

WELCOME TO

M&CSAATCHI

OPEN HÔUSE

WELCOME TO WEEK 3

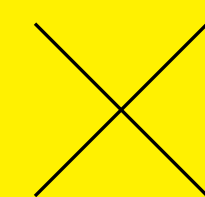
BRAND, EXPERIENCE & INNOVATION

M&CSAATCHI
OPEN HOUSE



CLEAR

M&CSAATCHI



M&CSAATCHI

Re

20TH SEPT 2023

HELLO!



Kay Hollingsworth
Senior Consultant



Allison Zelby
Director



Lucy Armstrong
Business Development
& Marketing Director



Jon Hewitt
Creative Director



Tom Hume
Associate Creative Director





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

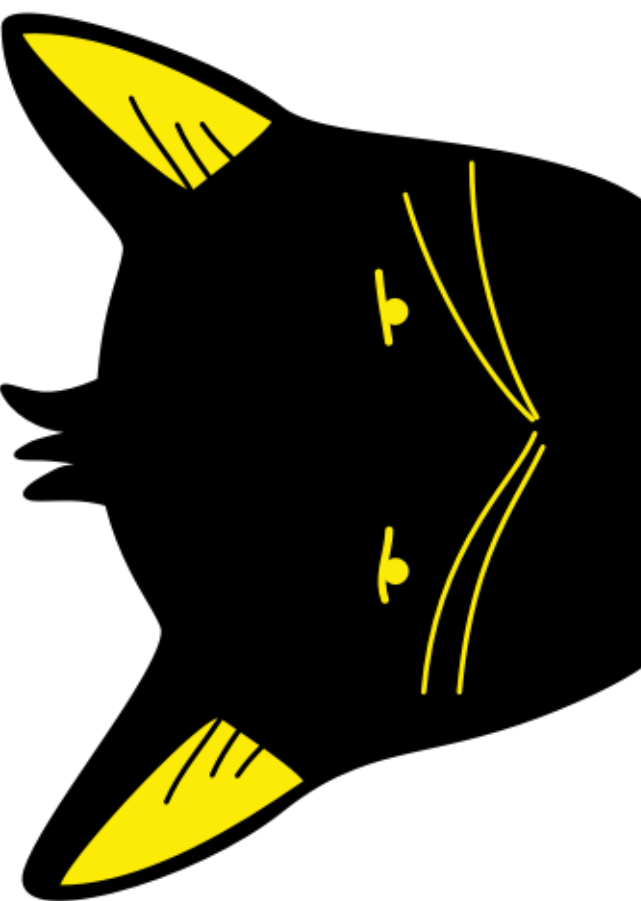
We will disable the chat function shortly after starting the meeting

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 Polling function when directed to by the Speakers

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!

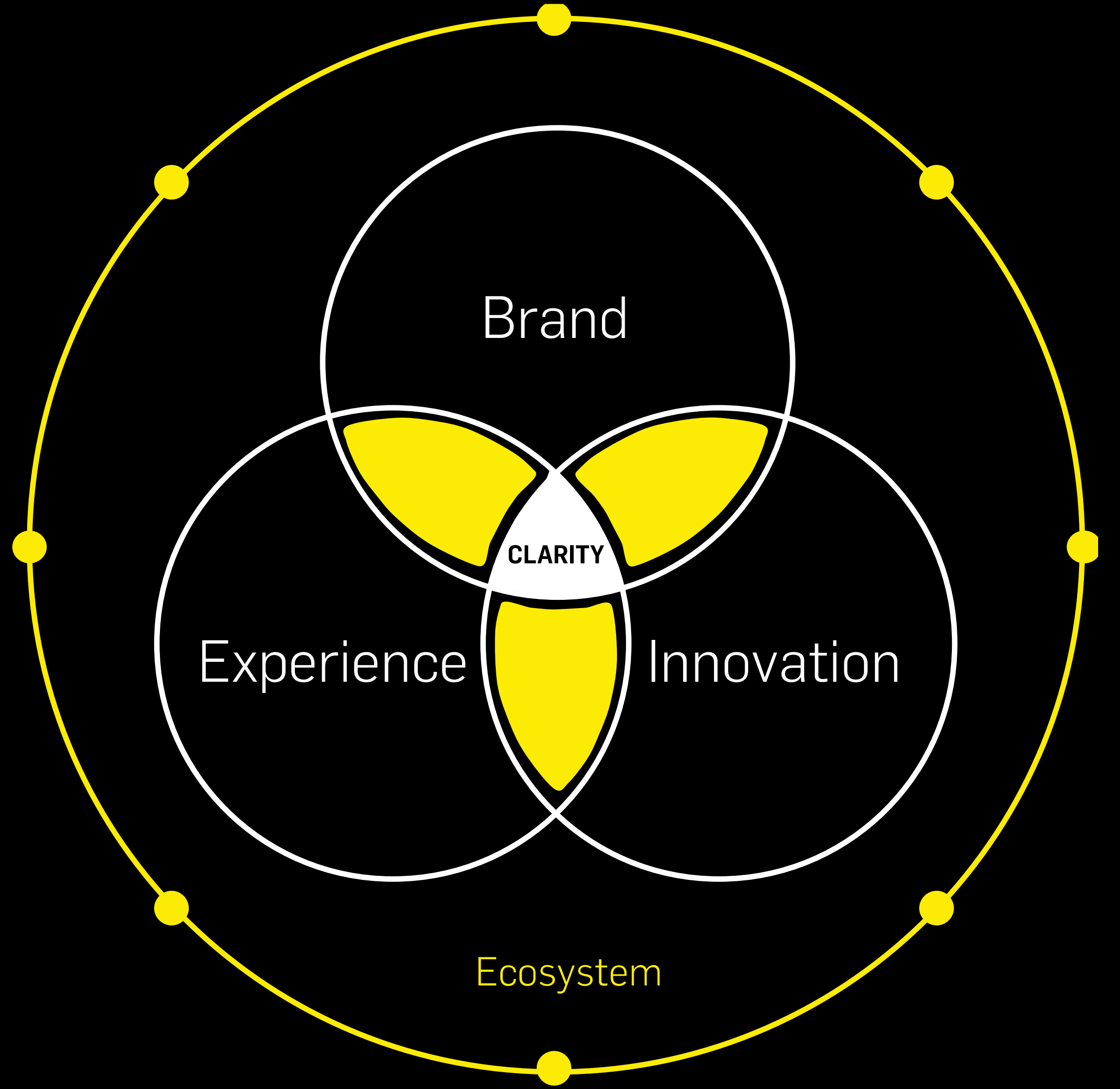


WHAT WE'LL COVER TODAY

1. The power of a brand
2. Transformative customer 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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OPEN HOUSE

GUESS THE LOGO...



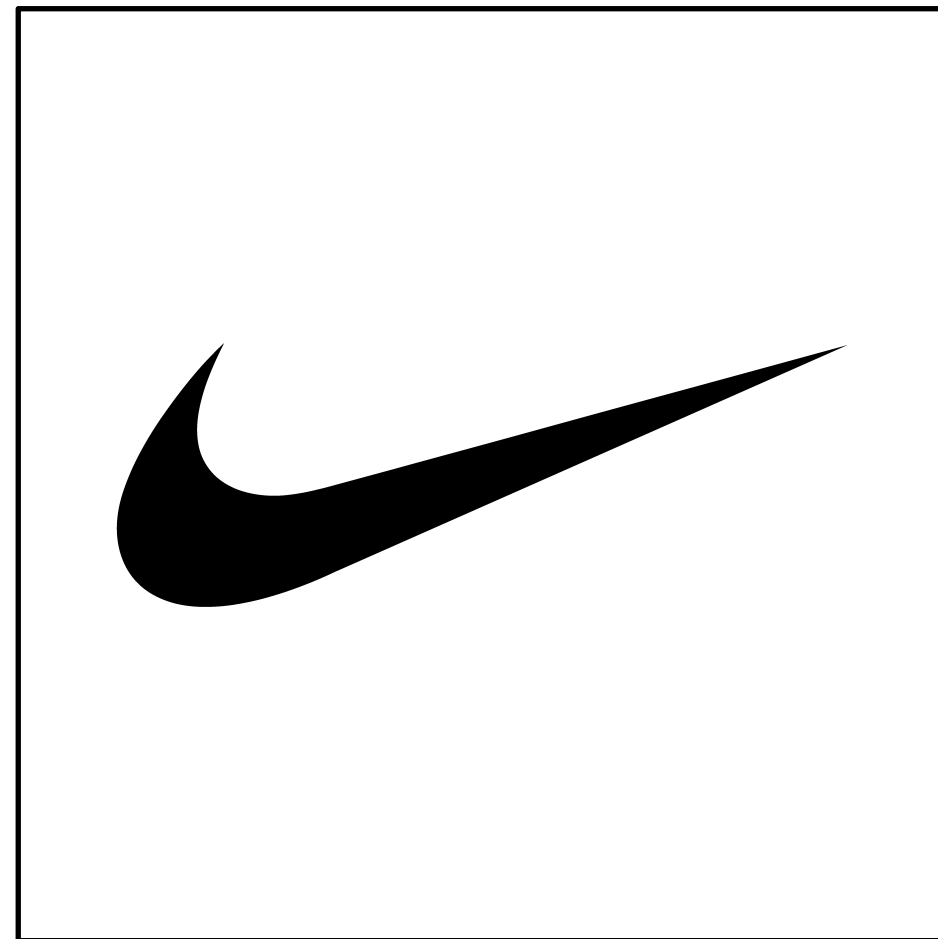
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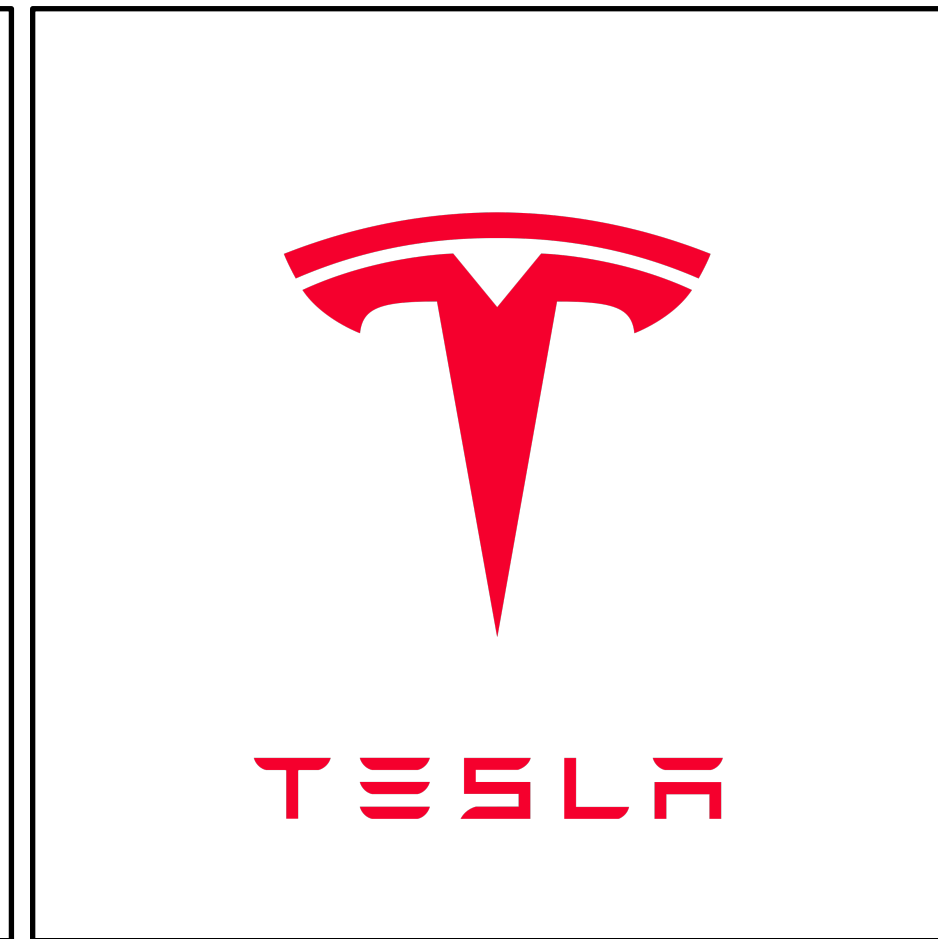
GUESS THE LOGO...



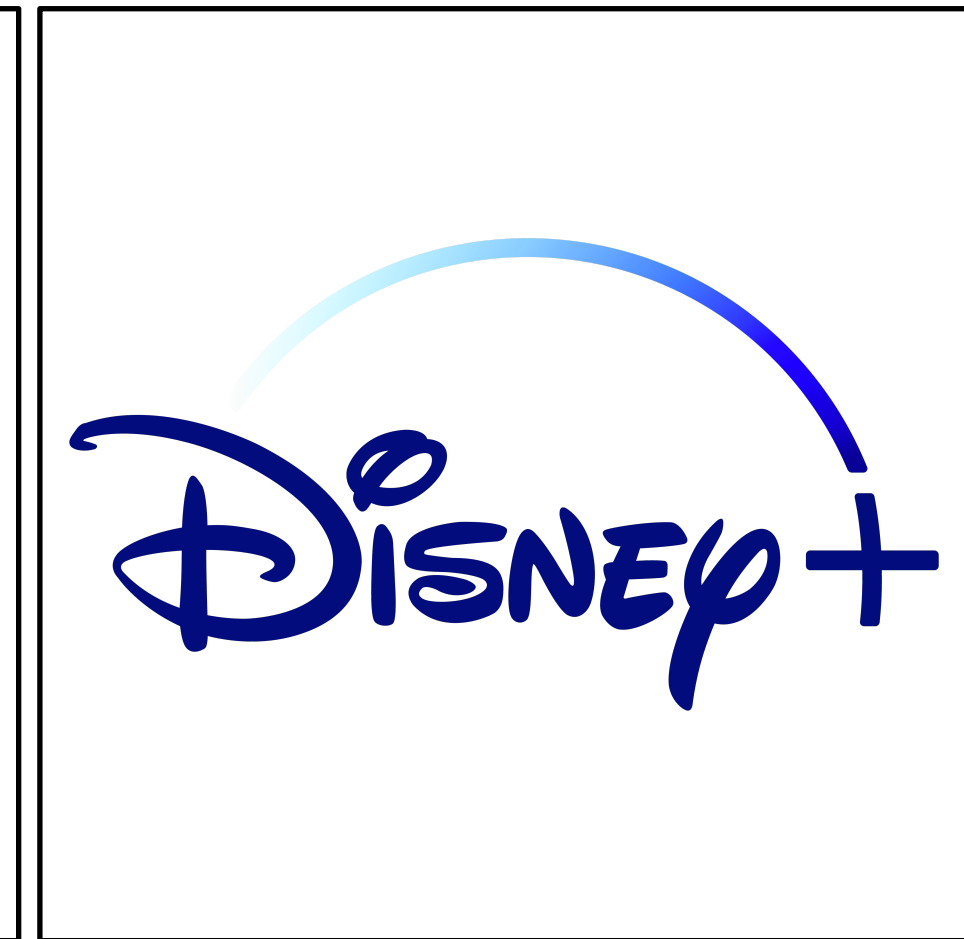
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BUT A BRAND IS MORE THAN A  LOGO.

Sponsorships

Advertising

Copywriting

Employee
culture

Films

Typeface

Stores

BRAND IS MONEY

Products

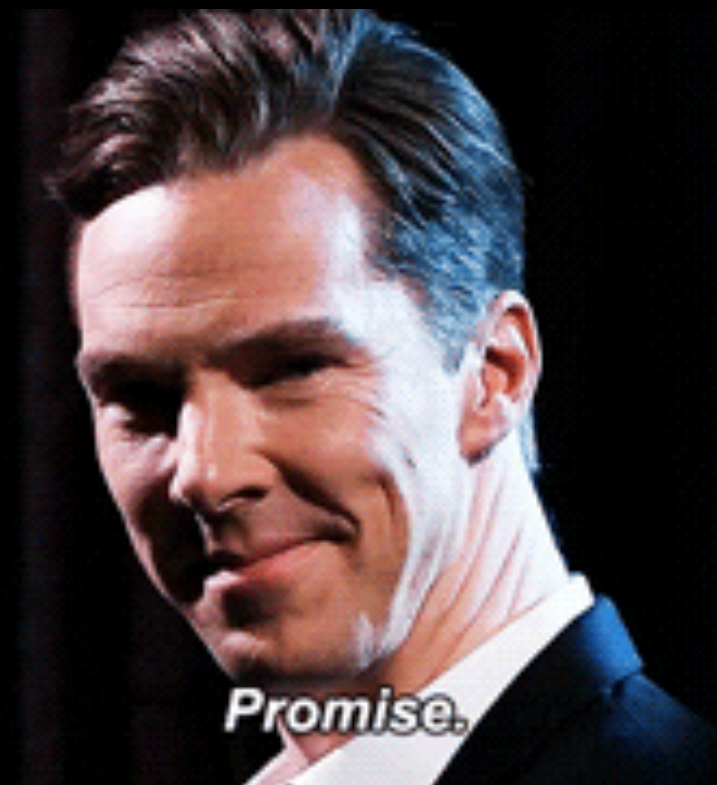
Layouts

Colours

Websites

BUT ULTIMATELY...

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



AND THE BEST PROMISES TAP INTO SIMPLE HUMAN DESIRES



Nike doesn't sell shoes.
It sells empowerment.



Redbull doesn't sell drinks.
It sells adrenaline.

SAME PRODUCT. DIFFERENT BRANDS. WHICH WOULD YOU PICK?



Nike



Adidas



New Balance

A brand that delivers its promise will encourage people to:

**BUY MORE. DONATE MORE.
VOTE MORE. APPLY MORE.
ADVOCATE MORE.**



HOW DO YOU MAKE GREAT BRANDS?



M&CSAATCHI
OPEN HOUSE

OUR MODEL FOR CREATING PURPOSEFUL-BRANDS



PROPOSITION

A sociable pizzeria that continues to lead the way in lovingly handcrafted, delicious pizza and more, with genuine, spirited teams who strive to create memorable moments of connection.

ENABLERS

- Pioneering
- Handcrafted
- Spirited
- Genuine

PURPOSE

Bringing people together through shared passions

ESSENCE

Good times together

POSITIONING

We create moments of connection with people, places and things, sharing and supporting shared passions to make experiences feel richer and more memorable.

PERSONALITY

- Warm
- Creative
- Playful

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HOW TO MAKE GREAT BRANDS



Take a position & stick with it



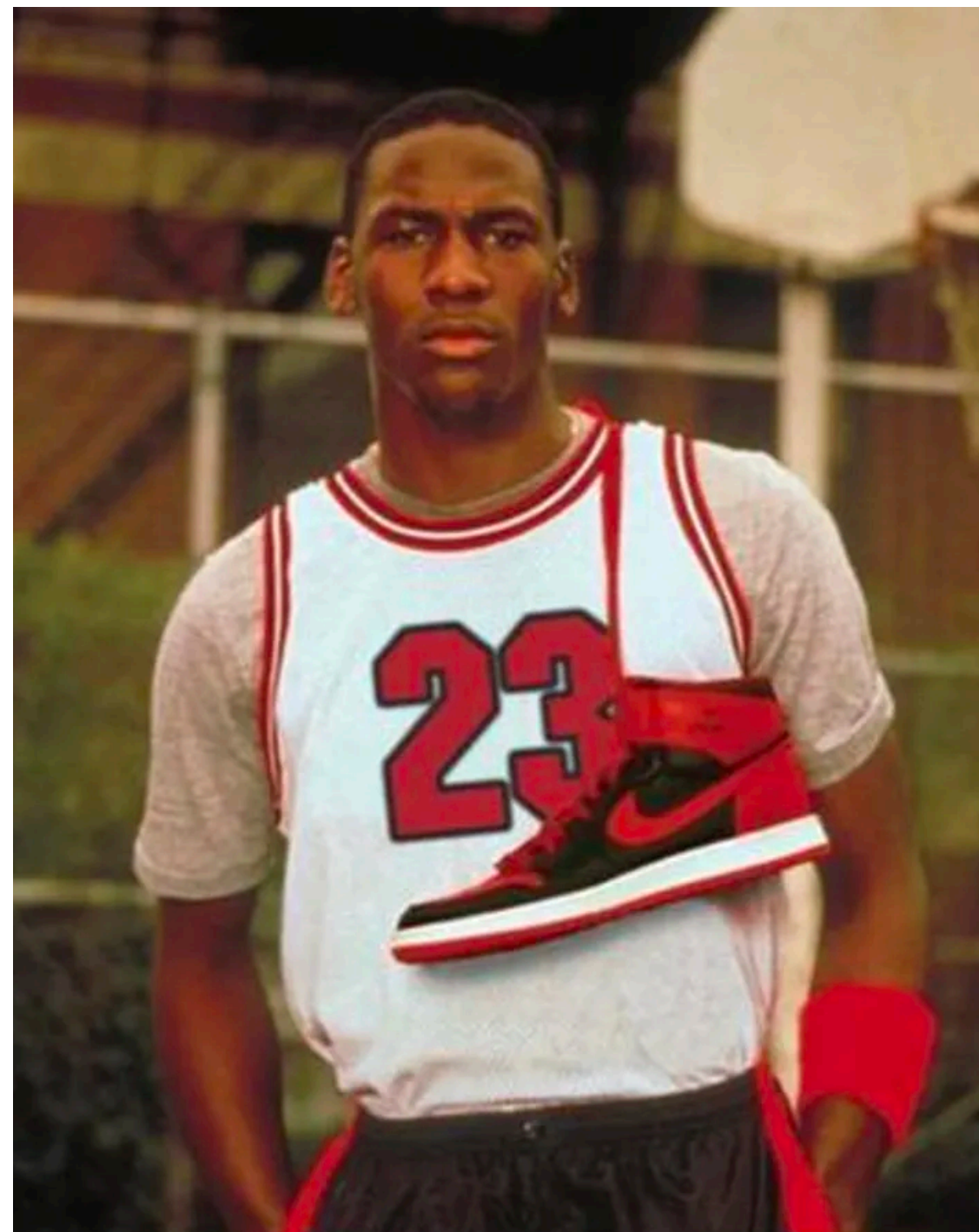
Be clear & distinctive



Be consistent over time

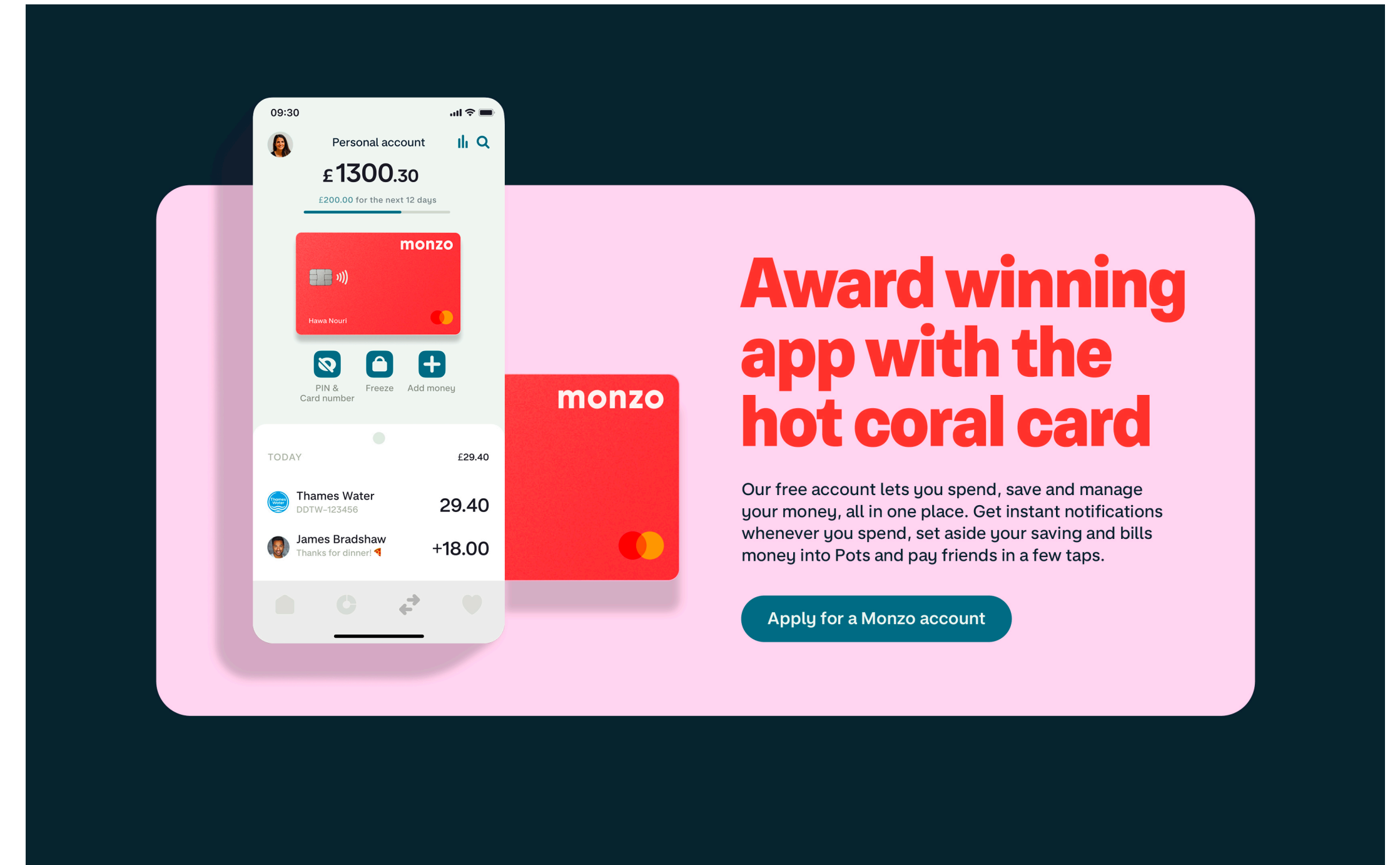
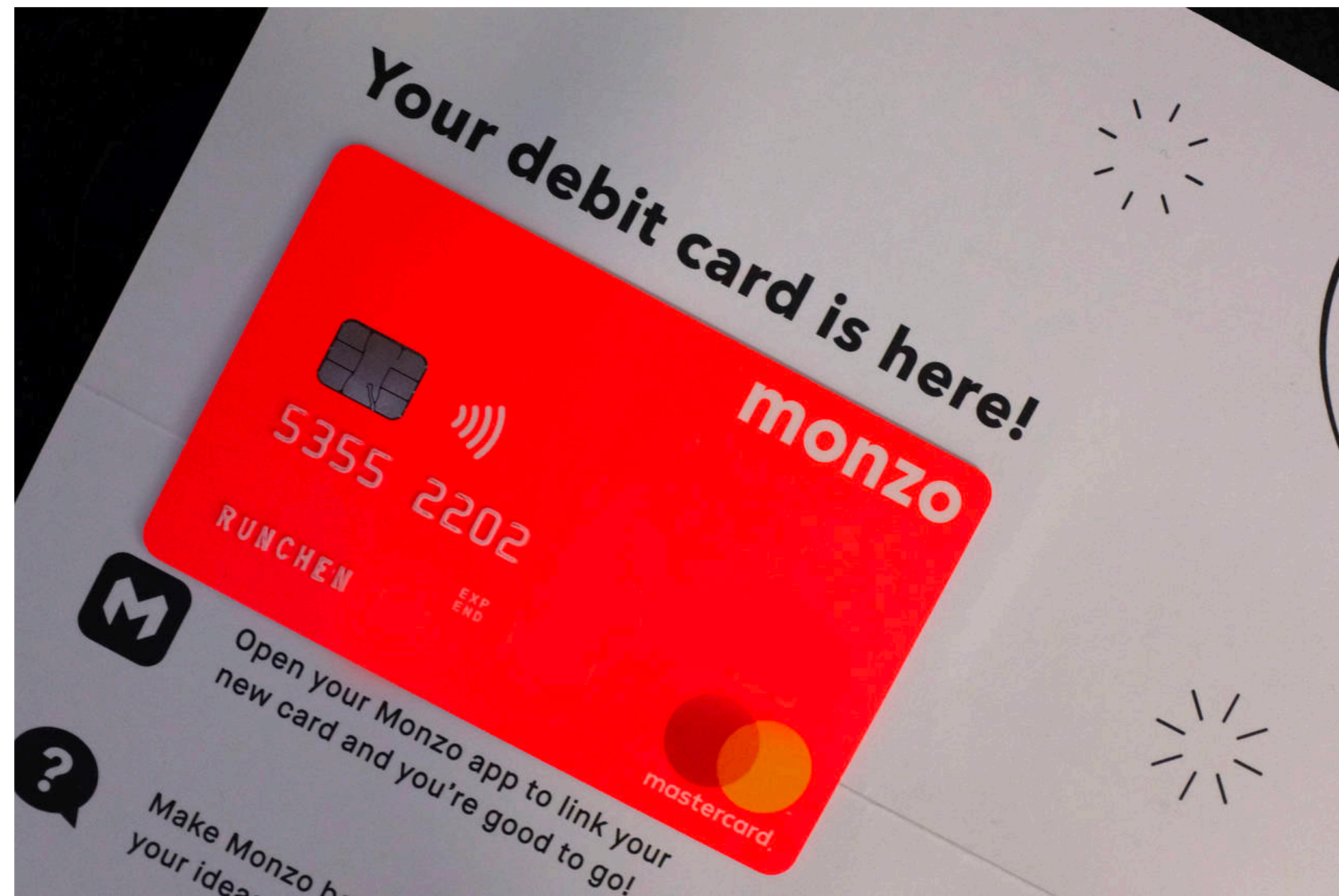
TAKE A POSITION AND STICK WITH IT

If you are celebrating young black talent, you have to keep doing that.
Losing customers showed they had skin in the game.



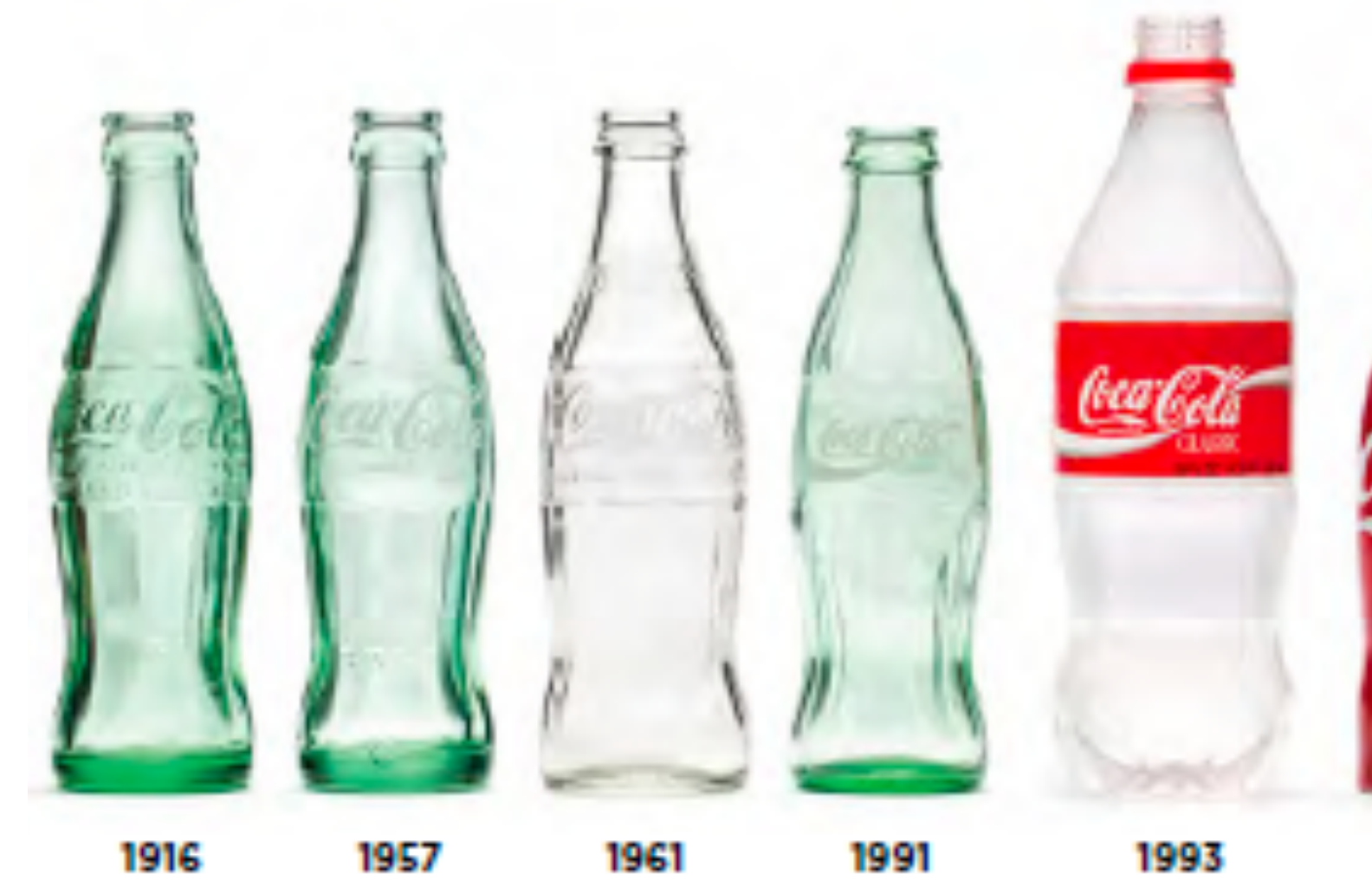
BE CLEAR & DIFFERENTIATED

A small challenger bank, they used the hot coral card stood out in bars, pubs and coffee shops. Their product was also clear and differentiated: they had innovative features like round-ups and split accounts before everyone else.



BE CONSISTENT OVER TIME

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



BENEFITS OF A STRONG BRAND



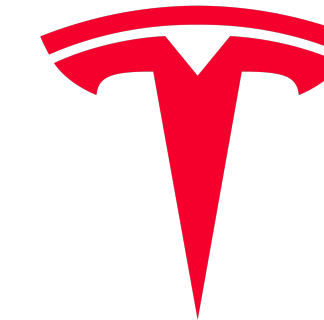
Charge a premium

Apple's high margins allow for more investment in R&D, which consumers love, in turn creating higher margins

patagonia[®]

Increase loyalty & advocacy

Encouraging customers to not buy their products, but to repair them, creates fierce loyalty



Increased valuation

Tesla's reputation of innovation meant it had a higher market cap than the rest of the car manufacturers combined



Extend into new spaces

Virgin have taken their brand of bold-risk taking and excellent customer services into Holidays, Retail, Travel, Gyms and even Space



Stronger reputation in a crisis

KFC ran out of chicken and looked to their brand principles of 'humility, humour and honesty' to create the right response in rapid time

BENEFITS OF A STRONG BRAND



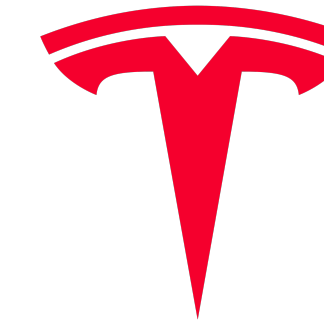
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= **CONSTANT
CULTURAL
RELEVANCE**

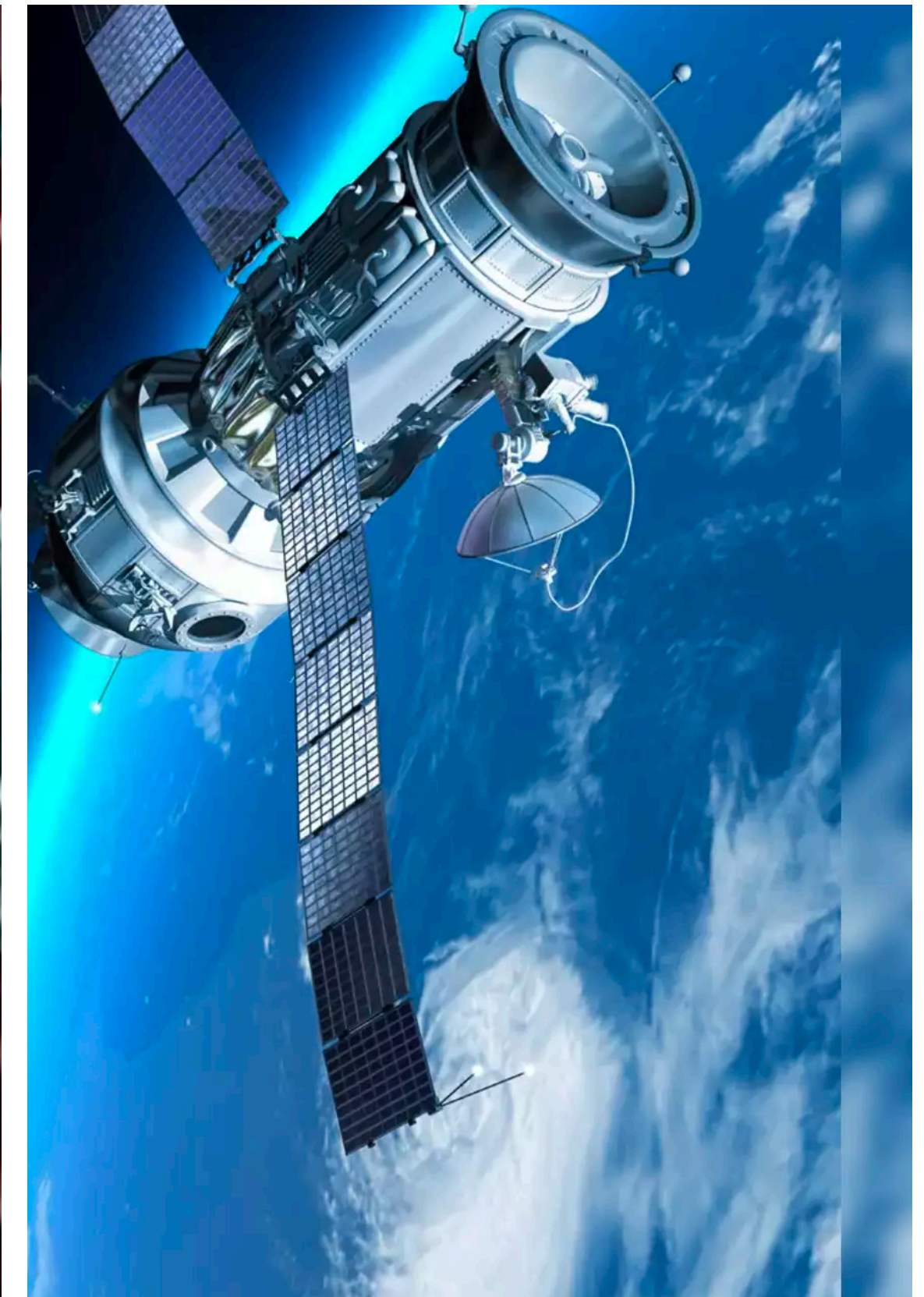
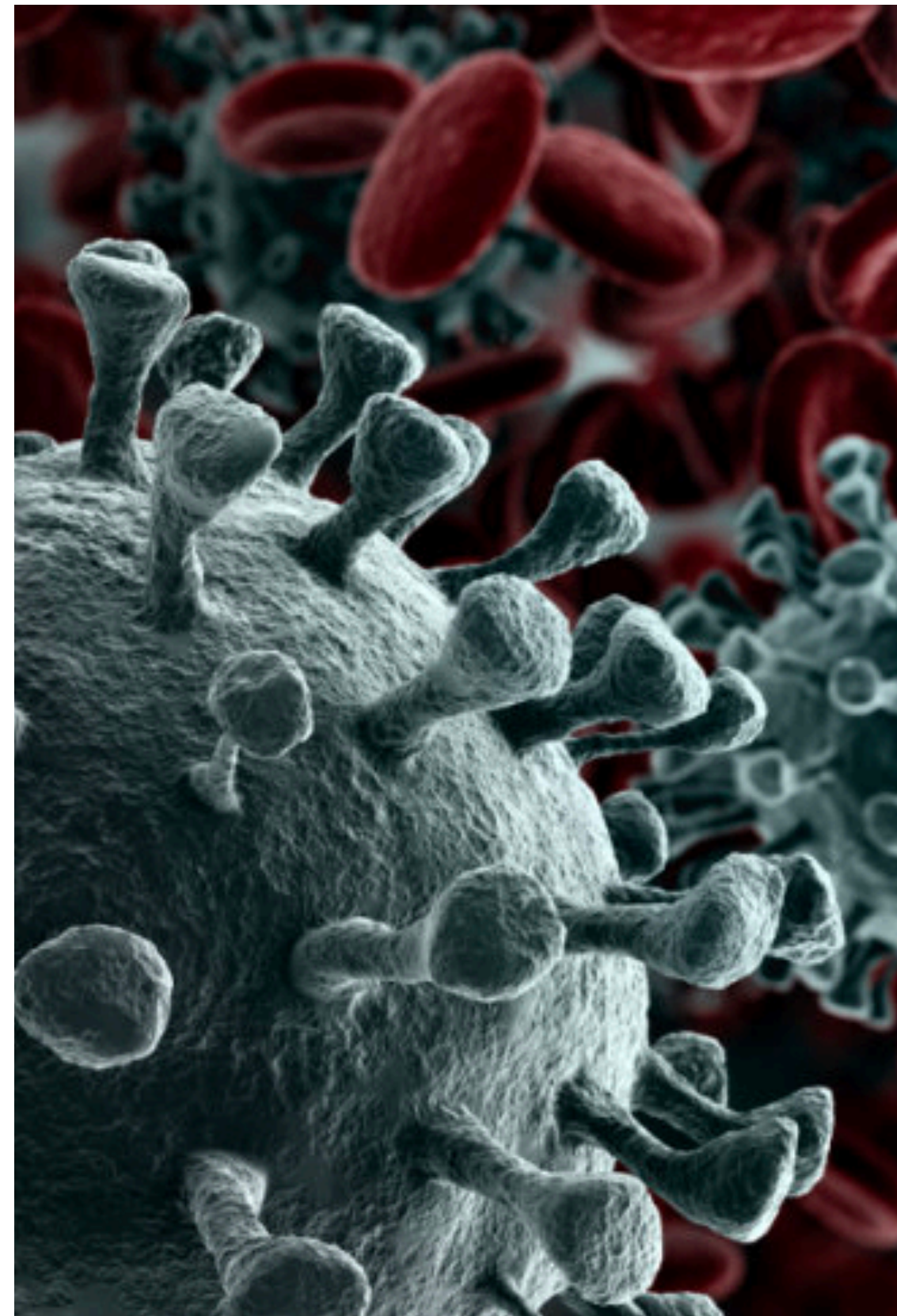
A RECENT CASE STUDY



THE BUSINESS

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

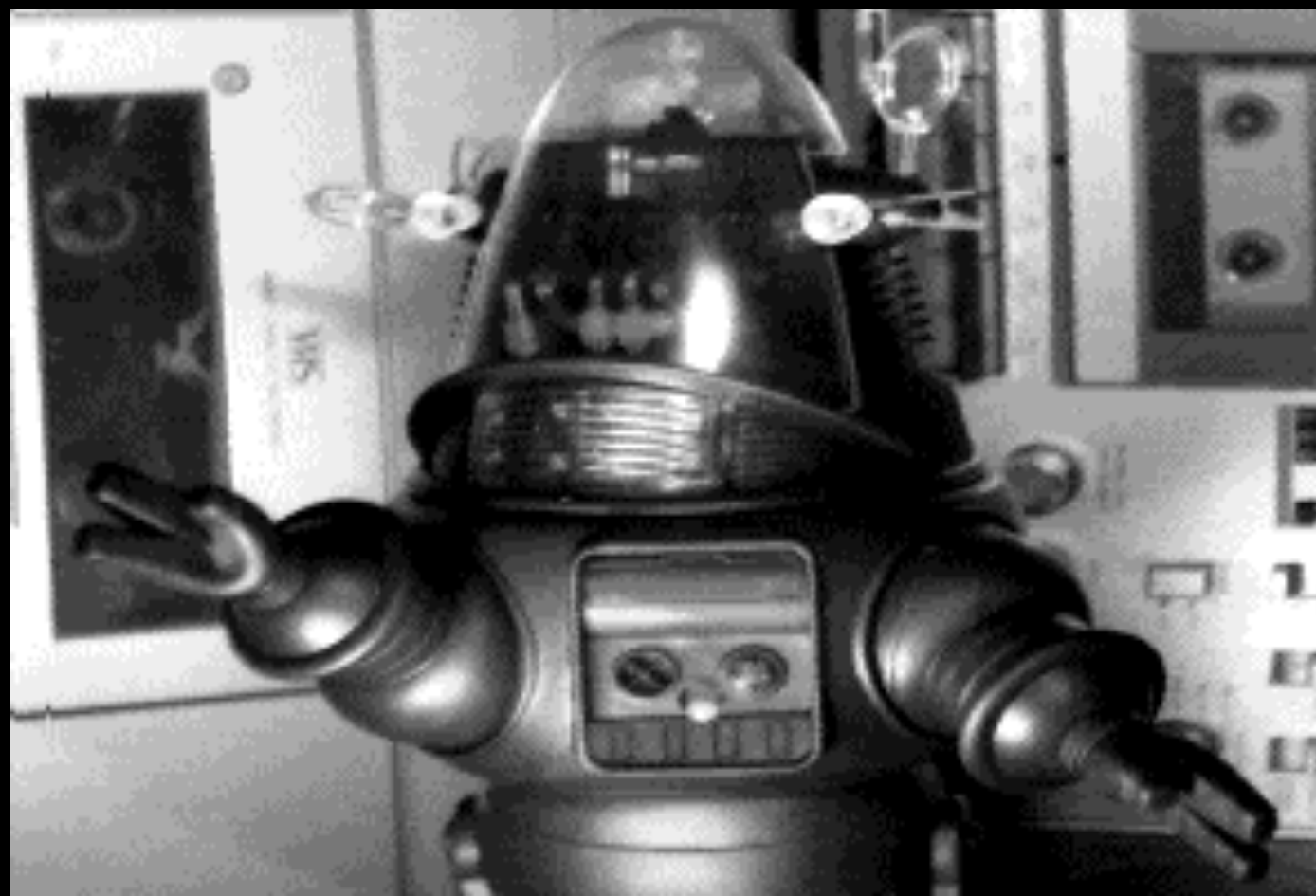
Their algorithms direct satellites in space, enhance athlete performances and powered the response to Covid.



THE PROBLEM

They 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.



**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




OFFICIAL AI ENABLEMENT PREMIER PARTNER

**USING AI TO
ENABLE
HEALTHCARE
PROVIDERS
TO MEET THE
QUADRUPLE AIM**

Shadab Khan
Head of Applied Science,
G42 Healthcare

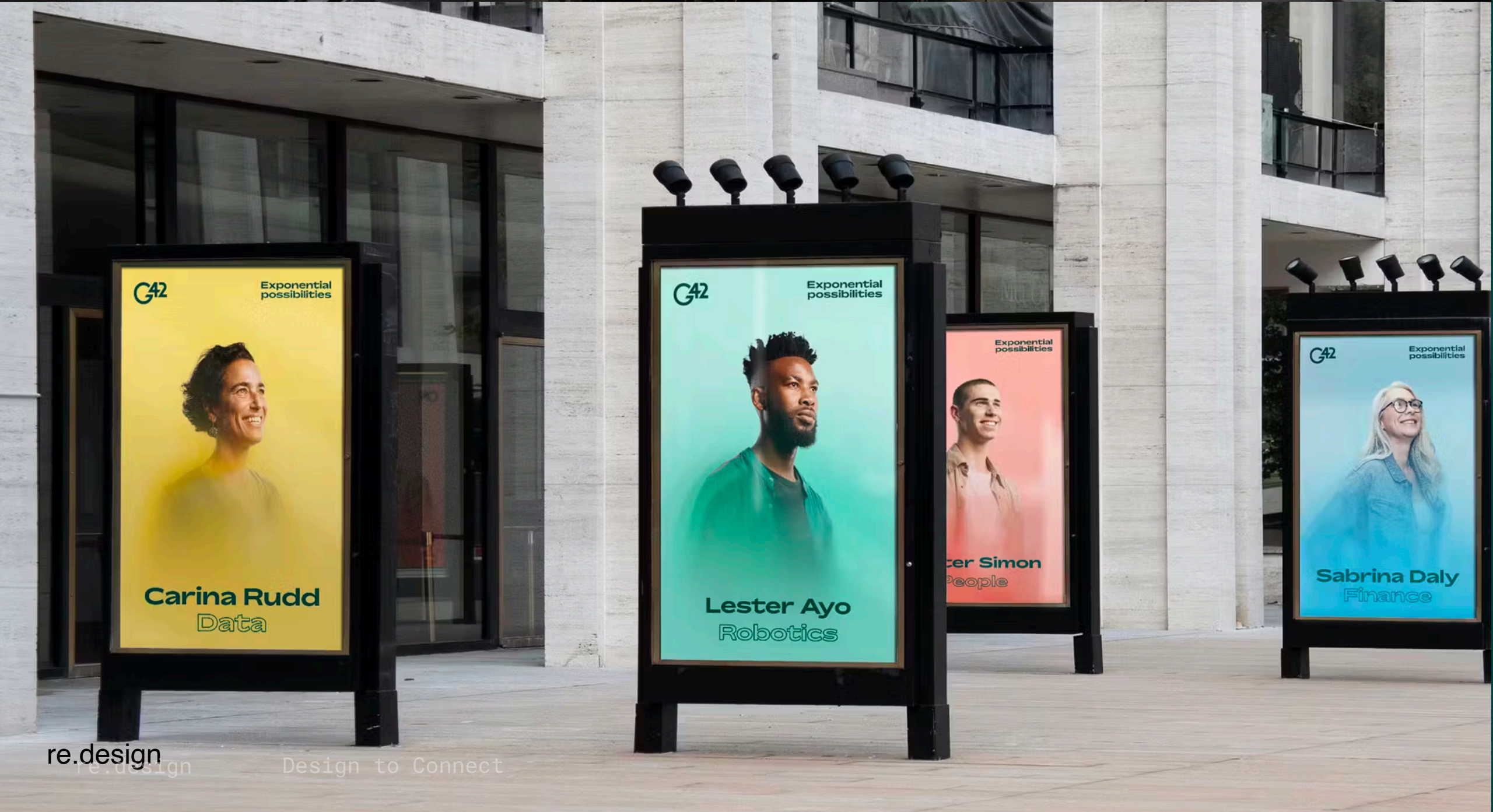
19th October, 2021
1:00 PM at Rashid Hall
GITEX 2021, Dubai

**GITEX
GLOBAL**



CREATIVE IDEA

To invent a
better everyday



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



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NOW WE KNOW WHAT A BRAND IS.

SO, WHAT ABOUT BRAND EXPERIENCE?



1. Apple



2. Virgin



3. Tesla

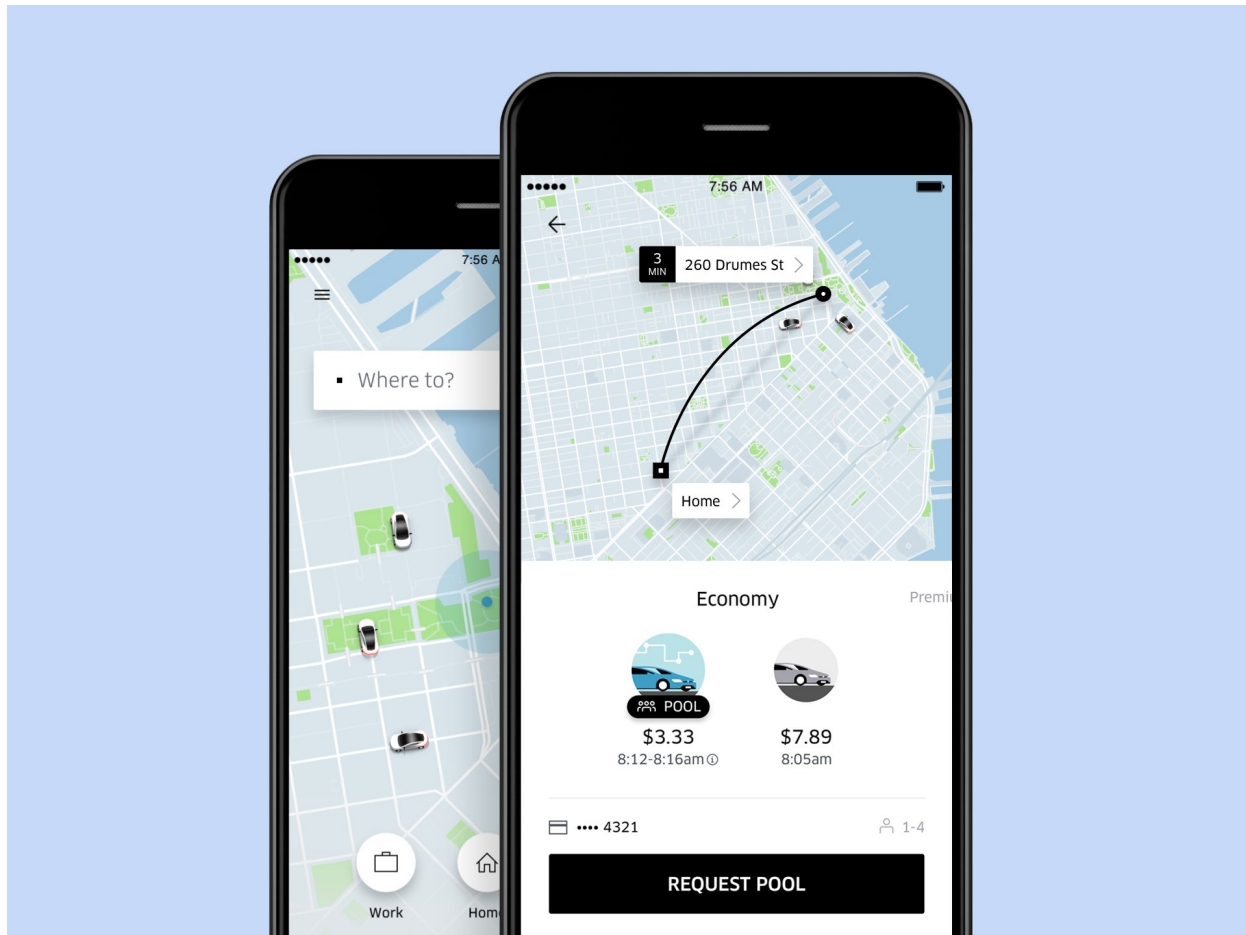
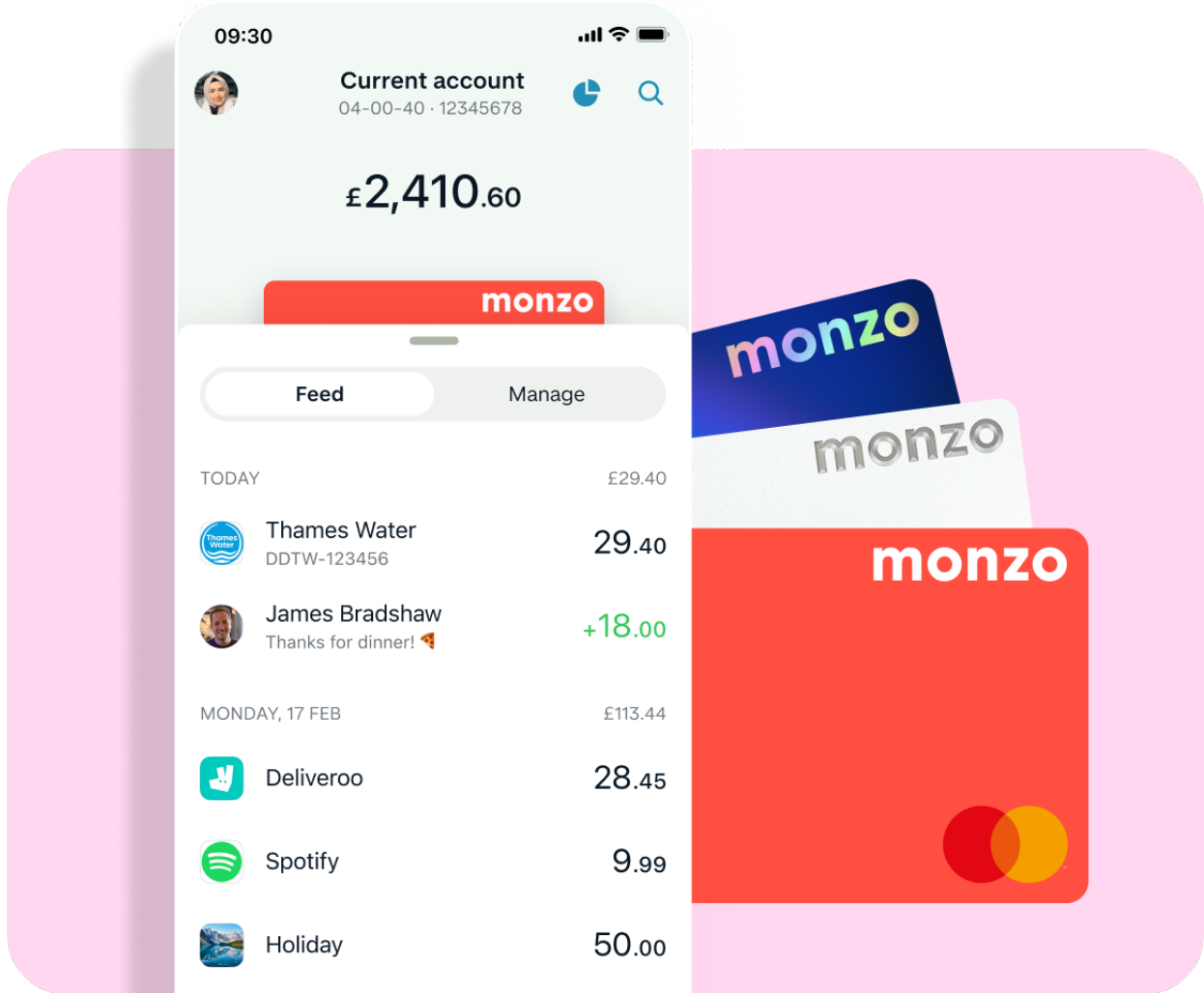


4. Nike

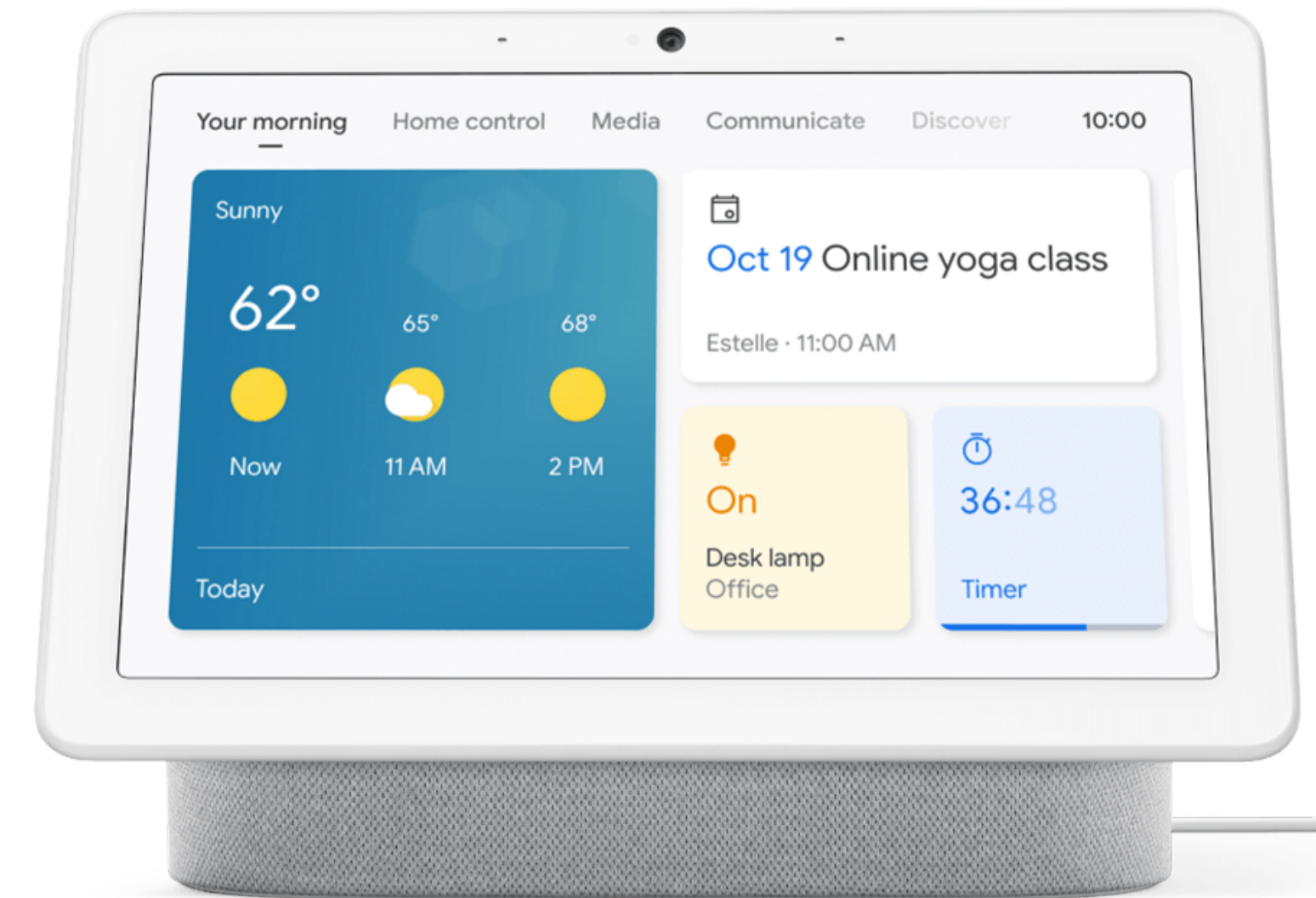
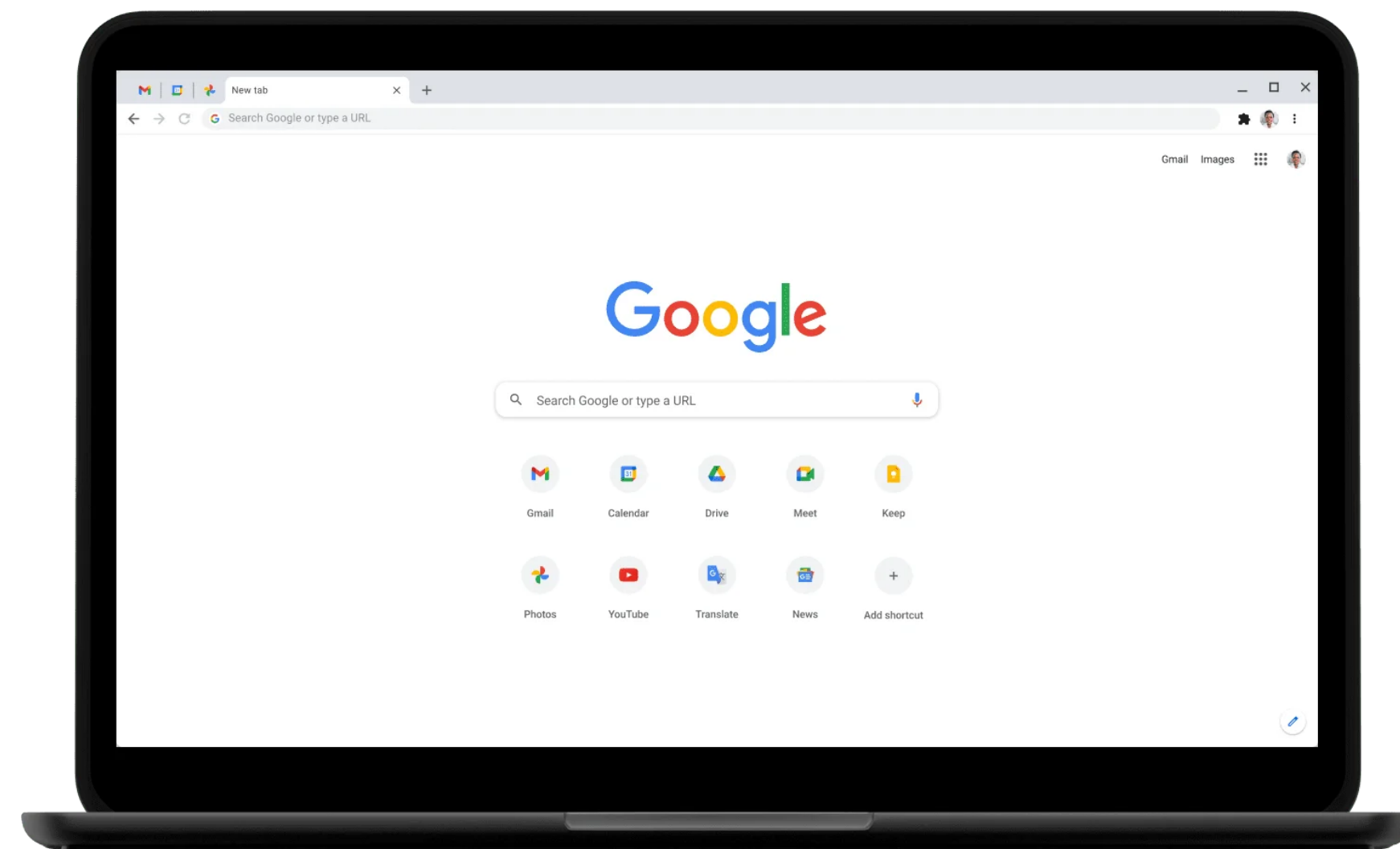
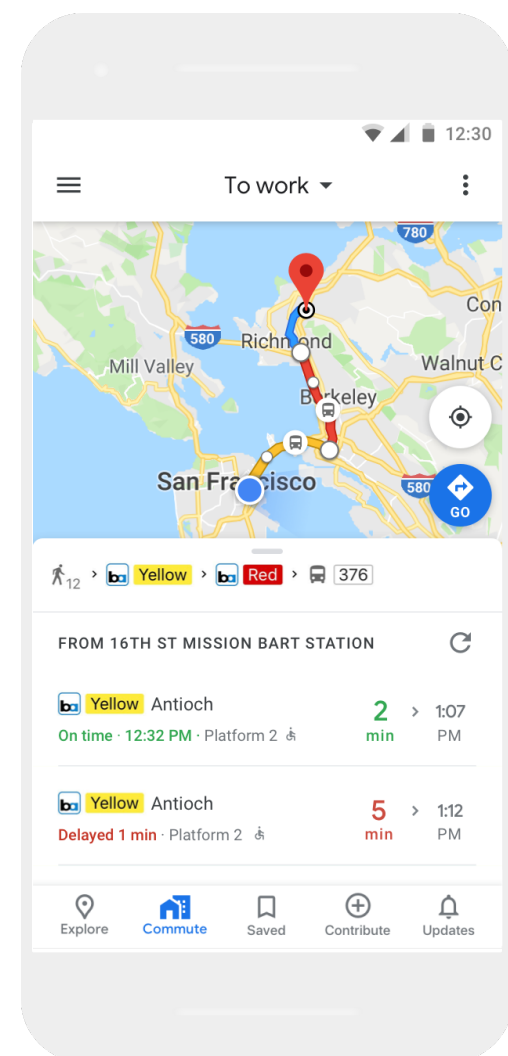


**BRAND EXPERIENCES ARE WHERE PEOPLE
MEET THE BRAND, AND WHERE WE FORM A
POSITIVE (OR NEGATIVE) IMPRESSION**

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

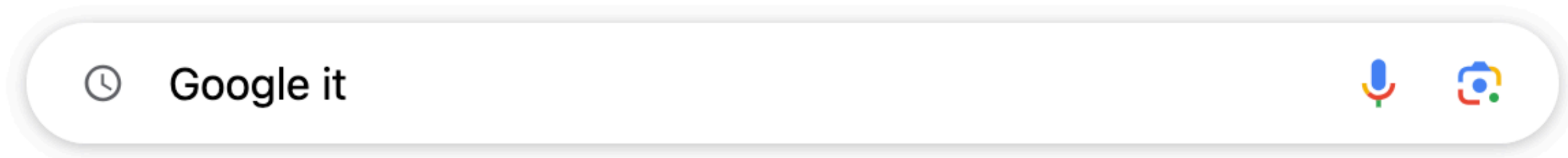


THE BEST BRAND EXPERIENCES AMPLIFY THE BRAND'S PURPOSE AND DIFFERENCE

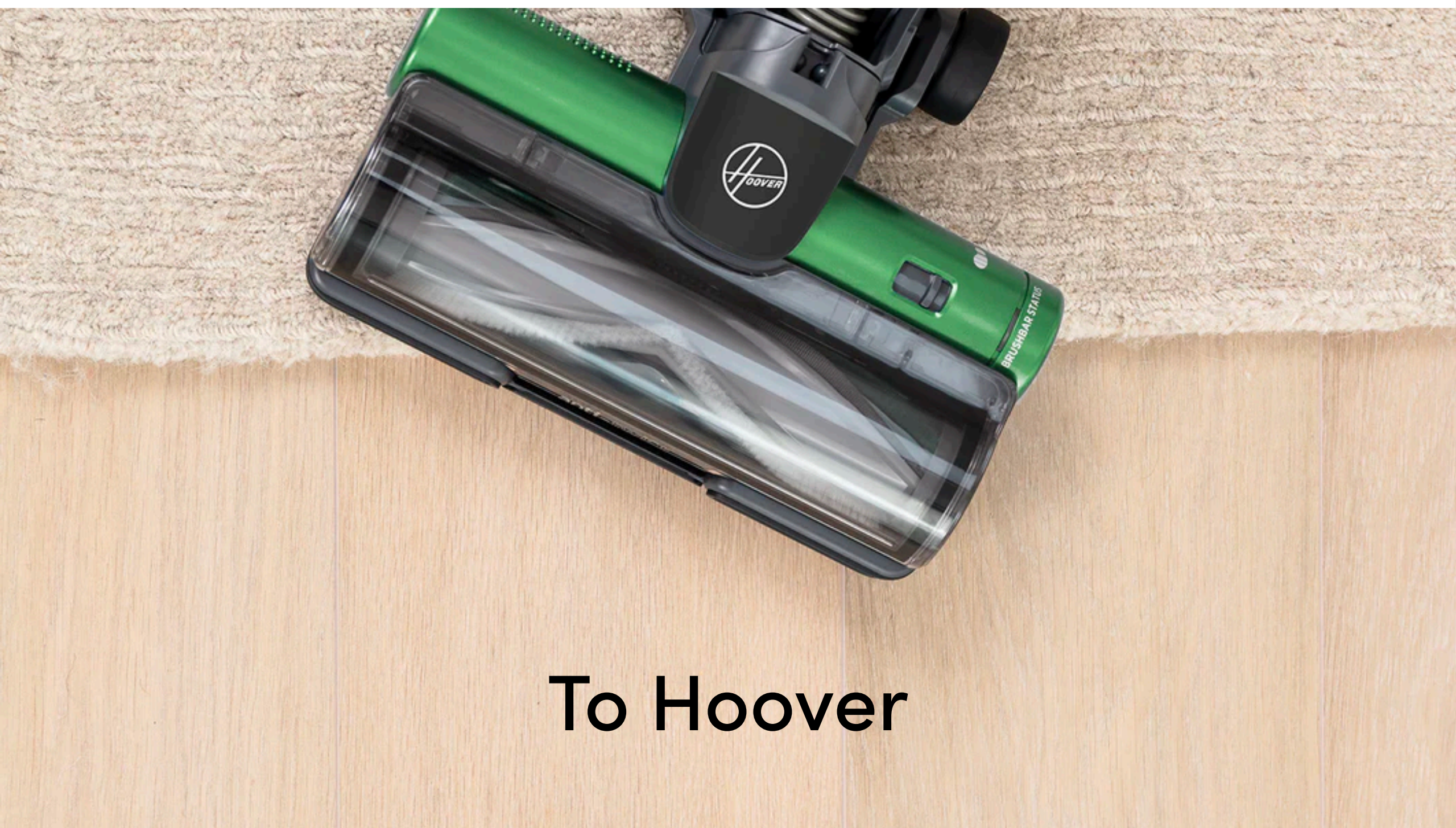
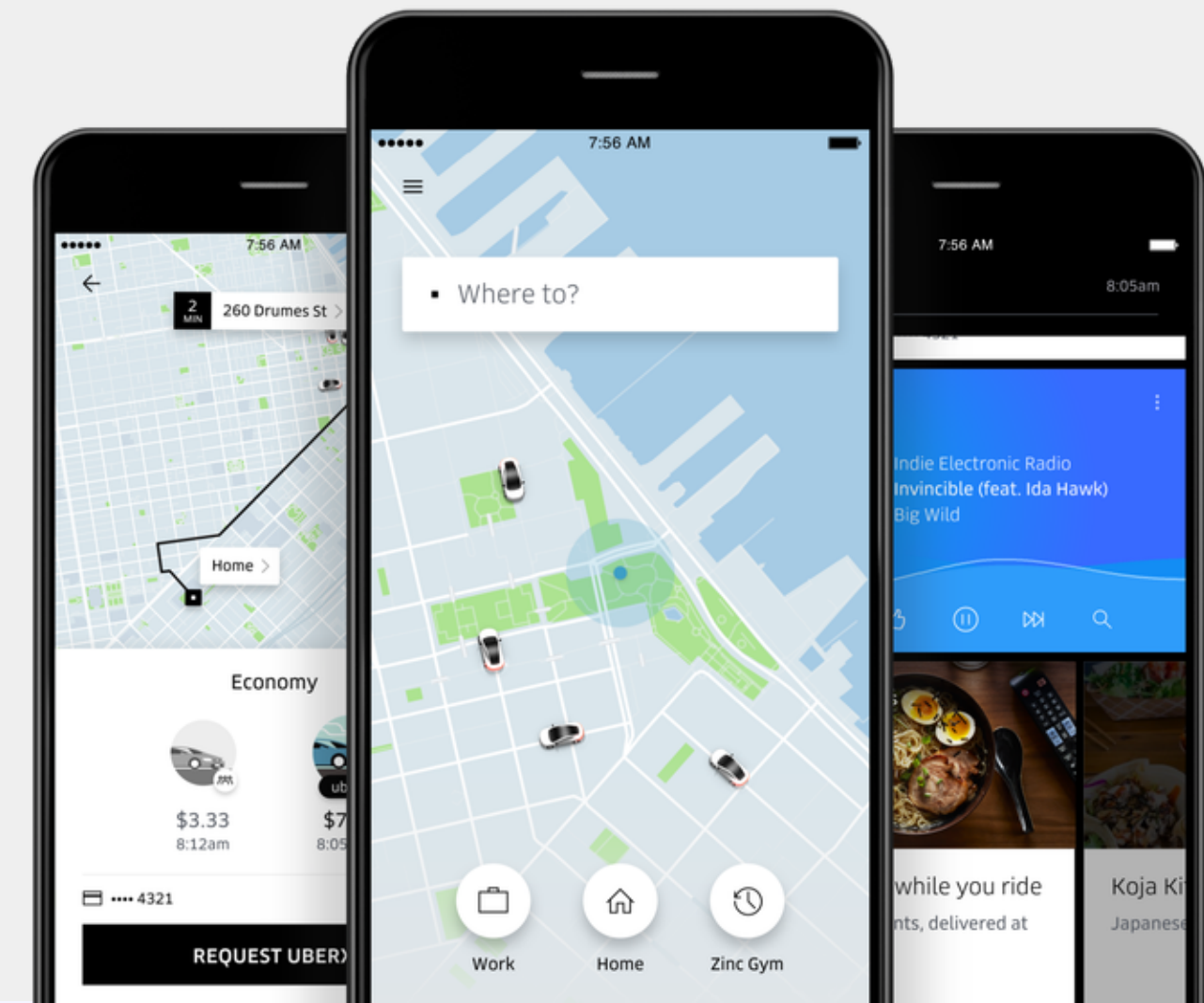


Google's mission is to organise the world's information and make it universally accessible and useful.

To Google

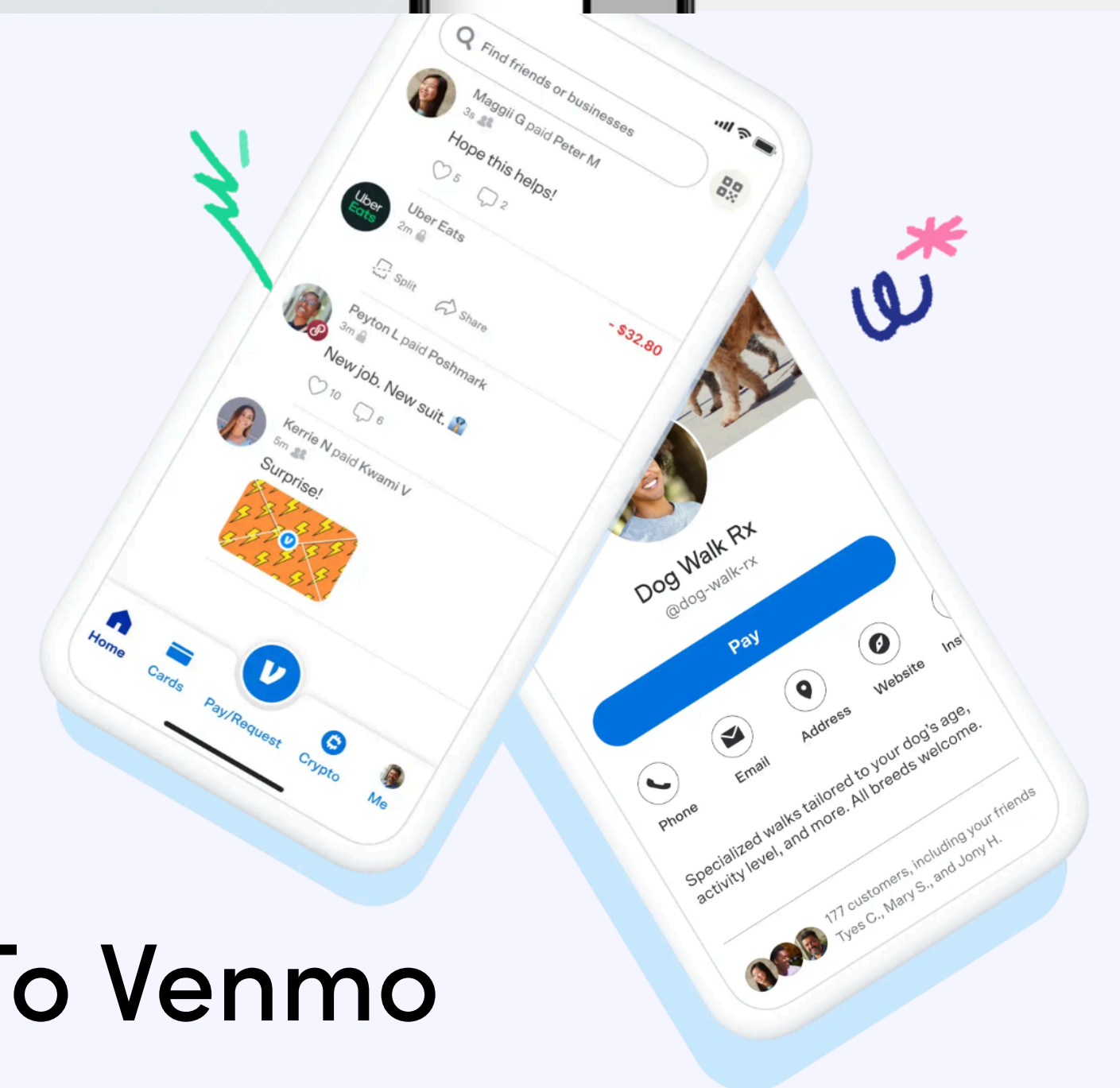


To Uber



To Hoover

To Venmo



HOW BRANDS CHOREOGRAPH THEIR EXPERIENCES



= a distinct and memorable experience

SUCCESSFUL BRAND EXPERIENCES WORK FOR BOTH CUSTOMERS AND BRANDS



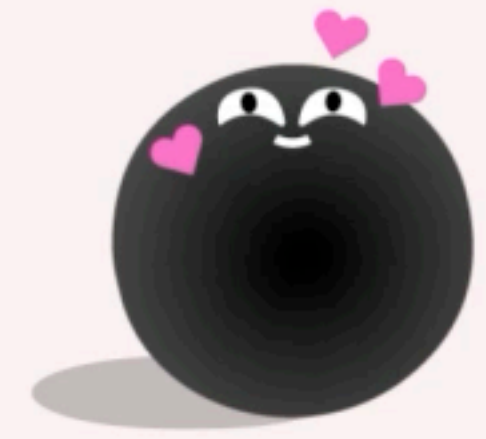
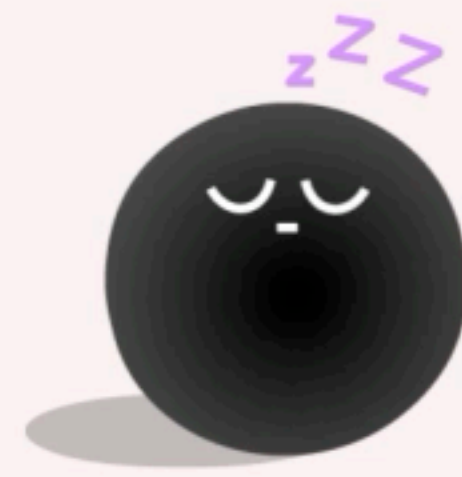
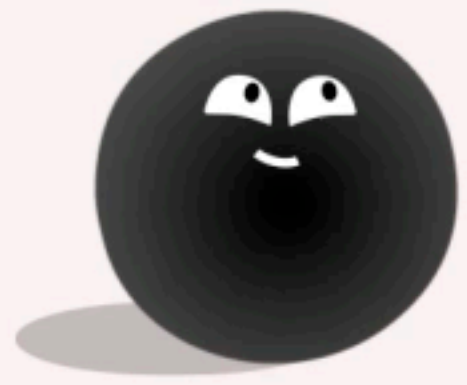
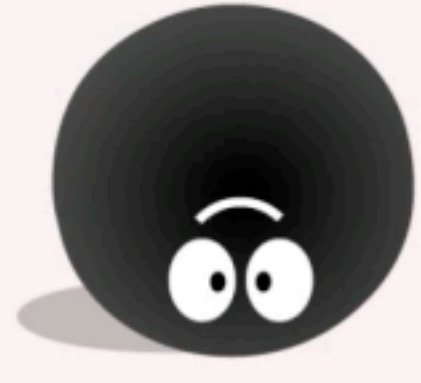
RECENT CASE STUDIES

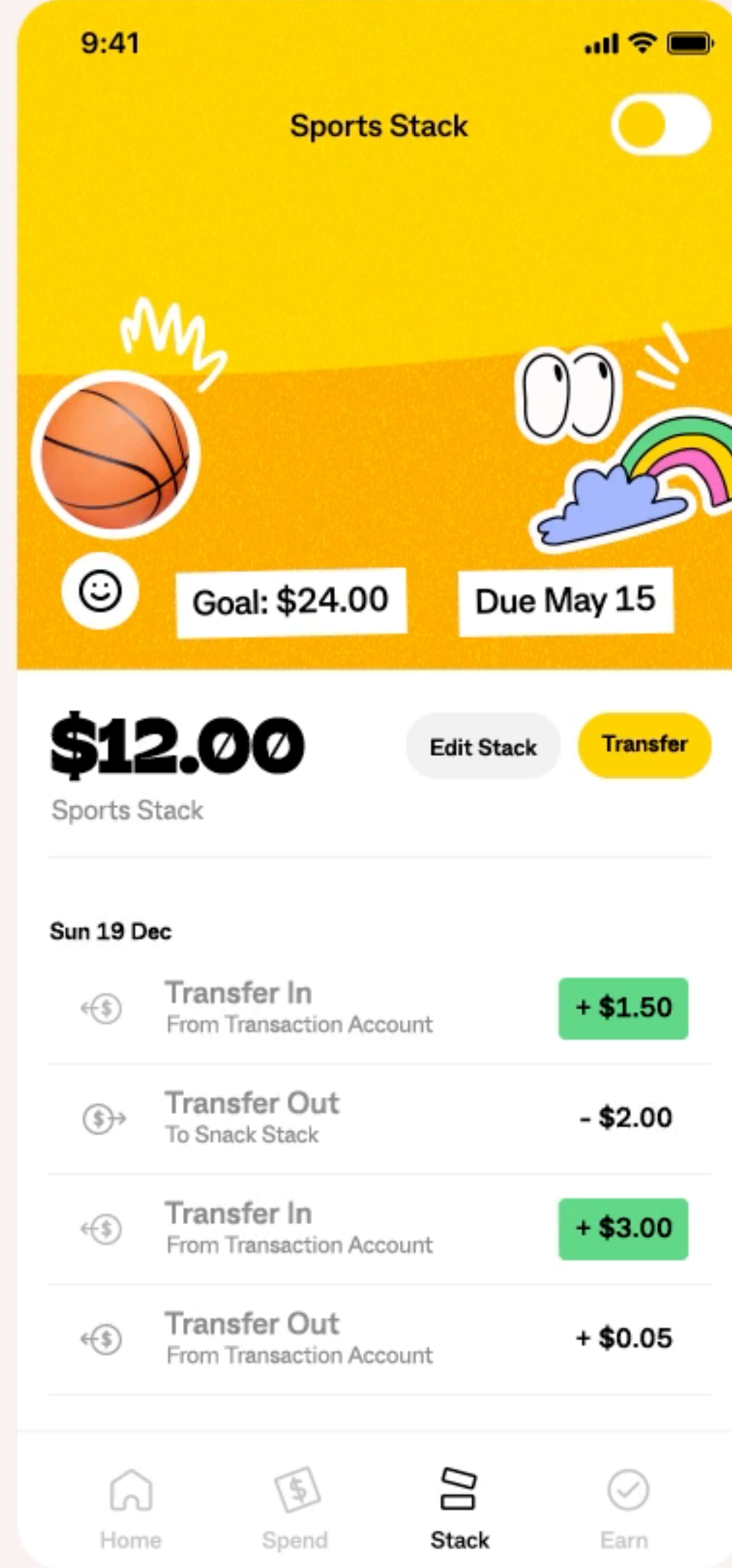
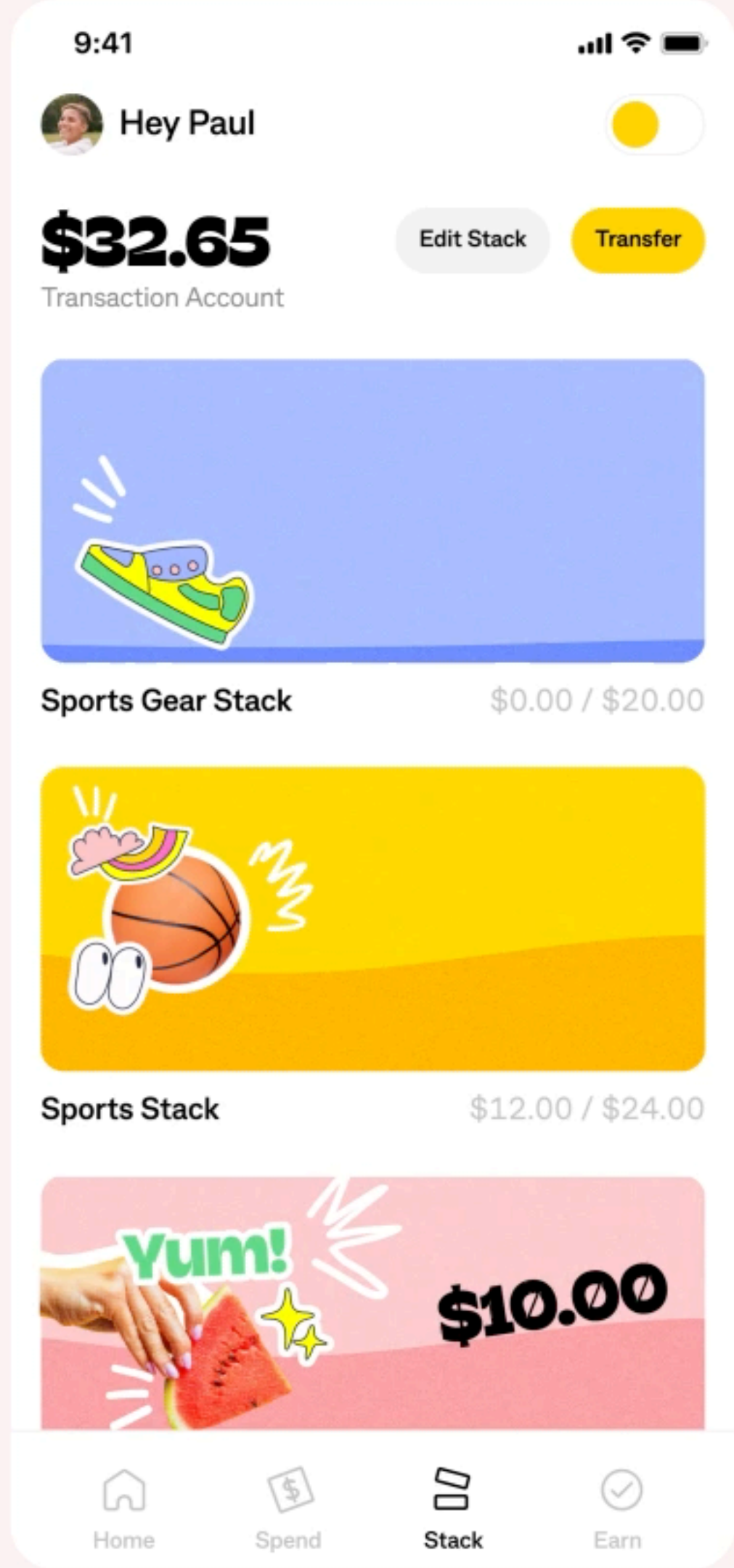
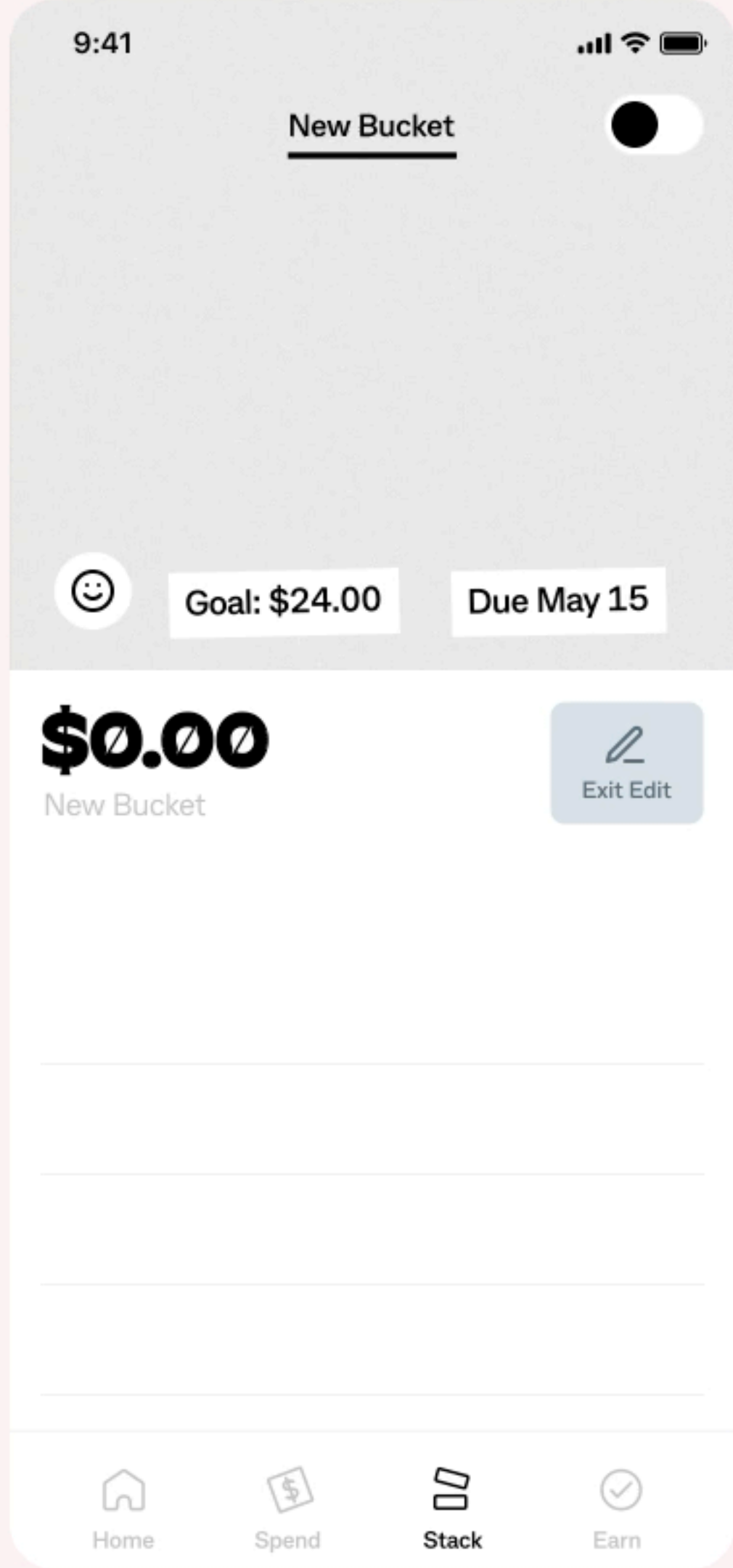


Kit

Built by







blink FITNESS

[BALANCED ACHIEVERS 17%]

Most Millennials are ambitious Millennials who recently moved to New York with the highest intent to start their own career.

Getting well and parenting regularly has always been part of their DNA and often a true balance that is well-played in their lives across through career, family, health and mental clarity. Various digital products (e.g., food delivery) would help her stay on track.

She values working out and staying fit through her stress levels and takes it back and forth to her activities for different ages. More of her time is spent on the gym and in a lot of social and group. She is a high achiever in some areas, fitness and goals, as well as a weekend rest along with others.

When it comes to goals, she aims to start her own business but will need to be in an environment where she can help her manage a fitness business and keep things fun.

DEMOGRAPHICS

- 57% FEMALE
- 51% WHITE
- 56% WORKS FOR HR
- 40% WORKS FOR TECH
- 66% HAS A BOSS
- 55% HAS A BOSS

STRESS & PSYCHOLOGICALS

- 140 Percent of respondents who work for a boss
- 59% Respondents who work for a boss
- 38% Of respondents who work for a boss
- 75 They are most important when choosing to work out

[CONFIDENT TRAILBLAZERS 15%]

Most Millennials are confident trailblazers who are looking for a challenge in their career and are looking for a job that is a challenge and offers a lot of growth. They are looking for a job that is a challenge and offers a lot of growth. They are looking for a job that is a challenge and offers a lot of growth.

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The gym fitness is a part of her overall fitness and she is looking for a gym that is a challenge and offers a lot of growth. They are looking for a job that is a challenge and offers a lot of growth.

DEMOGRAPHICS

- 50% FEMALE
- 58% WHITE
- 81% WORKS FOR HR
- 55% WORKS FOR TECH
- 57% HAS A BOSS
- 65% HAS A BOSS

STRESS & PSYCHOLOGICALS

- 137 Percent of respondents who work for a boss
- 157 Respondents who work for a boss
- 72 They are most important when choosing to work out
- 41% They are most important when choosing to work out

PRIORITY STRATEGY - 1 TARGET & 2 IMPORTANT SOURCES OF VOLUME

THE STRONG TARGET

- STRONG TARGET: 100%
- STRONG TARGET: 100%
- STRONG TARGET: 100%

IMPORTANT SOURCES OF VOLUME

- IMPORTANT SOURCES OF VOLUME: 100%
- IMPORTANT SOURCES OF VOLUME: 100%
- IMPORTANT SOURCES OF VOLUME: 100%

OPPORTUNITY SOURCES OF VOLUME

- OPPORTUNITY SOURCES OF VOLUME: 100%
- OPPORTUNITY SOURCES OF VOLUME: 100%
- OPPORTUNITY SOURCES OF VOLUME: 100%

CATEGORY EXPERIENCE MAP

START WELLNESS JOURNEY

GYM PREPARATION

WORK OUT

ACTIVES

MEASUREMENTS

CHALLENGE TARGETS

CONSUMER TOUCHPOINTS

CONSUMER PRIORITY

OPPORTUNITY ANALYSIS

POTENTIAL TOUCHPOINT OPPORTUNITIES



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 against a dark background filled with stars. The hand is positioned at the top, with the fingers wrapped around the orb. The orb has a bright, circular center that fades into a darker, textured outer layer. The background is a deep black with numerous small, white stars of varying sizes scattered throughout.

**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



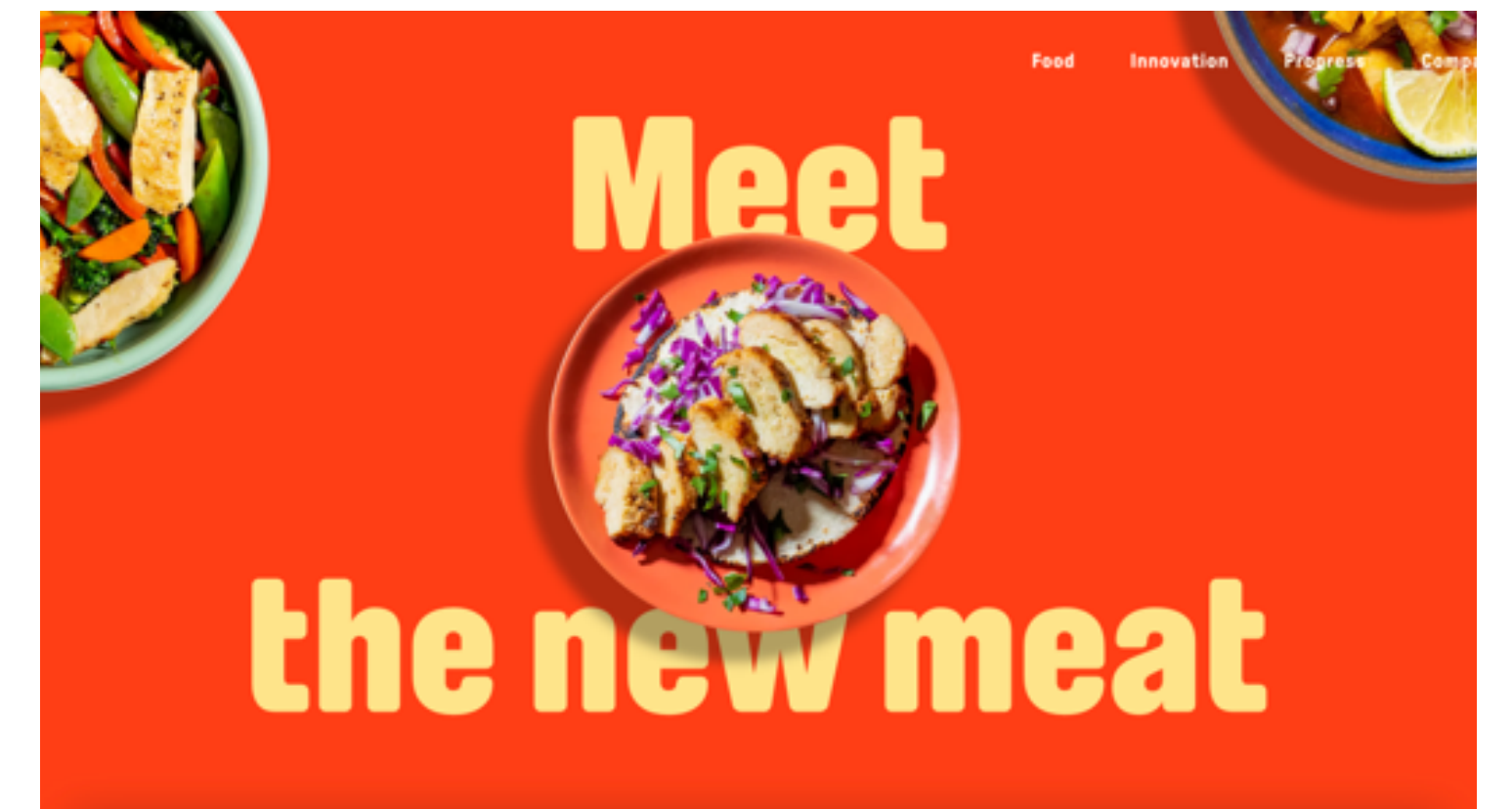
Refresh

New flavours or formats



New to business

New aisles or categories

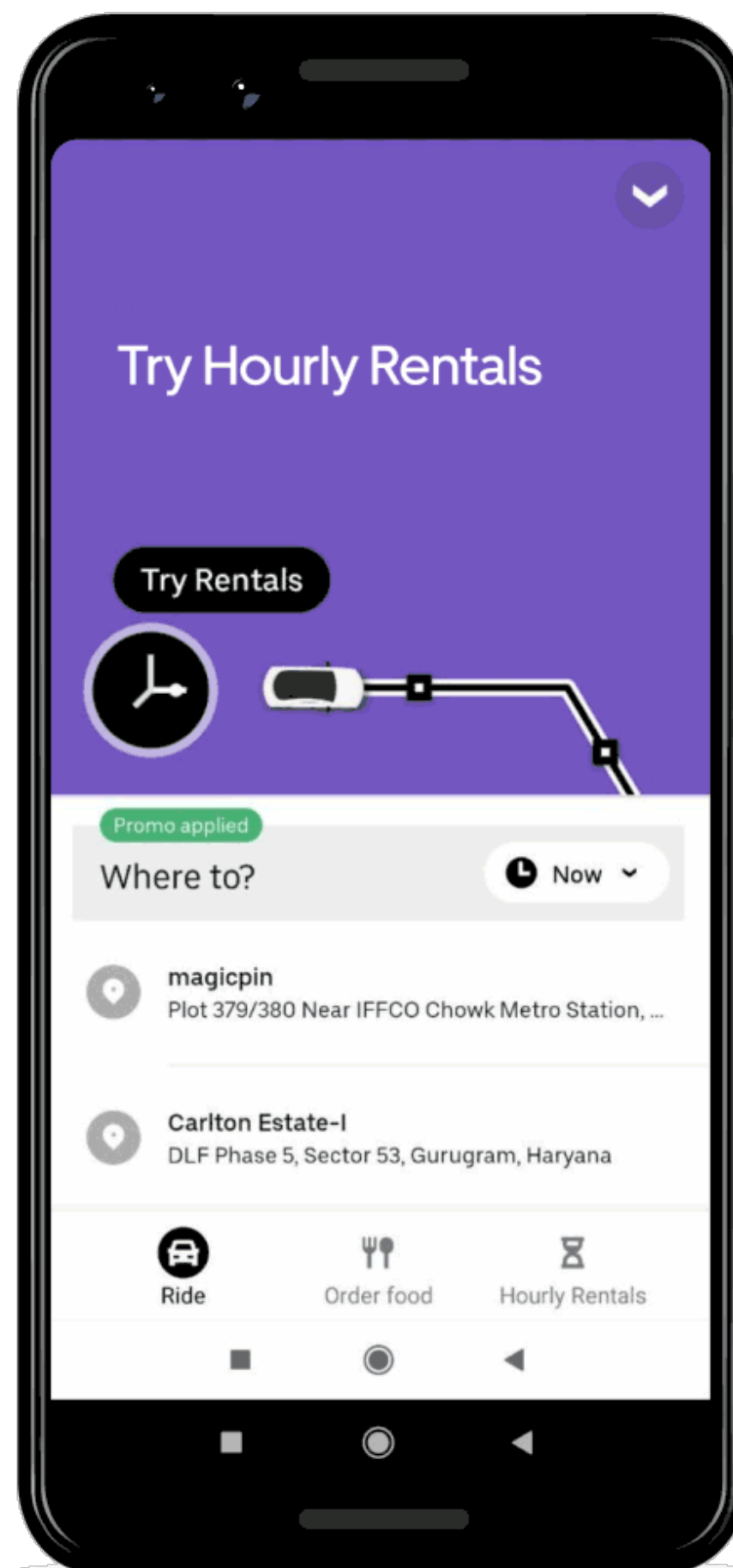


New to world

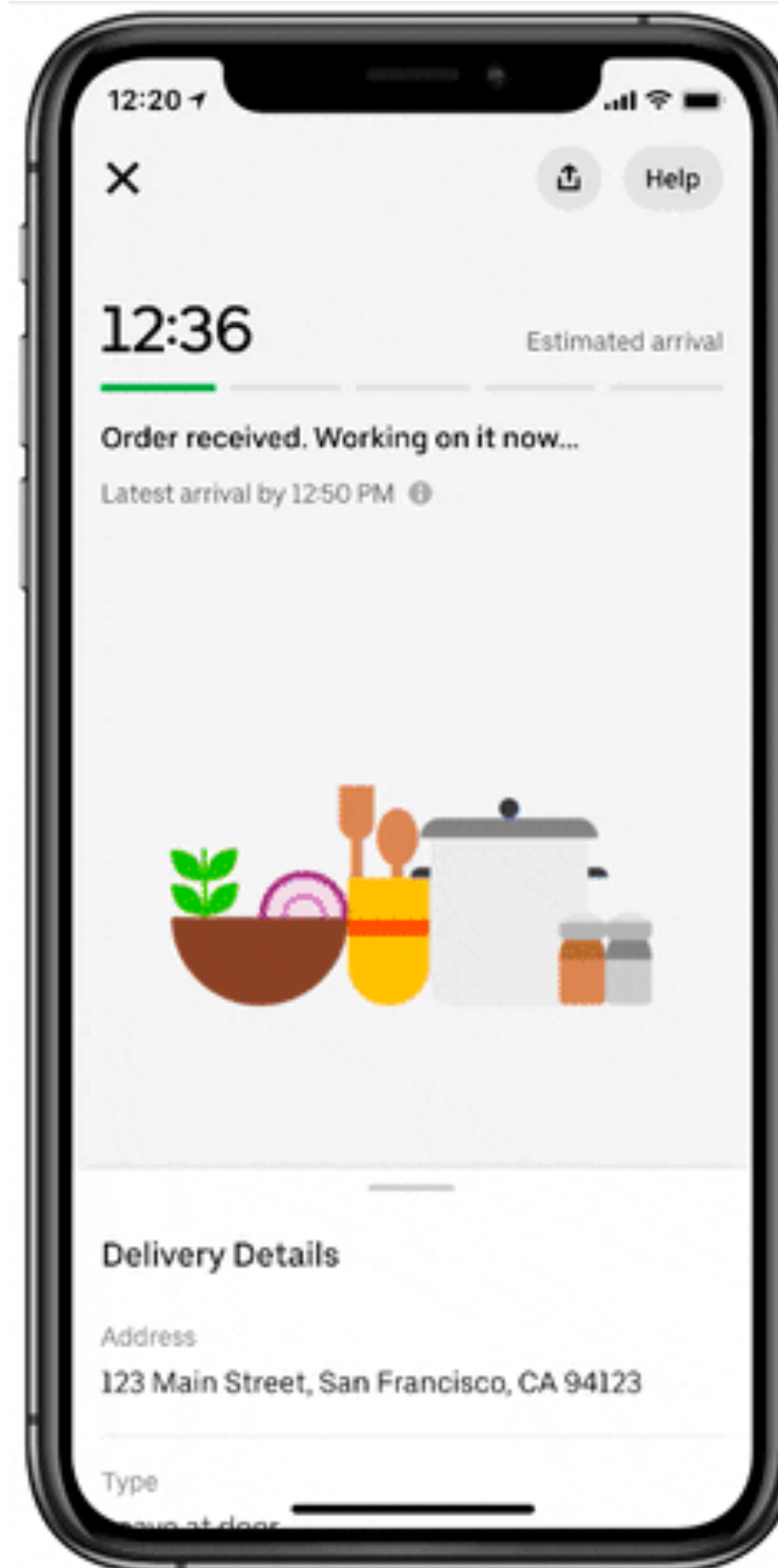
New technology

AND TYPES OF INNOVATION

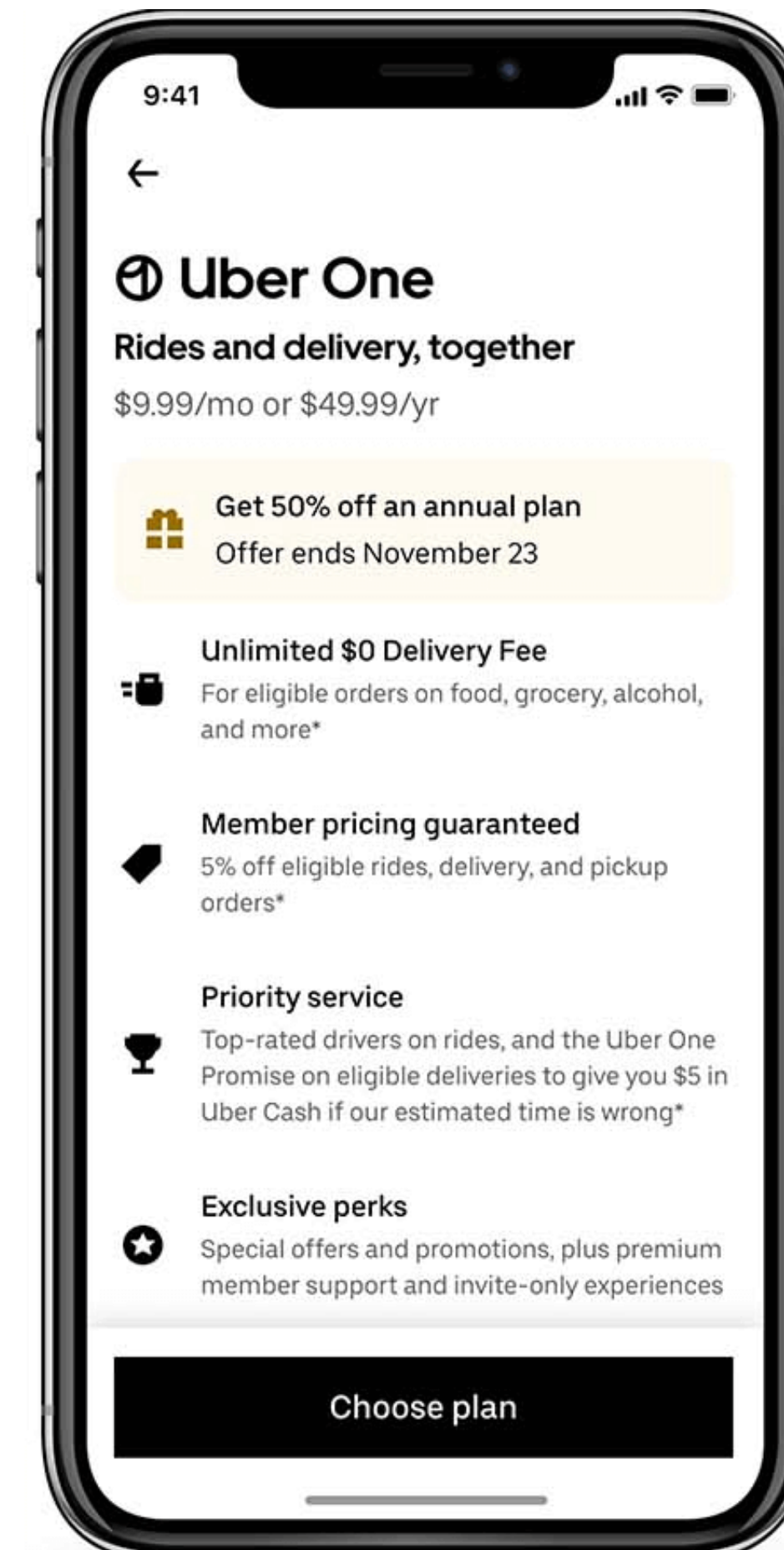
EXPERIENCE



PRODUCT



BUSINESS MODEL



TWO KEY OBJECTIVES



1.

Drive penetration

Attract new consumers
to the brand

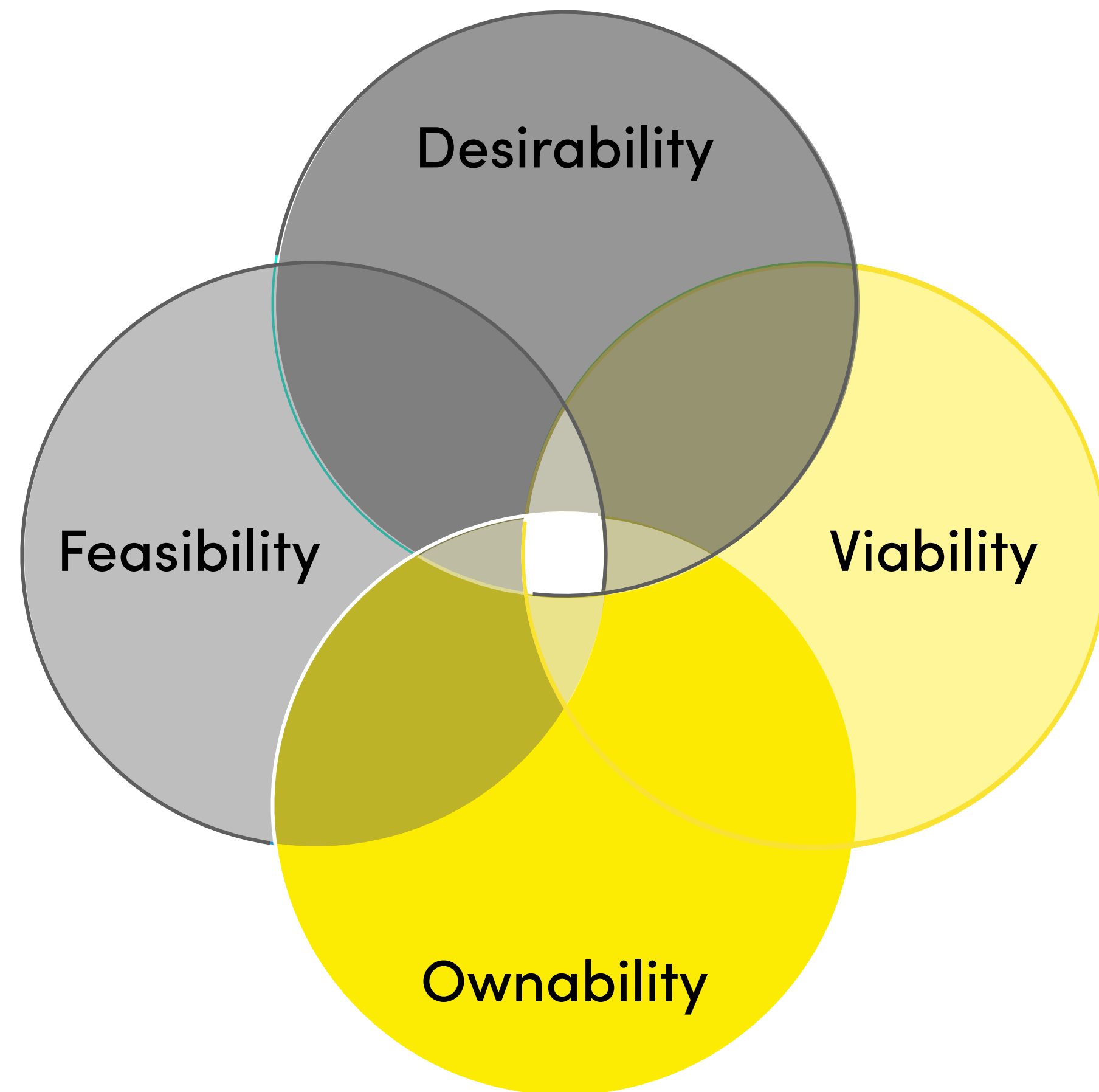


2.

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



MINTY FRESH LASAGNA



BUT WHEN YOU DO IT RIGHT...



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OPEN HOUSE





We mapped key opportunities to develop our Strategic Roadmap & identify several Quick Wins.



Dispensed beverage actions.



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?**

NOT WHO YOU'D EXPECT!



Conventional path

Graphic Communications,
Marketing, Interaction Design,
Media



Unconventional path

Nutrition, French, Languages, History,
Information Technology, English Language,
Recruitment, Professional Rugby

HOW IS THAT POSSIBLE?

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.

BUT MOSTLY IT'S ABOUT A SHARED GROWTH MINDSET



1.

Being consumer obsessed – having an insatiable curiosity to understand what makes people tick and telling stories



2.

Always asking questions – challenging assumptions and asking “why”



3.

Working tirelessly to connect the dots and spot patterns – synthesizing information to drive clarity



4.

Being relationship oriented – at the end of the day, this is a people business



5.

Being flexible, agile and comfortable with ambiguity

Thank
you



M&GSAATCHI

clearstrategy.com

Re

re.design





ANY QUESTIONS?