

Brand Health

Asking for
REAL
OUTCOME
Is no more a
Taboo

When
AWARENESS is
just not **enough**

When was the
Last time he talked
About CX

Terrible danger of
DATA LESS
creativity



Signs

that prove your Agency
is holding you back

Business Outcomes

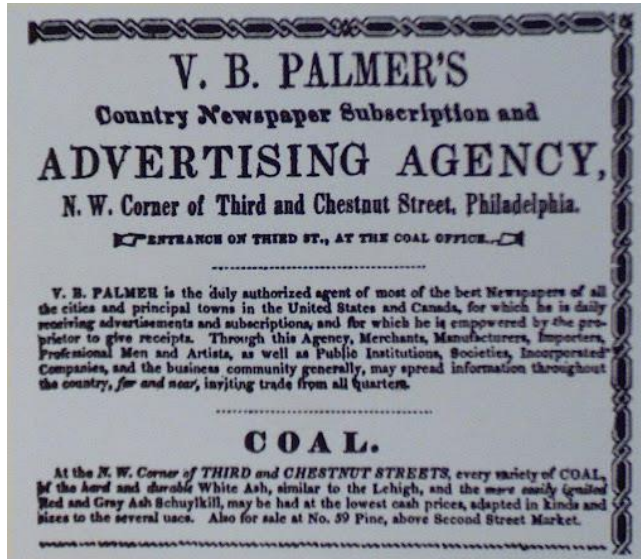


This is what you bought into



This is what you got





1841
First ad agency



Manila 1920

1920
15% agency commission



Manila 2021

2021
15% agency commission
People and time cost

EXTRACT Over the next two years, what will you most need to do to support your marketing priorities?

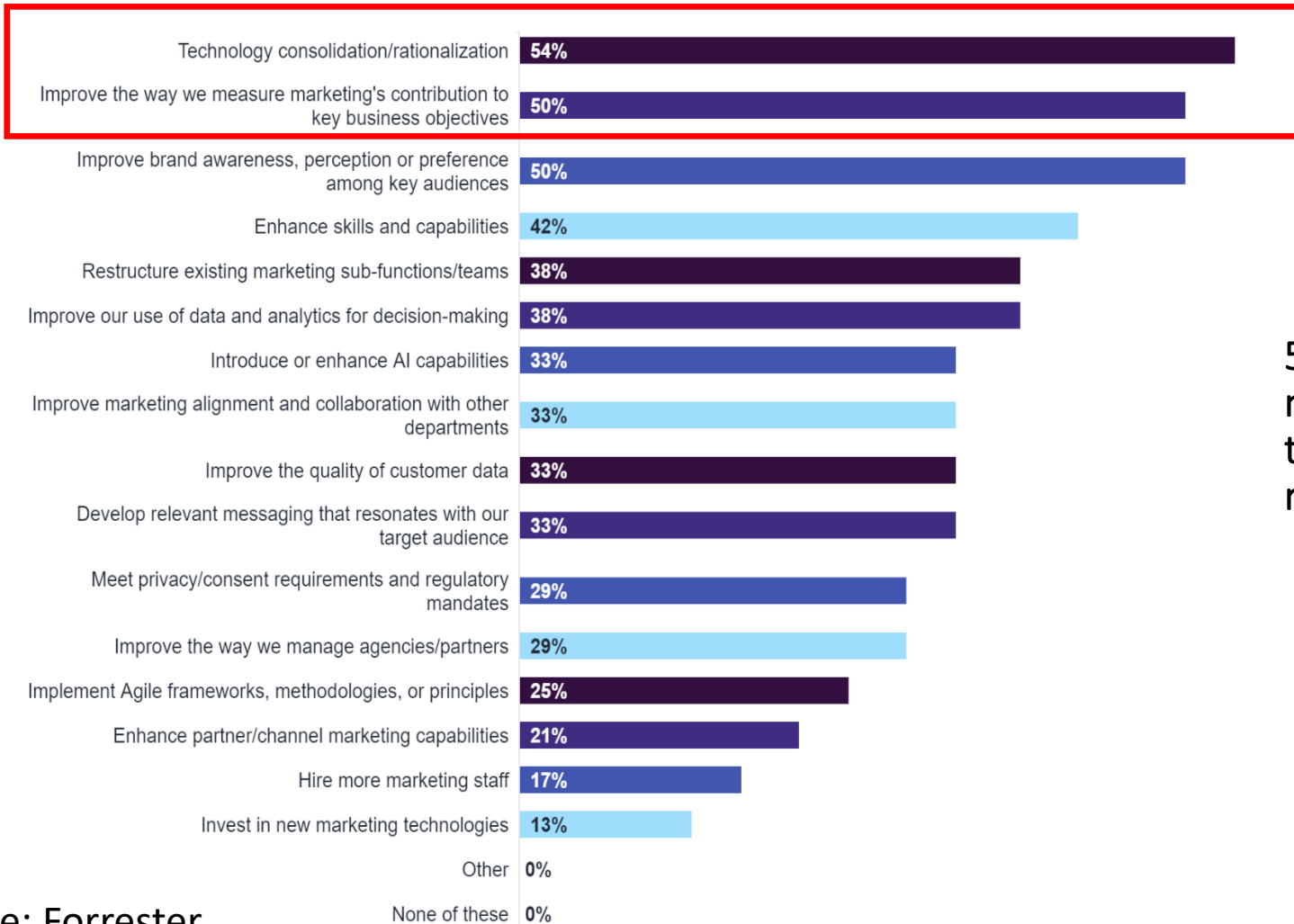
FORRESTER[®] ANALYTICS

Forrester Global Marketing Survey, 2021 (B2C) | Base: 24 B2C Marketing decision-makers

Applied :

Country:

(Singapore **OR** Philippines)

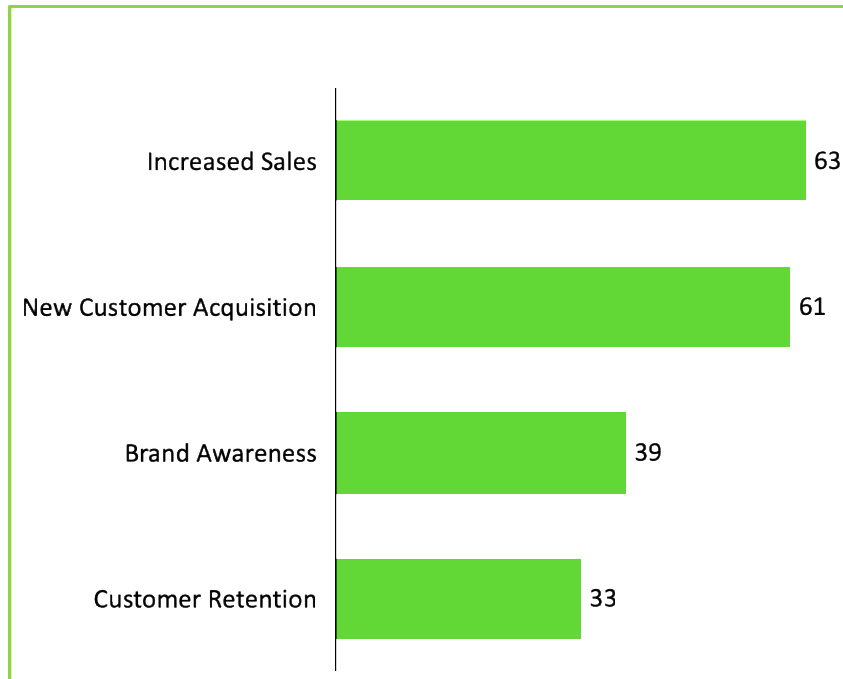


50% of CMO indicated where they need most support in upcoming year is improve the way marketing contributes to business results.

Source: Forrester

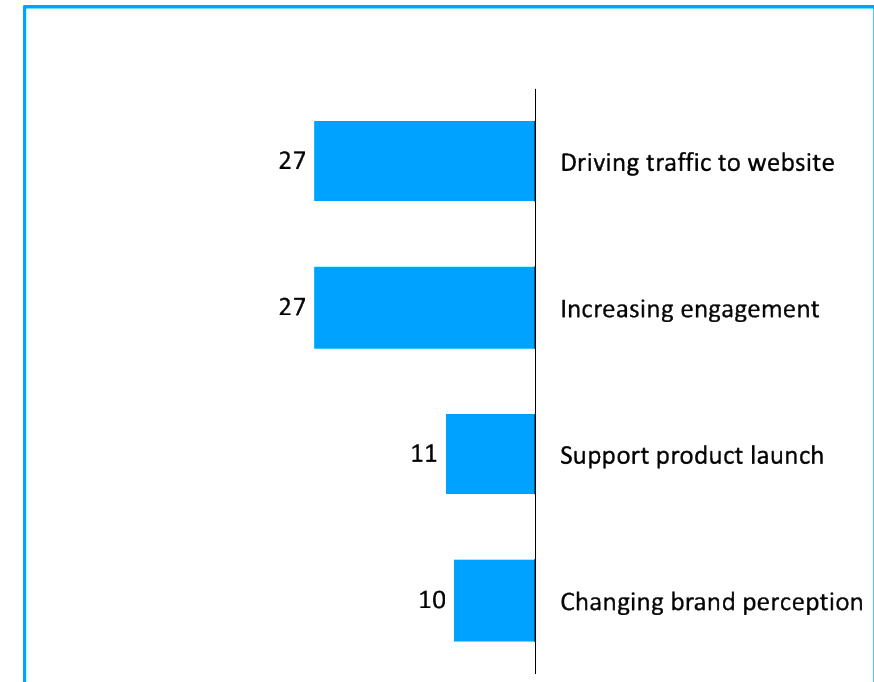
This is what you want

Company respondents scored higher



This is what they think you want

Agency respondents scored higher

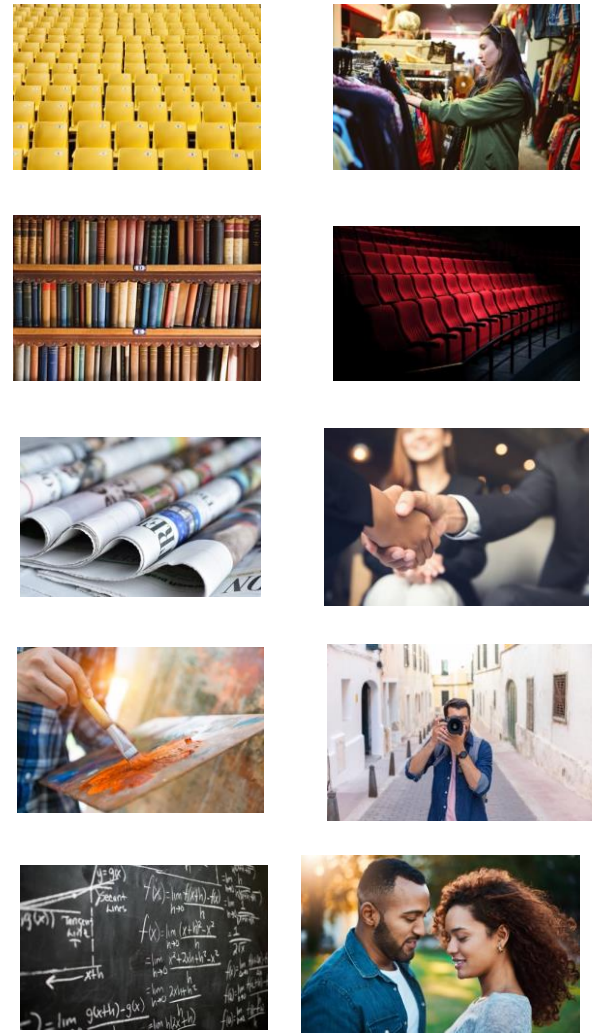


Integration

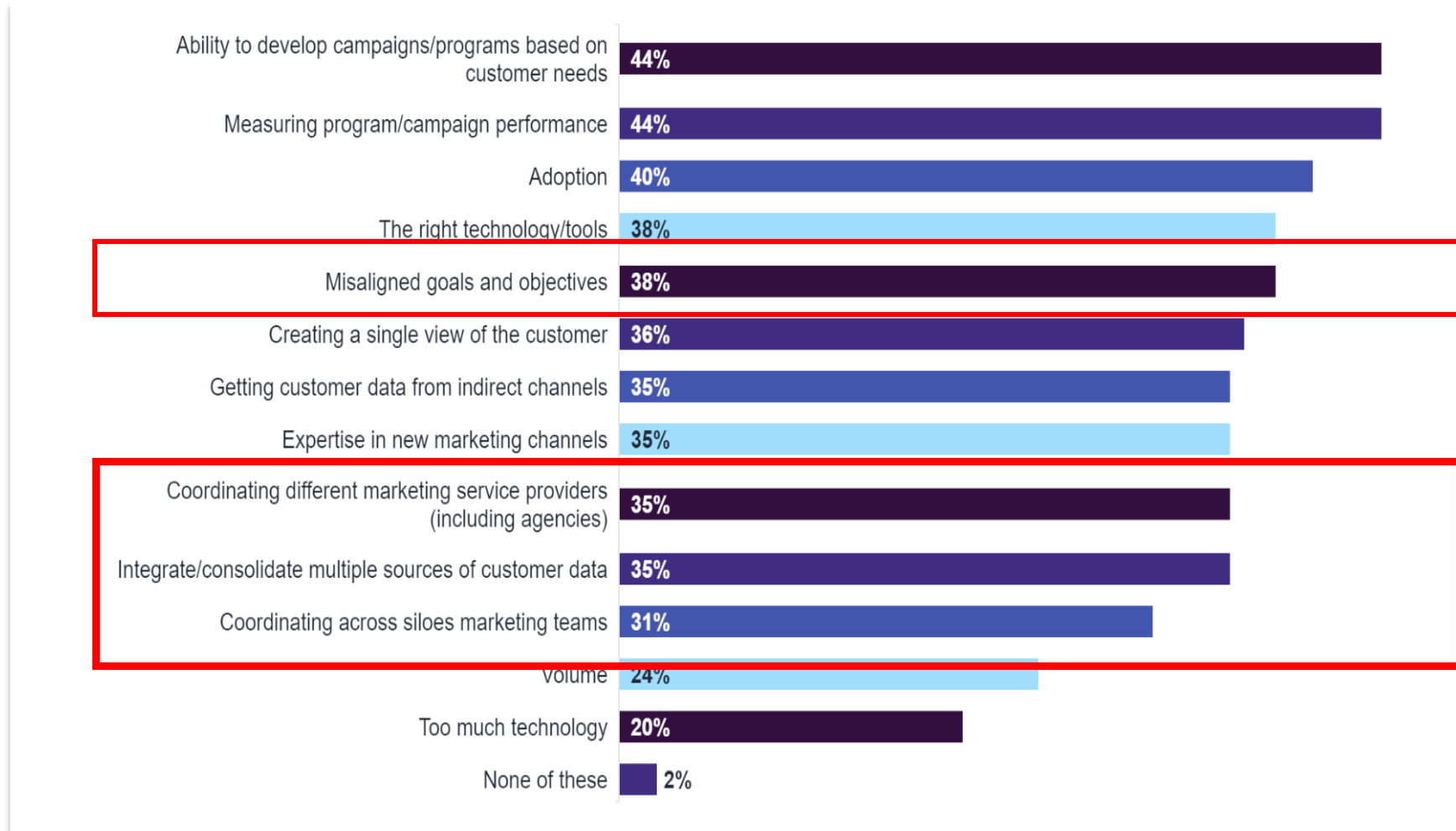
2



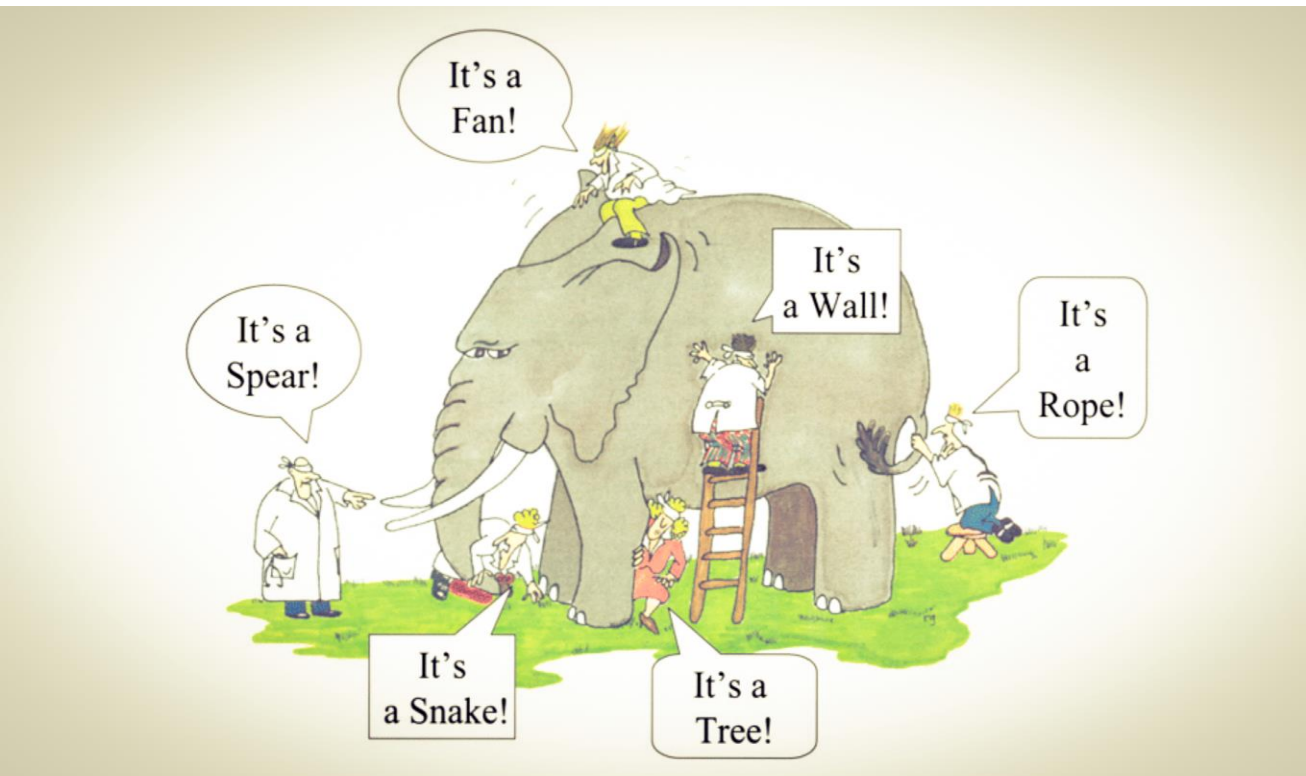
Consumers have integrated all aspects of their lives



Marketers are asking for it



Agencies are still struggling behind their Silos



Data and Insights

3



EXTRACT

Over the next two years, which of the following priorities will be the most important to your organization's marketing strategy?

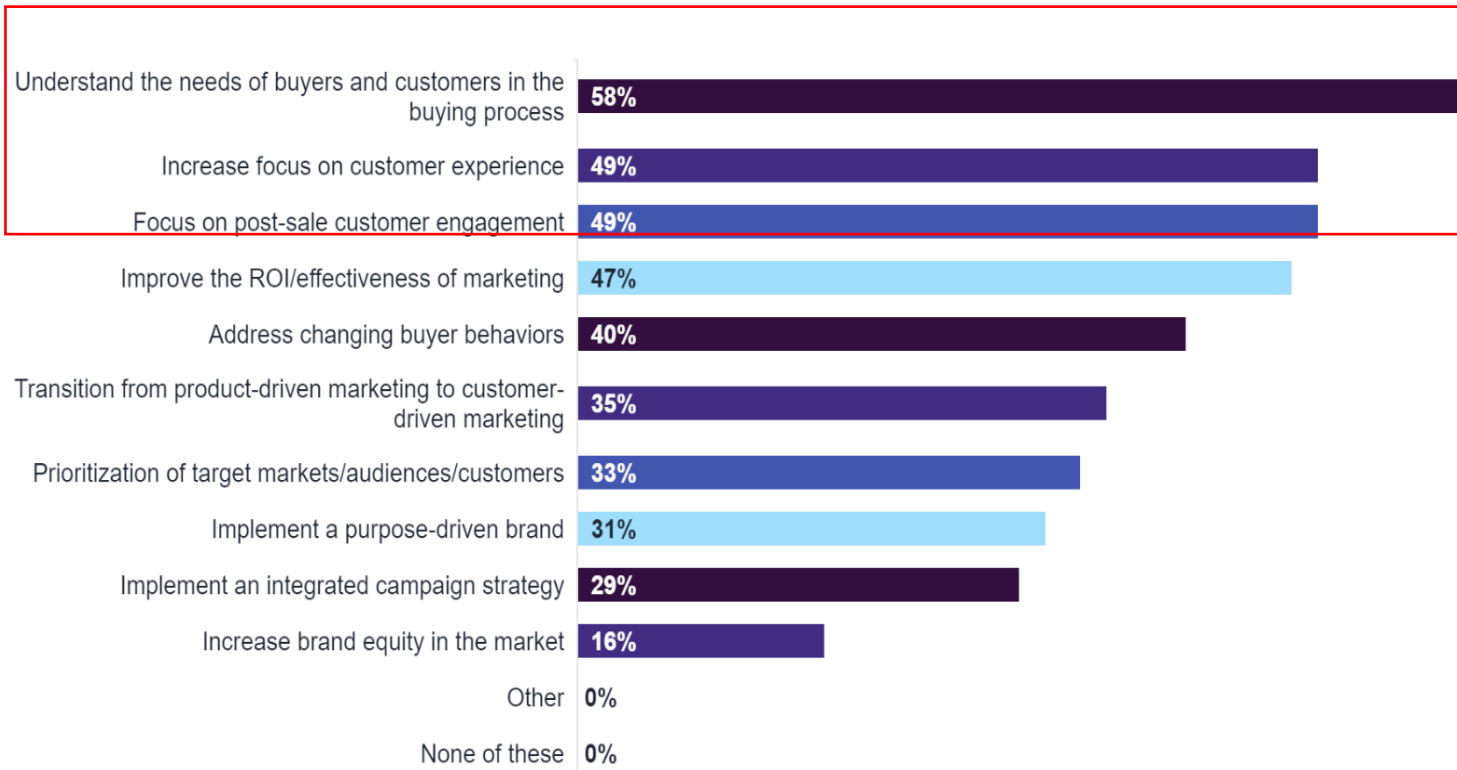
FORRESTER ANALYTICS

Forrester Global Marketing Survey, 2021 (B2B) | Base: 55 B2B Marketing decision-makers

Applied :

Country:

(Singapore OR Philippines)



Top 4 concerns of the CMOs cannot be addressed without a robust framework and system of data gathering , analysis and harnessing insights from it

Without data this how we see our consumers



This **data blind** brief was written **2 years back** for a leading household brand

Target Audience

Our target audience is females aged 35

Hello, I'm Susan Jones. I work a part time dental assistant. My husband, Grant, is a medical salesman. We have two beautiful children: Bella, 8, and James, 16. We also have two crazy dogs, Milo and Sugar. Our life can be hectic. When I'm not at the office I'm driving the kids to sports practice or a friend's house, helping them with homework, preparing dinner, and a little bit of everything else. It's so hard to fit in

This ad was created **80 years ago** for a leading household brand



Wonderful Spring Cleaning Offer

SAVE 4d. ON YOUR NEXT PACKET OF LUX!

FOR YOU because you have high standards, because you are a *WOMAN'S OWN* reader—here is your chance to get a packet of Lux for 4d. less than the usual price.

Your winter things must be washed and put away clean and soft and fresh. Precious household items like curtains and covers and blankets need spring-cleaning. And all the things you wash every day, your own woollies and undies, the baby's things, the children's clothes, will come up like new with Lux-care.

Lux lifts out the dirt and *only* the dirt, so colours come up clear and true-to-new. It is *safe* and richly soapy. The coupon on the right is worth 4d., whether you buy the small, the large or the Magnum size—but get a Magnum if you want your Lux to go a really long way!

IF IT'S SAFE IN WATER, IT'S SAFE IN LUX
(and so are your hands!)

Lux Special Offer
SAVE 4d. on a packet of LUX!

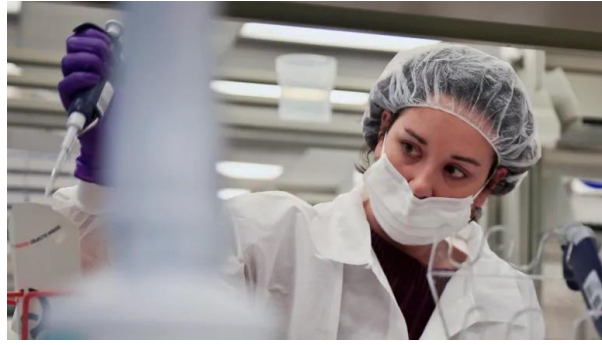
CUT THIS COUPON OUT and take it to your local shop. It is worth 4d. when you buy a packet of Lux, any size—the Magnum goes further, of course.

LUX



TO THE DEALER: Lever Brothers Limited will redeem this coupon for 4d. if you have allowed 4d. for it in part payment for a packet of Lux.

A LEVER PRODUCT

But here is the reality



Data driven stories make real impact

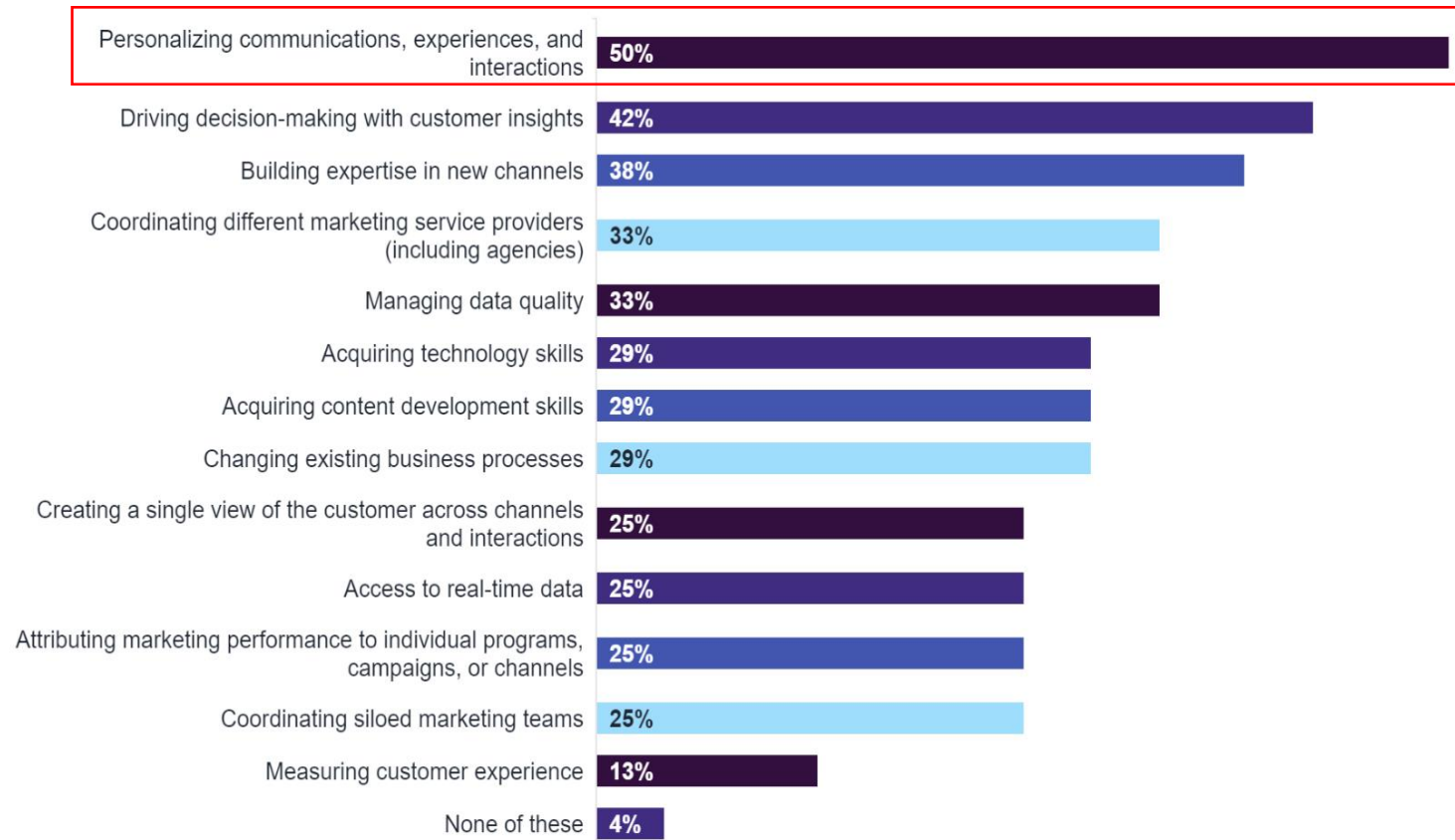
OBJECTIVE	 <p>Media Placement</p>	 <p>Trigger an action, for the consumer to act</p>
APPROACH	<p>Most efficient means to reach with right context</p>	<p>Uncover the personas and their instincts and 'speak' to them</p>
RETURN ON DATA	<p>Incremental. 40~50%</p>	<p>Exponential. Moonshot</p>

Personalization



007

GOLDENEYE



50% of CMO's say that Personalization of communication, experience and interaction are a priority. Yet, creative technology is not embraced as agencies prefer to charge their customers on FTE or by creative asset.

Source: Forrester

Case Study

Celcom XPAX Prepaid - Persona Driven

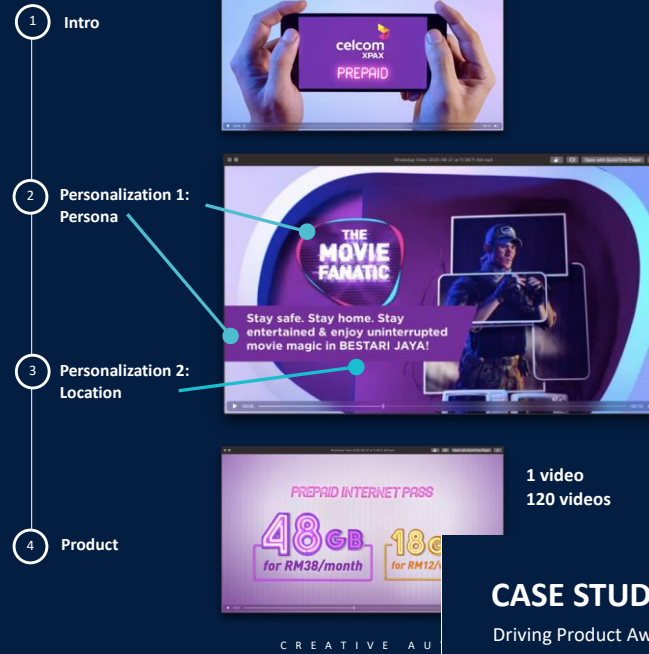


Results:

- 2 x higher CTR
- 4.6x higher VTR

Key Learnings

- Personalizing content messaging and location to each audience persona help to drive brand relevancy towards the products

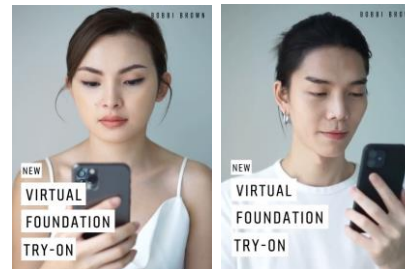


CASE STUDY: PERFORMANCE

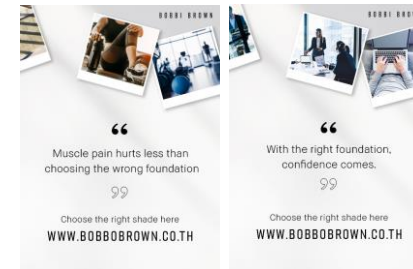
Driving Product Awareness and Relevancy for Bobbi Brown Thailand

13

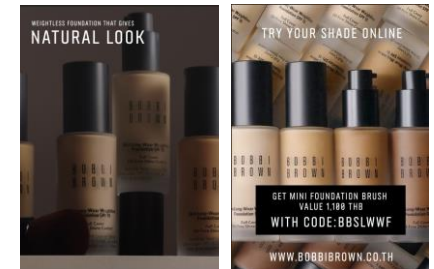
Gender



Interest / Persona + Language



Product + Unique Promo Code



Results:

- Up to 50% higher CTR
- 50% higher video completion rate
- 65% increment in website view
- 38% increase in media efficiency and creative cost

Key learnings

- Custom audience segments
- Language
- Media Optimization
- Product / Use Case

Its Cheap and Easy



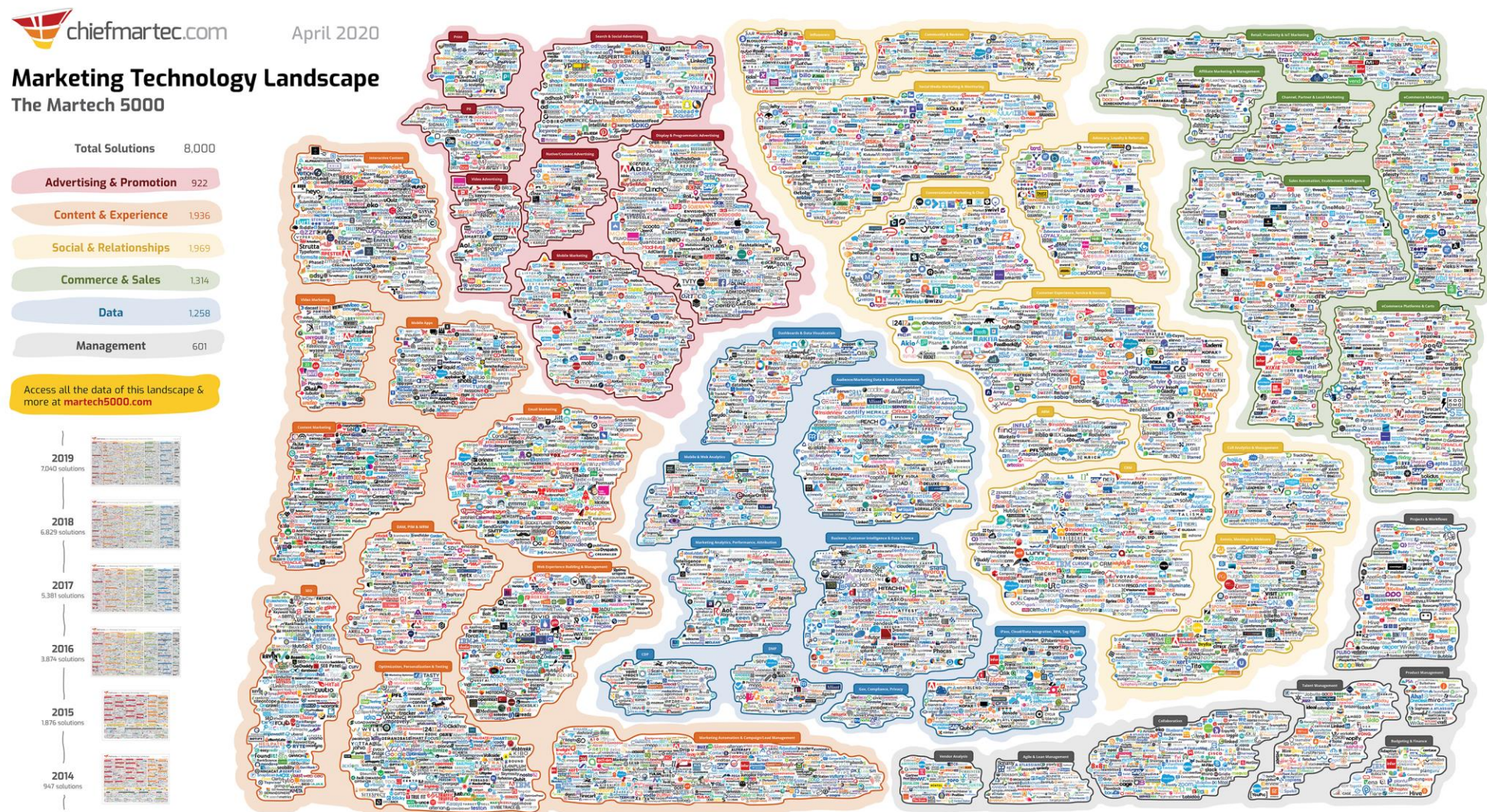
Automation

5



Sheer pace and complexity of digital is fuelling marketing tech growth

Technology solutions have proliferated from 947 solutions to 8000 in 2020



Copyright © 2020 Marketing Technology Media, LLC. See <https://chiefmartec.com/2020/04/marketing-technology-landscape-2020-martech-5000/> for details and sources.

Produced by Scott Brinker (@chiefmartec) and Blue Green Brands (@bluegreenbrands).



ATTRACT

SEARCH



AI Search Solution



Siteimprove

Accessibility / SEO

DIGITAL TOUCHPOINT MANAGEMENT



Google Analytics



Adobe Analytics

Analytics



Google Analytics 360 Suite

Analytics Suite



Mobile Measurement
(Appflyer / Adjust)

UX Testing, Research & Audit



Entry to mid market testing / audit tools



Enterprise UX Testing Suite



UserZoom

Enterprise Product Strategy, Measure & Design Suite

ENGAGE

CONTENT MANAGEMENT SYSTEMS, DXP + COMMERCE , PURE COMMERCE



umbraco

Entry-market CMS



Kentico



Magento
An Adobe Company



nopCommerce



Mid-market CMS + Commerce



Entry Level Commerce



commercetools

Next generation commerce

Headless Commerce



Adobe Experience Manager

Enterprise

CRO / MARKETING AUTOMATION

WEB-FIRST CLIENTS



Mid weight Omni-Channel CRO

APP-FIRST CLIENTS



Mid-Weight Mobile Messaging Platform

ANALYZE AND OPTIMIZE

LIFECYCLE MANAGEMENT



Mid-Weight CRM



Opensource CRM / ERP



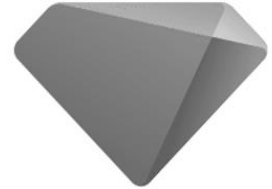
Enterprise



Conversational AI



Loyalty Platform



TREASURE DATA

Enterprise



Enterprise



On-Premise



Data Aggregation Platform



Cloud And Infrastructure

Agility

6



The minute that was...

5 million Videos
5.7 million searches
16 million texts
1 million Tinder swipes
3 million searches
1 million photos
1 million Tik Tok views
1 billion on singles day

**“Now”
Ready
Talent**

7



Future Marketer/ Planner/Servicing in 2022

Past

Client management
Stakeholder management
Negotiation skills
Fundamentals of Digital Media
Presentation skills
Storytelling skills



Now

Digital Psychology
Digital Analytics
CX
Customer Funnel
Experiment Design
Conversion Rate Optimization
Automation and APIs
AdTech Tools
SEO/SEM
Platforms and algorithms
Lead Generation
Digital Content Marketing
Research tools
Front end Coding
Ada products and tools



Creative/ Experience Designer in 2022



Past

Client management
Stakeholder management
Ideation skills
Story telling skills
Presentation skills
Copy and Design skills
Creative adaptation on Platforms



Now

Digital Psychology
CX/ UX
Experience Design
AdTech Tools
Search Optimized Creativity
Digital Content Marketing
Content at Scale
Motion Graphics/ animation
Ada products and tools

Brand Health



Asking for
**REAL
OUTCOME**
Is no more a
Taboo

When
AWARENESS is
just not **enough**

When was the
Last time he talk
About CX
Terrible danger of
DATA LESS
creativity

1

2

3

4

5

6

7

Outcome

Integration

Data & Insight

Personalization

Automation

Agility

Talent

THANK YOU

SCAN TO FIND OUT MORE ABOUT ADA

