

Marketing and Branding Trends

Presented by: Charles Skuba

March 16, 2022



What marketers are doing in 2022?

Seven selected inter-related trends:

1. Searching for passionate brand loyalists
 - Giving the customer more respect
 - Giving the customer more control
2. Storytelling and experiential marketing
3. Shifting from one-way advertising messages to rich content and influencer marketing
 - Focusing on Generation Z
4. Using omnichannel marketing
5. Learning how to use “big data”
6. Questioning digital measurements

1) Searching for passionate brand loyalists

- Giving the customer more respect
- Giving the customer more control

1) Searching for passionate brand loyalists

“Obsess over customers.”

Jeff Bezos, Amazon Founder and CEO

“The thing that drives everything is creating genuine value for customers.”

The customer-focused organization

Everyone is in marketing:

- Marketing pervades the entire organization. Everyone in an organization must be customer-focused.

“Marketing is far too important to be left only to the Marketing Department.” David Packard

Philip Kotler, Marketing Management, 11th Edition

Developing passionate brand loyalists



Creating a culture centered on the customer





<http://about.zappos.com/>

75% of revenues are generated from repeat customers.

AskZappos

Looking for something?
Ask Zappos will find it, for free, from any store.

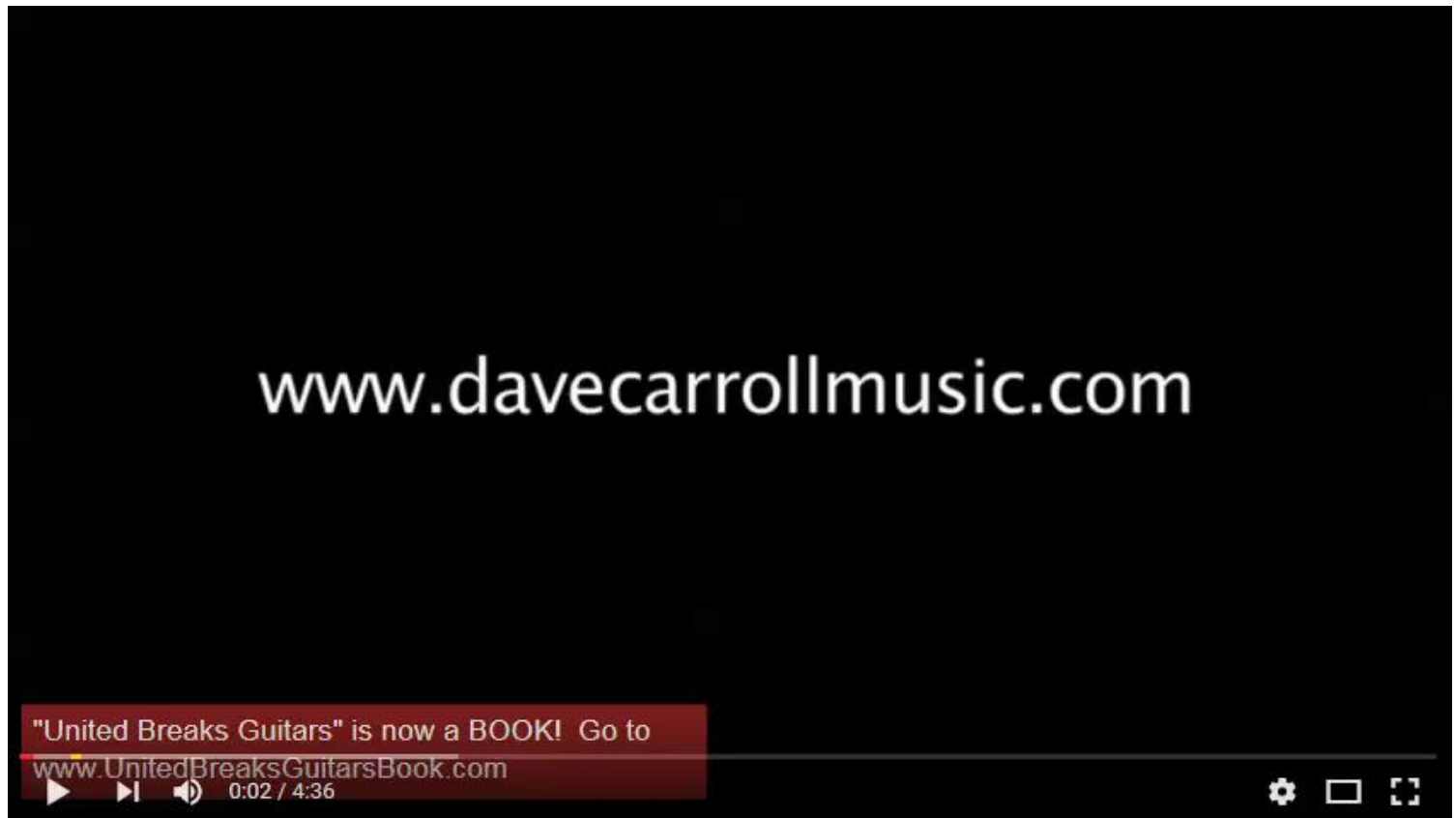
All we need is a photo

-  Text a photo to 91887
-  Email a photo to ask@zappos.com
-  On Instagram, add #AskZappos to your photo
-  [Upload a photo here](#)

[Frequently Asked Questions](#)

Searching for passionate brand loyalists

Consumers are more activist



<http://www.youtube.com/watch?v=5YGc4zOgozo>

Calls for consumer boycotts are increasing

- United Airlines
 - Forcible removal of customer from plane
 - United barred two girls wearing leggings from boarding a flight because they violated the company's dress code for employee friends and family members who fly free.
- #DeleteUber campaign
- Pepsi Kendall Jenner advertising that involved a civil rights protest

But, does this negative publicity hurt the company?

Consumers are becoming more activist

Boycotting Russian or Latvian vodka?



Stolichnaya – made in Latvia and owned by Russian billionaire and Putin critic Yuri Shefler vs. Russian Standard, owned by oligarch and Russian Standard Bank proprietor Roustam Tariko .

Brand Activism

- Nearly two-thirds (64 percent) of consumers around the world will buy or boycott a brand solely because of its position on a social or political issue (+13 points from last year).
- Belief-driven buyers are now the majority across markets, including the U.S. (59 percent, up 12 points), Japan (60 percent, up 21), the UK (57 percent, up 20) and Germany (54 percent, up 17);
- Age groups, 18-34 (69 percent), 35-54 (67 percent) and 55+ (56 percent);
- Income levels, low (62 percent), middle (62 percent) and high (69 percent).

Source: 2018 Edelman Earned Brand study

<https://www.edelman.com/news-awards/two-thirds-consumers-worldwide-now-buy-beliefs>

Social activist messaging must be authentic



<https://www.vox.com/2018/9/5/17823804/nike-kaepernick-nfl-commercial-boycott>

<http://www.marketingjournal.org/do-not-risk-your-brand-to-build-your-reputation-a-lesson-learned-from-gillette-jonathan-knowles/>

2) Storytelling and experiential marketing – Bringing the brand to life

- Appealing to emotions
- Creating experiences

Rich and compelling brand stories and experiences

“Great brands and great businesses have to be great story tellers. We have to tell authentic stories, emotive, compelling stories. We are building a lifelong relationship with people and every great relationship has to be built on trust... We wanted one story that everybody could feel, everybody could see, and not just feel the emotion but feel the energy. We want everything we do to have energy.”

Angela Ahrendts

<http://www.youtube.com/watch?v=krQG2Hceov4>

Rolex History/Storytelling: “Icons”

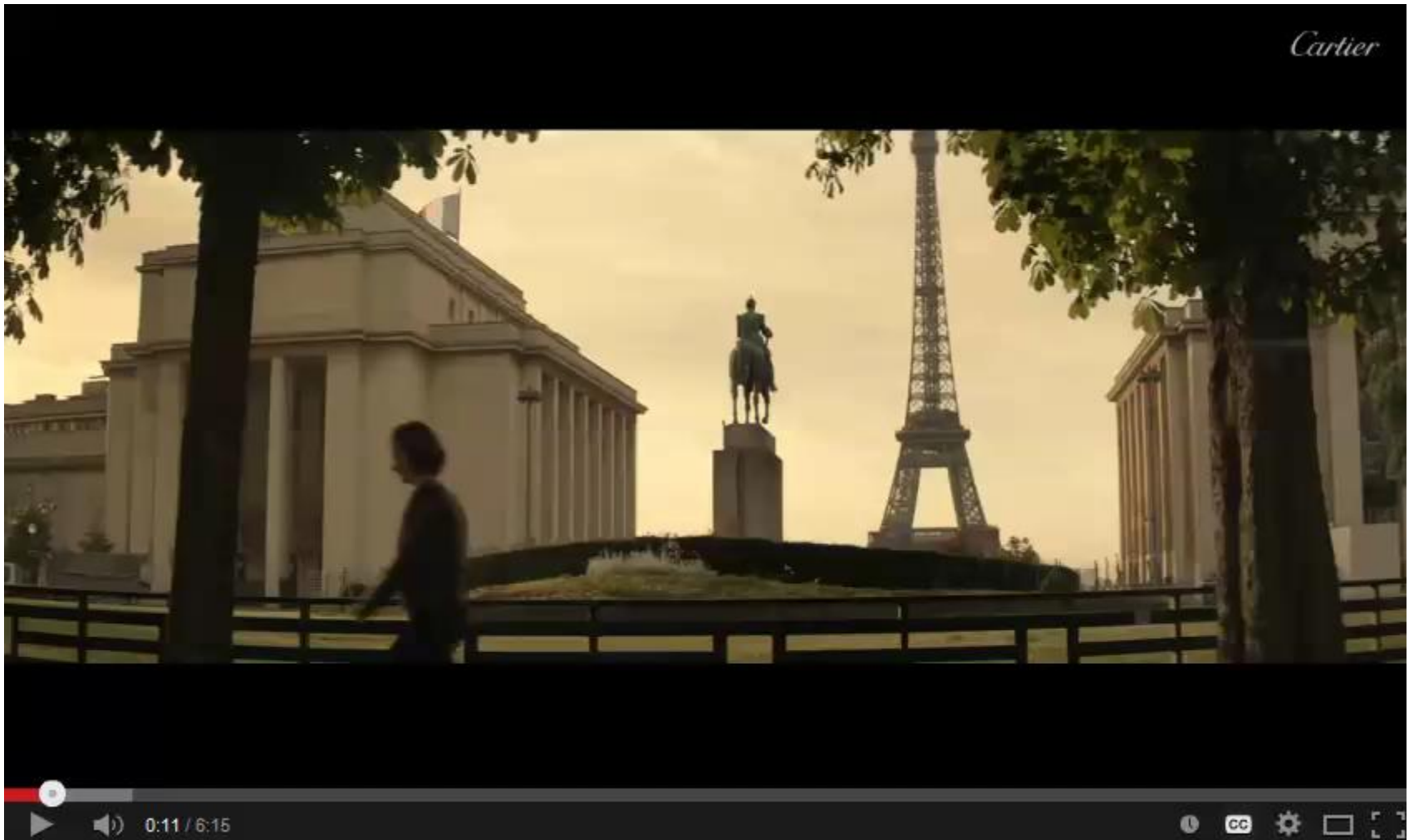


<http://www.youtube.com/watch?v=oacTnl0rytE>

Brand storytelling - examples



Cartier: “The Proposal”



<https://www.youtube.com/user/Cartier>

3) Shifting from one-way advertising messages to rich content and influencer marketing

Varies by brand and customer segments:

- What?
 - Customer and brand relevant information and entertainment
 - Good, honest product information/reviews
 - Visuals, video, demonstrations
 - Music
- Where?
 - In integrated media (especially mobile)
 - In online presence
 - Going viral (rich content leads to better search engine results)
 - In retail and distribution

3) Shifting from one-way advertising messages to rich content and influencer marketing

Varies by brand and customer segments:

- Why?
 - Consumers are starved for (addicted to?) content
 - Consumers are expecting/demanding more information
 - Referrals and word-of-mouth brand endorsements are becoming more important
 - Consumers share with other consumers
 - Generation Z is digital and mobile to extreme!

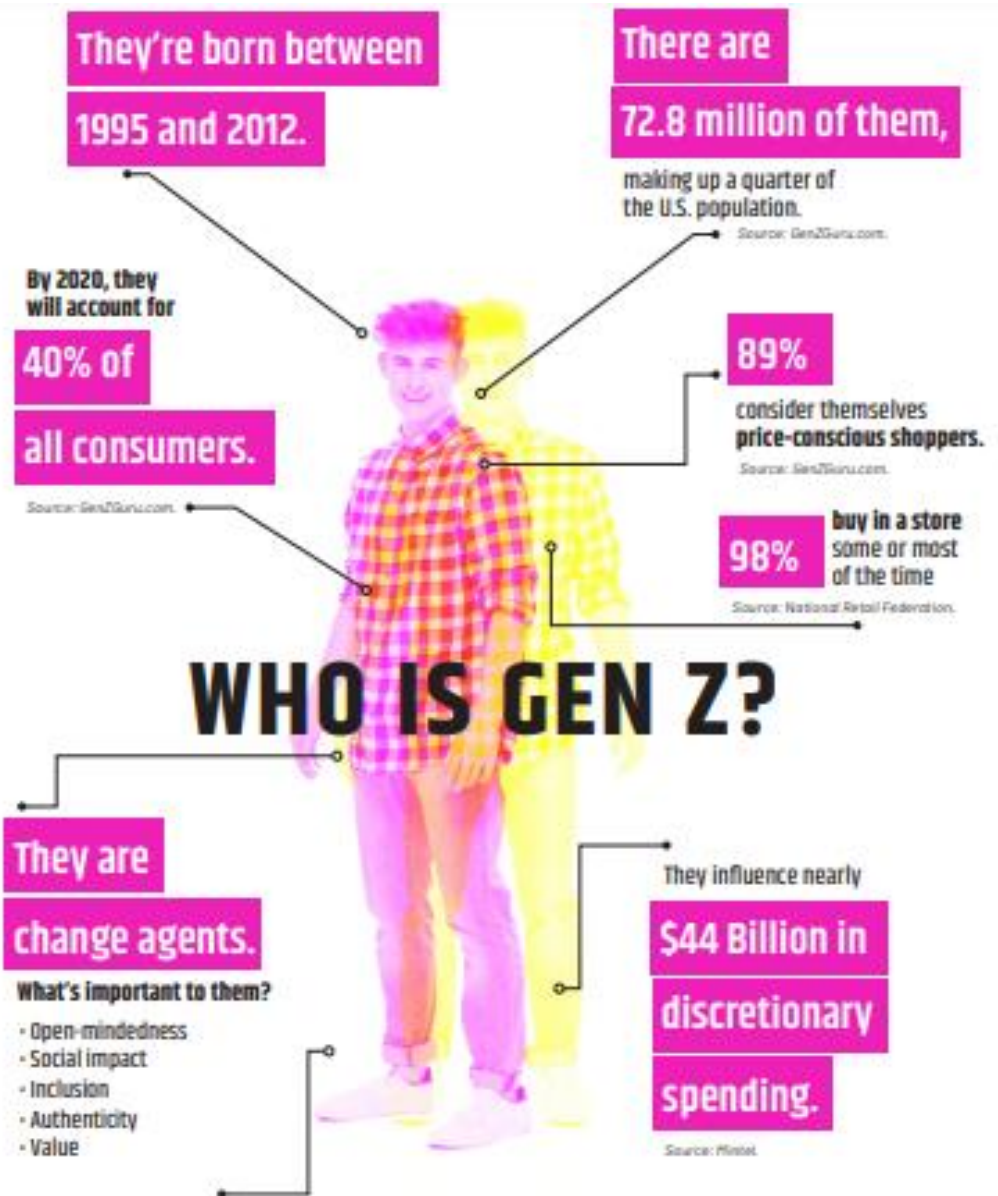
Generation Z

"Social media influencers really do have the power to convince Gen Z to make purchases."

- Jonah Stillman, Gen Z-er and Co-Founder of GenZGuru.com.

Source: MNI
TargetedMedia

https://insightlab.mnitargetedmedia.com/wp-content/uploads/2018/05/MNITM_Generation-Z_2018.pdf



7 Traits of Generation Z

1. They are social media fluent
2. They are picky but subject to impulse buying (fear of missing out)
3. They expect conversation (2-way marketing)
4. They care about social impact
5. They see identity as fluid (one persona on Snapchat for friends and one on Instagram for their parents to see)
6. They have strong values but are more “open-minded”
7. They love video but still read print media

Source: MNI TargetedMedia and others

Consumers are content/experience-starved



JetBlue Airways is partnering with content providers -- to offer customers free content with the Fly-Fi Hub. The airline claims to offer more free content than any other U.S carrier in the sky. Customers can access the content via their own personal device.

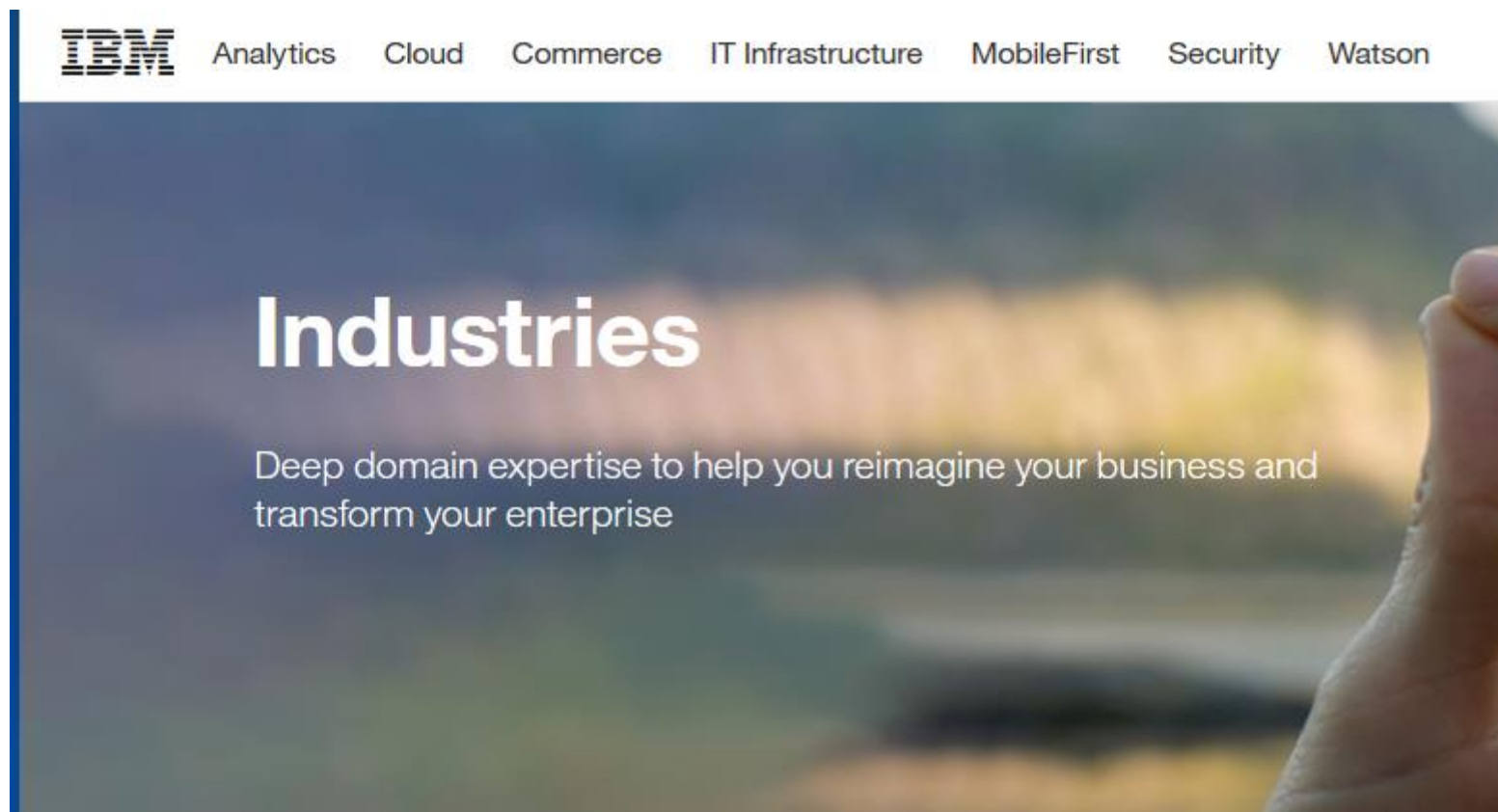
<http://www.brandchannel.com/home/?tag=Zappos>

Creating engaging experiences

The Tide Pod Challenge:



Shifting to rich content



<https://www.ibm.com/us-en/?ar=1>

Rich content – Red Bull

Red Bull Stratos



<https://www.youtube.com/watch?v=VCqnQq86fkY>

Rich content - Google Year in Search



Multiple versions produced in different countries in different languages.

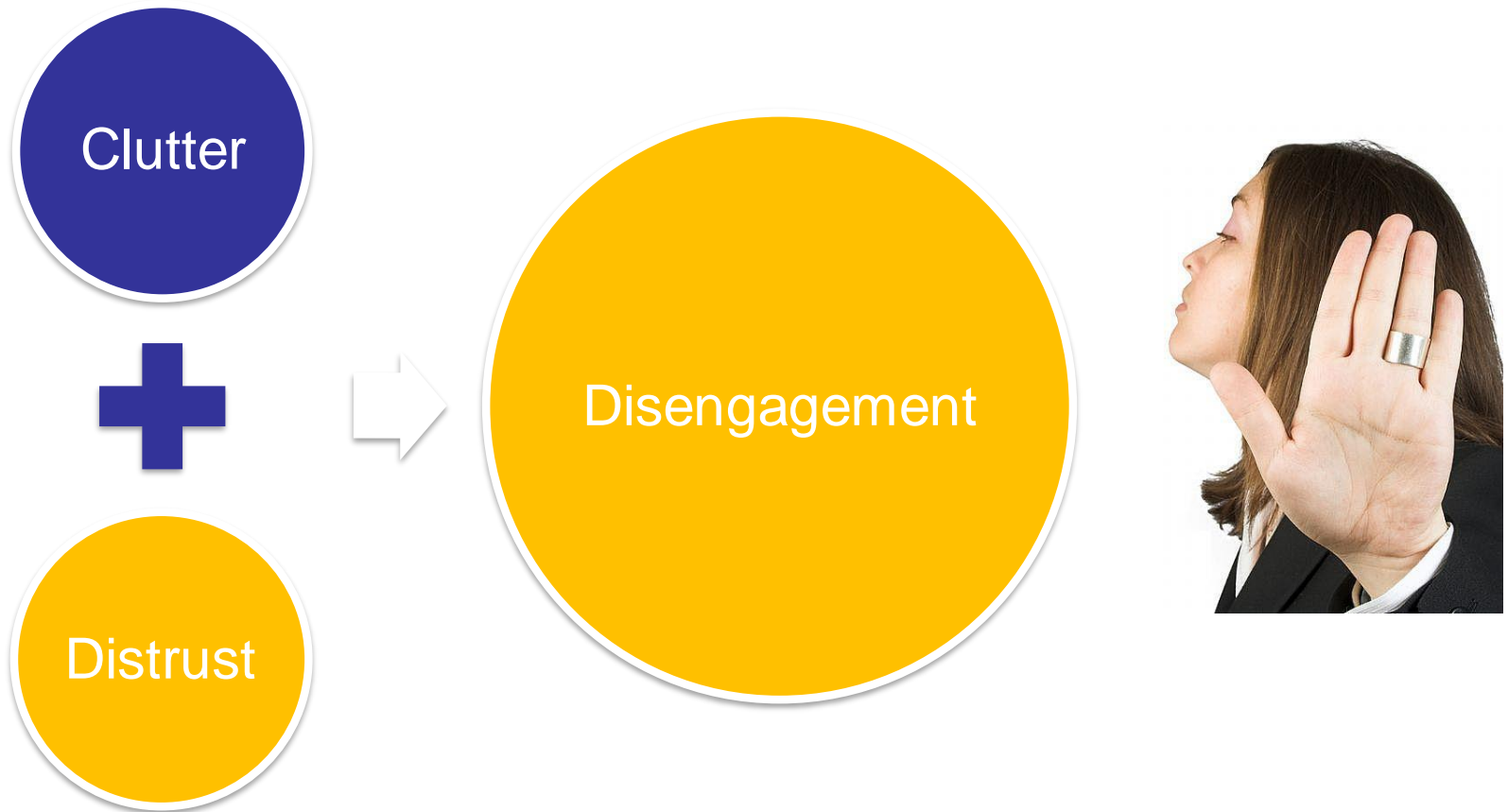
Rich content - Kenzo



Margaret Qualley for Kenzo in video directed by Spike Jonze.

Rich content marketing - Mondelez

- Mondelez - Reacting to new, unexpected daily events with rich video content
 - Working with video studios (such as NowThis studio) to produce and distribute video content very quickly
 - Brand (Belvita) sponsored short video news segment on Instagram that includes quick clips of trendy stories.
 - Mondelez brand teams have dedicated work space in the video studios (including a lawyer to quickly handle legal questions)
 - Producing 50 daily video updates for Facebook, Instagram, Snapchat, Twitter, Vine, YouTube, Android and Apple apps, and the mobile web
 - 24/7 access to production and creative teams whenever hot stories break
 - Access to cameras, news feeds, and social media algorithms to predict stories that will be popular



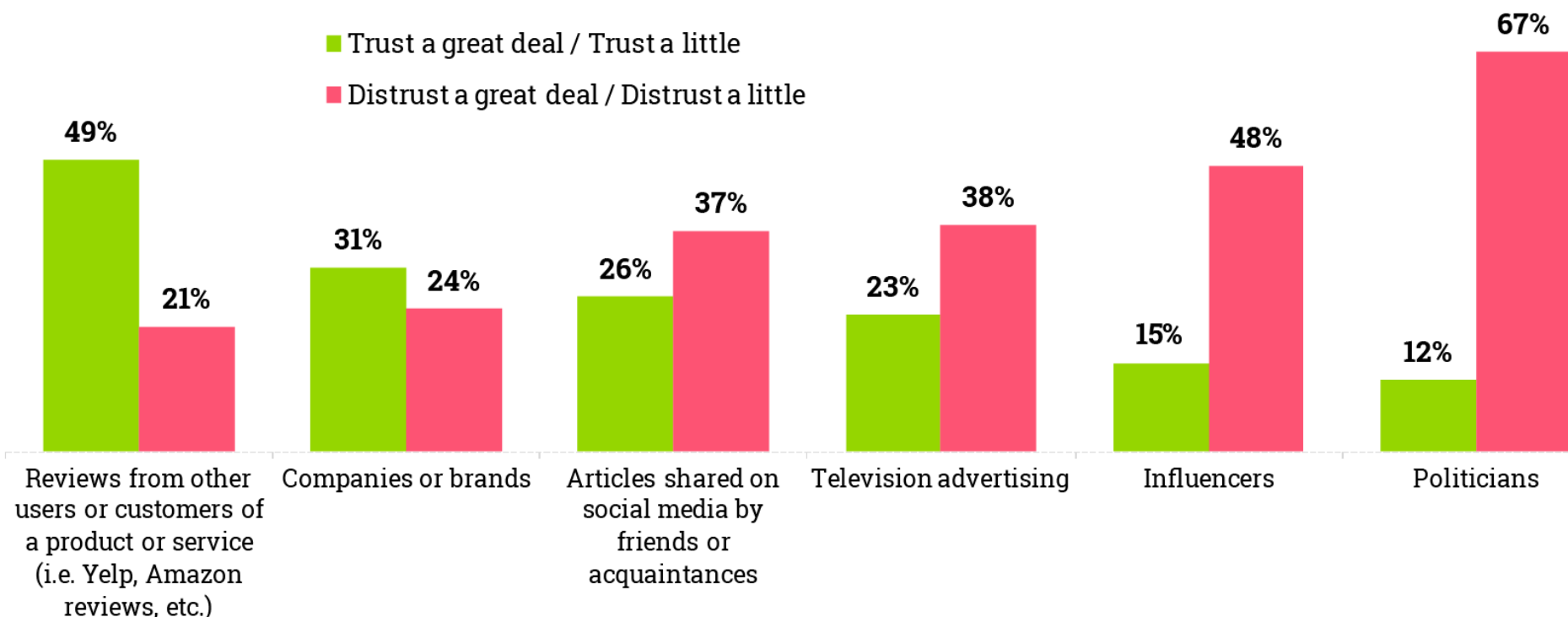
Advertising strategies built around the concepts of interruption, repetition and ubiquity lead to rejection and disengagement.

U.S. Consumers levels of trust

Consumers' Levels of Trust in Information Sources



"In general, how much do you trust the information you receive from the following sources?"



Published on MarketingCharts.com in November 2020 | Data Source: Ipsos

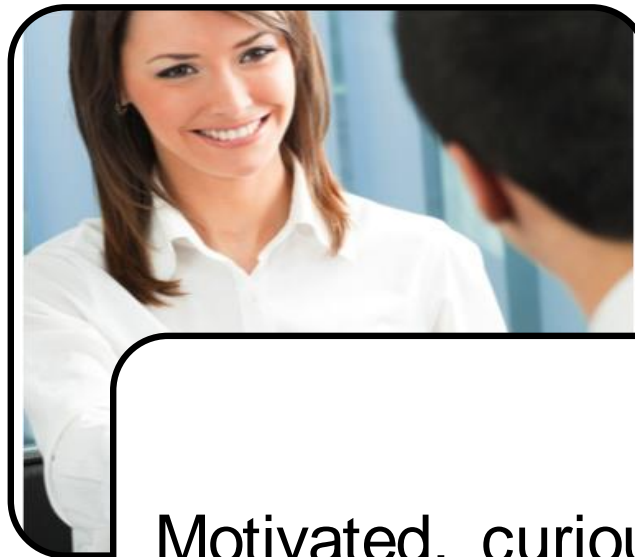
Based on an August 2020 survey of 1,111 US adults (18+) | Remaining respondents answered "neither trust nor distrust"

Think less about ***what marketing communications says*** to consumers and more about ***what it does*** for them

Engagement Through Relevance



Uninterested,
passive, skeptical,
overwhelmed
consumers



Motivated, curious,
deliberate, trusting
consumers

Customer
Engagement

Influencer marketing in the United States

- In the United States, influencer marketing is so common that the Association of National Advertisers survey in 2018 found that 75 percent of member companies currently utilize the tactic, and 43 percent planned to increase spending on it within the year.
- Marketers are working with significantly less influencers than three years ago. In 2018, a survey found that 62% of marketers activated more than 10 influencers on a single campaign. In 2021, only 31% of marketers activate that many on a program.
- Instagram Stories and TikTok are the most popular social media channels for influencer marketing.

“Earned” Influencer Strategy

Select the right influencer for the right goal for each channel:

Earned Influencer Strategy

- ▶ Up to 81% of marketers rate earned media as more effective or as effective as paid media.
- ▶ There is a great deal of synergy between public relations and earned influencer efforts. Think of influencers as members of the media who use social as their broadcast channel. Your PR team is in the best position to execute this for the same reason. They can ensure your messaging and timing is coordinated. Use their outreach skills and their social media know-how.

Paid Influencer Strategy

Paid Influencer Strategy

- ▶ When entering into a paid engagement, step one is validating that the influencer actually has the reach that they claim. Research is available on sites such as Audiense to confirm these figures, or to develop your influencer network.
- ▶ Pricing will vary based on a number of factors such as quality of content, total reach and frequency of posts. Set expectations during every paid promotion
- ▶ Lastly, be transparent!

“Owned” Influencer Strategy

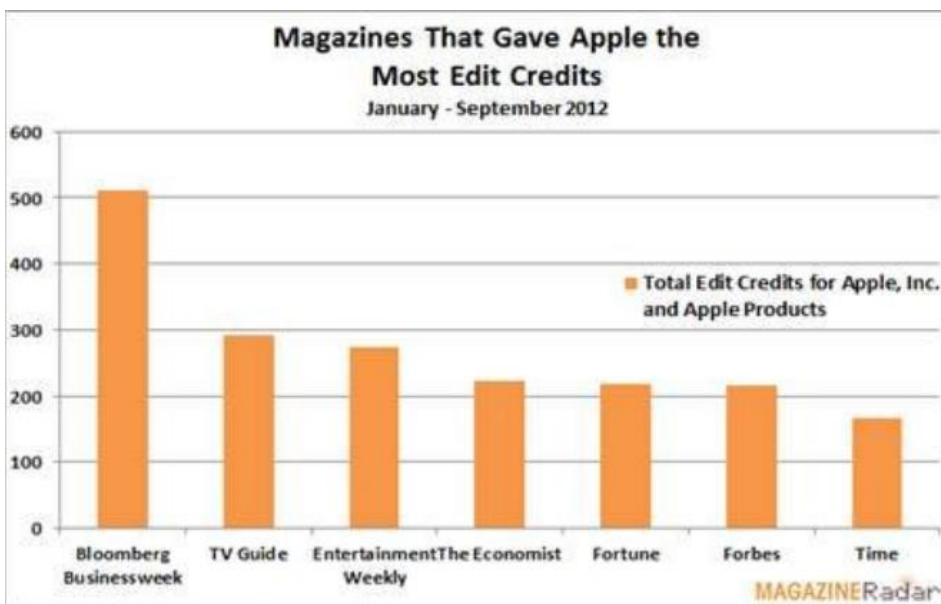
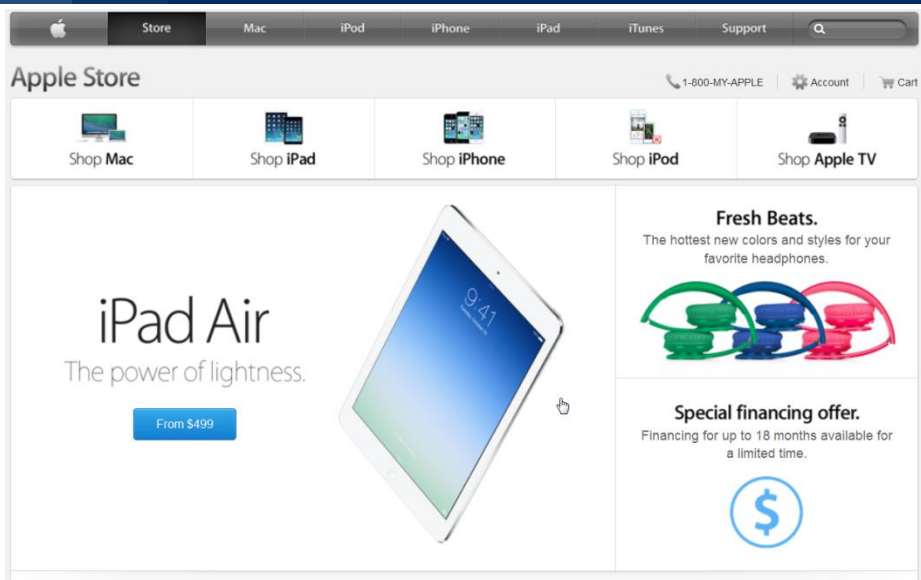
Owned Influencer Strategy

- ▶ There are several aspects to owned influencer marketing, each of them presenting their own unique opportunities:
 - **Employee Advocates** | Every business likely has a number of people inside their organization who are subject matter specialists and are passionate about topics relevant to your audience.
 - **Thought Leadership** | Thought leaders can be pre-existing in your organization in the form of executives, managers, customer service reps, board members or salespeople. Align your thought leadership programs to specific content needs by each influencer type and ensure your social content strategy speaks to each.
 - **Owned Content Channels** | Use owned content channels – such as blogs, social media pages and websites – to generate organic shares from influencers.

4) Omnichannel, omnimedia

Reach the consumer at multiple
touch points.

Reaching the customer via omni-channel

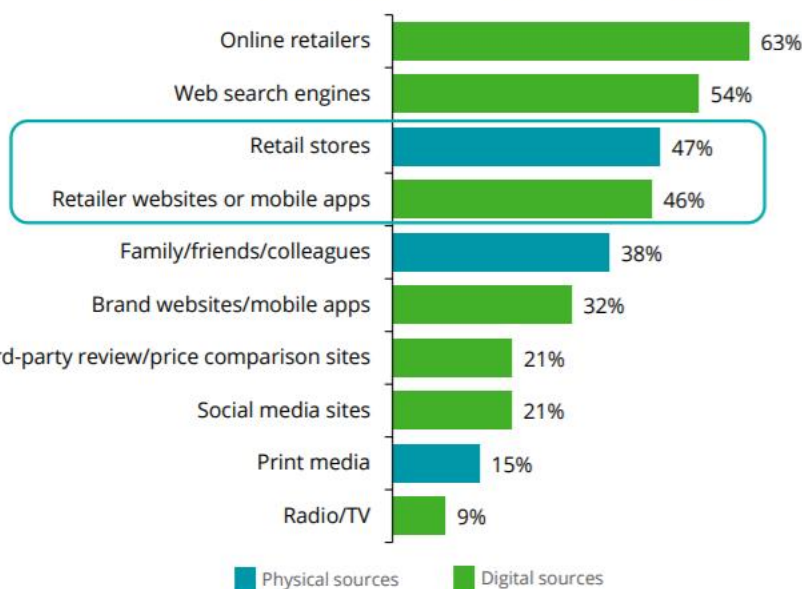


<http://www.youtube.com/watch?v=9W1pyoXpTZA>

Deloitte Study

While online players—e-commerce and search engines—take the lead on shopping research, retailers can build their advantage through cross-channel integration

Top 10 research sources for holiday shopping#



64%
shoppers

use either retail stores or their websites/mobile apps for shopping research, matching with online retailers

Most preferred research source by generation:

- **Gen Z:** Online retailers (63%)
- **Millennials:** Online retailers (61%)
- **Gen X:** Online retailers (67%)
- **Boomers:** Online retailers (62%)
- **Seniors:** Retail stores (61%)

Question: "Which of the following will you use to do research before making your holiday purchases? Please select all that apply."

Notes: Sample size (N)=4,012. # The question asked was a multiple-response question.

Generation Z and mobile

“Nearly half (47%) of Gen Z-ers use their phones while in-store to price check and contact family and friends for advice.”

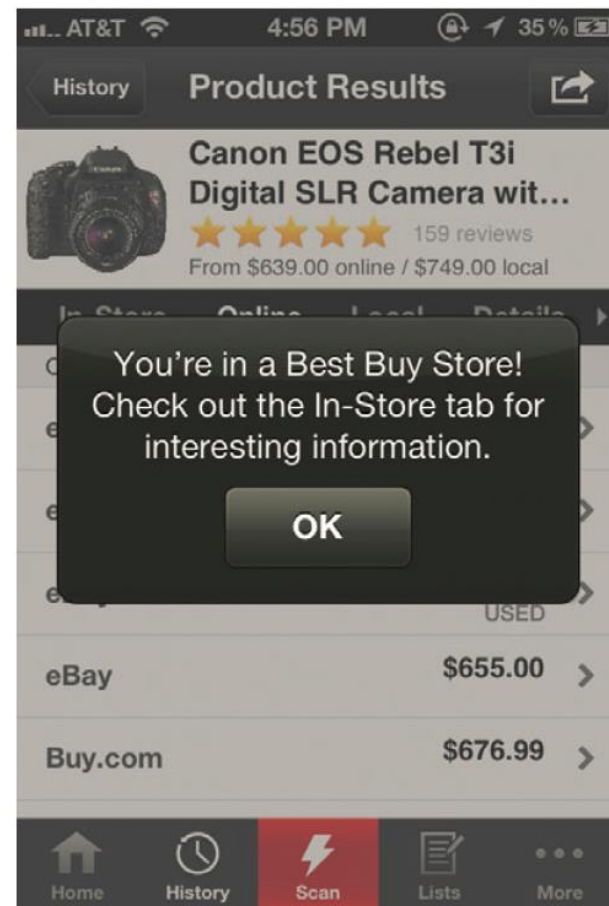
- National Retail Federation and IBM's
Institute for Business Value.



Mobile Internet Shopping

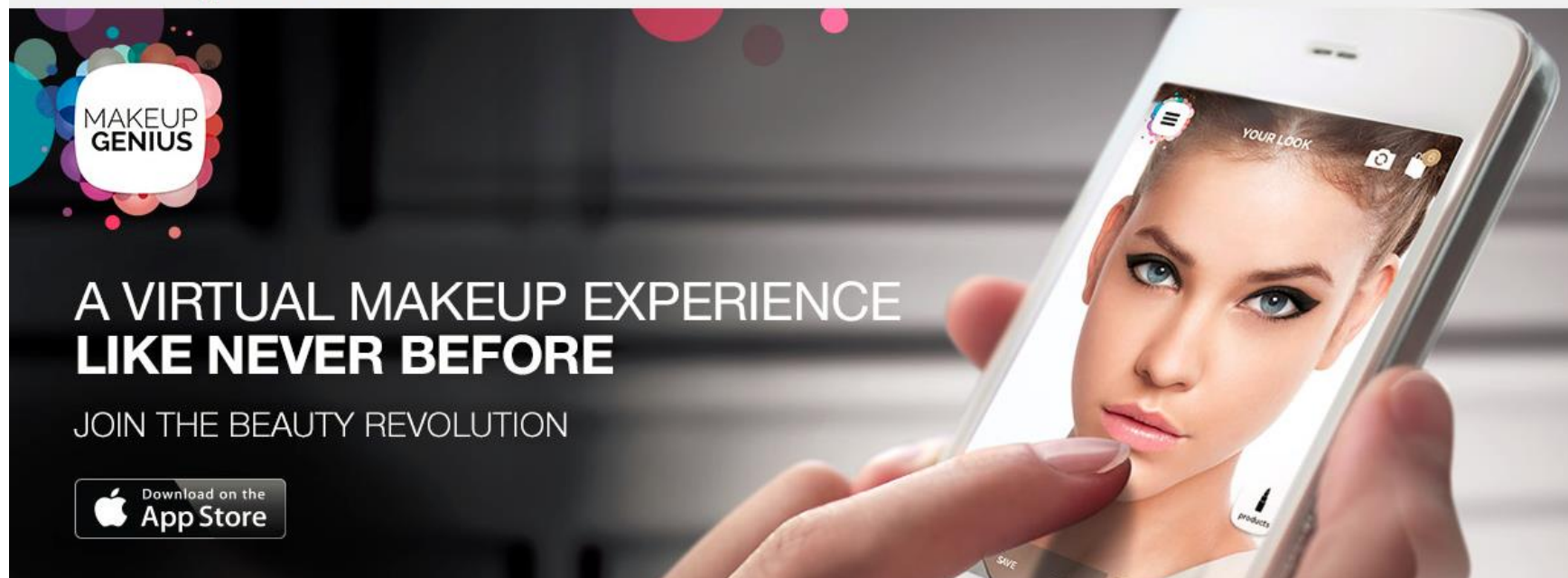
- Mobile
 - Portable
 - Location sensitive
 - Push notifications
 - Touchscreen
 - Smaller screen size
 - Apps to meet your needs
 - Shoppable apps

Advances in mobile technology are blurring the boundaries between traditional and Internet retailing.



Trial and purchase through apps

Makeup Genius



Burberry & Apple iPhone5 runway shoot

"On the runway with iPhone 5s"



<http://appleinsider.com/articles/14/02/05/apple-snips-down-iphone-5s-footage-from-burberry-fashion-show-for-new-ad>

The Digital Attention Deficit

- Consumer attention seems to be moving toward screens (mobile) where ad dollars are struggling to follow
- The companies staring down the mobile ad challenge face three acute deficits:
 - not enough data
 - not enough innovation
 - not enough screen.
- None of these barriers are insurmountable. But no free ad-supported service could succeed without overcoming all three

Amazon goes offline

Brick and Mortar bookstores and purchase of Whole Foods



“Shoppability”

“86% of respondents are already using shoppable links to allow consumers to go from inspiration to purchase instantly, showing that shoppability is a hot trend.”

Linquia 2021 survey

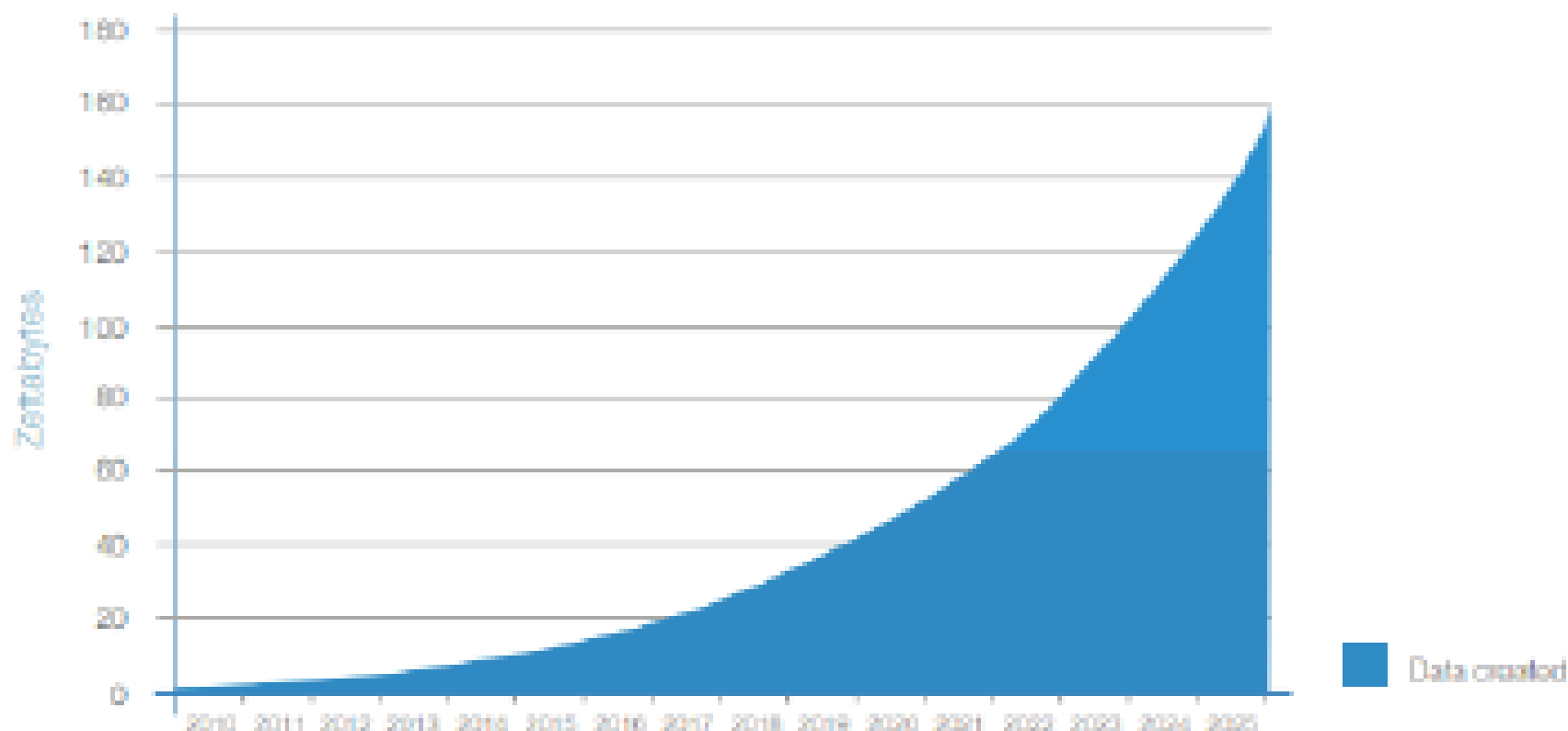
5) Learning how to use big data

“Big data is being generated by everything around us at all times. Every digital process and social media exchange produces it.

Systems, sensors and mobile devices transmit it. Big data is arriving from multiple sources at an alarming velocity, volume and variety. To extract meaningful value from big data, you need optimal processing power, analytics capabilities and skills.”

Source: IBM

Exponential growth of data



Source: IDC's Data Age 2025 study, sponsored by Seagate, April 2017

“The growth of big data is staggering. “90% of the world’s data has been created in the last two years alone and the volume of data created by U.S. companies alone each year is enough to fill ten thousand Libraries of Congress.” Source: attunity.com

How marketers can use big data

Some principal objectives:

- Learning more about customers
- “Pinpointing” customers at the right time and place
- Making marketing messaging more relevant
- Creating customer “lifetime” value
- Measuring marketing effectiveness

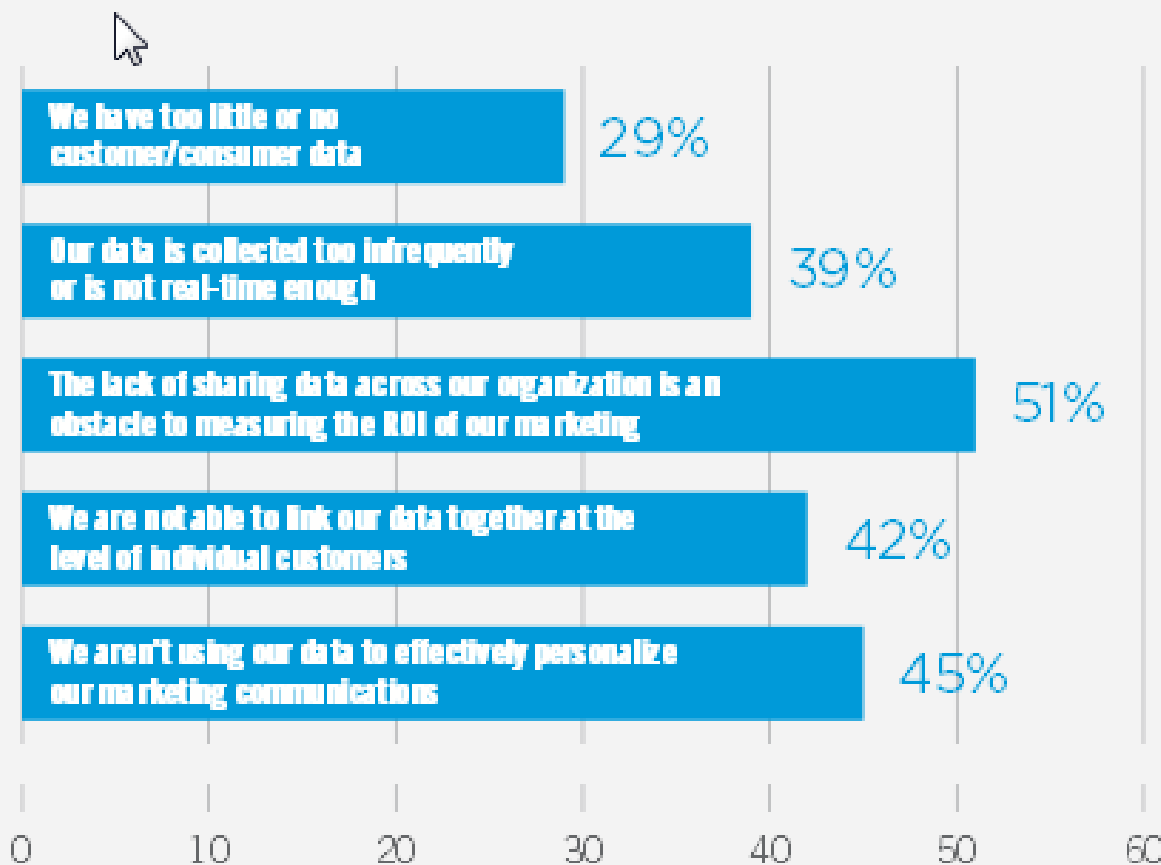
Measuring ROI continues to stymie marketers across media verticals.

Learning how to use big data

When marketers collect data, they may not be utilizing or sharing it effectively.

Table 2

Biggest challenges to use of "big data" for marketing



Learning to use big data

- Only 43% of organizations are establishing marketing budgets based on ROI analysis
- 68% of organizations base their marketing budgets in part on “historical spending” and 28% on “gut instincts”
- 22% of organizations make most of their marketing decisions with brand awareness as the principal metric

Learning to use big data

- Make coordinating your traditional and digital media a goal
- Set measurable objectives for all your campaigns
- Put ROI in stated objectives for all your campaigns
- Make sure your marketing metrics are accepted by finance
- Make sure your data is timely, actionable, linked at the customer level , and used to personalize marketing and target customers
- Share your data across your organization

6) Are digital measurements accurate?

Google: “For marketers to effectively reach their (sic) digital and mobile audience, they need a more complete picture of their ad viewability.

At Google, we’ve long advocated for an industry-standard viewability metric. And we support the IAB and Media Rating Council (MRC) definition of viewability: A minimum of 50% of an ad must be in view for a minimum of one second for display ads or two seconds for video ads.”

P&G: Questioning digital measurements

2017-18 moves by P&G, the global leader in digital media spending:

- P&G endorsement of “Media Rating Council viewability standards for digital media -- which defines display ad impressions as "viewable" if at least 50% of pixels are on-screen for at least one second and video as viewable if at least 50% of the player is on-screen for at least two seconds.”
- P&G CMO Mark Pritchard: "Time is up. We will no longer tolerate the ridiculous complexity of different viewability standards.”
- To combat digital ad fraud P&G is requiring "any entity touching digital media" it buys to get accredited during 2017 by the Trustworthy Accountability Group, a joint initiative of the Association of National Advertisers, 4As and IAB.

Media Rating Council and Interactive Advertising Bureau Digital Audience-Based Measurements

Proposed standards project led by the Media Rating Council (MRC) and sponsored by the Interactive Advertising Bureau (IAB) with the following goals:

- Provide for a consistent set of definitions for key elements of digital audience-based measurement;
- Recommend minimum disclosures which should be provided to measurement data users;
- Provide a clear statement of recommended research operating practices, quality and describe minimum requirements as well as best practices;
- Encourage experimentation and advances to improve audience research quality;
- Encourage cross-media comparability as well as comparability across countries.