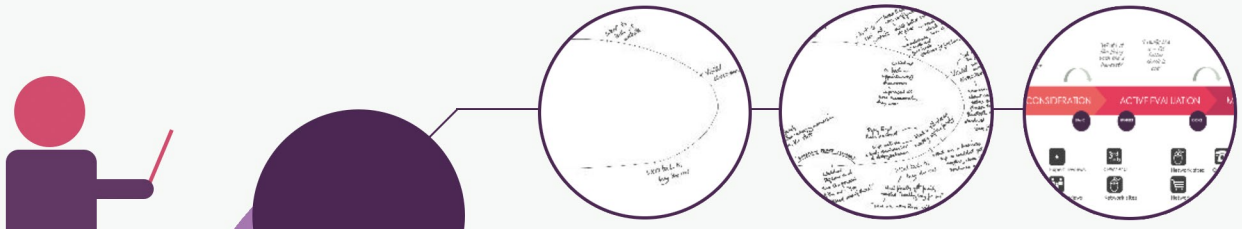
TONIC JOURNEYS

UNDERSTANDING THE CUSTOMER JOURNEY

Introducing Tonic's award-winning Snakes & Ladders technique

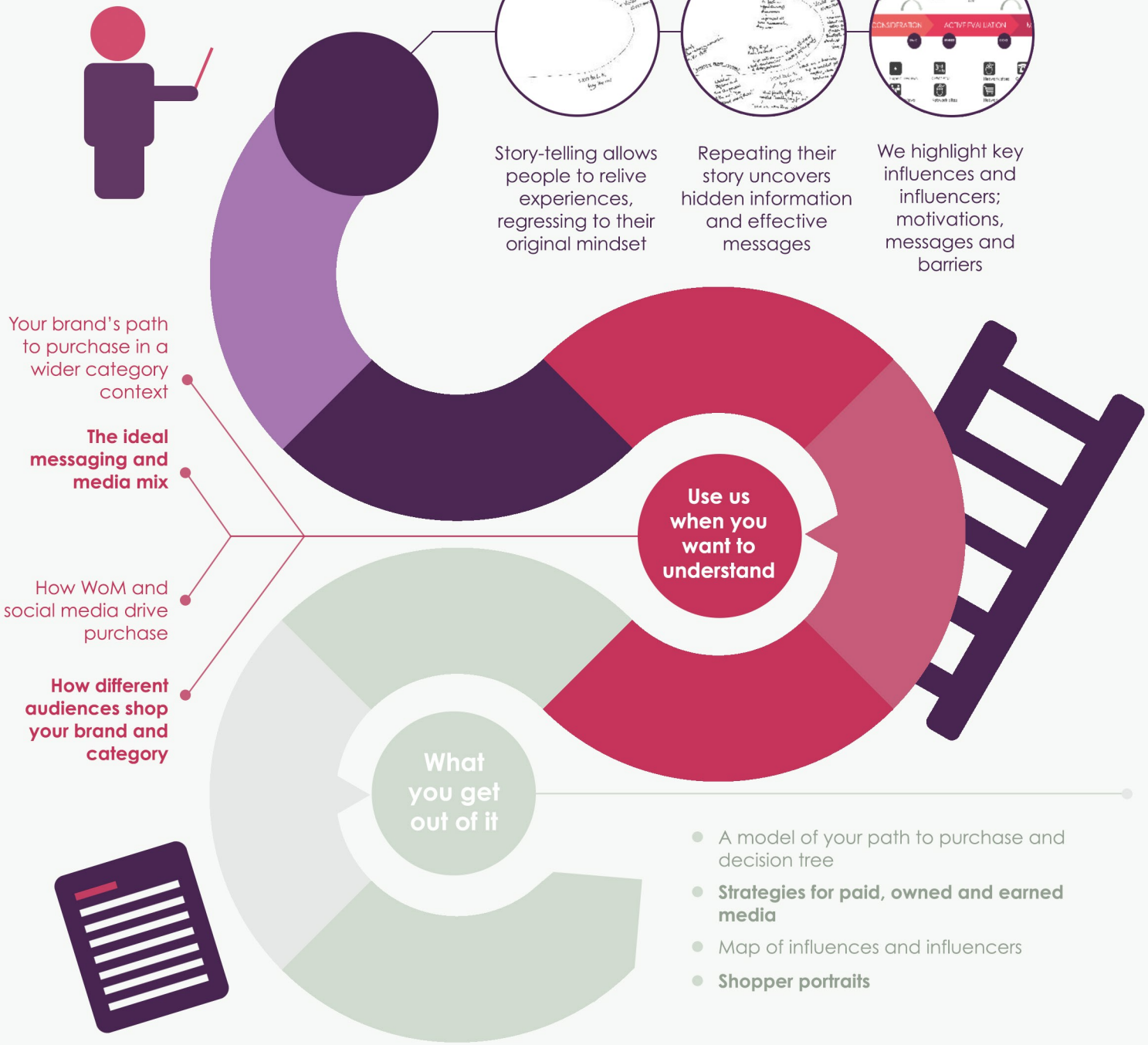
Decision journeys are anything but linear – but when we discuss them, we tend to post-rationalise them. It's our way of justifying our decisions. Outright questions can results in overly rational answers that don't reflect real thoughts, behaviours and attitudes.



Story-telling allows people to relive experiences, regressing to their original mindset

Repeating their story uncovers hidden information and effective messages

We highlight key influences and influencers; motivations, messages and barriers



- A model of your path to purchase and decision tree
- **Strategies for paid, owned and earned media**
- Map of influences and influencers
- **Shopper portraits**

"The customer journey work Tonic Insight did for us is our bible. It's brought different teams together around one clear story, and let us plan together as a fully united brand."

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