



Brand Management & Media Planning

LM in Marketing & Digital Communication



LUMSA
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Brand Choreography

Lesson 2 part 2
Thursday October, 12



Branding Building Process

1. Define and position the Brand (Vision, Mission, Values...)
2. Express the brand
3. Build awareness and reputation for the brand
4. Measure the brand

3. Build awareness and reputation for the brand

**We must keep the brand promise
with our products and
services**



Product performance and brand essence

2'19''





How to link product features with brand drivers

The **products or services** that we provide are the most important components of branding: **they must deliver the benefits that we promise.**

We must be sure that there **isn't a gap** between products' performance and the brand



How to link product features with brand drivers

Make a **list of all key product/service features and features' benefits:**

- Functional,
 - Economic,
 - Emotional,
 - Self-expressive, ...
- Compare this list with the **brand drivers** and try to **connect each benefit with at least one of the drivers**

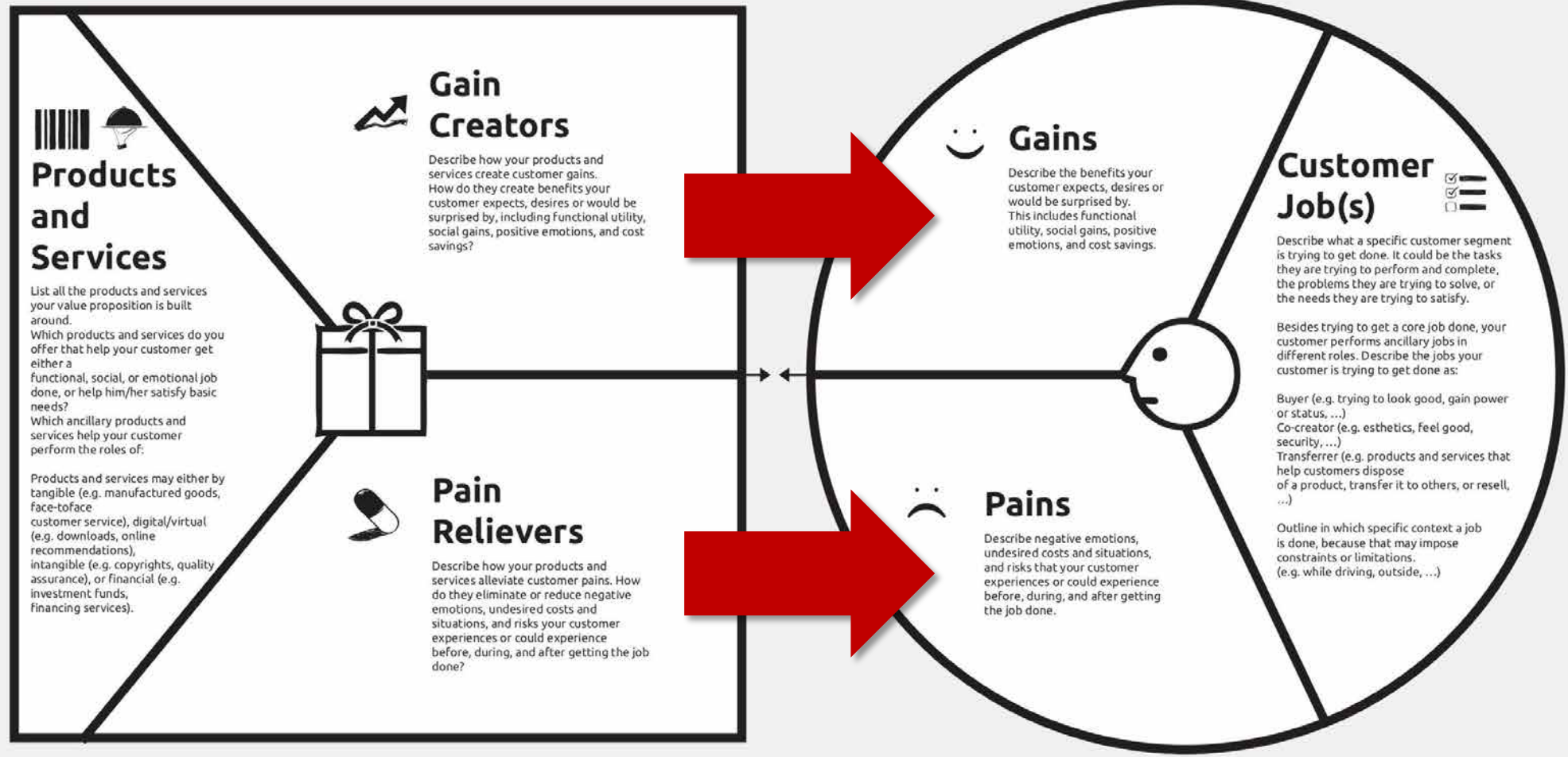
The Value Proposition Canvas

It helps you create value for your customers

Designed for: _____

Designed by: _____

On: _____
Iteration: _____



**But what is this
*customer journey?***



The customer journey

3'01"

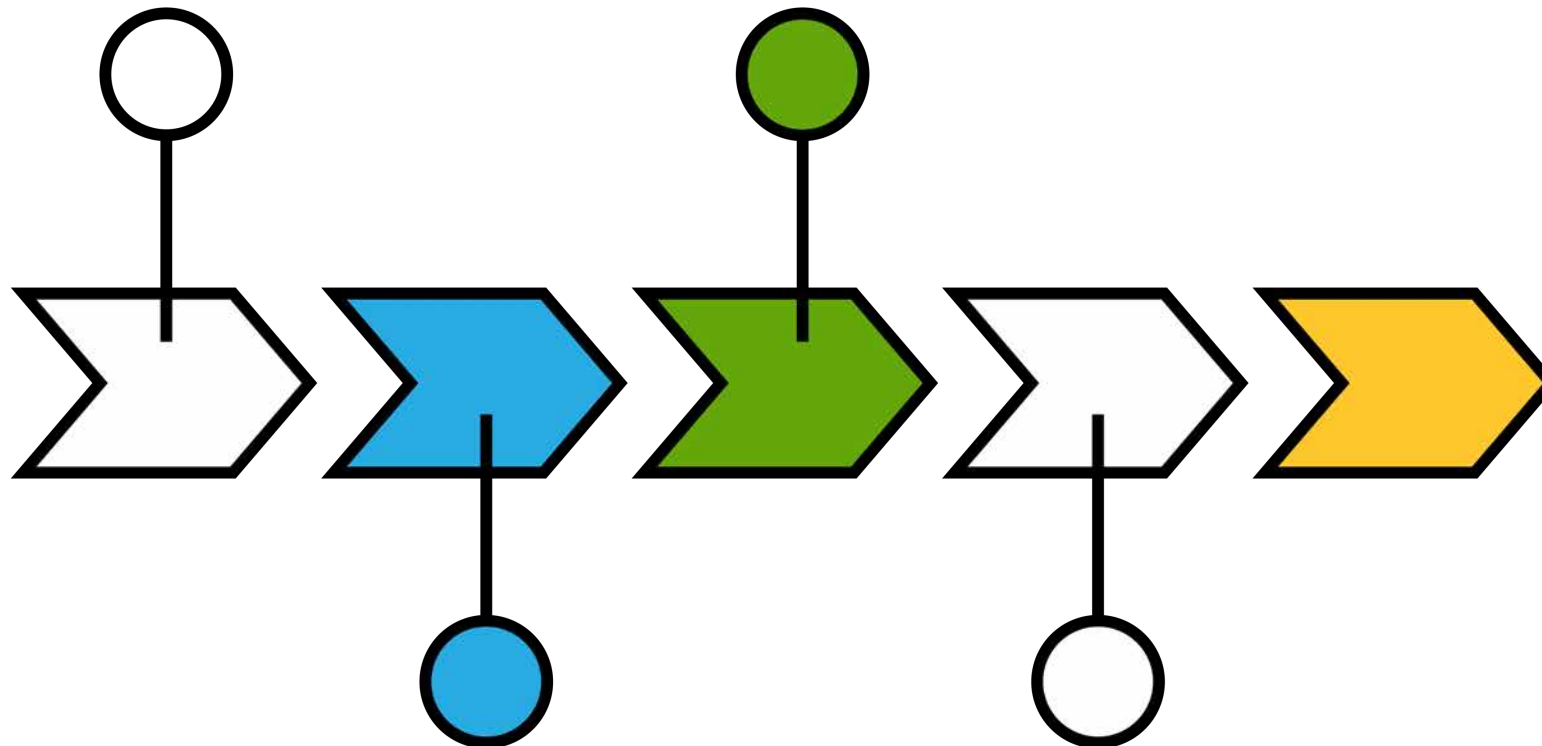


Customer Experience: journey Mapping – Jeannie Walters – Lynda.com

The Customer Journey map

Mapping the Customer Journey means **analyzing the target customer in its path** to find all the touchpoints.

Touchpoints are the moments in which the brand meets the consumer



Customer experience is the sum of all
these interactions



The customer journey: **we map the perception**

The customer journey includes **3 main phases (5 steps)**, and the goal is to know what's happening **in the customer's heart and mind**.

1. Presale

- Awareness (1)
- Consideration (2)

2. Sale

- Selection (3)
- Purchase (4)

3. Being a Customer (5)

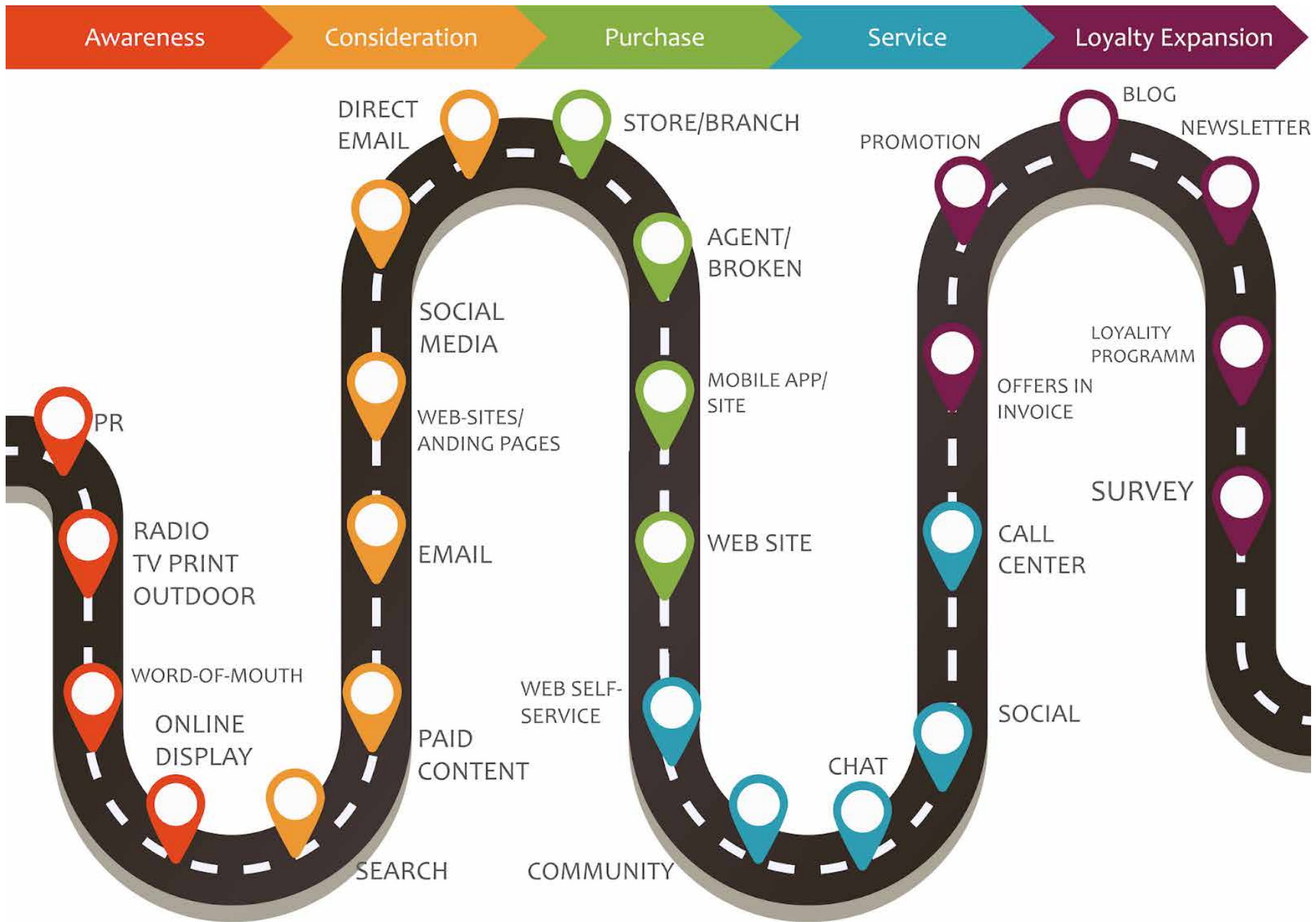
- Satisfaction (meeting the promise and exceed the expectations)
- Loyalty
- Advocacy

The customer journey

Others prefer a **5 steps** approach:

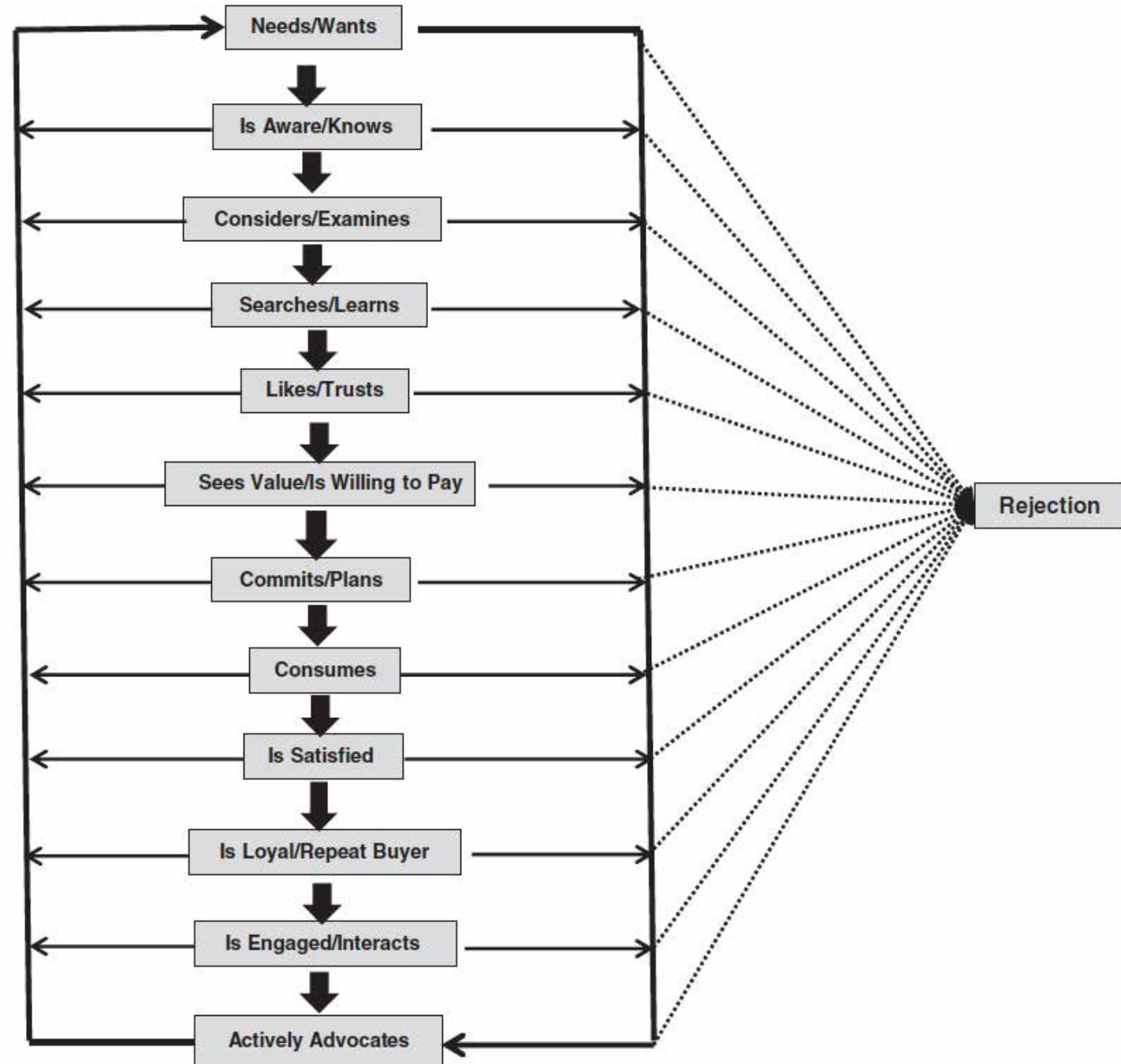
1. Awareness
2. Consideration
3. Purchase
4. Retention
5. Advocacy





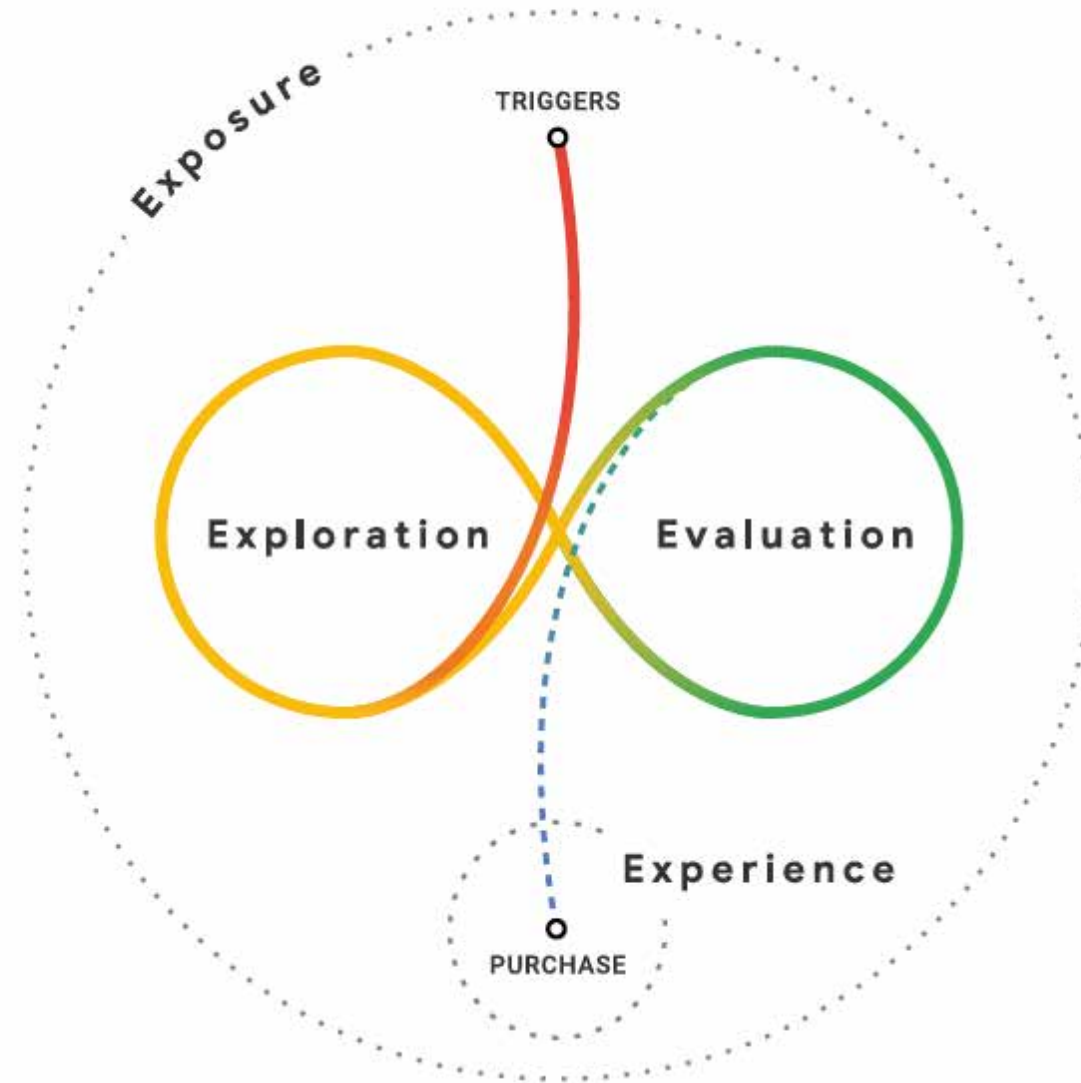


Expanded Consumer Decision Journey



Source: Rajeev Batra & Kevin Lane Keller
- Integrating Marketing Communications:
New Findings, New Lessons, and New
Ideas

Google discovered the «Messy Middle»

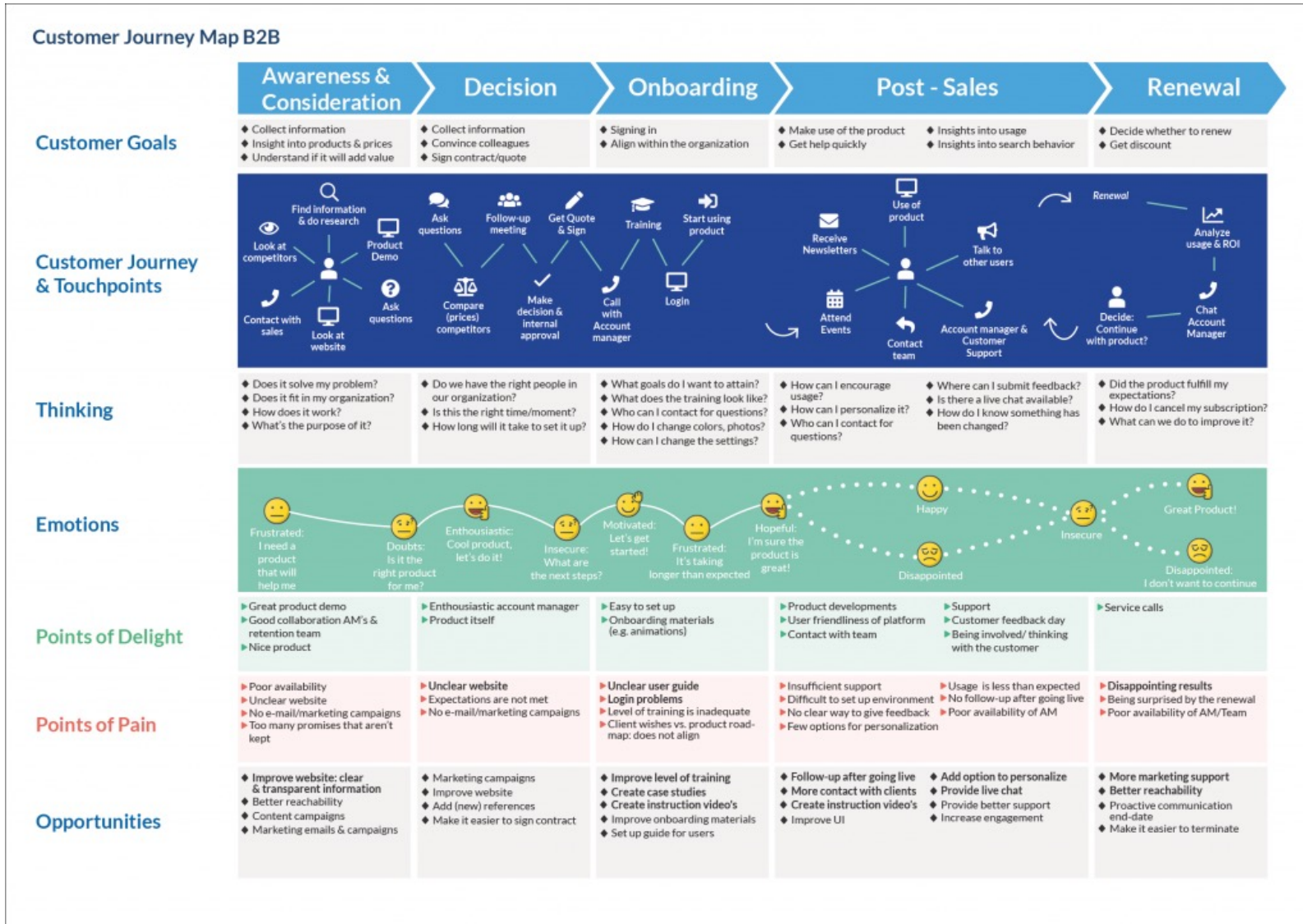




McKinsey the «loyalty loop»



Customer journey mapping can be very detailed





Bring data and metrics into the customer journey map

- Where do we take the data?
 - **External sources:**
 - Industry report
 - Consumer behaviour
 - Neuroscience
 - **Internal source**
 - Voice of the customer
 - Survey results
 - Social media comments



Touchpoints are also **media**

The touchpoints analyses is not only useful to **design a wonderful customer experience**, but it's also useful to **choose the right media and the right message** at each stage



How to create the **right message**?

After defining our customer touchpoints, we select **brand drivers** to emphasize in each one of **the steps** with different **media**

To build **awareness and reputation for our brand**, we need to implement a **communication plan**



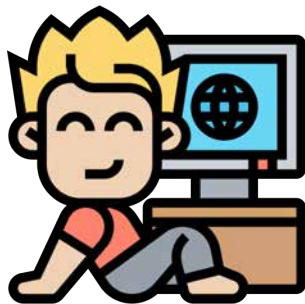
Brand Choreography: a new approach to communication

Brand Choreography: a new approach in IMC

Brand Choreography is a holistic, human-centric approach to integrated marketing communication.

All communication efforts must be centered around the customer.

That's why brand choreography is designed to deliver **clear, consistent and compelling messages** to the **right person**, in the **right place**, at the **right time**.





Brand Choreography process

6-steps of brand choreography

1. Find a winning **brand value proposition**: the brand promise



6-steps of brand choreography

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2. Identify the **buyer personas** (target)



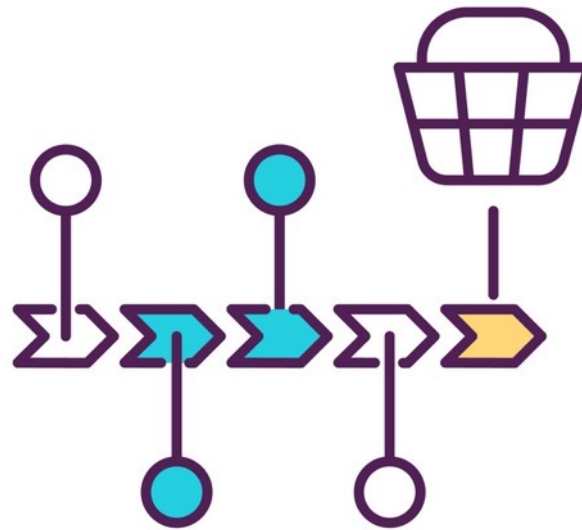
6-steps of brand choreography

1. Find a winning brand value proposition: the brand promise
2. Identify the buyer personas (target)
3. Study the **customer journey** of the personas



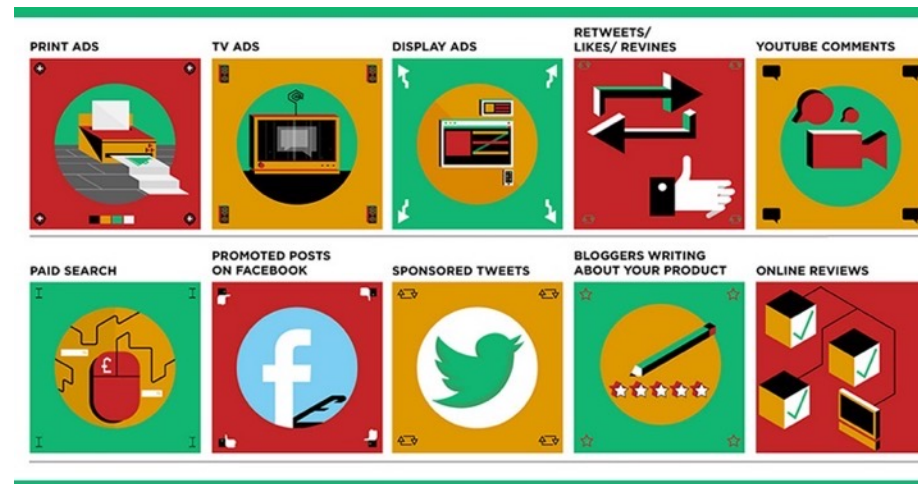
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6-steps of brand choreography

1. Find a winning **brand value proposition**: the brand promise



2. Develop and use buyer personas



What is a buyer persona?

- A **buyer persona** is a “fake” profile that sums up all the characteristics of a **specific segment** of potential customers
- Personas help us to **get inside the mind of our buyers**, building empathy for their needs, concerns and pain points



Sam Kusnitz (Hubspot)

Buyer personas are a **semifictional representation** of the **ideal consumer** based on **marketing research and real data** about existing customers

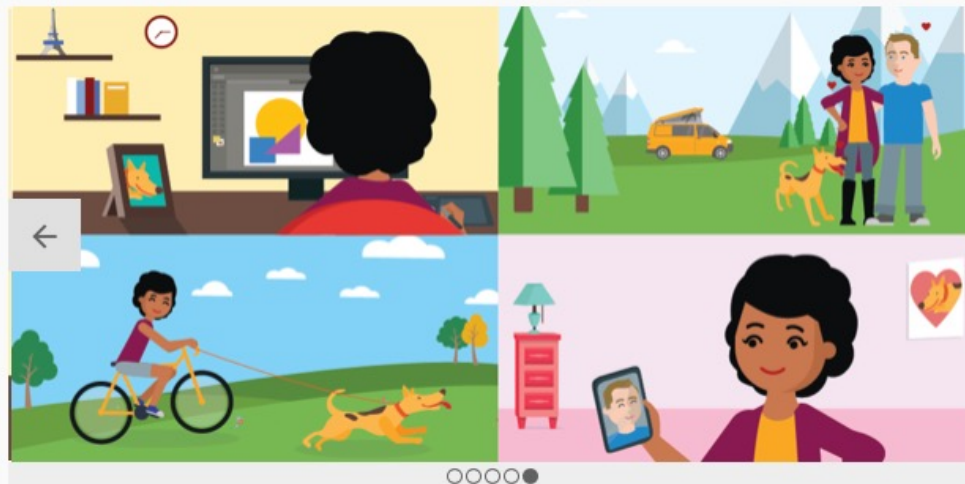
Google calls them «customer portraits»

Create detailed customer portraits for those who would want your product or service

In a digital world, there's great value to knowing who you're talking to. In order to get to know your customers, it's important to bring context to them and their lives.

Here are some questions to consider when you're identifying your audience and drafting customer portraits for your marketing plans.

Press the arrow to proceed to the next slide.



Let's go back to Sam's portrait of Nicole. We applied our questions to come up with an even better portrait for him.

- Nicole works as a graphic designer and spends a lot of time thinking about her dog
- She cares about her dog and her family
- When she's not online she's running,



Buyer persona profile

- We create a buyer persona profile using **customer demographics, behavioral patterns, motivations and goals**
- He or she has a **name**, an age, a profession, hobbies, and so on...

**buyer personas are
individuals, not groups**





Try writing a **brief bio**

3-5 sentences describing each Personas, as if you were introducing them to someone

- What are they motivated by?
- How do they spend their time? What are their favorite activities?
- Why should they be interested in our product?
- What would convince them to buy it?
- **What problems would they like to solve?**
- **What are they afraid of? What is bothering them?**

E.g. buyer persona profile

PERSONA PROFILE

STEVE, 47

Who is he?

- CEO of large financial company worth € 85 million.
- Has been in this role for ten years.
- He is an innovator and isn't afraid to take risks.
- He likes to communicate via email or face-to-face. He is on LinkedIn and Twitter.
- He reads financial and economic publications and attends financial conferences.

How he finds us

- He was referred onto by someone he trusts.
- He comes to the website at the beginning of his buying journey.
- He isn't interested in using the information on the site beyond research.

Pain points

- The size of the service team is very important to him.
- There are five other people involved in the buying decision.
- He wants a competitive price with strong experience.

What he wants to know

- Latest projects
- Expertise
- He is looking for a partner-led approach
- Testimonials
- Awards

What he doesn't want

- He doesn't want to pay large fees. Value for money is important.

Why he buys from us?

Price and Expertise

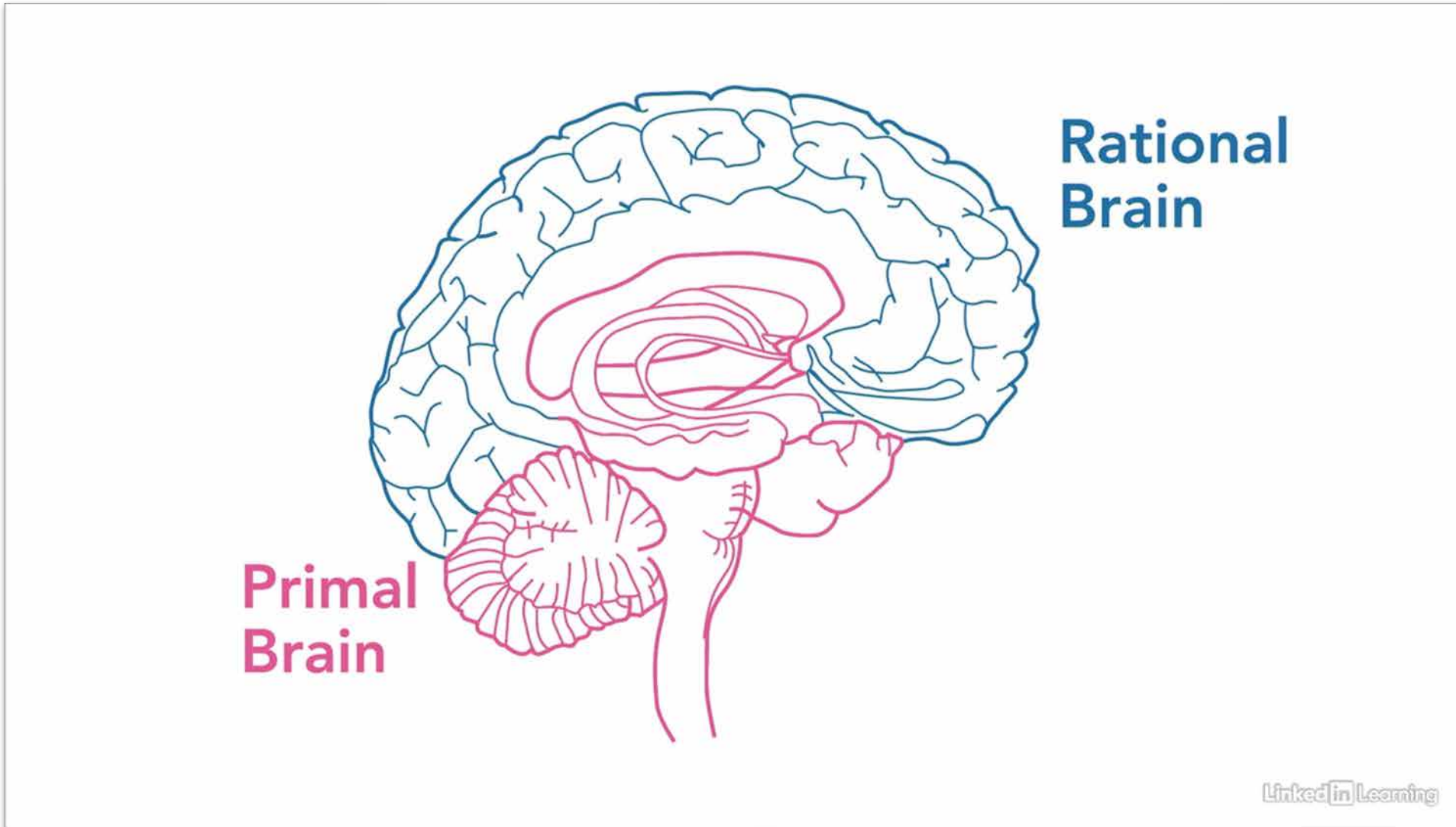
SERVICE TEAMS

BRIGHTSPARK Consulting



To better understand how to define a useful buyer personas, let's see how our brain works...

3'11''





Harvard Professor Says 95% of Purchasing Decisions Are Subconscious

When marketing a product to a consumer, it's most effective to target the subconscious mind.

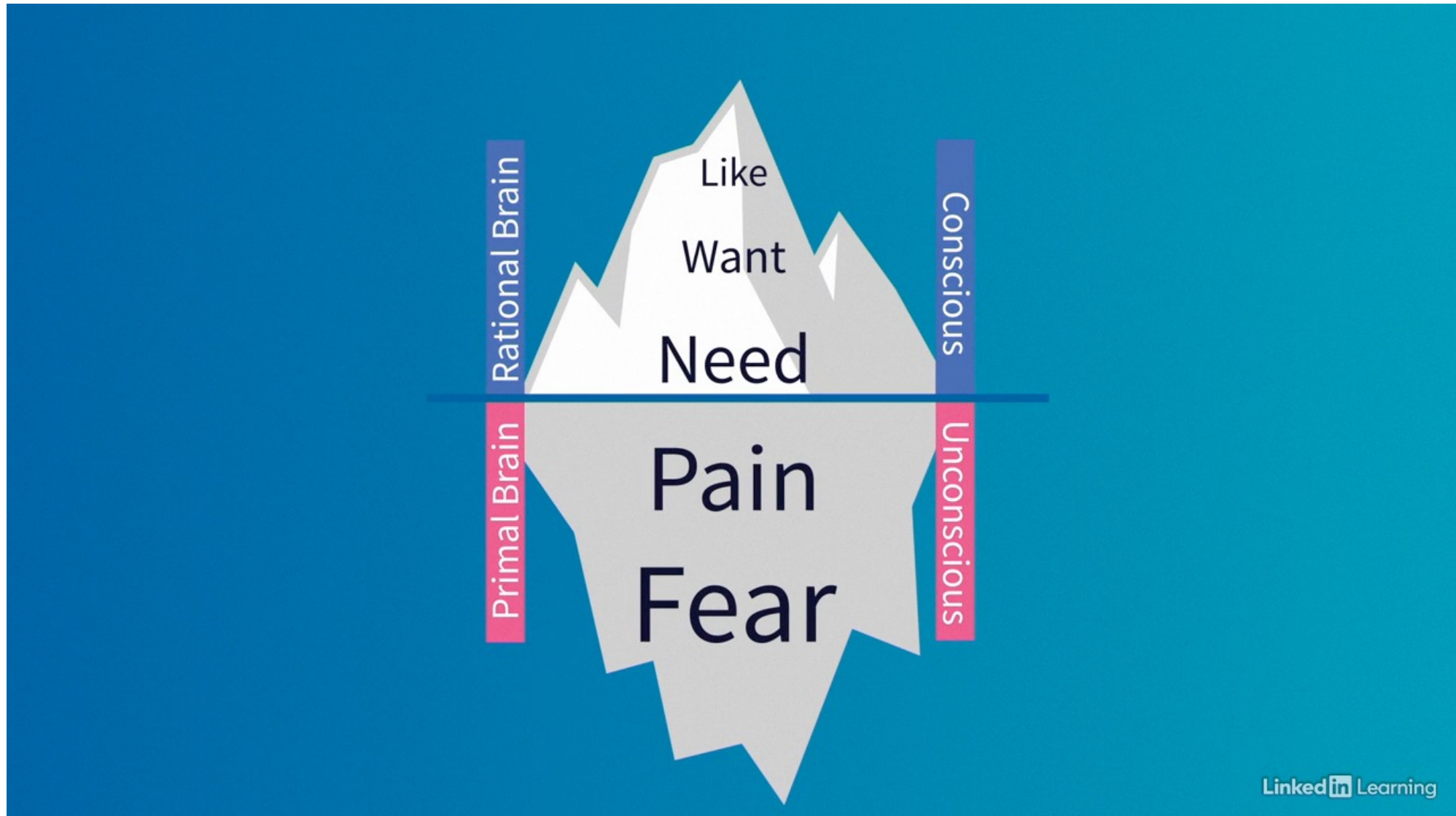
According to Harvard professor Gerald Zaltman, the answer to all these questions is directly related to the subconscious mind. In Zaltman's book, "How Customers Think: Essential Insights into the Mind of the Market," the professor reveals many exciting ideas that can be helpful to marketers and brands.

G. Zaltman. How Customers Think: Essential Insights into the Mind of the Market. 2003



Pain points and fears are crucial in the decision making process

3'10''



LinkedIn Learning



List your customers' key decision drivers.

	Your Customers' Key Decision Drivers
Like	
Want	
Need	
Pain	
Fear	



Look for the **insight**

When you analyze your target/personas you look for the **insight**:

- «the capacity to gain an accurate and deep understanding of someone or something»¹.
- A **discovery** about the **underlying motivations that drive people's actions**.

¹Oxford Languages

Insights are very important to find the **right message**.

The one that can convince people to think or do something

That's why it is so important to study your persona in depth.

If you don't find the pain points and the real, inner motivation (the «insight»), **personas are quite useless.**

You don't use personas to find the media. Target groups are enough



How to get this information?

- Quantitative and qualitative **research** (neuromarketing research)
- **Online sentiment analysis** (mentions on social networks, comments on blogs, etc.)
- **Feedback** from **customer service and sellers**



You can have **many buyer personas**.
Each persona represents a **different cluster** of
potential customers



Buyer personas and **customer journey** analysis

After defining our target personas, we need to analyse their **customer journey** to implement a **successful brand experience and communication strategy**

We already know how to do this

1. Find a winning **brand value proposition**: the brand promise
2. Identify the **buyer personas** (target)
3. Study the **customer journey** of the person
4. Identify the brand **touchpoints** for each phase of the customer journey
5. Planning the right message on **Paid, Owned & Earned media**
6. Develop a **total customer experience strategy** (not just communication: all stages of the customer journey must be consistent with the brand promise, from the purchase to after-sale, etc.)





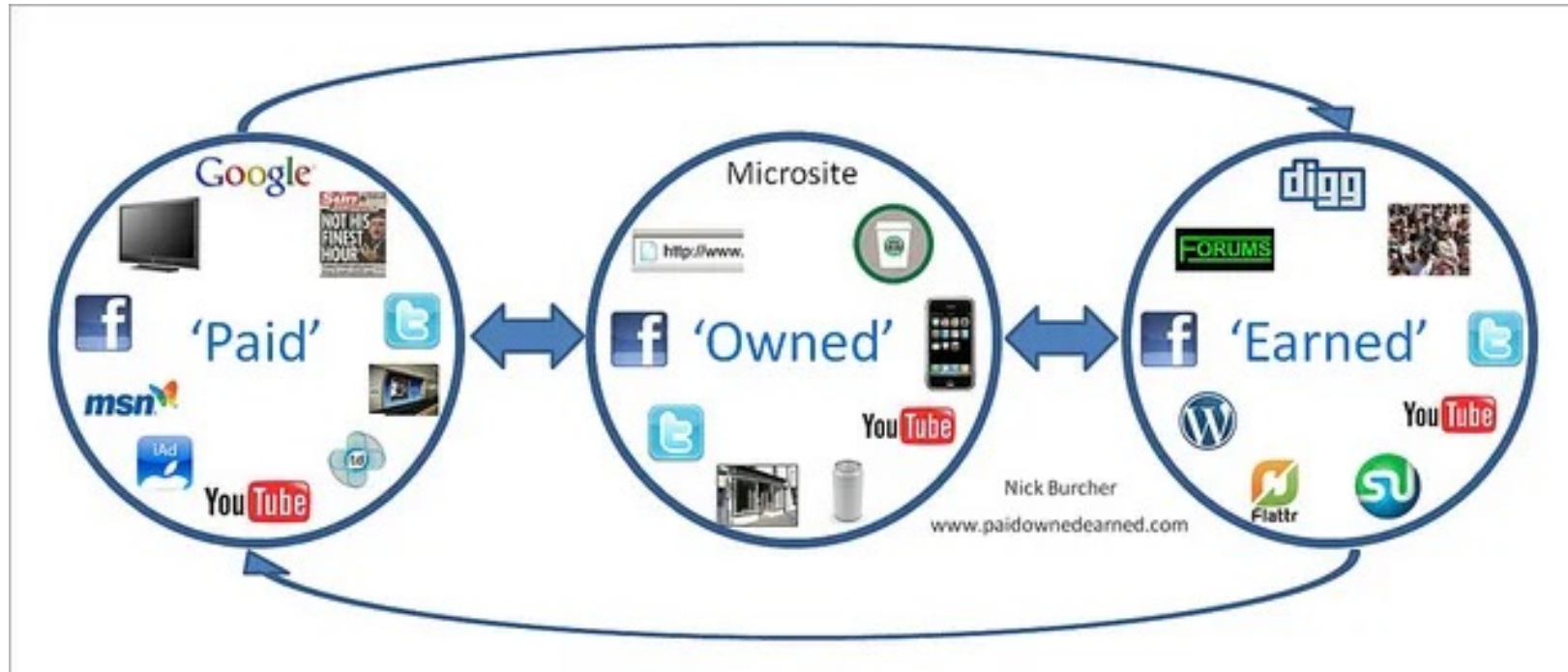
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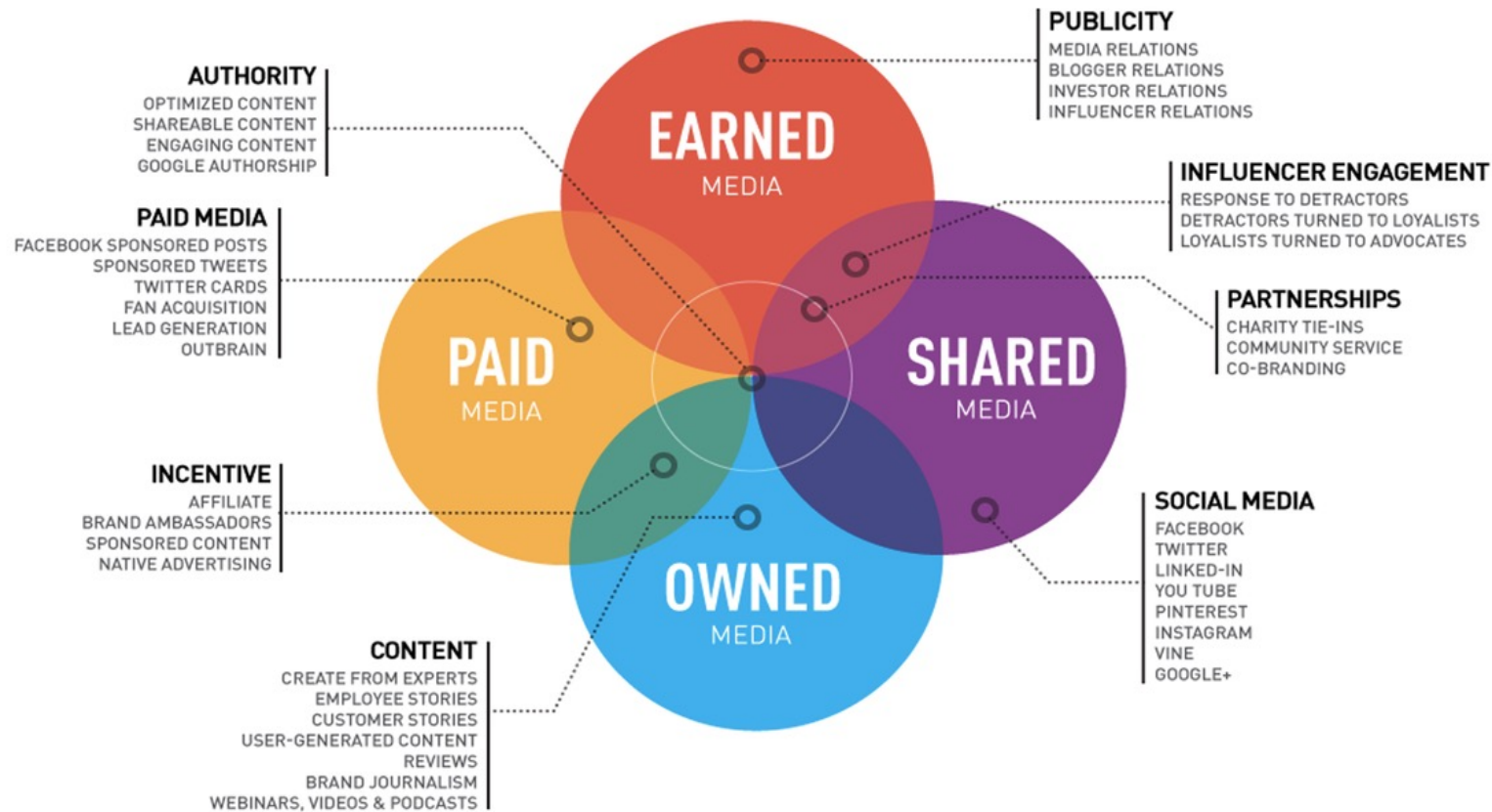
Manage paid, owned and earned media

Social media are both owned, earned and paid media!





You can find also the PESO media model





Someone talks also about **Sold Media** (e.g. airlines travellers magazines)





POE Media: Paid, Owned and Earned Media

PAID MEDIA

ATL:

- TV
- Press
- Radio
- OOH
- Cinema
- Internet advertising:
 - Display
 - Search
 - Social network

BTL: sponsorship,
Events, influencer
marketing

OWNED MEDIA

Website
App
Blog
Social network
Direct response/CRM

Point of Sales,
merchandising,
Packaging
Branded spaces

EARNED MEDIA

PR:

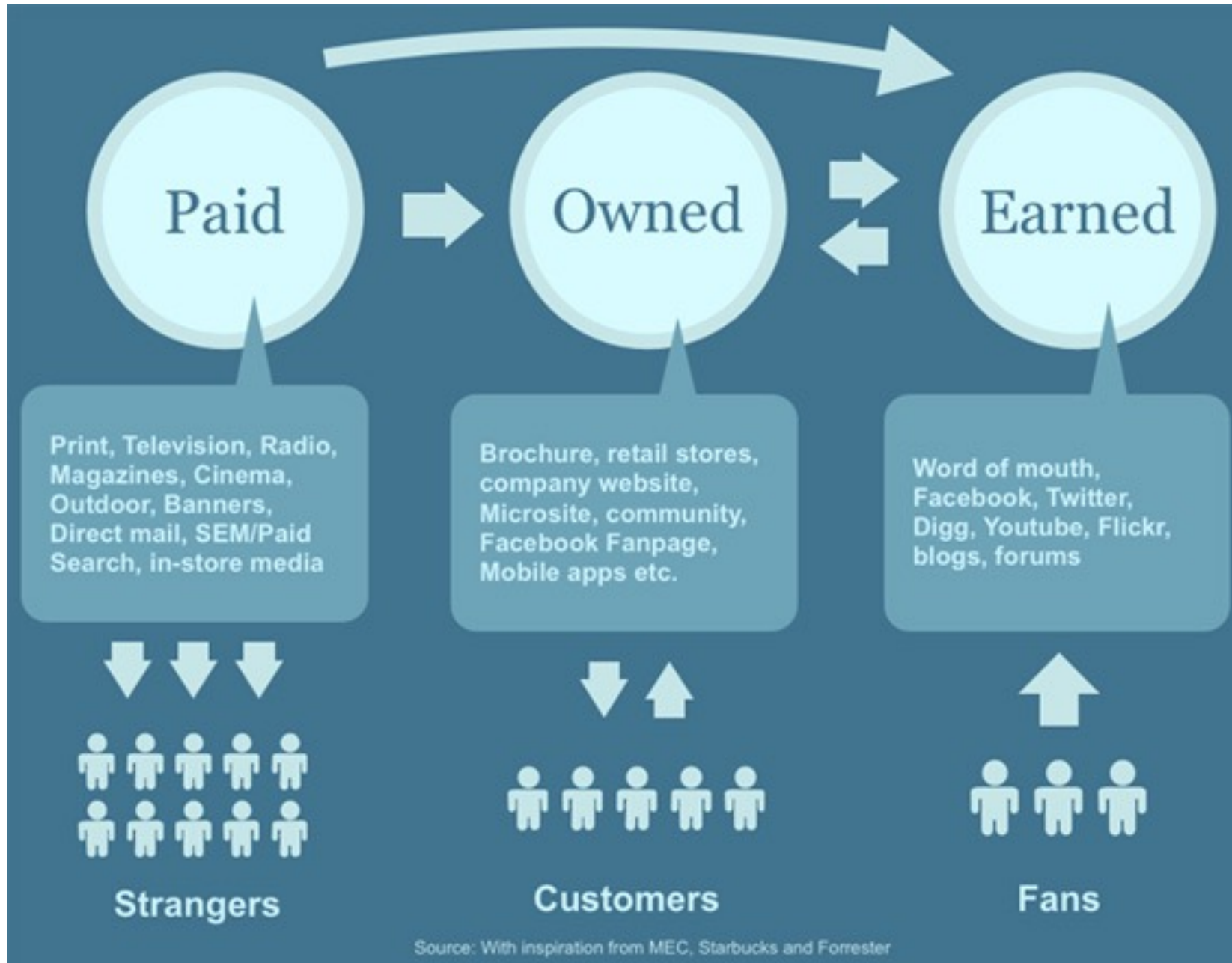
- Press (+digital)
articles

UGC

- reviews
- recommendations
- Social, Blogs
- WOM



We have different **communications objectives**
in each phase of the customer journey
and we need to use the most **proper media**



Source: With inspiration from MEC, Starbucks and Forrester



We use different media to reach these objectives

CUSTOMER JOURNEY STEP	COMMUNICATIONS OBJECTIVE	MEDIA & TOUCHPOINTS		
		PAID MEDIA	OWNED MEDIA	EARNED MEDIA
NEEDS/WANTS	BRAND AWARENESS	ADVERTISING (TV, RADIO, PRINT, OOH, CINEMA, WEB, SOCIAL), EVENTS, SPONSORSHIP, ADVERTORIALS		PR: PRESS & TV ARTICLES
CONSIDERS/EXAMINES	BRAND IMAGE	ADVERTISING TV, WEB VIDEO, SPONSORSHIP		WOM, BLOG, REVIEWS
BUY	INFORMATION	PRESS, BROCHURE	WEBSITE, SOCIAL, POINTS OF SALES, PACKAGING	
	ACTION	PAID SEARCH (GOOGLE)	DIRECT RESPONSE, POINTS OF SALES	
	TRUST		POINT OF SALES, DIRECT MAILING	REVIEWS
IS ENGAGED/INTERACTS	CONNECTION		DIRECT, SOCIAL MEDIA	
IS LOYAL/ADVOCATES			WEBSITE, SOCIAL MEDIA, POS	

We need to **know the media** and **how to use them** to plan effective communications campaigns

Fonti

- Branding Foundation – Drew Boyd – Lynda.com
- Customer Experience: Journey Mapping – Jeannie Walters – Lynda.com
- The New Marketing – Cheryl and Mark Burgess, Sage 2020
- Rajeev Batra & Kevin Lane Keller – Integrating Marketing Communications: New Findings, New Lessons, and New Ideas – Journal of Marketing: Vol. 80 (November 2016), 122–145
- Patrick Renvoise –The Persuasion Code: the Neuroscience of Sales, LinkedIn Learning 2020
- Brad Batesole –Digital Marketing Foundation – LinkedIn Learning 2021
- Colleen Jones– Advanced content marketing – LinkedIn Learning 2020