



# AUDIENCES ARE THE NEW NORMS: ACTIVATING STRATEGY IN A MODERN, AGILE WAY

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Over the last few years, we've seen hundreds of companies emerge or evolve to become part of the Display Lumascope, a framework for digital marketing and advertising that tells us what roles companies and their associated technology play in a process from marketing strategy to consumer activation. These companies all have a common goal: playing their part in reaching targeted consumers in a personalized way. We've been determining product and ad success by traditional norms, but if the end goal is consumer activation, why aren't we organizing our processes around the people who drive the market? We're missing a critical upfront process, an integration led by research and technology, that enables personalization to be carried through to inform the media plan—ensuring the right target consumers are activated.

We must first identify and understand rich target consumers in an agile way that allows us to make the audience the new normative measure. This is a big opportunity for market research. By starting with the audience, and making it the currency throughout development—instead of traditional norms—we can ensure relevancy throughout activation. Why does this matter? \$70B<sup>1</sup> is being spent annually on digital ads—in a very personalized way. If we take personalized assets built for the audience, and use those specific audience insights to inform media buying, we can increase ROI.

So, why isn't this being done today? Most development processes test products against products, and ads against ads, not unique audiences that need to be activated against.

In CPG, 1.5%<sup>2</sup> of shoppers (early adopters) determine new product success within the first year. We also know 85% of product launches fail and only 20% of ads are effective. We can do better than that—by understanding the target and activating against them in a more robust way. Given these numbers and the myriad of technology solutions within the Lumascope, it's no wonder why analytical solutions are a top expense area in 2018: CMOs

understand analytics is central to delivering customer experience, identifying, understanding, and growing customers, and measuring and optimizing marketing performance<sup>3</sup>.

To grow market share, we must start with the 1.5%. To identify these audiences and activate against them, we need modern solutions that harness big data and combine it with other first-party data, like survey data, in a dynamic, agile way. Imagine a world where we produce high-fidelity segmentations, tightly integrated with a media plan, in a few weeks...this is an existing reality.

For example, we used our agile solution with a coffee brand to deliver insights that identified at least 4.78M consumers available for the taking, while uncovering their demographics, unique behaviors, and interests; the insights specified how, when, and where to engage them. This real-time study then seamlessly fed product development, communications, and media planning and buying—as an API integration into the digital lumascope.

Fortunately, there are people offering these solutions, not just us. If you're uncertain about adopting, ask yourself...

- Can you effectively and efficiently map your segmentation to a media buying platform?
- When testing ads and products, how will you ensure they'll resonate with that 1.5% audience you should target?
- Does your media buy effectively target the early adopters for which you build your products and advertisements?

This is the next wave of agile, wherein we intelligently connect the dots among data gathered throughout the entire development process, apply iterative learnings, and in real-time integrate those insights into the Display Lumascope. By leveraging the audience as currency from identification and understanding to activation, you can make your brand more relevant, efficiently increase ad effectiveness, and truly make an impact on your business.

1. <https://www.emarketer.com/Report/US-Ad-Spending-eMarketer-Forecast-2017/2001998>

2. <https://www.businesswire.com/news/home/20120521005277/en/1.5-Shoppers-Decide-Success-New-CPG-Products>

3. <https://www.gartner.com/binaries/content/assets/events/keywords/digital-marketing/gml4/gml4-cmo-spend-survey.pdf>