

Situation

Data overload making decision to buy and remain with a particular brand a hard choice to make.

The dilemma facing the casual photographer to decide on a particular brand of camera (DSLR, CNC, Mirrorless), to remain loyal to and become an advocate of that brand.

Consistent and ubiquitous messaging and information makes the decision to select and remain with a brand easier.

/ before

/ after

I think that posting pictures is not a bad thing like people think. I have a twitter, tumblr, instagram and face book and I post pictures on all of them

Nowadays style is the biggest thing that everyone cares about. I care about my style, that's why I take photos, and look at other peoples photos, mainly to fit in.

Mirrorless Cameras are better than DSLRs

I take & share photo to express myself.

The Price Point Matters! Whats the greater value?

I share photo for people to see me.

Sony is the new Canon!

My decisions are influenced by X's reviews/pictures/tweets

I expect support in real time

a myriad of choices in upgrades, add ons and competing products to choose from.

The camera is not important at all, the creative side is.

Think and Feel

inconsistent messages make me question this brand

Brand snobbery

DSLRs are better than mirror less cameras
You don't need a dedicated camera anymore, the phone is king.

Nikon's after sales support is amazing

Hear

See

Casual photographers who have a keen eye have grown phenomenal followings (Cred)

Canon is the most popular brand but is it the best?

The camera is not important at all, the creative side is.

Experiences differ by brand and segment within brands

individuals build credibility and influence by sharing their photos

"Needing to have reality confirmed and experience enhanced by photographs is an aesthetic consumerism to which everyone is now addicted."

I share my post purchase experiences

Say and Do

Amateur photographers learn new techniques from each other and from online tutorials

Canon's after sales support is amazing

I prefer to use equipment that is simple to use, portable and doesn't break the bank.

Which Camera Should I buy/ upgrade to?

I much prefer a product that has an active and supportive community behind it.

You should definitely get this Nikon D3100, I swear by it.

I hardly use a dedicated camera!

I like to learn new tips and techniques on how to improve my photography skills

I think that the popularity of sharing photos online is a great way to keep in touch with friends and family you rarely see in person

I like to showcase my photos and allow more people to discover my work

Pain

-) Mountain of Data to sift through
-) Confusing content
-) Unclear and disjointed post purchase support experience
-) Confusing product segmentation
-) Feature overload (who is this built for!)
-) Changing technology landscape

It's a RED OCEAN!

Gain

- Informed choice
- Return on investment (longevity of equipment)
- Personalised support & training
- Vocal & Supported community influencing innovation (build what I want)
- Ease of use (get to my outcomes faster)

