

BRANDS IN *MOTION*

@KASS_SELLS

AMA Luncheon 10/11/17



30 Years of Brands in Motion



WE COMMUNICATIONS

*Sits at the intersection of
PEOPLE, BRANDS and TECHNOLOGY*

*Transformative storytellers:
We MOTIVATE people
SHIFT behaviors
and CHANGE minds*

YOU NEVER HAD CONTROL

REGULATORY ENVIRONMENT

Keeping up with today's sociopolitical complexities.

ECONOMICS

Mix of leading and lagging indicators, creating uncertainty.

COMPETITION

Direct competitors and what you didn't see coming.

STAKEHOLDERS' DESIRES

What is it they want and is the brand listening?

ORGANIZATIONAL CULTURE

Culture trumps strategy.

CULTURAL ZEITGEIST

The impact of culture and prevailing norms of the moment.

CRISIS

It's not if, it's when.



**NOW YOU
HAVE EVEN
LESS**

“Disruption is what happens when someone does something clever that makes your company look obsolete.”

Dislocation is when the whole environment is being altered so quickly that everyone starts to feel like they can't keep up.”

Craig Mundie, Former Chief Research and Strategy Officer at
Microsoft

EXPONENTIAL CONSUMER EXPECTATIONS

MOBILE WEB

A grayscale image of a smartphone with a keyboard overlay, set against a background of a city grid.

**BE
ANYWHERE**

CLOUD

A grayscale image of a cityscape with a network of white lines connecting various points, symbolizing cloud connectivity.

**ACCESS
ANYTHING**

AI

A grayscale image of a stylized, metallic-looking profile of a human face, representing artificial intelligence.

**DO
ANYTHING**

TRADITIONAL
BRAND POSITIONING
ASSUMES YOUR BRAND IS
MOVING TO A FIXED
DESTINATION

OUR PREMISE

YOUR BRAND IS IN MOTION

**AND MOTION IS THE RELATIONSHIP
BETWEEN FORCES YOUR BRAND EXERTS
vs.
FORCES THAT ARE BEING EXERTED UPON
YOUR BRAND**

MOTION REFLECTS

**DISRUPTION /
DISLOCATION**

**EXPONENTIAL
EXPECTATIONS**

**TRADITIONAL
FORCES**



BRANDS IN *MOTION*

THE STUDY

6 MARKETS

AUSTRALIA | CHINA | GERMANY | SOUTH AFRICA
UNITED KINGDOM | UNITED STATES

Over 3,000 consumers in each market

1,000 B2B decision makers in each market

8 CATEGORIES

1. Computing devices & related software/hardware
2. Smart home
3. Automotive
4. Finance and/or banking
5. Health and wellness
6. Alcoholic beverages
7. Technology solutions for businesses
8. Healthcare solutions and providers

30+ BRANDS

FOUR REALITIES

#1 *STABILITY IS AN ELEMENT OF MOTION*



Survey question: In a climate of uncertainty, do brands/businesses have the capability to provide stability?

FOUR REALITIES

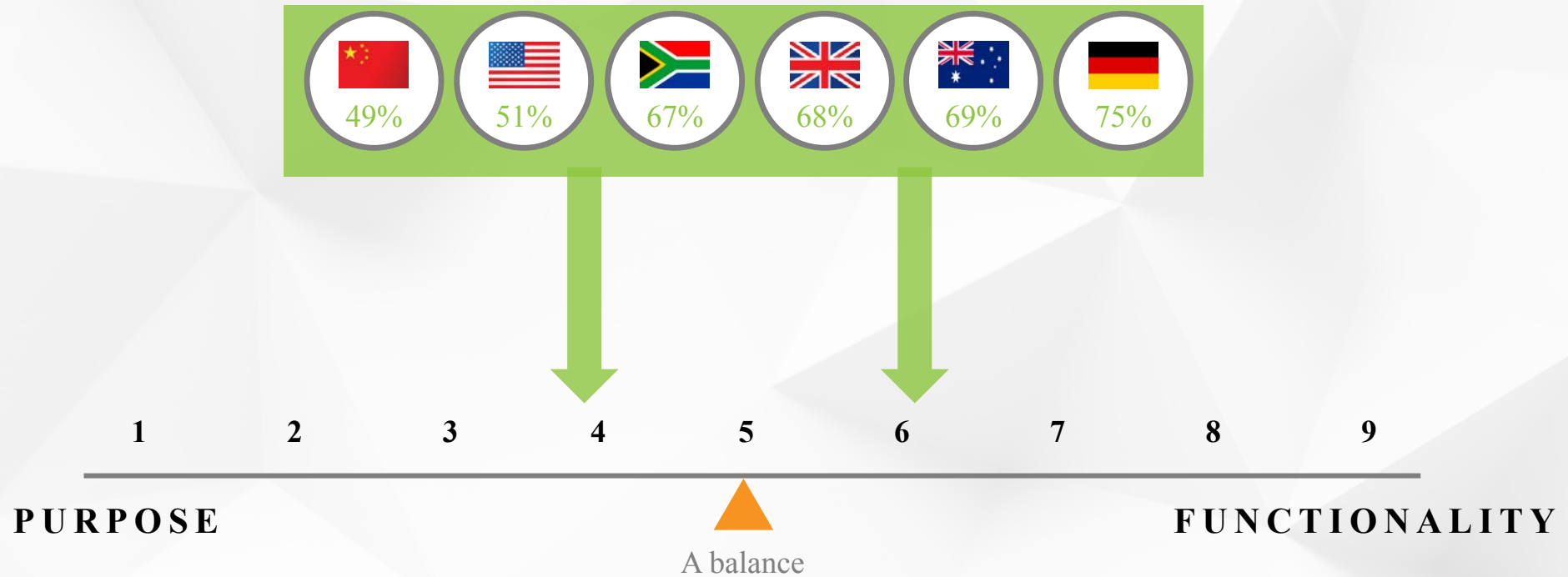
#2 CUTTING-EDGE IS TRANSCENDENT



Survey question: How innovative are [category] companies? Stuck in the stone age or cutting-edge?

FOUR REALITIES

#3 THE UNILEVER EFFECT



Survey question: Are you more likely to support a brand that has a: high level of purpose / participates in activism or high level of functionality / provides personal effectiveness?
Respondents were asked on a 1-9 scale. The above shows the combined percentage of people who choose 4.5.6—the I can't decide option, want both'

FOUR REALITIES

#4 LOVE YOU TODAY, SHAME YOU TOMORROW

LOVE VS NO LOVE



Love: 54%

HOWEVER

DEFEND VS SHAME



Shame: 98%



Survey question: When thinking about [category] companies do you generally: Hate them or love them?

Survey question: Suppose [category] company was publically under attack for a product or service issue. Would you: Join in on the public shaming or defend it to the bitter end?

**WHAT THIS
MEANS
*FOR NW
BRANDS***

DISRUPTION & DISLOCATION...

... Means every company is a technology company.

CONSUMER EXPECTATIONS...

... not just about what you offer, but how you offer it.

**BLEND PURPOSE AND
FUNCTIONALITY...**

...consumers are seeking out both.

YOUR STORIES ARE IN MOTION TOO...

...and you must activate across entire media ecosystem.

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