

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”

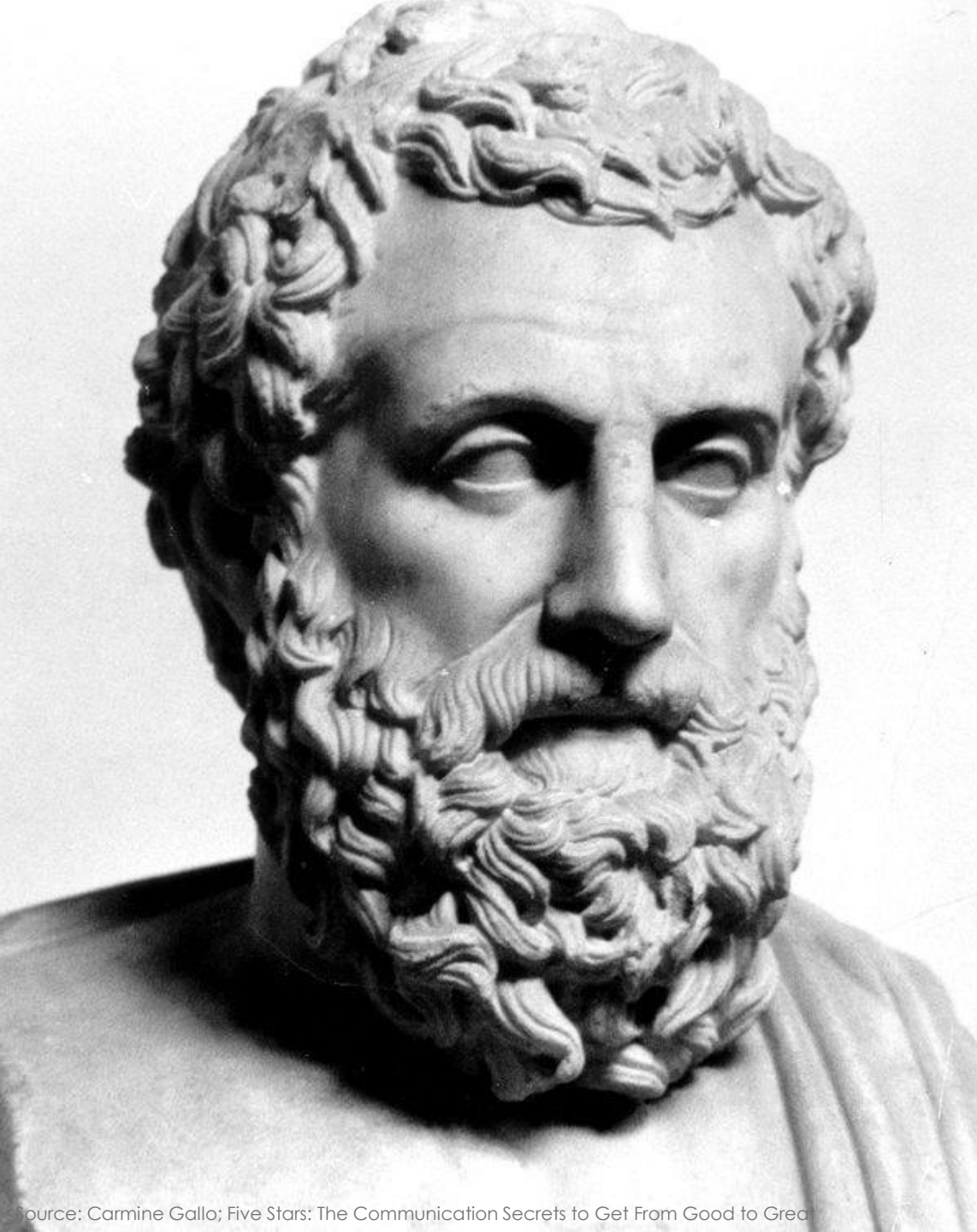
A close-up, profile shot of James T. Kirk (left) and Spock (right) from the Star Trek: The Motion Pictures. Both are wearing their red command uniforms. Kirk is looking towards Spock with a serious expression, while Spock looks back at him with a stern, logical demeanor. The background is dark with some blue and red light sources, suggesting the interior of the Enterprise.

“KIRK”
emotion and gut

“SPOCK”
logic and reason



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.

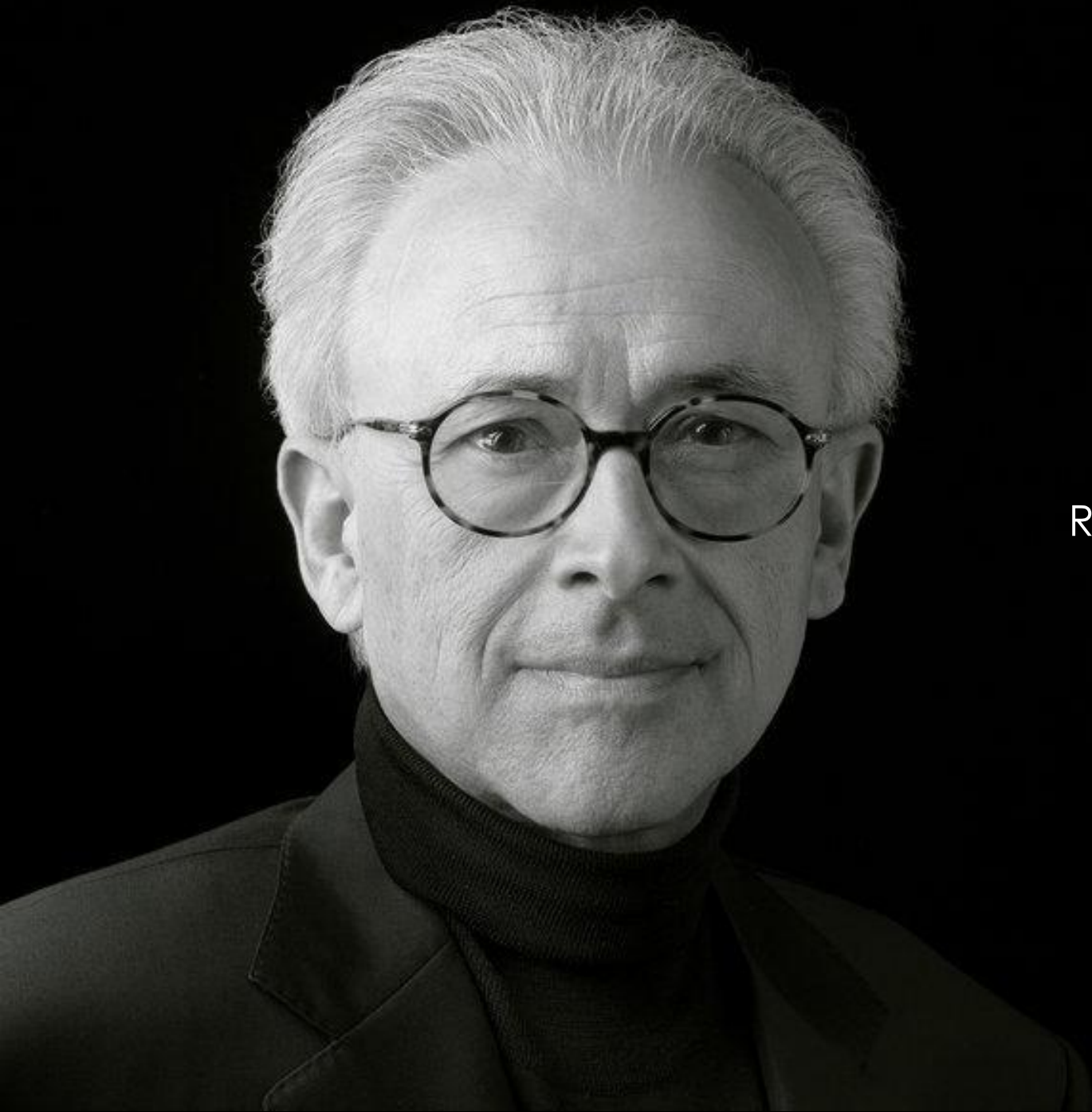
But ethos and logos are irrelevant in the absence of pathos – emotion.

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.”

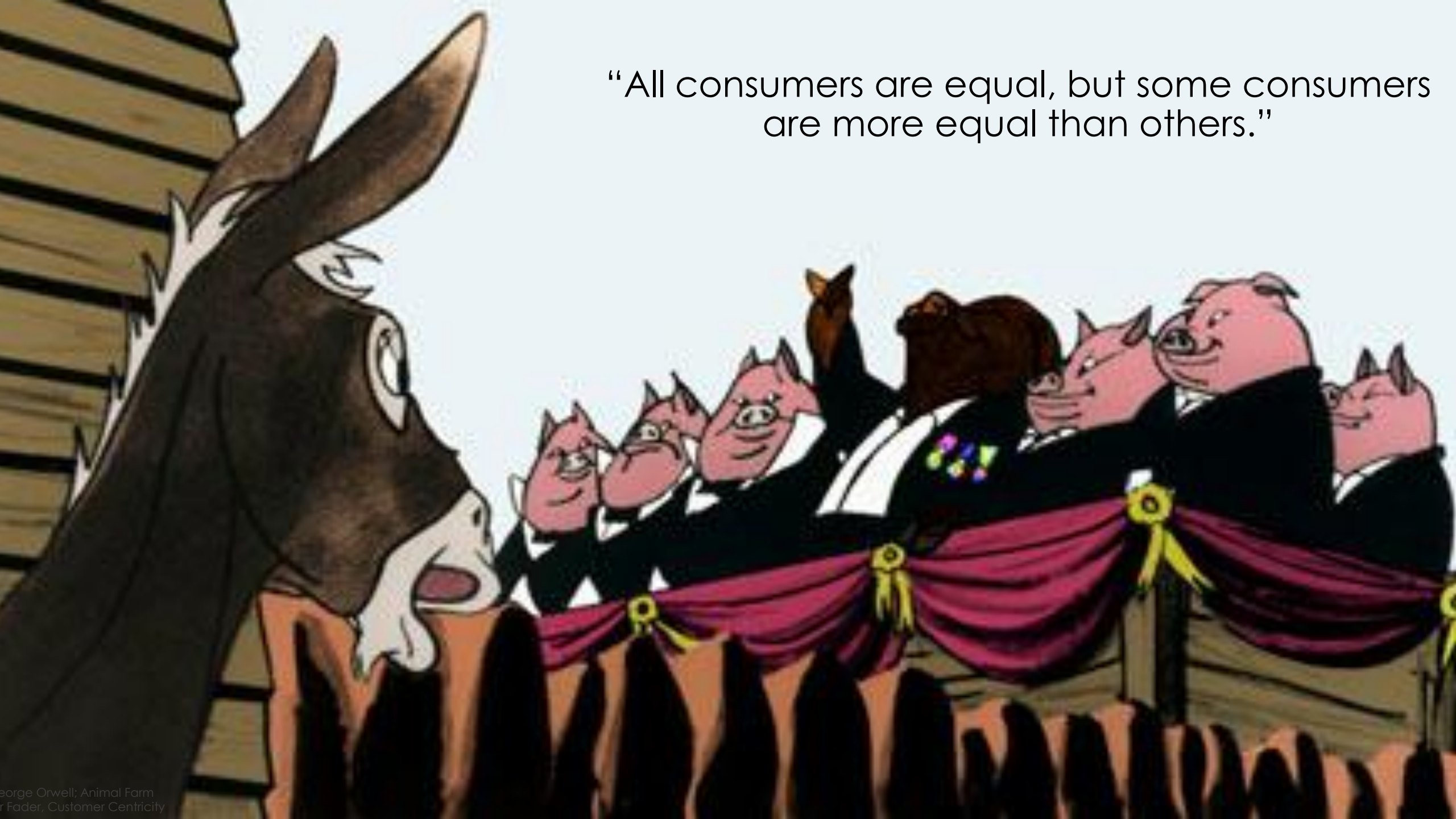
- Antonio Damasio

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

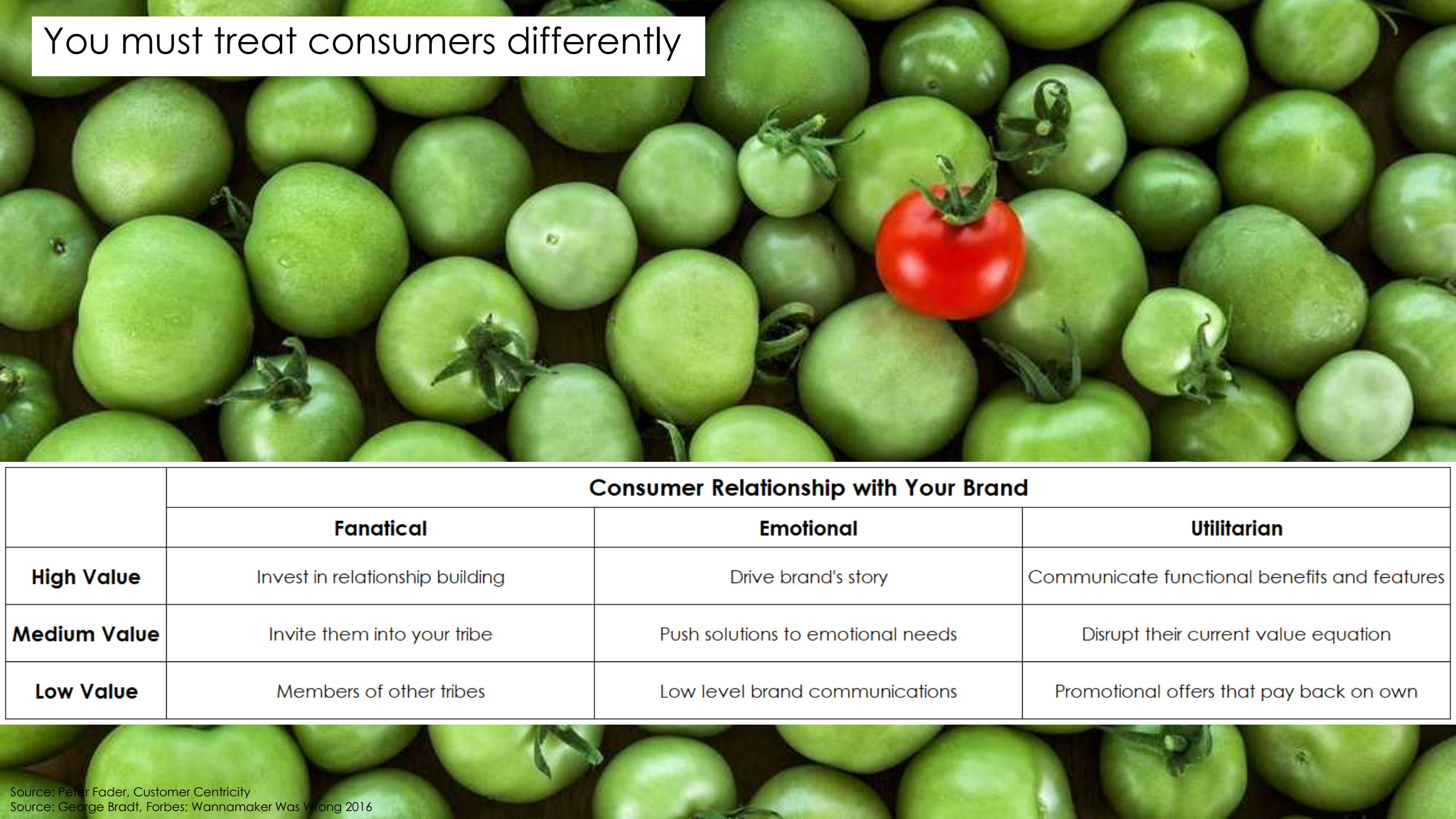
- Henry Ford



“All consumers are equal, but some consumers are more equal than others.”



You must treat consumers differently



	Consumer Relationship with Your Brand		
	Fanatical	Emotional	Utilitarian
High Value	Invest in relationship building	Drive brand's story	Communicate functional benefits and features
Medium Value	Invite them into your tribe	Push solutions to emotional needs	Disrupt their current value equation
Low Value	Members of other tribes	Low level brand communications	Promotional offers that pay back on own

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



A close-up, profile shot of James T. Kirk and Spock from the Star Trek: The Motion Pictures. Kirk is on the left, looking towards Spock on the right. Both are wearing their red Starfleet uniforms. Spock's hand is on Kirk's shoulder. The background is dark with some blue and red lights.

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“...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



Intent

+

Context

+

Identity

+

Scale

=

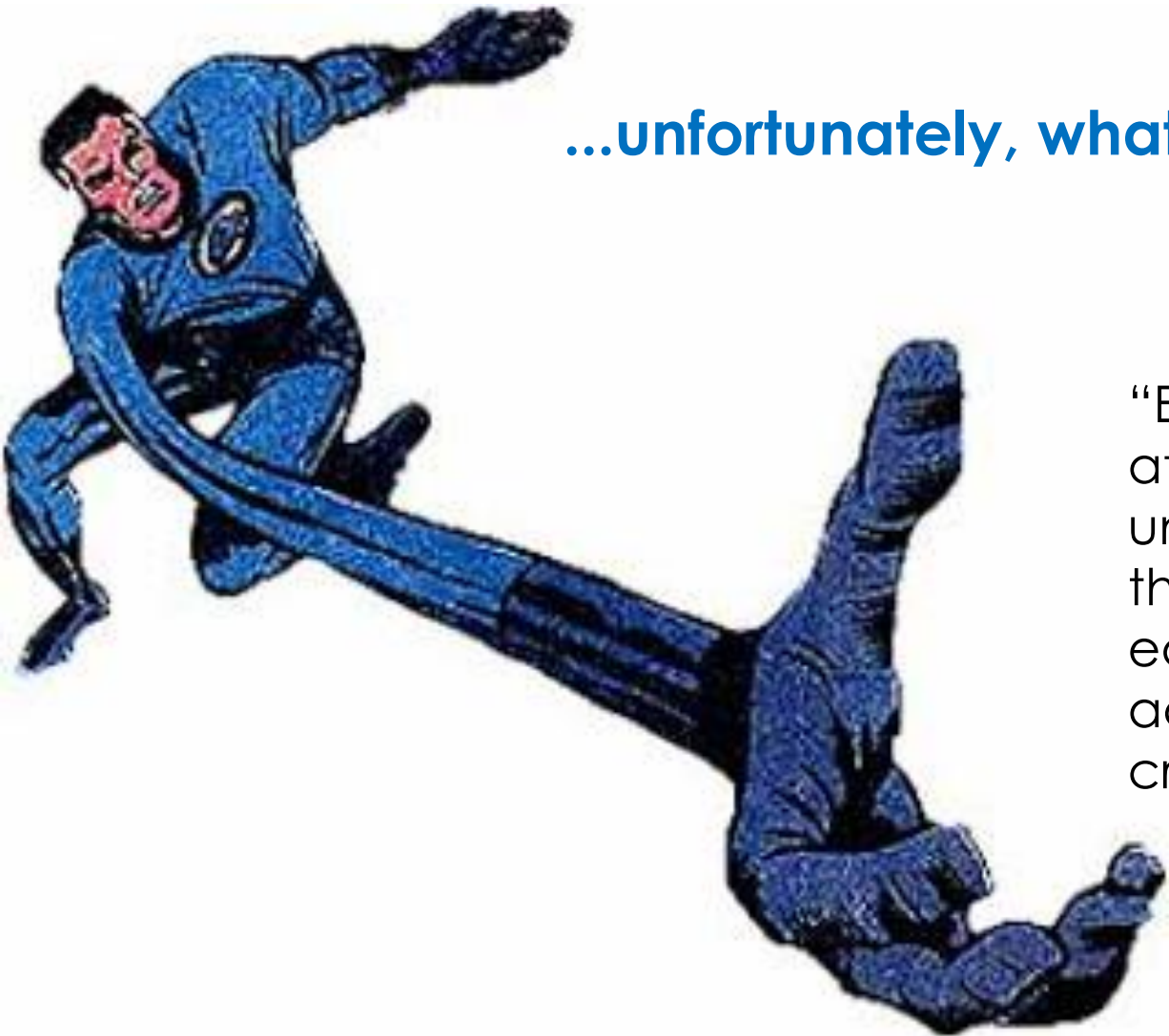
“Precision at Scale”

“Precision at Scale”

NIRVANA

Reach has been solved...

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

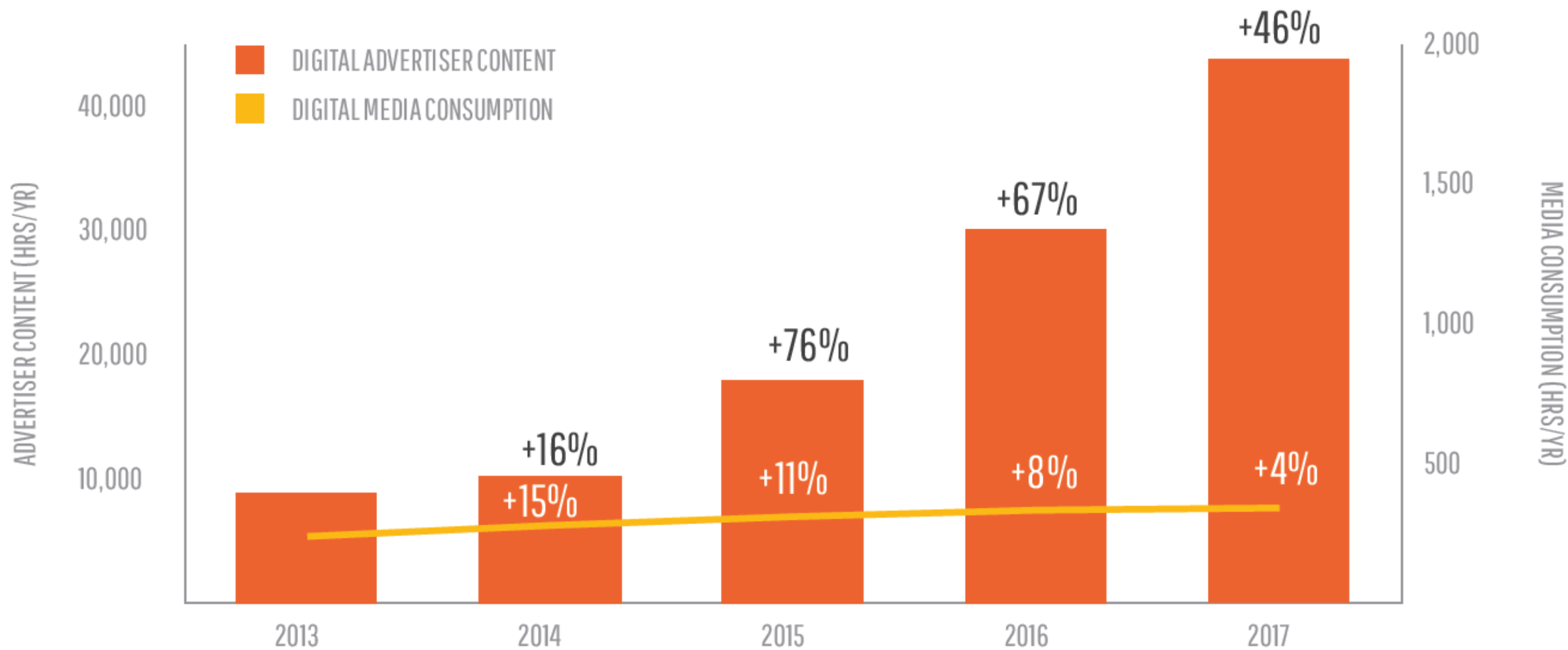


“Everything in digital media is secondary to driving attention. As an industry, we need to better understand the factors impacting our ability to do this. The use of data and technology put part of the equation within advertiser control, so they can achieve a critical competitive advantage in today's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



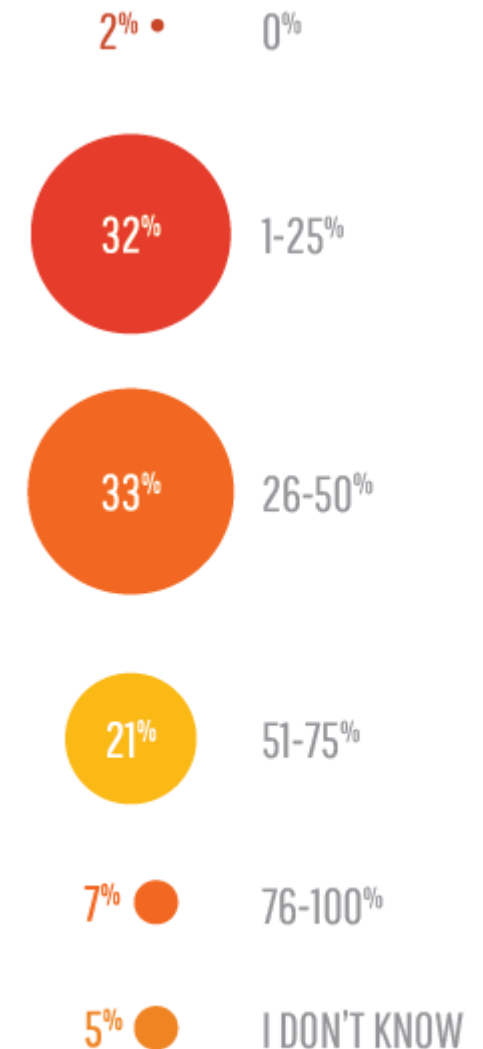
Why Video?

- 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

The Unfortunate Truth...

Only 7% of Marketers Admit...

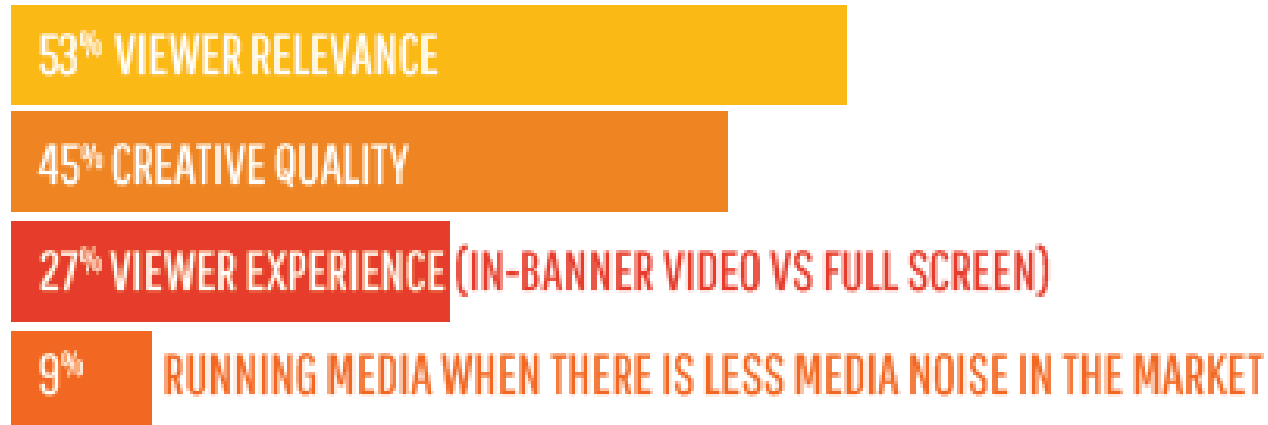
that their Video Advertising is receiving full consumer attention



WHAT PERCENTAGE OF YOUR ORGANIZATION'S VIDEO ADS DO YOU THINK RECEIVES FULL CONSUMER ATTENTION, THAT IS, ARE VIEWED ALL THE WAY THROUGH TO COMPLETION?

Source: AcuityAds; Attention The New Media Currency White Paper 2018

Environment (Relevance, Creative/Context & Timing) are the Missing Ingredients



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



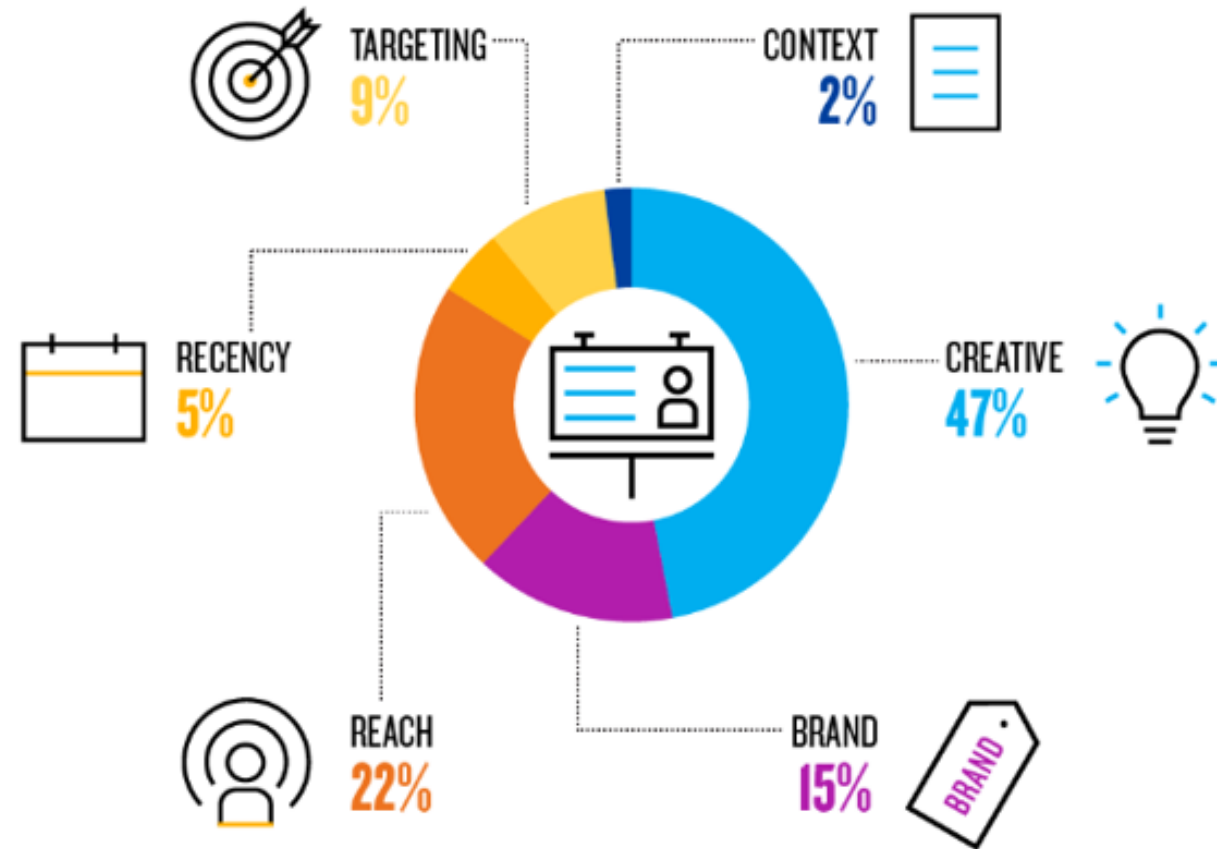
TIMING

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 Ephon

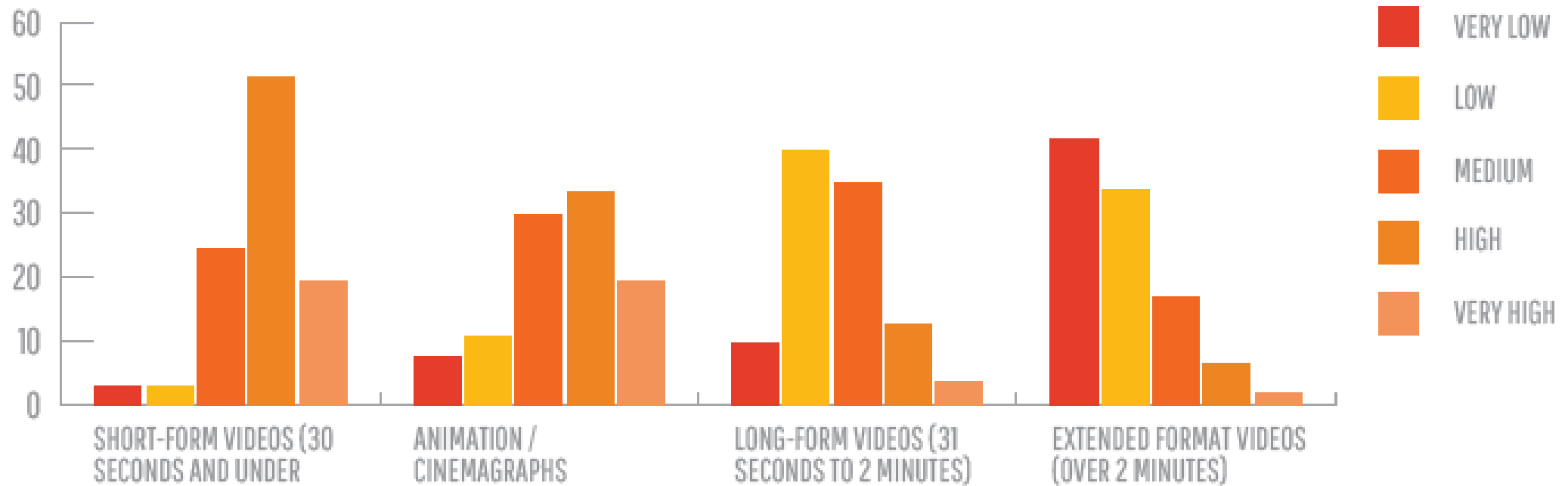
PERCENT SALES CONTRIBUTION BY ADVERTISING ELEMENT



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

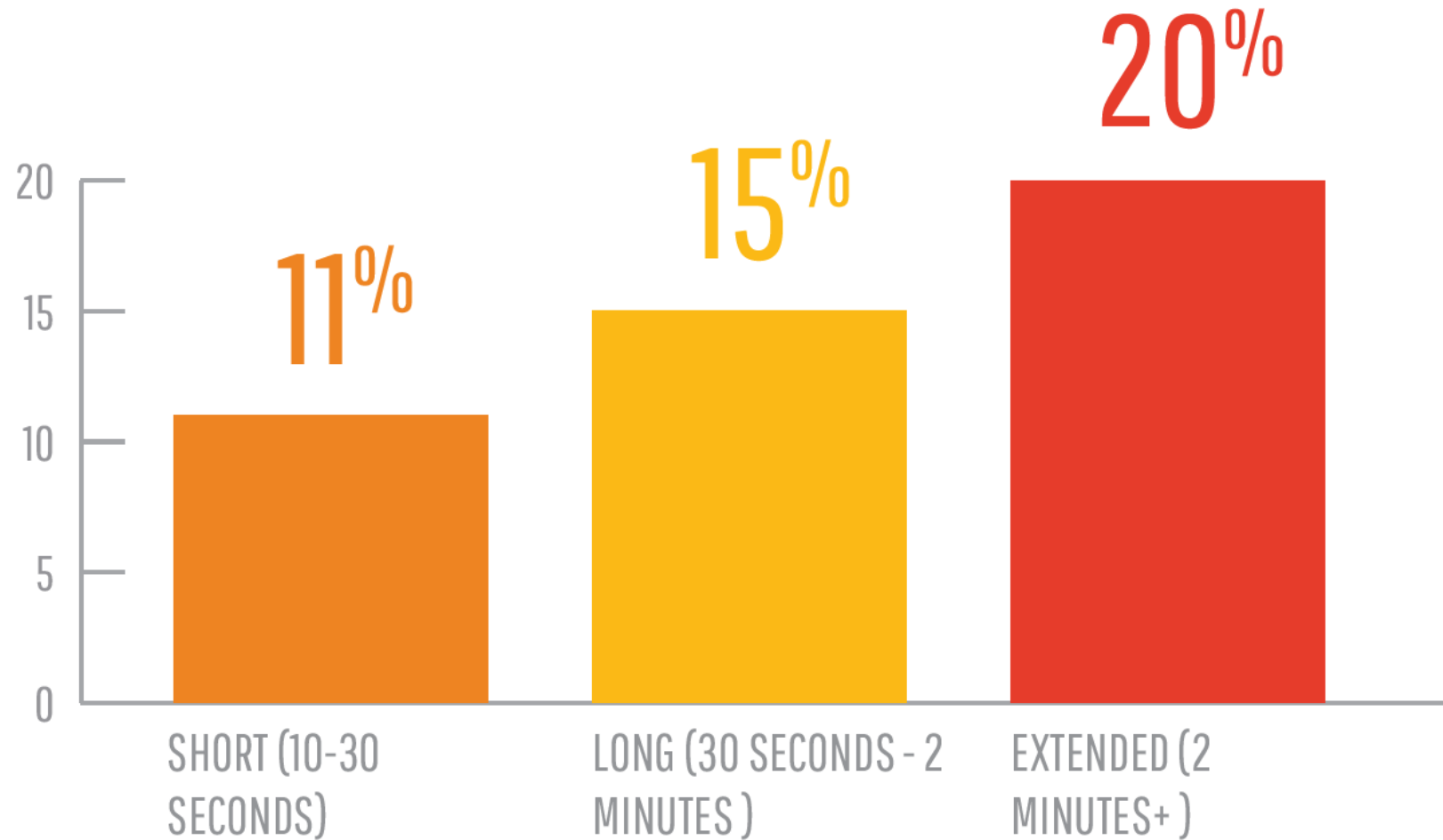
91% of marketers use short form videos



PERCEIVED LIKELIHOOD OF VIDEO FORMATS TO ATTRACT FULL CONSUMER ATTENTION

Source: AcuityAds; Attention The New Media Currency White Paper 2018

Attention is positively correlated to Brand Equity



BRAND LIFT BY AUDIENCE ATTENTION

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!!!

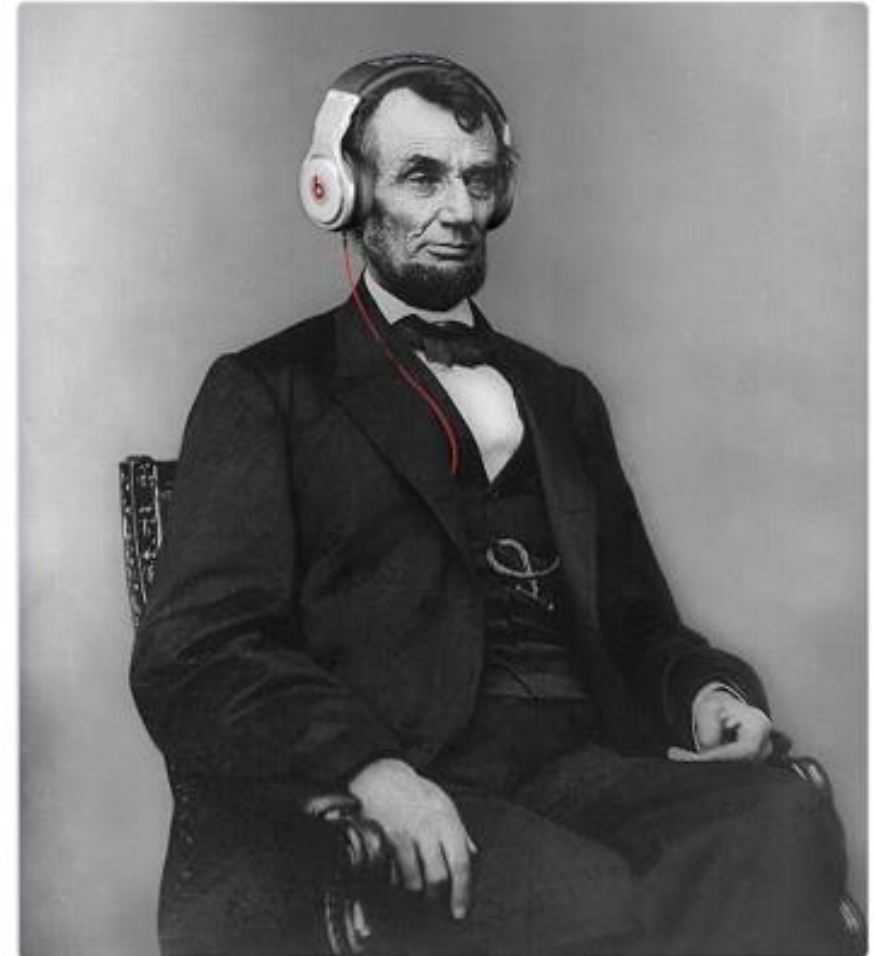


Infusing your brand into as many parts
of relevant culture as possible



Follow

b emancipated



171 Retweets 95 Likes



12

171

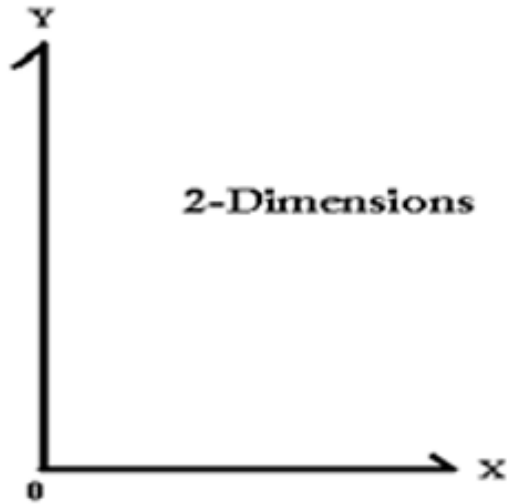
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My one dimensional friend "Smitty" ...

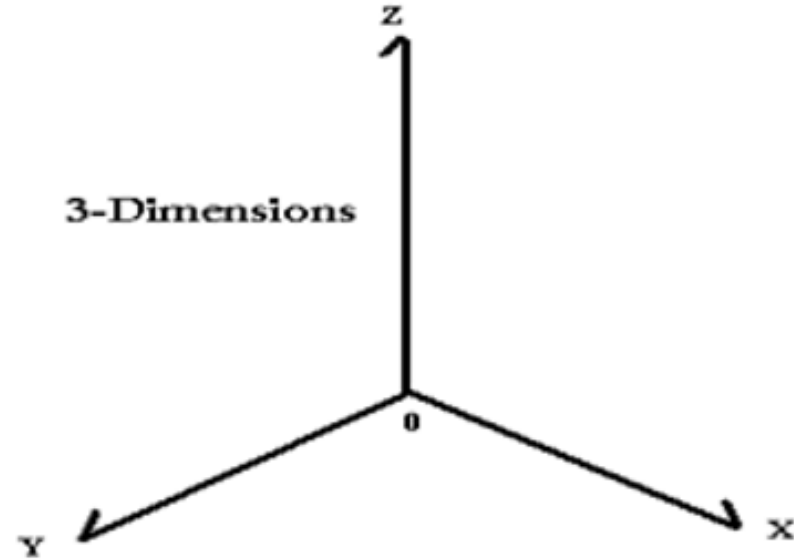
1-Dimension

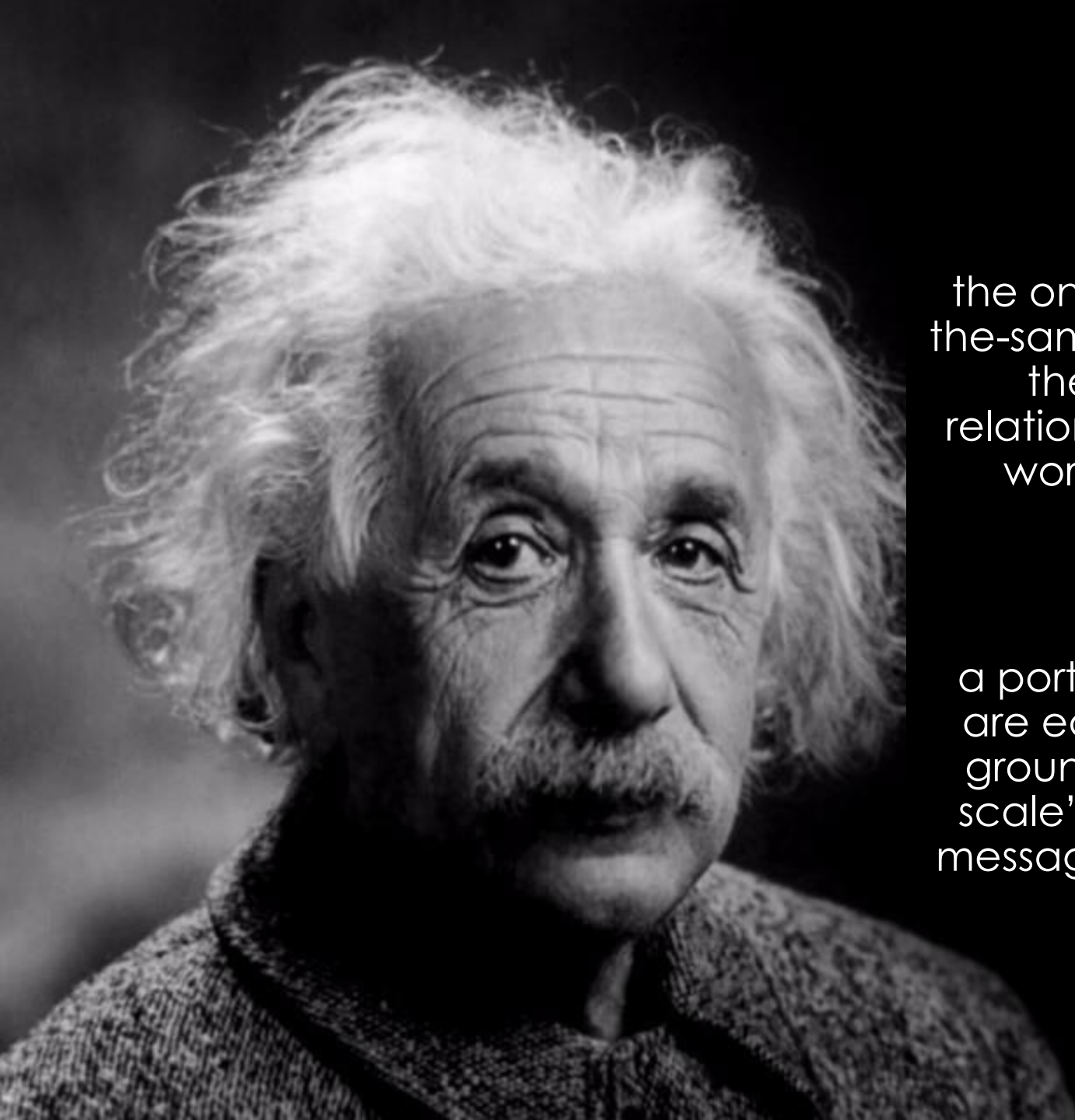


2-Dimensions



3-Dimensions





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

kotex
高洁丝

因地制宜的内容定制



官宣TVC

杨紫

微博杨紫粉丝阵地-TVC版本



一年高举火炬千万小时

微博路人-病毒视频



ko+ex

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



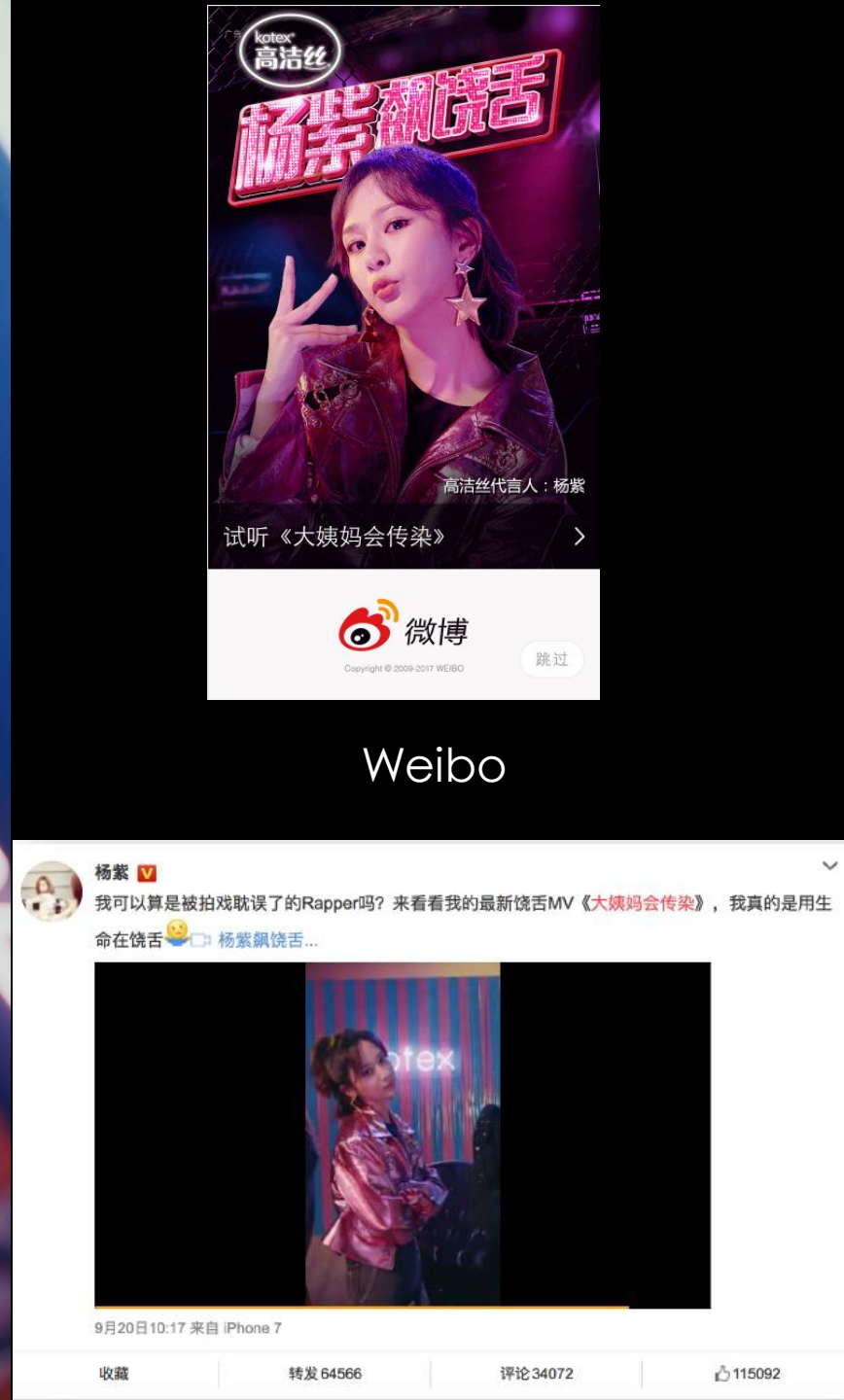
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Kuwo Music



利用时空，打造真实品牌故事

金鹰节为杨紫打Call拉票



ko+ex
高洁丝

女生
不简单

磨练演技不停止
杨紫不简单

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小猴“紫”
要过生日啦!
多重惊喜 层层揭秘

杨紫生日打call



3小时破加购记录，送杨紫
上大屏





Consumer **ATTENTION** is becoming the new media currency

RELEVANCE & EMPATHY





感谢聆听

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高洁丝



GDMS
全球数字营销峰会