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Market Impact Chain Analysis - MICA, new TRIZ tool

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Abstract. In case when we have a key disadvantage that stops us from achieving the goal, we know what to do. But in situation when we have a key positive feature, this is not obvious how to proceed. This work is trying to start a discussion about this direction using a TRIZ toolbox. From many possibilities it looks that none of them is not a perfect choice.

In TRIZ there are many tools that use the opposite state as a source of new, creative ideas. The author just builds a hypothesis that something should exist as a mirror tool compared to CECA (Cause and Effect Chain Analysis). The base, starting point will be not a disadvantage but a unique, positive feature that will be used for creation of marketing message. All those results should pay off in the future and make a stronger position company on the market.

The present work is only a proposal on how to deal and fulfill the gap in the very narrow area – transfer features into benefit language.

Better understanding purpose decision of buying from perspective specific features and parameters of existing products or services will be another strong advantage for using TRIZ by wider spectrum on clients.

Keywords: CECA, MICA, feature, benefit, marketing, value, marketing, TRIZ.

1 Market background

1.1 Why do great products fail sometimes?

In the current market, where we have many products to choose from, each producer wants to know how to distinguish. The easiest way to do this is to provide a feature that the competition does not have. Many companies spend millions to find this unique feature and finally are disappointed with the result of the sale. Two examples that I will present now will be an illustration of situations where people responsible for providing unique features may struggle with it in a different way. Finally, I will try to make life easier and show how we can use new tools that will help us achieve this goal.

Developing an innovative product is only half of the success to achieve a good sales result. In the past many products have landed on the shelf due to the fact that the target market did not appreciate their potential. In Sweden, there is even a dedicated place where such products are presented to the warning of other entrepreneurs. The name of this place is Museum of Failures [1]. Among the anonymous, failed products, we can find surprise cases that are not associated with a business failure at first glance such as:

sticky notes, WD40, bubble wrap, Super Glue or corn flakes. So what happened is that despite the initial failures, we see these products on the market and are successful today.

The answer to this question will be my article and thesis that: we need a strong marketing message that will emphasize the key feature of the device / service and meet the basic needs of customers.

1.2 Can TRIZ help here?

TRIZ is a set of tools that evolve over time and must deliver the expected results with changes in markets, products and customer expectations. Integration of TRIZ with tools from other fields (e.g. planning, analysis, marketing) is a must nowadays.

Let's start with the first example. A device that will help us build a marketing message is a bottle opener. The bottle opener is a simple and handy tool that can help you open a bottle of beer or a soda. But, these days, there are so many different types of bottle openers. It can be hard to find the right one. In this article, I am going to show you how create an unique bottle opener and what kind of features can be equipped. Along with that, I will also show you how to create the suitable marketing content to convince customers to buy it!

There are many bottle openers on the market and this market segment has been very saturated for years, so how can we provide customers with something that will stand out from the competition? A bottle opener is a must-have tool for any camping trip. It's perfect for opening beer cans, wine bottles, and even soda cans. There are a lot of different types of bottle openers available, but they all have one thing in common. They're all shaped differently and they all do a different job. To make the right choice, you should first consider the type of camping trip you're going on. If you're going on a backpacking trip, you should get a small, lightweight bottle opener. If you're going on a car camping trip, you should get a larger and heavier bottle opener. You should also consider what kind of camping you're going on. If you're going on a camping trip with your family, you should get a larger and heavier bottle opener. If you're going on a camping trip with friends, you should get a smaller and light-weight bottle opener.

Let's add to this simple device a unique function that is not available in any of the products available on the market. Make it the loudest opener on the market.

We have an idea for a new product with a comma; knowing the principles of TRIZ, we can develop such a device based on the feature transfer hybridization or solving technical contradictions. This part of the work can be done relatively quickly. However, uncertainty remains as to how to persuade a new customer to buy.

The client will not know what value to expect from the new product as there are no benchmarks against the known solution. If there are no such tools, it means that they need to be created. The inspiration to create such a tool was TRIZ itself.

Many of the tools that provoke us to look at a given situation from a different point of view are based on using extremes. The SIZE - TIME - COST operator, or innovative rules such as: dividing or combining, adding or subtracting, introducing or avoiding symmetry, are examples of such an approach.

Now that we know how we deal with problems, defects or unwanted functions, the question is how can we make effective use of the positive qualities we have?

The starting point was the CECA tool, which allows you to reach the deep scales hidden behind the obvious sources of problems. Then, according to the extreme approach, the question arises as to whether we can obtain something surprising by doing the opposite. Let the starting point be a positive feature, and our goal should be a deeper and deeper understanding of what we can gain. By showing what we can get from the fact that we have a unique feature in our device or service, we can more easily convince the customer to make a purchase decision. Our message is no longer just the delivery of a technical specification, but above all a language of values. This change simply looks so natural, and actually shows us what we can gain.

1.3 How to connect a feature with a benefit?

Let's go back to our bottle opener. What would be unique about this product? It would be the loudest bottle opener in the world.

Let's think what the user of this device will be able to achieve after receiving this product. First, he will be able to open his beer loudly in the bar. Loud opening will attract the attention of others. The next step may be to get them interested and start a conversation after receiving the answer that the sound was the result of using the device. You will probably be asked to show how it works. Then the user can ask for a new beer bottle for demonstration, and after a few moments, become the owner of the newly opened beer bottle. After all, there will be some free beers around it. What more can the owner of this device get? We can go to the social level, i.e. making contacts, raising social position, recognition and respect, all respect or celebrity status.

Each of these deeper answers can be used to persuade a person to buy using the language of values.

It is difficult to connect worlds as distant as technical parameters and social aspects. This difficulty can be overcome thanks to successive attempts to understand what the client will get when the first, obvious need is satisfied [2].

2 The tool

2.1 The logic of MICA

So far we have chain of events, logically connected as a result of using bottle opener. How to connect desired situation: celebrity status with specific feature of device. This connection is not obvious, and similar to CECA there is a need to make a few iterations to see answers on deeper levels of analysis. The procedure for searching for what kind of strong, desired effect can be connected with a starting positive parameter I named MICA – Marketing Impact Chain Analysis. This process is shown in the pic. 1.

Marketing Impact Chain Analysis - MICA

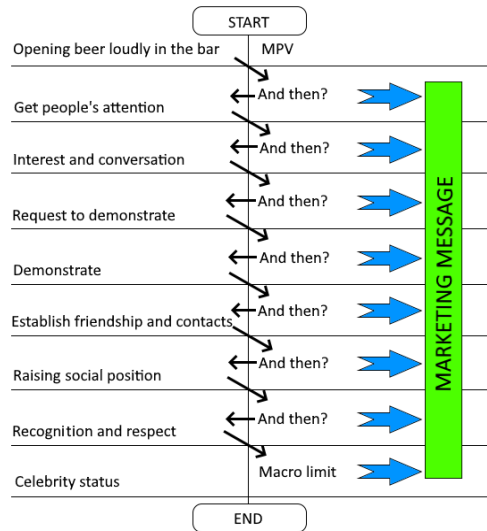


Fig. 1. Graphical illustration of a chain of sequel after acquiring a bottle opener. Further questions: „And then?“ provide us with more and more new information.

2.2 Marketing mindset

Marketing is the activity, communication and management used to attract and keep a target audience's interest. It can be done in the context of a commercial enterprise, either to simply inform or to persuade a prospective customer or client to purchase products and services. The term developed from its original meaning, which meant the spread of gossip (as usually going from person to person) in the 1550s, took on its current meaning in the 1900s to distinguish it from other forms such as advertising [3].

Marketing is all about getting your message in front of the right people. And if you want to be successful, that message needs to be compelling. It needs to be something that people want to hear, something that makes them curious and inspires them to take action. It starts with a clear purpose of identifying the audience and their needs. It also helps in coming up with a good strategy on how to address those needs. This can be achieved by conducting research on the target market and understanding their needs, wants, and values. Once the research is complete, a company can then create a marketing message that talks directly to those needs, wants, and values. Some companies even go as far as creating personas for each type of client they have so that they can tailor their messages accordingly.

Your marketing message is what sets you apart from the competition. It's what makes people want to do business with you instead of someone else. So it's important to make sure that your message is clear, concise, and memorable. If you want to get a client, you need to know how to do it. That's why there is the need to understand how

to find a client and convince them that they need your products. What are the key elements of a compelling marketing message? When crafting a marketing message, it's important to keep in mind the key elements that make it compelling. Here are four essential tips to get you started:

- Make it personal. Your customers want to feel like they're special, so make sure your marketing messages address them directly.
- Keep it relevant. Your messages should be relevant to your customers' interests and needs.
- Make it interesting. Nobody wants to read or hear a dry, boring message. Be sure to add some personality and excitement!
- Make it easy to act on marketing message

The way to catch a client's eye in a sea of thousands competitors? You need to use marketing messages that speaks for you, sells your product and presents it as the best choice for consumer. We do not only want the recipient to click on our link, we want them to purchase the product [4].

Everybody wants to know how to catch a client in order to sell a product. It is not easy, because actually you are selling a future benefit of the "product". You are selling the things the person will have or the state he or she could be if he or she used your product.

Research says, we buy from people we like, on the principle of reciprocity, because they are much better communicators and often more knowledgeable than others. In marketing slogan you will find not only promises but also specific recommendations how to catch client's attention, how to grab his preferences toward your product or service and how to convince him to buy [5].

So let's back to our story and check how can look like the marketing message for the loudest beer bottle opener in the world. (Pic 2)



Fig. 2. An exemplary form of a marketing message for the loudest bottle cap opener on the word. Logical connections, between „BOOM” and free beers for cap opener owners there are not so obvious.

On the above example, attempts were made to highlight one feature of the product in such a way as to justify the decision to purchase it. In addition to the features of the device itself, the focus is on what the end user can gain from using it, what he can experience and how it can affect his life.

Bottle openers are an essential item for any kitchen. They are used for opening beer bottles, wine bottles, and other types of bottles. Some people don't like to use a knife to open a bottle, because they are afraid of cutting their hand. However, there are many different types of bottle openers that can be used to open a bottle without cutting your hand. One of these types of bottle openers is called a bottle opener. They come in many different shapes and sizes, but are always made of metal. The above example can be an inspiration to offering something we well known in a new form, with an interesting consumer story in the background. That way of presenting can be a good source for not conventional dialog with customer [6].

2.3 Case study

Another story concerns a tender on the market for energy devices, and more specifically, transformers. In every tender bid, we have to convince the clients that our product is the best for their needs. Many times, it all came down to offering the lowest price, and we should do that by convincing our team that it's possible to do more with less. We've always prided ourselves on being cost-effective, but this tender required us to do even more than what we thought was possible, and everyone really stepped up. In the procedure, the distribution of points for meeting the requirements was as follows.

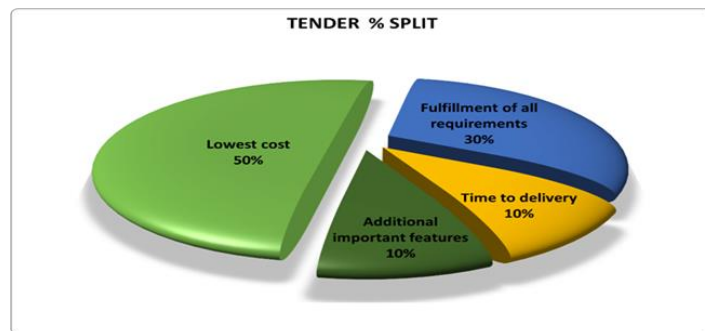


Fig. 3. The proportions of the distribution of points for meeting the requirements of each of the tender categories.

We were going through a round of tenders—a process where potential clients put out bids for what they're looking for, and interested companies submitted proposals and were competing against three other firms, with big brands and established reputations. I knew we had a great product, but I wasn't sure if we could beat those bigger companies. To avoid product placement or advertising, let's use the simple symbols: A, B, C, D to differentiate participants. As usual before the tender, it was some speculation

about who was the closer to win, and who should be loser, according to previous results.

One of the smaller companies offering the lowest unit price was the clear candidate to win this tender.

One of the competitors (company B) organized an internal meeting to simulate what the situation was looking like so far. After calculating theoretical points for each category, it resulted that, based on predictions, the result of 88 was a certain victory for company D. (See table 1).

The only open question was, what about the category: Additional important features? In that category engineers decided to find and deliver something that would bring victory. And here the MICA tool was used to get to what we already have and what could be shown as an added advantage in this particular case. The biggest problem itself was getting started. Nobody believed that something else could be found, after all, so many times have tried different methods.

Table 1. Tender settlement simulation made by Company B.

	Criterion	A	B	C	D
50%	Lowest cost	48	45	40	50
30%	Fulfillment of requirements	30	30	30	30
10%	Time to delivery	9	9	10	8
10%	Additional important features	?	?	?	?
	TOTAL	87	84	80	88

Table 2. Final result of tender.

	Criterion	A	B	C	D
50%	Lowest cost	48	43	45	50
30%	Fulfillment of requirements	30	30	30	29
10%	Time to delivery	9	10	9	8
10%	Additional important features	1	10	5	0
	TOTAL	88	93	89	87

After submitting the bids and announcing the results, the victory went to B. What kind of additional important features were delivered, and why other companies, don't get such a high score?

The secret was creating a catching marketing message with usage of existing features of existing components.

All transformers have sand inside steel structures for noise dumping. The company B, spends time underlining other features that can be realized by using sand grains. For this case it was used the MICA approach.

The fact of using sand inside the transformer structure gives us the effect of filling the space, which in turn increases the weight of the device. By itself, there is an additional weight that stiffens the structure while dampening waves and vibrations. Thanks to this, we stop all disturbances of objects, even heavy or moving at high speed. And in

this way, we can understand what we have at the product level, smoothly moving it to the point where we get a clear picture of the end-user benefit from the perspective of safety, reliability or user-friendliness.

The initial positive features of the product are clearly associated with what we get after using it. This step is obvious and seems trivial. The beauty of the MICA tool lies in repeating the question several times what will we gain when we achieve the expected results. The following hints brought us closer to understanding whether what we obtained may be an additional important feature for the client. Usually the first answers did not give satisfactory results.

On the other hand, the deeper we went into the issue, the more interesting the results were. What at first seemed to be an insignificant feature became more and more important with the passage of time.

It was also interesting to see that the team itself felt a growing excitement as the analysis developed. Ideas of how to use the received response to offer the client special value became more and more creative. The „Aha !“ moment that we got to the end, it was really priceless.

As in the example with the bottle opener, the significant value for the user, which was emphasized by sand, was a surprise for the participants of the meeting. The results of this analysis are presented in the picture below.

Marketing Impact Chain Analysis - MICA

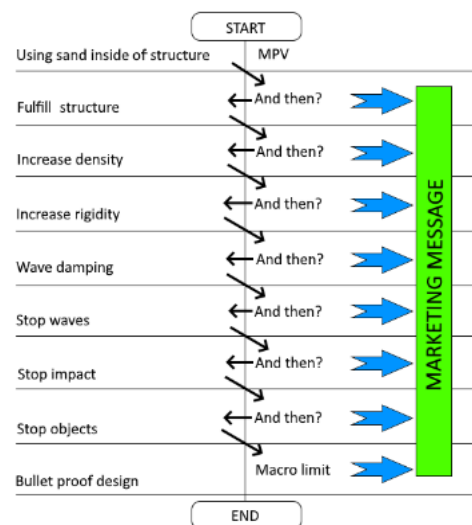


Fig. 4. Graphical illustration of a chain of sequel after using a sand inside the structure. Further questions: „And then?“ provide us with more and more new possibilities.

Suddenly, they find other uses for the sand. The key was to create a document that would be interesting, memorable and easy to read. We divided the text into different parts, making the design simple and without unnecessary elements. Also, to make our

content more lively, we created several illustrations for it. The final marketing message was that they delivered: Bulletproof design!

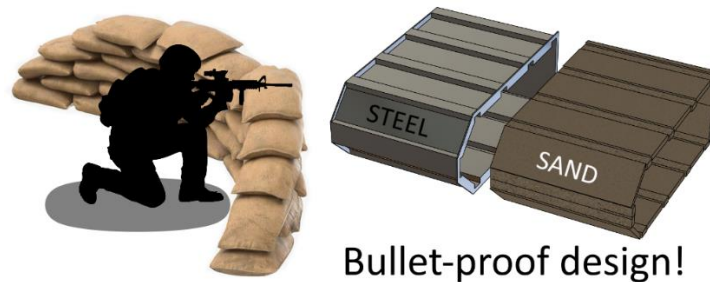


Fig. 5. A soldier, wanting to protect himself from enemy fire, builds a shooting position for himself, secured with sandbags. Similar function can offer sand inside the structure.

That unique feature brings for Company B an additional 10 points, and the final winning tender. All other competitors they have already sand inside, but the differentiator it was clear marketing message and of course certificate from bullet proof test.

The key thing I learned from this experience is that you have to translate your strengths into benefits for your clients. It's not enough just to be good at what you do. You have to show your clients why your product or service is better than all the others out there.

3 Summary

A marketing message communicates from a company to its customers or potential customers. The purpose of a marketing message is to persuade customers to take some desired action, such as buying a product or service. Marketing messages can be delivered through a variety of channels, including print advertisements, television commercials, radio spots, online ads, and email campaigns.

All of the previous points are important, but the key is the content of the marketing message. As it was presented the new TRIZ tool MICA can be a first try to make this process much more efficient, to translate features to the benefits. That way, as a result, the most catching and wanted effect of using a product or service can be used to create a strong marketing message. Promotion and marketing are critical in getting a job to the level of success that is intended. To begin with, it can serve you in connecting with your target audience and informing them about the position and its benefits. To get the desired results, marketing strategies must be specific and obvious. Marketing is the art of persuading people to do something. Purchasing a product, donating money, posting a link on social media, and signing up for an email list are all common marketing actions. This definition is shared by the word "persuasion," which means that outstanding marketers are masters of persuasion to a large extent [7].

Advertising slogans have been around for a long time. They are used to create a memorable message that will stick with the potential customer and give him an idea of

what the company is. There are many benefits to having an advertising slogan. It makes it easy for people to remember your company and also can be used in marketing campaigns. Advertising slogans can also be used to show your company's value, personality or creativity. Why not, to do that in more professional way? The conclusion: nothing can replace good, relevant content. But when you have something good to say and you want others to believe it, you have to present it well.

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