



MarkIoTing

18. June 2019



Hearts & Science



Strategy - Technology Therapy - 2nd opinion - Janitor

WHAT WE DO

Create data-driven marketing solutions in an era where CRM collides with addressability.

OUR EXPERTISE



**Data-driven
Marketing
Solutions**



**Integrated Media
Strategy & Buying,
powered by
Marketing Science**



**Innovation
practices that
challenge
convention**

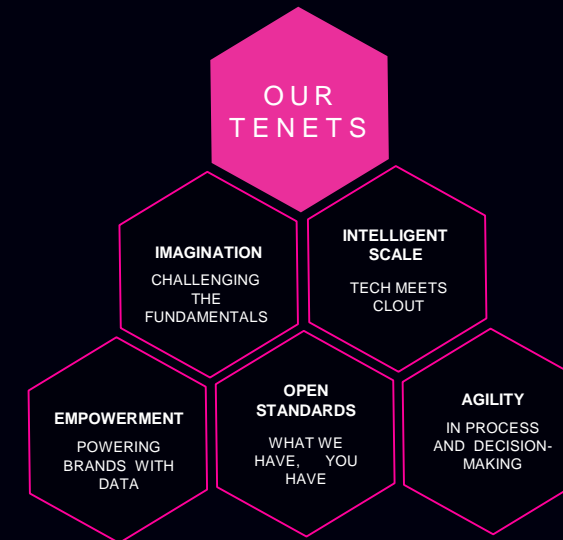
HOW WE WORK



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



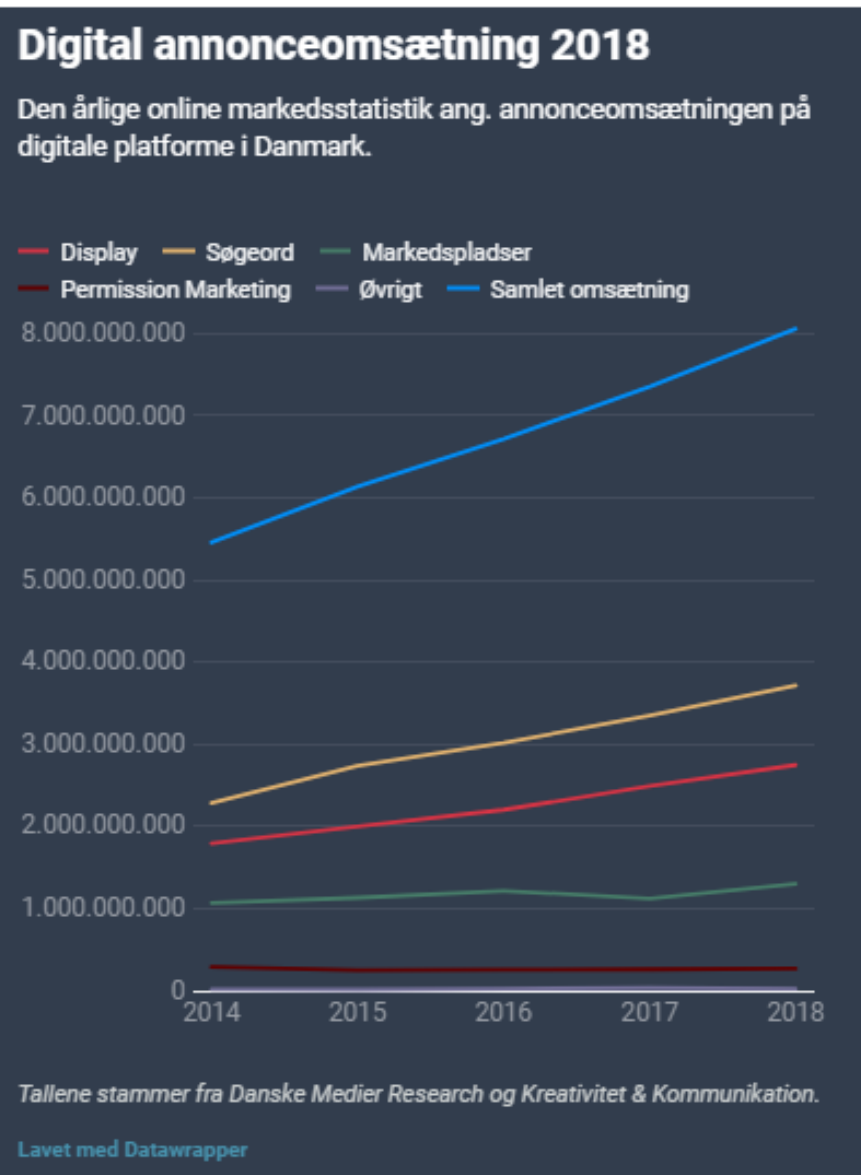
Marketing 2019



The digital Customer decision journey: On-Demand & Self-service is great service!!!

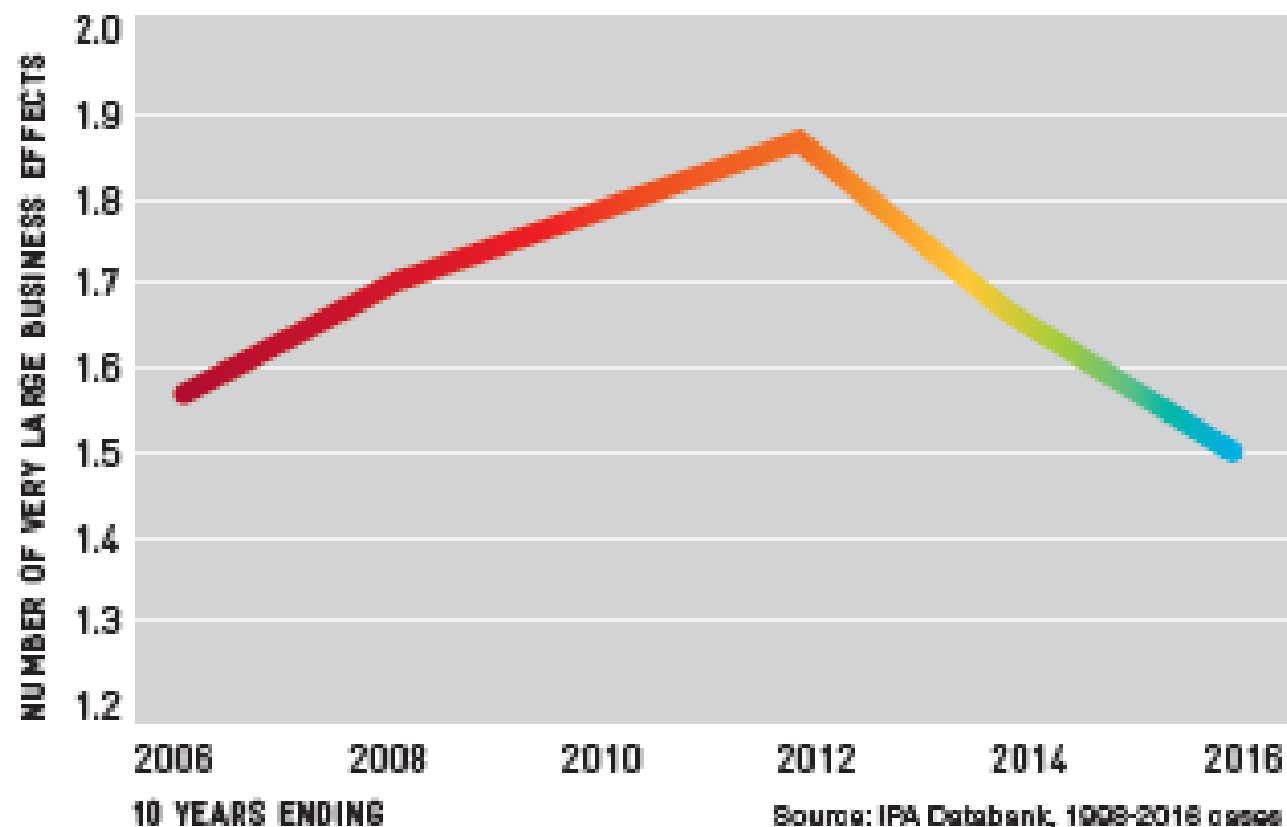


Show me the money!

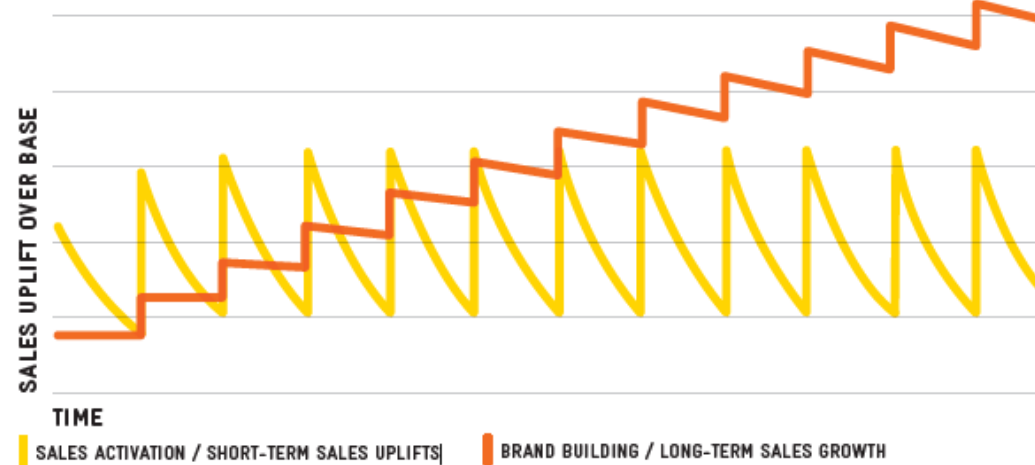


Effectiveness issue

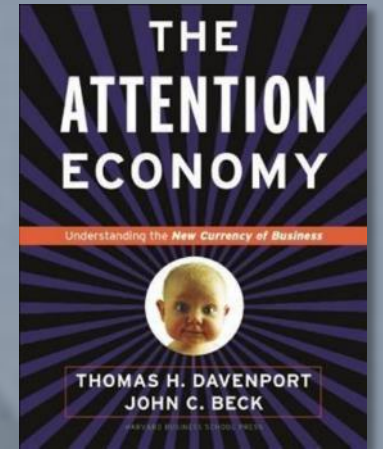
CAMPAIGN EFFECTIVENESS HAS FALLEN (FIGURE 47)



BRAND BUILDING AND SALES ACTIVATION WORK OVER DIFFERENT TIMESCALES (FIGURE 02)



Attention Deficit Disorder



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.

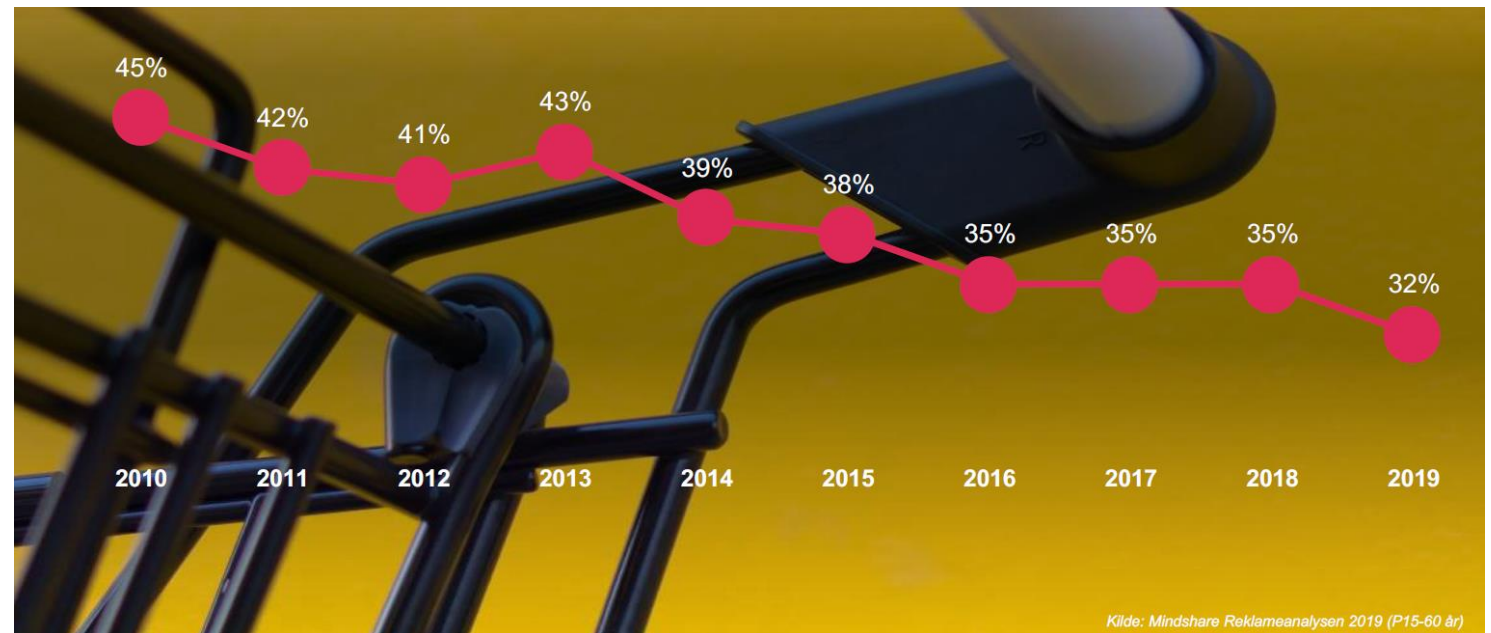
By Mark Ritson 11 Apr 2019 7:00 am



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 perky 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.

Ads gives me inspiration to buy



WHAT MARKETING TOUCHPOINT DROVE THE SALE?

OUR INGENUOUS
ADVERTISING
CAMPAIGN



AGENCY

OUR LINK ON
A TRENDING
KEYWORD



SEARCH

OUR TWEET OF
DANCING
CATS



SOCIAL

A B-LIST CELEB
RETWEETING
OUR TWEET OF
DANCING
CATS



INFLUENCER

OUR
POP-UP AD
THAT IS
NEARLY
IMPOSSIBLE
TO CLOSE

LEARN MORE

MOBILE

OUR LOGO IN
A STORE
MAILER



PROMOTION

I DUNNO,
THEY WERE
OUT OF
WHAT I
WANTED

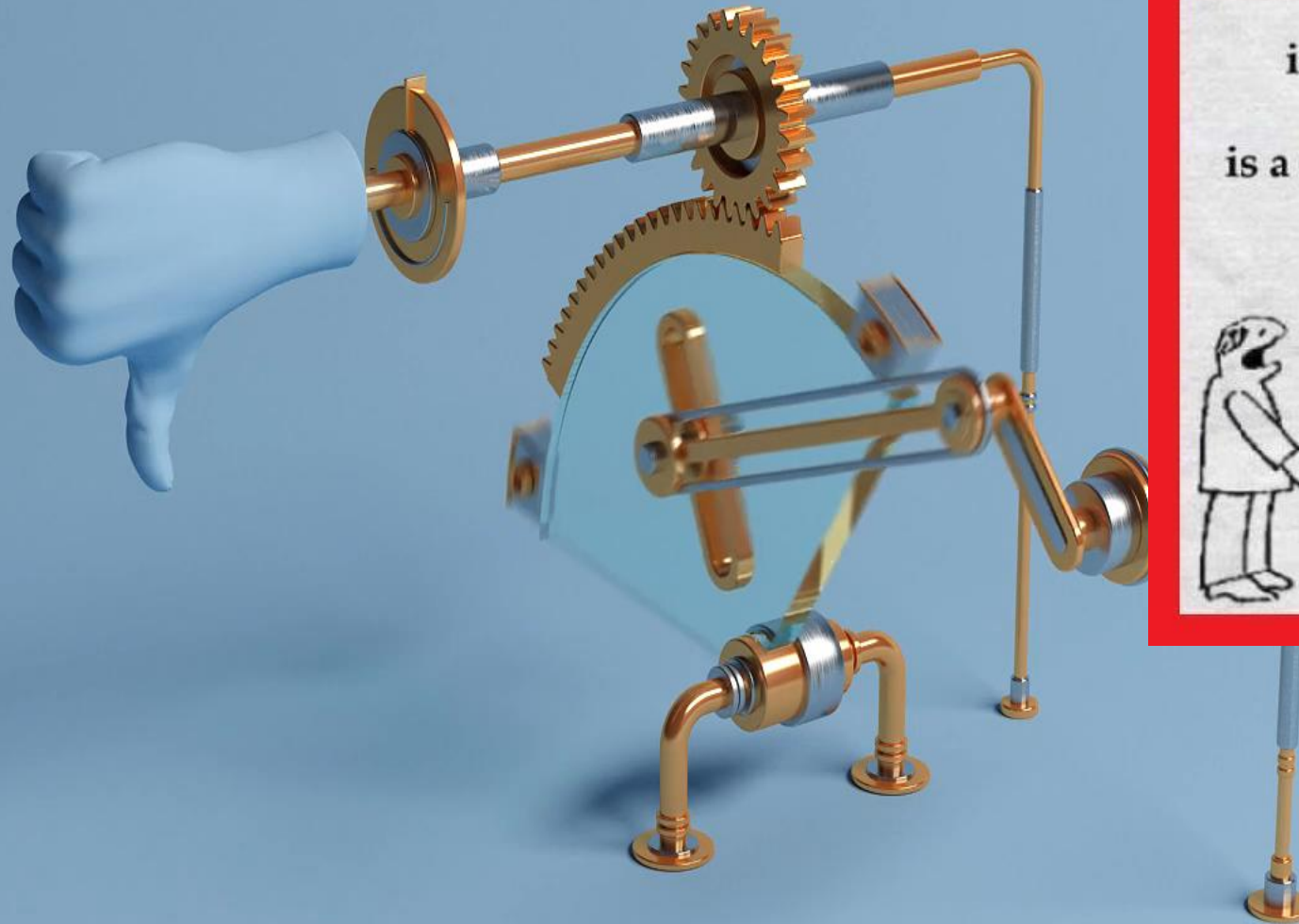


CONSUMER

TOM
FISH
BURNE

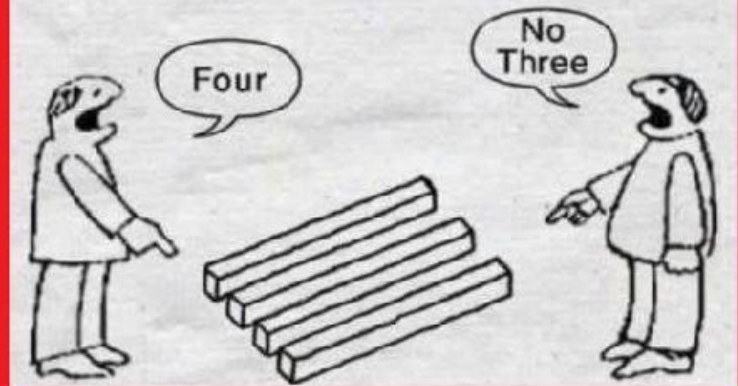
©marketoost.com

Installing a measurement culture



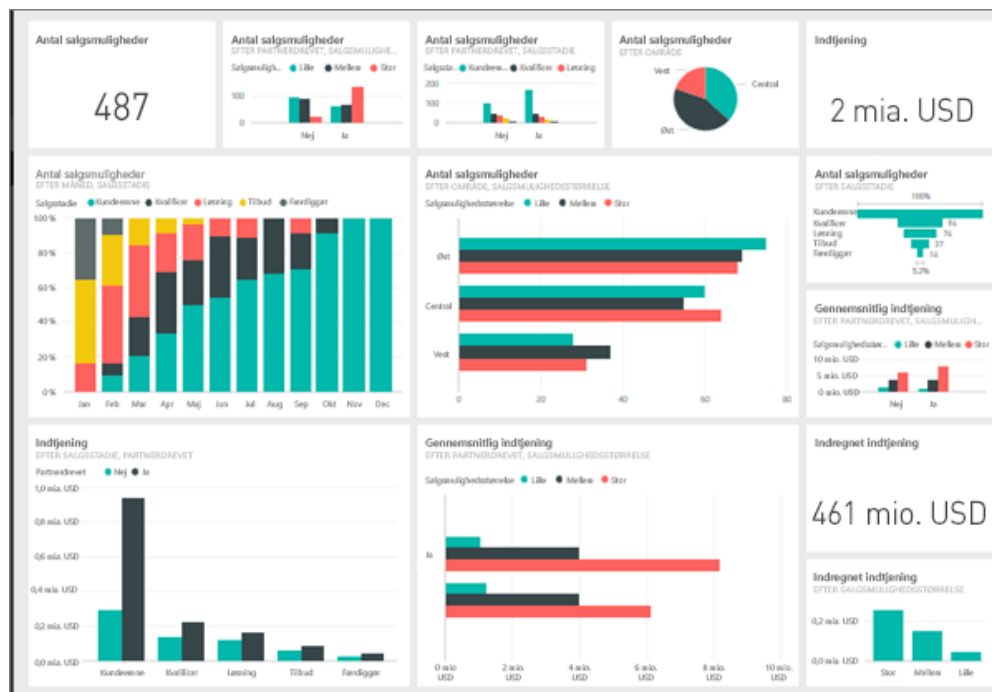
**"Everything we hear
is an opinion, not a fact.
Everything we see
is a perspective, not the truth."**

- Marcus Aurelius



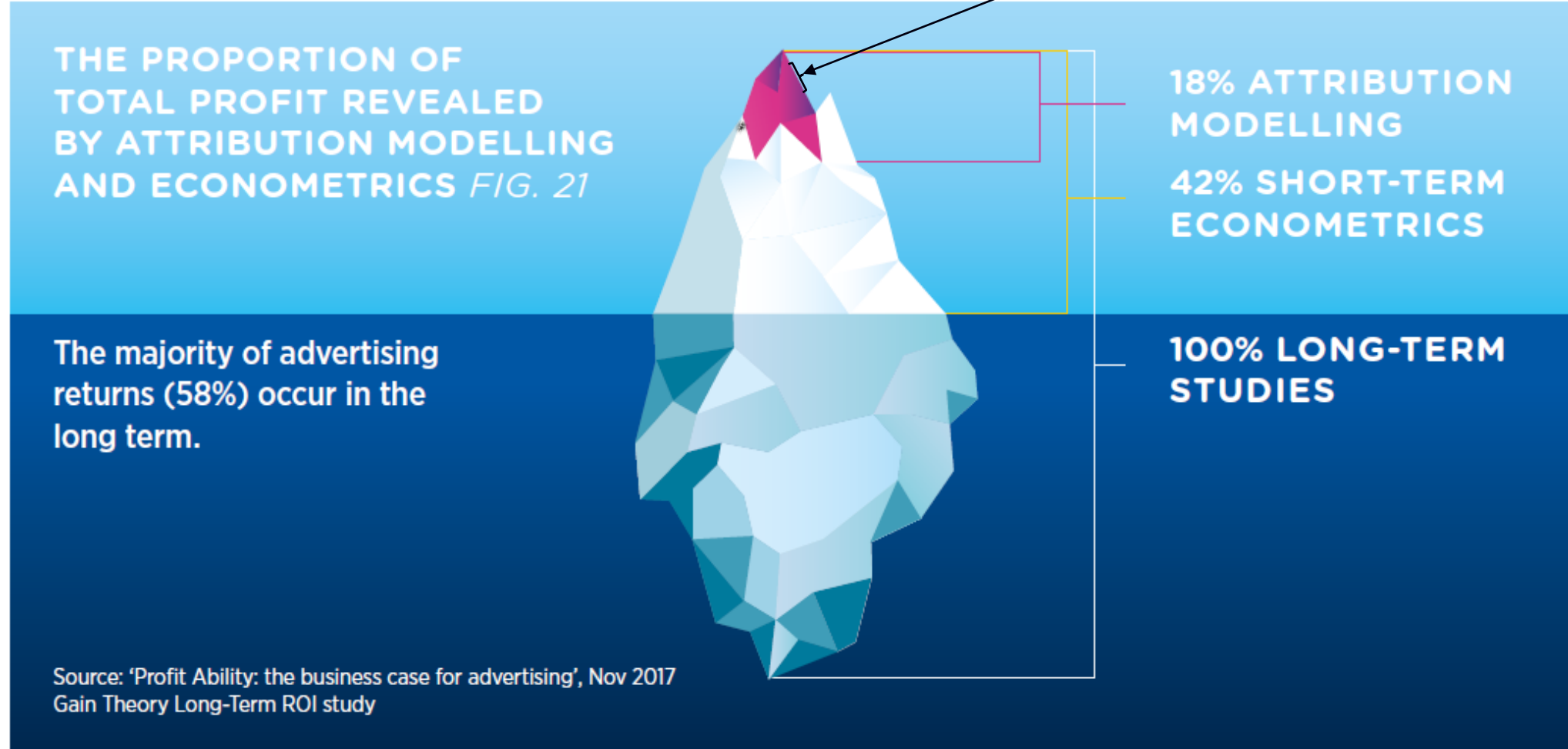
“With Great Data comes Great Responsibility”

Digital Outcome Obsession => “Dashboarding”

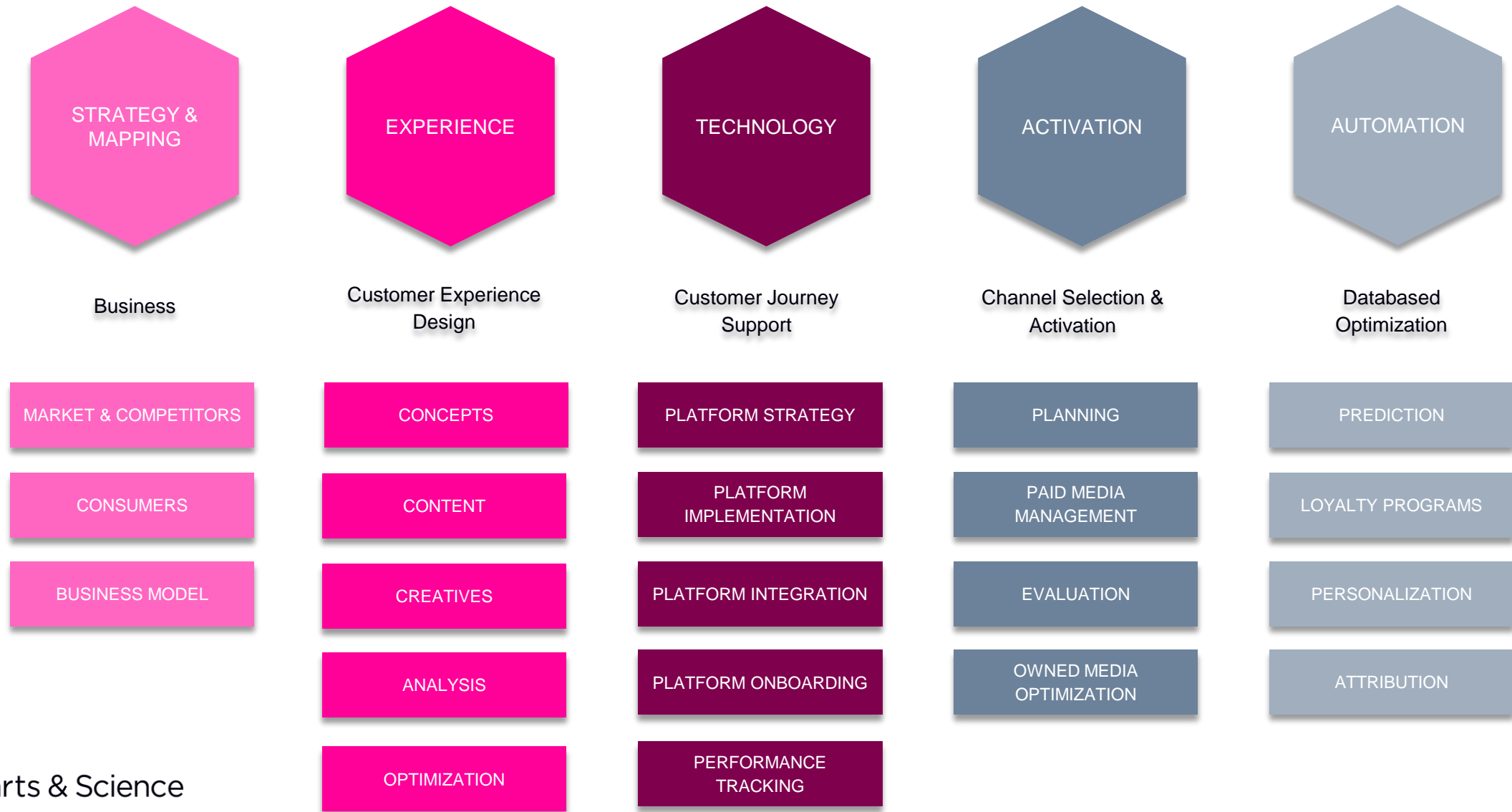


Short-termism, forgetting the consumer

Digital outcomes only

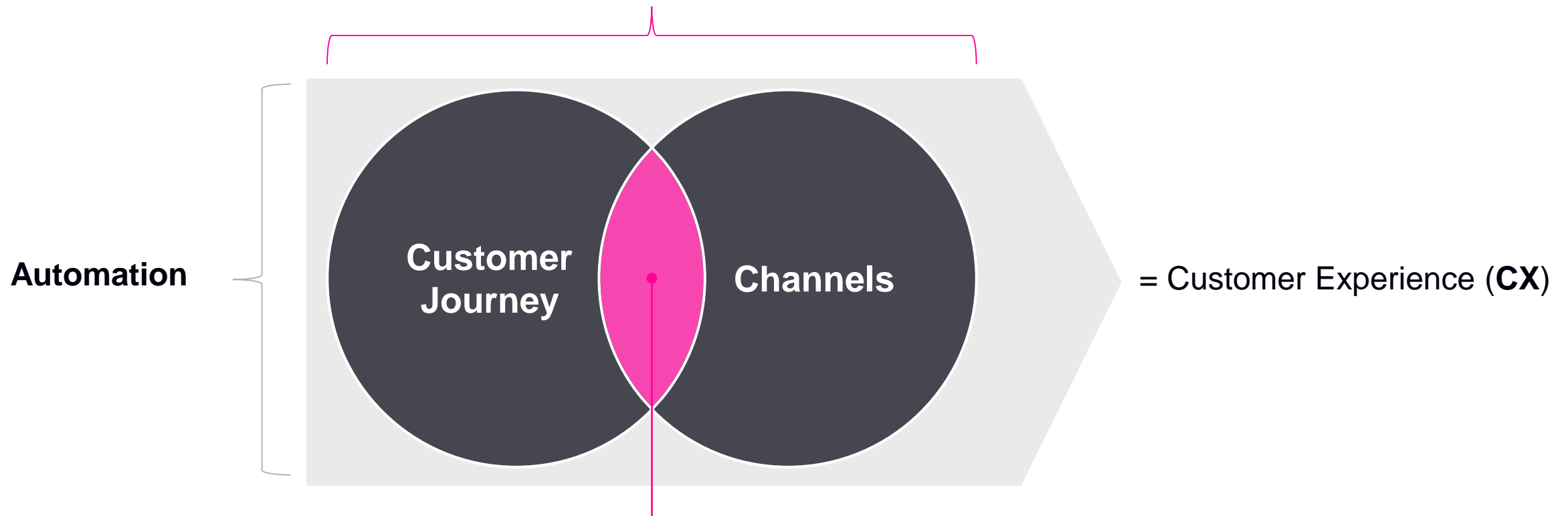


Marketing (r)evolution – Complexity 2020



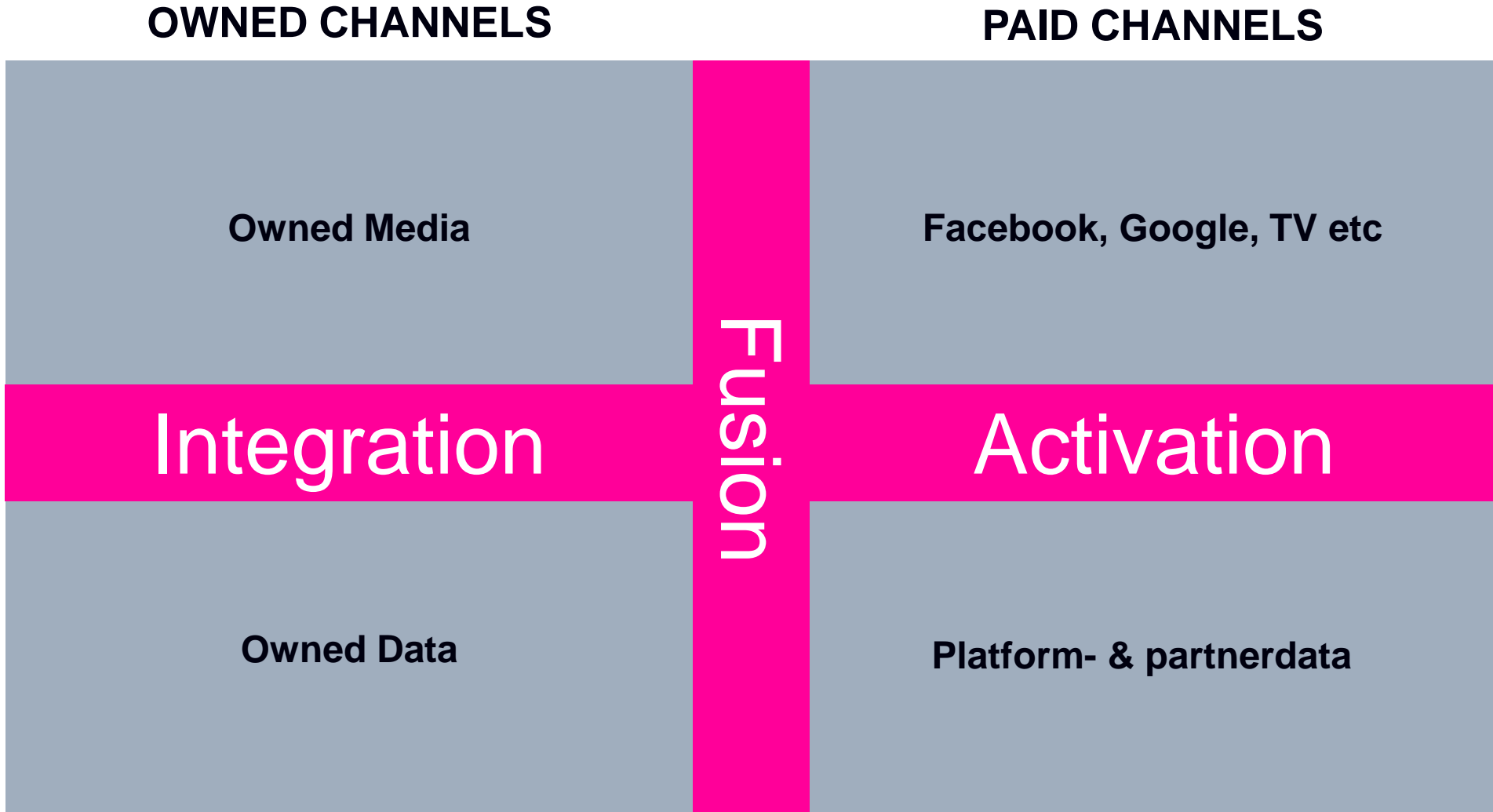
Improve CX by connecting channels and customer journeys, driven by data

Omnichannel – when customer journey can be met on all channels

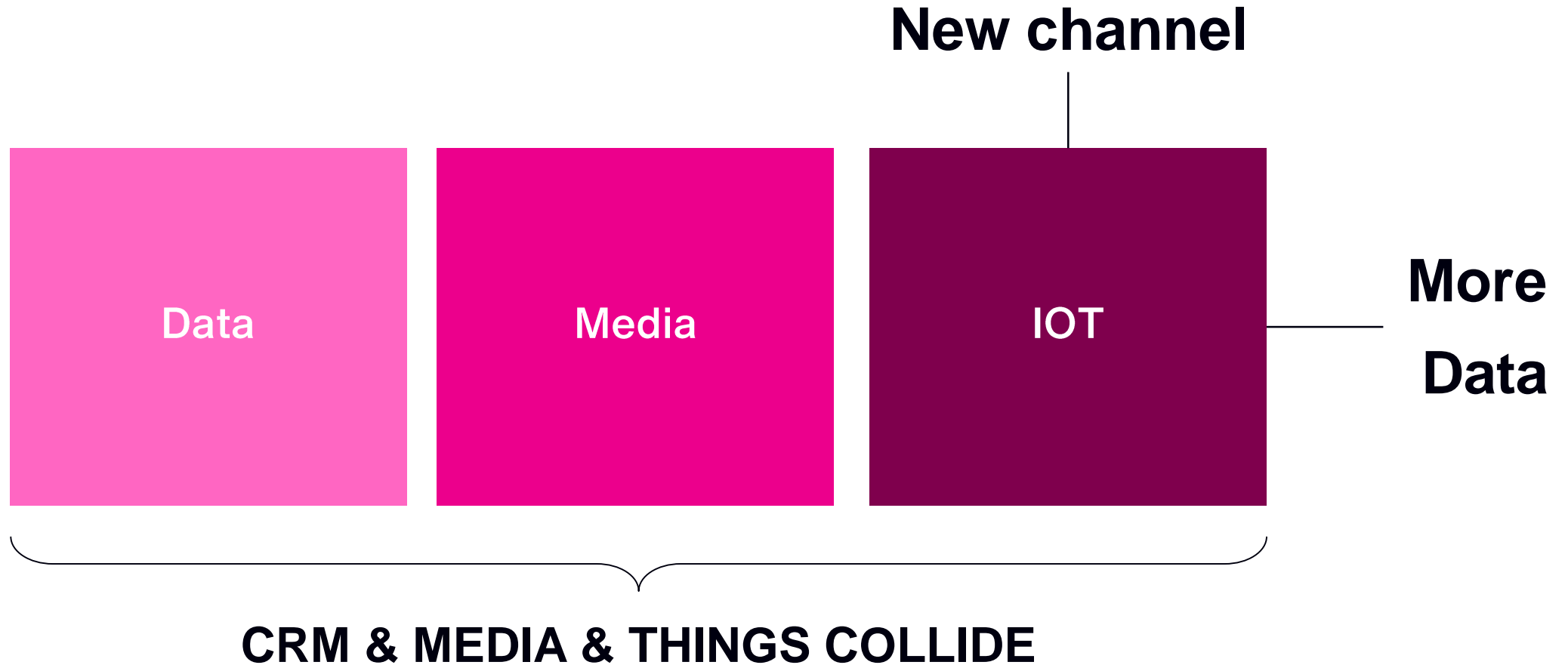


Personalisation – when the message on the channel fits customer journey

Marketing Across Channels



Connecting the Channels & Journeys with the things...



The evolving role of the agency...

Mad Men



Math Men



Match Men

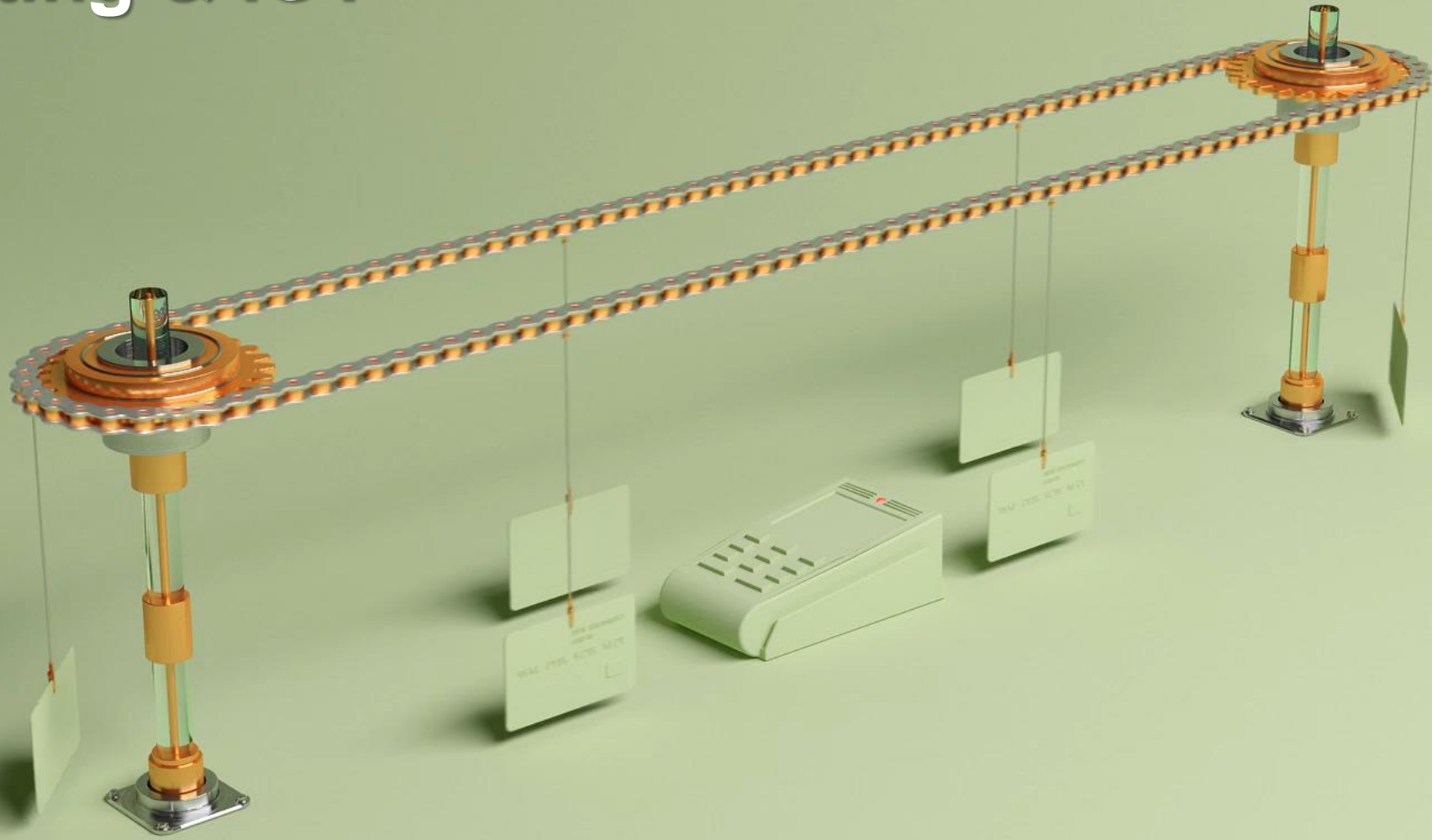


The Science

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

	Use daily	Use monthly	Have ever tried
Listen to streaming music service	38.2%	69.9%	83.0%
Ask a question	36.9%	66.0%	84.0%
Check the weather	35.6%	61.4%	80.1%
Set an alarm	23.5%	41.8%	62.4%
Control smart-home devices	23.5%	33.3%	45.8%
Set a timer	22.9%	46.7%	62.4%
Listen to radio	21.2%	40.5%	54.9%
Use a favorite Alexa skill/Google action	18.3%	35.0%	48.7%
Listen to news/sports	13.4%	28.8%	43.8%
Check traffic	11.8%	22.9%	36.9%
Call someone	11.4%	23.5%	40.2%
Access my calendar	11.4%	21.2%	31.7%
Listen to podcasts and other talk formats	11.1%	26.5%	39.9%
Play game or answer trivia	10.8%	29.1%	48.0%
Search for product info	10.8%	27.8%	41.2%
Message someone	10.5%	18.3%	30.4%
Find a recipe or cooking instructions	7.8%	26.1%	40.2%
Make a purchase	3.9%	15.0%	26.1%

Note: ages 18+

Source: Voicebot, "Smart Speaker Consumer Adoption Report" sponsored by Voicify, March 7, 2019

245794

www.eMarketer.com

How Do US Digital Device Users Purchase Products?

% of respondents, by age, Dec 2018

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

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

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www.eMarketer.com

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

% of respondents

Like to see what they buy before a purchase, even if it's just a digital picture

51%

Worried about the privacy of personal information

48%

Worried about the security of payment information

46%

Note: ages 18+

Source: RetailMeNot, "The 2019 Retail Marketing Playbook," Jan 24, 2019

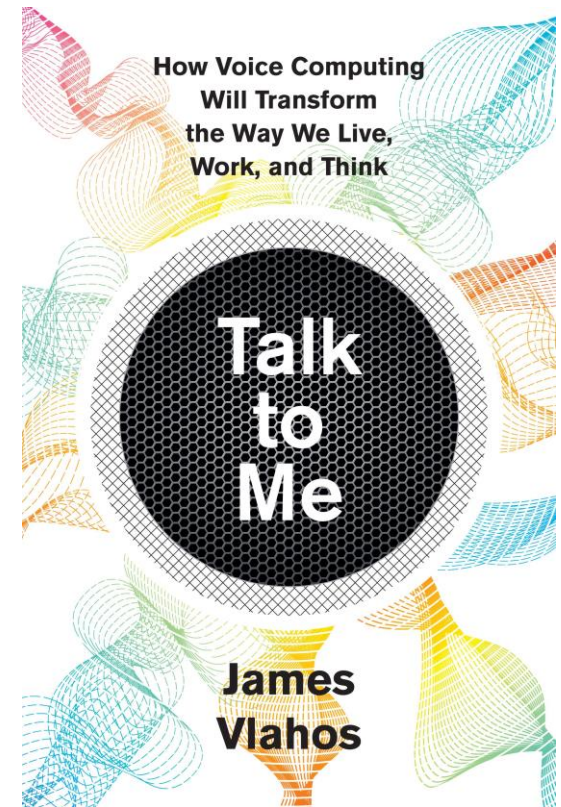
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www.eMarketer.com

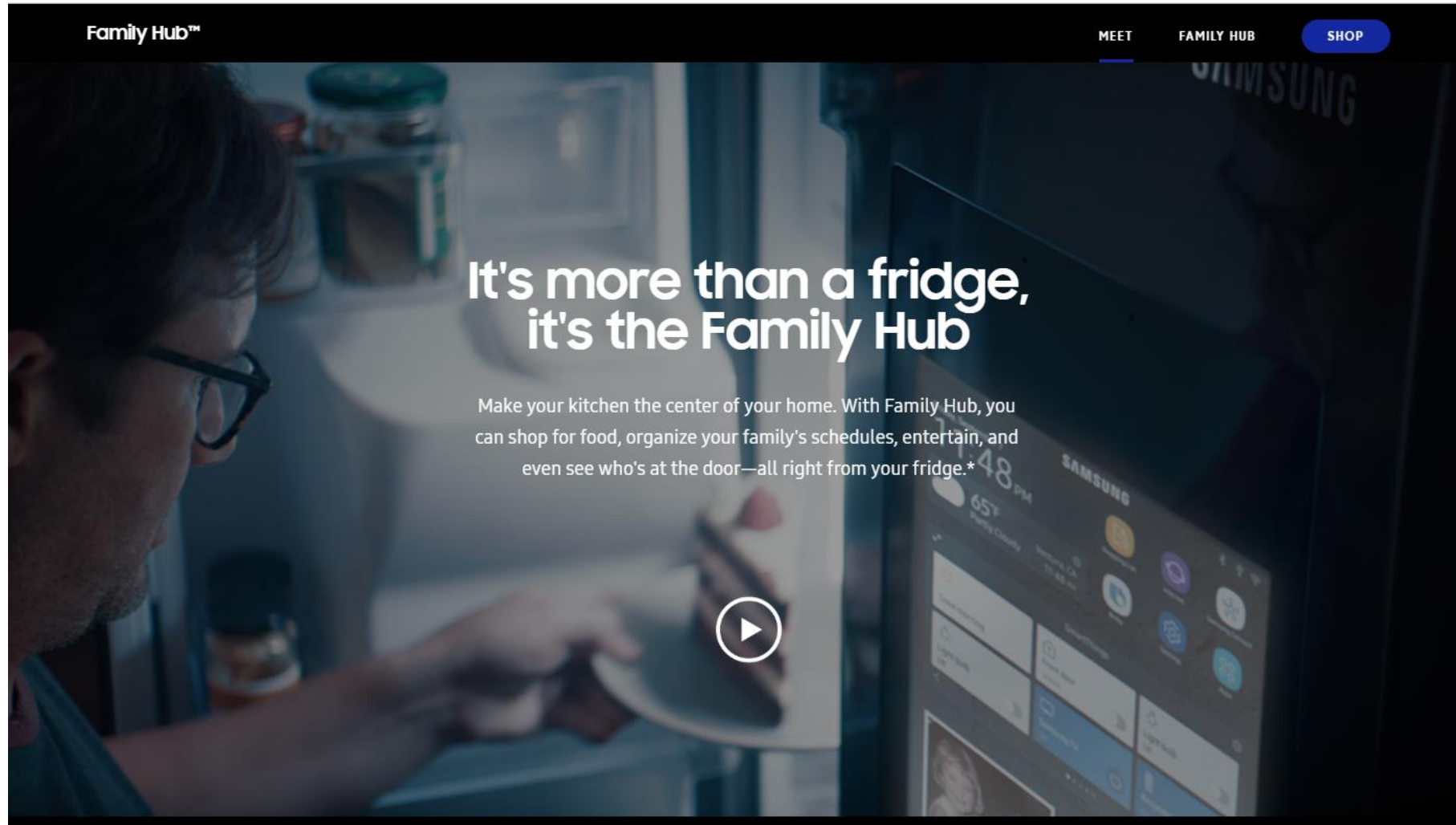


IOT – Filtering the world with Voice Search

One shot answers – 10x blue PC, 5x mobile, to position 0



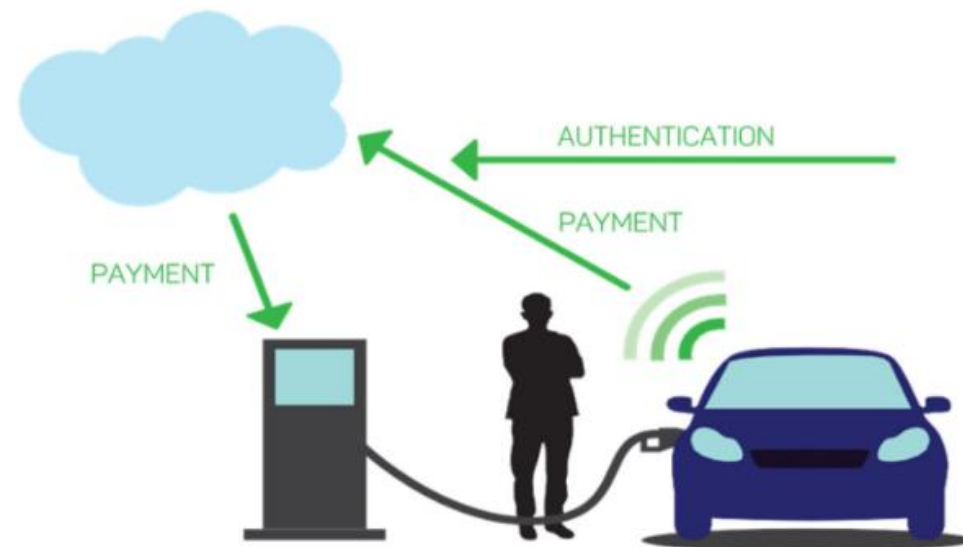
Navigating the assistant: Sprechen sie Kühlschrank?



IOT – Connected Cars etc.



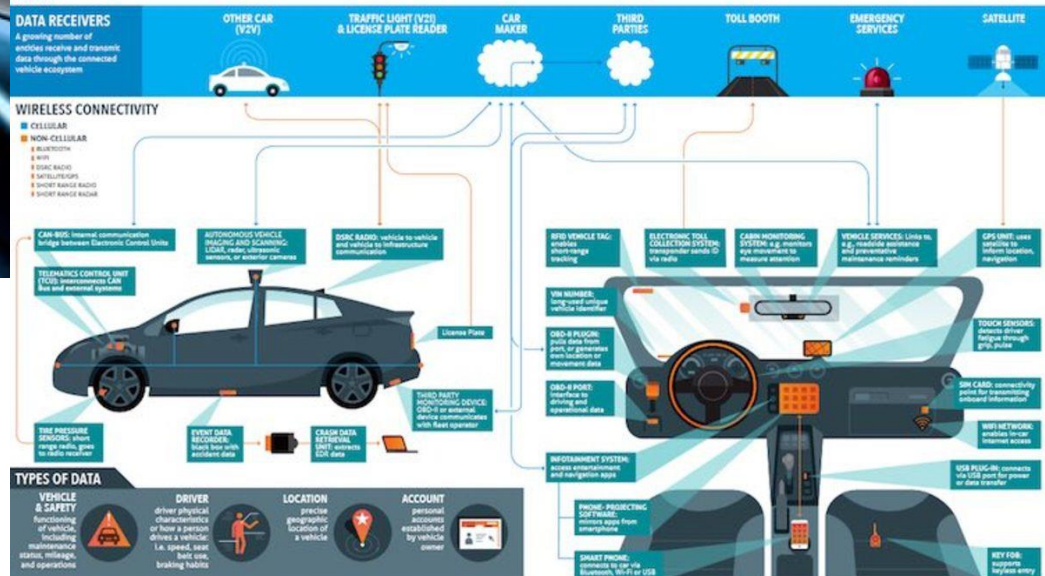
Pay at the pump



DATA and the CONNECTED CAR

Today's connected technologies are making transportation safer and more convenient. Many new features are enabled by the collection and processing of data. Cars are becoming part of a trusted mobile ecosystem that ensures data flows between a network of carmakers, vendors and others to support individuals' safety, logistics, infrastructure, and security needs. This visual represents devices that may be employed in today's connected cars; no single vehicle will have all of these features, but most new vehicles have some. Much connected car data is protected by technical controls, laws, self-regulatory commitments, privacy policies, and other emerging mechanisms or controls.

Produced by
FUTURE OF PRIVACY FORUM
FPPF.ORG



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



McDonald's \$300 Million Tech Deal Will Revolutionize Menus



Døren til bedre muligheder er åben

Send nu

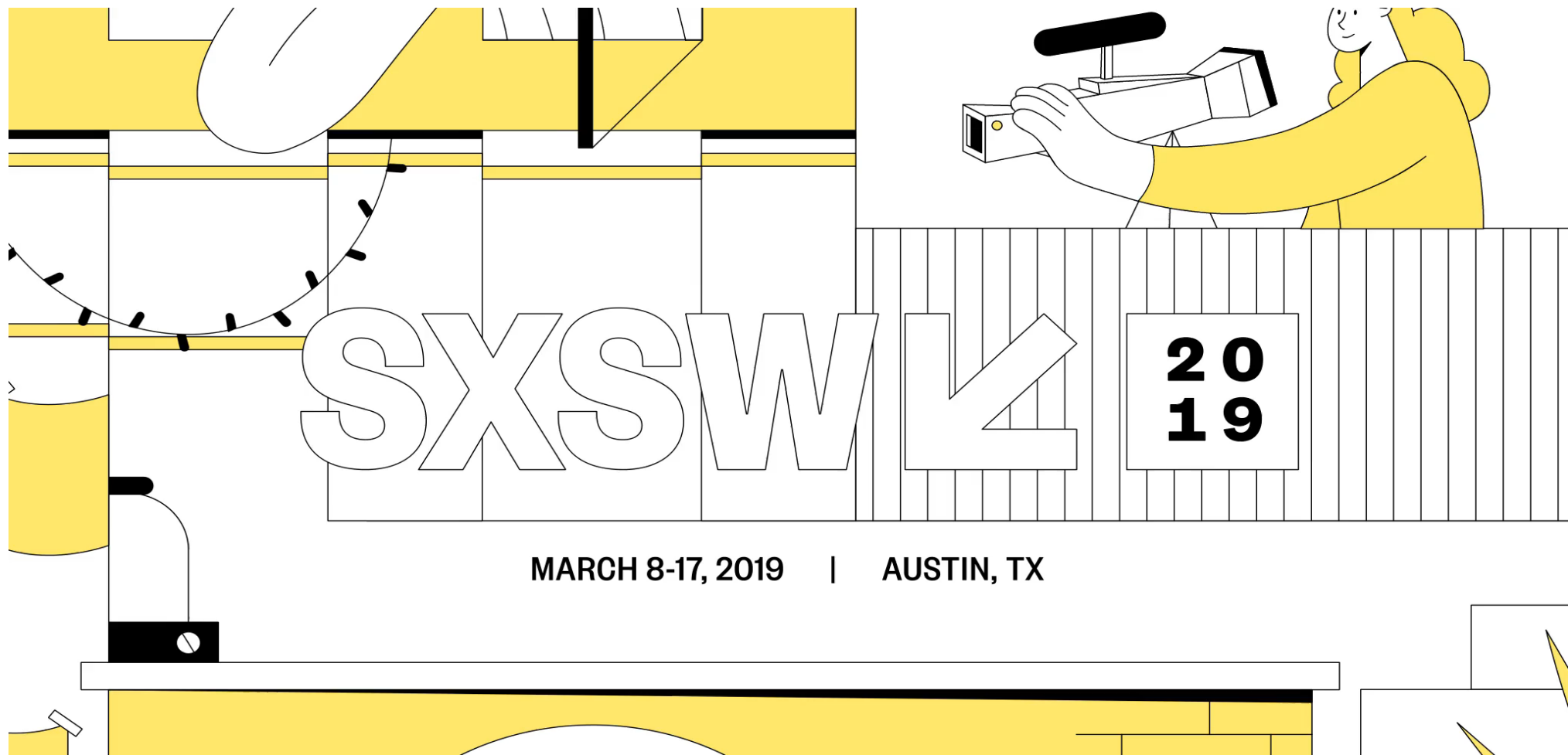
Distinctiveness + Purpose + Technology



Brand building in a noisy world...




Branding i Texas



Branding i Texas




Texas



Texas and Southwestern Cattle Raisers Association

TEXAS BRAND REGISTRATION

[Click here to go to TSCRA.org](#)

SHARE   

Brand Registration

- Brand Registration Overview
- Frequently Asked Questions
- Register Your Brand
 - Download Brand Registration Form
- Find Your County Clerk
- Texas County Court Clerks
- Search Brands
- How To Design A Brand
- How To Read A Brand
- TSCRA Law Enforcement
- Texas Agriculture Code - Marks and Brands
- Report Stray Livestock
- County Clerk and Sheriff Login
- Request Login

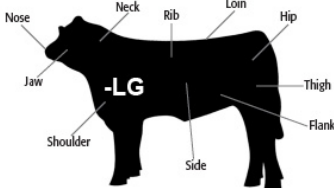
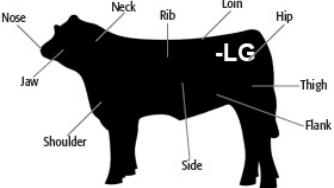
How To Design A Brand

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

Austin



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: _____

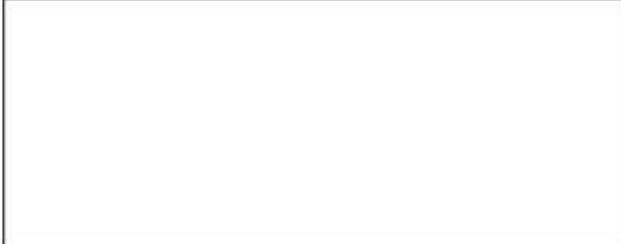
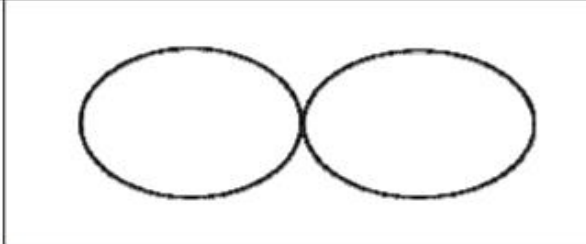
* City: _____ * State: _____ * Zip: _____

Phone: _____ Email: _____

Brand/Mark Information: Male: ☐ Female: ☐

* Specie: Cattle: ☐ Horse: ☐ Swine: ☐ Sheep: ☐ Goat: ☐ Ear Marks Only: ☐

Volume/Book: _____ Page: _____ Cert#: _____

BRAND	MARK
Draw the Brand <i>If multiple brands, please use additional application.</i>	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



Mental structures that organize the information we consume - both actively and passively.

Taxonomy
Identity Appeals
Associations
Vocabulary
Triggers

Four legs

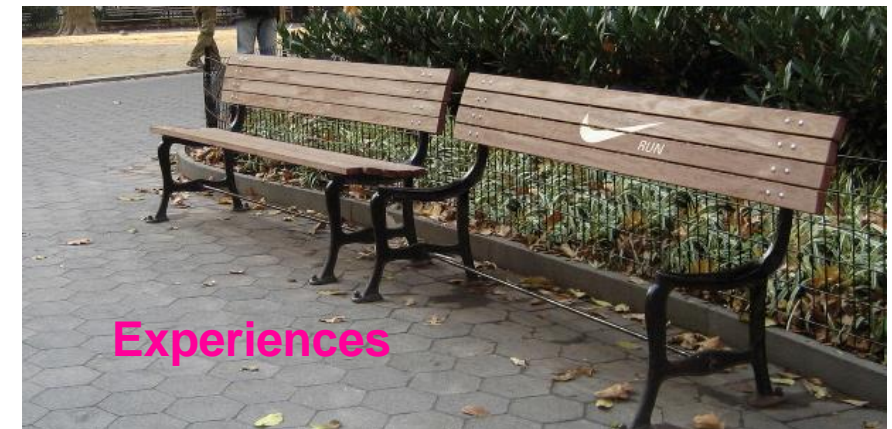
Stripes

Eats Grass

ZEBRA



Colors



Experiences

*‘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"*



Mastercard



In a world of Icons & Contactless (and soon cardless)



In a world of voice only



“Reinvention in the digital age calls
for modern simplicity”



Processing

Mental effort, I would argue, is relatively rare. Most of the time we coast.

Daniel Kahneman on how we process the world

Branding Texas

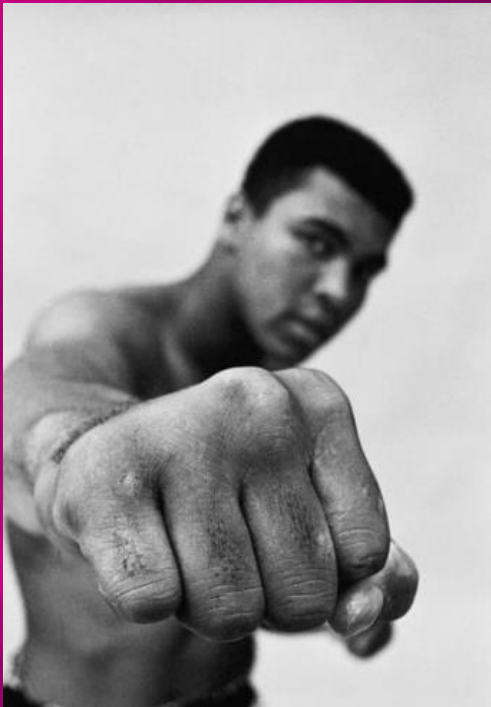


THE FUTURE OF ADVERTISING



© marketoonist.com

**It is called
”paying attention”
for a reason...**



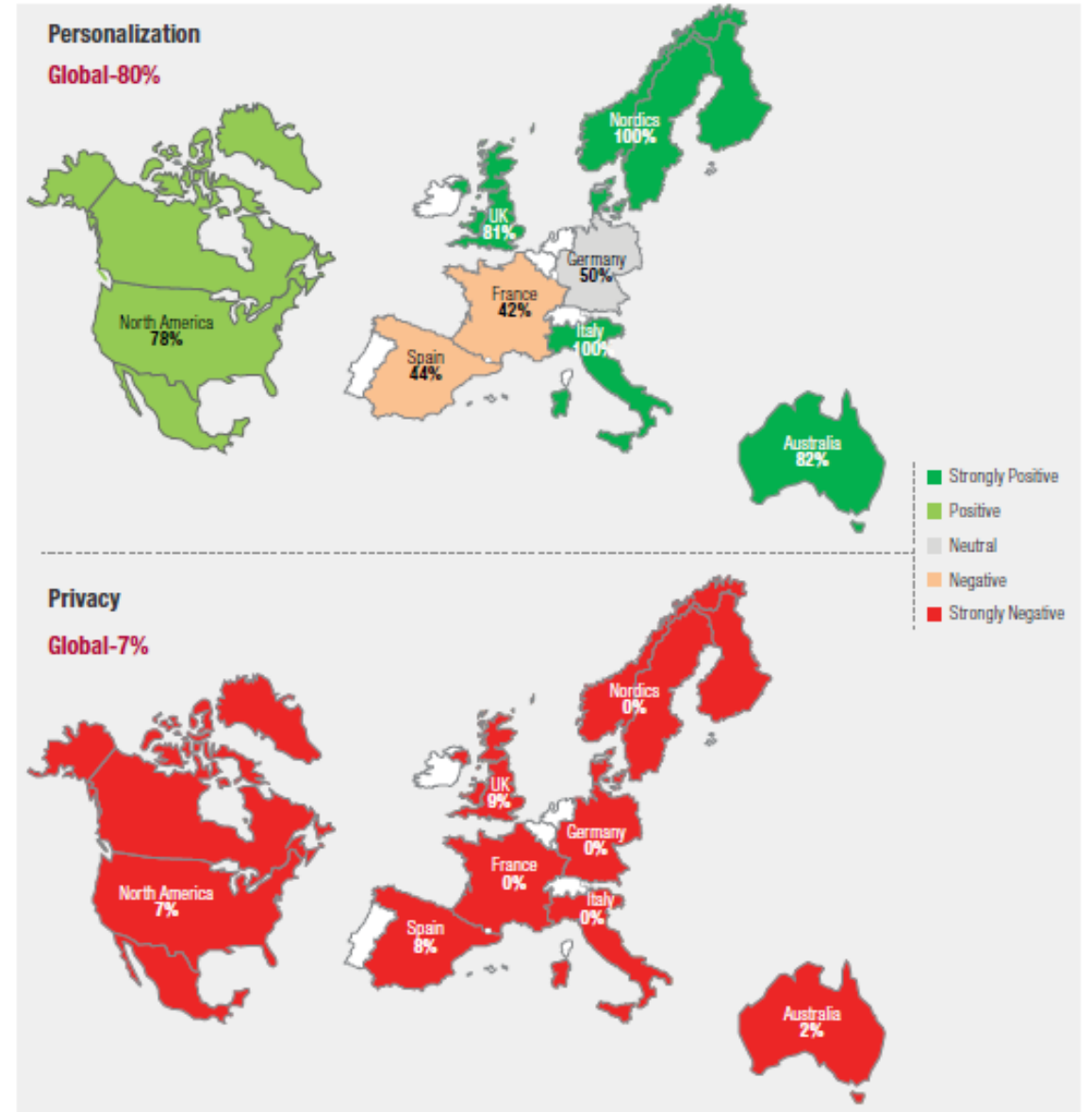
“Shit that arrives at the speed
of light is still shit”

*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!

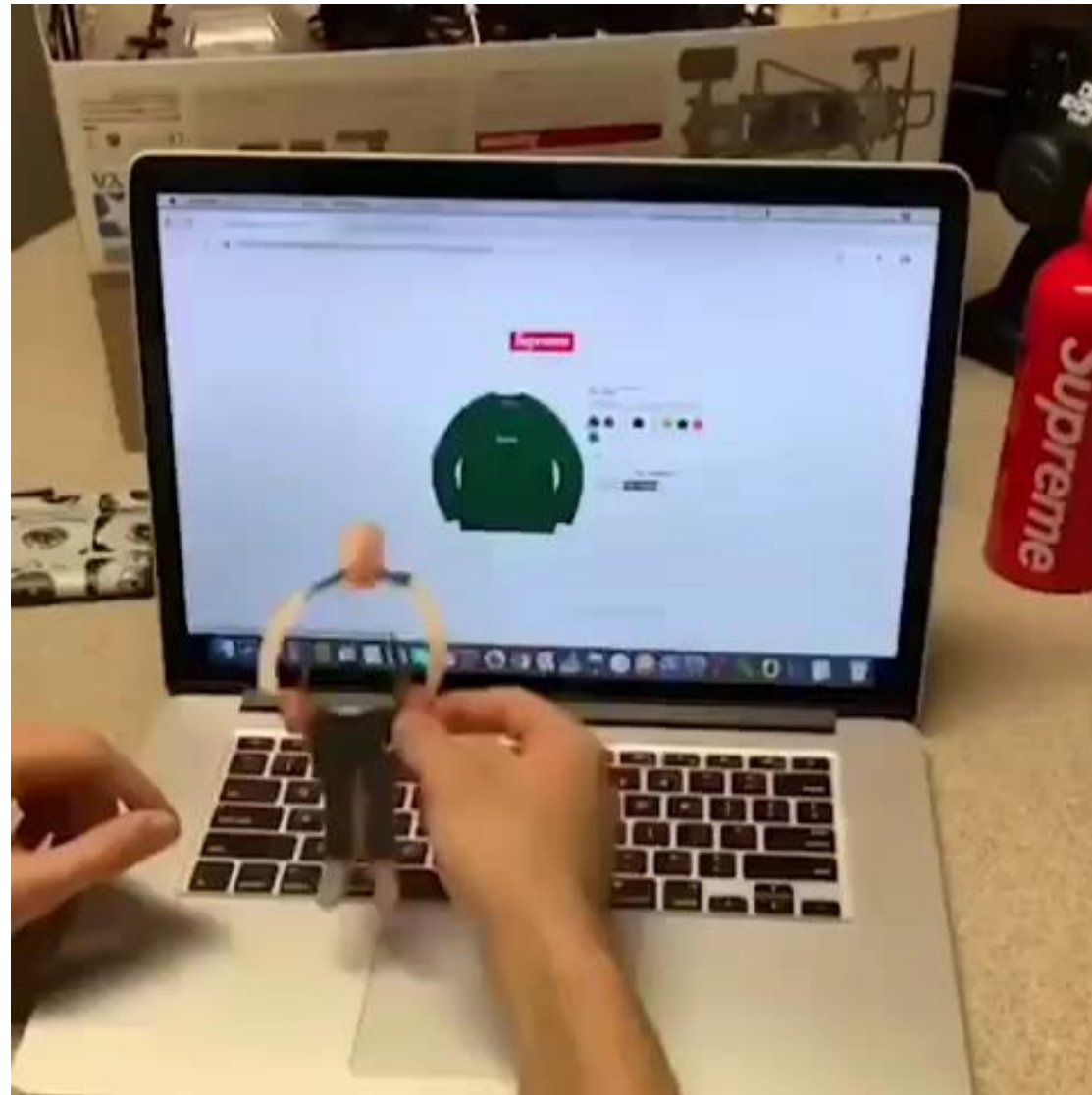


Dr.
Phil



AI, VR, IOT, eCOM...all in one...





Questions?

