

SAATCHI & SAATCHI

# Introduction

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*@timmymc*

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# Can advertising change perception?

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Can advertising change perception?

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# Would one of these make you change your mind?



*What makes you choose a car?*

*If you ask people they give you perfectly sensible reasons for the choice they've made.*

**Consider these reasons.**

*First, the car maker. Does the company have a future?*

*Is the company solid, reliable, stable and consistent?*

*At Skoda, the answer has to be yes. Since Volkswagen bought the company they have injected vast amounts of capital and management expertise.*

**Then there's price.**

*None ground for Skoda: we've always set out to make cars at realistic prices.*

**Safety and reliability**

*The new Skoda Felicia meets all European safety standards.*

*For reliability our cars are made under Volkswagen supervision. We use components from Europe's top manufacturers - Siemens, Bosch, Lucas, Magneti, Continental.*

*Safety we're making the finest cars we've ever made. But would the new Skoda Felicia be more attractive with another badge on it? To some people the answer is, undoubtedly, yes.*

*But for an intelligent driver who wants a solid, smart, value-for-money vehicle, look no further than the Skoda Felicia.*

*And after all, if you want to collect badges you can always write to Blue Peter.*



Volkswagen Group

## We've changed the car. Can you change your mind?

# Energy is the most distrusted of all consumer sectors

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Gas and electricity ?

**Distrust 40% (-2)**

**Trust 24% (+4)**

*Which? Consumer Insight Tracker*

# Dealing with negative image

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- The most hated brand of the most hated sector
- Treated people like sales targets
- Didn't consider opinion
- 9% price rise in 2013
- #AskBG led to over 20,000 tweets in one day



# Dealing with negative image

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# How to make your brand human

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# How to make your brand human

The image shows a Twitter profile for Royal Dutch Airlines (@KLM). The profile header features a large blue banner with the text "Question or request?" on the left, the KLM logo in the center, and "We expect to reply within: 69 min. Updated every 5 minutes" on the right. Below the banner is the profile picture, which is a KLM aircraft wing. The profile name is "Royal Dutch Airlines" with a verified badge and the handle "@KLM". The statistics bar shows 678K tweets, 62.1K following, 1.96M followers, 147 likes, and 1 list. There is a "Follow" button and a settings gear icon. The main content area shows a "Pinned Tweet" and a "Who to follow" section with a user named Anna Schirmer.

Question  
or request?

**KLM**  
Royal Dutch Airlines

We expect to reply within:  
**69** min.  
Updated every 5 minutes



**Royal Dutch Airlines** ✓  
@KLM

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
678K	62.1K	1.96M	147	1

[Follow](#)

**Tweets**   Tweets & replies   Photos & videos

 Pinned Tweet

Who to follow · [Refresh](#) · [View all](#)

 **Anna Schirmer** @AnnaSchir... x

# How you make an industry attractive

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Speak like a person

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# How you make an industry attractive

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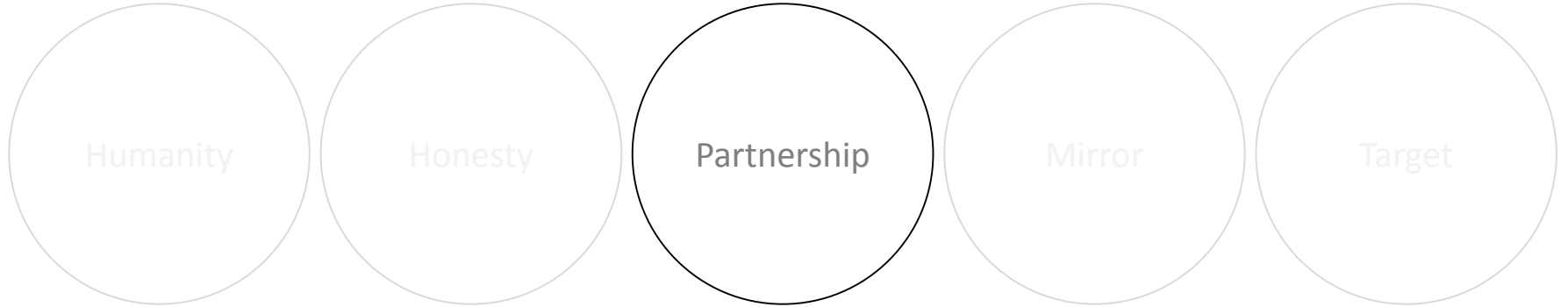


**Confront myths or issues directly**

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# How you make an industry attractive

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Get other people to tell your story

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# How you make an industry attractive

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**Behave like your target audience**



# How you make an industry attractive

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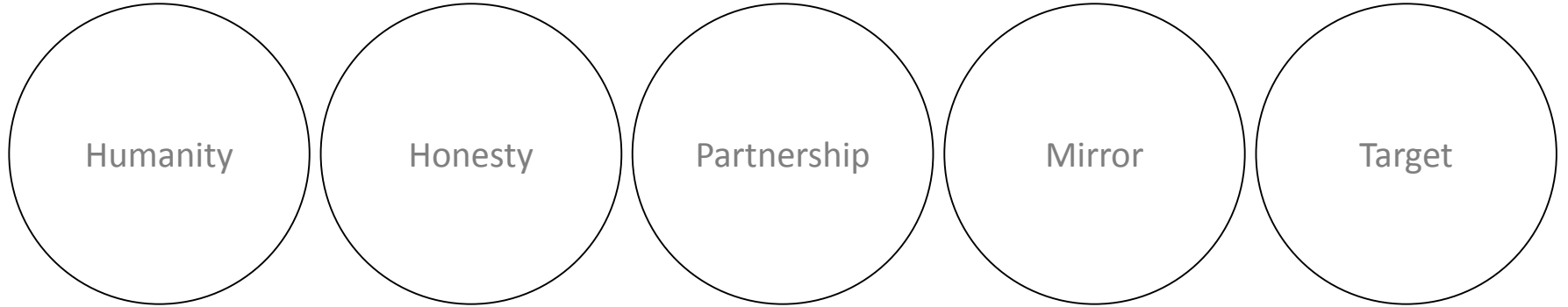


Be in the same places as your target audience

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# How you make an industry attractive

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## How you make an industry attractive

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- Speak like a person
  - Confront myths or issues directly
  - Get other people to tell your story
  - Behave like your target audience
  - Be in the same places as your target audience
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# How to digitise

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## Context

- 6 hrs a day online
- 1 hr 40 on social media

## Set objectives

- Give yourself a reason why
- Pick the right tools for the job

## Set targets

- Be realistic
- Be SMART

## Ask for help

- Use your networks
  - Don't always pay
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