

HELLO WEEK 6

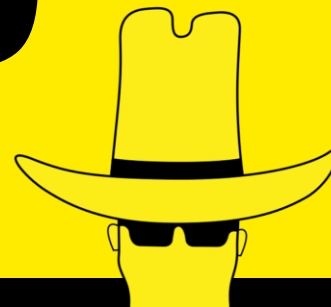
IT'S US RHI + PARTHA



M+C SAATCHI
OPEN HOUSE

THE RULESSSS

1. Chat will be disabled when we start, don't panic.
2. Use the Q&A function instead throughout the presentation, we will be picking the most popular questions for us to answer at the end.
3. This session will be recorded, so you can watch us on repeat as many times as you like.
4. There is a transcript button if you need subtitles.




THE PLAN

- Us and how we got here 7 mins
- The shift in advertising 5 mins
- How ideas spread 7 mins
- How ideas convert 7 mins
- Bringing it together 4 mins
- The brief to you 10 mins
- Ask us anything 20 mins





OUR STORIES




POLL #1

Which of these is an example of earned media?

OPTIONS:

1. Your brand's IG page
2. A journalist writes about your campaign without you paying them
3. A Google ad you're running
4. Your company website

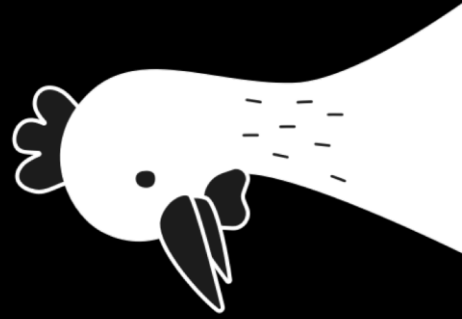


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THE SHIFT

A photograph of three young men standing outdoors in front of a brick building. The man on the left is wearing a blue denim jacket with a repeating Gucci logo pattern, a black baseball cap with a white MLB logo, and sunglasses. The man in the middle is wearing a blue bucket hat, glasses, and a colorful patterned jacket. The man on the right is wearing a green and white Gucci jacket with the brand name in red script. The text "The brands we choose act as symbols of the culture we belong to." is overlaid in white on the image.

**The brands we choose act
as symbols of the culture
we belong to.**

**Beliefs. Rituals. Identity.
Religions. Values. History.
Language. Upbringing.
Ethnicities. Habits. Style.
Behaviour. Nationalities.
Habits. Interests. Taste.
Passions.**





**However, culture
moves fast and
attention is fickle.**

A group of young women with long hair, wearing denim crop tops and skirts, are captured in a dynamic dance pose. They are arranged in a line, with some looking towards the camera and others looking away. The background is a plain, light-colored wall. The overall aesthetic is modern and youthful.

**As marketers we can't
just push our ideas, and
demand people listen.**

Media diets today!

BAD FOR YOU

PEOPLE TEND TO CONSUME MEDIA THAT SUPPORTS THEIR EXISTING VIEWS BUT ANY CONTENT WHERE IDEOLOGY LEADS TO FALSEHOOD IS BAD FOR YOU



INFO-TOXIC-ATION

HEAVY SOCIAL MEDIA AND ROLLING NEWS CONSUMPTION DECREASES WELLBEING



CONSUMPTION

INTERPERSONAL COMMUNICATION IS GOOD, SPAM BAD, BROADCAST TV FINE



INTERACTION

CHOOSING WHAT WATCH, MOVIES, NO ADS, PLAYING GAMES



PARTICIPATION

EDUCATION, HOBBIES, NON-FICTION, JOURNALISM



EDIFICATION

BOOKS, CHATS, ART, THEATRE = AWESOME



ACTUALIZATION

A woman dressed as Barbie, wearing a white cable-knit sweater and white sunglasses, stands on a red carpet. She is surrounded by a crowd of fans, many of whom are holding up smartphones to take photos or videos. Some fans are holding Barbie dolls or Barbie-branded merchandise. The scene is brightly lit, suggesting a high-profile event. The text is overlaid on the center of the image.

**To earn attention, you need
cultural relevance.
The most powerful vehicle for
moving people to action.**

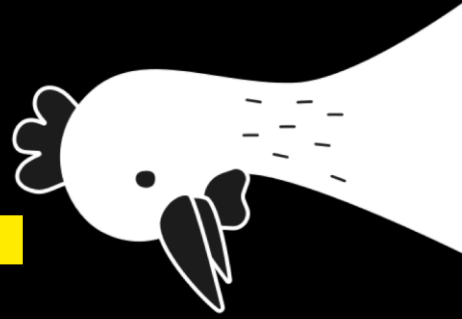


**“The closer the cultural
proximity, the greater
the impact”**

Dr. Marcus Collins

**FOR THE
CULTURE**
THE POWER BEHIND
WHAT WE DO, AND
WHO WE WANT TO BE
**MARCUS
COLLINS**

WHAT THAT MEANS FOR US





DIGITAL OVERTAKING TRADITIONAL MEDIA

By, 2019-2020, digital overtook all traditional media combined.
In parallel, creative models transformed.



AD SPEND EXPLOSION

Global mobile ad spend grew from \$62 billion in 2015 to ~ \$400 billion in 2024.
That's a 6.5X increase in under a decade.



MOBILE WINS

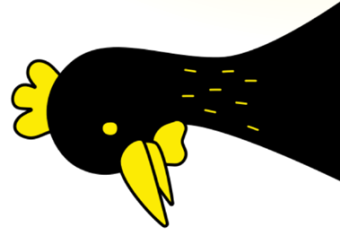
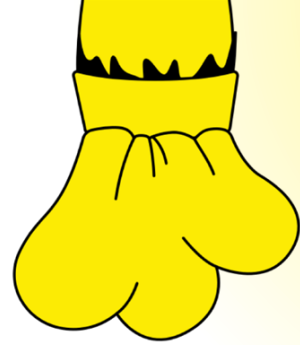
51% all global advertising spend now goes to mobile.

Daily screen time: 3h45m average daily mobile use per US adult (it was only 2h54m in 2015)

THE NEW GENERATION OF PLATFORMS

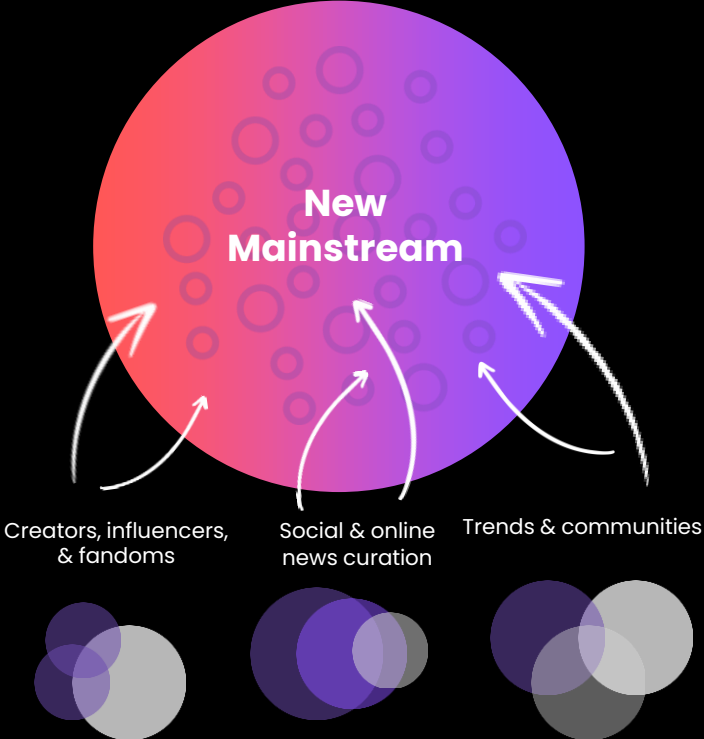
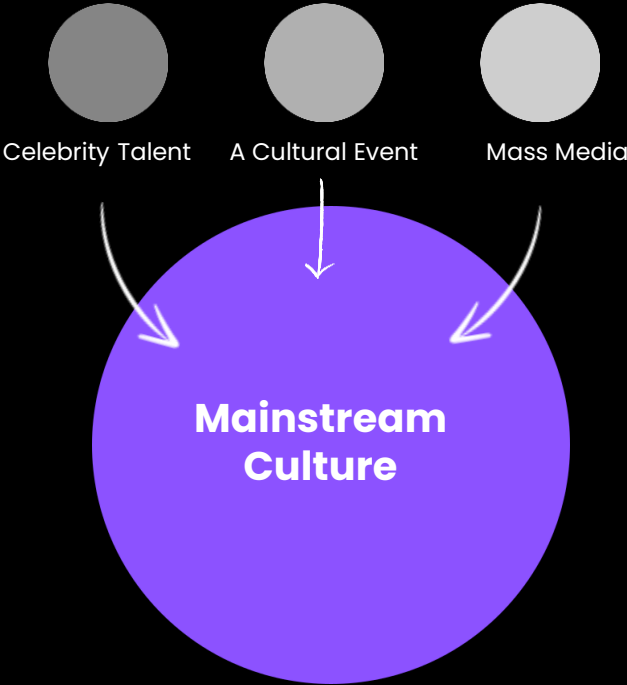
- AI changing; the way people search, content creation, platforms optimization models.
- Retail Media is the third major platform shift.
- Connected TV rewrites the rules of television.
- Gaming captures the attention gap in advertising
- Podcasts show up as the trustworthy channel that other platforms can't match.
- Reddit and Twitch offer community at scale.

HOW IDEAS SPREAD



How we reach people has changed.

Bottom-up culture now informs the mainstream, so mass-media like TV, and traditional advertising becomes less effective.



We often need to look to the fringes to see what will rise to the surface.



The rise of K-Pop went from a niche music genre in Asia and turned into a global phenomenon.



K-Pop then hit the mainstream with McDonald's x BTS collab that saw a 10.4% increase in global revenue.

Because every 'viral' moment has been crafted to drive participation...it's not a fluke!



Meme-maker Lil Nas X buys the Old Town Road beat for \$30 and blends country with trap to lean into 'yee-haw' agenda.

Lil Nas X relentlessly seeds over 100 different memes for "Old Town Road" in digital communities over a period of months.

Cultivated exposure from TikTok influencers first, which spiked streaming numbers

Earns PR attention from a controversy around being delisted from country charts

Through a stroke of luck, it's shared by Justin Bieber to his millions of followers

He puts out a call to Twitter to create enough noise that Billy Ray Cyrus listens and takes part in the track.

Encouraged co-ownership by releasing versions of the song to attract wider audiences and stay relevant.

With 17 weeks at No. 1 on Billboard's Hot 100 chart, takes the record for the longest reign on top.

CULTURAL APPEAL

1

SOCIAL DIFFUSION

2

MASS EXPOSURE

3

CROSS GENRE STRATEGY

4

VIRAL HIT

5

Even celebrities are also being made to compete with social influencers for our attention.

Kirsten Dunst Says Female Actresses Must Have Instagram To Book Acting Jobs Nowadays

The 35-year-old has admitted she uses Instagram to keep up with a generation of actresses and their social media followings.

BY [KATIE O'MALLEY](#) PUBLISHED: 01 JUNE 2017



GETTY IMAGES

Having recently revealed she [flat out refused](#) director [Sofia Coppola's](#) ask for her to lose weight for her upcoming role in the pair's Southern gothic drama, *The Beguiled*, Kirsten Dunst now has a thing or two to say on the



when the label asks me to make my 8th tiktok of the week:



it's true all record labels ask for are tiktoks and i got told off today for not making enough effort



POLL #2

Who is typically MORE expensive for a single campaign post today?

OPTIONS:

- A. A-list celebrity
- B. Top-tier influencer (10M+ followers)
- C. Same cost now
- D. Depends on platform



POLL #2

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POLL #3

Which of these brands generated the MOST earned attention recently?

OPTIONS:

- A. Stanley Cups (reactive PR moment of car fire outcome in global news cycle)
- B. Crocs (cultural collabs, fandom & resale hype)
- C. Duolingo (social character & stunt-led content)
- D. Jacquemus (experiential giant props, unexpected public installations)



POLL #3

**Which of these brands
generated the MOST
earned attention
recently?**

OPTIONS:

ALL!

To earn attention on social, you need to understand what makes people tick.

Social planning framework:

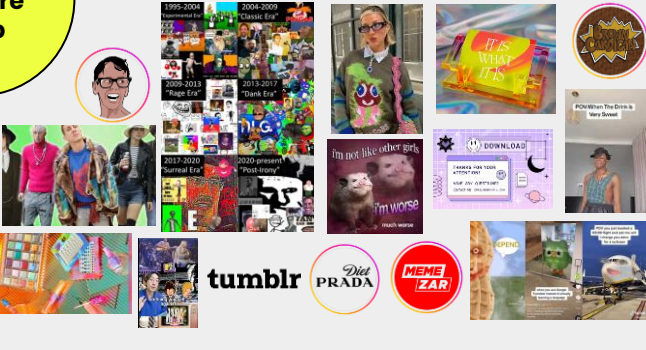
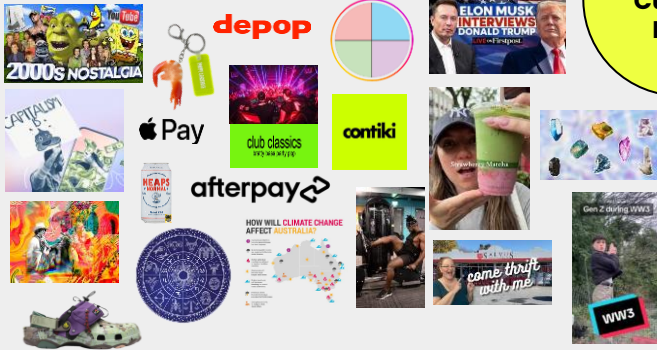
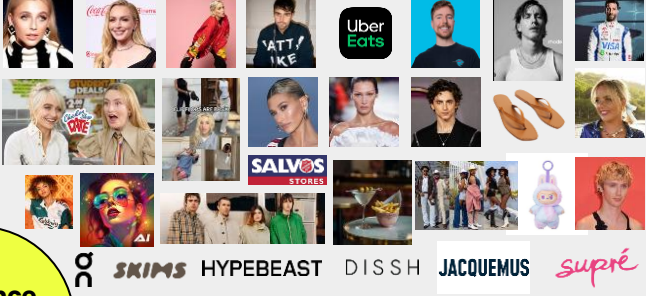
<p>PEOPLE</p> <p>The communities, tribes, cultures we're speaking to.</p>	<p>BEHAVIOUR</p> <p>What is the shared language, nuances, quirks, trends to culturally resonate?</p>
<p>MINDSET</p> <p>Why is our audience there, what are they looking for? How do we connect?</p>	<p>FORMAT</p> <p>The capabilities of the channel and the best practice formula that enables us to be distinctive and impactful.</p>

And uncover how to reach them in their world.

MEDIA BEHAVIOUR



CULTURAL INFLUENCES



PASSIONS AND INTERESTS

AESTHETICS & BRAND CUES

You also need to provide people with new-news or a reason to engage.

Earned PR idea framework:

HEADLINE HIT

Traditional Earned PR

Ideas crafted to deliver mainstream media pick up. They should be single-minded, topical, and have a unique angle/hook that is relevant, distinct and memorable for journos.

If in doubt - does it pass the "down the pub test"?

EXPERIENCE LED

Earned Collaboration

Ideas that lend from others for cultural cache or partner and collabs that create a value exchange or reason to engage.

Ideas that help to encourage product trial through gamification or competitions - what's in it for me?

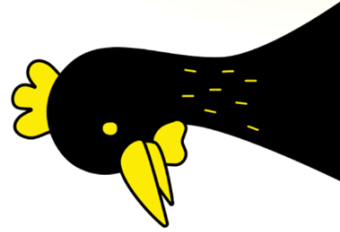
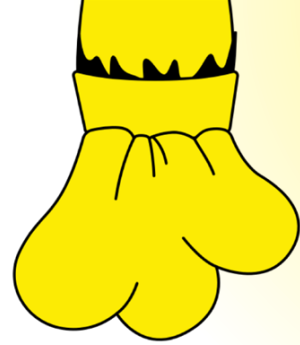
SOCIAL BUZZ

Earned Social WOM

Platform-centric ideas that drive attention and engagement online.

It could be content-driven stories, fan initiatives, or influencer-led executions that act as entertainment, not ads.

HOW IDEAS CONVERT





FINDING YOUR AUDIENCE

Your campaign strategy starts with defining who your target audience is. You need to know who you are trying to reach, what moves them, what are their motivations.

Example of personas: Occasional travelers

DOMESTIC



Sarah Patel | 29 | Hyderabad

“Due to my busy work schedule, I travel infrequently, but when I do, I prioritize affordability and convenience, seeing each trip as a chance to relax and explore”



PAIN POINTS: During peak travel seasons or for last-minute bookings, the primary concern is securing affordable flights, often leading her to OTAs where deals are abundant (ixl3l). Although affordability is a key factor, they are not willing compromising on convenience (30%)



PURCHASE DRIVERS: For 49% of this audience segment, reliability & top-notch customer service is equally crucial as securing the best deals



TRAVEL ASPIRATIONS:
Cultural Sites | Hiking or Water Sports | Regional Cuisines

INTERNATIONAL



Sharath Kumar | 32 | Ahmedabad

“I’m a married young professional who thrives on exploring new cultures and experiences, eagerly planning international adventures with my family”



PAIN POINTS: Maximizing the value of their time & money when researching or booking, whether it’s due to limited options for direct flights or coordinating connecting flights



PURCHASE DRIVERS: Alongside prioritizing value for money, 13% of them are inclined to endorse brands that provide exclusive services for an enhanced travel experience

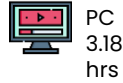
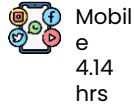


TRAVEL ASPIRATIONS:
Offbeat adventure activities | Dine-ins at renowned restaurants

They are both digital-native audiences, and short videos are essential for engaging them. They are well-informed and have a strong affinity for news platforms as well.

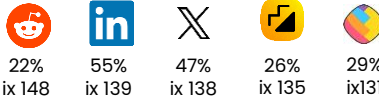
OCCASIONAL travelers

DEVICE TIME SPENT



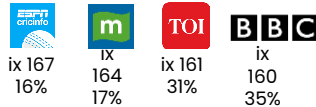
Search & Social

High Reach (Above 80%): [Instagram](#), [Google](#), [YouTube](#), [Facebook](#)
High Affinity:

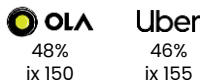


Open Internet

High Reach (Above 40%): [News18](#), [IndiaToday](#), [NDTV.com](#), [Cricbuzz](#)
High Affinity:

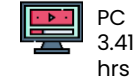
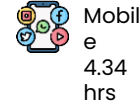


Travel: Non-OTA



FREQUENT travelers

DEVICE TIME SPENT



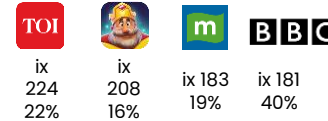
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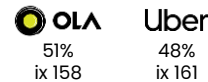


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Travel: Non-OTA





IDENTIFYING CHANNELS

SEARCH

Paid search

- Google Ads
- Microsoft / Bing Ads
- Apple Search Ads

PAID SOCIAL

Paid social

- Meta (FB & IG)
- TikTok
- LinkedIn
- X (Twitter)
- Pinterest
- Snapchat

PROGRAMMATIC

Programmatic display

- DV360 (Google)
- The Trade Desk
- Xandr
- Amazon DSP
- MediaMath

ONLINE VIDEO

Online Video

- YouTube
- Meta Video
- TikTok
- YouTube Shorts
- Reels

CONNECTED TV

CTV & Streaming

- Netflix
- Disney+
- Amazon Prime Video
- Hulu
- Max
- Peacock

RETAIL MEDIA

Commerce Media

- Amazon Ads
- Grab Ads
- Lazada / Shopee
- Walmart Connect
- Instacart

GAMING & LIVE

In-game & Streaming

- Roblox
- Twitch
- Unity Ads
- Activision / Blizzard
- ironSource

AUDIO

Podcast & streaming

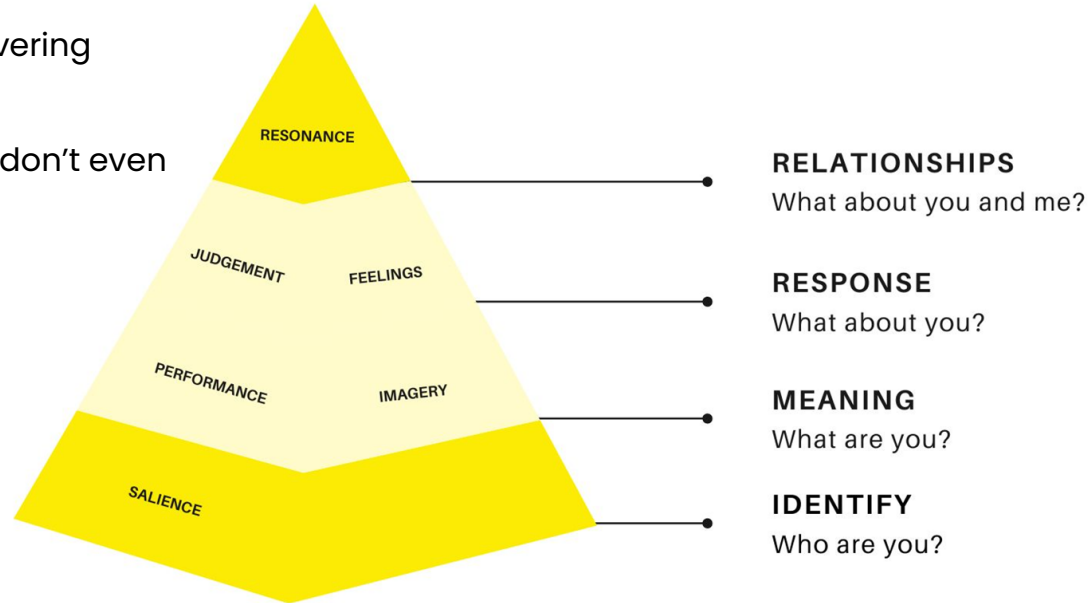
- Spotify
- Apple Podcasts
- Amazon Music

BRAND EQUITY + CONVERSION ISN'T BUILT IN A SPRINT

Brand equity is layered over time, not in one campaign, but across many. It starts with awareness, builds through consistency, and strengthens through experience. And when done right, it becomes a growth engine that compounds.

HOW DO WE BUILD BRAND EQUITY?

- Each level builds on the one before it.
- You can't create resonance without shaping judgments.
- You can't shape judgments without delivering performance.
- You can't deliver performance if people don't even know who you are.



A hand holding a Nokia smartphone displaying a Windows Phone interface with various live tiles. The tiles include a 'Me' tile, a 'To Do List' tile, and a 'HALO' tile. The phone's status bar at the top shows signal strength, Wi-Fi, Bluetooth, and battery icons, along with the time 15:20.

ROLE OF MEDIA CHANGED FROM EXPOSURE TO EXPERIENCE

Media used to be a channel to deliver messages. Now, it's the stage where brand experiences unfold. Every scroll, swipe, and skip is a brand moment. The role of media today isn't just to reach, it's to resonate.

A black and white photograph of a person performing a parkour move on a ledge in a residential neighborhood. The person is in mid-air, with one arm extended forward and the other back, balancing on the edge of a concrete wall. The background shows a street with parked cars and houses, all in a dark, high-contrast style.

PERFORMANCE ALONE DOESN'T SCALE LOYALTY

You can buy an install. You can't buy retention. Brand building leads to higher conversions, long-term gains and stronger cross-sell.

A DATA-DRIVEN MODEL

Developed using 30+ years of IPA Databank campaign case studies (nearly 1,000 campaigns across categories)

- Brand building drives long-term growth by reaching future customers.
- Sales activation delivers short-term results by converting current buyers.

A LONG-TERM OUTWARD FOCUS BRING BROADER AND BIGGER EFFECTS

Broad but slower effects, big paychecks



Narrower, earlier effects, smaller paybacks



DON'T JUST TELL A STORY BE A PART OF THEIRS

The best-performing campaigns today doesn't interrupt, it integrates.
Brands that show up in culture get remembered.

SCALE WITH SOUL

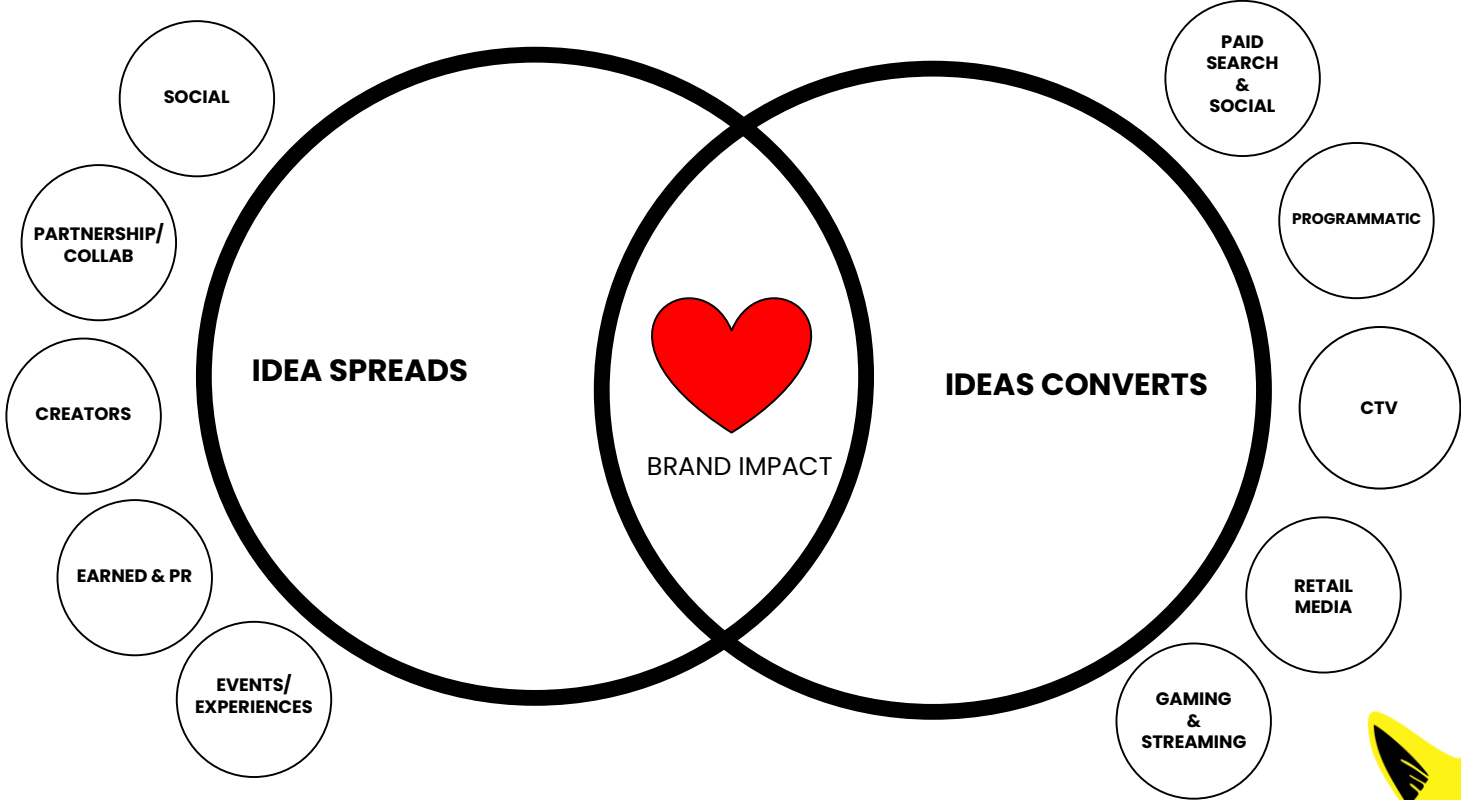
A blurred person is walking from right to left across the foreground. The background is a wall covered in ornate, repeating blue and yellow floral patterns on a light-colored background. The bottom portion of the image is a dark, solid-colored wall.

Performance wins the moment. Brand wins the marathon.
To scale with soul is to grow not just faster, but deeper.

BRINGING IT TOGETHER



When you combine paid, earned, & owned magic happens!





The Brief

THE BRIEF

A GLOBAL CAMPAIGN TO RAISE
AWARENESS AND
DESIRABILITY OF THE GERMAN
BUNDESLIGA IN THE GLOBAL
AUDIENCE UNDER 25.

OUR CREATIVE STRATEGY JOURNEY

Challenge TO MAKE BUNDESLIGA AN ENTERTAINMENT PLATFORM THAT CUTS THROUGH THE NOISE. A SHARED EXPERIENCE THAT BUILDS A GLOBAL SENSE OF BELONGING.



Market Truth

WE COMPETE FOR OUR SHARE OF TIME, IN A WORLD WHERE ATTENTION SPANS ARE FRAGILE AND SECONDS ARE THE CURRENCY.



People Truth

UNDER 25S DON'T JUST FOLLOW LEAGUES AND GAMES; THEY FOLLOW CULTURE, PERSONALITY AND MOVEMENTS.

AUTHENTICITY AND EMOTIONAL CONNECTION CAN HAVE MORE POWER THAN LEGACY, STATUS OR TRADITION



Cultural Truth

IN OUR DIGITIZED AND SCRIPTED WORLD, PEOPLE CRAVE RAWNESS, IMPERFECTION, THINGS THAT FEEL EARNED AND SHARED.

IN THIS WORLD YOU DON'T SIMPLY WATCH, YOU 'CO-AUTHOR' THE EXPERIENCE.



Brand Truth

IN THE BUNDESLIGA, THE SHOW STILL BELONGS TO THE FANS.

THIS GIVES IT UNMATCHED AUTHENTICITY.



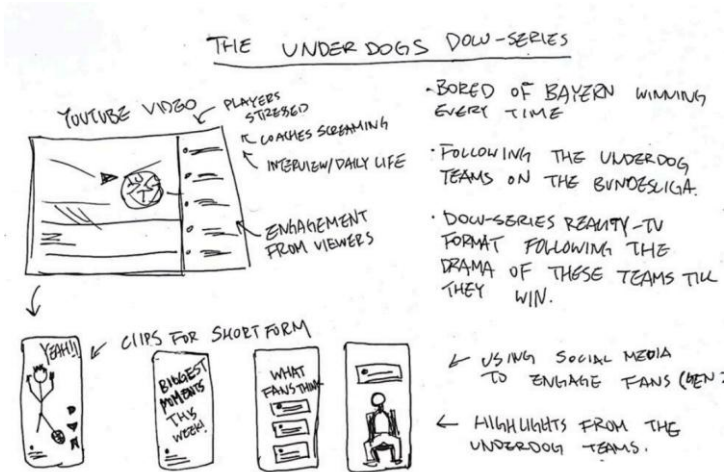
Proposition

PLAY FOR REAL



486 creative ideas submitted THANK YOU!

Our teams have shortlisted their favourites for Emma + Dario to review and we will be celebrating some of these on the Open House site this week.

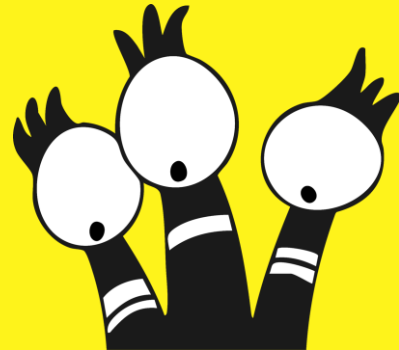


Gänsehautmoment -
A moment so powerful it gives you goosebumps.

Your next brief...

**HOW DO WE EMBED THE
BUNDESLIGA IN GLOBAL CULTURE
TO DRIVE FAME?**

**Submit via the Open House website.
Due Wednesday 22nd April 2026, 5pm (BST).**





ASK US ANYTHING

Thank
you

M+C SAATCHI
OPEN HOUSE

