



NORTH AMERICAN SECURITIES ADMINISTRATORS ASSOCIATION

NASAA

Reaching Business Professionals in the Digital Age

NASAA 5/2/14

DIGITAL FORCES ARE REDEFINING EXPECTATIONS



People EXPECT to engage anytime,
anywhere with integrated experiences.



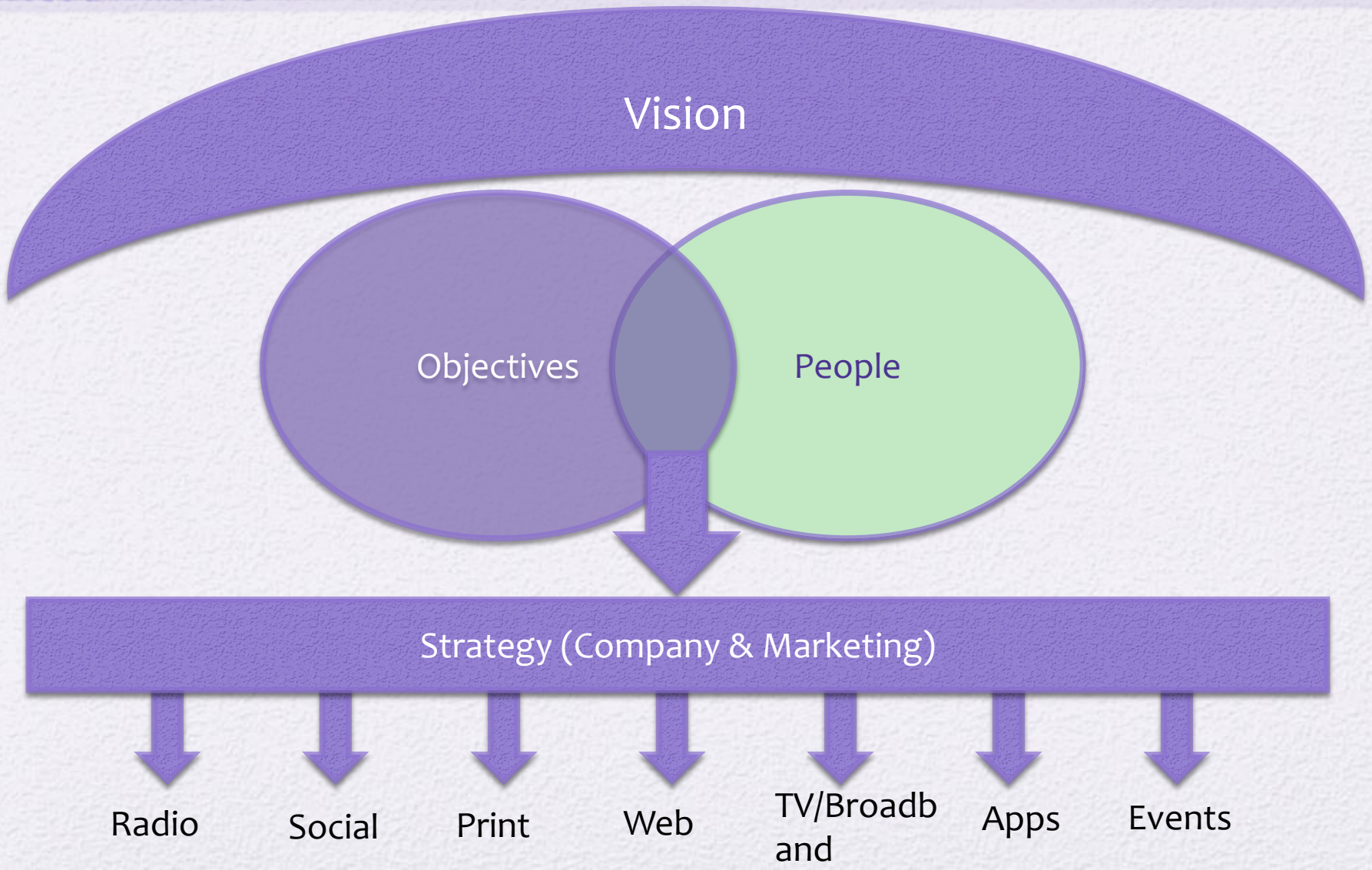
PREFERENCES AND OPTIONS FOR CONNECTING HAVE CHANGED

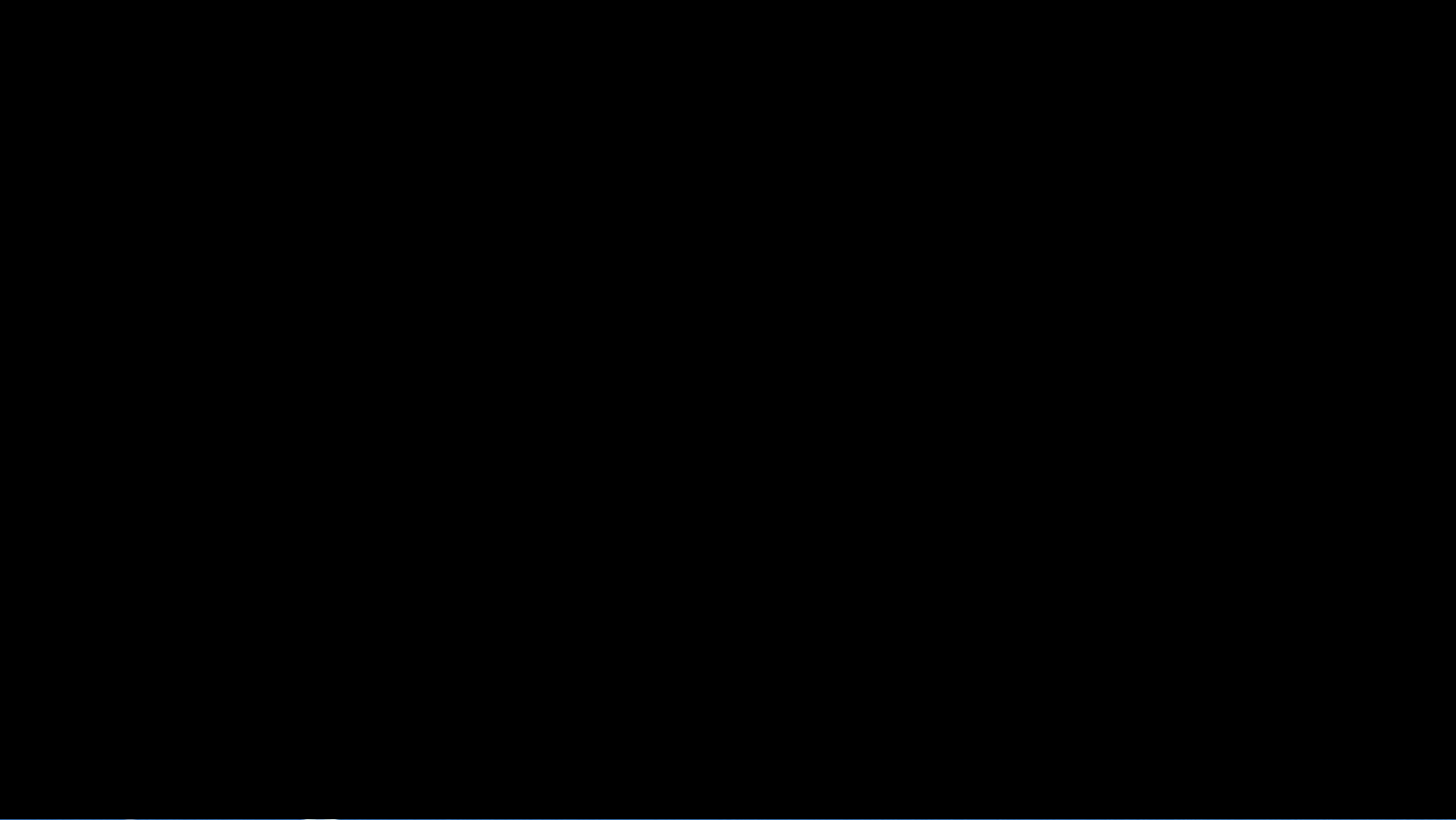
Raising the bar for

- Immediacy
- Control
- Intimacy
- Community



Start with Vision, Objectives & People



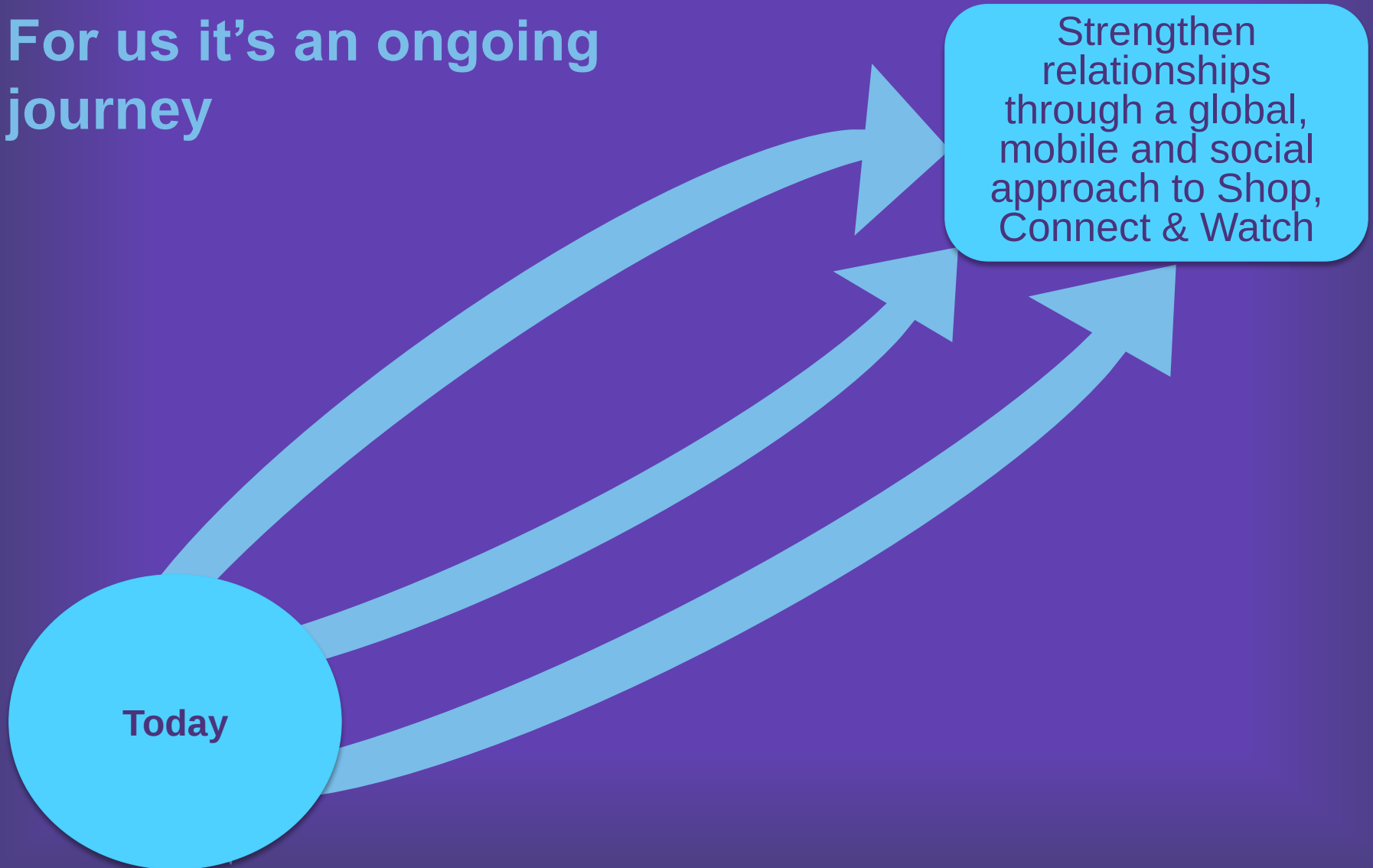


Hallmark's vision

We will be the *Company*
that creates a more *emotionally*
CONNECTED world by
making a *genuine difference*
in **EVERY** *life, every* **DAY.**

Creating a roadmap with a clear north star helps set goals and measure progress

For us it's an ongoing journey



Our target consumer



**EMOTIONAL
CREATOR**



**FAMILY/KID
FOCUSED**



**EXPANDING
LIFE STAGE**

Emotional Creator

Creating and capturing memorably moments creatively (especially involving her kids) are key for her, and she is also looking for ways to express her creativity. She would love online services that let her use that creativity to connect with others through customization. She personalizes by adding her own photos, images or voice to her cards, invitation, photo albums. She also enjoys sharing them with her social networks.

Preserve Memories

Express Creativity Relationships

Capture moments

Add Creative Spin Show appreciation



What do they Value?

Expressing creativity*

Showing off creative skills, being inspired by creative solutions and physical product and finding products that represent them.

Showing appreciation

Showing appreciation in creative and personal ways and also enjoying the process of creating gifts for people and making gifts with others (especially kids)

Relationships

Build and strengthen relationships by honoring friends and family on their special moment and celebrating her kid's accomplishments

How do they connect with family and friends through their creativity?

Capture moments

Create and capture memorable family and friendship moments and using mobile devices to capture and share events immediately after capturing them

Preserve memories

Capture and preserve personal stories and milestones in different ways like tying memories to physical objects and creating token/symbols to commemorate events

Add creative spin

Need to put own personal spin on almost finished product by utilizing own photos and personalized greetings and connecting through content

How do they use technology when shopping?

Customize

Personalizes greeting cards, boxed cards, invites and announcements, and photo story books online

Save money*

Uses smart phone while shopping and compares prices online and finds special deals only available online.

Save time*

Browses Hallmark products online and uses smart-phone and shopping apps to manage busy life

Share on social media*

Uses Facebook 1+ times a week and share retail likes and personal photos

* Indicates common values and behaviors observed cross segments. These values and behaviors may have nuanced differentiation within each segment.

Opportunities:

- Provide users with a starting point and communicate what the potential of the creative solution can be. Give them enough "creative ammunition" but allow them to add their personal touch.
- More customization and creative options when creating cards invitations and photo albums
- Help her have fun while creating and sharing greetings in fast, mobile bits of time
- Communicate value of finished product and the potential of a creative solution. People will spend more time when they are aware of what the output will be.



Christine Myers

Family & Kid Focus Story

Manages a busy schedule but wants to be thoughtful

Captures milestones of family

Creates projects online to capture family moments

Capture and shares photos

Creates gifts for her family

Seeks out parenting advice and ideas online

Saves time



Christine Myers: Family & Kid Focus Story

Christine Myers is an accomplished professional with 2 children, Claire (8 yrs.) and Jack (5 yrs.). She is married to Glen and resides in Naperville, a suburb of Chicago. She **manages her busy schedule** and finds creative ways to make the most of each moment she gets to spend with her family. When Christine is not traveling for work, she stays very involved with her kids' school programs and keeps them engaged in extra-curricular activities. Jack is celebrating his first day of Kindergarten this fall and Claire is starting band at the same time. Christine **captures milestones** on her camera and keeps pictures filed on her computer. Each year she **creates a storybook** or calendar **online** using the library of photos on her computer.

When Christine is traveling she relies on her smartphone to keep her on schedule. Her calendar syncs with her Gmail account and her Facebook app keeps her connected to friends and family. She "likes" the businesses that she often visits as well and often **shares photos** from her phone. She **browses product** on her phone and makes purchases on the go. With Christine and Glen's anniversary approaching, she wanted to create something special for Michael; something that she could personalize for him. She often visits CafeMom.com for **parenting advice and ideas**. She saw an ad for Hallmark customized cards when she was browsing the website. She only had 20 minutes to complete the process before having to go pick up the kids from soccer so and she had never setup an account. She **needed the flexibility** of importing pictures that were already stored online and making quick edits.

Before Christine returned from her last business trip, she decided to surprise her kids with a Story Buddy that she discovered on Facebook. She likes to bring home gifts that she can do with her family. She is also on a tight schedule to plan her sister's bridal shower. She browses for ideas online before she makes a trip to the store for all the materials. Browsing for products first helps her make her trip to the store more efficient because she knows exactly what she wants. This **saves her time** so that she is able to spend more time with her kids at the zoo. She is commonly multi-tasking and thinking in advance. Her time is valuable so she avoids rework and cumbersome processes. She is willing and able to use technology if it is quick and flows with her busy life.

People “buy” why not what

- What do you stand for?
- Why do you stand for that?
- How does that vary for different audiences?
- Trigger points to reach different people?
- Attributes that link to deeper values?
- What partners can fill in the gaps?

Connect with Deeper Value Attributes





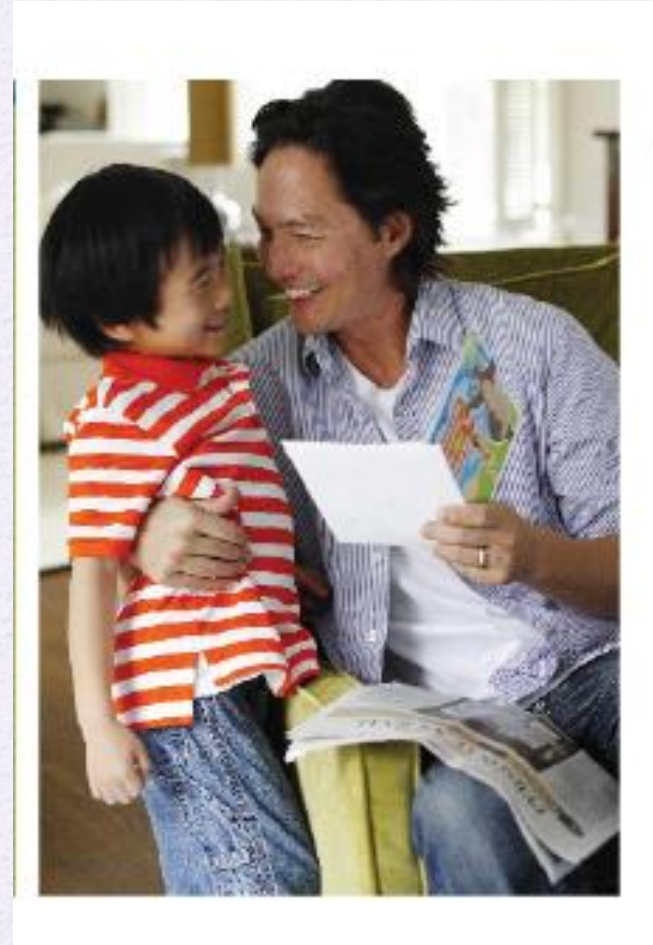
Example of Linking to Deeper Value Attributes



The absolute best in non-face-to-face customer service	They really know me and care about me	• Self-fulfillment • Self respect <i>"We know what it means to serve"</i>
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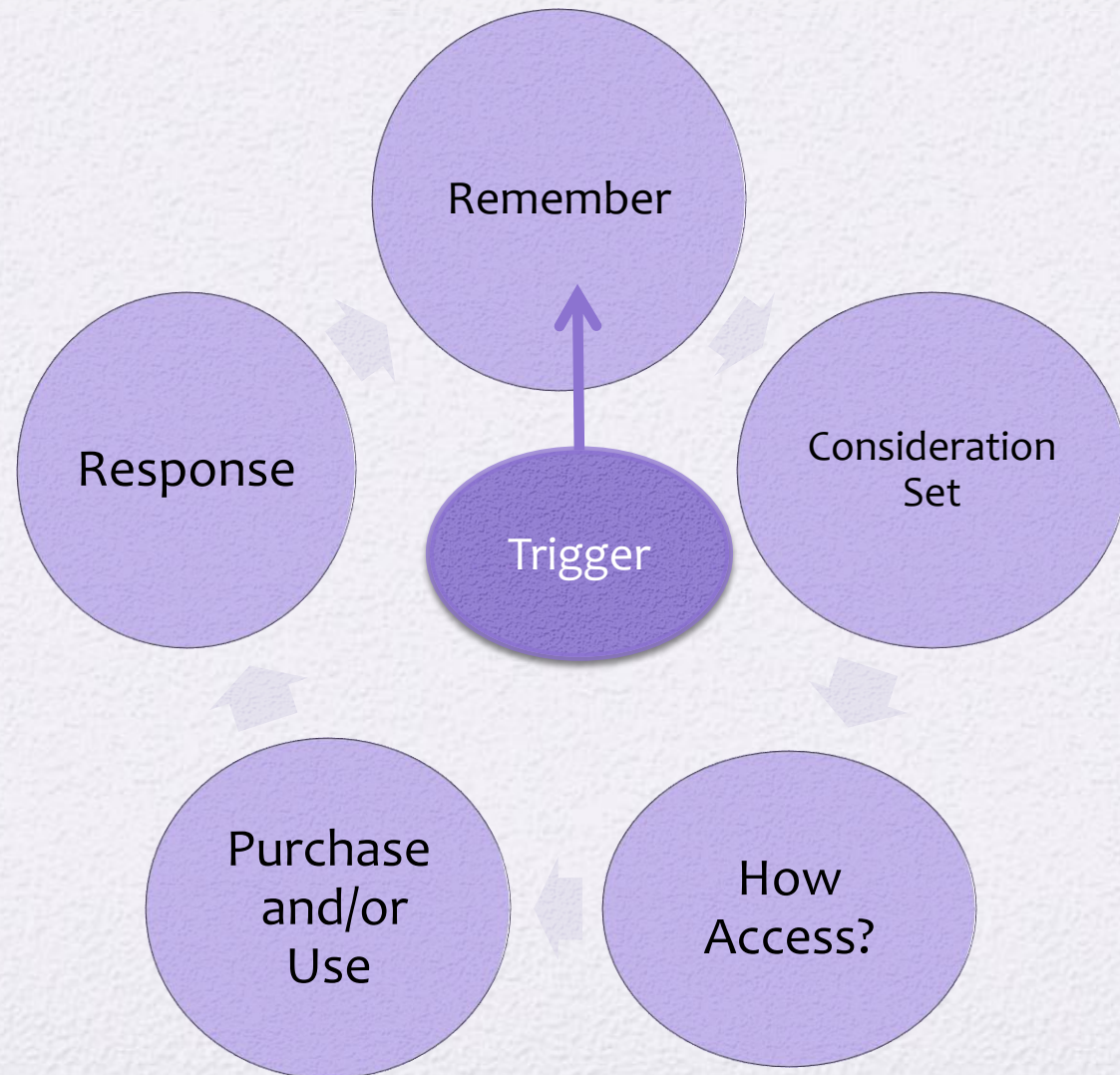
Most Inflection Points in Working Years

- College
- First Job
- New Home
- Marriage\Divorce
- Kids
 - Start School
 - Graduation
- New Job (or raise)
- Empty Nest
- Retirement



Engage across moments of truth

- Determine needs across “purchase cycle”
- Test appropriate marketing tactics for for each part of “funnel”
- Think about how these differ for different inflection points

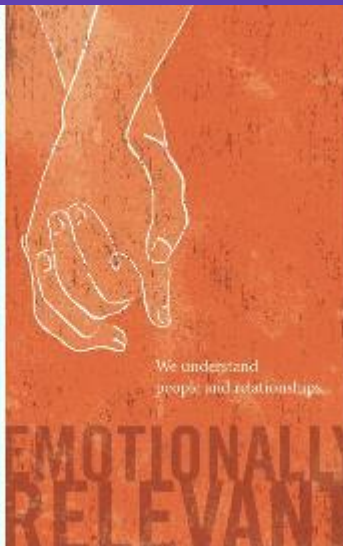


Lean into Brand Essence

HALLMARK'S FIVE THINGS



GENUINE



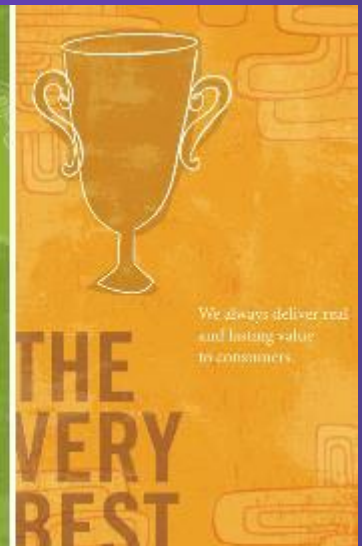
**Emotionally
RELEVANT**



**LIFE
AFFIRMING**



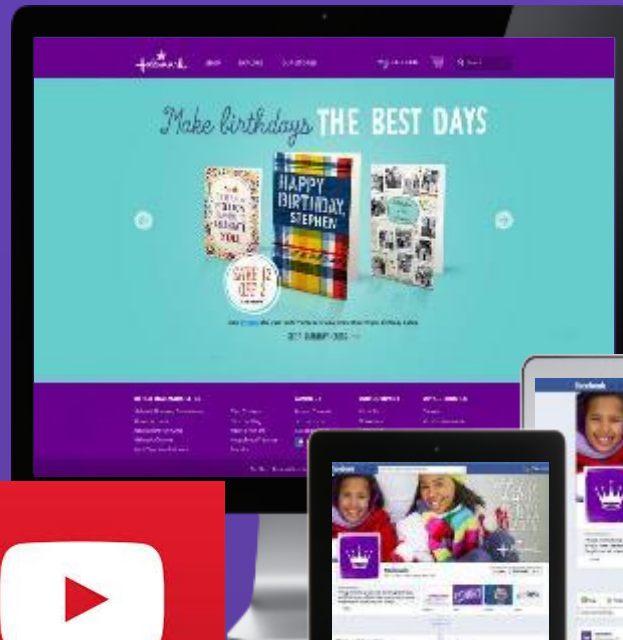
CREATIVE



**THE VERY
BEST**

Choose tactic based on strategies & integrate

BRICK AND MORTAR | WEB | PRINT
VIDEO | SOCIAL | BROADCAST | MOBILE



AARP
Real Possibilities

Digital has changed Marketing

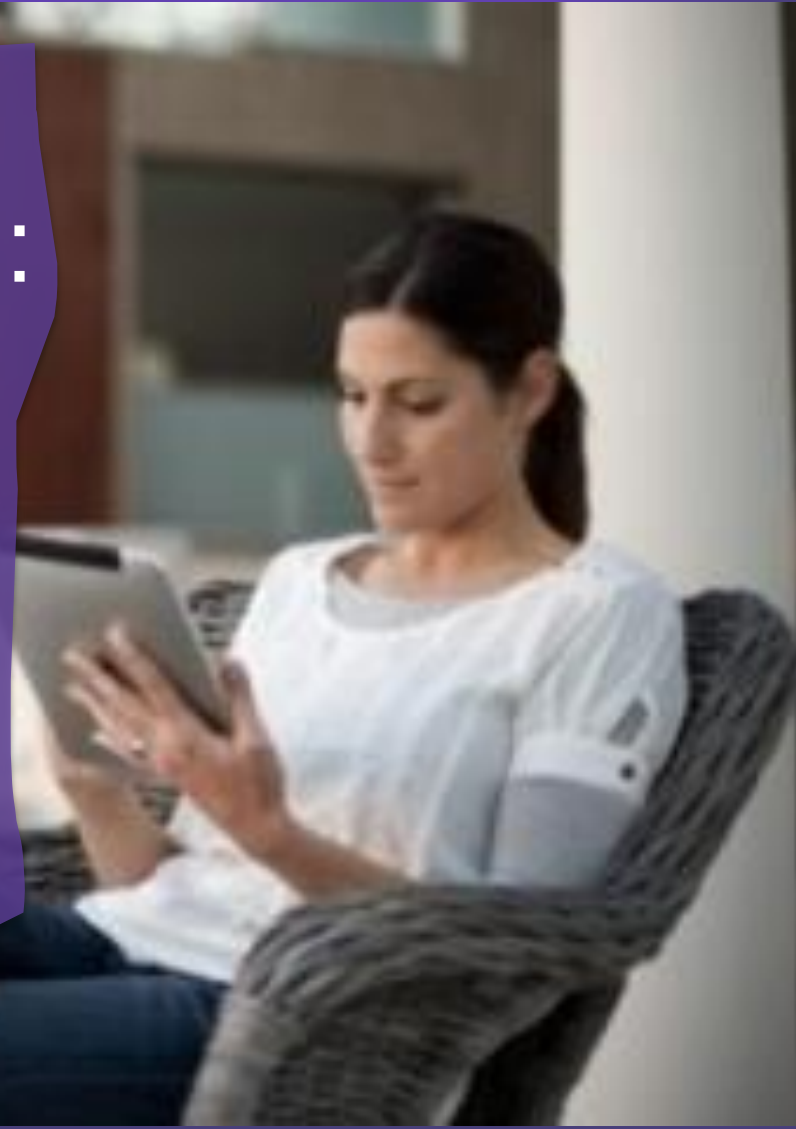
- Social world
- Mobile-first, but web still plays a key role
 - Digital Wallet
 - Hyper Localization
 - Sensors, Personal Assistant
 - Multi-screen lives
 - Big Data/Privacy
- Digital divide



When in doubt, go back to the Investor

Disagreements & shiny pennies abound:

- Be who you are {Brand Self}
- Understand the Value you bring to the Investor
- Be in their flow of life
- Leverage data & insights
- Take Risks (try new things)



Thank You!



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