



MK 312 Brand Management Brand Activation and PR Strategies

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November 9, 2020

Figure 1.6 - An Expanded Model of the Marketing Process

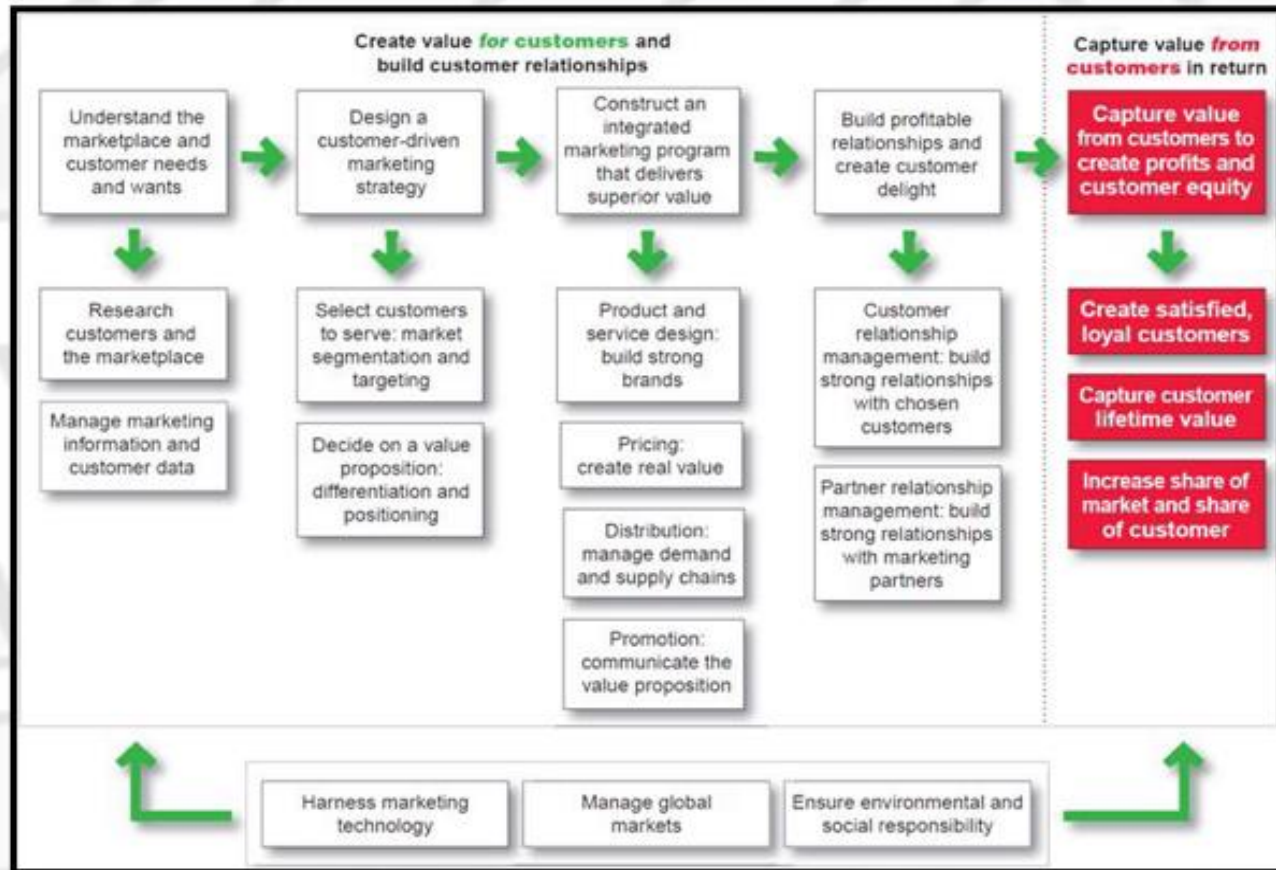
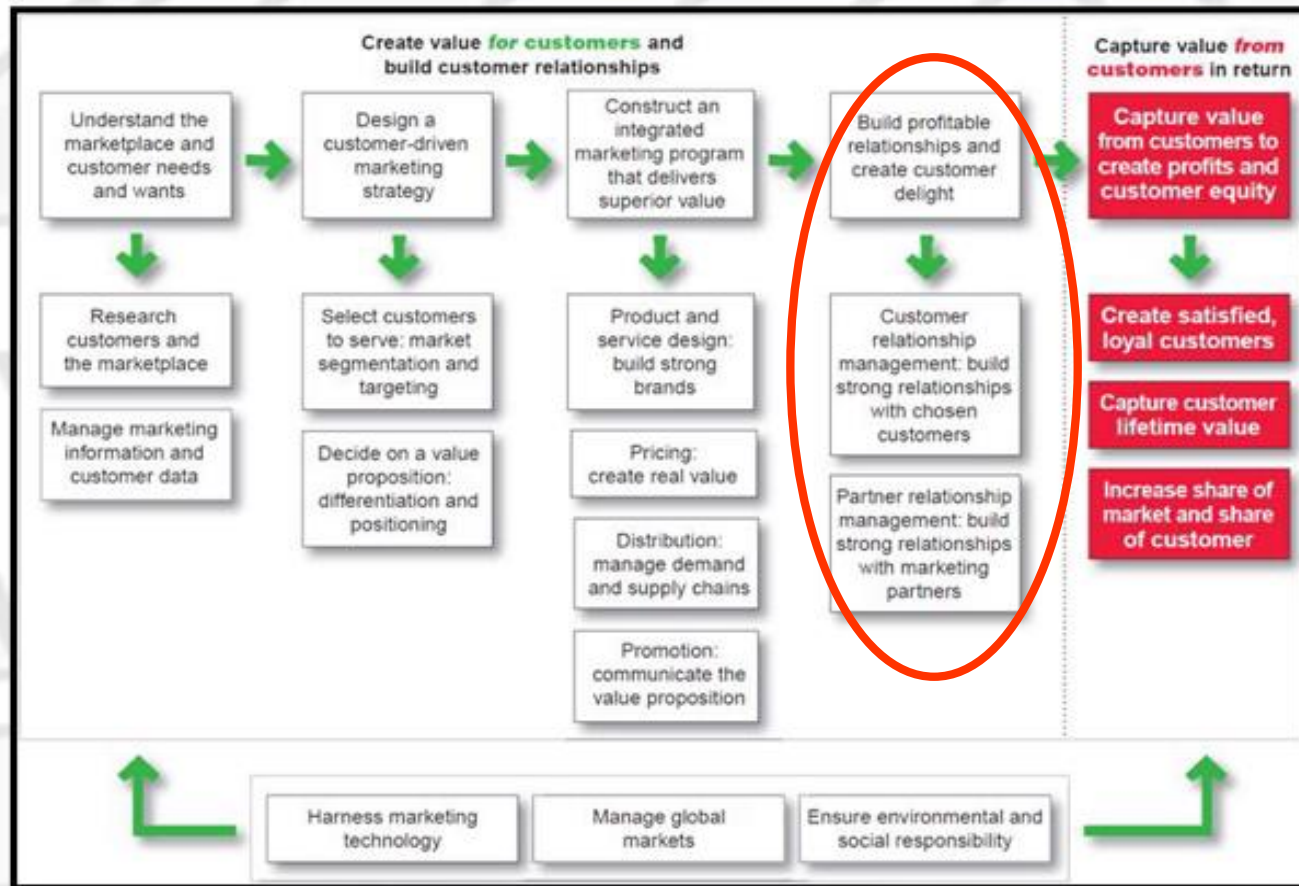


Figure 1.6 - An Expanded Model of the Marketing Process



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.

CONNECT.
ENGAGE.
CONVERT.

Why is brand activation important?

- 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.



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.





BRAND ACTIVATION INFOGRAPHIC

WHAT IS BRAND ACTIVATION?

Natural
step in the
evolution of
brands

Delivers
ideas that
genuinely
motivate
customers



MULTI CHANNEL ACTIVATION



MARKETEERS SAY...



THE BIG IDEA

Integrated campaign based on a singular, insightful, organised thought



TO ENGAGE WE MUST BE EVERYWHERE



Customers are experiencing an increased choice of media options for shopping and purchasing

Customers who interact with a brand over multiple channels are more loyal and profitable than single-channel customers



BIG IDEA

ACTIVATION

Confirm the message

MEDIA / PUBLICITY

Create awareness

DIGITAL PLATFORMS

Interact with target group

ACTIVATES



Experiential Marketing is becoming an increasingly important way for brands to engage with consumers

Experiential creates memorable experiences for consumers and gives them the chance to really interact with a brand

48% of customers say they are more likely to buy a new product if they can try it first



Shopper Marketing uses shopper and consumer insights to engage the shopper at the point of purchase, where 70% of all purchase decisions are made

The aim is to affect change in shopper behaviour with the objective of driving brand consumption



Digital is increasingly at the centre of the marketing mix

Around 46% of web users turn to social media for making purchases

60% of consumers say the integration of social media makes them more likely to share products and services



Direct Marketing directly reaches a market on a personal, or mass-media basis

Many of the UK population responding to a Direct Mail piece they received in the past year

77% of consumers like being informed of special offers via the mail, and 70% love direct mail that rewards their loyalty



Public relations generates stories about your brand, it increases sales and brand exposure

Because PR coverage carries significant endorsement weight, PR not only informs people, but it also adds credibility to a brand's reputation

Coke: Share a Coke Campaign

Global initiative into South East Asia



name here



Share a 'Coke' with
Andrew

Challenge

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

Idea

We printed the 100 most popular Australian names on 'Coke' bottles and invited Australians to 'Share a Coke' with each other as part of our campaign effort, creating a response to our consumer's 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 Aussies enjoying 'Coke'.

12 MILLION EARNED IMPRESSIONS

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 accessed over 12 hours

Custom Can Kiosks

- 378,000 bottles sold across 100 kiosks

Crowdsourced TVCs

- 25 unique crowdsourced TVCs featuring photos from fans

Media

- 20,000 media stories
- 25,000 photos
- 50 new names

Results

- 10,000 virtual cans shared

Coca-Cola

"Share A Coke" Campaign Success



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%.

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.**

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: The Happiest Thank You

Malaysia



TVC : Coca Cola: Share A Coke

Vietnam





Unilever : Axe Excite Brand Activation





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?



CE-AR FI CRĂCIUNUL FĂRĂ ROȘU ȘI VERDE?

webefektiv
creative agency



GATORADE

THE SPORTS FUEL COMPANY

THE GATORADE
HYDRATION CHALLENGE



THE GATORADE
HYDRATION CHALLENGE









Best International Creative Solutions Campaign 2019



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.



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.

THE COCA-COLA COMPANY

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.



A close-up, high-contrast photograph of a Black person's face, focusing on the eye and cheek. The skin is dark and textured, and the eye is looking slightly upwards and to the right. The lighting is dramatic, with deep shadows and bright highlights.

P & G

THE CHOICE

#BLACKLIVESMATTER





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

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



Kob Kun Krub...Ka

Thank you

