



**PIONEERING STORIES
CHANGE THE WORLD**

A stylized orange figure of a person with arms raised, positioned below the word "WORLD" in the main title.

Can You Hear Me Now?

Arts Midwest Presentation

November 5, 2010

Marketing isn't what it used to be.
Here's the new lay of the land.



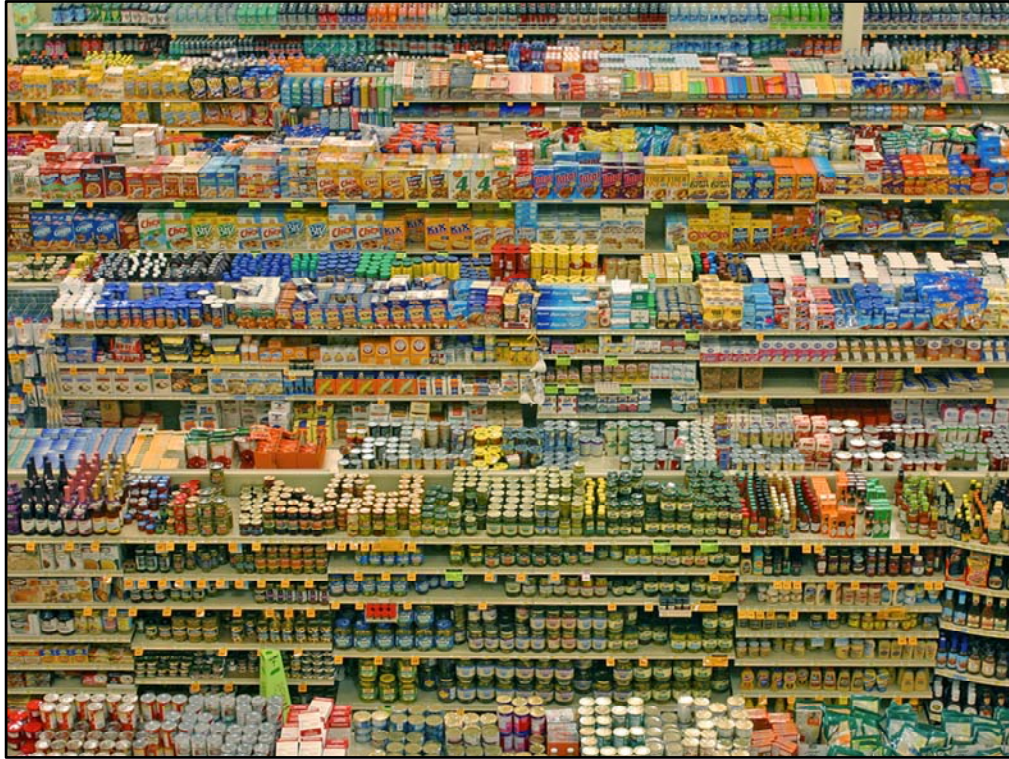
Three trends:

1. Tuning out- overwhelm
2. Consumers' desire for responsibility from brands, governments, each other
3. 24/7 connectedness,

Trend One

“I’m overwhelmed.”





The truth is many are overwhelmed with so much choice.

As a metaphor for the explosion of choice: the number of products on grocery store shelves has tripled since 1993....in just a little over 15 years.

Research done by psychologists has indicated that in several developed countries, there is a strong correlation between personal stress and the number of products available to buy.

The truth is a lot of people around the world are saying enough is enough.

More choice. More marketing. Fewer interested eyes and ears.



65% of consumers feel “constantly bombarded with too much advertising.”

69% are “interested in product and services that would help skip or block marketing.”

54% “avoid buying products that overwhelm with advertising and marketing.”

Source: Yankelovich, Marketing Receptivity Study

And with more choice comes more marketing. And that is one thing no one is asking for more of.



"Attention is the new scarcity, not shelf space. The more brands cut through the clutter by expanding the volume of disruptive commercial messages, the more clutter they produce and less effective they become. It's a tragedy of the commons."

John Hagel | Author and Management Consultant

As a result, marketers are in the hot seat because of declining effectiveness.

% of marketers who agree:

Branding needs to be more flexible today because business is more dynamic and fast moving.

87%

Traditional brand positioning approaches are losing their effectiveness.

63%

My traditional advertising efforts are no longer as effective as they once were in attracting new customers.

62%

We are seeking breakthrough methods that are more effective than brand positioning.

62%

Source: Jupiter Research/Verse Group Marketer Survey, November 2008

And our clients – particular CMOs— are reeling and searching for new answers.

Knowing it is increasingly difficult to defend massive expenditures that seem to be having a diminishing returns.

Trend Two

“I don’t trust you.”



The truth is, people around the world need real reasons to trust again.



A world of broken promises.

A lack of trust of governments, corporations, NGOs, even religious organizations.

Narristic individuals falling from grace.

People feeling abandoned, taking advantage of, and unable even to buy a Dora Explore for their kids without worrying about.

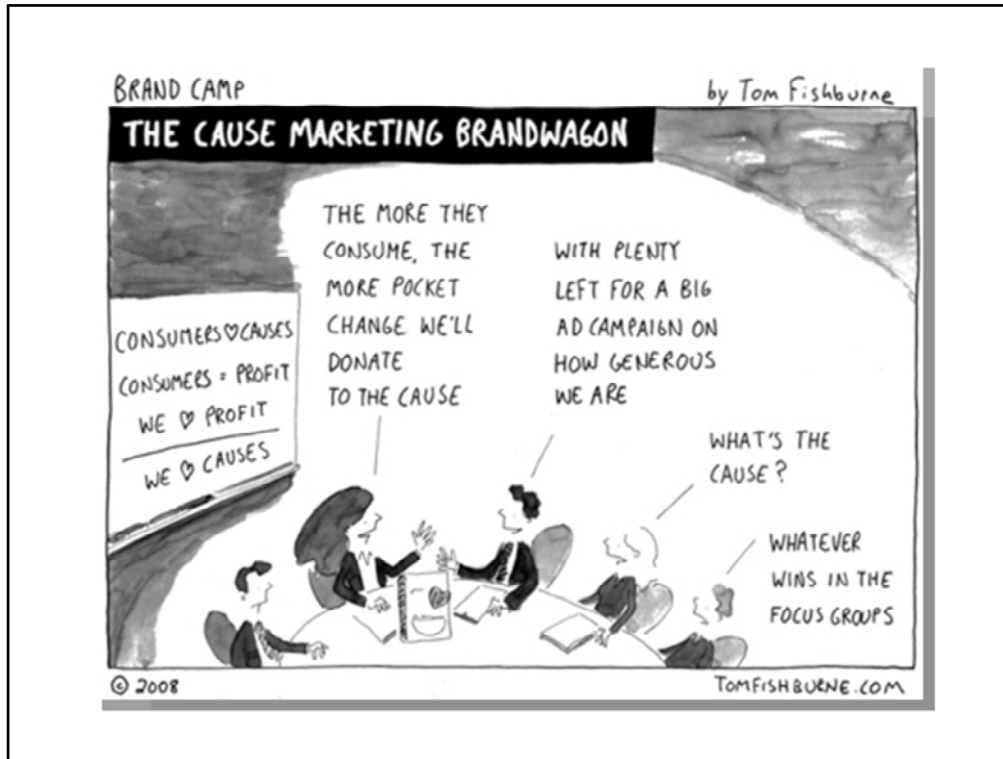
Despite the economy, people are ready to reward those that match their values.

88% of people say it is acceptable for companies to involve a cause or issue in their marketing.

85% have a more positive image of a product or company that supports a cause they care about.

80% are likely to switch brands, similar in price and quality, to one that supports a cause.

Source: Cone 2010 Cause Evolution Study



But you can't do this. For any cause related program to work it must have AUTHENTICITY, RELEVANCY and VALUE to the consumer.

You can position your organization as a “cause” connecting patrons and brands.



“There’s a real opportunity for companies who shift from relying only on ‘what they do’, through their corporate facts and transparency initiatives, and start building relevant brand roles and engaging initiatives that capture ‘collective will’ and spur people into action.”

Sara de Dio Lopez
Director of Global Innovation, Havas

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Trend Three

"I'm in control."

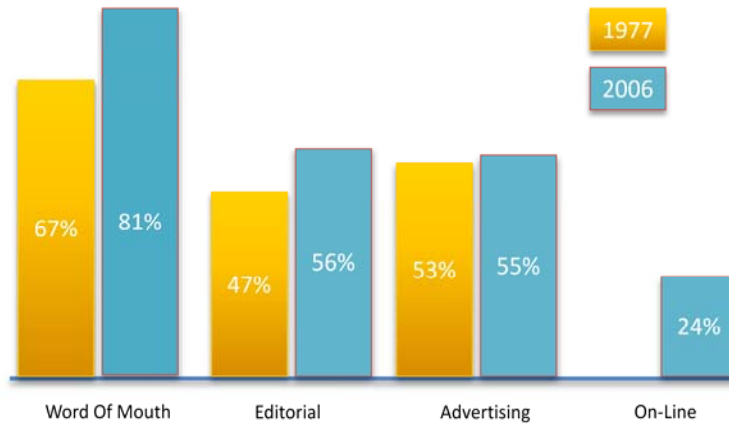


Today people are filtering and creating their own media.



They are connecting with other people in social venues. They are downloading movies and watching them on mobile devices. They are subscribing to music and entertainment without commercials. And they are filtering information from those sources that trust and interest them.

Increasingly, people are most trusting of what they hear from other people.



Source: Source: Roper/GFK - Most Trustworthy Source For Information About Products To Buy - United States

How do you combat these trends...

Authenticity. Be Yourself.

What's Your Mission?

Relevancy. Be A Cultural Anthropologist.

What does your audience truly care about?

Value. It's About Them. Not You.

How are you adding value to their life?

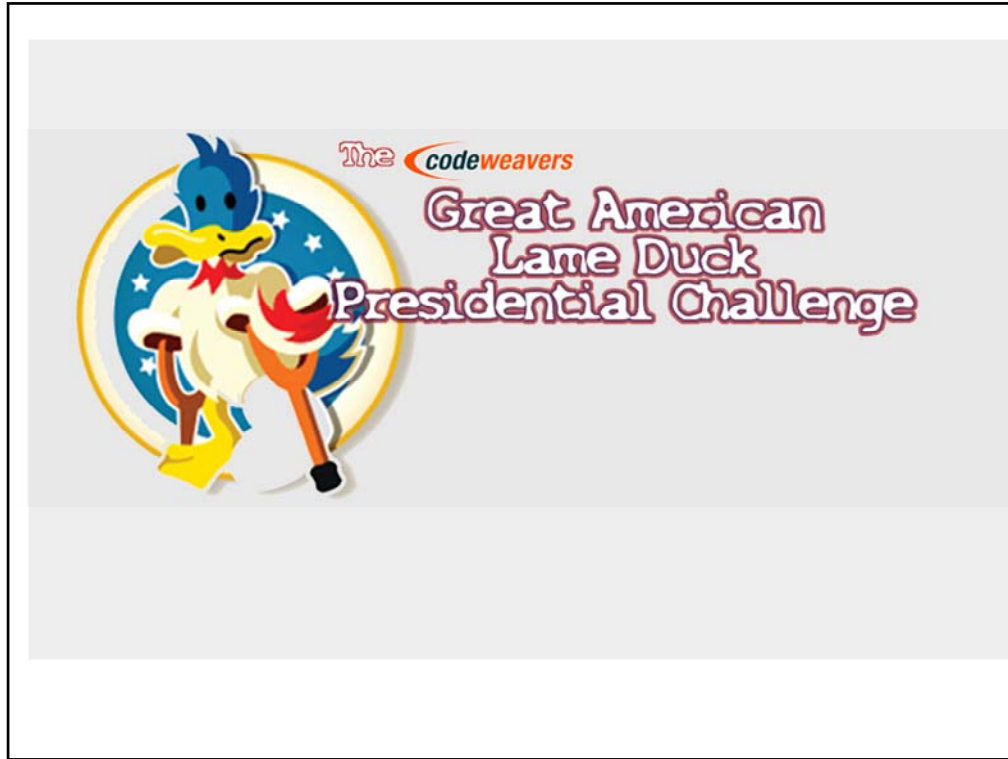
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Real world corporate examples...



1. Crowdsource





1. Be funny.
2. Be relevant

JOIN THE VOTE

CLICK ON A CATEGORY BELOW TO
VOTE FOR YOUR FAVORITE HEROES.

Safety	Quality
Environment	Butterfly

VOLVO FOR LIFE AWARDS WINNERS

Inaugural 2nd Annual 3rd Annual 4th Annual 8th Annual

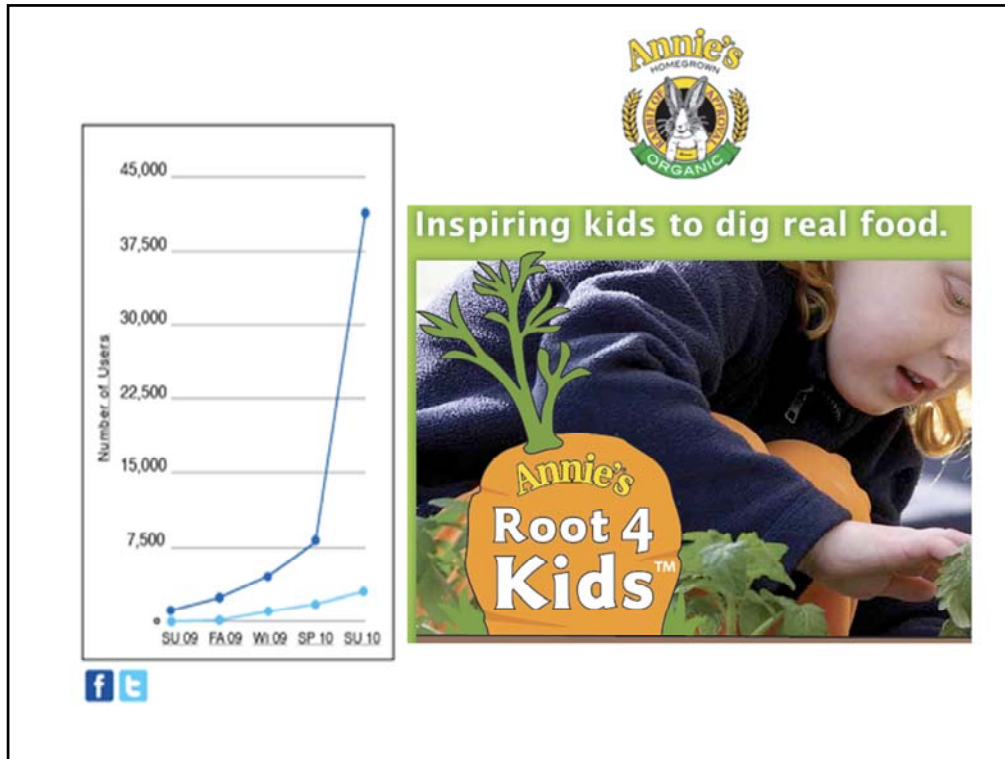


Haberman's Employer-Sponsored Garden.



Coalitions as a solution to food deserts.





1. Annie's started by growing its community via social media, with a relatively low budget. Within one year, they had more than 40,000 facebook friends interacting with the brand BY CHOICE.
2. Haberman just recently helped the brand launch a cause-related program with Farm to School: Root 4 kids.

Here's how we think arts organizations can capitalize on the trends.

Be simple. Respect your audience's intelligence, don't overwhelm them.

Build coalitions.

Show ROI for the arts.

Be responsible. Help corporations show they are responsible by supporting you.

Be a passionate storyteller.

Be easy. For others to talk on your behalf. (Social media, make comments, share with friends.)

Be a media outlet. Content is still king.



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