

THE SANE



01 / Intro

ACT HUMAN MAINTAIN LOALTY

Let's be honest. It used to be easy. It used to be better. In the past, communication between brands and their consumers was a one-way street. Content could be thrown into the tunnel carelessly. In the end, everything somehow reached the consumer, finely portioned and nicely garnished. What could the consumer do with it? Nothing. That made it easy and, above all, convenient for brands. Dissatisfied consumers could get in touch with customer service, which usually, if someone was reached at all, did nothing. Even that was

irrelevant, because apart from explaining his displeasure to his small circle of friends and changing his own consumer behavior, the indignant consumer couldn't do much. He was just one (who no longer bought) out of many (who kept buying). Any outcry was usually unheard and quickly fizzled out. Fortunately for companies and brands, the market was not so saturated at the time, and the alternatives were limited and likely not better. Arrogance and ignorance had little consequence.



BUT BABY, KARMA IS A BITCH.



Then the internet arrived. Through it, consumers got a voice and something even more important: power. Customers became possible fans, possible influencers, possible multipliers. They finally found an opportunity they had previously been denied: to broadcast their opinions - not just their good ones, but their bad ones too. It was word of mouth on a new and more diffuse level. Today, communication happens via countless channels, through manifold nested tunnels, and a globally connected network - no longer just a one-way street. It is more uncontrollable, no longer clearly traceable, more anonymous, and most importantly, rapid.

And so, in this high-tech, digital age, we suddenly find ourselves in a situation that is characterized by more pure and essential



needs than ever before. Why? It can be said that the internet has made us more human - not necessarily voluntarily, but out of necessity. We want what is human. We look for it and orient ourselves to it. It offers security and stability.

CUSTOMER COMMUNICATION USED TO BE ONE-SIDED. TODAY'S DIVERSITY OF CHANNELS TRANSFORMS THE ONE-WAY STREET IN A TRAFFIC-CALMED AREA INTO A COMPLEX HIGHWAY NETWORK JAMMED IN EVERY DIRECTION. THIS MAKES IT POSSIBLE FOR CONSUMERS TO MORE ACTIVELY INFLUENCE AND SHAPE MARKETS AND THE PURCHASING DECISIONS OF OTHERS.





02 / In a relationship with the consumer

Brands and consumers are undeniably in a humanly interdependent relationship. It's no longer just about what the company can do for its customers, but also about what the customers can do for the company.

This is exactly where karma comes in again. Who wants to be friends with

someone who only takes without giving? Who just tells without listening? Who only sees himself without looking at his counterpart? Such a relationship may seem rosy and have its attractions at first but will undoubtedly fizzle out in time. After a while and after a little more routine, it gets cool and distant in this relationship. Consumers may just become bored. But in the worst cases, they feel neglected, not understood, and possibly even taken advantage of. In the end we turn away disappointed and turn to the innumerable channels now readily available to let the world know of all their grievances. They are not just customers - they are influencers, creators, opinion leaders, entrepreneurs.

COMPANIES MUST BEHAVE LIKE A GOOD FRIEND WHO CAN EXPECT A LOT FROM HIS COUNTERPART; CONVERSELY, A LOT IS DEMANDED OF HIM.





03 / Being kind is being smart.

In their book “The Human Brand” (2013, published by John Wiley & Sons), customer loyalty expert Chris Malone and social psychologist Susan Fiske explain their discovery that our perceptions result from unconscious and spontaneous judgments that are triggered by warmth and competence of the counterpart. This applies not only to our impressions of people, but also of brands and companies.

The Brand Humanity Index was defined in a study carried out by Forrester Consulting on behalf of Braze (2018). It determines the emotional and functional values of a brand that lead consumers to perceive it as human. Among other findings, it became clear that around 65% of consumers are more loyal to a brand with which they feel

a human connection.

Both the study and the book are no longer up to date and could not take today’s circumstances into account at the time of publication.

TRIGGERED BY A GLOBAL CRISIS, OUR TECHNICAL PROGRESS AND THE SHIFT OF BRAND COMMUNICATION INTO THE DIGITAL SPACE HAVE ACCELERATED SO MUCH THAT CONVEYING COMPETENCE AND WARMTH BECOMES A MAJOR CHALLENGE.

Brands and their customers are no longer only connected in the physical space.





THE TERM „BRAND HUMANITY“ HAS BEEN A HEAVILY DISCUSSED TOPIC FOR YEARS, BUT IT IS INDEED THE BIGGEST ISSUE THESE DAYS - NOT ONLY IN THE RETAIL SECTOR, BUT ALSO IN AN AREA IN WHICH HAPTIC, SENSORY AND HUMAN PARAMETERS WERE THE STARTING POINT FOR A LASTING AND EFFECTIVE EXPERIENCE: THE FIELD OF LIVE COMMUNICATION.

More and more successful digital and virtual formats continue to appear on the market. With every technically and aesthetically successful digital experience,

customers and users recognize the advantages of shifting certain formats into digital space and breaking down prejudices. The technical affinity and ability of consumers are changing noticeably. Companies and brands are proving their competence better every day. Even if there is still a lot of room for improvement. Although it will certainly take a while before a good standard in the field of digital event and trade fair solutions are set in place, lots of companies have already proven their competence.

Neglecting the improvement of humanity would only be an invitation of our good, but unyielding friend karma.





ALONG THE WAY OF TECHNOLOGICAL DEVELOPMENT AND DIGITAL ADVANCE, TRUST HAVE BEEN LOST. THE FOLLOWING SHOULD BE UNDERSTOOD: CONSUMERS AND USERS WANT TO COMMUNICATE – BUT WITH A WARM FACE, NOT A COOL SCREEN.

It is irrelevant whether this “face” symbolically represents a real face - which is undoubtedly an advantage - or whether it is just a person’s imagination. Brands and companies must contact their customers through humane and authentic expression and reactions.





*04 / To become human means to
“remain human”.*

**STRONG BRAND COMMUNI-
CATION AND MAINTAINING
CUSTOMER LOYALTY ARE BASED
ON HUMANITY.**

There are 3 rules for generating and consolidating human worth, which we already indicated at the beginning. We repeat the foundations of an interaction-based relationship: giving/taking, listening/telling, representing/observing.

A large, vertical, blurred image of hands holding a globe, serving as a background for the text on the right side of the page.

**GIVE AND
TAKE.**

ENGAGE.

**TELL AND
LISTEN.**

EMPATHIZE.

**OBSERVE
AND**

REPRESENT.

ATTRACT.





Give / Take

Give customers what moves, stimulates and challenges them. Conversely, accept what comes back, recycle it and use it. We left the one-way street a long time ago. It would therefore be naive to think that the opinions, moods and needs of our consumers have no influence. Quite the opposite: They can cause us massive damage that is difficult to revise. On the other hand, if used correctly, they can greatly enrich our product.

BY TURNING CONSUMERS INTO CREATORS IN A CONTROLLED AND GUIDED MANNER, WE CAN NOT ONLY SATISFY THEIR NEEDS, BUT ALSO OPTIMIZE OUR PROCESSES, SERVICES AND CONTENT.

Tell / Listen

It is essential to convey relevant content and make it available to the user. Reaction to this content made available should even be actively expected. Correct handling of customer feedback opens up opportunities and potential gains. Responses should be carefully considered and skillfully addressed.

THE NEED FOR COMMUNICATION SHOULD BE RECOGNIZED AS SOON AS IT ARISES. IT IS ESSENTIAL TO BE OPEN TO EXTERNAL COMMUNICATION AT THE RIGHT MOMENT.

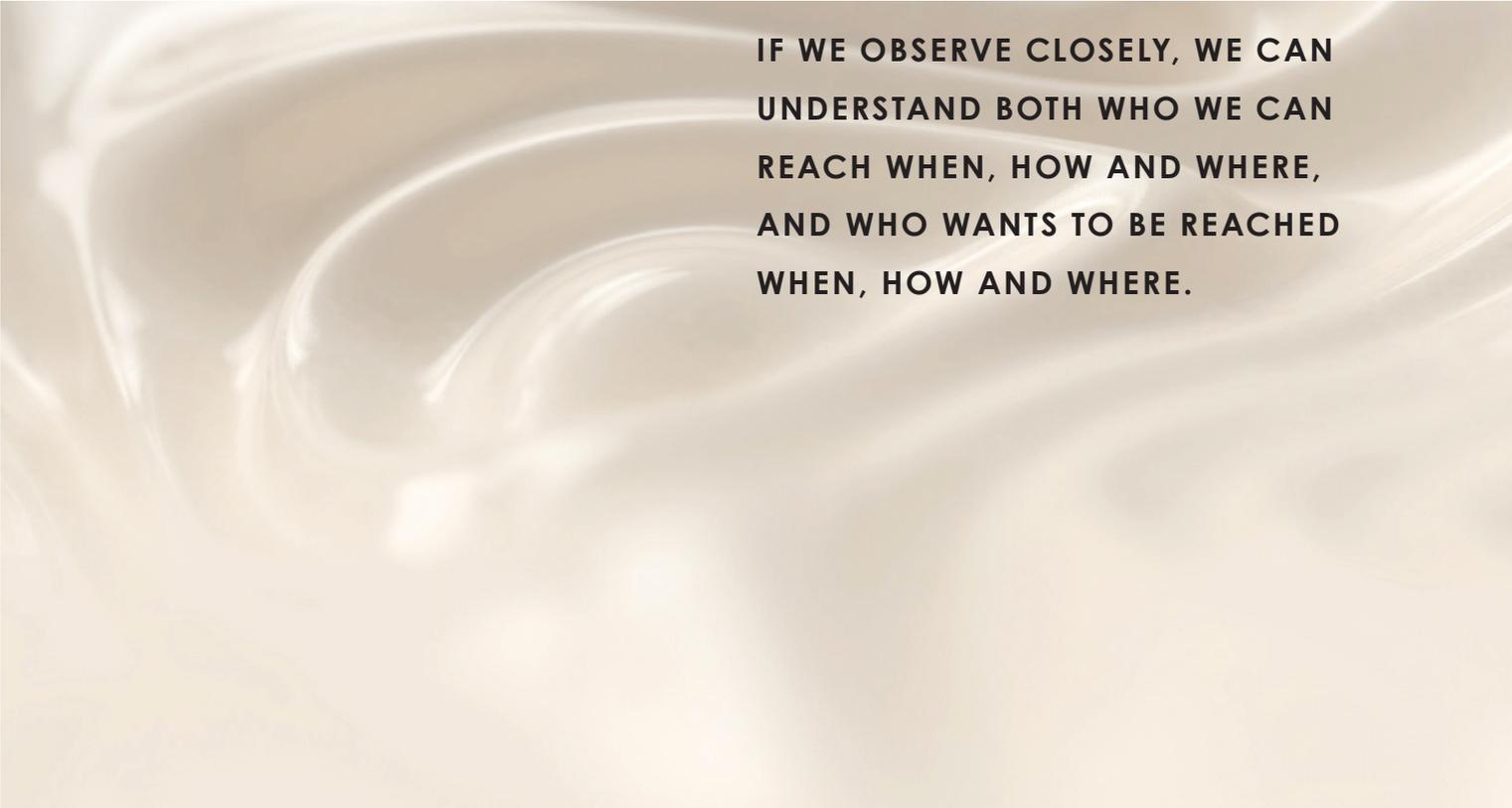
Users and customers usually make it clear fairly quickly what they need. The task is to meet reactions and needs on a level that is respectful and conveys trust. Even the offer of communication can resonate with most users, participants and customers and turns initial prejudices or dissatisfaction into positive experiences.





Represent / Observe

Image is everything. However, even the most carefully veiled facade will one day be exposed. Authenticity is an often misused and inflated term, but it is in fact the basis for trust. Whoever shows his true, honest self, is perceived positively and thus accepted. In return, it is imperative to watch one's counterpart. Since we unfortunately lose the ability to interpret facial expressions in digital space, we are dependent on recognizing expressed and perceiving behavior and habits. This includes not just comments and click sequences, but the entire way of life.



IF WE OBSERVE CLOSELY, WE CAN UNDERSTAND BOTH WHO WE CAN REACH WHEN, HOW AND WHERE, AND WHO WANTS TO BE REACHED WHEN, HOW AND WHERE.





We come to the principle that was amongst others one of the core statements of our first white paper „Beyond Hysteria“.

THE ANALYSIS OF USERS, THE UTILIZATION OF KNOWLEDGE AND THE DEVELOPMENT OF APPLICATIONS DERIVED FROM IT ARE THE BASIS FOR CREATING SUCCESSFUL FORMATS.

If a format is already in progress and offers a platform for communication and consumer encounters, it is important to constant-

ly observe both digital and real behavior and reactions to let them flow into our processes. This should be done not generically and anonymously but individually.

THROUGH A WELL-FORMED SEGMENTATION, WE CAN DETERMINE THE RIGHT COMMUNICATION CHANNELS, MEET THE USER WITH THE COMMUNICATION AND THE CONTENT THAT HE ACTUALLY NEEDS, AND OFFER HIM THE OPTIMAL SERVICE THAT CAN SATISFY THOSE NEEDS.





05 / It's not what you say, but how you say it.

The task of becoming human and staying that way should not be circumvented by measures put in place because they are easy and less costly. A chat bot doesn't automatically seem human just because it can smile through an emoji. People need people - human reactions in a human tone.

IT IS THEREFORE IMPORTANT TO THINK CAREFULLY IN ADVANCE WHICH TYPE OF COMMUNICATION IS BEST SUITED TO A COMPANY SO THAT IT IS NOT ONLY AUTHENTIC, BUT ALSO COMPETENT AND WARM AT THE SAME TIME.

In addition, it has to be recognized which type and level of communication the user wants and expects. From then on, as cheesy as it may sound, a brand should behave like a good friend: courteous, interested, unobtrusive.

And should something go wrong, remember that a reliable -- as opposed to a hypocritical egomaniac -- is often forgiven for mistakes.

As long as the intention is good and the implementation is noble, a misstep can be overcome. In the end, it's all about karma.

NAMASTE.

