



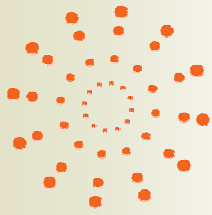
Digital Driven Campaigns in 3D

(Data, Dialog & Devotion) in PRC and across AP

- **Scott Silverman**
Regional Director APAC- Godfrey Q and Partners



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Observations and Dynamics

Objective view of:

Market Dynamics and Trends

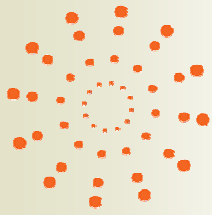
Communication Dynamics

Building Blocks and Principles

Subjective view of:

The Range of Work in the Region

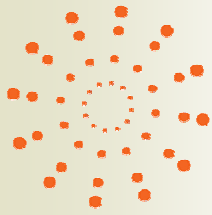
Do's and Don'ts



Perspective

The key to fostering a personal relationship is understanding what's important to the other person knowing what to say and how and when to say it.

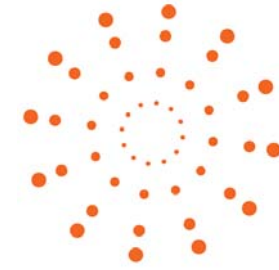
Flash Movie to be played at ad tech



This is also true in business.

Building devotion with customers begins with having an intimate knowledge of "what makes them tick" and then using this to ignite a meaningful, dynamic dialog– and for today's discussion

Dynamic Digital Dialogs

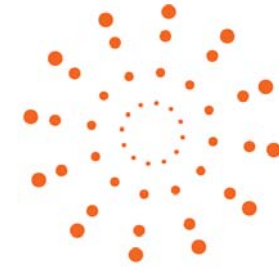


Market Dynamics, Drivers and Trends in PRC and Across AP

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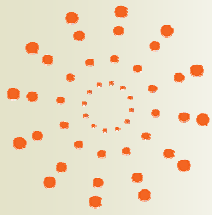


Digital Communication Dynamics



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The 3-D's

Data

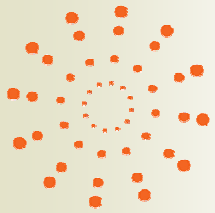
- Must animate the Inanimate
- People not numbers**
- Keen understanding of what's important to each customer
- Paves path to customer engagement and meaningful dialog

Dialog

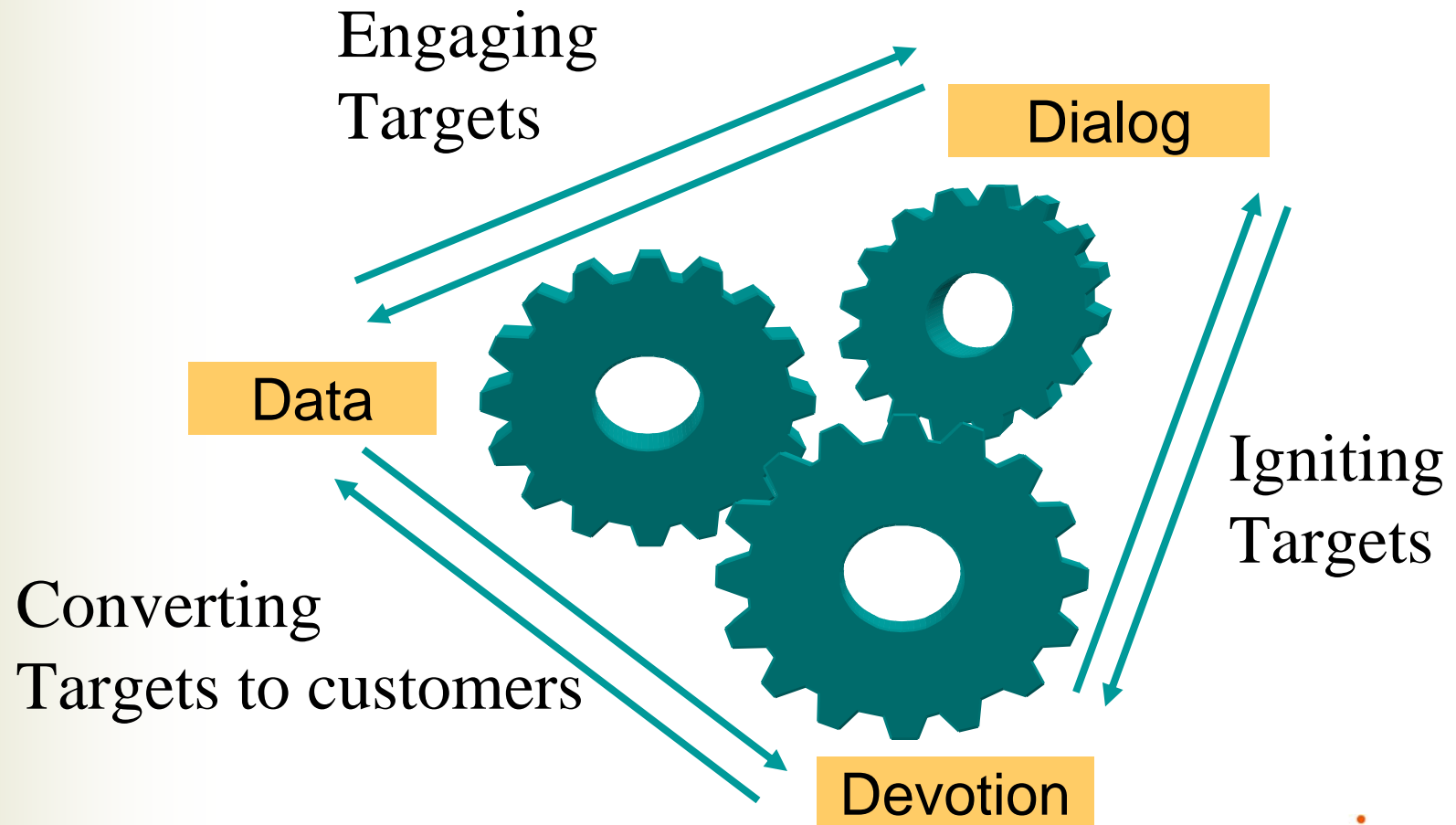
- **Knowing what to say & how and when to say it**
- Frame product benefits within a relevant construct and context
- Continuous learning process on "action triggers"
- Paves path to brand advocacy and devotion

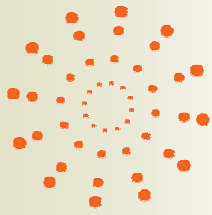
Devotion

- Inoculate people against competitive offers
- Brand devotion
- Behavioral devotion
- Attitudinal devotion
- **Paves path to brand evangelism**



The 3D's Interplay

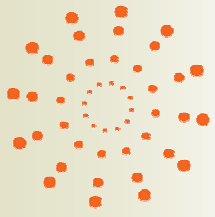




3D Challenges

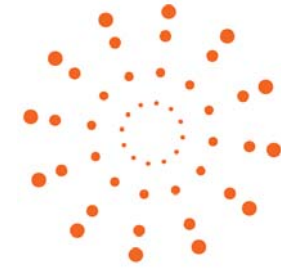
- **How to capture the right data to help us understand—**
 - *Who are our High Value Customers*
 - *How to keep them coming back again and again and again.*
 - How to “play” the Channel
- **How to initiate and sustain dialog with key targets**
 - Understanding the key trigger points– motivating *Action*
 - Pre-sale, in-store, and Post Sales
- **How to link the brand to peoples’ lifestyles**
 - How to personalize the *brand experience*
 - *How to differentiate the brand experience*

And the toughest one of all



3D Challenges

- **How to close the loop– through-the line**
 - Exploiting Touch points: Online, offline, on site! Viral, Buzz, Guerilla Marketing
 - Systemic Measurement online, offline and onsite

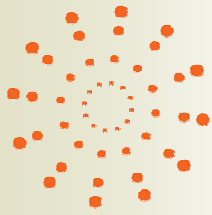


Challenge:
**How to capture the right data to
help us understand—**



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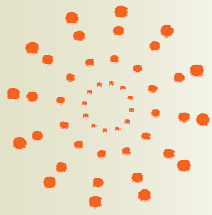
The Dynamics of Data

Data	Dialog	Devotion
<ul style="list-style-type: none">• Most people do business• People not numbers• Focus on understanding of what's important to each customer• Focus path to customer engagement and meaningful dialog	<ul style="list-style-type: none">• Knowing what to say & how and when to say it• Frame product benefits within relevant context and context• Continuous learning process on "when to say"• Focus path to brand advocacy and devotion	<ul style="list-style-type: none">• Inoculate people against competitor offers• Brand devotion• Behavioral devotes• Cultural devotes• Focus path to brand evangelism

“It is a capital mistake to theorize before one has data. Insensibly one begins to twist facts to suit theories, instead of theories to suit facts.”

Sir Arthur Conan Doyle (1859-1930)





Principles

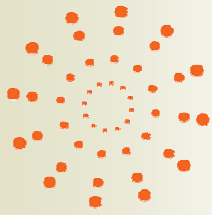
Content and Context are key

When to capture, what to capture, how to capture

Need to know vs. nice to know

No Engagement... no dialog

No Dialog... data is just an artifact



Trends

Decentralized (product customers) → Centralized (brand customers)

Stagnant Brackish Pond → Refreshed Dynamic Stream

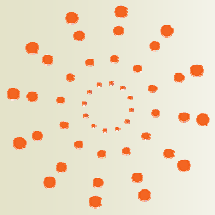
All for one, one for all → Differential Marketing
(*Goose Eggs → Golden Eggs**)

Random Data Pulls → Data Mining → Predictive Modeling

Internally managed → Outsourced → Better, Faster, Cheaper

Conventional → Unconventional Data Capture devices

* Garth Halberg



A Look at Some of the Work: Digital Driving Data Capture

Work to be shared at ad tech

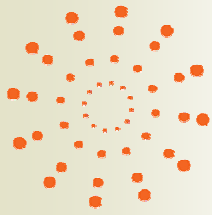


Challenge: How to initiate and sustain dialog with key targets



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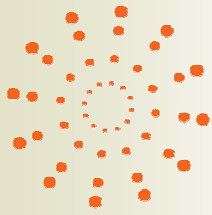


The Dynamics of Dialog

Data	Dialog	Devotion
<ul style="list-style-type: none">Must address the businessPeople not numbersKnow what's important and what's important to each customerThere's path to customer engagement and meaningful dialog	<ul style="list-style-type: none">Knowing what to say & how and when to say itFrame product benefits within a missionConsistent and conciseContinuous learning process on customer segmentsFlows path to brand advocacy and loyalty	<ul style="list-style-type: none">Involves people against competition offersBrand devotionBehavioral devotesAttitudinal devotesFlows path to brand evangelism

“The real art of dialog is not only to say the right thing at the right place, but to leave unsaid, the wrong thing, at the tempting moment.”

-Dorothy Nevill



Principles

Communications with Dialog as a primary objective must:

be welcomed (opt in)

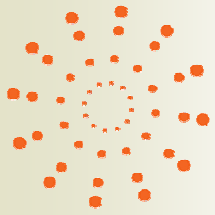
be relevant (content, context)

be a two-way street (listening and replying)

spur a measurable action (activate to go, see or do)

Customers ask questions the way they want and get the answers they need...when they need it...

Over and Over and Over again



Trends

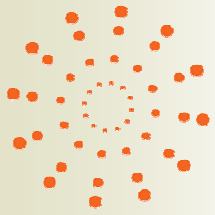
Brand Speak → Customer Speak

Synched w/ promotions → Synched w/ customer needs

Fixed Flow → *Variable Flow*

Sales Metrics → Perception Metrics

Conventional → *Unconventional communication vehicles*



A Look at Some of the Work: Digital Stimulating Dialog

Work to be shared at ad tech

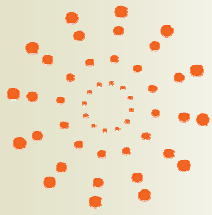


Challenge: How to link the brand to peoples' lifestyles



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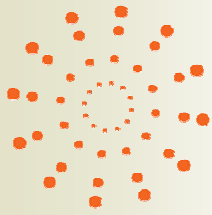


The Dynamics of Devotion

Data	Dialog	Devotion
<ul style="list-style-type: none">Must articulate the businessPeople not numbersKnow and understand what's important to each customerFocus path to customer engagement and meaningful dialog	<ul style="list-style-type: none">Knowing what to say & how and when to say itFrame product benefits within a relevant context and contextContinuous learning process on "what triggers" flows path to brand advocacy and devotion	<ul style="list-style-type: none">Includes paths against competitors offersBrand devotionBehavioral devotionAttitudinal devotionFlows path to brand evangelism

"The best things in life are never rationed.
Friendship, loyalty, love and devotion do not
require Coupons"

-- George T Hewitt



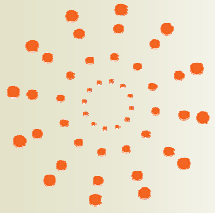
Principles

Over Deliver- always (for high value customers)
Exceed the expected level of service

Embrace Complaints
Customers whose problems are resolved significantly more loyal than those never experiencing a problem in the first place.

Zero Defections
*Do absolutely **everything** to keep loyal customers*

There's a fine line between Devotion and **Defection**
As with Comedy and Tragedy

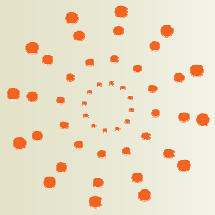


Trends

From rewards to clubs to ecosystems

From brand steered to consumer steered

Peer to Peer



A Look at Some of the Work: Digital Steering Devotion

Work to be shared at ad tech



Challenge: How to close the loop... through- the line

The Stickiest Campaign in Asia
Case Study to be shared at ad tech



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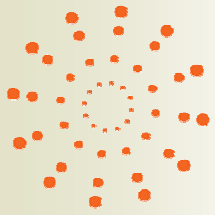
Do's and Don'ts

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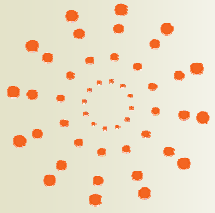
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The Dynamics of a Good Presentation

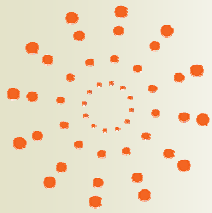
“ Make sure you have finished speaking
Before the audience has finished listening”

-- Dorothy Sarnoff



Appendix

3D Building Blocks

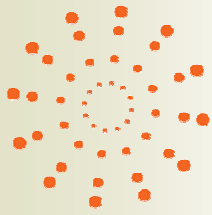


Know *the What & the Why*

Is cutting costs the most pressing immediate concern or is boosting revenues, the priority?

What's the relative emphasis between customer acquisition, development, retention, and cost-to-serve?

Who are the company's most valuable customers and why?



Know *the Whom & the How*

By Customer, Prospect, Suspect (end users)

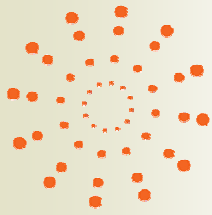
By Customer, Prospects, Suspect (channel)

By Company Size

By Company Charter (Local, MNC)

By Industry

*Retail, Manufacturing, Travel/Transportation,
Distribution, Financial, Securities, etc*

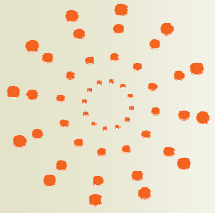


Know the Whom & the How Much

Weighting the current and projected value of each customer

Understanding their level of loyalty to the brand, products and services

Calculating an appropriate spend for each customer interaction with the brand.



Know the When & the How Often

Develop appropriate contact strategies to digitally engage, ignite and delight your key customers

Over and Over and Over again