





# About us

We are a Web-development company.  
Started in the 2000s → landscape was different.

More and more website → close to **2 billions** today.

To stand out in Google (and for your users anyway):

→ You must have a **fast, user friendly** interface

→ This interface should be filled with **unique and relevant content**. Good copy, the right photos, the right video, ...

# How to create this “good content”?

We have to get involved with businesses to understand how they work.

→ Sometimes basically create a marketing strategy if they don't have one.

That's what we've been doing more and more over the years.

Today I'm not going to talk much about Websites, but more about marketing strategy and marketing in general.

# Plan

- 1) Marketing  $\neq$  Branding  $\neq$  Advertising.
- 2) The power of Marketing.
- 3) The power of Advertising.
- 4) The power of Branding.
- 5) Actionable tips.



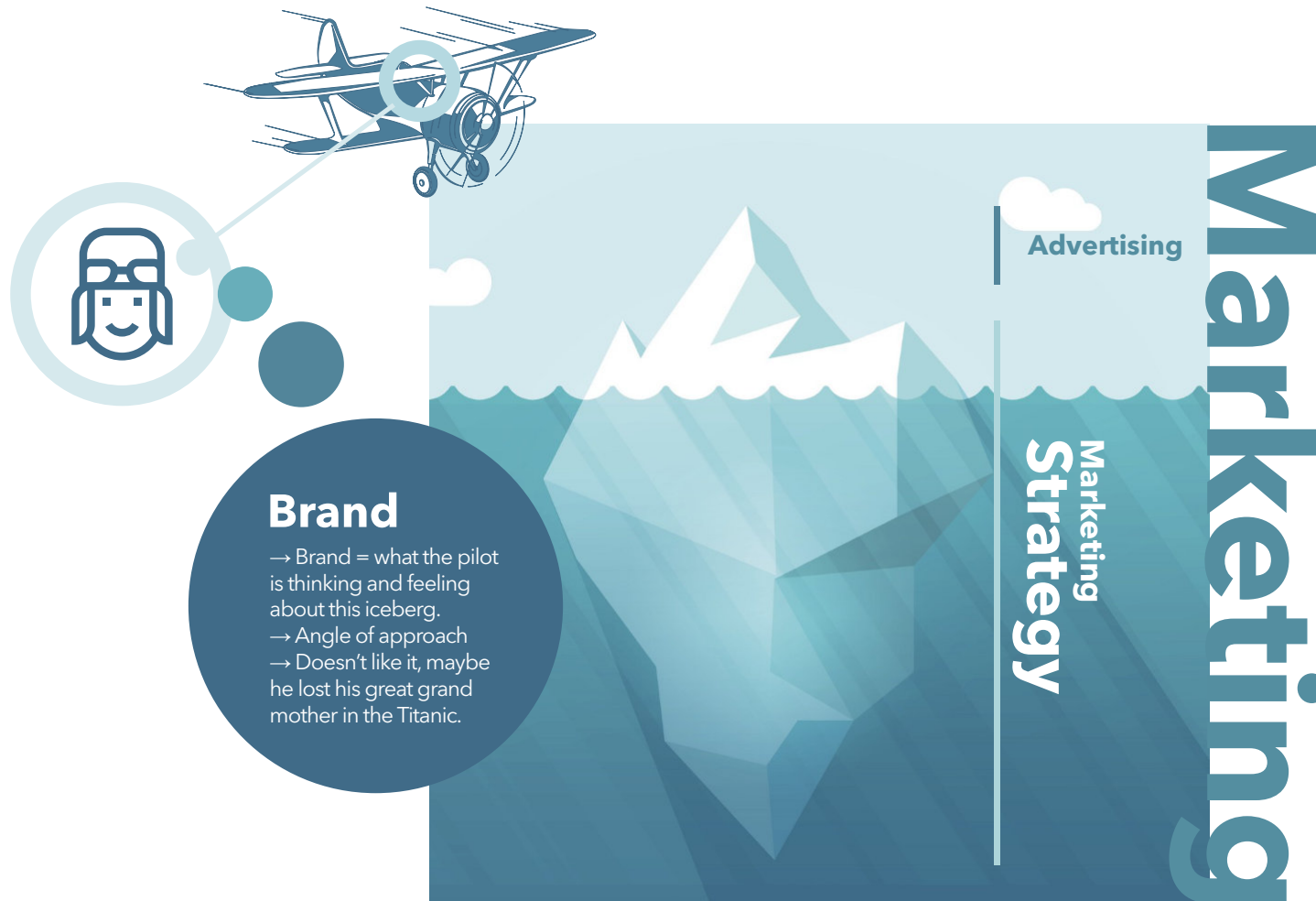
# 1.

**Visibility**  
Marketing ≠  
Advertising ≠  
Branding.



1.

**Visibility**  
Marketing ≠  
Advertising ≠  
Branding.



# 1.

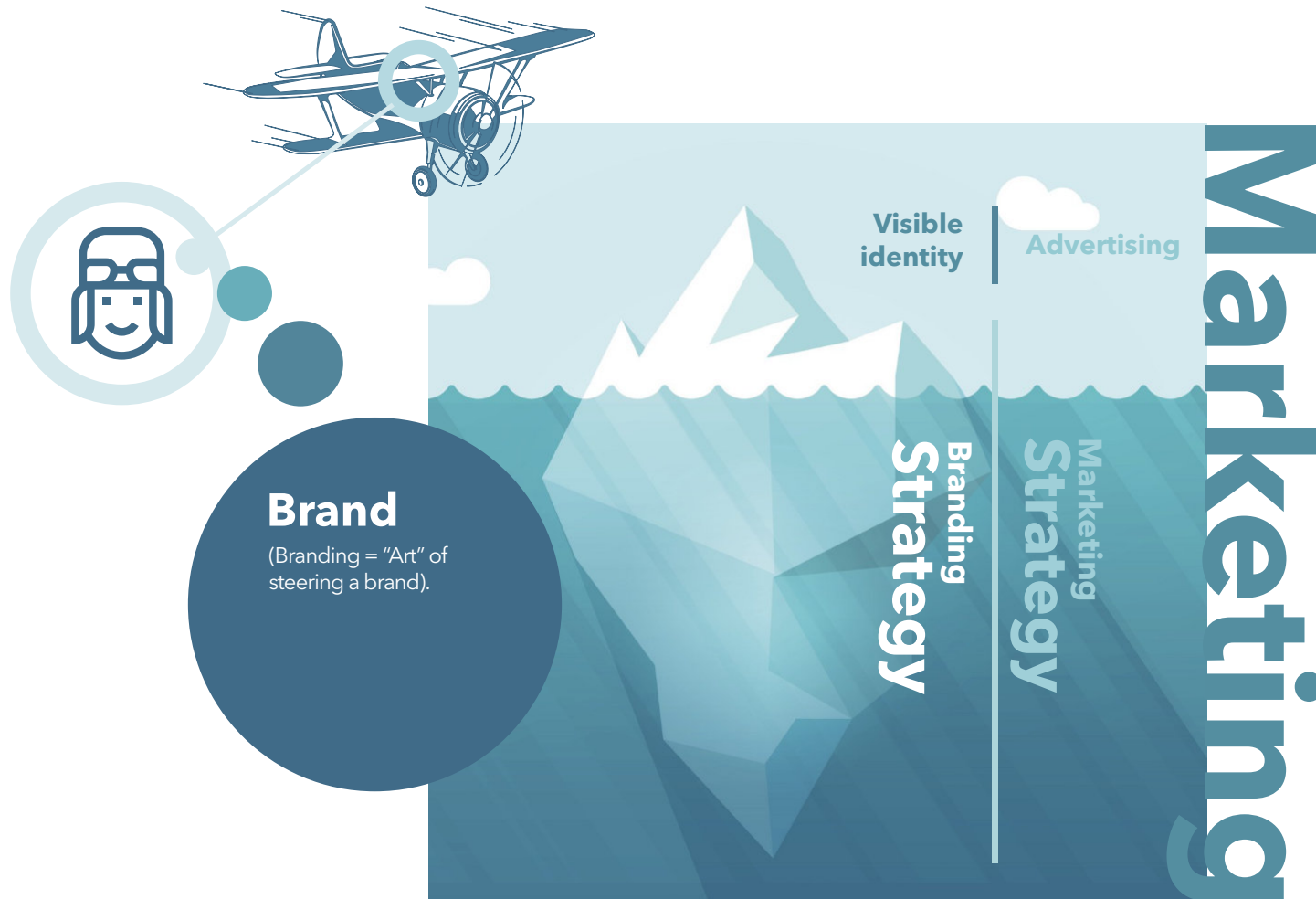
## Visibility

Marketing ≠  
Advertising ≠  
Branding.

# Debunk...



**None of those logos  
(or any logo) is a  
brand.**



1.

**Visibility**  
Marketing ≠  
Advertising ≠  
Branding.

# Where to spend your attention.

Marketing ≠ Advertising ≠  
Branding.



# Where to spend your attention.

Marketing  $\neq$  Advertising  $\neq$   
Branding.



# Where to spend your attention.

Marketing  $\neq$  Advertising  $\neq$   
Branding.

**Advertising**  
Impact point



# Where to spend your attention.

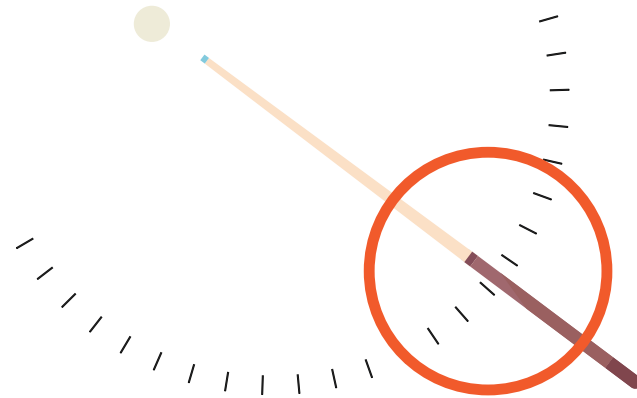
Marketing  $\neq$  Advertising  $\neq$   
Branding.

**Advertising**  
Impact point

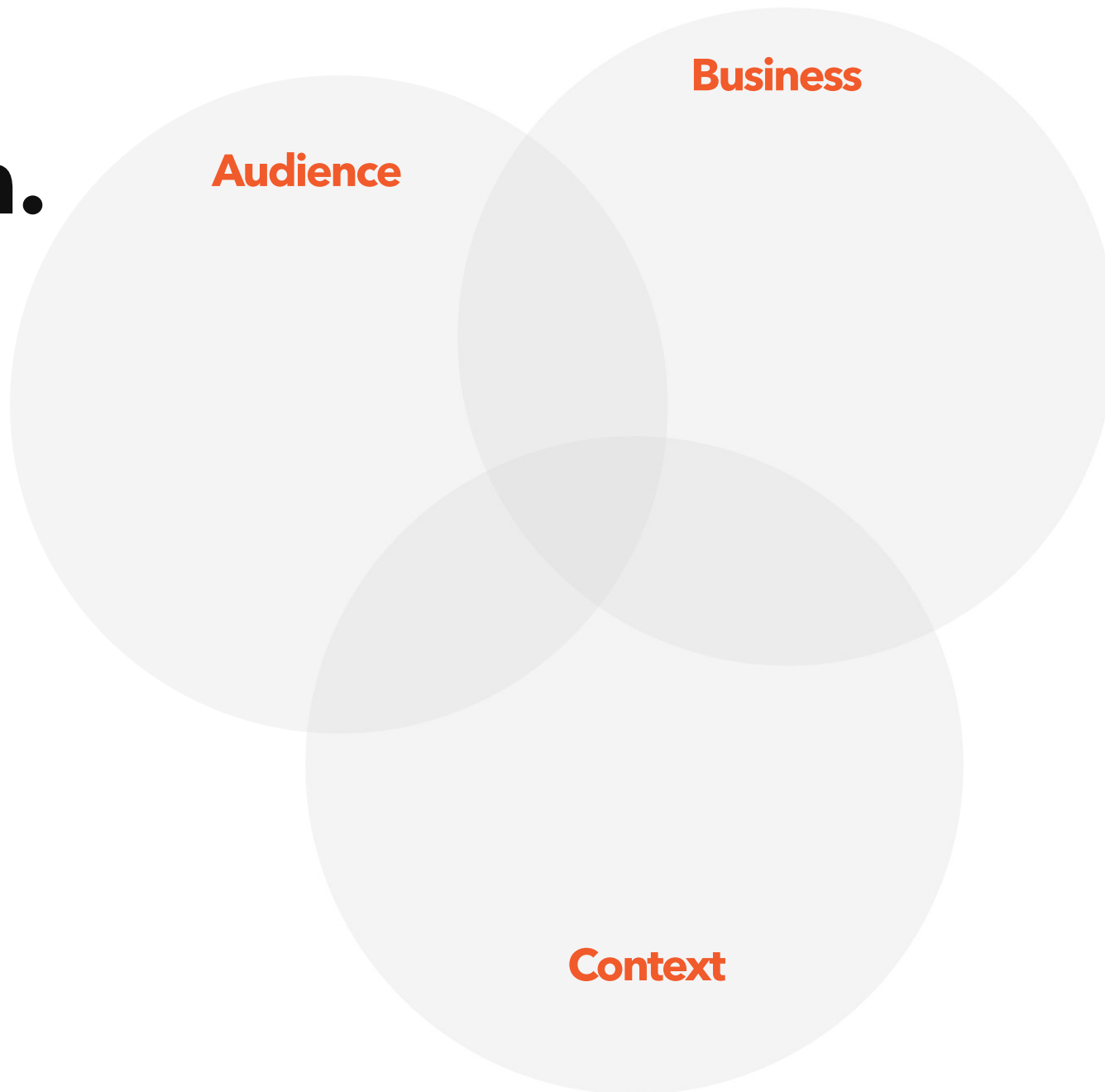


# 2.

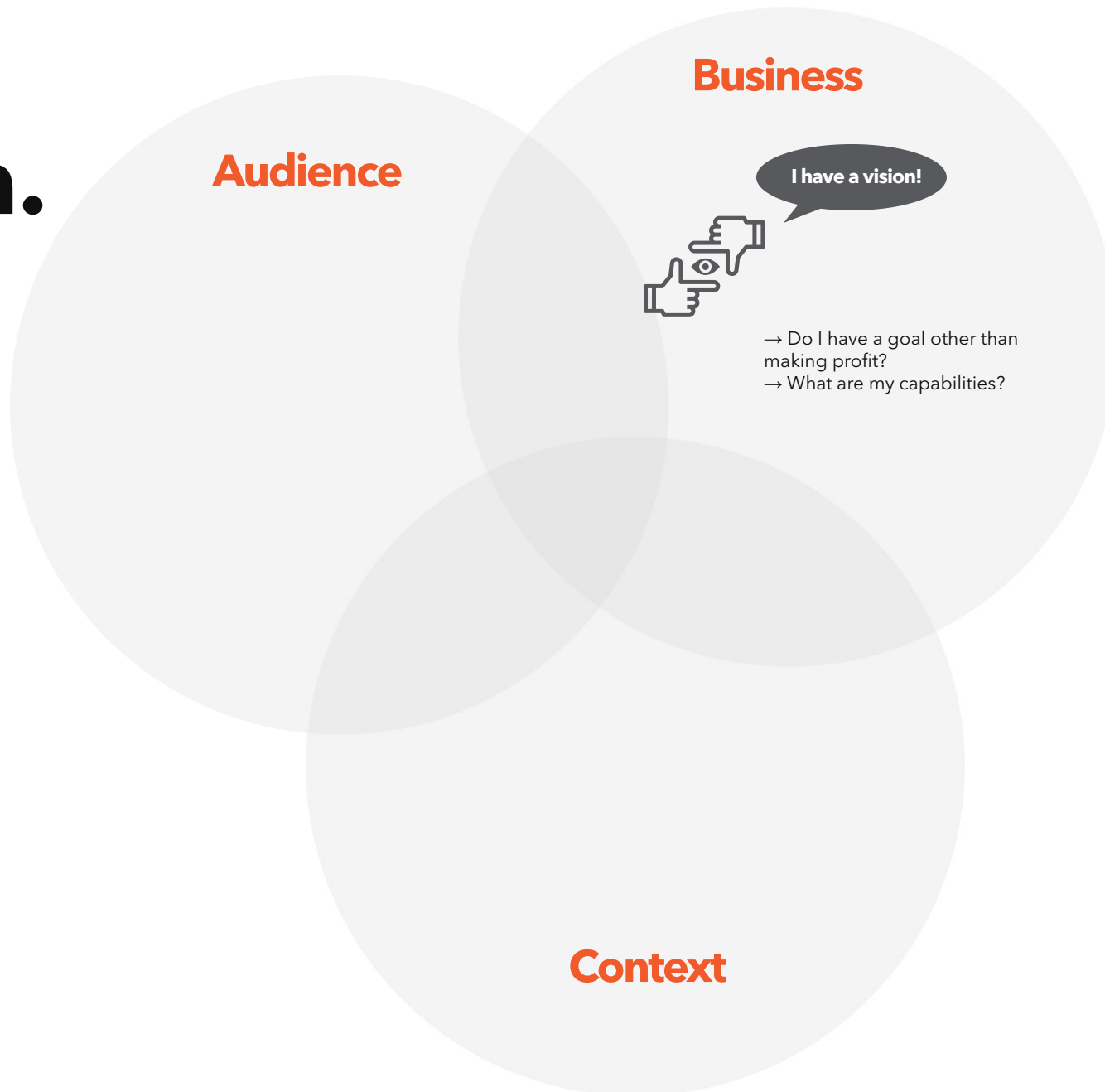
# Marketing Strategy



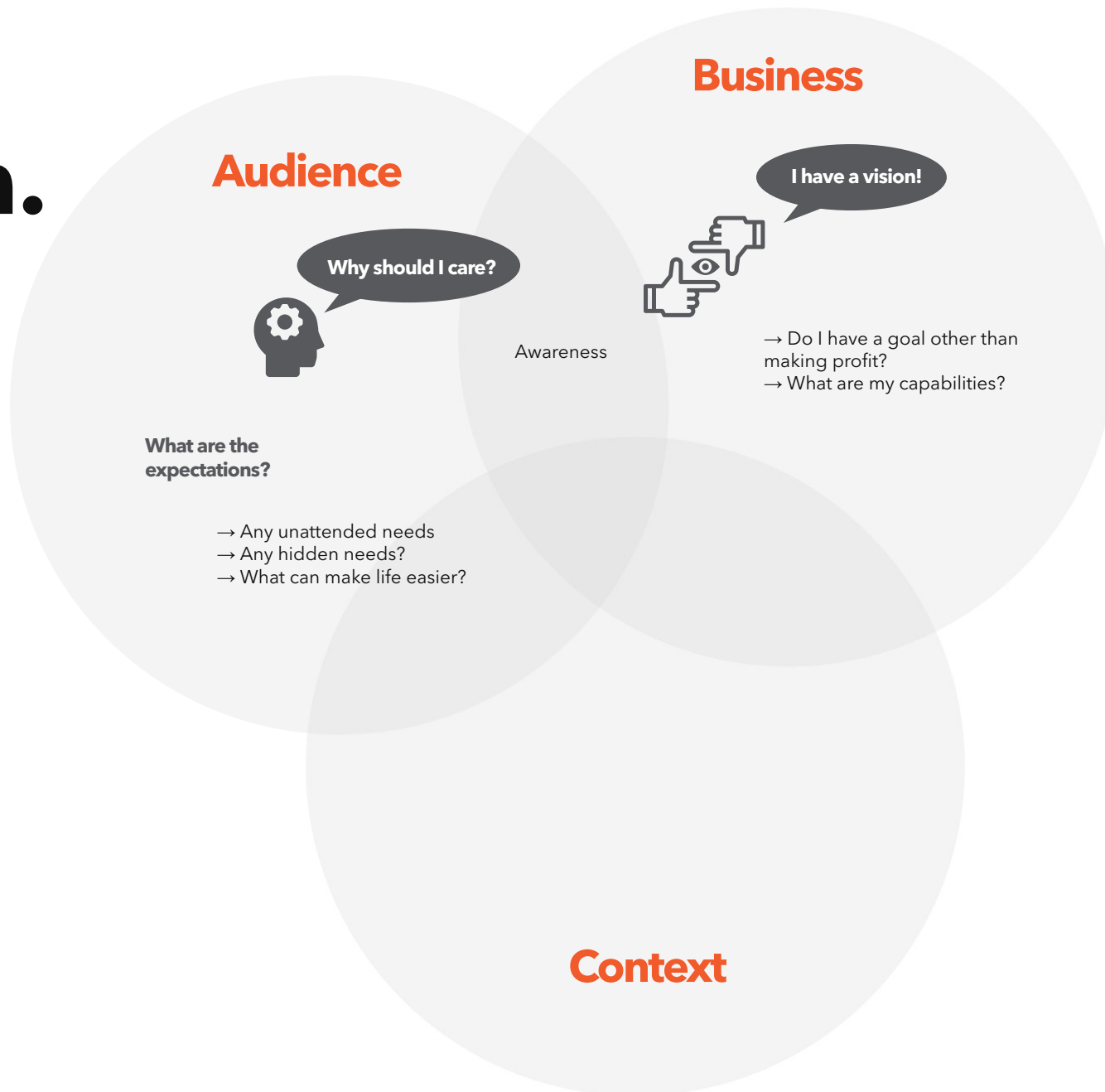
**a.**



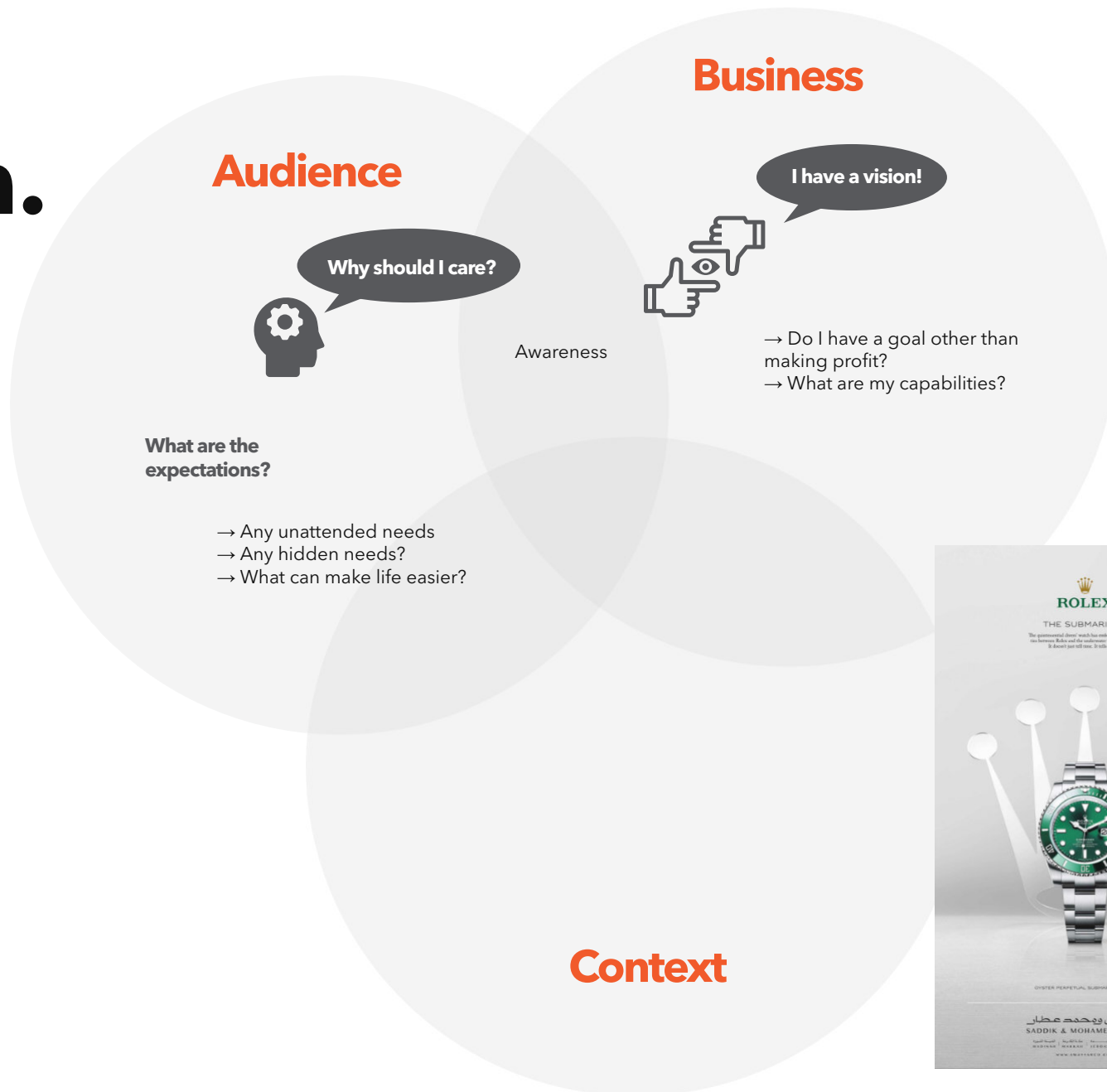
**a.**



a.



a.



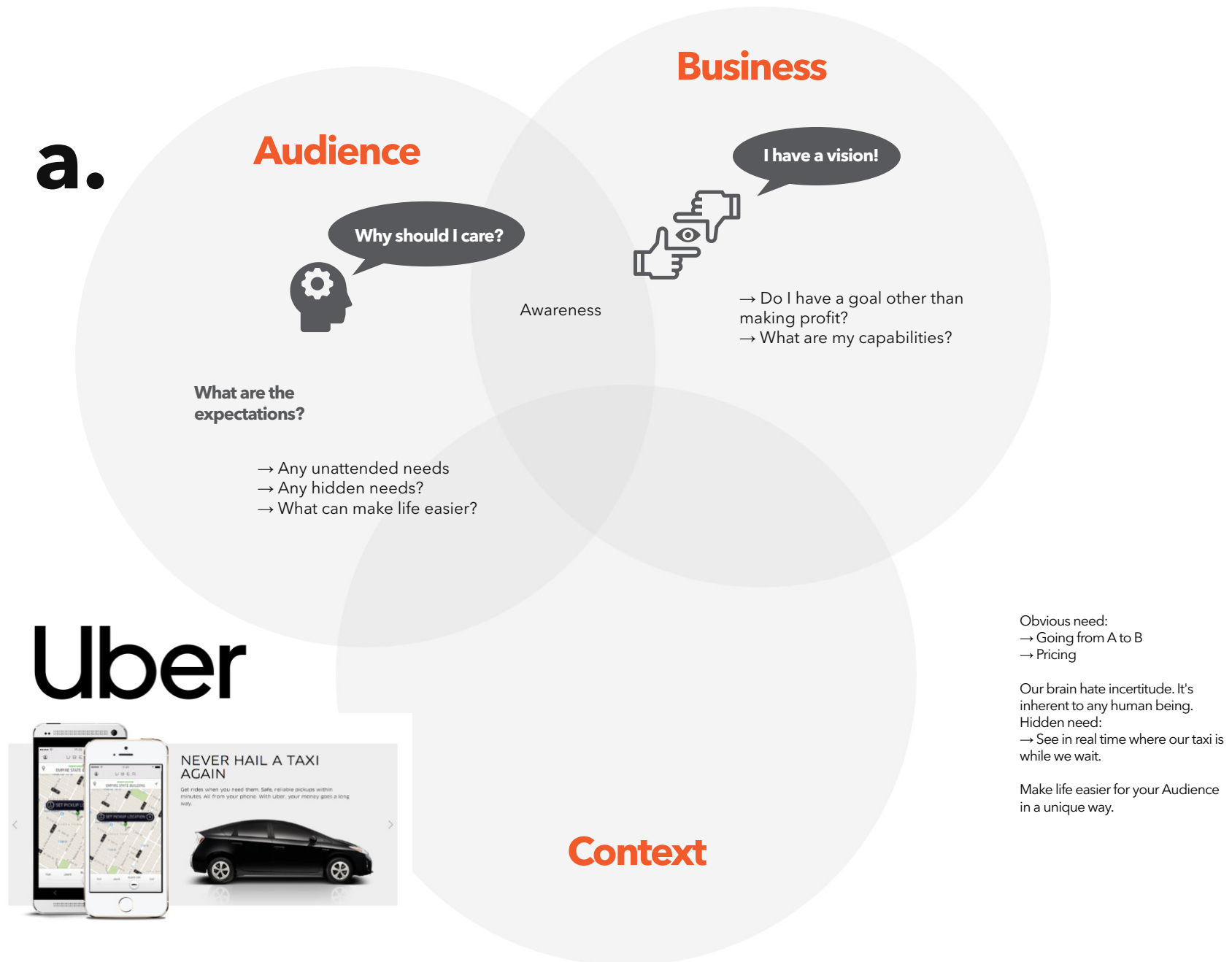
Obvious need:  
→ Know what time it is.  
Hidden need:  
→ Obtain a status.  
Being seen as successful.

Rolex core value  
is achievement.

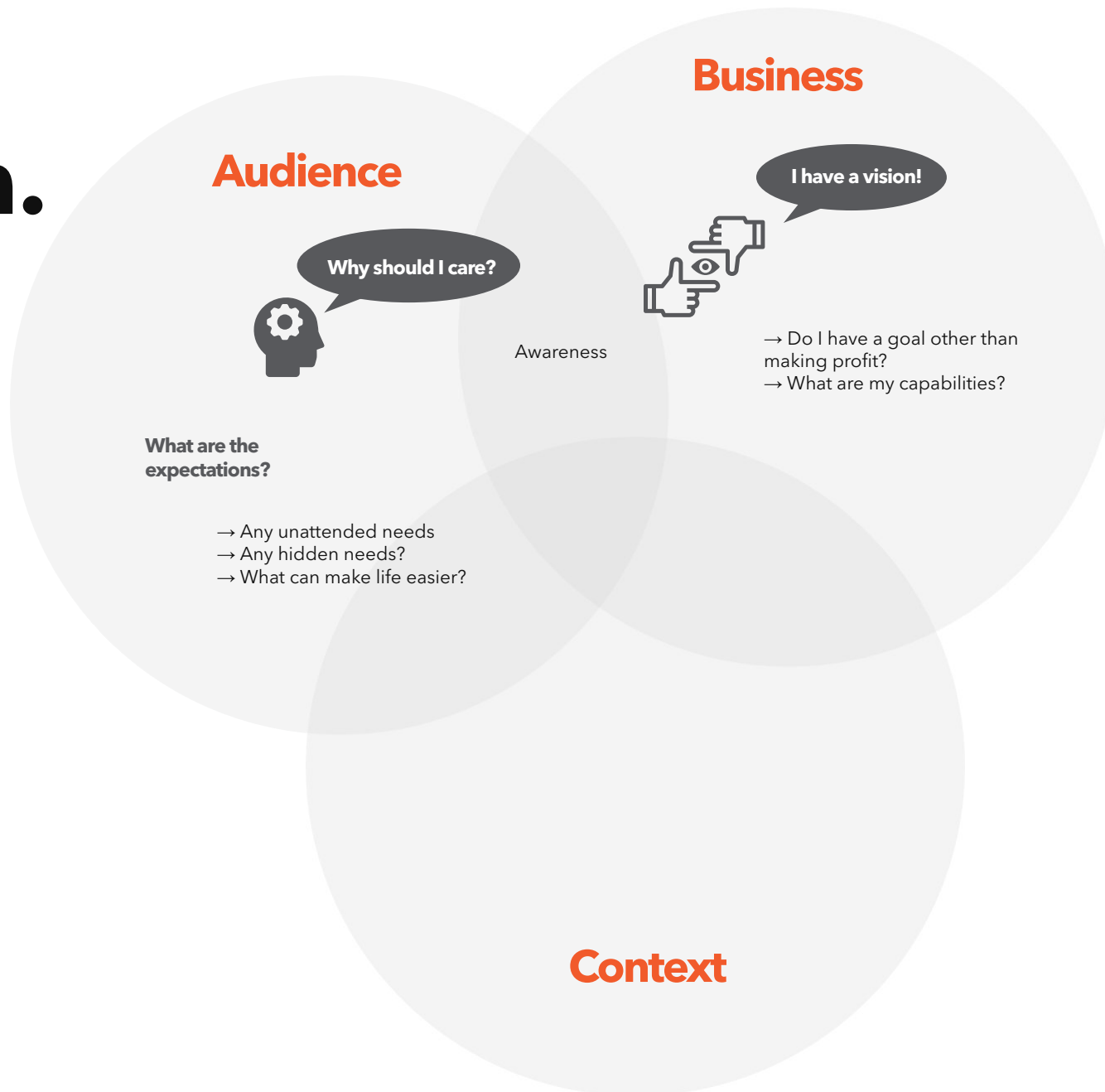
Most accurate watch



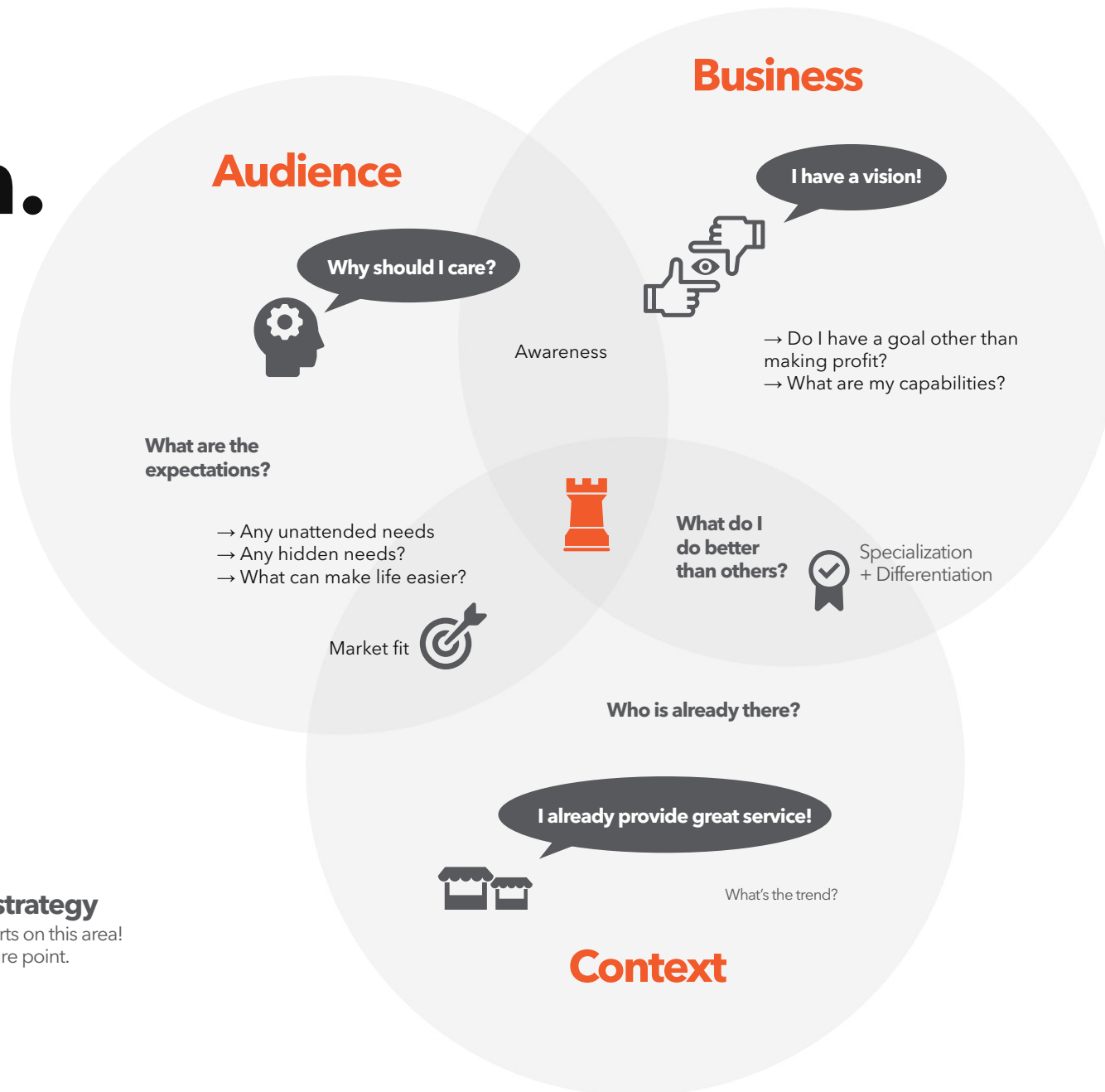
a.



a.

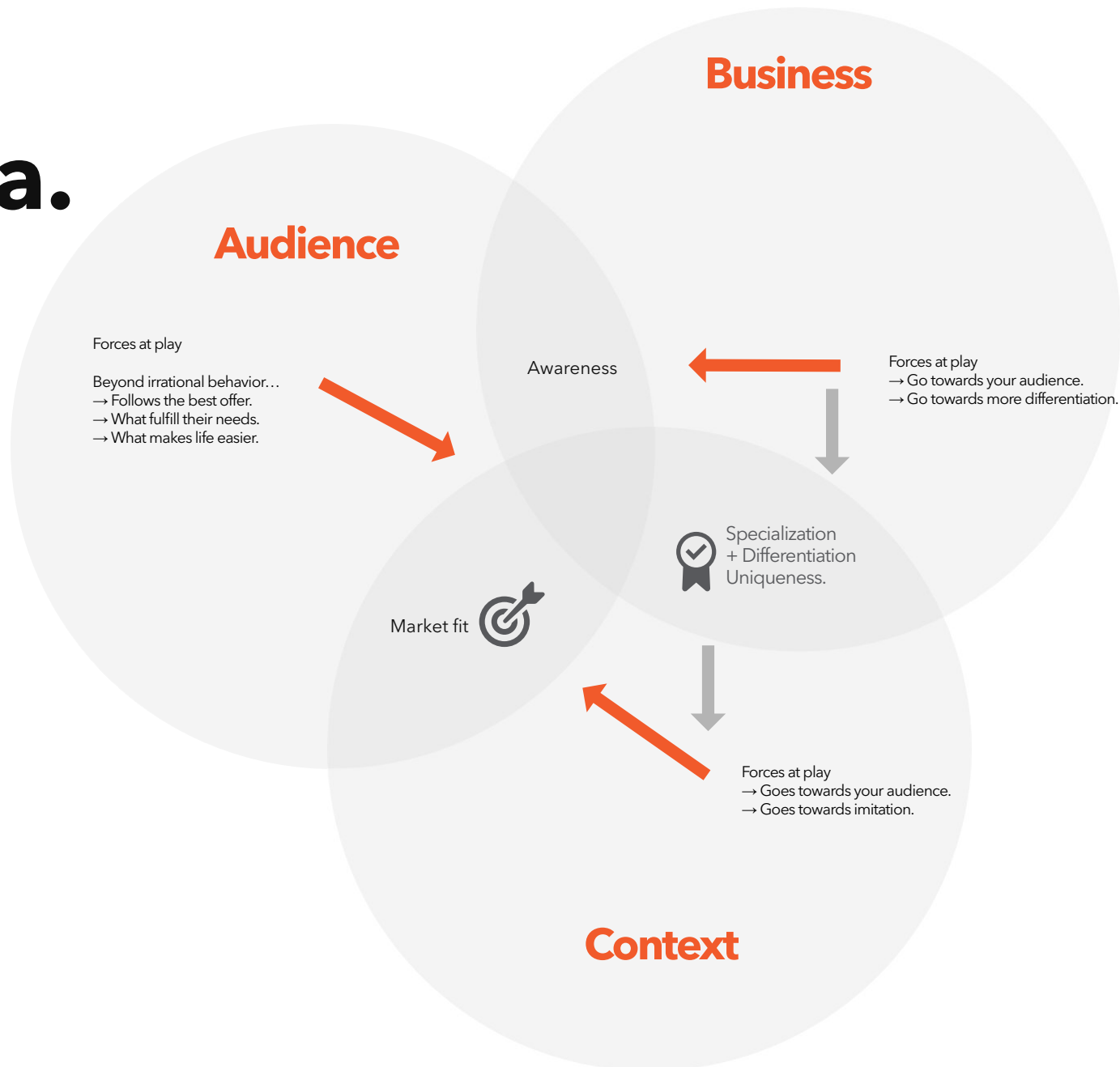


a.



 **Marketing strategy**  
Focus all your efforts on this area!  
This is your pressure point.

**a.**

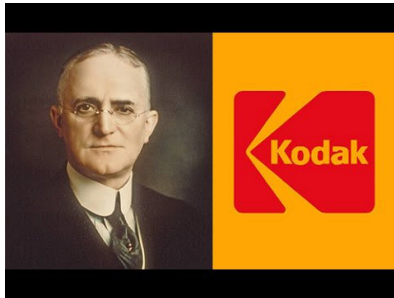




# 1870

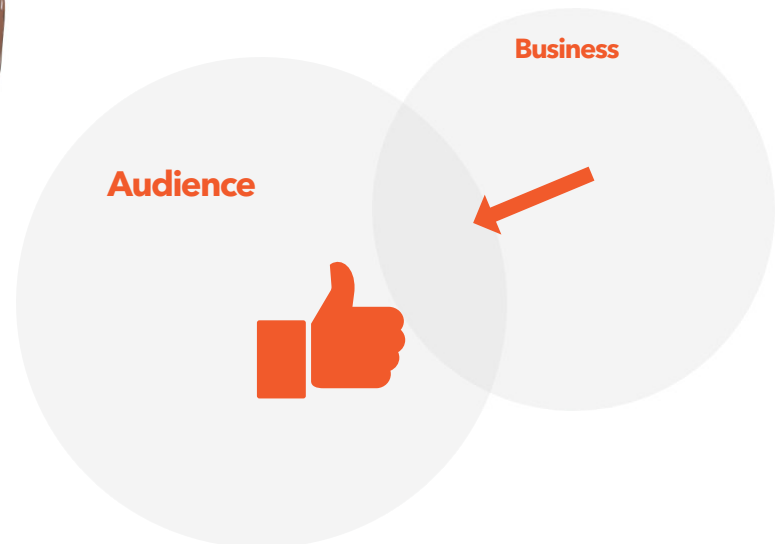
Emulsion plates



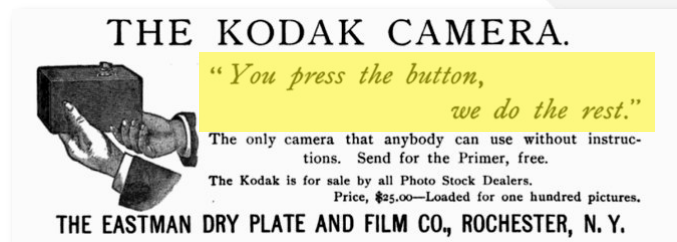
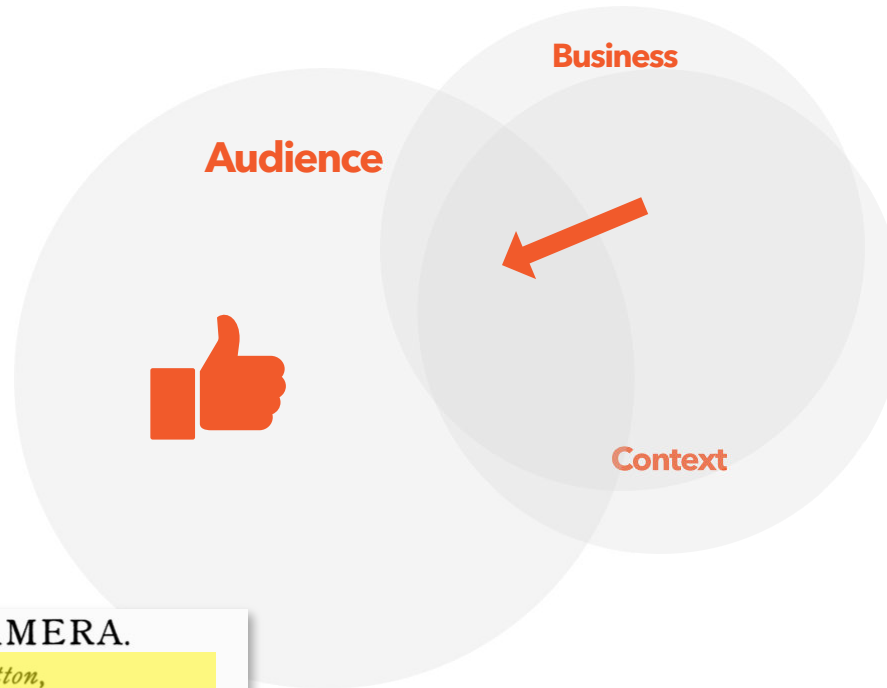


"A good reputation  
can be measured  
with your ability to  
**improve the lives of  
others**"

**1885**  
Georges Eastman



# Violent market dominance.



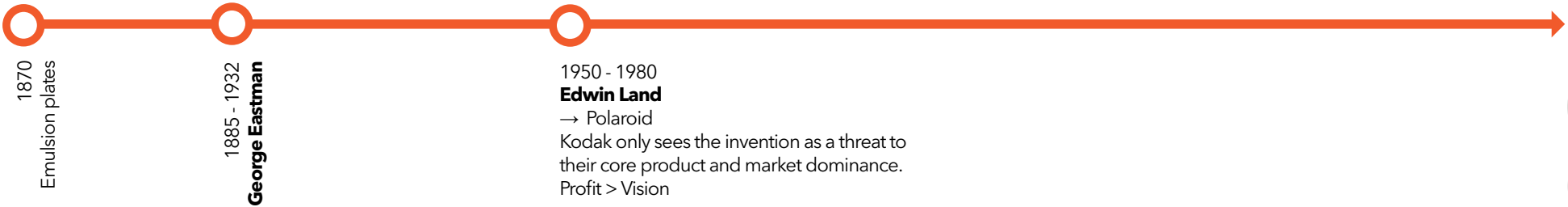
**b.**



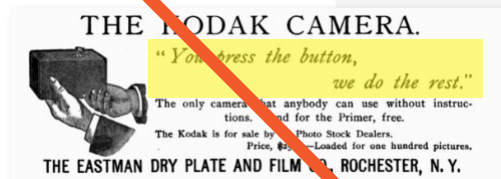
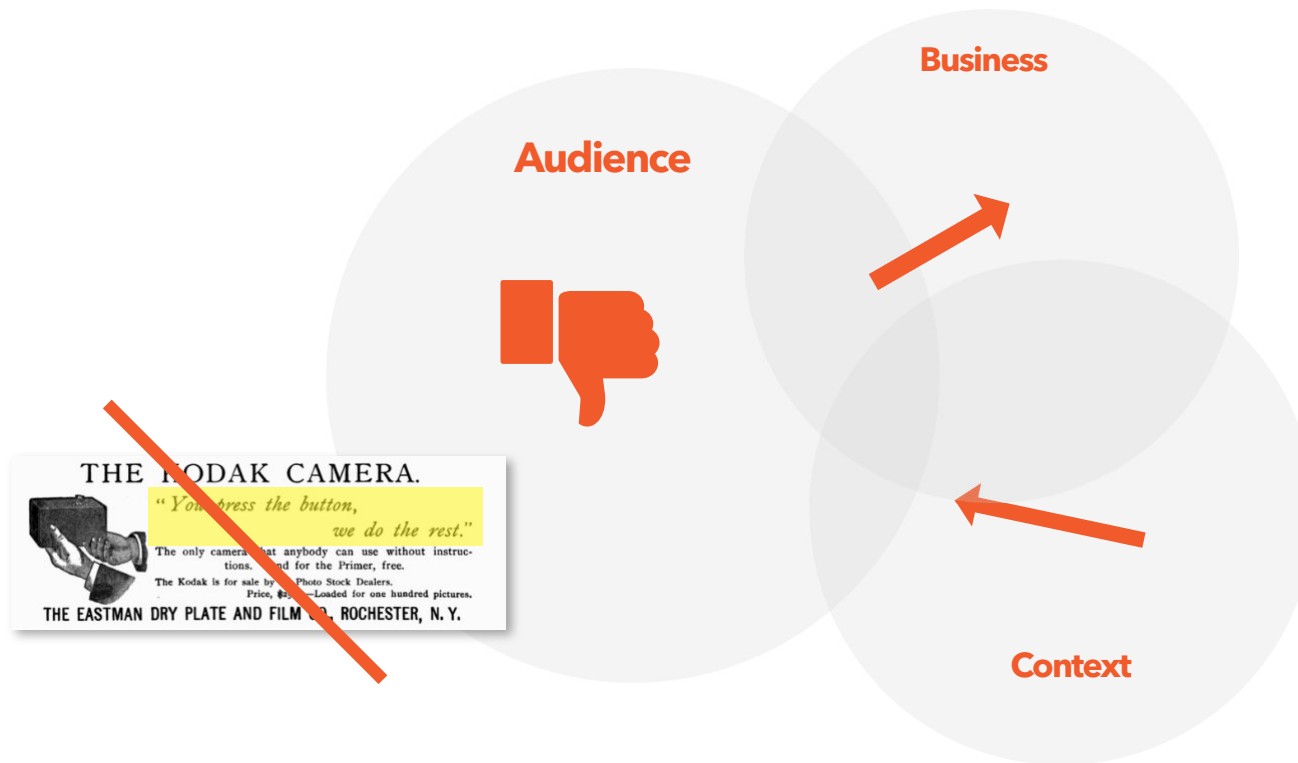
Women empowerment in a man dominated society.

How Kodak lost it.

**b.**

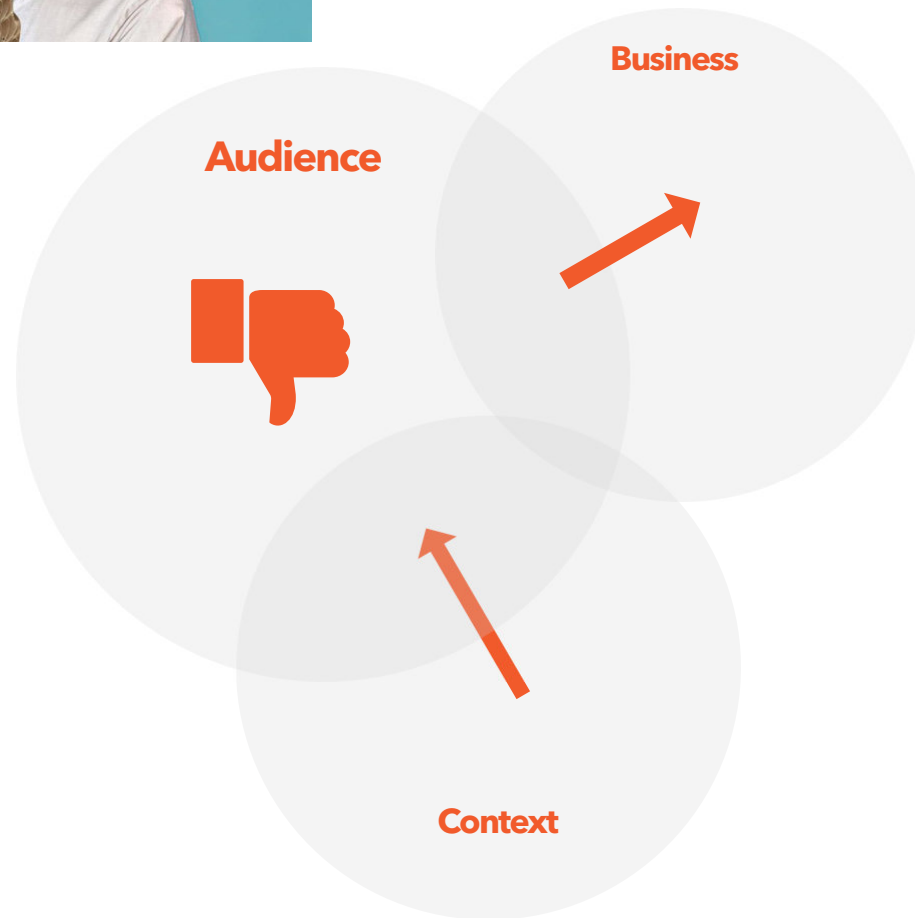
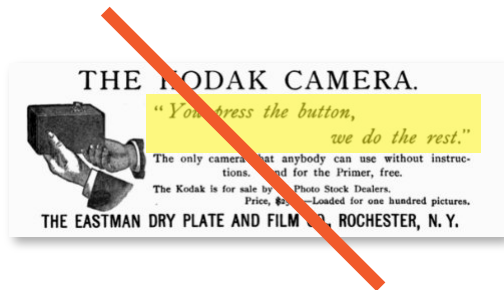


1980s → Change of mind, but too late. Polaroid wins court case, Kodak Pay 3M Dollars and can't use Polaroid's tech.

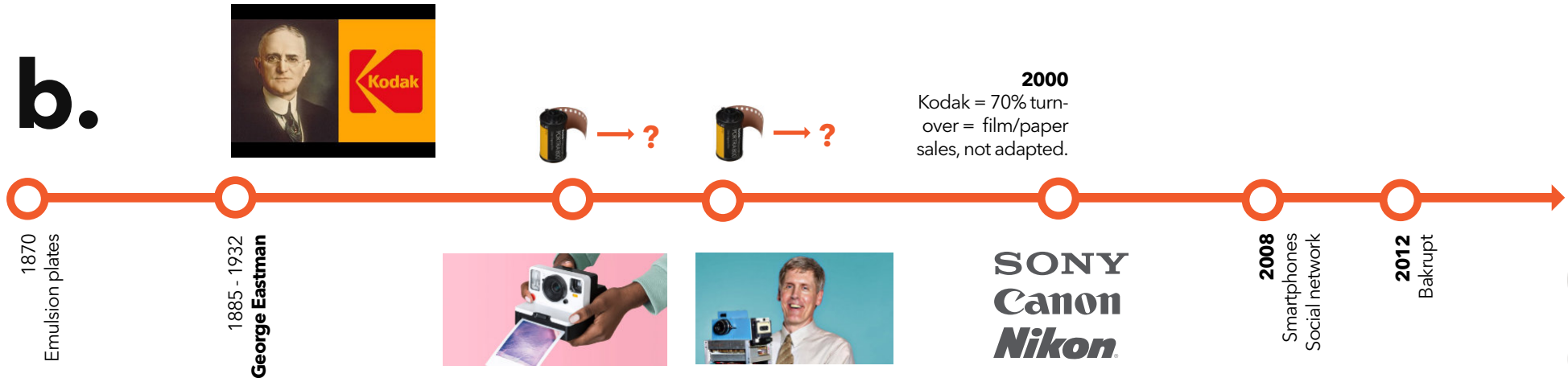


b.



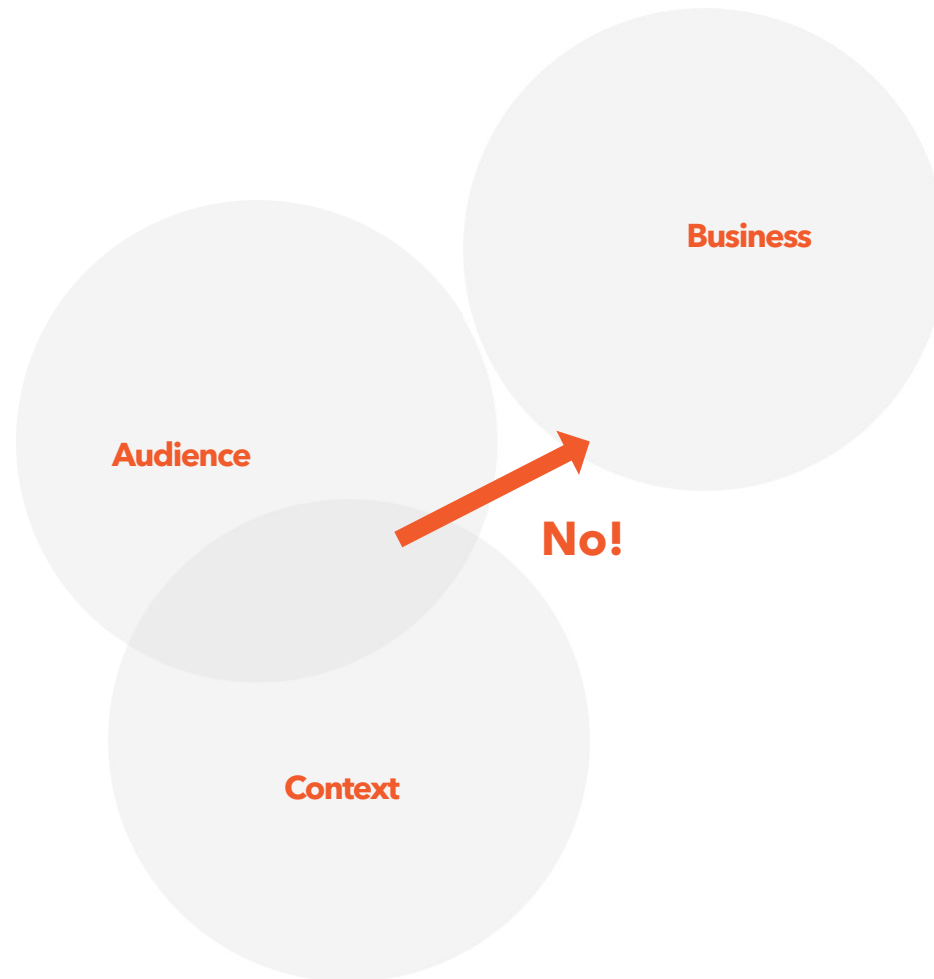


**b.**



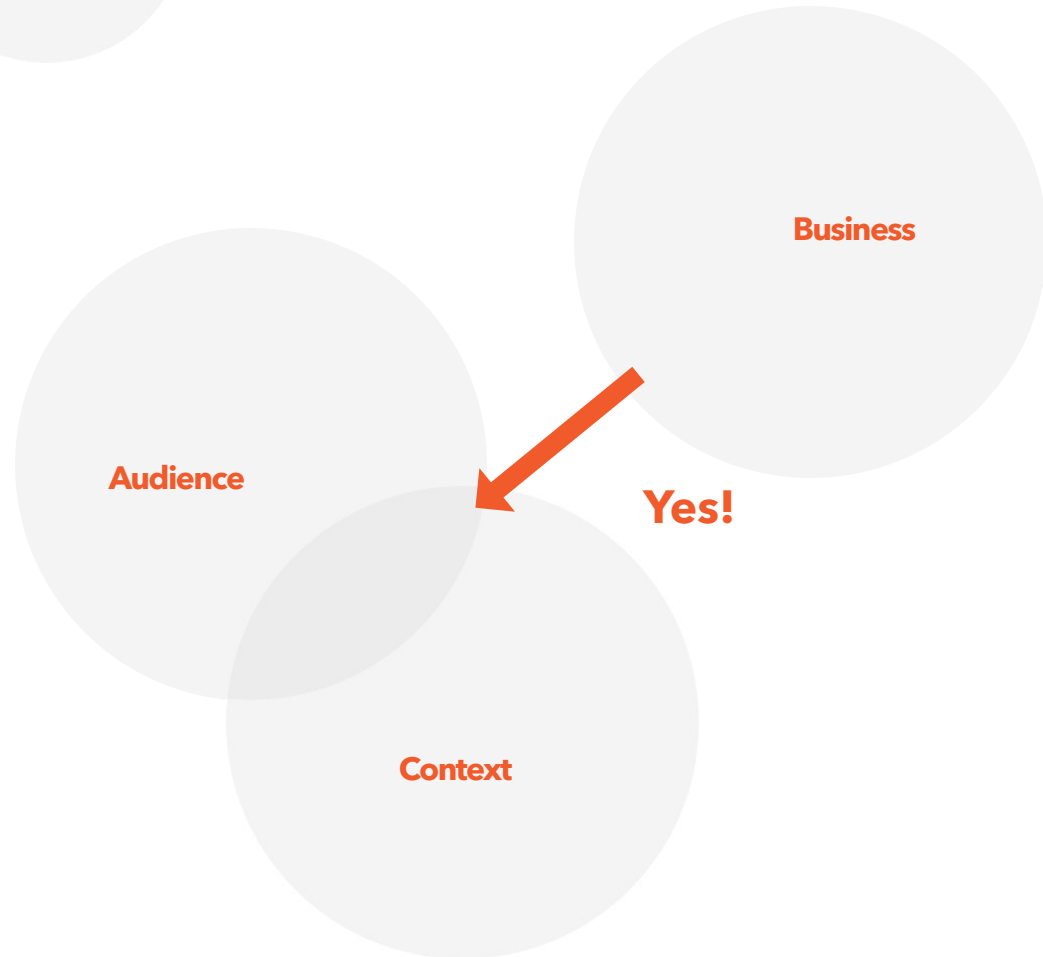
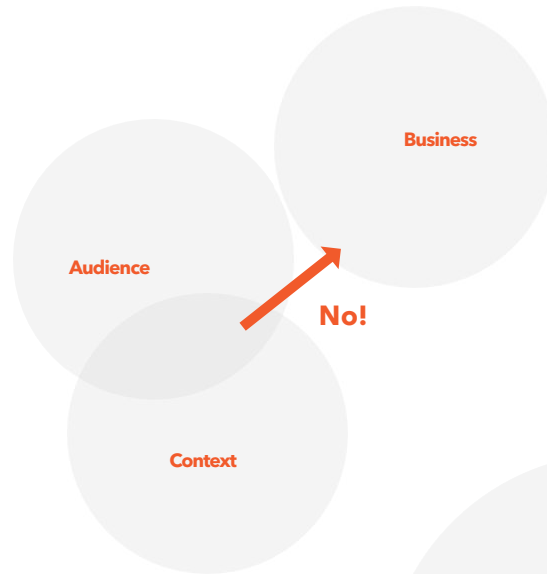
**C.**

**What can we learn  
from this?**



**C.**

Is there a recipe for good marketing?

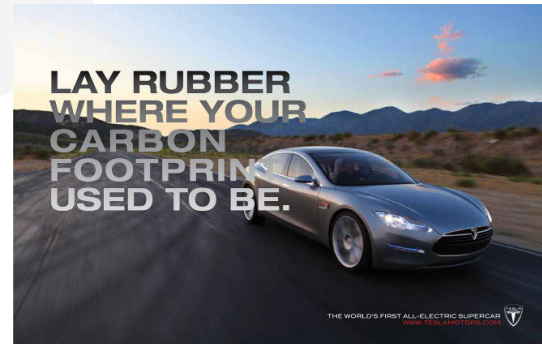


Hey, but wait a minute...

## **Marketing strategy → business strategy?**

If you need to sell something to someone, a product, a service, whatever it is, the marketing strategy should be the foundation of your business strategy, and not the other way around.

C.

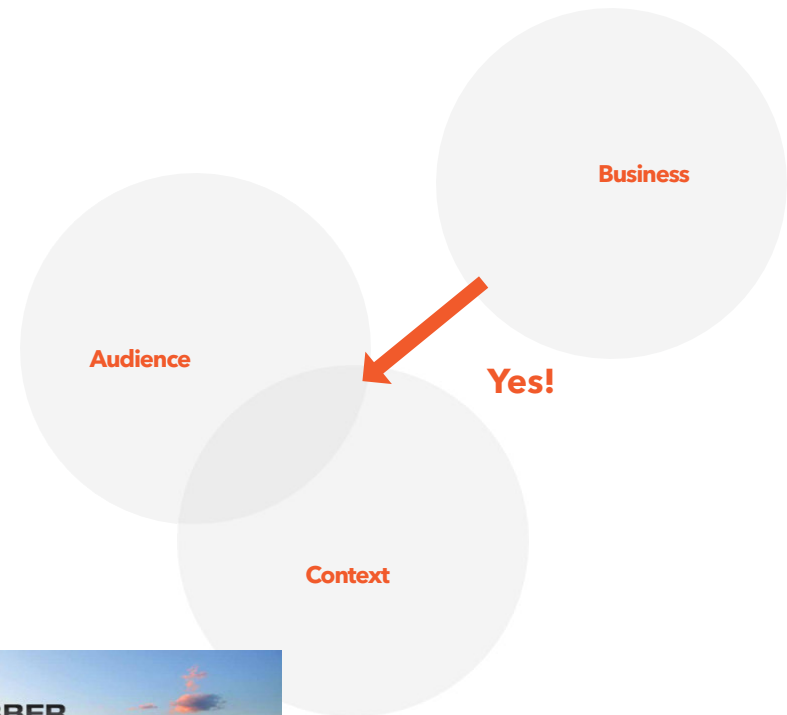
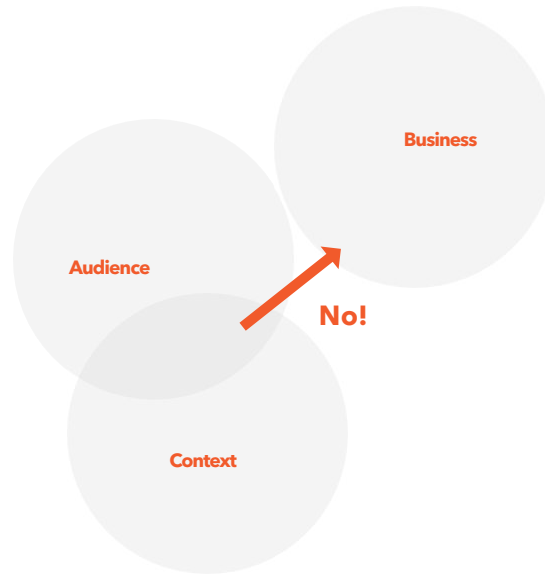


- Is Tesla stock overvalued?
- Competitors BMW, GM, Japan, ... are now building great electric cars too.
  - Remind everyone what makes Tesla different:

Tesla becomes an AI company overnight. (Leader in self driving)

C.

Is there a recipe for good marketing?



### A Good Recipe:

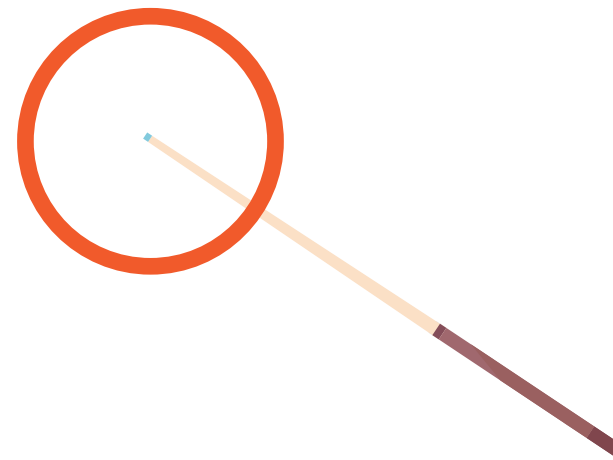
- 1) Understand real needs from your audience. Try to facilitate the life and/or solve a problem for your audience. **AUDIENCE/USER FIRST.**
- 2) Find what you have to offer (and can offer) as a unique and credible solution to those needs (business flexibility).
- 3) Put your offer in front of the right eyes (advertising).



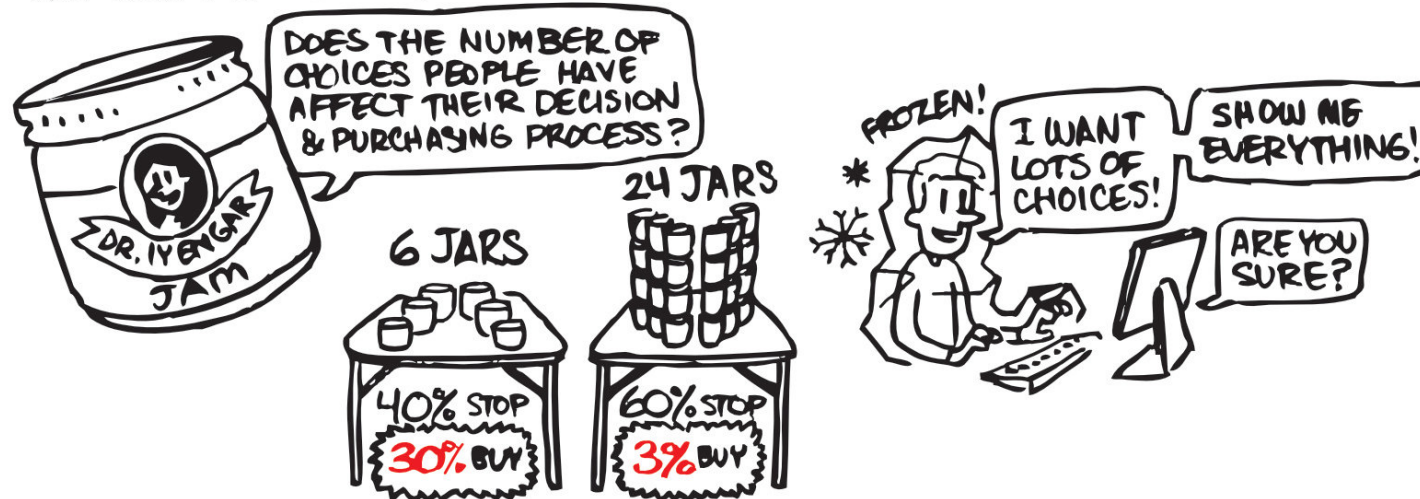
- Is Tesla stock overvalued?
- Competitors BMW, GM, Japan, ... are now building great electric cars too.
- Remind everyone what makes Tesla different: Tesla becomes an AI company overnight. (Leader in self driving)

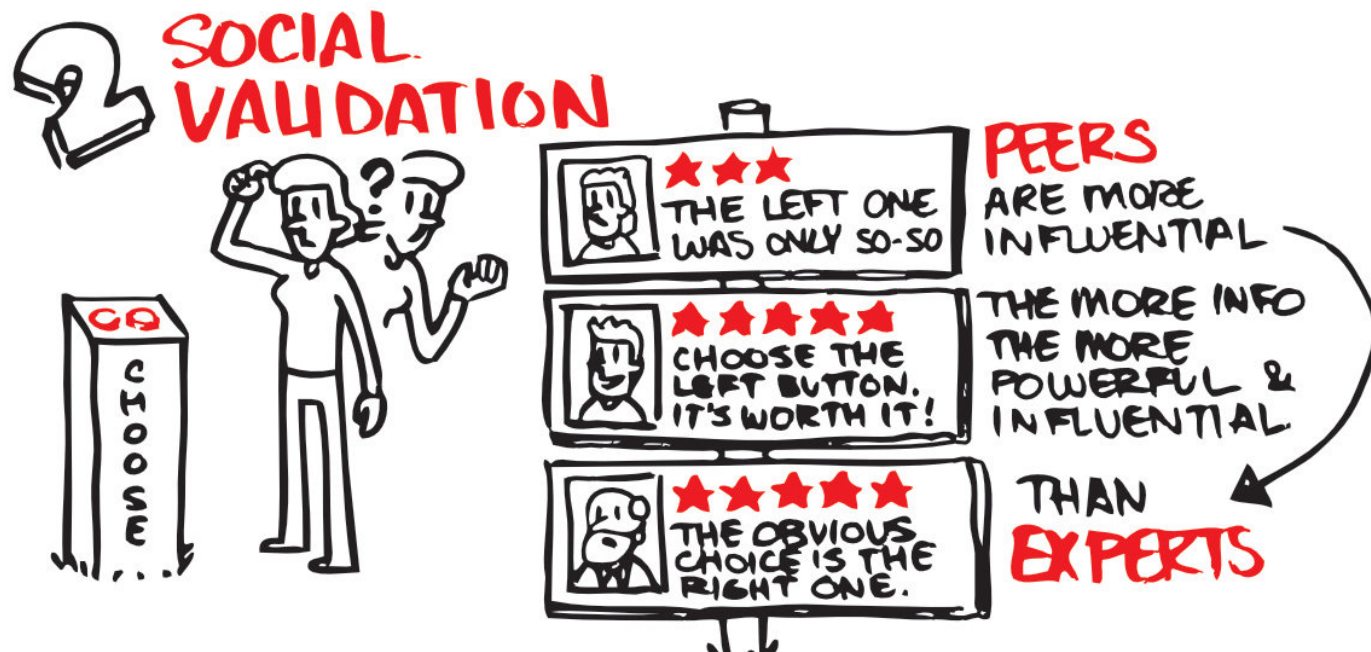
# 3.

# Advertising

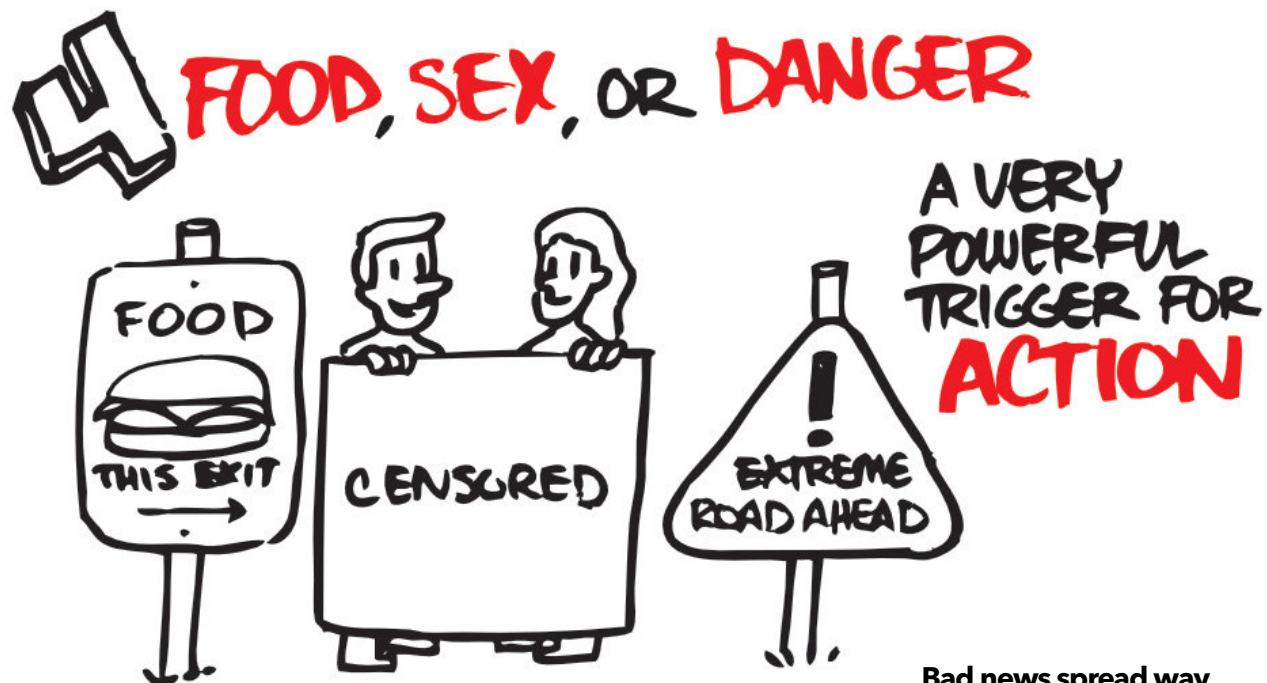


**1** IF PEOPLE HAVE  
**TOO MANY CHOICES**  
THEY WON'T CHOOSE AT ALL



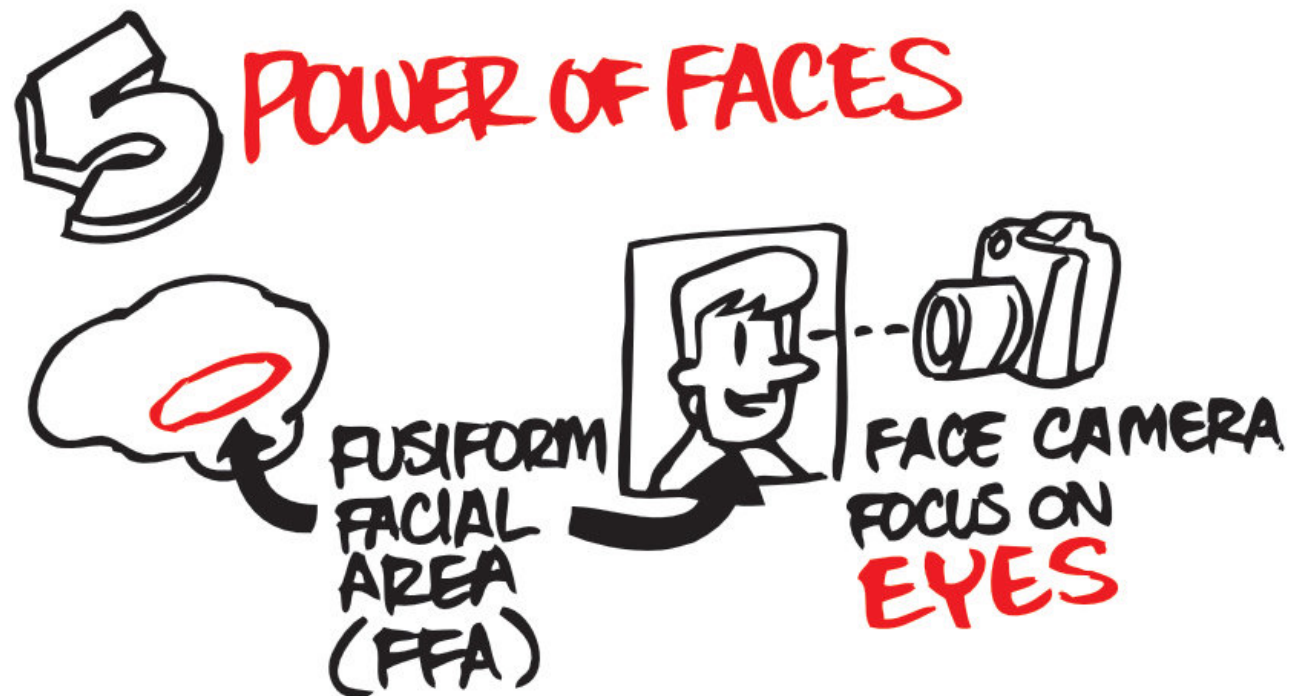






**Bad news spread way better on Twitter.**

We inherit this from our ancestors:  
→ To survive you had to pay more attention to the tiger on your left than the bush full of nice strawberries on your right.







→ Strategy (easier to sell existing clients).

→ Webdesign, fill in a form of 30 fields?

→ Start with a page showing only 4 fields, and 26 on the second page will raise your chances.

# **Good enough to create efficient ads?**

Well... No.  
By far not...

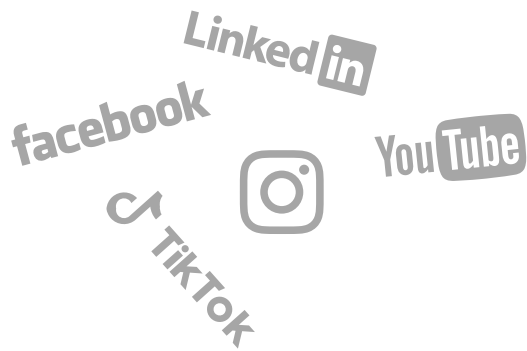
## a.

### Large Volume of Information

The average human (American) being is exposed to 4,000 to 10,000 ads per day (2020).

Youtube:  
500+ hours of content uploaded every minute.  
Every 24h = more than a lifetime videos to watch.

Facebook, LinkedIn, Tiktok, Instagram, ...  
Similar issues. → Algorithms (automated programs)



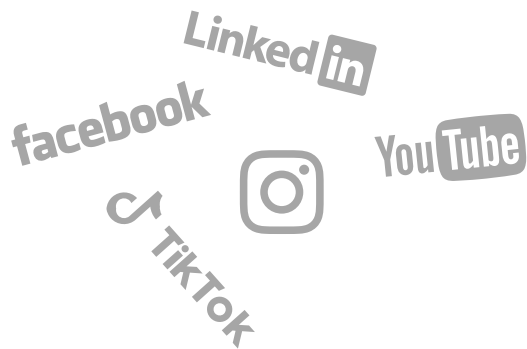
## a.

### Large Volume of Information

The average human (American) being is exposed to 4,000 to 10,000 ads per day (2020).

Youtube:  
500+ hours of content uploaded every minute.  
Every 24h = more than a lifetime videos to watch.

Facebook, LinkedIn, Tiktok, Instagram, ...  
Similar issues. → Algorithms (automated programs)



## b.

### Limited Capacity

Our brain is very good at filtering information. We do this all day.  
Habituation (like driving a car).  
We are good at ignoring things.  
People are immune to  
"Classic/fit-in advertising".



## C.

### Current Trend

- Too many ads.
- Algorithms are dictating contents and formats.
- **Who/what decides how algorithms work?** (Algos. are based on human psychology, since the product is human - currency = human attention).
- Privacy concerns are on the rise.
- Ethics questions are on the rise (Algos. Have a tendency to amplify click bait, fake news, ...).



d.



### Frontal Advertising

Made for your product.

Ads  
A journalist writing an article about you.  
Website  
Social Media  
T-shirts  
Email marketing  
...

Try to bring immediate value to the right audience.

- Entertain
- Be useful
- Catch attention (!!! ruled by novelty and constant overbidding to catch attention).

### Insidious Advertising

Not made for your product.

Product placements  
This conference  
Sponsorship  
...



Bad advertising tells stories about products.  
Good advertising uses the products to help tell a story.

Even in frontal ads, try not to talk about your product.  
Instead, talk about your prospect first, talk about their problem, desire, needs or aspirations.

Get attention... get attention...

**Then can we create  
a deeper emotional  
bound?**

**Yes!**

What if people like the ad better  
than the product? → Let's have a look at an historical ad.



Groomed by Pontiac: A spirited filly with a graceful gait

You own a lot of future

PONTIAC! America's Most



ALL NEW ALL OVER '59 CHEVROLET



Pontiac surrounds a man with beauty and the solid security of wide-track wheels



Number 1 Road Car!



The world's most eloquent possession... Cadillac



Don't look now, but they're all following you!



'59 DODGE

1959  
Bill Bernbach

The bigger the better  
Full of superlatives  
The best car ever

Don't look now, but they're all following you!

*The Newest of Everything Great!*

*The Greatest of Everything New!*

New 1959 Dodge sleek, waiting in the drive. Black and silver and lovely. New look around you. There are other '59s parked nearby. Friends of Red give you more Dodge are definitely the leaders, the pure action, in your group—about in every place.

You can't be so lucky, with the big, step Bump Wing bars that the new Dodge will give you.

New Dodge with the road with the best "step of motion" that other cars of 1959 can't give you. The new Dodge of 1959, the forward thrust of Dodge now is coming out of the ground and into the air.

You know the feel of engineering leadership with the incomparable ability of Dodge's new efficient engine.

They're all following you! One size reward for seeing a new '59 Dodge!

**'59 DODGE**

1959  
Bill Bembach

Bill Bernbach




**Think small.**

Our little car isn't so much of a novelty any more.  
A couple of dozen college kids don't try to squeeze inside it.  
The guy at the gas station doesn't ask where the gas goes.  
Nobody even stares at our shape.  
In fact, some people who drive our little

Or never needing anti-freeze.  
Or racking up 40,000 miles on a set of tires.

some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill. Or trade in your old VW for a new one.

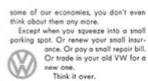
 Think it over.





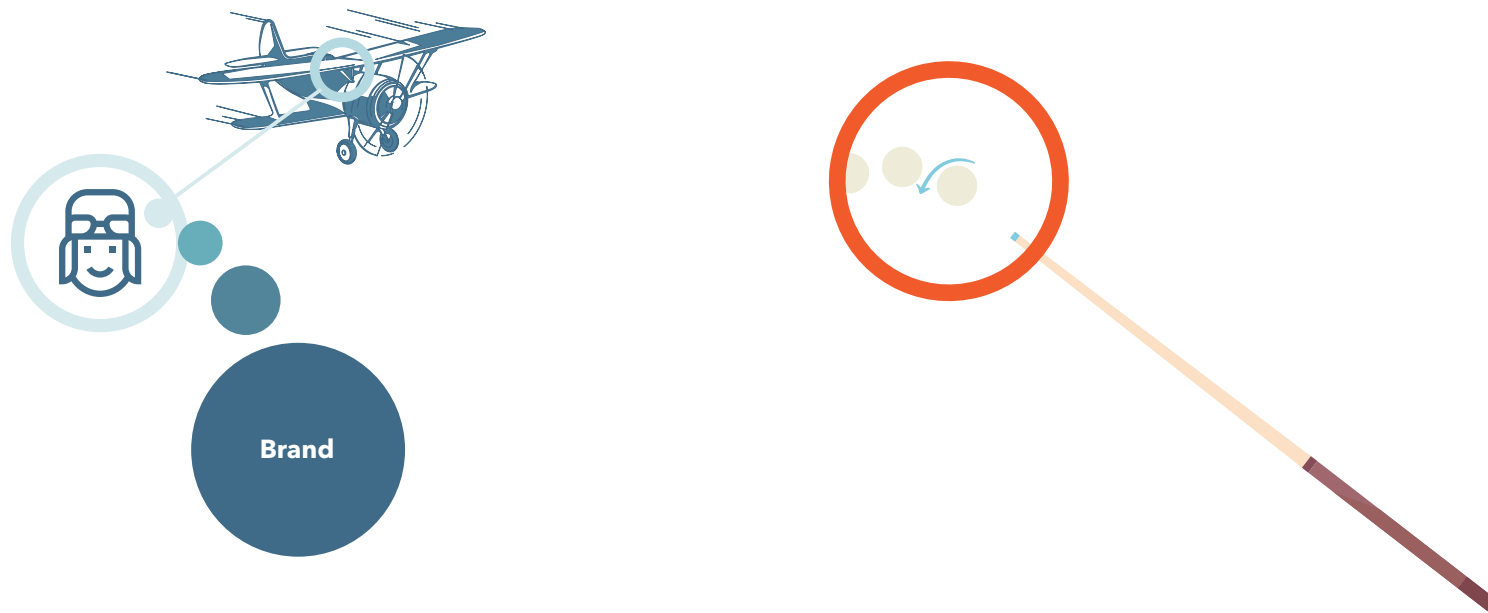
'59 DODGE

...Cadill...



# 4.

# Branding



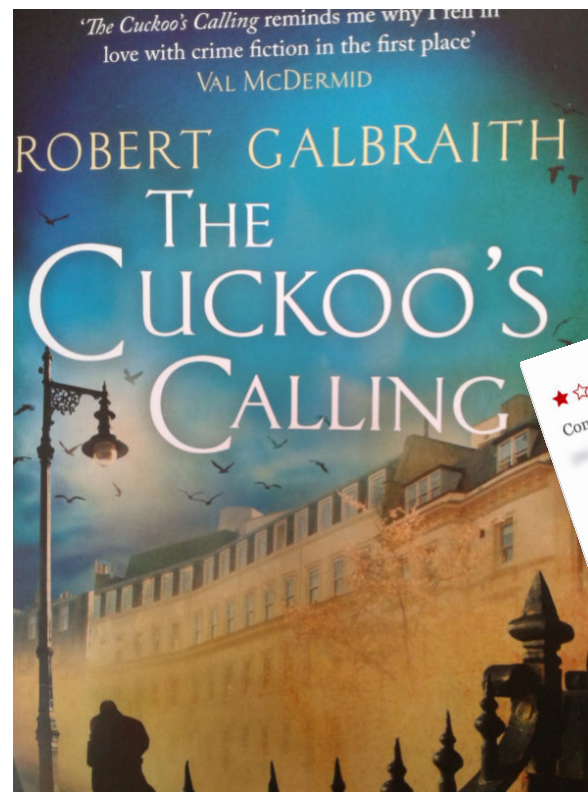
**a.**

**Are top selling  
products on top  
because they are  
the best?**

**a.** Are top selling products on top because they are the best?

**o** Detective novel "Flop". With **negative reviews**.

April 2013



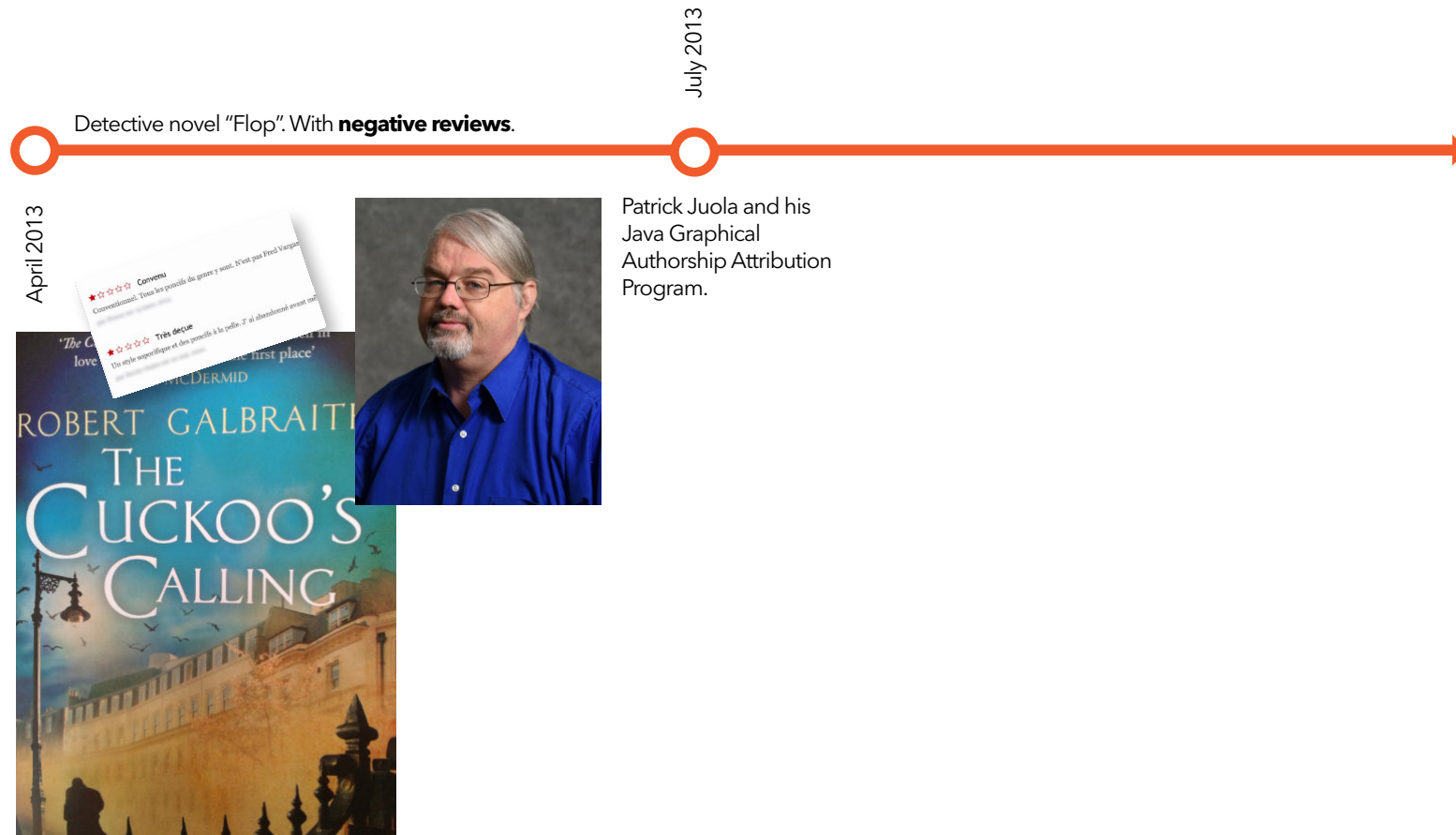
☆☆☆☆☆ Convenu

Conventionnel. Tous les poncifs du genre y sont. N'est pas Fred Vargae

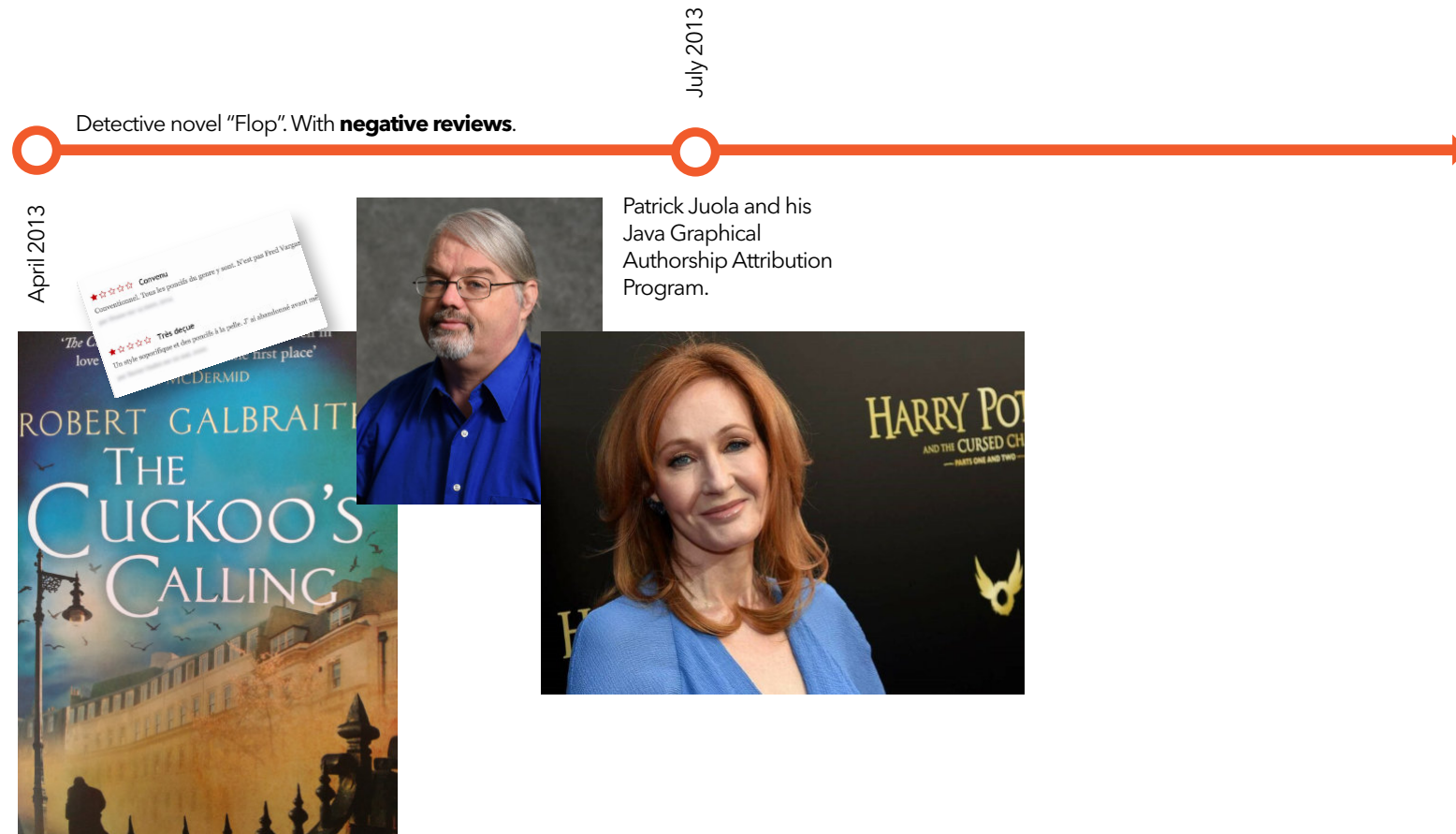
☆☆☆☆☆ Très déçue

Un style soporifique et des poncifs à la pelle. J' ai abandonné avant mē

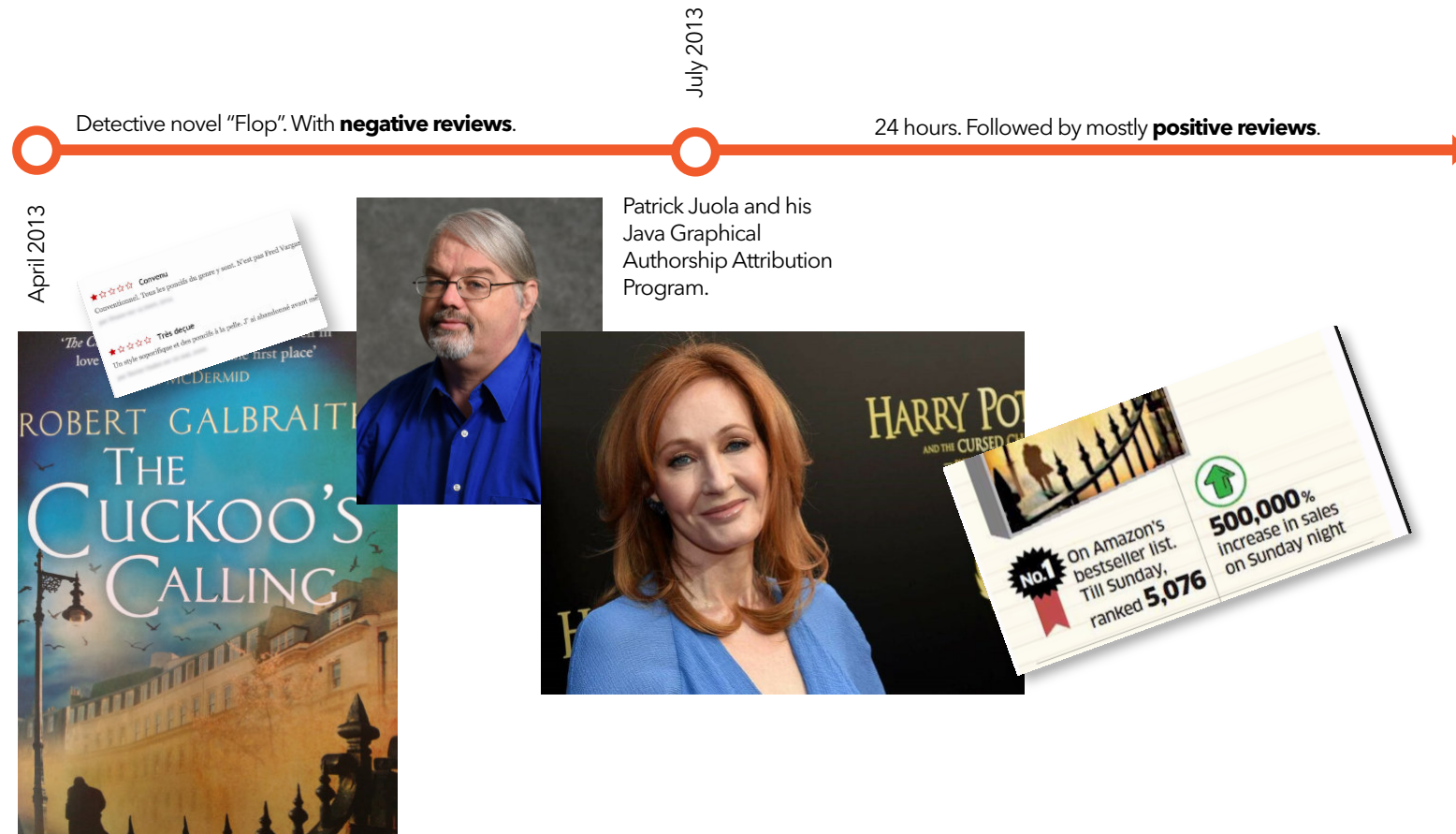
**a.** Are top selling product on top because they are the best?



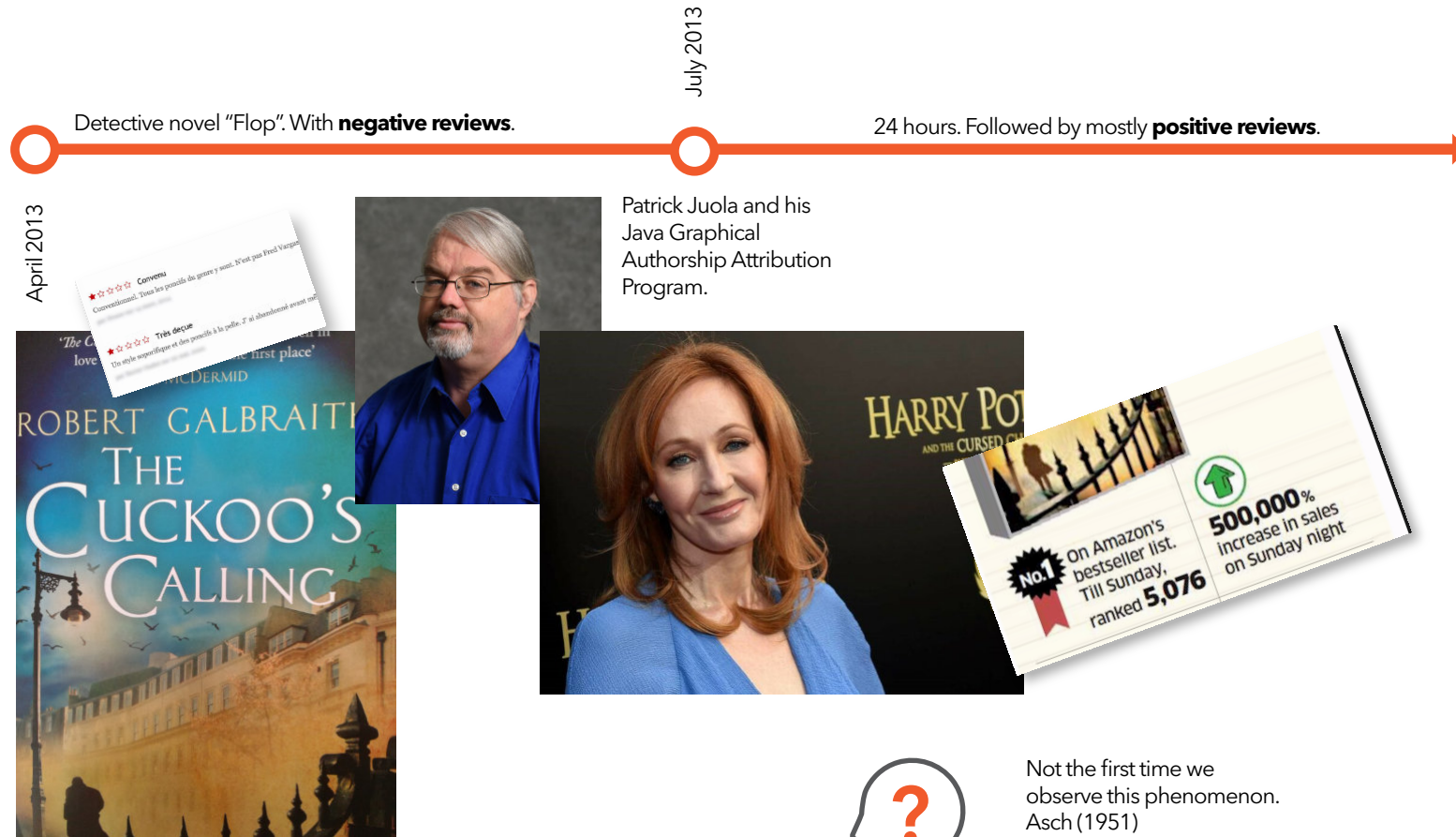
**a.** Are top selling product on top because they are the best?



**a.** Are top selling product on top because they are the best?



a. Are top selling product on top because they are the best?



Not the first time we observe this phenomenon.  
Asch (1951)  
Duncan Watts (2004)

Social influence  
Cognitive bias  
Perception has to do with psychology.



**b.**



Coca-Cola



b.



1970s  
Coca Cola big

1975  
Pepsi challenge

Almost a  
century

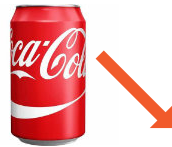


1980 → 1984  
Coca market shares keep on  
dropping, while Pepsi  
"explodes" - Pepsi "new  
generation campaign".

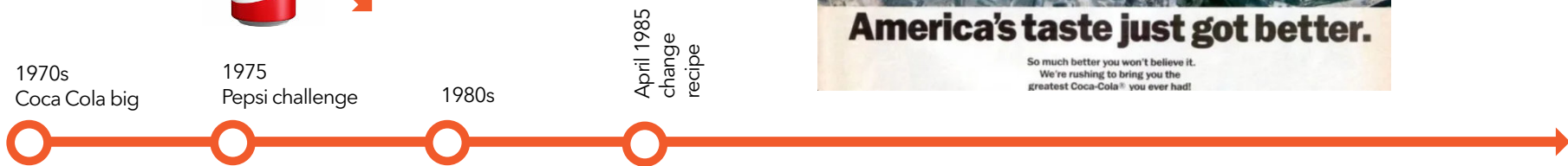


Coca = better price  
Coca = better distribution  
Coca = bigger ad budget  
Coca < Pepsi taste → must be the issue!

b.



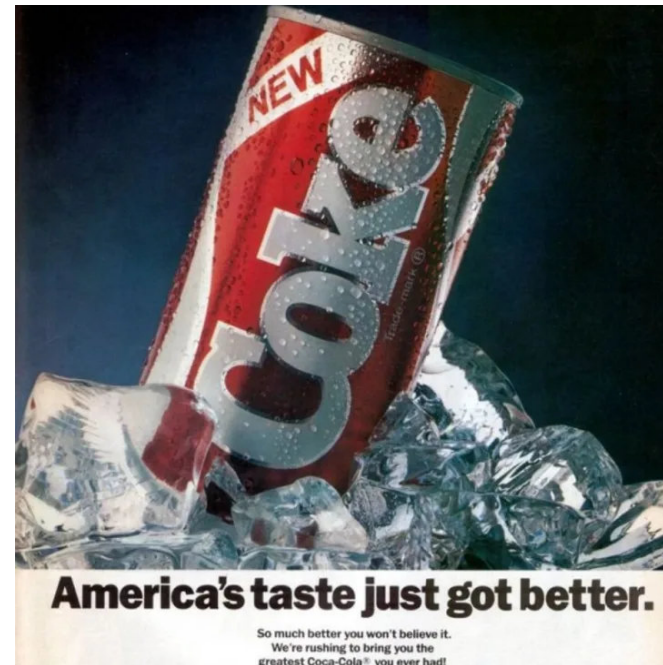
Almost a century



1980 → 1984  
Coca market shares keep on dropping, while Pepsi "explodes" - Pepsi "new generation campaign".



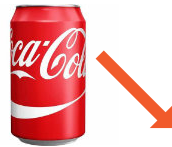
Coca = better price  
Coca = better distribution  
Coca = bigger ad budget  
Coca < Pepsi taste → must be the issue!



Coca-Cola



b.



April 1985  
change  
recipe

#### Crisis

demonstrations,  
letters, calls, (hire psychologists)  
people buy all old  
Coca Cola bottles they can find.



Almost a  
century



1980 → 1984  
Coca market shares keep on  
dropping, while Pepsi  
"explodes" - Pepsi "new  
generation campaign".



Coca = better price  
Coca = better distribution  
Coca = bigger ad budget  
Coca < Pepsi taste → must  
be the issue!





b.



Almost a century



1970s  
Coca Cola big

1975  
Pepsi challenge

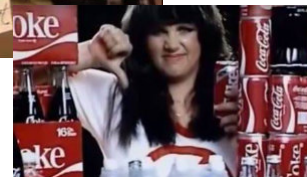
1980s

April 1985  
change  
recipe

**Crisis**

demonstrations  
letters, calls  
people buy all old Coca Cola  
hire psychologists

1980 → 1984  
Coca market shares keep on dropping, while Pepsi "explodes" - Pepsi "new generation campaign".

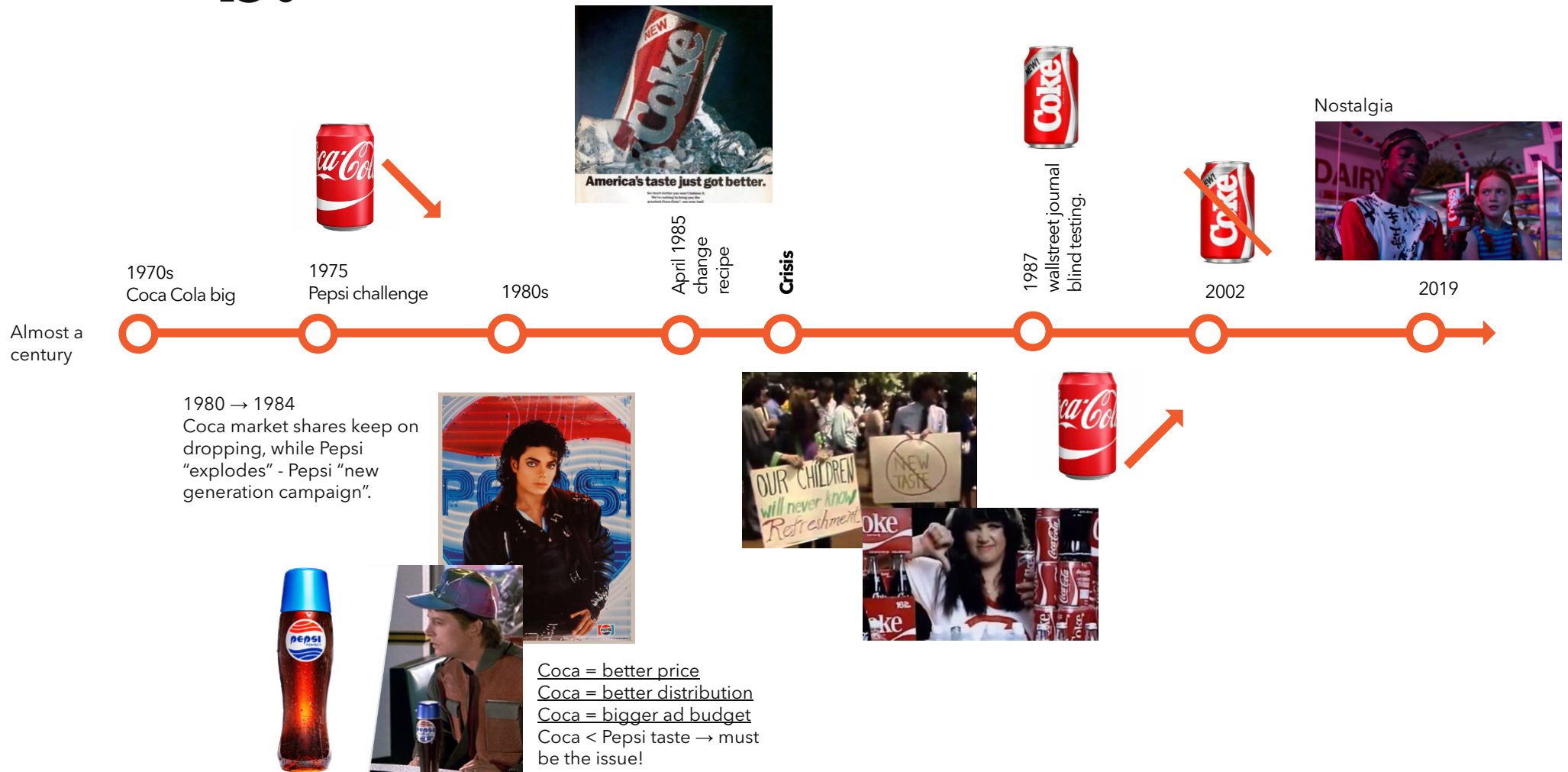


Like if people were reminded how important Coca Cola was in their culture.

Coca = better price  
Coca = better distribution  
Coca = bigger ad budget  
Coca < Pepsi taste → must be the issue!

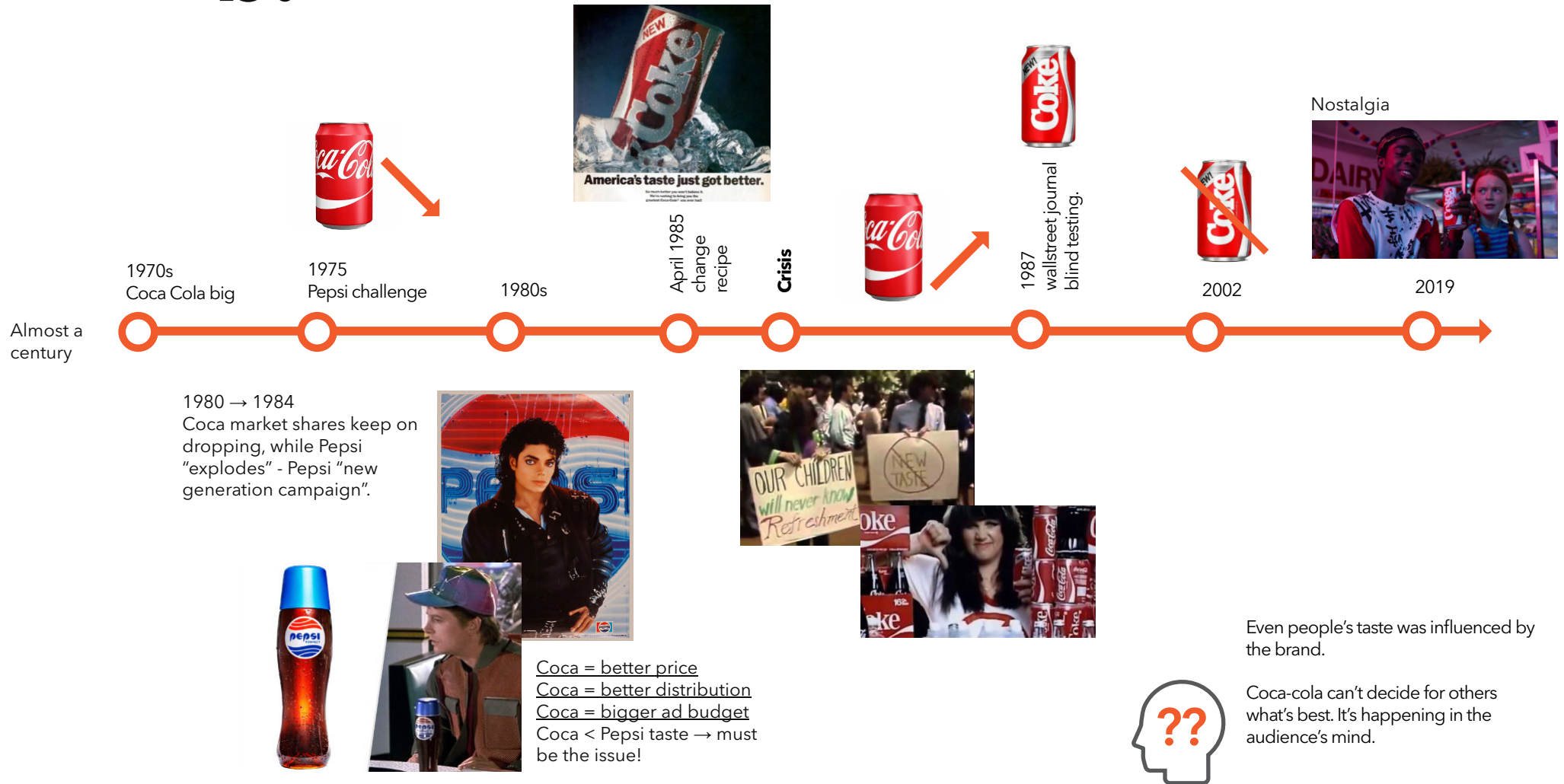


b.

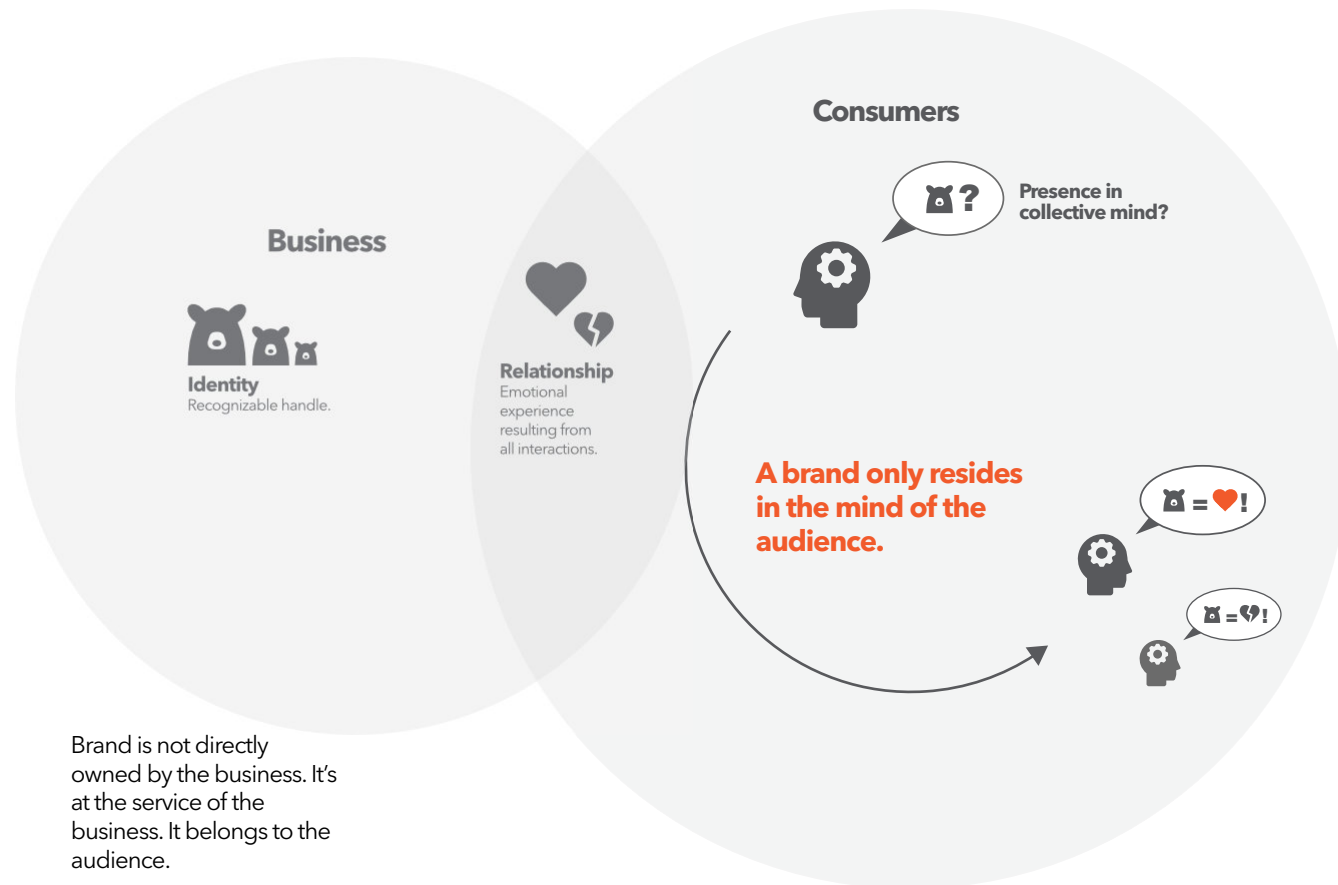




b.



C.

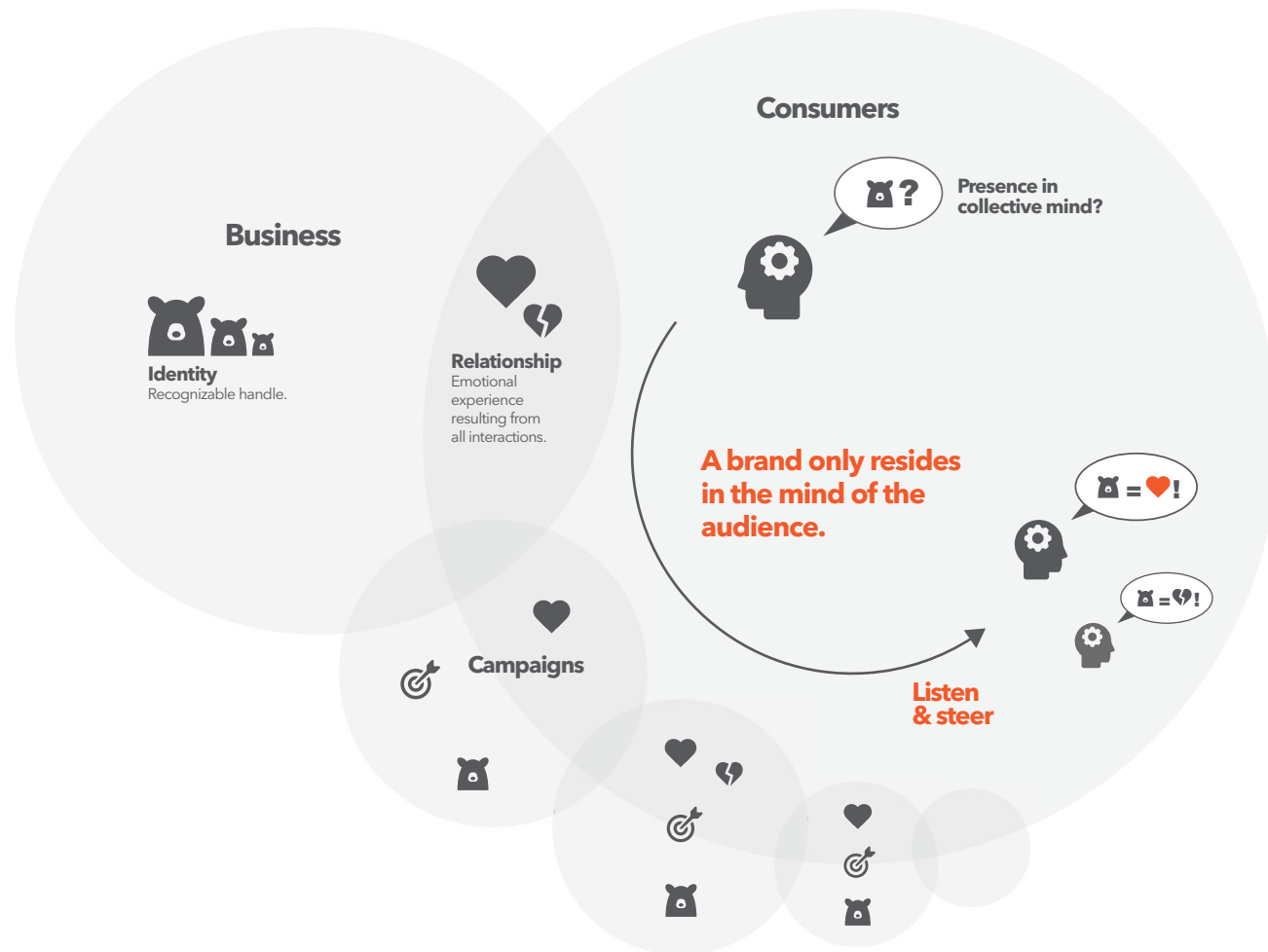


Brand is not directly owned by the business. It's at the service of the business. It belongs to the audience.

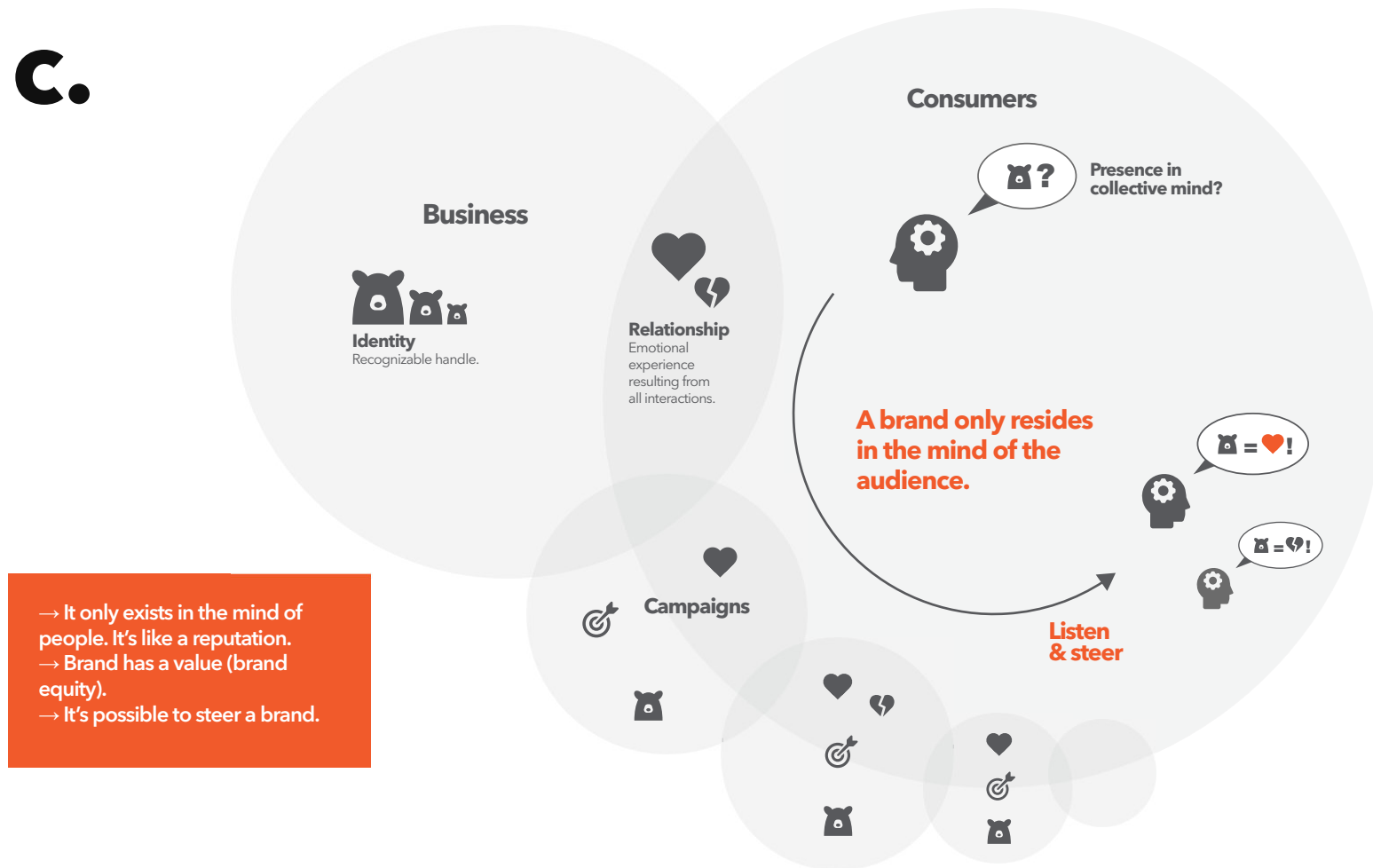
Like a trust fund? (but I'm not an economist).

Coca Cola valued at 175 Billions (75 billions in the brand).

C.



C.

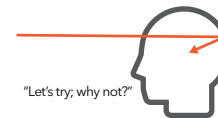


d.

Subjective\* levels  
in brand presence:

More Trust.

1 → Awareness ("Comes to mind, looks OK")



*Company/product has repetitive  
exposure.*

d.

Subjective\* levels  
in brand presence:



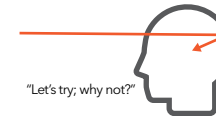
**2** → Satisfaction ("That works for me!")

**1** → Awareness ("Comes to mind, looks OK")

**More Trust.**



"Will buy again..."



"Let's try, why not?"



*Company/product  
Creates satisfaction.*

*Company/product has repetitive  
exposure.*

d.

Subjective\* levels  
in brand presence:

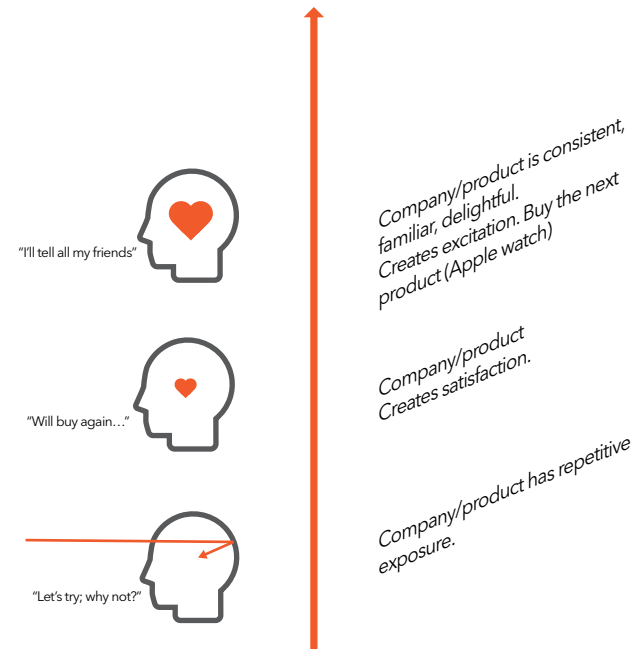


**3** → Delight ("This is exciting")

**2** → Satisfaction ("That works for me!")

**1** → Awareness ("Comes to mind, looks OK")

**More Trust.**



d.



**Subjective\* levels  
in brand presence:**

4 → Engagement ("Emotionally attached")

3 → Delight ("This is exciting")

2 → Satisfaction ("That works for me!")

1 → Awareness ("Comes to mind, looks OK")

\* Brands are uniquely  
positioned in every brain!

## More Trust.



"Can't live without my Harley Davidson"



"I'll tell all my friends"



"Will buy again..."



"Let's try, why not?"



"I hate Apple!"



Company/product stand for something bigger, has strong values, integrity.  
Creates strong emotions.  
Creates spontaneous ambassadors, a real lifestyle.

Company/product is consistent, familiar, delightful.  
Creates excitement. Buy the next product (Apple watch)

Company/product  
Creates satisfaction.

Company/product has repetitive exposure.

d.



**Subjective\* levels  
in brand presence:**

4 → Engagement ("Emotionally attached")

3 → Delight ("This is exciting")

2 → Satisfaction ("That works for me!")

1 → Awareness ("Comes to mind, looks OK")

\* Brands are uniquely  
positioned in every brain!

## More Trust.



Company/product stand for something bigger, has strong values, integrity.  
Creates strong emotions.  
Creates spontaneous ambassadors, a real lifestyle.

Company/product is consistent, familiar, delightful.  
Creates excitement. Buy the next product (Apple watch)

Company/product  
Creates satisfaction.

Company/product has repetitive exposure.

e.

Establish and steer.





## Initial impression

Established mental image will shape future interactions.



## Psychological filters

- Halo Effect
- Endowment effect
- Escalation of commitment
- Cognitive fluency
- Emotional proximity
- ...



If you admire or like a person for a competence, you have an automated tendency to assign other qualities and competences this person. It's inherent to the human brains.

Example:

→ Let's say you think I'm good in marketing, you will have a natural tendency to think that I could also be good at other things like drawing... which I'm not.

→ Apply to a business.

If you can focus at being very good and specialized in one field, people will come towards you with other needs and demands.

→ Focus on a niche, and the rest will come automatically.

e.

Establish and steer.



e.

Establish and steer.

To establish and steer a brand:

- Address a very specific audience.
- Genuinely stand for something beyond what you sell.
- Be benevolent and honest - cultivate trust.
- Stand out.
- Be consistent over time.

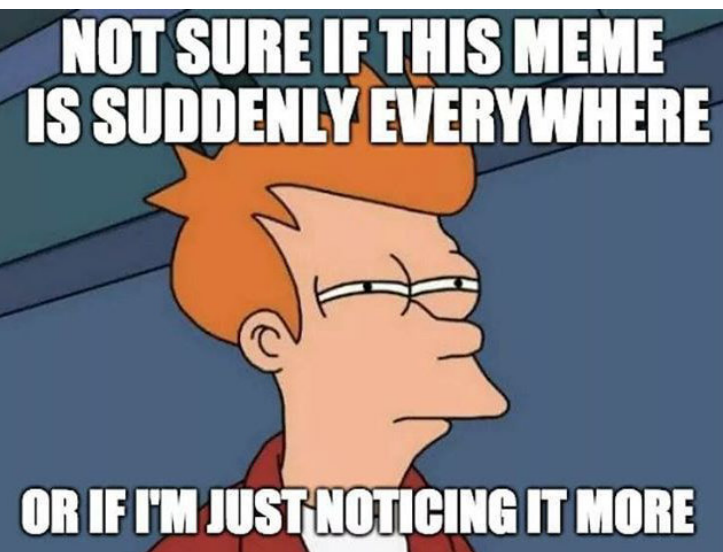
Essential helpers:

- Make sure your marketing strategy is in place.
- Apply the outcome of the strategy - with good execution - from product design, service design, to graphic design.



f.

## Why consistency works in marketing?



Involved cognitive effects:

1 → Frequency illusion  
(What you start noticing - or just picked your interest - seems everywhere all of a sudden).

2 → Mere exposure effect  
Individuals show an increased liking/preference for a stimulus as a consequence of repeated exposure to that stimulus. (1968 - Robert B. Zajonc)

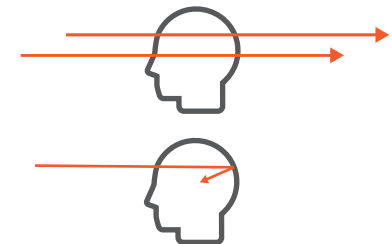
3 → Illusory truth effect (Information repetition)

Important notes:

- Don't become a spammer! Don't bang the same drum through the same channel. Keep the message but change the format, and create new stories.

- Spaced repetitions are usually more effective than massed repetitions.

- The mere exposure effect tends to be strongest when the person is not consciously aware of the stimulus presentations ("insidious" advertising)



# How to keep consistency?

Stick as much as possible to your mission, values, vision statements.

Tools:

- Visual identity guide
- Verbal identity guide
- ...

I'm just going to scratch the surface and talk about color and shape, as examples.



→ Not scientific psychology

But color is important in perception.  
(Jean-Gabriel Causse - Ted Talk).

To choose color(s):  
→ Use a context  
→ Prioritize strategy



#### Color Wheel

Color Wheel allows you to create color palettes

Analogous

Monochromatic

Triad

Complementary

Custom

Full Screen



B25F15

FFC898

FFAC62

1A9AB2

67E7FF

## Color

In our brain, perception starts with color.

## Shape.

- Have a distinctive identity.
- Logo is not everything, just a visual handle for your brand.





# Aesthetic Usability Effect

→ Base identity decision on strategy  
not on artistic taste.

Doesn't mean it has to be ugly!  
→ Follow strategic and scientific  
principles...



Users often perceive aesthetically pleasing design as design  
that's more usable.

## Legibility in small scale



mhf





decorated logo



combined logo



lettermark

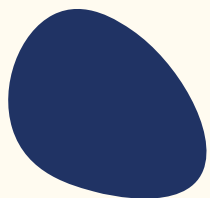


badge/stamp



combined horizontal





## Biscay

Hex: #203364  
C:100 M:90 Y:32 K:22  
Pantone: 3597 C



## Neon Carrot

Hex: #F7942F  
C:0 M:50 Y:92 K:0  
Pantone: 3588 C



## Atlantis Conifer

Hex: #9DCB3B  
C:44 M:0 Y:100 K:0  
Pantone: 2299 C



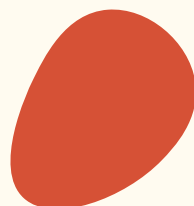
## Sapling

Hex: #E0CEA4  
C:12 M:16 Y:38 K:0  
Pantone: 468 C



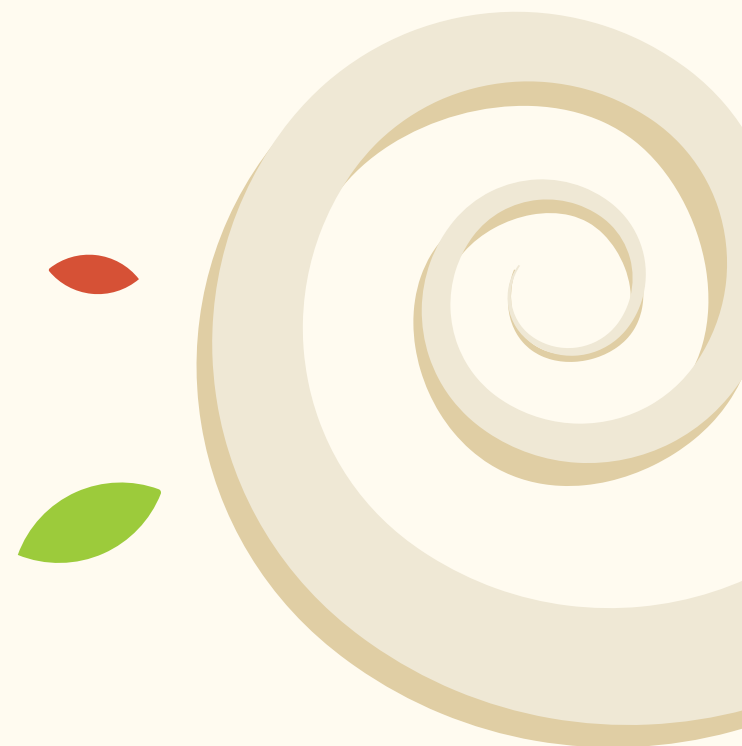
## Parchment

Hex: #EFE8D5  
C:6 M:6 Y:16 K:0  
Pantone: Warm Grey 2 C



## Flame Pea

Hex: #D65136  
C:11 M:83 Y:87 K:2  
Pantone: 7417 C

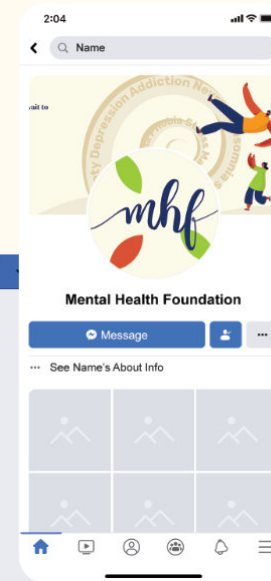


**Don't** wait to  
**hit**  
the ground.

**Don't** wait to  
**hit**  
the ground.

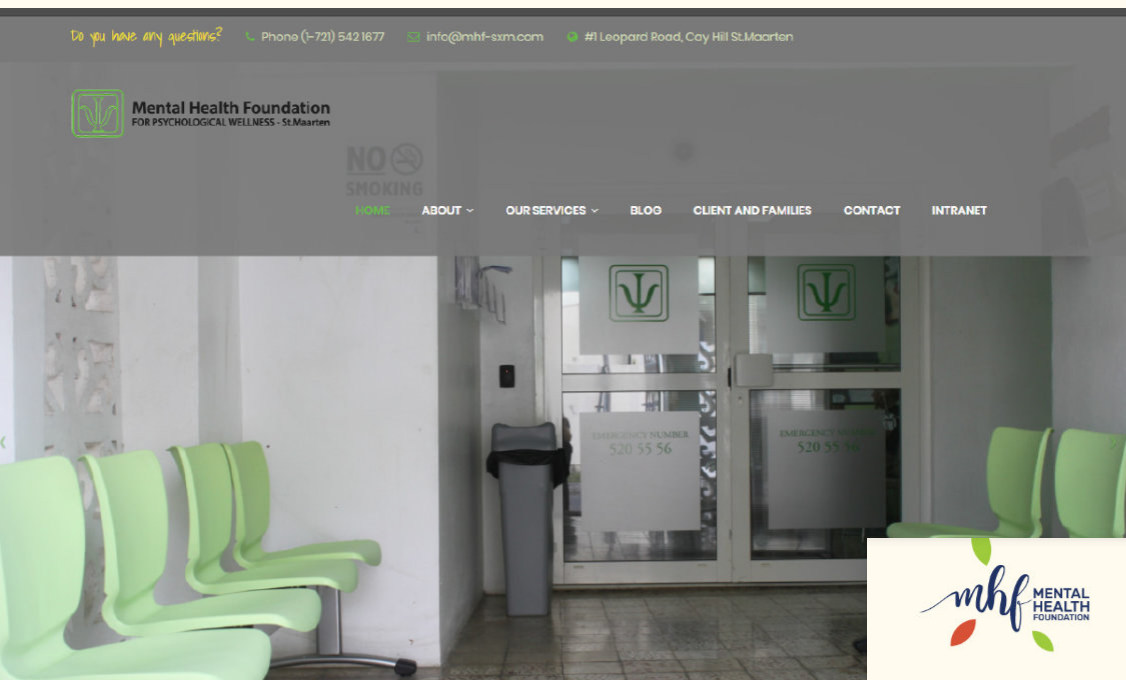


Icons









# mhf.sx



→ Great identity examples (beyond visual identity)

**Starbucks, IBM**  
**online style guide.**

<https://creative.starbucks.com>

<https://www.ibm.com/design>

# h.

## **Internal advantages of established brand.**

Alignment.

- Mission, values, vision statements can help decide when a choice is difficult.
- Easier to have everyone on the same page in the company.
- Act as a motivational tool within an organization.
- Help attract appropriate talent.
- Provide a stable framework that can outlast internal changes.

# 5.

## Actionable Tips



# a.

## When/where to start?

→ Start as early as possible. Marketing strategy can impact your business strategy.

→ Order:

- 1) Marketing/brand strategy first.
- 2) Branding.
- 3) Advertising.

→ Start from the clients/potential clients/audience.

→ Try not to ask:

- How can I go from A to B for my marketing?

→ Try to ask:

- How can my business make my audience go from A to B in a unique way?

# b.

## Interview your audience.

- Don't over-rely on surveys, online comments, reviews, etc. These tools are informative, but biased.
- Have good conversation(s) with your audience.
- Have a good conversation(s) with whomever is the most in contact with your audience.
- Try to find the problems your audience could have.
- Don't trust word for word everything your audience tells you.
- Try to find the deepest and hidden needs.



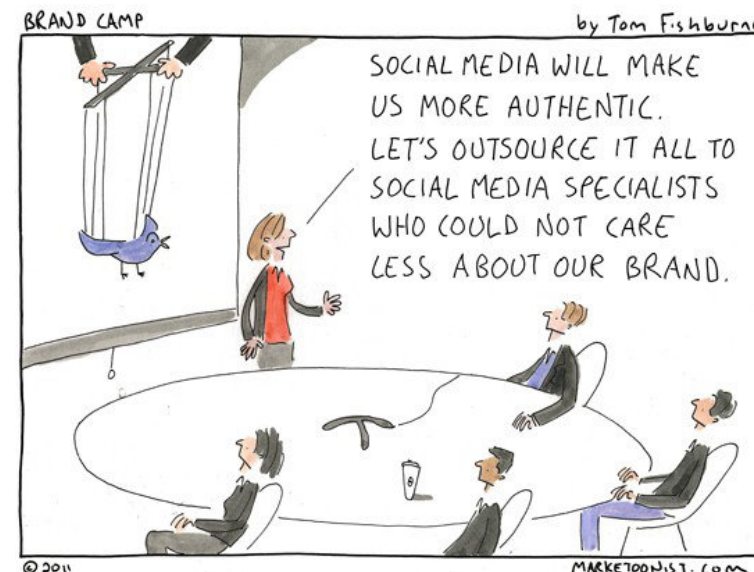
# C.

## Hiring someone to help?

- Beware of the Dunning-Kruger effect.
- There is no magic recipe that works for all organizations. Don't get sold on magical products.
- Do spend time, thoughts and/or hire a professional to build a marketing strategy (see previous slide about marketing strategy).
- If you hire a marketing professional make sure he/she has an interest in understanding or creating your strategy. He/she should be your ambassador.



©marketoonist.com

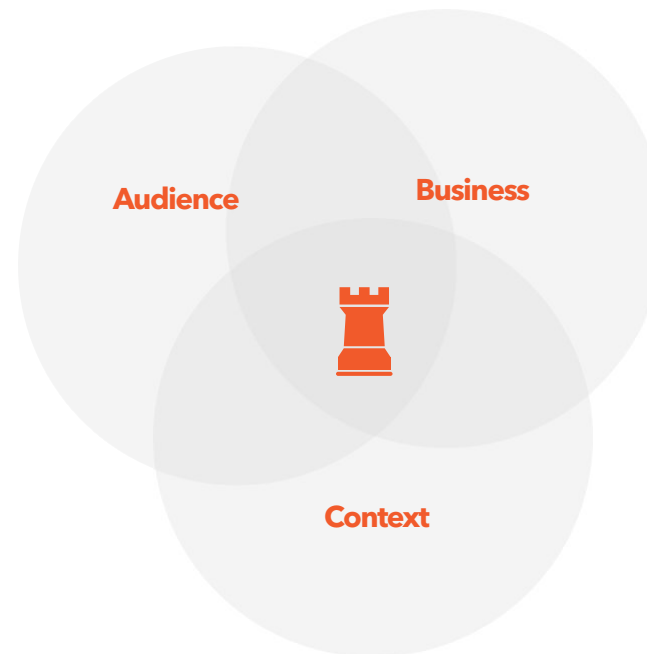


# d.

## **Magic recipe that works for all organizations\*.**

- Understand what drives your audience.
- Be very clear and honest about your organization's goals, ambitions and capabilities.
- Review the market and make sure you understand who else does what you do and how they do it.
- Differentiate yourself.
- Repeat the strategy if necessary.

\*Most of the time. \*The strategy phase.



e.

## Establish a brand.

→ Establish brand values (after going through strategy). Those should be important to you and to your audience.

→ Use your values correctly. Be committed to those values. Values could be used to hire for example. Values should be considered in most important business decisions.

→ Build your unique appearance and language with a strong identity. Visual identity includes a logo but not only.

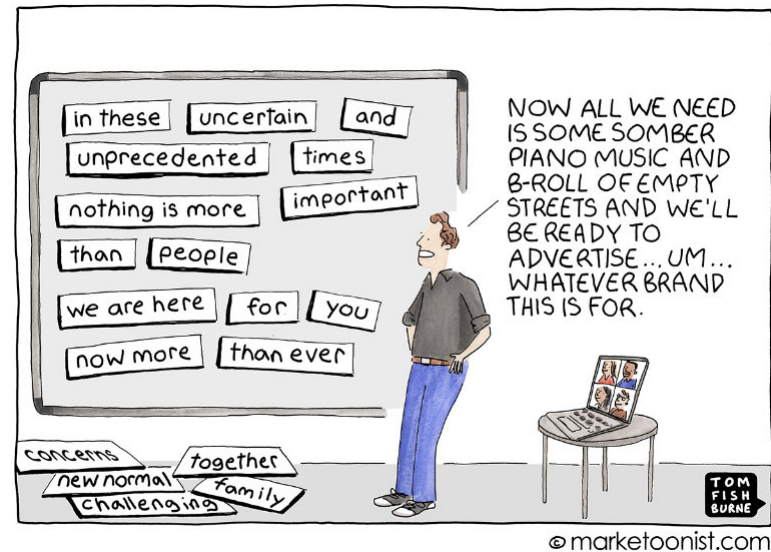


© marketoonist.com

# f.

## Spread the word.

- The message, the uniqueness of your ads should come as a logic choice (and not an artistic one) after the strategy phase.
- You should adapt your message and uniqueness to the chosen advertising platform.
- When possible, use available measurement tools to evaluate each campaign.



# The End

