



New paradigms in Brand Building
and Brand Management

A deep human story

by Yannick CARRIOU, Ipsos Connect Global CEO

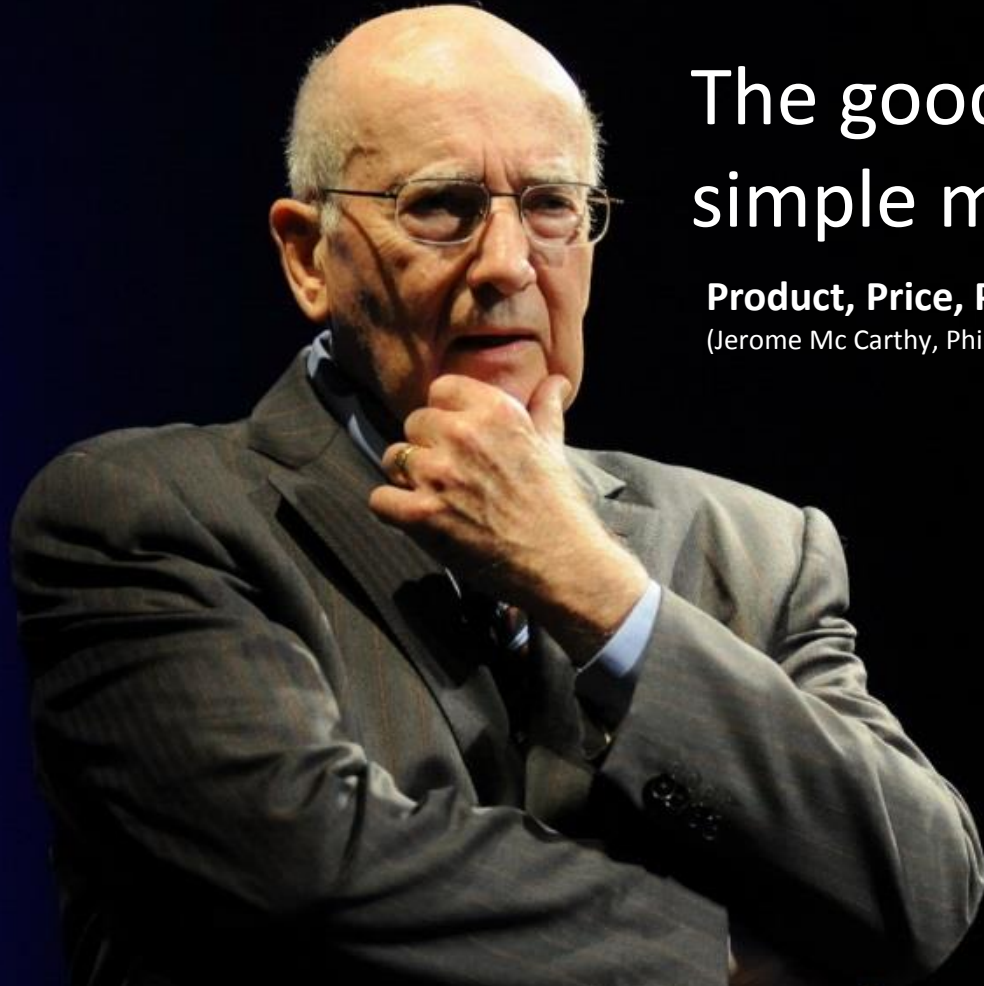
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(mine is) Not a guru story!



GAME CHANGERS





The good days of serious and simple marketing have gone

Product, Price, Place, Promotion


(Jerome Mc Carthy, Philip Kotler)



The Four Ps thrived in a different world. It was a wonderful fantasy world.

Marketers were king. Product differences lasted.

Big, obedient audiences could be reached with big, efficient media.



**4Ps and alike
tried to cover a
more complex
reality and
become 7,8,10 Ps!**

Product
Price
Place
Promotion
Personnel
Process
Physical Evidence
Permission Marketing
Purple Cow
...

GAME CHANGERS





**Or have been
replaced by many
new magic 4
somethings**

Experience
Everyplace
Exchange
Evangelism

(Ogilvy)

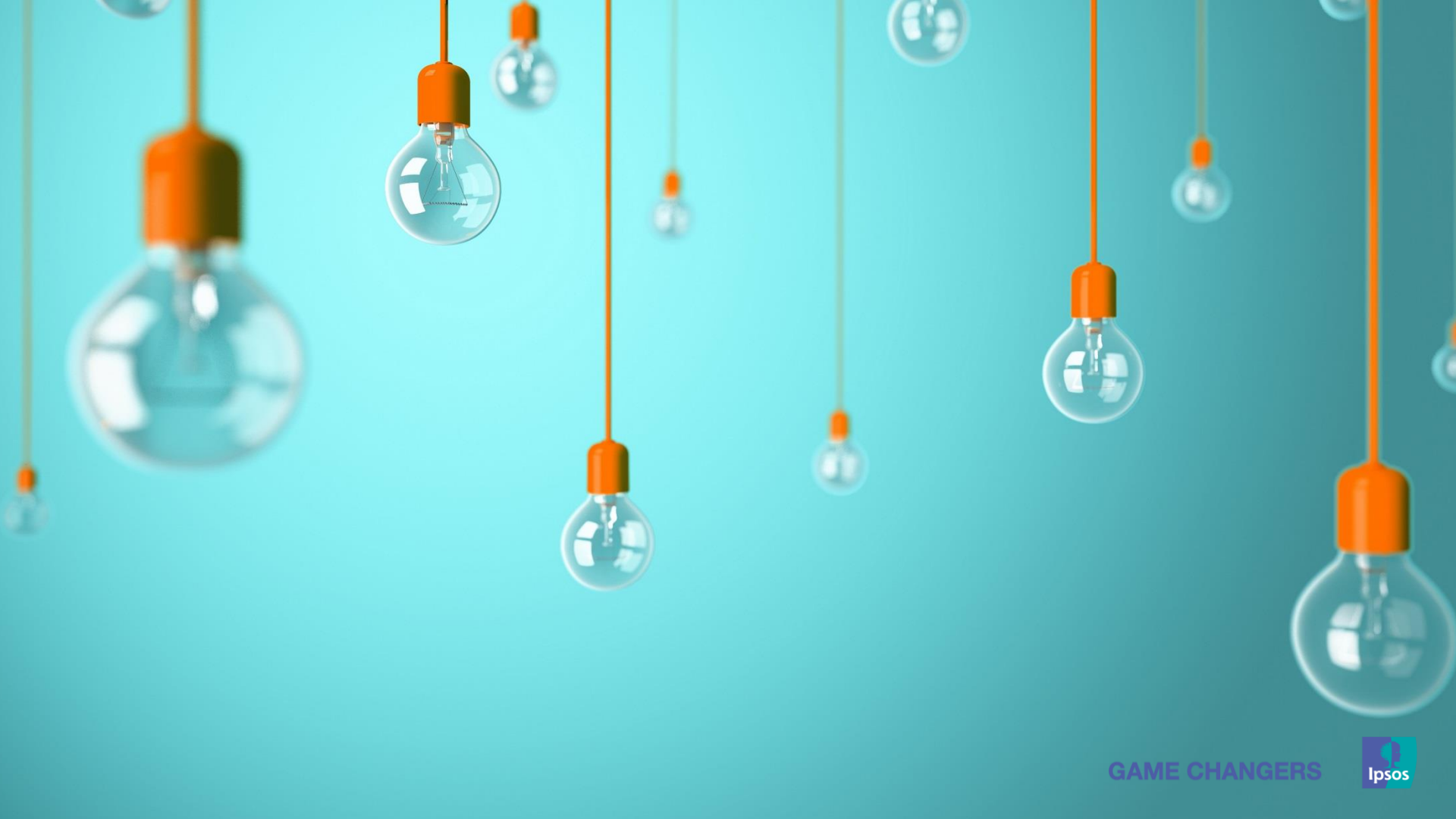
GAME CHANGERS



WHAT DOES IT SAY ABOUT THE INDUSTRY

Brand Managers developed needs and intuitions





GAME CHANGERS





GAME CHANGERS









Need for a deep understanding of people... and measures.

CUSTOMER CENTRICITY & DATA DRIVEN WORLD

**THE FUTURE
OF BRAND MANAGEMENT**

GAME CHANGERS



CUSTOMER CENTRICITY & DATA DRIVEN WORLD

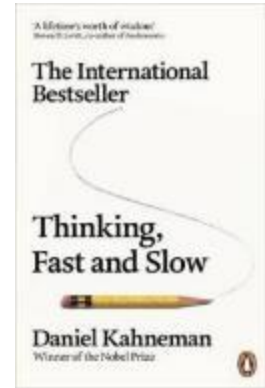
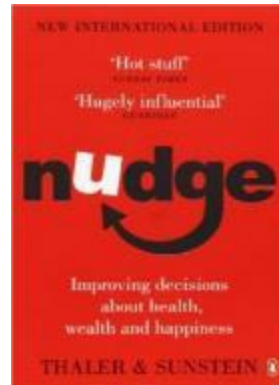
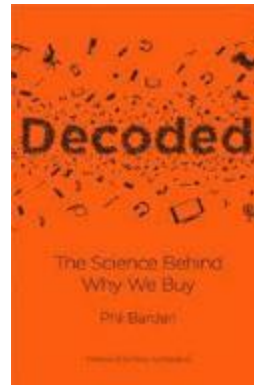
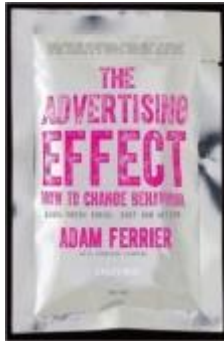
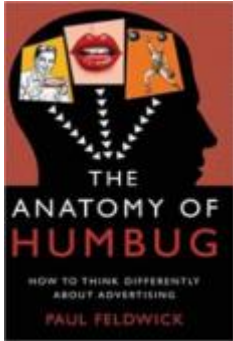
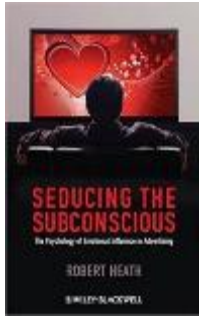
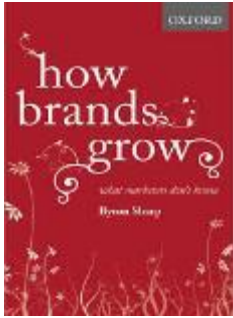
**THE FUTURE
OF BRAND RESEARCH**

GAME CHANGERS



About people, not just brands : NEUROEVOLUTION!

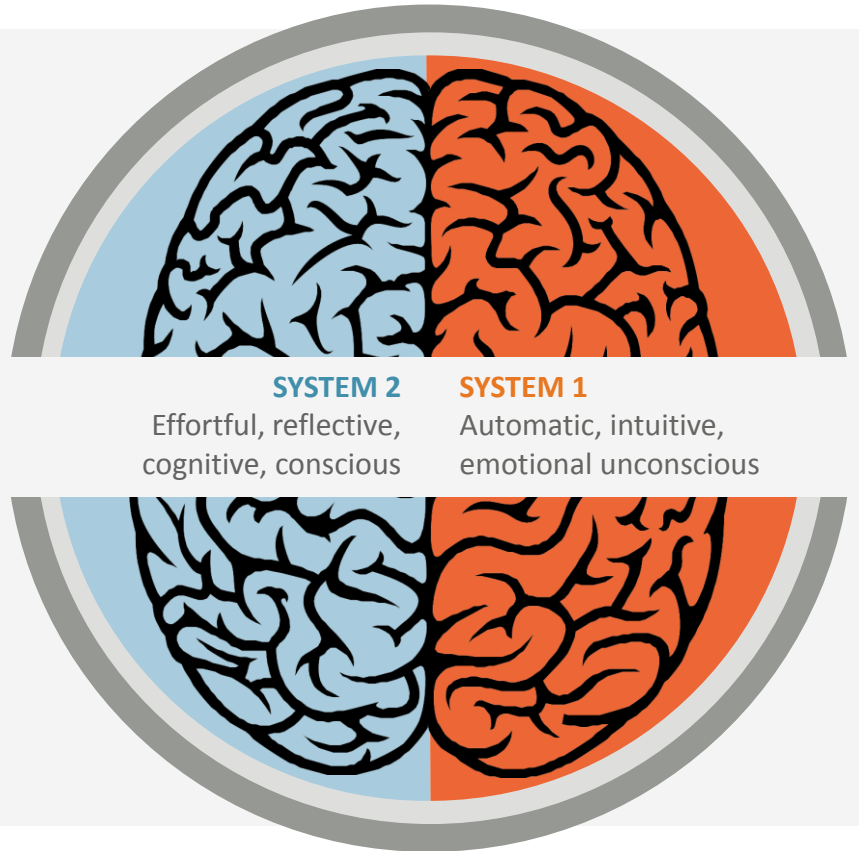
Contemporary thinking on brands, media and advertising incorporate thinking from other disciplines



WE KNOW MORE THAN EVER ABOUT HOW PEOPLE MAKE DECISIONS

?

How and how much do people think about brands?



WE KNOW MORE ABOUT HOW BRANDS WORK



WHAT IS A BRAND?

Brands exist in peoples' minds as a network: a unique memory structure of thoughts, feelings, experiences, images, stories, associations, colours, sounds, symbols and memories.



BRANDING ACTS AS A HEURISTIC - a kind of mental shortcut that enables people to make decisions quickly or intuitively.

The greater the quality and quantity of prominent mental cues brands provide, the greater the likelihood that a consumer will build associative memory structures around the brand so that they will notice, recognize or think of a brand when making choices.

Distinctive Brand Elements



COLORS

Coca-Cola's red



LOGOS

McDonald's golden arches



TAGLINES

Nike's "Just Do It"



SYMBOLS

Mickey Mouse's ears



CELEBRITIES

Kevin Hart for Vitamin Water



ADVERTISING STYLES

MasterCard's "priceless" campaign



**PEOPLE
CHOOSE
BRANDS
WHEN THEY
COME
POSITIVELY
TO MIND
AT THE
MOMENT
OF CHOICE**





Can we
measure/track it?

TOP DOWN INDUSTRY CENTRIC (REAL EXAMPLE)

1.5 hour LONG QUESTIONNAIRE

150 CLOSE-ENDED QUESTIONS

X 8 CATEGORIES



BOTTOM UP CONSUMER CENTRIC (REAL TRANSFORMATION)

15 MINUTES

DEVICE AGNOSTIC

20 QUESTIONS: open-ended, close-ended & pictures

SOCIAL LISTENING

UNSTRUCTURED
DATA

OPEN-ENDED
(Claims, Verbatim, Q&A, ...)



STRUCTURED
DATA

SURVEYS
(qual & quant primary research)



REQUESTED

SOCIAL NETWORKS



USER GENERATED CONTENT
(Blogs, Forums, ...)



MACHINE GENERATED CONTENT
(GPS, Transactional data, Wi-Fi, IOT ...)



NON REQUESTED

UNSTRUCTURED
DATA

TEXT-MINING



SCIENTIFIC EXPLOITATION OF
WEB CONTENTS WITH AI AND NLP

[Text, pictures, video]



STRUCTURED
DATA

CORE EXPERTISE



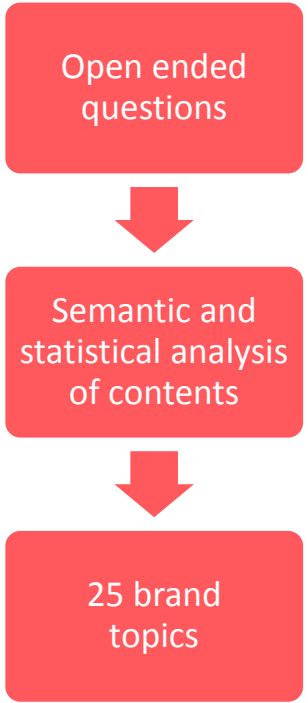
VALORIZATION OF
MACHINE-GENERATED CONTENTS & APPS



REQUESTED

NON REQUESTED

Tagging OE to a common structure





RICH RESEARCH : THEIR OWN PICTURES

1800 pictures posted by the respondents



FROM IMAGES TO TEXT : COMMON TAGS

Automated tagging of images



Merged with text contents, in topic model



35 brand topics



Predicted Tags

people man woman adult portrait drink
two wine

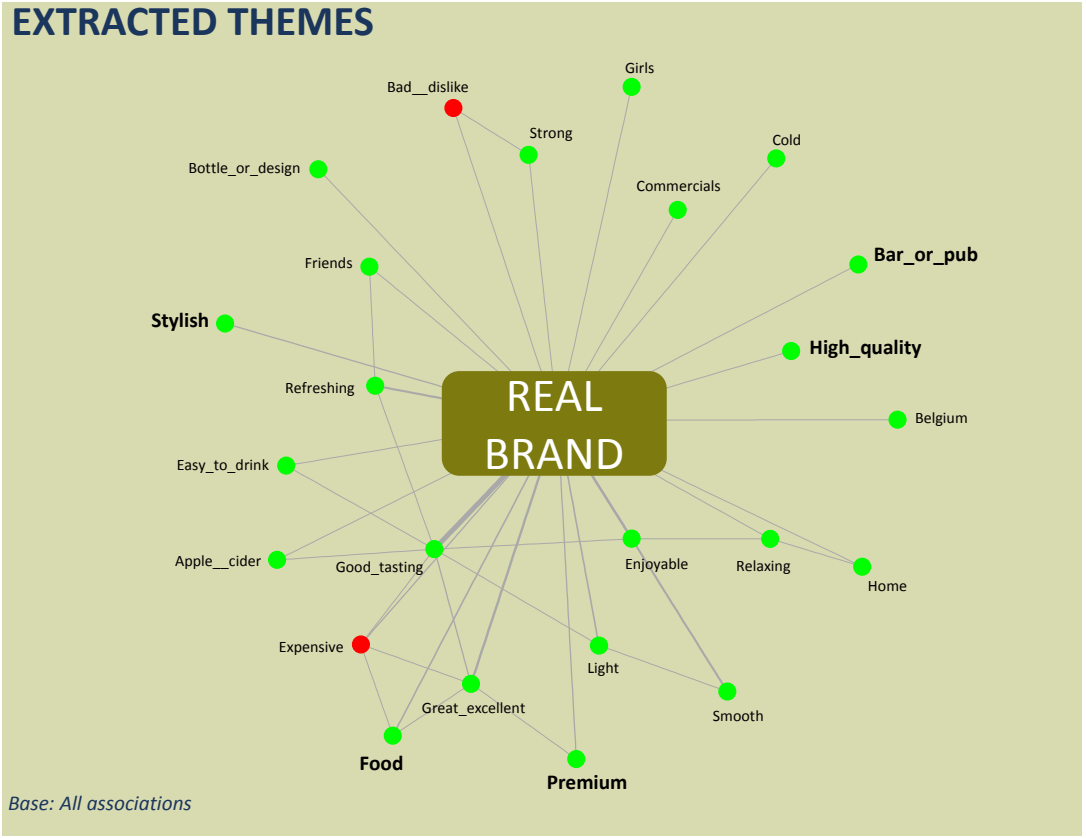
Predicted Tags

food meal bread no person drink cooking
restaurant delicious table dinner traditional
lunch wine breakfast party indoors glass
plate knife fruit

Predicted Tags

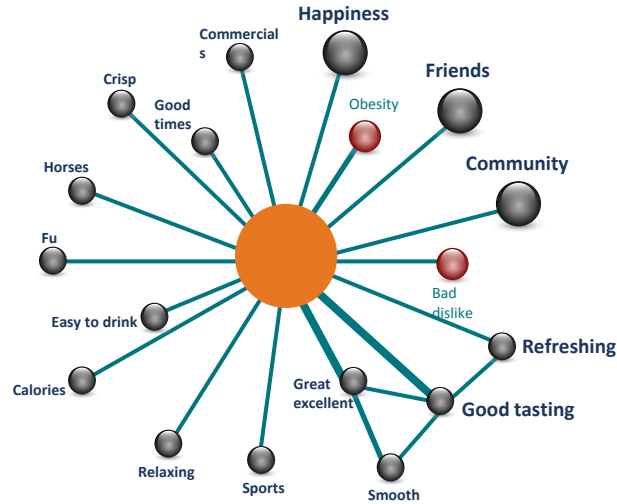
fireworks flame explosion festival celebration
Christmas bright no person rocket party
flash quarter abstract color desktop

REPRESENTING Your Brand's memory structure



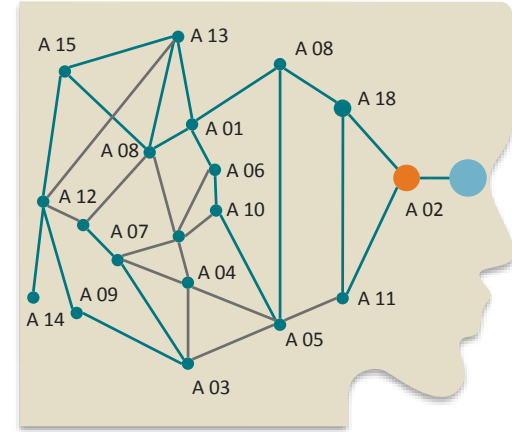
FIND NEW DRIVERS AND CONNECTIONS

UNCOVER INFLUENCERS OF BRAND CHOICE



Find New Drivers

Using Text Analytics, we can complement attribute lists to uncover different or emerging themes. The program can then adapt to capture these more directly in future waves.



Build Connections

Ipsos Bayes Nets goes beyond a traditional drivers analysis to identify the relationships between drivers. This enables you to know “how” to impact your desired outcome.



**Brands are deep
human stories..**

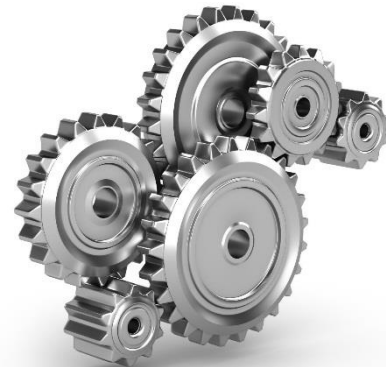


Yes!
We can put metrics
behind the brand's
deep human story

GAME CHANGERS



The end of top-down only Brand management





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A deep thank you!

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