AWNING SEGMENT INSIGHTS

8.19.19
Revisions

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Foundational Insight Project

AWNING MATERIAL LANDSCAPE: Understanding the Dynamics of Fabric vs. Metal Awning materials

GOAL: Understand the dynamics of the decision-making process for:

- Fabric Awnings
- Metal Awnings
- Fabric vs. Metal Awnings

NOTE: This study covers B2B segments of industry

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You'll Discover:

1) How customers evaluate awning material selection in each category; how fabric vs. metal compare

2) Define opportunities and challenges in each material category

3) Understand why fabric is chosen/not chosen over metal awnings

4) Define drivers (positives), barriers (negatives) and neutrals (questions) for each material category

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RESEARCH CAPABILITY

- By continuously mining unstructured data created by "The Collective Voice"
  - IFAI can build a differentiated capability and deliver ACTIONABLE CHANGE
  - ADVOCATE for the fabric industry.

- This research uses:
  - Advanced technologies (AI, machine learning)
  - Proprietary toolset to gather rich insights
  - Helps IFAI completely **comprehend what's on the minds and in the hearts of their target audiences.**

METHODOLOGY

The following insights are built on:

1. **Unstructured, <u>BIG data sets</u>.** Based on thousands of <u>unstructured data points</u>.

2. **User-generated data.** Actual, unprompted, organic discussions, comments, shares, reviews and more provided by customers and members.

3. **Reach.** Far beyond traditional social media. Mined from topical sites, review platforms, forums, the blog and micro-blog world, shared photos and video content. All unbiased commentary, in front of privacy walls, is explored.

4. **Expert analysis.** Review of millions of opinions, thoughts, needs, beliefs, and ideas. Analysis includes:
   - Industry and category business implications
   - Strategic opportunities
   - Recommendations for business and marketing plans

HOW RELEVANT CONVERSATIONS ARE DISCOVERED

Tools
- Web crawlers/scrappers
- Text mining/analytics
- Natural language processing
- Profile crawlers
- Cognitive Computing
- Search bots
- Review crawlers
- Business intelligence suite

Techniques
- Motivations/intent
- Needs/unmet needs
- Sentiment mining/drivers/barriers
- Context
- Adjacencies/related
- Topical response strings
- Topical mining
- Filtering lenses
- Visual listening

Data collected from user generated content only. Pure news, PR and corporate content is excluded. Sharing of news/PR/Corporate Content etc. is only included if linked as part of consumer content.

Data is categorized based on thematic patterns.

Sentiment and context of conversations are analyzed for overall category and subcategories.
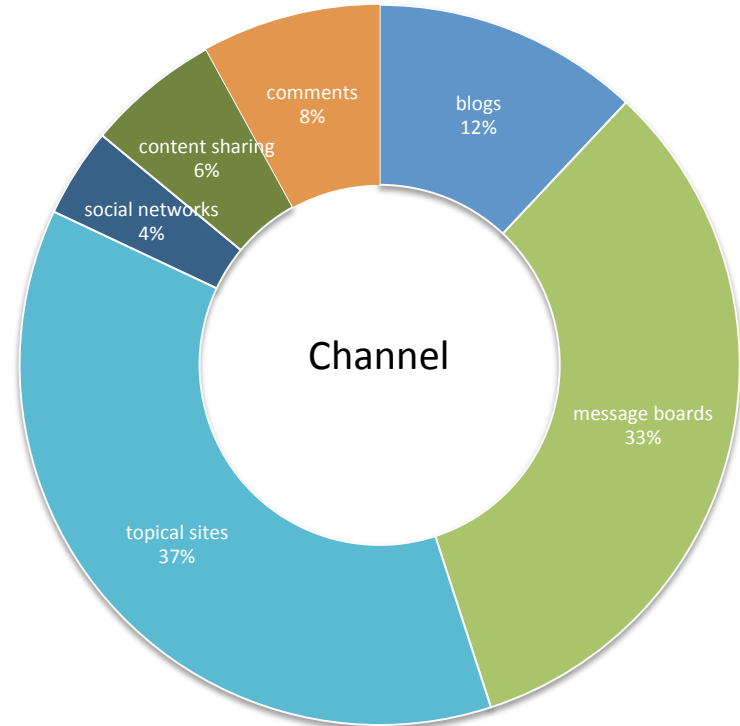
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JOURNEY, TOPICS & SEGMENTATION

DETELS

Timeframe: 12 months ending 8/1/19

Overall Data set: N = 385,384

– B2B Residential- 98,485
– B2B Commercial- 189,384

– Contractor- 86,384
– Fabricator-63,856
– Architect- 85,384

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SOURCE EXAMPLES

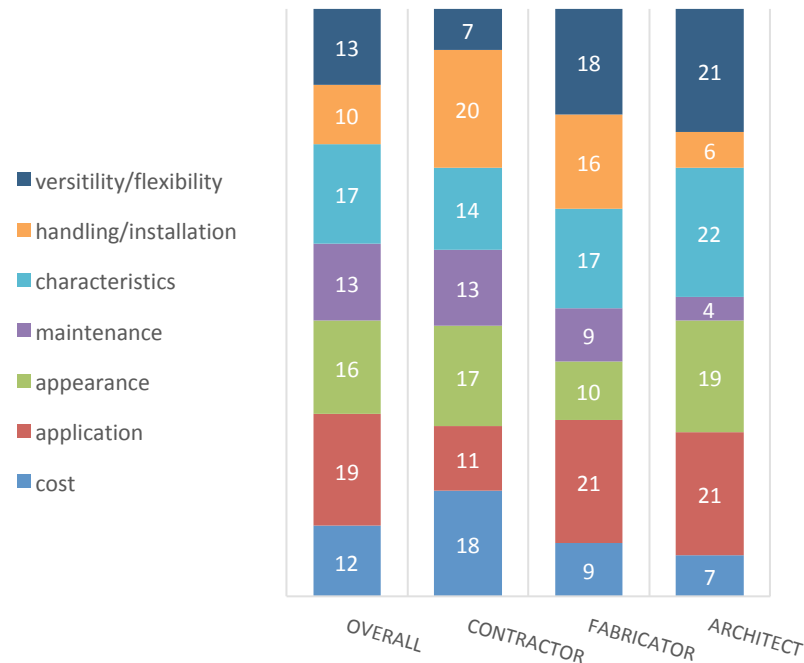POWERED BY ROCKET LABS 360

AWNING DISCUSSION - Topics

N = 385,384
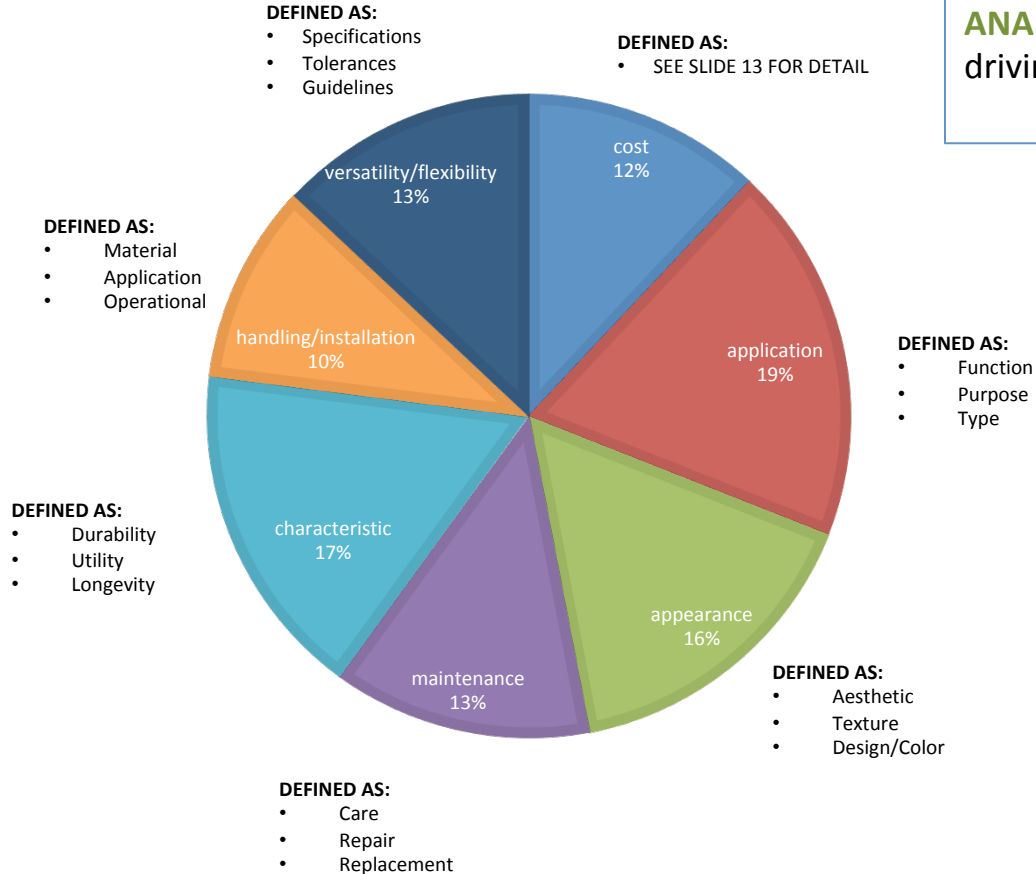
ANALYSIS: No one topic driving discussions.

DEFINED AS:
- Specifications
- Tolerances
- Guidelines

DEFINED AS:
- SEE SLIDE 13 FOR DETAIL

DEFINED AS:
- Material
- Application
- Operational

DEFINED AS:
- Function
- Purpose
- Type

DEFINED AS:
- Durability
- Utility
- Longevity

DEFINED AS:
- Aesthetic
- Texture
- Design/Color

DEFINED AS:
- Care
- Repair
- Replacement

Pie chart:
- cost 12%
- application 19%
- appearance 16%
- maintenance 13%
- characteristic 17%
- handling/installation 10%
- versatility/flexibility 13%

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Awning Discussion - Topics by Segments

ANALYSIS: Topics carry different weight within each segment.

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COST/EXPENSE DRILL

cost 12%

material 25%

handling 16%

application 21%

maintence 20%

ownership/lifespan 18%
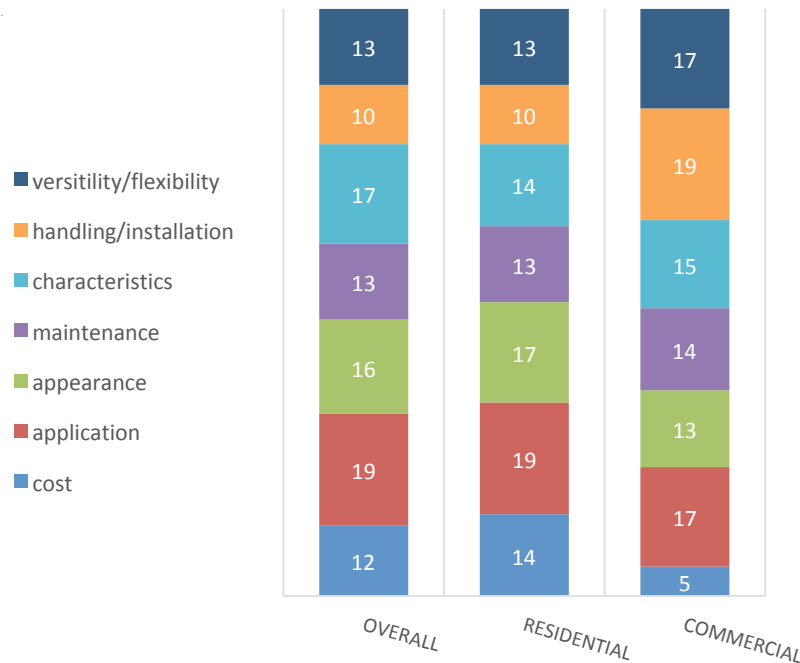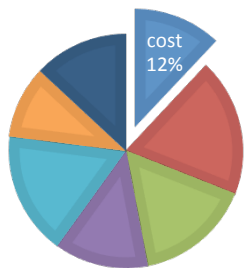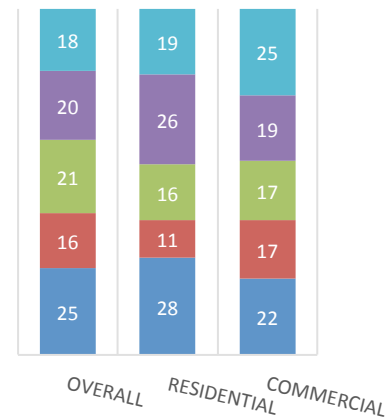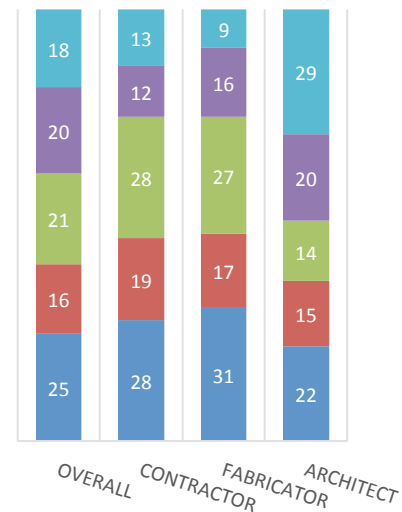
ANALYSIS: This is a detailed look at the cost discussion overall. These five factors dominate the cost discussion.
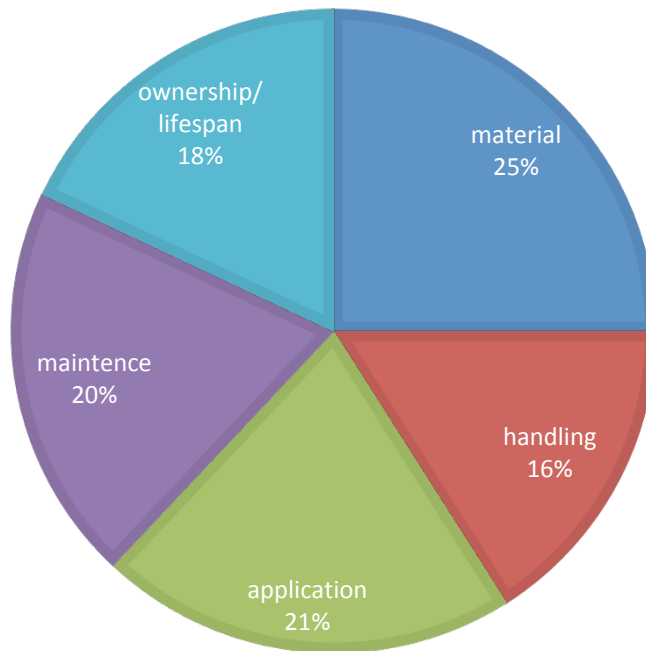
	OVERALL	RESIDENTIAL	COMMERCIAL
ownership	18	19	25
maintenence	20	26	19
application	21	16	17
handling	16	11	17
material	25	28	22

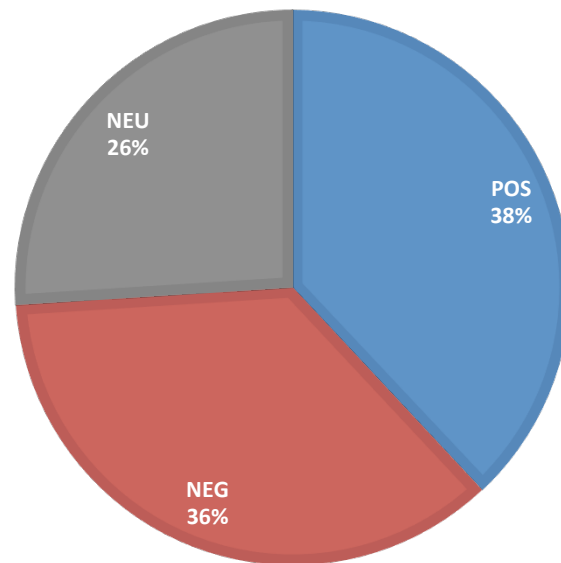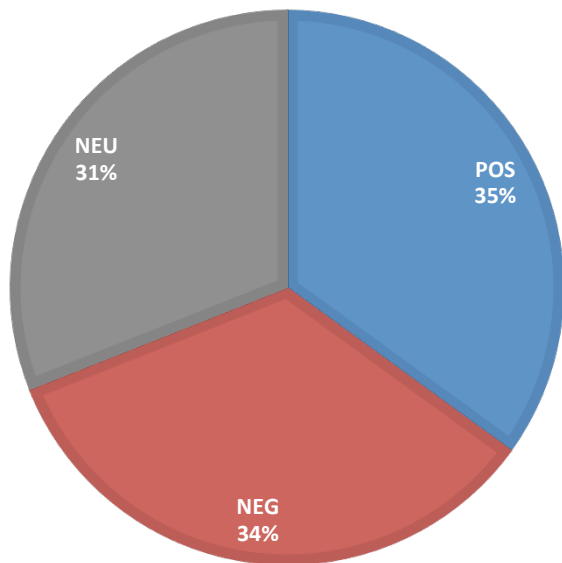|	OVERALL	CONTRACTOR	FABRICATOR	ARCHITECT
ownership	18	13	9	29
maintenence	20	12	16	20
application	21	28	27	14
handling	16	19	17	15
material	25	28	31	22

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AWNING DISCUSSION
SENTIMENT,
DRIVERS & BARRIERS

AWNING DISCUSSION - Sentiment

Metal

POS 35%
NEG 34%
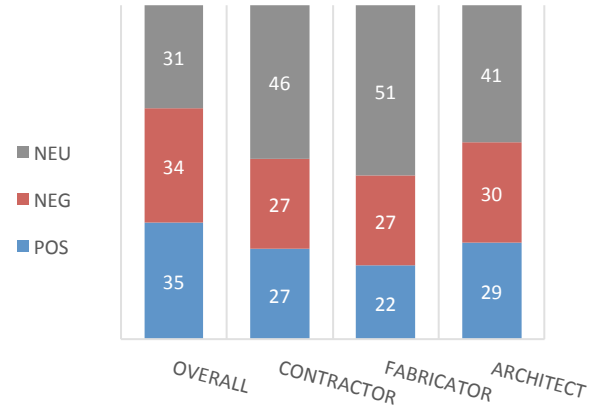NEU 31%

Fabric

POS 38%
NEG 36%
NEU 26%

ANALYSIS: Slight positive edge for fabric. Likewise, slightly higher negatives.

AWNING DISCUSSION Sentiment - Metal

ANALYSIS: No segment in influencers are more positive than overall discussion.

Pie chart:
- NEU 31%
- POS 35%
- NEG 34%

First bar chart (NEU / NEG / POS):

	OVERALL	RESIDENTIAL	COMMERCIAL
NEU	31	31	37
NEG	34	37	33
POS	35	32	38

Second bar chart (NEU / NEG / POS):

	OVERALL	CONTRACTOR	FABRICATOR	ARCHITECT
NEU	31	46	51	41
NEG	34	27	27	30
POS	35	27	22	29

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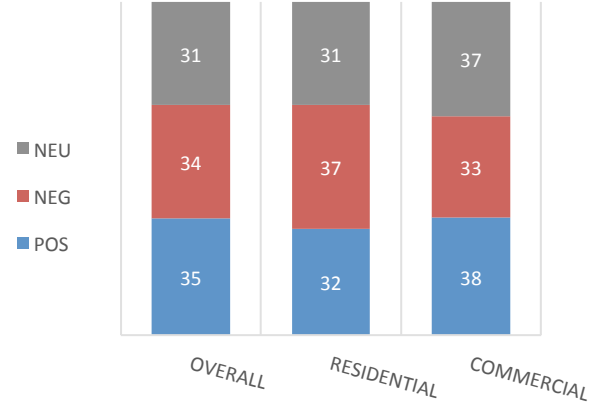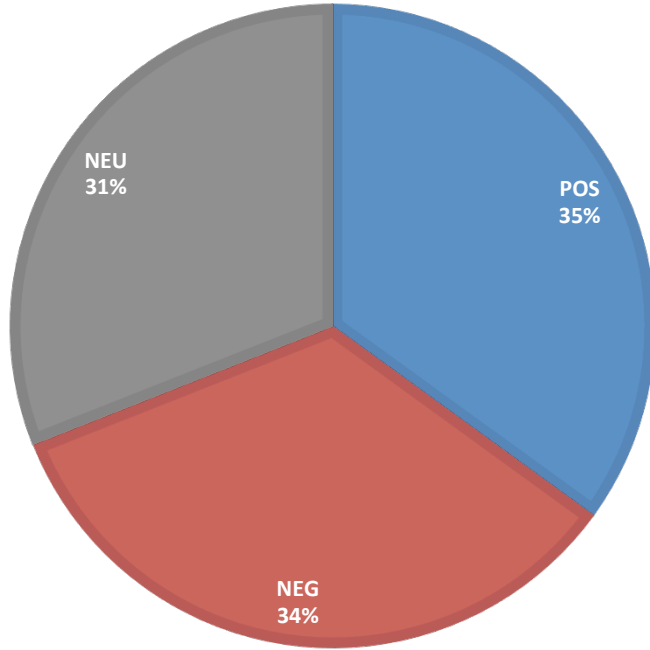
AWNING DISCUSSION - Sentiment Fabric

ANALYSIS: Fabric generally skews higher on positive.

Exceptions:
- Architects
- Commercial

Pie chart:
- POS 38%
- NEG 36%
- NEU 26%

Bar chart (NEU / NEG / POS):

	OVERALL	RESIDENTIAL	COMMERCIAL
NEU	26	24	35
NEG	36	36	32
POS	38	40	33

Bar chart (NEU / NEG / POS):

	OVERALL	CONTRACTOR	FABRICATOR	ARCHITECT
NEU	26	26	34	39
NEG	36	35	25	30
POS	38	39	41	31
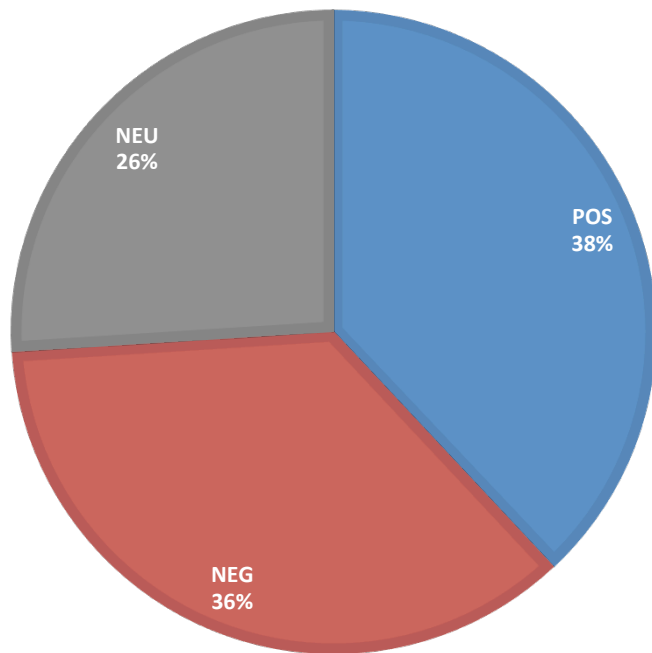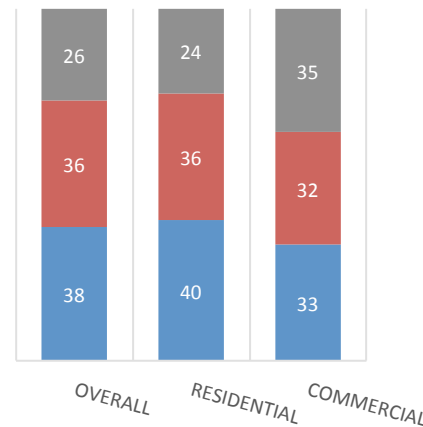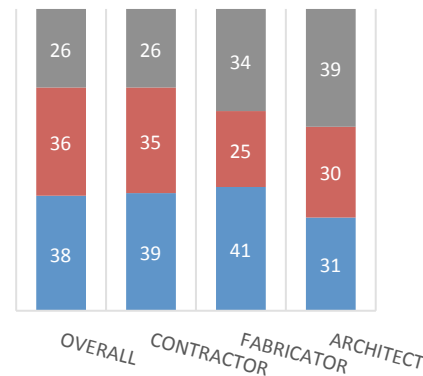
AWNING DISCUSSION - Drivers Positive

ANALYSIS: Two critical Fabric insights:
- Aesthetic head-to-head advantage
- Sustainability emerges as a differentiator

Metal

DEFINED AS:
- Longevity
- Elements
- Repairs

DEFINED AS:
- Specifications
- Accuracy

DEFINED AS:
- look/feel
- appearance
- textures
- colors/textures

DEFINED AS:
- Upkeep
- Scheduled service

- tolerances 32%
- durablity 29%
- aesthetic 18%
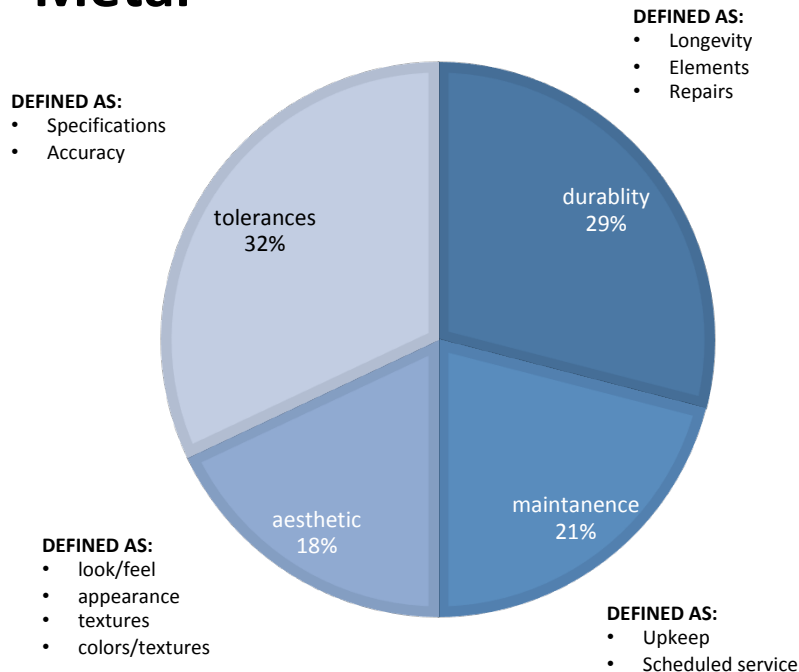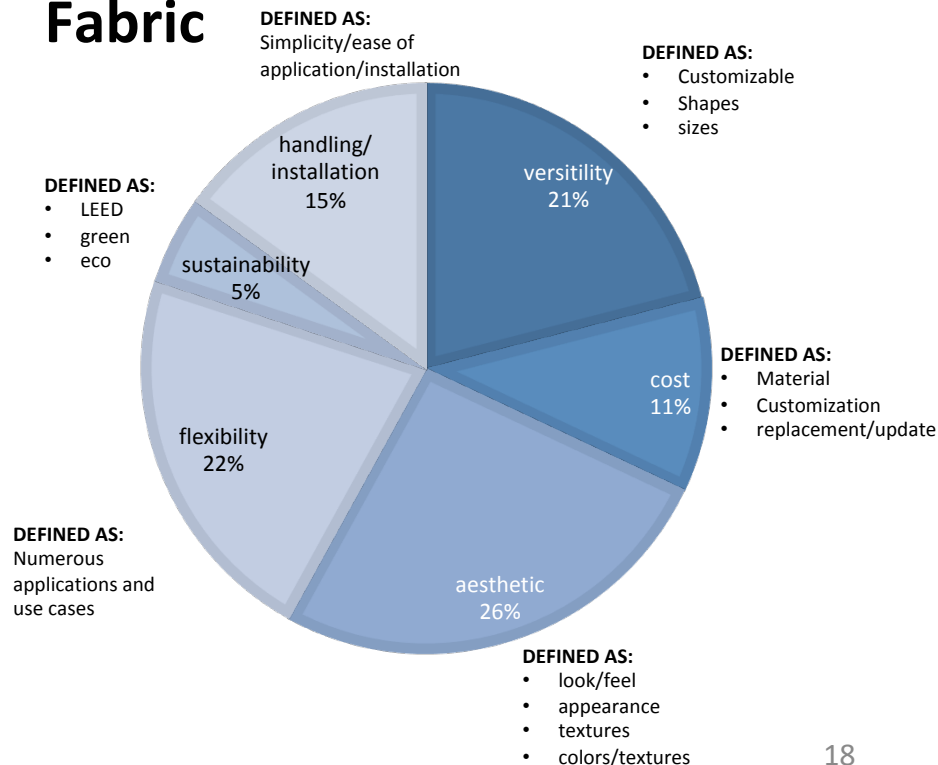- maintanence 21%

Fabric

DEFINED AS: Simplicity/ease of application/installation

DEFINED AS:
- Customizable
- Shapes
- sizes

DEFINED AS:
- LEED
- green
- eco

DEFINED AS:
- Material
- Customization
- replacement/update

DEFINED AS: Numerous applications and use cases

DEFINED AS:
- look/feel
- appearance
- textures
- colors/textures

- handling/installation 15%
- versitility 21%
- sustainability 5%
- cost 11%
- flexibility 22%
- aesthetic 26%

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Metal Drivers Positive

POS 35%

ANALYSIS:

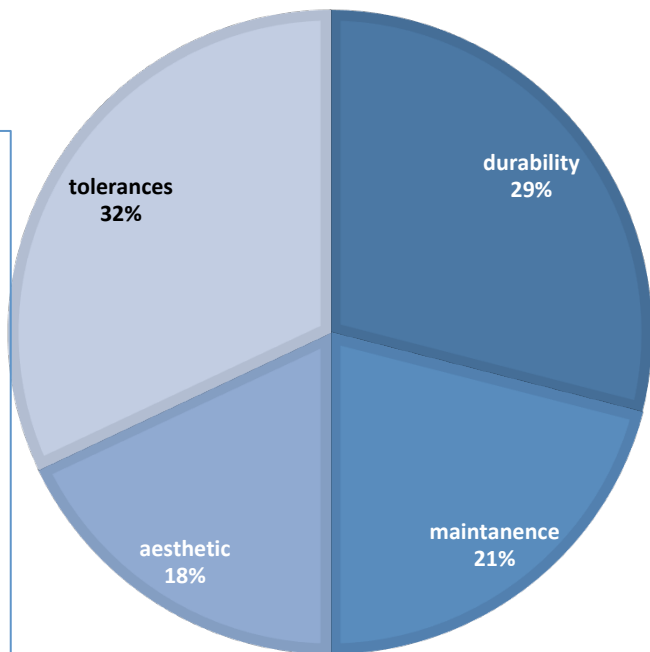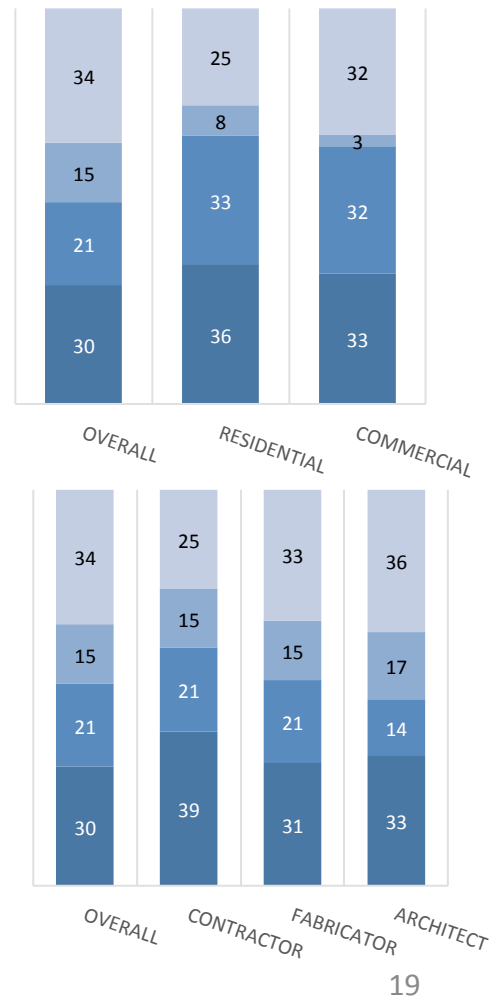The biggest challenge for fabric is in durability and maintenance.

- This will be apparent when viewing this slide to slide 23

Both highly positive in residential and commercial discussions

Pie chart:
- durability 29%
- maintanence 21%
- aesthetic 18%
- tolerances 32%

Legend:
- tolerances
- aesthetic
- maintanence
- durabiilty

	OVERALL	RESIDENTIAL	COMMERCIAL
tolerances	34	25	32
aesthetic	15	8	3
maintanence	21	33	32
durabiilty	30	36	33

	OVERALL	CONTRACTOR	FABRICATOR	ARCHITECT
tolerances	34	25	33	36
aesthetic	15	15	15	17
maintanence	21	21	21	14
durabiilty	30	39	31	33
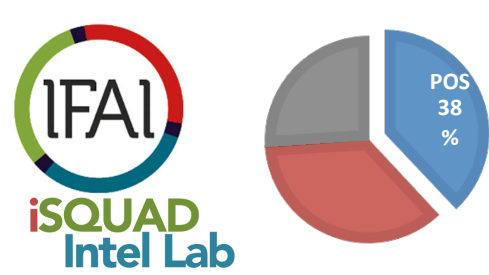
Fabric Drivers Positive

POS 38 %
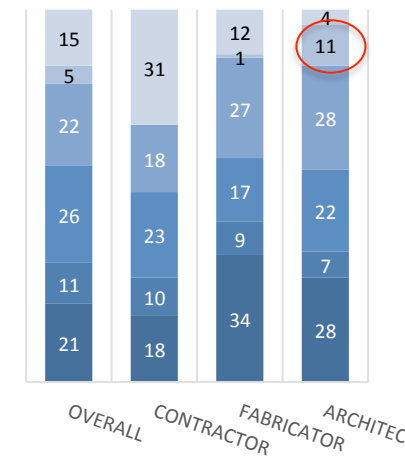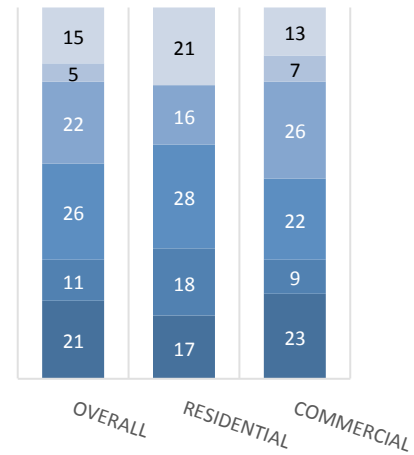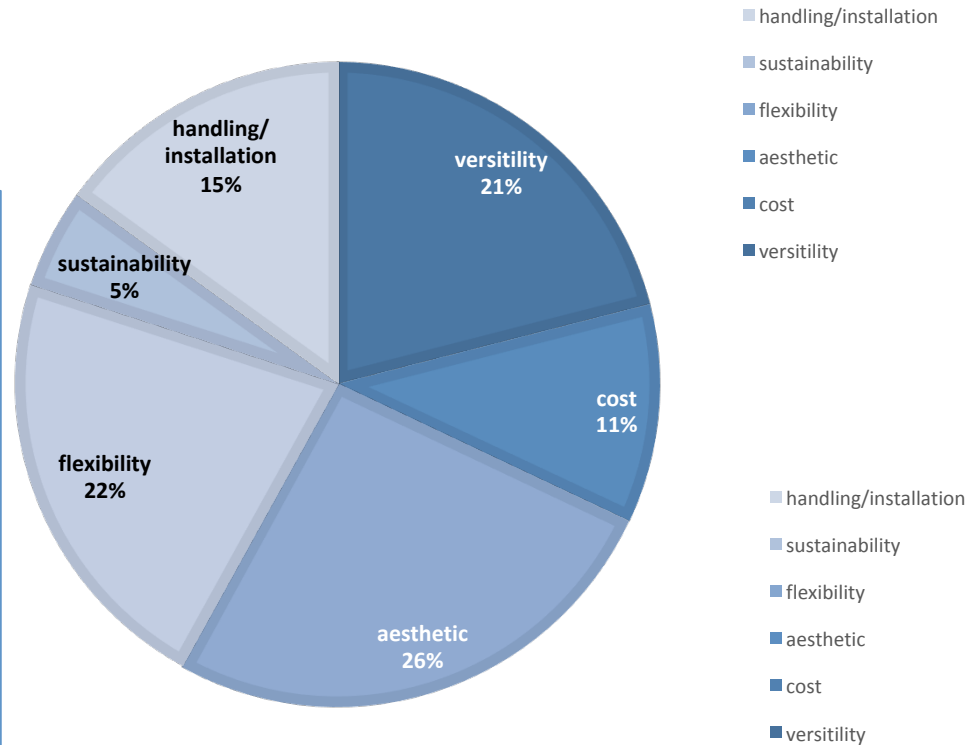
ANALYSIS:

Sustainability over indexes with Architects.

- This is opportunity we feel is trending up.
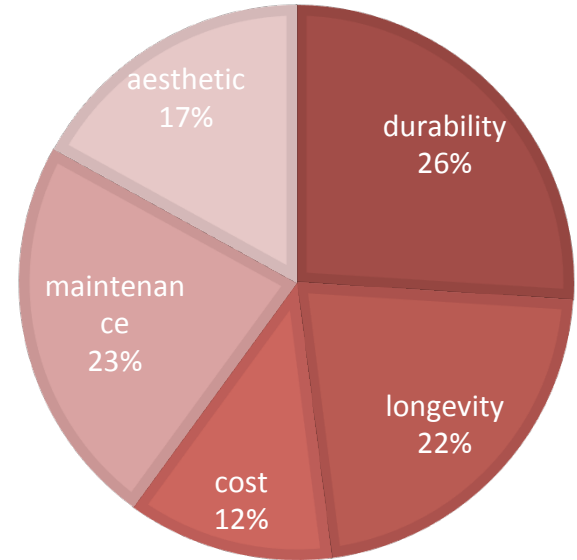
Aesthetic a Fabric differentiator over metal

Stronger positives from:
- Fabricators
- Architects

Pie Chart

- handling/installation 15%
- versitility 21%
- cost 11%
- aesthetic 26%
- flexibility 22%
- sustainability 5%

Bar Chart 1

Legend:
- handling/installation
- sustainability
- flexibility
- aesthetic
- cost
- versitility

	OVERALL	RESIDENTIAL	COMMERCIAL
handling/installation	15	21	13
sustainability	5	7	
flexibility	22	16	26
aesthetic	26	28	22
cost	11	18	9
versitility	21	17	23

Bar Chart 2

Legend:
- handling/installation
- sustainability
- flexibility
- aesthetic
- cost
- versitility

	OVERALL	CONTRACTOR	FABRICATOR	ARCHITECT
handling/installation	15	31	12	4
sustainability	5		1	11
flexibility	22	18	27	28
aesthetic	26	23	17	22
cost	11	10	9	7
versitility	21	18	34	28

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AWNING DISCUSSION - Drivers Negative

ANALYSIS: Expense often a negative, but significantly worse for metal.

Metal

Fabric

Metal chart:
- expense 18%
- design limitations 23%
- application limitations 21%
- installation complexity 14%
- aesthetic 10%
- prod. time 14%

Fabric chart:
- durability 26%
- longevity 22%
- cost 12%
- maintenance 23%
- aesthetic 17%

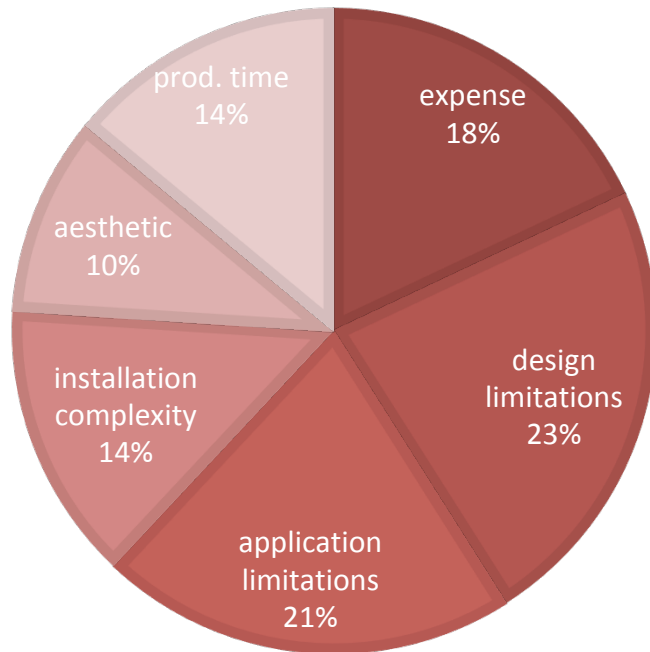POWERED BY ROCKET LABS 360
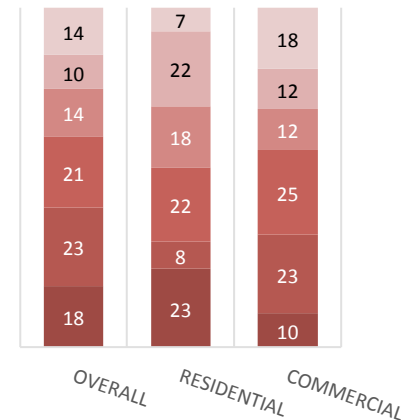
21
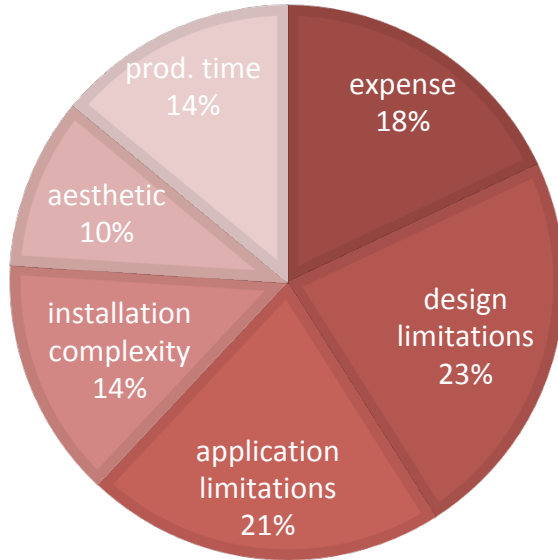
METAL DRIVERS Negative

NEG 34%

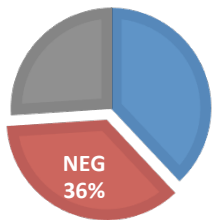**ANALYSIS:** There are some very interesting takeaways to share:

- Installation a high negative with contractors/fabricators (validation)

- Aesthetic highly over indexes negative with architects (opportunity)

Pie Chart

- expense 18%
- design limitations 23%
- application limitations 21%
- installation complexity 14%
- aesthetic 10%
- prod. time 14%

Bar Chart 1 (OVERALL / RESIDENTIAL / COMMERCIAL)

Legend: timing, aesthetic, installation, application, design limitations, expense

	OVERALL	RESIDENTIAL	COMMERCIAL
timing	14	7	18
aesthetic	10	22	12
installation	14	18	12
application	21	22	25
design limitations	23	8	23
expense	18	23	10

Bar Chart 2 (OVERALL / CONTRACTOR / FABRICATOR / ARCHITECT)

Legend: timing, aesthetic, installation, application, design limitations, expense

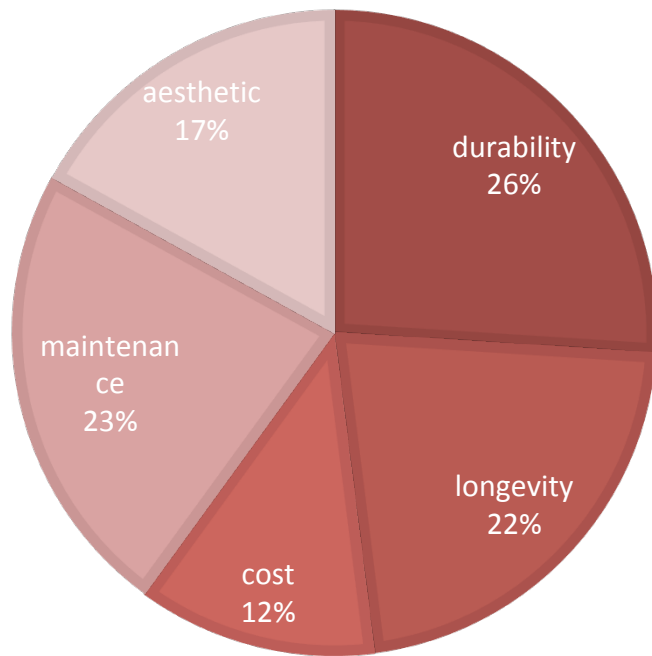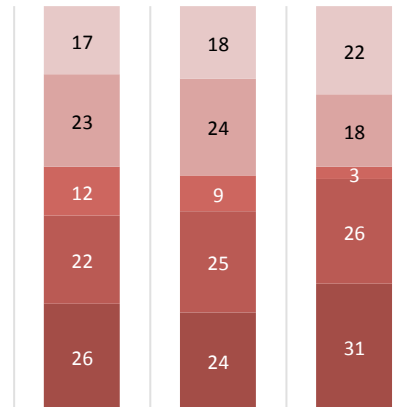|	OVERALL	CONTRACTOR	FABRICATOR	ARCHITECT
timing	14	9	6	6
aesthetic	10	6	10	22
installation	14	31	29	10
application	21	24	27	24
design limitations	23	17	13	27
expense	18	13	15	11

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FABRIC DRIVERS Negative

NEG 36%

ANALYSIS: We do see some opportunities in this comparison:

- Aesthetic highly over indexes negative with architects, but less so than metal (opportunity)

- Biggest negative factor: longevity (How can this be addressed?)

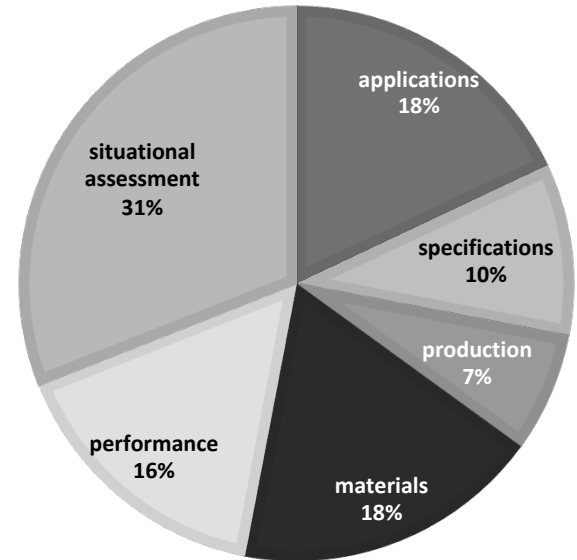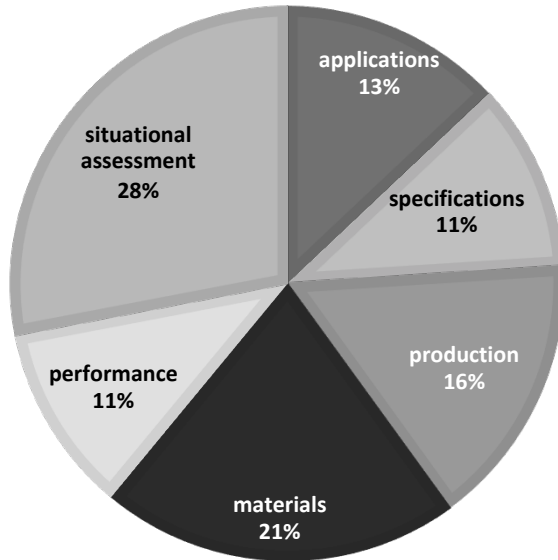- Cost less of a negative issue for fabric compared to metal

Pie chart:
- durability 26%
- longevity 22%
- cost 12%
- maintenance 23%
- aesthetic 17%

Stacked bar chart (OVERALL, RESIDENTIAL, COMMERCIAL):

	aesthetic	maintenance	cost	longevity	durability
OVERALL	17	23	12	22	26
RESIDENTIAL	18	24	9	25	24
COMMERCIAL	22	18	3	26	31

Stacked bar chart (OVERALL, CONTRACTOR, FABRICATOR, ARCHITECT):

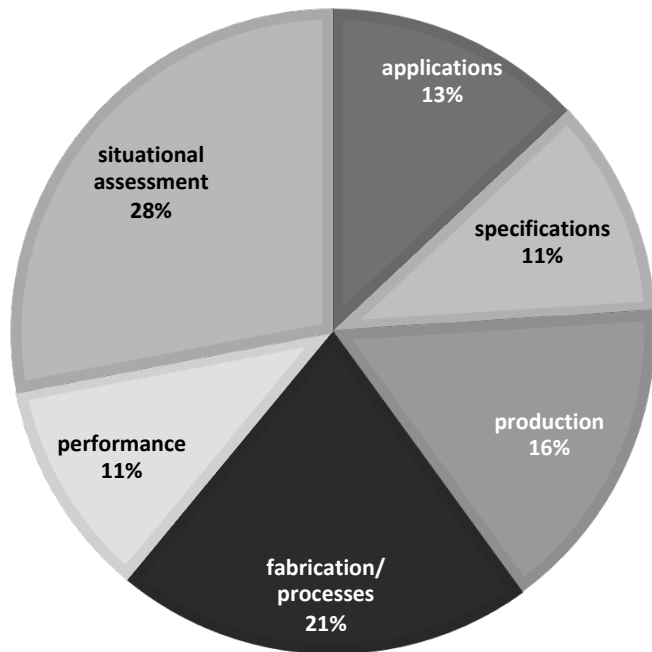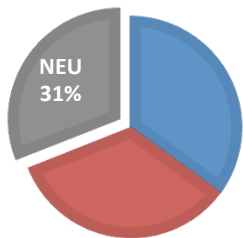|	aesthetic	maintenance	cost	longevity	durability
OVERALL	17	23	12	22	26
CONTRACTOR	15	5	9	32	39
FABRICATOR	10	12	13	33	32
ARCHITECT	26	15	8	27	24

AWNING DISCUSSION - Drivers Neutral

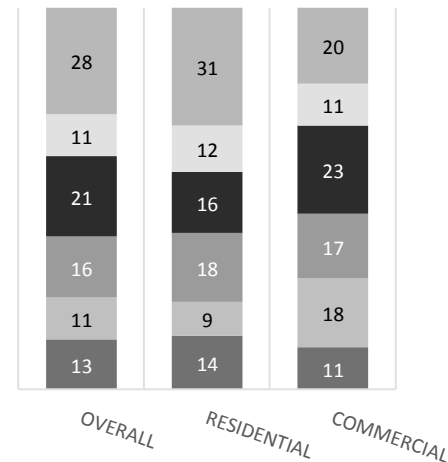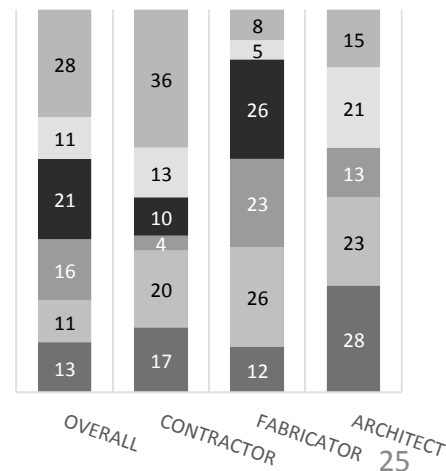**ANALYSIS:** Do not discount "neutral" discussions. Questions, recommendations, and comparisons.

Metal

- applications 13%
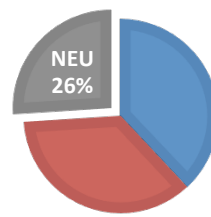- specifications 11%
- production 16%
- materials 21%
- performance 11%
- situational assessment 28%

Fabric

- applications 18%
- specifications 10%
- production 7%
- materials 18%
- performance 16%
- situational assessment 31%

Metal Drivers Neutral

NEU 31%

applications 13%

specifications 11%

situational assessment 28%

performance 11%

fabrication/ processes 21%

production 16%

OVERALL
- situational 28
- performance 11
- processes 21
- production 16
- specifications 11
- applications 13

RESIDENTIAL
- situational 31
- performance 12
- processes 16
- production 18
- specifications 9
- applications 14

COMMERCIAL
- situational 20
- performance 11
- processes 23
- production 17
- specifications 18
- applications 11

OVERALL
- situational 28
- performance 11
- processes 21
- production 16
- specifications 11
- applications 13

CONTRACTOR
- situational 36
- performance 13
- processes 10
- production 20
- specifications 4
- applications 17

FABRICATOR
- situational 8
- performance 5
- processes 26
- production 23
- specifications 26
- applications 12

ARCHITECT
- situational 15
- performance 21
- processes 13
- production 23
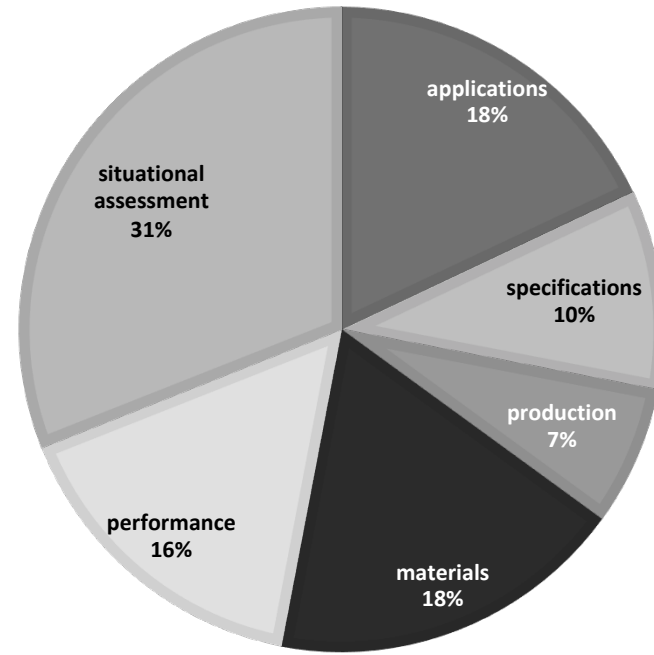- applications 28

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Fabric Drivers Neutral
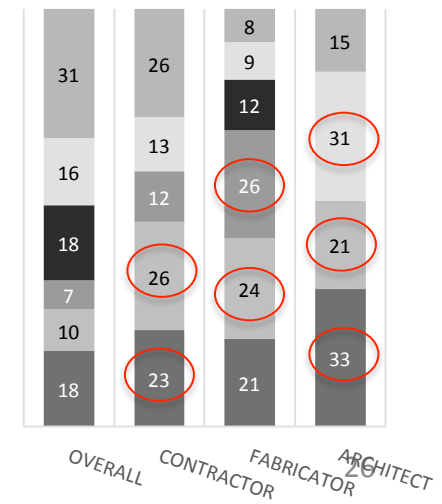

ANALYSIS: How to use this chart:

1. Look at each segment vs. overall

2. Identify where there is over indexing (to overall %)

3. Consider these areas opportunities to provide more targeted information.

Pie chart:
- applications 18%
- specifications 10%
- production 7%
- materials 18%
- performance 16%
- situational assessment 31%

NEU 26%

Bar chart 1 (OVERALL, RESIDENTIAL, COMMERCIAL):

Legend: situational, performance, materials, production, specifications, applications

	OVERALL	RESIDENTIAL	COMMERCIAL
situational	31	26	15
performance	16	20	16
materials	18	8	19
production	7	15	8
specifications	10	13	19
applications	18	18	23

Bar chart 2 (OVERALL, CONTRACTOR, FABRICATOR, ARCHITECT):

Legend: situational, performance, materials, production, specifications, applications

	OVERALL	CONTRACTOR	FABRICATOR	ARCHITECT
situational	31	26	8	15
performance	16	13	9	31
materials	18	12	12	21
production	7	26	26	33
specifications	10		24	
applications	18	23	21	

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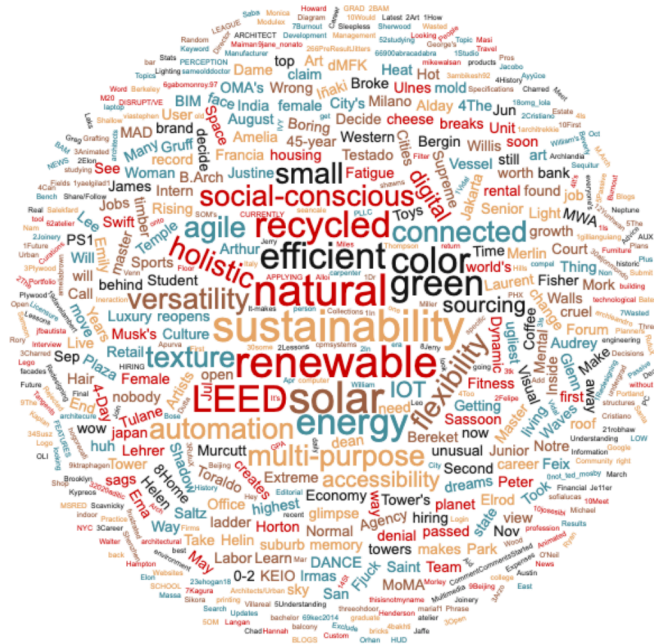# ADVOCATE FOR FABRIC!

ARCHITECT
DRILL

Awnings - Architect Discussion Channel Details

- 12 months data
- Overall- 14,283
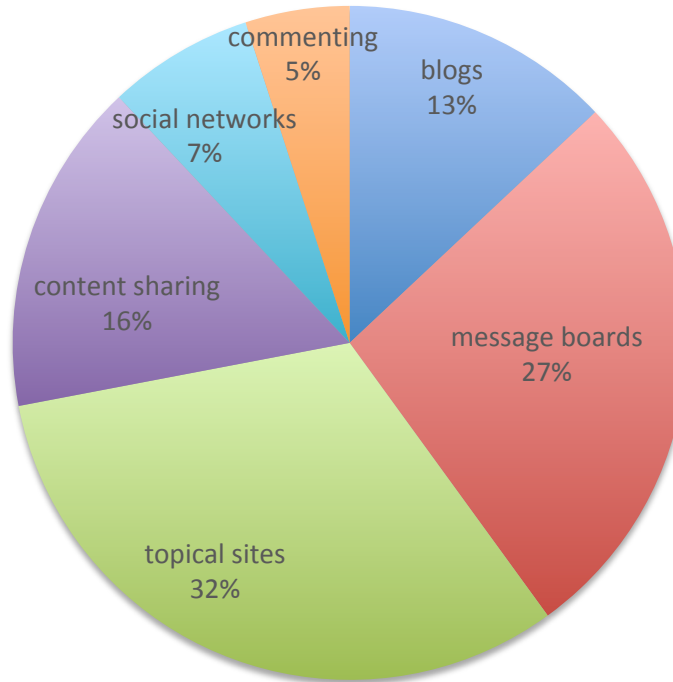
Architects' General Discussions
Architecture + (Innovation OR Trends OR Future OR Importance OR Design influence)
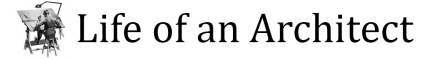

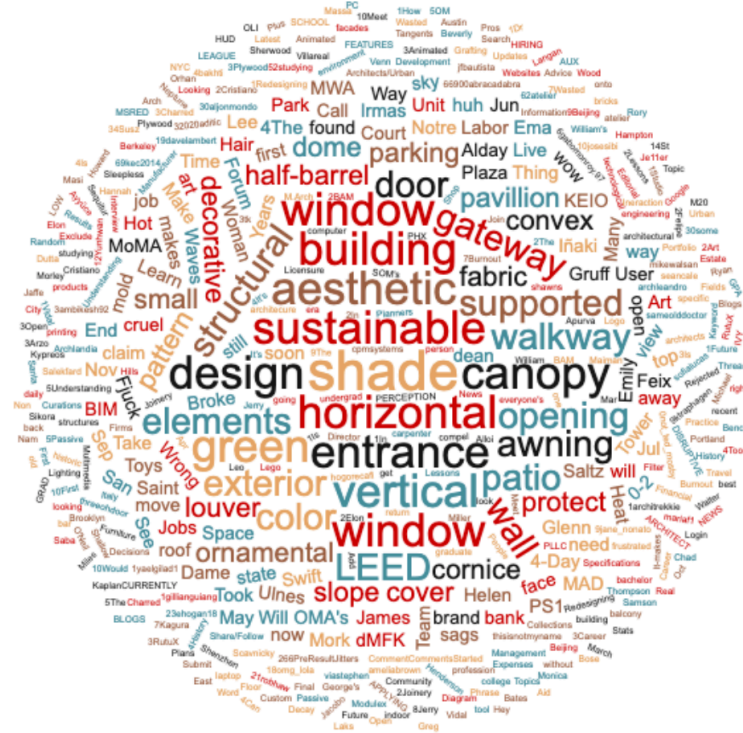**ANALYSIS:** This where architects thought process is on future innovation.
- LEED/green/sustainability popular topics
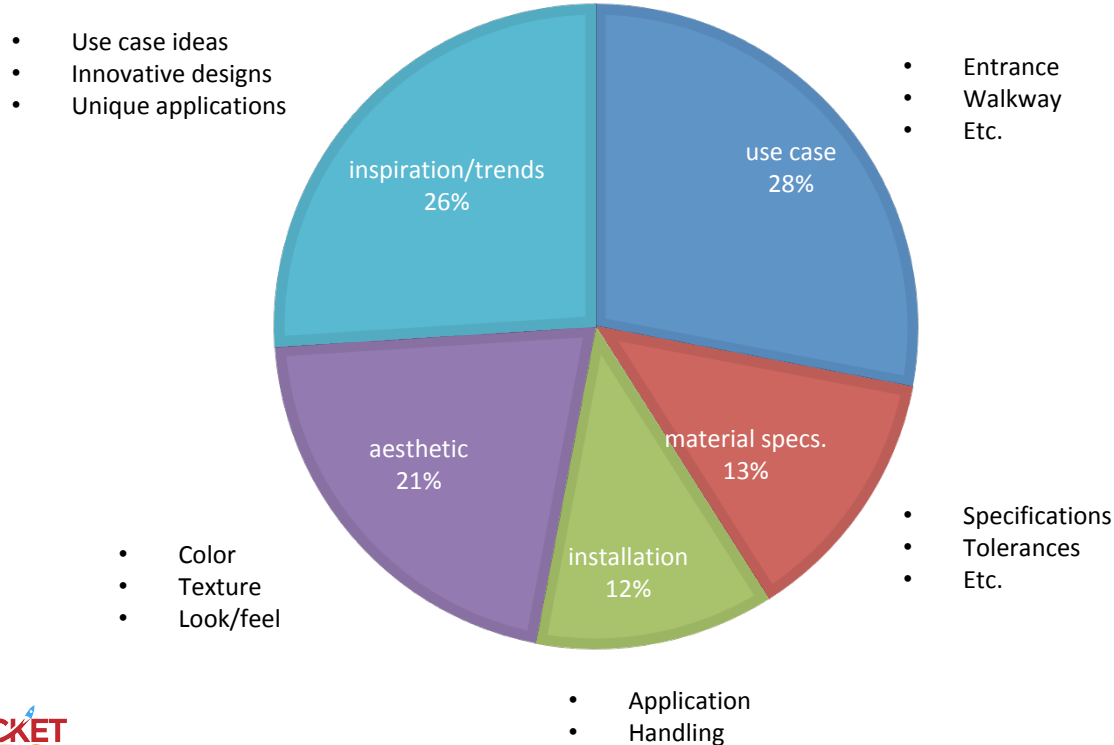
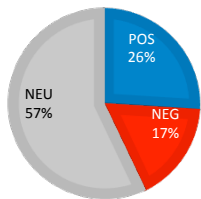# Architect + Fabric Discussion Source Examples

Architects + Fabric Discussion

ANALYSIS: When discussing fabric.
- Use location important
- Visual appeal
- Sustainable / LEED / green
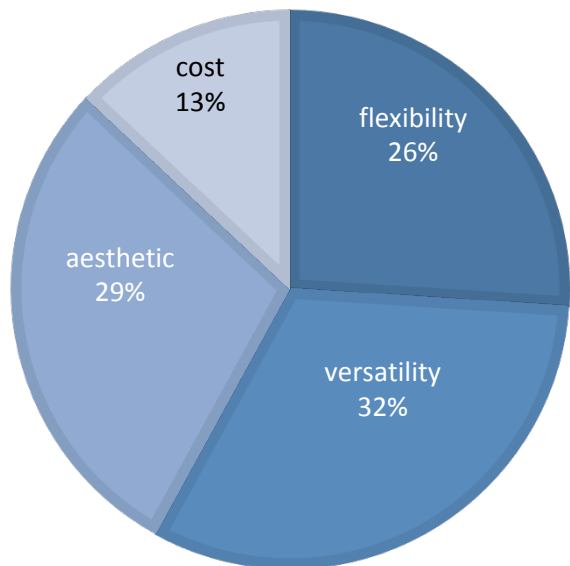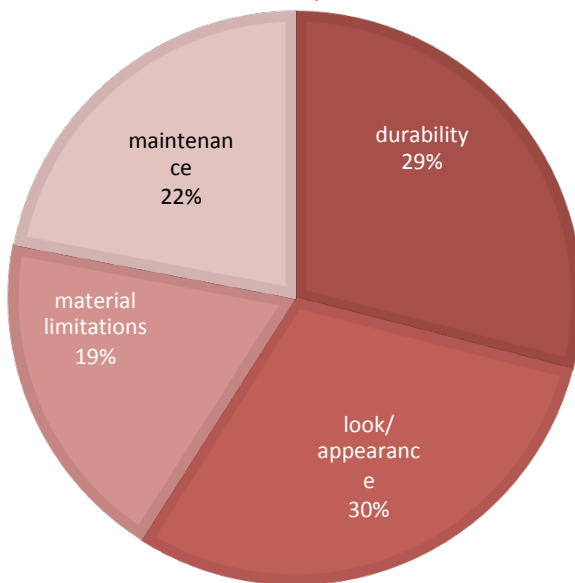
Architect + Fabric Discussion
Topical Profile

- Use case ideas
- Innovative designs
- Unique applications

- Entrance
- Walkway
- Etc.

inspiration/trends
26%

use case
28%

aesthetic
21%

material specs.
13%

installation
12%

- Color
- Texture
- Look/feel

- Specifications
- Tolerances
- Etc.

- Application
- Handling

ARCHITECT AWNING DISCUSSION
Sentiment Drivers

POS 26%
NEU 57%
NEG 17%

POS
26%

flexibility 26%
cost 13%
aesthetic 29%
versatility 32%

NEG
17%

maintenance 22%
durability 29%
material limitations 19%
look/appearance 30%

NEU
57%

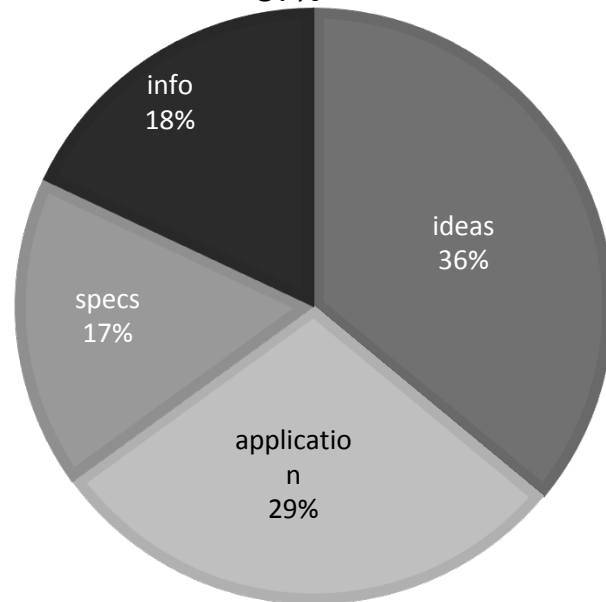info 18%
ideas 36%
specs 17%
application 29%

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STRATEGY, INFLUENCE & IMPLICATIONS

STRATEGIC FRAMEWORK

BE THERE
- Right content
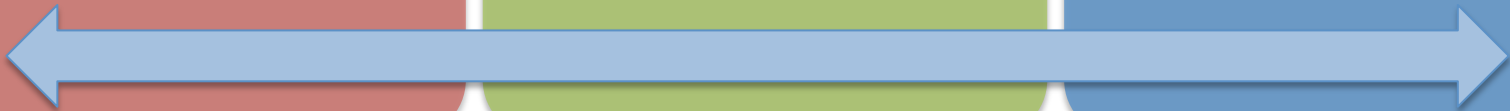- Present the right data
- Be consistent and frequent

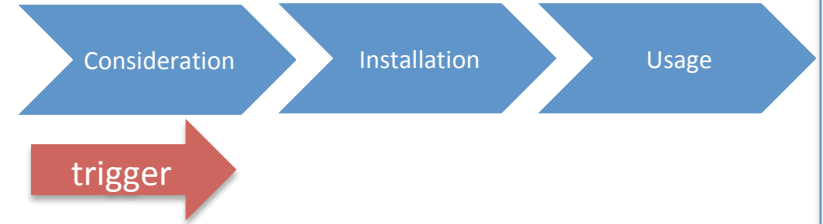## BE VALUED
- Offer relevant solutions
- Advocate for fabric

BE FOUND
- Create for target audience
- 360° Content distribution

Contractor Consideration Journey

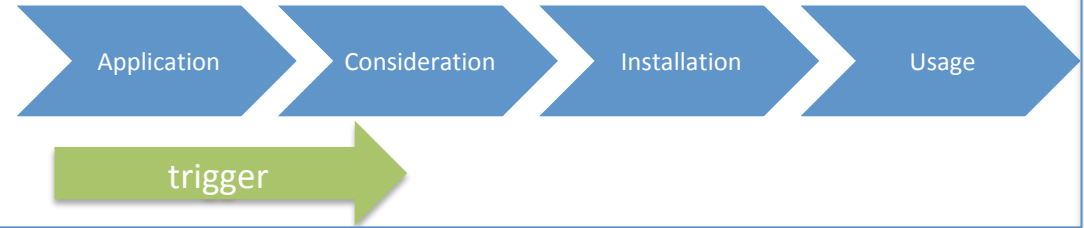| Consideration | Installation | Usage |

trigger

ANALYSIS: Important to note that triggers appear at different points for target audiences. Strategic framework is not one-size-fits-all. It's specific to each target audience.
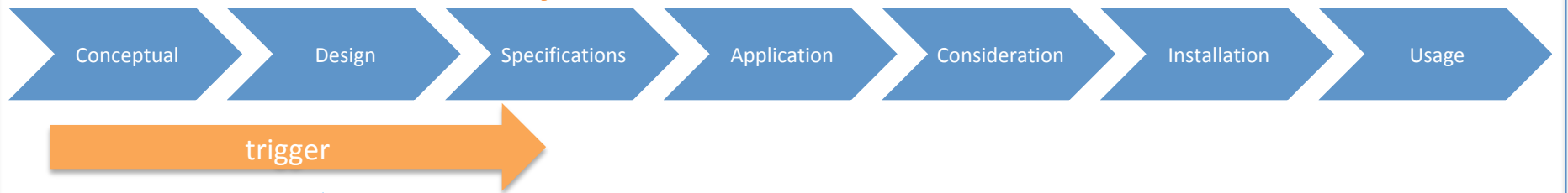
Fabricator Consideration Journey

| Application | Consideration | Installation | Usage |

trigger

Architect Consideration Journey

| Conceptual | Design | Specifications | Application | Consideration | Installation | Usage |

trigger

TARGETED DECISION JOURNEY

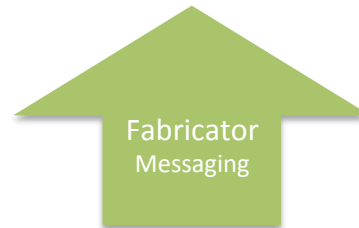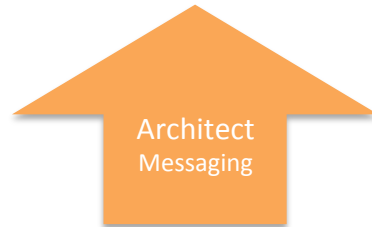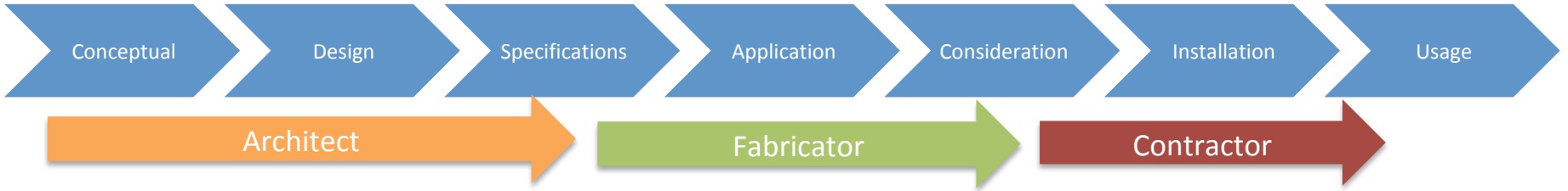| Phase:	INITIATION	APPLICATION	EXECUTION	USAGE
	Vision and key influencer. Emotional triggers.	Adopter, conduit to architect vision. Efficiency triggers.	Installation and implementation. Logistics triggers.	Ultimate opinion impacting material use. Bottom-line triggers
Content Need	• LEED • Inspiration • Innovation	• Solutions • Advancements • Insight	• How-to • Innovation • Logistics	• Durability • Inspiration • Impact
% Vol.	**23%**	**31%**	**29%**	**17%**
Primary Influencer*	1	2	2, 3	

1. **Architect**: Plan, design, develop. Construction plans, feasibility and cost studies, environmental impact.
2. **Fabricator**: Manufacturers using a variety of materials.
3. **Contractor**: Provide material, labor, and equipment for construction of project.

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IFAI — ADVOCATE FOR FABRIC!

IFAI Master Consideration Journey

| Conceptual | Design | Specifications | Application | Consideration | Installation | Usage |

Architect

Fabricator

Contractor

Architect Messaging

Fabricator Messaging

Contractor Messaging

ANALYSIS: To advocate for fabric, must amplify needs/triggers discovered in insights at right time with right audience. Ultimately, different messaging for each. Align on message.

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SEGMENTED MESSAGE STRATEGIES (example)

ARCHITECT

LEED
- Sustainable
- Natural

INSPIRATION
- Aesthetic
- Trends
- Origins

INNOVATION
- Design
- What's New

FABRICATOR

SOLUTIONS
- Materials
- Installation
- ROI

ADVANCES
- Fabrics
- Manufacturing

INSIGHTS
- Materials
- Comparisons

CONTRACTOR
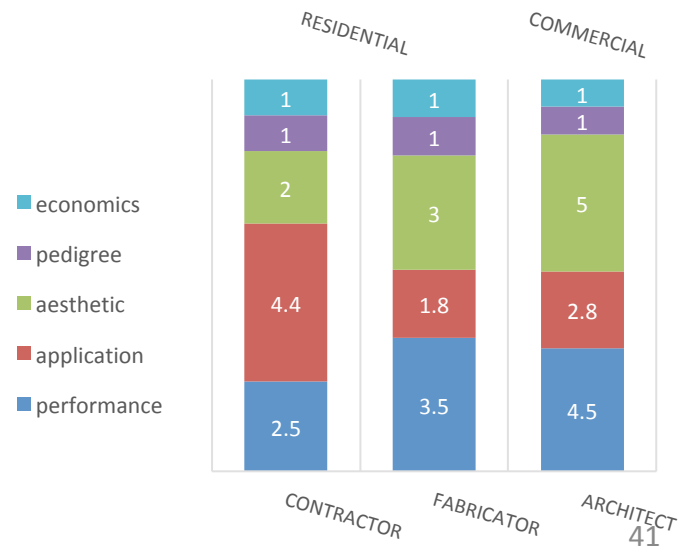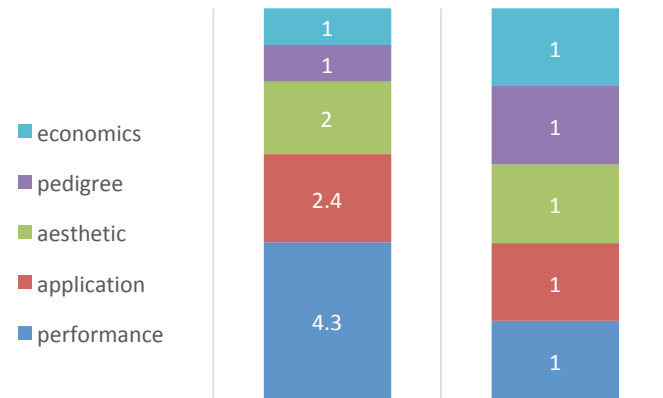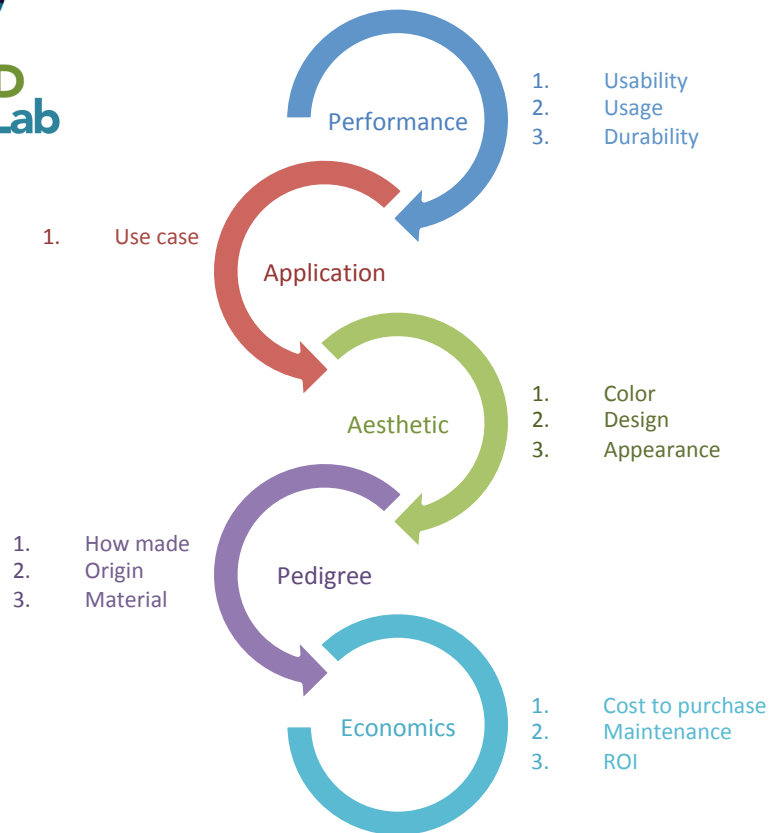
INSTALLATION
- How-to
- Logistics
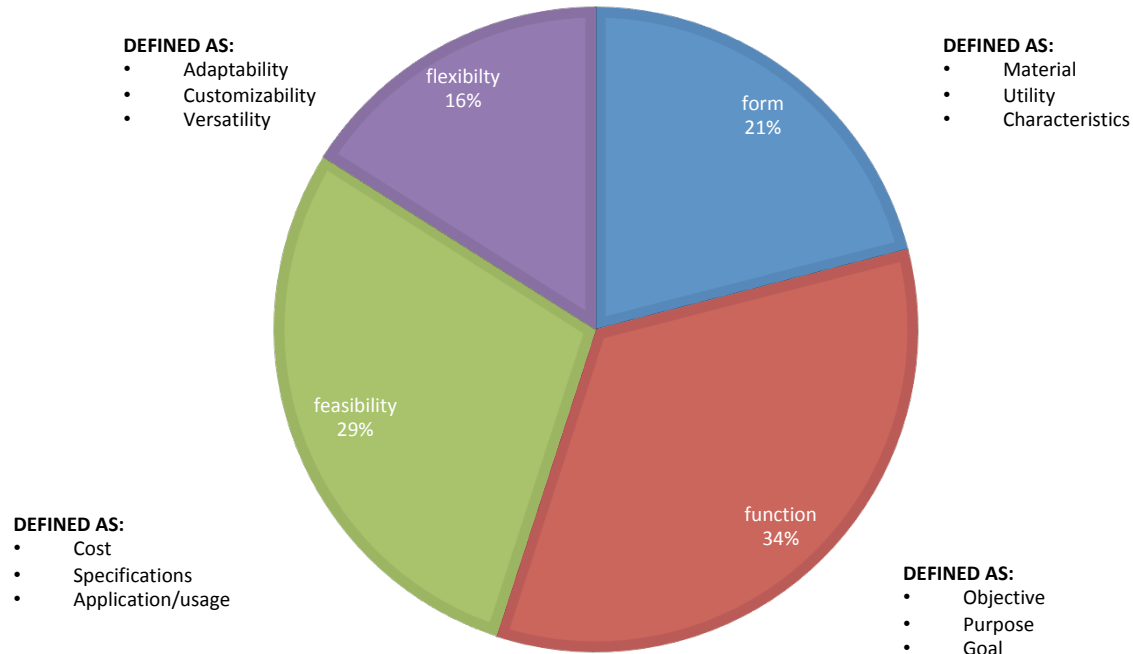- Hacks

INNOVATION
- Fabrics
- Trends

LOGISTICS
- Efficiencies
- Cost savings

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IFAI MESSAGE PILLAR EXAMPLES

Performance
1. Usability
2. Usage
3. Durability

Application
1. Use case

Aesthetic
1. Color
2. Design
3. Appearance

Pedigree
1. How made
2. Origin
3. Material

Economics
1. Cost to purchase
2. Maintenance
3. ROI

Chart 1 (RESIDENTIAL / COMMERCIAL):

Legend: economics, pedigree, aesthetic, application, performance

RESIDENTIAL: performance 4.3, application 2.4, aesthetic 2, pedigree 1, economics 1
COMMERCIAL: performance 1, application 1, aesthetic 1, pedigree 1, economics 1

Chart 2 (CONTRACTOR / FABRICATOR / ARCHITECT):

Legend: economics, pedigree, aesthetic, application, performance

CONTRACTOR: performance 2.5, application 4.4, aesthetic 2, pedigree 1, economics 1
FABRICATOR: performance 3.5, application 1.8, aesthetic 3, pedigree 1, economics 1
ARCHITECT: performance 4.5, application 2.8, aesthetic 5, pedigree 1, economics 1

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DECISION CRITERIA

DEFINED AS:
- Adaptability
- Customizability
- Versatility

flexibilty
16%

form
21%

DEFINED AS:
- Material
- Utility
- Characteristics

feasibility
29%

function
34%

DEFINED AS:
- Cost
- Specifications
- Application/usage

DEFINED AS:
- Objective
- Purpose
- Goal

AWNING INSIGHT - Observations

- Insights reveal **Fabric Awning** market is held in high regard when compared to metal.

- **Segment Analysis** provides critical insights to highly influential audiences.
  - Take note of **Architect** insights, direction, specific needs

- **Opportunities** for fabric over metal:
  - Sustainability / LEED (over indexes with Architects)
  - Aesthetic
  - Costs

AWNING INSIGHT - Implications

- IFAI has opportunity to **ADVOCATE for Fabric!**
  - Strategic Framework: **Be There, Be Valued, Be Found**
  - Strategic Framework is **not one-size-fits-all**. Specific messaging to each target.

- Consideration Matrix:
  - **Decision Drivers** are different for each target audience

- Amplify message needs discovered in insights at **right time with right audience**.
  - Different **content/message strategy** for each target audience
  - Establish **Message Pillars** by target audience

NEXT STEP: Consumer Insights

AWNING MATERIAL LANDSCAPE: Understanding the Dynamics of Fabric vs. Metal Awning materials from CONSUMER mindset

GOAL: Understand the dynamics of decisions:

- Fabric Awnings
- Metal Awnings
- Fabric vs. Metal Awnings

NOTE: These additional insights focus on consumer segment

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DISCUSSION & QUESTIONS