REALIGNING TO TRUE NORTH

Driving ROI with Audience-Centric Marketing

THE 6AM AGENCY

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June 2022

Photo by Tim Graf on Unsplash

The Age of the Health Economy

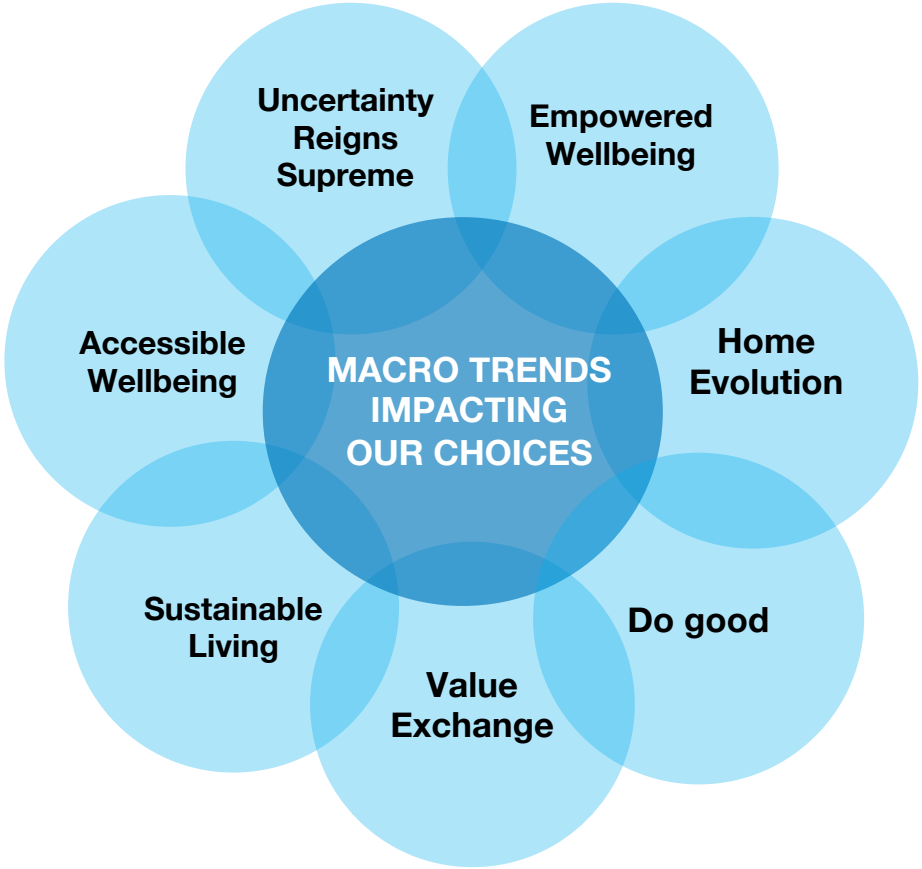
We feel inside ourselves that things will not be the same again.

Uncertainty & Grief

EXIT

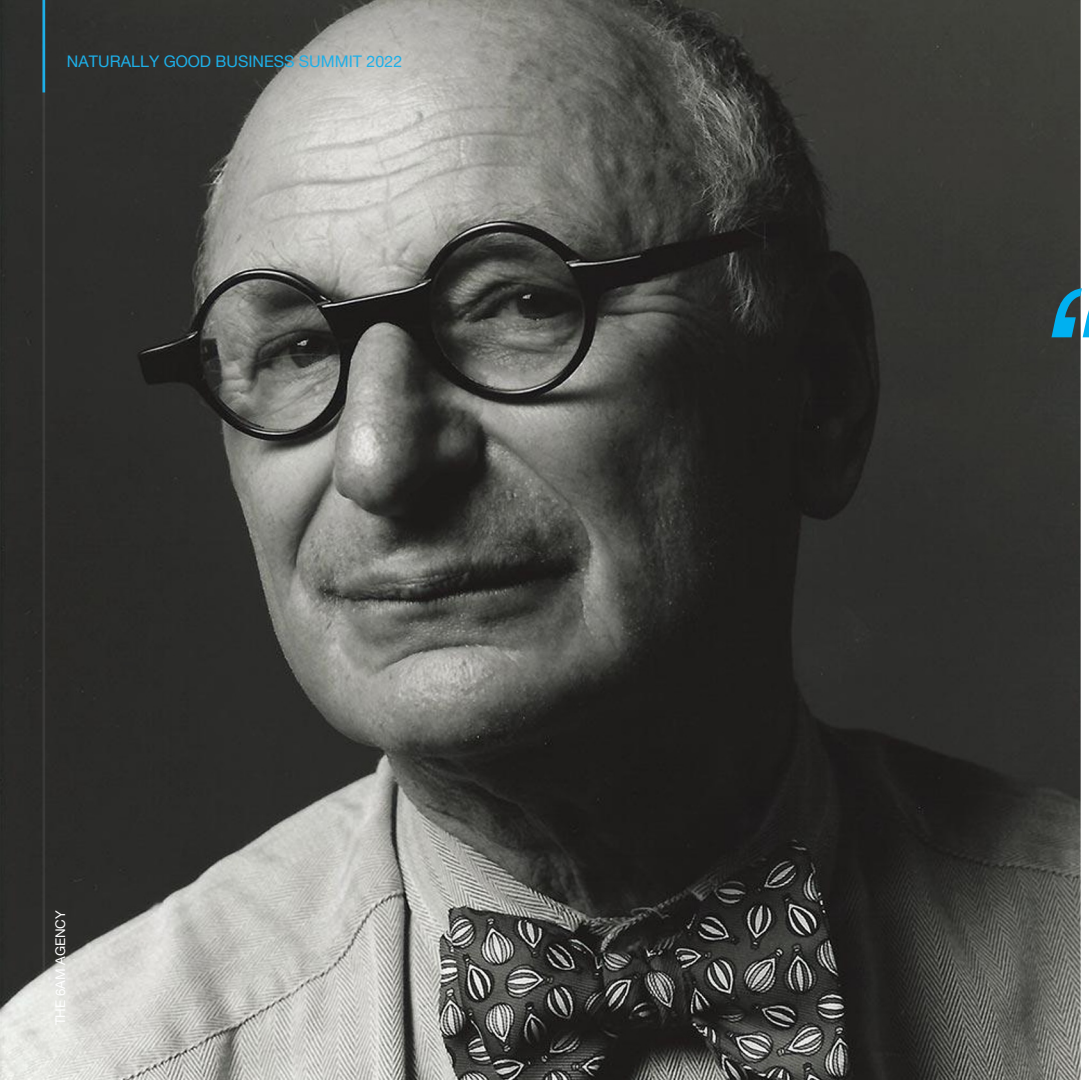
Contextual shifts

Examining wider socio-cultural trends impacting health and nutritional product categories.



Reference: National Products Insider

The Trust Deficit



"Overall, because branding is about creating and sustaining trust it means delivering on promises. The best and most successful brands are completely coherent. Every aspect of what they do and what they are, reinforces everything else."

Wally Olins, Father of Modern Brand Identity

Conditions for Trust

=TRUSTWORTHINESS

Realigning to True North. How?

Photo by Aron Visuals on Unsplash

From B2C to B2H.

Impact for brands.

- Think Humans - not user, customer, consumer, visitor, member
- Understand the whole person – work & homelife
- Embrace emotional, psychological & physical needs
- Let human needs lead product innovation
- Help those in need. Review through the lens of the changing context e.g. be culturally sensitive
- Don’t be afraid to share helpful content that’s not owned by your brand. Example, recommend a mental health app even if you haven’t built it, 5 tips for easier homeschooling, etc.
- Bring to life emotional story-telling

Mental Wellbeing matters for everyone & everything.

Impact for brands.

Questions to ask:

- What is their state of mental wellbeing? Where are they in the Grief journey?
- What do your core users care about, want, desire and need?
- Humanise your emails. Dial down sales-y content, connect with current challenges
- Are we being transparent, clear and authentic?
- Value add or anxiety provoking?
- Noise or empowerment?
- Audience-centric vs self-promotion marketing?
- Story-telling or story-yelling?
- Have we achieved empathy coupled with science?

Essentialism.

Less has never been more.

Impact for brands.

- Ask – what distinctive advantages does our brand have to create Essentialist value?
- Carefully review marketing for potential wastage of time, budget and stress for the audience
- Choose Less is More for SKUs, communication, experience
- Limit communication to what provides a Value Exchange
- Take a fresh look at your social playbook…is it too conventional?
- Be agile in adapting communications to changing circumstance
- Use smart and lean digital experiences to ensure minimum time spent

Post-Growth Society*.

*Future Lab

Impact for brands.

- Establish a sustainability program
- Benchmarked against UN Sustainability Goals
- Focus both on People & Planet
- Start in your own backyard
- Establish a manifesto of values
- Define and implement a strategy
- Consider accreditation such as BCorp
- Start now, with small incremental steps

The F2F Conundrum.

Photo by zhang kaiyv on Unsplash

Impact for brands.

- Show up with Empathy & Real Intent for Connection
- Retailers launch a program of experiences to that provides value and engages - in healthcare, healthcare stores, health checkups
- Brand collaboration with retailers - sponsor speaker, activities for the local community - from yoga sessions to cooking classes
- Merchandise stores in categories, driving interest which keeps the shopper engaged
- In-Store only offers & promotions

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Photo by Valentin Salia on Unsplash

Buyer Regret.

Photo by Valentin Salia on Unsplash

Impact for brands.

- Understand the cause of the regret
- Show Empathy
- In marketing show why they won’t regret the purchase
- Show proof of other happy customers
- Show Value to Your Customers
- Educate Your Customers
- Set Expectations clearly from the get-go
- Provide Timely Responses
- Go the Extra Mile

Photo by Valentin Salia on Unsplash

Certified Wellness*.

*Future Lab

Photo by Chelsea shapouri on Unsplash

Impact for brands.

- Drive communications strategies which empower the audience
- Position the brand as a trusted partner on the health journey
- Make Verified Trust your war cry
- Meet the audience in their time and space - get channel smart quickly
- Best-in-class science, formulations, delivery systems

Photo by Valentin Salja on Unsplash

EFFECTIVENESS
EFFECTIVENESS

EQOV

is delivered through PRecise Ideas

RELEVANCE

What does the audience care about? What will resonate with them emotionally?

DIFFERENCE

How can we as a brand stand out from the rest?

BRAND & BUSINESS

What can we say, do and promise authentically, credibly and actually deliver on?

The PRecision METHODOLOGY

1 Predatory Start

3 questions

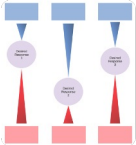
1. Mkt growth or share?
2. New or existing users?
3. Product or brand?

2 3D Idea

Relevance
Different
Deliverable

3 Journey Map

Journey
Channel



Brands live and die
at search

Algorithms are the third Audience

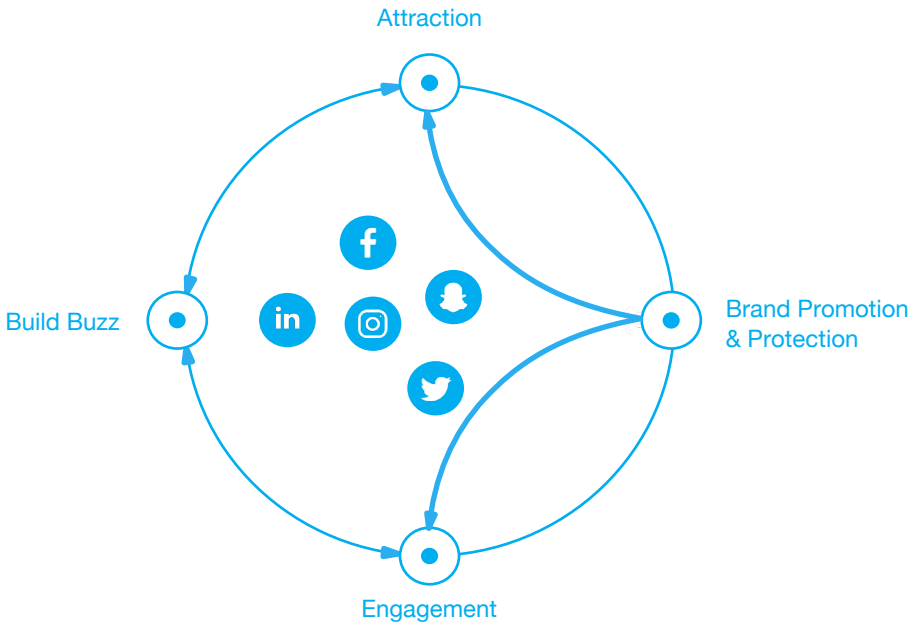
Digital PR

Give people the answers they want, not the content you want them to read.

The Digital Ecosystem

1

Building a complete ecosystem



2

Consider all the channels available

EARNED & OWNED

Social profiles

Digital Platforms

Apps

Content platforms

SEO

Content

MEDIA

Traditional

Bloggers

Podcasters

PEOPLE

Advocates

Communities

Customers

Influencers

PAID MEDIA

Paid Social

Paid Search / SEM

Display Advertising

Advertorial

OOH

3

Put the right ideas to work

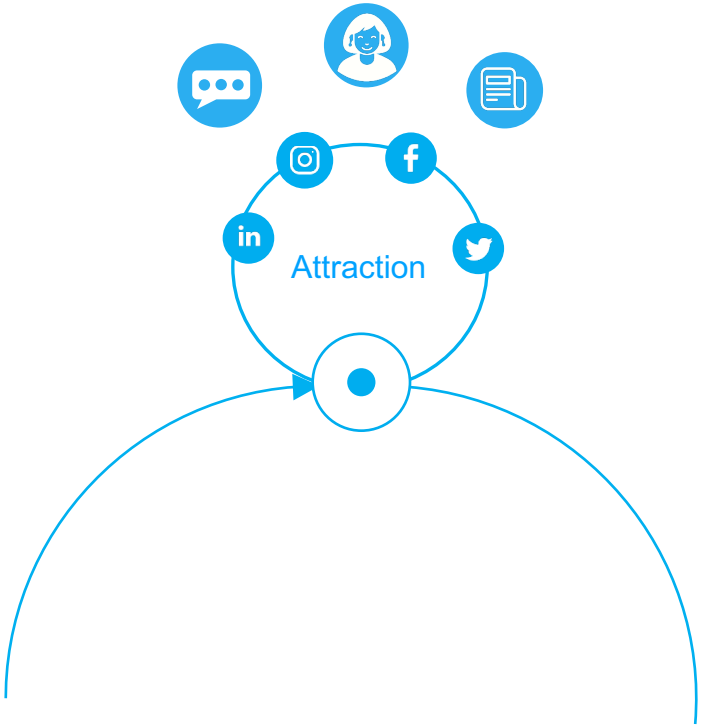
Compelling Creative ideas
Believable, unique stories
Deliver a value exchange
Listening and responding

Digital PR

The Content itself is the pitch

Even if you get the content and the message right, if the algorithms don't find you, your message won't be heard
News can be delivered through journalists, bloggers, podcasters, social media influencers and is shared around in social media feeds.
You can amplify reach through paid channels but the content itself becomes the pitch and its shareability will determine how far it travels.

Unlocking The Power of Story-telling with Digital to generate awareness

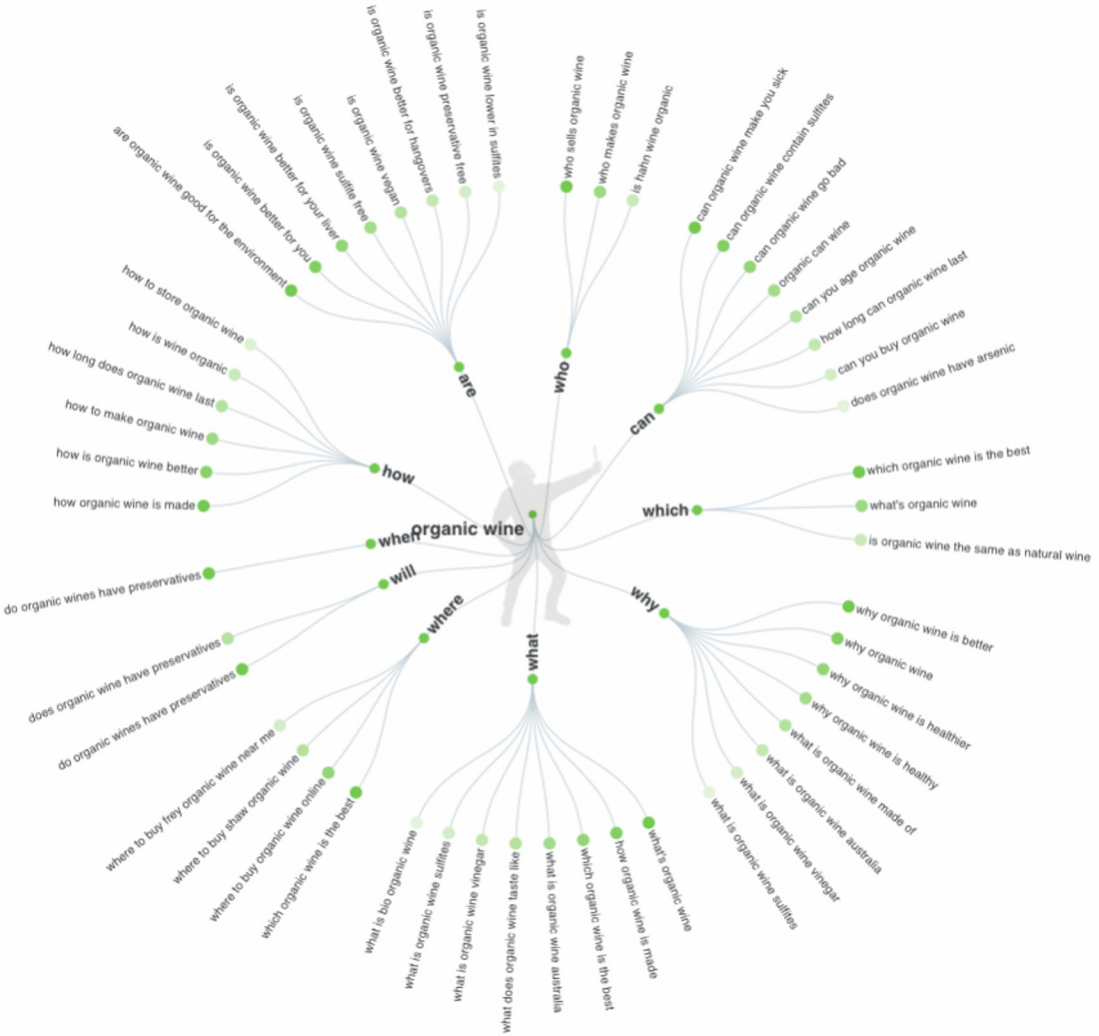


- Understand the audience journey
- Know search
- Tap into insights
- Be relevant
- What they want, not what you want
- Share stories with emotion
- By audience, numbers, relevance and…engagement

Introducing
A Moving Story

What can I help you with?

What are people searching?



Voice

VOICE OPTIMISED SEARCH

People also ask

What does ubiquinol do for the body?

Ubiquinol is the reduced form of coenzyme Q10, a compound that mitochondria need to make energy. It's also a **strong antioxidant** that protects cell membranes and keeps them stable, while helping prevent LDL cholesterol from oxidizing [1]. The body naturally produces ubiquinol, which supplies about half of the needs. 9 Sept 2021

https://supplements.selfdecode.com › blog › ubiquinol-...

13 Impressive Ubiquinol Benefits + Dosage & Side Effects

Search for: What does ubiquinol do for the body?

What are the side effects of ubiquinol?

Should I take CoQ10 or ubiquinol?

Is ubiquinol safe to take daily?

Who should not take ubiquinol?

What foods are high in ubiquinol?

Feedback

STRUCTURE FOR GOOGLE SNIPPETS

https://www.ubiquinol.net.au

Ubiquinol Coq10 - Ubiquinol | Ubiquinol Australia

Ubiquinol is the active form of CoQ10 (Coenzyme Q10) that is readily bioavailable and supports cellular energy throughout our body. This potent antioxidant is a ...

You've visited this page 2 times. Last visit: 31/01/22

https://www.chemistwarehouse.com.au › buy › go-healt...

GO Healthy CoQ10 Ubiquinol 100mg 60 Capsules ...

GO CO-Q10 **UBIQUINOL** 100mg contains **Ubiquinol**-10, the reduced form of Co-Enzyme Q10. **Ubiquinol**-10 maintains and supports cardiovascular system health, ...

★★★★★ Rating: 4.7 · 86 reviews

https://www.nutraingredients-asia.com › News › Ubiqui...

Ubiquinol: Clinically proven to help maintain healthy ...

1 Apr 2021 — **Ubiquinol**: Clinically-proven to help maintain healthy energy levels.

https://en.wikipedia.org › wiki › Ubiquinol

Ubiquinol - Wikipedia

Ubiquinol is a benzoquinol and is the reduced product of ubiquinone also called coenzyme Q10. Its tail consists of 10 isoprene units. **Ubiquinol**. The reduction ...

CAS Number: 992-78-9
Chemical formula: C59H92O4
Solubility in water: practically insoluble ...
Molar mass: 865.381 g·mol−1

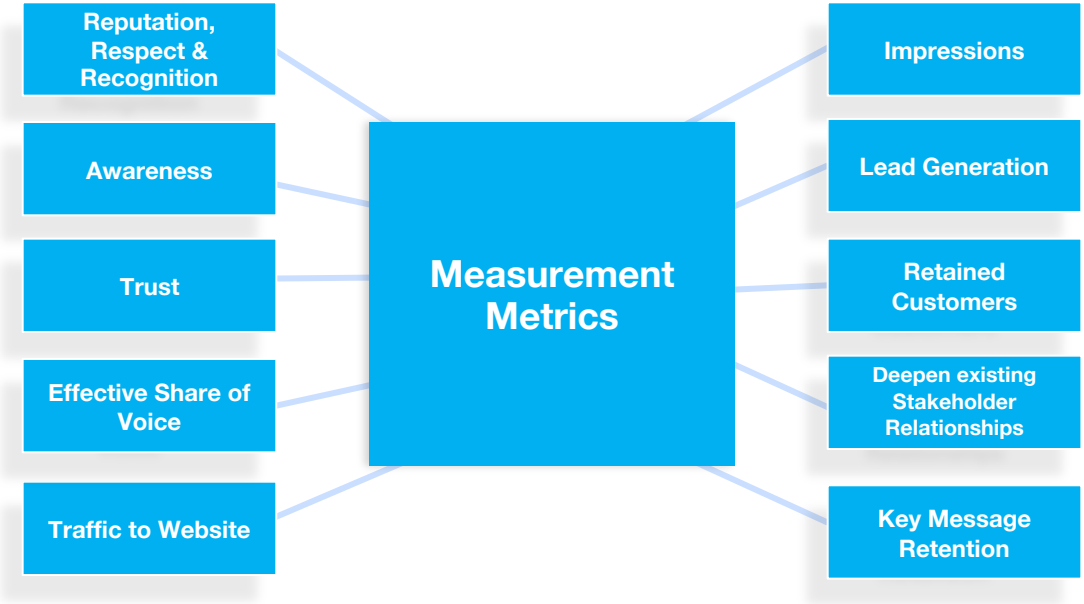
https://www.bioceuticals.com.au › mobile › preview › p...

Ubiquinol BioActive 150mg - BioCeuticals

Ubiquinol is the reduced (active) form of coenzyme Q10. It supports cardiovascular system health and helps maintain healthy cholesterol and blood lipids as ...

Available in Sizes: 30 soft capsules 60 so... Serving Type: Soft Capsule

Measurement Metrics



3 top tips in developing effective (digitally focused) communications

1. Listen & Investigate

2. Create insights from tensions & implications of observations

3. Always remember, your audience includes both humans & algorithms

Lets talk.
Thank you.

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