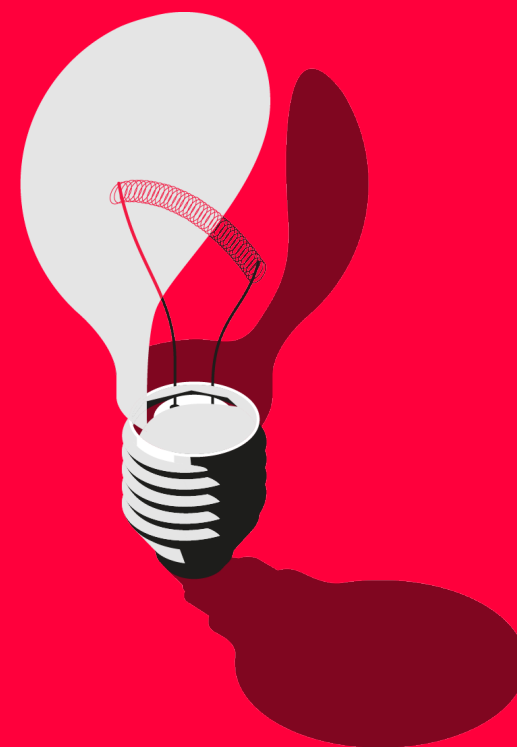


10 tips to delivering BETTER MARKETING

MRKTNG DAY

Helsinki, 10 September 2019

Will Gilroy, WFA & Jon Wilkins, Karmarama







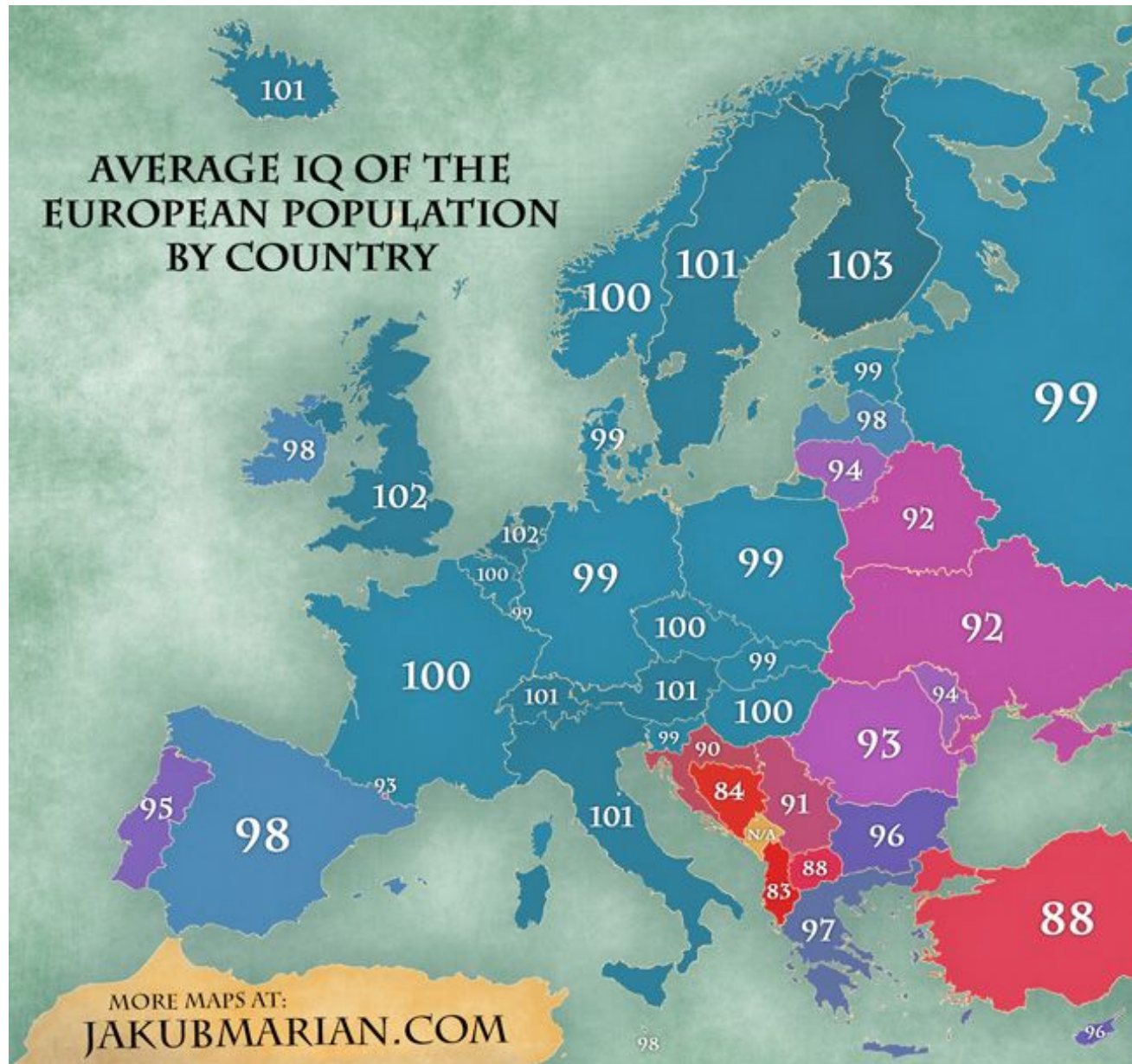
Top national advertiser associations*



*members per capita



AVERAGE IQ OF THE EUROPEAN POPULATION BY COUNTRY







**WHEN YOUR FINNISH TEACHER
EXPLAINS**



HOW TO PRONOUNCE "Y"

Our purpose

 **BETTER MARKETING**



KARMARAMA Part of **Accenture** Interactive





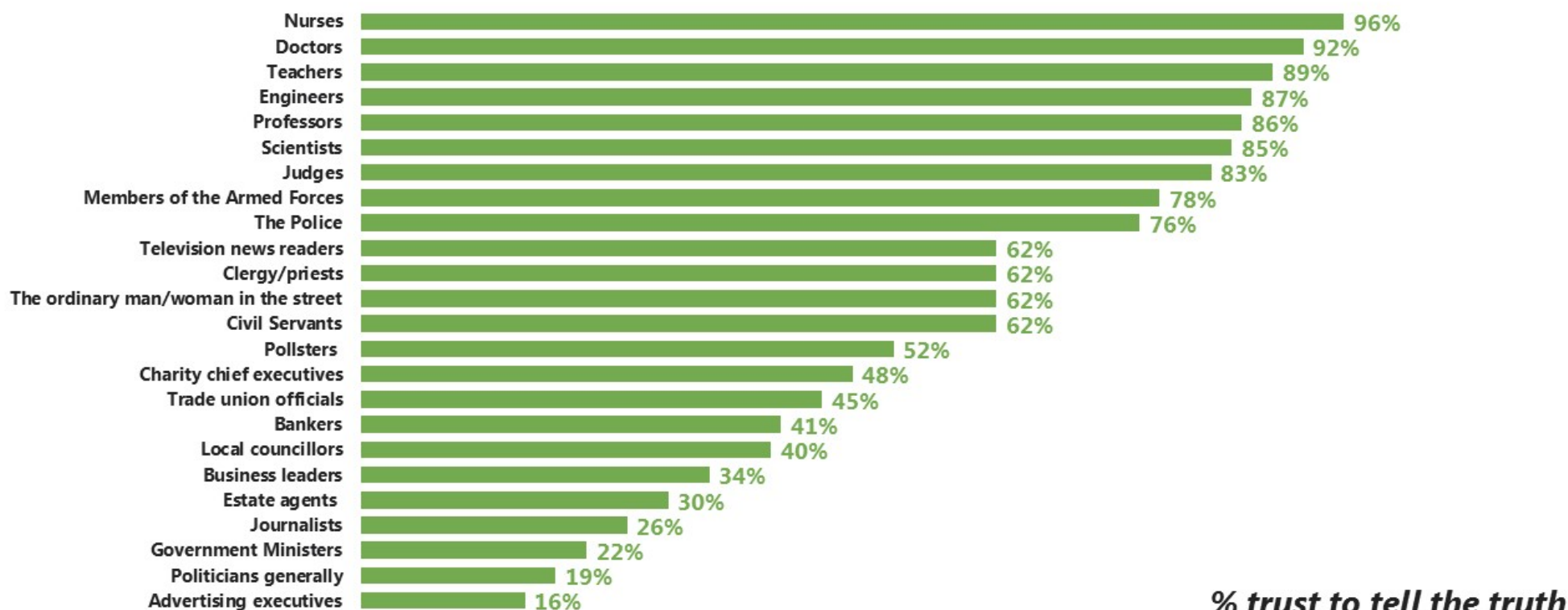


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Veracity Index 2018 – all professions

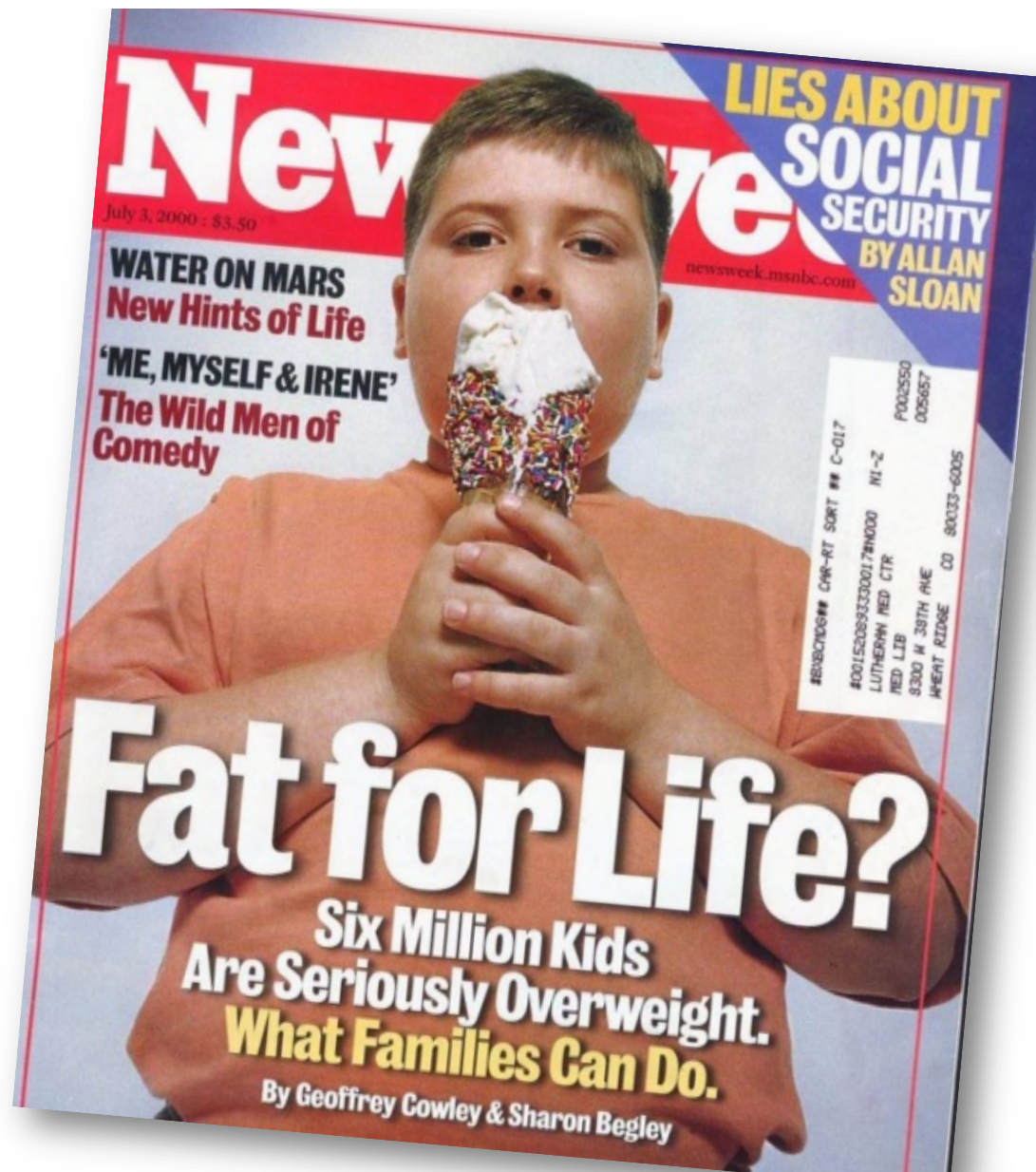
"Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?"



% trust to tell the truth



Base: 1,001 British adults aged 15+, fieldwork 12 - 21 October 2018







THE IRISH TIMES

Why banning alcohol
advertising for young people is
the right move




The New York Times

STATE OF THE ART

Tackling the Internet's Central Villain: The Advertising Business



Doug Chayka



80% brands believe they deliver great
consumer experiences (Bain & Company, 2005)

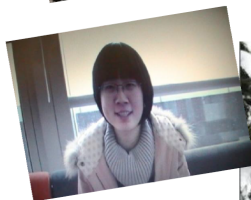
Only 8% of consumers agree



The majority of people worldwide wouldn't care if 77% of brands disappeared tomorrow (Havas Meaningful Brands, 2019)



2010



Page 7

“

It is really nice to be asked to give an opinion, especially when you are asking for the opinion of teenagers. It will be interesting to see if the advertising companies take note. ”

Female, aged 17 (USA)

Marketing's Deadly Sins in Marrakesh





“

Beyond selling brands towards aligning products and marketing with the aspirations of society...

To visibly participate in that part of society's struggle with itself would completely transform the image of marketing as an activity.

Robert Madelin, Former Director General at European Commission

What makes for great marketing in the digital age?



<https://www.slideshare.net/wearesocialsg/marketing-in-the-connected-age>
<https://www.slideshare.net/wearesocialsg/what-makes-a-great-brand-36822196>

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Keith Weed

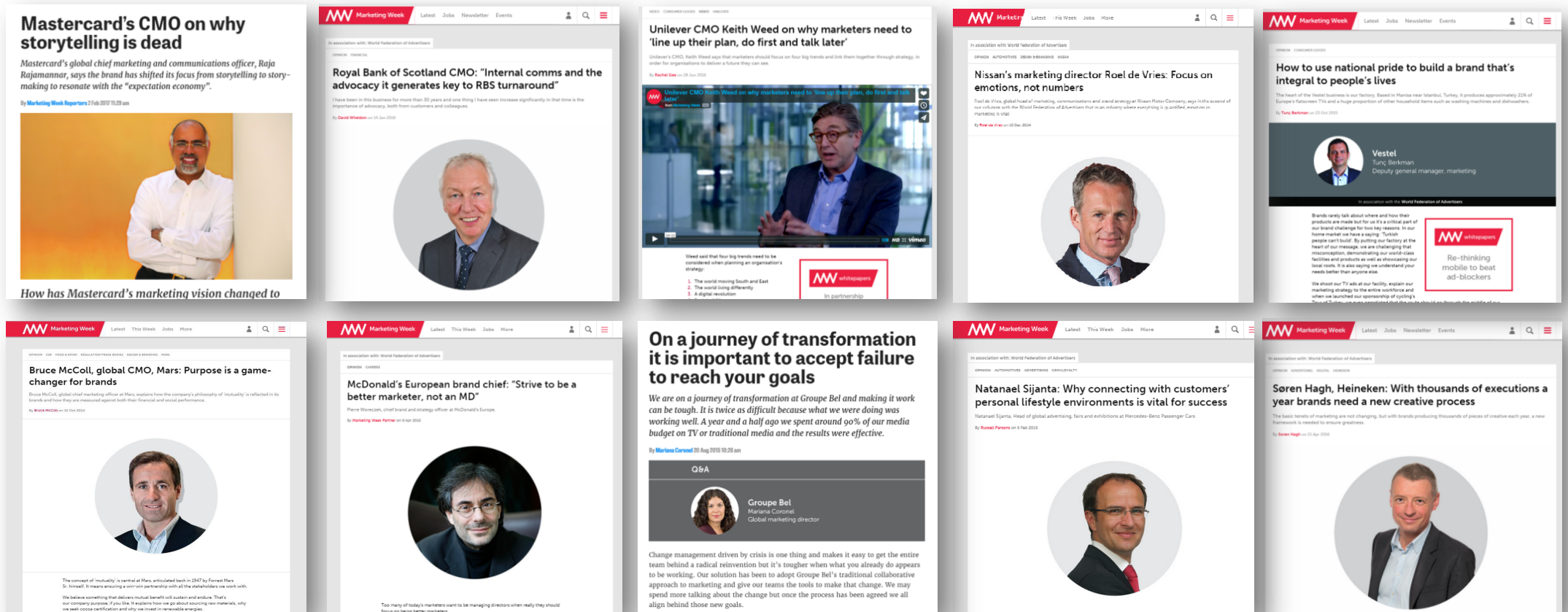
Chief Marketing and Communications Officer
Unilever



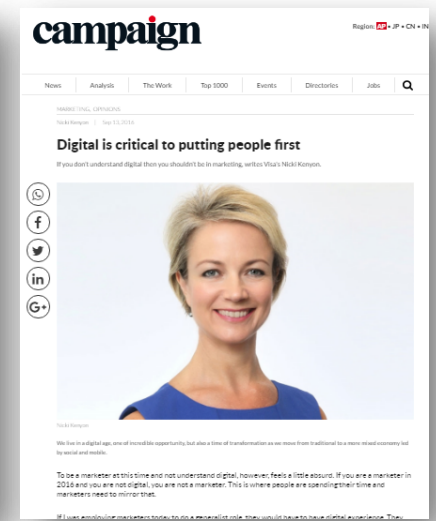
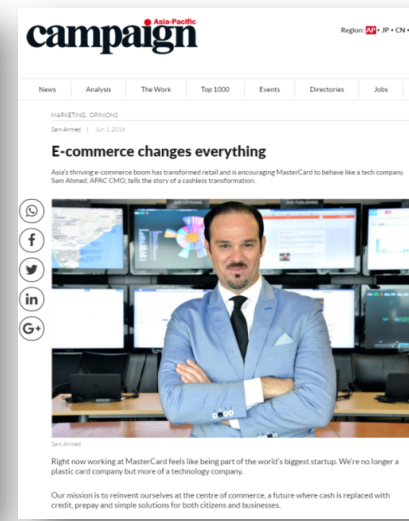
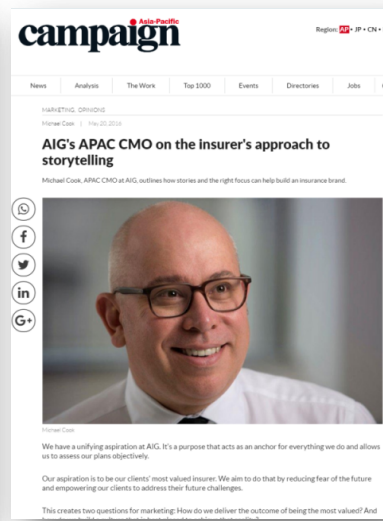
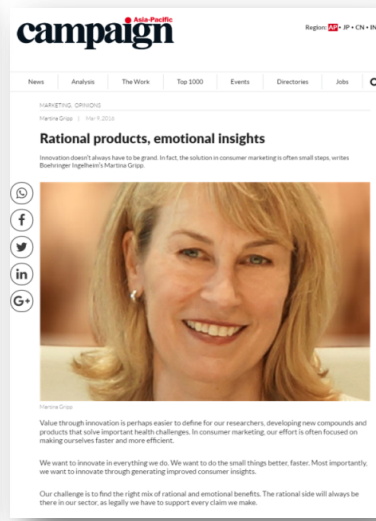
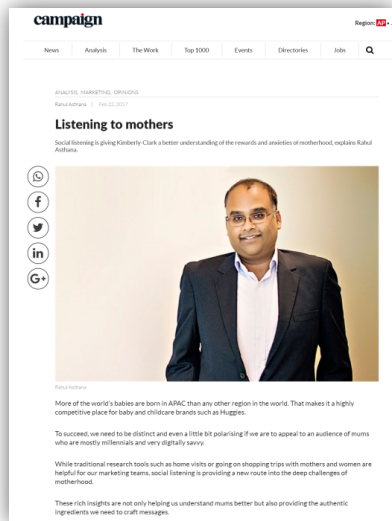
David Wheldon

CMO
Royal Bank of Scotland

CMO columns with Marketing Week...



...and with Campaign Asia-Pacific








10 years of learnings



www.wfanet.org/bettermarketing

1. Diversity in the workplace & diversity in your communications



A photograph of Keith Weed, former CMO of Unilever, speaking. He is a middle-aged man with light brown hair, wearing glasses and a bright green blazer over a light-colored shirt. He is gesturing with both hands raised, palms facing forward, as if emphasizing a point. The background is dark and out of focus.

“It is a fact that diverse teams produce better creative... creative which reflects the diversity of the world we live in has 25% higher branded impact. So why wouldn't we want all want to improve the diversity in our industry? There's an economic argument as well as a moral one.”
Keith Weed, former CMO, Unilever

40%
of women

*Do not relate at all to the
women they see in ads*

Source: Unilever

70%
brand purchases

Made by women

Source: Mars

52%
of men in the UK

Do not feel represented in ads

Source: Jacamo

Even our best work is behind the times



There are

2x

More male actors
in ads than female
actors

Men get

4x

More screen time
than women

Men speak

7x

More often than
women

Men are more intelligent,
funny and strong, while
**women are
young and sexy**

Study based on the analysis of more than 2,000 English language films from the Cannes Lions archive from 2006 to 2016, with a focus on winning and shortlisted entries

Progressive ads are

25%

more effective

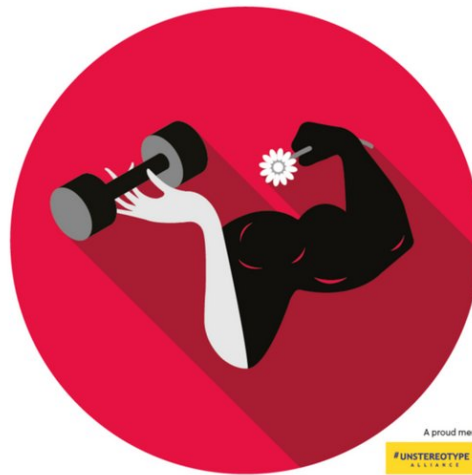
Source: ANA / # See Her





A guide to progressive gender portrayals in advertising

The case for unsterotyping ads



wfanet.org/unstereotype



2. Diversity is so much more than gender



Diversity has now been co-opted to simply mean “women,” and most often to mean “white women.”

Belinda Smith, Head of Global Marketing Intelligence, Electronic Arts



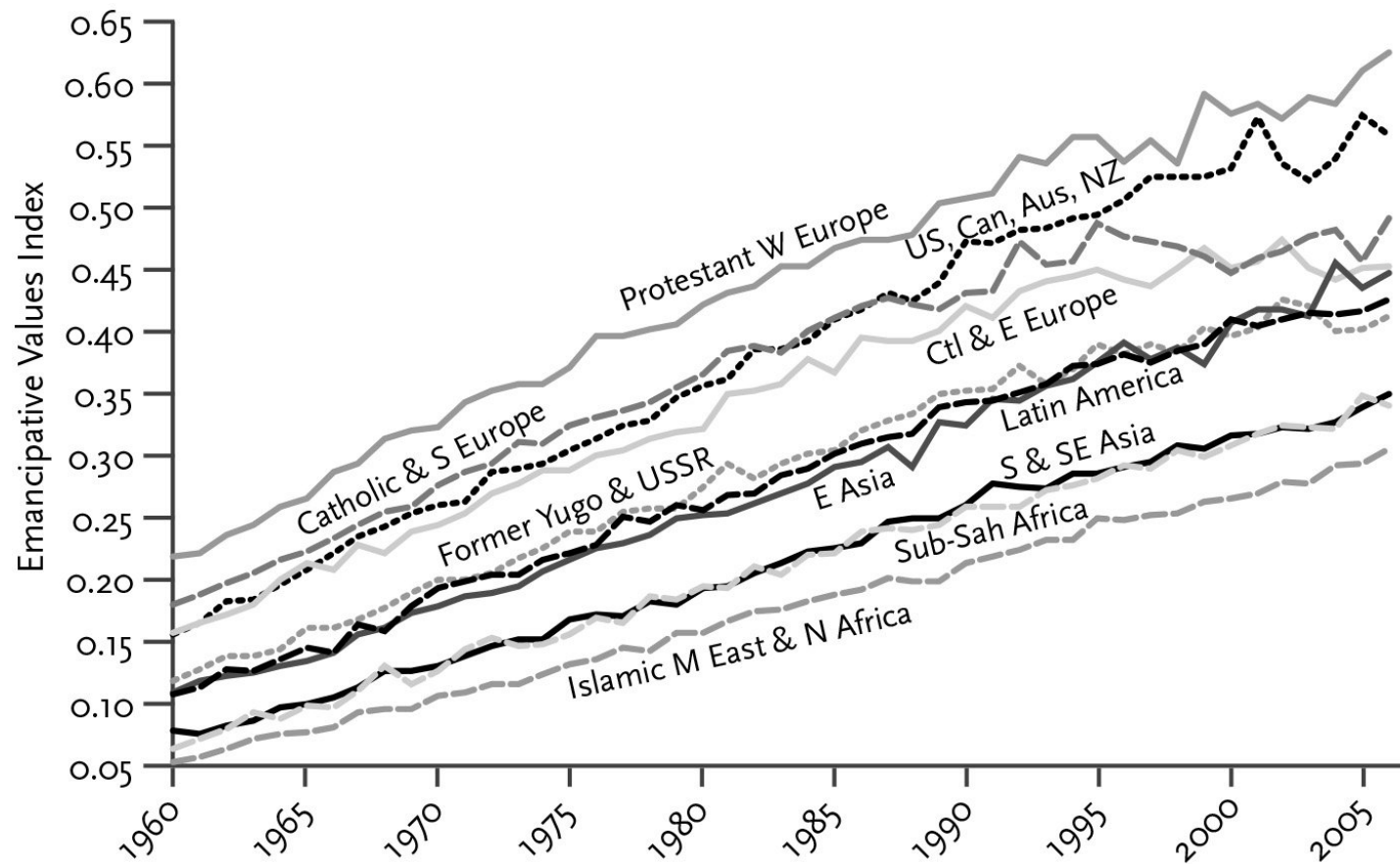
3. Stand for something





CONTAGIOUS

Trend towards liberal values



54%

**Of people agree that it is easier to get brands to
address social problems than to get governments
to take action**

2018 Edelman Earned Brand study

“It doesn’t matter how many people hate your brand as long as enough people love it. And as long as you have that attitude, you can’t be afraid of offending people. You can’t try and go down the middle of the road. You have to take a stand on something, which is ultimately why I think the Kaepernick ad worked.”

Phil Knight





HAVE AN ORGANISING PRINCIPLE

Figure out why your business exists
– both for you and for the people
you serve

Don't get distracted by short-termism and faddish trends. Your organizing principle should be a clear manifestation of a company's reason for being, the central tent pole on which the very fabric of your company hangs

THE NEW YORK TIMES, FRIDAY, NOVEMBER 25, 2011

DON'T BUY THIS JACKET

A7



Patagonia has an

ORGANISING PRINCIPLE

‘Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.’



patagonia



The President Stole Your Land

In an illegal move, the president just reduced the size of Bears Ears and Grand Staircase-Escalante National Monuments. This is the largest elimination of protected land in American history.

[Learn More](#)

Store Hours
Mon.-Sat. 10-6
Sunday 11-5

When
the polls
open,
we close.

We will be closed on November 6 to allow
our employees the day off to vote.

www.patagonia.com
Shop Anytime



Purpose need NOT be about saving the world



Authentic self-expression



To create a better
everyday life for the
many people

Red Bull®



ENERGY DRINK

'Gives you wings'


Exploring the limits of human
potential

Coca-Cola

Happiness



Empowering
creative
exploration and
self-expression

A man with dark hair and glasses, wearing a blue button-down shirt and light-colored trousers, is seated and looking towards the camera. He has his hands clasped in his lap and is wearing a watch on his left wrist. A small lapel microphone is clipped to his shirt. The background is a solid red wall. To the right of the man, the words "thought" and "that counts" are written in a large, white, sans-serif font, stacked vertically. The text is enclosed within large, white, stylized square brackets. Several dark silhouettes of birds in flight are scattered across the red background.

thought
that counts

4. But purpose must be
authentic



Unilever boss says brands using 'woke-washing' destroy trust

“Woke-washing is beginning to infect our industry. It’s putting in peril the very thing which offers us the opportunity to help tackle many of the world’s issues.”



Time and again we encounter the lofty, admirable sheen of brand purpose only to discover it flakes off with even the slightest scratch to reveal a darker, more commercial sub-surface beneath.



M&S launch LGBT sandwich and it's dividing opinion





Pepsi advert with Kendall Jenner pulled after huge backlash

'We missed the mark and we apologise'

Revealed: Spice Girls T-shirts made in factory paying staff 35p an hour

Workers producing tops sold to raise money for Comic Relief receive far below a living wage

- **'Inhuman conditions': life in factory making Spice Girls T-shirts**



5. Authenticity starts with involving your employees



“Company recommendations from those employed at the organisation is a more effective way to build market share and loyalty than the old-fashioned method of throwing money at advertising.”

David Wheldon, CMO RBS



A portrait of Claudia Willvonseder, a woman with short brown hair, smiling. She is wearing a light-colored blazer over a dark top. The background is a blurred indoor setting with white horizontal blinds.

“

**The future of
marketing isn't
advertising. It's
corporate
culture.**

Claudia Willvonseder,
VP Marketing IKEA

6. Kill the C word






lesson 1 | put people first



not just seeing consumers




real time with real consumers



does it meet people's needs?



marketing
is all about people



we set off on this journey




Unilever's Home Care
& Laundry business
challenged in 2005



we got up close
and personal

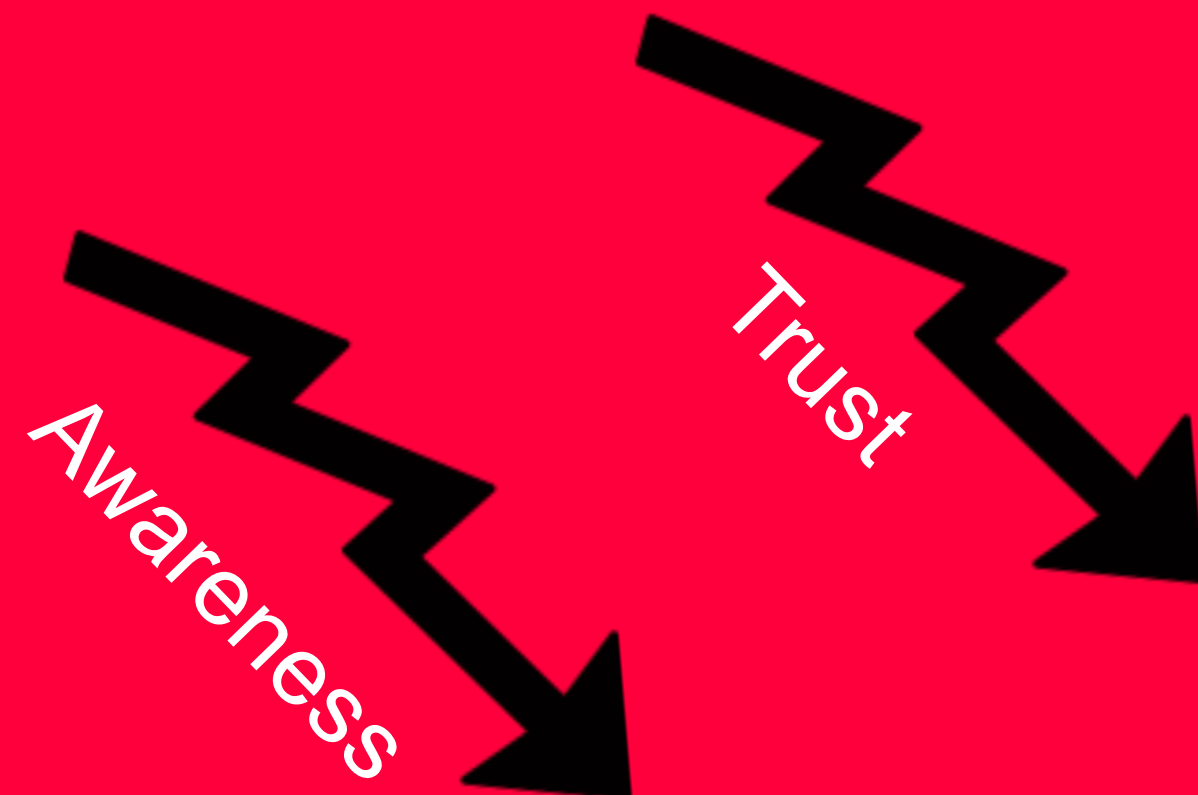


A man with glasses and a white shirt is sitting on the floor, smiling and holding a small blue cup to his mouth. A woman with dark hair, wearing a red patterned sari, is sitting next to him, looking at him. They are in a room with peeling orange paint on the wall and blue plastic buckets in the background. A green cup is on the floor in front of the man. The text "we got up close" is overlaid in white.

we got up close

7. Then deliver meaningful human experiences



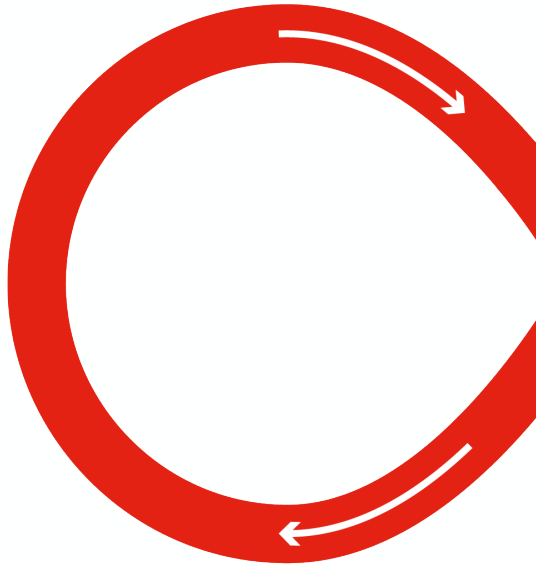


Digital World Disruption



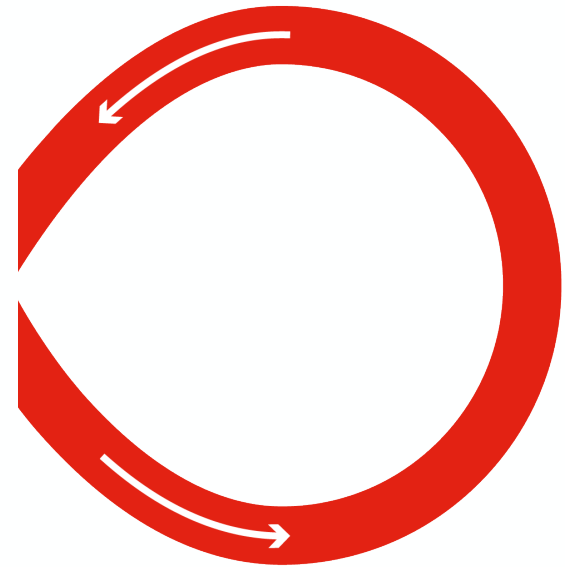
Persuasion & Manipulation



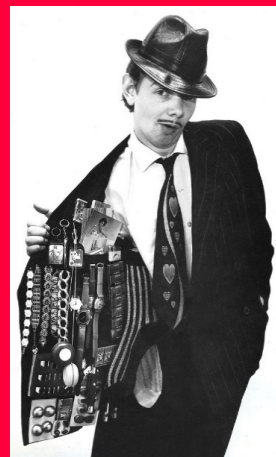


How people
want to be treated
by brands

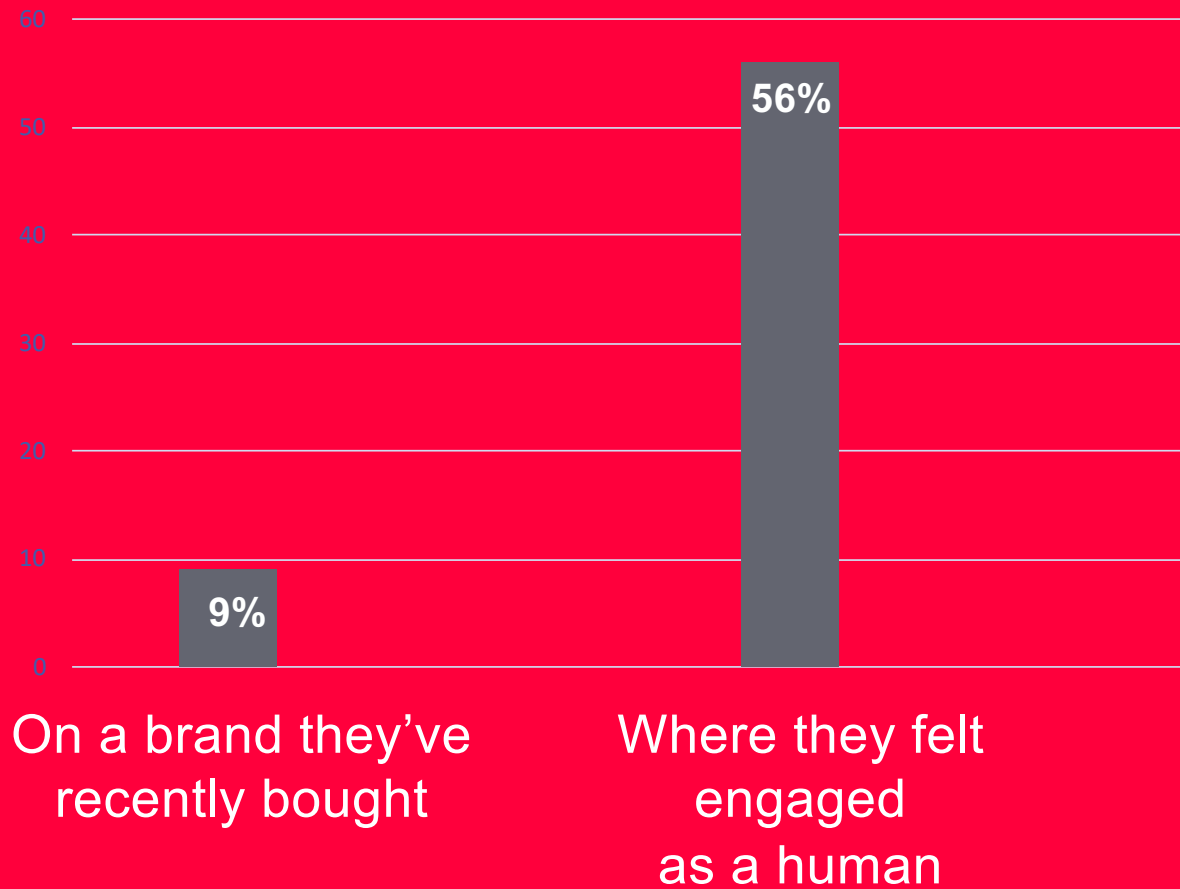
The
Human
Experience
Gap



How brands
choose to treat
people



Likelihood to increase spend



Irresistible
Forgivable
Irreplaceable





1
HUMAN PURPOSE



CONNECTED CREATIVITY

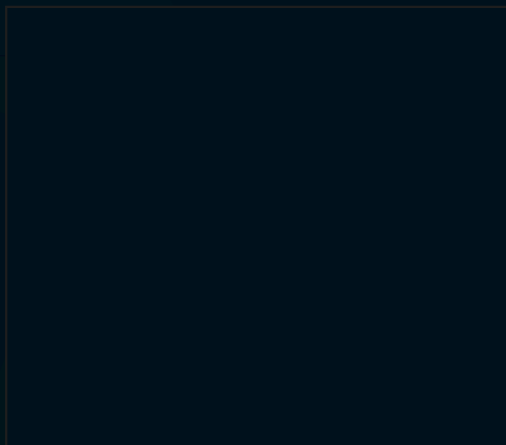


3

ENLIGHTENED EMPLOYEES



2





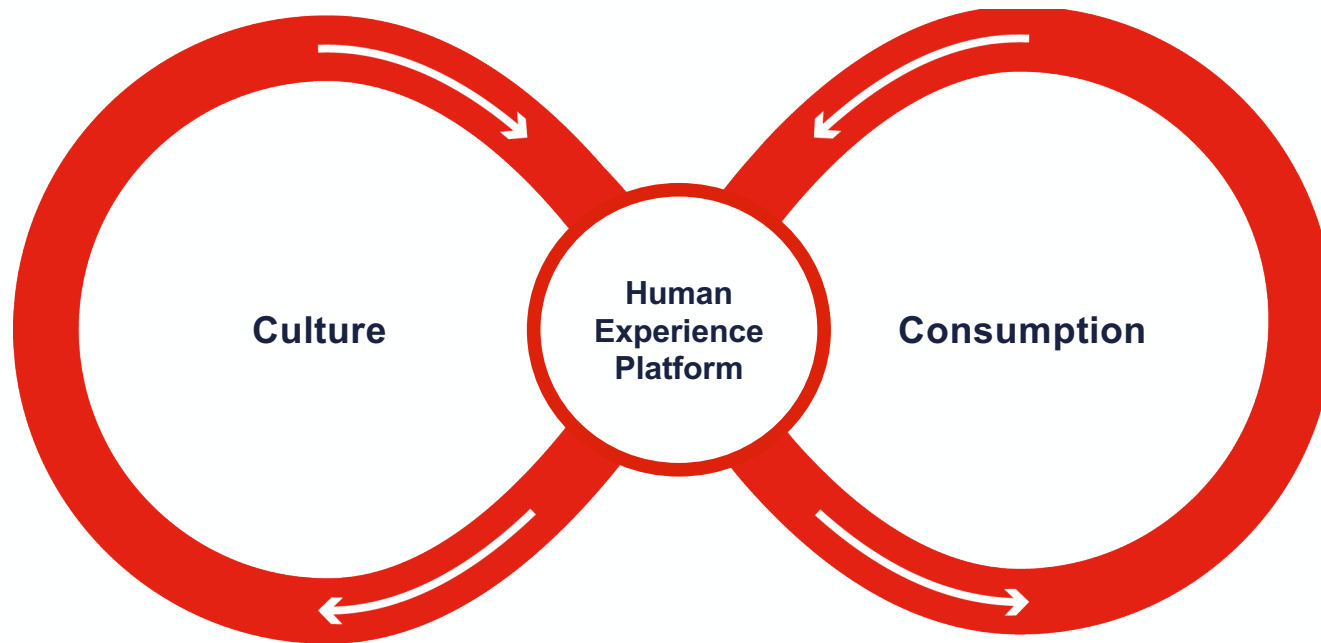








Human First
Brand Second



A new single minded purpose?

Help people lead longer, happier, healthier
and informed lives through delivering more
meaningful human experiences

8. Be respectful and transparent





“How do we become better marketers? By becoming more empathetic people, by listening to others with an intent to make their lives better.”

Ukonwa Ojo, former CMO
Consumer Beauty, Coty

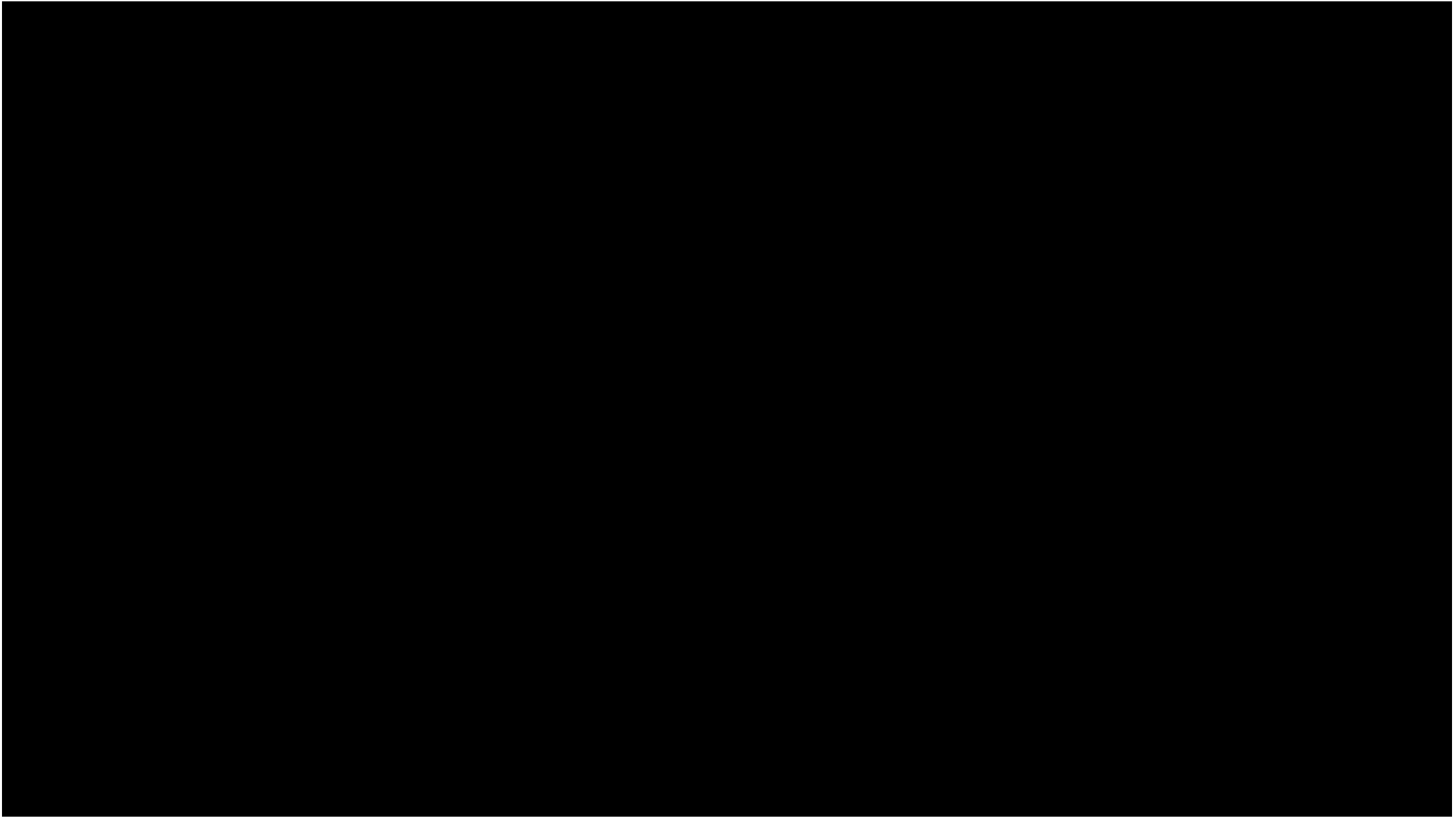
9. Offer a value exchange



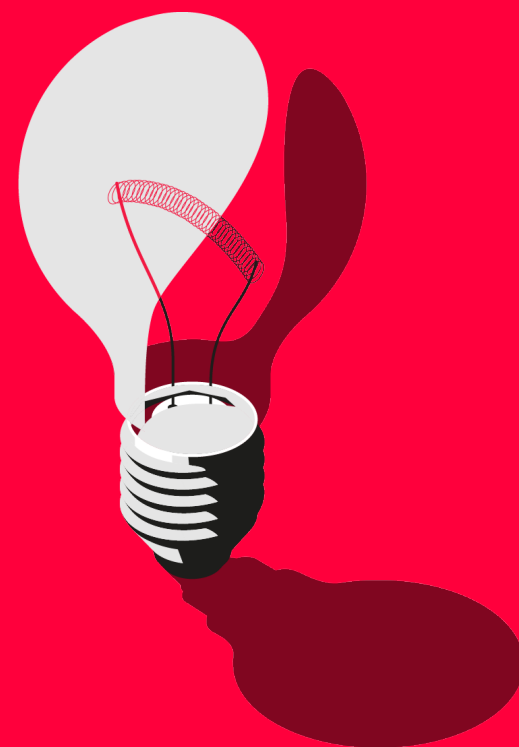


‘The days of advertising as we know it are numbered. We need to start thinking about a world with no ads’
Marc Pritchard, CBO P&G





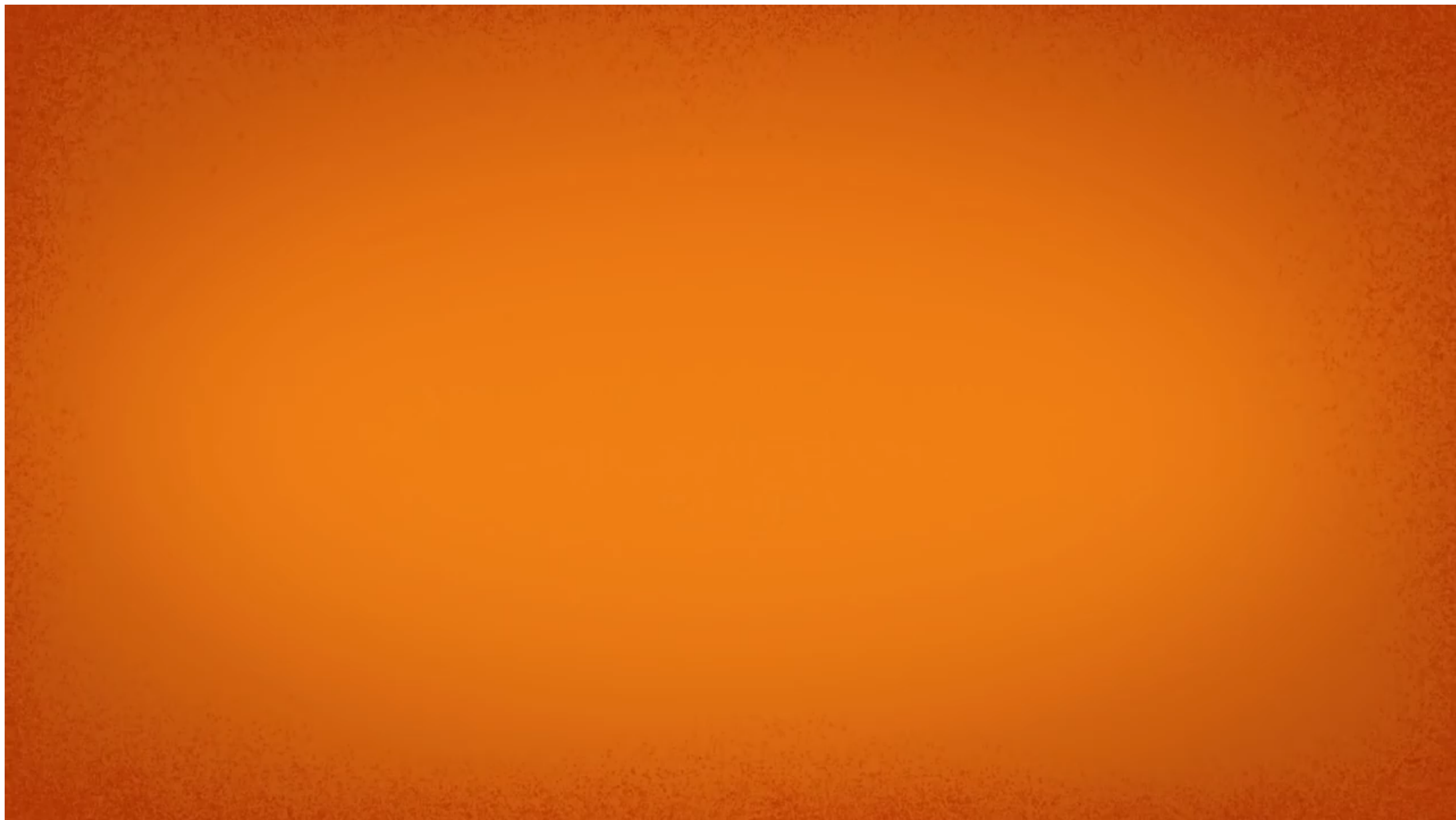
10. Be brave



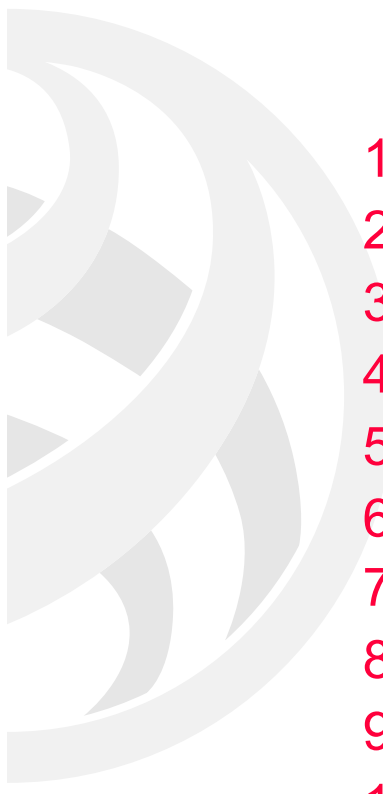


“Let’s all be a little bolder, a little braver. Let’s recognise that a lot of what holds us back is not our companies losing millions of pounds or dollars. The risks are in our head. If we can overcome those, we can do bolder things and we can get greater growth.”

Syl Saller, CMO Diageo



10 tips towards Better Marketing

- 
1. Importance of diversity
 2. Diversity is so much more than gender
 3. Stand for something
 4. Be authentic about it
 5. Authenticity starts with your employees
 6. Kill the C word
 7. Deliver meaningful human experiences
 8. Be respectful and transparent
 9. Offer a value exchange
 10. Be brave

A man with glasses and a mustache is sitting in a sauna. He is shirtless and has a large belly. He is holding a glass of beer in his right hand and a bowl of food in his left hand. The background is a plain, light-colored wall.

KALSARIKÄNNIT*

WAR GESTERN

* Finnisch : „Sich allein zu Hause betrinken.“

Thank you

will@wfanet.org

jon@karmarama.com