

EFFICIENT COMMUNICATION

Bucharest, 19 April 2005



EFFICIENT COMMUNICATION =
INTEGRATED COMMUNICATION ?



Clients

“At P&G the days of relying on mass-media messages aimed at broad groups of consumers are over”

Jim Stengel – Global Marketing Officer P&G

“At Kraft, we spend more on other forms of marketing than we do on advertising. Agencies capable of providing integrated campaigns in a cost-efficient, time-efficient manner have an opportunity for a big win.”

Mary Kay Haben, Group VP – Kraft Foods, North America



Clients

“For brand communication, innovation is critical to the future. The rules are changing fast. We need to engage in new ways.”

Niall FitzGerald, Chairman of Unilever

“We build brands by giving our consumers better drinking experiences. And that’s driven by powerful and creative marketing services campaigns.”

Kim Manley, Chief Marketing Officer, Allied Domecq



What is Integrated Comm?

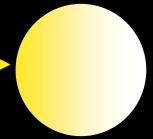
- > When a consumer sees communication it looks like it came from the same brand
 - » typically the Slogan & TV packshot + colors
 - » dragged in all non-TV media and POS
- > Adds to the total “weight” of the brand
 - » even though nobody ever proved that seeing a poster will remind you of the TV spot
- > Integration “makes sense”
 - » coherence, single-minded, etc. (marketing lingo)



Imagine the brand as a source of light



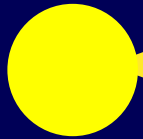
Brand



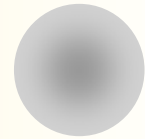
Outside World



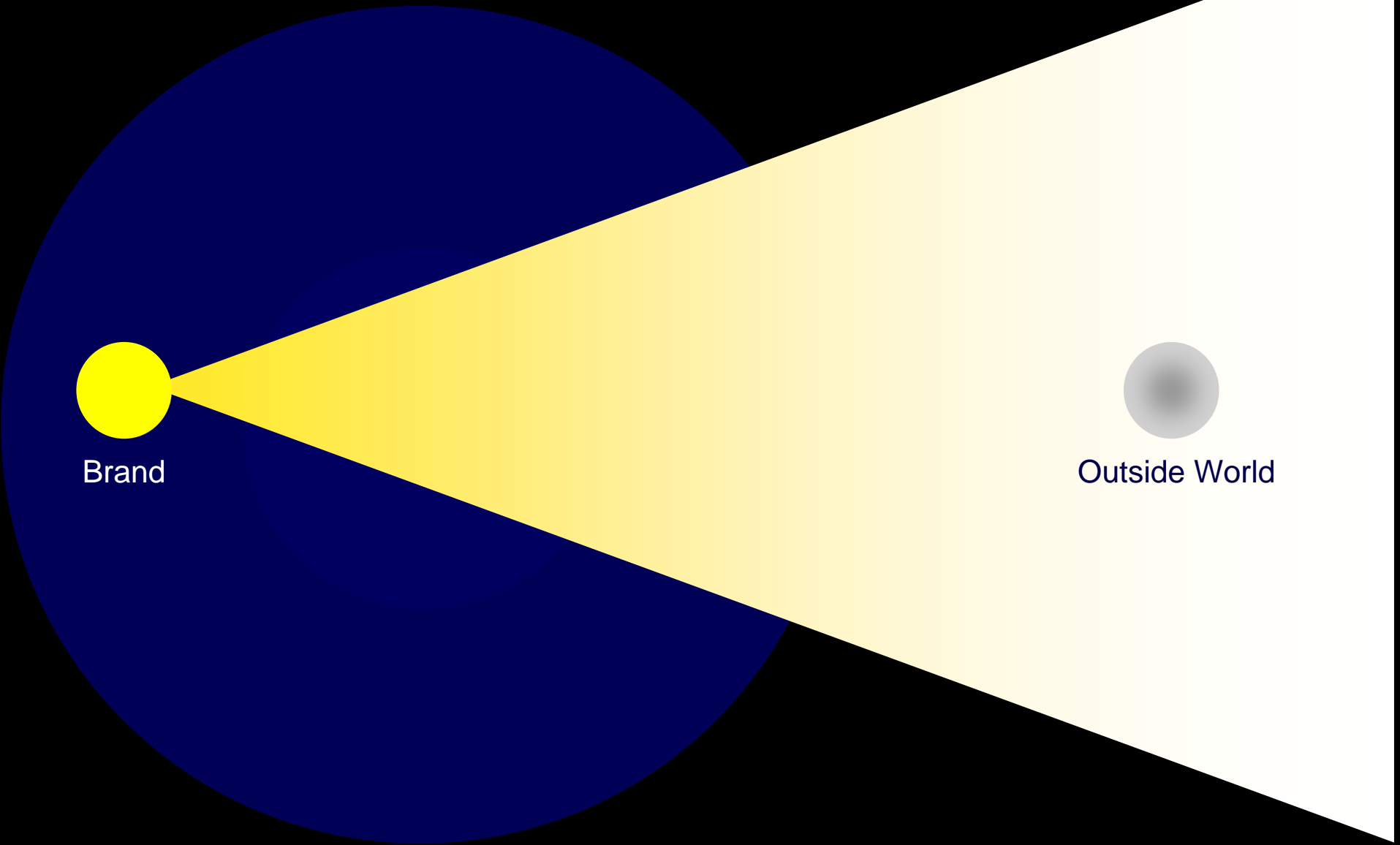
A source of the light is not focusing per se



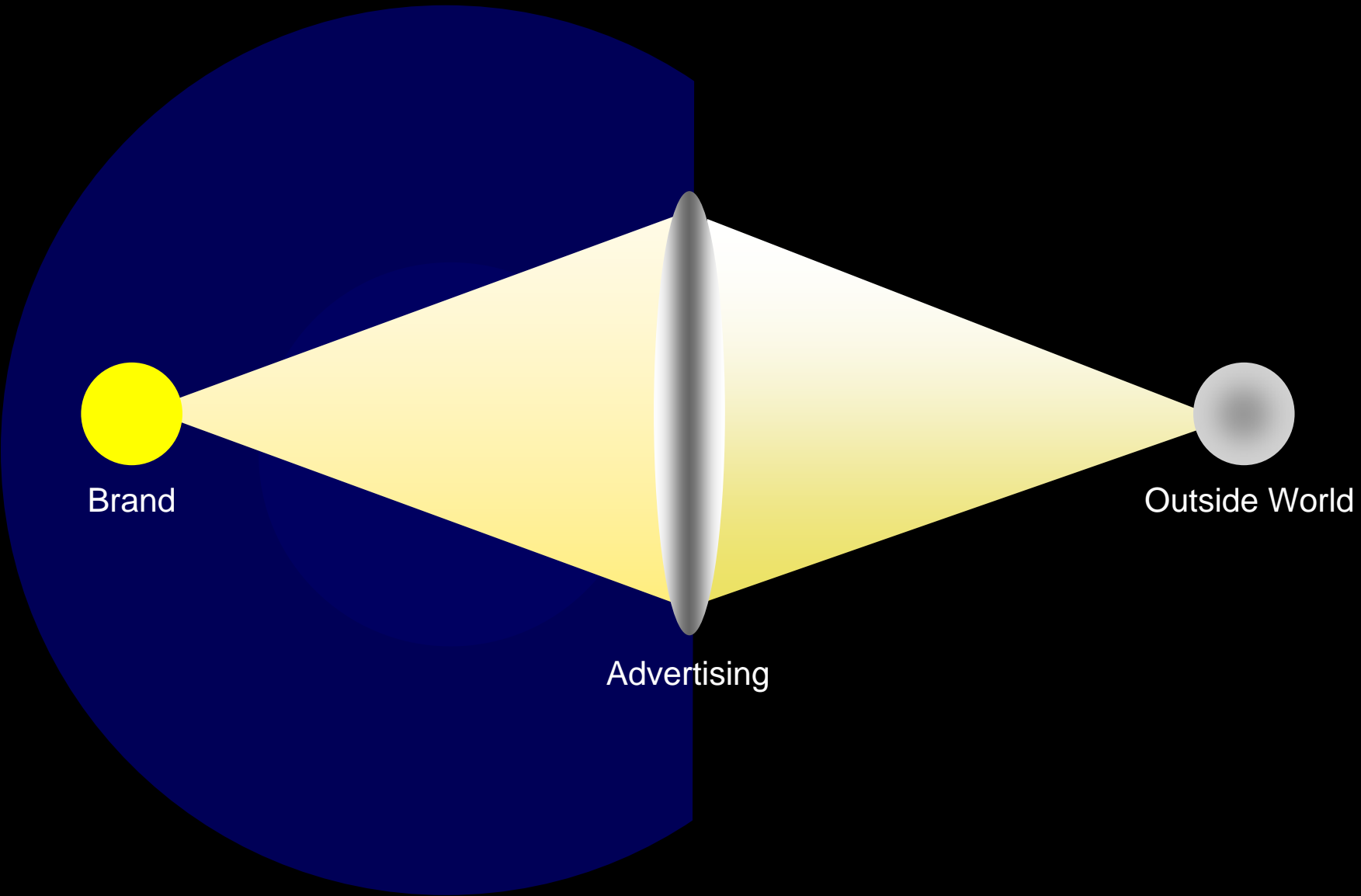
Brand



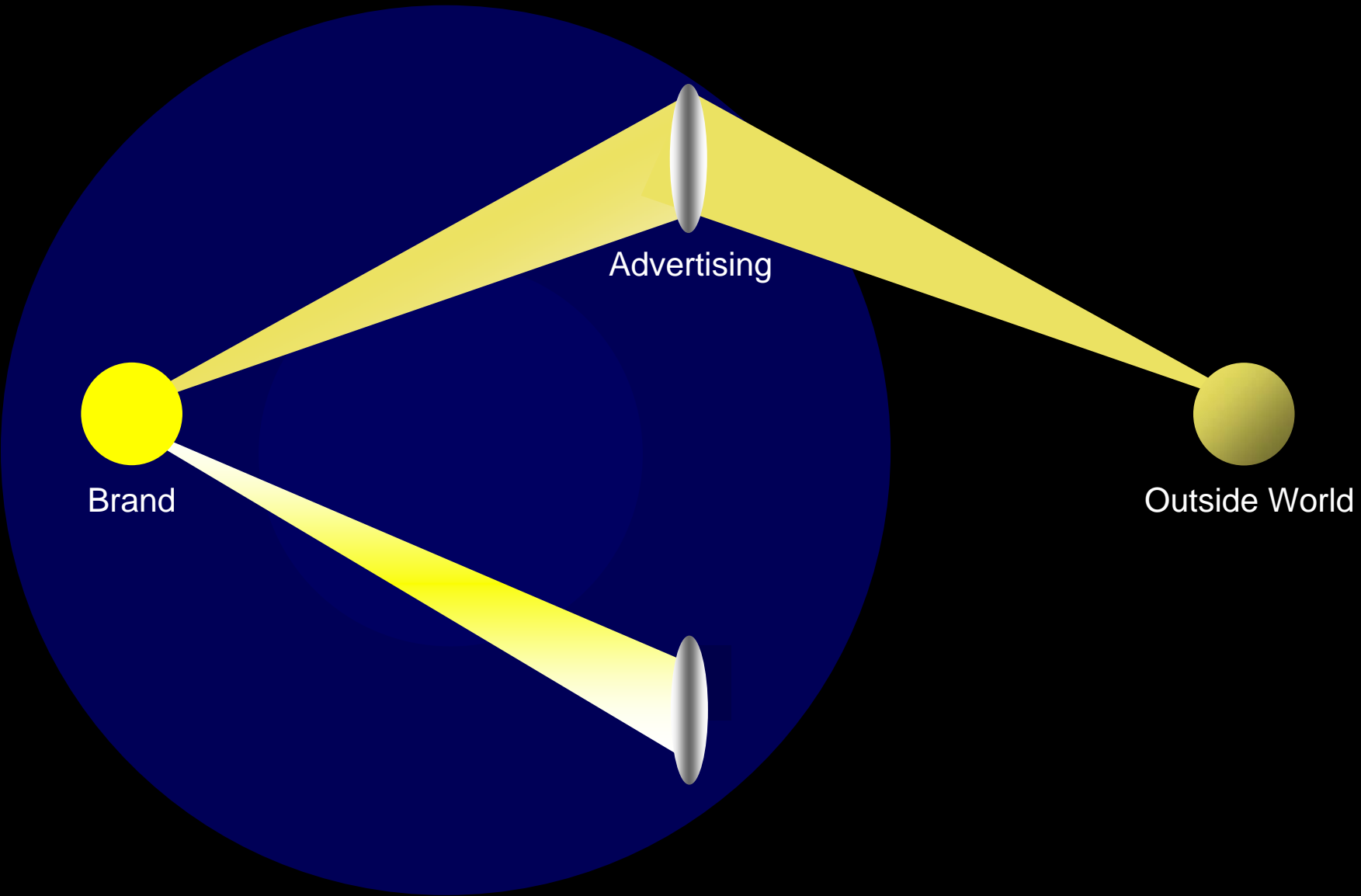
Outside World



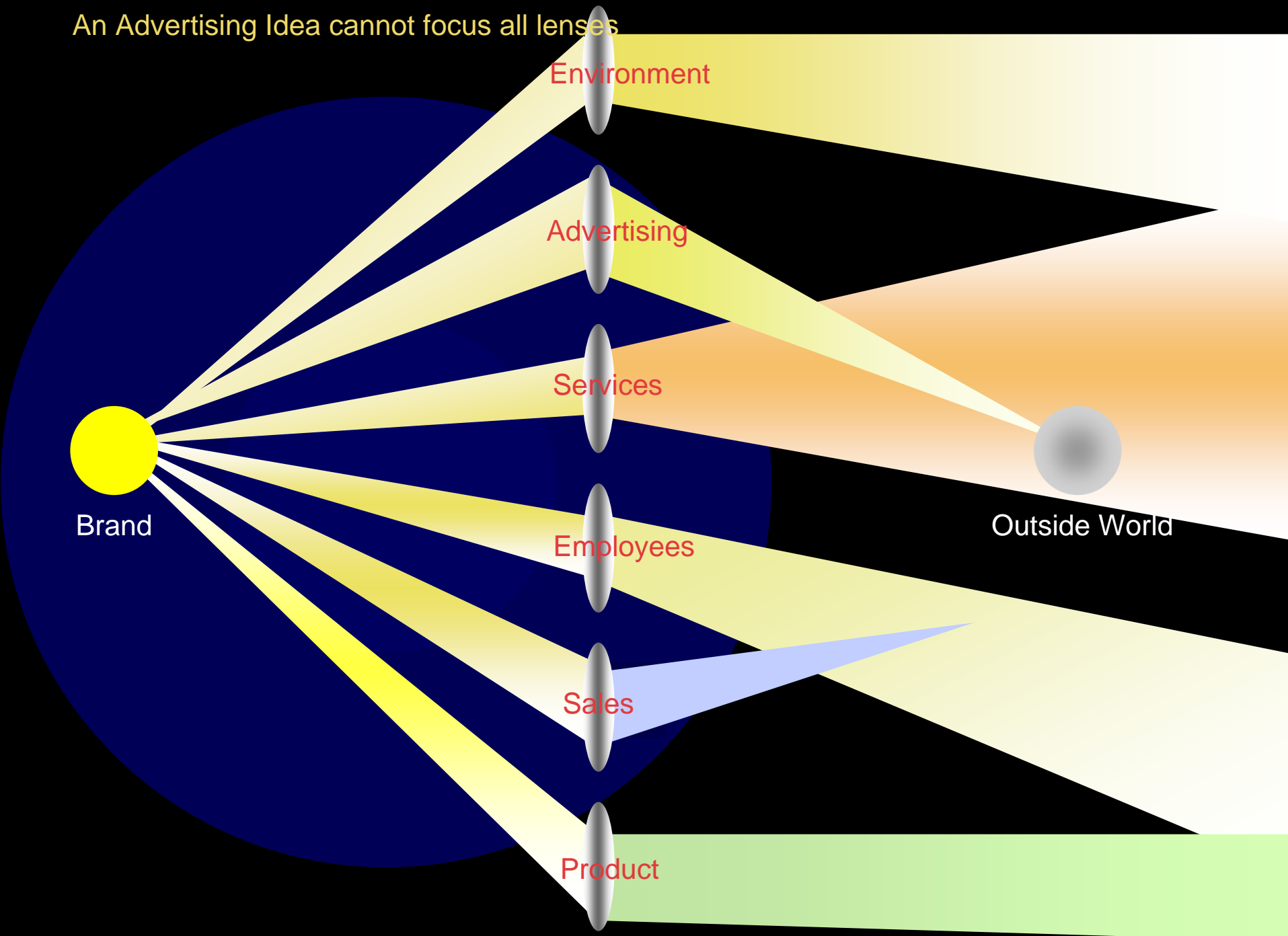
An Advertising Idea can optimize the effect



But Advertising is only 1 lens



An Advertising Idea cannot focus all lenses



Environment

Advertising

Services

Employees

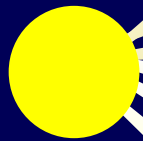
Sales

Product

Brand

Outside World

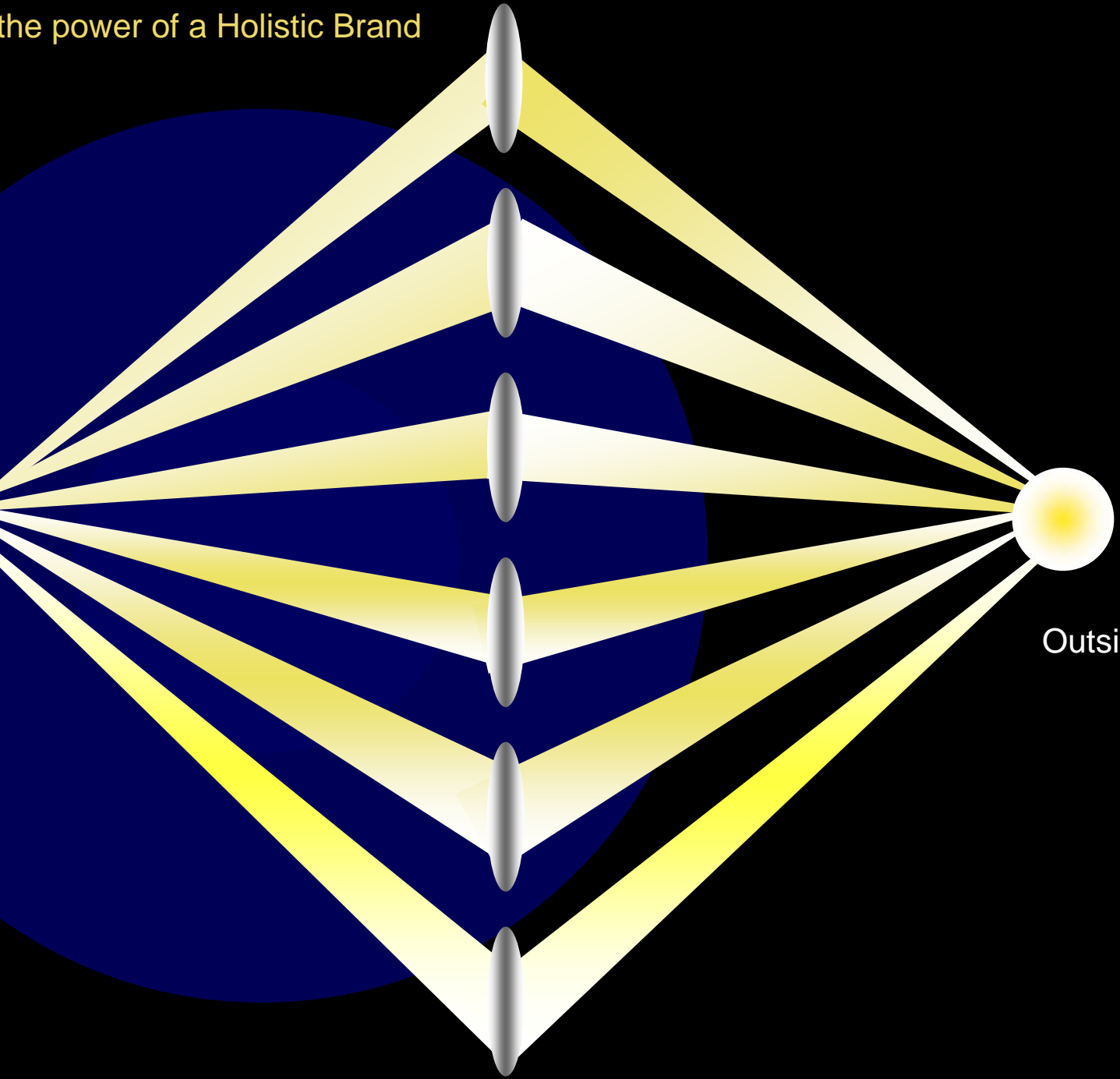
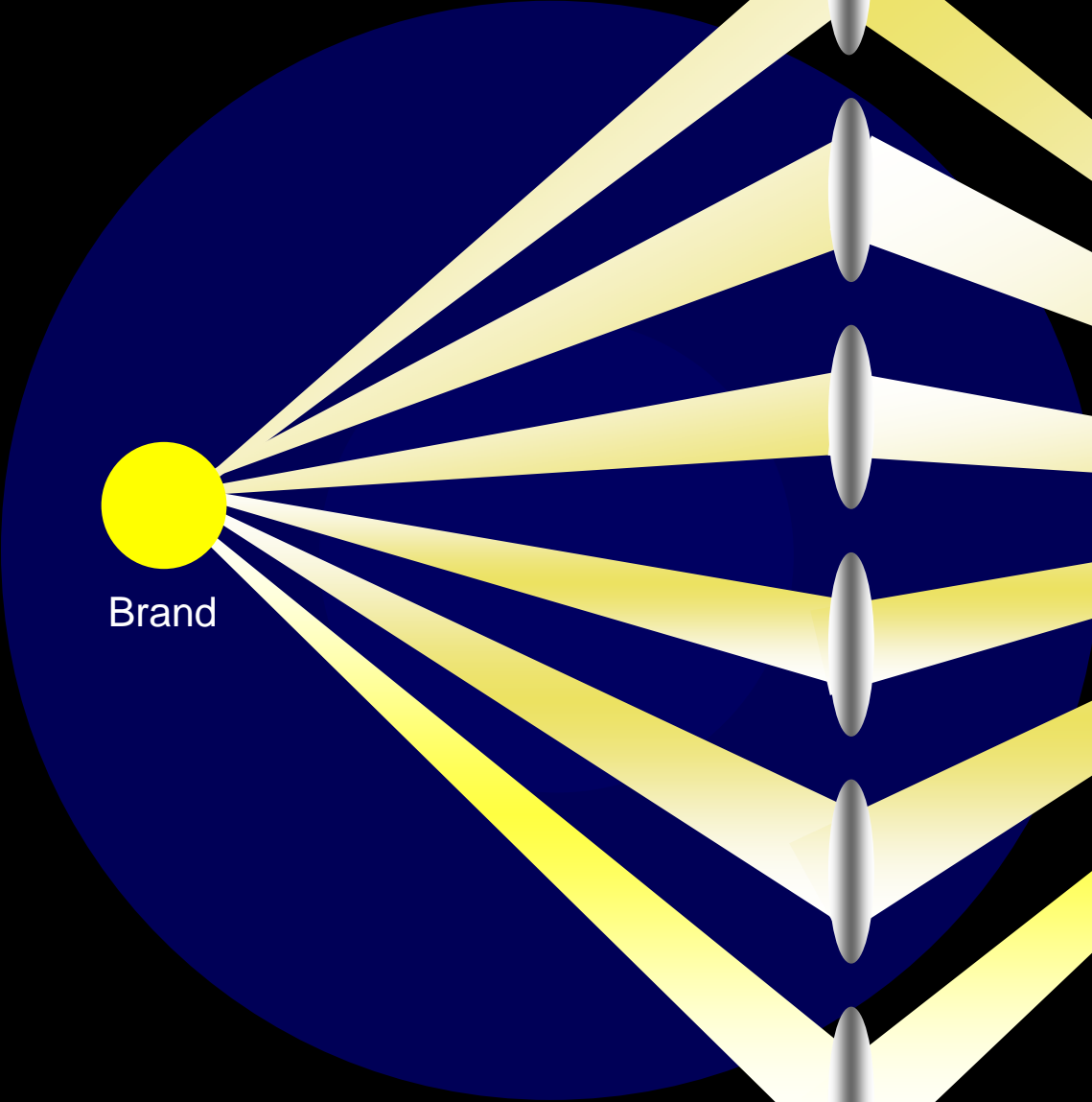
That's the power of a Holistic Brand



Brand



Outside World



We are living The Change

- > World of excessive supply (too much choice)
- > abundant information
 - » from increasing number of media
- > from 'supply and demand' to 'demand and supply'
 - » 400 different types of shampoo
 - » 6,000 product variants of coffee
 - » 40,000 products/varieties in today's supermarket (vs. 5,000 in 1980)



The Economist

JULY 14TH-20TH 2001

Britain's socialist public services

PAGE 29

Pakistan and India talk again

PAGES 12 AND 25-27

Goran Ivanisevic, Croat hero

CHARLEMAGNE, PAGE 46

The summer's best books about France

BOOKS AND ARTS, PAGES 97-101



PUBLICIS LA DIFFERENCE



And the Consumer?

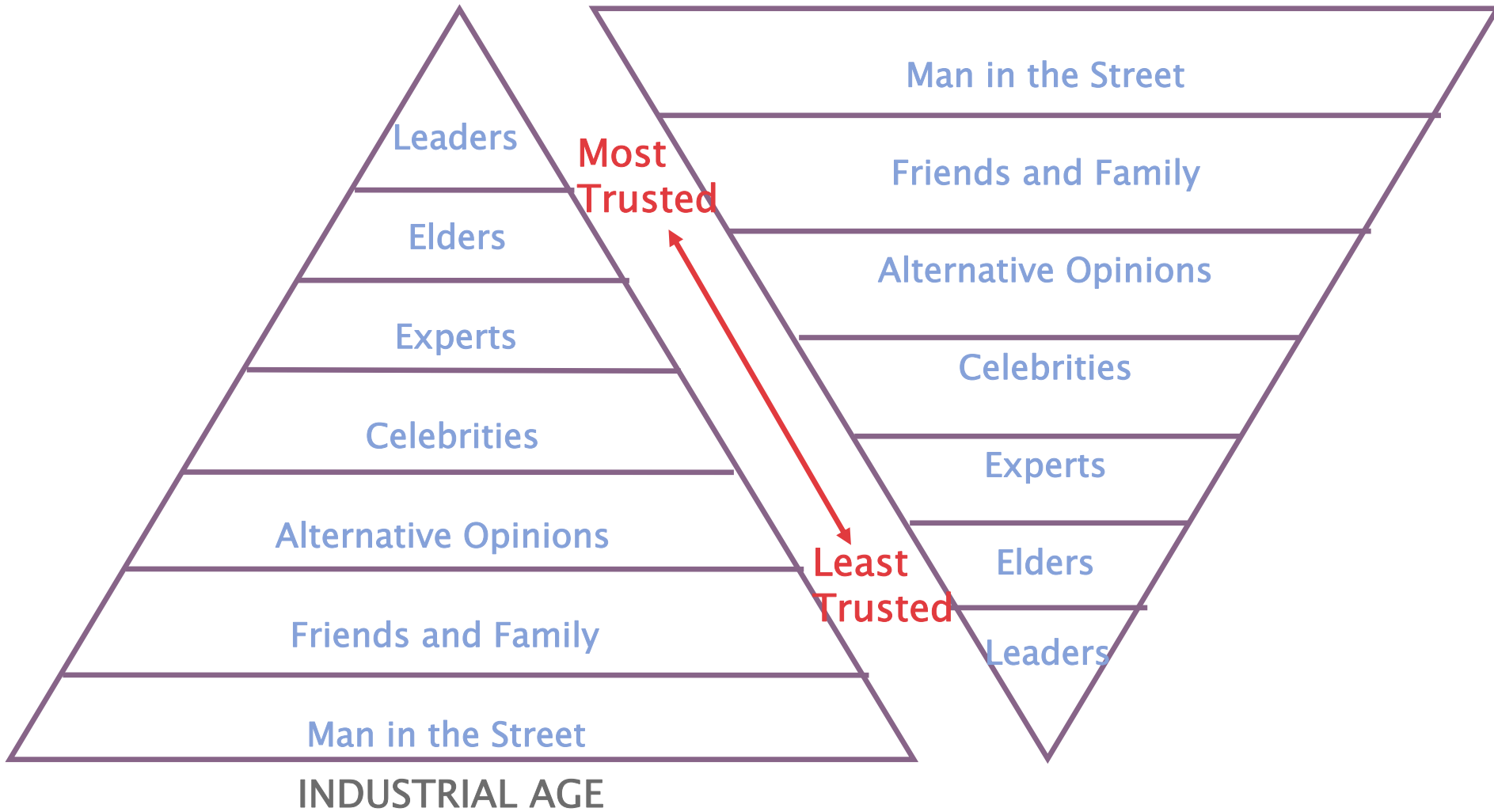
- > more demanding and knowledgeable
- > marrying later, working longer, fewer children
- > time-stressed
- > surrounded by massively greater choice
- > 1,000+ commercial messages per day
 - » vs. 100 in 1980
- > ignores irrelevant messages



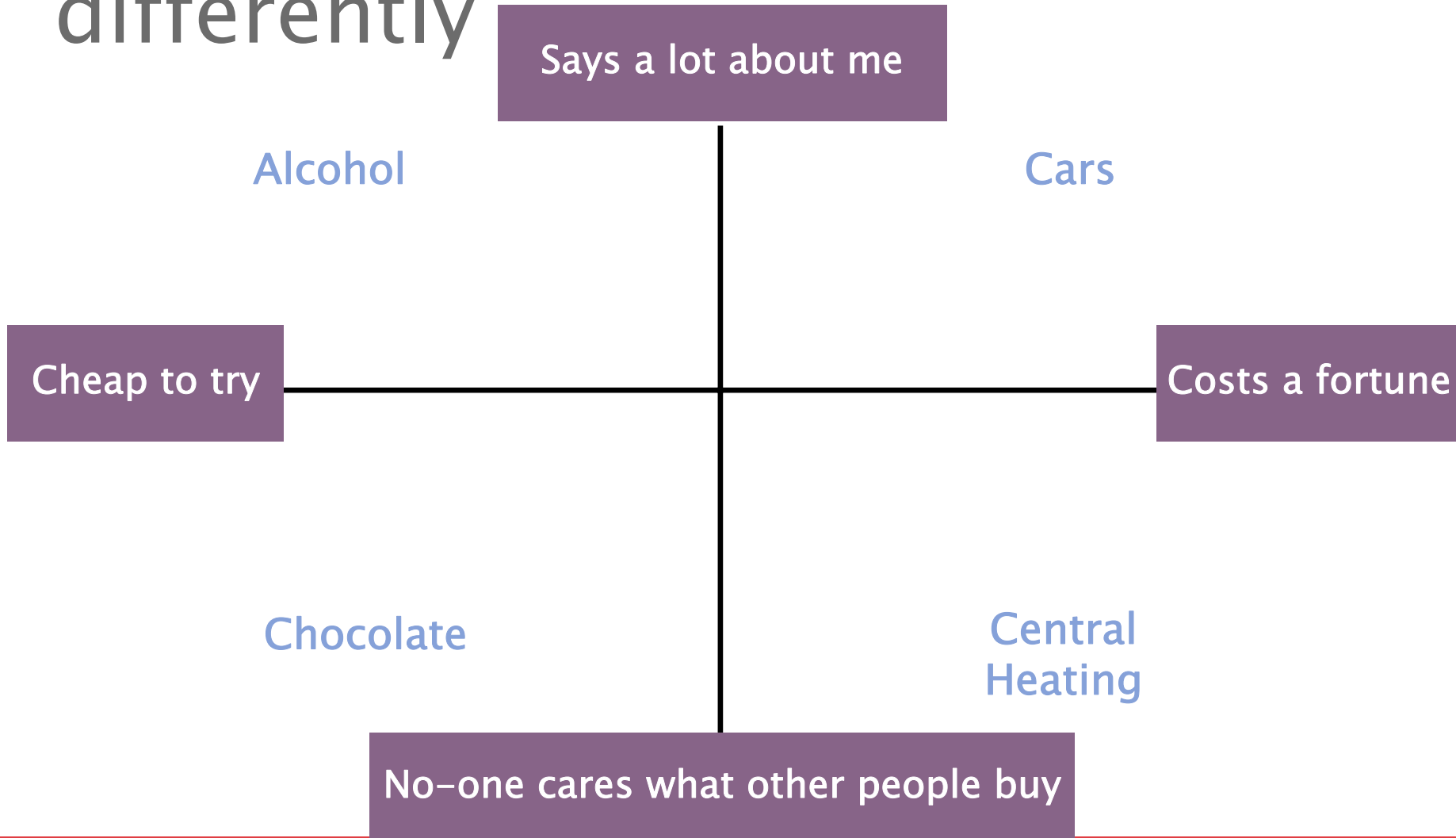


The change

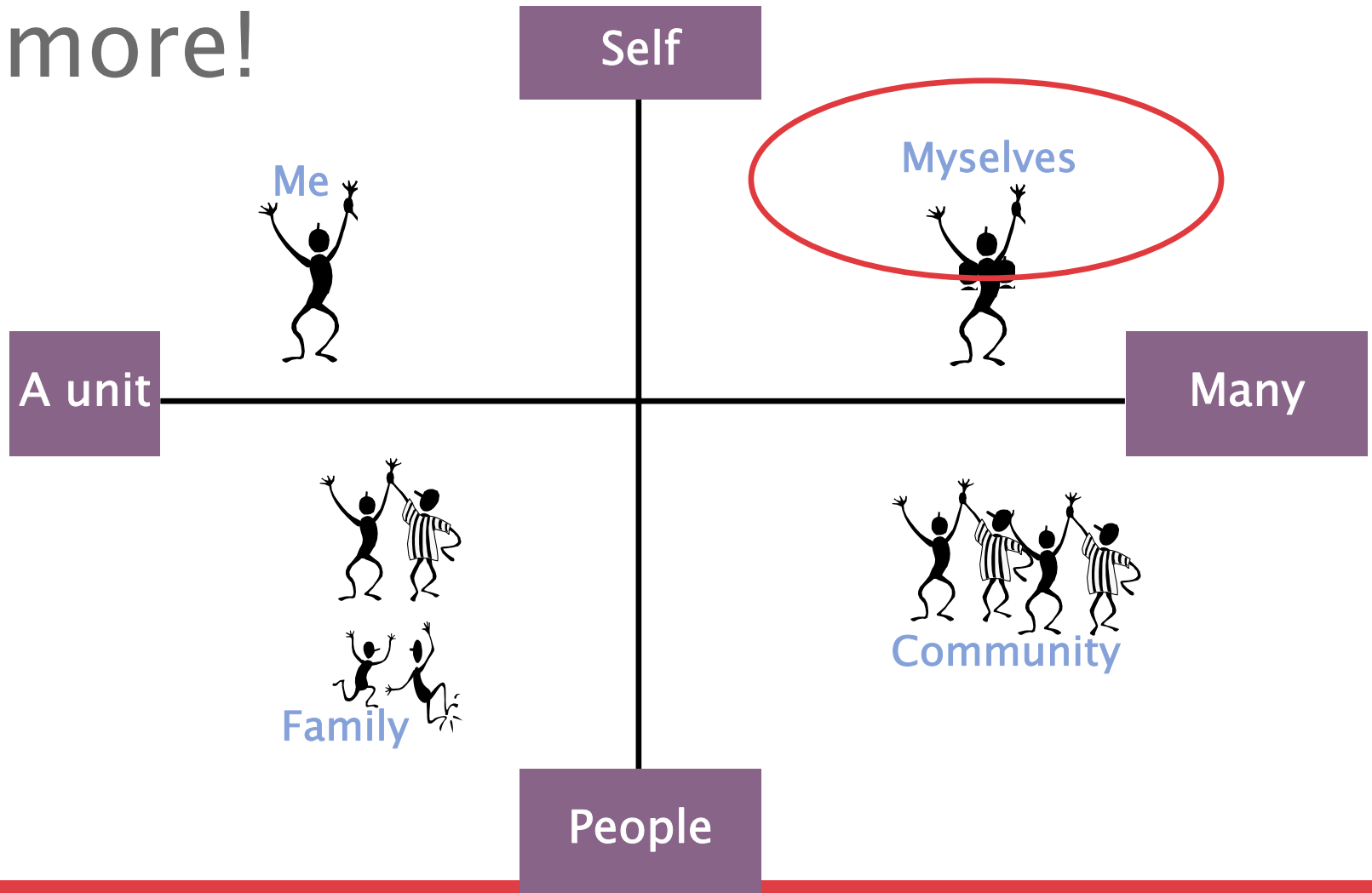
TECHNOLOGICAL AGE



People see categories differently



People aren't just people any more!



Different Consumer “modes”

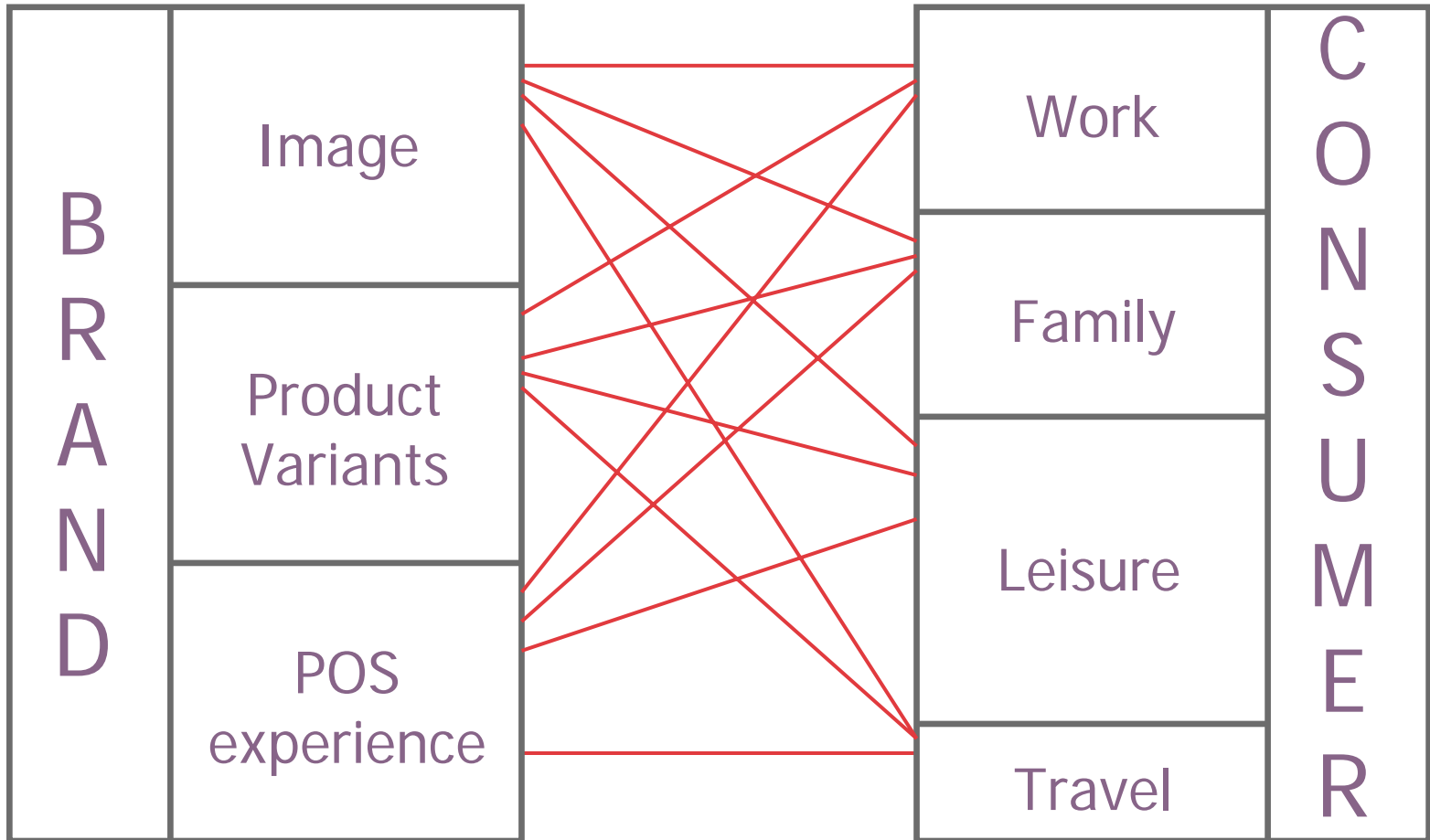
- > Each of us, in the same day, might...
 - » Feed the dog (nurturing)
 - » Linger over a cup of Decaf Latte (sophisticated)
 - » Enjoy a walk in the park (escaping)
 - » Have a “Ciorba de Burta” (traditionalist)
 - » Go to the movies (entertain me)
 - » Try a new bar (experimenting)



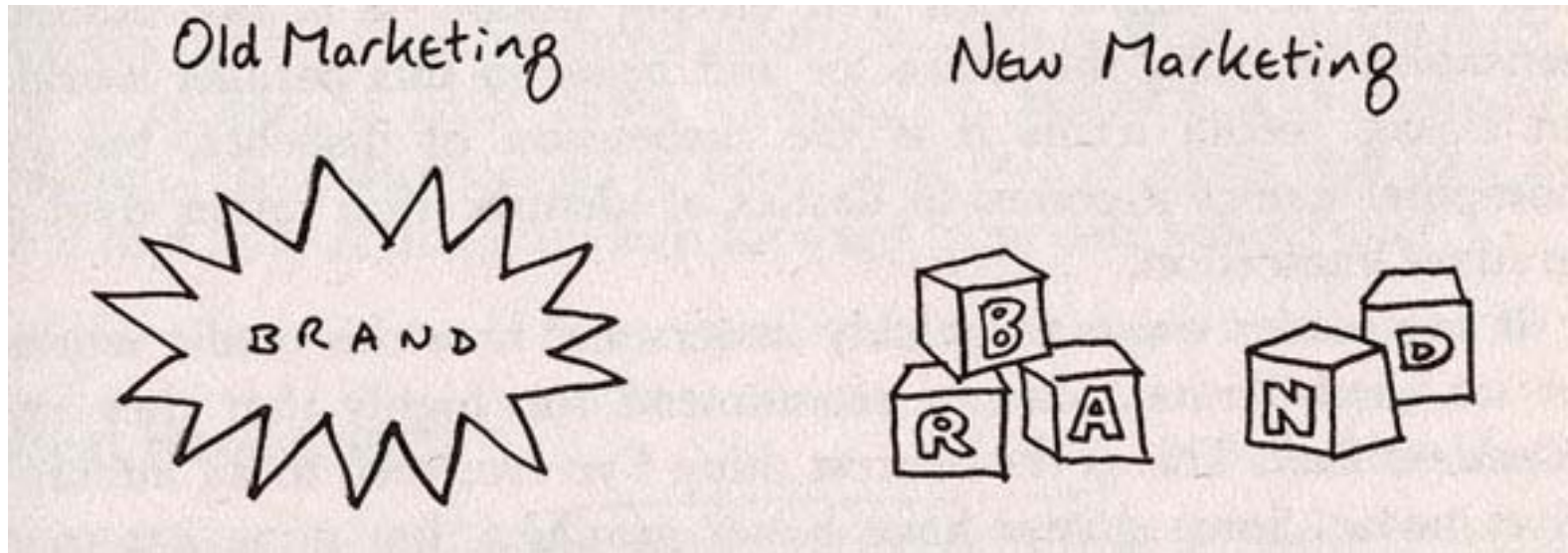
**WHO ARE YOU?
I HARDLY KNOW...
AT LEAST I KNOW
WHO I WAS WHEN
I GOT UP THIS
MORNING...
I MUST HAVE
CHANGED
SEVERAL TIMES
SINCE THEN.**



Interaction is complex!



The Change



Source: New Marketing Manifesto (John Grant)

To recognise that every interaction between customers and brand is brand building



LA HOLISTIC DIFFERENCE





“A *holistic approach* recognises that consumers are individuals. They are complex creatures. Our aim is to deeply bond with them”

Maurice Levy
Publicis Groupe Chairman
Advertising Age 2004



Integration vs. Holistic

Integration

When a consumer sees communication it looks like it came from the same brand



Adds to the total “weight” of the brand

Passive

Holistic

Communication connects with customers at crucial points in buying/use cycle



Makes customers feel it’s “their brand”..

Active

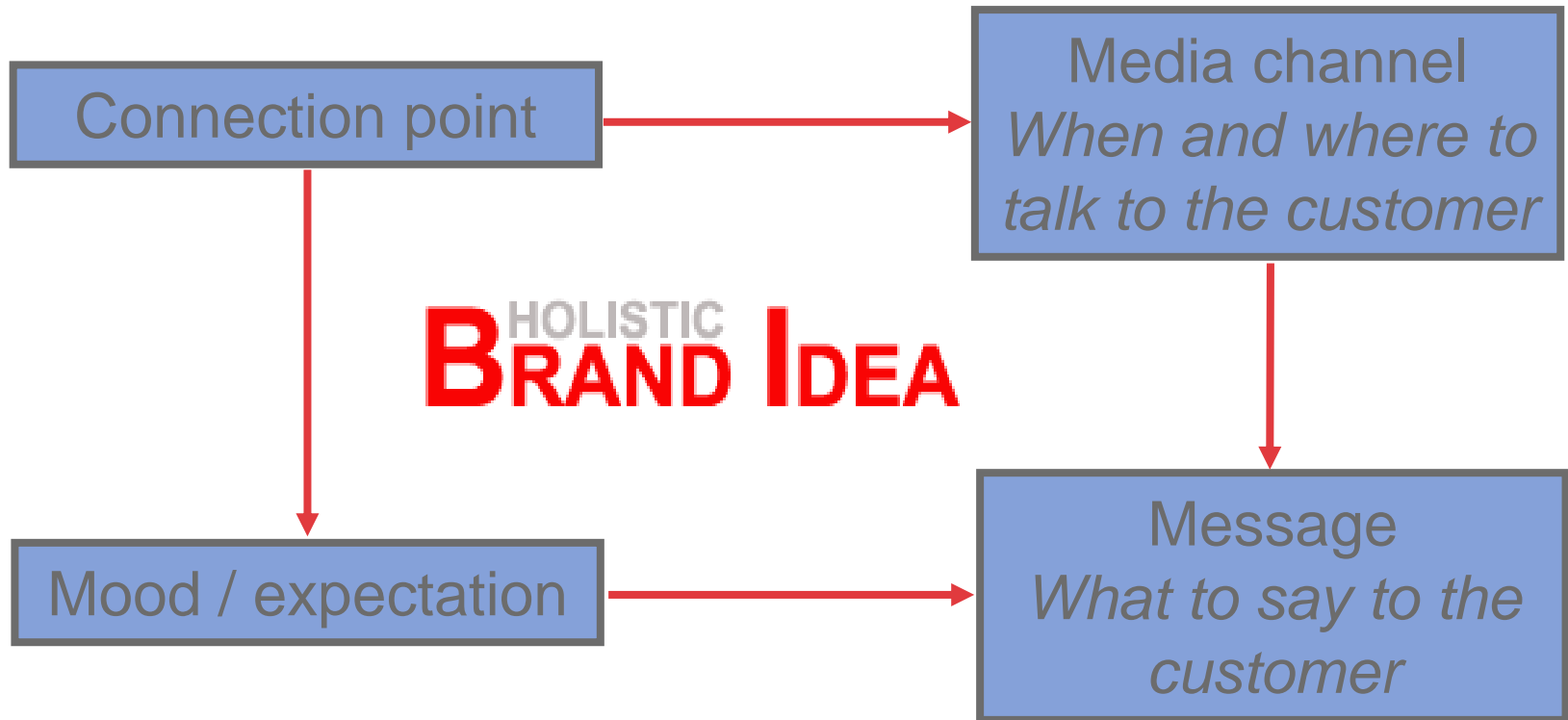


What is a Connection?

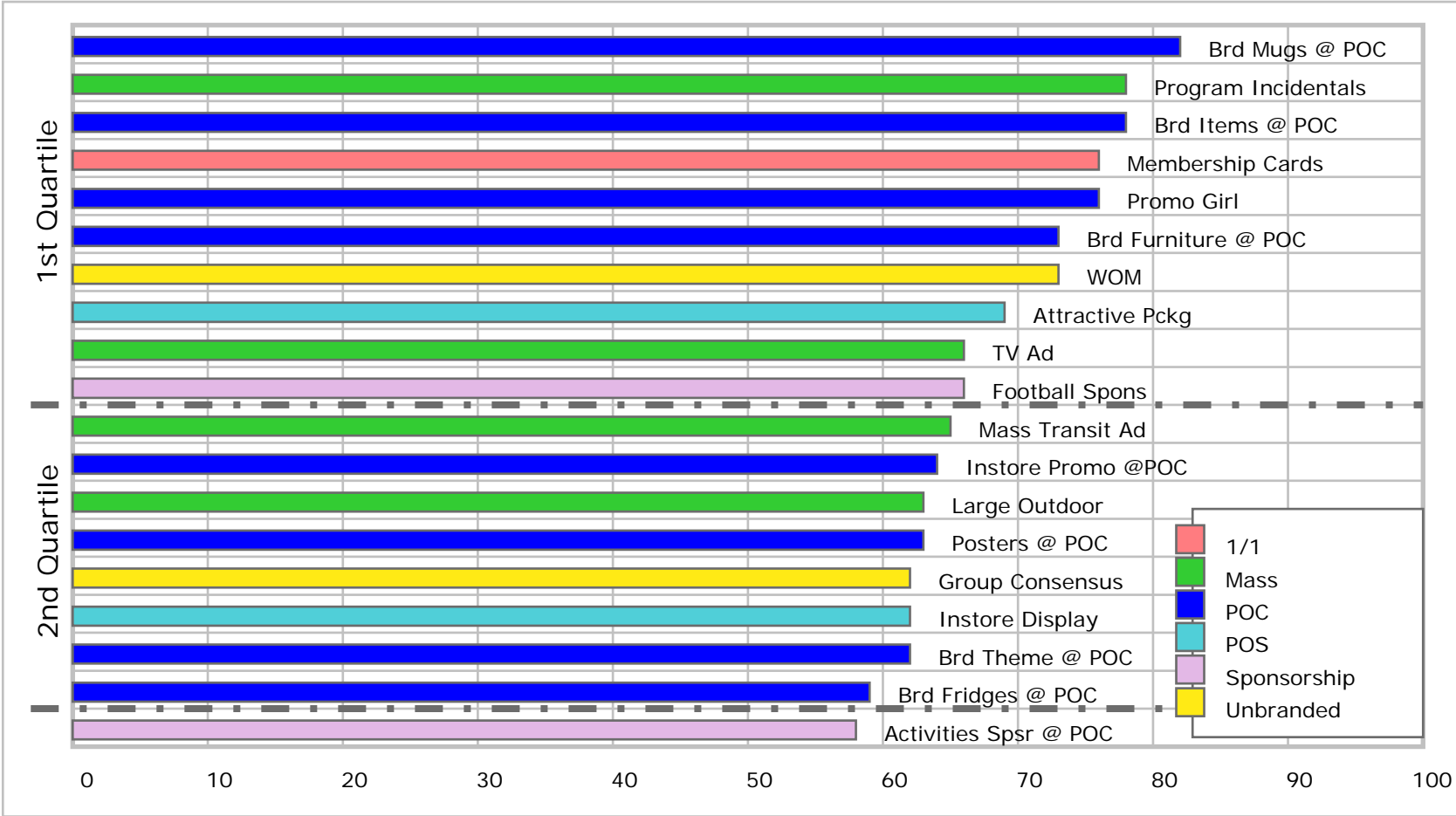
- > Relevance = solving the need of the moment
- > Define the moment
 - » When does the consumer 'bump' into the brand?
 - » Is there a channel to communicate
- > Define the need
 - » How does the brand fulfil that need?
 - » What is the content of the message?
- > A Connection = **Contact** + **Content**



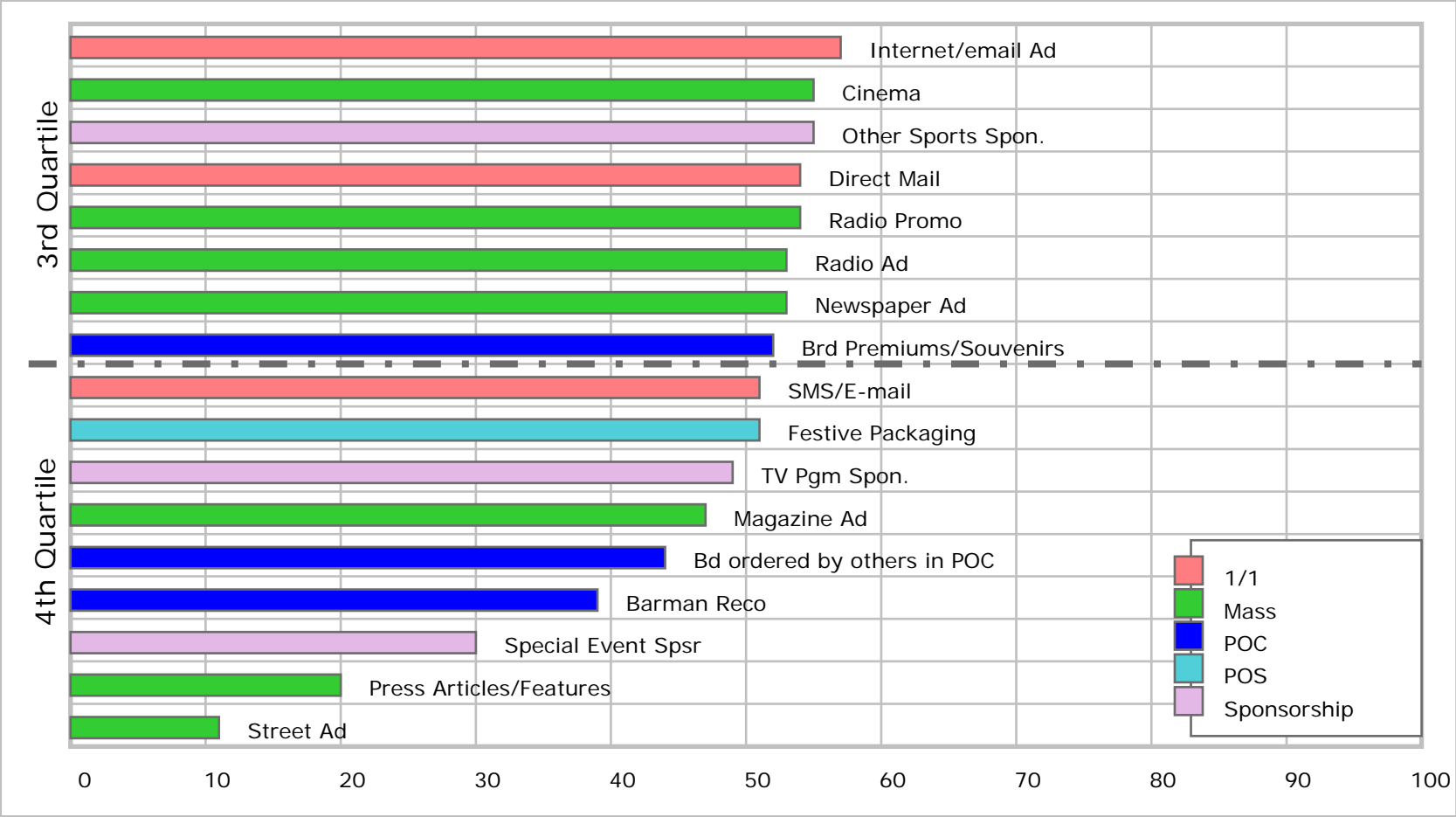
How it works?



CCF: Beers / Singapore



Cont'd

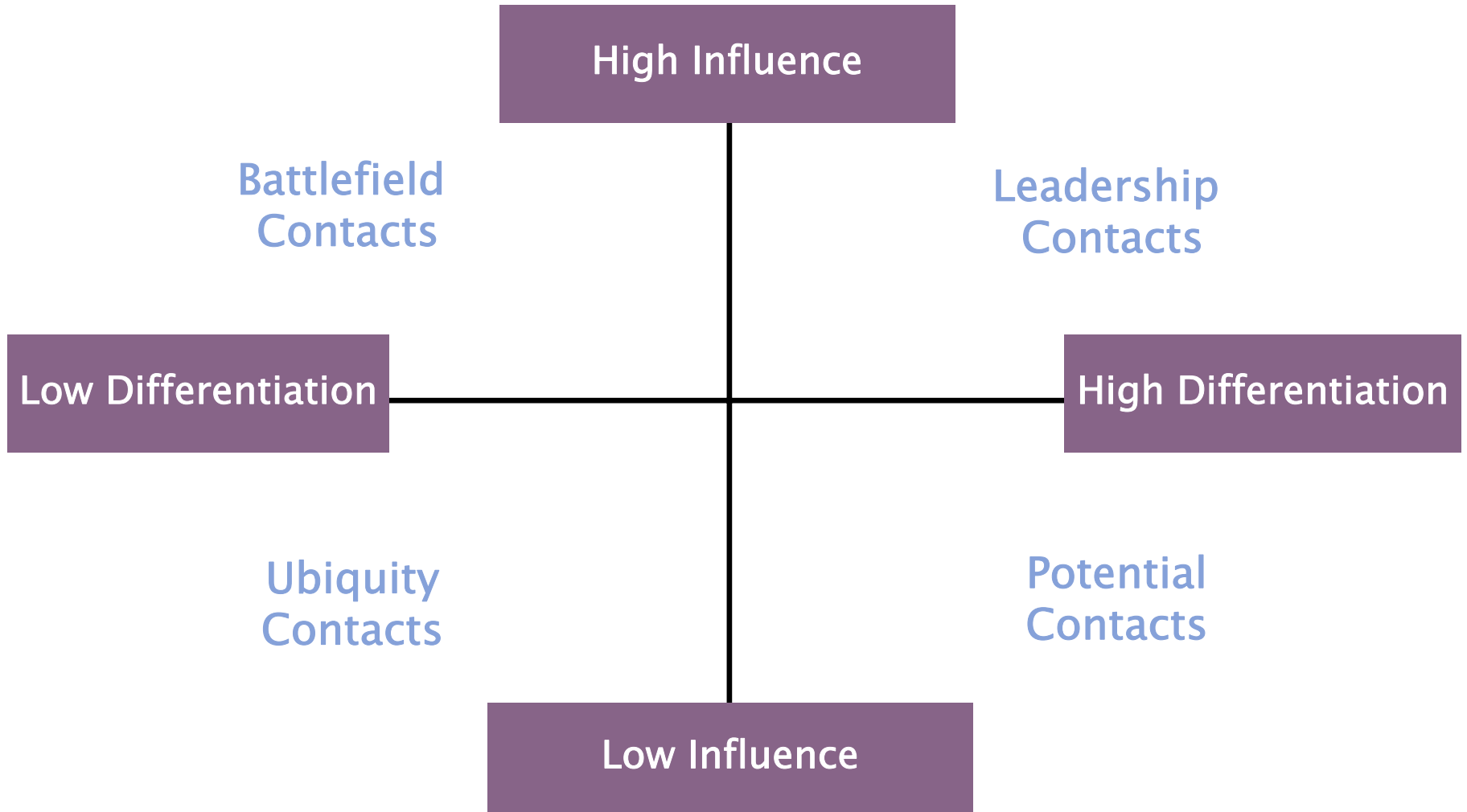


CCF: conclusions

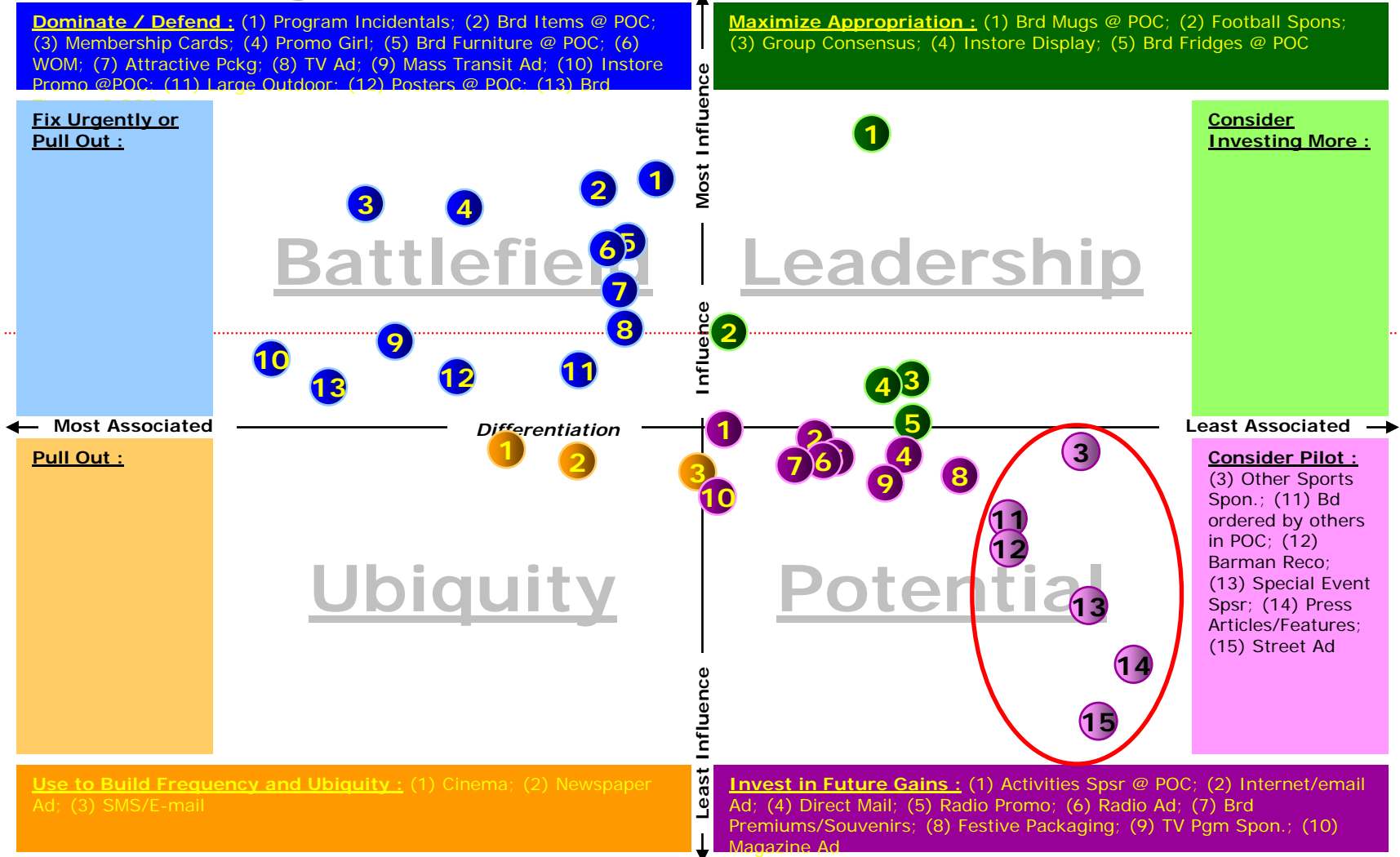
- > 19 Contacts above average CCF at 58
- > Contacts at POC are most influential, followed by “High Impact” Mass Media and WOM
- > 17 Contacts below average CCF at 58
- > Most 1 / 1 and Sponsorship contacts are below average as are most non-TV Mass Media



Matrix of Brand Experience



Category Experience: Beers



Holistic Communication

Contacts

An agreed list of priority candidate *connection points*, deemed to hold business building potential

Content Creativity

A selection of *messages* deemed to hold creative potential for a specific marketing initiative





Winner of

Two gold lions 2004

D&AD pencil 2004

Gold and Grand Prix Precision Marketing Awards
2004





LA HOLISTIC DIFFERENCE



Q&A

