

# Spark 2018

## Identity economy and media marketing

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## Investment Banks

Allen & Co, Barclays, BNP Paribas, Citigroup, Lepe Partners, Moelis & Co, NM Rothschild, The Raine Group

## Private Equity/Venture Capital

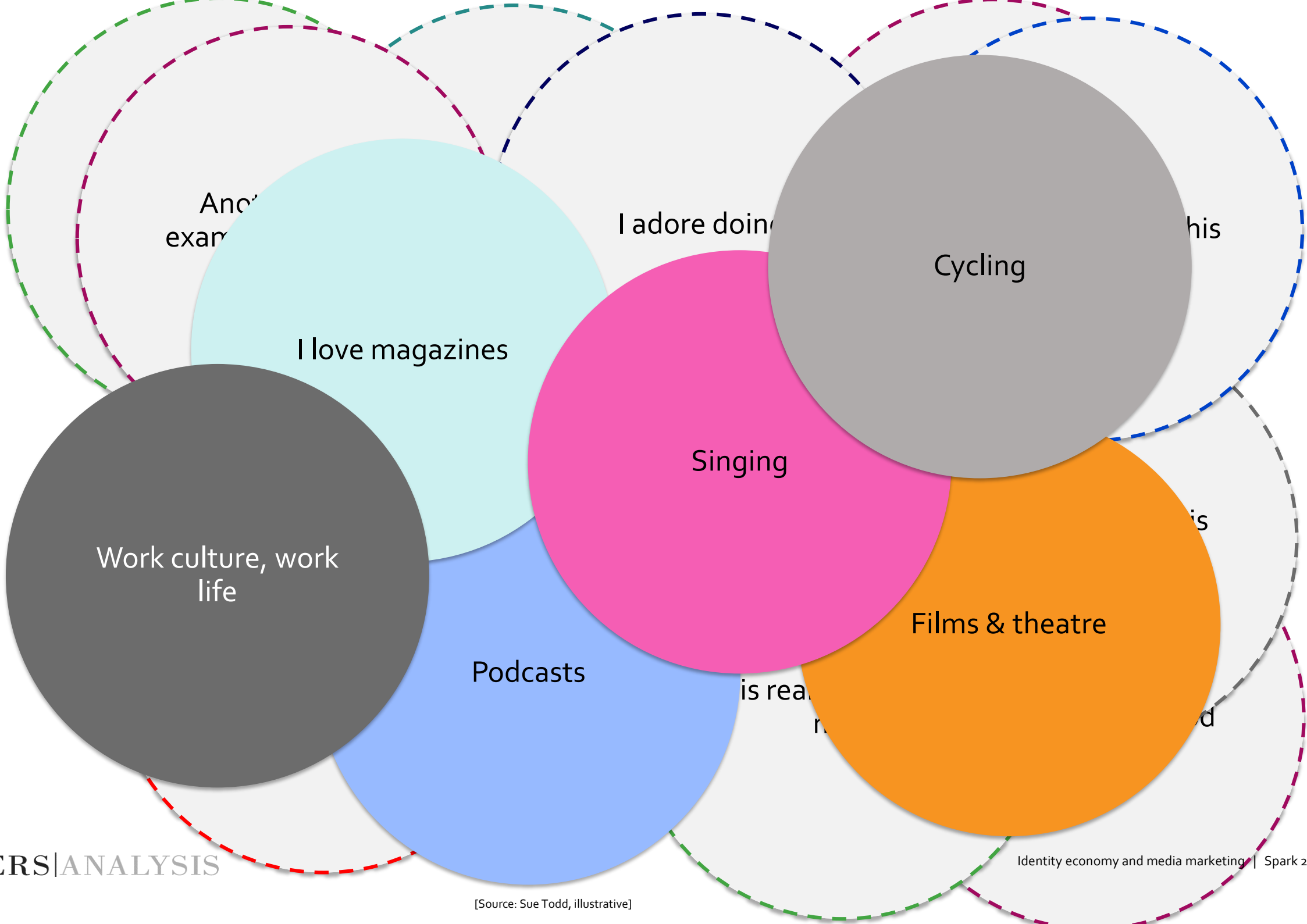
Apax, Permira Advisors, Providence Equity, Searchlight Capital Partners, Taconic Capital Advisors, Usaha Tegas

# What is relevance in marketing?

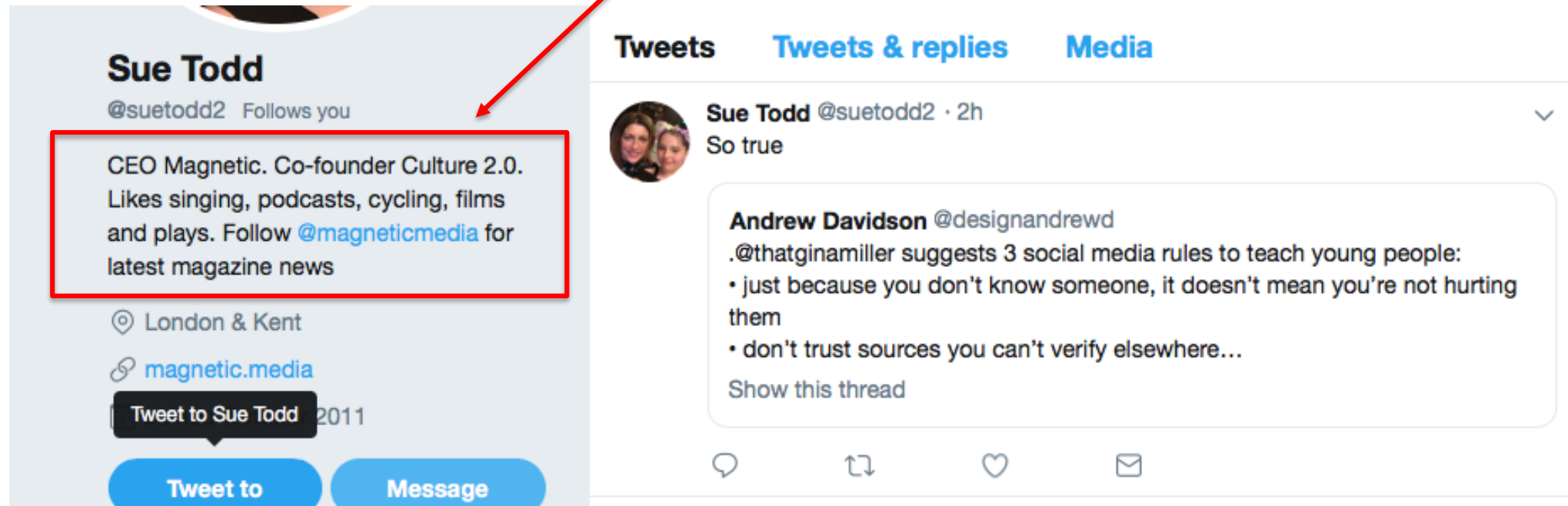
ID

Emotional

# What do we mean by identity?



# A simple (very limited) shorthand – Twitter bio



[Source: Twitter, Sue Todd]

## Example identity categories

<b>Fashion</b>	<b>Lifestyle</b>
<b>Travel</b>	<b>Sport &amp; wellbeing</b>
<b>Home</b>	<b>Dining &amp; entertaining</b>
<b>Gadgets</b>	<b>Charities</b>

[Source: Enders Analysis]

# Brands and identity

## BORROW MEMORIES:

“look out for archetypes, colours, symbols that have immediate communication power *to associate your brand with that category*”

- Jenni Romaniuk & Byron Sharp, *How Brands Grow*



## Five key concepts

**Self-concept** – *who we think and feel we are, and how others see us*

**Salience** – *how prominent something is in our memory when we perceive or make a decision*

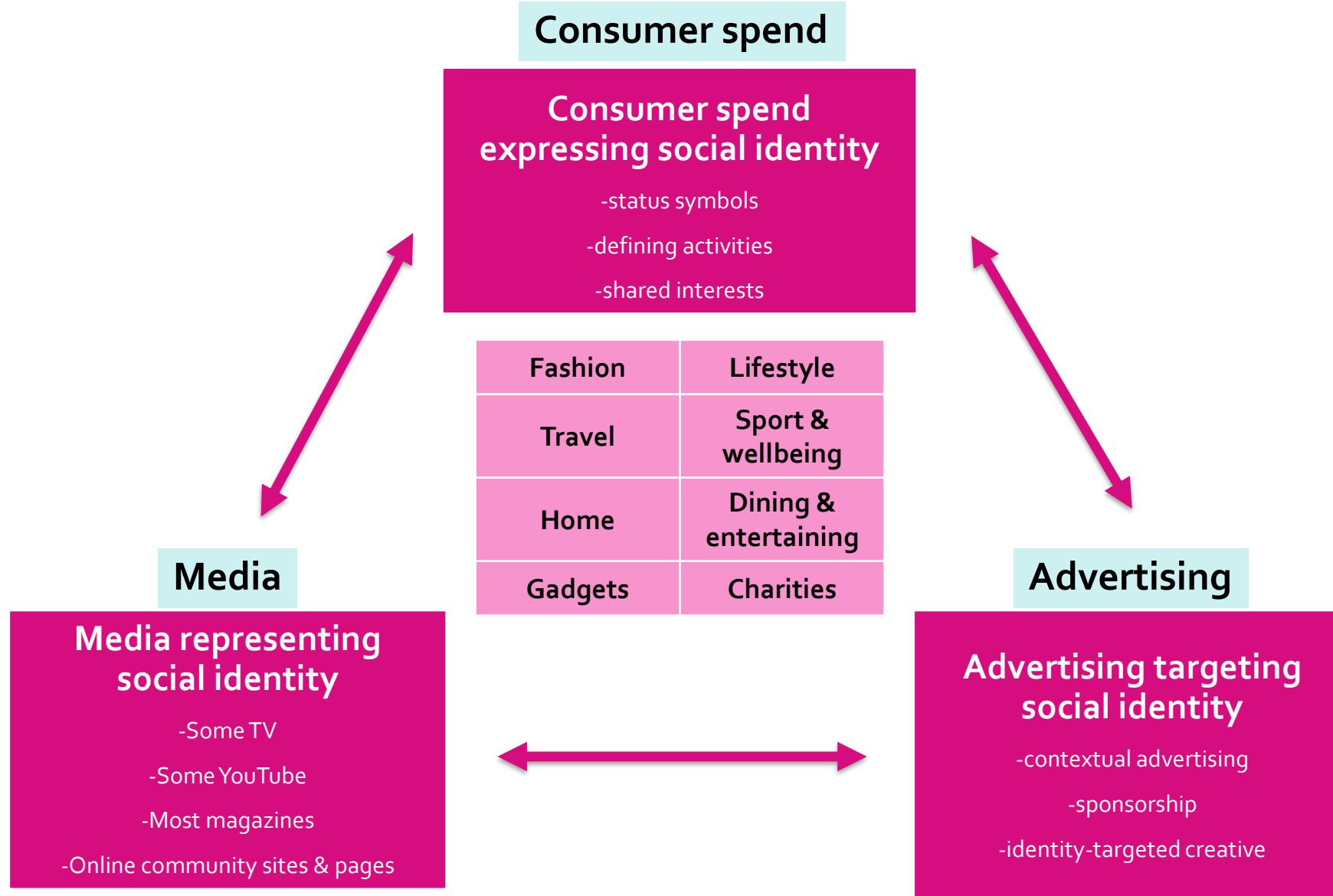
**Priming** – *how our reaction to something affects perception and action*

**Memory structures** – *how we store and recall info and associations*

**In-group/out-group** – *how groups define who belongs, and who does not*

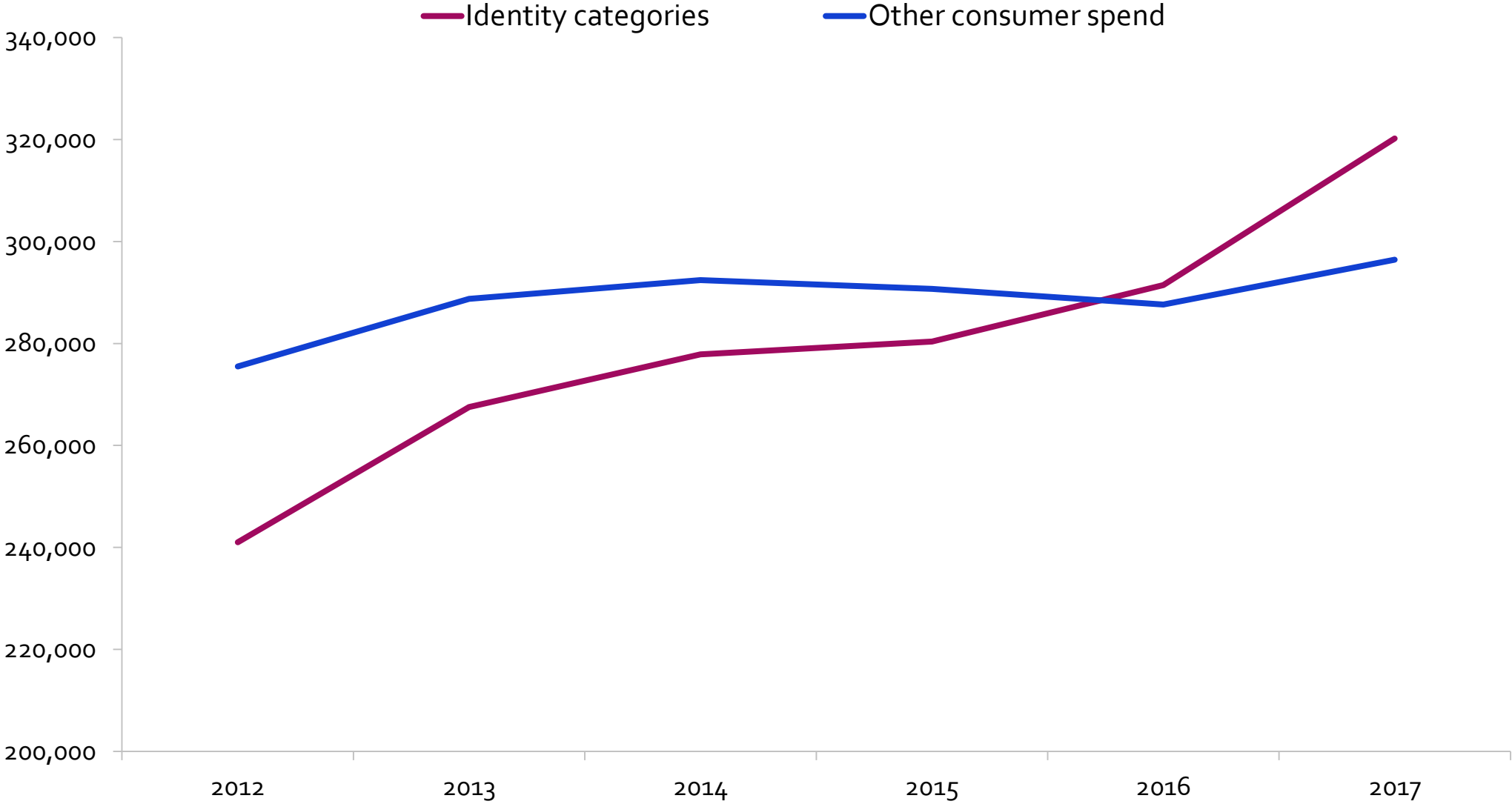
[Source: Enders Analysis]

# Identity advertising conceptual model



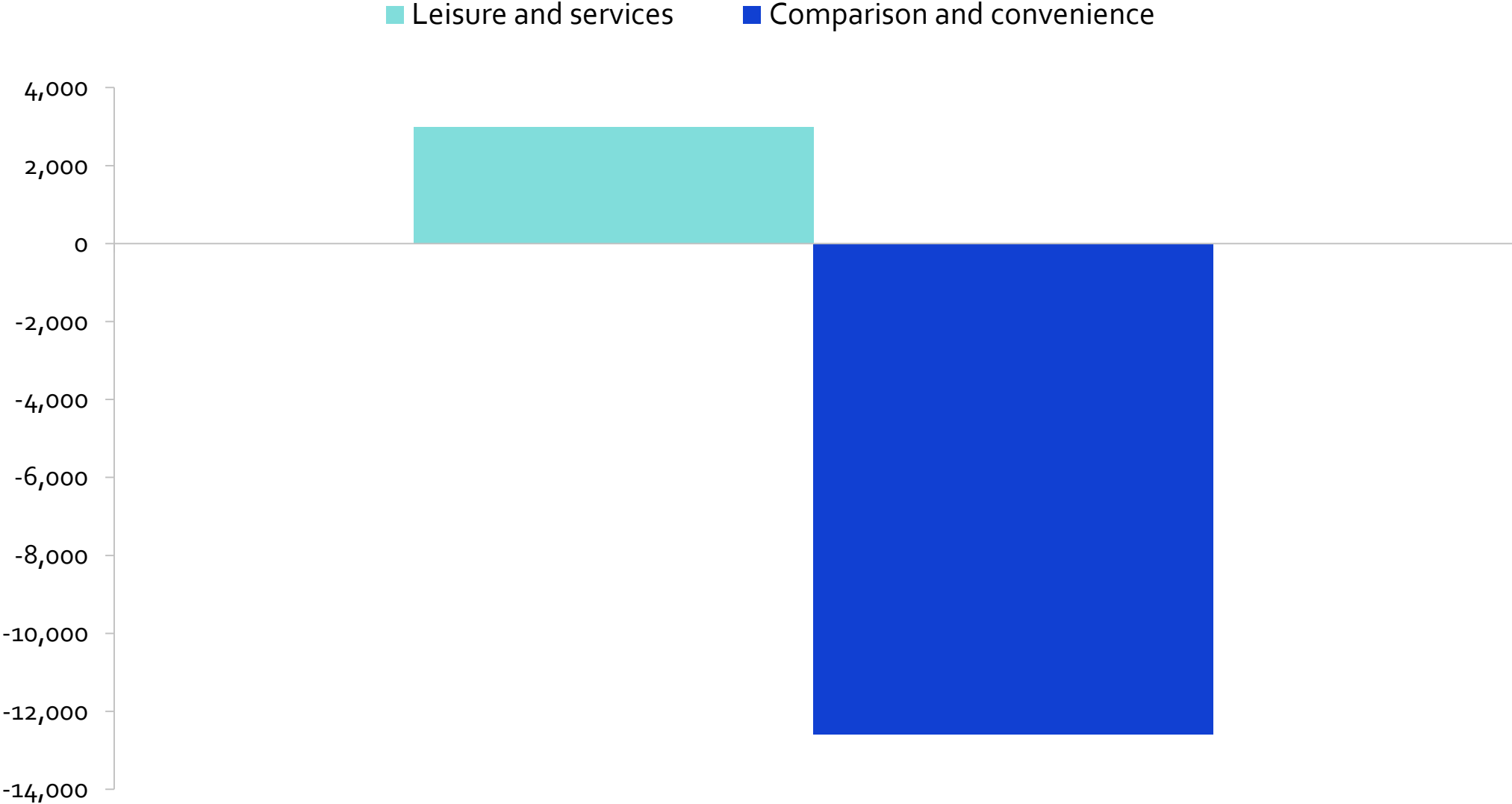
[Source: Enders Analysis]

# Household spend: £100bn growth, 80% by identity categories



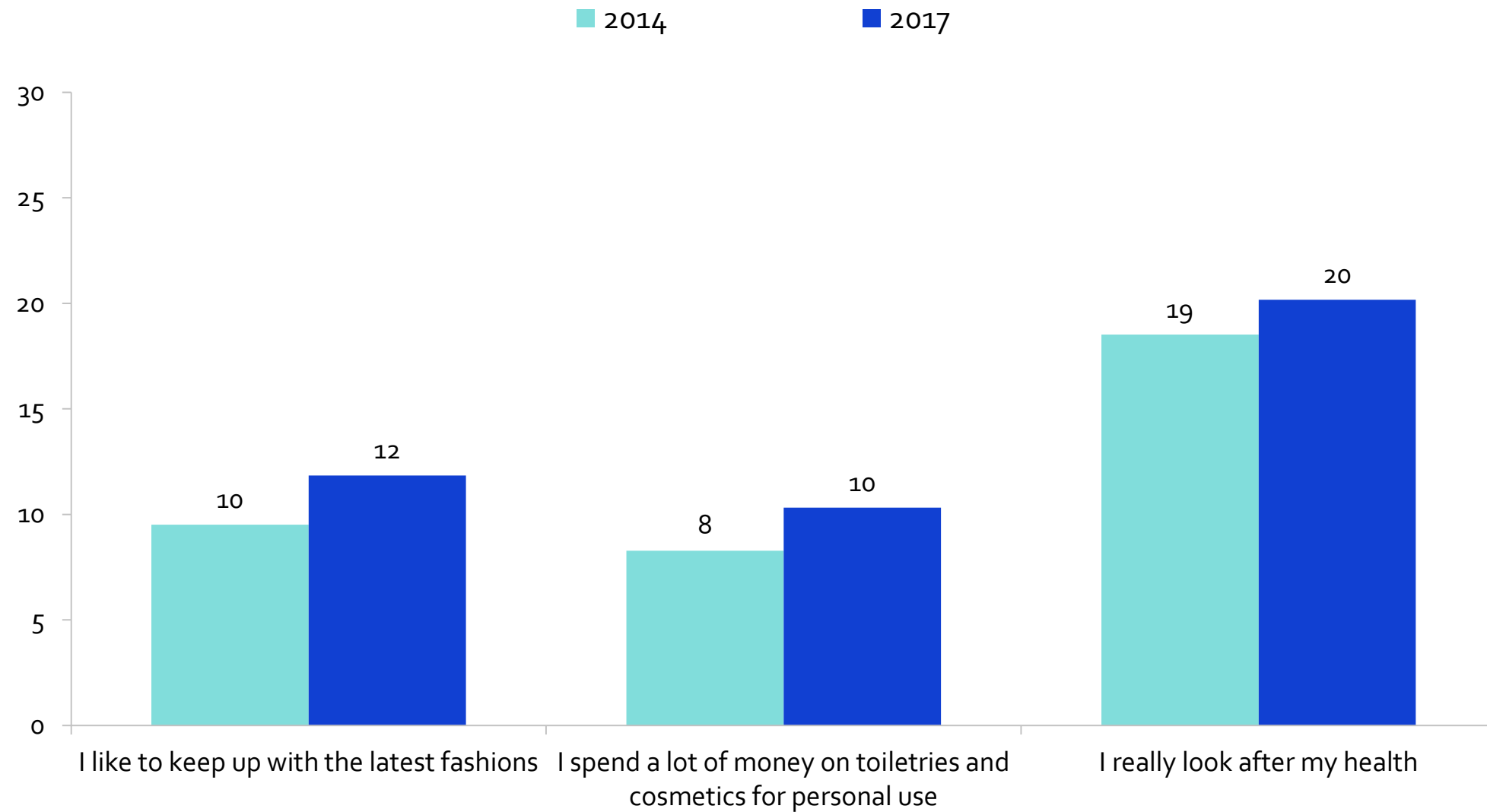
[Source: Enders Analysis, ONS]

# Retail net openings since 2012



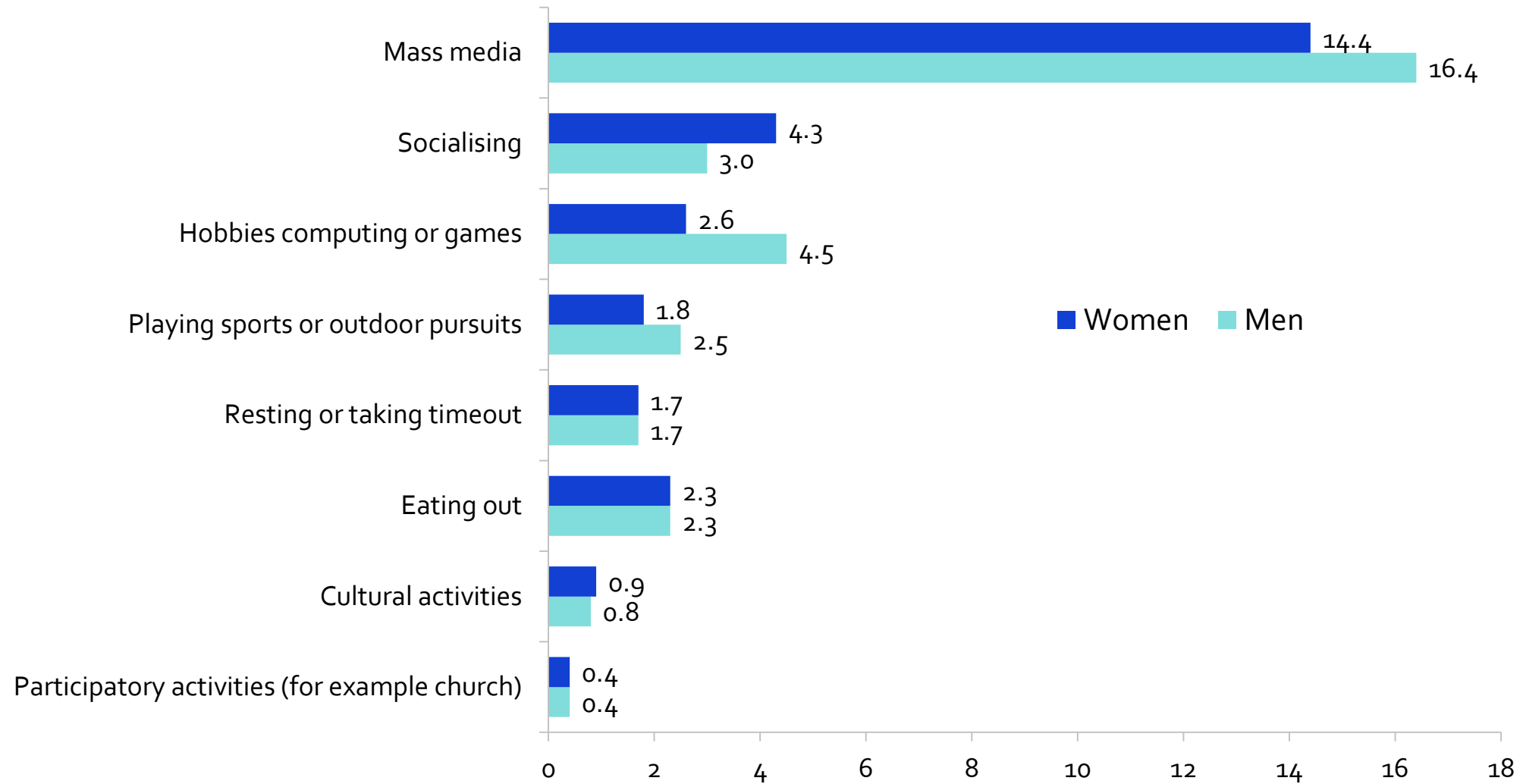
[Source: Local Data Company, Enders Analysis]

# UK adults identifying with lifestyle statements



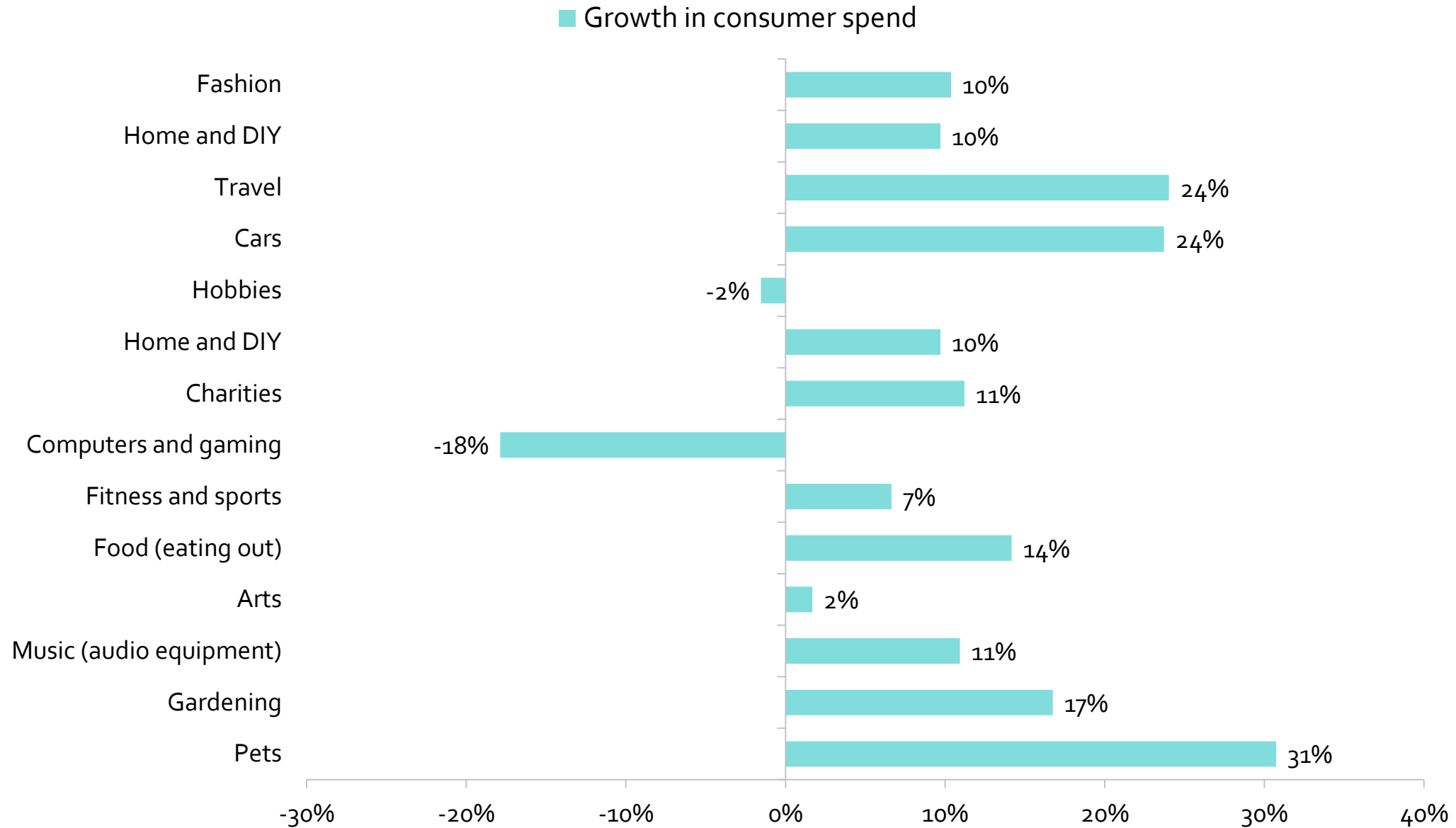
[Source: TGI, Enders Analysis]

# Leisure time per week



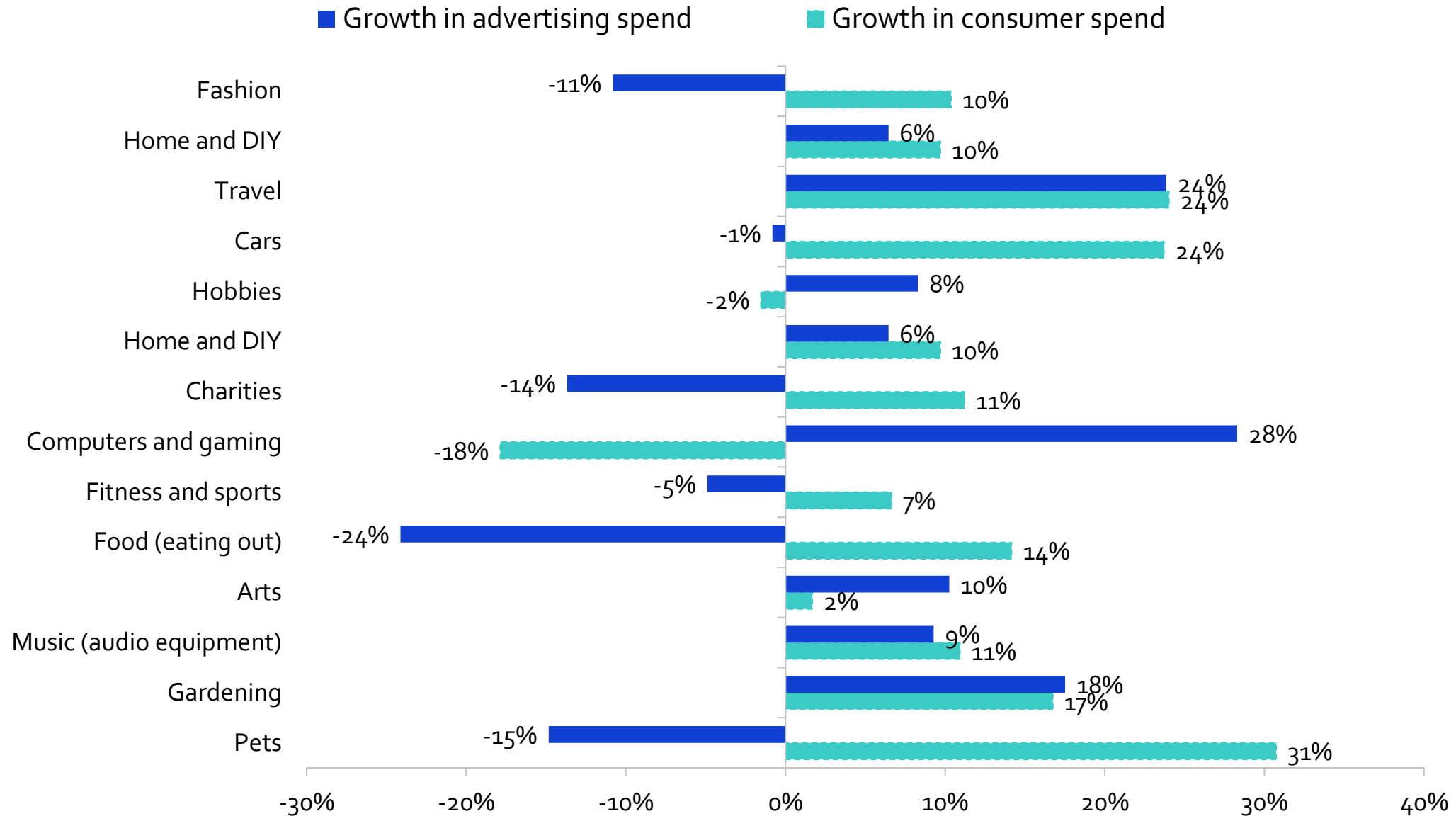
[Source: European Time Use Survey, UK 2015]

# Consumer spend growth in identity categories since 2015



[Source: Enders Analysis, ONS, Nielsen]

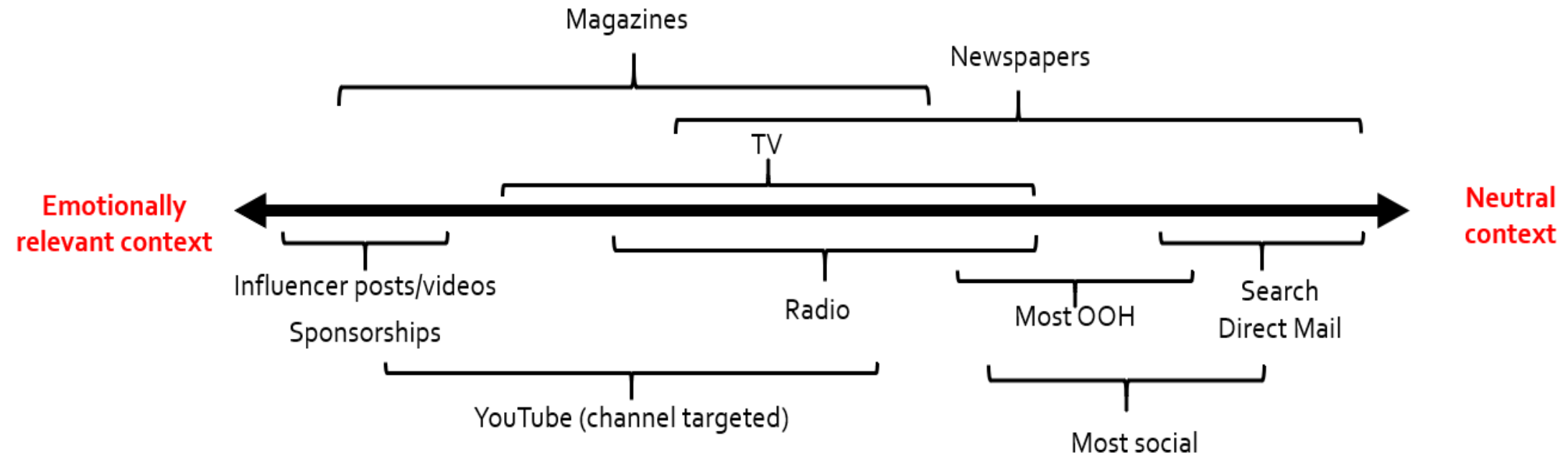
# Consumer spend growth and advertising spend growth since 2015



[Source: Enders Analysis, ONS, Nielsen]



# Cultural and emotional relevance in media



[Source: Enders Analysis, illustrative]

## Key media differentiators for advertising success

“for people like me”

“relevant and useful to me”

“I get a sense of place”

“I feel good when reading it”

# Case studies



**True or false**

We put two Cosmopolitan Home, Made HQ residents to the test with Smart Energy GB, to discover how much they really know about what goes into powering a home...

**S**ophie and Emily have lived with their three roommates in a Cosmopolitan Home, Made HQ for some months now - so you'd think they'd be pretty clued up on how much it costs to run the place. Using the super genius of a smart-meter - which shows you how much energy you're using and what it's costing in pounds and pence - we tested the girls to get ready for a night and investigated 'the art of energy' online on the video at [cosmopolitan.com/uk/energychallenge](https://www.cosmopolitan.com/uk/energychallenge) and see how far they managed to get!

Their next challenge is to not use electricity from their flat for 24 hours at the appliances they use every day. They really add to their bills and cost of living. Turn on, when you go to the shower and get yourself in the shower, you can see a tiny bit. This shows, again?

**LET'S START NICE AND EASY. FOR TOP OF ENERGY, HOW MANY MINUTES OF BLOW-DRYING CAN YOU GET?**

**Sophie:** After our gaming night challenge, I noticed the dial on our energy meter spiked when I had my hair dryer on, so I was like this was a bit of an energy game for TV set on how Emily? It's going to be expensive, and my roommates. I'm sure my roommates are going to be wildly disproportionate, but the internet to discover how much I do - and Emily - knows about our energy use.

**ANSWER:** Okay, because, girls, you can actually only get 11.16 minutes of blow-drying time for the top of energy use for the night. It's a really, really, really quick!

**PICTURE THE SCENE: IT'S A SUNDAY AFTERNOON, YOU STILL HAVE THE STUFF FROM LAST NIGHT'S CLUB ON YOUR HAND AND, OH YES, YOU'RE HUNGOVER. HOW MUCH WILL THE ACCOMPANYING THREE...**

**"I'm sure my answers are going to be wildly disproportionate, but I'm interested to discover how much I do - and don't - know about our energy use!"**

**EMILY:** I've always on the herbal tea... I can get through five in a day alone. I think 10 cups in one day was my personal best. I think you could buy a kettle 100 times for 10p. Emily I need a coffee first thing in the morning to get me going, otherwise the completely useless. I think you could buy a half kettle about 10 times.

**ANSWER:** We have to be the bearers of that news. Our electricity is double what you estimate so that, you can only get about half one of it in the cup. That's an average amount of tea for a day through and having to make the next one, eh?

**YOU'RE BATTLING WITH YOUR HOUSEMATES FOR A SPOT IN THE KITCHEN, THE STOVE IS IN USE FOR AN HOUR - HOW MUCH WILL THIS COST YOU?**

**Sophie:** I'm thinking it'll cost around one pound for an hour's worth of cooking. I think a gas stove would use quite a bit of energy but I can't say for sure it's not something you'd normally think about.

**Emily:** There's five of us altogether, and I make sure we probably quite high in terms of energy-consuming items, so I'll be in use for an hour of cooking. We have a few vegetarians and veggie on the fence, so it's not too much for everyone. I'll usually get for a hour's cooking.

**ANSWER:** It gets even wilder for 11.16 minutes using top of energy, making it 11.16 for the hour. In a house of five with people cooking an afternoon dinner, who would ever see, previous cooking time, please. You can't be that cooking in a group.

**EMILY:** You can't be a girl for

**EMILY:** I think 10 cups of herbal tea in one day was my personal best. I reckon you could buy a kettle 100 times for 10p...

**SOPHIE:** Like Sophie and Emily, taking a minute to learn how much the appliances you use every day can contribute to your bills could help you to cut back on your energy usage - saving enough for a healthy holiday before you leave. It's also better for the environment, so make good energy choices. Sophie and Emily have been privileged to see their smart meter in real time at their Cosmopolitan Home, but by meeting a few challenges in their daily habits, you can on their way to reducing energy usage.

**IF YOU WANT TO GET UP AND GET YOUR OWN ENERGY USE AND KNOW WHAT YOU CAN DO TO SAVE MONEY, CONTACT US TODAY ABOUT GETTING A SMART METER AT THE BEST PRICE. BE SMART!**

[Source: British Army, Smart Energy campaigns]



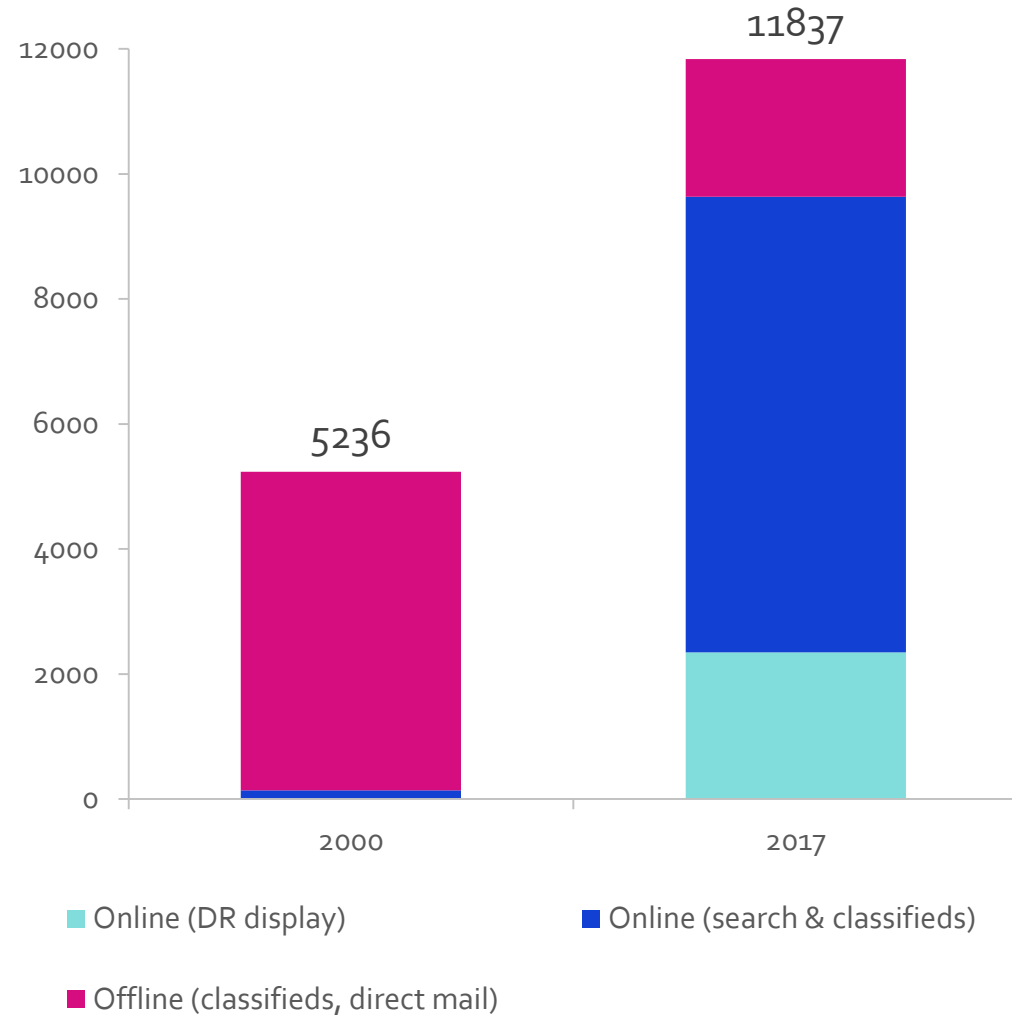
# Stylist Live



[Source: Stylist Live]

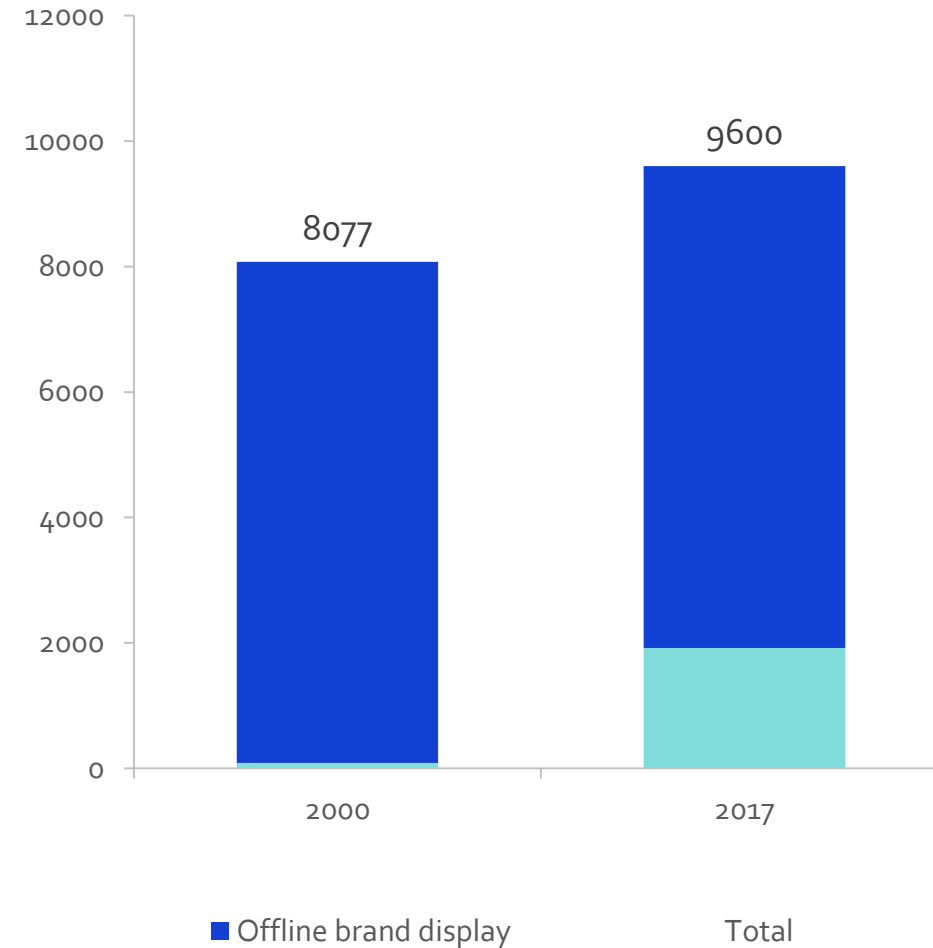
# Marketing short-termism and the rise and rise of “always-on”

## Direct response



[Source: Enders Analysis based on WARC]

## Brand/display



[Source: Enders Analysis based on WARC]

# Marketing planning is a product of business planning

- 1: What is the business objective?
- 2: What is the marketing objective?
3. To whom is the message addressed?
4. How is the media primarily targeted?

[Source: Enders Analysis]

# In advertising, **identity** is more than an ID

1: What is the business objective?

2: What is the *marketing* objective?

3. To whom is the message addressed?

To the individual alone

To the individual as part of a group or groups

4. How is the media primarily targeted?

Audience segment or ID first

Media context first

[Source: Enders Analysis]

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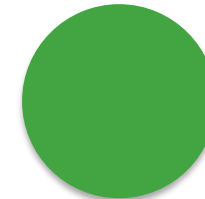
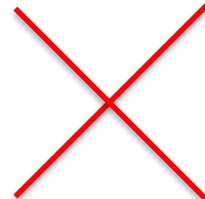
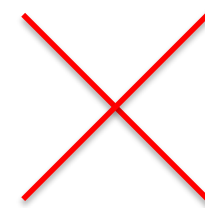
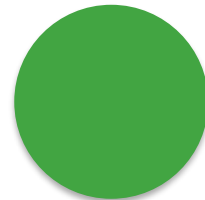
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[Source: Enders Analysis]



# Disclaimer

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