Digital Brand Strategy

MKTG5605: Digital Brand and Product Management

February 10, 2015
Consumer behavior and expectations have forever changed. With connected devices within our reach, we do more than just check the time, check emails or catch up with friends.

We turn to our devices with intent and expect to have immediate answers.

It's in these I-want-to-be informed/entertained), I-want-to-know, I-want-to-buy, I want-to-use moments that decisions are made and preferences are shaped.
### Remember The Brand Brief

<table>
<thead>
<tr>
<th>Brand Idea – What are you?</th>
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<tbody>
<tr>
<td>Personality – Who are you?</td>
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<table>
<thead>
<tr>
<th>Driving Purpose - Start with why</th>
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<tbody>
<tr>
<td>Desired People - Who cares about you?</td>
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<tr>
<td>Distinct Offering - What makes you unique?</td>
</tr>
<tr>
<td>Differentiated Process - How are you unique?</td>
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</tbody>
</table>
# Who Are Your Customers?

**Implicit**
- What users are doing?
- Where they are spending most of their time on your site?
- What ad channel they came from?
- What actions they take or don’t take, including purchase data?
- What they share to social media?

**Explicit**
- What users are telling you?
- Email address
- Name
- Zip Code
- Demographic Info
Building a Perceptual Map

- Produce a visual representation of the differences and similarities of brands, products, or customers
## I Want To Moments

<table>
<thead>
<tr>
<th>I-want-to-watch</th>
<th>I-want-to-know</th>
<th>I-want-to-go</th>
<th>I-want-to-do</th>
<th>I-want-to-buy</th>
</tr>
</thead>
<tbody>
<tr>
<td>what I'm into</td>
<td>how to</td>
<td>search</td>
<td>use</td>
<td>consult</td>
</tr>
<tr>
<td>moments</td>
<td>moments</td>
<td>interest in</td>
<td>to</td>
<td>phones</td>
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<td>their</td>
<td>while doing a</td>
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<td>year</td>
<td>phones</td>
<td>task</td>
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### Statistic 1

53% of online video viewers watch online video to be inspired or entertained.

*YouTube is the #1 platform 18-34 year-olds choose to explore their passions.*

### Statistic 2

65% of online consumers look up more information online now versus a few years ago.

### Statistic 3

2X increase in “near me” search interest in the past year.

### Statistic 4

91% of smartphone users turn to their phones for ideas while doing a task.

### Statistic 5

82% of smartphone users use a search engine when looking for a local business.

### Statistic 6

100M+ hours of “how-to” content have been watched on YouTube so far this year.

### Statistic 7

82% of smartphone users consult their phones while in a store deciding what to buy.

### Statistic 8

29% increase in mobile conversion rates in the past year.
Los Compadres Taco Truck

Categories: Mexican, Food Stands

2nd St & Dow Pl
San Francisco, CA 94105
Neighborhood: SOMA

Health Score: 88 out of 100
Accepts Credit Cards: Yes
Parking: Street
Attire: Casual
Good for: Lunch, Dinner
Good for Kids: Yes
Good for: Quiet, Meat Lovers
Noise Level: Quiet
Ambience: Casual
Has TV: No
Wheelchair Accessible: Yes

What's This?
Yelp works with local governments to show health inspection scores.

Check out the full report

35 reviews for Los Compadres Taco Truck

Review Highlights

"The best al pastor tacos I have ever had, period."
In 9 reviews

"My favorite is the super burrito or the taco plate."
In 24 reviews

"I usually get their carne asada burrito."
In 6 reviews

Sort by: Yelp Sort + • Date • Rating • Useful • Funny • Cool • Total Votes • Friends • Elite

Reviews from Your Friends

Scott T. • 167 • Mission, San Francisco, CA

27/2/2012 • 10 Check-ins Here

Some places stand out because they are the best around. Others because they do one particular thing so well you can't say no. Los Compadres mostly stands out because it's surrounded by mediocrity.

This little truck sits in a run down alley off 2nd, tucked between parking lots and construction sites. The line around lunch can add up to a 15 minute wait which is slightly offset by really wait time or less than 5 minutes to get your food.
How Does This Impact Our Strategy?

- At the **strategic** level, all digital activity should help some Moment of Truth.

- At an **functional** level, the brand should offer information, brand utility or fun.

- At an **executional** level, brands should use the most appropriate channel or touch-point to deliver the functionality.
THIS IS THE END