

Priming for profit



Who are we, borrowing 30min of your time?

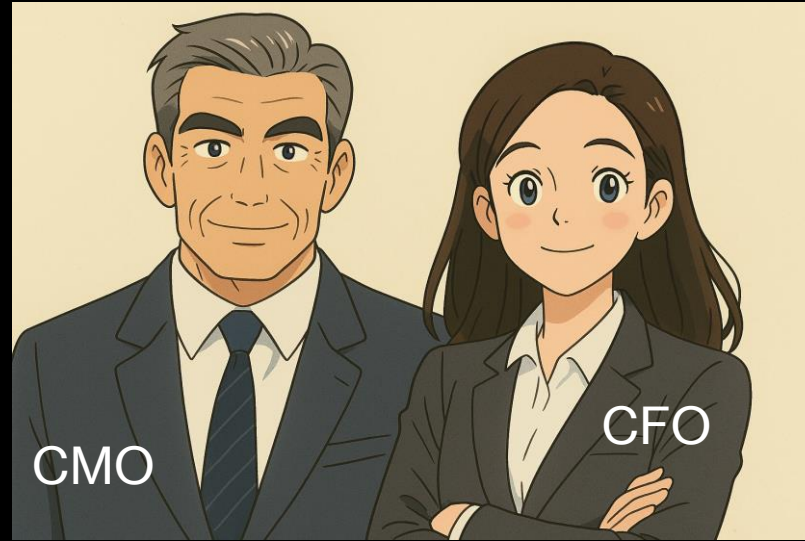


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**Today we are going to talk
about another friendship couple**



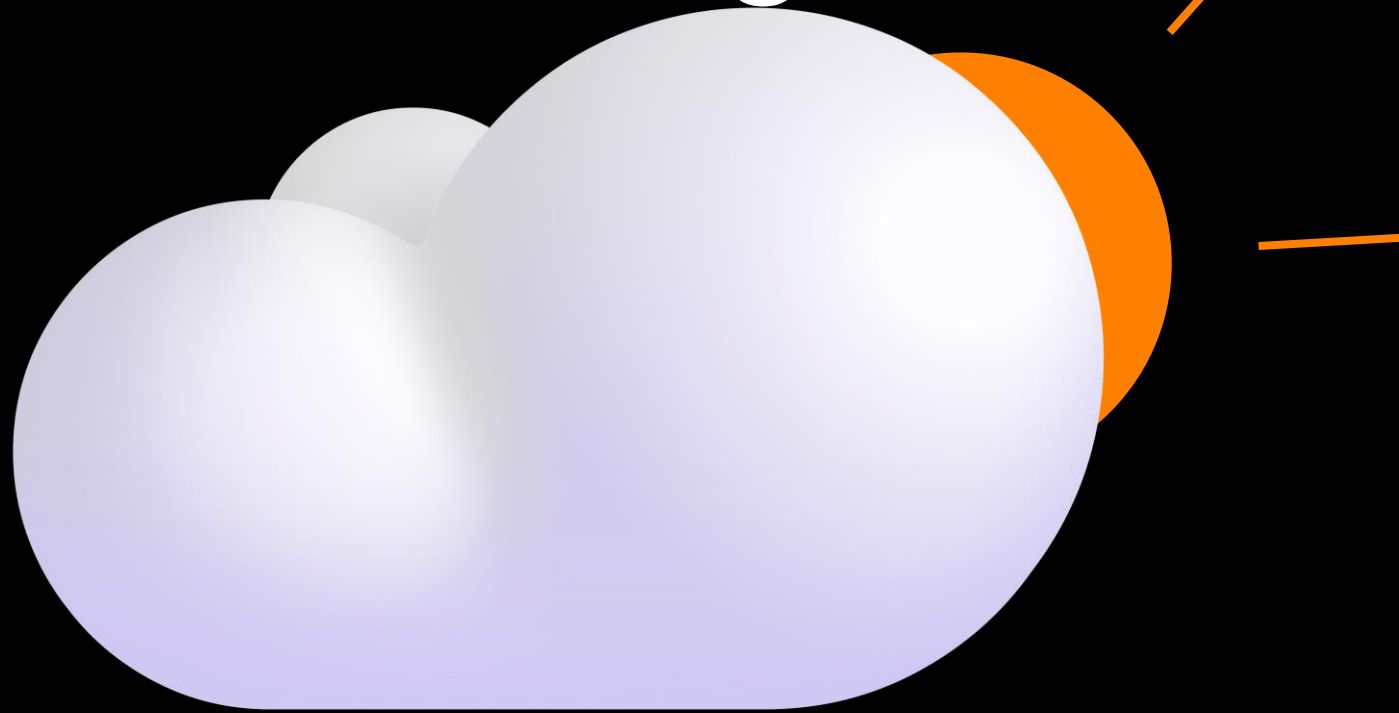
**Let's start with
a solid truth**

**CFOs are very
easy to please**

**They love
one thing**



**And they hate
one thing**



**That's why we are going to talk about brand
and advertising in the most direct of ways
today**

A strong brand means customers are willing to **pay more for your products and/or **consistently choose** them over competitors**

Strong advertising means that your advertising expenditure generate short- and long-term ROI

Let's start with some good news

**Ebiquity, EssenceMediacom, Gain Theory, Mindshare,
and Wavemaker UK collated econometric analyses
from 141 brands, covering £1.8 billion of media spend.**

Short term ROI
1.87X

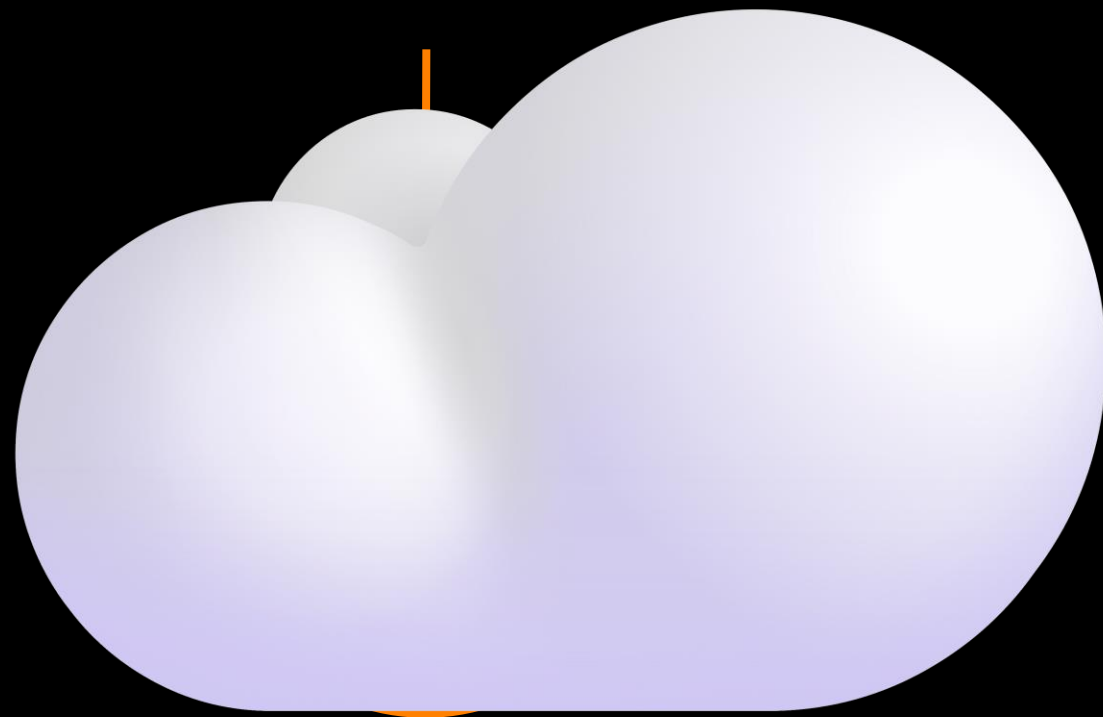
Long term ROI
4.11X

Advertising works 

Long-term effects dwarf short-term effects 

But why are the long-term effects so strong?

Let's dig deeper into brand





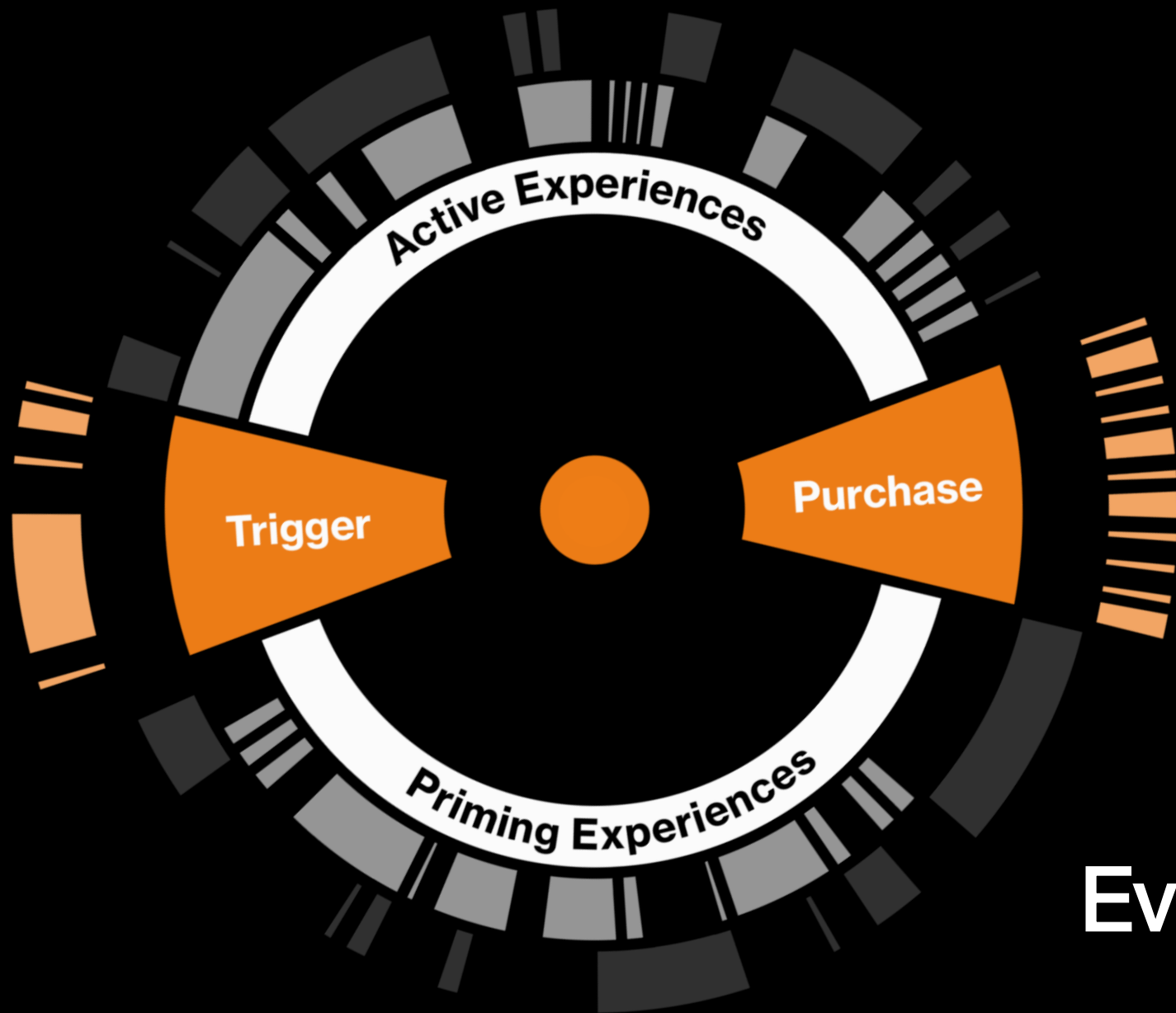
Source: The metropolitan museum, Japanese sculpture, 19th century



Purchase-journey



Momentum



Everyday Life

Trigger



What initiates an active phase

Active



*Actions taken when about to
buy something*

Priming



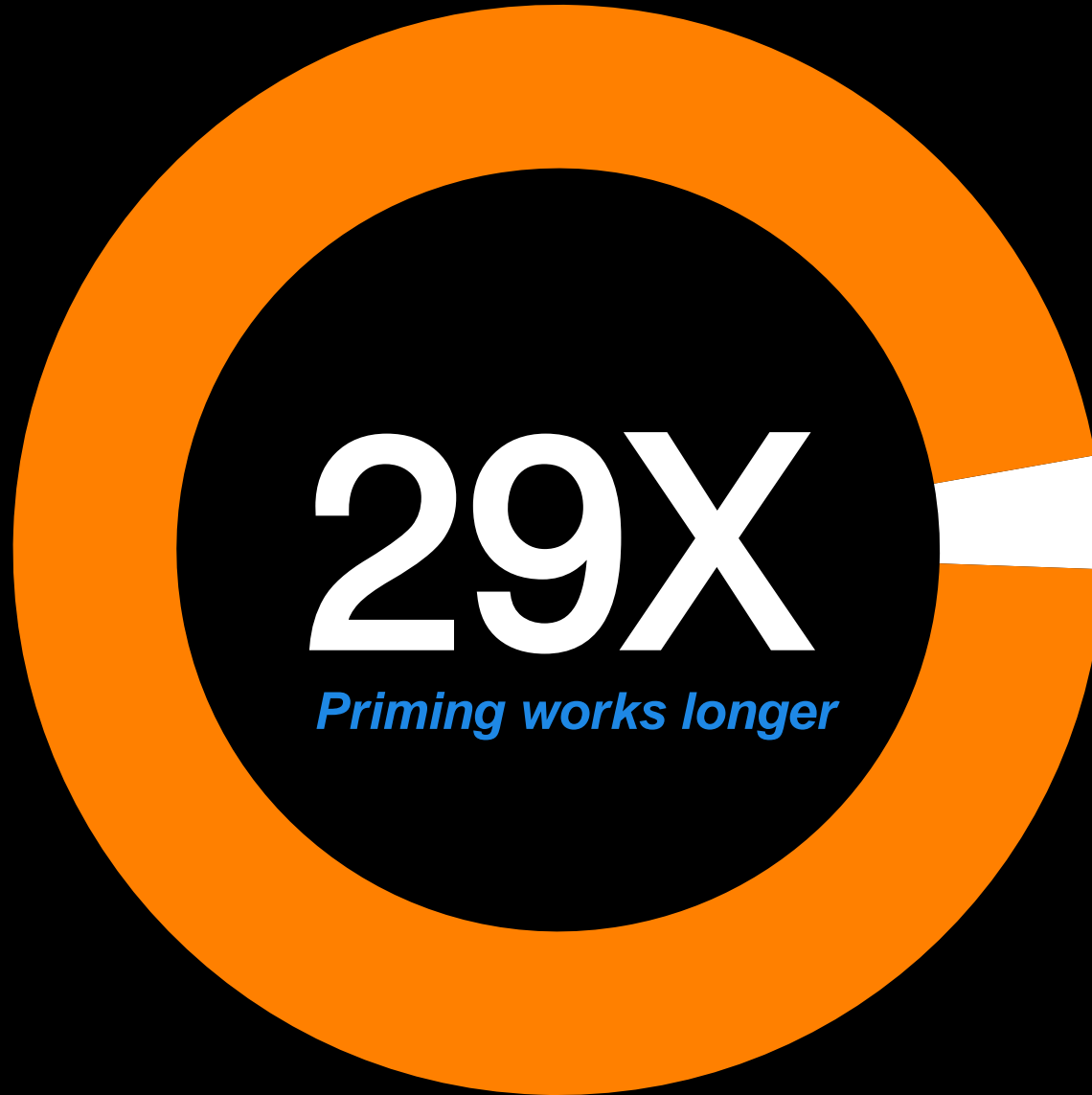
Creating perceptions of a brand

Bias



*The feeling/intention towards a
brand when entering the buying
situation*

Priming
(Everyday Life)



29X
Priming works longer

Active

The majority's purchase behavior is
Predetermined

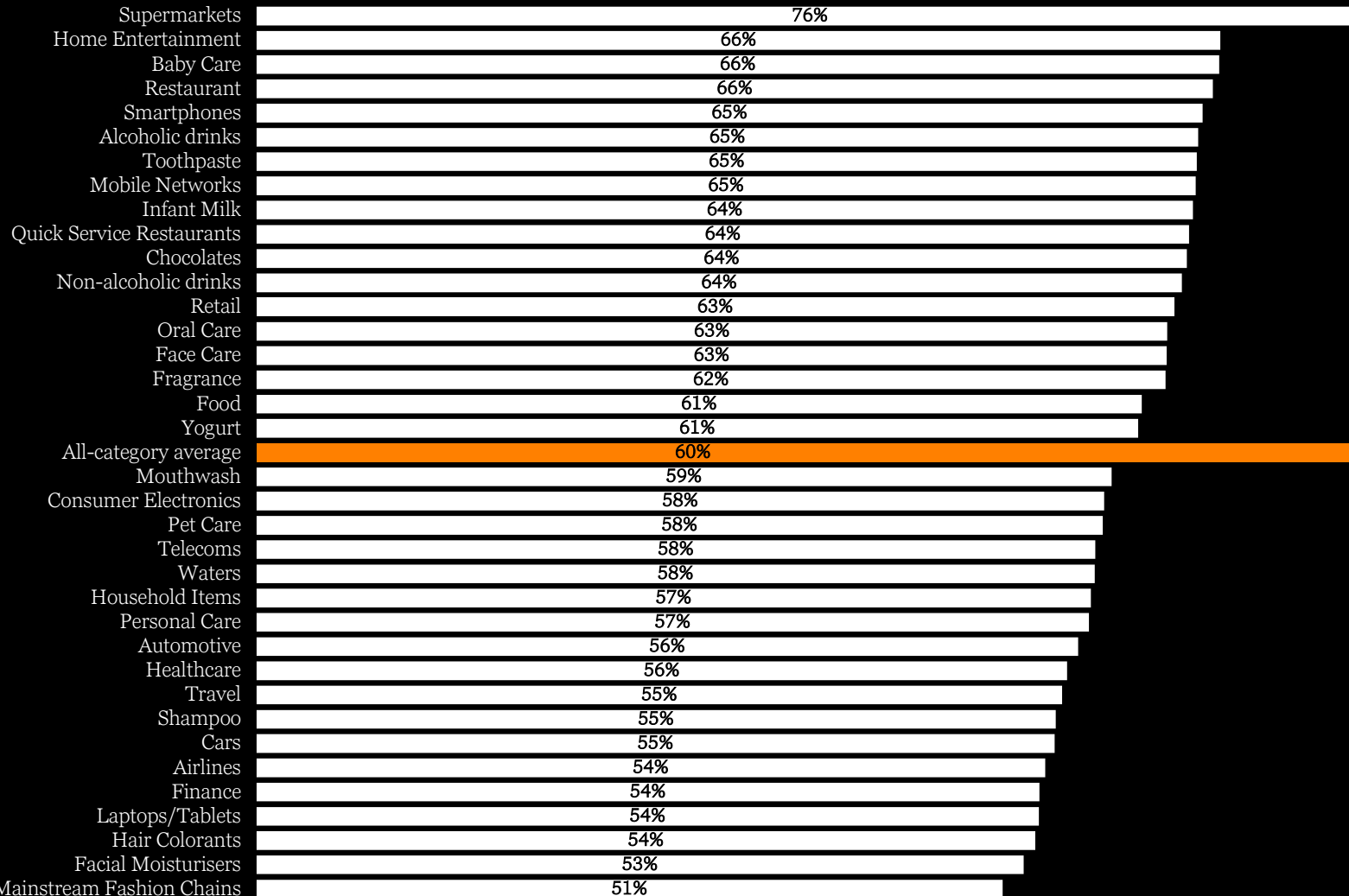


60%

*Of buyers have a strong idea
which brand they will buy
before their actual purchase*

Purchase

It appears across all categories



60%

*Of buyers have a strong idea
which brand they will buy
before their actual purchase*

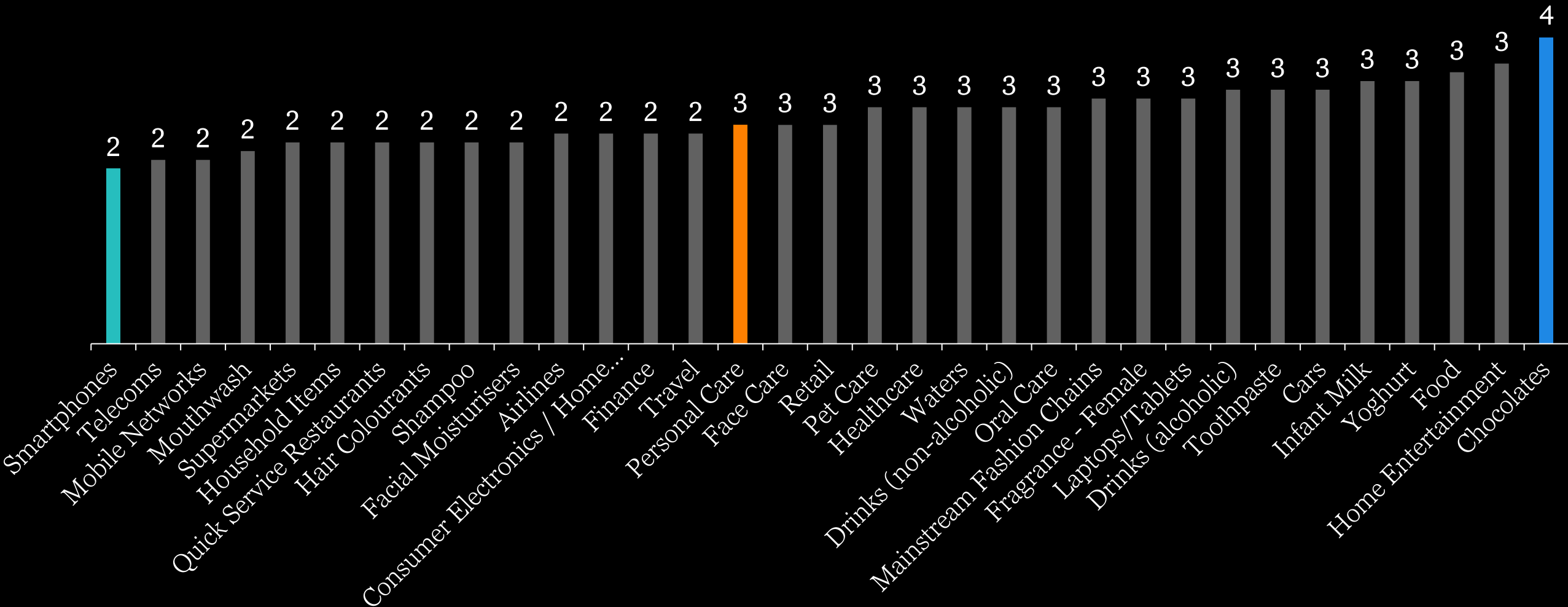


14X

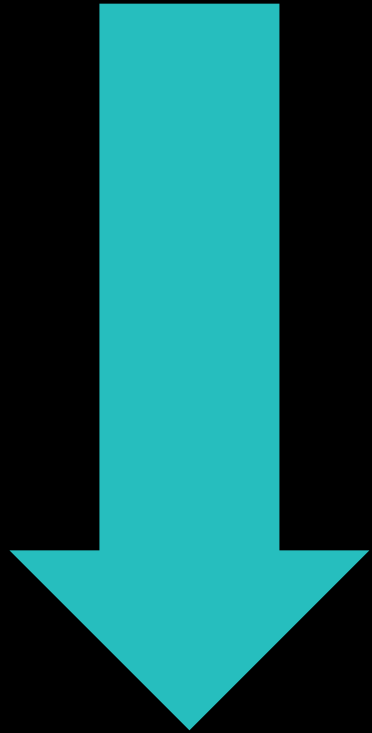
*More likely to buy a brand they
have a strong idea of buying compared to no idea*

Consumers are
"poly-loyal"

Consider **2** brands

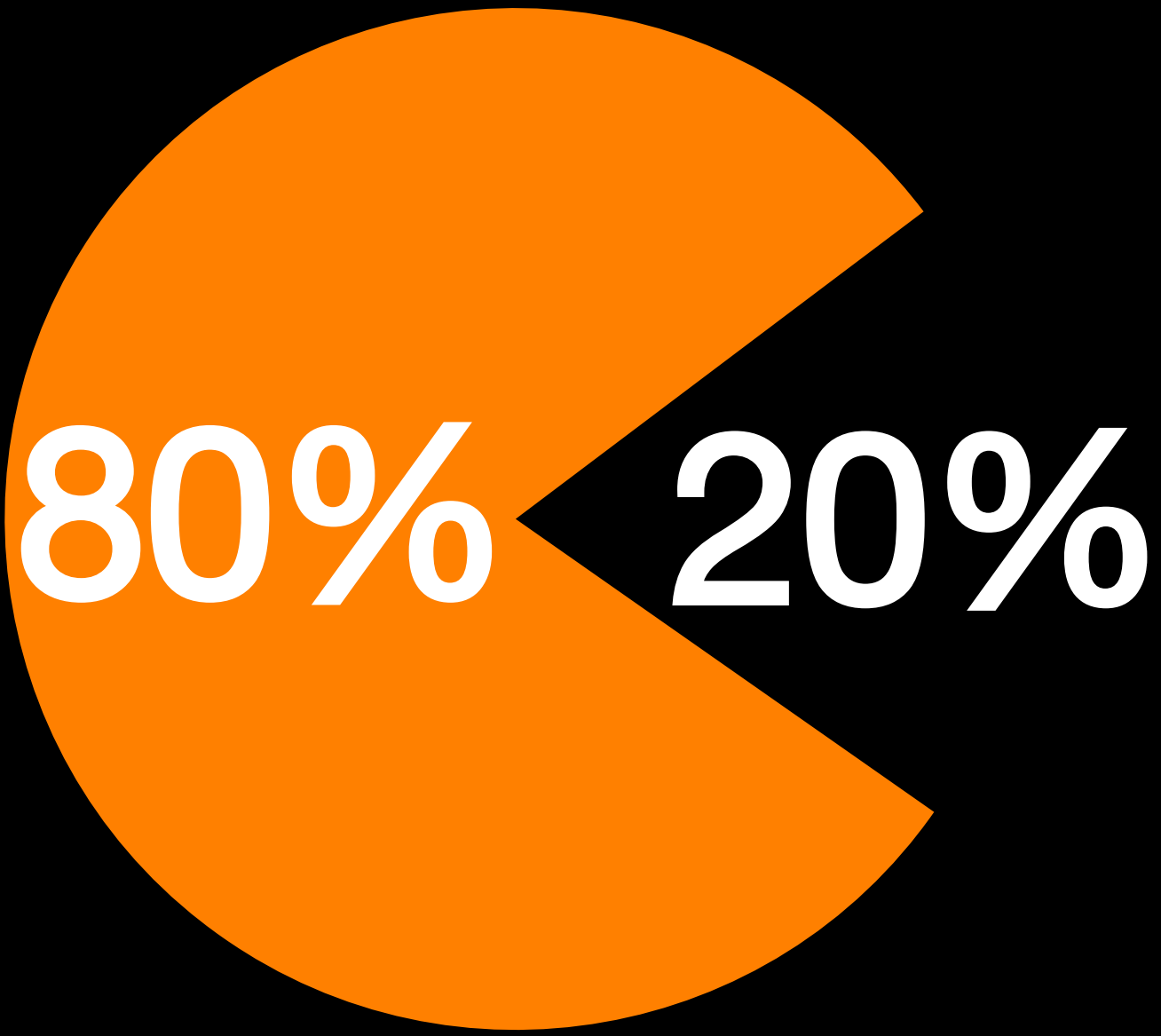


Less
time



Likely
being
bought

People
who bought the brand
they had an
intention/considered to
buy



80% 20%

People
who bought the brand
they had no
intention/no
consideration of
buying

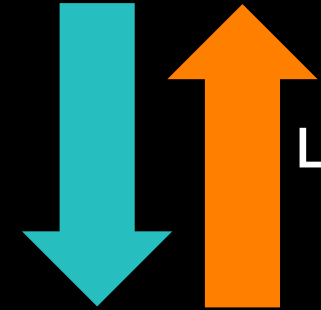
60%

*Of buyers have a strong feeling
what brand to buy*

2

Decrease in competitors considered from 3 to 2

Less
time

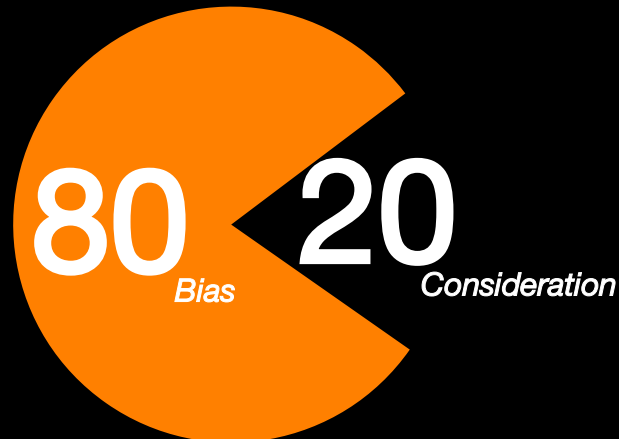


Likely being
bought

Priming on a page

14x

*More likely to buy a brand they
have a strong idea of buying compared to
no/some idea*



29X

Longer priming compared to active phase

NOW

WHAT?

If **priming** is so important

If strong priming = profit

**What should a marketer do to
make the CFO even happier?**

Build priming

Ok, how

1. Understand the problem

Do proper research first

Needs

Importance

Alignment

Barriers

Why

Whom

Triggers

Category

Customers



**2. Understand that the solution
isn't always media related**

**And that priming (of course) isn't
always built with advertising**

But when it is

Creative advertising works 11X better

**Maybe because the priming phase is
29X longer than the active phase**

**Meaning people spend 29X of their
time not *(actively)* caring or thinking
about buying your brand**

**So, the only way to make them care is to be
interesting, fun, memorable, and relevant**



**3. People need to see your
advertising for it to work**

**But not all reach is
created equal**

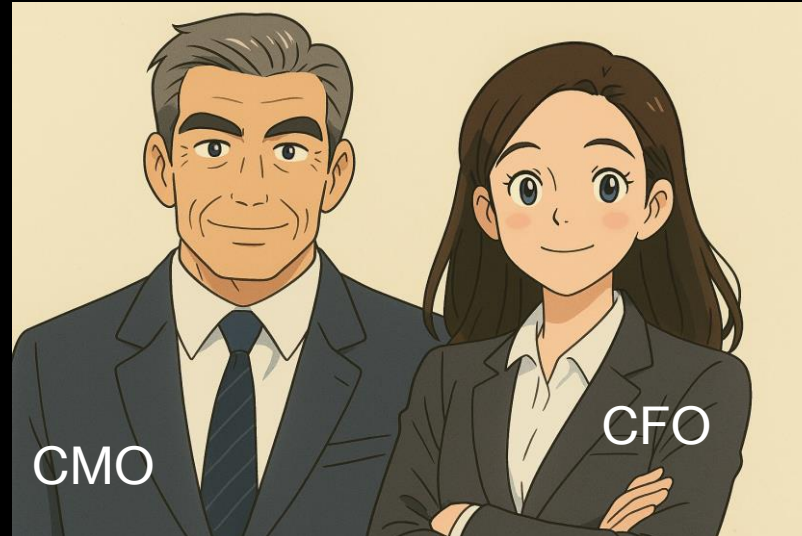
**Depending on context (brand, category, etc)
reach means different things**

**Because people open up differently
across the priming journey**



Summary

**Today we have talked about why this should
be the most interesting friendship couple**

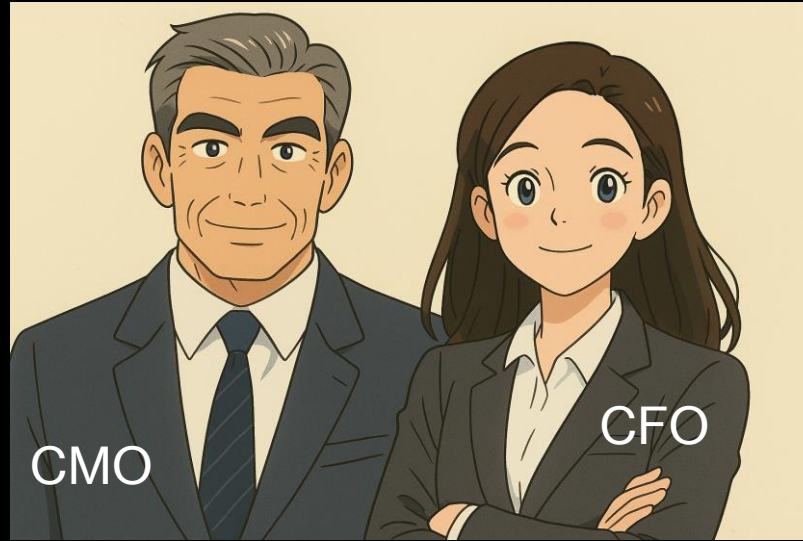


Product
Price
Place
Promotion



Profit

**But to be really, really, strong, they need to
be complemented by a third friend**



CMO

CFO



Insight expert

Do proper research first

Needs

Importance

Alignment

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Why

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Insight expert

THANKS!



Magnus Kjellberg



Elias Betinakis