WHY FOCUSING ON DIRECT RESPONSE CAN KILL YOUR BRAND

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LONG TERM ADVERTISING

Why?

How?

What?
99% are not in market today

0.82% In Market with a brand association

0.18% In Market with no brand association
**LONG**

- Creates mental brand equity
- Influences future sales
- Broad reach
- Emotional priming

**SHORT**

- Exploits mental brand equity
- Generates sales now
- Tightly targeted
- Persuasive messages
IF YOU REMEMBER ONE CHART...

Source: Les Binet and Peter Field, Media in Focus: Marketing Effectiveness in the Digital Era, IPA. (Figure 02)
IF YOU REMEMBER ONE CHART...

Sales activation
Short-term sales uplifts

Sales uplift over base

Brand building
Long-term sales growth

Short term effects dominate - 6 months

Source: Les Binet and Peter Field, Media in Focus: Marketing Effectiveness in the Digital Era, IPA, (Figure 02)
PRICES ARE RISING

MORE COMPETITION, LESS DEMAND

BASE RATE INFLATION

TRACKING CHALLENGES

UNTRAINED AUTOMATION
Price increase

ROI declines

Demand pool gets smaller

Budgets get cut

VICIOUS CYCLE
Demand pool gets bigger → Efficiency improves → ROI increases → Budgets increase → Demand pool gets bigger
I'M WAITING
HOW DO YOU MEASURE THE LONG TERM, NOW?
MEANINGFUL
MEANINGFUL / AFFINITY

Word Association
When you think of [the brand], what comes to mind first?

What kind of feelings do you experience when you think of [the brand]? 

Social Listening
Use social listening to monitor the sentiment of your brand across both social media and review sites

Review Rating

⭐⭐⭐⭐⭐
Great Service & Fab Hair

Very good barber, decent price and good vibes

It was ok

The barber smelt of cigarettes really bad too

\[
1 \div 4 = 25\% \text{ sentiment ratio}
\]
MEMORABLE
Which brands of [insert sector] have you ever seen or heard?

Record all mentions. Top of mind = first mention

Share of search: 
\[
\frac{\text{# of advertiser brand searches}}{\text{# of brand searches for total competitor set}} \times 100
\]

Brand Mentions: 
\[
\frac{\text{# of advertiser brand mentions}}{\text{# of brand mentions for total competitor set}} \times 100
\]
I'm loving it
**Explicit Association**

**Fame:**
How many of you recognise [insert brand asset]?

**Unique:**
‘What brands do you associate [insert brand asset]?’ with?

**asset distinctiveness**

- **Avoid**
- **Ignore / Test**
- **Use**
- **Invest**

- **I’m loving it**
Explicit Association

**Fame:** How many of you recognise [insert brand asset]?

**Unique:** ‘What brands do you associate [insert brand asset]?’ with?

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**Asset Distinctiveness**

- **Fame:**
  - Avoid
  - Invest
- **Unique:**
  - I’m loving it
  - Use

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‘I’m loving it’ graphic indicates a high level of both fame and uniqueness, suggesting a strong brand association worth investing in.

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‘Avoid’ graphic indicates low fame and medium uniqueness, suggesting the brand asset should be ignored or tested.

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‘Ignore/Test’ graphic indicates medium fame and low uniqueness, suggesting a neutral stance towards the brand asset.

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‘Invest’ graphic indicates high fame and medium uniqueness, suggesting a strong brand asset worth further development.

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‘Use’ graphic indicates high fame and high uniqueness, suggesting a strong brand asset that is well-recognized and unique, worth leveraging.

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‘Avoid’ graphic indicates low fame and low uniqueness, suggesting the brand asset has little recognition and weak association, worth avoiding.

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‘Invest’ graphic indicates high fame and medium uniqueness, suggesting a strong brand asset that is well-recognized but not as unique, worth further development.

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‘Use’ graphic indicates high fame and high uniqueness, suggesting a strong brand asset that is both well-recognized and unique, worth leveraging.
Meaningful

Affinity ratio: 52%
Sentiment ratio: 31%
Review Ratings: 80%

Memorable

Know our brand: 81%
Brand Share: 46%

Different

Fame: 60%
Uniqueness: 32%

Measure every 3 months and review the rate of change