Brand Gap 2.
Bridging The Brand Gap.
The Brand Gap.

A gap exists between what practitioners accept as fully evidenced best practice and what they actually do when planning their campaigns.
What we know.

“We would agree with Byron Sharp’s principles – we have found micro targeting doesn’t work for many clients.”

//Agency

“We’re believers. We’ve met them, we’ve used their work, it has informed our strategy.”

//Advertiser
UK advertising market.

**2018**

- Online: 54%
- TV: 22%
- Out-of-Home: 5%
- Magazines: 6%
- Newsbrands: 3%
- Radio: 2%
- Cinema: 1%
- Direct Mail: 1%

**2019**

- Online: 60%
- TV: 19%
- Out-of-Home: 5%
- Magazines: 6%
- Newsbrands: 3%
- Radio: 2%
- Cinema: 1%
- Direct Mail: 1%

**£23.6bn**

**£24.6bn**

// WARC April 2019

// WARC July 2019
The voices are getting louder.
Brand media.

Thinking about a brand building campaign, which of the following media are your ‘go-to’ media channels?
Activation media.

Thinking about a sales response campaign, which of the following media are your ‘go-to’ media channels?
Activation media.

Thinking about a sales response campaign, which of the following media are your ‘go-to’ media channels?
Reputation ‘on the up’.

Which of the following media types would you describe as having reputations ‘on the up’ right now?

- Direct mail
- Magazines
- Newsbrands
- Radio
- TV
- OOH
- Online display
- Cinema
- Social media
- VOD
- Online video
- DOOH
Reputation ‘on the up’.

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The live issue.

“This has been the year when it’s risen to top priority.”

//Agency

“It’s a live and constant conversation.”

//Advertiser
A senior issue.

“There’s a change in the conversation by senior leadership, they understand this and are trying to address it.”

//Advertiser

“It helps to have a CEO who’s an ex-marketer.”

//Advertiser
A real world issue.

“We saw the numbers going down, as simple as that.”

//Agency

“There are brands that 100% need support, without brand building the response simply can’t work.”

//Advertiser
The first signs of change.

Which, if any of the following are true of your campaign planning this year?

- We are moving money from brand building into sales response
- We are moving money from sales response into brand building
- We are trialling new channels that can do a bit of both brand building and sales response
There were five frogs sitting on a log,
One frog decided to jump off the log,
How many frogs are still sitting on the log?
1// Spot the signals.

“Do a full data audit, get your hands on as much as you can, see what the actual results look like, look at it in the round not discipline by discipline.”

//Agency
2// Long-range planning.

“Without a plan, the weekly sales targets drive everything.”

//Advertiser

“Too quickly business objectives become sales targets.”

//Advertiser
3// Harness senior support.

“You’ve got to have an argument that works in the boardroom and with the commercial teams.”

//Advertiser
“The performance guys seem to have championed all the things that are nascent right now - accountability, measurability, sales and revenue.”

//Advertiser
5// Test and learn.

“Easy first steps – this really works.”

//Advertiser
6// Best of both worlds.

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“Consideration is the ‘golden metric’ for the brand gap.”

//Advertiser
The creative bridge.
The charter for change.

1. Start by looking for the signs
2. Write a long-range plan
3. Harness senior support
4. A measurement framework
5. A test and learn mindset
6. Best of both worlds channels
7. It’s all about consideration
8. The creative bridge
“If their value continues to slide on the downward trajectory it is on, it is likely these brands will drop out of the global ranking within the next five years, meaning UK brands will disappear from the global ranking completely.”
Bridging The Brand Gap.