Brand Marketing in a Digital World

Looking at the world through a digital lens
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Introduction

With marketing and consumer budgets under huge pressure, marketers need more than ever to ‘do more with less’.

Digital media is an increasingly important part of the mix for brands communicating with target customers. But if you view digital as something you simply add to your media schedule, you miss out. Because the mass market consumer is digital, because competitors are digital, and because technology and behaviour are changing faster than ever before.

We believe that marketers can gain advantage during the downturn and sustain this for the long term if they look at the world through ‘a digital lens’. There are real-time insights into consumer and competitor behaviour, ways of mass communication which allow targeting and tailoring to individuals, and ways to adapt strategies and tactics by the minute.

Matt Brittin  Managing Director, Google UK
This is not a new chapter we are writing, it’s a new book.

— Richard Eyre, Chairman, IAB

1. Digital is now more mass market than ever

There are **1.6 billion** people online worldwide, representing nearly **24% of the world’s population**.

— Internet World Stats, March 2009

71% of the UK population is now online.

— Internet World Stats, March 2009

30% of leisure time is now spent online.

— TNS, December 2009

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Online video has come of age

More than 1 in 5 adults in UK, France, Italy and the US with Internet access had watched longer videos such as feature films or full-length TV shows online.
— Ofcom, December 2008

Social networks continue to take more and more of peoples’ time

67% of the global online population have visited a ‘member community’ site.
— Nielsen, December 2008

In May 2009, YouTube reached 15.4 million unique users in the UK.
— Nielsen NetView, May 2009

Media multitasking means that online and offline media work more closely than ever

People aged 12-24 are notching up 23 cumulative hours a day, engaged in up to 5 activities simultaneously.
— NMA, April 2009

36% of UK broadband users (aged 16-55) state they have both the TV and Internet on in the same room every day.
— TNS/YouTube Media & Audience Study (broadband users aged 16-55), December 2008

Widespread broadband and Wi-Fi mean that being online is a daily habit

95.1% of users connected to the Internet in the UK are on broadband connections.
— Websiteoptimization.com, December 2008

48% of home broadband users have used wireless broadband at home in the last month.
— IBAPWC, April 2009

Search is now a fundamental consumer behaviour

In the UK in May 2009, Google Search had 4 billion search page views.
— Nielsen NetView, May 2009

Over half (51%) of consumers are using the Internet before making a purchase in shops, educating themselves on the best deals available.
— Verdict Research, May 2009

20 hours of video are uploaded to YouTube every minute.
— YouTube, May 2009

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2. How marketing activity has evolved

To understand how the Internet has affected brand marketing, let’s remind ourselves of good marketing fundamentals.

Digital has had an impact on all aspects of marketing – not just media. This means there are now new imperatives which all marketers must learn to embrace.
Introducing a simple framework to help summarise how marketing activity has evolved in the digital world

The basic questions – ‘WHO’ ‘WHAT’ and ‘HOW’ – will always remain fundamental. But they are being reshaped in the digital world. Now, digital brands can respond to changes in consumer behaviour through real-time insights.

Agile businesses can tailor messaging to target more effectively, whilst considering not just their ad creative and marketing messages but the full range of content which relates to their brand. This content can be pushed to consumers, but today consumers can also be pulled to it and, like it or not, they will often play a very active role in shaping your brand.

- Richard Reed, Co Founder, Innocent

It's now free to speak to the world at the touch of a button
New challenges need new tools: Real-time Consumer Insights

Consumer behaviour is changing faster than ever and brand perceptions are changing to match. The Internet facilitates these changes as consumers are quick to research alternatives and seek out the best deal online. In the same way, it allows you to keep track of these changes more directly and in ways which did not exist even a few years ago.

Today search trends and online behaviour have become leading indicators of consumer attitudes and interests. Blogs, forums, online video and sites like Twitter also act as barometers for consumer sentiment. Businesses can get immediate feedback based on customer purchasing patterns, just as they can keep track of competitor behaviour in real-time.

You can use this data to find the people interested in what your brand has to offer. In many ways this can be much faster, more practical, cheaper and often more effective than more traditional market research approaches.

Insight tools: free tools to help you gain more real-time insight into your brand

Google Insights for Search: See trends in what people are searching for.
  google.co.uk/insights/search

Google AdWords – Keyword tool: See actual volumes of searches for different words.
  https://adwords.google.com/select/KeywordToolExternal

Google Ad Planner: Find the sites your target audience is likely to visit.
  google.com/adplanner

YouTube Insights: Find out the performance of your videos and gain insight into who, where and when users are watching your videos.
  youtube.com/t/advertising_insight

Twitter Trends: What does your brand mean to people and what are they saying about you right now?
  twist.flaptor.com

Facebook Lexicon: Count the number of occurrences for specific words and phrases on Facebook users’ walls over time.
  facebook.com/lexicon

Brandtags: A collective experiment in brand perception which captures what people say about a brand.
  brandtags.net
Content is king:

What is it?
Marketing content used to be your ad creatives and product information. In the digital world, content needs to be redefined to include forums and communities, product reviews and surveys, games, videos, gadgets and viral marketing – all of which can help shape consumer perceptions of your product and brand.

Who creates it?
Today what’s important is not just the content that you create, but also the role that your consumers play in helping shape your brand.

Where does it live?
Content relevant to your brand can live both within your ‘domain’ (e.g. your website, marketing creatives and product packaging) as well as on the web (e.g. partner sites, a video site, a social network).

Tailoring your message for different consumers
In the digital world, there are countless opportunities to tailor and target your messages to different audiences acting on the real-time insights available. Agile brands create custom search campaigns which cover the full range of their brand ‘territory’. They also respond rapidly to changing circumstances (e.g. competitor pricing changes, consumer feedback, product recalls, environmental concerns, breaking news, changes to the law).

New Principles:
Transparency, Authenticity, Participation

– Joe Rospars, Co Founder, Blue State Digital
Case study: the different faces of Doritos

Doritos is a great example of a brand which has embraced different types of content in multiple places, some of which is created and co-created by the consumers.

Pepsico Corporate Site: “The UK’s No.1 Tortilla Chip”

Facebook Fan Site: “Share the love”

Doritos.co.uk: “Enter the latest competition”

YouTube: “Create our next ad”

‘PUSH’ and ‘PULL’ are complimentary approaches. Together they drive greater efficiency.

‘Push’ marketing helps to drive awareness – encouraging consumers to seek more information – and stimulates ‘Pull’ where consumers actively choose to engage with your brand content. The two combined can turbo-charge the effectiveness and efficiency of your marketing. Brands that use digital media smartly within the media mix can drive better efficiencies and get more bang for their buck. There is a mounting body of evidence that digital media can deliver ‘more for less’ as our two case studies demonstrate.

Case study 1

Unilever conducted a study on their Flora ‘Cooking with Schools’ campaign last year. They wanted to learn which media were most efficient in helping to drive the brand’s association with kids, cooking and nutrition. They found that search was 10x more efficient than TV in driving front-of-mind brand awareness, and that the combination of search with other media was always more efficient than using each media on its own.

Flora Media Efficiency

Source: Unilever ‘XMOS’ Study with Mindshare, Metrixlab & Google, 2008
Case study 2

Ford conducted a test with 5,000 consumers to understand how search influenced perceptions of their brand in conjunction with their other advertising media. The results were impressive across the Fiesta campaign, with search driving a 20% increase in brand association with the terms ‘Stylish’ and ‘Desirable’. It was also found to be more than 7x more efficient than TV in impacting campaign awareness.

Ford Media Efficiency

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Without Search</th>
<th>With Search</th>
<th>Increase</th>
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</thead>
<tbody>
<tr>
<td>TV</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Radio</td>
<td></td>
<td></td>
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<tr>
<td>Print</td>
<td></td>
<td></td>
<td>+45%</td>
</tr>
<tr>
<td>Online display</td>
<td></td>
<td></td>
<td>+50%</td>
</tr>
</tbody>
</table>

Source: Ford ‘XMOS’ Study with Mindshare, Metrixlab & Google, 2008.

Look before you leap, but then leap!

~ Bob Thacker, CMO, OfficeMax
3. Practical steps for building a digital brand

12 month planning cycles, and the need to ‘lock and load’ the message and the media well in advance, make it hard for brands to keep pace with a fast moving digital world. Processes need to allow for more flexibility.

Google’s philosophy is ‘always be in beta’ – be fast to market, keep testing, learning and refining. Marketing in the digital world is about regular iterations, small and pragmatic changes, based on real-time data, rather than taking decisions today based on research done 18 months ago.

It is important you start thinking about how digital can play a bigger part in your brand marketing so to help you with this here are a few things you can do today.

Want to learn more about how this all works?

Sign up for a Google brand workshop

**Sign up for a workshop – simply contact brandworkshop@google.com**

**Note:** the brand workshops are subject to certain qualifying criteria. Please contact Google for more information.
“Understanding Digital is core to moving our brands forward. Google’s workshop was clear, concise and easy to follow. The ‘hands on’ training approach is the best way to give marketers a deeper understanding of consumers’ digital journeys.”

— Kate Keane
Consumer Connections Director EMEA, Johnson & Johnson

“The Google Workshop is the first training I have seen which gives marketers a useful structure to approach digital marketing. We’re exposed to many different training programmes, case studies, brilliant websites etc. But they rarely go beyond a tactical level. The Google Workshop is the first one I’ve seen which structured the work of my brand beyond initiatives and tactics. I used it to plan the digital strategy for the next three years, and it helped to develop a precise search strategy in a scientific way.”

— Emmanuele Giacobbi
Brand Manager, Procter & Gamble Europe

Customer testimonials

Want to keep informed with the latest consumer trends and insights?
Sign up to the Barometer Blog

Sign up to the blog at http://googlebarometer.blogspot.com/
Want to hear from some of the leading marketers?

Visit: [www.youtube/survivalofthefastest](http://www.youtube/survivalofthefastest)

To join the community, email survivalofthefastest@google.com
Looking for more?

To download this booklet and for much more information, visit the Google UK Advertising Toolkit: google.co.uk/adtoolkit

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