

Online Brand Identity

The ultimate guide to designing your (digital) branding strategy

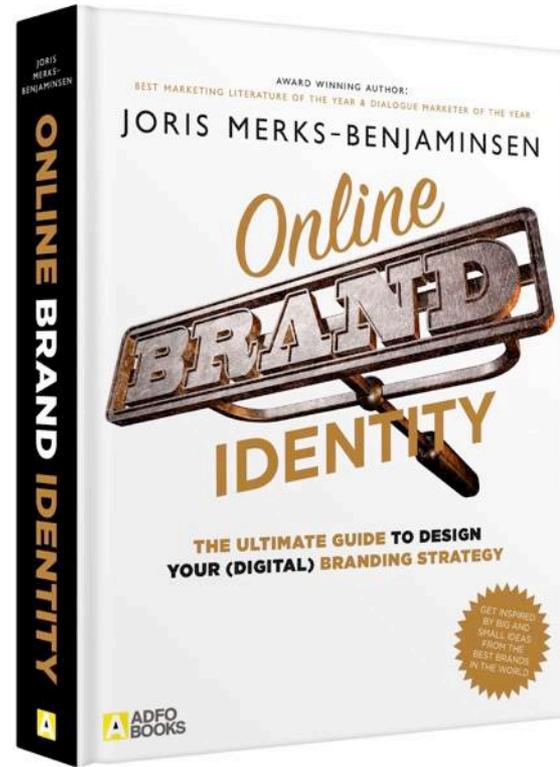
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My personal prediction

80%

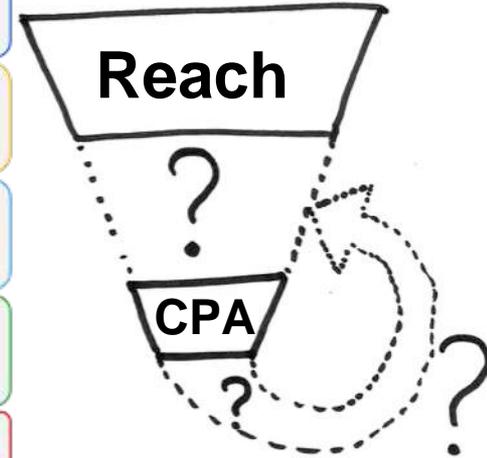
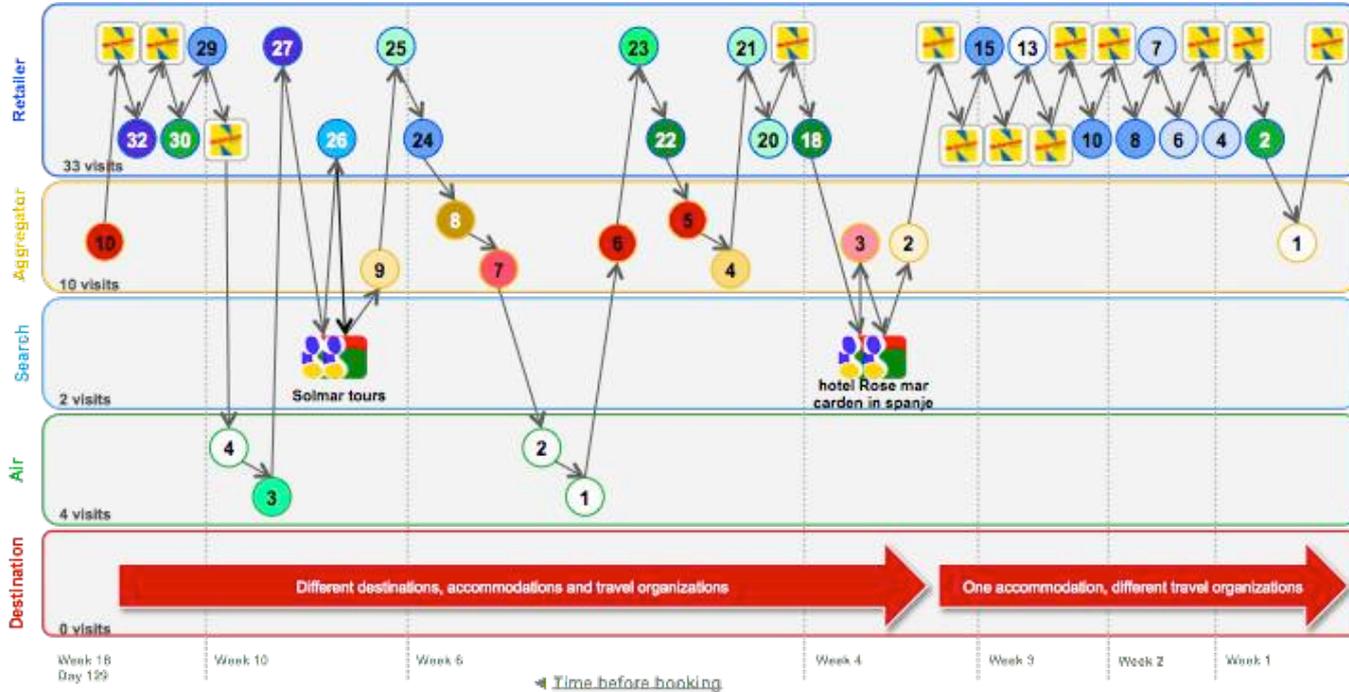
Of **all** media spend
programmatic
in **10 years**

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Most brands are not future ready

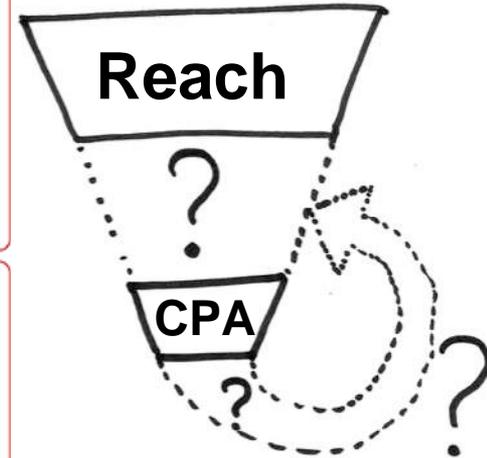
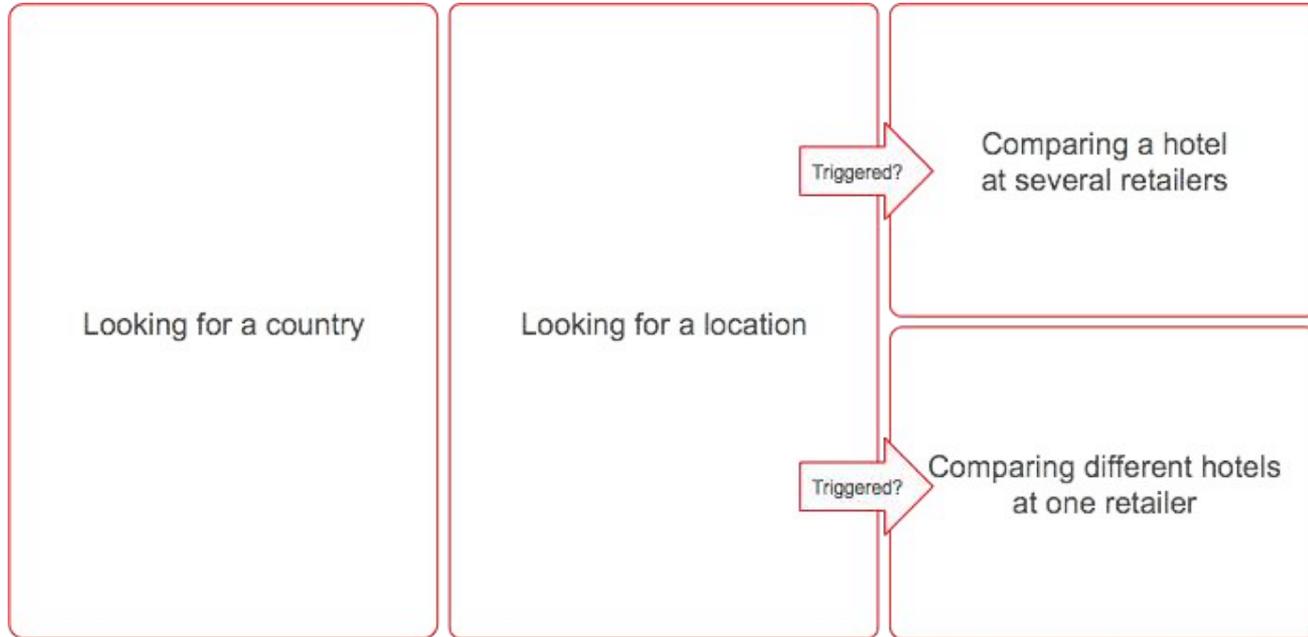
Media channel	Format	February				March				April					May	
		5	12	19	26	5	12	19	26	2	9	16	23	30	4	14
TV																
Motivational registration	60"/40"/20"															
Talking to Scotland editorial platform	12 trans a week															
Radio																
Registration (target under registered)	40"/20"															
Motivational/registration	20"															
Leaflet support/last minute call to action	20"/40"															
Editorial Platform	60"															
Press																
Launch	Full page / 30x5															
Registration	Full page / 30x5															
Leaflet support	25x4 / Platforms															
Last minute call to action	Full page / 30x5															
Local press	Full pages															
National and regional reminder	Full pages															
Editorial Platforms																
Outdoor																
Online																
	Display															

An average consumer journey in travel (NL)

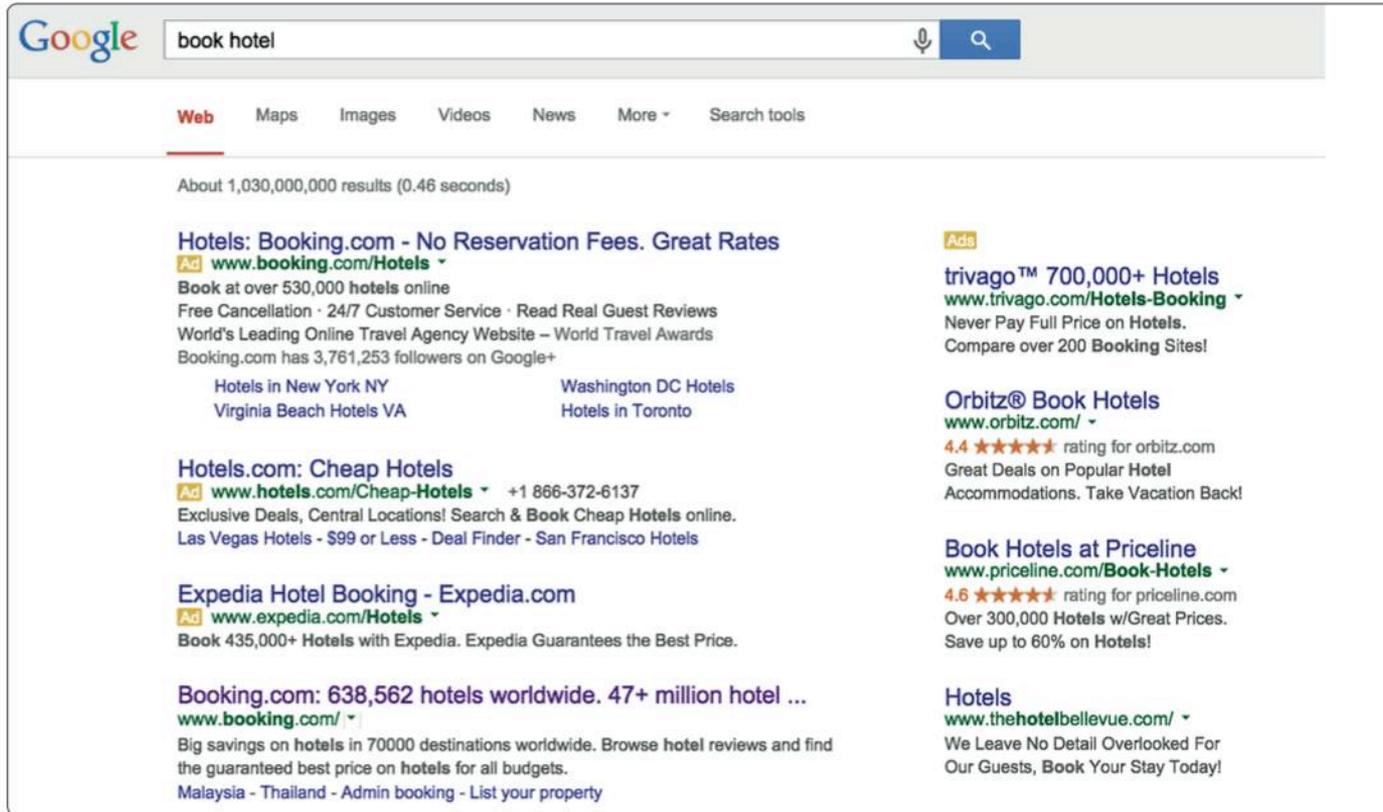


Average booker: >50 online actions, 129 days

The broad pattern of the consumer journey



We know how to use real-time data



Google book hotel

Web Maps Images Videos News More Search tools

About 1,030,000,000 results (0.46 seconds)

Hotels: Booking.com - No Reservation Fees. Great Rates
Ad www.booking.com/Hotels ▾
Book at over 530,000 hotels online
Free Cancellation · 24/7 Customer Service · Read Real Guest Reviews
World's Leading Online Travel Agency Website – World Travel Awards
Booking.com has 3,761,253 followers on Google+
Hotels in New York NY Washington DC Hotels
Virginia Beach Hotels VA Hotels in Toronto

Hotels.com: Cheap Hotels
Ad www.hotels.com/Cheap-Hotels ▾ +1 866-372-6137
Exclusive Deals, Central Locations! Search & Book Cheap Hotels online.
Las Vegas Hotels - \$99 or Less - Deal Finder - San Francisco Hotels

Expedia Hotel Booking - Expedia.com
Ad www.expedia.com/Hotels ▾
Book 435,000+ Hotels with Expedia. Expedia Guarantees the Best Price.

Booking.com: 638,562 hotels worldwide. 47+ million hotel ...
www.booking.com/ ▾
Big savings on hotels in 70000 destinations worldwide. Browse hotel reviews and find the guaranteed best price on hotels for all budgets.
Malaysia - Thailand - Admin booking - List your property

trivago™ 700,000+ Hotels
www.trivago.com/Hotels-Booking ▾
Never Pay Full Price on Hotels.
Compare over 200 Booking Sites!

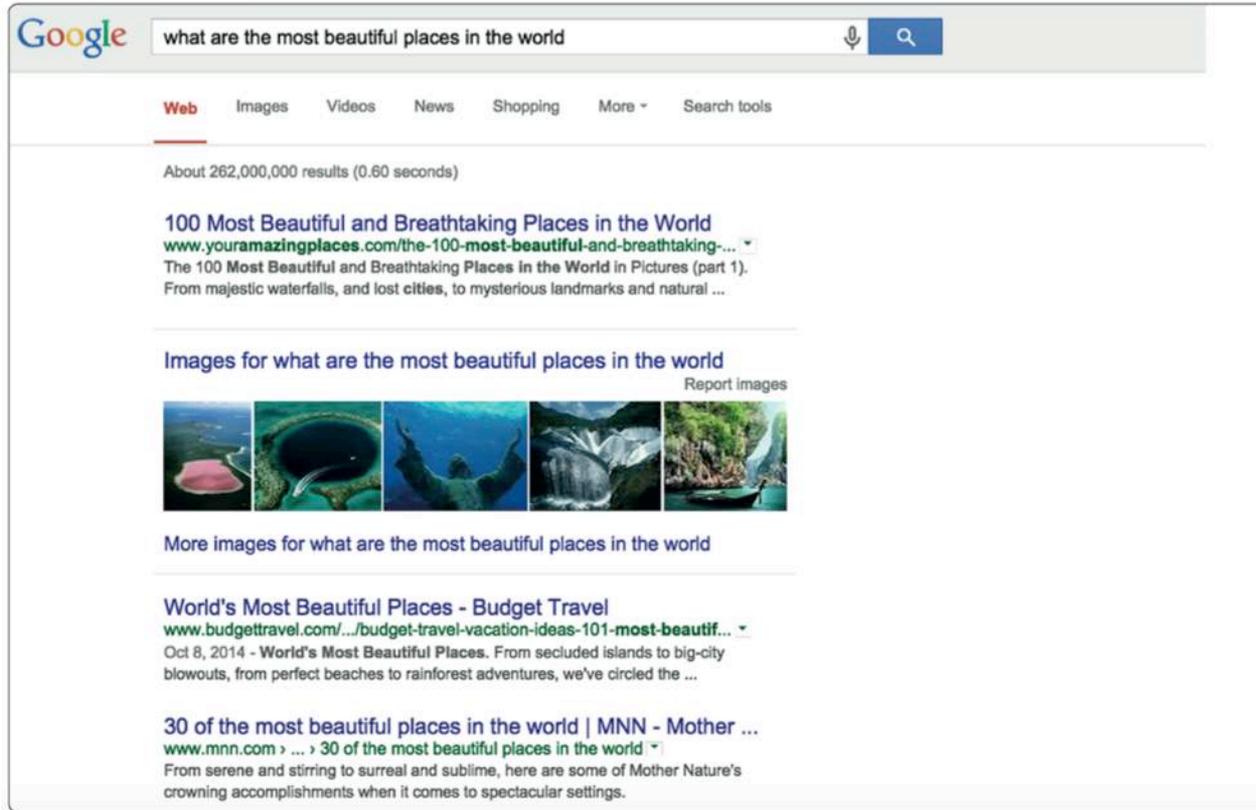
Orbitz® Book Hotels
www.orbitz.com/ ▾
4.4 ★★★★★ rating for orbitz.com
Great Deals on Popular Hotel
Accommodations. Take Vacation Back!

Book Hotels at Priceline
www.priceline.com/Book-Hotels ▾
4.6 ★★★★★ rating for priceline.com
Over 300,000 Hotels w/Great Prices.
Save up to 60% on Hotels!

Hotels
www.thehotelbellevue.com/ ▾
We Leave No Detail Overlooked For
Our Guests, Book Your Stay Today!

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But we only do so at the end of the funnel



The 'Cheap offer now!' mentality in travel



4D Brand Building

Digital 1st targeting

Digital 1st content & campaigns

Digital 1st KPI's

Digital 1st evaluation & Optimization

4D Brand Building

Digital 1st

Targeting

Moments and People that Matter



Moments

Heavy online video buffs	Your favourite series or movies even cooler on the big screen	Enjoy your favourite concert even more on the big screen	Enjoy your favourite sports highlights even more on the big screen	Stream all your favourite content to the big screen	Chromecast as must have gadget present	All your smartphone pictures on your TV
Gadget lovers	Your smartphone as remote for your favourite series or movies	Your favourite concert on TV with your smartphone as remote	Your favourite sports highlights on TV with your smartphone as remote	Stream online video on your TV with your smartphone as remote	Chromecast as cool gadget present	All your smartphone pictures on your TV
Modern family: young moms and dads	Stream kids series on TV Stream favourite series when kids in bed	Watch your favourite concert when the kids are in bed	Watch your favourite sports highlights when the kids are in bed	Stream lots of kids content to your TV	Chromecast as cheap and easy gadget present	Cast your family memories to the big screen
	Watching series or movies	Music/dance mood	Up for watching sports or soccer	Orientation on or buying a video streaming service	Fathersday Mothersday Birthday	Showing pictures to friends at home

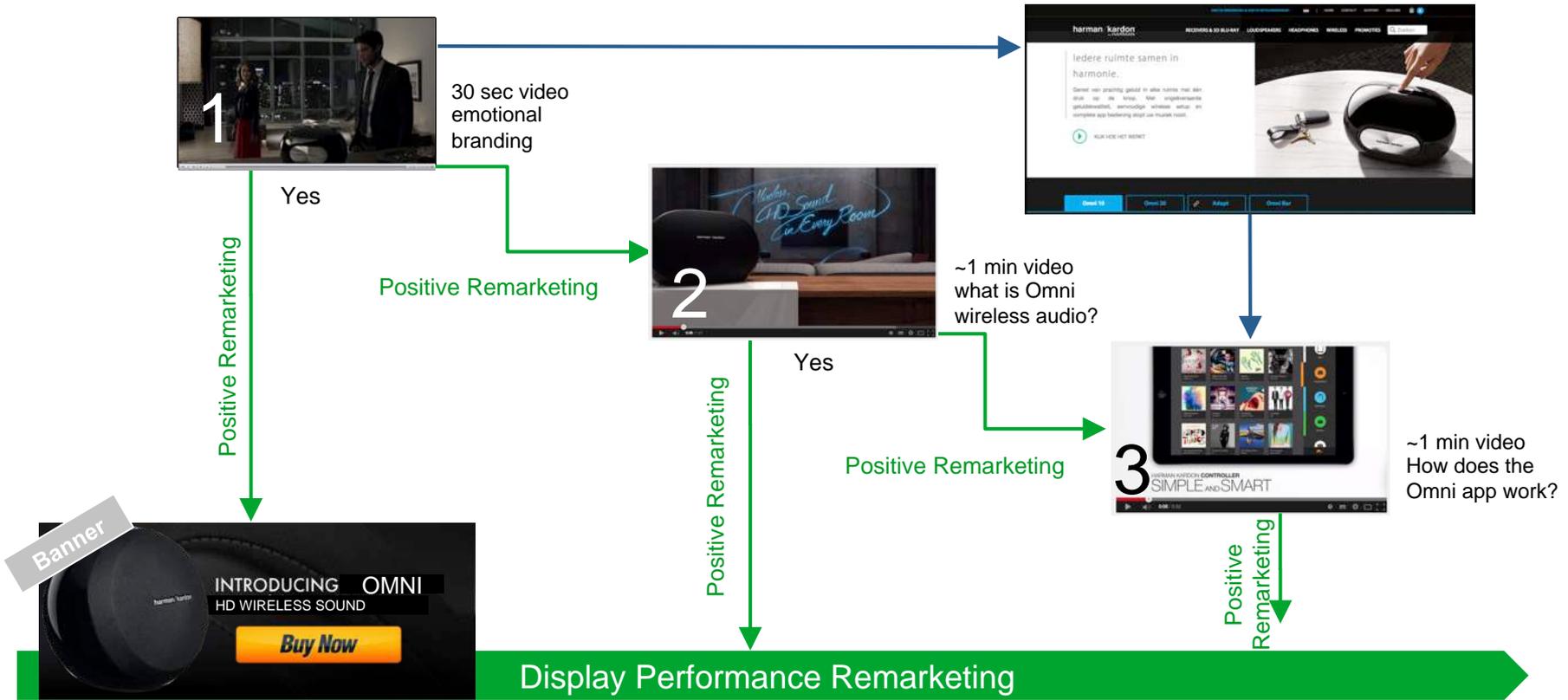
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4D Brand Building

Digital 1st

Content & Campaigns

Example: Harman Kardon Wireless Audio



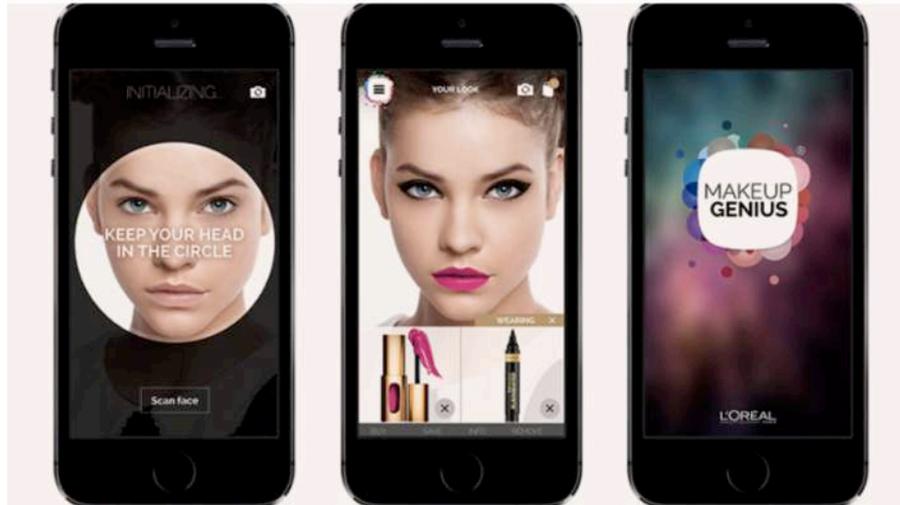
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KLM Cockpit tales



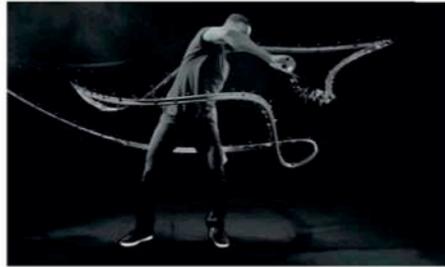
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Digital is a new creative canvas: L'Oreal Makeup Genius



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Digital is a new creative canvas: KIA 3D Racer



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4D Brand Building

Digital 1st

KPI's

Evaluation & Optimization

All existing measurement breaks if branding is always-on



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Fix your infrastructure

Attack fragmentation

One consumer centric database
Integrate tooling



Organize tooling & campaigns

Campaign structure
Test designs (e.g. A/B testing)



Verify your currencies

Data driven attribution
Estimators for time and space

Fix your content

Build a content ecosystem

Hero, Help, Hub
Sequential messaging
Dynamic ads



Define your currencies

Brand funnel of behaviors
Estimated values for engagements

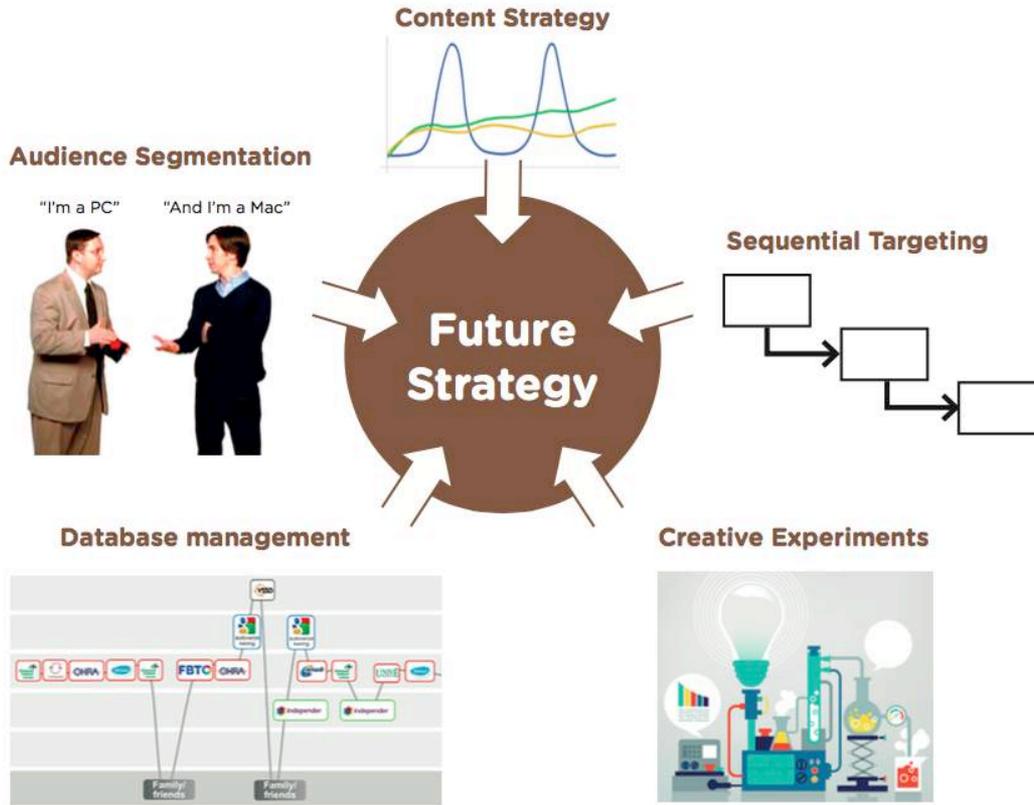


Optimize content & bids

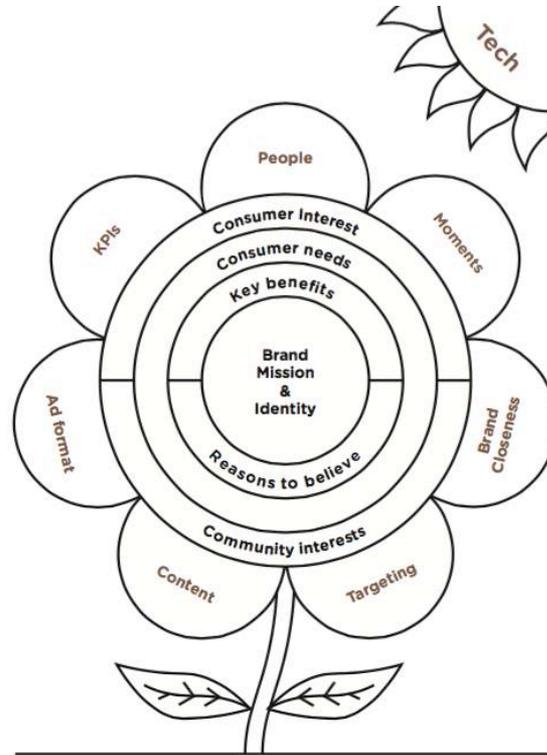
Improve content
Adjust bids
Target different people/moments

Organizing for Transformation

Five entrance points for digital transformation



The brand as the starting point of all decisions



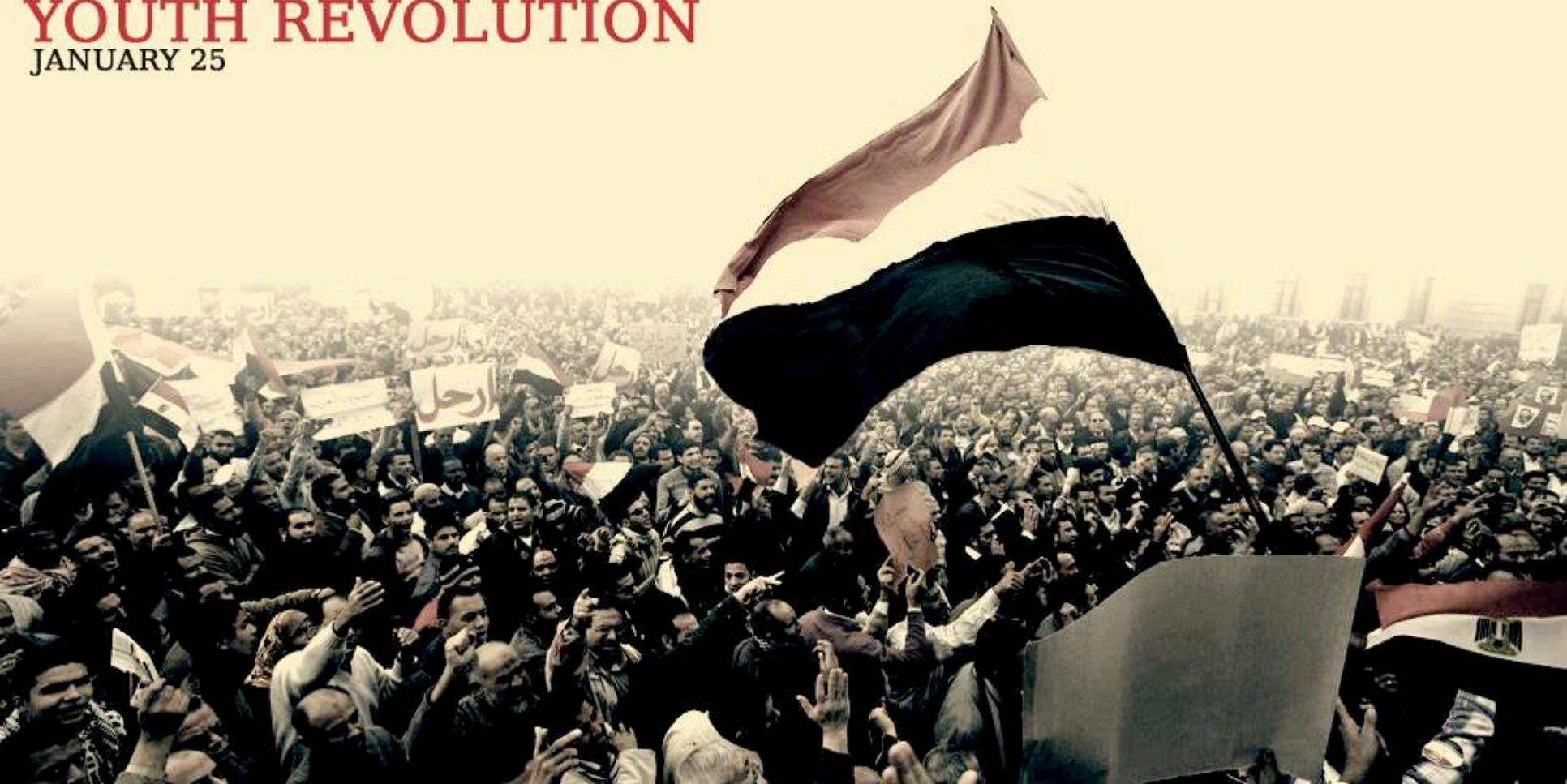
Organization

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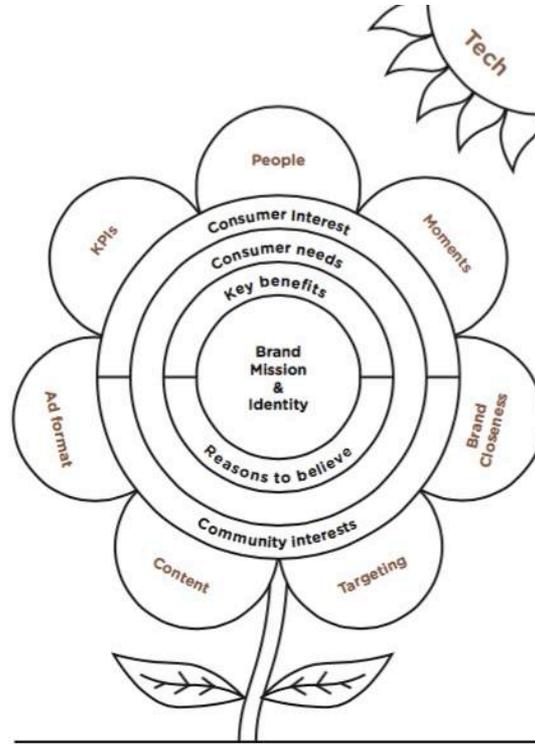
EGYPT

YOUTH REVOLUTION

JANUARY 25



Consumer experience starts with a strong brand mission



Organization

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The brand as the starting point of **ALL** decisions



Simplicity is a button that transforms television into an incredible evening.

Philips HD Flat TV with Ambilight. The built in Ambilight creates a unique halo of light around the screen which changes colour with whatever you are watching. Seeing is believing - it transforms your viewing experience. Switch the Ambilight On, switch your senses on and switch the rest of the world off.

Join us on our journey at philips.com/simplicity

PHILIPS
sense and simplicity



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What products support your brand mission?



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Data will NOT give all the answers

1. Burst is easier to measure than always-on

2. Short term is easier to measure than long term

3. Mono-channel is easier to measure than cross-channel

4. You can't measure what you never tried

5. In a lot of cases you can only measure BIG experiments

Set clear Moonshots



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Reward the courageous penguins



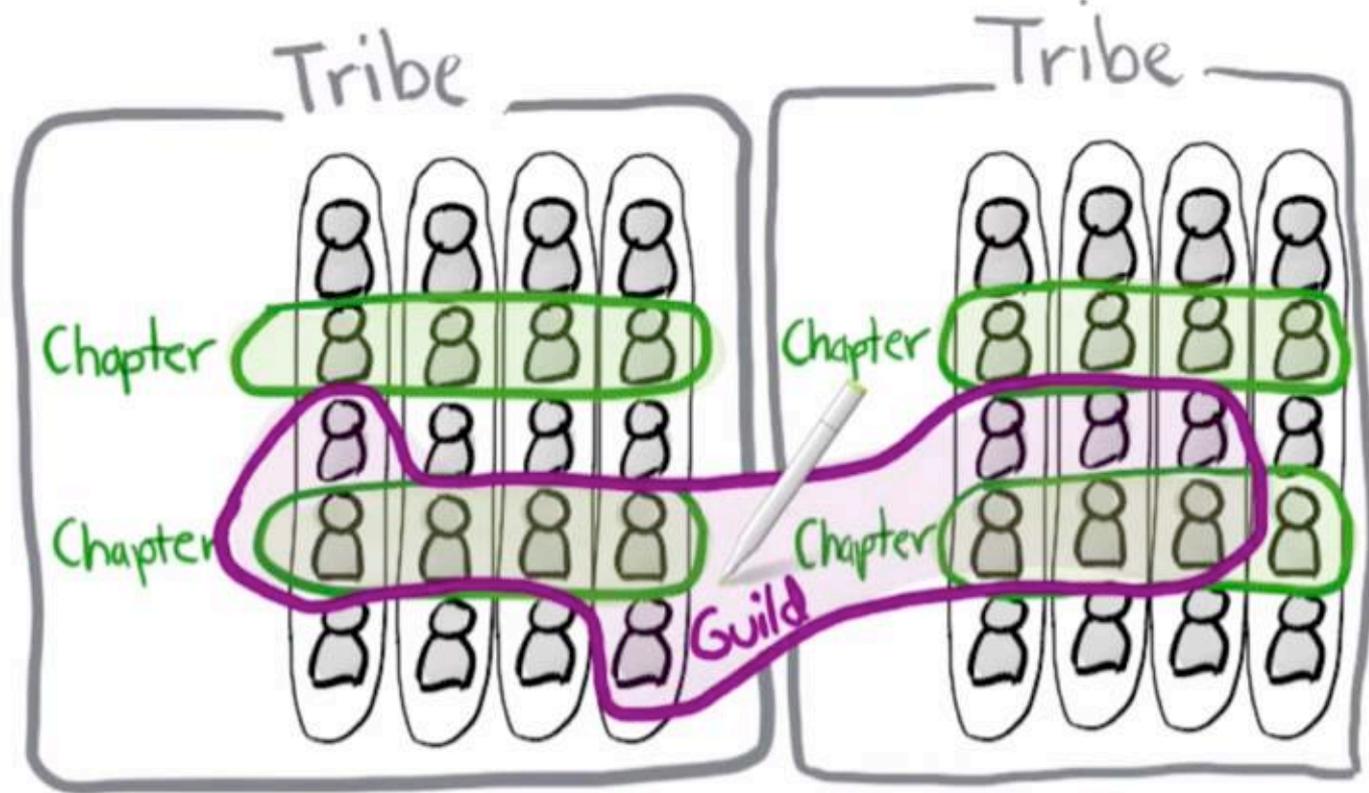
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Establish Innovation Awards



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Incentivize and facilitate cross team collaboration

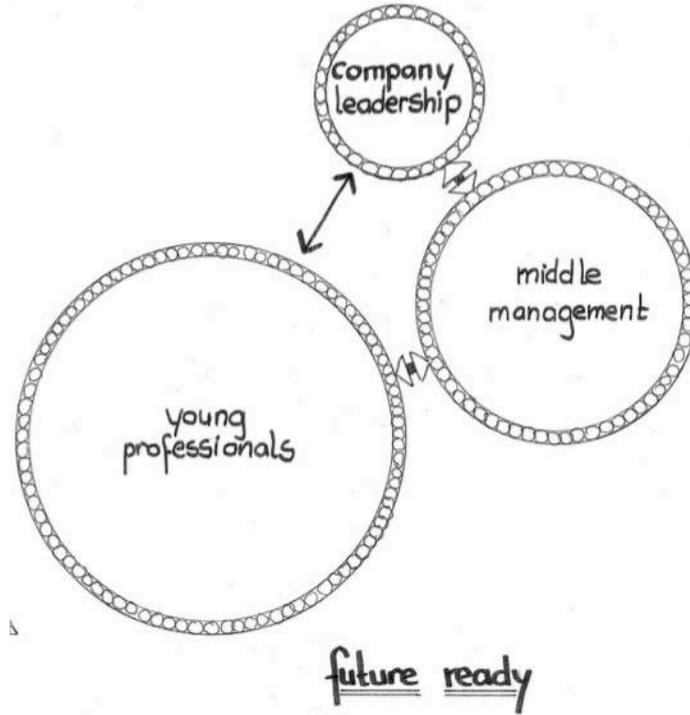


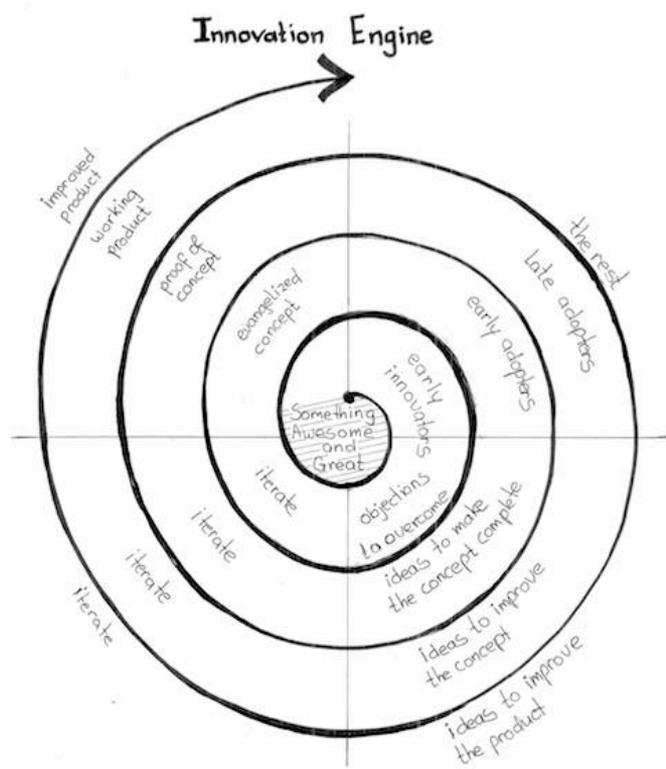
Use the 'island approach' for extreme urgency



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Establish a two-way mentorship program





The Innovation Engine helps guide a raw innovative idea through all stages of development into a successful product or project. The mindset is “better ask for forgiveness than permission”.

THINK AND GROW DIGITAL

What the Net Generation Needs to Know to Survive and Thrive in Any Organization

5 Steps Towards 4D Brand Building

1. Look at least 5 years ahead from the consumer perspective

2. Start transformational experiments now

- Better ask for forgiveness than permission: gather your stakeholders around innovative ideas
 - Celebrate successes, courageous penguins and collaboration across teams
-

3. Use the brand mission to organize everything you do

- Products and services should deliver on the brand promises made: build a smashable brand
-

4. Claim meaningful moments in people's lives

- Use data cues to find different types of people on meaningful moments
 - Look beyond the "buy now" moments
-

5. Attack fragmentation of tools and data

- Organize data across departments: consumer centric database
- Make data useful across departments: full-stack tools

Balance data, mind and heart

Data



optimize proven successes

Mind



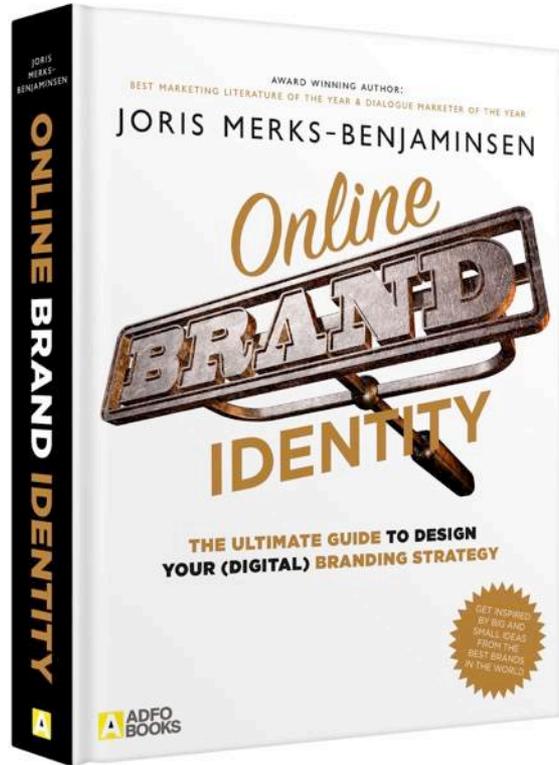
strategic 'future ready' experiments

Heart



creative use of the digital canvas

Build your own 4D Brand Strategy



- 40 inspiring digital brand cases
- Organized in a strategic framework
- Supported with exercises
- To define experiments you can start running tomorrow
- To build your own 4D Brand Strategy
- To get and keep your brand future ready

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