

REACH vs. TARGETING

A CONTRADICTION OR A SYMBIOSIS



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PEGGY ANNE SALZ

To set the stage we have an analysis by two analysts at EY who explore the key points in two frameworks.

One by **Byron Sharp** whose thinking revolves around how brands grow, and the other by **Joel Rubinson**, a proponent of outcomes-based marketing and the pivotal importance of targeting consumers in the movable middle.

Following this we jump right into panel of experts who offer their take on both frameworks, and actionable advice for you to follow.



JANET BALIS

Prof. Byron Sharp who also is known for being quite a reputable author as well.

So in this case we're talking about yet another professor of marketing and science at the University of South Australia, and the books are titled "**How Brands Grow**", and focus on that.

And so what are the questions that are addressed in Prof. Sharp's point of view?

1. Number one, is **what drives revenue growth most effectively?**
2. Number two, **is it more important to focus on reach and reaching more customers or is it more important to differentiate in the market?**
3. And then third, if you're focusing on the market, **which buyers or customers matter most? So how do we prioritise?**

So Patrick, I'm going to send it back over to you.



PATRICK MORIARTY

So, really the key thing here for Prof. Sharp is focusing on maximising reach, gaining consistent messaging, and also driving branding.

The first point really to drive heavily here is really penetration increases are the driver of developing increase or growing a brand's revenue.

Penetration is clearly the thing that is driving growth. I think this is driven from a point of customers don't necessarily perceive big differentiation in the products that they use.

So again, the key thing here is to overcome that is you have to do a strong messaging that drives a degree of awareness and gets the most people engaged and open to your brand.

And then from that, he also does a little bit of myth busting, at least from his perspective, which is this whole notion of an 80/20 rule where 20% of your customers drive 80% of your revenue. It builds the case that hey going for sort of a broader reach maximisation approach is more likely to drive sustainable revenue growth for a brand.

With that I'll turn it back to Janet.



JANET BALIS

Great, so thanks, Patrick.

So our three takeaways just to again put a point on it

1. First, maximise messaging and availability reach to continuously reach all buyers in a category.
2. Number two, place more emphasis on distinctive and memorable brand assets; could be a jingle, could be the logo; and perhaps a little bit less attention on competitive differentiation.
3. And third, Byron Sharp talks about this notion of focusing less on creative and investing in high reach marketing.

So three big takeaways from that particular debate.

So **when might we think about this particular approach?**

Certainly for mass consumer goods or what you might consider a must have product may lend itself to this particular thinking.



JANET BALIS

Number two, brands that are building a strategy around a commodity product which has low differentiation, where the functionality is fundamentally the same across the category.

And then third, in a situation where you're trying to implement techniques that may counteract earns.

So those are just a few of the opportunities or thoughts on not only the takeaways, but where Prof. Sharp's ideas may make sense, or might be worth considering.

Let's move on to outcome-based marketing 2.0 and **Joel Rubinson's** perspective on that.

Here too we have a **book "Brand Building in the Digital, Social and Mobile Age"**, and Joel is the president and founder of Rubinson Partners.

And so here are the three questions that this particular session was focused on:

1. Number one was, **is there an alternative to reach based planning and can we drive growth more effectively?** Big question there.
2. Number two, **which consumers respond best to advertising?** So a different way to look at this.
3. And number three, **which planning approaches drive the best return on investment?.**

So for this, I'll turn things back over to **Louise**.



LOUISE KEELY

Thanks Janet.

So this is another body of research where the move to digital is front and centre in terms of what the question is and what the findings are.

And so Joel Rubinson's big point is that marketers should be taking advantage of the increased level and ability to integrate different types of data to move from reach-based planning to an outcome focused approach.

And this is obviously something that we all look to do and have been looking to do.



LOUISE KEELY

And the availability of data and analytics to support that, and the growth of digital advertising is allowing us to move toward that goal.

And specifically his recommendation is to focus on outcome-based planning, but in addition to recognise that not all consumers are the same and that the goal is to really find the consumer segments that are going to be most responsive to brand advertising, and when doing that there is a significant impact on revenue lift from marketing investment and return on advertising spending, as you can see here. So that's the big idea.

The second point is in terms of that segmenting question, who should you target?

Where it turns out that there are some consumers who are very unresponsive to marketing and advertising, some that are super responsive, but that movable middle that's where you really want to focus, because they will respond to advertising in a way that is most impactful, and so you want to find those folks and focus on what they're looking for from a need standpoint from a content standpoint and direct marketing investment toward them.

And when you do that there is again an impact on return on advertising spending that is demonstrable but significant. And so knowing what they look for is key.

Back to you, Janet.



JANET BALIS

Great. So I love that we are simplifying this incredibly sophisticated research in a couple of takeaways here, but if we were to simplify:

1. Number one, **take advantage of consumer heterogeneity** so that we can really maximise the target audience and that return on investment performance, and
2. Number two, **thinking about segmentation differently** and identifying those highly responsive segments that are going to be particularly attuned to the advertising to drive stronger outcomes, as opposed to focusing on reach based planning approaches.

And in this case, the movable middle that five X return or responsiveness, forgive me, that is something that really makes one think quite differently about the consumers that can be in our sites when we're trying to build our planning approaches.



JANET BALIS

So **when might outcome-based planning make sense?**

1. Number one, you got to obviously **have a movable middle that has sufficient size and scale** to be able to drive the results you're hoping for.
2. Number two, as Louise talked about, this is facilitated by the digital landscape, which increasingly is most of the media landscape, but it's obviously contingent on the way we plan the way we measure, and so being in **addressable media obviously enables precision targeting, which facilitates this approach.**
3. And then third, in the case where a brand is working in an industry with either a strong closed data loop or an opportunity where they can **connect their own first party data to third party data, there's an opportunity to clearly bring things together.**

And so these are three examples of some of the moments where we might think about outcome-based planning.

Joel Rubinson: key takeaways



Joel Rubinson

- ▶ Take advantage of consumer heterogeneity to maximize the target audience
- ▶ Finding consumer segments that have higher responsiveness to advertising (**the Movable Middle**) is key to sustainable growth

Makes the most sense when ...

- ▶ The "movable middle" target is sizable
- ▶ Brands apply digitally centric marketing strategies or when they focus on addressable media that enables precision targeting
- ▶ Brands work in industries with strong closed data loops (e.g., financial services) or when they can do effective matching of first-party data to third-part data




CREATIVE MATTERS: HOW TO BUILD BRANDS



Peggy Anne Salz
Chief Content Officer
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CEO
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PEGGY ANNE SALZ

Marketers are accustomed to getting the broadest reach possible, and there are metrics for measuring success, but there's a whole cycle of success that marketers have to plan for to increase engagement, loyalty and ultimately to repeat purchases, and that's where new research gives us fresh perspective on some key questions.

How should marketers balance reach and targeting?

How do you identify and influence consumers likely to buy your brand? And when is it unprofitable to even try?

So these are tough questions, and we're going to arrive at some answers today because our panel perfectly reflects this dynamic.

We are very fortunate, we have experts in reach from major CPG brands, we have an agency, and we're going to be talking about customer segments.

I'm your host, **Peggy Anne Salz**, author, analyst, senior Forbes writer and **founder of Mobile Groove**, and as I said, we are very fortunate to have for one, **Arne Kirchem**, he is **Media Director DACH at Unilever**.

He has experience in different categories from food to home to personal care. He's worked in a variety of areas, including sales, consumer marketing. Since 2014 he's leading the media department at Unilever DACH, and since 2018, including the Nordics.

He's going to provide us the perspective of a major brand, one that's focused on effective and, as we will hear, emotive marketing. Welcome Arne.



ARNE KIRCHEM

Welcome everybody. Hi, great to be here.



PEGGY ANNE SALZ

Great to have you and as I said, waiting to hear your view as a major brand.

We also have another brand from another level, another end of the spectrum, **Norman Wagner**, he is **Head of Group Media at Deutsche Telekom**. Norman has been responsible for the strategic orientation of Deutsche Telekom's media investments since August 2018 as Head of Media.

He has an agency background, very important for this round, coming from Group M Agencies, Mindshare, and Media Com, where he was responsible for managing international clients. And he has a deep data background programming his own databases and analytic tools, I guess back in the days when we could do that, Norman.

And of course your passion for data hasn't changed over the last 30 years. Great to have you here.



NORMAN WAGNER

Thanks for the invitation. Looking forward for this exciting topic.



PEGGY ANNE SALZ

And we've got brands from two ends of the spectrum, and in the middle of the struggle reach and targeting is of course the agency playing the role of the orchestrator, more important than ever, and giving guidance on how brands can think creatively.

We have **Stefanie Tennrath**, she is **CEO at global digital marketing agency Universal McCann**. Stefanie has been active in the media scene for nearly 20 years, and she's laser focused on transformation, helping brands and businesses future proof marketing with data intelligence and creativity. Welcome Stefanie, great to have you.



STEFANIE TANNRATH

Thank you, glad to be here.



PEGGY ANNE SALZ

We're talking about reach targeting.

We also have a different environment, lockdown, now reopening, so it encourages marketers to be resourceful and very creative. And we're also encouraged because consumers are trying new brands.

But in his framework, Byron Sharp suggest brand loyalty at some level is a function of proximity.

That's what we're discussing. So I'll start with you **Arne** - proximity, in many ways that was very difficult for consumer brands, CPGs, because you could not be there, there were shortcomings in the physical world lockdown, as I mentioned, **how did you use digital and mobile to deepen consumer attachment to your products, despite these shortcomings?**



ARNE KIRCHEM

To be honest, we were a little bit on the lucky side, because the basic retail outlets where we distribute our brands were still open, but nevertheless, you're right, some of the channels which we normally use to communicate with our consumers were not that effective anymore, especially on out of home, and less people were on the street, less people were traveling, people stayed at home - definitely a challenge.

But what we observed also that people were spending more time online, and especially more time on their mobiles, because they simply had more time when they were working in home office or not going to any events or anywhere, and that made it on the other hand, also a bit easier to reach them, but you also needed them to tailor made your efforts and the way you contact people. T

he other thing we observed was that people also, and I think that is now common sense already, they started to shop much more online than before.

And that of course also opened an opportunity to reach them on different channels and much more further down the funnel than we did before.



PEGGY ANNE SALZ

Interesting. So you had in a way, Arne, almost sort of two audiences amongst all the other segments you would have – you have consumers who are shopping in the store because they can, it wasn't impossible, and we also had sort of e-commerce enthusiasts, as you said, more people coming to online.

How did you harness cost efficiencies to continuously and consistently reach both groups, because that of course is the centre of what Byron Sharp puts forth? You need to be consistent and continuous.



ARNE KIRCHEM

What the beauty of the data driven marketing offers is that you can experiment.

So what we did is we still send messages to the broader audience, but then we looked on it, how could we cut it into slices, and which one worked best?

And how could we bring some of the audiences which we targeted on their shopping behaviour, how can we match them with those which were targeted on other criteria?

The key thing is that you also start to have your own data and work on your own data, because then you can match them, then you can bring them together, and then you can form your own audiences.

And we found out that some of these segments, which we build, that they work much more effective than the normal audiences, which you address via the big platforms.

And then, one more thing, actually, what you also can do, what also helps to understand how the targeting works best is that you make all your digital messages shoppable.

So the good old-fashioned buy it now button or other creative solutions.

So you can see if people click, and do they click more if you have chosen them on the base of audience data you have got elsewhere, or on the base of their shopping behaviour.



PEGGY ANNE SALZ

Norman, unlike Unilever you have always sold a digital product to a fairly digital savvy audience, so physical availability, proximity, wasn't perhaps **your biggest challenge, but I'd like to understand what was?**



NORMAN WAGNER

Actually for me, the biggest challenge is still reach, and not targeting, because we have a product.

You said we are digital focused, but actually telecommunication, especially in the lockdown, internet, is something everyone needs.

So you need to get your message out really fast to a wide audience.

The basic challenge is really reaching the people broadly, which is very difficult in the digital channels.

I'll give you an example of where we really need reach, for example, currently we have the 5G network rollout, so this is a massive investment, and for us it's a competitive advantage, because we have the biggest 5G network of all telcos, but if no one knows it you can't play your competitive advantage.

So for us it's important that you get that message around fast, and you get a wide reach of it, and you create a desire for that product, because currently actually you don't need 5G as a normal consumer, but you know you also don't need the car which drives 300 kilometres an hour, but it's still a desirable car. That's a similar thing.

And this is something which is very difficult to do with targeting, you need reach, and you need frequency.

And that's a big challenge in a digital ecosystem.



PEGGY ANNE SALZ

Well you speak to it and so I need to follow up on this just to understand, for example, we heard from Arne one change he made in order to maximise reach, deepen customer attachment to his product, and it was about also mixing and combining that data in a new way.

I'd like to understand from you again, **one adjustment maybe you made in planning to do this as well.**



NORMAN WAGNER

For example, we stopped targeting on some parts, especially user targeting.

We're still using programmatic, but what we changed were targeting not on users, but targeting on usage moments.

And in that we had a very broad campaign, which we're even running on cookieless consentless traffic, which is there a lot –



NORMAN WAGNER

it's more than half of the traffic which is digital, and which you usually don't utilise as soon as you do targeting, let's say Safari browsers, which is quite interesting audience because usually they are higher income when they have max, and that's what you lose.

And that's what we try to bring in into our digital communication.

And so we're targeting usage moments, contextual, dayparts, things like that in digital, and it works pretty well.

The results are even better than classic socio demographic targeting.



PEGGY ANNE SALZ

So **Stefanie**, we're discussing frameworks here, and we have one that suggests reach and penetration over differentiation drives growth, but there is a difference, memorable distinctive brand assets, they can tip the scales.

Now you are really about being creative, about getting my attention, about amazing me. **How would you define a memorable brand experience, and is it necessarily one that has to reach the most eyeballs?**



STEFANIE TANNRATH

I think there's a lot of truth in what Arne and Norman said, obviously, I mean they're both representing marketers which are kind of cutting edge in their respective industries.

It's all about balance. You obviously have to balance out the awareness side with the performance side.

And I don't think there's a one size fits all solution. And I even think that the whole question got more dimensional over time. It's not just about either or, and finding the right balance between two dimensions, but it's even more.

I think in these times specifically you also need to make sure that you have kind of, depending on the product obviously, and on the market that you're acting in, that you have a cultural relevance to a certain extent, because that can create memorable brand experiences, as you said. But also you need to be able to interact with the right community.

So who are really the people who are most likely to be interested, who are most likely to spread the word, who become informal influencers kind of for your product for the brand?



STEFANIE TANNRATH

And I think specifically 5G is a great example for that because you will have those early adaptors.

There are those people, even in Germany, who have been waiting desperately for 5G to roll out, and they are the ones who will influence then others – their friends, their neighbours, whoever, because they show them look how fast it is, how great, and what I can do on my phone, whatever.

So I think as Arne pointed out that to make just everything, even if it's merely an awareness and a reached focused app, make it shoppable.

Why not integrate those different approaches?

And there is also so many new ways of defining commerce. It's not only the brick-and-mortar POS anymore.

It's not just buying from a web shop. There is so many direct ways to interact with brands and own online shops. There's social commerce. There is so many new ways coming up and how to influence people, so I really think it's about- It doesn't make it easier, but it definitely makes it more dimensional for brands to really find that right balance based on the individual situation and the individual targets, and so on.



PEGGY ANNE SALZ

I like that a lot – cultural targeting in a sense, rather than contextual.

I'd like to unpack that a little bit, because it seems to me that you're also saying in the case of Arne, **making something accessible makes it almost more important than thinking about the audience you are accessing.**

So again that **accessibility over perhaps targeting.**



STEFANIE TANNRATH

Yes to an extent, but if you just talk about accessibility then you're completely on, I guess on Byron Sharp's end of it.

It's about obviously finding the right people, and to what extent you want to broaden this perspective on the right people.

But yes, it's about making things accessible and blending the different dimensions; blending awareness and shopability, for example.



PEGGY ANNE SALZ

Interesting.

And we're going to move from that framework to another - outcomes-based marketing.

Now what's a different framework. That's from Joel Rubinson. It's all about finding those segments that are predicted to have the highest responsiveness to a brand's advertising, and then targeting those customers with greater media weight and spend.

Arne, this is the blueprint in this framework, but you as a marketer, can you share with me the questions you might need to ask yourself **when you're trying to identify the consumer segments that are going to be most likely, the probability is quite high that they're going to respond to your advertising in the first place?**



ARNE KIRCHEM

Yeah, that is actually not the easiest question to ask yourself, because you need to really see where can you get responses in your advertising, and when we walk away from the wide reach channels to those where we get responses, then you can experiment - that's the great thing and the beauty about data driven marketing, and then you can test and afterwards you can scale up.

What you need to do is that you take your broad audience and then you cut it into slices, into smaller areas, and then within these smaller audience you have test a lot, and then you will find out which are the ones which are most responsive.

You may even change inside the audience some parameters.

And then in the course of the advertising campaign, when you have adapted, then you really start to spend once you have identified those audience which add up to the biggest effect.



PEGGY ANNE SALZ

You are also a great proponent of the dynamic creative, and that means **addressing this segment** in the way it needs to be addressed after you've figured out perhaps **what that journey, what those actions, what those events might be.**



ARNE KIRCHEM

Maybe I'll make an example to make it a bit easier – we have one product which are snack pots, which is actually a complete dried meal, you put a little bit of hot water on it, and after three minutes it's a warm meal which you can eat directly out of the pot, and we had identified that the segment which was mostly responsive to these products and to the advertising were gamers.

So we address them via the channels where you can get access to gaming, where they normally are, and then we defined the segment even better.

And then within the segment we even could identify those gamers which were more looking for, for example, vegan product and those which were simply for pasta products, and so on.

But then, with the Corona times we also identified people which have nothing in common with gamers at all, and those people were simply sitting at home, they did not have any way to spend much time for cooking or preparing their meals, so we wanted to address them as well.

So then came the next step, we're changing the creative, referring to the different audiences.

And then what we also see is that we could change the creatives referring to or in connection with daytime, because these were quite effective and people were in a need state where they would order something online, because it is ordered online, so you could also get it delivered via online shops, and then we also found that in a certain search behaviour it would also be good to address them.

And then again, we changed the creative.

Now, **Norman**, marketers like Arne, it's almost like an embarrassment of riches, he has to figure out which segment to speak to in which way, but it's continually influencing consumer demand that exists for products.

Now, you mentioned of course, that you have to create demand and desire for your products, you're pinpointing the right moments. That's an exciting twist again on the reach versus targeting, debate because you're targeting environments.

Can you give me a little bit more of an idea of what's involved here?



PEGGY ANNE SALZ



NORMAN WAGNER

When you look at classic media it's quite simple.

When you are Saturday evening there's a film upcoming, you're quite in the lean back mode.

And what we figured out there is a scale on two levels, which separate media usage situations; we call it media modes.

One is connection to the daily world – so you want to be connected to what's going around you and so on, or escape from the daily world – the day is over, and I don't want to see anything, I want to escape from my routine.

And the other one is you are actively searching for something, so you are active on what you want to look at, or drifting away saying okay, whatever comes. And that defines several moods.

So for example, take a platform like YouTube, you say it's video, I place in videos, and just aim for the right user, but you will do wrong in that moment.

For example, when someone is searching for a tutorial to learn something – so it's very active and into the daily world, and in that moment when you come with an emotional message, they are not up to it – it must relate to what they are looking for, but when you are on YouTube and watching this 20th or the fifth show of your favourite influencer, or a TV show which is there, you are leaned back and if there comes something inspiring, you're much more open for it.

But if there comes something like here is the new plan for the new Samsung Galaxy 5G whatever, you probably don't want to see it, because you are escaping from the real world.

You know with TV or with classic media, whatever, the magazine, it's easy because when you read the magazine you on a certain mood, but on digital it's completely different.

And we're explored that since years now. And we are seeing that it's a huge uplift on performance, even, doesn't matter if it's performance driven – so if your sales, or if you are brand driven, it always outperforms just pure user targeting, because it's much more important in digital to have the right moments.

And that's a new way of targeting which I think it's completely underrated so far, because it's always the hunt for getting the right people, but using the right moment.

And targeting the right moment is similarly important, from my point of view.



NORMAN WAGNER

And the right moment is not only if someone is in market, that's the misunderstanding, right?

When someone types in mobile phone, or faster internet, of course, this is the right moment, that's the right moment, you're always thinking of when you think of right moment, but the right moment is, is he in the right mood for that message?



PEGGY ANNE SALZ

It's very interesting what you're saying there.

It's also a little bit controversial, because we're not targeting audiences or segments, per se, we're targeting moments of inspiration.

Stefanie, I'd love you to weigh in here, because that, of course, is quite different from the mindset for targeting normally.

Are there data, is there signals, is there something that you're telling your clients to help inform how you identify and capture these moments, turn these moments into something more actionable?



STEFANIE TANNRATH

I think it's very interesting what Norman just and it shows how important context but also messaging is.

So if you, for example, which I had to recently do, watch a YouTube video on how to repair your dishwasher, yes, I don't want to think about also changing my internet provider, for example, but I might be very open subconsciously, to an ice cream message, because I think after I finished repairing my dishwasher, by myself, I definitely deserve a treat.

So that's something that you wouldn't, you know, bring together normally like repairing the dishwasher and ice cream, but it could work. Or because I have to repair the dishwasher I don't have time to prepare food, so that quick meal could just come in handy.

So it really shows how different all those contexts can be.

And I agree with Norman, it's something that we might have forgotten a little bit, or it got a little bit into the back of our heads because we can measure everything and the big data world out there offered so many different opportunities, so why should we weigh in on context anymore.

And now with the cookieless world looming, or in parts already being here, I think we need to overthink things a little bit, because, again, it's about a balance, obviously there are a lot



STEFANIE TANNRATH

of solutions being developed at the moment, or are already in place actually, how to nevertheless be able to target very precisely based on social demographics, but also based on mindsets, etc, etc., but to add this context and moods, as Norman or the telecom calls it, layer to it, I think is definitely a very clever thing to do, because at the end of the day it just gives you more data points if you want to stay in this data language, to be able to reach whoever you want to reach in a better way



NORMAN WAGNER

Let me add something because you're asking what data you can use for it, and is that data available.

I think there is a big gap.

For example, you can't target a campaign saying, currently with the standard settings, I want to only to be on pre rolls on videos which are eight minutes or longer, because you know, the trade-off of having 30 seconds is lower when the video behind is bigger. There is no setting for that.

The same as, I only want to be a pre roll on the fourth video, or starting with the third, so not the entry video after a search, I want to be on the third or fourth, or when someone is following the suggestions, because then he is in a different mood - impossible. Not possible.

And there are tons of things like that. Let's say someone who is now- You don't only need platforms like YouTube that works on all the publishers.

And that's something that publishers are really missing; they have a chance they have high quality usage; they have high quality content, and they're not enabling the advertisers to target that.

It's always the hunt for users and user data, and the publishers will lose that game against the gaffers.

And they're not using their potential strength to really have a product where they outperform the gaffers.

And that's something which I think is a big gap and a big missing link in the industry, and a big missing chance for the publishers.



PEGGY ANNE SALZ

Arne, I'd love to have your view here.



ARNE KIRCHEM

Yeah, first of all, I would like to say I love Norman's approach, we have been discussing it before.

I think that is actually the right thing to do, because as I said before, it's very hard for us to say which consumers should not be in our audiences.

As Stefanie placed, it's depending on the mood they're in.

And you could be in the mood for ice cream or not. And I think that is something which is addressed not enough by the current framework.

And I think it would be a real good opportunity for some of the smaller vendors to offer something while you have all the freedom to target.

And it also would give- I mean, as an FMCG company we have a lot of contexts, but we will never get to a first party data base, like the big gaffers have. We will always have a small first party base.

But at least if we then can experiment, if we really can dig into the analysis and look what we can do with it, then we have much more opportunities, and then we can scale it up, because we could understand from the smaller base what are the triggers, at what point of time and in what context, at what location, in what mood state, what people are willing to be most responsive to our advertising, and perhaps to what kind of advertising.

So we're again, back to the point of dynamic creative.



PEGGY ANNE SALZ

Stefanie, I'd like to stay with you because it's your job as a futurist, as someone who's future proofing businesses and brands, to see around the corners and into the future to advise your clients. **So what's the one thing coming next that marketers need to know and plan for in their strategic planning today?**



STEFANIE TANNRATH

We've seen that change has been accelerated over the last 18 months or even more now. And how we get out of this pandemic as a society, will also shape the trends that that we're seeing and how far it's accelerated.

Some people will never want to go back to the way it was before – you know, new learned freedoms in terms of how we work, how you can blend, work life, that you can work from anywhere, all those things.

Other people can't wait for it to be the old way again.

So this kind of also segregations – is that the right word? – in the society, I think will be something that will also drive a lot of the trends that we're going to see.

But on the other hand that we also have a very close eye on what is happening in terms of fake news, hate speech, and how also as brands you can position yourself very clearly in terms of what you stand for, and that's already the next trend that people want a believable purpose and not just for the buzzword purpose.

And the third big topic which is now finally bit more related to what we do, and what Arne and Norman already mentioned, is gaming.

I think that's something that we will see such huge advances in the next five years. I mean, already now gaming is so big, and that has also been accelerated by the pandemic, but if we look at the advances that are being at the moment done in terms of software, and then also things like 5G obviously, will accelerate the trend as well.

The possibilities and the technological advances are mainly driven by the gaming industry now. We will probably finally see a bigger breakthrough in AR, VR, that people have been waiting for, for 10 years have been talking about for such a long time.



PEGGY ANNE SALZ

In view of what Stefanie's telling us here, **what do you think, is a key question marketers should be asking themselves or actions they can even be taking to better prepare for 2022 and beyond?**



ARNE KIRCHEM

I think there will be a great reset in how we look on data.

There's so many new things and people need to prepare for it and that I think is more or less the essence which came out of our discussions.

Nevertheless, I still believe we will- Reach is not everything but without reach everything is nothing.

This concept will stay. If everything else will change, if everything else will be different, if there will be new opportunities with managing, addressing people with data, different ways, mood states, whatsoever, people will be on different channels whatsoever, still you need to reach people in one way or the other, and that will stay.

When I talk to my young marketers I sometimes have discussions like, okay, this old-fashioned concept of reach, I hope it will go away, and I try to convince them that this will never happen.

And I want to get this message across here at the end of this panel as well.



PEGGY ANNE SALZ

Could you now, Norman, weigh in on that?



NORMAN WAGNER

It's not only which users, but when are users open for the message and for a product. And it's not only which users, but in which moments.

When you do targeting, not only look at the short term KPIs, which will be better for sure, so when you when you target on someone who had searched for mobile phone you have a better conversion, for sure, but the people are doing that every two years, currently, so what's in between. And that doesn't mean only talk to the one which are in market. Arne was talking about that reach is still important, and I always have one example in my mind, I'm saying, if Star Wars was only started in three cinemas, it would have never been a success. Even it was the best product, and super content and so on, but you need the reach.

And I think keeping that in mind, yeah, be more like Star Wars, having more cinemas, and then you are successful.



Thanks, everyone. For the insightful discussion – reach versus targeting.

The answer as always is somewhere in the middle.

PEGGY ANNE SALZ

You can access to the whole session on this link:

<https://www.mmaglobal.com/webinars/reach-vs-targeting-a-contradiction-or-symbiosis>



Meet MMA

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Architecting the Future of Marketing while Relentlessly Delivering Growth Today!



The interaction between consumers and brands has been forever changed by the revolution that was kicked off by mobile – marketing is now closer, personal, powerful and pervasive. We have a once-in-an-era transformation in the relationship between marketers and their customers.

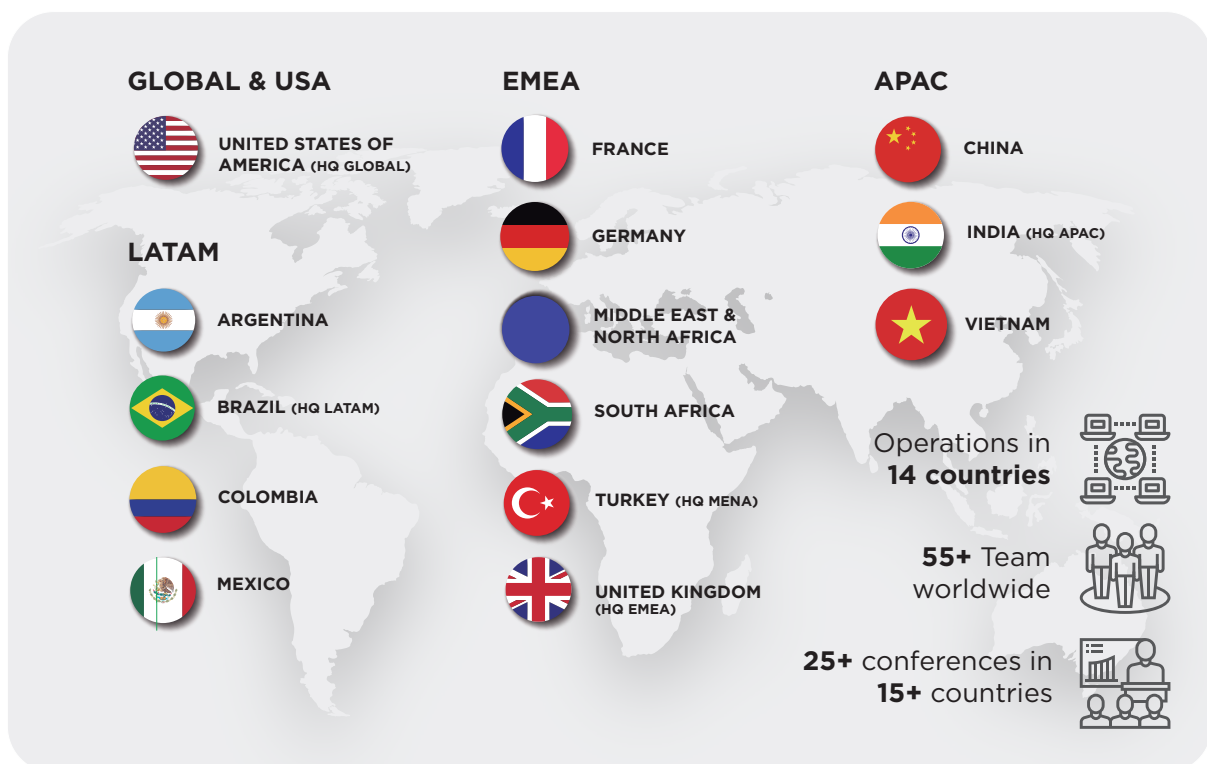
This marketing and communications insurgency we have all experienced is about to further explode with the future of 5G, AI, and other emerging technologies.

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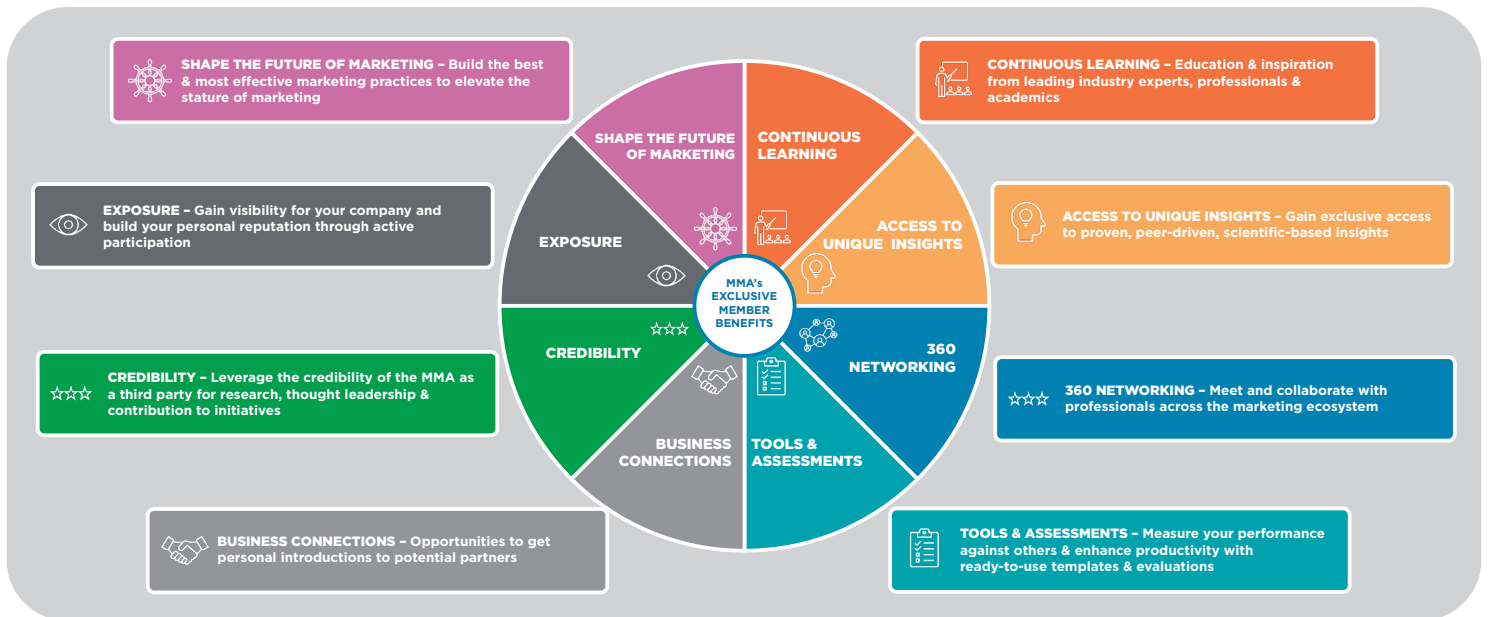
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Key MMA Think Tanks

- Marketer Organisation Think Tank (MOSTT)** - Community of CMO & academics rethinking the modern marketing org; focused on measuring marketing org to financial performance. Soon to be featured in HBR.
- Marketing Attribution Think Tank (MATT)** - Community of marketing & analytics leaders committed to measurable impact & accountability by advancing people-based approaches in media measurement.
- Data in Marketing Think Tank (DATT)** - Focused on supporting marketers in their ingesting, applying and driving success with data in marketing. Eventually, the group is to be the regulatory voice of CMOs on Data. In development.

Major Research

- First-Second Strategy (Cognition 2 study)** - Groundbreaking new Cognition Neuroscience Research project set out to understand how consumers process information. Cog 2 will look at time's effect on impact.
- Brand as Performance (BaP)** - Industry consortium to first-time-ever measure the impact of Brand, a core element of marketing success. Will likely produce a new growth framework for brands.
- SMOX (Modern Marketing Mix)** - Series of 14 studies that examine mobile's role in a multi-channel (TV to mobile) world, with empirical evidence on dynamics of the modern marketing mix.

Key Member Councils

- Location Privacy Alliance (LPA)** - Focused on development of a Hippocratic Oath for the application of location data to marketing. Second phase is developing regulatory education materials
- Mobile Fraud Tool & Council** - Member council created to better help our members stay ahead of Mobile fraud by assessing, evaluating, and combating Fraud; includes fraud assessment tool.
- Brand Safety Council (SAVE)** - Marketer-led council created to ensure safeguards for brands in all marketing environments, to protect the brand's reputation and marketing investment.
- RCS/SMS/OTT Messaging** - Member Committee focused on the roll-out of RCS across the US, and preparing an "RCS Centre of Excellence" that issues regular guidance on this new function.

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REACH vs. TARGETING

A CONTRADICTION OR A SYMBIOSIS