

Decoding Marketing Effectiveness in Asia

EDWARD PANK
MANAGING DIRECTOR, WARC APAC

WARC[^]

**Our purpose is to
save the world from
ineffective marketing**

Cannes Lions 2019
Insights from the Creative
Effectiveness winners



Asian Strategy Report:
Lessons from the 2019 WARC Prize
for Asian Strategy

Asia's anatomy
of effective

Regional perspectives on

Get your
marketing plans

2020-
ready

WITH THE
MARKETER'S TOOLKIT

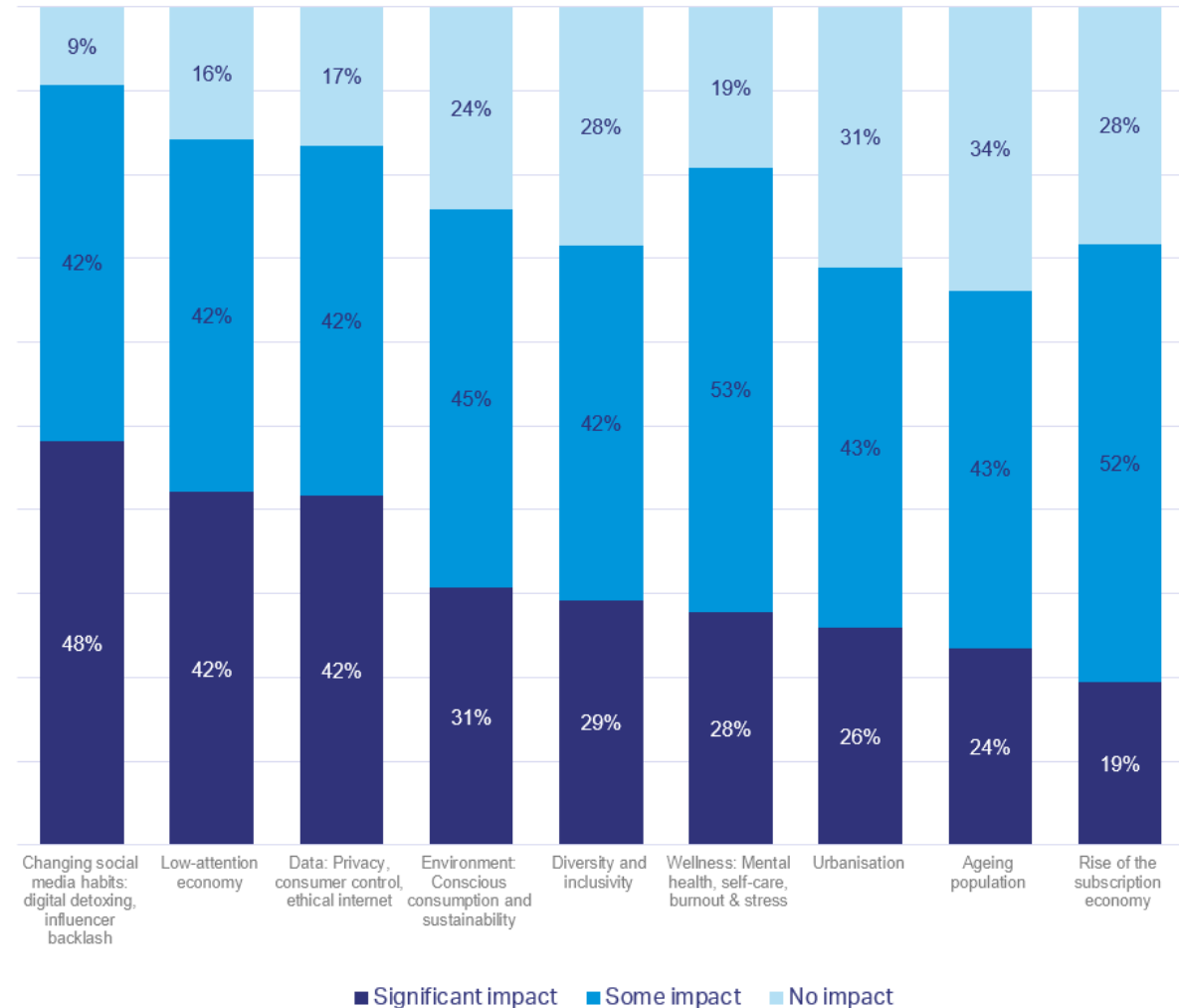
MAKE
IT
WARC

Synthesised trends and insights

Changing social, low attention economy, data privacy top Asia concerns

SOURCE: THE MARKETER'S TOOLKIT 2020

How great is the impact of each of the following societal topics and consumer concerns on your / your typical client's 2020 marketing strategy?
Asia specific data.



Marketing Effectiveness Trends in Asia

1

Brand is back

2

**The power
of the real**

3

**Embracing the
challenger mindset**

4

**Reposition
with rigour**

1

**Brand
is back**

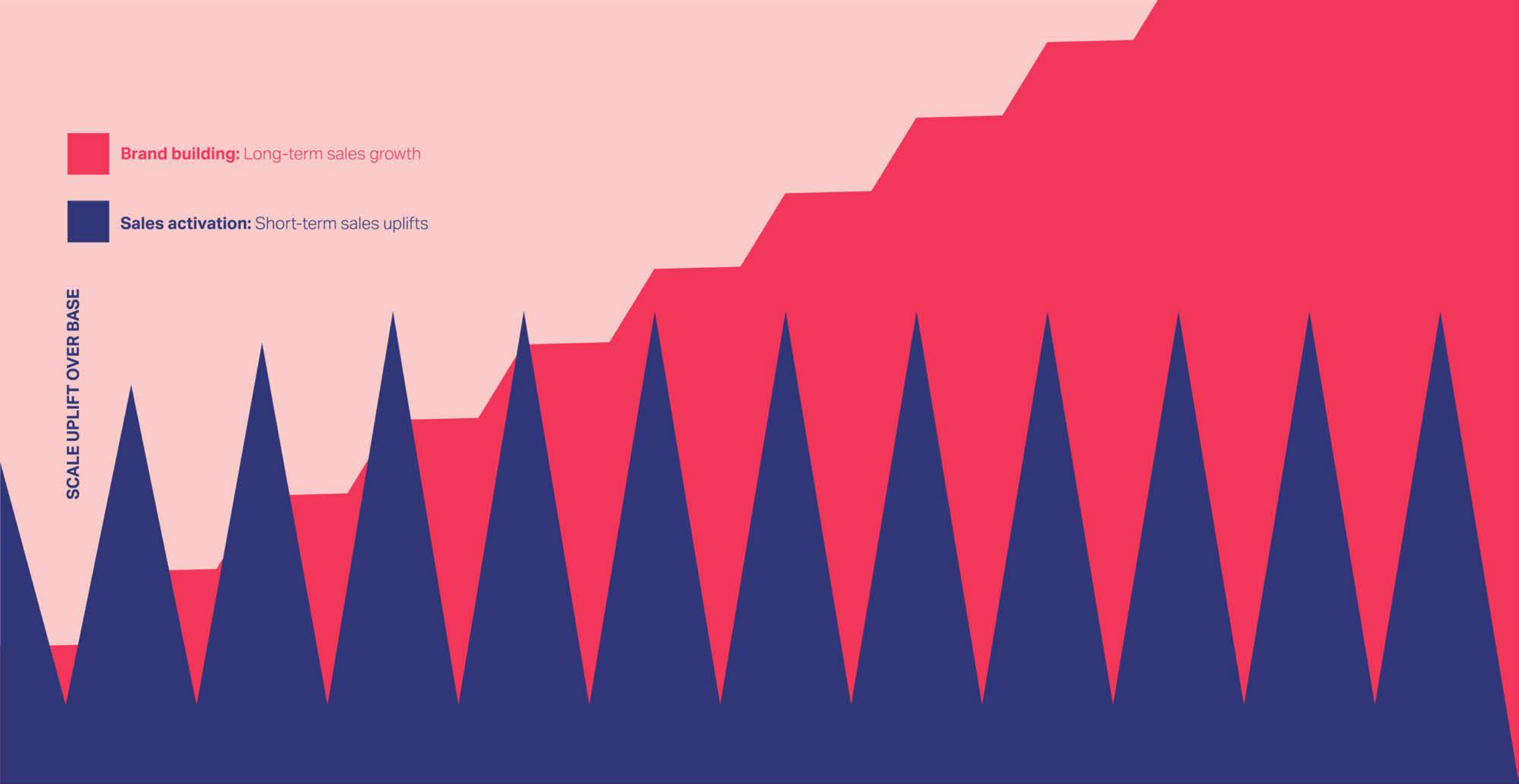
The pendulum is swinging back

70% of respondents in WARC's 2020 Toolkit believe brands have over invested in performance at the expense of brand

CMO Growth Council looking for new brand metrics to help shift budget back.

Forrester advised industry to shift \$19bn out of tech and into creative brand-building over the next six years.



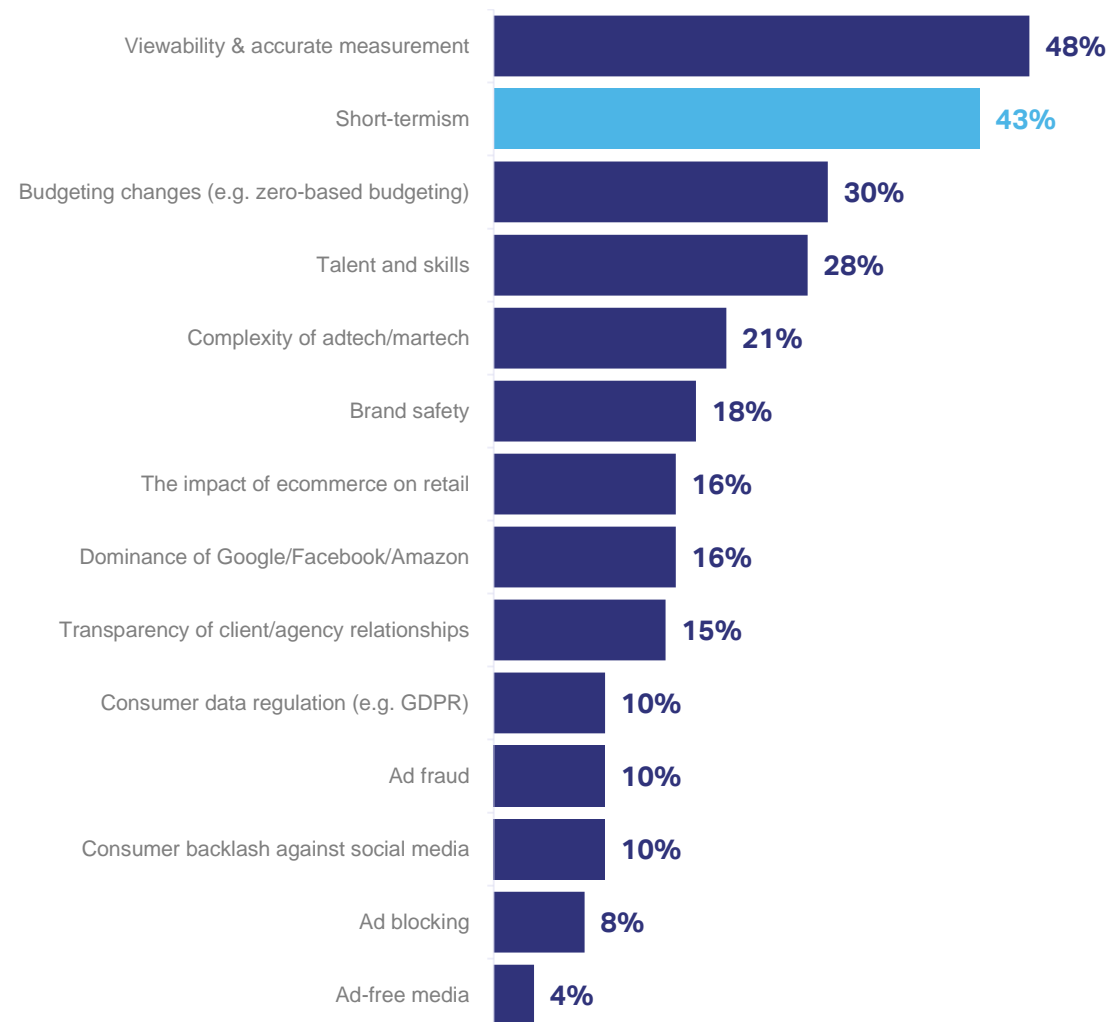


Source: Les Binet & Peter Field, 'Marketing in the Digital Age', 2016

Short-termism the second biggest concern in Asia - 43% of respondents in Asia chose short-termism compared to 45% globally

SOURCE: THE MARKETER'S TOOLKIT 2020

When drawing up your marketing plans for 2020, which of the following industry issues are the biggest causes for concern? – Asia specific data



77%
agreed that
brands need to
take a stand on
social issues

SOURCE: THE MARKETER'S TOOLKIT 2020





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In a low attention economy, people will always find the time for things **that matter to them deeply.**

Umma Saini, Brand & Creative Lead, Google India

The image is a promotional advertisement for Tesco's 'Unforgettable Bag'. It features a central photograph of a blue plastic shopping bag floating on the surface of the ocean. The bag is partially submerged, with its top and handles visible above the water. The background consists of a vast blue sea meeting a light blue sky with scattered white clouds. The overall tone is positive and eco-friendly.

TESCO

UNFORGETTABLE BAG

Tesco: Unforgettable Bag

Instead of trying to make people feel bad for forgetting to bring a bag, Tesco rewarded them for bringing them back with wide appeal to every type of shopper.



TESCO
///

UNFORGETTABLE IBAG



Berger Paints: Truck Art Child Finder

Paint brand Berger Paints partnered Roshni Helpline and leveraged the unique truck art tradition to locate missing children in Pakistan.



Stayfree: Project Free Period

Feminine care brand Stayfree created a provocative social initiative in India to drive genuine change in the lives of marginalised women.

Johnson & Johnson

Stayfree

Project

Free
Period

Faces hidden to protect identity.

2

The power
of the real



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**Brands have to live in
the digital reality but
they can't be defined
by it;
they need to have
some kind of
connection to a
physical space**

John Seifert, Chief Executive, Worldwide, Ogilvy

The rise of the stunt



Snickers: Hunger-Free Airlines



Greenpeace Philippines: Dead Whale



Calm 84



UN Women: Bridal Uniform

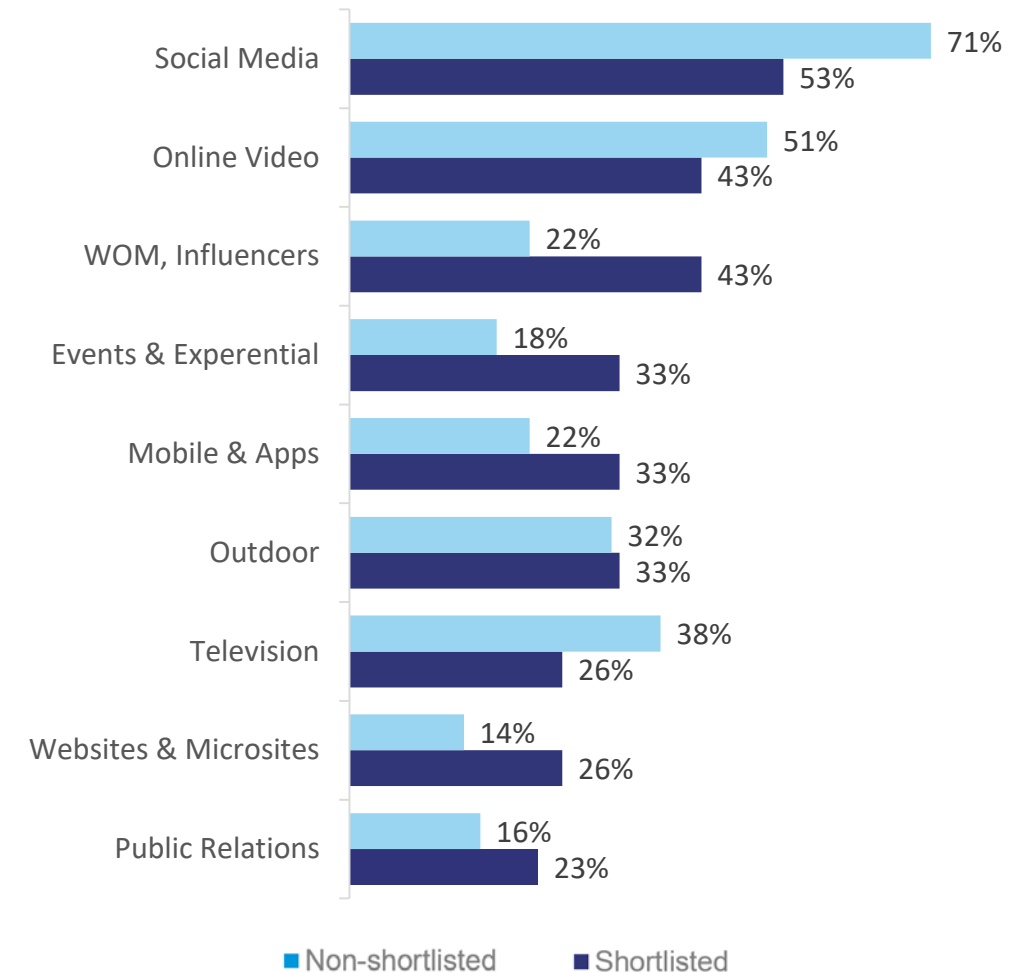
UN Women, achieved social and political change around the issue of child marriage in Pakistan with its Bridal Uniform campaign.



Experiential, influencers, Mobile, Web, PR over index in the shortlist

SOURCE: WARC ASIA STRATEGY REPORT

Media used – 2019 shortlisted vs. non-shortlisted (selected channels)



3

**Embracing the
challenger
mindset**

How big brands can adapt to the threat from small insurgents

- Be inspired by the insurgents
- Remember and refresh what made you famous
- Re-discover the advantages of scale
- Be an agile giant – relentlessly renovate the core



SOURCE: WARC: BEST PRACTICE GUIDE



KFC Colonel KI

KFC had made the gamer community a core pillar of its communications in China since 2015 but with more brands involved, KFC wanted to build a deeper engagement.



KFC Pocket Store

KFC launched online pocket stores over Christmas on WeChat to encourage sales across China, resulting in a sales increase 900% over target



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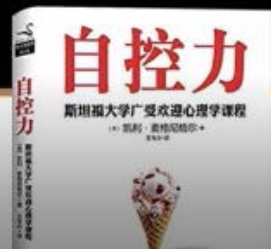
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你是一本《且以优雅过一生:杨绛传》

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每个人都是
一本书



Amazon: Everyone is an amazing book

Prime Reading, a part of Amazon Prime's subscription-based service, wanted to revive the Chinese people's love of reading by matching the consumer's personality to an individual book

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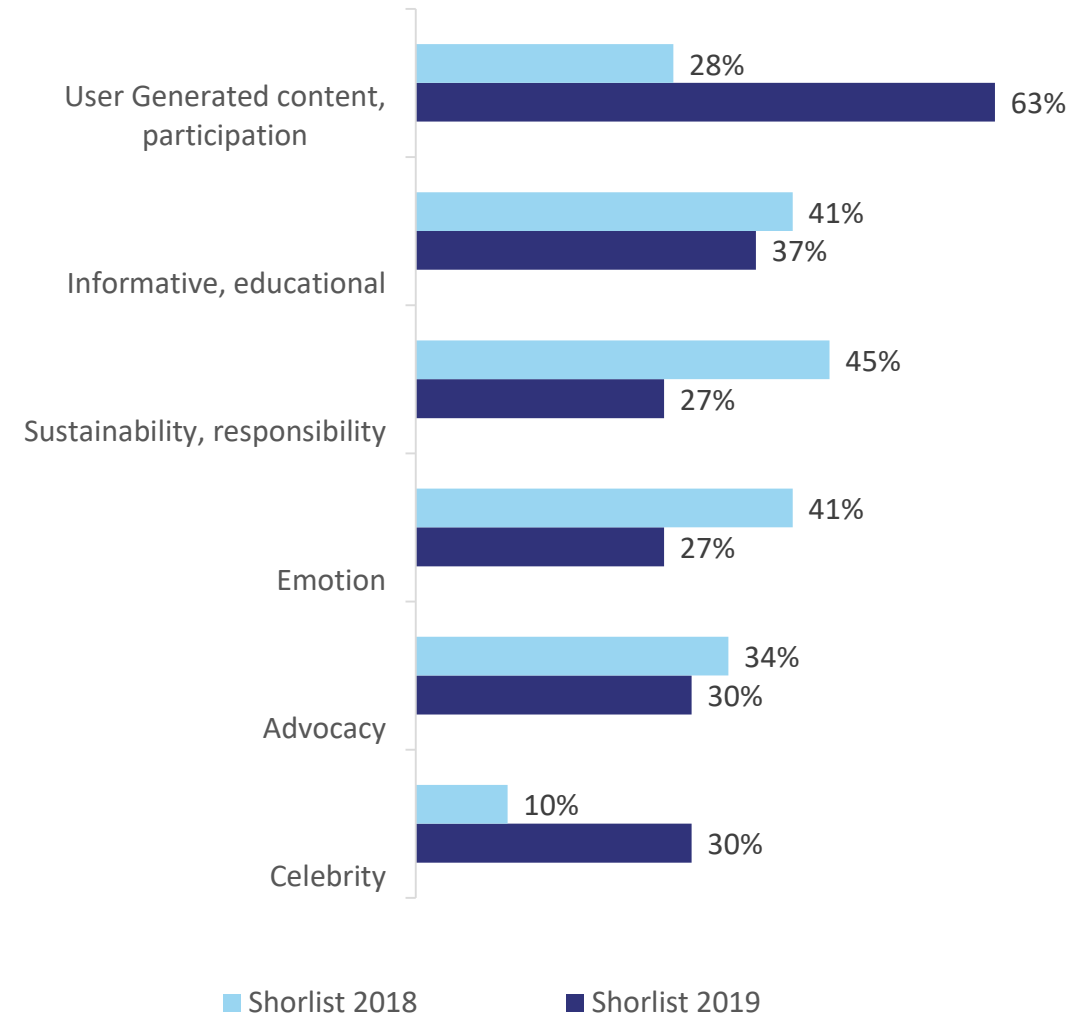
www.warc.com © 2019



Participation more than doubles year on year

SOURCE: WARC ASIA STRATEGY REPORT

Creative strategy – 2019 shortlist vs. 2018 shortlist (selected strategies)



4

**Reposition
with rigour**



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**You need to know
the codes of the
category if you want
to break them. And if
you're bold enough,
you can even
reinvent them.**

Natalie Gruis, Head of Strategy International TBWA



Pond's Body Builder

Skincare challenger brand Pond's Men leveraged a new way of thinking to shake up a tired category and reverse declining sales in Indonesia.

Cracking the men's grooming code

	Typical category code	Disruption device
Role of communications	Problem – solution	Entertain
Male portrayal	Alpha Male	Average Joe
Emotional space	Individual achievement	Everyday relationships
Tonality	Action	Empathetic humour
Channels	TVC – led	Social-first





Income: The best gift for your child is a retirement plan for yourself

Singapore's local insurer, Income, tackled the ingrained values of Singaporeans to prompt a national (and global) conversation about retirement planning.

THE WORST PARENTS IN THE WORLD

Key Takeaways

1

Brand is back but we
MUST build and measure
for the long term

2

Brand experience should be
anchored in the real to
maximise digital reach

3

Be inspired by the
insurgents, become an agile
giant and renovate the core

4

Crack your category
codes and reposition to
survive and thrive

Get your
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