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With thanks to:



**Five BIG things**  
**(that you probably need to know)**  
**about global Marketing**

...



**But...I can't draw!**





It may well be that creativity is the last unfair advantage we're legally allowed to take over our competitors.

— *William Bernbach* —

AZ QUOTES

**YESTERDAY'S  
HOME RUNS  
DON'T WIN  
TODAY'S GAMES.**

**BABE RUTH**



**University of  
South Wales  
Prifysgol  
De Cymru**





**TECHNOLOGY, SOCIETY &  
BUSINESS MODELS ARE  
EVOLVING AT AN  
UNPRECEDENTED PACE**

IMAGE BY FOLKERT CORTER

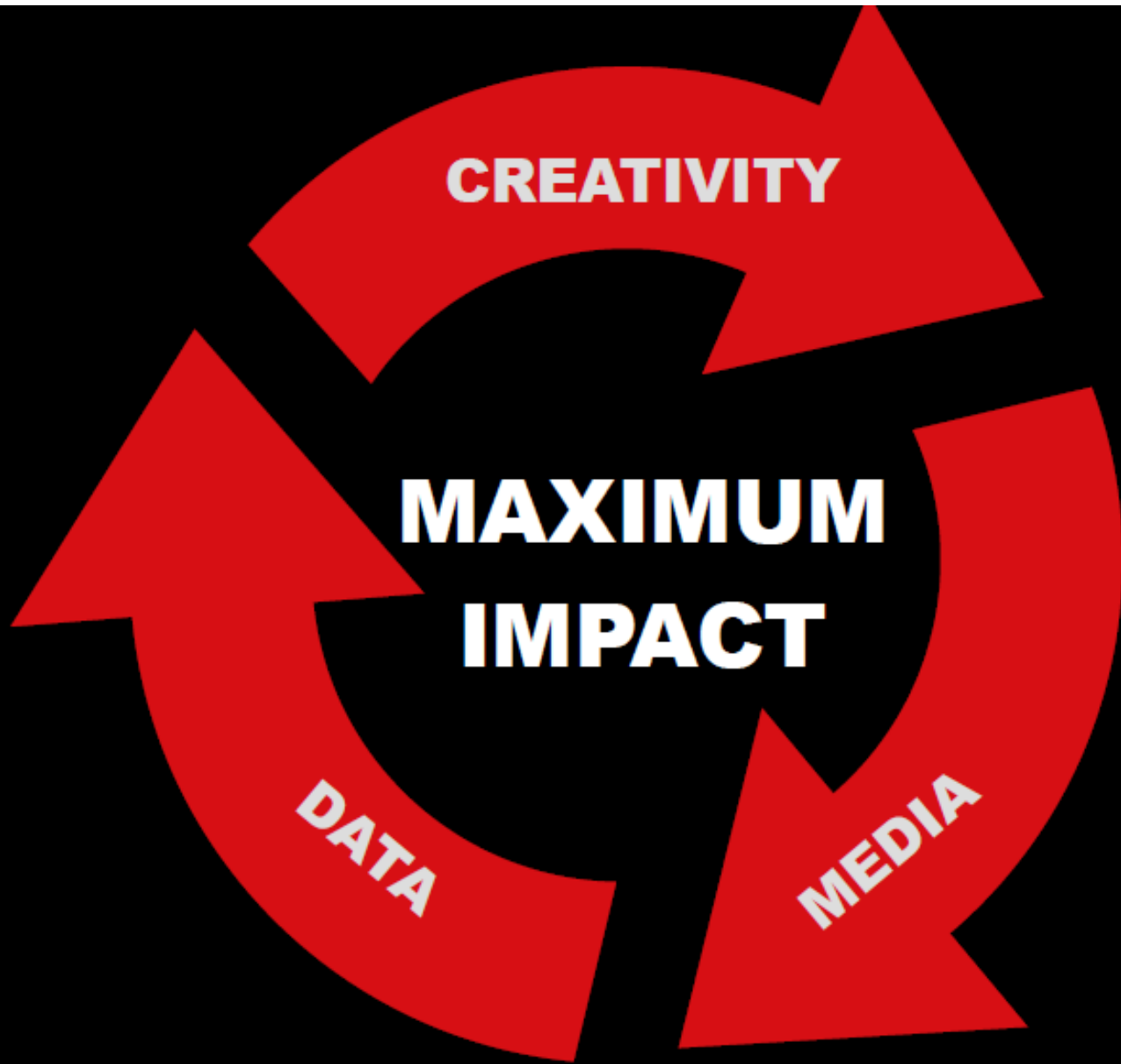
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**HOWEVER, ORGANIZATIONS  
CONTINUE TO USE YESTERDAY'S  
THINKING TO APPROACH THE  
PROBLEMS OF TOMORROW**

IMAGE BY FOLKERT CORTER







“ 100 years from now,  
the **Idea** is still going to be  
more important than all the  
Technology in the world. ”

Bill Bernbach





DO  
ONE  
THING  
WELL  
IT'S ENOUGH.



YESTERDAY

# RETURN ON INVESTMENT

TODAY

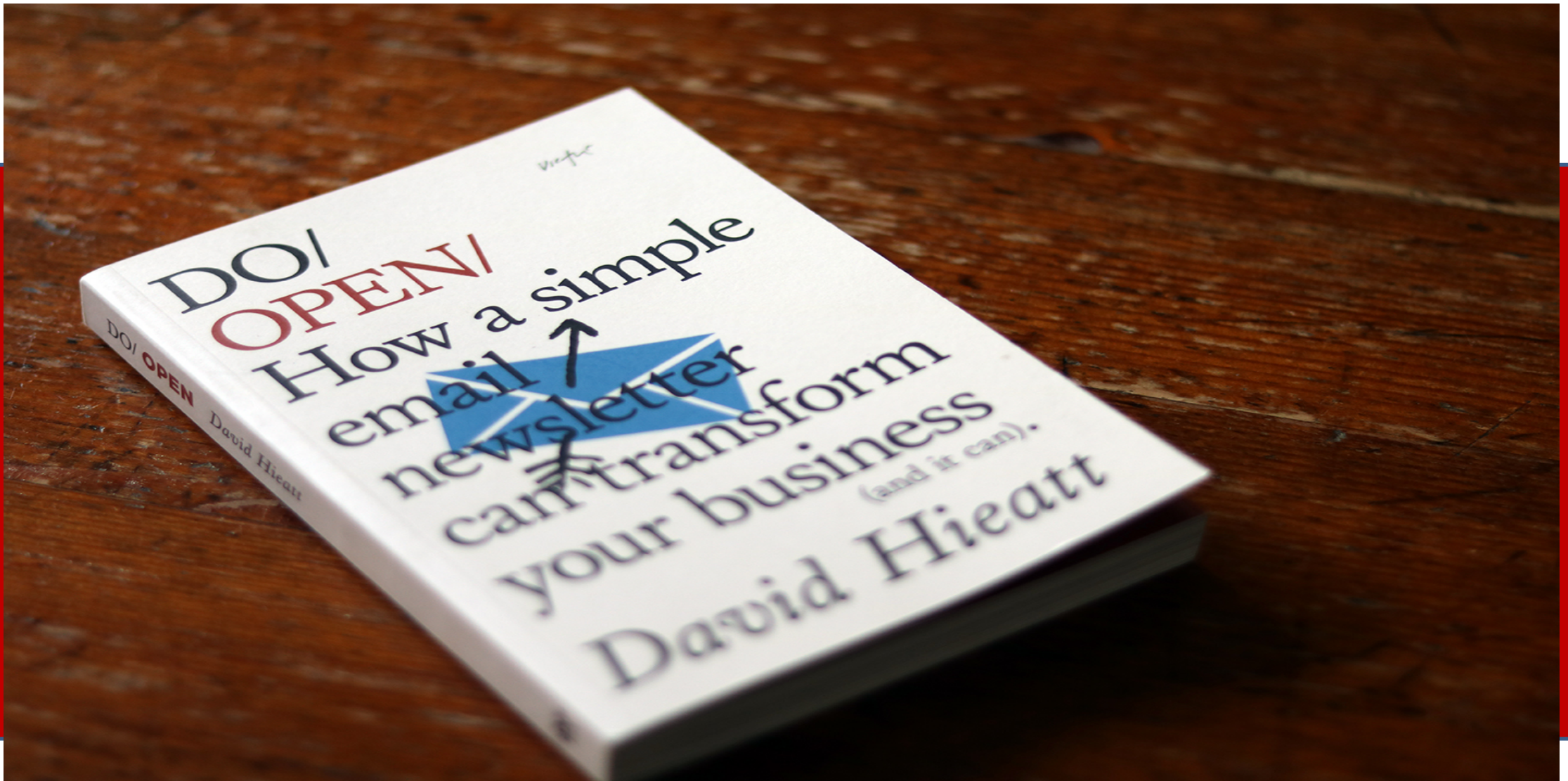
# RETURN ON INVOLVEMENT



# Want an illustration?













YESTERDAY

**OUTSPEND  
THE  
COMPETITION**

TODAY

**OUTSMART  
THE  
COMPETITION**



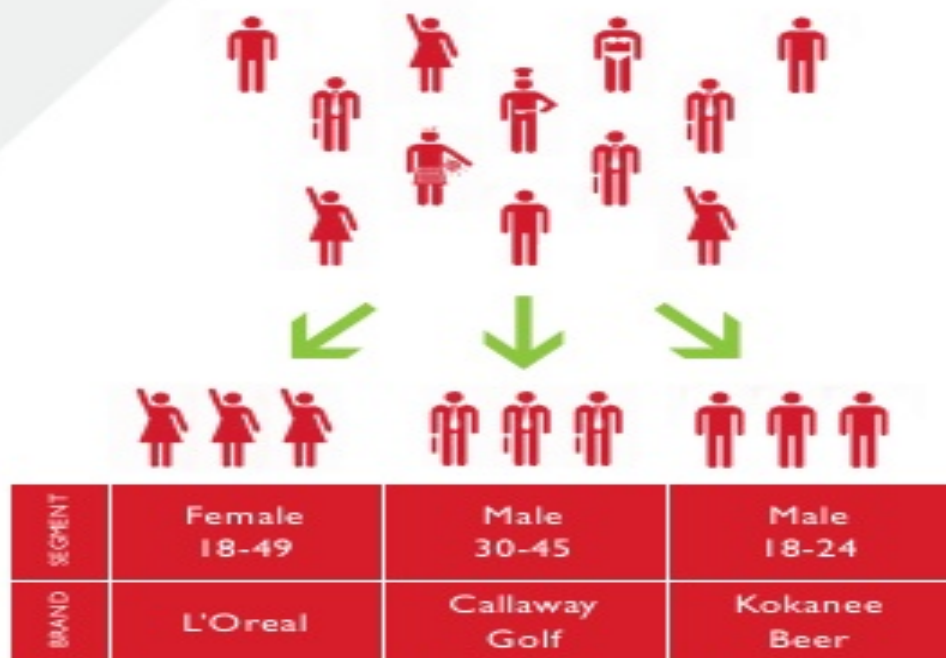
# Tribal vs 'normative' marketing

- A tribe is defined as a network of heterogeneous persons - in terms of age gender, income etc - who are linked by a shared **passion or emotion**; a tribe is capable of collective action, its members are not simple consumers, they are also advocates...



# Tribal vs 'brand' marketing

- A brand 'community' is formed around supporting a particular brand or product
- They are :
  - explicitly commercial - tribes are not...
  - about the relationship between brand and consumer - tribes...the relationship between consumers



- ▶ Consumer world segmented by demographics, geography, and/or psychographics
- ▶ This perspective of the consumer world allows marketers to understand these segments, and respond with appropriate marketing strategies



- ▶ Consumer tribes are defined or created based upon a common passion shared amongst members; demographics, geography, and psychographics are irrelevant
- ▶ This perspective of the consumer world allows marketers to understand these tribes, and respond with appropriate marketing strategies

## “Okay - I get tribal marketing. Now – why do I care?”

The tribal marketing approach, implemented successfully, can provide important benefits to a brand.

- ▶ Tribe members talk - with each other and with potential members. If given the opportunity to interact, tribe members can be effective advocates of your product or brand, both to existing tribe members and potential recruits.<sup>5</sup> Word of mouth opportunities are plentiful.
- ▶ A product or brand that speaks authentically and deeply to a tribe's core passion may translate to consumption of the product or brand with very strong levels of loyalty. What marketer wouldn't want "active loyalists"?<sup>6</sup>
- ▶ With high levels of loyalty, there is the potential for higher profit margins since traditionally, higher customer affinity equates to a willingness to pay higher prices.
- ▶ With permission from the tribe, marketers can participate in and/or observe tribal "rituals" and "gatherings" and be able to collect important information to help to develop future products or strategies and tactics to better serve tribes. As a result of receiving input directly from the end consumer, product development cycles may shorten with quality offerings.

This is the appeal of the tribal marketing approach.



**The scarce resource  
is mindspace**





YESTERDAY

# MONOLOG OF THE BRAND

TODAY


# DIALOG WITH HUMANS





**MARKETING IS NO LONGER ABOUT  
THE STUFF THAT YOU MAKE, BUT  
ABOUT THE STORIES YOU TELL.**

**- SETH GODIN**

A photograph of a flower shop named "Chez Michèle" with a person in the foreground holding an umbrella. The shop is set in a rustic stone building. A wooden sign above the entrance reads "Chez Michèle" in cursive. The shop's name and services are also written on the dark wooden door in gold lettering: "Contract Deliveries Weddings Funerals" on the left and "Deliveries Contract Weddings Funerals" on the right. The shop is filled with various flowers and plants, including tulips, hydrangeas, and potted plants. A person in a dark jacket and hat is walking past the shop, holding a dark umbrella. The overall atmosphere is cozy and traditional.

# FINDING YOUR BRAND STORY



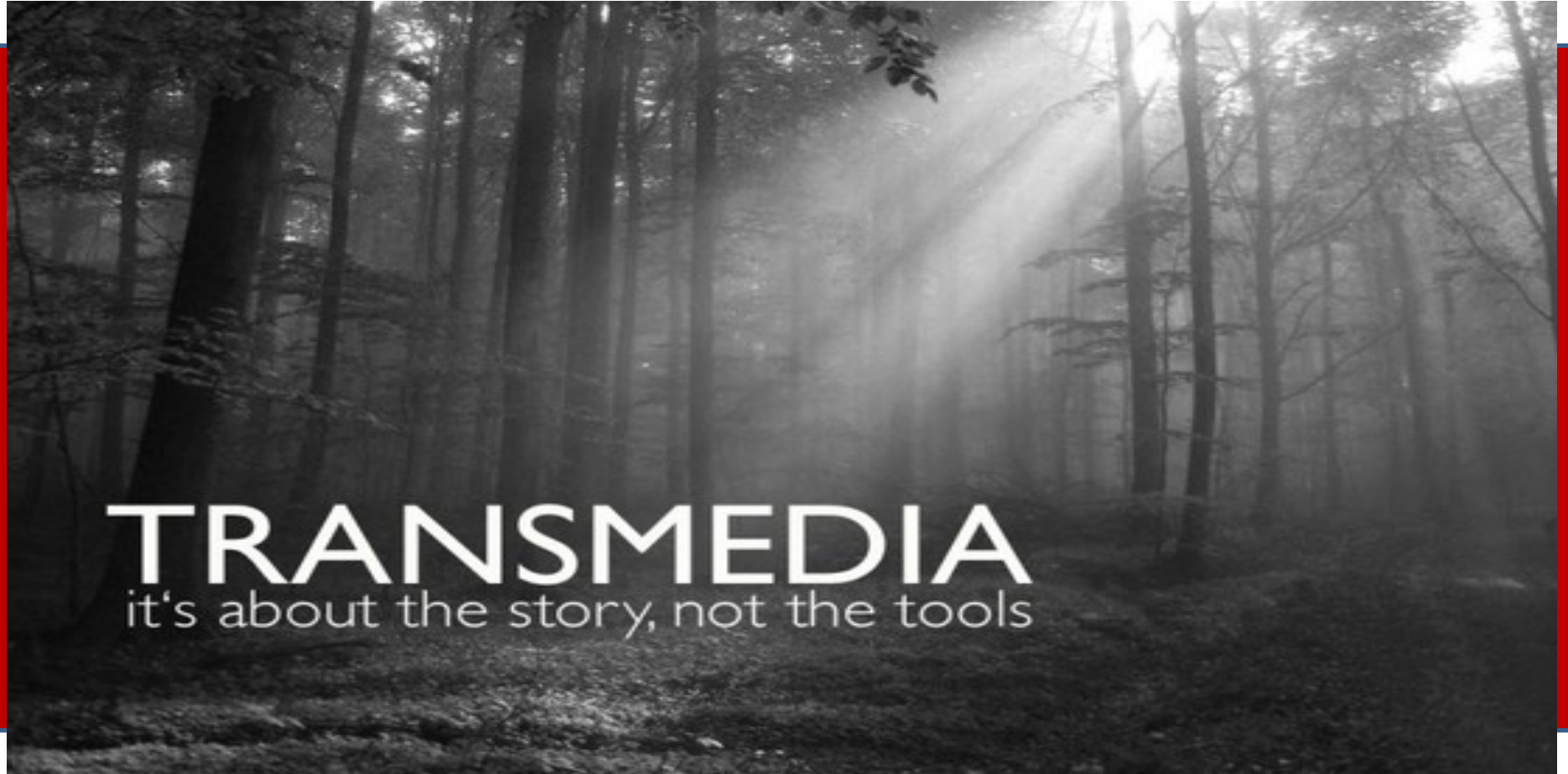
YESTERDAY

**FROM  
STORYTELLING**

TODAY


**TO  
STORYDOING**









An aerial photograph of a river with white water rapids. The water is turbulent and foamy, creating a complex, swirling pattern of white and grey. The background is a dark, almost black, color, which makes the white foam stand out. A black rectangular box is centered over the image, containing the text.

**CUSTOMER EXPERIENCE  
WAS FAIRLY LINEAR AND  
PREDICTABLE**




**THEN:  
DISRUPTION**



**THE INTERNET.  
SEARCH ENGINES.  
UBIQUITOUS TECHNOLOGY.  
SOCIAL MEDIA.**







**DISRUPTION IS EVERYWHERE**

**IF YOU THINK YOUR BUSINESS OR  
INDUSTRY IS IMMUNE, THINK AGAIN**

# HOW CREATIVITY, MEDIA AND DATA ARE INTERTWINED



**DATA**



**MEDIA**

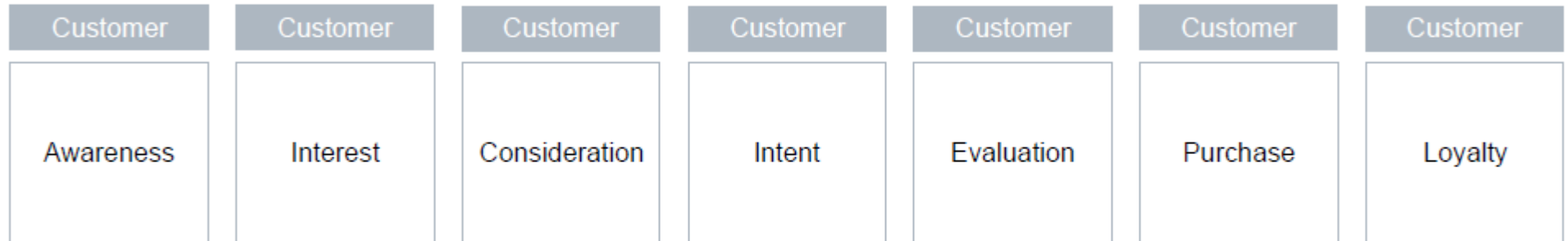


**RELEVANT  
MESSAGE**





# TODAY WE MANAGE METRICS AND DISCIPLINES



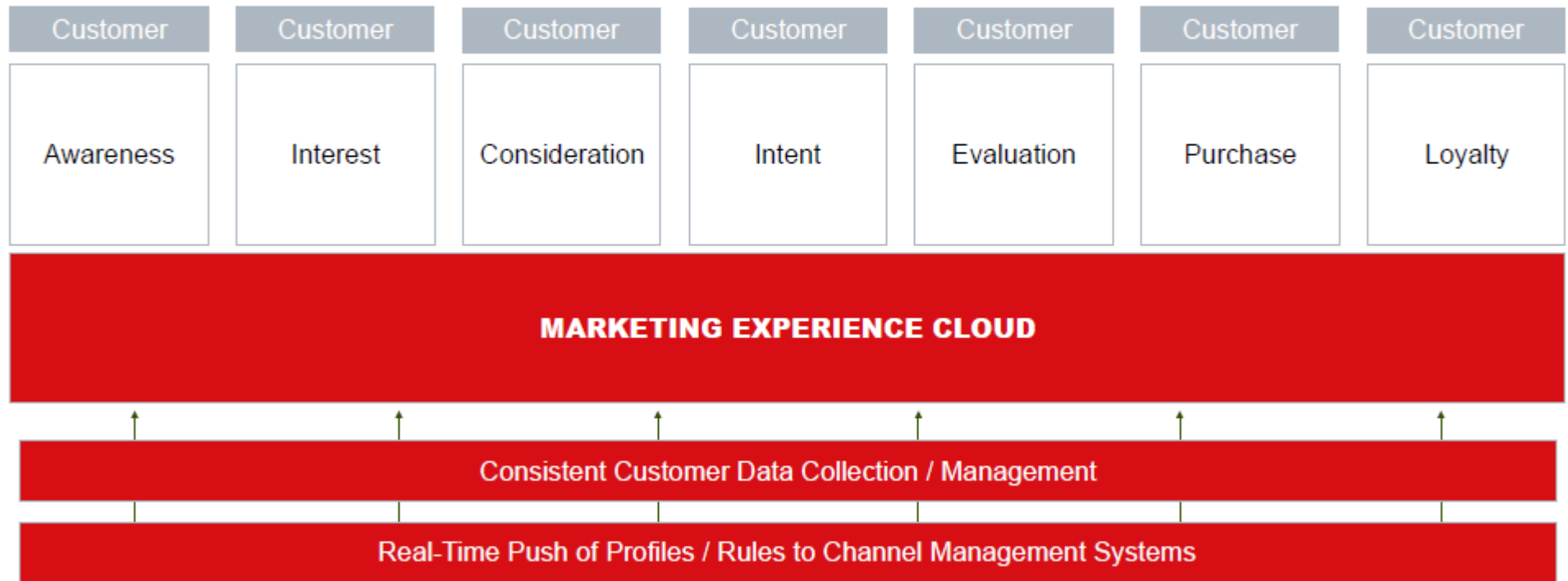
**MARKETING**

**SALES**

**CRM**



# TOMORROW WE MANAGE CUSTOMER EXPERIENCES



# You need to talk about marketing:

# marketing does not belong to IT

# UX matters

# the story 'messenger' matters

# digital is not strategy

#creativity really matters...like really!



# THE END

(and the beginning)

