

4. People are tired of hearing about something "new" everyday, so the old grab is no longer as strong

#### HOW TO MEASURE THIS?

Brand/customer loyalty is probably best measured, in these conditions, not by probing the qualities that will make customers stick -- but by discovering the events or perceptions that will **un-stick** them. One can predict, thru this mechanism, which occurrences will drive once-loyal customers away.

That may be the single most valuable research finding today.

#### CASES WHERE ASYMMETRICAL COMMUNICATION CREATES CHANGE

It's not supposed to be the way things work. But here are examples of 1-way communication campaigns that create change. Or are they really **triggering events**? Or **symbolic com'n**, so 1-way vs. 2-way doesn't count?

##### NYC GUERRILLA GIRLS

Group of female artists want to display their work in galleries & museums. Proportionately female artists are not being represented. They see everyone with power, find them passing the buck, not willing to listen.

**Their approach:** Paste flyers & buy billboards of famous nude paintings (women subjects) in and around the gallery & museum neighborhoods

**Action:** Gallery owners & museum directors agree to add more female artists

##### EARTH FIRST!

Activist Julia Butterfly Hill has been using asymmetrical, 1-way com'n for over a year as she sits in a Redwood tree in N. California. She says she's speaking for the voice that can't be heard -- the trees. She communicates thru 1-way com'ns -- tv interviews, cell phone, & a website.

(From Unruly Relations: Not Managing Communication in the Construction of the Activist Model of Public Relations, paper presented at PRSA Educators Academy Interdisciplinary Conf; presenters, Virginia Rodino & Kevin DeLuca)

#### END OF LANGUAGE PROBLEM AS WE KNOW IT, OR OF HUMANS?

World Future Society (Bethesda, Md) predicts that in 50 years, half of the world's 6,000 languages will be dead or dying.

- **"The world could be dominated by a dozen or fewer languages."** Tho people who speak Chinese, English or Russian may not feel threatened, the loss of lesser known languages may have a detrimental impact on the world, limiting options & **even affecting survival of the species.**
- **"Tomorrow's information needs may not be those of today."** Minor languages may hold the key to survival skills if Earth becomes much hotter or colder. Aboriginal knowledge of medicinal plants may be lost when marginal languages disappear. (More from Dan Johnson at 301/656-8274)

#### FORGING PARTNERSHIPS TO STOP ABUSE; CLOTHING COMPANY TEAMS WITH CHARITIES TO REACH A REALM OF CONSTITUENTS PERSONALLY

Liz Claiborne's "Women's Work" program, in its 6<sup>th</sup> yr, is erasing the stigma of domestic violence & helping victims of abuse nationally & locally. "It really began in 1990 when Liz Claiborne (LC) approached us," Johanna Flattery, sr ae at Patrice Tanaka & Co told [prp](http://prp).

"They wanted to do something to help women," who comprise 80% of LC's employees, 90% of its customers. "We went through many different surveys to find the perfect cause," Flattery says. "We saw that domestic violence was an issue that wasn't really being addressed." This was prior to the OJ trial & the cause was not a big one. Groups against domestic violence were somewhat splintered. "No major corporation was leading the funding." PT&Co became architects of the program, working with domestic violence (dv) prevention groups.

#### CHARITY PARTNERS KEY TO EACH OF 3 CAMPAIGN COMPONENTS

LC designated San Fran-based Family Violence Prevention Fund as its national charity partner. LC stores thruout the country can choose local shelters & centers as partners. The role of the partner is to help with the campaign message & methodology; and to use the proceeds of the campaign to target the problem at their centers. "In New York City, for example, a percentage of LC store proceeds benefit the Victim's Services Center."

#### IN-HOUSE, EMPLOYEE ASSISTANCE PROGRAM IS COMPANYWIDE

1. **Counseling is available** via health services -- calling a confidential EAP number sets up an appointment
2. **Toll-free hotline** provides counseling & referrals
3. **Other tools are** posters in rest rooms, desk-dropped memos, pay inserts -- all featuring the EAP or hotline number, or hints to help a victim
4. **LC conducts numerous seminars** on dealing with dv -- recognizing the signs, etc., as well as family stress & com'n sessions for employees
5. **HR departments** receive sensitivity training

#### NATIONAL OUTREACH USES A VARIETY OF TOOLS TO TARGET DIFFERENT GROUPS

1. **Women** who are co-workers, friends, family of abuse victims can obtain a free handbook of talk tips, to effectively approach abuse victims



2. **For parents**, a handbook helps them talk to kids to "lay the foundation for their children's lifelong decision-making patterns, focusing on the development of healthy vs. unhealthy relationships -- peer and dating
3. **Men** are targeted with tv PSAs featuring athletes & recording artists telling guys if they see their buddy abusing a woman, get him to stop
4. **Among college students**, surveys determine perception & knowledge of dv
5. **Database of 1700 opinion leaders** -- community & local business influentials as well as celebs & politicians -- receive an ongoing flow of info
6. **Corporate sector leaders** receive materials for display in employee areas
7. LC also works with **legal & medical establishments** on programs to encourage awareness & intervention

#### LOCAL INITIATIVES PROVIDES PERCENT OF SALES AT ALL LC & ELISABETH STORES

1. During Nat'l Domestic Violence Awareness Month (Oct), on Mother's Day & other holidays, money goes to the charity partner
2. **On annual charity shopping day**, Oct 21st, 10% of sales go to partners
3. **Profits from commemorative fundraising items** (bags, t-shirts featuring "Love is Not Abuse," the campaign slogan) go to help local dv org's
4. **Women's Work provides brochures & posters** to social service org's & community groups. LC has conducted seminars on campuses

Flattery says the client has not done anything at this point to test the effectiveness of the campaign. "They're not interested in numbers. If they've helped one person, they consider the campaign worth it." (More from Flattery at 212/229-0500 or jflattery@ptanaka.com)

#### Of Related Interest

#### SOMETIMES, ONLY HER HAIRDRESSER KNOWS FOR SURE; CONNECTICUT GROUP TRAINS THEM TO RECOGNIZE DOMESTIC ABUSE, MAKE REFERRALS

Relationship between hairstylists & their clients is close & confidential, involving hands-on care. The client is often inclined to tell the stylist her problems. This intimacy prompted the Women's Center of SE Conn. to make cosmetologists partners in the fight against domestic violence.

Idea came up during a brainstorming session with cmtly leaders who wanted to try new ways to empower women stuck in abusive relationships. Stylists, Susan O'Toole, dir cmtly dev & preventative svcs told prr, "have been trained to provide information about breast cancer & detect signs of HIV & make referrals about that. We decided to try this method for ourselves."

#### LOCAL SUPPORT BEGAN WITH \$1000 GRANT SECURED FROM LOCAL ROTARY

Next step was corralling the hairdressers. The notion of in-salon training "wasn't the popular approach," she says. "Not that salon owners didn't want

to get involved, but it presented them with a scheduling nightmare." Center decided instead to invite hairdressers to a training luncheon at a local inn. On August 9<sup>th</sup>, stylists will learn to:

1. **Listen.** They will be trained on how to listen closely to a customer's conversation, possibly detecting signs of an abusive situation
2. **Look.** They will find out how to recognize marks on a client's neck, & how to tactfully suggest the customer seek help from the Center

"They're being trained to see the warning signs," says O'Toole, -- "how to keep confidences & offer referrals." Hairdressers are not being asked to be clinicians or problem solvers, just listeners.

#### ENTIRE SALON COMMUNITY HAS BEEN RECEPTIVE

"At first they were reticent, but now the idea has become popular. A lot of them told us they had found out about abuse situations, but didn't know what to say." Since domestic abuse involves everyone, men are also being approached. "The male hairdressers have been extremely receptive."

- The initiative is just one small device to help stem the bloodflow. According to a Dep't of Justice study, 4 million women are abused by their partners every year.

Depending on funding, training program may expand beyond New London area. Meanwhile, shelters in other states are calling to inquire about the program. (More from O'Toole at 860/447-0366.)

#### THE BEST WAY TO MEASURE CUSTOMER OR BRAND LOYALTY IS...??

Tho the choices available for both consumer & business purchasers are great. And tho intense competition keeps choice alive, even as many industries turn into cartels. Supplier or brand jumping may be on the **decrease** despite the huge choices available.

There's little public data to prove this (vs. proprietary studies, which surely exist), or to suggest why, but there are a number of indicators:

1. **Many purchasers don't have time to think about it**, in an overbusy world, but go automatically, habitually to present suppliers or brands -- unless a major disruption occurs in customer satisfaction, price, supply, an issue debacle or similar
2. **Incredible overcommunication**, especially in advertising & other commercial promotions that glare at us from everywhere, may well have the counterproductive effect of driving people away from these messages. Again, the answer is to stick with the suppliers & brands you know -- so long as their performance is satisfactory
3. **All but major price differentiations become less persuasive** in our current lush economy, as opposed to their impact in hard times