Brand Management & Media Planning

LM in Marketing & Digital Communication

LUMSA UNIVERSITÀ
1939 8OTTANTESIMO 2019

Brand Choreography

Lesson 2 part 2
Thursday October, 24

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

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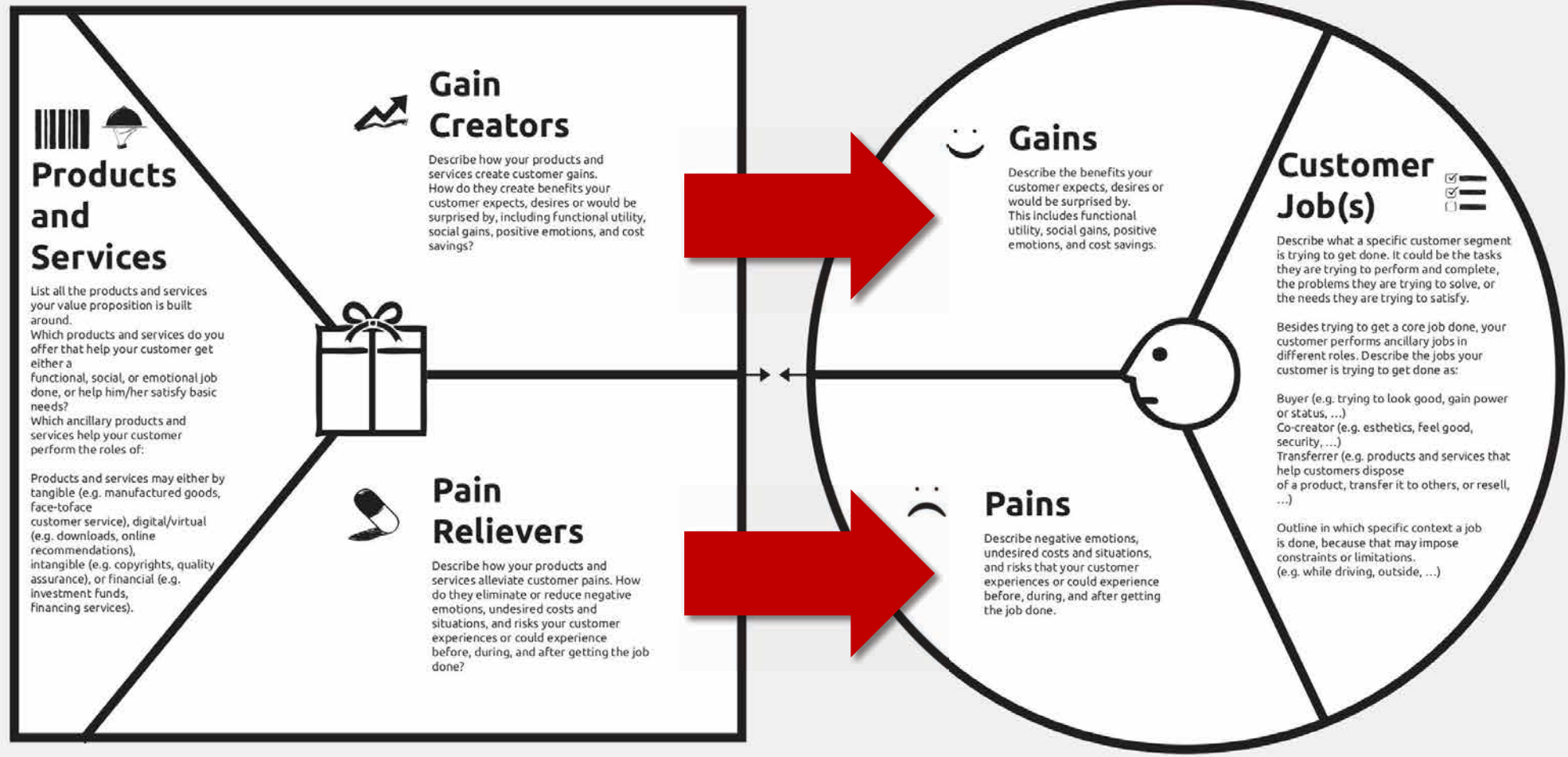
But what is this *customer journey*?
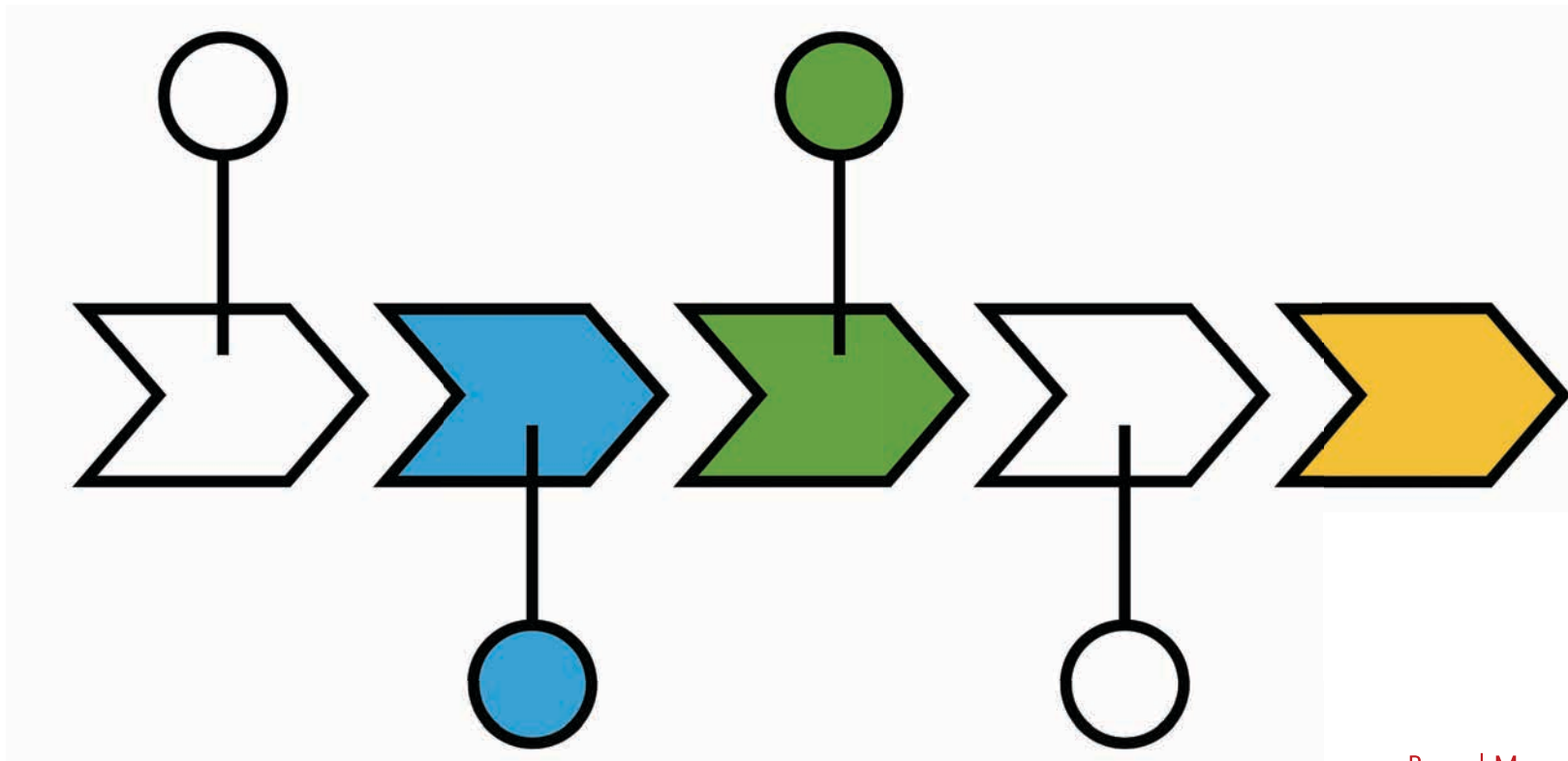
The customer journey

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

The Customer Journey map

Mapping the Customer Journey means **analyzing the target costumer 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)
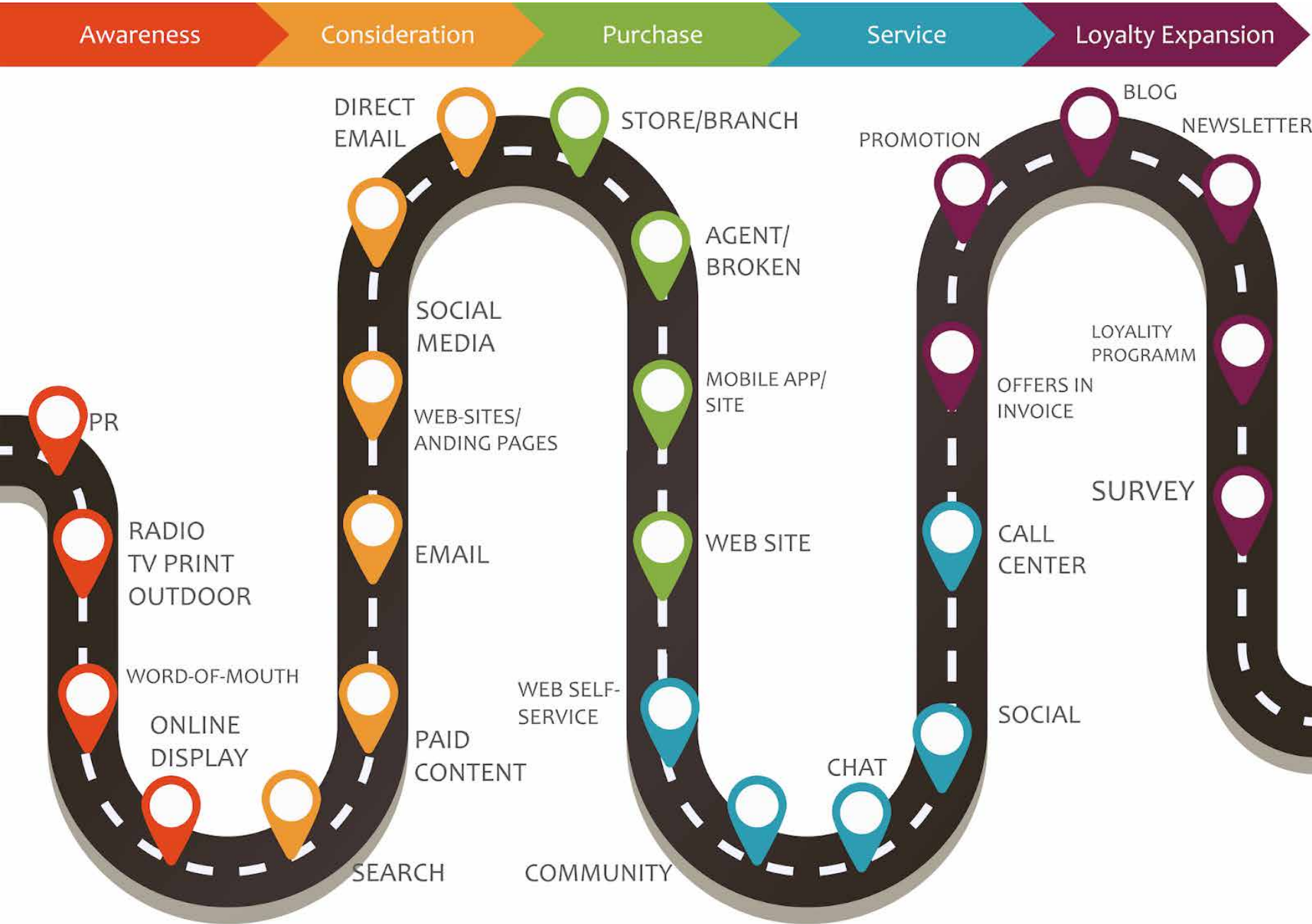
3. **Being a Customer** (5)
   - Satisfaction (meeting the promise and exceed the expectations)
   - Loyalty
   - Advocacy

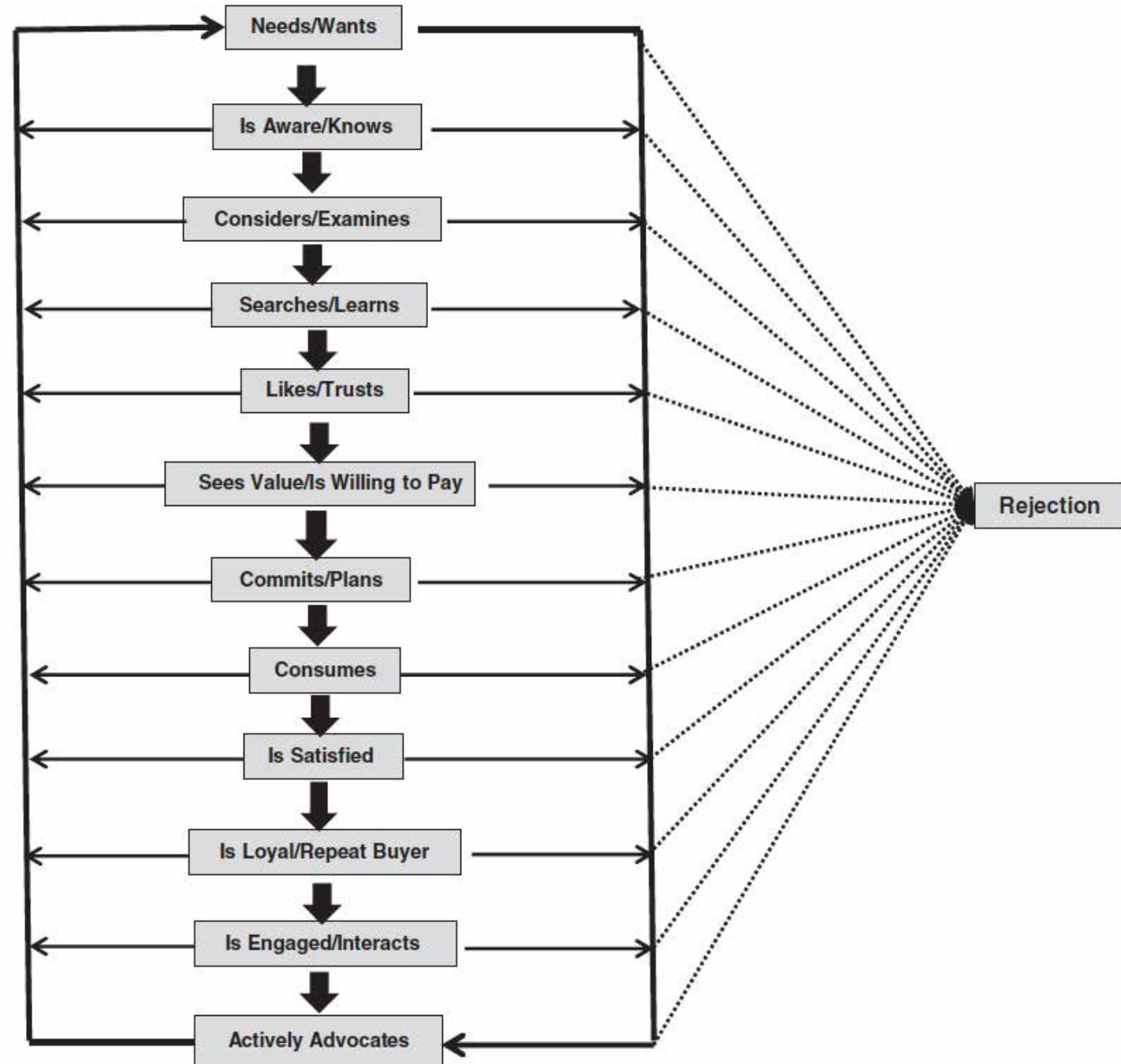# The customer journey

Others prefer a **5 steps** approach:

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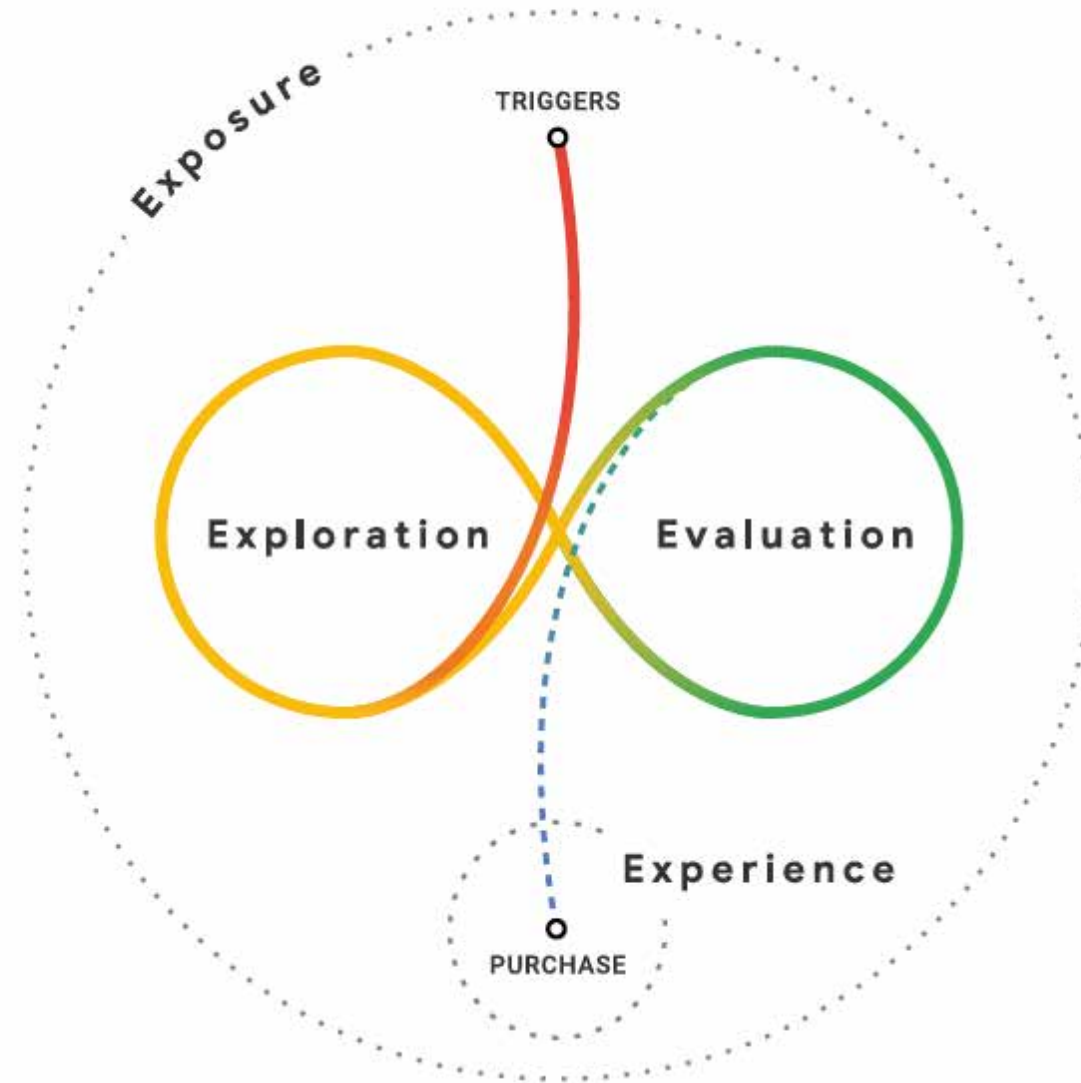3. Purchase
4. Retention
5. Advocacy

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»

Brands enter and exit the consideration set at any point up to purchase

The consumer considers an initial set of brands.

Ultimately, the consumer selects a brand.

2 Active evaluation

4 Loyalty loop

1 Initial consideration set

Trigger

3 Moment of purchase

Post-purchase experience

Consumer repurchases current brand without shopping for others.
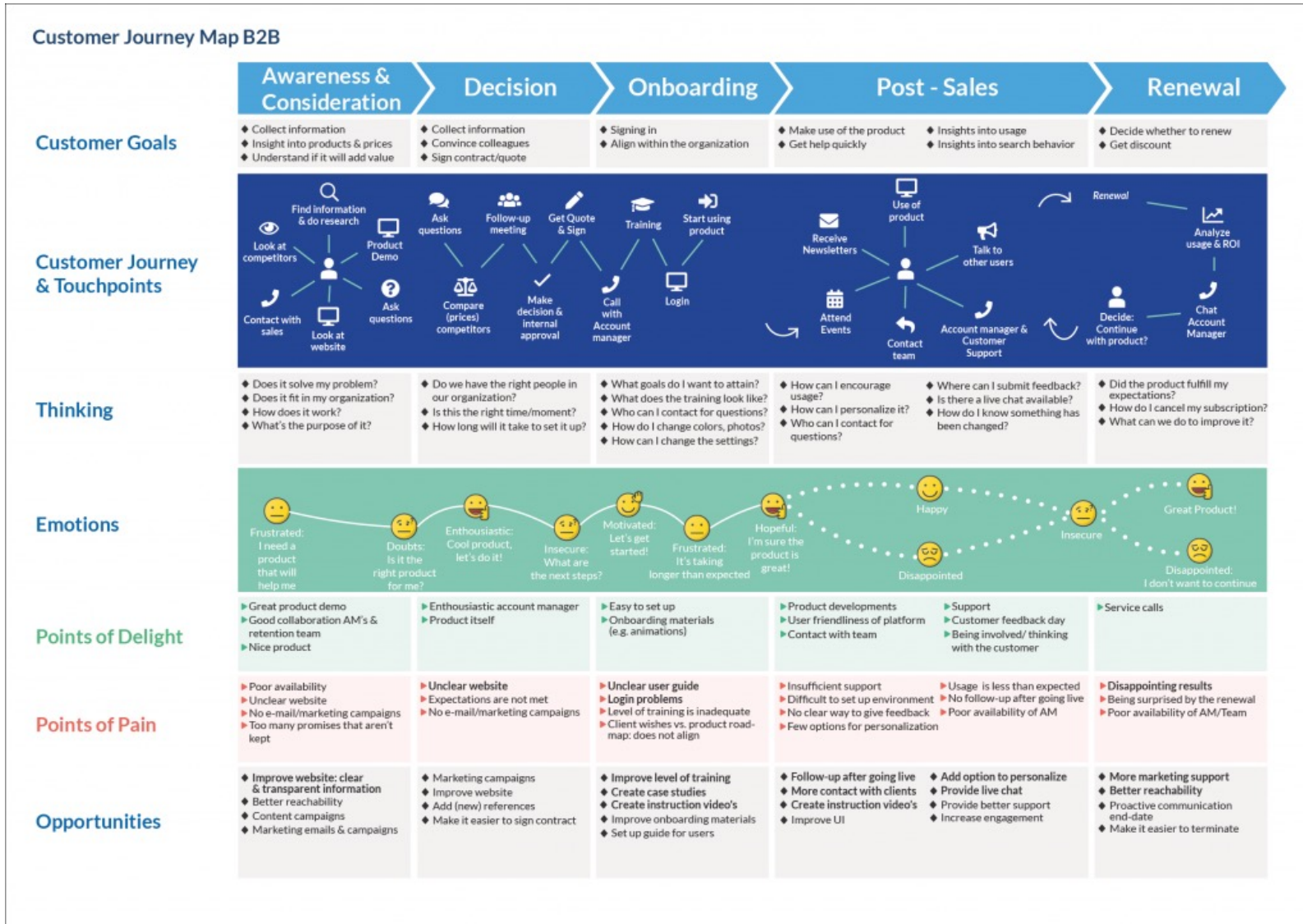
Customer journey mapping can be very detailed

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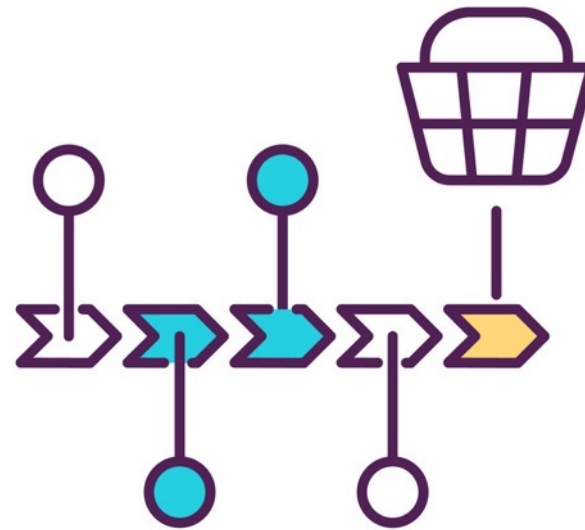2. Identify the **buyer personas** (target)

6–steps of brand choreography

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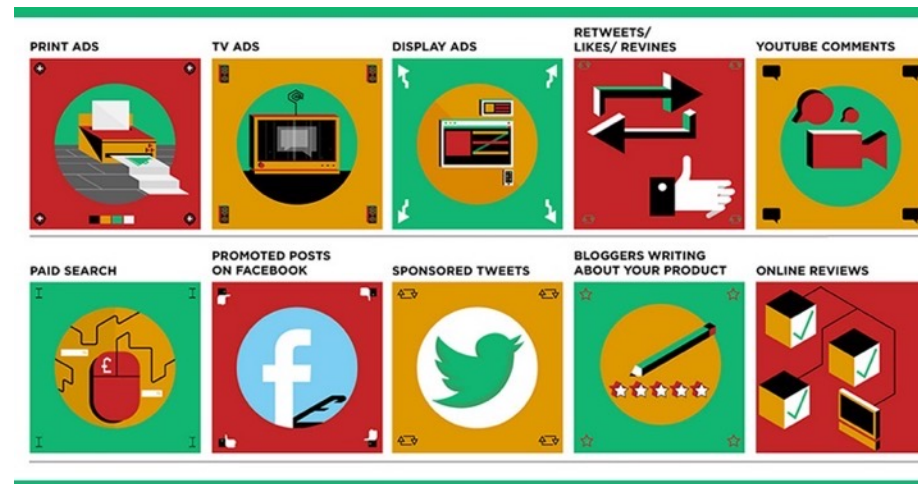
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6. Develop a **total customer experience strategy** (not just communication: all stages of the customer journey must be consistent with the brand promise, from the product to assistance, etc.)

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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 Kusinitz (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»

Buyer persona profile

- We create a buyer persona profile using **costumer 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

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

3'11"

Patrick Renvoise –The Persuasion Code: the Neuroscience of Sales, LinkedIn Learning 2020
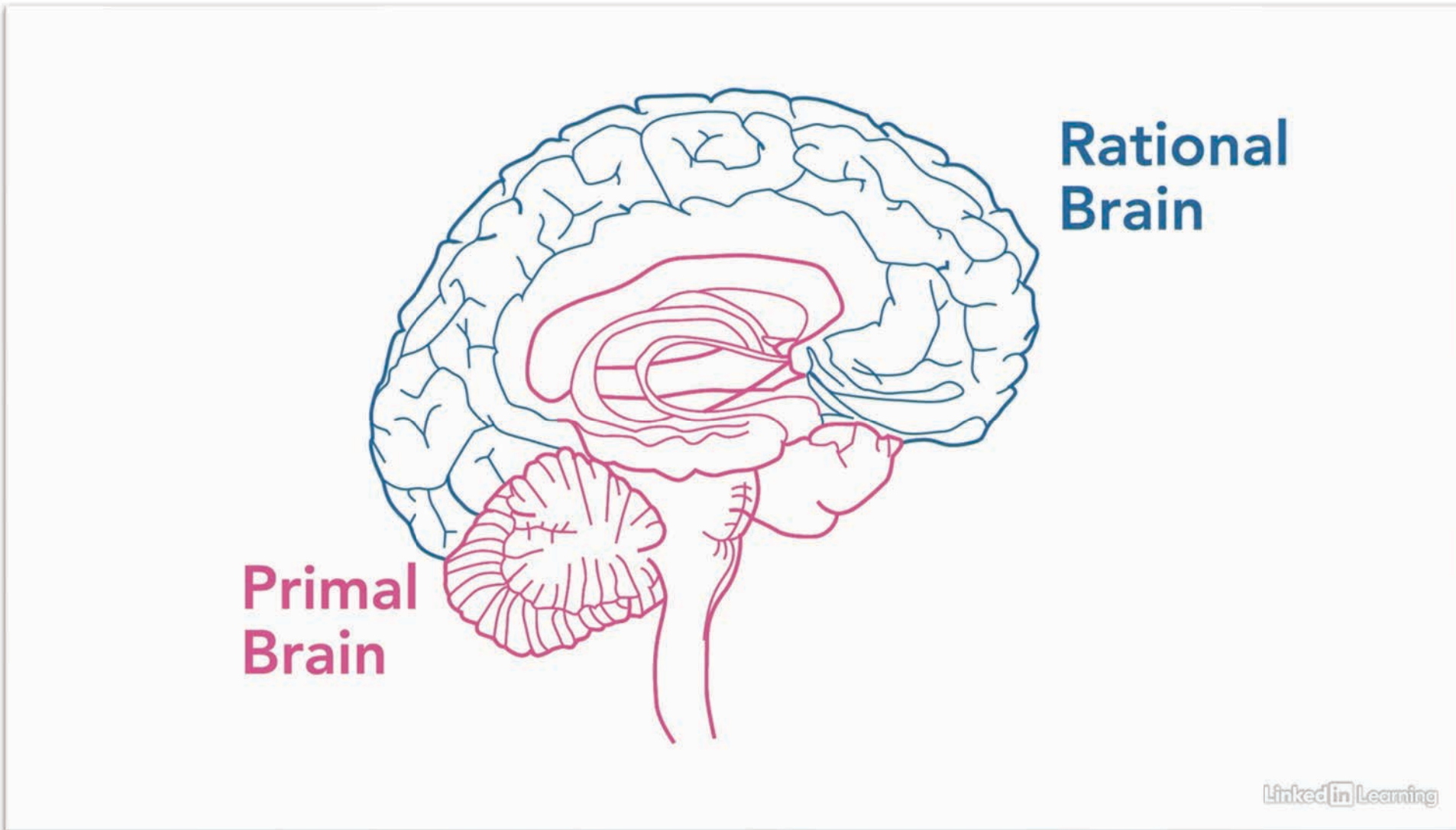
Harvard Professor Says 95% of Purchasing Decisions Are Subconscious

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

Patrick Renvoise –The Persuasion Code: the Neuroscience of Sales, LinkedIn Learning 2020
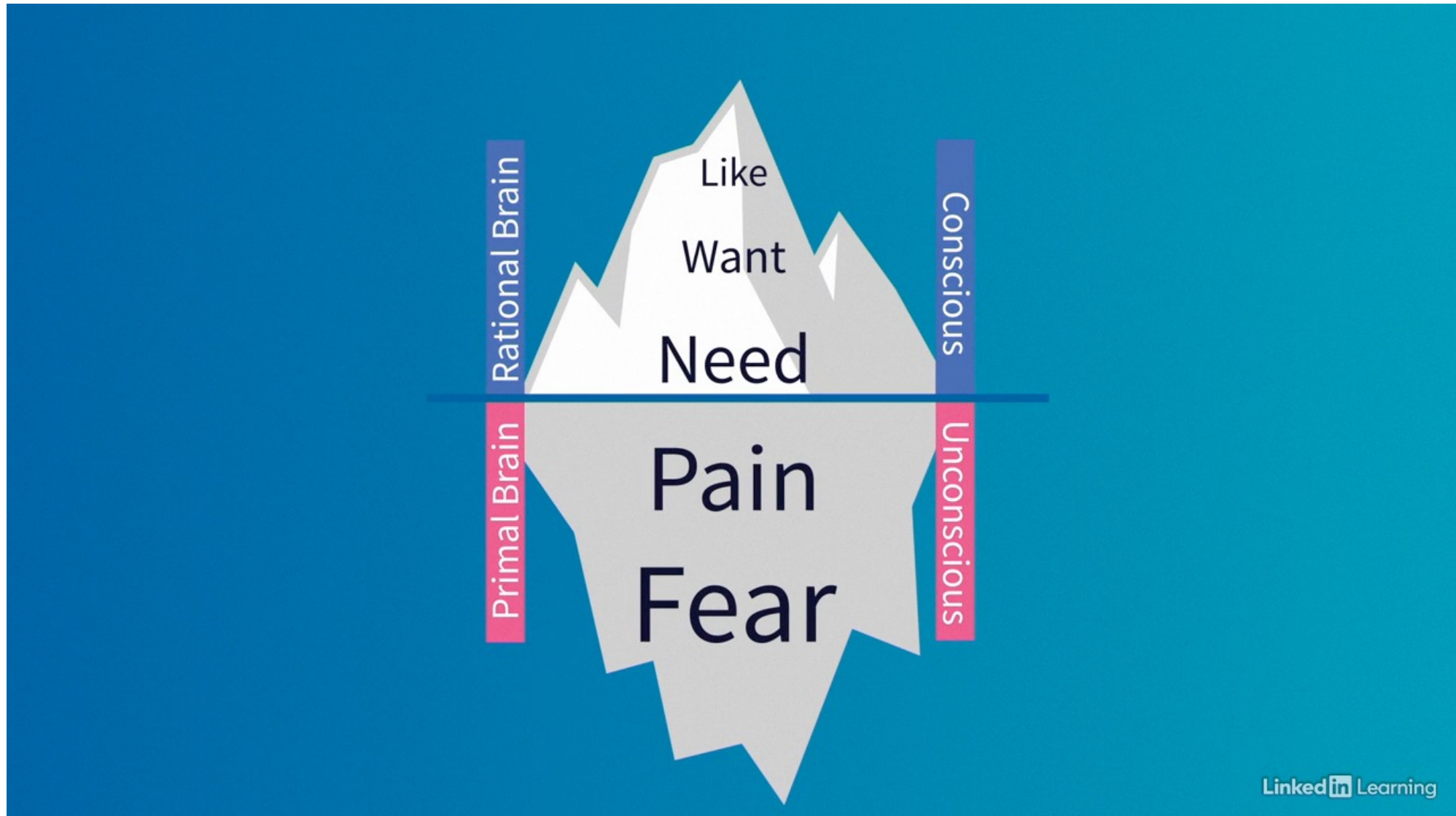
List your customers' key decision drivers.

	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.**

[1]Oxford 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
2. Identify the **buyer personas** (target)
3. Study the **customer journey** of the person
4. Identify the brand **touchpoints** for each ase of the cust er journey
5. Planning the right message on **Paid, Ow d & Ear edia**
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6-steps of brand choreography

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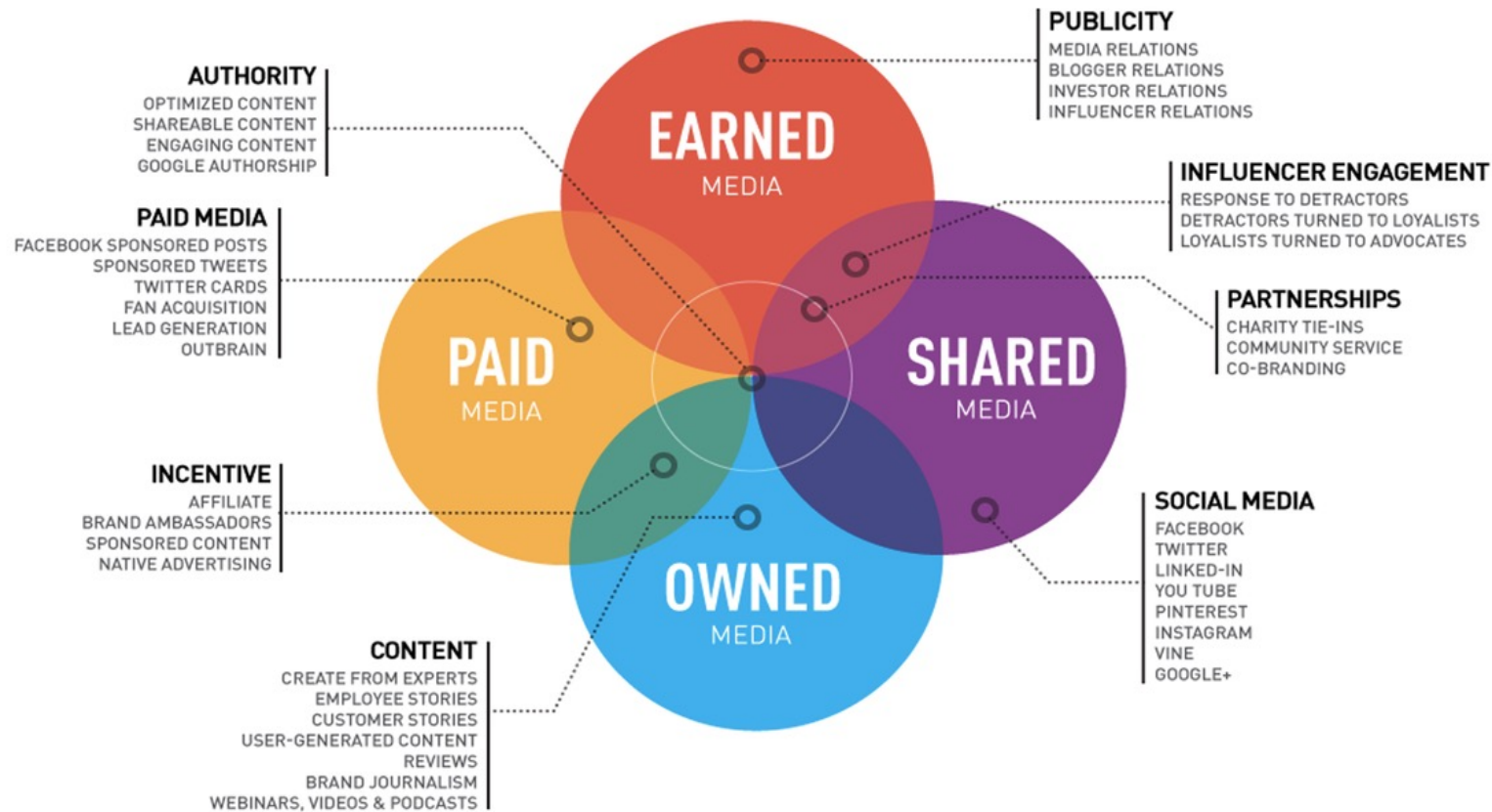
Manage paid, owned and earned media

Social media are both owned, earned and paid media!
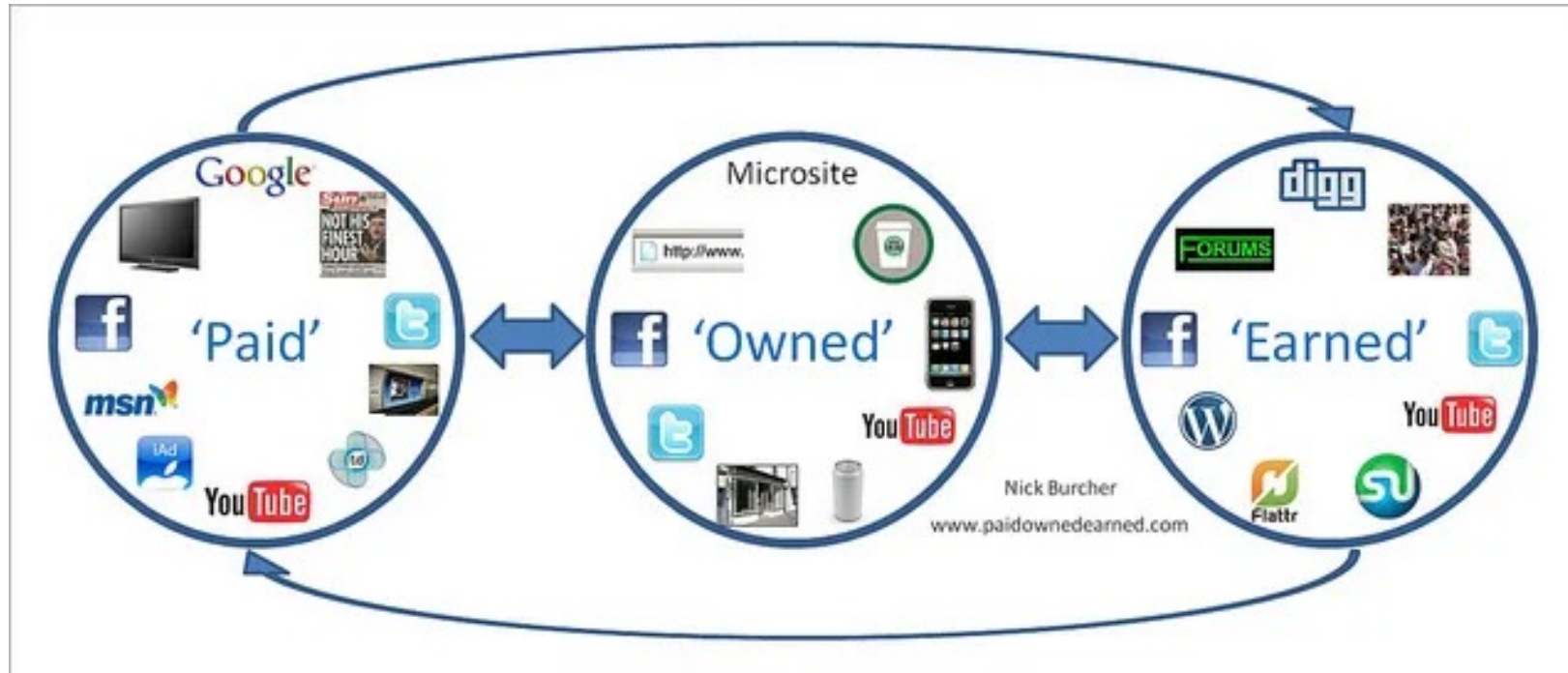
You can find also the PESO media model

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

POE Media: Paid, Owned and Earned Media

PAID MEDIA

OWNED MEDIA

EARNED MEDIA

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

BTL: sponsorship, Events, influencer marketing

Website
App
Blog
Social network
Direct response/CRM

Point of Sales, merchandising, Packaging
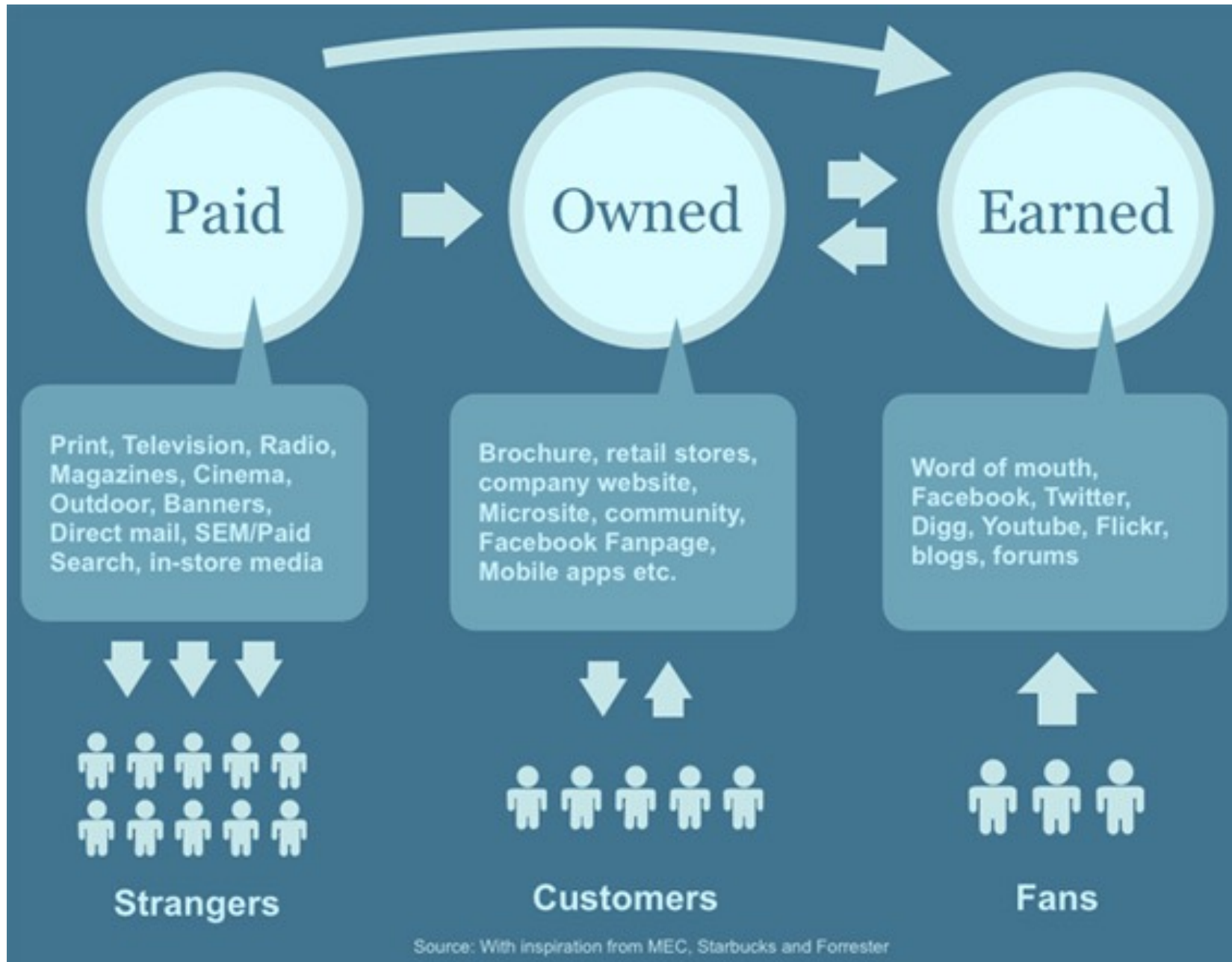Branded spaces

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

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

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- 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