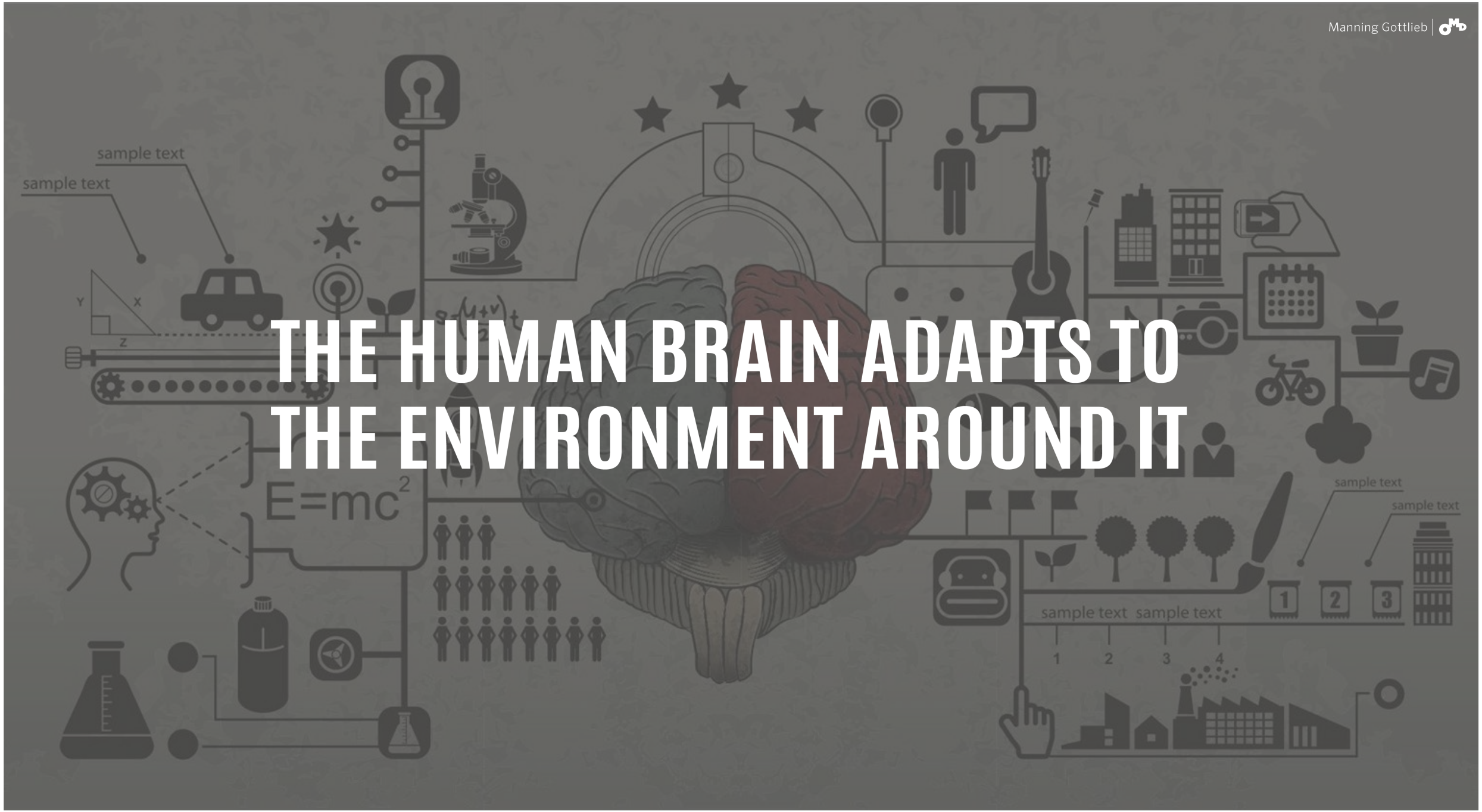
PADDY ADAMS

Chief Strategy Officer - MG OMD

HOW DO WE ADVERTISE TO THE NEW GENERATION OF THREE-YEAR-OLDS?

ZEHRA CHATOO
EXECUTIVE DIRECTOR, HEAD OF STRATEGY



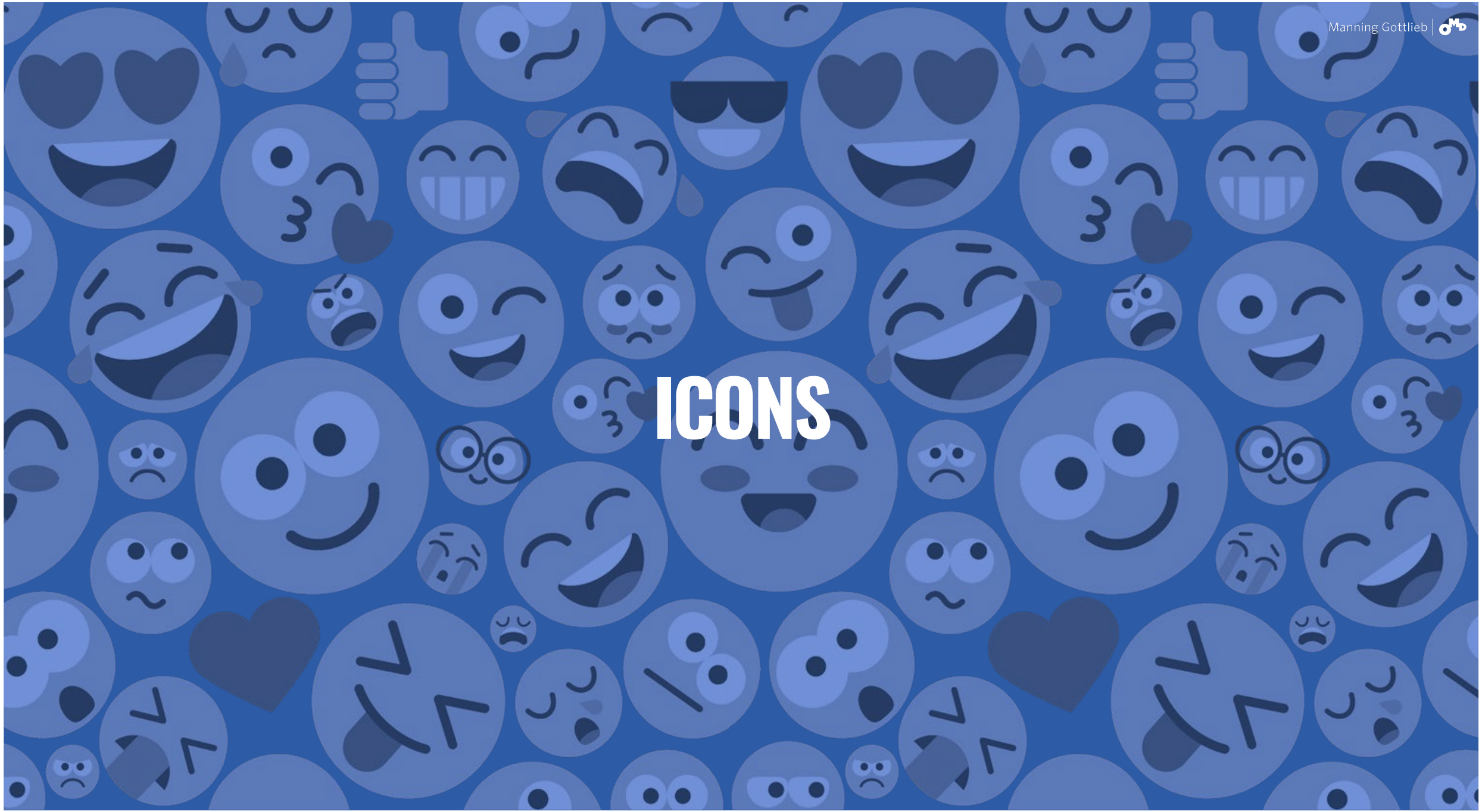
THE HUMAN BRAIN ADAPTS TO THE ENVIRONMENT AROUND IT

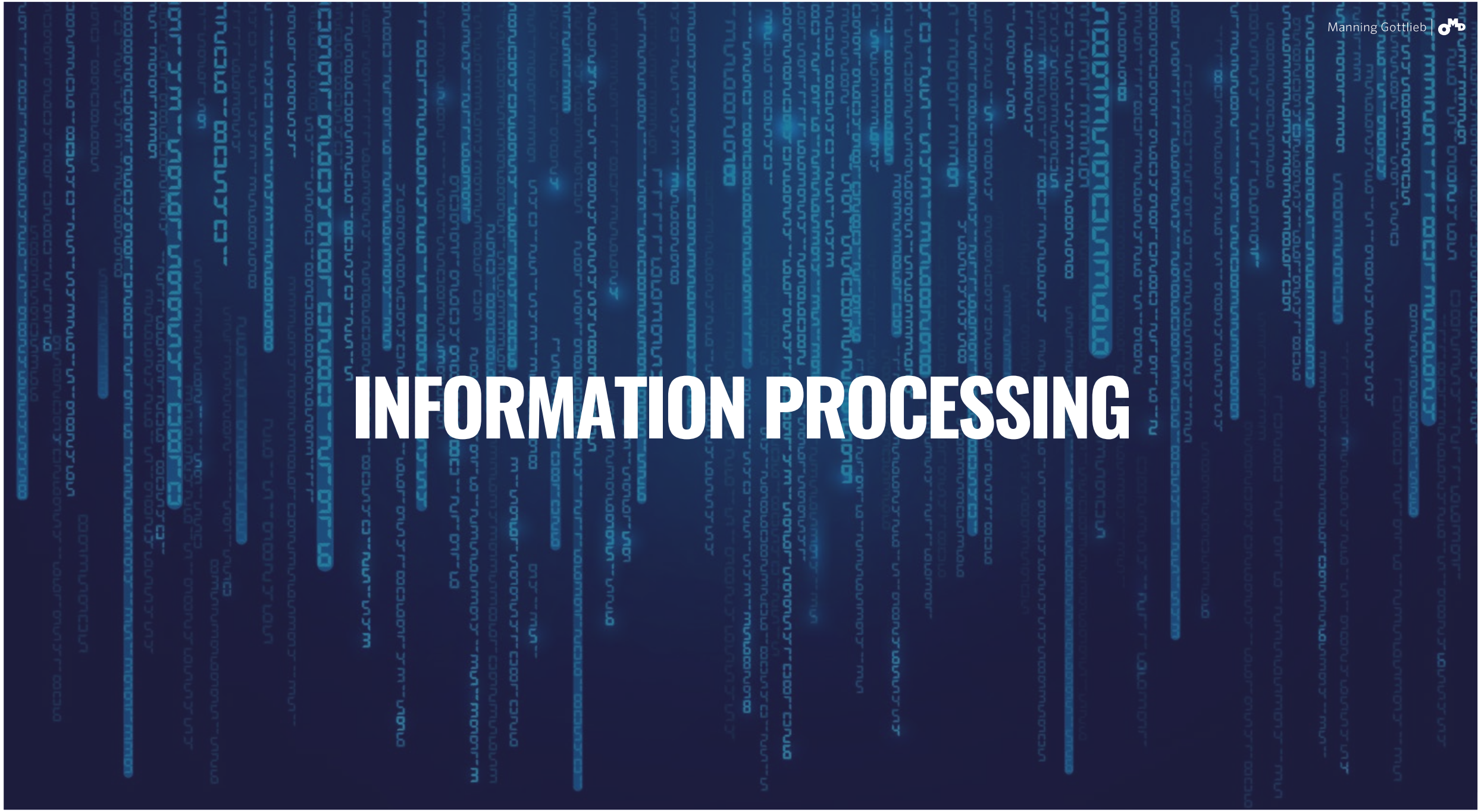
THE BRAIN IS CONSTANTLY
ADAPTING PHYSICALLY TO REPEATED
TYPE OF BEHAVIOURS

IDENTITY

EMPATHY

Source Interpersonal Reactivity Index. University of Michigan


ICONS


INFORMATION PROCESSING

SHIFTS IN BEHAVIOUR

↓ IDENTITY

↓ EMPATHY

↓ ATTENTION SPANS

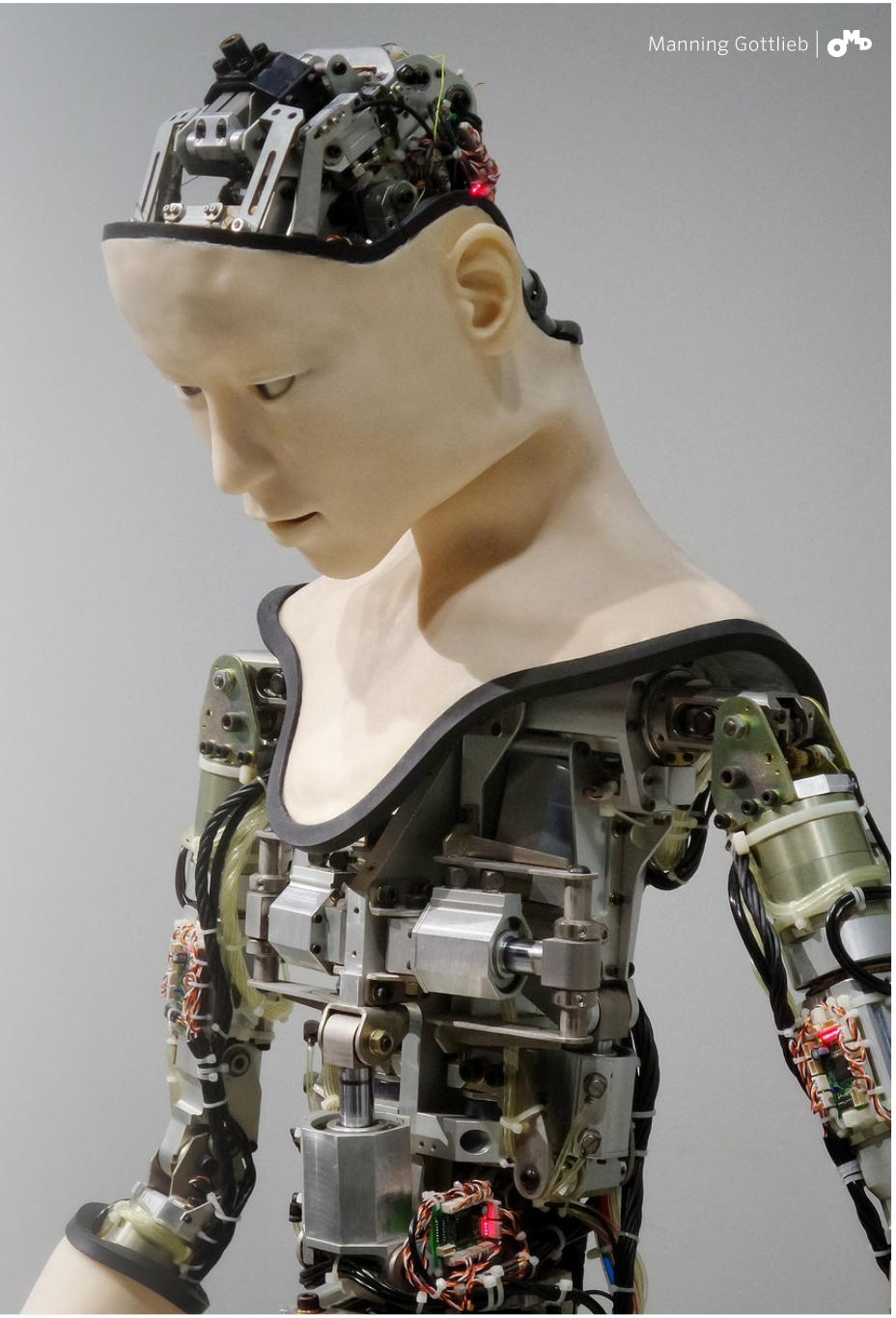
↑ SELF REFERENTIAL

↑ ICONS

↑ INFORMATION PROCESSING

Source: Professor Susan Greenfield, May 2018, Forrester research 2017, google Engineers, Business Insider July 2017

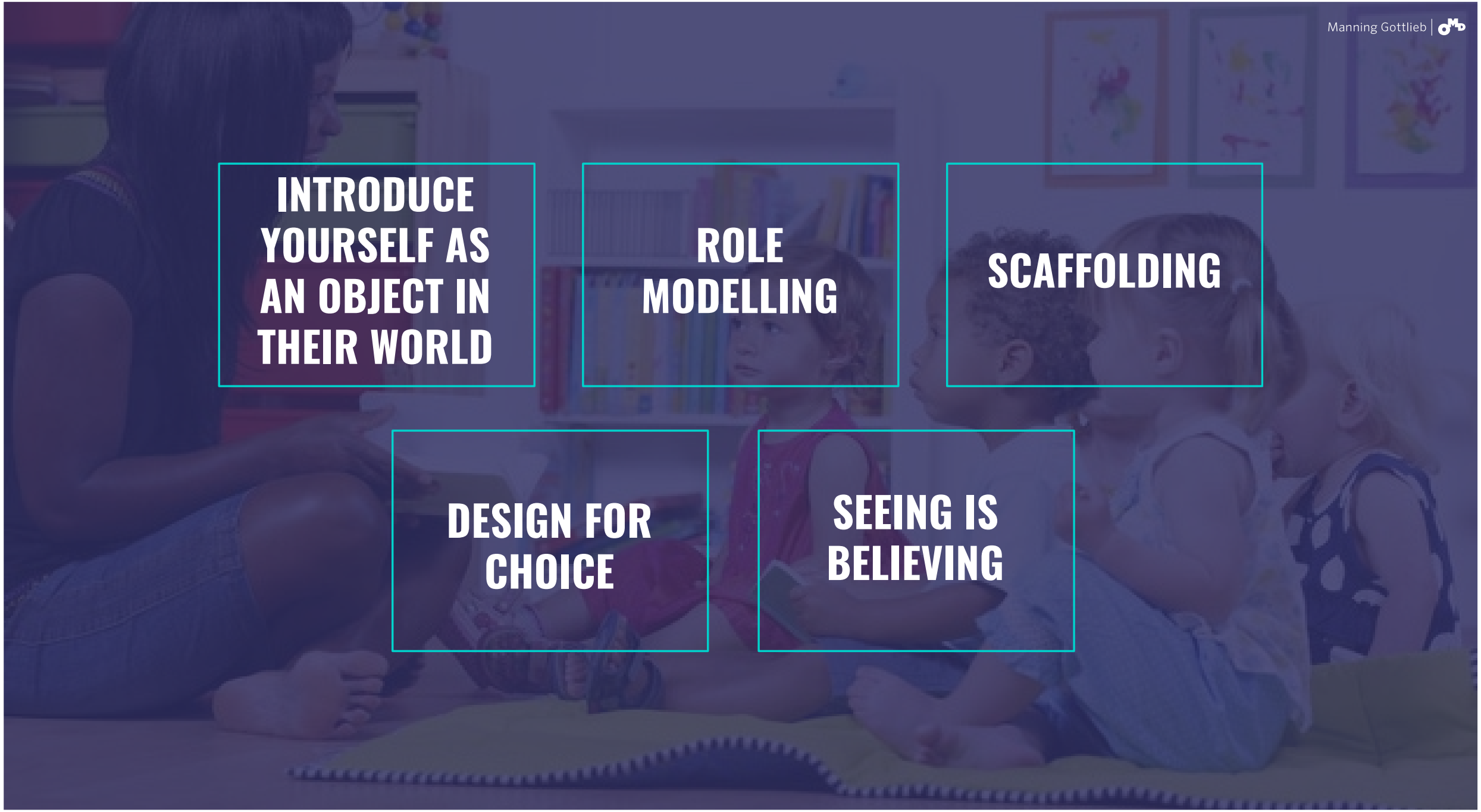
FAR FROM BECOMING MORE ROBOTIC



WE ARE BECOMING
MORE CHILDLIKE

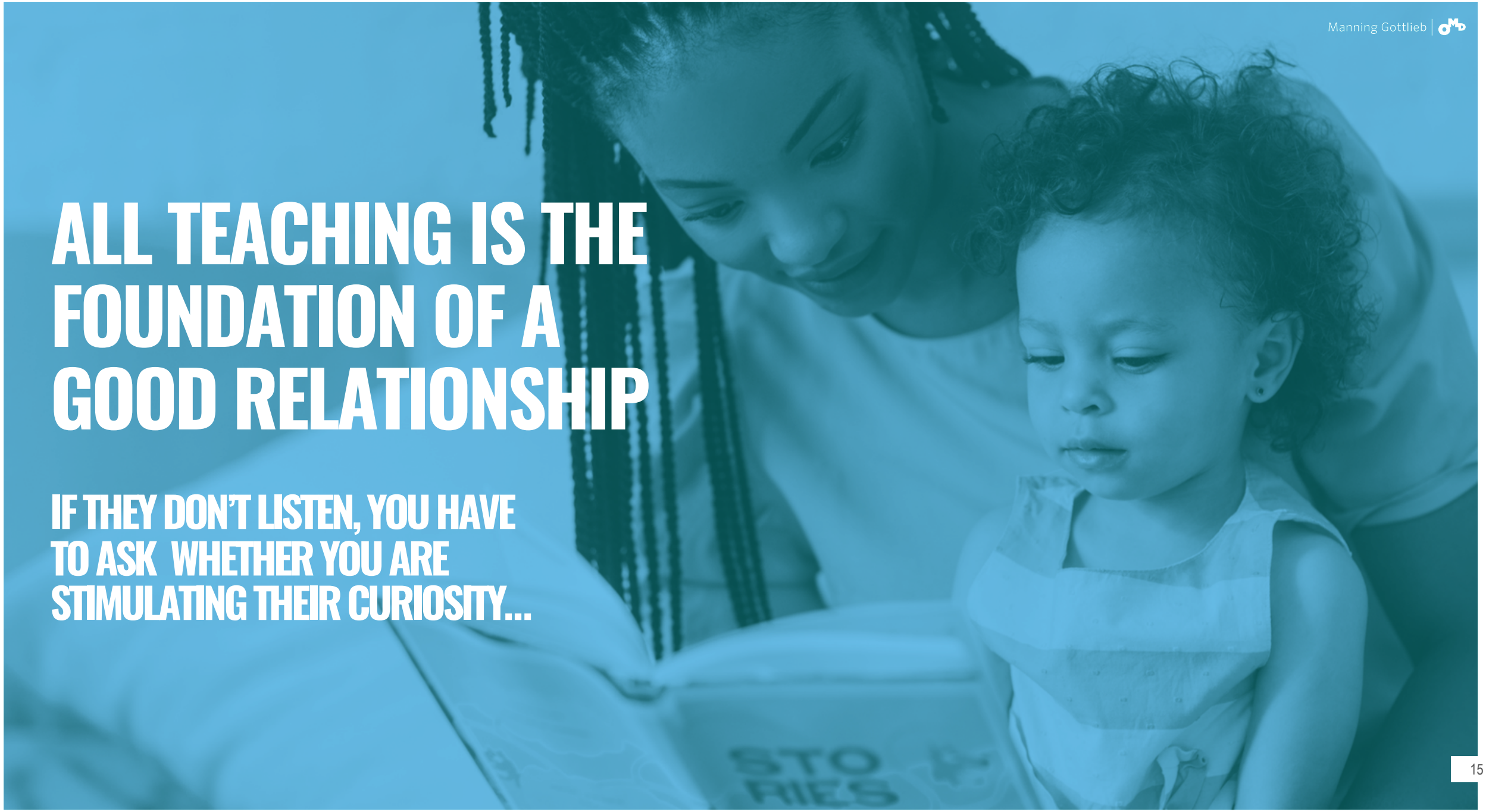
HOW DO WE INFLUENCE CHILDLIKE BEHAVIOUR IN OUR MARKETING AND COMMUNICATIONS?

WHAT CAN WE LEARN FROM THE EXPERTS THAT CAN INFLUENCE OUR MARKETING AND COMMUNICATIONS?


INTRODUCE YOURSELF AS AN OBJECT IN THEIR WORLD
ROLE MODELLING
SCAFFOLDING
DESIGN FOR CHOICE
SEEING IS BELIEVING

PRINCIPLE 01: INTRODUCE YOURSELF AS AN OBJECT IN THEIR WORLD

YOU CAN'T EXPECT THEM TO COME INTO YOURS



ALL TEACHING IS THE FOUNDATION OF A GOOD RELATIONSHIP

IF THEY DON'T LISTEN, YOU HAVE TO ASK WHETHER YOU ARE STIMULATING THEIR CURIOSITY...

TM

IMPLICATION

TAKE TIME UNDERSTANDING BEHAVIOURS NOT JUST ACTIONS

PRINCIPLE 02:
ROLE MODELLING

YOU CANNOT SHOUT AT A CHILD WHILST TELLING THEM TO BE QUIET

WASHINGTON POST, PEARLS BEFORE BREAKFAST

THE VALUE IN ALIGNING CONTEXT AND CONTENT

vs

vs

BRAND FOR SOMEONE LIKE ME:
74% GREATER UPLIFT

LIKELYHOOD TO RECOMMEND:
96% GREATER UPLIFT

INCREASE IN DYNAMISM:
5% GREATER UPLIFT

INCREASE IN DISTINCTIVENESS:
5% GREATER UPLIFT

Source: Manning Gottlieb OMD proprietary research, Seymour Brew and Virgin Holidays

CONSISTENCY OVER TIME

IMPLICATION

A BRAND IS ALWAYS COMMUNICATING

CONSIDER THE OVERALL BRAND IMPRESSION

PRINCIPLE 03:
SCAFFOLDING

BREAK THINGS DOWN TO TWO LEVELS: WHEN & THEN

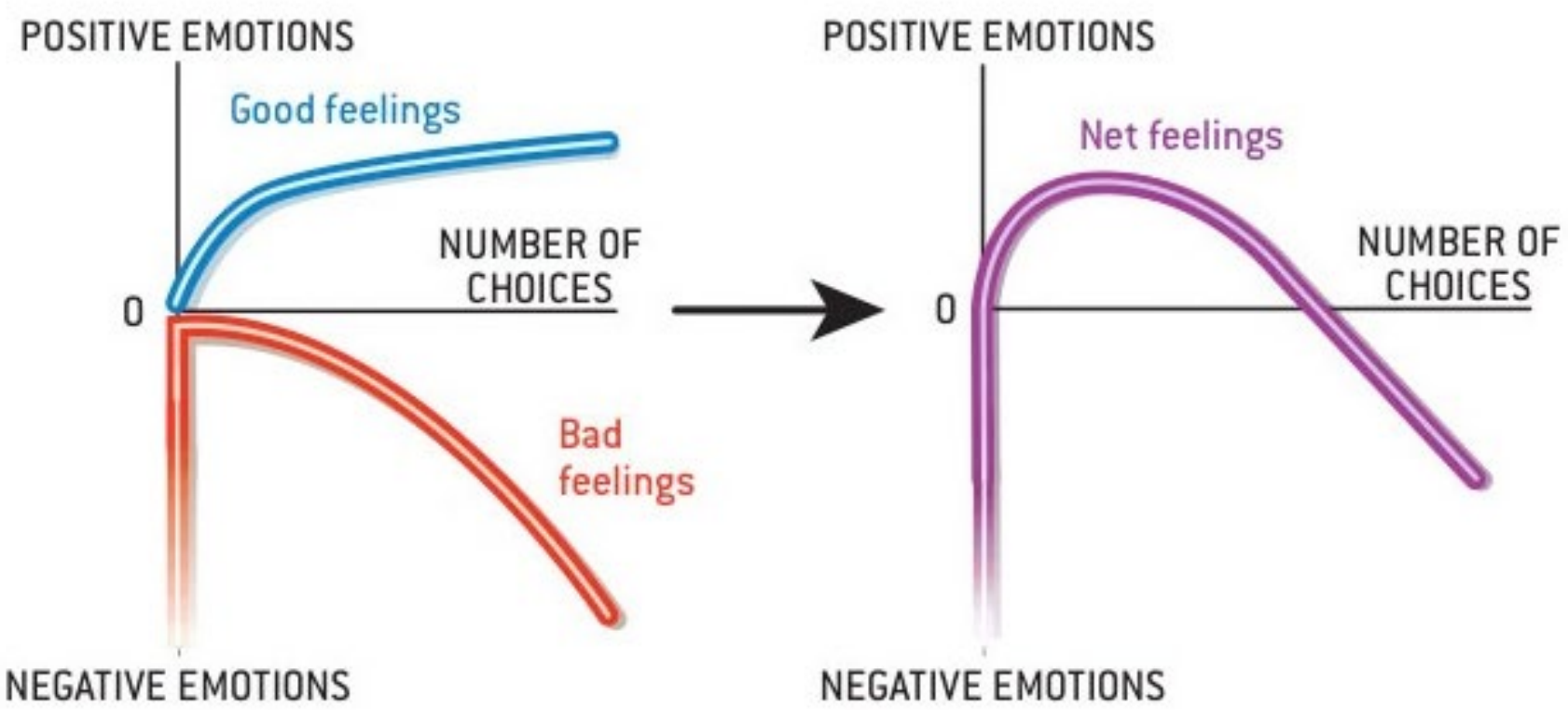
TANGIBLE BENEFITS OF DONATING TIME

IMPLICATION

SIMPLICITY AND STORYTELLING

PRINCIPLE 04:
DESIGN CHOICE

EMOTIONS VS. NUMBER OF CHOICES



THE PARADOX OF CHOICE

THAT WHEN CUSTOMERS WERE OFFERED SIX VARIETIES OF JAM, 30% BOUGHT A JAR, BUT WHEN THEY WERE OFFERED 24 VARIETIES, ONLY 3% BOUGHT ONE.

Source: Psychologist Barry Schwartz, in his book *The Paradox of Choice*, explained the concept of choice paradox with reference to a study by Stanford and Columbia University professors.

IF YOU LIKE THIS, TRY THAT

IMPLICATION

CONSIDER INNOVATION TO NAVIGATE CHOICE

EXPLORE “IF YOU LIKE THIS, TRY THAT”

PRINCIPLE 05:
SEEING IS BELIEVING

YOU HAVE TO USE VISUALS OVER WORDS

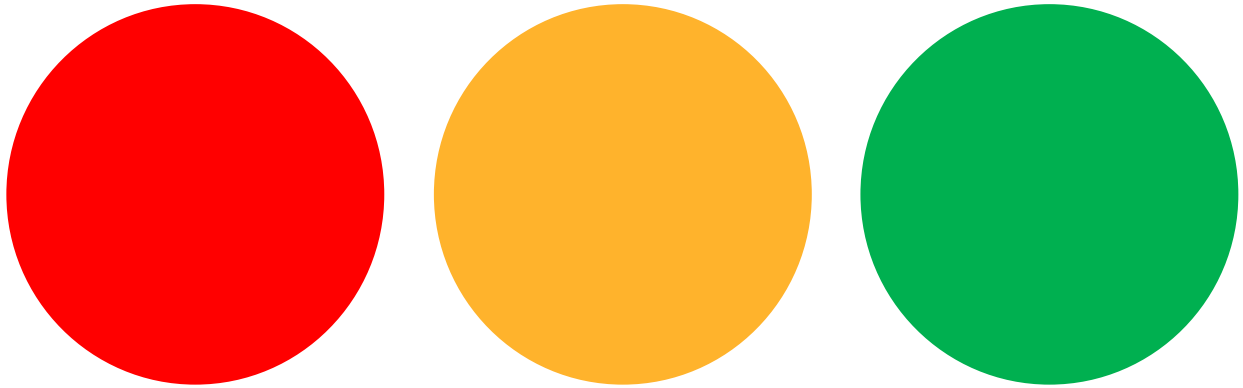
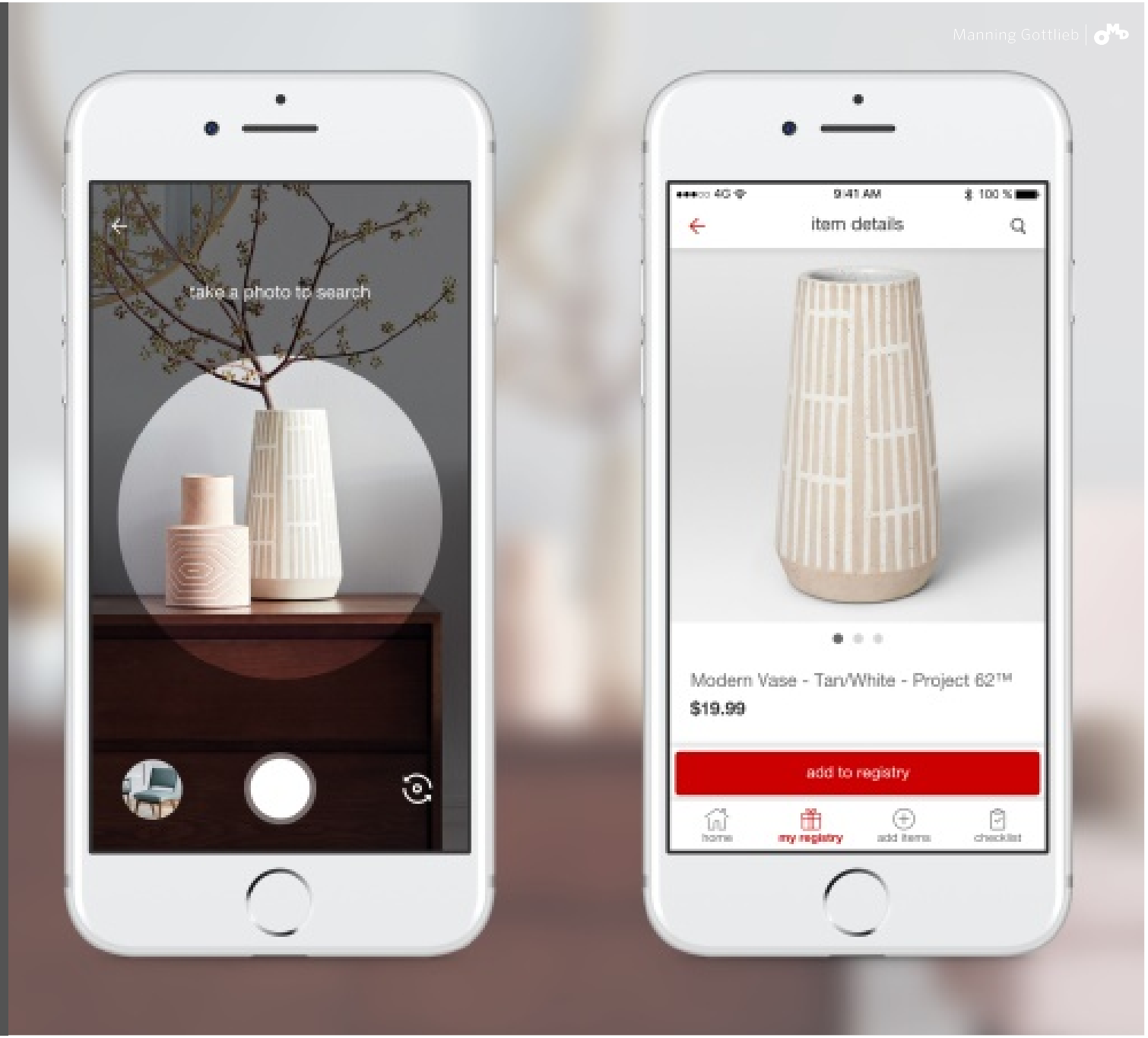


IMAGE SEARCH

300 MILLION VISUAL SEARCHES EVERY MONTH ON PINTEREST INCREASING THE NUMBER OF USERS USING THAT TOOL BY 73% EVERY MONTH WITH A 150% INCREASE IN ENGAGEMENT YEAR OVER YEAR

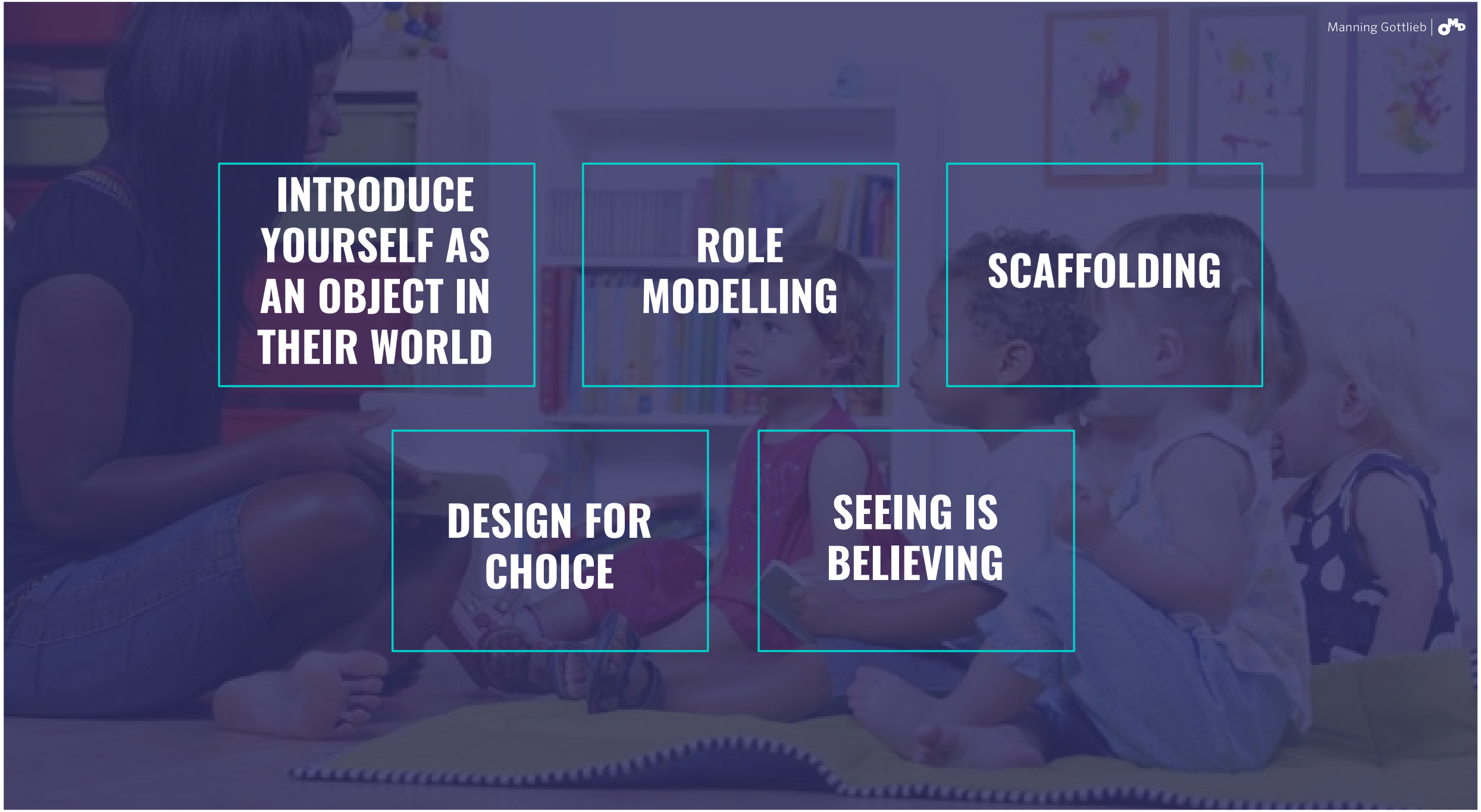


LOOK & BOOK

IMPLICATION

CONSIDER EVERYTHING AS A SHOPPABLE LAYER

BRANDS SHOULD TO BE AVAILABLE TO BUY WHENEVER CONSUMERS CONSIDER THEM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THANK YOU

ZEHRA CHATOO

zchatoo@manninggottliebomd.com