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OVERCOMING BRAND **NON-COMPLIANCE**

The story behind

ADDICTION, LOVE AND FEAR

Lokusdesign
The Growth Catalysts



Non-com-pliance

/ nänk m plī ns/

noun

noun: non-compliance

failure to act in accordance with
a wish or command.

failure to confirm to rules or standard

Non-Compliance in Brand & Product behavior is obvious in healthcare and lifestyle products, but the problem is far more encompassing. Not using a product or doing an activity on a regular basis, which has been proven and accepted to be a beneficial choice, is non compliance.

But if we know its good for us, then why don't we do it? What stops us? Is it a conscious and deliberate avoidance or a sub-conscious reason that we do not understand?

Before we explore this further and attempt to develop a solution to overcome, let's understand the scale of brand and product categories **WHERE NON-COMPLIANCE HAS BEEN IDENTIFIED TO BE A CONCERN.**

NON-COMPLIANCE AFFECTS BOTH THE CUSTOMER & THE BRAND. While the brand constantly looks to improve, innovate, and deliver on its brand promise to overcome non-compliance, is it enough?

Absolutely Not. The key is in understanding the real reasons behind non-compliance so that the solutions hit at the heart of the problem.

To understand these reasons further, we picked up a category where not only brands but mothers have been fighting non-compliance for years!

By studying the milk additives usage and product behavior, we were able to get a glimpse into some of the reasons for non-compliance.

This gave us a starting point to coming out with the all-encompassing solution.



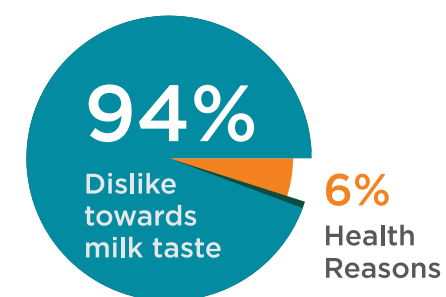


Non-Compliance in the MILK ADDITIVES INDUSTRY



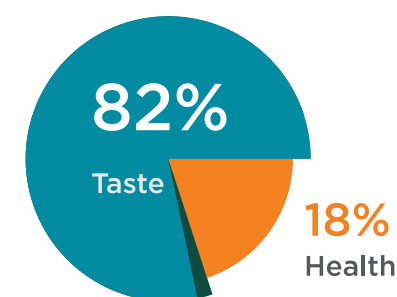
After speaking to a set of 1000 respondents comprising of mothers and kids using techniques such as direct interviews and focus group discussions, we were able to get our first taste of the real reasons behind non-compliance.

Reasons for consumption



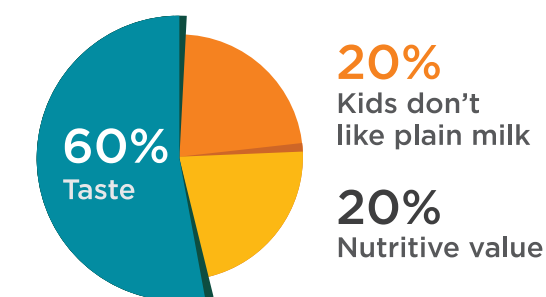
94% of the kids do not like the taste of plain milk, hence they consume milk additives.

Preferred Characteristics



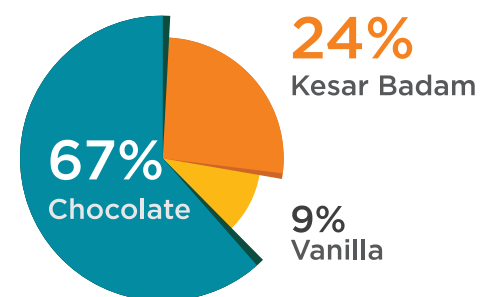
Taste is the most preferred character in milk additives category for kids & drives consumption.

Reason for buying milk additives



60% of the adult buyers buy milk additives due to its ability to transform the flavor of milk and no other reason.

Favorite flavor



24% adult buyers prefers price as the most important attribute while making the buying decision followed by value, variety, packaging & brand name.

Even after aspects such as performance & taste transformation,
we realized **THERE WAS STILL A LATENT NON-COMPLIANCE WHICH EXISTED.**



REASONS for non-compliance

Reasons for non-compliance are, at times, **PETTY AND SMALL, BUT IMPORTANT AS EVER.** What are the steps we should take to overcome this non-compliance? Can we create change that will not only overcome non-compliance, but spark a higher usage of the brand?

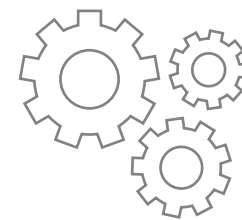


Using valuable insights from our milk additives research, we wanted to create a structure to zero in on the real problem behind non-compliance and support **A CHANGE THAT WILL LEAD TO SUCCESS!**

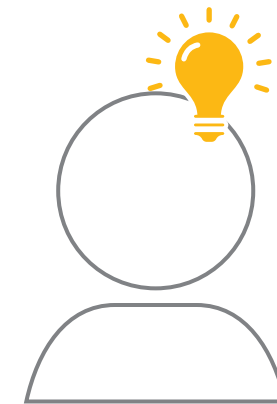
Used Across Categories



Enable Solutions



Spark Innovation



As our first step, we asked people the things they comply to everyday and things they don't, which they know they should. This would help us to get a more comprehensive list of all the reasons for non-compliance.



COMPLIANCE

Energy / Spiritual

Passion

Hygiene

Fun

Love

Strength

Habit

Fear

Entertainment

Addiction

Responsibility

After sorting out similarities in the reasons, we identified three key reasons for compliance and non-compliance. We dug deeper into these three reasons to analyze them further and create solutions for each reason.



NON-COMPLIANCE

Efficiency

Boredom

Lack of addiction

Laziness

Time

Stress

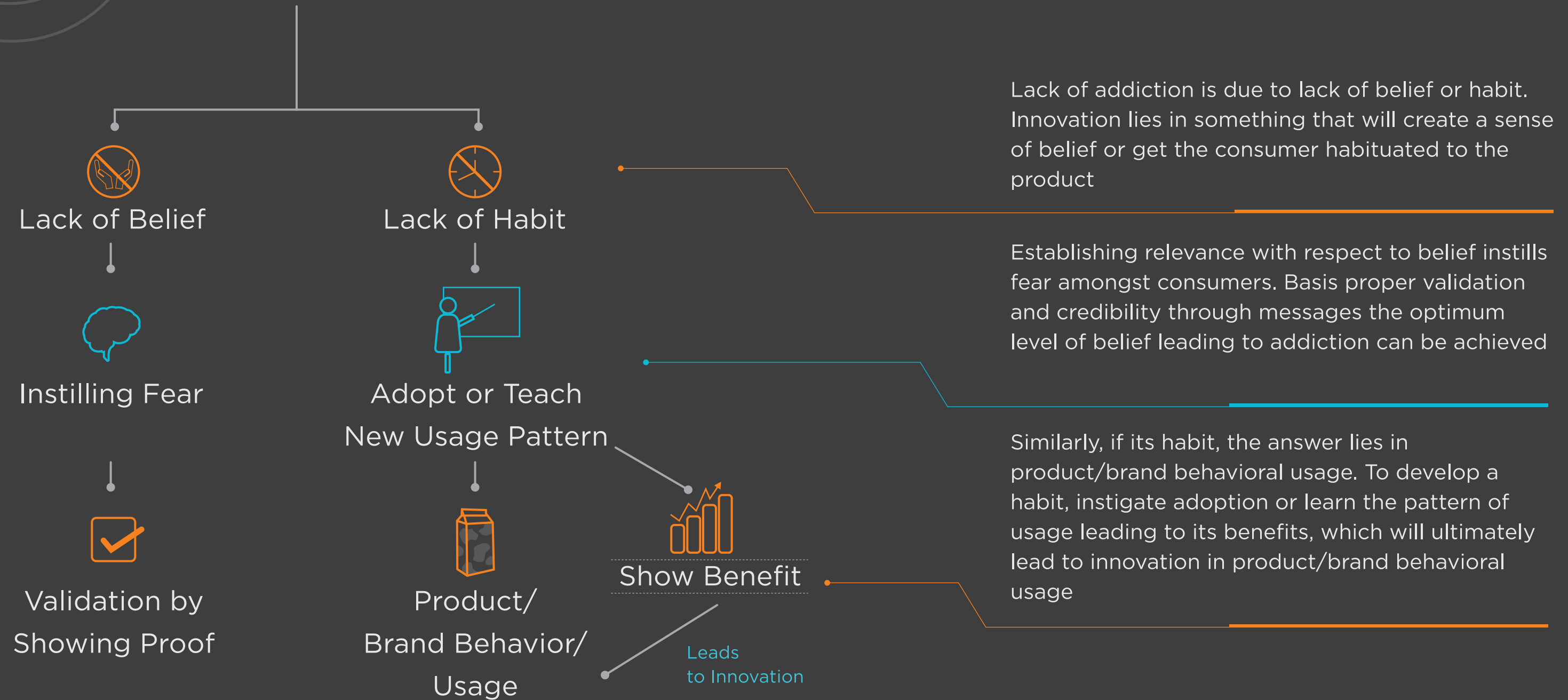
Lack of love

Inconvenience

Dissatisfaction

Lack of fear

Lack of ADDICTION



Lack of LOVE

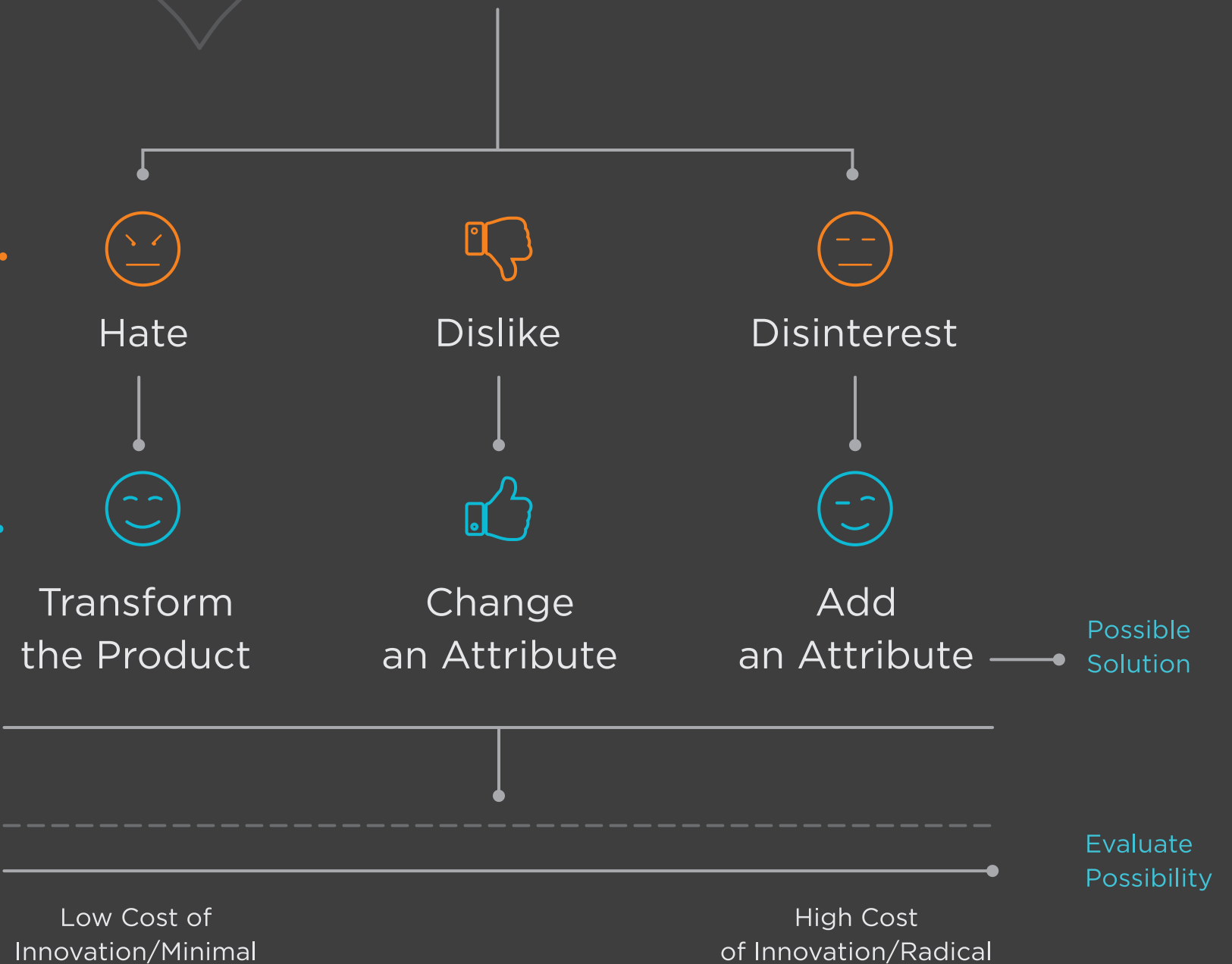
Consumer's lack of love is probably due to hate, dislike or disinterest

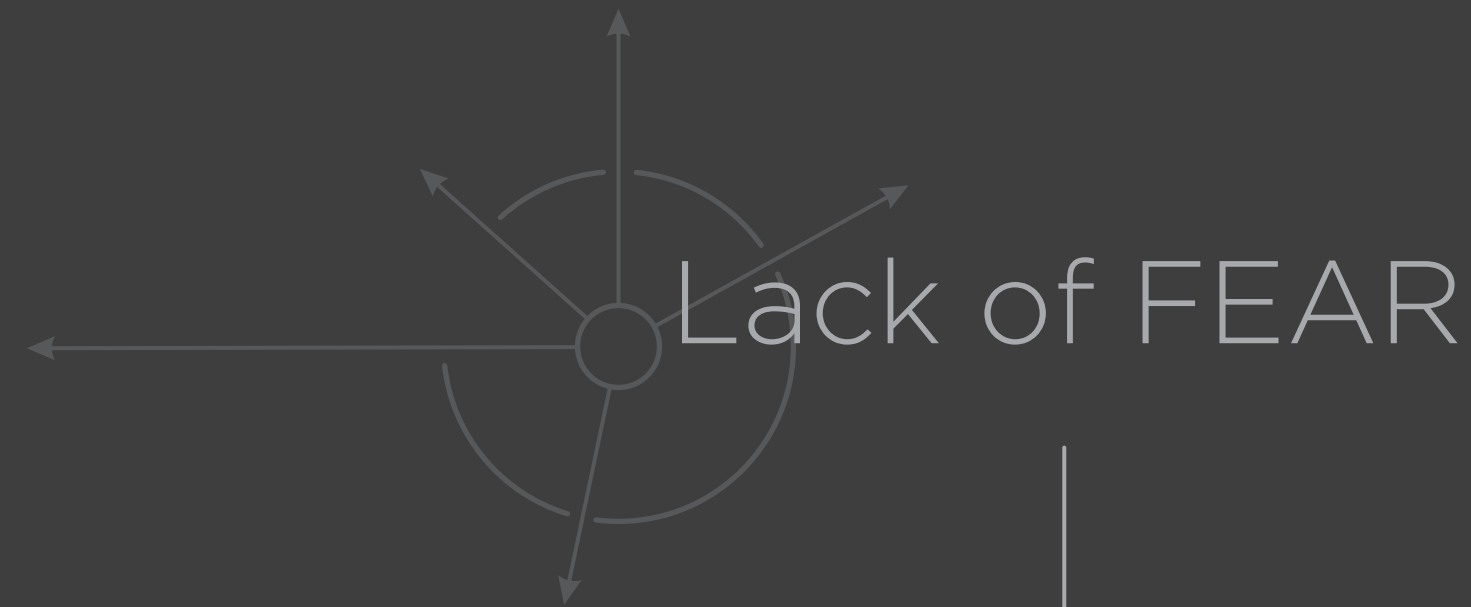
By identifying the aspects behind hatred, dislike or disinterest of the consumer

Need to transform, change or addition of qualities arises

But the extent to which these aspects can be brought into change depends on the evaluation of extent of possibility

This will give us an impression to evaluate the potential of innovation based on the revenue profitability





Levels of Reason

Lack of Knowledge

Teach

Lack of Priority

Add Importance

Ignorance

Show Duties

Invincibility

Fuel Further!

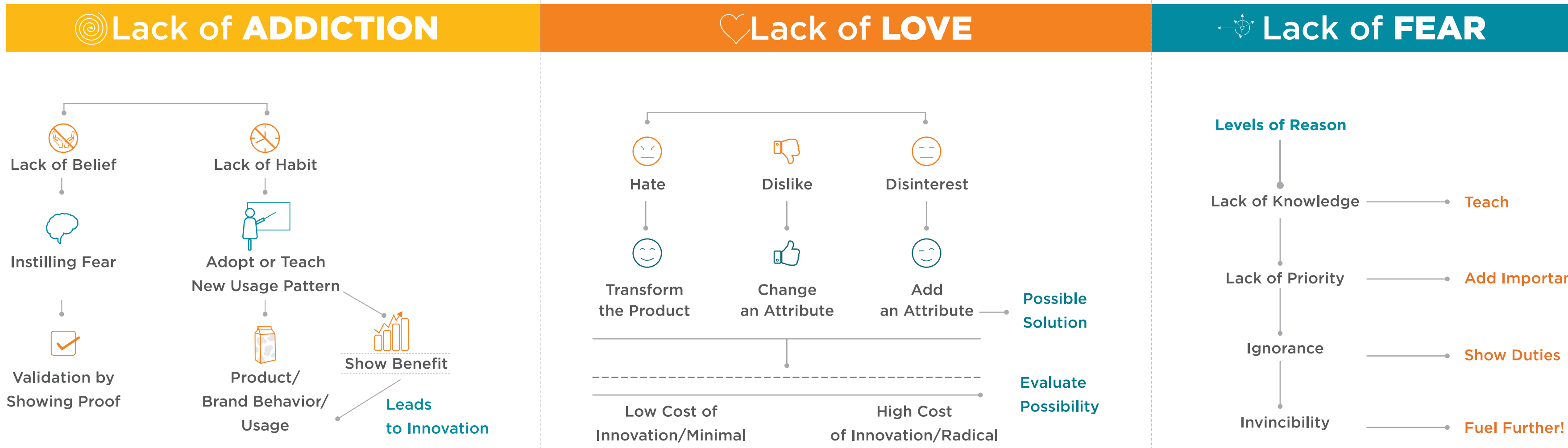
Lack of fear amongst consumer rises out of factors like:

Lack of knowledge, other important priorities, ignorance, and ego (god like)

To get the compliance amongst the consumers who lack fear, there is a need to fuel their ego, by making them feel like god.

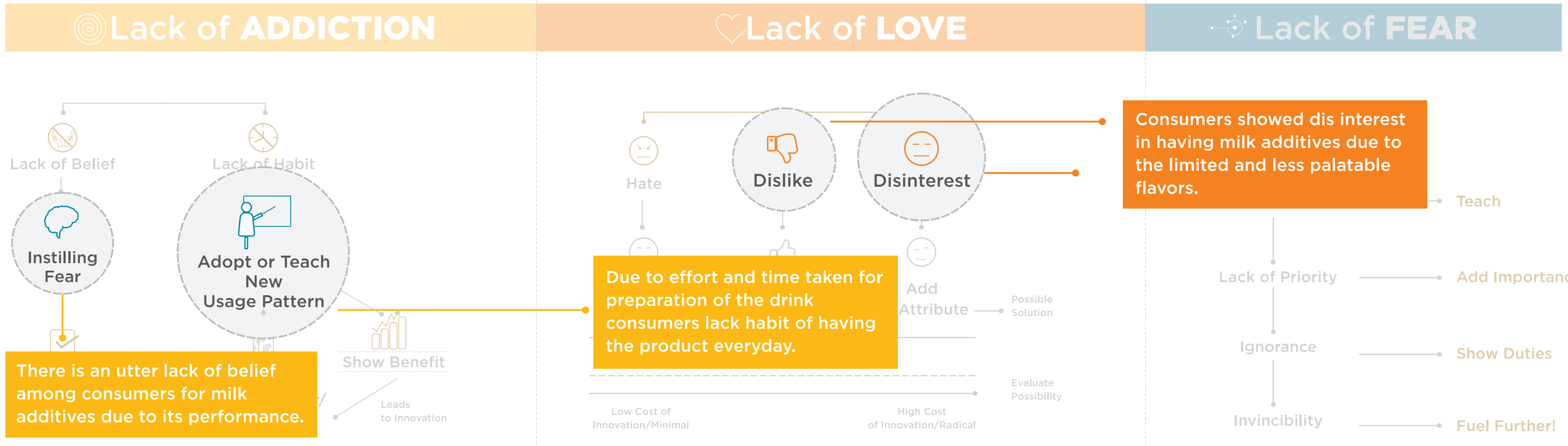
This is one of the most dangerous reasons, but the easiest to overcome. If there is a lack of fear, play on the image of the fearless and add attributes for status, beauty, and self-image.

Decoding **NON-COMPLIANCE**



Finally, we were able to create one consolidated structure which will determine if the consumer lacks addiction, love or fear for their favorite brand. We now use this model to understand our milk additives non-compliance better! **LETS CHECK IT OUT...!**

CASE-IN POINT: Milk Additives



Understanding these parameters give us the starting point to innovate and make changes for better compliance to the category, and therefore **BETTER CATEGORY AND BRAND PERFORMANCE.**

This is just an example of one simple category from a huge segment. Proper use of this structure can give us the ability to identify the core reason behind non-compliance. This would enable change, transformation, and innovation to create strong habit, love, and even, an addiction to the product.

Understanding these parameters would help us to create optimum solutions for creating strong relationships of usage and behavior between a brand and its customers.

Thank You.