

# Changing Consumer Behaviour

## Icehouse Webinar 6 May 2020

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**INFORM**

**SUPPORT**

**CONTROL**

**DESIGN**

## INFORM

- Educate
- Communicate
- Advise
- Encourage
- Persuade
- Inspire

## SUPPORT

- Provide a service
- Support and respond
- Give people what they want, value or need

## CONTROL

- Legislate
- Regulate
- Enforce
- Set standards

## DESIGN

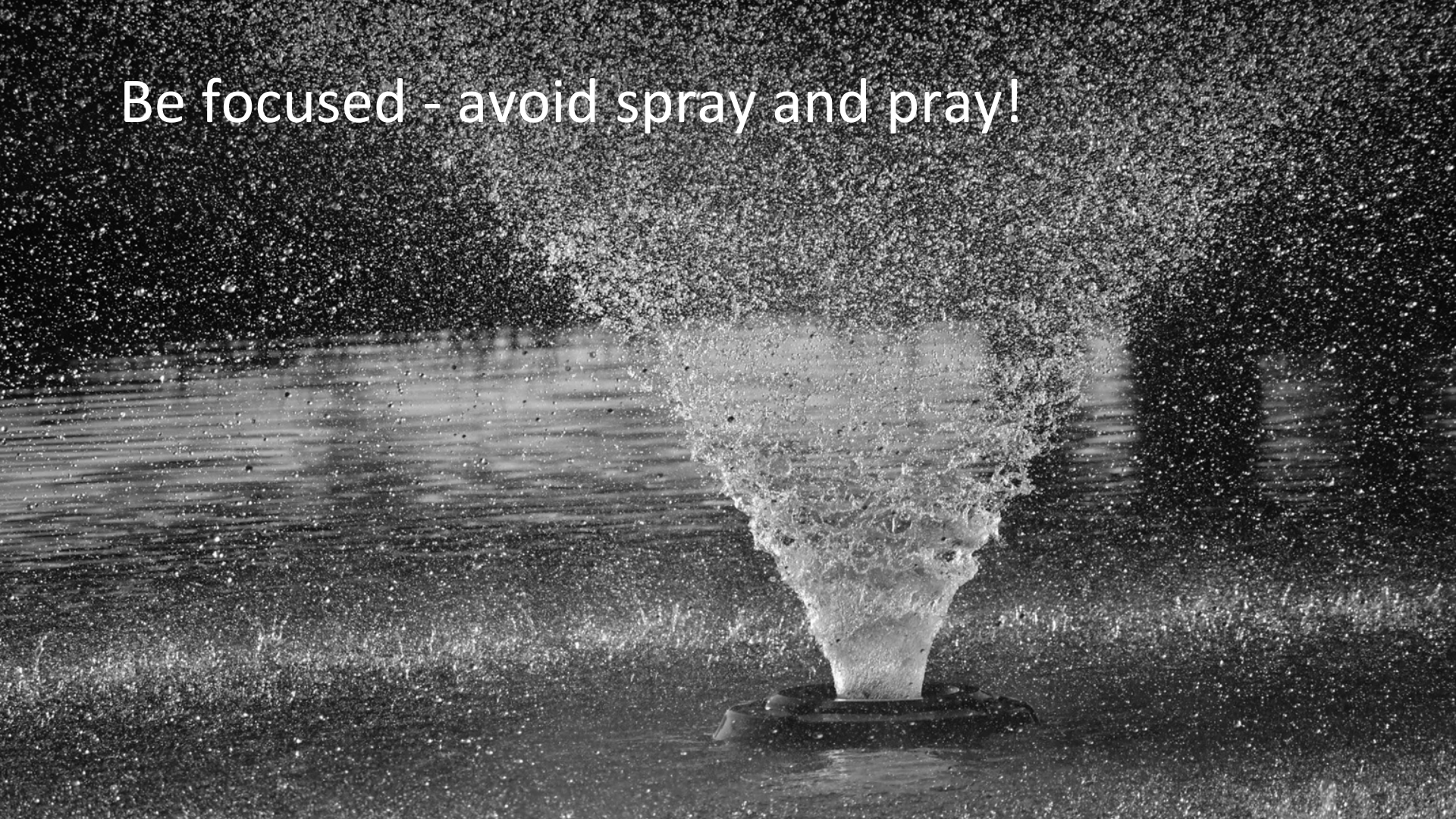
- New products and services
- Service redesign
- Change environmental and physical elements



# What does this mean for business strategy?



Be focused - avoid spray and pray!





One thing after another - ordered and planned based on your customer experience journey









## Fridays at Five | Instagram Live Tastings



Each Friday during May 2020 we will be hosting InstagramLive tastings at 5pm. They will be held in different parts of the winery with winemakers and family members and start with the most releases. You can watch @temataestatewinery on Instagram or send questions ahead to [events@temata.co.nz](mailto:events@temata.co.nz). All wines discussed are currently available online.



Hello  
Janet,  
Thanks  
so much



for your 1st online order. We  
really appreciate it & hope  
you thoroughly enjoy. Best  
healthy & happy at this  
time,  
from all of us at,  
Daily Organics.





Dear Janet,  
Thanks so much for your lovely  
review of our Kombucha. It makes  
our day!  
Big cheers from all of  
us at,  
Daily Organics.



MATAKANA, NEW ZEALAND  
200ML



**Make the ask!**

\$45 investment in  
helping another business

12 healthy drinks



“ It felt like a nice thing to be able to offer small to medium businesses out there who are all struggling to get through this current crisis!”

**Bron Thomson**  
**CEO Springload**







**GOOD House KEEPING**  
**OPEN**

**REFILLING AT GOOD House KEEPING DURING LEVEL 3**  
*Requires a minimum of 100 people in the store.*

- 1**  
Remove the tops from your containers
- 2**  
Put them into the bin we will pass out to you. Be sure to not to touch the bins!
- 3**  
We will refill your containers for you.
- 4**  
Remove your refills & put the tops on.

**KA PA!**





# Get in touch...

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Behaviour Change Network  
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