



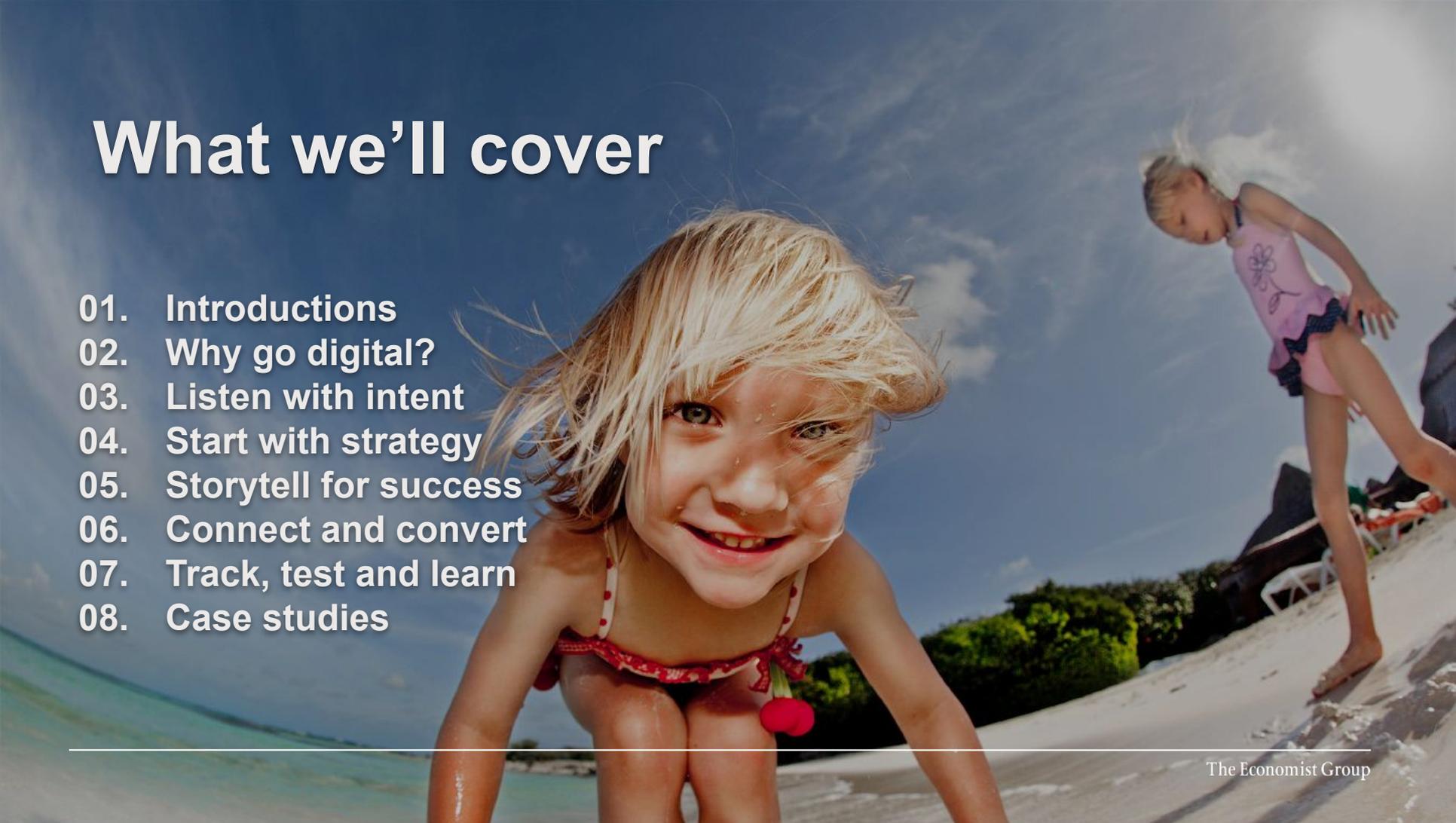
# Building your brand in the digital age

August 2019

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The Economist Group

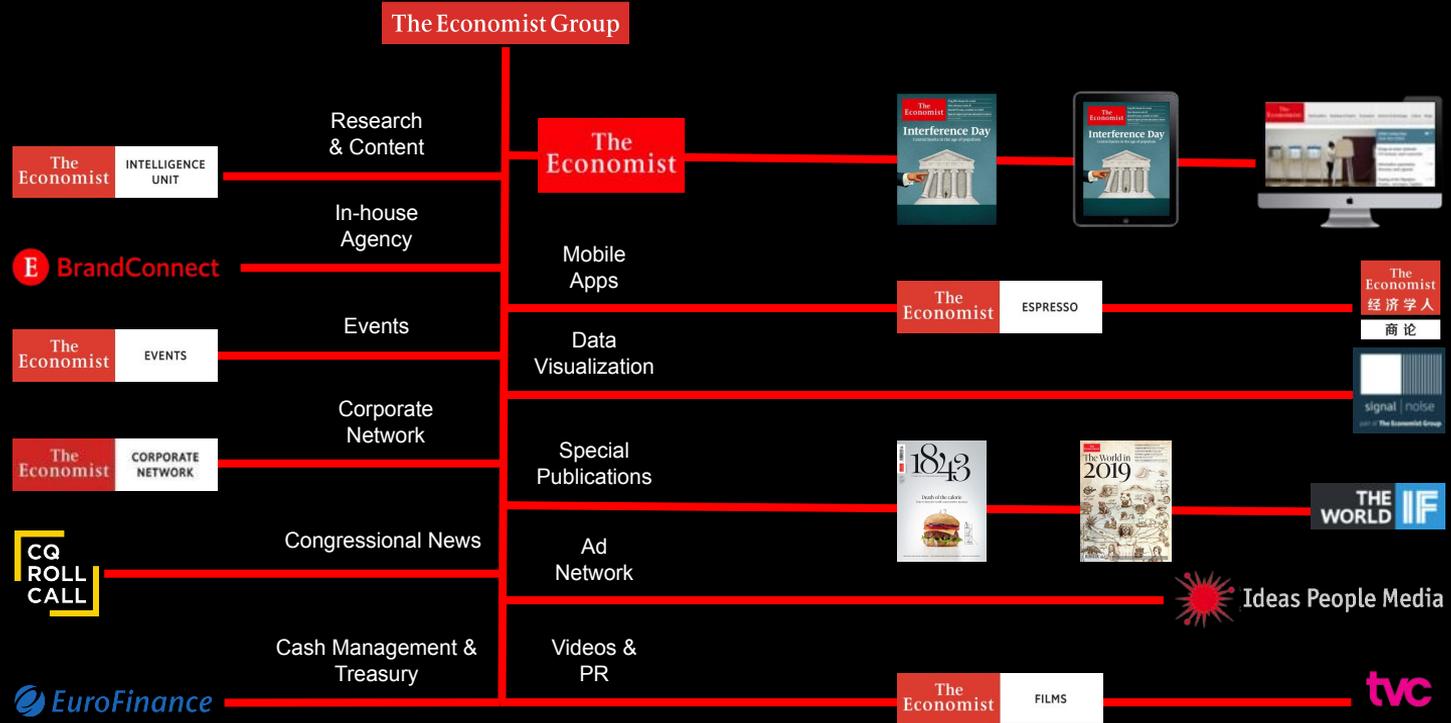
# What we'll cover

A young girl with blonde hair, wearing a red bikini with white polka dots and a red flower, is smiling and looking towards the camera. She is on a sandy beach. In the background, another young girl in a pink swimsuit is running away from the camera. The sky is blue with some clouds, and the ocean is visible in the distance.

01. Introductions
02. Why go digital?
03. Listen with intent
04. Start with strategy
05. Storytell for success
06. Connect and convert
07. Track, test and learn
08. Case studies

# The Economist Group

More than a magazine





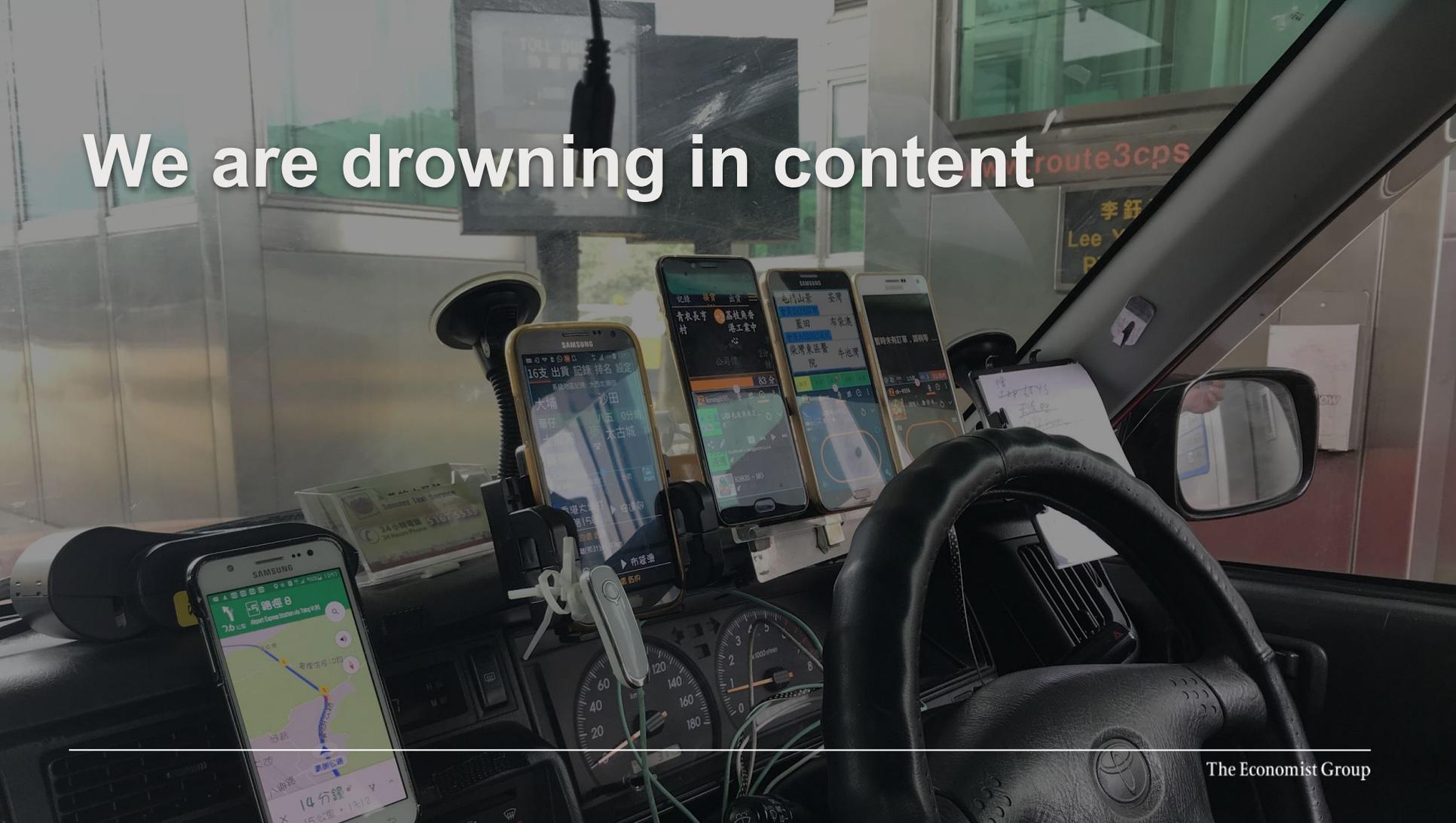
## About us

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.

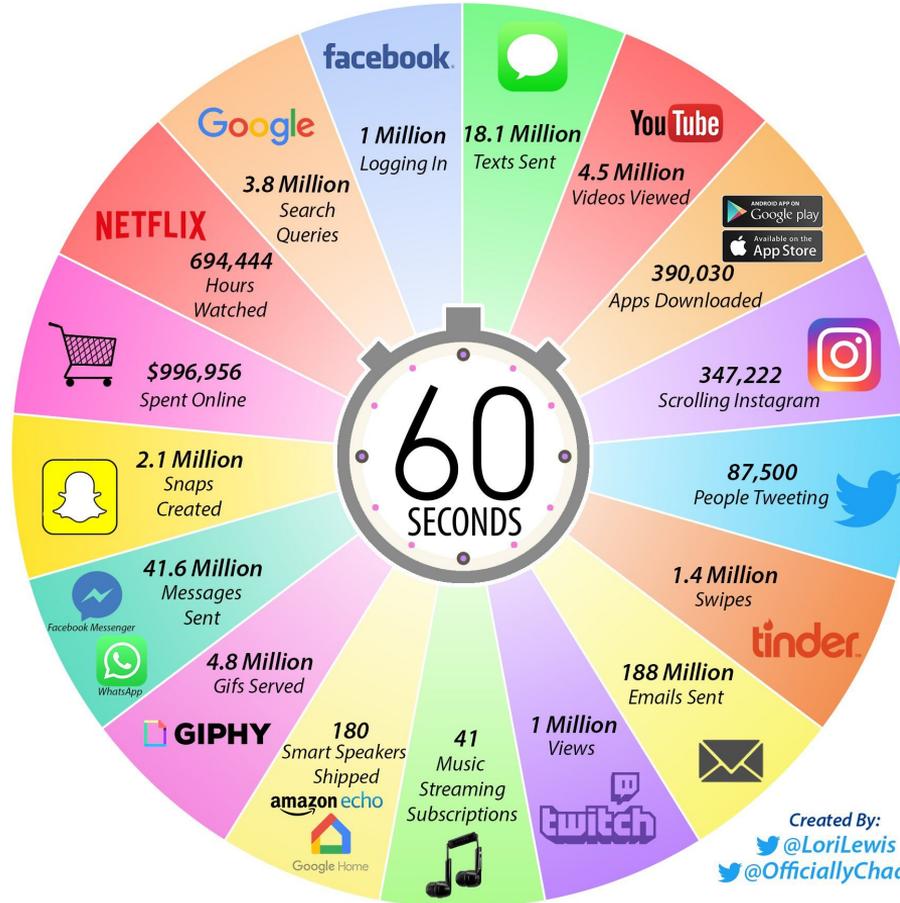
# Why go digital?

A close-up, low-angle shot of a smartphone screen. The screen is dark, and the background is a bokeh of colorful lights in shades of red, orange, yellow, green, and blue. The phone's home button is visible at the bottom right of the screen.

# We are drowning in content



# 2019 *This Is What Happens In An Internet Minute*





**Influence.  
Relevance.  
Reach.**

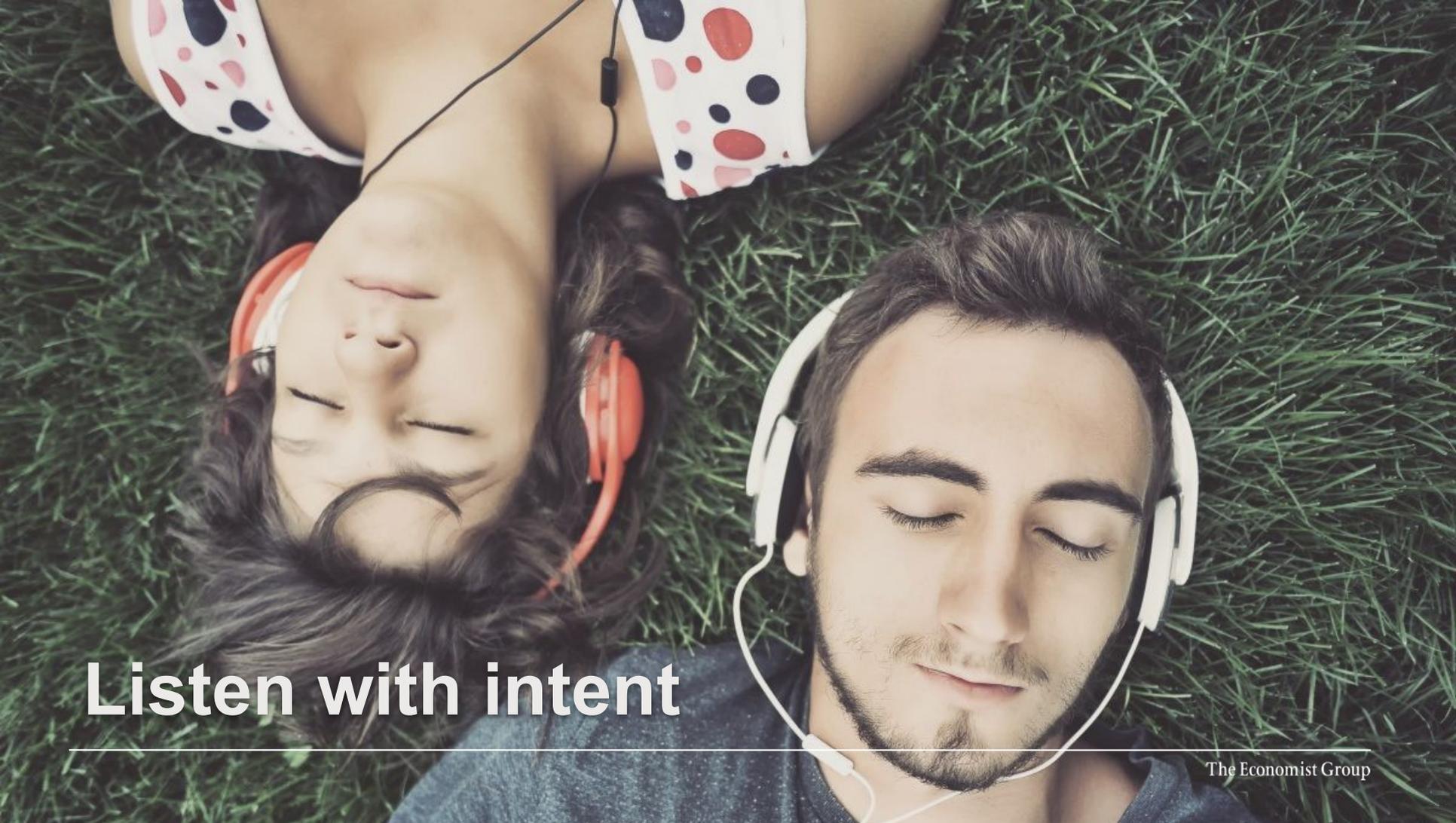
**Insights**

**Strategy**

**Content  
creation**

**Activation**

**Measurement  
and  
optimization**



**Listen with intent**

# Get the lay of the land

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*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

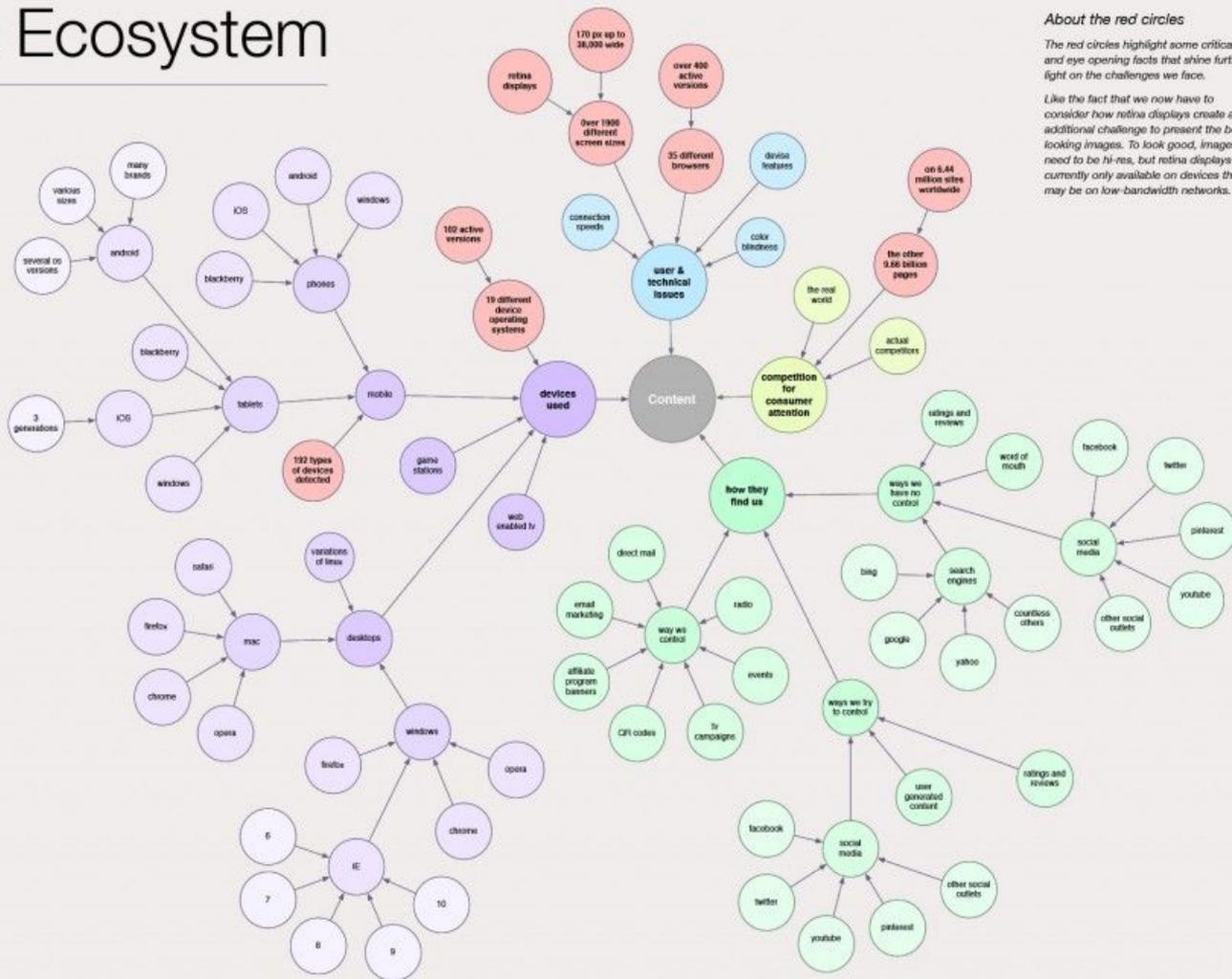
## The content ecosystem illustrates many of the challenges that we face with online content.

From the variety of devices and their various browsers to user concerns like connection speeds at 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.

A close-up photograph of a Jenga tower made of light-colored wooden blocks. A hand on the left is pulling a block from the second layer from the top. Another hand on the right is pointing towards the tower. The background is blurred, showing a person in a blue shirt. The text "Start with strategy" is overlaid in white on the left side of the image.

**Start with strategy**

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

# Play the long game

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*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



Text100: Text of 100  
Created: 2017-08-01 15:33

What does our  
personality  
sound like?

**Passionate.**  
**Collaborative.**  
**Creative.**

**Passionate**  
*(Energetic, focused, adaptive)*

The characteristics of both suggest an emphasis on the 2nd. We've spoken a lot of communicating using an emphasis on the 2nd. You're a great listener and you're a great communicator. You're a great listener and you're a great communicator. You're a great listener and you're a great communicator.

**Collaborative**  
*(Open, non-competitive, shared)*

A lot of people are interested in the 2nd. A lot of people are interested in the 2nd. A lot of people are interested in the 2nd. A lot of people are interested in the 2nd. A lot of people are interested in the 2nd. A lot of people are interested in the 2nd.

**Creative**  
*(Visionary, imaginative, problem-solving)*

It's really not about the 2nd. It's really not about the 2nd.

Text100: Text of 100  
Created: 2017-08-01 15:33

To thine own self  
be true

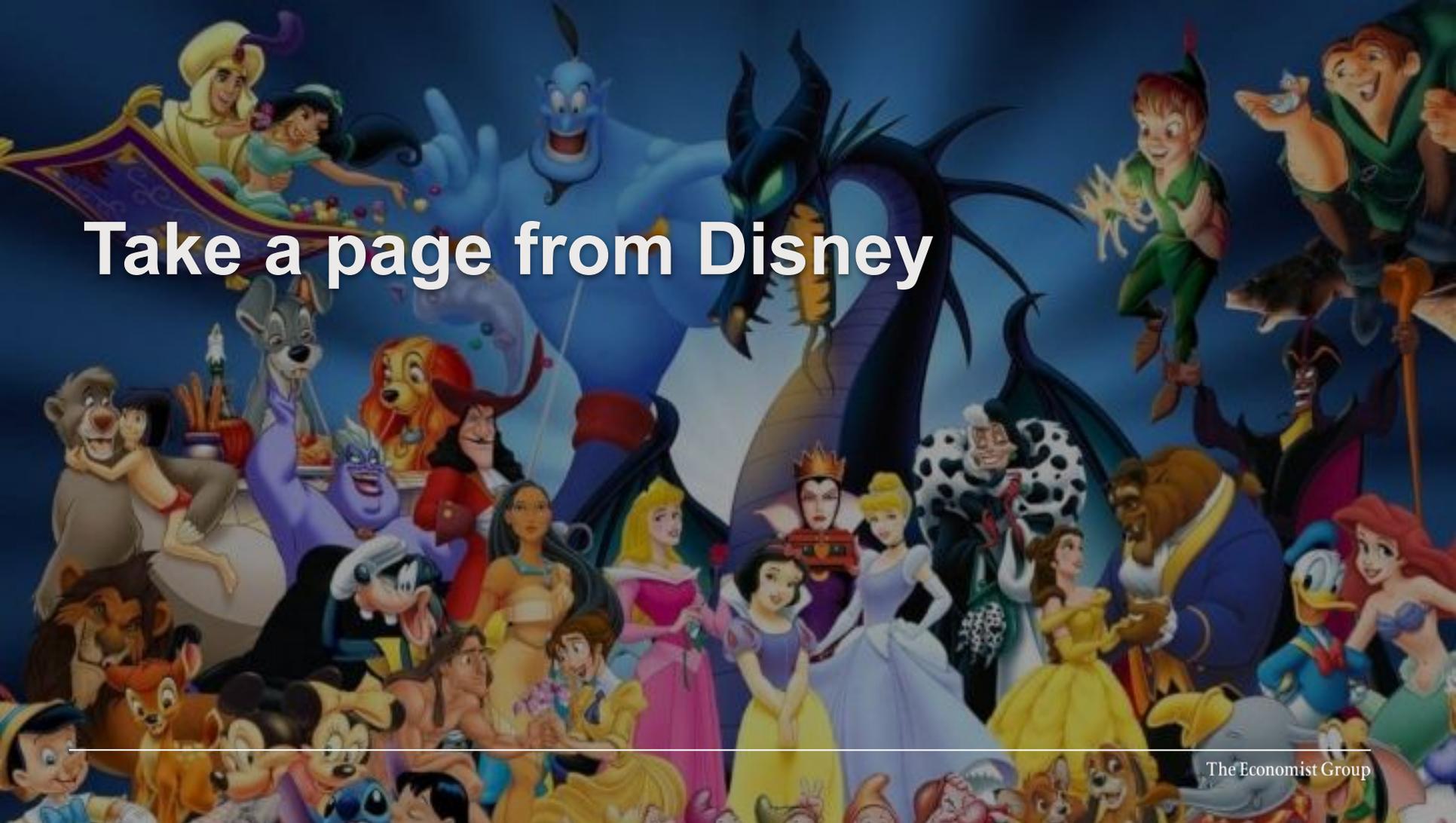
It's really not about the 2nd. It's really not about the 2nd.

Text100: IT:

**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



A vibrant and dense collage of Disney characters from various movies. The characters are arranged in a layered, overlapping fashion against a dark blue background. In the center, the large blue Genie from Aladdin is prominent. To his right, Peter Pan is flying. Below them, Snow White and the Evil Queen are visible. In the foreground, Mickey Mouse and other classic characters are present. The overall composition is a rich tapestry of iconic Disney figures.

Take a page from Disney

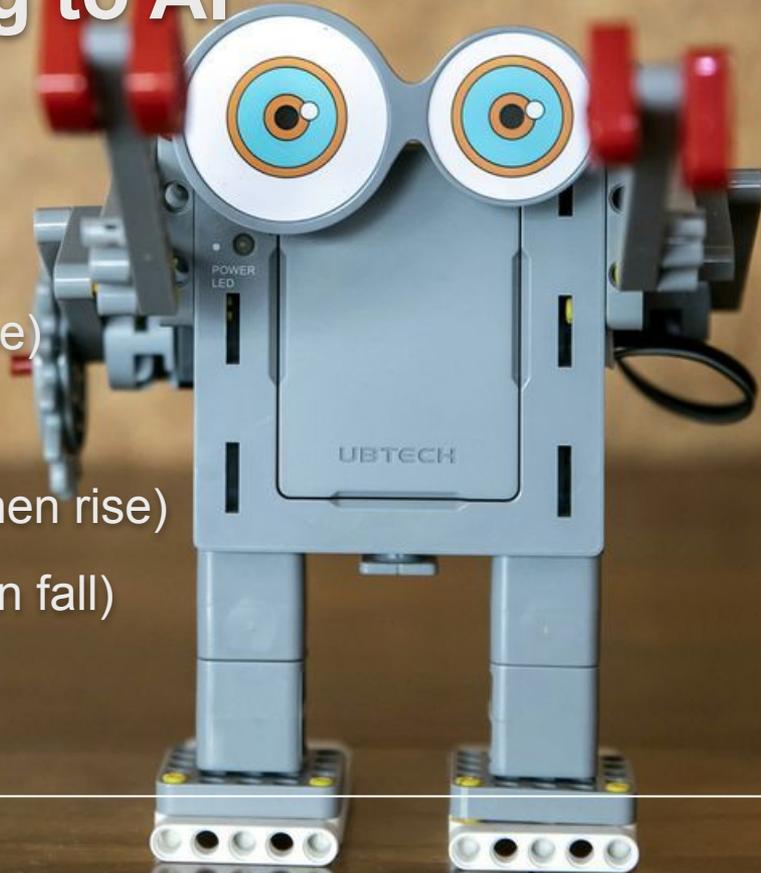
# There are only 7 types of stories

A photograph of a man with a beard and mustache, wearing a blue and white striped shirt, smiling as he reads a book to two young children. The children, a girl in a yellow and white striped shirt and a boy in a grey shirt, are looking at the book with interest. The background is a bright, indoor setting with a window and some plants.

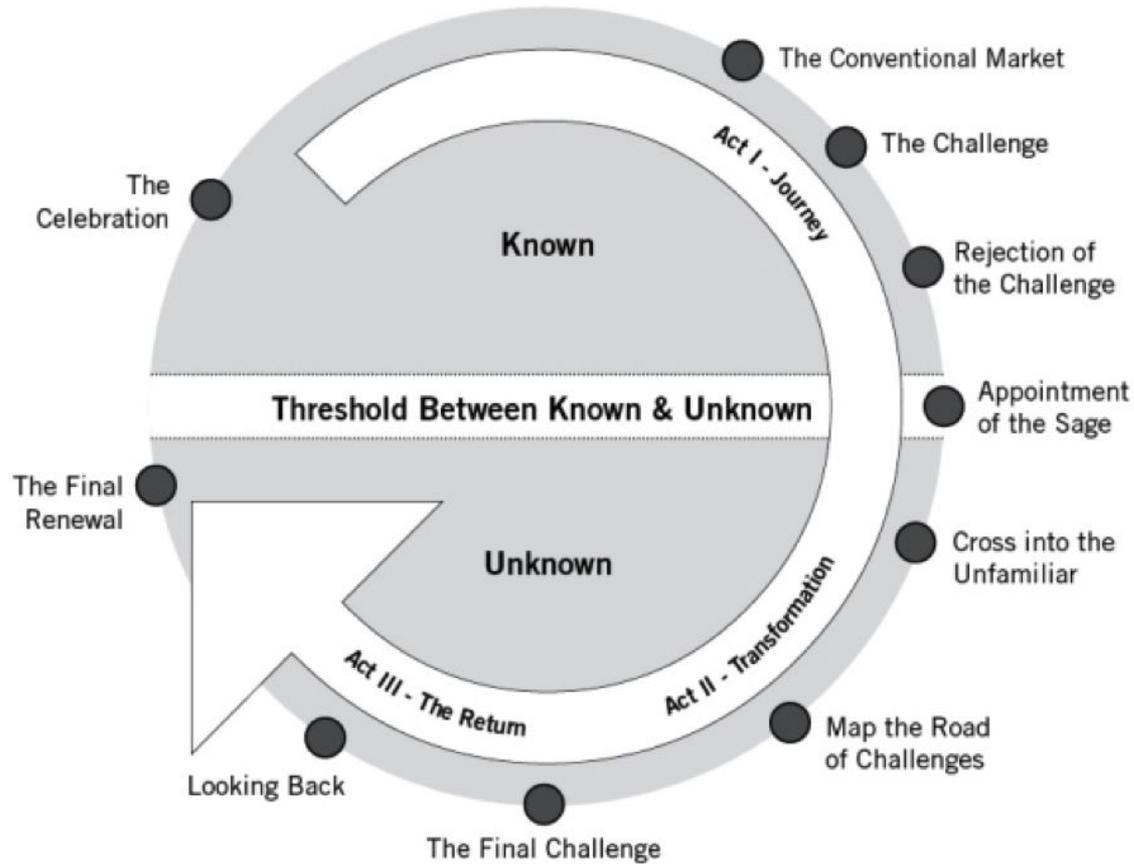
1. Overcoming the monster
2. Rags to riches
3. The quest
4. Voyage and return
5. Comedy
6. Tragedy
7. Rebirth

# 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



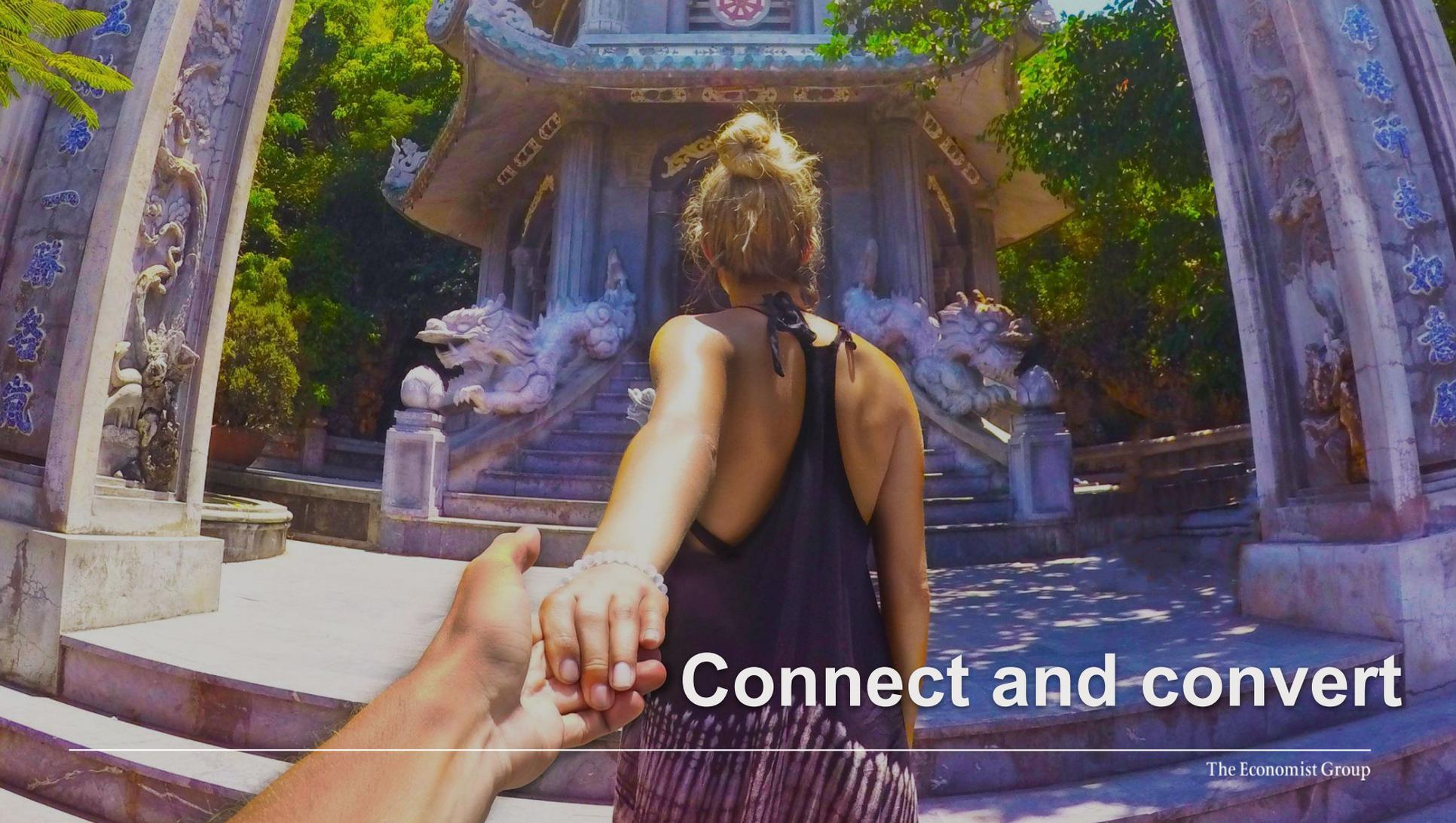
# Show, don't tell

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*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**

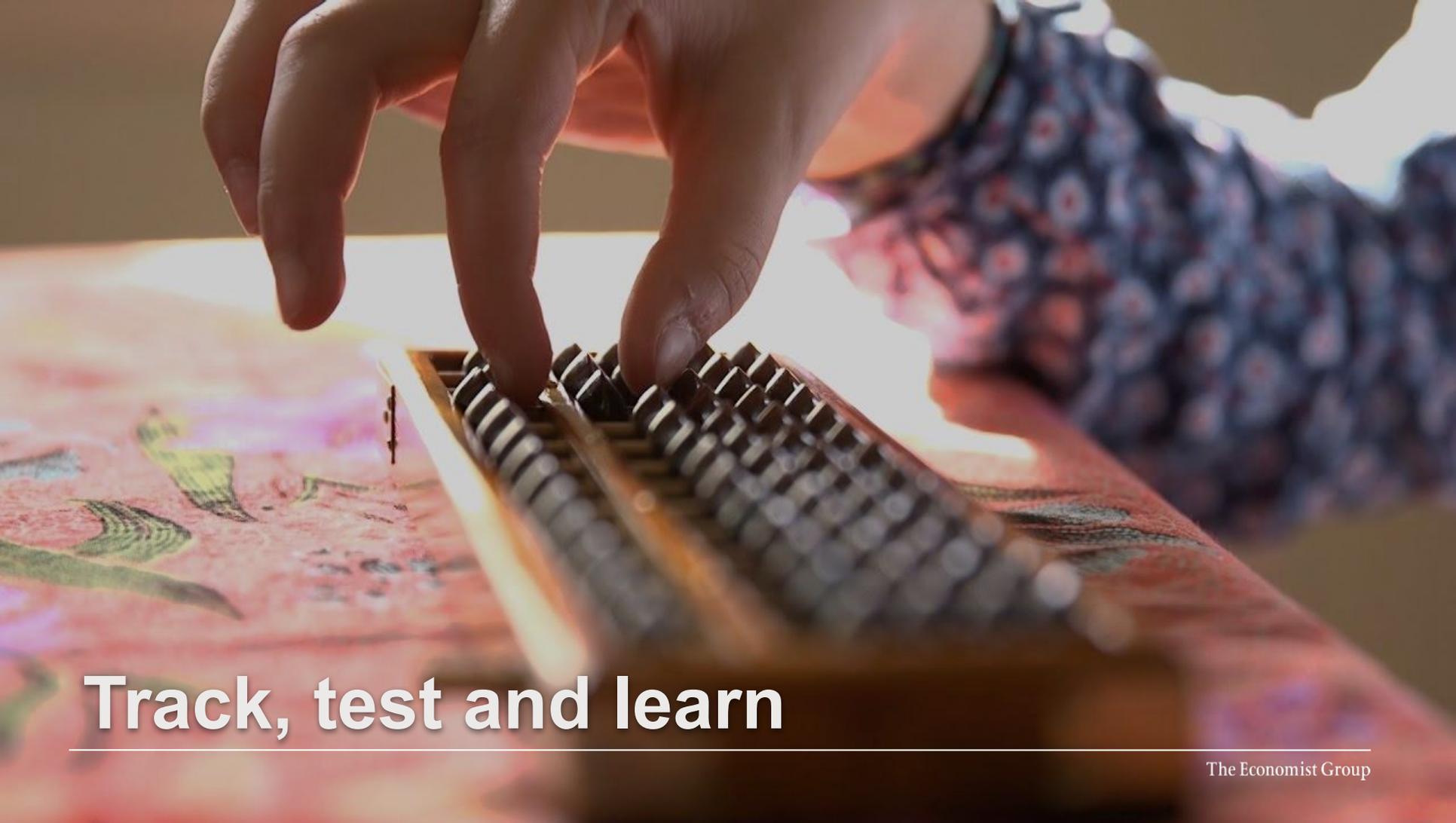
# Don't spray and pray

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*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

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# Track your progress

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*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

Engagement

## TRACKING METRICS

Followers  
Impressions  
CPA of followers

Clicks  
Likes  
Shares  
Comments  
Click-throughs

## OPTIMIZATION OPTIONS

Top performing content  
Timing of posts  
Content formats  
Targeting



# Case studies

# Tokyo Convention & Visitors Bureau

## Discover Tokyo

### The Challenge

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

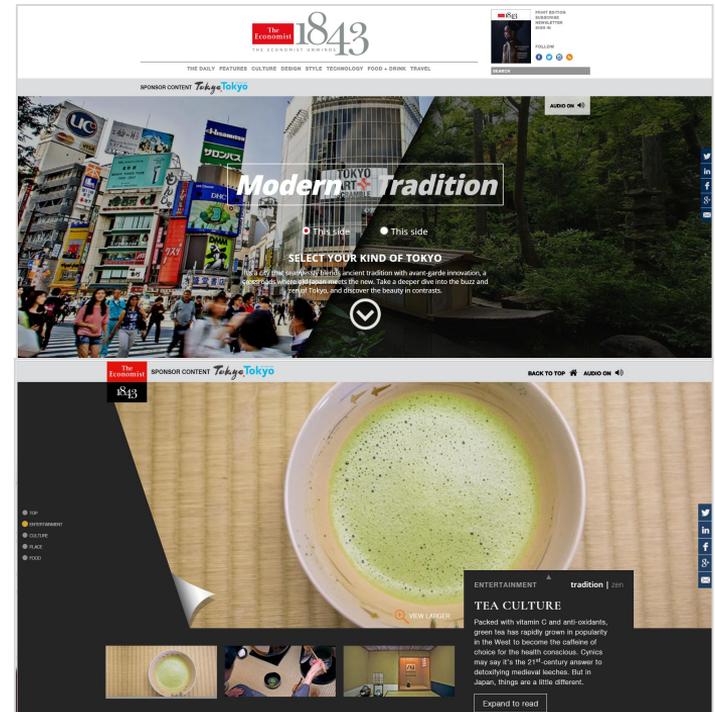
### The Thought

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

## 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

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### 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

## 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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