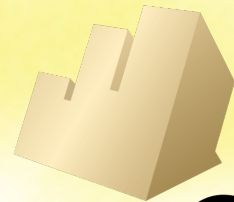




Mini MBA
in
Brand
Management


A Golden Age of Effectiveness

System1

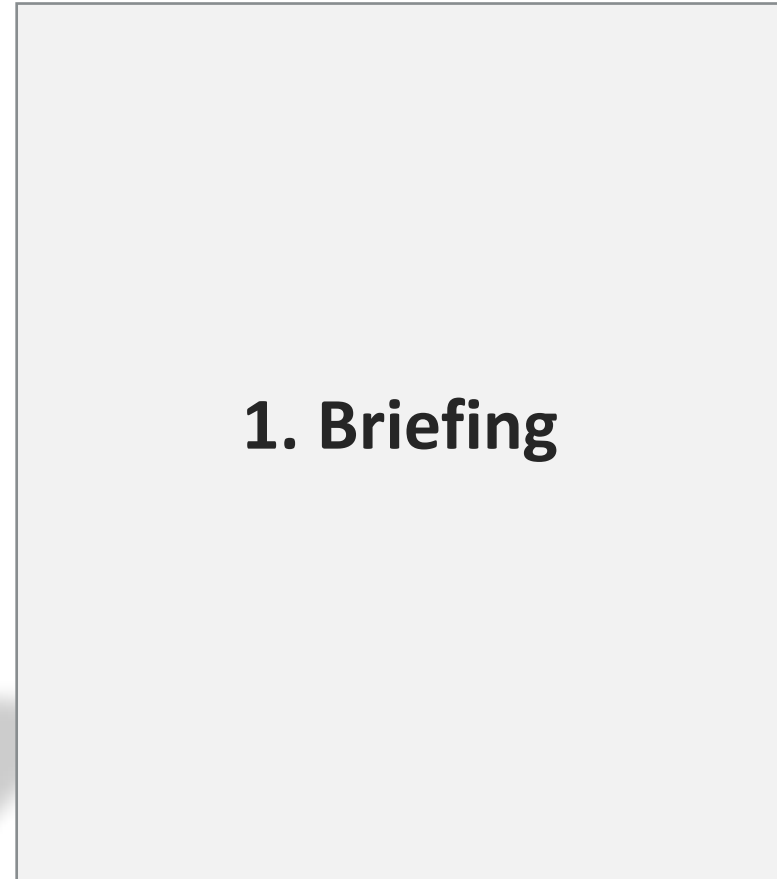
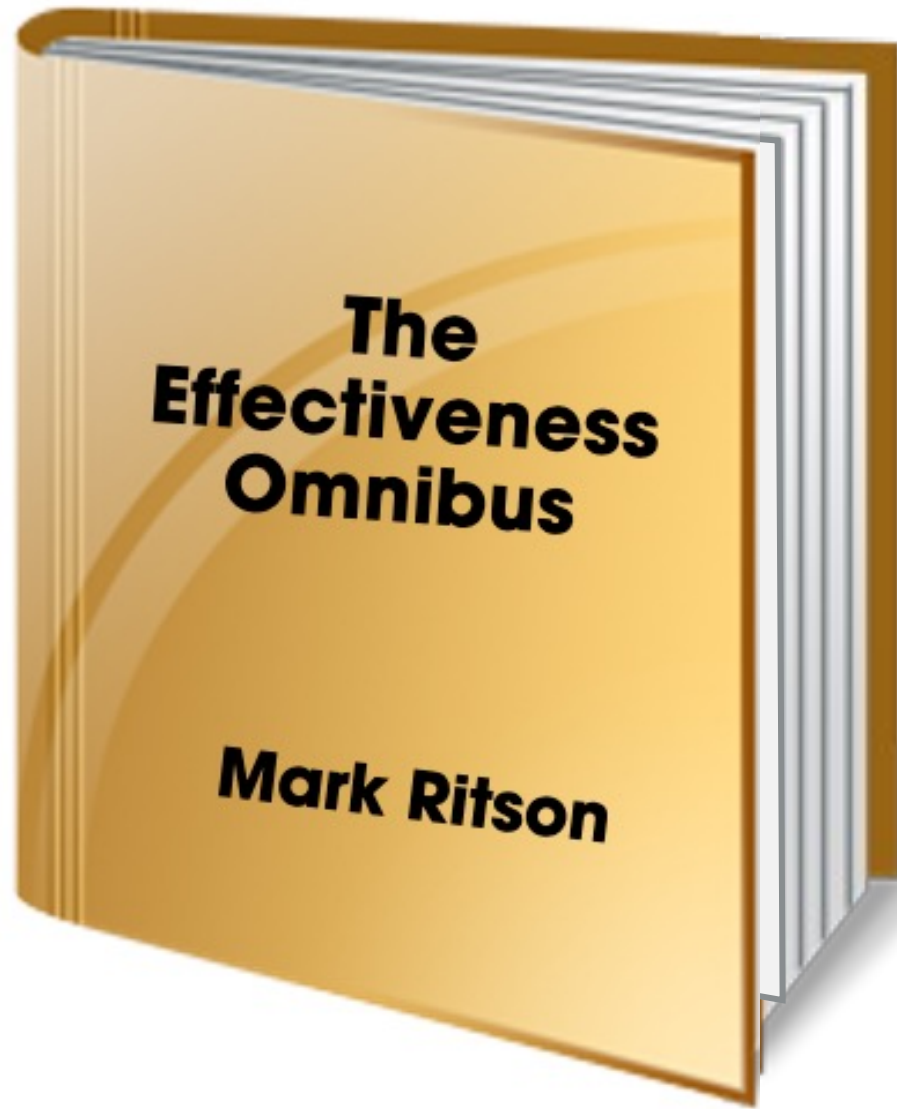
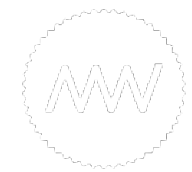


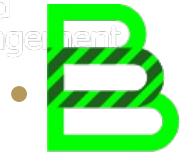
effie

KANTAR

 Analytic Partners







BetterBriefs

- **944 Clients**
- The Client Brief
- **786 Agencies**

Briefing

89%

Clients

86%

Agencies



Mini MBA
in
Brand
Management



BetterBriefs

Briefing

Q: “The briefs I/my client writes provide clear strategic direction.”

78%

Clients

5%

Agencies

Briefing

Q: “What is the missing ingredient from most client briefs?”

55%

Clear Objectives

34%

Clear Strategy

30%

Clarity

10%

Single
Minded

5%

Agencies

95%

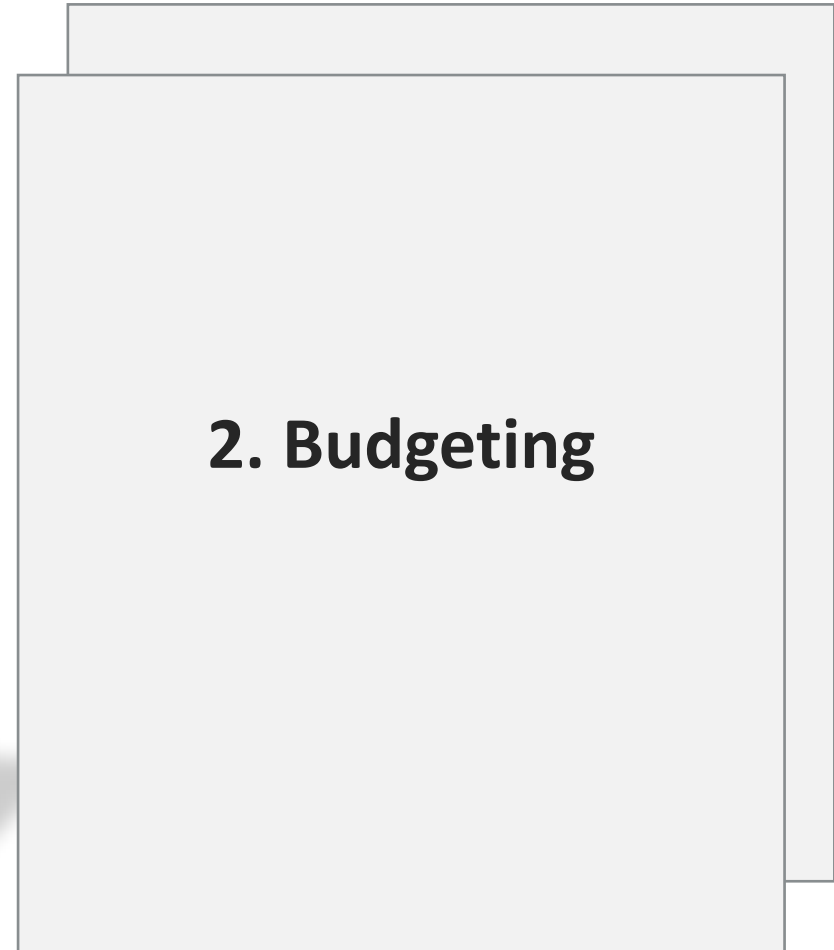
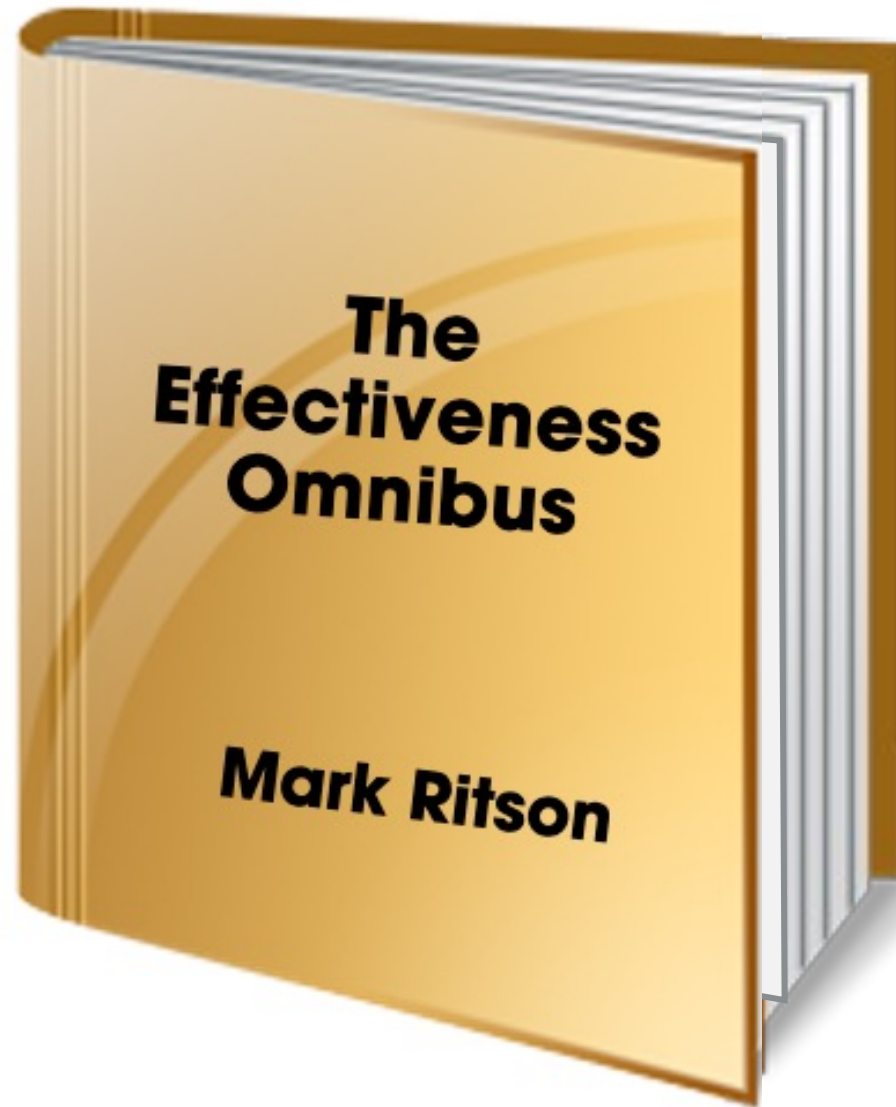
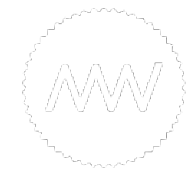
How to Brief

- Have a strategy
- Finish your Strategy
- Target Portrait(s)
- Position and Codes
 - Objectives
- A conversation not a document
 - Keep it brief
 - Ballpark budget
 - Other considerations
- Stop short of ideas and tactics



“That was a great brief”







How your 2024 Budget is Set

AMPAD

2024 Budget

- 2023 Revenues are **\$30M**
- Our CAGR is **10%**
- Next year we expect **\$33M**
- **2%** of revenues on comms

- Ad Budget is **\$600k**

Zero Based Budgets

- Start from a **Zero** amount
- Start from **Zero** allocations

• **YES!**

- Develop smart objectives
- Calculate their incremental value
 - Brief agencies
- Agree total investments to achieve objectives
 - A proper Marketing Plan

• **NO!**

\$ Investment

\$ incremental Return

Budget Timing is Crucial

Zero Based Budgets

• **YES!**

- Start from a **Zero** amount
- Start from **Zero** allocations
- Develop smart objectives
- Calculate their incremental value
 - Brief agencies
- Agree total investments to achieve objectives
 - X
 - A proper Marketing Plan

• **NO!**

\$ Investment

\$ incremental Return

Advertising / Sales Ratios



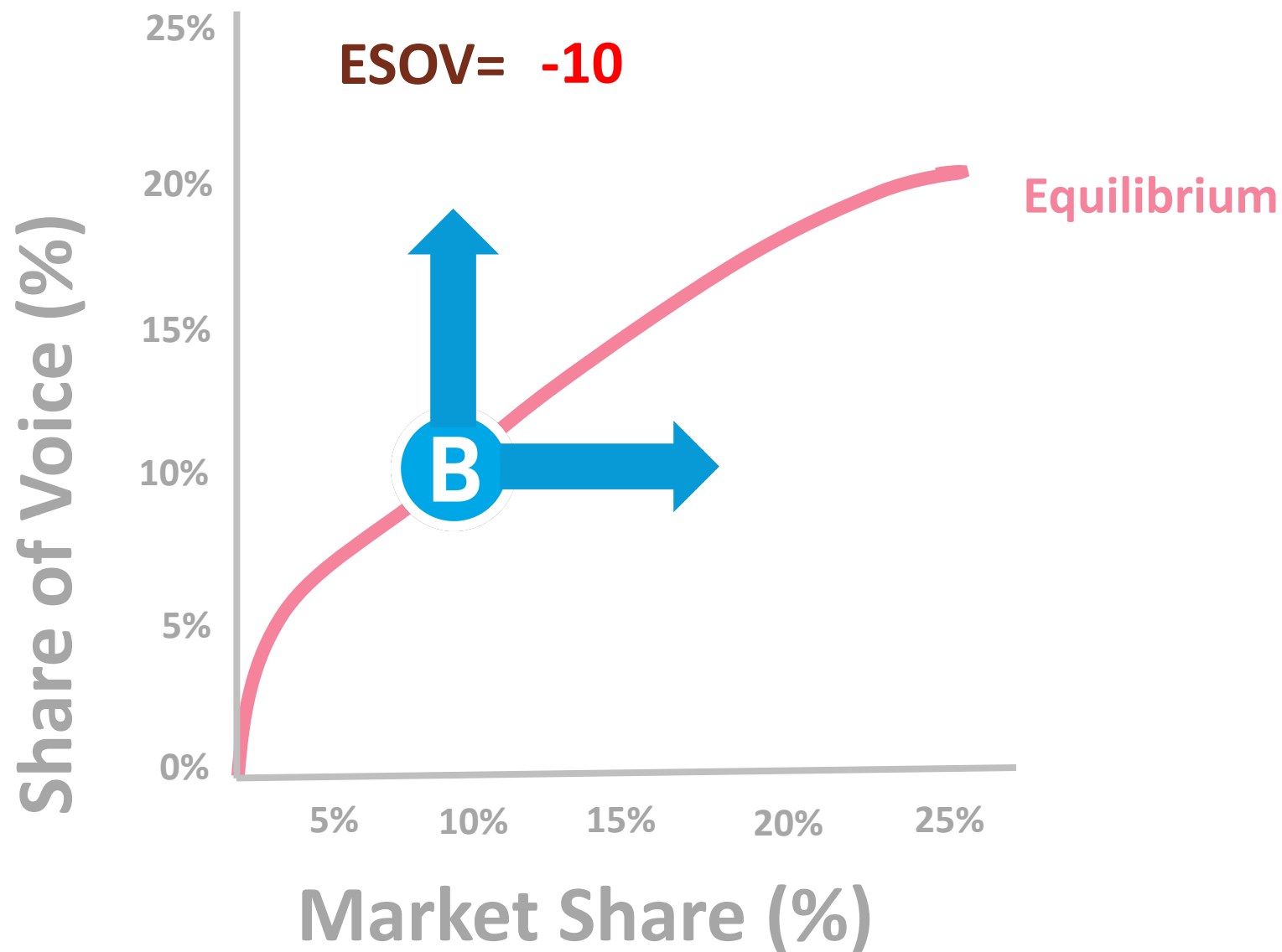
2024 Budget	
• 2023 Revenues are	\$30M
• Our CAGR is	10%
• Next year we expect	\$33M
• 2% of revenues on comms	

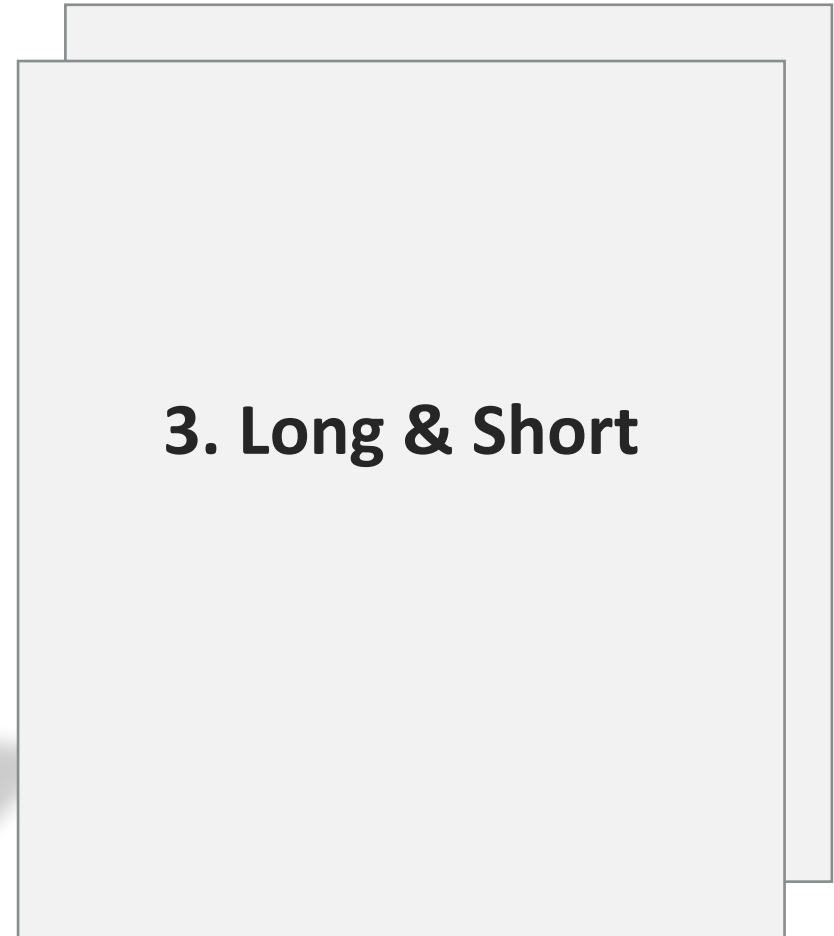
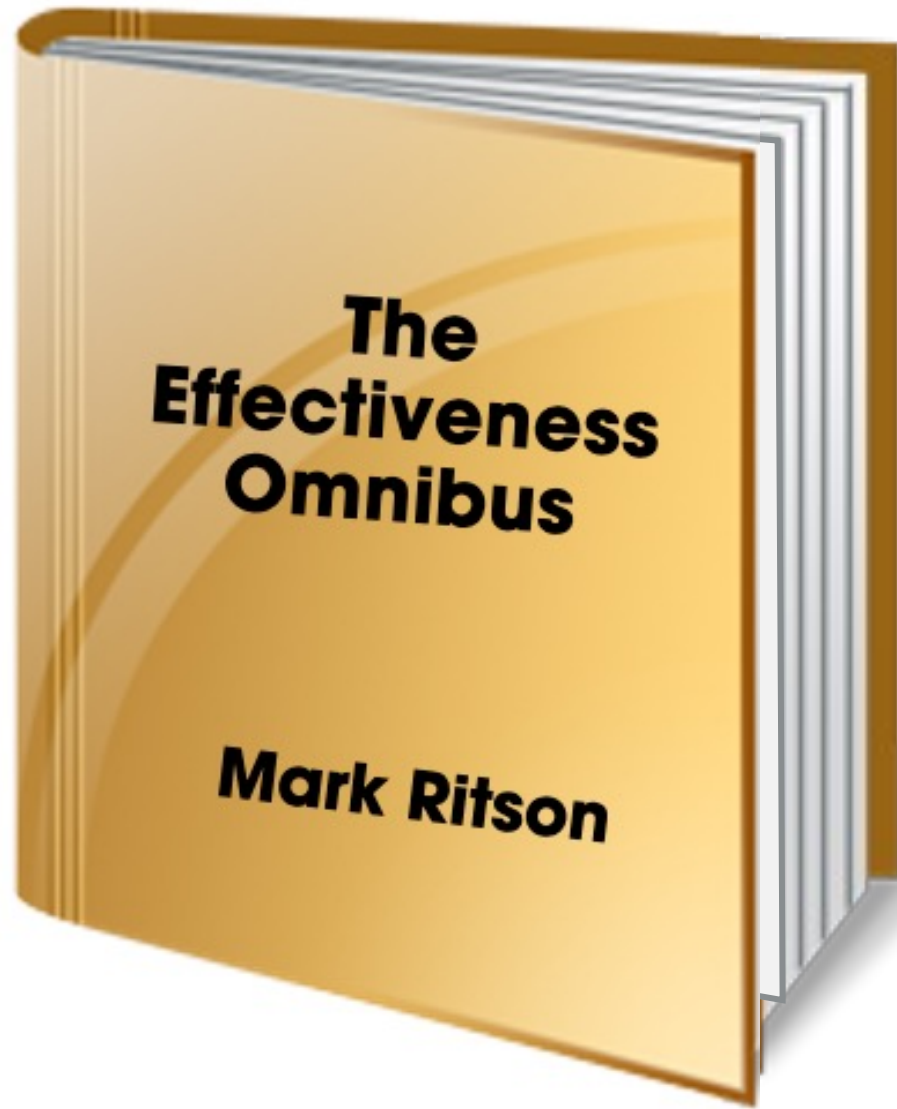
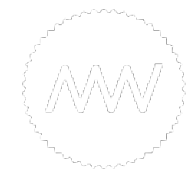
• Ad Budget is	\$660k



Excess Share Of Voice

= Share of Voice – Share of Market





Peter
Field



The Long and the Short of It

IPA

Balancing Short and Long-Term Marketing Strategies
Les Binet, Head of Effectiveness, adam&eve DDB
Peter Field, Marketing Consultant

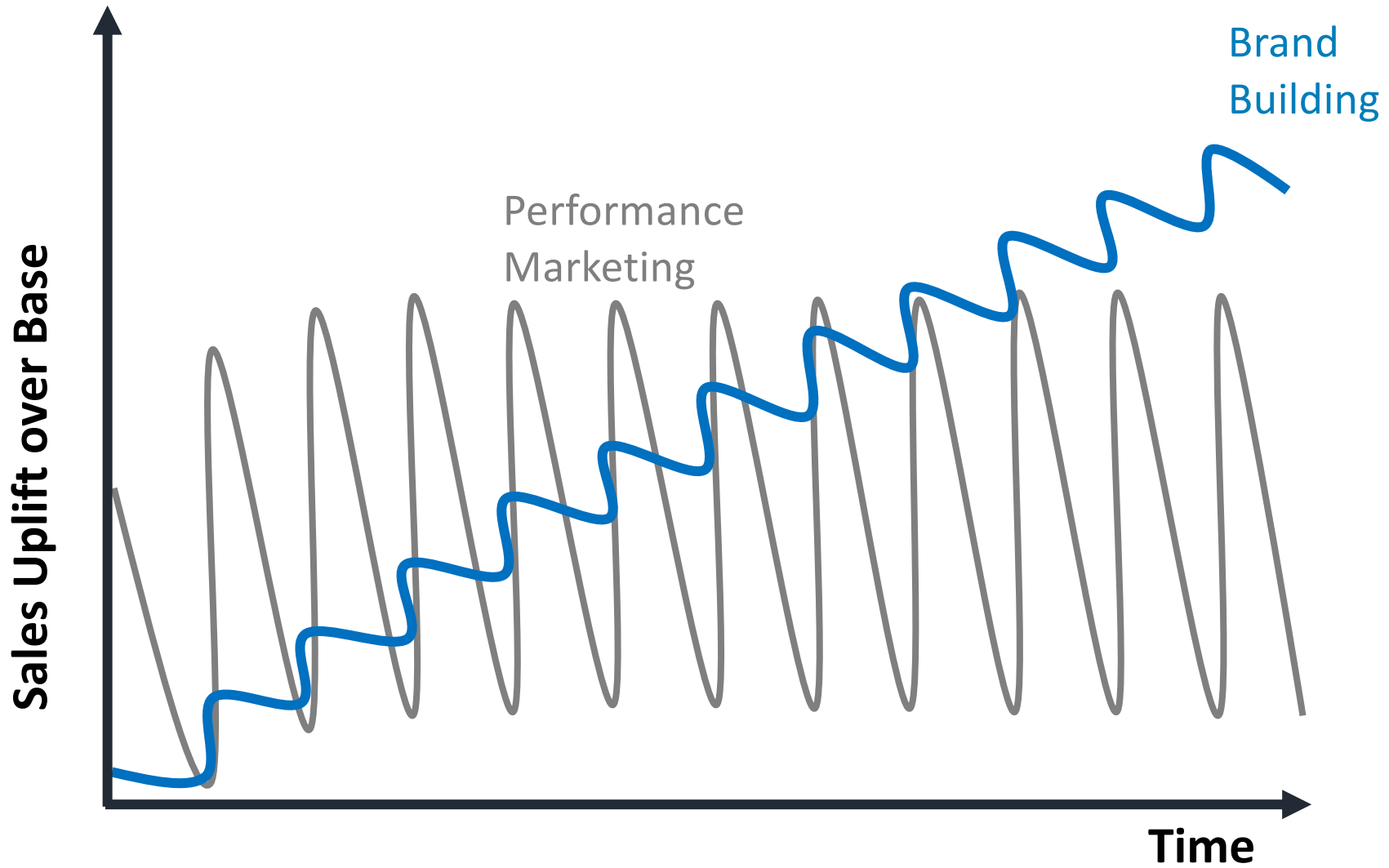
In association with
thinkbox

The central graphic is a white rectangular panel. At the top, the title 'The Long and the Short of It' is written in a bold, black, sans-serif font. Below the title is a thick black horizontal line. To the left of this line is the IPA logo. To the right of the line is a lit cigarette, which is part of a visual pun on the title. Below the line, the text 'Balancing Short and Long-Term Marketing Strategies' is followed by 'Les Binet, Head of Effectiveness, adam&eve DDB' and 'Peter Field, Marketing Consultant'. At the bottom of the panel, there are two orange pencils: one is short and the other is long, illustrating the title. At the very bottom left of the panel, it says 'In association with thinkbox' with the thinkbox logo.

Les
Binet



The Long & The Short of it



Long



Short



The #McRib is back



Uber Eats

At participating McDonald's. Cannot be combined with other offers. \$3 Dollar Menu pricing not valid for delivery. DR PEPPER is a registered trademark of Dr Pepper/Seven Up, Inc. ©2015 Dr Pepper/Seven Up, Inc.



&





Performance Branding / Double Duty



Brand & Product

Targeting & Mass Marketing

TOFU & BOFU

Builds & Harvest Demand

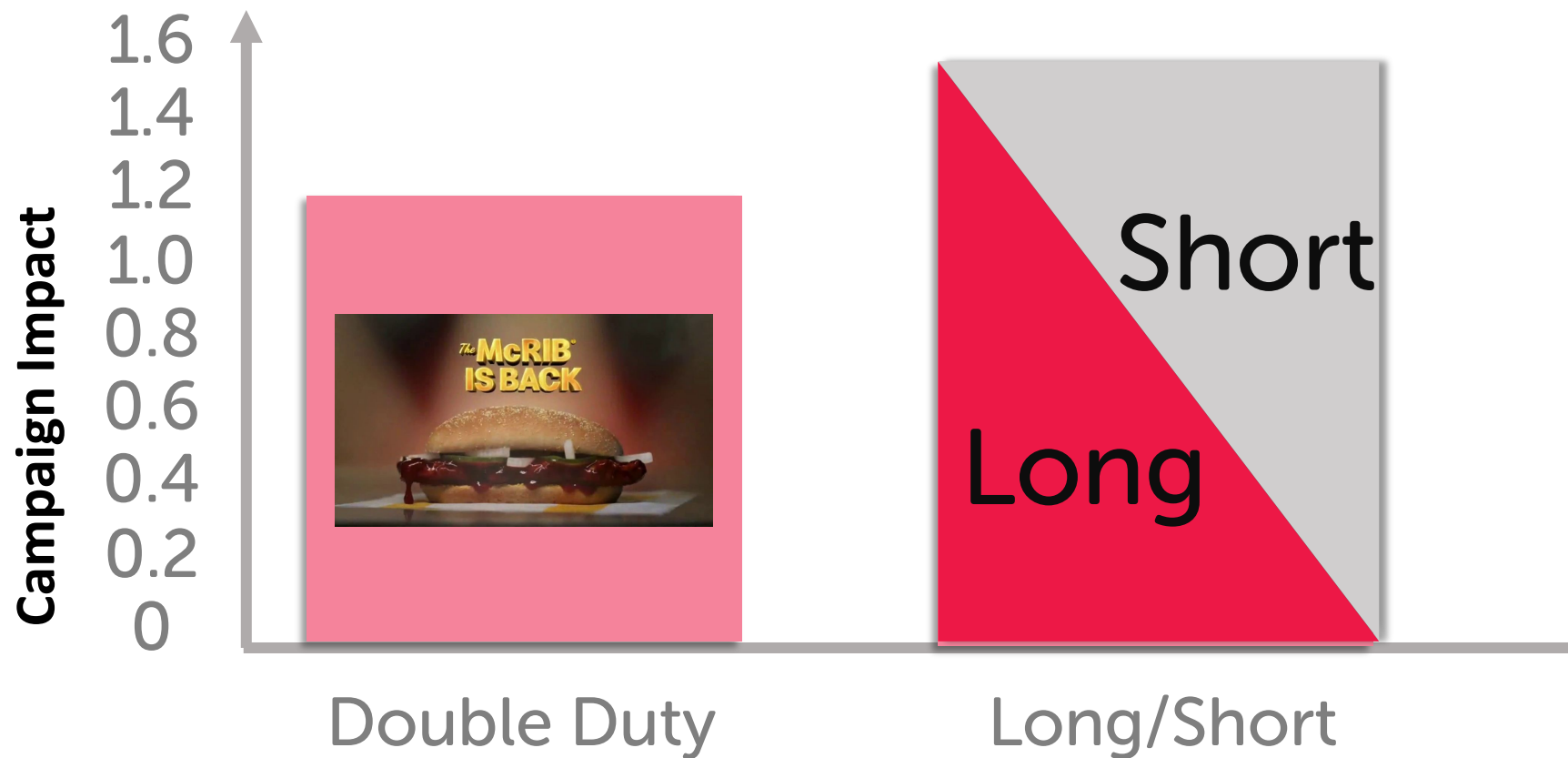
Memory & Response

Multiple Spots

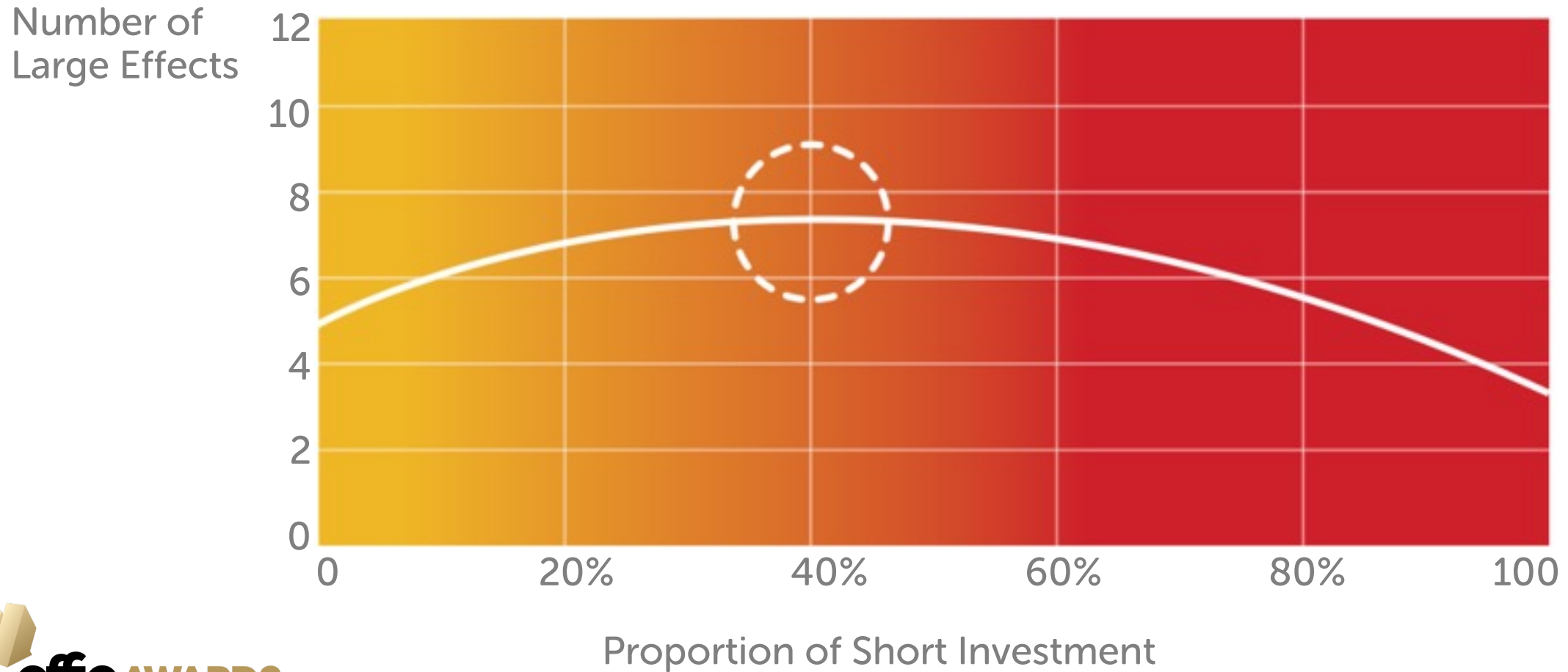
Measures



Performance Branding / Double Duty



Budget Split Long vs Short?



The Optimum Budget Mix Varies

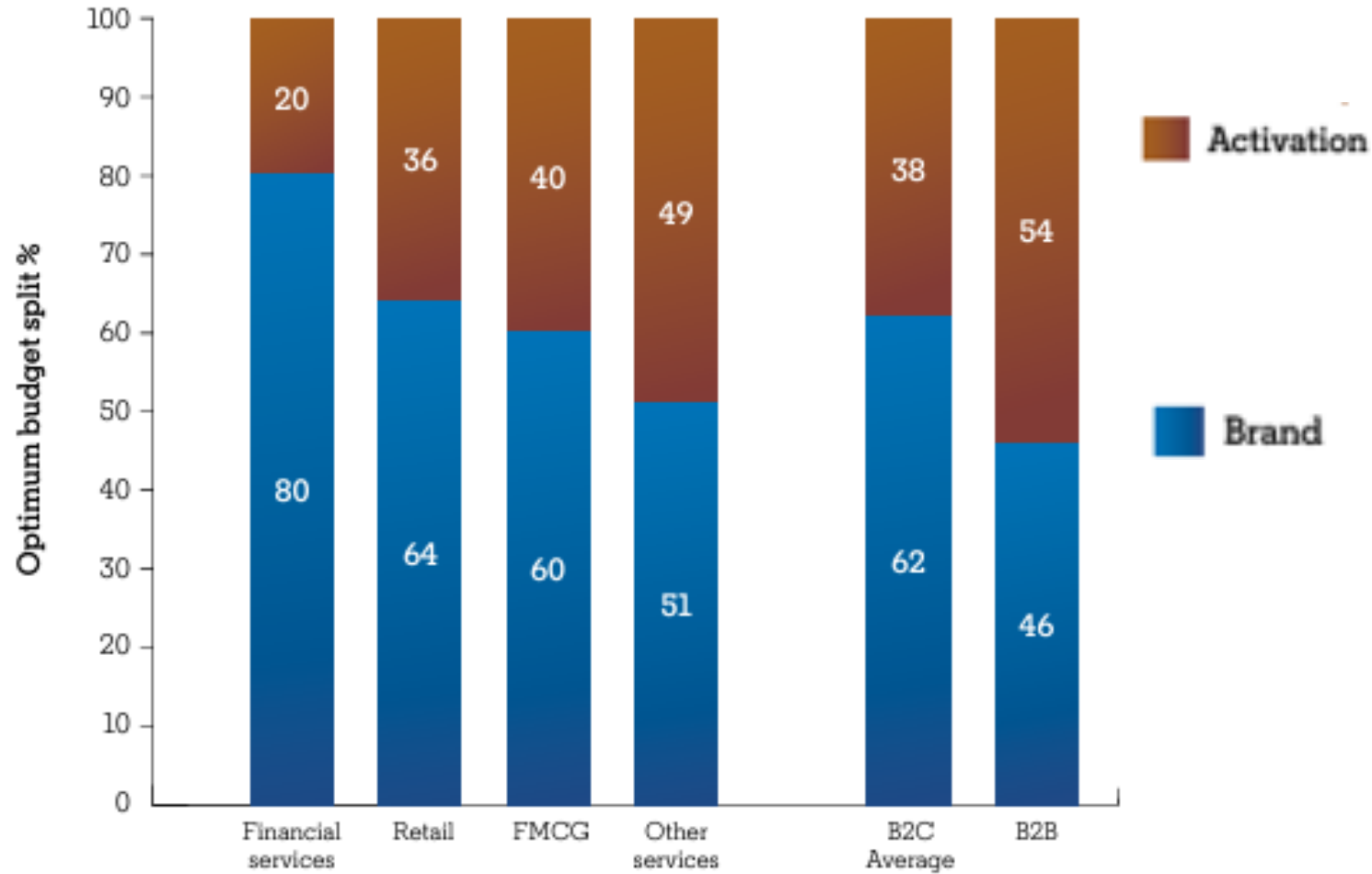


Figure 6. Source: IPA Databank, 1998-2018 B2B cases

Tracksuit

Calculate your marketing budget split

First Name* Last Name*

Work Email* Company*

Role Title* Business Type*

Choose the option that's most suitable for each field

Choose your sector

Are you innovating?

How is your product purchased?

What lifestage is your category?

How is your product priced?

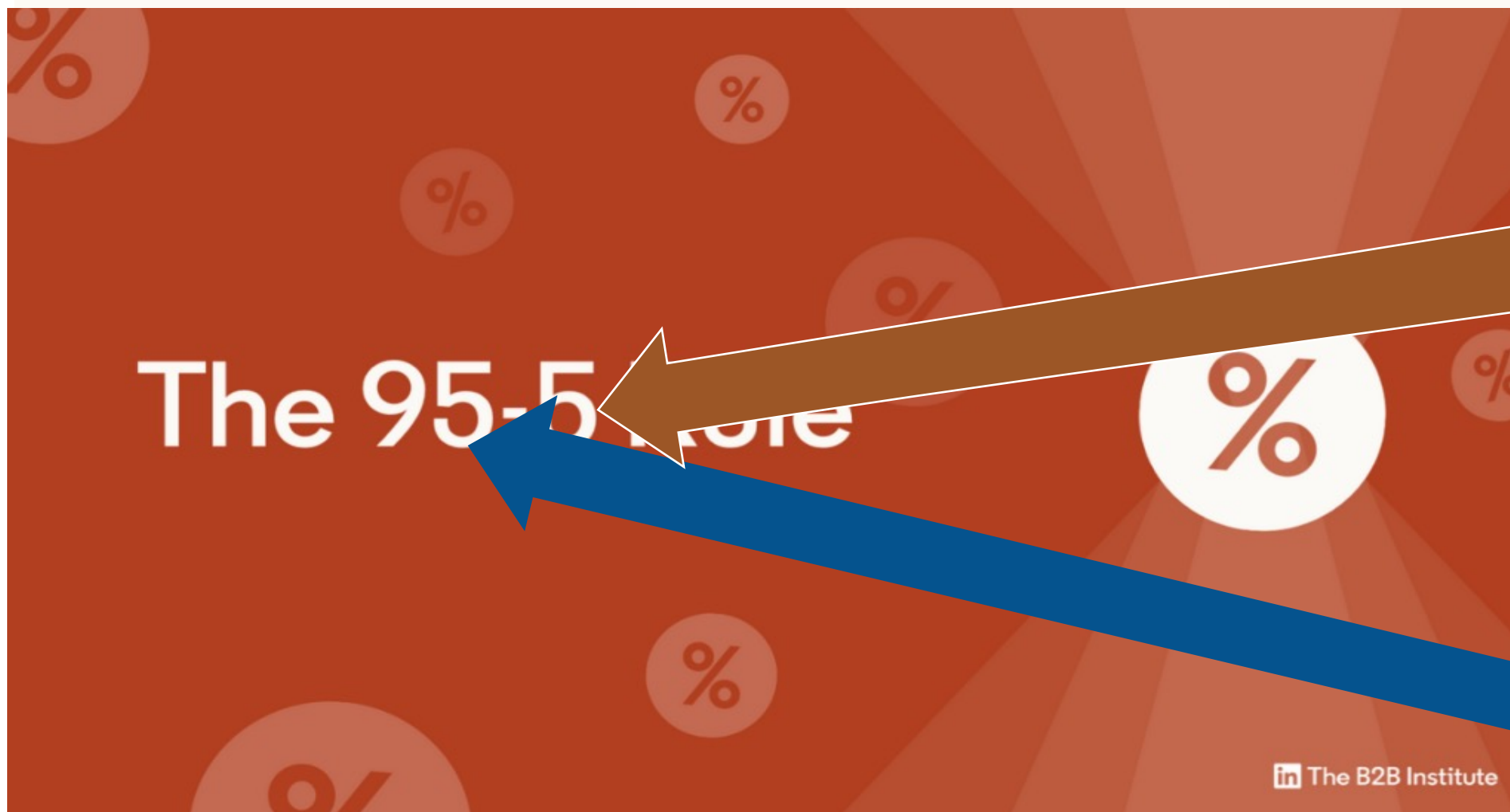
How big is your brand?

Subscribe to Tracksuit's newsletter

Credit to Peter Field and Les Binet



Why So Much On Brand?



Activation

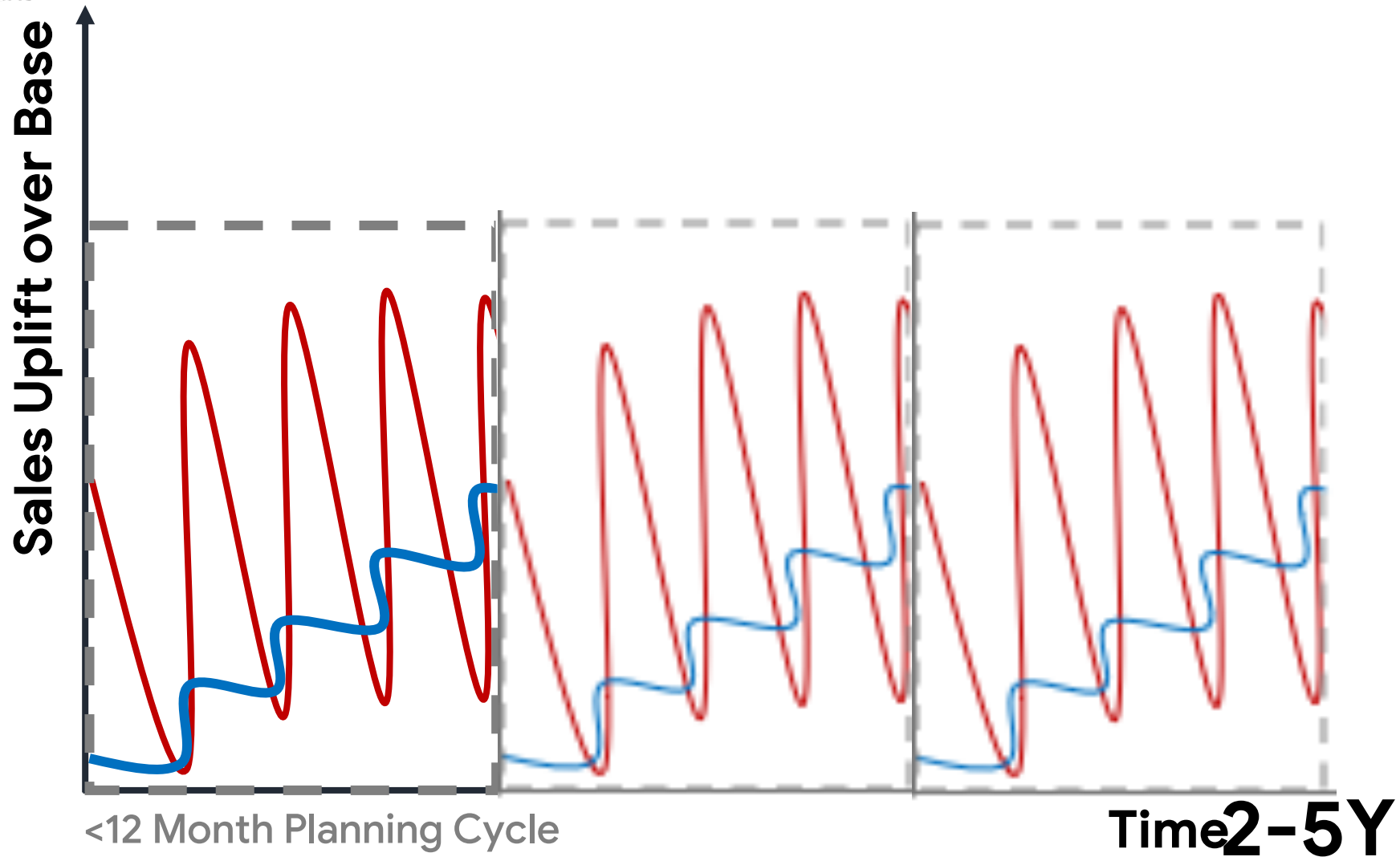


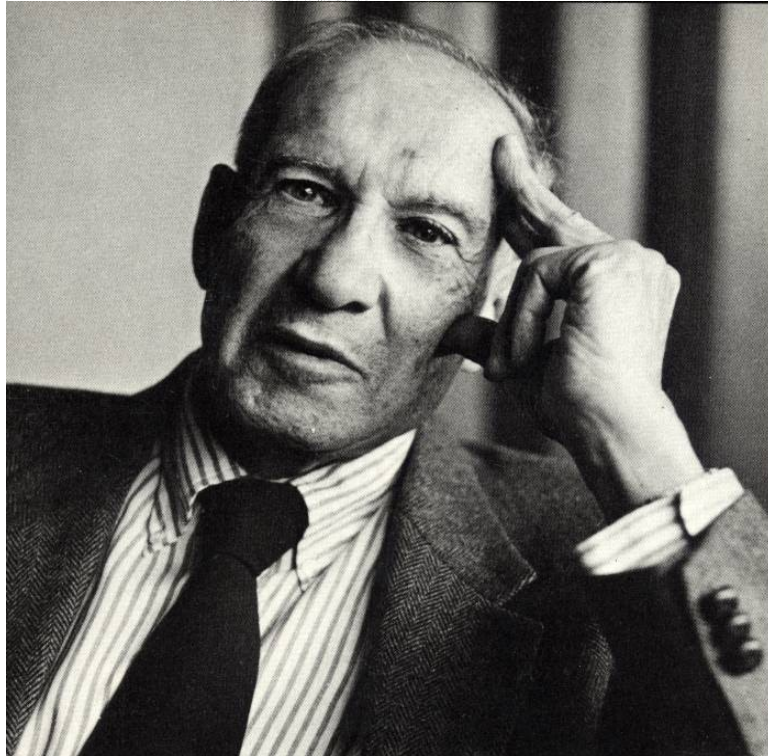
Brand

Other services



Why Do Companies Not Get This?



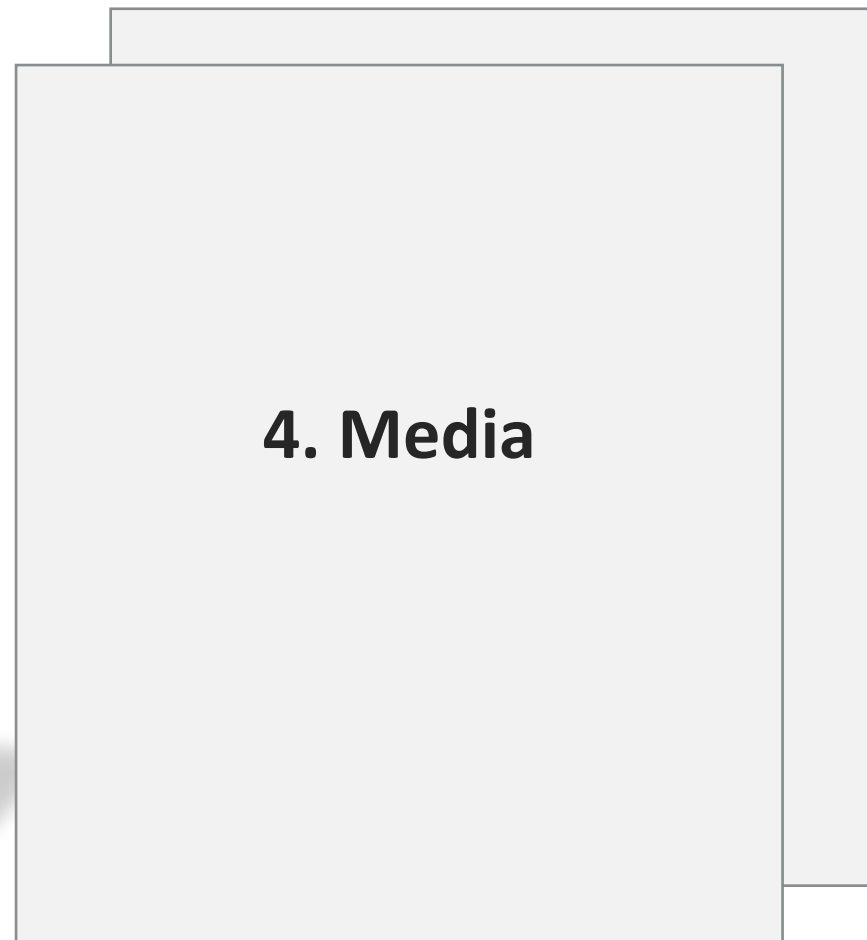
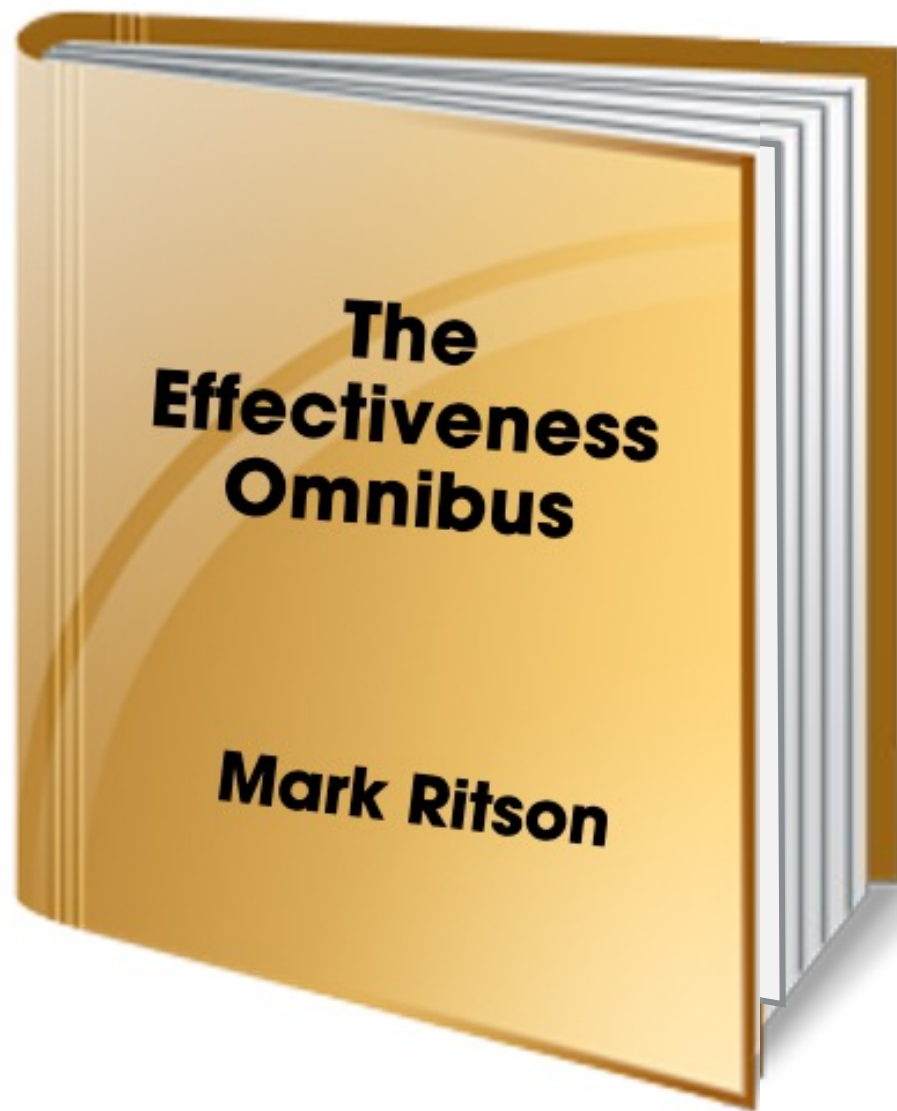
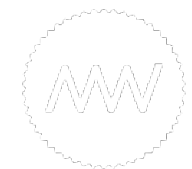


Drucker:

“You have to produce results in the short term.

But you also have to produce results in the long term.

And the long term is **not simply the adding up of short terms.”**

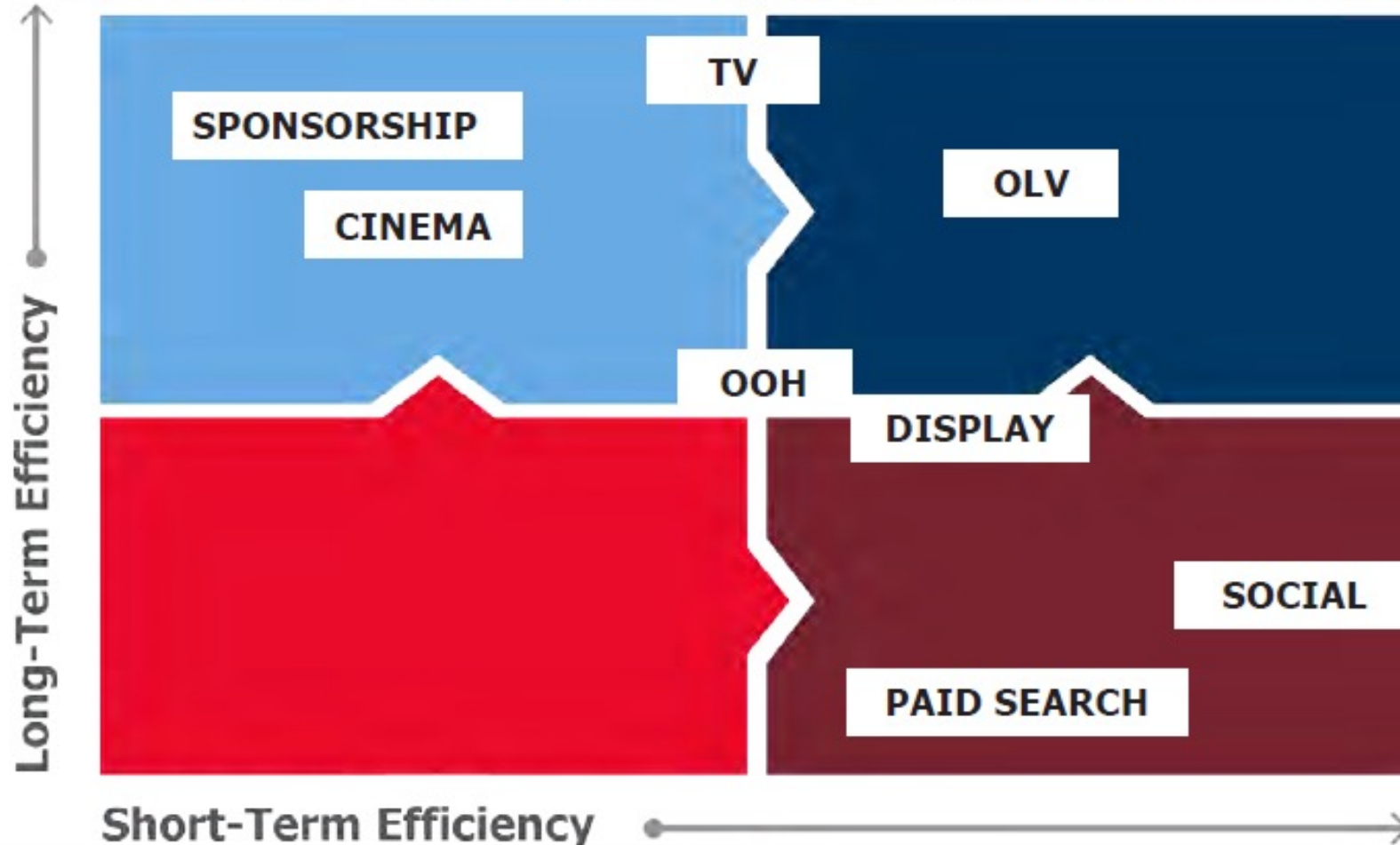




The Ranking of Media Channels

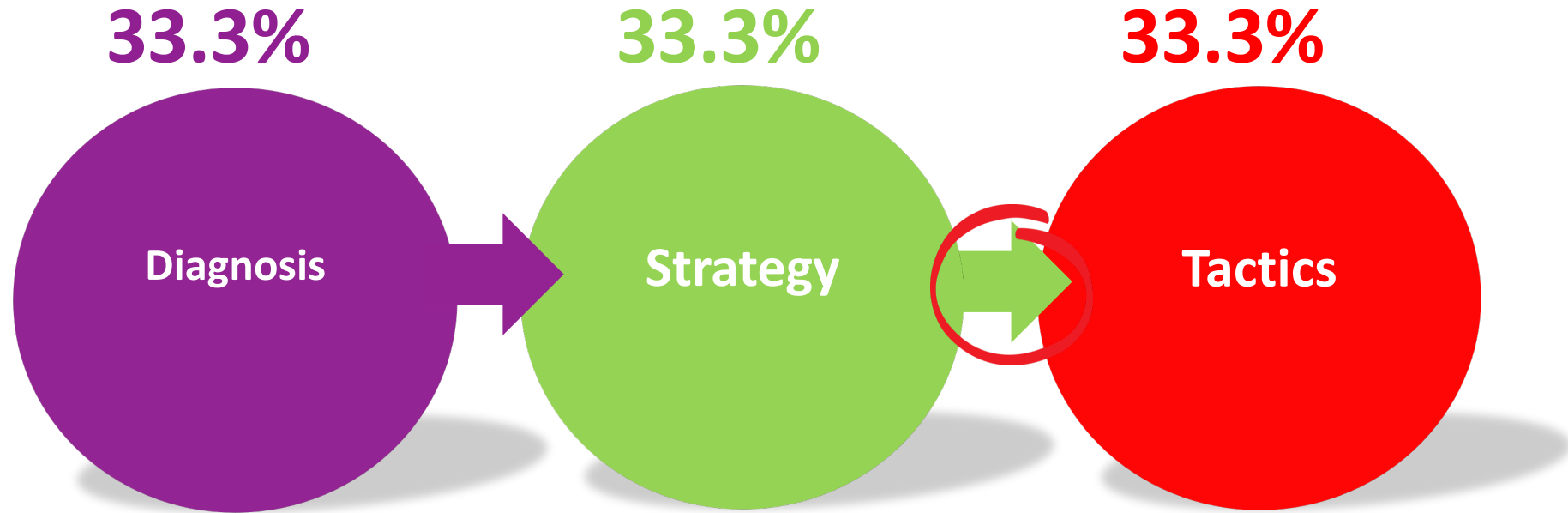
It depends, It depends, it depends, it depends

ROI Genome™: Short-term vs long-term impacts of different media



The Ranking of Media Channels

It depends, It depends, it depends, it depends



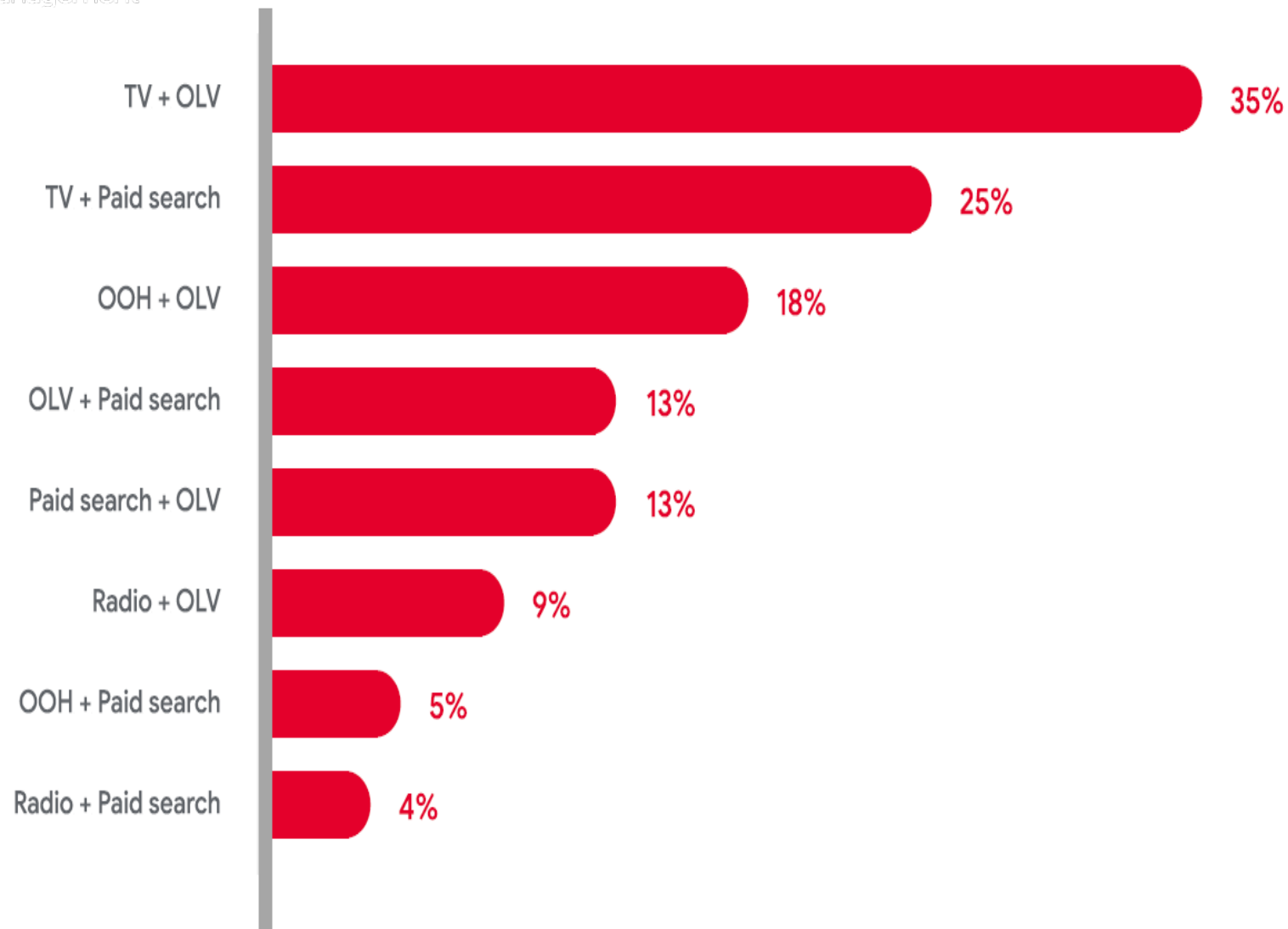
Strategy before Tactics

Digital vs Traditional: Which delivers better Impact?





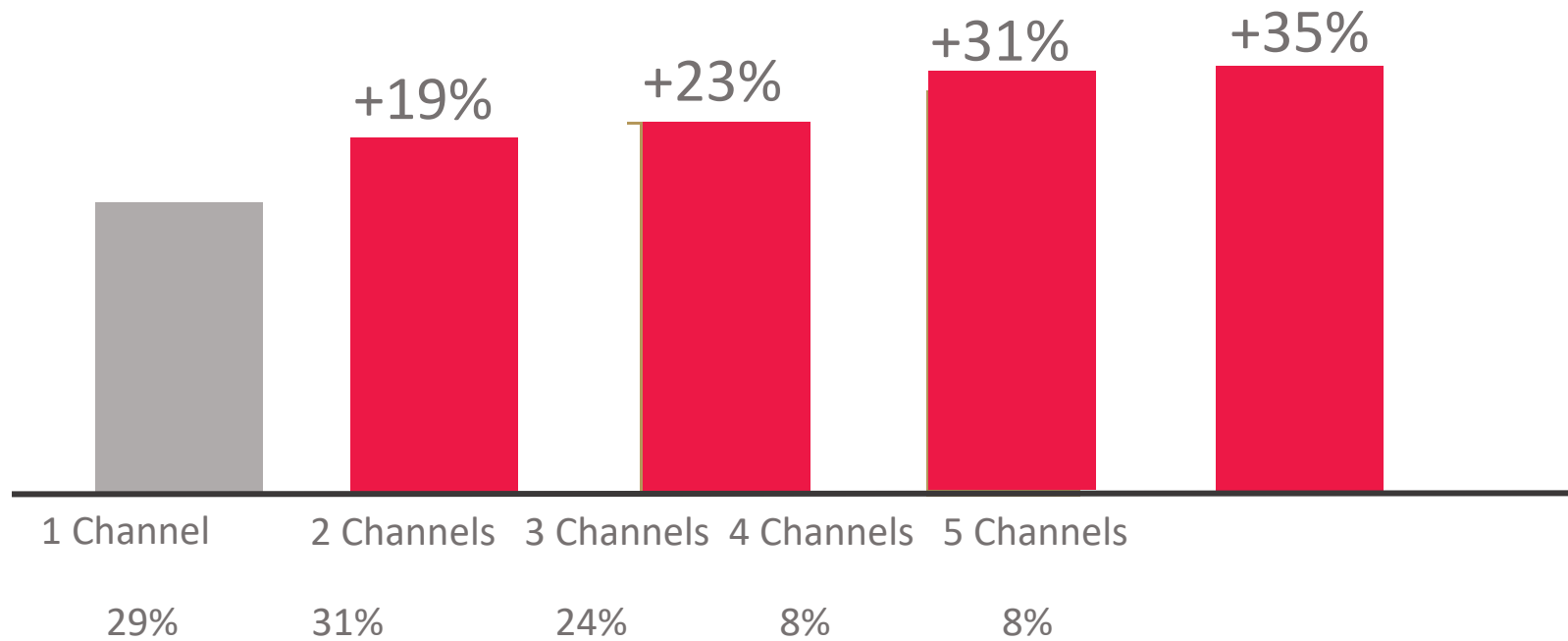
Media Diversity



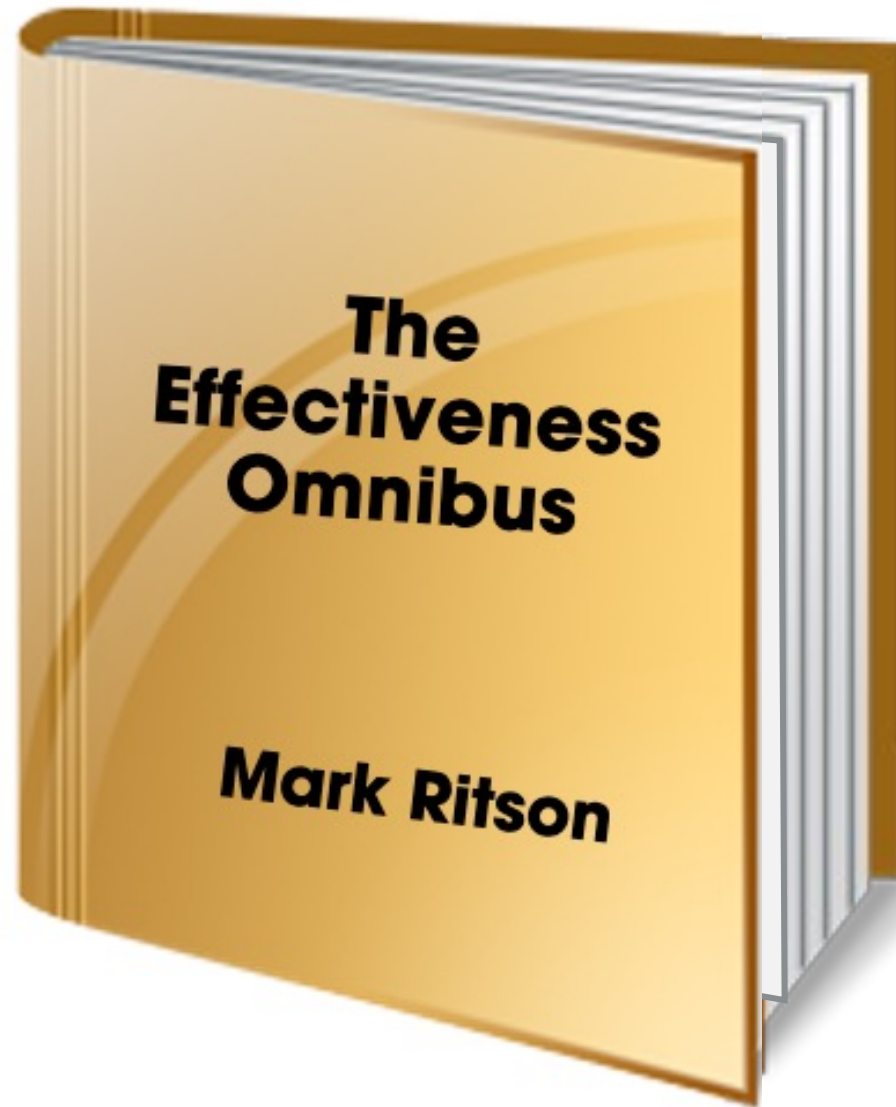
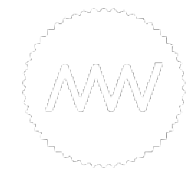
The Secret IMC Formula

$$A \times B > 2a \vee 2b$$

Media Synergies

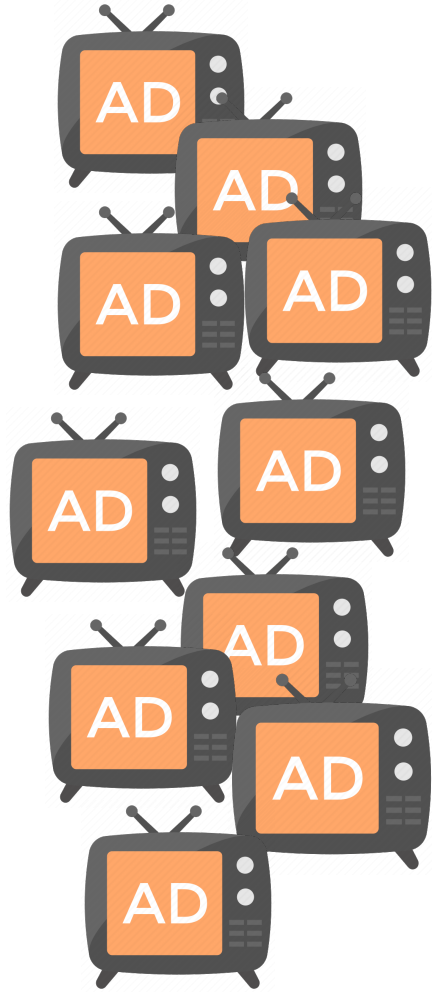




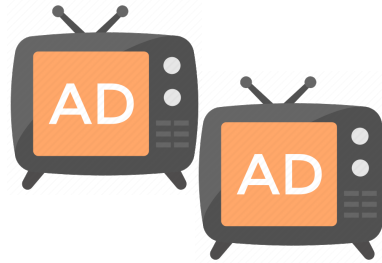




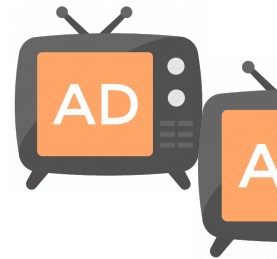
Min 143A
in Brand Management
TV Ads



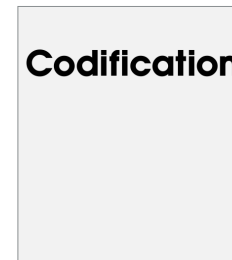
40%
Ad Recall



40%
Brand Recall



84%
Immediate Failure



Brand Codes

- **Different Names**
 - DBAs
 - Distinctive Assets
 - Fluent Devices
- **The Palette of Sensual identifiers**



Brand Codes

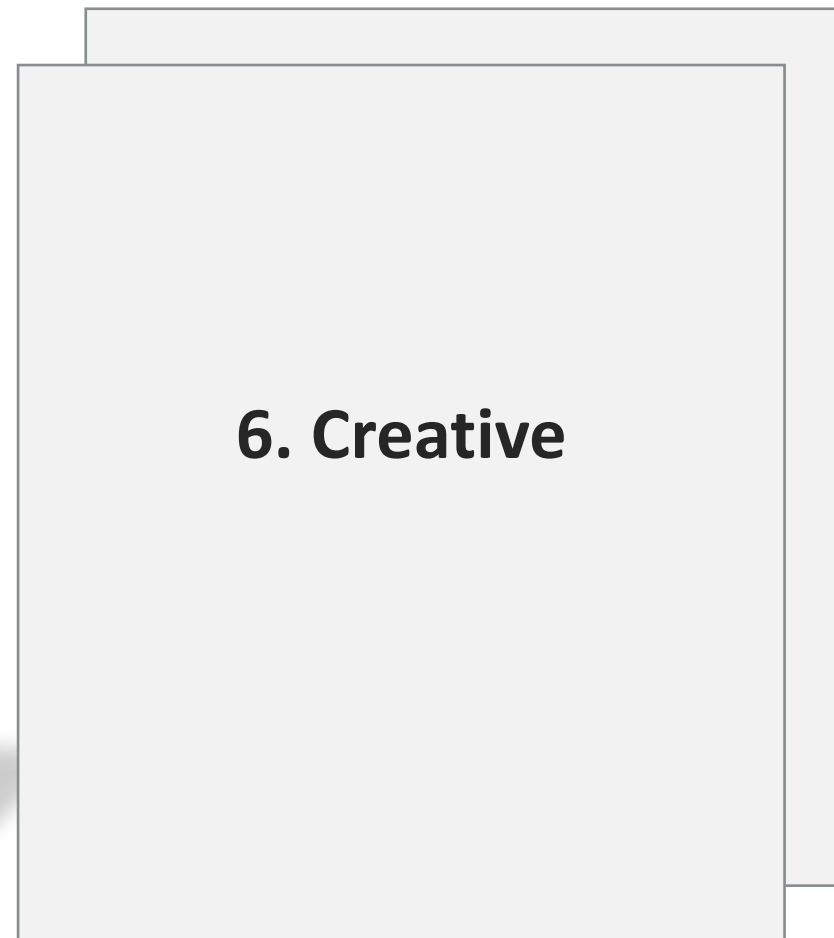
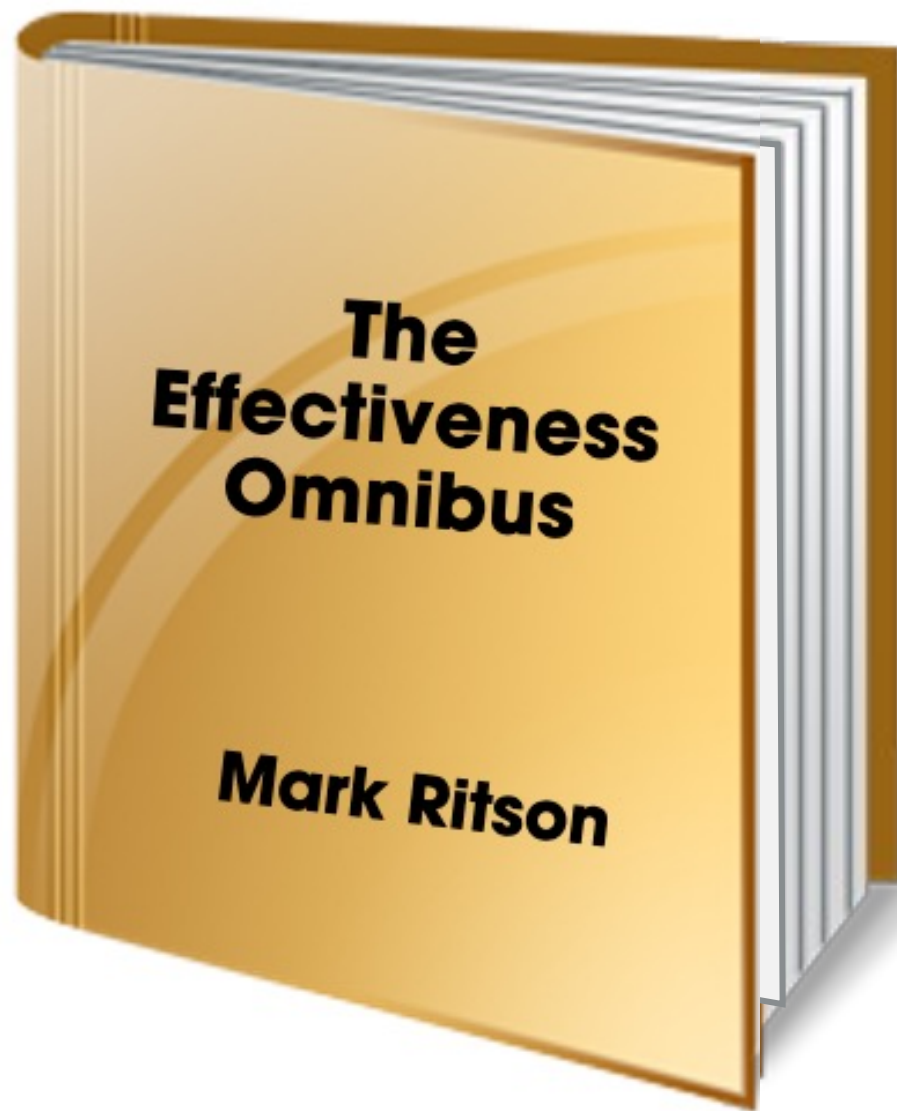
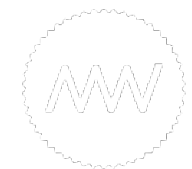
- Battling with Agencies
- Client Boredom

Veuve Clicquot



- Ads are created the opposite way to how they are consumed





Advertising Profitability

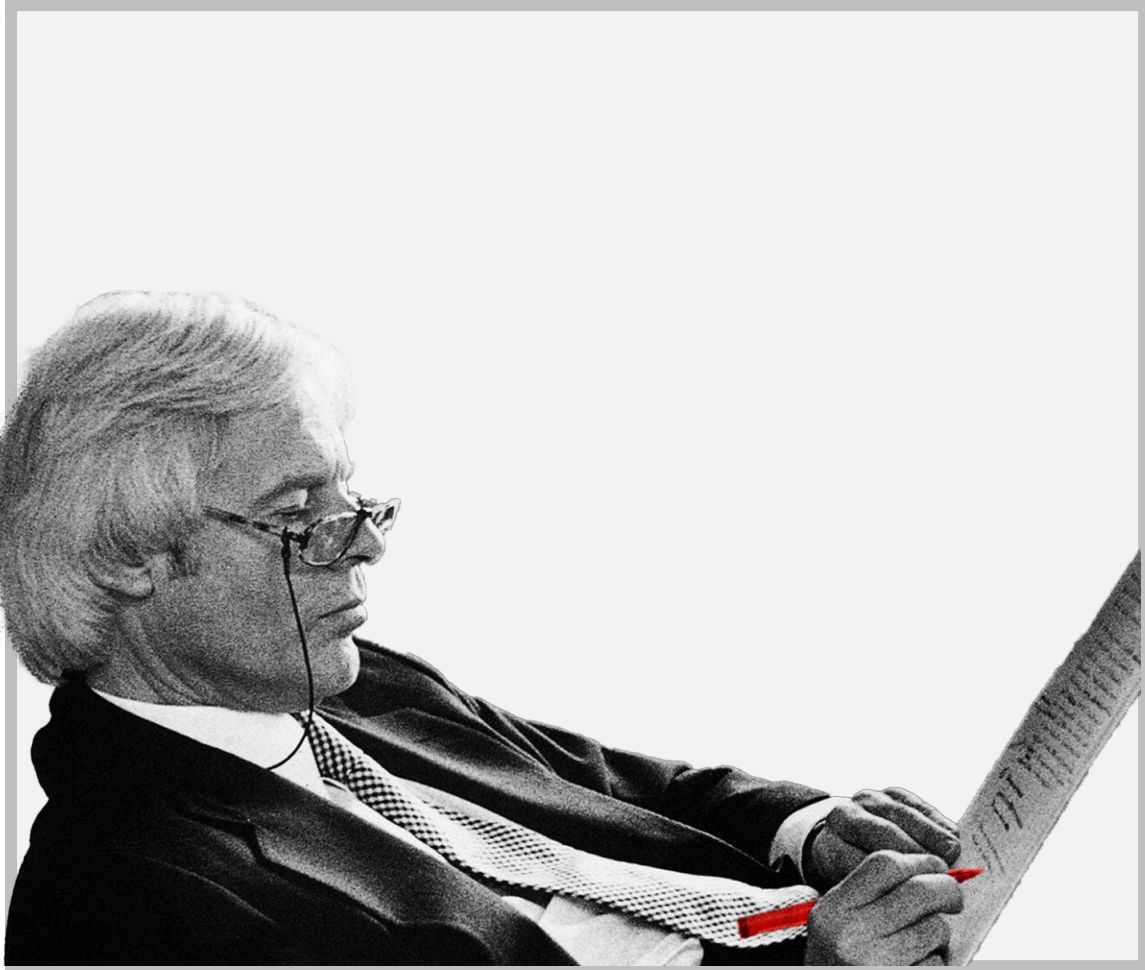


Paul Dyson

Rank	Factor	Profitability Multiplier
1	Brand Size	20
2	Creative Quality	12
3	Budget Setting Across Geographies	5
4	Budget Setting Across Portfolios	3
5	Multimedia	2.5
6	Brand vs Performance	2
7	Budget setting across Variants	1.7
8	Cost/product seasonality	1.6
9	Laydown/Phasing	1.15
10	Target Audience	1.1

12x
Creative
Multiplier

7x
Media
Multiplier

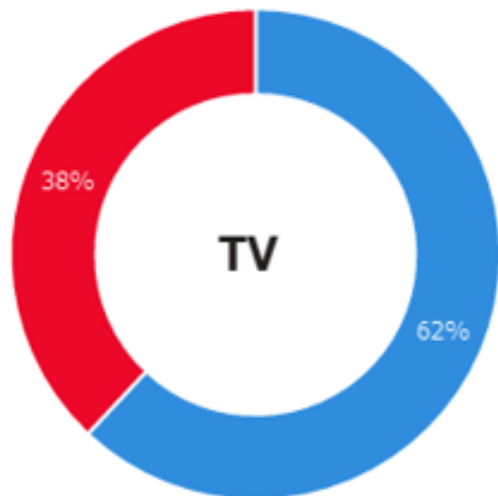


**“Shit delivered
at the speed
of light,
is still shit”.**

David Abbott

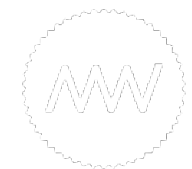


Creative Matters!

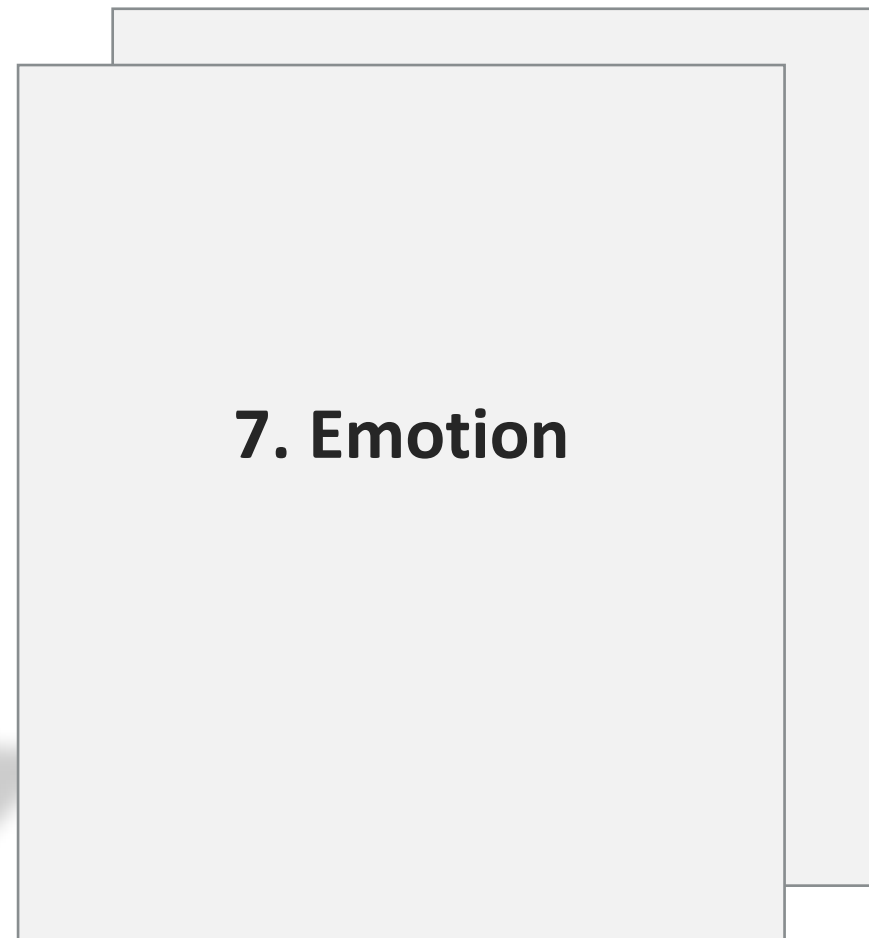
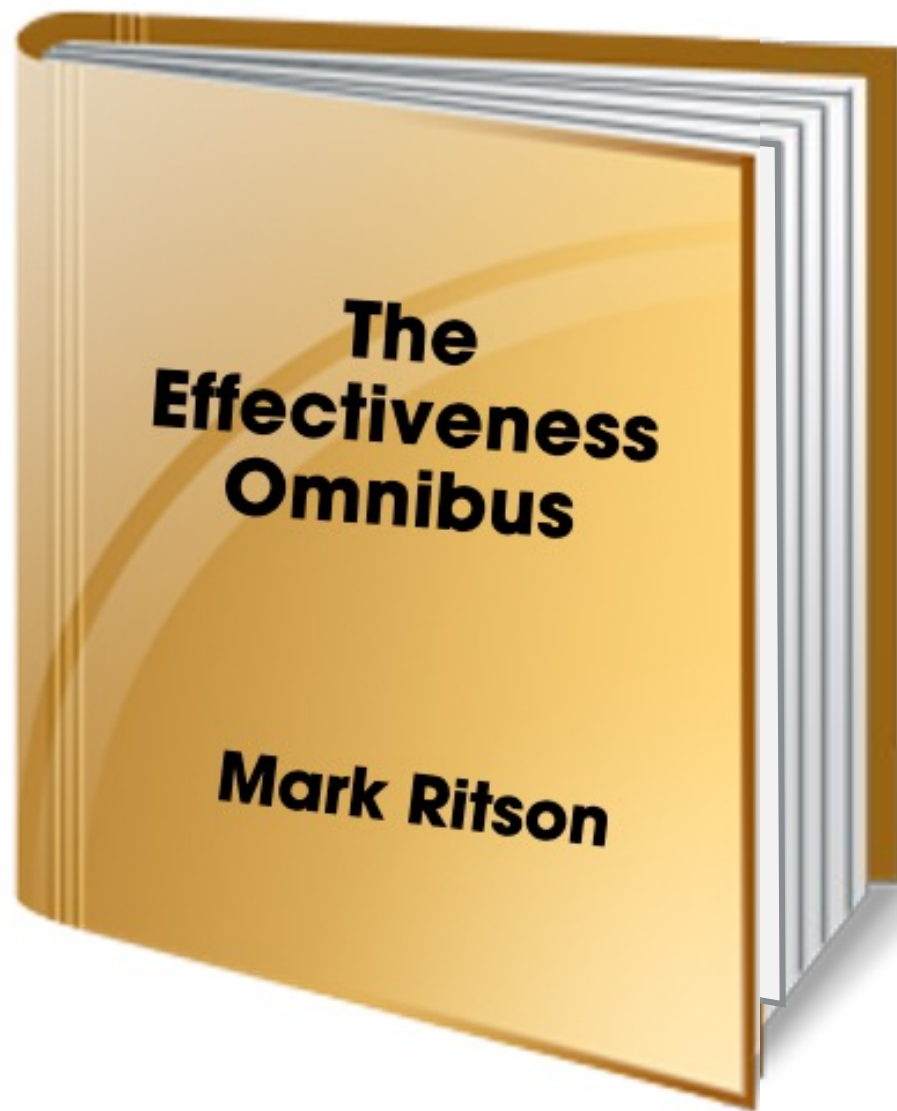


Executional elements
e.g. flighting, duration, daypart, site etc

Copy Quality/ Creative
e.g. content, communication, engagement etc



Mini MBA
in
Brand
Management





Mini MBA
in
Brand
Management

Aww, Emotion



Two minutes ago he was licking his bottom.

Two minutes from now, he'll want to lick your kids.



There's nothing cute about germs.

The advertisement features a central image of a fluffy brown puppy sitting on a white surface, wearing a pink diaper. The puppy's mouth is wide open, showing its tongue. To the right of the puppy, there are two lines of bold black text. Below the text is a small image of a Lifebuoy Hand Sanitizer bottle. At the bottom right, there is a red line of text. The background is a plain, light-colored wall.



No, Emotion

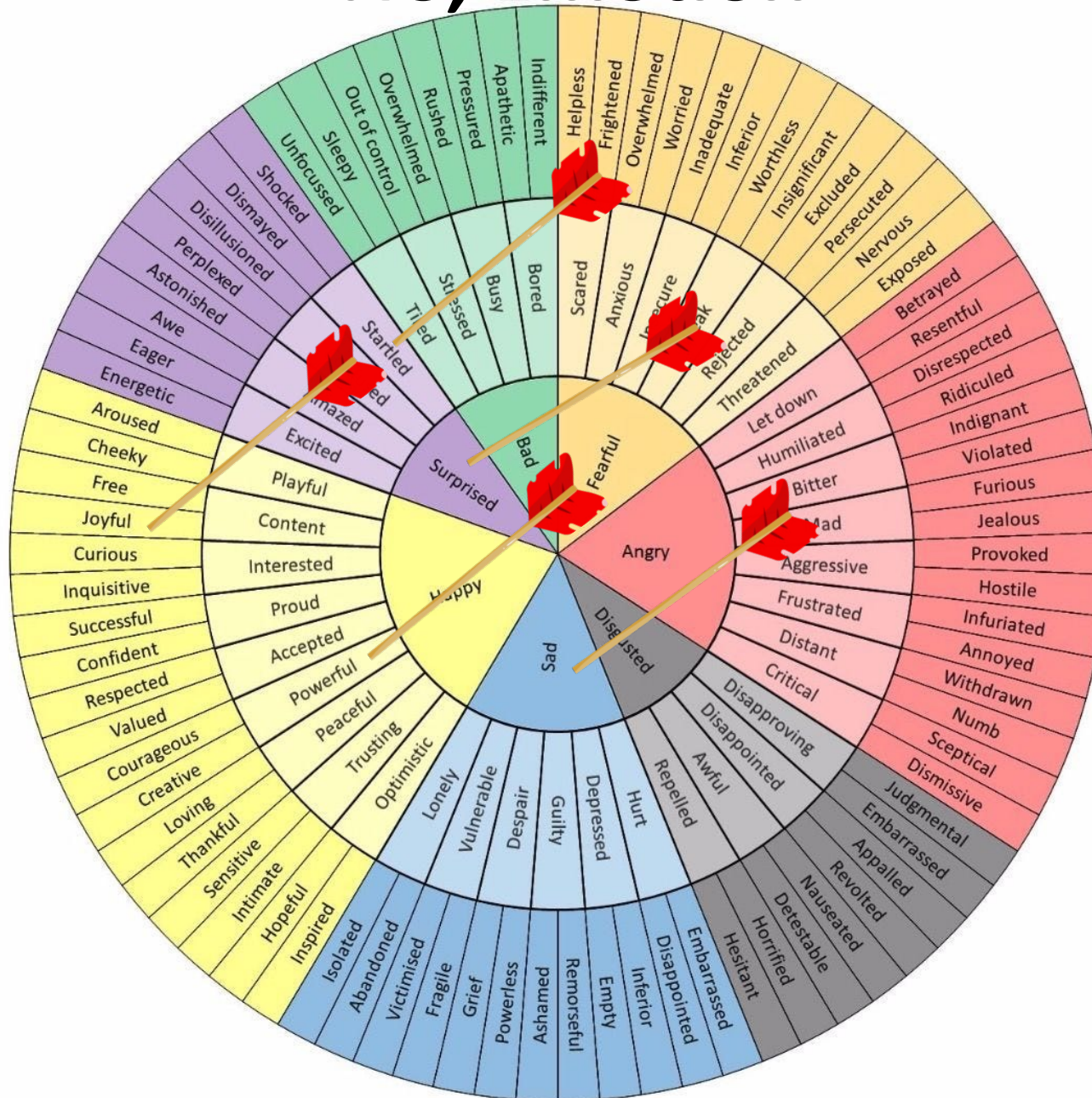
Startled

Joyful

Surprised

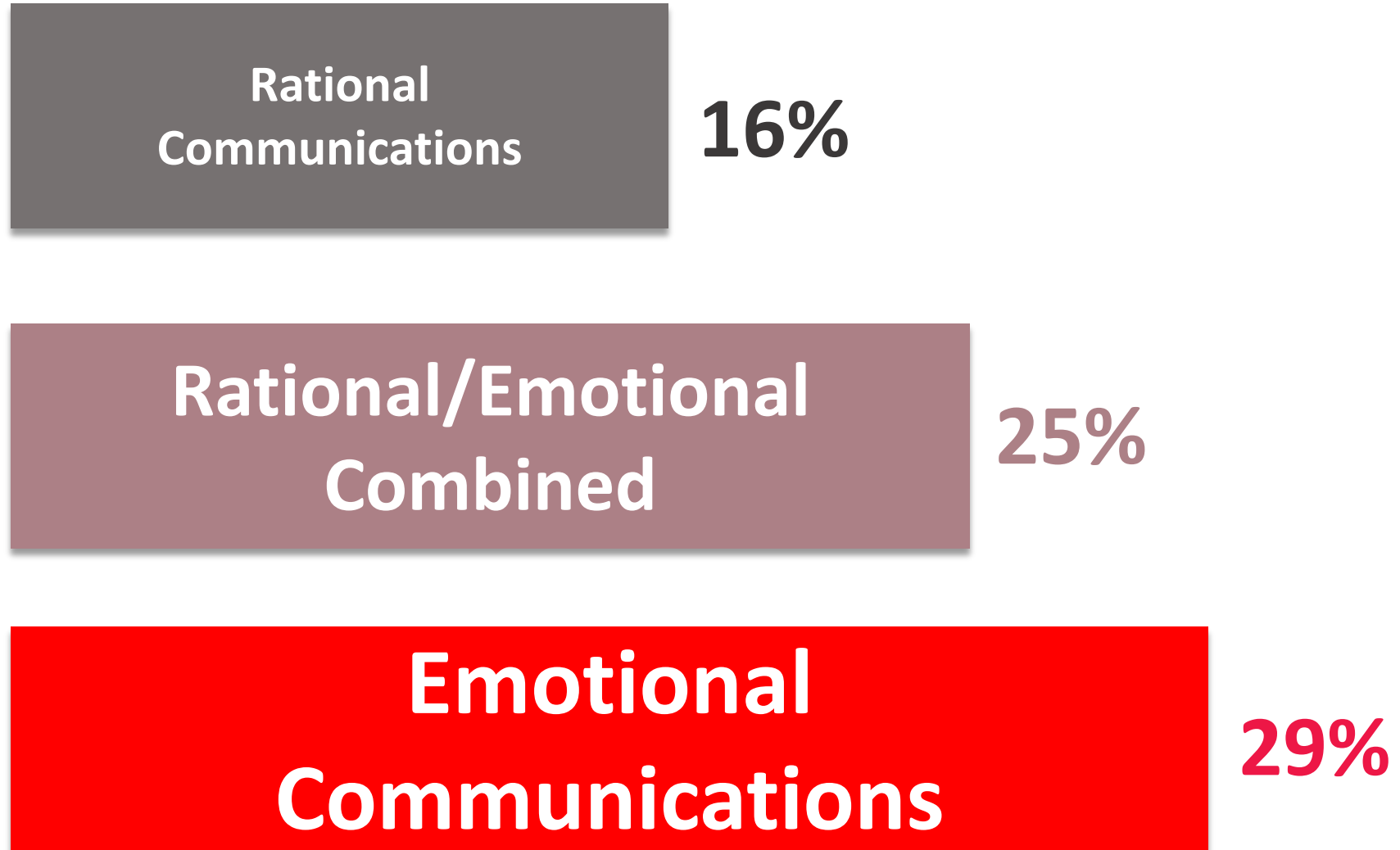
Powerful

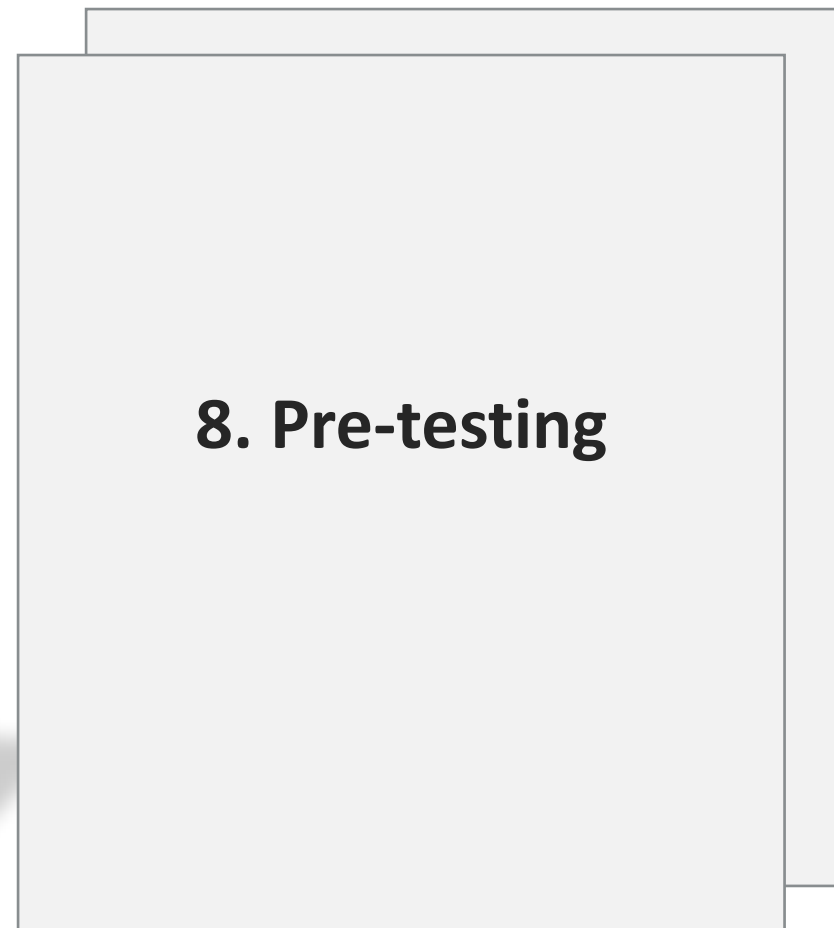
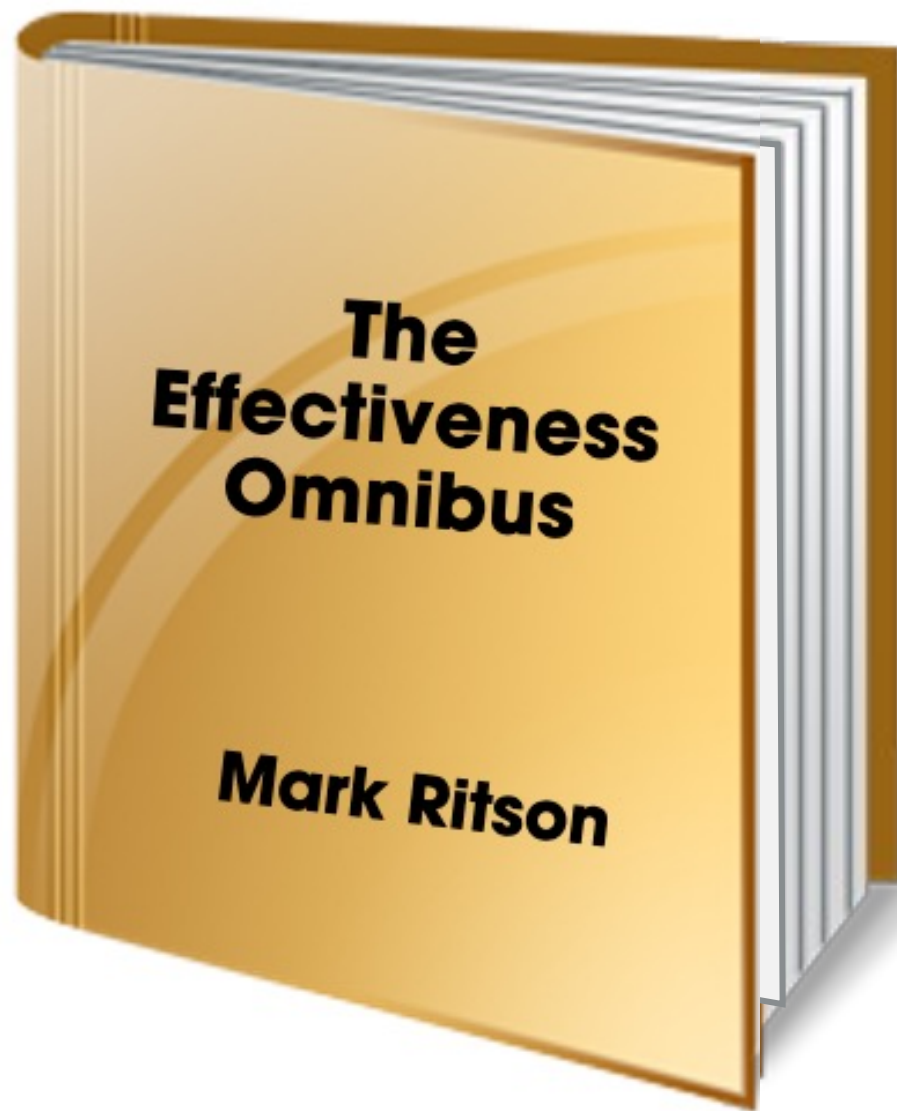
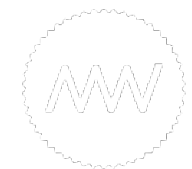
Sad





Emotional Campaigns are More Profitable





Two Reactions to Pre Testing

I do my research, brief my
agency, trust my agency,
And go with them.

Data Dulls Creativity

I'm a marketer. I do research on
everything.
Why not my biggest investment?

Data Delivers Assurance

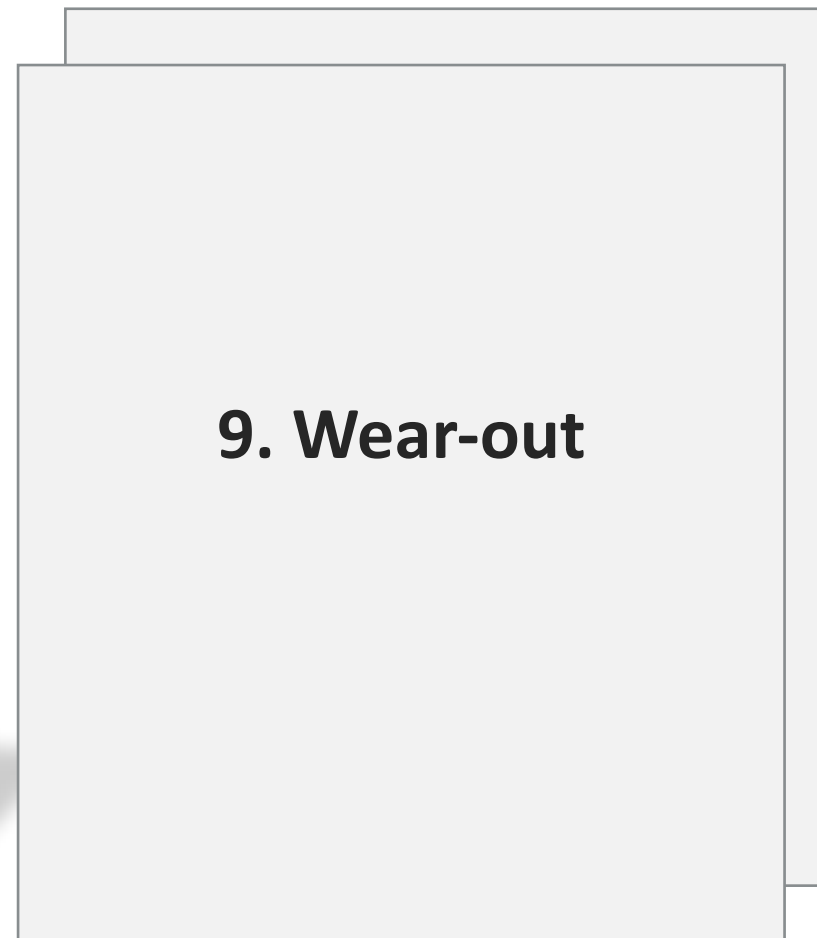
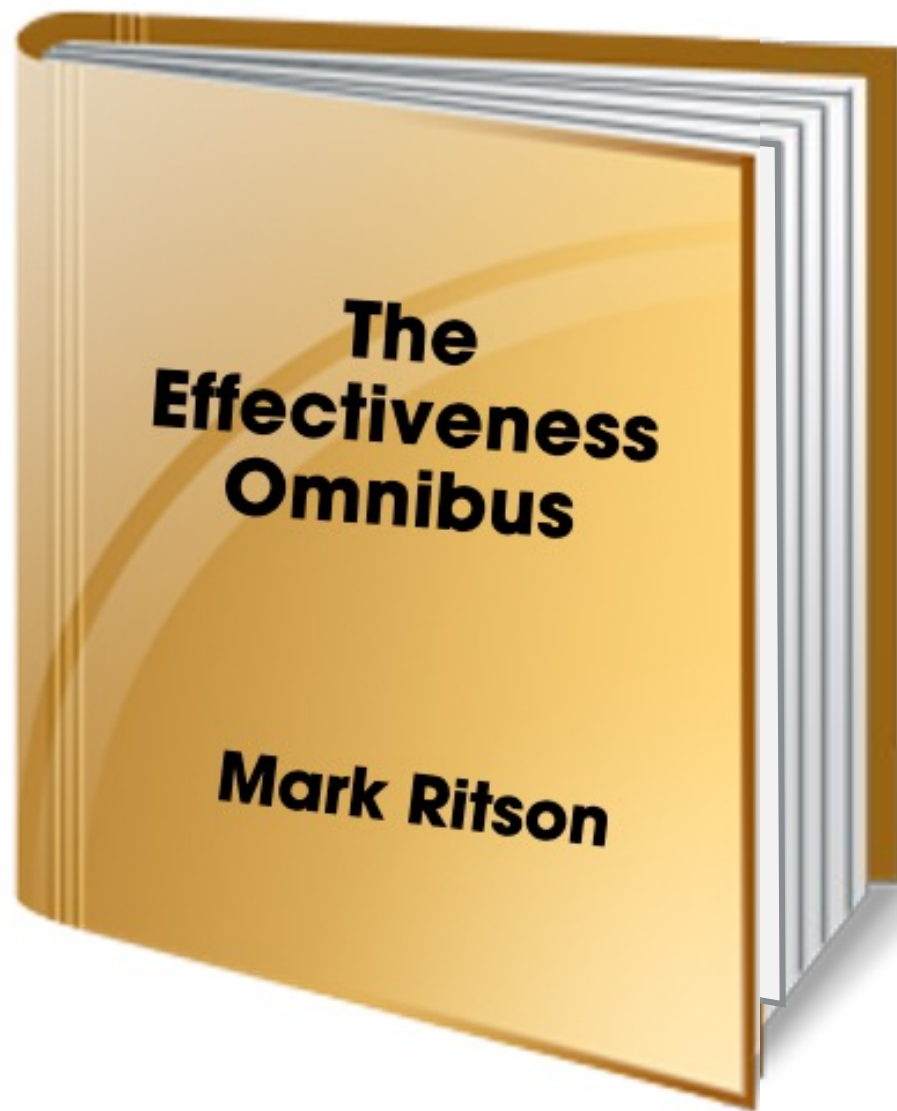
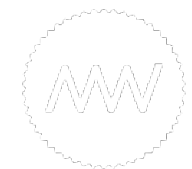
Pre Testing is Changing

- Traditional qualitative feedback
 - Losing the creative edge

The screenshot displays a video player interface with a pink background. The video shows a baby sitting in a walker, smiling broadly. To the right of the video, there are two data visualization panels. The top panel, titled "FaceTrace Emotional Response", shows a line graph with a legend on the right. The legend includes: Contempt (red), Disgust (orange), Anger (yellow), Fear (light blue), Sadness (dark blue), Neutral (grey), Happiness (green), and Surprise (light green). The graph shows a significant increase in the "Happiness" (green) and "Surprise" (light green) metrics starting around the 00:06 mark. The bottom panel, titled "FluencyTrace Brand Recognition", shows a line graph with a pink area under the curve, indicating a steady increase in brand recognition over time. The video player includes a progress bar at the bottom with a play button, a timestamp of 02:29, and various control icons (volume, subtitles, settings, full screen, share) and the Vimeo logo.

Pre Testing is Changing

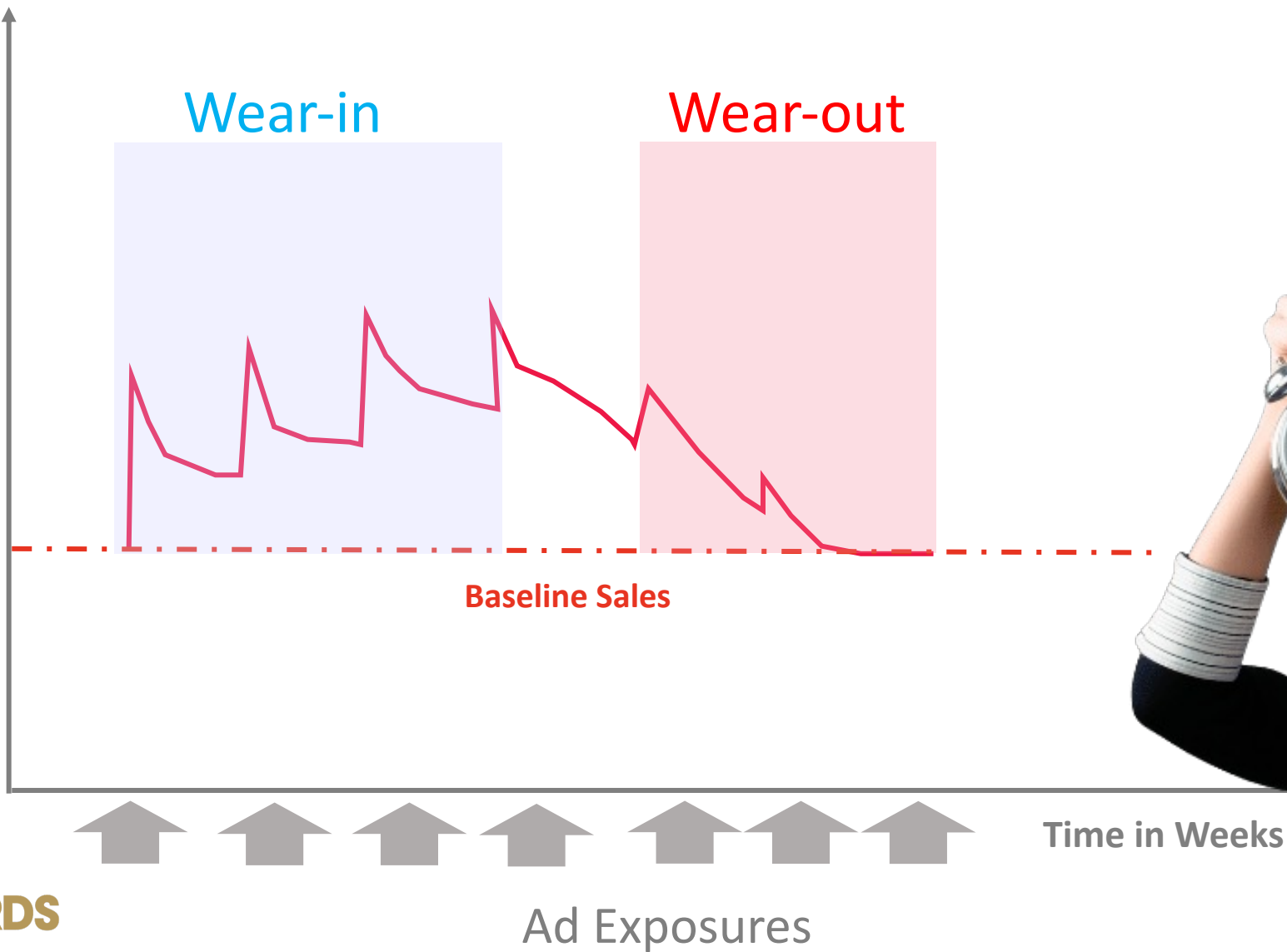
- **Traditional qualitative feedback**
 - **Losing the creative edge**
 - **Representative Samples**
 - **24h turnaround**
 - **Predictive: Long and Short**
 - **Creative Feedback from Data**
 - **Gaining Internal Buy In**
- **Synthetic Data from AI is 2 Years Away, max**



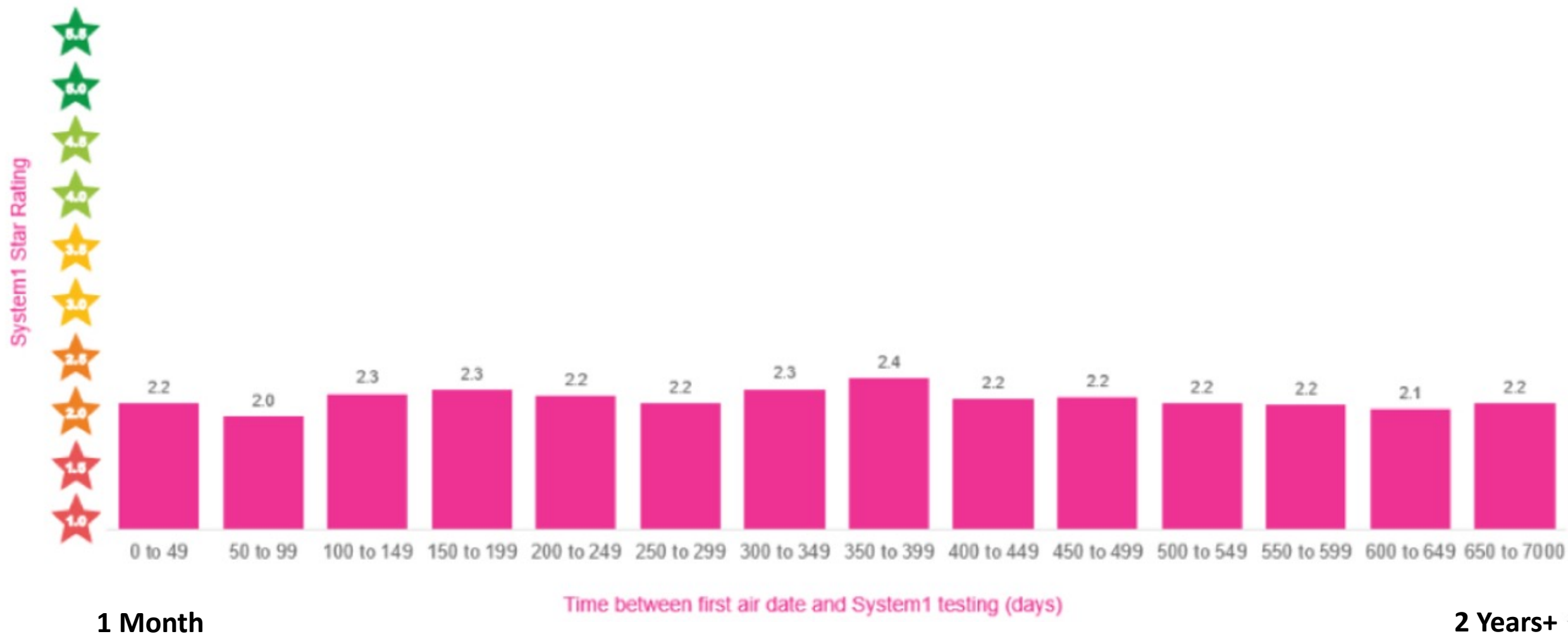


Understanding Wear-out

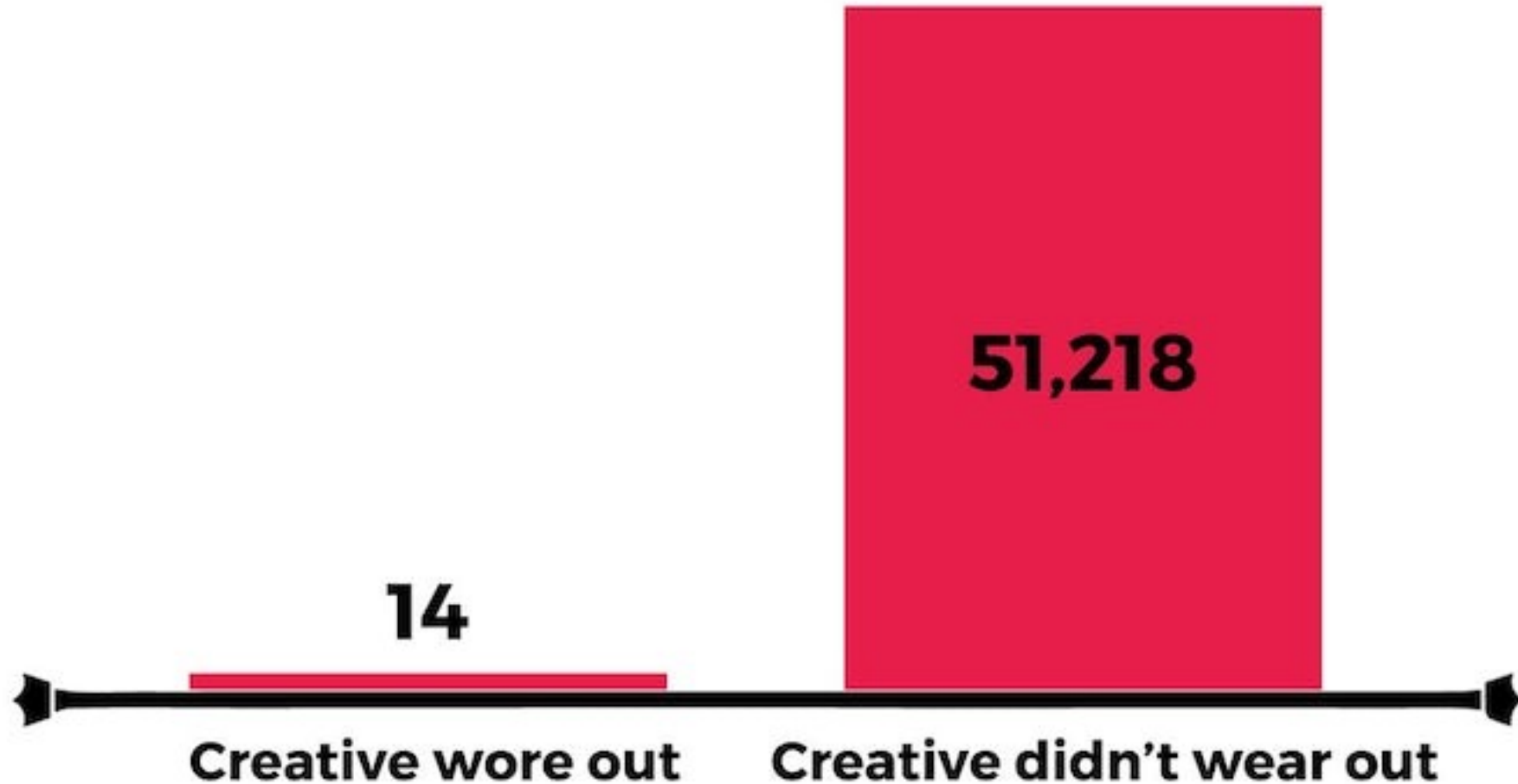
Sales



Does Wear-out Really Happen?

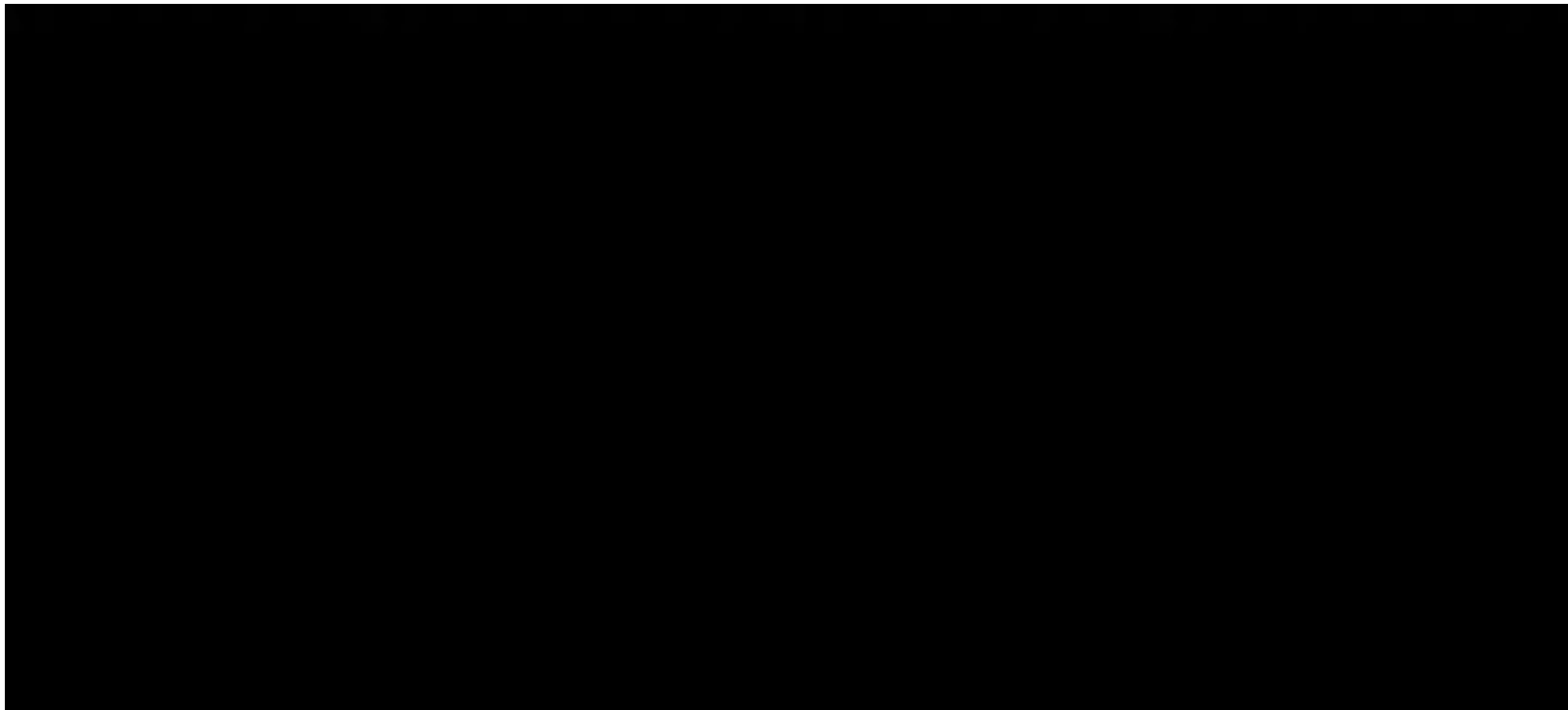


Does Wear-out Really Happen?





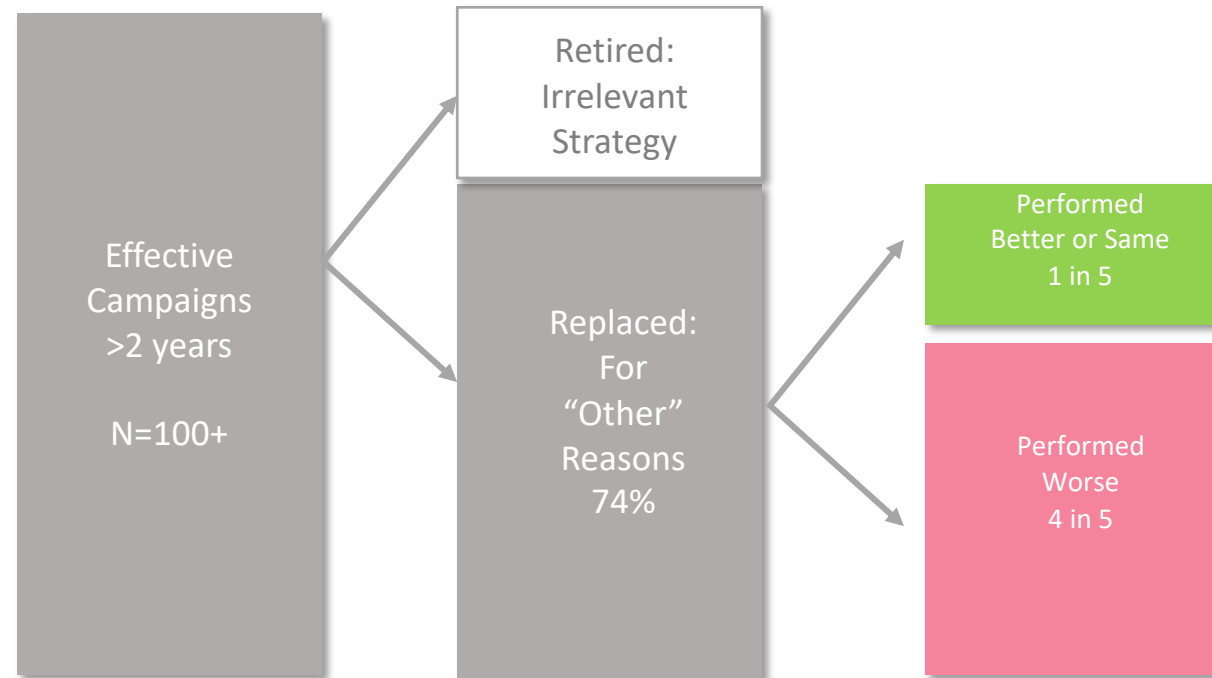
Does Wear-out Really Happen?



	2013	2015	2022
Enjoyment	Top 1%	Top 1%	Top 2%
Ad Distinctiveness	Top 1%	Top 1%	Top 2%
Impact	Top 5%	Top 2%	Top 10%
Demand Power Contribution	n/a	Top 1%	Top 2%

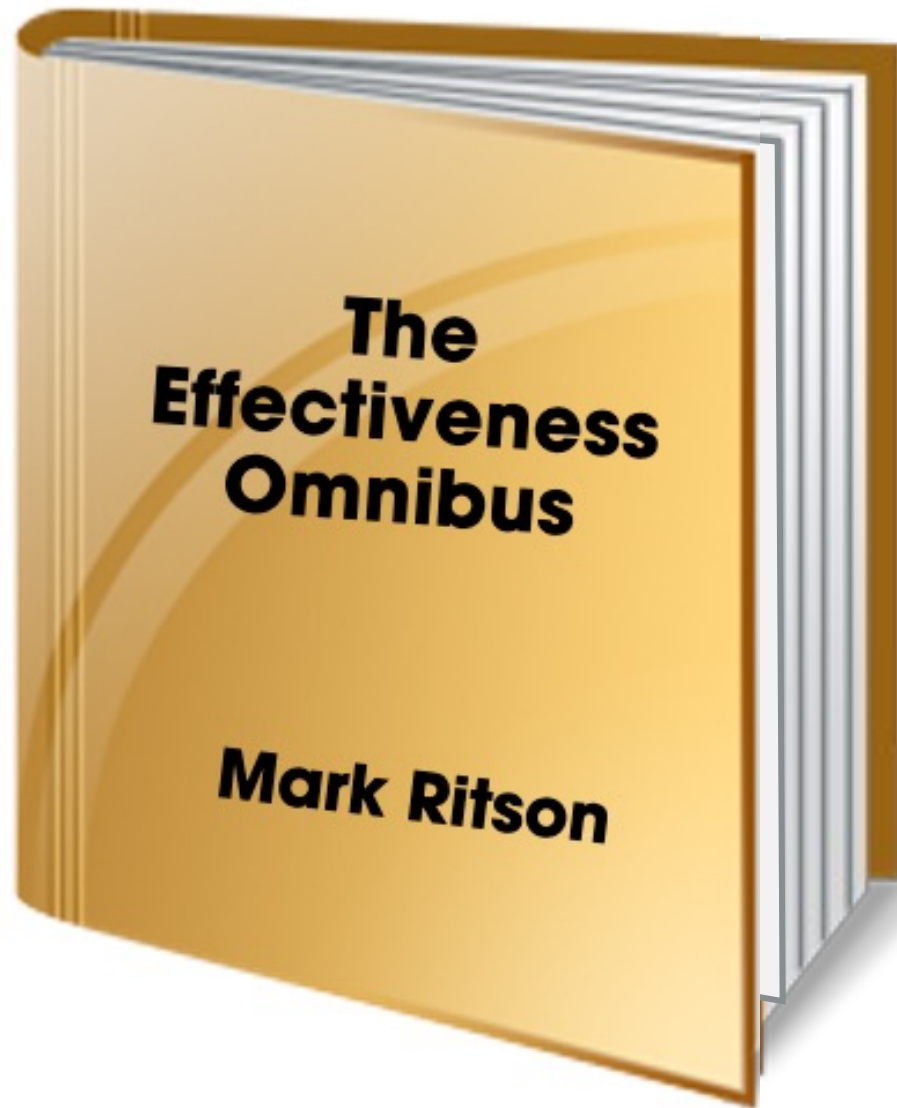
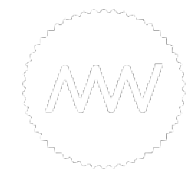
The Huge Implications

- Learn Patience
- Resist the pull of new campaigns
- Avoid product orientation



The Huge Implications

- Learn Patience
- Resist the pull of new campaigns
 - Avoid product orientation
 - Dust down your old Ads?
 - Invest in this year's creative
- Save next years creative budget
 - 20pts of ESOV
 - Plan for “Campaignability”



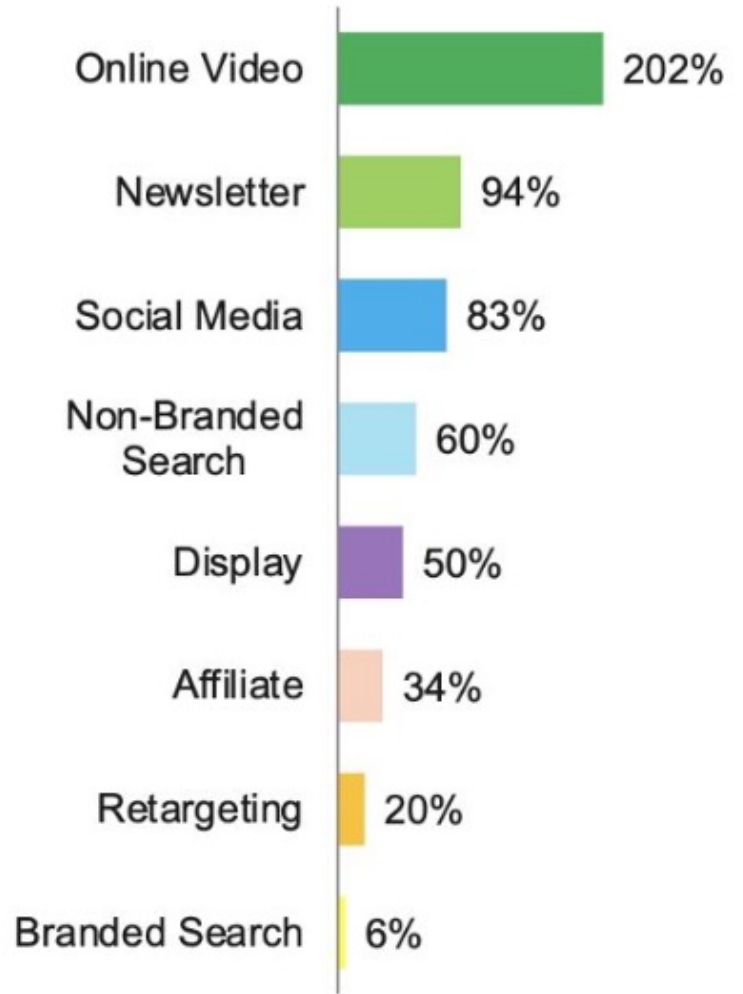
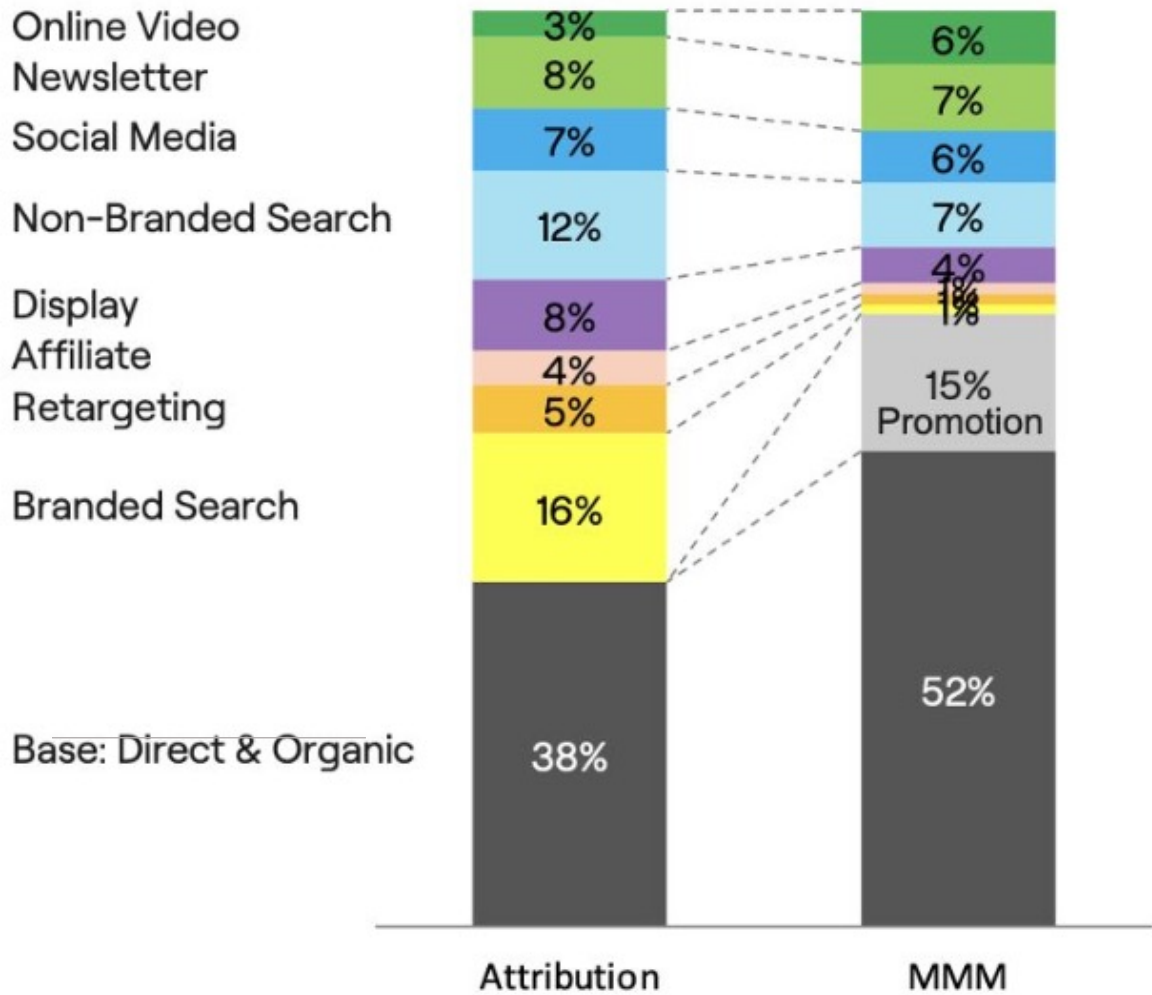
Campaign Evaluation Metrics

- Annual Sales and Profits
- Smart Objective measurement
 - Brand Lift Studies
- First / Last Touch Attribution
 - Media Mix Modelling

Beware Attribution

Share of sales (%)

Incrementality factor (%)*





Campaign Evaluation Metrics



- Annual Sales and Profits
- Smart Objective measurement
- Brand Lift Studies
- First / Last Touch Attribution
- Media Mix Modelling



Mini MBA
in
Brand
Management

The Golden Age of Effectiveness





Mini MBA
in
Brand
Management

**Learn to Brief
Budget Properly
Long & Short**

Media Neutrality & Diversity

Codification of every Pixel

Creative Matters!

Emotion Wins

Pre-testing is Different Now

Wear-out does not Exist

Evaluation

