

INTEGRATED BRAND COMMUNICATION

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Part 9

TODAY WE WILL FOCUS ON:

Section 1: Objectives

- A. What is the **Job-to-be-Done** (Brand Task) and resulting marketing objective? ▲
- B. What is the measurable communication objective for this Job to be Done? ▲

Section 2: Insight

-
- What **insight** drives this brief? ▲

Section 3: Target

-
- Who is our **target** audience? ▲

Section 4: Channels

- A. If Briefing for a Campaign Idea: Initial recommendation on required **channels to reach and engage our target and why**: ▲
- B. If Briefing for an Execution: What is the **role of this execution within the Channel Strategy**?

- What do they **think and do now**? (in relation to our brand and its product category) ▲

- What would we like them to **think and do in response** to the communication? ▲

Section 5: Key point

- What is the **single most important point** to communicate? ▲
- Why **should they believe** it? ▲

MEDIA CHANNELS

- When developing communication (any sort of it) marketers look at different channels to talk to their target groups
- There is an increasingly growing number of channels, and marketers face the challenge of selecting the ones that are the most impactful to influence their target groups
- Most companies hire specific agencies (media agencies) to get advice on how to choose and what to focus their budgets on
- This section presents:
 1. General concepts on media: principles and key terms
 2. General concepts on different types of media: characteristics, advantages and disadvantages of the most important
 3. Media strategies, budget allocation and media measurement (GRP's)
- NOTE: In next slides we usually refer to channels and media as the same thing.

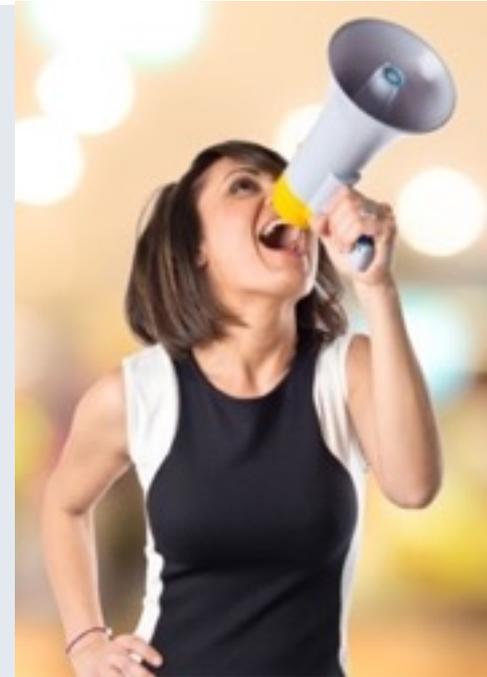
CHANNELS: SOME TERMS

- The **medium** is the general category of available delivery systems, which includes broadcast media (like TV and radio), digital media, print media (like newspapers and magazines), direct mail, outdoor advertising, and other support media.
- The **media vehicle** is the specific carrier within a medium category. For example, BK magazine, 'Bangkok post' are print vehicles; Thailand got Talent *is* broadcast vehicle.
- Coverage refers to the potential audience that might receive the message through a vehicle.
- Reach is a measure of the number of different audience members exposed at least once to a media vehicle in a given period of time.
Coverage relates to potential audience vs. Reach refers to the actual audience delivered.
- Frequency refers to the number of times the receiver is exposed to the media vehicle in a specified period.
- CTR, CPM, SEO, SEM

MEDIA CHANNELS BASIC PRINCIPLES

1

- Principle 1: media strategy is integral part of the plan. The choice of specific media stems from specific objectives and the definition of the target.
- Start from the objectives and then choose media depending on their ability to contact the target group and meet the objectives.
- Implication: some channels are good at creating awareness, some are good at providing information, some are good at creating a relationship etc. We must know what you're trying to achieve when selecting channels.



MEDIA CHANNELS BASIC PRINCIPLES

2

- Principle 2: different (relevant) media channels for different target groups.
- People consume different type of media according to the type of people they are.
- If we want to communicate to students we must choose media channels that are suitable for them; more precisely, we must choose the ones that are the most influential in reaching our objectives as per principle 1.
- Media channels are different in many aspects: geography, age, level of details they can carry, reach potential, cost etc. we should choose the ones that are more relevant for our target and our objectives.
- Please note: the relevancy of the channel is more important than its coverage. Think about a business to business company for example, they need to communicate with a very selected target group, for this company will be more effective to communicate in a specialised magazine instead of choosing to be on TV.
- Implication: must know your target



MEDIA CHANNELS BASIC PRINCIPLES

3

■ Principle 3: each channel works in a different way, in order to achieve our objectives we must develop the most relevant media mix (you're the manager of this football team!)

■ Some media channels are extremely powerful at creating awareness very fast amongst big number of people, some are able to deliver a lot of information, some are good at making people trying the product. No media channel is better than another but instead we need to think about how to orchestrate them to achieve our objectives.

■ IMC is about using different channels for different purposes. Like a football team, you have a goalkeeper a middle field and an attack. Each one is perfect for his job.

■ PR like a strong defense you want it there tough when you need it.

■ ATL, like a midfield, it prepares the game, sets the strategy, works for the long term.

■ Who does score the goals? Those who make consumers try the products and convert trial into purchase like in store promotions.

■ Implication: must know how different channels work in order to mix them



MEDIA CHANNELS BASIC PRINCIPLES

4

- Principle 4: media is the message.
- The media itself communicates specific messages (think BTS and mobility). The message that the media carry is affected by the nature of the media itself. This message can be amplified by the media we choose or on the contrary the message and media can be dissonant.
- Think about outdoor and home delivery pizza.
- Implication: when developing IMC think about what message the media carry as well



A VERY BROAD GUIDELINE

LEARN

Awareness

Knowledge

FEEL

Liking

Performance

Conviction

DO

Purchase

We need to announce, excite, get people to know about something new.

We need to contact many people at first to build awareness fast.

We need to provide arguments to convince we are better.

In some cases we need to talk to smaller more targeted groups.

We need to provoke immediate action, put some urgency. We want to show how convenient is to get the product, right now!

ATL to build broad awareness in short time

TV

PRINT

DIGITAL

OUTDOOR

CLASSIC ATL to build preference through more image ads or more arguments to build conviction)

TV

PRINT

DIGITAL

ACTIVATION

Point of purchase activities to make people try the products or close a deal in store.

IN STORE

TRIAL

SAMPLING

PRICE

CHANNELS: TV

Mass communication channel (Mass coverage & High reach)

Creativity opportunities

Impact of sight, sound, and motion

High prestige

Low cost per exposure

Attention getting

Favorable image

HOWEVER

Low selectivity (targeting, geography)

Short message life

High absolute cost

High production costs

Clutter



CHANNELS: RADIO

Local coverage

Low cost

High frequency

Flexible

Low production costs

Well-segmented audiences

HOWEVER

Audio only

Framgmentation of networks

Clutter

Low attention getting / limited listener attention

Short time span



CHANNELS: MAGAZINES

Segmentation potential
Quality reproduction
Involvement
High information content
Longevity
Multiple readers

HOWEVER

Long lead time for ad placement
Visual only
Lack of flexibility
Reach
Cost
Clutter



TV measures

Circulation: how many people a specific issue of magazines reach because of subscription or purchase

Readership: how many people actually read that specific issue (besides the one who purchased it)

Total audience: circulation x readership

NOTE: Readership changes from case to case but think at least a factor of 4

CHANNELS: NEWSPAPER

- High coverage
- Low cost
- Short lead time for placing ads
- Ads can be placed in interest sections
- Timely (current ads)
- Reader controls exposure
- Can be used for coupons

HOWEVER

- Short life
- Clutter
- Low attention-getting capabilities
- Poor reproduction quality
- Selective reader exposure



Bangkok Post

THE NATION
IN SIGHTFUL
TREND
DEPENDENT

ACTIVATION

High interaction with consumers

Relevant

Effective in building conviction and make people experience the products

HOWEVER

Costly

Requires complex logistics

Small scale



ACTIVATION EXAMPLE

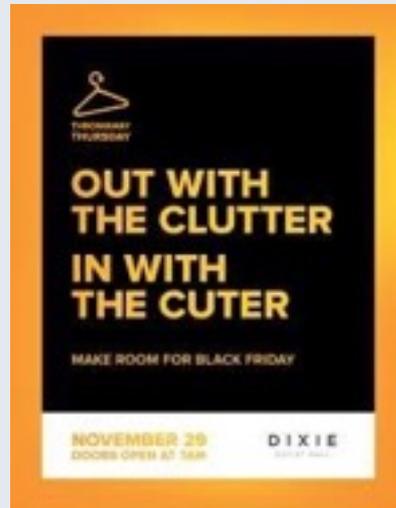


Slurpee, an irreverent young brand selling self serve frozen drinks in 7/11 wanted double sales and to create brand engagement through participation and via social media. 'BYO Cup Day', ('BYO' being a well known Australian abbreviation of 'Bring Your Own', often seen on party invitations!); You bring the cup, and we'll fill it up – whatever it is"

<https://www.youtube.com/watch?v=VmsIEJqnc4o>

ACTIVATION EXAMPLE

Black Friday is famously known as the busiest (and craziest) shopping day of the year for Americans, luring consumers with deep discounts on high ticket items. Ivanhoe Cambridge wanted to create a theme to attract consumers during black Friday whilst trying to avoid the usual Black Friday craziness. Throwing Thursday: get consumers clean out their closets and donate them in order to make room for new purchases they would make on Black Friday.



<https://vimeo.com/94051295>

OUTDOOR / AMBIENT

Visible

Creativity opportunities

HOWEVER

Costly

Long lead times

Waste

Note outdoor/ambient is a very big category:

- Classic outdoor: billboard
- 3D Mapping <http://www.youtube.com/watch?v=naJVL5GfSCQ&feature=youtu.be>
- Mobile billboards
- In store media
- Transit adv: taxi, bus, subway, planes...
- Station, platform, terminals
- Cinema
- Product placement: show the product in movies and tv shows

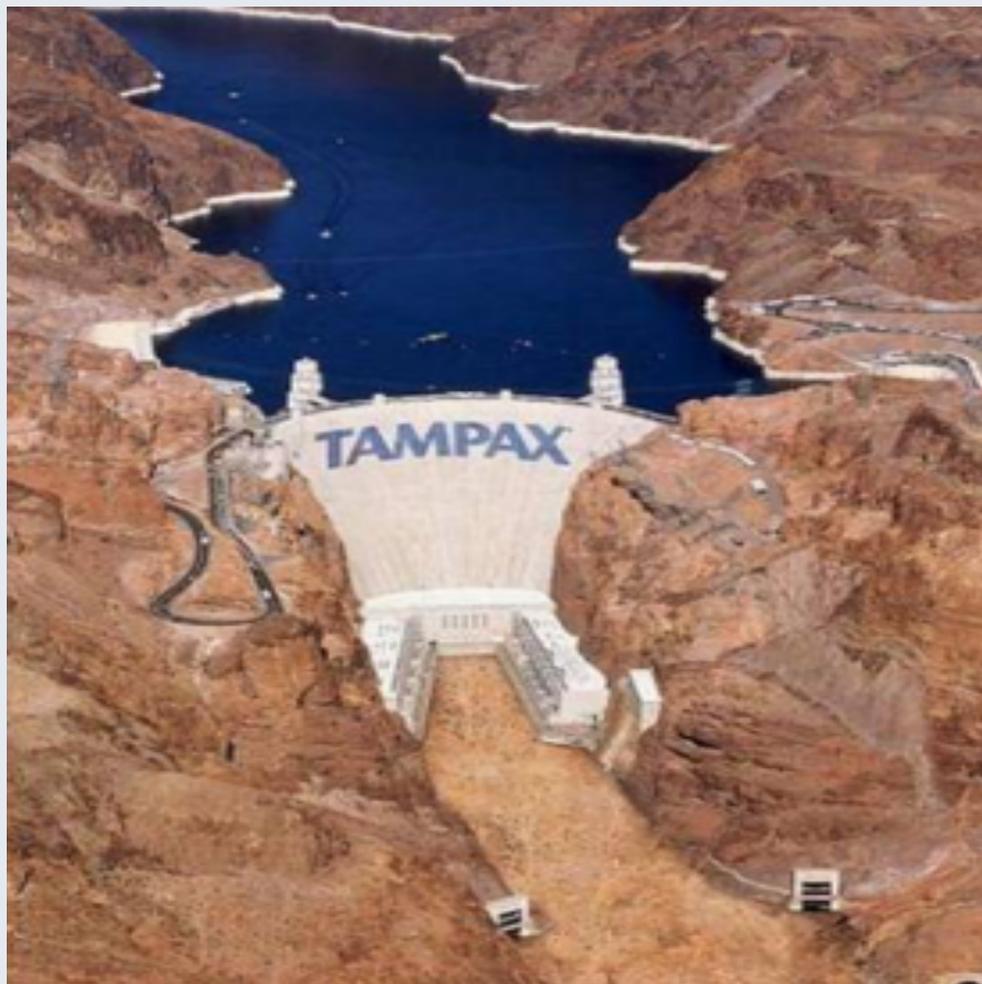


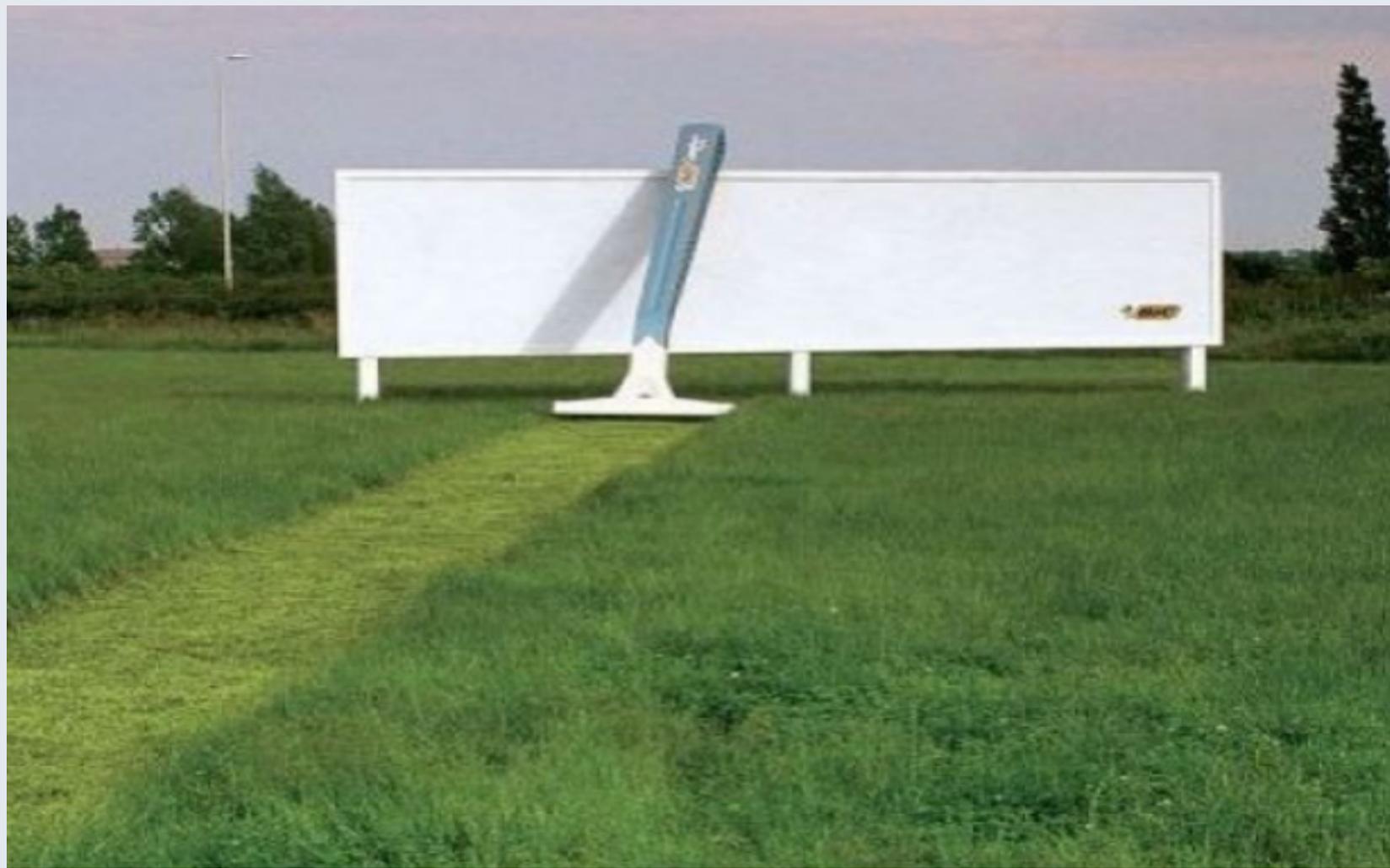
















DIGITAL

High coverage

Relatively Low cost

Possibility to communicate in details

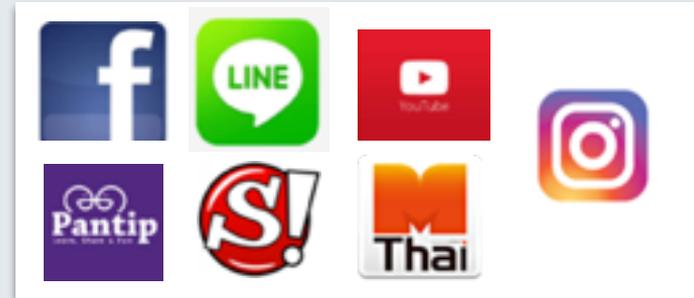
All form of copies and creative work

HOWEVER

Clutter

Short attention span

Not suitable for certain targets



TYPES OF DIGITAL ACTIVITIES

With 4.7h spent online from laptops everyday and 3.9h from mobile, Thailand is one of the top countries in the world for time spent online.

During such a long time, people do many things online, as consequence there are many different type of activities that brands can set up to communicate with their targets.



SEO, SEM
Search
Adwords

Digital ads
Banners
Rich media

Online PR
Key Influencers
Forum (Pantip)

Social media
Facebook
LINE
YouTube
Instagram
Twitter
Snapchat



Digital activation
Contexts
Sweepstakes

SEM - SEO

SEO: WHAT*

This is the practice of optimising a website to rank higher on the search engine results pages for relevant search terms. SEO involves creating relevant, fresh and user-friendly content that search engines index and serve when people enter a search term that is relevant to your product or service.

SEO has a key role to play in acquisition, as it ensures your organisation's offering will appear in the search results, allowing you to reach potential customers. A site that is optimised for search engines is also a site that is clear, relevant and well designed. These elements ensure a great user experience, meaning that SEO also plays a role in retention.



* SOURCE: eMarketing - The essential guide to marketing in a digital world
5th Edition By Rob Stokes and the Minds of Quirk

PAID SEARCH: WHAT

In pay-per-click or search advertising, the advertiser pays only when someone clicks on their ad. The ads appear on search engine results pages.

The beauty of search advertising is that it is keyword based. This means an ad will come up in response to the search terms entered by the consumer. It therefore plays a role in sales, acquisition and retention. It allows the advertiser to reach people who are already in the buying cycle or are expressing interest in what they have to offer.



* SOURCE: eMarketing - The essential guide to marketing in a digital world
5th Edition By Rob Stokes and the Minds of Quirk

EMAIL MARKETING

EMAIL MKTG: WHAT

Email marketing is a form of direct marketing that delivers commercial and content-based messages to an audience.

It is extremely cost effective, highly targeted, customisable on a mass scale and completely measurable – all of which make it one of the most powerful digital marketing tactics.

Email marketing is a tool for building relationships with potential and existing customers through valuable content and promotional messages. It should maximise the retention and value of these customers, ultimately leading to greater profitability for the organisation as a whole. A targeted, segmented email database means that a brand can direct messages at certain sectors of their customer base in order to achieve the best results.



* SOURCE: eMarketing - The essential guide to marketing in a digital world
5th Edition By Rob Stokes and the Minds of Quirk

DIGITAL ADVERTISING

DIGITAL AD

Online advertising covers advertising in all areas of the Internet – ads in emails, ads on social networks and mobile devices, and display ads on normal websites.

The main objective of display advertising is to raise brand awareness online. It can also be more interactive and therefore less disruptive than traditional or static online advertising, as users can choose to engage with the ad or not. Online advertising can be targeted to physical locations, subject areas, past user behaviours, and much more.

Display ads

Video ads

Native advertising

Sponsored posts

Banners



* SOURCE: eMarketing - The essential guide to marketing in a digital world
5th Edition By Rob Stokes and the Minds of Quirk

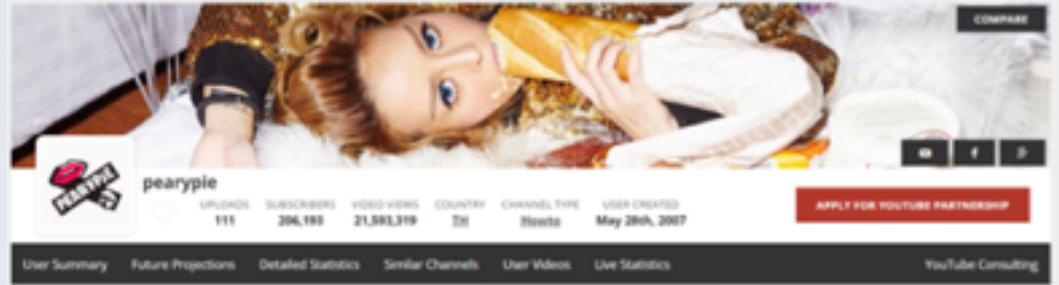
CONTENT SEEDING AND INFLUENCERS

ONLINE PR: WHAT

Word of mouth has always been more influencing than advertising at convincing people. Nowadays it travels online through a series of “influencers”.

There are several grade of influencers, all of them have a positioning and a number of followers (IG, FB, blogs, video channels).

Influencers are paid by brands to support their products either through reviews or just to create talk.



SOCIAL MEDIA MARKETING

SOCIAL MEDIA MARKETING

Social media marketing is the big thing of the marketing landscape in the last 5 years.

Although the way brands are using social media has been changing over time, over the last 5 years we have witnessed a massive increase in advertising investment in social media advertising especially in parallel with a sharp decline of the organic reach that platform like FB guarantee.

From a space where brands could have a social presence, the platforms are increasingly becoming another communication channel.

The system is expected to further change and evolve.



WHAT ACTIVITIES AND CONTENT

Social media marketing is a combination of paid advertising and branded content.

In buzz-words: campaign and always-on.

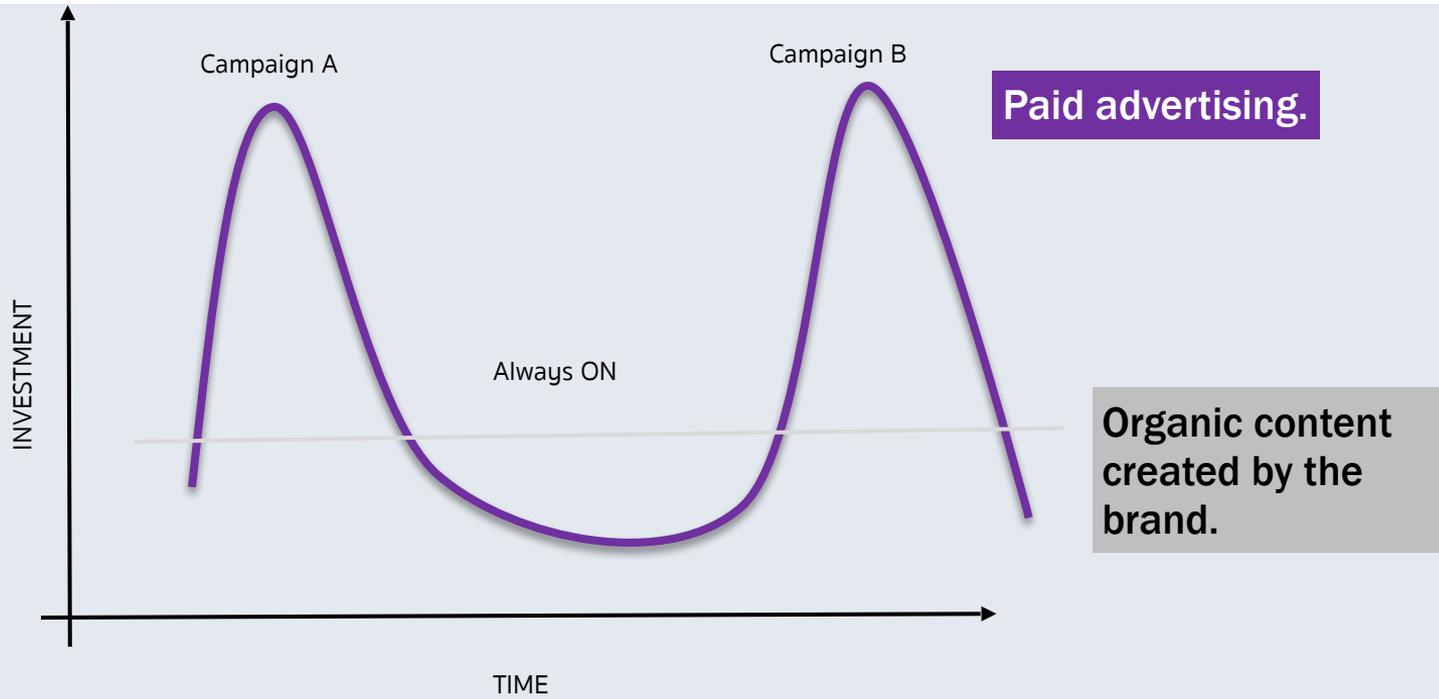
Because of the “social” nature of the platform, brands traditionally invested time and effort in creating lot of different content in order to attract fans to their pages and engage them.

Today brands are realising that the reach that those activity guaranteed has sharply declined, therefore the platform is transforming into another paid media channel with its own kind of advertising.

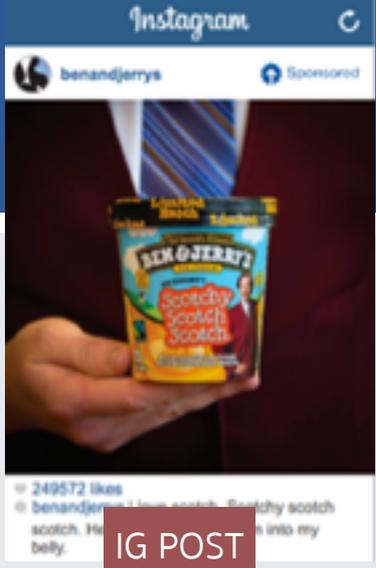
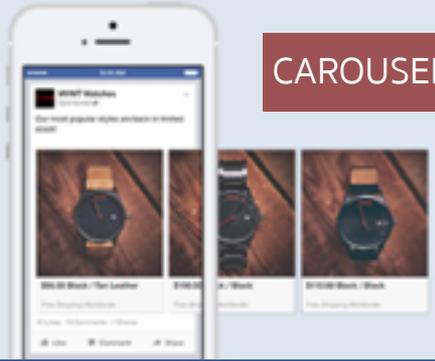
Hence the brand activities that are on social media are a combination of curated content and paid advertising.



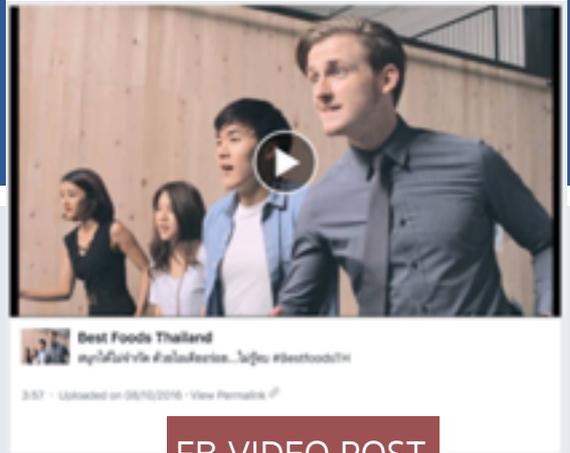
ROLE OF CAMPAIGN AND ALWAYS ON



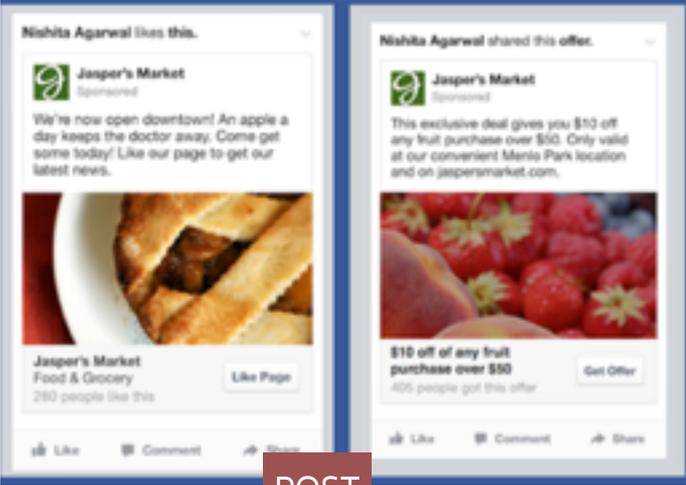
CAROUSEL



IG POST



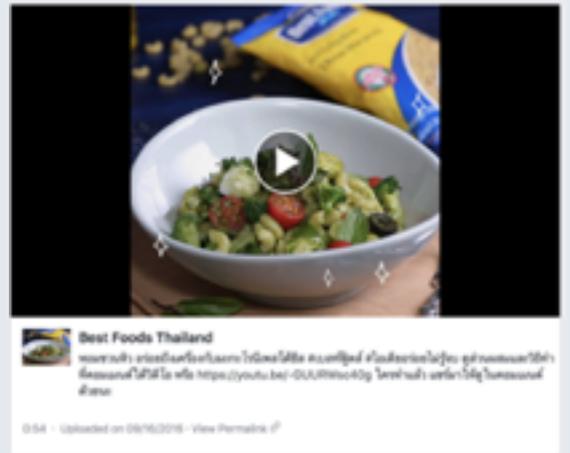
FB VIDEO POST



POST



TWITTER ADS



EXAMPLE SOCIAL MEDIA CAMPAIGNS

Facebook page header for Best Foods Thailand. Search bar contains "Best Foods Thailand". Navigation tabs: Page, Messages, Notifications, Insights, Publishing Tools, Settings, Help.

Profile picture: Best Foods logo on a yellow background.

Page Name: Best Foods Thailand
@bestfoodsTH

Home menu: Home, About, Photos, Likes, Videos, Posts, Manage Tabs, Add Shop Section, Promote.

Main post image: A top-down view of various Best Foods products (noodles, soups, snacks) arranged on a dark surface with the Thai text "ใจดี ยอ รอย ใจ รุ่ม" (Good heart, soft, juicy heart).

Post interaction: Like, Message, More, Add a Button.

Post type: Photo / Video, Offer, Event.

Category: Kitchen/Cooking

Search: Search for posts on this Page

Analytics: 52% response rate, 42-min response time. Respond faster to turn on the badge.

Engagement: 222K likes +25K this week. Screenshot Not Optimized and 6 other friends.

Followers: 5,400 follows

This Week summary:

10,841,967 ↑ Post Reach	461,814 ↓ Post Engagement	52% ↑ Response Rate
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Best Foods Thailand
 3:57 · Uploaded on 06/10/2016 · View Permissions



Best Foods Thailand
 0:54 · Uploaded on 06/10/2016 · View Permissions



SOCIAL MEDIA CAMPAIGNS

MAGNUM
UNLOCK THE CLASSIC

พุดศรี ①
สีมวอดนมกรุบ
พรีทั้นที!!!

พุดศรี ②
XXXXXXXX
ของขวัญ ชุมนวม CHANEL
หรือ Gift Voucher พรี

ด้านหน้าด้าน

ด้านหลังด้านหลัง

TASTE THE CLASSIC
ดื่มด่ำความคลาสสิก

MADE WITH BELGIAN CHOCOLATE

Inhale to The Princess
with Magnum

500 บาท

MAGNUM
H&W

MAGNUM THAILAND

MAGNUM THAILAND

MAGNUM
UNLOCK THE CLASSIC

XXXXXXXXXX

ประกาศรายชื่อผู้โชคดีจากกิจกรรม
Magnum Unlock the Classic

098-73941xx

GIFT VOUCHER มูลค่า 15,000 บาท
จำนวน: 10 รางวัล

1. 090-73713xx	6. 096-01431xx
2. 092-86009xx	7. 094-81587xx
3. 098-19249xx	8. 095-95053xx
4. 095-10978xx	9. 089-15718xx
5. 061-50535xx	10. 095-95690xx

*สามารถดูข้อมูลเพิ่มเติมได้ที่ www.magnumth.com

DIGITAL PROMOTIONS



ของขวัญปีใหม่กับ TRESEMME มาแล้ว! รับของขวัญปีใหม่กับ TRESEMME และ TRESEMME GIFT VOUCHER มูลค่า 5,000 บาท ง่ายๆ!

ดูด้วย WS
GIFT VOUCHER 5,000 BATH

รับของขวัญปีใหม่กับ TRESEMME และ TRESEMME GIFT VOUCHER มูลค่า 5,000 บาท ง่ายๆ!

Log in with Facebook

โปรโมชั่นสุดพิเศษ
รับของขวัญปีใหม่กับ TRESEMME
ใช้ได้ถึง 25-31 มกราคม 2558

ดูด้วย TRESEMME
TRESEMME GIFT VOUCHER 5,000 BATH

YAWP

DIGITAL ACTIVATION

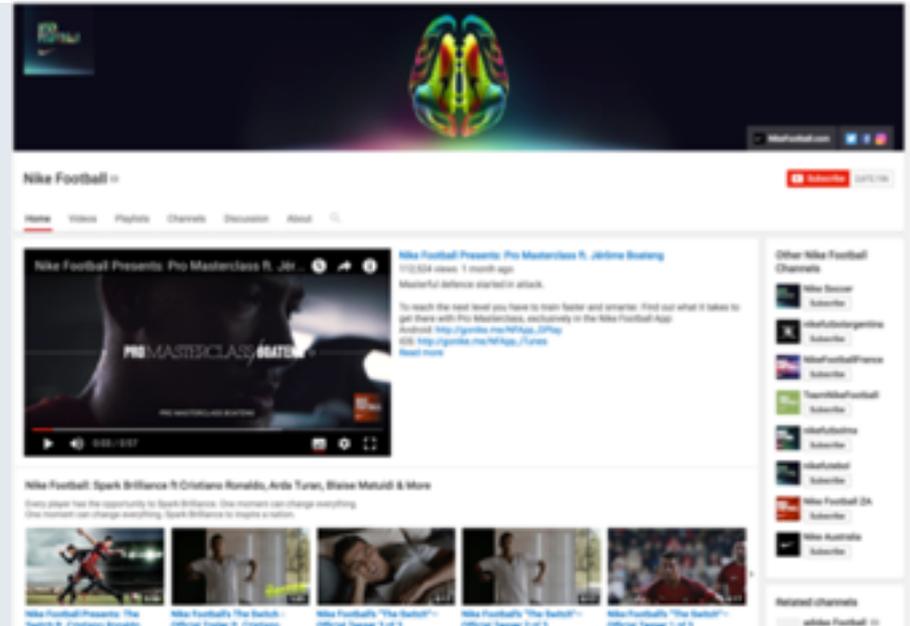
VIDEO

VIDEO MARKETING (YOUTUBE)

Video marketing involves creating video content. This can either be outright video advertising, or can be valuable, useful, content marketing.

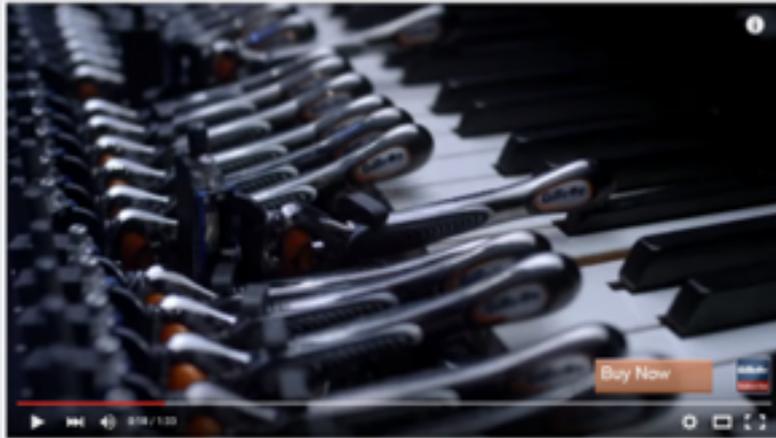
Since it is so interactive and engaging, video marketing is excellent for capturing and retaining customer attention.

Done correctly, it provides tangible value – in the form of information, entertainment or inspiration – and boosts a brand's image in the eyes of the public.



* SOURCE: eMarketing - The essential guide to marketing in a digital world
5th Edition By Rob Stokes and the Minds of Quirk

WHAT'S THE DIFFERENCE?



Son Lux and Gillette Razors Piano Performance | Gillette Fusion ProGlide with FlexBall Technology

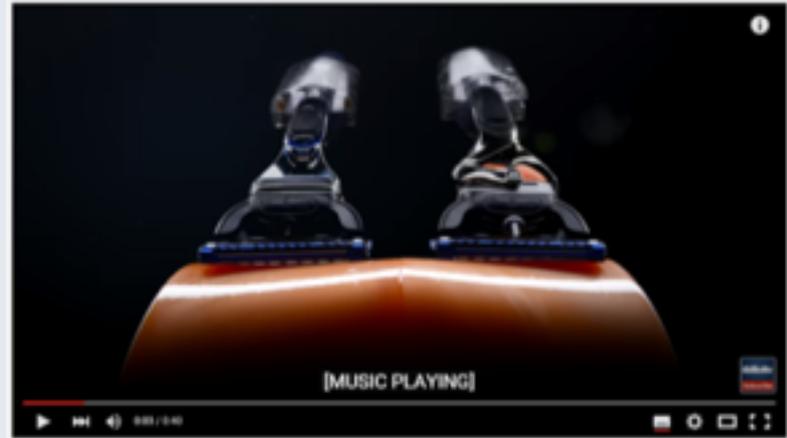


2,571,557

+ Add to Share More

1,454 10

<https://www.youtube.com/watch?v=OgV8BsPrzM>



Mercy rule in shaving? | Gillette Fusion ProGlide with FlexBall Technology



4,231,475

+ Add to Share More

1,155 1,455

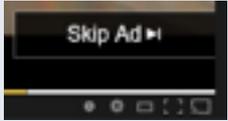
<https://www.youtube.com/watch?v=X6WvdJn9e60>

YAWP

SOME TYPICAL TYPE OF DIGITAL VIDEO ADS



- Digital ads (video format): are we developing a new video or is it a TVC adapted for online? They come in different formats (skippable, unskippable, different lengths, different platforms)



- Pre-roll: an ad that can be skipped after 5 sec. How do you keep them?



- Viral videos: a truly viral video? What's the role of the brand here?



- Video content: series of branded content (ex. a program). How do you ensure people watch different episodes? Do we have enough content and creators?



- How to's: teaching people how to solve a problem



WHAT DOES IT MAKE IT A
DIGITAL VDO AD?

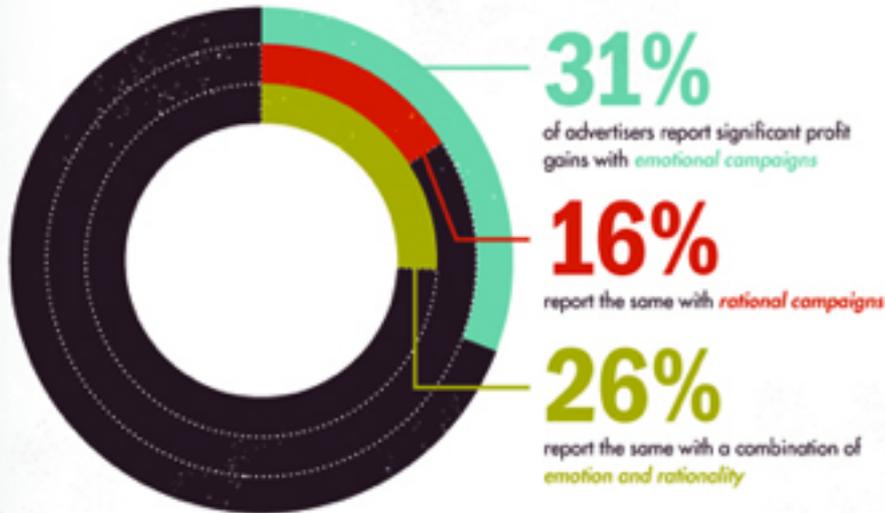
STORYTELLING IS CRUCIAL



An online video ad is different from a TVC: people want to listen to it, they're not forced to.

BECAUSE WE BUY WITH OUR HEARTS FIRST

EMOTION IS MORE EFFECTIVE THAN LOGIC IN ADVERTISING



31%

of advertisers report significant profit gains with *emotional campaigns*

16%

report the same with *rational campaigns*

26%

report the same with a combination of *emotion and rationality*

When 2 groups of people received 2 different donation-seeking letters—one with stats, one with an emotional story...



The emotional letter received an average donation over

2X HIGHER

than the statistics-laden letter!

FROM ADVERTISERS TO FILMMAKERS

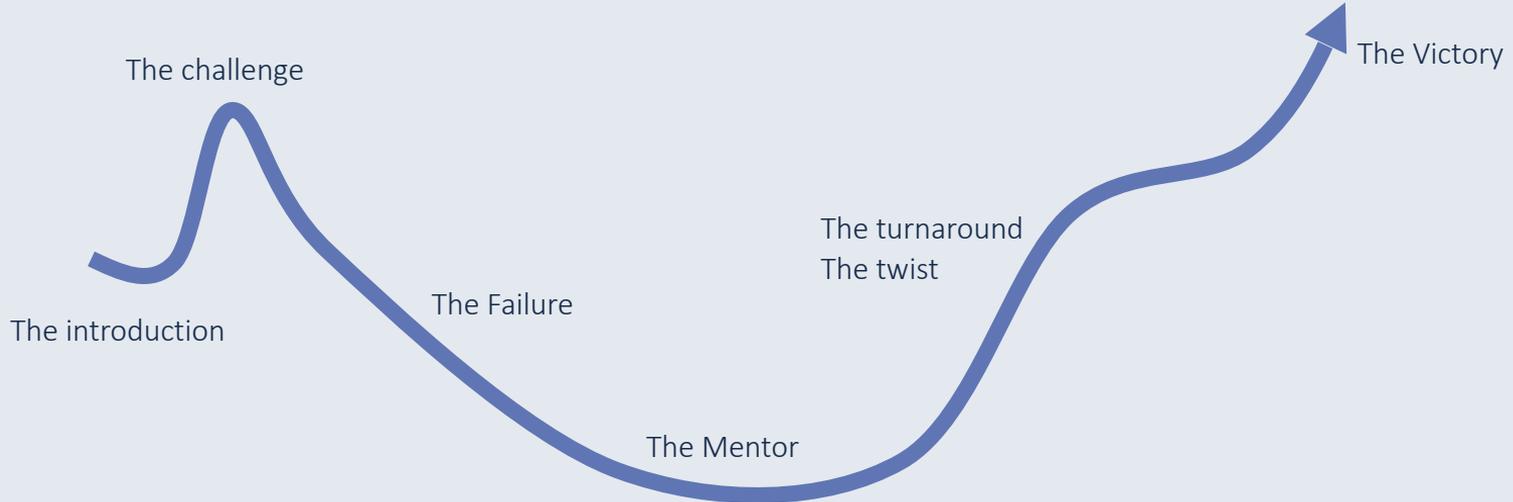
How would a filmmaker write an ad for our brand?
What type of story would they tell?





The “movie” plot and the “TVC” plot...which one is which?

A light green arrow pointing to the right, containing the text 'The “movie” plot and the “TVC” plot...which one is which?'.



NOT NEW NEWS...

- Most of stories can go back to few basic archetypes to take inspiration from.
- A story that people can relate to is easier to accept and demands less effort to convince.

THE SEVEN STORY ARCHETYPES

A story that relies on a classic archetype offers the audience a relatable backstory, a familiar pattern that tugs at our emotions and taps into our most basic desires as social animals. And brands that tap into these primordial themes differentiate themselves beyond look, feel, and messaging.

In his book, *The Seven Basic Plots*, Christopher Booker summarizes the classic story archetypes:



RAGS TO RICHES



OVERCOMING THE MONSTER



THE QUEST



COMEDY



TRAGEDY



VOYAGE & RETURN



REBIRTH

DEVELOPING A TVC VS. ONLINE VIDEO

TVC

Logic > Magic: be clear first
Start from product insight, match with consumer insight, develop the story
When developing the story we stretch reality to emphasise the product benefit.
We talk ratios.

ONLINE VIDEOS

Magic > Logic: entertain first
Video: start with consumer insight, tell a story that contains a product insight
When developing a story we stretch reality to entertain, mesmerize, fascinate, scare, make people happy, sad, thinking...
We talk emotions.





EMOTIONS

Make me cry,
happy, sad,
thinking...

MAKE ME CRY, HAPPY, SAD, THINKING...

“For our study, we organized ads into ten categories of style and tone, including “humorous,” “emotional,” and “calming,” to name a few.

*Across the board—whether we were looking for a lift in brand metrics or how long the viewer watched—**humor took the cake.** People are more likely to watch humorous ads, and those ads also see greater lifts in ad recall and brand awareness.”*

thinkinsights
with Google

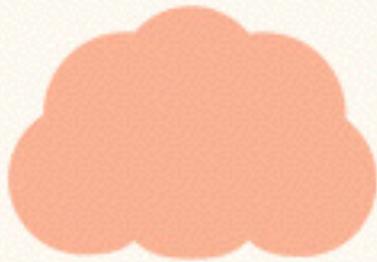
YAWP



YES, BUT...IT'S
STILL AN AD
THAT SELLS
PRODUCTS

Talking products
and brands

A FINE BALANCE



Logic without emotion is cold and mechanical, but
emotion without logic is just fluff.

PRODUCTS AND BRANDING



We want to develop stories that are related to the brand or the product. But, how to ensure brand is there but not too much???

GOOD PRODUCTS AND BRANDING



- The brand has a point of view to share and the story is clearly built around it (Adidas, Sainsbury, Dove, Knorr)
- The product has a clear and unique benefit to sell but you've found a great, surprising and interesting way to sell it (Volvo trucks, Kingston)
- The story is built around some product or brand benefit and we are clearly overdoing it in an exaggerated, humorous and funny way (dollarshave, Geko, Old Spice). But make sure your brand can do this.

ALL COMES TOGETHER IN
YOUR DIGITAL ECOSYSTEM

DIGITAL ECOSYSTEM

The digital ecosystem is the map of the digital and social assets of a brand. The map not only shows the assets but also how those assets interconnect and interact.

In the digital landscape there are many platforms that can be produced, from websites to social media, therefore it is important to understand how they play together and what is the role of each one.



In some cases the brand will need to develop new assets, in other cases it will need to redefine the ones that already owns and make them work differently; it all depends on the objectives of the digital campaign.

There's a strong correlation between the objectives and the ecosystem.

BRIEF

BACK TO YOUR CASE STUDY

- Develop your media mix
- Explain why you choose a specific media
- Decide how to allocate 100% of your budget in different channels
- If planning for digital, don't allocate on generic "digital" but split digital budget in different platforms.

Type of media	Why?	% of budget
ATL - TV	Create awareness fast amongst big group of people	40%
Digital Video ads	Create awareness	20%
SEO	Drive traffic to website	20%
Facebook sponsored ads	Drive awareness amongst specific target	20%