Google ZenithOptimedia

DATA & CREATIVITY



CREATIVITY



Creativity has fundamentally changed. In the 24/7, consumer-centric digital world, brands need to tell new and more authentic stories, and this has necessitated both a new creative process and new creative output. Creativity is no longer the preserve of advertising agencies, and inspiration does not just come as a random stroke of genius. In certain quarters, data was – and still is - considered the enemy of creativity by. However, ZenithOptimedia believes that data and creativity are very comfortable bedfellows and are in fact giving rise to exciting new ideas in communications planning and activation.

A DIFFERENT WAY TO BUILD BRILLIANCE

We believe that, today, there is a different route to creative brilliance, and that it is expressed in myriad of different ways, shapes and sizes across paid and owned platforms. In the new world of creating seamless consumer experiences, orchestrated across multiple channels, our ideas must feed off and shape popular culture. And with popular culture very much influenced by the Web, we are seeing a new forms of creative expression, such as short-form video. This is good news for brands as both popular culture and brand creativity are becoming increasingly measurable, providing us with rich new insights to drive origination and optimisation of creative work.

OUR POWER TRIO



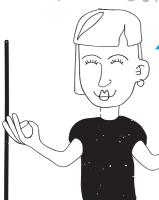
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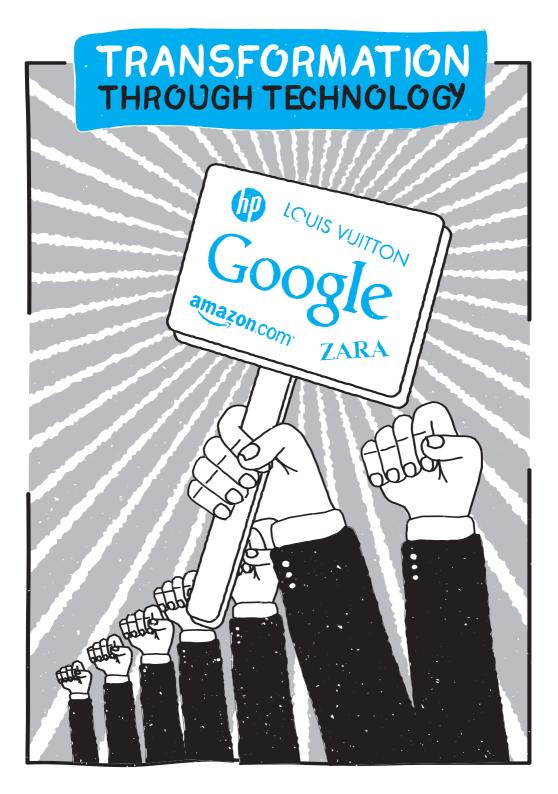
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GURU

THE STRATEGIC PLANNER

We believe that the new forms of creativity are digitally native, framed around a total user experience, and are being driven by a powerful trio. We see magic happen when these three parties are in the room together. The Strategic Planner with a big theory powered by smart use of data. The Technologist who gets how to build assets, connect stuff and can fine-tune the infrastructure depending on what the numbers are saying). And the Content Guru who has learned to cleverly adapt the story at speed in response to searches, shares and site traffic.



So what are the circumstances that have unleashed this powerful trio onto the world of communications planning and creative development? The answer is simple: the transformation that technology is effecting on brand building. In a world in which a brand and the user experience it offers consumers are becoming one and the same, 'brand values' and 'brand personality' are being abandoned in favour of 'brand purpose'. These days the fastest growing brands win because of what they do, not what they are like. Consumers now demand authenticity not artifice, and this requires brands with purpose to deliver creative expression based on real and meaningful insights and activation. Such things don't come like bolts from above; they are framed around a genuine value exchange between brand and consumer.

PURPOSEFUL BRANDING

A REAL VALUE EXCHANGE

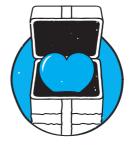




EDUCATIONAL ENTERTAINMENT



UTILITY



REWARD

CREATING REWARDING USER EXPERIENCES AT ALL TIMES

Purposeful branding and a rewarding, seamless user experience pivot on the 'value exchange' with consumers. In the past, prevailing notions of creativity were orientated predominantly towards entertainment, which remains a valid expression of brand purpose. However, technology and interactivity have provided us with a bigger and deeper canvas for storytelling and value creation. Today, data-driven insights allow us to build a complete experience using multiple value exchanges depending on the business problem. These can be connected to create a seamless journey and superior ROI. No creative compromise and no compromise to effectiveness!

MILLENNIALS PURSUE AUTHENTIC EXPERIENCES

PURPOSEFUL DESIGN OF THEIR ADULT JOURNEY

STRONG TIES ESSENTIAL TO A WELL LIVED LIFE

FIND SECURITY
IN FINANCIAL
CLARITY

COMMITTED TO LIFE EXPERIENCE OPEN WITH THEIR PERSONAL LIVES

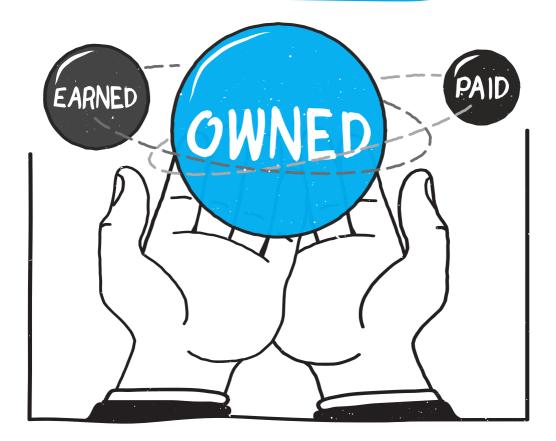
CHAMPIONS OF HUMANITY This approach of new creative expression, brand purpose and value exchange is particularly important for a brand that wants to build a strong relationship with millennials. This group of digital natives have a very powerful in-built 'bullshit' detector and the web is their agent of truth. The overriding priority in their lives - in a world in which they have been let down by governments, banks, newspapers and many other institutions - is a pursuit of authenticity. Whether that is real friendship, a financial product you can actually understand, or a brand that tells a meaningful story, they see through hype and artifice and gravitate towards substance. A data-led approach is an essential aid to authentic expression.

THE JOURNEY: ONE BIG USER EXPERIENCE



So what does all of this good stuff add up to? The marriage of data and creativity leads us to a principle of paramount importance in communications planning today: our focus should be on creating seamless and inspiring user experiences, building a brand story without silos around the consumer journey. Often people think of user experience as something that happens on a website, but our vision is for user experience to be a much more complete and connected expression of the brand and its purpose. This takes the best thinking from digital natives that have built connected ecosystems and takes it to a bigger canvas that includes advertising, the shopper experience and CRM to name but a few disciplines. So our maxim is plan and optimise the system not the silo!

COMMUNICATIONS



In order to take advantage of this exciting new world, ZenithOptimedia is recommending that brands take a fundamentally different approach to planning by placing their owned assets at the forefront of their communications. We are advocating 'Owned First', not as most brands do which is to think of an advertising campaign first and then think about stuff that is often more important afterwards. At ZenithOptimedia we know that for many brands, asset-driven thinking that powers a connected user experience will drive both short term ROI and sustainable brand growth. Owned First thinking means focusing your brand story on a real assets that deliver value for consumers. It means originating content that builds engagement around a brand's digital digital platforms. It means deploying a brand's own data to reach out to valuable consumers, and then...making ads and spending media money. Owned First does not mean less paid media. It might mean more. It means we start from a different place and tell a more powerful and authentic story.

NATIVE DATA MAKING A BIG IMPACT

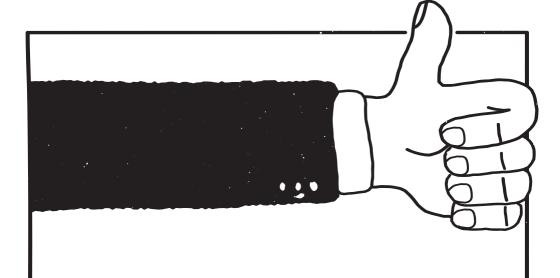




Google

TRENDS FOR MARKETERS

So, with a new route to creativity and a powerful trio in play, we are now developing some important new approaches to communications, such as user experience planning. These fabulous new approaches - and the limitless canvas afforded by our digital media partners - are powered up by some pretty simple, everyday stuff. The humble search, done by millions every hour on topics from the exotic to the mundane, is being transformed from base metal into gold as we aggregate and analyse it in new and exciting ways. Real behaviour and attitudes, such as those expressed through people's search queries and their social conversations, are replacing the slow moving survey and the stilted focus group. This is the data that our teams are transforming into powerful user experiences.



THAT'S ALL FOLKS

So there you have it. Our whirlwind tour through the exciting new creative landscape powered up and inspired by every day data in the form of search, social, views, shares and the rest of the digital vapour trail that tells us so much about life in 2014. We exhort you to engage in purposeful branding. Make the 'value exchange' your pivot. Create a connected user experience. Ultimately think 'Owned First' and create the perfect marriage between data and creativity.





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ZenithOptimedia The ROI Agency