

## MKTG5605: Digital Brand & Product Management *Brand and Channel Activation*

March 21, 2018

“Lifelong learning is no longer  
a luxury; it is a necessity.”

*-Joseph E. Aoun,  
President of Northeastern University*

## Discuss (15 minutes)

- From reading **How to create brand activation that fosters engagement**, what are some of the key takeaways? What is engagement anyways?
- Regarding **Coke** and Starbucks, as you compared the Facebook pages of each company,
  - What kind of message is posted by each?
  - What types of message are posted by “fans”? *and*
  - What is the overall nature of the discussion?



# What is Brand Activation Anyway?



# Brand Activation

Brand Activation is any campaign, event, or experience that enables your brand to engage directly with consumers and build a loyal brand community around your product or service.

# Brand Activation

Activations, often inclusive and interactive, ignite the fire that will light the way for people to find your product and align with your purpose. It is the process of making a brand well known and loved by customers.

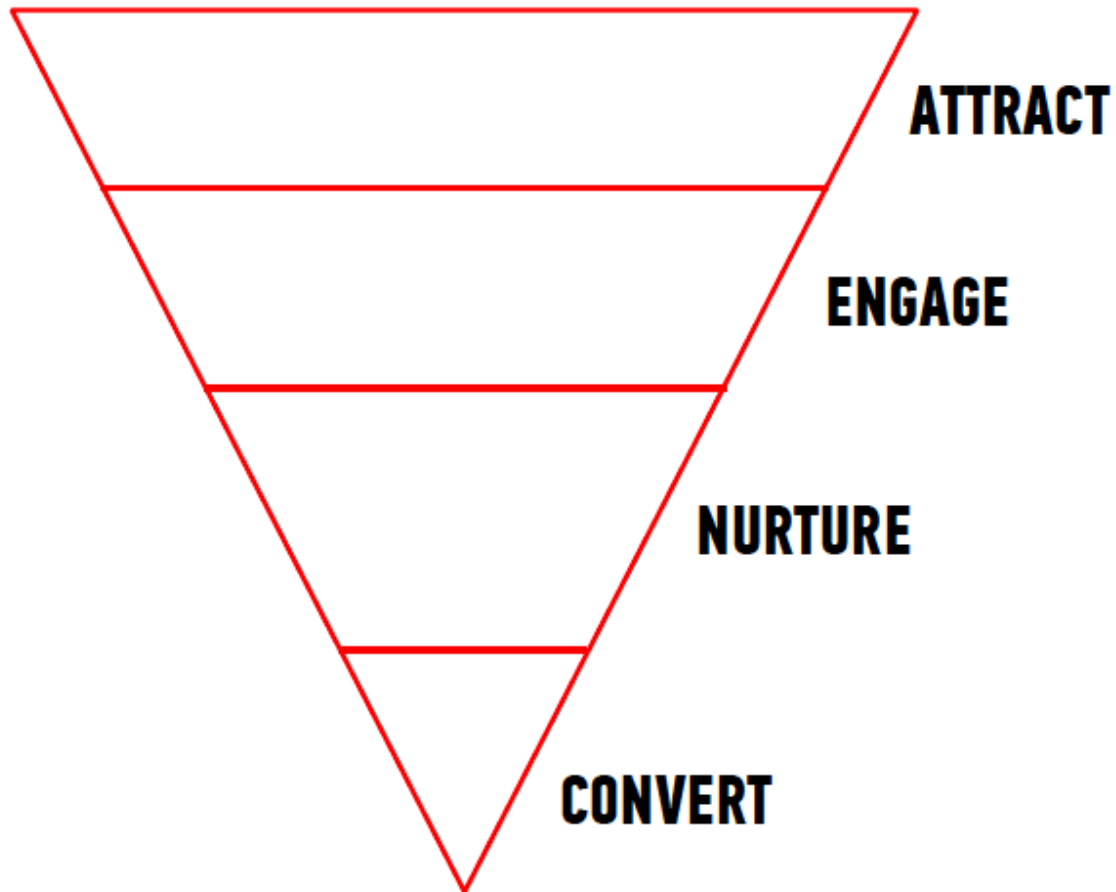
# Building Brand Activation

1. Decide **what** action you want your consumers to take.
2. Determine **how** you will know your audiences actually care.
- 3. Make a plan** to activate your brand. Consider how you will embrace your brand attributes
4. Identify ways to **leverage** your activation for promotion opportunities.
5. Determine ways to **extend** the brand activation.

# Connecting Your Audience With Your Content

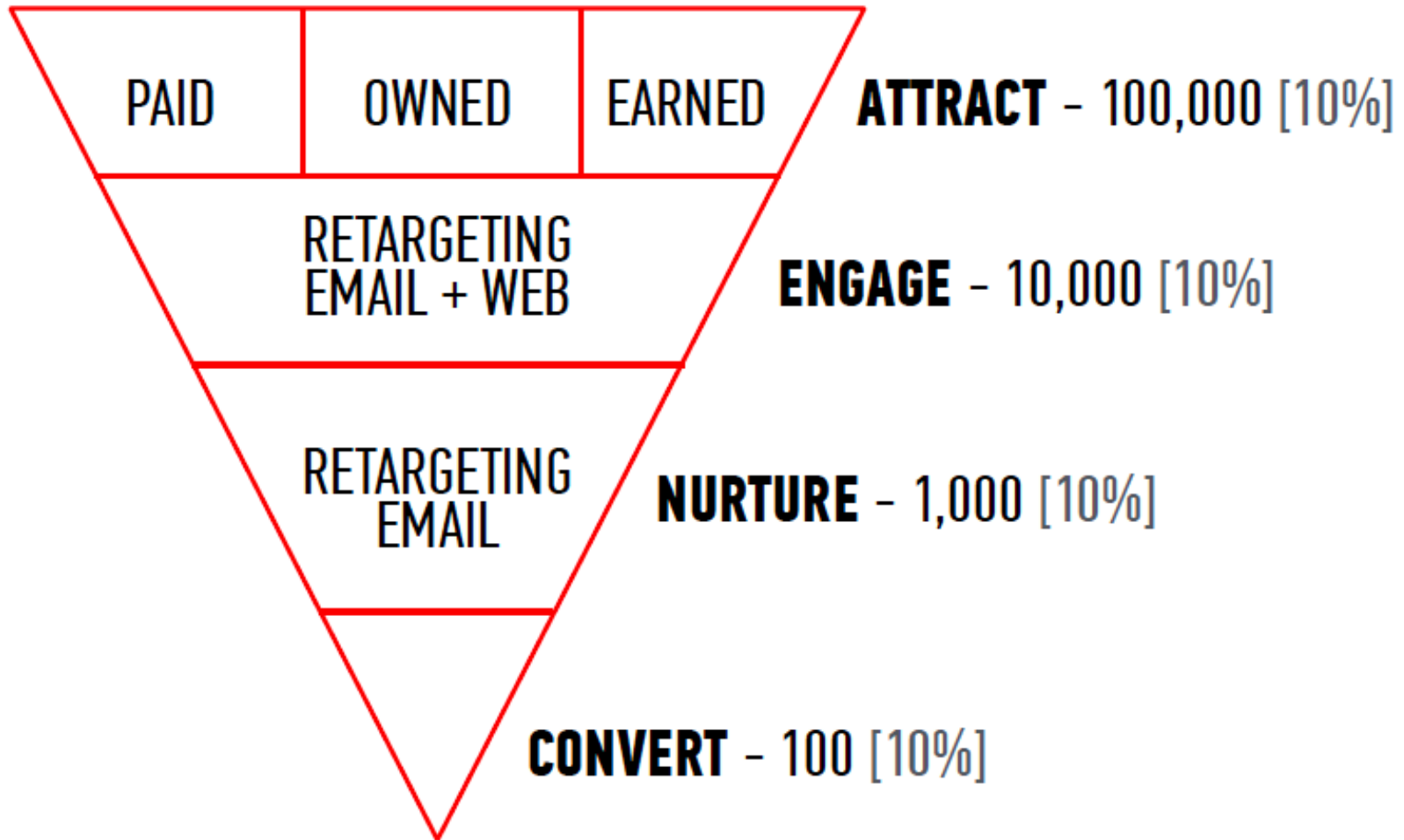
Brand Idea	<ul style="list-style-type: none"><li>• Established what you do and the problem your solving</li></ul>
Brand Content and Creative	<ul style="list-style-type: none"><li>• What are we showing them?</li></ul>
Consumer Interaction	<ul style="list-style-type: none"><li>• When and Where will the consumer interact with our brand?</li></ul>

# The Old Customer Journey





# The New Customer Journey



# Target Audience vs. Audience Segments

- Tailor your plan by breaking down your audience into segments

Soccer Mom

Expectant Mom

Hispanic Mom

Working Mom

# Five forms of media

**1**

Paid

**2**

Owned

**3**

Earned

**4**

Sold

**5**

Hijacked

# Five forms of media



## PAID MEDIA

Your company **pays** for  
media space

TV commercials magazine & other print ads, billboards, web banners, search-engine marketing

# Five forms of media



## OWNED MEDIA

Your company uses or **creates its own** new channels to advertise

Catalogs, web sites, FB fan pages, email, customer databases....

# Five forms of media



## EARNED MEDIA

Consumers create media and/or share media your company created

Search placement, consumer ratings & reviews, rankings...

# Five forms of media

A large, 3D red number 4 is positioned on the left side of the slide. It has a slight shadow and is set against a white background that is part of a larger graphic element.

## SOLD MEDIA

Your company **invites other marketers** to place their content on its owned media

E-commerce retailer selling ad space on its Web site, consumer marketer creating an online community & selling ads

# Five forms of media



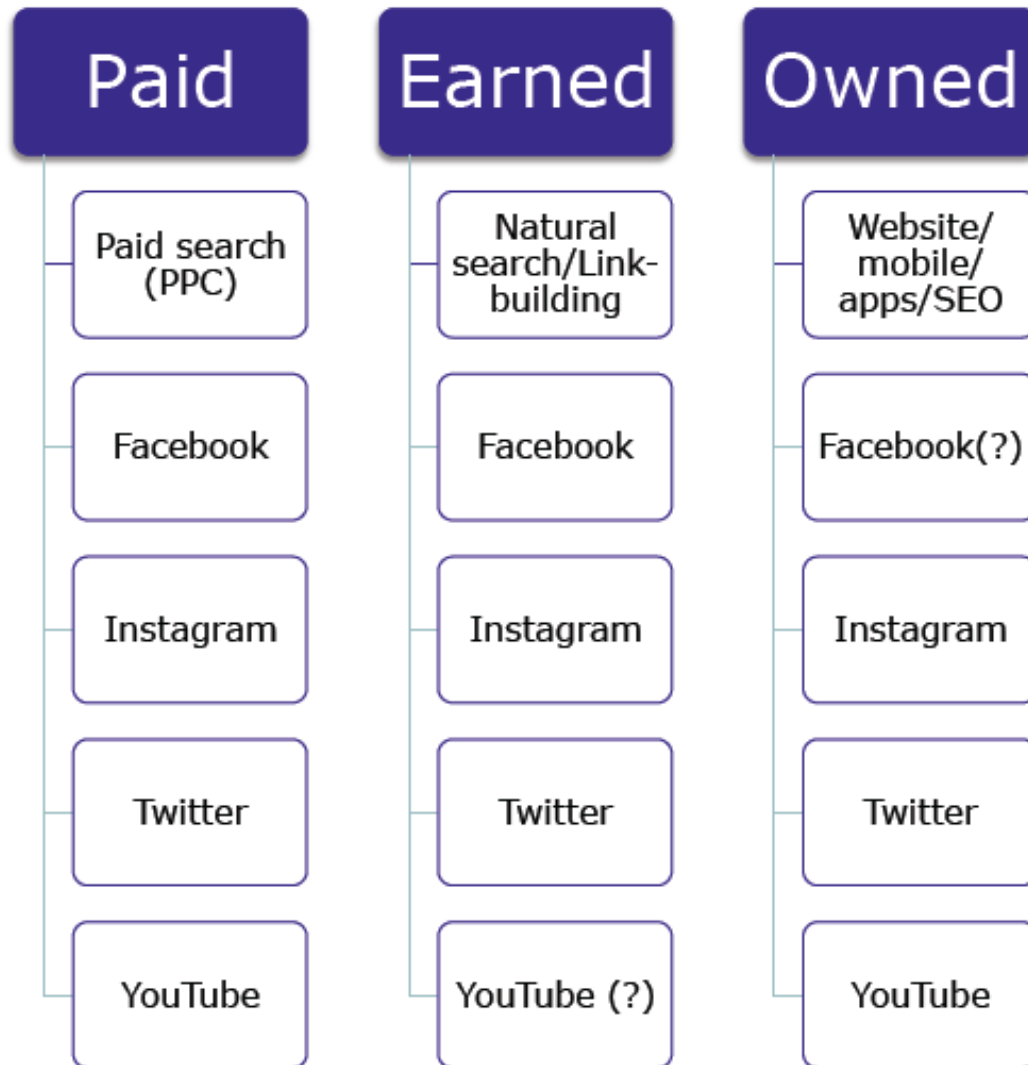
## HIJACKED MEDIA

Your company's asset or **campaign is taken hostage** by those who oppose it

Consumers rallying opposition to a company on FB, consumers creating their own negative version of ads



# Choosing Your Channels



# Choosing Your Channels

Channel	Frequency of Use	Why Do They Use it?
Search	Daily / Weekly/ As Needed / Never	Information
Facebook	Daily / Weekly/ As Needed / Never	Connecting / News
Twitter	Daily / Weekly/ As Needed / Never	News / Entertainment
YouTube	Daily / Weekly/ As Needed / Never	Learning / Entertainment
Instagram	Daily / Weekly/ As Needed / Never	Entertainment

# Channels Depend on **Actions** You Want

Explore

- Excite
- Inform
- Encourage

Buy

- Convince
- Convert
- Persuade

Use

- Activate
- Remind
- Support

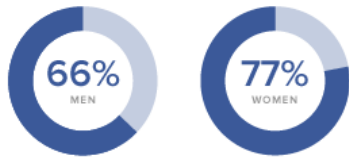
# Defining Your Target Audience

Demographics	<ul style="list-style-type: none"><li>• Are they male / female?</li><li>• What is their age range?</li></ul>
Psychographics	<ul style="list-style-type: none"><li>• How do they live?</li><li>• What hobbies do they have?</li></ul>
Values & Communication	<ul style="list-style-type: none"><li>• What is important in their lives?</li><li>• How do they connect with others?</li><li>• How do they get information?</li></ul>
Location	<ul style="list-style-type: none"><li>• Where are they located?</li><li>• Are there areas where they are more concentrated?</li></ul>
Problems	<ul style="list-style-type: none"><li>• What are the issues they face?</li><li>• What problem can we help them solve?</li></ul>

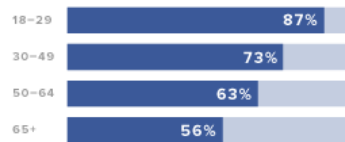
# What Channel is Right?

## Facebook Usage Among Key Demographics

### GENDER



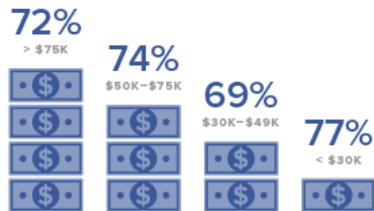
### AGE



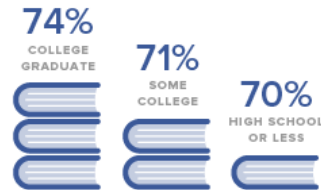
### LOCATION



### INCOME



### EDUCATION



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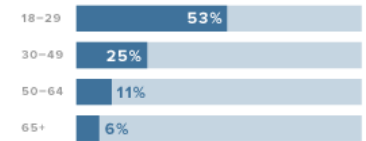
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## Instagram Usage Among Key Demographics

### GENDER



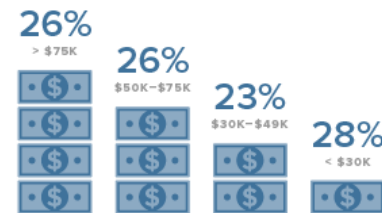
### AGE



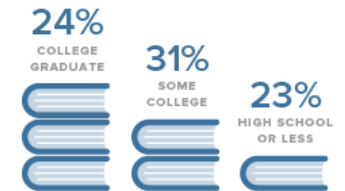
### LOCATION



### INCOME



### EDUCATION



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[http://www.pewinternet.org/files/2015/01/PI\\_SocialMediaUpdate20144.pdf](http://www.pewinternet.org/files/2015/01/PI_SocialMediaUpdate20144.pdf)

# Targeting the Right Moments

# Gillette – Matching Content with Moments

- Launched “How to Shave” series of videos
- Built content around keyword searches
- Created frequently updated micro-moment “How to’s”



# Burt's Bees – Matching Content with Moments

- Burt's Bees targeted females aged 18-24 on Instagram for new “lip crayon” line
- Targeted to beauty and fashion interest groups
- 5 point lift in product awareness against control and 16 point lift in ad recall against control





# Stride Gum – Matching Content with Moments

Used promoted videos and targeted creative with paid Twitter targeted to:

- TV conversation
- Interests
- @Username
- Device
- Keyword targeting



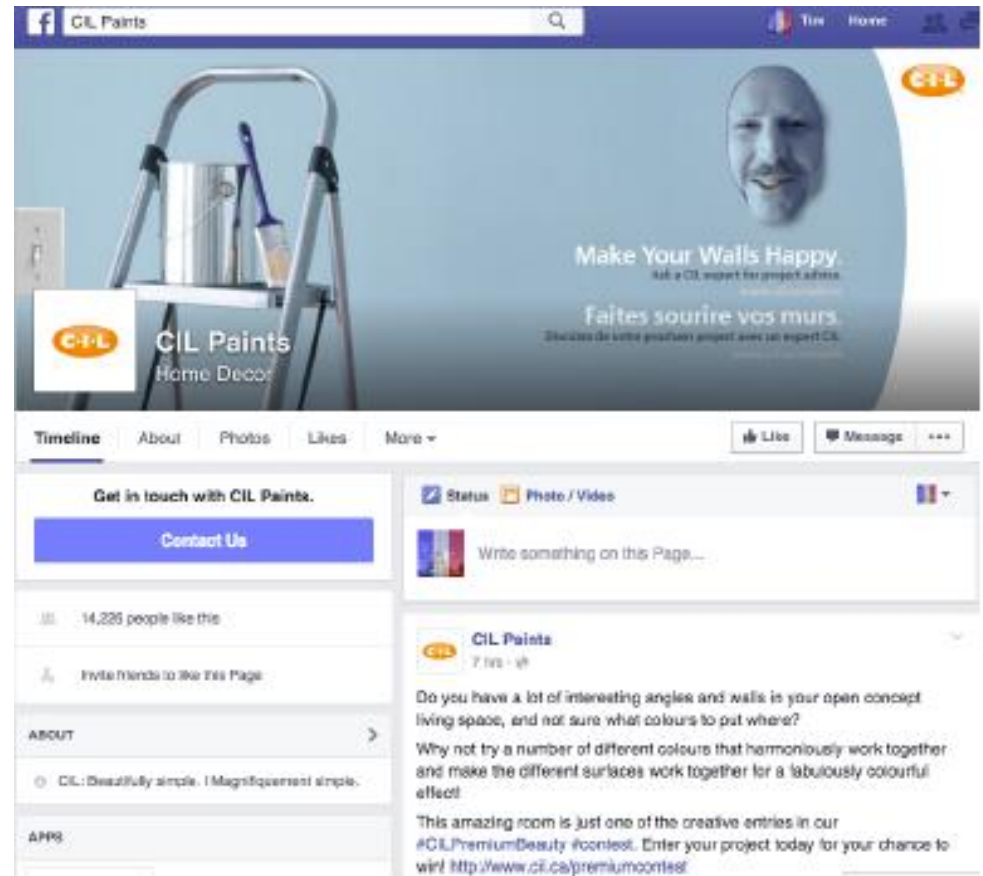
# Matching Channel to Audience: Explore

- Heineken Light “What Would NPH Drink?” integrated Facebook campaign
  - Ads
  - Video
  - Desktop and Mobile News Feeds



# Matching Channel to Audience: Explore

- CIL “Paint Chip Colors for Men” campaign
- Used Facebook app to encourage naming paint colors with “manly” names (e.g. “Beer foam,” “Razor burn,” “Hockey puck”)



# Matching Channel to Audience: Explore

- Nespresso USA needed to raise its profile in US
- Leveraged search and display data for research
- Integrated Twitter campaign including:
  - Promoted Accounts
  - Targeted Promoted Tweets
  - Twitter Product Cards
  - Click-to-call activations
  - Vine



# Best Practices

- **Avoid splitting small budgets** across all channels
  - Focus on key area or two to deliver on brand objectives
- **Match channel to target customer** or target moment
  - Think upper funnel vs. purchase intent
  - Match channels to target
- **Target**
  - Right message, person, time
- **Test, measure, and learn**
  - Be clear about success measures with agency partners
  - Evaluate effectiveness

# Case Study: COKE



1. Through 2010, Coca-Cola and Starbucks were neck-and-neck for the title of largest brand fan page on Facebook. Is the race of any real significance to the health of either brand?
2. In 2011, Coca-Cola and Starbucks each have about 20 million Facebook fans, but they got there by following very different strategies. Is Donnelly on the right path when he declines to use discounts and coupons to attract fans?
3. What is your advice to Donnelly as he seeks global scare but local relevance for Coke's Facebook presence?
4. Read "[The Power of Like](#)" and decide what it says about the value of a Facebook fan. Does that influence your attitude toward Donnelly's strategy?



# Coke Facebook Page comes to life



<https://www.facebook.com/Coca-Cola/videos/57458127013/>

# For Next Class (April 11):

Read....

- *How to Pick the Right Distribution Channels*
- Cases
  - BrandClout (2015)
  - Dove: Evolution of a Brand (2008)

Looking ahead . . .

- March 25 Meet Up ... Nima Gohil (**L'Oreal**)



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**T.hanks!**

## Acknowledgements

Rogers, David L., “The Digital Transformation Playbook,” 2016

Herskovitz, Stephen and Crystal, Malcom, “The Essential Brand Persona: Storytelling and Branding,” *Journal of Business Strategy*, 2010

“Coca-Cola on Facebook,” HBS No. 9-511-110, rev, December 5, 2012

“Big Brand Theory: L'Oréal Stays Connected to Their Audience via Social”

<https://www.socialmediatoday.com/special-columns/adhutchinson/2015-09-09/big-brand-theory-loreal-stays-connected-their-audience>