

Wednesday 13 November
@DMA_UK #dmaevents

/ Skills Webinar: Master your Creative Strategy



/ Welcome message: who we are

We are the voice of the data and marketing industry run by the industry, for the industry.

We set the standards for the good of marketers, and most importantly, customers.

We empower marketers to drive growth and prove the value of data through public affairs, resources, learning, and talent.

With over 700 organisations, the DMA is the UK's largest community made up of 27,000+ marketers.

/ The DMA Awards

For over 40 years, the DMA Awards have recognised the most inspiring and effective campaigns in data and marketing. Every year it is a commitment to our three pillars which set the DMAs apart as the most rewardingly hard to win in the business.

- **Strategy**: the key pillar of the DMA Awards where we measure work against what it set out to do
- **Creativity**: we seek to celebrate those firecracker moments when ideas ignite to bring the world around us to life.
- **Results**: our Judges will interrogate results because they matter. They are the ultimate proof that work, works.

/ Introducing your host today



Becky Bocchetti

- Managing Director of ContentETC
- Regular Tutor with The IDM and DMA
- L&D Lead Partner with Informa Tech

Specialisms include:

- Content strategy, development, creation
- All aspects of digital content and communication
- Audience development

Clients include:

- Media and publishing – B2B, B2C, customer publishing
- Not-for-profit organisations
- Commercial communications, marketing and content teams
- Local authorities
- Creative, PR, communication, advertising agencies

/ What we will cover today

1. Why a robust creative strategy is so important
2. Starting with your audience – what we need to know
3. How an audience-focused value proposition is key to an actionable brief
4. What a successful piece of creative looks like
5. Common briefing errors

/ Getting involved



/ Session recording



/ 1. Why a robust creative strategy is so important

/ So what *is* a creative strategy?

A blueprint to help you successfully engage the right audience with your creative activity and for that activity to achieve your business goals



/ Why do we need it?



/ POLL



/ What's in our creative strategy?

- Vision
- Data
- Creative brief
- Value proposition
- Timelines
- Budget
- Platform information
- Audience insights
- SMART objectives

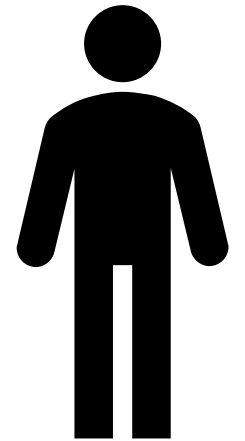
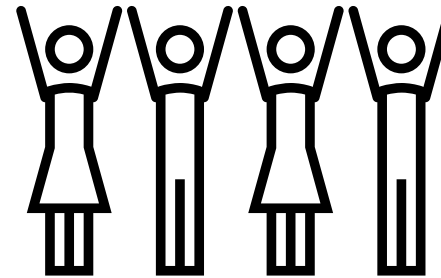
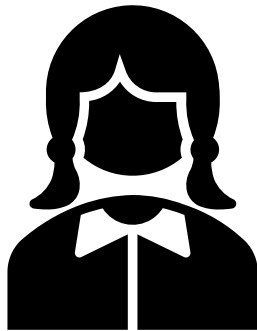
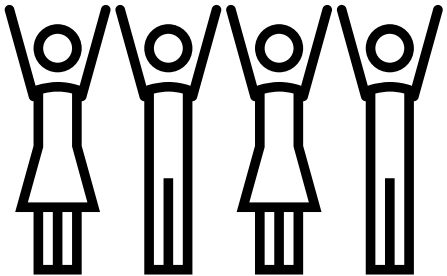
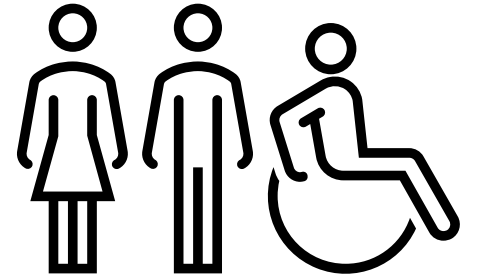
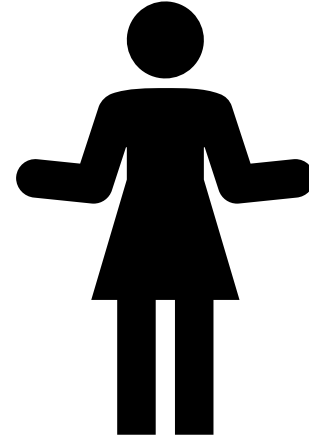
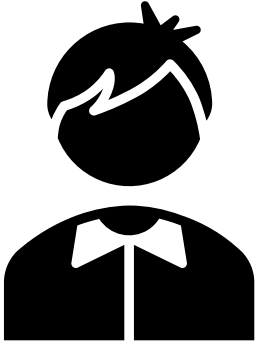


/ What we are aiming for

S T R A T E G Y	SMART	SMART BUT NOT DIFFERENT	DIFFERENT AND SMART
	NOT SMART	NOT SMART AND NOT DIFFERENT	DIFFERENT BUT NOT SMART
	NOT CREATIVE CREATIVE C R E A T I V I T Y		

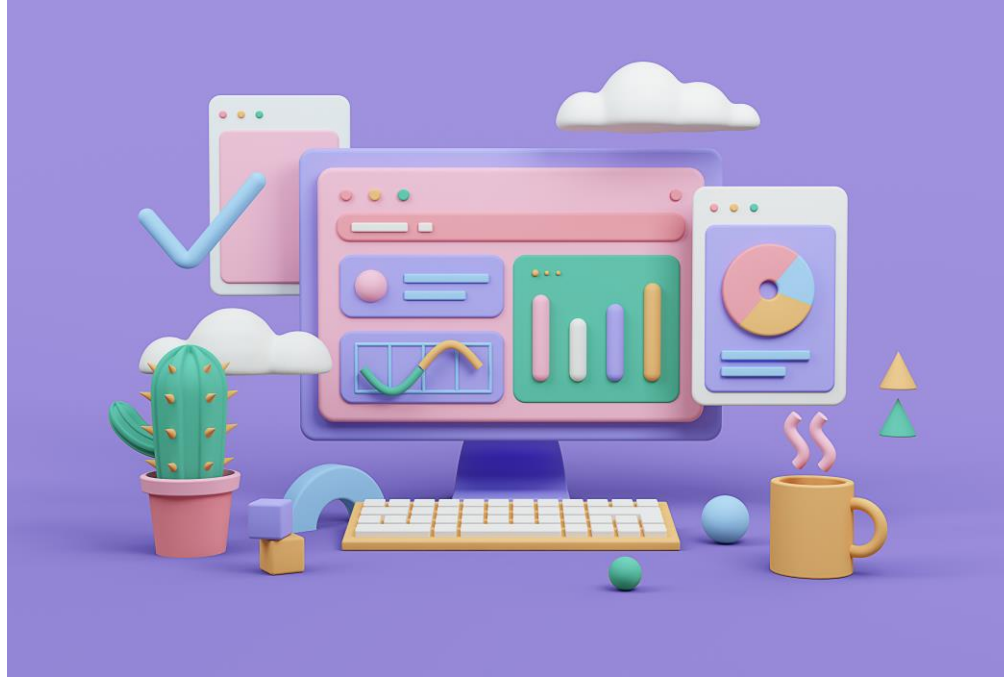
Starting with your audience – what we need to know

/ We need an audience first strategy



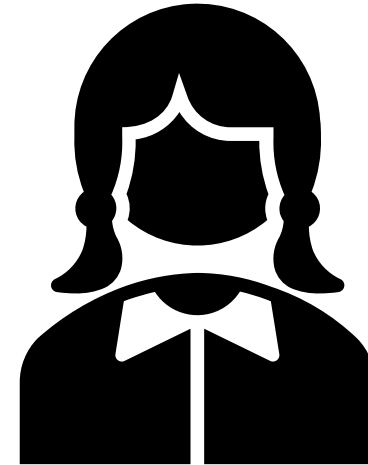
That means an understanding of who **AND** why through research, data and analytics

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But data can be boring (sorry!) if we only look at the numbers

We need to bring those numbers to life by creating accurate target personas so we can see the audience we are talking to



We can steal a copywriting acronym to target this persona...

A

I

D

C

A

Attention

Interest

Desire

Conviction

Action

How an audience-focused value proposition is key to an actionable brief

/ POLL



/ What does a value proposition do?

A value proposition is a simple statement that summarises why a customer would choose your product or service.

It communicates the clearest **benefit** that customers receive by giving you their business.

/ Benefits v Features. Also known as...

*What's in it for me and what
do you want from me?*

/ Let's think about a fridge. A small fridge



This Photo by Unknown Author is licensed under [CC BY](#)

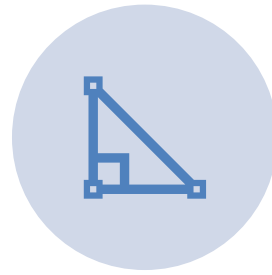
/ Right. So the traditional features might be:



CUBIC
VOLUME



COLOUR



DIMENSIONS

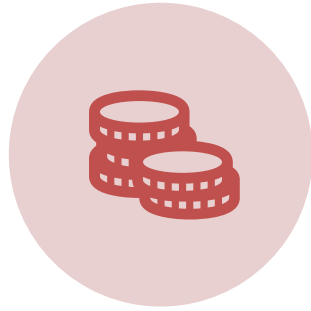


WEIGHT

/ Now let's think about the possible benefits instead...



FITS SMALL
SPACES



COST EFFICIENT



HAS 3 SHELVES
EQUIVALENT TO
2 BAGS OF
SHOPPING



ENOUGH SPACE
FOR 3 BOTTLES
AND 2 MEALS

/ Here's a basic value proposition template

1. For (type the target customer)

Type the target customer

2. Who

Explain their need or our opportunity

3. Our

Our product/service name is....

Product category

4. That

Our product/service benefits

5. We are better than competitors because

Type the justification or explanation

**/ What a successful piece of
creative looks like**



/ Let's watch together

/ Case Study: Mondelez - Hunt the White Creme Egg



/ So what do we learn from this case study?

Audience

Audience challenge

Business challenge

Platform opportunity

Creative spark

Measurable ROI



/ Remember this?

S T R A T E G Y	SMART	SMART BUT NOT DIFFERENT	DIFFERENT AND SMART
	NOT SMART	NOT SMART AND NOT DIFFERENT	DIFFERENT BUT NOT SMART
	NOT CREATIVE	CREATIVITY	

/ Now let's retro-fit our value proposition

1. For (type the target customer)

Young, digitally-savvy consumers who don't think of crème eggs as their go-to snack

2. Who

Ignore, fast-forward or glaze over any traditional corporate advertising which is causing us – and other companies – great difficulties

3. Our

Hunt the Crème Egg campaign

4. That

Taps in to their digital, social and gaming culture and behaviour to popularise our product AND solve our industry's skip ad problem



5. We are better than competitors because

We get it, you want something that you can engage with

/ Common briefing errors

In our Bootcamps, we evaluate creative and learn how to give constructive feedback

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/ POLL



/ But first, we need to check our briefs

The closed
book



The twister



The
chameleon



The all doors
are open



The blue sky



/ Time for our Q&A



/ Last thoughts

/ Session round-up checklist

- A great creative strategy starts with a great brief
- Always think audience first
- Value propositions help us distill that strategy to a single message
- The Mondalez Crème Egg case study taught us the importance of matching audience need AND business need
- Talk talk talk!

/ Thank you for joining us



/ Feedback Link



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