



## FINAL PROJECT TIPS

# NESTLÉ X B.E. MK 312 BRAND MANAGEMENT



# SOME TIPS





What is a core creative idea?

A creative concept is **an overarching “Big Idea” that captures audience interest, influences their emotional response and inspires them to take action**. It is a unifying theme that can be used across all campaign messages, calls to action, communication channels and audiences.

# SNICKERS BIG IDEA

## *(Piercing Insight)*

*When you are hungry, it's hard to concentrate and hard to focus on what matters. You don't perform to the level you normally do because there's something missing.*

## *(Brand Connection)*

*Snickers is the perfect way to get back to being yourself. Packed full of peanuts, caramel, nougat, and milk chocolate, Snickers satisfies your hunger – all in a quick and easy-to-carry snack.*

## *(Succinct Expression)*

*Snickers: You Are Not You When You Are Hungry.*



# PUMA BIG IDEA

## *(Piercing Insight)*

*For years, the athletic shoe and clothing industry has depicted all sport as war and all athletes as warriors. But maybe some of us don't want to go to war. Maybe some of us, actually most of us, just want to play...at the bar.*

## *(Brand Connection)*

*At Puma, we want to celebrate a different type of sports hero, and all the games they play with a drink in their hand. The people who give it their all, then get the next round. The players who give 75%, 100% of the time. Those to whom a phone number is the ultimate trophy.*

## *(Succinct Expression)*

*Puma. Here's to the After Hours Athlete.*



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# Can you describe your brand in 7 seconds?



We make technology so simple, so that everyone can be part of the future.



When you find us inside your computer, you can trust us to make your computer move faster.



A personal moment of escape from a hectic life, between work and home.



A symbol of prestige, made with scrupulous attention to detail to enable perfect precision.

# WHAT IS KEY VISUAL?

- Key visual is a **graphic theme that appears on all advertising materials and communication media of a brand or its product, service, event.** It is to distinguish the company from the competition, and at the same time convey its main values and evoke appropriate emotions in a specific group of recipients.

# Key Visual

# PANTENE

*new* **3** minute  
**MIRACLE**

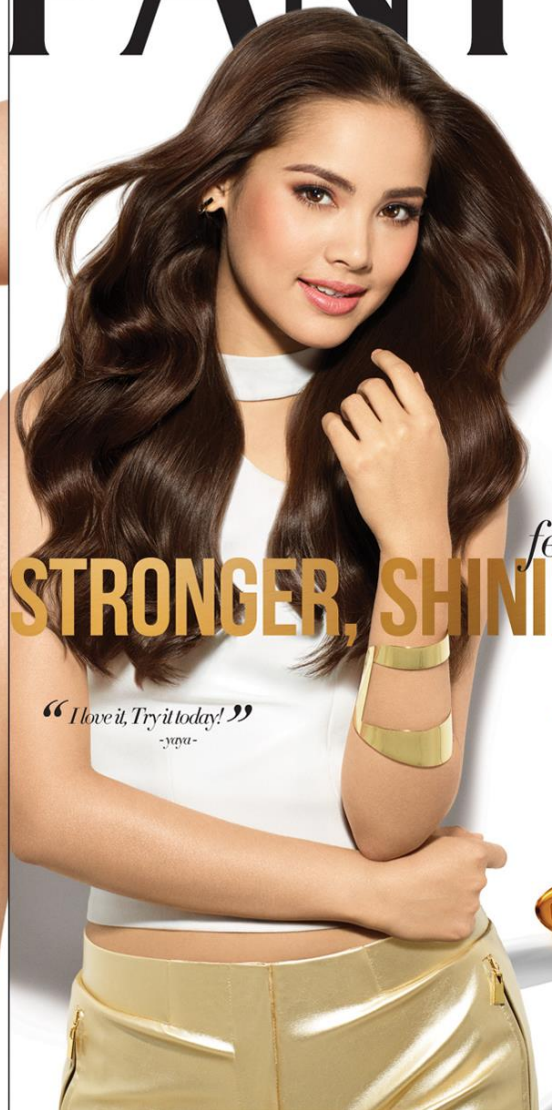
Concentrated Pro-Vitamin formula  
penetrates into the hair core and smoothes  
3 months of damage in 3 minutes.  
Feel and see a change in your hair.

*feel the*

**CHANGE**

*feel it, see it, love it*  
**STRONGER, SHINIER, SOFTER**

*"I love it, Try it today!"*  
-yaya-





Key Visual

# INTEGRATED MARKETING COMMUNICATIONS



It refers to **360-degree** advertising where campaigns are developed with the **vision of brand building as well as conversions**

**ABOVE THE LINE**

**THROUGH THE LINE**

**BELOW THE LINE**



[Source: ATL, BTL, & TTL Marketing - Definition, Examples, & Difference | Feedough](#)





Above the  
Line

VS



Below the  
Line

# Mediums

## Above The Line Marketing

Includes mass communication platforms that target the general population such as:



Television



Radio



Print Advertising



Outdoor Media

## Below The Line Marketing

Targets specific audiences with digital media assets such as:



Search Engine Optimization and Marketing (SEO and SEM)



Social Media Marketing



Content Marketing



Email Marketing



Cold Calling



## Success factors



Rating Points  
(GRPs, TRPs, etc.)



Reach



Frequency

*Difficult to measure success parameters*



Click Through Rates



Cost Per Click



Cost Per Acquisition



Conversion Rates



Website Analytics



Impressions and  
Followers/Likes on  
Social Media

*Highly measurable and easy to track ROI*

# Strategies



Reaches a very wide audience



Repeats communication multiple times



Helps in building brand awareness



Targets individual customers



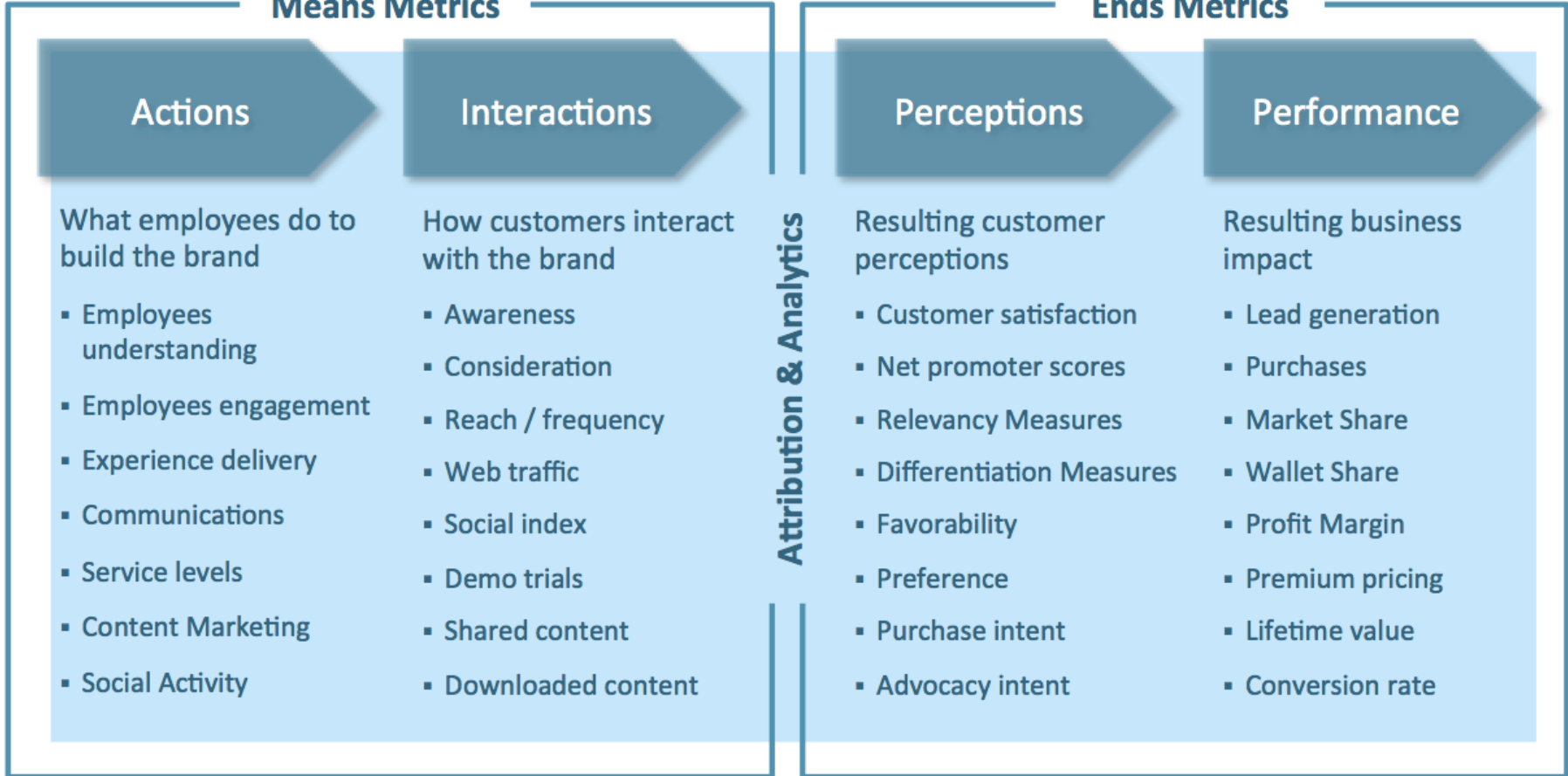
Improves brand trust



Drives greater individual responses



[10 Ways to Measure Social Media Metrics \(veetrack.com\)](http://veetrack.com)



**Attribution**

**Analytics**



# Brand Awareness Metrics



## Awareness

How do people hear about my brand ?

	Jan 16	Feb 16	% MoM
Tweets	1,364	1,441	▲ 5.7%
Twitter Followers	928	487	▼ -47.5%
Facebook Posts	109	167	▲ 53.3%
Facebook Fans	14,990	9,541	▼ -36.3%
Brand Mentions	3,547	3,628	▲ 2.3%
Referring Links	1,550	445	▼ -71.3%
New Links	1,991	855	▼ -57.1%
Branded Search	9,944	11,718	▲ 17.8%

This slide is 100% editable. Adapt it to your needs and capture your audience's attention. This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

## Awareness Metrics

Audience Growth Rate



Net New Followers



100



Growth Rate Percentage

Total Audience

## Engagement Metrics

Average Engagement Rate



Total Likes,  
Comments & Shares



100



Average  
Engagement  
Rate Percent

Total Followers

## Conversion Metrics

Conversion Rate



Conversions



100



Conversion Rate Percentage

Total Clicks

## Engagement Metrics

Amplification Rate



Total Post Shares



100



Amplification  
Rate Percentage

Total Followers

## Engagement Metrics

Cost Per Thousand Impressions (CPM)



Total Ad Spend



1000



Cost Per Thousand

Total Ad Impressions

[16 Key Social Media Metrics to Track in 2022 \[BENCHMARKS\]  
\(hootsuite.com\)](https://hootsuite.com)

# Economic Value



# Societal Value

# Environmental Value



**Procuring and Supplying in a Sustainable Manner**

**Transitioning to a Low-carbon Society**



**Tackling Evolving Regional Issues**

**Addressing the Needs of Society through Business Innovation**



**Growing Together with Local Communities**

**Conserving the Natural Environment**



**Fostering Our Employees' Maximum Potential**



# Brand Equity Metrics

