



Marketing marketing



MATS RÖNNE

SWEDISH ADVERTISERS' ASSOCIATION



Marketing marketing

Mats Rönne

SPECIAL DEAL

Limited time offer!

*term and conditions apply

Why do we do marketing?

A stack of US dollar bills is shown, with a yellow box containing text overlaid on the center. The bills are slightly out of focus, showing details like the number '1' and the Treasury seal.

To sell **more**
more profitably

”Marketing is an attitude, not a function”

The **role** of marketing

1. To have **expertise in understanding the market**, and how this can be **transformed into profitable business development**.
2. Transfer this knowledge to **all areas and functions in the company**.
3. Execute the functions of the marketing department.

Marketing **functions**





”Innervation”

Innovation

”In companies, product development and marketing are investments. Everything else is a cost.”

Peter Drucker

Or in real life ...

Develop customer value

- 1) New/improved products and services, customer relations etc.
- 2) Perceptions and expectations about what is being provided

Communicate customer value

- 1) Reach as many as possible
=> **Penetration**
- 2) As well as possible (engaging and inspiring)
=> **Pricing power**

The experts agree ...

Marketing in the Era of Accountability
Les Binet, DDB Matrix
Peter Field, Marketing Consultant


Thought leadership series
The Long and the Short of it
Balancing short and long term marketing strategies
Les Binet, DDB Matrix
Peter Field, Marketing Consultant

THE HIDDEN POWER OF ADVERTISING
How low involvement processing
the way we choose brands

MEASUREMENT STRATEGY
Getting to Best-in-Class Effectiveness

The B²B Institute
THE 5 PRINCIPLES Of Growth In B2B Marketing
Empirical Observations on B2B Effectiveness

MEDIA IN FOCUS
MARKETING EFFECTIVENESS IN THE DIGITAL AGE
LES BINET, ADAM & EVIE
PETER FIELD, PETER FIELD CONSULTING
NEW LEARNINGS FROM THE IPA



Lemon.

The advertising brain has stopped working properly. It has lost its power by pursuing its ability to make people feel, and its talent to understand. How has this happened? And is there anything we can do about it?

In this challenging book, Orlando Wood argues that a golden age for advertising technology has been the focus of attention for advertising creativity. He shows how today's analytical culture has led the industry's advanced techniques for creativity into reverse. In place of a central, illuminated, he reminds us on how advertising nothing has this a creative, Balaramakrishna, it's among the others.

Perhaps, what we need is a better system to drive creative. So how should agencies and clients correct the wrong turn we have taken? Orlando offers some surprisingly counter-intuitive solutions of his own. If the advertising brain has stopped working properly, maybe it's in the next channel.

IPA
The crisis in creative effectiveness
Peter Field
Peter Field Consulting

MEDIA ATTRIBUTES THAT MATTER.
THE UNIQUE ATTRIBUTES VIDEO ADVERTISING AND THEY IMPACT BRAND GROWTH.

Does Advertising Effectiveness Matter?
Advertising Effectiveness

THE BENCHMARK SERIES
WILEY-BLACKWELL

Visib
The Attribute That Really Matters
think

JULY 2017

ESTABLISHED BY THE IPA
WEEK 2018
Creativity & Effectiveness
developing creative best practice for long-term growth in a multi-platform world
Orlando Wood
System1 Group



”The problem with best practice is that it is not common practice”

Les Binet

CMO vs Management team



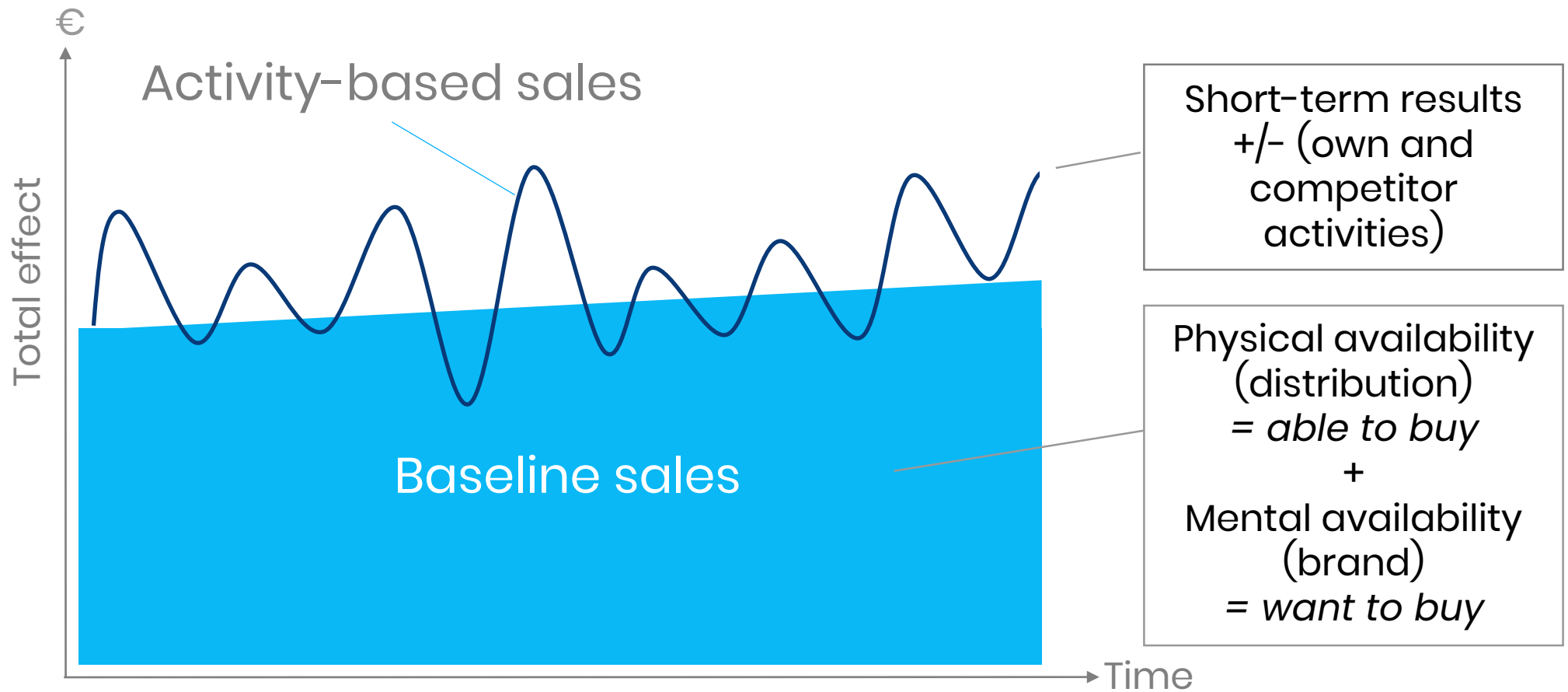
People on the management team

- Understand the importance of brands
- Do not understand the mechanics of the activities that are more likely to create the desired brand effects
- Enjoy getting involved in the details of marketing communication
- Fail to see the value of creativity

... but

- Those who do understand the role of brands and brand building are more successful

Two types of sales and marketing effects





5%



95%



kapero

The Marketing Department '23

Organisation | Roles & Responsibilities | Priorities

Sveriges
Annonsörer

Different focus

CEO / C-level



“Strategic partner”

- Understand the business
- Develop strategies and objectives
- Set priorities and plans
- Improve processes

Marketing

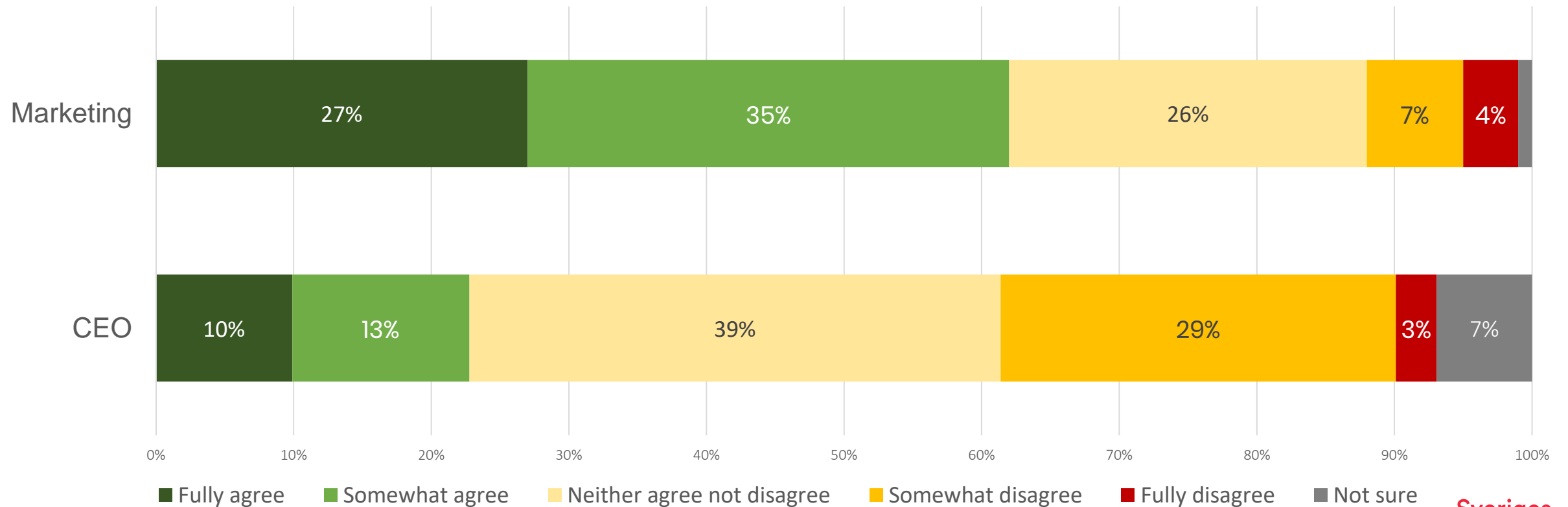


“Efficient production”

- Own channels / be a media house
- Automate content
- Be more data-driven
- Be more creative

Marketing believes it reports well, but CEOs disagree

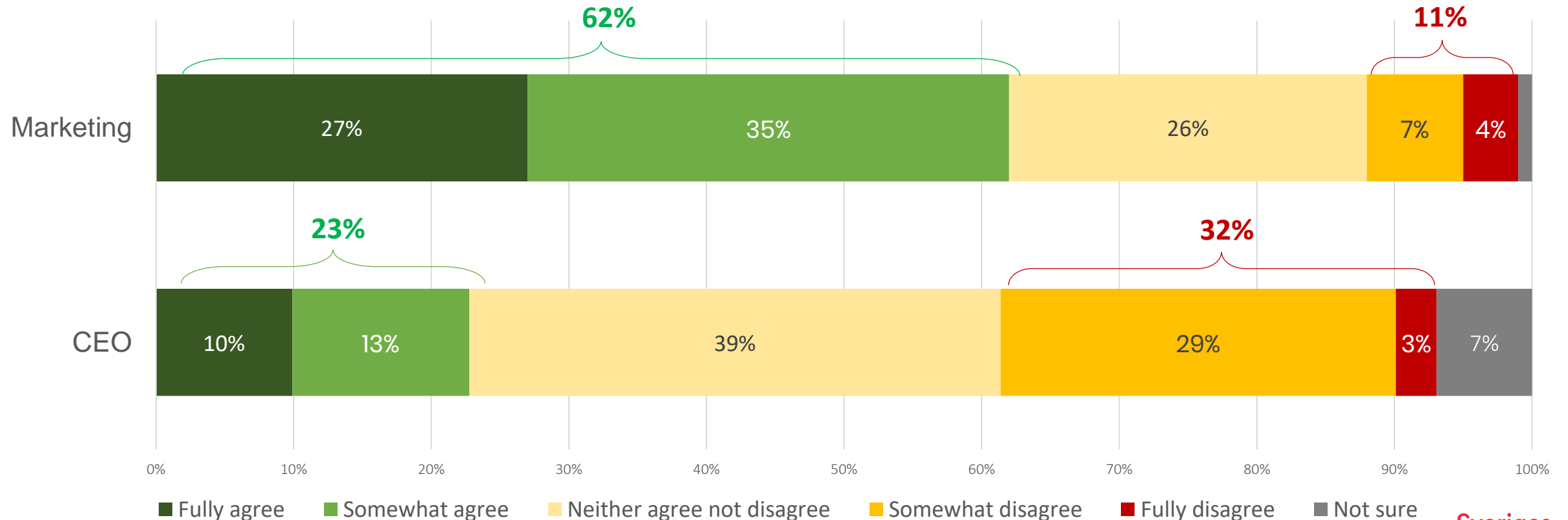
Clear reporting that demonstrates how marketing contributes?



Sveriges
Annonserer

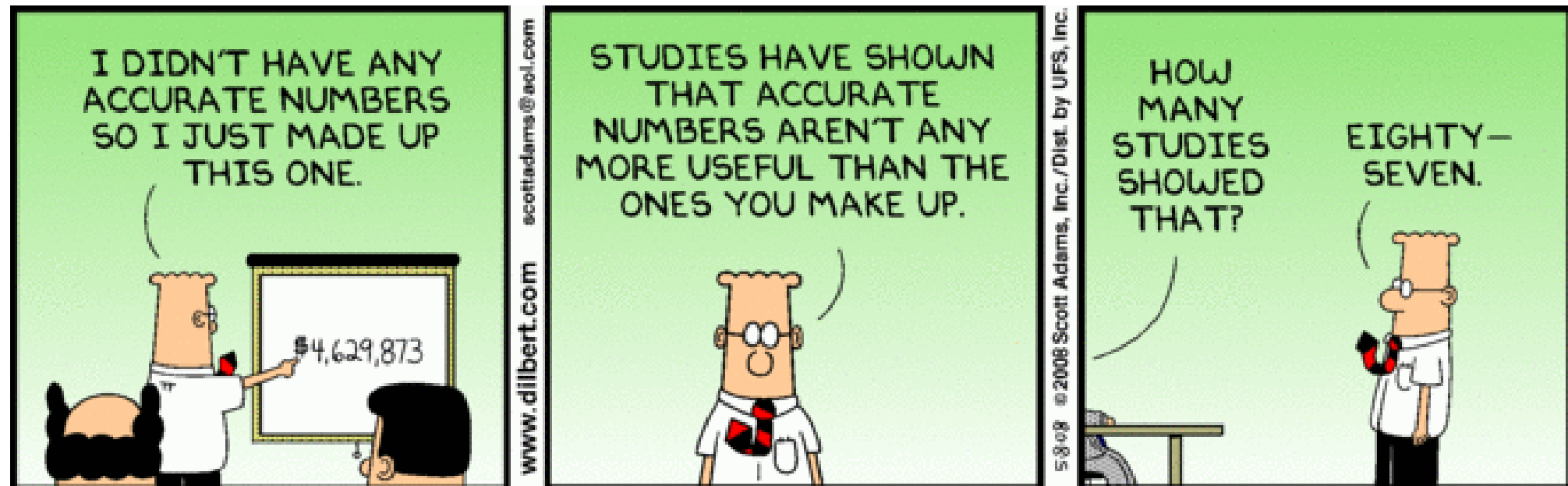
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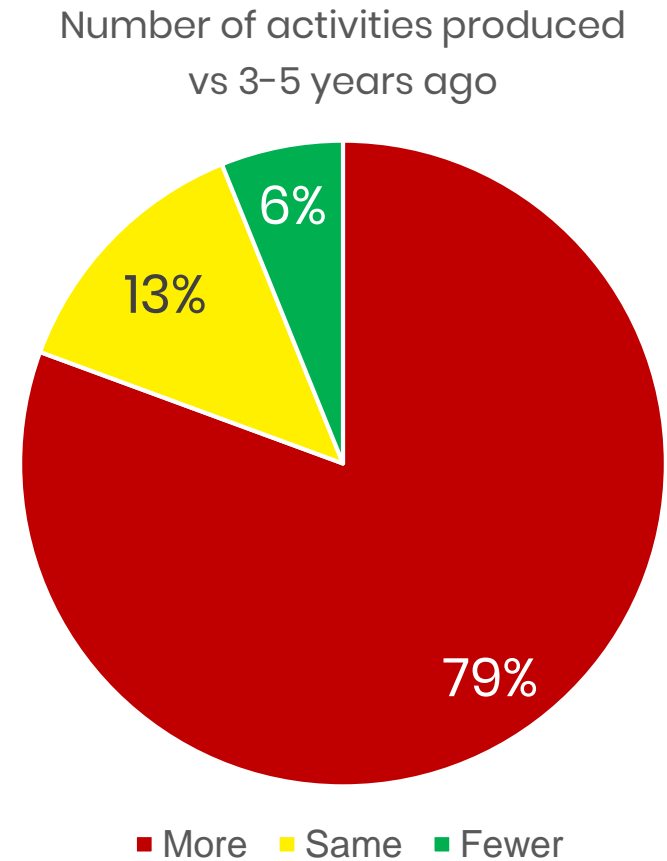
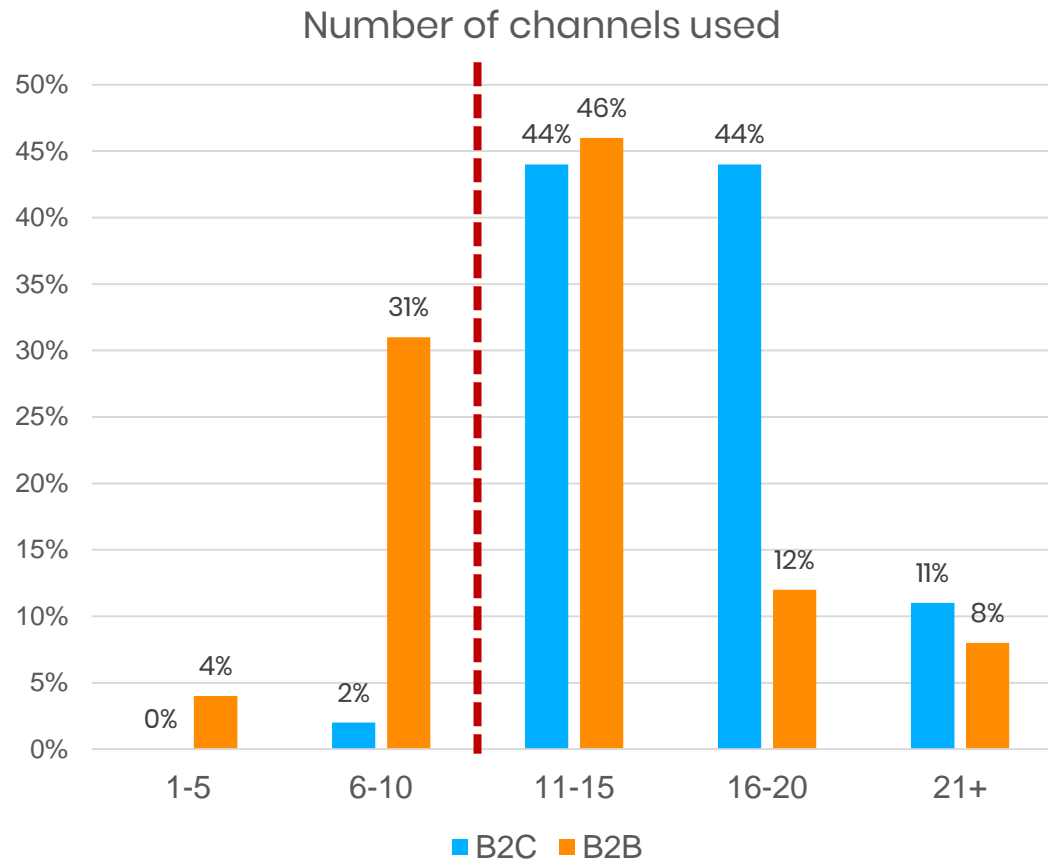


Sveriges
Annonserer

Delivering numbers – or valuable insights and learnings?



Marketing is becoming increasingly fragmented



... and this is often the organisation chart

- 68% “more specialists have been added”
- 55% “unclear evaluation methods” (consultants)
- 100% (!) “lack of coordination” (consultants)



400+36?

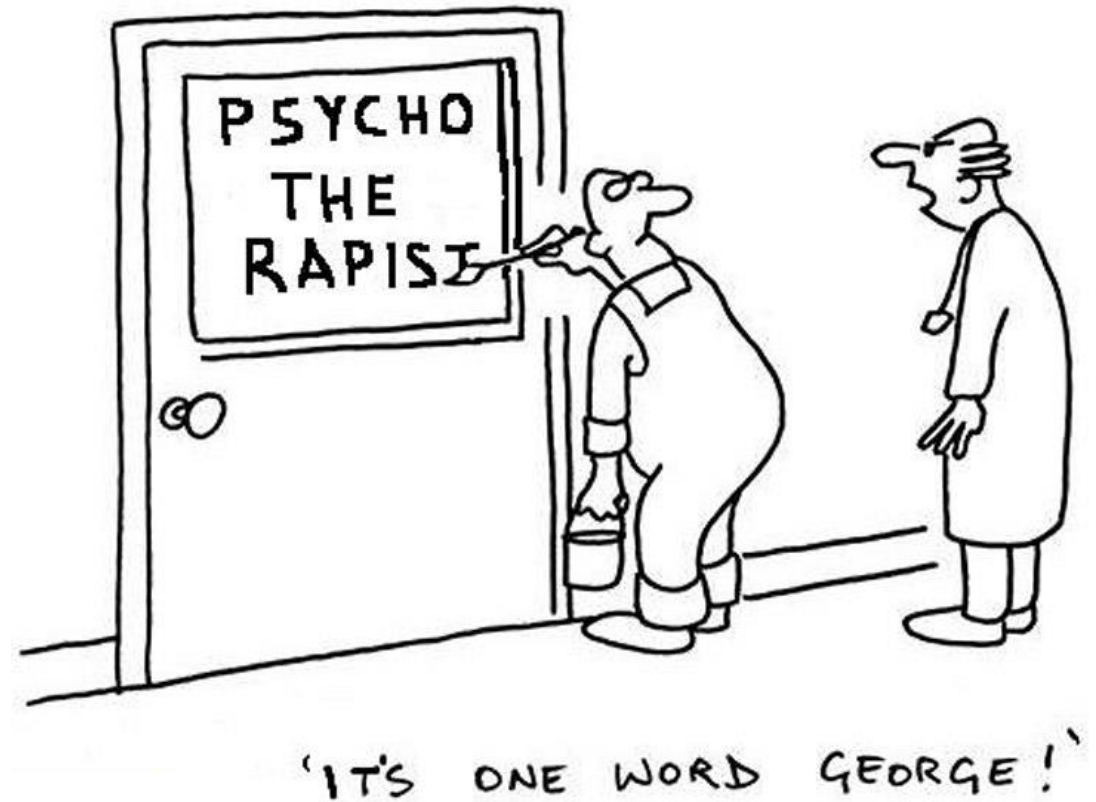


Measurement problem or language problem?



***"The problem with words
is that they don't always
say what they mean"***

Dennis Potter





EFFECTIVE

EFFICIENT

Effective vs Efficient

Effect/Effective

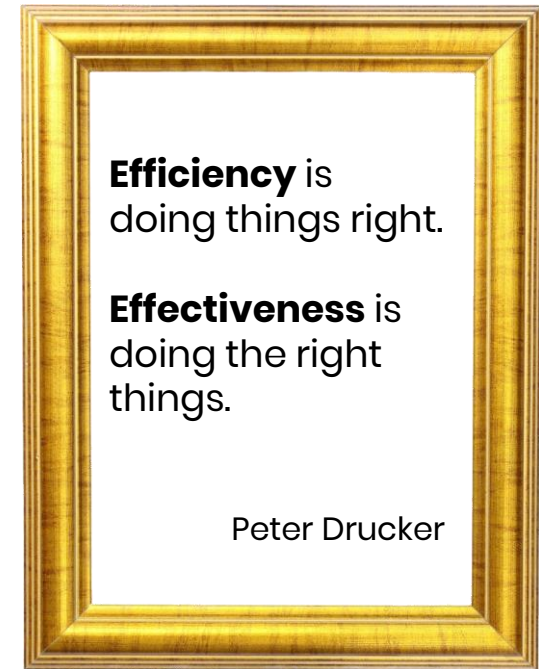
= metrics that indicate the road to business development, e.g.

- Brand awareness, liking, purchase consideration
- Purchases, market share, number of customers
- Willingness to pay / average price

Efficiency/Efficient

= metrics that indicate how well resources are used to create effect, e.g.

- Media exposure metrics, e.g. shares, mentions, video starts/views
- CPC (cost per contact), CTR (click rate), CPA (cost per action), CPO (cost per order), response level



So where do we go from here?

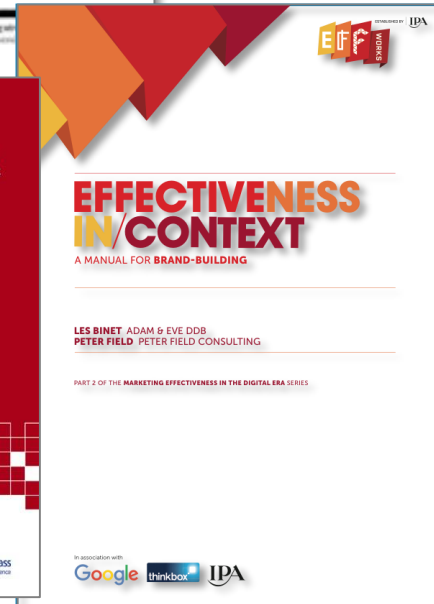
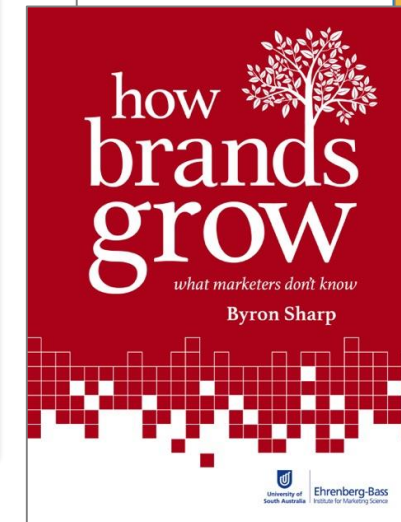
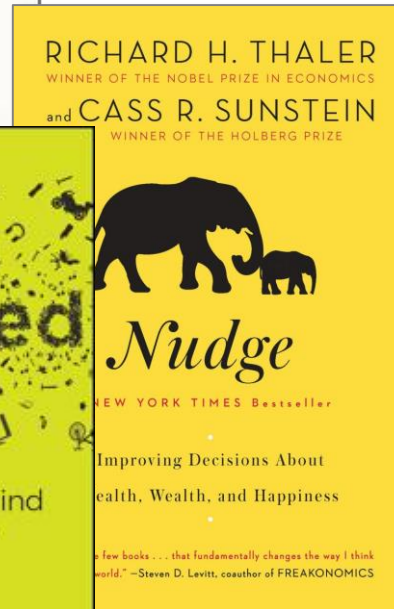
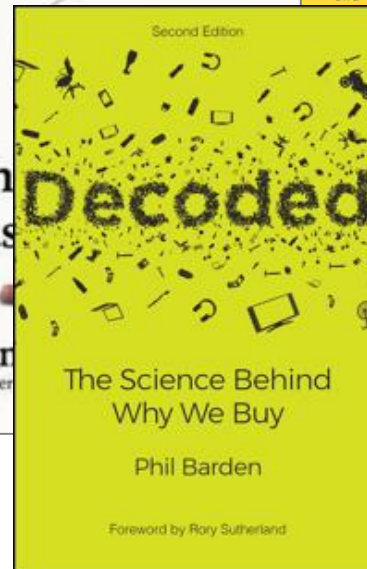
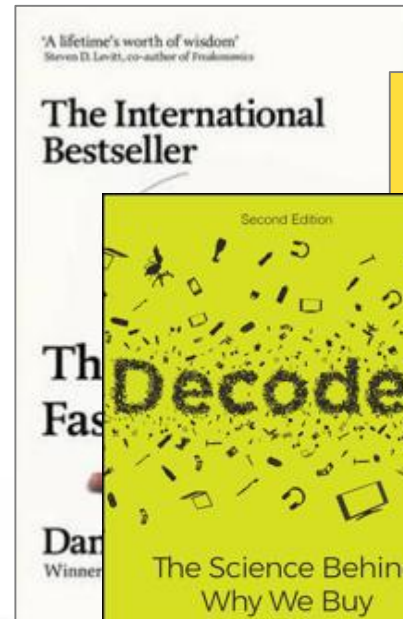


Three key competences needed for marketers

1) Understand what drives the business

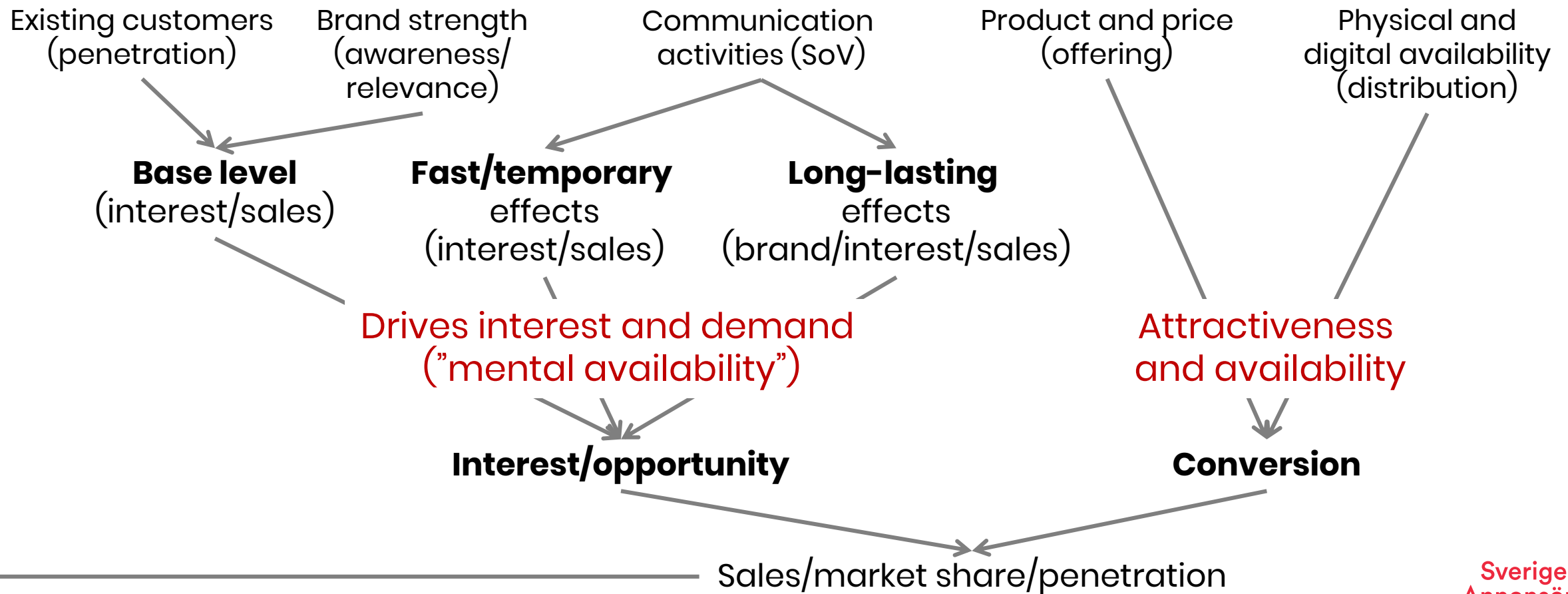
2) Understand how people make decisions

3) Understand how marketing works



A structure for understanding marketing in a business context

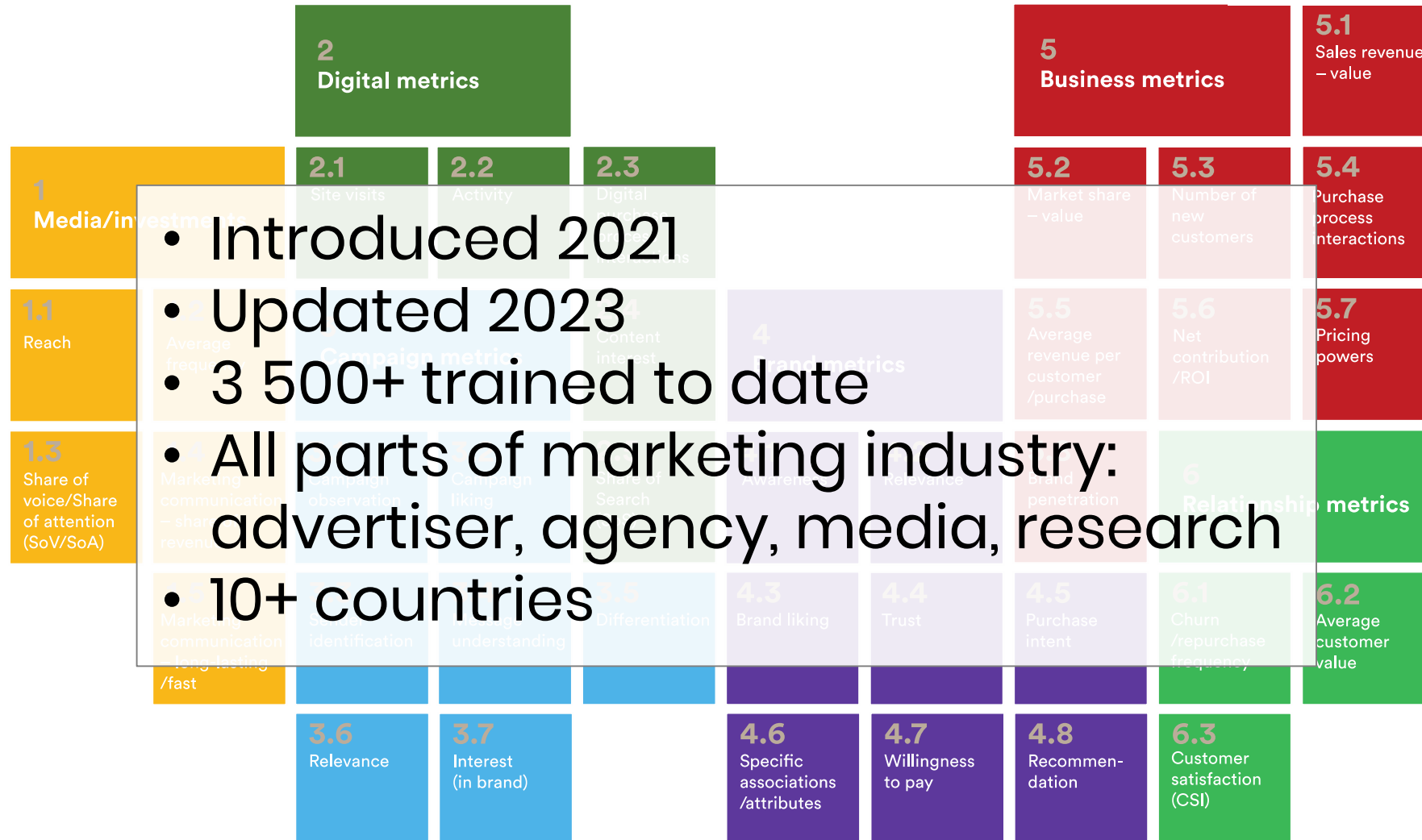
(with thanks to James Hankins & Les Binet)





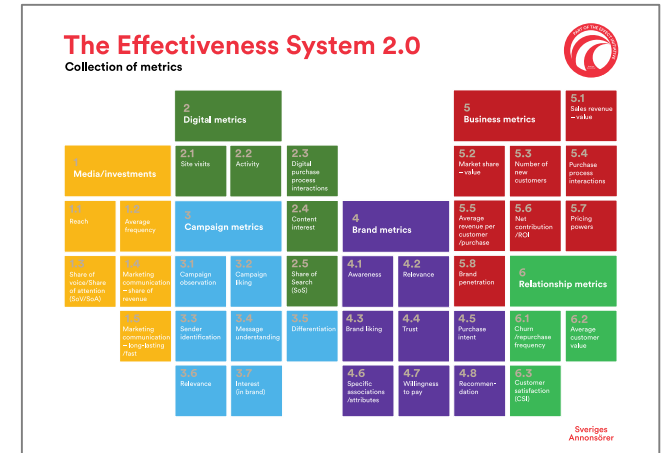
The Effectiveness System 2.0

Collection of metrics



10 reasons for the success

1. Supported by the entire marketing industry
2. Focus on top-level level effects – how does marketing contribute to the business?
3. Focus is on understanding what people do – and why
4. Focus on definitions – what we want to know – rather than exactly how to measure it
5. Descriptive, not prescriptive
6. Adaptable for own needs
7. Common language – for all parties – without marketing jargon
8. Based on solid scientific learnings and empirical grounds
9. Independent of channel/activity
10. Comprehensive documentation and training



Thank you!

Dzięki!

Tack!

