

PRE-TASTE THE FEELING

SETTING THE STAGE FOR GREAT EXPERIENCES AND
LASTING FEELINGS

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IS THIS PRESENTATION GOING TO BE RELATED TO CUSTOMER EXPERIENCE?



YES

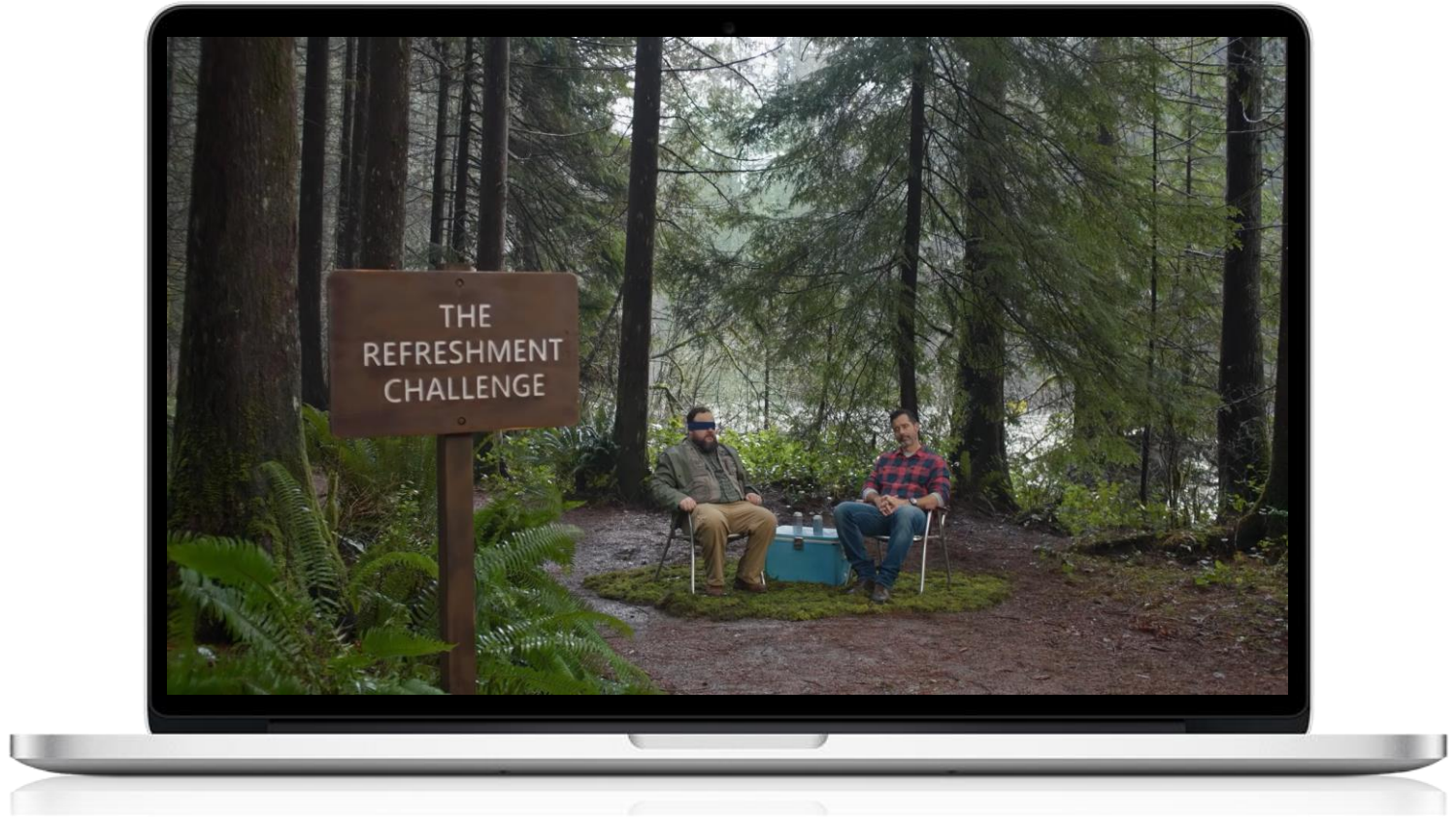


NO

IT IS, IF WE PUT ON THE RIGHT GLASSES



HOW DO YOU EXPECT THIS BEER TO BE?



WHICH ONE EVOKES THE BEST EXPERIENCE?



Vs.



**ADVERTISING
SETS EXPECTATIONS, WHICH DEFINE
HOW WE PERCEIVE AN EXPERIENCE**



**...AND ENHANCES EXPERIENCES, BY
ANCHORING THEM INTO EMOTION**



ADVERTISING CANNOT BE DISENTANGLED FROM CUSTOMER EXPERIENCE

Communications
shape customer expectations

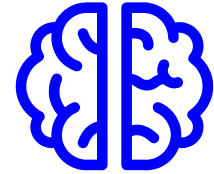


Brand Purpose &
Promise



Communications,
Activation & Delivery

Delivered experiences
validate the
brand perception



Customer Experiences

AND WE SHOULD KEEP IN MIND THAT UNDER-PERFORMANCE ON EXPOSURE DOES NOT COMPENSATE FROM OVER-PERFORMANCE ON OTHER AREAS



Over-perform at
all three stages



Under-perform on
experience



Under-perform on
activation



Under-perform
on **exposure**

WHAT WE NEED TO DO IN COMMUNICATION TO SET THE STAGE FOR GREAT CX?

1. CHOOSE THE RIGHT IMPRESSIONS TO DELIVER
2. DELIVER THE INTENDED IMPRESSIONS
3. FOCUS ON LEAVING A POSITIVE IMPRESSION
4. BE WELL CONNECTED TO THE BRAND



#1. CHOOSE THE RIGHT IMPRESSIONS TO DELIVER

**MEANINGFUL DIFFERENCE
MAKES GOOD CREATIVITY
GREAT**



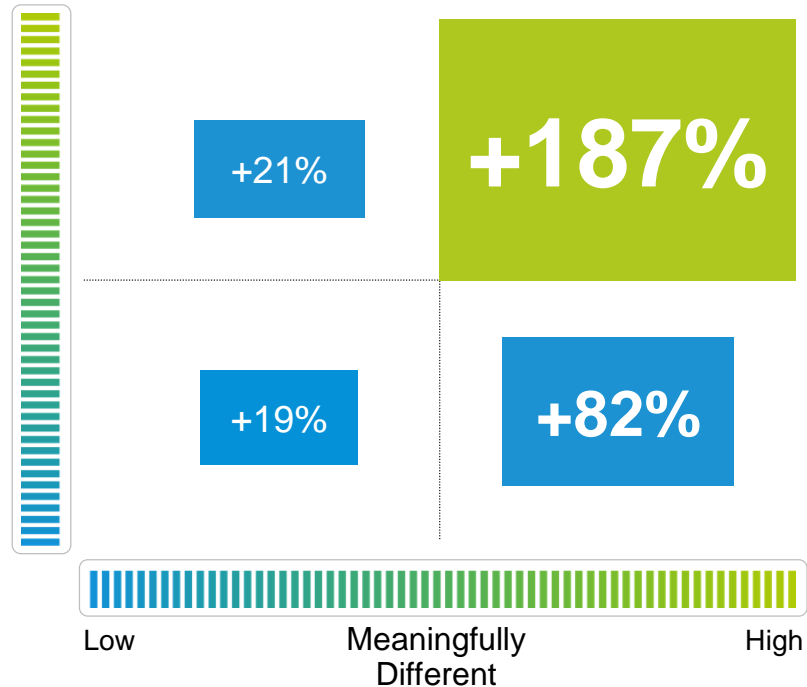
Advertising
Appeal

High

Low

ANALYSIS OF SAME 95 BRANDS

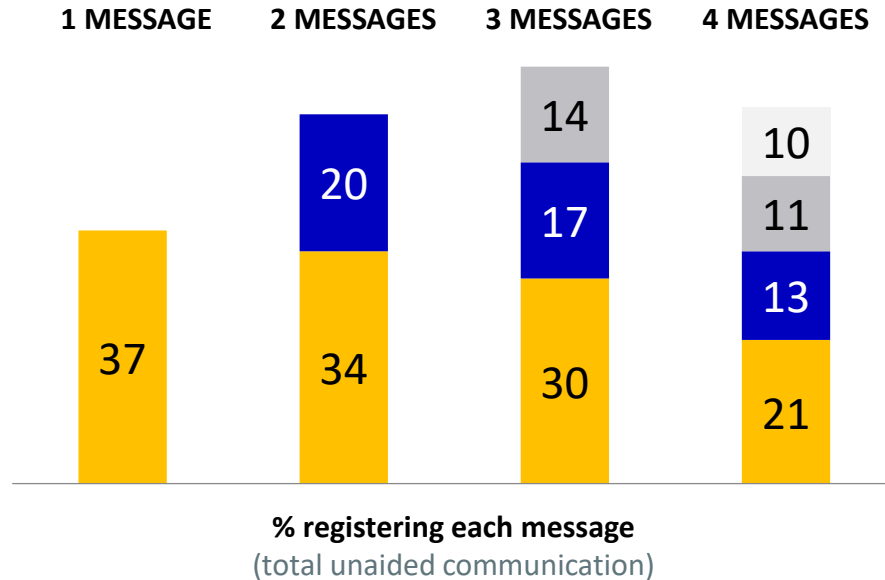
Average change in brand value from 2007-2017



Source: BrandZ analysis; global

#2. DELIVER THE INTENDED IMPRESSIONS

ADS TRYING TO CONVEY...

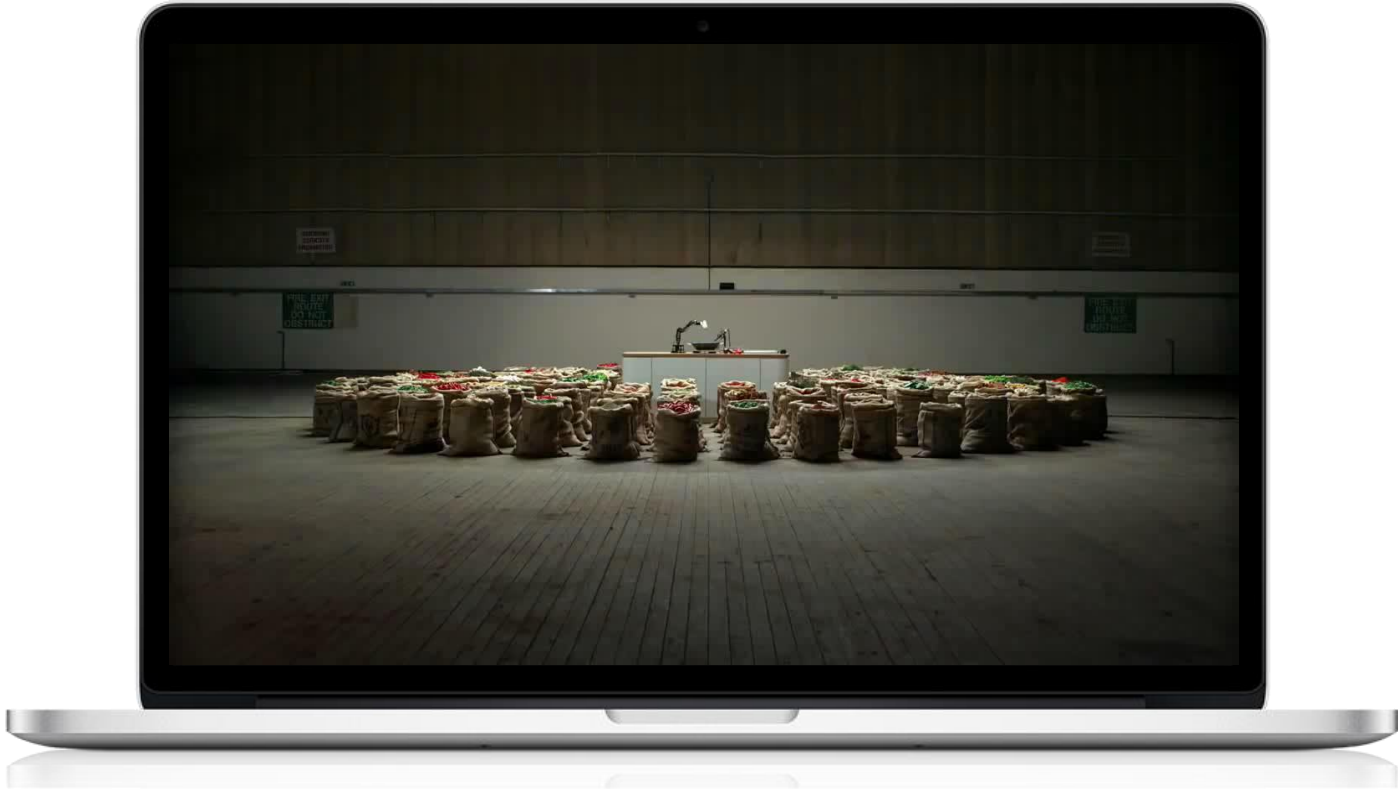


Source: Link database

FOCUS ON 1, MAXIMUM 2 MESSAGES AT A TIME

DELIVER THE INTENDED IMPRESSIONS

IT'S NOT JUST ABOUT WHAT YOU SAY.
LEVERAGE THE WHOLE AD TO CONVEY AN IMPRESSION

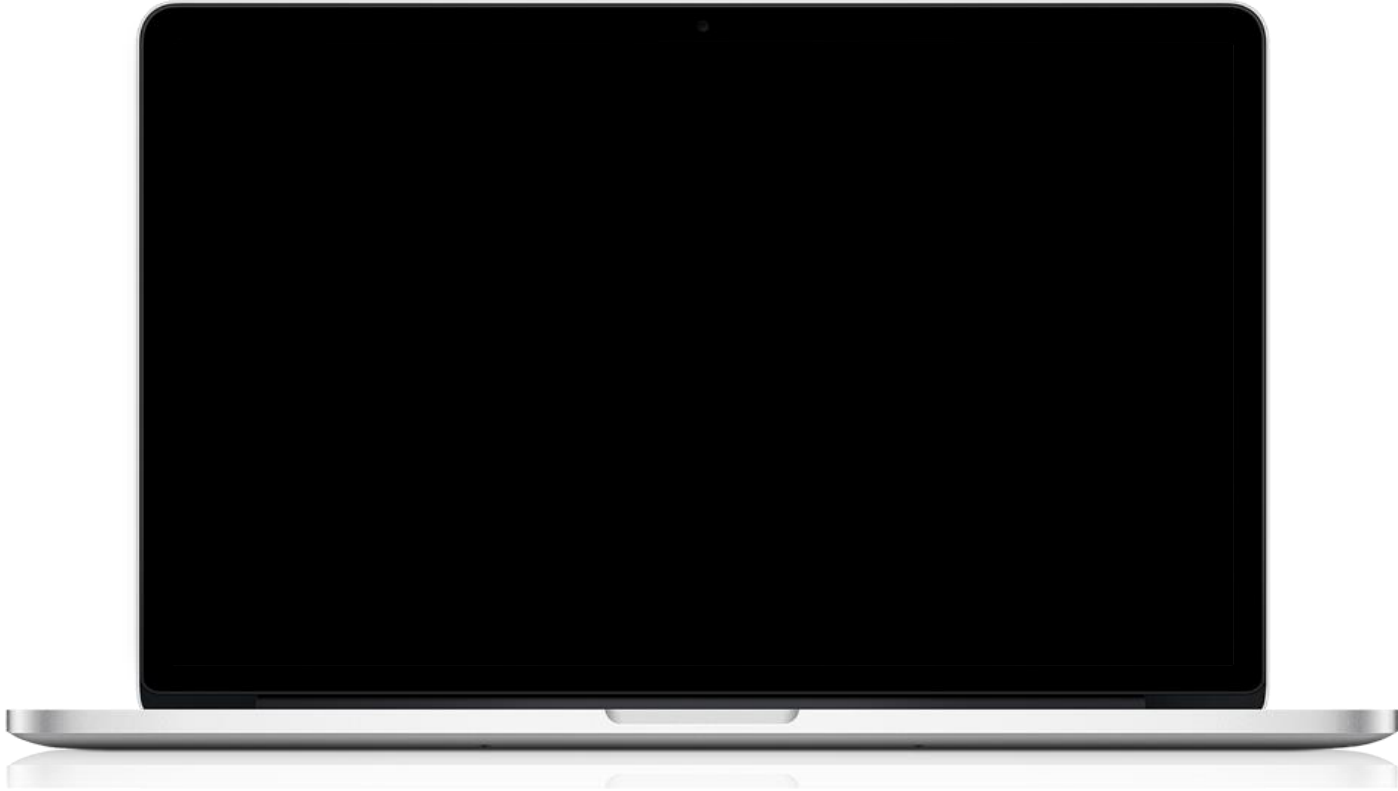




DELIVER THE INTENDED IMPRESSIONS

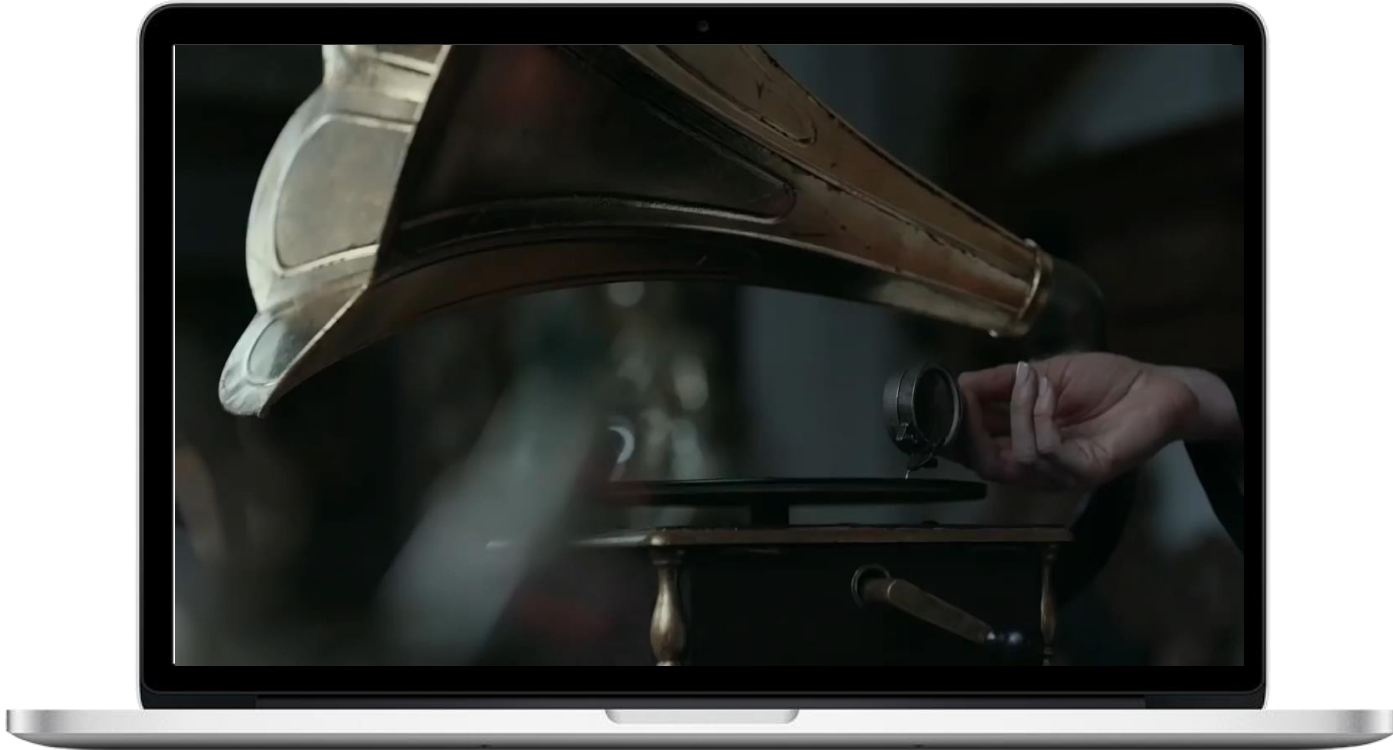
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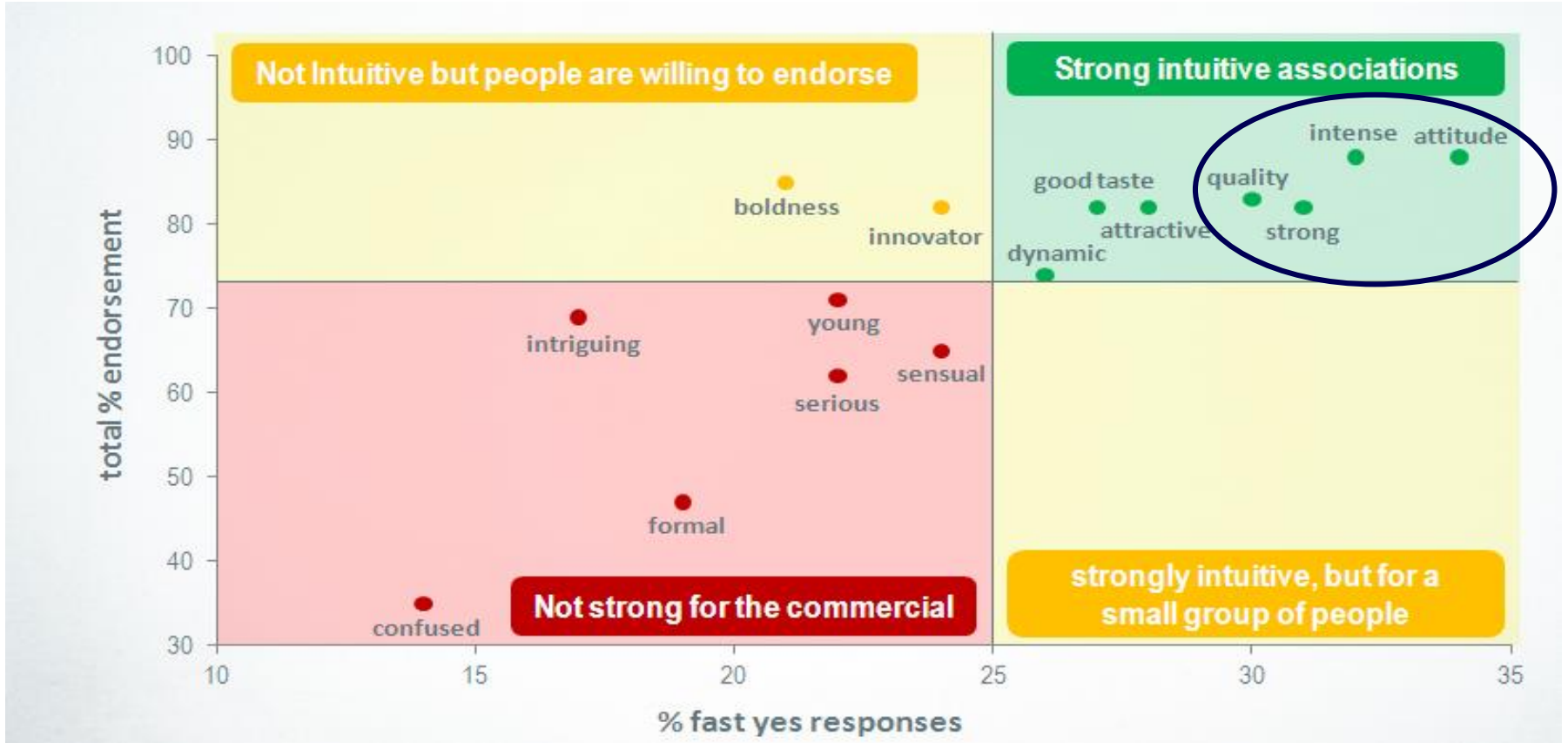


DELIVER THE INTENDED IMPRESSIONS

EVEN WHEN THE MESSAGE CANNOT BE VERBALIZED BY CONSUMERS,
WE CAN STILL FIGURE OUT IF IT WAS UNDERSTOOD OR NOT



IN THIS CASE, RESPONDENTS FOUND IT DIFFICULT TO VERBALIZE THE MESSAGE. INTUITIVE ASSOCIATIONS SHOWED THAT THE AD CONVEYED THE RIGHT IMPRESSIONS



THE IN-MARKET RESULTS?

THE CAMPAIGN ENHANCED BRAND EQUITY, AS WELL AS INTENDED IMAGE PERCEPTIONS

IT ALSO ENHANCED MEASURES OF “TRIAL” AND “REGULAR CONSUMPTION”

JOHNNIE WALKER BLACK LABEL GREW MORE THAN CATEGORY AVERAGE: WHILE THE CATEGORY GREW 38%, THE BRAND SHOWED AN INCREASE OF 64%



#3. FOCUS ON LEAVING A POSITIVE IMPRESSION

HOW DOES THIS AD MAKE YOU FEEL?



THE AD IS STRONGLY INVOLVING PEOPLE, YET THEIR REACTION IS RATHER A NEGATIVE ONE

THEY FIND THE CONTENT AS UNPLEASANT, IRRITATING AND DISTURBING.

VIEWERS ARE SO ENGAGED IN THE PROBLEM, THAT THEY MISS THE RESOLUTION VIA THE NEW YORK TIMES.

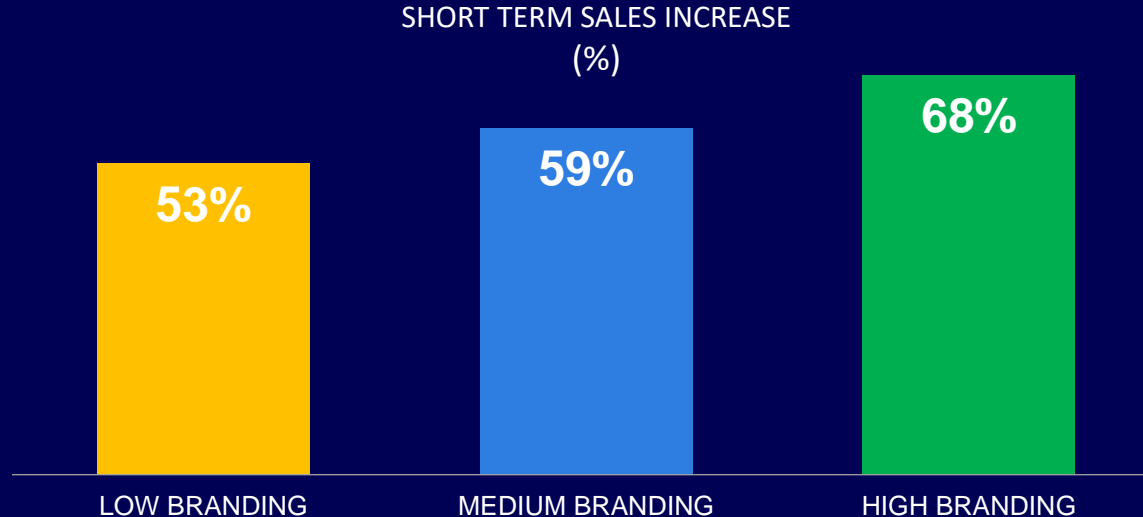
INVOLVING
Top 5%

ACTIVE NEGATIVE
32%



#4. NO BRAND IS NO IMPRESSION

BRANDING IS THE BEST SINGLE PREDICTOR OF IN-MARKET IMPACT.
HIGH BRANDING SCORES ARE RELATED TO STRONGER SALES EFFECTS



**HERE IS AN EXAMPLE OF STRONG BRANDING,
ALTHOUGH YOU DON'T SEE IT COMING**



THIS AD MANAGED TO PUT THE BRAND IN THE SPOTLIGHT, IN A VERY DISTINCTIVE AND ENJOYABLE WAY

ENJOYMENT

Top 5%

BRANDING

Top 15%

DISTINCTIVE

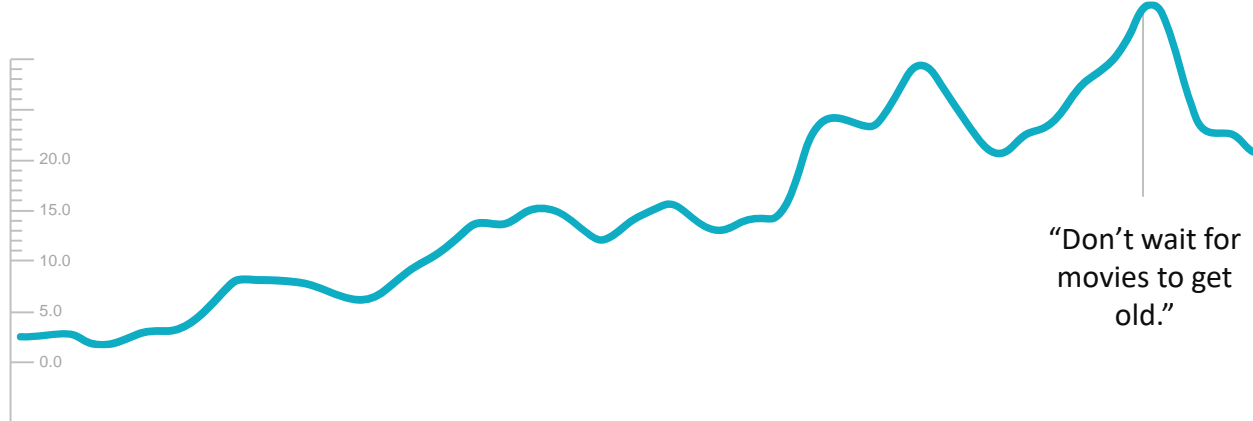
Top 5%



CANAL+ IS THE EMOTIONAL PINNACLE OF THE STORY, MAKING A HIGHLY ENGAGING PIECE OF CREATIVE WORK FOR THE BRAND

SMILE – FACIAL CODING

— First Viewing



**EXPERIENCE DOES NOT HAPPEN IN A VOID.
EXPERIENCE HAPPENS IN A CONTEXT.**

SET THE RIGHT CONTEXT!



Vs.



THANK YOU!

