

Cheat Sheet: The biggest minds in marketing.

If you want to know what the biggest minds in Marketing are saying but don't want to spend hours with your head in a textbook, we've got you.

Check out this cheat sheet to find out what 5 things these experts think your brand should be doing to grow.

Binet & Field

Les Binet is the Head of Effectiveness at adam&eveDDB and the lead of DDB Matrix, the network's econometrics consultancy.

Peter Field is an author, speaker, and consultant specializing in Advertising Effectiveness.

Binet and Field's research helps brands to navigate common everyday problems in marketing, from channel management to audience targeting.

Discover their 5 most important points below.



You should be louder than you think

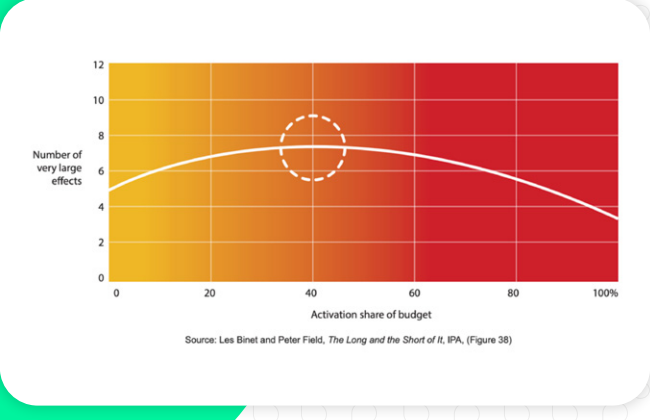
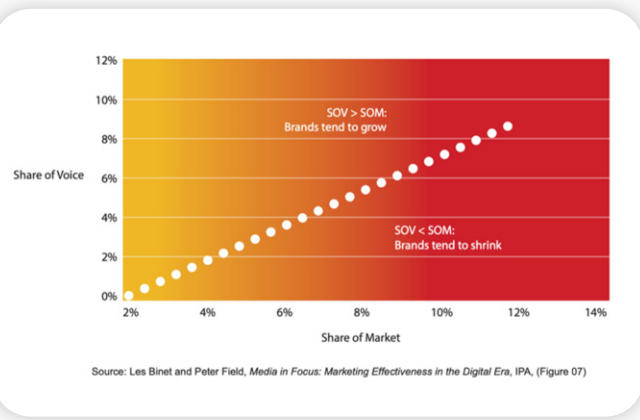
Binet and Field use the terms, 'Share of Voice' and 'Share of Market' to explain their ideal communication strategy.

In their eyes, successful brands are those that spend more on their Share of Voice.

But what does this actually mean?

Put simply, any brand that wants to follow this model should be shouting louder than a typical brand of their size would normally.

This will help to attract more attention, making the brand appear bigger and more present than it actually is in reality. The more present it is, the more popular and familiar it will become, which will help to expand its audience and bring in more sales.



If you don't invest in the long-term, your brand won't survive

It's easy for brands to over-focus on quick wins, like this month and next month's results.

This might drive the immediate sales surges you're after, but it won't allow for your brand to grow exponentially.

To gain momentum, pick up critical mass and ensure you're building a brand that stands the test of time, Binet and Field believe you need to be fuelling it with longer-term plays.

For better opportunities, they suggest a 60/40 split – spending 60% of your budget on longer-term plays (like brand-building activities) and 40% on more immediate wins (like product-led advertising).

Both are important, as without brand-building marketing, your short-term tactics won't be as effective, likely undermining your brand's power and credibility. But without short-term marketing, your bottom-line margins will be impacted.

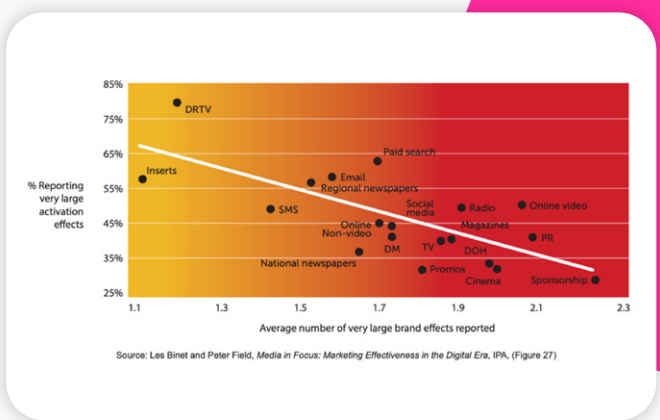
Balance your channels to support your 60/40 strategy

Binet and Field explain how different marketing channels have different outcomes.

Only by understanding the powers of each of these channels, will you be able to drive brand effectiveness.

They recommend email marketing and promos for pushing short-term goals. But these won't be great for long-term brand-building activities.

In this case, PR and sponsorship work in the opposite way, as they are unlikely to drive short-term sales, but they will make people see and remember your brand over time.



Existing customers aren't worth as much as new prospects

It may be cheaper and easier to focus on existing customers, but Binet and Field believe it won't be as effective as bringing in new business.

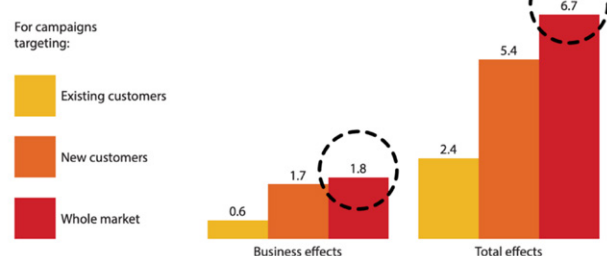
Their theory explains how success is dependent on the size of your following.

The less people that know of you, the less you will be spoken about, bought and rebought.

In their eyes, the ideal way of targeting is through broad exposure, opening up new doors and opportunities for the brand, rather than hammering on the same doors of existing customers.

The broader the reach, the broader the effects

Average number of very large effects reported



Win hearts not minds

Binet and Field explain the distinction between an effective campaign and a campaign that will be easily forgotten the next week.

It's all about the way it makes the audience feel.

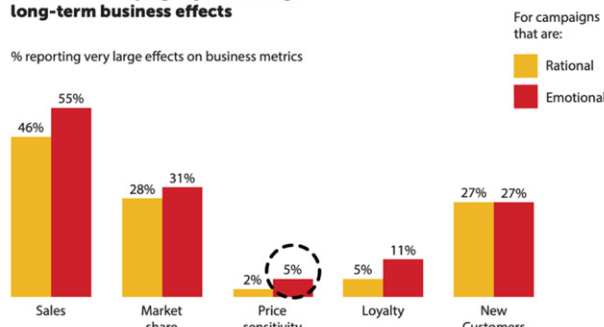
Getting people to feel something – whether that's positive or negative – is the best way to build a brand.

This is particularly important when you're trying to invest in the long-term image of your brand, as Binet and Field show that people will literally pay more for a brand that makes them feel good.

Think of Apple's brand-building campaigns which play on Attraction and Aspiration to entice consumers to buy. These ads portray Apple as more than just a company. It's a lifestyle. A way of being. This appeals to the innate human desire to be part of something that's bigger than ourselves.

Emotional campaigns yield stronger long-term business effects

% reporting very large effects on business metrics



Putting these 5 tips into action.

On ProQuo, marketers are certain that every decision they make will lead to positive outcomes for their brand. As the first and only AI-powered Brand Management platform, ProQuo combines brand strategy, creative development, and performance monitoring into a single technology.

If you were a Binet and Field believer, here's how you could use the platform to your advantage.

You should be louder than you think

On ProQuo AI, you can judge the impact of your communications by looking at your awareness and brand scores.

If you were launching a campaign on our platform, you could monitor, in real-time, how successful the campaign's communication was by reviewing increases in your unaided awareness score. The louder you shout, the higher your unaided awareness would be – as this shows you are more salient and top of mind.

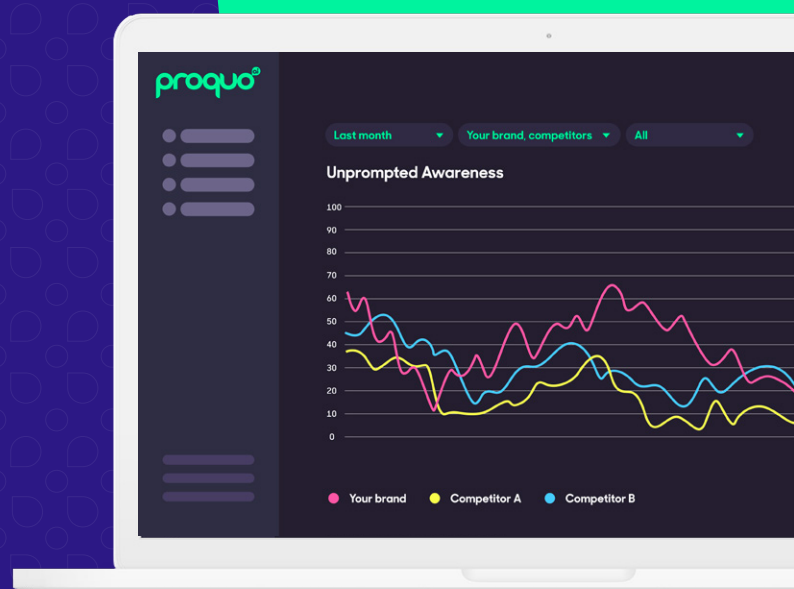
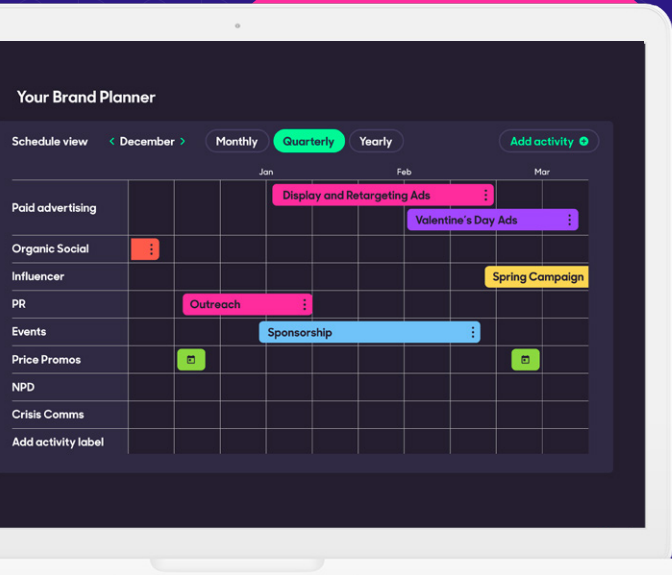
When it comes to brand scores, we use the 16 Driver framework to show how an audience feels about a brand, its competition and category. Looking at Drivers like Familiarity and Popularity and comparing these to your category performance will help you to gauge the impact of your communications.

If you don't invest in the long-term, your brand won't survive

On the platform, brands can upload all marketing activities in one place and tag these based on whether they are the 60 (short-term sales activities) or the 40 (long-term brand-building).

Because ProQuo's Brand Monitor is live, brands can be alerted to immediate uplifts in their activity and see the long-term impacts of brand-building initiatives over time.

Instant uplifts will prove you are seeing a return on your short-term activations, whereas looking at increases over a longer period will show the momentum of your brand, justifying the impact of your long-term brand-building activations.

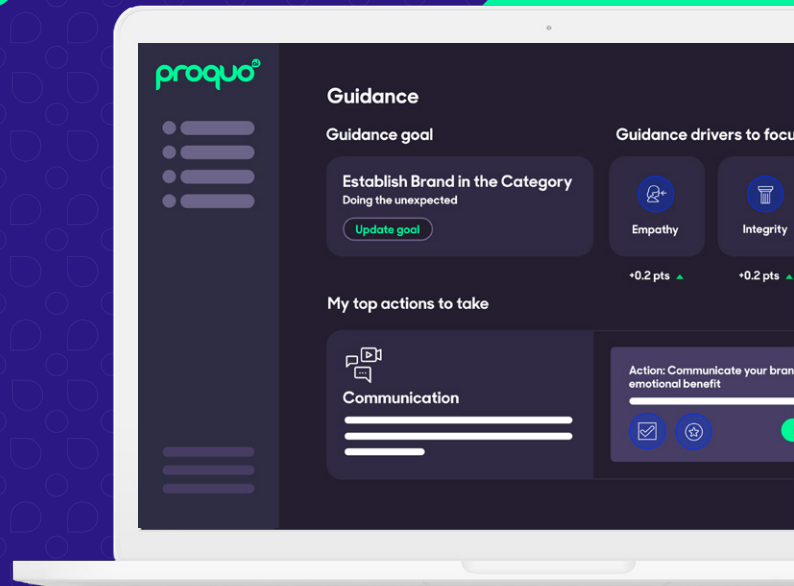


Balance your channels to support your 60/40 strategy

ProQuo AI helps you to build an effective channel strategy.

On the platform, brands can get step-by-step guidance, detailing the actions they should be taking to grow with certainty. All they have to do is select a goal and the platform will instantly generate an Action-Plan, tailored to this goal, that tells the brand what to do to achieve this goal.

So, in just a few clicks, your brand can know exactly which channels to use and why.



Existing customers aren't worth as much as new prospects

With ProQuo, you can segment every piece of data by Users and Non-Users, so you can be alert to how the entire population feels about your brand, not just your customers.

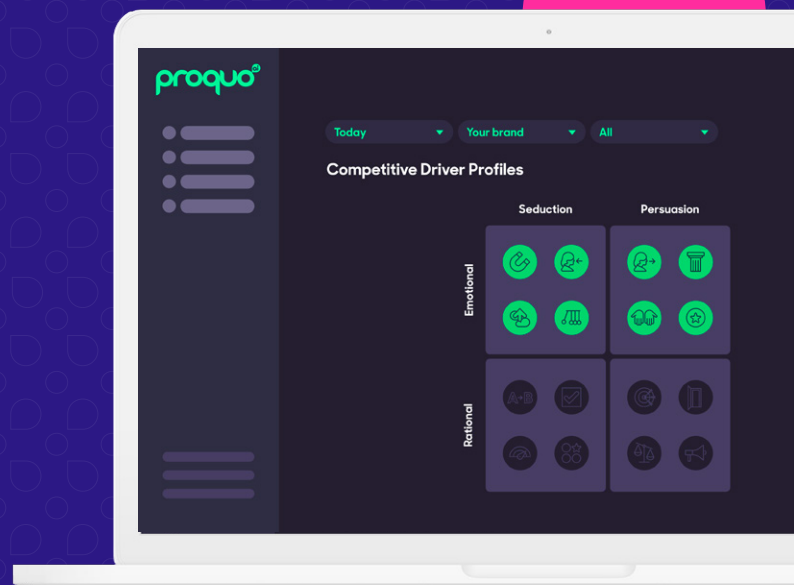
For short-term activations, brands can look at Users to gauge how their activities are impacting existing consumers. For longer-term initiatives, you can assess Non-Users to see how your brand is growing over time.

Win hearts not minds

On ProQuo, you can upload any asset, at any stage of development, to see how your audience reacts to it. So, you can know for certain if the concept in your brand-led communications will evoke the emotional response you're after.

And on ProQuo's platform you can take this a step further, as we have 8 Emotional Drivers which you can use to shape your brand strategy. These range from Empathy – how much people feel your brand understands their wants and needs – to Aspiration – how inspirational people feel your brand is.

Incorporating these Drivers into your strategy will help to ensure you're focusing on the right areas for growth and that every campaign you create hits the right emotional objective.



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See how ProQuo makes Brand Management much simpler

Book a demo