

**marketing under
pressure
some hard truths**

FACT

**you are a marketer
not the market**

ITALY SINCE 1877
Barilla®

SPAGHETTI

DAL 1877

Barilla®



32oz [®]



The 180 of Market Orientation

*Your customers
Don't give
a shit.*

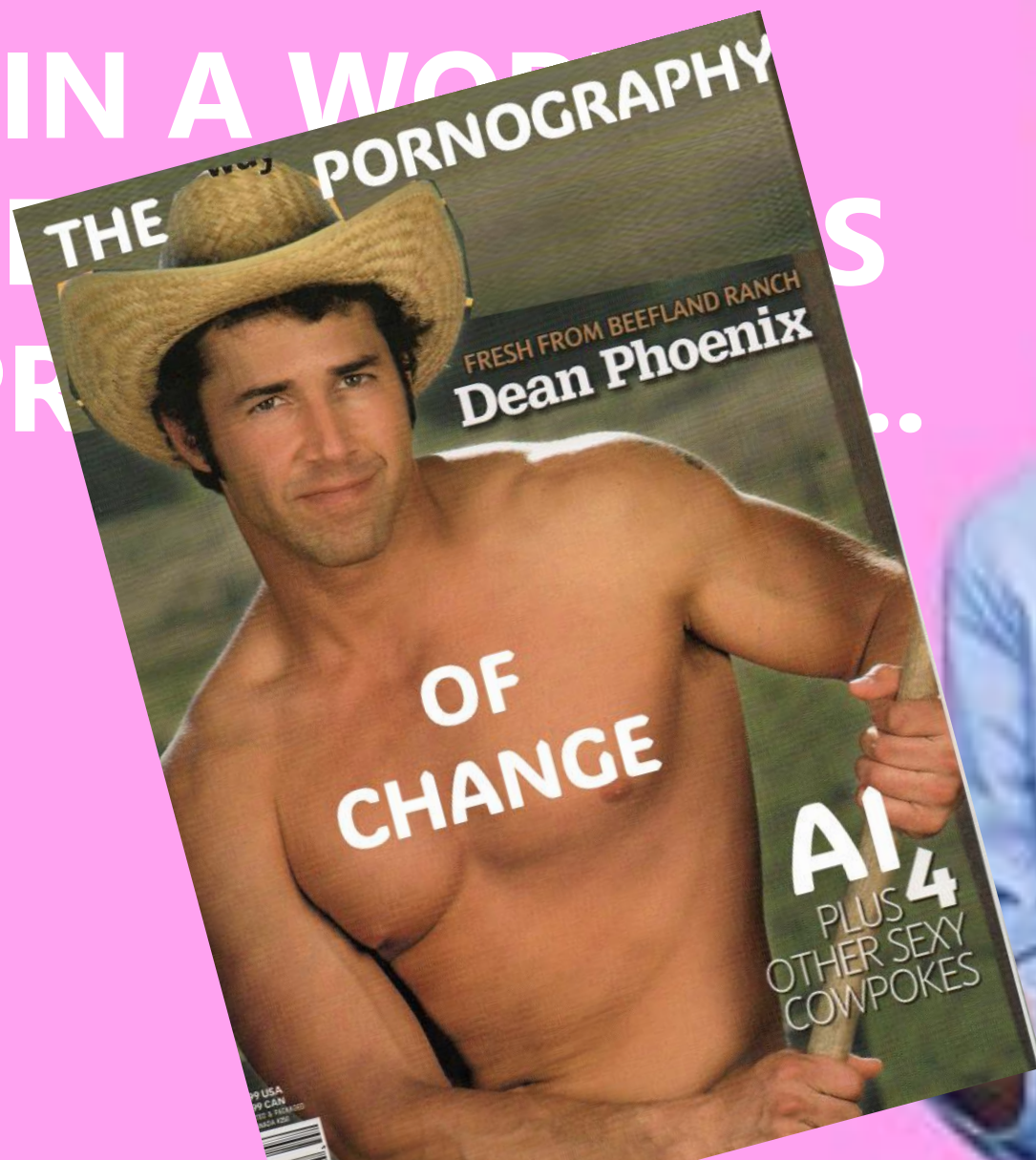
- Your competition
- Your important touchpoints
- Your brand's importance
- The need for new stuff



FACT

**you change too much
do less, more often**

"IN A WORD
WHEN
UNPREPARED...



REBRANDING

**>
accenture**



SLOGANS

***Ich bin doch
nicht blöd.***

Media Markt



ADS

TOP 15 CHRISTMAS ADS 2024



Drivers of Advertising Profitability 2023

	Profitability Multiplier
e	20
quality	12
etting across geographies	5
etting across portfolios	3
ia	2.5
Performance	2
etting across variants	1.7
duct seasonality	1.6
/Phasing	1.15
dience	1.1

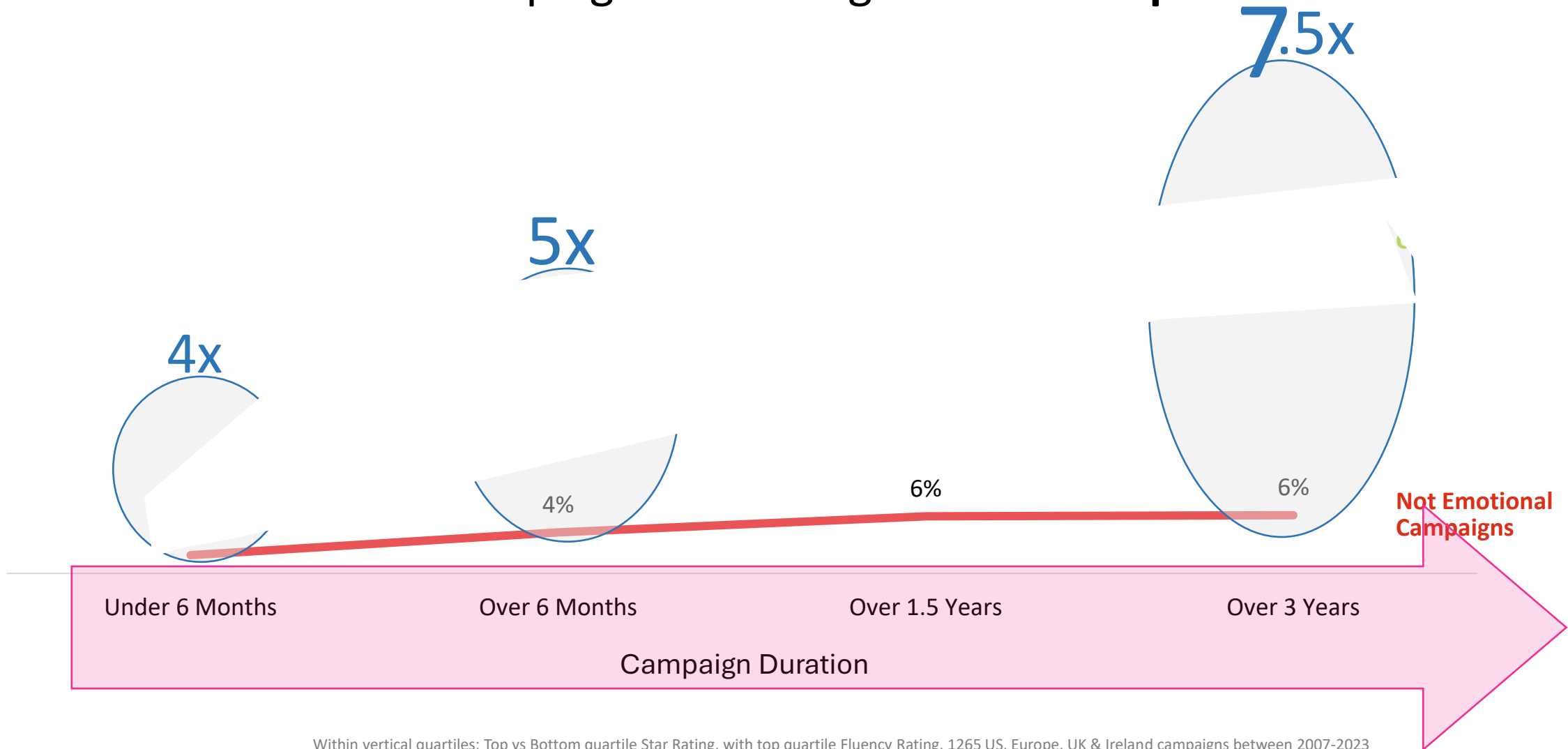


Top 10 Drivers of Advertising Profitability 2023

Rank	Factor	Profitability Multiplier
1	Brand Size	20
2	Creative quality	12
3	Budget setting across geographies	5
4	Budget setting across portfolios	3
5	Multimedia	2.5
6	Brand vs Performance	2
7	Budget setting across variants	1.7
8	Cost/product seasonality	1.6
9	Laydown/Phasing	1.15
10	Target Audience	1.1

Emotion x Fluency^(Time)

% campaigns achieving incremental profit



Within vertical quartiles: Top vs Bottom quartile Star Rating, with top quartile Fluency Rating. 1265 US, Europe, UK & Ireland campaigns between 2007-2023 from the Effie Case Library (2017-2023 program years). Ads tested with System1's Test Your Ad with 200,000+ Global Respondents.

FACT

**you focus on tactics
before you have any strategy**

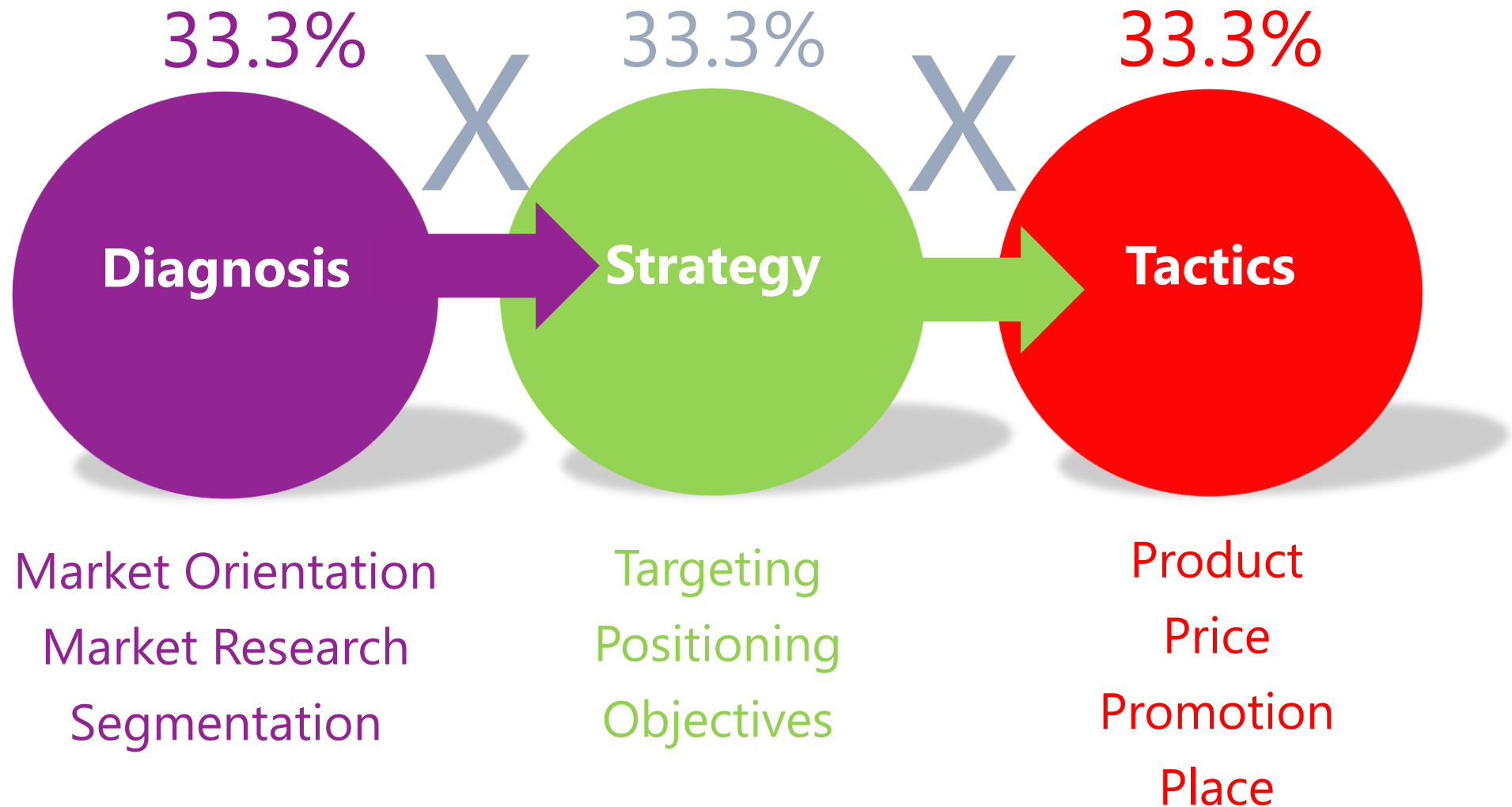


strategos



taktikos

Three Phases of Marketing



TACTIFICATION



The diagram illustrates the Tactification process through three sequential stages, each represented by a colored circle with a shadow. The first stage is a purple circle labeled 'Diagnosis', the second is a green circle labeled 'Strategy', and the third is a red circle labeled 'Tactics'. Below each circle, specific components of that stage are listed in a color matching the circle.

Diagnosis

Market Orientation
Market Research
Segmentation

Strategy

Targeting
Positioning
Objectives

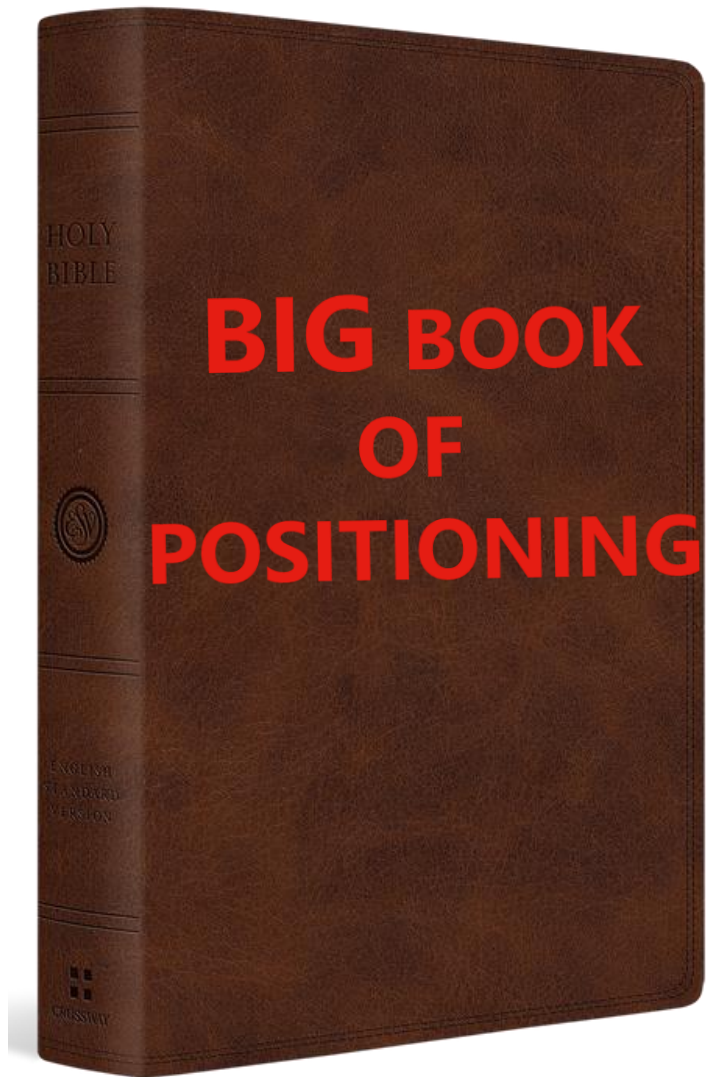
Tactics

Product
Price
Promotion
Place

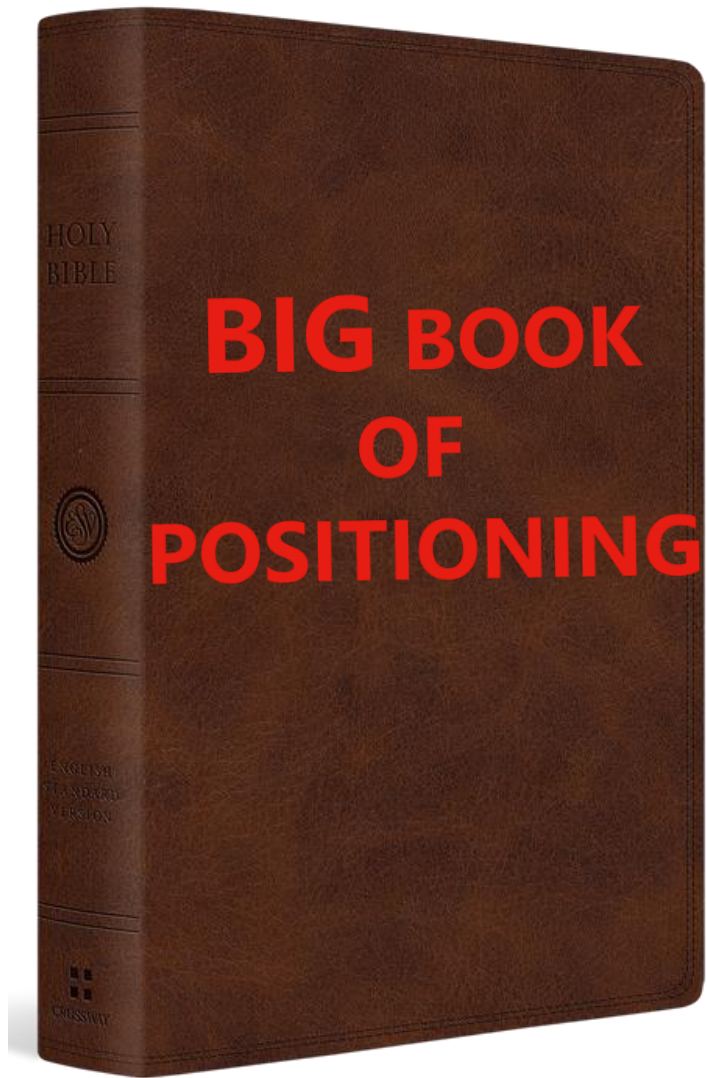




**your brand positioning
ist verkomplizierter Unsinn**

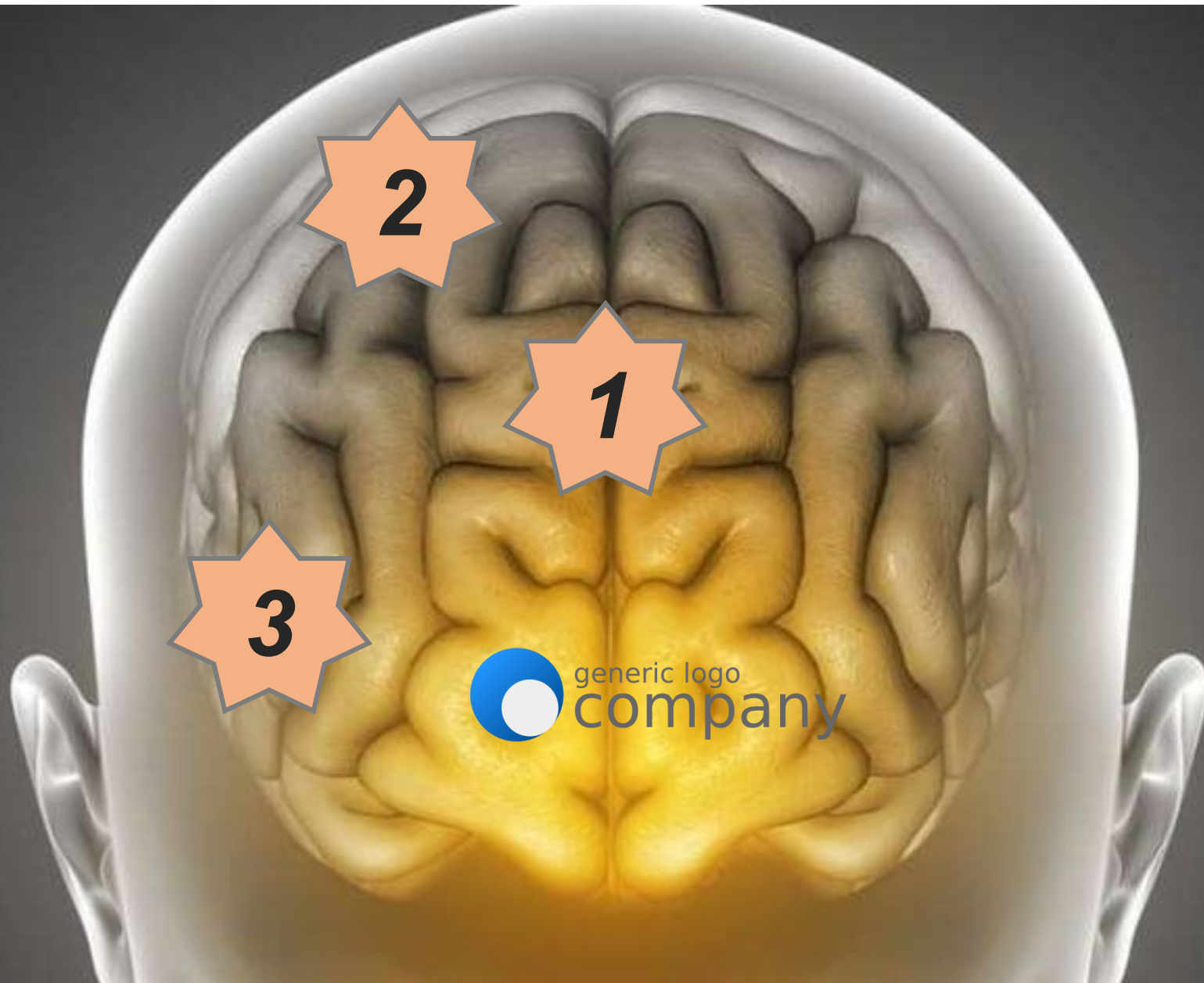


- 1.Brand Positioning**
- 2.Brand Identity**
- 3. USP (Unique Selling Proposition)**
- 4.Brand Values**
- 5.Brand Personality**
- 6.Brand Promise**



THE POSITION

We Totally FUCKED up Positioning





Wael Jabi He/Him · 1st
Brand Builder | Wanna-be Superdad | Chocoholic
Geneva, Geneva, Switzerland · [Contact info](#)
3,614 followers · [500+ connections](#)
Robert Rakowitz, Caroline Fisher, and 110 other mutual connections

[Message](#) [Save in Sales Navigator](#) [More](#)

Experience



Nestlé

Full-time · 7 yrs 1 mo
Switzerland

- **Global Head of Marketing & Communications, KitKat®**
Sep 2021 - Present · 4 yrs 2 mos
- **Global Strategic Digital Partnerships Lead**
Oct 2018 - Sep 2021 · 3 yrs



Procter & Gamble

Full-time · 10 yrs 5 mos

- **Global Brand Director, Braun**
Oct 2014 - 2018 · 3 yrs 4 mos
Geneva, Switzerland
- **Local Brand Manager, Pampers, KSA + Gulf region**
Oct 2012 - Oct 2014 · 2 yrs 1 mo
Dubai, U.A.E
- **Regional Senior Assistant Brand Manager, Pampers, Sub-Saharan Africa**
Aug 2009 - Oct 2012 · 3 yrs 3 mos
Geneva, Switzerland

PERFECT POS

Distinctive Brand Assets

- Sensual Identifiers
 - Logo plus 3
 - Sound
 - Colour
 - Shape
- Identify and Codify

Breaks are good

Perfect Positioning

- Your Loyalists
 - The 3 C's
- Relative Differentiation
- Two or Three Brain cells
- Feature / Benefit / Category Entry Point
- Less is More



Have a break, have a Kit Kat.®

BRIEFING



FACT

your briefs are bad
(and your agency is scared to tell you how bad)

Sample

1731 respondents
from 70 countries

944 from marketing
organisations

and 786 from
creative agencies



BetterBriefs
Project

USA 172

UK 508

DE 0

AUS 383

Both marketers and agencies agree that briefs are important

'It's difficult to produce good creative work without a good marketing brief'



**Most marketers think the briefs
they write provide clear strategic
direction; most agencies disagree**

**'The briefs I/my client write(s)
provide clear strategic direction'**

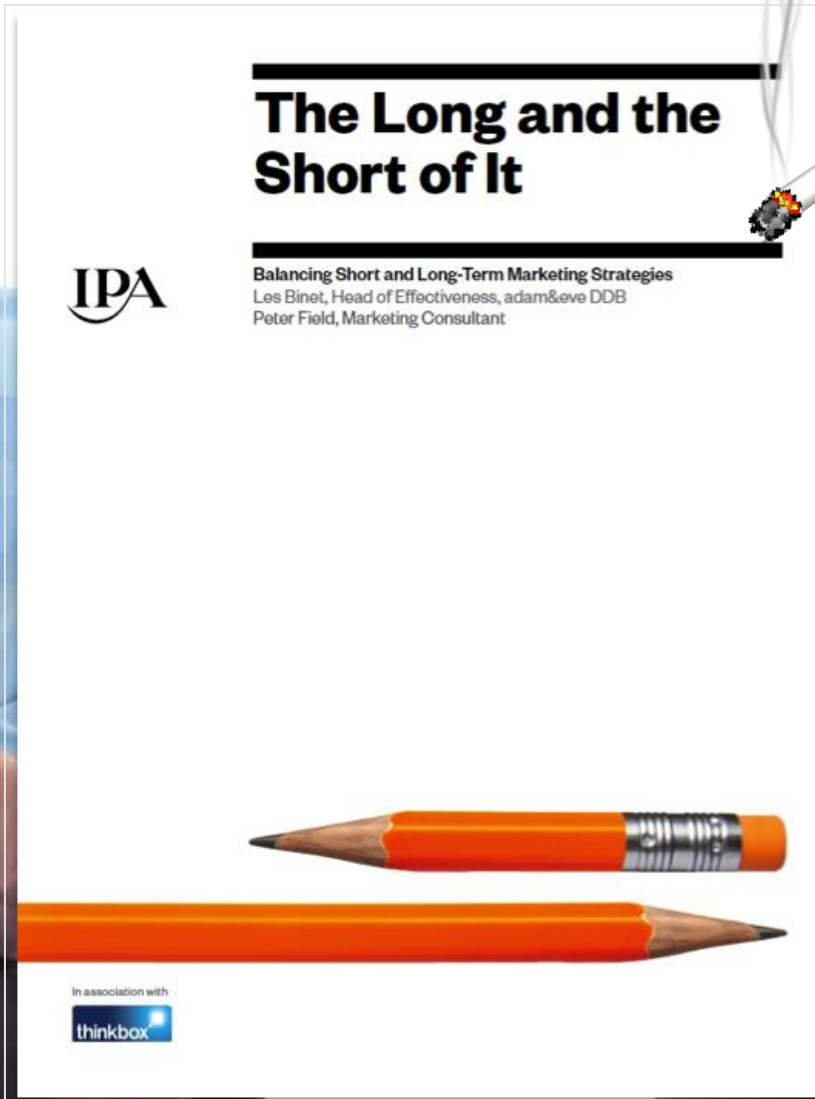


FACT

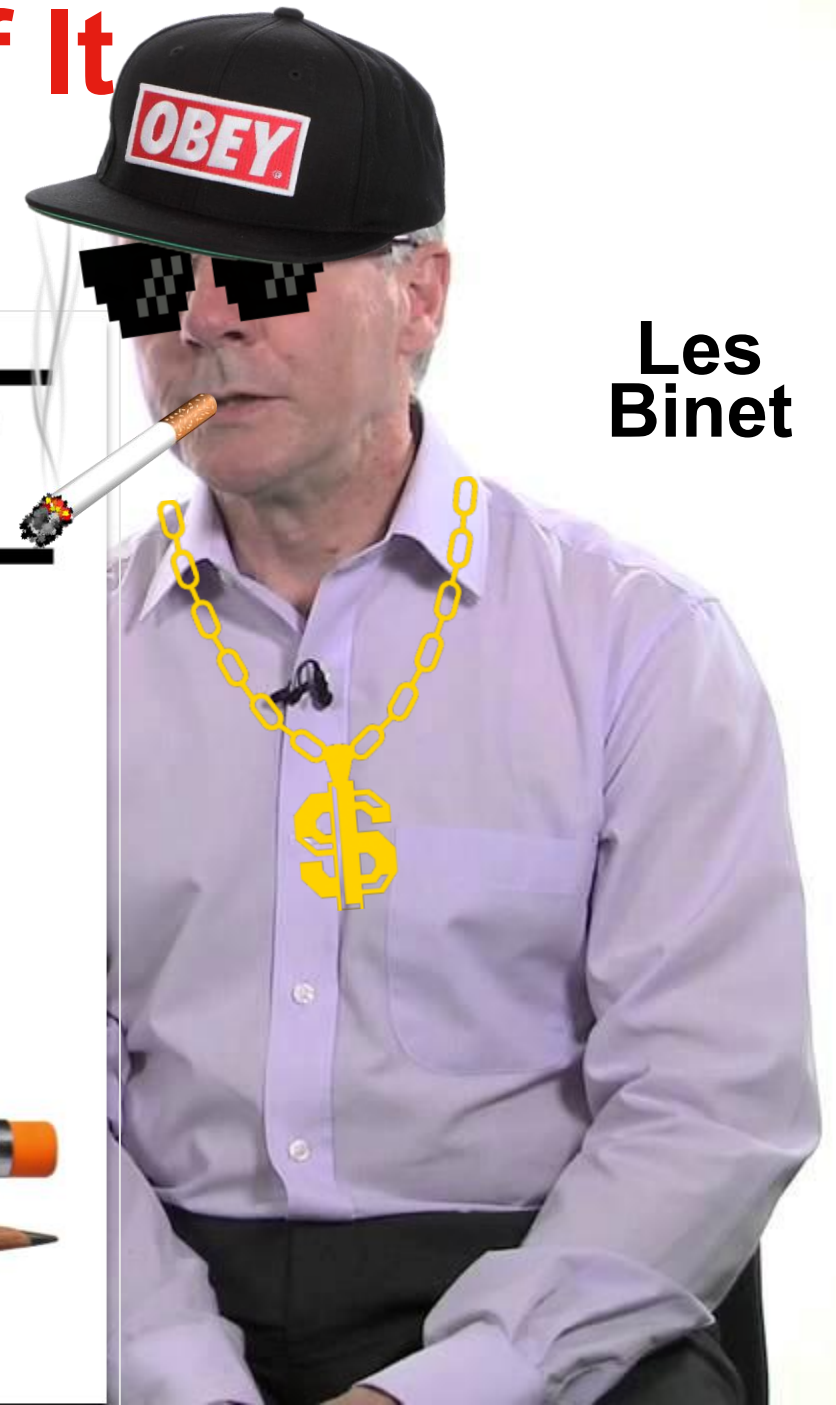
**you overinvest in
performance**

The Long & Short of It

Peter
Field



Les
Binet



The Long & Short of It



**McDonald's** 

14 March at 08:58 · 

Spoil your mum with nugs and kisses as we've got six McNuggets for 99p on the My McDonald's app this Mother's Day... and this time they're NOT for sharing! 😊



99p
Six Chicken McNuggets®



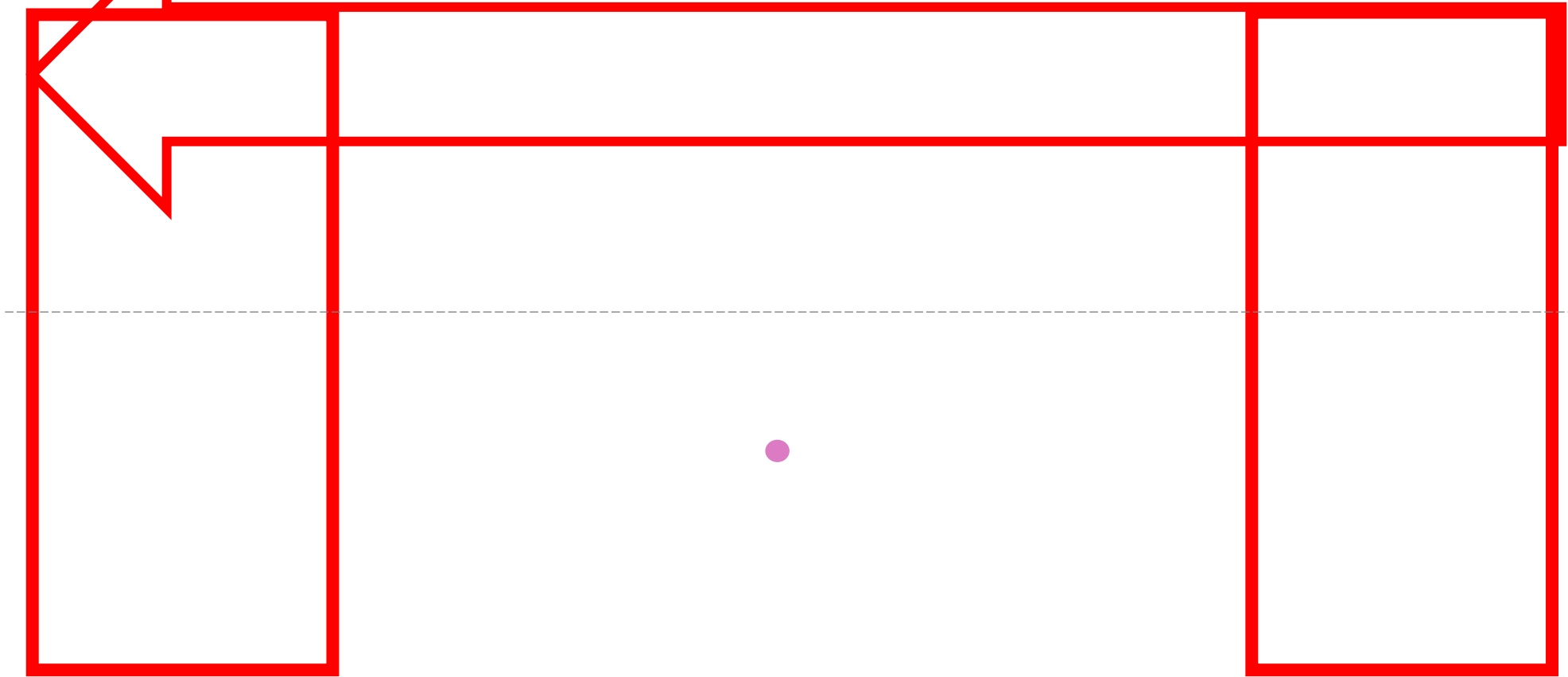
1

2

The Long & Short of It



Star Rating vs Spike Rating for UK TV ads June 2018 to September 2024



Star Rating vs Spike Rating for UK TV ads June 2018 to September 2024



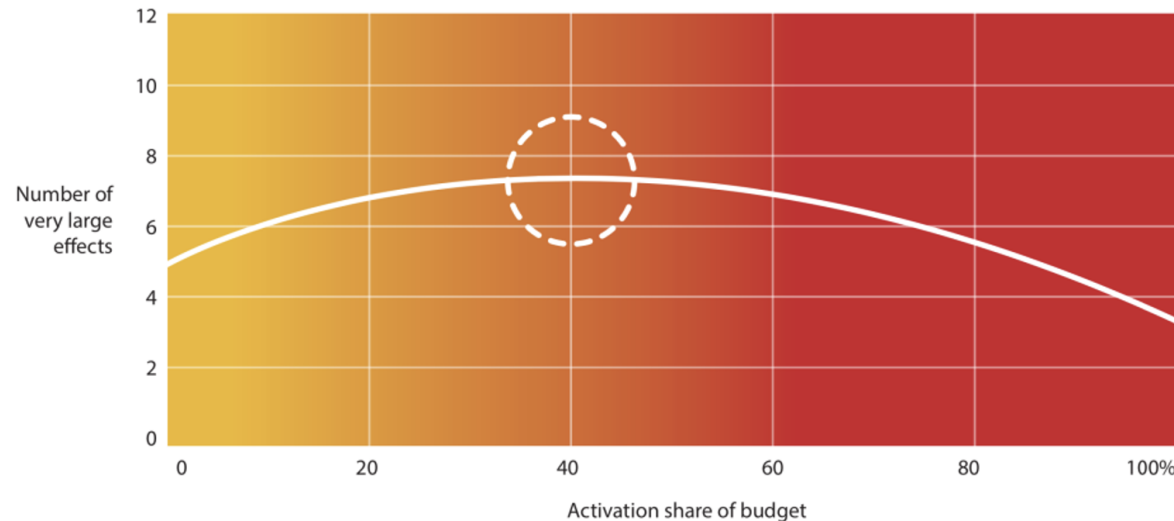
LONG & SHORT EXPERTISE

- Understand what Long & Short are
- Realise long is the wrong word for it
- Separate Long & Short at the Ad Level



LONG & SHORT EXPERTISE

- Understand what Long & Short are
- Realise Long is the wrong word for it
- Separate Long & Short at the Ad Level
- Integrate Long & Short at the Campaign Level
 - Demolish the 60/40 myth



The Optimum Budget Mix Varies

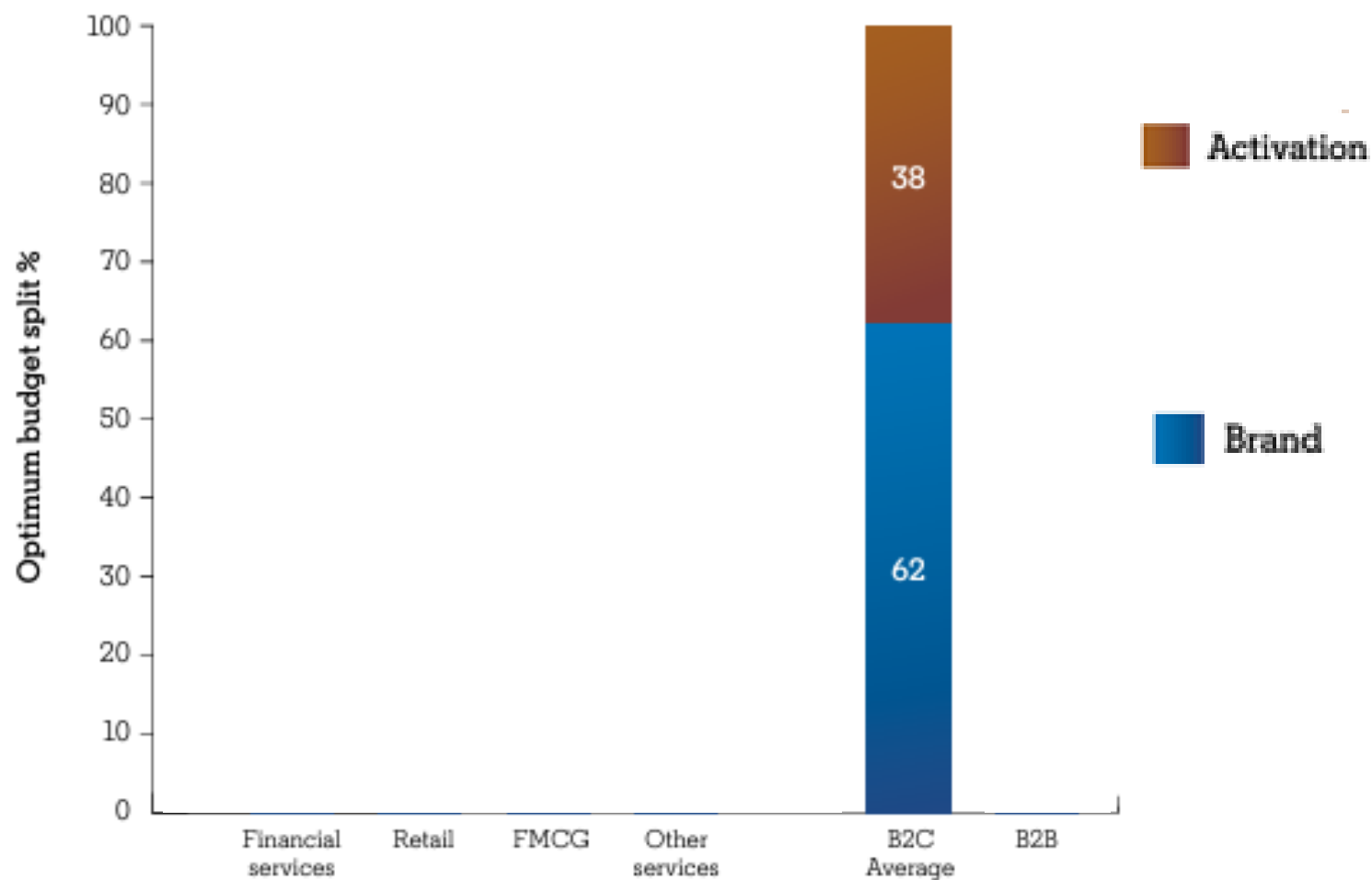


Figure 6. Source: IPA Databank, 1998-2018 B2B cases

Calculate your marketing budget split

First Name* Last Name*

Work Email* Company*

Role Title* Business Type*

Choose the option that's most suitable for each field

Choose your sector

Are you innovating?

How is your product purchased?

What lifecycle is your category?

How is your product priced?

How big is your brand?

☒ Subscribe to Tracksuit's newsletter

Calculate Clear

Credit to Peter Field and Les Binet

WHY SO MUCH ON BRAND?

The 95-5 Rule



40

60

FMCG



**you just do advertising
not marketing**

TACTIFICATION



Product
Price
Promotion
Place

Pricing

- It's not about revenues
 - It's about profit
- Price drives profit, more than other stuff

MARKETING

- Price Research
- The Price
- Price Communication

Welcome to The Economist Subscription Centre

Pick the type of subscription you want to buy
or renew.

☐ Economist.com subscription - US \$59.00
One-year subscription to Economist.com.
Includes online access to all articles from
The Economist since 1997.

☐ Print subscription - US \$125.00
One-year subscription to the print edition
of *The Economist*.

☐ Print and web subscription - US \$125.00
One-year subscription to the print edition
of *The Economist* and online access to all
articles from *The Economist* since 1997.

Welcome to The Economist Subscription Centre

Pick the type of subscription you want to buy or renew.

☐ Economist.com subscription - US \$59.00
One-year subscription to Economist.com.
Includes online access to all articles from
The Economist since 1997.

☐ Print & web subscription - US \$125.00
One-year subscription to the print edition
of *The Economist* and online access to all
articles from *The Economist* since 1997.



10 hard truths

- YOU LACK MARKET ORIENTATION
- YOU CHANGE TOO MUCH
- YOU CREATE ADS WITHOUT EMOTION / CODES / LONGEVITY
- YOU HAVE NO STRATEGY, JUST TACTICS
- YOUR POSITIONING IS VERKOMPLIZIERTER UNSINN
 - YOU IGNORE THE NEED FOR DISTINCTIVENESS
 - YOU BRIEF REALLY, REALLY BADLY
- YOU OVER INVEST IN PERFORMANCE AND THE 5%
- YOU DON'T HARNESS THE POWER OF LONG & SHORT
 - YOU JUST DO ADVERTISING NOT MARKETING

MVP

experience DAY