

U W P D V M U N E M F  
 E R F **loud** T Y F  
 A D V E R T I S I N G  
*"don't go unnoticed"*  
 K D P N O I N E A O S

Marketing in the current economic conditions ask for new rules and innovation


**Back to Basics**

**2009 (mine)**

2009 will be, without a doubt, a year for those with courage. With commitment. Bravery and Passion.

A year for those who resist the temptation to be sucked up into the doom and gloom syndrome, but rather approach their business from a completely different and distinctive angle.

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**From the "uber-guru"**

*"It is the Foremost task and responsibility of our generation to re-imagine our enterprises and institutions, public and private."*

*-Tom Peters*

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**"Re-imagine"**

**Be flexible**  
**Don't stagnate**  
**Gone are the "silos"**  
**Changing World – Changing economy**  
**New Trends**  
**Changing Consumer**

**>Starbucks; do not sell coffee...**

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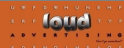
*"A man that stops advertising to save money is like a man that stops the clock to save time"*

**-Thomas Jefferson? (or at least so say an ad on Radio – which I came to hear at 11:00 on Tuesday evening , on a radio station I hardly ever listen to)**

**The messages intended for your ears would reach you by any means possible...**

**And Surprisingly so! It's back to basics!**

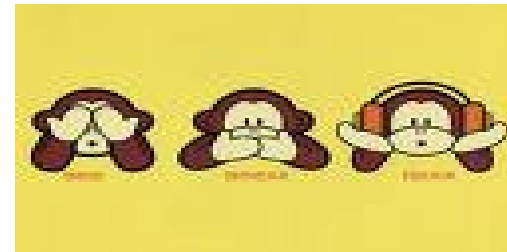
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**Hear me, See me, Speak about me**

That is the secret of Branding

Don't go unnoticed!



*"don't go unnoticed"*



... when they hear you and see you

**...more than once**

**...in more than one place**

**...in my daily environment**

**...by appealing to more than one of my senses**

**...with impact!**

**5 "touchpoints"**

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**When they speak about you ....**



### ...when they react, test and trust

- Establish the desired reaction
- Can they “believe” it?
- Living up to the promise
- You would be tested
- Honesty and transparency is now important
- It’s personal
- The “total” experience
- Perceived “value for money”

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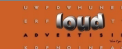
### Word of mouth

**“If you do build a great experience, customers tell each other about that. Word of mouth is very powerful.”**



*- Jeff Bezos*

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Confidence in information is based on the provider’s level of knowledge & objectivity

Dependency	Information source	Trust level
Depends on how much I trust my level of knowledge	Personal experience	Highest trust
	Physical comparison	
Depends on how much I trust them	Independent technical	
	Advice of friends	
	Retailer statement	
	Salesperson	
	Advertising/ promotion	Lowest Trust

### Are You ready??

...Conscious consumers are changing the Rules of Marketing.

In the current economy – think before they buy – evaluate the social and environmental impact of their purchases on the world in which they live.

Tend to prefer to buy from companies that reflect their values and demonstrate that they are good to people and the planet.

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## Are You ready??

"Many companies are honestly looking to engage in sustainable business practices and become more socially responsible..."

But in a world of green clutter, conscious consumers expect companies to do more than make eco-friendly claims.

They demand **transparency** and **accountability** across every level of business practice"

-Raphael Bemporad and Mitch Baranowski (BBMG)

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## 5 Values drive Conscious Consumers

**Health and Safety** – natural, organic, unmodified

**Honesty** – reliably and accurately detail product features and benefits

**Convenience** – balancing price with needs and desires and demanding quality

**Relationships** –know the source and personal interaction- Who made it? Where does it come from?

**Doing good** –concerned about the world and want to do their part to make it good

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## Insights for marketers

### Trust matters

At a time of extreme clutter (messages, labels, products) conscious consumers are prizing transparency, accountability and authenticity more than ever. Look for deeper, more meaningful relationships- a chance to participate in brands can be empowered by them,

Companies who align their values with their actions will earn enduring loyalty among conscious consumers.

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## Insights for marketers

### Self-centred Consciousness

While conscious consumers care deeply about the world around them, they prioritise issues that affect them directly. Companies offering products and services that deliver quality, affordability and sustainability will do better with conscious consumers than those that do not.

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## Insights for marketers It's a journey

Small steps can make a big difference for both companies and consumers.

Smart marketers will meet conscious consumers where they are. They will help companies back their eco-friendly promises with sincere socially responsible actions.

- Empower consumers to become brand ambassadors
- Share knowledge across communications platforms
- Enable deeper, more meaningful and mutually beneficial relationships

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**When they Believe you...**

## Getting buy-in inside the trenches

**Branding is about the logo. The slogan. The marketing campaign. The advertising (the advertising budget). But, in the end, branding is about ... CREDIBILITY. Do the 99.99 percent of your people who Work in the Trenches...Buy the Act? Do they Live It? (With Vigor.) Do they Convey It? (With Passion.)**

**-Tom Peters**

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Memorable brands- don't go unnoticed

**Hear me, See me, Speak about me**

