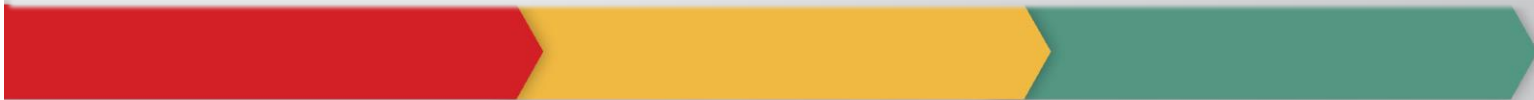


A horizontal line composed of several small, overlapping colored segments in shades of green, orange, yellow, blue, red, and black.

Content Training

How to create a campaign without a product launch – Find the insight

June 13 & 14, 2018



Content Training

Roche

How to create a campaign without a product launch – Find the insight

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How to create a campaign without a product launch:

1. Collect multiple insights

Start with who we create solutions for...our customers

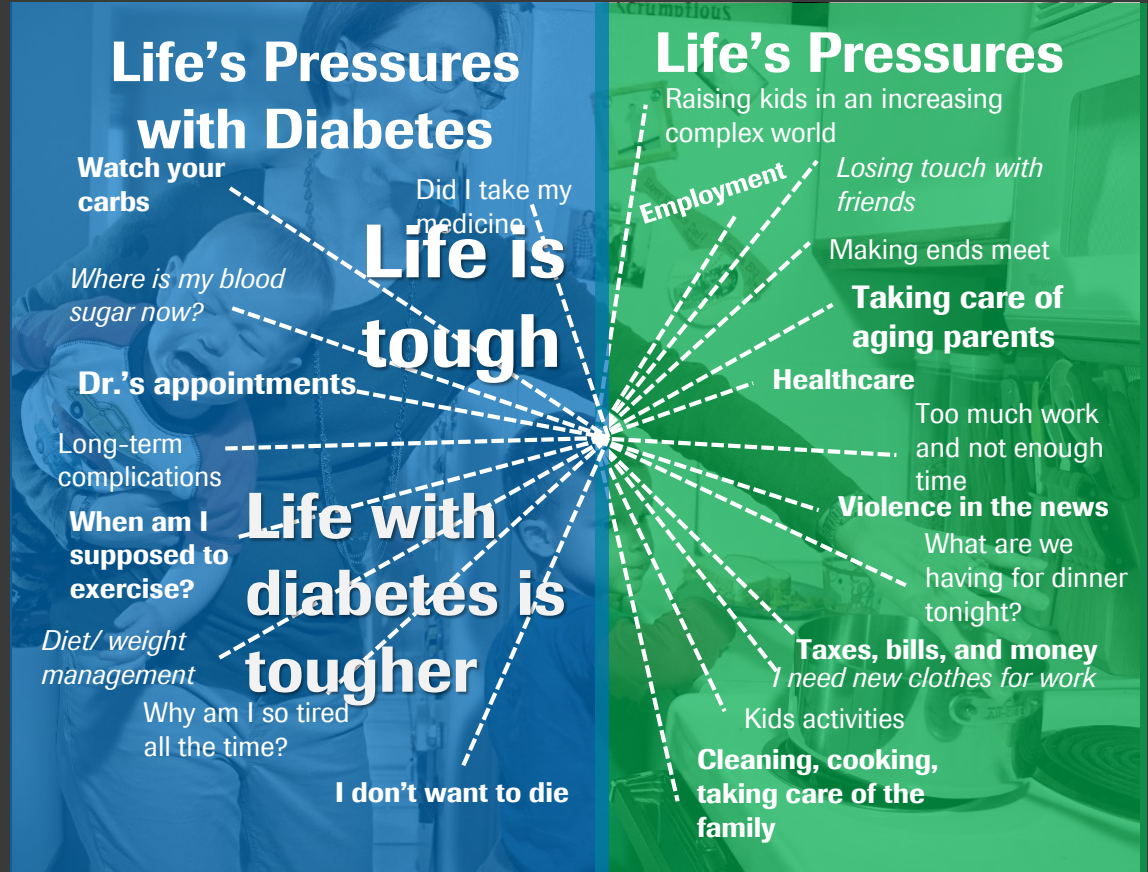
2. Select a few insights

Select insights and build opportunities; 3-part framework

3. Pull it together into a campaign

Examples: Roche internal and External

Insights are everywhere but its important to start with the people who use and need our products and services





in·sight

['in,sɪt], NOUN

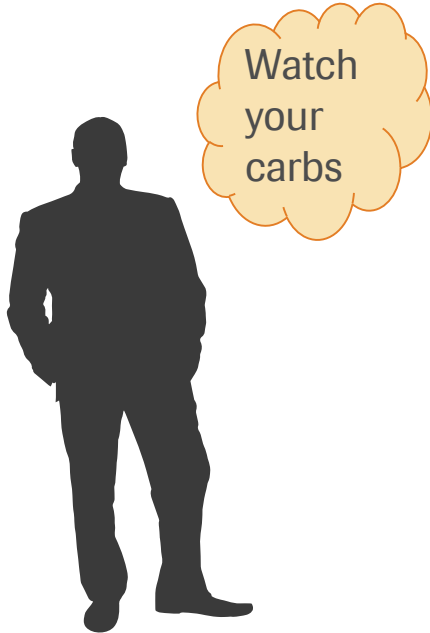
a deep understanding of a person or thing.

realization · recognition ·

enlightenment · aha moment ·

eye-opener.

The Insight Framework – just a 3-part formula

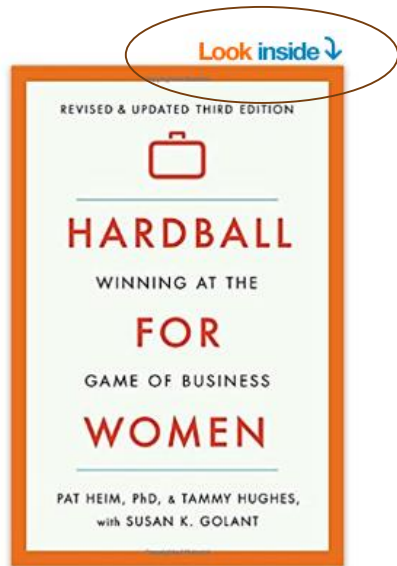


Truth - the fact, the data

Tension – the component that is more emotional and it grounds and provides the necessary “reality check”

Opportunity – this is where our company/product/ service can fill the gap. We can create an action or implication that fills the tension and helps the truth

So how about another example.... buying books online



Truth - Consumers take time buying books because they enjoy reading a few pages to help them assess the book and make a choice. Because it is hard to do that in an online environment, book sales are slow to take off and/or flat

Tension – Consumers typically feel guilty about spending long periods of time looking and potentially not buying but they do not want to pay money sight unseen for a book they may not like

Opportunity – What if we could provide a digital reviewer online that helps the consumer preview the book

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When you know its powerful - a quick test

Does your insight/opportunity idea:

- ✓ Connect on an emotional level and elicits the reaction “you obviously understand me.”
- ✓ Re-examine existing conventions and challenges the status quo
- ✓ Solves a real problem that results in the creation of new customers
- ✓ Inspires action by giving you a clear target to aim for
- ✓ Is a clear statement of what do next and how to deliver value to your customers

Roche Examples –India and Mango Season

Roche

The Campaign – The team created focused content for a new community site managesugar.in. The site has content and it does link strongly to the Accu-Chek Active meter as one of the solutions for managing certain “sweeter” parts of the holiday season

The Insight: The team knew that much of the diabetes community in India struggled with managing their blood sugar during local “mango season”. They were frustrated and needed help through tips and guidance on how to focus on smart food choices over this holiday period.

Why it Worked

The team had a integrated campaign that addressed relevant content through a fun, educational game “What is diabetes keeping you away from?”. Additionally there was content focused on the fruit and holidays as a main theme giving readers a sense of confidence and tips to help them manage through. Additionally they ran media, had calls to action, and adapted keywords and GDN targeting to include diet, fasting, holiday

The image displays three overlapping screenshots of the Accu-Chek website. The top screenshot shows a 'New Accu-Chek' banner with a product image and navigation links like 'My Account', 'My Wishlist', 'Checkout', 'Log In', 'iPhone app', 'Android app', and 'Order status'. The middle screenshot shows the main website header with 'ACCU-CHEK' branding, a navigation menu, and a search bar. The bottom screenshot features a large banner with the headline 'Diabetes doesn't hold me back from enjoying the holidays.' and a sub-headline 'What is Diabetes Keeping You Away From?' with a call-to-action button that says 'Enter your favorite summer treat'.

Nike Find your Greatness

Roche

The Campaign

When the London 2012 Olympics began, Nike released its “Find Your Greatness” campaign encouraging everyone to excel as athletes, regardless of ability.

The Insight

It’s not just the championship athlete or record breaker that strives to push their own limits. With the knowledge that everyday athletes make up a large portion of Nike’s target audience, this campaign set out to encourage everyday athletes to “achieve their own defining moment of greatness”.

Why it Worked

While the campaign’s inspiring message had mass appeal, it was developed with data-driven people in mind. The campaign is an ideal example of marketing that resonates by appealing to the emotions of their target consumers, while challenging perceptions of the brand- in this case, that it’s not just for professional athletes.



<https://www.youtube.com/watch?v=WYP9AGtLvRg>

Three Mobile- Holiday Spam

Roche

The Campaign

Three's [award-winning 'Holiday Spam' campaign](#) promoted the mobile company's offering that allowed customers to use their phones abroad at no extra cost. The campaign featured a series of 60-second TV ads showing travelers sending clichéd holiday photos to friends and family members back home.

The Insight

Inspired by genuine insight into people's behavior while on holiday, the campaign hinged on the knowledge that we love to brag! Tracking the mobile data usage of a group of customers abroad, they found that they used 71 times the amount of data they would have used had they been charged as normal – most of which was used to post holiday snaps on social media. The creative tapped into this finding, warning UK viewers to expect an onslaught of 'holiday spam' photos, thanks to the new offer.

Why it Worked

Another prime example of marketing that works driven by insights, this campaign successfully tapped into their audience's behaviors and perceptions around the quantity of clichéd holiday snaps being shared on social media daily. Using this insight to drive awareness of their unique proposition and appeal to the emotions of their target consumers, the campaign led to a [90% increase in Three's social conversation volume](#), higher brand metrics, and customers saving a collective £2.7bn on roaming charges.



<https://www.youtube.com/watch?v=Wz7YbGCeWPA>

Key Take-a-ways

- Be more strategic and find a focus for non-product campaigns
- Collect multiple insights and select a few.
- Define opportunities and then pick a campaign idea around that opportunity.
- Remember, content fuels your campaign – build the story, initiate engagement, fuel your content with some great storytelling

Use tools:

SEM tools, Google Analytics, Social Studio, sites like AnswerthePublic.com.

Use our team:

Need some help to understand what to listen for?

We're here to help you



Sign up for [training](#)

[Wei](#) –Google Analytics and Best Practices

[Gina](#) –Marketing Cloud

[Christy](#) –Social Studio

[Marcus](#) –Paid Media (including paid social)

[Stephanie](#) –Editorial Content

[Jill](#) –Marketing Strategy