Brand Management & Media Planning

LM in Marketing & Digital Communication

Roots Tourism communication campaign

Project Work
Briefing

Owned & Earned Media

Lesson 4 part 1
Thursday October, 19

Where were we?

6-steps of brand choreography

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

2. Identify the **buyer personas**

3. Study the **customer journey** of the personas

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 product to assistance, etc.)

POE, let's recap

PAID MEDIA	OWNED MEDIA	EARNED MEDIA

ATL:
– TV
– Press
– Radio
– OOH
– Cinema
– Internet advertising:
  – Display
  – Search
  – Social network
BTL: sponsorships, Events, influencer marketing

Website
App
Blog
Social network
Direct response/CRM

Point of Sales, merchandising, Packaging
Branded spaces

PR:
– Press (+digital) articles
UGC
– reviews
– recommendations
– Social, Blogs
– WOM

Owned Media

Owned Media: the first media that we have to consider

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EARNED MEDIA

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In our communication plan we try and use all our owned media

- Brand and branded content

- Packaging

- Points of Purchase, retail stores, sellers, customer services, uniforms, …

- Company buildings, company vehicles, signage, assets, …

- Website, blogs

- App, web app

- Social Accounts (Facebook, Twitter, Linkedin, Instagram, TikTok, ecc.)

- Newsletters, Direct Emails

- Invoices

Owned Media must be consistent with the brand identity
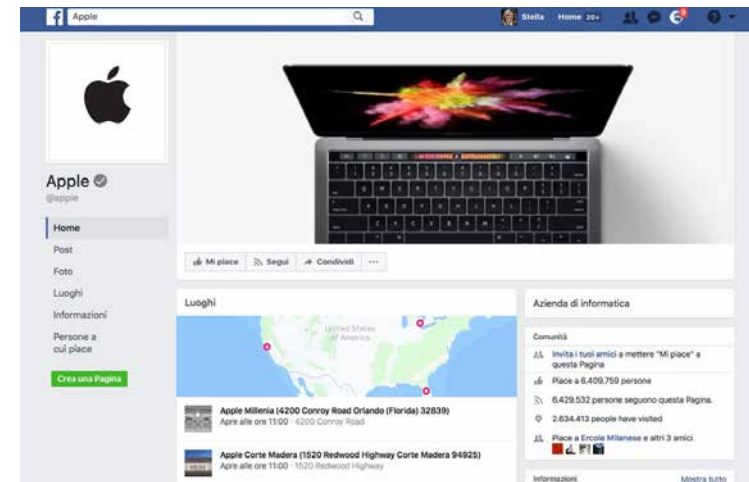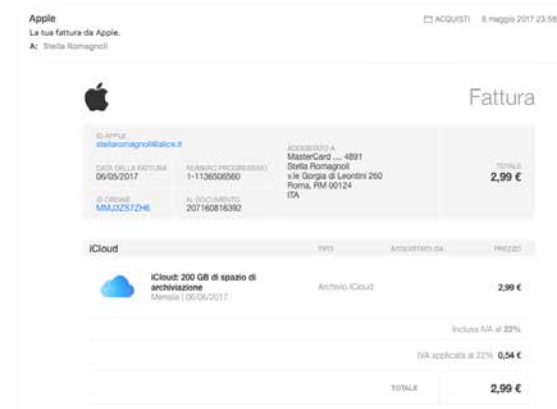
Owned media CHECK-LIST

- Websites
- Apps
- Blog
- Contact Center
- Chatbot
- Social media accounts
- Newsletters
- DEM...

- Buildings
- Retail stores
- Salepersons
- Packaging
- Vehicles
- Uniforms
- Corporate magazines
- Invoices
- Tickets...

| Canale		Property	TI LH	TREGIO	ITALFER	RFI	S.URBANI	FS
		FSNews	X	X	X	X	X	
		FSItaliane						
		Lavora con noi						
		NA-BA				X		
		PA-CT-ME				X		
		Lamusicastacambiando		X		X		
		Wim.win						
		Opentreno						
Social	Twitter	LeFrecce	X					
		FSNews_it	X	X	X	X		
		TIRegionale (Lazio)		X				
		Opentreno						
	Facebook	Opentreno						
		Fondazione FS						
		FS Recruiting Day						
		Women in Motion						
		Frecciarossa	X					
	Linkedin	FS Italiane						
		Trenitalia	X	X				
		Italferr			X			
		FS Sistemi Urbani					X	
		RFI				X		
	YouTube	FS Italiane			X	X		
		Nugo						
		Le Frecce	X					
		La Freccia TV	X	X	X	X		
	Instagram	Frecciarossa official	X					
		Nugo						
		Italferr			X			
		Lamusicastacambiando		X		X		
		FS Italiane	X	X	X	X		
Newsletter		Cartafreccia	X					
Portale di stazione		WIFI Station	X			X		
Monitor di bordo		Portale Le Frecce	X					
		Monitor	X					
		Monitor		X				

OWNED CHANNELS

Posteitaliane

Poste Italiane oversees various touch points with its own communication channels, both physical and digital, with a significant weight in terms of contacts.

- Poste.it website
- Social pages (FB, Instagram, Linkedin)
- App (poste ID, app BP, app PP, app PT) via push notification
- Vehicle circuit (comparable to dynamic OOH) with approximately 4,000 vehicles involved
- ATM video (on Postamat circuit) with over 8,000 monitors
- Video Post Offices (about 1,700 monitors with dedicated schedule)
- O2O communications on Poste Italiane customer base (approved) for sending DEM
- TG Poste present on poste.it

Owned media's role in the communication plan

Owned media are particolarly important when prospect customers **look for information** about us

CONSIDERATION

RETENTION

AWARENESS

PURCHASE

LOYALTY
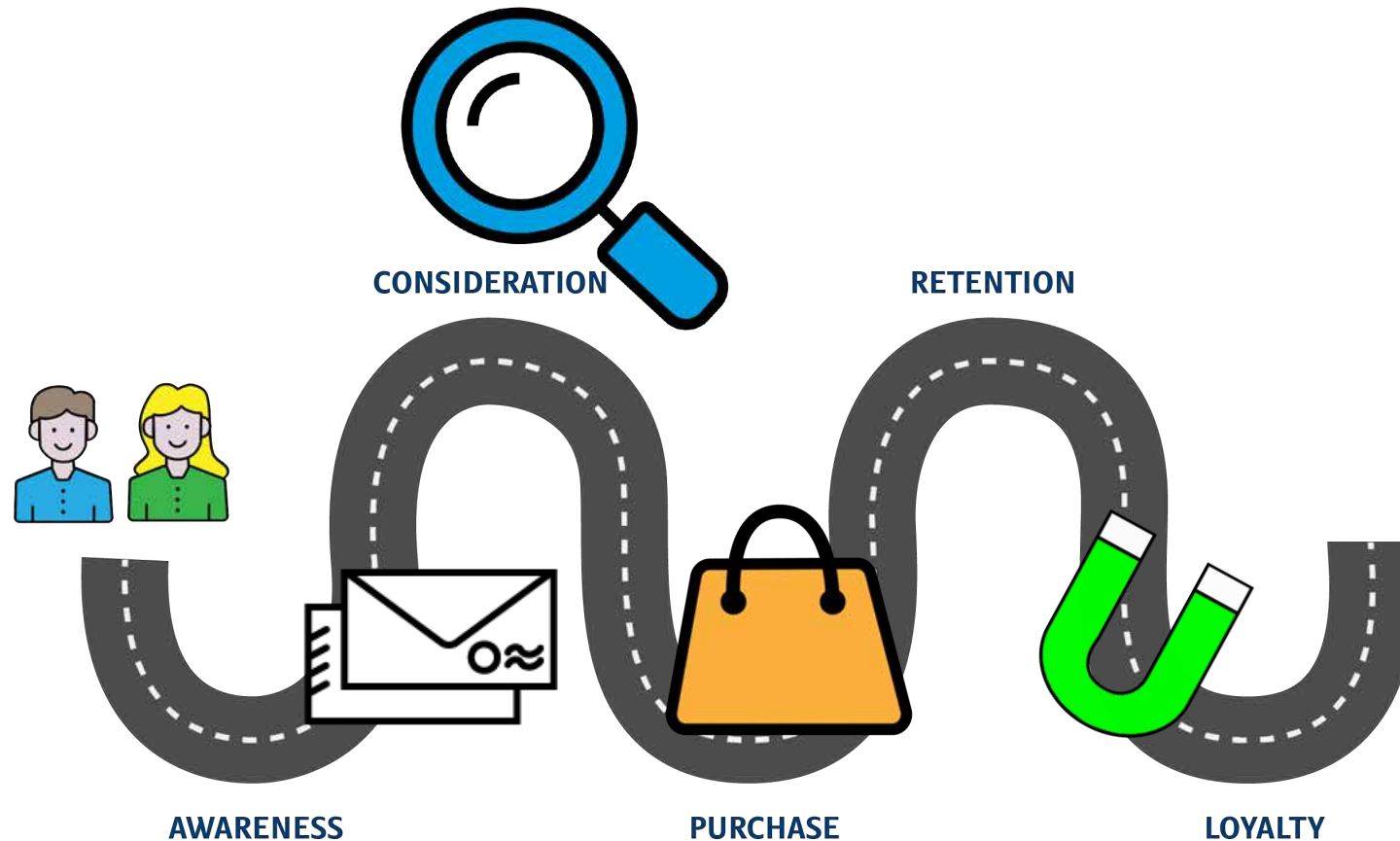
But they could be useful also to create awareness (when used as billboards)

Website

Website

An effective website is simple, well thought out, and highly functional.

Brad Batesole –Digital Marketing Foundation – LinkedIn Learning 2021

The website is one of the most important communication assets

An effective website must:

- Be **mobile friendly** and working **on all browsers**
- Be **simple**, with intuitive navigation
- **Answers all questions** users may have (check what they ask by phone or email)
- **Reflect the brand** identity
- always be **up to date**
- It is **better than the competitors'** sites

Social media

Social media & brand experience

When using digital channels and social media we need to make sure they all have:

- a **look and style consistent** with the **brand identity**
- the **same tone of voice**

We need to define **who is allowed to post** (and who is not!) and **and organize ourselves in such a way as to give the same answer (to the same question) on all channels** (social, telephone, stores, website, etc.)

Direct Communication

Direct communication uses different media

- **Phone calls** (call center – telemarketing)
- **Paper mail** (e.g. catalogues)
- **Couponing** (physical and digital)
- **Email** (DEM: direct email)
- **Social Network** direct messages
- **Newsletter**

Also called "Permission Marketing"

Anyone who wants to carry out direct communication must **respect the privacy regulations**, therefore it is necessary to:

1. **ask for consent**
    1. for data processing and
    2. the permission of contacting the potential customer (lead)
2. allow to **cancel this consent** at any time.

CRM and direct communication

It is extremely useful to ask for the permission to contact potential buyers

Sending digital direct communication (DEM, Newsletter) is almost for free. You only have to pay for the contents.

The essential component is the contact database (e.g. Hubspot database)

Thanks to digital it is possible to automate direct communication flows
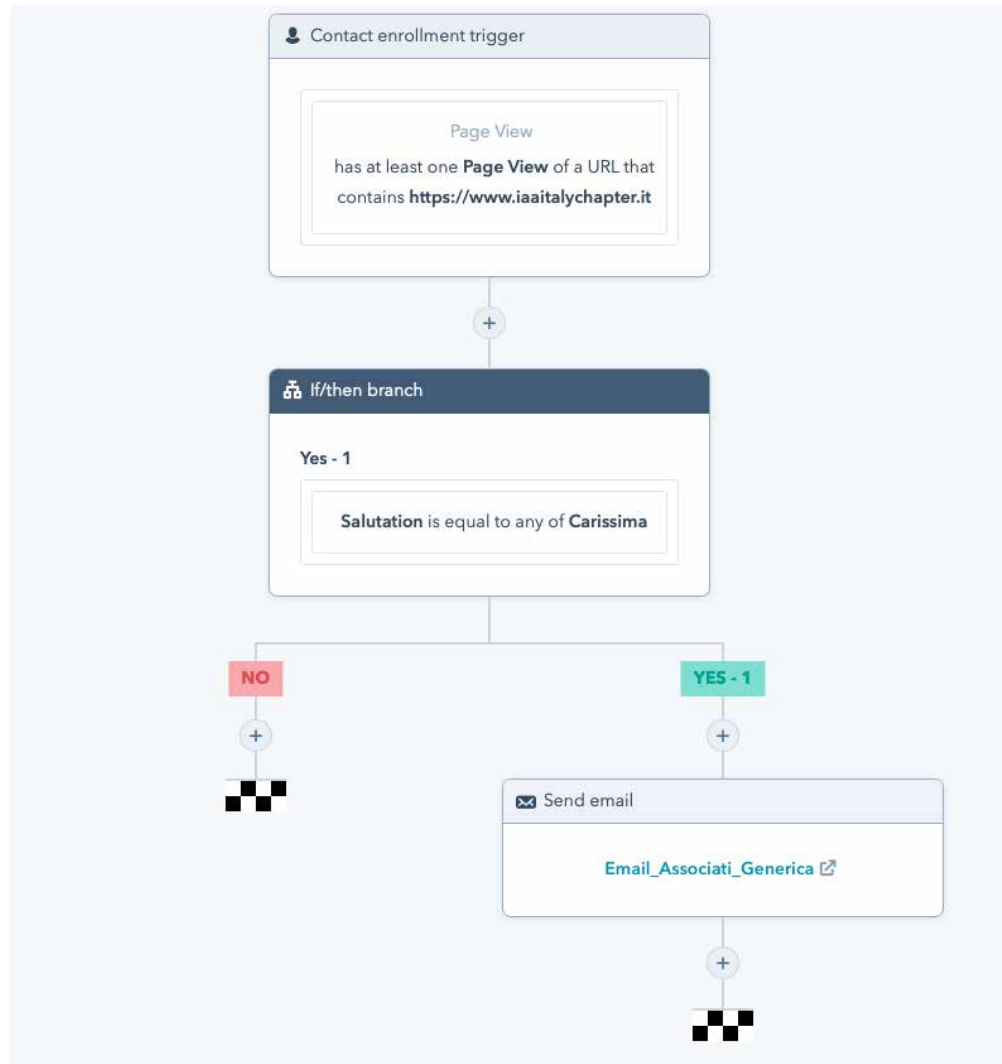
Packaging

Packaging and brand experience

Packaging is a very important **touchpoint** because it may be the first **physical encounter** our customers have with the brand and it may also be the **last** one **right** before **they buy** or **use** the product

Packaging and brand experience

In creating the **package** we must consider

- The **funtional role** (mantain goods, explain how it works, and so on)
- The **emotional role** (depending on brand values and personality)
- The **messages** (to reinforce the positioning and the brand promise)
- The **visual identity and tone of voice** (consistent with the Brand Identity)

Pakaging and brand essence

Dieline Award 2021 World's Best Packaging

The Absolute Best in Packaging: Dieline Awards 2021 Winners Revealed

BEST OF SHOW

Your Way, Way Better

CLIENT: BURGER KING

CREATIVE AGENCY: JONES KNOWLES RITCHIE

UNITED STATES

Branded spaces

Branded space and environment

Spaces could provide a **multisensory experience** for the brand

Not only the **retail stores**, but also the **company lobby** can carry the look and feel of the brand.

Brand experience in stores

NESPRESSO

APPLE

LUSH

Earned Media

Earned media

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Earned Media: the media that we cannot buy

- Word–of–mouth

- Articles on media (newspapers, TV or radio programs) by journalists or bloggers

- Organic social posts: on Facebook, Twitter, Instagram, etc.

- Comments and evaluations on ecommerce platforms

- Reviews

- Wikipedia

Earned media

Earned media are the
most effective communication instruments.
Especially **word-of-mouth.**

Why?

Because we **trust the source**.

How can we earn favorable publicity («Earned Media»)?

How can we «earn media»?

We may earn favorable publicity through:

1. A **good relationship with the people** (journalists, bloggers, influencers, etc.) who **produce content regarding us** (articles in the media, off and online) that reach our target. Companies use **PR and Media Relations**.

Earned Media example

WORLD OF cruising

Credit: MSC Cruises

The future of cruising – we step onboard new ship MSC World Europa

Author: Lucy Abbott
Published on: 07 October 2022
Updated on: 07 October 2022

MSC Cruises' newest venture comes in the form of mega-ship MSC World Europa – the ship offers you the chance to sail sustainably, powered by LNG, and hits the waters in December 2022 with a four-night sailing from Doha to Dubai. Lucy Abbott steps onboard for a first look at the ship.

What's eco-friendly, future-ready and fun for everyone? That's right, MSC World Europa.

BUSINESS
The leading provider of duty free & travel retail news

MENU

> Regional News > International

Back to International   Download Article as PDF | View Print version | Send as Email

A first look at shopping onboard MSC Cruises' new flagship World Europa

By FAYE BARTLE | Tuesday, 24 May 2022 11:31

MSC Cruises has offered a sneak peek of the 'dynamic and immersive' retail proposition onboard its new flagship, MSC World Europa.

Head of Retail Adrian Pittaway has outlined the USPs of the shopping concepts at each of the three main public area decks of the ship, which will spend its inaugural season in the Gulf, setting sail from Doha on 20 December 2022.

MSC World Europa will be homeporting in Dubai, United Arab Emirates from December 2022.

First up is the department-store style Deck 6 Shopping Gallery, located at

How can we «earn media»?

2. A **good reputation among customers**, who **support our brand** by giving **good reviews** or **recommending** our products or services through
   - Word of mouth (physical)
   - on social media or any 2.0 platform (including Amazon ...)

UGC
User-generated content

User-generated content (UGC) is **any content**—text, videos, images, reviews, etc.—**created by people**, rather than brands.

It is perceived as **more authentic** and reliable than advertising.

User–generated content are more and more important

2'14''

We get the best inspiration by seeing our amazing community wearing our clothes on Instagram and showing their unique styling.

THANK YOU FOR BEING A PART OF OUR FAMILY, AND TAKING NU-IN ON A TRIP AROUND THE WORLD.

THE MOST WANTED OUTERWEAR PIECES STYLE BY YOU

from cloud like puffer jackets to transitional blazers.

BERLIN — @ANDY.CHAJON

SWEDEN — @MINIMIDIMICHI

SWEDEN — @MINIMIDIMICHI

FRANCE — @HAFSAFAR_

100% RECYCLED QUILTED PUFFER LONG COAT 179,99 EUR

When we prepare a communication plan we must always ask ourselves:
how can we stimulate our promoters
to create content for us?

And how can we generate Word of Mouth?

Jonah Berger –On Viral Marketing – LinkedIn Learning

What makes a communication "viral"? Why do people talk about something and share it?

S T E P P S

SOCIAL CURRENCY | TRIGGERS | EMOTION | PUBLIC | PRACTICAL VALUE | STORIES

1. Social currency

"**Social currency**" is **the way we want to be perceived**. The things we say (beyond what we do and own) define our image towards others.

- For example we tell a secret because telling someone else something they don't know makes us **feel important**
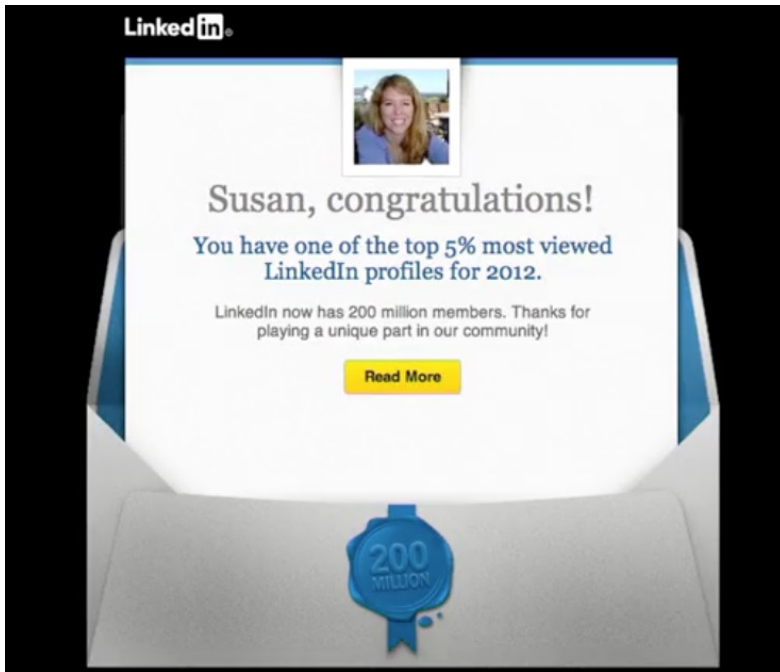
1. Social currency

So the best way to get something shared is to **make the person look good** doing it.

Social Currency — The better something makes someone look, the more likely they are to share it

A good way is to provide shareable diplomas and awards

2. Triggers

A trigger is an element that **reminds us of something**. We tend to talk about the things that come to our mind.

What environmental stimulus is going to trigger people to think about your product or idea?

2. Triggers

To create these triggers, associations of ideas must be fed:

We need to find an **element that is able to stimulate the memory of our brand** even when we are not there.

- Ex. A popular song as the soundtrack of a commercial
- A **branded gadget**

3. emotions

When we care about something, we share it: the more we feel, the more we pass on information

Emotional content is 20% more likely to be shared.

Why might they care?

Emotions are crucial in the decision making process (primal brain)

How to find our target audience emotional drivers?

1'25''

Social currency
Triggers
Emotion
Public
Practical value
Stories

Jonah Berger –On Viral Marketing – LinkedIn Learning

3. emotions

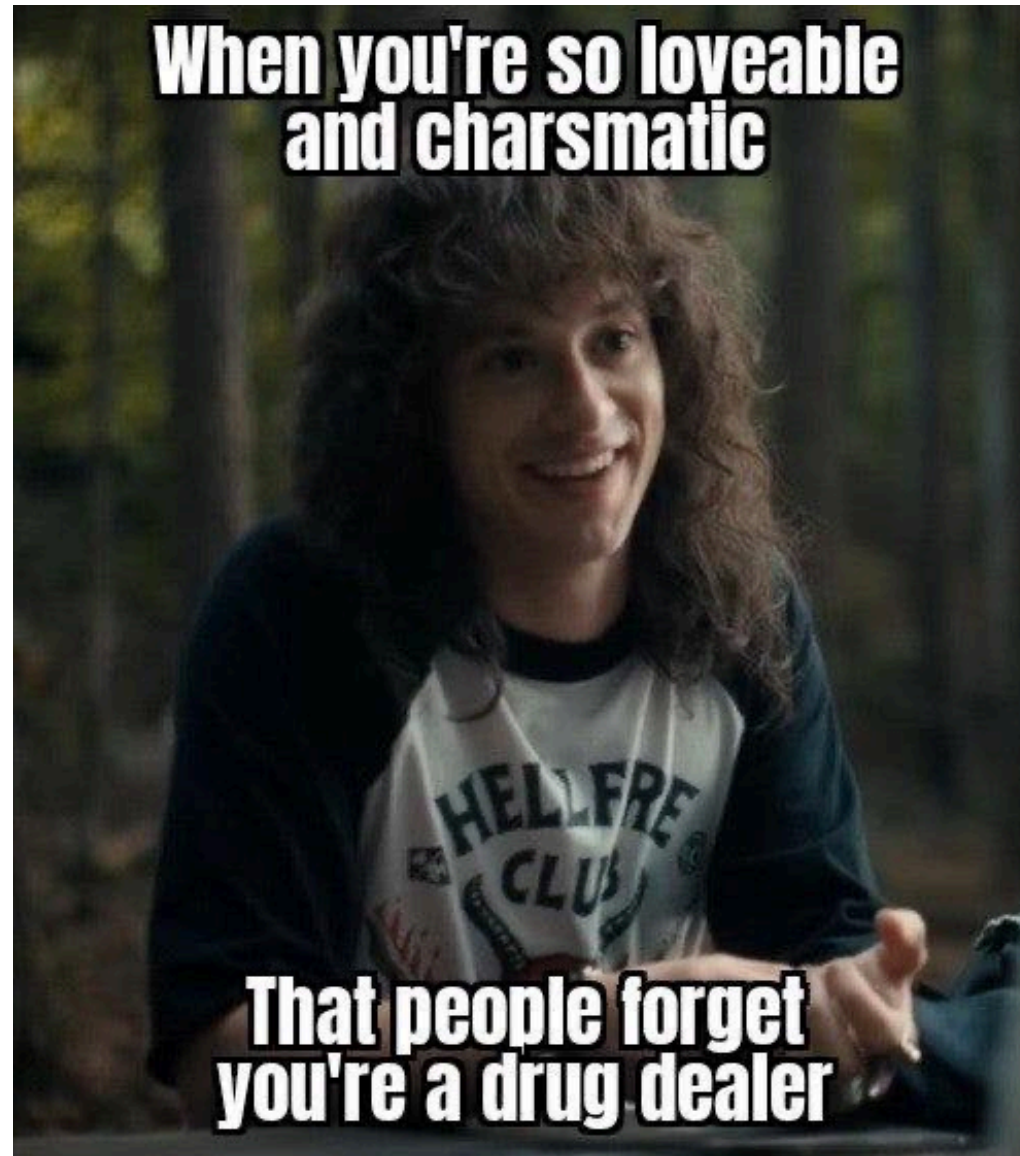Emotions with a high arousal value (active emotions) are shared (e.g. anger, excitement, humor and inspiration), the others NO (sadness, calm, etc.)
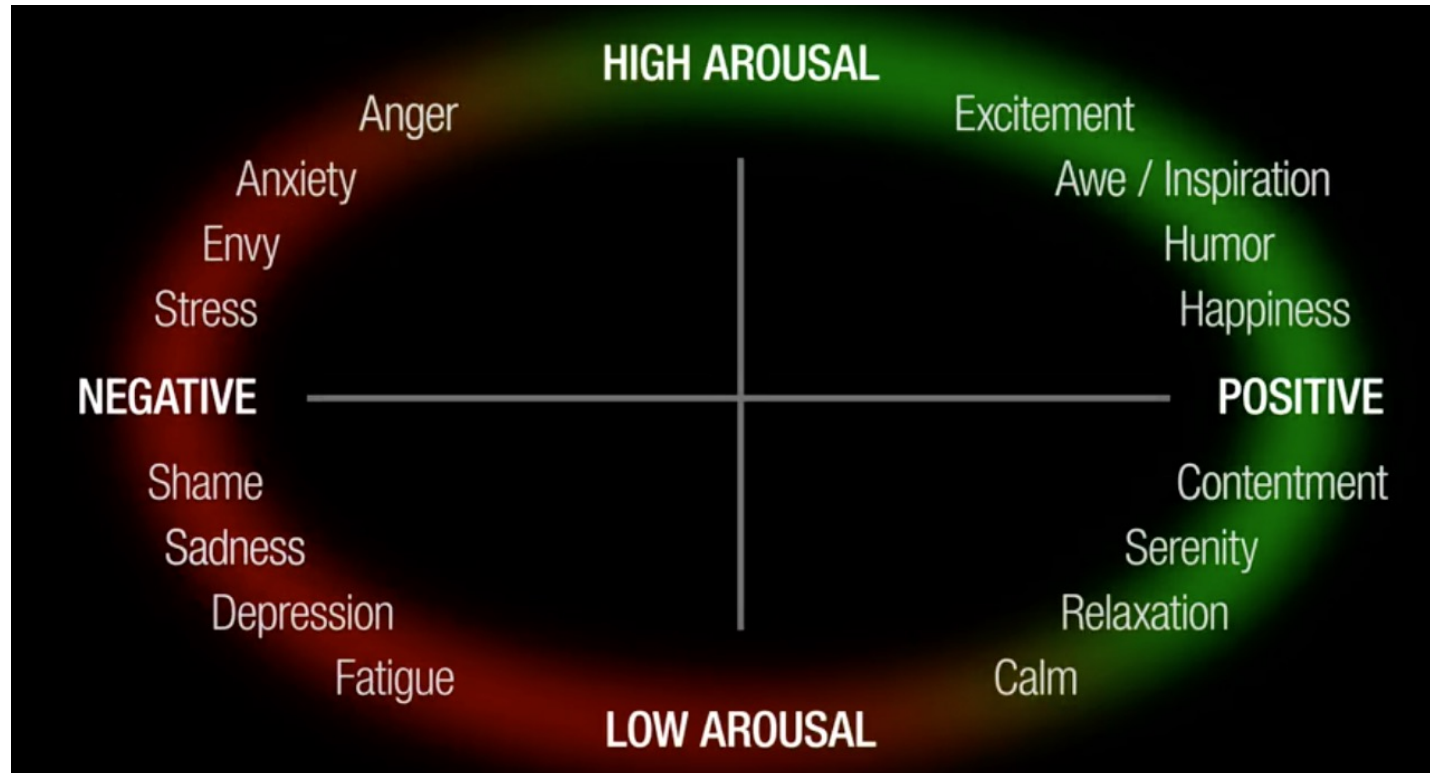
Humor is particularly effective in generating virality

4. Public

We use other people to understand how we should behave (**social proof**), especially when we are undecided.

We do something because others do it.

- If there is a queue,
- we want to enter
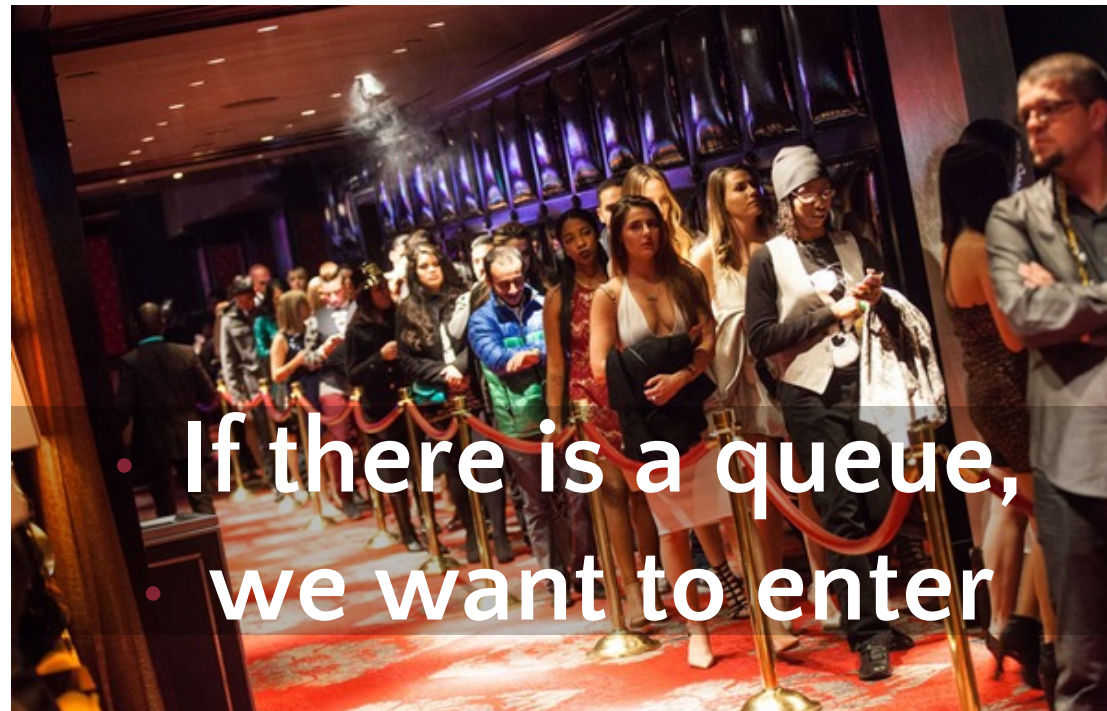
4. Public

Success calls success.

But we have to see what others do

To exploit this principle, it is necessary to **make visible what others are doing**:

e.g. visible logos, distinctive colors, number of people who use the service ... etc.

Leaderboards are an old-time classic to show success

5. Practical value

Useful information. People also **share information to help others**.

A simple way is to propose lists (7 ways to..., the 10 secrets of...., etc.).

The lists intrigue and convey the idea that information is fast.

6. stories

Try to **tell stories,** define the key concept and build a story around it that demonstrates what we want to communicate

0'50"

The more we incorporate **these ingredients** into **our social media contents**, the easier it will that people will **share them**

To learn more you can download these pdf files

CRAFTING CONTAGIOUS WORKBOOK

Contagious
WHY THINGS CATCH ON

Want to get more word of mouth? Help your product or idea to catch on? The same six principles drive all sorts of things to become popular, from consumer products to policy initiatives. Follow these key STEPPS (or as many of them as possible) to craft contagious content.

S T E P P S

SOCIAL CURRENCY	TRIGGERS	EMOTION	PUBLIC	PRACTICAL VALUE	STORIES
People care about how they look to others. They want to seem smart, cool, and in-the-know. So be sure to find the inner-remarkability (Will It Blend?) and make people feel like insiders (Please Don't Tell).	Top-of-mind means tip-of-tongue. So consider the context (Rebecca Black) and grow your habitat so that people are frequently triggered to think about your product or idea.	When we care, we share. Emotional content often goes viral (United Breaks Guitars, Susan Boyle). So focus on feelings rather than function. And kindle the fire using high arousal emotions.	Built to show, built to grow. The more public something is, the more likely people will imitate it. Design products and initiatives that advertise themselves (red bottom shoes) and create some visible behavioral residue (Livestrong bracelets).	News you can use. Useful things get shared. So highlight incredible value (Rule of 100) and package knowledge and expertise so that people can easily pass it on (Corn shucking video).	Information travels under what seems like idle chatter. Stories are vessels. So build a Trojan horse. A narrative or story that people want to tell (Jared from Subway) which carries your idea along for the ride.

Now it's up to you:
Presentation of the best 3 Kapferer's prism project

Teams that present

1. Amsterdam
2. Budapest
3. Istanbul

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 mareting – LinkedIn Learning 2020