

# Innovation in Life and Death

**OLSON ZALTMAN**

IN PARTNERSHIP WITH:



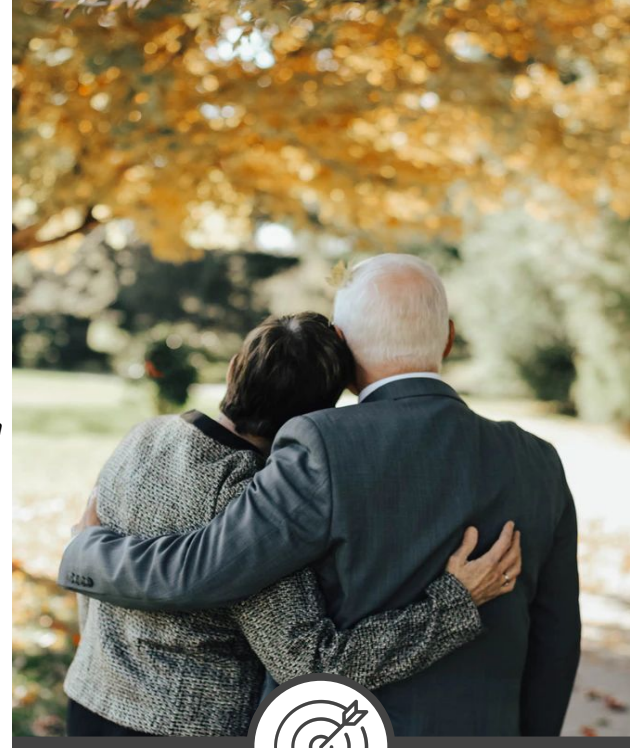
Funeral Service  
**FOUNDATION**

Founded in 1932, the Funeral Service Foundation is the leading public foundation serving the funeral service profession. Membership of the Funeral Service Foundation includes funeral directors, casket manufacturers, funeral supply manufacturers from across the United States. The foundation funds projects and professional development programs that support member organizations.

**Challenged with a drastic increase in non-traditional services, the foundation partnered with Olson Zaltman to determine the best marketing approach as they move forward.**

The U.S. funeral market is an estimated

**\$20** billion/year industry



## WHY

are Baby Boomers turning away from traditional services?



## HOW

can the industry win back this generation of consumers?



## The Methodology

ZMET®

IAT

We leveraged our **patented** and **pioneered** methodology, the Zaltman Metaphor Elicitation Technique (ZMET), to **deeply understand the unconscious beliefs and behaviors that impact decision-making.** We then used the Implicit Association Tests (IAT) to **quantify the strength of associations** between a **brand** and **key drivers** found in the ZMET insights.

*Our insights uncovered the diverse **consumer journeys** of both the funeral director and the consumer when creating a non-traditional service*

**1**

Starting the conversation

Consumer:

**The Writer**



Funeral Director:

**The Researcher**

**2**

The Details

Consumer:

**The Director**

Funeral Director:

**The Muse**



**3**

The Service

Consumer:

**The Star**

Funeral Director:

**The Stage Director**



## The Impact

“Olson Zaltman’s work was vital as we designed the *beremembered.com* site. The ideas that emerged **helped us really understand and identify with consumers more deeply than we had before.**

As a **b-to-b** supplier, we don’t always get the **deep insights** that the ZMET research revealed. The funeral profession has needed these kinds of insights for a long time – and **they will continue to inspire and impact our profession for years to come.**”

Marty Strohofer

VP of Marketing and Product Development  
Aurora Casket Company

The Learnings