

**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**



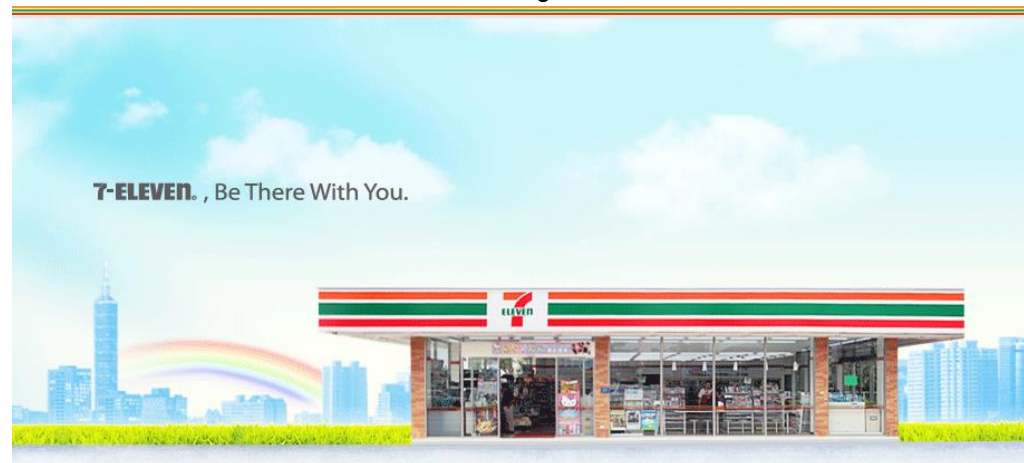
The Most effective Marketing Messages Seem to...

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**



The Most effective Marketing Messages Seem to...

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**

Nike Insights

- 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”



Why It Works

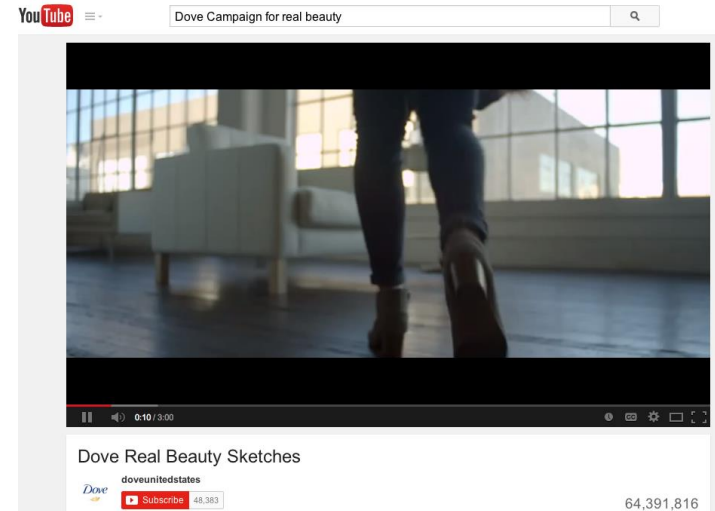
- We can all “do it”: Very inclusive & inspiring
- Works for extremely broad audience
- A goal virtually everyone wants: to do better
- A feeling virtually everyone wants: to know we've done better than we ever have
- It's a message that links to Nike products: high performance & physical exertion related

Dove Insights

- **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

Dove Real Beauty Campaign



- wrinkled?
- wonderful?

Will society ever accept 'old' can be beautiful? Join the beauty debate.

campaignforrealbeauty.co.uk  *Dove*

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**

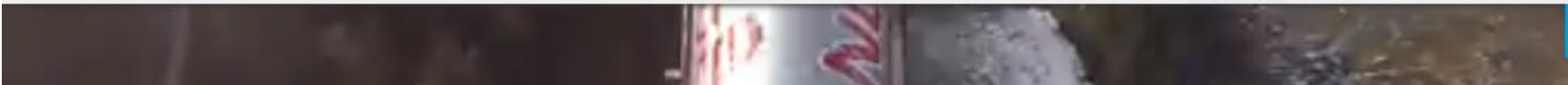
Go Pro - Insights

- **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**



World's Most Versatile Camera™
Wear it. Mount it. Love it.™

SHOT 100% USING THE
HERO3+
BLACK EDITION 



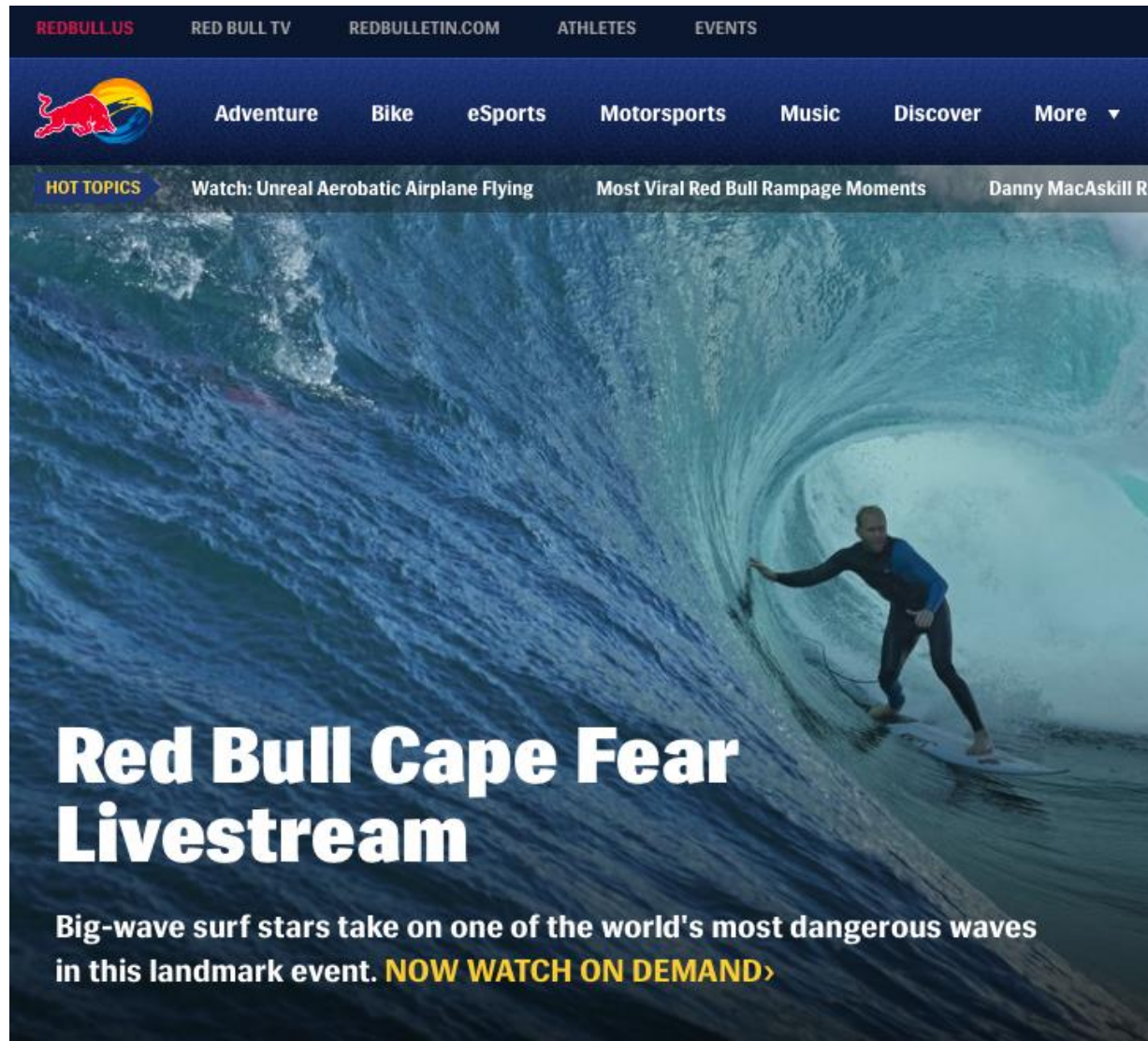
Why It Works

- **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**

Red Bull Insights

- **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 Gives Your Wings



REDBULL.US RED BULL TV REDBULLETIN.COM ATHLETES EVENTS

 Adventure Bike eSports Motorsports Music Discover More ▾

HOT TOPICS Watch: Unreal Aerobatic Airplane Flying Most Viral Red Bull Rampage Moments Danny MacAskill R

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



TOP STORIES IN Business



BofA in New York Cross Hairs

St. Joe Subject of SEC Investigation

MEDIA & MARKETING | JUNE 2, 2011

Bottlers of Buzz Wake Up to Find Seniors as New

Article | Comments (3)

Email | Print | Save This | Like 225 | + More | Text

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.

Content Comparison

5-Hour Energy drink contains about 207 milligrams of caffeine, according to an October 2010 analysis by independent testing group ConsumerLab.com. A comparison of other caffeinated products:

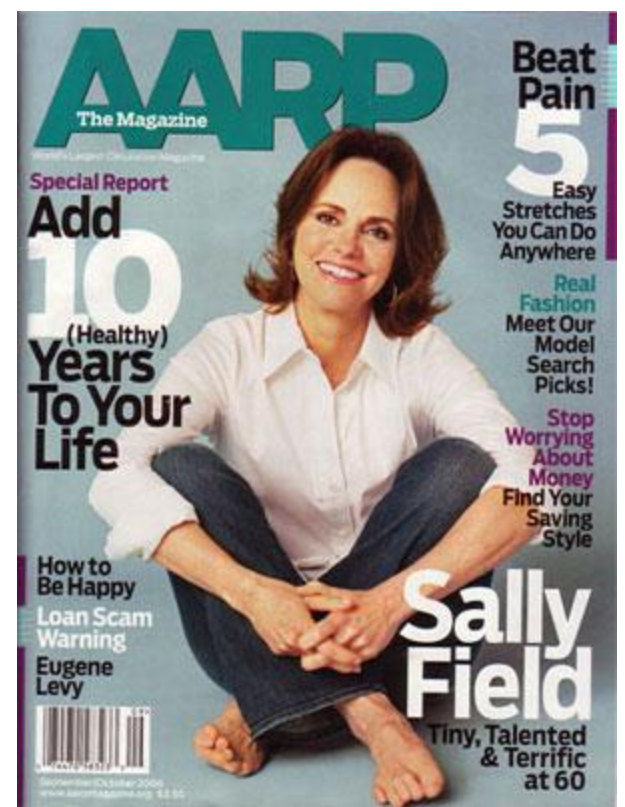


View Full Image

the company

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**



COLLECTION

HEADPHONES

EARPHONES

SPEAKERS

ACCESSORIES

BEATS AUDIO

KEVIN GARNETT

HEAR WHAT YOU WANT

Introducing Studio Wireless with
Adaptive Noise Canceling



[BUY NOW >](#)

Why It Works

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

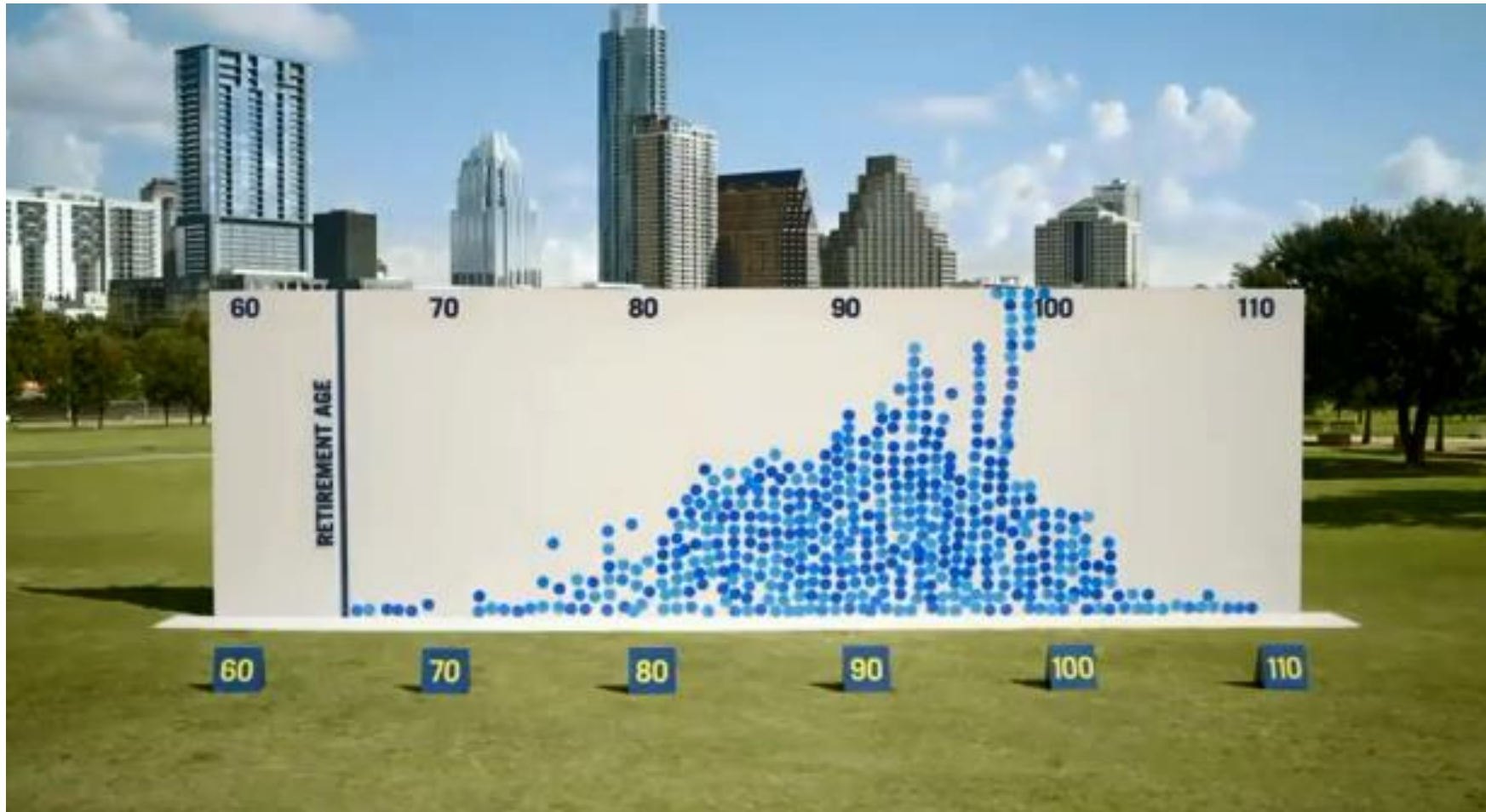
Prudential Insights

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



Why It Works

Forces consumers to visualize the reality of what they have long ignored:

- **It's a strong visual mnemonic**
- **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**

Pantene Philippines

YouTube



Pantene Philippines



Labels Against Women | #ShineStrong Pantene



Pantene Philippines

Subscribe 7,737

46,743,555

Why It Works

- **Deals with an issue nearly all women who work think about in every country but isn't openly expressed in most**
- **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

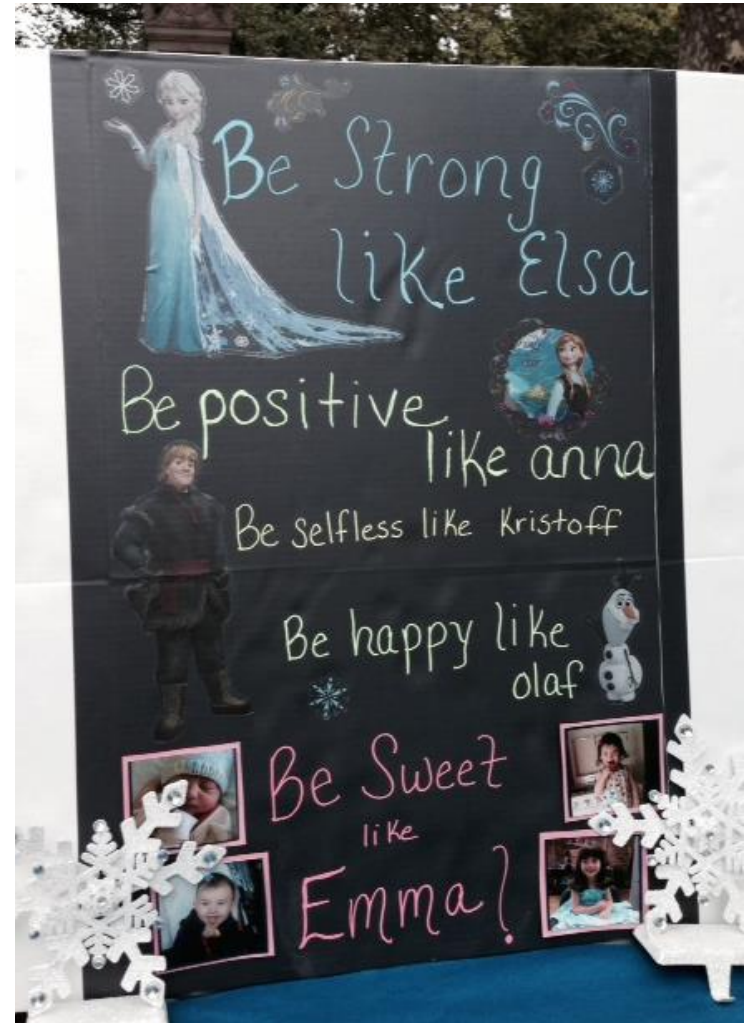
(Redefines Convenience Store Concept)

- **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**

Frozen Insights

- **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



Lyrics



Disney's Frozen "Let It Go" Sequence Performed by Idina Menzel



Walt Disney Animation Studios

1,527,198

321,229,831

Add to Share More

1,334,950 128,887



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

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

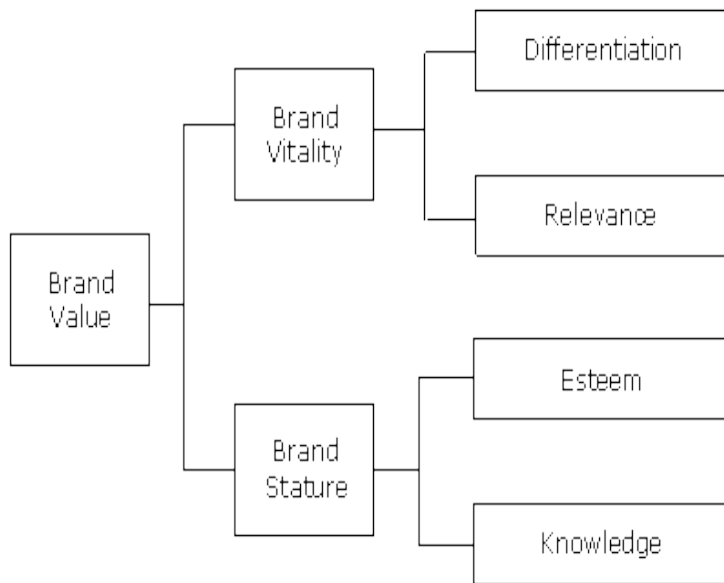
Campaign Effectiveness Measures

- 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

Brand Asset Valuator

www.valuebasedmanagement.net

Brand Asset Valuator (Y&R)



DIFFERENTIATION
The brand's point of difference

RELEVANCE
How appropriate the brand is to you

ESTEEM
How well regarded the brand is

KNOWLEDGE
An intimate understanding of the brand



Net Promoter Score

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?

Not at all likely			Neutral				Extremely likely			
0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

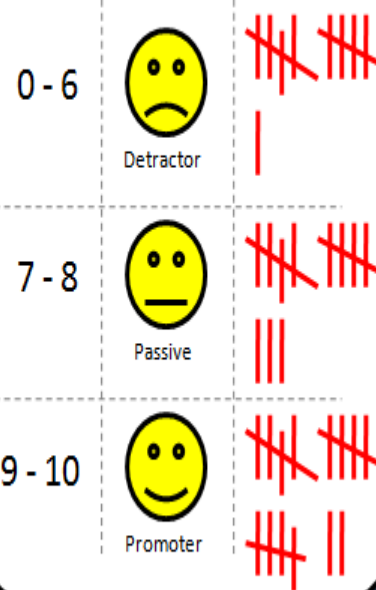
3 Calculate your score

$$\text{NPS} = \frac{\text{Promoter}}{\text{Total}} - \frac{\text{Detractor}}{\text{Total}}$$

Net Promoter Score = % of Promoters - % of Detractors

Example A: 100 Promoters, 60 Passives, 40 Detractors. NPS = 30%
Example B: 200 Promoters, 100 Passives, 50 Detractors. NPS = 37.5%

2 Tally responses



Klout Score

Measurement of your overall online influence [Learn more](#)

Score Summary

[Compose Tweet](#)

39 { **2K** - **20** - **54** }

klout score

true reach

amplification

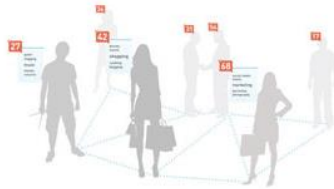
network

Achievements



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.



About Klout

ABOUT

- THE KLOUT SCORE
- KLOUT PERKS
- FAQ
- PRSS
- WORK AT KLOUT
- KLOUT SQUAD
- FOR BUSINESS
- CONTACT



Klout measures influence online

Our friendships and professional connections have moved online, making influence measurable for the first time in history. When you recommend, share, and create content you impact others. Your **Klout Score** measures that influence on a scale of 1 to 100.



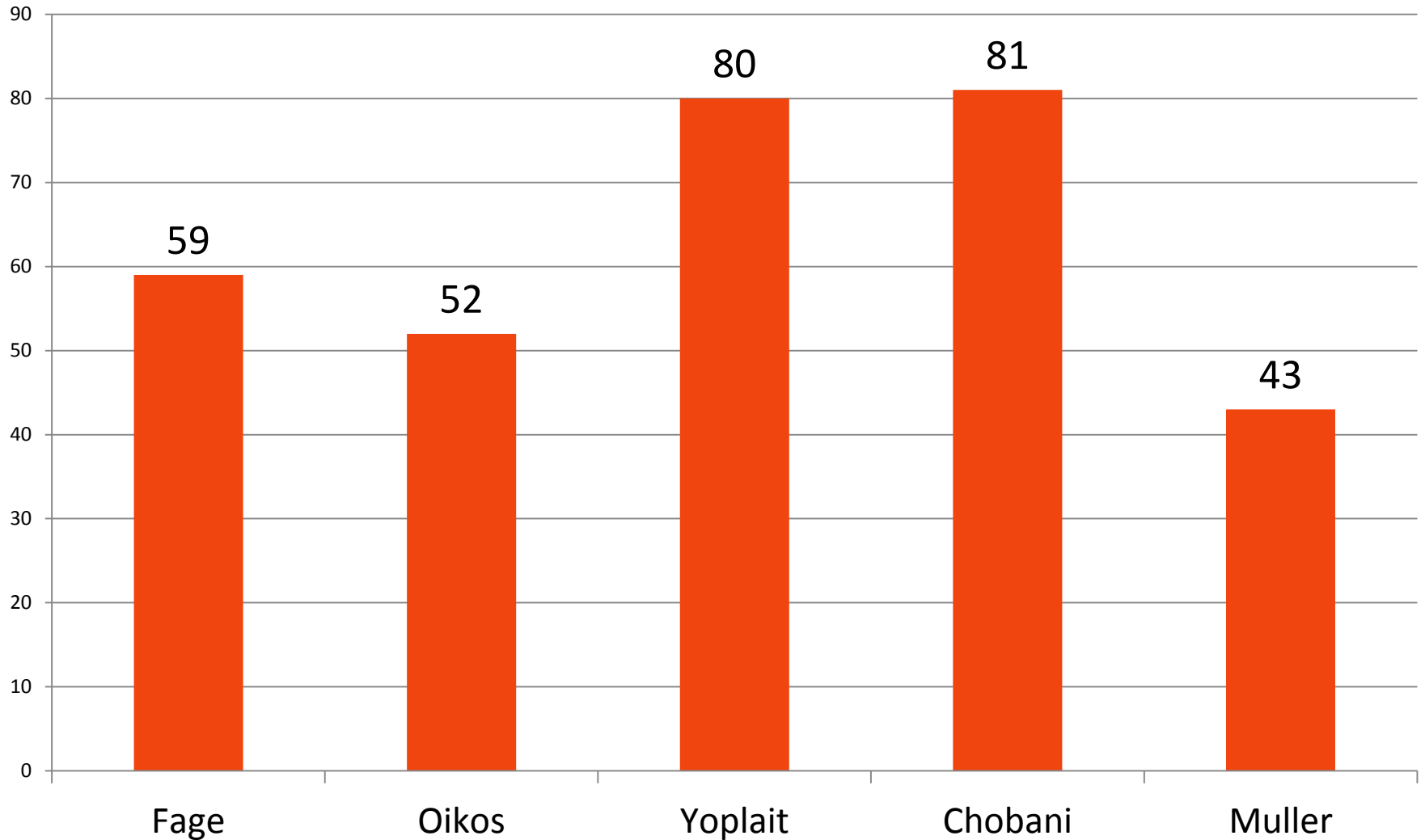
100 MILLION+
People Scored by Klout

2.7 BILLION+
Pieces of Content & Connections
Analyzed Daily

3500+
Partners & Developers

8 BILLION+
API Calls per Month

Brand Klout Scores



Monitoring The Buzz

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

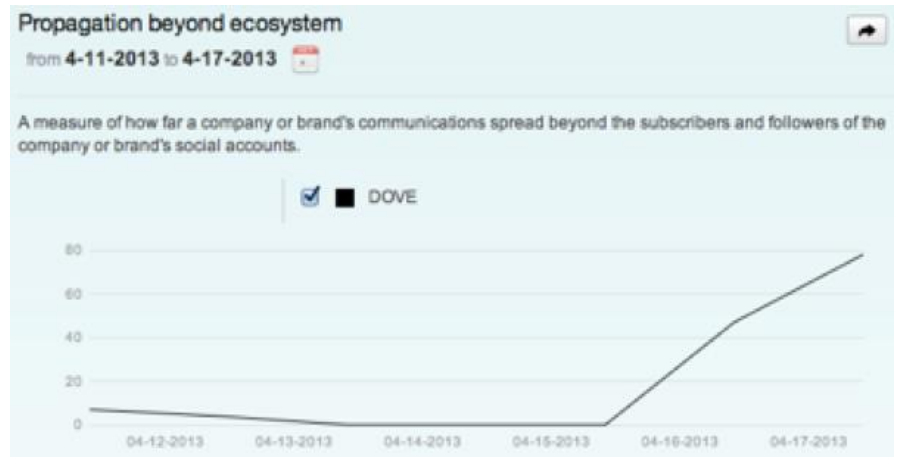
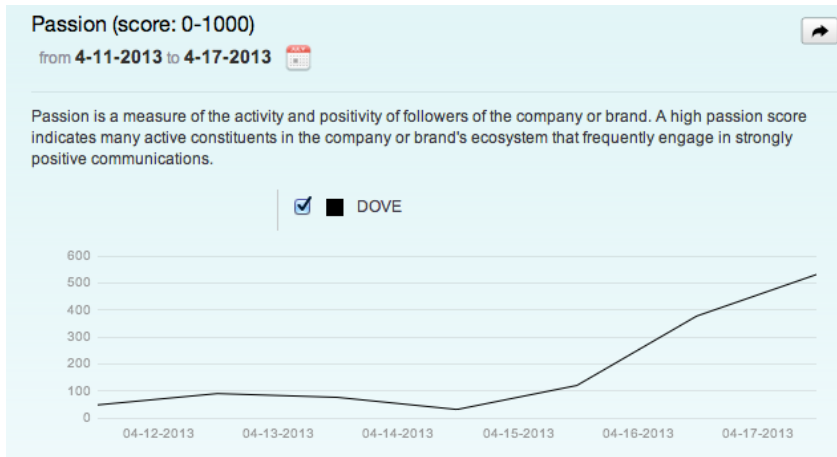
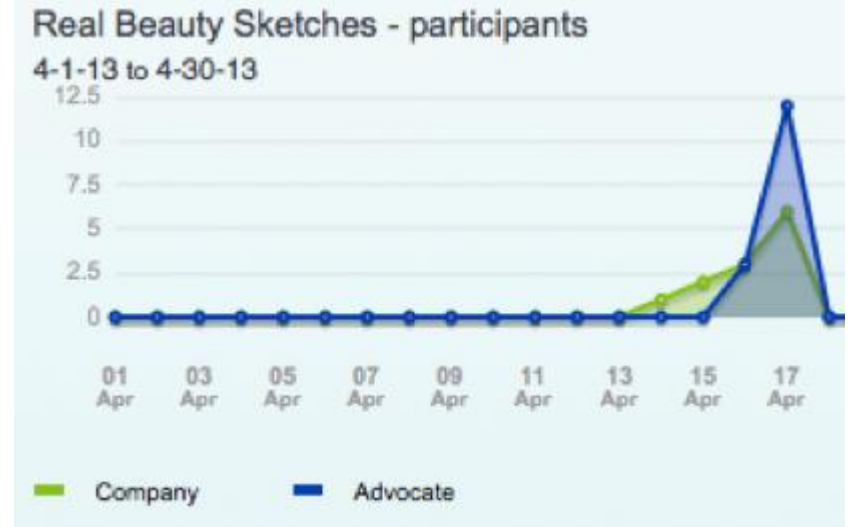


Followers/Likes/Pins/Views/Snaps

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
				Max Points	Chipotle		Qdoba		Baja Fresh		Moe's Southwest		Pancheros	
					@chipotletweets		@qdobamexgrill		@boldbajafresh		@moes_hq		@pancheros	
					Input	Score	Input	Score	Input	Score	Input	Score	Input	Score
		US Stores			1,430		600		256		496		55	
		Facebook	Scale	40%	25.6%		21.1%		18.3%		26.7%		17.1%	
		Likes (US)	Input/Max Scaled	20%	1,923,453	20.0%	134,659	3.3%	46,288	2.7%	256,390	7.7%	31,503	8.5%
		Talking About	Input/Max	12%	4,021	1.6%	1,947	10.78%	537	8.65%	4,128	12.00%	279	6.6%
		Contact Info Form	Y/N	3%	No	0.0%	Yes	5%	Yes	5%	Yes	5%	No	0.0%
		Owns first search result	Y/N	2%	Yes	2.0%	Yes	2%	Yes	2%	No	0%	Yes	2.0%
		Mapped location in mobile	Y/N	2%	Yes	2.0%	No	0%	No	0%	Yes	2%	No	0.0%
		App	Y/N	1%	No	0.0%	No	0%	No	0%	No	0%	No	0.0%
		Twitter		25%	14.6%		9.3%		18.3%		11.5%		11.6%	
		Active Real Followers	Input/Max Scaled	15%	125,002	11.2%	14,206	3.0%	29,958	15.0%	11,597	3.0%	4,805	11.2%
		Non-Response Tweets/Week	Input/Max	5%	1.8	0.7%	4	1.3%	9	3.2%	14	5.0%	0	0.0%
		Median Response Time (min)	Min/Input	5%	13	2.7%	7	5.0%	361	0.1%	10	3.5%	78	0.4%
		Pinterest		5%	1.9%		5.0%		0.0%		0.9%		0.0%	
		Followers	Input/Max	2%	352	0.6%	1,189	2.0%	0	0.0%	107	0.2%	0	0.0%
		Likes	Input/Max Scaled	2%	54	0.5%	744	2.0%	0	0.0%	0	0.0%	0	0.0%
		Boards	.1 pts/board (10 max)	0.5%	11	0.5%	15	0.5%	0	0.0%	8	0.4%	0	0.0%
		Pins	Input/Max	0.5%	233	0.4%	313	0.5%	0	0.0%	177	0.3%	0	0.0%
		Instagram		10%	5.5%		6.4%		0.0%		7.7%		0.0%	
		Followers	Input/Max Scaled	5%	2,822	3.3%	1,547	4.3%	0	0.0%	1,498	5.0%	0	0.0%
		Avg Likes on Past 10 Posts	Input/Max Scaled	2%	283	2.0%	66	0.9%	0	0.0%	99	1.3%	0	0.0%
		Avg Posts Per Week	Input/7	2%	0.83	0.2%	1	0.3%	0	0.0%	5	1.4%	0	0.0%
		First in Search	Y/N	1%	No	0.0%	Yes	1.0%	No	0.0%	No	0	No	0.0%
		YouTube		20%	16.2%		5.8%		0.0%		7.5%		4.2%	
		Median Views per Video	Input/Max Scaled	6%	11,092	6.0%	567	0.7%	0	0%	2,371	0.5%	71	0.0%
		Videos	Input/Max	5%	24	3.5%	34	5.0%	0	0%	34	5.0%	22	3.2%
		Viral videos	1 pt/2MM Views	5%	7,304,488	3.7%	0	0.0%	0	0%	2,076,638	1.0%	0	0.0%
		Subscribers	Input/Max Scaled	1%	6,629	1.0%	131	0.0%	0	0%	536	0.0%	44	0.0%
		1st Paid Search Result	Y/N	1%	No	0.0%	No	0.0%	No	0%	No	0.0%	No	0.0%
		1st Organic Search Result	Y/N	1%	Yes	1.0%	No	0.0%	No	0%	No	0.0%	No	0.0%
		Link to homepage	Y/N	1%	Yes	1.0%	No	0.0%	No	0%	Yes	1.0%	Yes	1.0%
		TOTAL		100%	63.7%		47.6%		36.6%		54.3%		33.0%	



Other Social Media Measures



Traditional Media Stories (Quantity & Quality)



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

MELISSA KENT

An advertising campaign which stars curvy women instead of stick-thin models has pushed sales of Dove beauty products up 30 per cent in just a few weeks.

The revolutionary "real women" commercials featuring women with ample thighs, buttocks and breasts are behind a sharp rise in sales of skin-creaming products, the company claims. Dove's share of the \$70 billion moisturiser market has grown by a third to 16.9 per cent nationally since the campaign was launched in late August.

Dove brand manager Brian Taylor said women were sick of images of airbrushed perfection in beauty advertising and wanted to see natural women with real curves.

"People were quite sceptical about launching a range of products using girls who were a little bit bigger but we have been overwhelmed by the consumer support for the campaign," he said.

In Britain, a 600 per cent growth in sales has been attributed to the campaign, which sparked new debates about the portrayal of women in advertising when launched last year.

It stemmed from a survey which found only 2 per cent of women around the world described themselves as beautiful and only 13 per cent were satisfied with their body weight and shape.

In Australia, the skin-care com-



Big success: Dove's sales have soared as a result of its 'real women' commercials, which use models with curvy, natural bodies instead of airbrushed, stick-thin figures.

pany is also launching a national campaign to find curvy women aged 18 to 35 for a calendar.

Professor Sam Rowanbaron, head of Curtin University's school of marketing, said a campaign featuring

naturally beautiful women was a clever marketing strategy which satisfied consumers in the brand.

"Consumers are quite savvy and realise they are not going to look like a supermodel just because they use a

product, so a campaign like this really paid off," he said.

Melissa Fox, founder of marketing consultancy W Communications Group, said brands which used airbrushed images of models and wo-

men looked credibility. "Women are smart enough ... to realise Halle Berry or Sarah Jessica Parker are not real models and of course they don't really dye their own hair or use Keratin make-up," she said.

Retailer Scanner Data

Sales By Brand For All Competitors/Total U.S. Nielsen or IRI Scanner Data

2	TOTAL US - FDM														
3	Latest 52 Weeks														
4	By Brand	\$ Volume	\$ % Chg vs YAG	\$ Vol Chg vs. YAG (actual)	U Volume	U % Chg vs YAG	U Vol Chg vs. YAG (actual)	% ACV	% ACV chg vs. YAG	ARP (Average Retail Price)	ARP chg vs. YAG	% Volume- Any Promo	% Vol Any Promo % Chg vs. YAG	% Discount- Any Promo	% Discount- Any Promo vs. YAG
5	Brand 1														
6	Brand 2														
7	Brand 3														
8	Brand 4														
9	Brand 5														
10	Brand 6														
11	Brand 7														
12	Brand 8														
13	Brand 9														
14	Brand 10														

- Sales changes
- Distribution changes
- Dependency on price promotions

Components of Consumer Volume

- How many consumers? How much is each spending?



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



For Heavy, Medium & Light Brand Users

Brand Perception & Imagery Movement

"Wordle"/Wordle.net

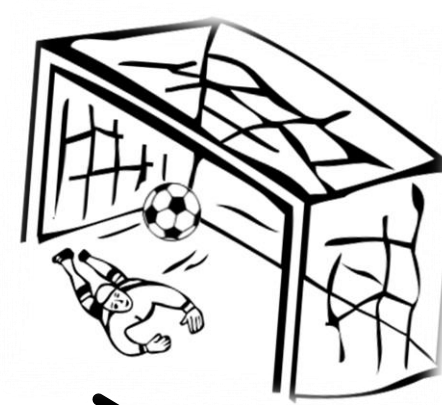


In-N-Out Brand Associations - NYC



First 5 words to describe the iPod...





Low Quality

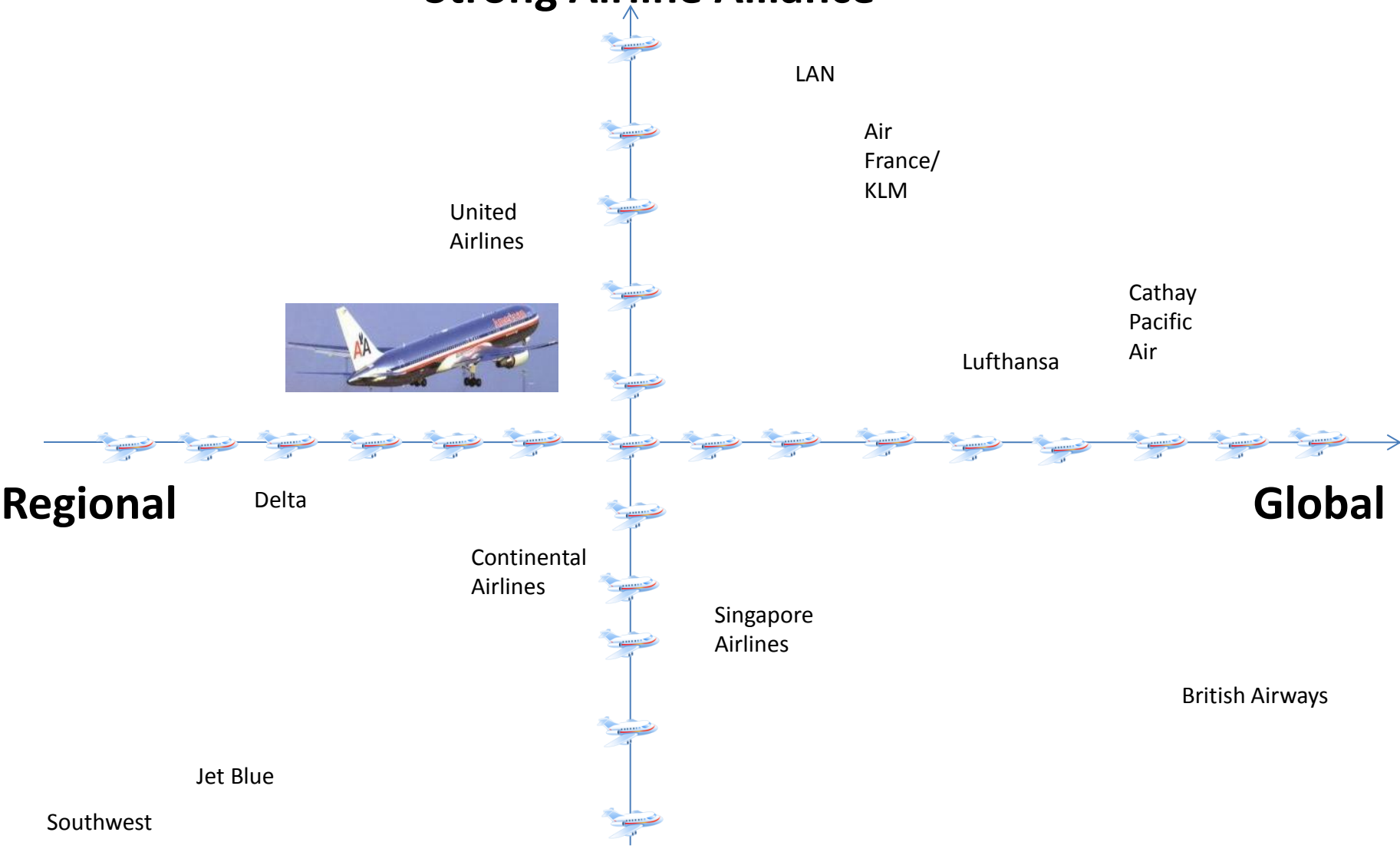
High Quality

Expensive

Cheap



Strong Airline Alliance



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**

minichara

SEVEN-ELEVEN

天天好心情



7-ELEVEN北京特色商品 *Special And Delicious Items*



- 便当
- 好炖
- 饭团
- 甜点
- 沙拉
- 三明治

我们竭诚为您提供最优质的商品及服务

商品种类
丰富

便利快捷

All in 7-11BJ



Seven-Eleven Happy Everyday

Special items in the Beijing branch: lunch-box, stew, nigiri, deserts, salad, sandwich



想吃就吃7-ELEVEN.

Eat whatever you crave .