



## **Retail management and marketing**

*The agency and the message*

### **NIALL O'KEEFE:**

Every product we've got, we consider what the right media will be to get the message away. I'd probably put it into two buckets if you like. One is when we're running short term promotional activity; we need to build awareness of that promotion very quickly. We maybe be running a promotion on a computer or television for 2 or 3 weeks so we have to effectively build a lot of awareness very quickly and we do that with traditional things like newspapers, we use the internet, we use banner advertising and of course our own websites for Currys and PCWorld and then we use television. So we can start running TV advertising in the middle of the week to drive demand for Friday, Saturday, Sunday, Monday as customers tend to shop in this business over the weekends. So we will put a media strategy together for a very quick, very high awareness that will dip away very quickly because it's a promotion. Or if you're talking about building a brand, then we'll do it over a much longer period and choose a different strategy so we may therefore use Cinema, we could use outdoor posters, we could again use television, we can use the radio, we can use the internet. Using the internet might mean our own websites, or it could mean social media sites, it could mean things like YouTube.

### **HEATHER ALDERSON:**

I mean as an agency what we sell ultimately is two things. We sell ideas ultimately and we would expect those ideas to be organising within a company, beyond the advertising. So in other words it ought to give businesses greater benefit than that expressed purely and simply in the advertising. So in respect of does advertising stop at the front door of the retailer, advertising itself may or may not do that. But the idea that might be inside the advertising doesn't stop at the door. It should be influencing service, it should be influencing the way that the products represent themselves in the retail environment. "Every little helps" as we mentioned before, is an idea that would be brought to life in advertising, was a governing idea throughout Tesco and brought benefits over and above what an advertising benefit might have been, which might have been purely and simply to sell fish this week, whatever. Similarly you know, with Audi, one of our clients, "Vorsprung Durch Technik" is an organising idea with the entire brand, it's not just its advertising strap line if you like. What you need to ask is you know am I trying to drive more forward or am I trying to drive more engagement with younger audience or am I trying to introduce a service component into what's been hindered a very commoditised transactional brand or whatever. And then it becomes a question of having decided what your problem or opportunity is, is how can digital marketing best help you solve that problem. That may then decide whether you're literally going to be substituting what was previously press advertising to digital advertising, banners etc. Or are you trying to create something else around your brand which might be more appropriate to build platforms or engage in a social media campaign. I think going into any piece of creative development, I would always want to know the answer to two questions. One is what's this brand about? So in other words has it got a strong and robust idea at the core and if it hasn't got one then we'll go about developing one. Having done that, you then have to have a very very clear idea of what the task is because advertising has to do a job, and it has to do a job for the brand and for the commercial goal. At the strategic stage what you want to understand is what the business problem is, so what on earth is it that this company is trying to do with its business. Some clients will be very clear about that, they'll be going you know "we're focused at an older audience, and we've been unable to recruit a new generation of users. We now need to kind of go out and recruit the next generation in order to bring in new cash flow etc in the future". Others might not be so clear, they kind of know that they want growth but they haven't yet worked out how to get that growth. They might need the help of their agency to identify how communications can help them grow because obviously communications can't do everything when it comes to growth but it can do some things. It's particularly good at helping you recruit new people to a brand. It's particularly good at helping you support price

premium for example. So you want to establish what the business problem of the task is. You also want to establish what it is that might be different, better etc about the brand. So what is it that you can bring to the attention of the public, in a way that's going to be motivating to the public and true of the organisation that you're going to be promoting so the strategic work explores business, explores brand, it explores the attitudes and beliefs of people. So in other words what do customers need, what do they want, how can you bring those together with what the company could offer them and coming out of that you would distil that into really clear brief. You've got something that you kind of are really clear about what the task is, who you're focusing on, what it is that you want people to think feel and do and any insight that you might have to bear on trying to solve that brief in terms of how they, how they shop, how they engage, what they are interested in and so on. We then kind of go into a creative stage which would be about taking a leap from that brief, that brief itself might be a little bit of a leap as well, not necessarily just a straight forward reflection of what, what things are. It could for example leap to where it is possible for this brand to go and then the creative leap is sort of an imaginative leap from that, to bring that to life. In the form of stories, in the form of kind of a visual world if you like, for that brand. At that sort of time as well you would be doing some work looking at channels, what's the best way to reach that audience, what's the best way to keep their gain and keep their attention. Is it important that the audience gets some input, is it something that you're trying to create like a two way dialogue. So do you need data capture as part of the kind of strategy then you get into an execution stage which is literally filming adverts, creating digital platforms, design and so on.