Designing Marketing Collateral for a Moving Target

developing creative strategies to support a new omni-channel market

The webinar will begin shortly

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Agenda

→ Omni-channel marketing and the new customer experience

→ Establishing a cohesive creative strategy that supports the new environment

→ Creating solid visual themes and messages with the omni-channel customer in mind

→ Bringing your strategy alive
Presenters

Jeff Armstrong, Creative Services Leader for Retail Finance, has over 20 years in communication strategy and design across retail and financial services industries. He currently leads The Studio, a creative Center of Excellence supporting GE Capital Retail Finance and other GE businesses.

View Jeff's profile on LinkedIn

Vicky Babcock is Creative Director of The Studio, a Creative COE within Retail Finance. She has extensive experience leading creative teams in agencies across the Eastern US as both Creative Director and VP Marketing. She has led strategic creative and marketing initiatives of all sizes in multiple industries.

View Vicky's profile on LinkedIn
Many people still dismiss the concept [of omni-channel] as a buzzword. But within two to three years, this form of retailing, which lets consumers move seamlessly among all retail environments – real and virtual – as if they were one, will be the norm.

Paul Elliott of Publicis Group
Section 1
Omni-channel marketing and the new customer experience
What is omni-channel?

Omni-channel refers to a customer using a combination of channels on their path to purchase.
Omni-channel examples
The new path to purchase
Your own experiences?

• How have your customers’ shopping behaviors changed as a result of new channels?
• Is social media a tick in your pro or con column?
• Are your employees trained to interact with omni-channel customers? Or do they view it as a threat?
Successful brands speak in a clear and consistent language wherever consumers find them.

Retailing Today, 2013
Section 2
Establishing a cohesive creative strategy that supports the new environment
Fundamental changes

- Be fluent in the new customer experience
- Think ‘bigger picture’
- Broaden our skillsets
- Restructure our teams
- Collaborate more closely with competitors
It’s a new Discovery

Traditional
- Business objectives
- Audience – demographics
- Value proposition
- Positioning
- Brand attributes
- Budget, timelines

Omni-channel demands
- What is the customer experience?
- What are the customer touchpoints?
- How will the customer use each channel?
- What part of the message will carry across channels?
Your own experiences

• Have the agencies you work with added new skillsets?
• Do your agencies understand and embrace your customers’ new shopping experience?
Your customers today expect more. They expect a seamless, consistent experience across all channels.

Forbes, 2012
Section 3
Creating solid visual themes and messages with the omni-channel customer in mind
The new basics of a solid design

**Traditional**
- Strong strategy that supports objectives
- Supports the brand pillars
- Competitive landscape
- Differentiated and unique
- Clear message hierarchy
- Attention-getting visuals
- Strong calls to action

**Omni-channel demands**
- Continuity and consistency
- Adaptable for additional executions
- Do certain channels require specific messaging?
- Does the execution require new or specialized skillsets?
Fashion retailer example*

*Spec art, not an actual campaign
Sporting good retailer example

Spec art, not an actual campaign
Online retailer example

Spec art, not an actual campaign
Fashion retailer example

Spec art, not an actual campaign
Non-retail example
Best practice: infographics

[Infographic 1: What’s Worrying Retailers in the Year Ahead?]

[Infographic 2: Supply Chain Risks Grow as Retailers Expand their Global Footprint]

[Infographic 3: Retailers Wary of Heightened Regulations]

[Infographic 4: GE and XD Electric: A new global transmission and distribution partnership]
Your own experiences

• Do your marketing campaigns really stand apart from your competitors’?
• As campaigns change, do the foundations of your brand carry through consistently?
• Do your campaigns encourage omni-channel behavior?
Often confused with style, design is about the underlying structure of communicating—the idea, not merely the surface qualities.

American Institute of Graphic Arts
Section 4

Bringing your strategy alive
Bringing your strategy alive

Traditional

• In the past, marketing was straight-forward:
  – You created print collateral
  – You produced
  – You ran it
• Multiple suppliers were involved (creative agency, media buyer, production)

Omni-channel demands

• Projects are more complex, dynamic and interactive
  – More fluid
  – Real time
  – Customized
• Customer is part of the conversation
• Important to coordinate the various suppliers – or find a single supplier that really understands and focuses on omni-channel approaches
Industry example: Nordstrom
Industry example: Best Buy
GE example: Marketing Conference
GE example: Captain Savings

Spec art, not an actual campaign
Key takeaways

1. Understand how new channels are changing your customer’s experiences.

2. Share those new customer experiences with those developing your creative strategies and collateral.

3. Continuity and consistency = the only way to thread the omni-channel needle.
Access GE Questions

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