

“Branding Effectively Using New & Old Media”

*A joint presentation with Ellen Levy (VP, Linked In) &
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Good afternoon. I am pleased to be here to talk about building brands by the use of “old,” or, if you will, traditional media in the practice of public relations. By traditional media, I mean newspapers, magazines, broadcast news, press kits, media tours, special events—the entire spectrum of tools that PR practitioners have used for decades now. They are certainly the tools that I have used on behalf of clients time and time again in my 29 year career.

I am going to start out, however, by stating in the clearest way possible that if you are looking to establish a brand or reposition a brand now, you simply cannot rely on traditional media alone.

Today, of course, everyone takes it as a given that a brand will have a robust presence on the Web. But in the past few years, corporations have come to understand that the importance of digital media goes far beyond creating a company web site.

This morning, I had the pleasure of speaking to the European Chamber of Commerce in Beijing on the topic of how brands dealt with the recession. I

told my audience how Ford Motor Company came out of the recession with a strong sales increase and a major improvement in public perception. And a big reason that happened is that Ford made a commitment to engage through social media—including having 15 top Ford executives available for one-on-one interviews with online media at the North American International Auto Show. Ford also offered test drives to influential women bloggers who, in turn, directly shared their experiences with thousands of consumers.

Companies in a whole range of industries are employing social media as a vital tool of brand building. That said, traditional PR tools and media are far from obsolete. However, like social media, their use must be based on a strong foundation of research. And they must build a sense of excitement among the target audience. To put it more succinctly, the task is to make it real and make it new. I will cite several campaigns conducted by Ogilvy Public Relations Worldwide in order to illustrate what I mean.

In 2008, Lipton Tea, part of the global brand giant Unilever, came to us with a very clear challenge. A long-established market leader, Lipton tea was seen by younger consumers as “old,” “stodgy” and the tea that grandmothers drink. PR would be a critical part of an overall brand transformation that would make Lipton relevant to a new generation of tea

users, who were already embracing tea as a beverage because of studies showing its health benefits.

We started our work for Lipton by looking for a key insight that could be used as a foundation for our campaign. Research showed that Americans were getting about twenty five percent of their daily calories through liquids, even though dietary guidelines said liquids should constitute only ten percent of caloric intake. Consumers do think about what they eat—but too often not about what they drink.

To change that, to get consumers to “ReThink the Drink,” we partnered with Dr. Barry Popkin, a nutrition expert, who recruited additional experts for a panel that would rank beverages based on calories and nutritional content. The result was the creation of the Healthy Beverage Guidelines, launched via broadcast and print media outreach, as well as through direct mail to registered dieticians. We created a parallel campaign to reach the Hispanic community through Spanish language media.

So the first part of our campaign for Lipton was based on research yielding a key insight. But as I said, you have to create some excitement to energize both media and consumers when executing a brand transformation. Lipton

made that a far easier task because it was introducing Pyramid Teas, a line of premium teas packaged in elegant, pyramid-shaped bags.

To give this new line added flair, we created a stylish special event, the Lipton Pyramid Tea Party, held in New York City and hosted by Emmy Rossum, a young actor, singer and Golden Globe nominee who epitomized the sophisticated younger generation. In advance of the event, we secured an exclusive story in the New York Times to introduce Pyramid Teas. The Lipton Pyramid Tea Party drew more than 500 attendees, including fashion designers, filmmakers, record producers and corporate executives—as well as the reigning Miss Universe.

While the Lipton Pyramid Tea Party was the spark that ignited interest in a revitalized Lipton brand, the Healthy Beverage Guidelines provided continual, top-tier media exposure while highlighting tea as a healthy dietary choice. The Guidelines generated more than 50 million media impressions, including coverage on the CBS Early Show and in USA Today and the Washington Post, as well as in magazines with a special appeal to young women, including Allure. We even secured coverage in Consumer Reports, the “bible” of American consumers whose credibility is unmatched, as it accepts no advertising.

If our ReThink the Drink campaign was aimed at changing the way young people thought about a brand, a campaign for LG Phones was created to take advantage of the way young people think about communication.

In the last six months of 2006, nearly ninety four billion text messages were sent via mobile phones in the U.S. When LG was introducing its new texting phone the enV—that's spelled lower case e, lower case n capital V, by the way—the company knew it needed a memorable and high profile campaign to differentiate the enV from the dozens of texting phones already on the market.

Survey data and an expert audit revealed, not too surprisingly, that the vast majority of texts were sent by young adults, teenagers and the demographic we call tweens—ten, eleven and twelve year olds. But further research yielded a key insight, as it had with Lipton: the young target audience would respond strongly to a campaign that emphasized text messaging as a skill requiring speed and accuracy.

So OgilvyPR and LG created the first national US text messaging competition. Called the LG National Texting Championship, this was a very serious competition with some serious prize money—the champion would ultimately take home twenty five thousand dollars.

We launched the competition in Los Angeles and held the final championship rounds in New York, in order to maximize media exposure both for the tournament and for the LG enV, which would, of course, be the phone all contestants would use. By employing a strategy of using local and national media based in L.A. and New York, we were certain that the story would go nationwide.

It certainly did. We secured placement in more than 700 media outlets, including morning shows on all the major networks, the New York Daily News and New York Post, National Public Radio and TIME magazine. We also got coverage in broadcast and print channels specifically targeted to young people, including Last Call With Carson Daly and In Touch magazine.

I think the depth and breadth of our coverage was due not just to the uniqueness of the event, but to its demanding rules. The competition stressed both speed and accuracy. A single typographical error would cause contestants to lose a round, no matter how fast they typed. The ultimate winner, East Coast Champion Morgan Prozgar, won round after round in New York to be the last of 300 entrants from the East. Then she defeated West Coast Champion Eli Torash. When asked what she wanted to do after her

win, 13-year old Morgan said, “Now I want to go shopping.” Well, twenty five thousand dollars let her do a lot of shopping—even at New York prices!

The LG National Texting Championship was not a one-time event, by the way—and it’s grown more challenging. The 2009 winner, 15 year old Kate Moore, had to triumph over 25,000 competitors and show prowess at texting on the latest enV model while blindfolded. LG now also runs a texting competition in Australia.

As you can see from both the Lipton and LG campaigns, consumer goods companies are anxious to make their brands appealing to younger audiences. Brand loyalties are formed early in many cases—when people find a product that works for them, that appeals to how they see themselves, they will stay with that product for years, or decades.

When, in early 2005, Adidas became an official partner for the 2008 Olympic Games, the company asked the OgilvyPR office in Beijing help drive awareness of the partnership. As a leading sports brand, Adidas’s natural constituency is younger consumers. But the Chinese media were already reaching saturation point with announcements about Olympic partnerships. Our challenge was to see that Adidas stood out among all the other brands striving for attention with their Olympic partnership.

Again, we began with research, not just among consumers, but among Chinese government officials as well. The research showed that the key would be to show a natural connection between Adidas, winning, and the pride that all Chinese felt in hosting the Olympics.

The established brand message of Adidas in China, translated into English, was "Impossible is Nothing." This message was reshaped for the Olympics into "No Impossible Gold." It would drive the position Adidas enjoyed as the sports brand with an unrivaled Olympic tradition, going all the way back to 1928.

To build excitement among consumers and key Adidas business partners in China, we created an interactive road show that toured seven Chinese cities. At the conclusion of the road show, a gala celebration dinner was held for 500 representatives of sports associations and federations, as well as retailers, athletes and the media.

Over two months starting in January 2005, the campaign resulted in 20 TV reports and more than 140 print mentions, with total media impressions of over 410 million. And the youthful consumer audience certainly got the message. An AC Nielsen Survey after the campaign revealed that sixty five

percent of 16 to 24 year olds in Beijing, Shanghai and Guangzhou were aware of the Adidas Olympics partnership.

I'd like to share one more brand building achievement with you that's particularly close to my heart—and it should be close to the hearts of every woman at this Summit.

Beginning in 2002, the Washington DC office of Ogilvy, where I am based, began work on what became known as The Heart Truth campaign for the National Heart Lung and Blood Institute, part of the National Institutes of Health. The goal of the campaign was not to sell a product, but to educate American women about the fact that heart disease is the number one health threat they face.

In 2000, a survey showed that only thirty four percent of women knew that heart disease was their primary health risk. By 2009, that number had reached sixty nine percent.

And it could not have happened without a mastery of traditional media and Ogilvy's ability to build a truly groundbreaking collaboration between the Federal government and the U.S. fashion industry. The cause spoke to that

industry because, of course, women are the market for designers such as Vera Wang and Donna Karan.

But that collaboration might never have happened so easily if we hadn't designed a memorable campaign icon at the beginning—a red dress with the image of a valentine heart over the left breast. This icon quickly became the soul of The Heart Truth which is, indeed, often called the Red Dress Campaign.

Beginning with New York Fashion Week in 2003 and continuing to the present day, leading designers have participated in the Red Dress Collection Fashion Show, where their work has been modeled by leading show business figures, including Heidi Klum, Liza Minnelli, Elaine Stritch, Hillary Duff and many more. The coverage this event generates, not just in the fashion press, but in the wider world of print and broadcast media focusing on women, grows every year.

At a time when dozens of health-related causes clamor for the public's attention, The Heart Truth and its red dress have, if you will, transcended the world of health education and become a real consumer brand. This brand awareness, in turn, serves to energize the core mission of the campaign—

getting more and more American women to address their risks for heart disease.

Building, maintaining and, when needed, reenergizing brands is exciting and rewarding work, whether you are trying to change the beverage people choose or addressing vital matters of personal health. Every successful effort, however, is grounded in research, which yields a key insight, which in turn helps create campaigns that drive media attention and action by your target audience.

As long as you keep that in mind, your chances of succeeding in an ever more crowded media landscape are greatly enhanced. Thank you.

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