VAHVAT BRÄNDIT VOITTAVAT
- ETENKIN DIGITAALISESSA
AJASSA

Juha Halmesvaara

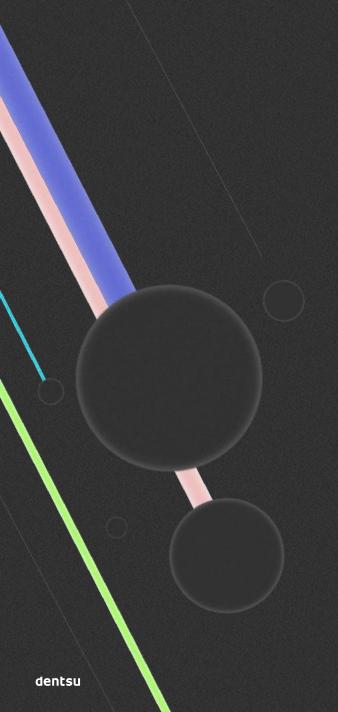
Head of Strategy & Insight, dentsu Finland

INNOVATING TO IMPACT

dentsu

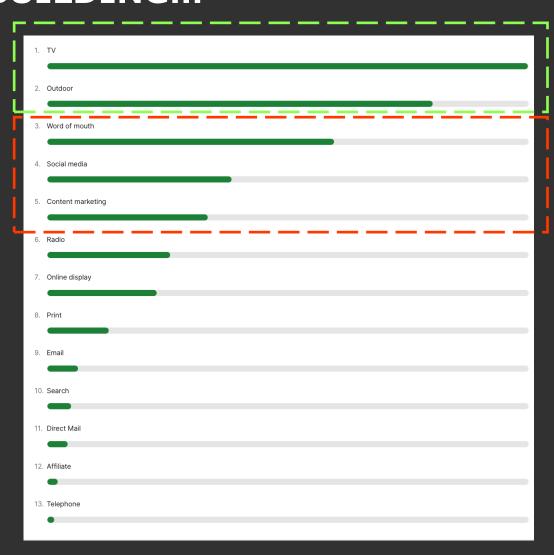


Warm up question...



According to you, most effective mediums for brand building is...

ACCORDING TO YOU, MOST EFFECTIVE MEDIUM FOR BRAND **BUILDING...**







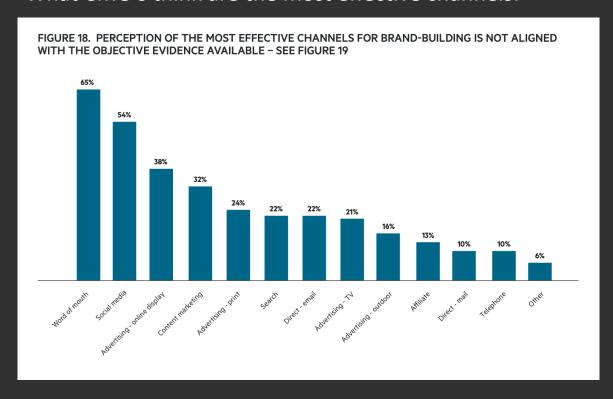
Based on data:

1	TV	10
2=	Newspapers	8
2=	Magazines	8
2=	Radio	8
5=	Direct mail	5
5=	Online video	5
7	Out of home	5
8=	Cinema	4
8=	Online display	4
8=	Social media (paid)	4

dentsu

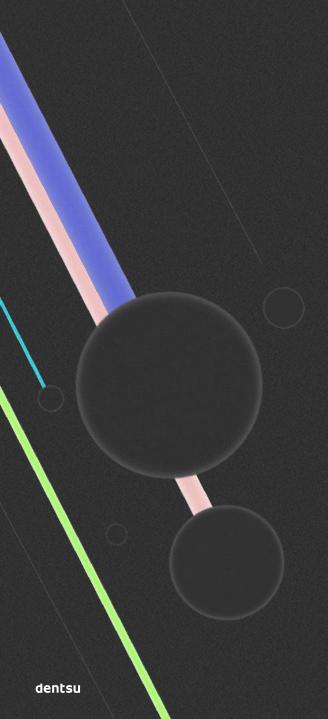
MOST EFFECTIVE MEDIA CHANNELS FOR BRAND BUILDING BASED ON DATA

What CMO's think are the most effective channels:

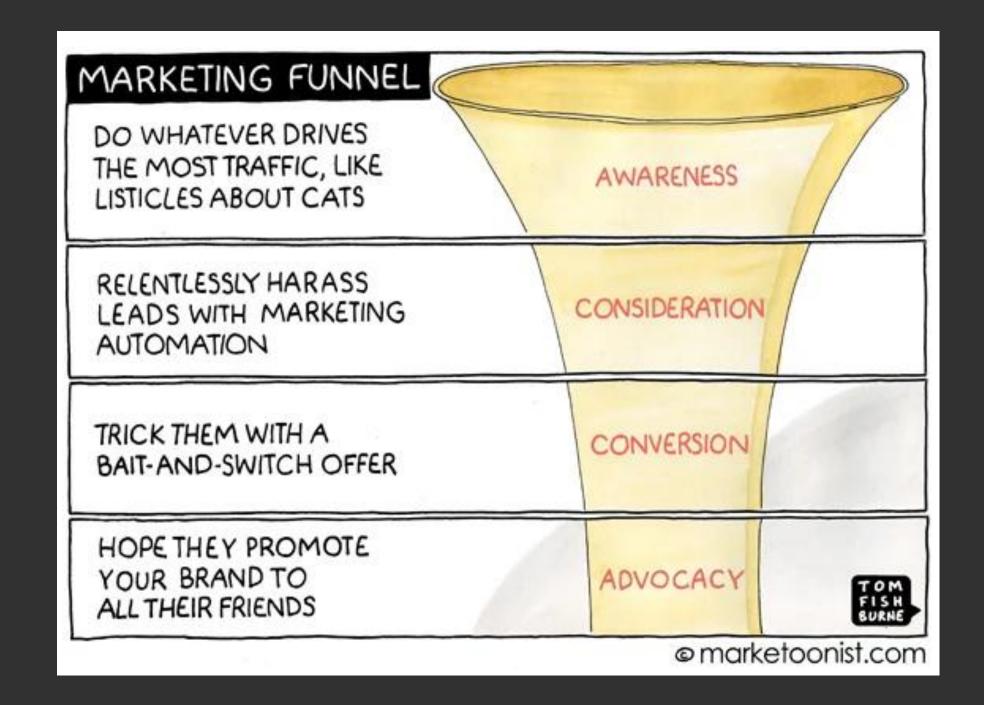


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7	Out of home	5
8=	Cinema	4
8=	Online display	4
8=	Social media (paid)	4



Ok, so why digital fails in brand building...

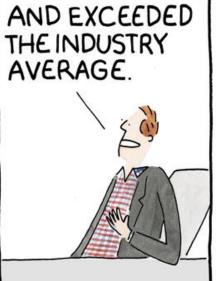














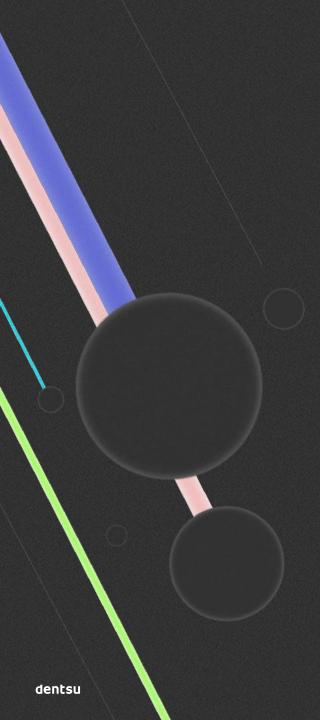
@ marketoonist.com



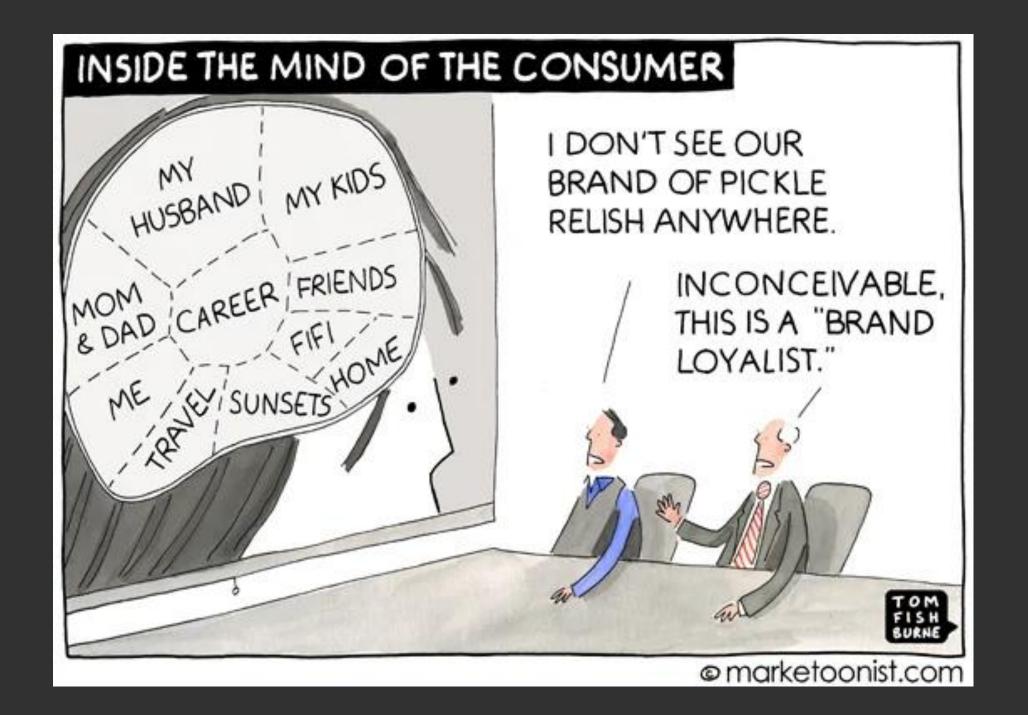
@ marketoonist.com







We need to go back to basics...



brand (noun)

a brand is a person's gut feeling about a product, service, or organization.

- Marty Neumeier

Noun [edit]

gut feeling (plural gut feelings)

1. (*idiomatic*) An instinct or intuition; an immediate or basic feeling or reaction without a logical rationale. [quotations ▼]

9500

Customers are NOT buying right now

BEING IN THE INITIAL SHORTLIST OF BRANDS IS CRUCIAL



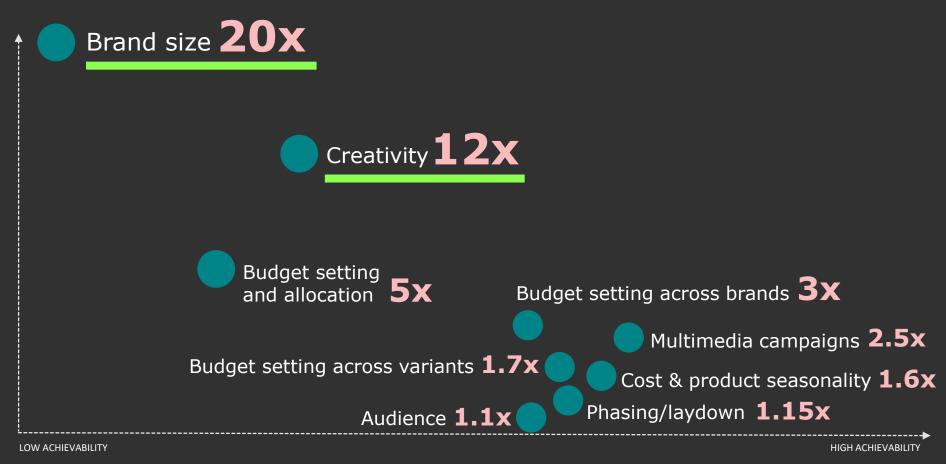
Brands that are in the consideration group are bought 2x more likely than brands that are not on the initial "list"

69%



69% "non-loyal" buyers chose brand that was on their original consideration list.

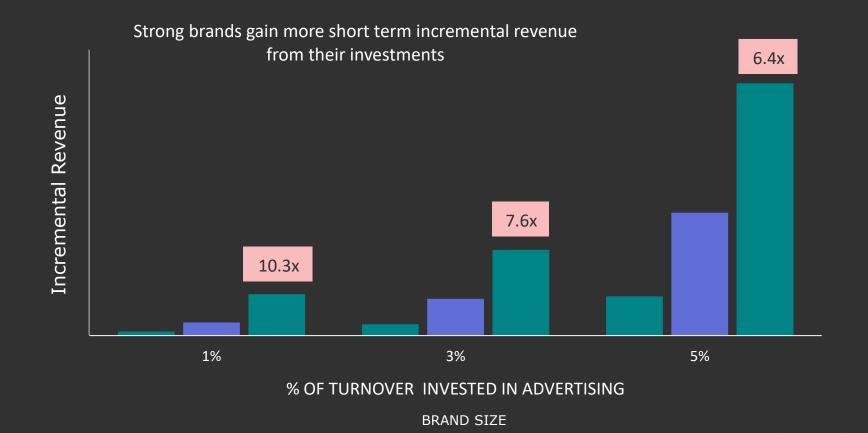
BRAND IS THE BIGGEST MULTIPLIER OF EFFECTIVENESS



ROI MULTIPLIER PER ADVERTISING DIMENSION

Source: WARC, Data2Decisions 2014 & Accelero 202 Study of 2,200 and 28,000 ROI measurement

STRONG BRANDS GET AN UNFAIR ADVANTAGE ON THEIR MARKETING INVESTMENT



Medium

Large

Small

dentsu

STRONG BRANDS ALLOW HIGHER PRICES

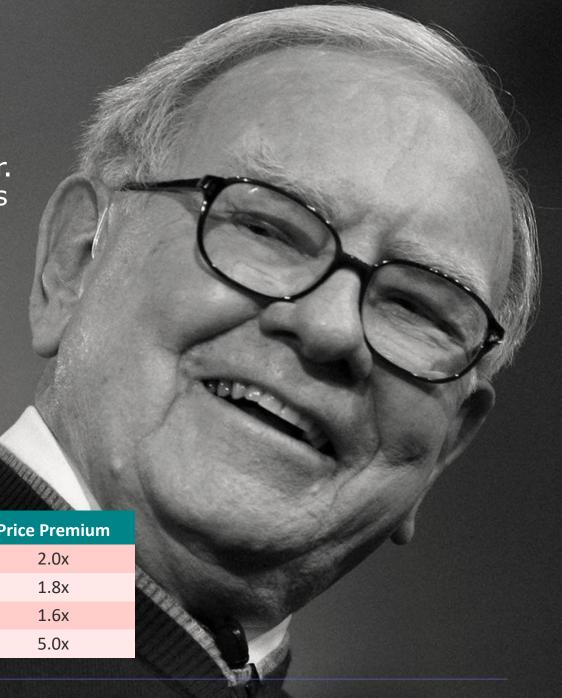


The single most important decision in evaluating a business is pricing power. If you've got the power to raise prices without losing business to a competitor, you've got a very good business.

And if you have to have a prayer session before raising the price by 10 percent, then you've got a terrible business.

WARREN BUFFETT

	#1 Brand	Private label	Price Premium
Ibuprofen 10x 400mg	3.99	1.97	2.0x
Cola 1,5l	3.29	1.79	1.8x
Tea 20 pack	3.19	1.99	1.6x
Sneakers	220.00	43.99	5.0x





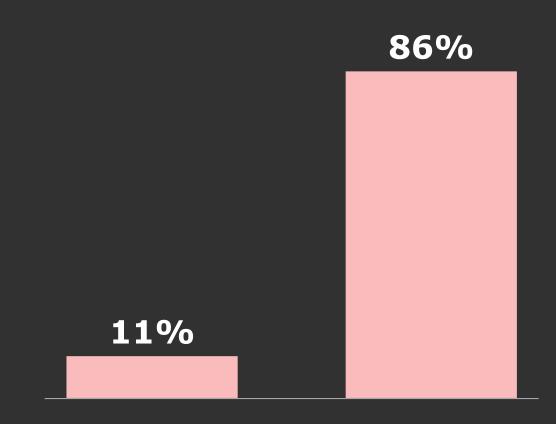
BRAND ADVERTISING DELIVERS BOTH SHORT AND LONG TERM GAINS. ACTIVATION CAMPAIGNS RARELY DELIVERY LONG TERM GROWTH

LONG TERM BRAND BUILDING

= Long and Short term sales gains

SHORT TERM ACTIVATION

= Only short term sales gains



% of high performing SHORT TERM sales activation ads that also deliver long term market share gains

% of high performing LONG TERM market share driving ads that also deliver short term sales uplift

Source: System1, n=18 230 ads.

