

MOVING A BRAND FROM CRAPPY ADS TO VALUED CONTENT PROGRAMS

 @KirkCheyfitz
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**Everything begins and ends
with the audience.**





**“This is content marketing’s
epic moment.”**

—Me
Chief Content Officer Magazine
August-September 2017

1. Advertising is in crisis.
2. Advertising still fails to understand digital.
3. There are 6 steps advertisers must take to keep the crisis from growing.
4. The only future is content marketing.

Ads still work. Right?

Coca-Cola
"It's Beautiful"
Super Bowl 51 Ad
Cost: \$6-\$7 Million



Not really.

AdvertisingAge

Marketing Advertising Digital Media Agency Data BtoB Video



Super Bowl



Super Bowl Ads Haven't Helped Purchase Consideration Much, Research Suggests

By [Nat Ives](#). Published on February 09, 2017.



THE WALL STREET JOURNAL.

CMO Today Newsletter
July 26, 2017

“.....issues that...weigh heavy on marketers’ minds, including questions around... how well advertising actually works anymore anyway.”

...digital is the
future...

...and digital is
in even worse
trouble...

KSHIP MEETING

MS: WHAT NEXT?

"Craft or crap...? Technology enables both."

Marc Pritchard
CMO, P & G
January 2017

"All too often the outcome has been crappy advertising accompanied by even crappier viewing experiences....

"I mean, is it any wonder that ad blockers are growing 40%? Which really begs another question: How many people are really seeing these ads?"



1994



Joe McCambley helped invent the banner ad...

“My children tell me that’s like inventing smallpox.”

—Joe McCambley

Maybe we should hang this sign on the web?



People hate ads online.

625,000,000*
people block online ads worldwide

*Growing double-digit percentages every year

Digital is a hothouse for fraud and theft

- Bot fraud costs advertisers \$7-\$8 billion annually.*
- ANA has found kickbacks on media spend “widespread” among agencies.

Network effects make monopolies, not opportunities.

Google and Facebook now take 60% to 75%* of all online ad revenue.

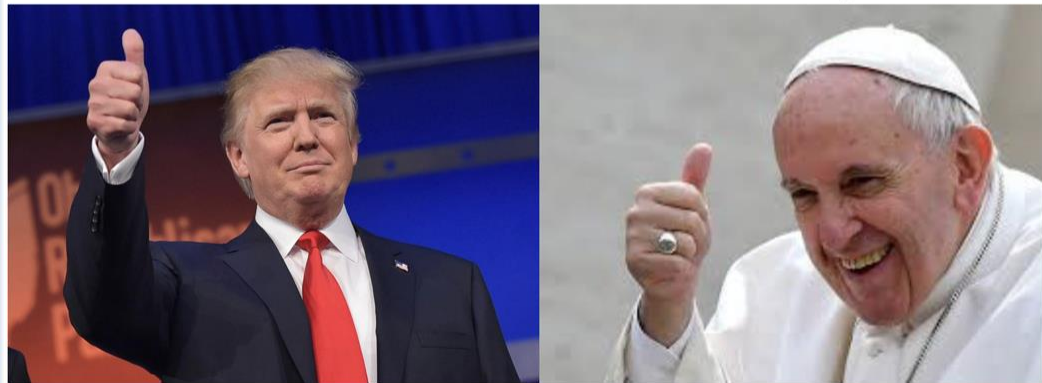
*WPP'S Martin Sorrell

Pope Francis Shocks World, Endorses Donald Trump!



Last but not least, programmatic injures democracy.

Pope Francis Shocks World,
Endorses Donald Trump!



“Digital advertising
revenue fuels fake
news....”

London School of Economics & Politics
Media Policy Project
“Fake News: Public Policy Responses”
March 2017

The IAB admitted its failure in 2015

“We messed up...we forgot the user experience...”

—Scott Cunningham,
VP, Technology
Interactive Advertising Bureau,
2015

Digital advertising's bad choices

“Quantity over quality...”

“Our over-engineering of cool, whiz-bang things...”

—Scott Cunningham,
Founder, Cunningham Tech
2017

“...reach and frequency” instead of “content and utility...”

—Joe McCambley
2013

Ad blocking is starving the publishing industry

Cost to publishers of crappy advertising:

\$12 billion by 2020

—eMarketer
Citing a forecast by Optimal

“Will Ad Blocking break the Internet?”

WILL AD BLOCKING BREAK THE INTERNET?

Ben Shiller
Joel Waldfogel
Johnny Ryan

Working Paper 23058
<http://www.nber.org/papers/w23058>

NATIONAL BUREAU OF ECONOMIC RESEARCH
1050 Massachusetts Avenue
Cambridge, MA 02138
January 2017

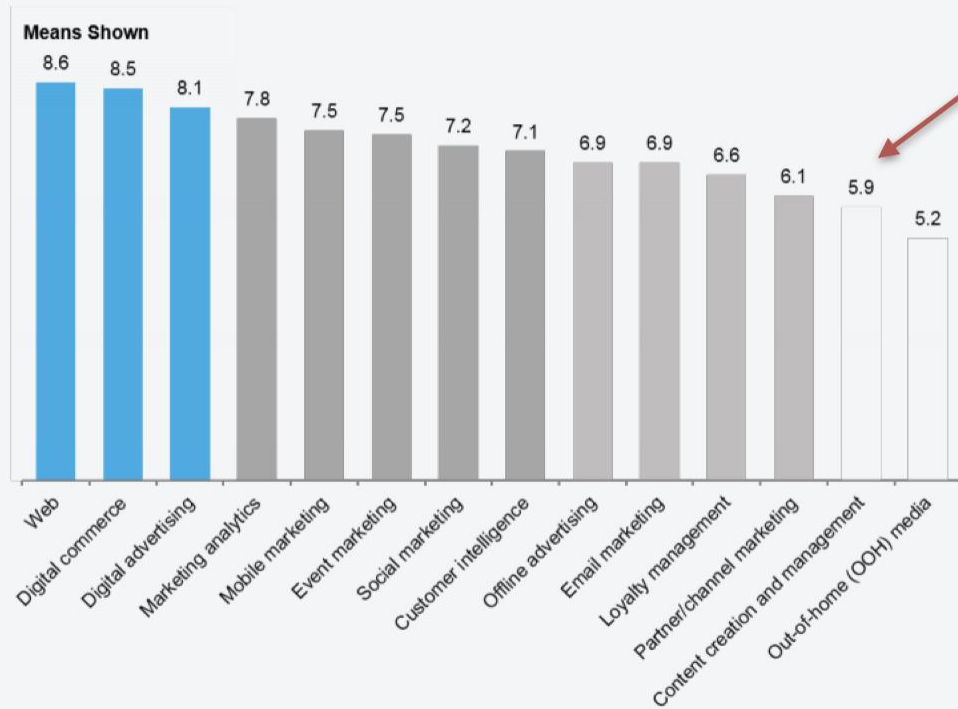
Content spend is still barely 6¢ on \$1

Next to last on the priority list.

Figure 4. Share of Marketing Budgets Going to 14 Marketing Capabilities

Q. How is your company's total marketing expense budget being allocated to or spent on each of the following marketing areas in fiscal year 2016?

2016 Marketing Expense Budget Allocation



Here's what all clients should sound like

Lou Paskalis

Senior Vice President,

Enterprise Media Planning, Investment and Measurement Executive

Bank of America Merrill Lynch.

Lou Paskalis talks
the post-advertising era:

6 steps to save the web:

1. Brands must take responsibility
2. Pledge to “do no harm”
3. Eliminate all silos
4. Enforce placement on legit sites
5. Punish agencies for fraud
6. Put a content agency in charge

**“When we talk about ‘content marketing,’
we mean the creation of storytelling material
that attracts readers, viewers and listeners to
a brand.”**

—Mashable
December, 2012

The imperatives of content marketing are what digital demands.

1. Put the audience first
2. Be helpful, useful
3. Inform and entertain
4. Like a decent human being, brands must be about more than themselves

→ SHEPHERD'S SPREAD ←
COUNTRY CROCK
Country Fresh Taste



THERE IS NOTHING MORE
UNINTERESTING THAN
MARGARINE.





**THE
CHALLENGE**

**GIVE MOMS A REAL REASON
TO BAKE WITH COUNTRY
CROCK.**

A woman with blonde hair, wearing a blue long-sleeved shirt, is standing at a wooden kitchen counter. She is smiling and looking down at a large red bowl. A young child with blonde hair is standing next to her, also looking at the bowl. The counter is cluttered with various baking ingredients and tools, including a glass jar of white powder, a small bottle of vanilla extract, a measuring cup, and a tablet. In the background, there are kitchen cabinets, a window with a patterned curtain, and a hanging light fixture with three warm-toned bulbs. A round analog clock is mounted on the wall to the right.

**THE
INSIGHT
WE FOUND**

**MOMS' SAY THEIR MOST
IMPORTANT JOB IS TO RAISE
KIDS INTO GOOD ADULTS.**

A warm, sunlit kitchen scene where a woman with blonde hair, wearing a blue long-sleeved shirt, is smiling and looking down at a large red mixing bowl. She is holding a small orange object, possibly a piece of fruit or a cookie, over the bowl. Two children are visible behind her, also looking at the bowl. The kitchen counter is cluttered with various baking ingredients and tools, including a glass jar of white powder (likely sugar), a small bottle of vanilla extract, and a tablet device. In the background, there are wooden cabinets, a window with a patterned curtain, and a hanging lamp with three warm-toned bulbs. A round clock is mounted on the wall to the right.

**THE
STORY WE
UNCOVERED**

**BAKING WITH YOUR KIDS
IS A WAY TO SHOW LOVE
AND SHARE VALUES.**



**THE
STORY
WE TOLD**

**SO MUCH GOOD HAPPENS
WHEN WE BAKE.**

Meet one family who knows
so much good happens, **when we bake.**

THE RESULTS

WHEN WE BAKE
VIDEO
8 MILLION VIEWS
66 MILLION IMPRESSIONS
2X OUR PAID GOAL

ALL THAT NEW TRAFFIC NEEDED
A SPECIAL DESTINATION.

SO WE CREATED A CONTENT HUB
THAT TOOK MOMS DEEPER INTO
THE STORY.

AND FILLED THE LANDING PAGE
WITH FAMILY STORIES.



WE FILLED THEIR SOCIAL
FEED WITH MOMENTS AND
IDEAS.



Country Crock

December 17, 2014 · 🌐

Patience. Sharing. Togetherness. So much good happens [#WhenWeBake](#).

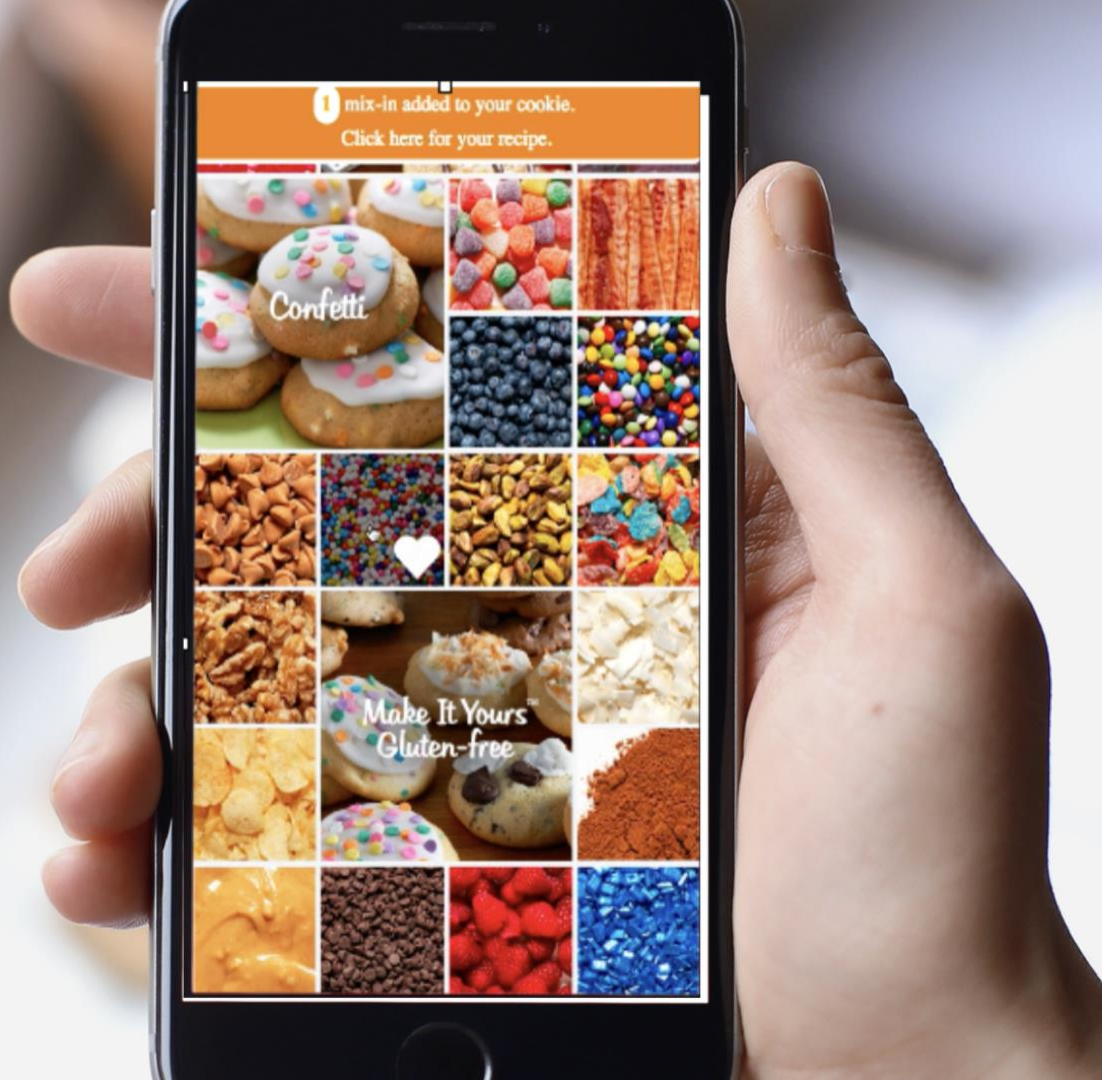



3,719 Views

Like · Comment · Share · 👍 60 💬 1 ➦ 19



WE MADE RECIPES
INTERACTIVE IN MOBILE.



A heart-shaped metal cookie cutter is centered on a rustic, weathered wooden surface. The wood has a light tan color with visible grain and some darker, peeling areas. The cookie cutter is made of a dark, possibly stainless steel, material and is oriented vertically.

THEN, WE CREATED AN IN-STORE
EXPERIENCE TO SHOW WHAT
HAPPENS WHEN
YOU MIX EQUAL PARTS:

LOVE
DOUGH
AND A 3D
PRINTER

THE RESULTS

25.6%

HOUSEHOLD
PENETRATION
+1.8% VS. YAG

THE RESULTS

**RECORD
SHARE LEVELS**

24.1% \$ SHARE

29.9 EQ SHARE

The demand for story-driven creative will intensify as AI-assisted interactions take over.



So, Kirk, you're the poor dear sap Christine, or rather, Dr. Palmer sent to deal with me, hmm?

Yes to being Kirk; no to being a poor sap.



Oh trust me, not a knock on you. It's just... if you knew what lay in store for you here...

Look, I know Christine approved you but that doesn't mean I have. Therefore, welcome to your job interview! Are you ready to begin?

Sure.

**This is just the beginning
of the content revolution.
And the only question is:**

**Are you in?
Or out?**

6 key takeaways

1. The audience must come first, especially online.
2. Ignoring #1 has created an existential crisis for advertising.
3. The audience is in control. Ignore that and you will be blocked.
4. Eliminate silos, grasp digital's complexity, integrate everything.
5. Whitelist, don't blacklist. Brands must take responsibility for the tone, content and placement of their messages.
6. The only future is an approach that attracts the audience. Content marketing exemplifies such an audience-first approach.

For further reading:

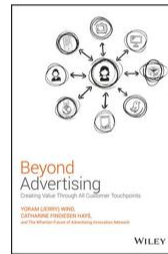
"Ads Are Killing the Web: Are You Part of the Problem?"

—By Kirk Cheyfitz
Chief Content Officer Magazine
[http://
contentmarketinginstitute.com/
2017/09/advertising-killing-web/](http://contentmarketinginstitute.com/2017/09/advertising-killing-web/)



"Beyond Advertising"

—Edited by Jerry Wind & Catharine Hays, Wharton Future of Advertising Project
Published by Wiley



Questions? Email Kirk or Nicole:

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nicole.ogoff@storyworldwide.com