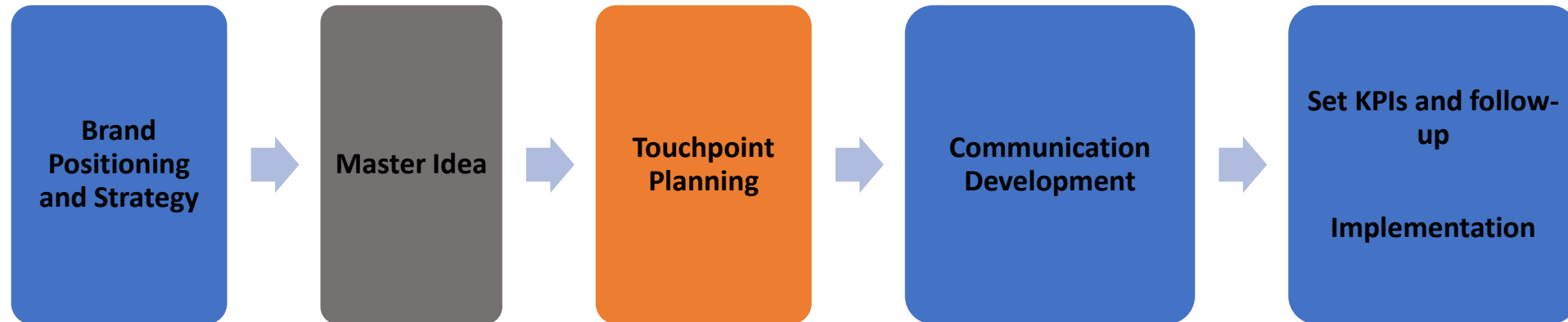


Managing brands

Lecture 11 – Effective touchpoint planning

By Zamira Ataniyazova

Communication Process



**Insight which
powerfully
connect with
consumers at a
place & time with
a message which
is right for them**

There are many possible touchpoints

Movie theatre

Web TV

Video rental
store

Tape

Ad banner

Sponsorship

Internet

Cell phone

Gaming

Digital remote

Video

DVD

Website

E-commerce

Pager

TV

Modem

Computer

Email

MP3

CD-ROM

Radio

Film

Fax

Phone

Direct

ATM

Magazine

Car Radio

Portable radio

Retail

Kiosk

Database

Tabs etc

Events

Delivery

POP

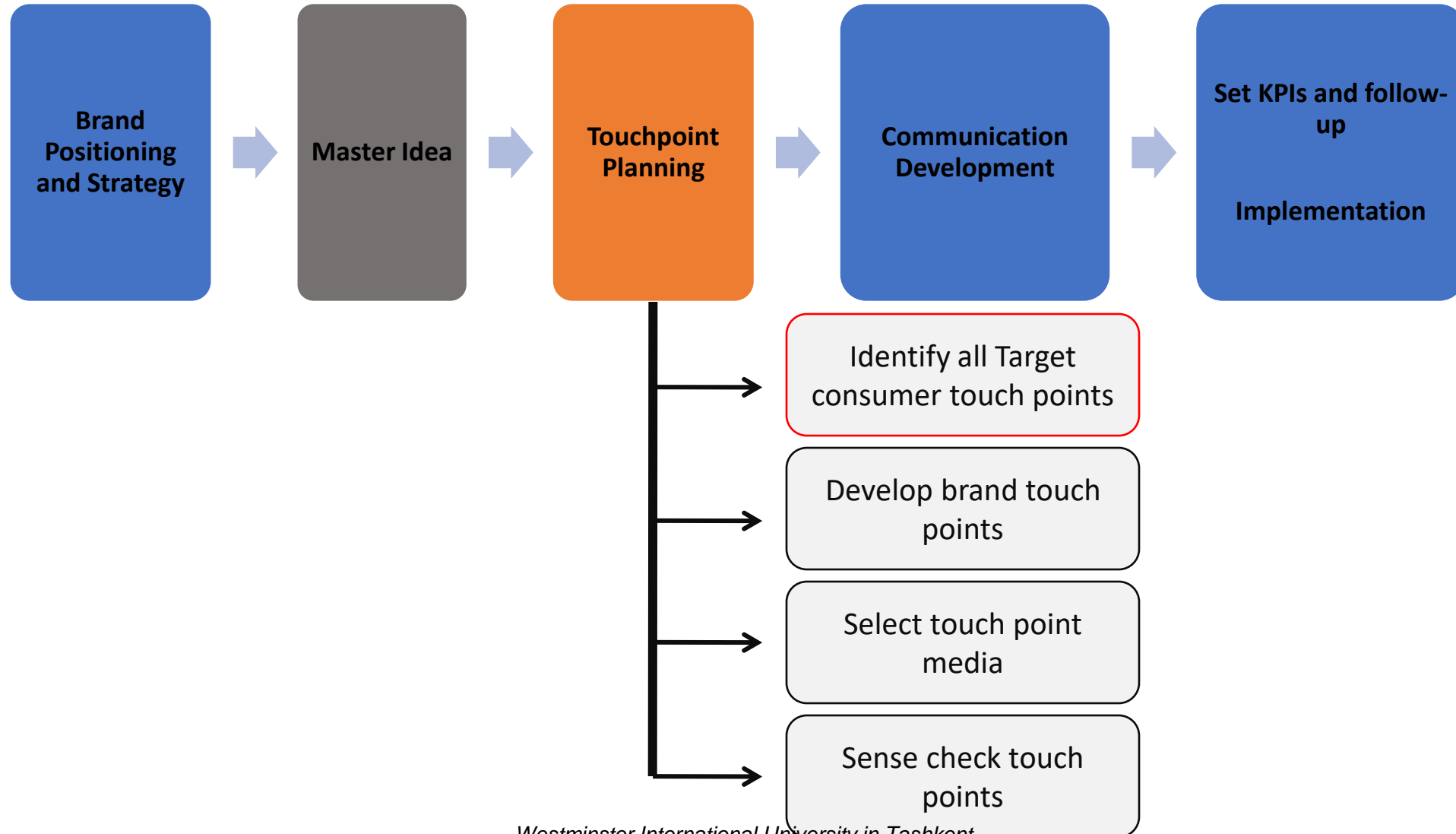
Packaging

Coupon


Transit

Etc

Communication Process



Touch Points

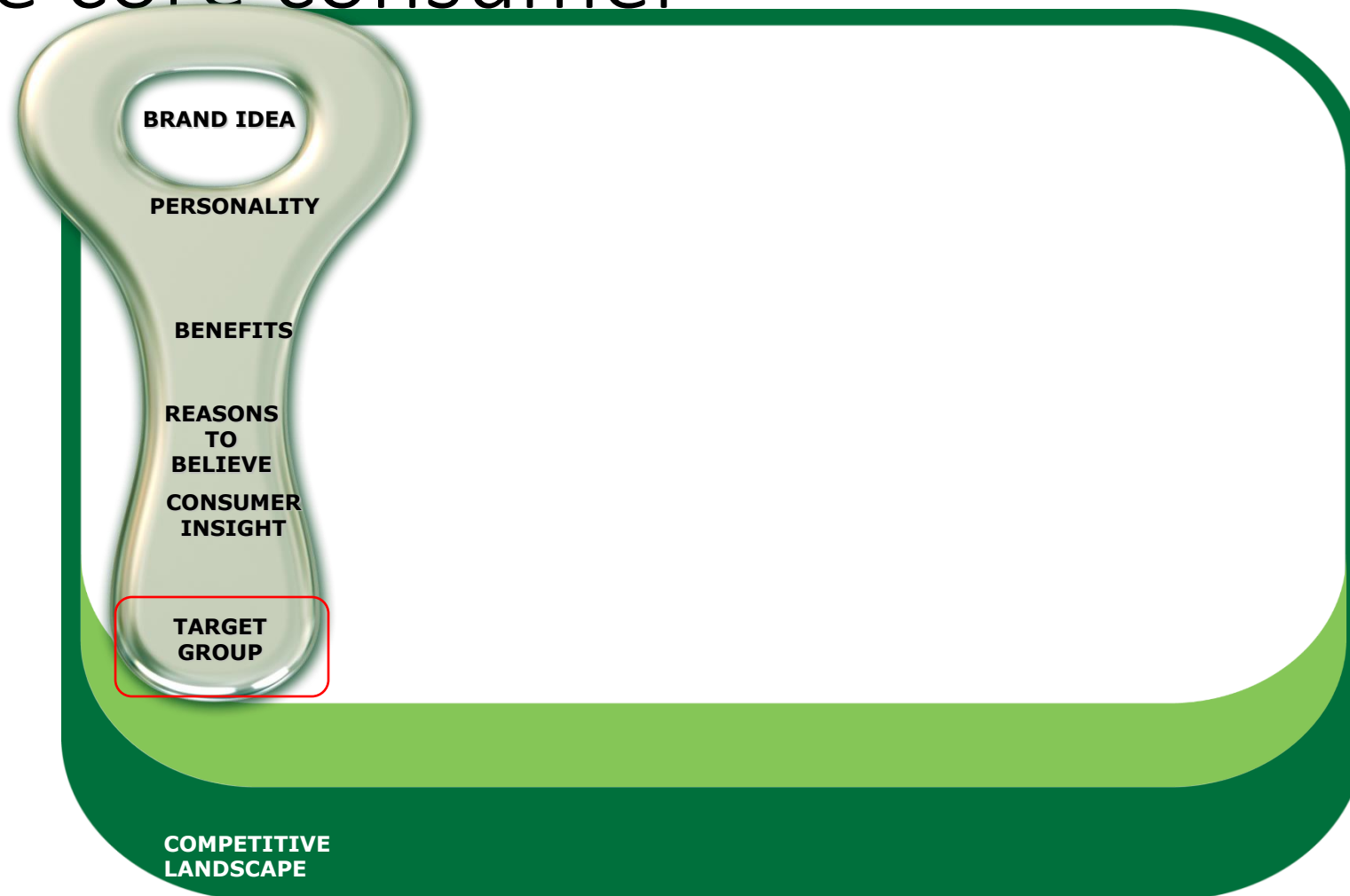


Where and when can we
really engage with the
target consumer?

Physically – when and where can we reach the target consumer?

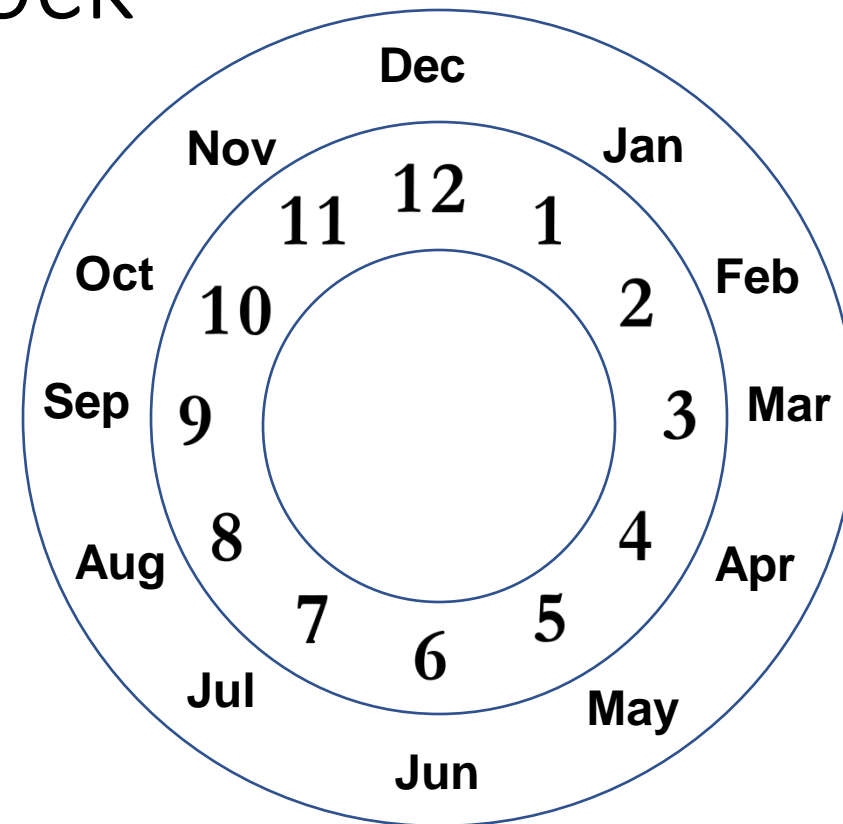
Frame of Mind – when is the best time to talk to them?

In touch point planning we dig into the head of the core consumer



The target consumer clock

1. Identify all potential opportunities the brand has to connect with the target consumer



The target consumer clock

- What is the target consumer doing throughout the day
- Where are they, what are they seeing, interacting with, listening to?
- What are they thinking about throughout the day?
- What are the key touch points – the times and places where we can reach them when they are most receptive to messages and where a message will be most relevant?

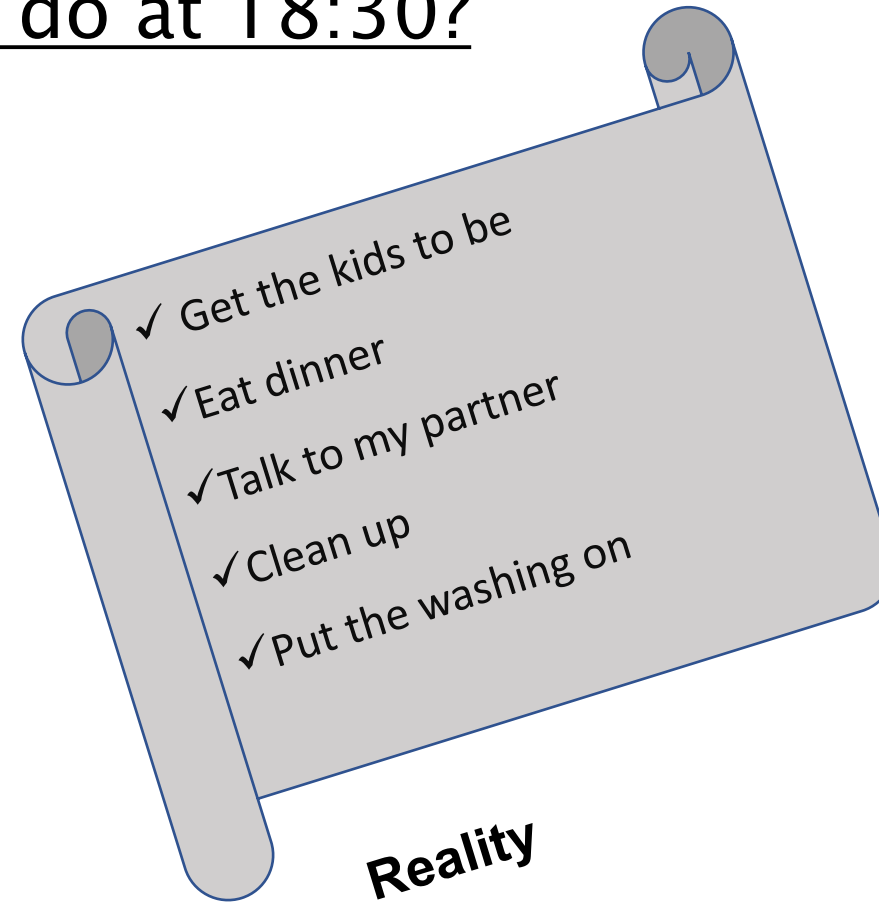
Remember that what you believe consumers are doing is not always reality

What do you do at 18:30?



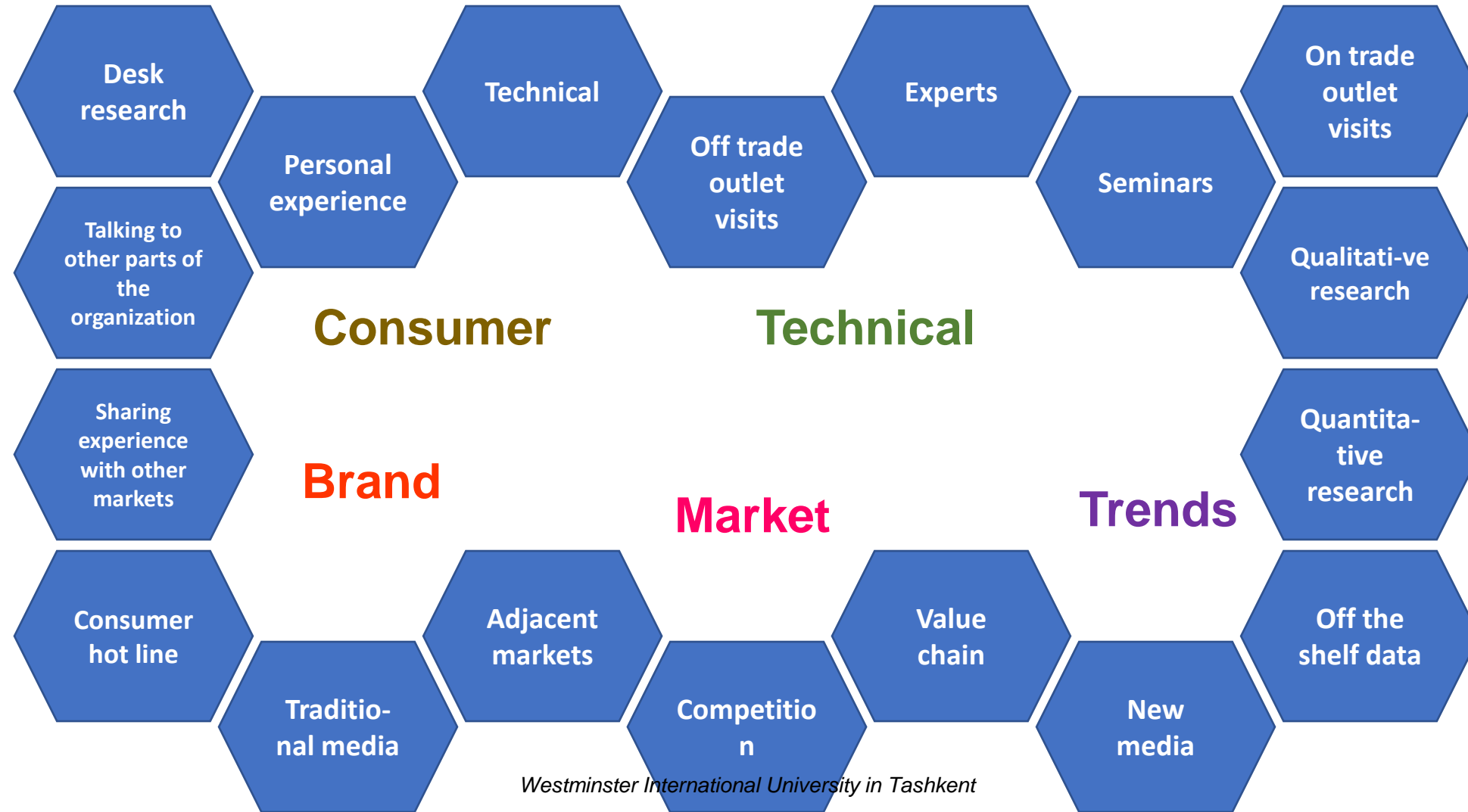
Source: woldfitness.com

Belief
(according to
reports)



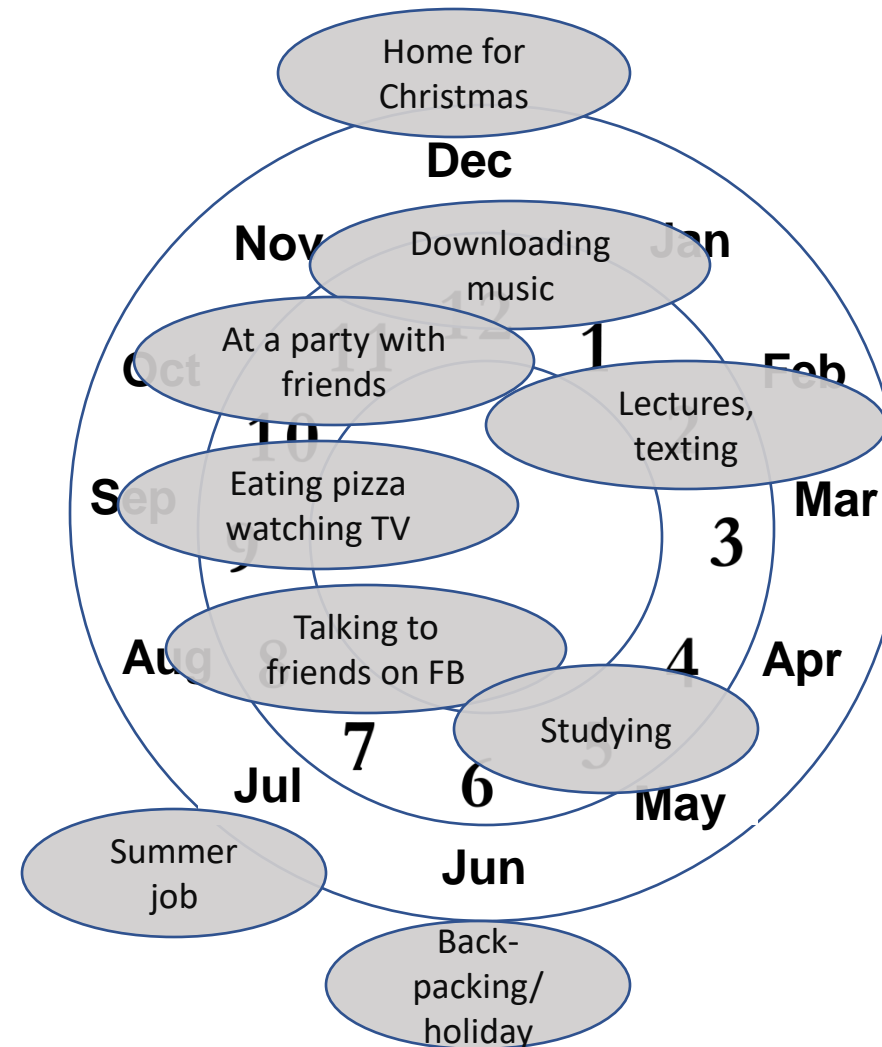
Reality

Understanding your Target consumer comes from many sources

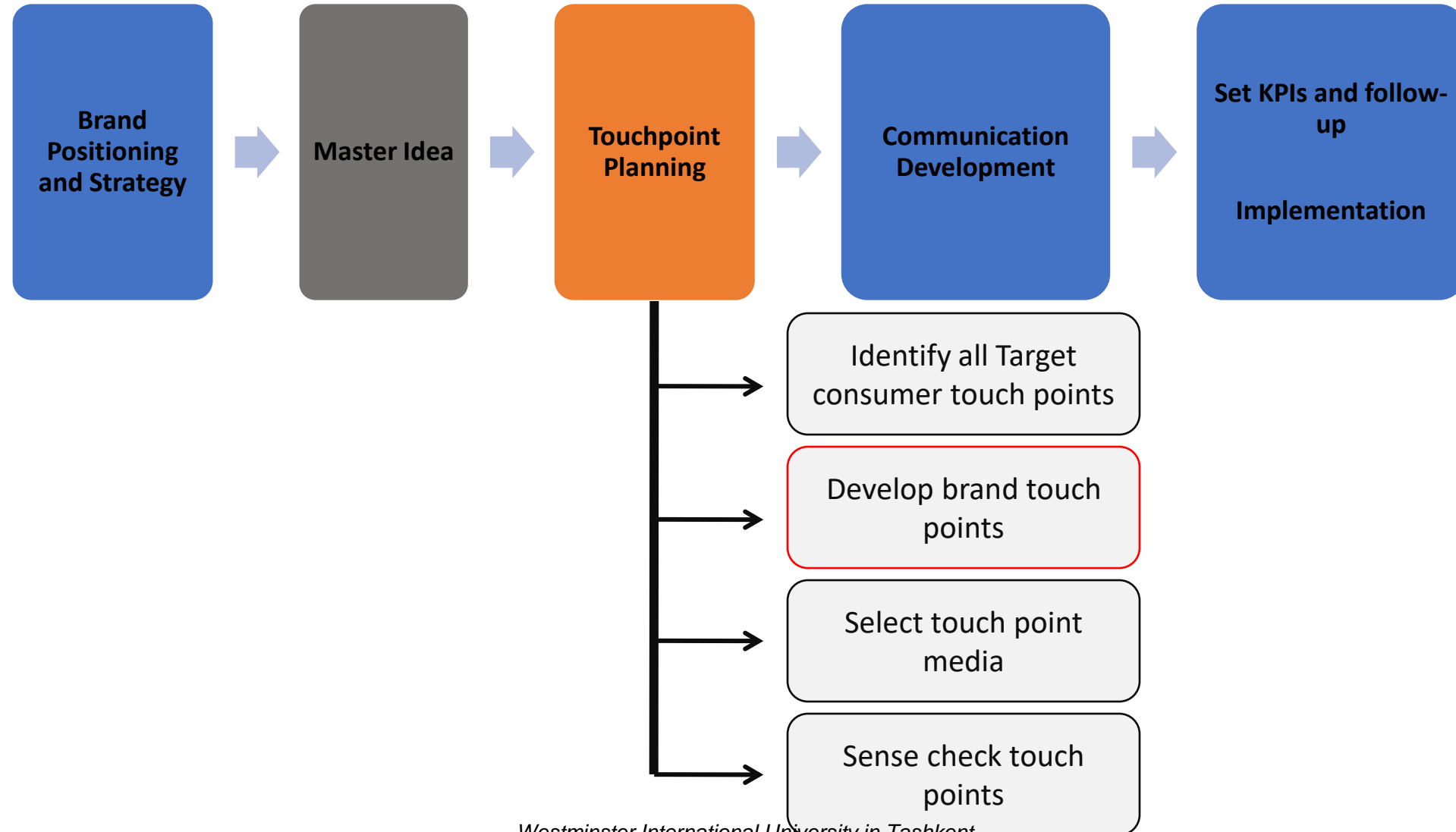


Example: how can we reach our target consumer?

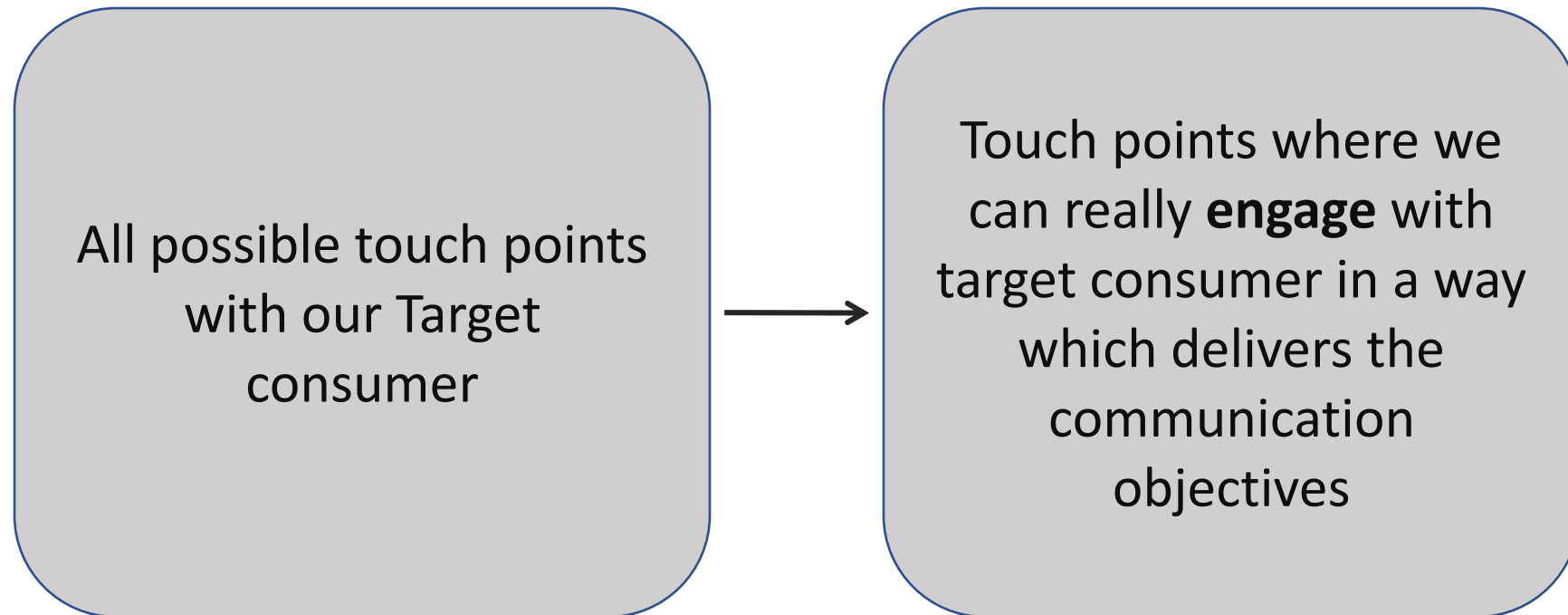
1. Identify all potential opportunities the brand has to connect with the target consumer



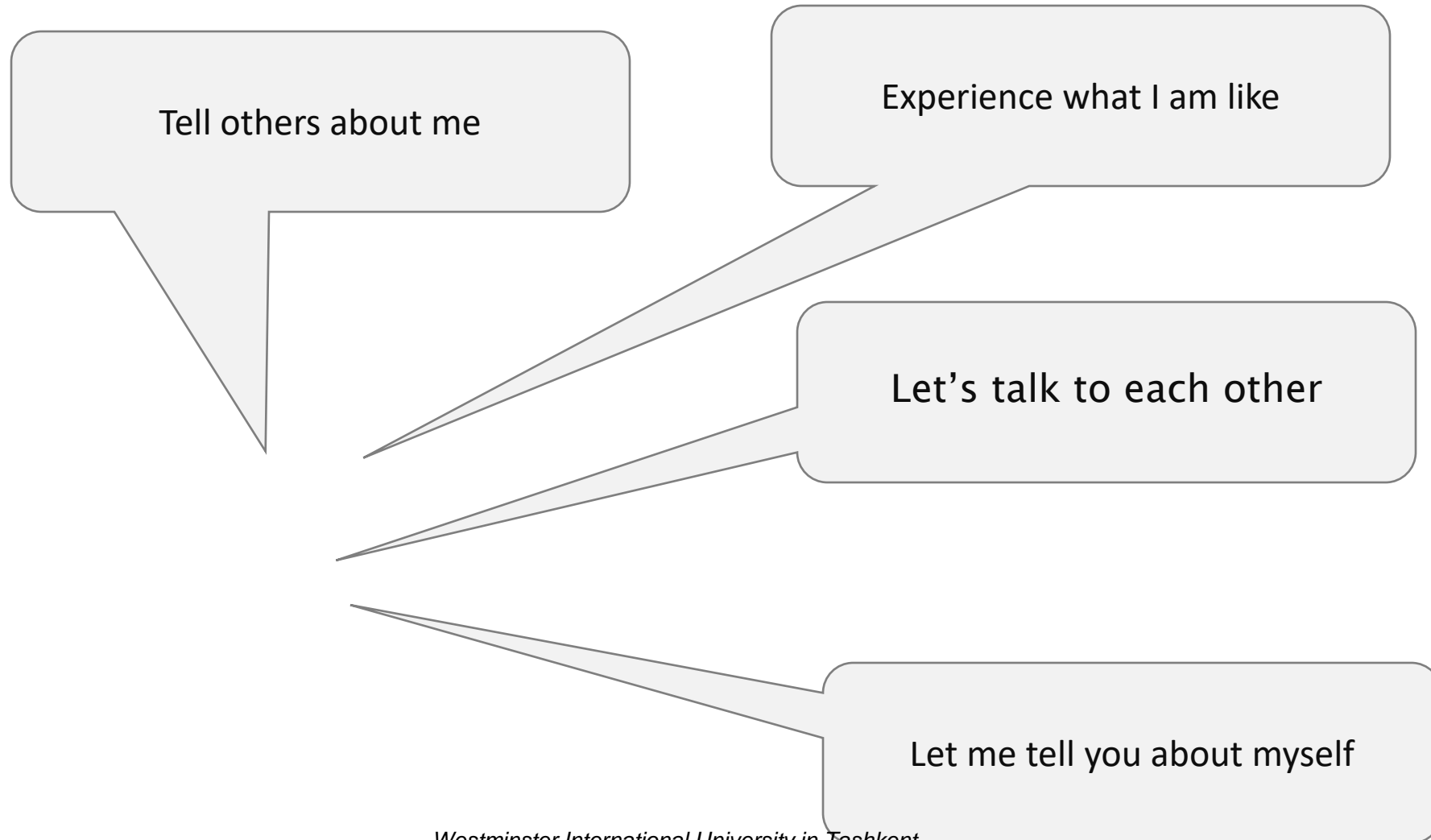
Communication Process



Develop touch points for the Brand



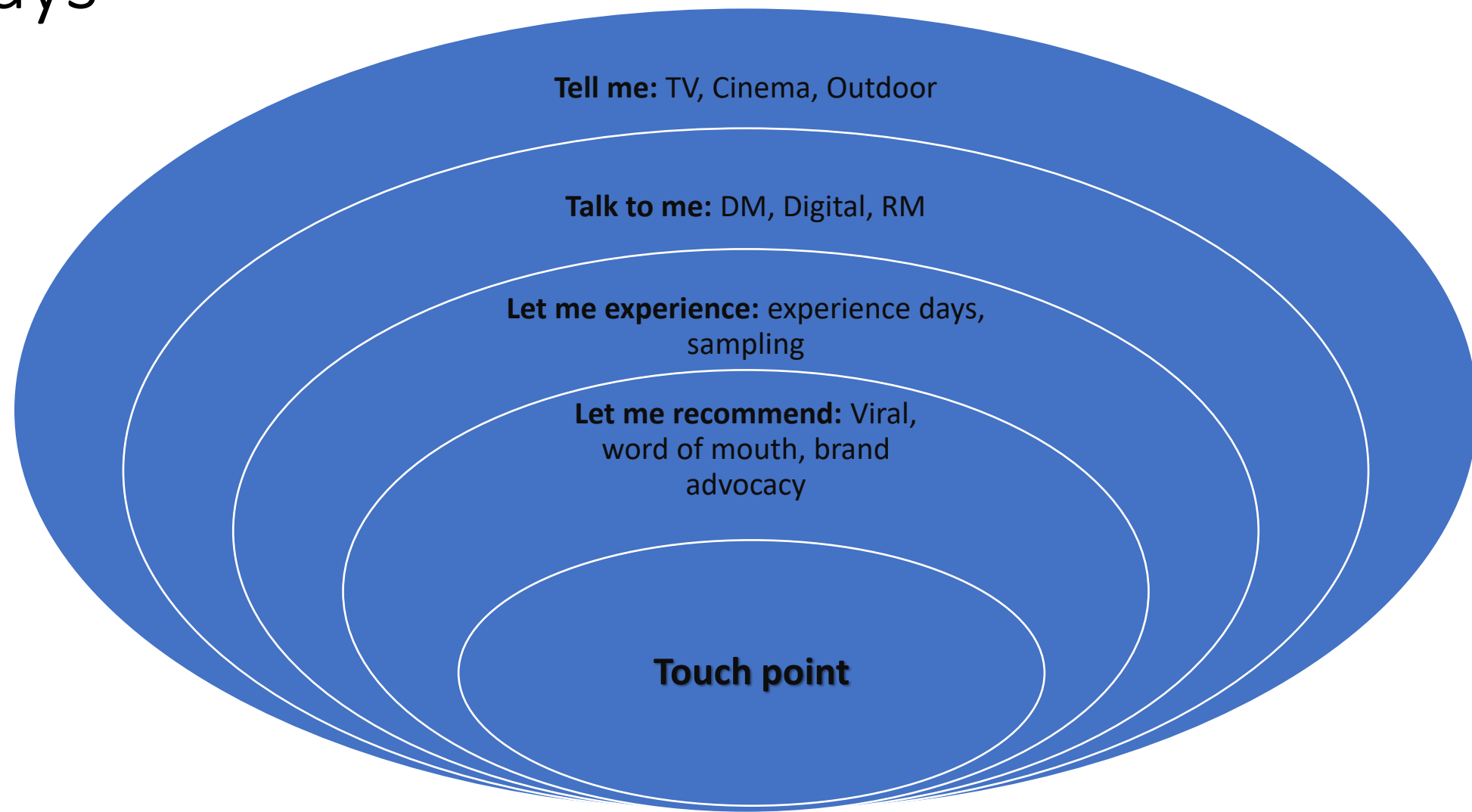
Touch Points can be used to engage in different ways



These can be build up in layers

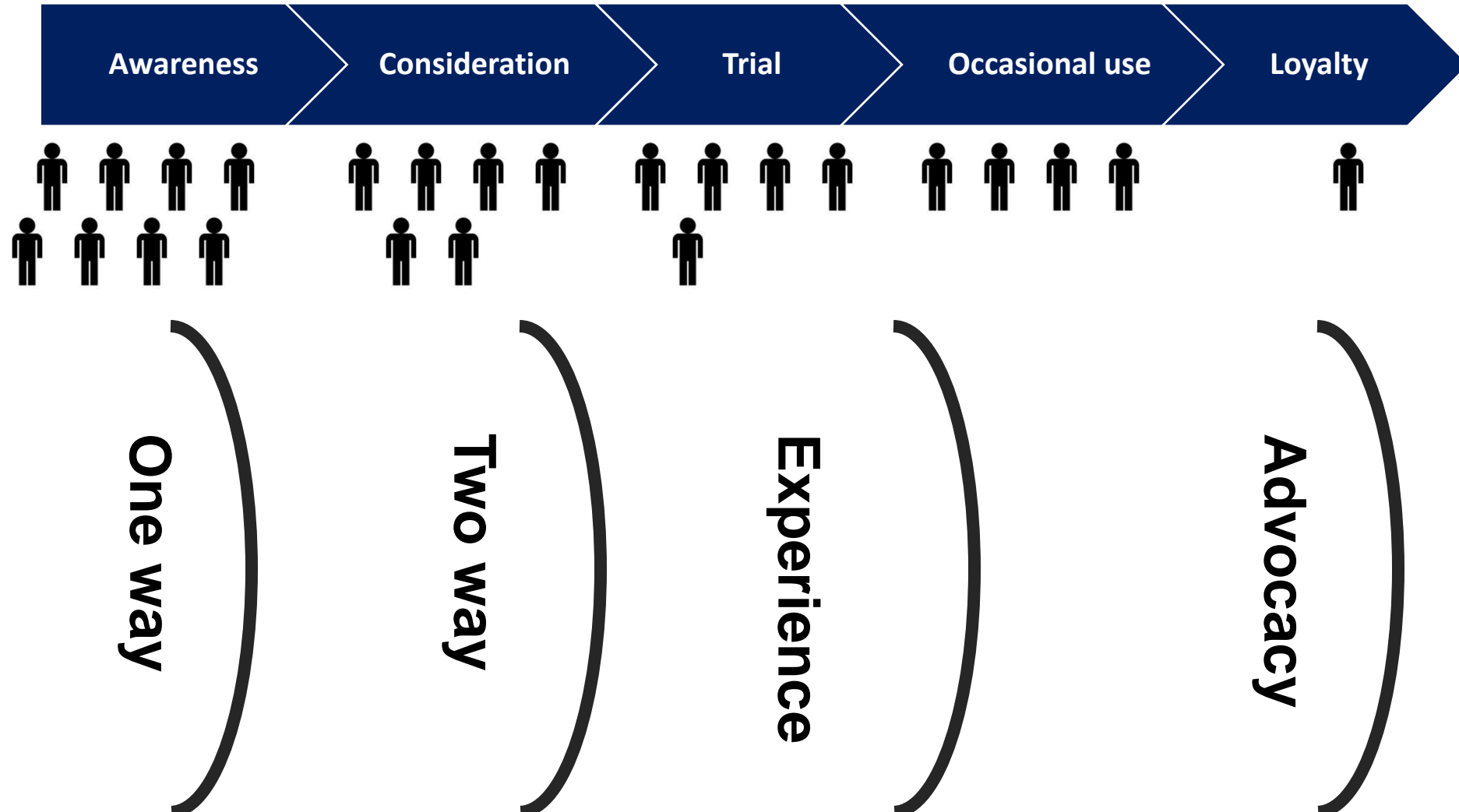


Which can be executed in many different ways



The layers of connection can be more effective at different stages of funnel

Illustrative (relationships are not one-to-one)



Tell me – one way communication

- One-way communication flows from a sender to a receiver, but nothing goes back in return. ... Some examples of one-way communication include television, radio, writings, speeches and performances



Awareness

Talk to me – two way communication

- A two-**conversation** is a dialogue, where brands speak and listen to their audience, responding directly to their wants and needs. When you're posting on social media, remember that 80% of your posts should be adding value and brand building, in other words, not promoting your product or service, but helping.



Experience



Examples for experiences:

“Musical Stairs in Brussels” YouTube, uploaded by The Oval office, 4 October 2013, <https://www.youtube.com/watch?v=9n5z9LTbakk>

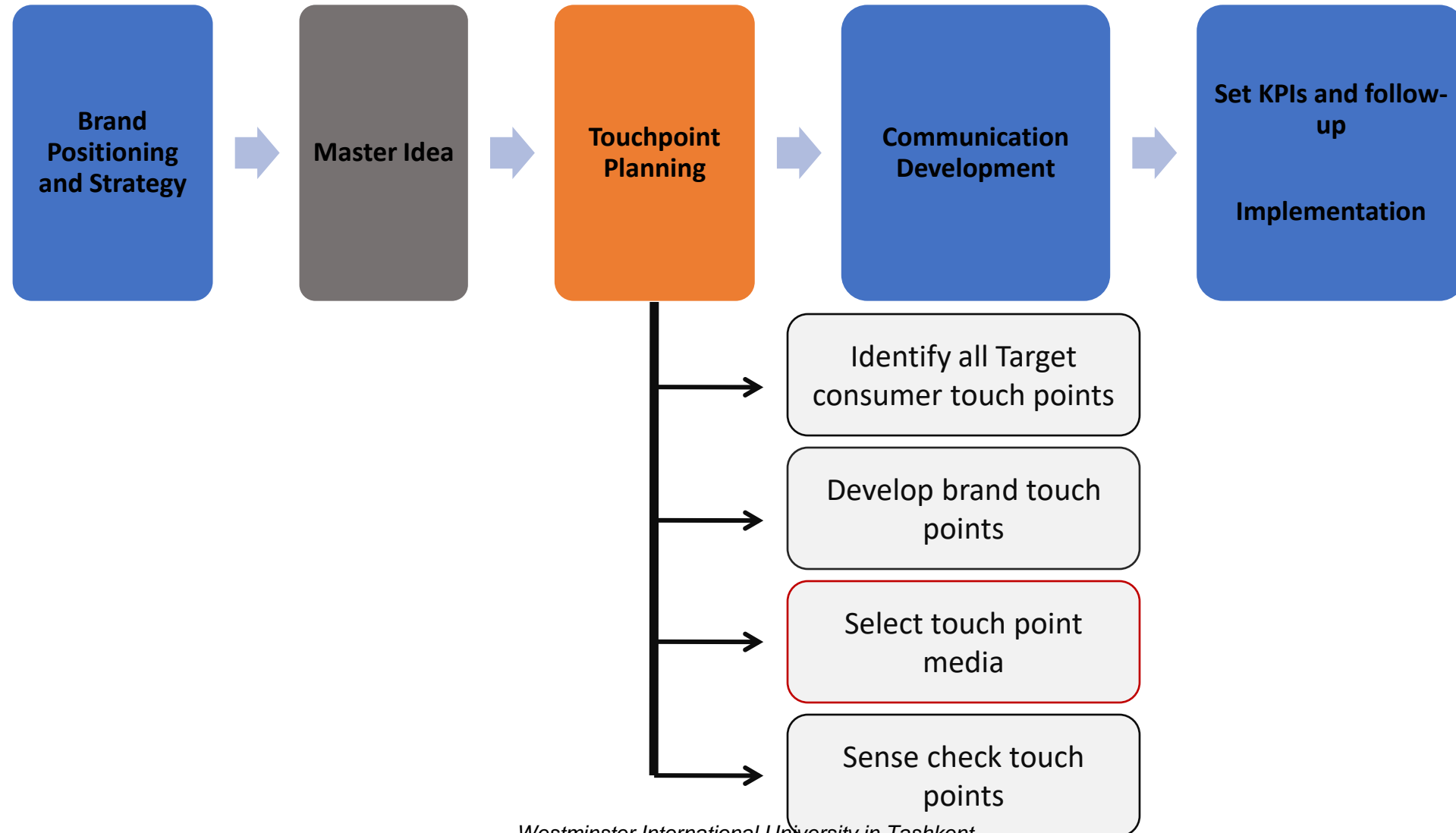
“Coca-Cola Small World Machines - Bringing India & Pakistan Together” YouTube, uploaded by Coca-cola, 20 May 2013, https://www.youtube.com/watch?v=ts_4vOUDImE

- “Coca-Cola Happiness Machine” YouTube, uploaded by Coca-cola 13 January 2010, https://www.youtube.com/watch?v=lqT_dPApj9U
- “push to add drama! see what happens. - your daily dose of drama.” YouTube uploaded by Bjoern Kronbiegel, 11 April 2012, <https://www.youtube.com/watch?v=90IJRMqYAA0>

Let me recommend - advocacy

- **Brand advocacy programs** incentivize customers for talking positively about your **brand**. They come in all shapes and sizes, but have the same goal of making it easy to reward customers for promoting your company.

Communication Process



Key criteria for selecting touch points media

- ▶ Ensure you consider all Conventional and Unconventional media
- ▶ Measure media effectiveness of the media in the market
 - Reach
 - Impression
- ▶ Measure media effectiveness for the brand
 - Brand fit
 - Cost to reach target consumer

- Based on market criteria may be available to measure quantitatively
- Get data from agencies

Conventional Media Actual for a market - example

Group of media	Specific Media
ATL communication	<ul style="list-style-type: none">•TV•Radio•Outdoor/OOH: billboards, banners, etc•Press/Print: magazines, newspapers, etc•Cinema: ads within movie demonstration•On-line: Internet ads
BTL communication	<ul style="list-style-type: none">•In-store: POS materials, branding, etc•Direct mail•SMS: ad service, content download•Promo staff
Product package	<ul style="list-style-type: none">•Primary and Secondary packaging

Unconventional Media Actual for a market - example

Group of media	Specific Media
<p>Social infiltration – appear like usual humans communication, underlying somewhat covert intent to promote the interests of the brand</p>	<ul style="list-style-type: none"> • ‘planted’ actors customers and/or flash mobs • Blogs, forums, chats: initiation of product/brand-centered discussions
<p>Unregulated media – (Social media)</p>	<ul style="list-style-type: none"> • Integration of materials into Internet portals • Graffiti on city buildings walls by selective locations
<p>Value added communication – entering integration into the content the audience seeks</p>	<ul style="list-style-type: none"> • Own info/entertainment/ themed Internet Portals • Brand parties (ambient brand experience)
<p>Regular/ Loyal consumers drive – incentivizing them to share the brand message with their social circles</p>	<ul style="list-style-type: none"> • Collectables: included with product (ex. Under cork jokes, fortune telling, etc) limited edition packs • Web-store offering brand accessories and brand collectables (also as a brand stretch)

Market Matrix

Reach

How many people in the market can the media reach?

Impression

what is the quality of the impact made by the media within the market?

Max reach %

The diagram is a 2x2 matrix. The vertical axis is labeled 'Max reach %' and has an upward-pointing arrow. The horizontal axis is labeled 'Impression score' and has arrows pointing both left and right. The matrix is divided into four quadrants by a vertical and a horizontal line.

Good for mass brands and awareness building	The most promising media
Avoid	Good for communication to narrow target group and stand out from clutter

Low

Impression score

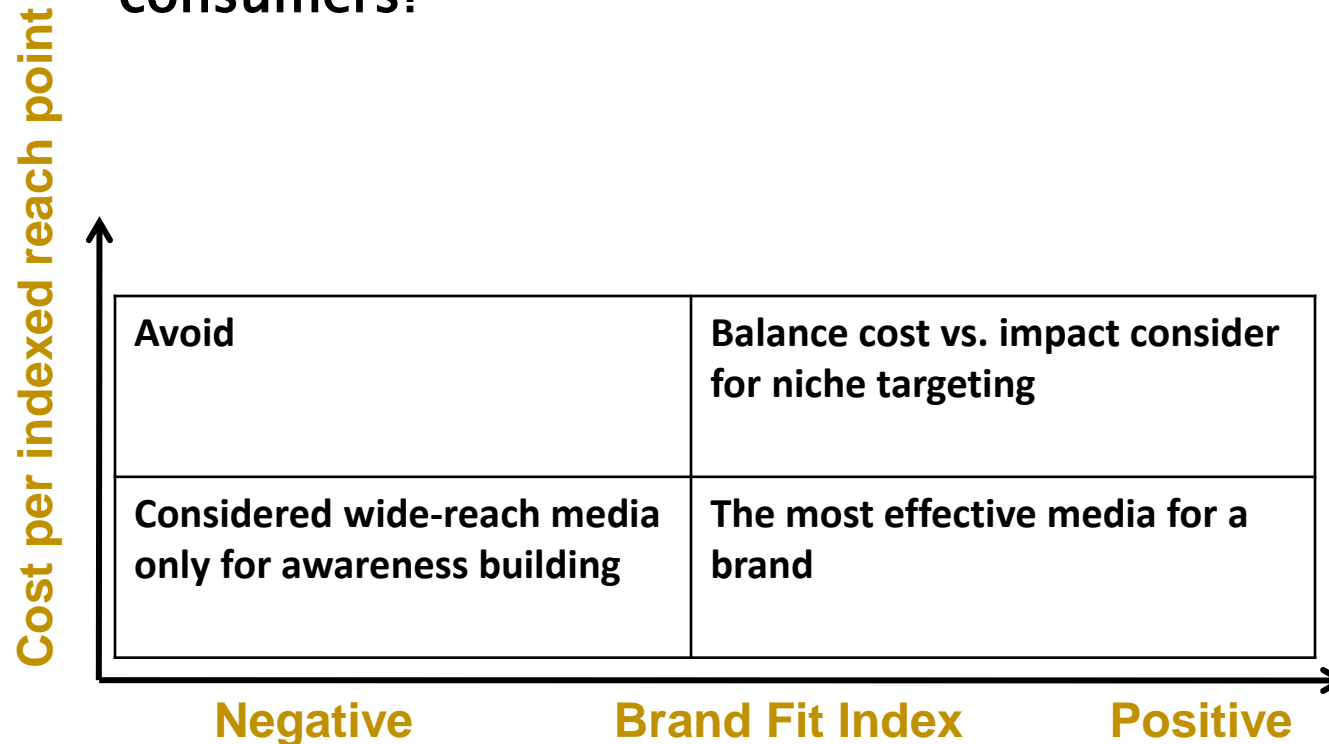
High

Unconventional media channels often have a higher impression score though Max reach is lower

Brand Matrix

How effectively does the media fir the brand?

How much will it cost o use the media to reach the target consumers?



Media scorecard to compare media effectiveness for Market & Brand

	Market		Brand		
	Impression Hi (5) – Low (1)	Reach Hi (5) – Low (1)	Cost effectiveness Hi (5) – Low (1)	Brand Fit Hi (5) – Low (1)	Overall score
Media 1					
Media 2					
Media 3					
etc					

Ways to grow the effectiveness of touch point plans

Improve the reach and impact of the touch point plan

Enhance the consumer engagement with the touch point plan

Improve the call to action to purchase within the touch point plan

Pampers UNICEF

Issue

She does not see enough difference in the product to justify price premium. It is difficult to capture her attention when she and the trade are pre-occupied with holiday season-specific categories and activities

Insight

Mums find it tough to justify a price premium for Pampers over Retail Brands which they feel are just as good

The barriers to purchase is value perception – she doesn't see enough differences in the product to justify price premium

Challenge

Emotionally connect with Mums through our collaboration with UNICEF. Give her a reason to feel good paying a price premium

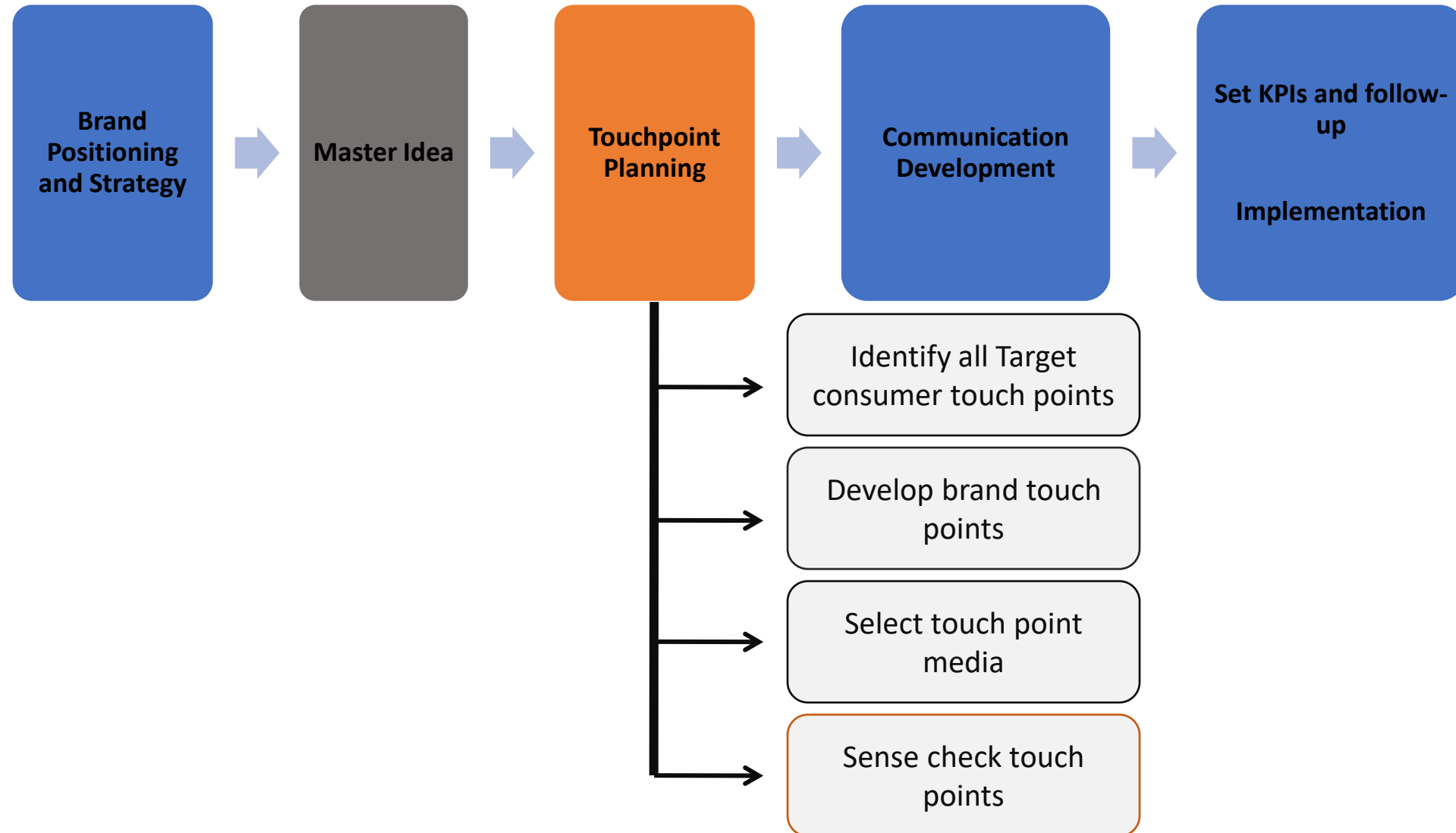
The idea...



Source:
Pampers.com



Communication Process



What is sense check?

What should we be sense checking for our touch points?

Sense check 1

Is the media aligned with marketing and communication objectives?

Sense check 2

Is the total budget aligned/focused in line marketing and communication objectives?

Sense check 1: is the media selection aligned with marketing and communication objectives



	Awareness	Consideration	Trial	Occasional use	Loyalty
TV	Dependant on communication message, but always drives awareness				
Radio		Image		New product: promo	
Outdoor					
Press		Image		Conversion theme	
On-line		Internet ads			
In-store		Image	Call for action		
Packaging		Design, Novelties			Collectables
Promo-staff					
WOM					
Social Media	Graffiti		Integrated materials		
Viral					

Sense check 2: is the total budget aligned/focused in line marketing and communication objectives

	Brand X (new launch) Bottleneck: Awareness and Consideration	Brand Y (mature) Bottleneck: Loyalty
TV image:	High usage	Low-Medium usage (loyalty related message)
Outdoor	High usage	NOT used (not good for building loyalty)
Print/online/	Low usage. Compared to TV and outdoor, is less suitable for quick awareness building	High usage. Compared to TV more suitable for building loyalty
'Collection' consumer promo	Not used.	High usage. Most targeted at loyal users: non-loyal users would not bother to buy a lot

References and reading

- Duel, 2022. “5 Excellent Examples of Brand Advocacy Programs in 2022” [Online]. Available from: <https://www.duel.tech/blog/excellent-advocacy-program-examples>
- “Musical Stairs in Brussels” YouTube, uploaded by The Oval office, 4 October 2013, <https://www.youtube.com/watch?v=9n5z9LTbakk>
- “Coca-Cola Small World Machines - Bringing India & Pakistan Together” YouTube, uploaded by Coca-cola, 20 May 2013, https://www.youtube.com/watch?v=ts_4vOUDImE
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- “push to add drama! see what happens. - your daily dose of drama.” YouTube uploaded by Bjoern Kronbiegel, 11 April 2012, <https://www.youtube.com/watch?v=90IJRMqYAA0>