

Key Takeaways Customer Centricity at Scale





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- 02 Empathy at Scale with Thick Data
- 03 Diversity Unlocks Discovery
- 04 The Power of Your Brand & Influencers
- 05 Testing and Measurement Panel



01 Summary

Joined by speakers from Meta, Incubeta and M&S we explored the full-funnel customer experience and its specifics. We revisited branding, creative, testing and measurement but also went a step further understanding the outputs of big data analysis and introduced the concept of thick data, as well as the importance, means and ways of DEI in advertising.



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Empathy at Scale With
Thick Data



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Diversity Unlocks
Discovery



Sophie Ellis

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The Power of Your
Brand and Influencers



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The Power of Your Brand
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Panel Discussion - Testing
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Panel Discussion - Testing
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Tom Mullany

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Panel Discussion - Testing
and Measurement

02 Empathy at Scale with Thick Data

In 2022, brand marketers are obsessed with the 'customer journey' and how they can influence customers along it.

Why? To be able to empathise with your consumers and add to their journey, you need to understand where your consumers are coming from and what their goals are.

The challenge – As your consumer's journey's move more online, it become more fragmented, making it less visible and tangible.



Putting the Heart Back in Marketing



Increased online sales = more dependence on tech solutions to analyse large volumes of online data.



We can't rely on big data machines and algorithms.



Big data may reveal an abundance of information about the customer journey, but it misses the emotive layer that drives positive brand opinions and purchases.

02 Empathy at Scale with Thick Data

How do you ensure that your brand comes across as relevant, informed and emotionally attentive at every interaction?



Introducing Thick Data

- Deliver empathy at scale through the use of 'thick data', i.e, qualitative data which provides insights into people's everyday lives, emotions, problems, hopes and dreams.
- Thick data comes from ethnography, the study of observing people's behaviour up close. Understanding their perspectives – where they've come from, and where they want to go.

Thick data draws on questions you didn't ask



03 Diversity Unlocks Discovery

Minimise bias in representation

Minimise bias in targeting

Minimise language bias

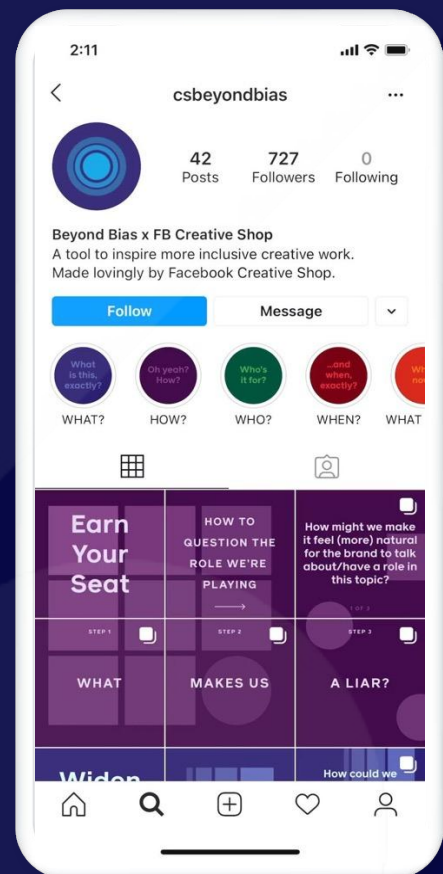
Minimise bias in culture

Minimise bias in unmet audiences

Minimise bias in representation

Covers 5 key pillars around querying your brand's approaches to DEI and whether your IDEAS/creative/messaging is inclusive.

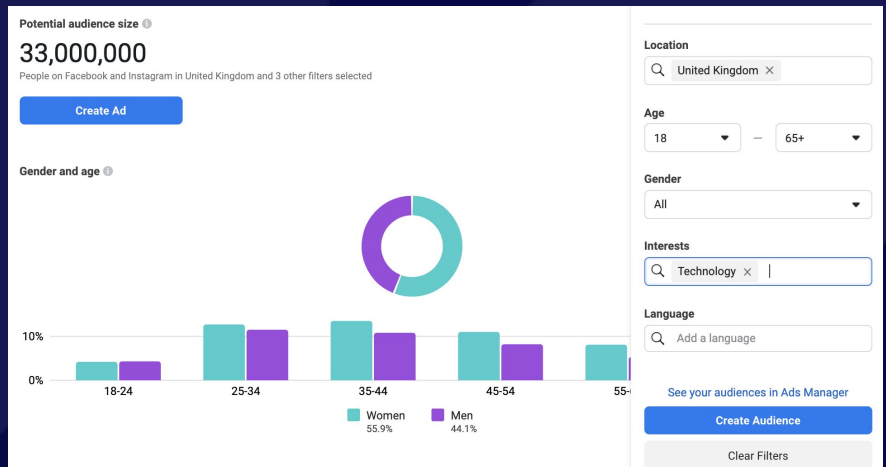
- Pillar 1: Earn your seat – Speaking authentically around DEI.
- Pillar 2: Widen the impact – Representations- sense checking if there are groups of people which the brand is currently ignoring or under-serving.
- Pillar 3: Break the mould – Rejecting stereotypes, sense checking whether they exist in your ideas
- Pillar 4: Pressure testing – checking how will people perceive your idea. Thinking what's the worst possible headline a journalist could write about your idea. Second pair of eyes – getting your strategy in front of people who haven't seen it before.
- Pillar 5: Include and execute – sense checking are we being tokenistic in casting / is our language excluding people?



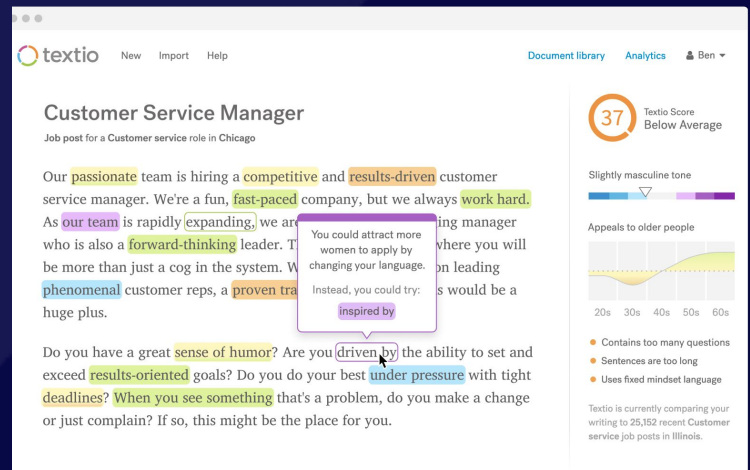
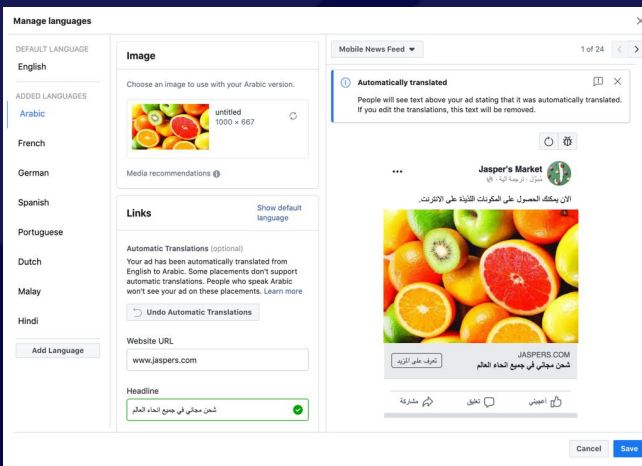
03 Diversity Unlocks Discovery

Minimise bias in targeting

- Segmentation is often steeped with stereotypes, meaning we are often forced to make generalisations which influence bias in your targeting.
- Meta audience insight tool ([Link to tool](#)).
- Input demographic parameters and some interest segments and it will tell you what the demographic makeup is of that audience on Meta. This will help point out some imbalances.
- Recommend targeting broadly, especially in your brand campaigns rather than forcing the budget through very prescriptive and overly segmented audiences.



Minimise bias in language



Meta Dynamic Language Optimisation for Performance Campaigns

Be aware of language bias in creative

03 Diversity Unlocks Discovery

Minimise bias in unmet audiences

→ “The Value of Diversity in Advertising.” Deloitte, 2019.

Fewer than
1% of ads
represented
people with
disabilities

1 in 4 adults
live with a
disability

Only 24% feel
represented
in advertising

Minimise bias in culture



→ Meta insights reports regarding key religious moments or key sporting moments that get a lot of attention around the year.

04 Brand

Why should you invest in brand building?

“Research suggests that brands with high brand equity are up to nine times more likely to not only be more insulated during times of economic turbulence, but also recover faster based on data from the 2008 global recession.”

BRANDZ, GLOBAL 2019



The value of a full funnel approach

A full-funnel approach helps to drive both short- and long-term goals. By achieving a higher reach, audiences are built for lower funnel campaigns.

Build the funnel
Introduce or increase branding campaigns to build audiences and drive performance.

Improve the funnel
Follow the best practises to improve brand and performance metrics

Optimise the funnel
Adopt a better budget split between awareness, consideration and conversion

Expand the funnel
Increase investment within a positive ROI to grow profitability

04 Brand

Running a full funnel strategy can achieve...



62%

Improvement in return
on ad spend



93%

Higher reach



2x

Higher brand awareness

Key Takeaways

- Brand building is needed to protect your products and services for becoming commodities trading on price alone, to compete in a crowded market place and to prevent audience saturation
- Brand building drives long-term growth and is essential for capturing market share
- To optimize sales efficiency, all stages of the funnel should be active.

04 Influencers

Post-pandemic consumer behaviour has accelerated the need for long term partnerships between brands and creators



Grid posts are no longer authentic



Content that tells a story



Influencers are the new front store

Influencer should not be treated as an ad on a plan.

- Influencer as a channel needs to be planned with its own objectives, KPIs and measurement tools, so you can truly recognise it's value.
- Influencers are quick to adapt to trends and consumer changes



Increasing spontaneous awareness



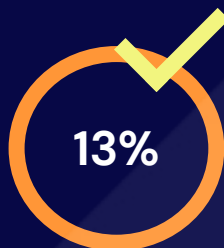
Changing brand perception and consideration



Creating a buzz and sense of popularity

04 Influencers

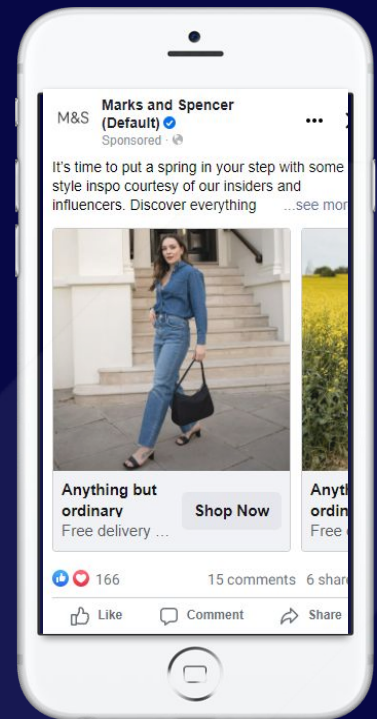
If you target the right audience with the right influencers you can create trusted and impactful advertising that appeals to your customers as well as increasing sales



Improved brand uplift across consideration



Improved brand engagement



There are many ways to combine branded content ads and regular ads effectively. Here's some creative thought-starters for your next campaign.

- Integrate branding thoughtfully
- Mix and match to create aspirational and accessible content
- Use real-life experiences to showcase your product

Key Takeaways

- Influencers are instrumental in helping brands create tailored meaningful experiences
- Influencer as a channel needs to be planned with its own objectives, KPIs and measurement.
- Target the right audience with the right influencer to create trusted and impactful advertising
- Influencer creative helps grab attention more than other channel

05 Testing and Measurement Panel

Summary

- In Q4 2022 and into 2023, what are the best ways for us to be measuring the impact of brand advertising?
- What exactly should you test in the context of brand advertising campaigns and what's the most efficient approach
- How do we get information (such as KPIs and metrics) before signing off on a campaign and sending it out into the world? And how do you ensure that *brand* is part of the plan even if new launches or a brand refresh are at the core of a campaign?
- What are your thoughts on how to test a more diverse approach with your advertising? And how to prove the approach is successful?
- What's the most efficient way of testing and measuring creative in campaigns?
- What is the next phase of measuring brand advertising and what is the north star?

[Watch the video](#)



Editor:

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About Incubeta:

Incubeta is a marketing partner built specifically to help businesses upgrade their growth. An international team of experts in marketing, technology, data and creative, Incubeta are a team of over 800 creators, thinkers, makers and doers.

Present in 22 offices worldwide, Incubeta is a market leading specialist that uses the power of digital to unlock and amplify business growth potential through bespoke, localised digital solutions with global expertise. With 20+ years of experience in the digital space, Incubeta puts the ownership and control of the customer experience back in the hands of the advertiser.

As the largest and longest established Google Marketing Platform (GMP) sales partner in EMEA and APAC, Incubeta has proven through working with top-tier brands that they are leading specialists in helping advertisers tackle complex projects such as in-housing, personalisation, data activation and advanced digital media.