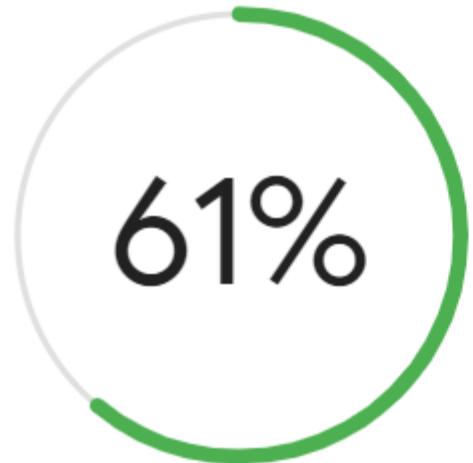


BRAND PERSONALISATION AT SCALE:

BEST IN CLASS CASE STUDIES & EXAMPLES OF
HOW BRANDS ARE GETTING IT RIGHT





SOURCE: GOOGLE

of people expect brands to tailor experiences based on their preferences.

Personalization is a **big deal** in marketing and advertising.

It means brands are able to target their audience on a more personal level and create a better connection.

Although personalization is not a new technique, recent technology advances have meant smarter applications and greater opportunities in which to apply it.

Make it
About Me



**34% of consumers
would be
motivated to
promote their
favorite brand
online with
content that's
relevant to their
interests.**

SOURCE: GLOBALWEBINDEX



PERSONALIZATION AT SCALE

Personalization is an approach to customer engagement—almost a philosophy—that focuses on delivering tailored, meaningful, and relevant customer communication. On the business side, personalization allows a company to activate all the customer data available to deliver more relevant experiences for your existing customers and for your prospects as well.

In today's marketplace, it's not enough to send each customer an e-mail that addresses her by name and offers a discount based on a past purchase. You have to design and deliver tailored messages to thousands of customers in multiple interactions. That's where technology comes in. It makes it possible for companies to truly interact on a personal basis with *all* their customers. That's why it's important to always think and talk in terms not just of personalization, but personalization *at scale*.

WHY IT MATTERS

- When done well, personalization can deliver impact and growth quickly while creating better experiences for your customers.
- Personalization plays a critical role across the full customer lifecycle—acquisition, customer engagement, basket size, frequency of purchase, cross-sell, and/or churn prevention, among other things.
- Research and experience show that personalization, fully implemented, can unlock significant near-term value for businesses—such as 10 to 20 percent more efficient marketing and greater cost savings and a 10 to 30 percent uplift in revenue and retention
- Consumers want better personalization: approximately 80 percent of them say it's important to them

THE RIGHT APPROACH TO MAKING IT WORK

- Understanding the importance of data and analytics is the key value generator for all personalization attempts
- Many marketers believe the first priority is to fully understand the quality of their data, build capabilities in analytics, or find the right tools. But most of them can start making personalization work quickly with what they already have

COMMON ROADBLOCKS

- First, many companies are collecting and storing massive amounts of data but are having trouble finding and merging the most relevant subsets. Instead of generating and assembling more and more data, companies should focus on identifying and collecting the *right* data.
- Second, many companies still think in terms of seasons or general events rather than appropriate triggers. Triggers are the specific occasions when a particular message will be most valuable to a customer.
- Third, personalization at scale requires agile, cross-functional teams, and many companies are still stuck in a siloed way of working
- Finally, the right tech tools and infrastructure have to be in place to test successfully on a large scale across the entire customer base, and this can feel overwhelming.

PERSONALIZATION AT SCALE TO DELIVER ROI

A MORE ADVANCED PERSONALIZATION STRATEGY IS GOOD FOR BUSINESS

A Forrester Research Study states, advanced personalization **increases average order values 1.9x, customer retention 1.7x, and customer lifetime value 1.6x**. And a Harvard Business Review Article states that advanced personalization strategies “can deliver five to eight times the ROI on marketing spend and can lift sales by 10% or more.” With so much to gain, advanced personalization strategies are worth the risk, with tremendous upside for companies that do it right.

ADVANCED PERSONALIZATION GOES BEYOND MARKETING

Advanced personalization demands an organizational shift to a set of objectives focused on a person first, customer centric strategy. This is the strategy that will achieve positive and long term ROI and business results. To be successful, advanced personalization at scale is not limited to marketing, but should include, customer service, sales, and any other function that interacts with the customer. In other words, it demands an integrated approach across all customer touch points in the organization. The intent is to deliver individualized customer engagement through personalized experiences that meet customers' need. And today, customers are demanding this. In fact, 79% of buyers only consider brands that understand and care about them (Wunderman) and 70% of buying experiences are based on how customers feel they're being understood (McKinsey).

AN INTEGRATED APPROACH IS NECESSARY

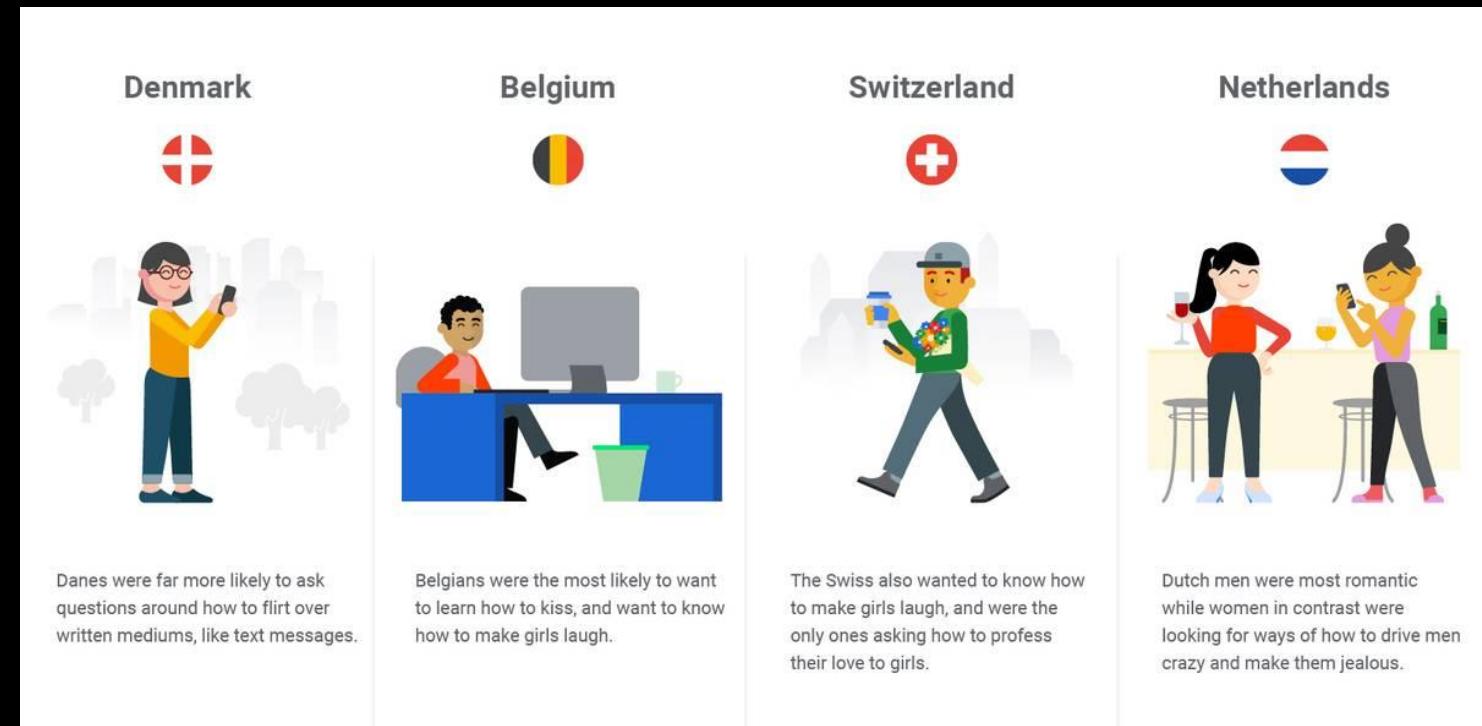
To achieve the results needed to deliver on customer expectations for individualized personalization, an integrated approach is necessary. But, where do you start? Let marketing take the lead to build out the capabilities needed for precise engagement and expand across the organization from there.

HOW STIMOROL CHEWING GUM PERSONALISED AT SCALE IN THREE INGENIOUS STEPS

Laying the groundwork meant homework

Mondelez's media planning agency Carat provided the work that underpinned the campaign, arriving at a brilliantly simple insight: in key moments where social confidence is needed. By digging into Google and YouTube data showed high volumes of search queries for advice and answers around these key moments.

Carat then worked with Google to understand the scale of five key social confidence moments in terms of search query volume, while insights from YouTube helped illustrate what people were watching and learning about in relation to each, shaping Stimorol's audience targeting and creative approaches for the campaign.



Custom-made creative that worked

The creative a simple philosophy was adopted: it should be informed by insights gathered from the platform where the content will live.

YouTube and Google search intent signals were harnessed to shape two streams of humorous, relatable content to build what marketing theorist Byron Sharp calls 'memory structures' - new ways to be remembered and feel relevant - for the chewing gum brand

YouTube 06 second bumper ads were divided into three broad categories of Dating, Workplace and Social Media which became snappy, customised 'tips' for each social confidence situation - for example, giving pointers on kissing, public speaking and job interviews.

HOW STIMOROL CHEWING GUM PERSONALISED AT SCALE IN THREE INGENIOUS STEPS

Targeting that went beyond stereotypes
Reaching Stimorol's core 18-34 audience at the right moment was a huge challenge, says Alex Jacques, Client Director, Carat: "Identifying the best moments to target the core Stimorol audience was our key challenge. We mined YouTube data to gain a better understanding of our audience's behaviour, and this analysis allowed us to develop relevant targeting and messaging strategies that we knew were closely aligned with their behaviour and would resonate strongly with them"

Not only can the intent signals from Google be used to inform brand creative, they also drive two sophisticated but easy to use targeting tools, which allow brands to go beyond traditional demographic targeting to more relevant audiences.

Using Google Affinity Audiences allowed Stimorol to reach people most likely to be searching for advice around the social

confidence moments they wished to target - for example, when it came to their 'kissing' moment, they targeted audiences interested in "Dating services" or people looking for "how to kiss" content on the web. Custom Affinity audiences took this one step further to reach exactly the right audience at scale. Finding consumers in the dating moment used custom interests based on searches around "dating sites", "first date" and "what to do on a first date".

"Affinity profiling was used to further refine targeting on the platform, which then allowed us to deliver contextually relevant messaging against our desired audiences. Specifically, we implemented several specific sets of Topics & Affinities as well as Custom Audiences on the platform"

MONDELEZ INTERNATIONAL; CADBURY'S



BACKGROUND / CHALLENGE

Cadbury has been traditionally reliant on mass reach advertising on TV. High Fat Salt and Sugar (HFSS) was on the horizon and would place significant restrictions on this approach moving forward.

We had to re-think our brand building model. Cadbury had long held an ambition to behave more like a performance brand but lacked the data, audience segmentation and relevant creative.

It was our goal to help them deliver personalised messages at scale and capture first-party data to future-proof Cadbury in the context of HFSS.

INSIGHT / STRATEGY

The key was starting to trial this new way of marketing for Cadbury in a way that enabled us to learn and scale. We developed two programmes:

- A trial of personalisation messages
- Consumer participation campaigns to enable data capture

MONDELEZ INTERNATIONAL; CADBURY'S

SOLUTION

Trialling Personalisation:

Cadbury Roses wanted to grow salience of the through an association with gifting with the launch of 'Another Way to Say Thank You' campaign. We spotted that this would be the perfect opportunity to trial personalisation because people often say 'Thank You' in different ways for different things at different times. We targeted five different audience segments with many different six-second bumpers featuring different 'Thank Yous' based on their interests. For example, 'Beauty & Fashion' audiences were served 'Roses for teaching me not to dress like my dad' or Sports audiences 'Roses for letting me scream at the telly this season'.

Enabling Data Capture

Cadbury wanted to re-excite people about one of their oldest products, Cadbury Dairy Milk. We created 'Inventor', a competition where people could design a bar of Dairy Milk which Cadbury would then create & sell. We recognised this as the perfect opportunity to increase data capture to fuel our ability to deliver personalised messages in the future. Inventor engaged the younger (25+) audience, promoted through traditional media, reinforced via a 360º digital presence (Snapchat / Pinterest / Instagram / PPC). Digital was optimised via a pixel onsite to measure the conversion to enter the competition to design a bar. Data was captured from all entries.



**16.2 Million
COMPLETED VIEWS**

For Roses, VTRs were higher than planned (+95%) delivering an incremental 16.2M completed views.



**X2
FORECASTED ENTRIES**

On Inventor, we achieved double the number of forecasted entries.

COCA-COLA; PERSONALISED CANS

It's personalization on the grandest scale. Thousands of names on millions of cans that affirm the brand and bring people together. It's created significant goodwill for the brand, served as a conversation piece, and has turned Coke cans into collector's items. Because, after all, everyone loves to see their name in print.



PLANNING

- **Start with the customer.** The Coke and Ogilvy teams identified the millennial market as the biggest opportunity and developed a campaign that would tap into one of their most popular behaviors—social sharing.
- **Use data to define your goals.** Ogilvy and Coca-Cola developed the campaign with two clear objectives in mind. The first and primary objective: Increase sales during the summer period in Australia. Talking directly to millennial consumers was the second objective.

PROCESS:

Coca-Cola is no stranger to massive, challenging marketing campaigns. But the “Share a Coke” campaign had such unique needs that the Coke team created entirely new workflows and production processes.

- **Automate wherever possible.** The Coke team made an exhaustive list of banned offensive words and innuendos then automated the rejection process. This kept derogatory content and potential embarrassing gaffes from making it on the cans.
- **Make sure you have the right customer touchpoints.** The campaign initially launched with 150 names. Coke anticipated requests for thousands of new names and built a system to accommodate those requests as the campaign rolled out.

COLLABORATION:

The “Share a Coke” campaign would not have been possible without collaboration on a global scale. Of course, there was internal collaboration amongst Coca-Cola’s product, design, legal, operations, and marketing teams. But the soda company also coordinated with external partners and agencies, even joining forces with millennial influencers, such as Ludacris, Selena Gomez, and Lupita Nyong’o to get the message to the masses.

COCA-COLA; PERSONALISED CANS

VISIBILITY

- **Bring all the conversations into one place.** The brilliant and easily trackable #ShareACoke hashtag was put on all marketing materials so Coke's team could keep a pulse on the conversation happening across social networks. Without it, the company's visibility in what discussions were evolving would've been limited.
- **Tie your tools together.** The Coke team examined a variety of data points when they built the campaign—from calculating the number of personalized cans printed at their shopping mall kiosks to the names appearing on their interactive billboard. By connecting these systems together and funneling their data into one place, the team easily monitored the health of the campaign in near real-time and iterated as needed.



SOURCE: CAMPAIGNMONITOR.COM | WRIKE.COM

THE SWEET TASTE OF SUCCESS

The impact of the “Share a Coke” campaign was nothing short of astounding:

- During the initial Australian release, consumption among teenagers grew 7% with two out of five people in the country buying a Share a Coke pack.
- 378,000 Coke cans were printed at kiosks, and overall sales increased by 3%.
- On social, 76,000 virtual Coke cans were shared, Facebook traffic increased by 870%, and 170,000 tweets were made by 160,000 fans.
- After the global rollout began in 2012, over 1,000 names have been printed on cans and bottles and more than 150,000,000 personalized bottles have been sold.
- #ShareACoke even became the number one global trending topic. It's resulted in over 1 billion impressions.
- The campaign won seven awards at the Cannes Lions festival, raised U.S. sales 2.5% after a decade of decline, and continues to be expanded in new and innovative ways that are still driving revenue now.

FITBIT; FIT FOR FOOD

In 2015, Fitbit used customer data and email marketing to raise 1.5 million for the nonprofit Feeding America.

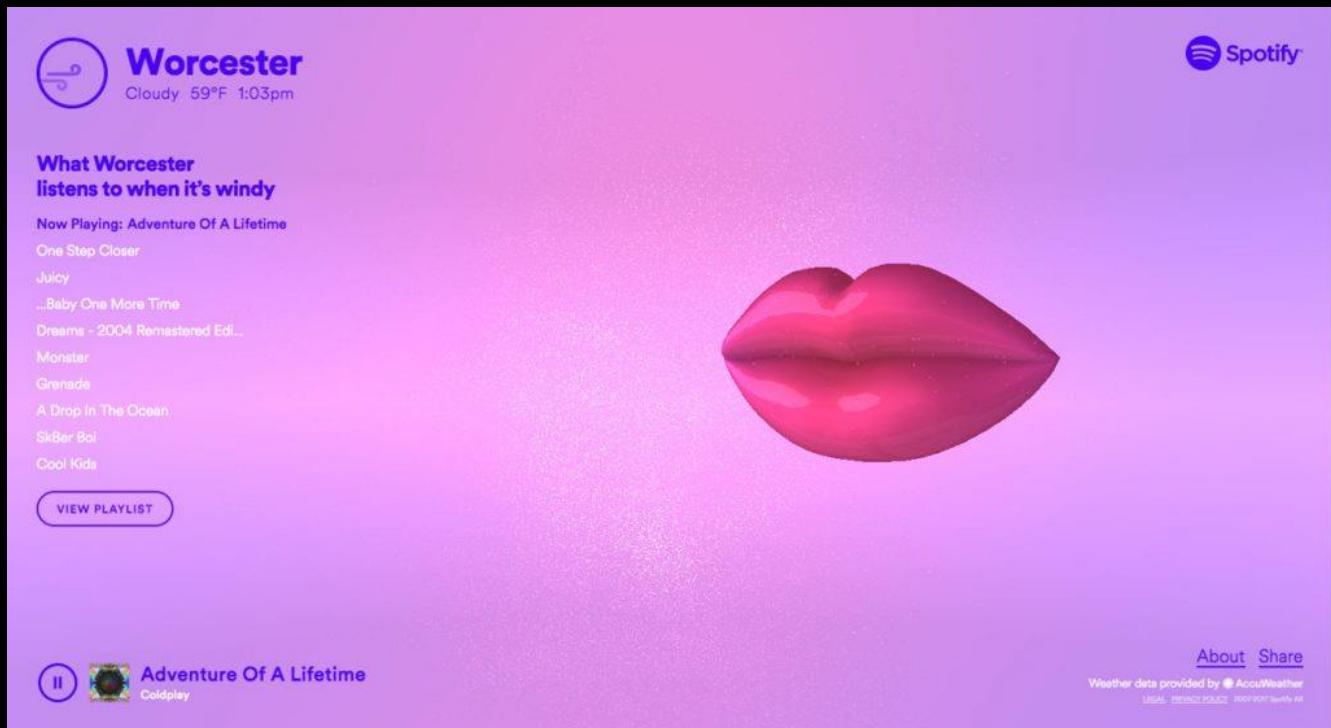
A couple years ago when data-driven marketing first began to surface, Fitbit tech giant partnered with the food bank Feeding America and launched its “Fit for Food” campaign. In total, the campaign convinced 106,000 of its customers to participate in burning calories to help feed the hungry for a month by burning 1 billion calories.^[111] Instead of aimlessly waiting around for the contestants to pass the finish line, Fitbit proactively collected physical activity through user wearables to calculate the number of burned calories. They then sent daily personalized emails to each of the users reminding them of their activity and encouraging the value proposition.



When the results were in, 1.5 million meals had been donated to the hungry, and more than 1 billion calories had been burned. Fitbit jumped to social media to tell their customers to celebrate. I'd call that a win.

SPOTIFY; CLIMATUNE

For the Climatune campaign, Spotify partnered with AccuWeather to give insights into how weather affects music streaming. You can discover the results through a campaign landing page, where you'll receive a personalized playlist depending on your location and the current weather. For example, if you're in Helsinki and it's cloudy your playlist will include Ziggy Stardust, but if you're in New York you'll see something completely different.



The playlist-generator is the result of a yearlong study that used five kinds of weather data (sun, clouds, rain, wind and snow) from nearly thousands of weather stations across.

Experts compared the forecast data to 85 billion streams on Spotify in over 900 cities.

The team found that on sunny days listeners enjoy 'happier and higher-energy music', when it's raining people like to hear 'lower-energy, sadder-sounding music with more acoustic' and many turn to instrumental music when it's snows.

The result is genius. It's a fun, interactive way of exploring new music and discovering interesting facts that are relevant to you. All the while, Spotify is promoting brand awareness and gaining positive brand capital quietly in the background.

Great! But why does this work? People are information savvy and consumers get really good at filtering out non-relevant information. Spotify knows this and uses personalization to their advantage. They know that I care more about the weather and listening habits in San Francisco (the city where I live) than I do in Vancouver. And that by showing me that it's sunny and 72°F in San Francisco I'm convinced that this information is not just relevant, but also up-to-date. Pair this information and relevancy with a well-executed design – I'm sold.

02: TARIFF REFRESH

Looking to make their 'tariff refresh' ad more relevant and engaging for mobile audiences, the team used data based on device and location to tailor their messaging to their consumers.

MOBILE:

Using this data, they could offer personalized and niche marketing ads, that showed what the best offer for that individual was, tell a mobile user the current recycling value of their phone, what similar users preferred to upgrade to (incorporating an element of social proof) and where their nearest store was located.

The **personalized ads performed 128% better** in terms of click-through rate.

SOCIAL

O2 partnered with Facebook to segment its audience and target them with three different messages:

- Early upgraders.
- Out of contract.
- Approaching end of contract



The advertisement features a blue background with a large, glowing blue sphere in the upper left corner. The main text reads: "Trade in your old faithful phone for the latest model, whenever you like. Only on O2 Refresh." Below this, a smaller text block says: "Upgrade to the latest shiny pair whenever you fancy, or keep your comfy old brogues and reduce your bill." At the bottom left, it says "Visit your local O2 shop to find out more" and "Terms apply, see o2.co.uk/refresh". On the right side, there are two pairs of shoes: a shiny gold pair in the foreground and a brown pair in the background. The O2 logo is in the bottom right corner with the tagline "more for you".

Takeaway: Understanding how consumers use their devices, in conjunction with other behavioral data, you can optimize a campaign for more impactful results.

EASYJET; 20TH ANNIVERSARY

EasyJet looked to data to help celebrate their 20th anniversary. They wanted to find inspiring, personal nuggets of information about their customers.

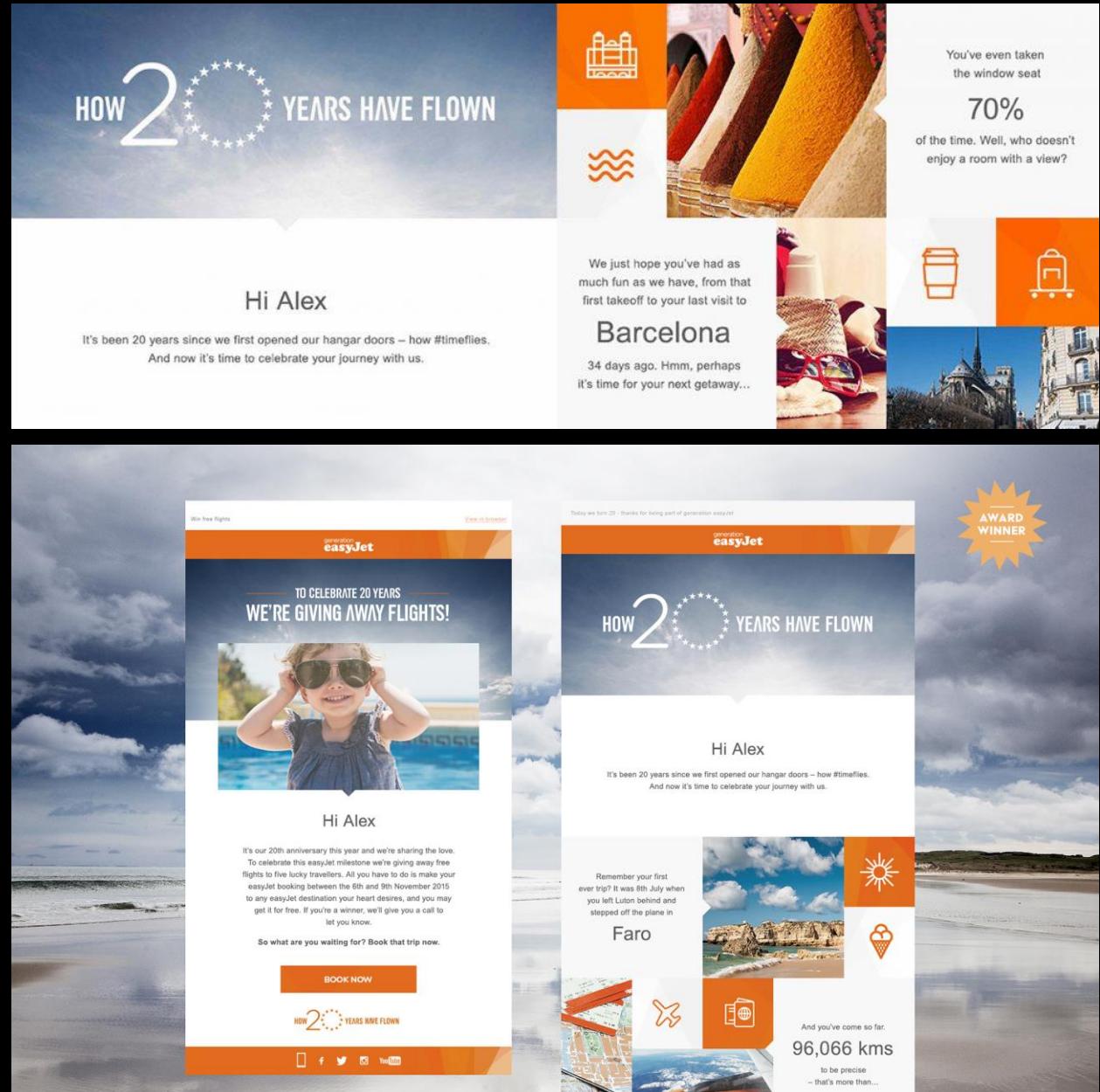
They created entirely personalized emails with dynamic copy, images, and links to tell each customer's story from their first flight to their future flights. They also added some fascinating facts about their travel behavior and personal recommendations for future trips. Using the data they had about their customers allowed them to create emotional personalized stories that would bring their customers travels to life in an innovative, creative way. The stories inspire the emotion of nostalgia and the excitement of future plans.

They made personal travel recommendations by creating a model that profiled all of the destinations customers had been to and suggested other, relevant ones. And they compared the distance traveled to things like the length of the Nile and the distance to the moon.

The campaign is an excellent example of how to leverage your email list plus your customer data to create an engaging campaign. From design, copy, and data, all parts worked together to deliver a successful personalized campaign.

Their open rates were over 100% more than that of the average easyJet newsletter – with 25 percent higher click-through rates.

SOURCE: CAMPAIGNMONITOR.COM



KELLOGG'S; CEREAL BOX COVERS

The pan-European promo has been timed to celebrate kids going back to school after the summer holidays, in a year that has involved disruption for many pupils because of the Covid-19 pandemic.

Participation requires three codes from the inside of special promo packs of cereal that are on sale now.

The codes are redeemed via a dedicated microsite.

The resulting personalised cover includes the name of the child (who must be over six years of age) and their picture on the front, while the back of the box features details such as their school year, favourite colour and subject, and what they want to be when they grow up.



ASOS; BOARDS

Asos is the leading online fashion and cosmetics retailer who netted nearly 50 million app installs in 2017 alone.

Having uncovered the insight that 43% of its shoppers using the saved items function had more than 50 products in their list, and some as many as 500, the brand saw an opportunity to help its consumers organize and compartmentalize these items.

In response, the new Boards function was released in late 2018.

These boards allow its users to sort their saved items into specific categories, either created by the users themselves or suggested by the site. This way, their brand experience is completely personalized to their own wishes, and Asos gets more in-depth insight into the product categories most important to shoppers.

SOURCE: GWI | THEINDUSTRYFASHION.COM

OUGD503

RESPONSIVE - ASOS D&AD

VICTORIA REDMOND

RESEARCH-

As street style is what the brief is wanting its main focal point to be. Researching Asos Instagrams fashion photography & Asos magazine is the most appropriate point of reference.

Street style is the most accurate representation of what's on trend now. Street style is personal, fast, genuine & real. There's nothing fresher than raw street style posted by people all over the world. Street style is available to anyone its unique. Asos captures the friendly and accessible fashion loving web platform.

Researching into existing Fashion Apps has given the concept a strong resource. Looking at printed material as well as digital has helped the design combine both aesthetics and reflect up and coming fashion trends.

ASOS has made its “Boards” feature shareable with friends & family, following its introduction in. Since their introduction October 2018, some 6 million boards have been created with around 420,000 now being produced every month.

When shared, the link will take customers straight to the Board either in the app, if it's installed, or to a mobile web page if not.

KEY CONSIDERATIONS...

Know who you're targeting by interrogating your data – from basic demographics to online behaviors, attitudes, interests and perceptions.

Build real-life, data-driven personas of your target groups, and **personalize your communications for each of them**

Use **dynamic content** to personalize the customer experience based on interests and browsing behaviors.

Find out what social platforms your **audience prefers**, when they're likely to be online and what sort of content they like to engage with.

Take **device ownership and usage into consideration** to know what, how and where to optimize.



THANK YOU

Need insights? Get in touch with us!

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