

Zaltman Metaphor Elicitation Technique (ZMET) Project Instructions to Students

To better understand ZMET, the class will work in small group settings to see if the method helps in understanding our own thoughts and feelings about a brand. Trying this method on ourselves may not work as efficiently as it does in Zaltman's practice, but the exercise will give us exposure to the types of techniques used by marketers in exploring consumers' perceptions of brands and consumer involvement with products/services.

1. Watch the Harvard Business Review (HBR) video of Gerald Zaltman talking about ZMET: <https://www.youtube.com/watch?v=NQzYclR8ufM>
2. Collect a set of pictures (five images from original photos, internet images, magazine pictures, or other source) that represent your thoughts and feelings about the brand: (Brand assigned in class). The images are not to have the product itself or the brand name in the picture. Pictures are to be brought to the next class session.
3. Take turns telling stories within your group about each of your pictures. Try to explain these images in as much detail as possible. Include sensory images (sight, smell, sound, taste, and touch) that express your feelings about the brand. Discuss why the particular images were chosen. Do other people, things, or memories come to mind when thinking about the image or brand?
4. List any metaphors or key themes that emerge from the group discussion that might be associated with the brand. Does an "uber" metaphor – one overall, dominant metaphor – emerge?
5. Choose five to seven of the most meaningful pictures from the group to create a collage.
6. Write a detailed description of each image, its meaning, and any metaphor that may have emerged in group discussion. Explain how marketers may want to use the information gathered to communicate the brand or product more effectively to other consumers.

You may submit your collage to your professor (me) in person, or email it as a Word, PDF, or JPEG file. You will also need to provide your typed, detailed description with your collage (one-two pages).

You will present your collage and marketing implications in an informal presentation in class on: (Insert date).