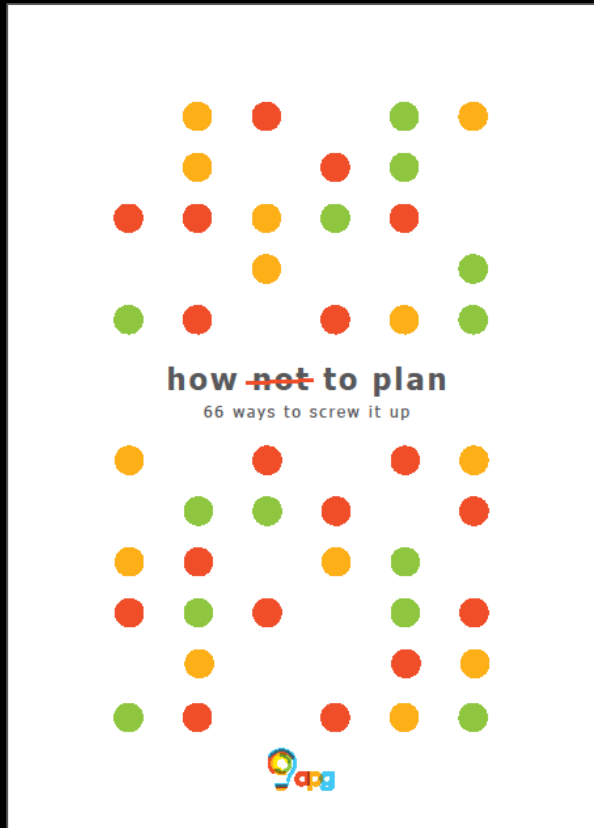


# What is ~~not~~ effective in marketing today

Les Binet

head of effectiveness  
adam&eveDDB

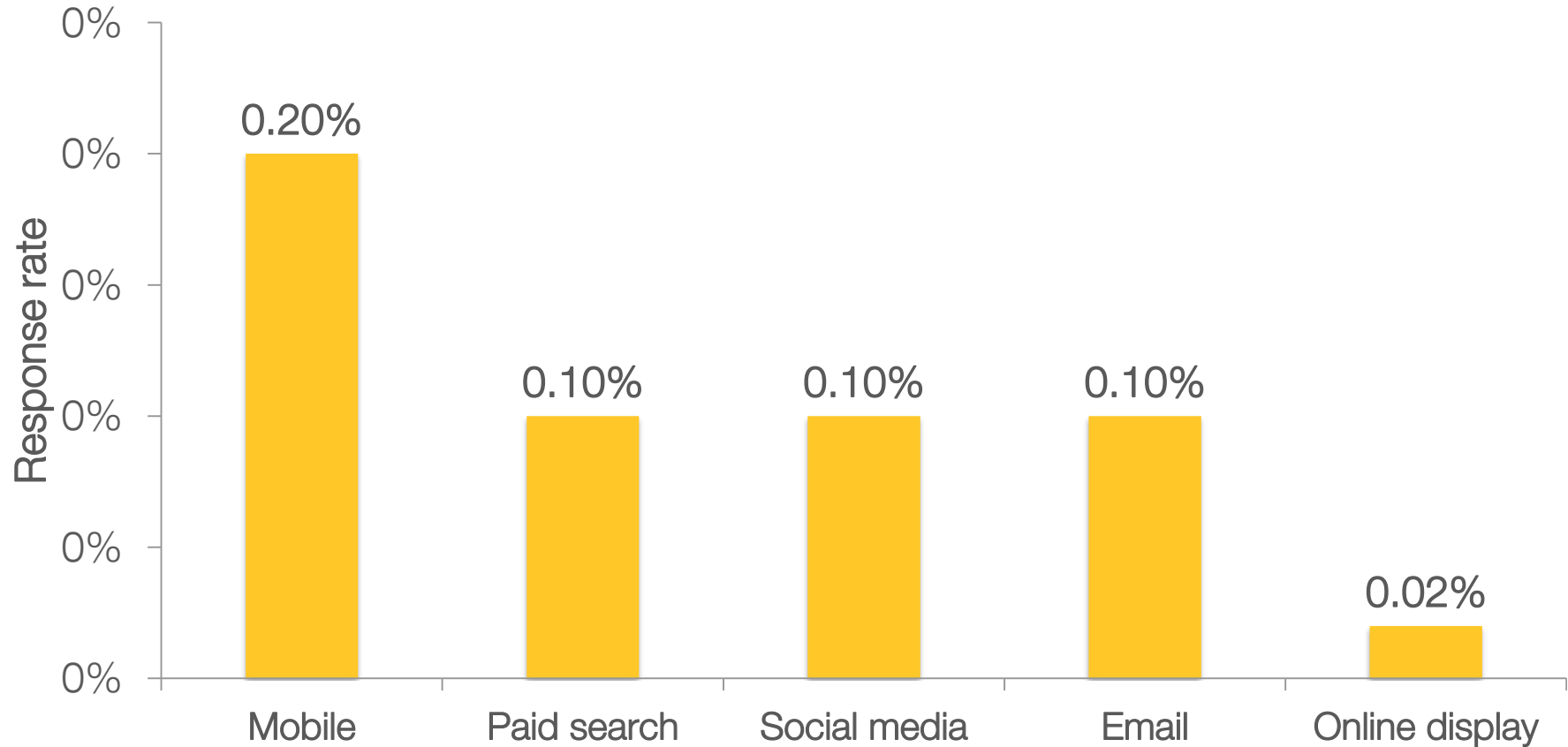


# 10 ways to screw up your marketing plan

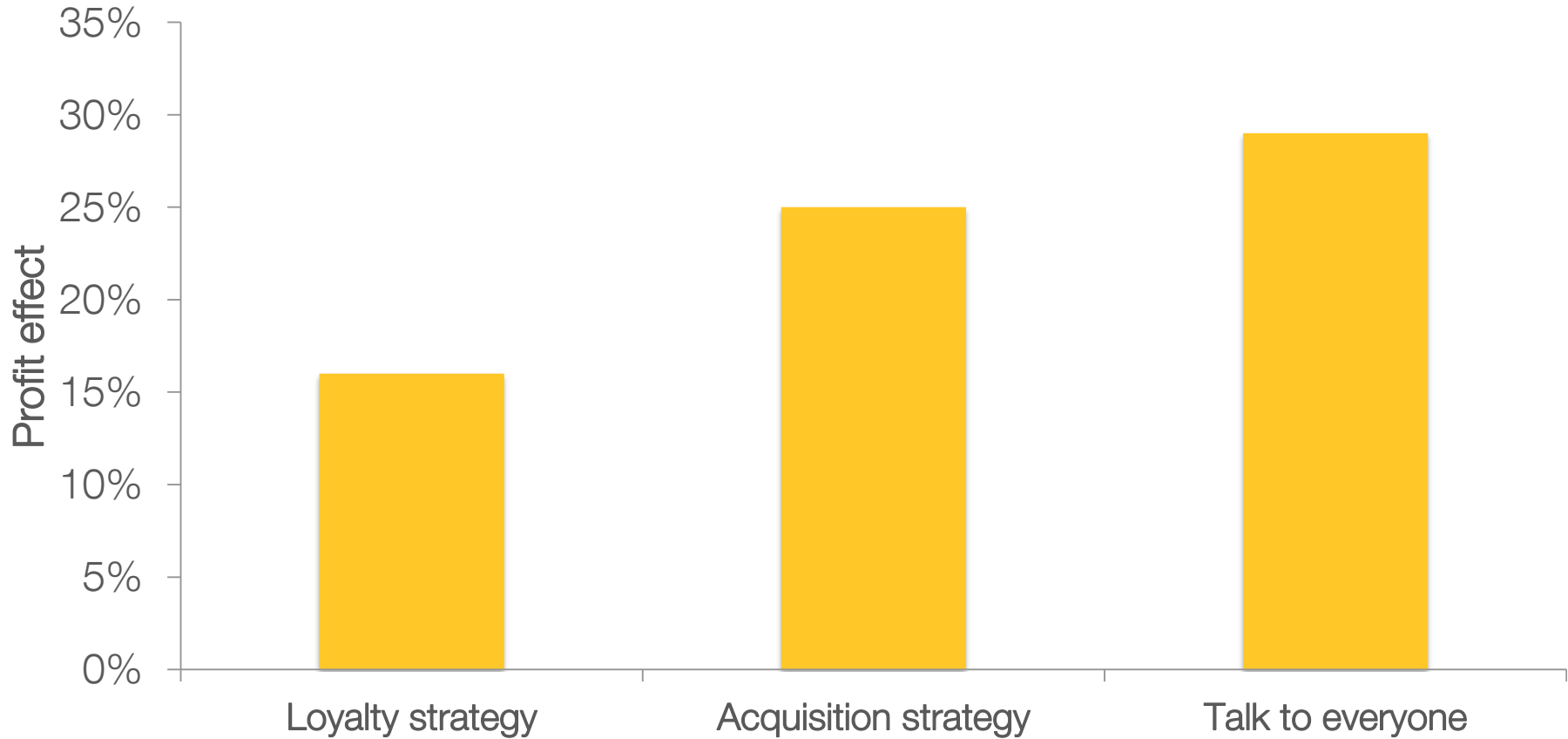
**marketing mistake #1**

**maximise brand  
engagement & loyalty**

# People do not want to engage with brands



# Loyalty strategies do not work



Source: Binet & Field 2013

**lesson:**

**marketing works by  
“nudging” the many, not  
“converting” the few**

**marketing mistake #2**

**put communications  
first**

# “a really cool idea”

## THE HOTTER THE DAY, THE LESS YOU PAY.

TV



Outdoor



Microsite



Online advertising



Social Media



Promo & Activation  
(C – Best Integrated Campaign  
led by Promo & Activation)

On a hot day nothing's better than ice cold beer.

Wouldn't it be amazing if as the temperature got hotter the beer got cheaper?

We made this fantasy reality with the Budweiser Ice Cold Index.

A mobile app, available on all phones at launch, meant we got the app in more pockets and got Budweiser into more hands.

The app let you claim your pint for a reduced price, or, if it was really hot, for free.

Weatherman 'Scott Campbell' promoted the Index in various media, getting Irish lads coming back to Budweiser every time the sun came out.





**lesson:**

**put product, price and  
distribution first, then  
think about comms**

**marketing mistake #3**

**maximise efficiency**

# **maximising efficiency:** **Automobile Association**

---

**brand activity cut to zero**

**100% spend on “hard working” performance marketing**

**efficiency and ROI maximised**

**brand metrics all fell**

**market share declining**

**complete collapse predicted in five years**

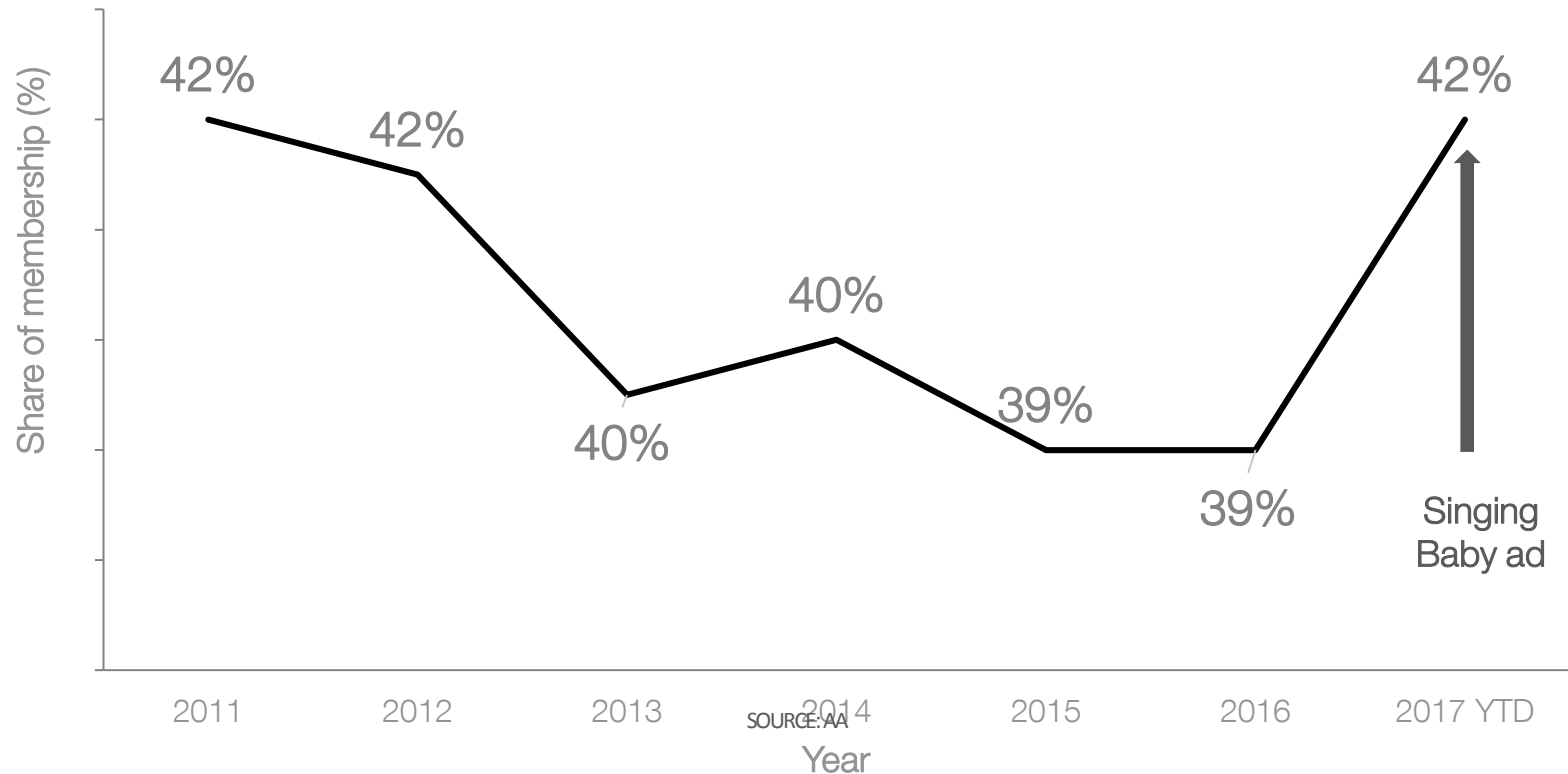
# AA “Singing Baby” campaign



# the decline reversed immediately

## despite less discounting

---



**lesson:**

**put effectiveness first,  
efficiency second**

**marketing mistake #4**

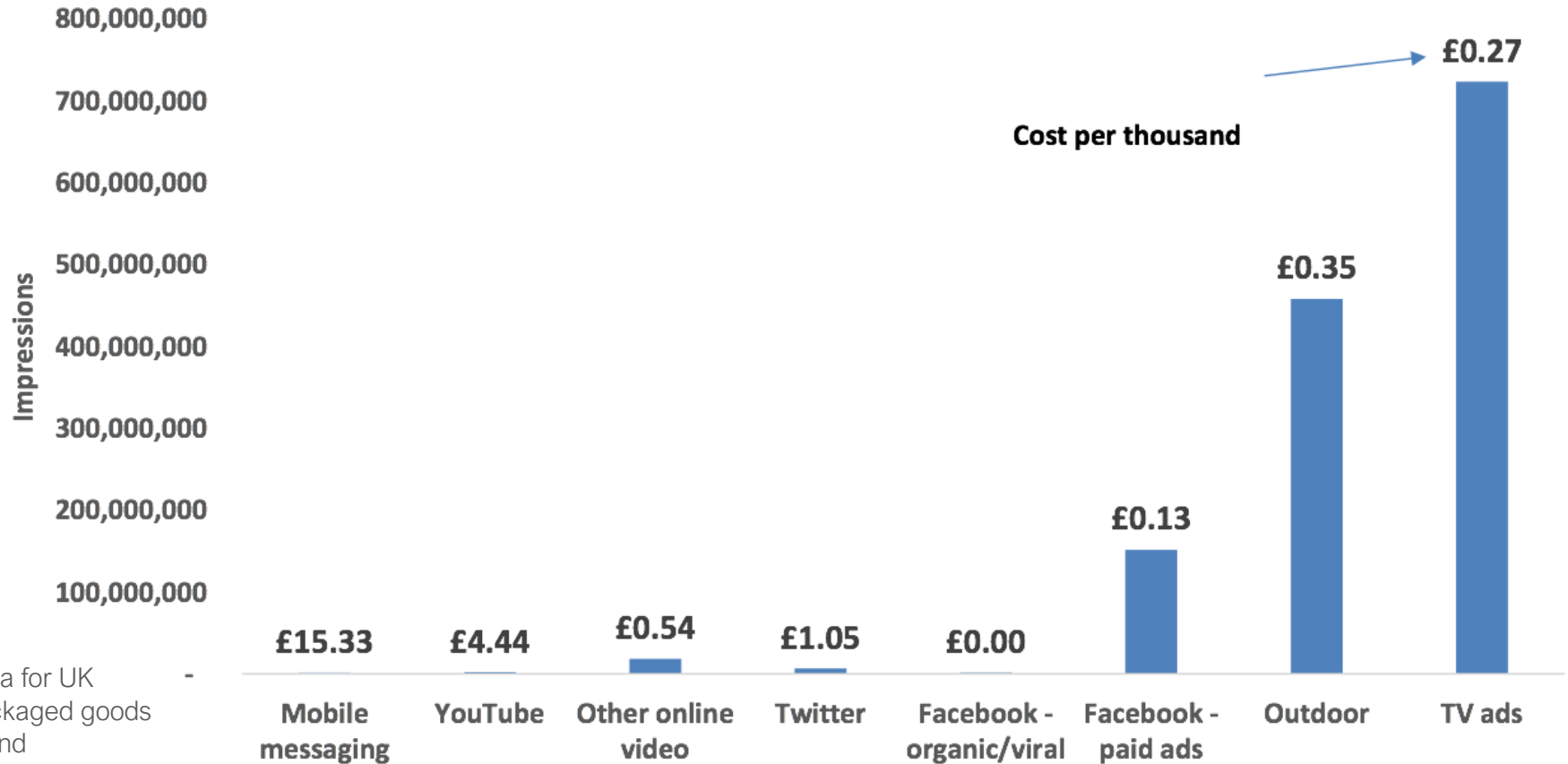
**be data-led**

# a very long & expensive meeting





# media exposure data



**lesson:**

**focus on the metrics that  
matter, not what is easy  
to measure**

**marketing mistake #5**

**target tightly**

# who drinks our whiskey?



**lesson:**

**reach beats targeting**

**marketing mistake #6**

**differentiate**

**Cravendale milk is different**



# Cravendale: owning the generic





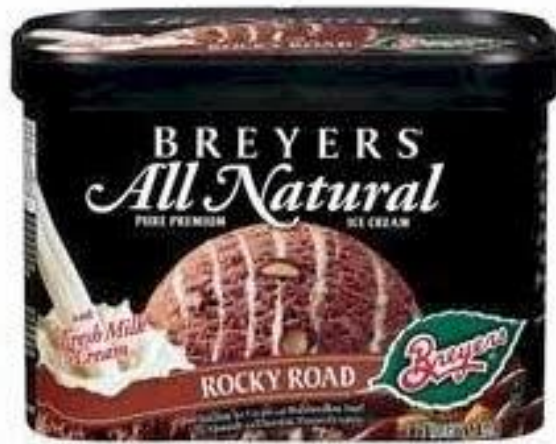
**lesson:**

**distinctiveness is more  
important than  
differentiation**

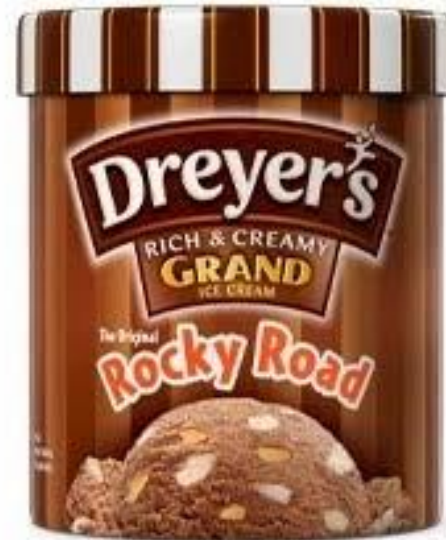
**marketing mistake #7**

**focus on “new news”**

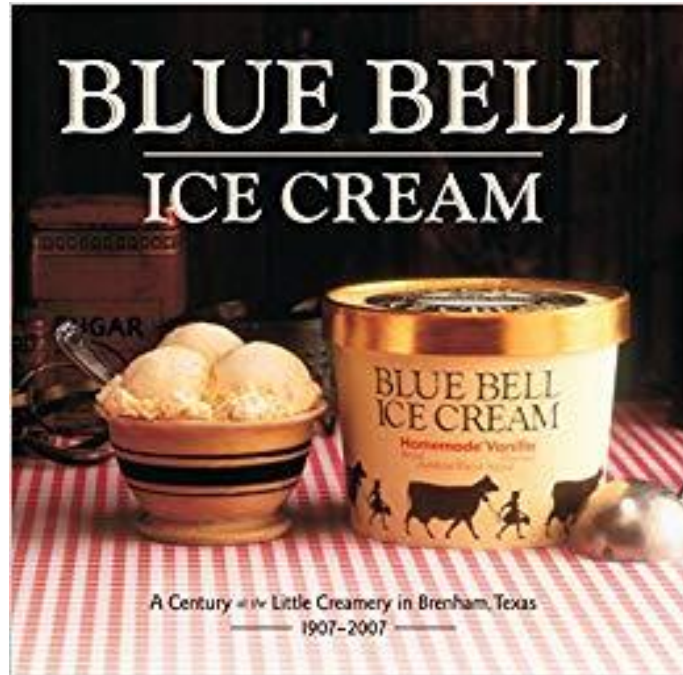
# Breyers vs Dreyers



vs.



# Growth from the core: **Blue Bell**



**lesson:**

**aim for the heart of the  
market**

**marketing mistake #8**

**communicate your  
message clearly**

# John Lewis



**lesson:**

**emotions beat  
messages, and fame  
beats everything else**

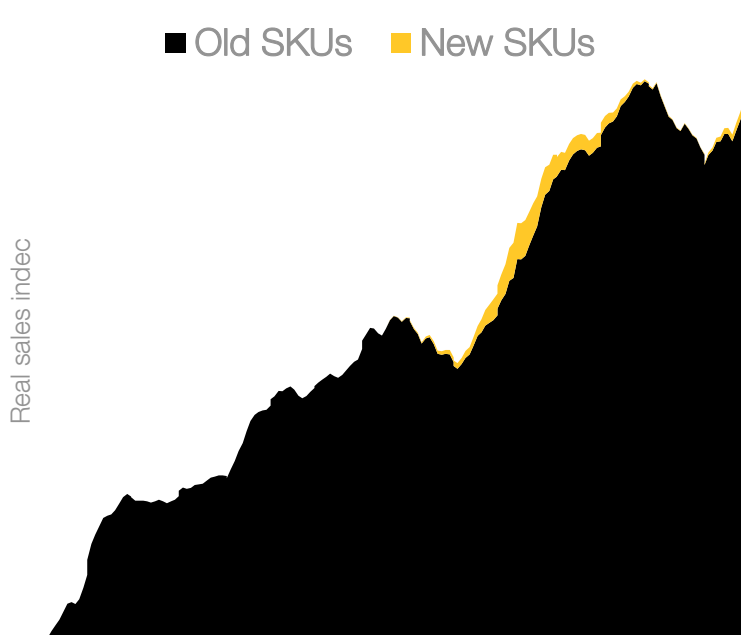


**marketing mistake #9**

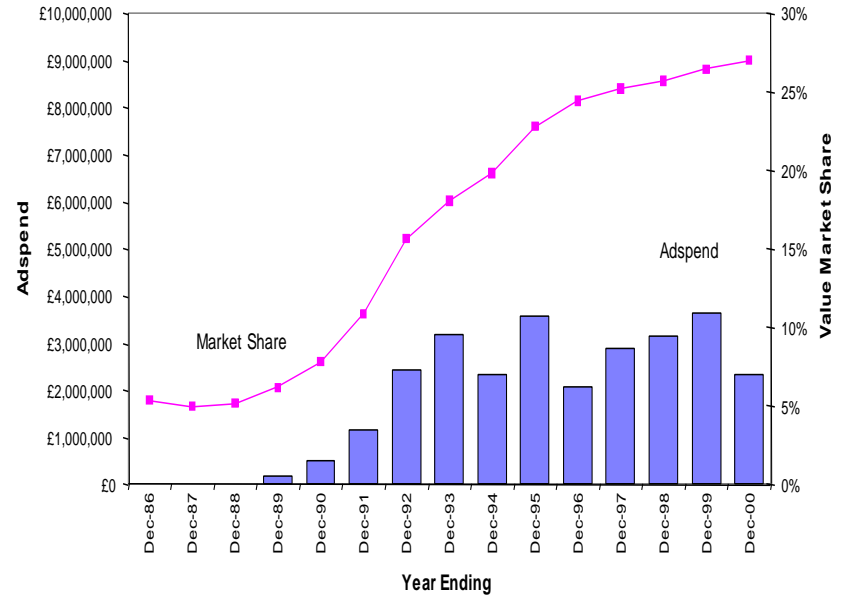
**innovate and disrupt**

# Growth without innovation

## Marmite: 1987-2001



## Felix: 1986-2000



Source: Nielsen, IRI, MEAL, MMS

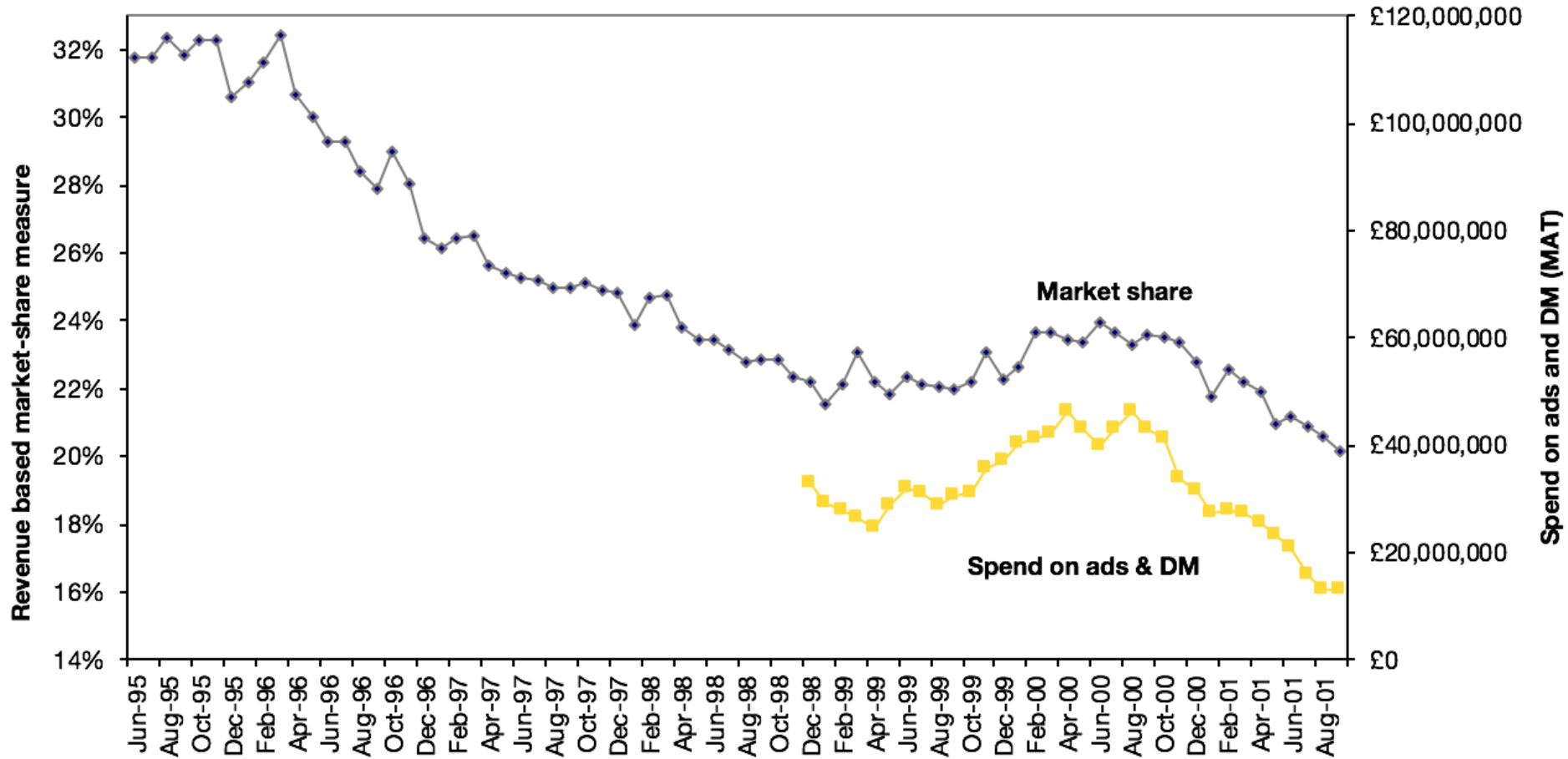
**lesson:**

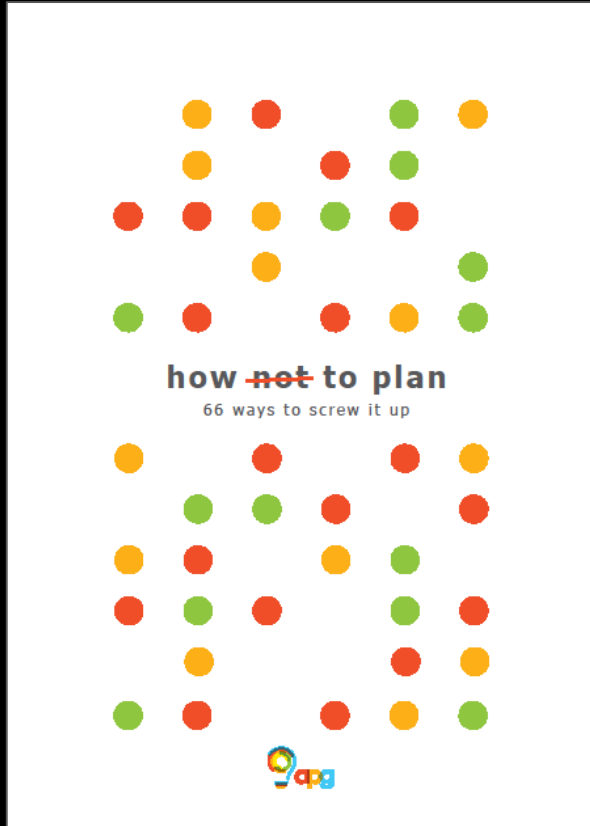
**sometimes consistency  
beats innovation**

# **marketing mistake #10**

**don't be bound by  
rules**

# “my brand is different”





lesson:

read the  
rule book