

THE ABCS [ACCOUNT, BRAND, COMMS] OF PLANNING TOOLS AND PROCESSES

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GENIUS/STEALS IS AN ITINERANT CONSULTANCY, HELPING COMPANIES SOLVE BUSINESS PROBLEMS USING CREATIVITY

and in
New Zealand & Australia



POSITION: BORED BY ORTHODOXY

A collection of various wrenches and tools hanging on a blue textured wall. The wrenches are arranged in several rows, with some hanging vertically and others horizontally. The background is a dark blue, textured surface, possibly a workshop wall. The tools are metallic and show signs of use.

A yellow robot with two large, circular eyes and a small, thin body, holding a small, dried plant in its right hand. The robot is standing on a dark, textured surface. The background is a blurred, light-colored wall.

AMBITION: A NEW COGNITIVE TOOLKIT FOR PLANNING

BUILT FROM SCRAPS AND STRAWS



"People build brands as birds build nests, from scraps and straws we chance upon."

JEREMY BULLMORE,
Chairman, JWT

ABSTRACT > 10 MINS

PHILOSOPHY > 5 MINS

PROCESS > 10 MINS

PRODUCTS > 20 MINS

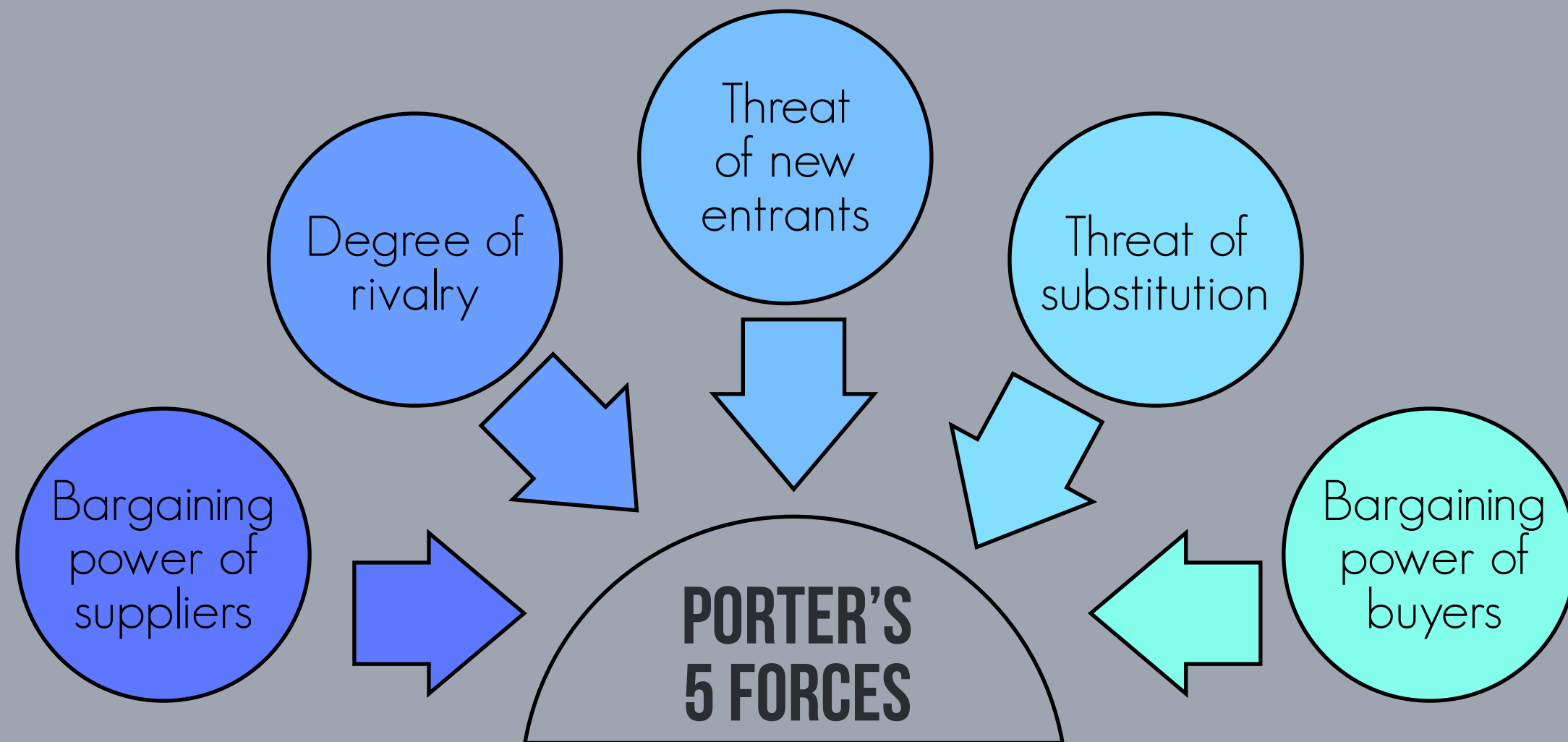
ABSTRACT

[AN INTRODUCTION]

PHILOSOPHY INFORMS PROCESS

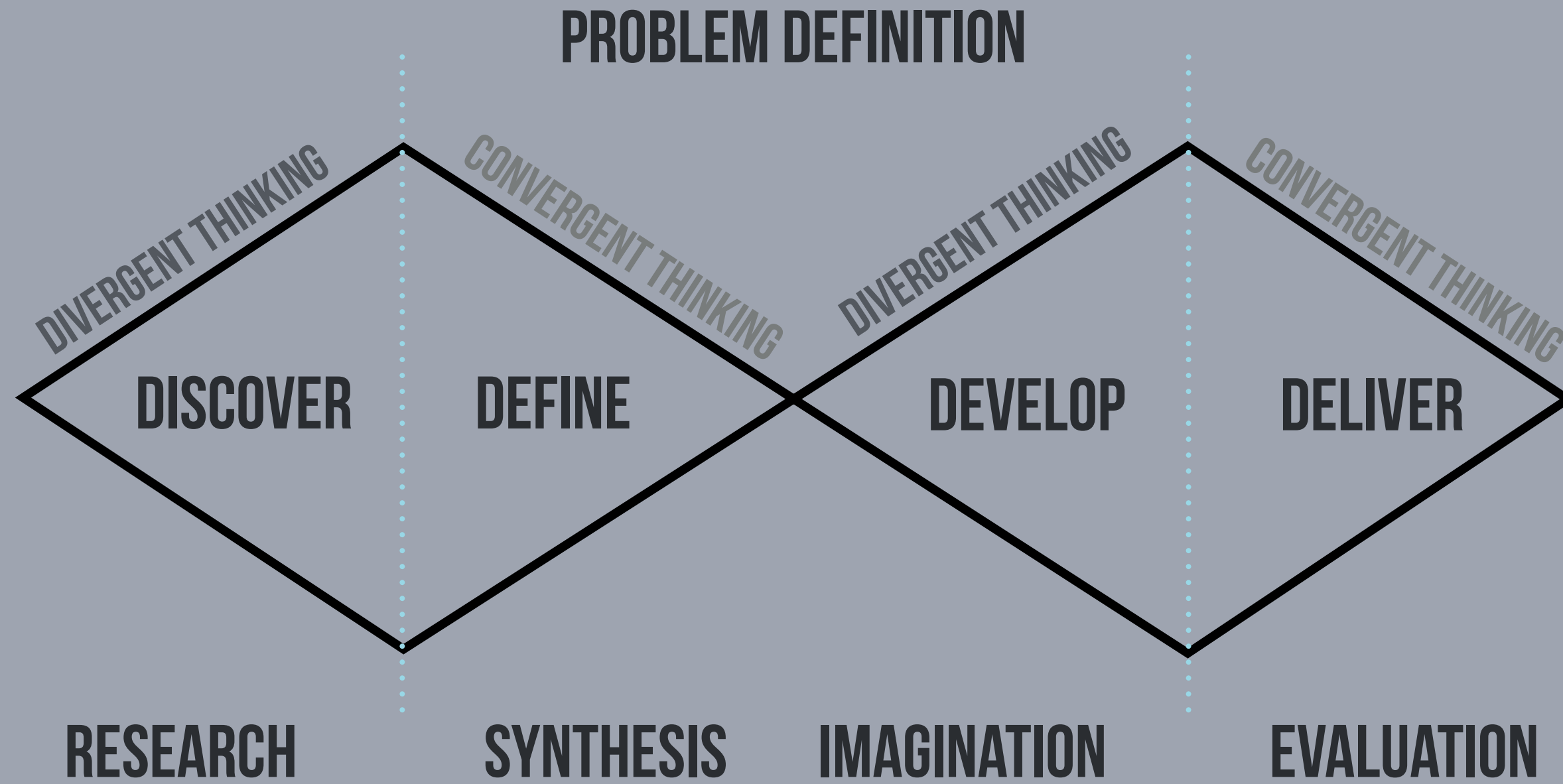
PROCESS INFORMS PRODUCTS

PRODUCTS INSPIRE, SELL & EVALUATE CREATIVE IDEAS



PLANNING IS AN APPROACH TO
ADVERTISING WHICH INFORMS
CREATIVE WORK WITH RIGOR
TO MAXIMIZE EFFICACY

PLANNING CONSISTS OF



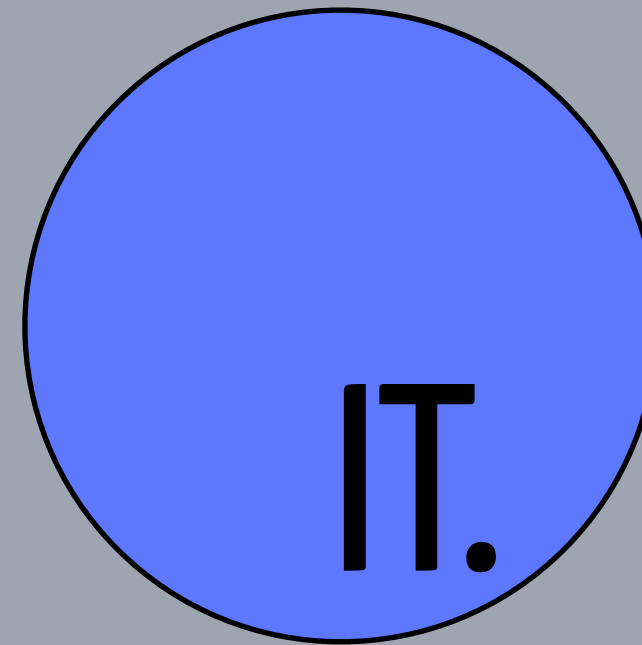
STRATEGIC TOOLS ARTICULATE ABSTRACTIONS



DISTILLING INFORMATION INTO INSIGHT AND RECOMMENDATIONS...

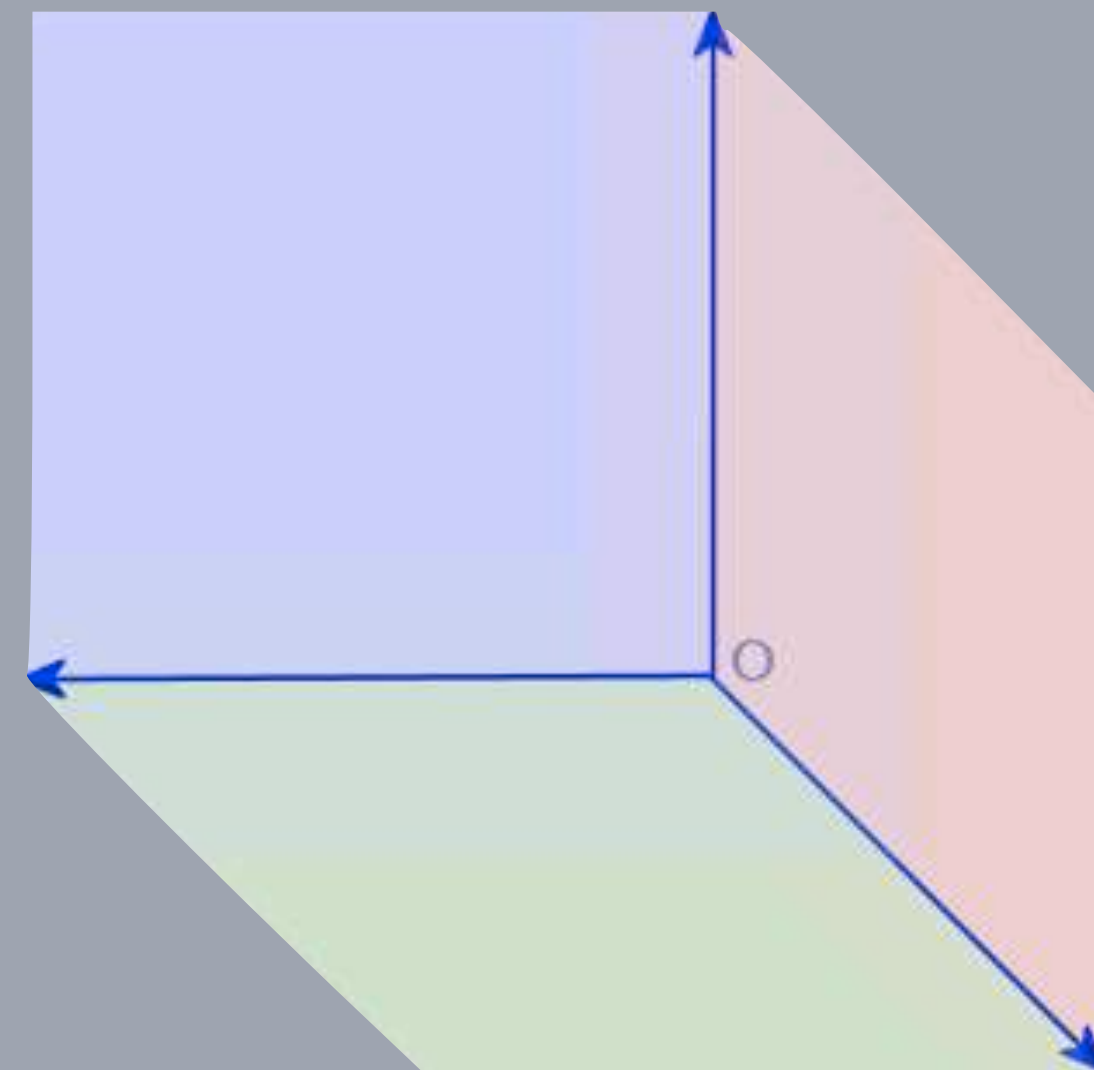
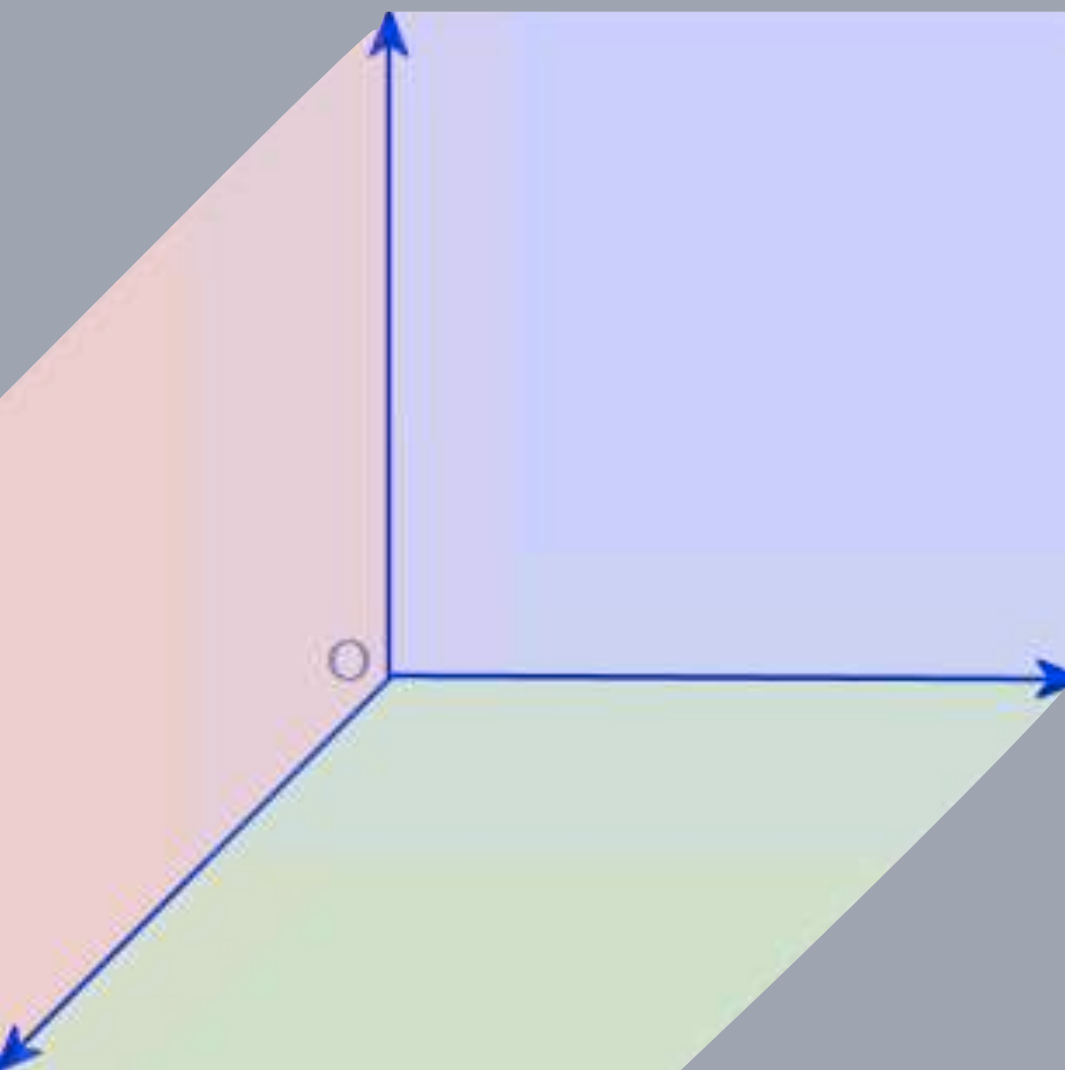


**PLANNING
ESTABLISHES
BOUNDARIES**

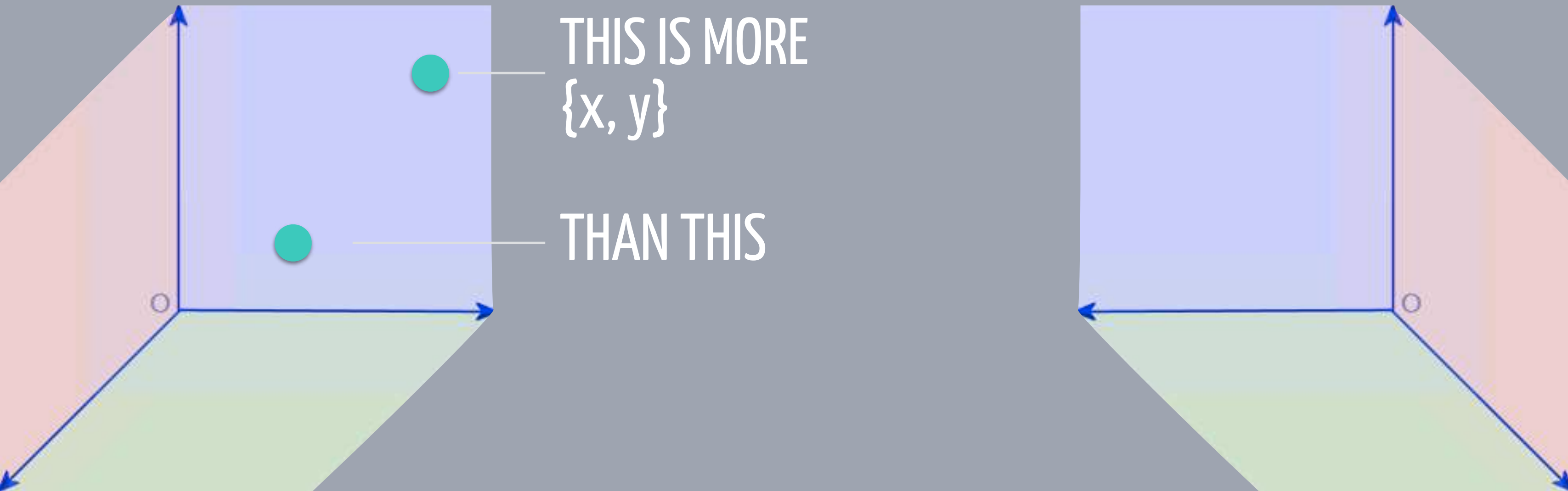


NOT IT.

AND VECTORS



TO MODEL RELATIONSHIPS



AND BOUNDARIES BETWEEN

COMPANY

COMPETITOR

BRAND

TARGET

CAUSE

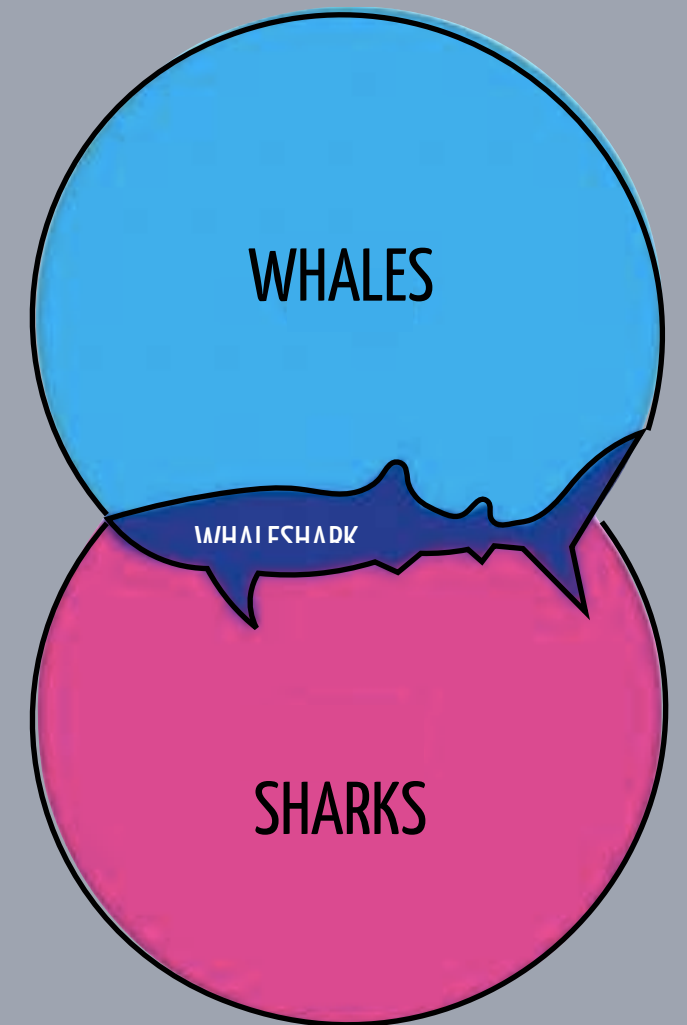
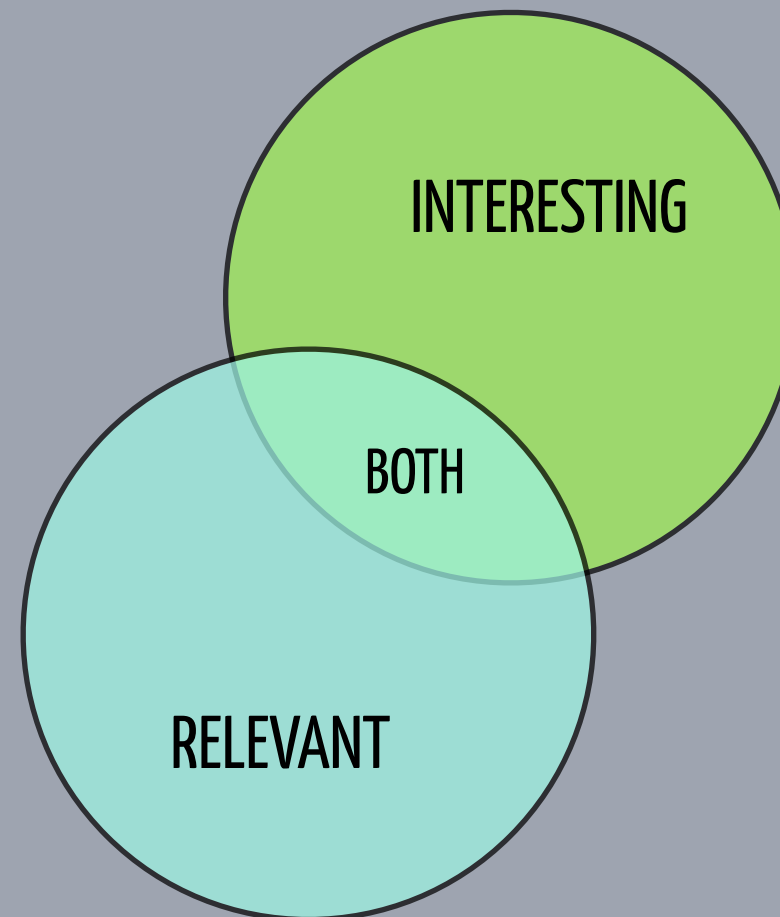
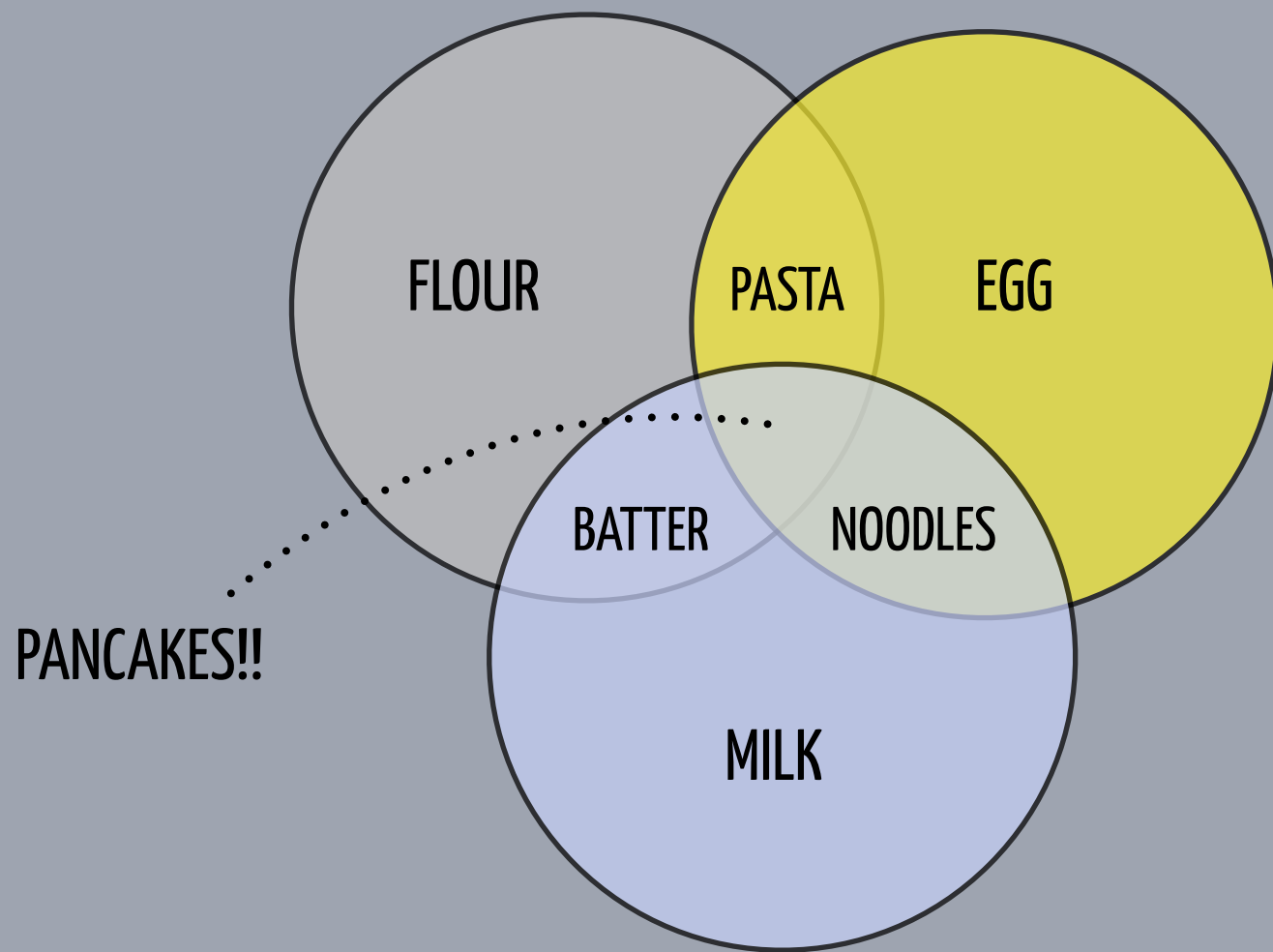
EFFECT

TO EXPLORE OPPORTUNITIES



INTERSECTIONS ARE RELATIONSHIPS

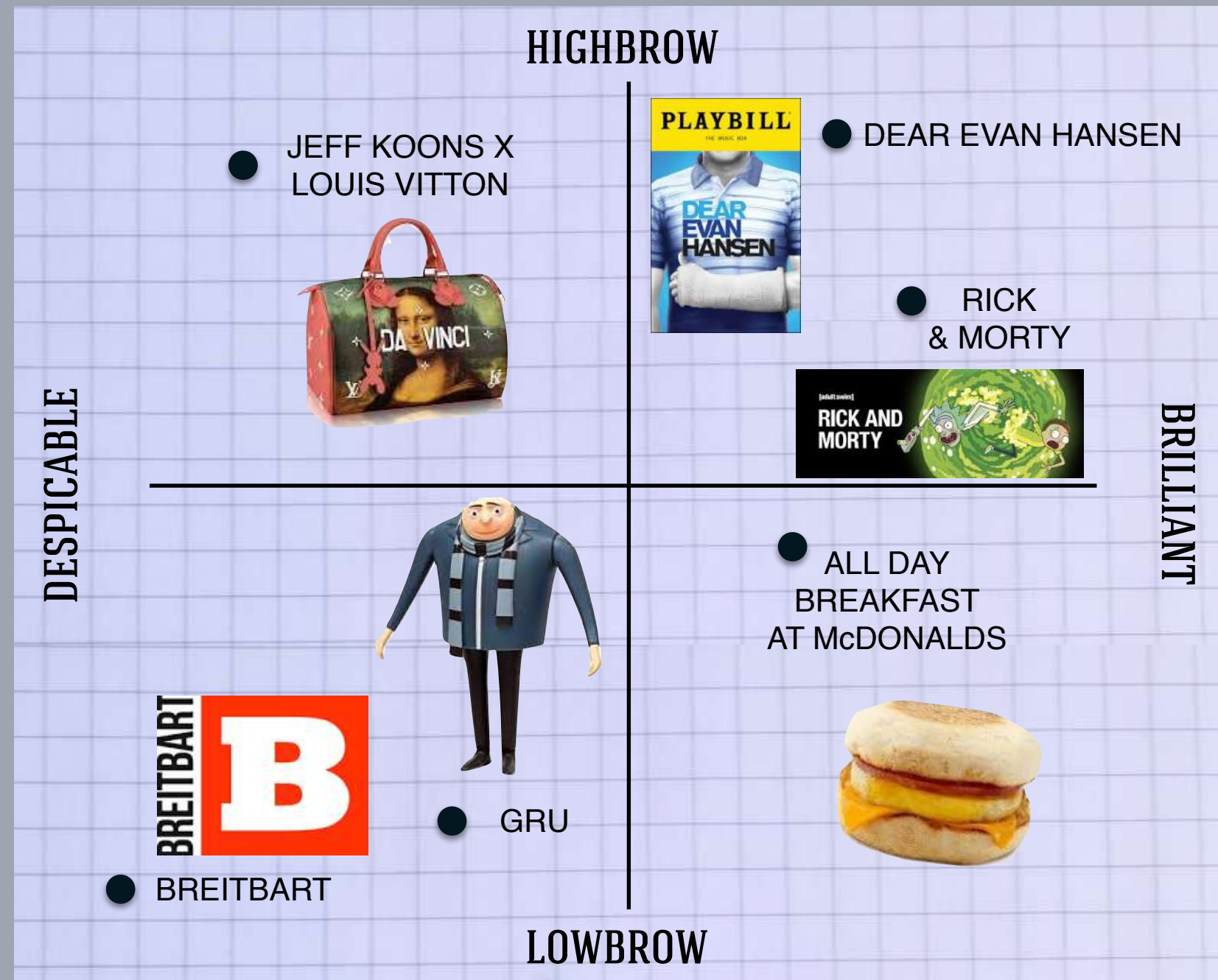
[LOOK FOR INSIGHTS & INSPIRATION]



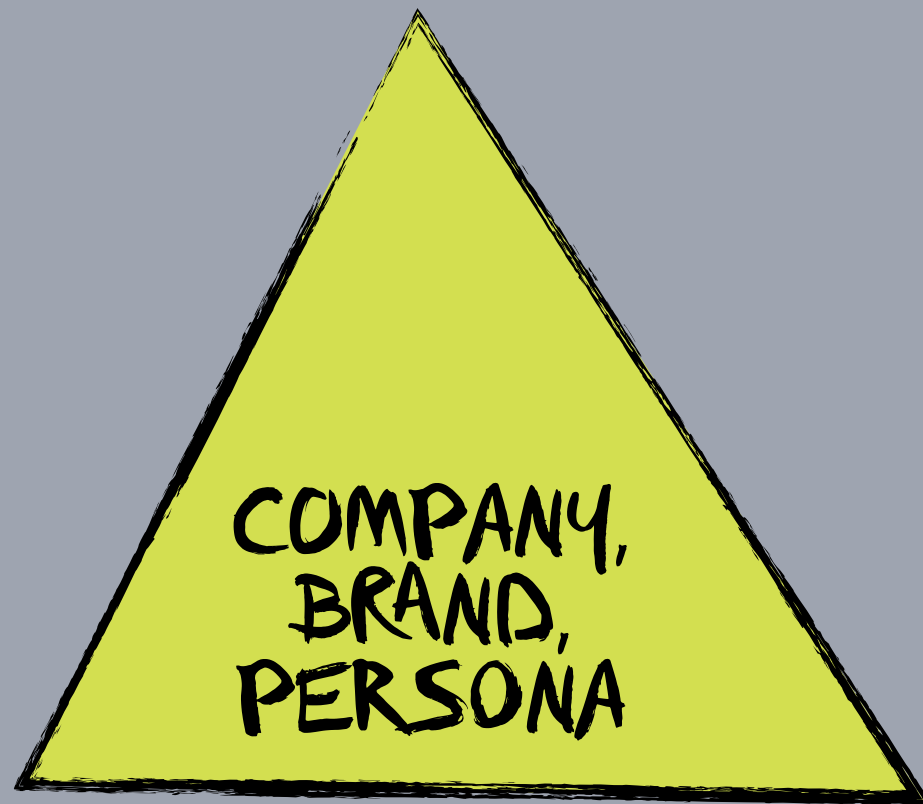
REMIXED FROM STEPHENWILDISH.CO.UK

A MATRIX IS A TOOL THAT CREATES MAPS

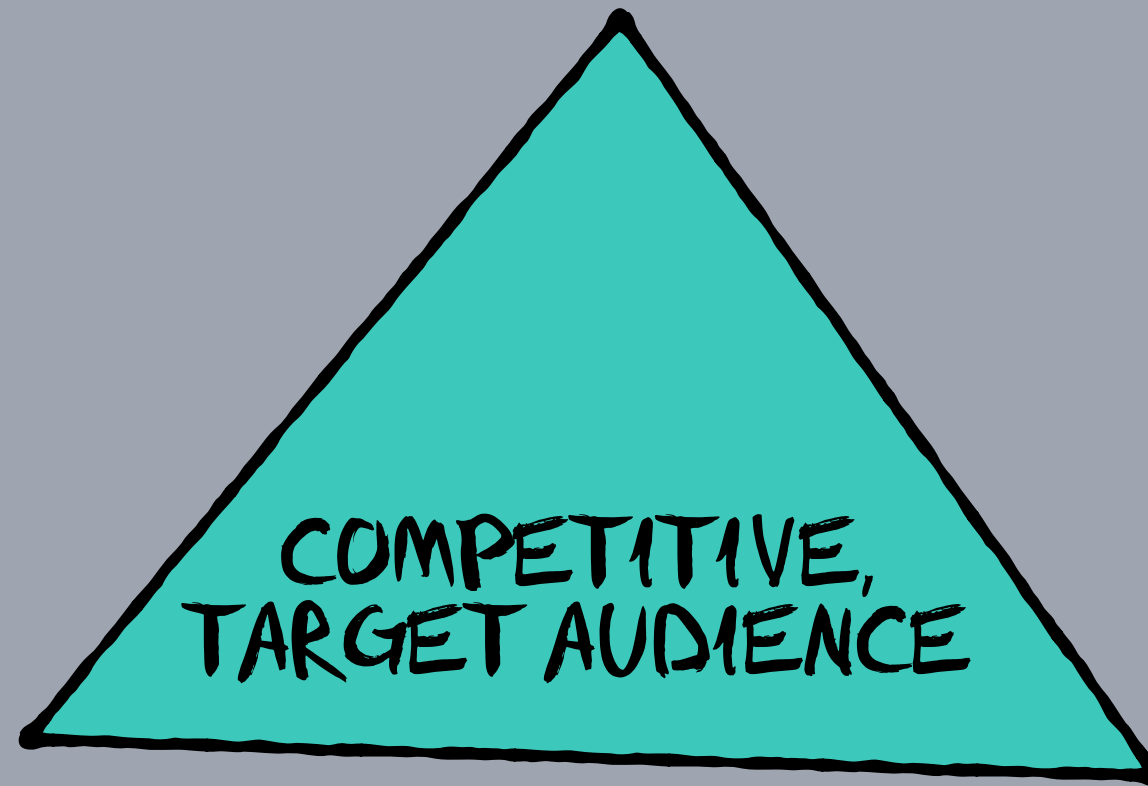
THE
GENIUS/STEALS
APPROVAL MATRIX
[BOUNDARIES + VECTORS = MATRIX]



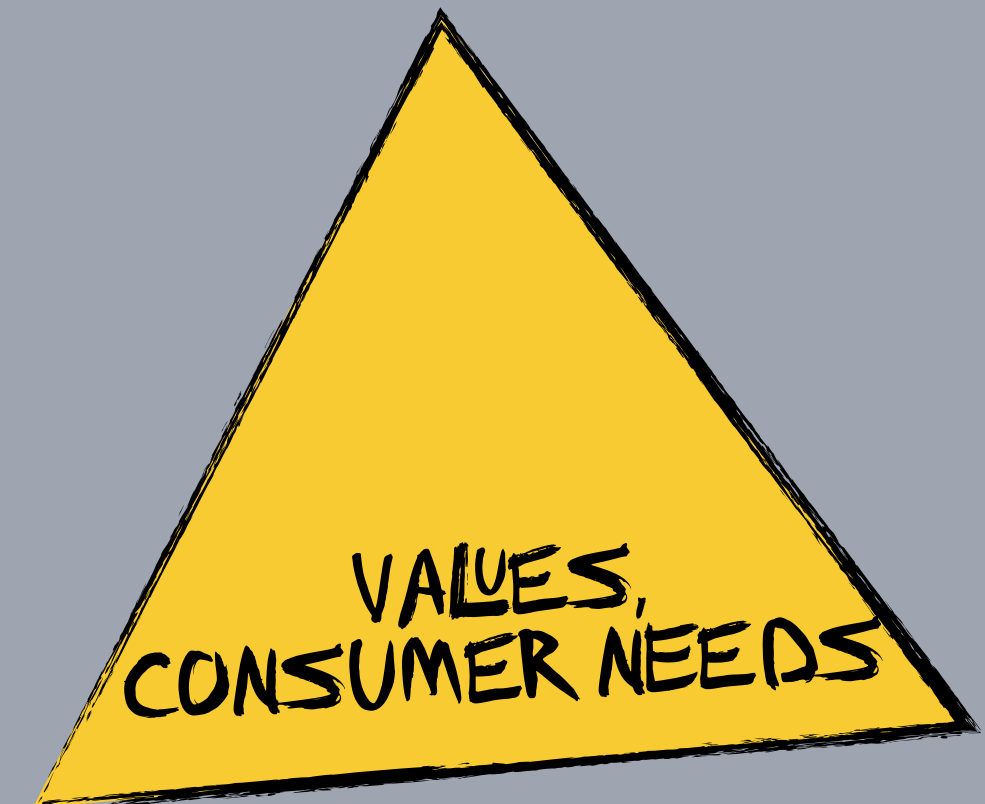
BOUNDARIES HELP TO DEFINE



ENTITIES



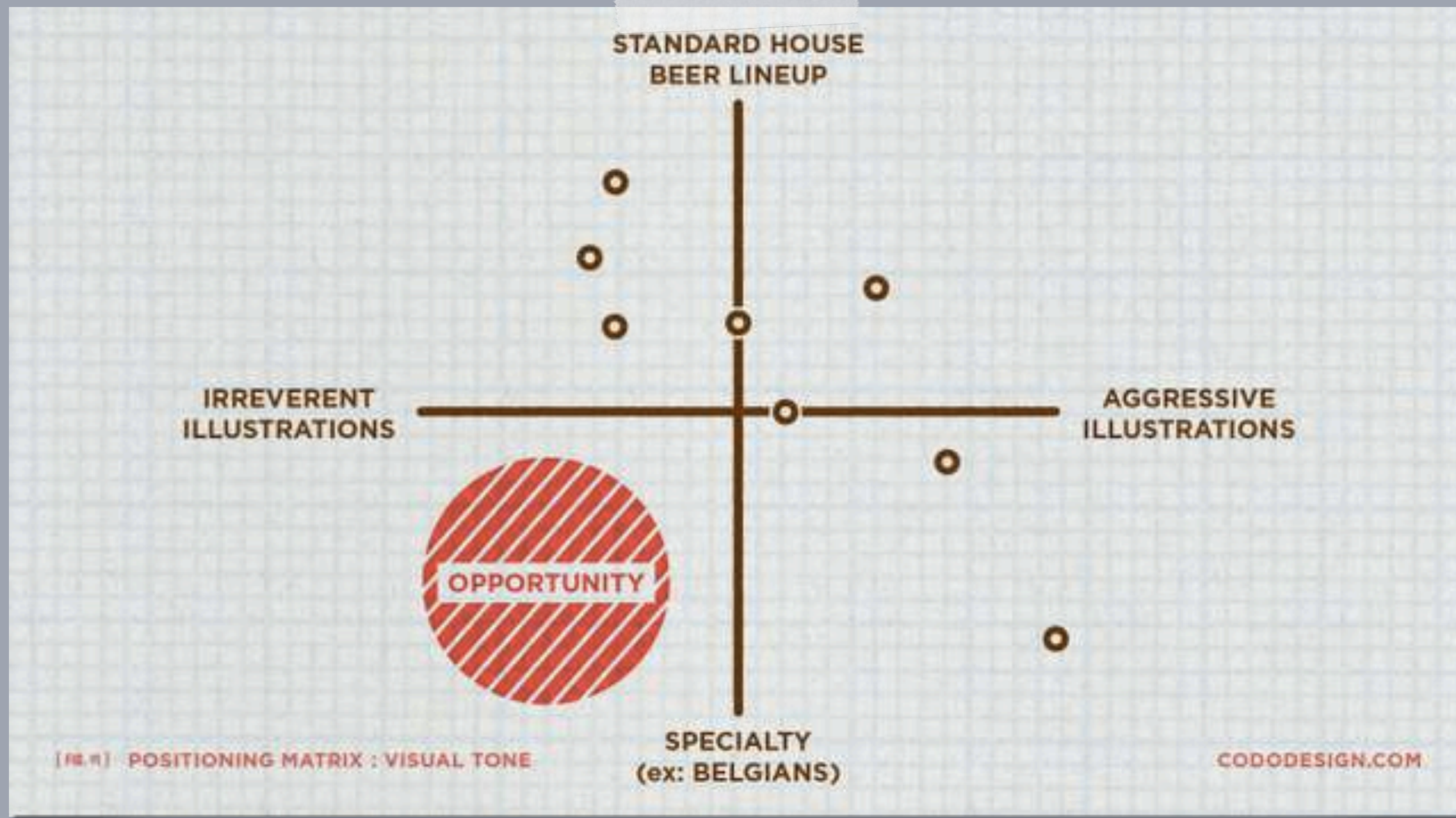
SETS



ABSTRACTIONS

VECTORS DEFINE
ABSTRACTIONS [EASE, MODERNITY]
AND AMOUNTS [TIME, \$]

GAPS EXPOSE OPPORTUNITIES



BOUNDARIES AND VECTORS MODEL CAUSE AND EFFECT



PLANNING

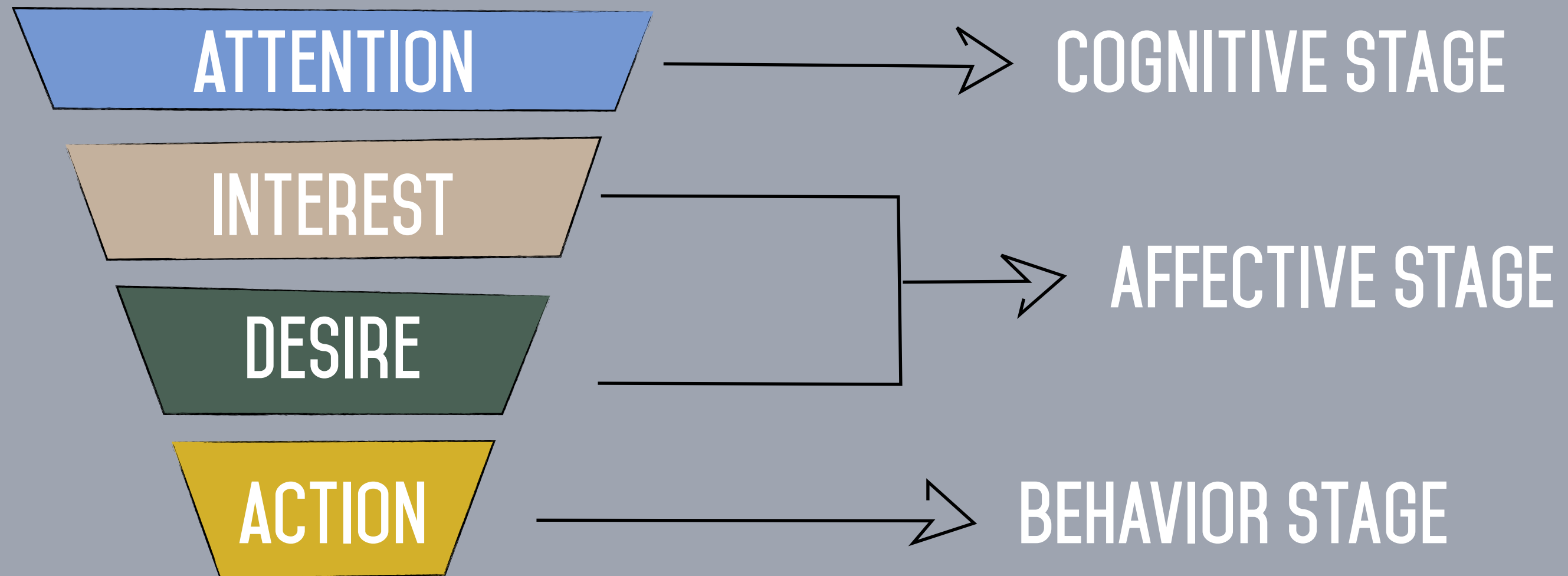
PHILOSOPHIES

[BELIEFS INFORM BEHAVIORS]

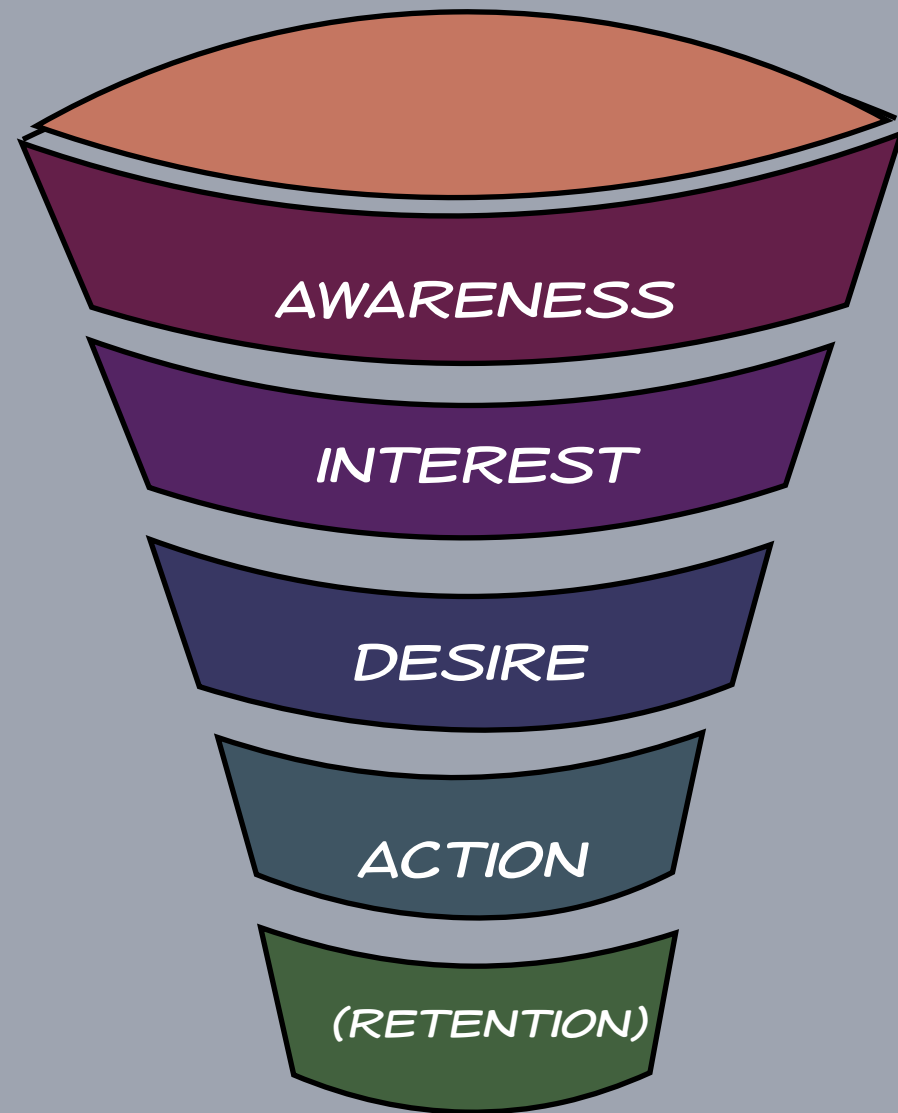
CONSUMER BEHAVIOR IS THE PRIMARY WELLSPRING OF INSIGHT



BECAUSE THE DEFAULT MODEL IS AIDA:



WHICH CREATES THE MARKETING FUNNEL



BRAND [ATTITUDINAL] METRICS

ENGAGEMENT METRICS
& SALES

IT EVOLVED FROM JANE NEWMAN:



ACCOUNT PLANNING

To achieve our creative philosophy of relevant distinctiveness, we've also applied that same creativity to how we structure ourselves both internally and in dealing with clients.

TWBA: PRINCIPLES OF DISRUPTION®



Convention

Recognizing and understanding the market and industry conventions



Disruption®

Surprising, positively different way to achieve the vision and accelerate business growth

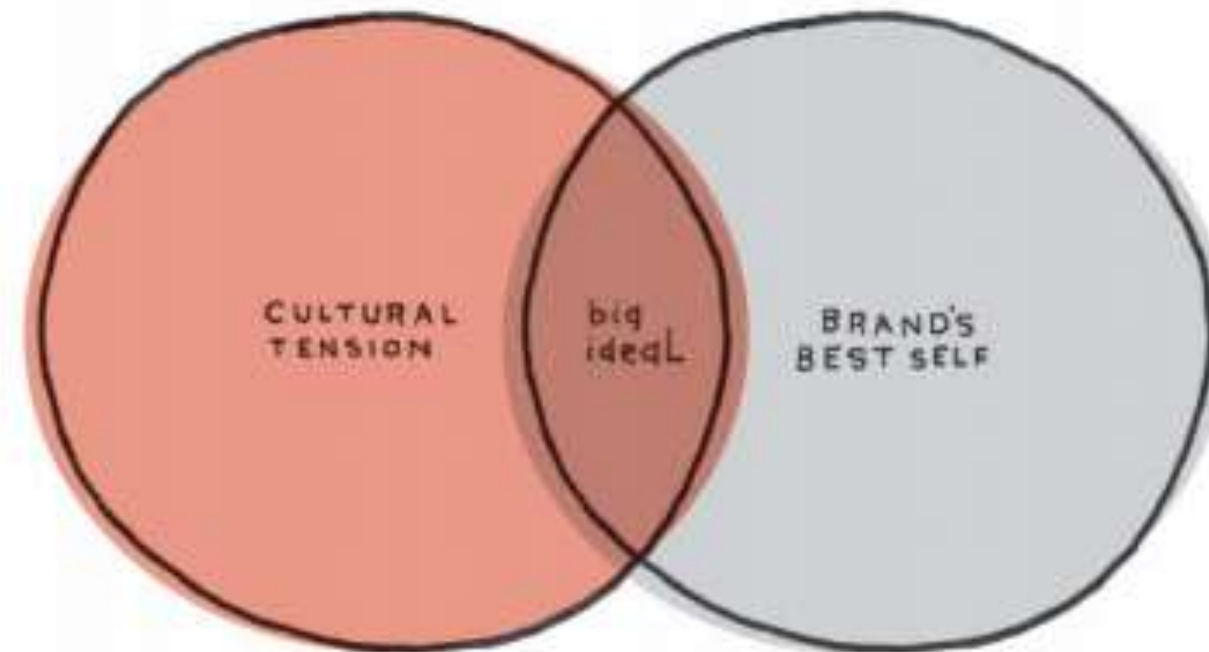


Vision

Shared, clear view of the future ahead.

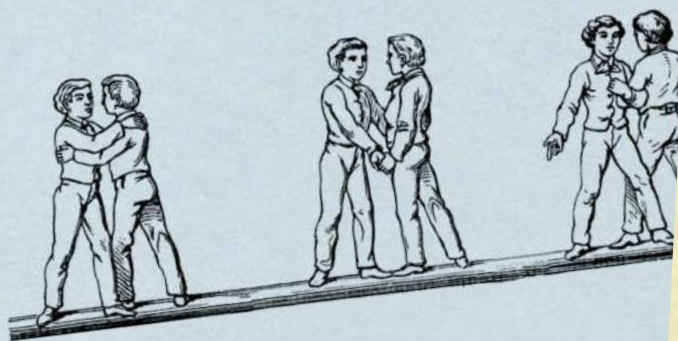
OGILVY: THE BIG IDEAL

big ideaLs exist in the intersection between two things. (Maybe more, but two big ones.)

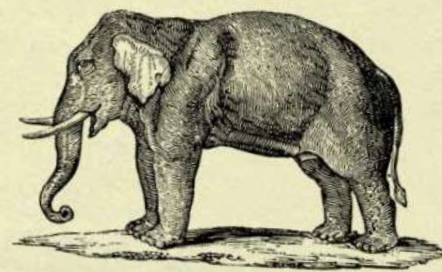


NAKED: TRUTHS

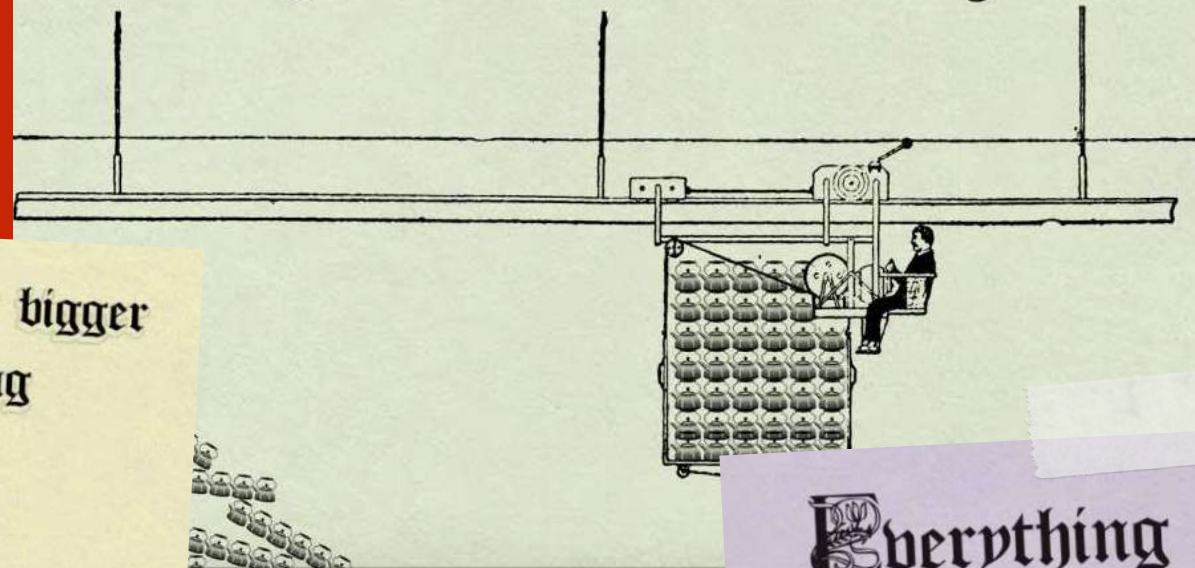
People are your partners



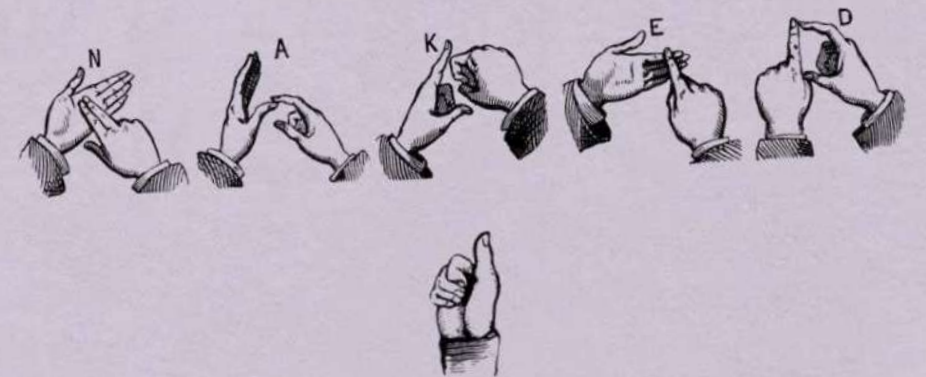
The world of communications is bigger than the world of advertising



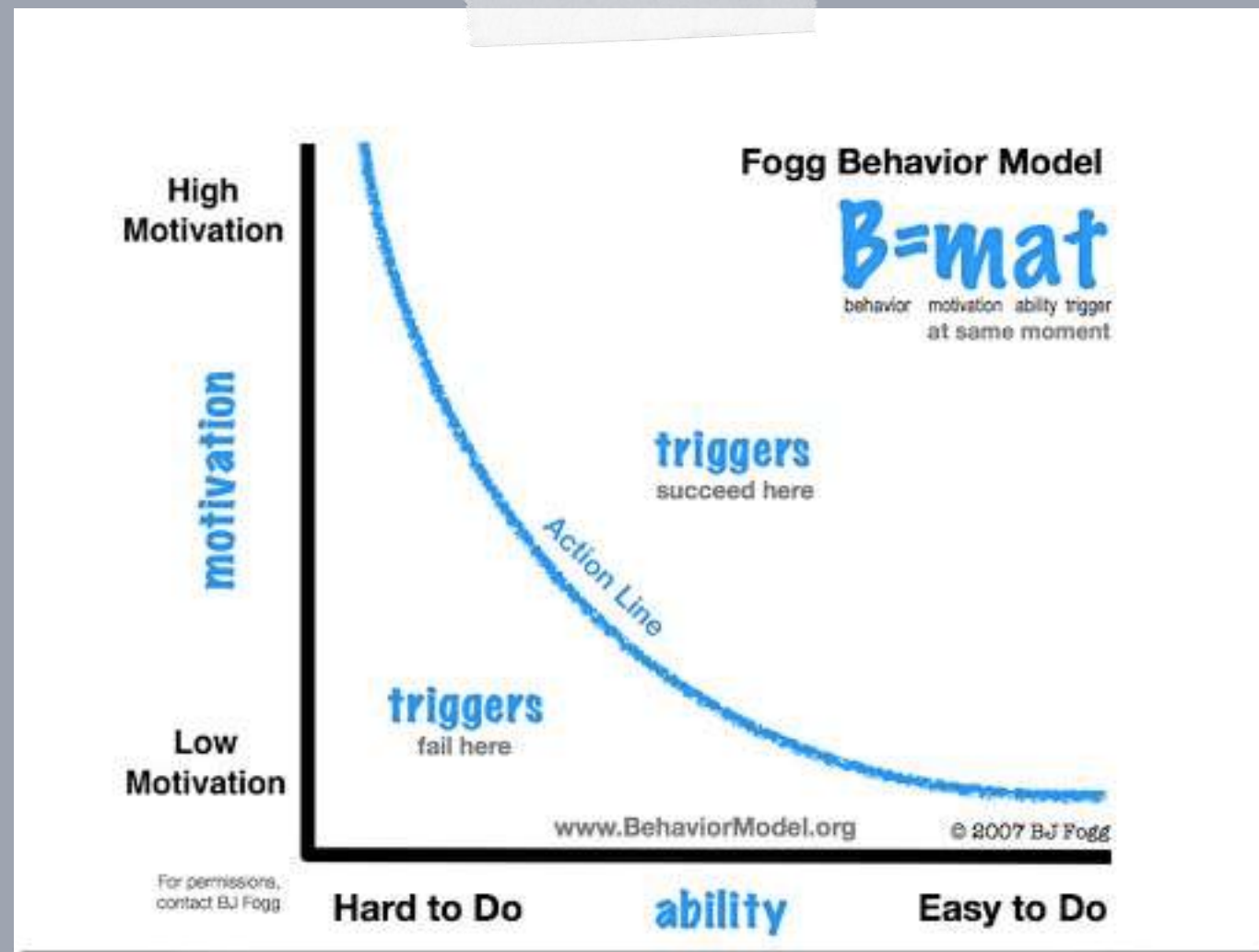
There is a better way



Everything communicates

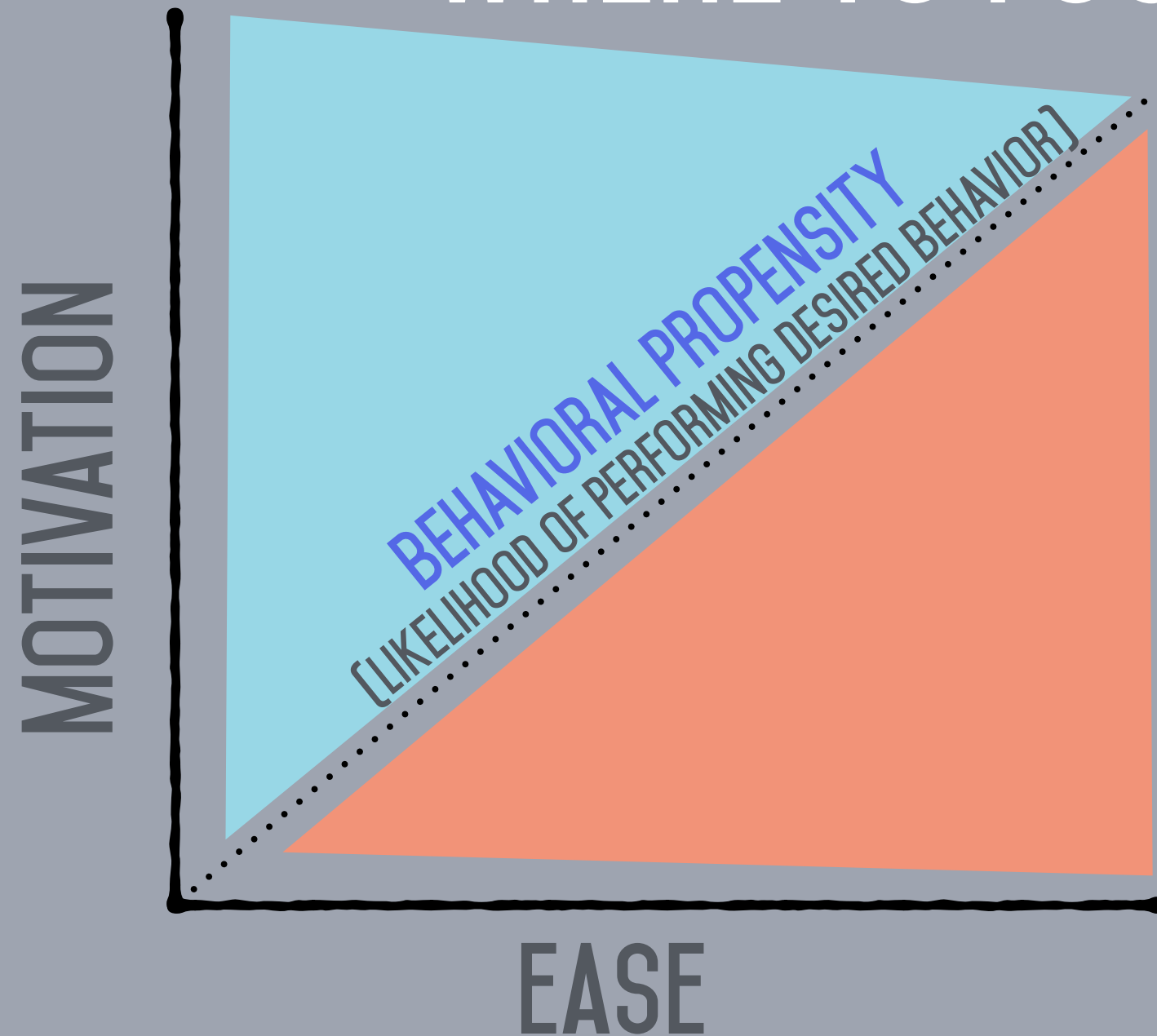


FOGG BEHAVIORAL CHANGE MODEL



<http://www.behaviormodel.org/>

ACTION ADVERTISING HELPS US UNDERSTAND WHERE TO FOCUS EFFORTS:



**FACILITATE ABILITY &
OPPORTUNITY**

**USE SOCIAL NORMS &
INDIVIDUAL INCENTIVES**

IMPACT OF VARIANCE IN AGENCY
PHILOSOPHY FALLS
DISPROPORTIONALLY ON THE
PRIMARY INSIGHT SOURCE

PRIMARY INSIGHT SOURCE

CONSUMER

CATEGORY
CONVENTIONS

TENSION

DESIRED
BEHAVIOR



CLASSIC
PLANNING

DISRUPTION

CULTURAL
STRATEGY

ACTION
ADVERTISING

INFORMS THE TYPE OF PLANNING

RIGHT, SO – TO RECAP WHAT WE’VE LEARNED SO FAR:

- Philosophy informs process; Process informs products
- All models are wrong, but some are useful
- The utility of any model is dependent on the problem at hand
- Charts help explain complex relationships and information
- Critical thinking is required

PLANNING PROCESSES

[WHAT HAPPENS WHEN AND WHY]

PLANNING GUIDES THE PROCESS



The Home for Planners & Strategists

Talks & Events

Awards 2017

Training

Knowledge

Membership

About

More

What is Account Planning for (Daddy)?*

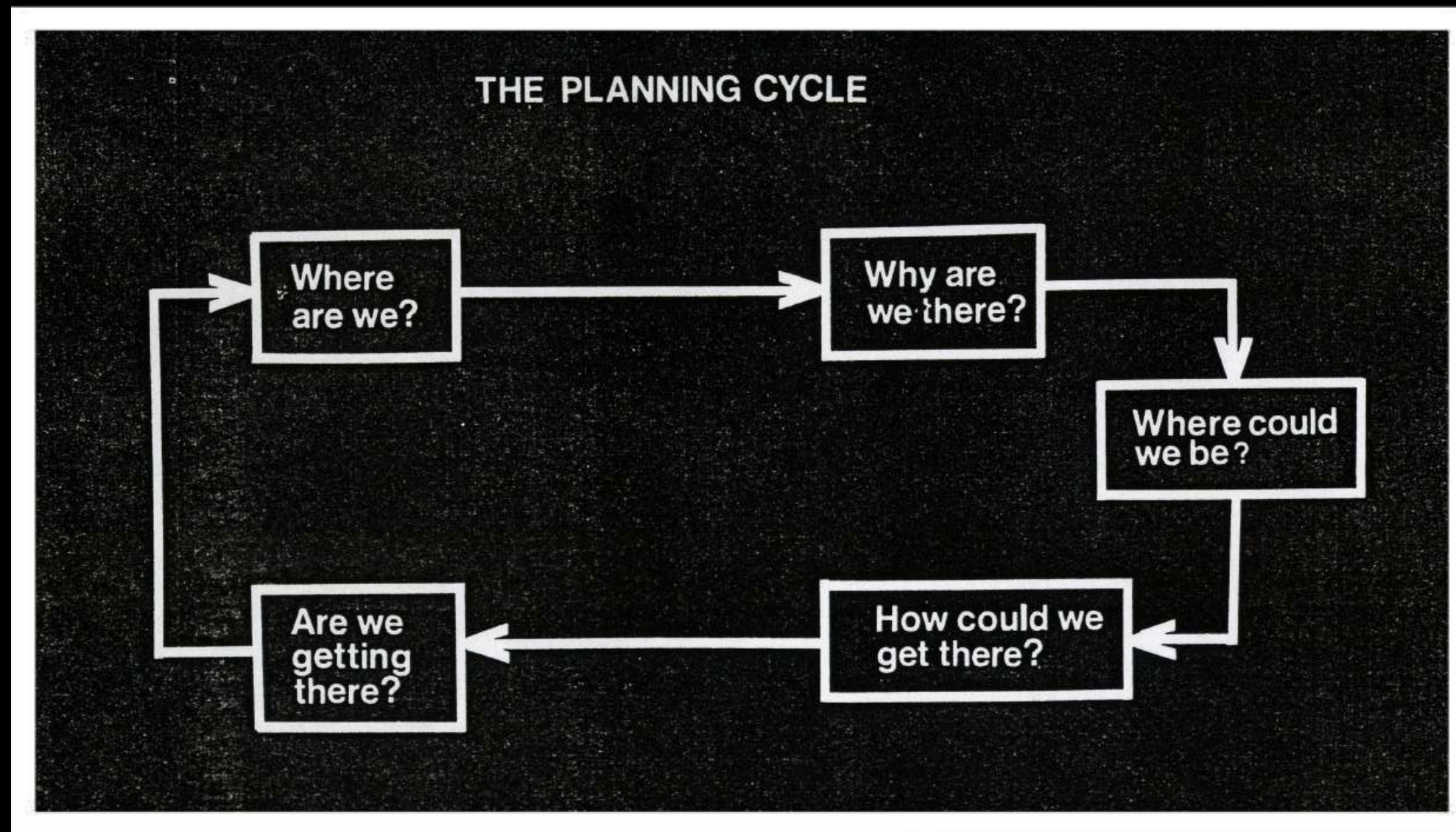
And why you should have some.

Almost every communications agency (and their clients) benefits from a disciplined system for devising communications/advertising/commercial strategy and enhancing its ability to produce outstanding creative solutions that will be effective in the marketplace. It is the planner's job to guide or facilitate this process via the astute application of knowledge or consumer/market understanding. Only oops I mean Planners can do zees. And why can planners do this?

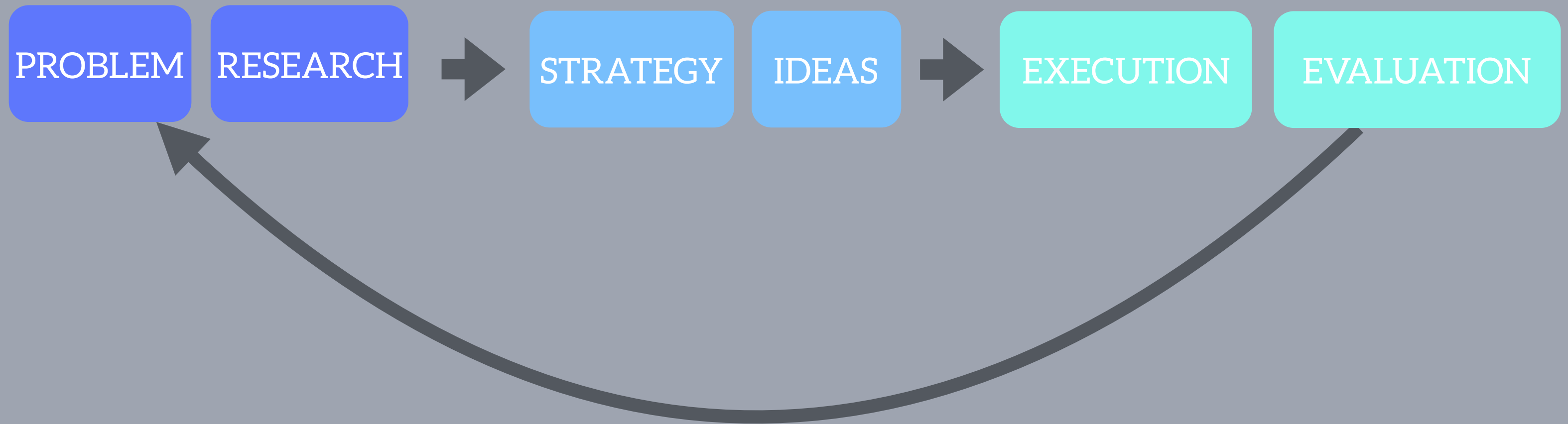
Because planners are in a unique position in their jobs because they have an understanding of the audience through research expertise AND an understanding of how it will be applied within their own business thus they provide a crucial bridge.

<http://www.apg.org.uk/single-post/2001/04/02/What-is-Account-Planning-and-what-do-account-planners-do-exactly>

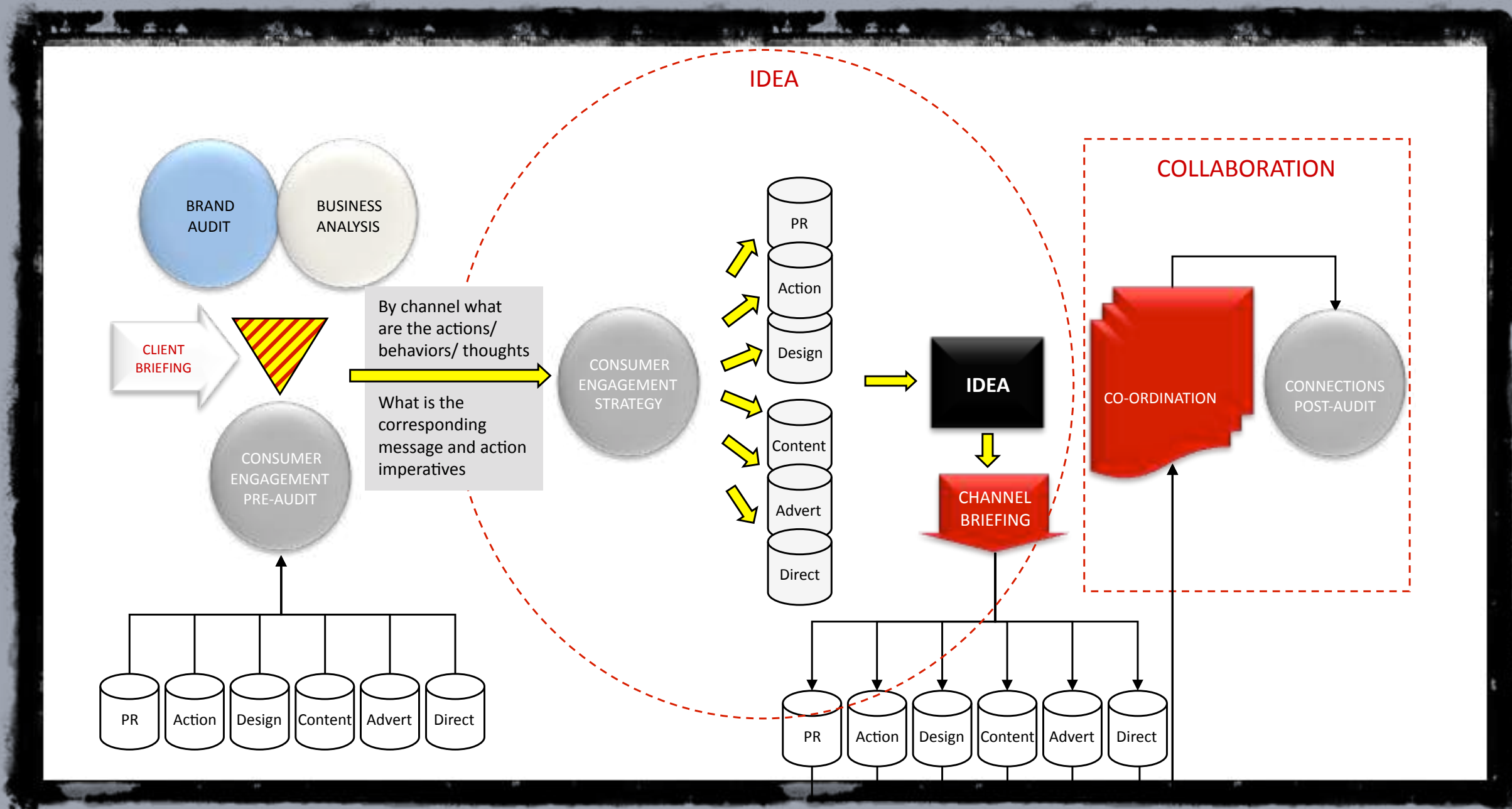
JWT: THEIR 1ST PLANNING PROCESS



SMILE, THERE'S A FEEDBACK LOOP

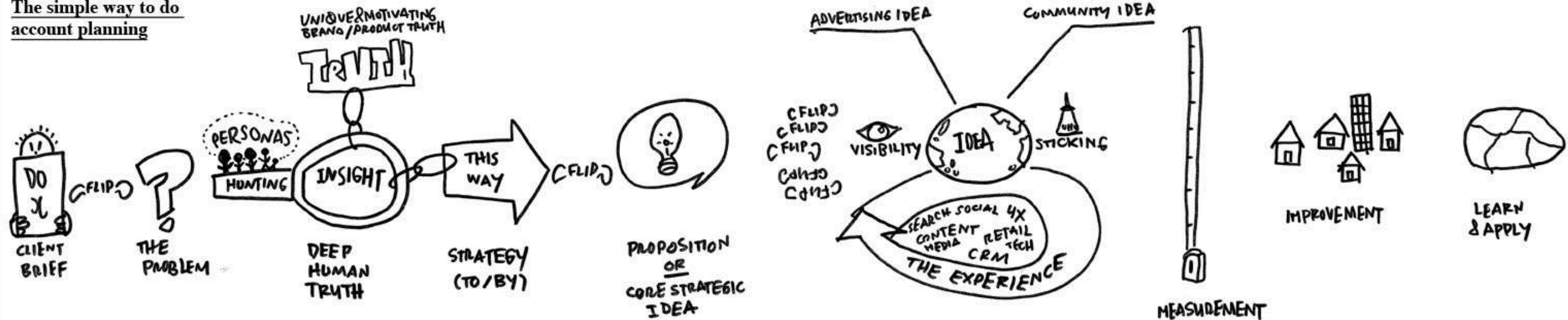


INPUTS AND OUTPUTS



POLLARD'S PLANNING PROCESS

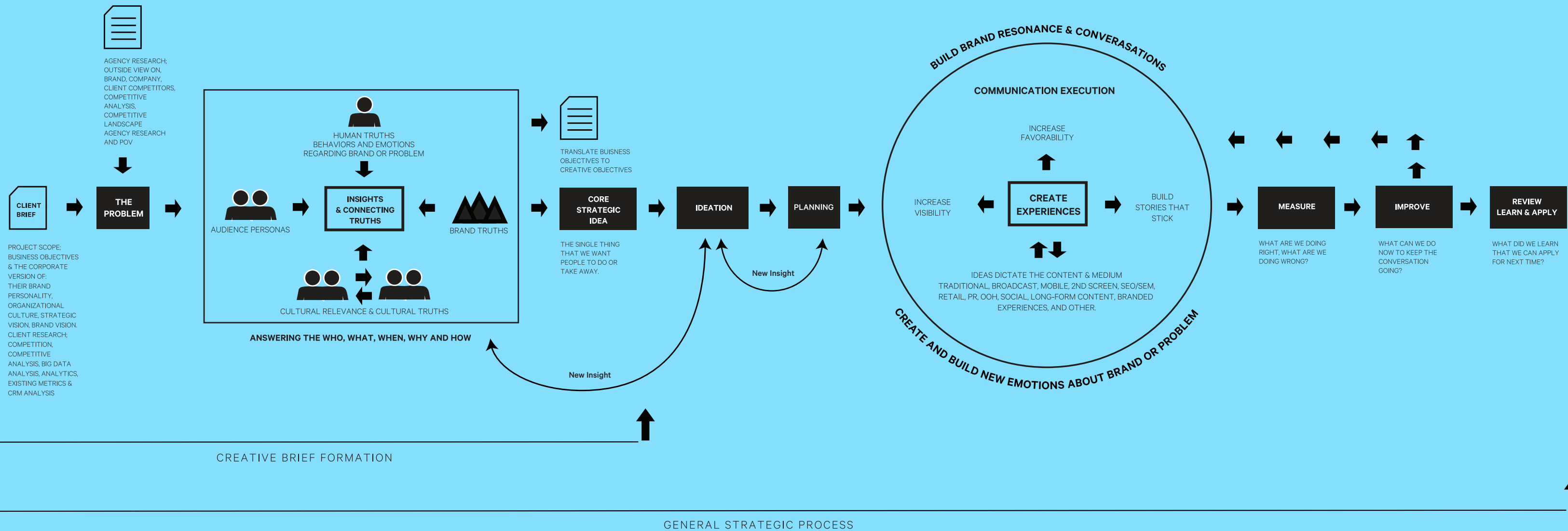
The simple way to do account planning



www.markpollard.net

MARK POLLARD

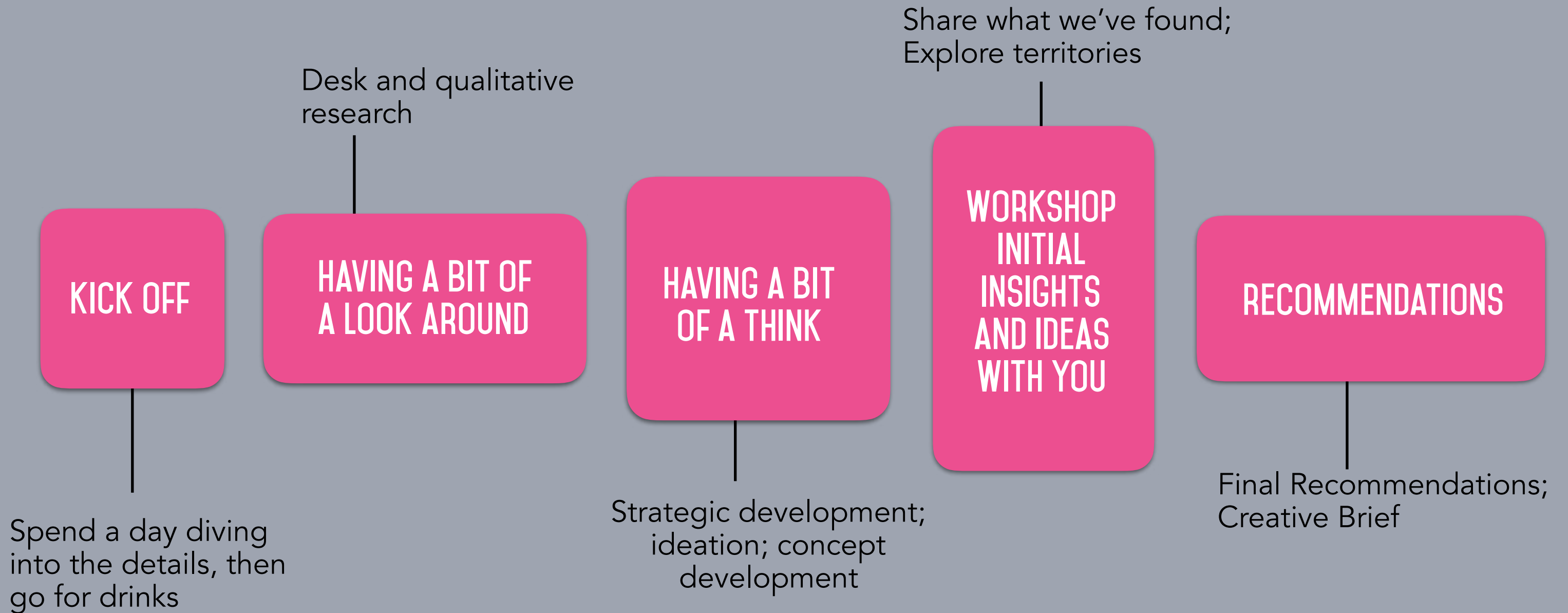
GENERIC PLANNING PROCESS



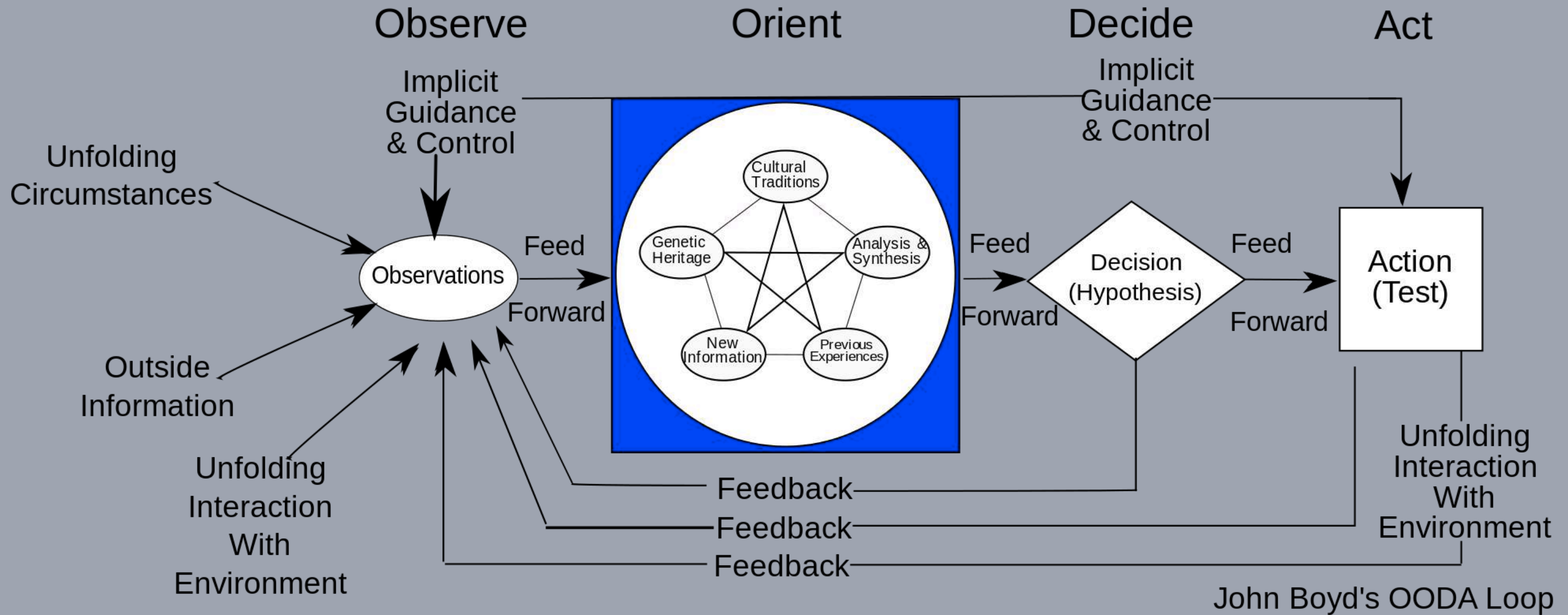
AD SUBCULTURE

#WARCWEBINAR

GENIUS STEALS: BOAT :)



THE O.O.D.A. LOOP



A STRATEGIC AND CREATIVE PLANNING PROCESS SHOULD:

- Help the agency create work - not create work for the agency
- Provide with guidance not enslave
- Establish clear inputs and outputs
- Define roles and responsibilities
- Be usable in both pitches and projects
- Establish a distinctive POV
- Be repeatable

PRODUCTS

(THE ARTIFACTS OF PLANNING)

- PROBLEM
- INSIGHT
- PROPOSITION OR POSITIONING

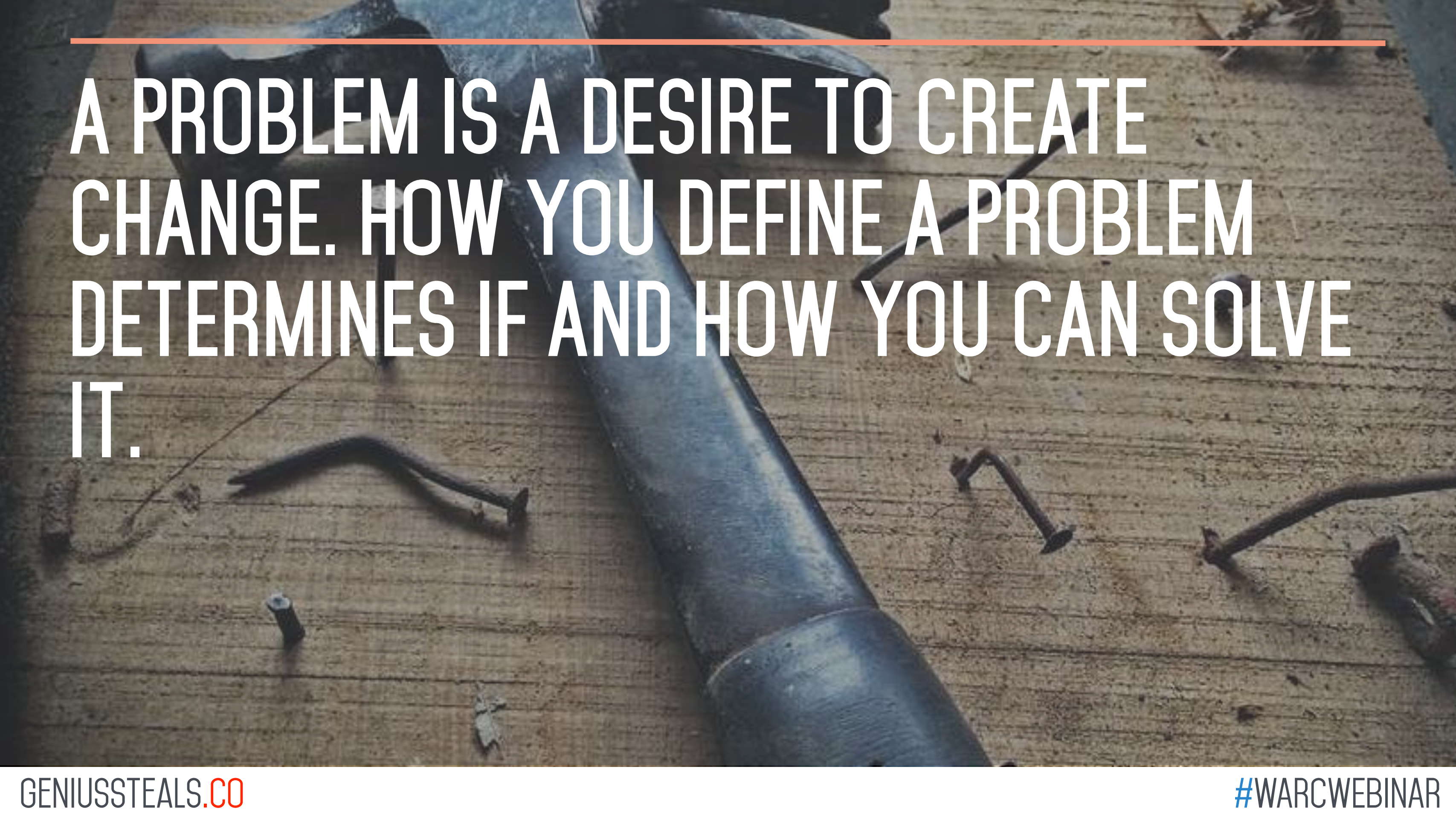
~~• BRIEF (PAST)~~

~~• CONSUMER JOURNEY (NEXT)~~

~~• SOLUTION ARCHITECTURE (NEXT)~~

PROBLEMS

“The greatest challenge to any thinker is stating the problem in a way that will allow a solution” | George Bernard Shaw



**A PROBLEM IS A DESIRE TO CREATE
CHANGE. HOW YOU DEFINE A PROBLEM
DETERMINES IF AND HOW YOU CAN SOLVE
IT.**

STEP ONE

STATE THE PROBLEM

DOES / DOES NOT
WHO WHAT WHEN WHERE HOW

RE-STATE THE PROBLEM

STEP TWO

DESIRED FUTURE STATE

DOES / DOES NOT
WHO WHAT WHEN WHERE HOW

RE-STATE THE DESIRED STATE

STEP THREE

RE-STATE THE PROBLEM COMBINING THE
CURRENT STATE & THE DESIRED STATE

- FOCUS ON ONE PROBLEM
- ONE OR TWO SENTENCES
- DOES NOT SUGGEST A SOLUTION

PLANNING DEFINES THE PROBLEM

[WHAT THE CLIENT WANTS]



[DOING WHAT THEY WANT]



[SATISFYING WANTS]



[FINDING OUT IF THEY NEED SOMETHING MORE]



MODELED ON MINTZBERG & WATERS, 1985

I HAVE SIX HONEST SERVING MEN
THEY TAUGHT ME ALL I KNEW
I CALL THEM WHAT AND WHERE AND WHEN
AND HOW AND WHY AND WHO

THE KIPLING METHOD

TARGET > BEHAVIOR > APERTURE

BIZ OBJECTIVE

SELL 25% MORE MAYO

TARGETING

SAME CUSTOMERS
[frequency]

NEW CUSTOMERS
[penetration]

**INSIGHT/
OPPORTUNITIES**

USAGE OCCASIONS ARE CULTURALLY DETERMINED
- POSSIBLE GROWTH OPP



PROBLEM

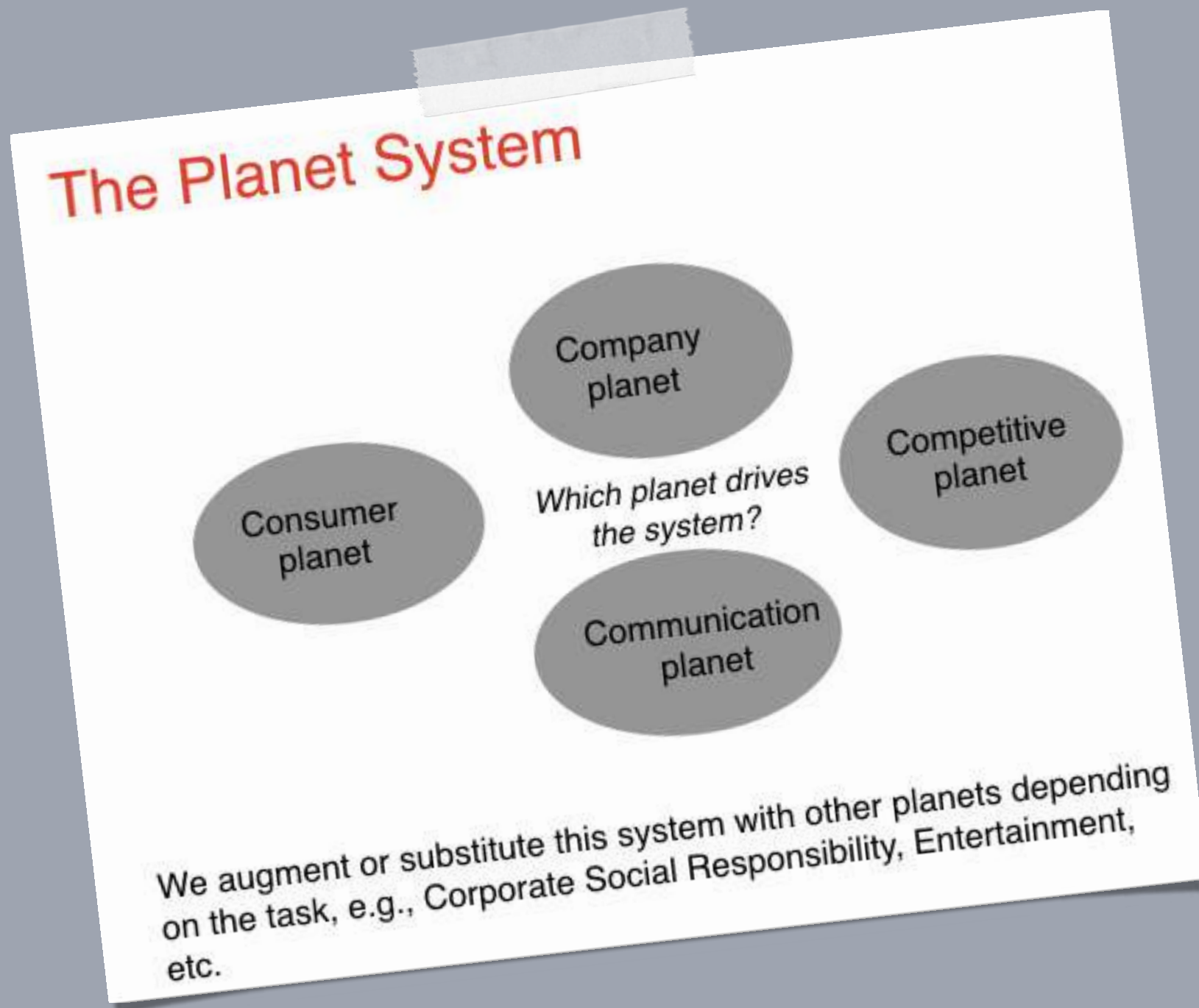
“GET PEOPLE WHO LOVE MAYO TO PUT IT ON FRIES”

“GET PEOPLE WHO HAVE NEVER TRIED MAYO TO TRY IT ON SANDWICHES”

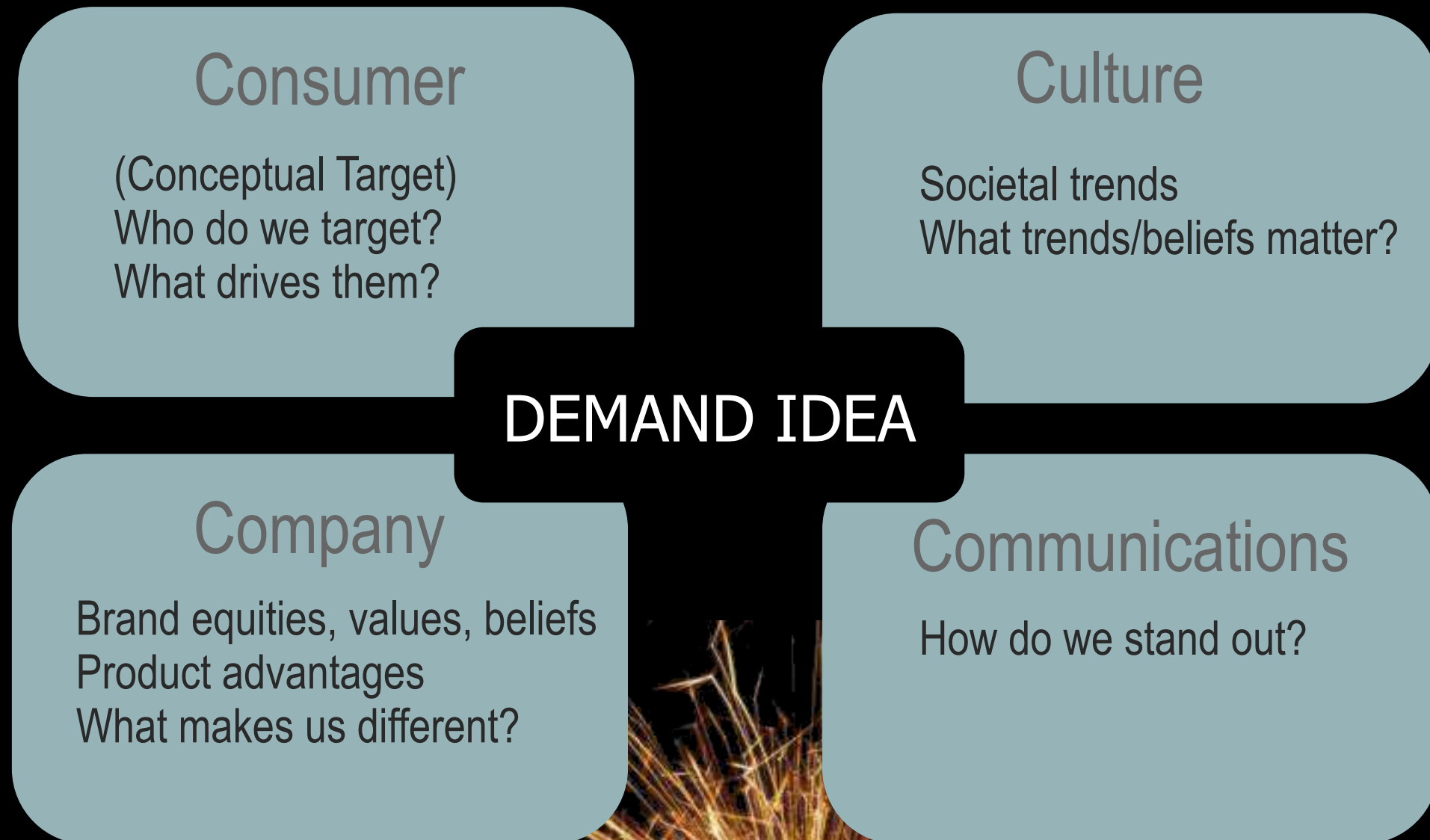
TRY RE-PHRASING IT:

When an executive asked employees to brainstorm
"ways to increase their productivity",
all he got back were blank stares. When he rephrased his request as
"ways to make their jobs easier",
he could barely keep up with the amount of suggestions."

ALL ABOUT THOSE 'C's



MCCANN: PLANNING TOOL



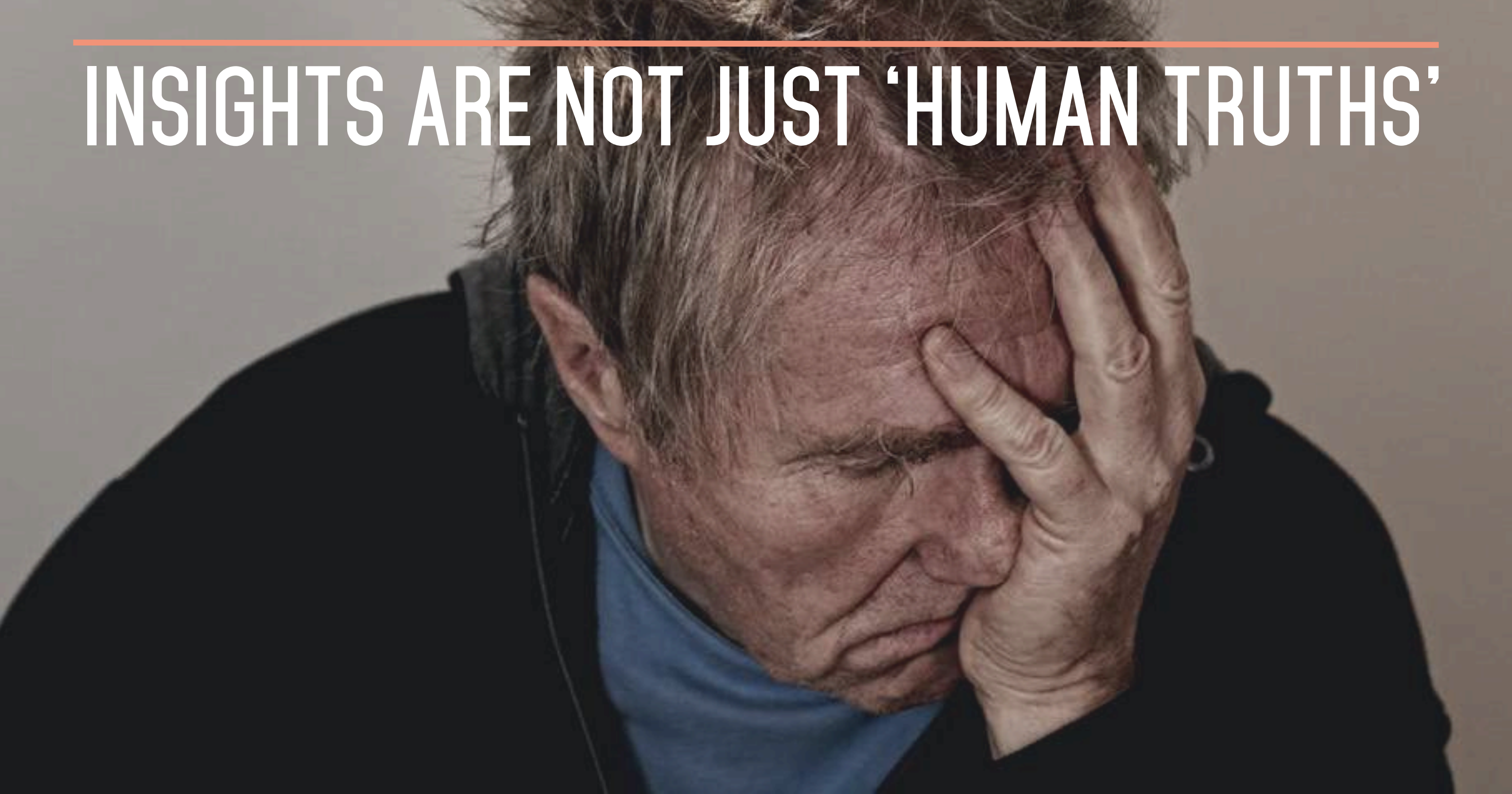
WHEN IT COMES TO DEFINING PROBLEMS:

- **Articulation is important**
- **Find new ways to express the same thought**
- **Use benefits and emotions, not features and facts**
- **Outcomes and behaviors are easier to understand**
- **Specific is easier than abstract**

The background is a solid orange color with several thin, white, intersecting lines that create a geometric pattern of triangles and polygons.

INSIGHTS

INSIGHTS ARE NOT JUST 'HUMAN TRUTHS'



INSIGHTS REQUIRE CONSTANT QUESTIONING

WHAT?

*NOW
WHAT?*

*SO
WHAT?*

ARTICULATIONS CREATE INSIGHT

THE POWER OF
ACUTE
OBSERVATION
AND DEDUCTION,
DISCERNMENT,
AND PERCEPTION

WIKIPEDIA

FRESH, DEEP
PERSPECTIVE,
FOCUSED,
DIRECTIONAL

NAKED COMMS

A PENETRATING
OBSERVATION
ABOUT CONSUMER
BEHAVIOR THAT CAN
BE APPLIED TO
UNLOCK GROWTH

DIAGEO

INSIGHT MANIFESTS WHEN
RELATIONSHIPS ARE MADE
BETWEEN OBJECTS AND ACTIONS
THAT CAN HELP SOLVE PROBLEMS

PROVOCATIONS THAT ENABLE PREDICTIONS

A hand is shown at the bottom center, holding a lit sparkler. The sparkler is bright yellow and white, with many small sparks radiating outwards. The background is dark, making the light from the sparkler stand out. The overall mood is one of excitement and anticipation.

**INTERESTING
[NON-OBVIOUS]**

**GENERATIVE
[HAS IMPLICATIONS]**

HOW YOU SAY IT MATTERS:

Words can be
more impactful
than violence

The pen is
mightier than
the sword

Consumers of a similar
typology exhibit similar
behavior

Birds of a feather
flock together

Polaroid cameras don't
just take pictures, they
create social activity

A Polaroid camera
is social lubricant

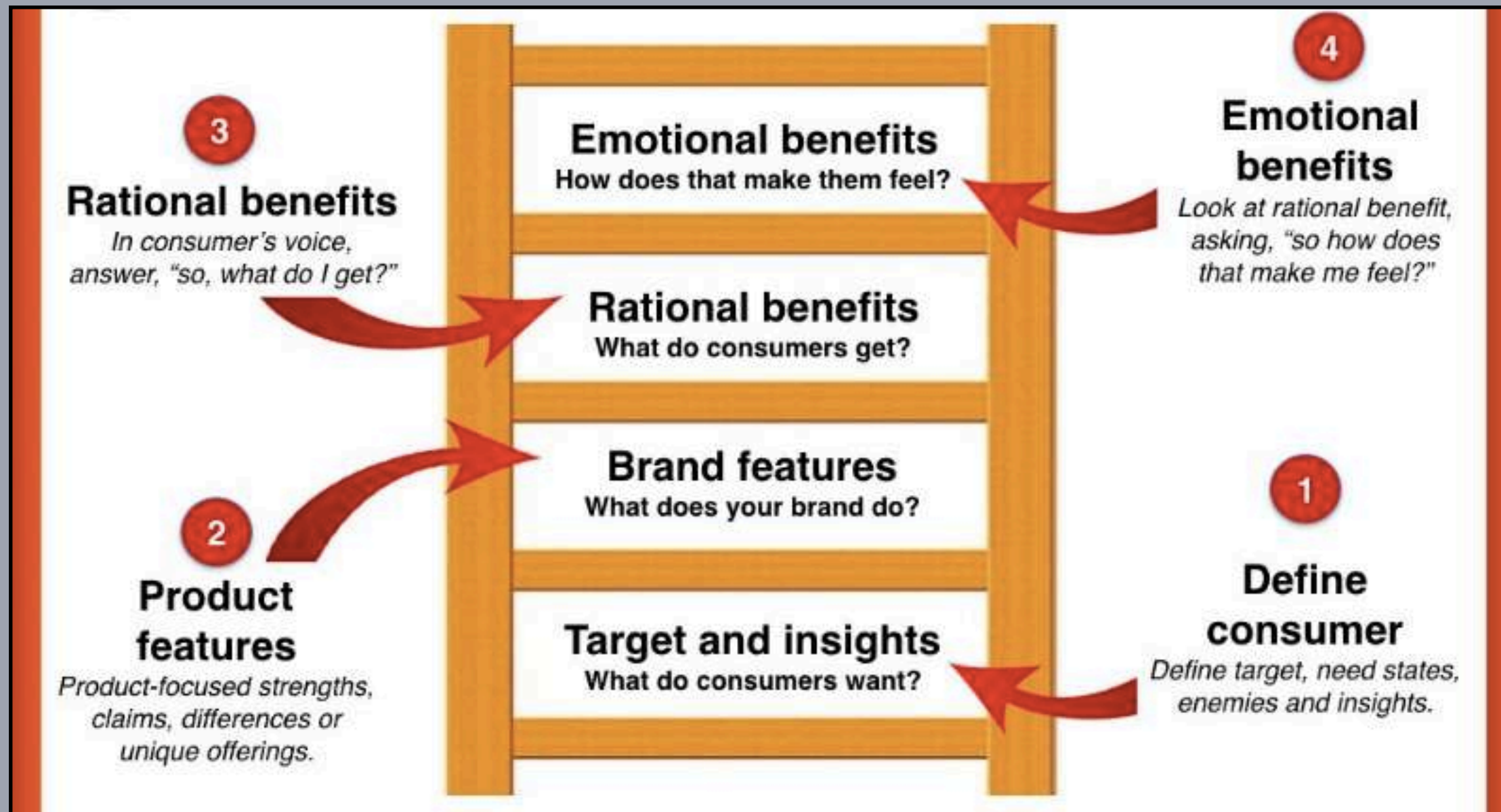
ON INSIGHTS:

- Again, articulation is important
- Cut out the marketing nonsense
- They should be generative: and have many implications
- Find non-obvious relationships
- Do they make you go 'hmmmmm'?

PROPOSITIONS

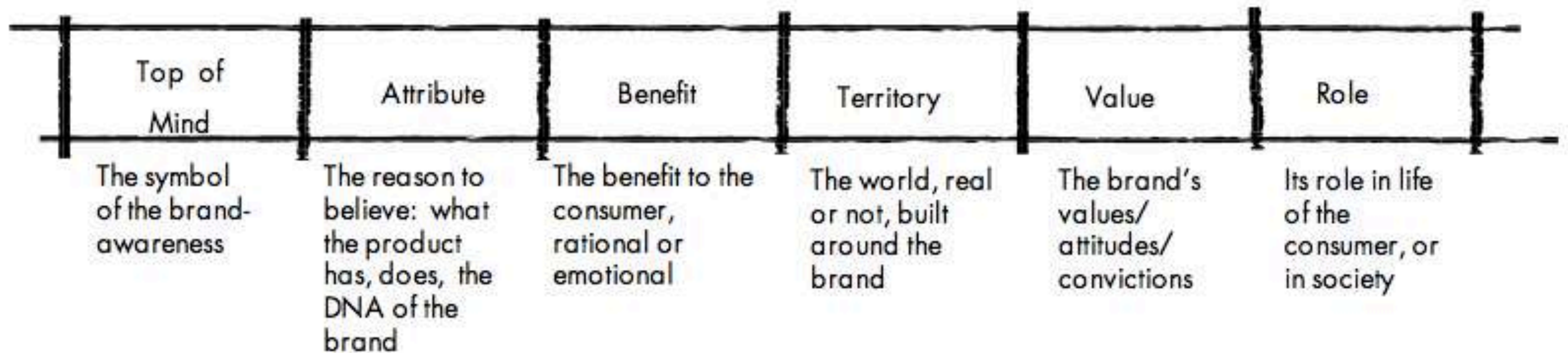
**A VALUE PROPOSITION IS THE
INTERSECTION BETWEEN CUSTOMER'S
NEEDS AND COMPANY'S STRENGTHS**

DERIVE PROPOSITIONS FROM PRODUCTS



TBWA'S INTERPRETATION

There are 6 registers or potential areas of focus for communication:



FOR

your audience

your product name

IS A

category name

WHICH PROVIDES

main benefit

UNLIKE

primary competitor

WHICH PROVIDES

competitor's main benefit

.

OUR

offering

IS THE ONLY

category

THAT

benefit

.

CHANPORY RITH

FEBREZE: BREATHE HAPPY

WITH FEBREZE, ALL YOU'LL NOTICE IS THE FRESHNESS/ SCENT....SO YOU WILL BREATHE HAPPY NO MATTER WHAT.

COKE MAKES THINGS BETTER.



TASTE THE FEELING™

SKODA MAKES HAPPY DRIVERS



The new Fabia. Full of lovely stuff.

Škoda. Manufacturer of Happy Drivers



KEY TAKEAWAYS

- Philosophy informs process; Process informs products
- All models are wrong, but some are useful
- The utility of any model is dependent on the problem at hand
- Articulation is important
- Find new ways to express the same thought
- When it comes to value props, use benefits and emotions, not features and facts
- Specific is easier than abstract
- Cut out the marketing nonsense
- Help the agency create work - not create work for the agency
- Insights should be generative: and have many applications
- Find non-obvious relationships, and things that make you go 'hmmmmm'
- CRITICAL THINKING REQUIRED!

thanks for listening!

SIGN UP FOR PART 2...

WARC.COM/WEBINARS

SEND US YOUR ARTIFACTS :)

HELLO@GENIUSSTEALS.CO

SUBSCRIBE TO OUR NEWSLETTER!

GENIUSSTEALS.CO/SUBSCRIBE