Strategy - Technology Therapy - 2nd opinion - Janitor
WHAT WE DO
Create data-driven marketing solutions in an era where CRM collides with addressability.

OUR EXPERTISE
1. Data-driven Marketing Solutions
2. Integrated Media Strategy & Buying, powered by Marketing Science
3. Innovation practices that challenge convention

HOW WE WORK
AGILE
Our Agile process lets us work collaboratively and in real-time with our clients to deliver the best solutions to their data, technology and marketing challenges. Our teams are set up to question, challenge, build hypotheses, test & learn – all supported by technologies and project management that assures automation and scalability.

HOW WE DO IT

OUR TENETS
- Imagination: Challenging the Fundamentals
- Intelligent Scale: Tech Meets Clout
- Open Standards: What We Have, You Have
- Empowerment: Powering Brands with Data
- Agility: In Process and Decision-Making

*
Marketing 2019
The digital Customer decision journey: On-Demand & Self-service is great service!!!
Show me the money!
Effectiveness issue

CAMPAIN EFFECTIVENESS HAS FALLEN (FIGURE 47)

Source: IPA Databank, 1998-2016 cases

BRAND BUILDING AND SALES ACTIVATION WORK OVER DIFFERENT TIMESCALES (FIGURE 52)

SALES UPLIFT OVER BASE

TIME

SALES ACTIVATION / SHORT-TERM SALES UPLIFTS | BRAND BUILDING / LONG-TERM SALES GROWTH
Attention Deficit Disorder
Ads gives me inspiration to buy

Mark Ritson: Accept it, people hate ads – yes, all of them

Marketers delude themselves into believing consumers like ads, but by accepting they don’t you’ll better understand how to make an effective one.

By Mark Ritson 11 Apr 2019 3:03 am

Attend enough marketing conferences and all of them start to feel essentially the same.

A slightly greying creative director in black jeans shares his stories of big agency success. A pecky CMO from overseas tells you about the power of purpose and how she harnessed it to generate 900% something something. Then a big keynote from someone you have never heard of, but assume you are supposed to, involves him sharing his ads and proves empty to the point of tedium.
WHAT MARKETING TOUCHPOINT DROVE THE SALE?

OUR INGENIOUS ADVERTISING CAMPAIGN
AGENCY

OUR LINK ON A TRENDING KEYWORD
SEARCH

OUR TWEET OF DANCING CATS
SOCIAL

A B-LIST CELEBRITY RETWEETING OUR TWEET OF DANCING CATS
INFLUENCER

OUR POP-UP AD THAT IS NEARLY IMPOSSIBLE TO CLOSE
MOBILE

OUR LOGO IN A STORE MAILER
PROMOTION

I DUNNO, THEY WERE OUT OF WHAT I WANTED
CONSUMER

© marketoonist.com
Installing a measurement culture

"Everything we hear is an opinion, not a fact. Everything we see is a perspective, not the truth."

-Marcus Aurelius
“With Great Data comes Great Responsibility”

Digital Outcome Obsession => “Dashboarding”
Short-termism, forgetting the consumer

The proportion of total profit revealed by attribution modelling and econometrics (Fig. 21)

The majority of advertising returns (58%) occur in the long term.

Source: ‘Profit Ability: the business case for advertising’, Nov 2017
Gain Theory Long-Term ROI study

18% Attribution Modelling
42% Short-Term Econometrics
100% Long-Term Studies
Improve CX by connecting channels and customer journeys, driven by data

Omnichannel – when customer journey can be met on all channels

Automation

Customer Journey

Channels

Personalisation – when the message on the channel fits customer journey

= Customer Experience (CX)
Marketing Across Channels

OWNED CHANNELS

Owned Media

Owned Data

PAID CHANNELS

Facebook, Google, TV etc

Platform- & partnerdata

Integration

Fusion

Activation
Connecting the Channels & Journeys with the things…

CRM & MEDIA & THINGS COLLIDE

Data  Media  IOT

New channel

More Data
The evolving role of the agency…
The Science

Connecting. Connections

The Heart
Marketing & IOT
IOT topics right now – Find Waldo From Marketing
IOT - Smart Speakers & assistants

What Activities Are US Smart Speaker Users Conducting on Their Smart Speakers?
% of respondents, Jan 2019

<table>
<thead>
<tr>
<th>Activity</th>
<th>Use daily</th>
<th>Use monthly</th>
<th>Have ever tried</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listen to streaming music service</td>
<td>38.2%</td>
<td>69.9%</td>
<td>83.0%</td>
</tr>
<tr>
<td>Ask a question</td>
<td>36.9%</td>
<td>66.0%</td>
<td>84.0%</td>
</tr>
<tr>
<td>Check the weather</td>
<td>35.6%</td>
<td>61.4%</td>
<td>80.1%</td>
</tr>
<tr>
<td>Set an alarm</td>
<td>23.5%</td>
<td>41.8%</td>
<td>62.4%</td>
</tr>
<tr>
<td>Control smart-home devices</td>
<td>23.5%</td>
<td>33.3%</td>
<td>45.8%</td>
</tr>
<tr>
<td>Set a timer</td>
<td>22.9%</td>
<td>46.7%</td>
<td>62.4%</td>
</tr>
<tr>
<td>Listen to radio</td>
<td>21.2%</td>
<td>40.5%</td>
<td>54.9%</td>
</tr>
<tr>
<td>Use a favorite Alexa skill/Google action</td>
<td>18.3%</td>
<td>35.0%</td>
<td>48.7%</td>
</tr>
<tr>
<td>Listen to news/sports</td>
<td>13.4%</td>
<td>26.8%</td>
<td>43.8%</td>
</tr>
<tr>
<td>Check traffic</td>
<td>11.8%</td>
<td>22.9%</td>
<td>36.9%</td>
</tr>
<tr>
<td>Call someone</td>
<td>11.4%</td>
<td>23.5%</td>
<td>40.2%</td>
</tr>
<tr>
<td>Access my calendar</td>
<td>11.4%</td>
<td>21.2%</td>
<td>31.7%</td>
</tr>
<tr>
<td>Listen to podcasts and other talk formats</td>
<td>11.1%</td>
<td>26.5%</td>
<td>39.9%</td>
</tr>
<tr>
<td>Play game or answer trivia</td>
<td>10.8%</td>
<td>29.1%</td>
<td>48.0%</td>
</tr>
<tr>
<td>Search for product info</td>
<td>10.8%</td>
<td>27.8%</td>
<td>41.2%</td>
</tr>
<tr>
<td>Message someone</td>
<td>10.5%</td>
<td>16.3%</td>
<td>30.4%</td>
</tr>
<tr>
<td>Find a recipe or cooking instructions</td>
<td>7.8%</td>
<td>26.1%</td>
<td>40.2%</td>
</tr>
<tr>
<td>Make a purchase</td>
<td>3.9%</td>
<td>15.0%</td>
<td>26.1%</td>
</tr>
</tbody>
</table>

How Do US Digital Device Users Purchase Products?
% of respondents, by age, Dec 2018

<table>
<thead>
<tr>
<th></th>
<th>18-22</th>
<th>23-34</th>
<th>35-49</th>
<th>50-64</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit store in-person</td>
<td>37%</td>
<td>44%</td>
<td>43%</td>
<td>57%</td>
<td>49%</td>
</tr>
<tr>
<td>Online marketplace</td>
<td>34%</td>
<td>48%</td>
<td>47%</td>
<td>48%</td>
<td>48%</td>
</tr>
<tr>
<td>The brand’s website</td>
<td>29%</td>
<td>43%</td>
<td>44%</td>
<td>45%</td>
<td>44%</td>
</tr>
<tr>
<td>The brand’s mobile app</td>
<td>29%</td>
<td>25%</td>
<td>19%</td>
<td>9%</td>
<td>16%</td>
</tr>
<tr>
<td>Over the phone</td>
<td>20%</td>
<td>18%</td>
<td>12%</td>
<td>6%</td>
<td>11%</td>
</tr>
<tr>
<td>Smart speakers/voice assistants</td>
<td>17%</td>
<td>17%</td>
<td>11%</td>
<td>5%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Note: use digital devices such as desktop/laptop, smartphone or tablet
Source: Adobe, “2019 Adobe Brand Content Survey” in partnership with Advatis, Feb 13, 2019

Reasons that US Internet Users Will Not Shop on Smart Speakers, Nov 2018
% of respondents

<table>
<thead>
<tr>
<th>Reason</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Like to see what they buy before a purchase, even if it’s just a digital picture</td>
<td>51%</td>
</tr>
<tr>
<td>Worried about the privacy of personal information</td>
<td>48%</td>
</tr>
<tr>
<td>Worried about the security of payment information</td>
<td>46%</td>
</tr>
</tbody>
</table>

Note: ages 18+
Source: RetailMeNot, “The 2019 Retail Marketing Playbook,” Jan 24, 2019
IOT – Filtering the world with Voice Search

One shot answers – 10x blue PC, 5x mobile, to position 0
Navigating the assistant: Sprechen sie Kühlschrank?

It's more than a fridge, it's the Family Hub

Make your kitchen the center of your home. With Family Hub, you can shop for food, organize your family's schedules, entertain, and even see who's at the door—all right from your fridge.
IOT – Connected Cars etc.
McDonald's $300 Million Tech Deal Will Revolutionize Menus

By Leslie Patton
March 25, 2019, 11:24 PM GMT+1 Updated on March 26, 2019, 3:13 PM GMT+1

► Dynamic Yield to create personalized menu boards for diners
► Technology is ‘critical element’ of growth plan, CEO says

Chains like McDonald's are raising prices to offset rising costs, but that's likely to only drive more customers to home cooking.

Bloomberg
Distinctiveness + Purpose + Technology

Brand building in a noisy world…
Branding in Texas
Branding i Texas

Texas and Southwestern Cattle Raisers Association
TEXAS BRAND REGISTRATION

How To Design A Brand

The best rule to follow is to keep the image simple. Simple brand designs are easier to read and are less painful for the livestock.

A brand design consists of 2 or more symbols. Many brands have 3 units in the design. Few brands have more than 3 units.

Brands records include the design of the brand and its position on the livestock.

Left or right:

Brands are based on 4 kinds of marks, used alone or in combination:
- Letter of the alphabet
- Numbers
- Lines and circles
- Pictures
MARK AND BRAND APPLICATION

THIS FORM MUST BE SUBMITTED TO THE COUNTY CLERK IN THE COUNTY IN WHICH YOUR LIVESTOCK RESIDE

THE EFFECTIVE DATE OF THIS APPLICATION IS AUGUST 31, 2011 TO AUGUST 31, 2021
THE RENEWAL PERIOD FOR THIS BRAND IS AUGUST 31, 2021 TO FEBRUARY 28, 2022

This form shall only be used to record a single brand or mark for one or more locations on an animal.

Please print or type information (* Required information):

The undersigned hereby makes application for the registration and recording of the following mark(s) and/or brand(s) by the County Clerk of * County, Texas:

* New: □ Renewal: □ Release: □ Transfer: □

Contact Information:

* Owner/Agent: ________________________________
Ranch/Business Name: _________________________
* Address: __________________________________
* City: __________________* State: ________* Zip: ________
Phone: __________________ Email: ______________

Brand/Mark Information:  Male: □ Female: □
* Specie: Cattle: □ Horse: □ Swine: □ Sheep: □ Goat: □ Ear Marks Only: □

Volume/Book: __________ Page: ______ Cert#: ______

BRAND

Draw the Brand
If multiple brands, please use additional application.

MARK

Right Ear

Left Ear

* Brand Location on Animal: □ Left □ Right

All Locations

Shoulder

Side/Rib

Flank

Hip/Loin

Thigh

Jaw/Face/Nose

Tail/Back

Other:

Electronic Chip#: __________________

Tattoos: ____________________________
Brand building in a noisy world

Emotions & Mental availability

Easier to remember/ Mental Associations

Lexical Associations

- Four legs
- Stripes
- Eats Grass

Colors

- Optimism
- Friendly
- Excitement
- Creative
- Bold
- Trust
- Peaceful
- Balance
- Health
- Diverse
- Diversity
- Skyscraper
- Google
- UPS
- Canon
- Oreo
- Amazon
- McDonald's
- Apple
- Nike
- Sony
- Coca-Cola
- Netflix
- INNO-OUT
- Southwest

Experiences

SoulCycle

Patagonia

Disney

Amazon
'A brand’s availability varies across situations, so higher mental availability means being easily noticed and/or thought of in many different buying situations.

...A brand’s mental availability refers to the probability that a buyer will notice, recognize and/or think of a brand in buying situations. It depends on the quality and quantity of memory structures related to the brand.

...So this is much more than awareness, whether that is top-of-mind awareness, recognition or recall.'

Dr. Byron Sharp,
Professor of Marketing Science, University of South Australia,
Director, Ehrenberg-Bass Institute for Marketing Science,
Forfatter til "How Brands Grow"
In a world of Icons & Contactless (and soon cardless)

In a world of voice only

“Reinvention in the digital age calls for modern simplicity”
Mental effort, I would argue, is relatively rare. Most of the time we coast.

Daniel Kahneman on how we process the world
Branding Texas
It is called "paying attention" for a reason...
“Shit that arrives at the speed of light is still shit”

*David Abbott on the role of creative in a real time advertising world*
Reciprocity & Relevance - PerMission Impossible?

GDPR is not a joke! (but it is funny…)

• Do you know a good GDPR consultant?
  - Yes!
  Can you give me his email address?
  - No!
AI, VR, IOT, eCOM...all in one...
Questions?