

Brand Communications for Growth

The 21st century strategies

Presented by Chude Jideonwo at the 2016 Brand Innovation
Summit

May 10th, 2016

How customers previously interacted with brands

- Power rested with creators
- Limited choice
- Communication professionals forced consumers to act unnaturally
- Unrealistic and uninspiring brand communication

How customers interact with brands today

- Power rests with consumers
- More choice
- No motivation to act unnaturally
- They demand that brands adapt to human behaviour

What's driving the shift

- Disintermediation
- Multiple platforms
- Multiple screens
- Constant connectedness
- The inversion of influence



The inversion of influence

Influence of Peer-Driven Media

Percent who use each media source several times a week or more

▲ General Population

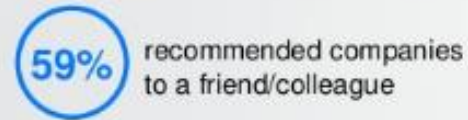


Source: 2016 Edelman Trust Barometer - How often do you read, view, click on or engage with the following types of content, media or information sources? Online search engines, such as Google... (Q285), Television news and information (Q287), Social networking sites, such as Facebook, LinkedIn, Instagram, Twitter, etc. (Net of Q278 Social Networking, Q279 Blogs, Q289 Online message boards, forums or newsgroups), articles in printed newspapers (Q284), articles in printed magazines (Q283), Blogs (Q279) (Several times a week+) General Population, 28-country global total, question asked of half the sample.

The inversion of influence

Peers Recommend Companies and Influence Purchasing

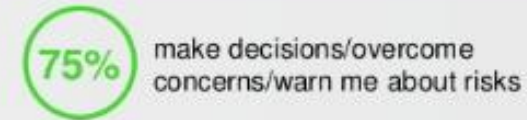
Actions taken in the last 12 months based on trust



▲ General Population

Source: 2016 Edelman Trust Barometer Q371-589. Thinking back over the past 12 months, have you taken any of the following actions in relation to companies that you trust? Please answer yes or no to each action. General Population, 28-country global total, question asked of half the sample.

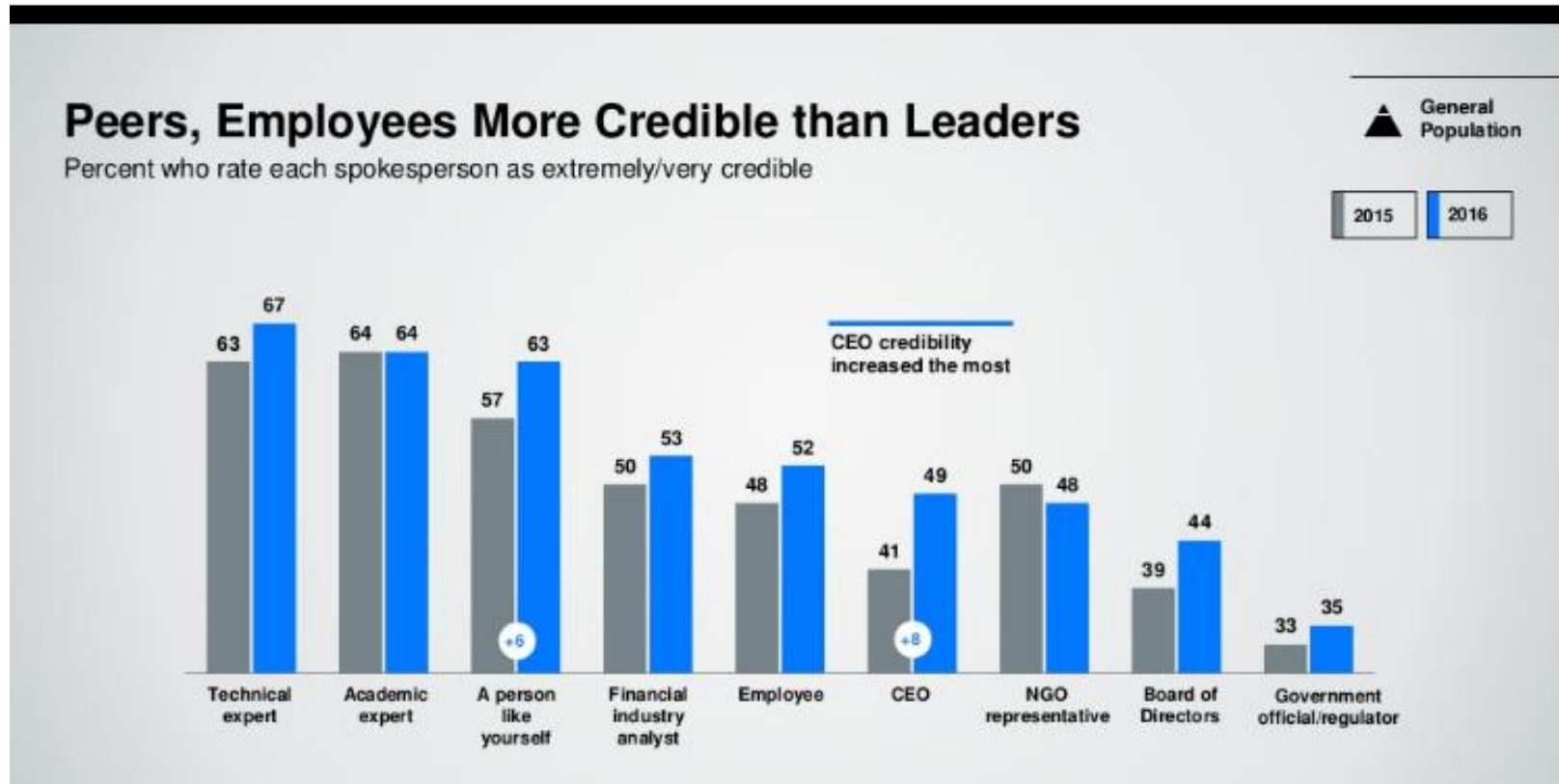
Impact of conversations about brands with peers



Source: 2015 Earned Brand Study of Global Consumers

Source: 2015 Earned Brand, Q41: Thinking about the conversations you have online and offline with friends and other people like you about brands, products and services you purchase, what impact do they have on you? [Not of 'They warn me about the risks,' 'They help me make decisions,' 'They help me overcome my concerns about the product/service,' and 'They help me overcome my concerns about my data being collected / my privacy being respected.']

The inversion of influence



Businesses have an opportunity

Moreover, in 2016, no institution recorded a larger gain in trust among the general population than business — a phenomenon aided in part by a gradual recovery of the financial services sector. Registering an eight-point rise over the last five years, financial services moved to 51 percent in 2016, a larger gain than any other sector.



Source: 2016 Edelman Trust Barometer Q249. Please indicate how much you agree or disagree with the following statement? (Top 4 Box, Agree).
General Population, 27-country global total, question asked of half the sample.

In the 21st century...

- Markets are first people
- Audiences are first communities
- Reach is about actual human beings
- People demand authenticity



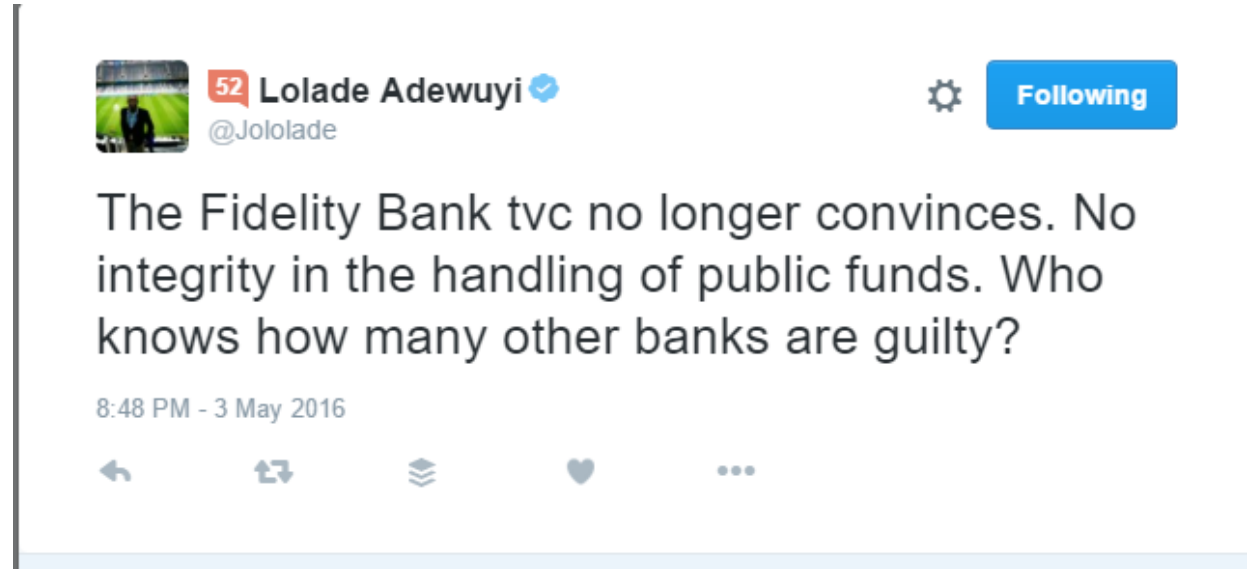
IN THE LANGUAGE OF THE
21ST CENTURY, THERE IS NO
B2B or B2C.

IT IS H2H (Human to human)



Human beings want...

- Care
- Love
- Trust
- Integrity
- Purpose



The 13 characteristics of human brands

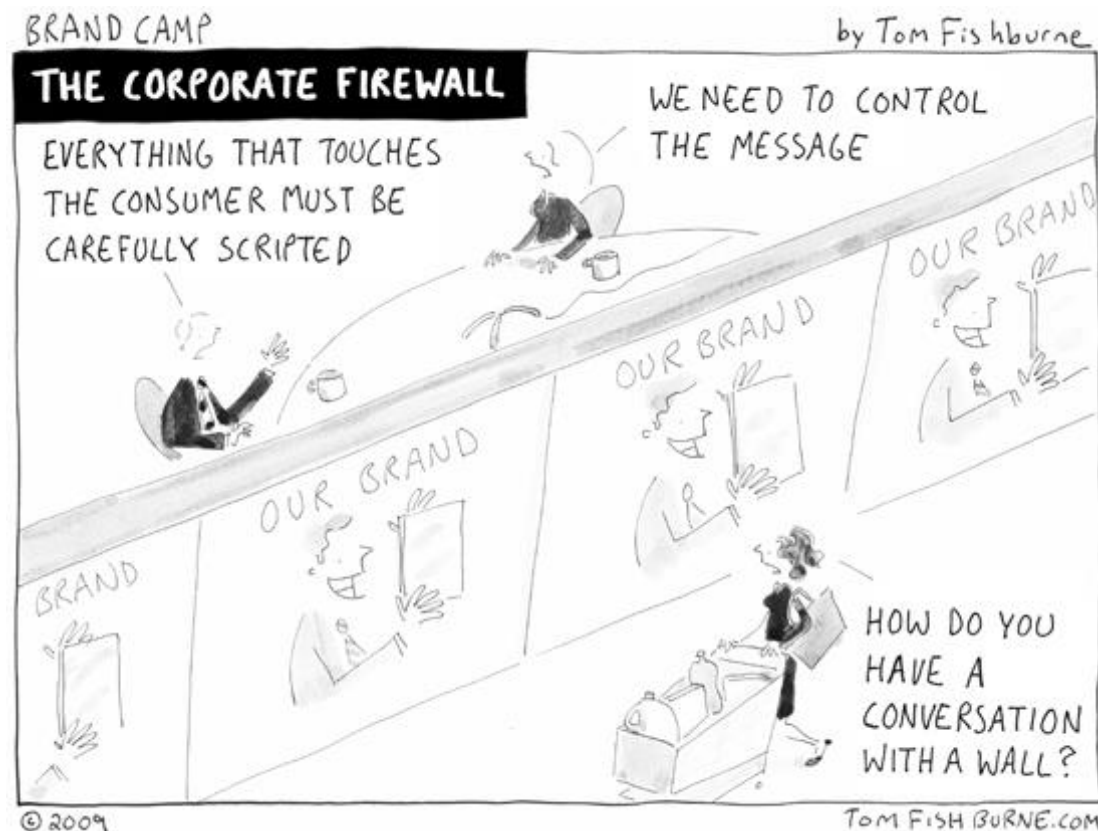
Think like humans

- Human brands have people on the inside that think like humans.
- They don't think like a cash register or corporate building.
- They think about things that human beings do, eat, like and believe.



Care about humans

- They care about the humans they engage with. They care if they are happy, sad, satisfied, frustrated, hungry or full. They care about their needs, wants, problems, desires and offering them real value.



Listen to other humans

- Human brands listen more than they talk. They speak when they need to speak but always have an ear to how their audience, clients, partners and stakeholders respond. They know their Google Analytics and other website data and analytics is a gold mine.



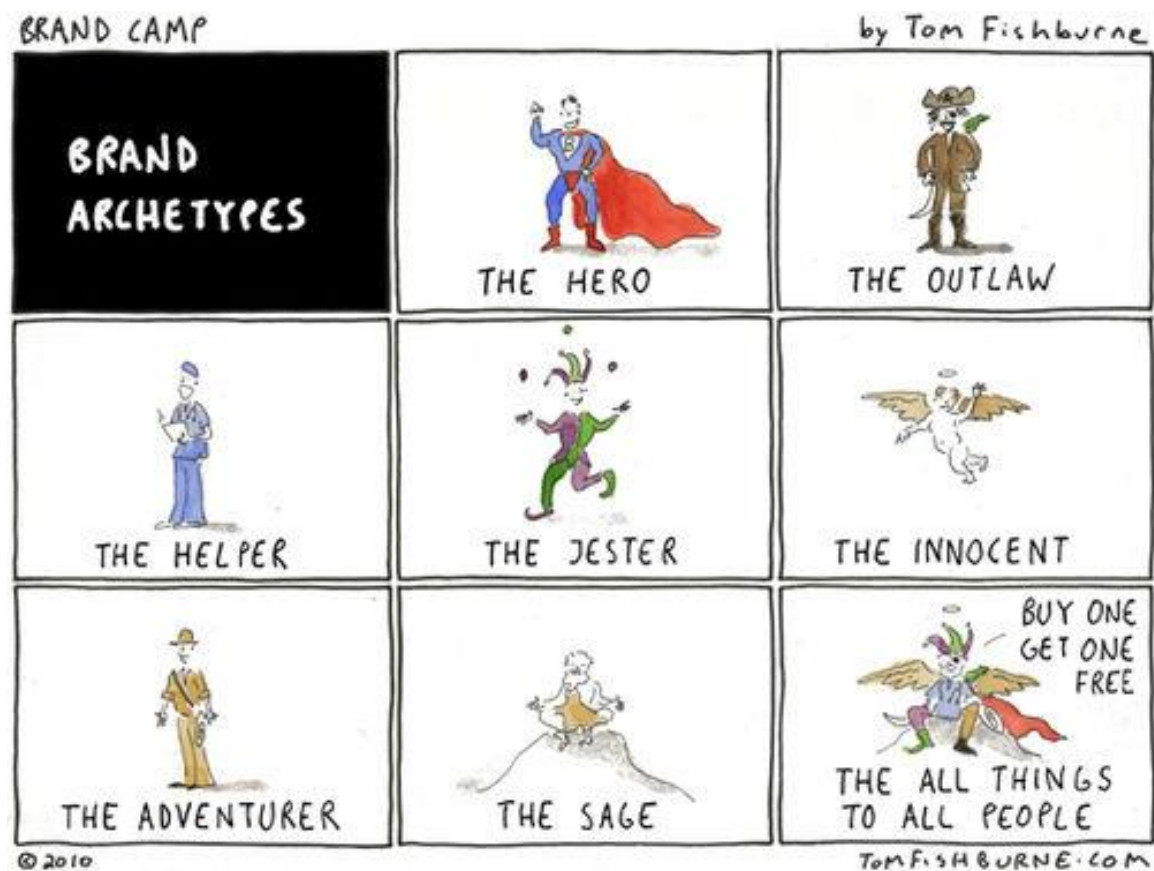
Talk like humans

- Human brands don't talk like robots or corporate collateral. They speak in language other humans read, listen to and understand.



Have a personality

- What is your brand personality? Is it serious? Fun? Engaging? Inspiring? All of the above? Human brands have a personality that inspires and connects them with their audiences.



Show their 'human'

- Right in line with the personality, human brands aren't afraid to let their human show. They laugh, giggle, sing, dance, talk, and may even get frustrated sometimes. They often let you see the people behind the avatars as they know they are their own best ambassador.

I Would Like to Buy a Drink for the Poor Soul Who Ran the San Francisco BART Twitter Account Last Night



Sophie Kleeman

3/17/16 1:25pm · Filed to: HELL IS PUBLIC TRANSPORTATION

420.2K 709 75

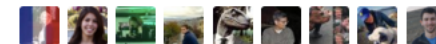


Follow

@shakatron BART was built to transport far fewer people, and much of our system has reached the end of its useful life. This is our reality.

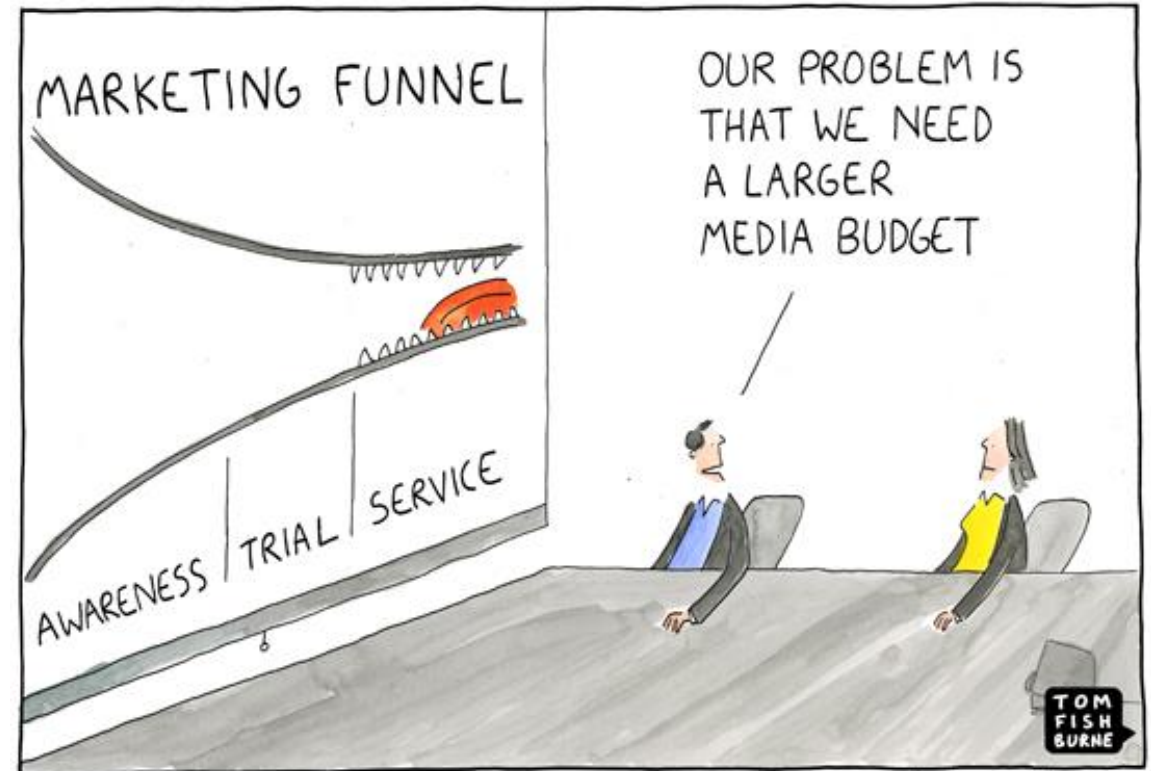
RETWEETS
577

LIKES
780



Value relationships

- Human brands value the people more than the dollar signs. They are not willing to trade a dollar for relationships gone bad. They value real human to human interaction and authentic relationships.



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Make and own their mistakes

- No human being is perfect and no brand is perfect because it is made up and defined by humans. Human brands are humble. They make mistakes and they aren't afraid to own it.



Be available

- Are you available when your online or offline audience wants you to be? Do you respond to questions in a timely manner? Are you even available to answer questions?



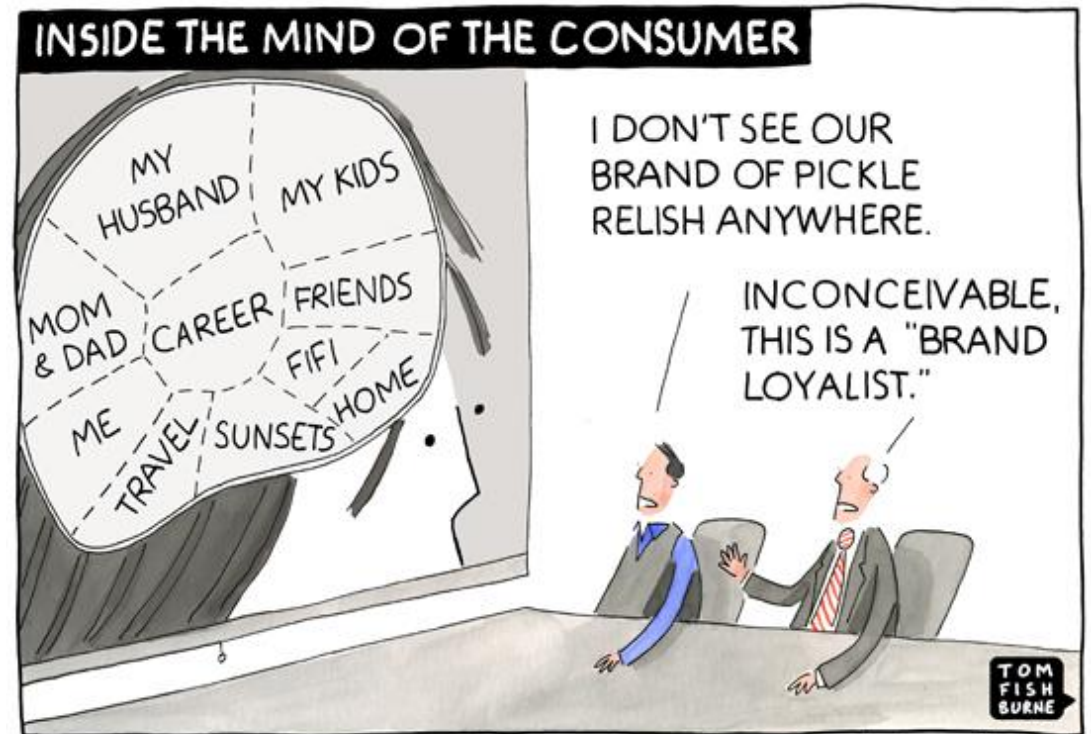
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They know themselves

- Human brands know who they are and what they offer their customers, partners, online community and friends. They know their strengths, weaknesses and sweet spots. They know how to talk, listen and what makes them shine.

They know their audience

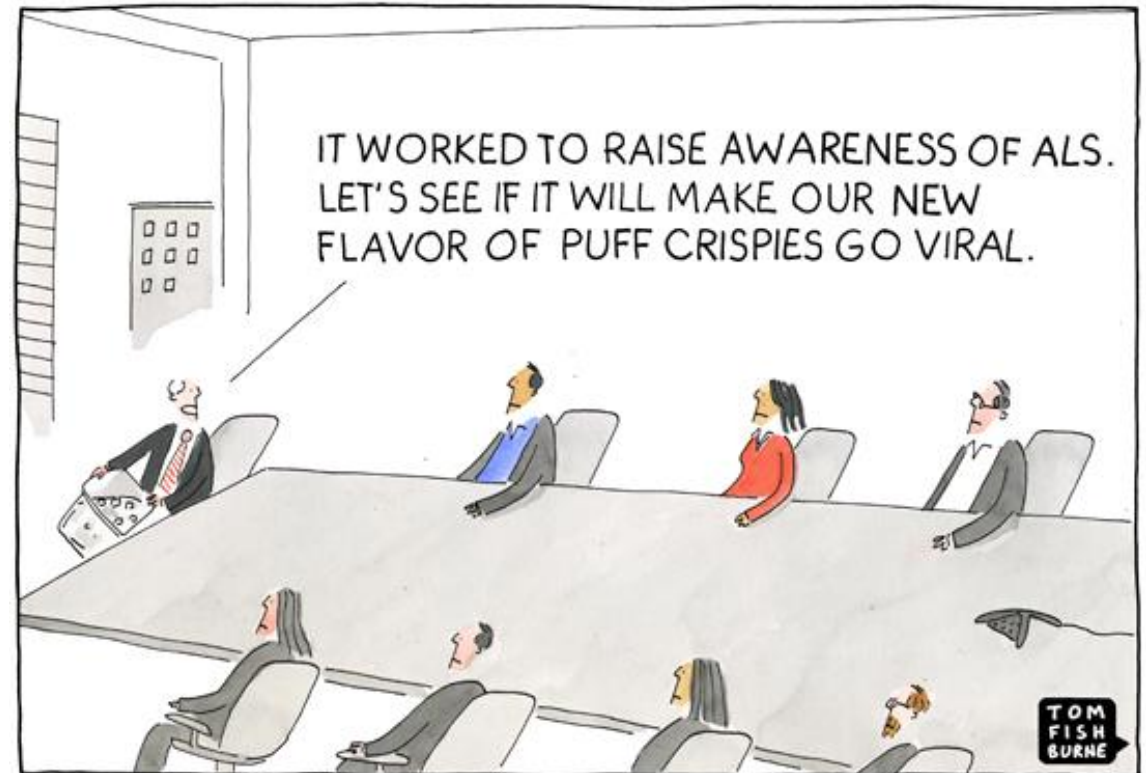
- Just as they know themselves, they also know their audience. They know what their audience wants and how to provide it. They know how to inspire them, connect with them and help them achieve their goals.



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Agile

- Human brands do not sit static, they evolve. Because they are always learning, listening more than talking, they are able to move with agility. They don't have to jump on every shiny new object. They are able to jump with confidence at the right time.



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They invest in people

- Human brands know they can never go wrong by investing in people. They invest in listening, learning, training, empowering, building teams and creating a culture that enables their brand to shine from the inside out.



How can brands adjust to this new
reality?

Actions, not words



PR IS NO LONGER ABOUT WORDS. IT'S NOW ABOUT ACTIONS.

WHEN YOU WORK WITH US, YOU WILL NOTICE THAT WE FOCUS FIRST ON WHAT YOU DO, ON HOW YOU DO IT, AND ON WHAT YOU CAN DO. BECAUSE HOW YOUR TARGET AUDIENCES SEE YOU IN THIS CENTURY DEPENDS ON YOUR ACTIONS, NOT YOUR WORDS.

OUR MULTI-YEAR EXPERIENCE WORKING ON THE FRONT LINES OF CHANGE - BUILDING PEOPLE, COMMUNITIES, NATIONS - WITH GOVERNMENTS, CORPORATES, ACTIVISTS AND CREATIVES EVERYWHERE HAVE SHARPENED OUR INSTINCTS AS TO WHAT WORKS, WHAT YOU SHOULD CREATE, AND HOW YOU SHOULD MAKE IT HAPPEN.

IT'S SOMETHING WE DO BETTER THAN ANYONE ELSE.

red MEDIA AFRICA

#PR #Communication #Africa

- What you do in public must be consistent with what you say.

Empowerment, not just profits



**WE GET IT:
BUSINESSES
MUST
MAKE
PROFITS.**

BUT WHAT IF YOU CAN FIND
AN AGENCY THAT HELPS
YOU DRIVE BOTTOMLINE AND
CHANGE THE WORLD?

WE'RE CHANGING THE WAY
COMMUNICATION IS DONE.

WE'RE EMPOWERING YOU,
AND YOUR CUSTOMERS.

red MEDIA AFRICA

The media company to reach and inspire the
largest number of Africans at any time.

- Yes, you can make money and empower your customers at the same time. You don't have to choose.

Find and share your purpose



**THIS IS
WHO
WE ARE.**

*WE UNDERSTAND
THAT MARKETS ARE
FIRST PEOPLE,
AUDIENCES ARE
FIRST COMMUNITIES,
AND REACH IS ABOUT
ACTUAL HUMAN
BEINGS, NOT DATA
POINTS ON A
POWERPOINT SLIDE.*

PEOPLE WANT TO SEE THAT YOU CARE ABOUT THEM. YOU CARE ABOUT YOUR PRODUCTS, AND YOU CARE ABOUT YOUR IMPACT ON THE WIDER WORLD.

WE SEE IN EVERY ORGANIZATION A PURPOSE, AND A POTENTIAL TO TRULY CHANGE THE WORLD FOR GOOD. WE HELP THEM FIND THAT PURPOSE, WE HELP DRIVE THAT PURPOSE, WE HELP THEM TELL THAT STORY, SO THAT THEY CAN DO GOOD, AND DO GOOD BUSINESS. THEN THEY CAN MAXIMISE PROFIT, AND MAXIMISE IMPACT.

WE HELP YOUR BRANDS, PRODUCTS, PROJECTS AND ORGANISATIONS THRIVE AND ALSO MAKE THE WORLD A TRULY BETTER PLACE.

THAT'S HOW YOU WIN.

red MEDIA AFRICA

#PR #Communication #Africa

- People want to see that you care about them, and about your impact on the world. Find that story. Share that story.

Inspiration, not control



**WE INSPIRE,
NOT
CONTROL.**

HERE IS THE FACT OF THE AGE: PEOPLE BELIEVE NOTHING. THEY BELIEVE EVERYTHING IS SPIN AND LIES. BUT THEY URGENTLY WANT TO BELIEVE IN SOMETHING, IN PEOPLE, AND IN SYSTEMS.

SO THE NATURE OF COMMUNICATION AND PUBLIC RELATIONS HAS COMPLETELY CHANGED, EVOLVING INTO A TWO-WAY CONVERSATION BETWEEN BRANDS AND AUDIENCES.

ONCE IT WAS ABOUT CONTROLLING THE NARRATIVE. NOW IT'S ABOUT INSPIRING. IT'S ABOUT LEADING. IT'S ABOUT TRUST.

THIS IS WHAT WE DO BEST.

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The media company to reach and inspire the largest number of Africans at any time.

- With people more cynical than ever, communication and PR is now about inspiration and trust, not control.

Keep your promises



34 Dolapo Adelana
@DolapoAdelana



Follow

Customer service in Nigeria is pathetic. Nonetheless [@MyFCMB](#) does an exceptional job. Giving me a new ATM card in 15 minutes is



- Your brand must deliver what it promises always, with excellence. Take your promises seriously.

The bottom-line: Relationships



**WHAT IF WE
TELL YOU
WE KNOW
EVERYONE,
EVERYWHERE?**

*IT WOULD BE TRUE.
DUE TO THE BREADTH OF OUR
SISTER BRANDS AND
ENGAGEMENTS ACROSS THE
36 STATES OF NIGERIA AND OVER
16 COUNTRIES OF AFRICA,
WE HAVE UNMATCHABLE REACH -
BOOTS ON THE GROUND -
ACROSS THE CONTINENT.*

WE HAVE DEVELOPED AND NURTURED A VAST, DEEP NETWORK OF VOLUNTEERS, CSOS, CREATIVES, FAITH-BASED ORGANISATIONS, FOREIGN GOVERNMENTS, SCHOOLS, CULTURAL ORGANISATIONS, MEDIA, NIGERIAN GOVERNMENT AGENCIES, MULTILATERAL ORGANISATIONS; AN ECLECTIC MIX OF WHOM WE HAVE WORKED WITH, EXECUTED PROJECTS FOR AND DELIVERED THE FUTURE.

WE DEPLOY THESE ROBUST RELATIONSHIPS AND AN ON-THE-GROUND UNDERSTANDING OF AFRICAN MEDIA AND AUDIENCES FOR CLIENTS AND PARTNERS.

THAT'S EXACTLY WHAT ANY ORGANISATION NEEDS TO SUCCEED, AND TO WIN.

red MEDIA AFRICA

The media company to reach and inspire the largest number of Africans at any time.

- When you do all these things, you build relationships. Relationships that will come to your aid in time of crisis.

- So why do communicators still try to circumvent the natural order of things? Because some have had some kind of success. They have succeeded because in the past consumers had no alternatives.
- If all the advertisers selling detergent have the same type of ad with an unrealistic mother talking unrealistically about how she is in love with washing the dirty, smelling socks of her silly, lazy children, and you absolutely have to buy one detergent, you gravitate towards the best of the bad options. Not because you love it, or it convinced, but because, like my people will say: something has to kill a man.

- In a democratised media space however – thank God! – consumers now have all kinds of alternatives from all kinds of angles, and so they will not take it anymore.
- They no longer have any motivation to act unnaturally because there are so many options for so many things, attention spans are short, and everyone is struggling to gain their attention in a saturated market.
- They are violently demanding by their buying habits that corporations adapt to human behaviour.

- Consumers have no longer need to behave unnaturally. They can go wherever they like – e.g. YouTube instead of AIT – and watch whatever they like, however they like it, whenever they like it. The natural foundation of communication has been restored.
- Those who want to reach, convince and convert audiences and consumers must align themselves with this new reality.
- They must align with how people act, how they think, how they speak, how they actually love the things love, and how they buy. Then they must interact with them in that true, honest way.
- To succeed in the consumer market, you have to think like the consumer and then move ahead of the consumer.

- In the world that's already here, there is no business to business (B2B) or business to consumer (B2C) or any of that unnaturalness – there is only human to human (H2H). And brands need to begin to understand that, or fail into the future.

Ladies and gentlemen, your move.



THANKYOU