

The Growth Challenge

To deliver sustained top-line growth, companies must truly reject the tired formulas of the past and develop a new roadmap for growth



Perspective from the Top



...Make My Brand Matter for Every Occasion

...Innovation and Creativity must be at the heart of our relationship

...Re-imagine the Marketing Funnel

...Re-wire the team model

...Reject old renumeration models



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Lets Look at How We Have Done This Through Some Industry Examples?



...Make Your Brand Matter for Every Occasion



Our Perspective on Driving Growth

Platform

Matter for years

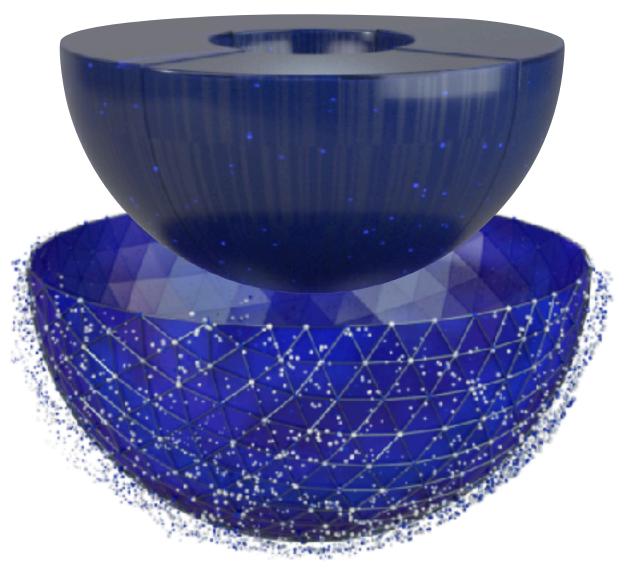
Programme

Matter each quarter

Pulse

Matter right now





KPIs:

Affinity
Category Leadership

Uniqueness

KPIs:

Consideration

Trust

Purchase

KPIs:

Engagement

Buzz

Promo



Why should you make your brand matter over time?

Curing Marketing's

Trillion Dollar

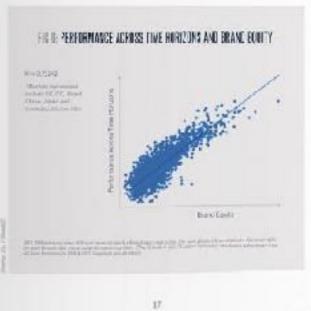
Gambling Problem THE PROOF IS IN How to cutperform the market All CFDs word to purporterm the creaket and create shareholder value. but not all succeed. And in a low growth environment, this kind of success a more clusive than ever But there is a winning formula, Some comparies plan for years shead, some plan for each quarter. some plan for eight now — but the best companies plan for all three. We have established that a certain SOME COMPANIES PLAN FER YEARS AHEAD type of marketer is 40% more likely SOME FLAN FOR FACE CHARDER to produce better business rosults. SOME FLAN FOR ROSET NOW. These Leaders are putting brand at the heart of all their activities. THE BEST COMPANIES PLANTON ALL THREE. whatever the timescale for expected returns, whether that timescale be years, each quarter or right now. To learn more about these priers, we knowld to the world's largest distablishe of brandleouty and finencial value: BrandZ, BrandZ contains. own 6.6 billions data points collected from over \$1 million consumers. on 120,000 trancs spanning. 414 dategories across 51 colling. First, we used BrandZ to help determine the amount of time it takes to impact certain types of metries. For example, it indicates that category leaders to and deep brand affinity take longer to change, on average, than generating quarterly sales, which is form take longer to achieve than generating "buss" right now. Second, by the length trace metrics against the time horizon at which thay are typically realized, we were able to use Brand 2 to model every brand's performance over every time horizon - for years, each quarter and right now...

Combined these measures represent an overall Horary rinder that corresponds to how well any given brand in driving results a russ all time horizons.

importantly, this revenues gave us the ability to quority and vid date what we heard directly from marketers in our survey; are the brands that are built and managed across time horizons more successful?

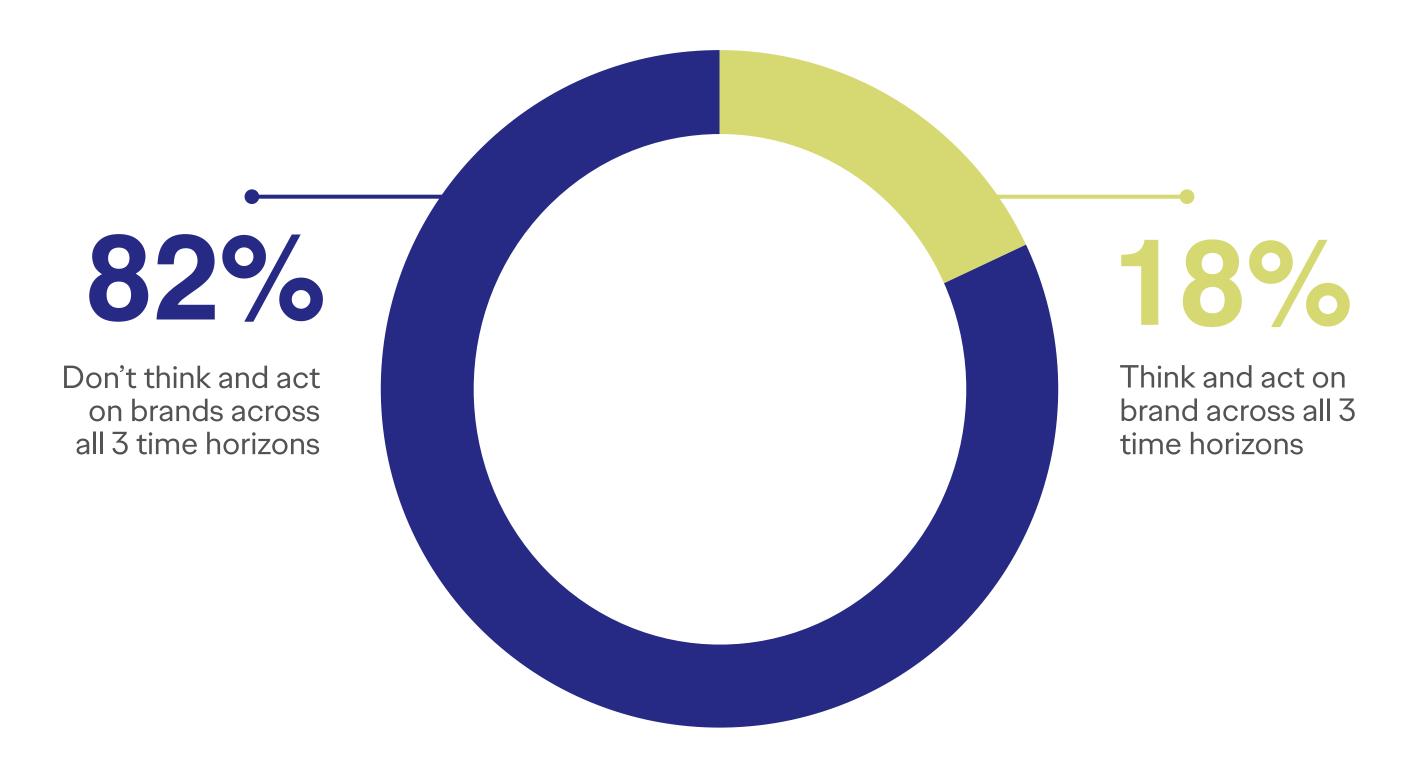
As a first step, we sought to understand whether a brand's Horizon index — its collective strength across time horizons — constand with brand equity in BrandZ. Brand equity is defined by the extent to which a brand is Meaninghut Different, and Salient in consumary mixels.

immediately it became clear there is a strong porrelation; the stronger a brand's porrbined performance across time norizons the more skely it is to build transl equity—and vice verso. ENSIRING THAT EVERY INTERACTION AT ENRICY TIME OURIZED IS NEARINGED., Different, and saliend — and therefore Builds the Erand — is key to browth





82% of marketers don't follow this basic tenet



SD6: How important is brand to the success of...? [short-term, mid-term, long-term marketing activities]

SD7: Thinking about your organization's marketing activities, how often is the brand at the heart of your...? [short-term, mid-term, long-term marketing activities]



Brands that do are 40% more likely to grow revenue, profit & share price...



PM7: Thinking about the performance of your organization as a business over the last five years, has your organization increased or decreased the following metrics? [Top 2, Scale 1-5] |

^{*}Progressives defined as marketers indicating >8 on all time horizons for SD6 & SD7; Followers are all others

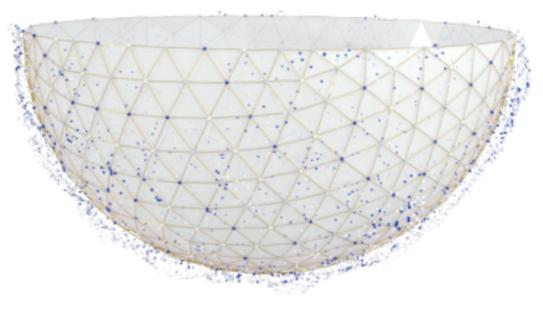
Dove



making Dove matter







Mattering for years

PLATFORM

REAL BEAUTY



Mattering each quarter

PROGRAM

BEAUTIFULLY REAL MOMS



Mattering **right now**

PULSE

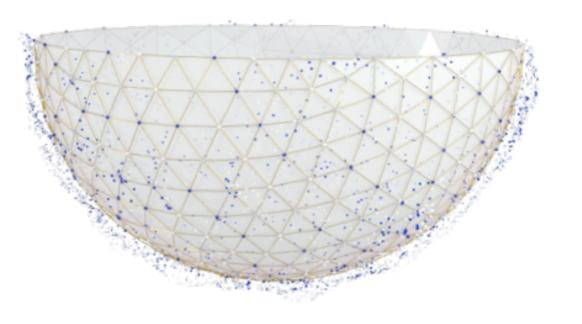
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making Dove matter











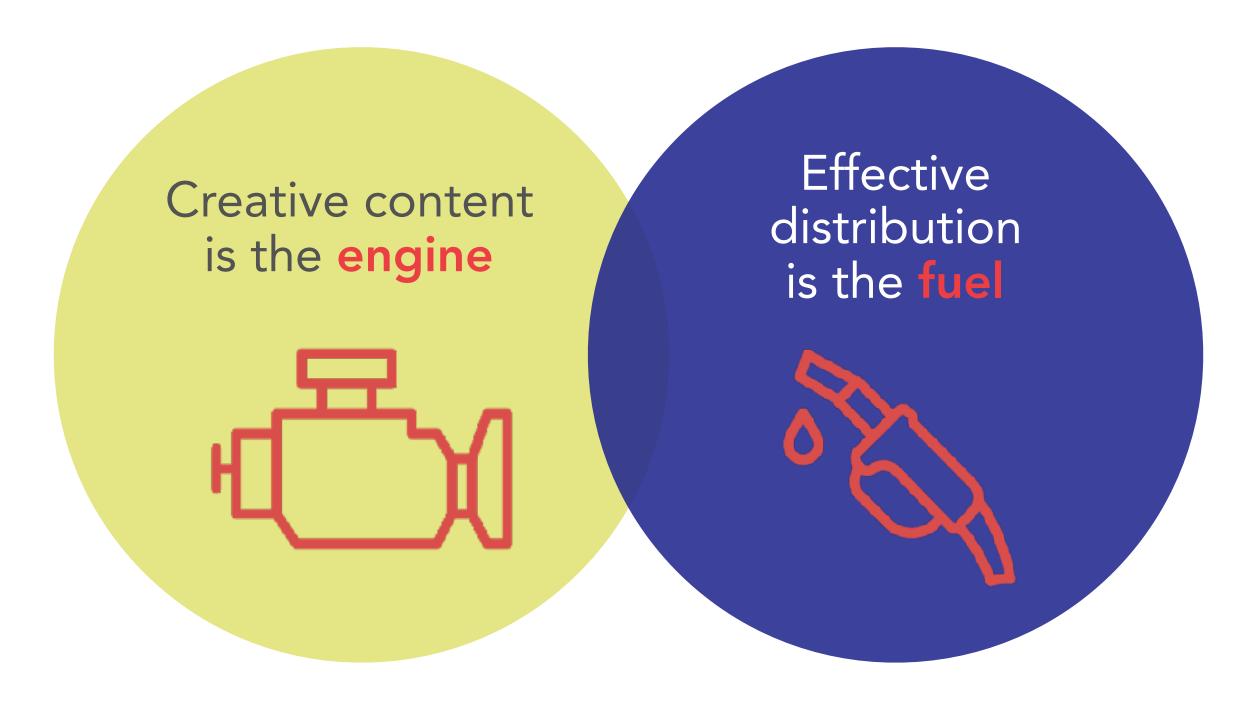
An all-encompassing core idea that is the beating heart of the brand and guides everything it does and says for years



Innovation and Creativity Must be at the Heart of our Relationship



Our conviction









250 campaigns 32 markets



1 RTMC Leader



4 Content Strategists +

1 Head of Strategy



5 Creatives +

1 Head of Content



7 Campaign Managers +

1 Head of Campaigns



7 Analysts



3 Operations Managers



...Re-Imagine the Marketing Funnel



Coca-Cola Greece





Re-Wire the Team Model for Growth

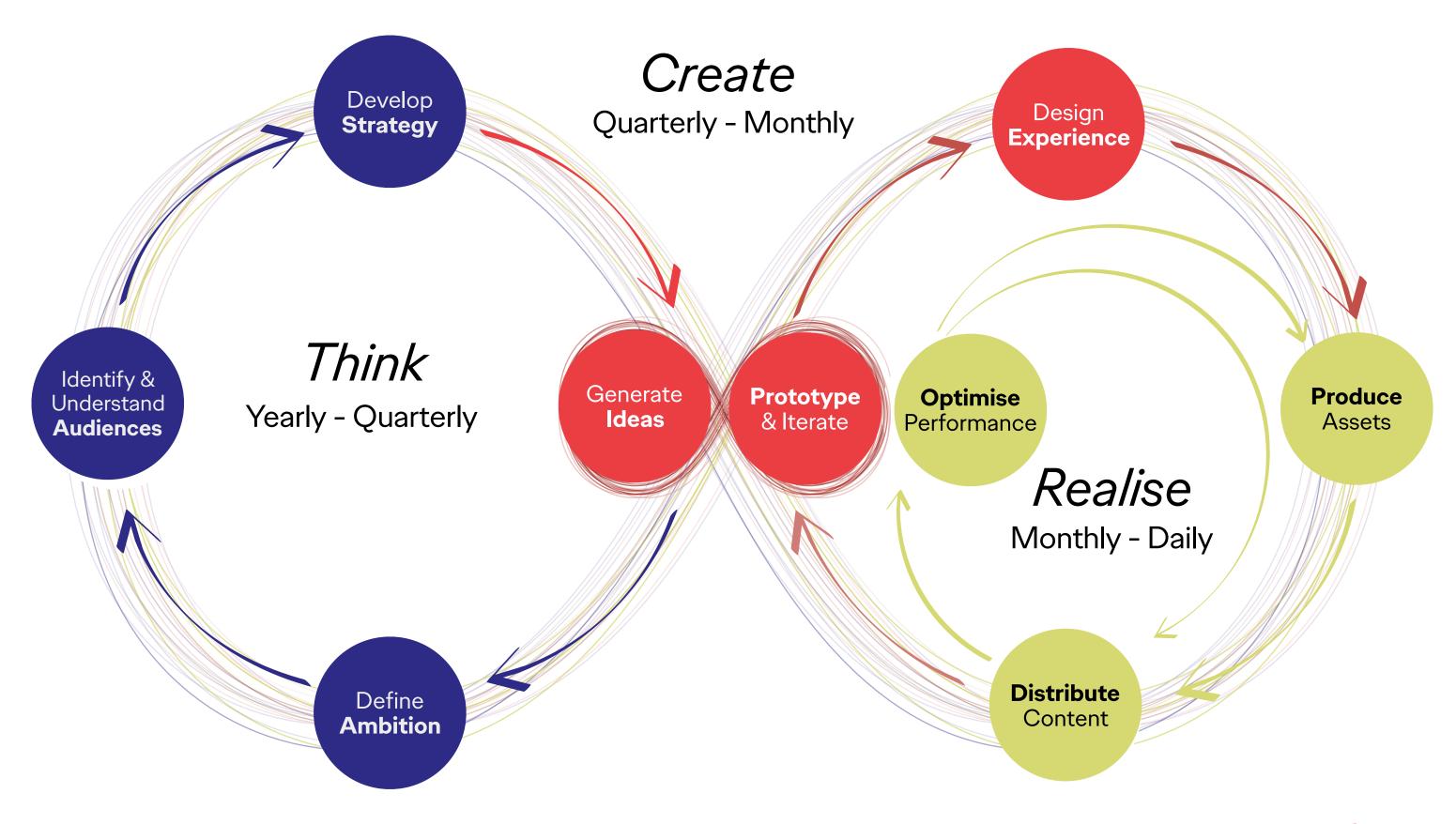


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This way of working is not linear, or sequential, but cyclical









Mark Schneider, CEO Nestle

September 2017, Nestle Investor Relations Meeting





CONTENT FACTER



Reject Old Remuneration Models



The year ahead for new agency models

Experience-led brand partnerships, the continued broadening of talent, going out on a limb and embracing automation will all determine the future shape of agencies, say industry leaders.



At the end of the Day, Advertisers and Agencies Want the Same Thing..

Profitable Businesses



There are many types of Remuneration Methods

Pay Per Performance

Production Mark-Up

Licensing Fee - Pay for Copyright and IP rights

Creative Concept Fee

Project Fee

Scale Fee + Win Bonus

Variable Fee Based on Actual Hours

Resource Package Fees

Commission



Retainer Pay Per Performance

Commission Fee Based Arrangements

Commercial Leads
are Separate

Commercial Teams are
Part of the Core Team

Agency/Client Relationships

are well defined

Agency/Client Relationships

are Blurred

Fixed Remuneration Hybrid

Transparency

...Ten Point Checklist

The best client-agency remuneration agreements share a number of qualities

- 1. Simple to understand and easy to administer
- 2. Fair to both client and agency
- Aligns client and agency interests. and priorities. (Both teams should be working towards a common goal)
- They should be finalised before agency resources are committed
- There should be a "written contract" to provide reassurance

- 6. Flexible enough to accommodate possible changes in the future
- 7. Involve senior management stewardship with principles clearly communicated to the teams on both sides
- 8. Capable of standing the test of time and being understood by any future marketing director
- Based on agreed and understood terms and definitions
- 10. Includes specified tracking and review dates

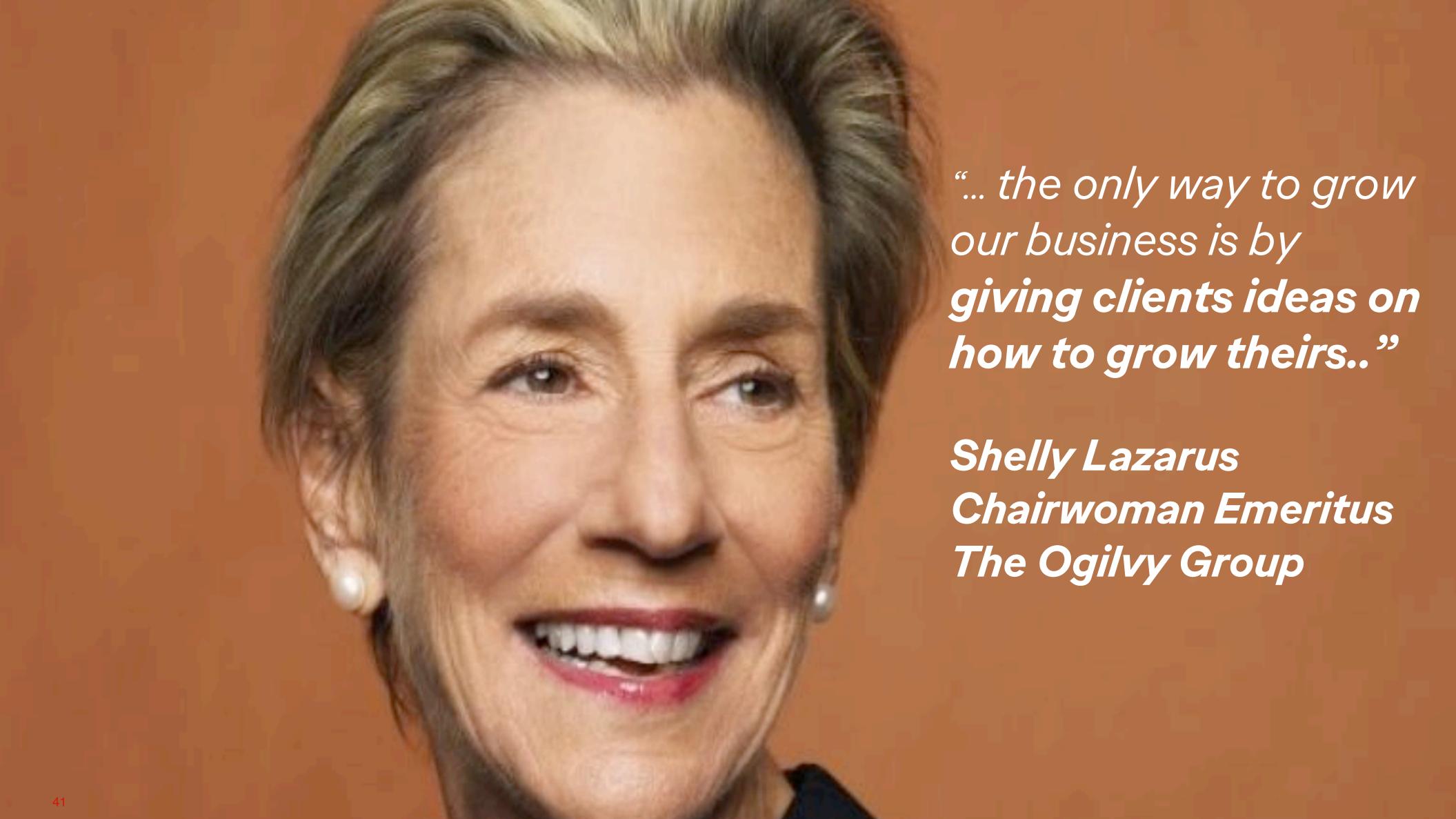


Working Together

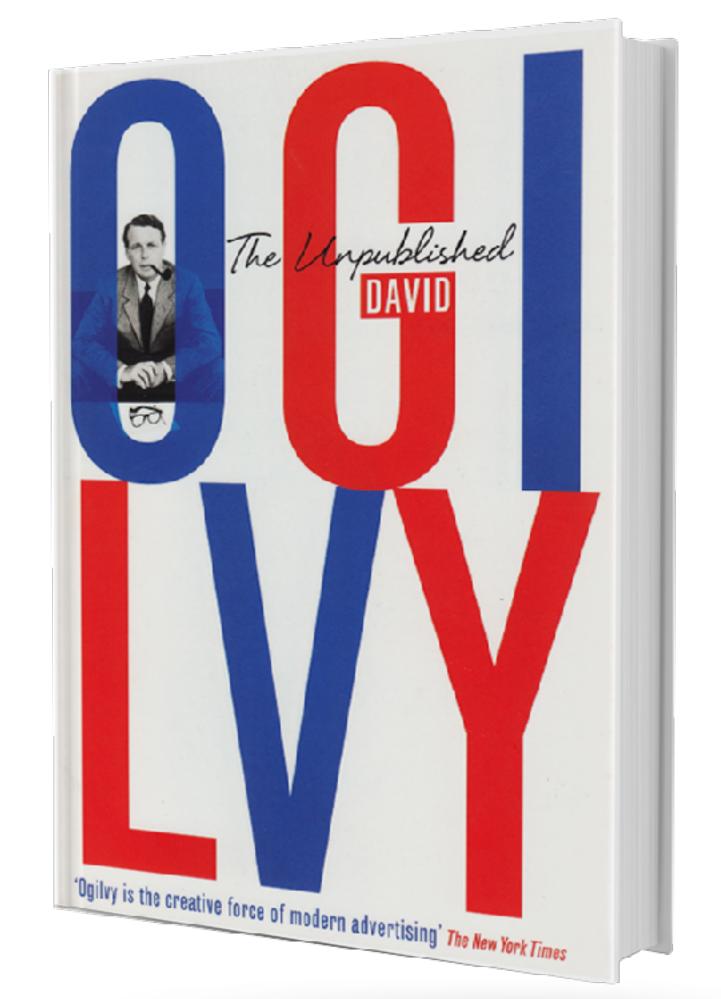


Open Transparent Honest Collaborative





THANK YOU!



Ogilvy



Ogilvy