

LIONS MARKETERS SERIES

Key Takeaways

WARC

MEDIALINK[^]

LIONS MARKETERS SERIES

PURPOSE GETS
PERSONAL

Key Takeaways

- Brands need to work out how to create and collaborate in order to **create meaningful work that engages with consumers.**
- Some of the most successful work will include brands figuring out **who they want to help stand up, not who they want to carve, share from or borrow interest from.**
- Removing historical obstacles allows brands to tap in to **wonderfully diverse base of consumers and insights.** If you don't allow new people and ideas into your ecosystem, there can be **stagnation.**
- Through looking outside your business to platforms like TikTok, there are **niche communities with meaningful audiences** to for brands to look in to.

LIONS MARKETERS SERIES

RETHINKING BRAND FOR
THE RISE OF DIGITAL
COMMERCE

3 QUESTIONS WARC'S CLIENTS ARE ASKING

1

Does Brand still matter
in digital commerce?

2

How do I balance
brand-building and
performance?

3

Do I need online ads to
drive online sales?

Does brand matter?

There is a lot of conflicting advice out there. In his book Post Corona, Scott Galloway talks about a shift from what he calls the brand age to the product age where things like brand and reputation are secondary to user reviews to convenience.

The benefit of having a strong brand has always been the ability to nudge people towards a purchase when they're when they're in buying mode.

In online purchasing journeys a strong brand has four drivers of advantage:

Fame - there is plenty of evidence that knowing about a brand and being aware of a brand gives that brand an advantage in situations like search.

Mental availability - brands should come to mind easily be associated with purchase occasions so that that metric is often known as salience.

Recognition - Brands should be easy to recognise, whether that's recognising a brand on the digital shelf, or correctly associating an ad with a brand This is what is often called distinctive brand assets.

Quality & Trust Cues – brands need to be mindful about perceptions of value, quality of product, functional and emotional associations, but also an ecommerce reliability of delivery, and returns.

Brand and performance

Les Binet and Peter Field argue that for online brands, it's more important to skew towards brand building, rather than performance marketing, **They argue that budgets should be actually 74% in favour of brand building and 26% performance.** This is because it's easier to deliver product information in online environments, so they argue brand plays an even bigger role.

Experimentation is also key, Airbnb discovered that when they turned off all its performance advertising during the pandemic, **95% of their traffic still came back.**

There is growing evidence that online video formats are effective brand builders, **platforms are expanding into full funnel operations.** Amazon, Instagram and Walmart are developing formats that help build brand at the same time as helping them sell

Choosing the right platforms and channels can generate future demand and allow you to harvest existing demand are going to reap the benefits.

Do online sales need online ads?

When looking at digital sales, a problem often faced is the way attribution modelling has favoured digital channels close to the point of purchase

An example from an omni channel health retailer, showed that **TV had a bigger impact on website traffic than it did on store traffic**. Maybe that shouldn't be a surprise, when consumers watch TV, they generally have a smartphone in your hand.

Brands need to pair what they do to create future demand with activity close to the point of sale to harvest existing demand.

Brand and performance are two entirely separate things that's going to need to change in a market where the lines are blurring. That blurring of the lines means we need to stop thinking in terms of traditional and digital. The opportunity is in the nuance, where are the combinations that work best? How does brand make performance more effective? How does performance drive back into brand?

Key Takeaways

1

Brands still matters – but needs pairing with strong POS work

2

The brand vs performance mindset will need to change

3

Understand Channel combinations to find opportunity

THANK
YOU
