

# MEDIACOM

HOW TO DO REAL TIME MARKETING:

Why brands fail in what seems clear?

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# The Holy Grail?

**“Social media are tools.  
Real time is a mindset”**

*David Meerman Scott*



**“Real-time marketing  
is not for everyone.”**

*David Amerland*

If so many brands fail, maybe it is just a matter of intuition?

**NO**



# COVID-19 gave us a great opportunity to tell effective from non-effective

1785134

categories

brands

cases

- Retail
- Delivery
- FMCG
- Entertainment
- Telecom
- Beauty
- Auto Services
- Gaz stations
- Education
- Transport
- Fitness
- Banking
- Airlines
- Social media
- Pharma
- QSR



35%

47 cases  
were successful

# Step zero: methodology

## 12 SUCCESS PARAMETERS

Audience  
Activity type  
Format  
Tone of voice  
Touchpoints  
Partnerships  
Cov-19 mention  
Humor  
Actionable solution  
Short/long term focus  
Locality  
Celebrity

## 1 SUCCESS CRITERIA

### CONSUMER DEMAND BOOST

Search requests uplift 10%+ vs previous week and significantly higher than category

## RANDOM FOREST METHOD

To identify **WHAT PARAMETERS MATTER**

## CLUSTER ANALYSIS

To identify **THE RIGHT MIX OF PARAMETERS for success**

## And now we know

# 1

SHOULD WE DO IT OR NOT?

# 3

WHO IS THE RIGHT TARGET?

# 2

WHEN IS THE BEST MOMENT?

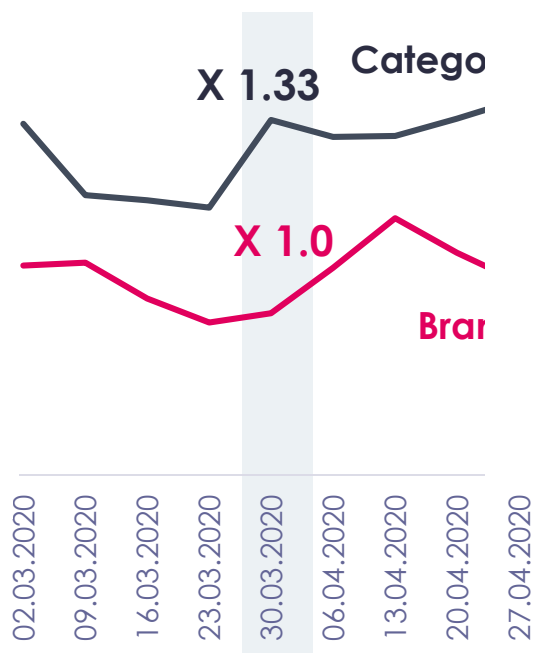
# 4

WHAT MATTERS MOST?

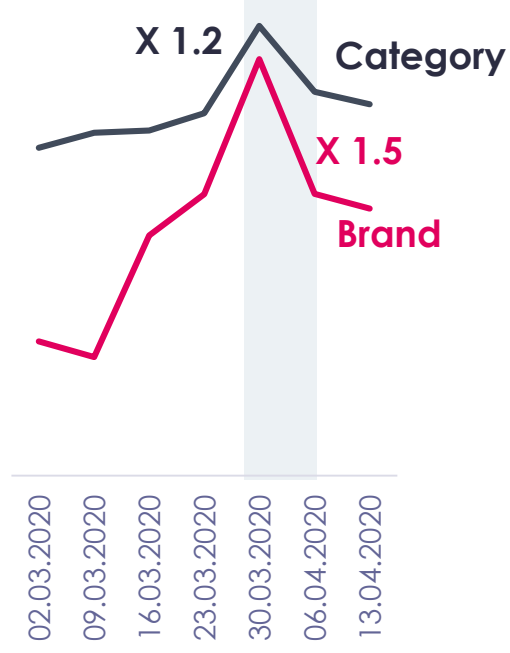
# To be successful need to grow faster than a category

To clean the cases from the seasonal and categorical component, we check the category growth and compare it with the brand growth for similar weeks

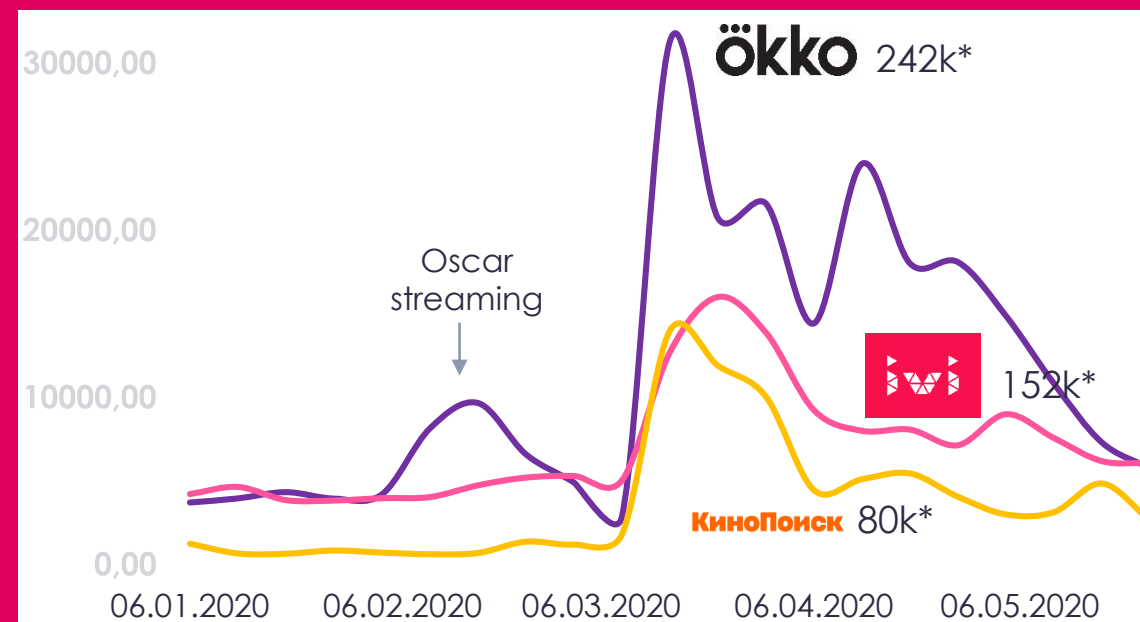
## 1. Category grows faster than brand



## 2. Brand grows faster than category



## Success example





## And now we know

### 1 SHOULD WE DO IT OR NOT?

Category growth doesn't necessarily lead to brand growth. Real time activations can provide higher boost of consumer demand up to 6 times

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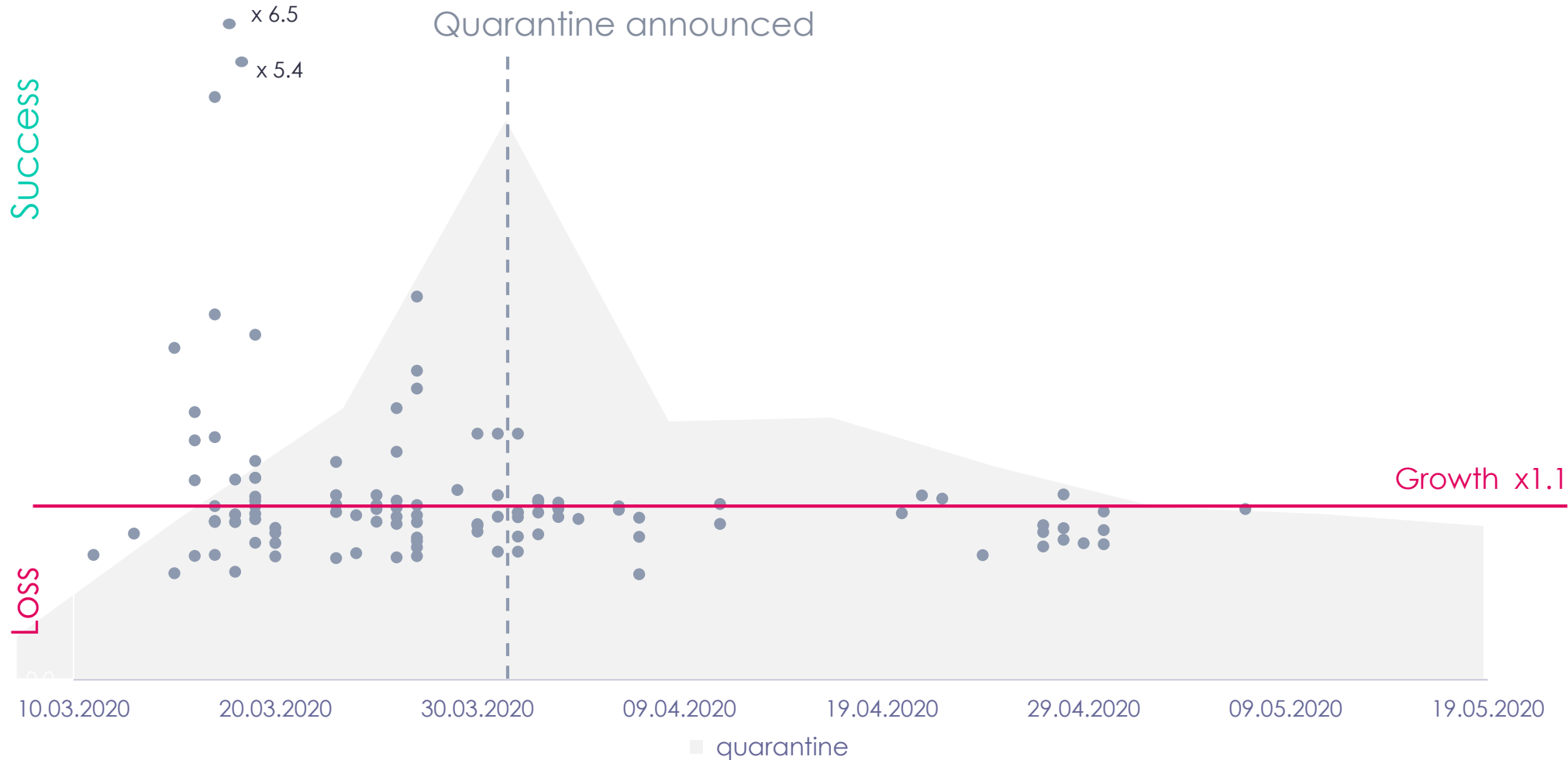
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# Most of successful cases were launched in March, while cases that emerged later were less effective



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### 2 WHEN IS THE BEST MOMENT?

Get on air immediately or even a bit earlier than the topic gets hot. The later you activate, the lower success you get

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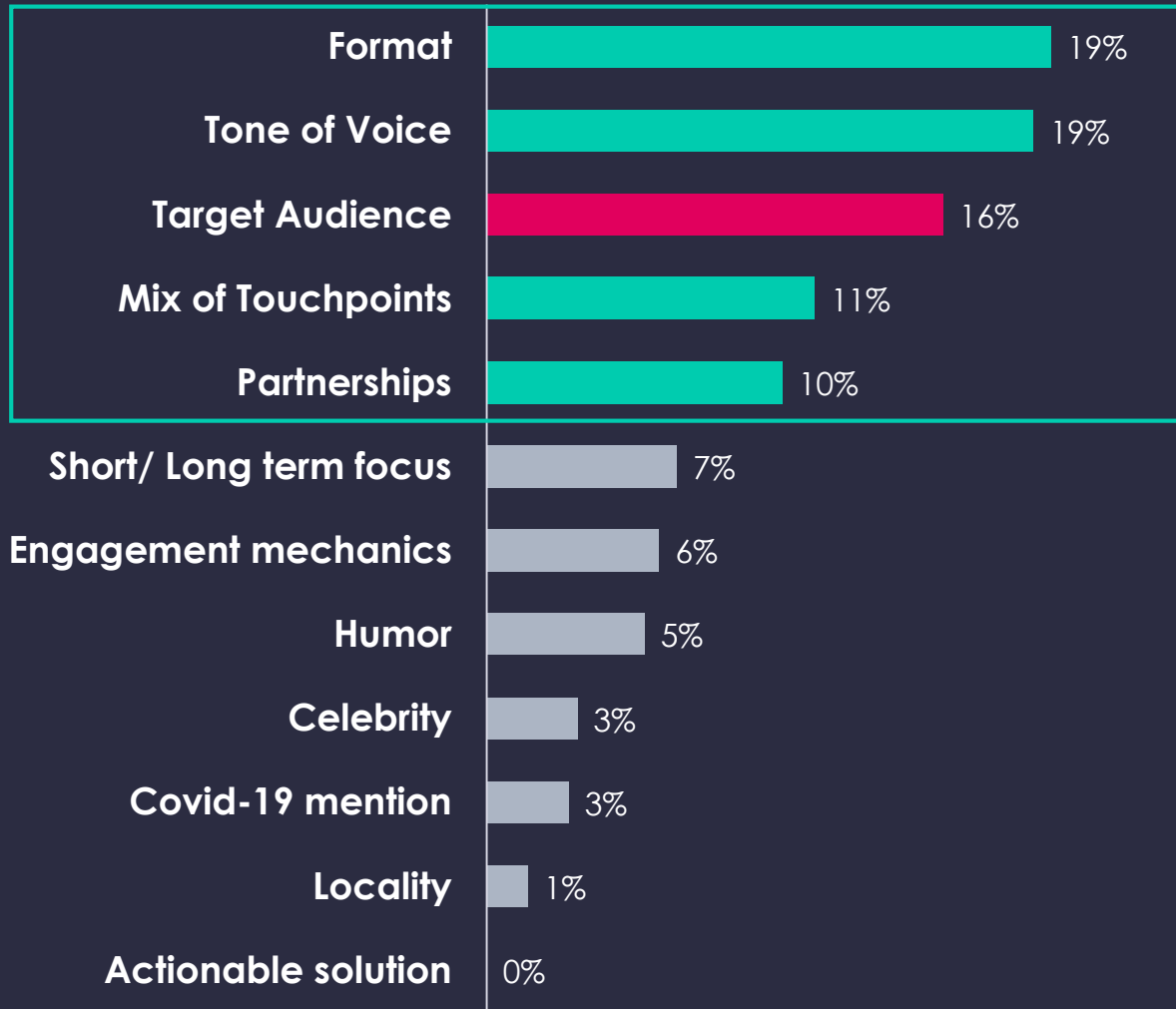
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## Five “ingredients” predefine success



## Target audience should be broad enough, at least 2%

Target audience	% of the population
All	100%
Parents and children	62%
People at a remote work	16%
Students and pupils	14%
Pensioners	23%
B2B and people, who lost a job	More than ~4%
Customers	The exact numbers for each case are unknown
Subscribers	
Doctors, Russians Abroad, Couriers and Taxi Drivers, Coronavirus Patients, Other	On average ~ 0.6% per target group

## And now we know

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Category growth doesn't necessarily lead to brand growth. Real time activations can provide higher boost of consumer demand up to 6 times

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The size of audience matters. Campaigns for narrow audiences (lower than 2% population) have low chance for success

### WHEN IS THE BEST MOMENT?

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### WHAT MATTERS MOST?

# 4

Auto category:

To be success need to create a supportive content, that addresses to all people

Success: Fast & Brave

Supportive video (incl. TV) addressed to **everyone** (TA ALL 100%) at **the right time** with the **relevant message**



30th of March

“30% discount for trips home”

Brand **1.6**  
(category 1.02)

Unsuccess: Thinking too long

Supportive and inspiring content reaches a **small audience** (less than 2%) at **the wrong time** (Too late from the topic)



27th of March  
free coffee for ambulance staff

Brand **0.86**  
(category 0.85)



11th of March  
freezing accounts due to coronavirus

Brand **0.81**  
(category 0.92)



20th of March  
opportunity to thank drivers

Brand **0.89**  
(category 0.89)

27th of April  
launch product delivery

Brand **0.81**  
(category 1.01)



Online cinema category:

To be success need to offer relevant offer to all people soon enough

Unsuccess: Lack of Relevance

Too late



27th of April

launch of fitness video tutorials

Brand **0,96**  
(category 0,93)

No scale of relevance



1st of April

Broadcasting of Mercedes-Benz Fashion Week »

Brand **0,93**  
(category 1,24)

Success: Relevant

Scale of relevance



26th of March

Free "Art Online" with broadcasts of live concerts, performances

Brand **1.48**  
(category 1.24)

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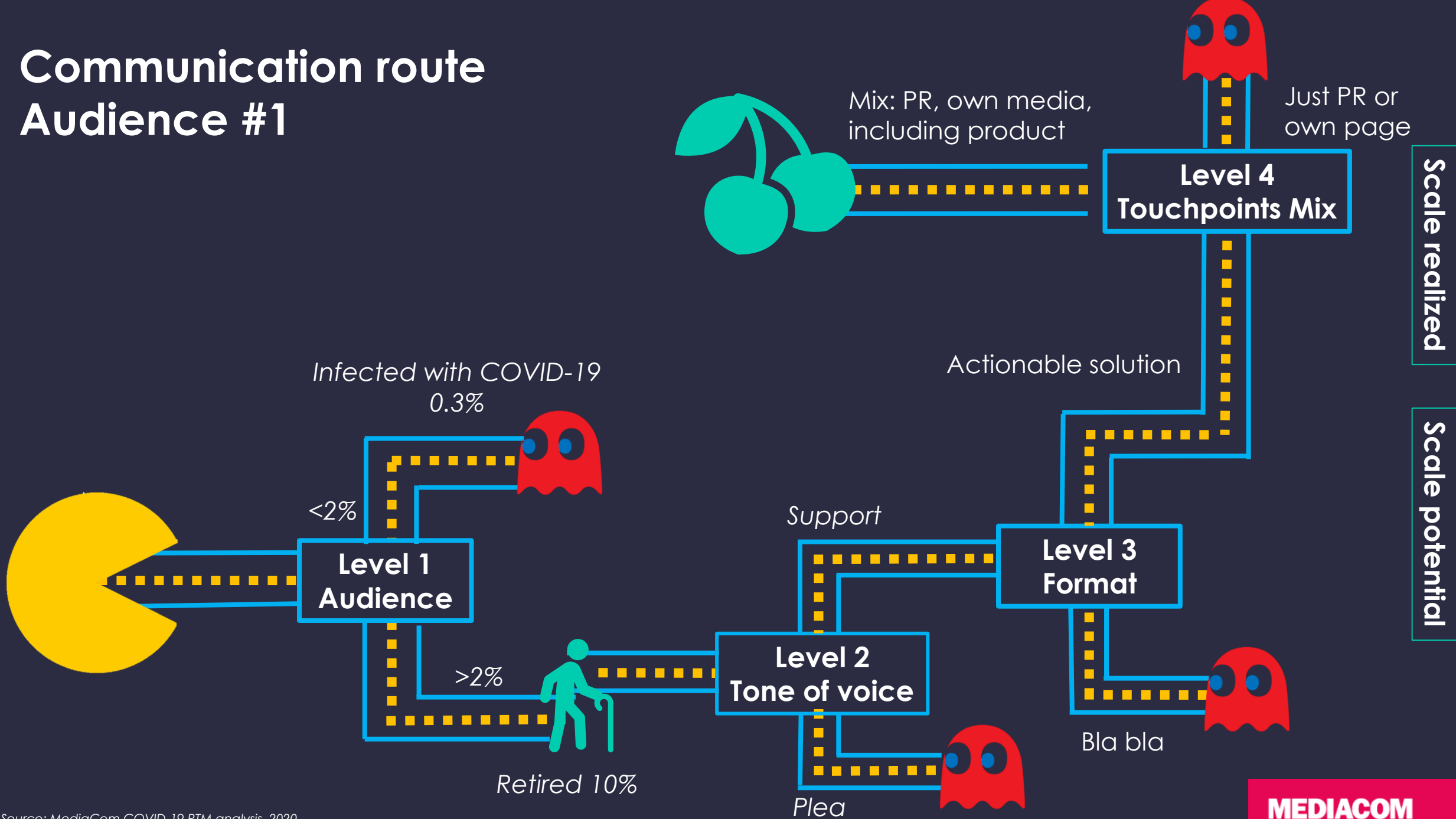
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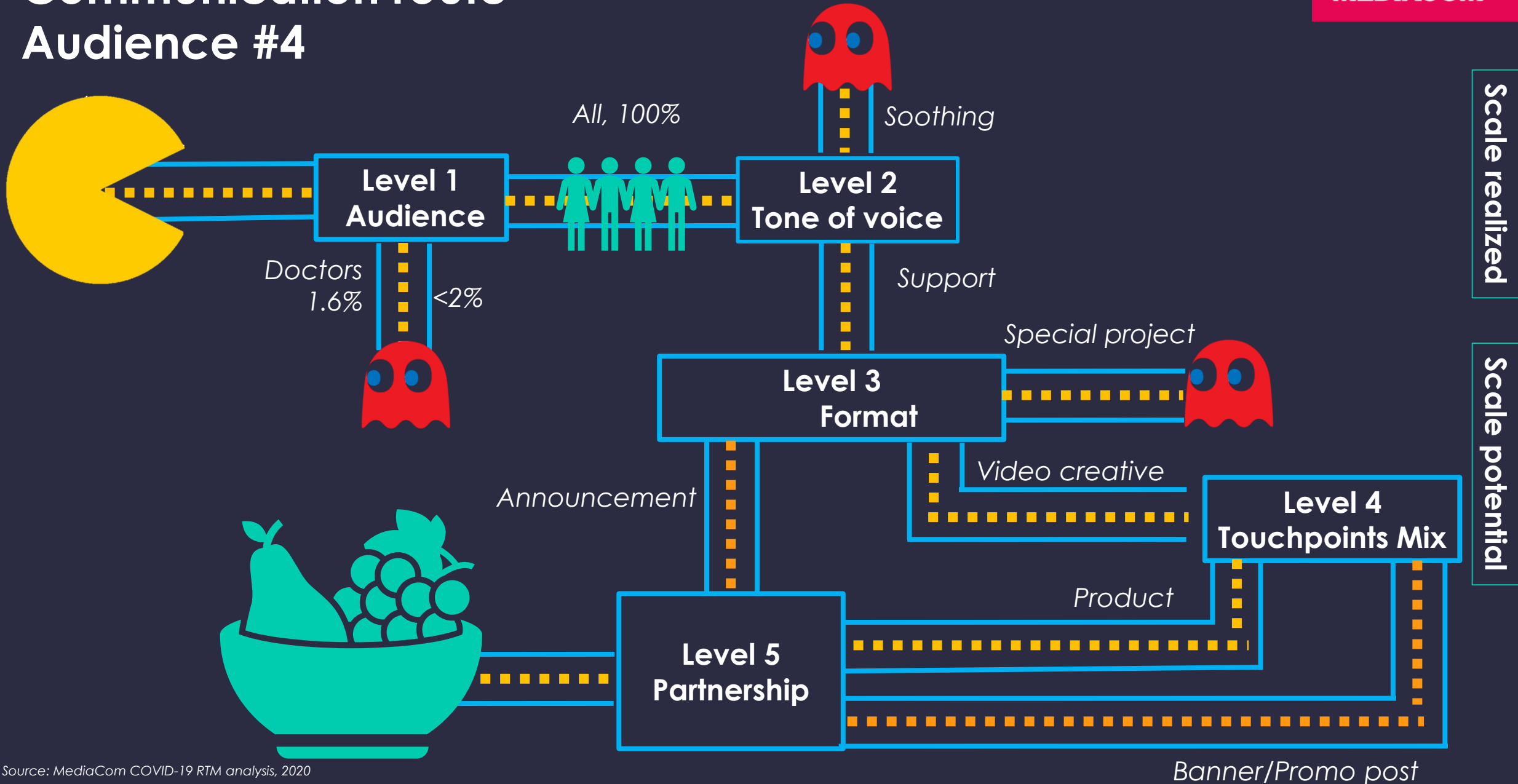
Tone of voice, format, touchpoints mix and partnerships are the key factors for success. Their selection should be based on the target audience relevance

# Communication route Audience #1



# Communication route Audience #4

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## The real time activations checklist

### BEFORE REAL TIME:

1. Do I have a list of topics, relevant for my consumer / product / brand territory? Even pre-test
2. Have I enabled monitoring of RTM possibilities?
3. Do I have organizational, budget and channel flexibility to react immediately?

### WHEN THE MOMENT COMES:

4. Who is my most wide target audience for this RTM activation? Is it bigger than 2% of my potential buyers?
5. Do I use the right mix of ingredients for my Target:
  - A. Relevant tone of voice
  - B. Engaging formats
  - C. Scalable touchpoints
  - D. Relevant partnerships



**Thank you!**

**LET US KNOW  
IN CASE OF  
QUESTIONS**

