The Art and Science of Creating Brand Value in the Digital Ecosystem

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“some thoughts on capturing attention with young women today”
“SPOCK” logic and reason

“KIRK” emotion and gut
to be truly logical is somewhat alien
Aristotle is the father of persuasion. More than 2,000 years ago he revealed the three elements that all persuasive arguments must have to be effective. He called these elements “appeals.”

They are: ethos, logos, and pathos.

Ethos is character and credibility. Logos is logic – an argument must appeal to reason. But ethos and logos are irrelevant in the absence of pathos – emotion.

Emotion is not a bad thing. The greatest movements in history were triggered by speakers who were gifted at making rational and emotional appeals.

Neuroscientists have found emotion is the fastest path to the brain.

In other words, if you want your ideas to spread, story is the single best vehicle we have to transfer that idea to another person.

Our brains are hardwired for narrative. Stories are persuasive.
“We are not thinking machines that feel; Rather, we are feeling machines that think.”

- Antonio Damasio
“Any customer can have a car painted any color that he wants so long as it is black.”

- Henry Ford
“All consumers are equal, but some consumers are more equal than others.”
You must treat consumers differently

<table>
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<th>Fanatical</th>
<th>Emotional</th>
<th>Utilitarian</th>
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<tr>
<td><strong>High Value</strong></td>
<td>Invest in relationship building</td>
<td>Drive brand's story</td>
<td>Communicate functional benefits and features</td>
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<td><strong>Medium Value</strong></td>
<td>Invite them into your tribe</td>
<td>Push solutions to emotional needs</td>
<td>Disrupt their current value equation</td>
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<tr>
<td><strong>Low Value</strong></td>
<td>Members of other tribes</td>
<td>Low level brand communications</td>
<td>Promotional offers that pay back on own</td>
</tr>
</tbody>
</table>

Source: Peter Fader, Customer Centricity
Source: George Bradt, Forbes: Wannamaker Was Wrong 2016
Focus resources differently

Implications:
1) Customers act differently and they should be treated accordingly. Stop looking at customers monolithically; not all consumers are the same. There are good customers, then there is everyone else. The latter group shouldn’t be ignored, but...
2) Requires an investment in acquiring and analyzing individual customer data
3) Stop or cut most of your wasteful marketing programs
4) Culture that values data and creative equally, recognizing that these two approaches are symbiotic
"KIRK" emotion and gut

"SPOCK" logic and reason
“...a new and more efficient method of selling, based on scientific advertising principles and serviced by increasingly more automated warehousing, shipping and collection techniques.”

– Lester Wunderman
1961 speech to the Hundred Million Club of New York

“...a system of interactive transactions that would restore a measure of dialogue and human scale to the way we made, sold, and bought things.”

– Lester Wunderman
1967 speech at Massachusetts Institute of Technology (MIT)

Direct Marketing
Precision at Scale

Intent + Context + Identity + Scale = “Precision at Scale”
“Precision at Scale”

NIRVANA
Reach has been solved...

...unfortunately, what remains out of reach is viewer ATTENTION

“Everything in digital media is secondary to driving attention. As an industry, we need to better understand the factors impacting our ability to do this. The use of data and technology put part of the equation within advertiser control, so they can achieve a critical competitive advantage in today’s crowded media environment.”

- Alex Panousis, President Havas Media Canada

Source: AcuityAds; Attention The New Media Currency White Paper 2018
Capturing viewer attention is becoming increasingly challenging and elusive

Source: AcuityAds; Attention The New Media Currency White Paper 2018
Source: AcuityAds (US campaigns) and State of Digital by Mary Meeker 2017
web 2.0
web 2.0 – sight, sound and motion
Video Viewing is KING

Why Video?

1) **SALIENCE**: Video projected to be 80% of all web traffic by 2019

2) **RECALL**: Video content promotes brand recall. 80% of customers remember a video they’ve watched in the last month

3) **SHARING**: Video content wants to go viral. An estimated 92% of people who consume mobile videos share them with others

4) **PURCHASE INTENT**: 64% of customers are more likely to buy a product online after watching a video about it

5) **PURCHASE DECISION**: 90% of customers report that product videos help them make purchasing decisions

Source: HubSpot Research; Forbes: Video Marketing: The Future of Content Marketing 2017
The Unfortunate Truth...

Only 7% of Marketers Admit…
that their Video Advertising is receiving full consumer attention

Source: AcuityAds; Attention The New Media Currency White Paper 2018
Environment (Relevance, Creative/Context & Timing) are the Missing Ingredients

- **53% Viewer Relevance**
- **45% Creative Quality**
- **27% Viewer Experience** (In-Banner Video vs Full Screen)
- **9%** Running media when there is less media noise in the market

Factors for enhancing consumer attention to video ads perceived as essential

- **Clutter**
  Reaching viewers when least distracted by concurrent ad load & noise

- **Context**
  Reaching viewers in a contextually relevant environment

- **Timing**
  Reaching viewers when most available (as opposed to driving, jogging, etc.)

Source: AcuityAds; Attention The New Media Currency White Paper 2018
“If you want more attention, develop better creative.” – Erwin Ephron

Source: AcuityAds: Attention The New Media Currency White Paper 2018
Source: The Nielsen Company (US) 2017; When it comes to advertising effectiveness, what is key
Shrinking ad duration may improve attention but degrades ad effectiveness

91% of marketers use short form videos

Source: AcuityAds; Attention The New Media Currency White Paper 2018
Attention is positively correlated to Brand Equity

Source: AcuityAds: Attention The New Media Currency White Paper 2018
Source: AcuityAds & Nielsen Research Across 188 Video Creatives, Data from 2015 to 2017
Michael Phelps was not wearing Beats by Dre!!!
Infusing your brand into as many parts of relevant culture as possible
My one dimensional friend “Smitty”...
Paradigm Shift

From...
the one piece of “holistic” and consistent, look-the-same creative communication that will satisfy the “monolithic consumer’s” needs and relationships with the brand while reducing non-working creative and production dollars...

To...
a portfolio of high quality, custom content that are each single-minded, not one-dimensional, grounded in culture, and using a “precision at scale” PESO media strategy to deliver different messages to different consumers because not all consumers are created equal
因地制宜的内容定制

李宜

微博杨紫粉丝阵地-TVC版本
微博路人-病毒视频
kotex
高洁丝
杨紫
一年高举火炬千万小时
因人制宜的新品发布

夜安裤官宣TVC

Bilibili 二次元版TVC
我不小心把Rapper的歌词忘记了
快来听我的最新单曲MV《大姨妈会传情》，我真的是用生命在唱歌！
利用时空，打造真实品牌故事

金鹰节为杨紫打call拉票

3小时破加购记录，送杨紫上大屏

杨紫生日打call
#citrus##高洁丝# 刚沉浸在完结的忧伤中就猝不及防看到了广告，瞬间被逗笑。啥时候出联动包装让我们买买买？@高洁丝 @citrus_official
针对不同的TA属性、时空的区别，定制满足品牌调性的内容。
Consumer **ATTENTION** is becoming the new media currency

**RELEVANCE & EMPATHY**

Source: AcuityAds: Attention The New Media Currency White Paper 2018
感谢聆听