

brand positioning in a noisy world

strategies for getting noticed

JANE MARTINO
SHOUTFORGOOD.COM

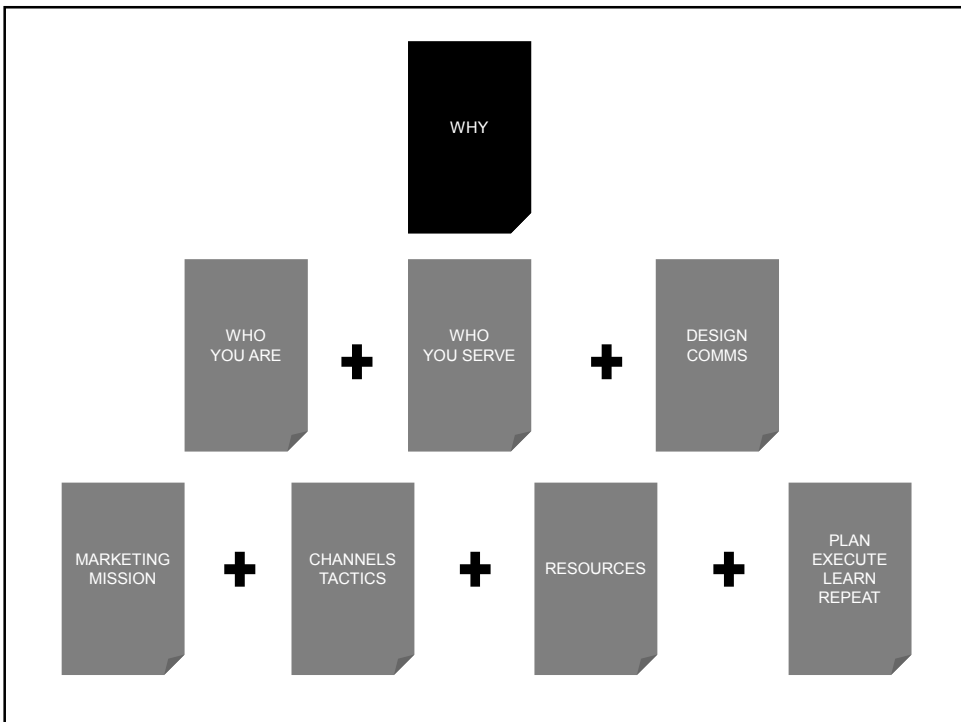
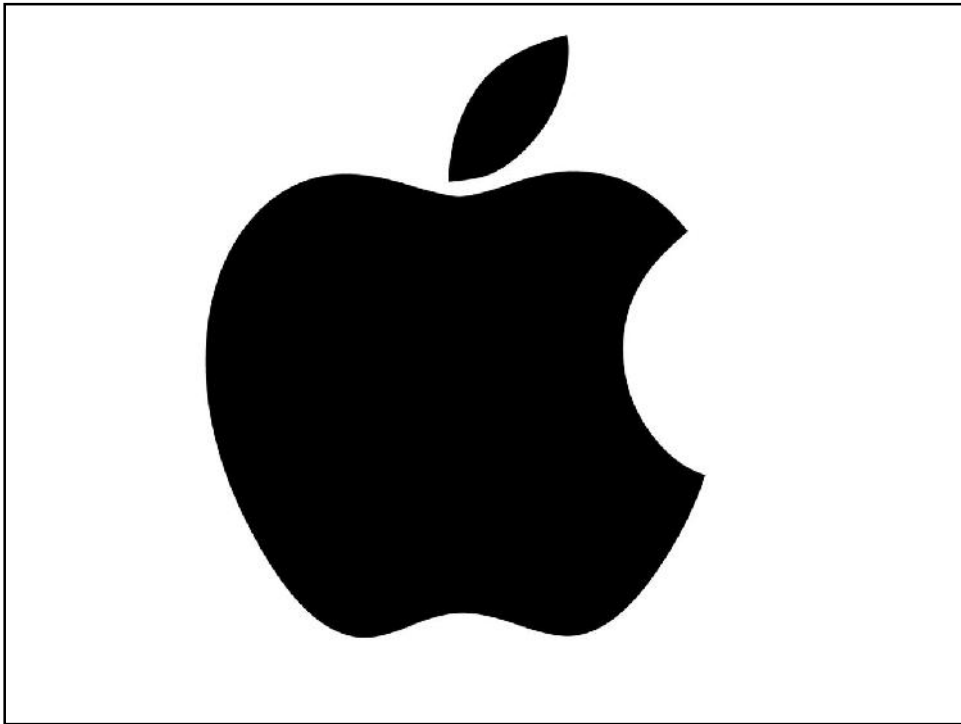
KYLIE LEWIS
OFKIN.COM

AGENDA

- us
- brand
- belief
- who
- #socialaustralia
- design
- tactics
- q & a



what is a brand?



why do you exist?

thankyou.™



WATER



FOOD




BODY CARE

WWW.THANKYOU.CO

This ad spot was proudly sponsored by the network.

INSTANT TRANSPARENCY

To explain how it works, each Thankyou™ product sports a unique code on the label. Once you enter that code into the web app, the system will provide you detailed information on the specific project your purchase will fund, including GPS coordinates.



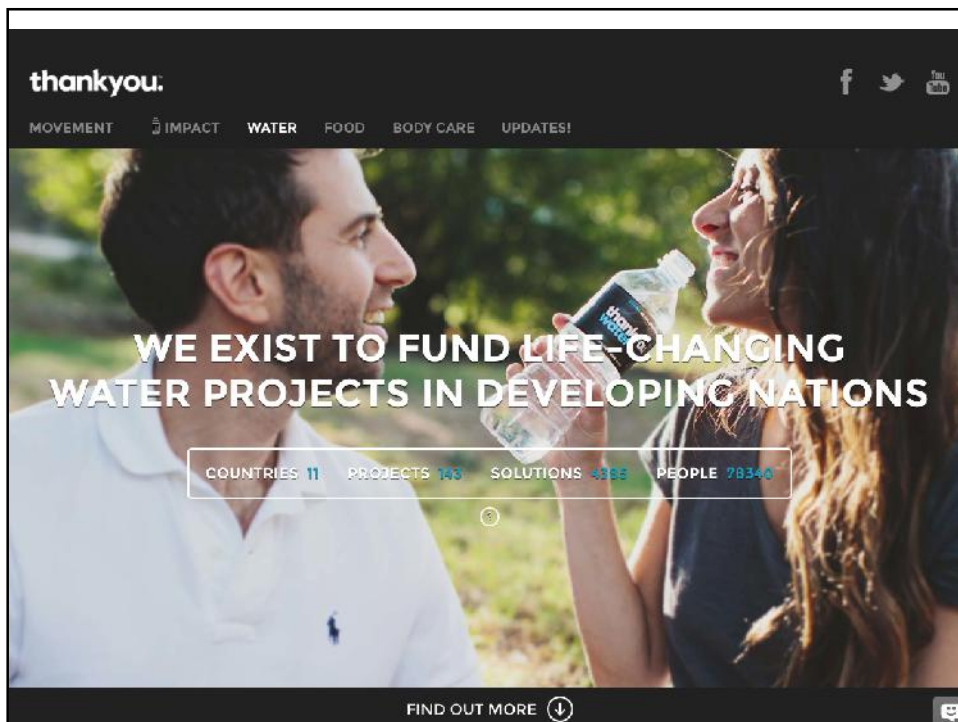
thankyou:

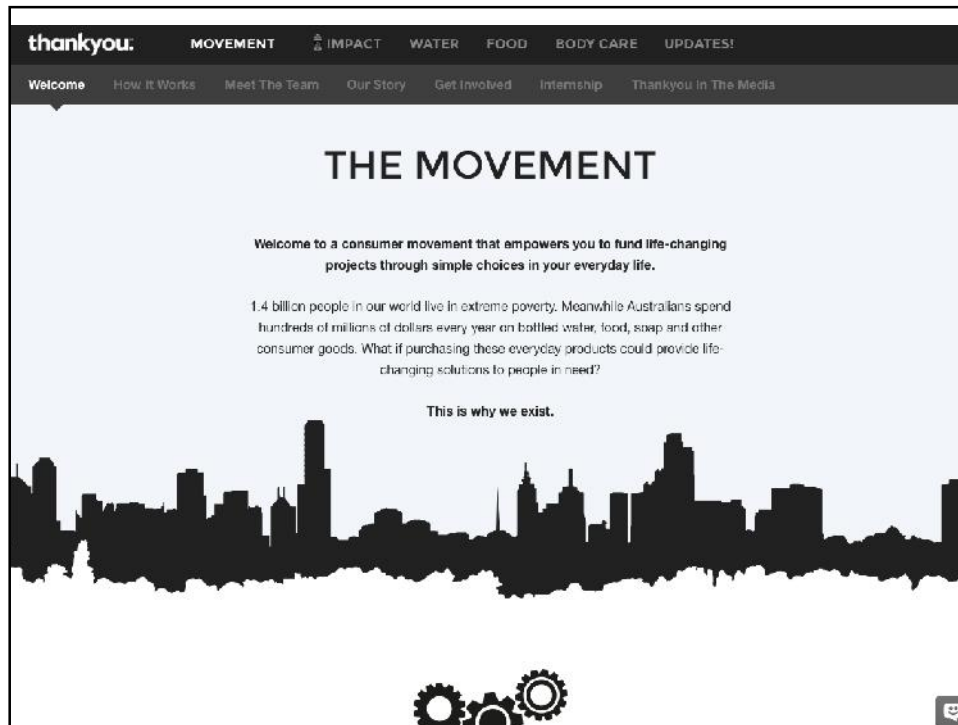
MOVEMENT IMPACT WATER FOOD BODY CARE UPDATES!

WE EXIST TO FUND LIFE-CHANGING
WATER PROJECTS IN DEVELOPING NATIONS

COUNTRIES 11 PROJECTS 143 SOLUTIONS 4385 PEOPLE 78346

FIND OUT MORE ↓





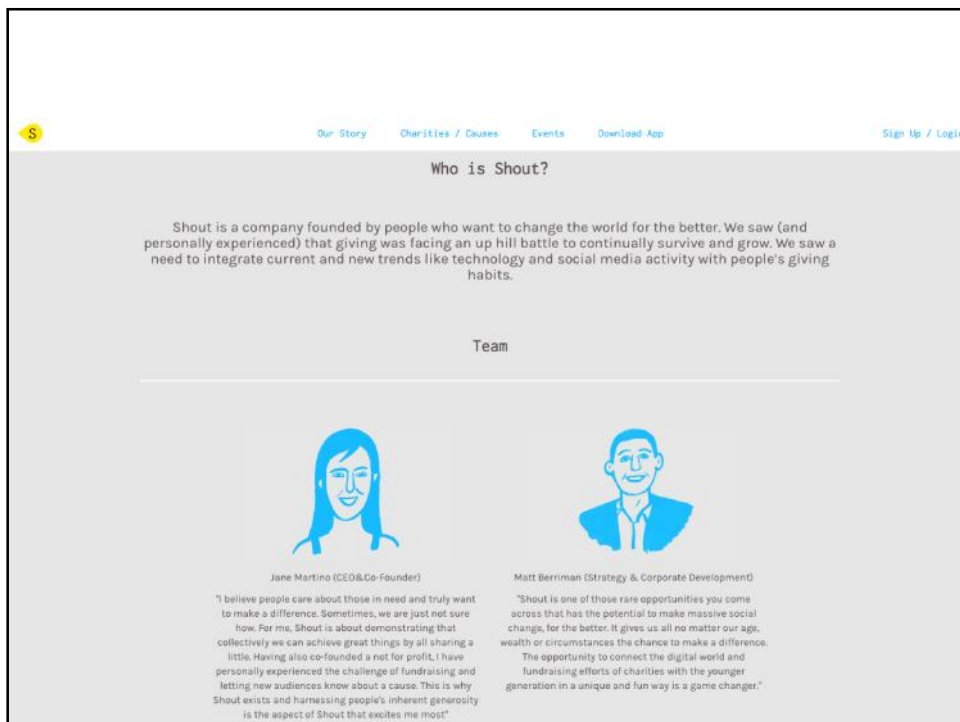
people don't buy into
what you do.

they buy into
why you do it.

SIMON SINEK

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what do you believe?



The screenshot shows the 'Who is Shout?' page on the Shout website. At the top left is a yellow circle with a white 'S'. The navigation menu includes 'Our Story', 'Charities / Causes', 'Events', 'Download App', and 'Sign Up / Login'. The main heading is 'Who is Shout?'. Below it is a paragraph: 'Shout is a company founded by people who want to change the world for the better. We saw (and personally experienced) that giving was facing an up hill battle to continually survive and grow. We saw a need to integrate current and new trends like technology and social media activity with people's giving habits.' Below this is a 'Team' section with a horizontal line. Two team members are listed: Jane Martino (CEO&Co-Founder) and Matt Berriman (Strategy & Corporate Development). Each has a blue line-art portrait and a quote.

Who is Shout?

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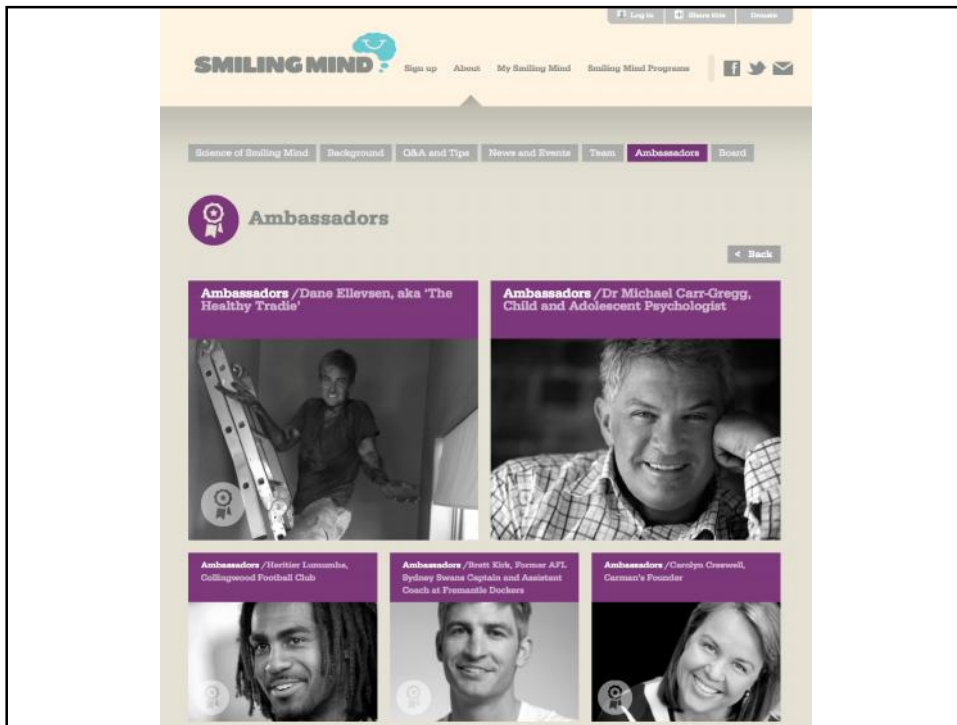
Team

Jane Martino (CEO&Co-Founder)
"I believe people care about those in need and truly want to make a difference. Sometimes, we are just not sure how. For me, Shout is about demonstrating that collectively we can achieve great things by all sharing a little. Having also co-founded a not for profit, I have personally experienced the challenge of fundraising and letting new audiences know about a cause. This is why Shout exists and harnessing people's inherent generosity is the aspect of Shout that excites me most"

Matt Berriman (Strategy & Corporate Development)
"Shout is one of those rare opportunities you come across that has the potential to make massive social change, for the better. It gives us all no matter our age, wealth or circumstances the chance to make a difference. The opportunity to connect the digital world and fundraising efforts of charities with the younger generation in a unique and fun way is a game changer."

when you're clear about what you believe,
you'll attract people who believe what you
believe.

who else believes what you believe?



who do you serve?

sample persona: horse rider mum

(Client: Seller of equestrian products)

Name: Amanda

Age: 45

Family and marital status: Remarried, with two children

Job description: Early Learning Teacher

Financial situation: Paying off mortgage

Education: High School

Geography: Glenroy

Daily activities: Work part time

Hobbies: Her daughter rides horse, son plays hockey family dogs, doesn't have much time for herself

Uses the web: Checks Facebook daily, and uses her smart phone to upload photos, blogs about her children

Challenges or pain points: Managing her daughter's with Asperger's, running a house and ferrying the kids everywhere

Goals: Support her daughter's development and independence through horse riding

Most pressing needs: Find appropriate activities for her daughter to engage in



Amanda Burke Bradfield My daughter loves Stanley not our horse but her best friend in the world. He loves her heart and is non judgmental about her Autism. He listens to all of her problems without interrupting. He helps her fly over jumps and feel safe whenever they are together.
Like · Reply · 3 · 27 September at 10:40 via mobile

Hint: Having a look at your Facebook Likers profiles can quickly give you a deeper insight into your buyer personas.

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we're drawn to people who understand us,
feel our pain, share our dreams, help solve
our problems and lift us higher.

#socialaustralia

46%

of all internet users use social media every day

19%

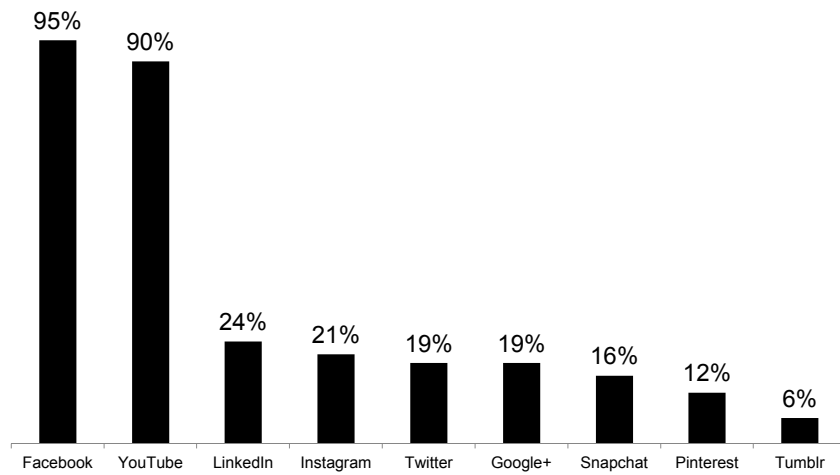
access sites more than 5 times per day

71%

of Australian users access social sites on a smartphone

Source: Yellow Social Media Report May 2014

platforms



Source: Yellow Social Media Report May 2014 (except YouTube)

gender & age

| platform | male | female | 14 – 19 | 20 – 29 | 30 – 39 | 40 – 49 | 50 – 64 | 65+ |
|-----------|------|--------|---------|---------|---------|---------|---------|------|
| Facebook | 93% | 96% | 94% | 95% | 94% | 92% | 97% | 100% |
| LinkedIn | 28% | 21% | 0% | 28% | 30% | 33% | 26% | 14% |
| Instagram | 12% | 30% | 53% | 31% | 20% | 15% | 3% | 3% |
| Twitter | 25% | 14% | 15% | 27% | 23% | 11% | 22% | 5% |
| Google+ | 21% | 19% | 27% | 21% | 21% | 15% | 16% | 13% |
| Snapchat | 12% | 20% | 61% | 24% | 4% | 12% | 0% | 0% |
| Pinterest | 6% | 17% | 6% | 16% | 12% | 12% | 15% | 1% |
| Tumblr | 4% | 9% | 24% | 8% | 1% | 2% | 5% | 5% |

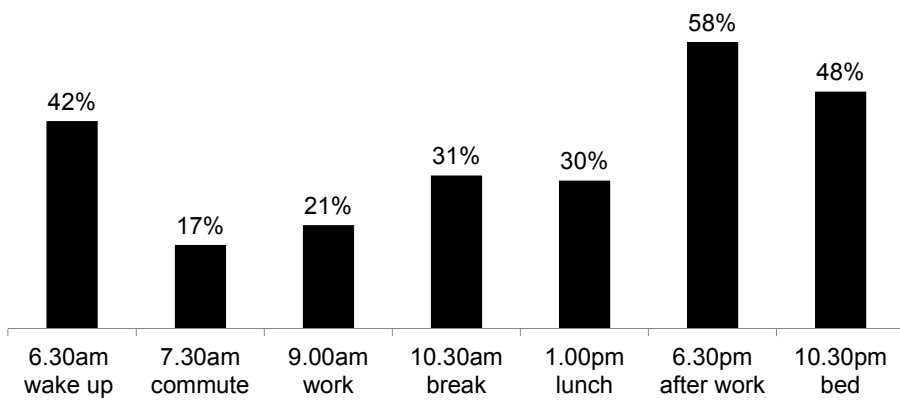
Source: Yellow Social Media Report May 2014

engagement



Source: Forrester blog, April 2014

when



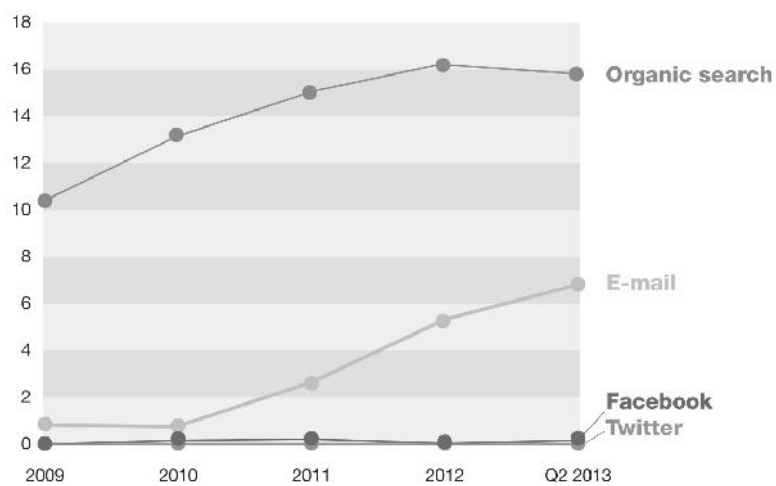
Source: Yellow Social Media Report May 2014

research on social media leading to a purchase



Source: Yellow Social Media Report May 2014

overall customer acquisition



design matters



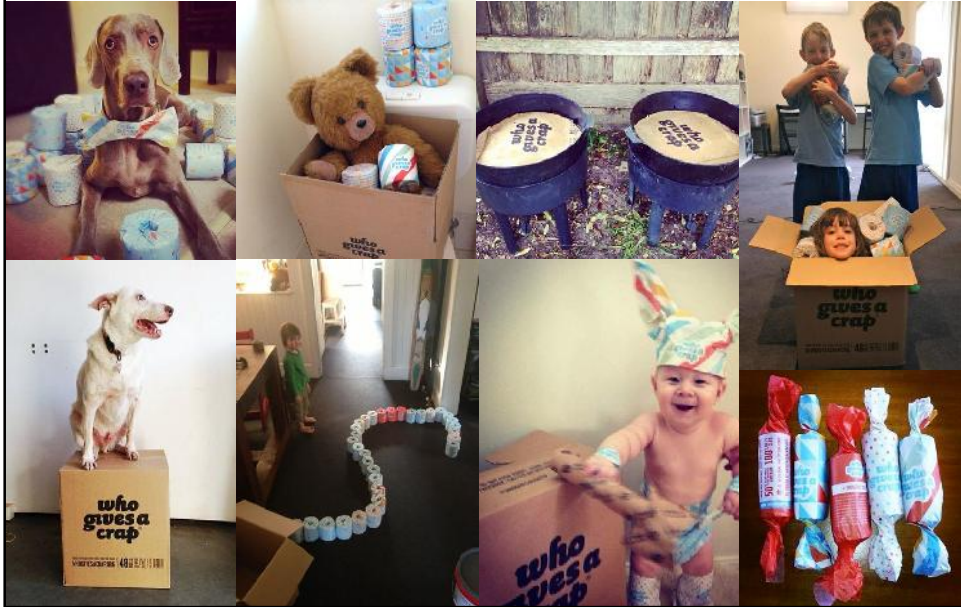
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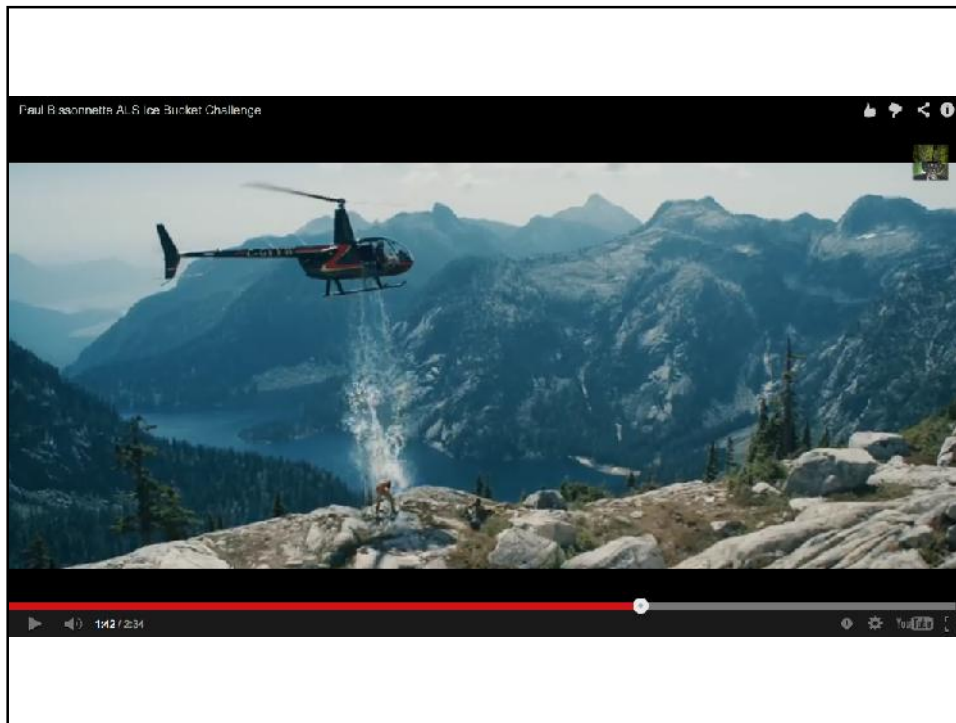


JOCASTA
87 followers on Instagram
13 friends on Facebook

KYLIE
570 followers on Instagram
270 friends on Facebook
1500 followers on Twitter
29 followers on Tumblr
AND NOW ALL OF YOU!

and it's not just me and joscata...





#icebucketchallenge

- unique, simple, fun, just crazy enough
- anyone, anywhere can participate, shareable
- built in personal virality
- very simple rules to the challenge
- compressed time period to complete challenge, gamified
- perfect time of year in USA
- strong, focused, vocal core base linked to larger vocal base
- power of video
- simple, but descriptive hashtags
- celebrity appeal, social currency, FOMO
- small expectations from the start

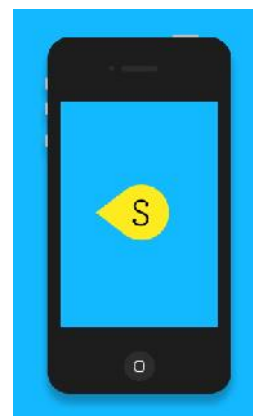
authenticity and enthusiasm win.

tactics

communications audit

- Online (web, social media, edm)
- Printed disseminated materials (brochures, flyers, media materials)
- Advertising (TVC, radio, print, outdoor and online)
- Internal documentation (induction booklets, employee communications, office signage)
- Verbal (your elevator pitch, internal and external presentations)
- Internal culture/ behaviour should = external brand message
- Keep it simple and to the point
- Run messaging by an independent source – can they easily determine the *why*?
- Develop annual or bi-annual communications strategy and share it with your team and board determining what promotional channels are most effective for your organisation

collaboration



partnerships

- WIIFM?
- Partnerships and sponsorships can comprise an essential part of an NFP income stream, however, need to include:
 - Closely aligned values and therefore potential customer base for both parties
 - Ability for both NFP and partner's audience to easily see the relevance of the partnership
 - Create valuable opportunities for the partner to sell more – the money they invest in your organisation is to procure more customers
 - Metrics and structure to ensure accountability and apparent ROI for the partner

partnerships

- Identify and place a value against the 'assets' your organisation has. These may include things like:
 - Number of people on a database
 - Social media audiences
 - Events throughout the year and integrating brand presence/ activity
 - Consumer facing advertising/ promotion (eg. CSA's and ability to integrate or provide presence through these channels)
 - Endorsement from ambassadors

events



Q&A

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