

d3con

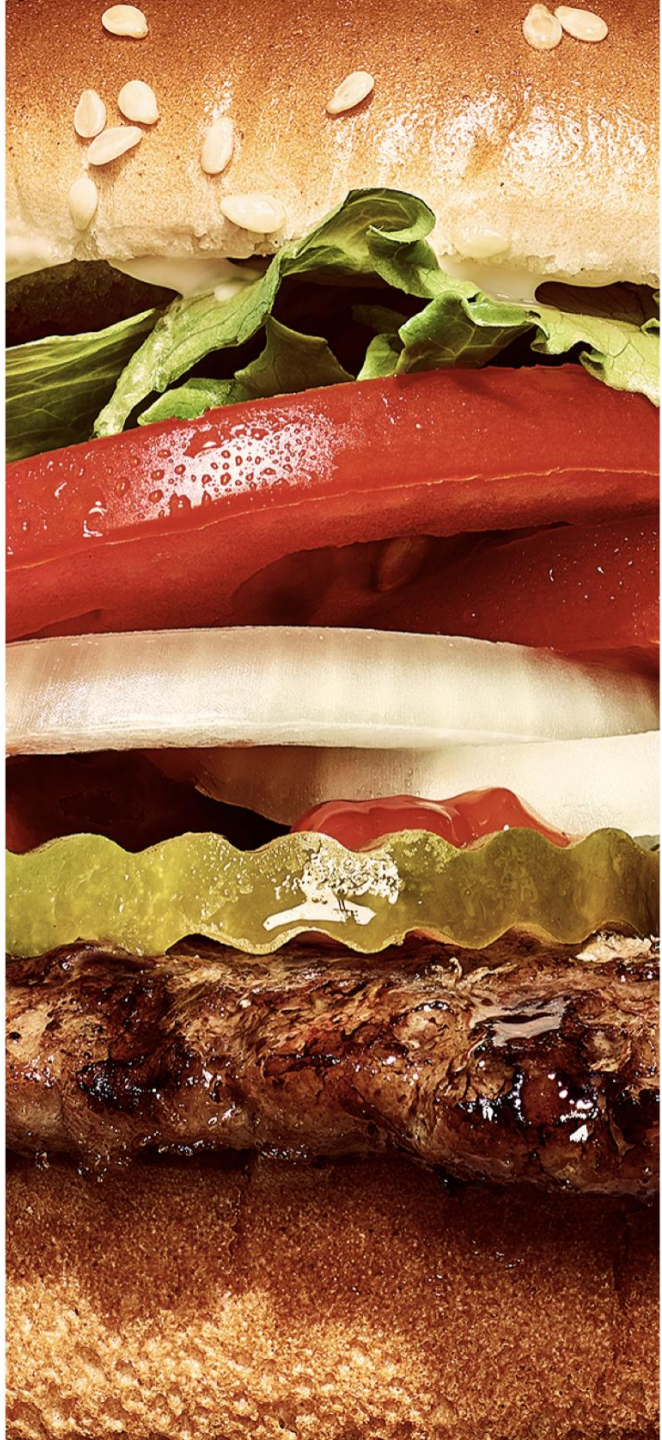
THE FUTURE OF
DIGITAL ADVERTISING

CREATIVITY HAS TO STRIKE BACK

BY FERNANDO MACHADO

**HI,
MY NAME IS FER MACHADO**









| **gMBA**

I  **CREATIVITY**





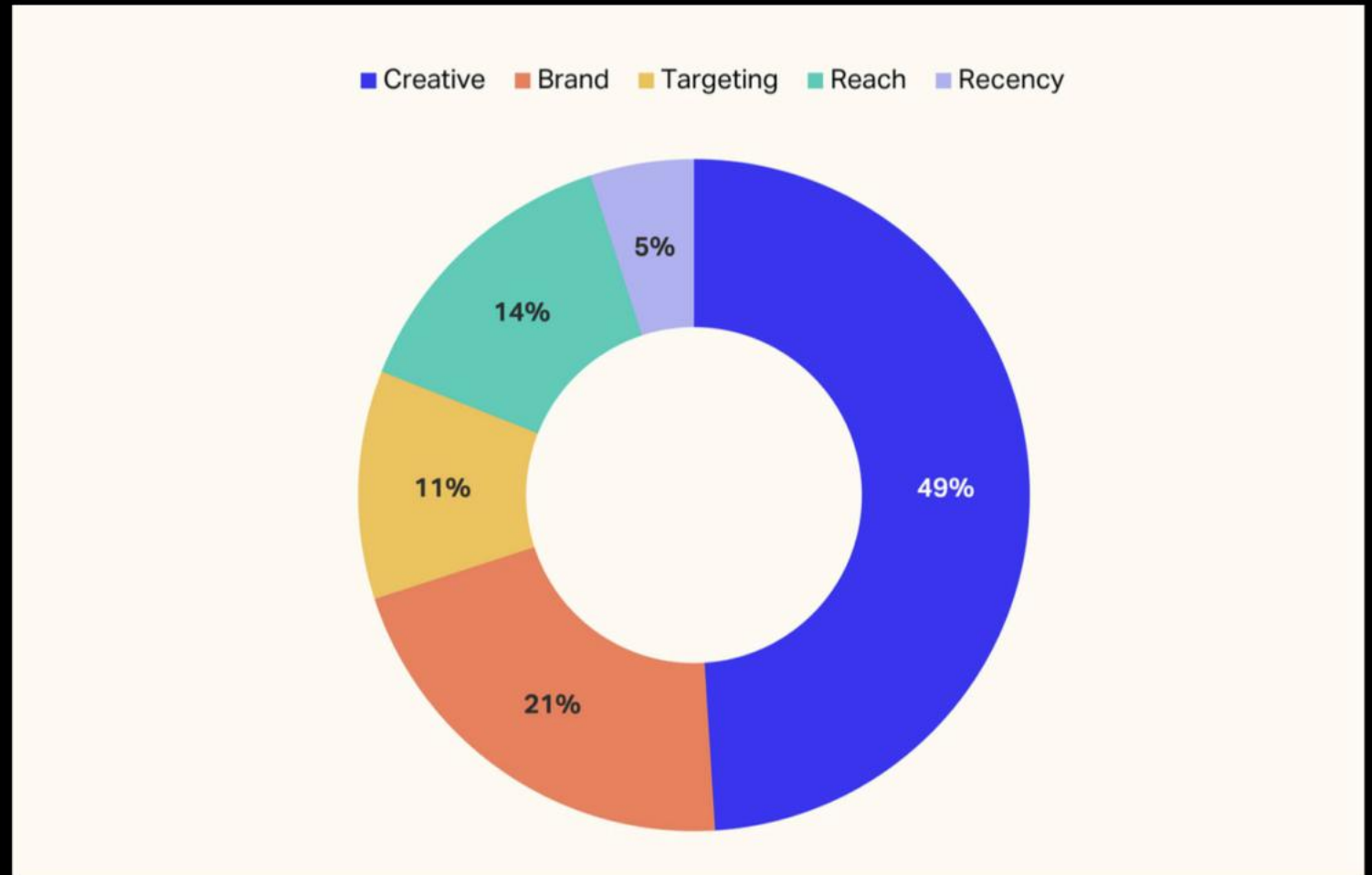
CREATIVITY

RESULTS

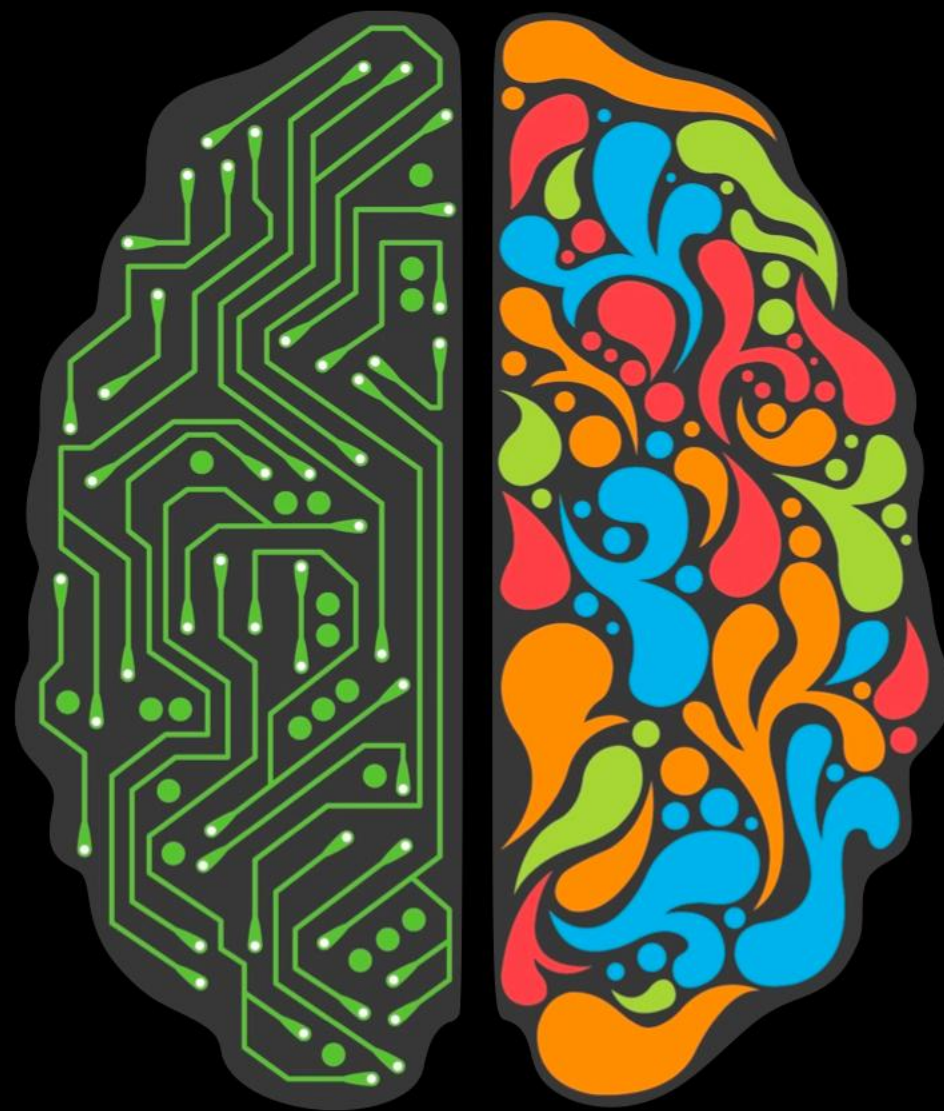
Creativity drives results

CREATIVITY HAS AN IMPACT ON SALES.

Nielsen found that the advertising element that contributed most to sales was the creative.



LOGIC



MAGIC

HOW IT STARTED
HOW ITS GOING





Keeping Skin Amazing

Your skin is amazing. It is the organ that connects us to the world and everything in it. It's a barrier designed to be not only flexible, but strong. So, with every bend and flex, our skin is there with us, protecting us as we move through life. It's easy to take skin and its properties for granted. But we never have. For years we've traveled at skin and have developed products to help keep it amazing.

Intensive Rescue
Designed for the dry skin

Vaseline

home | product line | intensive | cocoa | see the
 more | 1-800-333-3333 | us | uk | canada

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THIS IS WAY TOO MUCH

ATTRIBUTION

AI

**AGENCY
MODELS**

OMNICHANNEL

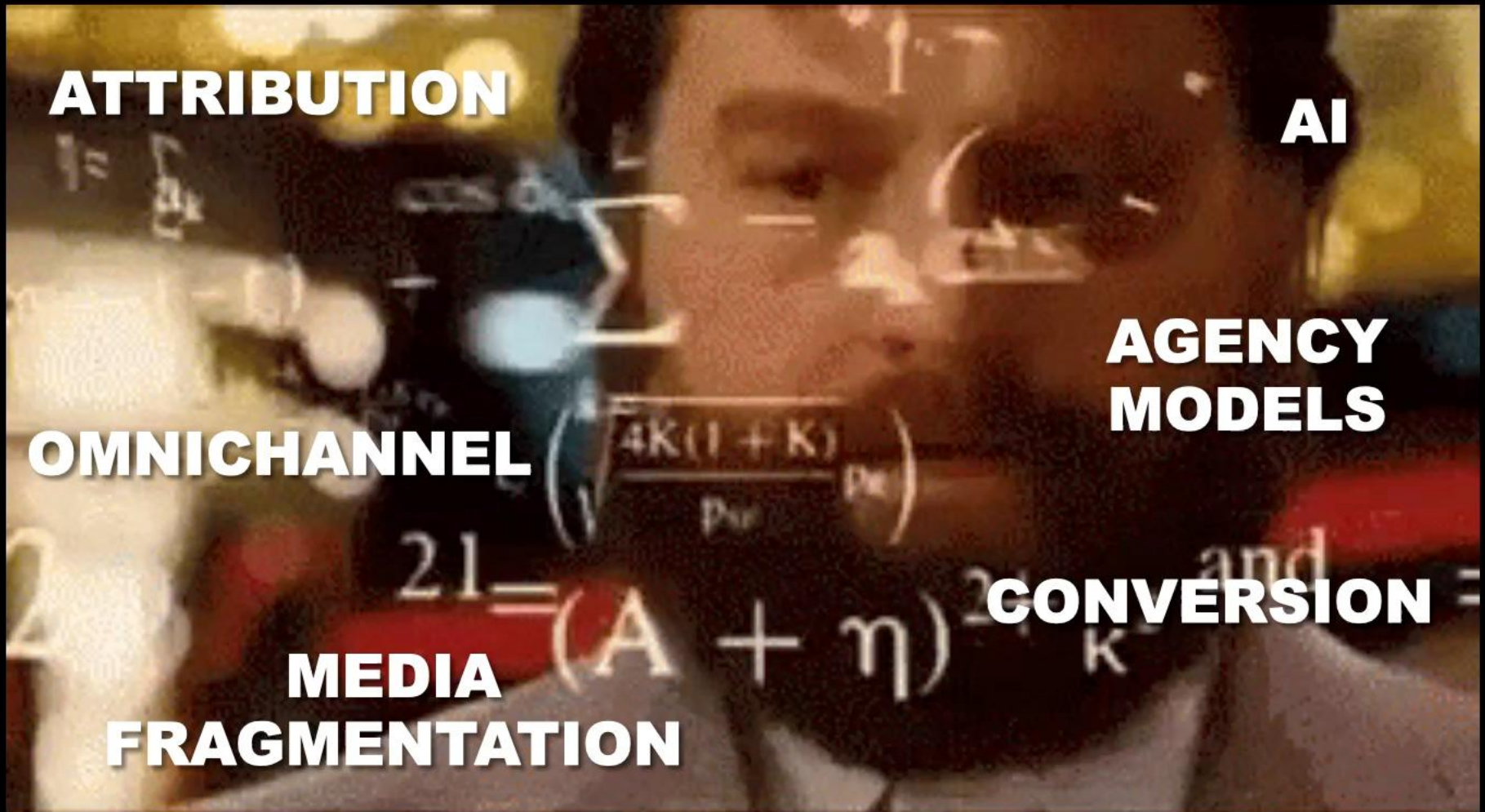
$$\left(\sqrt{\frac{4K(1+K)}{p_{oc}}} \right) p_{oc}$$

CONVERSION

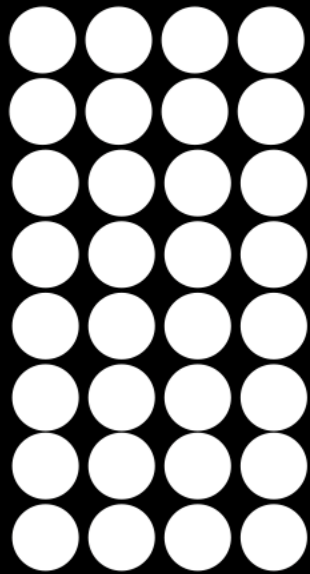
MEDIA

FRAGMENTATION

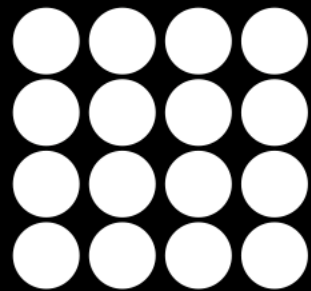
$$21 = (A + \eta)^{21} k$$



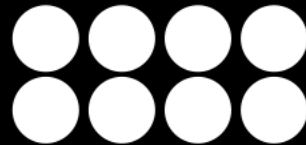
WHAT I'VE LEARNED:



AWARENESS



FAMILIARITY



CONSIDERATION

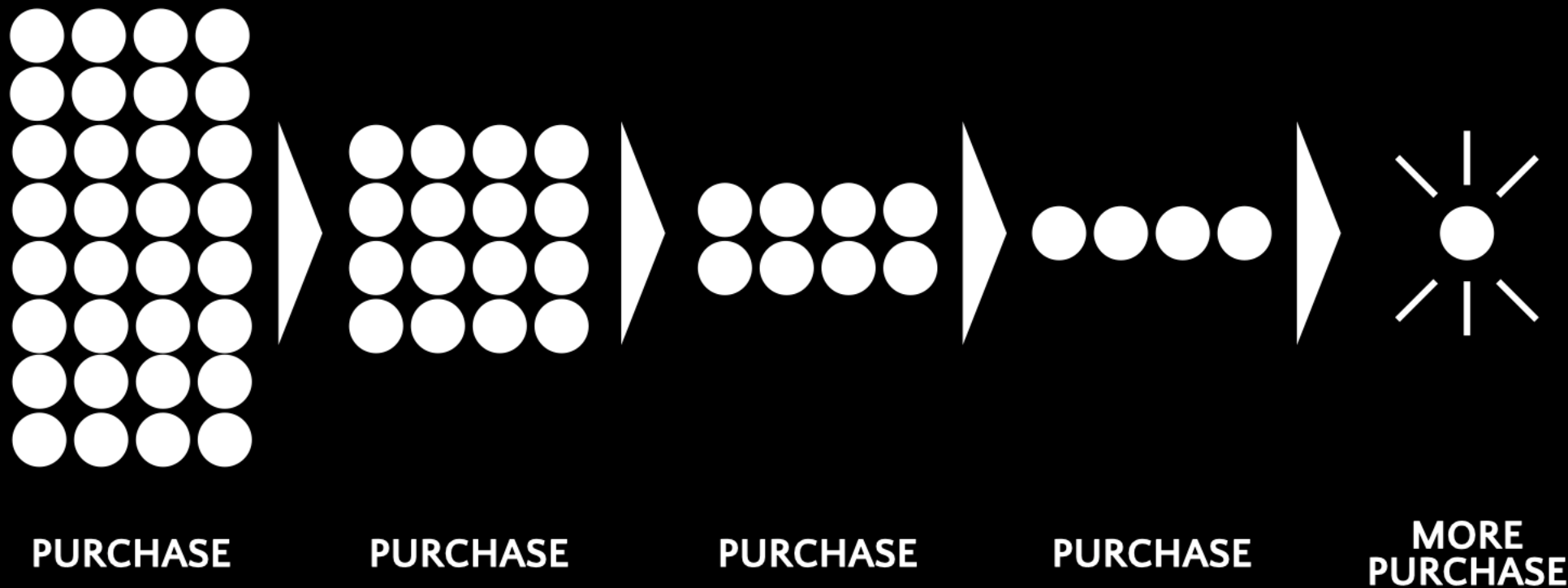


PURCHASE



LOYALTY

WHAT I AM ASKED TO DELIVER:



A collection of US one hundred dollar bills falling from the top of the frame against a black background. The bills are in various orientations, some partially visible, creating a sense of motion and abundance.

**“FERNANDO,
PROVE TO ALL OF US
THAT IF WE INVEST \$X,
WE WILL GET \$Y”**

A collection of US one hundred dollar bills rising from the bottom of the frame against a black background. The bills are in various orientations, some partially visible, creating a sense of motion and abundance.

**AND EVEN IF WE GET IT RIGHT,
WE STILL GET CRAP**

Burger king

Movie marketing

Examples

International marketing

Fails

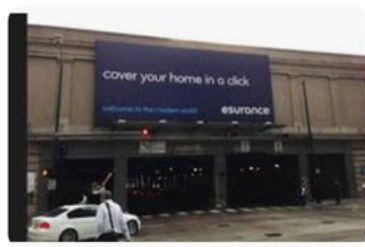
Marketing strategy



Ryan Marketing
The WORST Marketing Campai...



Marketing Tech News
The 10 worst mark...



Spokal
Absolute WORST Marketing Campai...



Orchard
The best marketing fails



One2create
Ugly Marketing Campai...



Interact Digital
Worst Marketing Campaigns 2022 ...



Business2Community
20 Biggest Marketing...



LinkedIn
This Bad Marketing Campai...



LinkedIn
Absolute WORST Marketing Campaigns ...



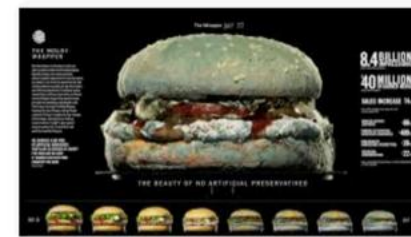
Litmus Branding
11 Failed Marketing Campaigns



Proof Blog - UseProof
8 Biggest Marketing Fails You Have to ...



WordStream
The 8 Biggest Marketing Fails ...



The Kool Source
Biggest Marketing Campaign Fails ...



Printsome Insights
25 of the worst marketing fails in ...

BENEFITS OF BEING A MODERN MARKETER:



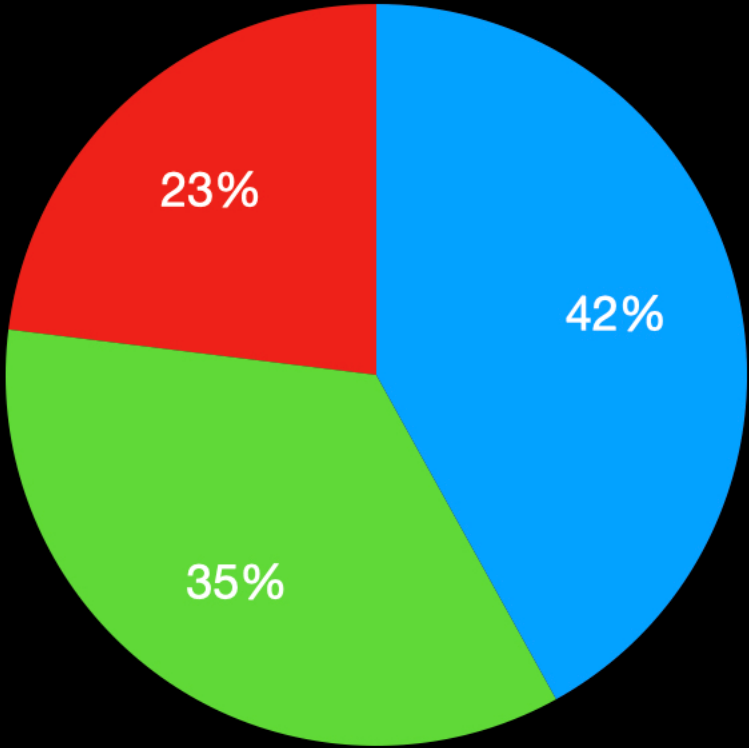
MONEY



REPUTATION



MENTAL HEALTH



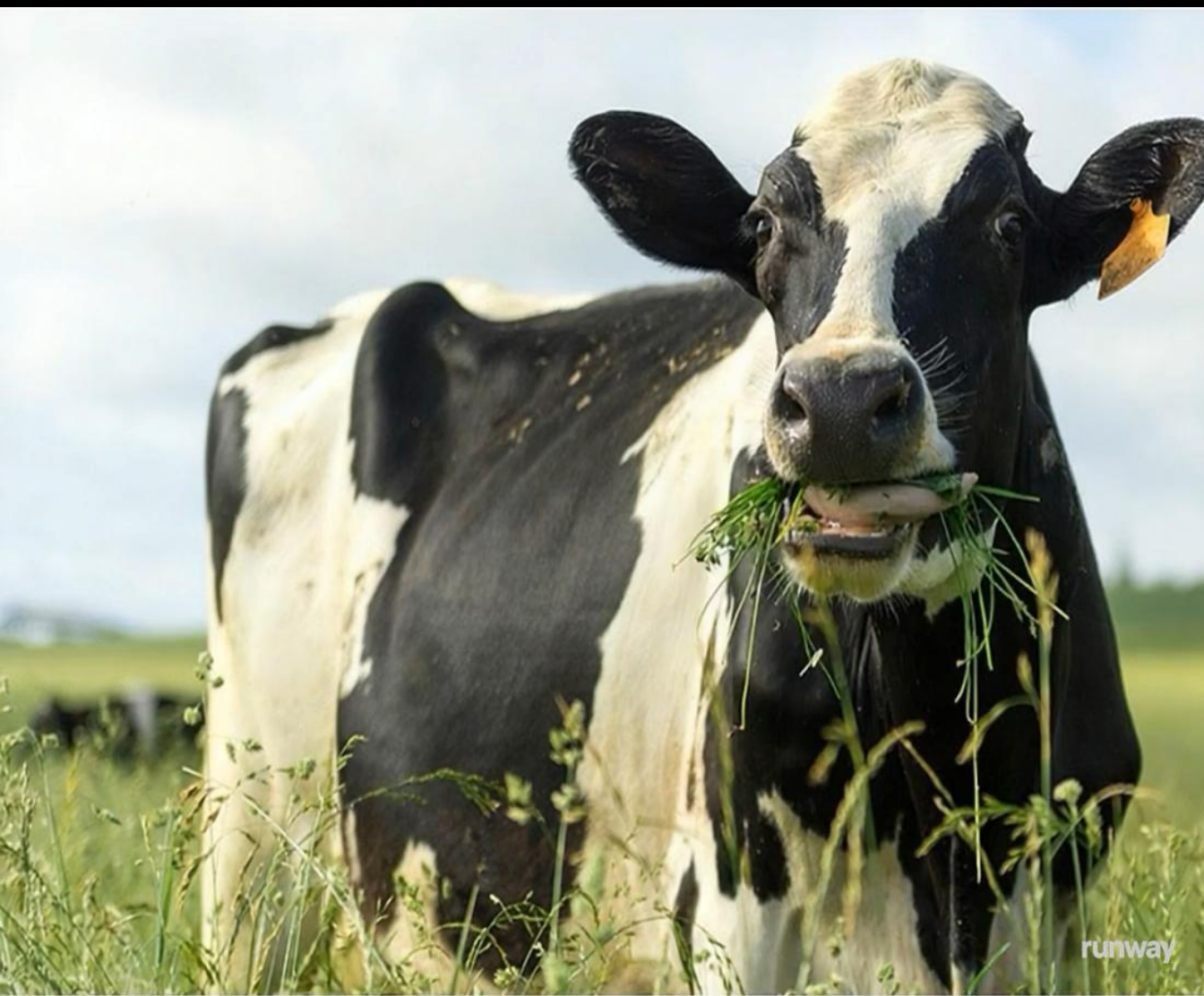
SO HOW TO GO ABOUT IT?

"If your advertising goes unnoticed,
everything else is academic"

Bill Bernbach







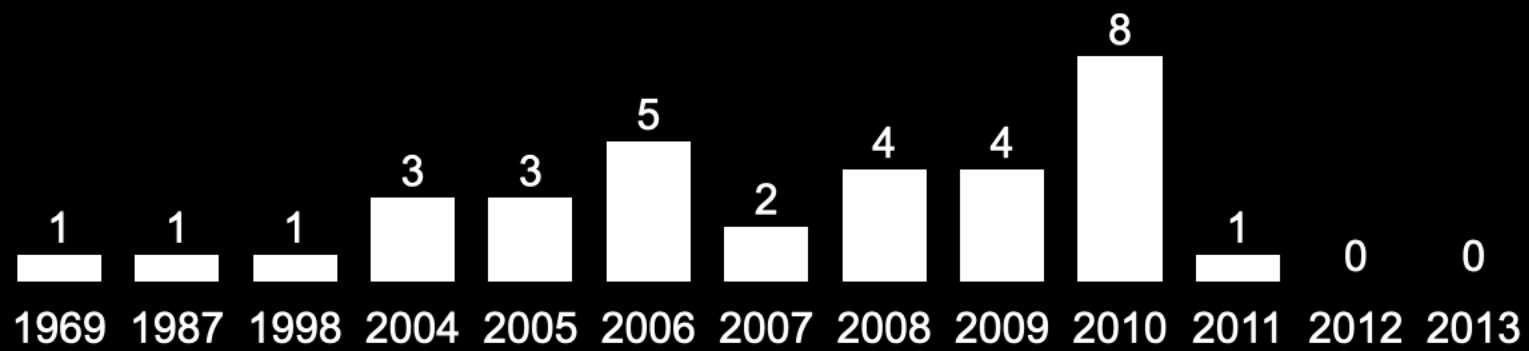
50%

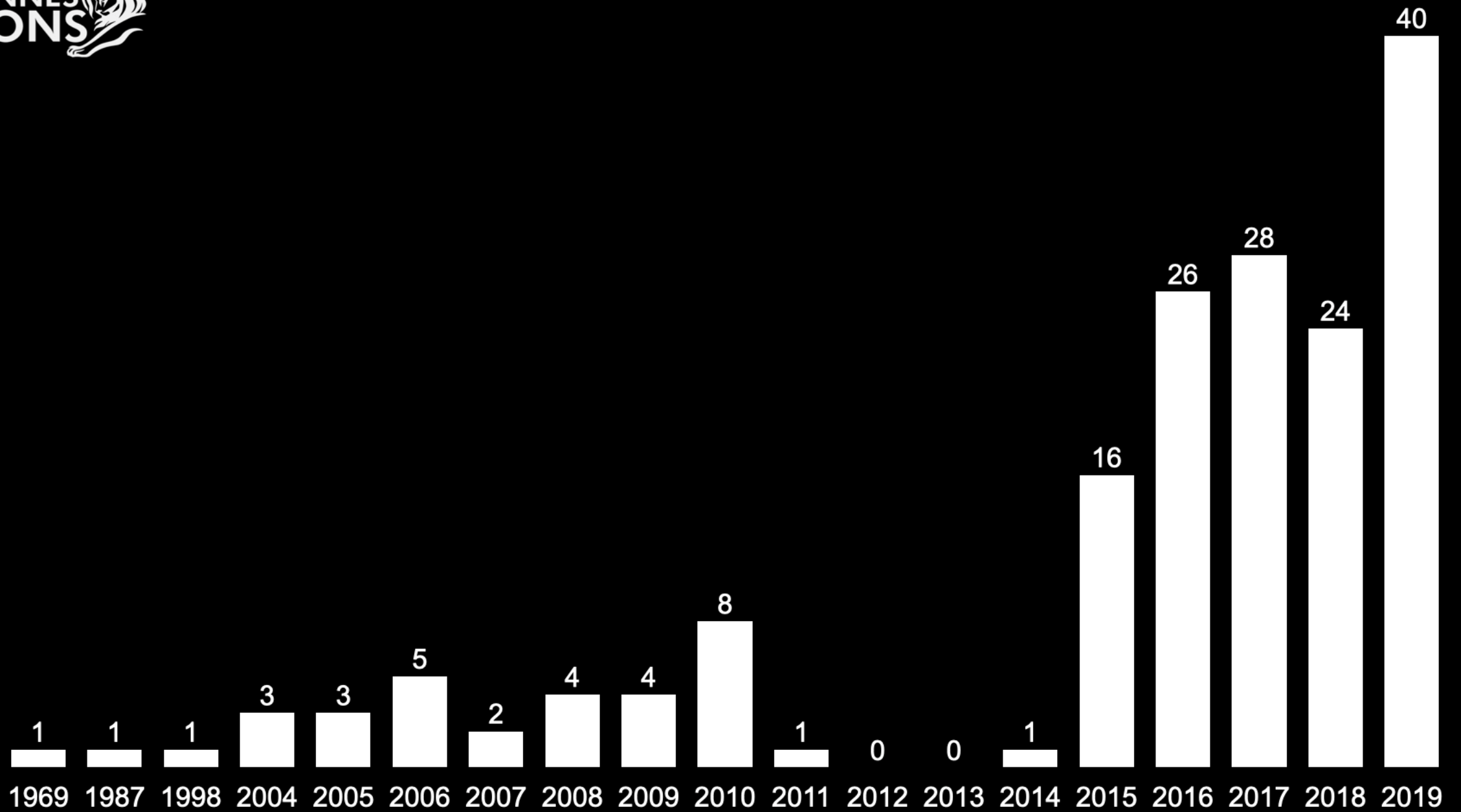
of British advertising is less compelling than 20 seconds of a cow chewing grass, according to System1.

Source: The Extraordinary Cost of Dull Project: System1 Group

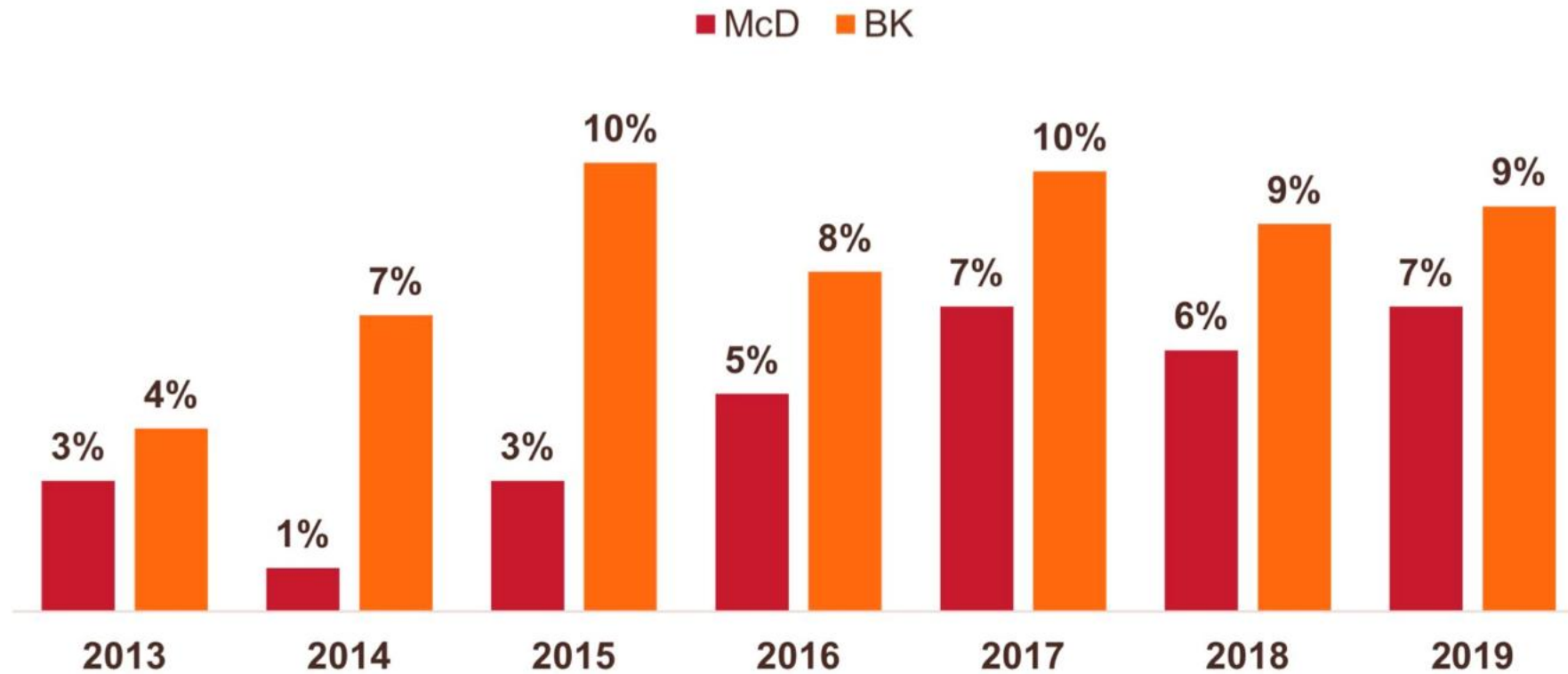
4x







Global SWS Growth by Brand (Year-over-Year %)



5 PRINCIPLES THAT HELPED ME ON MY JOURNEY

UNDERSTAND YOUR BRAND



Brand Positioning

"Have it your way"

Essence

Delicious flame-grilled real burgers which are generous in size and offer a great value

What we offer

Raw and real, welcoming, extrovert, a bit out there, prankster, self-deprecating, confident/ bold, challenger

Personality

BK logo, the crown, the King, Subservient Chicken, HIYW, flame-broiled, Chicken Fries, Whopper

Distinctive Assets



**HAVE IT
YOUR WAY**



CREATE A GREAT BRIEF



“Play with fire”



“Showcase Whopper love”



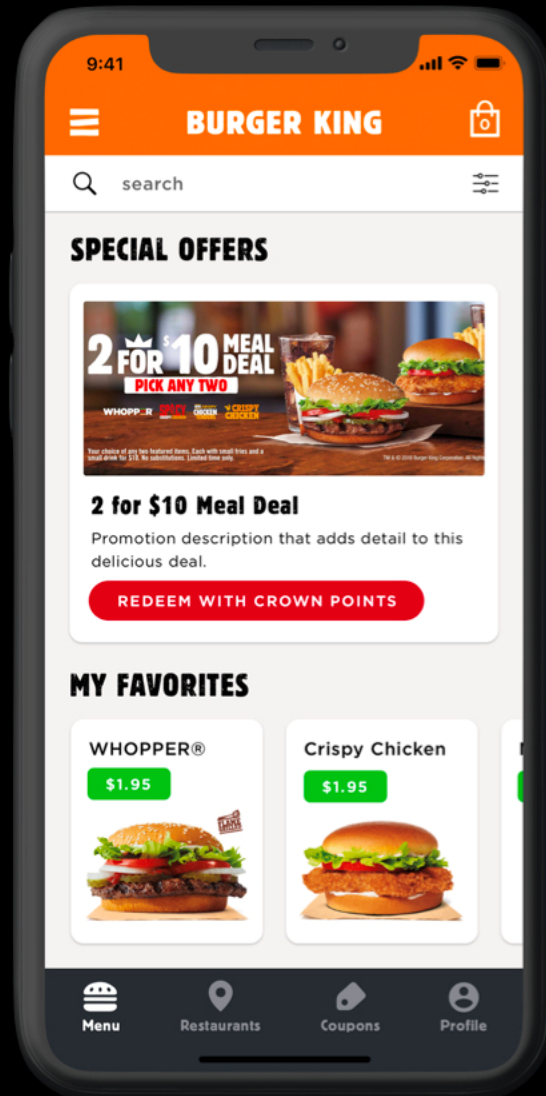
“Our food is not crap”



**“Make women feel
more beautiful”**



LET THE IDEA GROW



STRATEGY: Improve guest service thru technology.

HOW: Incorporate mobile order and payment in the BK App.

KPI'S:

- App downloads
- # of users using MO&P
- Cost to convert



McDonald's
HAMBURGERS
OVER 6 BILLION SERVED

LIVE

CNN

SMI ▼ -145.04

QUEST MEANS
BUSINESS

THE BIGGEST RISK

FEAR

/'fir/

An unpleasant emotion caused by the belief that someone or something is dangerous, likely to cause pain, or a threat.





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ILR Collection

1-1-2011

The Bias Against Creativity: Why People Desire But Reject Creative Ideas

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University of Pennsylvania

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Mueller, Jennifer S.; Melwani, Shimul; and Goncalo, Jack A., "The Bias Against Creativity: Why People Desire But Reject Creative Ideas" (2011). *Articles and Chapters*. Paper 450.
<http://digitalcommons.ilr.cornell.edu/articles/450>

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ONE TEAM



TITANIX

RIX

tour

WRAPPING UP



WRAPPING UP

**IT IS NOT EASY
DIFFERENTIATION IS KEY
KNOW YOUR BRAND
BRIEF RIGHT
LET THE IDEA GROW
BIGGEST RISK
ONE TEAM**