

Creativity: the critical gap between Messaging & Media

Does your messaging reflect a unique selling proposition? It's critical for survival!

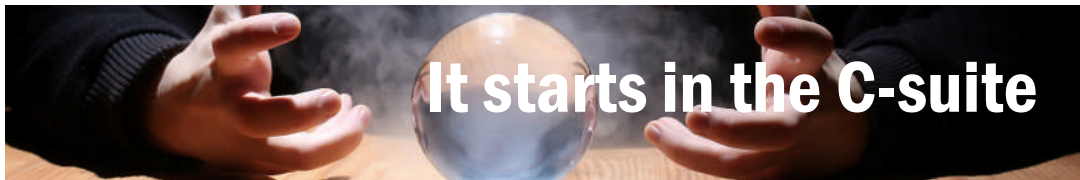
Martech is very clearly defined in most peoples' vocabulary today as the process for distributing marketing messages via digital technology and social media.

However, the rapid acceleration of this technology has left a gap between the corporate concepts that are critical to a company's presence in the market and the vehicles deployed to spread the message. As a result the messaging quality is suffering. This is what forced development of the Creative Strategist role.

What follows are abstracts and excerpts from a series of recent publications discussing various approaches and solutions for the creativity gap that has developed between the planning and the execution stages of marketing. The last page is a look at the costs and processes I use for my clients to correct that gap.



It's true. Social Media is valuable, but primarily as a tool for the distribution of the content/messages that impact sales and branding. Messages in turn are becoming heavily dependent on neuroscience to alter the brain chemistry required of changing a prospective buyer's attitude. Artificial Intelligence is starting to play a role.



Distracted by Digital?

Examining a recognition of the management/media gap, and a solution...from Deloitte.

A classic example of this situation, which I've been aware of for some time, came to my attention June 20, 2017 when a full page ad by Deloitte Digital ran in the Wall Street Journal. The page was 99% blank (green) except for three sentences announcing their acquisition (in February, 2016) of HEAT, a highly creative ad agency based in San Francisco and many time winner at Cannes.

And the purpose of the ad was to invite readers to join them at the world-renowned annual Cannes Lions International Festival of Creativity which attracts the world's leading ad agencies and their most brilliant creative staff.

Why the emphasis on HEAT, nearly a year after their acquisition?

An article in ADWEEK sheds some light on that with the following comment, "Over the past few years, Deloitte has acquired roughly 12 agencies, including mobile shop Ubermind in 2012 and Swedish agency Mobiento last year.

While those acquisitions armed the company with the tools to build a digital practice, Heat was clearly a play for creative expertise."

"For so long, creative has been considered just a part of the marketing budget," Hatch said. "But with all this disruption, creativity is what is driving a lot of the new ways of thinking."

Apparently it took a year to come to the realization that stand-alone digital didn't do the job. **Deloitte has now combined creative, business strategy, and digital transformation. That's what Creative Strategists do to earn their keep.**

From another press release "The acquisition of (HEAT) will allow for the creation and execution of the more strategically-driven engagement that C-suite executives are asking for... **Both creative and business strategy will now come from the same team."**

"In the shifting industry landscape, being able to work across the C-suite has become essential to doing great work—and Deloitte Digital is (now) positioned to do just that."

To read more visit [Adweek.com](#); Lauren Johnson 3/4/2016; [didntseethiscoming.com](#).

...and from CCO Magazine

For additional insights check out articles in the June 2017 issue of Joe Pulizzi's (Chief Content Officer) Magazine with the cover story DATA-DRIVEN CREATIVE.

This article consists of an interview with Fred Graver, Twitter's former global head of TV who has returned to scriptwriting and a desire to find out how data is used for creativity.

Fred points out that while you may not be making a TV show data insights can inform creative strategy as well as ensure that your marketing message matches the audience you wish to reach.

Responding to the question "How do TV producers understand the underlying reason why an audience gives the feedback that they do?" Fred responded, "Answering that question is very much the craft of writing and producing something. It's not a strict connect-the-dots process, and that's why you're still going to need top quality, creative talent."

"But to me, that process can be hugely assisted by analyzing the audience having those conversations using IBM Watson, and implementing your discoveries into the show's creation."

Thanks Joe, for a great magazine!



The Future Of Marketing Is Predictive, also from CCO.

Following huge advances in consumer technology it's time for the enterprise to catch up.

While marketing automation promises the world, what it actually does is automate the execution of content marketing while decision-making remains an impractically manual effort. It offer marketers a strong workflow and even insight, but fails to provide an automated way to act on those insights at scale. Fundamentally, the content in those systems is dumb; the system doesn't understand what the content is about and who should read it. To track those looking to address this Forrester has recently started a new research theme it calls "content intelligence" which it defines as "the use of artificial intelligence technologies to understand and capture the qualities inherent in any content (ad copy).

Time and again, executive sponsorship for the overall concept rises to the top.

The competitive advantage offered by artificial intelligence is not based on the algorithm or the eventual application, but rather understanding the customer in more depth—and acting on that insight in the moment.

Although there is an increasing list of potential applications for AI in marketing these are some of the most interesting:

Content Strategy, Campaign Strategy, Personalization, Segmentation, Copy Automation, Lead or Account Prioritization, Sales Strategy, Sales Intent, Retargeting. Roles in content marketing blend creative, technology and analytics, so companies seek individuals with more than one area of expertise. **Growing rapidly is the field of Marketing Analytics combined with Creative Skills.**

...and now from Ad Age, Marcel the Magnificent!

Arthur Sadoun, the new CEO of Publicis, sold Marcel as a platform that will make creative work "even better, by developing new types of collaboration that will lead to creativity without borders and without limits. Creativity is our raison d'être and Marcel will allow us to climb higher.

What is Marcel? Specifically it is described as the first ever professional platform that is powered by artificial intelligence and connects 80,000 employees across 200 disciplines. The description of the platform is 'equal parts' a tool that will act as a personal assistant, be a collaborative and knowledge sharing platform, create a creative community and facilitate a bidding structure to allow people to bid on work projects.

Sadoun also believes that the technology will form internal communities that will help overcome geographic boundaries and offer clients the best insights from Publicis talent with relevant skills and experience from all over the world. It is being developed through Sapient Razorfish. *For the rest of the story please visit Advertising Age, June 26, 2017.*

Dubbed by Adweek as "Agencies 3.0" ...

Agencies 3.0 demand a rebundling of disciplines that were historically unbundled—creative, media and analytics.

Creative and media practices should be built upon a strong data and analytics foundation and be woven closely together. In one recent pitch, a client demanded a truly integrated approach to media and creative, intricately linked to one another and built upon insights in near real time. *For the rest of the story read Adweek, Lesley Klein, Feb. 28, 2017*



Edits from Fast Company

Thoughts from David Droga, winner of 100 Cannes Lions.

Droga5 founder David Droga is a master of creating ad content that people actually engage with. Several of the planet's biggest management consultancies, including Accenture and Deloitte, are creeping onto Droga5's turf by buying up smaller ad firms and folding them into their portfolio of services, and virtually every major brand, from Boeing to Pepsi, has launched in-house ad divisions, cutting out independent agencies with years of messaging expertise. And within the agency world, shops both small and large are embracing data and technology as part of the Agency 3.0 trend.

"The biggest question is around design and what that role plays," he says, in an accent tinged with native Australia. "We've always been a nontraditional, integrated advertising agency that will do more than just TV ads.

But our focus now is bringing design thinking into the development process to inform the experience: What is the product, what is the web presence, what innovation should they be creating, what is the business case around those innovations?"

When the agency takes on a new client, Jonny Bauer's (Chief Strategy Officer) team begins a deep-dive research mission—sifting through financials, launching ethnographic research on customer behavior, embedding with various part of the business. The goal is to unearth the client's purpose (a word you hear constantly at Droga), which is the idea from which everything else will emerge. In Bauer's view, it's this process that gives the agency its biggest edge.

For the complete and fascinating story visit FastCompany.com. July/August 2017

Keith Bates, The Creative Strategist

Examining the marketing elements of strategy.

Keith Bates Marcom Engine (not Martech) is a systems approach to the process of sales and marketing. It evolved from experience gained as a sales/marketing communications consultant to more than 200 B2B marketers over the years and blends the disciplines of Business Process Reengineering (BPR) and Integrated Marketing Communications (IMC). It drives revenue enhancement by reducing the waste and inefficiency of the typical random task approach to communications and consists of six modules: three for planning and three for execution. Today the focus is on Planning.

Origin of the Strategist

Over the past several decades Keith spent a great deal of time counseling senior management and marketing executives on developing more effective communications programs. And in the process discovered that executive frustration with the universally poor return on marketing dollars is quite commonly due to a lack of understanding and/or faith in the marketing communications process coupled with the age-old curse of inadequate accountability.

Specifically it advocates a much greater depth of customer knowledge and involvement than the norm, a unique concept of creative formatting, and the development of a team approach for its implementation. Initially it's more work than the traditional non-integrated process but it offers benefits that range from survival to dramatic growth.

What is slowly bringing this altogether is the advent and acceptance of Agencies 3.0 (on previous page).



This page offers an outline of both the planning and executing phases of the Marketing Plans I have been delivering to my ad agency clients for over 20 years. Typical cost: \$5,000/\$15,000 depending on the size of the company and market and includes a detailed plan plus design of a website home page. **For startups and 1871 members plan may be delivered for \$2,500. Also available is a FREE, on premise assessment of your website and your competitive marketing environment.** Execution cost is separate.

Like to explore working together? Send me an email: keithbates@kbates.com

Planning Stages are created and delivered by Keith Bates

MARKETING AUDIT

- **Appraisal of *your* situation: product, market, competitors messaging components**
- Primary market research
- Secondary market research
- Marketing audits, both internal and external
- Influencer relations and location of network hubs
- The customer development model / business hypotheses
- Primary and secondary drivers of Social media insights

MARKETING STRATEGY

- Determine whether company is in Startup or Growth Mode
- Market Development Check List (as appropriate)
- Target Customer
- Marketing Objectives
- **QuickChek analysis of *your* Communications Objectives, Strategies, and Tactics currently used**
- The Strategy Canvas
- Value Proposition Design
- Value Innovation
- Blue Ocean exploration

CREATIVE STRATEGY

- **Understanding of the full Creative Process**
- Why We Preach Integrated Marketing
- The Challenge For Creativity
- Why Outsource To A Creative Strategist
- Creative Elements Within The Program
- Branding Issues
- Positioning Issues
- **Exploring a few Theme/Image Concepts for *your* marketing communications**

Execution Stages come from Keith Bates' partners

Upon completion of the Planning stages above the Execution stages below begin by sharing data with an ad agency, digital marketing firm or your marketing staff for Keith to coach at a negotiable cost.

BUILD AN ARSENAL

Resources include online technologies, offline collateral and content, marketing database, social media, CRM/Sales Force Automation, web analytics, SEO, SEM.

DEPLOY MEDIA

Word of mouth marketing, traditional PR, influentials, viral marketing/seeding, accelerated contagion, social media, channel support, event and experiential marketing .

MEASURE RESULTS

Measurement metrics and ROI tracking, cloud potential management tools, marketing impact of word of mouth, social media listening, social media analytics.