

Market with Impact



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The whole point of marketing is to get the people who need your product or service to see it, and then purchase from you. Simple enough, right? Well not really. When you understand the secret sauce, it gets a lot easier. And if you're wondering what that secret sauce actually is, you're in the right place. There are six different areas that need to be covered in order to get your business on the impact track.

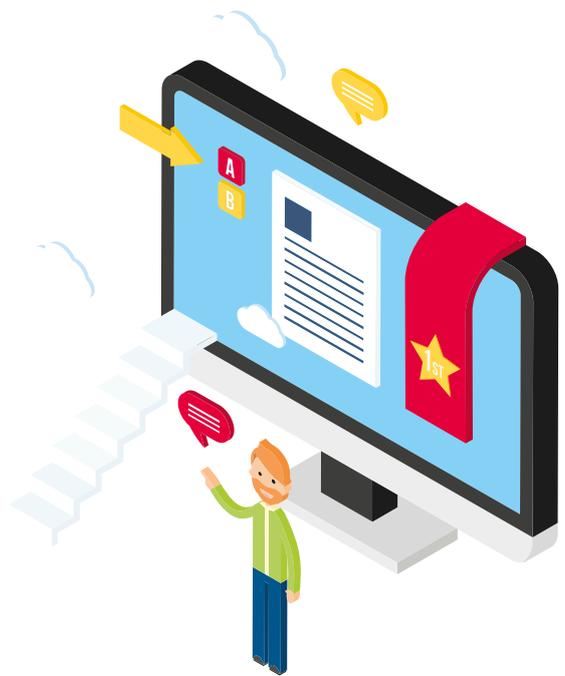
For those of you who want the quick hit, this is what we're going to cover:

- What makes you remarkable?
- Do you have a greater purpose?
- What's your value?
- Does your brand have attachable qualities?
- What's the emotional quality of your brand?
- How immersive is your brand experience?

What makes you remarkable?



First of all, let's define remarkable. The Merriam-Webster dictionary say it's something "worthy of being or likely to be noticed especially as being uncommon or extraordinary."



Uncommon or extraordinary. That's something worth talking about, which is exactly what you want people to do. So in order to make that happen, you first have to **clearly define what it is that makes your company, product, or service truly remarkable.**

For some, this will be completely obvious, for others it might take some research to figure out how to stand out amongst the other competitors who offer exactly the same thing. This is where in depth research will unearth remarkable opportunities that most businesses miss.

When you take a look at the competitors in your industry, dollar to donuts they all say the same kind of things, have the same kind of pictures, and offer the same kind of processes. Usually, there is very little that stands out and clearly shows why that company is the best choice a consumer can make. And that is exactly how you will capitalize on the gap in your niche. **Figure out what they aren't saying and leverage it.** Then you simply showcase that remarkable quality in a noteworthy way.

The Blendtec story is perfect one to show how a company skyrocketed sales, by coming up with a highly unique way to showcase their product and its remarkable quality. Blendtec is a high performance blender. The owner of the company, with the R&D team, tested the toughness of the motor and blades by blending wooden boards. When then new marketing director noticed piles of sawdust on the floor and figured out where they came from, his creative wheels starting turning. He invested less than \$100 to get going, and they launched **"Will it Blend?"**

The short videos went viral. The Today Show, The Tonight Show, History Channel, and more, all wanted to do a feature on these remarkable blenders. **And the big benefit - sales increased a whopping 700%!**

But maybe you have a product that in and of itself might not be completely noteworthy, what do you do then?

Take a page out of Zappos' book, and go for remarkable customer service. This company, like many others, sells shoes and apparel, but unlike their competitors, Zappos can take an order at midnight and have it on your front porch in the morning. If a product you want isn't in stock, they will search their competitors' websites and help you place an order, so you aren't disappointed. They also offer free shipping, a 365 day cost-free return policy (unless you order on February 29th...then you have four years!) and they accept orders 24/7, all year long.

Zappos doesn't boast about having the best prices because they charge more for the same product. It's their legendary customer service that people love. That unique differentiator grew their sales from \$1.9 million to \$1billion in just 9 years. Remarkable indeed.

When you zero in on your own remarkability, not only will your marketing have a clearer direction and better impact, your sales will be positively affected too.

Do you have a greater purpose?



Brands that have a higher
purpose, typically gain traction
and trust much more quickly

32%

of people trust companies and brands in general

54%

trust brands that are socially and environmentally responsible.

89%

of consumers would switch to a brand of a similar quality if that brand supported a good cause

88%

want to hear what brands are doing to create real impact (Target Marketing Mag).

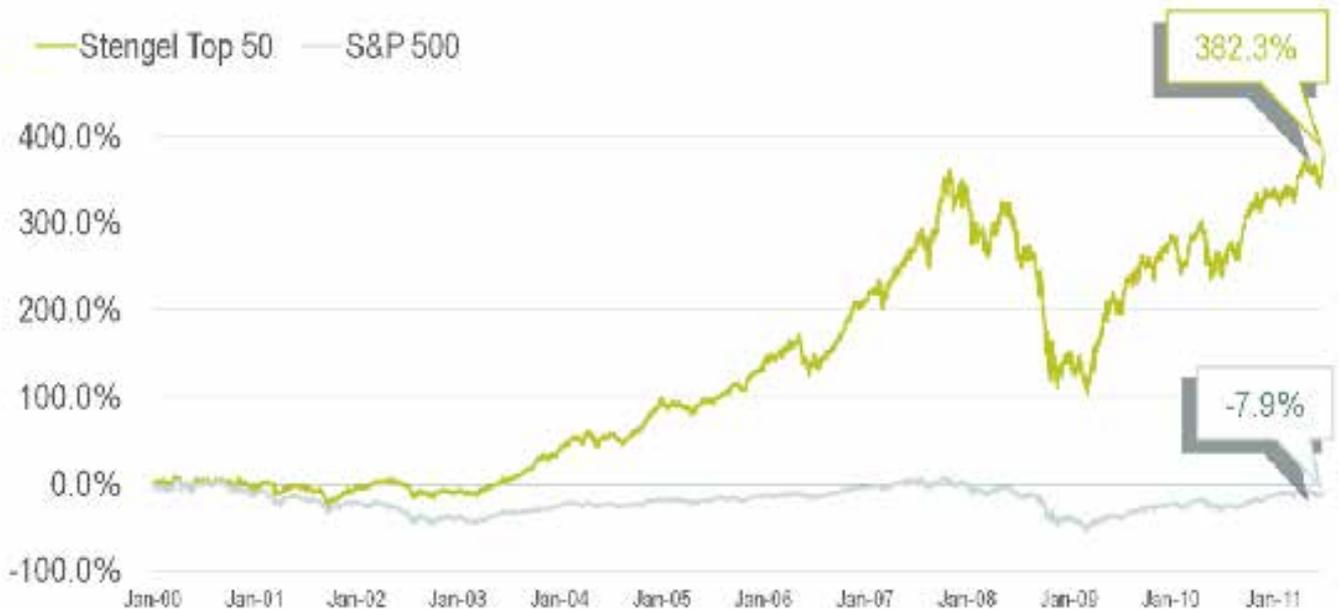
70%

According to Havas Media Group, people think that companies and brands should play a bigger role in improving our quality of life and well being.

20%

of brands worldwide are seen to have a positive and meaningful impact on people's lives (Forbes Magazine).

The Stengel 50 vs. S&P 500



Source: Millward Brown Optimor

*The 12 publicly traded brands within the top 50 were included in the comparison

If the consumer voice isn't enough to sway you to find a greater purpose, the results of the The Stengel 50 just might.

The Stengel 50 are the top 50 brands that centred their business on the ideal of improving people's lives.

These companies grew three times faster than their competitors, and would have been almost 400% more profitable if you invested in them rather than investing in the S&P 500 (Havas Media Group).

What is it that makes purpose so important?

Humans crave purpose because it's one of the elements necessary in feeling like we live a fulfilling life. Without it we are more likely to have "psychological discord" in our lives. So, it's not surprising that the desire for purpose spills over into the brands we bring into our lives. We feel better when we connect to brands that have a greater purpose because we can feel like we are also playing a part in achieving that greater purpose by supporting that brand.

So how do you make it work for your brand? Well, first you should understand how it actually works, and how meaning, value, and purpose are all intertwined.



Purpose is first defined through past experience to gain meaning. It's the meaningful events from our past that shape the way we envision the future. Whether those events are positive and give us certain standards we want to live up to, or negative experiences that have us focusing on why those particular injustices should never happen again, it's the experiences we have, or see other people having, that help us to truly define what we value. Our values shape the way we see the world, which affects how we think about it, and how we behave in it.

While meaning and values are developed from looking backward, purpose is focused on a forward vision. Purpose goes beyond our individual selves and centres on impacting the world in a bigger way. It's the ideals we want to work toward, and those ideals are shaped by the values we hold dear.

When the purpose of a company is far greater than what that company specifically does or makes, it's much

easier for people to align their values with that greater purpose, and believe more deeply in the brand. When they believe in that way, they have a larger buy in for what the company does, and will support it accordingly. So it's really not surprising that companies with a higher purpose experience better

35 million women around the world had a new perception of themselves.

growth.

Dove is a perfect example of this. In 2004, they launched their Real Beauty Campaign. At that time, based on a worldwide poll, only 2% of the female population thought they were beautiful. With that in mind, Dove set out to challenge

the stereotypes set by the beauty industry, so that women could recognize their own beauty and feel it every day. The campaign featured women of all shapes, sizes, colours, and ages, and the Real Beauty Sketches video is the most watched video ad of all time.

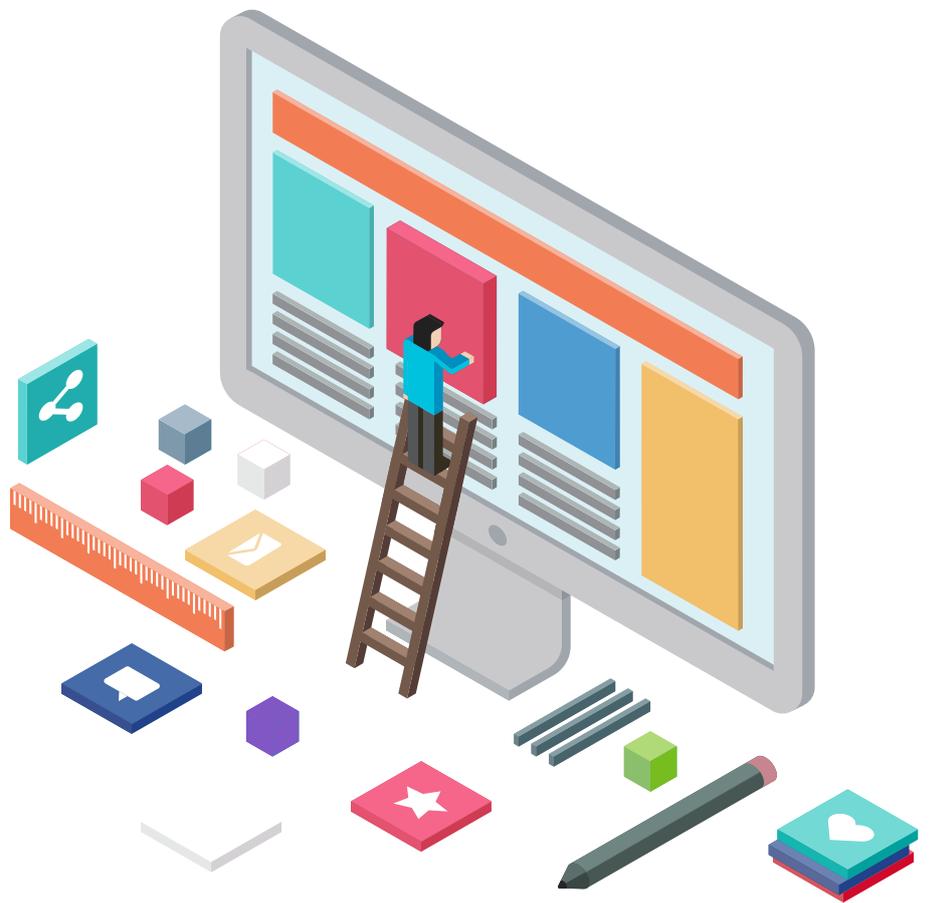
The wildly successful campaign accomplished its goal. After it ran, 4% of the women in the world said they felt like they were beautiful. A 2% increase, meaning 35 million women around the world had a new perception of themselves. That's impactful, and it showed in their sales numbers too. In the ten years after they originally launched the campaign, Dove has increased by \$1.5 billion dollars in sales (Advertising Age). That's a 62% gain!

The bottom line is consumers want brands with clear values, a point of view, a sense of community, and authenticity. In other words, a brand with a greater purpose.

What's your value?



Word of mouth marketing only happens when people feel like they have something of value to share with another person.



That means you have to become more than just a commodity that can be found anywhere. There has to be a real advantage to using your product or service.

Value is defined by the way your product or service makes your client's life better or easier; how you make the look good of feel good; or the fact that you can save them time or money.

And if you can hit on multiple points, all the better.

Just to be clear, the value is defined by your clients, not you. So that might mean you have to do a little poll in order to clearly define what your value actually is to them. Sometimes it's not what you think.

Word of mouth marketing is the most powerful form of marketing because it comes from a knowledgeable and trusted source. So, it will help to understand why people share what they find valuable.

In his book *Contagious*, Jonah Berger notes that we are physically wired to find the sharing of personal experiences pleasurable. We get a nice little jolt in the reward centres of our brains when we do.

Word of mouth marketing is a way for us to share our personal experience, make a good impression, and make ourselves look good, while promoting a product or service. So, as a business you want to give people ways to promote your product or service because it makes them feel good to do it.

Sometimes it just takes a little encouragement, and Dettol is a great example of how to do it right. Dettol is an antiseptic that's been around since the 1950's, but in China it was getting minimal growth outside of any major city. To change that, they targeted 4000 influencer moms and sent them a sample to try, PLUS 10 samples to share with other people. 46% of the targeted influence moms responded, and the results were pretty amazing: brand awareness increase five times and sales increased a whopping 86%!

In order to do this effectively, you have to know exactly how your brand will have a positive impact on people's lives and make that the focus of your conversations, interactions and content. Once you do, and your clients experience the difference you make for them, they will start talking about it too.

Does your brand have attachable qualities?

All you have to do is watch a teenager with their phone to see brand attachment in action.

Their phone not only is necessary in their lives (at least they deeply feel that's the case,) their phones also become part of their identity, and that's the basis of attachability.

Joann Sciarrino, Knight Chair at the UNC School of Media and Journalism, has been studying brand attachment for years, and one of the the most interesting parts is that brand attachment is a far better predictor of sales than brand loyalty.

Brand attachment is based on the same psychological principles of attachment humans have to other humans, only in this case it's attachment between a human to a brand. If you think about a brand as soon as you wake up, often

Brand attachment equals brand ambassadors and word of mouth marketing.

throughout the day, or if a brand is always your go to for a particular situation, then you have brand attachment.

Attachment forms in the limbic system, which is an emotional centre in the brain most related to passion, connection and affection. 90% of the decisions we make stem from the limbic system, or in other words, 90% of the time when we make a buying decision based on emotion rather than logic. That's why brand attachment is key to success.

When we are strongly attached to a brand, we find it highly favourable and we make decisions based on that favorability. When we have high brand attachment, we are also more like to influence others to try it too.

Brand attachment equals brand ambassadors and word of mouth marketing.

In order to capitalize on brand attachment, you have to really know your target audience and how they

relate to the elements that form brand attachment, which are affection, connection and passion. You have to start digging into the psychographics of your ideal client to really start to understand them.

Start by asking these questions:

- What is it they truly value?
- What keeps them up at night?
- What causes do the support?
- What are their aspirations?
- How is their problem keeping them from their aspirations?
- What creates affection for these people?
- What creates connection?
- What makes them passionate?

Each person can have different factors for each element of brand attachment, but in general here are some things to think about:

Affection starts to develop when we:

- Share common values
- Feel understood
- Feel like we are cared about
- Feel welcome

Connection comes with a sense of:

- Belonging
- Shared experiences
- Common values and goals
- Unity
- Common purpose

Passion develops when there is:

- Inspiration
- Motivation
- Excitement
- Awe

You have to apply these elements to your brand specifically, in order to make it meaningful for your clients and prospective clients. Apple is one of the most obvious examples of creating supreme brand attachment. People fight to be the first in line for the new release of pretty much any one of their products, and the products have become a measure of status. In fact, the brand has fully entwined itself into people's lives and identities. I know a guy who actually changed dentists because they ran on PC rather than Mac. But even for those who aren't that kind of die hard fan, they still wouldn't choose another brand to have in their lives. Needless to say that kind of brand attachment obviously has a very positive impact on the financials.

What's the emotional quality of your brand?

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DOLLAR SHAVE CLUB
SHAVE TIME. SHAVE MONEY.



As you already know, 90% of our buying decisions are emotional. That reason alone should have you going through the emotional quality of your website and all of your content. Emotion also improves the success of your marketing. IPA Data Bank has 1400+ marketing case studies in its collection, and has found that businesses who market with emotional content are twice as effective as ones that use rational or logically based marketing. That's a significant difference.

Interestingly, the emotional brain processes sensory information 5 times faster than it takes the logical brain to assimilate the same data. Since you have 8 seconds to connect with a consumer (our attention span is less than a goldfish's!), emotional marketing simply makes sense. The type of emotion you evoke makes a big difference in the amount of sharing you get from it. In a study that Jonah Berger did, and talks about in his book *Contagious*, he discovered that articles creating a physiological response in the body were more likely to be shared.

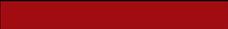
The five emotions that are most likely to motivate someone to share are:

- Awe
- Excitement
- Amusement
- Anger/Disgust
- Anxiety

People will also share things that make them sad, but to a much lesser extent.

One of the most sensational and viral music videos to come out played on amusement, with perhaps a little awe thrown in - Psy's Gangnam Style was a definite internet sensation. When it released the amount of views practically racked up by the second, as people shared this incredibly weird, amusing, and catchy video. Then there's Dollar Shave Club, who snagged 12000 customers in their first two days of business, with their introductory video targeting twenty-something metrosexuals. The video stimulates a sense of excitement - getting great razors delivered to your door for just a buck - and it was highly amusing as well. The perfect combination to launch a multimillion dollar business. Emotion is obviously a big influence on impactful marketing.

How immersive is your brand?



Truly immersive brands are those ones that work their way into your everyday life.

They're your go to when you want things to be easier, the ones you call on when you celebrate, or the ones use to soothe when you're sad. These are the brands you can't really imagine being without. They help you define who you are and help reflect that to the world.

It could be your iPhone, maybe it's your Lululemon's or Nike's, or perhaps it's Starbucks or Tim Hortons. How about that restaurant that's been your go-to for family celebrations for as long as you can remember? Or the dish soap or laundry detergent you use because no other one can measure up in the same way? These are all the kind of brands that have become immersive in our lives.

The question is how do you develop that kind of

that's continually triggered. If you can, you want to pair your brand with a trigger they experience in their environment with great regularity. That's exactly what KitKat did when they launched their KitKat and Coffee campaign. The whole idea was to trigger the thought of a KitKat when someone had a coffee break, which would connect a regular habit with the brand.

It succeeded brilliantly. During the campaign the brand experienced an 8% bump in sales, and after 12 months there was double digit sales growth year over year.

Another great example of how to build an immersive brand is the story of Febreze and it's entry into the market. It was quite close to being pulled from the shelves because sales in the original



immersiveness for your brand?

It once again comes back to really getting to know your ideal client or your target audience. When you understand what makes them tick, you will know exactly how to make your brand fit into their lives. A simplistic statement that take a great deal of research to execute.

Once you figure out how your brand fits into your client's lives, the next step is to anchor it in a way

test markets were so poor. Procter and Gamble had no idea why, until they started doing some serious market research.

The brand was developed to eliminate odours and was marketed as such in the original campaign. The products just didn't turn, so P&G decided to go right to the source for answers. They started with people who indicated they hadn't, or were not likely to ever buy the brand, in an effort to discover what people didn't like about it.

One interview in particular was the start of the turning point for Febreze. The researchers interviewed a woman with nine cats. The smell in the house was so bad that one of the researchers had been on the verge of gagging multiple times. So he asked:

“What do you do about the cat smell?”

“What do you do about the cat smell?”
Homeowner: “It’s usually not a problem.”
Researcher: “Do you smell it now?”
Homeowner: “No. Isn’t it wonderful? My cats hardly smell at all.”

So they discovered that the market they had been targeting didn’t even realize they had a problem, so of course they weren’t buying the solution!

Next, they looked at the consumers who were using the product and really liked it. What they found was very interesting. These consumers didn’t use the product to get rid of specific odours, they used it when they had completed their housework to reinforce the feeling of clean.

The marketers then knew they had found the key! Pairing the use of Febreze with the habit of regular household cleaning to reinforce the sense of clean, would help to create an immersive brand. Once the research and development team added refreshing scents to the odour neutralizing technology, the Febreze brand took off. It’s now a \$1 billion brand.

There’s no doubt that the big brands do what they do for very specific reasons. And those tactics work really well to build successful brands and companies. It’s now time to take a good look at your own marketing strategy. Are you missing out because you haven’t leveraged the six factors that create impact? Feel free to contact us to get a little more direction for your next campaign.



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