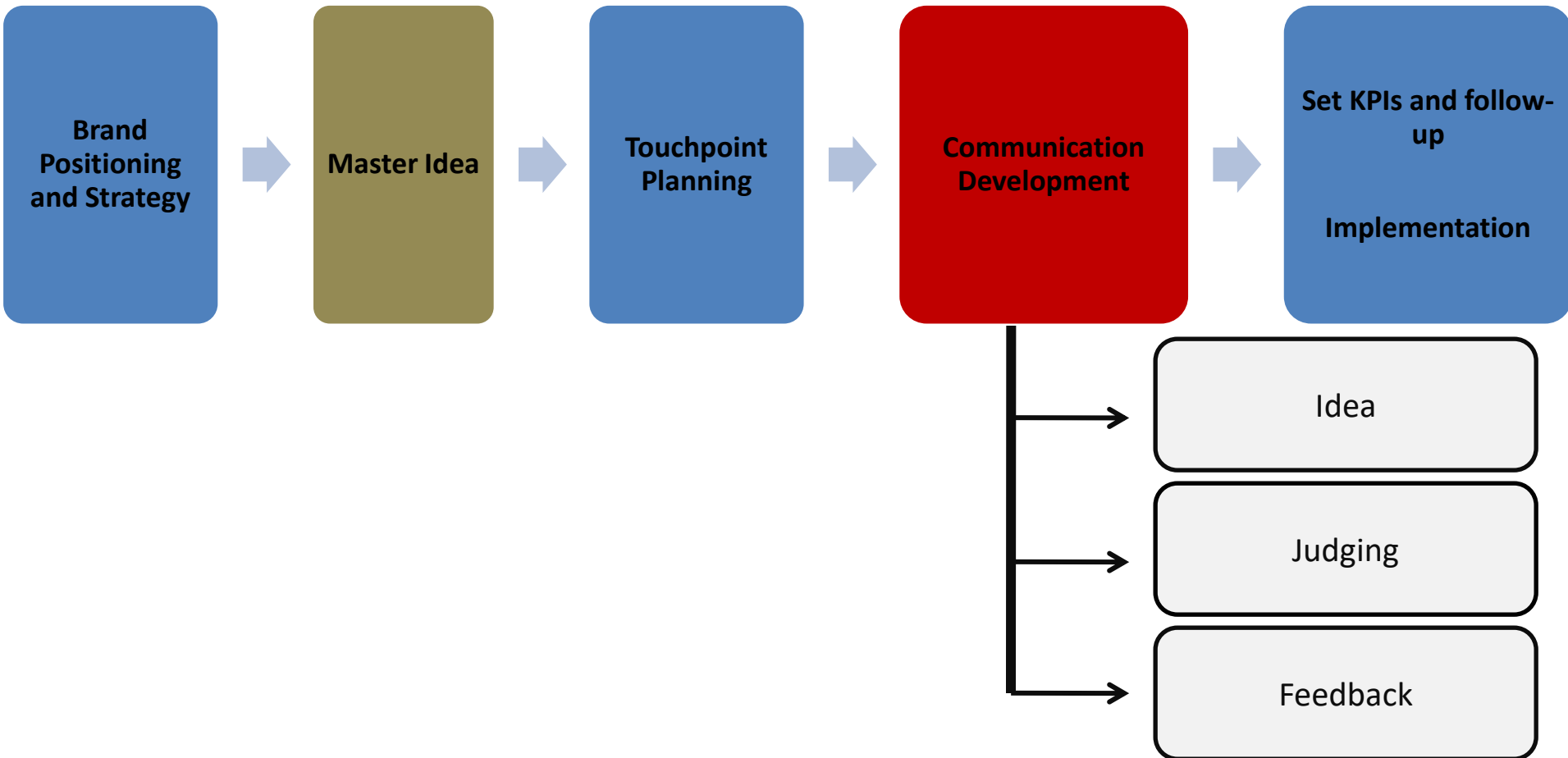


# Managing brands

**Lecture 12 – Communication  
development and setting the KPIs**

**By Zamira Ataniyazova**

# Communication Process



Idea

Creative idea

# Example 1

- “Volvo Trucks - The Epic Split feat. Van Damme (Live Test)” YouTube, uploaded by Volvo Trucks, 14 November 2013, <https://www.youtube.com/watch?v=M7Flvfx5J10>



# Example 2

- “Mercedes-Benz “Chicken” MAGIC BODY CONTROL TV commercial” YouTube, uploaded by Mercedes-Benz, 23 September 2013, <https://www.youtube.com/watch?v=nLwML2PagbY>



# Judging

**Does it reach our goals?**

- **Brand goals**
- **Communication goals**
  - **Attractiveness**
  - **Target consumer**
    - **Budget**

# Feedback

How to improve it?

# Key principle of evaluation

## Judge the idea not the Execution

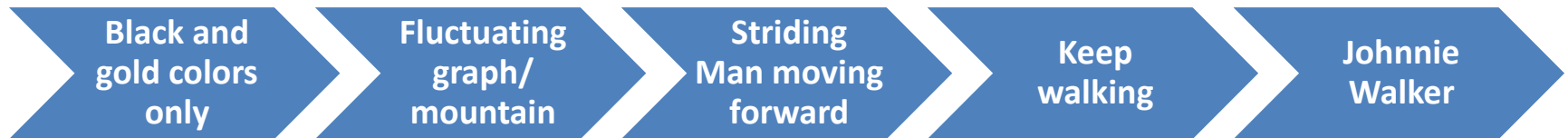
# What is the execution construct?

2



# What is the execution construct?

2



# Examples of execution construct?

- “CLA 'Cat' advert | Mercedes-Benz Retail Group” YouTube, uploaded by Mercedes-Benz, 3 March 2014, <https://www.youtube.com/watch?v=aowkSOVFPuE>

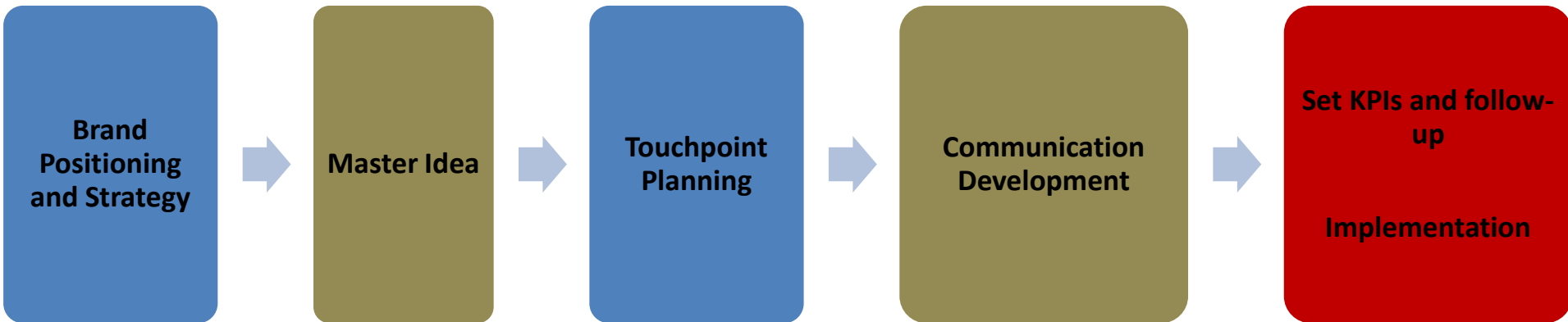


# Idea checklist

## Key judging criteria:

- **Relevance** communication objectives, communication strategy, target audience, consumer insight, etc)
- **Brand fit** (brand opener, branding)
- **Communication creativity** (originality, clarity, persuasion, engagement)
- **Content fit** (Differentiation, consistency, etc)
- **Financial implications** (fit to budget, optimizes ROI)

# Communication Process



Impact which targets the funnel bottleneck to deliver business benefit (GBC)

# What is KPI?

## Objective

- The location  
want to reach

### KPI

- ▶ Your performance in  
reaching your location

Source: lidijamarkovic.com



# When do you use KPIs?

## Setting

During communications planning & development

## Tracking

On-going campaign monitoring

## Reviewing

Post-campaign analysis



# For each communication:

- Objectives
- Target audience
- Methodology:
  - When?
  - Where?
  - How?



Must provide the followings!

# Examples of communications based on various touch points

# Concept 3 – Fruitty & Nutty

I am an open person and like trying new sweets. Current chocolate offers are very predictable and boring. I am looking for good tasting but extraordinary chocolate offers matching my mood/lifestyle.

Introducing new Brand X which provides extraordinary new taste . There are two types : Sunkist fruits covered in chocolate, and nuts covered in chocolate.

Extraordinary fine taste is reached by blending fruits or nuts of Uzbekistan with finest chocolate of Belgium.

Chocolate your style.



# Consumer touchpoints

## ATL

TV

(OOH) Special constructions

Internet (pr articles + website)

Magazines (Wedding magazines-Tree)

## BTL

Product sampling

POS constructions

Free samples for 10 celebrity weddings

CSR Workshop

# Communication plan (ATL\_TV)

- Objective:
  - To create awareness
  - To stimulate trial
  - Inform about ingredients of the product (best blend of nations)
- Methodology:
  - TV commercial:30 sec ad (cabel TV) showing how best sunkist fruits and nuts of Uzbekistan are covered by Belgian chocolate produced using German technology.

Source: [mixhealth.com](http://mixhealth.com)



# Communication plan (ATL\_Special constuction)

- Objectives:
  - To create image of extra-ordinary and different
  - To create perception of good quality
  - To create awareness
- Methodology:
  - Building a special construction in City center.
  - Tree will be derived from three roots
  - Each root will represent 1 country  
(Uzbekistan, Belgium, Germany)Each root will have country identity (flag colors, structure)
  - This symbol will be used as logo.



# Communication plan (Internet)

- Objective:
  - To provide comprehensive information on new product/company
  - To create awareness (PR articles)
- Methodology:
  - To create website providing basic information on the company and products
  - To spread PR articles on news portals on new product description, new company.



# Communication plan (Magazines)

- Objective:
  - To create awareness about chocolate tree – for celebrations.
  - To stimulate trial.
  - To connect brand with celebrations.
- Methodology:
  - To place 1 page image of chocolate tree during 3 months wedding seasons.



# Communication plan (Sampling)

- Objective:
  - To stimulate trial.
- Methodology:
  - To carry out sampling in all korzinka.uz supermarkets during. Duration 1 week.  
(national coverage)



# Communication plan (POS construction)

- Objective:
  - To stimulate purchase
  - To strengthen the association of being extraordinary.
- Methodology:
  - To place Point Of Sale (POS) constructions in supermarkets (Korzinka, Megaplanet, Makro, Samarkand Darvoza, and chocolate shops).

*Lambert*



Source: group discussion

# Communication plan (Free samples to celebrity weddings)

- Objective:
  - To create awareness of the chocolate tree
  - To strengthen the association with celebrations and premiumness
  - To stimulate trial
- Methodology:
  - To provide free samples of chocolate trees to celebrity weddings. Prior to wedding season.



# CSR – workshops in regions

- Aims:
  - To inspire individuals/families to start up a small-medium size businesses
  - To equip individuals and companies with business case writing skills and knowledge.
- Methodology
  - To work together with Jica who has experiences in delivering such workshops nationwide. 1 week in each 12 regions.

*Lambert*



# Budget and Timeline

Marketing activities (Cost in 000 USD)	Total	January	February	March	May	June	July	August	September	October	November	December
<b>ATL</b>												
TV	<b>85</b>	20	10						15	20	10	10
OOH (Special construction)	<b>55</b>	50									5	
OOH (Billboards)	<b>77</b>	7	7	7	7	7	7	7	7	7	7	7
Internet - PR articles	<b>2</b>	2										
Company website	<b>5</b>	5	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Magazines	<b>4</b>				1		1	1	1			
<b>BTL</b>	<b>0</b>											
Product Sampling	<b>30</b>	15	15									
POS Constructions	<b>14</b>	7					7					
Sample of chocolate trees	<b>2</b>				2							
Workshop	<b>30</b>										15	15
<b>Grand total</b>	<b>304</b>											

Costs are estimated based on previous work experience

# Example: KPIs – marketing (Monitoring and control brand health)

	April	July	October	January
TOM	2%	8%	12%	20%
Total Brand Awareness	15%	25%	55%	75%
Trial rate	2%	8%	17%	35%
Quality perception rank (10 point scale)	Min 8	Min 8	Min 8	Min 8
Perception of being extraordinary(10 point scale)	Min 8	Min 8	Min 8	Min 8

# Example: KPIs – sales (Monitoring and control of market

	April	July	October	January
Market share				
Supermarkets	3%	8%	11%	14%
Bazaars	3%	8%	11%	14%
Convenience stores (vs bar chocolates)	10%	15%	19%	25%
Distribution				
Supermarkets	50%	75%	95%	95%
Bazaars	50%	75%	95%	95%
Convenience stores	10%	20%	50%	75%

# References and reading

- Strategic brand management: Building, measuring and managing brand equity by Kevin Lane Keller (2013) Chapter 5-7
  - “Volvo Trucks - The Epic Split feat. Van Damme (Live Test)” YouTube, uploaded by Volvo Trucks, 14 November 2013, <https://www.youtube.com/watch?v=M7Flvfx5J10>
1. “Mercedes-Benz “Chicken” MAGIC BODY CONTROL TV commercial” YouTube, uploaded by Mercedes-Benz, 23 September 2013, <https://www.youtube.com/watch?v=nLwML2PagbY>
  2. “CLA 'Cat' advert | Mercedes-Benz Retail Group” YouTube, uploaded by Mercedes-Benz, 3 March 2014, <https://www.youtube.com/watch?v=aowkSOVFPuE>