



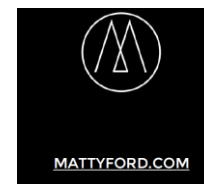
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University of South Wales Business
School

Global Vice Chair CIM and EMC



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**

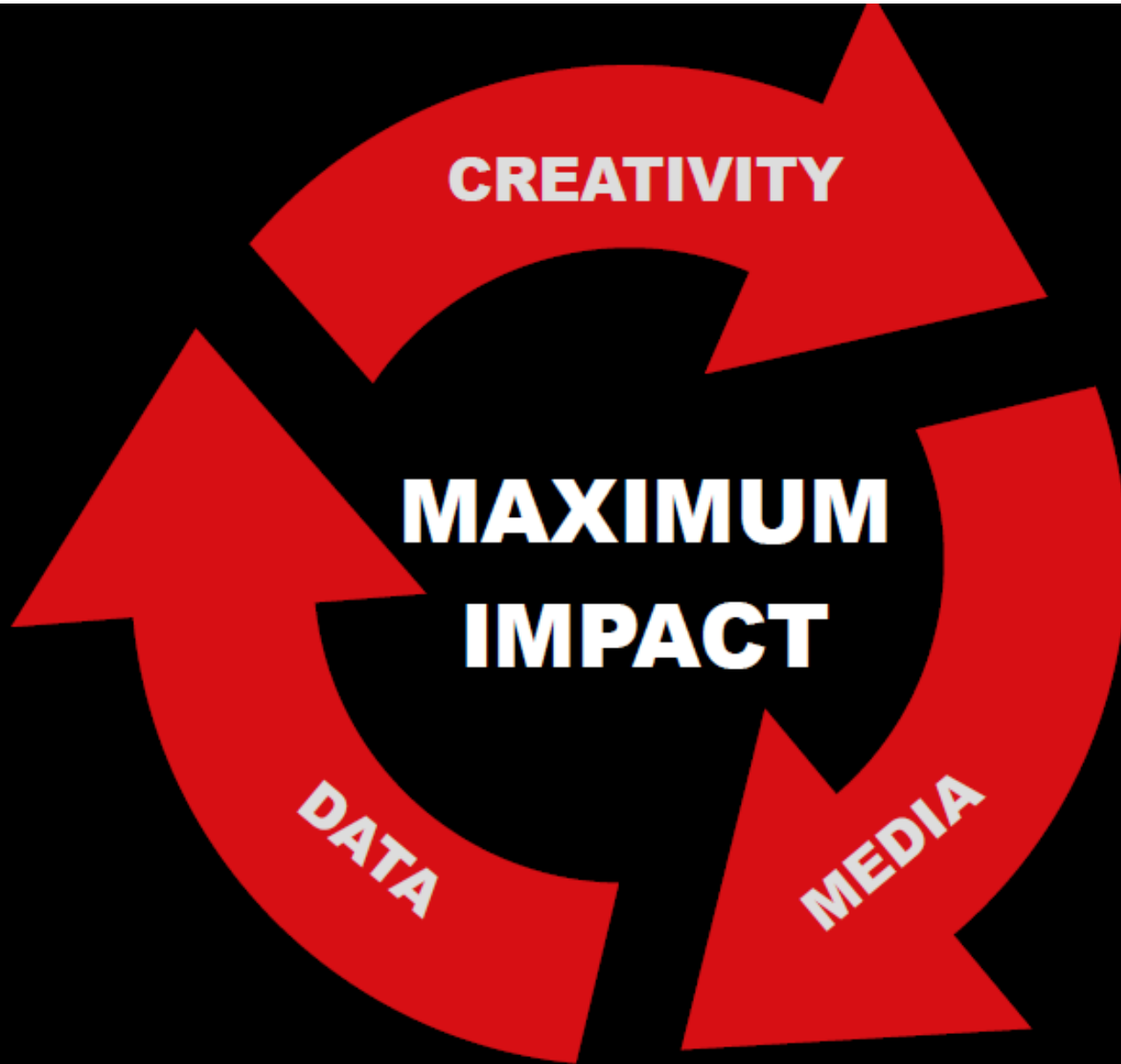
IMAGE BY FOLKERT CORTER

**University of
South Wales**
Prifysgol
De Cymru

An aerial photograph of a rocky coastline. The water is a deep teal color, with white foam from the waves crashing against dark, jagged rocks. The text is centered in a white-bordered box over the water.

**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

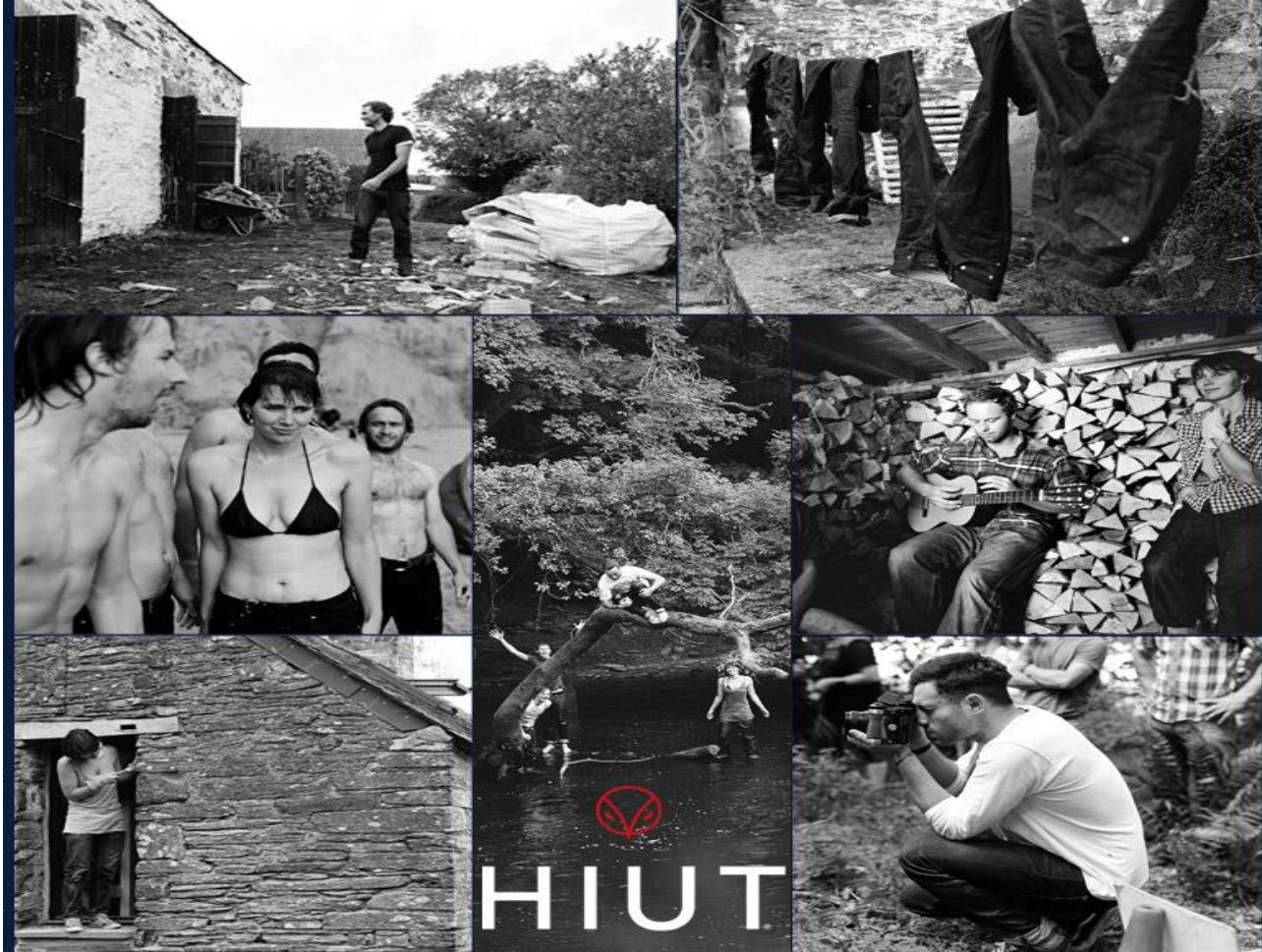
RETURN ON INVESTMENT

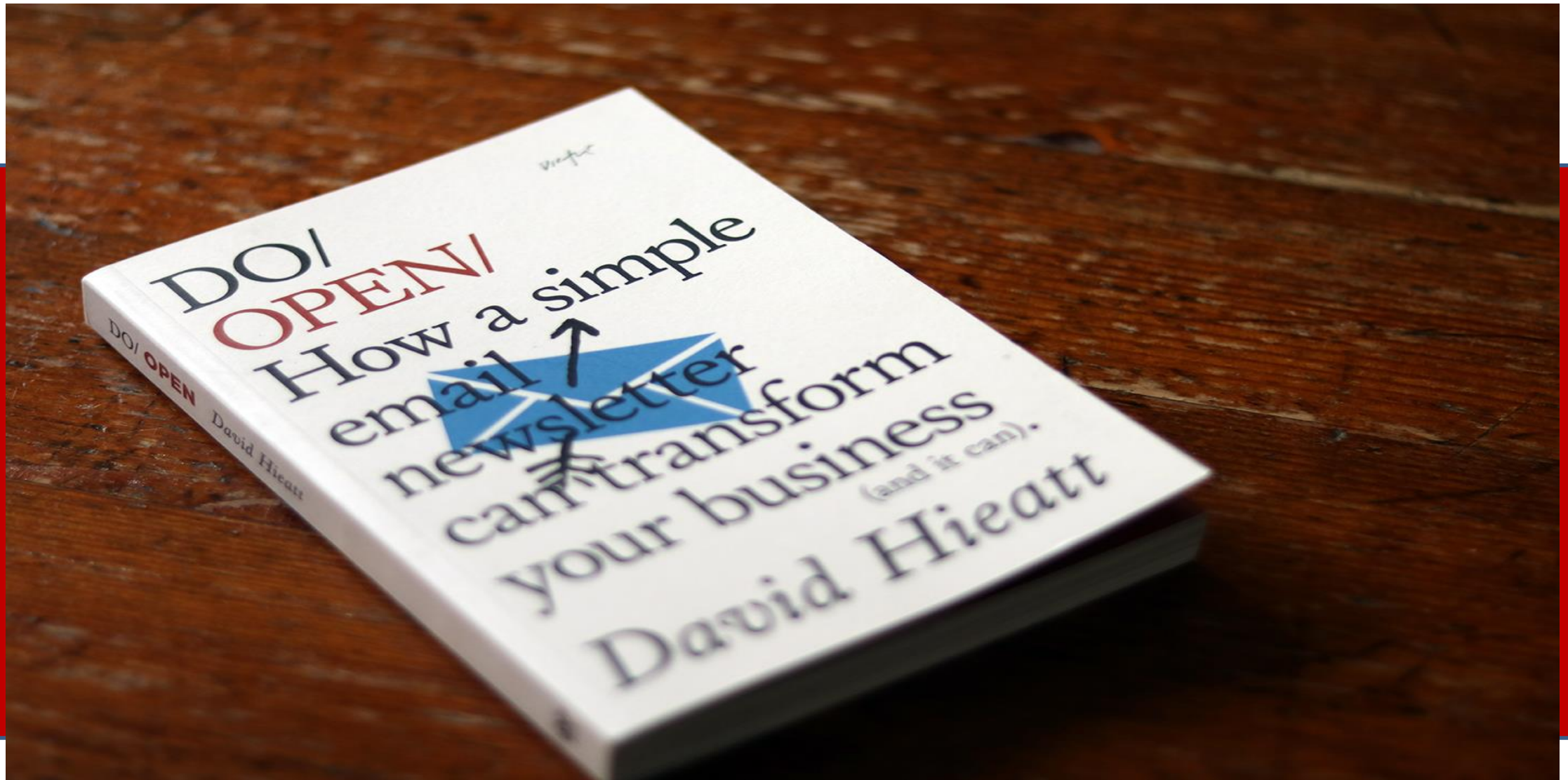
TODAY

RETURN ON INVOLVEMENT



Want an illustration?









YESTERDAY

**OUTSPEND
THE
COMPETITION**

TODAY

**OUTSMART
THE
COMPETITION**

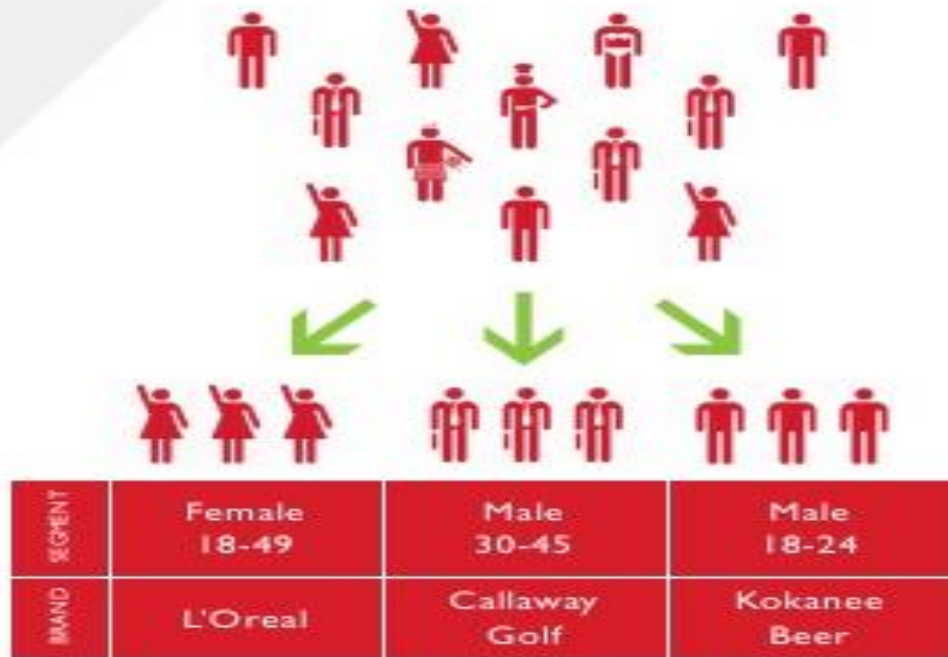


Tribal vs 'normative' marketing

- 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. ⁵ 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"?⁶
- ▶ 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 holding an umbrella in the foreground. The shop is set in a rustic stone building. A wooden sign above the entrance reads "Chez Michèle" in cursive. The shop's offerings are listed on the door: "Contracts", "Deliveries", "Weddings", and "Funerals". The shop is filled with various flowers and plants, and a person is walking past with a dark umbrella.

FINDING YOUR BRAND STORY

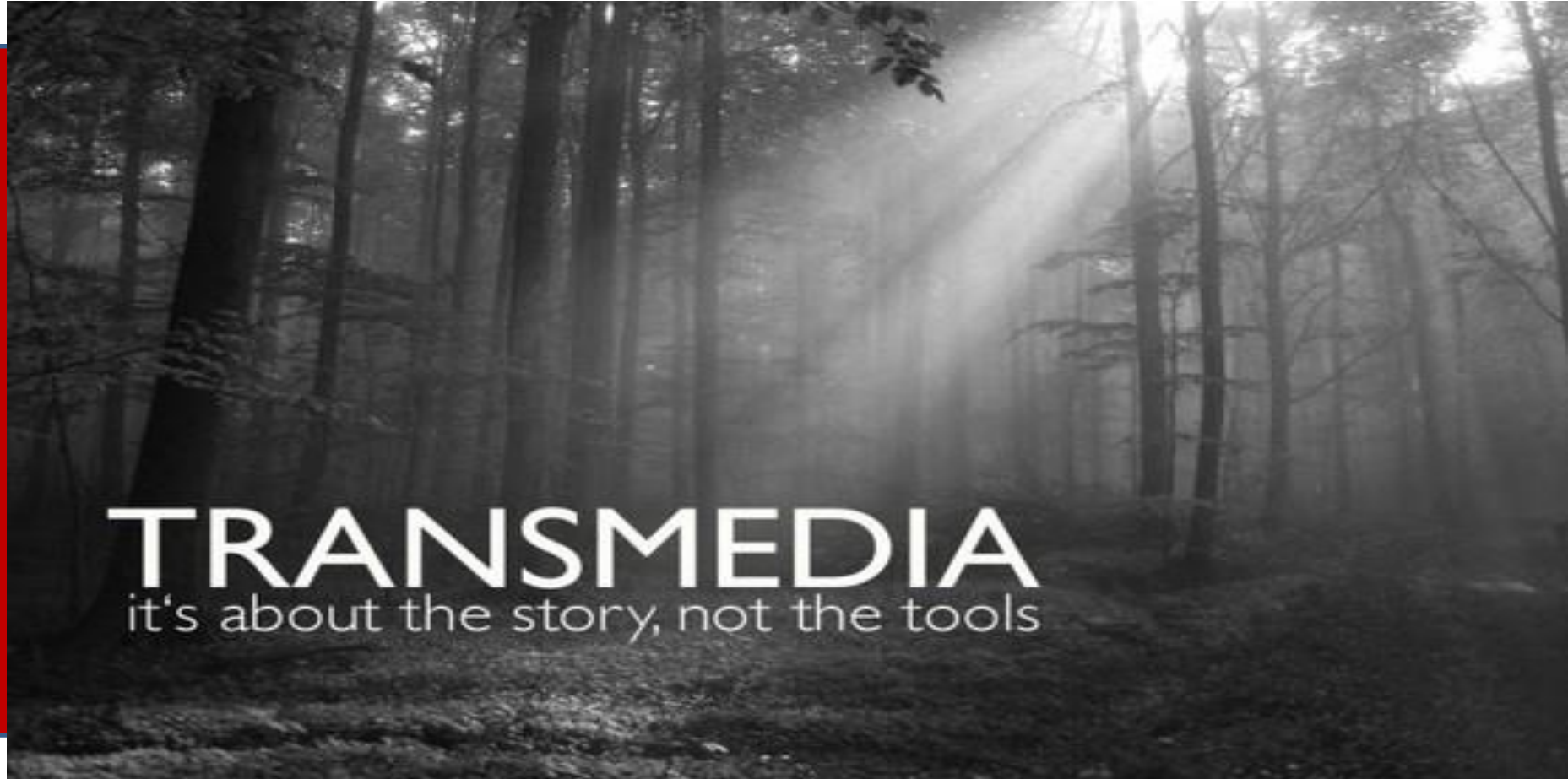
YESTERDAY

**FROM
STORYTELLING**

TODAY

**TO
STORYDOING**






TRANSMEDIA

it's about the story, not the tools



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, rocky riverbed. A white rectangular box with a thin black border is centered over the rapids, 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



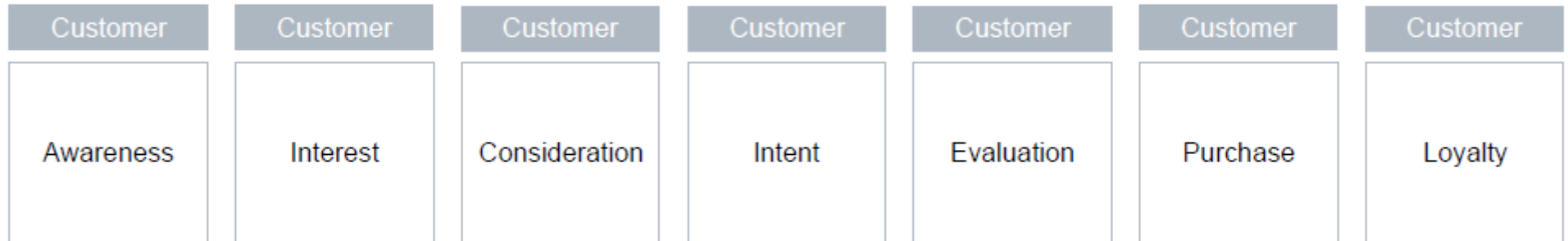
MEDIA



**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)

