

WELCOME TO

M+C SAATCHI
OPEN HOUSE

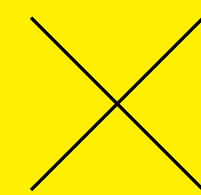
WELCOME TO WEEK 3

BRAND, EXPERIENCE & INNOVATION

M+C SAATCHI
OPEN HOUSE



M+C SAATCHI
CONSULTING



M+C SAATCHI

25th March 2026

M+C SAATCHI
OPEN HOUSE

HELLO!



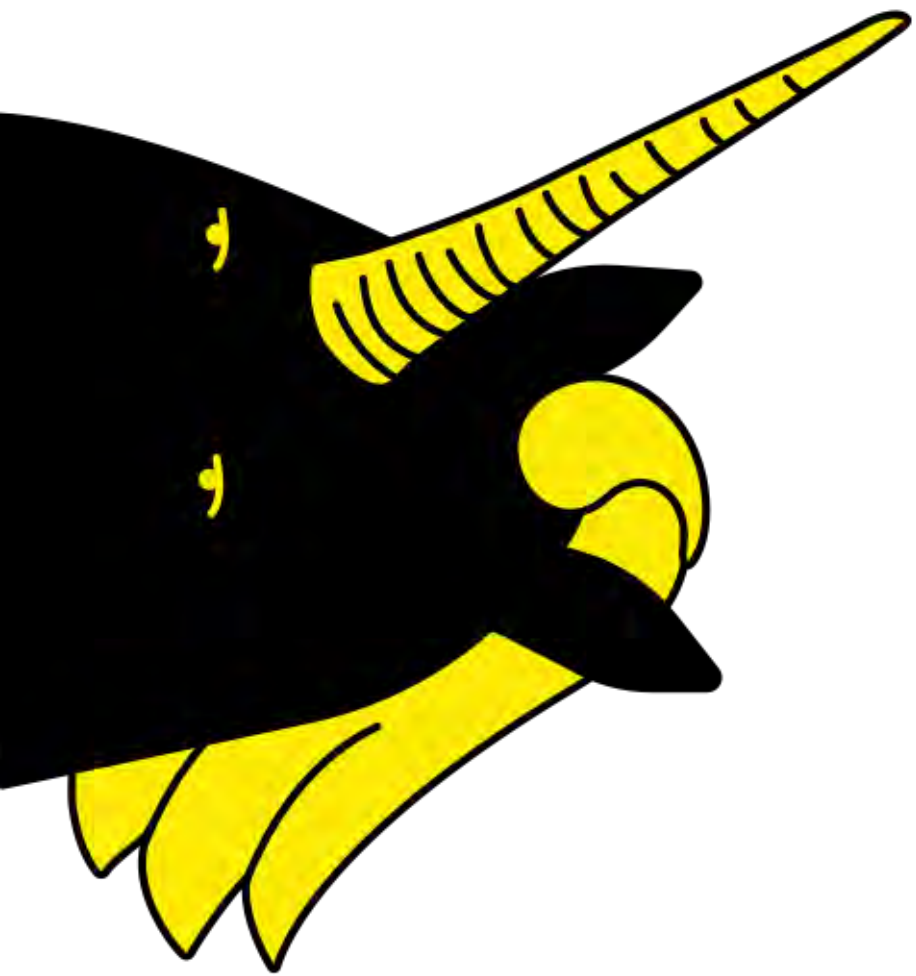
Tom Hume
Brand & Digital Creative Director



Kay Hollingsworth
Strategy & Innovation Director



M+C SAATCHI
OPEN HOUSE



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**

**Please use the chat 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

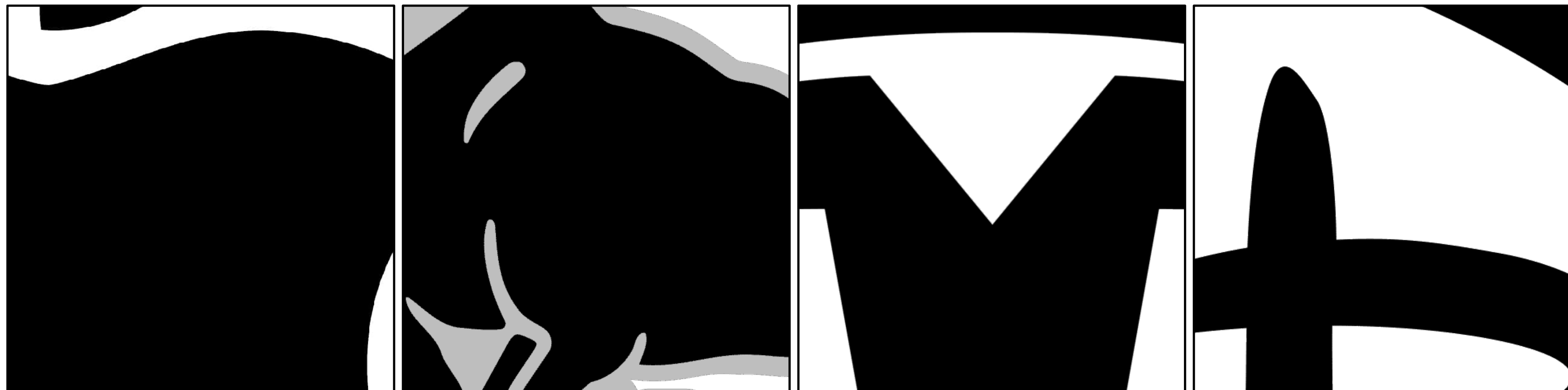
**This session will be recorded and upload to the login site following the session,
so don't worry if you miss anything!**



- 1. Brand**
2. Experience
3. Innovation
4. Skills required



GUESS THE LOGO

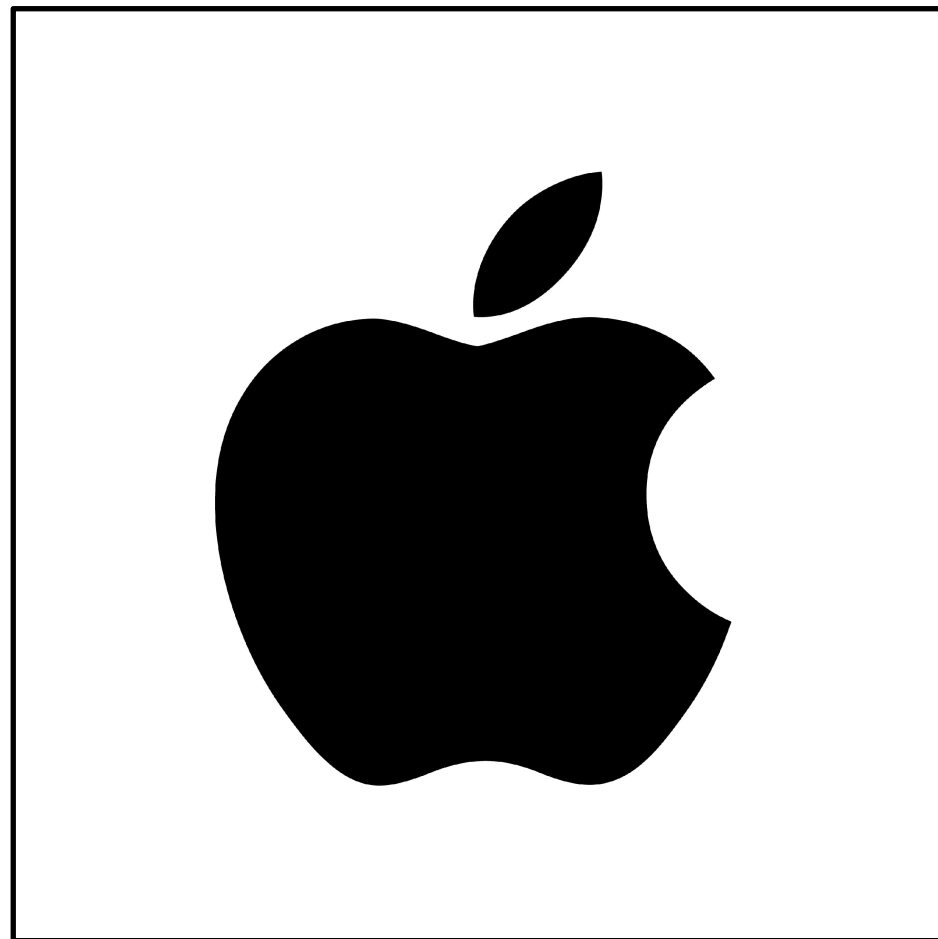


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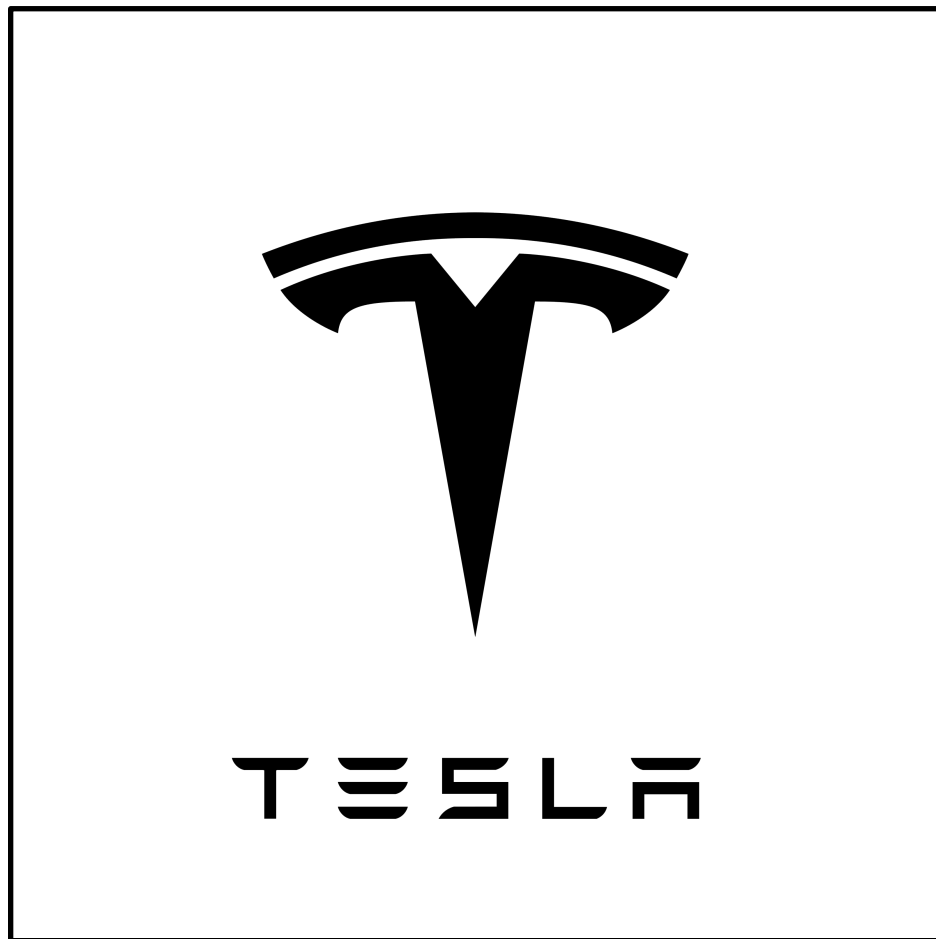
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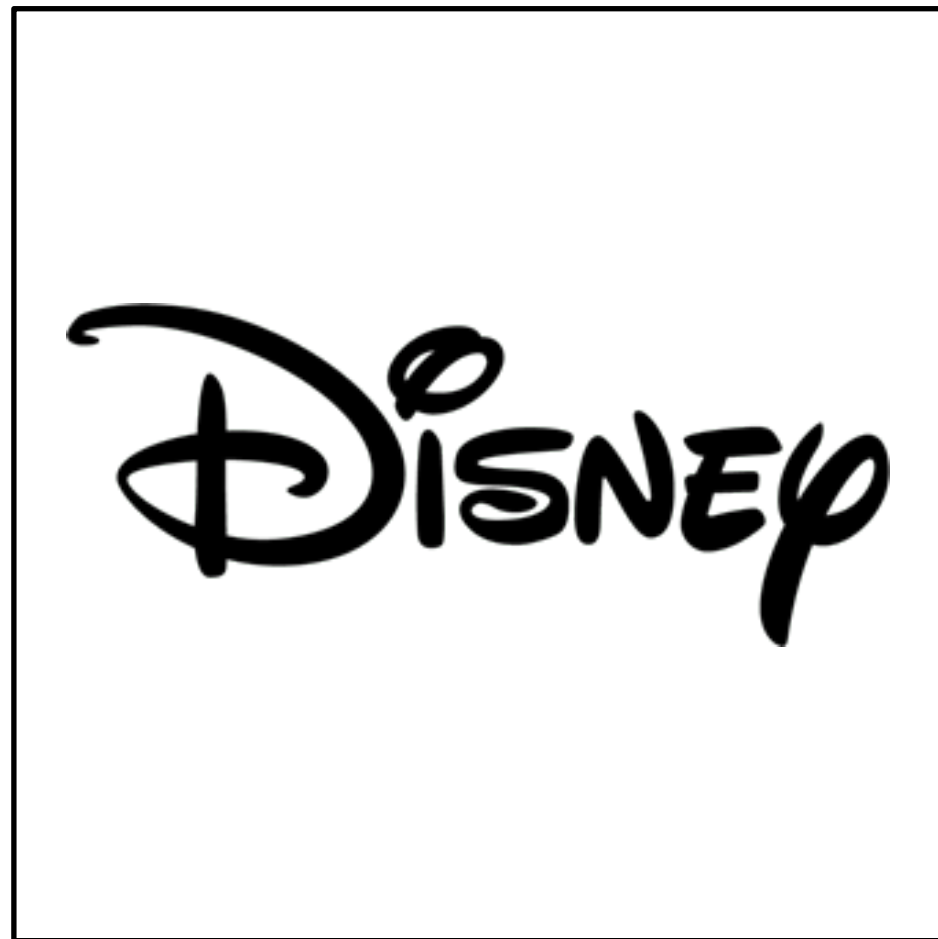
1



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

Stores

AND SO ON

Products

Apps

Experience

Websites

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BUT UL  IMATELY...

**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.

**SAME PRODUCT,
DIFFERENT PROMISE.**



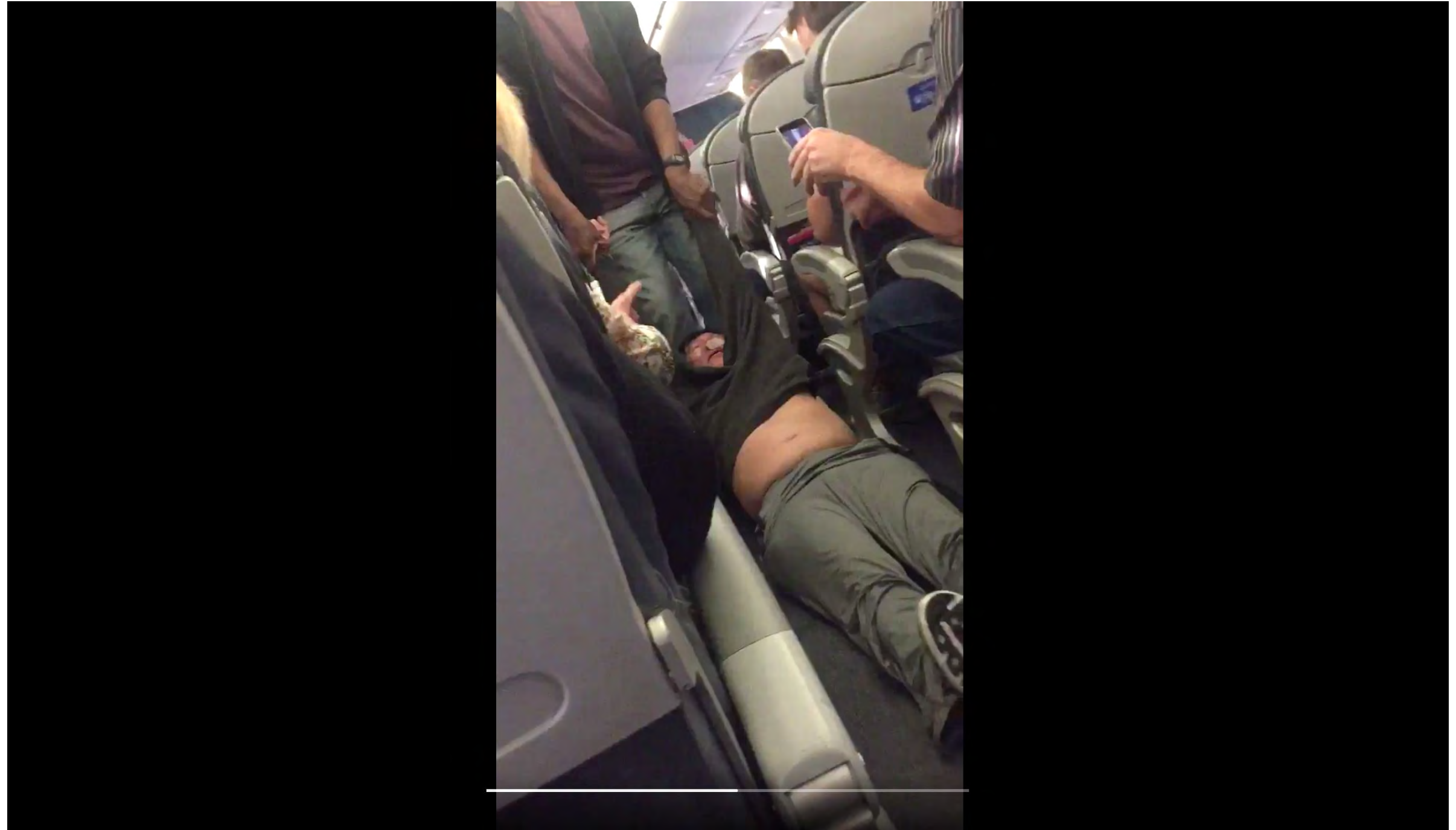
M+C SAATCHI
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**WHICH WOULD
YOU BUY?**



M+C SAATCHI
OPEN HOUSE

**CAN ANYONE THINK OF A
BRAND'S BROKEN PROMISE?**



HOW DO YOU DELIVER ON YOUR PROMISE?



BACK YOUR BELIEFS

If you're a brand about environmental activism, you have to operate differently to other businesses



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



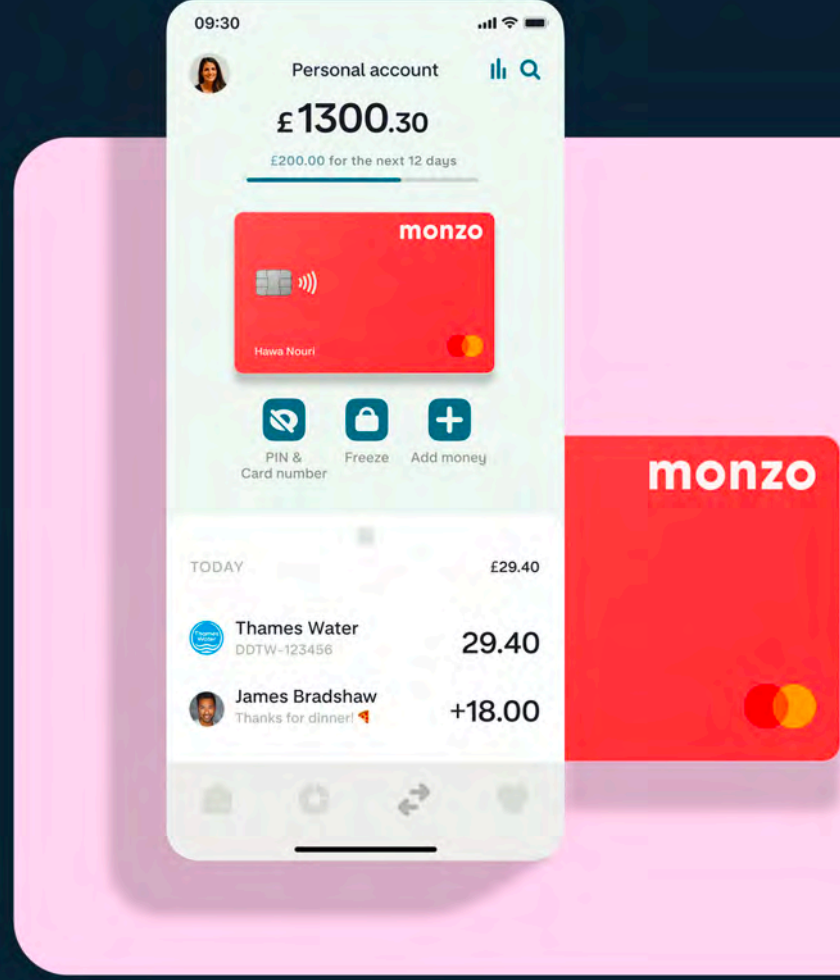
BACK YOUR BELIEFS

If you back support black athletes, you support them regardless



BE CLEAR AND DIFFERENTIATED

If you're a challenger brand, you have to challenge the status quo



09:30 Personal account £1300.30 £200.00 for the next 12 days

monzo

Have Your! PIN & Card number Freeze Add money

TODAY £29.40

Thames Water DDTW-123456	29.40
James Bradshaw Thanks for dinner!	+18.00

monzo

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](#)



money monzo

To apply for a Monzo Current Account, you must be 16+ and a UK resident. Ts&Cs apply.

Download your new favourite bank.

BE CLEAR AND DIFFERENTIATED

If you're a challenger brand, you have to challenge the status quo

NOTHING



BE CONSISTENT OVER TIME

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



1905

→ 2026

BE CONSISTENT OVER TIME

Who doesn't love a mascot?



1950 - 1960s



Today

THE  **OF A GREAT BRAND**

BE INSTANTLY RECOGNISED



CHARGE A PREMIUM



DEFEND YOURSELF



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

THE CHICKEN CROSSED THE ROAD. JUST NOT TO OUR RESTAURANTS...
WE'VE BROUGHT A NEW DELIVERY PARTNER ONBOARD, BUT THEY'VE HAD A COUPLE OF TEETHING PROBLEMS - GETTING FRESH CHICKEN OUT TO 900 RESTAURANTS ACROSS THE COUNTRY IS PRETTY COMPLEX!
WE'VE PROMISED ON QUALITY, SO NO DELIVERIES CLOSED, AND

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

1.02bn

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

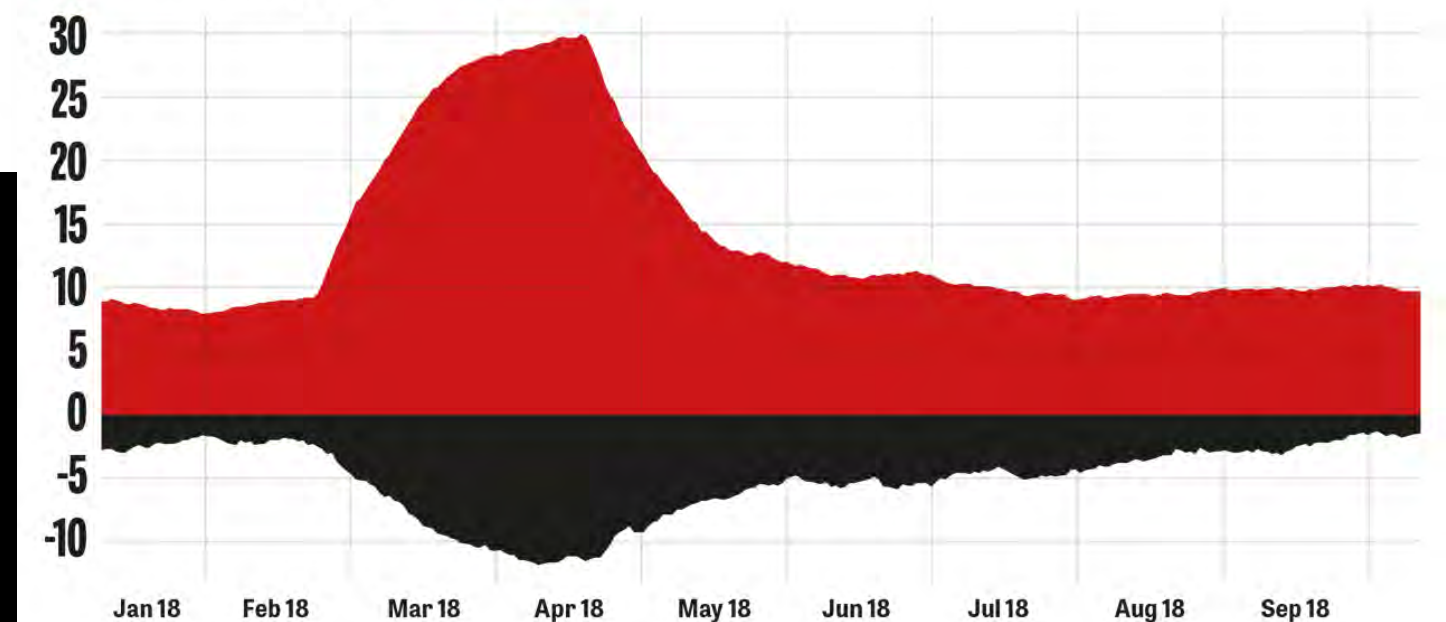
The number of KFC restaurants in the UK forced to close due to delivery problems

6m

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

KFC BrandIndex...

● Attention* (%) ● Impression** (pts)



EXPAND INTO NEW MARKETS



**Brands require a leap of faith.
So people buy promises.
When brands keep those promises.
People keep coming back.**

BUY MORE.

DONATE MORE.

VOTE MORE.

APPLY MORE.

ADVOCATE MORE.

SHARE MORE.

Case study

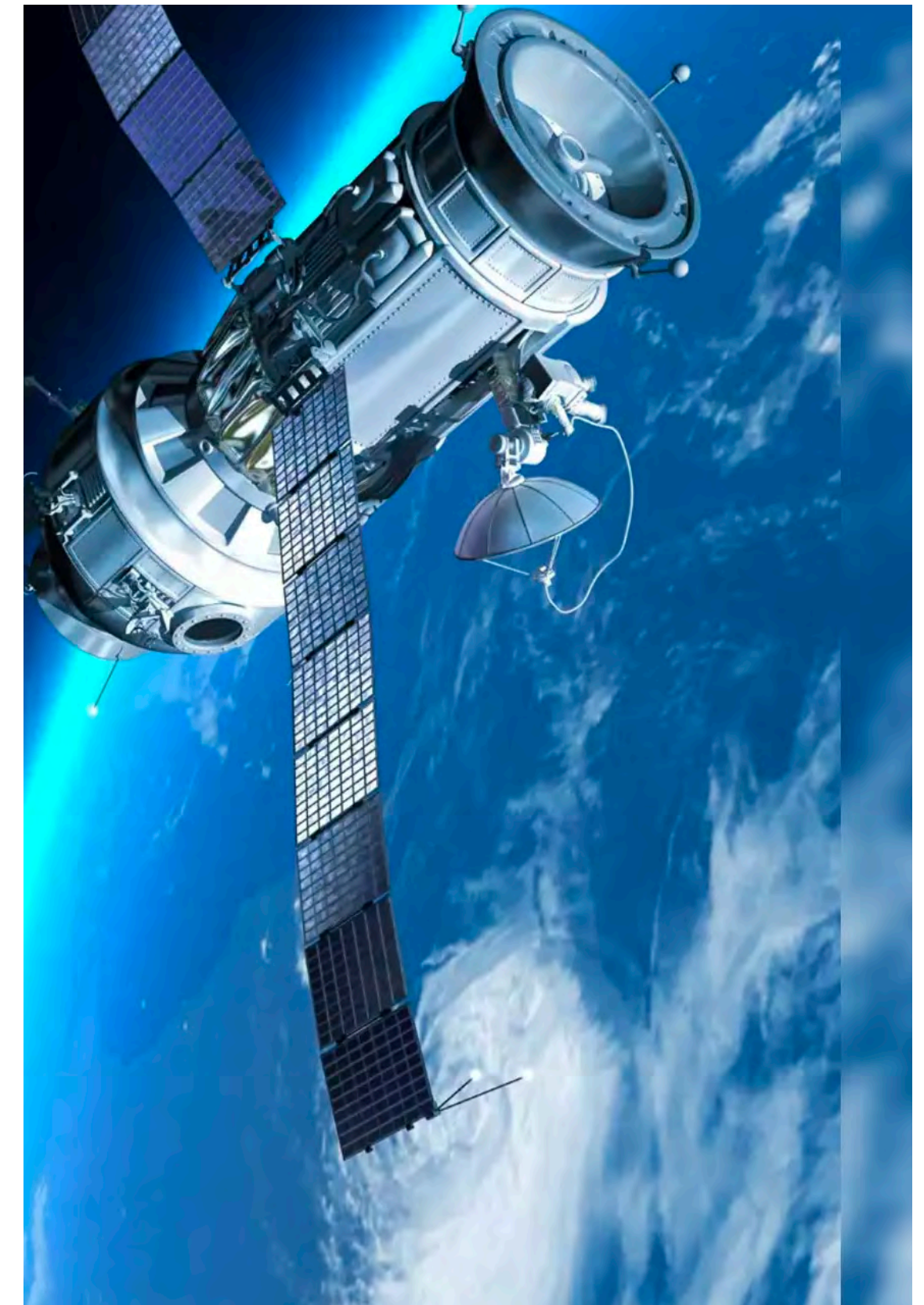
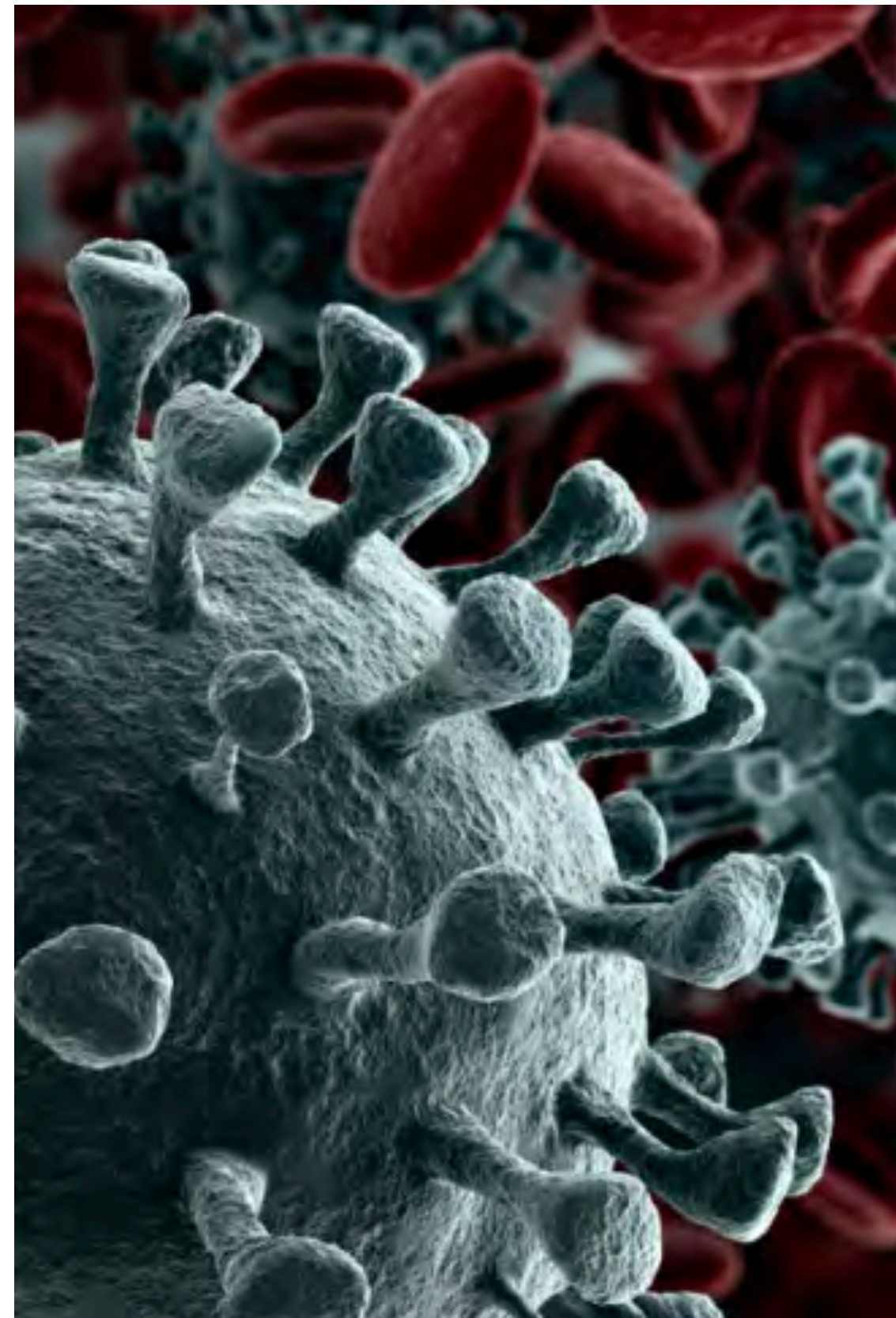
BUILDING A BRAND FOR AN A.I. BUSINESS



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.

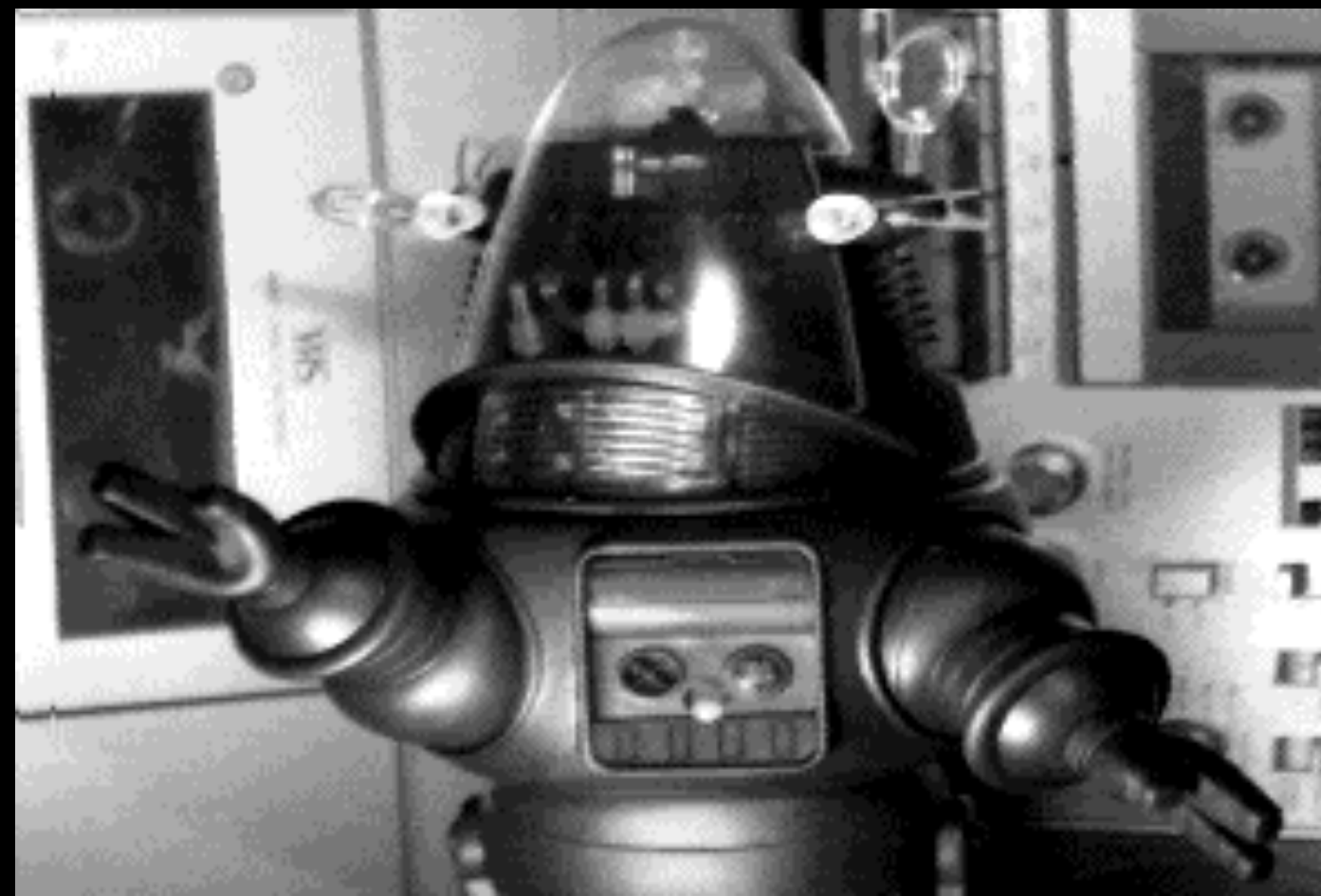


The logo for G42, featuring a large black 'G' followed by the numbers '42' in a bold, red, sans-serif font.

THE PROBLEM

They had 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.



G42

MENA'S LARGEST & MOST POWERFUL
CLOUD COMPUTING PLATFORM

WHY INVEST IN SPACE?

Our daily life through space technology.

Talal Al Kaissi

Vice President
Space Program, G42

Deck Hall 2, Expo 2020 Dubai
10.19.21 | 3:10 PM

G42 EXPO 2020 DUBAI UAE
OFFICIAL AI ENABLEMENT PREMIER PARTNER

USING AI TO ENABLE HEALTHCARE PROVIDERS TO MEET THE QUADRUPLE AIM

Shadab Khan
Head of Applied Science,
G42 Healthcare

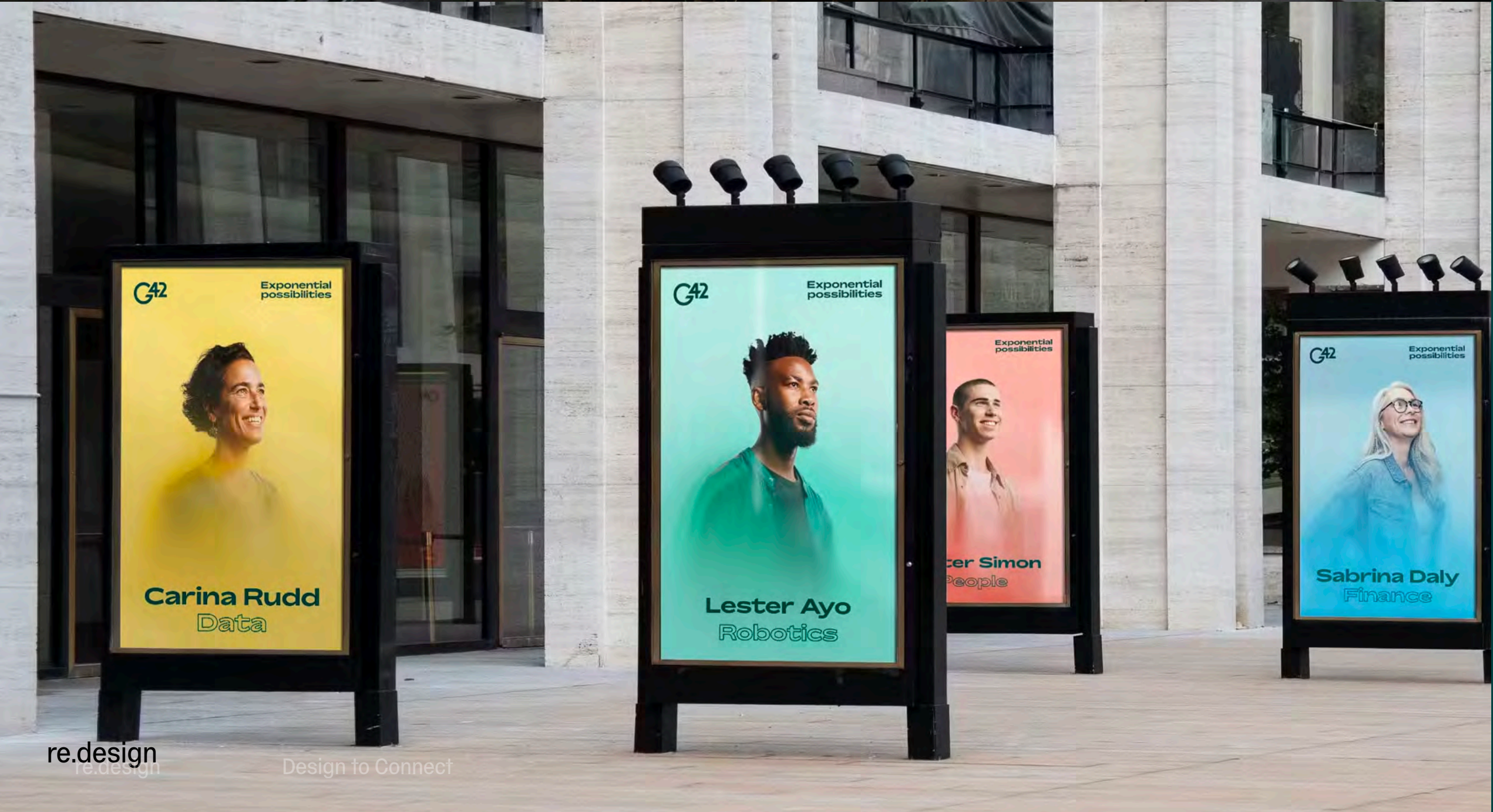
19th October, 2021
1:00 PM at Rashid Hall
GITEX 2021, Dubai

GITEX GLOBAL

G42

THEIR PROMISE

To invent a
better everyday



1. Brand
- 2. Experience**
3. Innovation
4. Skills required



SO NOW WE KNOW WHAT A BRAND IS.

WHAT ABOUT BRAND EXPERIENCE?



1. Apple



2. Virgin



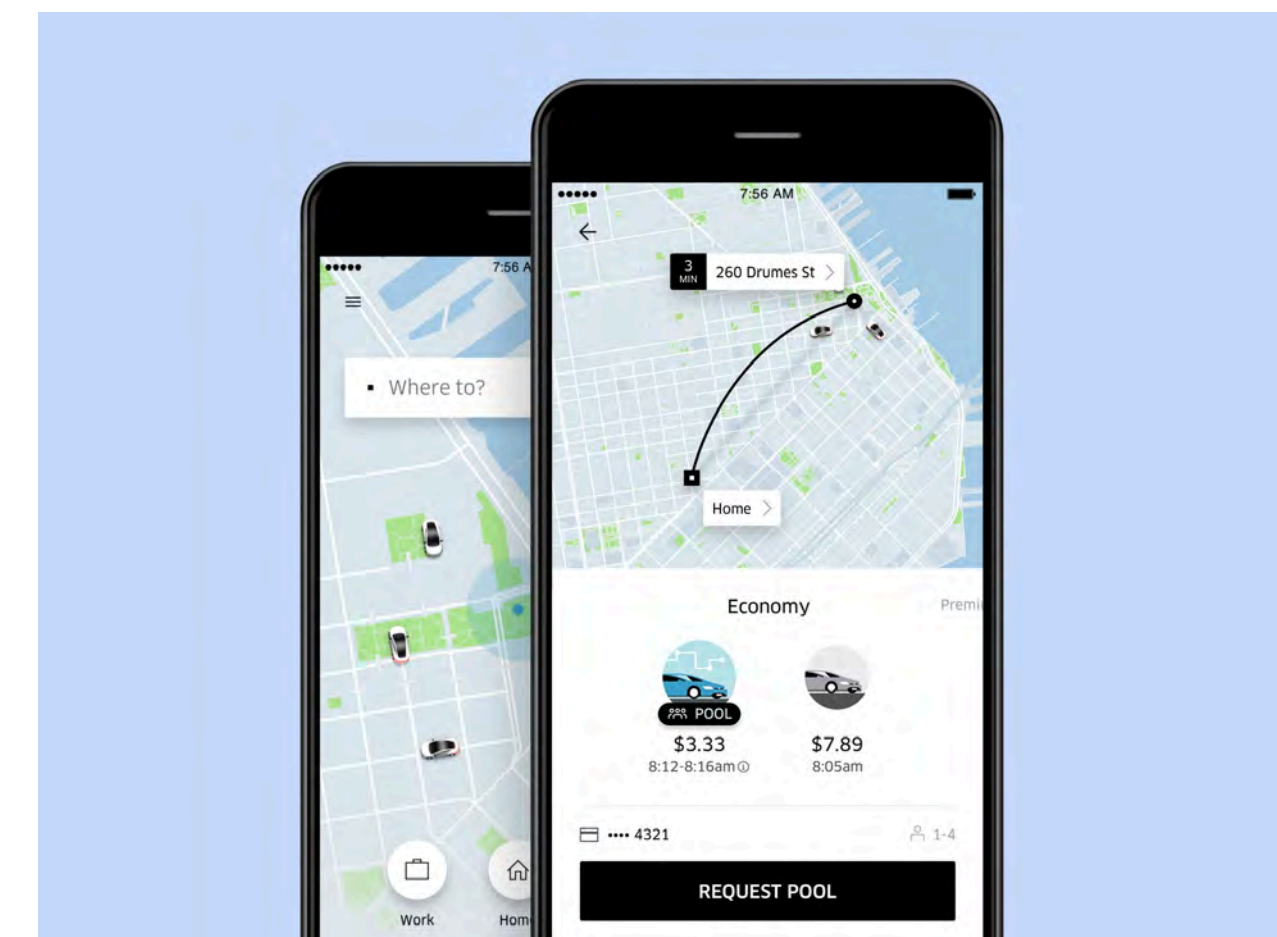
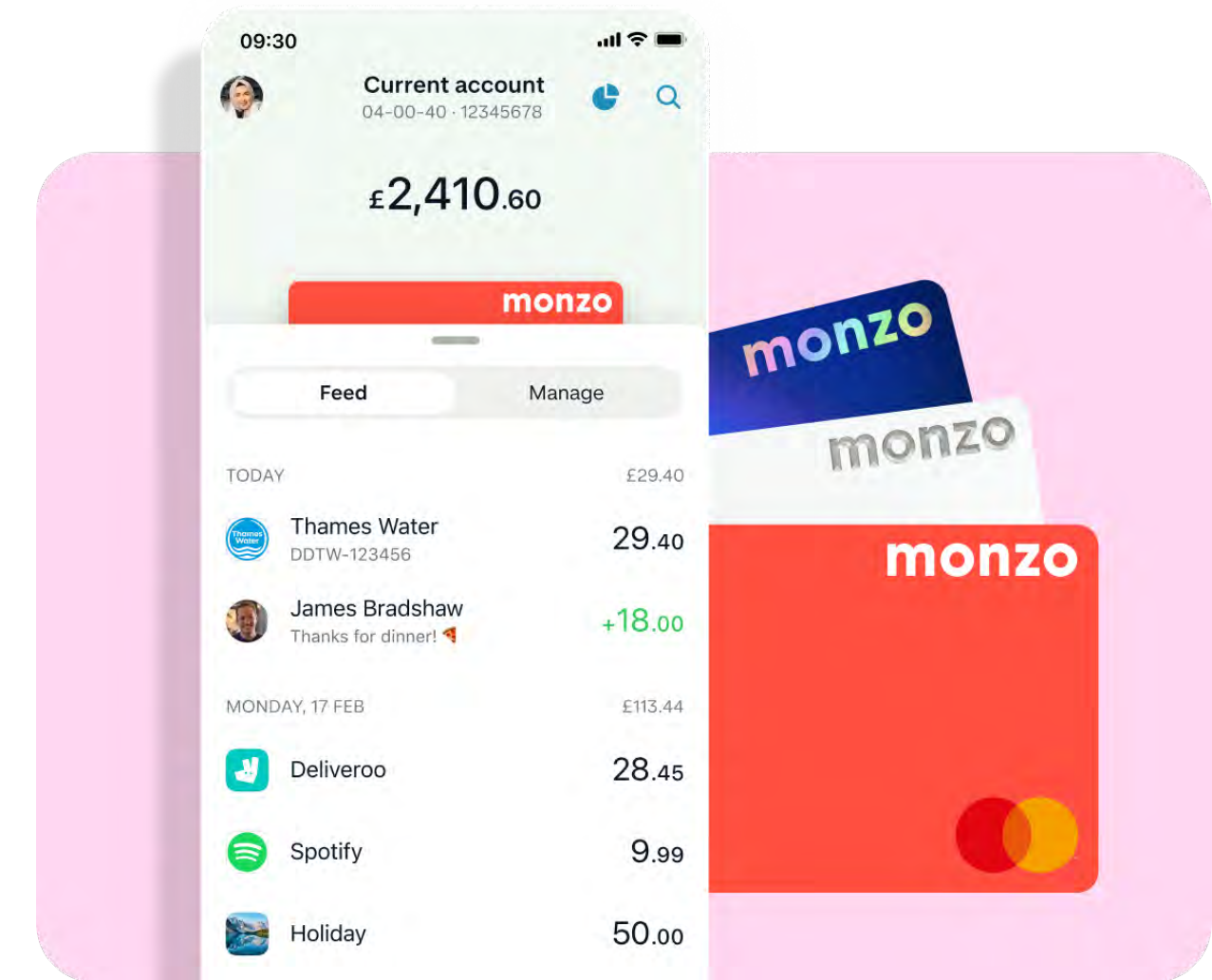
3. Tesla



4. Nike



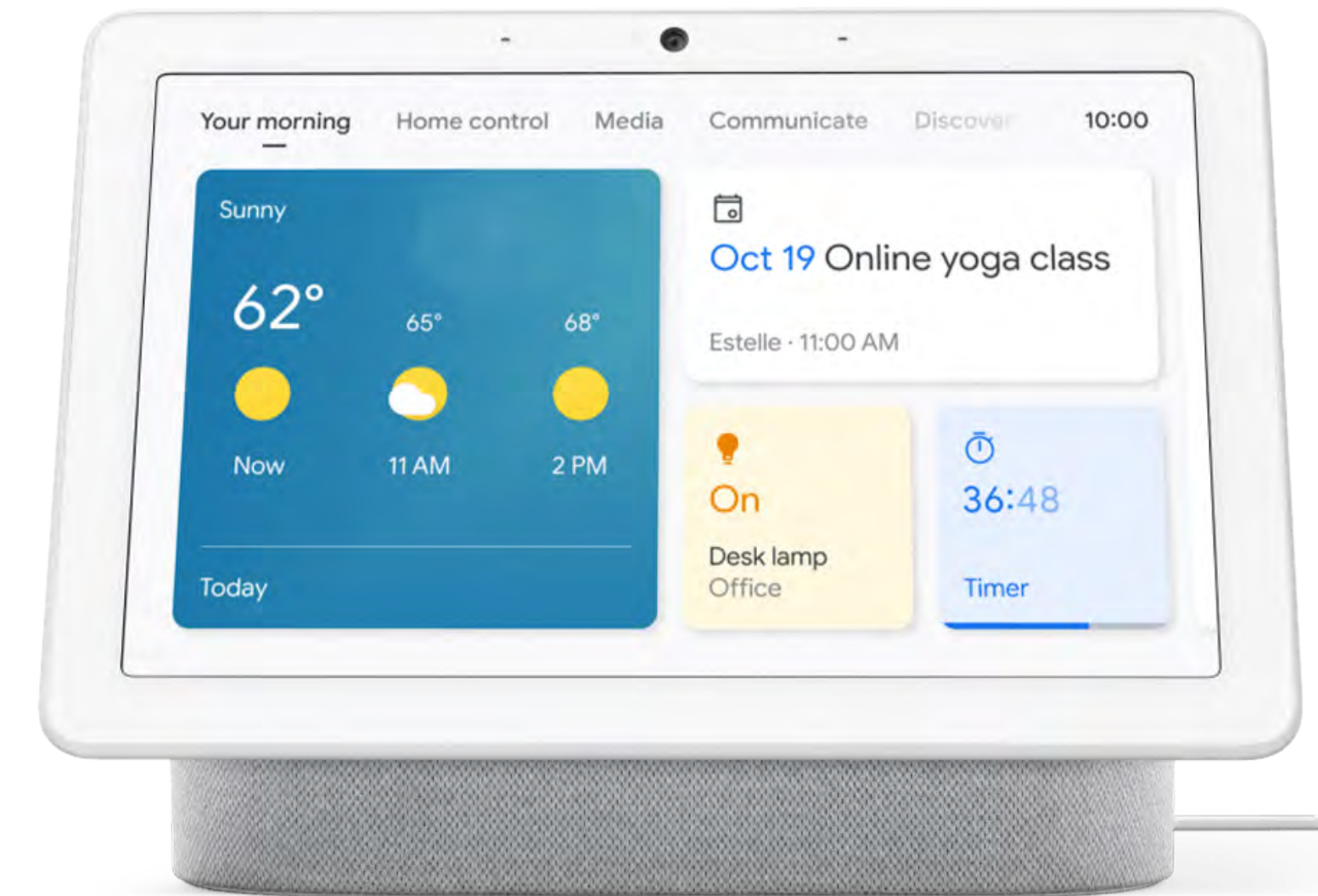
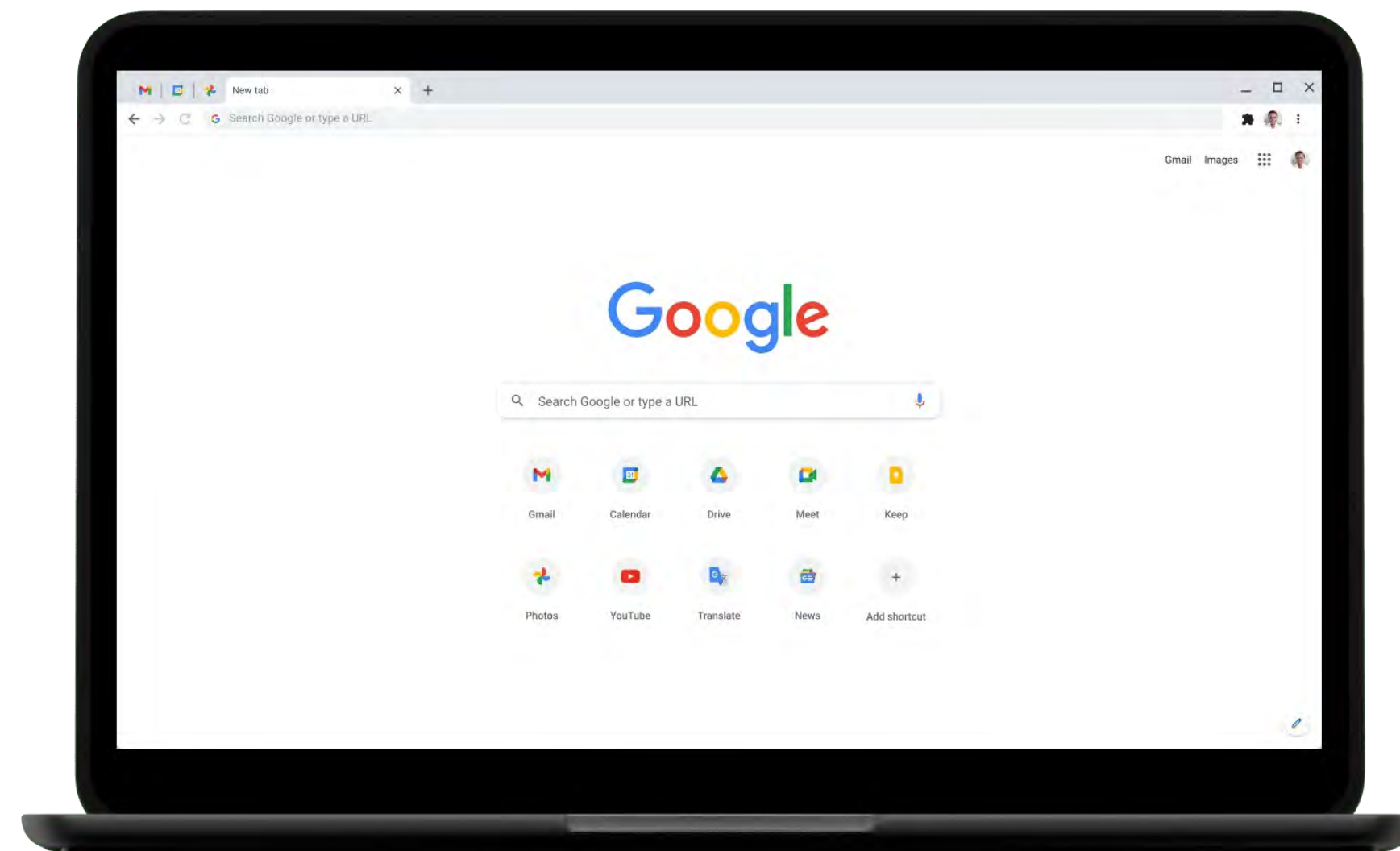
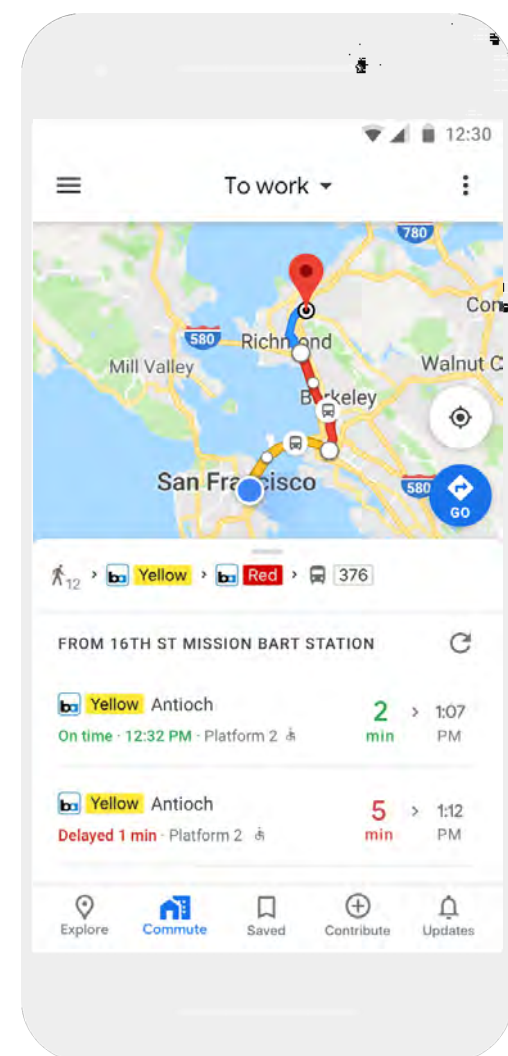
The world of brand experience is vast – from retail to digital products and services



**BRAND EXPERIENCES ARE WHERE
PEOPLE MEET THE BRAND,**

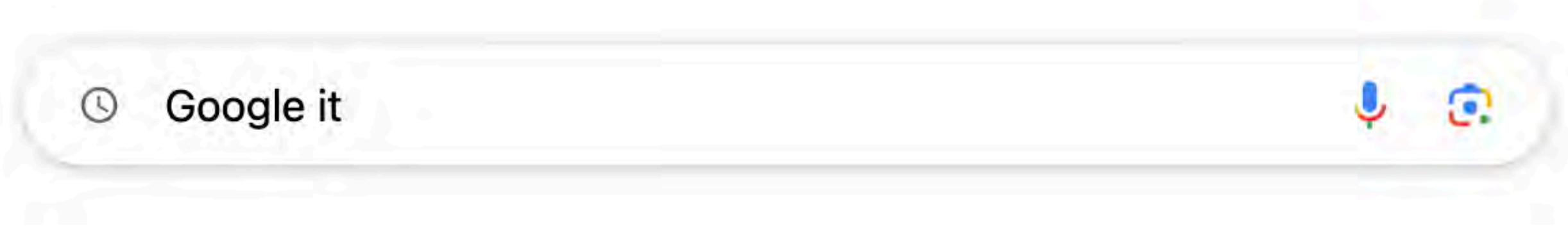
**AND WHERE WE FORM A POSITIVE
(OR NEGATIVE) IMPRESSION**

THE BEST EXPERIENCES AMPLIFY THE BRAND'S PURPOSE AND DIFFERENCE

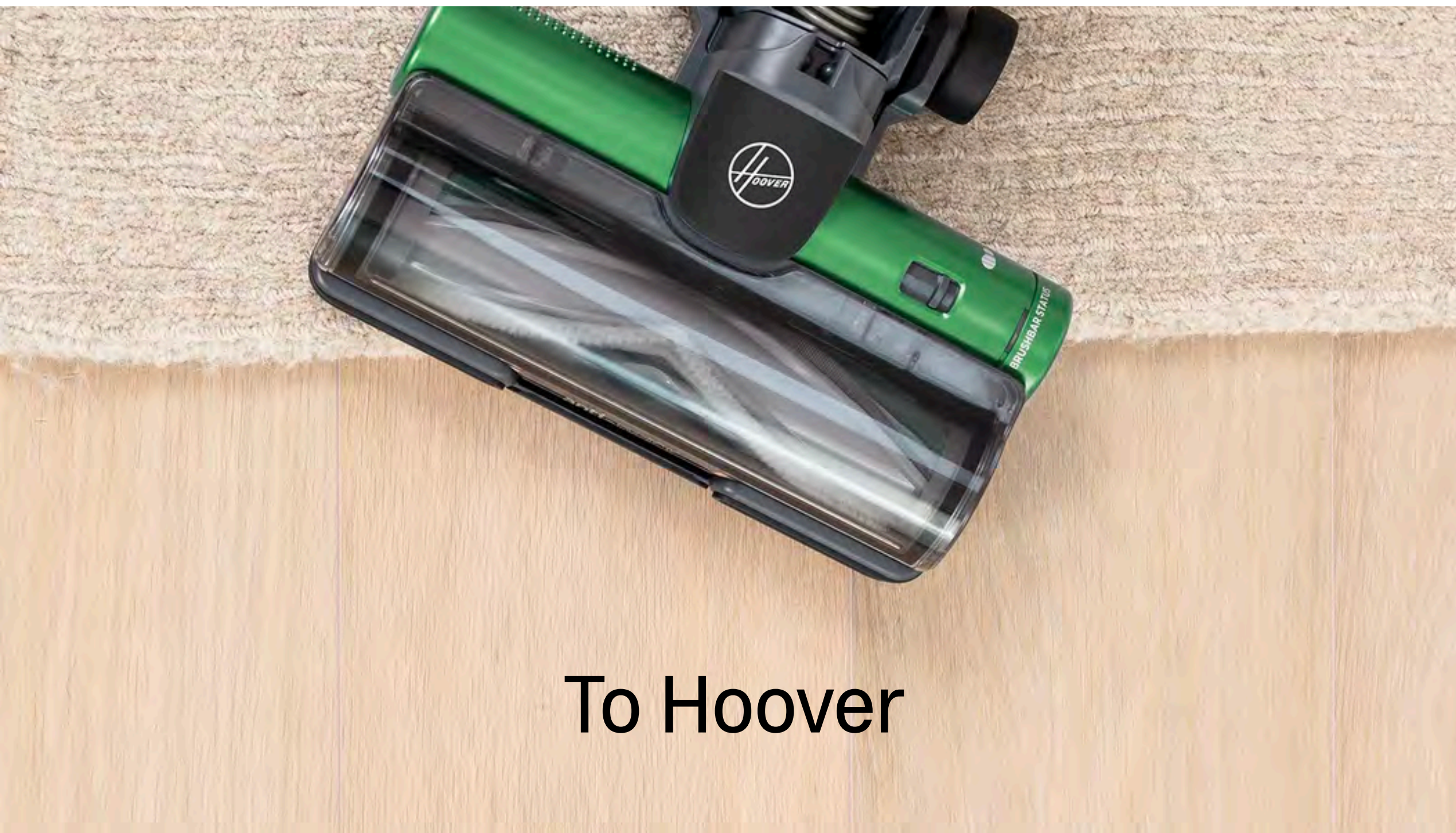
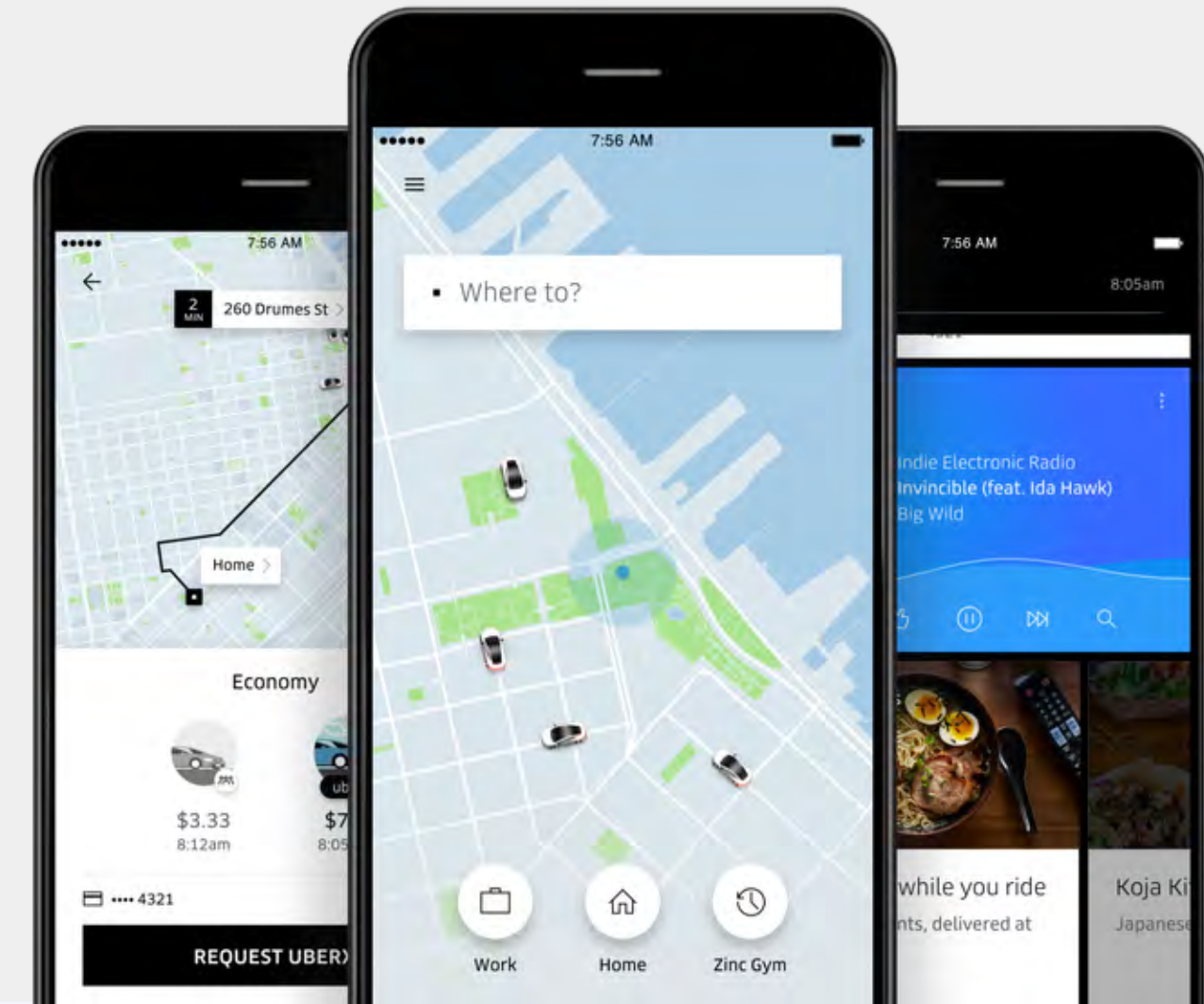


Google's mission is to organise the world's information and make it universally accessible and useful.

To Google

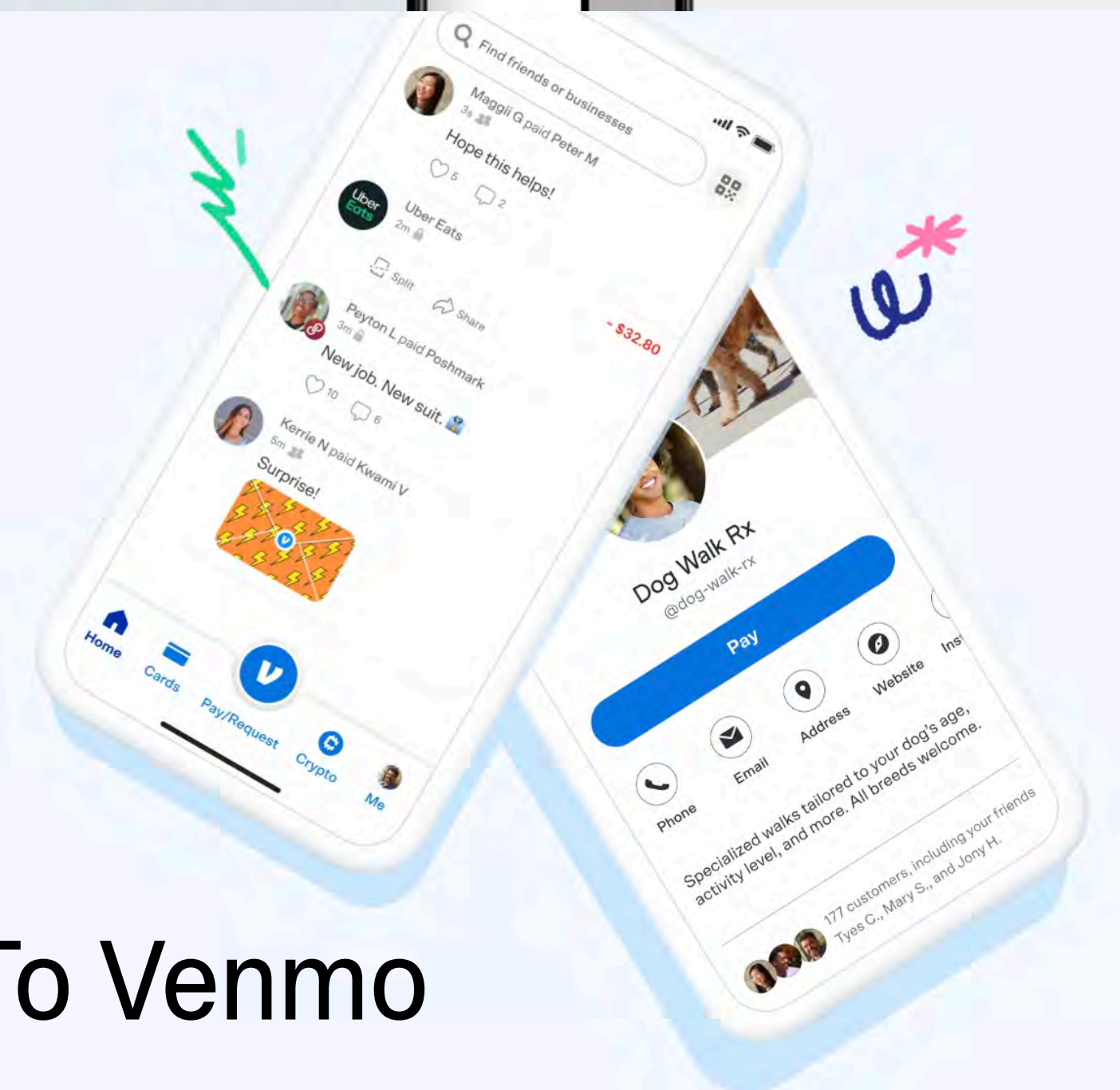


To Uber



To Hoover

To Venmo



HOW BRANDS CHOREOGRAPH THEIR EXPERIENCES



= a distinct and memorable experience

CHOREOGRAPHING MAGIC



IT'S ALL ABOUT THE SENSES



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

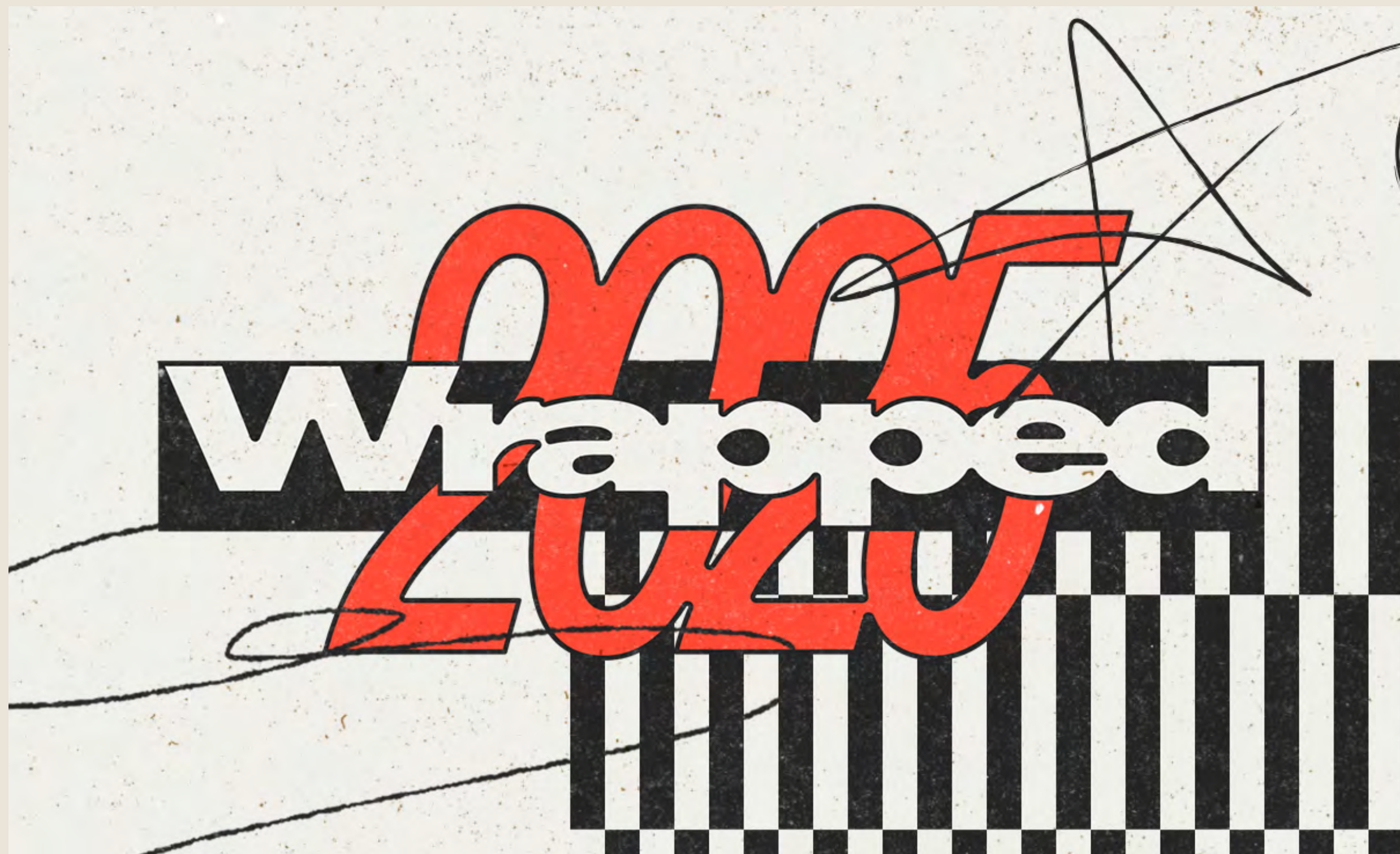
The horses wear special shoes with a unique coating, which makes a louder "clipping" sound when they walk

Successful brand experiences work for both customers and brands



SPOTIFY IS A BRILLIANT EXAMPLE

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

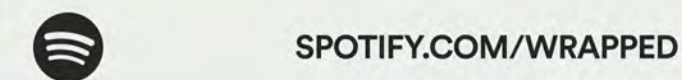


Top Artists
1 **sombr**
2 Lady Gaga
3 Chappell Roan
4 Ravyn Lenae
5 HUNTR/X

Top Songs
1 **back to friends**
2 Golden
3 Bad Romance
4 savior
5 Love Me Not

Minutes Listened
53,623

Top Genre
Indie



Top Artists
1 **Lia Kali**
2 karol G
3 Cyril Kame
4 Artemas
5 Royel Otis

Top Songs
1 **La Vida Sin Ti**
2 Burnin' Up
3 Huir
4 i like the way you...
5 Burnin' Up

Minutes Listened
21,971

Top Genre
Latin Pop



Top Artists
1 **Zara Larsson**
2 Ava Max
3 Zach Top
4 Selena Gomez
5 Playboi Carti

Top Songs
1 **back to friends**
2 Golden
3 Bad Romance
4 savior
5 No Time To Talk

Minutes Listened
42,279

Top Genre
Pop



Case study

Kit, a money app for kids and parents.

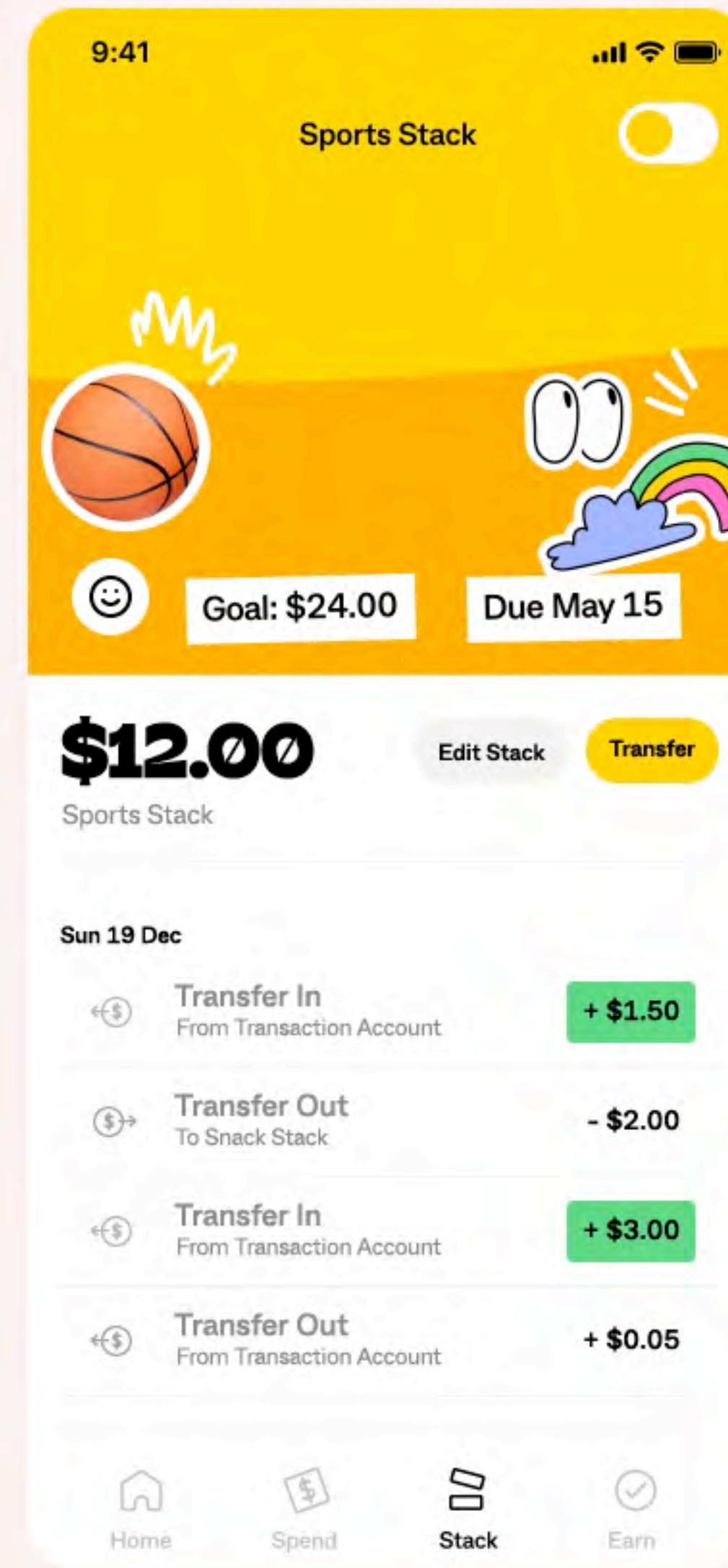
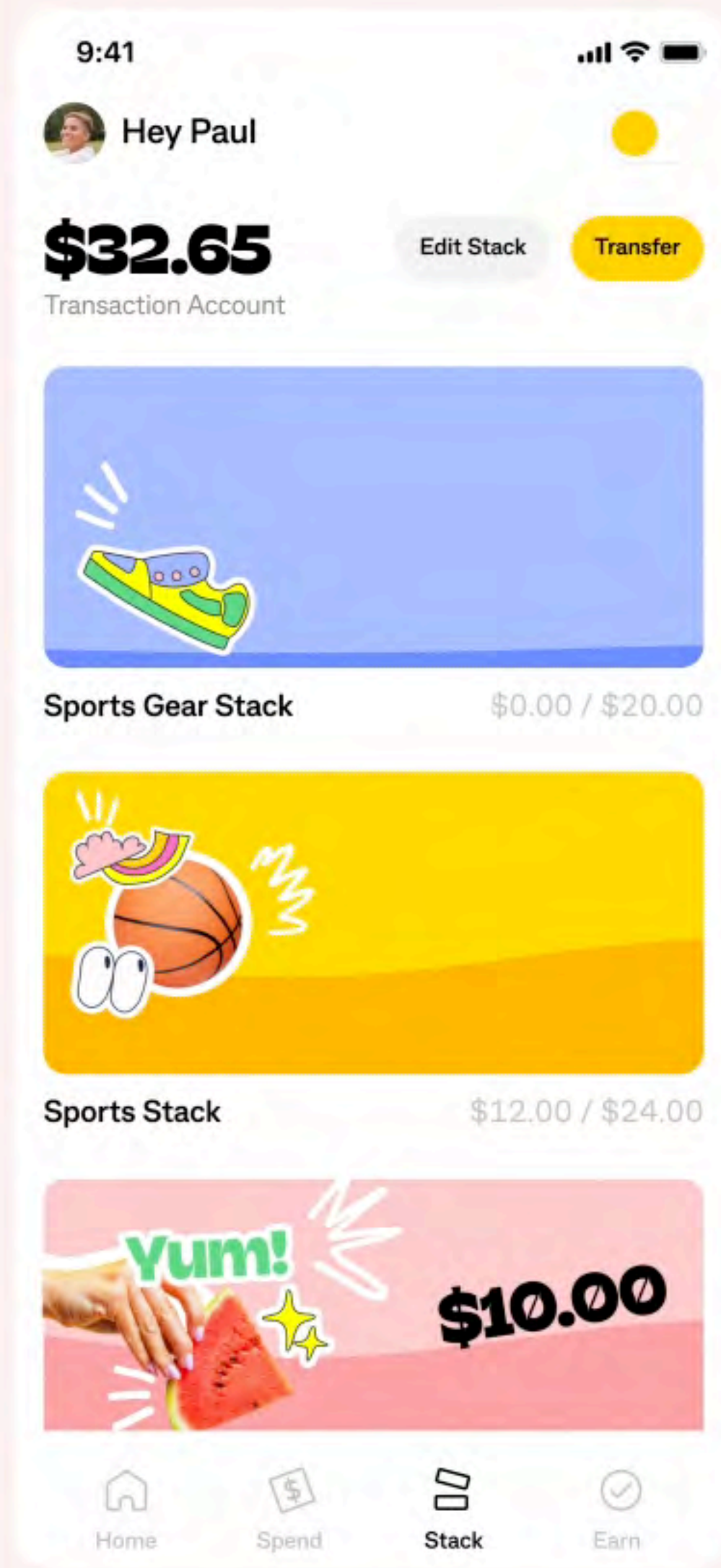
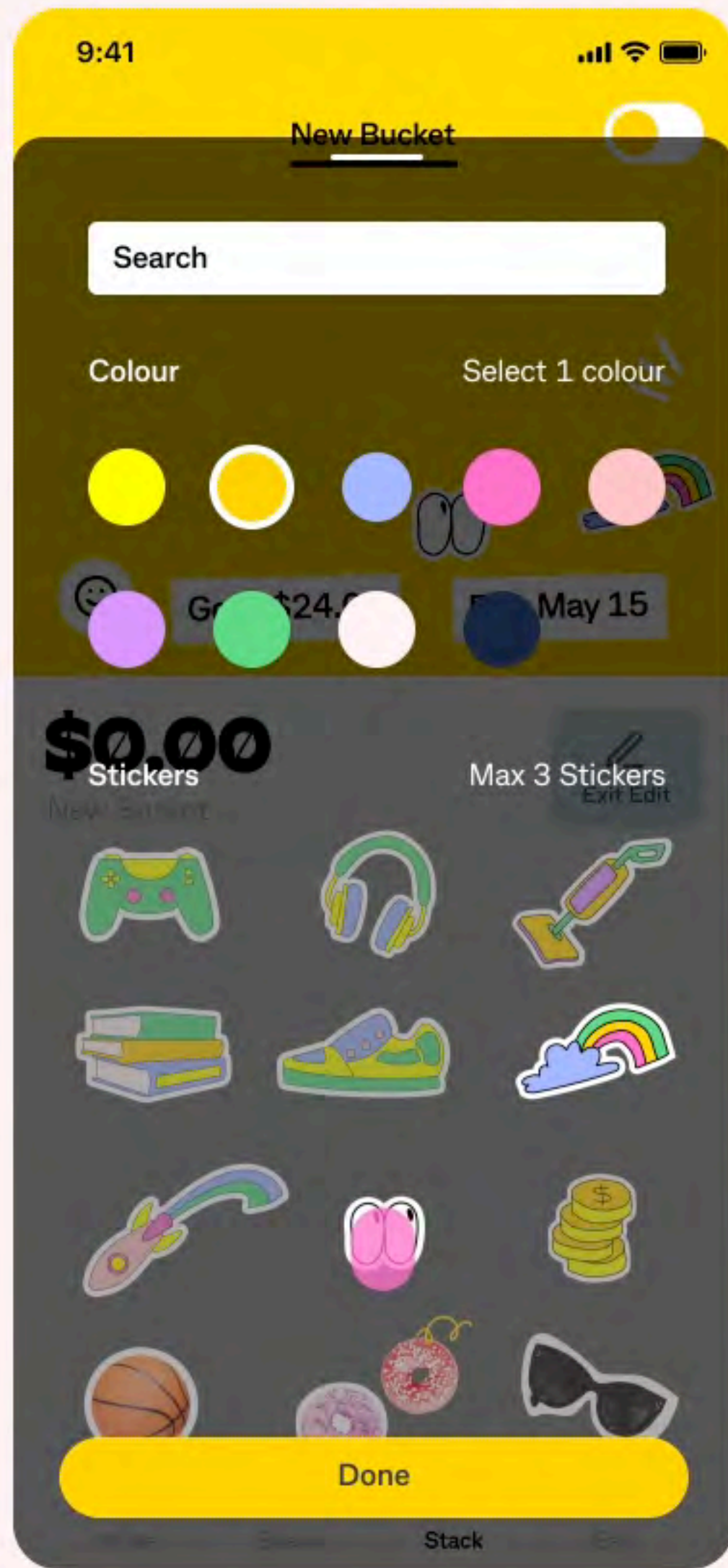


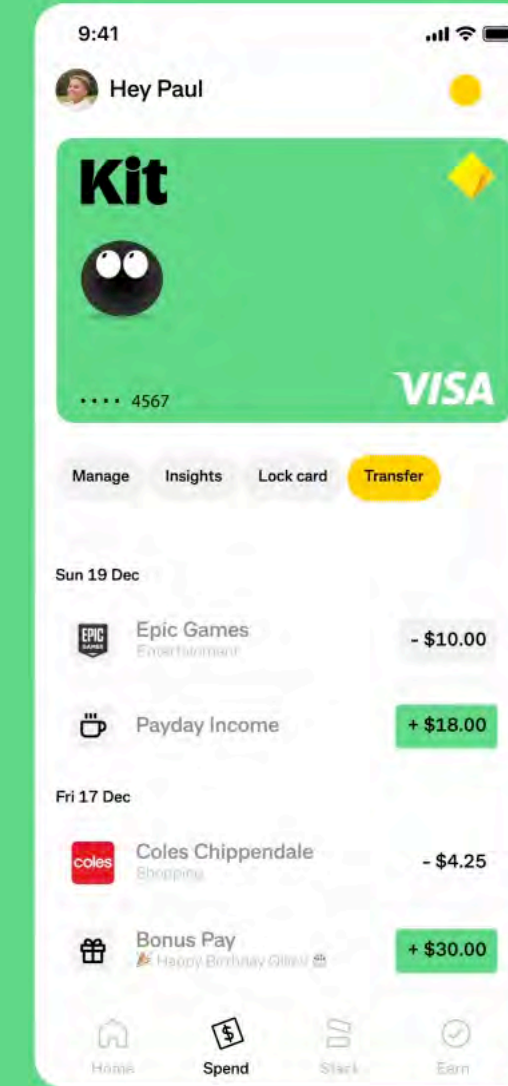
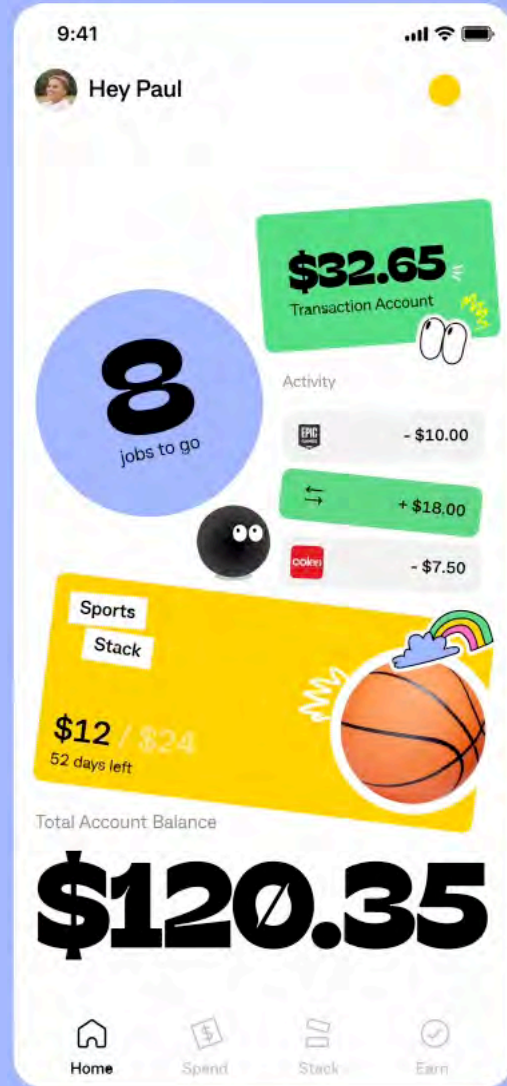
Kit

Built by

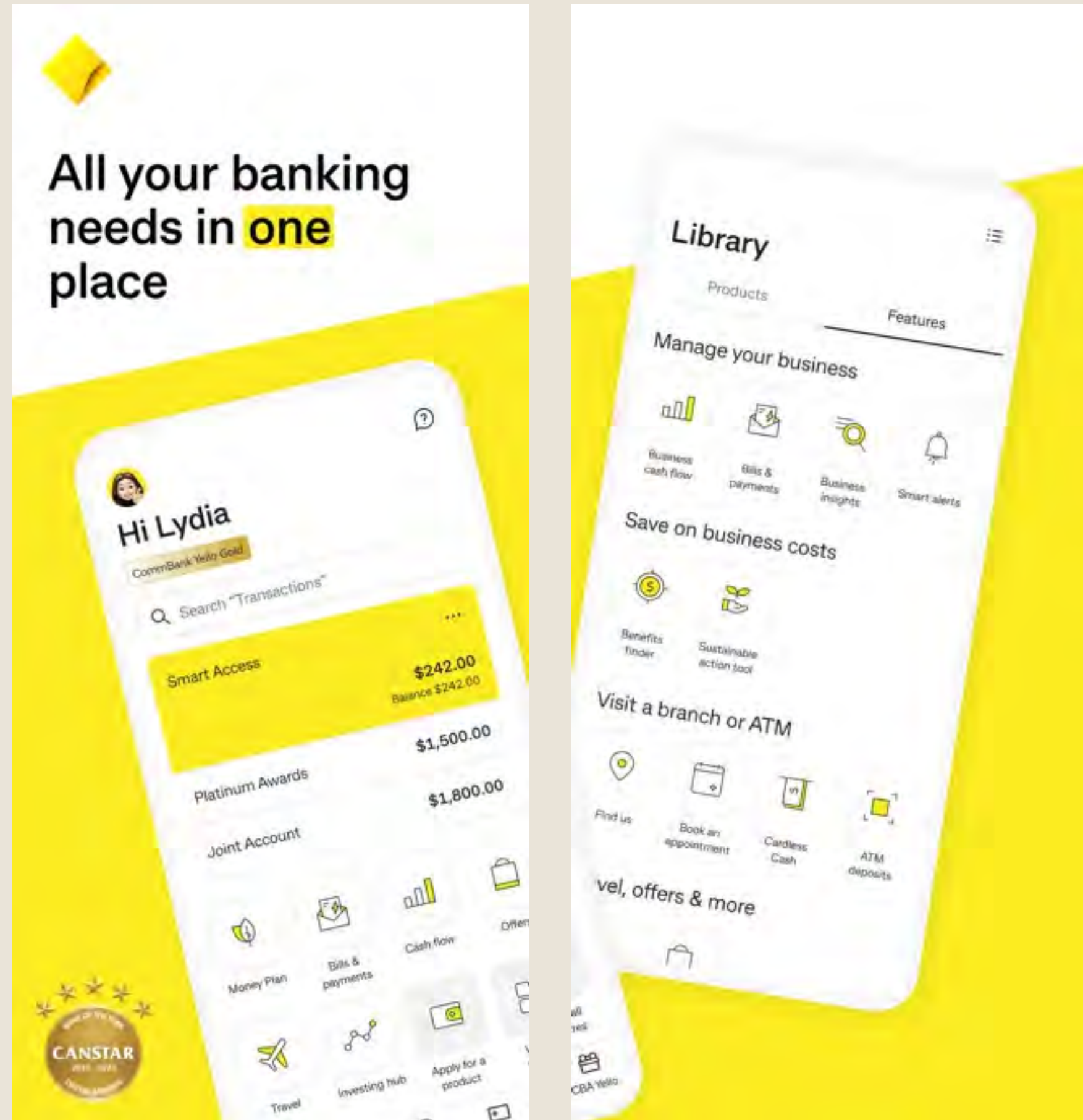




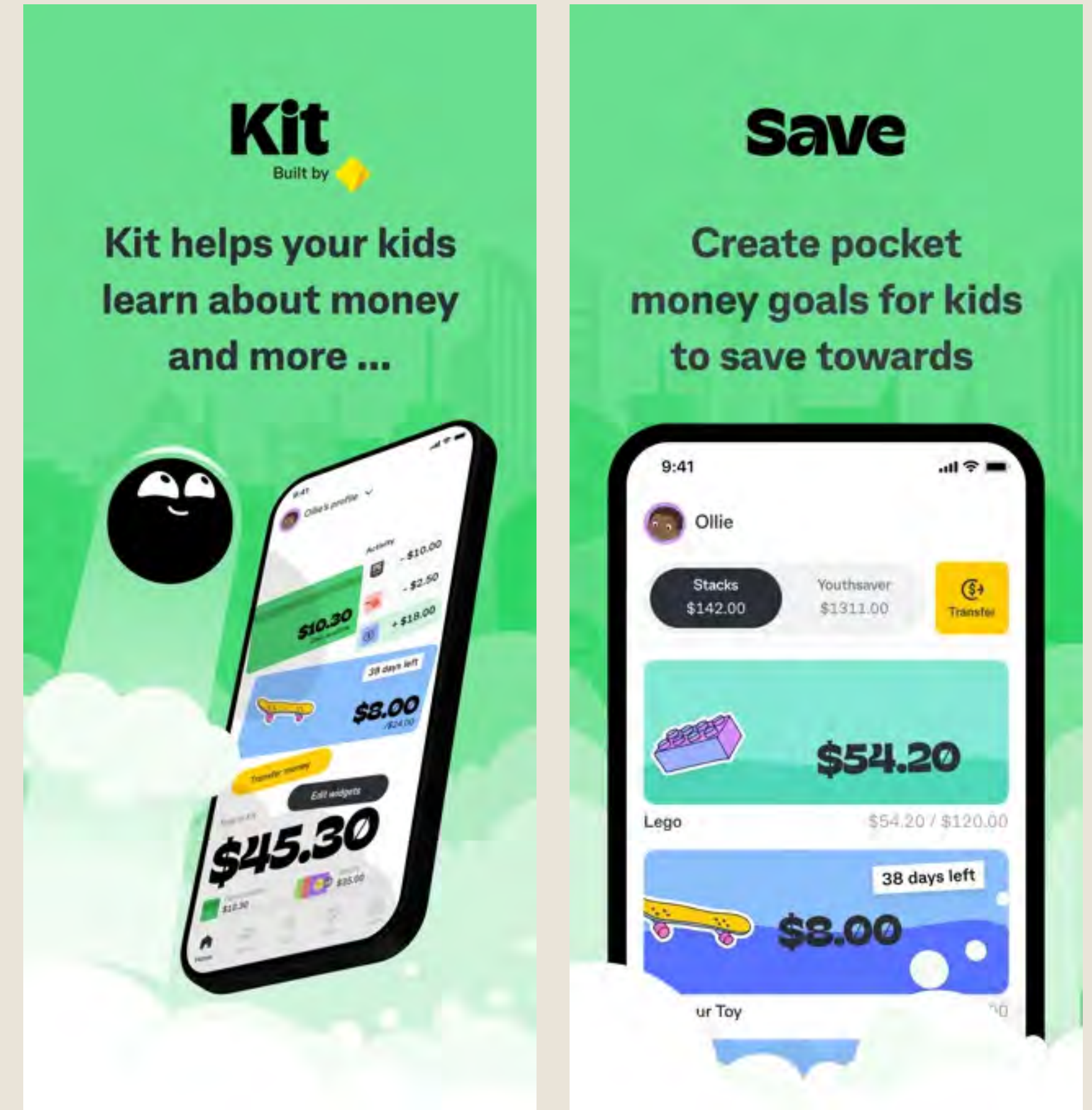




FOR ADULTS



FOR KIDS & PARENTS



1. Brand
2. Experience
- 3. Innovation**
4. Skills required



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

**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

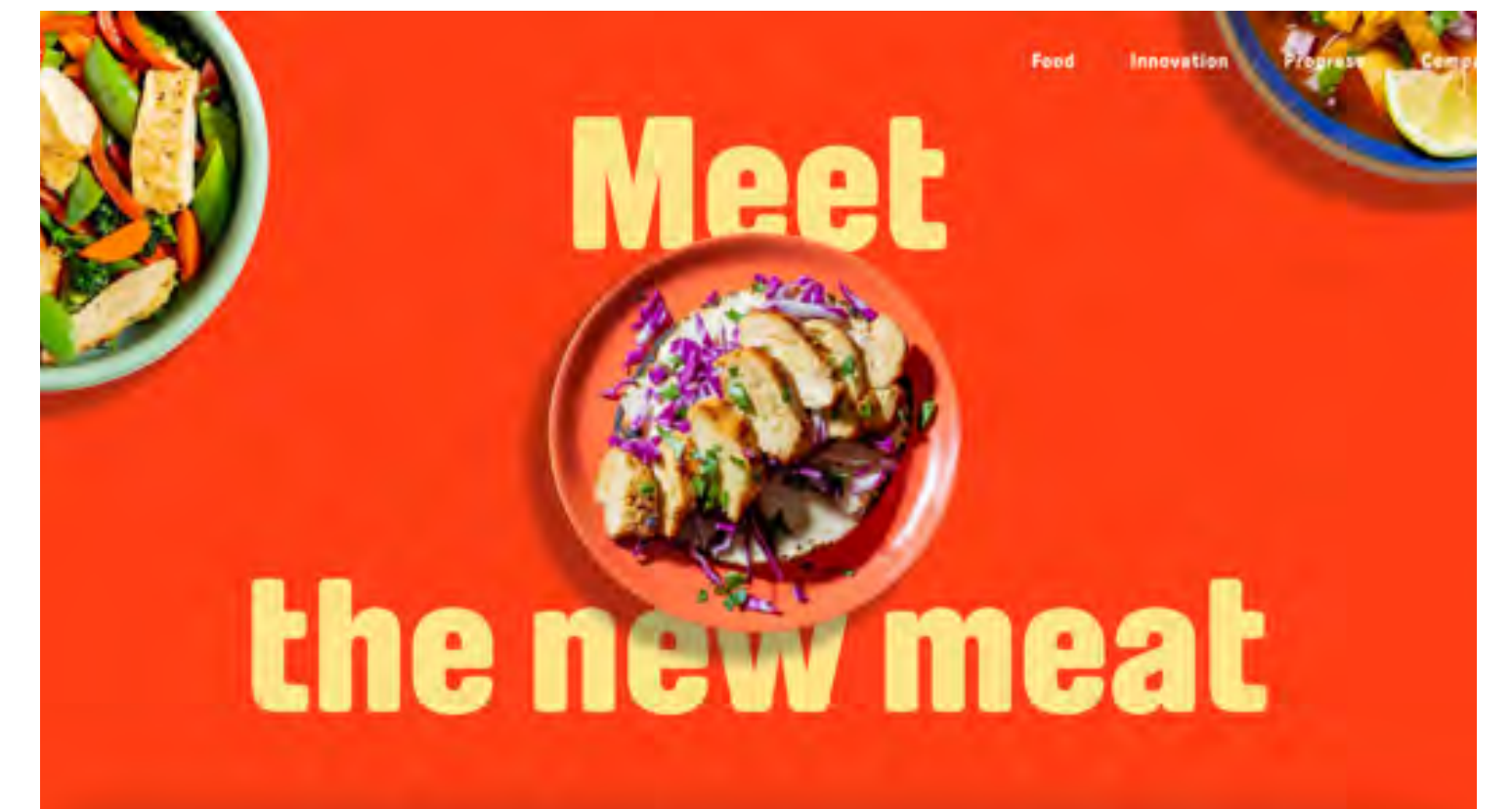
Further out



Refresh
New flavours or formats



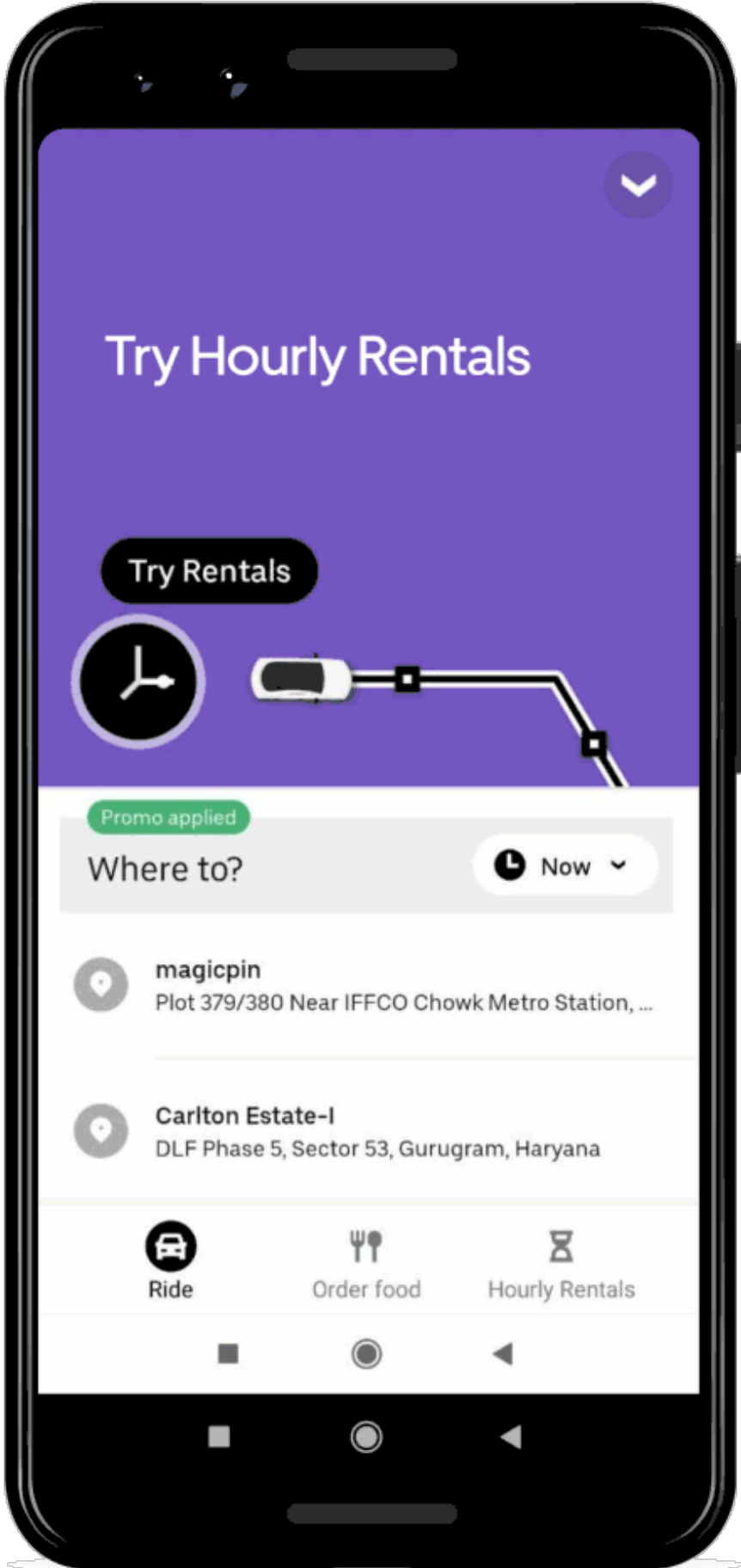
New to business
New aisles or categories



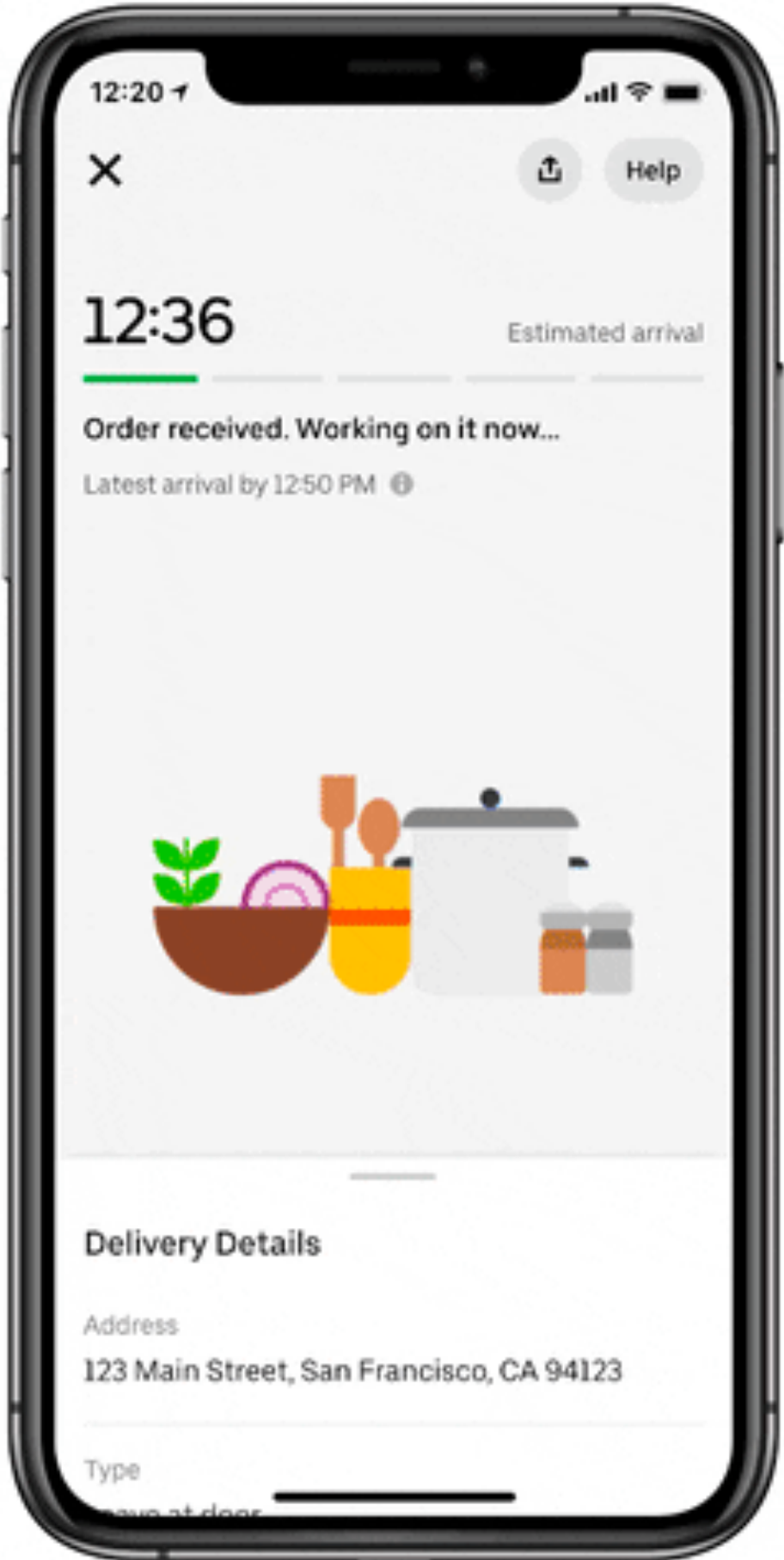
New to world
New technology

AND TYPES OF INNOVATION

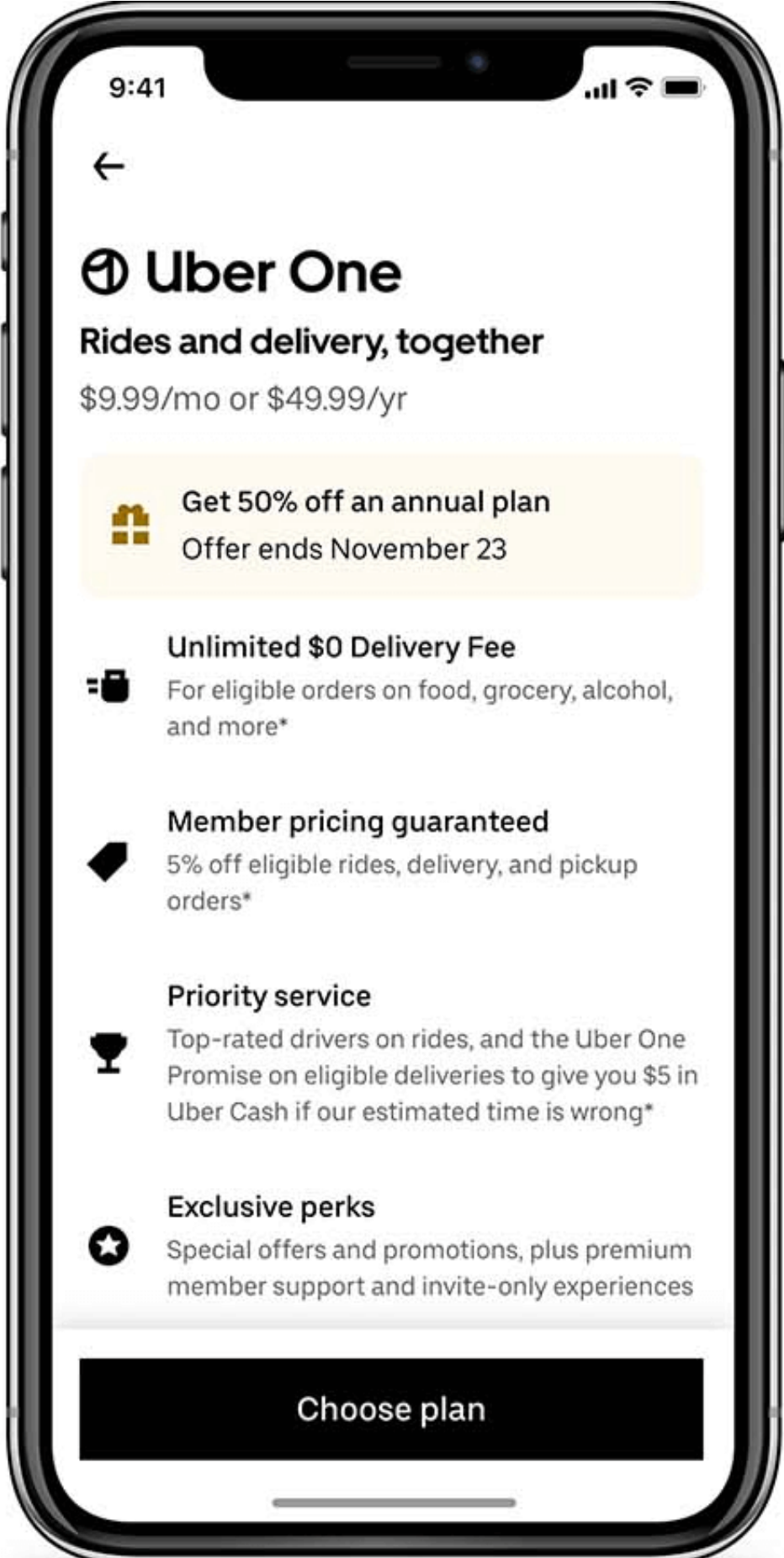
EXPERIENCE



PRODUCT



BUSINESS MODEL



TWO KEY OBJECTIVES



1.
Drive penetration
Attract new consumers
to the brand



TWO KEY OBJECTIVES



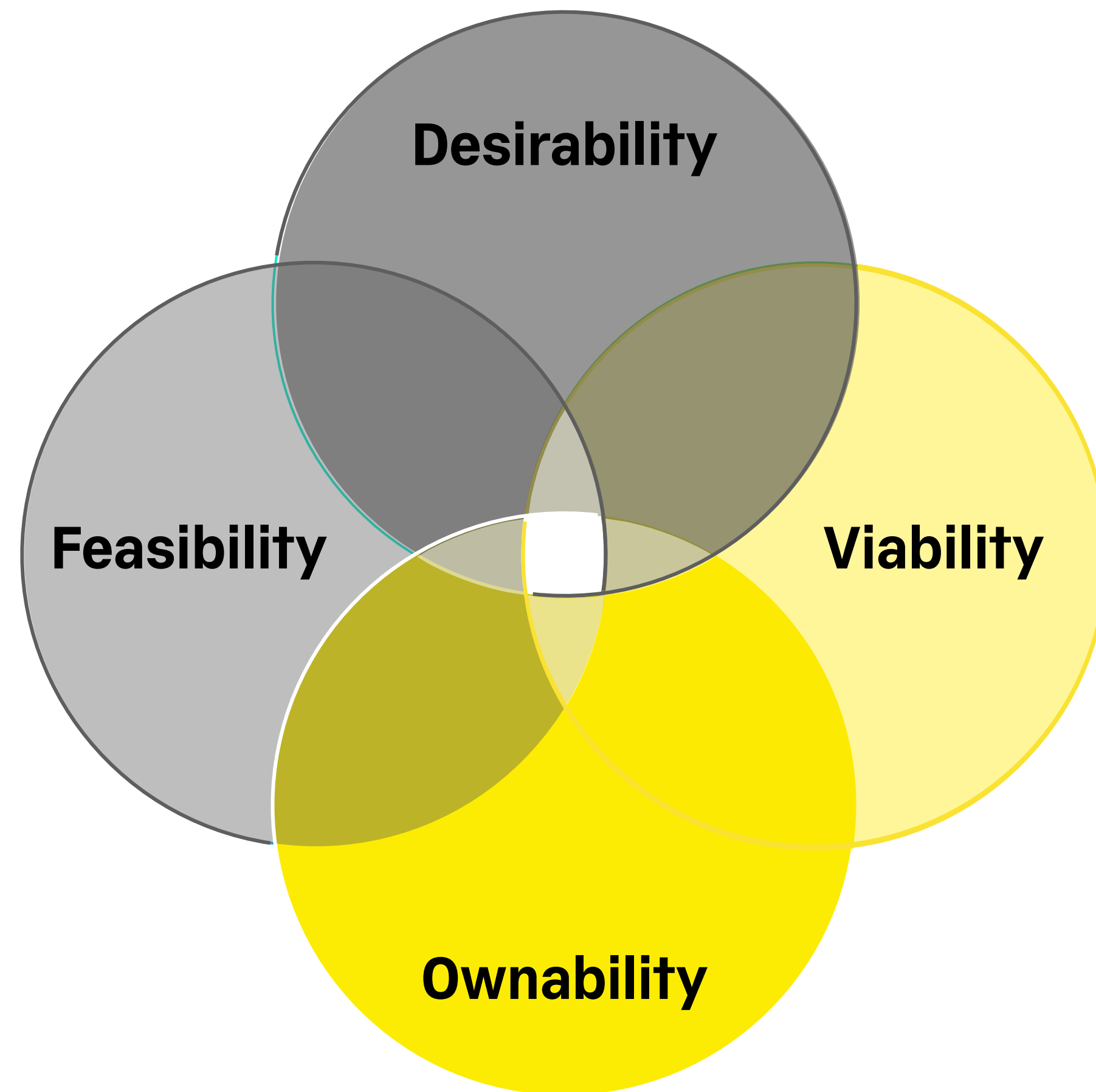
2.

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...?**



A PEN THAT NO ONE ASKED FOR



MISUNDERSTANDING OF THE CORE



LACK OF COMPETITIVE DISTINCTION



INNOVATIVE, BUT NOT FIT FOR PURPOSE

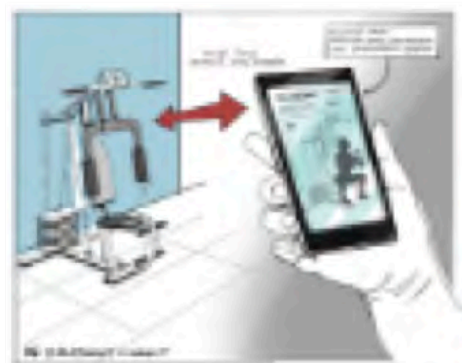
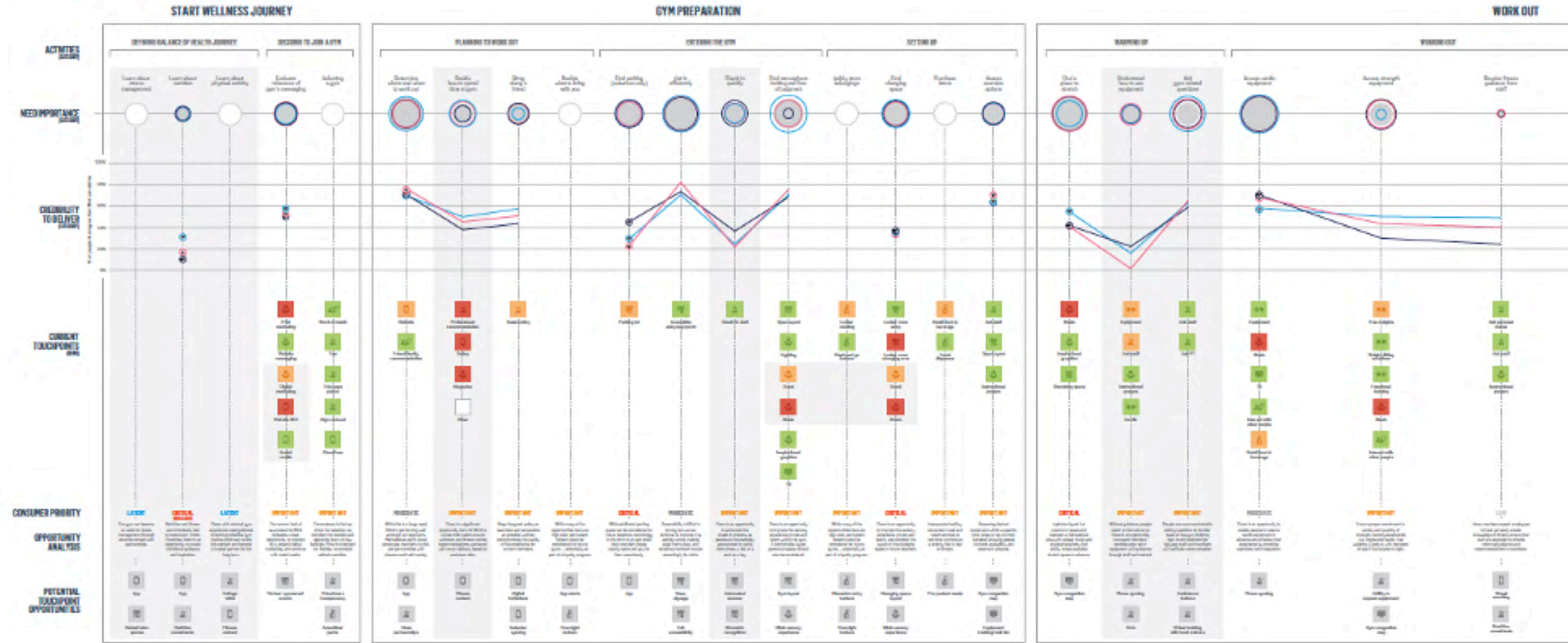


BUT WHEN YOU DO IT RIGHT...





CATEGORY EXPERIENCE MAP



M+C SAATCHI
OPEN HOUSE

1. Brand
2. Experience
3. Innovation
- 4. Skills required**



A person in a white shirt and dark pants is captured in a dynamic, low-angle shot, performing a martial arts move. The person is in a crouched position with arms extended, set against a dark, blurred background. The lighting is dramatic, highlighting the person's form.

**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 grey. The background is dark with stylized, overlapping shapes in shades of brown, grey, 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.

M-G SWATCHI
OPEN HOUSE

SKILLSET CHECK

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

What's up next...



1 APRIL: CREATIVE IDEAS

Join at 6pm AEDT to find out how we apply Brutal Simplicity of Thought to come up with and craft creative ideas to solve our clients' business problems. Emma and Dario will set a Creative Task.

Emma Robbins, Chief Creative Officer M+C Saatchi AUNZ + Dario Albuquerque, Executive Creative Director, M+C Saatchi Middle East





ANY QUESTIONS?

Thank
you

