

[illegible]

BY AJARN SUWALYA K.
LESSON 5



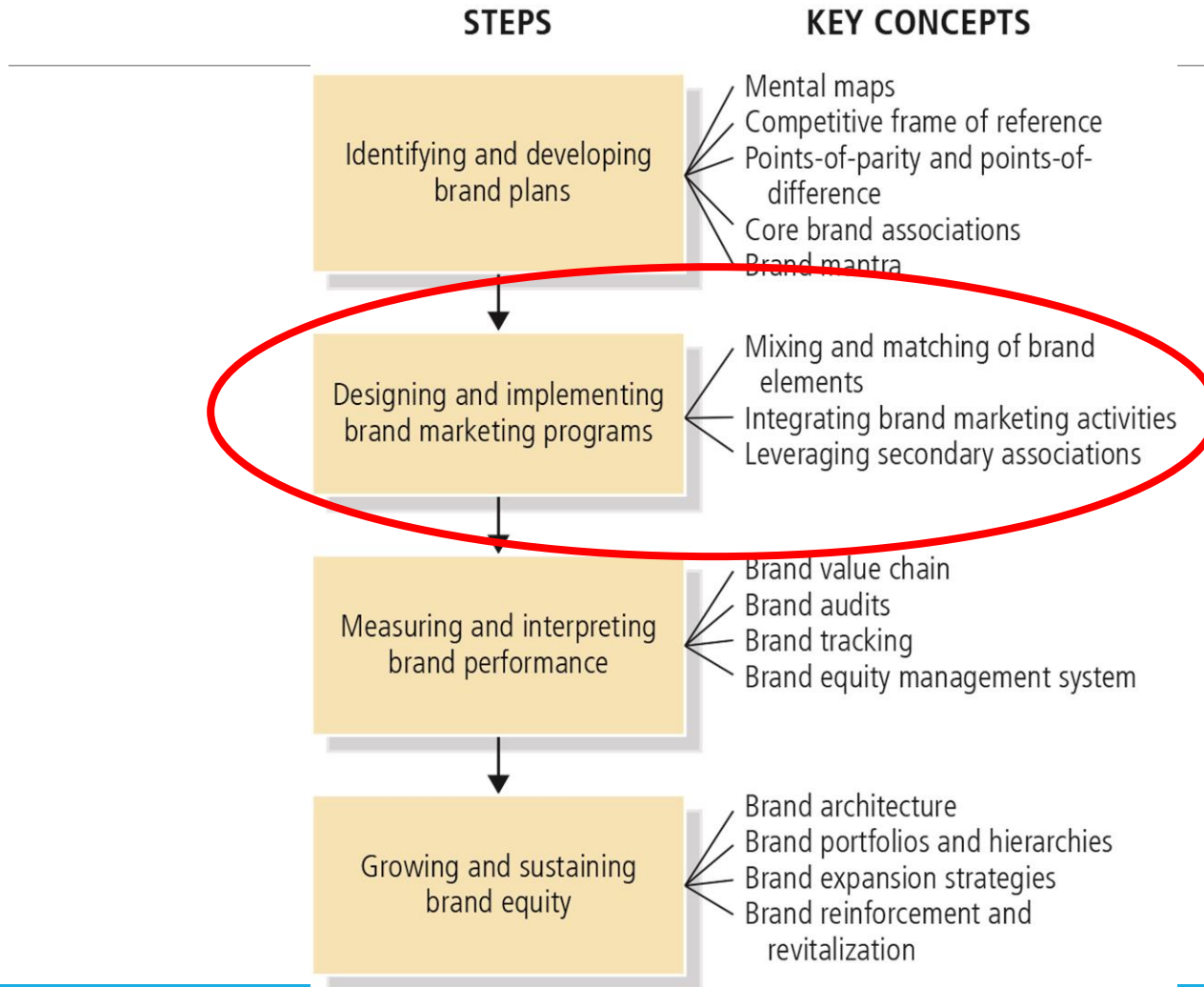
Covid-19: why your life will never be the same again



The Economist · 1.8M views · 1 year ago



Figure 1-10: Strategic Brand Management Process





The Four Steps of Brand Building



Ensure identification of the brand with customers and an association of the brand in customers' minds

TARGET GROUP



Establish the totality of brand meaning in the minds of consumers

Position

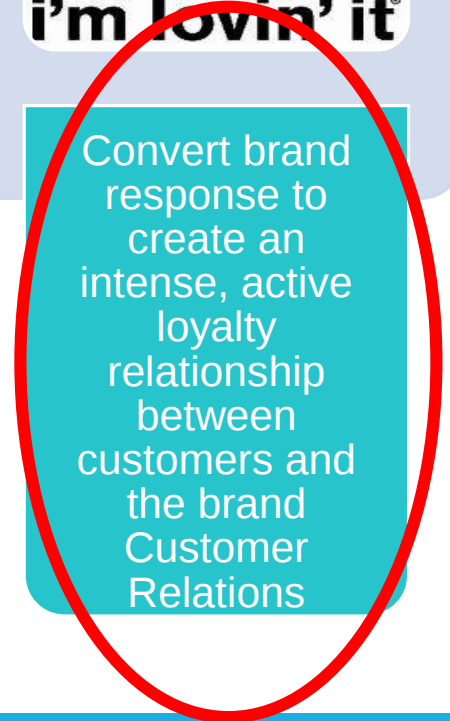


Elicit the proper customer responses to the brand identification and brand meaning

Communicate



Convert brand response to create an intense, active loyalty relationship between customers and the brand
Customer Relations



Step 4: Customer Loyalty – Brand Activation



EverydayOnSales.com

THE CIRCUS IS IN TOWN!
COLLECT THEM ALL

OFFICIAL **Scrabble** PRODUCT

1 MAY **8 MAY** **15 MAY**

CLOWN **MAGICIAN** **CHIMP** **TRAPEZE** **DARE DEVIL** **ANIMAL TAMER**

McDonald's CIRCUS OF LIFE

RM 10⁹⁵ each with any purchase

With Every Circus of Life is now available at Dessert Center, Dessert Kiosk and McFlurry!
*Price is for Regular McFlurry and subject to existing government tax, except in Singapore. *Flavors are available while stocks last and McDonald's reserves the right to remove items without prior notice. *Limited to one per store. *Circus of Life Flavors per McDonald's store. *Flavors shown are for illustration purposes only. *All promotional items are subject to change without prior notice. *Other terms and conditions apply.

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NEW PEPPERY SENSATION!

McValue LUNCH & DINNER
EVERYDAY | 12 NOON - 3PM & 4PM - 9PM

ONLY RM 5⁹⁵ each

McChicken RM 5⁹⁵

NEW Beef McPepper RM 5⁹⁵

NEW Beef & Egg RM 5⁹⁵

McDonald's **I'm lovin' it**



SMILE CARD

VISIT 1 **FREE McFlurry (Coke)**

VISIT 3 **FREE McFlurry (Coke)**

VISIT 4 **FREE McFlurry (Coke)**

VISIT 5 **FREE McFlurry (Coke)**

VISIT 6 **FREE McFlurry (Coke)**

VISIT 7 **FREE McFlurry (Coke)**

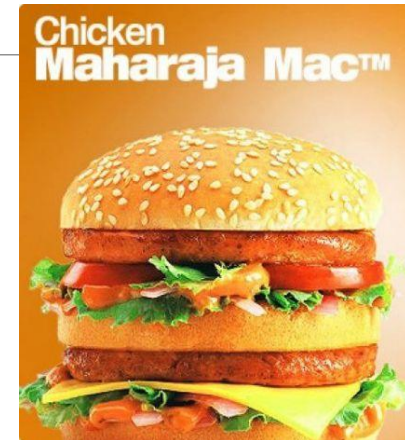
VISIT 8 **FREE McFlurry (Coke)**

VISIT 9 **FREE McFlurry (Coke)**

TERMS & CONDITIONS: This Loyalty card will be issued to you on purchase of any food item. Offer available on the Loyalty card can be redeemed till 28th February, 2015. Redeemed only for purchases made in any McDonald's store and not on delivery orders. Offer can be availed on purchase of any food item of more than ₹15 and is valid only in West and South of India. Card cannot be exchanged for cash and is not for sale. Photocopies or duplicates of this voucher or term voucher shall not be accepted or shall not be treated as valid. For more details, visit our website www.mcdonaldsindia.com

Vegetarian McDonald's Opening in India

vdo from SourceFed ((Opened 2 restaurants in 2013)



the future beyond brands
lovemarks

Personal
Relationship

Loyalty
beyond reason

What about
our future?

Brand
Preference

Loyalty

What about
you and me?

Brand
Liking

Positive
Reactions

What
about you?

Brand
Consideration

Points of
difference

What
are you?

Brand
Knowledge

Brand
Awareness

Who
are you?

Brand
Resonance

Customer
Judgements

Customer
Emotions

Brand Behavior
(People & Product)

Brand
Communication

Brand Silence

Customer Acceptance

What we aim to accomplish...

- What is **Brand Activation?**
 - The Importance of Brand Activation
 - Good Practices and Examples
- **Brand Cases-**
 - Coca Cola
 - Unilever
 - P & G
- **PR and Examples**
- **Guerilla Marketing**

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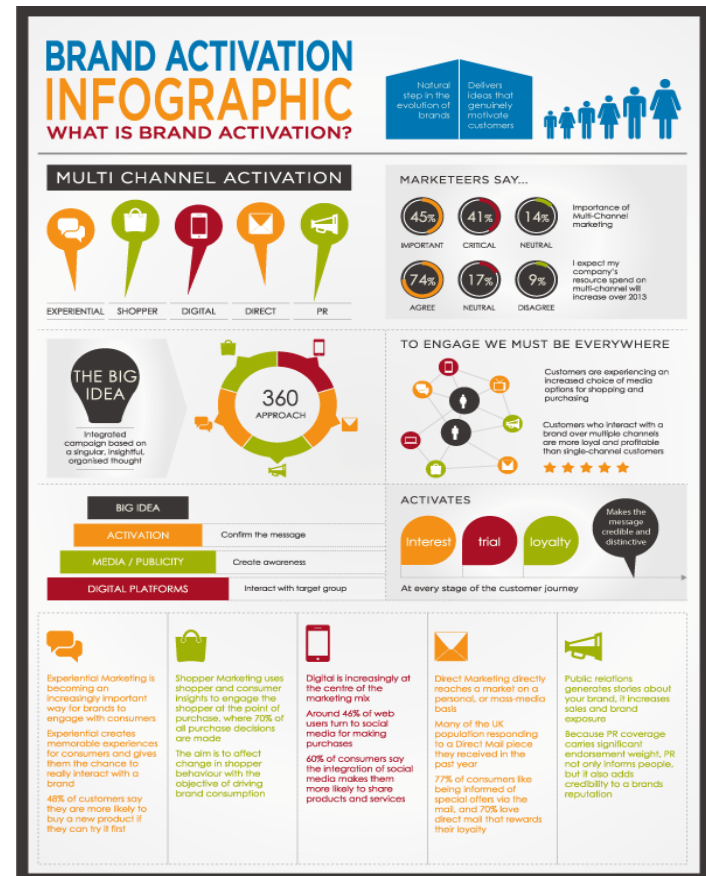
Brand
Communication

Brand Silence

Customer Acceptance

What is Brand Activation?

Basically, **brand activation** is the **process of building awareness for a company by engaging directly with target audiences consumers**. This can be done through different event types or **marketing** campaigns, as long as the effort results in a specific consumer experience that builds a company's notoriety.



The Importance of Brand Activation



Brand activation is an **excellent opportunity to present your brand and create emotional connections with your future buyers**. Experiential marketing allows you to create something intriguing and related to your company that will generate interest even among those who don't know you yet

Goal of brand activation

The goal of **brand activation** is to create a connection between the consumer and the **brand**. In essence, you could say **brand activation** ensures that the **brand's value is “activated”** in the consumer's mind, The consumer then starts associating that value with the **brand** creating a strong bond.



As a Brand Activator...



Brand activation is **the art of driving consumer action through brand interaction.**

... It's about bringing brands to life via experiences and forming long-term emotional connections. Through these campaigns we are able to directly influence more people to do more, more often!

How do you plan for Brand Activation?

How to Create a Strong Brand Activation Campaign

1. Set a Goal. Decide what it is you want to accomplish with **brand activation**. ...
2. Create a Budget. ...
3. Understand and Appeal to Your Audience. ...
4. Create a Call to Action That Will Help You Reach Your Goal. ...
5. Use Channels to Deliver Your Marketing Message.



What is Digital Brand Activation?



A **Digital Brand Activation** is **an online initiative that leverages audience microtargeting and intent-based strategy**, to raise **brand** awareness and drive immediate leads or sales. ... It's similar in feel to an “analog” **brand activation**,* but, because it's **digital**, it's fast, inexpensive and highly measurable.

What is event marketing?

When we refer to live **marketing** or **brand** experiences, we often use the terms **brand activations**, **experiential marketing**, and **event marketing** interchangeably.



BEST MARKETING CAMPAIGNS OF LAST DECADE 2010 - 2020



Best Marketing Campaigns of the Last Decade: 2010 - 2020 - Digital Uncovered



Digital Uncovered · 41K views · 1 year ago





Coca Cola

Brand Activation Campaigns

Coke: Share a Coke Campaign

Global initiative into South East Asia



Share a 'Coke' with
name here



Andrew

Facebook

- 120m earned impressions on Facebook
- Number 1 most talked about Facebook page in Australia
- 410% increase in Facebook traffic

Interactive Billboard

- 1,001 unique names displayed over 12 hours

Custom Can Kiosks

- 378,000 extra cans ordered in stores

Crowdsourced TVCs

- 28 unique crowdsourced TVCs featuring photos from fans

Challenge

With 50% of teens and young adults having not engaged a 'Coca-Cola' in the previous month alone, we had to re-engage active Australians.

Idea

We printed the 100 most popular Australian names on 'Coke' bottles and invited Australians to 'Share a Coke' with each other as a fun language-driven challenge in response to our consumers' reaction. 'Coke' once again became a part of Australians coming together.

Results

In three months:

- Young Adult consumption increased 7%.
- Volume increased 4%.
- 25 more Aussie's enjoying 'Coke'.

12 MILLION EARNED IMPRESSIONS





'Share A Coke' campaign ...Coca Cola, a marketing genius!!! :

rahul ingole · 760K views · 9 years ago



Share a Coke



- Coca Cola is all set to spread the message of happiness in the tropical contours of the coconut country Thailand. This time, the leading cola brand is asking you to "Be Fizzy, Be Bold, Share a Coke".
- Investing an outstanding 140 million Baht, the entire Thailand will be flooded with 250 million Coke cans, having people's nicknames and their expressions printed on them.

"We know that Thai people are positive and happy ... But they are also very reserved about expressing how they feel about other people, especially when those feelings are mixed with special emotions or are particularly complimentary," Konstantinos Delialis, marketing director of Coca-Cola (Thailand), said in his first interview with local media.

'Share a Coke' campaign is a marketing initiative by Coca Cola that started from Australia, and then went on to the UK, Italy, France, Brazil, Austria, Germany, Greece and Israel.

The summer campaign invited consumers to share a moment of happiness with friends, family and loved ones by swapping the iconic logo on the Coke bottles with personalized names. From user generated print names to social media sharing, the campaign has it all.



■ YES, IT'S A HIT!

With the outstanding results on board, it would not be wrong to say that Coca Cola's **'Share a Coke' campaign is one of the most successful global campaigns by the company till date.**

Australian statistics of the campaign reveal that Young adult consumption increased significantly by 7%. The campaign also earned a total of 18,300,000-plus media impressions, and traffic on the Coke Facebook site increased by 870%, with page likes growing by 39%.



Share a Coke®. Taste summer adventure. ⋮

Coca-Cola · 29K views · 3 years ago



What about the Thai Market?



Coca cola launched a campaign to **collect 1 million reasons why Thai people believe in a better future for their country**. These reasons will all be compiled into a book called the One Million Reasons, Believe in Thailand.

Users can send **their message through many media platforms such as Facebook, Twitter, YouTube and Instagram**. You can use the hashtag **#COKE1M**. This is a great way to get the people of Thailand inspired to live a better life and make a better future for their country(Palsingh, 2012).

In Thailand the soft drink market is very competitive, with Coke coming in at 24% and Pepsi at 40%. **Coke's sales have been affected dramatically due to Thailand's heavy rainfall and monsoons that have isolated two-thirds of the population.**

After the country had been in critical condition from the floods, social media sites were spread with many depressing messages of the state that the country was in. Coke, seeing this advantage to start a new campaign that would benefit the morale of the country and Coca Cola(Cream,n.d).

What about the Thai Market?



People were encouraged to write in their stories of hope and this received attention from people all over the world. 137 million messages made it on Coke's Facebook page and this brought happiness to Thailand(Facebook, 2013).

The campaign also brought awareness to 92% of Thai people, coke sales went up to 29 million unit cases and market share increased from 24% to 30%.

This was a win win campaign for Coke and Thailand. This campaign was **really inspirational, in that it showed a country that had nothing and was depressed to reaching out and helping many Thai people achieve happiness for their country.**



THAILAND



Share a Coke ร้อนนี้ส่งไฉ่กให้

Coca-Cola Thailand · 2.1M views · 1 year ago



Share a Coke Day

Coca-Cola Thailand · 5.5M views · 1 year ago





Share A Coke Singapore: Case Study



Andrea Leong · 4.2K views · 5 years ago



What about the Vietnam Market?



Over the last two years, Vietnam has been one of the world's fastest-growing markets for brand Coca-Cola across. **Coke's brand love scores are also growing fast in Vietnam. The country's first "Share a Coke" campaign in 2014 helped drive a lot of that success.** This year, there was a new challenge: Maintain strong momentum for the brand, especially with teens, where the market competition is intense.

To take "Share a Coke" to the next level, the Vietnam team looked to the now-universal language of emoticons. In Vietnam – as in much of the world – young people use emoticons to share how they feel. Coca-Cola Vietnam introduced 41 emoticons. “Emoticons have become a perfect sharing platform, a sharing of human feelings,” said Pratik Thakar, integrated marketing communications director for Coca-Cola’s ASEAN business unit, which includes Vietnam. “It transcends language barriers and has pretty much become a part of popular culture across most ASEAN markets.”

Vietnam kicked off the first phase of the campaign to build awareness. Beyond traditional media, a “social invasion” entailed bloggers and local celebrities introducing Coke’s new emoticons. Special partnerships with Facebook and the country's largest local messaging platform, Zalo, helped spread the word.



What about the Vietnam Market?

In the second phase, the team is focused on inspiring teens to share their own stories. Consumers will be able to personalize cans at retail outlets and customize stickers on Zalo. Within four days of the phase two launch, consumers had downloaded 1.3 million stickers.

"Share a Coke emoticons are, once again, proving our way of doing marketing with the consumer at heart," said Uyen Pham Na, marketing director, Coca-Cola Vietnam. "I believe Coke emoticons will be a new way for Vietnamese teens to communicate their feelings. This campaign not only brings Coca-Cola closer to our consumer but also benefits our business with promising volume increase."

Basil Sidky, general manager for Coca-Cola in Indochina, added, **"I am very excited about the Coke emoticon campaign. It's smart to leverage the youth's social currency to boost the brand's relevance in this mobile and digital era, giving us a much richer ground to engage with our consumers."**

The campaign is scheduled to roll out across Thailand later this year and in the Philippines in the summer of 2016.

What about the Vietnam Market?



Share a **Coke**® Share a



TVC : Coca Cola: Share A Coke

Vietnam



Brands Vietnam | Coca cola Vietnam
"Share a coke" Campaign



Brands Vietnam · 8.2K views · 6 years ago



TVC : Coca Cola: The Happiest Thank You

Philippines





2:04



One Coke Away From Each Other - Real Magic (Extended Version)



Coca-Cola · 787K views · 1 month ago



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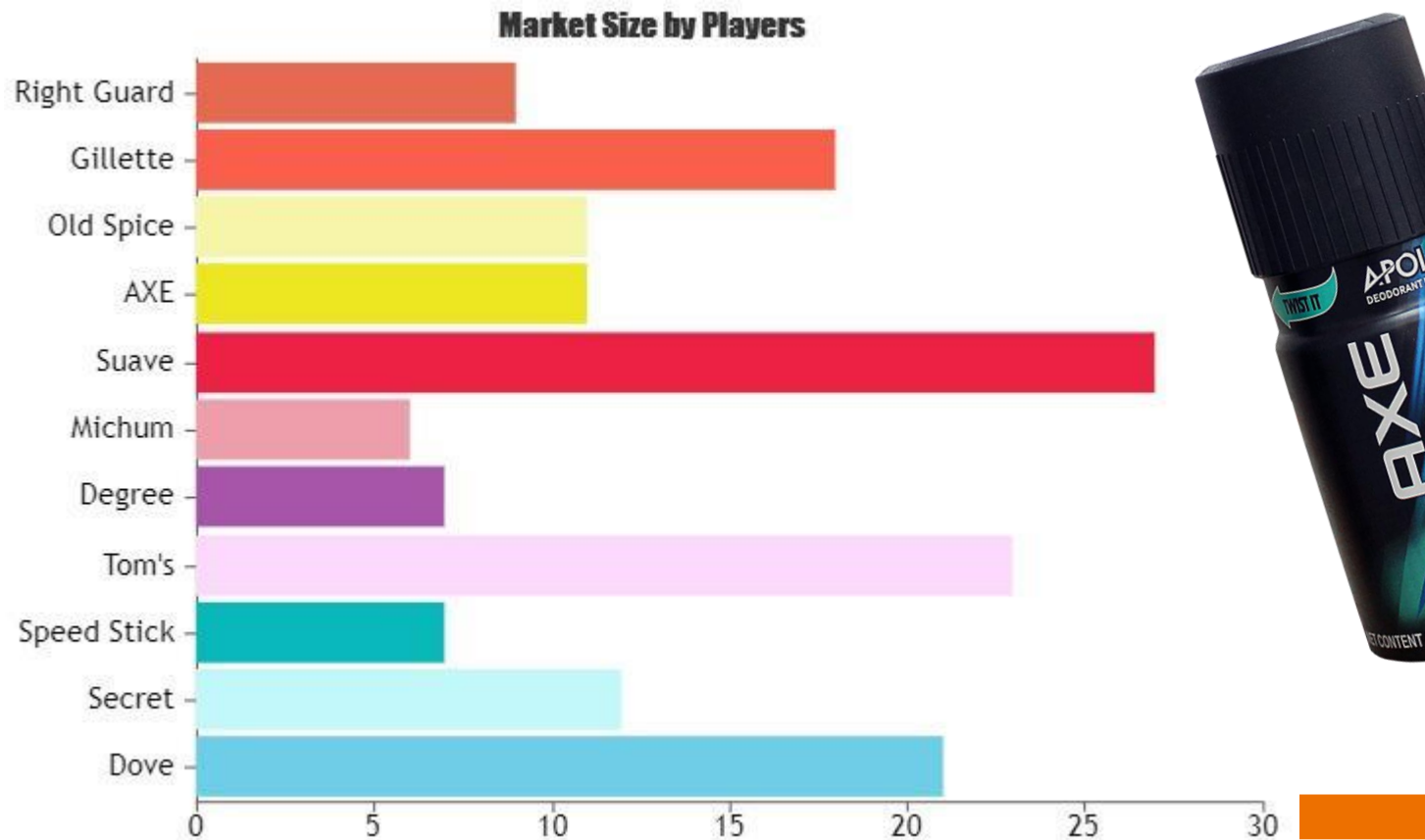
Customer Acceptance



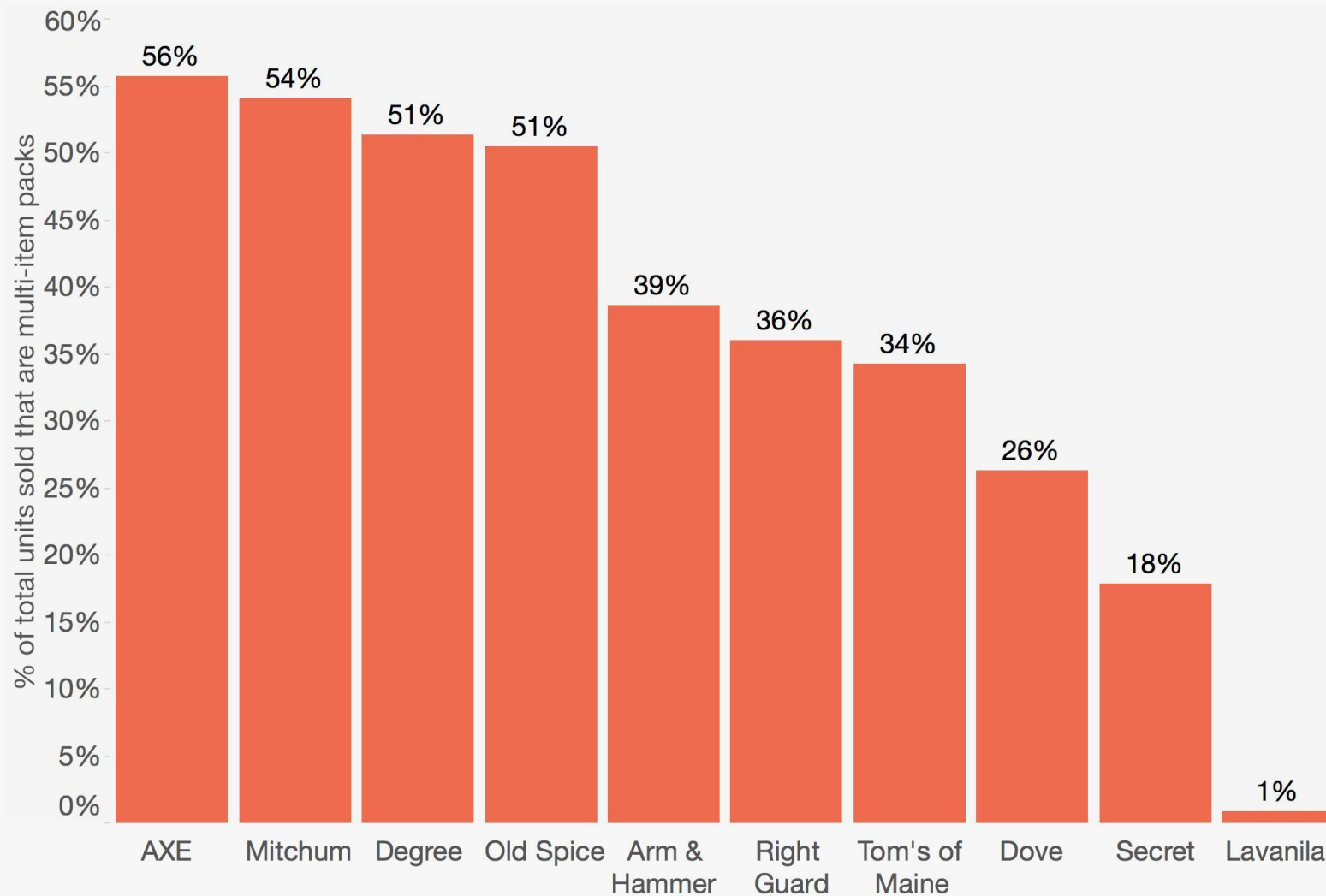
Unilever Brand Activation
AXE

Deodorant & Anti-Perspirant Market to See Huge Growth by 2025

12-20-2019 10:20 PM CET | [IT, New Media & Software](#)



Axe and Mitchum sell the highest proportion of multi-item deodorant packs online



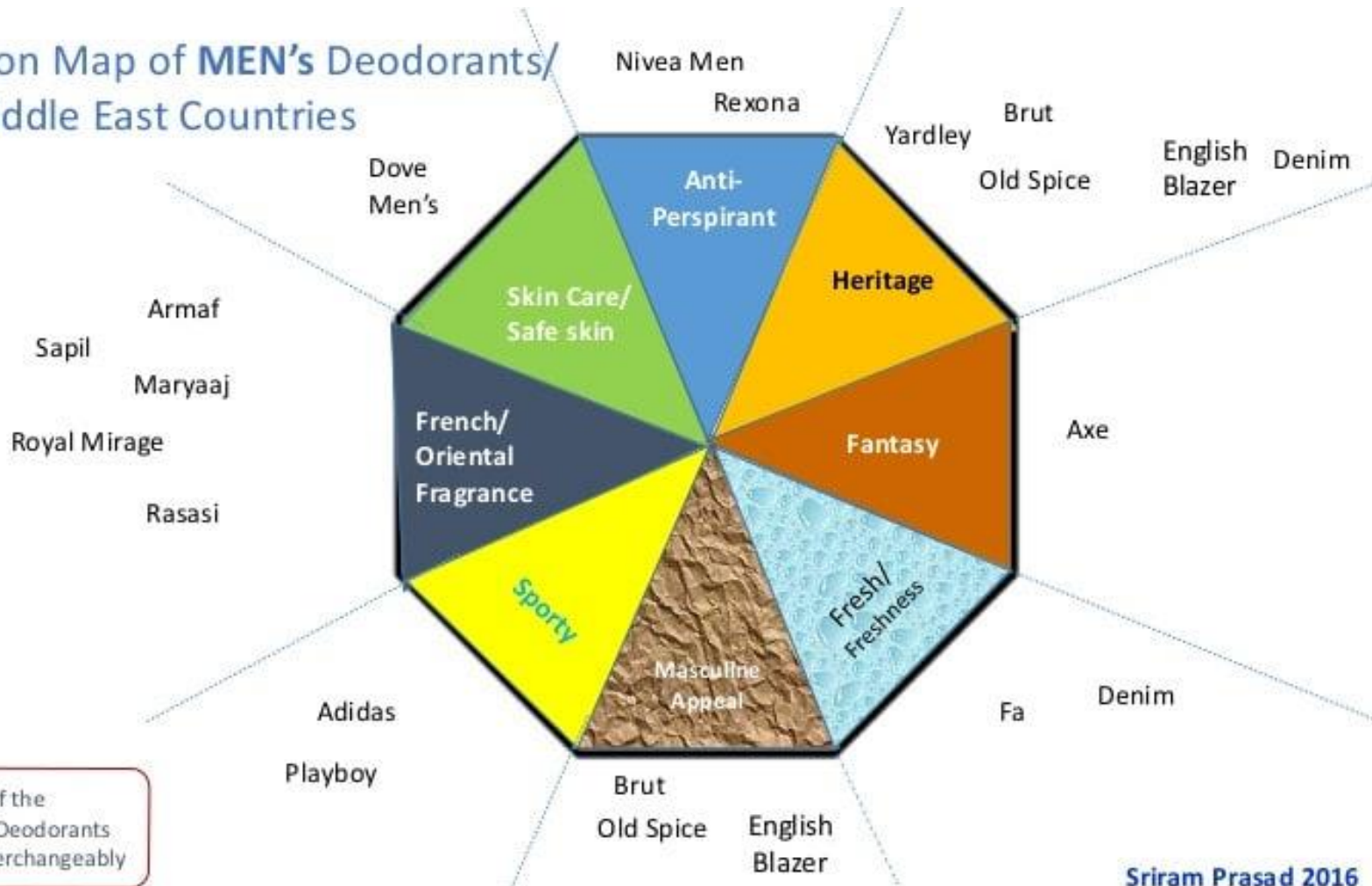
Copyright © Slice Intelligence 2017. Apr. 1, 2016 - Mar. 31, 2017. n=90,453 U.S. online shoppers

Mapping - Man Deodorant



Source: 6 เหตุผลว่าทำไมการมี Brand Positioning จึงสำคัญอย่างมาก (marketingoops.com)

Perception Map of **MEN's** Deodorants/ /AP – Middle East Countries



Sriram Prasad 2016

Question 1: What makes personal marketing work? Why are Dove and Axe so successful at it?

Unilever use to communicate with its customer and try to solve their problems. Dove is very famous and profitable brand for Unilever. In recent years as the result of a marketing campaign that has consistently generated attraction since 2004. Dove and Axe are the important representative in Unilever's personal care division one of its two major product groups. Unilever understands the importance of personal marketing and target specific age groups, demographics and life style. Axe wins abundant advertising awards because of the using unconventional media channels which were the very effective and unique way for advertising.



What makes personal marketing work? Why are Dove and Axe so successful at it?

- In personal marketing we directly communicate with the consumers and try to solve their problems.
- The brands Axe and Dove are successful at it because of their campaigns.



Unilever : Axe Excite





Axe Excite New Ad.(HD).. "Even Angels Will Fall"



meinhoondon369 · 446K views · 9 years ago





AXE Heaven on Earth

Mindshare Nederland · 156 views · 8 years ago



AXE STTW GEORGIA Promo & Activation

girlwithparanoia · 358 views · 8 years ago



AXE Provoke Angel Ambush @ Siam Paragon (Bangkok)

AXE Thailand · 65K views · 10 years ago



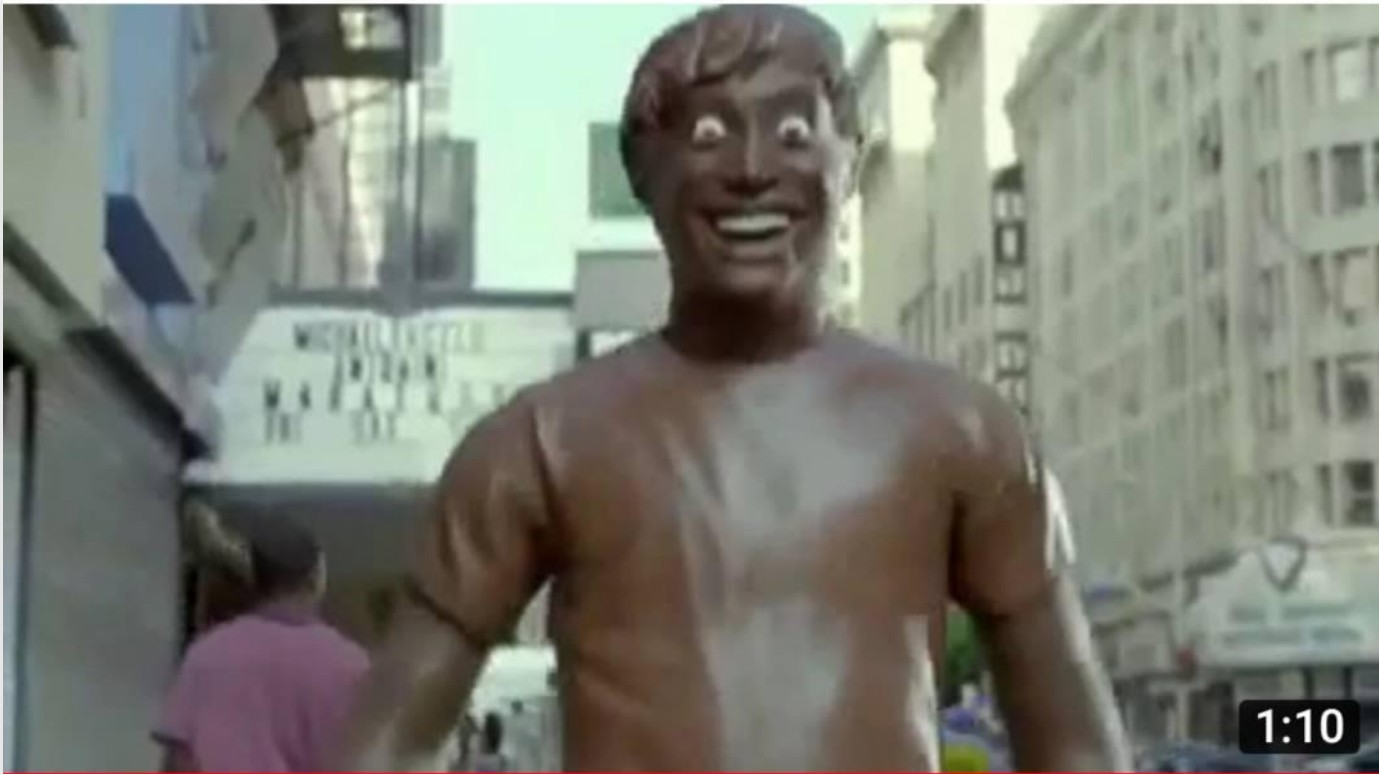
Unilever : Axe Excite

- Launched in Europe
- How suitable is this for the Asian Market?
- How can you localize this brand activation campaign to fit the Asian Market?



Unilever : **Axe Dark and Gold Temptation**





1:10



Axe Dark Temptation - TV Commercial



promopixy · 11K views · 1 year ago







Brand Activation CAMPAIGNS

Various Brands ...







3:24

JCDecaux

Best of International Creative Solutions campaigns 2019 | JCDecaux OneWorld

JCDecaux · 34K views · 1 year ago





Public Relations (PR) Campaigns

What is a PR campaign?

What Is a PR campaign? A **public relations campaign** has a clear objective, such as raising awareness of a product, informing the public of company news, reaching a larger audience, or improving the brand's reputation. It uses strategic messaging to communicate with one's audience and successfully reach this objective.

we  pr

What a good example?

Public relations strategies make the brand capitalise on the opportunities. **Google was in the news for donating to Ebola.** Facebook promoted LGBTQ rights. Coca-Cola did a PR stunt against obesity. These opportunities even attract many influencers to share the brand story to their followers.



What is a PR campaign?

The main **difference**? **Marketing** is focused on promoting and selling a specific product, whereas **PR** is focused on maintaining a positive reputation for a company as a whole.



Why are PR campaigns important?

PR campaigns can change public opinion and raise awareness of the work your company is doing.

Using **PR** to communicate messages that promote your brand value can effectively appeal to and mobilize a larger audience.



What makes a good PR?

Good PR celebrates customers in an inclusive, non-exploitive way. **And, good PR welcomes the input of “neutrals” and especially “critics,” and adapts strategy accordingly. Good PR** is proactive in idea generation and responsive in a crisis. **Good PR** finds the balance.

We are investing in new technologies to recycle the unrecyclable

The latest: 300 test bottles made with **25% marine plastics***

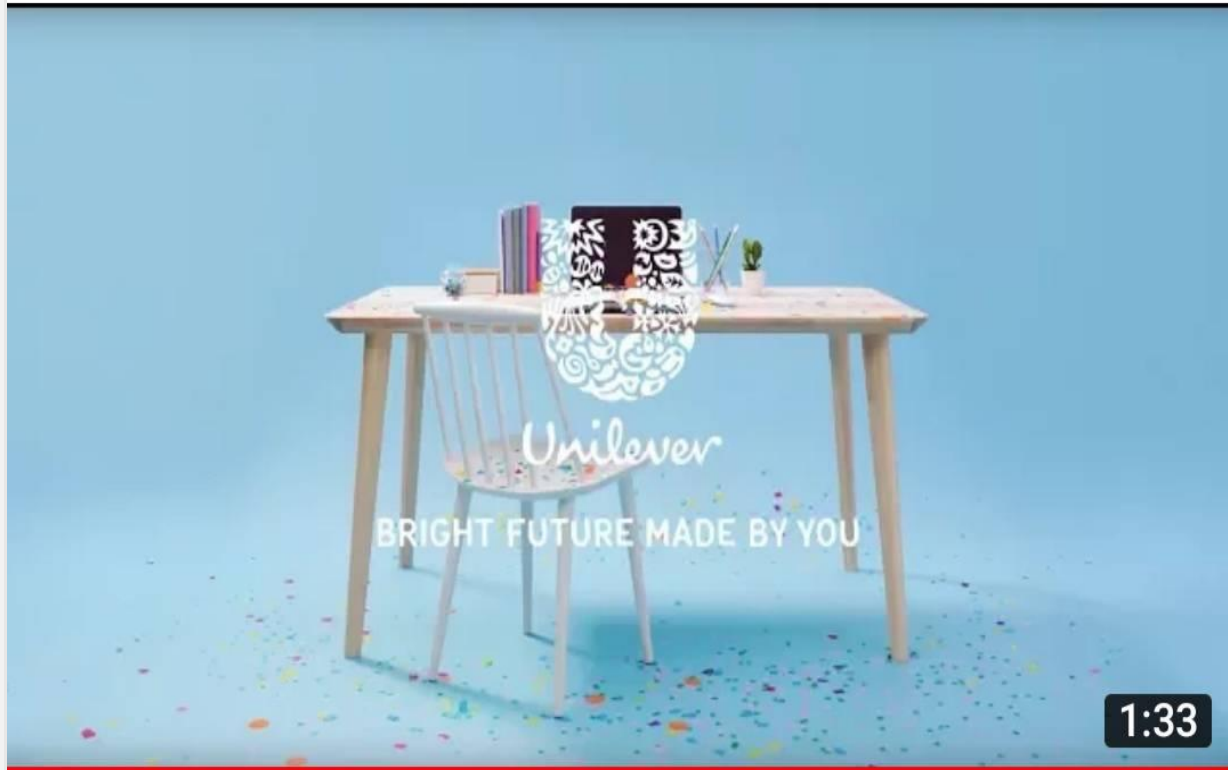
A first for food & drink packaging
A world of possibilities

Our work continues towards a
#worldwithoutwaste



*Plastic retrieved from the Mediterranean Sea and beaches in Spain and Portugal. Label and caps not included. Not for commercial scale.





Unilever - Imagine What You Could Do...



Unilever · 84K views · 4 years ago



What are some PR strategies?

4 PR Strategies You Should Be Using Right Now

1. Collaborate with influencers. Word of mouth, press coverage and endorsements, have long relied on one effective marketing tactic: third-party credibility. ...
2. Communicate your 'why. ' ...
3. Create content, not ads. Ad buying has adjusted to the digital world. ...
4. Give traditional press exclusivity.





Top 10 Worst PR Mistakes Made By Companies



ContextTV · 42K views · 2 years ago





Guerilla Marketing

Definition and Examples

Guerilla Marketing

“Like surprises? Don’t we all! Creating a “Wow!” moment for your consumers is an effective way for your marketing to ‘stick’ and be memorable for the viewer.

Guerrilla marketing (no, not the animal) is an advertising strategy all about creating buzz by using unconventional means, time and most importantly, creativity and imagination.

Usually Guerrilla marketing campaigns are unexpected, possibly interactive and consumers are targeted in unforeseen places (general public, campuses, street marketing/giveaways, PR stunts, etc.)”

Source: Natalie Saumure10 Awesome Examples of Guerrilla Marketing Campaigns - Business 2 Community



Beau Rivage Resort & Casino - Baggage Belt

We needed to promote the property using a baggage carousel at Gulfport-Biloxi International Airport. The strategy was based on a key insight: After traveling to the airport and enduring a long flight, travelers welcomed a bit of calm. The idea was to create a refreshingly tranquil oasis for the weary passenger, mimicking the cool water of Beau Rivage's tropical pool.

The baggage belt was transformed into a swimming pool complete with swimmers and playful slogans. The result was a total change in how people react around the hectic space of a baggage belt.

Bored waiting for your luggage to pass by? At least you are given something pleasant to look at, and even possibly spark an idea (Beau Rivage Resort) for your next trip.





Swiss Skydive «Elevator»

Challenge

Swiss Skydive may be the biggest skydiving school in Switzerland, but it lacks the cash to launch a large-scale advertising campaign.

Solution

We filled the floors of the elevators in multi-story buildings with special panels that gave elevator users the feeling they were in free fall.

Results

Extensive TV and press coverage in regional and nationwide media.



New York, NY



Los Angeles, CA





JCDecaux

Best of International Creative Solutions campaigns 2019 | JCDecaux OneWorld

JCDecaux · 34K views · 1 year ago



PR Campaign Planning

Steps	What it is about	Remarks / sources
Business Goal	Summary of the challenge(s) you're addressing	How does it relate to your business objectives
Communications Objectives	What do you want to achieve and how to measure	What exactly do you want to do and why
Strategies & Key Message(s)	Methods you choose to convey your story	What's your overall story
Target Audiences	The types of people you want to reach out to	e.g. customers, regulators
Tactics & Ideas	How you want to bring your message across	Brainstorming, research
Channels (Media)	Specific publications / programs / channels	By demographics or geography
Execution Details	Timelines, resources	

KEY DIGITAL MARKETING GROWTH STATS

2019

4.7%

Global online ad spend is set to grow 4.7% this year, up from the 4% forecast in December 2018.

14%

Location-based marketing is set to grow 14% to \$24.4 billion in ad spending this year.

43%

Nearly half of advertisers plan to increase spending on influencer marketing by April.

39%

The average revenue per Snapchat user rose from \$1.21 in 2018 to \$1.68 in 2019.

110%

Social referral traffic to retail ecommerce sites has grown 110% in two years.

500%

TikTok's in-app sales surged 500% to \$9M in May from a year earlier.



Sources: Mobile Marketer & Marketing Dive

DID YOU KNOW that in MENA

Web Stats

+72 Million
Internet Users in Arabia

2500%
Growth in
Arabic language online usage
over the past 10 years



Internet users in the Middle East
spend **more than two**
hours online every day

Google

100,000,000 searches
In Arabia daily



KSA has one of the highest
average revenue per user (ARPU)
rates in social gaming

More than **two-thirds**
of internet users in **KSA**
Play games online

Projections

250,000,000
mobile phone subscriptions
is expected in the Middle East
by the end of 2012



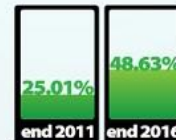
Arabic Language is expected to
rank **FORTH** in the list of the most
used languages on the internet
by 2015



Internet penetration
in Arabia



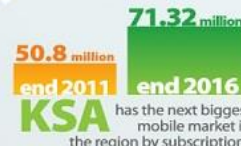
90%
of Qatari households and
businesses will have **broadband**
access and an **open-access fiber**
network by 2015



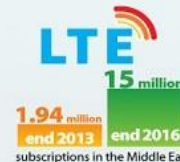
KSA Smartphone
Penetration rate



KSA will be the leading 4G
market in the Middle East for the
period covered (2011-2016)



KSA has the next biggest
mobile market in
the region by subscriptions



LTE
subscriptions in the Middle East



MENA POPULATION



DiscoverDigitalArabia.com



Social Metrics Map

BUYER'S JOURNEY	OBJECTIVE	SOCIAL MEDIA STRATEGY	SOCIAL ACTIVITY	SOCIAL KPI'S	BUSINESS IMPACT
AWARENESS	Create awareness	Expose target audience to brand content	Posts, promotions (boosts)	Impressions, reach	SOV, Top of Mind Awareness
CONSIDERATION	Generate demand	Generate engagement of target audience with brand content	Posts, responses	# of engagements, types of engagements	Visitors/traffic (online or offline)
DECISION	Drive conversion	Drive target audience to brand offers	Posts, promotions	Link clicks	Conversions (purchases, lead submissions, app downloads)
ADOPTION	Delight customers	Drive engagement with brand product/services	Responses (i.e. social customer care)	(positive) earned mentions, customer care metrics (responses times & qty)	Sentiment and satisfaction
ADVOCACY	Inspire evangelism	Activate customer influencers	Posts, outreach to influencers, reshares	Earned impressions, earned reach, social UGC	Referrals, influencer activity, positive word of mouth, NPS

