

THE AUTO-ID CENTRE

COMMUNICATION STRATEGY

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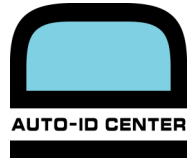
COMMUNICATION STRATEGY

- First decide what we say

message development

- Then how we say it

communication plan



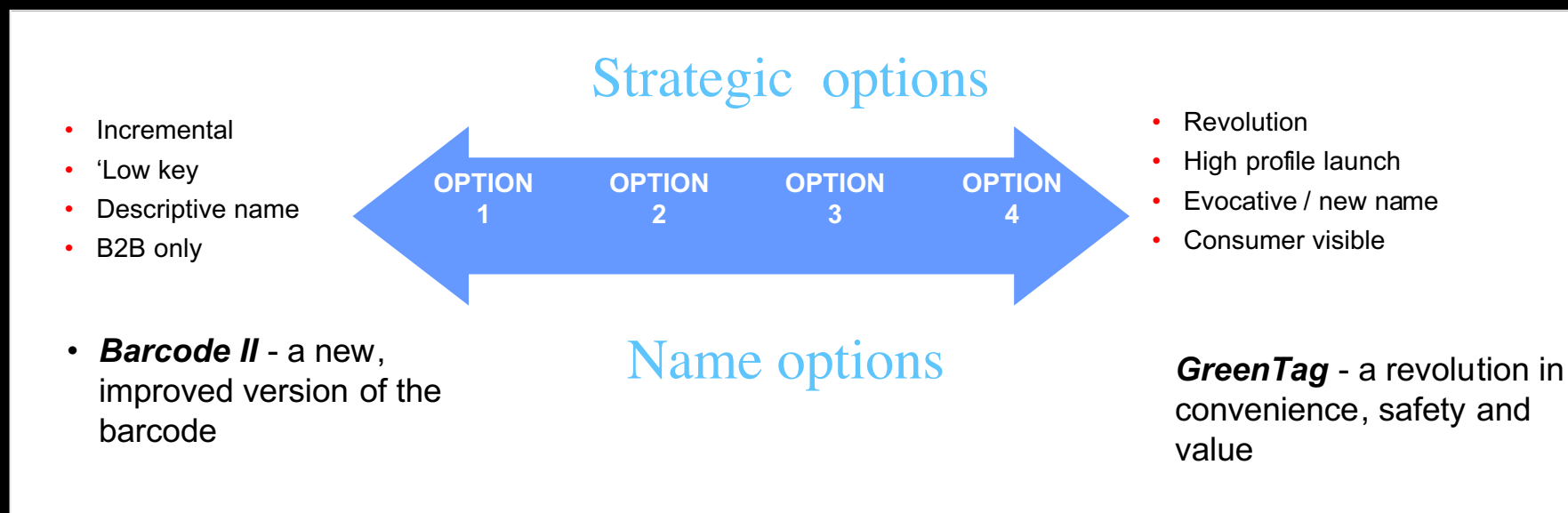
MESSAGE DEVELOPMENT

- Explore potential messages
 - different benefits
 - different audiences
- Select appropriate message



AN EXAMPLE

- A spectrum of options exist, each with different implications on message development.



- We need to generate and explore the pro's and cons of options as a foundation of our communication strategy



WHY IS IT IMPORTANT?

- drive adoption
killer application
- address key issues
privacy



PRIVACY: PRUDENT OR PARANOID?

- There will be privacy concerns surrounding the auto-ID system
 - what will these be?
 - will they be new or different compared to other technologies?
- The concerns will be dependant on how the system is explained and to whom we are talking to
 - a wide range of (mainly rational) benefits
 - many (mainly emotional) concerns



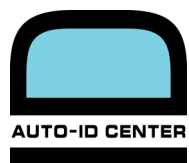
PRIVACY: IMPLICATIONS

- Need to understand the range of potential concerns with different audiences

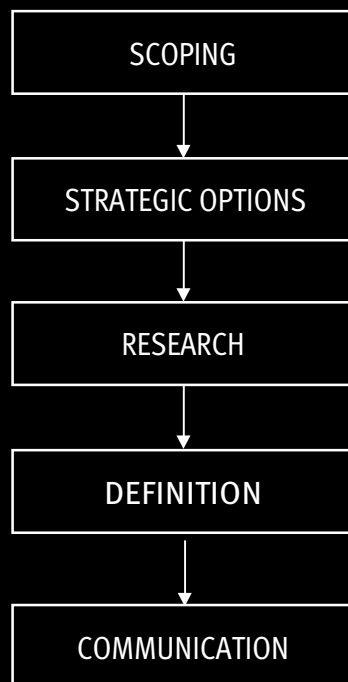
This will require **original research**

- The auto-ID system must strive for a pervasive, compelling benefit that is positively and proactively communicated.
- In the absence of positives you are left with the negatives

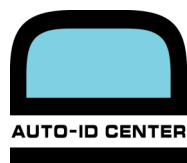
No new is bad news



PROCESS



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RESEARCH COST - £000

	B2B	Consumer	Total
Scoping	6 interview EU	2 group EU	9.5
	6 interview US	2 group US	12.2
	6 interview Japan	2 groups Japan	18.8
Research	8 interview EU	4 group EU	16
	8 interview US	4 group US	19.6
	8 interview Japan	4 groups Japan	30.4
Naming	6 interview EU	2 group EU	9.5
	6 interview US	2 group US	12.2
	6 interview Japan	2 groups Japan	18.8
Total			147

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OUT-PUT

- Clear, consistent, tested message
 - drive adoption
 - address privacy issues
- A name and strap line
 - Short hand for a 'message'
 - Differentiation & Ownership
- Content for the communication plan



SUMMARY

- Incredibly important
 - drive adoption
 - address key issues - privacy
 - form the basis for our communication strategy
- But it's a costly exercise
 - Find ways to reduce costs to the centre