



Building your brand in the digital age

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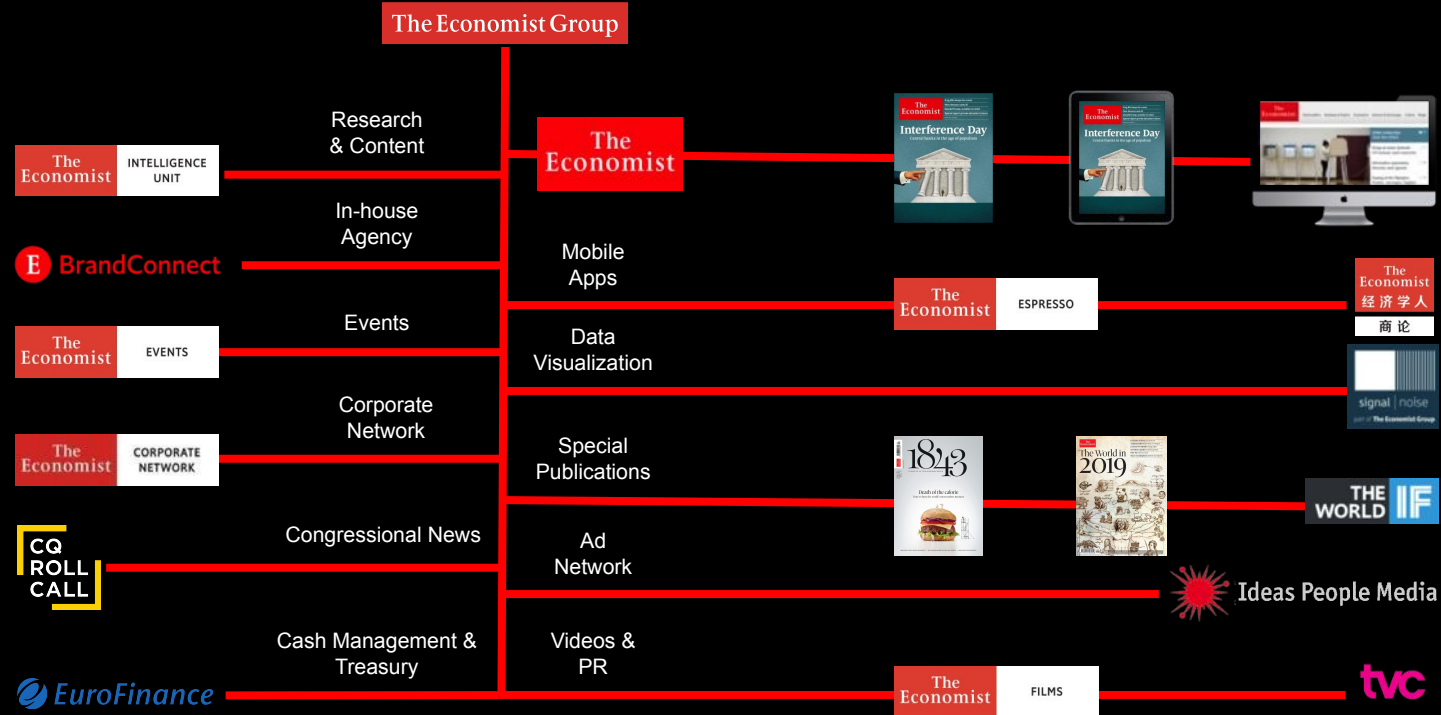
The Economist Group

What we'll cover

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The Economist Group

More than a magazine





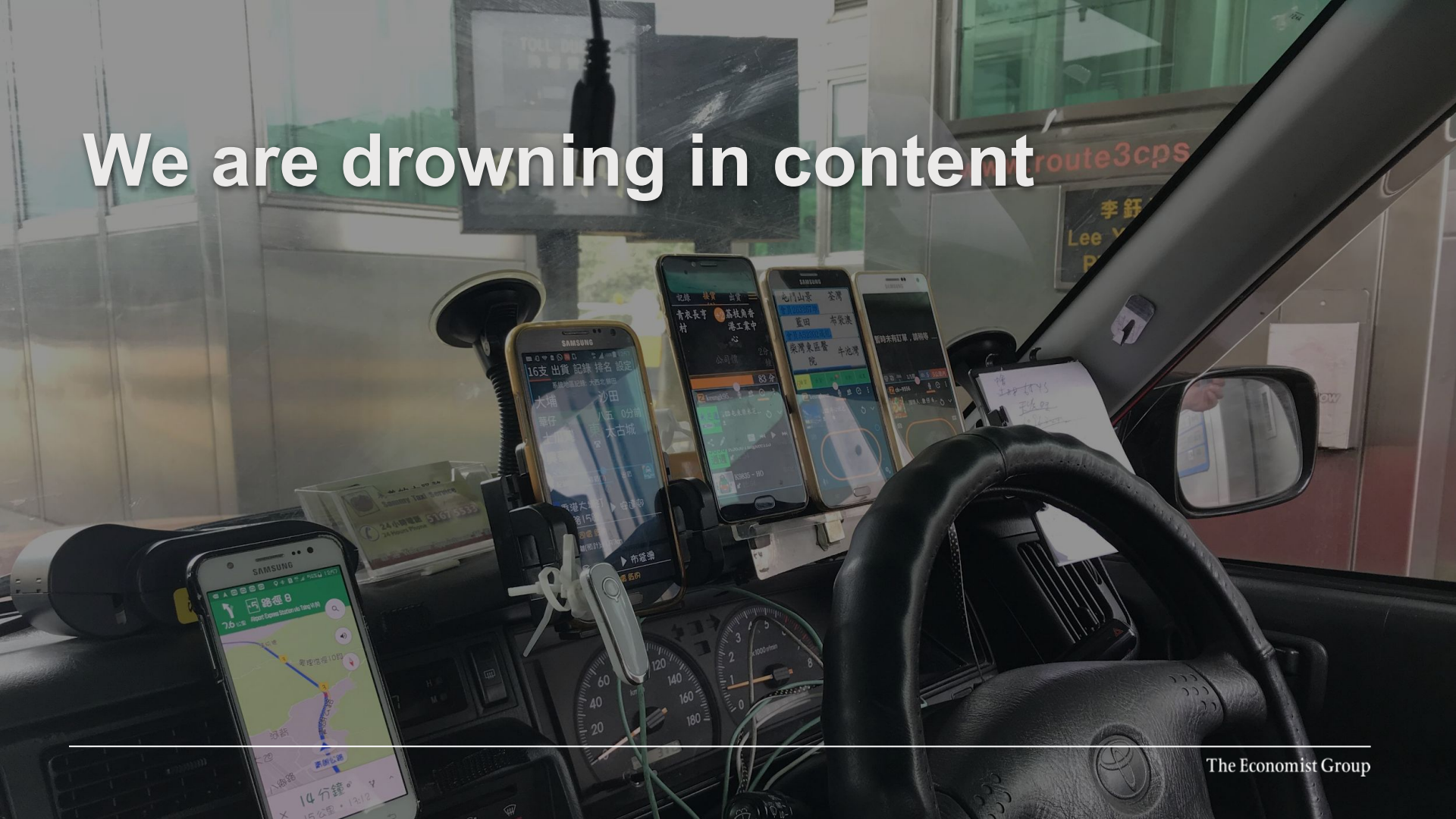
About us

TVC Group is a 45-strong member agency founded on June 25th, 1998, and now with offices in London, New York and Hong Kong. Owned by The Economist since 2012, we are an eclectic mix of creatives, strategists, digital, social, PR and content production specialists - all coming together with the same aim - to help brands connect with their audiences.

Why go digital?

A close-up, low-angle shot of a silver smartphone, likely an iPhone, positioned diagonally in the lower right corner. The phone's screen is dark, and its home button is visible. The background is a soft-focus bokeh of colorful, out-of-focus light circles in shades of red, orange, yellow, green, and blue, creating a vibrant, digital atmosphere.

We are drowning in content



2019 *This Is What Happens In An Internet Minute*





**Influence.
Relevance.
Reach.**

Insights

Strategy

**Content
creation**

Activation

**Measurement
and
optimization**

A man and a woman are lying on their backs on a lush green lawn. The man, in the foreground, has his eyes closed and is wearing white over-ear headphones. The woman, behind him, also has her eyes closed and is wearing red over-ear headphones. She is wearing a white bikini top with a colorful polka-dot pattern. The scene is peaceful and suggests a shared listening experience in nature.

Listen with intent

Get the lay of the land

Before you get started building your brand online, understand the landscape you have to navigate. Without a solid understanding of your audience, competitors, brand sentiment, etc., it will be impossible to define KPIs and develop a strategy that meets your business objectives.

Tactics:

1. **Audience insights.** Research, surveys and panels help you understand your audience, enabling you to position your brand in a way that speaks directly to their needs.
2. **Competitor analysis.** Knowing your competitors and how they present themselves online will help you differentiate your brand.
3. **SEO audit.** High performing brands online are easily discoverable on search engines. A SEO audit will help align your brand with keywords relevant to your target audience.
4. **Content audit.** Is your content working as hard as possible to reach your audience? Content audits can make it so.
5. **Social media monitoring.** It's not enough to know how brands talk about themselves; find out how people are talking about your brand online.

Content Ecosystem

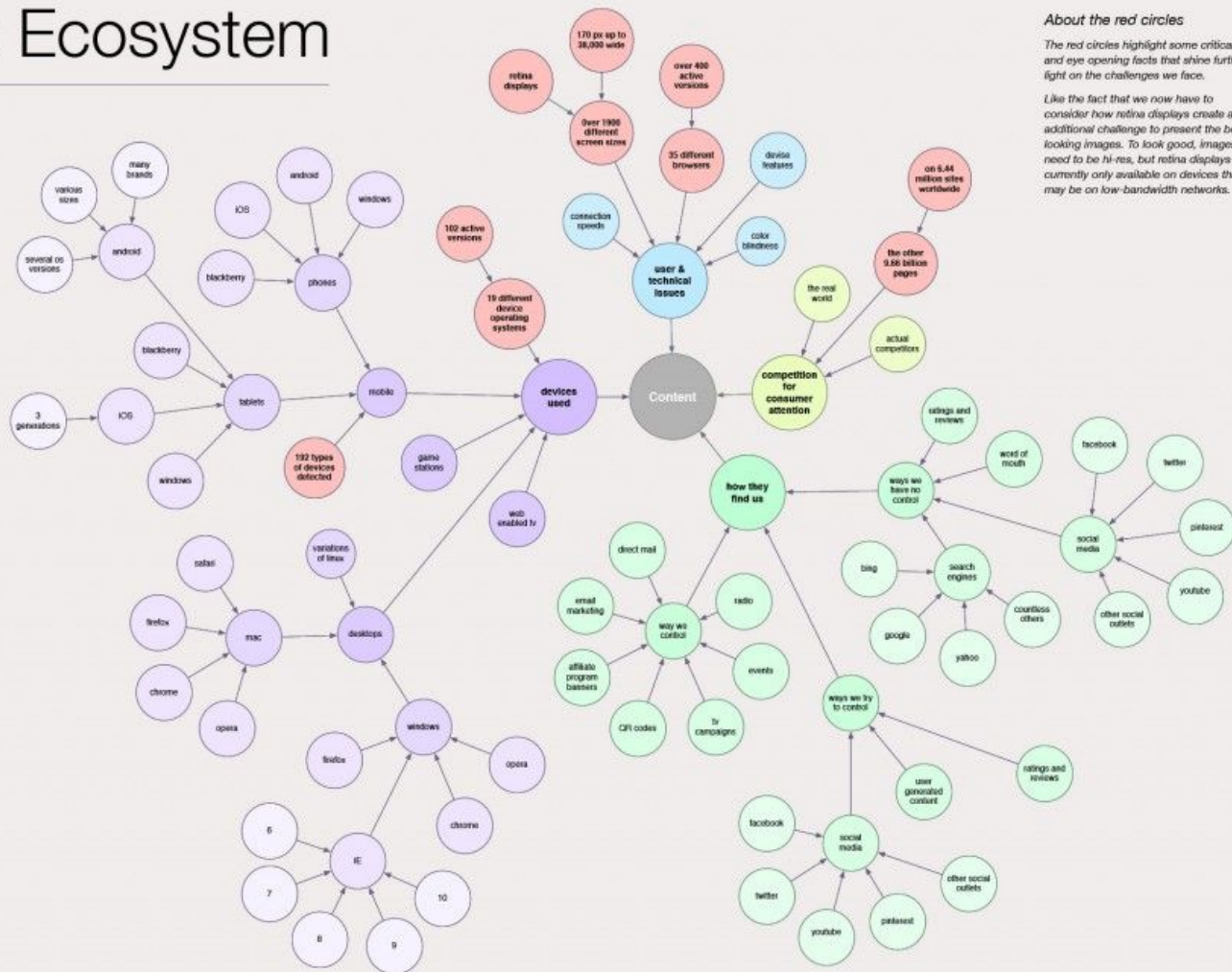
The content ecosystem illustrates many of the challenges that we face with online content.

From the variety of devices and their various browsers to user concerns like connection speeds and their limited attention span. This is a view of the ecosystem of a single page of one a single website only. As such it's far from an exhaustive view of every possible scenario. It doesn't even cover how one content type may have different needs than another, like text vs video vs pictures and only scratches the surface of context.

Content is the reason that people come to a website. Whether it's for product information, customer reviews, technical or customer support, it's all about accessing content that's important to them. A solid **content strategy** is critically important to making that happen.

Designing **content out, mobile first** with **progressive enhancement** is an effective strategy to ensure that whatever circumstance brings a person to the content that they receive an appropriate and memorable user experience. Freeing content from predefined presentation styles will help make it accessible to the greatest number of users.

Each channel shown should not be considered in isolation but paired up with related considerations from the other three channels to see the diversity of challenges. For instance, a person on an iPad 3 on a 3G network while at the mall trying to do a search on Google will have different challenges than a person at home on their PC using Internet Explorer 8 and a sites navigation to get around. It becomes easy to see how many challenges there are.



About the red circles

The red circles highlight some critical and eye opening facts that shine further light on the challenges we face.

Like the fact that we now have to consider how retina displays create an additional challenge to present the best looking images. To look good, images need to be hi-res, but retina displays are currently only available on devices that may be on low-bandwidth networks.

Start with strategy

A close-up photograph of a hand placing a wooden block on a Jenga tower. The tower is made of light-colored wooden blocks, some with a natural wood grain and others with a darker, possibly stained or painted, finish. The hand is positioned on the left side of the frame, with fingers carefully guiding the block into place. The background is blurred, showing another person's hand pointing towards the tower on the right side of the frame. The overall scene suggests a game of strategy and precision.

**A tactical approach is only
short-term fix.**

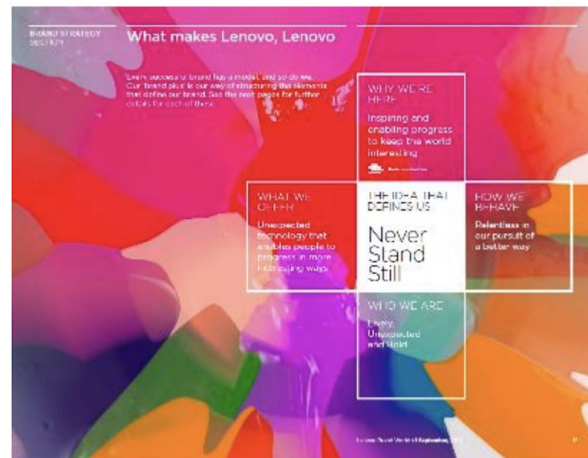
Play the long game

Develop a strategy that speaks to the pivotal problem your business is faced with. This will be the foundation of your campaign.

Tactics:

1. **Insights analysis.** Data without interpretation is useless. Once you have all the facts, determine what the relevance is to your brand and how you'll talk about it.
2. **Strategic brainstorm.** Get your team together to assess your insights and develop a strategy to build your brand online. You should arrive at a narrative that speaks to your business objectives and links all your campaign tactics together. Try SCQA.
3. **Brand Narrative and Tone of Voice.** To ensure consistency across all content, develop a handbook with key messages and supporting proof points, as well as guidelines on how to write in a way that best represents your brand DNA.

Example: Lenovo



Example: Text100



TECHNICAL SUPPORT
 1-800-368-7070

What does our personality sound like?

**Passionate.
Collaborative.
Creative.**

Passionate
(Energetic, focused, adhesive)

The disruptive nature of technology gets us jumping at the 3-2-1. We've played a part in communicating every year as a result of the past 20 years' digital technology and our own, our clients' businesses and the markets they operate. We've learned the technology is a well-oiled tool, letting them play around is one thing, and then a well-oiled, distributed, 24/7 ready to go, anywhere, at any time, is another, but we've learned with a new lease.

Collaborative
(Open, non-competitive, shared)

[illegible]

Creative
(Visionary, imaginative, problem-solving)

Clearly not, and there are no shortcuts. It's time wasting and time consuming just to do a departmental exercise, to go to both groups and think about it, when you get it done, but it is an important indicator of doing the most leading work for the world's most leading companies. It means we can't do it for some of them, it's not a.

Full RSC Terms of Reference
<http://www.rsc.org/education/2012/01/12/120112main.asp>

To thine own self
be true

2. The open market has lost its effectiveness. I've
 thought about suggesting a new one.
 3. When I was 17, I had three close friends.
 I was very close to them. I was very
 close to them. I was very close to them.
 I was very close to them. I was very close to them.

Text103 is:

Authoritative	but not cocky .
Expert	but not showy .
Courageous	but not cavalier .
Constructive	but not dismissive .
Firm	but not fierce .
Creative	but not contrived .
Warm	but not fuzzy .

Absolutely zero fuzz.

Storytell for success





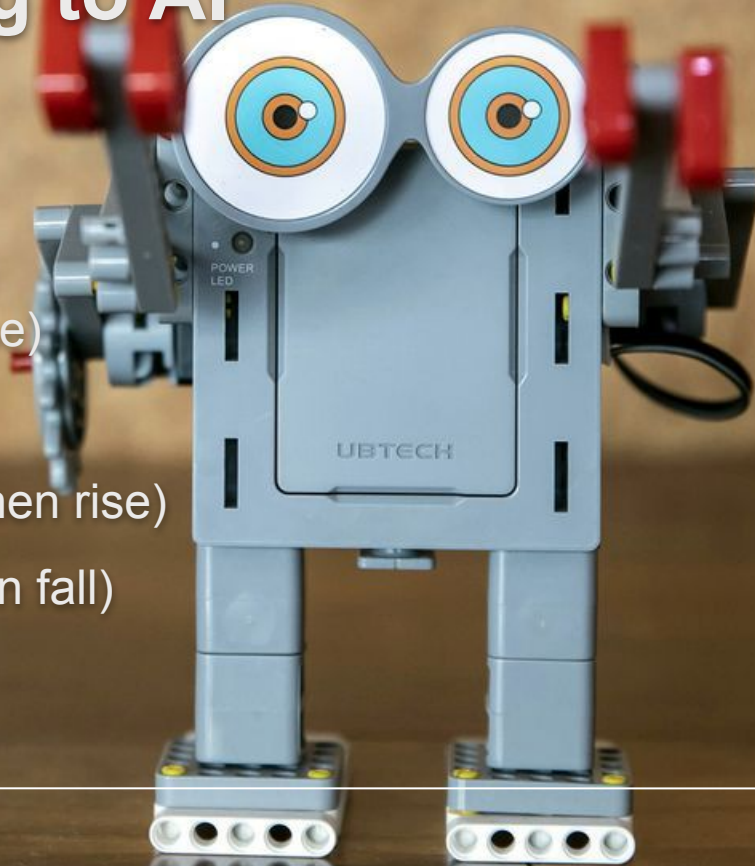
Take a page from Disney

There are only 7 types of stories

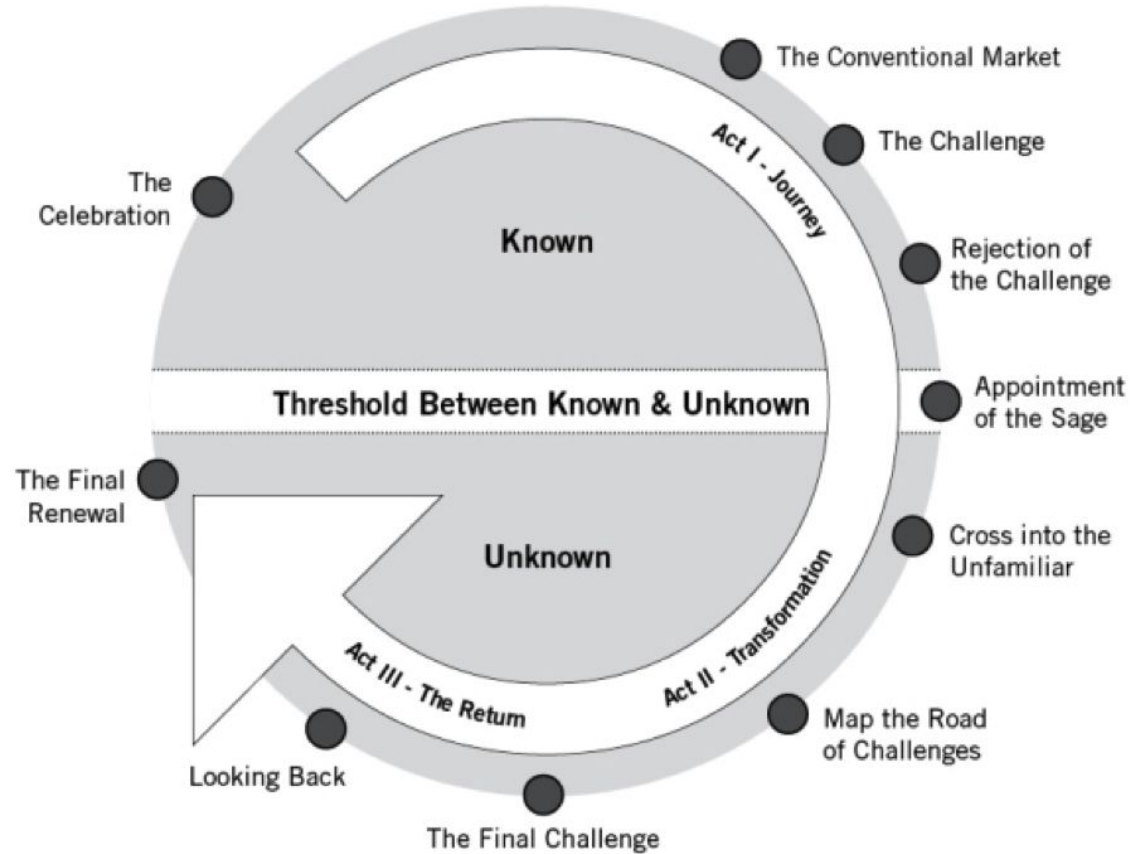
1. Overcoming the monster
2. Rags to riches
3. The quest
4. Voyage and return
5. Comedy
6. Tragedy
7. Rebirth

Well, 6, according to AI

1. Rags to riches (rise)
2. Riches to rags (fall)
3. Man in a hole (fall then rise)
4. Icarus (rise then fall)
5. Cinderella (rise then fall then rise)
6. Oedipus (fall then rise then fall)



The CM Brand Hero's Journey

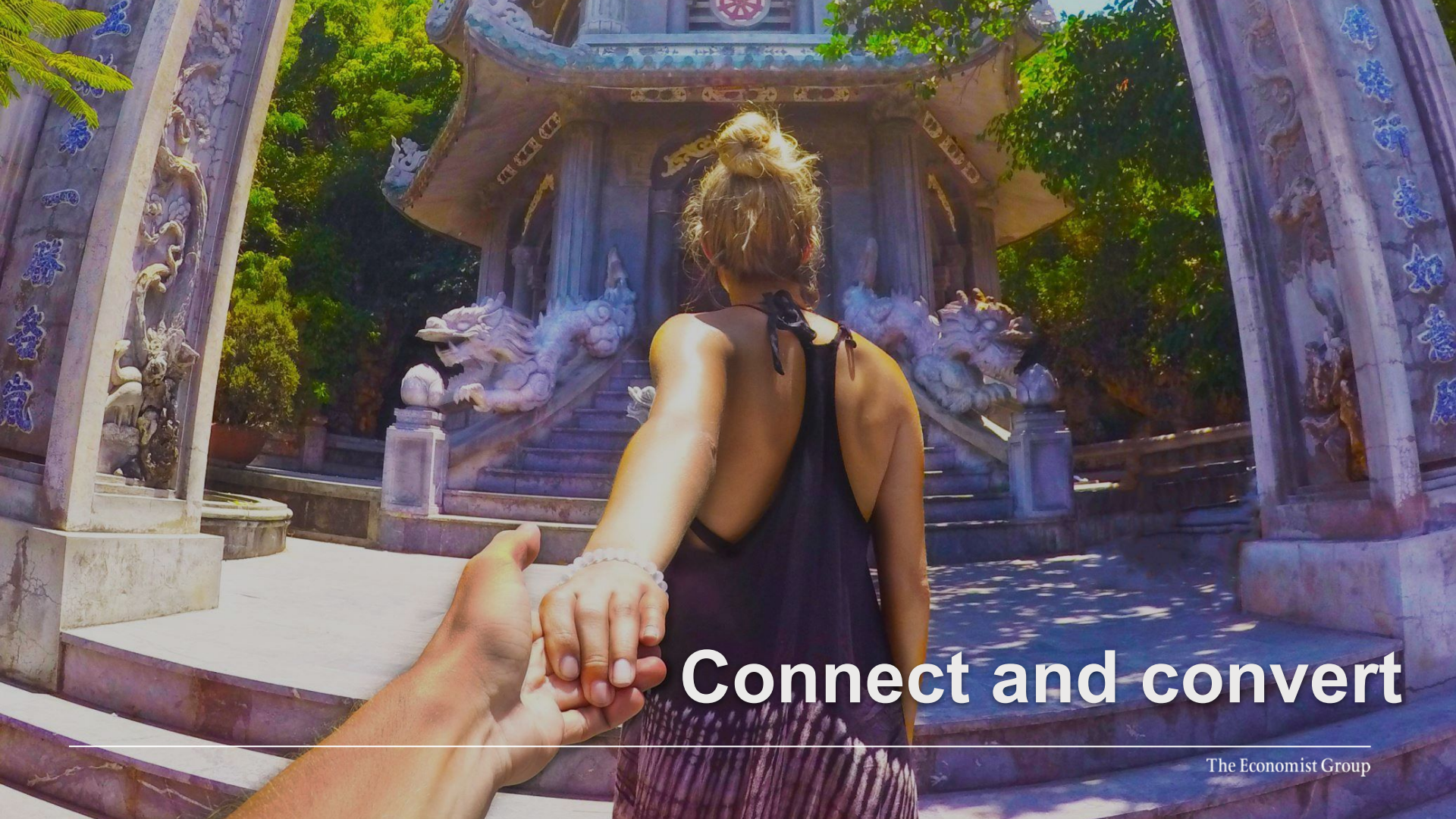


Show, don't tell

Find that “sweet spot” between your brand’s value proposition and your target audience’s needs. Use it to craft a story that is relevant to them and positions your brand as a thought leader.

Tactics:

1. **Creative brainstorm.** Your team should determine creative themes and specific campaign tactics based on your strategy and audience insights.
2. **Content calendar.** Plan the roll out of your content assets in a way that keeps your brand relevant in the eyes of your audience.
3. **Production timeline.** Work backwards from the go-live dates in your content calendar to establish a realistic timeline for producing each content asset.



Connect and convert

Don't spray and pray

Content has absolutely no value if nobody is reading it. High-performing campaigns come with a solid distribution strategy to ensure that they're reaching the right audience.

Tactics:

1. **SEO.** Your content should be informed by your target audience's search behaviors, otherwise it won't easily integrate into their content ecosystems.
2. **Paid amplification.** Digital platforms today come equipped with sophisticated targeting options for those who run sponsored posts.
3. **PR.** Traditional public relations is not dead. In fact, it's a useful tool to give your brand even more reach offline.
4. **Social media playbook.** Develop guidelines for responding to your audience online that are aligned with your brand identity and tone of voice.
5. **Community management.** Social media is all about shaping conversations online. Designate community managers to respond to your audience in a timely manner, using your social media playbook as a guide.



Track, test and learn

Track your progress

The social media landscape is constantly evolving, and so should your campaign. It's important to monitor what's working, what isn't and to adjust your tactics to ensure that your content works as hard as possible to meet your objectives.

Tactics:

1. **Website analytics.** Tools as simple as Google Analytics will help you understand what your audience is engaging with and what's converting them.
2. **Social media monitoring.** These tools help you determine which types of content are most engaging, as well as track brand sentiment.

Sample metrics

PERFORMANCE METRICS

Growth

TRACKING METRICS

Followers

Impressions

CPA of followers

Engagement

Clicks

Likes

Shares

Comments

Click-throughs

OPTIMIZATION OPTIONS

Top performing content

Timing of posts

Content formats

Targeting



Case studies

Tokyo Convention & Visitors Bureau

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Discover Tokyo

The Challenge

To create impact, awareness and interest in Tokyo as a travel destination amongst travel influencers and affluent travelers.

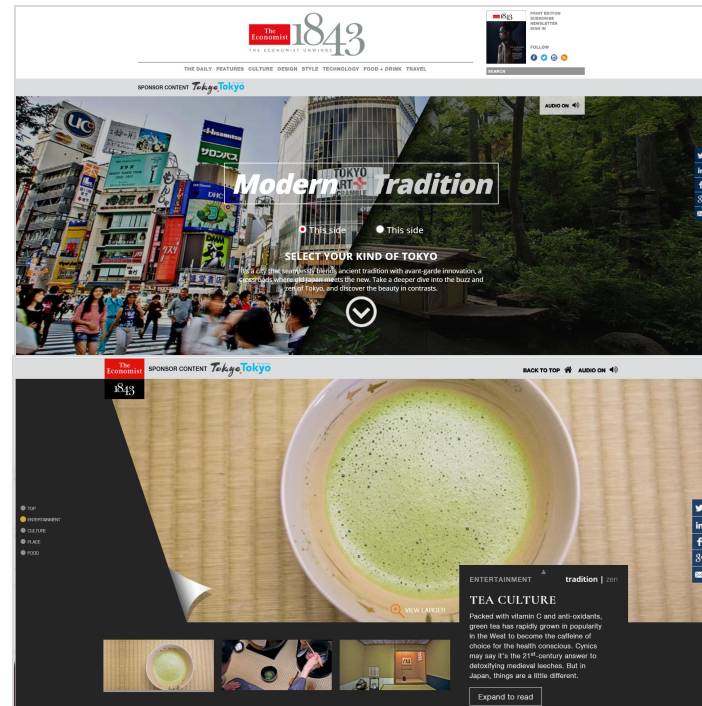
The Thought

The Economist Group developed a bespoke content and media programme that highlighted the two sides of an extraordinary metropolis: the modern, thriving, exciting Tokyo and the beautiful, tranquil, delicate Tokyo of tradition. This program invited visitors to discover the beauty in contrasts. A top class photojournalist captured the essence of each story in pictures, accompanied with a 500-700 word article to give context background. <http://tokyomoderntradition.1843magazine.com/>

How it counts?

Discover Tokyo has successfully engaged the globally curious audience of The Economist Group with significant engagement and recognition.

- Over 58K unique visitors to hub with 1,500+ hours spent
- Over 2m social media reach and 120K+ interactions
- Finalist of 2018 BrillIAAance Awards and 2018 Webby Awards



Aldermore

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Connecting with startups across digital

The Challenge

Challenger bank Aldermore's mission is to connect ambitious, enterprising individuals or "go-getters".

The Thought

Content Hub: We designed and built The Edit, a dedicated hub housing engaging and thought-provoking content for startup and entrepreneurs to go to for support, inspiration, motivation and information. Presented in lifestyle magazine-style, it features a mix of customer stories, opinion pieces, insights, useful guides and tips for SMEs and is kept fresh with a rolling calendar of evergreen content.

How it counts?

- Over 342,000 views on our film about the Grown Up Chocolate Company
- Our Mortgages Manifesto film attracted 12,000 views in one day



Taking a social-first approach to growing a brand

The Challenge

Hertz, the world's leading vehicle hire provider, wanted to build brand awareness in the UK and drive engagement across social media.

The Thought

We actively managed Hertz UK's social channels, devised a monthly content calendar and creative assets, and used high quality content for regular micro-campaign spikes including:

- Supporting the world's first Cinema Car experience
- Amplifying Hertz's partnership with Brighton & Hove Pride 2018
- Launching an official partnership with the National Theater and celebrating the brand's 100th anniversary

How it counts?

- In six months, Facebook fans and followers grew by 10.54% and in three months, engagement grew by 17,622%
- Reach on Twitter increased by 108%
- The National Theater campaign reached 1 million and drove engagement of over 10k



Crohn's & Colitis UK

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Engaging a new audience with a refreshed brand voice

The Challenge

We were approached to drive sign ups to the 2017 series of WALK IT events and raise awareness of Crohn's & Colitis amongst a younger demographic.

The Thought

We created a new brand positioning to give WALK IT a purpose and meaning, creating a new tone of voice and messaging to fight myths and stigma around the condition.

- A mix of organic and paid activity across Facebook, Snapchat and YouTube
- Rolled out bespoke Snapchat filters at each WALK IT event to track participation
- Created engaging animations and targeted videos to reach audience via paid campaign across Facebook and YouTube

How it counts?

- 130,000+ Snapchat views across all seven WALK IT events
- Paid activity clocked up 1.1 million impressions, reached 652,023 people and drove 2,500 entries
- Videos attracted 314,423 views





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