

The Communication Pitfalls: What Brands Must Stop Doing to Stay Relevant and Trusted

The marketing is dead! Long live the marketing!

- There are NO Brands!
- There are only PEOPLE behing brands!

- Brands don't do mistakes!

- People do mistakes!

- Brands aren't born (like people)

- Brands are built (by people)

Mistake

- Company X launched a new brand on the market!
- A new olympic champion has been born today!

2 kind of mistakes

- Objective, technical, procedural, based mostly on ignorance
- Subjective, human, based mostly on personality factors

Objective factors

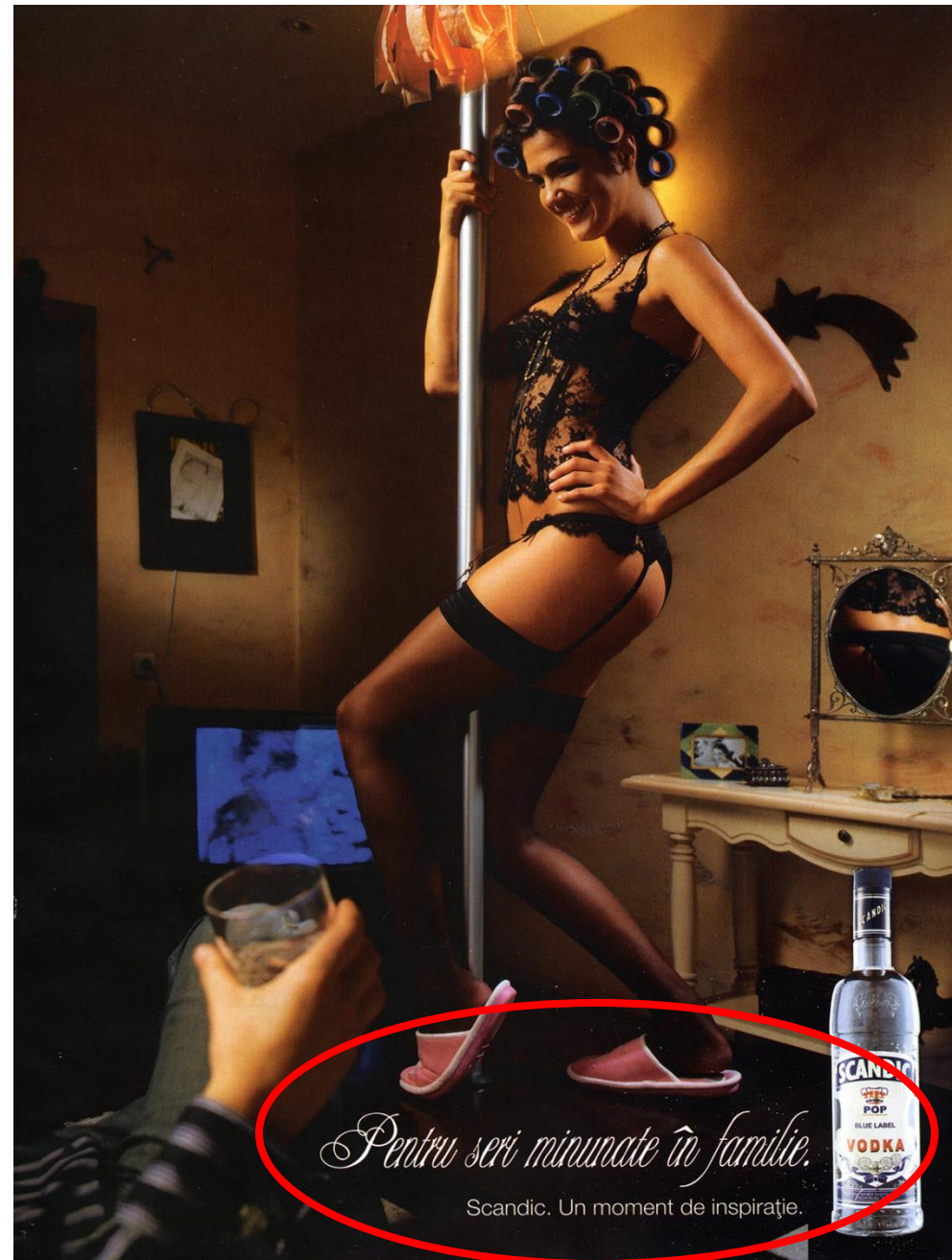
- Seoul – Blindspot
- Wrong translated slogans
- Dacia Renault
- Procter & Gamble

Objective factors

- Scripta manent, verba volant!
- Work only on written briefs (approved by the client)
- Make contact reports (sent to client) after each meeting

creatie fara
brief

promisiune:
iti vezi viata (gri)
... in roz



Brief Client

Un print A4 prin care vom comunica in Magazinul Progresiv cele 8 sortimente de pate pe care le produce Scandia Sibiu

Target: proprietarii de mici magazine alimentare

Obiectiv: solicitare de comenzi



Decat putin si bun mai bine multe si bune.

Pate Sibiu de la Scandia iti ofera cea mai variata
gama de pe piata, la un pret foarte avantajos.
Incearca-le pe toate.

Scandia
Sibiu

www.scandia.ro

FAMILIE
NUMEROASĂ
CAUTĂ PÂINE
ÎNCĂPĂTOARE



Familia Pate Sibiu de la Scandia
iti ofera cea mai variata gama de pe piata,
la un pret foarte avantajos. Gazduieste-o
in casa ta si nu vei regreta.

Pentru detalii contacteaza cel mai apropiat magazin alimentar.

Scandia
Sibiu

www.scandia.ro



*Marcă
românească
de tradiție*



Unde-s opt, profitul crește.

Pate Sibiu de la Scandia ofera cea mai variata gama de pe piata:
pate de pui, de porc, de vita, de gasca, picant, de ciuperci, de
masline si dietetic.

Clientii tai vor dori sa le incerce pe toate.



Magazin online pe www.scandia.ro

GHICITOARE

- Este SCHIMBAREA
- Vine pe nesimțite
- Este ireversibilă
- Nu poate fi învinsă
- Nu poate fi evitată

Subjective factors

- The CMO is dead! Long live the CMO!
- Change! Change! Change!
- Same report, different opinions!

Subjective factors

- I (CMO) AM the brand!
- Do what I say/please!
- I can't say what I want, but I'll recognize it when I'll see it!

- The (old/traditional) marketing is dead!
- Forget about the 4 Ps!
- Long live the (new/modern) marketing!
- Use SAVE instead!

Instead of
PRODUCT

Focus on
SOLUTION

Define offerings by the needs they meet, not by their features, functions, or technological superiority.

Instead of
PLACE

Focus on
ACCESS

Develop an integrated cross-channel presence that considers customers' entire purchase journey instead of emphasizing individual purchase locations and channels.

Instead of
PRICE

Focus on
VALUE

Articulate the benefits relative to price, rather than stressing how price relates to production costs, profit margins, or competitors' prices.

Instead of
PROMOTION

Focus on
EDUCATION

Provide information relevant to customers' specific needs at each point in the purchase cycle, rather than relying on advertising, PR, and personal selling that covers the waterfront.



The Economist



Advertising



The Economist

Somebody mentions
Jordan. You think of a
Middle Eastern country
with a 3.3% growth rate.

The Economist

ist
n/

Agency Proposal

“I never read
The Economist.”

Management trainee. Aged 42.

Comment 1 - Can't we be more positive?

“I always read
The Economist.”

Company Chairman. Aged 26.

Comment 2 - We need to appeal
to everyone

“I always read
The Economist.”

Successful businessman.

Comment 3 - We mustn't alienate women

“I always read
The Economist.”

Successful businessperson.

Comment 4 - We need more of a call
to action

Read The Economist
every week.

Comment 5 - Why isn't there a logo?



Comment 6 - Can we include the price?

Read  every week.

Out Friday. £2.60

Before and After

“I never read
The Economist.”

Management trainee. Aged 42.

Read **The
Economist**
every week.

Out Friday. £2.60

Teaser

“I never read
The Economist.”

Management trainee. Aged 42.

“I never read
The Economist.”

Linda Foster, CEO. Aged 29.

Reveal

“I never read
The Economist.”

Management trainee. Aged 42.

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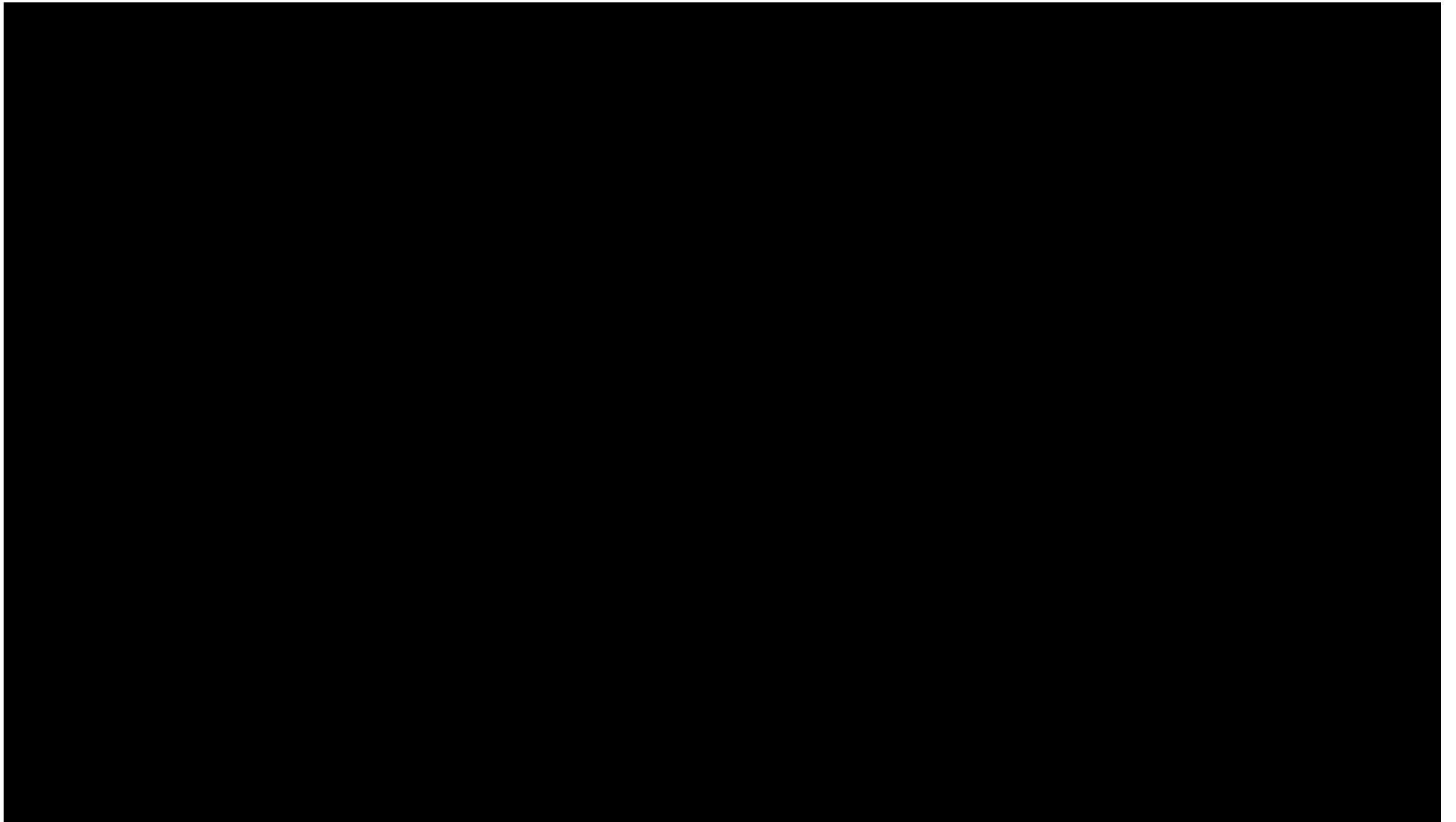
Linda Foster, CEO. Aged 29.

Wonderbra

The 27 words persuasion sentence

People will do anything for those who:

1. encourage their dreams,
2. justify their failures,
3. allay their fears,
4. confirm their suspicions or
5. help them throw rocks at their enemies.



SĂ FIȚI IUBIȚI !

- https://www.dropbox.com/scl/fi/pfa7zuxm1qmomfaewi7vu/The-One-Sentence-Persuasion-Course_-27-Words-to-Make-the-World-Do-Your-Bidding-Blair-Warren-2012.pdf?rlkey=77885g43jj8c7f5c6vjkhiohk&st=kycvngk3&dl=0
- <https://www.dropbox.com/scl/fi/be1jnhpudymj42iqdld7q/Brand-Failures-The-Truth-About-the-100-Haig-Matt-The-Truth-About-the-100-Biggest-Branding-Mistakes-of-All-Time.pdf?rlkey=pgqsifs9le22d1xl7q23dkid4&st=6klwj07q&dl=0>
- <https://www.dropbox.com/scl/fi/u6browrj3asnigrrwp4f5/How-Brands-Grow-What-Marketers-Dont-Know-Byron-Sharp-Ehrenberg-Bass-Institute-Illustrated-1-PS-2010.pdf?rlkey=pbv2isfnh4c1zyfh8gzfhizvp&st=bjlclxsd&dl=0>