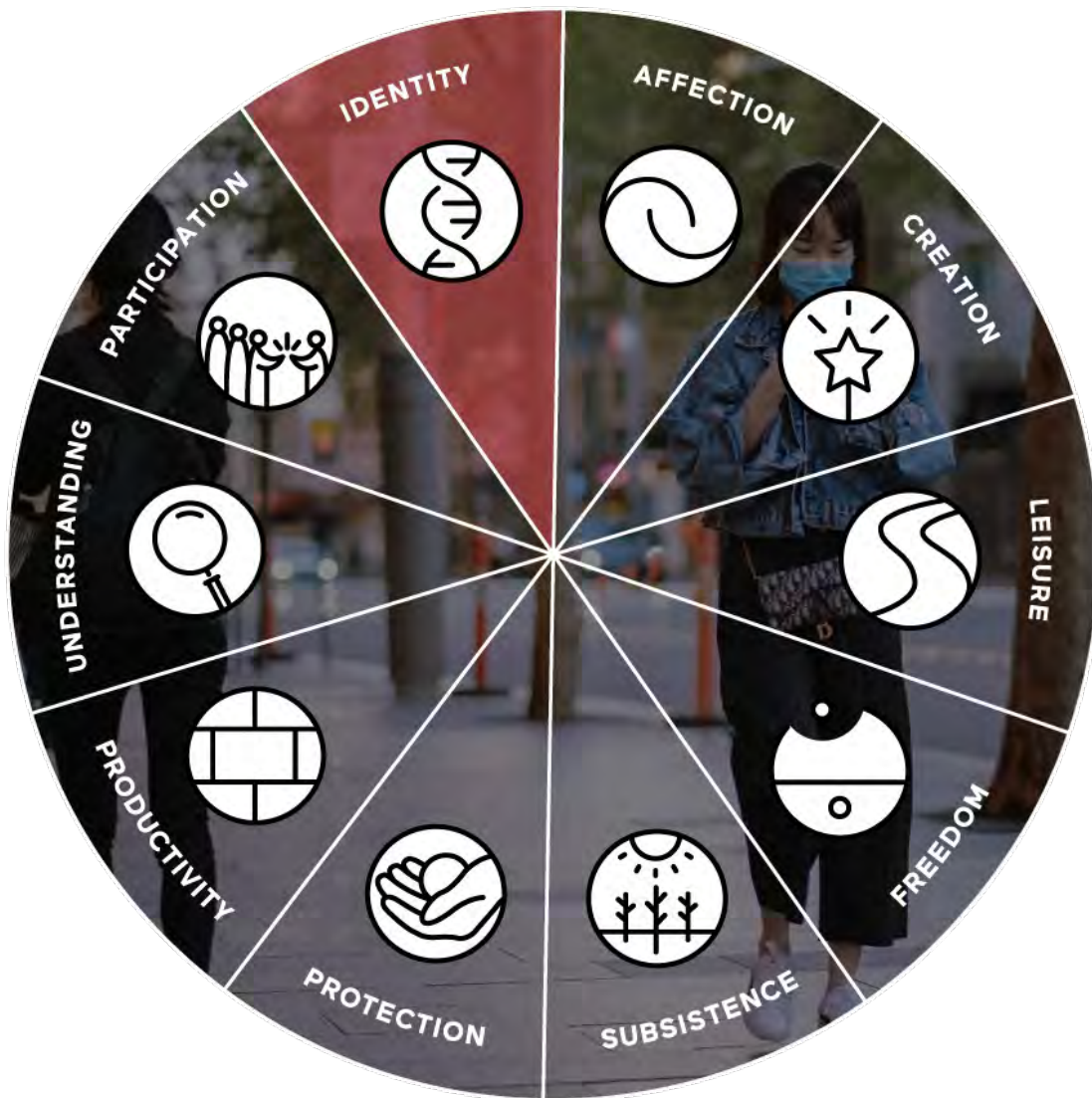


FINDING SOLID GROUND IN FLUID TIMES

A Spotlight on the Fundamental Human Need for Identity





LOOKING AT THE FUNDAMENTAL HUMAN NEED FOR IDENTITY

Based on Egg Strategy's recent quantitative and qualitative studies, we are continuing to use the lens of Jobs To Be Done to unpack how our Fundamental Human Needs come to life in day-to-day behavior. Our next spotlight is on the Fundamental Human Need for "Identity" – which is a fitting focus for the new year as the entire world has turned the page on 2020 and most of us are eager to find and assert our place in the fresh start of new beginnings. And while some of us are focused on amplifying a new and different sense of identity, others are less focused on what's new and more motivated to assert an identity that is anchored in the bedrock of their personal narrative – an identity that is perhaps unchanged except for a desire to show this sense of self to the world in a way that meets the tumultuous times we're living in. Ultimately, we are all "showing up" to a world that continues to shift and evolve at a seismic level. And for the most part, we are eager to be known in this new world in a way that's identifiable and aligned to key tribes and beliefs, and yet uniquely positions us as individuals who stand out from a crowd. Because it's that desire – the need to feel unique – that never goes away.

What We Hire for Identity

While there are several Jobs To Be Done that can help fulfill the need for “Identity,” the one that best illustrates it in our present day context is “Get Recognition” – which we believe is linked to being authentically known (more so than getting accolades or rewards). Importantly, to be known means we have been validated and recognized as a “like” member within a relationship or a tribe. Therefore, the JTBD of “Get Recognition” is not about trophies or winning, but being acknowledged for having arrived, achieving growth, gaining credibility, etc. And this recognition can be from a single person (e.g., a partner or loved one) or an entire cohort or team (e.g., a political party or a social movement).

Based on collective responses and our accompanying qualitative work, Get Recognition is best summarized as:

“In a world that’s rapidly changing around me, help me know and reflect a genuine sense of self – an identity that is true for me and acknowledged by others.”

In service of this Job, people are taking inventory of what truly matters to them – with family and friends, in their political beliefs, with their spirituality, in their careers, etc. We’re reassessing priorities and facing into forced pivots in our lives (coming from lost jobs or new living arrangements) that link to re-identifying a sense of self. And this evolved identity – part “old” me and part “new” me – is being displayed to the world. As individuals set among billions of fellow human beings, we want to be seen and acknowledged so we’re looking for ways to stand out and test out this evolved identity. Whether that’s using a newly assertive voice to show our political or social convictions, adopting new rituals and traditions, or simply trying out a new haircut, we tend to self-validate our evolved selves by putting them on display to the world. And yes, we’re looking to see who takes notice.



PRIMARY JOB

- / Get recognition

OTHER RELATED JOBS

- / Stand out
- / Be a role model
- / Push boundaries
- / Feel sophisticated
- / Create new traditions

KEY CATEGORIES ASSOCIATED WITH THIS JOB

- / Political engagement
- / Spiritual affirmation or exploration
- / Career assessment and/or change

How to Get Hired

Designing for success

Brands and categories that will win here recognize that genuine identities are built on foundational precepts: the places we find our self-worth and reason for being. And while the external trappings of identity are important – our jobs, our homes, our fashion, our Insta photos of vacation – the bedrock of identity is formed in the internal realm of the heart and mind. More specifically, it's on the path of growth and evolution that our hearts and minds take through life. In other words, we are more likely to describe (and share) our true identity based on the beliefs, values, and character we've gained along the way. Brands that reflect and take steps to acknowledge this "substance" of identity among brand fans are likely to do well, particularly against a backdrop of social and cultural changes and the impermanence of previous norms.



QUALITIES THAT GET YOU HIRED

- / Demonstrates perspective – prompts mindfulness about what truly matters in life versus what's fleeting
- / Reflects a progressive mindset – changing times need fresh and modern views of the world. Views that show you're paying attention and taking notes.
- / Proudly confident – clearly reflecting a point of view that supports the "team" you're on (be that a cause or belief or position)
- / Invitational – allowing others to join and/or badge themselves with a similar reflection of identity
- / Espouses positive ideals – provides an example of a good role model, particularly in times when "good" and "bad" are on full display (e.g. the fight against the pandemic)

QUALITIES THAT GET YOU FIRED

- / Purely introspective – as much as identity is fashioned in our "interior" realm, this Job requires outward expression and recognition
- / Short-sighted time horizon – meaning, identities can shift but we view them as semi-permanent reflections of our true self. A brand that feels faddish will likely be rejected as a reflection of true identity
- / Lacking substance – people seek identities that are created from meaningful and thoughtful building blocks



Better Questions Provoke Better Answers

What are the opportunities in the marketplace and how might a brand innovate or renovate to best address the Jobs linked to Identity? Who is doing it well and where are there chances to improve?

- / In a time when the US is deeply divided on political affiliation, how might progressive brands identify common ground for shared identity? Last year, Nickelodeon championed a “Declaration of Kid’s Rights” – showing activism and endorsement of fundamental empowerment for kids that was both authentic to the brand and crossed (their parents’) party lines. How might other brands show a similar stance with topics that link to a healthy sense of Identity?
- / Recently, Maker’s Mark provided a terrific example of leaning into Identity creation that affirmed the individual while also inviting them into a “tribe” of distinguished associates. Their holiday ads used the line “Special occasion? There’s a label for that” (showcasing the Maker’s Mark label with an option to custom-print the recipient’s name). In essence, Maker’s Mark was saying “we recognize you as a person of distinction and we see you as part of our tribe.” This nails the Identity insight by not only affirming the character of the individual but approving their status as a contributing member of the Maker’s Mark club.
- / Leveraging these insights is not only the domain of lifestyle brands. Frito-Lay recently created an exclusive, invitation-only “Snack Society” Club where brand loyalists are contacted directly with the invitation to join and then, importantly, provided creative license and empowerment to share their unique love for the brand. In what other ways might your company or brand proactively affirm its loyalists, acknowledge (“recognize”) them as ambassadors, and invite them to personally put their mark on your brand’s voice to the world?

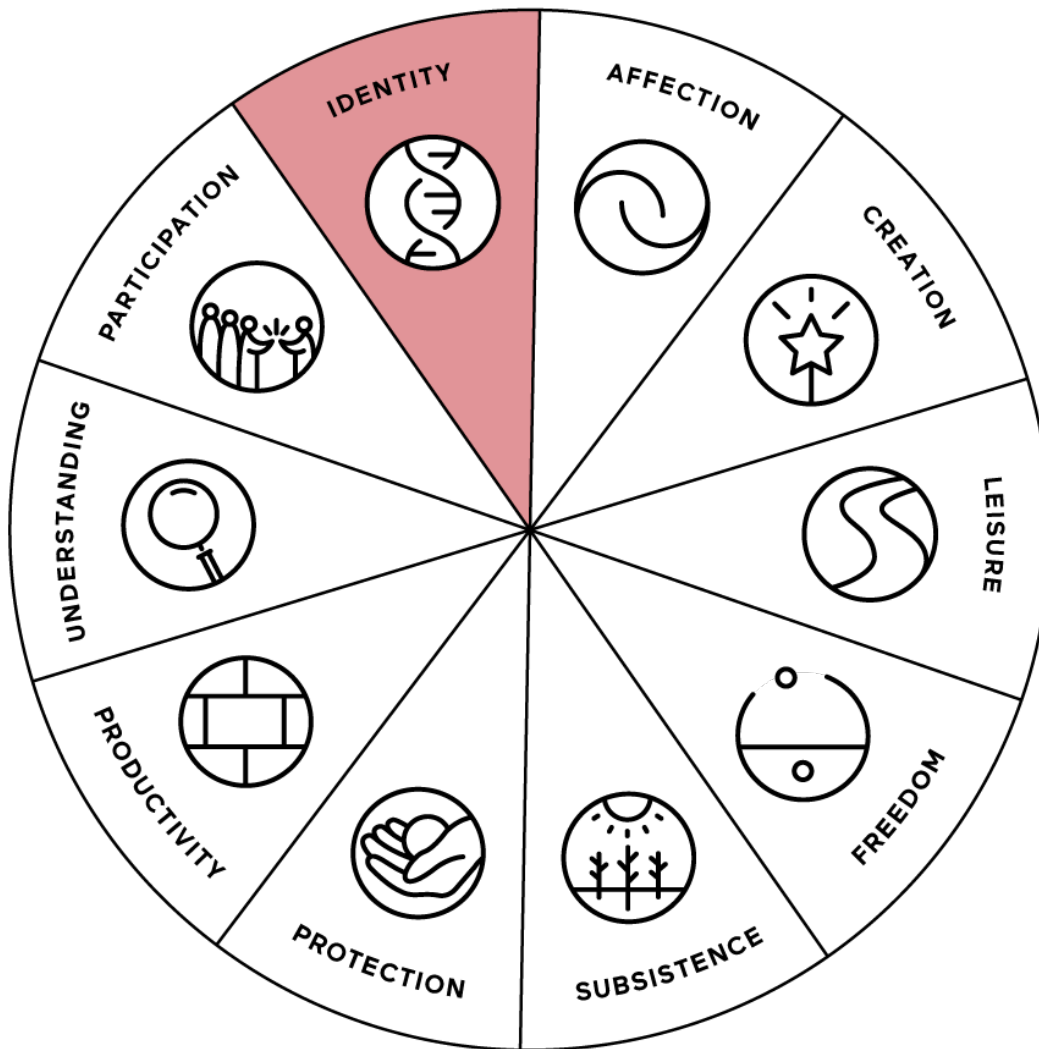


Better Questions Provoke Better Answers

/ What might we learn from entities that have capitalized on establishing tribalistic identity? How has the Covid crisis created new opportunities to show tribal affiliations? The clothing brand Johnny Was led the industry in being a first-mover to translate their iconic prints into face masks. Likewise, as our collective dialogue about social movements is at an all-time high, what might we learn from groups like Black Lives Matter about how to showcase identity that also creates endorsement and even recruitment for a cause? Even repugnant groups like the Proud Boys show the power of Identity and affiliation through use of color (black and yellow) and product (polo shirts).

Progressive brands are those that proactively respond to the times we're in... not just react to them. How might brands reflect their own evolving sense of identity in a way that inspires others to do the same? How might these brands acknowledge that identities are shifting as people take stock of their lives and values?





CONCLUSION

We're truly living in a unique time of historic and transformative change in the world – a time that has particular significance for establishing and championing Identity. Whether you're a business, brand or individual, there's opportunity to "swim deeper" in the currents of Identity creation and leverage the Jobs To Be Done associated with this Fundamental Human Need. Likewise, there's opportunity to help tribes – those with a growth mindset and positive influence – find their footing and platform for doing good. So, whether it's helping people "get recognition" or "stand out" or "push boundaries" – now is the time to support these critical Jobs with messages and product choices that help people *know* themselves better and *reflect* that Identity to the broader world.



Check out our latest thinking by visiting our new website eggstrategy.com

1555 Blake Street, Suite 450
Denver, CO 80202 303.546.9311 PHONE
303.546.9237 FAX

125 S Clark Street, Suite 950
Chicago, IL 60603 312.572.6230 PHONE
312.929.3490 FAX

54 West 21st Street, Suite 404
New York, NY 10010 646.706.7776 PHONE
303.546.9237 FAX