



The Chartered
Institute of Marketing

Branding!
That's easy... right?

Hosted by CIM North West

**Why every day in brand
should feel like a
start-up day**



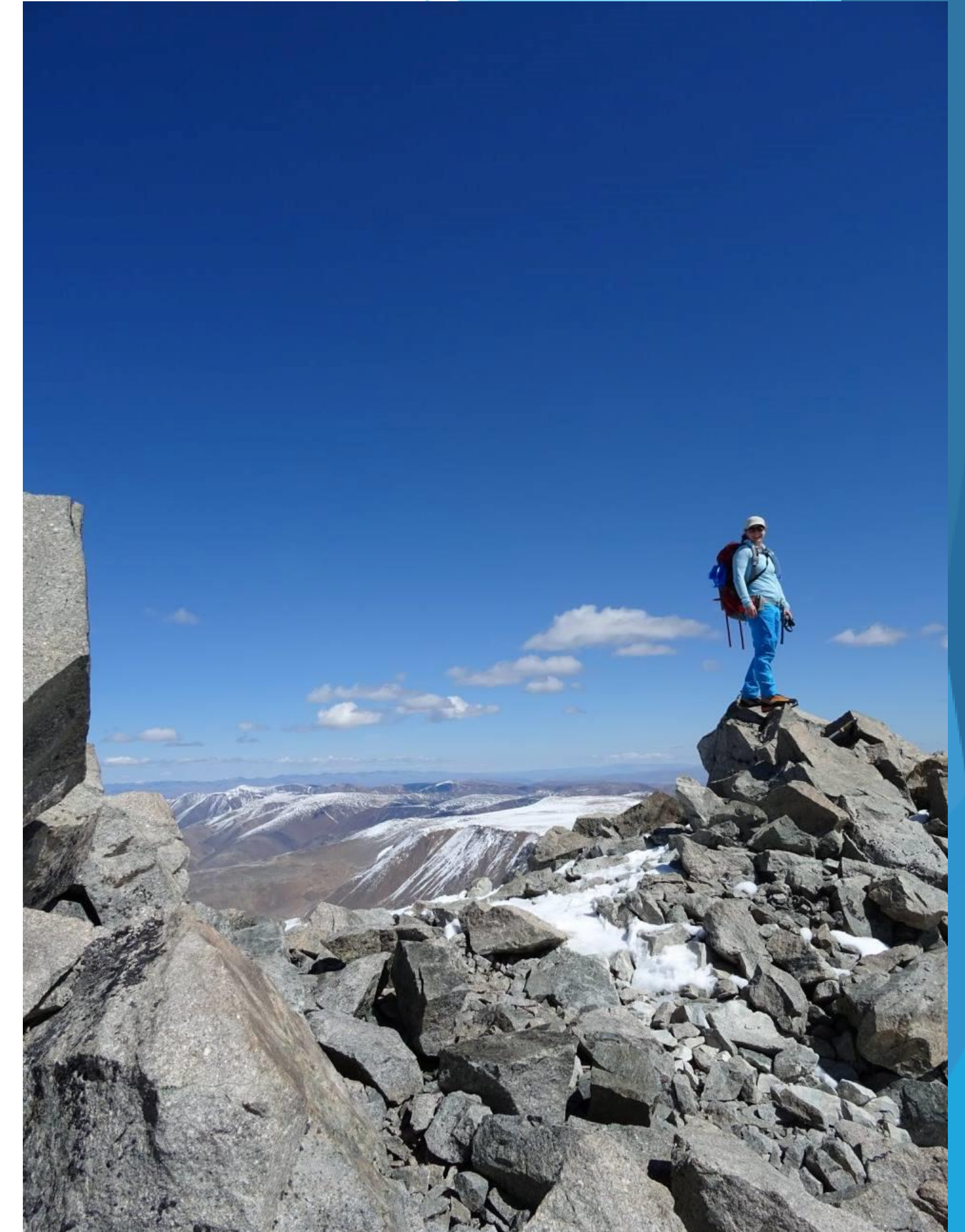
Introducing...



20 years
Creative & Marketing Comms



Joanne Wiggan
Director of Digital Experience
www.linkedin.com/in/joannescott79



5 years
Brand, Data, Technology

What do these brands have in common?



M&S



V O L V O



TRIUMPH

ROYAL ENFIELD

GLENEAGLES

GUCCI



McDonald's®

What do these brands have in common?



1765

M&S

1884



1980

V O L V O

1927



THE ROYAL MINT®

THE ORIGINAL MAKER

886

TRIUMPH

1902

ROYAL ENFIELD

1901

GLENEAGLES

1913

GUCCI

1921



1922



1897

McDonald's

1940

What do these brands have in common?

GRENADE

Uber

**FLIGHT
STORY**

GYMSHARK

aws

VEЯB®

rest less

 Pixel

TRIBERA

 airbnb

 Spotify®

RELEVANCE

Less than 20 years old



2010

Uber

2009

FLIGHT
STORY

2021



2012



2006

VEЯB®

2013



2018



2016



2019



2007



2006

RELEVANCE

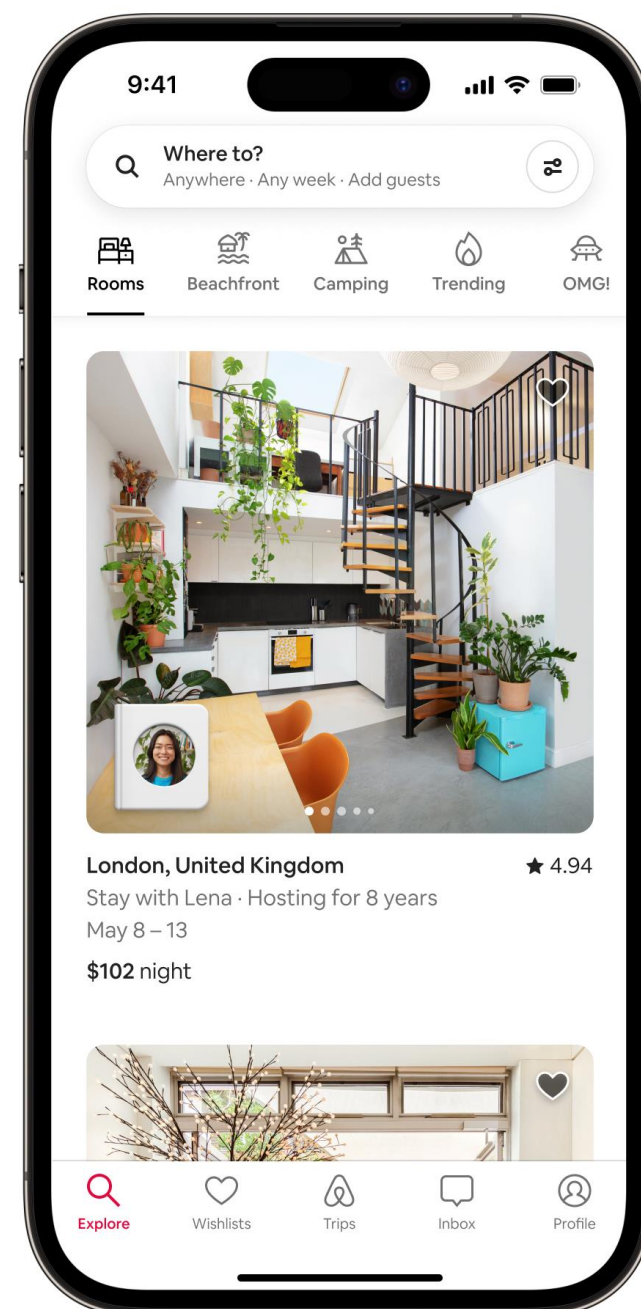
2013

What those brands did differently?



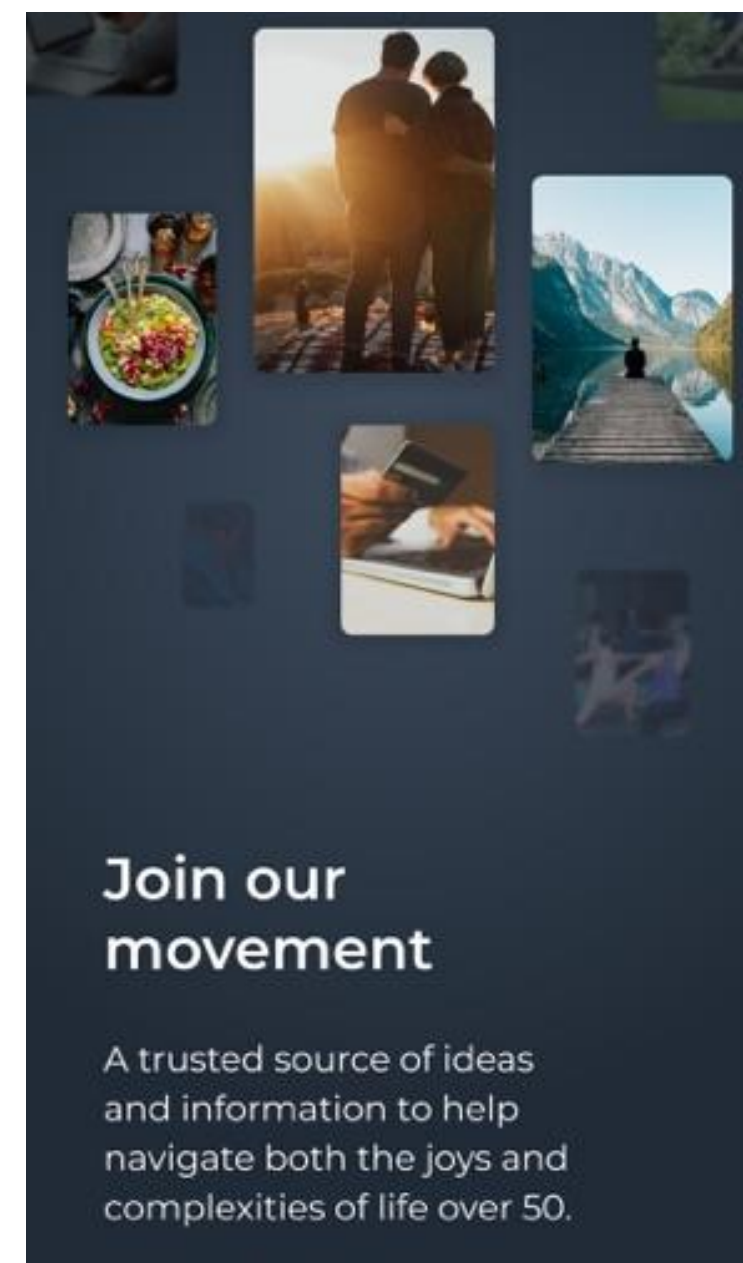
Holidays

\$9 billion



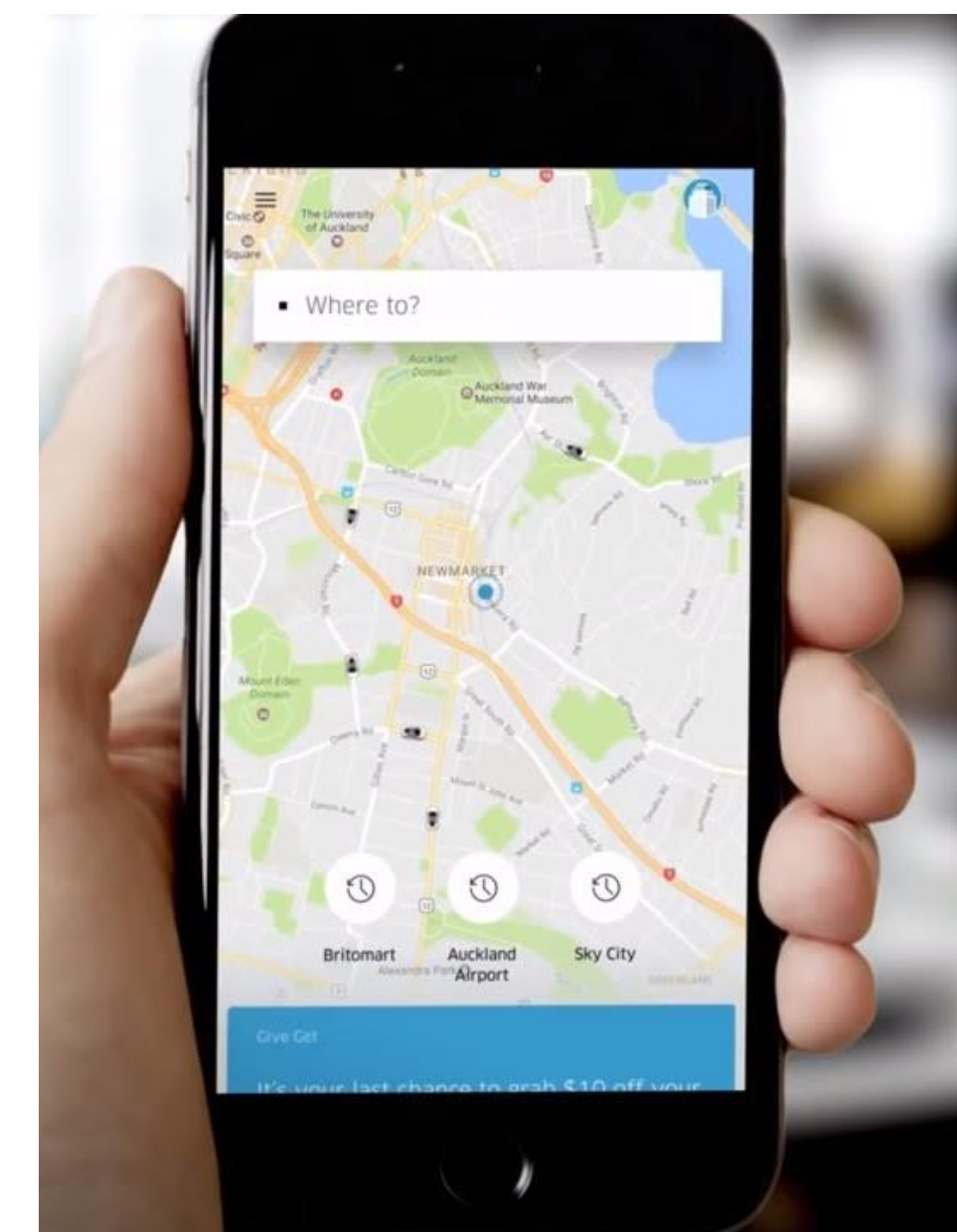
Recruitment

1.1m members



Taxi

130m monthly users



Brand experience is digital experience

Digital experience is brand experience

How do older brands
stay relevant in the
changing consumer and
media landscape?



Essential steps of the process

- Customer centrality
- Journey mapping
- Experimentation
- Consistency
- Future proofing

1. Be customer centric



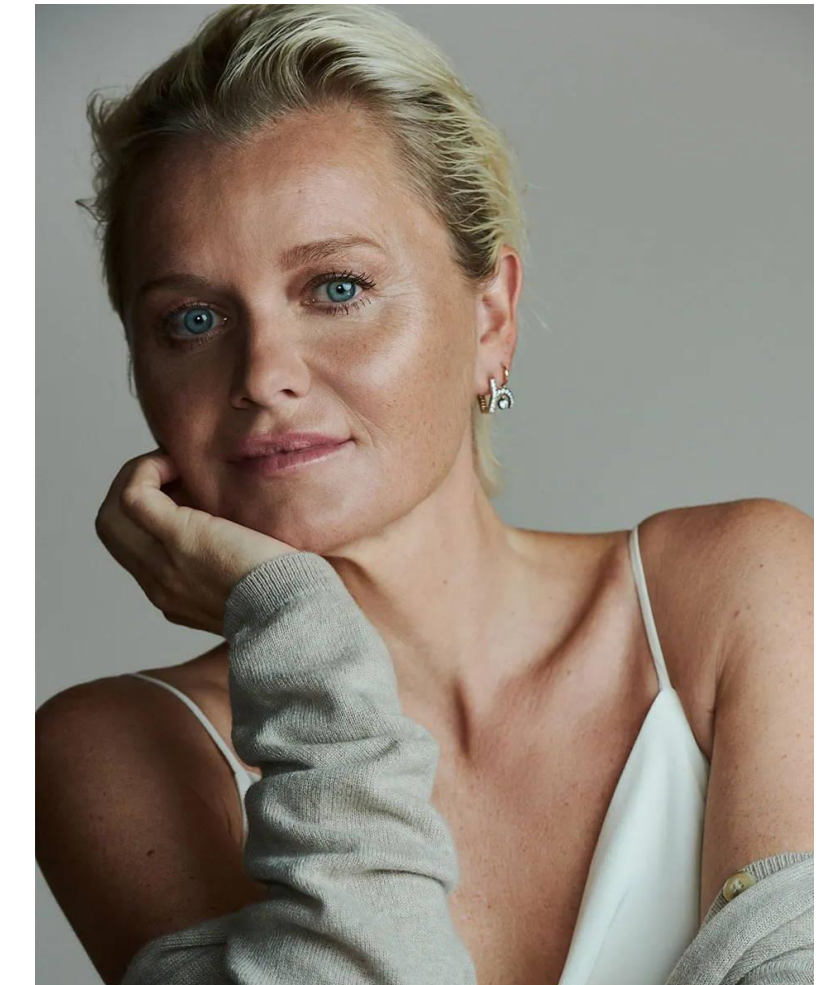
1. Be customer centric

- Customer research
- Social communities
- Brand collaborations
- Creative positioning

GLENEAGLES



JM^c
JESSICA McCORMACK



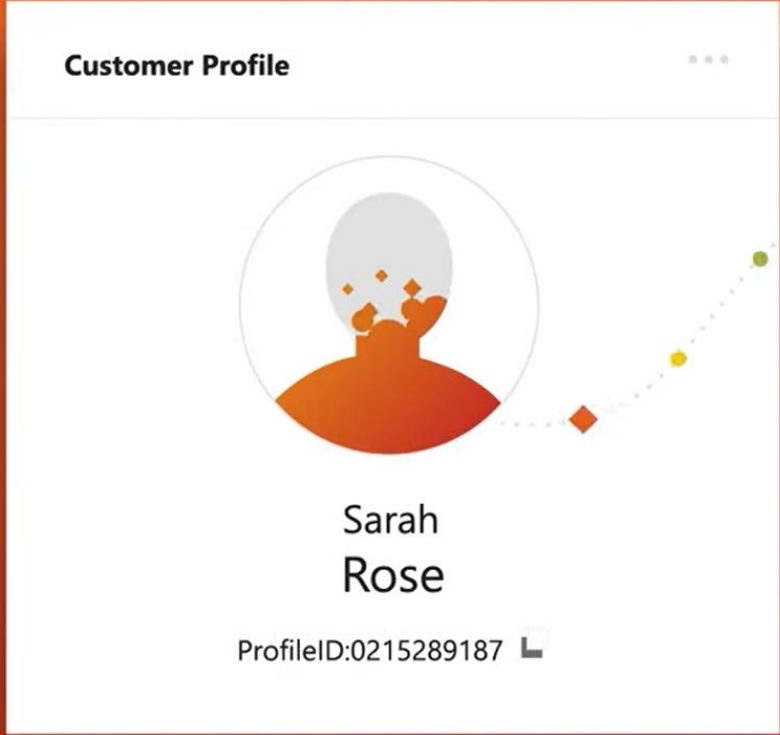
DR. BARBARA
STURM

2. Be journey focused



- Personalised journey relevant to their need
- AI, data and content intelligence

Customer Profile




Sarah Rose
ProfileID:0215289187

Customer Profile
Sarah Rose

| EVENT | LAST MODIFIED |
|-------------------------------|---------------------|
| Page Visit: Compose Page | 05/23/2020, 7:10 PM |
| Page Visit: Inbox Page | 05/23/2020, 7:01 PM |
| Page Visit: Email | 05/23/2020, 6:50 PM |
| Page Visit: Confirmation Page | 05/23/2020, 6:43 PM |
| Page Visit: Checkout | 05/23/2020, 6:40 PM |
| Page Visit: Reservation Page | 05/23/2020, 6:23 PM |
| Page Visit: Search Page | 05/23/2020, 6:17 PM |
| Page Visit: About Page | 05/23/2020, 6:03 PM |

Deliver real-time personalisation with a real-time customer data platform

The making of a coin

Britannia 2023 1 oz Gold Bullion Coin (King Charles III)

Bullion | 999.9 Fine Gold

From £1,623.30

In Stock | Free Shipping within 1 - 5 working days for orders to the UK

PRODUCT CODE: UNB023CHC

ADD TO BASKET

| QUANTITY | UNIT PRICE |
|----------|------------|
| 1 | £1,646.38 |
| 2+ | £1,642.55 |
| 5+ | £1,636.68 |
| 10+ | £1,634.84 |
| 20+ | £1,630.99 |
| 50+ | £1,627.14 |
| 100+ | £1,623.30 |

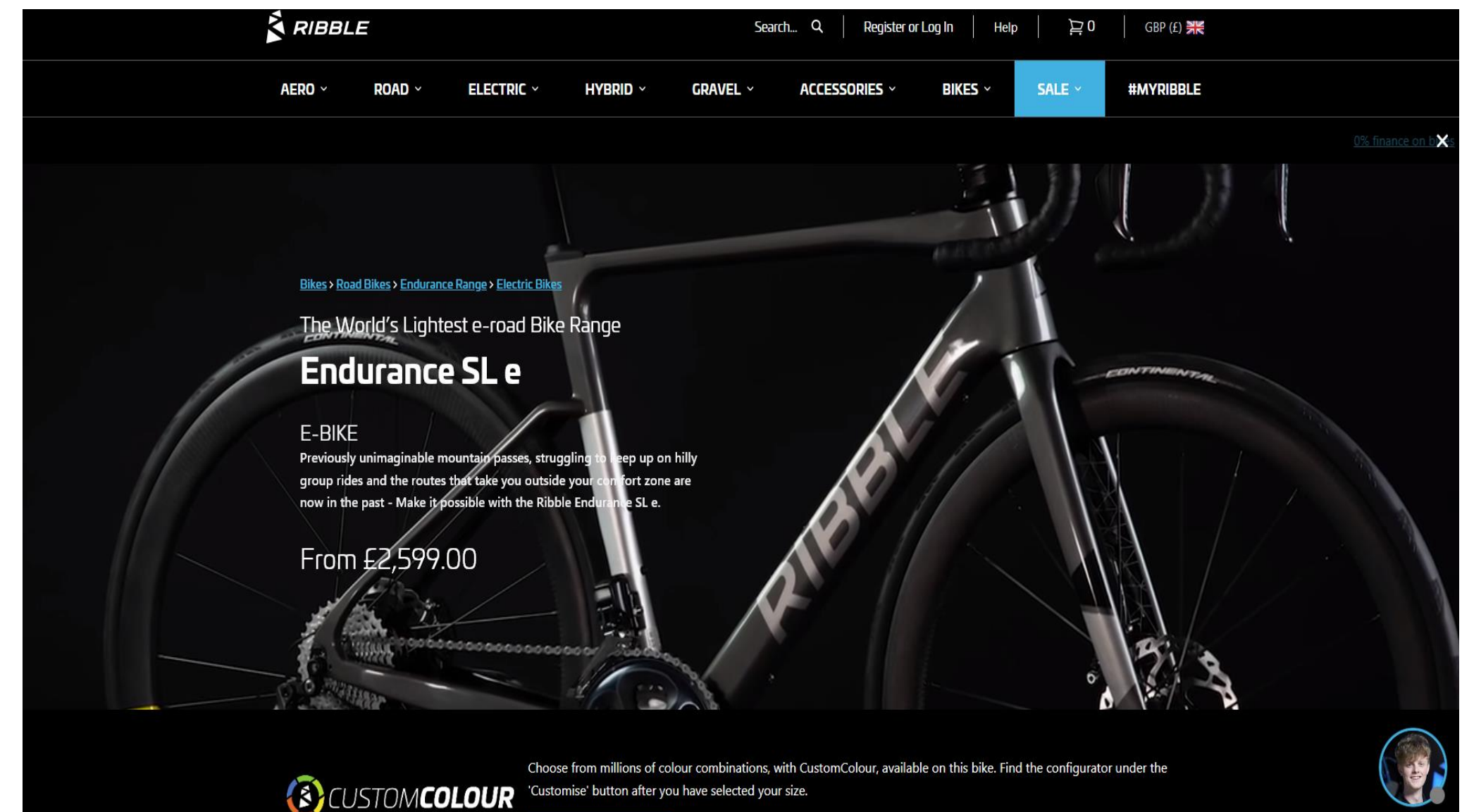
Gold Bullion

More from the range

2. You care



- Live Shop 1-2-1
- Connected to customer eco-system
- Online and offline integration - “you know me”
- Personalised product



Peak End Rule

People judge an experience based on how they felt at its peak and at its end, rather than average of every moment of the experience.

Those feelings heavily influence whether they'd be willing to do it again or recommend it.

3. Be brave

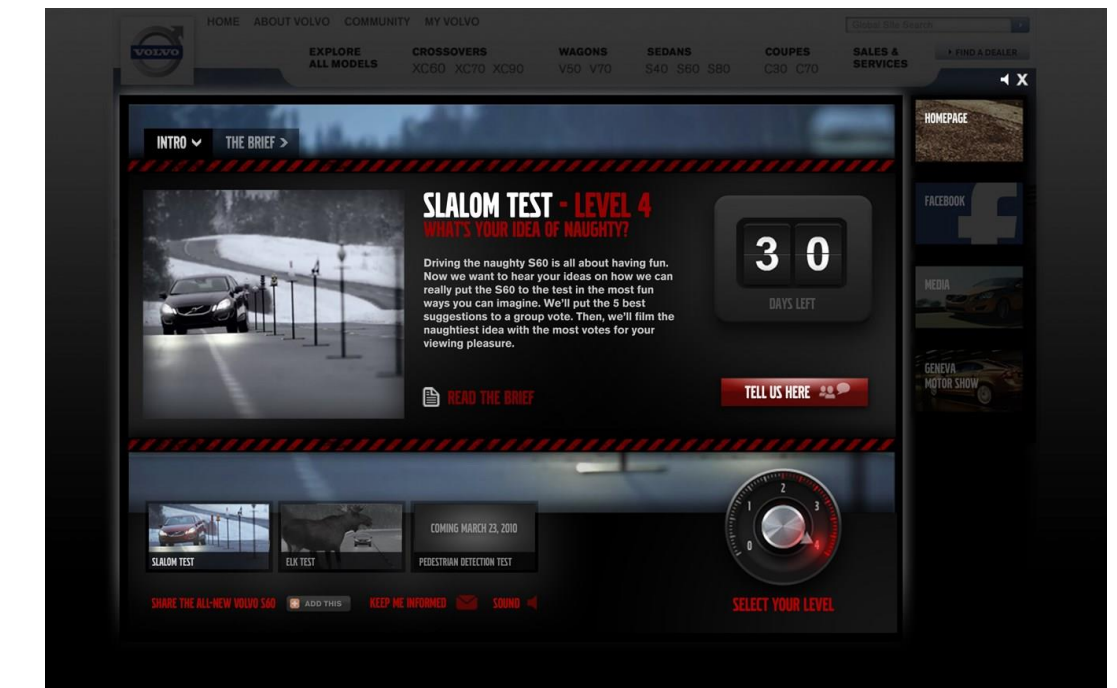
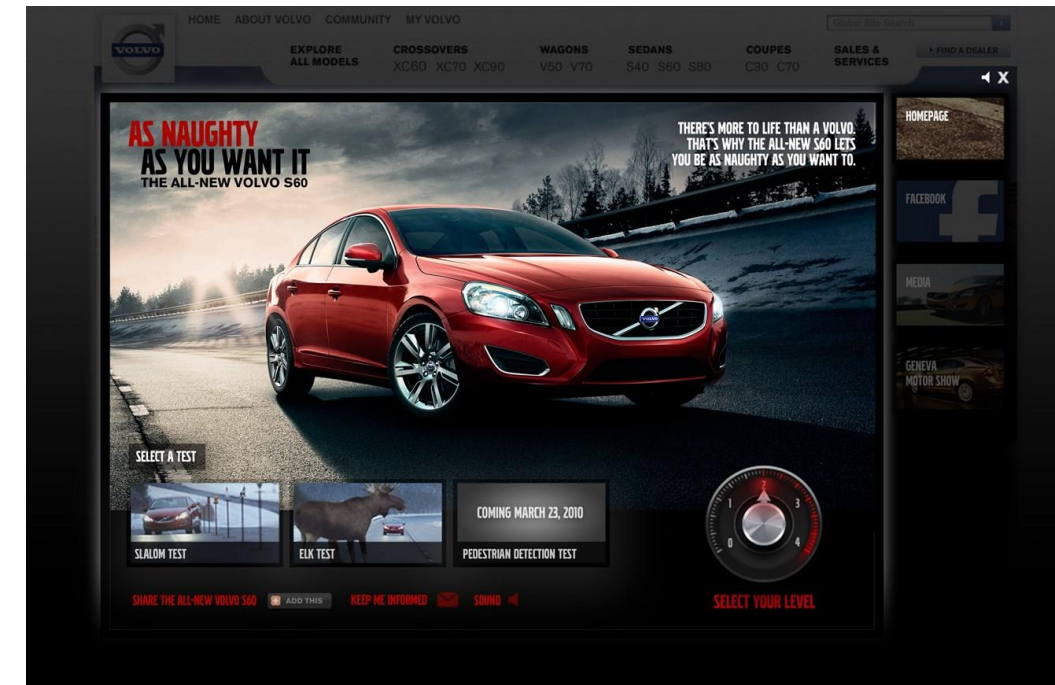


3. Be brave



Digital product launch's

- No TV, Press, PR
- Interactive 'gamification' website
- Social campaign
- Experiential for WOM/PR
- Re-positioning the brand



3. Be brave

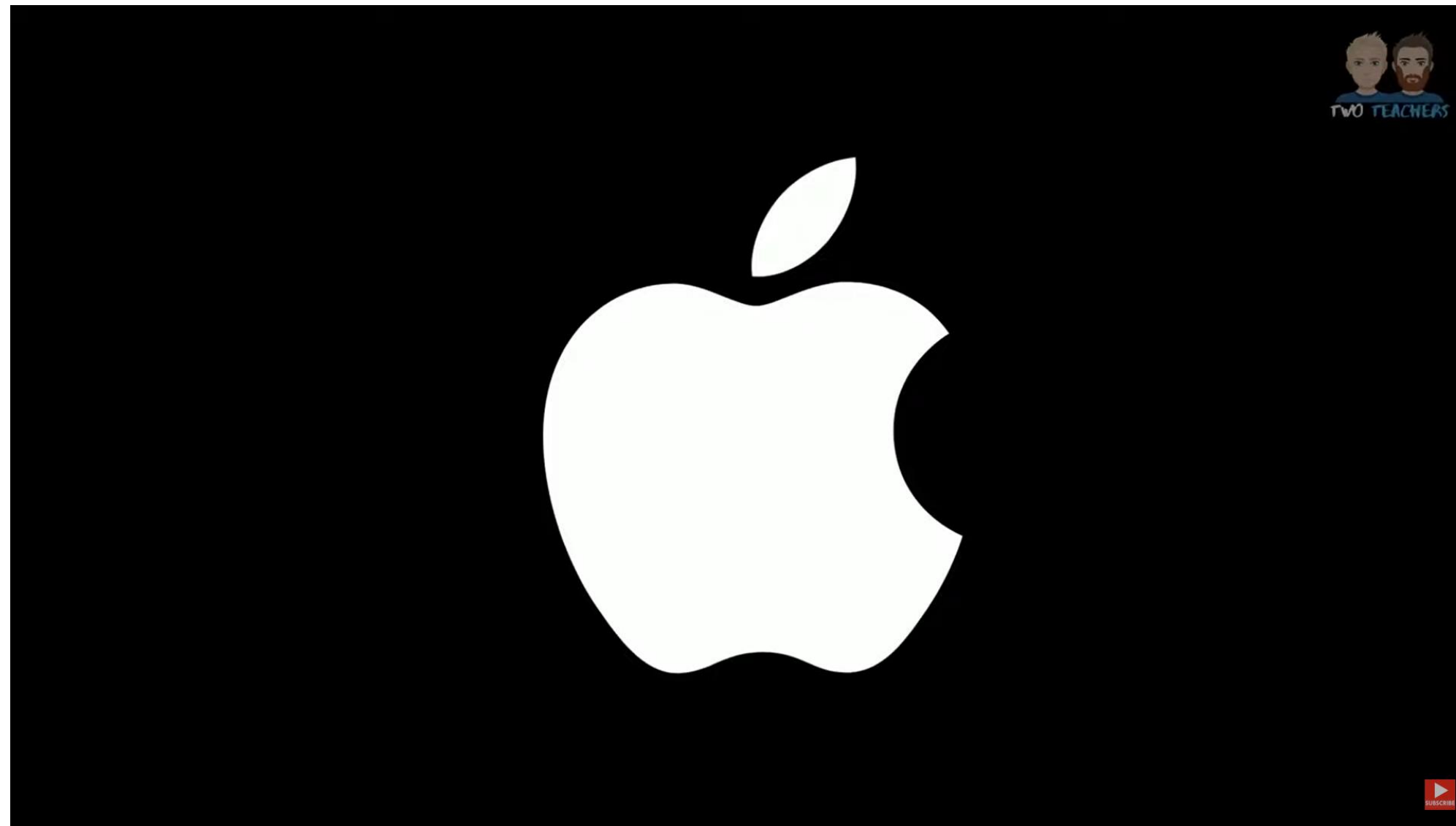
- Experiment - but test and analyse
- Launch and iterate. Release 1 is just the start
- Align to brand and commercial goals

4. Be consistent



4. Be consistent

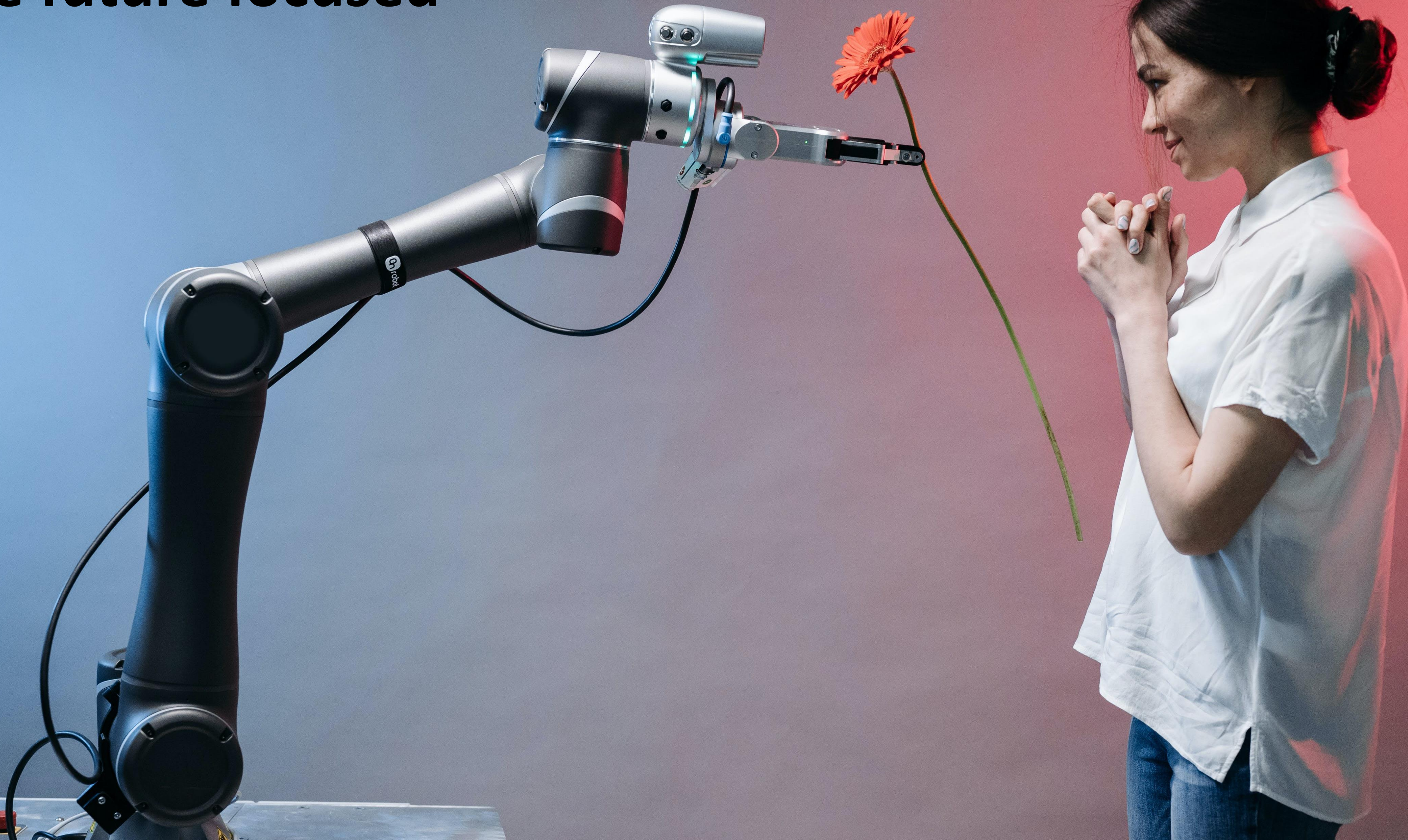
Ways to build a brand



Audi animations

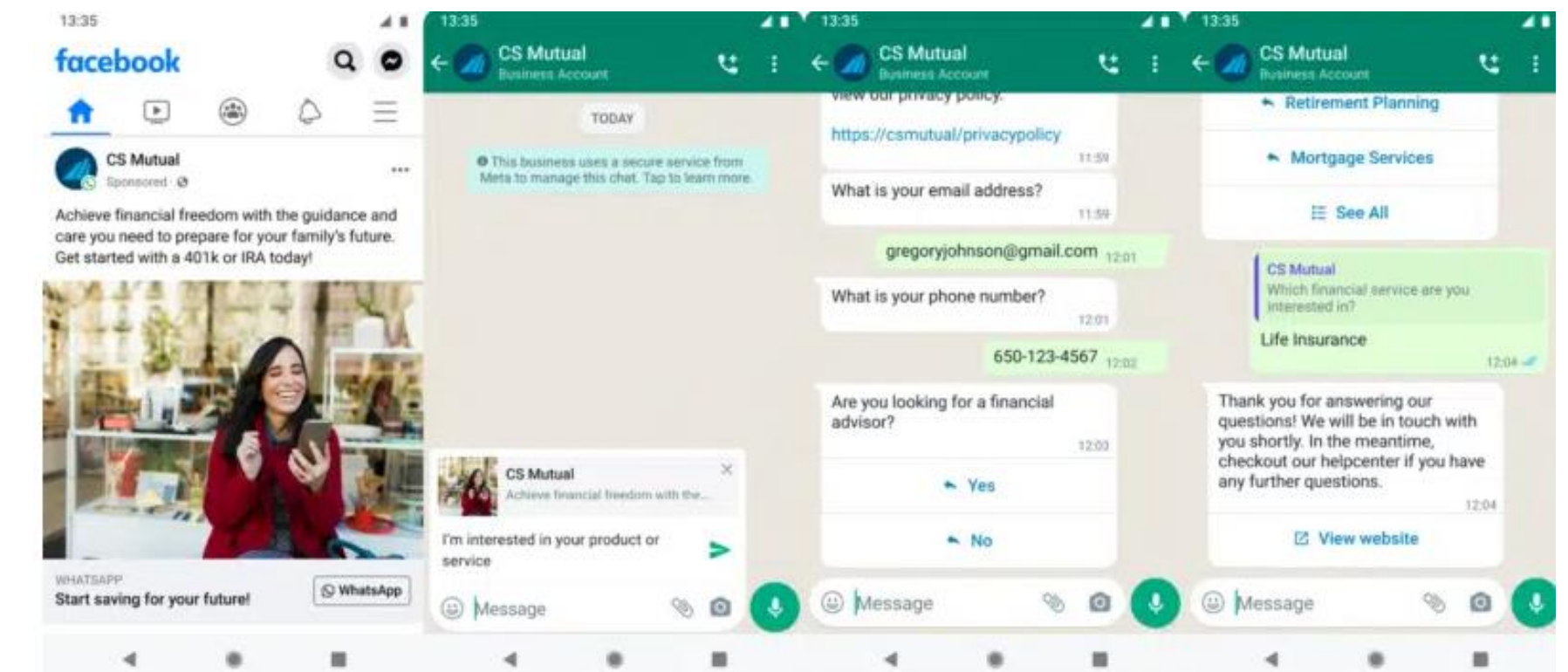


5. Be future focused



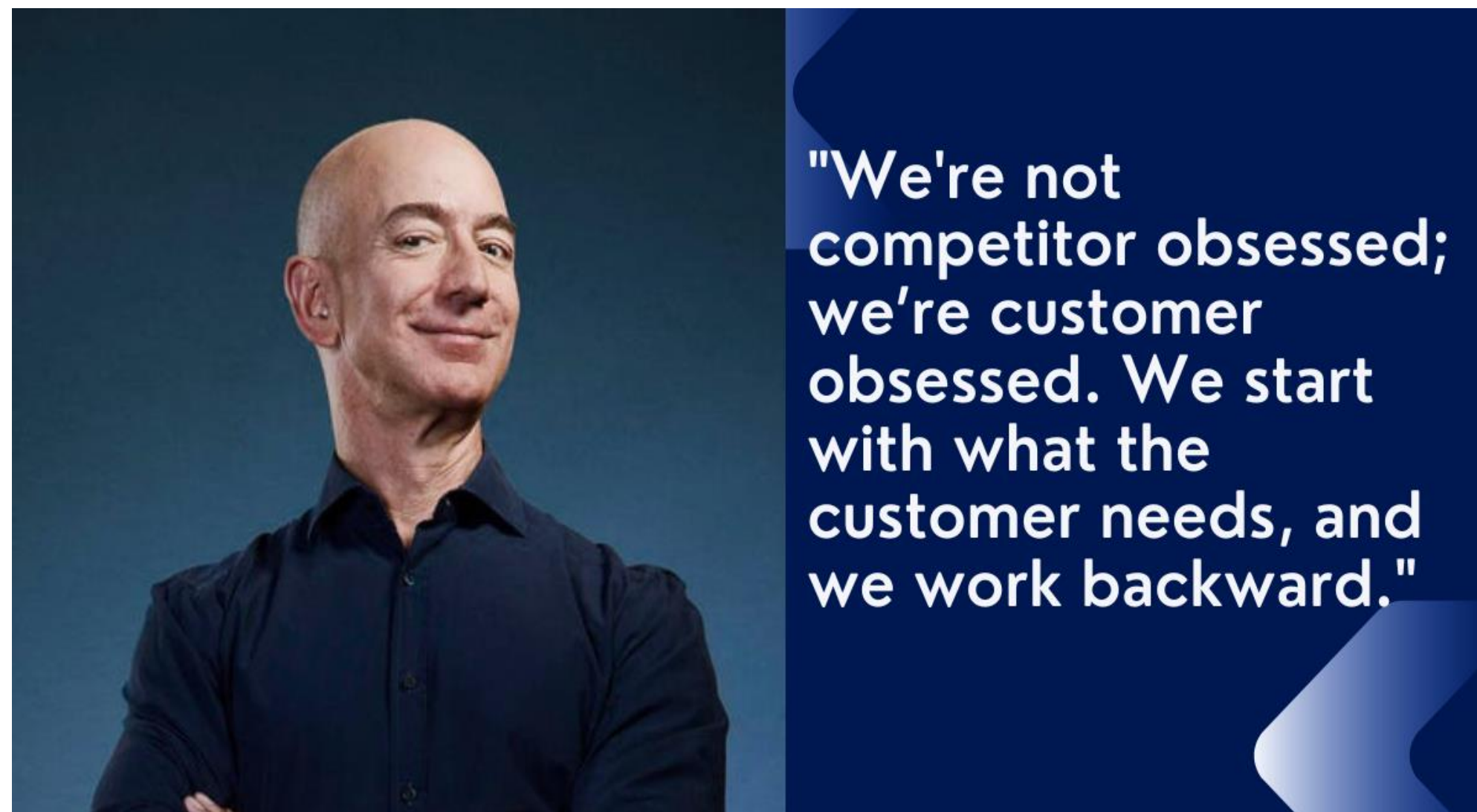
The future

- Digital twins - physical and digital connections
- Lead generation cross Meta and 3rd party
- Online co-pilots - 121 personalised shopping
- Ai DX and CX journeys

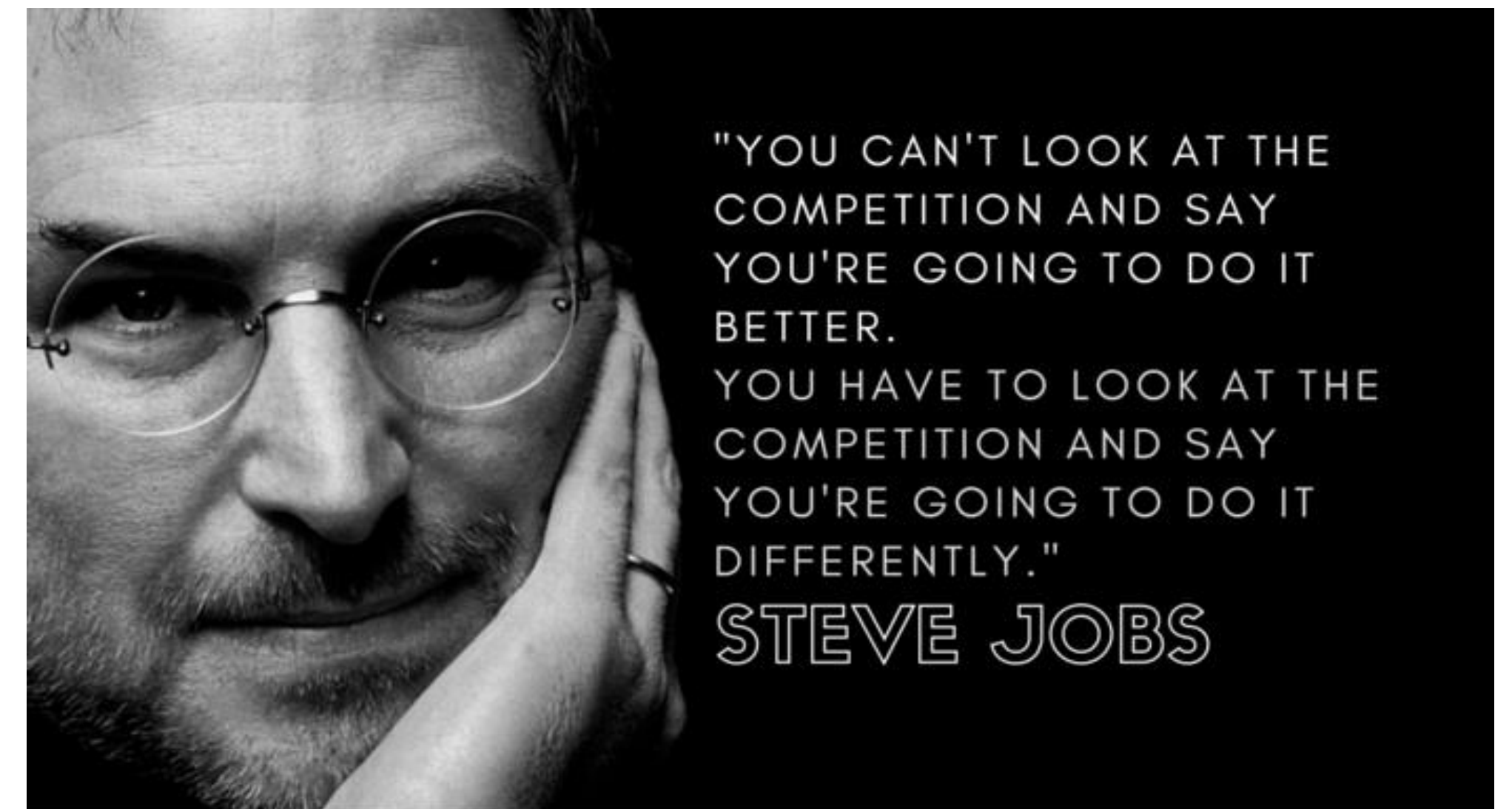


In summary...

Stay focused on the customer



Take considered risks to innovate



Digital Experience is the brand

“People will forget what you said
People will forget what you did
But people will never forget how you made them feel.”

Maya Angelou



Thank you!