

How to become a **modern social brand**:
defining your **USP**,
creating a **story engine**
and telling **your story**

Pete Durant
June 2019

TRUTHS

Nano seconds

Attention spans

Mobile Me

Death of linear

No control

Be Emotional

Strategic and practical




Society is built on
shared experiences
& emotional ties






Modern brands
thrive
on these ties with
consumers





Think of your brand
and experiences
like **making a new
best friend**



T
I
E

Trust built
through brilliant
interactions, utility
or information

Identity forming values &
fulfilled promises

Exciting
experiences that create
warmth, currency &
prestige

Creating
these ties is
**true social
marketing**



And these
TIEs are your
USP & the
story you
need to tell



Why? Because that's how our minds work

THE INFLUENTIAL ROLE OF EMOTION IN CONSUMER BEHAVIOUR IS WELL DOCUMENTED

We evaluate brands using emotions rather than information

FMRI Neuro-imagery

'Likeability' is most predictive of whether ads improve sales

Advertising Research Foundation

Positive emotions make customers more loyal than trust

Psychology Today

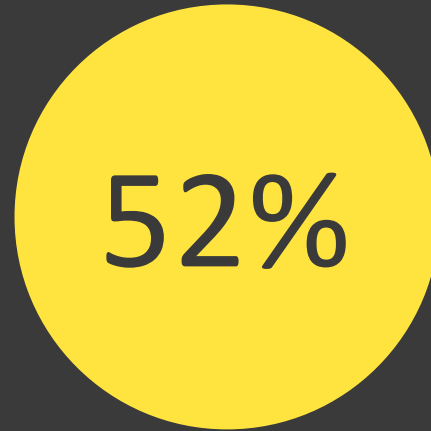
Emotions are the primary reason why consumers prefer brand name products

... And because it works for businesses



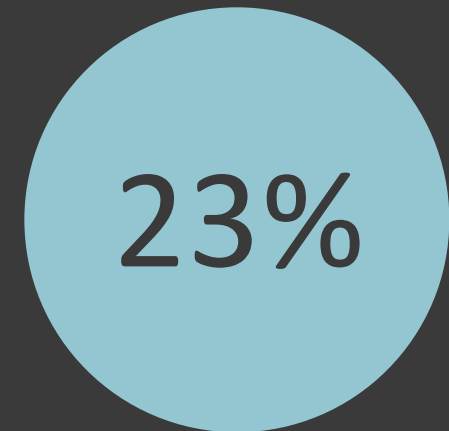
MORE EFFICIENT

Emotional campaigns are 10x more efficient than standard campaigns



MORE VALUABLE

Emotionally connected consumers are 52% more valuable than highly satisfied consumers



MORE SALES

Emotional ads deliver a 23% uplift in sales volume vs. non-emotional ads

MR PORTER

Mr Komaris

MR PORTER

Comms to
consumer
experiences

Planning the business

Modern Social Brand

Trust

Identity

Experience

INSIGHT DRIVEN STRATEGY & CREATIVE

Telling your story...

Stimulus

Contextual brand content
creating need & awareness

FIRST MOMENT

External facing marketing
Creative & content
Advertising
Reviews & Ratings

Experiences

Both digital and real world
brand moments inc. customer
service

DIRECT MOMENT

Courses
Bars, places to stay
Service, faculty
Website/Platform/App
Advertising
Sustainability

Collaborations

Shared influence through
talent, media and brand
partnerships

INDIRECT MOMENTS

Tech partners and solutions
Media placements
Brand and influencer partners
Brand advocates
Recruiters
Charity partners

Advocacy

Democratised brand stories
through peer-to-peer WOM,
reviews, product sampling
and loyalty progs

THEIR MOMENTS

People (#1 choice in hiring
and retention)
Advocacy & recommendation
passing on your brand

Brand planning

Modern Social Brand

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IMMEDIATE / INTERACTIVE / IMMERSIVE



Creating your TIE stories & content

IMMEDIATE

INTERACTIVE

IMMERSIVE

CREATE --- CURATE --- COLLABORATE

Creating your TIE stories & content

IMMEDIATE



FRAMING

COMPRESSION

END FIRST

LOOPING

SOUND

BREAKING THE RULES



This is my brand new show and
it's full of this...



ENTICING



Ginuwine Radio FM



DAY 30 | #CBB LIVE | 5



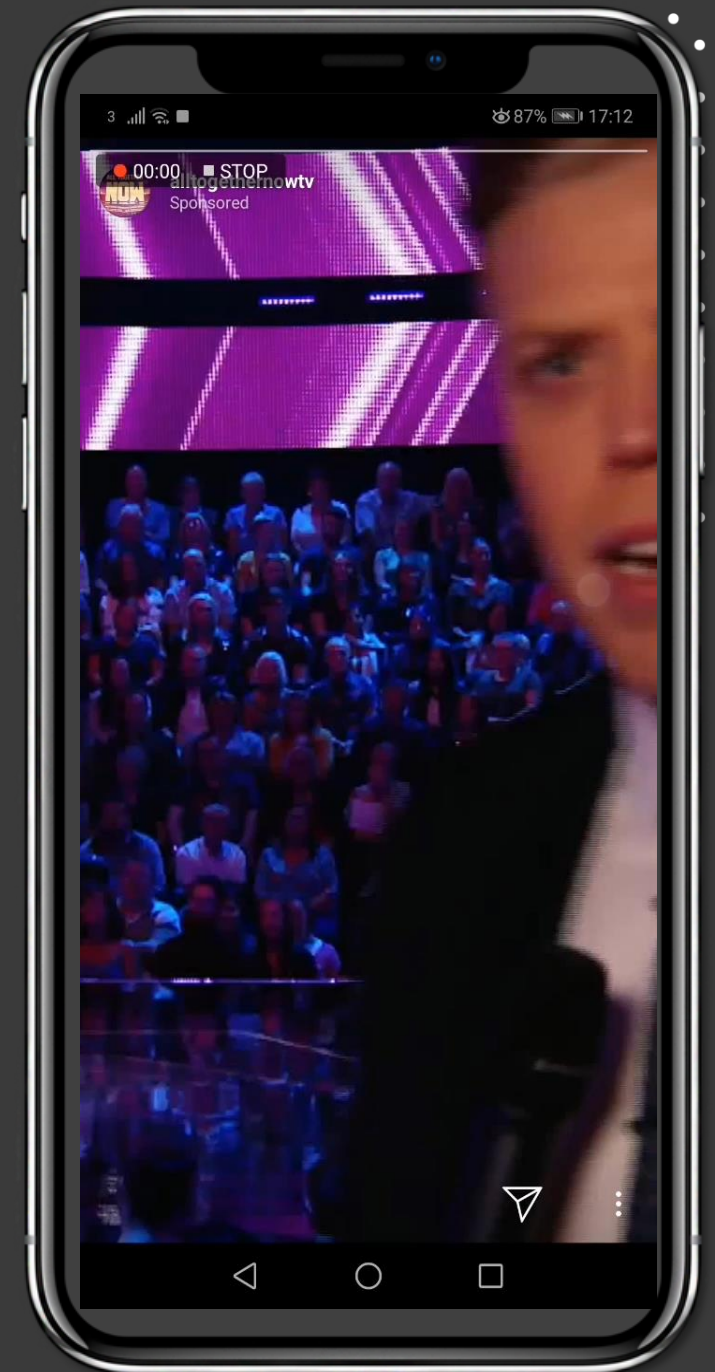
Creating your TIE stories & content

INTERACTIVE



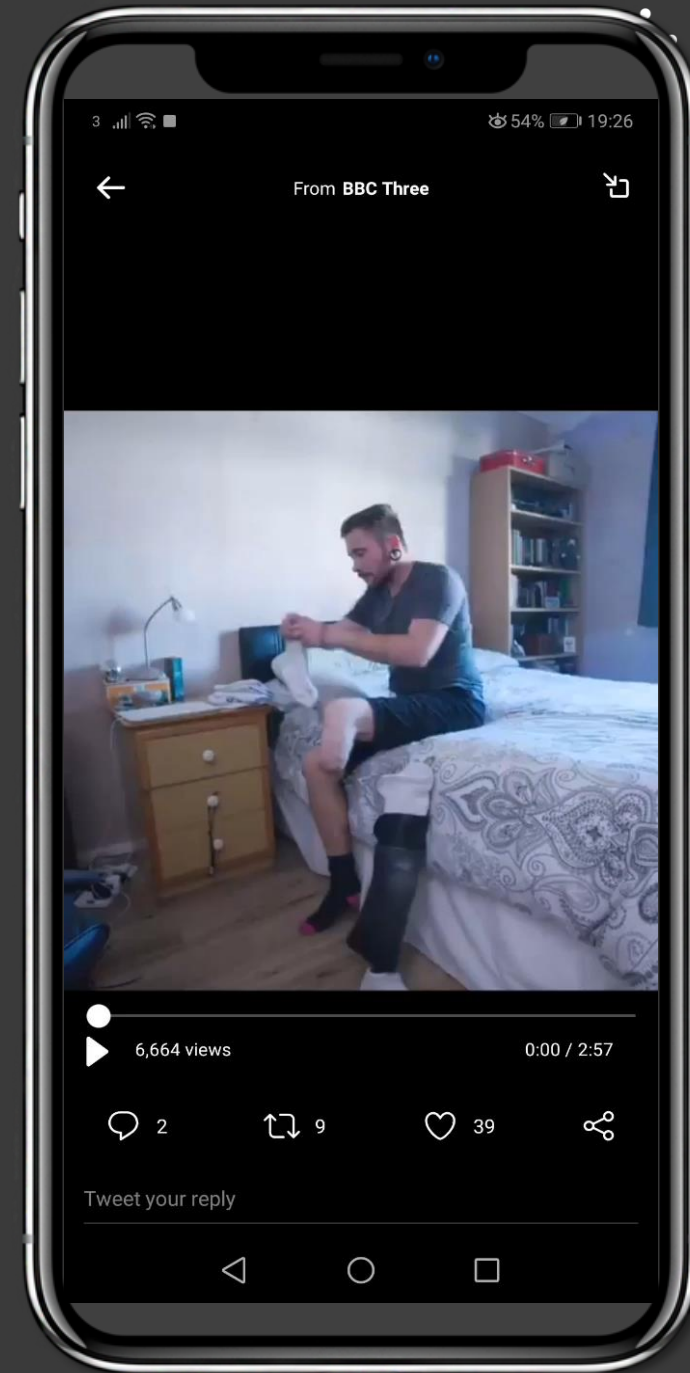
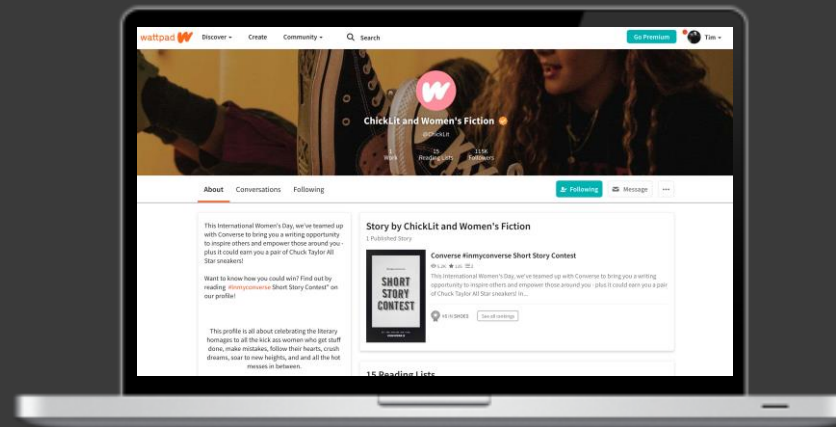
Creating your TIE stories & content

INTERACTIVE



Creating your TIE stories & content

IMMERSIVE



Creating your TIE stories & content

IMMEDIATE

INTERACTIVE

IMMERSIVE

CREATE --- CURATE --- COLLABORATE



Media second
BUT
not forgotten

Brand planning

Modern Social Brand

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Identity

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INSIGHT DRIVEN STRATEGY & CREATIVE

Telling your story...

Stimulus

Contextual brand content creating need & awareness

Experiences

Both digital and real world brand moments inc. customer service

Collaborations

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Advocacy

Democratised brand stories through peer-to-peer WOM, reviews, product sampling and loyalty progs

IMMEDIATE / INTERACTIVE / IMMERSIVE

Paid

Earned

Owned

Social Channels

FB, Pin, IG, TW, Snap – full brand and performance advertising on social channels

Native

Content-led execution that fits naturally in its environment

Digital

Contextual PPC, Display inc. YouTube /Video & programmatic buys

Traditional

Paid media options and tie-ins across traditional platforms such as TV, Press & Outdoor
Media pick up and coverage of major stories and moments

Advocacy

Full paid distribution and content creation through influencers of different size

Digital

Fully optimised owned web real estate, social platforms & offline publications

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