	5	6	8	1
Shrimp and crab are abundant and safe to eat	3	4	8	1
The federal Centers for Disease Control and Prevention said that tarballs now washing up on beaches pose little danger	3	0	8	3
Laboratory instruments can detect chemical contamination of seafood & prevent it from being sold	1	7	7	4
Over 12,000 oil-related incidents have been reported since 2005 and have been dealt with	-1	2	5	6

Three age groups:

Younger <30

Middle 31-50

Older 51+

What makes you feel like you felt last year: by age group

Younger...talk facts

Older ...talk standards and authorities in charge

		Y	M	O
	Youngest Age<30 (n=51, constant = 30)			
C5	Public needs to realize that imported fish is not well-regulated and MORE likely to be contaminated than Gulf fish	8	3	5
A4	Over 12,000 oil-related incidents have been reported since 2005 and have been dealt with	6	3	5
A1	<i>The oil spill is not as big of an ecological issue as it's being made out to be</i>	-6	-2	-2
C3	<i>Government agencies err on the side of caution when it comes to food safety</i>	-6	2	1
F6	<i>Buy seafood from Louisiana . showing friends and family that you care</i>	-7	2	2
F5	<i>It is your duty to support Louisiana's seafood industry over imported seafood</i>	-8	2	-1
A2	<i>Louisiana's seafood industry employs more than 27,000 people . why should they be punished</i>	-11	-2	3
	Middle: Age<31-50 (n=93, constant = 17)			
E4	Louisiana's food industry will make sure the seafood you eat is not contaminated	2	5	4
B2	<i>Some people don't care where fish comes from . regardless of the spill</i>	-4	-5	-5
	Oldest: Age>50 (n=96, constant = 28)			
E6	Louisiana's seafood industry also gets its fish from areas not affected by the oil spill	-1	2	6
E3	Louisiana's food industry is on top of seafood production standards	2	3	6
E1	Louisiana's food industry adopts the highest standards	-3	2	5
A4	Over 12,000 oil-related incidents have been reported since 2005 and have been dealt with	6	3	5
C5	Public needs to realize that imported fish is not well-regulated and MORE likely to be contaminated than Gulf fish	8	3	5
B4	VERY unlikely that ANY oil-contaminated fish will reach your local fishmonger	0	2	5
B2	<i>Some people don't care where fish comes from . regardless of the spill</i>	-4	-5	-5
B5	<i>In spite of oil spill. nothing compares with Gulf shrimp. it's healthier than imported shrimp</i>	4	1	-6

What elements drive each dominant feeling : by age group

Younger respondents show the strongest emotions

Oldest respondents are concerned

Under 30	Anx	Cnd	Rel	Cnf
The oil spill is not as big of an ecological issue as it's being made out to be	13	0	2	2
Oxygen levels are not so low as to be fatal to sea life	-3	12	3	2
Louisiana's food industry is on top of seafood production standards	2	11	5	1
People in the fishing industry are afraid of long-term damage to their livelihood if people stop buying	9	12	-2	3
Safety ensured. oil-contaminated shrimp would smell like oil. danger would be obvious	2	10	-5	6
It will take time for exposure to oil to cease. once it does, fish eliminate contaminants quickly	-2	10	2	3
The Gulf has natural "oil eating" bacteria	6	1	14	5
Over 12,000 oil-related incidents have been reported since 2005 and have been dealt with	3	-5	12	4
Louisiana's food industry adopts the highest standards	-1	6	11	0
The federal Centers for Disease Control and Prevention said that exposure to small amounts of oil and dispersants is not harmful	1	-4	11	3
It is your duty to support Louisiana's seafood industry over imported seafood	0	8	11	0
Americans' appetite for seafood won't be changed overnight	-1	1	11	2
Age 31-50	Anx	Cnd	Rel	Cnf
Oil has a finite lifespan . and then dissipates	1	11	8	1
Louisiana's food industry will make sure the seafood you eat is not contaminated	5	3	12	5
Louisiana's food industry adopts the highest standards	3	5	13	3
Louisiana's food industry ensures seafood is healthy to eat	0	9	-1	10
Age 50+	Anx	Cnd	Rel	Cnf
Louisiana's food industry is on top of seafood production standards	4	10	6	4
Louisiana's local government will not allow contaminated seafood to hit the market	4	10	5	4

Four ethnic groups:

White

Black

Hispanic

Asian

What makes you feel like you felt last year: by ethnic group

Stress standards .

Different ingoing biases predilections (Hispanic & Asian most doubtful)

	White (n=62, constant = 33)	
E4	Louisiana's food industry will make sure the seafood you eat is not contaminated	8
D6	The Gulf has natural "oil eating" bacteria	6
D5	<i>Mother Nature will clear up the effects of the spill</i>	-6
B2	<i>Some people don't care where fish comes from . regardless of the spill</i>	-7
A1	<i>The oil spill is not as big of an ecological issue as it's being made out to be</i>	-8
	Black (n=67, constant = 27)	
E5	Louisiana's local government will not allow contaminated seafood tp hit the market	10
B4	VERY unlikely that ANY oil-contaminated fish will reach your local fishmonger	7
E6	Louisiana's seafood industry also gets its fish from areas not affected by the oil spill	6
E2	Louisiana's food industry ensures seafood is healthy to eat	6
A2	<i>Louisiana's seafood industry employs more than 27,000 people . why should they be punished</i>	-6
	Hispanic (n=42, constant = 18)	
C5	Public needs to realize that imported fish is not well-regulated and MORE likely to be contaminated than Gulf fish	10
A5	The federal Centers for Disease Control and Prevention said that tarballs now washing up on beaches pose little danger	9
A3	Spill was out in the open ocean. less damaging than if it were closer to the coast	9
D3	Oxygen levels are not so low as to be fatal to sea life	9
F5	It is your duty to support Louisiana's seafood industry over imported seafood	8
A4	Over 12,000 oil-related incidents have been reported since 2005 and have been dealt with	8
D6	The Gulf has natural "oil eating" bacteria	7
F6	Buy seafood from Louisiana . showing friends and family that you care	7
A6	The federal Centers for Disease Control and Prevention said that exposure to small amounts of oil and dispersants is not harmful	6
	Asian (n=69, constant = 19)	
C5	Public needs to realize that imported fish is not well-regulated and MORE likely to be contaminated than Gulf fish	10
E1	Louisiana's food industry adopts the highest standards	6
B2	<i>Some people don't care where fish comes from . regardless of the spill</i>	-6
F5	<i>It is your duty to support Louisiana's seafood industry over imported seafood</i>	-7

What elements drive each dominant feeling : by ethnic group

White (n=62)	Anx	Cnd	Rel	Cnf
The oil spill is not as big of an ecological issue as it's being made out to be	9	4	-1	3
The loyalty of local consumers will get Louisiana fishermen through the fallout from the spill	8	3	0	8
Louisiana's food industry is on top of seafood production standards	-1	15	6	4
Louisiana's local government will not allow contaminated seafood to hit the market	3	13	0	3
Laboratory instruments can detect chemical contamination of seafood & prevent it from being sold	3	11	4	1
Oil has a finite lifespan . and then dissipates	4	10	5	1
Public needs to realize that imported fish is not well-regulated and MORE likely to be contaminated than Gulf fish	1	10	6	2
According to environmentalists, less-expensive foreign shellfish -- the other option for fish -- could be far more hazardous to your health than fish from the Gulf	-1	10	4	4
Oxygen levels are not so low as to be fatal to sea life	-3	10	7	1
Louisiana's food industry adopts the highest standards	1	10	10	4
Shrimp and crab are abundant and safe to eat	0	7	9	2
Louisiana's seafood industry also gets its fish from areas not affected by the oil spill	1	0	7	11
Louisiana's food industry will make sure the seafood you eat is not contaminated	0	5	5	10
Buying seafood from Louisiana will help support families who work in the seafood industry	7	3	3	10
Black (n=67)	Anx	Cnd	Rel	Cnf
People in the fishing industry are afraid of long-term damage to their livelihood if people stop buying seafood	7	13	1	0
Louisiana's seafood industry also gets its fish from areas not affected by the oil spill	1	14	2	4
In spite of oil spill. nothing compares with Gulf shrimp. it's tastier than imported shrimp	2	12	1	1
Louisiana's food industry ensures seafood is healthy to eat	1	12	0	6
The Gulf has natural "oil eating" bacteria	2	11	4	2
The federal Centers for Disease Control and Prevention said that exposure to small amounts of oil and dispersants is not harmful	2	7	11	0
The federal Centers for Disease Control and Prevention said that tarballs now washing up on beaches pose little	1	6	10	1
Buying seafood from Louisiana will help support families who work in the seafood industry	4	0	10	2
Louisiana's local government will not allow contaminated seafood to hit the market	5	8	5	8

What elements drive each dominant feeling : by ethnic group

	Anx	Cnd	believe	Cnf
Hispanic (n=43)			0	
Buy seafood from Louisiana . showing friends and family that you care	13	0	2	3
The oil spill is not as big of an ecological issue as it's being made out to be	11	-1	0	2
Buying seafood from Louisiana will help support families who work in the seafood industry	4	11	4	1
Louisiana's seafood industry also gets its fish from areas not affected by the oil spill	2	-3	14	3
VERY unlikely that ANY oil-contaminated fish will reach your local fishmonger	2	5	11	5
Oil has a finite lifespan . and then dissipates	4	4	10	2
It will take time for exposure to oil to cease. once it does, fish eliminate contaminants quickly	2	4	10	1
Louisiana's food industry will make sure the seafood you eat is not contaminated	4	3	10	2
In spite of oil spill. nothing compares with Gulf shrimp. it's tastier than imported shrimp	6	1	10	4
Mother Nature will clear up the effects of the spill	3	3	2	7
Asian (n=68)				
Shrimp and crab are abundant and safe to eat	10	-2	5	7
Oxygen levels are not so low as to be fatal to sea life	10	6	4	1
Louisiana's seafood industry also gets its fish from areas not affected by the oil spill	8	10	6	0
Louisiana's seafood industry employs more than 27,000 people . why should they be punished	5	10	0	4
In spite of oil spill. nothing compares with Gulf shrimp. it's healthier than imported shrimp	-2	6	13	2
Laboratory instruments can detect chemical contamination of seafood & prevent it from being sold	-2	4	13	7
Government agencies err on the side of caution when it comes to food safety	5	-2	11	3
Americans' appetite for seafood won't be changed overnight	2	-1	10	1
Public needs to realize that imported fish is not well-regulated and MORE likely to be contaminated than Gulf fish	7	-1	8	7
According to environmentalists, less-expensive foreign shellfish -- the other option for fish -- could be far more hazardous to your health than fish from the Gulf	8	3	6	7

Two Mind-Sets (Segments):
Seg 1: Protect ... Strong positive actions
Seg2: Protect ... Right social structures

What makes you feel like you felt last year: by mind-set

Seg 1 – Emphasize that nature gives alternatives, emphasize strong ***positive actions***

Seg 2 – Emphasize that society has the ***right structures in place*** to protect you

	Seg1 (N=147; Constant = 27)	
D6	The Gulf has natural "oil eating" bacteria	7
E6	Louisiana's seafood industry also gets its fish from areas not affected by the oil spill	5
E5	Louisiana's local government will not allow contaminated seafood to hit the market	5
B2	<i>Some people don't care where fish comes from . regardless of the spill</i>	-7
A1	<i>The oil spill is not as big of an ecological issue as it's being made out to be</i>	-8
	Seg2 (N=93; Constant = 21)	
A4	Over 12,000 oil-related incidents have been reported since 2005 and have been dealt with	8
C4	Safety ensured. oil-contaminated shrimp would smell like oil. danger would be obvious	7
C5	Public needs to realize that imported fish is not well-regulated and MORE likely to be contaminated than Gulf fish	7
C2	According to environmentalists, less-expensive foreign shellfish -- the other option for fish -- could be far more hazardous to your health than fish from the Gulf	7
C3	Government agencies err on the side of caution when it comes to food safety	6
E4	Louisiana's food industry will make sure the seafood you eat is not contaminated	6
A5	The federal Centers for Disease Control and Prevention said that tarballs now washing up on beaches pose little danger	6
F4	Buying seafood from Louisiana will help support families who work in the seafood industry	6
D4	<i>Oil has a finite lifespan . and then dissipates</i>	-5

What elements drive each dominant feeling : Seg1 - Action

They want to take charge, and believe

Seg1 (n=147)	Anx	Cnd	Rel	Cnf
The oil spill is not as big of an ecological issue as it's being made out to be	5	-1	0	2
Oil has a finite lifespan . and then dissipates	5	8	9	1
Mother Nature will clear up the effects of the spill	5	-2	8	4
Louisiana's food industry is on top of seafood production standards	5	12	8	4
people stop buying seafood	3	9	4	1
Louisiana's food industry ensures seafood is healthy to eat	2	8	4	5
Oil has a finite lifespan . and then dissipates	5	8	9	1
Louisiana's food industry adopts the highest standards	3	6	9	3
VERY unlikely that ANY oil-contaminated fish will reach your local fishmonger	3	2	9	2
Louisiana's seafood industry also gets its fish from areas not affected by the oil spill	2	7	8	5
Laboratory instruments can detect chemical contamination of seafood & prevent it from	0	7	8	3
Oxygen levels are not so low as to be fatal to sea life	3	6	8	1
It will take time for exposure to oil to cease. once it does, fish eliminate contaminants	2	2	8	4
Mother Nature will clear up the effects of the spill	5	-2	8	4
Louisiana's seafood industry also gets its fish from areas not affected by the oil spill	2	7	8	5
Buying seafood from Louisiana will help support families who work in the seafood	3	4	7	5
Louisiana's food industry will make sure the seafood you eat is not contaminated	3	5	6	5
Louisiana's food industry ensures seafood is healthy to eat	2	8	4	5
Louisiana's local government will not allow contaminated seafood tp hit the market	4	7	3	5

What elements drive each dominant feeling : Seg2 - Structure

They want to know it's all ok

They want to know that nature isn't so bad

They get very nervous when they hear science talk

Seg2 (n=93)	Anx	Cnd	Rel	Cnf
The federal Centers for Disease Control and Prevention said that exposure to small amounts of oil and dispersants is not harmful	9	9	3	2
Safety ensured. oil-contaminated shrimp would smell like oil. danger would be obvious	8	2	2	2
Louisiana's local government will not allow contaminated seafood to hit the market	5	10	7	4
The oil spill is not as big of an ecological issue as it's being made out to be	9	9	6	1
The federal Centers for Disease Control and Prevention said that exposure to small amounts of oil and dispersants is not harmful	9	9	3	2
It will take time for exposure to oil to cease. once it does, fish eliminate contaminants	4	9	2	-1
You can trust the government to protect the food supply from contamination	5	8	2	5
Oxygen levels are not so low as to be fatal to sea life	2	8	0	4
Laboratory instruments can detect chemical contamination of seafood & prevent it from	-1	8	5	5
Spill was out in the open ocean. less damaging than if it were closer to the coast	-2	8	6	2
Shrimp and crab are abundant and safe to eat	1	6	8	1
It is your duty to support Louisiana's seafood industry over imported seafood	1	4	8	1
VERY unlikely that ANY oil-contaminated fish will reach your local fishmonger	5	1	5	8

4. Getting into the mind of the
prospective consumer..

Re the 'granularity' of emotion to
buy/consume seafood

A prospective a prospective Louisiana
coast seafood consumer

What should YOU SAY OR SHOW.. In
person or Louisiana Seafood
Industry/Government Websites

Give the right message and you end up
with a good prospect

**You meet an ordinary consumer.
How do you know that person's segment?**

**You meet a seafood consumer.
How do you communicate 'Louisiana
coast seafood is safe to eat'?**

***Or ..more generally...
for a NEW TOPIC/ISSUE...NO HISTORY***

***How do you discover what works,
uncover mind-set segments and then correctly
classify a new person in terms of mind-set?***

***Knowing the specifics guides you...
what to say and do for training***

The segments' demographic patterns: You can't discover one

We have clearly different segments ...at least in the mind

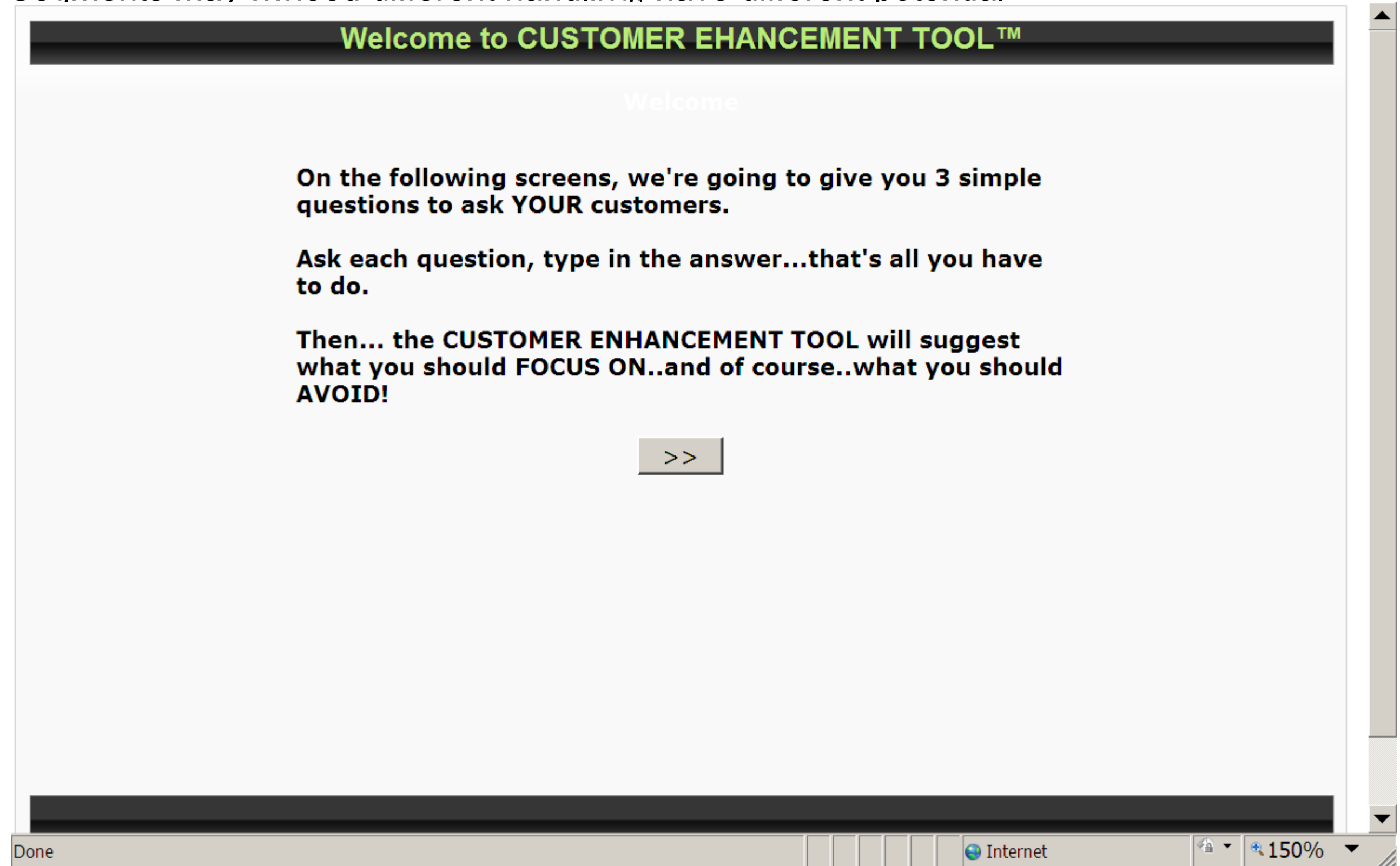
They should be traceable to the subgroups

No..they are not... segments exist..but they transcend standard classification

	Action S1	Structure S2
Total	61%	39%
Males	59	41
Females	64	36
Age < 30	55	45
Age 31-50	63	37
Age > 50	63	38
White	63	37
Black	61	39
Hispanic	58	42
Asian	62	38

Identifying Segments ... they all look similar from the outside

Segments may ...need different handling, have different potential



Identifying the segments quickly: Ask Three Questions

Statistical release

Welcome to CUSTOMER ENHANCEMENT TOOL™

Welcome

Government agencies err on the side of caution when it comes to food safety

1

2

3

Based on what you see and read here, how comfortable are you about buying/eating seafood from the Gulf area (e.g. Louisiana coast)?

1 = Very uncomfortable

2 = Not sure

3 = About as comfortable as a year ago

Done

Internet

175%

Welcome to CUSTOMER ENHANCEMENT TOOL™

Welcome

Oil has a finite lifespan ... and then dissipates

1 2 3

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Welcome to CUSTOMER ENHANCEMENT TOOL™

Welcome

**In spite of oil spill... nothing compares with Gulf shrimp... it's
tastier than imported shrimp**

1

2

3

**Based on what you see and read here, how comfortable are
you about buying/eating seafood from the Gulf area (e.g.
Louisiana coast)?**

1 = Very uncomfortable

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What to say after you identify Seg1 (Action)... answered 1,1,1

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Blue Group

Things to say

- The Gulf has natural "oil eating" bacteria
- Louisiana's seafood industry also gets its fish from areas not affected by the oil spill
- Louisiana's local government will not allow contaminated seafood to hit the market
- Louisiana's food industry is on top of seafood production standards

Things to avoid

- Louisiana's seafood industry employs more than 27,000 people ... why should they be punished
- Safety ensured... oil-contaminated shrimp would smell like oil... danger would be obvious
- Some people don't care where fish comes from ... regardless of the spill
- The oil spill is not as big of an ecological issue as it's being made out to be

New

Done

Internet

175%

What to say after you identify Seg2 (Structure)

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Red Group

Things to say

- Over 12,000 oil-related incidents have been reported since 2005 and have been dealt with
- Safety ensured... oil-contaminated shrimp would smell like oil... danger would be obvious
- Public needs to realize that imported fish is not well-regulated and MORE likely to be contaminated than Gulf fish
- According to environmentalists, less-expensive foreign shellfish -- the other option for fish -- could be far more hazardous to your health than fish from the Gulf

Things to avoid

- Some people don't care where fish comes from ... regardless of the spill
- Oxygen levels are not so low as to be fatal to sea life
- Americans' appetite for seafood won't be changed overnight
- Oil has a finite lifespan ... and then dissipates

New

Done

Internet

175%

5. A little bit of background about your presenter

Moskowitz Jacobs, Inc.
Actionable consumer insights.

We give our clients **the inside of the customers mind.**

Clients innovate faster and with **higher success.**

Science is transformational and award winning.

Track record in business of 29 **years.**

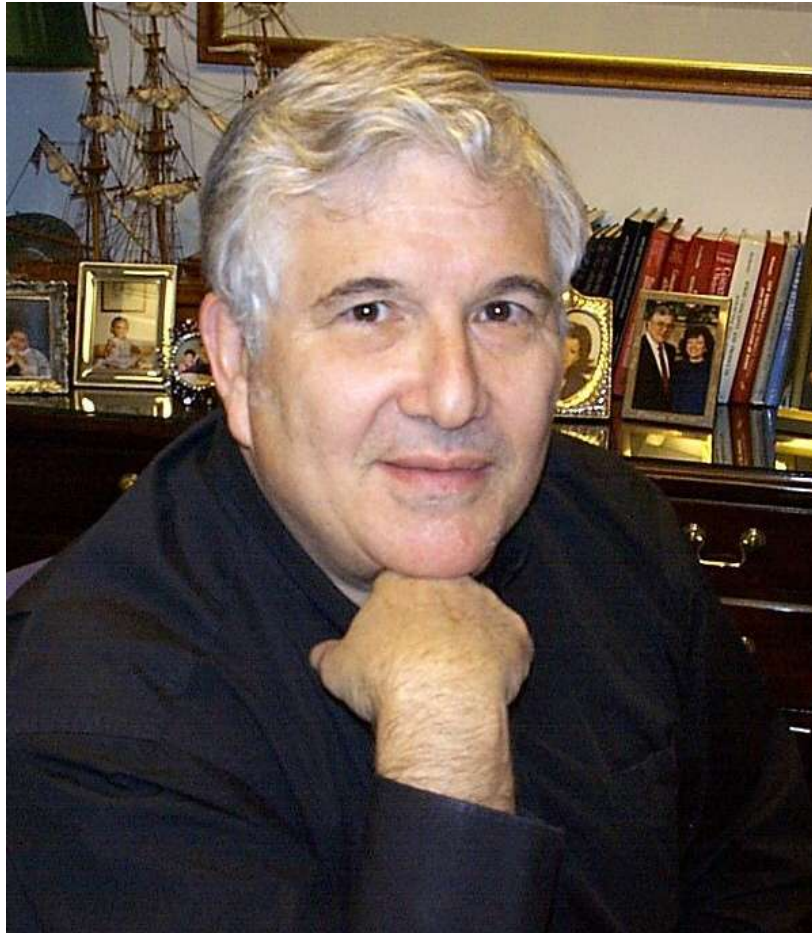
Based in **White Plains, New York.**

Boutique innovation firm with 25 researchers and consultants.

Served **clients in 30 countries.**

Dr. Howard Moskowitz.

An Inventor, honored by the scientific community,...



- Is the President of Moskowitz Jacobs Inc. and holds a Ph.D. in Experimental Psychology from Harvard University.
- Won two of the most prestigious awards in market research
- **2010 Walston Chubb Award for Innovation across all sciences, Sigma Xi, The Scientific Research Society, international** Awarded for Mind Genomics: The science underlying the technology discussed in this presentation.
- **2005 Charles Coolidge Parlin Marketing Research Award**
The “Nobel Prize” of Market Research, received only by the pioneers of market research.
Recipients include Arthur Nielsen, George Gallup, Michael Porter, David Ogilvy and Philip Kotler.

Dr. Howard Moskowitz.

...and well-known author and speaker on innovation.



Co-authored “**Selling Blue Elephants:**
How to make great products that people want
before they even know they want them.”

Wrote **22 books and 400 + scientific
publications on the mind of the consumer.**

Lectures on innovation at Wharton, Harvard,
Yale and Columbia business schools.

Co-Founder Queens College of the City of New
York, Institute for Competitive Excellence (11/09)



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THANK YOU!

New York

Dr. Howard Moskowitz

Office +1-914 421 7408

Mobile +1-914 572 1673

hrm@mji-designlab.com