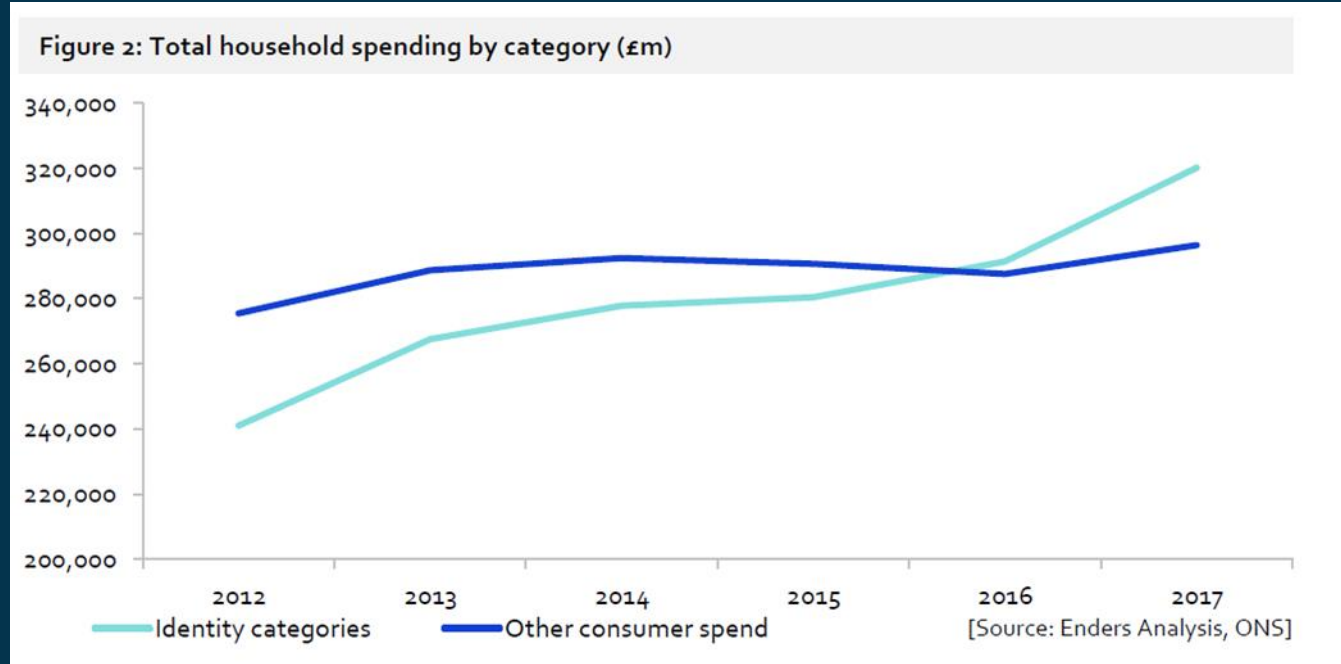


A woman with curly hair is smiling, holding two Bitcoin coins over her eyes. Her hands are raised to her face. The entire image has a blue color overlay. The text "PASSION POUND" is centered over her face.

PASSION POUND

MAGNETIC

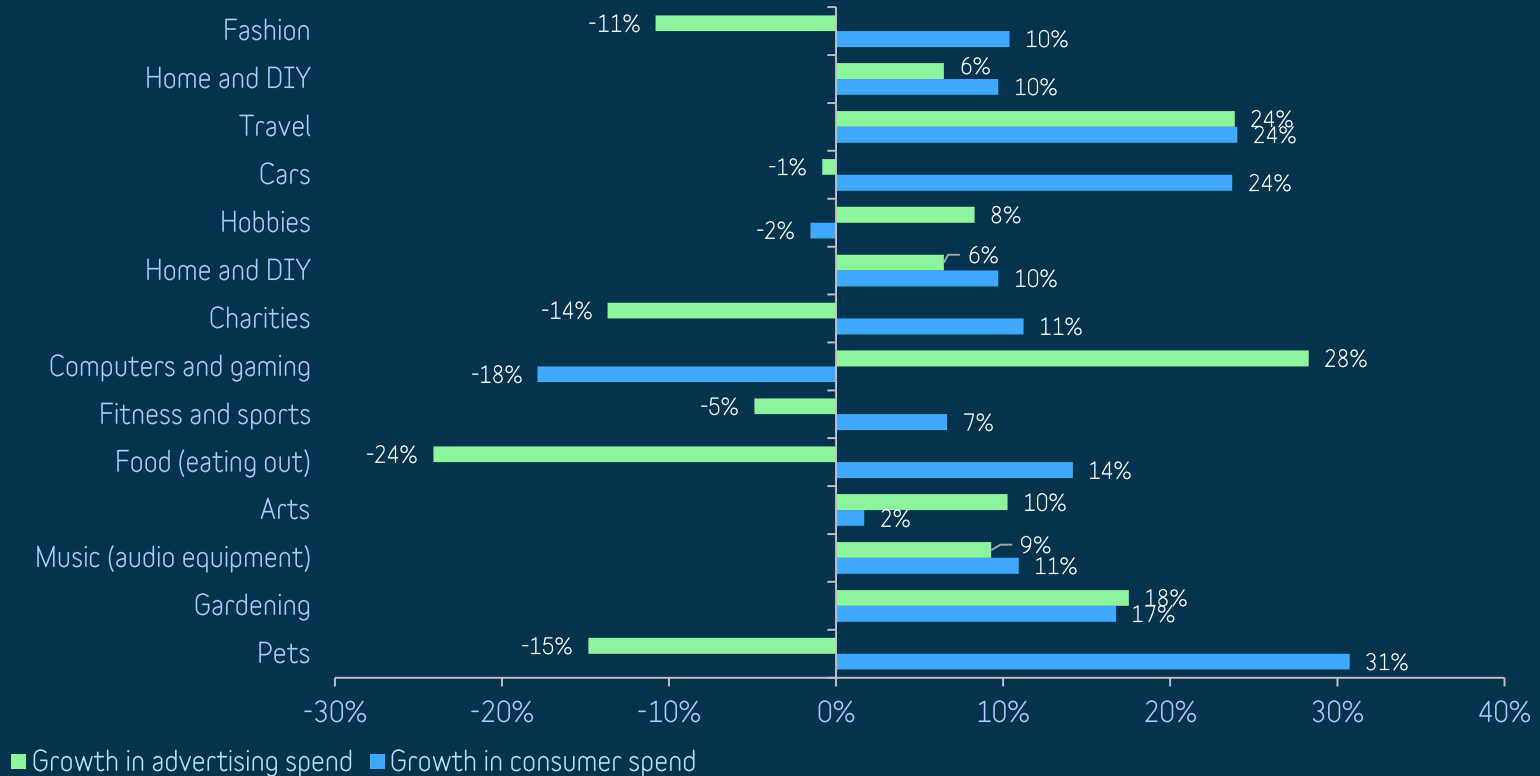
M: The growth of the identity economy



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

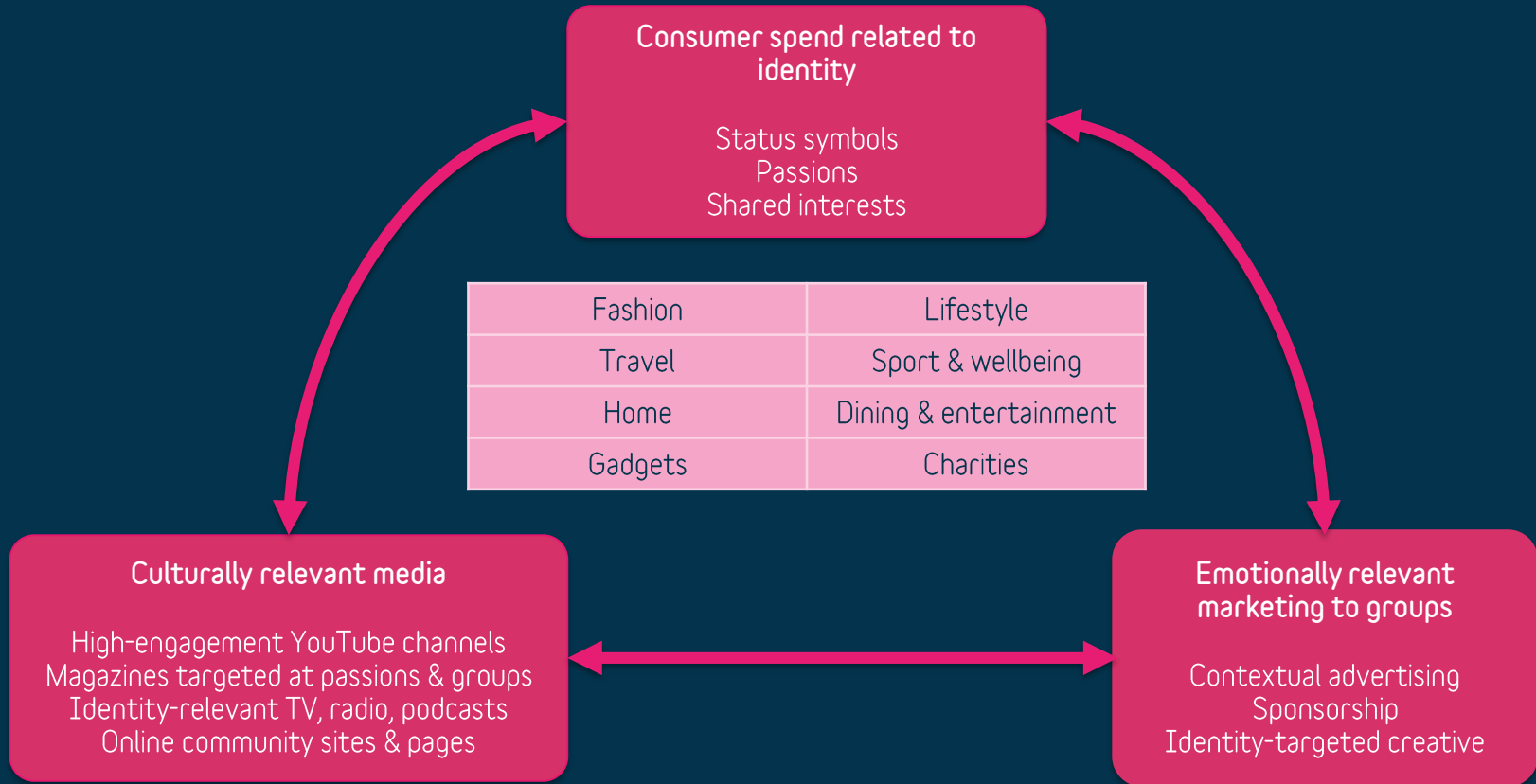
M | The missed opportunity

Growth in consumer vs ad spend since 2015 (by largest ad category)



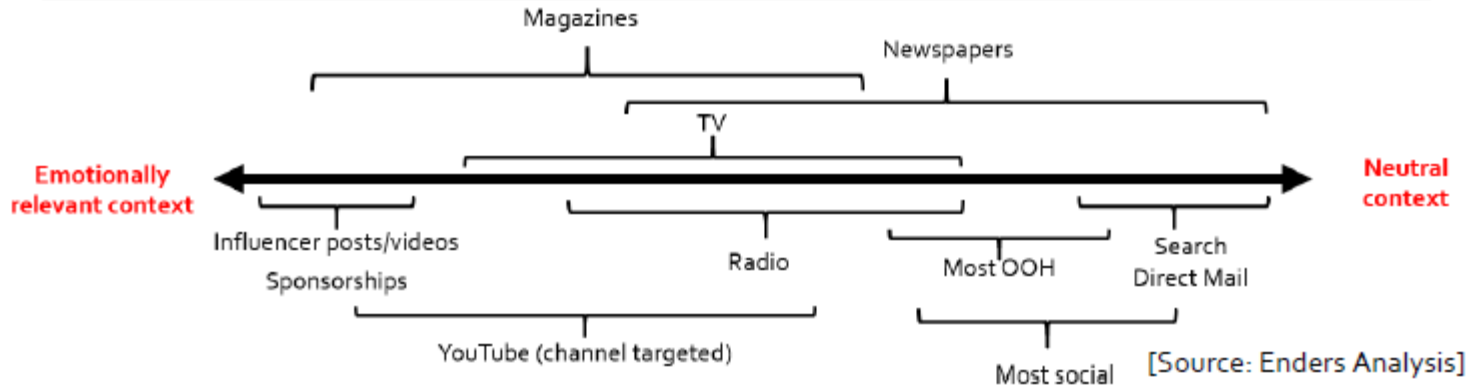
[Source: Enders Analysis, ONS, Nielsen]

M Identity advertising conceptual model



M Identity media

Figure 7: Illustration of identity relevance of media contexts



M In advertising identity is more than ID

Figure 8: Campaign planning in passion/identity categories

Is the goal long-term brand building or always-on performance marketing?

Brands starting with this question are more likely to hit the right combination of media context, audience and creative approach and avoid the risks of a mismatched approach

		To whom is the message addressed?	
		To the individual alone	To the individual as part of a group or groups
How is the media primarily targeted?	Audience segment or ID first	Sweet spot for performance: Personalised marketing	Risk for branding: media lacks relevant social context Risk for performance: creative not personalised enough
	Media context first	Risk for branding: message lacks wide emotional appeal Risk for performance: impacts wasted outside category buyers	Sweet spot for branding: Emotionally relevant advertising/sponsorship

[Source: Enders Analysis]