



Beyond the versus

Straight talk on the pitfalls of day to day marketing

Agenda

What´s so difficult?

Learning from one of the most difficult things in the world: An American election

Again: what´s so difficult?

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What´s so difficult?

What´s branding about anyway? What´s so difficult about communication?

How about differentiation?

“it has become so difficult ... !” ... oh really?

“our situation is so complex, it is so much easier for others!” ... oh really?

“competition has more money and they have the buy-in of the CEO!” ... oh really?

“(...)” ... oh really?

Let´s look at something, that is really difficult, really complex and see if we can learn something from it.

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An example: American election Bush vs. Gore, 2000

As we go through that example, try to locate these terms

Insights generation

Media planning and buying

Core Messages and issues

Competitive analysis

The Brand (in this case the President), Brand stretch, Brand Strategy

Target group

Products and services

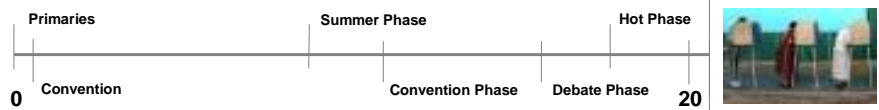
(...)

... basically all the terms from our beloved marketing bullshit bingo.

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„There are no low-budget campaigns“

Length of campaign 20 months



| Budget | Bush | Gore |
|--------|---------------|---------------|
| | US \$186 Mio. | US \$120 Mio. |

Advertising Costs 30 seconds TV-Spot in NBC, nationwide („Friends“-TV-Show): \$ 470.000,-
1/1-printed advertisement in „Time Magazine“: \$ 223.000,-

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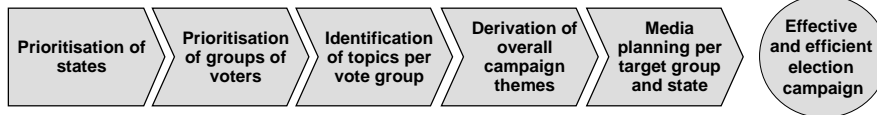
„The winner takes it all“



- For being successful it doesn't matter if you win 51 % or 70 % of the votes in a state
- Very few votes can have great influence in a state that is yet undecided
- Communication effectiveness/efficiency can be dramatically increased by prioritising states and selected clusters

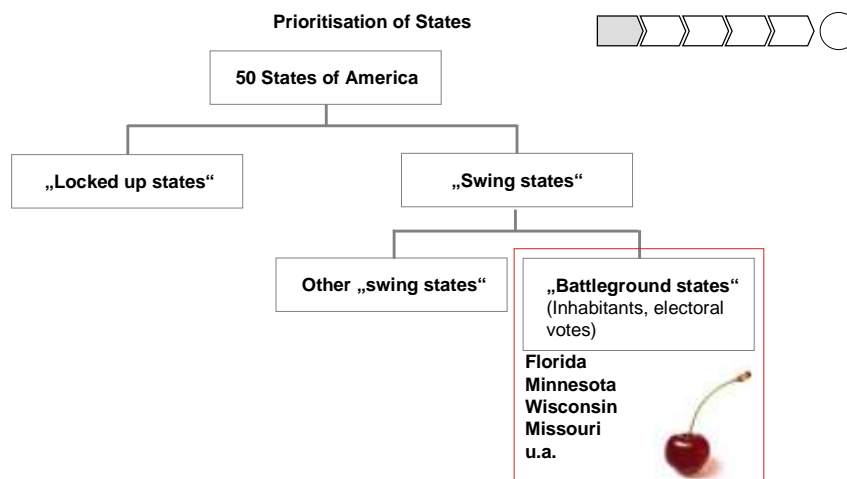
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Five steps to glory!



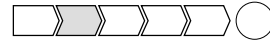
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„If you wanna pick cherries, go where the cherries are“



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Battlegrounds are battlegrounds because they are battlegrounds.



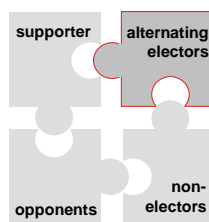
| | |
|-----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| <p>„Old Economy“ 9 states, 57,7 mio inhabitants, 107 electoral votes</p> | <p>conservative in social and cultural matters, left-thinking in economical affairs topics: jobs</p> |
| <p>„Coastal environs“ 4 states, 12,3 mio inhabitants, 26 electoral votes</p> | <p>electors who often are pacifists topics: environment and nature protection</p> |
| <p>„Cactus corridor“ 3 states, 8,9 mio inhabitants, 20 electoral votes</p> | <p>high increase of big cities and their Hispanic inhabitants topics: immigration</p> |
| <p>„Florida“ 17 mio inhabitants, 27 electoral votes</p> | <p>state of extremes: retired persons, modern Yuppies, conservative workers, Hispanics topics: education, immigration</p> |

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Focus, prioritize, focus again!



Inhabitants of the battleground states



Attitude and requirements analysis

- economic and social situation of the vote district
- lobbies and organisations
- previous electors' behaviour
- positioning of the opponent
- positioning of the candidate and his strengths and weaknesses
- ...

Coalition of electors

Identification of those of the electoral groups and subjects (e. g. modern yuppies, pensioners, middle class Hispanics) that have the highest potential for the candidates victory.

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Voter group and topics, topics and voter groups ... stretch, Mr. President!



| Coalition of electors Battleground states | Modern Yuppies | Middle-class Hispanics | Pensioners | ... |
|----------------------------------------------|----------------|------------------------|------------|-----|
| „Old Economy“ | topic 1 | | topic 6 | |
| „Coastal environs“ | | topic 4 | | |
| „Cactus corridor“ | topic 2 | | | |
| „Florida“ | topic 3 | topic 5 | topic 7 | |

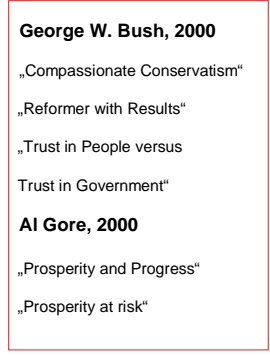
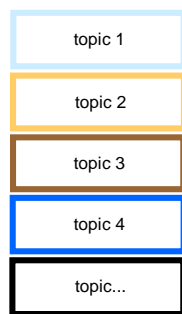
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„The message: tell them what you want to tell them, tell them what you told them!“



Overall campaign themes



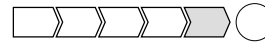
Positioning, strengths and weaknesses of the candidate

External factors

Positioning, strengths and weaknesses of the opponent

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Media is the message, plan it accordingly!



Example: Florida

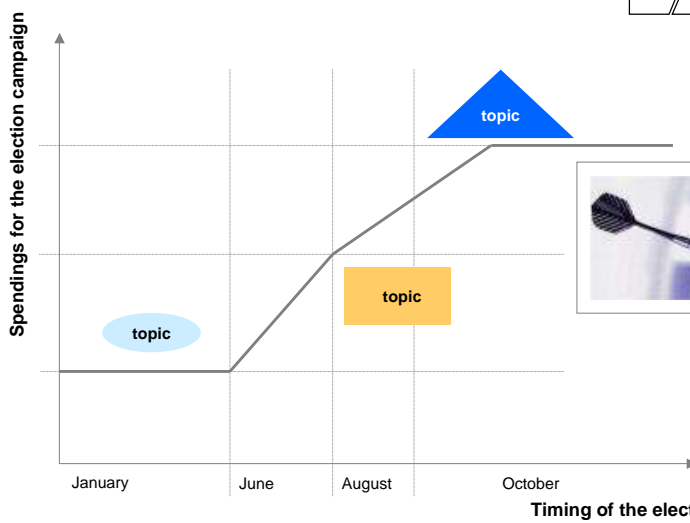
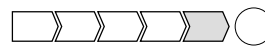
| | TV | Direct mail | Print | Event | ... |
|------------------------|----|-------------|-------|-------|-----|
| Middle-class Hispanics | ● | ● | ○ | ○ | |
| Pensioners | ● | ● | ● | ○ | |
| Modern yuppies | ○ | ● | ● | ● | |
| ... | | | | | |

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- very strong media presence
- strong media presence
- Medium media presence
- Weak media presence
- no media presence

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„Keep the silver bullet for the end“ – efficiency and effectiveness: it is not how you start, it is how you finish!



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What's so difficult?

Learning from one of the most difficult things in the world: An American election

Again: what's so difficult?

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If American elections can be won, everything else should be piece of cake!

You know **what** you want to communicate (because you know the strategy)

You know **how** to communicate (because you know your brand)

You know **who** to communicate to (target group) and **what matters** to them (insights)

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A good companion!

mc = mr

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Straight talk on pitfalls!

It is so difficult, because the WHAT, the HOW, the WHO and the WHAT MATTERS (among others) is so hard to get right, today and tomorrow! ... and most of the times mc \neq mr.

A small selection of pitfalls (from a corporate animal to a fresh audience in Frankfurt)

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Pitfall # 1

Everyone is an expert!

“Branding and Communication are easy!”

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Pitfall # 2

The human nature:

**ME ME ME ME ME ME ME ME ME ME ME
ME ME MINE ME ME ME ME ME ME ME ME
OURS ME ME ME MINE ME
ME MEEEEEE**

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Pitfall # 3

The Strategy is clear! ... oh really?

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Pitfall # 4

CYA!

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Pitfall # 5

“ ... it´s the agency´s fault!”

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Pitfall # 6

The VERSUS takes over

- **bottom up vs. top down**
- **global vs. local**
- **centralized vs. decentralized**
- **research vs. creativity**
- **offline vs. online**
- **x vs. y**

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Go beyond the versus! (do not trust any OR)

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Three final comments on major current issues

- 1. The Brand: a financial asset!**
- 2. Platforms and Communities**
- 3. Credibility of Companies**

**As marketers we have to constantly raise our game,
- keep learning!
- keep discovering!
- go beyond the versus!**

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Thank you!

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