

An abstract, artistic splash of liquid in shades of pink, magenta, and light blue, set against a white background. The liquid forms intricate, swirling patterns that resemble ink or paint being dropped into water.

# Refresh Your Campaign

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You launched the product.

You launched your campaign.

Your budget just got cut.

# What's next?

# How to Refresh Your Campaign



Key Concepts

Leveraging Global Assets

# Refresh Your Campaign - Key Concepts



01

**Don't kill your campaign**

...because you think it's old.

**REPEAT REPEAT REPEAT**

Repetition is key to customer learning, even if you are tired of it!

02



**Avoid "Spray & Pray"**

**STRATEGY FIRST**

Don't rush to execute without a plan.

03



**Integrate Your Messaging**

**UNIFY ACROSS CHANNELS**

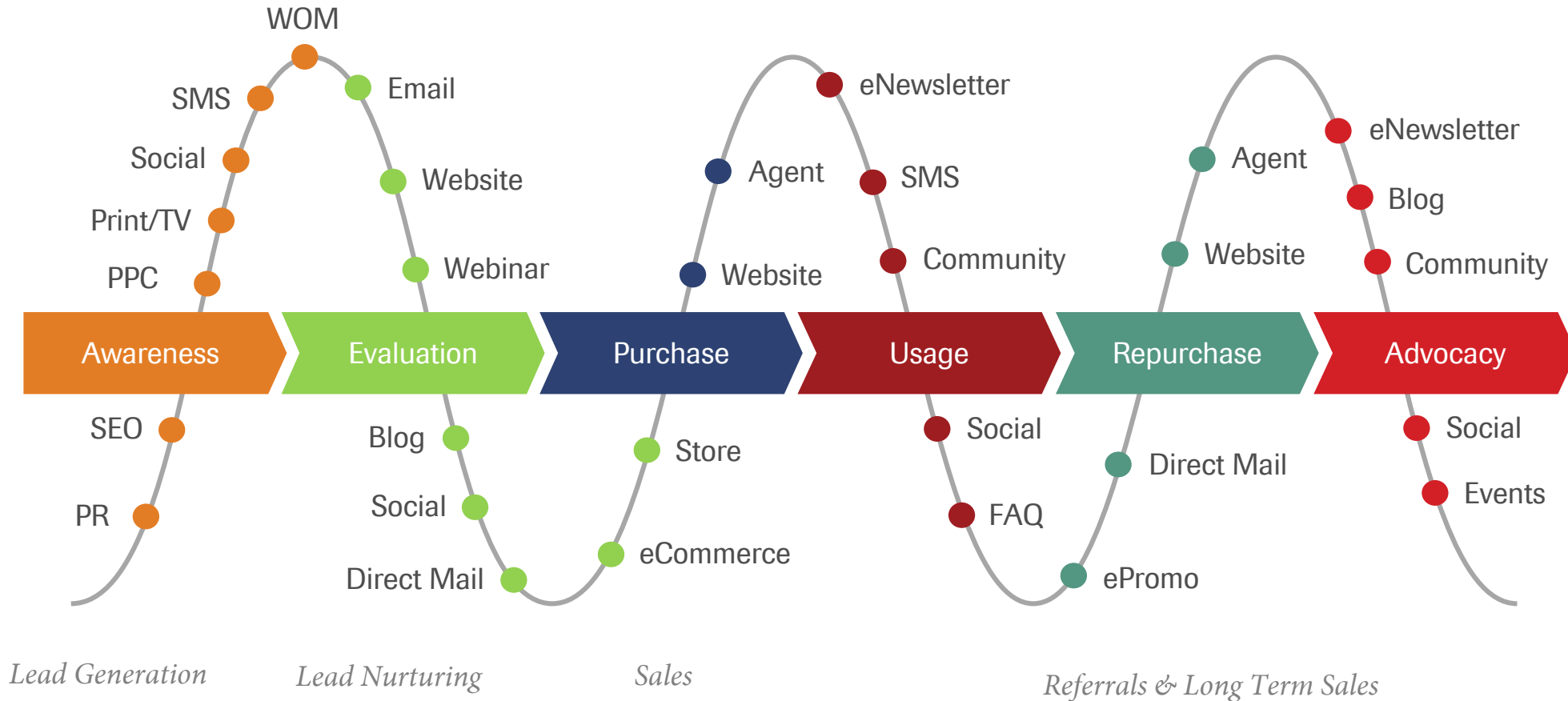
Consistently amplify your value proposition.

# Refresh Your Campaign - Key Concepts

WHAT'S THE BIG CAMPAIGN IDEA? New Topics	WE'RE GOING DIGITAL Exploration	FACEBOOK	YOUTUBE
Objective(s)/ Goals	Anything changed?		
Current situation	Changes in your market? Competitive landscape?		
APP Marketing budgets	GOING TO DO IN ALL THOSE CHANNELS? Clarify your wallet status!	WE'LL FIGURE IT OUT LATER	
Target Customer(s)	Same customer? Have their needs changed?		
Timelines	Milestones, customer events?		

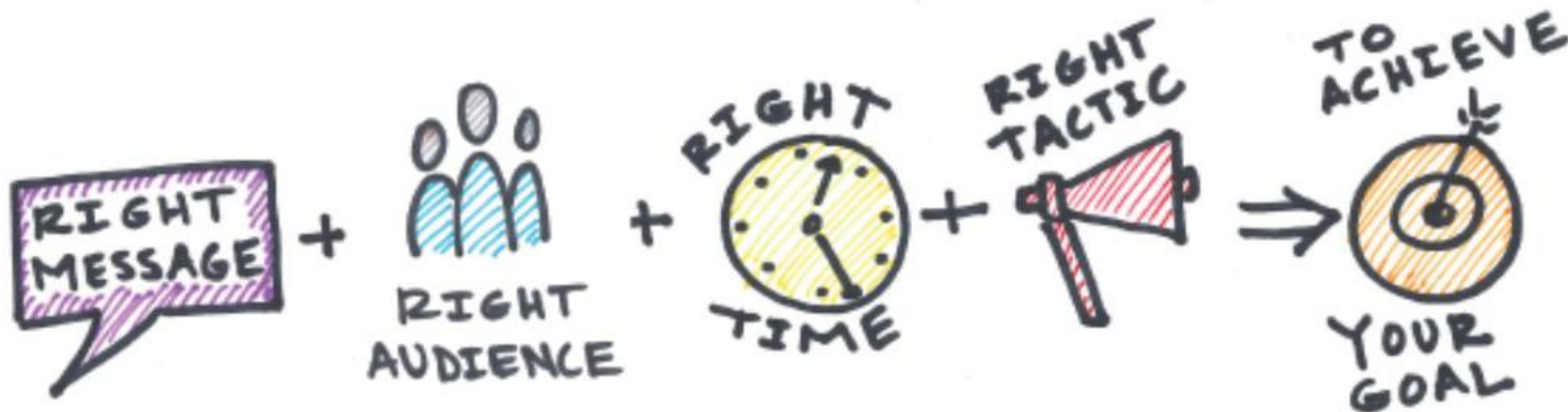
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# Strategize To Influence Along Your Customer's Journey Via Multi-Channel Options



## Refresh Your Campaign - Key Concepts

*Right customer, right message, right channel at the right time*

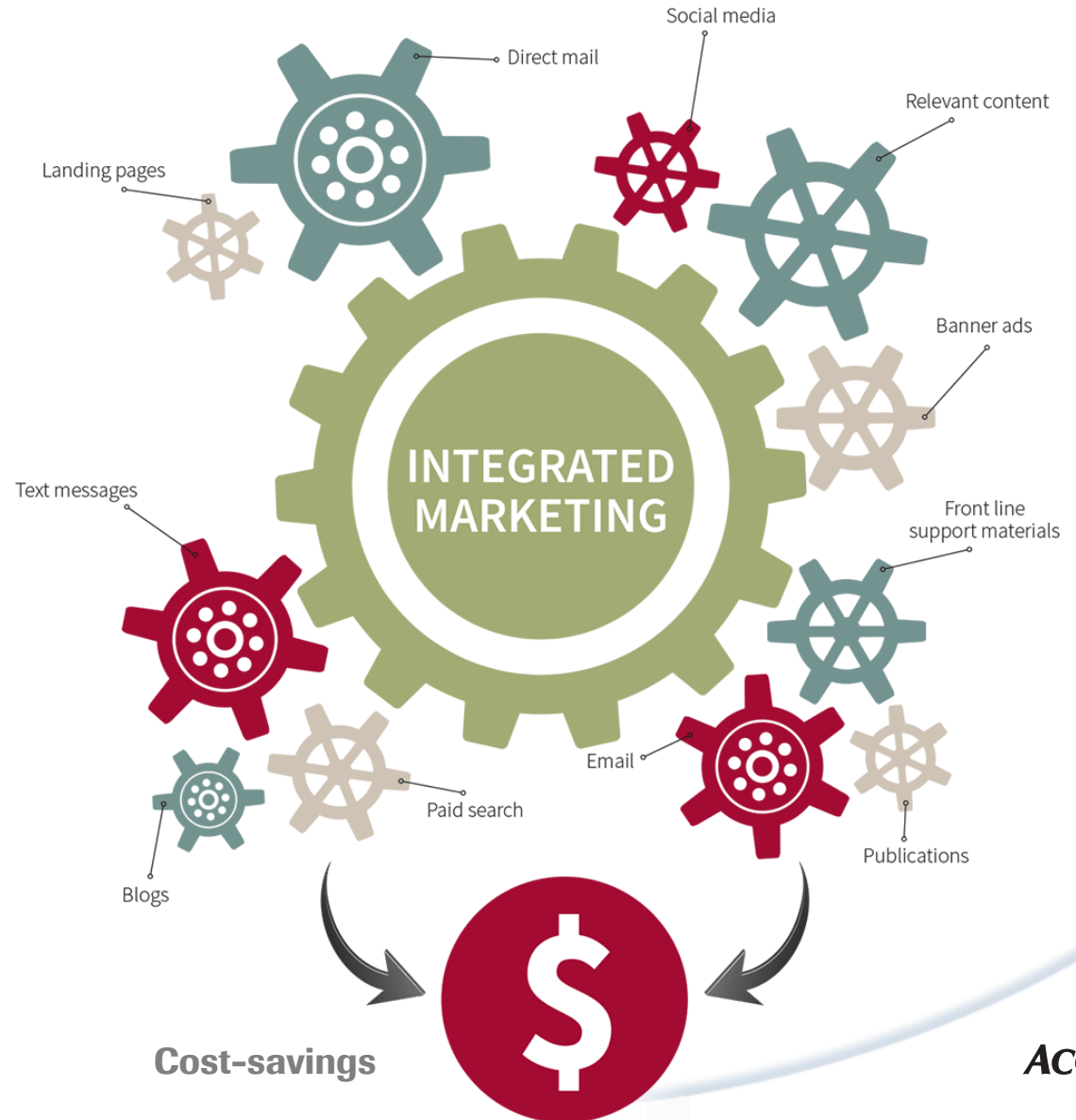


**Address customer needs. Avoid a “one size fits all” mentality.**

# Integrate Marketing Across Channels – The Power of Unified Messaging!

## Meet your customers where they are at!

- Select a **key value message** (reason to believe)
- **Personalize the message** to address target customer needs
- **Deliver:** Re-purpose or create new assets
- **Keep your value proposition consistent across all channels**
  - Measure the impact
  - Rinse and repeat!



# Refresh Your Campaign - Key Concepts

Key Concepts

Leveraging Global Marketing Assets

# Leverage Global Marketing Assets

*Dusting off campaigns & hidden treasures*



- **Have you missed a hidden gem?**
  - Old materials can be newly valuable
  - Re-visit, re-imagine, re-purpose
- **What's new?**
  - Extension campaigns: Guide, Instant, Mobile
- **What's changed in your market?**
  - Are you ready for DTC emails now?
  - Have new channels opened up?
  - Has your target customer expanded?

The screenshot shows the Accu-Chek BrandBox website. At the top, there's a navigation bar with 'HOME', 'ASSETS', 'COLLECTIONS', and 'WORKFLOW'. A 'Roche' logo is in the top right corner. Below the navigation is a large hero banner with a blue background. On the left of the banner is a glowing orange fish-like graphic. On the right, the text reads 'Accu-Chek Guide' and 'New materials available', with a sub-headline 'Refreshed messaging' and a 'GO TO COLLECTION' button. Below the banner are three product category tiles: 'BGM' (Basic Glucose Monitoring) with a blue background and a glucose meter icon, 'CGM' (Continuous Glucose Monitoring) with a purple background and a smartphone displaying a glucose reading of 109, and 'IDS' (Insulin Delivery System) with a red background and a glucose meter icon. To the right of these tiles is a 'Quicklinks' section with three items: 'Product Images', 'Lifestyle Images', and 'DC Intranet Portfolio', each with a right-pointing arrow.

# Leverage Global Marketing Assets

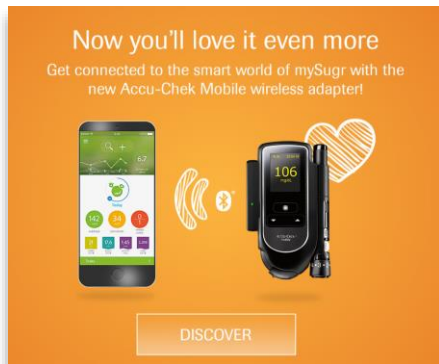
Thousands of assets can be re-purposed



New images from local markets



New animations



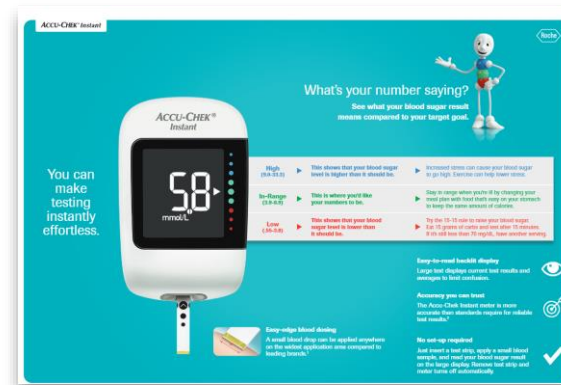
New extension campaigns



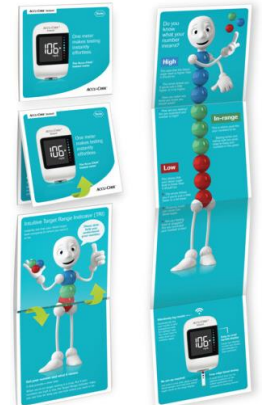
New switching tactics



New one pagers



New extension campaign



Don't like the brochure but love the pictures?

- Re-imagine it as a social post

Can't do email campaigns but love the messaging?

- Convert the email to a print format/mailer

# Integrated Messaging Example

Key Value Message: Wider is better

Target customers: PWDs, DEs

Personalize your message:

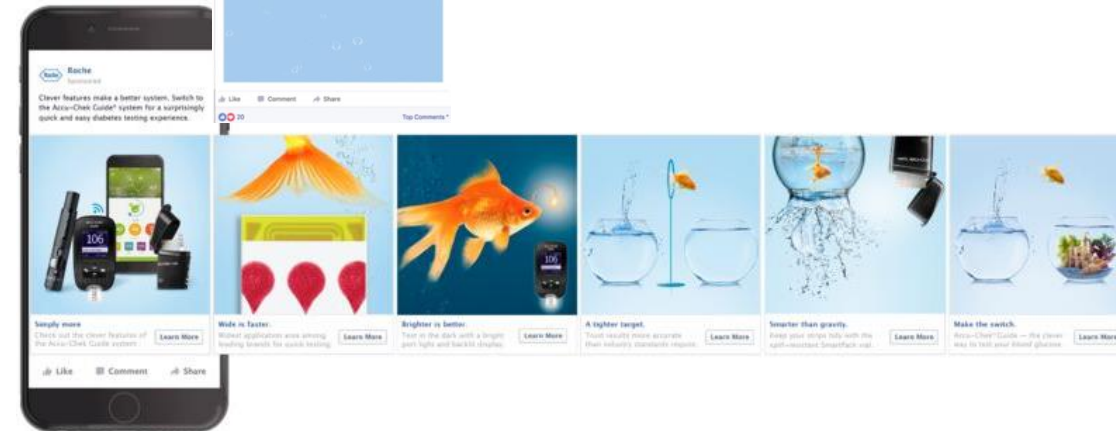
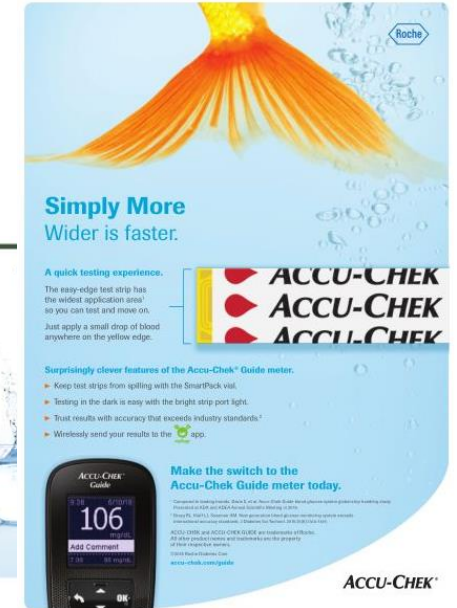
- PWD: How wider dosing fills PWD needs
- DE: Widest dosing area helps pwds be successful; no training! Great for shaking fingers.

Global Assets: Simply More Extension Campaign

Channels:

PWD: FB, email, paid media

DE: One pager, Dosing comparison, PWD leaflets



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***Integrate Your Messaging***

**UNITY ACROSS CHANNELS**

Maintain your value proposition.

# Questions?