Top CMO’s Are Judged by The Effectiveness of Their Organization’s Work
Highly Successful Brands **Transcend Product Attributes**, By Standing For Values & Positive Feelings, & Thereby Increase Loyalty
Tonight’s Agenda

- Overall observations
- Group assignment
- 9 mini case studies with strategic insights, the creative, why each works
- Communication effectiveness measures
- Breakout work sessions
- Team presentations
The Most effective Marketing Messages Seem to...

• Stand for values & positive feelings, above & beyond the product or service itself:
  – Believing in yourself
  – Realizing your dreams
  – Doing your personal best

• Touch on basic, universal emotions

• Help consumers deal with life’s insecurities & challenges
The Most effective Marketing Messages Seem to...

Resonate by ringing true and delivering messages perceived as personally meaningful: even brands with huge target audiences like Nike, Dove, Google, Disney
The Most effective Marketing Messages Seem to...

- Communicate how the product or service fits into their lives or work & helps make them more productive, happier, fulfilled, confident.
- Be built on a foundation of trust, that the brand delivers on expectations it created.
Successful brands:
• Empower & inspire consumers to soar, literally & figuratively
• Put consumers in control of their destinies
The Most effective Marketing Messages Seem to…

• Be memorable: w/ great taglines that encapsulate the brand’s essence & unique selling proposition, & great execution that stands out & gets noticed
• Be inextricably linked to the brand, so the ad won’t be attributed to competitors
The Rewards For Advertising Messaging That Can Do This Are....

• Greater brand **loyalty**: Customers more satisfied, complacent, & less likely to shop around
• Customers identify with the brand because the message makes them feel good: more **confident**, capable, competitive, productive
• Customers **buy more products under the master brand** name because it becomes a part of their lives & personal identity
• **Brands can rely less on price**, as lower priced competitors don’t offer the same psychic benefits these customers value
Assignment

• Pick a brand (product or service) whose marketing communication focuses on product attributes or features
• Observe the current advertising
• List the differentiating features/attributes
• Find a relevant insight & campaign idea for what the product or service can deliver to transcend its features & attributes & stand for values that can help consumers get more out of life or work
We all have doubts about our abilities & have feelings that hold us back but...

- We all have greatness inside
- We need to push ourselves a bit to find it
- It’s something individuals can only do for themselves
- When we do, we’re proud of ourselves
- Our best isn’t compared to others
Nike – “Find Your Greatness”
We can all “do it”: Very inclusive & inspiring
Works for extremely broad audience
A goal virtually everyone wants: to do better
A feeling virtually everyone wants: to know we’ve done better than we ever have
It’s a message that links to Nike products: high performance & physical exertion related
Many women
  – Feel insecure about their looks because of stereotypes of beauty created by industry
  – Think they’re less beautiful than they really are
  – Tend to sell themselves short & not give themselves enough credit

Dove can help more women feel beautiful through its message, self-esteem fund & products
Dove Campaign For Real Beauty

☐ wrinkled?
☐ wonderful?

Will society ever accept ‘old’ can be beautiful? Join the beauty debate.
campaignforrealbeauty.co.uk

Dove Real Beauty Sketches
DoveCampaignForRealBeauty
Why It Works

• A broadly deep & relatable message across countries, ages & ethnic groups
• Has sparked a global dialog
• As it deals with beauty overall, supports Dove’s broad beauty product portfolio
• Ties to good products that help women take care of themselves & be good to themselves
Go Pro - Insights

• FOMO has never been stronger (FEAR OF MISSING OUT)
• We all at times feel life is passing us by
  – Not living life to the fullest
  – Spending too much time preoccupied with the day to day
Why It Works

• Highly aspirational
• Dares us all to go out & seize life & experience life’s thrills
• Encourages us to realize more of our dreams more often
• Part of the fun of experiencing things is sharing & Go Pro makes it easy to share, which in turn spreads the message
Feeling alert helps people:
- Enjoy life & accomplish more
- Be the best they can be
- Realize & fulfill their potential
- Do more than they thought they could

Energy drinks can create feelings of:
- Exhilaration
- Mastery
- Soaring
- Happiness
Red Bull Cape Fear Livestream

Big-wave surf stars take on one of the world’s most dangerous waves in this landmark event. NOW WATCH ON DEMAND
Why It Works

They’re feelings almost everyone wants in some way & the product delivers the benefit.
Bottlers of Buzz Wake Up to Find Seniors as New Customers

By VALERIE BAUERLEIN

On a Sunday morning at the Costco in Raleigh, N.C., Ron Moerbe filled his shopping cart with all the things a self-described aging, hearing-challenged diabetic might need: some amplifying earphones, organic cucumbers and a case of 5-Hour Energy shots.

The 65-year-old salesman says he drinks up to three a day to stay alert when he's on the road. He scoffs at the idea that he might be too old for the stuff. "I'm reverse discriminate," he says. "I don't see why kids need 'em."

Energy shots—pocket-sized bottles with names like 6 Hour Power, Nitro2Go and ZipFizz that are packed with caffeine, stimulants and blends of vitamins and herbs—claim to keep those who drink them amped up for hours. Their makers pitch them as a youthful tonic when coffee just isn't enough. "You know what 2:30 in the afternoon feels like, right?" a young fan asks on a late-night TV ad for 5-hour Energy.
Beats Insights

• Having a positive mental attitude is critical to success
• That can come from listening to our own inner voice
• We’re all faced with critics and naysayers at points in our lives who can depress & discourage us
KEVIN GARNETT
HEAR WHAT YOU WANT

Introducing Studio Wireless with Adaptive Noise Canceling

BUY NOW >
Beats:

- Builds us up by not letting others bring us down
- Lets us find the strength of our convictions
- Lets us be individuals/listen to what we want
- Let’s us tune out critics & naysayers
- Lets us:
  - Be in control/in the driver’s seat
  - Choose our own path
Many individuals don’t like:
- Thinking about retirement
- Planning & saving for retirement
- Feel it can wait yet have a nagging concern hanging over their heads

Many fear being dependent on others & not having enough to get by in old age, **but fail to take action**
Prudential Insurance
Forces consumers to visualize the reality of what they have long ignored:

- It’s a strong visual pneumonic
- The visual is based on other consumers that are easy to identify with
- Serves as a call to action that young people should start planning for retirement now
- Helps/encourages consumers be in control of their retirement
- Reduces lingering worry by taking action & helps us better enjoy the present
Google Insights

• Memories of relationships with friends & family are what we live for
• Preserving precious memories through the years are a challenge for all of us
• It involves organizing and finding what we keep in many different ways
Google Chrome
Google Chrome
Why It Works

Shows the many ways Google Chrome enhances & enriches our lives emotionally:

- Capturing & retrieving years later, life-long memories
- Helping us find what we need/want quickly, reducing frustration & wasted time for more time to spend on what we really want to be doing
- Helping us find & connect with people who mean a lot to us
Pantene Philippines Insights

• It’s OK for women to be strong
• They can still be feminine
• Women can stop apologizing & being afraid to succeed
• Looking their best can help women be successful & confident
Insight

Pantene Philippines

Labels Against Women | #ShineStrong Pantene

Pantene Philippines

Subscribe 7,737

46,743,555
Deals with an issue nearly all women who work think about in every country but isn’t openly expressed in most countries.

Part of succeeding is looking your best.

Looking your best involves having great hair & Pantene can help.

It’s a real issue.
7-11 Taiwan Insights

- 7-11 Taiwan’s goal is “to reduce life’s inconveniences to the Taiwanese people”
- “**Whatever** bothers customers is our business opportunity”
- A place people turn to for help in managing their lives every day
7-11 Taiwan - Offerings

- Dry cleaning
- Pay utility bills & parking tickets
- Call a taxi
- Cell phone charging
- Driver’s license renewal
- Send packages
- Buy tickets to shows & sports
- Redeem lottery winnings
- Wi-Fi
- ATM’s that can also wire money
- Print, fax & copy
- Buy & rent apartments & automobiles
- Pump bicycle tires
7-ELEVEN, Be There With You.
Commercial:
Welcome to my mobile office

—“boss, I just got off the train. I am on my way to the office.”
• Narrated (the guy in the suit walked into a seven-eleven store):
I finished the work which I was supposed to work on overnight.
I also finished booking a trip that my family had been looking forward for a while.
Eventually I found that **SEVEN** is not only a seven but also my mobile office.
• Subtitle:
  7-eleven wifi service, Copy, fax, and print service, ibon ticketing and booking system
**Seven-Eleven, always open, always can open your heart.**
Why It Works
(Redefines Convenience Store Concept)

- Fulfills real needs
- Saves people time
- Truly convenient
- Target feels 7-11 understands their needs & really wants to help them
- Enables target to focus on doing better at work & having more time for family
- Reduces the stress in their lives
• We all have imperfections in our personalities & appearance in one way or another
• Concerns over our imperfections can be exaggerated, paralyzing & prevent us from engaging with others & feeling our best
• The seemingly perfect ones (the prince: handsome & rich) aren’t necessarily the happiest or ultimately most successful
Frozen

Be Strong like Elsa

Be Positive like Anna

Be Selfless like Kristoff

Be Happy like Olaf

Be Sweet like Emma?
It's funny how the fears that once controlled me
Can't get to me at all
It's time to see what I can do
To test the limits and break through
I'm free!
Let it go, let it go

Diseny's Frozen "Let It Go" Sequence Performed by Idina Menzel
Walt Disney Animation Studios

Subscribe 1,527,198
Why It Works

• Broadly relatable & a positive message
• Makes many feel better about themselves
• It can be very liberating to learn to embrace our imperfections, accept them, and try to deal with them so they won’t be obstacles to happiness and self-confidence
• Communicates that having a good heart is what matters most (Kristoff)
Marketing Campaign Effectiveness Measures
Campaign Effectiveness Measures

- Brand Asset Valuator
- Net Promoter Score
- Positive Sentiment
- Social Media Buzz
- Media Mentions & Quality
- Attitude & Usage Studies
- Brand perception & image change
- Market share trends
- Household penetrations & purchase frequency
- % heavy, medium & light users
Calculating your Net Promoter Score in Three Easy Steps

1. Survey your customers
   How likely are you to recommend company name to a friend or colleague?

<table>
<thead>
<tr>
<th>Not at all likely</th>
<th>Neutral</th>
<th>Extremely likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>

2. Tally responses

   | 0 - 6 | Detractor |
   |       | ![Detractor](image) |

   | 7 - 8 |
   | ![Passive](image) |

   | 9 - 10 | Promoter |
   | ![Promoter](image) |

3. Calculate your score

   \[ NPS = \% \text{ of Promoters} - \% \text{ of Detractors} \]

   Example A: 150 Promoters, 60 Passives, 40 Detractors, NPS = 30%
   Example B: 200 Promoters, 100 Passives, 100 Detractors, NPS = 97.5%

Net Promoter Score is a trademark of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld.

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TRUE REACH
Your True Reach is the number of people you influence. We filter out spam and bots and focus on the people who are acting on your content. When you post a message, these people tend to respond or share it.

AMPLIFICATION
Your Amplification is how much you influence people. When you post a message, how many people respond to it or spread it further? If people often act upon your content, you have a high Amplification score.

NETWORK
Your Network indicates the influence of the people in your True Reach. How often do top influencers share and respond to your content? When they do so, they are increasing your Network score.
Brand Klout Scores

- Fage: 59
- Oikos: 52
- Yoplait: 80
- Chobani: 81
- Muller: 43
Listen and Engage with Your Online Community

Radian6 from the ExactTarget Marketing Cloud allows you to quickly and efficiently track, monitor, and react to comments, questions, and complaints as they happen. Plus, you can tap into over 650 million sources from Twitter, Facebook, YouTube, blogs, news, and more to hear what’s being said about your brand. Then, take action by routing important social media posts to any user across your organization for insight or follow-up.
Social Media Listening Centers
<table>
<thead>
<tr>
<th></th>
<th>Chipotle</th>
<th>Qdoba</th>
<th>Baja Fresh</th>
<th>Moe’s Southwest</th>
<th>Pancheros</th>
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<td>Followers</td>
<td>Input</td>
<td>Max</td>
<td>Score</td>
<td>Input</td>
<td>Scale</td>
</tr>
<tr>
<td>Total</td>
<td>1,430</td>
<td>600</td>
<td>256</td>
<td>496</td>
<td>55</td>
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<td>Facebook</td>
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<td>Max</td>
<td>Input/Max</td>
<td>Input/Max</td>
<td>Scale</td>
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<td>Likes (US)</td>
<td>1,923,453</td>
<td>20%</td>
<td>134,659</td>
<td>46,288</td>
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<td>Talking About</td>
<td>4,021</td>
<td>12%</td>
<td>1,947</td>
<td>537</td>
<td>6.8%</td>
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<tr>
<td>Contact Info</td>
<td>Yes</td>
<td>3%</td>
<td>Yes</td>
<td>Yes</td>
<td>5%</td>
</tr>
<tr>
<td>Owns first search result</td>
<td>Yes</td>
<td>2%</td>
<td>Yes</td>
<td>Yes</td>
<td>2%</td>
</tr>
<tr>
<td>Mapped location in mobile</td>
<td>No</td>
<td>2%</td>
<td>No</td>
<td>No</td>
<td>2%</td>
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<tr>
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<td>Active Real Followers</td>
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<td>11.2%</td>
<td>14,206</td>
<td>29,958</td>
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<tr>
<td>Non-Response Tweets/Week</td>
<td>4</td>
<td>1.8</td>
<td>5</td>
<td>3</td>
<td>0.8</td>
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<tr>
<td>Median Response Time (min)</td>
<td>13</td>
<td>5</td>
<td>7</td>
<td>2</td>
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<tr>
<td>Pinterest</td>
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<td>Followers</td>
<td>2%</td>
<td>5%</td>
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<td>0%</td>
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<tr>
<td>Likes</td>
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<td>313</td>
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<td>Avg Likes on Past 10 Posts</td>
<td>283</td>
<td>2%</td>
<td>66</td>
<td>0%</td>
<td>0%</td>
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<tr>
<td>First in Search</td>
<td>Y/N</td>
<td>1%</td>
<td>Yes</td>
<td>No</td>
<td>0%</td>
</tr>
<tr>
<td>YouTube</td>
<td>Input/Max</td>
<td>20%</td>
<td>Input/Max</td>
<td>Input/Max</td>
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<td>Median Views per Video</td>
<td>11,092</td>
<td>6%</td>
<td>567</td>
<td>0%</td>
<td>0%</td>
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<tr>
<td>Videos</td>
<td>24</td>
<td>5%</td>
<td>34</td>
<td>0%</td>
<td>0%</td>
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<tr>
<td>Viral videos</td>
<td>7,304,488</td>
<td>5%</td>
<td>0</td>
<td>0%</td>
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<tr>
<td>Subscribers</td>
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<td>131</td>
<td>0%</td>
<td>0%</td>
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<td>1st Paid Search Result</td>
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<td>No</td>
<td>No</td>
<td>0%</td>
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<tr>
<td>1st Organic Search Result</td>
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<td>No</td>
<td>0%</td>
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<tr>
<td>Link to homepage</td>
<td>Y/N</td>
<td>1%</td>
<td>Yes</td>
<td>No</td>
<td>0%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
<td></td>
<td>63.7%</td>
<td>47.6%</td>
<td>33.0%</td>
</tr>
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</table>
Other Social Media Measures

**Real Beauty Sketches - impressions**

- 4-1-13 to 4-30-13
- 40.0K
- 35.0K
- 30.0K
- 25.0K
- 20.0K
- 15.0K
- 10.0K
- 5.0K
- 0

**Real Beauty Sketches - participants**

- 4-1-13 to 4-30-13
- 12.5
- 7.5
- 5.0
- 2.5
- 1.0
- 0

**Passion (score: 0-1000)**

- from 4-11-2013 to 4-17-2013

Passion is a measure of the activity and positivity of followers of the company or brand. A high passion score indicates many active constituents in the company or brand's ecosystem that frequently engage in strongly positive communications.

**Propagation beyond ecosystem**

- from 4-11-2013 to 4-17-2013

A measure of how far a company or brand's communications spread beyond the subscribers and followers of the company or brand's social accounts.
Traditional Media Stories (Quantity & Quality)

Dove’s figures soar as ‘real women’ give beauty a new face

An advertising campaign which stars women selected on the basis of their body shapes has pushed sales of Dove beauty products up 30 per cent in just a few weeks.

The revolutionary “real women” campaign, featuring women with ample thighs, firm breasts and bums, is behind a steady rise in sales of the marketing products, according to company bosses.

Dove’s share of the $10 billion global market has grown from 5 to 10.6 per cent since the campaign was launched in late August.

Dove’s global marketing director Brian Fair has said the campaign was designed to appeal to women who are “not perfect and want to be natural women with our curves.”

“People are quite sceptical about labelling a woman as ‘perfect’ because we have been conditioned by the media to think we are not,” Mr Fair said.

A new study shows 93 per cent of Australians believe that the average woman is unattainable to the average woman.

It emerged from a survey which found only 2 per cent of women thought they were perfect and only 13 per cent were happy with their body weight and shape.

In Australia, the skin-care company is now launching a national competition in which consumers can win by voting for their perfect model by entering their own names, and their names will be entered into a draw for a $10,000 prize.

Professor Rob Reynolds, head of the Department of Marketing and Advertising at the University of Technology Sydney, said it was a clever way to appeal to women’s natural beauty.

“Women are more likely to buy Dove products if they are more visible in the media,” he said.

The competition is open to women aged 15-40 on a quarterly basis, and will be held in conjunction with the annual Dove Beauty Awards.

More than 100,000 women entered the competition in its first year, with the winner receiving a year’s supply of Dove products and a trip to New York City to be part of the Dove Beauty Awards.

The winner will also be featured in a national advertising campaign, appearing alongside the picture of her own woman of beauty.
Retailer Scanner Data
Sales By Brand For All Competitors/Total U.S. Nielsen or IRI Scanner Data

<table>
<thead>
<tr>
<th>By Brand</th>
<th>$ Volume $ % Chg vs YAG</th>
<th>$ Vol Chg vs YAG (actual)</th>
<th>U Volume U % Chg vs YAG</th>
<th>U Vol Chg vs. YAG</th>
<th>% ACV</th>
<th>% ACV chg vs. YAG</th>
<th>ARP (Average Retail Price)</th>
<th>ARP chg vs. YAG</th>
<th>% Volume Any Promo</th>
<th>% Vol Any Promo % Chg vs. YAG</th>
<th>% Discount Any Promo</th>
<th>% Discount Any Promo vs. YAG</th>
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<tr>
<td>Brand 1</td>
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<td>Brand 3</td>
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<td>Brand 10</td>
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</table>

- Sales changes
- Distribution changes
- Dependency on price promotions
Components of Consumer Volume

- How many consumers? How much is each spending?

**Buyers / Shoppers**
(called penetration when expressed as a percentage)

**Buying / Spending Rate**

- How much each household is spending is generated by:
  - How often they spend; How much they spend each time

**Penetration**

**Oz per Buyer**

**Purchase / Shopping Frequency**

**Purchase Frequency**

**Purchase / Basket Size**

**Purchase Size**

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For Heavy, Medium & Light Brand Users
Brand Perception & Imagery Movement
“Wordle”/Wordle.net
In-N-Out Brand Associations - NYC
First 5 words to describe the iPod...
Cost & Quality

Low Quality

High Quality

Cheap

Expensive

Brands:
- Livestrong
- adidas
- Under Armour
- Quiksilver
- Toms
- Umbro
- 46 for six
- Lululemon
- Athleta
Pick a brand (product or service) whose marketing communication focuses on product attributes or features

Observe the current advertising

List the differentiating features/attributes

Find a relevant insight & campaign idea for what the product or service can deliver to transcend its features & attributes & stand for values that can help consumers get more out of life or work
Seven-Eleven Happy Everyday
Special items in the Beijing branch: lunch-box, stew, nigiri, deserts, salad, sandwich
Eat whatever you crave.