



# Touchpoint Tracking

Turning what we do on its head

September 16<sup>th</sup> 2007

# Predictions for 2007

## Big shake-ups for big brands on cards

Mark Ritson on branding

The year ahead promises to be a fascinating one for brands. Here are my predictions for 2007 – some of them more obvious than others.

Several big brands will get new owners, more of private equity deals will be announced in 2007, but the size of the deals will be bigger as many of the funds work together to purchase big-name brands. Expect one of the UK's major retail brands to be sold in 2007 – maybe Sainsbury's, the Boots. Convergence in the financial services sector will also ensure some big names, Barclays, Lloyds TSB or Prudential, will be snapped up by US buyers. In the world, it is almost guaranteed that we will see a raft of big mergers and acquisitions. BT and Vodafone anyone? Microsoft will continue to Apple itself, as Google becomes more Microsoft-like. Last year, Microsoft began to change consumer



Expect more brands to adopt luxury techniques including limited editions and...

longing. Aside from helping the most established luxury brands to another stellar year, we can also expect this trend to encourage more consumer brands to adopt luxury techniques including limited editions, guest designers and experiential marketing. Everyone is going to be talking touchpoints as the year progresses. Most brand managers will develop a consumer experience journey, funnel or hierarchy and use it as the basis for their marketing plans. Marketers will also finally turn their gaze away from China and begin to notice India as an equally important source both for the production and consumption of their brands. Indians spend more than their Chinese counterparts, are much keener on the Brit-

# Everyone is going to be talking touchpoints as the year progresses.

### seconds on... India

India had an estimated population of about 1.1bn last year, and has the second-highest population in the world after China. It has the third-biggest economy in terms of purchasing power and the second-fastest growing large economy, with an average growth rate of more than 7% since 1994.

- The middle class forms 20% of the total population, with estimated spending power of more than \$300m. There is a super-rich class of 17m, which is expected to grow to 35m in five years.
- More than 40m people in India



already have the same purchasing power as US consumers.

- Overall consumer spending has grown at 6% a year over the past 10 years.
- India is the seventh-biggest country by area, covering a total of 3,287,590km<sup>2</sup>. It is the world's biggest democracy.
- In 2002, 25% of the population lived below the poverty line.



**Evaluation Experts**

Louise Cook, Holmes & Cook  
Brian Jacobs, Brian Jacobs  
& Associates

**Media Agencies**

Vanessa de Magalhaes, MindShare  
Paul Wilson, Starcom Mediavest

**Media Owners**

Beverly Clarke, ids, Virgin Media  
Nick White, The Telegraph

**Marketing Clients**

Claire Hepworth, Ford Europe  
Greg Nugent, Eurostar

**Creative Agencies**

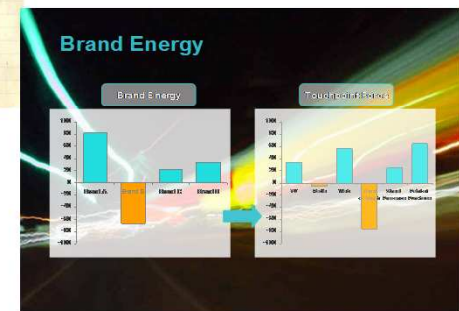
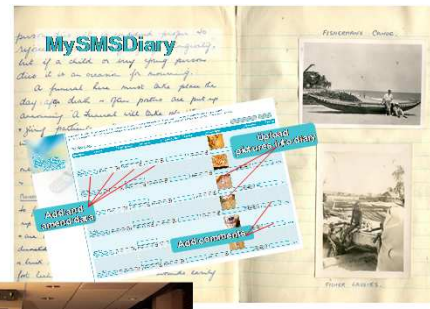
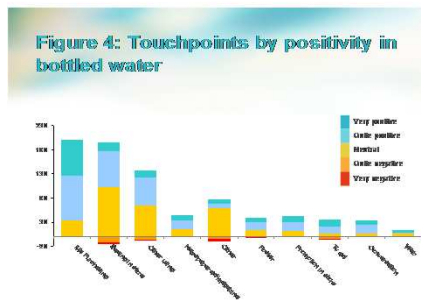
Richard Peters & Kathryn Parsons, Ogilvy  
Verity Johnston, Iris

# The discussion

Communication Challenges

TROI Stimulus

Implications



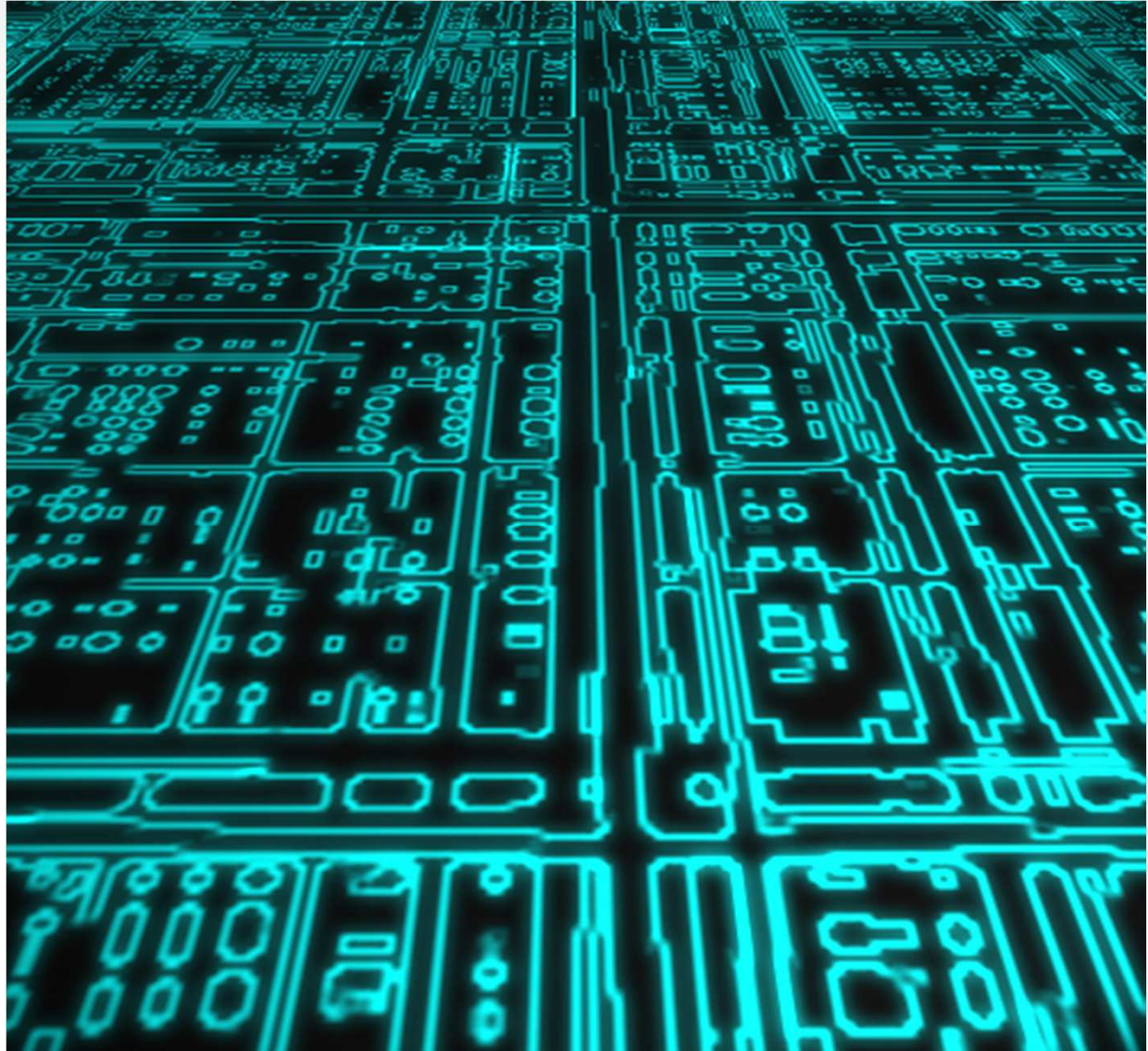
# 1. Complexity of delivering integrated campaigns



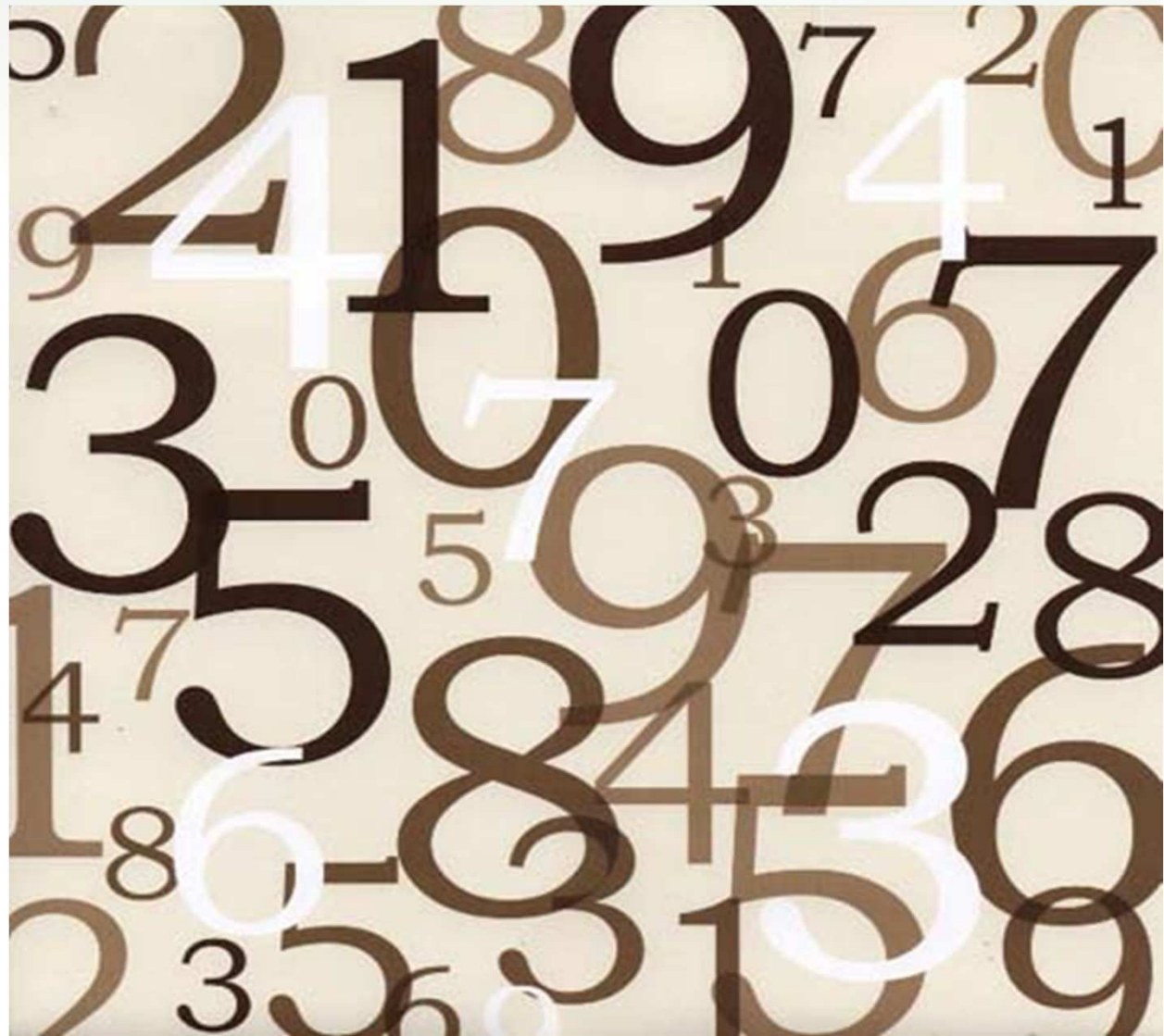
## 2. Understanding real lives



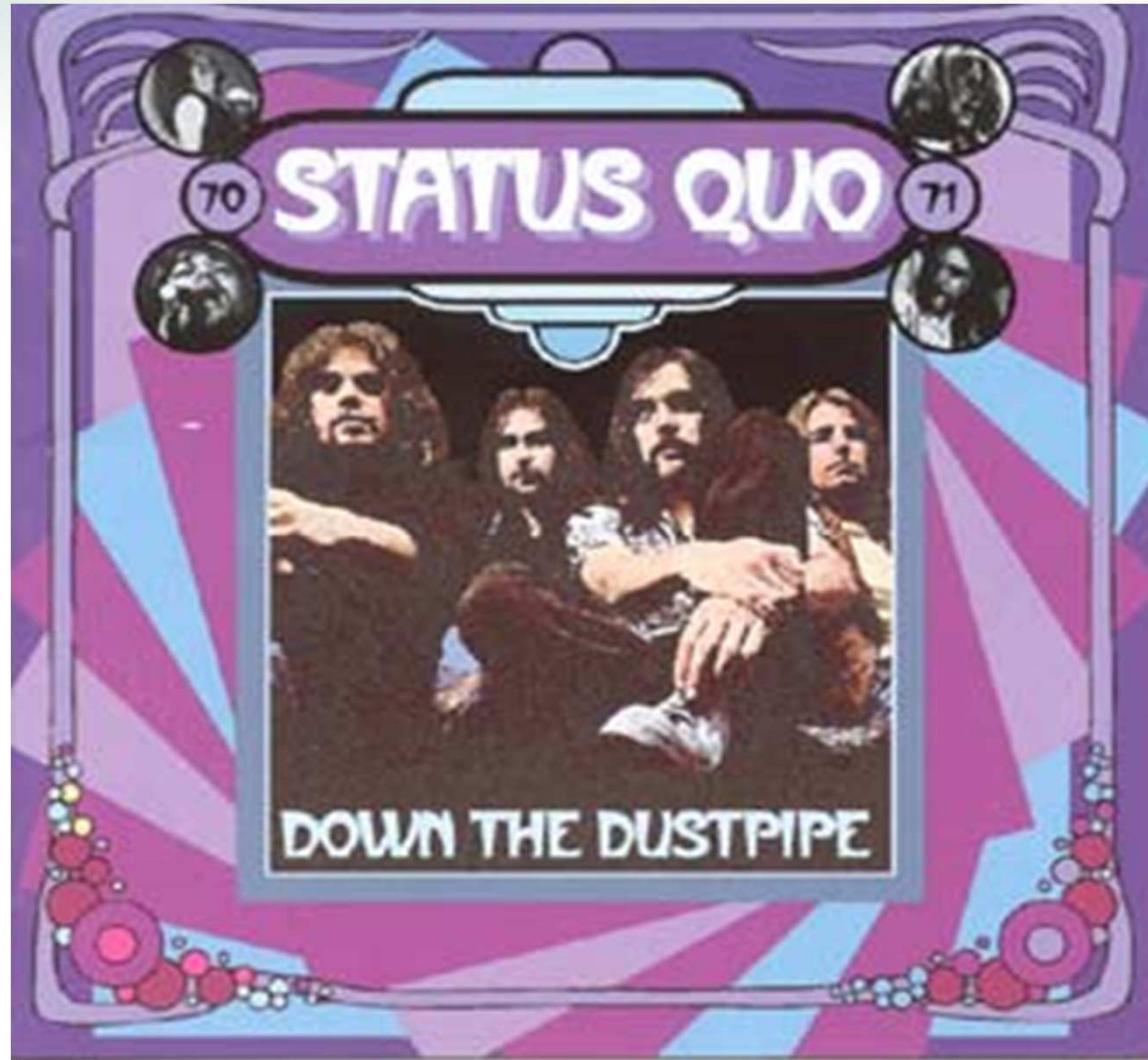
# 3. Increased digitisation



## 4. Experience rather than numbers



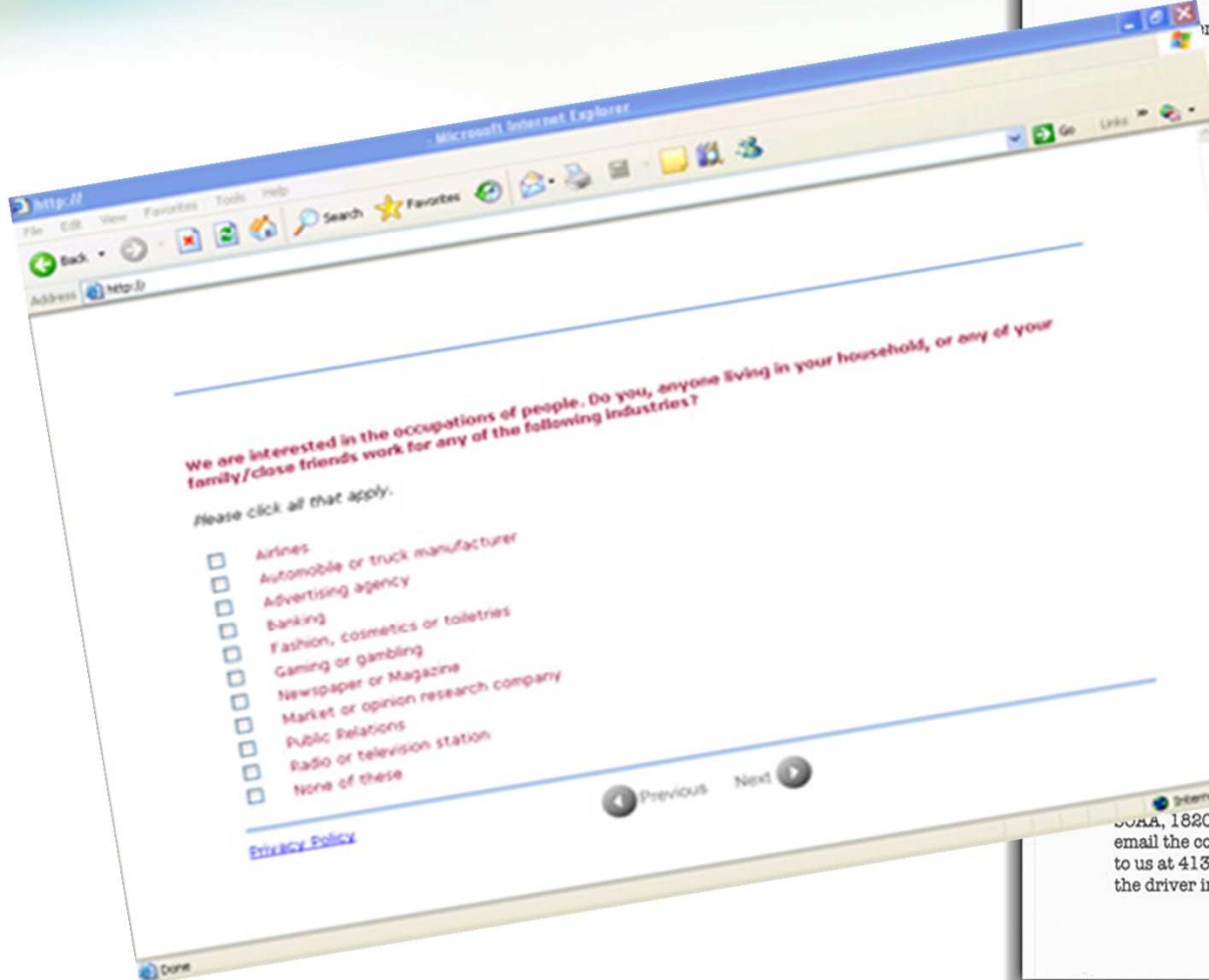
# 5. How to change the status quo?



# What is TROI?



# TROI questionnaire



## Questionnaire

1. How many of your family members are vegetarian? \_\_\_\_ Vegan? \_\_\_\_

2. What other food issues we should take into account? (allergies, no red meat, etc.)  
\_\_\_\_\_

3. How many of your family members like each of the following beverages:  
\_\_\_\_ Diet Coke \_\_\_\_ Red Bull \_\_\_\_ Mountain Dew \_\_\_\_  
\_\_\_\_ Gatorade \_\_\_\_ Iced Tea \_\_\_\_ Sprite \_\_\_\_

4. Specify) \_\_\_\_\_

5. How many of your family members like each of the following snack categories:  
\_\_\_\_ Sweet \_\_\_\_ Cheesy \_\_\_\_ Bland \_\_\_\_

6. How many of your family members like each of the following foods:  
\_\_\_\_ Oranges \_\_\_\_ Trail Mix \_\_\_\_ Energy Bars \_\_\_\_

7. In addition, we respect the native wildlife. Please let us know which member of your family is associated with each of the following desert dwellers. No doubling up. If more than six family members, leave one or two blank.

8. Who is the most adept at finding and storing liquids. \_\_\_\_\_

9. Who is the most of a trickster, never to be trusted. \_\_\_\_\_

10. Who is the most swift and nimble-footed \_\_\_\_\_

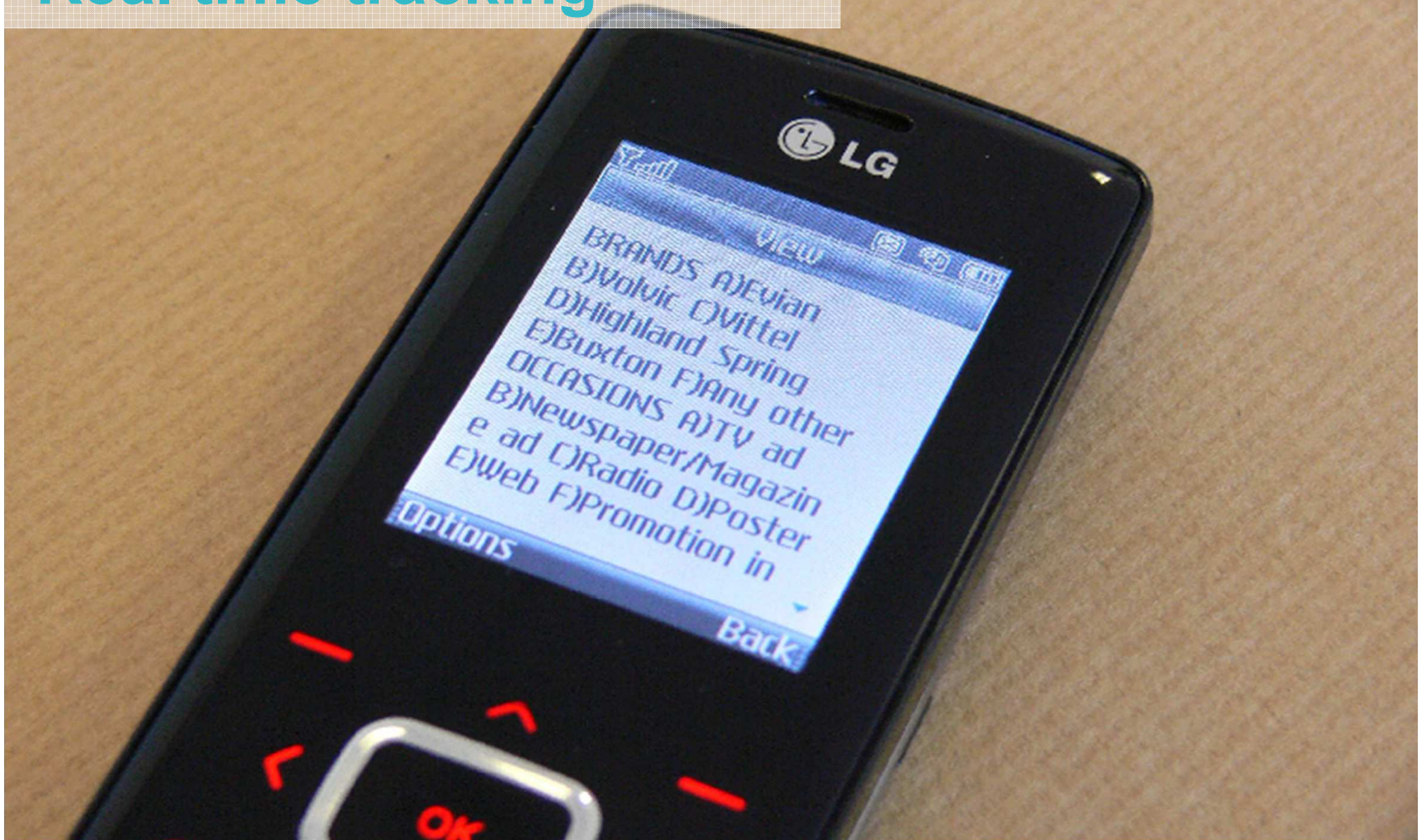
11. Who projects its venom straight and far. \_\_\_\_\_

12. Who escapes capture with quick wits. \_\_\_\_\_

13. Who flicks its tail with speed and accuracy. \_\_\_\_\_

14. If you have completed Attendee's Questionnaire to this address:  
SOAA, 1820 Remembrance Hill St., Las Vegas, NV 89144-5420. Alternately, you can email the completed Attendee's Questionnaire to [SOAA-Properties@excite.com](mailto:SOAA-Properties@excite.com) or fax it to us at 413-826-0148. We need them by April 12<sup>th</sup>, so don't delay! Don't forget about the driver information, which can be included with the AQ if you mail it or fax it.

# Real time tracking



person dies it is considered proper to rejoice in the death of an infidel, but if a child or very young person dies it is an occasion for mourning.

A funeral here must take place the day after death & often posters are put up announcing "A funeral will take place at ..."

giving particulars...

# MySMSDiary

FISHERMAN'S CANOE.



FISHER LASSIES.

Below you'll find your own personal record of the texts you've sent us. Some people will have sent pictures too, but please ignore this column if you haven't. As you go through this section of the survey we hope the diary will act as a prompt to your memory and help us gain a richer understanding of your own experience.

Save the changes Add New

Date/Time	Brand	Brand (other)	Occasion	Occasion (other)	Feeling	Picture (jpg)	Comments	TextID
Monday 07-08-2006 22:53	Evia	Evia	We purchasing		quite positive		Browse...	0372
Tuesday 08-08-2006 14:10	Vitel	Vitel	Seeing in store		Neutral		Browse... tasty	0374
Tuesday 08-08-2006 14:12	Movic	Movic Touch of	We purchasing		very positive		Browse...	0798
Saturday 12-08-2006 13:05	Highland Spring	Highland Spring	Conversation		Neutral		Browse...	0800
Saturday 12-08-2006 18:37	Other	Shops own plain	Other us		Neutral		Browse...	0801
Thursday 10-08-2006 18:34	Buxton Water	Buxton still	Other using		Neutral		Browse...	

Upload pictures into diary

Add and amend data

Add comments

wounds easily

# The TROI\* approach

Traditional tracking stops here!

Pre Questionnaire

- Brand Health
- Image Statements
- Usage
- Advertising

Real Time Tracking

- Brand
- Occasion
- Feel
- Date/Time

Post Questionnaire

- Photos
- Comments
- +/- experiences
- ROI benchmarks

Optional

Discussion Forum

- OurBoardroom
- Comment on experiences
- Client interaction



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my SMS diary

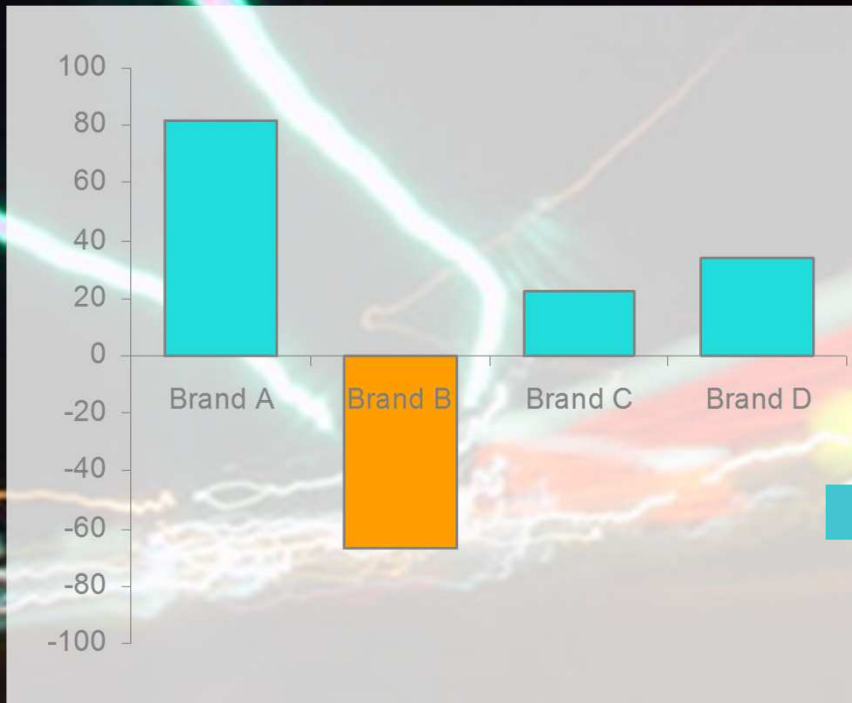
Date/Time	Brand	Brand (other)	Occasion	Occasion (other)	Feeling	Picture (jpg)	Comments	TextID
Monday 07-08-2006 22:53	Evian	Evian	Use purchasing		quite positive		Browse...	0285
Tuesday 08-08-2006 16:10	Witchel	Witchel	Seeing in store		Neutral		Browse...	0372
Tuesday 08-08-2006 14:32	Milvic	Milvic	Touch of	Use purchasing	very positive		Browse... exactly	0274
Saturday 12-08-2006 13:05	Highland Spring	Highland Spring	Conversation		Neutral		Browse...	0795
Saturday 12-08-2006 18:37	Other	Shops own pass	Other using		Neutral		Browse...	0600
Thursday 10-08-2006 18:34	Buxton Water	Buxton 1st	Other using		Neutral		Browse...	0901

\*Touchpoints Return on Investment

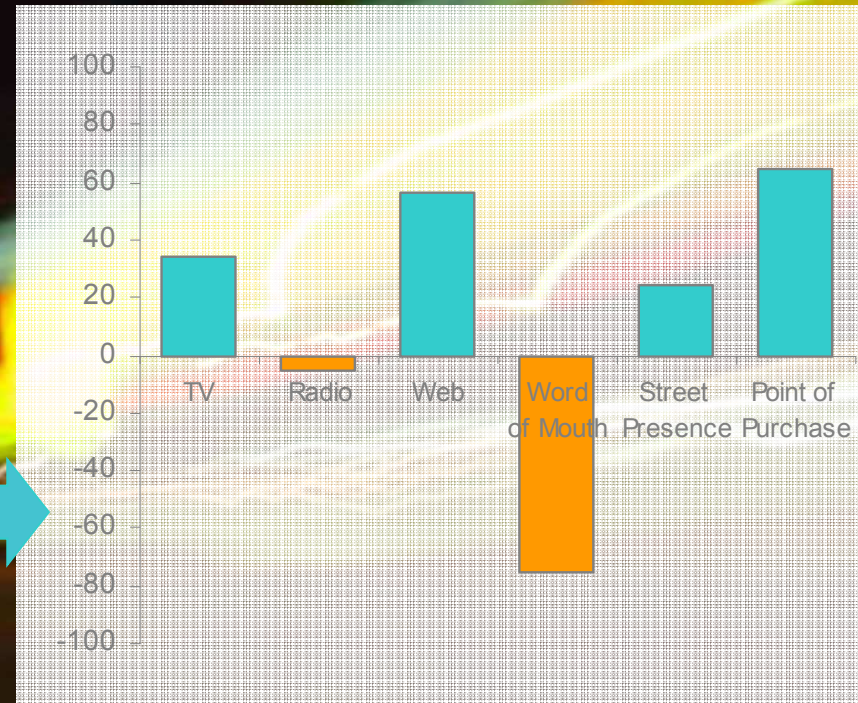


# Brand Energy

Brand Energy



Touchpoint Force





# A powerful place



*“Plenty of choice and good to see Evian available in handy 750ml bottle for day out of the office.”*

*TROI participant*

*“It’s the first I buy if available, unless swayed by other marketing or special deals”.*

*TROI participant*

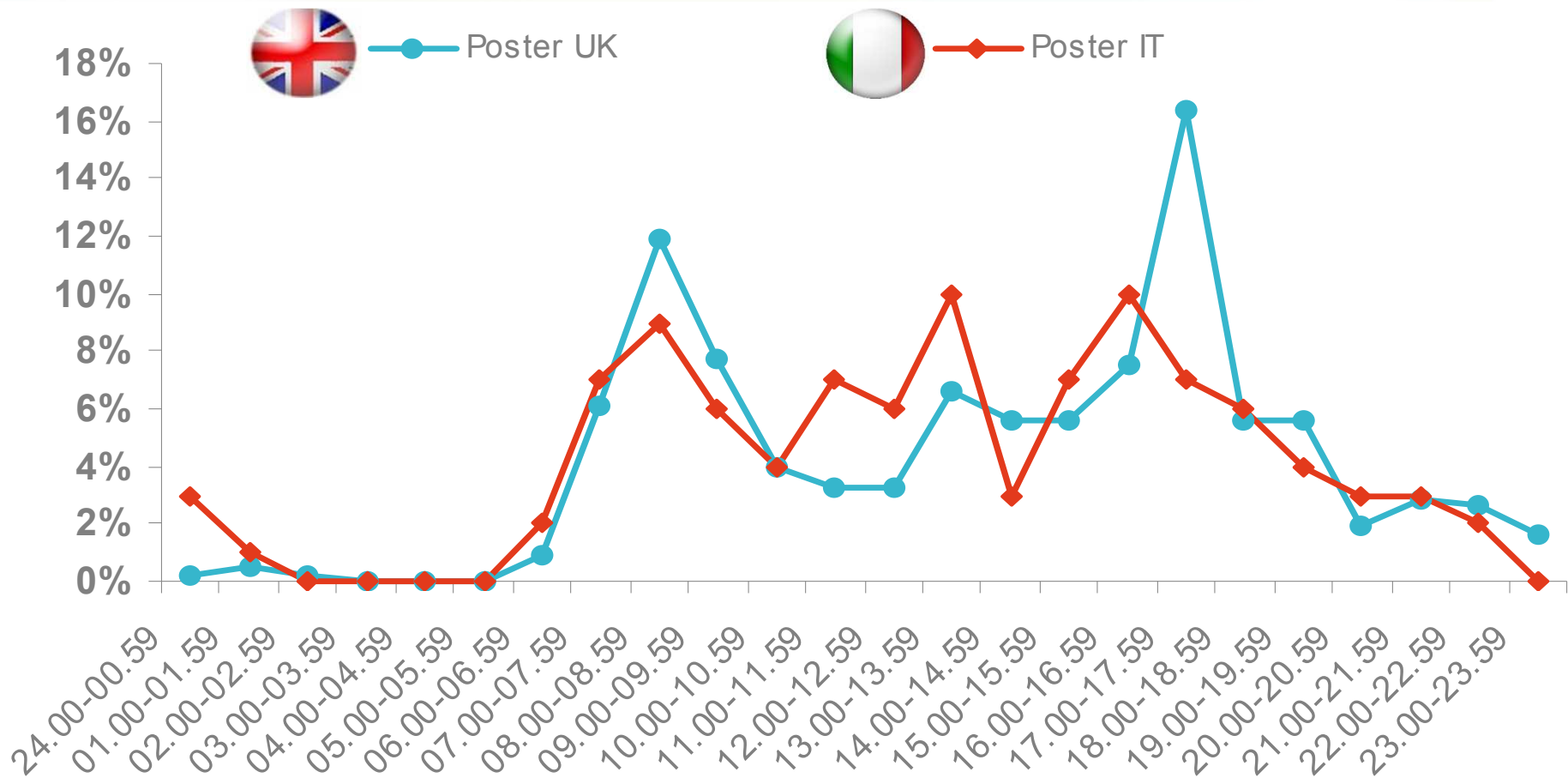
# Revealing and frank



*"I recently had a miscarriage and today I bumped into a friend who didn't know and has just announced she is pregnant. I had recently been struggling to cope with these sorts of things but today I felt different like I had turned a corner".*

*TROI participant*

# Much more pronounced notice of posters in UK than Italy during commuting



Base size: UK 427 texts/IT 295 texts

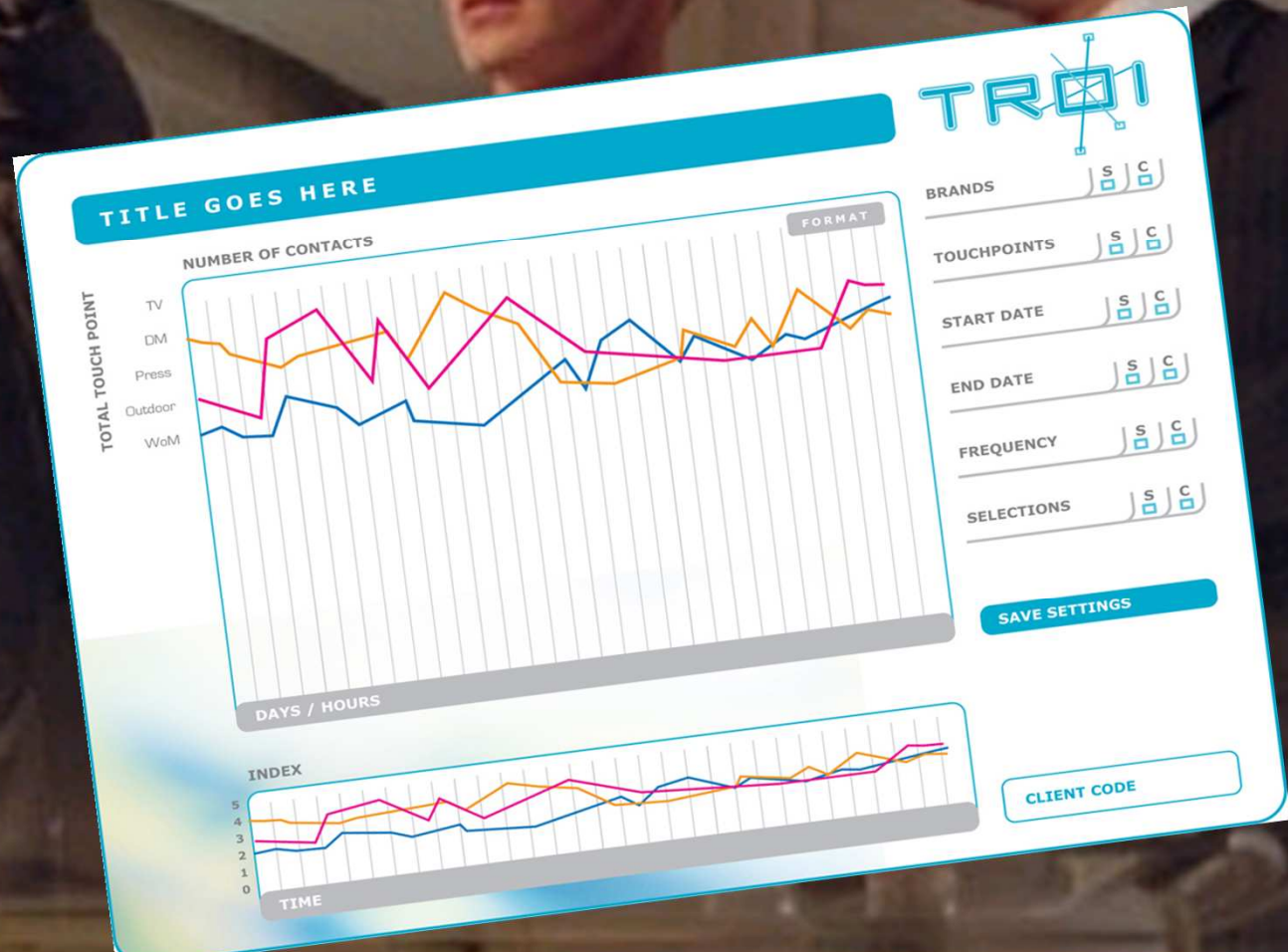
# Our Boardroom



OUR BOARDROOM



# The Dashboard polarised opinions



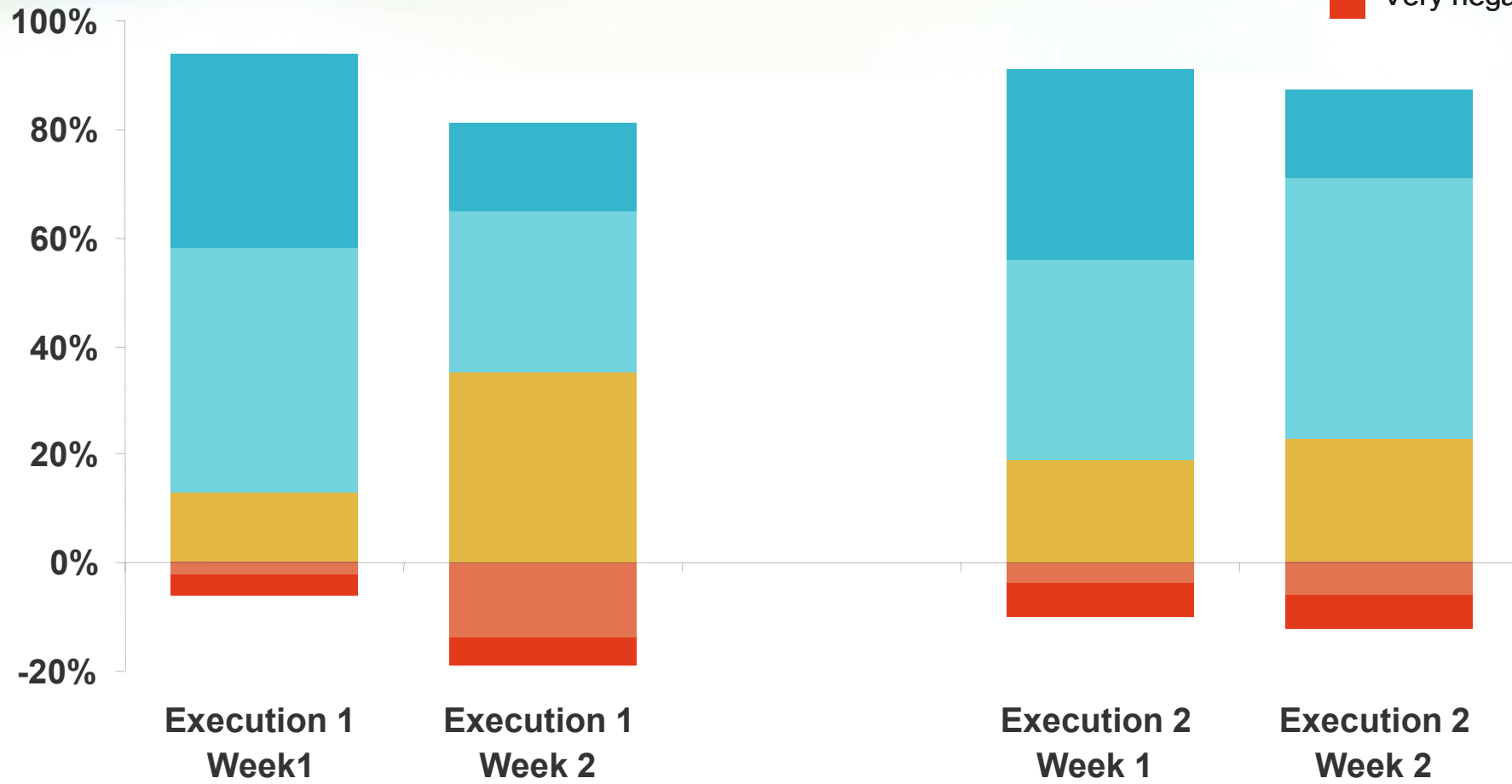
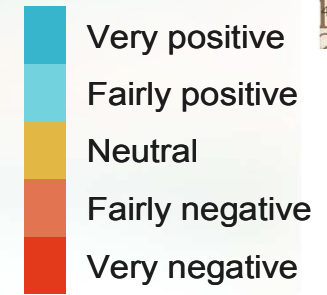
# Digital timing and need state



# Agencies need new information to serve interactive screens in store



# Engagement and Wearout





# Viewing alone or together affects engagement





# Timing and need states



August 8<sup>th</sup> 2006, 08:47  
Volvic, Poster, Very positive

*"...on the way to work.  
Was gasping for a drink!  
Bought Volvic later on!"*



# Evidence can be one image or 4000 data points



Fashion/Beauty, Dimensione Danza,  
Newspaper/Magazine, Very positive

*“There is an old lady who uses a pole on the street like a dance pole, and the slogan says that the dance will never die.”*



# Bravery to change the status quo





# There's no turning back!

**“There’s no longer the reassurance of the stuff that works. A few years ago you might present some radical plans to a client and they’d say ‘Yeah, interesting, but let’s do what we did last time.’ Now it’s a practical necessity to make these changes.”**

Paul Wilson, Starcom Mediavest

# 10 Trends

