

WELCOME TO

M&CSAATCHI
OPEN HÔUSE

WELCOME TO WEEK 3

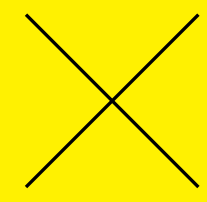
BRAND, EXPERIENCE & INNOVATION

M&CSAATCHI
OPEN HOUSE





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Re

18TH SEPT 2024



HELLO!



Allison Zelby
Director



Tom Hume
Associate Creative Director



Fraser Donaldson
Design Director



Re

Re



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HOUSE RULES

You are not able to be seen or heard by the panelists or other participants

Please be respectful of the speakers and of each other when using the communication features

We will disable the chat function shortly after starting the meeting

Please use the Q&A function to ask any questions and we will do our best to answer as many as we can

Please use the auto-transcript function in zoom if you need to

This session will be recorded and upload to the login site following the session, so don't worry if you miss anything!

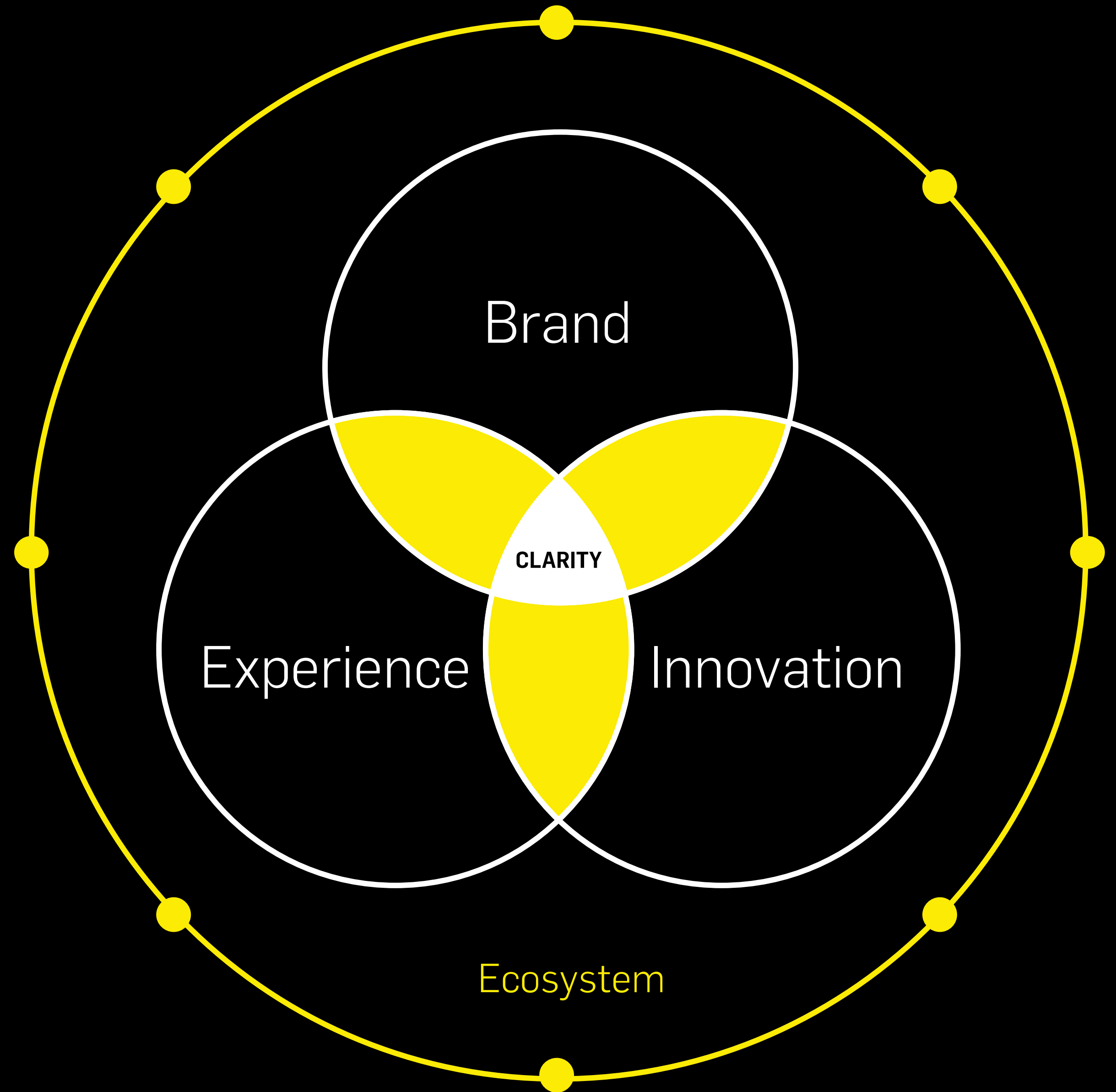


WHAT WE'LL COVER TODAY

1. The power of strong brands
2. Understanding brands experiences
3. Unlocking new and next innovation



**THEY ALL GO HAND
IN HAND**



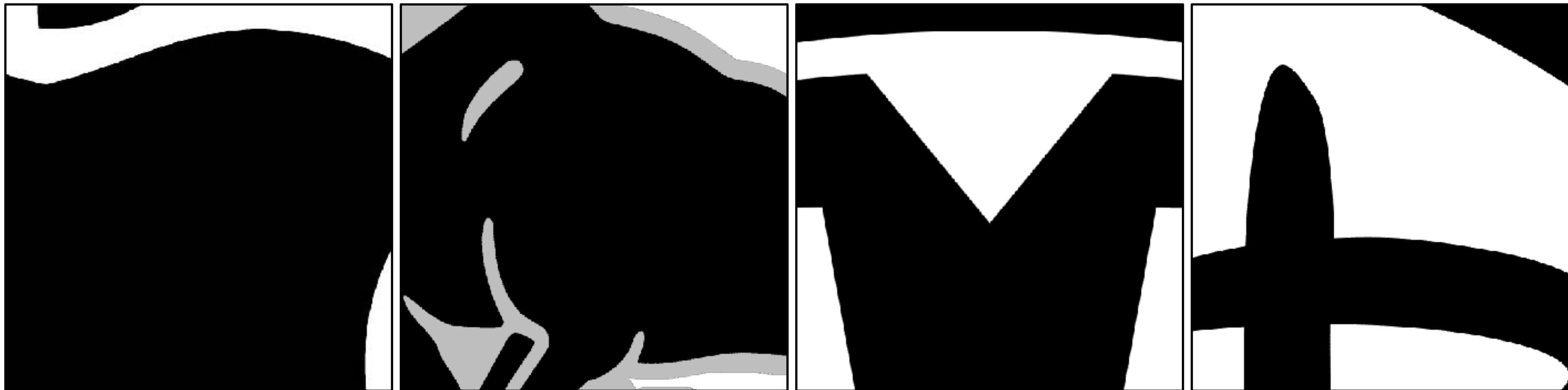
- 1. BRAND**
- 2. EXPERIENCE**
- 3. INNOVATION**
- 4. SKILLS REQUIRED**



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WHAT MAKES A BRAND  MEMORABLE?

GUESS THE LOGO

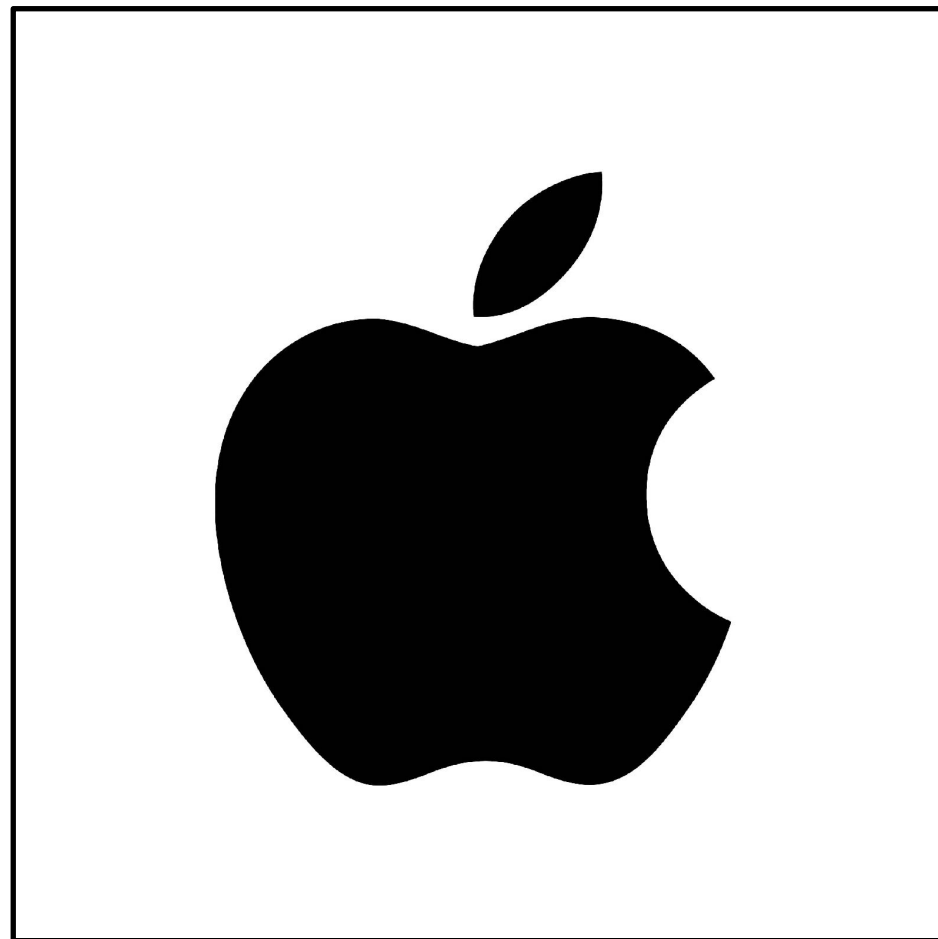


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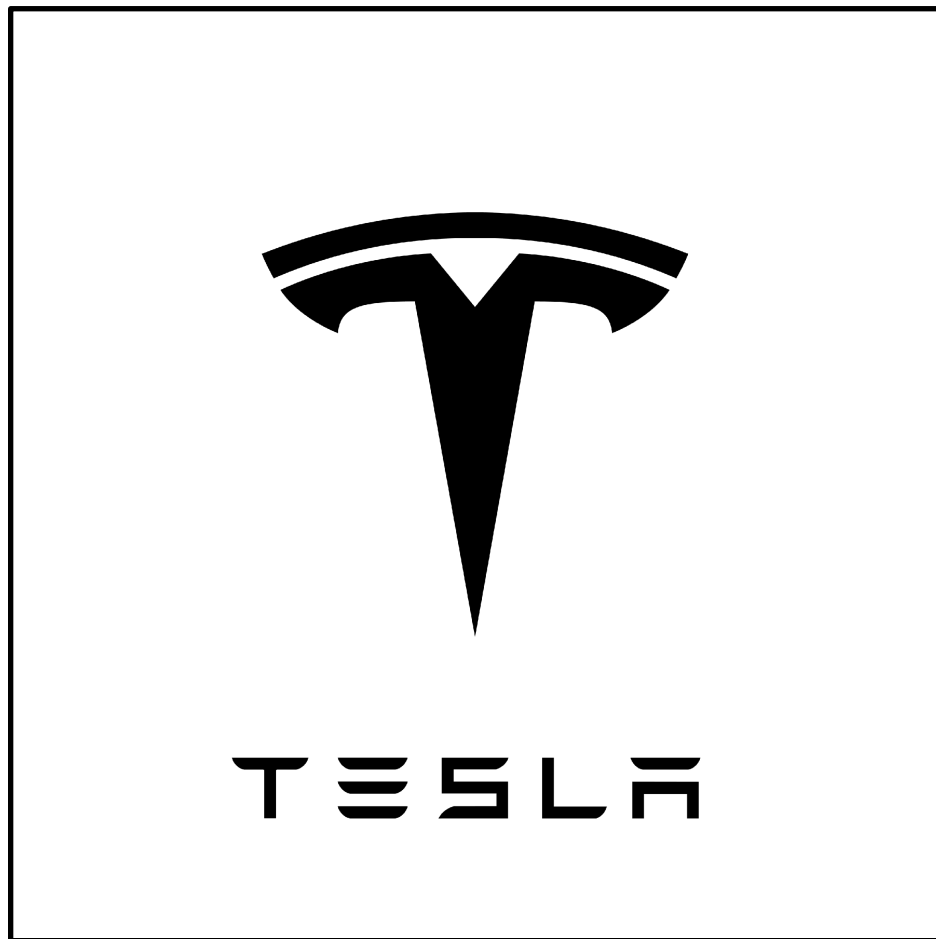
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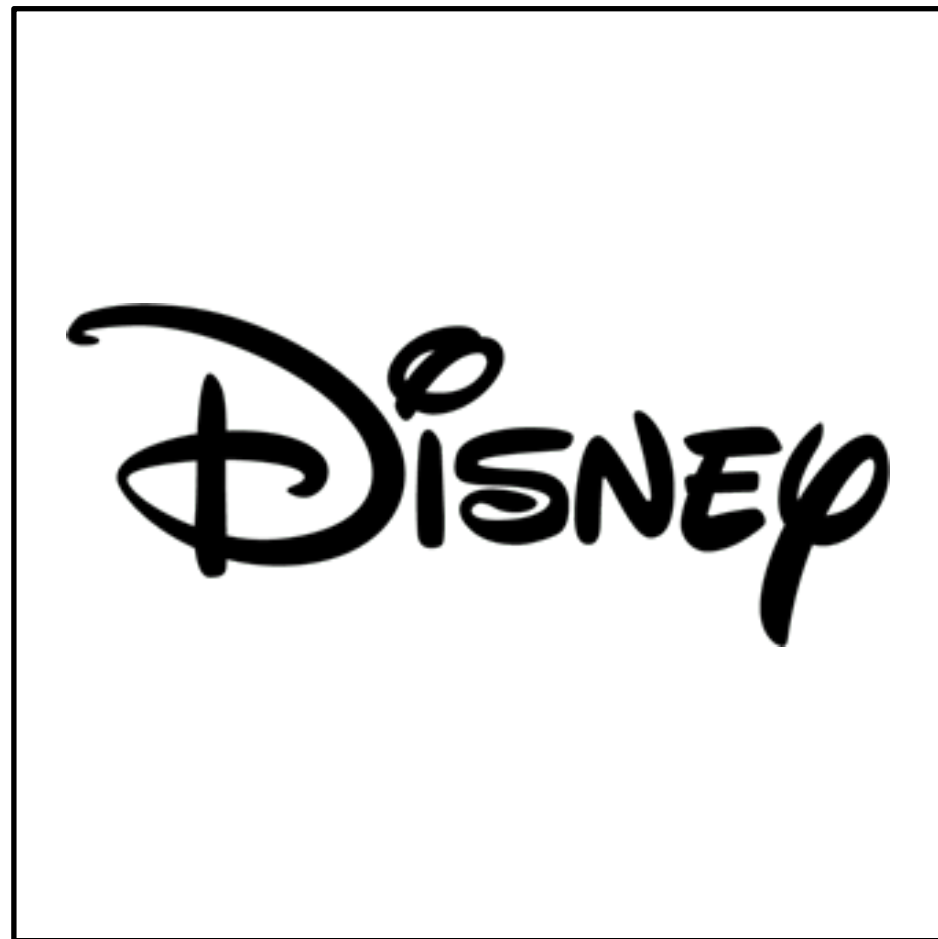
1



2



3



4

BUT A BRAND IS MORE THAN A  LOGO.

1

2

3

TIFFANY & Co.



Coca-Cola

SPONSORSHIPS

ADVERTISING

COPYWRITING

**EMPLOYEE
CULTURE**

FILMS

TYPEFACE

AND SO ON

STORES

PRODUCTS

APPS

EXPERIENCE

WEBSITES

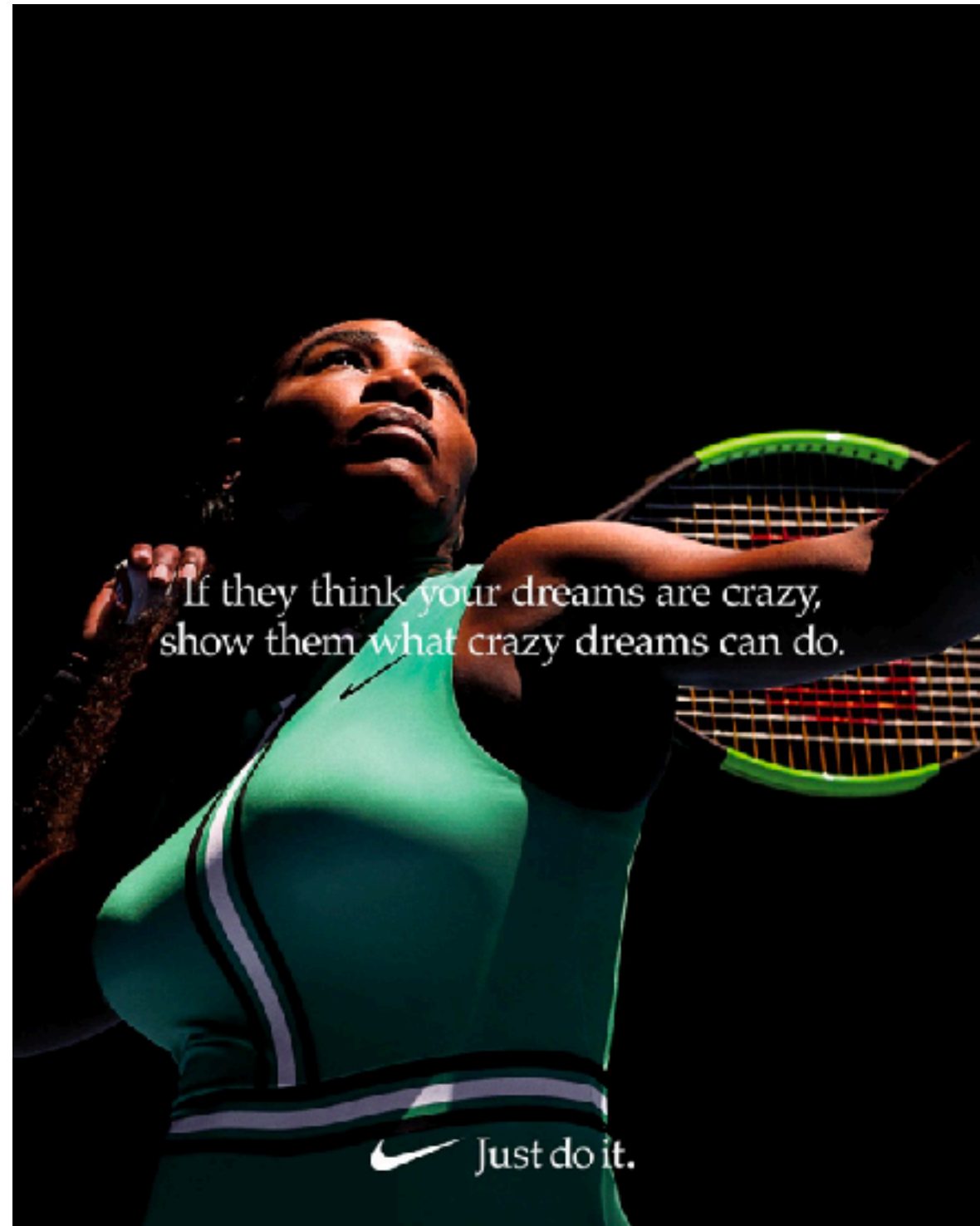
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BUT ULTIMATELY...

**IT'S A PROMISE PERFORMED
CONSISTENTLY OVER TIME**



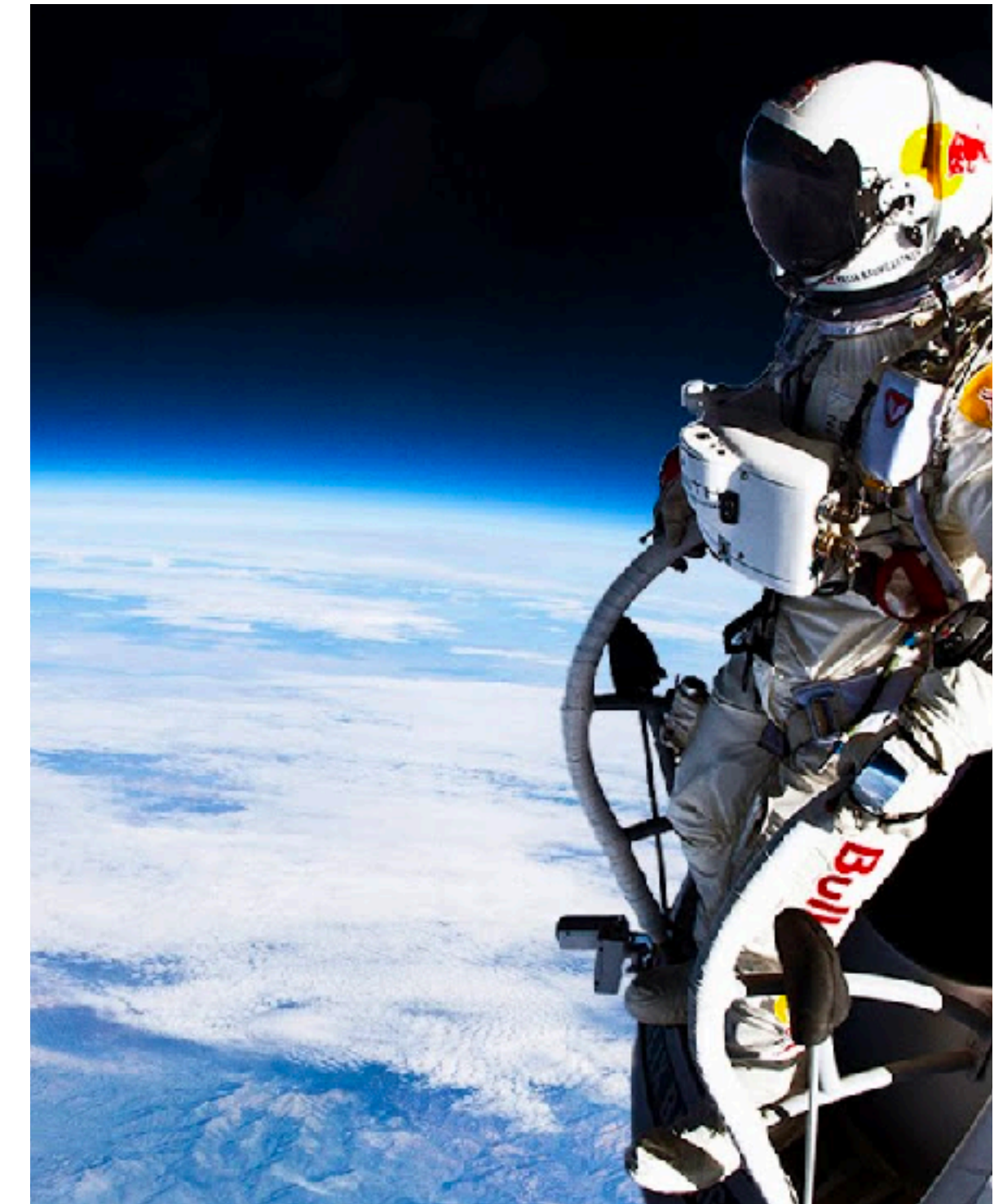
THE BEST PROMISES TAP INTO SIMPLE HUMAN DESIRES



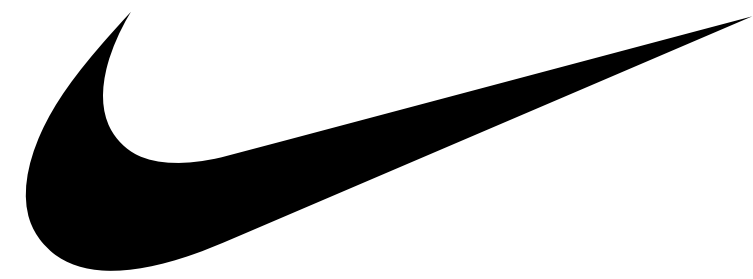
Nike doesn't sell shoes.
It sells empowerment.



Disney doesn't sell experiences.
It sells magic.



Redbull doesn't sell drinks.
It sells adrenaline.



..... Just do it



..... Where dreams
come true



..... RedBull gives you wings

**SAME PRODUCT,
DIFFERENT PROMISE.**



**WHICH WOULD
YOU BUY?**



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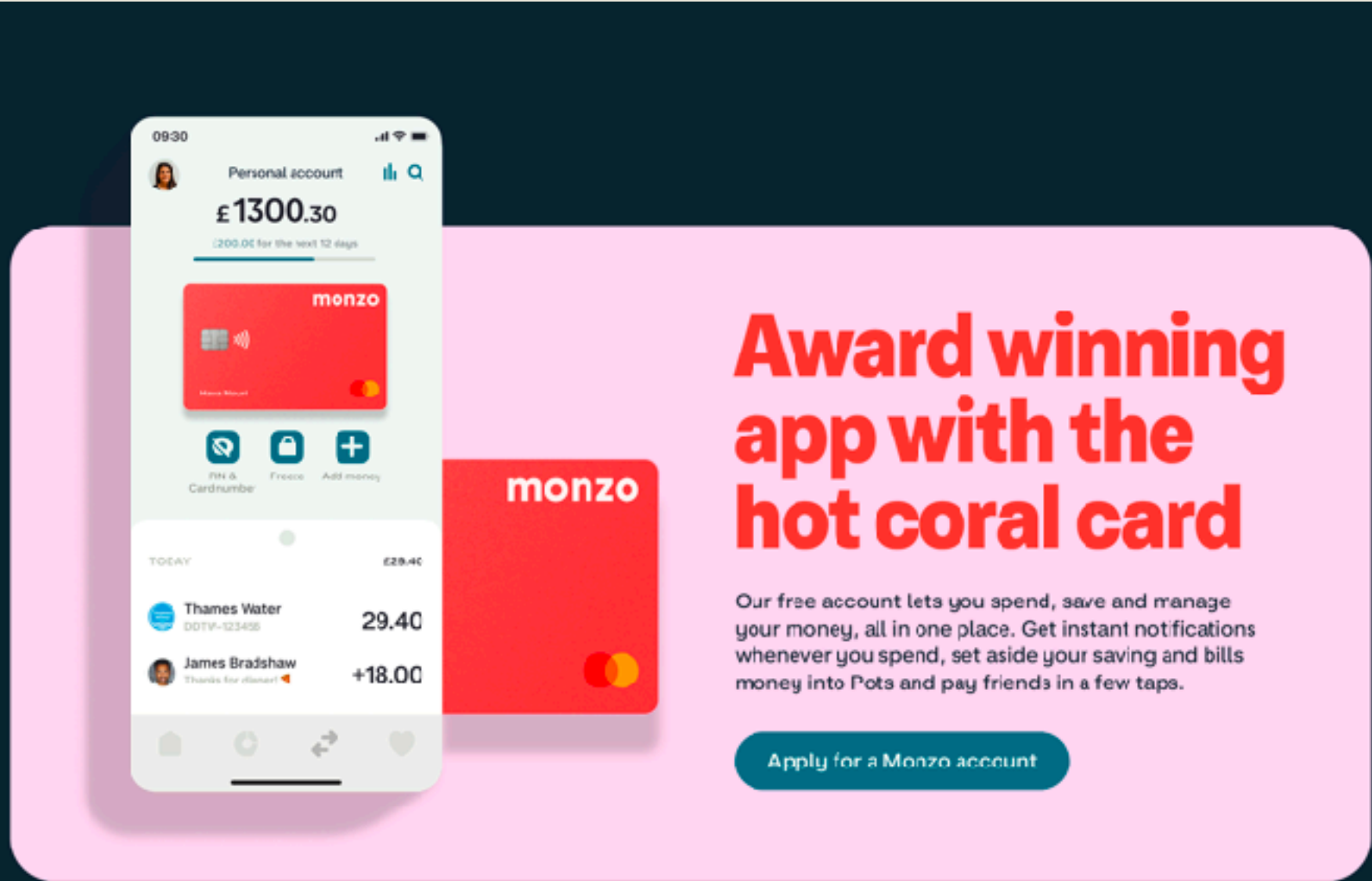
HOW DO YOU DELIVER ON YOUR PROMISE?



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BE CLEAR AND DIFFERENTIATED

A small challenger bank, Monzo used their hot coral card to stand out. But their product was also clear and differentiated: they had innovative features like round-ups and split accounts before everyone else.



The image displays the Monzo mobile app interface on a smartphone screen. The app shows a 'Personal account' with a balance of £1300.30 and a note that £200.00 will be rounded up for the next 12 days. Below the balance is a red Monzo hot coral card. The app also shows transaction history for 'TODAY' with a total of £29.40, including a payment to 'Thames Water' and a receipt from 'James Bradshaw'.

Award winning app with the hot coral card

Our free account lets you spend, save and manage your money, all in one place. Get instant notifications whenever you spend, set aside your saving and bills money into Pots and pay friends in a few taps.

[Apply for a Monzo account](#)



The image shows a large advertisement on a train platform. The advertisement is split into two panels. The left panel features the word 'money' in large white letters, with a person's legs stepping on a broken glass pane. The right panel features the word 'monzo' in large white letters on a red background, with a person's legs wearing orange slippers. Below the advertisement, there are signs for 'Please stand on the right' and 'Please stand on the left'.

money

monzo

Download your new favourite bank.

BEING CONSISTENT OVER TIME

Same logo. Same red. Same(ish) bottles. Same taste. Same good times.



1905



2024

What we see



Twitter

What Elon Musk sees



X



X

Formerly
known
as Twitter

BACK YOUR BELIEFS

Patagonia back their beliefs through environmental activism, sustainable materials, anti-consumer campaigns and donating 1% of sales to environmental charities.



COMMON THREADS INITIATIVE

REDUCE
WE make useful gear that lasts a long time
YOU don't buy what you don't need

REPAIR
WE help you repair your Patagonia gear
YOU pledge to fix what's broken

REUSE
WE help find a home for Patagonia gear
you no longer need
YOU sell or pass it on*

RECYCLE
WE will take back your Patagonia gear
that is worn out
YOU pledge to keep your stuff out of
the landfill and incinerator



REIMAGINE
TOGETHER we reimagine a world where we take
only what nature can replace



THE  **SUPER
POWERS** **OF A GREAT BRAND**

BE INSTANTLY RECOGNISED



CHARGE A PREMIUM



FLIP NEGATIVES INTO POSITIVES



WE'RE SORRY

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit kfc.co.uk/crossed-the-road for details about your local restaurant.

#TOP HASHTAGS

#KFC
#KFCCRISIS
#KFCCLOSED

1.02bn

Clever PR helped create a new way to deal with a marketing crisis

Total global reach of the campaign by the end of May 2018

53,000
Mentions of KFC's chicken shortage on social media on 21 Feb 2018

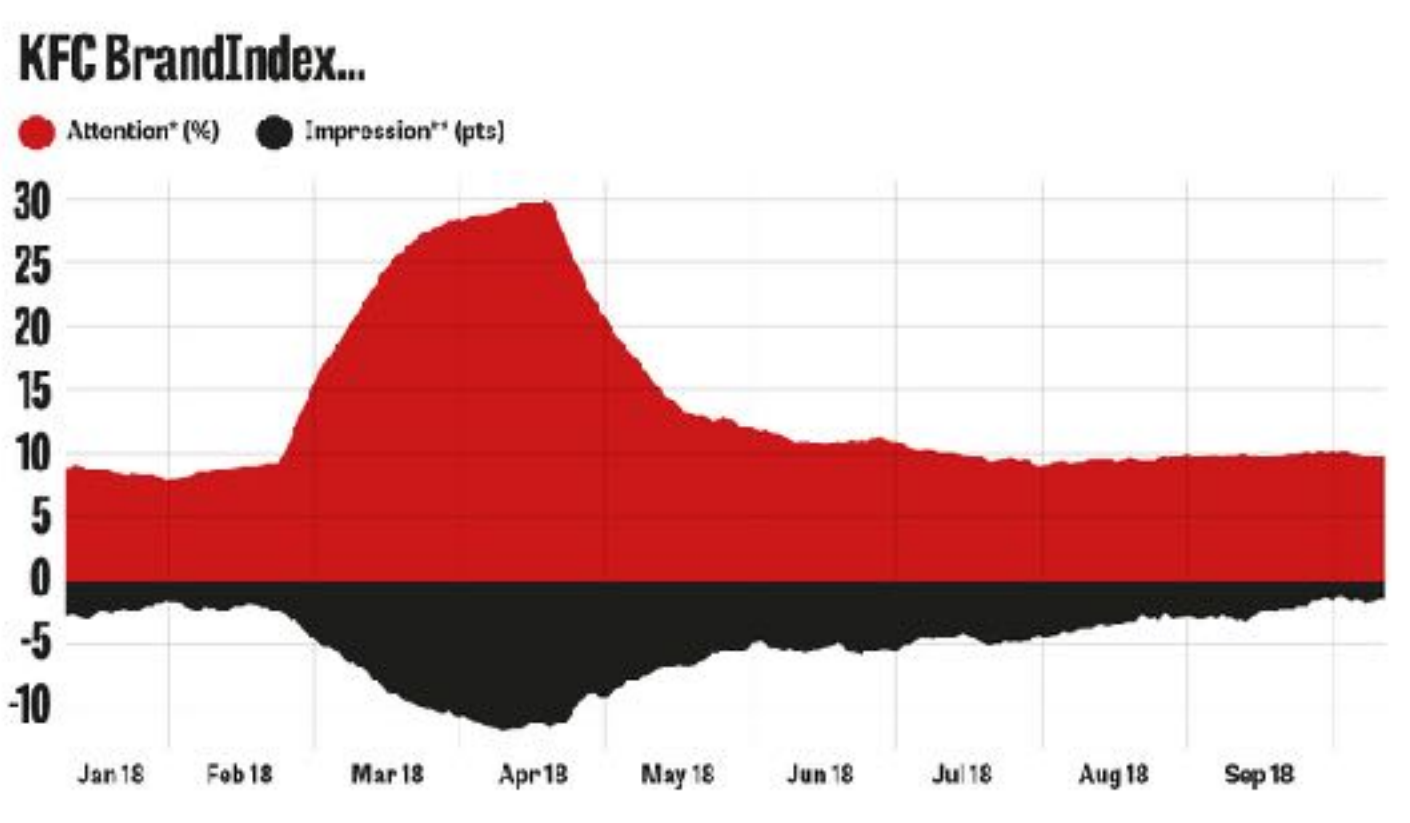
900
The number of KFC restaurants in the UK forced to close due to delivery problems

6m
Combined readership of *Metro* and *The Sun* exposed to the "FCK" print ad on 23 Feb 2018

THE CHICKEN CROSSED THE ROAD... JUST NOT TO OUR RESTAURANTS...

WE BROUGHT A NEW DELIVERY PARTNER ONBOARD, BUT THEY'D HAD A COUPLE OF TIGHTING PROBLEMS - GETTING FRESH CHICKEN OUT TO 900 RESTAURANTS ACROSS THE COUNTRY IS PRETTY COMPLEX!

...THE QUALITY, SO WE DELIVERED CLOSED AND



EXPAND INTO NEW MARKETS





**HOW IS ANY OF THIS
RELEVANT?**

SNL

A brand that delivers on
its promise will
encourage people to:

BUY MORE.

DONATE MORE.

VOTE MORE.

APPLY MORE.

ADVOCATE MORE.

SHARE MORE.

CASE STUDY

BUILDING A BRAND FOR AN A.I. BUSINESS

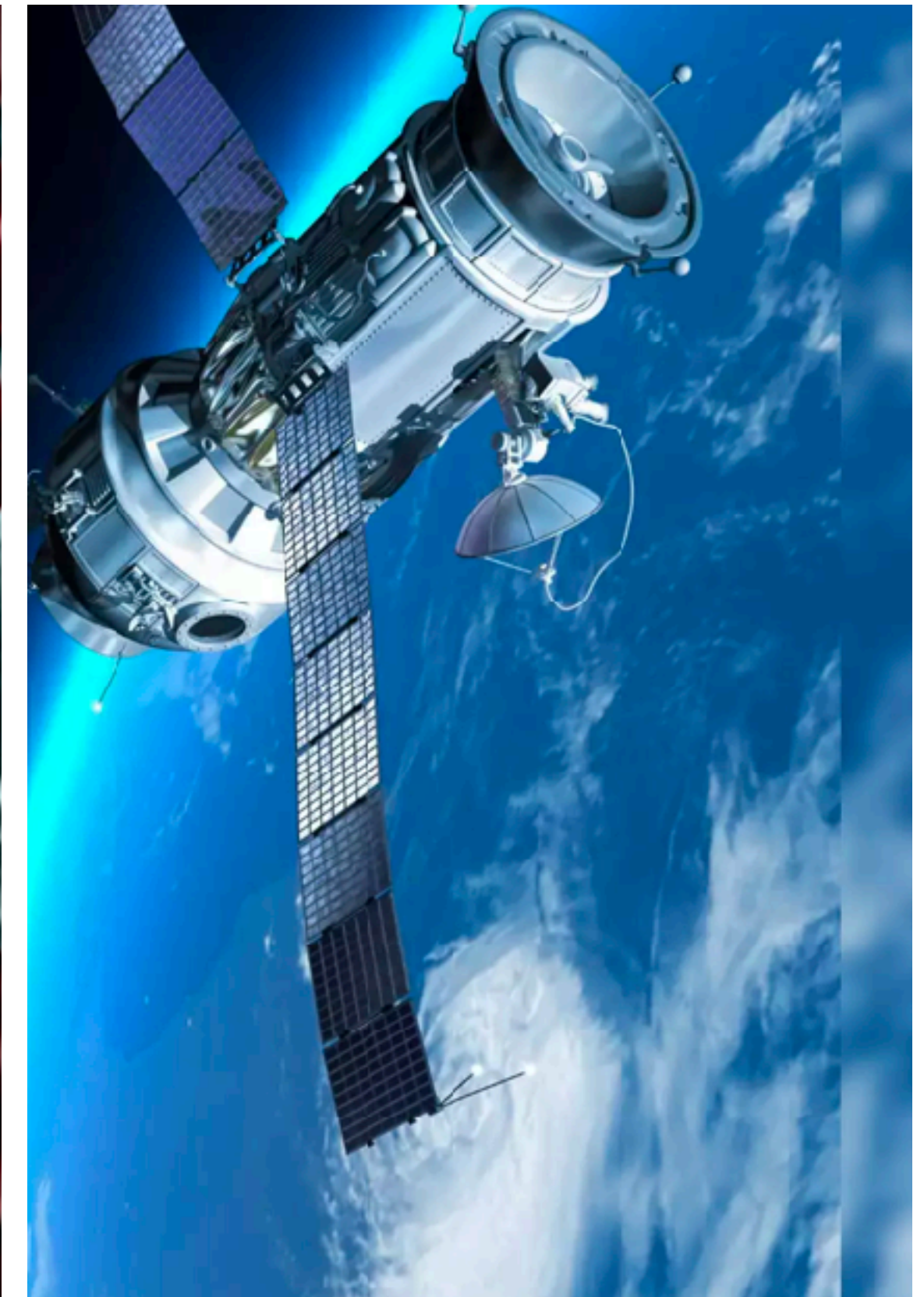
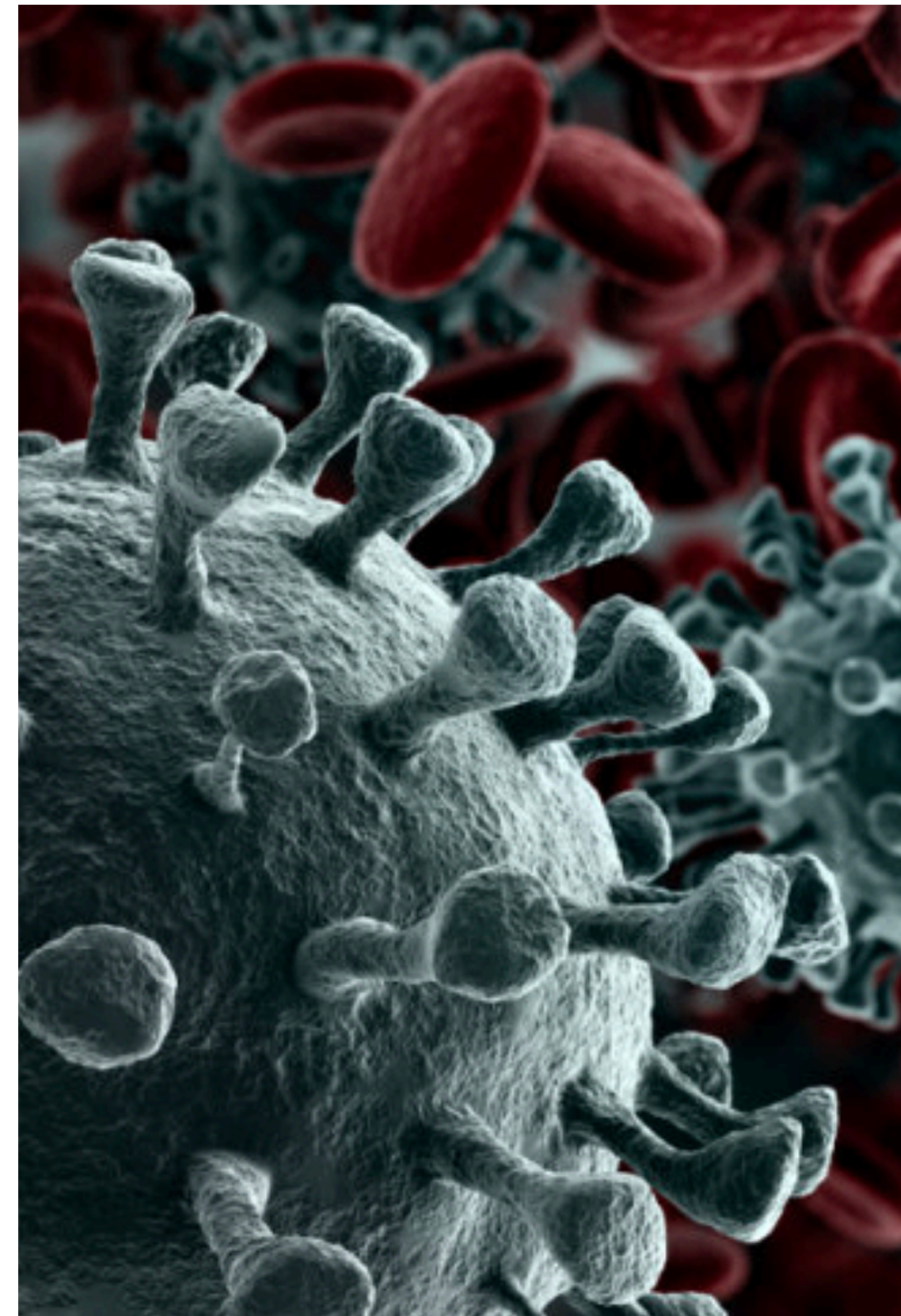


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THE BUSINESS

G42 are an Abu Dhabi based A.I. business.

Their algorithms direct satellites in space, enhance athlete performances and powered the response to Covid.



THE PROBLEM

They have an image problem.

A.I. was increasingly seen in a negative light and their existing brand was not helping — it was dark, mysterious and clichéd.



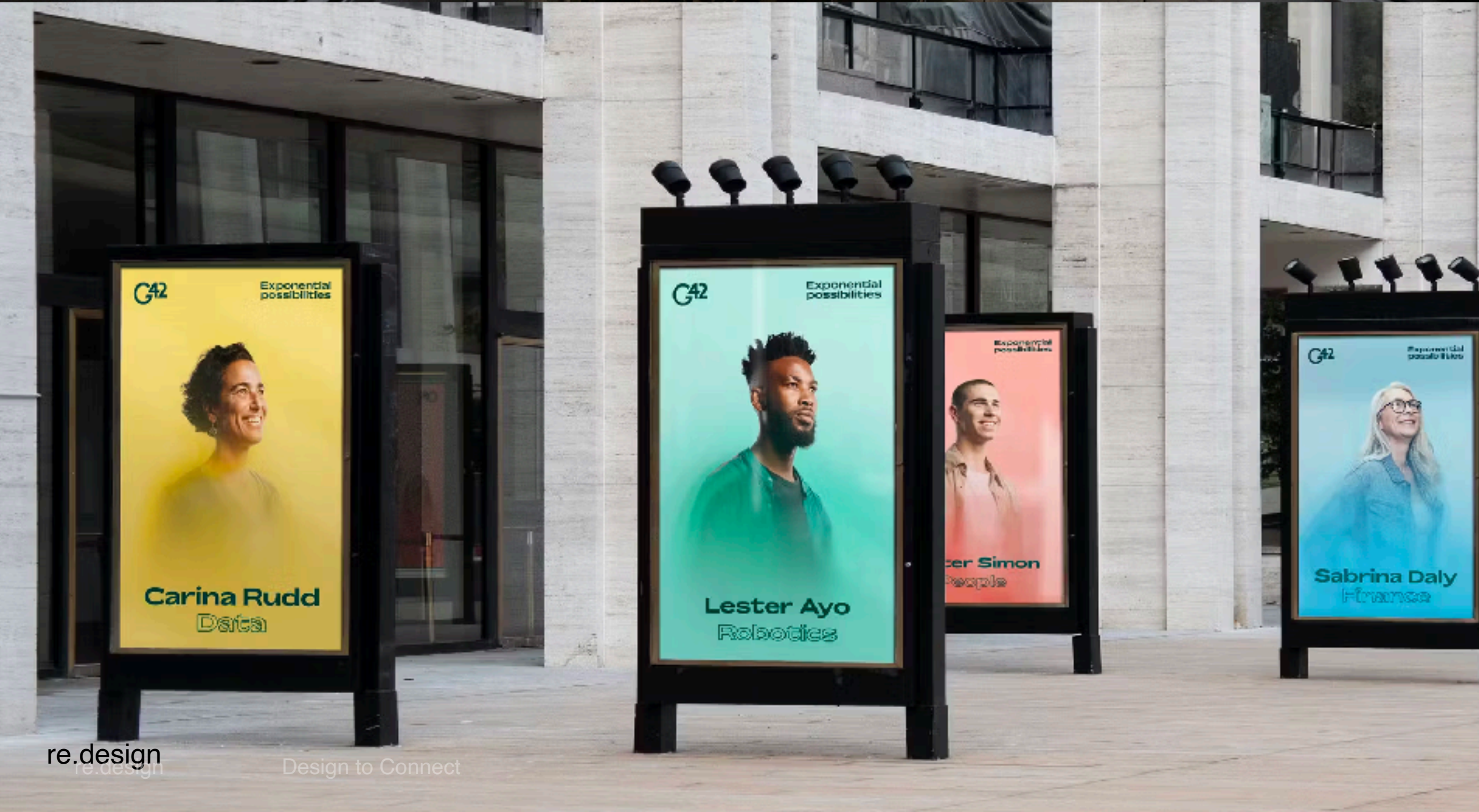
A screenshot of the G42 website header. The G42 logo is in the top left corner. In the top right corner, there is a hamburger menu icon. The main headline reads "MENA'S LARGEST & MOST POWERFUL CLOUD COMPUTING PLATFORM" in white and red text. Below the headline is a decorative graphic of a city skyline composed of glowing dots and lines.

An event poster for "Why Invest in Space?". The title is in large white letters. Below it is the subtitle "Our daily life through space technology." The speaker's name, "Talal Al Kaissi", is in a red box. His title, "Vice President Space Program, G42", is below. The event location and time are "Deck Hall 2, Expo 2020 Dubai" and "10.19.21 | 3.10 PM". The G42 logo and "EXPO 2020 DUBAI UAE" logo are in the top right. The background features a satellite in space.

An event poster for "Using AI to Enable Healthcare Providers to Meet the Quadruple Aim". The title is in white and red letters. The speaker's name, "Shadab Khan", and title, "Head of Applied Science, G42 Healthcare", are below. The event date and time are "19th October, 2021" and "1:00 PM at Rashid Hall GITEX 2021, Dubai". The GITEX GLOBAL logo is in the bottom left, and the G42 logo is in the bottom right. The background features a colorful DNA double helix structure.

CREATIVE IDEA

To invent a
better everyday



1. BRAND
2. EXPERIENCE
3. INNOVATION
4. SKILLS REQUIRED



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SO NOW WE KNOW WHAT A BRAND IS.

WHAT ABOUT BRAND EXPERIENCE?



1. Apple



2. Virgin



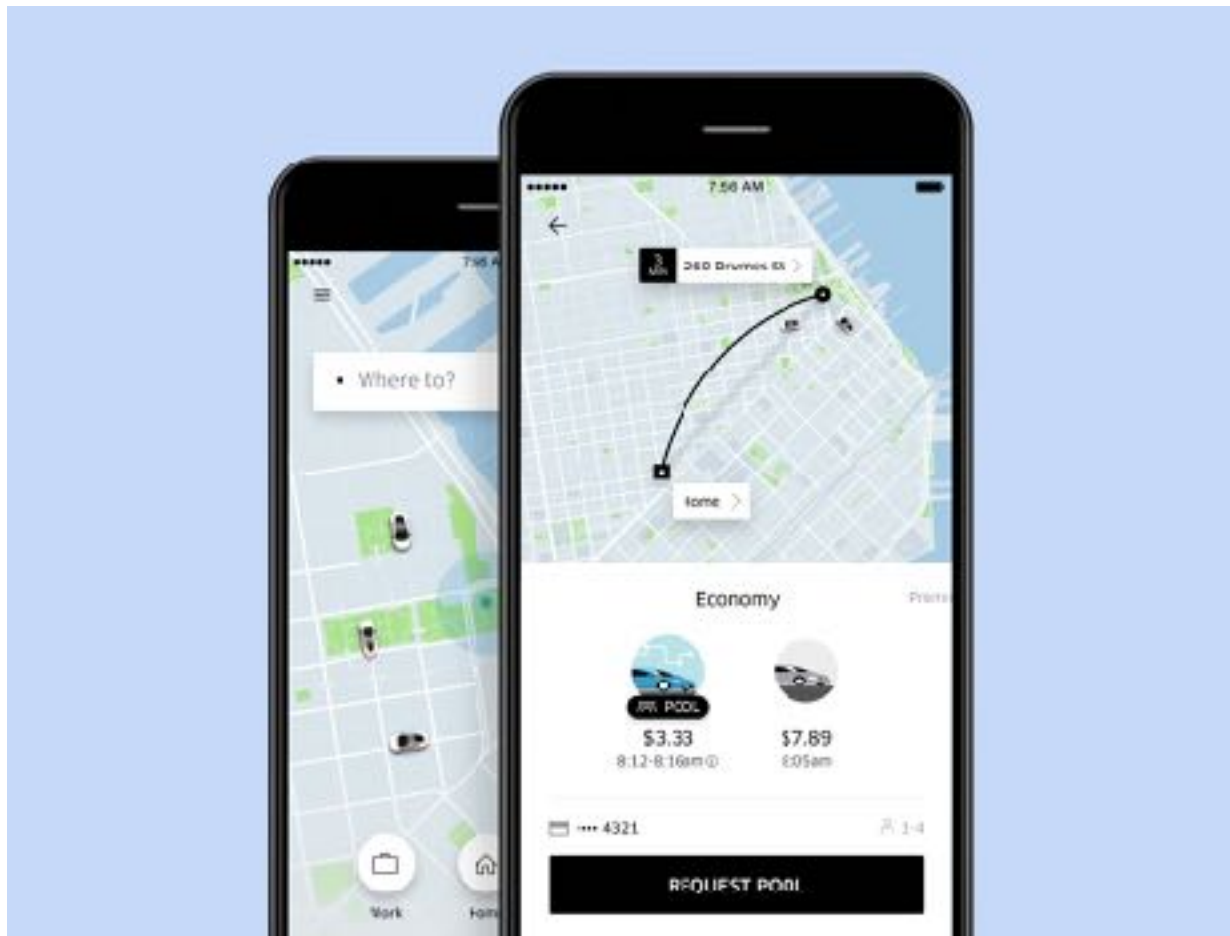
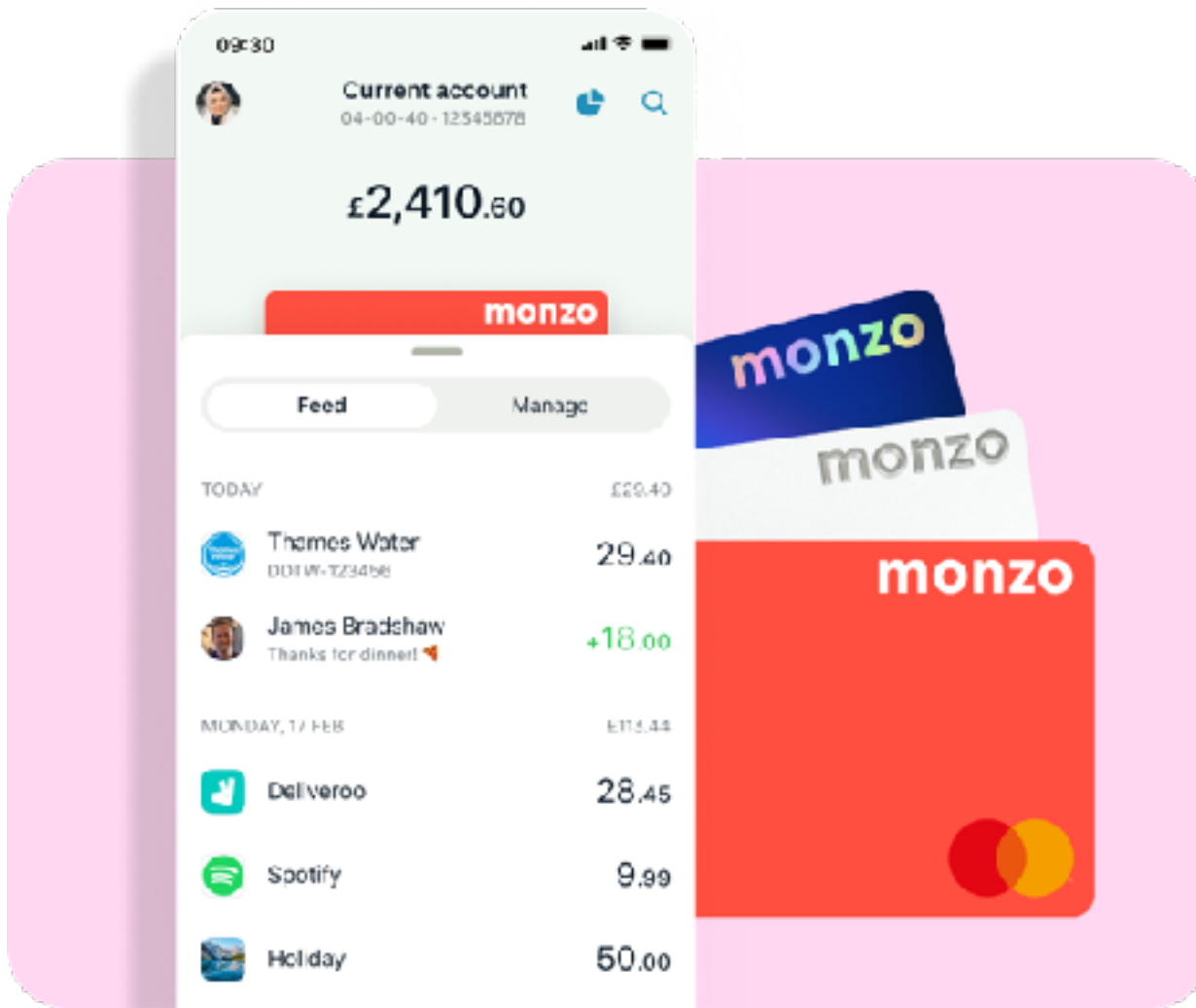
3. Tesla



4. Nike

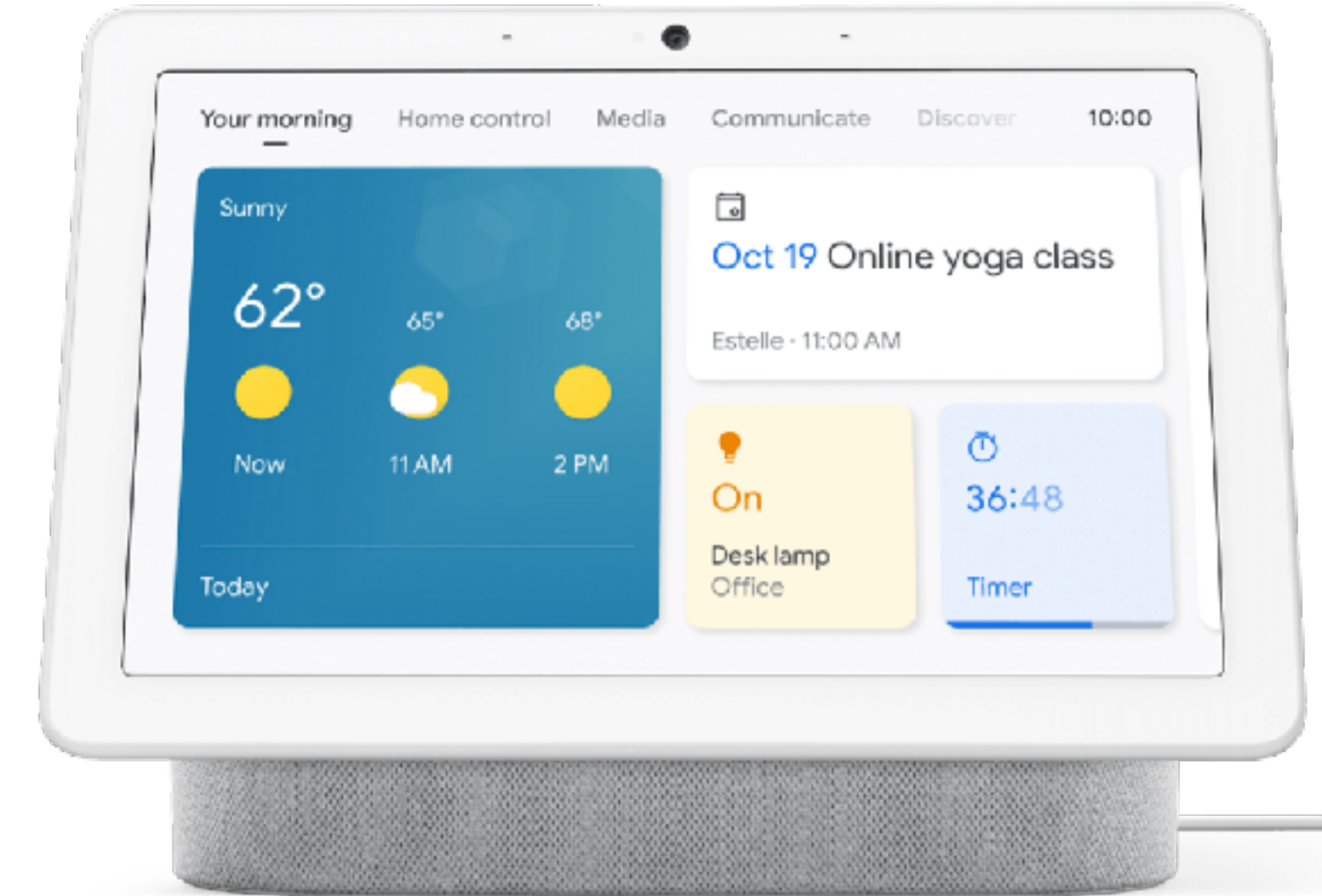
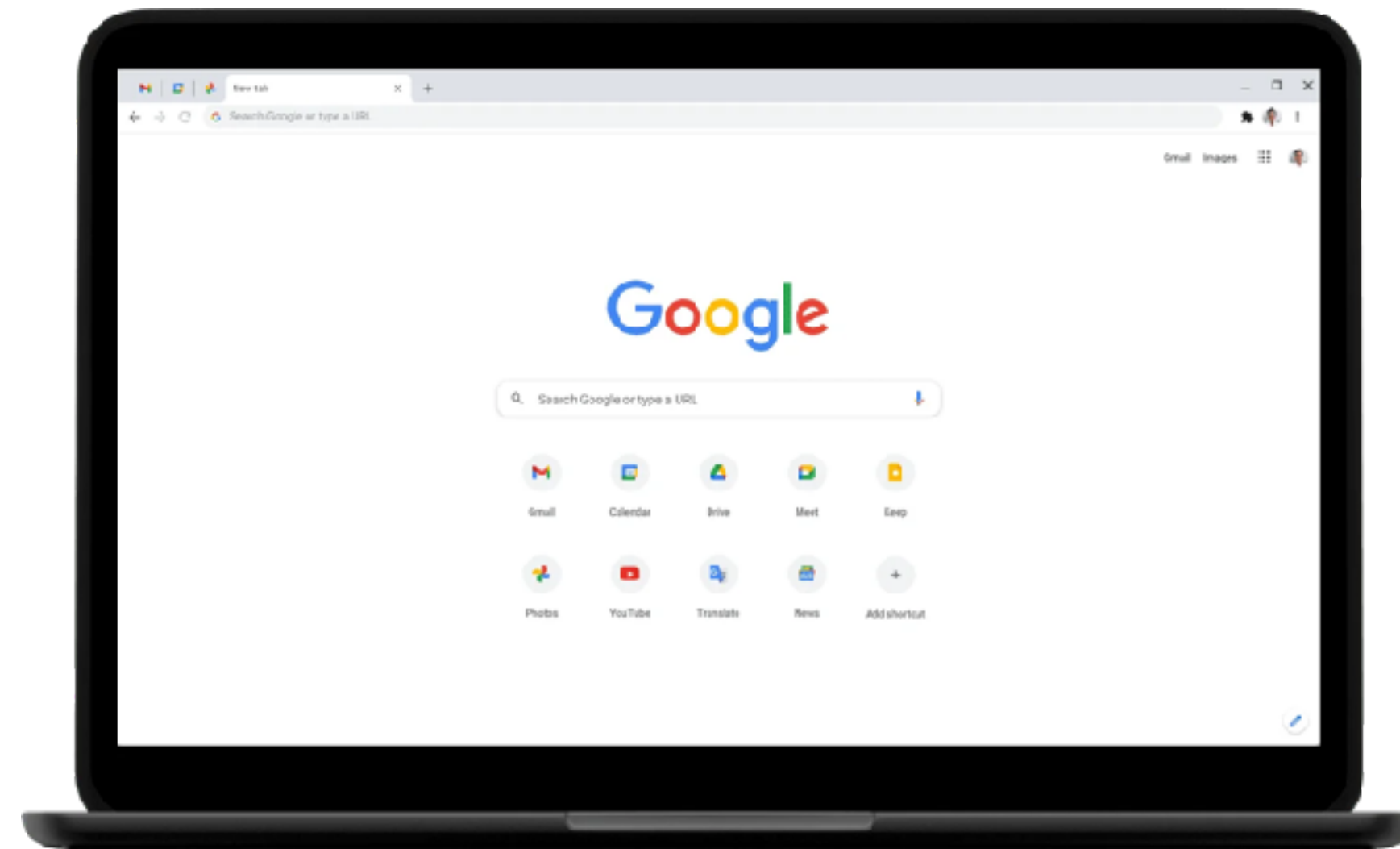
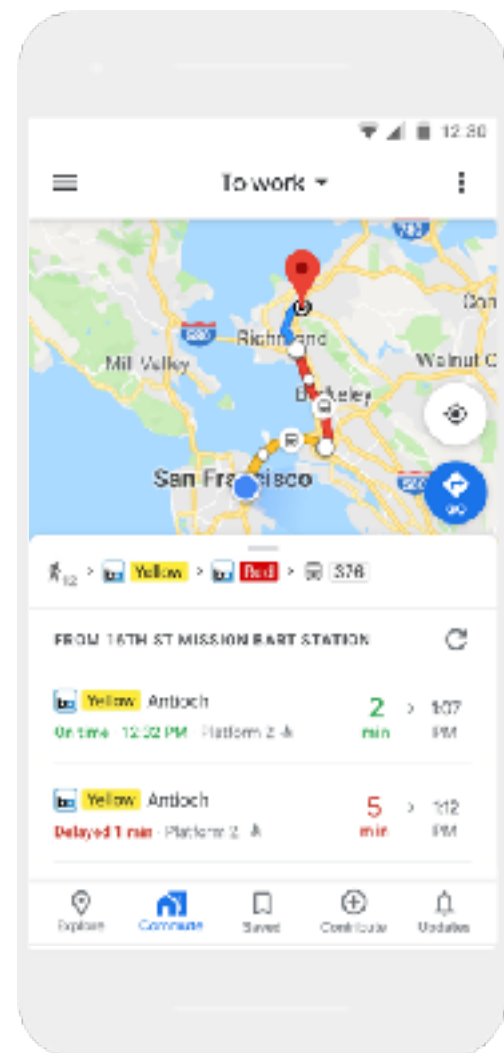


THE WORLD OF BRAND EXPERIENCE IS VAST – FROM RETAIL TO DIGITAL PRODUCTS AND SERVICES



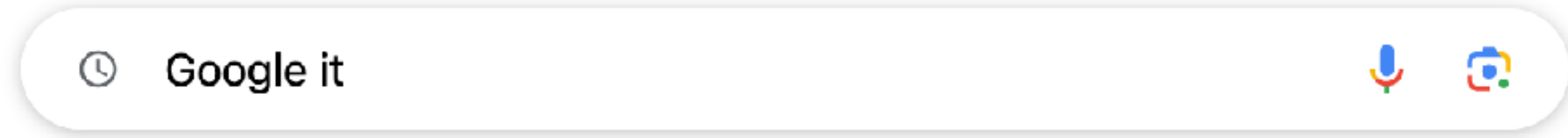
**BRAND EXPERIENCES ARE WHERE PEOPLE
MEET THE BRAND, AND WHERE WE FORM A
POSITIVE (OR NEGATIVE) IMPRESSION**

THE BEST EXPERIENCES AMPLIFY THE BRAND'S PURPOSE AND DIFFERENCE

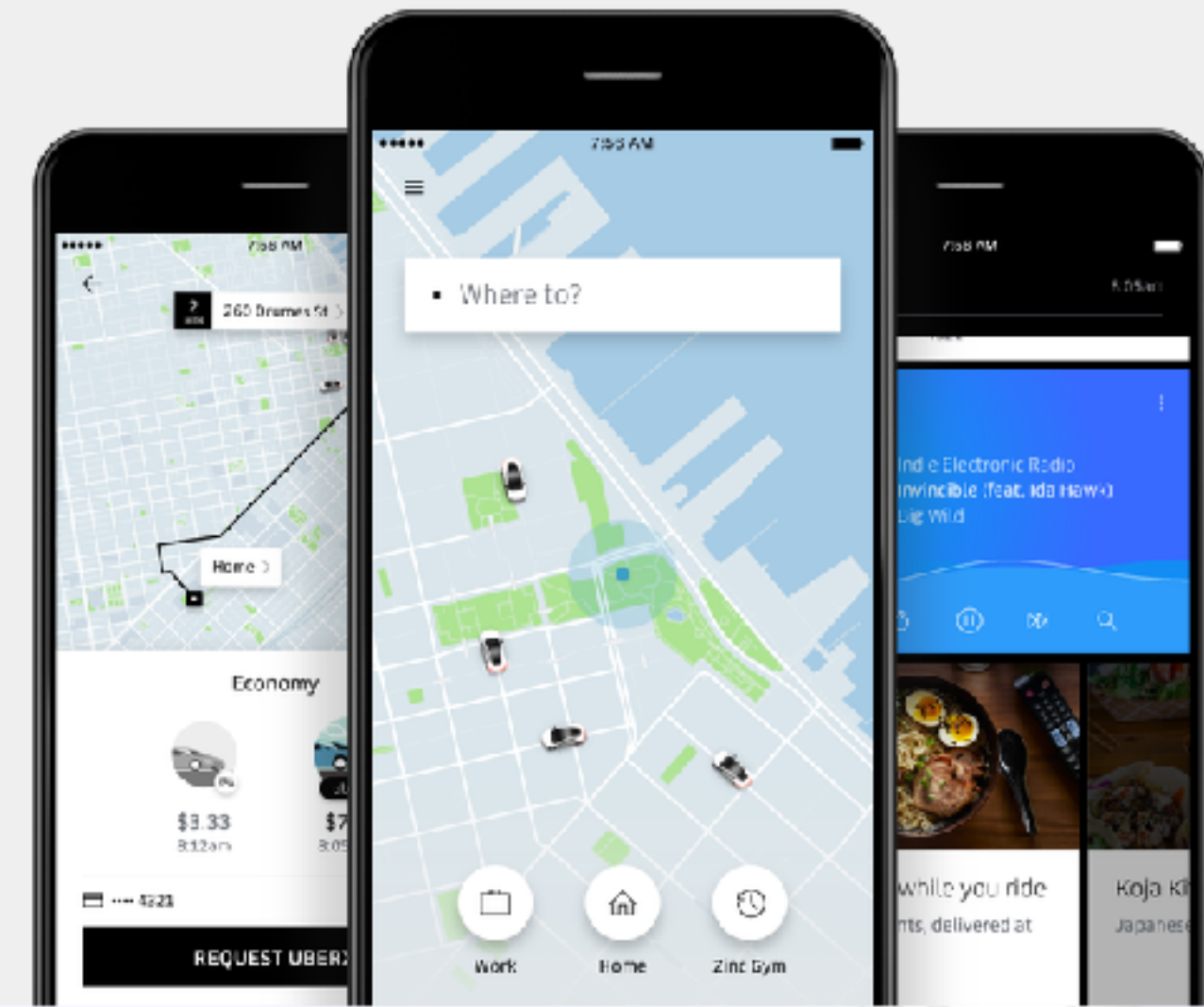


Google's mission is to organise the world's information
and make it universally accessible and useful.

To Google

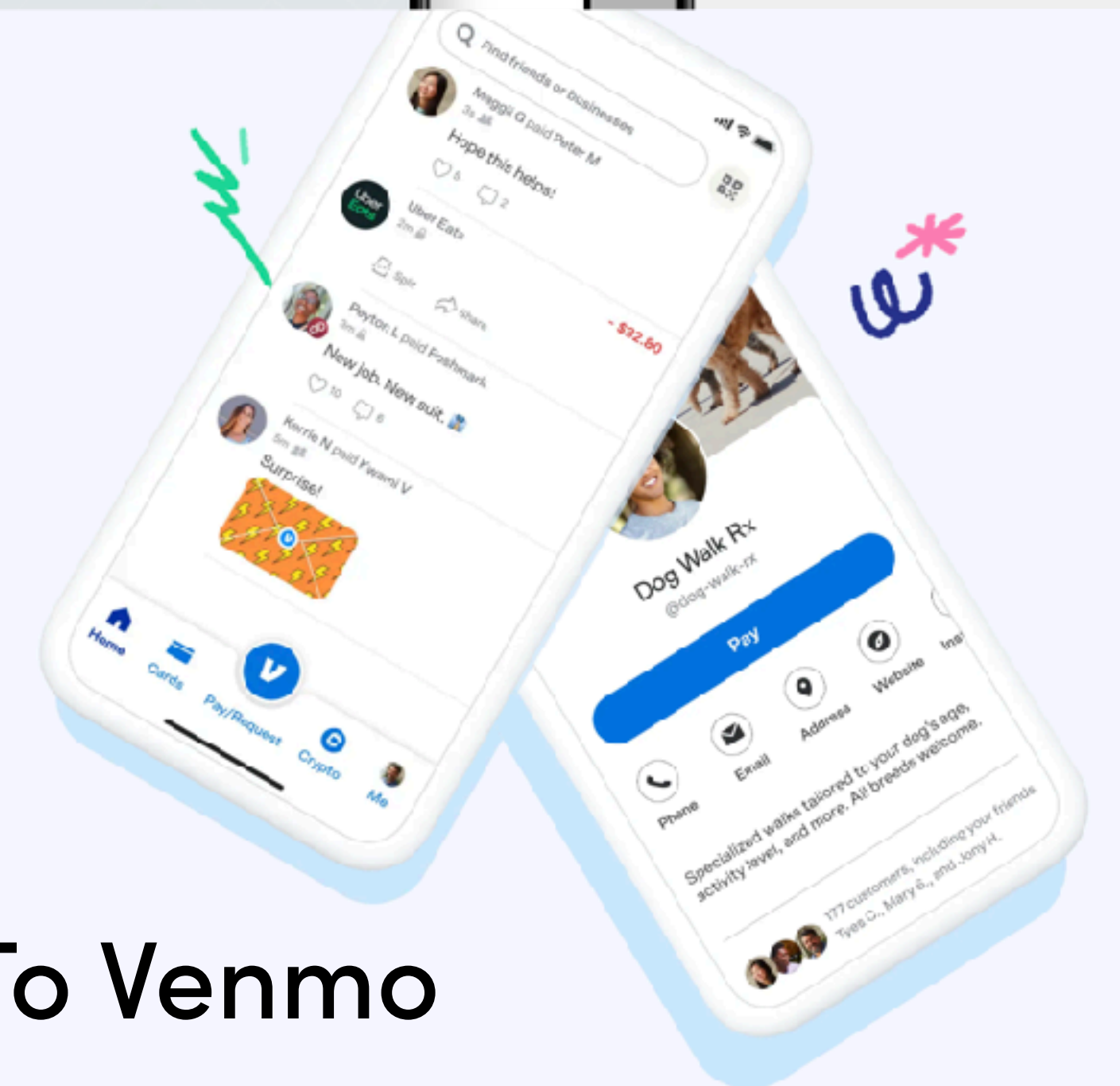


To Uber



To Hoover

To Venmo



HOW BRANDS CHOREOGRAPH THEIR EXPERIENCES



= a distinct and memorable experience



DISNEYLAND - SELLING MAGIC WITH DETAILS



See

From a distance, Cinderella's Castle looks larger than life because the bricks at the top are smaller than those at the bottom



Smell

Pooh's Adventure smells like honey, The Pirates of the Caribbean ride smells like salty sea air



Sound

The horses wear special shoes with a unique coating, which makes a louder "clipping" sound when they walk

SUCCESSFUL BRAND EXPERIENCES WORK FOR BOTH CUSTOMERS AND BRANDS

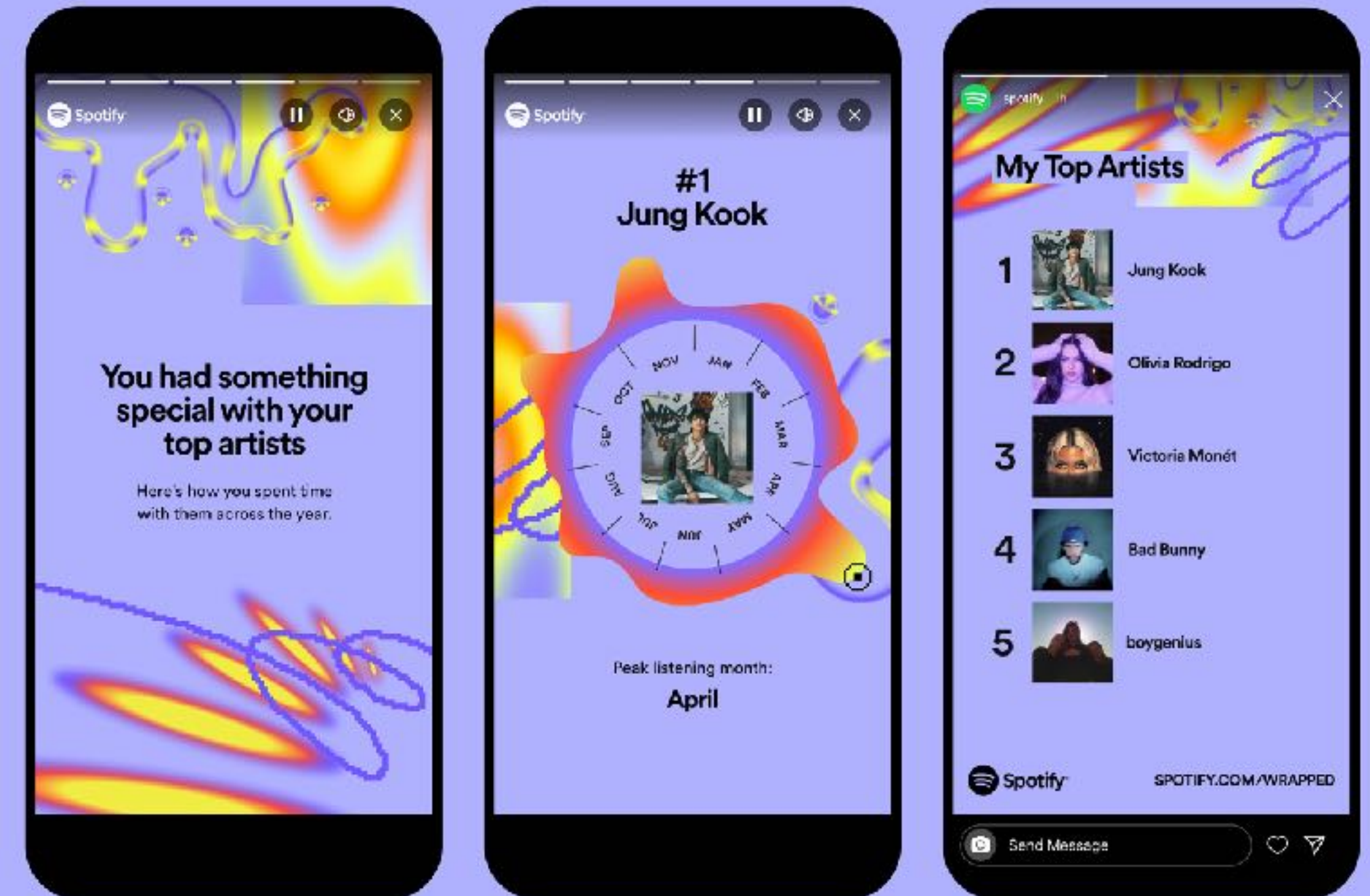


SPOTIFY IS A BRILLIANT EXAMPLE

User data allows Spotify to truly tailor its experience – from advertising to in-app experiences. Creating experiences that feel personal keeps users coming back, building strong brand loyalty.

A graphic for Spotify's 2023 Wrapped campaign. The text "2023 Wrapped" is written in a large, bold, black sans-serif font. The background is a vibrant purple with abstract, glowing yellow and orange patterns that resemble sound waves or musical notes. There are also small, stylized icons of headphones and musical notes scattered throughout the design.

2023 Wrapped



CASE STUDY

KIT, A MONEY APP FOR KIDS AND PARENTS.

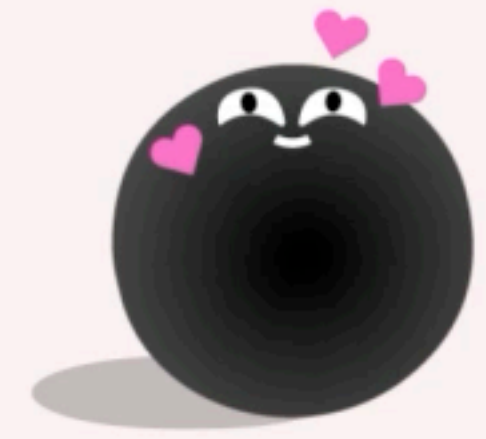
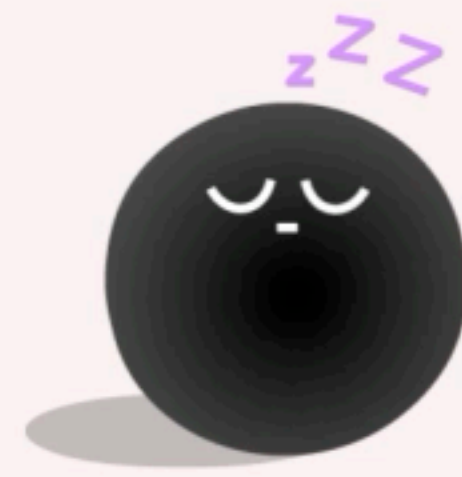
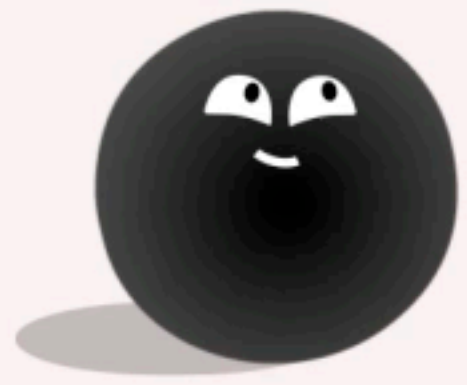
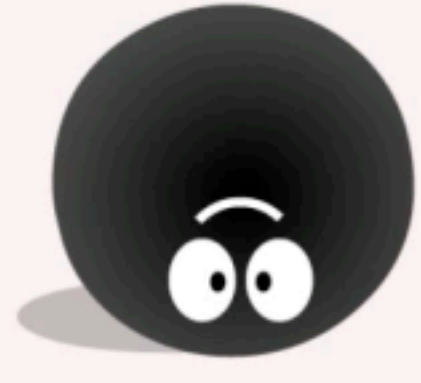
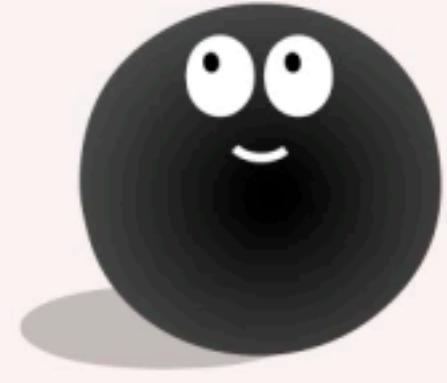


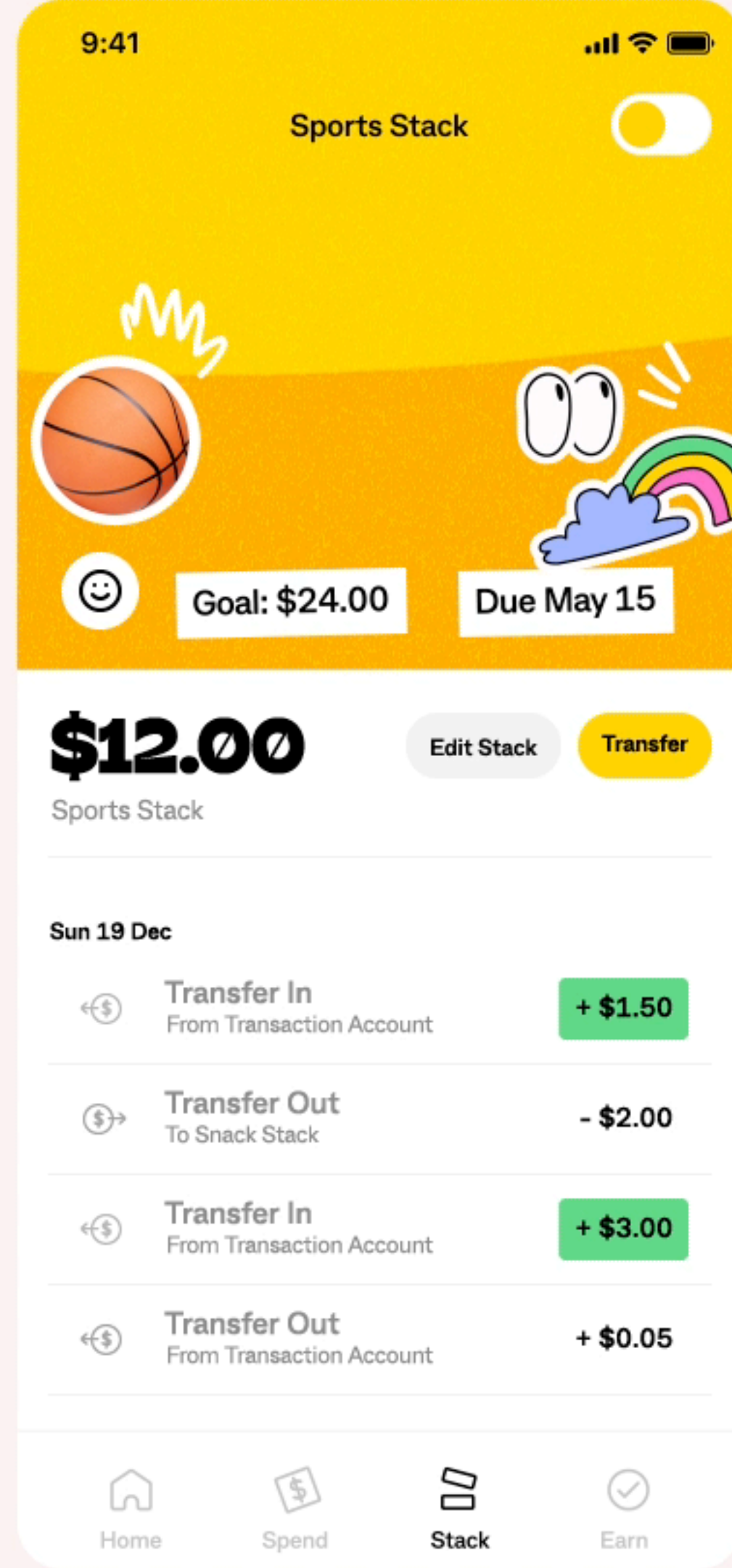
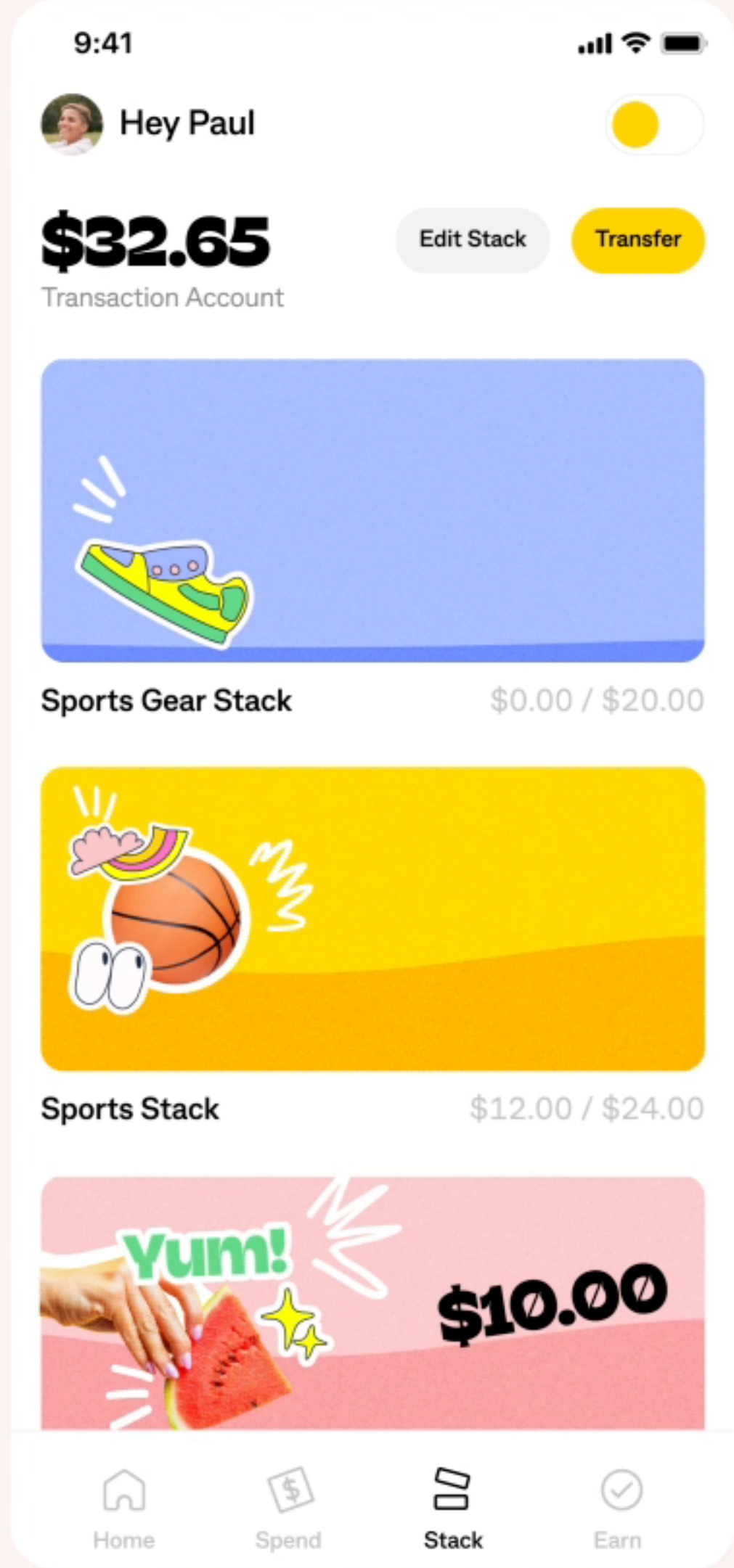
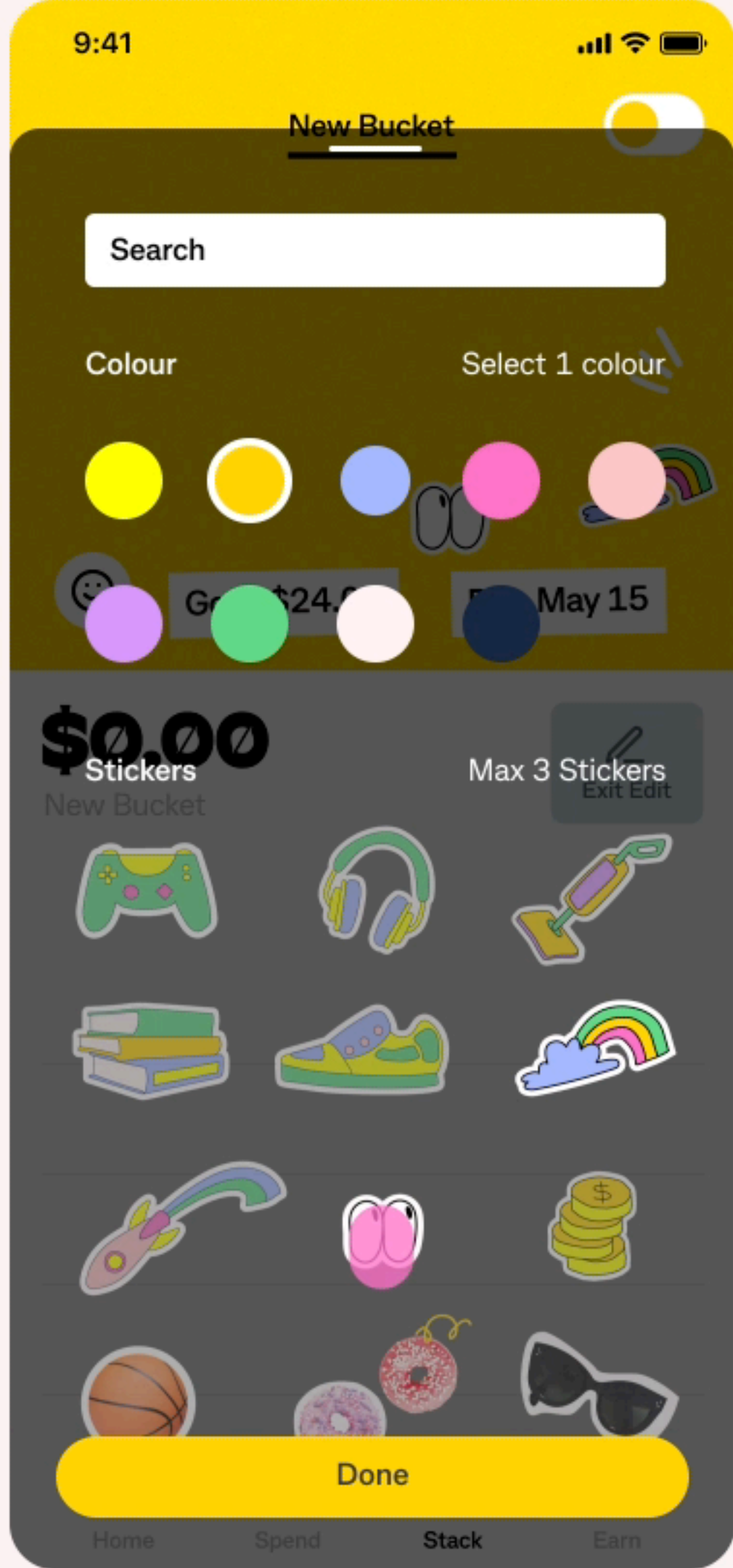
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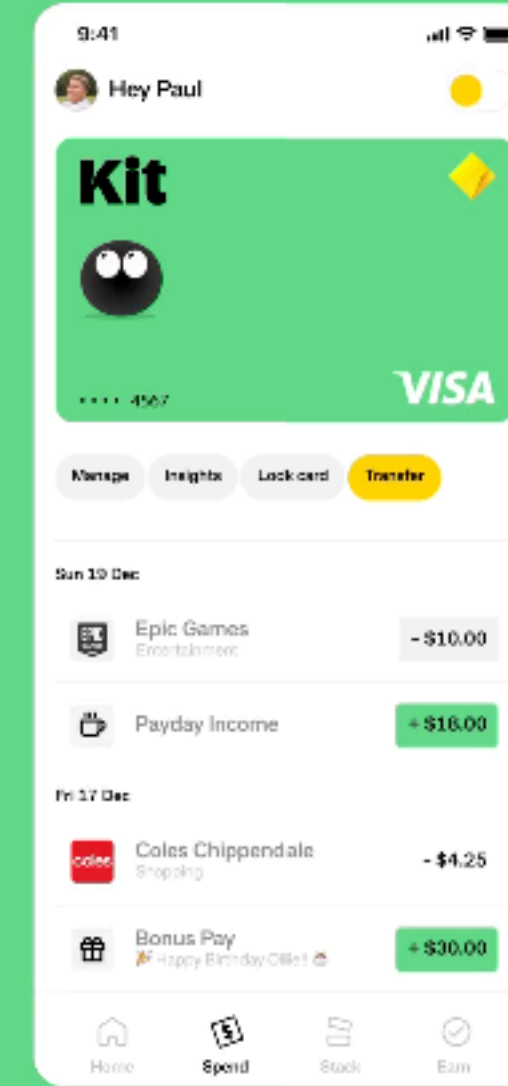
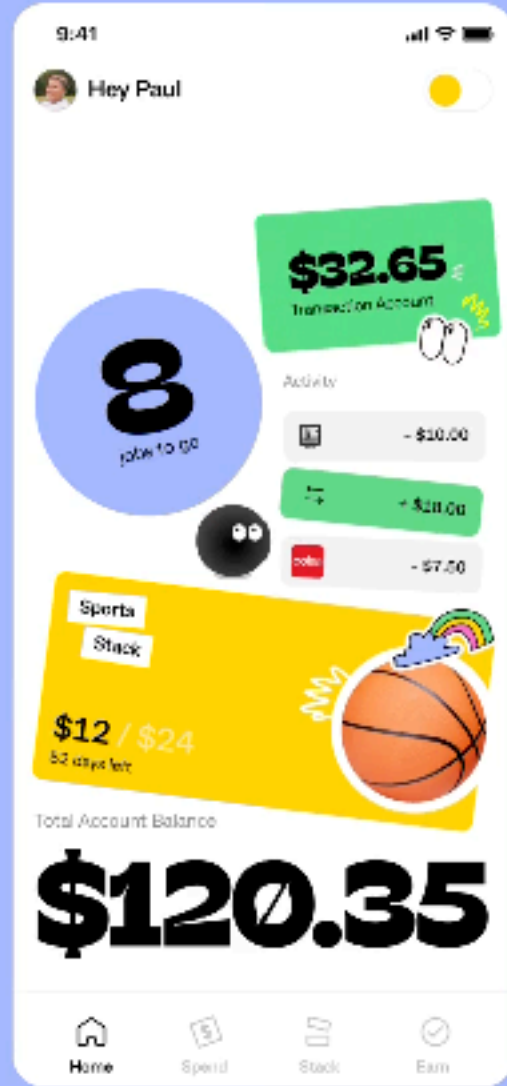
Kit

Built by









1. BRAND
2. EXPERIENCE
- 3. INNOVATION**
4. SKILLS REQUIRED



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**INNOVATION IS A TOOL BRANDS USE TO DRIVE
GROWTH AND PROTECT THEIR RELEVANCE**

A hand is shown holding a glowing, textured orb. The background is dark with a grid pattern and scattered white stars. The text is centered over the hand and orb.

**WHEN'S THE LAST TIME A NEW PRODUCT,
SERVICE OR EXPERIENCE REALLY BLEW YOU
AWAY? HOW COME?**

THERE ARE DIFFERENT LEVELS OF INNOVATION

Closer in

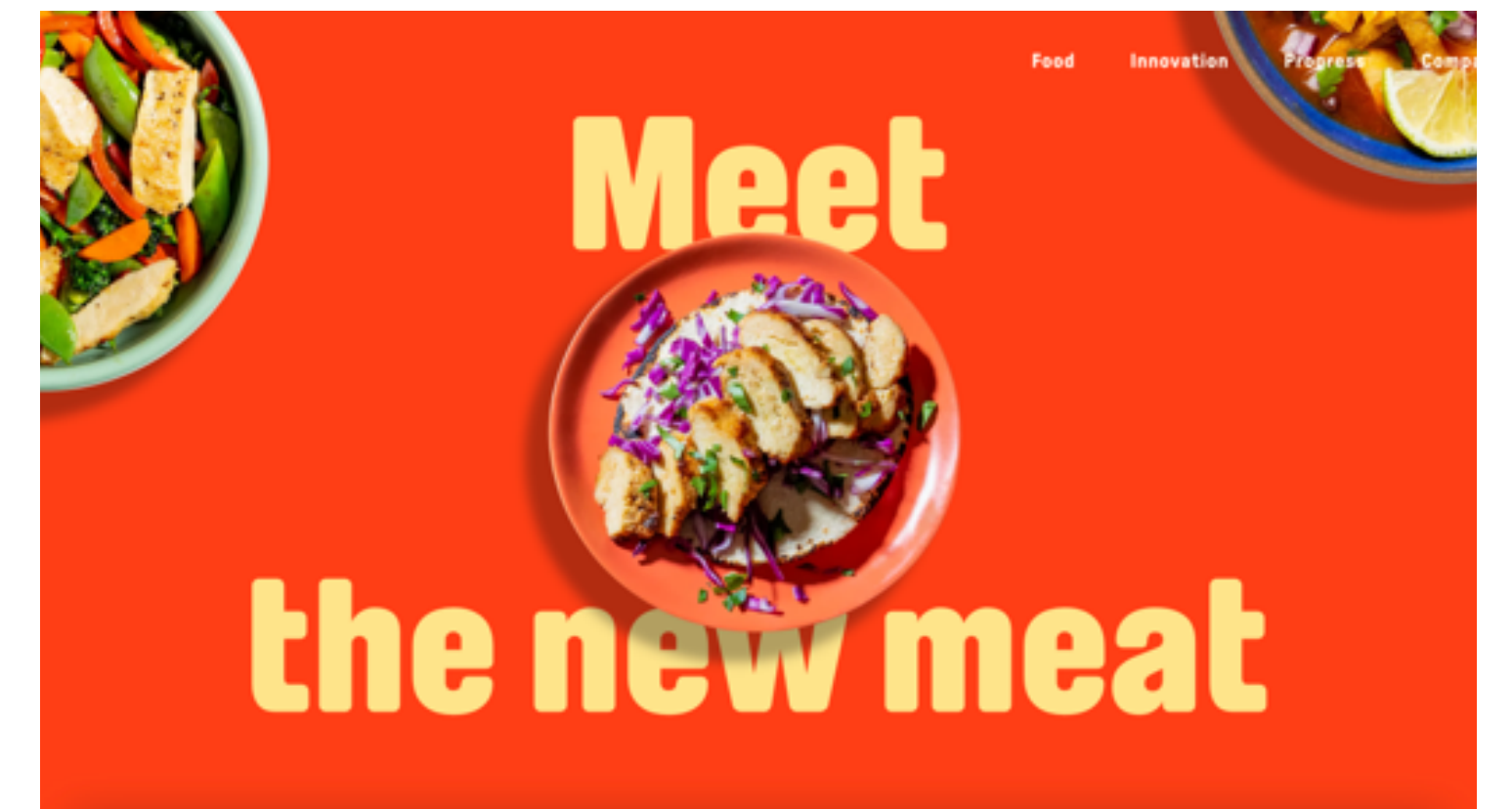
Further out



Refresh
New flavours or formats



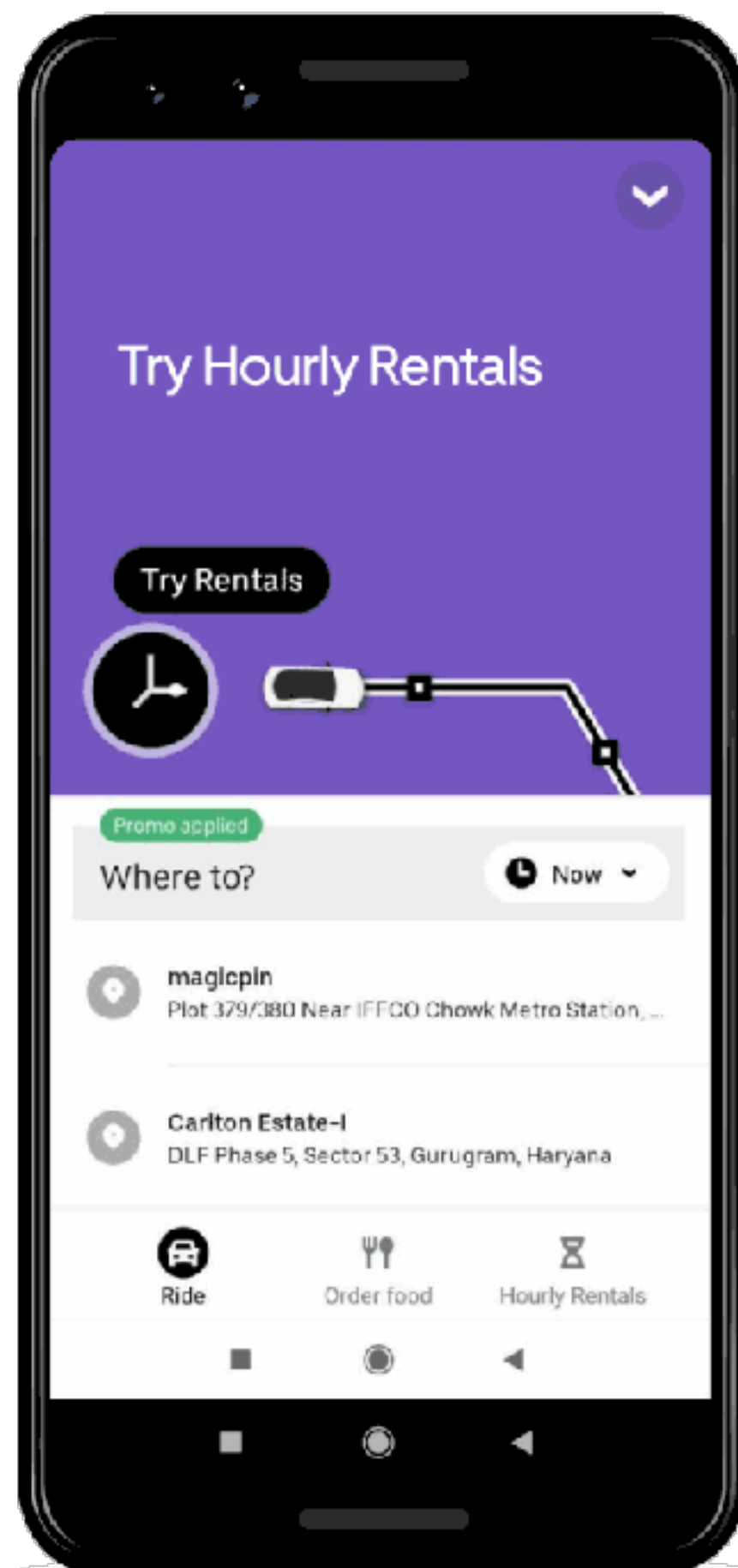
New to business
New aisles or categories



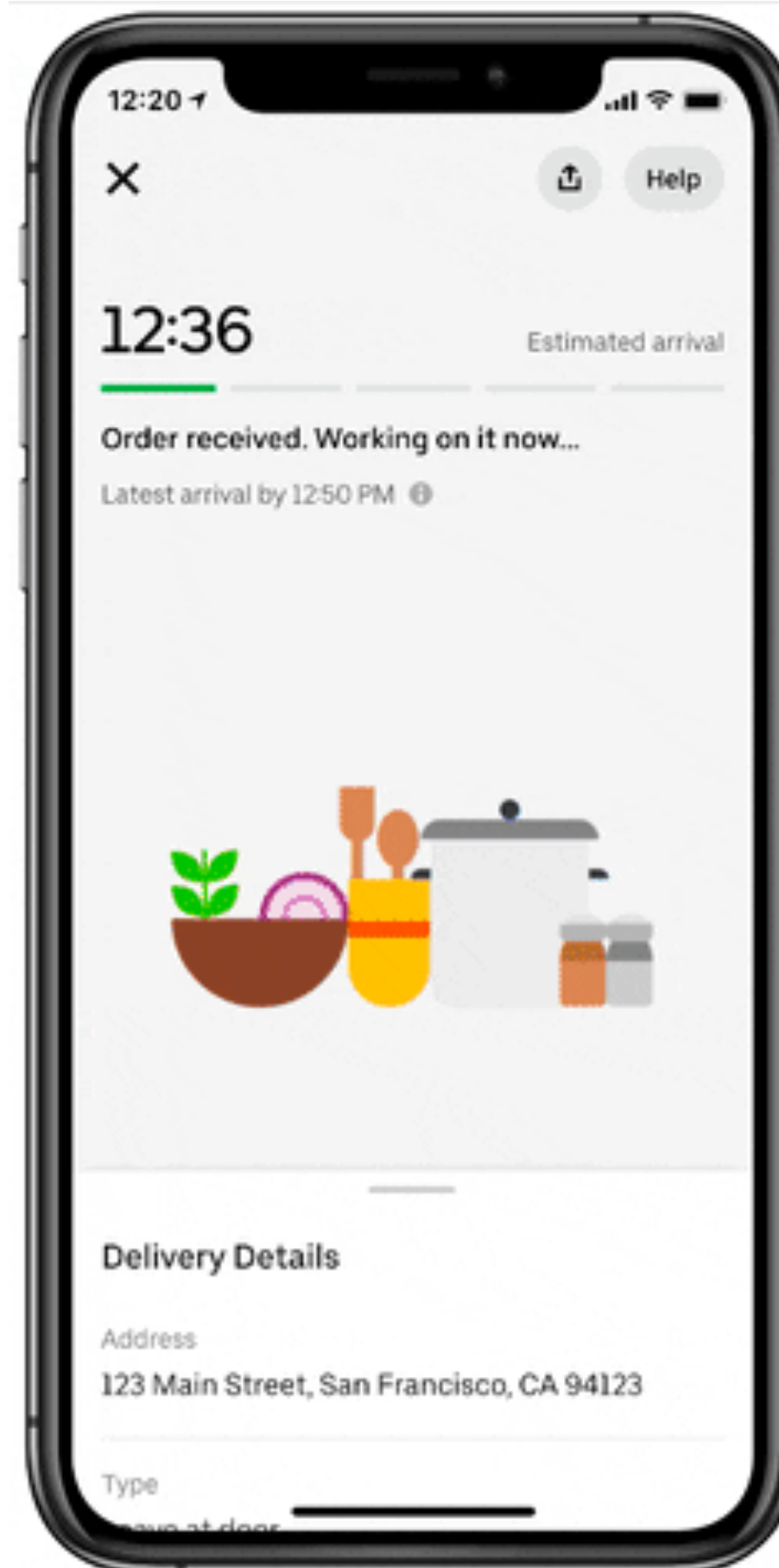
New to world
New technology

AND TYPES OF INNOVATION

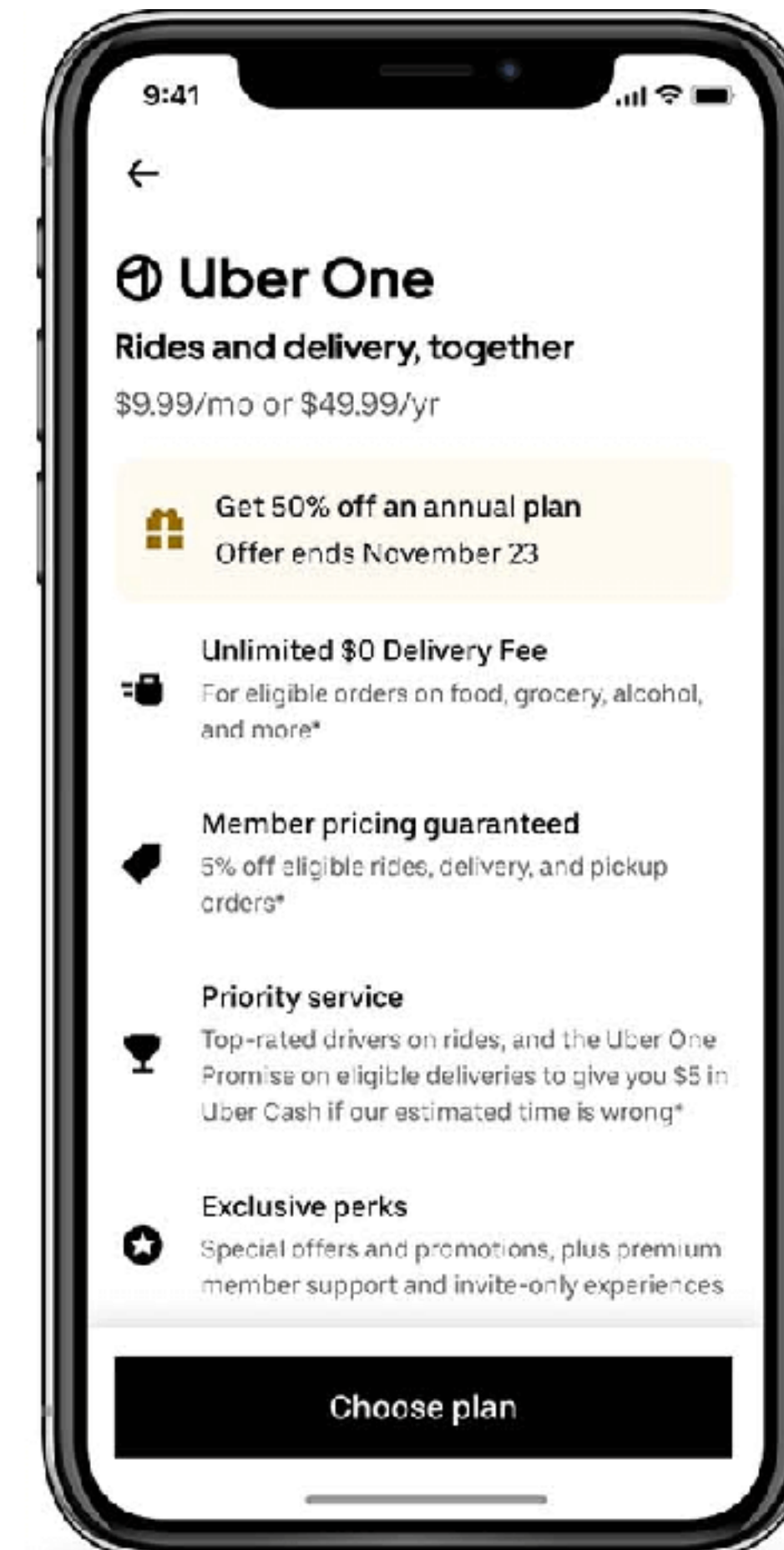
EXPERIENCE



PRODUCT



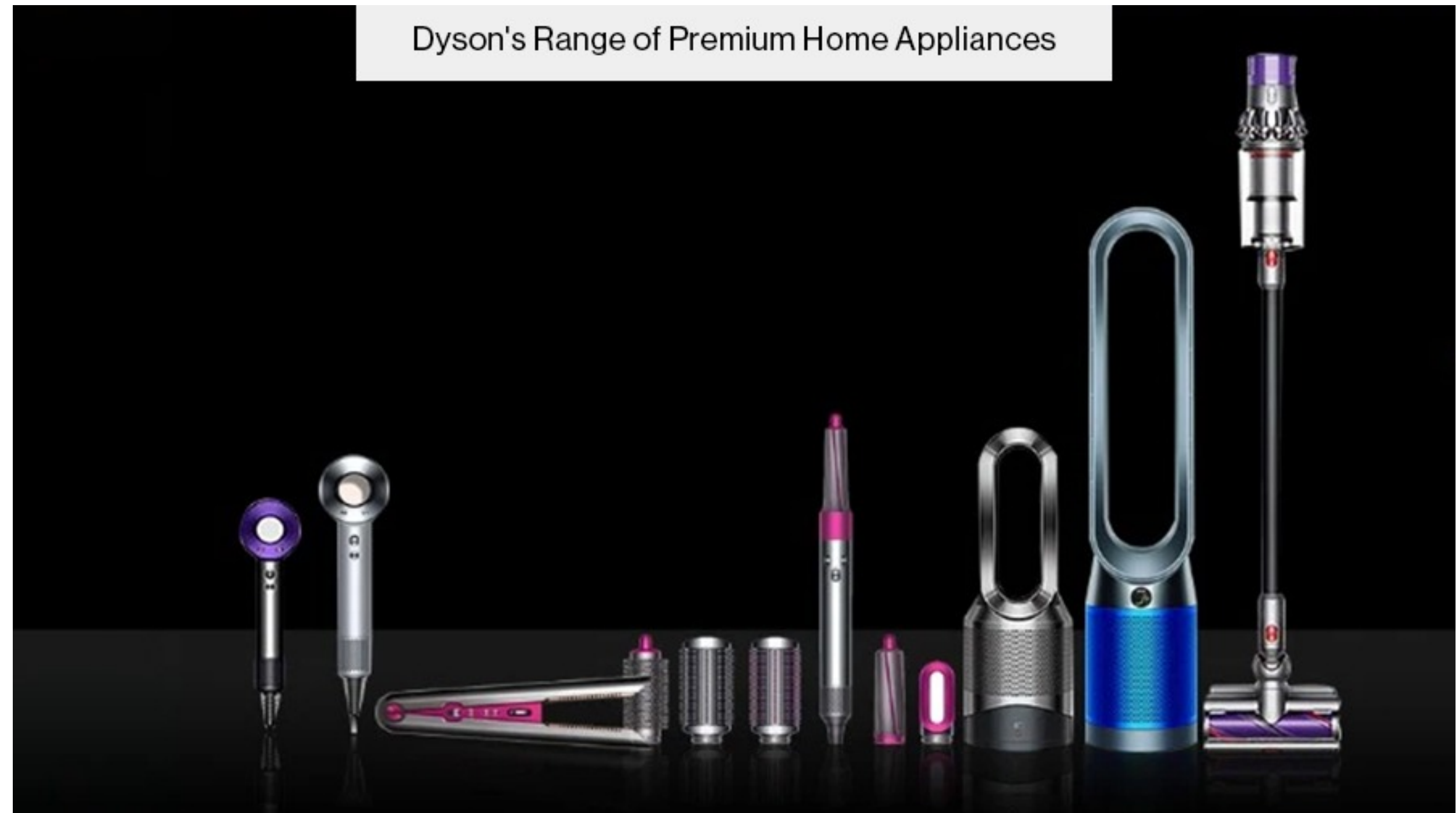
BUSINESS MODEL



TWO KEY OBJECTIVES



1.
Drive penetration
Attract new consumers
to the brand



TWO KEY OBJECTIVES



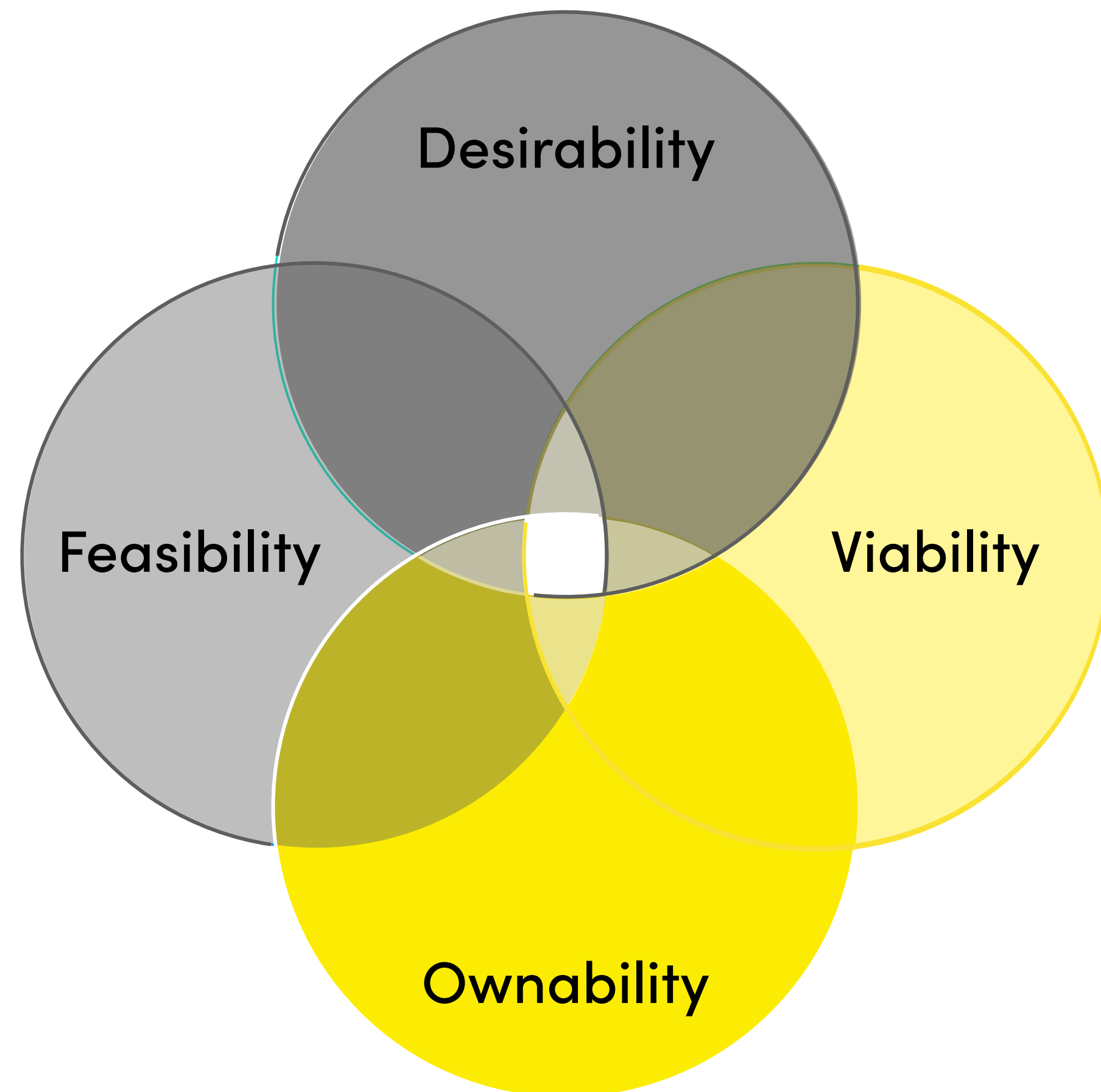
2.

Drive frequency

Get current consumers to purchase more often



THE 4 LENSES OF INNOVATION



- **Desirability**
Does a deeply unresolved tension or unmet need exist?
- **Feasibility**
Do we have not just the ability, but a competitive advantage to create a solution?
- **Viability**
Is this a credible, commercially attractive space for us to play in and grow our brand?
- **Ownability**
Just because its viable, feasible, desirable, doesn't mean it's right for the brand!
The brand must be protected and prioritised.

**SO, WHAT HAPPENS WHEN YOU DON'T FOLLOW
ALL 4 OF THOSE LENSES....?**



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A PEN THAT NO ONE ASKED FOR



MISUNDERSTANDING OF THE CORE



LACK OF COMPETITIVE DISTINCTION



INNOVATIVE, BUT NOT FIT FOR PURPOSE



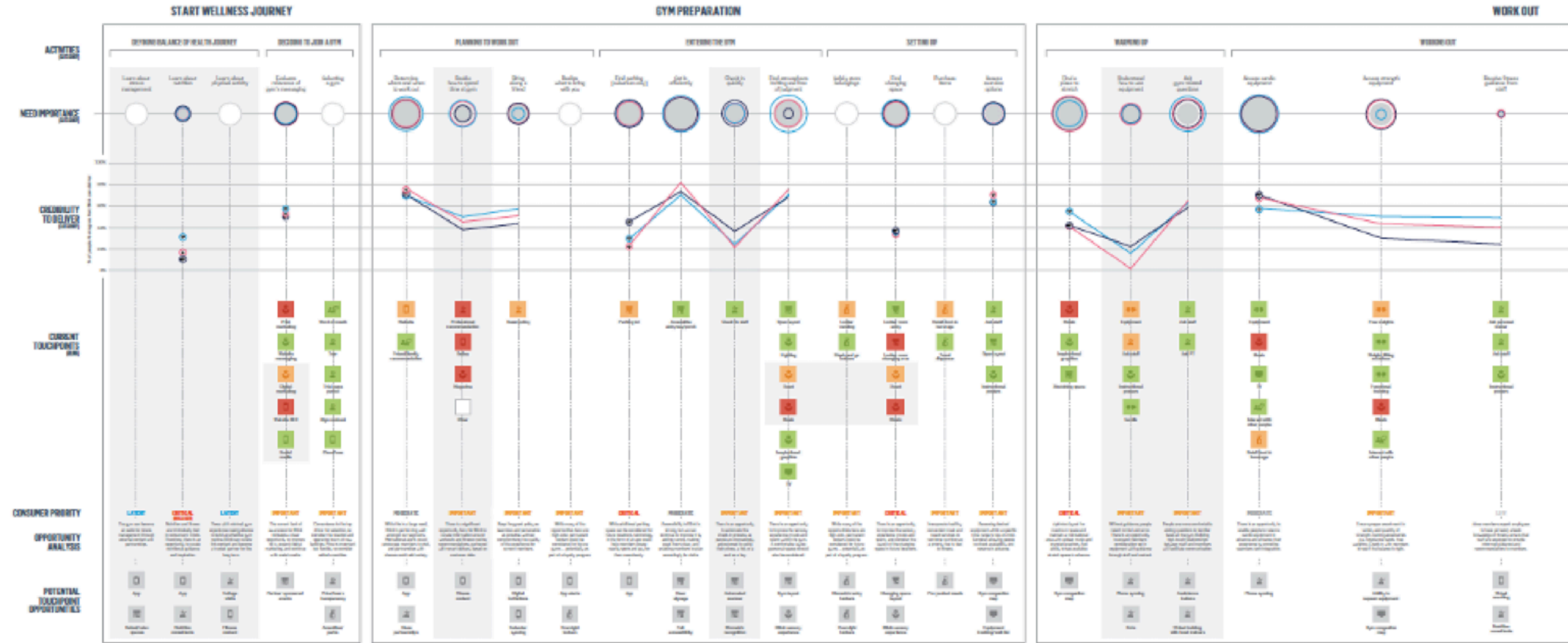
BUT WHEN YOU DO IT RIGHT...



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CATEGORY EXPERIENCE MAP



1. BRAND
2. EXPERIENCE
3. INNOVATION
4. **SKILLS REQUIRED**



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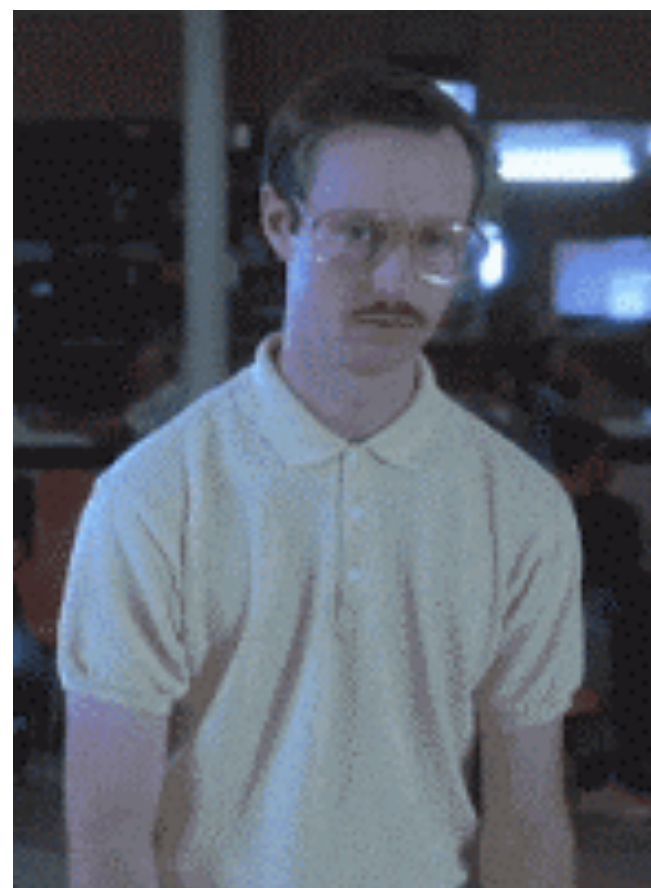
A person in a white t-shirt and dark pants is captured in a dynamic, blurred pose, likely performing a martial arts move or dance. The background is dark, and the person's hands are raised in a defensive or offensive stance. The overall mood is energetic and focused.

**WHAT TYPE OF PERSON WOULD
THRIVE IN THIS WORLD?**

MANY OF YOU!

We're all consumers. You already have opinions and perspectives because you're already a human that experiences brands on a daily basis.

You're already half-way there.



An illustration of two hands shaking, symbolizing agreement or partnership. The hand on the left is brown, and the hand on the right is blue. The background is dark with stylized, overlapping shapes in shades of brown, blue, and olive green.

CREATIVE

STRATEGY

Our industry brings people together from diverse backgrounds who have a shared set of attitudes and passion that blends empathy, curiosity and a magic combination of the left and right brain.

SKILLSET CHECK LIST

Curiosity & Empathy

You have an insatiable curiosity to understand what makes humans tick

Going Deep

You always ask questions and challenge assumptions, asking “why” at every turn

Dot Connector

You work tirelessly to connect the dots and spot patterns, synthesizing information to drive clarity for your clients

Human-First

You're relationship oriented and deeply understand that our business is a people business

Flexible & Adaptable

You go with the flow and are comfortable with ambiguity, always finding a clear path forward

Storyteller

You have a love for storytelling, and helping people to see what you see



ANY QUESTIONS?

Thank
you



clearstrategy.com

