



ISBA ANNUAL CONFERENCE 2019

Key Take Outs

Suzanne Surridge
Head of Retail Comms, Cirkle

| ISBA ANNUAL CONFERENCE

Our Head of Retail Comms, Suzanne Surridge recently attended the **ISBA Annual Conference** one of the industry's most anticipated thought leadership platforms.

High profile speakers included

Unilever, ebay, Sky, P&G, Facebook, Google discussing topics covering **transparency, accountability, equality & diversity** and **measuring effectiveness** - looking at how these have impacted the industry as well as making their arguments for the future.

ISBA is the trade body representing UK advertisers.

Read on for our top take-outs.



Cirkle is an award winning PR & Digital agency working across consumer brand, retail and lifestyle sectors



| 1. BUILDING BACK TRUST

Keith Weed, CMO - Unilever

As President of the Advertising Association, Weed spoke about building trust back into the industry, as 37% of people trust advertising less than they used to.

He stressed the importance of understanding the problem, which he outlined as the **'Seven Deadly Sins of Advertising'**

1. Reduced quality of ads in terms of standards and creativity
2. Inauthentic - fake accounts, engagement, followers
3. Data: 73% of people across Europe have a concern relating to the safety of their data
4. Advertising being responsible for funding bad activity
5. Fake news
6. Personalisation - more than 50% of people age 35+ find it annoying
7. Bombardment - average consumer exposed to up to 10,000 brand messages per day, so begin to screen them out

To address the problem, he advocated engaging industry solutions, outlined in a **five point action plan**, which forms the basis of a White Paper led by the Advertising Association's Council, entitled, **'Arresting the Decline of Public Trust in UK Advertising'**

1. Reduce advertising bombardment
2. Reduce excessive advertising frequency and re-targeting
3. Ensure the ASA is 'best in class'
4. Ensure that data privacy matters
5. Show that advertising can drive social change



Weed also gave his thoughts from his perspective as CMO for Unilever, with a belief that focusing on the power of great creative is the key to driving trust back into the industry from a brand perspective.

Things to consider when building great creative:

- 1. INTERRUPTION** e.g. Marmite Gene Project, Born a Lover or a Hater
- 2. HUMANITY** a deep understanding of people e.g. belVita Next Stop: Good Mornings
- 3. PURPOSE-DRIVEN** e.g. Bisto Together Project, Spare Chair Sunday
- 4. BRAVERY** does the idea make you feel nervous and excited? e.g. Just Do It, Voice of Belief, narrated by Serena Williams
- 5. CREATIVITY** simple yet powerful ideas that make the hairs on the back of your neck stand up e.g. John Lewis, The Boy and The Piano





| 2. REDISCOVERING THE HUMANITY OF TECH.

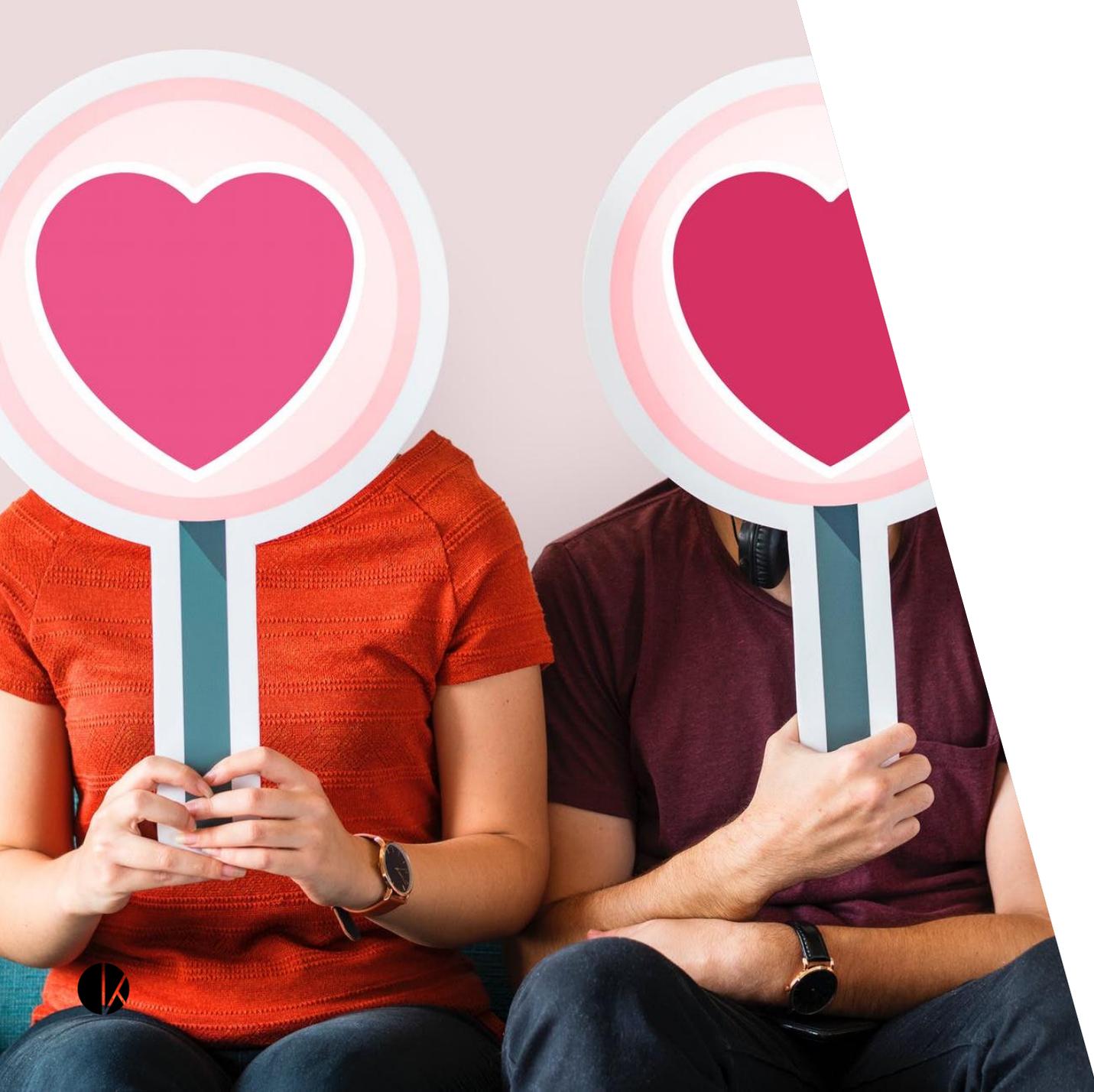
Rob Hattrell, Vice President
eBay UK

The interaction people have with eBay reveals a lot about what makes a person uniquely them.

The example Hattrell gave was an 86-year-old man who was looking for a VHS player to play all his old videos. eBay received a thank you letter from him explaining that by connecting him to the seller, it delivered on his unique need, as he was able to watch videos and relive important memories that he previously couldn't access.

Therefore, Hattrell believes **technology is not there to replace humanity, it is there to service humanity.**

By doing this well, eBay finds that customers tell the brand story for them by bringing to life their success stories of finding a product that makes them uniquely them.



3. BUILDING SUSTAINABLE RELATIONSHIPS

Between Agency and Client

Panel of representatives from client-side (Sky) and agencies covering three main topics

- 1. Conversations around marketing spend** with CFOs and procurement can be a challenge but cost is not the key driver for sustainable relationships. Brave conversations are needed to shift the dial to discussions around paying fairly for good work, as if you pay poorly, you won't get top talent
- 2. Discussion around in-housing of services** understand the desire for proximity and cost effectiveness but a well-managed agency relationship should add value that outweighs this, due to access to insights and training that are not easily done inside clients. Plus, when it comes to results, there's an element of marking your own homework in-house, using an agency gives that objective perspective
- 3. Best practice guides to building long-standing relationships** e.g. a good pitch guide – taking into account the commercial interests of agencies and clients and work flows

| 4. MEDIA 2024

What does the future look like?

Speakers:

Gerry D'Angelo, Global Media Director, P&G

Steve Hatch, VP Northern Europe, Facebook

David Dinsmore, Chief Operating Officer, News UK

Nisha Robb, Ads Marketing Director, Google

Themes to consider for the future include:

- **Assess the value of media** – work with ISBA and IPA to find solutions for cross media measurement
- **With Google putting out 400 hours of content every minute, in the face of this kind of volume, focus on keeping content safe.** It's a continuous effort and with machine learning and people - 98% of 'bad' content is caught before it's ever seen but the Internet has dark pockets and the industry must work with police and NGOs to make it safe. Facebook invests in this area and if investment levels reflect priorities, then this shows safety is a major priority
- **The role of TV** - it will retain its place in the marketing mix but not if you just look at linear TV, we need to look at the new ways that TV is being enjoyed and, in that sense, it still delivers the reach
- **News UK** is confident that news will still set the agenda for the day, like it always has





5. INFLUENCER MARKETING

Sarah Mansfield, VP Global Media
Unilever

Social media is big business for brands, with more than £1bn spent annually on Instagram. However, bad practice like follower fraud has led to platforms losing revenue and influencers losing influence.

Unilever is committed to:

- Transparency from influencers (won't work with those who buy followers)
- Transparency from brands (never buy followers)
- Transparency from platforms (prioritise partners who increase transparency)



Mansfield believes the key to working with influencers effectively is to seek out an authentic and purpose lead relationship for the long term. Focus on measurement beyond just reports and tracking engagement, take the time to research the impact that influencer relationship has had and speak to people to understand it properly.

Dom Scales, CEO & Founder, Gleam Futures explained that in 2010, the word 'influencer' didn't exist, it was just people who were posting on social media about things that they were genuinely passionate about. It was relatable, it was real and it was authentic.

In 2010 there were around 15,000 'influencers' generating \$0, now there are around 25m generating \$8bn.

As a result, Scales believes we have lost the true meaning of talent, in that anyone who posts content online has the potential to be called an influencer.

Therefore, he recommended that we need to get smarter with talent choices. We've become too obsessed with reach, hence feeding follower fraud.

Genuine, passionate people shift the dial and if an audience believes in an influencer, they have to believe the person loves the product they are promoting, which is why partnerships need longevity.

6. MARKETING EFFECTIVENESS

Speakers:

Libby Child, Founding Partner, Greengrass Consulting

Dr. Nick Pugh, Ebiquity, Head of Effectiveness

Mark Evans, Marketing Director, Direct Line Group

Janet Markwick, formerly Global EVP Y&R

Jon Webb, Managing Partner, Gain Theory

The panel discussed how marketing investment must show effectiveness and that there are more tools than ever available to track this.

1. One of the key barriers is the obsession with short termism. This doesn't allow enough time to demonstrate effectiveness.
2. Siloed organisational structures where teams are not sharing information and results and when a team member moves on, often a campaign does too.
3. The proliferation of metrics available can create confusion and lack of consistency.



To prove marketing and great creative delivers results, the panel advise creating a suite of tools that allow you to provide a consistent point of view ...

- 1. Choose c. 10 metrics** and pick those that are right and create a language around it that the whole company understands and buys into. It's important this is tracked and monitored.
- 2. Put a commercial objective** on every single brief. If it's not there, insist it's on there. Encourage curiosity and exploring new options, this becomes a cultural shift in an organisation and keeps you media agnostic and causes you to never settle.
- 3. Longevity needs to be driven by the leader**, be 'patient to let the capability grow and impatient to get there as quickly as possible'. To keep momentum, provide clarity on what success looks like and keep encouraging that curious approach. Most importantly, always celebrate success to build a long-term culture of measuring effectiveness.





| 7. DIVERSITY & INCLUSION

ISBA has a diversity and inclusion network in place and its members spoke about how they approach the topic.

They started their work by looking at people doing it well and conducted an audit of the types of communication they put out, they then enlisted supporters to help build an action plan.

The group stressed the importance of using insight for campaigns that is genuinely diverse and discussed the need for a change in briefing processes to ensure this happens, so that creatives are thinking about who the target audience really are. That means not making assumptions but actually going out there and speaking to these people and understanding their perspectives.

The panel's advice to help companies stay on track was to set goals, hold yourselves to account and keep communicating to stop unconscious bias creeping back in.



THANK YOU

To find out more, please contact
suzanne.surridge@ciracle.com

Ciracle is an award winning PR & Digital agency working
across consumer brand, retail and lifestyle sectors

ciracle.com @ciraclepr