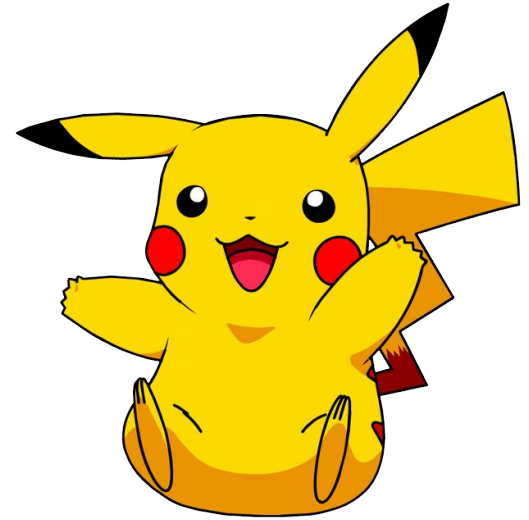


Customer Analytics Pokémon Go **case**



William Lamazère - Emilie Nabet -
Selma Rahib - Lily Renard

“Pokemon Go isn’t just a Game, it’s the sweet taste of childhood”

Prof. Chen



Consumers and Their Brands: Developing Relationship Theory in Consumer Research

SUSAN FOURNIER*

Although the relationship metaphor dominates contemporary marketing thought and practice, surprisingly little research with this theme has been conducted on empirical grounds in the consumer research domain. Drawing on the work of the brand in this article, the author (1) argues for the validity of the relationship perspective in the consumer-brand context, extending a debate on its legitimacy; (2) illustrates the brand as an active relationship partner and practical support for the phenomenological experience of consumer-brand bonds; (3) reviews a literature on creating, maintaining, and strengthening the bond and the consequences from both brands and (4) looks at how the data for measures of brand relationship quality, a diagnostic tool for conceptualizing and measuring relationship strength. Three in-depth case studies return the agenda, their interpretation guided by an interpretive awareness of the literature exposure to current experiences as they relate to brand relationships or relationship concepts to the most meaningful domains—brand loyalty and brand personality—are advanced in closing. The response is intended to urge future researchers to define, test, and augment the working hypotheses suggested herein and to progress toward more goals with confidence in the validity of the relationship premise at the heart of consumer-brand experiences with their brands.

Relationship principles have virtually replaced short-term exchange notions in both marketing thought (Weinman 1962) and practice (Preppen and Rogers 1963), precipitating what has been considered a paradigm shift for the field as a whole (Daggleton 1996). Despite assumed acceptance and relevance, it can be argued that the relationship perspective has been rarely understood in the marketing literature. The limited work that exists largely informs relationship marketing practice as opposed to the development of relationship marketing theory (Shook and Fornaiour 1993). In a sense, the field has kept almost to applications of relationship ideas and the assumption of relationship benefits without proper development of its core construct involved.

Particularly lacking are relationship-inspired studies as consumer as opposed to business markets, especially those concerning the consumer product domain (Shook and Fornaiour 1993). Empirical research concerning relationships formed at the level of the brand has been especially scarce. Understandably, relationship research

has focused on brand-brand partnerships formed between persons, with the bulk of published studies concerning manufacturer-supplier and service-provider partnerships as a result (Sherry 1983; Fryer, Fisher, and Yu 1997).

The brand loyalty literature is perhaps most capable of advancing theory concerning consumer-brand relationships. This research stream has recognized of late, however (Liberman 1996), with the paucity of insights and contributions generated before the emergence of methods capable of truly advancing the phenomenology of consumer-brand bonds (Sherry 1983). Although “loyalty” itself is a fairly relationship concept, its meaning has been lost in traditional brand loyalty research. Opportunities exist to reflect a notion of inertia than loyalty with its full relational significance. Even well-documented attempts to consider loyalty as more than repeat purchase (Lynch and Chonko 1978) reduce the process to “rational cognitive utilitarian decision making,” thus failing to capture “the utilitarian relationship consumers form with that which is consumed” (Balle, Waddock, and Sherry 1983, p. 213). Conceptualizing loyalty as a long-term, committed, and affect laden partnership has also diminished relationship-inspired insight by explicitly encouraging ignorance of the many other potentially valuable relationship forms that may characterize consumer-brand bonds.

As a result, the basic questions of whether, why, and in what form consumers seek and value ongoing relationships with brands remains largely unanswered (Weinman

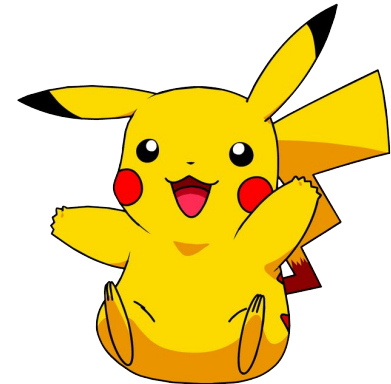
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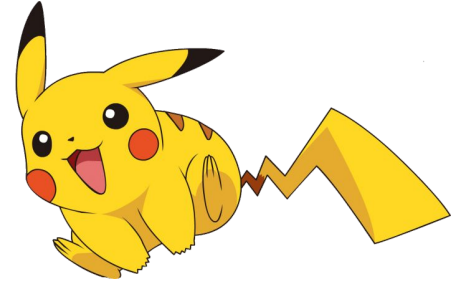
*Susan Fournier is assistant professor of business administration at Harvard University Business School of Consumer Administration, Cambridge, MA 02138. The author thanks Mark H. Day for his assistance at the University of North Carolina. Special thanks are extended to the author's book committee (Richard J. Allen, John C. Giering, Katherine Allen, and Robert W. Berry), to David Allen, to the JCR reviewers and editors who helped shape the manuscript, and, above all, to the three women who shared the center that inspired this work.



Summary

- Acquisition of players
- Boost the transactions
- Retain key players
- Prevent churn





1

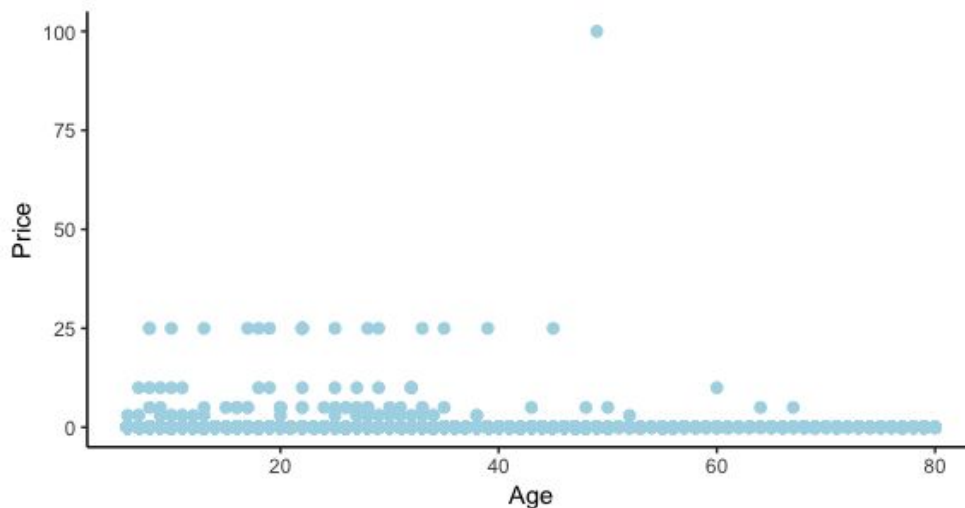
Acquisition of Players

How to attract good customers ?



Referral program for young players

- Target young players,
- Ex : play 10 hours in a row to earn to be able to refer



New product category

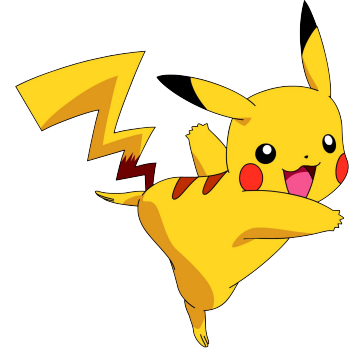


- Expending in new product category : external battery to show you are playing in the street

Cross-channel Strategy



- The Pokemon Games on Switch (*Let's Go, Pikachu & Pokémon : Let's Go, Évoli*) are already a success
- Create special occasions with:
 - The Universal Nintendo Park to be opened in 2020 and the PokePark Pokemon (Asia)
 - The Pokémon Centers in Japan



2

Boost the transactions

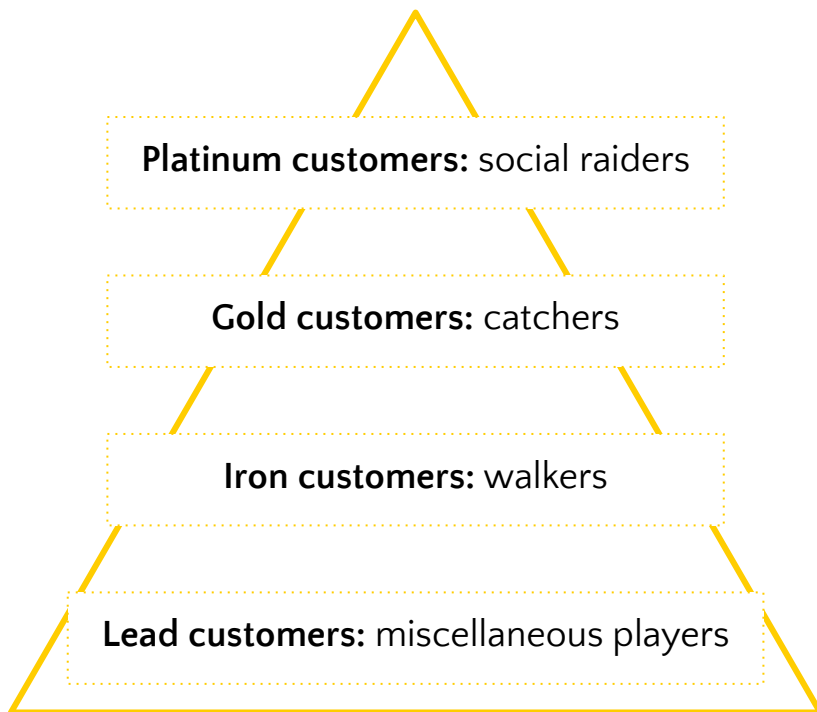
Between the different categories players

Rebalance the offer between customer types

Monetaryvalue	Monetaryvalue	Monetaryvalue	Monetaryvalue	Monetaryvalue
Min. : 0.00	Min. : 0.000	Min. : 0.000	Min. : 0.00	Min. : 0.000
1st Qu.: 0.00	1st Qu.: 0.000	1st Qu.: 0.000	1st Qu.: 0.00	1st Qu.: 0.000
Median : 0.00	Median : 0.000	Median : 0.000	Median : 0.00	Median : 0.000
Mean : 4.19	Mean : 3.104	Mean : 2.595	Mean : 7.67	Mean : 3.749
3rd Qu.: 5.00	3rd Qu.: 3.000	3rd Qu.: 3.000	3rd Qu.: 10.00	3rd Qu.: 5.000
Max. : 203.00	Max. : 203.000	Max. : 110.000	Max. : 135.00	Max. : 125.000
General	Walker	Miscellaneous	Social raider	Catcher

- The **social raiders** are our **key players** : they purchase the most

Retain also our gold customers



- Increase the variety of pokemons encountered for the catchers

Rebalance the offer between customer types



- The majority of the items are aimed at the social raiders (7) and the catchers (11). **Only one purchase is useful for the walkers.**

Do a stronger targeting

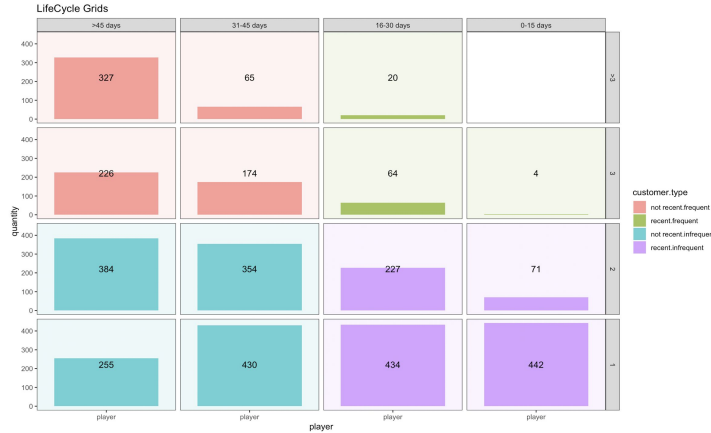
```
> summary(generalprofil)
  CustomerID  Frequency  Recency  Monetaryvalue  Playvalue  Age  Sex  Income
Min.   : 1  Min.   : 1.000  Min.   : 1.00  Min.   : 0.00  Min.   : -47.48998  Min.   : 6.00  Min.   : 0.0000  Min.   : 1.000
1st Qu.:1252 1st Qu.: 2.000 1st Qu.: 82.00 1st Qu.: 0.00 1st Qu.: -6.08194 1st Qu.:18.00 1st Qu.:0.0000 1st Qu.:1.000
Median :2506 Median : 4.000 Median :103.00 Median : 0.00  Median : 0.09482  Median :27.00  Median :0.0000  Median :2.000
Mean   :2502 Mean   : 4.603 Mean   : 94.52 Mean   : 4.19  Mean   : 0.00000  Mean   :27.58  Mean   :0.4032  Mean   :2.014
3rd Qu.:3751 3rd Qu.: 6.000 3rd Qu.:115.00 3rd Qu.: 5.00 3rd Qu.: 5.14269 3rd Qu.:33.00 3rd Qu.:1.0000 3rd Qu.:3.000
Max.   :5000 Max.   :19.000 Max.   :122.00 Max.   :203.00 Max.   : 70.51541  Max.   :80.00  Max.   :1.0000  Max.   :3.000

> summary(generalprofil[generalprofil$Monetaryvalue>50,])
  CustomerID  Frequency  Recency  Monetaryvalue  Playvalue  Age  Sex  Income
Min.   : 371  Min.   : 2.000  Min.   : 33.0  Min.   : 53.00  Min.   : -40.153  Min.   : 7.00  Min.   : 0.0000  Min.   : 1.000
1st Qu.:1143 1st Qu.: 6.000 1st Qu.:107.0 1st Qu.:100.00 1st Qu.: -22.234 1st Qu.:20.00 1st Qu.:0.0000 1st Qu.:1.000
Median :1963 Median : 8.000 Median :114.0 Median :100.00  Median : -11.478 Median :28.00  Median :0.0000  Median :3.000
Mean   :2421 Mean   : 8.659 Mean   :108.5 Mean   : 98.93  Mean   : -8.970  Mean   :30.24  Mean   :0.1951  Mean   :2.244
3rd Qu.:3598 3rd Qu.:12.000 3rd Qu.:118.0 3rd Qu.:105.00 3rd Qu.: -1.139 3rd Qu.:34.00 3rd Qu.:0.0000 3rd Qu.:3.000
Max.   :4912 Max.   :18.000 Max.   :122.0  Max.   :203.00  Max.   : 28.725  Max.   :75.00  Max.   :1.0000  Max.   :3.000
```

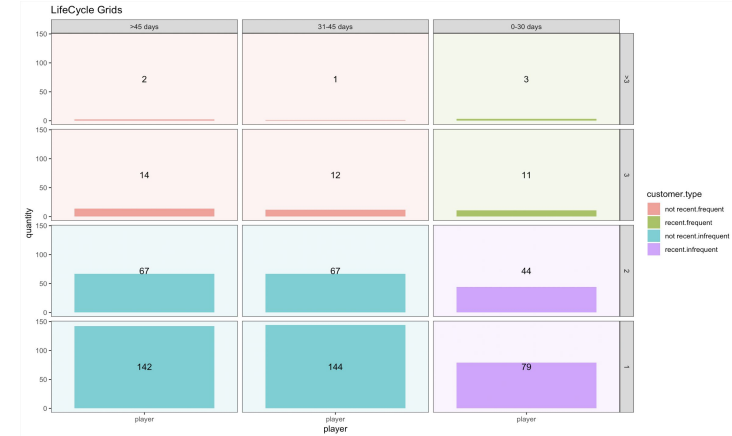
- Push transactions for women during the game, especially during quests.



Boost Frequency of transaction

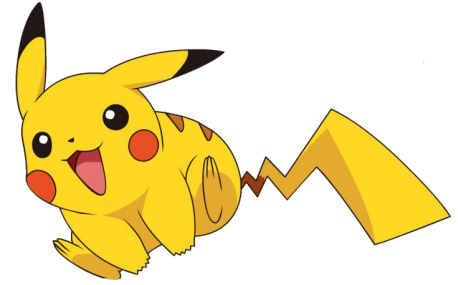


Summer



Fall

- Create **compatible items** to purchase to boost the frequency of transaction



3

Retain Key Players

Gotta Catch'Em all !

Increase the social experience



- Allow the trading of pokemons between the players

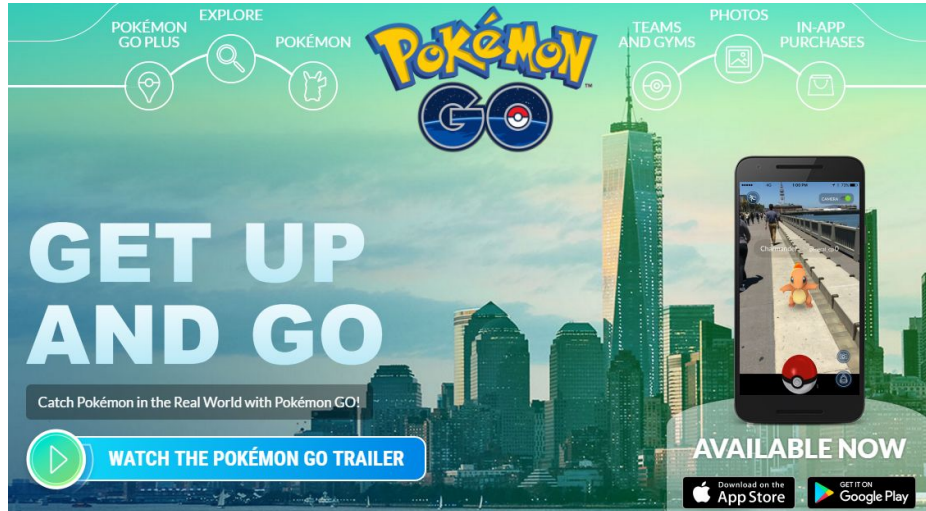
Redesign the gym experience



- Allow **player-on-player** battles outside the gyms
- **Expand the basic gym structure:** add badges, leagues, type constraints... to make it more rewarding
- **Change the team mechanism:** make the pokemon go experience more local to **enhance engagement**



Increase Inbound marketing and Content creation



- Create a forum pokémon go to develop strong communities

Bet on the Customer Knowledge Value

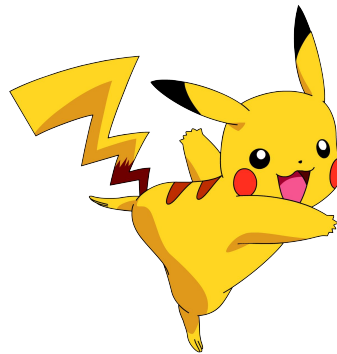


- Bet on the **Customer Knowledge Value**; give a space for the **players to indicate local events**
 - It will give the possibility to place pokestops
 - Or create special events with new pokemons

4

Prevent churn

Both financial and session churn



Financial churn



- Fall Bonus had a positive impact on the churn rate

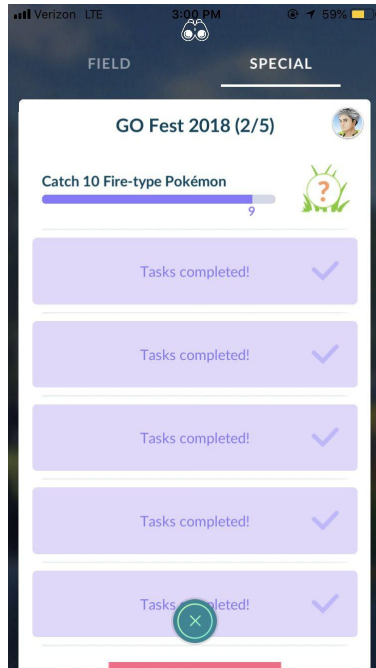
```
Call:
glm(formula = churn ~ ., family = "binomial", data = generalprofil_finchurners)

Deviance Residuals:
    Min       1Q   Median       3Q      Max
-2.0581  -1.0653   0.7598   0.8450   1.5712

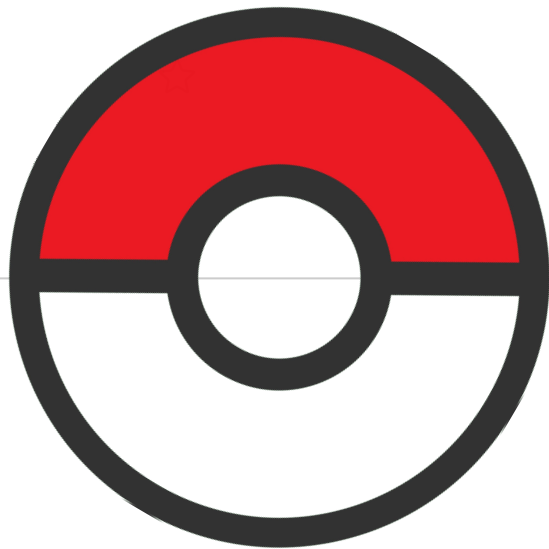
Coefficients:
            Estimate Std. Error z value Pr(>|z|)
(Intercept)  1.942e+00  3.682e-01   5.275 1.33e-07 ***
CustomerID   -6.244e-05  3.746e-05  -1.667  0.0956 .
Frequency    -4.826e-02  2.076e-02  -2.324  0.0201 *
Recency      -3.117e-03  2.975e-03  -1.048  0.2947
Monetaryvalue 6.929e-03  3.686e-03   1.880  0.0602 .
Playvalue     1.048e-02  4.658e-03   2.249  0.0245 *
Age          -1.878e-03  3.859e-03  -0.487  0.6265
Sex           8.454e-03  1.093e-01   0.077  0.9383
Income       -4.795e-02  6.420e-02  -0.747  0.4551
CustomerType -3.091e-02  4.857e-02  -0.636  0.5245
fallbonus    -1.385e+00  1.293e-01 -10.713 < 2e-16 ***
```

- Offer free items to potential churners (44 % of customers we had in summer did not make any transactions in Fall)

Session churn



- 82 % of summer customers at least played once in Fall → more engagement for playing than paying
- Launch challenges to miscellaneous profiles
- Tailor made touchpoints depending on the player type/ clienteling



Conclusion

To be continued...

