



THE ULTIMATE CRIME BARRIER

STATE OF INDUSTRY & MARKETING TRENDS

JULY 2020

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WHAT DOES NORMAL LOOK LIKE TOMORROW?



HOW WILL SOCIETY CHANGE, AND WHAT ARE WE DOING TO PREPARE FOR IT?

EY'S Future Consumer Index looks for patterns and traits in the market of the future. These suggest how people might change their behaviours, attitudes and perspectives, highlighting changes in priorities.

Two big trends we must pay attention to are:

Emphasis on value (with a focus on fiscal responsibility).

Focus on health in all aspects; mental, physical and emotional.

The report breaks the index into five categories. The two largest (by importance to consumers) are Affordability (30%) and Health (26%).

Both align quite naturally to our offering and position as a Trusted Protector, in terms of our focus on value (physical and mental) and peace of mind (emotional and mental).

Part of our position as Trusted Protector is our societal impact. Providing jobs, supporting local manufacturing and “Proudly South African” are assets we can champion. Being a Trusted Protector goes beyond the interactions we have with our customers.

CONCLUSION, WHAT DOES NORMAL LOOK LIKE TOMORROW?

THE “CONSUMER” MENTALITY IS LIKELY TO RAISE THE IMPORTANCE
OF VALUE FOR MONEY AND MENTAL/EMOTIONAL HEALTH BENEFITS
IN THE NEAR FUTURE.

WHEN HOME PROTECTION BECOMES A THREAT

TECHNOLOGY IS A DOUBLE EDGED SWORD. WHAT SECURES CAN ALSO HARM.

An [article](#) in CNN recently hypothesized that with the right tools, thieves could use the data output of smart cameras to tell if its owners are home or not.

Human beings have a love/hate relationship with technology. Even as we increasingly rely on it, we trust it less. Perhaps we are wary because of that reliance. Any good system has layers, failsafes and redundancies. Too much faith in tech might feel like all the eggs are in one basket.

When it comes to safety we want multiple baskets.

Innovations will continue in security, giving more options to consumers. Tech may be one of those layers, but a mistrust of it, combined with the return of [Loadshedding](#), means South Africans will continue to seek security that isn't overly dependent on digital.

CONCLUSION, WHEN HOME PROTECTION BECOMES A THREAT

BE MINDFUL OF AMPLIFYING PEOPLE'S FEARS.
EMPATHY AND CONTEXT HELP PREVENT THEM BECOMING
OVERBLOWN OBSTACLES TO SAFETY.

SOCIETY WANTS ETHICAL CAPITALISM

HOW DOES MEETING THIS REQUIREMENT AFFECT A BUSINESS?

As the **“Stop Hate For Profit”** campaign continues and **Social Media giants like Facebook and Twitter** face backlash against their role in amplifying, or spreading, hate speech, brands are using their adspend as leverage to push platforms to do more to combat unsavory elements.

This suggests several things:

- *Brands are comfortable waving their very big stick (advertising budgets) at media if their markets are waving an even larger one (consumer spending).*
- *Movements can grow very fast, very quickly. Stop The Hate went from a few brands to hundreds in a matter of days.*

- *It may look like companies are shaping culture and policy, but they’re (usually) only doing it grudgingly, as a reaction to, and at the behest of, consumer expectations. Very few are driving an agenda. It’s marketing Vs purpose.*

It’s one thing to join the zeitgeist, but be honest about your intentions (internally and externally). If brands double down on purpose, they best be ready to ride it through the good and the bad.

Even if you’re on the sideline, have a plan for if (when) you get pulled into the game against your will. It happens, and landing a plane on fire in a thunderstorm is not a good time to learn how to fly.



CONCLUSION, SOCIETY WANTS ETHICAL CAPITALISM

CONSUMERS EXPECT BRANDS TO HAVE AN ANSWER READY
WHEN THEY ASK “WHAT ARE YOU DOING TO IMPROVE
THE WORLD WE LIVE IN?”
AND THEY EXPECT AN AUTHENTIC ONE.

IS PREVENTION BETTER THAN PROTECTION?

THIS IS NOT THE RIGHT QUESTION TO ASK.

If insurance companies can pass on the mutual benefits of safer driving to their clients, can they do the same for improved home security?

Companies like Discovery and Momentum have incentivised clients towards healthier behaviour, and safer driving, even improved fiscal responsibility. If they can keep premiums down by warning of impending hailstorms, perhaps they can also do the same by warning of increased criminal activity near your home.

Why hasn't this approach been applied to home insurance?

It's a [growing trend](#) in the US. It's a matter of time before the logic extends to other insurance policies.

A [Deloitte Report](#) indicates that a major growth opportunity for the Insurance industry is the shift from loss protection towards loss prevention, which applies to the home as much as it does to health and transport.

What does this mean for us?

Insurance has a lot in common with our offering; people want it to be great when they use it but hope they never have to. Insurers agree, it's cheaper to spend money to avoid something than to fix it. [Maxidor](#) offer Momentum members up to 22.5%* off selected products. When it comes to wellbeing, we need to strive for a combination of prevention and cure.



CONCLUSION, IS PREVENTION BETTER THAN PROTECTION?

HOW COULD A PREVENTIVE LAYER BE INTEGRATED
INTO OUR MEASURED SECURITY PRODUCTS?

SOUTH AFRICANS ARE GETTING MORE BROKE



**NOT ALL OF US. BUT A LOT OF US. PEOPLE ARE TIGHTENING THEIR BELTS,
AND WE NEED TO PREPARE.**

**How is this affecting our target audience?
What do we know about them financially?**

If they are [cutting back](#) to survive, they will be more aware than ever of crime, because they may not be able to afford to lose what they have. It's arguably more cost efficient to invest in protecting what's yours and cutting back on other costs, like consumables.

That sense of "[tightening the belt](#)" will certainly influence how we speak about things that perhaps are now luxury that were once taken for granted.

CONCLUSION, SOUTH AFRICANS ARE GETTING MORE BROKE

THE CONVERSATION AROUND SPENDING WILL CHANGE
AS PEOPLE BECOME MORE ACUTELY AWARE OF THE DIFFICULTIES
IN REPLACING WHAT IS LOST TO CRIME.

A QUOTE WORTH CONTEMPLATING

“People buy 4 things and 4 things only. Ever. Those 4 things are time, money, sex, and approval/peace of mind. If you try selling something other than those 4 things you will fail.”

- Colin Dowling

Do you think this is accurate?

Is it worth thinking about?

People certainly buy brands for more than just their ability to function. Functionality is needed to get a seat at the table. But brand choice is driven more by emotion than reason.

CONCLUSION, A QUOTE WORTH CONTEMPLATING

IT'S NOT ENOUGH TO ONLY BE BETTER FUNCTIONALLY.
WE HAVE TO DELIVER ON PEACE OF MIND TOO.

CUTTING THROUGH THE CLUTTER

A THOUGHT PROVOKING TWEET TO FINISH THINGS OFF

A good message is remembered. A great one changes thinking. Be just as conscious in what you want people to hear as you are in what you want to say.

“Noise is what you say. Signal is what they remember.”



Visualize Value @visualizevalue · 13 Jul

Noise is what you say.
Signal is what they remember.





TRELLIDOR  **®**

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THANK YOU