

Creating a Brand from the Ground Up

**OLSON
ZALTMAN
NOSTO**

Founded at Harvard, we provide world-class research that drives some of the biggest brands today. **We specialize in accessing the authentic voice of the consumer** and delivering clarity to brands on their unique value proposition and positioning through our work with Deep Metaphors™.



The Goal

Uncover and understand the emotional triggers for Chase to employ in communication as they develop and launch a new brand and product specifically for business owners.

The Key Unmet Needs

How can Chase **build a strong product** that fulfills business owners' needs in a **distinct and emotionally poignant way**? Together, we worked with Chase to better understand more about the business owner target segment:



Emotional Landscape



Mindsets & mental frames



Motivations & key drivers

The Opportunity

Chase needs to develop a unique and ownable value proposition

The Methodology

ZMET®

Our patented and pioneered methodology, the Zaltman Metaphor Elicitation Technique (ZMET), allows us to go beyond the surface and illuminate the full complexity of the human mind.



In-Depth Sessions

We talked to business owners in various industries across the United States and leveraged our ZMET technique to **deeply understand the unconscious beliefs and behaviors that impact business owners' credit card decision-making.**



The Impact

DAVID
OGILVY
AWARDS

The campaign, created out of our work together, won an Ogilvy award for its innovation and impact. This campaign built Ink, a new business credit card brand, "from the ground up". The campaign's approach was to position business owners themselves at the center and heart of the brand's research, ideas, and brand strategy.



The Impact



Through our work together, Chase was able to leverage key emotions that enhanced and refined the overall communications ultimately **increasing their engagement, differentiation, and meaningful relevance to business owners.**