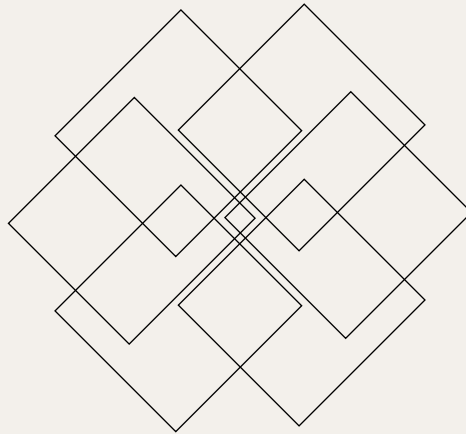




dentsu x

# Motivations

The *why* beyond the *what*



# Unlocking the **why**

Why do people do the things they do? It's a question that has stumped philosophers and scientists for centuries, but thanks to dentsu X's latest innovation around understanding people's Motivations, we may finally have an answer.

At dentsu X, we study the innermost drivers that influence people to act in certain ways, otherwise known as Motivations. By understanding these Motivations, we can drive growth for brands by decoding behaviour and connecting with valuable audiences like never before.

So, the next time you're wondering why a customer buys a product, ask yourself, "What are their Motivations?"



## Motivations: **A deeper look**

We've all had the experience of buying something, unpacking it, and then keeping the box even if we have no use for it. Some may not understand this behaviour, but have you ever wondered why people do it? And whether they do it for the same reasons?

Let's say two people buy the same designer trench coat. One person might be buying it to celebrate a recent promotion at work, whereas for the other person it might be to feel more connected to a parent who also owned and loved that same trench coat.

They may show the same behaviour, but their underlying Motivations are different.

The why behind what people do is what we call Motivations. It goes beyond the functional reasons for choosing a brand or product.

By profiling more than 400,000 people in 70 markets across the world, we have identified six core Motivations that drive everyone at varying levels.

Accomplishment, Affection, Information, Possession, Power and Protection.

These six core Motivations are comprised of 25 sub-Motivations which are each defined by individual statements that help us dive deeper into the uniqueness of each person and their drivers.

The beauty of our new Motivations study is that it lives right within our privately owned and operated consumer insight tool CCS. This tool has helped our clients to understand audiences on a truly human level for almost 20 years.

This means that we're not only able to understand and build audiences based on Motivations, but can also understand their deep media behaviours, lifestyles, passions, favourite brands, and category behaviours. Do you think there are motivational differences influencing what phone brand a person uses? Well, thanks to our study, we now have the answer.





# Why understanding Motivations is important for brands

In today's data-driven world, we have never had more information to show us what our customers are doing, their interests, their wants, and even their purchases. However, in such an oversaturated market, our messages are often being ignored.

Even with all this data, there is still a disconnect between what is being offered and what consumers actually want and expect.

Adverts can be placed in the perfect spot, at the perfect time, but if what you're saying isn't resonating with your audience, that interaction will likely fade into oblivion.

However, if brands can figure out the *why* beyond the *what*, they can start to bridge the expectation gap and become truly relevant to their target audiences.



# How understanding Motivations is helping our clients

Understanding Motivations is helping our clients discover data-driven human truths about their audiences, which, in turn, is empowering the planning across all marketing disciplines.

This Motivations study has allowed us to dig deeper into understanding our clients' target audiences. Audiences that on the surface appear similar in terms of demographics and consumption are now shown to be very different in terms of what drives them to

make decisions. We can see what makes audiences tick as opposed to simply what they look like in terms of media habits.

Within media, Motivations are allowing us to target truly relevant audiences with creative messages that are designed to speak to their innermost drivers. It helps our clients plan intricate nuances into their offline events as well as breaking biases in product positioning. Here are a few examples.





## Men's Skincare

How do we speak to men about skincare in a manner that is meaningful to them?

Traditionally, marketing around men's skincare products centers around simplicity and effectiveness, stereotypically concentrating on minimal effort. However, understanding the Motivations of the men who purchase these products is helping us escape menial typecasting and enabling us to create effective messaging.

For example, both men and women who purchase skincare products have

*Information* and *Protection* as their top Motivations (you will see below that *Information* is almost always the top Motivation across all countries).

Interestingly, *Affection* is the third most important Motivation for women, while it is last for men. Instead, men are more driven by *Power* and *Accomplishment* – both of which rank the bottom two for women.

This tells us that connecting with others is a key driver in the skincare category for women, while, for men, it is more about being seen as superior and accomplished.



## Engagement and Advocacy

Understanding the Motivations of our clients' most valuable customers also helps us make actionable recommendations on what type of events will drive the highest level of engagement and advocacy.

Our insights into audiences that purchase entry-level luxury cars shows us they are actually being driven by the sub-Motivation *To Showcase*, rather than the clients' current messaging around being different. From this data we were able to recommend events that allow up to six plus-one's to events, rather than exclusive members-only events, thereby allowing the customers to truly showcase their success.



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## Core Motivations

Unpacking Human Behaviour







# Accomplishment

The **Accomplishment Motivation** is often driven by a desire for recognition and acknowledgement from others. This can be expressed through achieving goals and overcoming obstacles. Exhibition is also often a key component of this Motivation, as recognition usually requires others to be aware of one's accomplishments. For many people, this Motivation is closely linked to their sense of self-worth, which can be a powerful driving force in their lives.

## Sub-Motivations

- To Achieve
- To Compete
- To Showcase
- To Be Noticed
- To Be Recognised

## Did You Know?

Motivations change when you become a parent! When comparing 25-39 year-olds without children with mums and dads of the same age, we see a significant shift in the *Accomplishment* Motivation in the parent group. In particular, the sub-Motivation *To Compete* increases by 23% for dads, and *To Be Noticed* increases by 28% for mums. But it's not just these. 45% of the dads wanted *To Be Superior* (Power Motivation), whilst a whopping 58% of the mums wanted *To Have Order* (Possession Motivation).



# Affection

This Motivation is centred around the desire to love and be loved. People who have *Affection* as their core motivator will have a need for affiliation and often seek out the company of other people. This also includes the need to be helped or protected by others and building affection through fun activities, and there's nothing wrong with a bit of fun!

## Sub-Motivations

- To Belong
- To Nurture
- To Not Be Rejected
- To Be Needed
- To Play

## Did You Know?

People with a strong core *Affection* Motivation naturally value friendship and sharing life with others. But interestingly, they are 21% more likely to agree with the statement *there are too many decisions to make in life* than any other Motivation segment. Why is that? Well, they *like to share their everyday adventures with friends and family, seize every opportunity as it arises, are always concerned about what others think about them*, and it's also very important to be *individuals and not just part of the crowd*. No wonder they have too many decisions to make!





# Information

This Motivation is about the need to gain knowledge and share it with others. These people have an innate need to learn more about the world around them for a few reasons. The first is that these people have a natural curiosity; they want to know how things work and why things happen. Secondly, they want to share; they want to be able to teach others what they have learned and be able to solve problems and make decisions that will improve their lives. This Motivation isn't necessarily about books and facts, it could also be about knowing the hottest new restaurant in town or even up-and-coming artists!

## Sub-Motivations

To Know  
To Tell Others

## Did You Know?

We live in a day and age driven by information. When you think about where to go on the weekend, how to get there, what to eat, etc. - all these decisions are driven by information. So, naturally we see *Information* being the number one core Motivation across almost all markets we surveyed. The only markets where *Protection* ranked just above *Information* were Japan, Hong Kong and Taiwan.





# Possession

This Motivation centres around acquisition, construction, order, and retention. It involves obtaining items and experiences we desire, and, at times, these desires compel us to create new things. Obtaining and creating items and experiences is an important part, however keeping objects and organising them is also key.

## Sub-Motivations

- To Acquire
- To Build My Own
- To Have Order
- To Retain



## Did You Know?

Out of the key social media platforms, Pinterest users are more likely to openly identify their Motivations than any other platform's users. The core Motivation that stands out for Pinterest users is, of course, *Possession*, at 43% – within which the leading sub-Motivations are *To Acquire* (50%) and *To Build My Own* (61%). Pinterest is the place to engage audiences looking to uniquely express who they are with the things they purchase.





# Power

This Motivation is about having a sense of control over our lives and the people and things around us. People whose core Motivation is *Power* may establish firm boundaries in their relationships to maintain their autonomy. They also like to control situations and take the lead. This Motivation can be helpful sometimes, but it can also lead to conflict and feeling overwhelmed. Don't worry, this Motivation isn't as devilish as it sounds – after all, what's wrong with knowing what we want?

## Sub-Motivations

- To Pursue
- To Be Independent
- To Be Different
- To Be Superior



## Did You Know?

The top brands *Power*-driven people love are Land Rover, BMW, Mercedes Benz, Nike, and Apple, in descending order. The top three are all automotive brands. Going after an audience with the motivation of *Power*? Target luxury automotive brand affinity audiences.

# Protection

Closely connected to *Power*, this Motivation is focused on the maintenance or protection of power. While *Power* moves from the inside out, *Protection* is more strongly associated with our need to protect ourselves from the outside in. People whose core Motivation is *Protection* are motivated by the need to protect themselves from harm, loss or failure. That could be because protecting the reputation they have built is crucial to them, or because they have a lot at stake, and stability is more important than high return. There's nothing wrong with looking after yourself, are we right?!

## Sub-Motivations

- To Defend
- To Avoid Failure
- To Prevent Harm
- To Be Alone

## Did You Know?

Taiwan (58%), Hong Kong (51%) and Japan (49%) are the only countries we surveyed that have *Protection* as their number one core Motivation. However even in these three markets there are distinct nuances that make the *Protection* Motivation different. Japan's top sub-Motivation within *Protection* is *To Avoid Failure*, for Hong Kong it's *To Be Alone*, and for Taiwan it's *To Prevent Harm*.





## Go forth

dentsu X is an integrated agency network combining best-in-class communication and media planning services, content creation, technology, data and behavioral insights. dentsu X helps brands create integrated and personalized marketing solutions to cut through the noise of a saturated media market and meet rapidly changing consumer demands to deliver 'Experience Beyond Exposure.' They have more than 3,500 experts in 52 markets. Key clients include LVMH, Heineken, Generali, Kao Corporation and Nestlé.

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