

MARKETING KITCHEN

CREATIVE, CONTENT & CHANNELS



BUSINESS DEGREE WITH
HIGHER EDUCATION
EVENT MANAGEMENT /
TOURISM
March 2017
degrees
MARTIN
HIGHER
EDUCATION

lounge bar
next stop platform
enter via Ann St.

18:24:11

CREATIVE, CONTENT, CHANNELS

2017 Timetable

WET FLOOR

WHY CREATIVE IS IMPORTANT

Memorability

Effectiveness

Brand love

Increased reach (lower media spend)

SOME GREAT CREATIVE CAMPAIGNS



SOME GREAT CREATIVE CAMPAIGNS



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SOME GREAT CREATIVE CAMPAIGNS



Think small.

Our life can't be such a costly one more.
A couple of dozen coffee cups don't fly to waste inside it.
The gas at the gas station doesn't get where the gas goes.
Nobody ever steals it out there.
It fits more people who drive our life.

Never don't even think 20 miles to the gas station is going any great gun.
Or saving the junk of it instead of the junk.
Or never reading you know.
Or making us 4000 miles on a set of tires.
That's because once you get used to

some of our economy, you don't even think about them any more.
Except when you squeeze into a small parking spot. Or when your small car won't.
Or pay a small repair bill.
Or trade in your old VW for a new one.
That's why.





Presenting America's slowest fastback.

There are some new cars around with very streamlined roofs.
But they are not Volkswagen.
They are called fastbacks, and some of them are named after US.

You can tell them from Volkswagen because a VW won't go over 70 mph. Even though the speedometer shows a

solidly automatic top speed of 90!
So you can easily break almost any speed law in the country in a VW.
And you can also cruise right past gas stations, repair shops and tire stores.

The VW engine may not be the fastest, but it's making the most advanced VW's study of aerodynamic efficiency look any faster than

aluminum. And it's so well matched you can never get off balance changes.
The VW engine is cooled by air, so it can never freeze up in hot areas.
It won't have anything to do with water.
So we can as easily be water as after a fish.



SOME GREAT CREATIVE CAMPAIGNS



SOME GREAT CREATIVE CAMPAIGNS

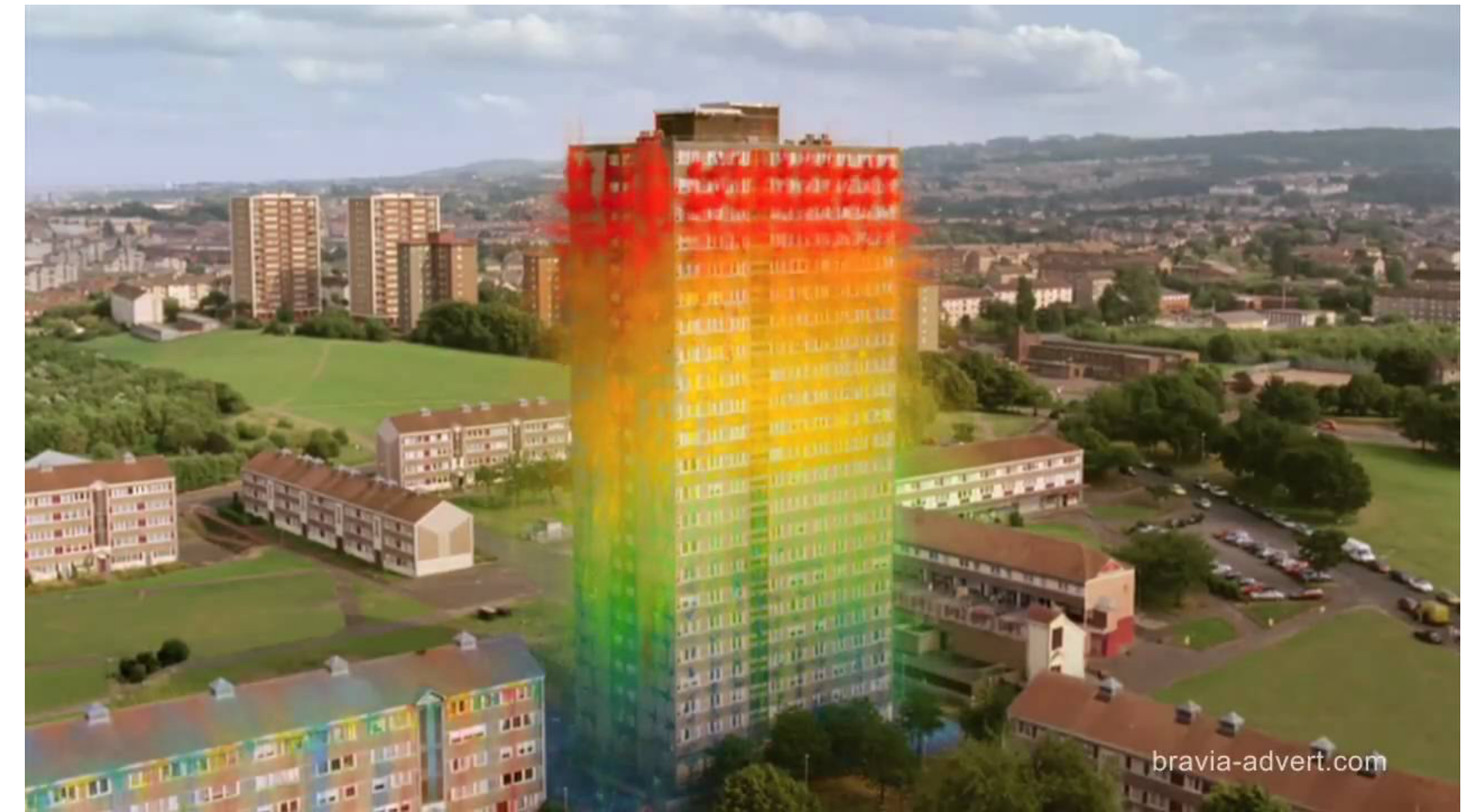


FIND YOUR GREATNESS.

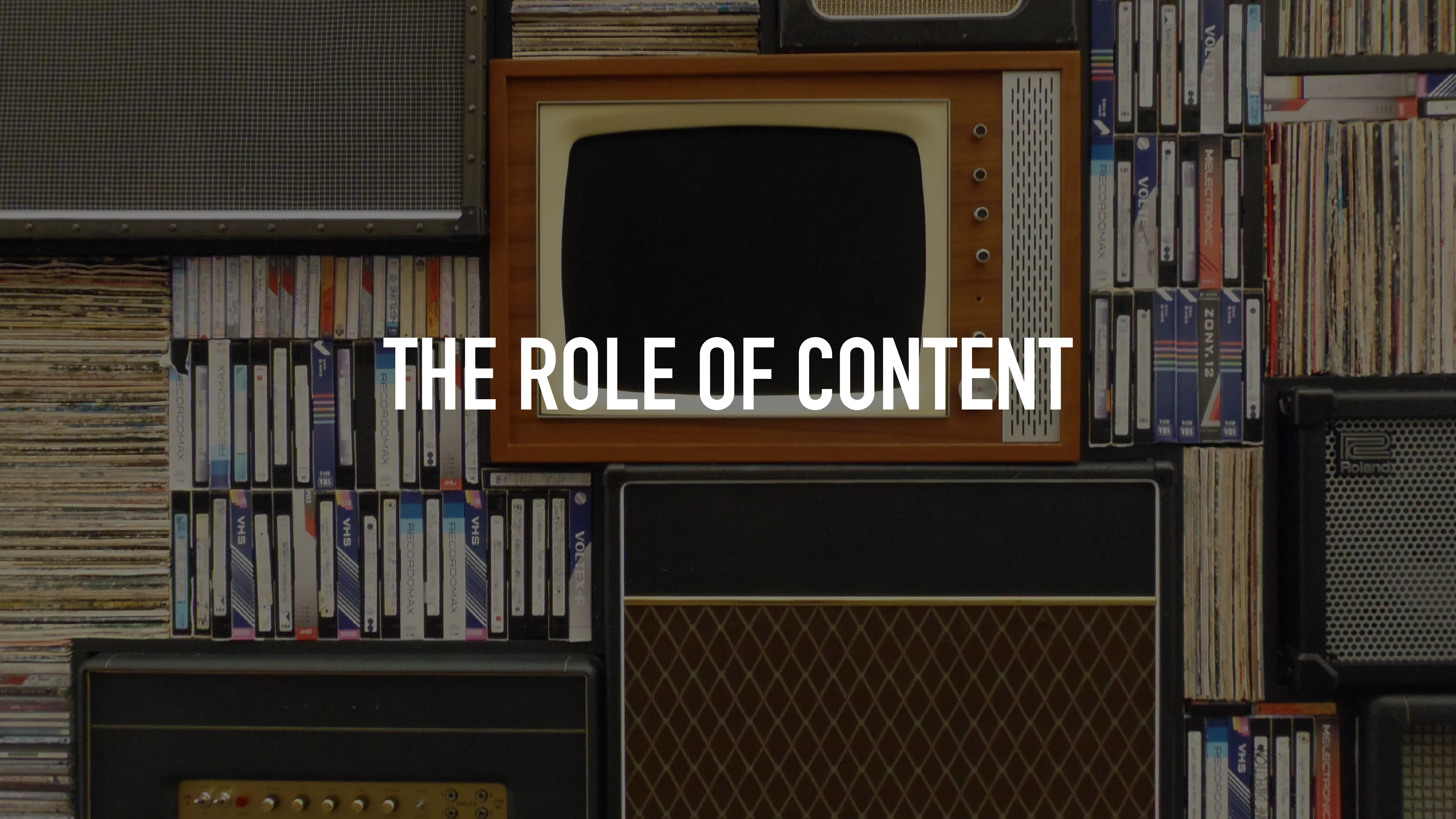
SOMEHOW WE'VE COME TO BELIEVE THAT GREATNESS IS ONLY FOR THE CHOSEN FEW, FOR THE SUPERSTARS. THE TRUTH IS, GREATNESS IS FOR US ALL. THIS IS NOT ABOUT LOWERING EXPECTATIONS; IT'S ABOUT RAISING THEM FOR EVERY LAST ONE OF US. GREATNESS IS NOT IN ONE SPECIAL PLACE, AND IT'S NOT IN ONE SPECIAL PERSON. GREATNESS IS WHEREVER SOMEBODY IS TRYING TO FIND IT.

FIND YOUR GREATNESS.

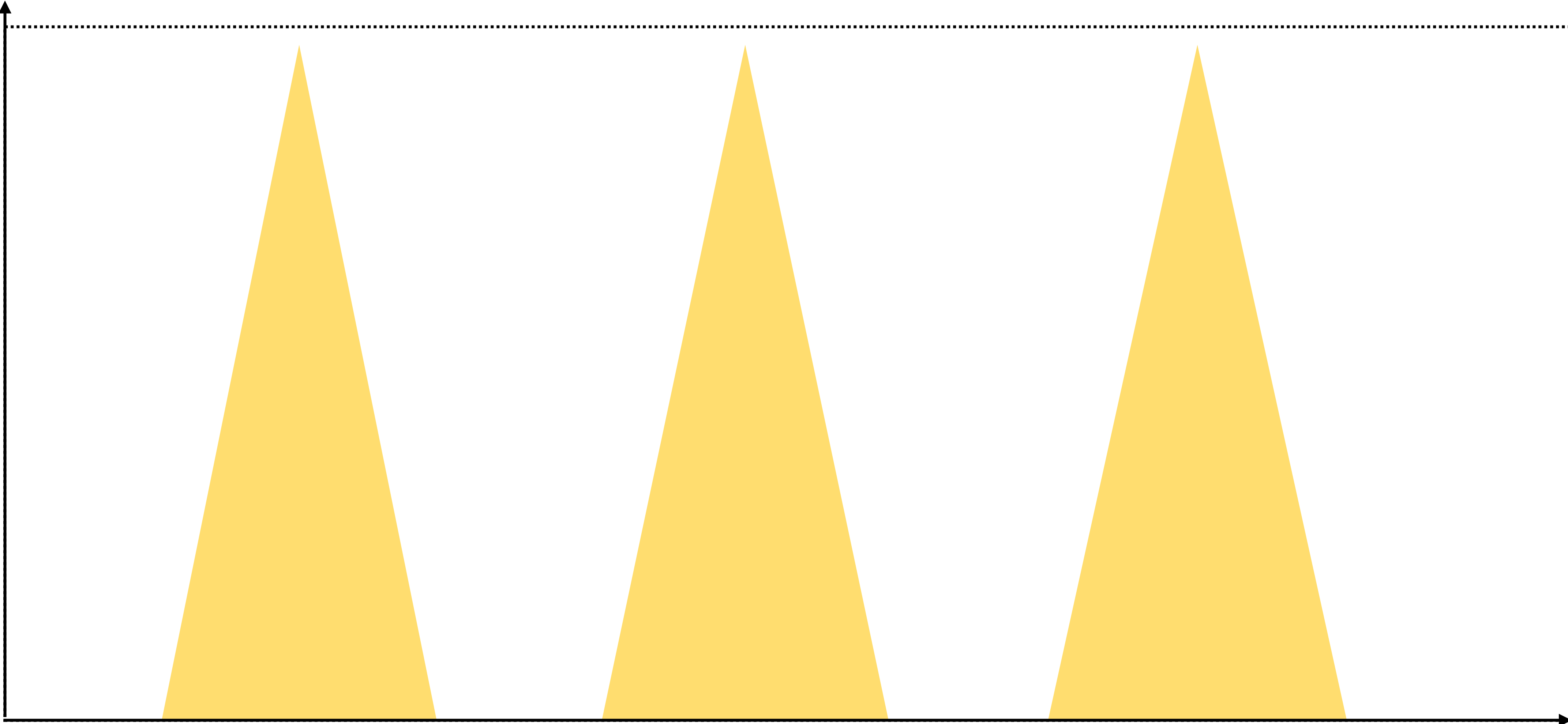

SOME GREAT CREATIVE CAMPAIGNS



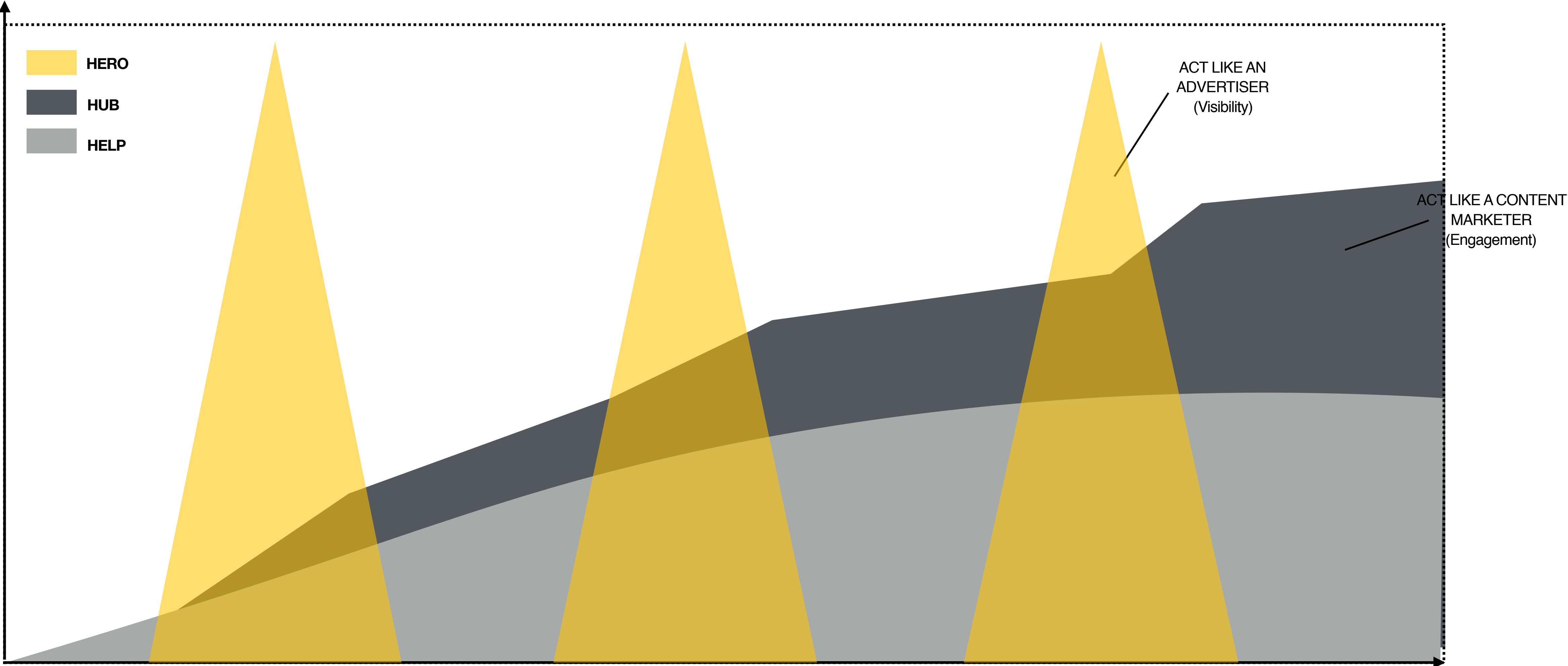
THE ROLE OF CONTENT



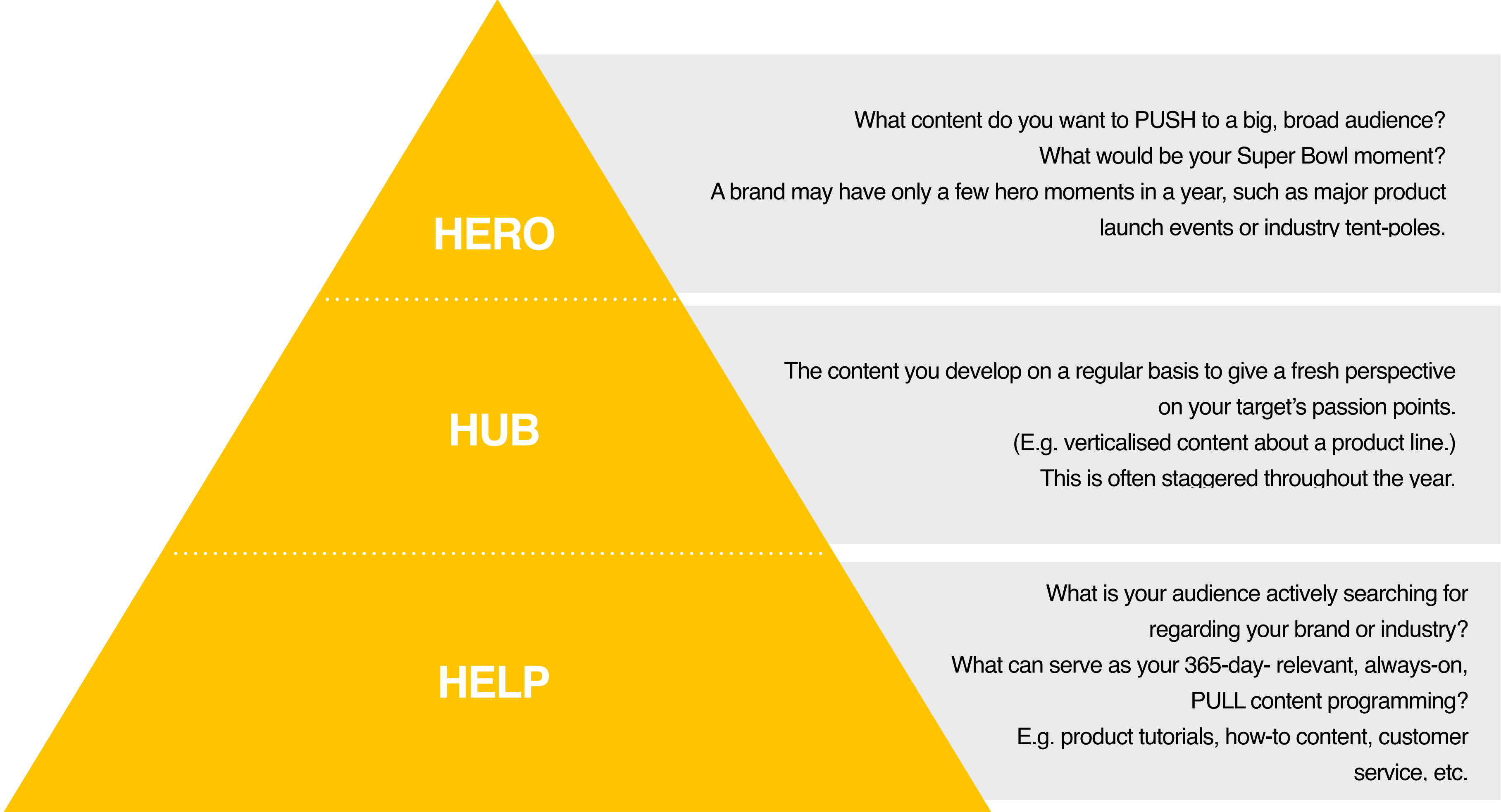
TRADITIONAL CAMPAIGN APPROACHES RESULT IN LOCALISED PEAKS OF ACTIVITY AND EFFECTIVENESS



ACT LIKE A CONTENT MARKETER



CONTENT TYPES



CONTENT

Passive

Advertising	(Intervention)
Insight	(Leadership)
Entertainment	(Attention)
Information	(Knowledge)
Guides	(Help)
News	(Relevant interest)
Advocacy	(Reassurance)

Active

Competitions	(Incentive)
Events	(Presence)
Experiences	(Memory)
Utility / functional	(Practical tools)
UGC	(Participation)
Community	(Support)
Cause / Movement	(Self worth)
Trial	(Satisfaction)
Challenge	(Achievement)

CHANNELS

EARNED
(SOCIAL MEDIA, PR)

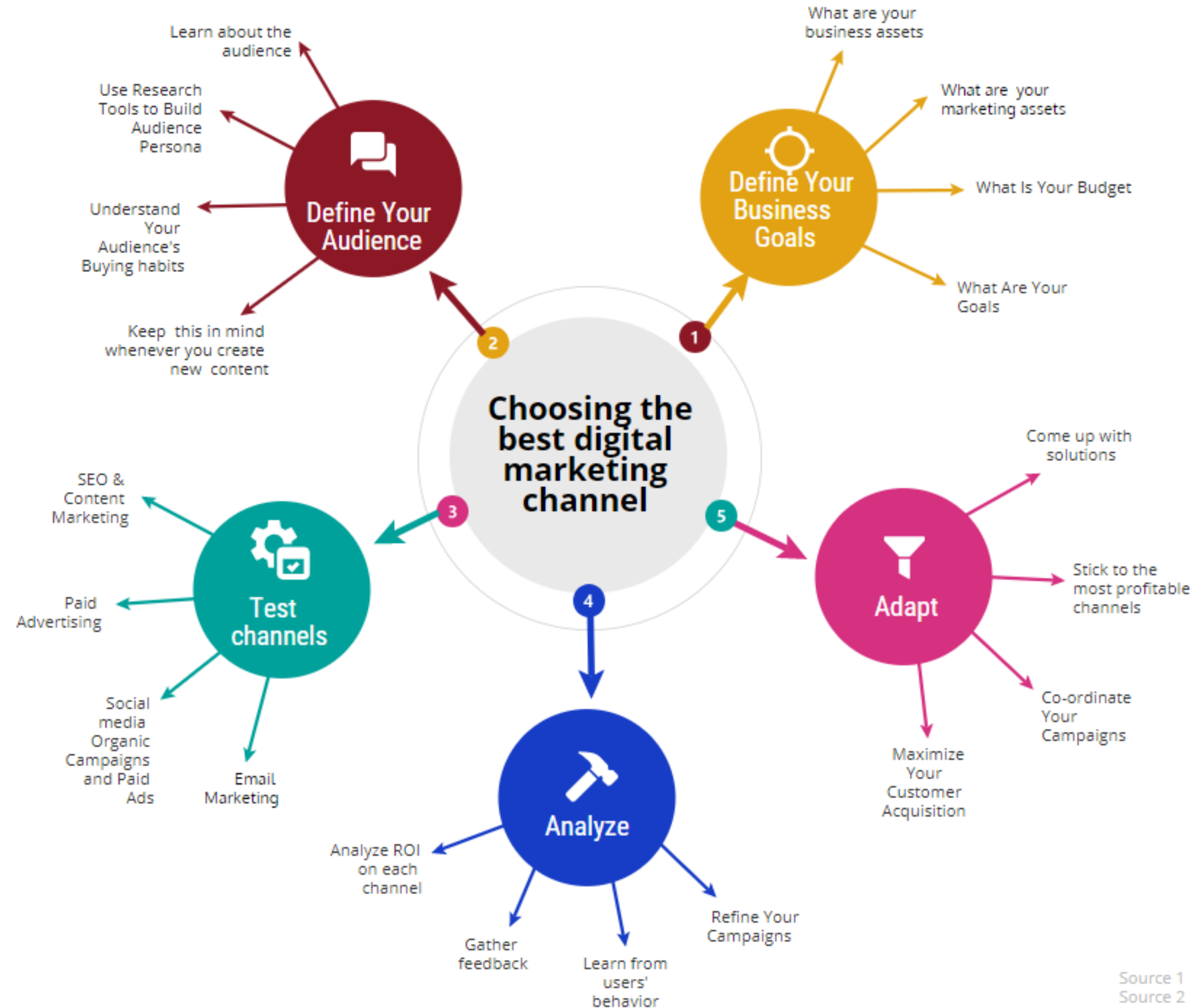
PAID
(E.G. OUTDOOR, PPC,
DISPLAY)

OWNED
(E.G. WEBSITE
SOCIAL
CHANNELS)

DIRECT
(E.G. EMAIL,
DIRECT MAIL)

EVENTS
(CONFERENCES,
LAUNCHES, SEMINARS,
TRADE SHOWS)

CHANNELS



CHANNELS



MARKETING KITCHEN

Prepared by AB for Caterpillar
All content is confidential and not to be shared.
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