



Seven Costly Sins of Brand Marketing

Some key highlights/reminders

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We pay for our sins

- Waste time & money
- Miss opportunities
- Leave doors open for competitors




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1. Over-investing in Loyalty
2. Distracted by the wrong competition
3. Trying to find the 'easy' route to growth
4. Squeezing customers in product boxes
5. Differentiation over relevance/branding
6. Using advertising to argue
7. Wasting the media budget on excess frequency




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Some knowledge to help us avoid making these errors




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The Law of Double Jeopardy



Small brands are penalised twice.

They have (many) fewer users who are (slightly) less loyal.

Duplication of Purchase Law



Your customer base buys other brands in a largely predictable manner

With more of their purchases going to bigger brands, and fewer to smaller brands

The Law of Brand User Profiles Hardly Differ



Any brand's buyer base
should mimic the category
buyer base profile

BE BUYABLE

Do you cover key buying and usage
situations?
Packs, prices, category entry points etc

Dismantle any 'speed humps' that slow down
purchase



Build Distinctive Assets

Anything that is not the brand name, that
triggers the brand for category buyers.

Powerful recognition systems

Use metrics to understand how the value of
an asset rather than your 'gut feel'

Advertising is at its best when
it works with human memory –
refreshing & (occasionally)
building memory structures



Aim for cumulative reach

Reach across *both*
targets and time

Each spot should expose 'new' category buyers to
the campaign who didn't see it in other recent
spots

With some account for seasonality

Welcome to marketing's age of enlightenment!
Any Questions?

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