

BUILDING YOUR BRAND WHILST DRIVING SECTOR SPECIFIC ENGAGEMENT

M&CSAATCHI



WELCOME AND INTRODUCTION

OUR EXPERIENCE



TODAY'S AGENDA

Three key principles to effective sector marketing

Panel Discussion

Q&A

1. THE RELATIONSHIP BETWEEN BRAND AND SECTOR

SECTOR-SPECIFIC BUSINESS

**SECTOR-SPECIFIC
PROPOSITION**

SECTOR-SPECIFIC INFLOWS

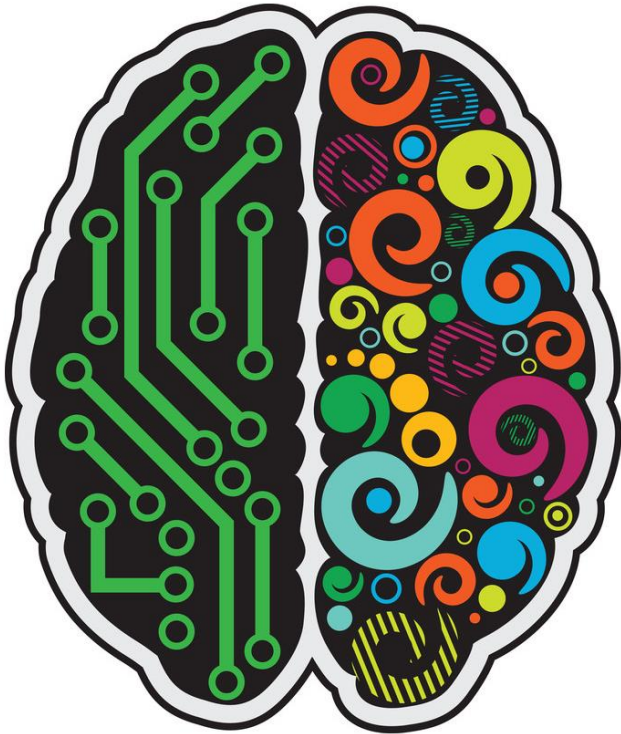
SECTORS = RELEVANCE



SO WHY DO WE NEED BRAND?

SECTOR

BRAND



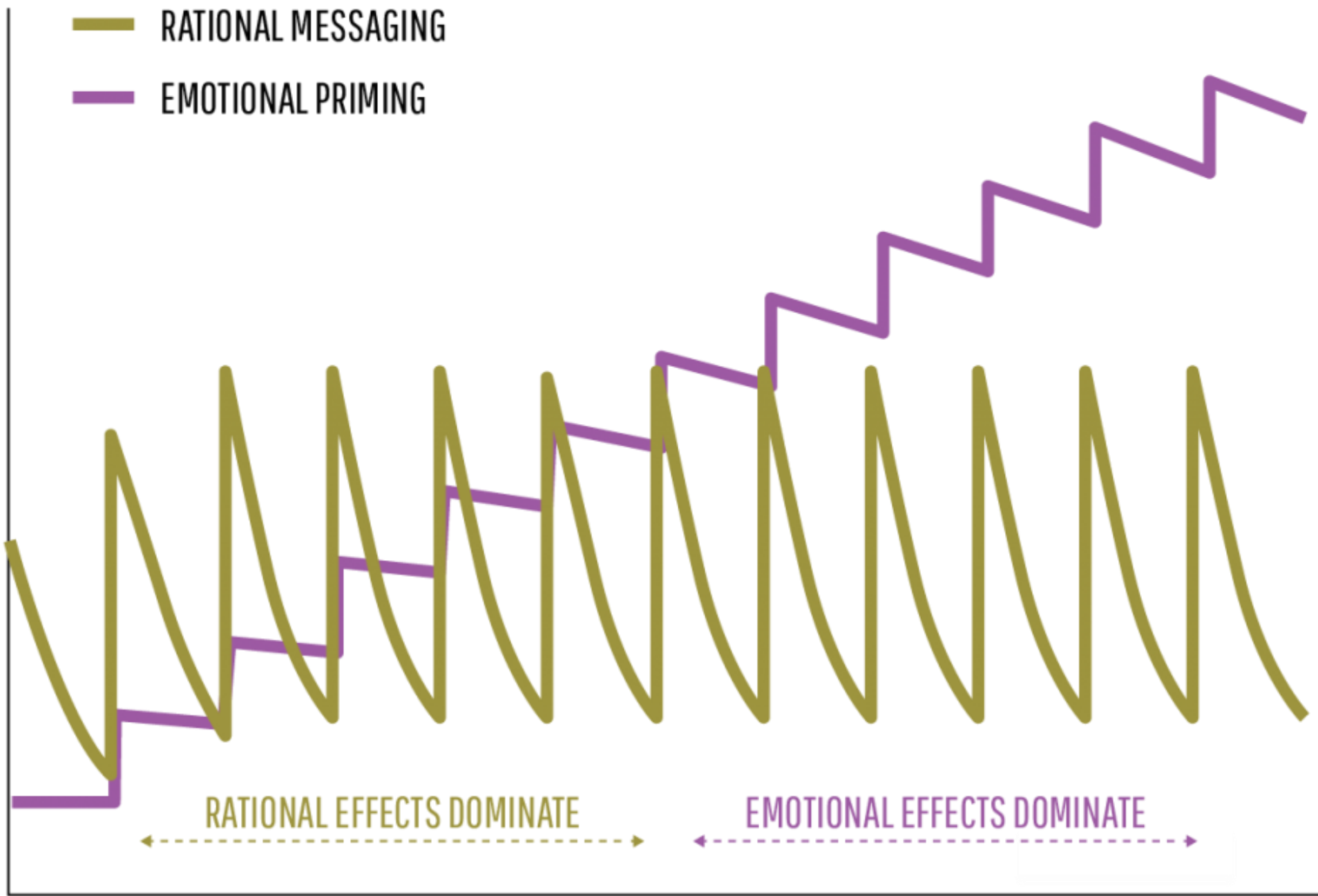
**'I'VE LEARNED THAT PEOPLE WILL FORGET WHAT
YOU SAID, PEOPLE WILL FORGET WHAT YOU DID,
BUT PEOPLE WILL NEVER FORGET
HOW YOU MADE THEM FEEL'**

MAYA ANGELOU

SALES

— RATIONAL MESSAGING

— EMOTIONAL PRIMING

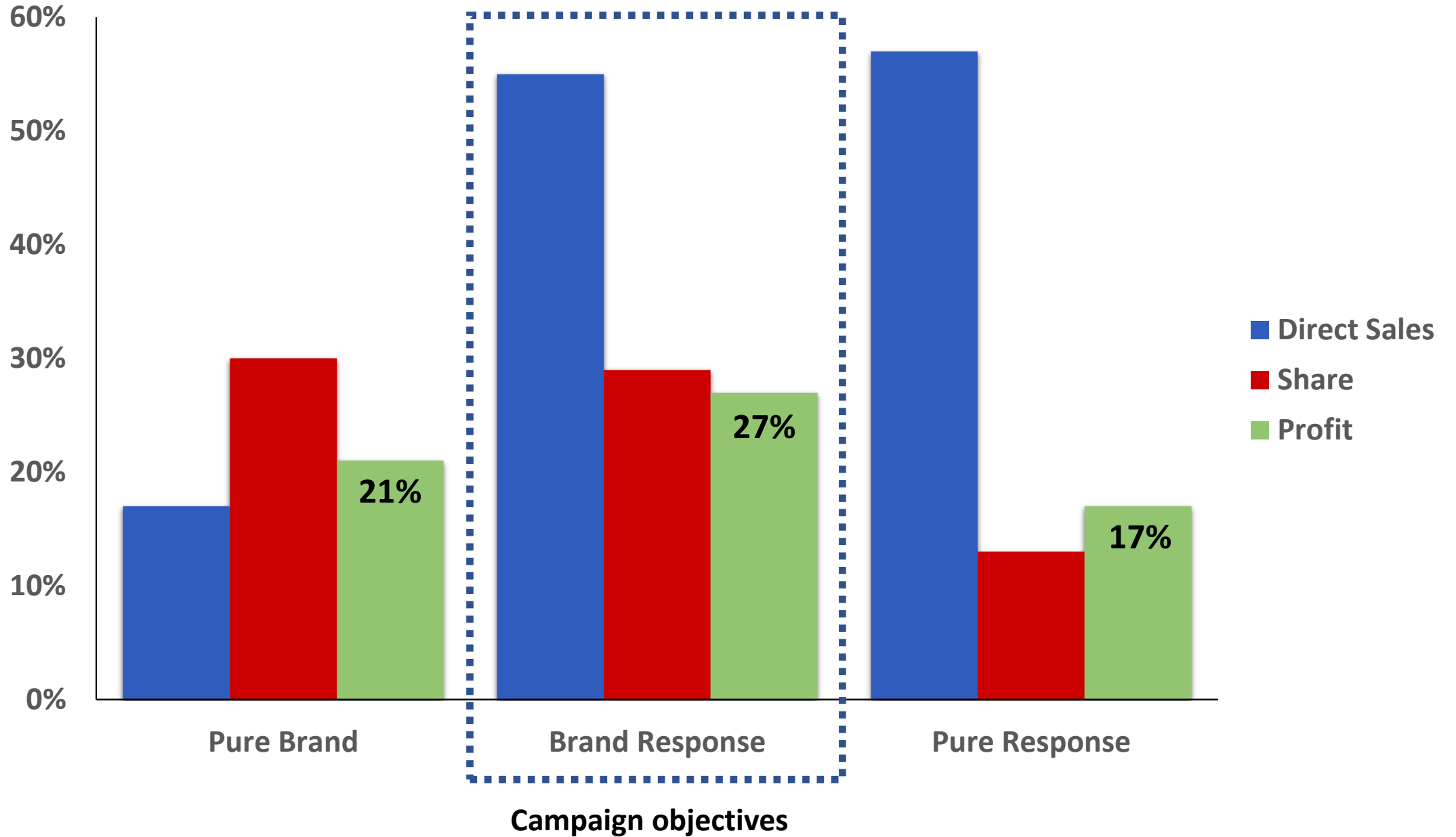


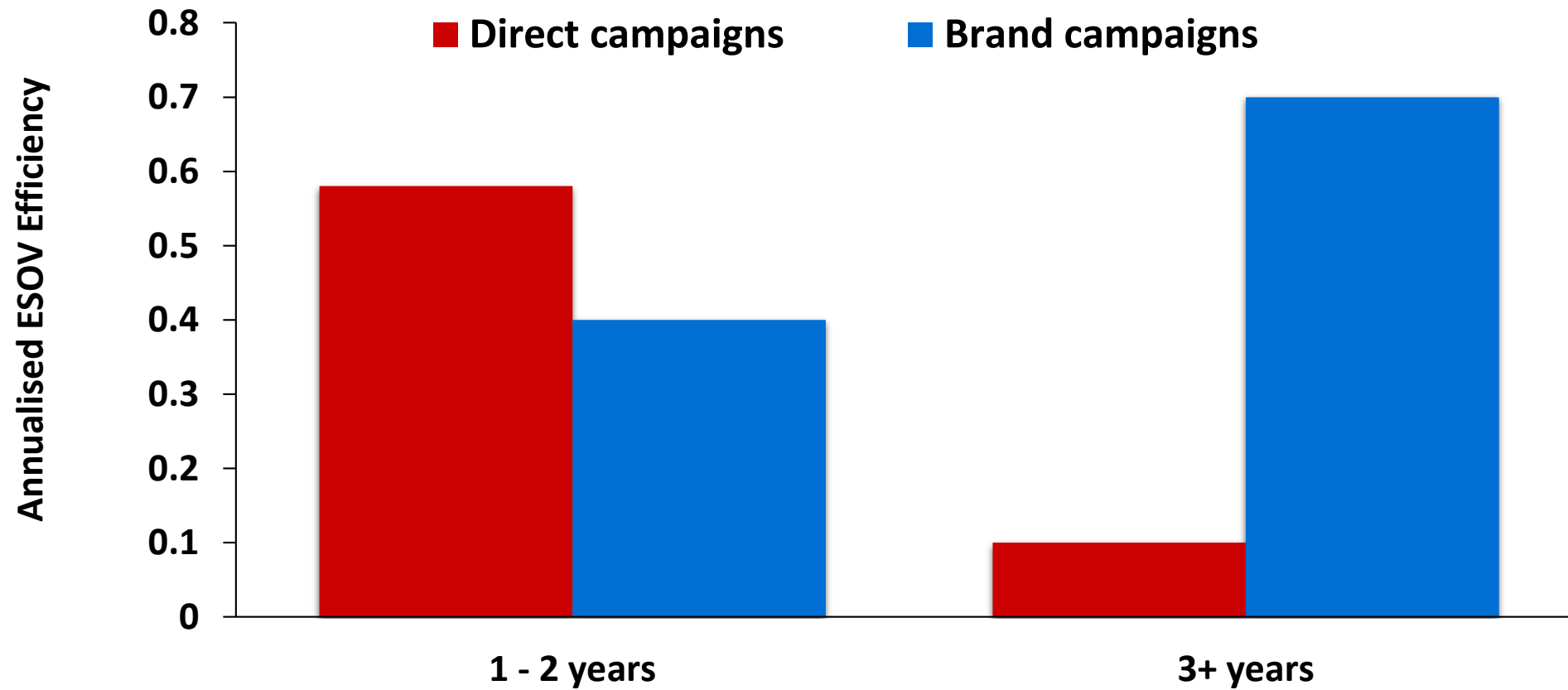
RATIONAL EFFECTS DOMINATE

EMOTIONAL EFFECTS DOMINATE

TIME

% reporting each type of effect
(very large)





BRAND AWARENESS

SECTOR LEAD GEN

BRAND AWARENESS

BRAND CONSIDERATION

SECTOR LEAD GEN

Country brand
proposition

AFFINITY

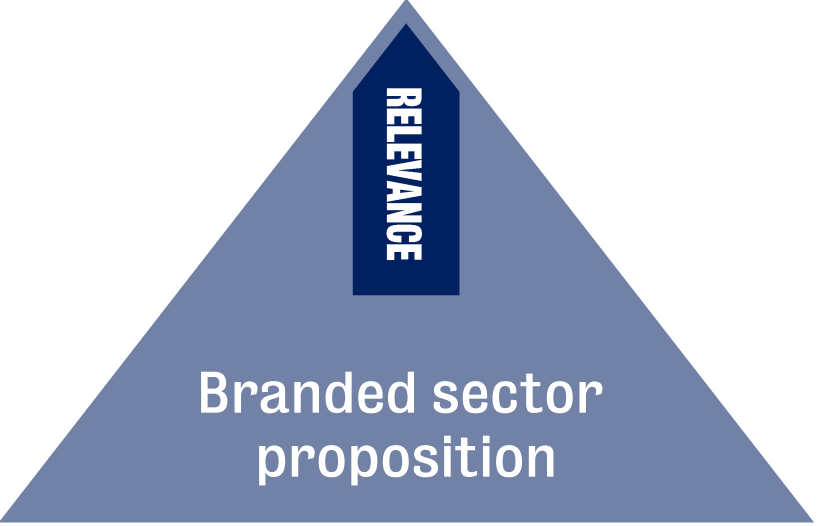
BRAND AWARENESS



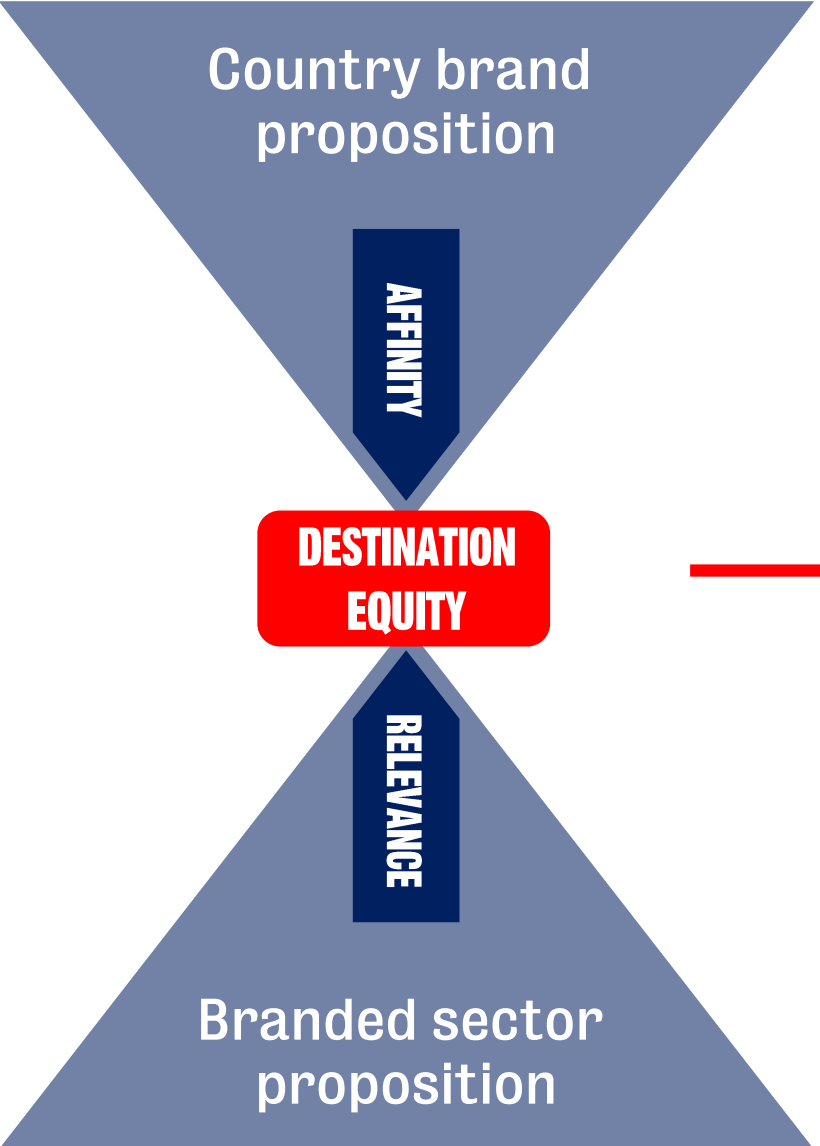
SECTOR LEAD GEN



BRAND AWARENESS



SECTOR LEAD GEN



BRAND AWARENESS

BRAND CONSIDERATION

SECTOR LEAD GEN





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#CreativityIsGREAT



Clear Channel

G R A N D H O T E L

FROM TINY SEEDS...

PLANT IN GROUND
THAT'S RICH WITH
OTHER STARTUPS



WATER FROM A DEEP WELL
WELL OF FUNDING



FERTILIZE WITH
FRESH CAPITAL AND
FRESH THINKING FROM
OUR ACCELERATORS
AND INCUBATORS



PROTECT FROM ECONOMIC
DROUGHT IN LOWTAX,
LOW COST ENVIRONMENT



ATTRACT INTEREST FROM
CUSTOMERS ACROSS AN
ENTIRE REGION



TO HELP
UNRESTRICTED
GROWTH, WE'VE
WEEDED OUT
UNNECESSARY
REGULATIONS



...MIGHTY GLOBAL CONGLOMERATES GROW,

ENJOY THE FRUITS
OF ALL THAT HARD WORK



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2. THE POWER OF SOCIAL PROOF

“Investors are influenced by the location decisions made by other investors and tend to choose the same destinations to place their investments”

Sonia Aruaujo, OECD

WEAPONS OF INFLUENCE

Some principles are more effective at some times than at others; know the times to act!

Click-Whirr

We should not resist automatic behavior all the time or even most. But, be mindful.

RECIPROCATATION

Rejection-then-retreat technique

The old give and take... and take

Beware the free sample!

We should try to repay, in kind what another person has provided us
- It can be used as a device for gaining another's compliance

Perceptual contrast principle
The reality of internal discomfort and the possibility of external shame can produce a heavy psychological cost

Krishna bene factor - before-beggar strategy

Triggers a feeling of indebtedness by doing us an uninvited favor

There is a strong cultural pressure to reciprocate a gift, even an unwanted one; but there is no such pressure to purchase an unwanted commercial product

Social Proof

Anchoring a request when it is effective, it gives responsibility and satisfaction

"Salt the tip"

It states that one means we use to determine what is correct is to find out what other people think is right

Embarrassment is a villain to be crushed

Pluralistic ignorance = Bystander effect

The greater number of people who find any idea correct, the more the idea will be correct.

Isolate individuals from a crowd; make it most plausible when we are observing people just like us.

Strongest among strangers

Copycat suicide "weather effect"

Social proof operates from a crowd; make it most plausible when we are observing people just like us.

Mindfulness

A bit of vigilance for plainly counterfactual social evidence, and we can protect ourselves

The most influential leaders are those who know how to arrange group conditions to allow the principle of social proof to work maximally in their favor

'Jonestown'

Information from a recognized authority can provide us a valuable shortcut for deciding how to act in a situation

AUTHORITY

Information from a recognized authority can provide us a valuable shortcut for deciding how to act in a situation

we are often as vulnerable to the symbols of authority as little children

Commitment & Consistency

Hobgoblins of the mind

Our nearly obsessive desire to be (and to appear) consistent with what we have already done. "Throwing a low ball"

once we have made a choice or taken a stand, we will encounter personal and interpersonal pressures to behave consistently with that commitment. Those pressures will cause us to respond in ways that justify our earlier decision.

Commitment, get someone to commit and they will have the natural tendency to follow through

Foot-in-the-door technique: tactic of starting with a little request in order to gain eventual compliance with related larger requests. Active, Public, Effortful, Internal

Liking

CHINESE prison camp self-perception manipulation
Commitment on paper make people live up to what they have written.

Public commitments tend to be lasting

The Friendly Thief

The more effort that goes into a commitment, the greater ability it has to influence the attitudes of person(s) who made it.

We most prefer to say yes to the requests of someone we know and like
we like people similar to us
a way to do this is to claim/manipulate similarities to increase interest

"wow, I am from X place too": Criticism first, praise later
we like things similar to us, often we do not realize that our attitude toward something has been influenced by the number of times we have been exposed to it in the past.

compliance professionals are forever attempting to establish that we things will influence how people feel and they are working for the same goal, that we must pull together for mutual benefit, that they are, in essence, our teammates

Good Cop/Bad Cop

SCARCITY


When pressure is low we we be intent upon using successes of others to help restore image

Scarcity principle: that opportunities






High-productivity food production Telford

 Department for International Trade

The UK is at the heart of the £200+ billion agritech sector providing unique commercial opportunities for ambitious tech and aerospace companies.



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Lightweight materials Manchester

 Department for International Trade

In the UK we're making the materials that are remaking the world. Discover the commercial potential for your business here.



Lightweight materials.
Heavyweight demand.


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 Department for International Trade

Europe's largest investment in infrastructure is a massive opportunity in the UK for ambitious international rail companies.



£88 billion rail investment pipeline.
Don't miss the train.

INVEST IN GREAT
BRITAIN & NORTHERN IRELAND

Invest in GREAT Britain to take advantage of a unique opportunity.

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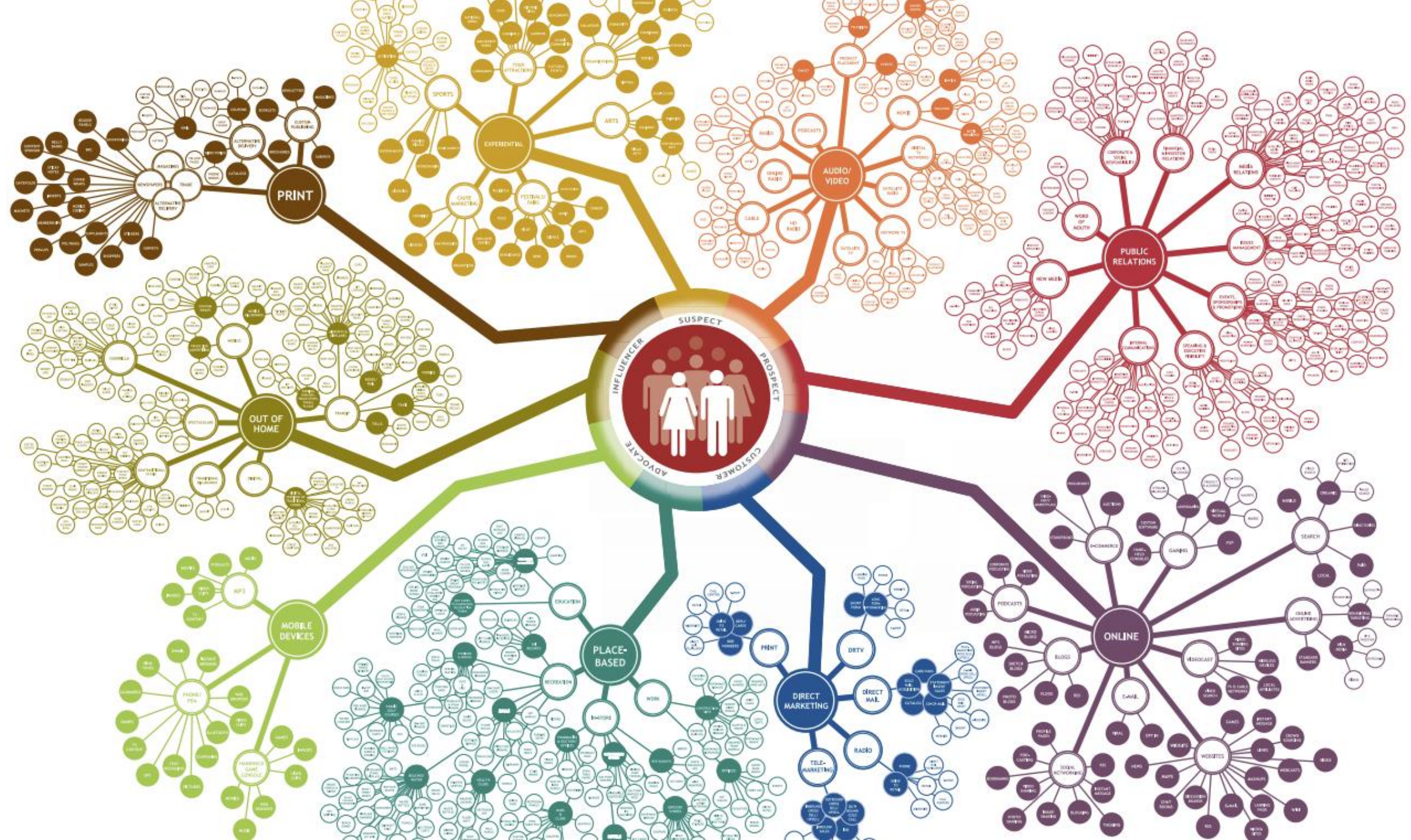
3. RELEVANCE & PERSONALISATION

PERSONALISATION = RELEVANCE = VALUE



‘As the communications world continues to fragment, as people’s lives and interests become more focused and specialised, and as expectations of personalisation continue to increase, micro-targeting is emerging as the most potentially powerful technique for businesses to succeed’

Ad Age





ACCESS

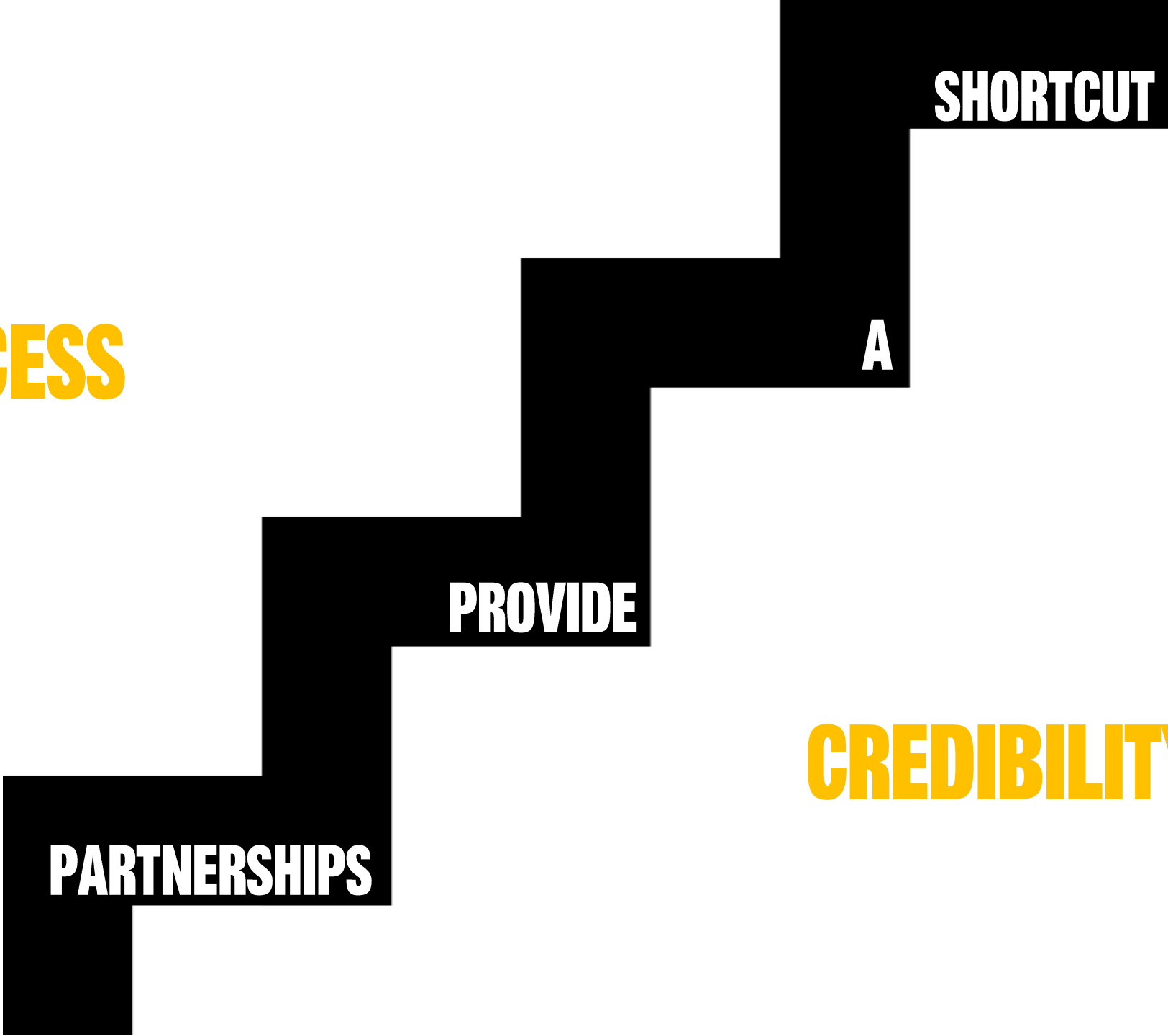
SHORTCUT

A

PROVIDE

CREDIBILITY

PARTNERSHIPS





Why are today's Mad Men flocking to the Netherlands?

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Q&A