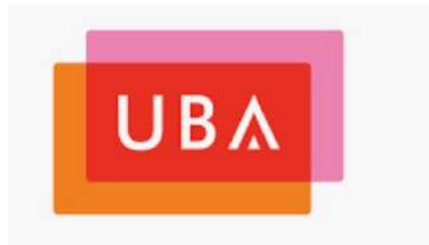




MARKETING COMMUNICATION

Annie Courbet 2023-2024
Annie.courbet@uclouvain.be

My experience



Course outline

Welcome to the methodology of marketing communication

- Focus on the marketing communication channels
- Focus on KPI's
- Focus on the marketing practices
- Interactive sessions
- short break each hour

1. Marketing channels
2. Advertising
3. Sponsoring
4. Events



Course outline

III. Forms of communication

1. Marketing communication channels: 13.45-17.45

1. 13.45-14.30 Marketing channels
2. 14.45-15.30 Advertising
3. 15.45-16.30 Sponsoring
4. 16.45-17.30 Events
5. Brand activation POS
6. Brand activation Digital
7. Brand activation Direct
8. Meaningful Marketing



Session 3 :

Marketing communication channels



Define the
“Why” of your
brand



Session 3:

1. Marketing communication channels

Why How What – Simon Sinek



Session 3:

1. Marketing communication channels

Why How What – Simon Sinek

The Golden Circle

WHAT

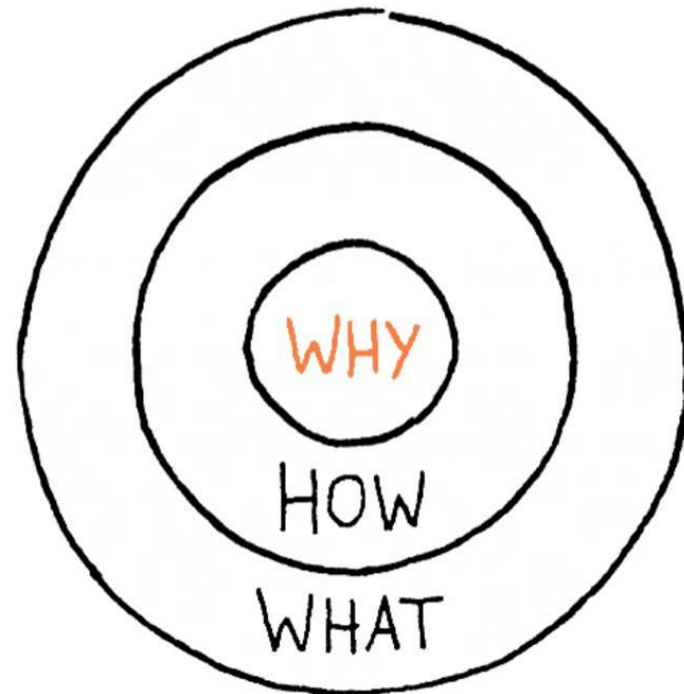
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



Session 3:

1. Marketing communication channels



"We will create **a better everyday life** for the many people."



"We will accelerate the world's transition to **sustainable energy**."

Dove



"We will **provide access to the world's information** in one click."



"We will bring **inspiration and innovation** to every athlete in the world."



Think different.™



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Session 3 :

1. Marketing communication channels



Make your
campaign
omnichannel



Session 3 :

1. Components of marketing communication

2.3. Omnichannel

Omnichannel marketing combines online and offline channels.

The consumer uses more and more channels, at different times

to build your strategy, you need to

- define the objectives
- start from the customer journey
- use customer data

Today you have to be Phygital:

- if you have a physical shop, you must also be online
- if you are online, you have to offer a physical experience (pop up stores, events, etc.)



Session 3 :

1. Marketing communication channels

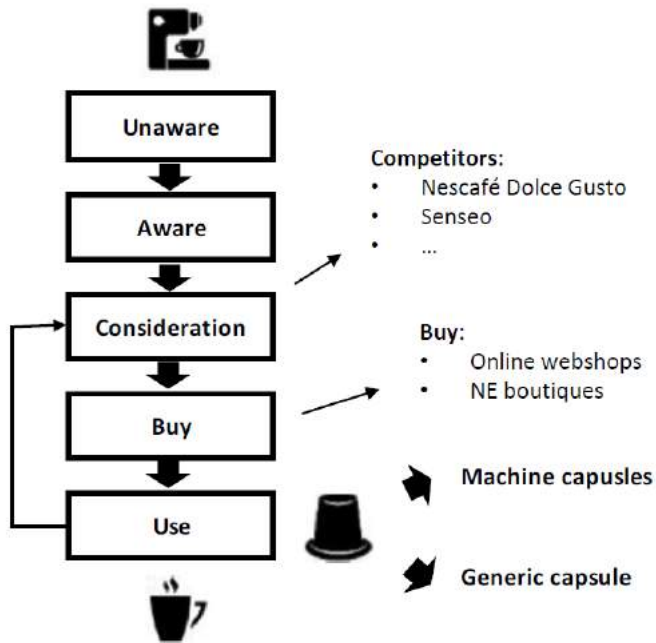


Adapt your
your channels
to your
objectives?



Session 3 :

1. Components of marketing communication



Recap: modèle pour une stratégie de marketing en ligne de base



Session 3 :

1. Components of marketing communication

Strategies for Each Stage of the Marketing Funnel

The marketing funnel works as a unified whole. This means that every section needs to work perfectly for the journey to be successful. There are many things that reduce friction in their marketing funnel. For instance:

- Awareness: Branded content strategies appeal to audiences and make them receptive to future interactions.
- Consideration: Brand advocates and social proof assist customers when they're comparing you against competitors.
- Conversion: A simple purchasing process reduces the risk of buying.
- Loyalty: A loyalty program with regular discounts, email interactions and social media maintains customers.
- Advocacy: Receptive individuals in your loyalty program support your future marketing funnels.

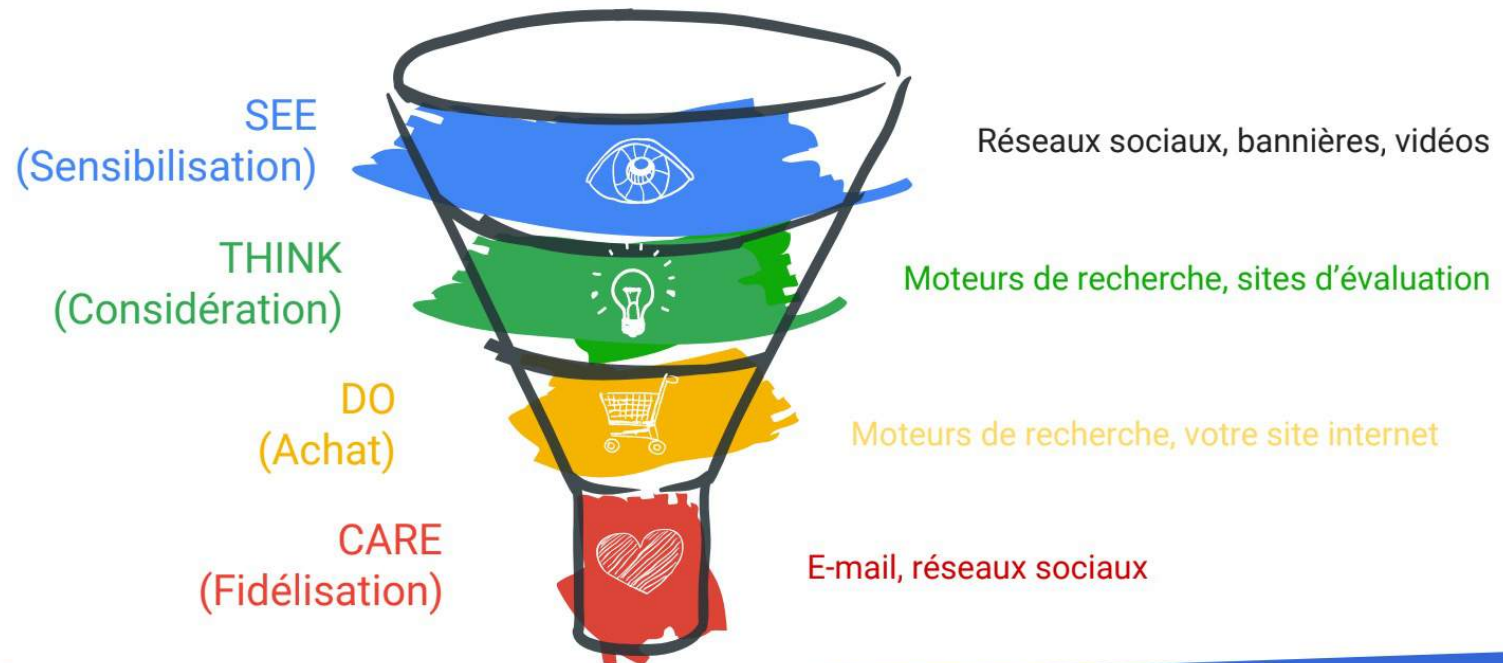


Session 3 :

1. Components of marketing communication

2.3. Channels/objective

Trouver ses clients en ligne: les bons canaux par phase



Google Atelier Digital

Session 3 :

1. Components of marketing communication

Objectives 2018 - 2022

INCREASE CUSTOMER BASE

2018

**INCREASE
AWARENESS**

2020

**CHANGE IMAGE /
DRIVE
CONSIDERATION**

2022

**CREATE BROKER
REFLEX**



Session 3 :

1. Components of marketing communication

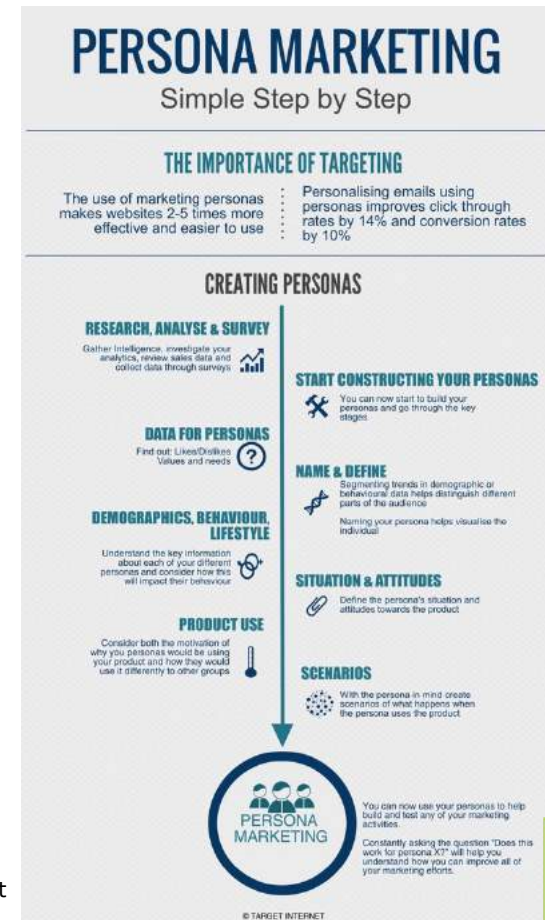


Persona Customer journey

<https://www.boardofinnovation.com/tools/customer-journey-map/>

1. **Choose a persona:** Un persona est un personnage imaginaire représentant un groupe ou segment cible dans le cadre du développement d'un nouveau produit ou service ou d'une activité marketing prise dans sa globalité. Le persona est généralement doté d'un prénom et de caractéristiques sociales et psychologiques.
2. **Design the customer journey:** la « *Customer Journey* » peut se représenter facilement sur une « *map* ». Une carte graphique qui décrit le parcours de vos utilisateurs et l'ensemble des interactions avec vos différents « touchpoints » sur le trajet de la découverte de la marque.

³Source: sproutsocial



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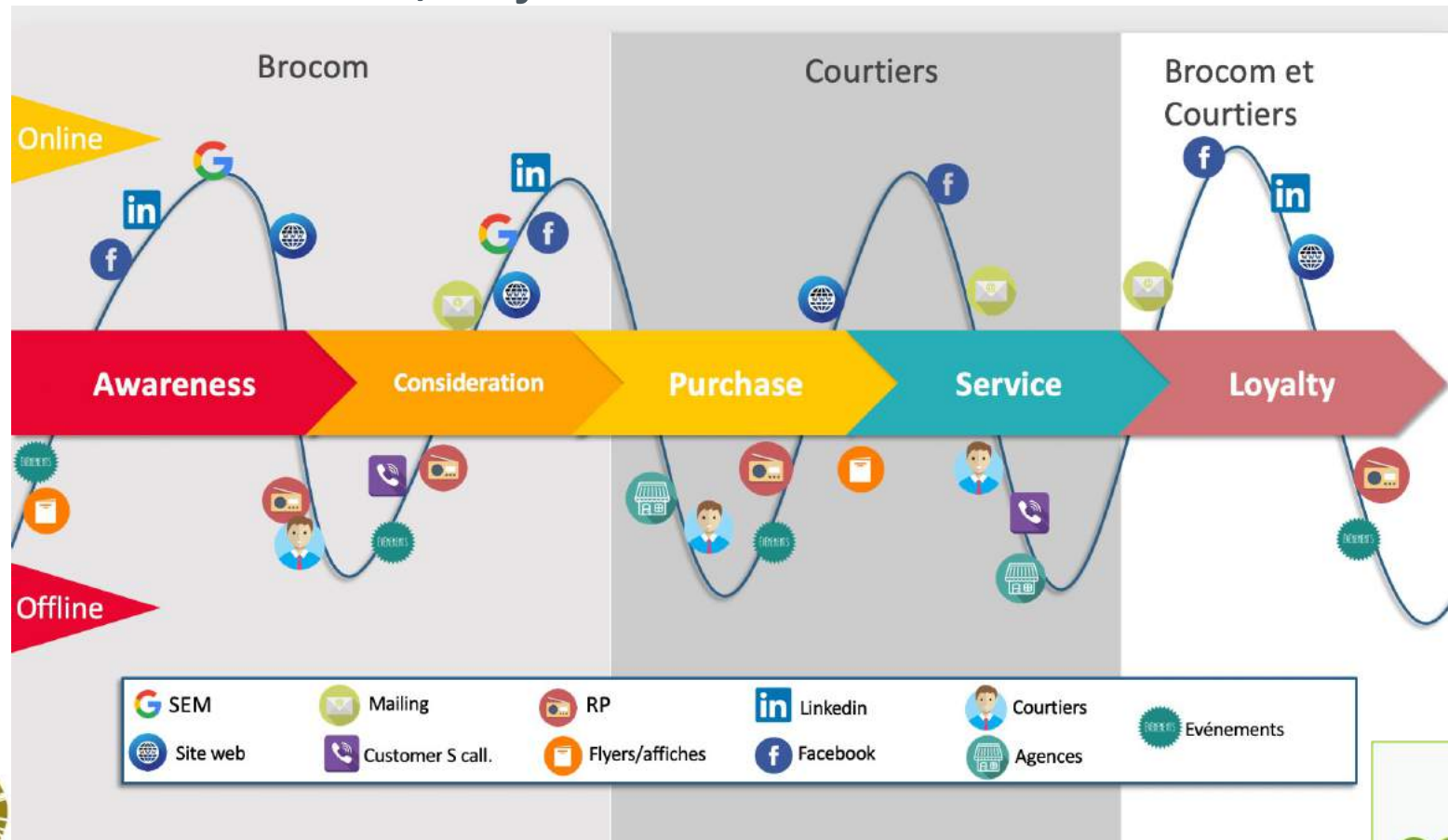
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Session 3 :

1. Components of marketing communication

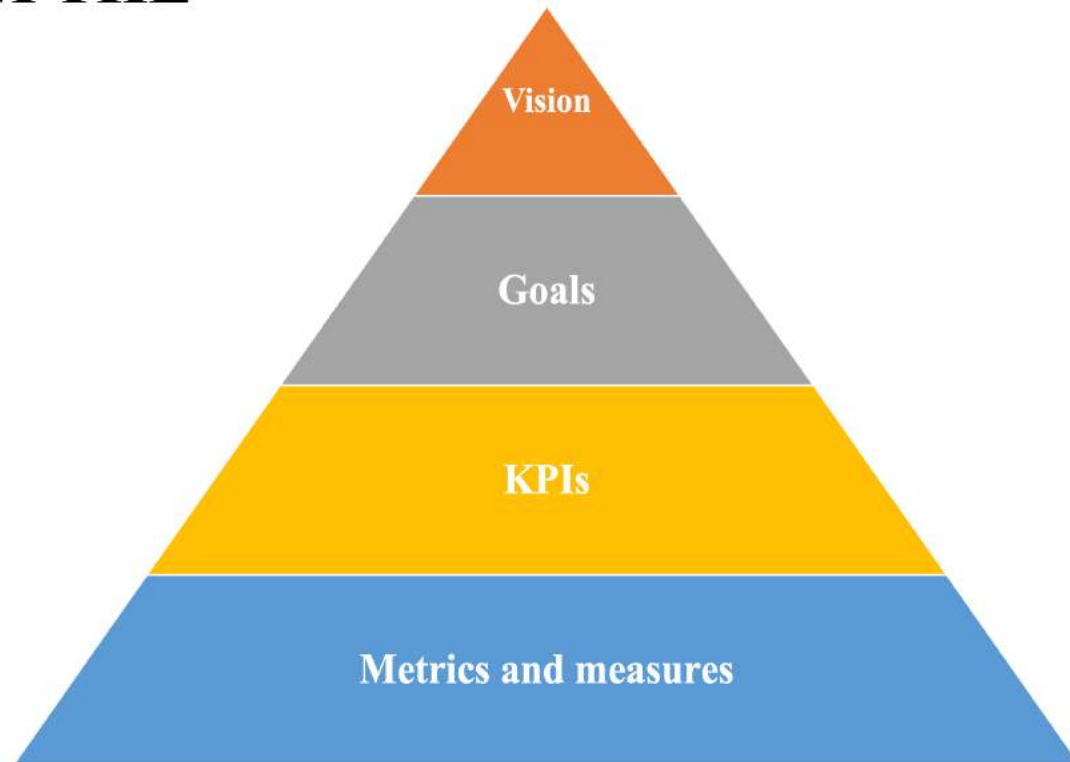
2.3. Channels/objective



Session 3 :

1. Components of marketing communication

**START FROM THE
TOP**



Session 3 :

1. Components of marketing communication



AWARENESS

- Traffic generation
- Activation or visit rate



ENGAGEMENT

- Product recommendations and offers per visit
- Conversion rate on product recommendations
- Conversion rate on product offers
- Length of visit



TRIAL

- Product tried per visit
- Conversion rate on product trial



CONVERSION

- Cross-channel conversion rate
- Cross-channel basket rate



LOYALTY

- Advocacy
- Lifetime customer value
- Revisit rate
- Revisit frequency

Google Ad Spend

490

Social Ad Spend

2.752

Email Contacts

165k

Email Subscribers

42k

Bounce Rate

24%

Email Open Rate

19%

Followers / Subs by Platform

Facebook (FB)	60.770
Instagram (IN)	81.952
Twitter (TW)	196.315
LinkedIn (LN)	34.911
YouTube (YT)	59.033

Sales by Platform

Website	3.406
Email	2.749
Facebook (FB)	3.027
Instagram (IN)	2.360
Twitter (TW)	1.589
LinkedIn (LN)	2.181
YouTube (YT)	2.084
Total	17.396



Session 3 :

1. Components of marketing communication



questions?



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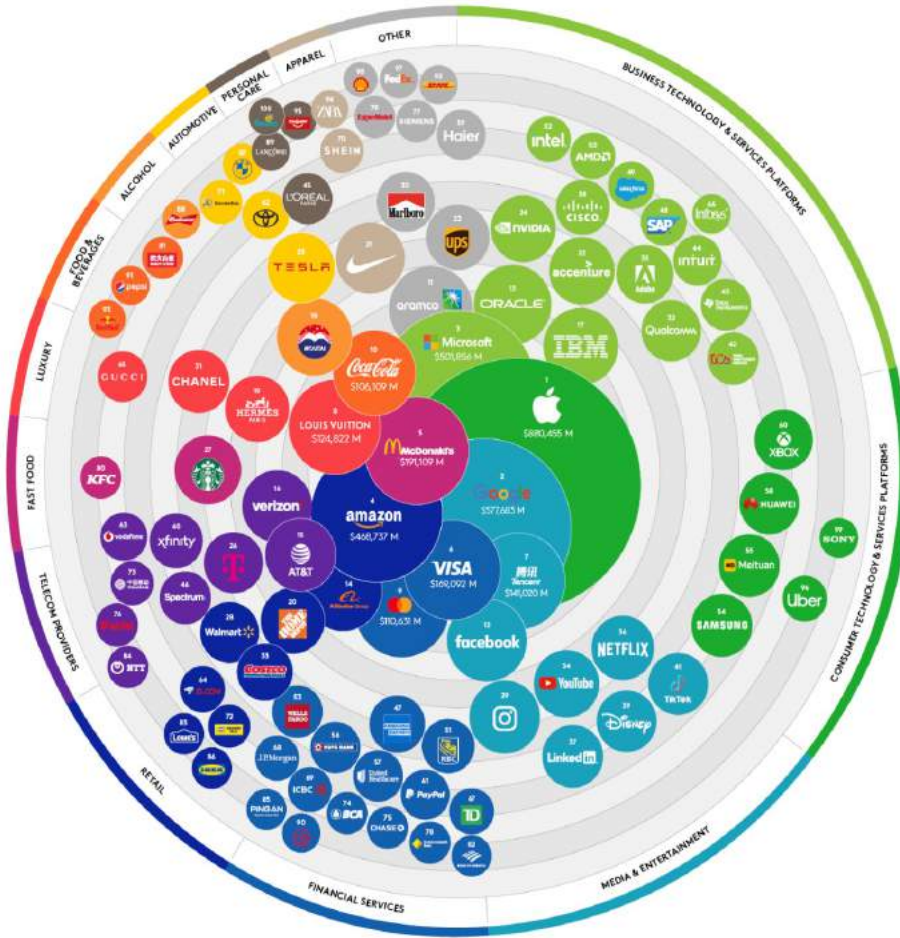
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Session 3 :

2. Advertising

1. Advertising





2023 MOST VALUABLE GLOBAL BRANDS

BRAND	BRAND VALUE (US\$M)	BRAND	BRAND VALUE (US\$M)
1 APPLE	880,455	11 RBC	33,744
2 GOOGLE	577,683	12 INTEL	33,253
3 MICROSOFT	501,856	13 WELLS FARGO	32,466
4 AMAZON	468,737	14 SAMSUNG	32,205
5 MCDONALD'S	191,109	15 MEITIAN	32,029
6 VISA	169,092	16 HDFC BANK	31,199
7 TENCENT	141,020	17 UNITEDHEALTHCARE	30,938
8 LOUIS VUITTON	124,822	18 HUAWEI	30,847
9 MASTERCARD	110,631	19 HAIER	30,485
10 COCA-COLA	106,109	20 XBOX	30,404
11 ARAMCO	105,800	21 PAYCOM	30,296
12 FACEBOOK	93,004	22 TOYOTA	28,513
13 ORACLE	91,992	23 VODAFONE	27,030
14 ALIBABA	91,898	24 JD	26,401
15 AT&T	88,999	25 GUCCI	26,306
16 VERIZON	88,976	26 INFOSYS	26,156
17 IBM	87,662	27 TD	25,969
18 MOUTAI	87,524	28 J.P. MORGAN	25,429
19 HERMES	76,299	29 ICBC	25,419
20 THE HOME DEPOT	74,954	30 SHEIN	24,250
21 NIKE	74,890	31 MERCEDES-BENZ	23,978
22 ACCENTURE	73,640	32 MERCADO LIBRE	23,241
23 UPS	73,598	33 CHINA MOBILE	23,231
24 NVIDIA	72,695	34 BCA	22,684
25 TESLA	67,662	35 CHASE	22,435
26 TELEKOM/T-MOBILE	65,103	36 AIRTEL	22,330
27 STARBUCKS	61,534	37 SIEMENS	22,167
28 WALMART	59,873	38 COMMBANK	22,069
29 INSTAGRAM	58,047	39 EXXONMOBIL	22,068
30 MARLBORO	57,576	40 KFC	22,056
31 CHANEL	55,939	41 NONGFU SPRING	21,794
32 QUALCOMM	54,013	42 BANK OF AMERICA	21,548
33 COSTCO	53,583	43 LOWE'S	21,500
34 YOUTUBE	53,007	44 NTT	21,385
35 ADOBE	51,247	45 PING AN	21,183
36 NETFLIX	49,763	46 IKEA	21,049
37 LINKEDIN	48,529	47 BMW	20,944
38 CISCO	47,171	48 BUDWEISER	19,868
39 DISNEY	46,970	49 LANGCÔME	19,400
40 XFINITY	44,354	50 AJA	19,231
41 TIKTOK	44,349	51 PEPSI	18,826
42 TATA CONSULTANCY SERVICES	41,964	52 DHL	18,723
43 TEXAS INSTRUMENTS	41,276	53 RED BULL	18,504
44 INTUIT	36,617	54 ZARA	18,395
45 L'OREAL PARIS	36,084	55 COLGATE	18,360
46 SPECTRUM	37,346	56 LIBER	18,329
47 AMERICAN EXPRESS	37,219	57 FEDEX	18,225
48 SAP	34,874	58 SHELL	17,952
49 SALESFORCE	34,709	59 SONY	17,814
50 AMD	33,796	60 PAMPERS	17,376



Despite this, brands continue to grow

2022 TOP10 MOST VALUABLE GLOBAL BRANDS

Rank 2022	Brand	Brand Value 2022 (\$m)	% Change 2022 vs 2021
1	APPLE	\$ 947,062	55%
2	GOOGLE	\$ 819,573	79%
3	AMAZON	\$ 705,646	3%
4	MICROSOFT	\$ 611,460	49%
5	TENCENT	\$ 214,023	-11%
6	MCDONALD'S	\$ 196,526	27%
7	VISA	\$ 191,032	0%
8	FACEBOOK	\$ 186,421	-18%
9	ALIBABA	\$ 169,966	-14%
10	LOUIS VUITTON ↑	\$ 124,273	64%

KANTAR BRANDZ

9



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Source: Kantar BrandZ

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Top 10 Brands

#1



#2



#3



#4



#5



#6



#7



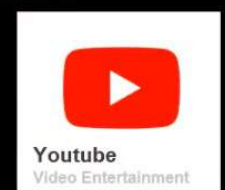
#8i



#8ii



#10



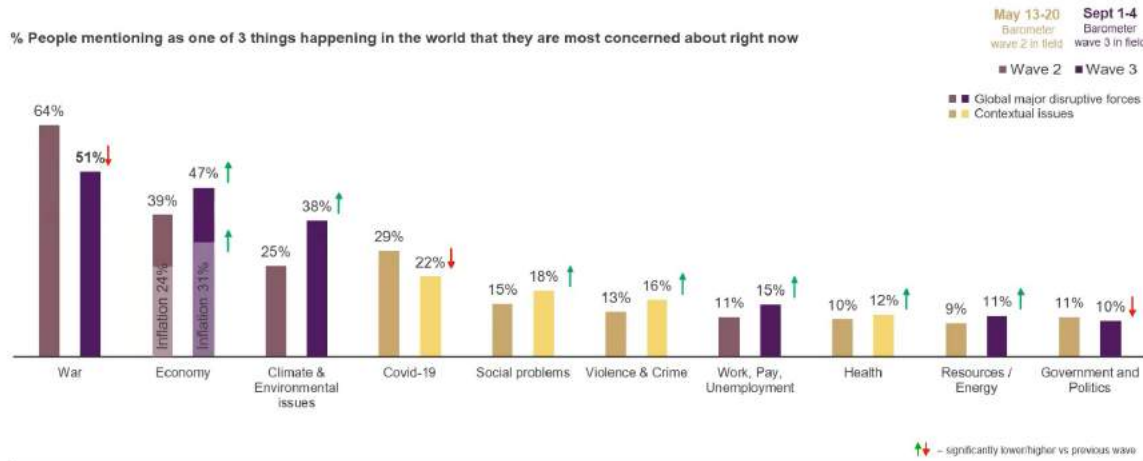
Top 30 Brands

# 11	FACEBOOK	<i>Info, News & Search</i>	# 21	LEONIDAS	<i>Chocolates & Confec.</i>
# 12	ORANGE	<i>Comms. Providers</i>	# 22	ALDI	<i>Grocery Retailers</i>
# 12	DELHAIZE	<i>Grocery Retailers</i>	# 23	LOTUS SPECULOOS	<i>Biscuits</i>
# 14	BELFIUS	<i>Banking</i>	# 24	LIDL	<i>Grocery Retailers</i>
# 15	CARREFOUR	<i>Grocery Retailers</i>	# 25	MILKA	<i>Chocolates & Confec.</i>
# 16	KBC	<i>Banking</i>	# 26	ARGENTA	<i>Banking</i>
# 17	BOL.COM	<i>General Retailers</i>	# 27	LEFFE	<i>Beers</i>
# 18	BNL BNP PARIBAS	<i>Banking</i>	# 28	ACTION	<i>General Retailers</i>
# 19	KINDER	<i>Chocolates & Confec.</i>	# 29	FERRERO	<i>Chocolates & Confec.</i>
# 20	QUICK	<i>Fast Food</i>	# 30i	PRINCE	<i>Biscuits</i>
			# 30ii	BURGER KING	<i>Fast Food</i>



Kantar Global Issues Barometer:
In September, the war is much less dominant, although it remains the leading concern.
Economy and Inflation have gained importance.

% People mentioning as one of 3 things happening in the world that they are most concerned about right now



KANTAR

Q4 Can you name 3 things happening in the world that you are most concerned about right now? Open Ended
 Base: Wave 3 Total

8



SUSTAINABILITY

Showing up where it matters and differentiating where possible



PRICING POWER

Justifying your price with positive perceptions



MEANINGFUL

Making life a little better, easily, everyday



DIFFERENT

Reducing the risk of being substituted



SALIENT

Reminding consumers of your presence



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Source: Kantar BrandZ

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 **Most Meaningful**

 **Most Different**

 **Most Salient**



2022
STRONGEST
BELGIAN BRANDS





Top 10 Risers

1. Google
2. Burger King
3. Local chocolate shops
4. Disney +
5. Bol.com
6. KFC
7. Kinder
8. Zalando
9. Kruidvat
10. Merci



97%

of people are prepared to take action to live a more sustainable lifestyle



But, sustainability products come at a premium and get in the way of mass adoption



68%

believe that products that are better for the environment and society are more expensive



65%

want to do more to be more mindful of the planet and the environment, but their increased cost of living prevents them from doing so



Purpose expectations shift to two priorities

Planet

#1

The **climate crisis** is now acknowledged globally as the most important issue we face

68%

of people think the **world is going in the wrong direction**, at a global level

3/4

people think we are living in an **environmental crisis**, at a global level



Personal

BUT people are also reporting feeling the effects of crisis within their day-to-day lives.

1 in 3

report being **personally affected by at least one crisis**, on an everyday level

1 in 2

of those personally affected by crisis feel it **impacts them in a multitude of ways**

Interestingly, or more crucially,

Economic Crisis on a personal level is being ranked as the #1 concern

for people we spoke to, above health crisis; societal crisis; environmental crisis; and political crisis. Above everything.

1 in 3

agree that brands should **satisfy their individual needs first** before taking a wider role in society

What does it mean to be meaningful in 2023?

Welcome to the “Me-economy,” where purpose gets personal

We’re moving into an era where the world’s biggest problems are being felt on a much more individual level. Meanwhile, as life gets more challenging, people are looking to brands to enhance their lives in both practical and emotional ways.

Today’s Meaningful Brands™ help planet and people - while also enhancing the everyday.

Overall, the
**Top 2023
Meaningful
Brands™ deliver
on the “me”**
as well as the wider
world issues

71%

of people believe that companies and brands should be doing more to improve and support my health and well-being



Today's most Meaningful Brands™ perform

+49%

better on delivering personal benefits compared to the average brand



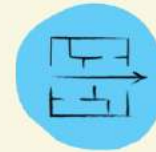
“Help me express myself as an individual”



“Help me feel energized and alive”



“Give me a sense of happiness”



“Help me simplify my life”



“Help me save time and money”

Session 3 :

2. Advertising

1. Advertising

Mass communication made in mass media, **necessarily subjective**, designed to support a **sender, clearly identified**.

This sender offers a contribution of any form (money or other) in exchange for his promotional message to be embedded in dedicated areas, external to editorial contents.

The message is as such made **accessible to the audience** of the media considered.

Session 3 :

2. Advertising

Forms of Communication

Persuasive and informative advertising: convincing with rational arguments

Projective or integrative advertising: highlighting the belonging to a group or the possibility of belonging to a new social group

Mechanistic advertising: mechanical repetition of the message, the customer consumed by habit

Suggestive advertising: psychological approach of the target, we are going to play on the mechanisms of the unconscious and the influence of the image on our senses (Pleasure, dream or fantasy, identification,....)

And Meaningful advertising...



Session 3 :

2. Advertising projective & integrative



Comment le roi des promotions néerlandais a conquis le cœur des Belges

Silver Effie

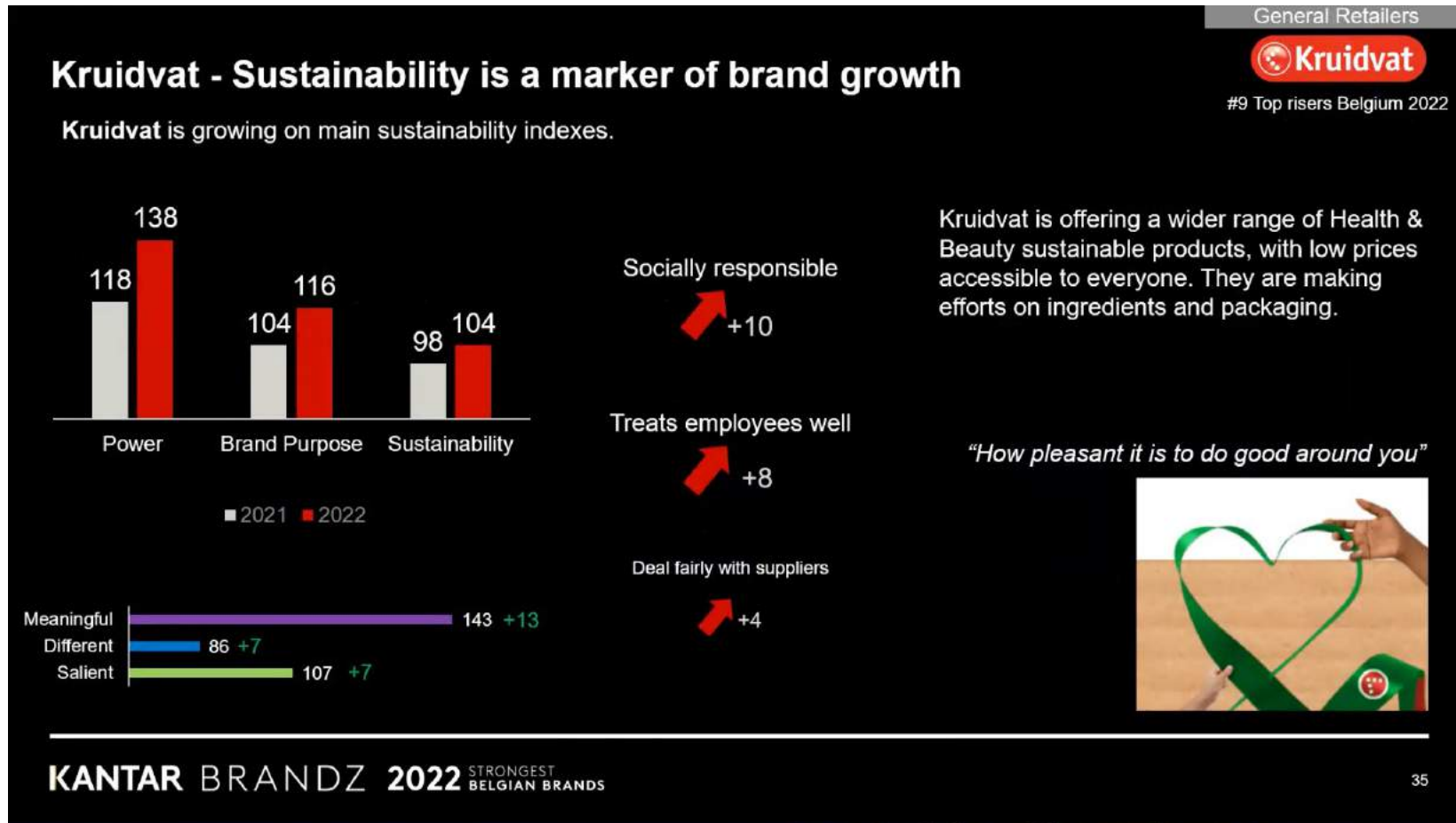
Kruidvat - DDB Brussels
+ DDB Amsterdam, Eigen Fabrikaat, UM & Mindshare

Campagne de marque/d'Image



Session 3 :

2. Advertising projective & integrative



Session 3 :

2. Advertising mechanistic



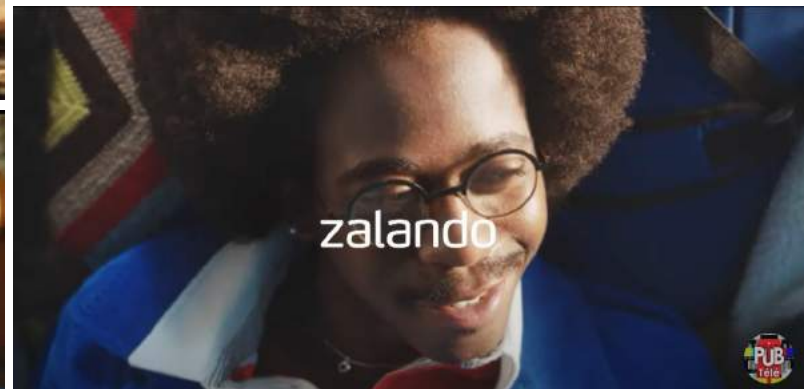
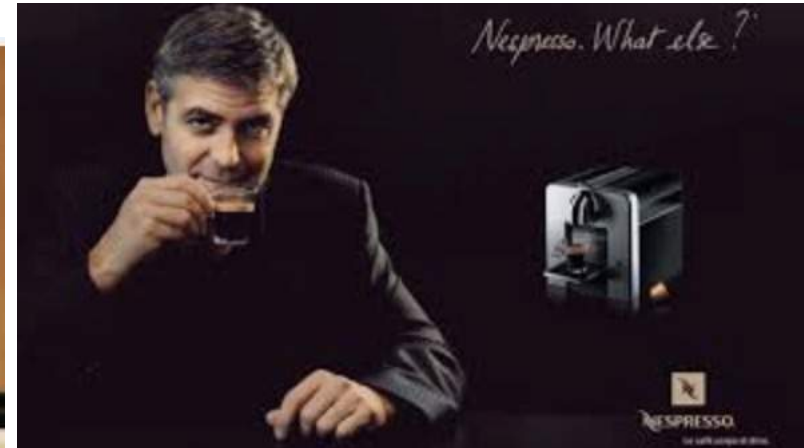
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Session 3 :

2. Advertising suggestive



Session 3 :

2. Advertising persuasive & informative

ALDI.BE ALDI Testé L'ÉTUDES DES TESTS MAGASINS

QUALITÉ PROUVÉE

LES PRODUITS ALDI SONT AUSSI BONS QUE LES GRANDES MARQUES. ILS SONT SEULEMENT MOINS CHERS.

REGALO® ketchup 500 ml 0.69

HEINZ CLASSIC® ketchup

Score général

LITTLE LION, LITTLE PRICE!
A RANGE OF QUALITY PRODUCTS, ALWAYS AT LOW PRICE.

Little Lions

Gold Effie

Delhaize - TBWA
+ MindShare & BrandBloxx

N'ÉCONOMISEZ PAS SUR LA QUALITÉ. SEULEMENT SUR LE PRIX.

Lidl

14.99

14.76

DEPUIS 25 ANS NOS MARQUES DE QUALITÉ DEPUIS 25 ANS

TOUT POUR

Le prix, c'est nous.



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QRdXY5l

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Session 3 :

2. Advertising persuasive & informative



Delhaize fermés : le personnel en grève s'inquiète de la franchise de 128 magasins



[Analyse] Le positionnement de la marque Delhaize en prend un coup
Food | 16 Novembre, 2023



Les franchisés Delhaize sont confrontés à une mission difficile : les troubles sociaux ont endommagé la marque en termes de différenciation, d'identité de marque et de perception du rapport qualité-prix, une analyse de WPP Belgium.

Onze promofolder heb je nu overal binnen handbereik! Check hem waar en wanneer je wil online of in je My Delhaize app.

Check onze promofolder online of in je My Delhaize app



DELHAIZE 25-10-2023 : PAS DE REMARQUES

Adverteerder / Annonceur: DELHAIZE
Product-Dienst / Produit-Service: Deals van Dealhaize / Deals de Dealhaize
Media / Média: Radio
Beschrijving van de reclame / Description de la publicité



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Session 3 :

2. Advertising persuasive & informative



Session 3 :

2. Advertising meaningful



Decathlon devient nolhtaced

Silver Effie + Special Mention of Excellence in CommToZero



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ECOLE DE COMMUNICATION

Session 3 :

2. Advertising

Forms of Communication

- Unilateral communication and subjective (\neq untrue or unfair) sometimes comparative.
- Sender(s) **identified** as such (except teasing) in mass media
- **Define your USP (Unique Selling Proposition)**
- Investments are decreasing but weight in media mix remains important/relevant

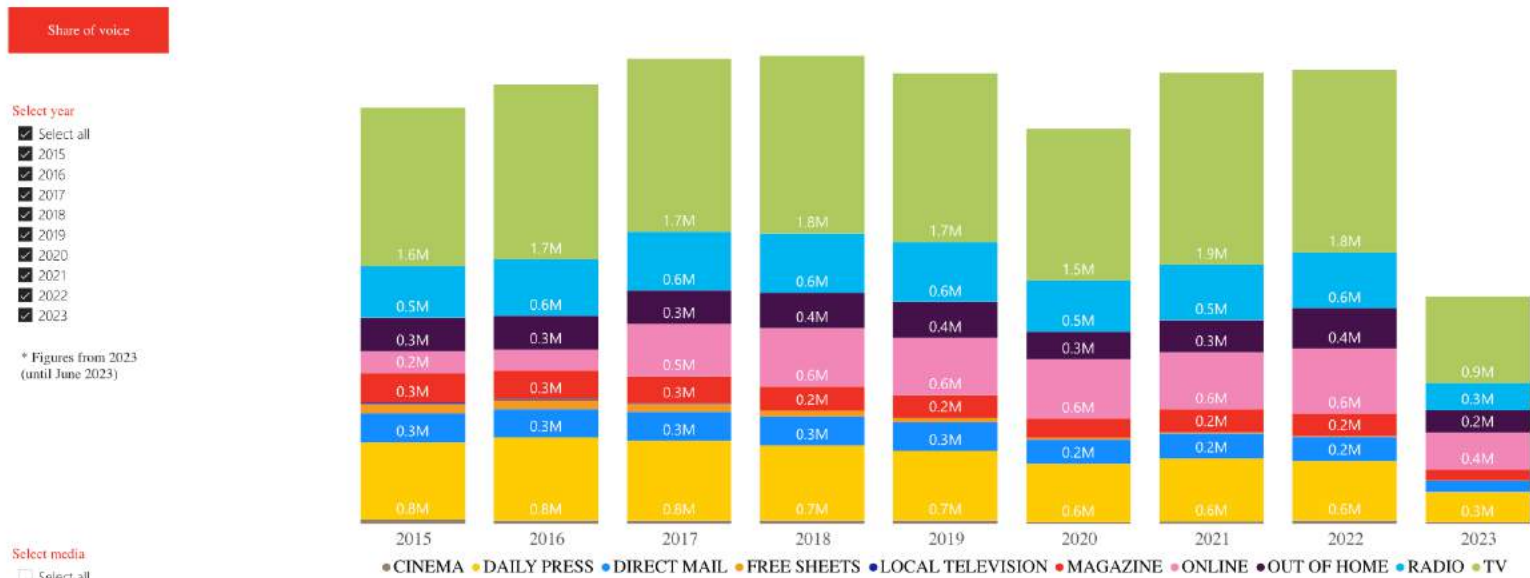


Session 3 :

2. Advertising

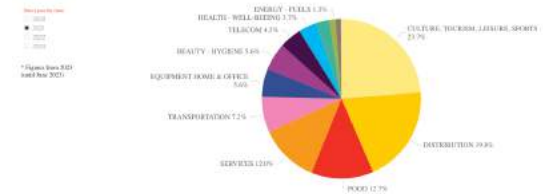
Forms of Communication

1. Evolution of gross media investment 2015 - 2023



En 2022, un montant brut de 3,8 milliards d'euros a été dépensé en publicités dans les médias en Belgique. Environ la moitié de cette somme a été consacrée à des points de contact digitaux.

3. Gross media spend per economic group



Session 3

2. Advertising pretests & posttests

Pretests & Posttests

Objective = directly or indirectly support company activities
= create or improve brand awareness, brand beliefs, brand image, ... & impact engagement and preferences

PURPOSE:

To measure the reaction of members of the intended audience to the concepts and messages of materials, before final production.

3 MEANINGS:

Pretest – of a questionnaire before implementation

Pretest-posttest – before/after measure

Pretest – of communication material



Session 3


2. Advertising pretest

3. Approche méthodologique

- Une étude qualitative, complétée par une phase quantitative pour confronter les findings à un plus grand échantillon de personnes et tester des optimisations
 - Afin de comprendre les moteurs derrière les décisions ou évaluations, les motivations rationnelles autant qu'émotionnelles.
 - Pour permettre de dégager et approfondir les insights clefs (valider/ invalider les hypothèses) et surtout de travailler sur les attentes et leviers d'action concrets à mettre en place.




PHASE 1 :
L'ethno
perso



PHASE 2 :
discussions
de groupe
en ligne



PHASE 3 :
confrontations
des findings au
réel dans une
phase quanti



Avec mix de phases :

- individuelles
- discussion/ échanges
- sélection/ choix



Session 3

2. Advertising pretest

4. Profils & quotas – phase quali: le panel



Sur base des objectifs d'étude, nous avons rencontré les profils suivants :



N = 3 groupes en ligne





2h30



I = 6 répondants/groupe

- **Tous sont responsables ou coresponsables de la gestion des assurances** au sein de leur ménage et contact avec l'assureur et/ ou le courtier.
- **Tous sont détenteurs d'un bon mix d'assurances** : 60% en IARD - 40% en VIE (cf. : solde restant dû, habitation, voiture, hospitalisation, plan pension, assurance responsabilité civile, assurance décès, vol, ...)
- N = 3 ayant des contrats via un courtier/ N = 3 ayant des contrats d'assurances en direct avec l'assureur (mix en termes produits et compagnies)

Critères linguistiques et de ville	<ul style="list-style-type: none"> • N = 1 groupe auprès de Bruxellois • N = 1 groupe auprès de Wallons • N = 1 groupe auprès de Flamands 	 
Par groupe :		
Critères de sexe par groupe	<ul style="list-style-type: none"> • N = 3 hommes • N = 3 femmes 	
Critères d'âge	<ul style="list-style-type: none"> • N = 3 entre 25-35 ans • N = 3 entre 36-45 ans 	
Bon mix en termes de situation de vie (single/ <u>prefamily</u> / avec enfants) & professionnelle (tous actifs dont un indépendant par groupe) Catégorie sociale élevée A, B, C1 (veuillez avoir un bon mix par ville)		

6



Session 3

2. Advertising pretest

Piste 1 : Wat als/ Et si...

Et si... Assurance heb plaatsnat
J'en parle à mon courtier, c'est son métier.

Et si... Nouvelle mobilité z
J'en parle à mon courtier, c'est son métier.

Et si... Assurance habitation
J'en parle à mon courtier, c'est son métier.

Wat als... Hospitaliteit verzekerings
Even checken met m'n verzekeringsmakelaar, 't is zijn vak.

Wat als... Wonen verzekering
Even checken met m'n verzekeringsmakelaar, 't is zijn vak.

Wat als... Nieuwe mobiliteit
Even checken met m'n verzekeringsmakelaar, 't is zijn vak.

Piste 2 : Close calls

Er oeskniet met heel veel.
Even checken met m'n verzekeringsmakelaar, 't is zijn vak.

Ik heb die goet engelbewaarder.
Even checken met m'n verzekeringsmakelaar, 't is zijn vak.

Het geluk ligt in een klein hoekje.
Even checken met m'n verzekeringsmakelaar, 't is zijn vak.

Je vindt hem op makelaarinverzekeringen.be

Je vindt hem op makelaarinverzekeringen.be

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Je vindt hem op makelaarinverzekeringen.be

Je vindt hem op makelaarinverzekeringen.be

Je vindt hem op makelaarinverzekeringen.be

Piste 3 : Le monde change/De wereld verandert

La pension change.
Suis-je bien assuré ?
J'en parle à mon courtier, c'est son métier.

La mobilité change.
Suis-je bien assuré ?
J'en parle à mon courtier, c'est son métier.

Le climat change.
Suis-je bien assuré ?
J'en parle à mon courtier, c'est son métier.

Er oeskniet met heel veel.
Even checken met m'n verzekeringsmakelaar, 't is zijn vak.

Ik heb die goet engelbewaarder.
Even checken met m'n verzekeringsmakelaar, 't is zijn vak.

Het geluk ligt in een klein hoekje.
Even checken met m'n verzekeringsmakelaar, 't is zijn vak.

Je vindt hem op makelaarinverzekeringen.be

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Je vindt hem op makelaarinverzekeringen.be

Je vindt hem op makelaarinverzekeringen.be



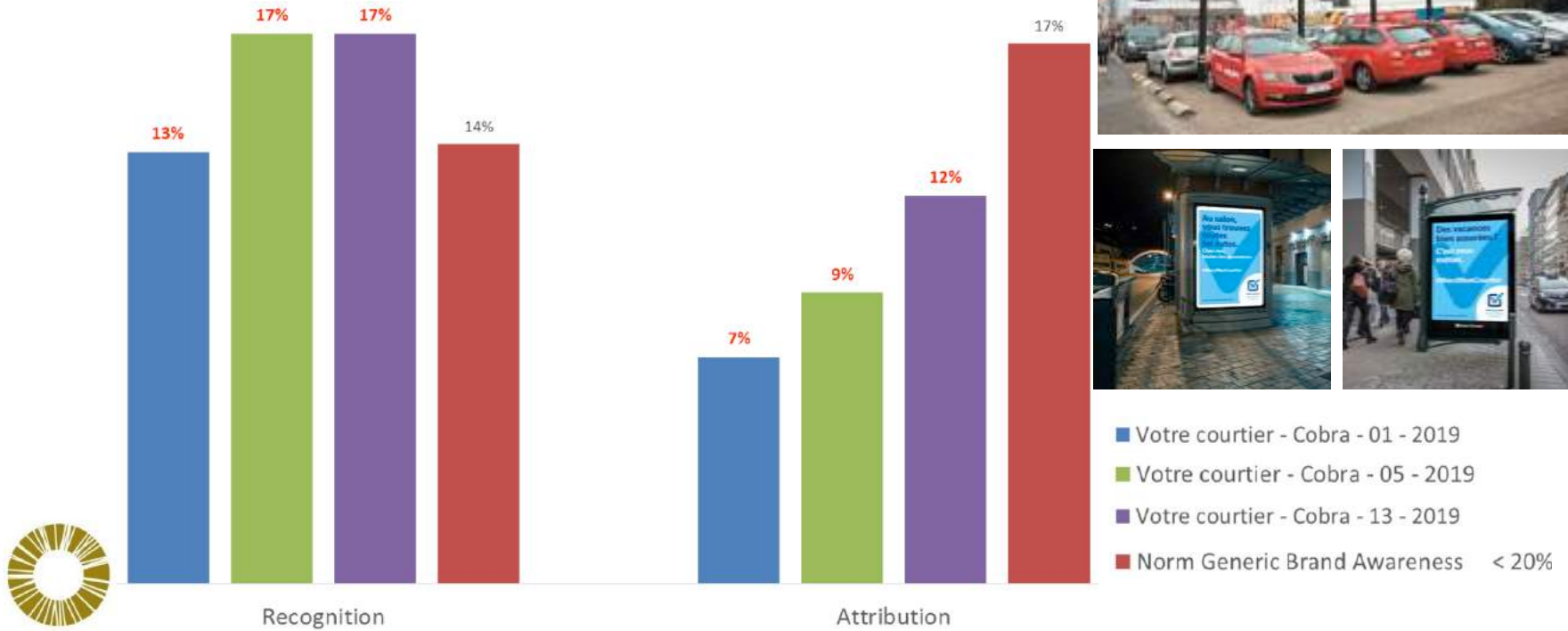
✓ Les temps changent, le courtier s'adapte



Session 3

2. Advertising post test

OUTDOOR | RESULTS POST TEST



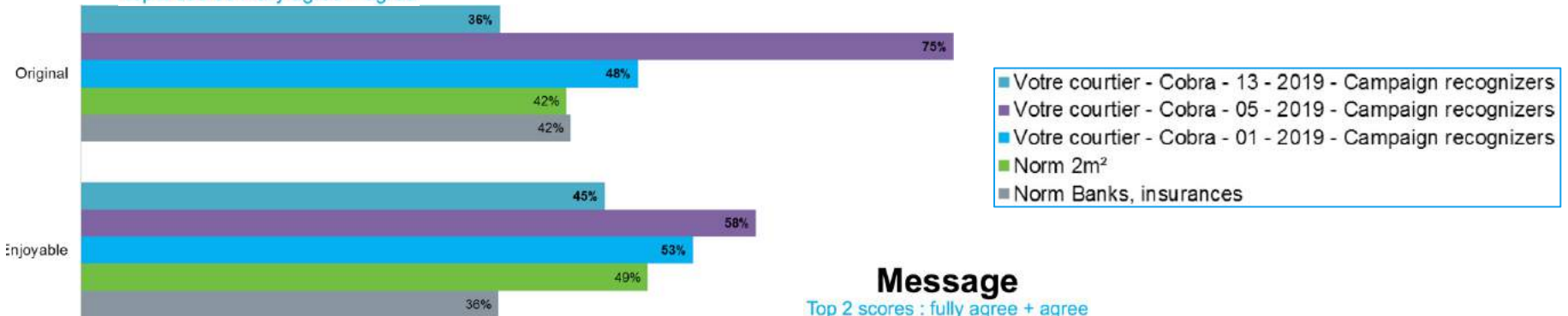
Session 3

2. Advertising post test

OUTDOOR | RESULTS POST TEST

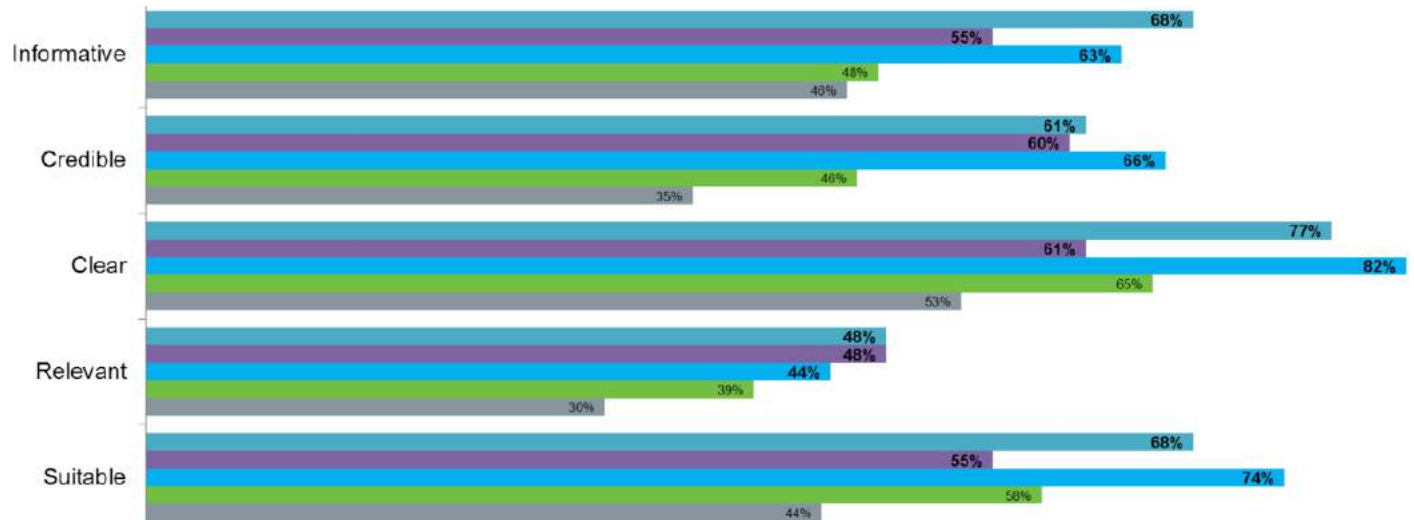
Creation

Top 2 scores : fully agree + agree



Message

Top 2 scores : fully agree + agree



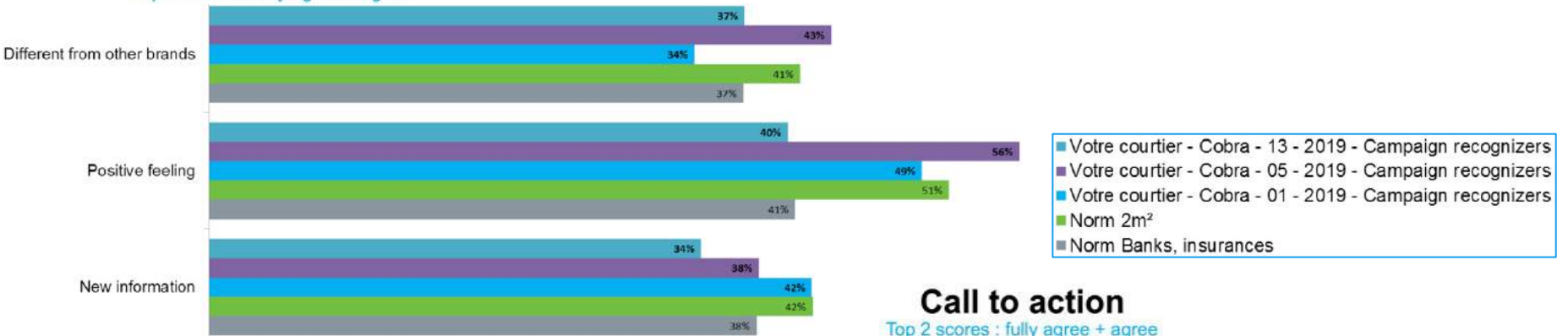
Session 3

2. Advertising post test

OUTDOOR | RESULTS POST TEST

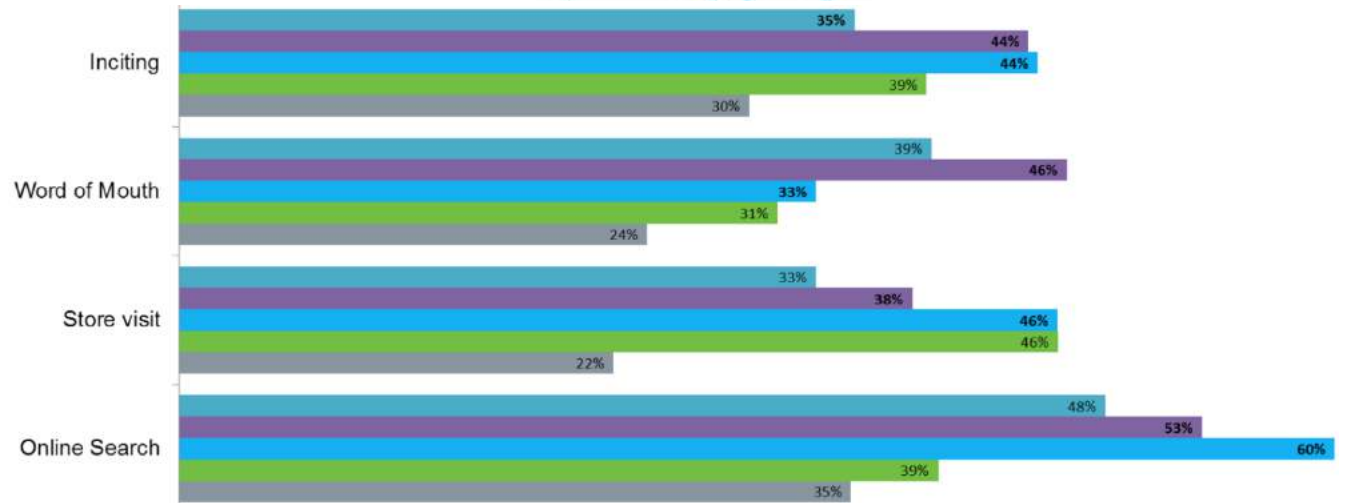
Brand image

Top 2 scores : fully agree + agree



Call to action

Top 2 scores : fully agree + agree

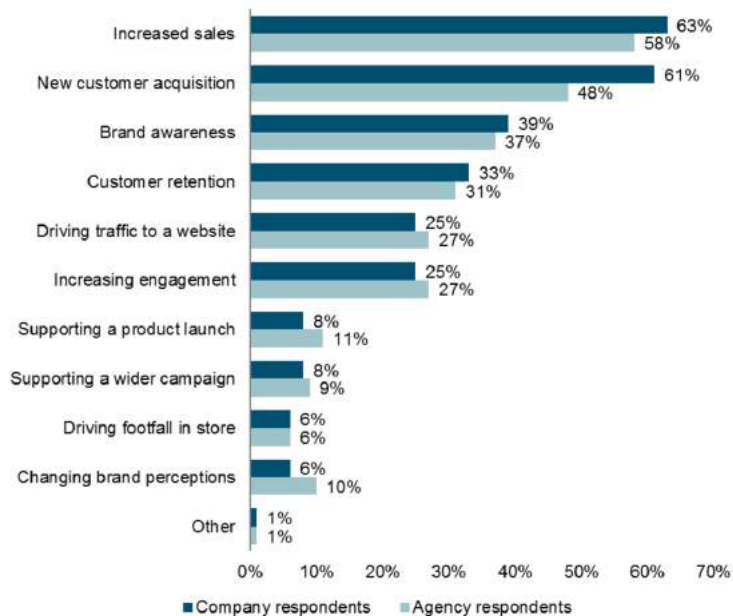


Session 3

2. Advertising KPI's

- KPI's:
different according to objectives & marketing funnel

Figure 3: Thinking about your advertising campaigns, which of the following are the most important objectives for your advertising?



Company respondents: 1,050
Agency respondents: 940



Awareness: spontaneous, aided, top of mind

Consideration: likes, ambassadors, shares,

Performance:

Performance: #sales, Sales Revenue

Cost Per Lead, Customer Lifetime Value

ROI

Traffic-to-Lead Ratio (New Contact Rate)

Lead-to-Customer Ratio

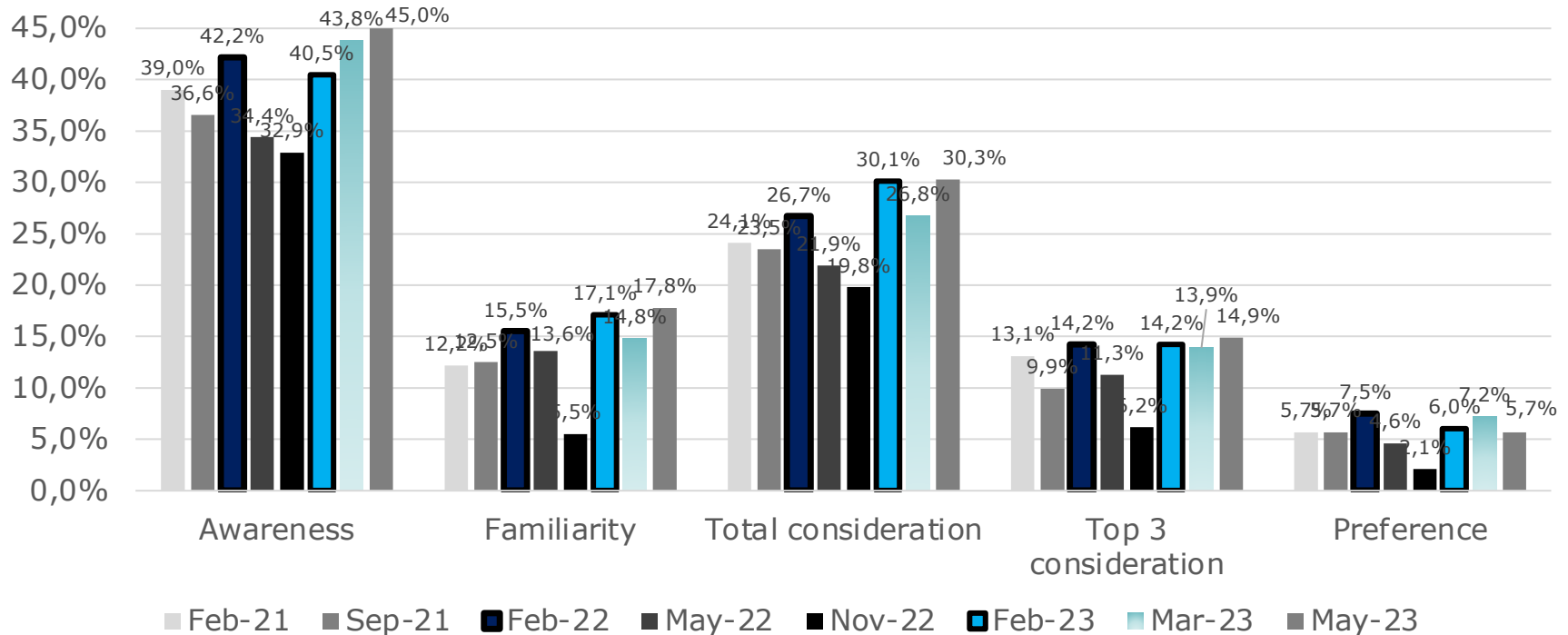
Landing Page Conversion Rates

Organic Traffic

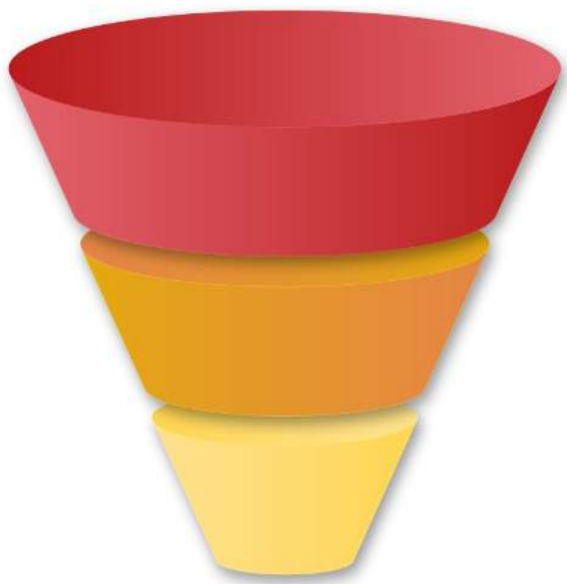
Social Media Traffic (and Conversion Rates)

Mobile Traffic, Leads and Conversion Rates

Classic TV is the best performing media to increase all brand KPIs.



Key Performance Indicators



<p>■ Acquisition : Visits</p> <p>0.2 ↓ -13.9%</p>	↓	<p>325,610 ↑ 36.8% from previous 367 days</p>
<p>■ Engagement : Engaged visits*</p> <p>1.23 ↑ 78.5%</p>	↓	<p>66,352 ↑ 17.8% from previous 367 days</p>
<p>■ Conversions : Broker Search**</p>		<p>52,874 ↑ 43.9% from previous 367 days</p>

Session 3 :

2. Advertising content

Content : storytelling

Sharing knowledge and experience through a story and episode to deliver a complicated idea, concept and causal relation (Sole and Wilson, 1999)

- evokes and manages tension
- story that relies on dramatic intensity (conflict btw subjective expectations and cruel reality) solved by determination and willpower”
- creates (emotional) fellowship (empathy)
- encompasses a place (with symbolic values) and an experience

Session 3 :

2. Advertising content

ORDER FROM MCDONALD'S.

We never thought we'd be asking you to do this. Just like we never thought we'd be encouraging you to order from KFC, Quick, O'Tacos, Domino's Pizza, Subway, Eat Sushi, Pizza Del Arte, Hippopotamus, Pitaya, Sushi Shop, Big Fernand, Mamma Primi, Chez Michel, Le Bistrot Basque, Café Kokomo, Yima... or any of the other independent food outlets, too numerous to mention here. In short, from any of our sister food chains (fast or not so fast).

We never thought we'd be asking you to do this, but restaurants employing thousands of staff really need your support at the moment.

So, if you want to help, keep treating yourself to tasty meals through home delivery, takeaway or drive through. Getting a Whopper is always best, but ordering a Big Mac is also not such a bad thing.



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Session 3:

2. Advertising: content

Content : advertising, native or editorial?

- **Content advertising** is the process of producing **content** with the intention of promoting that **content** through paid distribution channels. This can include paid social, sponsored placements, and any other type of paid promotional opportunities.
- **Native advertising** is a type of **advertising**, mostly online, that matches the form and function of the platform upon which it appears. ... Instead of embedded **marketing's** technique of placing the product within the **content**, in **native marketing** the product and **content** are merged.
- **Editorial content** that contributes to the positioning of the brand, demonstrates expertise and expands exposition (earned media).



Source : Pera, Viglia &Furlan, 2016

Session 3

2. Advertising content

Emotions drive the effectiveness of viral ads

SPREADING THE VIRUS: EMOTIONAL TONE OF VIRAL ADVERTISING AND ITS EFFECT ON FORWARDING INTENTIONS AND ATTITUDES

Petya Eckler and Paul Bolls

ABSTRACT: Viral advertising has attracted advertisers in recent years, yet little is known about how exactly it works from an information processing perspective. This study extends knowledge by exploring how the emotional tone (pleasant, unpleasant, coactive) of viral video ads affects attitude toward the ad, attitude toward the brand, and forwarding intentions. Results indicate that pleasant emotional tone elicits the strongest attitude toward the ad, attitude toward the brand, and intention to forward. The effects were weaker for coactive tone and weakest for negative emotional tone. These results challenge the common approach of shocking or scaring online users to motivate them to forward a viral video.

<https://www.youtube.com/watch?v=Sz14OF-p1Cw>

Session 3 :

2. Advertising content: les influenceurs

QU'EST-CE QU'UN INFLUENCEUR ?



Avec le développement des blogs et des réseaux sociaux, certaines personnes ont réussi à se faire connaître, à être appréciées par les internautes et à créer une communauté. Ces personnes sont appelées des influenceurs. Zoom sur ces influenceurs qui font la pluie et le beau temps du Web.

Au cours de ces derniers mois, un Belge sur trois a acheté un produit suite à la promotion d'un influenceur sur les réseaux sociaux. Une tendance qui ne cesse de croître en Belgique ! Les influenceurs ont donc bel et bien une influence commerciale importante sur les jeunes. Mais alors qui sont les influenceurs belges les plus influents de nos jours ? Findly vous dit tout !

2 – Aurélie Van daelen – 849k followers



Notre créatrice de contenu lifestyle est devenue une véritable star pour sa communauté. Mais aussi pour les marques qui s'empressent de collaborer avec elle. On peut en citer quelques-unes telles que Yves Saint Laurent, Coco Chanel, Tommy jeans, Nike, Dior, Givenchy, le magazine Vogue font partie de son carnet d'adresse.



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Session 3 :

2. Advertising content



makeup.com
BY L'ORÉAL



HAIR STYLING

8 Braided Hairstyles to Try This Fall

15 HOURS AGO



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Session 3 :

2. Advertising



questions?



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Session 4

3. Sponsoring



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Session 3

3. Sponsoring

Sponsoring

When an organization **finances totally or in part** « activities/events/person » in exchange with the right to be associate with the later activities/events/person

The objective is for the organization, its brand or offer (products or services) to be **put forward while being associated** with the positive image of the events/activities/person.



Session 3 :

3. Sponsoring



▲ Seule la couleur change, la Jupiler Red n'est pas fruitée, le goût de la pils reste inchangé © BELGAPLUS

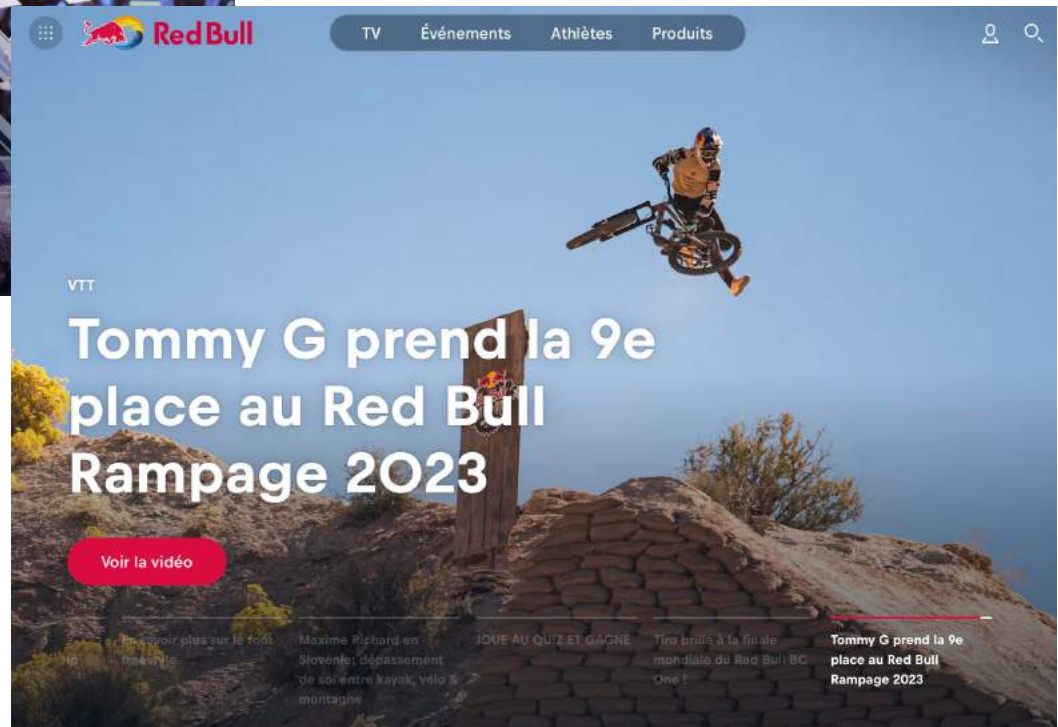
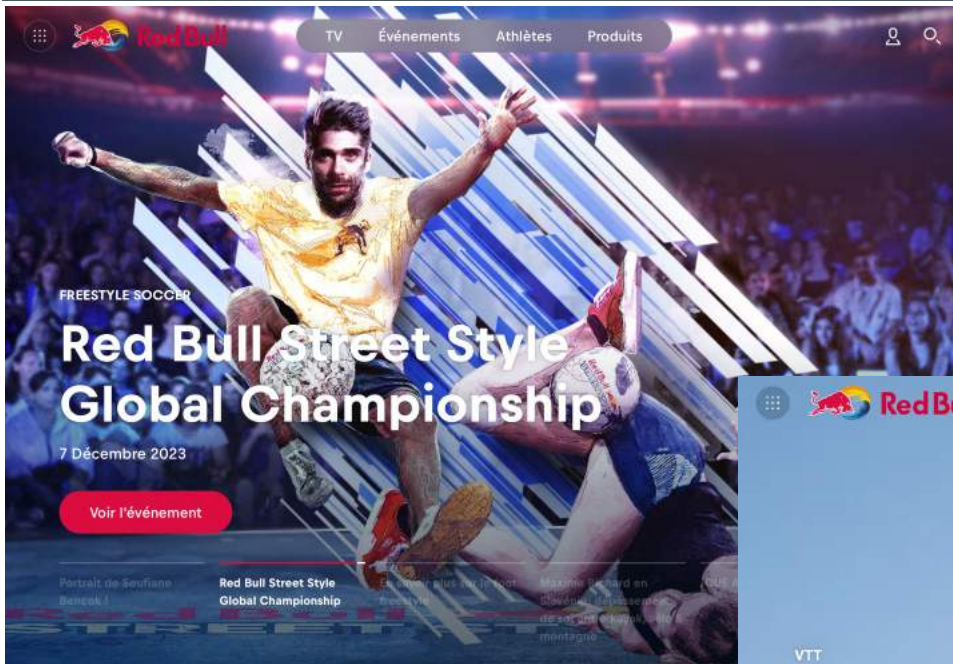
Une Jupiler rouge pour soutenir les Diables

La Jupiler Red, une bière à la robe rouge en édition limitée, sera distribuée dès la mi-mai et pendant deux mois, dans les magasins et l'horeca, à l'occasion de l'Euro de football, a annoncé jeudi AB InBev.



Session 3

3. Sponsoring



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Session 3

3. Sponsoring

Primary objectives:

- ❑ Awareness and preferences
 - ❑ Increase awareness
 - ❑ Offer a positive, original and differentiating image of the company (brand, product, services)
 - ❑ Develop, strengthen or change the company's image (brand, product, services) through specific associations.
 - ❑ Positive emotional associations (pleasure, positive mood);
 - ❑ Positive cognitive associations (quality);
 - ❑ Reinforce values



Session 3

3. Sponsoring

Secondary objectives:

- ❑ Activation
 - ❑ Increase sales volumes
 - ❑ Specific targets
 - ❑ On current or new markets
 - ❑ Support sales forces
 - ❑ Ease relationships with retailers
 - ❑ Ease relationship with clients (B2B & B2C)
 - ❑ Create a positive experience

Indirect objective

- ❑ Strengthen employees involvement in the organization's project
- ❑ Support stock price/value



Session 3

3. Sponsoring

Targets

- Allows selected audiences
- B-to-B and B-to-C
 - B-to-C: Direct and indirect audiences
 - B-to-B: « hospitality marketing »

Session 3

3. Sponsoring

Mastercard a annoncé aujourd'hui le renouvellement de son partenariat avec l'UEFA Champions League pour les saisons 2021-2024, prolongeant ainsi une relation nouée en 1994. Ce partenariat inclut également les droits de **sponsoring** de l'UEFA Super Cup en 2021, 2022 et 2023. 19 oct. 2020



Session 3

3. Sponsoring

Allianz  | *Memorial
van damme*

see you on

08.09.2023

Tickets > www.allianzmemorialvandamme.be



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3. Sponsoring

- Differences between
 1. **Sponsoring**
 2. **Endorsement**
 3. **Societal Marketing / Cause marketing**
 4. **Mécénat** (culture, art, social causes)

Material support provided to a person, or activity directed to society's welfare, although **no compensation** is expected, directly or indirectly

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3. Sponsoring



Know you can

Bronze Effie

AXA Assurances - Publicis
+ Wavemaker

Campagne de marque/d'image



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3. Sponsoring



VIVAforLIFE Bruxelles

Replay Podcast Emissions Horaires Agenda Retrouver un titre Concours Ticketing Viva+ Écouter en direct

En ce moment : Viva sport le direct - Pierre ROBERT

La pauvreté c'est inacceptable. Chez les enfants, c'est insupportable.

FAITES UN DÉFI

Accueil La cause Ecoles Défis VFL Tour FAQ Partenaires Contactez-nous

Nos partenaires

Belfius
Banque & Assurances

PLANET PARFUM
Fan de beautés

Jouets Broze
DEPUIS 1950

16 octobre 2019
Planet Parfum fait la différence pour Viva for Life

Depuis 2017, Planet Parfum soutient activement les projets Viva for Life et entend poursuivre sur cette voie. Cette année encore, nous avons...

16 octobre 2019
Viva for Life et les Jouets Broze : un objectif commun

Depuis de nombreuses années, les Jouets Broze soutiennent diverses associations liées à l'enfance dans les domaines du sport, de la culture ou...

16 octobre 2019
Belfius se donne à 100% pour Viva for Life !

Session 3

3. Sponsoring

Mécénat : les chiffres clés et les tendances nationales

En Belgique, près d'une entreprise sur deux pratique le mécénat (48,3%) : 43,9% des TPE et 50% des PME. Quant aux grandes entreprises, elles sont 3 sur 4 (75,9%) à être mécènes.

En premier lieu des disciplines soutenues se trouvent les initiatives sportives (46,7%), les projets humanitaires (43,4%), les projets sociaux (39,8%) et la culture et la sauvegarde du patrimoine (19,2%).

L'étude révèle également les disciplines culturelles les plus soutenues. Viennent en tête la musique (32,6%), l'architecture et l'urbanisme (29,5%), les arts plastiques (29,1%), le patrimoine classé (21,8%) et les arts de la scène (10,2%).

On apprend aussi que le soutien à la culture n'est pas l'apanage des grandes entreprises, puisque 50,9% des entreprises qui soutiennent le secteur culturel et le patrimoine ont moins de 50 employés.



Session 3

3. Sponsoring

Main types of events / activities

- ❑ **Sport**
- ❑ Culture
- ❑ Television programs
- ❑ Films or TV productions, videos, games, books, ..
- ❑ Societal issues
 - ❑ Environment
 - ❑ Social or humanitarian
 - ❑ Research (scientific, medical or techn(olog)ical)



Session 3

3. Sponsoring



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Session 3

3. Sponsoring

HOW: VIA BIG BRANDS - PEOPLE&PLANET



PURPOSE
To make beauty a source of confidence not anxiety for women everywhere by reaching over **15 million** young people with our Dove Self-Esteem Project

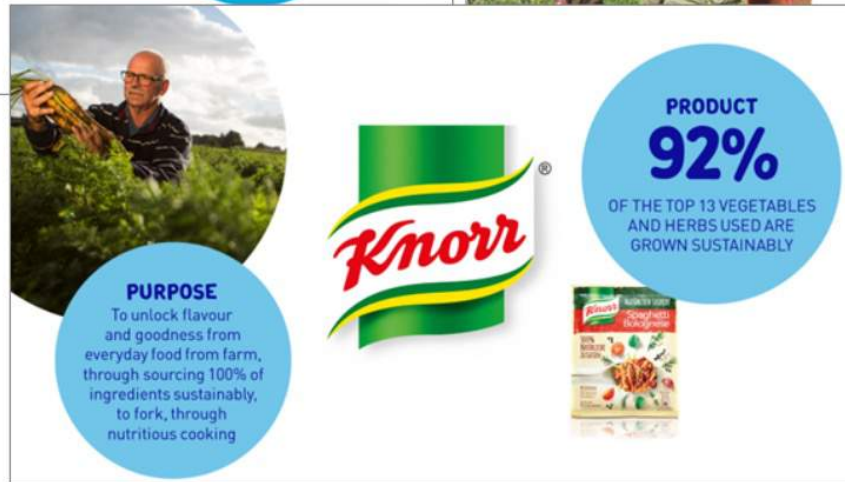
PRODUCT
25%
CUT IN CARBON FOOTPRINT OF DOVE COMPRESSED AEROSOL CAN



PURPOSE
Lipton supports farmers by working to **improve their livelihoods** and those of their families while protecting the planet for the future

PRODUCT
100%
TEA FOR LIPTON TEA BAG BLENDS SUSTAINABLY SOURCED

100% rPET



PURPOSE
To unlock flavour and goodness from everyday food from farm, through sourcing 100% of ingredients sustainably, to fork, through nutritious cooking

PRODUCT
92%
OF THE TOP 13 VEGETABLES AND HERBS USED ARE GROWN SUSTAINABLY

Session 3

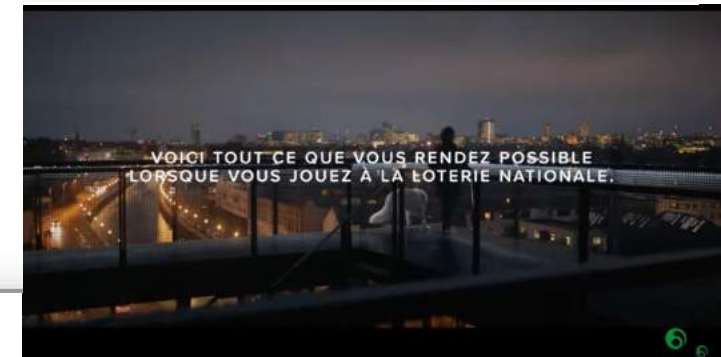
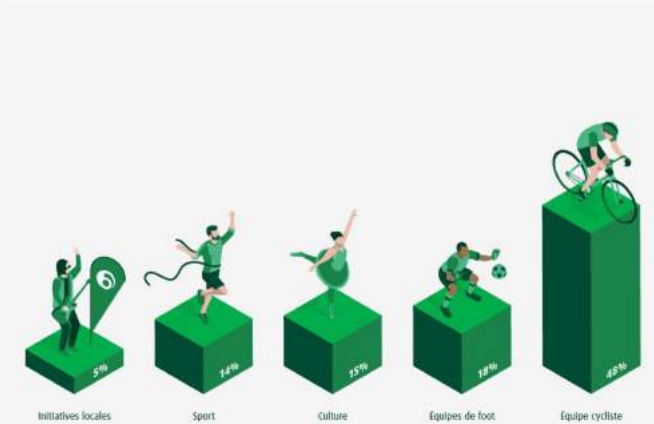
3. Sponsoring

Nous sommes sponsor et fiers de l'être

Nous aimons aller à la rencontre de nos joueurs. C'est pourquoi nous sommes présents lors de nombreux événements sportifs, culturels et musicaux. Où pouvons-nous nous rencontrer ?



Répartition du budget sponsoring par rubrique



Session 3

3. Sponsoring – ROI & KPI

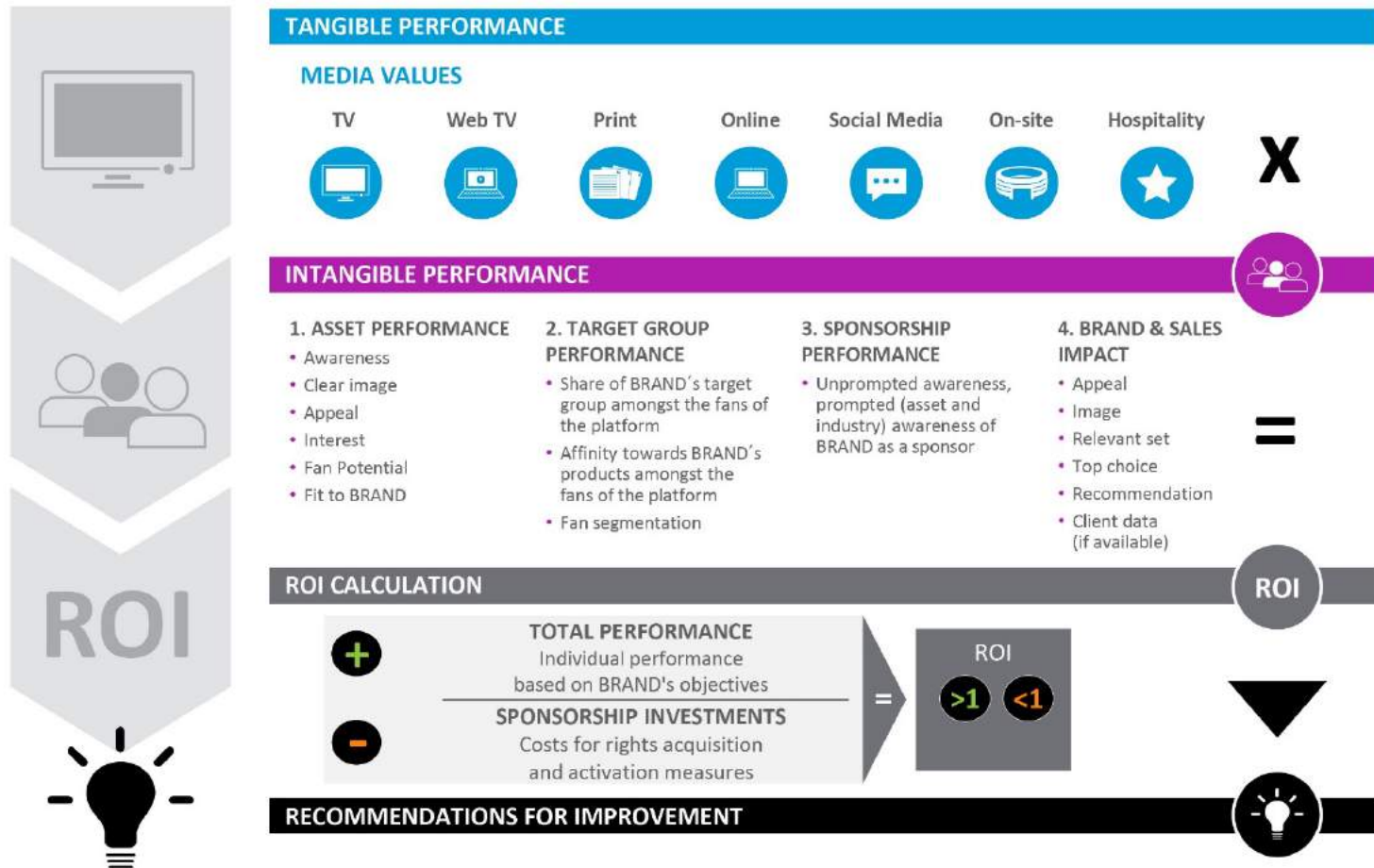
- ❑ Measure of **direct audience**
- ❑ Measure of **indirect audience**
- ❑ Spontaneous or aided awareness
- ❑ Image dimensions
- ❑ Memorization
- ❑ Attribution test
- ❑ **Investment**



Session 3

3. Sponsoring ROI

HOW TO HOLISTICALLY EVALUATE THE ROI OF YOUR SPONSORSHIP



Session 3 :

3. Sponsoring



questions?



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4. Fairs and events



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4. Fairs and events

La scène principale « Adscendo » de Tomorrowland 2023

La 17^e édition de Tomorrowland tournait autour du thème « Adscendo », transformant De Schorre en une destination magique à l'horizon, où les gens de demain ont été témoins de la naissance d'un conte magnifique dans l'histoire de la grande bibliothèque de Tomorrowland. À la manière typique de Tomorrowland et suivant de nombreuses années de tradition, la scène principale de Tomorrowland 2023 a été entièrement conçue en interne à Tomorrowland, de l'idée à la réalisation. Des premières esquisses d'idées traduites aux planches d'humeur et aux dessins conceptuels en passant par la modélisation 3D et les actifs graphiques, la mise en forme de sculptures et la production manuelle, l'équipe créative renommée derrière Tomorrowland a inventé, dessiné et donné vie à la scène magique, tandis que l'atelier de Tomorrowland a créé tous les éléments séparés du décor interne et a construit et installé la scène sur le terrain emblématique du festival à De Schorre.



Session 3

4. Fairs and events

Tomorrowland 2023 : faits et chiffres

- 400.000 People of Tomorrow sur 2 week-ends
- Plus de 200 nationalités différentes
- 16 scènes (dont The Gathering)
- + 750 artistes
- 4 boutiques Tomorrowland Store
- + 590 bénévoles recycleurs
- 955 mètres de barres et 175 tonnes de glace
- Une piscine olympique de bière a été servie pendant le festival
- 34 hectares = 340 000 mètres carrés = la taille de 63 terrains de football
- 52 jours de préparation
- + 15.000 membres d'équipage par jour
- + 40.000 voyageurs Global Journey (dont Discover Belgium & Discover Europe)
- Vols Global Journey depuis plus de 30 pays et 57 villes à travers le monde (New York, Mexico, Sao Paolo, Hong Kong, Mumbai, Tel Aviv, Dubaï, Singapour, Johannesburg, Barcelone, Vienne, Zagreb, Rome, Athènes, Lyon, Londres, Berlin et bien d'autres)



Session 3

4. Fairs and events



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4. Fairs and trade shows

“Le marketing événementiel est un type de marketing qui implique la promotion d'une marque, d'un produit ou d'un service par la voie de l'organisation ou la participation à des événements. Le marketing événementiel vous aide à construire des relations plus profondes avec les clients et à les informer sur votre produit.”



Session 3

4. Fairs and trade shows

Types of events

Provenant de diverses sources sur le Web



Conferences



Trade shows



Product launches



Networking events



Seminars



Corporate events



Meetings



Sports events



Team building



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Session 3

4. Fairs and trade shows

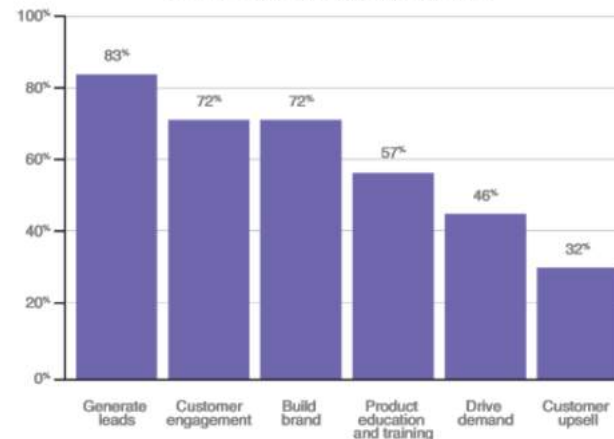
Objectives

- Activation : Sales (e.g. up to 35-50% % of yearly sales are made during BMS or Batibouw)
- Awareness : Image building
 - Innovation (launch of new products)
 - Presence on the market (« must be »; not to leave room for competition)
- Engagement and preferences : Networking
- For targets/visitors : Visitors experience

Targets

- B2B and B-to-C

Graphic no.1 Event program goals



Session 3

4. Fairs and events

The image shows a website banner for the Brussels Motor Show. At the top left, the logo reads "SALON AUTO | MOTO | VAN". To the right, there are language options: "EN", "FR", and "NL". A dark blue navigation bar on the far right contains a hamburger menu icon and the text "MENU". The main banner features a blue background with a motorcycle and a car. The text "#BrusselsMotorShow" is in the top left of the banner. The word "SALON" is written in large, glowing 3D letters, with "AUTO | MOTO | MOBILITY" below it. The dates "10 > 19 / 01 2020" are in the top right. On the right side of the banner, there are social media icons for Facebook, Instagram, YouTube, Twitter, and Email. At the bottom left of the banner, there is a dark blue box with the text "SCROLL" and a downward arrow. The bottom of the banner is split into two sections: a purple section on the left with the text "WE ARE MOBILITY by FEDNIC" and a white section on the right with the text "Verleug jouw bezoek WE ARE MOBILITY in virtual reality !" and a white button that says "KLIK HIER >".



Session 3

4. Fairs and events



Le Brussels Motor Show 2020, dont la 98ème édition se déroule du 10 au 19 janvier prochain, peut compter sur une affiche complète réunissant les principales marques autos et motos actives sur le marché européen. Forte de 100.000 m² assurant la promotion de l'automobile, du deux-roues motorisé (Palais 8 & 9), ainsi que des engins de nouvelle mobilité et de mobilité partagée (Patio), la manifestation bruxelloise se profile une fois encore comme un événement incontournable pour tout amateur de mobilité sur une, deux, trois ou quatre roues.

Retrouvez toutes les infos sur les tickets et le programme des animations (à partir du 05/12) sur www.autosalon.be !

Dream Cars

Pour la deuxième année consécutive, le Salon Dream Cars revient durant toute la durée du Salon de l'Auto afin de vous présenter les plus beaux modèles premium du secteur automobile.

Vous êtes amateur de voitures sublimes, performantes et luxueuses ? Rendez-vous du 10 au 19 janvier dans le Palais 1 ! L'accès à Dream Cars est possible moyennant un supplément sur le prix d'un ticket pour le Brussels Motor Show.

#WeAreMobility

Cette année encore, un espace du Salon de l'Auto est entièrement consacré aux nouvelles solutions de mobilité urbaine. Une occasion unique de faire un tour sur la piste d'essai et de découvrir les avantages des autres engins et services de mobilité.

Rejoignez-nous dans le Patio ! L'accès à #WeAreMobility est gratuit, si vous êtes en possession d'un ticket d'entrée valable pour le Brussels Motor Show 2020 (le même jour uniquement).

Session 3

4. Fairs and events



https://www.youtube.com/watch?v=OPcGfDSbc_c



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4. Fairs and events



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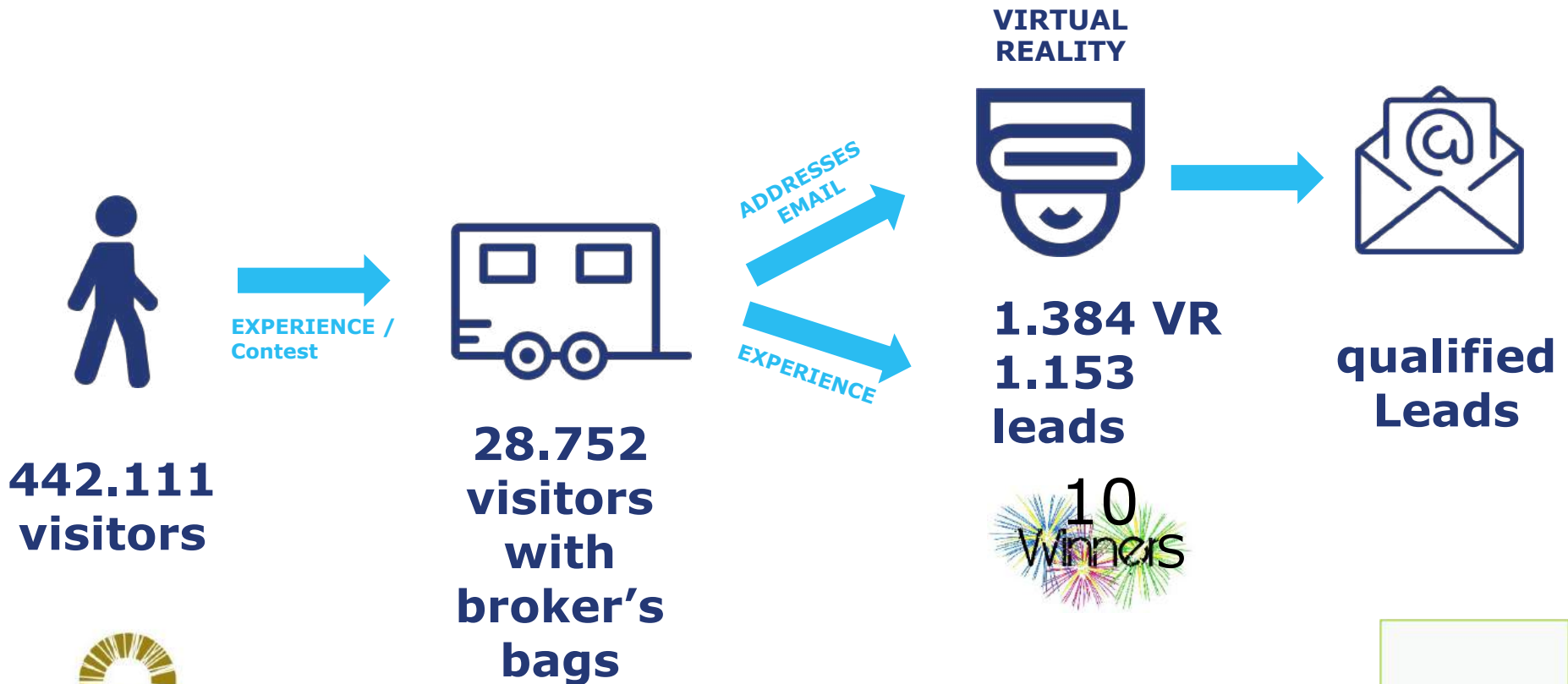
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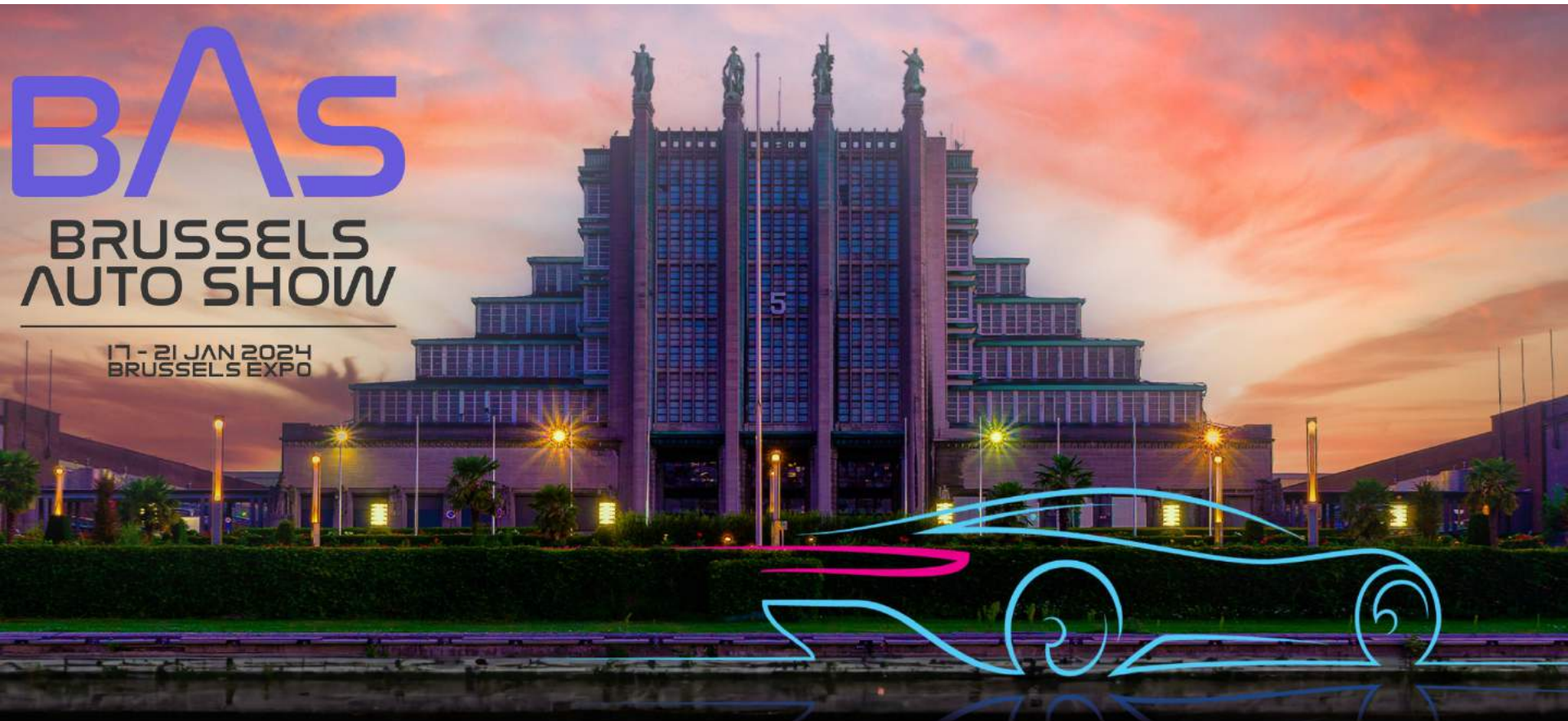
4. Fairs and events

✓ BMS: good visibility & participation



Session 3

4. Fairs and events



BAS

BRUSSELS AUTO SHOW

17 - 21 JAN 2024
BRUSSELS EXPO



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4. Fairs and events



f @ y p Particulieren Professionals Exponenten Pers Contact FR NL
BATIBOUW magazine Exponenten v Batibouw Experience v Praktische informatie De beurs v

BATIBOUW magazine

[Ontdek meer artikelen](#)



ADVIES
Ontdek het Somnium lamellendak van Aliplast

02 mei 2022 2 min

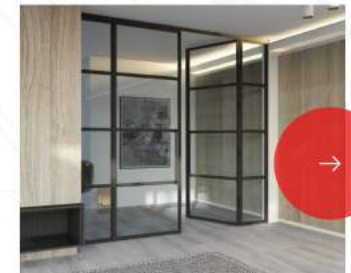
[Lees meer](#)



ADVIES
Waarom kiezen voor aluminium ramen?

02 mei 2022 1 min

[Lees meer](#)



PROFIELN - GARAGEPOORTEN - VERANDA'S
Een glazen deur in je woning? Mag het wat meer karakter hebben?

25 april 2022 2 min

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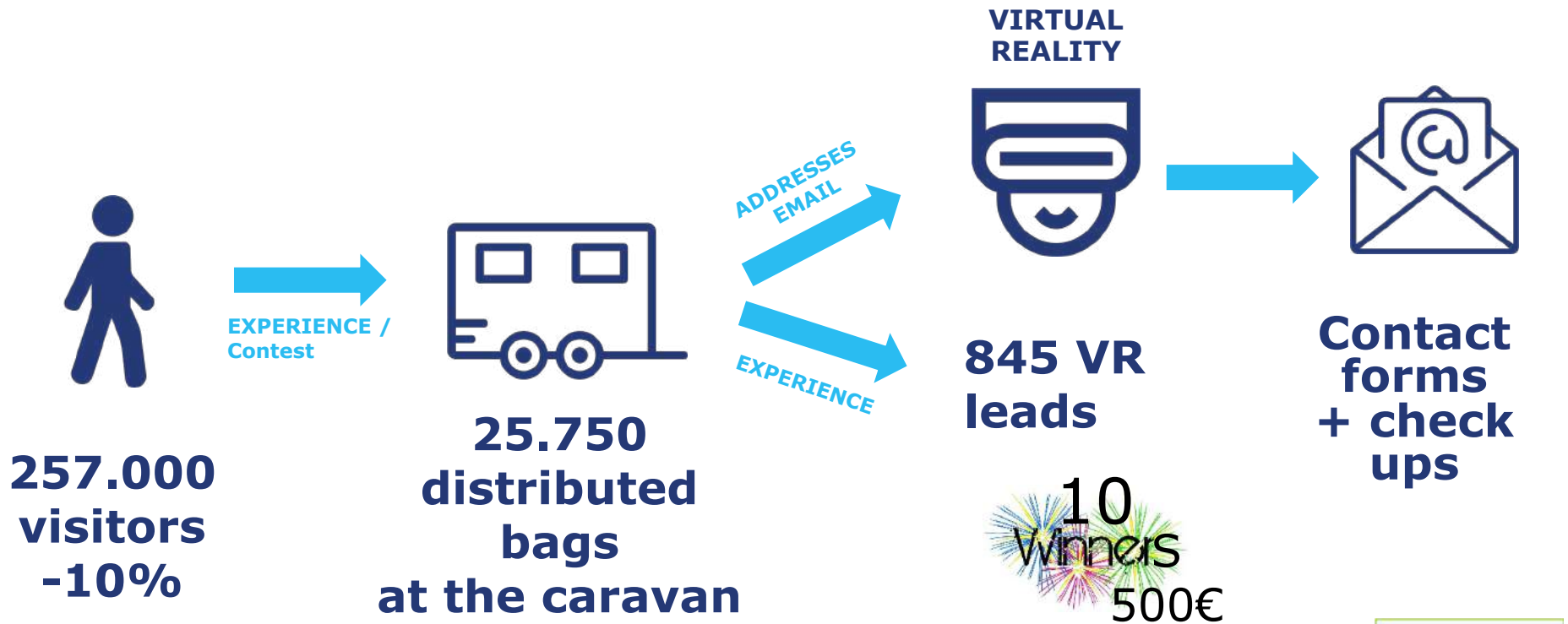
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Session 3

4. Fairs and events

✓ Batibouw: good visibility & participation



257.000
visitors
-10%

EXPERIENCE /
Contest

25.750
distributed
bags
at the caravan

ADDRESSES
EMAIL

EXPERIENCE

VIRTUAL
REALITY



845 VR
leads

10
Winners
500€

Contact
forms
+ check
ups



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Session 3

4. Fairs and trade shows

New types of events after covid

- **A virtual event** is an online event accessible in whole or in part on the Internet for a defined period of time. This type of event is realized using a virtual platform allowing the webcasting of the content.
- **Webcasting** allows the transmission of live or on-demand audiovisual files over the Internet. There are several formats of virtual events ranging from webinars with a single session, to interactive virtual conferences with multiple concurrent sessions, virtual trade shows and networking.
- **Virtual events** can therefore take many forms whether it is a 100% virtual event or a hybrid event combining a physical event with one or more virtual components simultaneously.
- However, **hybrid events** should not be considered as a simple virtual replica of the physical event. The goal here is to create two distinct experiences that maximize the engagement of your community.



Session 3

4. Fairs and events

The 'netflix' of marketing inspiration and education

80 speakers - 3 months available - as of €149

We can all use inspiration these days. The BAM Marketing Congress offers the richest meaningful marketing content platform in the most accessible way. 80 inspirational speakers : International & National Keynotes, Industry Leaders and Meaningful Masters, will be released during 6 days from November 28 till December 4. Important, all the content remains available for 3 months so you can intake all inspiration and effective ways to enrich yourself and improve your plans.

The program has been built for and by a diverse mix of successful professionals:

- From manager to CEO
- From entrepreneur to director
- From advertiser to agency
- From marketer to media-people.

This to offer the broadest and deepest development for participants

Get the full experience for only **149 €!**

We help marketers to **Move Forward!**

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FROM NOVEMBER 28 TILL DECEMBER 4

80+ INSPIRATIONAL SPEAKERS >6 DAYS OF RELEASE x3 MONTHS AVAILABLE

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AIR BRUSSELS**



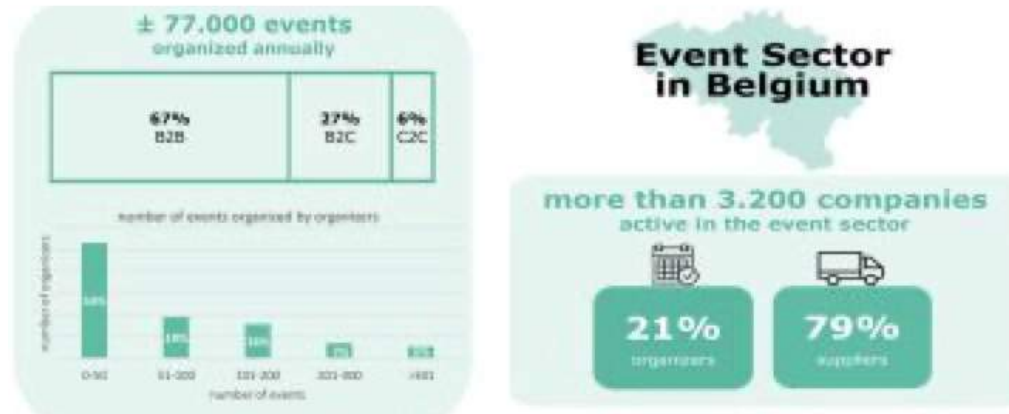
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Session 3

4. Fairs and events



Popular event KPIs include:

- Ticket sales (leading up to the event)
- Attendance / Registration (day-of)
- Number of sales leads generated
- ROI (return on investment: whether the event made or lost money, and how much)



Session 3 :

4. Fairs & Events



questions?



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Components of marketing com



To be continued on
Nov 30th 13.45 -17.45

