

# TOP OF THE MARKETING POPS!





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# KNOW THE BASICS



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# KNOW THE FACTS ABOUT MEDIA PERFORMANCE

## What the evidence says

1	TV	107.1
2	Radio	103.2
3	Newspapers	87.8
4	Magazines	79.5
5	Out of home	71.7
6	Direct mail	67.0
7	Social media	65.8
8	Cinema	61.4
9	Online video	57.6
10	Online display	50.0

## What advertisers and agencies say

1	TV	48.9
2	Online video	41.6
3	Social media	41.3
4	Out of home	39.6
5	Cinema	39.1
6	Radio	38.9
7=	Newspapers	36.3
7=	Direct mail	36.3
9	Online display	35.5
10	Magazines	35.1

Weighted scores based on these attributes: targeting, ROI, emotional response, brand salience, reach, frequency, noticeability, media cost, production cost, environment, short-term sales response & measurement



RIGHT  
MESSAGE

RIGHT  
MEDIUM





THE MORE  
PERSONAL  
THE DEVICE,  
THE SHORTER  
THE TIME  
LENGTH

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# INVEST IN RADIO PRODUCTION



POSTERS  
MUST  
WORK  
ON THEIR  
OWN







72% OF  
PEOPLE  
WHO SEE  
THEM  
ARE IN  
VEHICLES





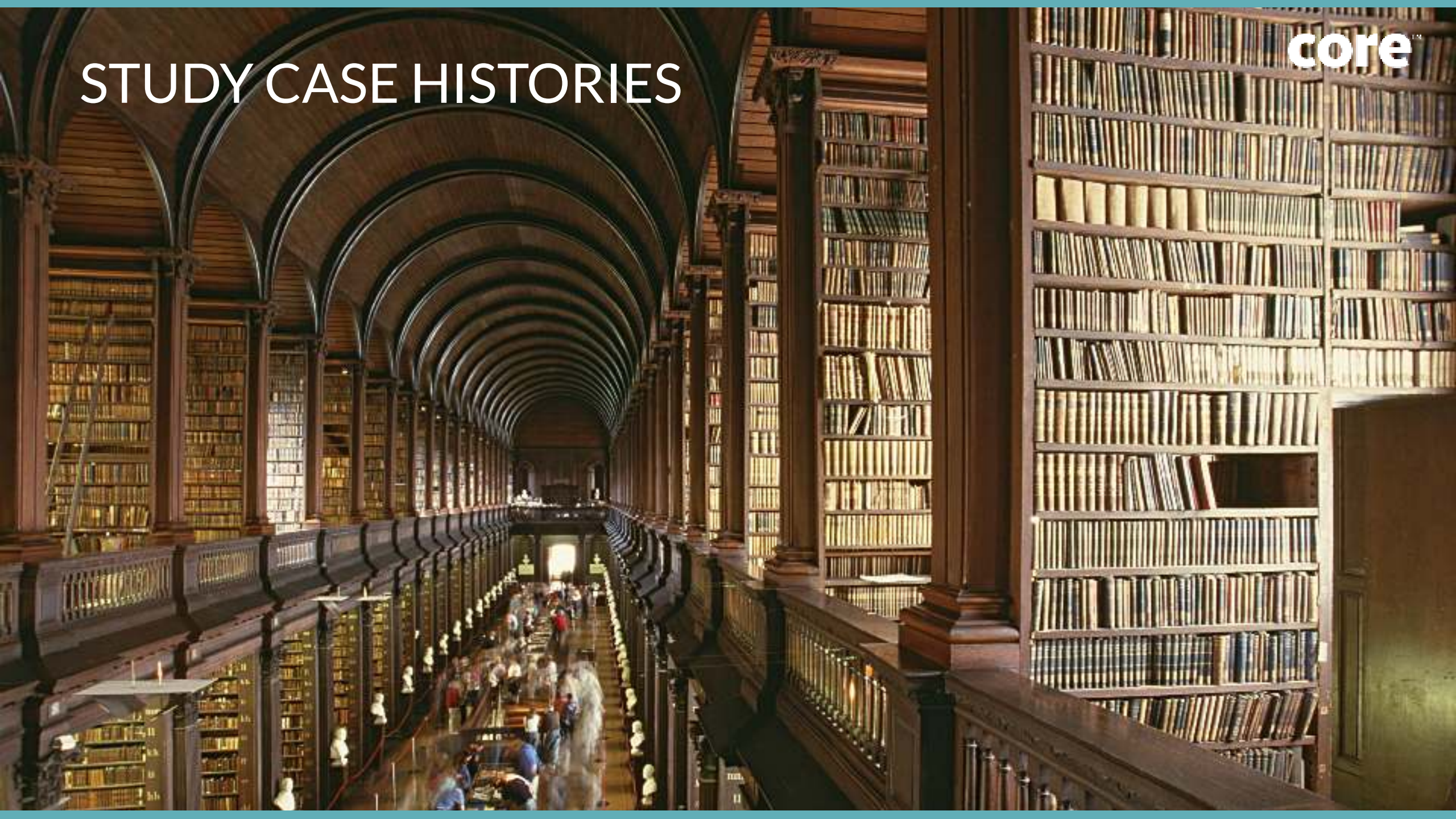
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BRAND EARLY & OFTEN



# STUDY CASE HISTORIES

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BE CONSISTENT, YET FRESH



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# BUILD MENTAL AVAILABILITY





BRANDS THAT DOMINATE  
DO SO BY BEING  
CONSISTENT

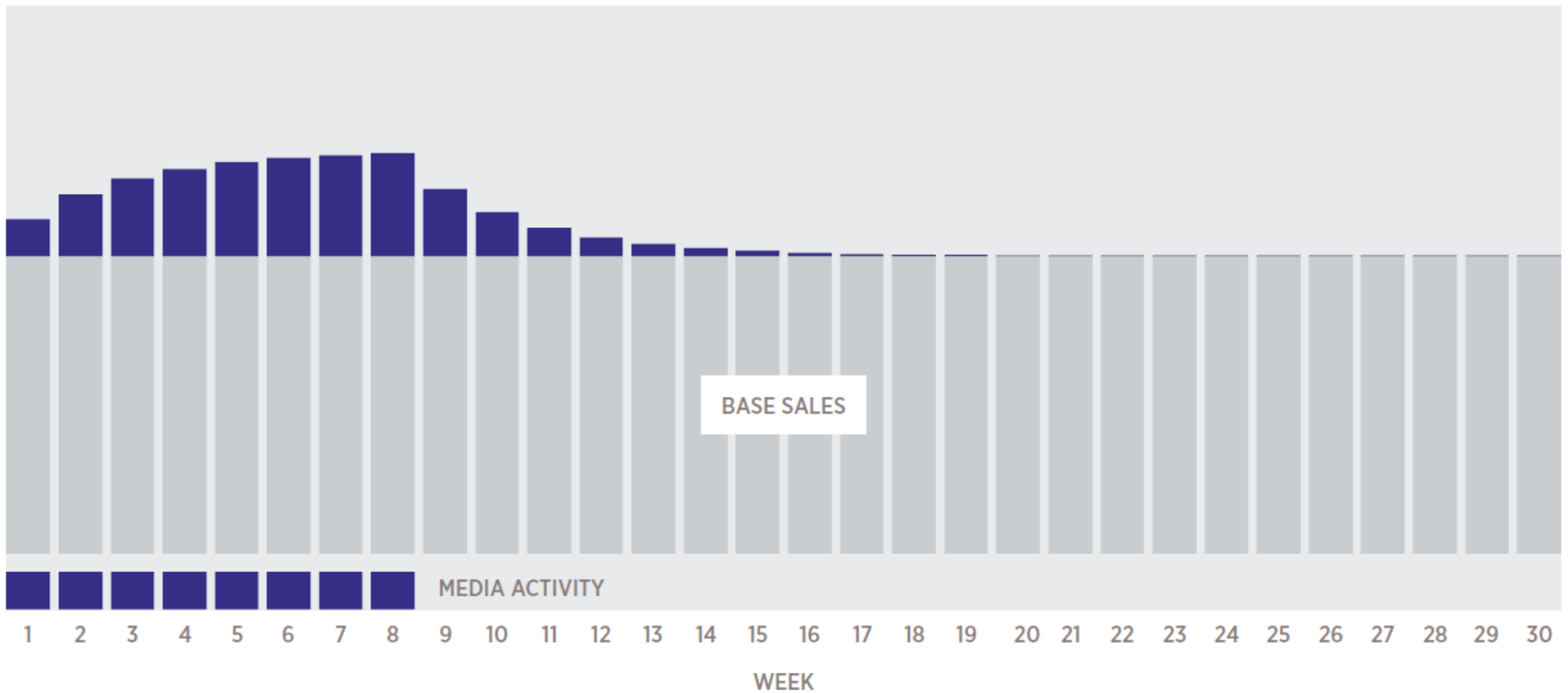




PRIORITISE  
CONTINUITY



# MENTAL AVAILABILITY DECAYS QUICKLY



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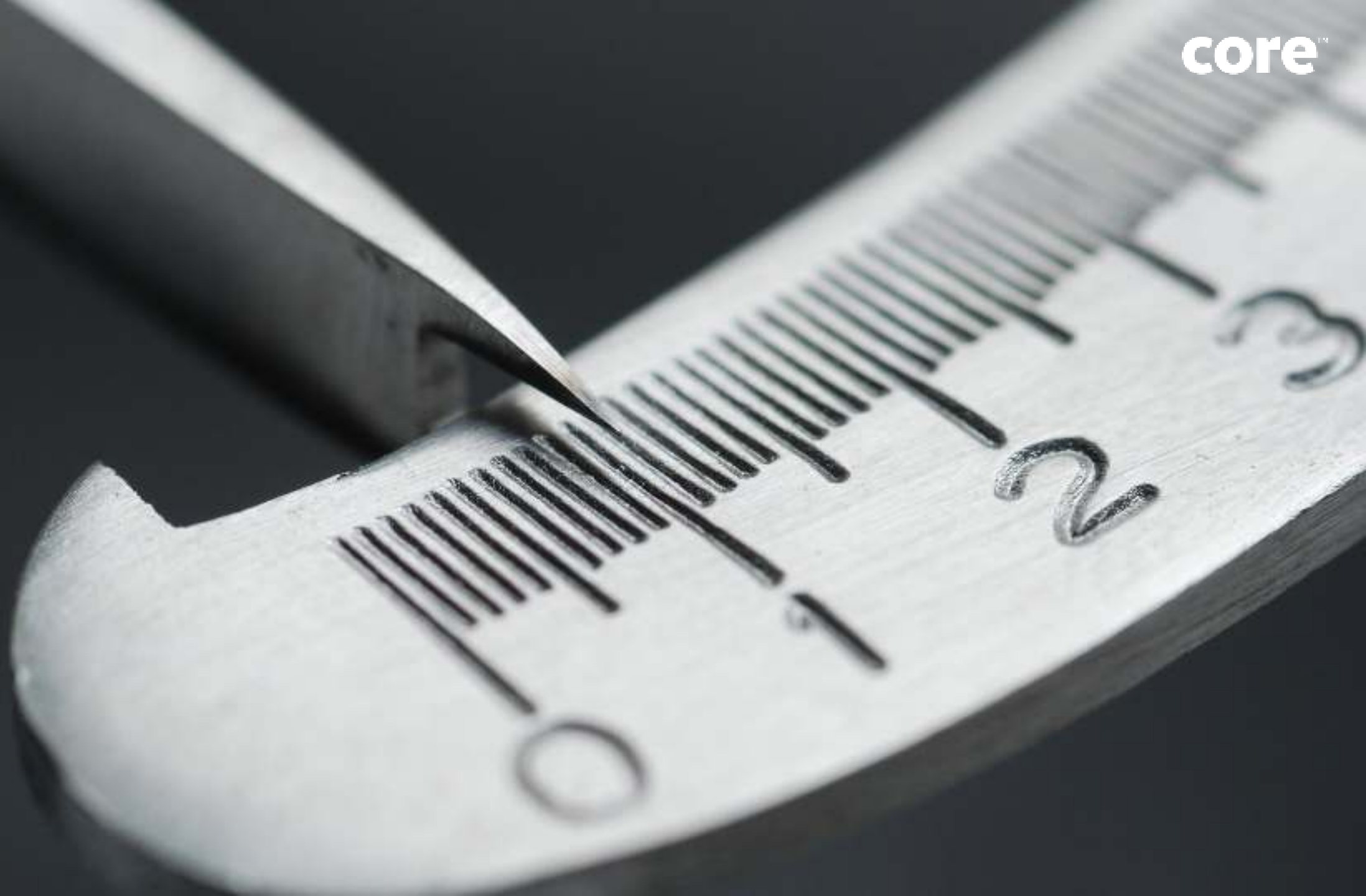
# INVEST IN MEASUREMENT



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Introducing

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All your data in one  
state-of-the-art platform,  
allowing you to  
unlock its potential **FAST**





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# PENETRATION – NOT LOYALTY

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**PENETRATION**



**LOYALTY**





ONLY 9% OF LOYALTY  
CAMPAIGNS INCREASE  
LOYALTY SIGNIFICANTLY

ABOVE AVERAGE LOYALTY IS DIFFICULT TO ACHIEVE





# DOUBLE JEOPARDY LAW

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*Brands with lower market shares  
suffer both from low purchases  
and low brand loyalty*



# DOUBLE JEOPARDY – A SUPERMARKET EXAMPLE

	MS %	Penetration %	* SCR %
Tesco	29	81	34
Asda	15	64	22
Sainsbury's	15	61	23
Morrisons	13	54	21
Somerfield	8	43	16
Lidl	4	29	10
Waitrose	3	18	14
Aldi	2	24	8
Kwik Save	2	13	9

*Brands with lower penetration also suffer from lower level of brand loyalty*



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DON'T TARGET TOO TIGHTLY



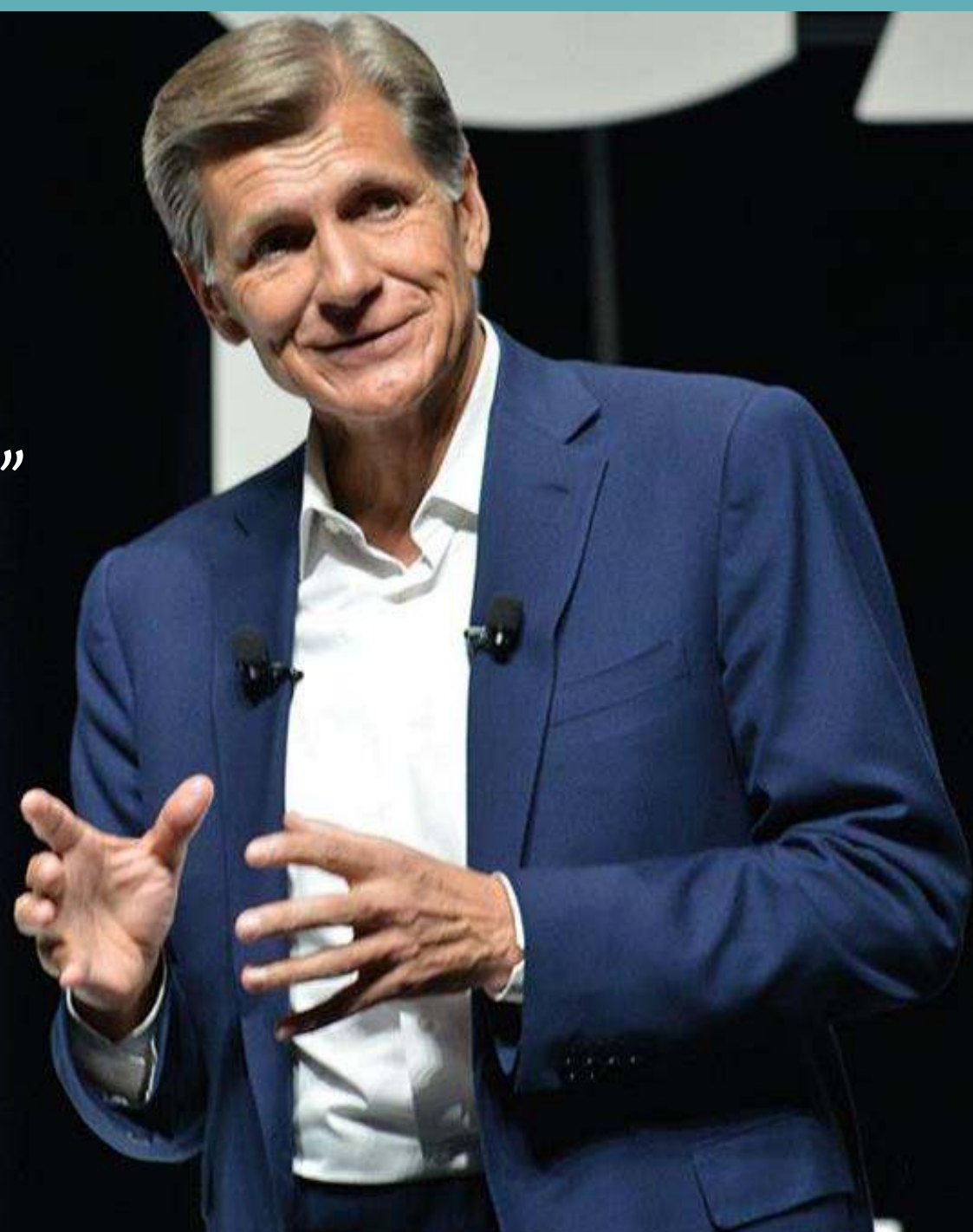
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*“We targeted too much,  
and we went too narrow”*



# BROAD REACH DRIVES LONG-TERM GROWTH





The background is a dark, ornate wall with classical paneling. A large central rectangular panel is framed by a double-line border. On either side of this central panel, there is a vertical oval-shaped niche containing a three-bulb brass sconce. The wall is further decorated with various moldings, including pilasters and decorative brackets. The floor at the bottom is made of light-colored marble tiles.

# SOPHISTICATED MASS MARKETING



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USE MULTI-MEDIA MIX

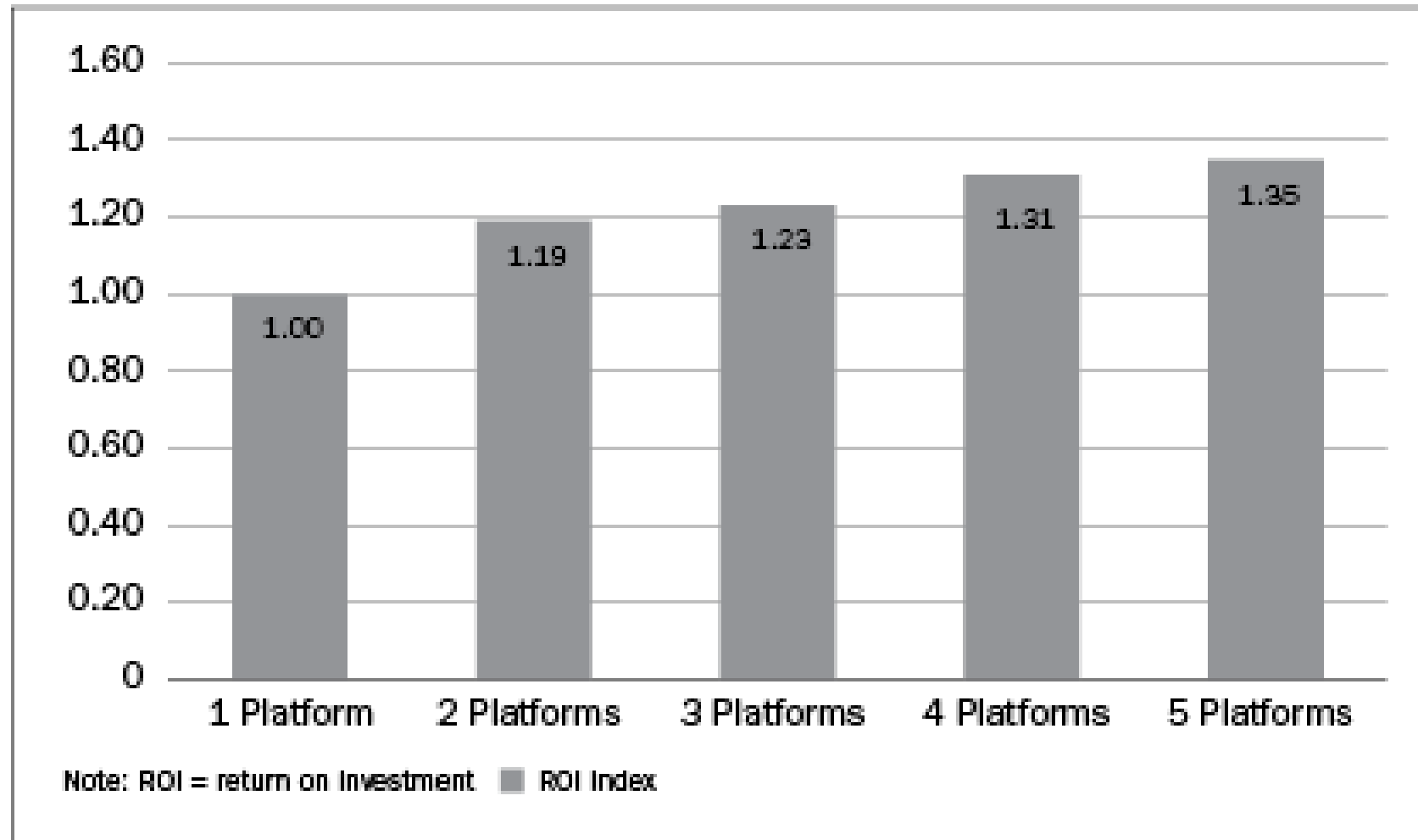


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# MULTI-MEDIA CAMPAIGNS ARE MORE EFFECTIVE





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# EMBRACE COLLABORATION



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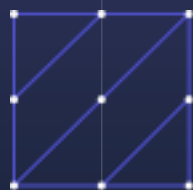


*“Collaboration enables firms to accelerate innovation & create more competitive market positions”*

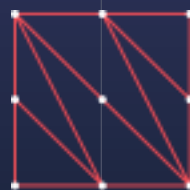
WORLD  
ECONOMIC  
FORUM







Strategy



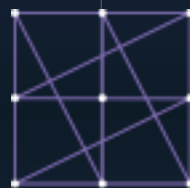
Data



Research



Media



Creative



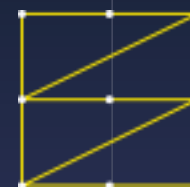
Sponsorship



Recruitment



Investment



Learning



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# BUILD DISTINCTIVE ASSETS



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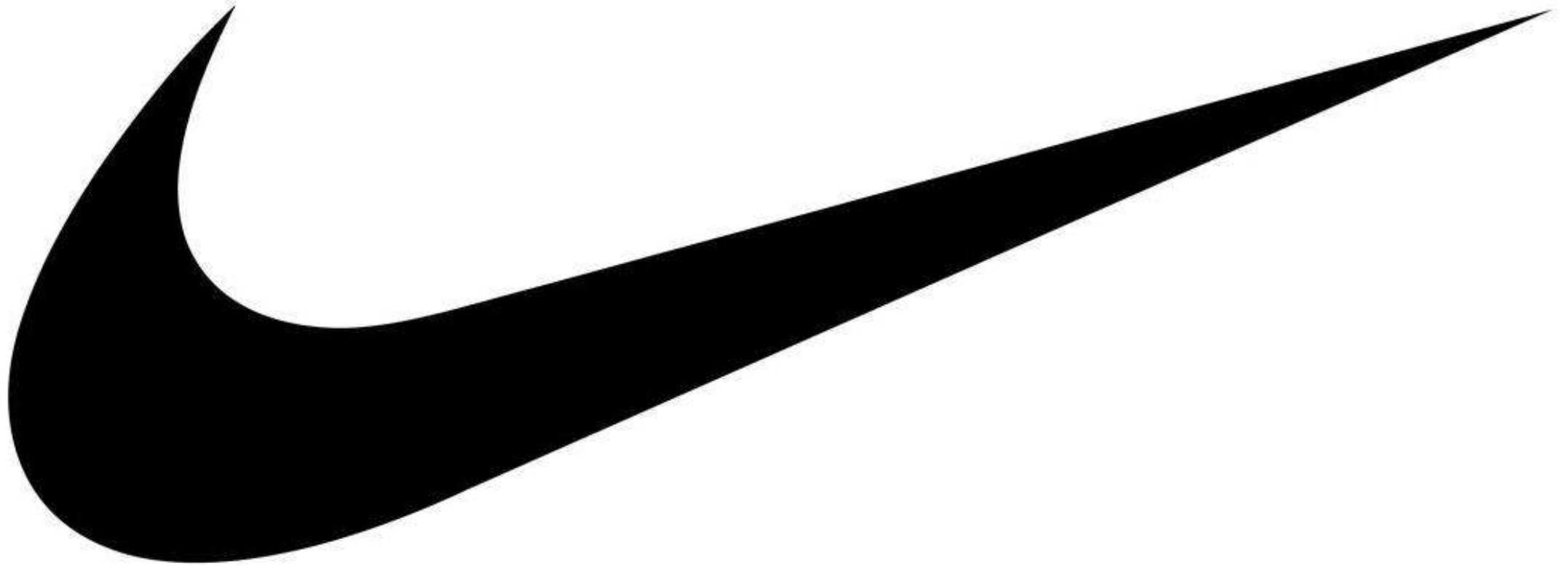
# UNIQUE SELLING POINT





# UNIQUE IDENTIFYING CHARACTERISTICS









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Believe in something.  
Even if it means sacrificing everything.



Just do it.



# Nike stock hits new record following Kaepernick 'Just Do It' ad controversy

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**Randy Tucker** | Cincinnati Enquirer

Published 7:37 AM EDT Sep 17, 2018

Nike is apparently on fire following the controversial ad that was burning up the cultural conversation everywhere from social networks to the church sanctuaries.





JEFF & KAMMY'S

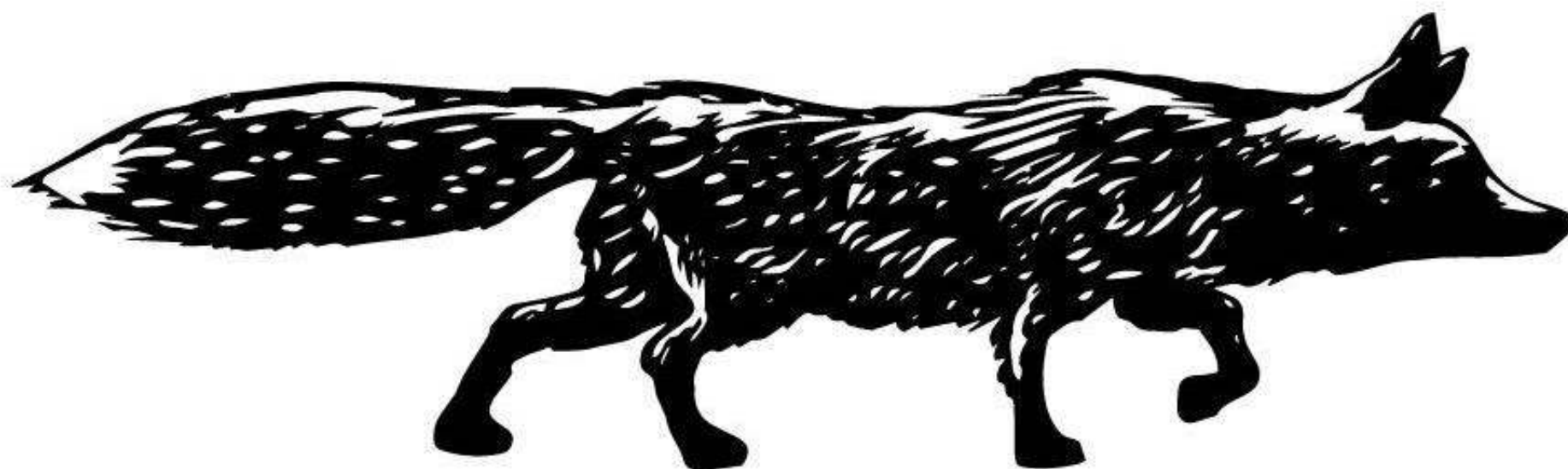
# JOURNEY TO CROKER



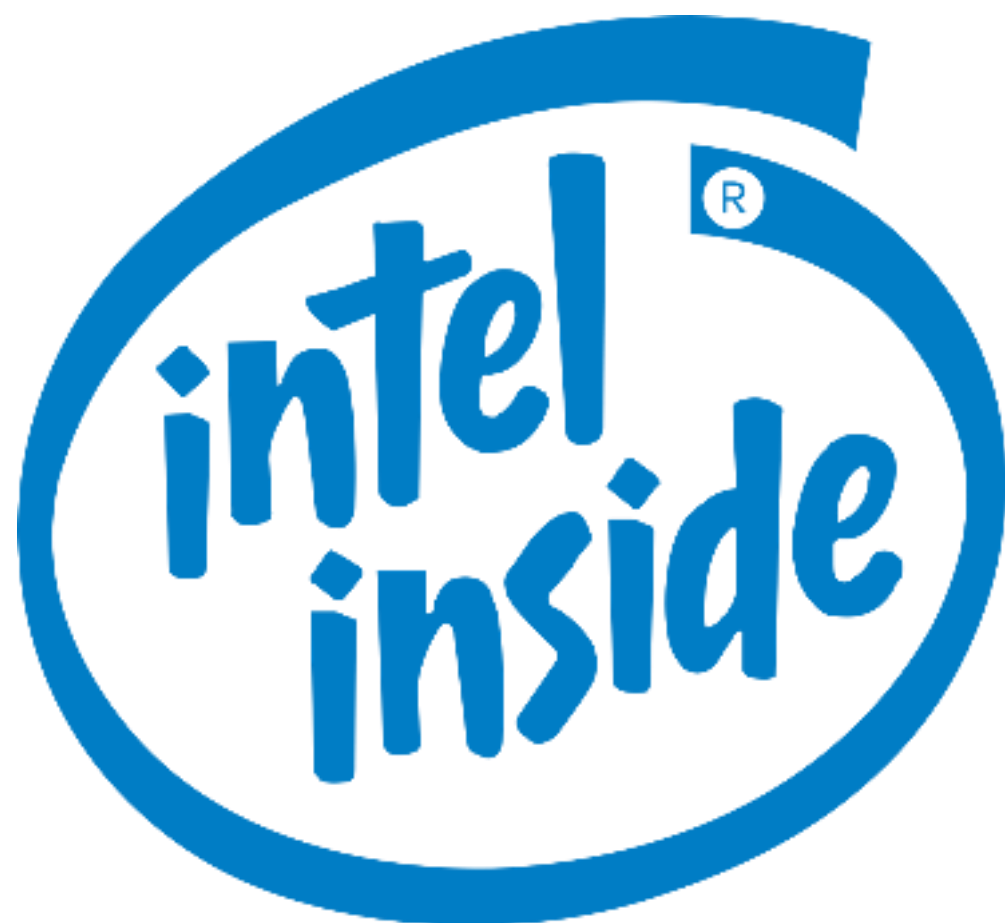
AIB

#THETOUGHEST





**- BE BOLD -**









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# PRIORITISE CREATIVITY



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CREATIVITY  
TRUMPS  
EVERYTHING





CREATIVELY  
AWARDED  
CAMPAIGNS  
ARE 6 TIMES  
MORE  
EFFICIENT



# CREATIVITY IS BUSINESS-CRITICAL





# EMOTIONAL CAMPAIGNS DRIVE MORE PROFIT



# POSITIVE EMOTIONS WIN OUT



POSITIVE EMOTIONS

22%



COGNITIVE RESPONSES

-3%\*







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## TAKE THE LONG VIEW



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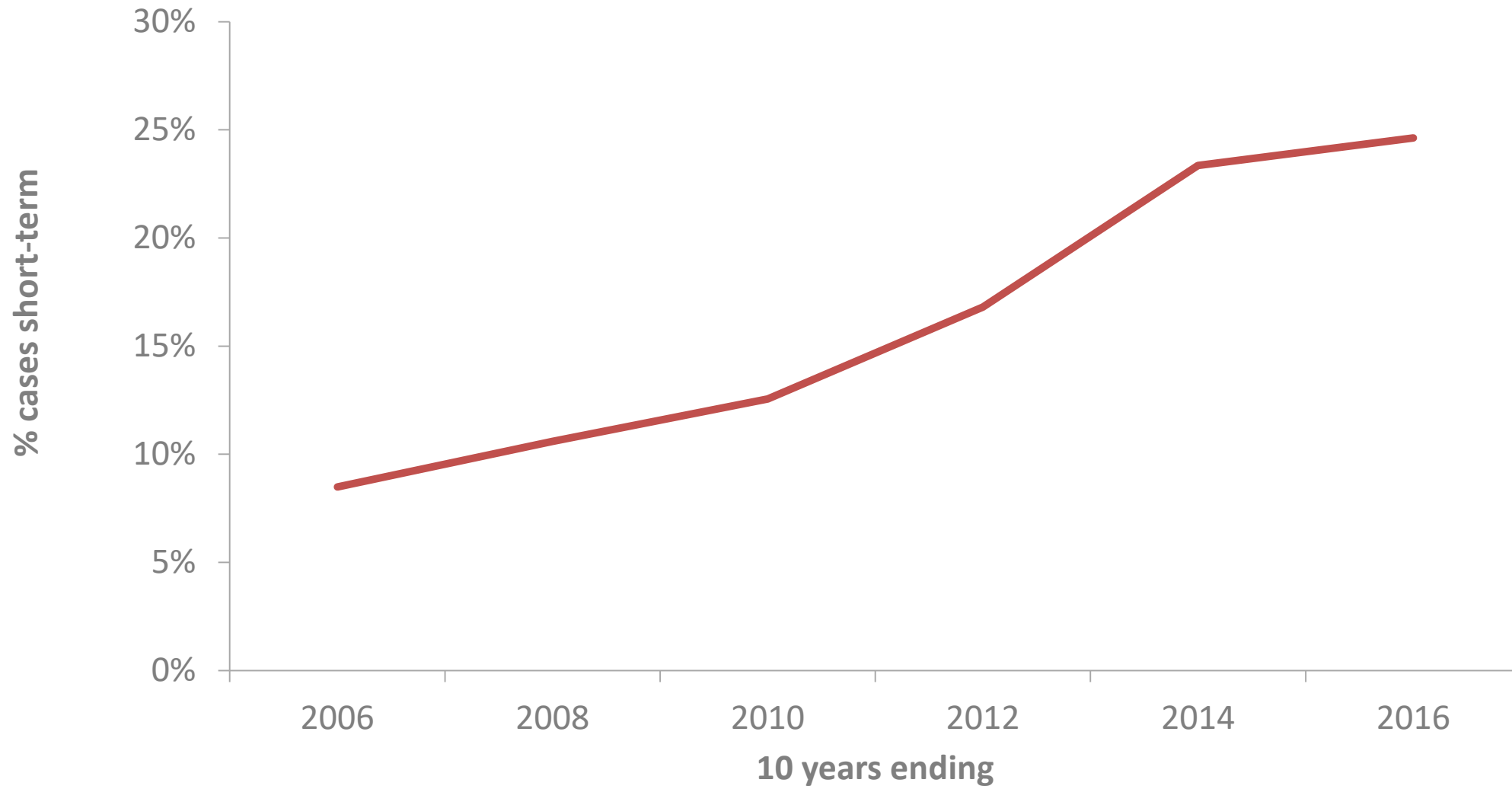
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# SHORT-TERMISM HAS GROWN DRAMATICALLY

# GROWTH IN SHORT-TERM CAMPAIGNS



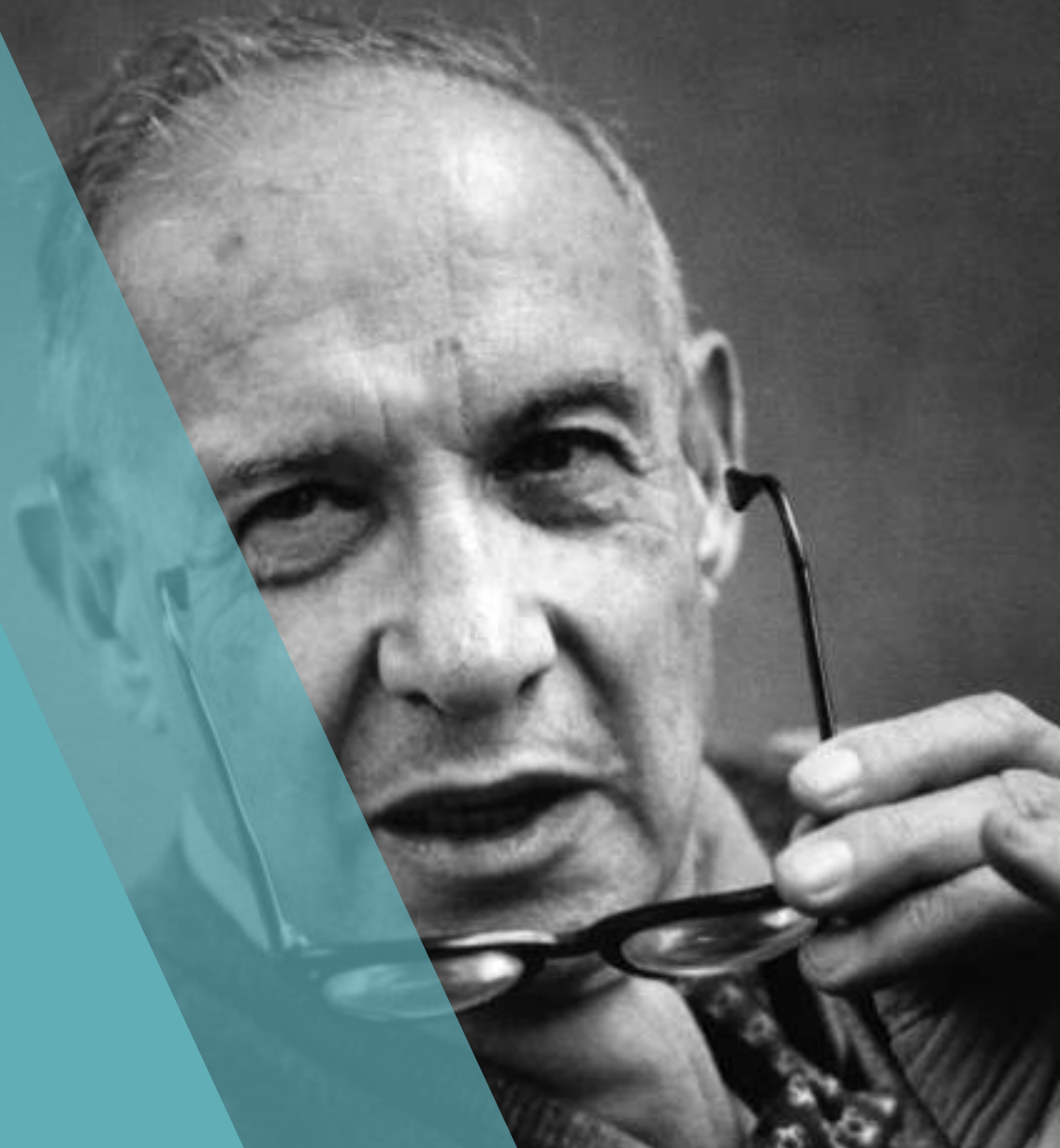


IT'S DAMAGING BUSINESSES & BRANDS



*“Short-termism is damaging, if not destroying, the wealth-producing capacity of businesses...Long-term results cannot be achieved by piling short-term results on short-term results”*

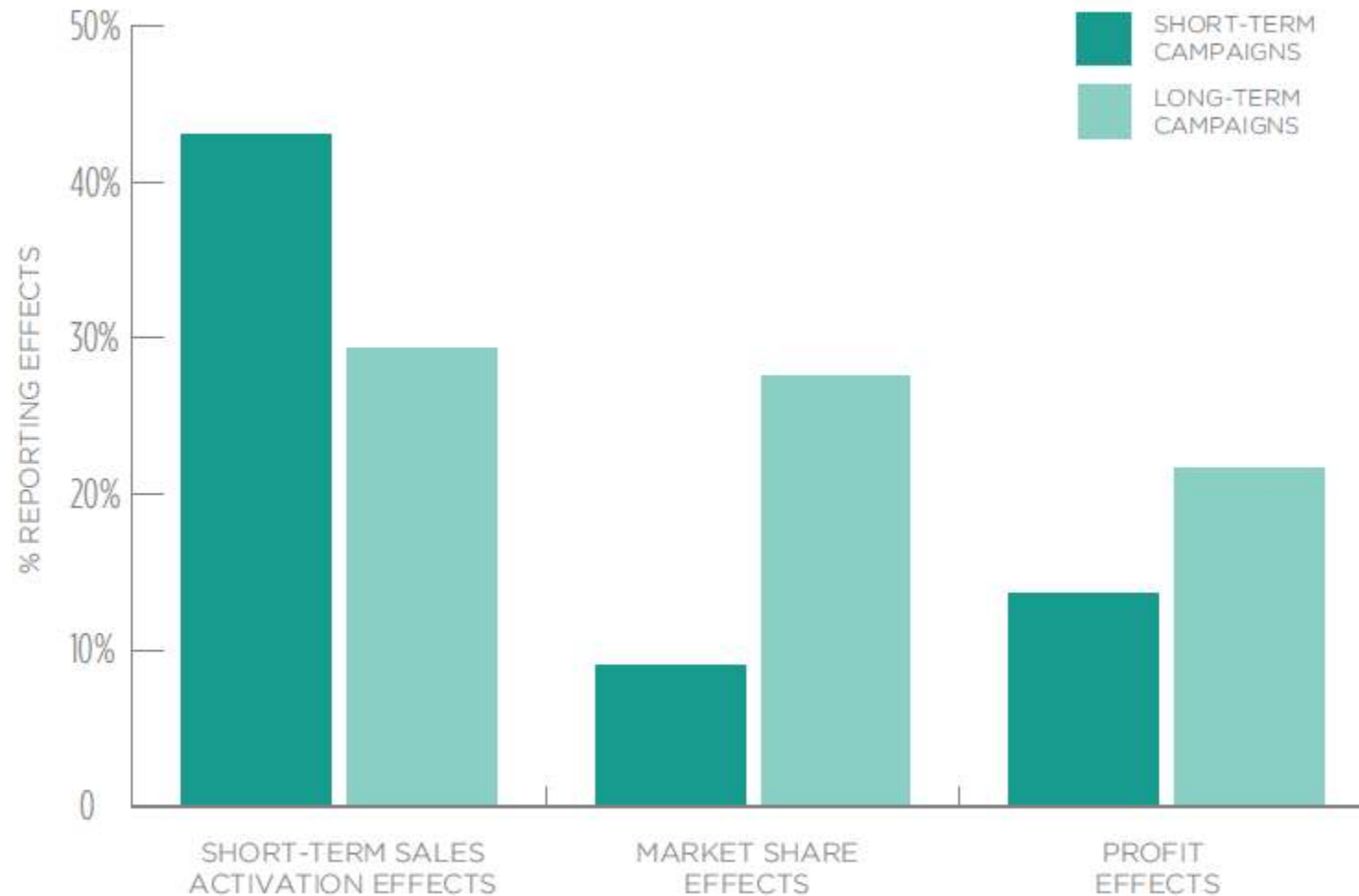
Peter Drucker





LONG-TERM  
CAMPAIGNS BUILD  
MORE PROFIT & ARE 3  
TIMES MORE EFFICIENT

# CAMPAIGN DURATION & EFFECTIVENESS

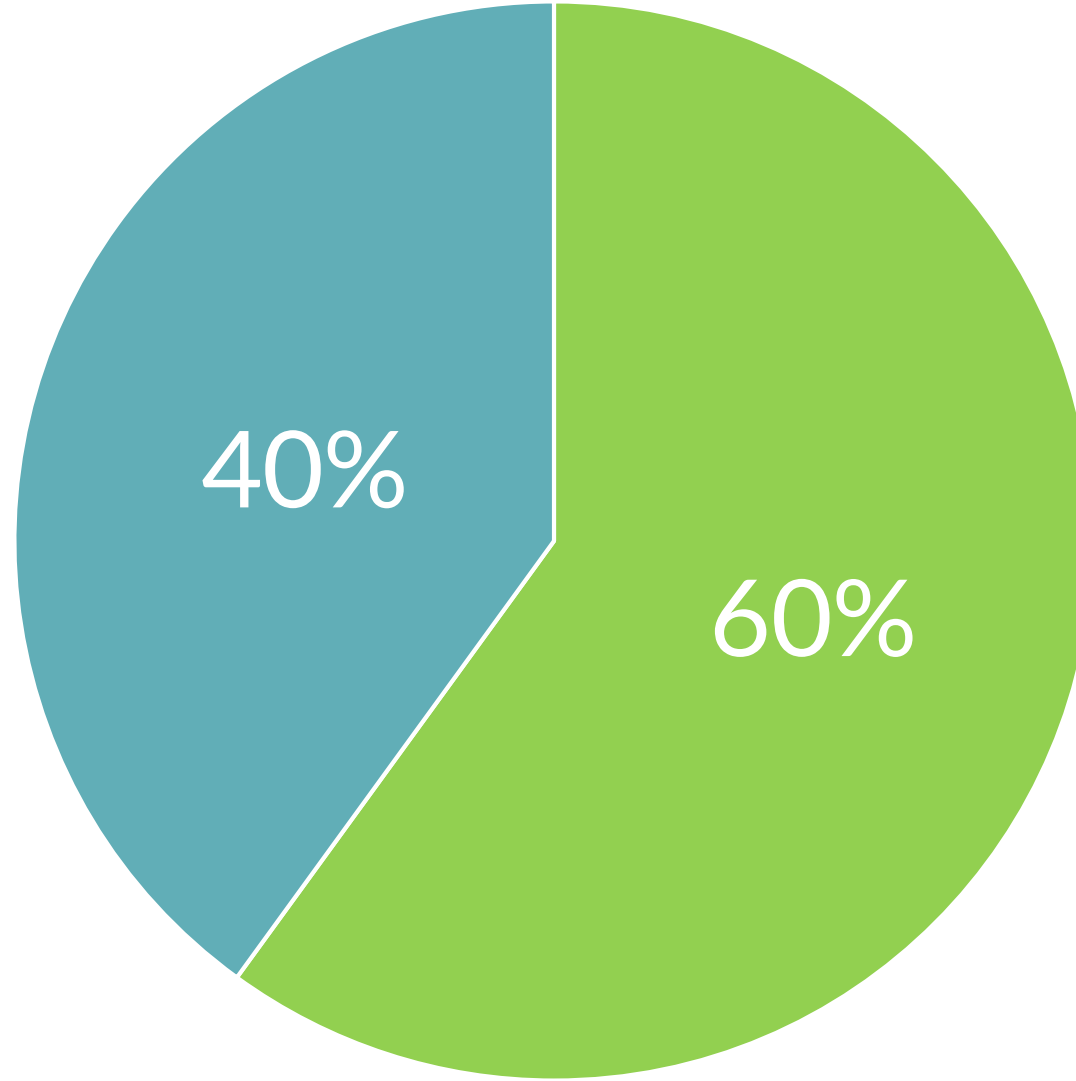




BOTH ARE IMPORTANT



SALES  
ACTIVATION



BRAND  
BUILDING



Thank you

A close-up, black and white photograph of a hand-drawn message. The words "Thank you" are written in a fluid, cursive script using a dark marker. The lettering is slightly blurred, giving it a sense of motion and a personal, handwritten feel. In the upper right corner, the tip of the marker is visible, having just finished writing the final flourish of the word "you". The background is a plain, light-colored surface, possibly paper or a whiteboard.