

MEDIA & MARKETING OUTLOOK

2021 POST-PANDEMIC
TRENDS & PREDICTIONS



NEW CONSUMER DRIVERS FOR THE POST-PANDEMIC AGE

COVID-19 and recession mean the next 18-24 months will be a difficult time in which resilience planning will be essential for businesses everywhere; The Value Shift, from WGSN, a global authority on consumer and design trends identifies the consumer sentiments that will be uppermost in a changed world and the business strategies necessary to address these.

Financial Anxiety:

The tough economic climate will drive low-impact consumerism and a desire for products with purpose and longevity.

Health Concerns:

Wellbeing was already under the spotlight but add in the fear of physical and mental safety concerns – and with self-care a rapidly growing industry –this is a critical consumer sentiment.

The Loneliness Syndrome:

Driven by the switch from physical to digital connectivity and an increasingly desynchronised society. Post-pandemic 'quarantainment' will increase, becoming a new multigenerational normal.

Quest for Truth:

Prior to the pandemic, inaccuracies & falsehoods became a battleground in an increasingly partisan and post-truth world. Keeping consumers reliably informed has never been more critical.

Safety Fears:

From social & political unrest to the global pandemic, safety and security is the great demographic and socioeconomic unifier making the sanctuary of the home more important than ever.

WGSN then advises the following five Resilience Strategies:

Add Value by creating not just own-value ranges and affordable lines, but also think multipurpose and multifunctional products – and for beauty and household essentials, go big.

Deliver Wellness for consumers who are health-conscious and looking for holistic solutions, addressing diet, beauty, fitness and home hygiene.

Gain Trust for consumers who value truth. Be clear, open and honest about your supply chains. Take corporate social responsibility seriously and show you care.

Promote Togetherness and inspire community spirit in both the real and digital world, through third-space opportunities and products that bring you closer to your customers.

Offer Comfort & Reassurance in multiple ways. Recognise the home as the primary focus for work, rest and play. Add protective layers in apparel and beauty for life outdoors.

THE IMPACT ON ECOMMERCE

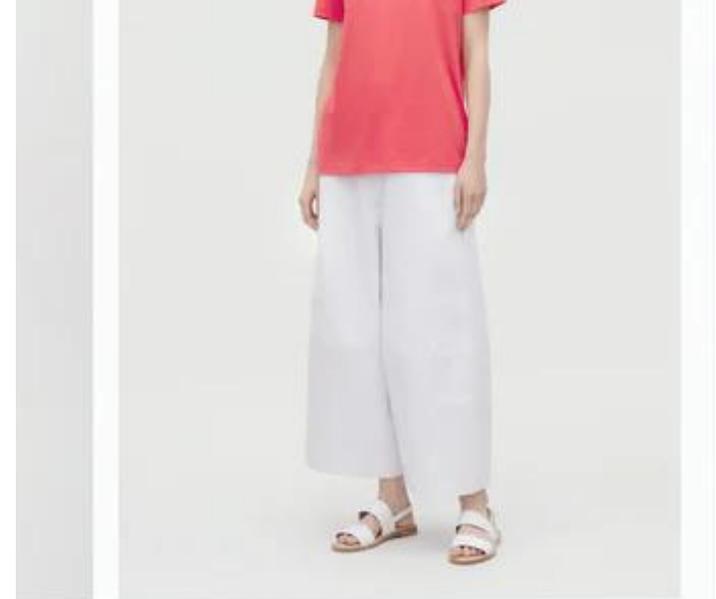
Coronavirus accelerates shift to ecommerce by 5 years

Ecommerce is projected to **grow by nearly 20% YoY** in 2020.

The top categories consumers have gravitated toward during this shift are alcohol, home improvement materials, and groceries (up 16%, 14%, and 12% respectively), with apparel seeing significant declines.

Buy online, pick up in-store (BOPIS or BOPUS) surged 259% YoY in August 2020

According to an Adobe consumer survey, 33% of consumers have received online orders later than expected and 30% prefer BOPIS or curbside pickup over delivery.



ROUND-NECK T-SHIRT
\$18 \$10



THE IMPACT ON ECOMMERCE

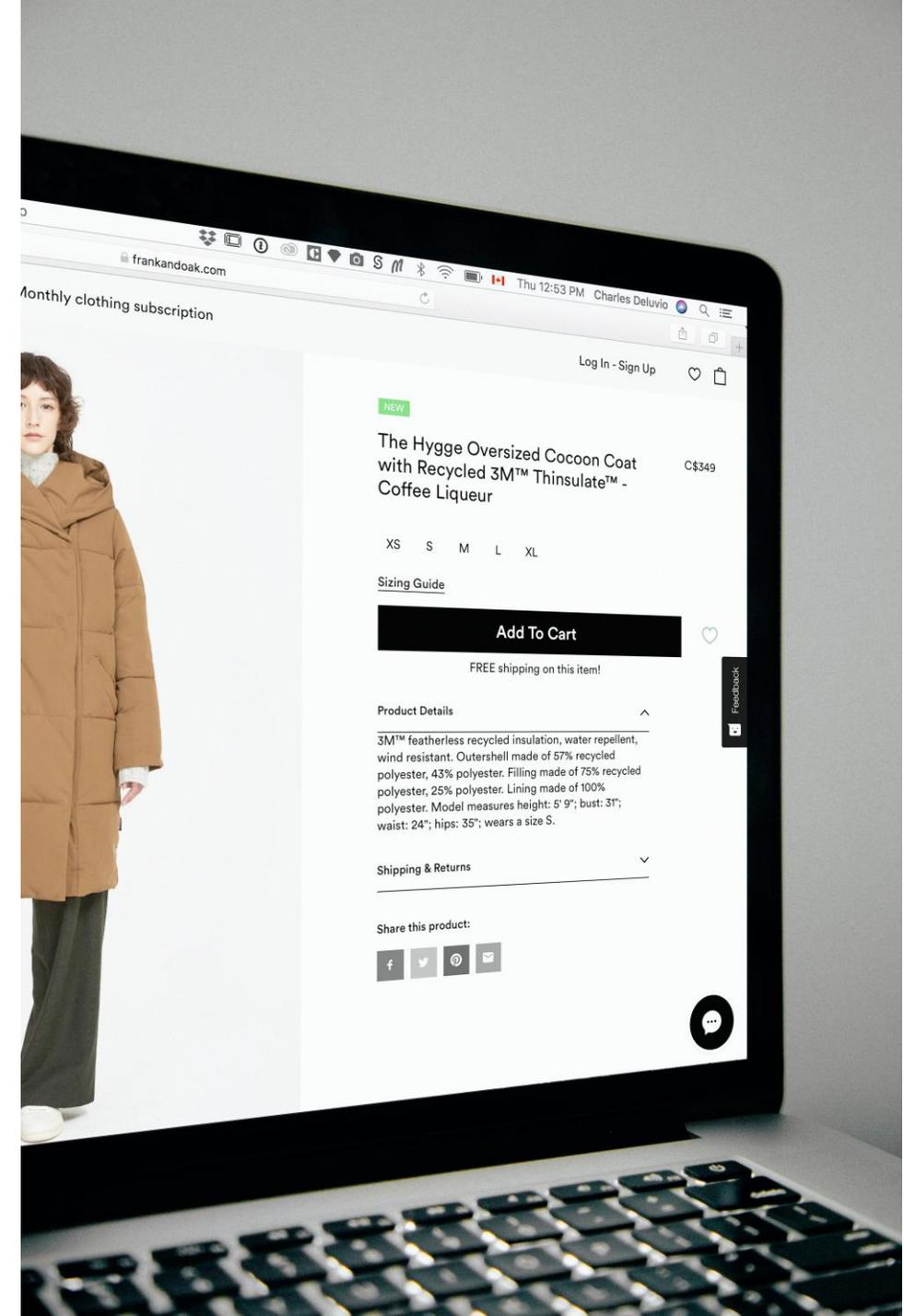
New Google research shows the pandemic has made people **more flexible about whether they buy online or offline.**

73% now describe themselves as **channel agnostic**, compared with 65% before the global health crisis.⁴

While the pandemic has accelerated digital adoption and online sales are growing, new research from Euromonitor found it's expected that **78% of purchases will still be made in stores by 2024.**

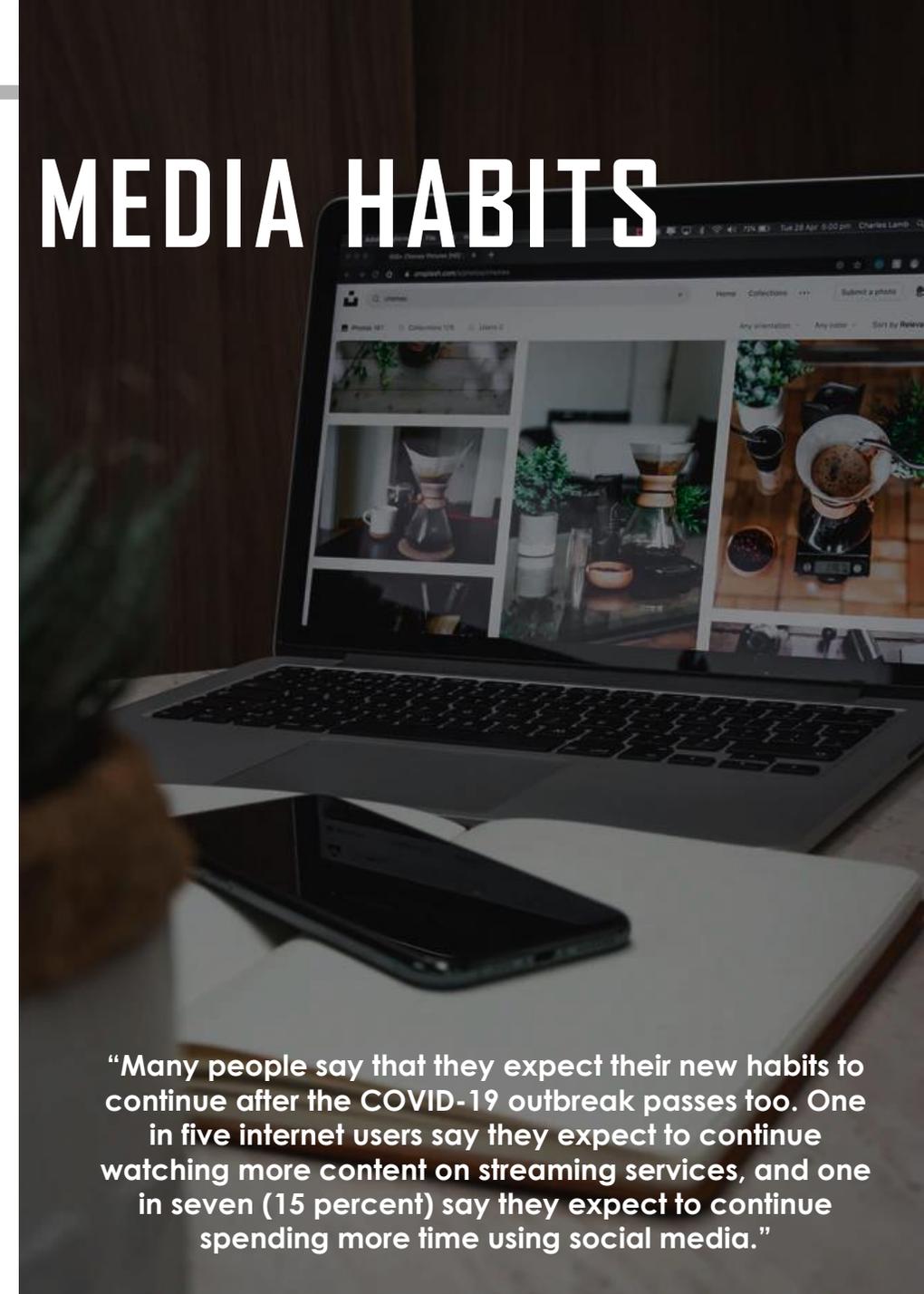
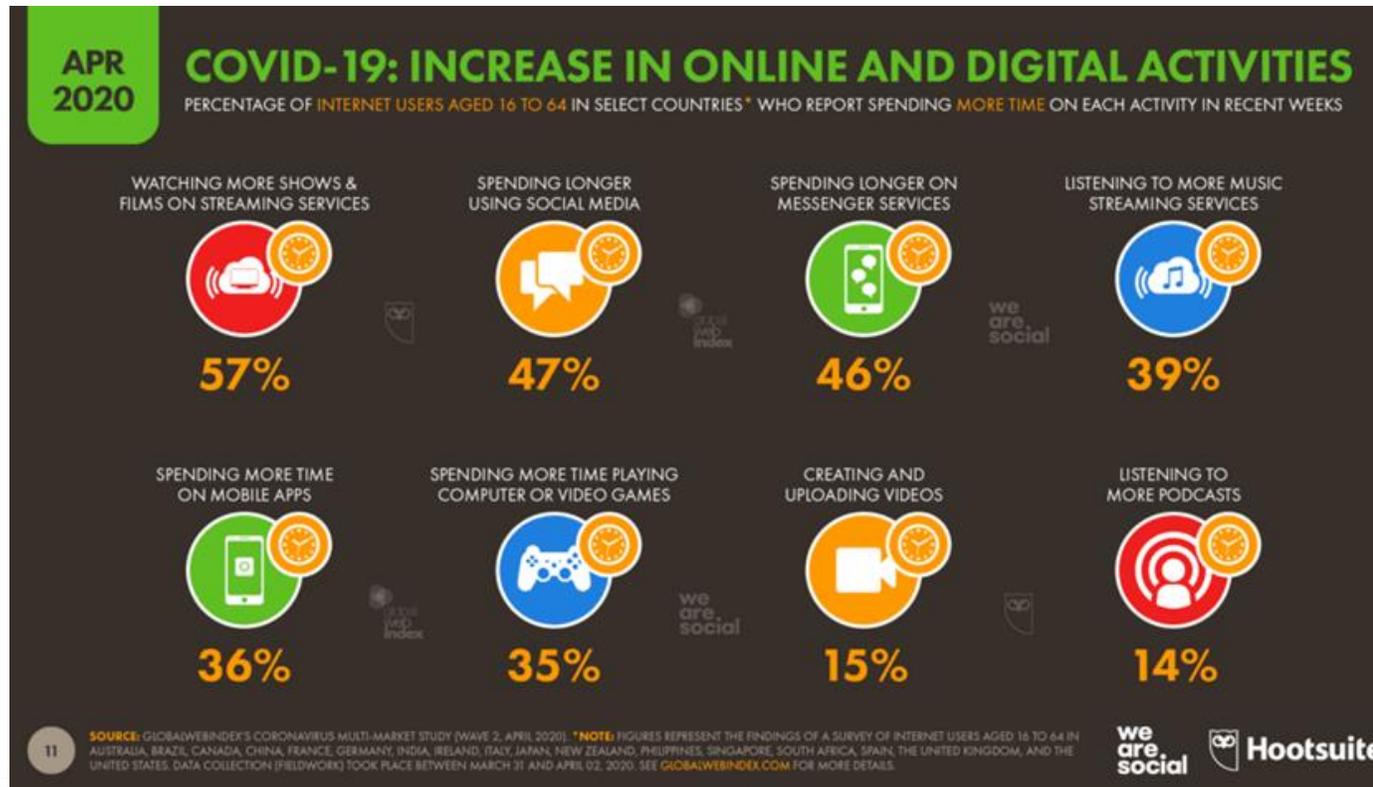
Consumer choice is influenced by increasing societal and ethical concerns that the pandemic has precipitated

Meet your customers where they are — whether online or in stores.



COVID-19 HAS CHANGED OUR MEDIA HABITS

Globally, data consistently finds that we are spending more time with streaming services, social media and messenger services. Gaming has also seen a major pandemic bump.



“Many people say that they expect their new habits to continue after the COVID-19 outbreak passes too. One in five internet users say they expect to continue watching more content on streaming services, and one in seven (15 percent) say they expect to continue spending more time using social media.”

MEDIA LANDSCAPE: RADIO

What is clear is that radio is a **trusted source** of news and free of fake news.

PRE-COVID

35.7 Million had listened to radio in the past 7 days.

- Claimed consumption of 75%
- 86% listened via radio
- 65% via car/taxi/bus
- 35% via cellphone

According to the Kantar Barometer (a survey conducted just before South Africa's lockdown), there was a **30% claimed increase in radio listening** over the previous month

60% of all radio listening in South Africa is to African Language stations.

Ukhozi FM alone boasts over seven million weekly listeners.

COVID CONSUMPTION

36% were listening to more radio during the national lockdown. Not unexpectedly, **32% report listening to radio less in their cars** etc.

Significant **increases in call-ins, more WhatsApp engagement, a huge increase in activity on presenters' social media channels** to the extent that listeners want to carry on the conversation for longer on social. People **listening for longer.** People **listening to radio via digital devices.**

- The Kantar Barometer (source: NAB 'Why Radio Now') reported that 35% of South Africans are listening to radio more while locked down
- 48% of listeners to Primedia stations (947, 702, KFM and CapeTalk) say they changed the time of day that they listen to radio. Noticeable skew toward more lunchtime listening
- Fine Music Radio (Cape Town) reports a 39% increase in online listening since lockdown began
- **Regional radio went national;** 64% of all Gagasi FM app livestreams in March (47 000) were from Gauteng

Digital listening was up significantly

POST-COVID PREDICTIONS

Listening figures have gone through the roof and are **unlikely to taper off as long as WFH continues.** Across the board, all markets are **seeing a recovery in listenership.**

The consumer's mindset is **open to trying new brands.** Brands that get it right can benefit from the trust factor in radio.

Messaging during 'opening up' is going to have to navigate a tricky path between **maintaining solidarity with consumers while acknowledging that life needs to get going again.** The key will be to **understand what people need** in their lives.

Internet Radio, is forecast to grow at over 17.7% and reach a market size of US \$6.3 Billion by the end of the analysis period.

MEDIA LANDSCAPE: SCREEN

'Pandemic drives 24% rise in TV consumption'

Continued high Connected TV usage is a testament to consumers' attraction to the variety of options available and the connectivity they have to it

PRE-COVID

Of the myriad ways viewers consume TV-originated content, Nielsen found that **live TV continues to be the largest contributor to time spent.**

SABC1 has the largest broadcast footprint followed by SABC2 and then SABC3.

- Claimed TV consumption of 91%
- **South Africans spend an average of 3 hours** watching TV per day
- 38.7 million South Africans had watched TV in the past 7 days
- **92% having watched 'yesterday'**

COVID CONSUMPTION

TV ratings in South Africa up 28% in week after National Disaster declared. **Time spent viewing during lock down almost doubled.** Yet ad spend declined by 27% between April and March.

MultiChoice alone reported a 38% subscription growth during South Africa's lockdown with a massive **increase of up to 100% in certain daytime slots** and a huge swell in primetime audiences for broadcasters across the board.

Between February 1st 2020 and April 30th 2020, **total linear TV (traditional, scheduled TV) consumption increased by 24%**, with an 18% increase in average linear consumption between Monday and Friday

A sizable increase in streaming video usage in second quarter 2020. **Streaming video accounted for 25% of total television viewing minutes**, up from 19% from fourth quarter 2019.

OTT streaming subscriptions grew by 400% from March – May 2020 when compared with the previous 12 months.

The **average audience for Zulu language TV news** on SABC, the week after the national disaster was declared, **increased 40% and Xhosa News audiences rose by 60%**

POST-COVID PREDICTIONS

eMarketer has recently **revised their 2020 forecast for daily time spent** with TV to 229 minutes, a **9.3% increase over 2019.**

An increase in TV sports viewing is inevitable as live sports return.

Nielsen data suggests that TV watching & streaming consumption seen during lockdown may represent **the new normal.**

Because of the wealth of content **Connected TV offers, usage grew** during the pandemic while traditional TV usage in early May still hadn't grown much over 2019 levels.

By 2024, the number of those who **'cut the cord' on traditional pay TV will grow even further**, reaching 46.6 million total, or more than a third of all U.S. households that no longer have pay TV.

MEDIA LANDSCAPE: PRINT

“the pandemic has accelerated the pre-existing and long-term structural decline in print media” – M24 CEO

PRE-COVID

Traditional media channels like newspapers (-5.9%) and magazines (-5.6%) were already declining year-on-year, pre-pandemic; with this trend exacerbated by the coronavirus.

NEWSPAPERS

Only 17% cited having read newspapers 'yesterday'

15.3 million have read newspapers in the past 7 days

89% made use of paper/printed copies

16% consumption was via cellphone

MAGAZINES

Only 6% cited having read magazines 'yesterday'

7.1 million have read magazines in the past 7 days

78% made use of printed copies

15% consumption via cellphone

COVID CONSUMPTION

6% said they were reading more magazines than previously

Print **ad spend declined by 60% in April vs. March**; this medium has been declining for years. This **resulted in closure of Associated Media Publishing**, which published Cosmopolitan, House & Leisure, Good Housekeeping and Woman on Wheels.

Similar impacts were seen on **Habitat Media and Caxton** which closed down its magazine publishing division.

In a very **competitive landscape** that includes major international brands, News24 and Netwerk24 are **digital news destinations** of choice for South Africans.

News24 averaged 1.6 million daily unique users for the year to date, **63% growth on the 2019 average**. By the end of June, Netwerk24 had almost 67 000 subscribers, up 36.5% on June 2019.

POST-COVID PREDICTIONS

Even with a return to pre-Covid-19 economic levels, **the impact of the pandemic on print media operations will be unrecoverable.**

Media24 is reshaping to further **accelerate its transition to an increasingly digital world.**

Many publishers have **experimented with efforts such as dropping their paywall** (with the hope of converting some fly-by's into subscribers) and **launching new products** like (but not exclusively) coronavirus **podcasts, alerts, and newsletters.**

Newsletters are the most common product observed, with some **55% saying they have launched them**, followed by infographics (49%), and videos and live blogs (30%)

MEDIA LANDSCAPE: OUT OF HOME

This crisis will in fact bring that much-awaited data driven technological shift in the OOH advertising ecosystem, making it even more powerful as a medium and more effective for marketers in the long run.

PRE-COVID

According to Outdoor Auditors, there are currently over 200 OOH media owners in South Africa operating approximately **13 500 billboards**.

Of these **282 are digital**, accounting for just over **2% of the site universe**

Digital billboards **growing globally at 11.1% in 2019** nearly triple the growth rate of static or traditional OOH media.

Digital Roadside Billboards have increased from 174 sites in February 2018 to 282 in February 2020, reflecting growth of 62% over the two-year period

Growth has largely been driven by Alive Advertising, Primedia, Outdoor Network, Tractor Outdoor, Insight, Relativ Media and Epic Outdoor.

COVID CONSUMPTION

With social distancing and self-quarantine being the new normal, impacting traffic and mobility, one of **the most affected industries is OOH advertising**

During Level 4 we saw local/suburban OOH and some **commuter advertising increasingly become more relevant** as more commuters transit to and from work and take advantage of the then 5km radius 6am-9am window.

Ad spending has fallen off sharply since March, with an expected **13% decline** versus the prior year.

Over the last 18-24 months, the number of **digital displays increased at a rapid pace** in controlled environments such as airports, business hubs, railways, malls

Mobile location data has also become a point of consideration during the pandemic. Location data began trending at the beginning of the pandemic to monitor compliance with social distancing, but advertisers quickly learned that knowing how and when people were leaving their homes could inform advertising strategies.

POST-COVID PREDICTIONS

With **DOOH (digital OOH) predicted to be the key growth driver** for OOH advertising, the industry was already in the mid of digital transformation before the pandemic hit us. This shift is forcing OOH advertisers to **re-evaluate what they have to offer** and how to **embrace digital** in new and varying ways

Further, **10% of the 220,000 digital out-of-home screens in the U.S. use programmatic transactions**, allowing for even faster results.

This is a great opportunity for the industry to regroup and move possibly two years ahead and in the right direction by **adapting an 'audience-first' approach** by providing cost effective **impression-based solutions** to marketers **complimenting digital advertising parameters** with actionable audience insights.

Detailed analysis of mobile data that determine brand affinity, interests, preferences, income size, gender, commute patterns, dwell time in the online and offline world can help identify locations for OOH placement and mobile device IDs can be used to retarget the consumer

MEDIA LANDSCAPE: DIGITAL

To a large degree, the internet experience for South Africans is exclusively mobile.

PRE-COVID

More established global digital channels, such as Smart TV's, Smart Watches and Gaming Consoles **continue to have low penetration** in the South African market.

- 36.54 million active internet users
- South Africans spend an average of **9 hours and 22 minutes on the internet per day** via any device
- **103.5 million mobile connections** in South Africa in January 2020.
- **71% of total web pages served to mobile phones**
- 22.00 million social media users in South Africa in January 2020.
- South Africans spend an average of **3 hours and 10 minutes using social media**

COVID CONSUMPTION

Perhaps the biggest upside of this dark period for the industry has been the **massive surge in traffic to credible online news sources**.

Traffic to news websites **increased by 72% in March**, while these sites saw a **44% growth in unique browsers**.

Many news websites saw double-digit growth in their audience numbers, with News24, Business Insider, The Citizen, Fin24, SABC and EWN **growing their traffic by more than 50% in March**.

57% of people above 35 indicated that the coronavirus has helped them to embrace technology.

Social media became an essential source for business promotions; with **82% seeking special offers on grocery products – 30% of which was via social media**.

POST-COVID PREDICTIONS

The **curve in subscription growth is starting to flatten** for some but still remains higher than before coronavirus.

The next challenge will be **pivoting from subscriber acquisition to subscriber retention**; the most popular subscriptions will save time and enhance customer accessibility.

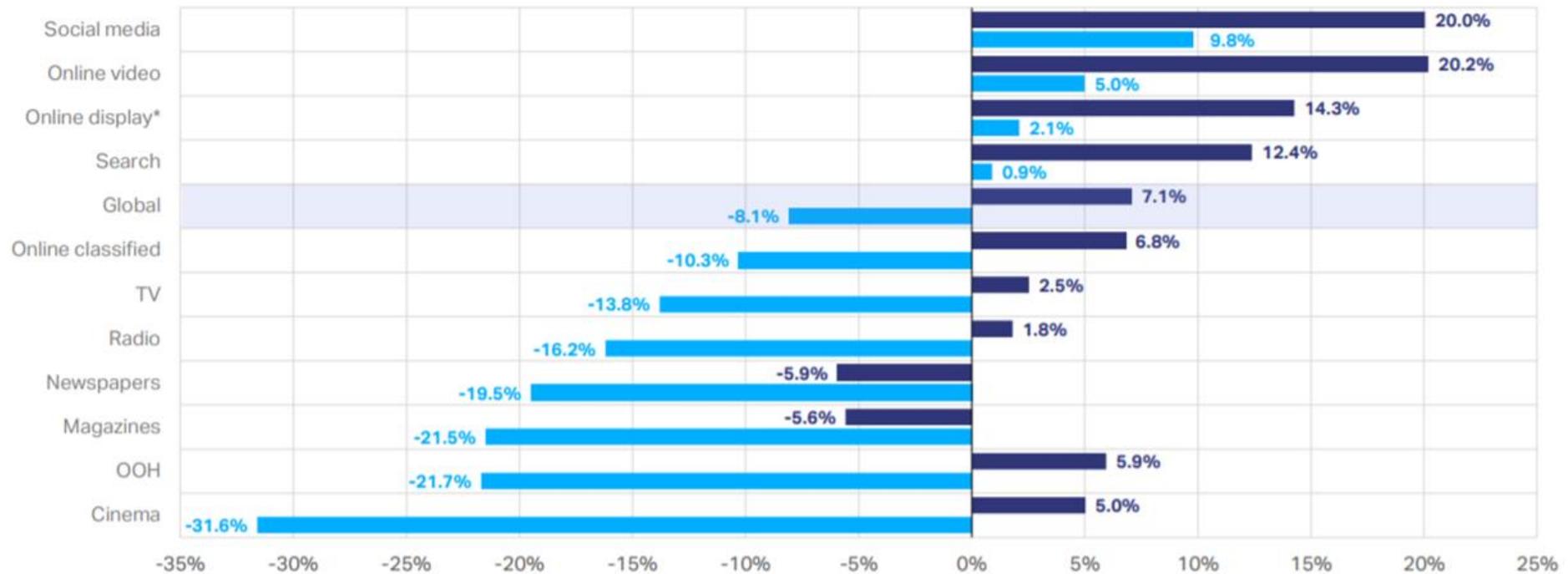
Key predictions in the media space include;

- Video content will be king
- Brand authenticity and human-centric content will be critical
- Social consciousness will continue to rise

THE IMPACT ON ADVERTISING INVESTMENT

Global, Year-on-year % change, US dollars, 2020

■ Pre-outbreak ■ Post-outbreak



Note: Data are net of discounts, include agency commission and exclude production costs. Online display includes social media and online video.

SOURCE: WARC Data, Adspend Database, International Ad Forecast

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THE IMPACT ON ADVERTISING INVESTMENT



Takeaways

1. Advertising investment is set to fall 8.1% – \$49.6bn – worldwide this year. This compares to a pre-outbreak forecast of +7.1%, equating to an absolute downgrade of \$96.4bn.

2. This year's downturn will be softer than in 2009, when the ad market fell by 12.7% (\$60.5bn). This is for a number of reasons, including the US presidential elections this year, stronger-than-expected first quarter results, and a more established online sector – particularly within e-commerce.

3. Almost all product sectors will record a decline in ad investment this year. The most severe falls will be recorded among travel & tourism (-31.2%), leisure & entertainment (-28.7%), financial services (-18.2%), retail (-15.2%) and automotive (-11.4%).

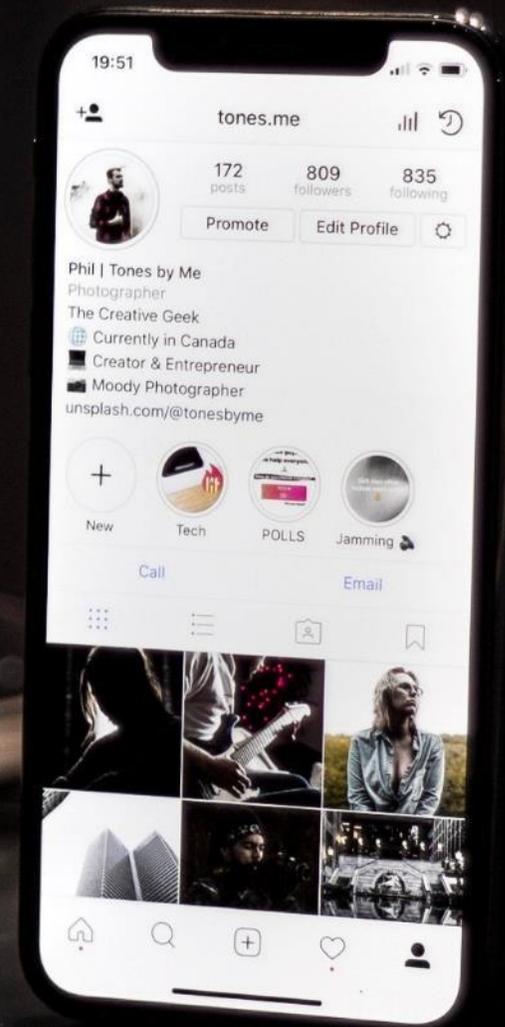
4. Traditional media will fare far worse than online. Investment is set to fall by 16.3% – \$51.4bn – this year, with declines recorded across cinema (-31.6%), OOH (-21.7%), print (-20.1%), radio (-16.2%) and TV (-13.8%).

5. Internet advertising is set to record mild growth this year (+0.6%) at a global level, though a number of key markets will witness a fall. Social media (+9.8%), online video (+5.0%) and search (+0.9%) are all still expected to grow, though online classified – particularly recruitment – is set to fall (-10.3%).

6. A recovery is forecast for 2021, at +4.9%. This will still leave the value of global ad trade \$21.9bn lower than its 2019 peak. Ad investment would need to rise 3.7% in 2022 to complete the recovery fully.

Overall; the entire media industry will face significant challenges to clear the hurdles that COVID-19 has added to the daily race of business.

Some global studies go as far as to suggest that the industry will shrink by 20% in comparison to last year.



2021 TRENDS

What is driving the changed consumer to engage with brands?



MARKETING ACTIVITIES TO FOCUS ON

A beautiful brand video that tells the story of your ideal customers

Make sure the video makes your ideal customers look super awesome. Make it about them, not you. Make a 3-minute version and a 1-minute version.

Focus on Youtube, Facebook, and LinkedIn to get the video out AT LEAST to remarket to people that were on your site in the past month.

Ongoing content marketing videos that let your subject matter experts entertain and educate

Find out where your ideal customers are and try to master the format there.

Experiment with entertaining content as well – not just educational.

Systems around putting out video regularly, cutting it up, subtitling it, social listening and turning into blogs

The actual format of your videos matter. Use subtitles under your video, and maybe a spicy title on top – square videos often get more eyeballs because they take up more screen real estate.

Video is a powerful first piece of content, that can be then turned into podcasts, smaller videos for social, blog posts, infographics, and quotes for social. Make a goal never to create a piece of content that's only O.N.E. piece of content – try to make every 'pillar' piece of content – at least a total of 3 pieces of content.

All kinds of targeting, experimentation, and promotion effort around your best content. Upgrading your content – download, and paid ads for 'content upgrades'

Two types of Content Upgrade:

Refreshing & repurposing your best content – Google loves mature, upgraded content

Fine creative ways to offer content upgrades aka bigger formats – downloadable PDF for examples

Paid search ads – paid pre-roll video on YouTube, heavy remarketing on Facebook

paid search is still one of the top highest 'perceived R.O.I.' for marketers' marketing spends.

WHY YOU SHOULD BE LOOKING FOR WHITE SPACE

The most important question in marketing is “Who is it for?” – once you answer that, it should make your prioritization a lot easier. Define three ideal customers and figure out where they are REALLY spending their time online.

Once you get “Who is it for?” down to a T – you’ll want to find where the WHITE SPACE is within that market. Meaning – you’ll want to figure out where your COMPETITORS AREN’T.

White space is where unmet and unarticulated needs are uncovered to create innovation opportunities. It is where products and services don’t exist based on the present understanding of values, definition of business or even existing competencies.

Often it's a place that's hard to reach – but it's definitely worth looking. Are the eyeballs on HGTV, but your competitors don't want to understand T.V. advertising? Are they on Facebook – but your competitor doesn't understand digital? Are they at micro-niched conventions or events?

White space identification + “Who is it for?” will significantly help you prioritize your marketing efforts.



“Advertising is most successful when there is marketing inefficiency” – Noah Kagan.

WHY YOU SHOULD BE LOOKING FOR WHITE SPACE

Innovate upon what you offer customers.

Consider identifying where, in your products, you can spot white space. Ask yourself where customer needs are and aren't being met.

Target a different audience segment.

Consider targeting a different part of your audience. For instance, if you're hyper-focused on providing value for your content marketing audience segment, consider the white space you might have for SEO audiences.

Ask customers how they use your products.

Research how customers fit your offerings into their day-to-day. You might find white space you didn't know existed.

Find where your company is different.

White space can be used to solidify your company's branding strategy. Maybe you're struggling to identify where your product fits in the market. If you find a space for innovation, you can use that to strengthen how your company is seen by others.



MAPPING WHITE SPACE OPPORTUNITIES

The externally-focused perspective

Mapping the market, products, or services in your markets and determining whether these are served, under-served or un-served.

The goal is to find gaps in existing markets, products, or service lines that represent opportunities for your business.

Some of these gaps may be opportunities with little or no competition, some may identify non-consumers, and others may uncover an entirely new market space that has the potential to transform your industry.

The internally-focused perspective

An inward looking tool used to map your company's abilities and address new opportunities or threats from current competitors.

This process is used to determine how efficiently and effectively you can react to opportunities and threats from process, systems and structural perspectives.

In this scenario, white space mapping becomes an instrument to identify barriers to your company that can inhibit it from pursuing new products, new markets, or to counter a competitive response to your moves.

The future-focused perspective

Emphasis on **applied strategic foresights**.

Usually there is a time horizon no less than 5 years and involving input from strategic foresight exercises.

A range of strategic options generated from the same sense of white space and possibility that an externally focused mapping exercise generates.

Some of these options might be somewhat difficult for some analytical and "objective" people to appreciate, or even recognize. They are liberated from core assumptions and that makes them threatening.

PERSONALIZATION AT SCALE

Personalization is a big deal in marketing and advertising.

It means brands are able to target their audience on a more personal level and create a better connection.

Although personalization is not a new technique, **recent technology advances have meant smarter applications and greater opportunities** in which to apply it.

61%

of people expect brands to tailor experiences based on their preferences.

SOURCE: GOOGLE

34% of consumers would be motivated to promote their favourite brand online with content that's relevant to their interests.

SOURCE: GLOBALWEBINDEX



PERSONALIZATION AT SCALE

Personalization is an approach to customer engagement—almost a philosophy—that focuses on delivering tailored, meaningful, and relevant customer communication

In today's marketplace, it's not enough to send each customer an e-mail that addresses her by name and offers a discount based on a past purchase. You have to design and deliver tailored messages to thousands of customers in multiple interactions.

That's where technology comes in. It makes it possible for companies to truly interact on a personal basis with all their customers.

That's why it's important to always think and talk in terms not just of personalization, but personalization at scale.

A more advanced personalization strategy is good for business

A Forrester Research Study states, advanced **personalization increases average order values 1.9x, customer retention 1.7x, and customer lifetime value 1.6x.**

And a Harvard Business Review Article states that advanced **personalization strategies “can deliver five to eight times the ROI on marketing spend and can lift sales by 10% or more.”**

THE RIGHT APPROACH TO MAKING IT WORK

Understanding the importance of data and analytics is the key value generator for all personalization attempts

Many marketers believe the first priority is to fully understand the quality of their data, build capabilities in analytics, or find the right tools.

But most of them can start making personalization work quickly with what they already have

ADVANCED PERSONALIZATION GOES BEYOND MARKETING

To be successful, advanced personalization at scale is not limited to marketing, but should include, customer service, sales, and any other function that interacts with the customer. In other words, it demands an integrated approach across all customer touch points in the organization

HOW STIMOROL CHEWING GUM PERSONALISED AT SCALE IN THREE INGENUOUS STEPS

Laying the groundwork meant homework

Mondelez's media planning agency Carat provided the work that underpinned the campaign, arriving at a brilliantly simple insight: in key moments where social confidence is needed. By digging into Google and YouTube data showed high volumes of search queries for advice and answers around these key moments.

Carat then worked with Google to understand the scale of five key social confidence moments in terms of search query volume, while insights from YouTube helped illustrate what people were watching and learning about in relation to each, shaping Stimorol's audience targeting and creative approaches for the campaign.

Denmark



Danes were far more likely to ask questions around how to flirt over written mediums, like text messages.

Belgium



Belgians were the most likely to want to learn how to kiss, and want to know how to make girls laugh.

Switzerland



The Swiss also wanted to know how to make girls laugh, and were the only ones asking how to profess their love to girls.

Netherlands



Dutch men were most romantic while women in contrast were looking for ways of how to drive men crazy and make them jealous.

Custom-made creative that worked

The creative a simple philosophy was adopted: it should be informed by insights gathered from the platform where the content will live.

YouTube and Google search intent signals were harnessed to shape two streams of humorous, relatable content to build what marketing theorist Byron Sharp calls 'memory structures' - new ways to be remembered and feel relevant - for the chewing gum brand

YouTube 06 second bumper ads were divided into three broad categories of Dating, Workplace and Social Media which became snappy, customised 'tips' for each social confidence situation - for example, giving pointers on kissing, public speaking and job interviews.

HOW STIMOROL CHEWING GUM PERSONALISED AT SCALE IN THREE INGENUOUS STEPS

Targeting that went beyond stereotypes

Reaching Stimorol's core 18-34 audience at the right moment was a huge challenge, says Alex Jacques, Client Director, Carat: "Identifying the best moments to target the core Stimorol audience was our key challenge.

We mined YouTube data to gain a better understanding of our audience's behaviour, and this analysis allowed us to develop relevant targeting and messaging strategies that we knew were closely aligned with their behaviour and would resonate strongly with them"

Not only can the intent signals from Google be used to inform brand creative, they also drive two sophisticated but easy to use targeting tools, which allow brands to go beyond traditional demographic targeting to more relevant audiences. Using Google Affinity Audiences allowed Stimorol to reach people most likely to be searching for advice around the social confidence moments they wished to target - for example, when it came to their 'kissing' moment, they targeted audiences interested in "Dating services" or people looking for "how to kiss" content on the web. Custom Affinity audiences took this one step further to reach exactly the right audience at scale. Finding consumers in the dating moment used custom interests based on searches around "dating sites", "first date" and "what to do on a first date".

"Affinity profiling was used to further refine targeting on the platform, which then allowed us to deliver contextually relevant messaging against our desired audiences. Specifically, we implemented several specific sets of Topics & Affinities as well as Custom Audiences on the platform"

SOCIAL CHANGE: THE IMPORTANCE OF STORYTELLING

The Narrative Animal

Story has been central to the human experience for as long as we have been human

There is growing consensus in the scientific community that the **neurological roots of both storytelling and our enjoyment of stories** is tied to our social cognition and **the way individuals connect to form groups**

Humans are the narrative animal **constructing our social reality through our ability to create, interpret, and contest the stories around us.**

We remember our lived experiences by converting them to stories and **integrating them into our personal and collective web of narrative.**

We think, dream, imagine, and believe through the filter of narrative.



More ideas

Do one thing at a time

The brain is a sequential processor, unable to pay attention to two things at the same time. Businesses and schools praise multitasking, but research clearly shows that it reduces productivity and increases mistakes. Try creating an interruption-free zone during the day—turn off your email, phone, and social-media sites—and see whether you get more done. If you have trouble untangling yourself, download software that blocks your access to certain websites for a certain amount of time that you specify.

Divide presentations into 10-minute segments

Remember my students who said they got bored in 10-minute lectures into a mediocre lecture? The 10-minute rule, which research shows people can pay attention to. Here's the method I developed for giving a lecture, for which I was named the Hoechst Career Counselor Teacher of the Year (awarded at one of the largest annual meetings in psychiatry).

I decided that every lecture I'd ever give would be organized in segments, and that each segment would last only 10 minutes. Each segment would cover a single core concept—always general, and always explainable in one minute. The brain likes saying meaning before detail, and the brain likes hierarchy. Starting with general concepts naturally leads to explaining information in hierarchical fashion. Give the general idea first, before diving into details, and you will see a 40 percent improvement in understanding.

Each class was 50 minutes, so I could easily burn through five large concepts in a single period. I would use the other nine minutes

in the segment to provide a detailed description of that single general concept. The trick was to ensure that each detail could be easily traced back to the general concept with minimal intellectual effort. I would regularly pause to explicitly explain the link. This is like driving the general concept to the beginning of the class, I sprinkled liberal repetitions of "here we are" throughout the hour.

This prevents the audience from trying to multitask. If the instructor provides a detailed description of the presentation, the audience is able to follow the instructor's explanation of what the instructor is saying, instead of trying to drive while talking on the phone. It is impossible to pay attention to ANY two things at the same time. The brain causes a series of millisecond delays that prevent the audience from following the presentation. After 10 minutes had elapsed, I had to stop the lecture. Why did I construct my lectures that way? I knew that I only had only about 600 seconds to give my lecture to be heard—the next hour would be useless. And I knew that I needed to do something after the 601st second to "buy" another 10 minutes.

Hook the audience

After the first 10 minutes, the audience's attention is getting ready to plummet to near zero. If something isn't done quickly, the students will end up in successively losing bouts of an effort to stay with me. What do they need? Not more information of the same type. Not an irrelevant cue that breaks them from their train of thought, making the information stream seem disjointed, unorganized, and patronizing. They need something so compelling that they break through the 10-minute barrier—something

Brand Storytelling is "Using a narrative to connect your brand to customers, with a focus on linking what you stand for to the values you share with your customers."

SOURCE: KAITLIN LOYAL, BRAND STORYTELLING

SOCIAL CHANGE: THE IMPORTANCE OF STORYTELLING

Movement as Narrative

Social change efforts happen in many different arenas, but regardless of the type of initiative, there is a shared arena of struggle that unites them all: **the fight for public understanding.**

This often invisible arena of struggle encompasses the **intangible realm of stories, ideas, and assumptions that frame and define the situations**, relationships, or institutions we are working to change.

We must develop strategies to reframe the debate and then commit to the time and resources needed to change the story and win public support for social change efforts.

Shared narrative is a defining feature of a social movement—**connecting people across space and time in a shared sense of identity and purpose.**

Narrative: a coherent system of stories

The Story-based Strategy Approach

Story-based strategy links social movement building with an analysis of narrative power that places storytelling at the center of social change. It means, first and foremost, looking at social change strategy through the lens of narrative.

Story-based strategy provides a **process to understand the current narrative around an issue** and identify opportunities to change it through strategic intervention. The approach **goes beyond traditional messaging** and pushes us to analyze **the role of narrative in maintaining the entrenched relationships** of power and privilege that define the status quo.

Particularly now in the era of networked society where social media connectivity is facilitating a new generation of open source campaigning and leaderful movements, **understanding narrative is a critical orientation for all change-makers.**

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In a sea of sameness, be unforgettable

It's not enough to have a quality product or service, you need to know how to talk about it in a way that differentiates you from the crowd.

Instead of throwing facts, statistics, and testimonials at your audience, focus on making your brand thoughtful, memorable, and real. Wrap your message into a story that transports people, simplifies information, and provokes an emotional response

Storytelling will not only increase your brand favorability in your audience's eyes, it can also be up to 22 times more memorable than facts.

More than customers, build a tribe

For a brand to take off, it needs to become so much more than your product and service -- and that's where storytelling comes in. Think about what emotions, values, and ideas you can offer your audience.

Use your story to create a deep emotional connection: start conversations, ask for engagement (no strings attached), involve your audience in what you do as a business. Turn your brand into an experience they can consume -- that's what will turn customers who pay for your product/services because they need to fix a problem into a rabid tribe that will support your success, follow along, be loyal, and comes back for more.

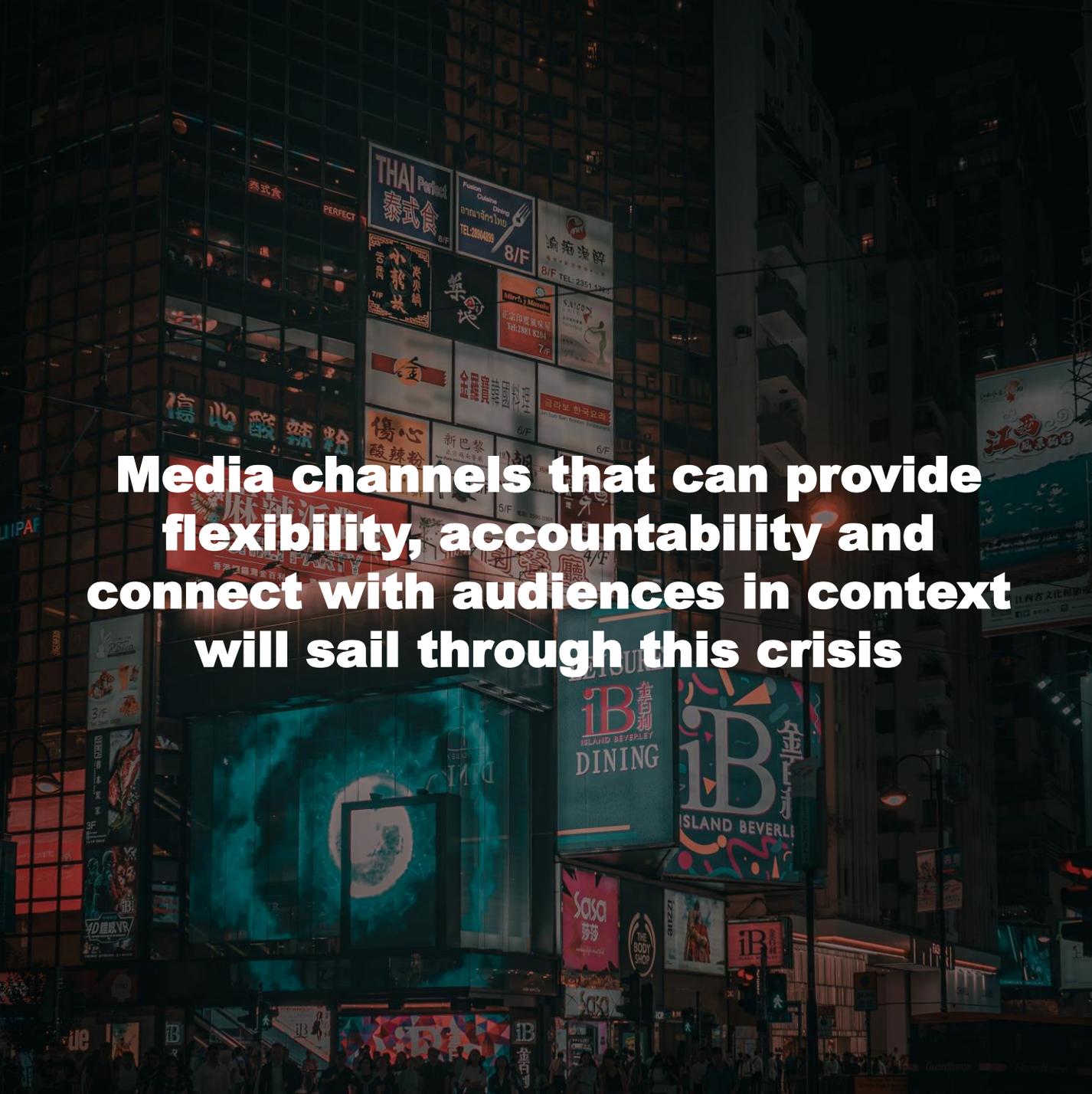
Be profitable and human

Consumers are **increasingly demanding for companies to prove how their efforts are making an impact, supporting a cause**, and achieving results beyond just profit. It's no coincidence that the top 10 most empathetic companies in the Global Empathy Index are amongst the most profitable and fastest growing in the world.

We are genetically wired to love and respond to stories, and a memorable brand story is exactly what people need to feel connected to your business.

KEY TAKEOUTS





Media channels that can provide flexibility, accountability and connect with audiences in context will sail through this crisis

MEDIA

Radio established itself as a trusted source of information and a ‘companion’ of sorts; listenership continues to climb as lockdown patterns ease

Connected TV and cutting the cord on traditional paid TV will continue as a trend, and despite potential fatigue – many still prefer to remain at home whilst weathering the pandemic

OOH medium is set to pivot and innovate and will become increasingly relevant as movement increases

Digital will continue to be a key medium - will be driven by customer narrative, and needs to be relevant as well as authentic

MARKETING

Using customer data to identify unique moments of engagement, and opportunities in the path to purchase to offer personalisation at scale

White space analysis, supported by data, to determine marketing positioning and customer USP

Social change advocacy – harnessing the power of storytelling to connect with customer values

PASSION LED US HERE

THANK YOU

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