

J202: WEEK 6

STORYTELLING IN MARKETING:
RESEARCH, STRATEGY,
FORMS AND INTEGRITY

REMINDERS

- Come prepared
- Is that a lead or a headline?
- Verb tense
- When you are on deadline
 - Outline
 - Read out loud
 - Start reading at the end
 - PROOFREAD
- Format!
- Helping each other in lab
- Seek help from me and Meredith!

MARKETING FOCUS

| TRADITIONAL FOCUS | INTEGRATED FOCUS |
|-------------------|------------------|
| PRODUCT | CONSUMER |
| PRICE | COST |
| PLACE | CONVENIENCE |
| PROMOTION | COMMUNICATION |

MARKETING PROCESS

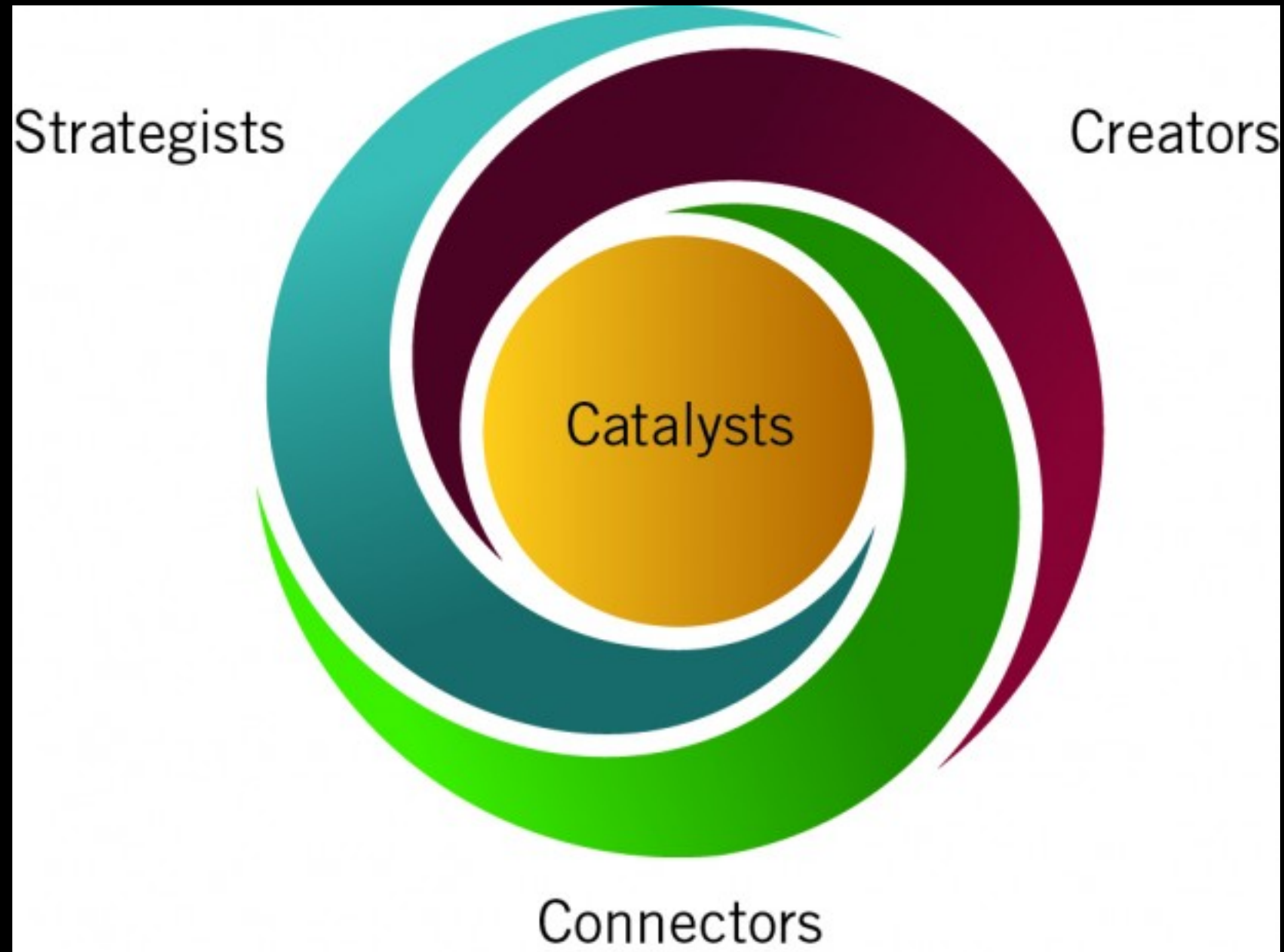
- situation analysis
- objectives
- strategies
- budget
- tactics
- evaluation

CAMPAIGN SAMPLE - WISDOT

- situation: people die in winter crashes
- objective: decrease fatalities
- strategy: get people to slow down
- tactics
 - emotional ads
 - visible enforcement
 - social sharing

AGENCY PILLARS

- research
- strategy
- creative
- media
- PR
- in-house approaches
- new forms



RESEARCH TYPES

- strategic
 - develop key consumer insight
- placement
 - determine vehicles
- evaluative
 - gauge success

RESEARCH METHODS

- secondary
 - trade publications
 - news coverage
 - past campaigns

RESEARCH METHODS

- primary - original
 - surveys
 - focus groups
 - experiments

RESEARCH METHODS

- primary - purchased
 - Simmons
 - MRI

RESEARCH SUMMARIES

- summary lead with key insights
- summary of method
 - acknowledge weaknesses
- specific findings
- evidence
- summary conclusion
reiterating lead

INSIGHT TO STRATEGY

key consumer insights



overall strategy

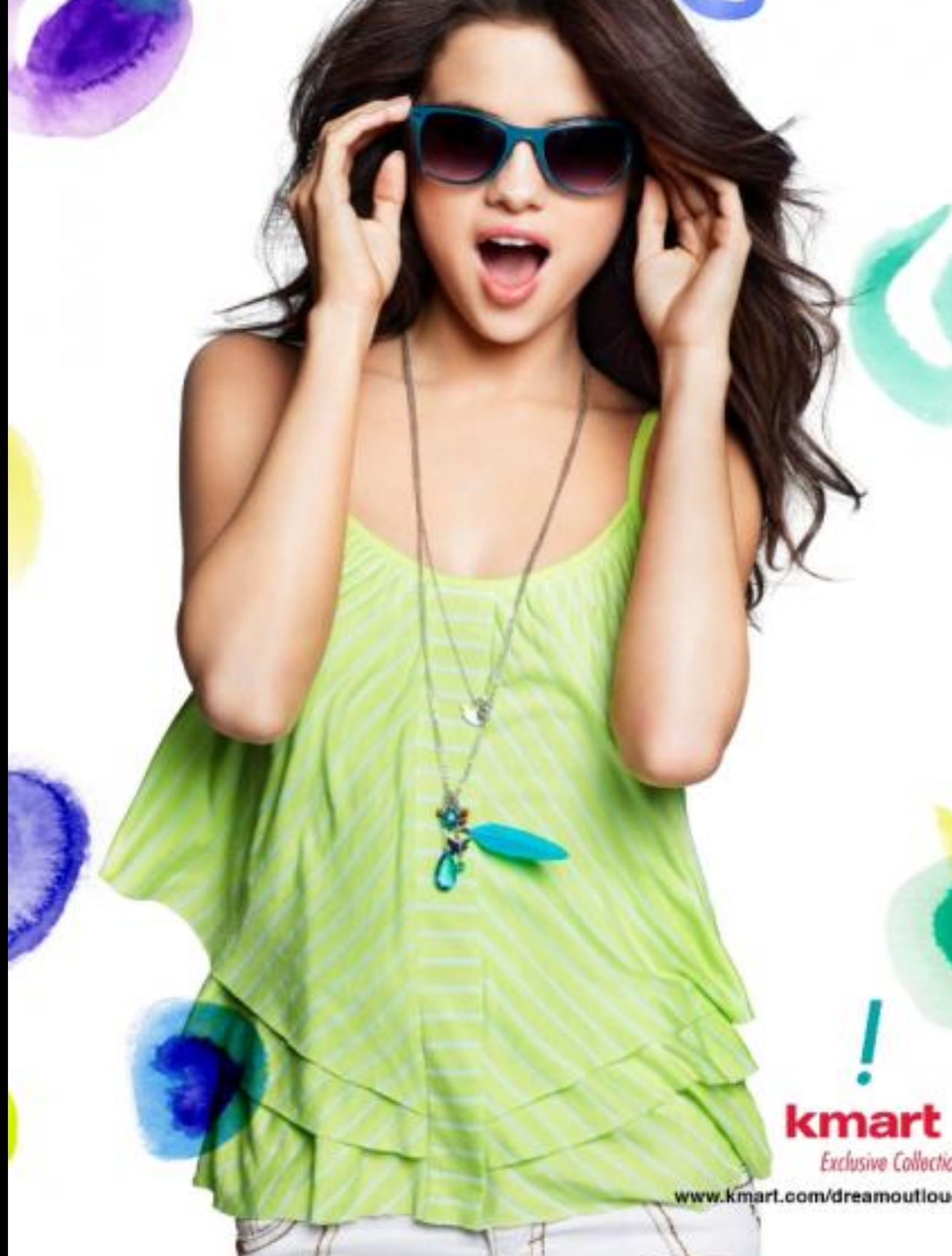


tactics

STRATEGY TO EXECUTION

CREATIVE WORK

PRINT



kmart

Exclusive Collection

www.kmart.com/dreamoutlou

VIDEO



RADIO



Kmart's gas problem

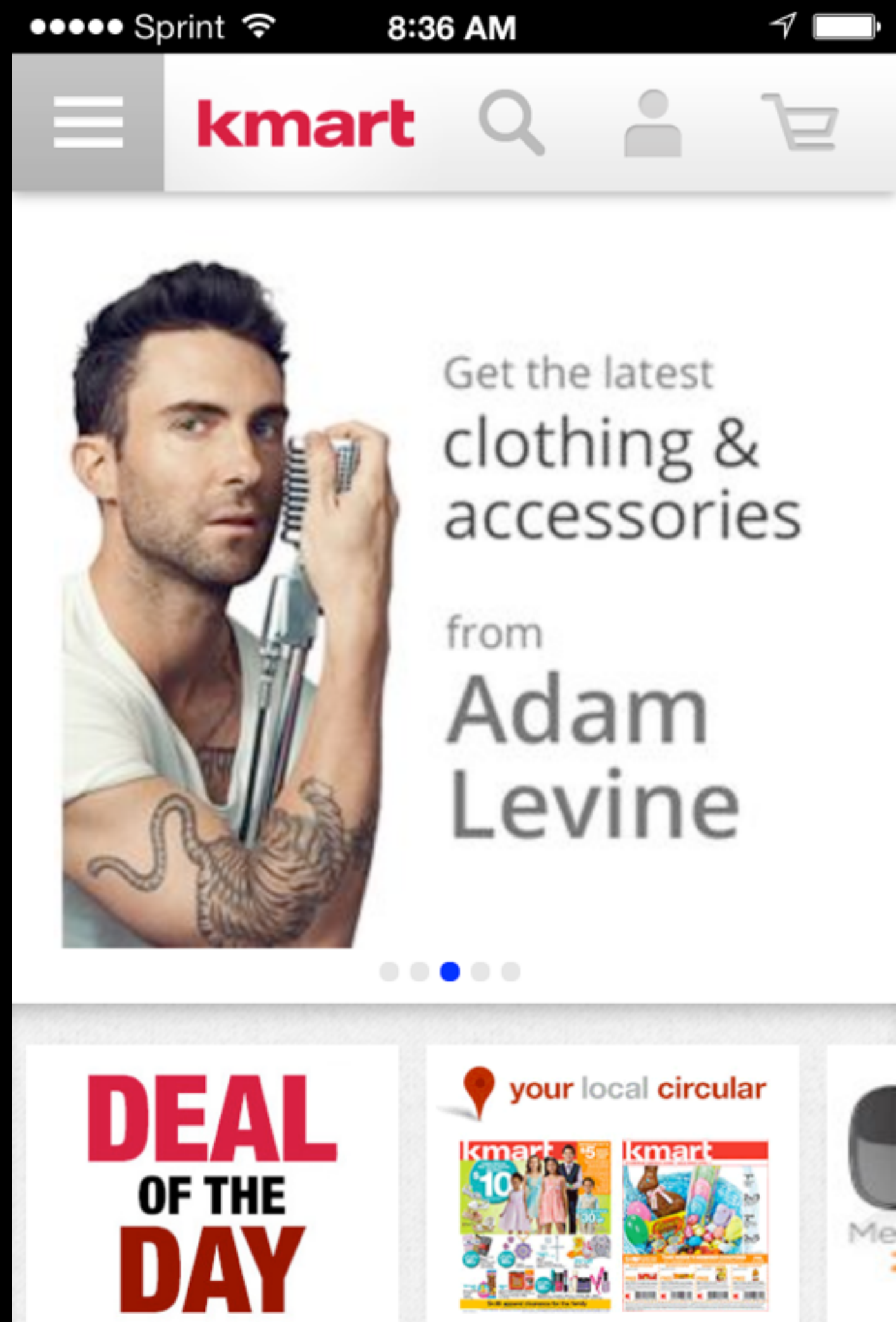
ONLINE



Deals from your weekly ad
right here online

[shop your ad >](#)

MOBILE



SOCIAL



CREATIVE TO CONSUMER

MEDIA PLANNING AND BUYING

CONSIDERATIONS

- reach
 - how many of target audience
- frequency
 - how often to achieve goal
- timing
 - seasonal concerns
- receptiveness
 - does media choice meet consumer state

MEDIA VEHICLES

- TV
- radio
- newspaper
- magazines
- outdoor/transit
- direct mail
- mobile
- interactive
- brand content



POWERHOUSE MEDIA PLAN



a girl's confidence plummets during
puberty, hits a low after her first period
and sometimes never bounces back

INSIGHT

take the phrase “like a girl”
and turn it into a symbol
of power for young women

STRATEGY

millennials

TARGET

super bowl spot, full-length video on
on social, emphasis on mobile

MEDIA VEHICLES

90+ million views
65% via social sharing in week 1

RESULTS

purchase intent up 92%

RESULTS

“like a girl” perception change, 16-24

59% of men

76% of women

RESULTS

STRATEGY TO RELATIONSHIPS

PUBLIC RELATIONS EFFORTS

PUBLIC RELATIONS STRATEGY

- stakeholders
- current landscape
- current positioning
- desired positioning
- threats to positioning
- communication opportunities
- target audiences
- communication vehicles

The screenshot displays the #LikeAGirl website. The navigation bar includes links for Home, Your Lifestage, Always Feminine Products, What's New, and Contact Us. The main content area features a grid of images with the words "Run", "Throw", "Lead", "Swing", and "Kick" in a handwritten font, each accompanied by the #LIKEAGIRL hashtag. A central white box contains the text "What do you do #LIKEAGIRL?" and a call to action "TWEET NOW" with a right-pointing arrow. Below this is a "FIND OUT MORE" button. At the bottom, there is a "Join The Movement" section with a paragraph of text and a "Join The Movement" button. On the right side, there are two social media posts from users praising the campaign.

Home | Your Lifestage | Always Feminine Products | What's New | Contact Us

Run #LIKEAGIRL

Throw #LIKEAGIRL

Swing #LIKEAGIRL

Lead #LIKEAGIRL

Kick #LIKEAGIRL

Rewrite #LIKEAGIRL

What do you do #LIKEAGIRL?

Take a stand and show young girls everywhere that doing things #LikeAGirl should never be used as an insult - that it means being strong, talented, and downright amazing.

TWEET NOW >

FIND OUT MORE >

Join The Movement

Using #LikeAGirl as an insult is a hard knock against any adolescent girl. And since the rest of puberty's really no picnic either, it's easy to see what a huge impact it can have on a girl's self-confidence.

We're kicking off an epic battle to make sure that girls

This video is literally amazing. @Always Thank you for doing the #LikeAGirl campaign. <https://t.co/B3ckK0sNA> #LikeAGirl @Always

Pascale De Vidts @pascaledv Proud to be a girl. Proud to do everything #likegirl

PRESS RELEASE TEXT

- date, contact info, hed
- usually summary lead
- back-up quote
- benefit statement
- background
- action statement
- clarity
- info management

New Social Experiment by Always® Reveals Harmful Impact Commonly Used Phrase has on Girls

*New Survey Reveals 89% of Young Females Agree that Words can be Harmful, Especially to Girls; First Period & Start of Puberty Mark Lowest Confidence Moments for Girls**

Search P&G Newsroom

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Category: [P&G Corporate Announcements](#)

Thursday, June 26, 2014 8:00 am EDT

Dateline:

CINCINNATI



Public Company Information:

NYSE: PG

CINCINNATI--(BUSINESS WIRE)--"You run like a girl" or "you throw like a girl" are common insults we've all heard or said at one point. Always, the leader in global feminine care, is launching a new campaign today to change the negative perception of the phrase and make "like a girl" a declaration that means downright amazing. The global campaign aims to help girls, especially as they enter puberty, feel proud and confident when they do things #LikeAGirl. A new Always-sponsored survey by Research Now found the start of puberty and their first period mark the lowest moments in confidence for girls.* Harmful words can add to that drop in confidence. As part of the new #LikeAGirl campaign, Always partnered with award-winning documentary filmmaker Lauren Greenfield to conduct a social experiment to see how people of all ages interpret the phrase "Like a Girl." To see the surprising results, click here: <http://youtu.be/XjJQBjWYDTs>

"I'm touched by our new #LikeAGirl campaign, because every girl is capable of greatness and we must continue to empower them to grow into strong, amazing women tomorrow."

NEWSLETTER

- straight or feature lead
- segmented audience
- sources
- attribution
- quotes
- description
- transition

The screenshot displays a newsletter email interface. At the top left is the 'CREATIVITY' logo in a blue box. To its right, the word 'EMAIL' is in a black box, with the date 'JUNE 26, 2013' below it. On the far right, a navigation menu includes links for 'Home', 'Ad Critic', 'News', 'Features', and 'My Creativity'. The main content area is titled 'PICKS OF THE DAY' and features three article teasers: 1) 'Who is Captain Morgan? His Crew Speaks' with a photo of a man and a short description. 2) 'Turn Your Name into the "Breaking Bad" Logo' featuring a 'Breaking Bad Name Lab' graphic and a 'Get Started' button. 3) 'Adoption Creates a Beautiful F-A-M-I-L-Y in Wendy's Film' with a colorful illustration of the word 'FAMILY'. Below this is a 'LATEST WORK & NEWS' section with two more teasers: 'Marketers Celebrate in Social Media as Supreme Court Overturns DOMA' and 'Notably Missing at Cannes? Red Bull "Stratos"'. On the right side of the email, there is a large black advertisement for the 'Ad Age App For iPad', including the Apple logo and the text 'Download on the App Store'.

PR SOCIAL & MULTIMEDIA

- text
- image
- audio
- video
- interactivity
- engagement
- authenticity

BROUGHT TO YOU BY: *always* TAMPAX *ghost* Olay *franchise* Venus COVERGIRL

BEINGGIRL.COM

Search

MY PERIOD MY BODY & WELLNESS MY RELATIONSHIPS MY LIFE MY BEAUTY & STYLE ASK THE EXPERTS ENTERTAINMENT PRODUCTS FREE STUFF

BeingGirl

Cliquez ici pour visiter notre site en français

Connect with us on **BeingGirl's YouTube channel!**

At the end of the month our website will no longer be available, but you can still connect with us about puberty and growing up and watch our videos on our YouTube channel!

Watch our videos

my period
All about your first period
LEARN MORE

MY beauty & style
Find your best look
GET 6 TIPS

Secret
Stand up against what stinks
Get fearlessly fresh
LEARN MORE

period diaries Q & A
Sarah's got all the info!
WATCH VIDEOS

school 1001

UnCool: The Book About Fitting in at School

Boy Questions: Learn How to Get the Boy

Period Predictor: Learn When to Expect Your Period

LATEST TREND

BRAND CONTENT

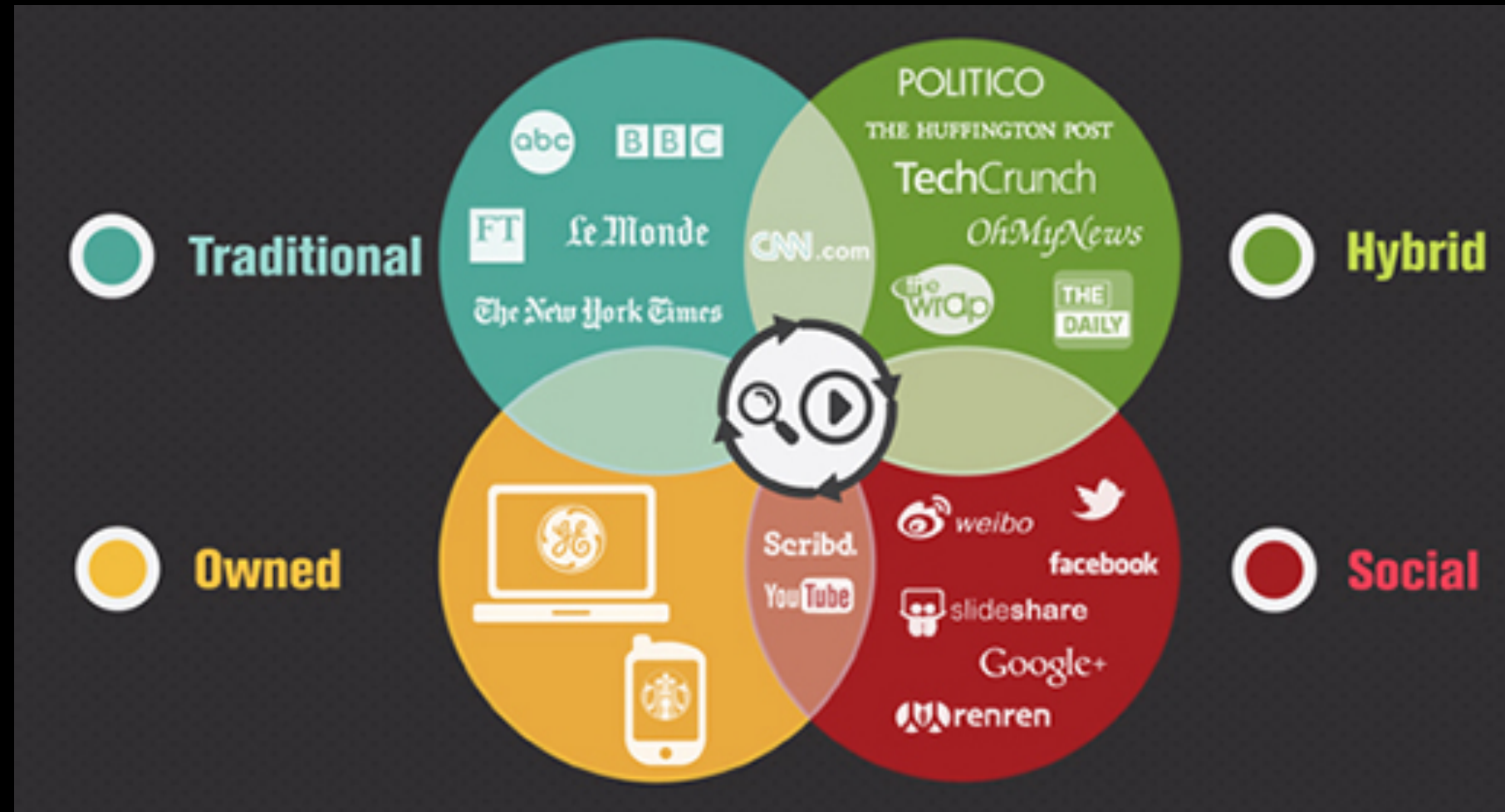
BRAND CONTENT

using digital publishing & social media to speak directly to consumers

The screenshot displays the Coca-Cola Journey website. At the top, the "Coca-Cola Journey™" logo is centered in a red banner. Below it is a navigation menu with tabs for FRONT PAGE, STORIES, OPINIONS, BRANDS, VIDEOS, UNBOTTLED, FOOD, and MUSIC. A secondary navigation bar lists links: "Our Commitments to Fight Obesity", "#5by20", "2013 Water Report", "Learn More About Sustainable Packaging", and "2013 Climate Protection Report". The main content area features a breadcrumb trail "FRONT PAGE > OUR COMMITMENTS TO FIGHT OBESITY" and a large red headline "Coming Together" over a background image of a young couple. Below the headline are three tabs: "Overview" (selected), "Map", and "Partners & Programs". The "Overview" tab is active, showing a large image of a red banner that reads "VOTE VETERANS MEMORIAL PARK TO WIN \$100,000 TO REBUILD". Below the banner is the sub-headline "A Summer to Remember" and a short paragraph: "A Community Turns Physical Activity Into Votes To Help Veterans Memorial Park Become 'America's Favorite Park'". To the right of the main content is a section titled "ACTIVE LIVING STORIES" with four featured items: "Watch Our New Ad" (Coca-Cola Inspires 3 Million+ People to 'Get The Ball Rolling'), "Fun Summer Activities" (Watch our videos of people juggling with their feet!), "Hitting Their Stride" (Run clubs pave new ways to fitness), and "Continuous Running" (What would inspire you to run 281 days in a row?).

A NEW MEDIA MIX

- paid
- earned
- owned
- “every company should be a media company”







FUEL THE CAUSE
BRIDGESTONE

COULD \$25,000 HELP YOUR COMMUNITY?
Nominate a Game-Changing Project Today!

GET STARTED

A brief history of the Lambeau Leap

Don't jump to conclusions about Green Bay's tradition – it's harder than it looks

By [Greg Garber](#) | ESPN.com

Originally Published: January 8, 2015

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COMMENTS (22)

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- [FA Tracker](#): Sort by grade, position, team
- [Sheridan](#): Eagles different, but are they better?
- [Reid](#): Redskins could absolutely draft Mariota
- [Sando](#): Lions' worries mount minus Suh



THE OFFICIAL WEBSITE OF THE
PACKERS

NFL INTERNET NETWORK

SHOP NOW!
OFFICIAL STORE OF THE
GREEN BAY PACKERS



TEAM NEWS & EVENTS HISTORY FAN ZONE MEDIA CENTER GAMEDAY COMMUNITY TICKETS LAMBEAU FIELD

▶▶▶ WATCH PACKERS GAMES ONLINE

FAVRE HOF

PROMOTIONS

PROSPECT PRIMER

CHESNEY/ALDEAN CONCERT

2015 OPPONENTS



UP NEXT Sam Barrington appearance 3/23/15 6:30 PM - 8 PM CDT

EXPAND

SEARCH PACKERS.COM

SEARCH

MATT BECKER/ PACKERS.COM



RANDALL COBB'S HEART NEVER LEFT GREEN BAY

Star receiver excited about future of Packers' high-powered offense [READ MORE](#)

ASK VIC

OPINION PRESENTED BY



PACKERS HAVE FORMULA FOR A LONG RUN



Why was everyone so worried?



Here we go; are you ready for it?

ASK VIC YOUR TEAM QUESTION NOW



CATEGORIES

- brand publishing
- native advertising
- custom content
- sponsored content

The screenshot shows the Forbes Business section. At the top, there are navigation tabs: Forbes, New Posts (+1 posts this hour), Popular (Most Expensive Homes), Lists (Most Powerful Celebrity), and Video (Business). The main heading is "Business". Below it, there is a "+ Follow (1,946)" button and social sharing options: Facebook Share (356), Tweet (314), LinkedIn Share (146), Submit (83), +1 (127), and reddit (1).

The main article is titled "Oprah Once Again Reigns As The Most Powerful Celebrity" by Dorothy Pomerantz, Forbes Staff. The sub-headline reads: "Despite business stumbles and an \$88 million earnings drop since last year, the talk show queen returns to the top of Forbes' annual Celebrity 100 ranking, leading a female-packed top 10." There is a photo of Oprah Winfrey to the left of the headline.

Below the main article, there are three smaller article teasers:

- "Fannie, Freddie Penny Stock Boom Gets Crushed" by Nathan Vardi, Forbes Staff.
- "XeroxVoice: What Airlines, Hospitals Can Learn From Each Other" by Ed Gala@Xerox. This article is highlighted with a red box.
- "Good News For A Change: Real GDP Revised Down" by Bob McTeer, Contributor.

At the bottom of the page, there are filters: All, POSTS (selected), Photo & Video, Magazine, Headline Grabs, and Social.

Connected Cars: 10 Tough Problems Automakers Must Solve

Joann Muller,
Forbes Staff
Jun 26, 2013

Web-linked cars will be here soon, but

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