

## ENGAGING MARKETING (No. 1 IN A SERIES)

*Doug here. Occasionally, I'll be posting great examples in an Engaging Marketing series, because marketing ideas that engage are a marketer's key currency in today's crowded brand world. May they spark something new and engaging in your world.*

### **Boddingtons.**

#### **The Cream of Manchester.**

Talk about a great USP! Beer with body, fullness, roundness....not thin, watery swill....defines the perfect AVP (i.e. "ale value proposition"). And, who knew there was anything approaching creamy in gray Manchester.



Does anybody remember the classic Boddingtons print campaign? The visual metaphors for cream?.....like a simple glass ice cream cone filled to the brim with golden Boddingtons and that creamy head swirled up as a tasty single scoop?....or the straight edge razor "shaving" Boddingtons cream across an elegant piece of glass?



#### **Simple. Powerful. Brand**

**connection.** Engaging? Very much so. The visual pun always engaged the ale consumer to "fill in that last dot" to "get it" and then get interested.

Cheers,  
Doug Shouse

[doug@dsmkg.com](mailto:doug@dsmkg.com)

# ENGAGING MARKETING (NO. 2 IN A SERIES)

**DougShouseMARKETING,LLC**  
Ideas that Engage

*Doug here. Occasionally, I'll be posting great examples in an Engaging Marketing series, because marketing ideas that engage are a marketer's key currency in today's crowded brand world. May they spark something new and engaging in your world.*



Customization, or the fancier, "Fingerprinting" has mainstreamed big-time in this digital decade. Whether it's designing your Chuck Taylors or stamping your signature message on M&Ms, brands are authentically engaging their customers by providing

them the means to express their individuality. More good news.....there's real pricing power in these customized engagements!

Here's one that is especially cool and strategically "down the middle": MINI's online Custom Paint Shop. The tribe that is MINI can personalize their "little buddies" with body color palettes and rooftop designs using the "paint shop's" design tools and graphic libraries. Talk about a fun way to engage and deepen the brand connection!



Let's Motor,  
Doug Shouse

[doug@dsmkg.com](mailto:doug@dsmkg.com)

dsmkg.com

# ENGAGING MARKETING (No. 3 IN A SERIES)

*Doug here. Occasionally, I'll be posting great examples in an Engaging Marketing series, because marketing ideas that engage are a marketer's key currency in today's crowded brand world. May they spark something new and engaging in your world.*



## "Overcoming the fear of commitment."

When Safari Professionals asked us to help them grow we quickly understood they had a beautifully differentiated African safari company brand.

Unlike competitors with their wide array of "packaged" safaris, Safari Professionals delivers the most personalized, customized and private safari experience. First targeting those with "the dreams and the means" for an African wildlife viewing safari, the critical marketing goal is to move consumers from interest to commitment. The strategy... innovative one-to-one engagement. We developed a *new commitment curve* strategy and tactical plan to seriously engage quality prospects with 13 touch points along the path from inquiry to dialog to planning to the safari experience, and the post safari afterglow!



Explore and more,  
Doug Shouse

[doug@dsmkg.com](mailto:doug@dsmkg.com)



# Engaging Marketing (No. 13 in a Series)

*"Ideas that engage are key currency in today's crowded brand world."*

## Fun & Wellness?

No doubt **health and wellness** is a megatrend of our times. And of course, fun experiences can drive consumer brand engagement. Along with Anthem! the global branding/design agency, we developed a new, resonant brand positioning for Primo Beverage Systems.....a strategy that blends both **fun & wellness** into a tasty brand positioning for middle American moms and their families.

PRIMO<sup>®</sup>



We then leveraged this platform into Primo's launch of revolutionary home beverage makers as well as Primo's innovative water dispenser line... all under the tag "Better Living at your Fingertips." Who says mom can't take care of the family unit and everyone have a little fun along the way?



Here's to Better Living,  
Doug Shouse

[doug@dsmkg.com](mailto:doug@dsmkg.com)

**DougShouse**MARKETING,LLC  
*Ideas that Engage*



## Engaging Marketing (No. 14 in a Series)

**DougShouseMARKETING,LLC**  
*Ideas that Engage*

### *Find Your "True North"*

We exist in a 24/7 onslaught of posts, tweets, and relentless commentary from "experts"...all coming to us more as screams than whispers. Info and data are coming out of our ears. Has there ever been a greater need for synthesis, clarity, and focus in brand marketing?...ever a greater need to discover and promote a brand's singular "true north" positioning idea and experience?

It's like the taste of a perfect peach – a singular, in-the-moment experience that stands out from everything else in a meaningful and emotional way. That's your "true north" brand intent!

Here are a few that impress me (and aren't the usually suspects on everyone's best of breed branding lists).



- Exclusive Fitness Experience



- Euro Cheap Chic



- Anti-Aging for All



- Canadian Crafted Lager

***Stand For Something,***  
Doug Shouse  
[doug@dsmkg.com](mailto:doug@dsmkg.com)

[dsmkg.com](http://dsmkg.com)

# ENGAGING MARKETING (NO. 15 IN A SERIES)

## Oooo-Ahhh, Another Shiny Toy

One of my least favorite things about marketing (and marketers) is what I call the “*shiny toy syndrome*”; i.e. the infatuation with and blind rush to, the latest new thing. Brands gotta blog, right?...even if the content is stale and un-engaging. Facebook? Of course!...paired with some heavy-handed selling.

**QR codes** are one of the most recent shiny toys, although we can argue that the pure novelty is over. This hasn’t stopped marketers from slapping codes on every imaginable piece of their marketing mix, whether it engages or not.

While many QR codes are superfluous, here’s a few refreshing examples.



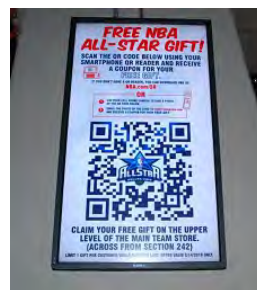
**Calvin Klein Outdoor**  
(New Product Video)



**Heineken Coaster**  
(Bar Programs)



**Heinz Packaging**  
(Promo for New Plant-Based Bottle)



**NBA Store**  
(Traffic Builder)



**Red Cross Japanese Tsunami Relief**  
(Donation Site)

*Shine and Engage,*  
Doug Shouse  
[doug@dsmkg.com](mailto:doug@dsmkg.com)



# ENGAGING MARKETING (NO. 16 IN A SERIES)

Promotions are the "Rodney Dangerfield" of brand building. They get no respect in their ability to build brand equity and create a deeper consumer connection to brands. I suspect the ubiquity of price promotions driving short term volume, and perhaps eroding long term brand value, overwhelm those that do create meaning and emotion.....Well, maybe the exception is one of my all-time favs, Crazy Eddie---  
[www.youtube.com/watch?v=4yYGoO5imY](http://www.youtube.com/watch?v=4yYGoO5imY).

From the big, integrated initiatives to the short and sweet engagements, here are a few promotions that reflect the unique combination of creating action AND emotional relevance. How?...by reinforcing the brand story, showcasing functional and emotional benefits, inspiring consumers to loyalty and advocacy.



**Heineken Cup**  
*"The most prestigious  
in European Rugby"*



**Tabasco Nation**  
*"Spreading the hot qualities"*



**Surry Tourism Weekend**  
*"Drag and drop your own Surry experience"*

*I tell 'ya, promotions get no respect!*

Doug Shouse  
[doug@dsmkg.com](mailto:doug@dsmkg.com)

(Okay, just one Rodney one-liner: " My psychiatrist told me I was crazy and I said I want a second opinion. He said okay, you're ugly too.")



## ENGAGING MARKETING (NO. 17 IN A SERIES)

### Isn't talk cheap? ...and, isn't *brand talk* extra cheap?

...so easily exposed in today's consumer-controlled conversation. *Doing* is something else entirely. Brands that walk the talk with meaningful actions stand tall.

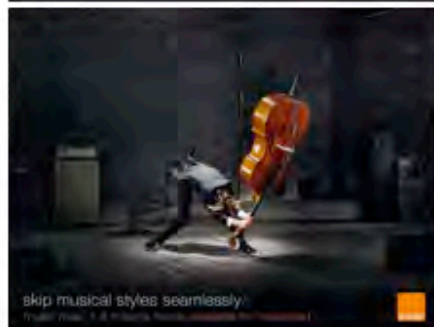
Take Orange™, the French (formerly UK) telecom brand. Orange™ openly and aggressively delivers the brand promise to democratize the personal telecom experience with attention-getting *actions* like "Party Line," a new video call venture with Facebook™. Party Line is a more multi-sensory (sound, sight, touch) form of instant messaging, social venturing in new African markets and mobile filmmaking contests.

Actions all... all reinforcing the brand... all with a fresh attitude.



### THE ORANGE PAPERFILM FESTIVAL FOR MOBILE FILM MAKERS

<p><b>Challenge</b> Take Orange's existing association with movies and link it with the video capability of phone handsets, enhancing the brand's creative image</p>	<p><b>Solution</b> The Orange Paper Film Festival: a mini-Oscars for movies shot on mobiles. The campaign centered on the <a href="http://www.paperfilms.co.uk">www.paperfilms.co.uk</a> website, where entrants upload and edit their entries while everyone else can view the submissions and vote for the best - alongside a panel of judges.</p>	<p><b>Results</b> Orange is now the brand most associated with film in the UK. Average onsite interaction time was 10 minutes. One interviewee summed it up: "I can't imagine any other mobile company being as creative as this."</p>
--	--	--





## ENGAGING MARKETING (NO. 18 IN A SERIES)

### **Getting to "Meaningful"**

Meaningful differentiation, for consumer brands, is the holy grail of innovation-driven growth. The "differentiation" is the easy part. The "meaningful" is the hard part. Innovation with a purpose... that's the rocket fuel for growth. Getting to "meaningful" demands fresh skills, culture and insights.

**Getting to "meaningful" demands imagination**, but the problem is, company operating plans, processes and KPIs are imagination killers, not catalysts.

Apple, everybody's favorite poster child for imagination, mandates employee time commitment to pure unalloyed thinking on any topic.

More companies have to imagine how imagination can be stimulated and encouraged and made manifest. And, let's be honest, it's not really in the scheduled *"Brainstorming Session in Room 202, 2:00-4:00 pm!!"* My belief is that in order to make imagination a self-fulfilling prophecy, we have to ensure an exposure of new associations, connections and experiments - all with the goal of getting to "meaningful."



Meaningfully,  
**Doug**  
[doug@dsmkg.com](mailto:doug@dsmkg.com)

(Please note, the word "creativity" was not used once in this message)

## ENGAGING MARKETING (NO. 19 IN A SERIES)

### **Doing Good Right**

Done right, cause marketing can strengthen a brand's core equity and relationship with it's consumers. Indeed, the number of American consumers that say they have purchased a brand because of it's ties to a worthwhile cause (i.e. "purchase with purpose") has literally doubled over the past decade.\*

Authenticity is the key... whether the idea is unique to the brand or tapping into an existing cause... it has to be "relevant to me."

Here's a beautiful example: **The Aurthur Guinness Fund**. Established in 2009 to support social entrepreneurs, its a reflection of the company's founder and his 250 year old legacy. Annual "Arthur's Day" music celebrations provide the publicity. Four years later, the Guinness brand is improving communities across the planet.



Do good. But, do it right.

- Doug

[doug@dsmkg.com](mailto:doug@dsmkg.com)

\*GoodINC survey

## ENGAGING MARKETING (NO. 20 IN A SERIES)

### **The Rise of Southern Culture**

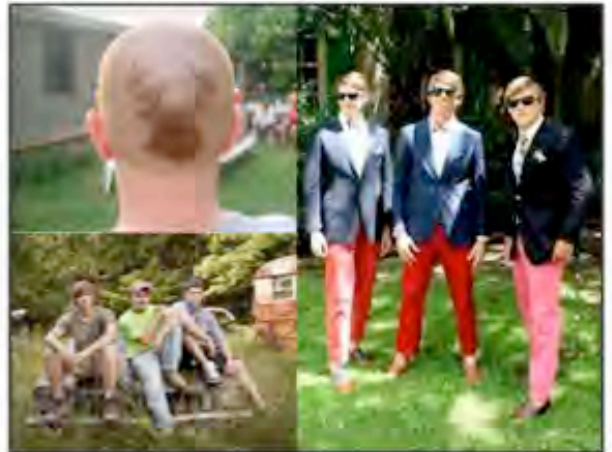
Well, we've weighed into the debate: "*Is Southern Culture still distinctive, or now is it just like Topeka with more fried food, road kill, history and heat (Dixie Rising)?*" We just finished a fascinating project on the rise of Southern Culture, it's growing influence on American culture, and how consumer brands can benefit.

From engaging social historians and other Southern Culture academics to exploring the recent redneck reality TV phenomom to researching the Southern Foodways Alliance as the most influential food society in the US, this deep dive revealed the rich, exotic and sensory culture that is the South. And beyond the music, food, sports and other tangible cultural touchstones, we explored the enduring Southern values (real and perceived) such as individualism, honor and tradition that have had a much bigger impact across the country, especially in these tumultuous times.

Southern Culture: it's fun, peculiar, provocative. Perhaps we can share some of it with you!

Southern boy,  
Doug

[doug@dsmkg.com](mailto:doug@dsmkg.com)



## ENGAGING MARKETING (NO. 21 IN A SERIES)

### **You don't have to be Spielberg...**

...to create "movie magic," especially when it comes to engaging your brand's audience in new product introductions.



*You don't need a major motion picture to make an impression on your audience*

According to a recent study by Forrester Research, **one minute of video is equivalent to 1.8 million words**, or 3,600 web pages in it's power to communicate. More importantly, that one minute of video plays a major role in consumer behavior. 90% of online shoppers at a major retailer's website said video influences their shopping and buying decisions.

For America's #1 Water Dispenser brand, Primo, we created a digital video series of their new [Primo Pro Series](#) line for moms exploring a more premium water dispenser experience. And, the digital media applications are authentic, accessible, and very efficient; from retail customer websites like Costco.com, to the brand's social media conversations to those ever-helpful mommy bloggers.



Digital video enables all of our inner Spielbergs to come forth... just make sure that there is content & entertainment value in your video marketing!

See you at the movies,

**Doug**

[doug@dsmkg.com](mailto:doug@dsmkg.com)