




# INTEGRATED BRAND COMMUNICATION

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Part 10



# ✿ A different perspective to media channels

## Experience and case study





# a shift in mindset

From:

Choose media & channels on the basis of the pros' and cons' of the media

To:

Choose media & channels on the basis of what benefit they provide to people (what does the media do for me?)

# The logic

- Media are tools that we, human beings, use for different purposes
- Through media we learn, try, experience, dream, etc.
- Therefore we use media for our **benefit**, not because we're interested in advertising
- So far we have been looking at media from the point of view of their ability to reach relevant target group in a more or less efficient way. What's missing is the point of view of people. Why do people use a specific media? What's their benefit?
- Marketers can optimise their media choices by combining 2 points of view:
  - What objectives does the brand want to achieve
  - What benefits different media provide to people
- This will help creating new approaches and ideas on how to use media
- Given that *"any media can accomplish any task"*, this also helps us using media that we never thought before





# What We're Going to Do

- Introduce, define and provide examples of alternative, consumer-focused **“media benefits”**
- Re-classify media thinking – less like marketers, more like **human beings**
  - The **implicit and or unconscious benefits** that particular media offer consumers
- Use this to generate alternative media ideas

# “Consumer Media Benefits”

**Know/Learn**



**Get it & spread it**



**Experience it for real**



**Talk**



**Participate/  
belong**



**Assimilate/  
reconcile new  
ways of living**



**Filling time**



**Associate  
with success**

# Ri-classify media on the basis of “media benefits”



Need to know/learn



Need to get it  
& spread it



Need to experience  
it for real



Need to talk



Need to  
participate/belong



Need to assimilate/  
reconcile new ways  
of living



Filling time



Need to associate with  
success



# Media From a Consumer Benefit POV

## Knowledge Media

The need to know/learn more

### How to think of it

- Venues, experiences and media that consumers will use **to learn more** information, background about a category, brand or service
- Used when information is holding someone back



# Knowledge Media

The need to know/learn more



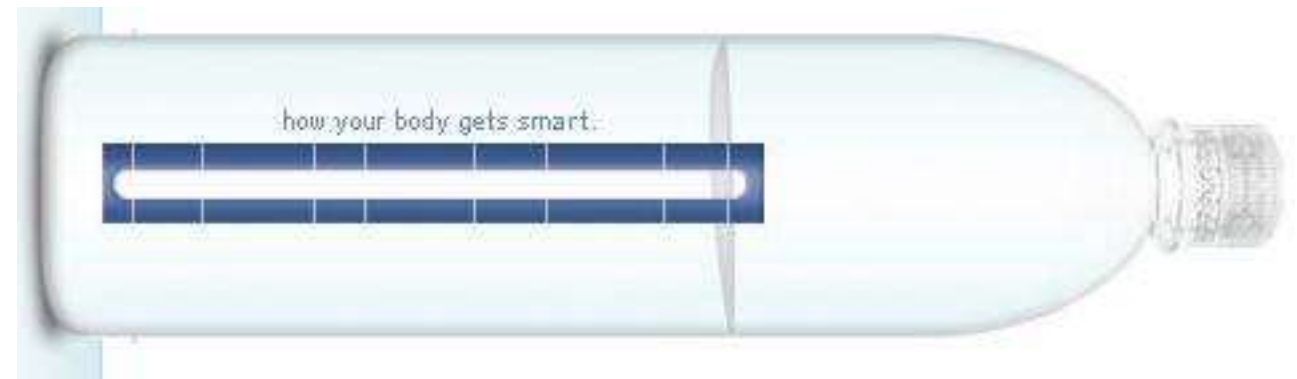
Lexus lifestyle iPhone app. A tool to help drivers **know** how to live the lifestyle, anytime, anywhere



# Knowledge Media

The need to **know/learn** more

Glaceau uses its bottle to educate consumers about the body's rehydration process





# Knowledge media (The need to know): how to use it?

- What one piece of information, if widely known, might **transform the category**?
- Audit where people go **to learn**. What could we utilize?
- Who **coaches**, gives customers information now? How can you help them?
- How can you build knowledge of the product or service?
- What documentary could your brand direct? Continuing education class to teach?

Experience  
it for real



# Media From a Consumer Benefit POV

## Reality Media

The need to feel it for real

### How to think of it

- Physical experiences consumers use to better understand, sample think through, or believe the actual experience
  - E.g. try the new BMW Z4 at the motor show
- Includes actual company behavior - how staff behave

WALL'S

FRUIT YOU CAN SEE...  
FRUIT YOU CAN TASTE

WALL'S FRUTTARE IS MADE WITH  
REAL FRUIT JUICE

วอลล์ ฟรุตทาร์  
ไอศกรีมจากผลไม้สดๆ

วอลล์ ฟรุตทาร์  
ไอศกรีมจากผลไม้สดๆ

Experience  
it for real



# Reality Media

The need to know/learn more





# A REAL ALFA ROMEO IN A REAL SHOPPING TROLLEY.



As part of a sales promotion campaign, these ambient stunts in Belgium's busiest shopping centers show just how easy it is to buy an **Alfa Romeo Mito** when the price is incredibly reduced. The headline reads 'Your chance to own an Alfa Romeo' and invites people to discover all the reduced prices at [www.alfaromeo.be](http://www.alfaromeo.be).

Experience  
it for real



# Reality Media (The need to feel is for real): how to use it?

- Complete a sensory audit of the brand. What sensory cues are critical/missing?
- How should marketing materials look, feel, smell, sound?
- What aspects of the brand experience could be made more physical or be emphasized in the real world, e.g. store layout, pack or product design, uniforms?
- How can aspects of the brand's physicality be sampled?



## Media From a Consumer Benefit POV

### Dialogue Media

#### The need to talk

#### How to think of it

- Mechanisms through which consumers dialogue with the company or others about the brand
- Can be info, sharing ideas or to correct a dissatisfaction
- Used to ensure top value by adding personal touch/perceived customization/sense of club

Talk

# Dialogue Media

The need to talk



# Dialogue Media

## The need to talk



**You Tube**

**Walkers - Do us a Flavour campaign film**

alistairrobertson   42 videos ▾

12 MILLION BAGS A DAY

2:02 / 2:48

CC

A screenshot of a YouTube video player. The video shows a retail shelf stocked with various flavors of Walkers crisps. A large white text overlay in the center of the video reads "12 MILLION BAGS A DAY". The video player interface includes a play button, a progress bar, and a volume icon.

<http://www.youtube.com/watch?v=-orS-bY45nM>



# Dialogue media (The need to talk): how to use it?

- What existing dialogue/exchange could you make more public? E.g. other customer's preferences, Top 10 lists, market research data
- How can the brand encourage richer conversations between customers? E.g. fansites, hints and tips chatrooms
- How can you encourage/publicize greater dialogue? E.g. best customer suggestion competitions
- How can customers enter the marketing dialogue? E. g. Doritos ads made by customers
- Audit all ways in which your company talks with customers. How can you align the way customers talk to each other with the way they talk to your company?
- What part of the company's job would customers like to do? Why not let them?

Get it &  
spread it



# Media From a Consumer Benefit POV

## Contagion Media

The need to get it and transmit it

### How to think of it

- Ways customers can copy each other, or spread (parts) of the brand to others
- A way for someone to tell others about something they are into, enjoy and a way to show off and/or include others
- A critical part of viral/buzz marketing

Get it &  
spread it



**KONY & 2012**  
STOP AT NOTHING



JOSEPH KONY IS ONE OF THE  
WORLD'S WORST WAR  
CRIMINALS AND I SUPPORT  
THE INTERNATIONAL EFFORT  
TO ARREST HIM, DISARM  
THE LRA AND BRING THE  
CHILD SOLDIERS HOME.

Get it &  
spread it



# Contagion media (The need to get it and transmit it): how to use it?

- What is the most exciting viral idea that ever swept the market? Can you mutate and repeat it?
- What bits of mythology and fairy tales apply to your market that you can appropriate?
- Is there industry jargon you can “out”, e.g. “E.D.” “Metrosexual”
- **What controversy in the market can you unleash? Can you create an enemy?**
- What previously “off-limits” aspects of the company, product or its employees can be accessible if only for a short while?
- What “in-jokes” or insider myths, stories could be leaked?

Participate/  
belong



# Media From a Consumer Benefit POV

## Community Media

### The need to participate

### How to think of it

- Ways in which consumers can **engage and exchange information, resources or support** around a common goal or interest
- Real or imagined **forums/communities/clubs** created for interactions (e.g., Trekkie sites, Harley Clubs, Football teams)

# Websites/ Communities

Mommypedia.com



real-parenting.com



raklukemag.com



2,600 UIP/Day

women.sanook.com/n



Pantip.com/café/family



www.tinyzone.tv



360 UIP/Day

www.magickidschool.com



1,000 UIP/Day

www.thaikidclinic.com



dekpatom.ob.tc



450 UIP/Day

www.tataya.com



1,500 UIP/Day

Participate/  
belong



# Community Media

## The need to participate

- Nike remains one of the world's best grassroots up, community media marketers
- “Run London”, “Run Hit Wonder”, their local soccer league organizations, all build communities of motivation around the brand

...**START** WITH A MISSION. MAKE LONDON RUN. AND NOT THE SKIMPY SHORTS. LEAN, MEAN, PB MACHINE LONDON. THE REAL LONDON. THE LONDON THAT KEEPS PAYING ITS GYM MEMBERSHIP BECAUSE MAYBE NEXT MONTH WILL BE DIFFERENT. THE CHARDONNAY HALF-FULL, THERE'S-ALWAYS-TOMORROW, BEST-INTENTIONED REST OF US. AND WE RAN. IN OUR THOUSANDS. AND WE'RE STILL RUNNING. MISSION ACCOMPLISHED: SIX YEARS OF GLORY DAYS, MUD, SWEAT AND BEERS. AS EVERY RUNNER KNOWS, THE RACE MAY BE RUN AND WON, BUT YOU NEVER, EVER, TRULY...**FINISH**... LIKE YOU STARTED. ON A HIGH. READY FOR MORE - AS LONG AS IT'S NOT MORE OF THE SAME, RIGHT? WHAT BECOMES A HABIT STOPS BEING A CHALLENGE. SO IT'S A YEAR OFF FOR RUN LONDON. A YEAR OF RUNNING YOUR WAY. YOU SET THE PACE, WE'LL MEASURE IT WITH NIKE+. YOU CHOOSE THE ROUTE, WE'LL MAP IT. WE'RE NOT GOING AWAY (WE WOULDN'T LET YOU OFF THAT EASY). IT'S JUST TIME FOR A CHANGE. WHATEVER HAPPENS THIS IS ONLY THE **START**...



# Nike The Human Race



The image shows a screenshot of a YouTube video player. At the top left is the YouTube logo. To its right is a search bar. Below the search bar, the video title "Nike - The Human Race" is displayed. Underneath the title, there is a channel name "Killzeys50", a "Subscribe" button with a plus icon, and a dropdown menu showing "40 videos". The main video area shows a cityscape at night with the text "THE HUMAN RACE TOK" overlaid in white and gold. A Nike swoosh logo is also visible in the center of the cityscape. At the bottom of the video player, there is a progress bar showing "0:13 / 1:06" and various control icons like play, volume, settings, and full screen.

You Tube

Nike - The Human Race

Killzeys50 + Subscribe 40 videos ▾

THE HUMAN RACE TOK

<http://www.youtube.com/watch?v=jM8q9y7md-c&feature=related>

0:13 / 1:06

Participate/  
belong



# Community media (The need to participate) : how to use it?

- What new lifestyle trends or cultural phenomena could the brand be connected to, and adopted?
- What are the biggest **obstacles/frustrations** (serious or not) in the market that a club might take on?
- Is there a significant contribution to society (global or local) you could make?
- What about your brand would be more fun to do in a group?

Assimilate/  
reconcile new  
ways of living



# Media From a Consumer Benefit POV

## Story Media

The need to assimilate/reconcile new ways of living

### How to think of it

- There are critical stages in life where stories about how we live or things that happen are particularly important
- Think of these media as stories about life as it is lived today or could be lived and put the brand at the center
- These media help people digest, rationalize and believe **new associations, ideas or even define a new role/path in life**
- From pure word-of-mouth (modern commercial urban myths), to movies, magazine articles, jokes or even songs

Assimilate/  
reconcile new  
ways of living



# Story Media

## The need to assimilate/reconcile new ways of living

- Lance Armstrong's comeback to the Tour de France was driven by his primary desire to continue to get his "Livestrong" message out into the public domain. This year's tour featured a Nike chalk trailer that wrote the stories of victims and survivors onto the actual route captured via a dedicated website.



<http://www.youtube.com/watch?v=OeGXZ2uTxhk>

Assimilate/  
reconcile new  
ways of living



# Story media (The need to assimilate/ reconcile new ways of living) : how to use it?

- What key lifestyle/style transitions are customers going through that you could help navigate? What new mini re-inventions can you help them realize?
- How can you showcase a vision for the way life could be?
- What fantasies might be closely related to your segment or brand? How can you help customers to actually live these?
- What are the most interesting stories about users of the brand? How can you (re) tell these?
- What familiar people, places or behaviors can you link to so that the brand becomes more trusted, accepted and “normal?”
- Who has “crossed over” and lives the life of the brand? How’d they get there?

Associate  
with success



# Media From a Consumer Benefit POV

## Reputation Media

The need to be associated with success and integrity

### How to think of it

- Physical or perceptual symbols of success, high social standing and having a “good name” and contemporariness
- Often underpinned by increasingly high value of celebrity and status. Especially relevant in post-corporate scandal and more transparent world

Associate  
with success



# Reputation Media

The need to be associated with success and integrity

Ex. The place where you sell your products has a tremendous impact on its quality image. Point of sales can be reputation media.



Associate  
with success



# Reputation Media

The need to be associated with success and integrity

- This is an example of two giants using each other's reputation. London's brand new Wembley Stadium wanted to put itself on the global concert map. George Michael wanted the stature of the new venue to reflect on him as a (fading?) artist



## George Michael To Play First Wembley Stadium Gig

You are here: [Live Music](#) • [music news](#) • [George Michael To Play First Wembley Stadium Gig](#)

George Michael is set to play the first concert at the new Wembley Stadium. The legendary pop star will perform at the newly revamped 90,000 capacity venue on June 8th 2007 as part of his UK and Europe stadium tour.

George played the old stadium many times, from Live Aid in 1985 and Wham's farewell concert in 1986 to his last concert in 2003.

The new (old) Wembley stadium had been due to open in August 2006, then in 2006, with [Tina Turner](#) and [Ben Jelen](#) booked to play gigs there. However, they were forced to change venues, because of delays to the opening of the stadium.

"George Michael is no stranger to this great stage having performed at the old stadium with both Wham at Live Aid and as a solo artist. This is a



Associate  
with success



# Reputation media (The need to be associated with success and integrity) : how to use it?

- What symbolizes success and integrity in the consumers' world? How can we appropriate/support similar symbols for us?
- In what aspect of the market or segment could you be/become the incumbent leader, the authority, or thought-leader?
- What are the most potent, motivating stories and ideals inside the company that you can take outside?
- What event or happening could dramatize and bring your vision to life? E.g. theme park ride, concept vehicle, exhibition?
- What does make the hearts of employees tick? How can that be scaled to all customers?

## Filling time



# Media From A Consumer Benefit POV

## Distraction Media

### The need to fill time

### How to think of it

- Time consumers want to fill in, be entertained, engaged, escape or pass/waste
- “Attention treats”
- Where media helps them to relax, enjoy themselves provide an “attention break”



# Distraction Media

## The need to fill time

- We are all increasingly addicted to constant mini-breaks and distractions.
- Proactive to passive, directed versus random, 2 hours to 10 seconds.



Filling time



# Distraction Media

The need to fill time



 **Barclayscard: Extreme Waterslide iPhone Game**

As of August '09, the most downloaded branded iPhone game.

## Filling time



# Distraction media (The need to fill time): how to use it?

- When and where are consumers most likely to get want to take a break with your brand?
- What does the company do/make that lends itself to whimsicality?
- If the brand was caught drawing doodles what would they be of?
- What symbols, icons, sounds of the brand could you make a game out of?
- What's the stupidest thing someone could do with your brand?
- What other invention or thing could you make out of your brand?

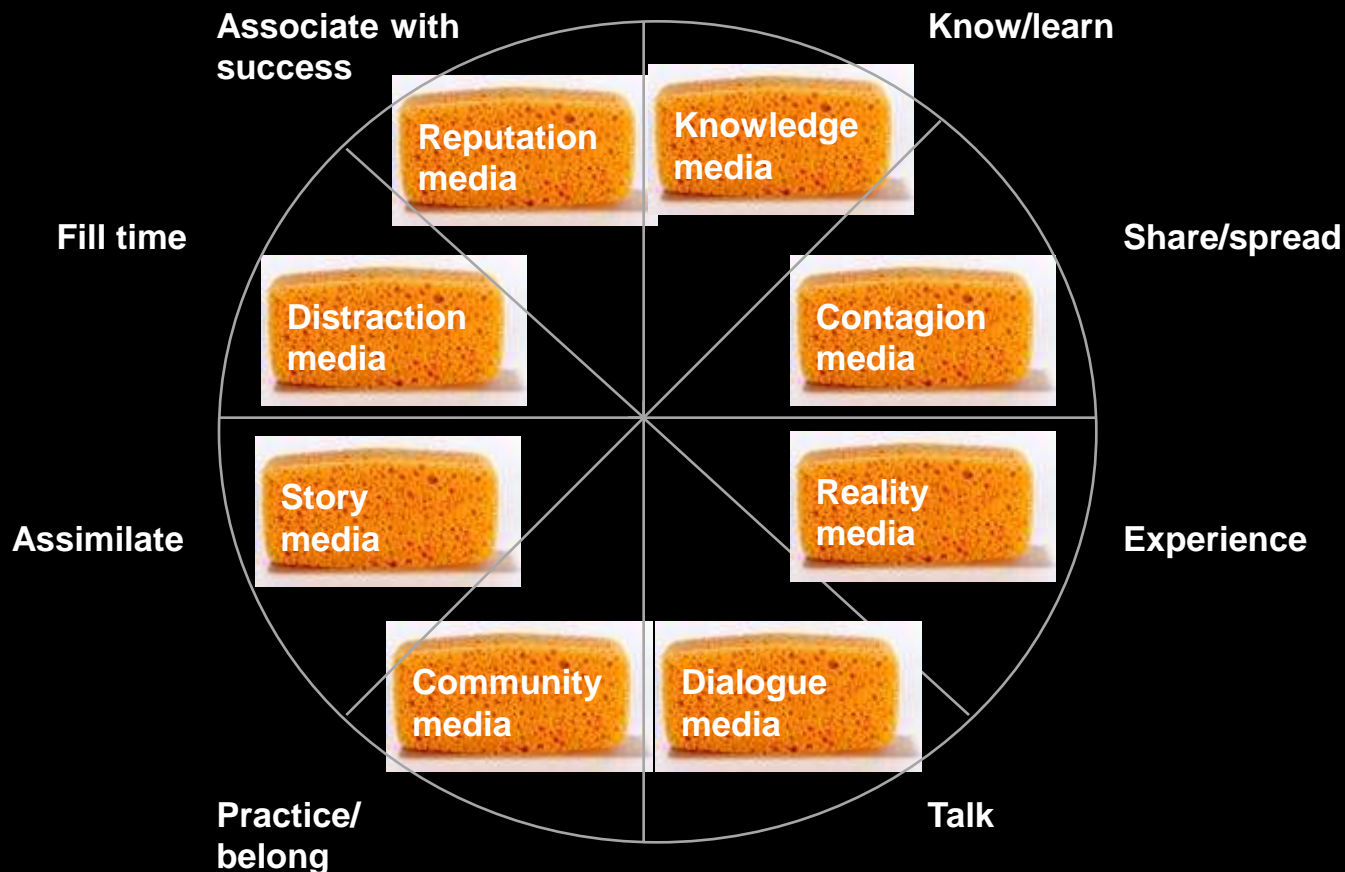


<http://www.youtube.com/watch?v=xUgM57xr4aU>

# SHOOT LAPTOP

# What to do

Asking how your media, channel and activation choices can help consumers to...



# Marrying Strategic Intent and Media/Channel Bias

- While all media functions may be helpful, the following prioritizations based on the role of communication may be the best, first areas to explore

## Role of Communication

Create awareness/saliency

Create a favorable impression/  
Link to needs, desires

Modify attitudes

Sustain awareness,  
top-of-mind relevance

Reinforce attitudes

Evoke an immediate  
response

Enthuse the staff/trade

## Desired response

*"Now I've heard of you/it"*

*"What a good idea"*

*"Really?"*

*"That reminds me"*

*"I always knew it"*

*"I should go do that"*

*"That's great for us"*

## What Media

Contagion, Story,  
Reputation, Distraction

Reality, Community,  
Dialogue, Knowledge

Reality, Contagion,  
Reputation, Knowledge

Reality, Contagion, Story

Reputation, Reality,  
Dialogue, Story, Knowledge

Contagion, Story,  
Community, Distraction

Reputation, Community,  
Story

# How to do it?

1. Consider the role for communication. What are your principle communication (response) objectives?
2. Identify and prioritize media function/benefit areas
3. Generate content/context ideas in each area

Role of Communication	Desired response	Priority Encounters Media
Create awareness/salency	"Now I've heard of you/it"	Contagion, Story, Reputation, Distraction
Create a favorable impression/ Link to needs, desires	"What a good idea"	Realty, Community, Dialogue, Knowledge
Modify attitudes	"Really?"	Realty, Contagion, Reputation, Knowledge
Sustain awareness, top-of-mind relevance	"That reminds me"	Realty, Contagion, Story
Reinforce attitudes	"I always knew it"	Reputation, Realty, Dialogue, Story, Knowledge
Evoke an immediate response	"I should go do that"	Contagion, Story, Community, Distraction
Enthuse the staff/trade	"That's great for us"	Reputation, Community, Story



# Brief





# Brief

- Mercedes Benz case studies
- Use this tool to brainstorm about the media selection for Benz Youth Campaign
- **The task: to make youngsters fall in love with Mercedes Benz**

## HOW

1. Consider the role for communication. What are your principle **communication (response) objectives**?
2. Identify **3 key media function/benefit** areas
3. **Generate** content/context ideas in each area