

Planning Marketing Effectiveness In the Decade Ahead

Mark Ritson

Levitt Group Annual Lecture

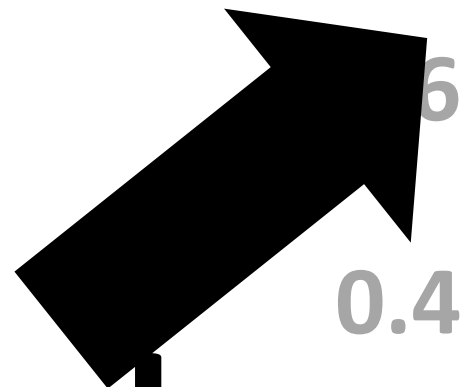


1968

5,900



Research



0.6
0.4
0.2



Does Research Increase Effectiveness?





How to Manage Brand

Diagnosis

x

Strategy

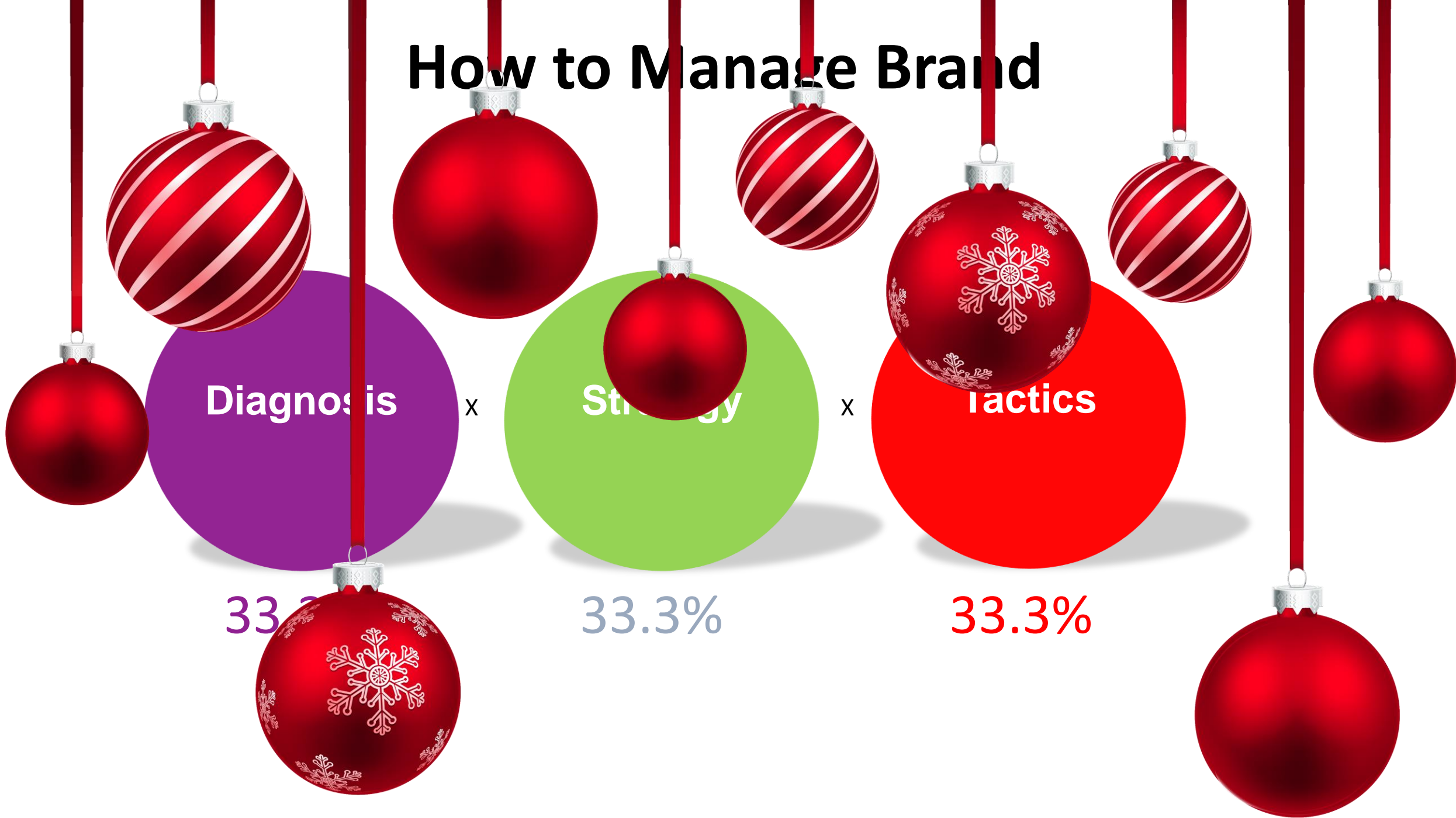
x

Tactics

33.3%

33.3%

33.3%



How to Manage Brand



Strategic Objectives

Objectives – The Signal of Strategy

**Business
Aspirations**

**Reverse sales
decline**

**Strategic
Objectives**

**Increase
Preference**
From 12% to 25%
by Dec 2019
Among 18-24 YO

**Tactical
Goals**

**Get 400,000
Social mentions**

Objectives – The Signal of Strategy

Strategic
Objective

**Increase
Consideration**
From 12% to 20%
by Dec 2019
Among 18-24 YO

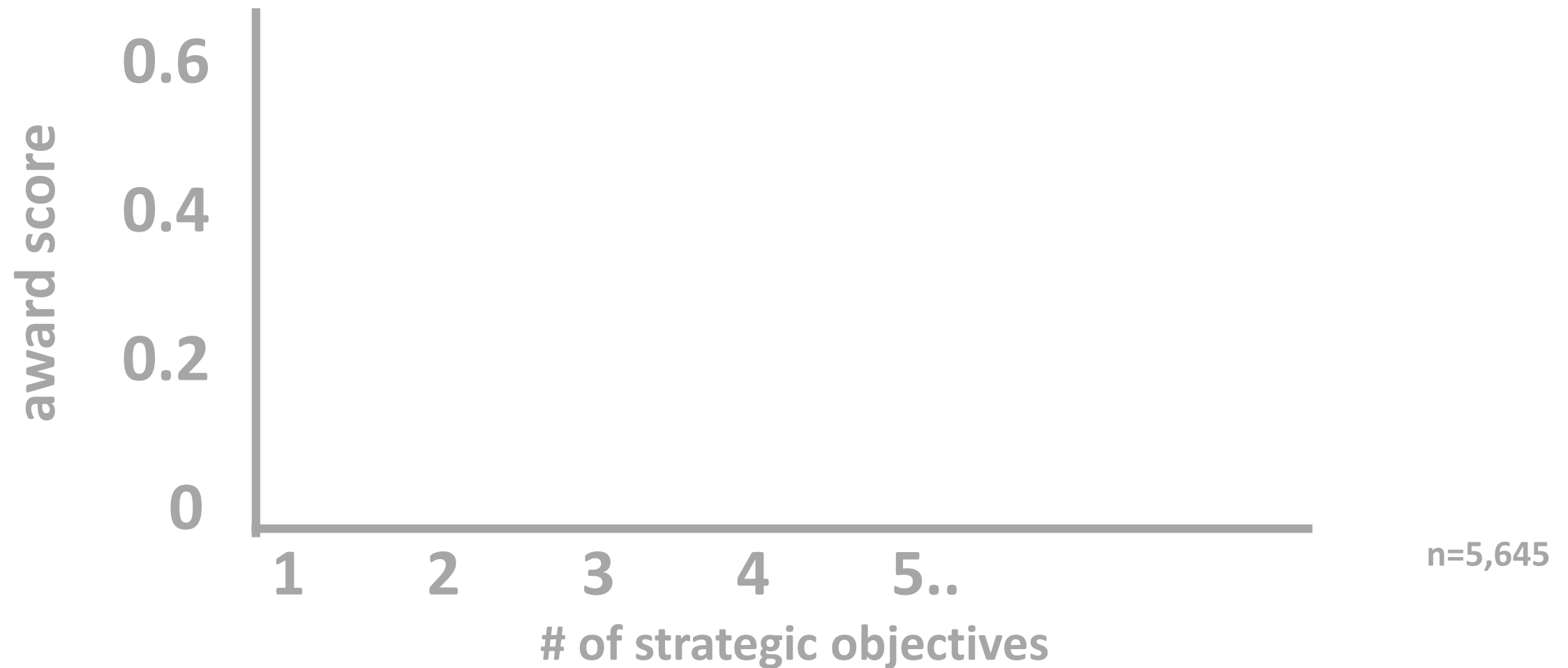
Strategic
Objectives

**Increase
Preference**
From 12% to 20%
by Dec 2019
Among 18-24 YO

Strategic
Objectives

**Increase
ReBuy**
From 22% to 35%
by Dec 2019
Among 18-24 YO

Do More Objectives = More Effectiveness



Long & Short Term

**Peter
Field**



**Les
Binet**

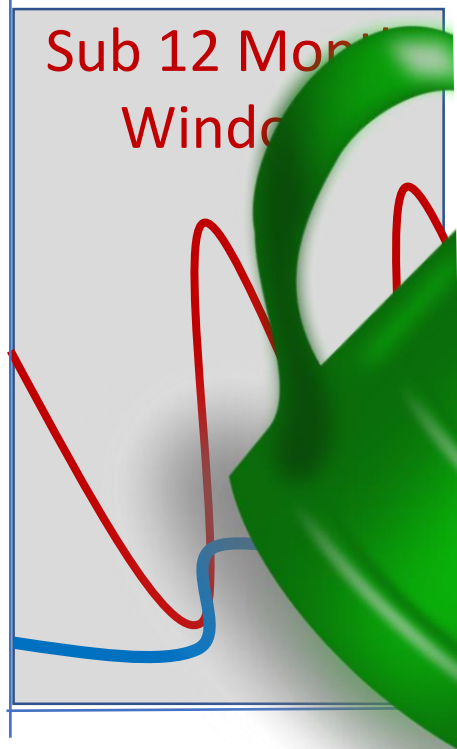


Sales Uplift over Base

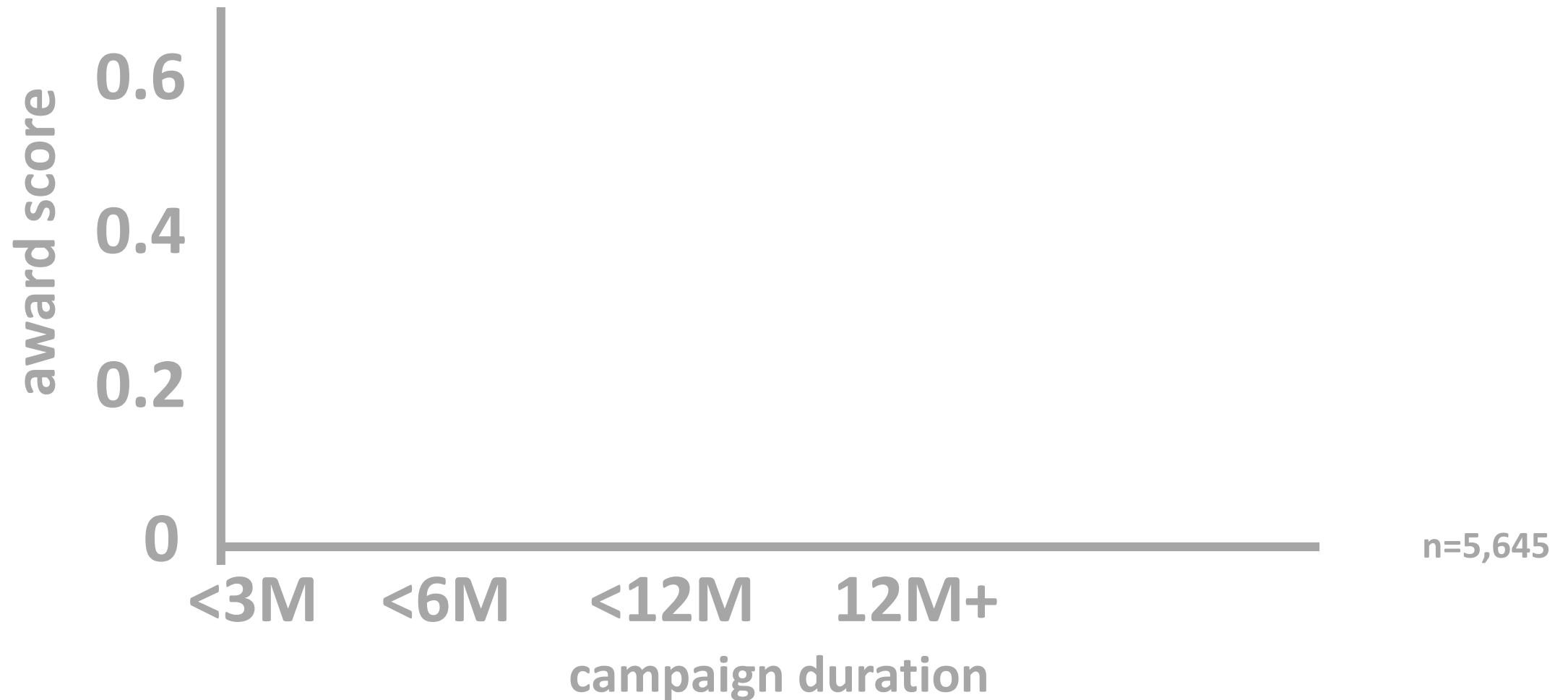
Sales activation

Short term sales uplift
but no long term growth

Sub 12 Month
Window



Is Long ~~better~~ than Short?



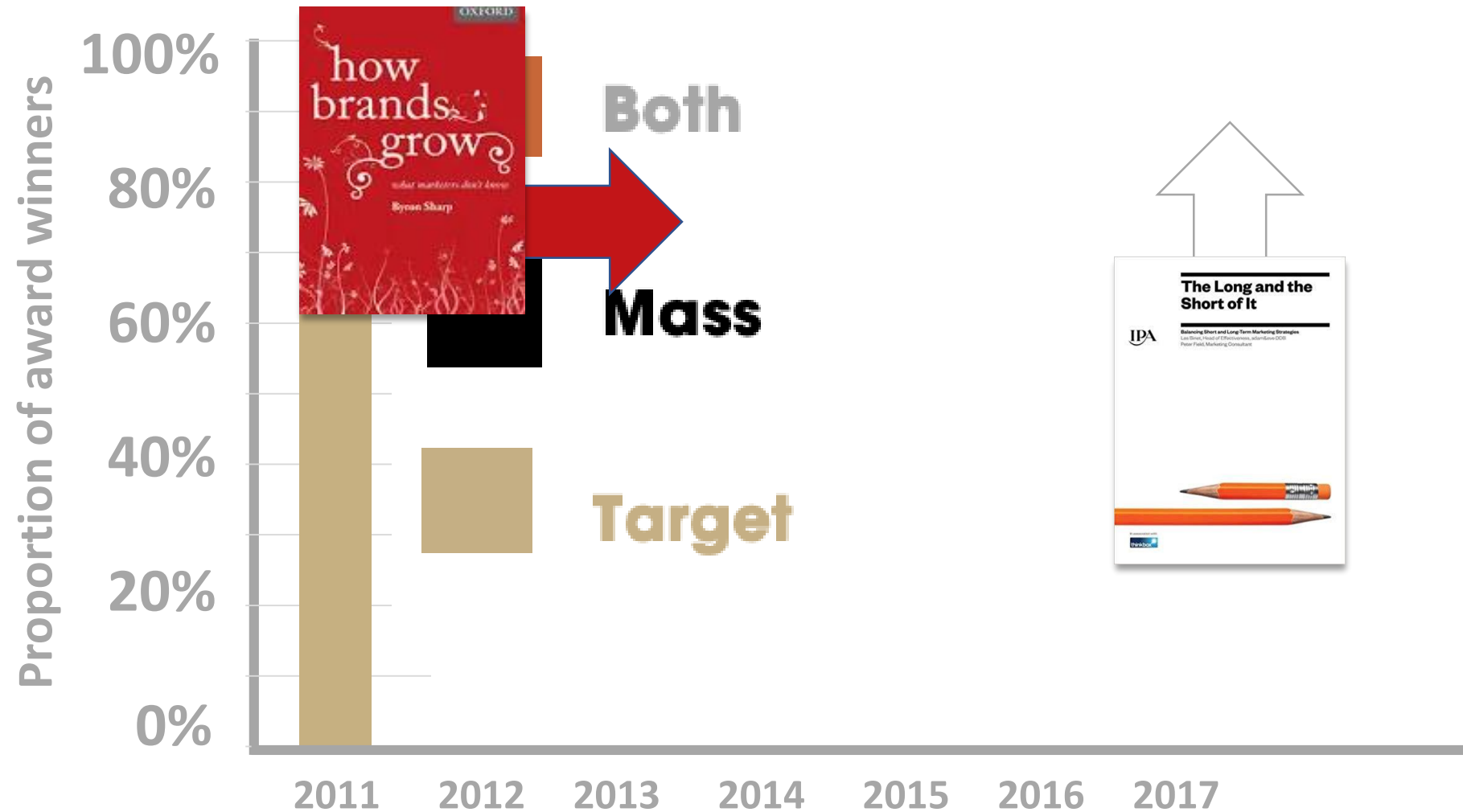


“Any idiot can do short term. Any idiot can do long term.
The trick is to do both.”

Hugh Johnston, PepsiCo CFO

Target Marketing?

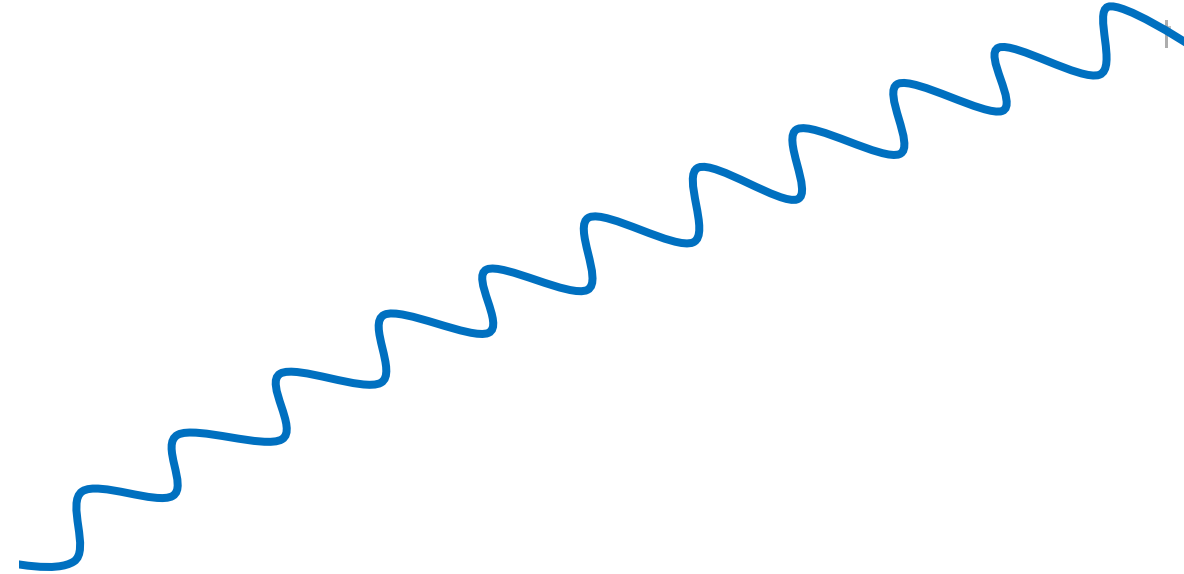
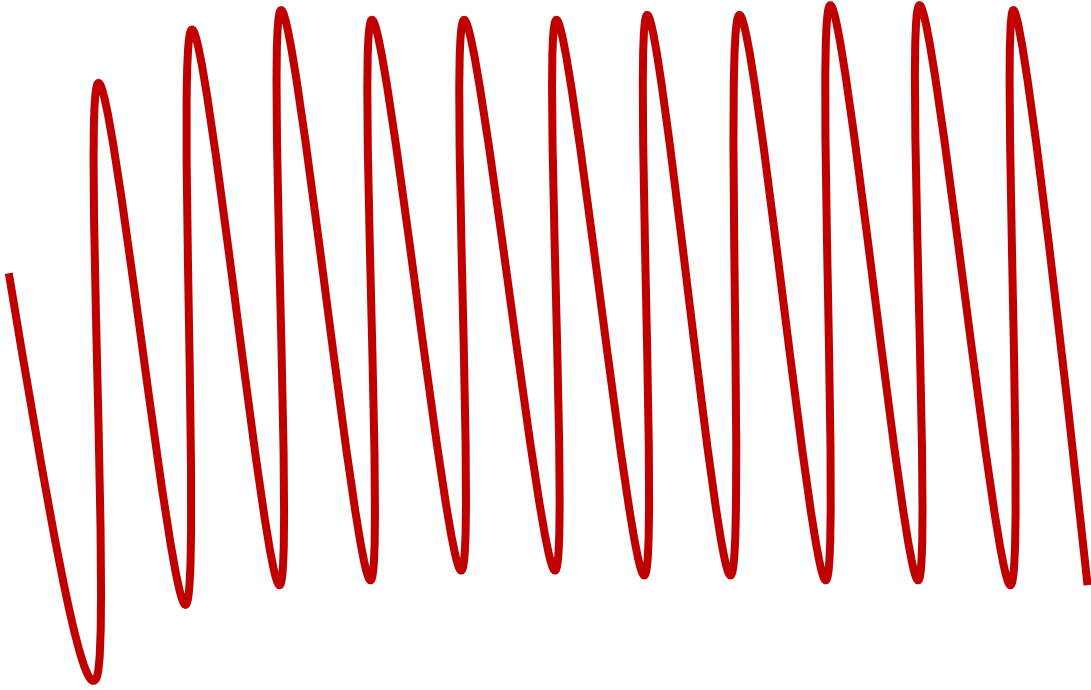
A Growth in Mass Marketing



Does Targeting ~~Beat~~ Mass Marketing?



The BIG Answer



Binet & Field, IPA Data



Products

Link the POV to Products

Rational Persuasion

Mental Availability

Sales

Masterbrand

Make the POV Famous

Emotional Connection

Cultural Resonance



Long & Short Brand Planning

Brand Building	Sales Activation
Long Term	Short Term
Creates Brand Equity	Exploits Brand Equity
Influences Future Sales	Generates Sales Now
Emotional Priming	Persuasive Messages
Brand Focus	Product Focus
Mass Marketing	Target Marketing



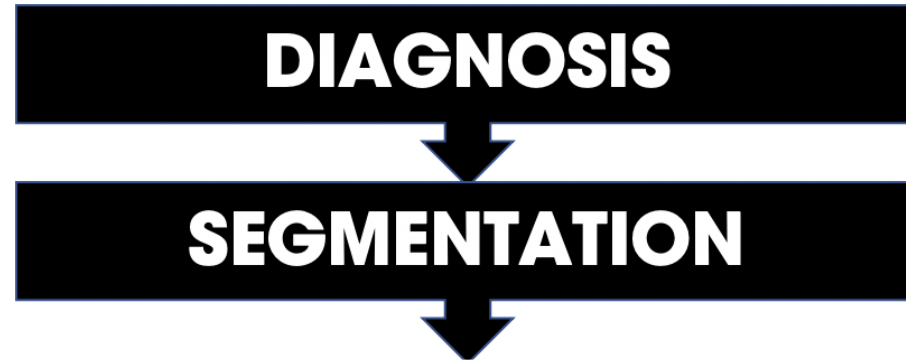
Mini MBA

in
Brand
Management



A Two Speed Brand Plan

A Two Speed Brand Plan



Media vs Creative

2011-2015 Media Focus

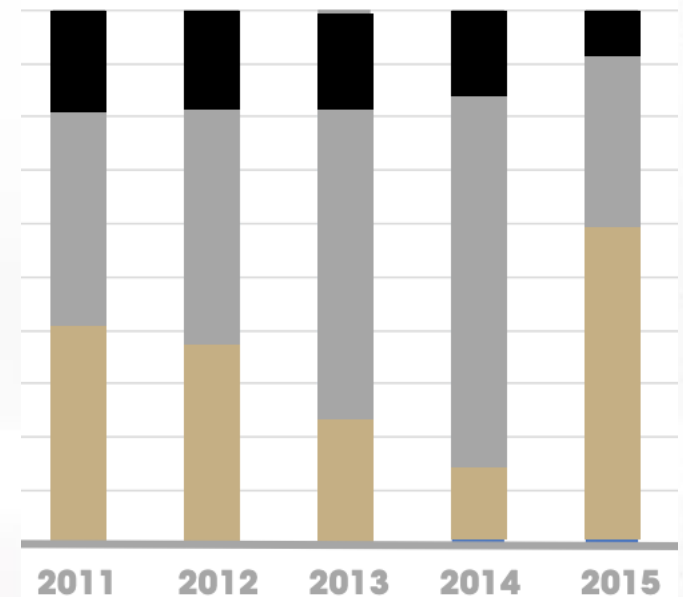




**Shit that arrives at the
speed of light, is still shit.**

David Abbott
AMV BBDO

2011-2015 MEDIA FOCUS



The Effective Power of Creative



The Effective Power of Creative



Differentiation?

Relative Differentiation

Simon Sinek



Purpose

Rosser Reeves



USP

Ries & Trout



Own a Single Idea



Relative
to...

Byron Sharp



Differentiation?

- **Salience**
- **Competitors**
- **Other Brand Associations**

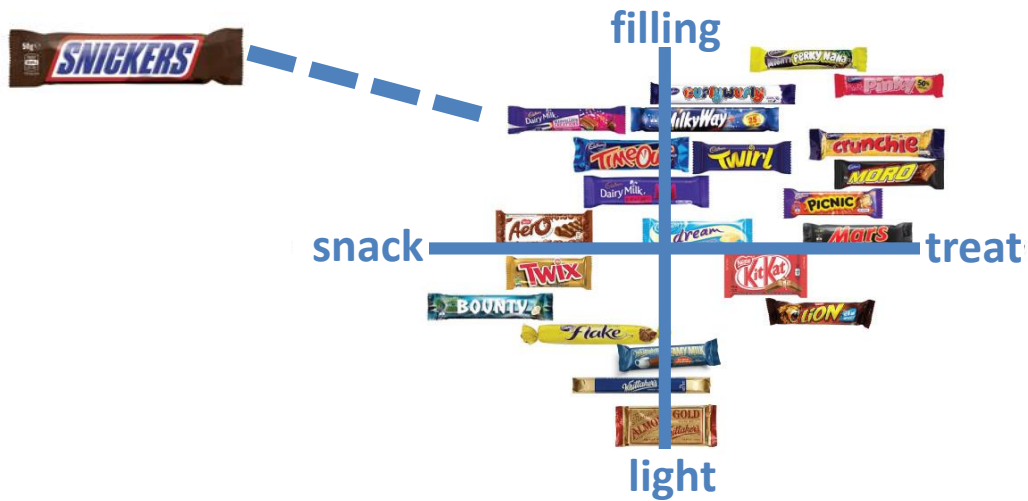
Does Differentiation Pay?



Codification

The Two D's

Differentiation?



Distinctiveness?



Differentiation?



Distinctiveness?



Differentiation?

Distinctiveness?



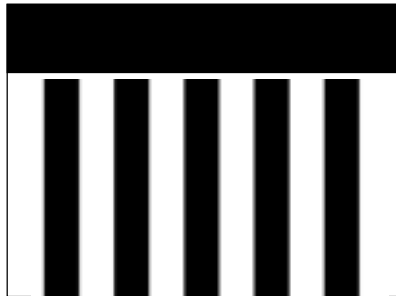
Codes

Distinctive Brand Assets = Distinctive Assets

- Logo 123
- Shapes/Patterns 124
- Colours 92
- Founders 111
- Font 110
- Packaging 109
- Characters 102
- Product Cues 100
- Locations 92
- Celebrities 87

BRANDZ

Palettes



Application



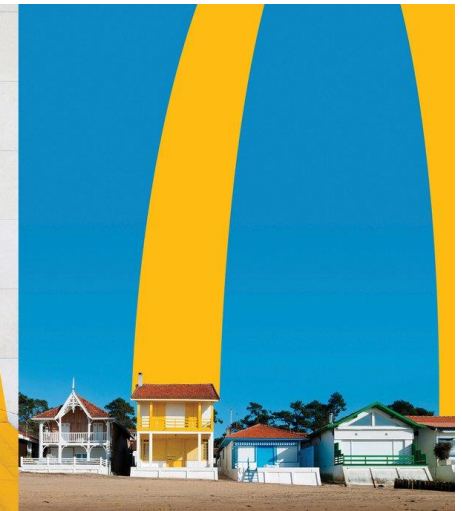
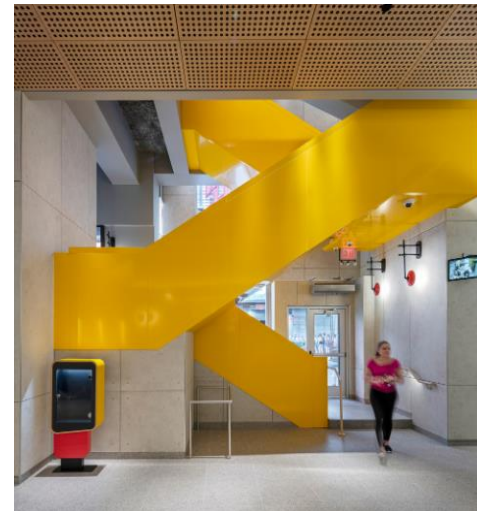
What do Codes do?

1. Maintain Salience



What do Codes do?

1. Maintain Salience
2. Shorten the last 2 feet

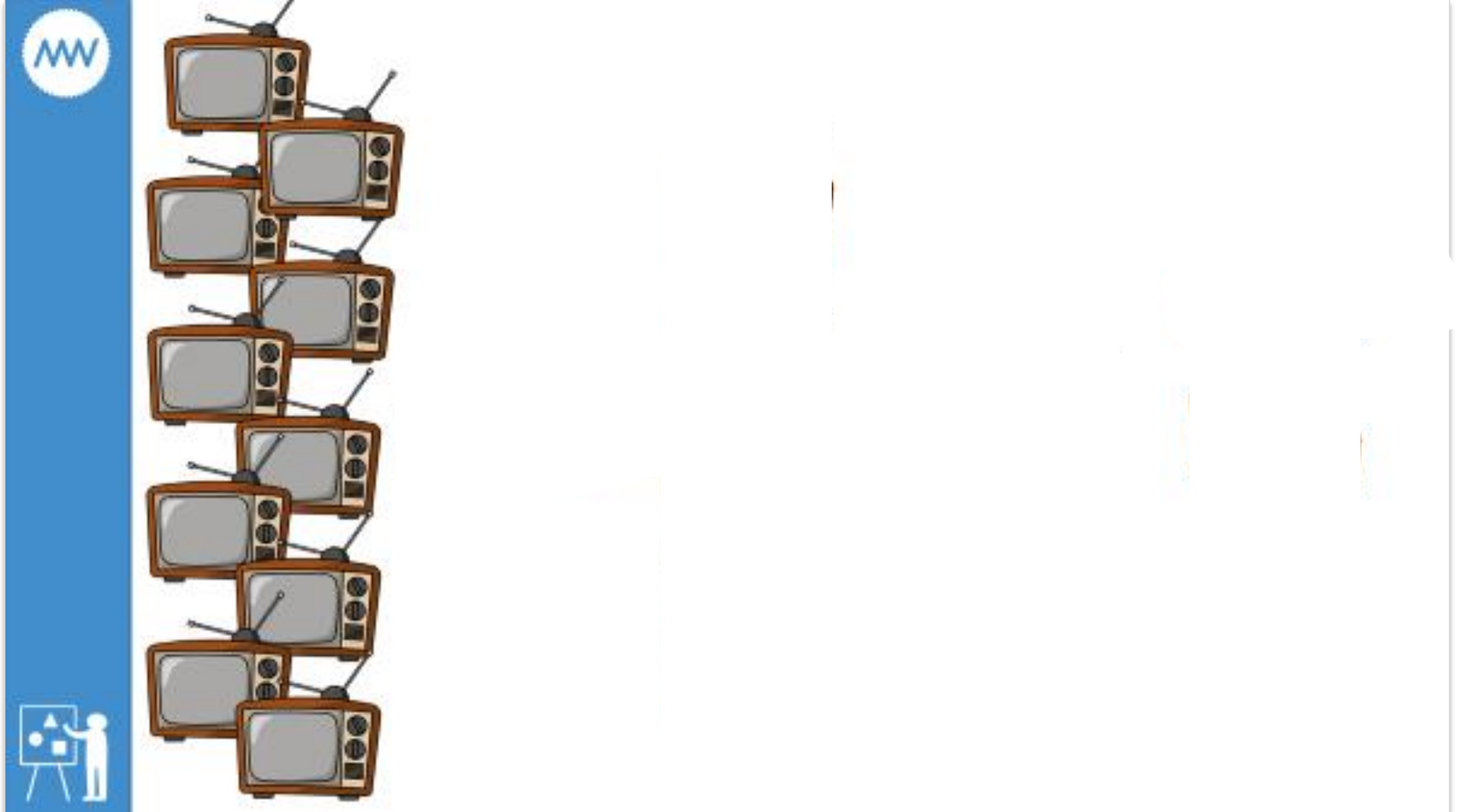


What do Codes do?

1. Maintain Salience
2. Shorten the last 2 feet
3. Advertising Linkage



What do Codes do?



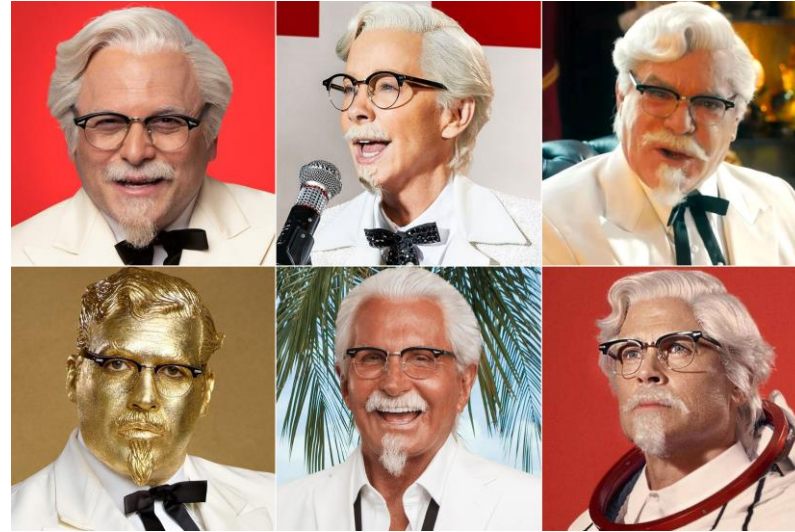
What do Codes do?

1. Maintain Salience
2. Shorten the last 2 feet
3. Advertising Linkage
4. Bolster Brand Image



What do Codes do?

1. Maintain Salience
2. Shorten the last 2 feet
3. Advertising Linkage
4. Bolster Brand Image
5. Brand Revitalisation

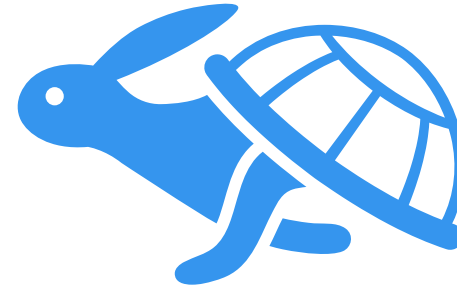






KFC®

What Do Codes Do?



1. Maintain Salience
2. Shorten the last 2 feet
3. Advertising Linkage
4. Bolster Brand Image
5. Brand Revitalisation
6. Bridge the Long & Short

Brand Building	Sales Activation
Long Term	Short Term
Influences Future Sale	Generates Sale Now
Emotional Fitting	Persuasive Messages
Brand Focus	Product Focus
Creates Brand Equity	Exploits Brand Equity



CHAMPAGNE
APPELLATION D'ORIGINE CONTRÔLÉE

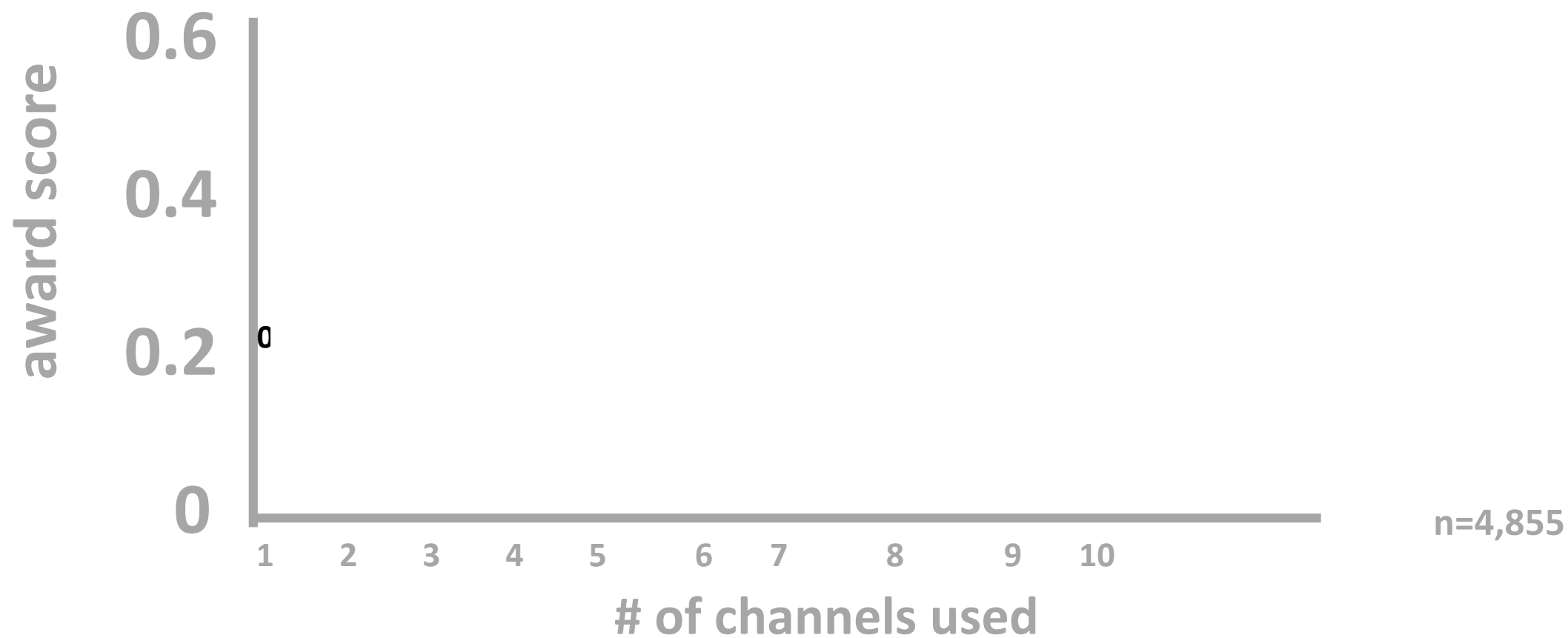


Veuve Clicquot Ponsardin®
MAISON FONDÉE EN 1772
yeu Clicquot Ponsardin
BRUT
À REIMS FRANCE

375 ML. ALC. 12% BY VOLUME

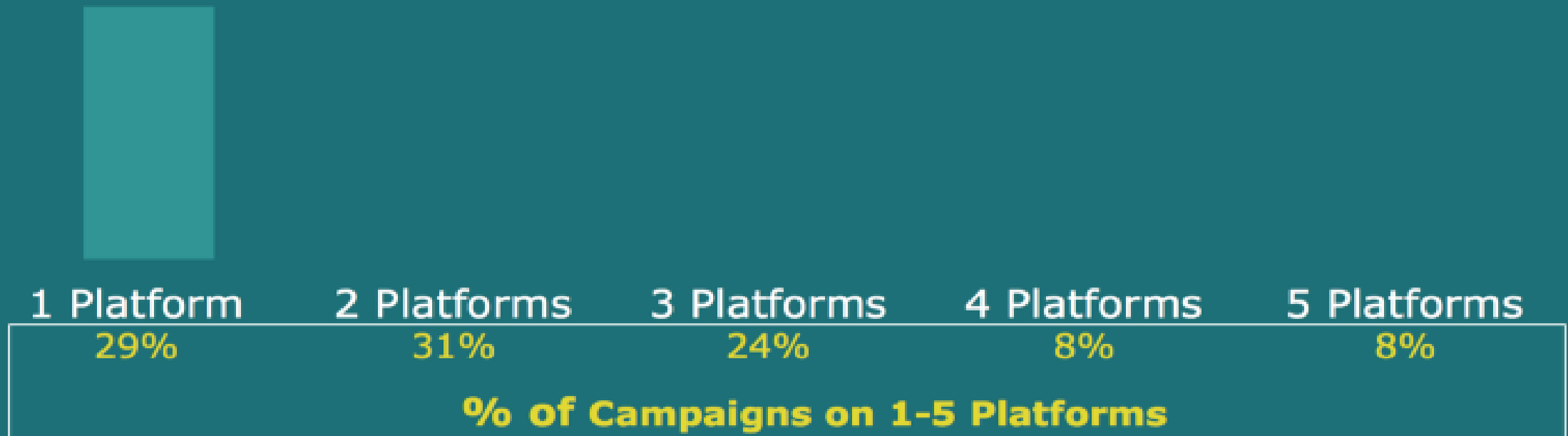
Multi-Channel

More Channels = More Effectiveness



The Synergies of Integration

Incremental ROI of Additional Platforms



Source: Analytic Partners, 2016; Analysis based on over 3,200 campaigns from 2010-2015;
Platforms include TV, Print, Radio, Display, Paid Search, Online Video, PR, Out-of-Home and Cinema

Campaign of the 2018



WE'RE SORRY

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit kfc.co.uk/crossed-the-road for details about your local restaurant.

The inside story of the great KFC chicken shortage of 2018

A fried chicken shortage has rumbled on for almost a week. And it's a crisis in logistics management

FRIDAY
21 February



Credit: Matt Cardy/Getty Images

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ch absorbs
on as 275



#NoCapitulation: How one hashtag saved the UK university strike

1 day ago



Against a torrent of digital abuse, women are taking back control

1 day ago



As Putin's reelection looms, online propaganda wars rage in Russia

2 days ago



Marketing Week @MarketingWeekEd · Mar 3
.@markritson ponders, 'what's in three little letters? Well the short answer is that they may spell out the best bit of marketing of 2018'

bit.ly/2sYNEjk



19

44

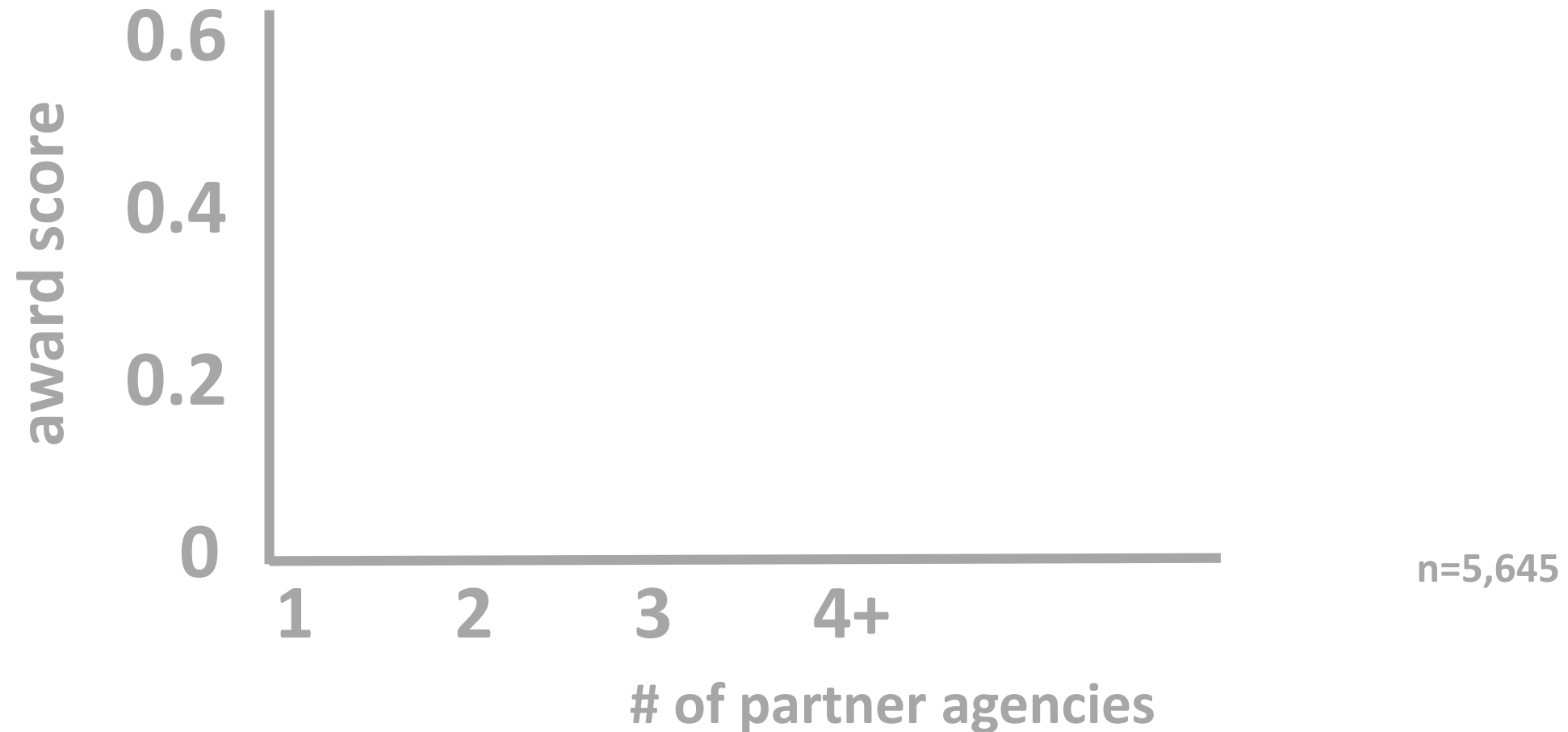


The Lost Secret Formula of Synergy



Agency Marriage

Does (agency) marriage work?



Bravery



AdAge

After the iPhone

Digital travel spending

'Priceless' restaurants

'M

THE BEST OF EXPERIENTIAL 2019

DIVE IN

Opinion →

NEW RESEARCH UNCOVERS BIGGEST DIFFERENTIATOR OF EFFECTIVE MARKETING: BRAVERY

In study of 6,000 campaigns, those that skimped on courage performed considerably less-well than those that swung for the fences

By Traci Alford. Published on July 25, 2019.



How to be Effective

**SPEND TIME ON DIAGNOSIS FIRST
TWO OR THREE SMART OBJECTIVES**



**LONG & SHORT
MASS & TARGETED**

**AIM FOR DIFFERENTIATION VIA POSITIONING
AIM EVEN MORE FOR DISTINCTIVENESS VIA CODES
AMAZING CREATIVITY
AS MANY CHANNELS AS IS EFFECTIVELY POSSIBLE
THREE LEAD AGENCIES, INTEGRATED BY THE CLIENT
COURAGE!**