

LESSONS FROM THE TOP

The biggest companies in the world are successful for a reason. Small businesses should look to the bigger corporations for marketing inspiration when striving to grow their business, writes Michael Kava.

In the overwhelming and sometimes frustrating world that is today, the reality of our lives is overbearing. There's no doubt that with the likes of technology and the digital world, the constant communication we all face day in and day out is painful.

As a result, it's hard for us to get through all the clutter and really understand what we love, appreciate and enjoy.

That's why as a marketing consultant it's important to celebrate companies and brands that are able to cut through, send a message and speak to their customers in an effective way.

THE BREAST OF BOTH WORLDS

Bonds. For those of you who didn't see it, the Bonds brand created a one-word campaign, namely, Boobs.

Billboards across cities proudly spelled the word in the same typeface as their Bonds brand font type, automatically linking the two together. For the majority of Australians who recognise the Bonds logo, the relationship of the Boobs logo was easy. For those that didn't see the link, the campaign was clever enough and teetered [no pun intended] far enough away from distasteful for people to see the marketing in the humour that it was intended.

The point of all of this? To communicate to the people of Australia that Bonds do bras, launching their new range of sporty, happy and busty bras for everyday Australian women. They even changed the labels on some of their products with the "Boobs" logo. Clever cut through, plenty of exposure and a great idea that aligns well with Australian humour.

So what makes an idea a great idea? Well it starts from the basics and really understanding what your brand stands for. An idea can be good on its own, but if it doesn't link itself back to the core of the brand and create a key link to what the brand means to its customers, then it's dead in the water.

It's a case of strategy first, before creativity. Some of the biggest brands in the world have got this so wrong. Why? Cart before the horse. It's the creatives telling the strategists what direction the brand should be going in.

SHARE AND SHARE ALIKE

Coke wanted to increase consumption of Coca-Cola over the summer period and get people talking about the brand again. It did this by printing people's names on the drink packaging.

The campaign needed to make consumers see Coke in a way that would encourage them to actually consume the product, not just love the brand.

Traffic on the Coke Facebook site increased by 870% and the Facebook page grew 39%. In Australia, Coke was the number one most talked about Facebook page and 23rd globally. 76,000 virtual Coke cans were shared online and 378,000 custom Coke cans were printed at local Westfield malls across the country.

Who cares about Facebook likes and sharing unless he purchase of Coke went up though, right?



Coca-Cola's Share a Coke campaign encouraged customers to customise packaging with their names – drastically increasing the company's web presence and getting people to talk about the brand.

The campaign blasted the brand's expectations with millions of Australians purchasing and 'Sharing a Coke' either virtually or literally. Young adult consumption increased significantly by 7% during the campaign making 2011 the most successful summer for Coke ever. The campaign earned a total of 18,300,000-plus media impressions.

The strategy also changed attitudes: teens claimed it gave them a 'very positive' impression of Coke. Scores on 'always doing new things', 'is a brand I love' and 'for someone like me' all improved with the young adult audience.

EMAILS GET SALES

Recently, Jeanswest devised three types of targeted and automated email campaigns that run concurrently with its promotional calendar campaigns:

- Targeted activity: campaigns are developed based on a customer's data and past behaviours. For example, customers who purchased a floral print top are targeted when Jeanswest releases a new top in a similar style with a different pattern. Smart.
- Triggered campaigns: Jeanswest created tailored campaigns at significant milestones based on a customer's loyalty status. Email campaigns like 'Birthday' (triggered on somebody's date of birth), 'Anniversary' and 'Congrats, you're now a Gold member' have proven to be some of the most successful ever launched, driving the highest return on investment (ROI) while requiring the less maintenance. Very clever.
- Life-cycle marketing: Specific strategies were developed where customers were delivered individualised offers and promotions depending on their relationship and engagement with Jeanswest. For instance, regular shoppers were sent a thank you offer as a reward for being a valued customer, new shoppers were sent an offer to welcome them to the Jeanswest program and irregular shoppers were sent an offer to help reignite their interest and

encourage them to re-engage.

All of this activity sounds good and smart, but what about the results?

Email campaigns are now developed faster, are extremely cost-effective and a new campaign can be conceived and executed in half a day.

The results of key campaigns include 400% higher ROI from triggered, automated emails than untargeted emails. A 200% higher ROI from product-targeted emails than untargeted emails was achieved.

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Given the improved targeting, up to 150% higher open and click-through rates for targeted, event-triggered campaigns than untargeted emails were achieved.

Going forward, more than 50,000 highly personalised emails are now triggered and delivered automatically each month.

So if you have an email database of your clients, maybe it's time to give one something like this a try.

INTERACTION IS KEY

Audi Australia recently announced the winner of its interactive 2013 brand campaign, 'Land of Quattro', a global campaign theme that was the first to be produced locally in each market.

So what is Land of Quattro? The campaign, launched in July, asked Australians what Land of Quattro meant to them and generated 2,275 unique TV commercials produced by friends and fans of the brand. This is an example of great brand experience.

Users were invited to produce their own version of the company's TVC with footage of the Audi Q5 shot from every conceivable angle using state-of-the-art aerial tracking technology and

car-mounted GoPro cameras. Now that's brand interaction.

'Directors' were able to cycle between cameras across multiple locations that epitomised the Australian landscape. They were able to choose vehicle footage down to the second and slice in vision from a broad range of everyday Australian activities to reflect how they live their own lives.

The 'Land of Quattro' campaign, launched at the end of July, saw more

than 150,000 unique visitors head to the specially-developed micro site to interact with the Audi brand.

Audi's general manager, marketing, Kevin Goult, said the campaign has been extremely successful with more than 880,000 interactions with the site for periods of over 18 minutes.

And the winner of the campaign apart from Audi? He got an all expenses trip to Europe in January 2014 as a guest of Audi to experience the very heart of the brand.

Also as part of the prize, the winning ad was aired nationally on Sunday 29 September 2013, with his name appearing in the credits as the director.

So in our in our over-communicated society and clutter, companies find it hard to cut through. But a clever campaign, targeted, on brand and once that touches the heart of its ethos, can work effectively. Small and big business can learn lessons from this. Strategy first, creativity second. ■

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