

KAPERO

ORGANISATION PROCESSER EFFEKT



GOING BACKWARDS

Av
Fredrik Hallberg



DIGITAL OMSTÄLLNING



NU ÄGER EN REVOLUTION RUM

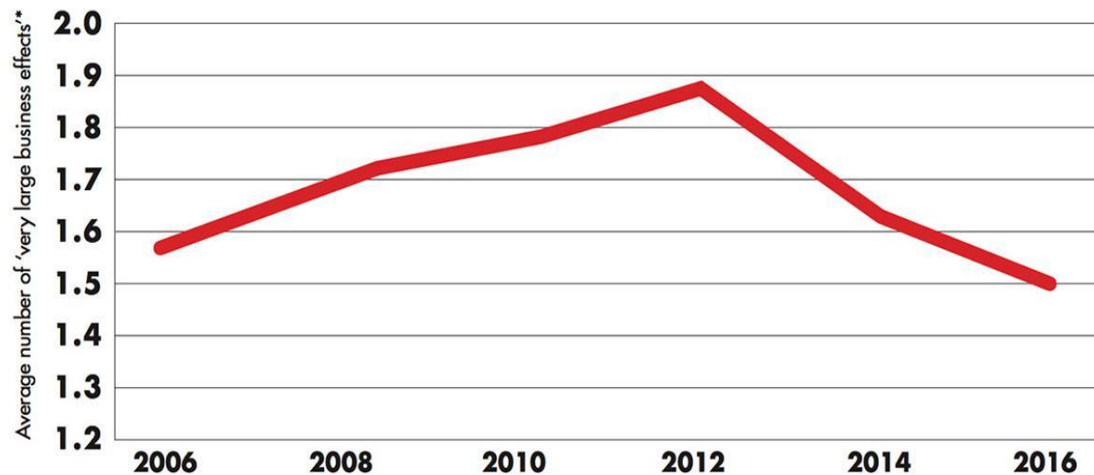
ADLAND (1997- 2017)

**THE REVOLUTION
WILL NOT
BE TELEVISED**

"WE ARE GOING BACKWARDS"

DEPECHE MODE (2017)

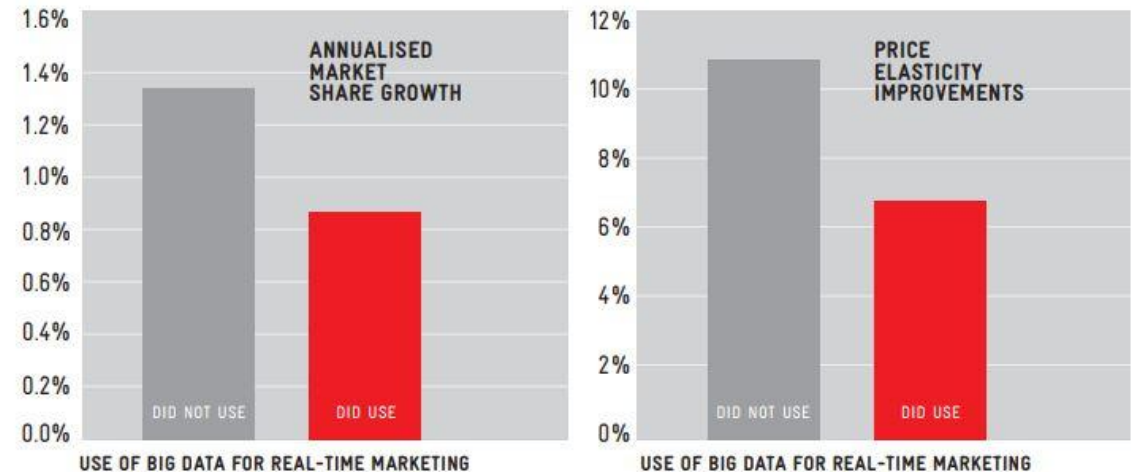
A FALL IN AD CAMPAIGN EFFECTIVENESS



Source IPA Databank, 1998-2016 case studies (data is aggregated over ten years for statistical reliability)

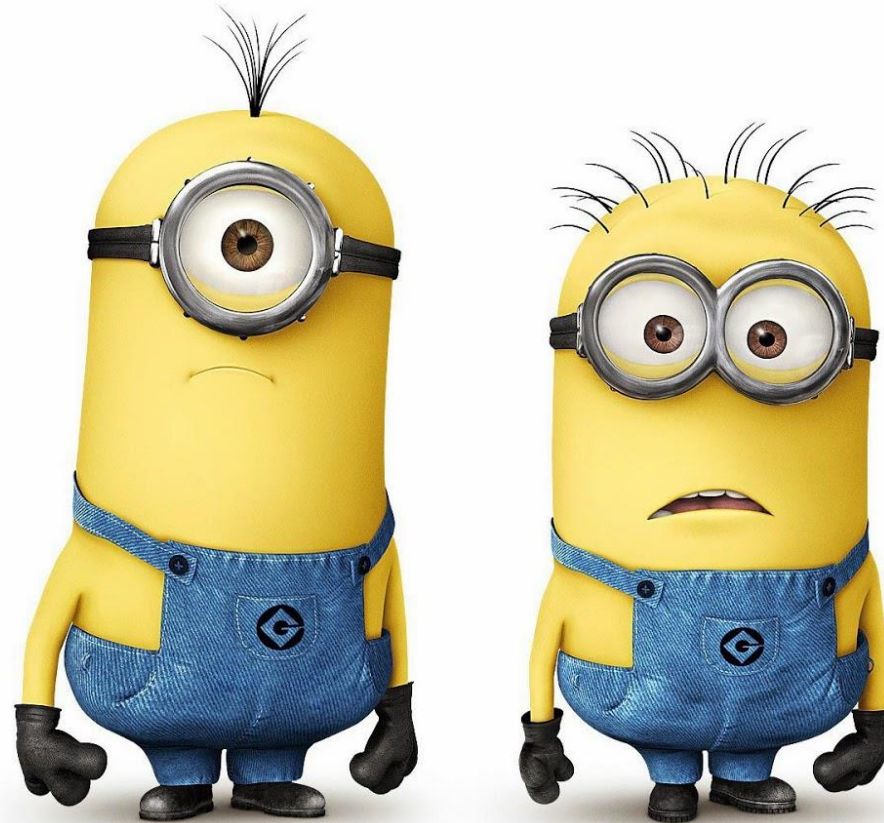
*Profit, sales, market share, penetration, loyalty and price sensitivity

THE LONG-TERM IMPACTS OF REAL-TIME MARKETING ARE LESS ATTRACTIVE (FIGURE 18)



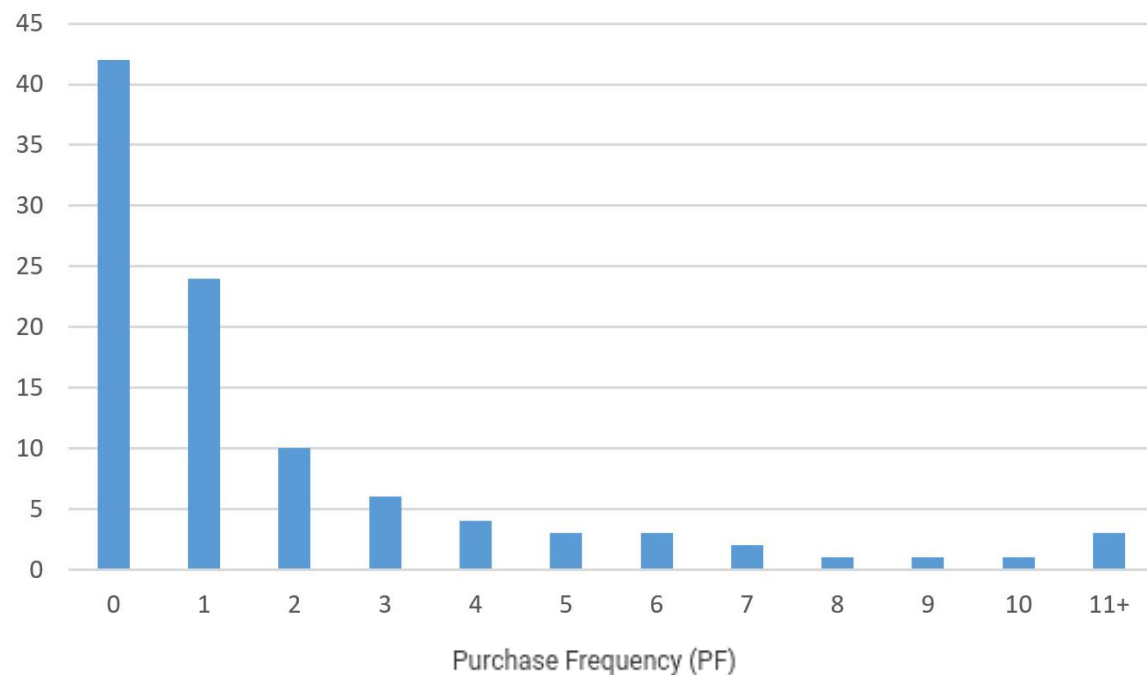
"WTF?"

ADLAND (2017)

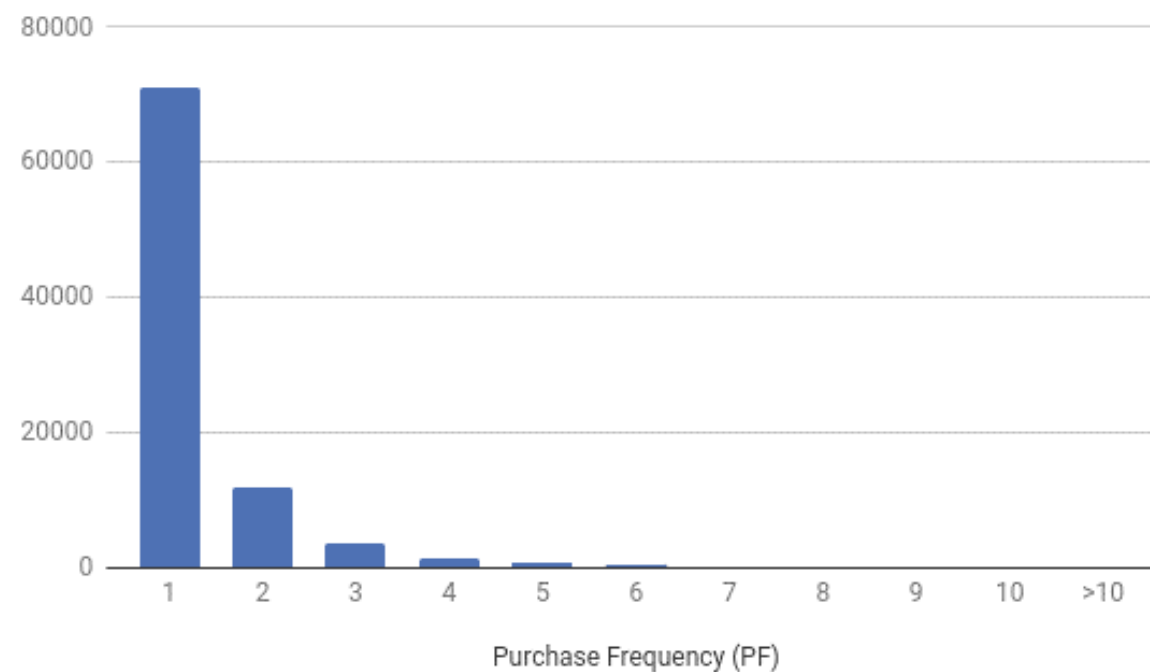


VÅRA KUNDER ÄR SÄLLANKÖPARE

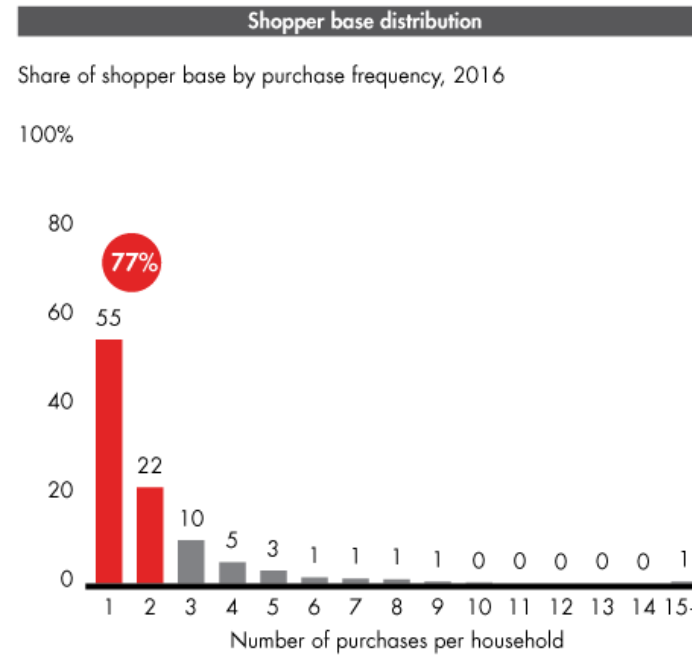
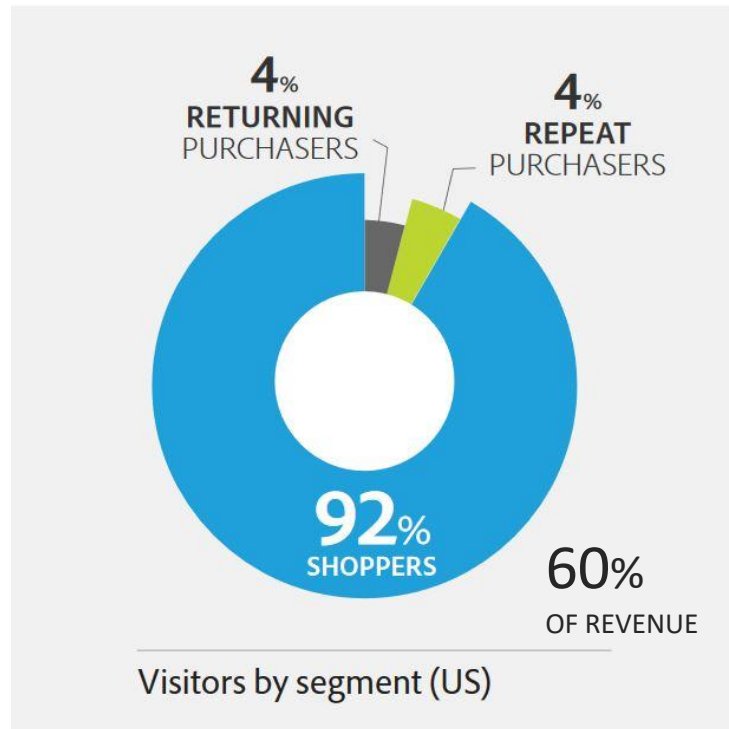
BLÖJMÄRKE



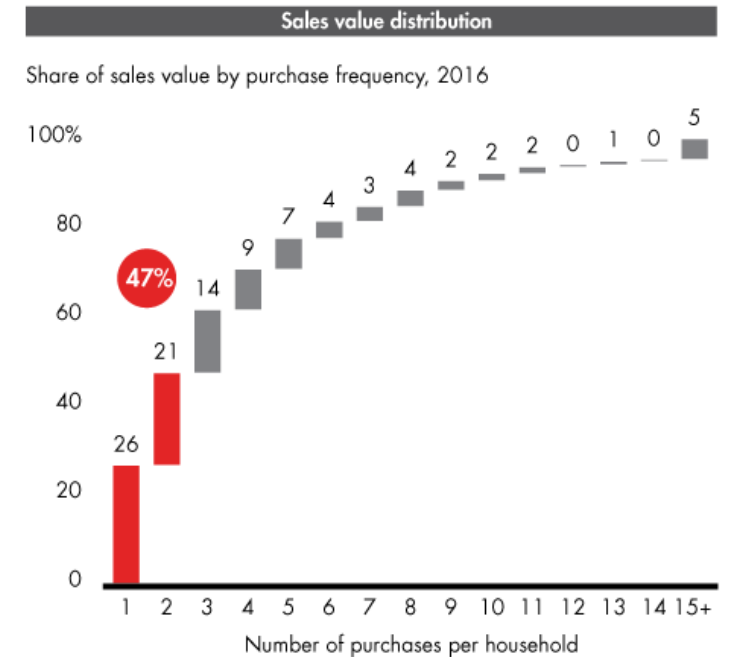
E-HANDELSMÄRKE



VI BEHÖVER NÅ ALLA



Sources: Kantar Worldpanel; Bain analysis



DE SOM NÅR FLER ÖKAR MER

PENETRATION IS THE KEY TO GROWTH

● Penetration ○ Volume growth ● Frequency

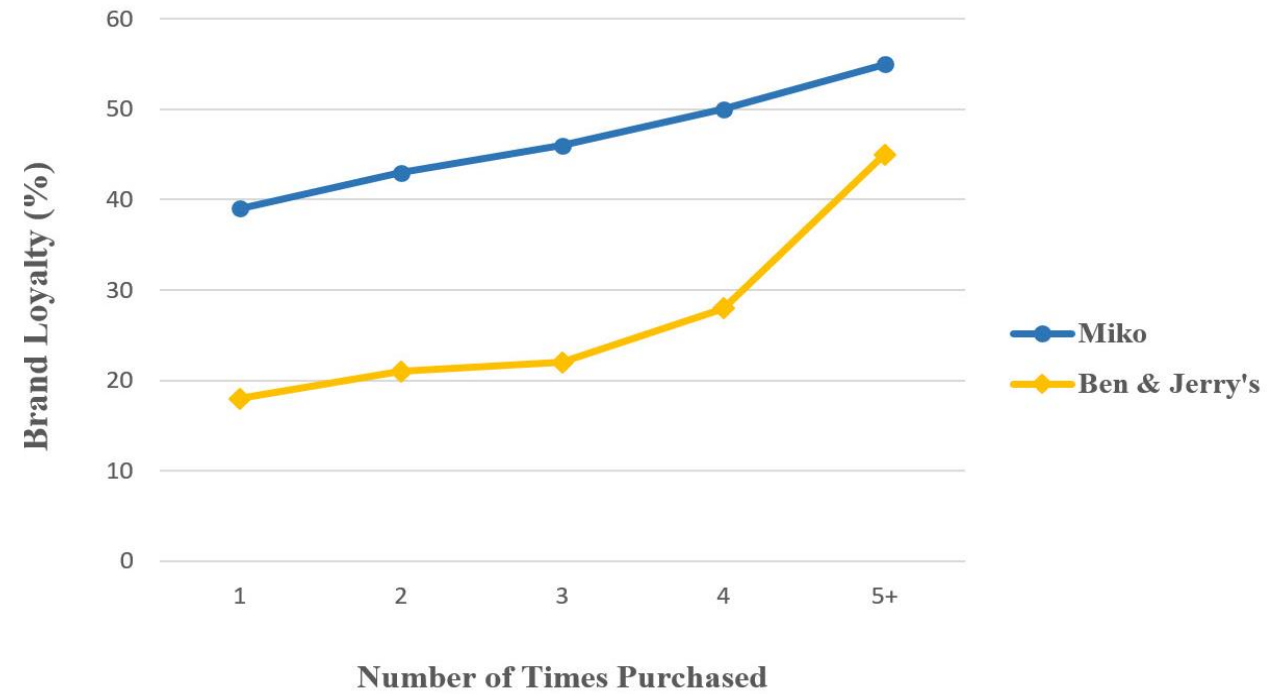
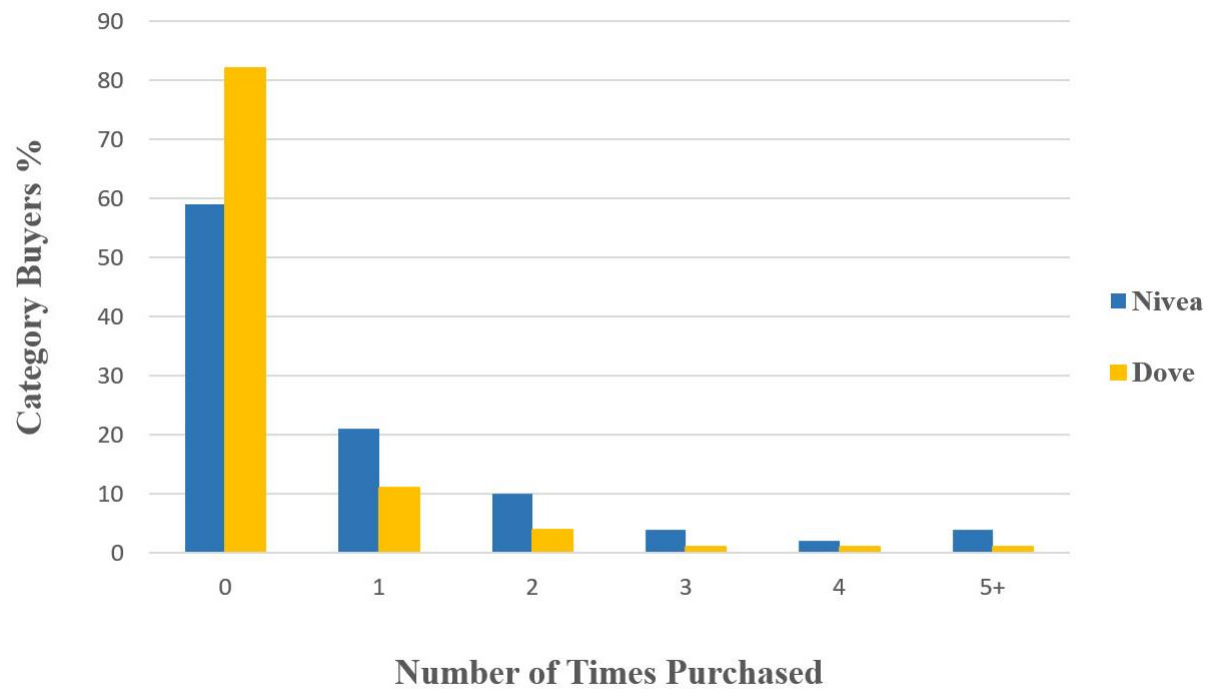
Only 2% of brands reach over 80% of households

Source: Brand Footprint 2015

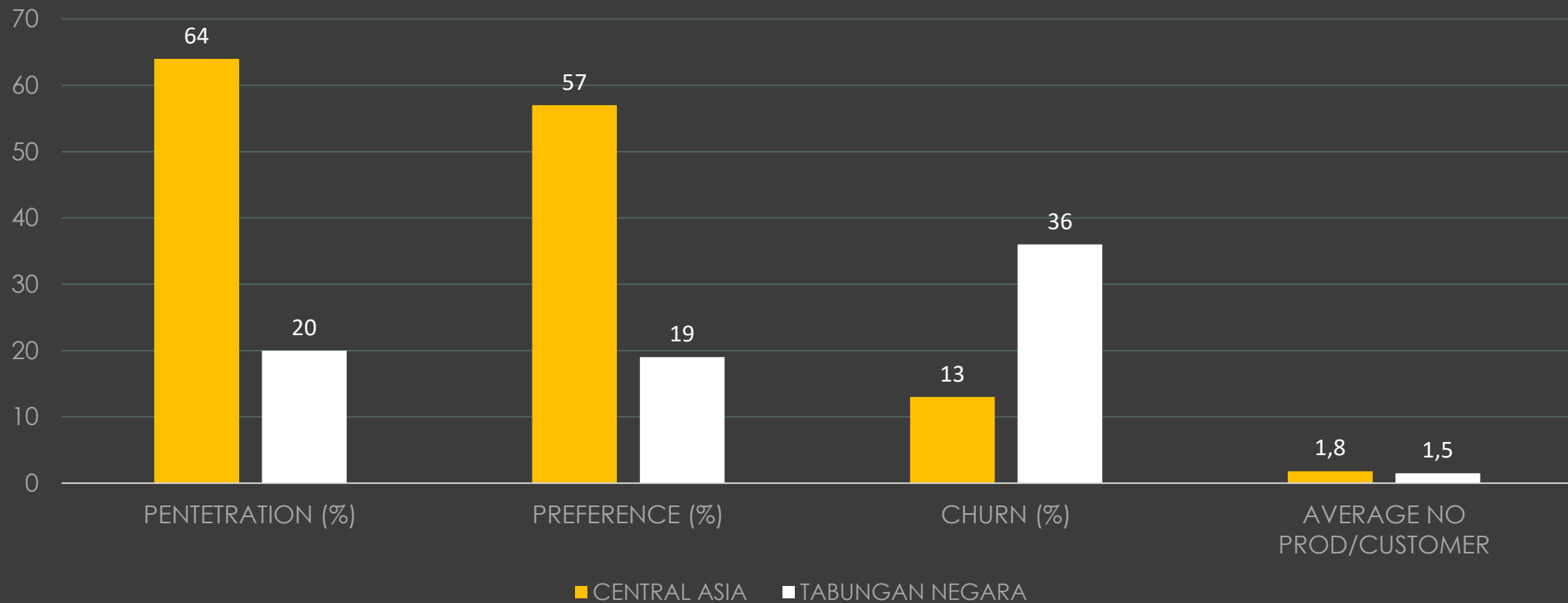
Penetration	Brands
Over 80%	2%
60-80%	5%
40-60%	9%
20-40%	19%
10-20%	19%
5-10%	15%
Below 5%	32%



DE SOM NÅR FLER HAR FLER LOJALA



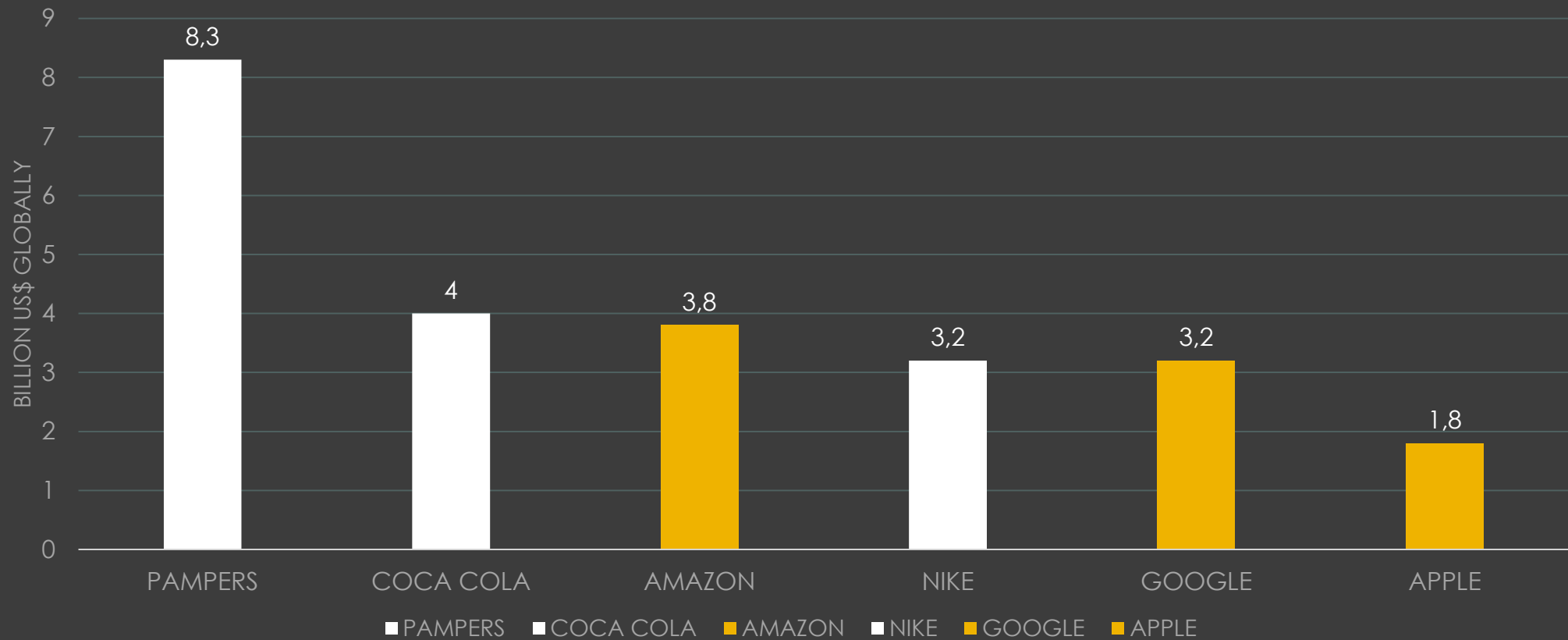
ALLA BEHÖVER NÅ FLER



THE DOUBLE JEOPARDY LAW:

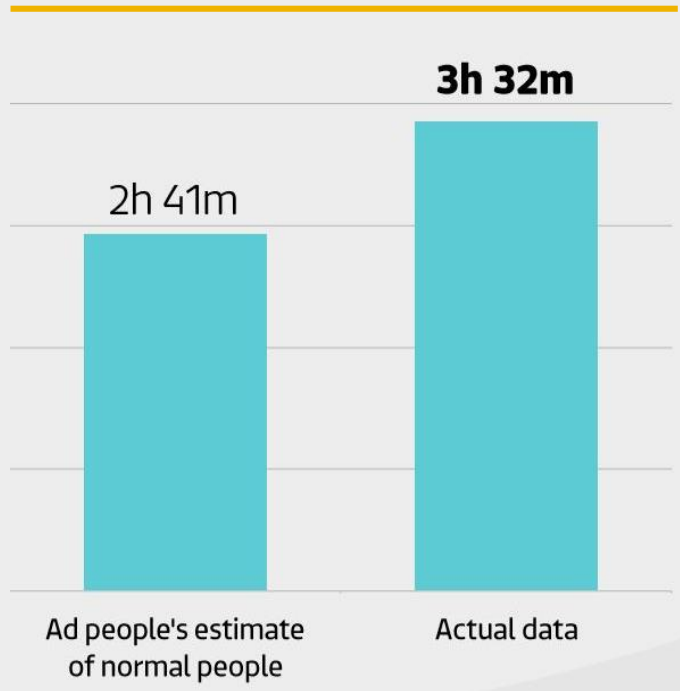
SOURCE: EHRENBURG, GOODHART & BARWISE (1990), FADER & SCHMITTLEIN (1993), UNCLES ET AL (1994), SYLVESTER, MCQUEEN & MOORE (1994), KEARNS, MILLAR & LEWIS (2000), ANSCHUERTZ (2002), BALDINGER, BLAIR & ECHAMBADI (2002), MCDONALD & EHRENBURG (2003), ALLSOP, SHARP & DAWES (2004), UNCLES & KWOK (2008), SHARP (2009), PARE & DAWES (2011), UNCLES (2010, 2014), RIEBE ET AL (2014), ROMANIUK, DAWES & NENYCH-THIEL (2014), TRUONG (2014): THE DOUBLE JEOPARDY LAW IS FOUND IN **CONSUMER GOODS, DURABLES, BANKING**, INSURANCE, **RETAILERS**, SOCIAL MEDIA, **TELECOM** ETC. IN ALL SECTORS INCLUDING **B2B AND B2C** RANGING ACROSS EUROPE, ASIA, LATIN AMERICA, AUSTRALIA, NEW ZEELAND, USA, AFRICA. ETC.

ALLA BEHÖVER ANNONSERA BRETT

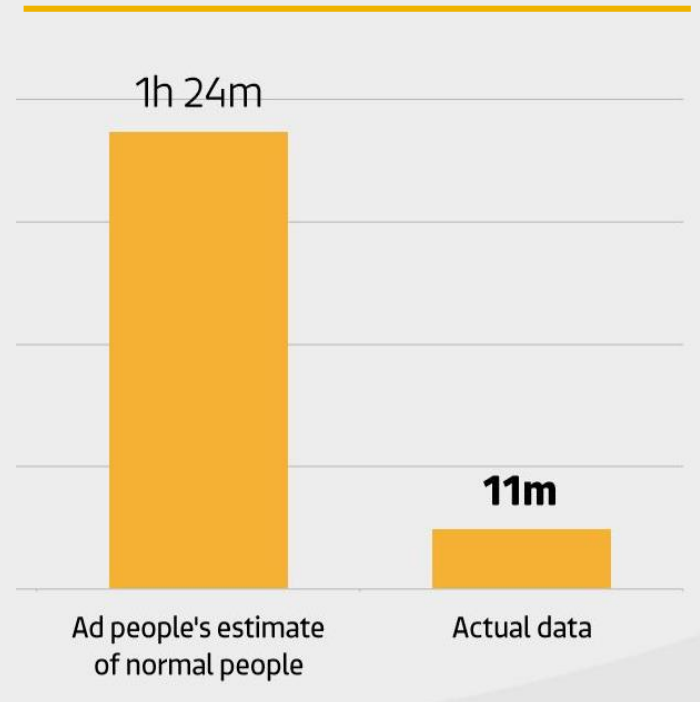


FLER BEHÖVER BLI MER DATADRVNA

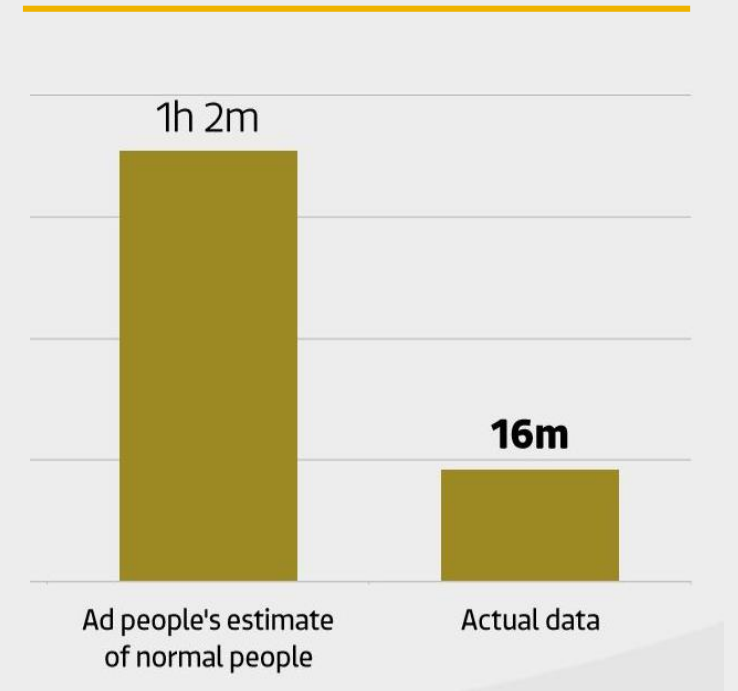
TV



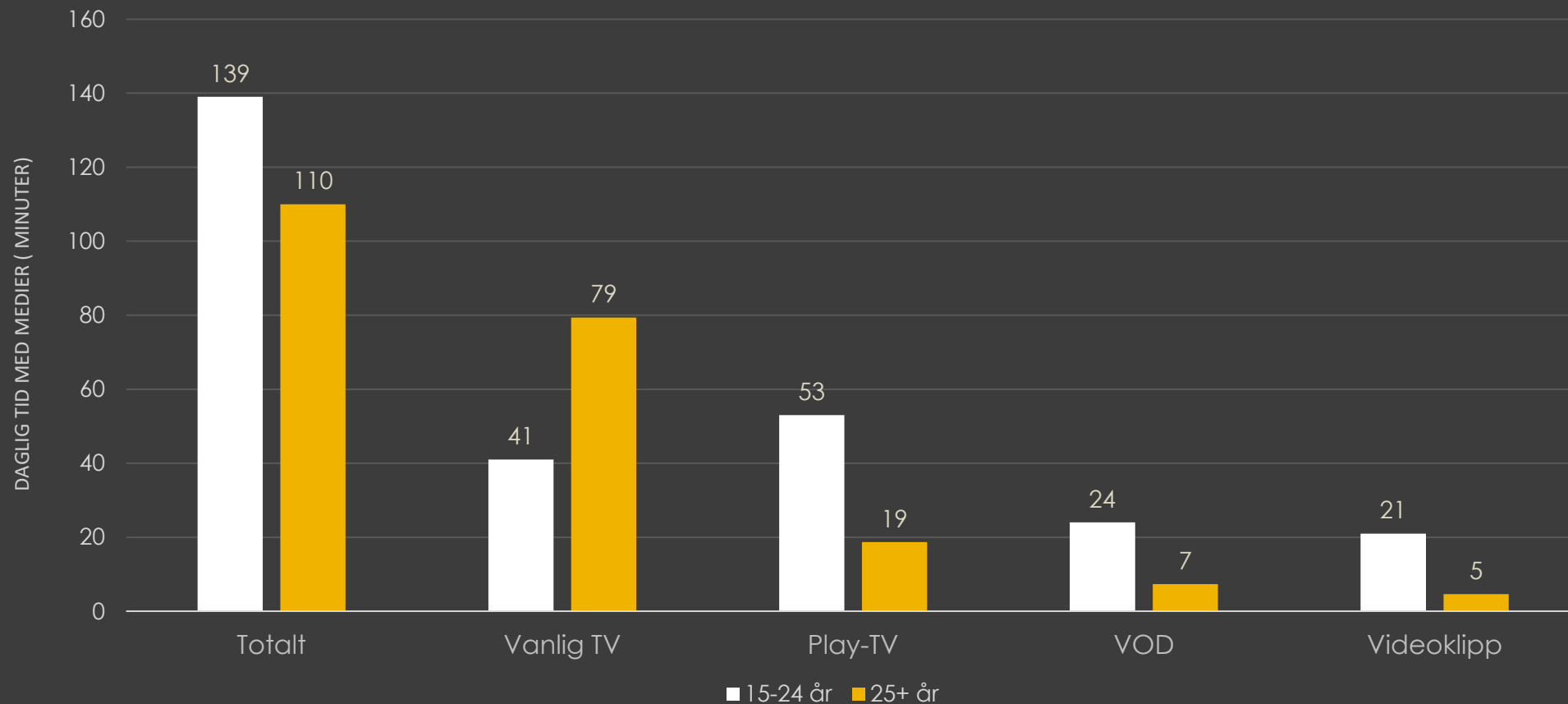
VOD



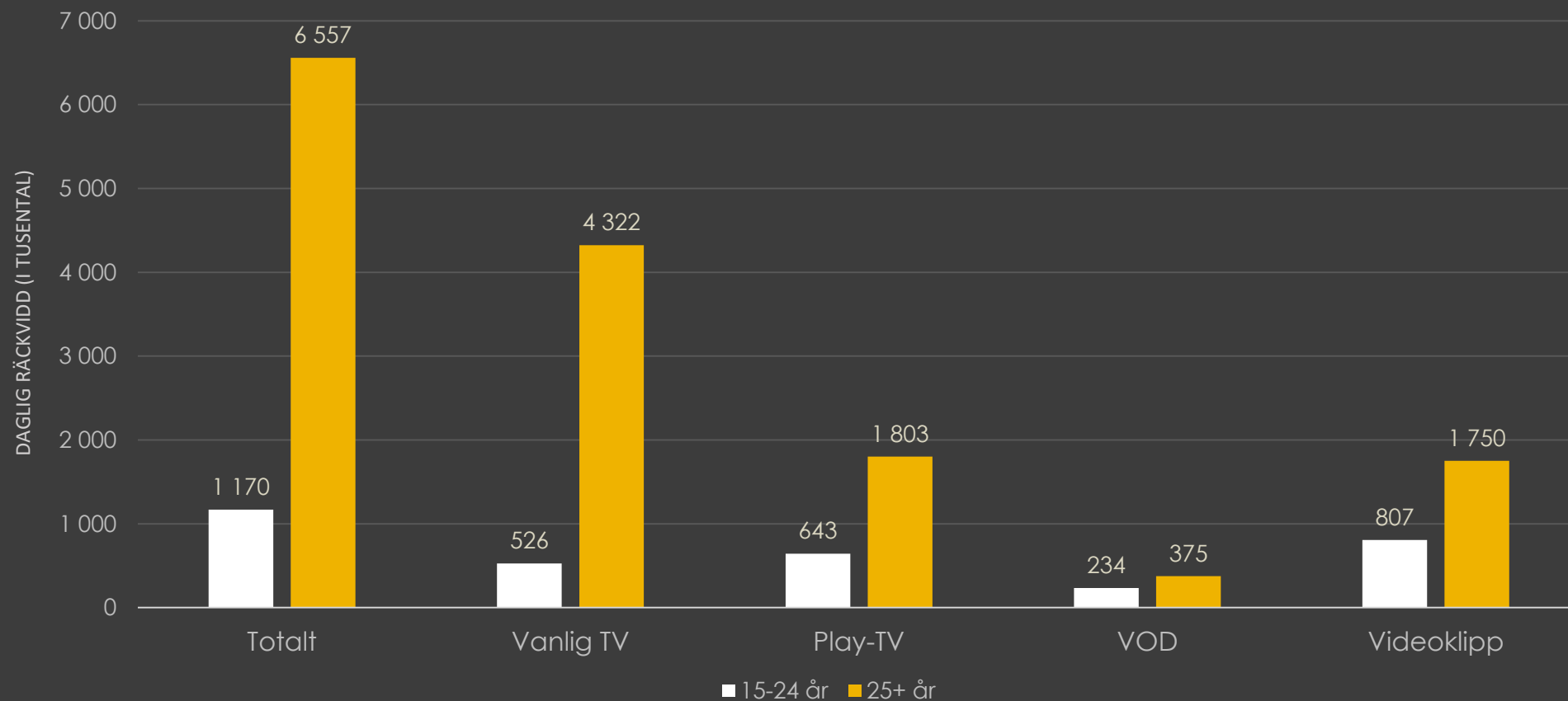
YOUTUBE



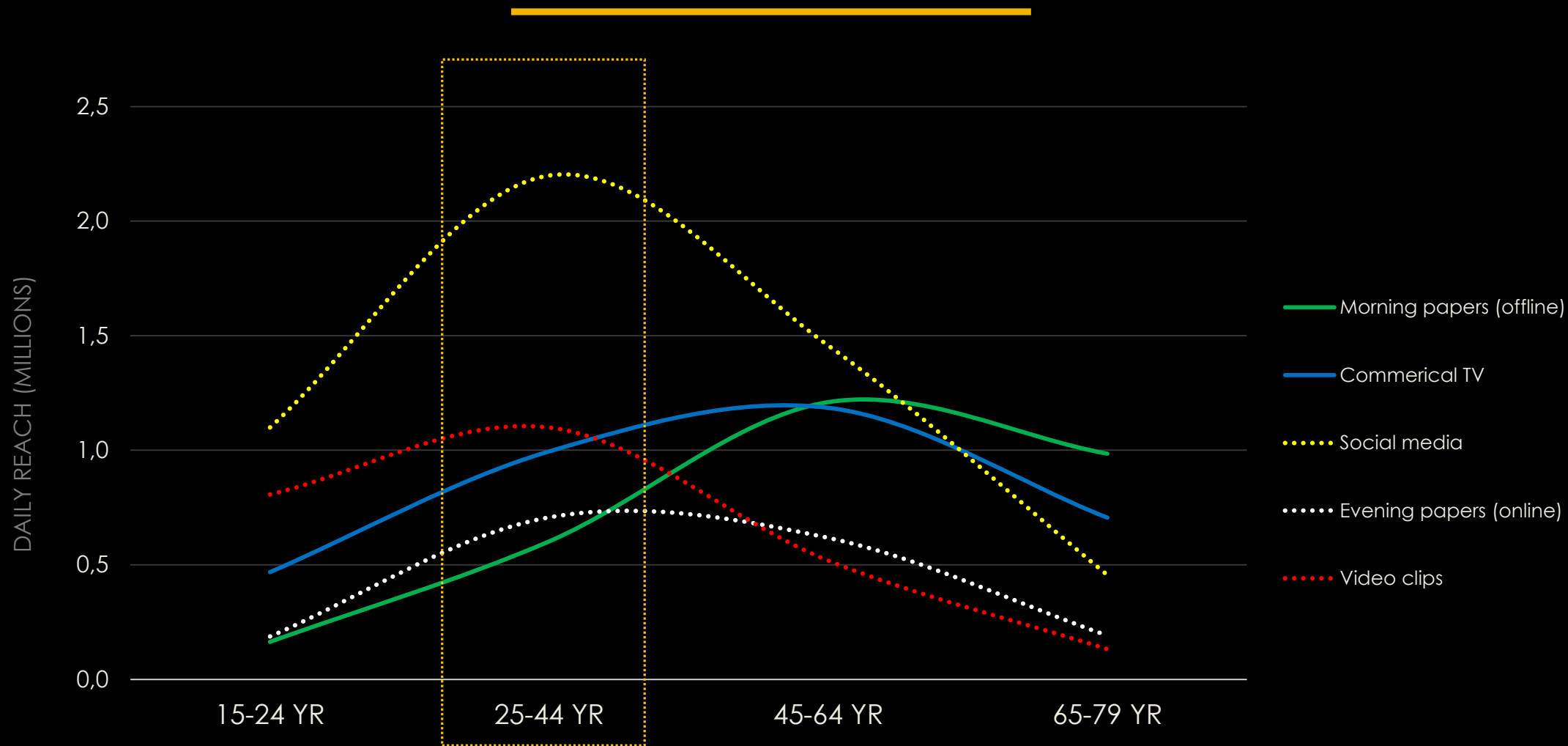
UNGA ÄR MER DIGITALA



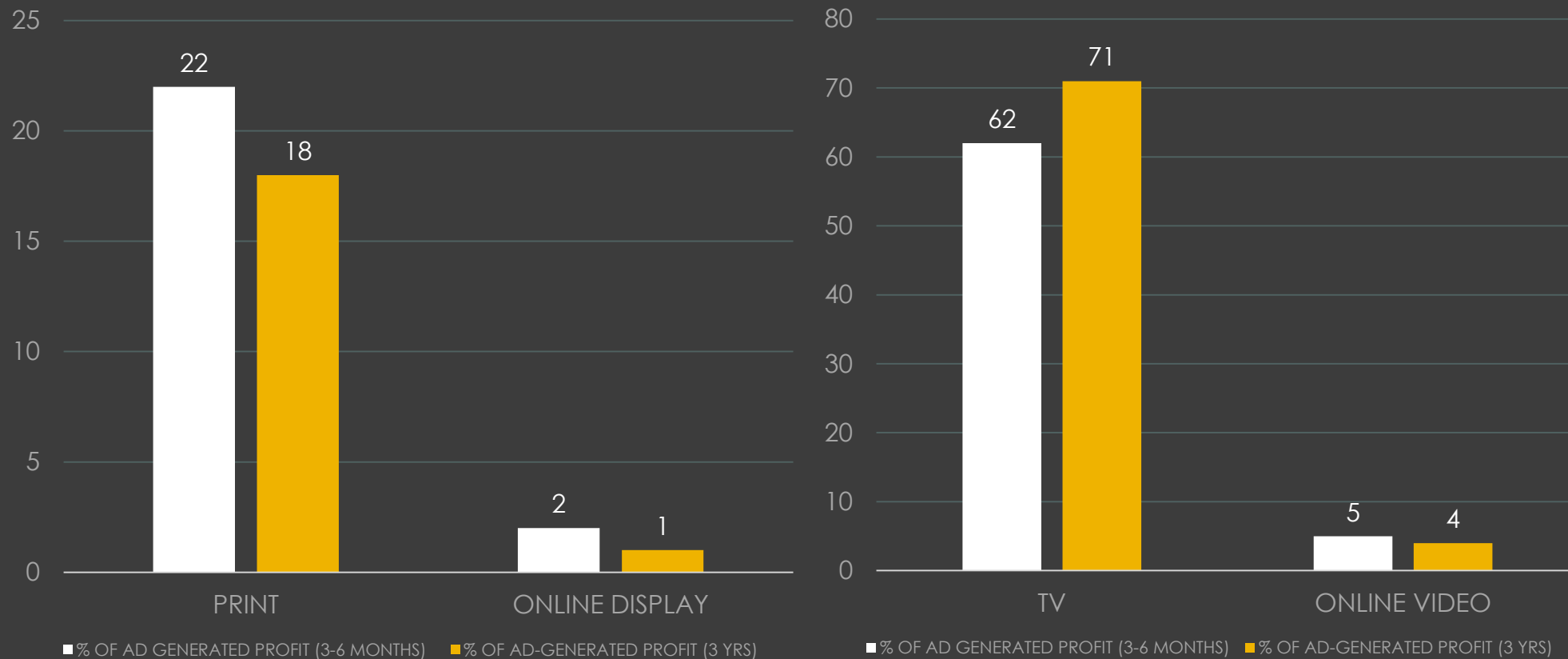
ÖVRIGA ÄR FLER



ADLAND ÄR INTE SOM ANDRA



"GAMMELMEDIER" GER MEST EFFEKT

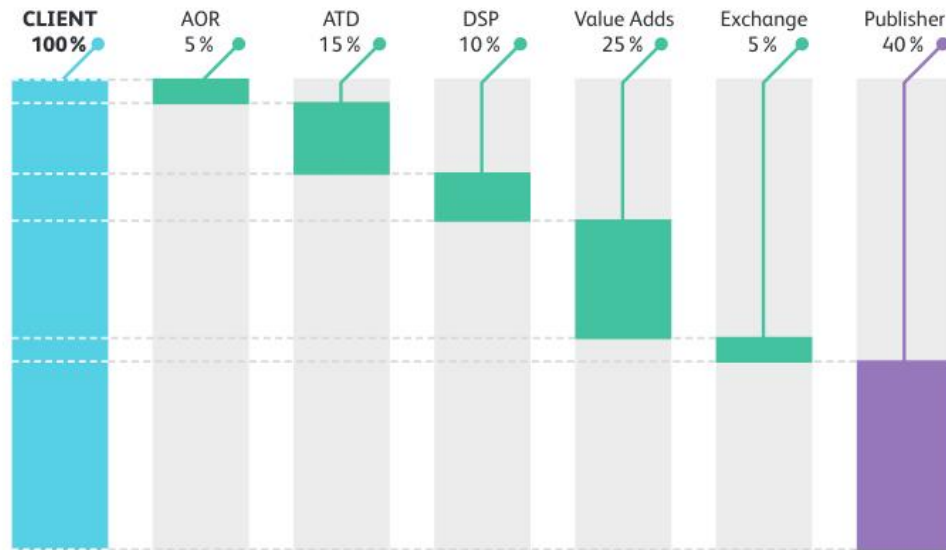


SOURCE: EBIQUITY & GAIN THEORY (NOV 2017):
1900 CAMPAIGNS BETWEEN 2014-2017, 150 CLIENTS, 11 SECTORS. EXCLUDING SHELF SPACE & LOCATION
PPC NOT DRIVING LONG TERM AND IS DEMAND HARVESTING.

VI BEHÖVER RENSA UT ALLT SPILL

THE PROGRAMMATIC VALUE CHAIN: (60%) WASTE

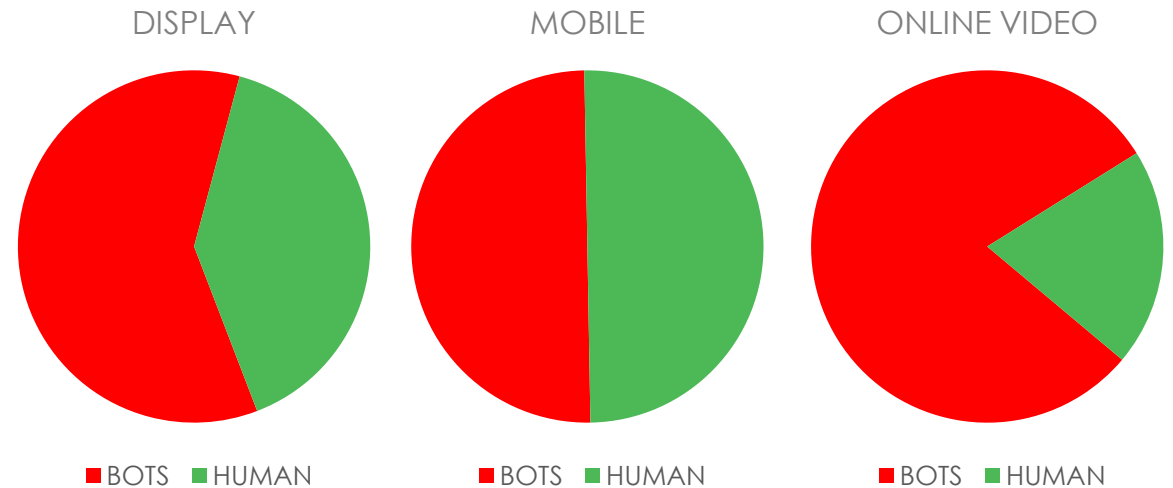
A model for how the money may be split between the various stakeholders, in the typical programmatic 'stack'



Source: industry experts



ADFRAUD VALUE EST 6.5 TO 30+ BILLION US\$: (40%) WASTE



METHBOT ALONE GENERATED 2 BILLION US\$/ANNUALLY

BACK TO THE FUTURE

"Om man vägrar att se bakåt och inte vågar se framåt så måste man se upp"

TAGE DANIELSSON (1967)

"Contrary to popular belief,
target specific buyers with each offer
is not clever.
Nor is it customer centric"

BYRON SHARP & JENNI ROMANIUK (2016)



KAPERO

ORGANISATION PROCESSES EFFECT



Management Consultants focusing on marketing, communication and media in digital transformation; streamlining

- > Organisation & Processes
- > Channels & Effect

Assigned by marketing/communication executives and CEOs.

