



2012

gemas  
**effie**  
**awards**  
**mena**

# Planning for Effectiveness

Judd Labarthe  
19 June 2012  
Dubai



Marketing myths	11 million
Marketing mistakes	14 million
Marketing disasters	15 million
Most effective marketing campaigns	34 million

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People don't need marketing as we know it.

People are craving entertainment, education, experiences that are meaningful and relevant to them, to their needs, to their wishes.

And they want it now.



# 10 principles for maximizing brand profit.

#1

Think of your marketing as  
storytelling, not warfare.\*

\*(reframe the role of conflict, and  
balance it with empathy.)

## #2

Ask not „why should people buy?“  
but rather „why should they care –  
and what’s keeping them from  
caring already?“\*

\*(approaches based on emotion are more memorable, and more effective, than hard-sell.)

#3

Focus on a few simple,  
clearly defined objectives.\*

\*(and be sure you know why each is important.)

#4

Measure your progress against  
each goal you set.\*

\*(but don't settle for intermediate measures.)

#5

Don't fall into the loyalty trap.\*

\*(breadth of appeal trumps depth of appeal.)

#6

Aim to build trial – by building reach  
among category buyers.\*

\*(previous brand purchase is the  
single strongest predictor of future purchase.)

#7

Build reach – by maximizing visibility  
among category buyers.\*

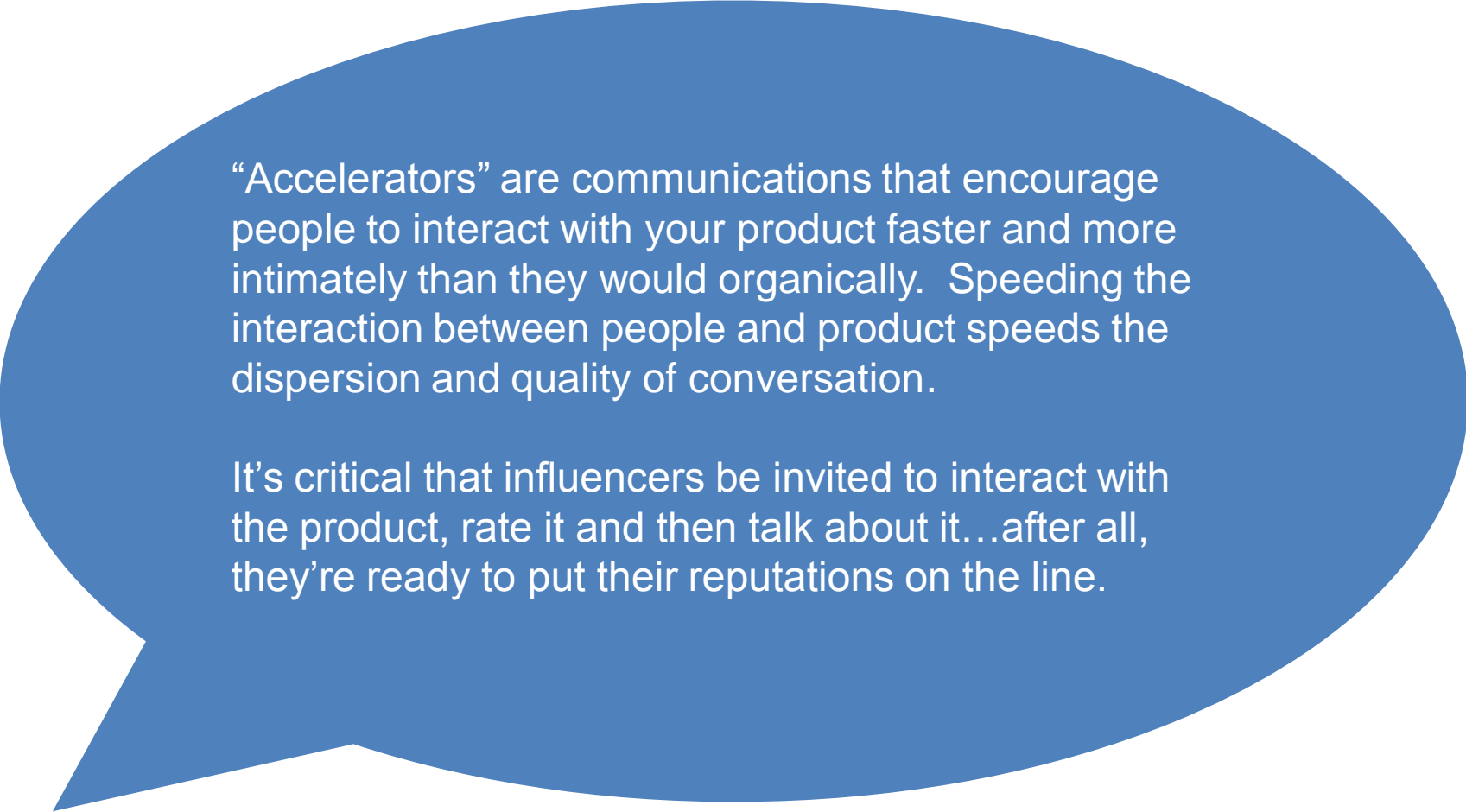
\*(participation helps – but don't  
make the ,ask' too big.)



#8

Accelerate people's interactions  
with your brand.\*

\*(getting people to talk about your product  
is much better than just getting them  
to talk about your ads.)



“Accelerators” are communications that encourage people to interact with your product faster and more intimately than they would organically. Speeding the interaction between people and product speeds the dispersion and quality of conversation.

It’s critical that influencers be invited to interact with the product, rate it and then talk about it...after all, they’re ready to put their reputations on the line.

90 / 9 / 1

really means

1 → 9 → 90

one unit of advocacy  
=  
62 units of conversation

#9

Give something away early on.\*

\*(pay close attention to which people respond and what they do with it.)

Getting people to talk is easy,  
if you know what to give them.

# FACES principle

freebie

contribution

service

amusement

empowerment

#10

Measure. And learn.\*

\*(what was supposed to happen?  
what did happen? why are they different?)

how was my campaign  
**supposed to work?**



# the „by, by, by“ model



to increase the number of police recruits



by increasing the quality of the applicants



by challenging the best applicants and putting off the rest



by dramatizing how hard it is to be a good police officer



by showcasing some of the toughest situations they face



by getting „tough“ celebrities to talk about how hard they'd find it to do a good job

# specific KPIs at each level\*



\* to increase the number of police recruits

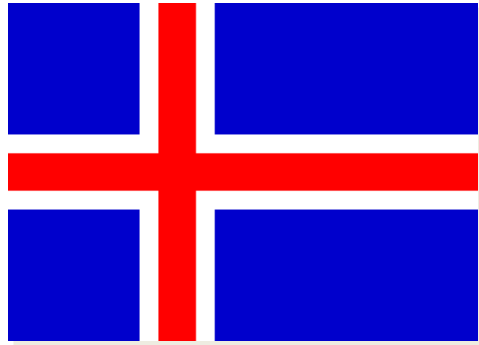
\* by increasing the quality of the applicants

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\* by dramatizing how hard it is to be a good police officer

\* by showcasing some of the toughest situations they face

\* by getting „tough“ celebrities to talk about how hard they'd find it to do a good job



Help! Our banks blew up just a year ago,  
and now our island is exploding too!

to increase the number of visitors 10% above forecast



by increasing consideration



by reversing the negative opinions



by showing Iceland is a safe place to visit



by ??????????



## THE CONVENTIONAL COMMS MODEL

TARGET



ROLE FOR COMMS



MAIN MESSAGE



LEAD CHANNEL



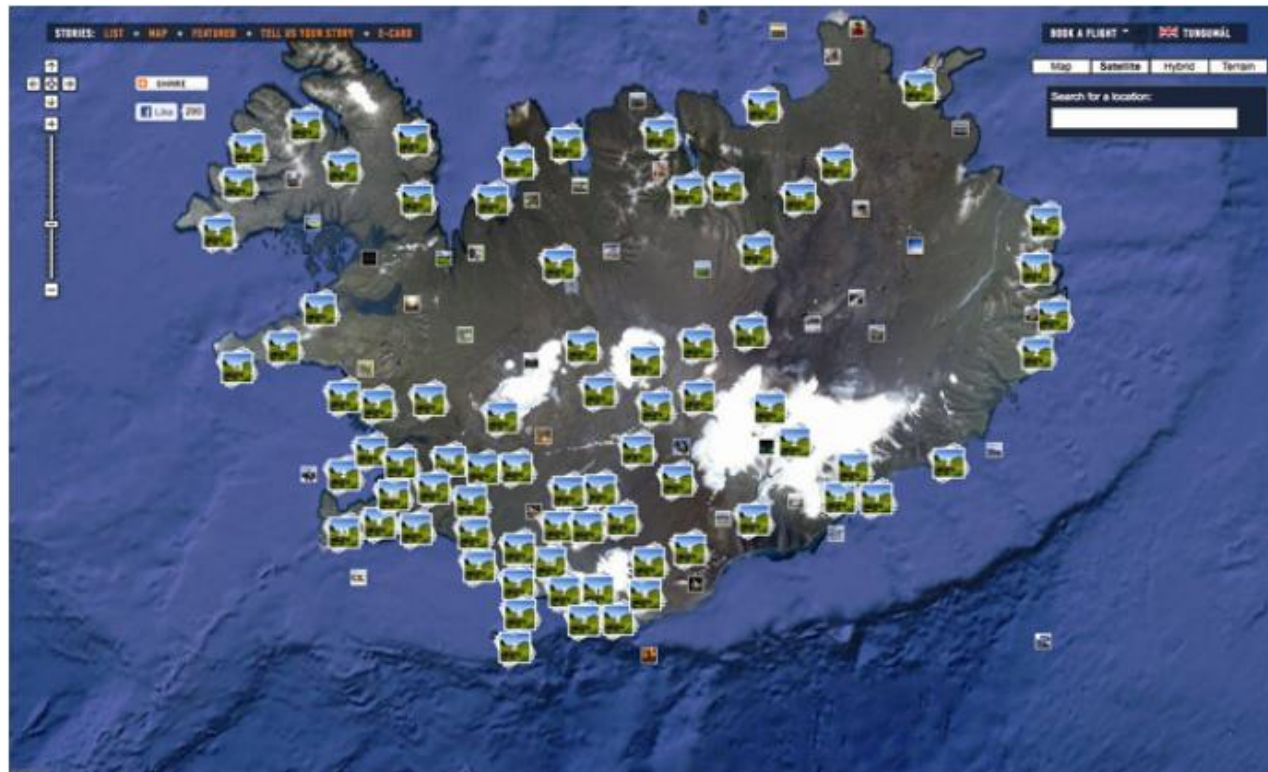
By flipping the traditional travel-comms model and using the people of Iceland (and its fans) to tell the world that Iceland is “open for business.”

By combating evil with good.

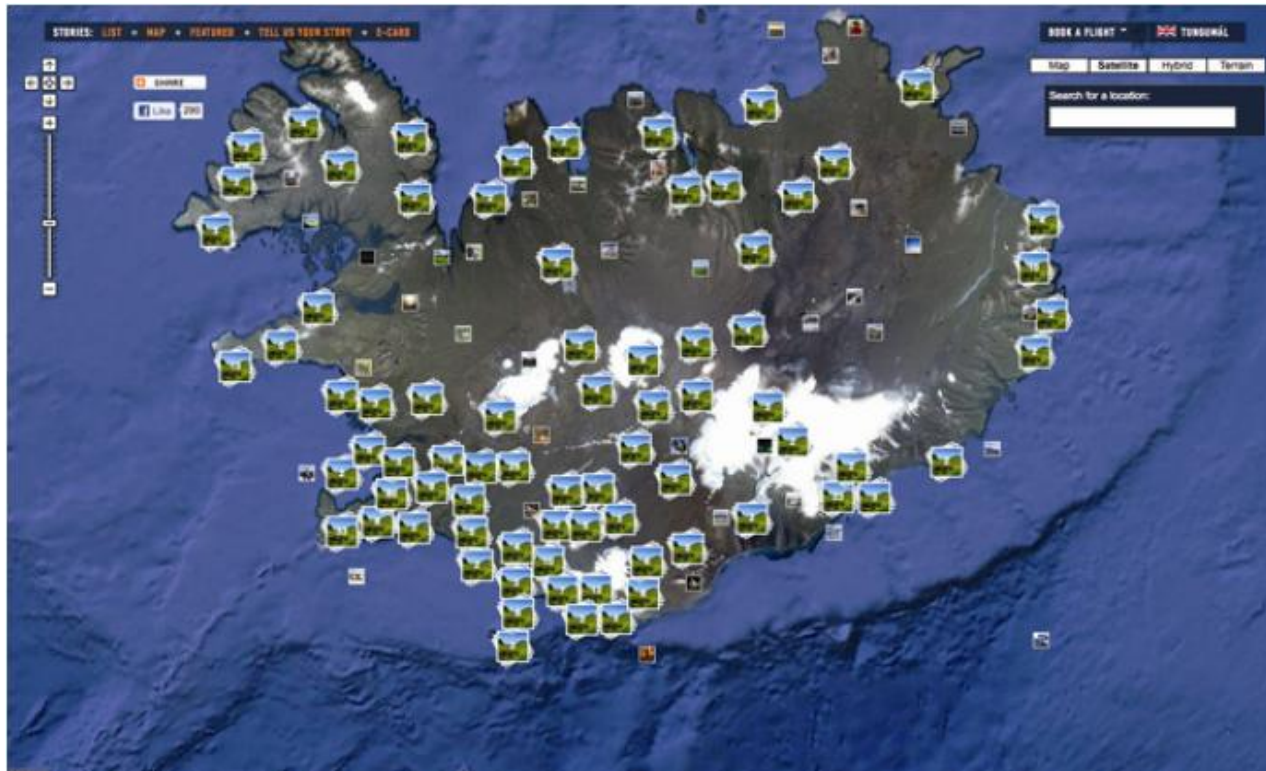
# A CYCLE OF NEGATIVITY



By appealing to national pride.



“Iceland Hour” stopped the country, getting 27% of the population to go online and send a video abroad.



By tapping high latent advocacy among previous visitors.



COME AND BE  
**INSPIRED BY ICELAND**

# ICELAND: THIS SUNDAY

Every Sunday, as usual for the last 1100 years, nature has given us some good excuses to go out and explore. From the glaciers to Landmannalaugar, Iceland is more awake than ever. Now is a great time to visit.

For more information and to tell us how Iceland inspires you, visit [www.InspiredByIceland.com](http://www.InspiredByIceland.com)



By inspiring, facilitating and sharing very personal stories.

**INSPIRED BY ICELAND** Friends Inspired by Iceland 103

01:05 vimeo

**WHILE IN REYKJAVIK**

What is happening in Reykjavik, right now? Find out!

LIVE

**SHARE YOUR STORY**

Tell us about your adventure in Iceland for a chance to win a trip back to Iceland!

MORE



SHARE Like 4K Follow us on: f t

**TELL US YOUR STORY** - See the stories about Iceland and tell your own.

HIDE NAVIGATION

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Iceland is waiting for you with its wide variety of things to do.  
see more

**ICELAND LIVE**  
Live stream of Icelandic nature.  
see more

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Music inspired by Iceland.  
see more

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**SEND E-CARD** 



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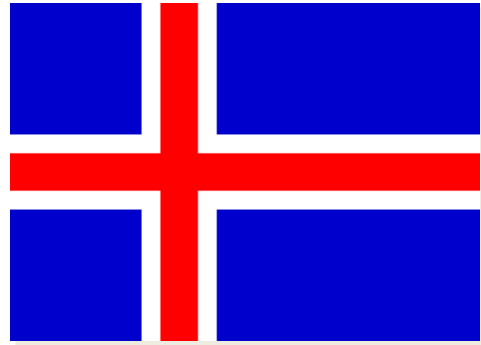
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SHARE Like 127

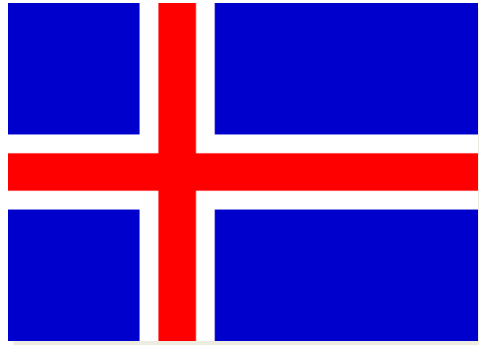
Windows taskbar with icons for Internet Explorer, File Explorer, VLC, Office, Word, Firefox, PowerPoint, PDF, and Adobe Reader. System tray shows DE, network, volume, and date/time: 12:11 03.10.2011

# Inspired by Iceland Video

<http://youtu.be/-AAooSUqO1g>



Budget	£2 million
Visitors	+27% vs. forecast 72,794 from Europe
Revenue	£1750 per visitor additional £127.4 million
ROMI	62.7:1



Acute problem

+ Scant resources

+ Unexpected strategic approach

+ Charming creative work

= Gold Euro Effie, Grand Prix (Best Use of Social Media)