

How to write a marketing plan

Toby Shaw

t.shaw@iema.net

IEMA

Transforming the world
to sustainability



Agenda

Introduction

What is marketing?

Why marketing is important

The fundamentals of a marketing plan

Environmental claims – use and help

Questions?



NY
love

Believe in capturing incredible moments.

Argentina, 17.04

A photograph of a football match in progress on a dirt field. Several players in orange and black kits are visible, with mountains in the background under a clear sky.

Twilight football

The new A550

Take beautiful photographs without losing any detail in shadow or highlights. Believe in Auto High Dynamic Range.

A Sony camera is shown in the bottom right corner of the advertisement.

Believe in capturing incredible moments in low light.

South Africa, 18.02

The Grand Corners

A photograph of a football match in progress, viewed through a green safety net. The scene is dimly lit, suggesting a low-light environment.

Twilight football

Take beautiful photographs in low light conditions. Believe in the Extra & CMOS sensor.

A Sony camera is shown in the bottom right corner of the advertisement.



What is marketing?

Marketing refers to activities a company undertakes to promote the buying or selling of a product, service, or good. It is one of the primary components of business management and commerce.





What is important?

Whatever business you are in, it's a way to help you do it better.

It puts the end user, consumer, target audience at the center of your business' thinking.

It is the coming together of data and creativity, strategy and execution.



I work in marketing...



Creating a marketing plan

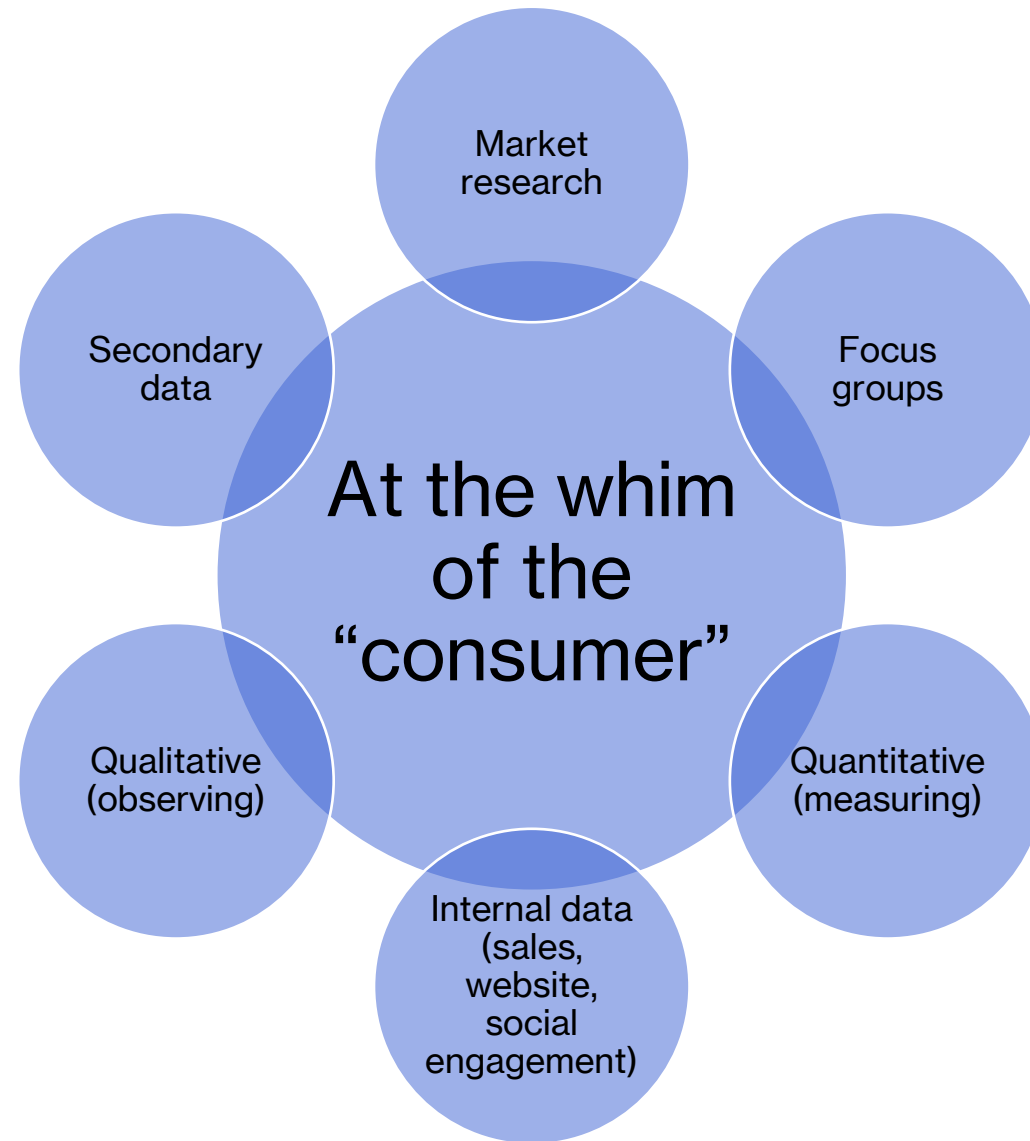
3 stages

1. Diagnosis - research and analysis

2. Strategic choices

3. Tactics and execution

1. Diagnosis



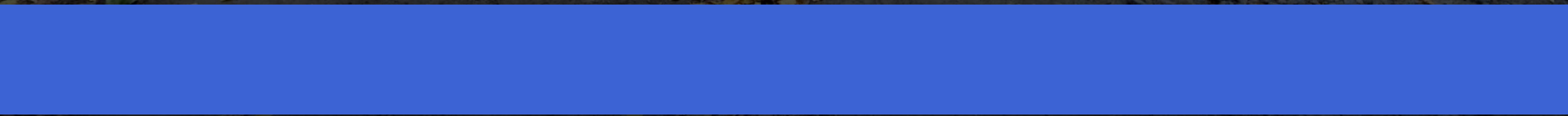
1/3 of your time to creating your landscape – know your territory

- Know all you can about your end consumer / user
- Understand your business needs and overall objectives
- Question, question, question
- Blend as much as you can – don't rely on one too much
- Take time to dig out the insights
- Output should be a clear understanding of your marketing landscape

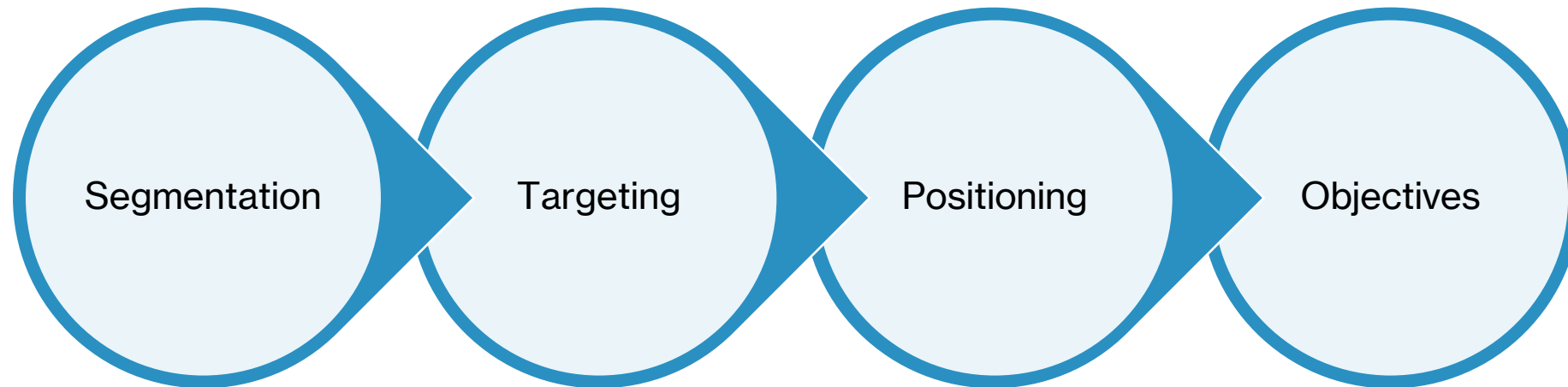




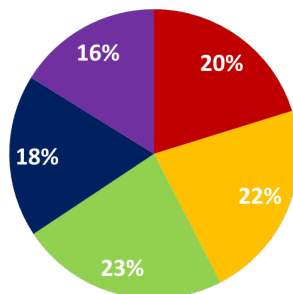
2. Strategic choices



4 parts – misspelt “STOP”



- About the market / map
- Structures your choices
- Can value your opportunities



- Who do you go after?
- Based on business capabilities
- Product fit...
- Size of opportunity

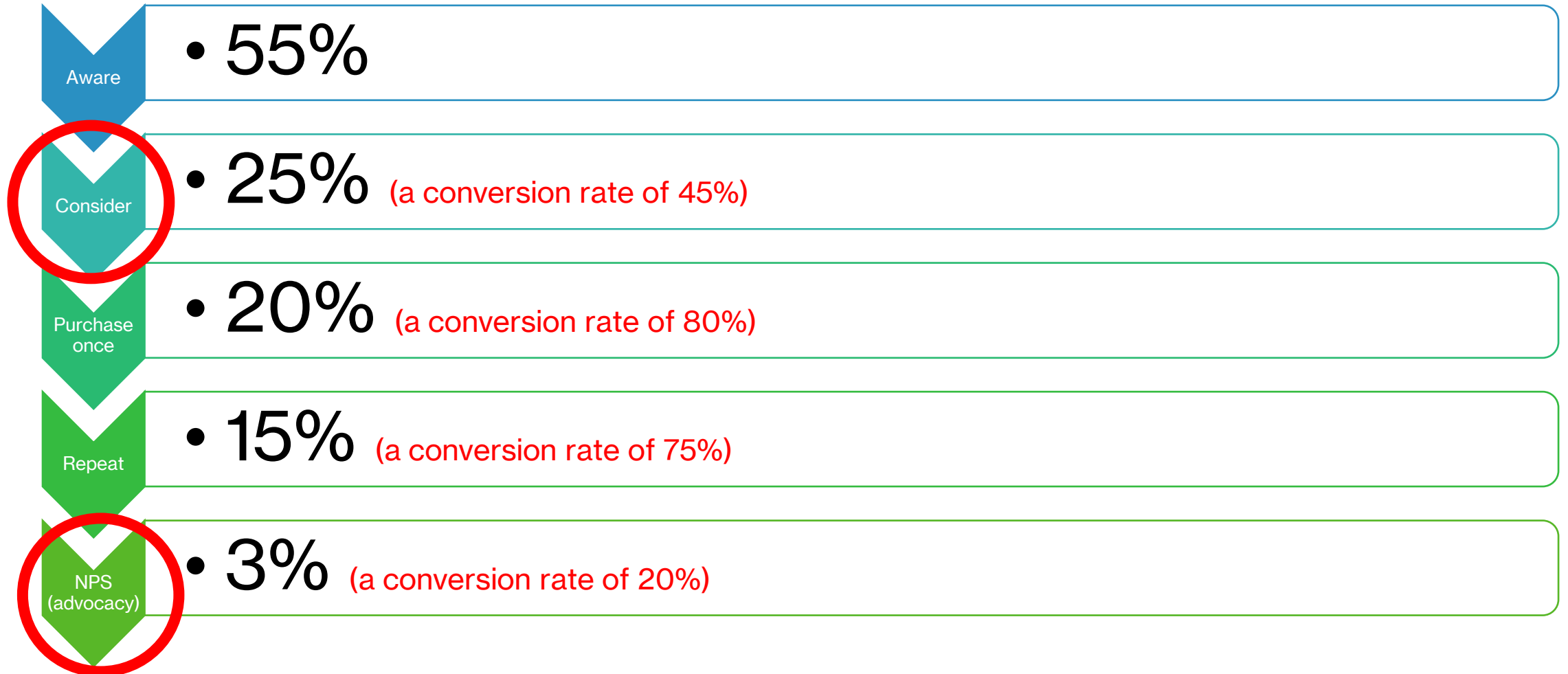


- What do you want to stand for to the target market?
- Based on company, consumer and competition

Commercial Goal What is the overall business strategy?	To increase brand awareness and consideration in Q3 in order to achieve successful sales in Q4.
Strategic Objective What is the strategic opportunity?	To drive awareness and salience for the brand, achieving strong SOV before a key sales period.
What do we want People to DO? Who are we targeting? What behaviour are we changing?	To be inspired and drive call to action with the brand further – website, social (Audience of Luxury Lovers)
What do we want them to FEEL? How do we enhance the emotional relationship with the brand?	To feel connected to the brand, that it's for people like "me", To feel the brand is modern, luxurious and has great stand-out in the category.
What do we want them to THINK? What is the persuasive evidence that supports the brand?	That they are more likely to consider going on a Celebrity Cruise.
What do we want them to SEE? How do they sense and experience the brand?	That a Celebrity Cruise can be many different types of holiday – feel and experience the sights and textures of a holiday in the Caribbean.
How will the communications support this? What is the communications and media strategy?	Media strategy – focus on video through TVCs and digital outposts Creative – awareness of Caribbean offering and the Celebrity Cruises experience
How will this be supported executionally? What exceptional tools and devices? What specific elements will consumers respond to?	Luxury – campaign feel Exotic – Caribbean theme Inspiring – the seas, campaign feel Premium – campaign feel Exclusive – and inspired (from emotional objectives) Memorable – after impact

- A summary of the previous three!
- Who target?
- What “position” do we want them to believe
- What do we want them to do so we can achieve?

Objectives – fix the biggest leak for each target



Example objectives

1

Increase the consideration of product x to 35%, from 25% targeting segment y by end of year

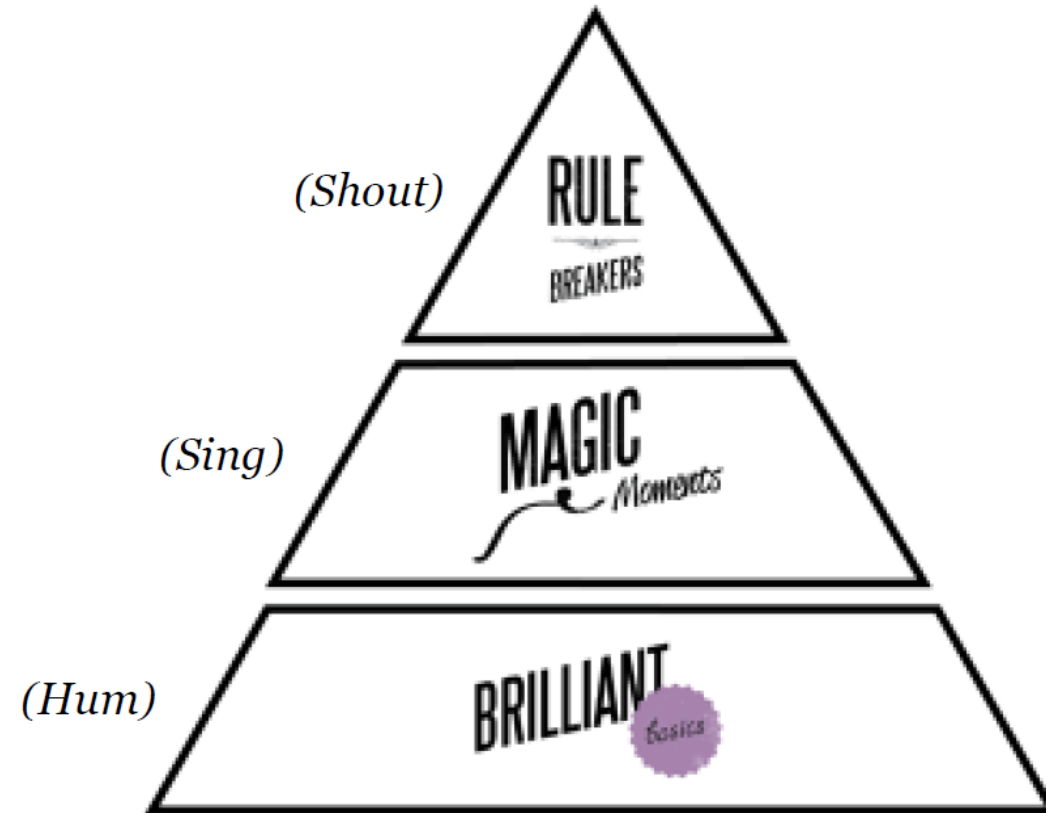
2

Improve the NPS score in target segment y to 10%, from 3% by end of year

3. Tactics – rely on the 4 “Ps”

- Product or service
 - Pricing
 - Promotion (integrated marketing campaign)
 - Place (distribution)
-
- Create your tactical plan using these signposts and help set budgets

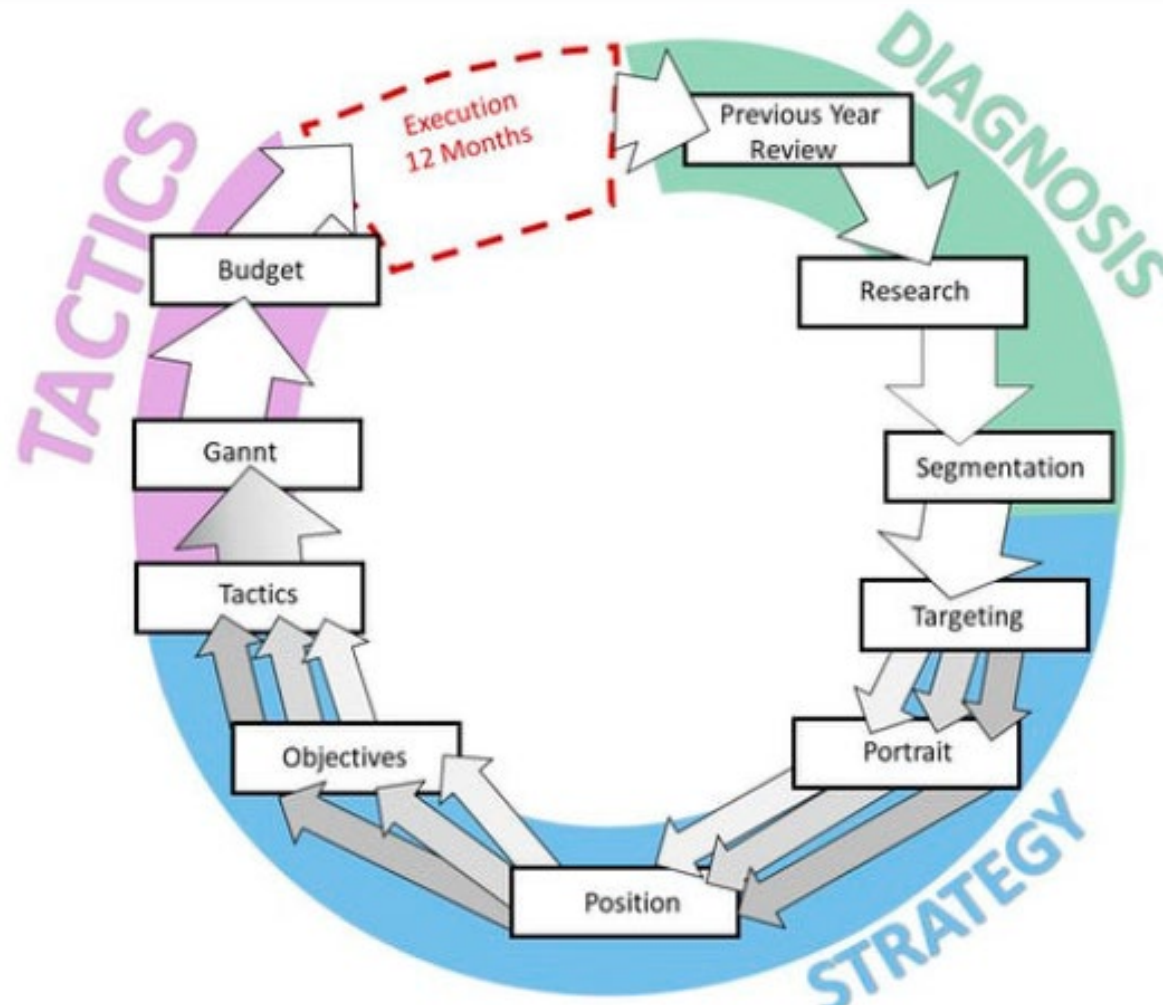
A good way to approach using your budget



**Going back
to the start**



The 3-part plan with more detail



Lessons from the coal face

- If you can't explain it, you don't know it well enough and don't bamboozle!
- Marketing is everyone's job – and you need everyone
- Never say “I am the target market”
- Know your numbers – whatever they are
- Creativity isn't essential but be open to new influences – it helps with the marketing process
- What get's measured get's done, but be choiceful

Using environmental claims in business

- Plenty of “green washing” examples
 - Ryanair
 - bp
 - BMW
 - L'Oréal
 - H&M
 - Shell
 - Ancol pet care



Environmental Claims



“Having driven petrol guzzling cars before, I realised that it is now time to switch to an electric car. With zero emissions, the i3 really is a clean car and helps to give back to the environment”

(29th May 2017)

The ad breached the following CAP Code (Edition 12) rules

- 3.1 Marketing communications **must not materially mislead** or be likely to do so.
- 3.7 Before distributing or submitting a marketing communication for publication, marketers must hold documentary evidence to prove claims that consumers are likely to regard as objective and that are **capable of objective substantiation**. The ASA may regard claims as misleading in the absence of adequate substantiation.
- 11.1 The basis of **environmental claims must be clear**. Unqualified claims could mislead if they omit significant information.
- 11.3 **Absolute claims must be supported by a high level of substantiation**. Comparative claims such as "greener" or "friendlier" can be justified, for example, if the advertised product provides a total environmental benefit over that of the marketer's previous product or competitor products and the basis of the comparison is clear.
- 11.4 Marketers **must base environmental claims on the full life cycle of the advertised product**, unless the marketing communication states otherwise, and must make clear the limits of the life cycle. If a general claim cannot be justified, a more limited claim about specific aspects of a product might be justifiable. Marketers must ensure claims that are based on only part of the advertised product's life cycle do not mislead consumers about the product's total environmental impact.

Marketing can get stuck in the middle between what a company wants to portray and what the customer wants

Sustainability team demands

Whiter than white

Being safe



Company demands

Improve sales

Improve brand image

Increase engagement



The conscious consumer

I want to be seen as green

I want products that align to my values

I want brand with purpose



Marketing needs to be open and transparent – without overplaying a competitive advantage.
Need to have a very clear understanding on how your business is performing.

**Take a
positive
position,
read up and
ask!**

Check

Clarify

Challenge

Change

Be a part of
the solution

Where to look for help and advise

1. Government guidance - Make an environmental claim for your product, service or organisation - GOV.UK (www.gov.uk)
2. Advertising Standards Authority code on green claims - 11 Environmental claims - ASA | CAP –
3. Competition Markets Authority is currently consulting on draft consumer protection law guidance relating to misleading environmental claims- Misleading environmental claims - GOV.UK (www.gov.uk) –
4. Outlines the range of ISO standards used to support appropriate use of green claims and labels - Environmental labels (iso.org)

Further in-depth session on this being planned by IEMA, so please look out for that.

Summary

Make marketing pertinent to the business

Three steps to writing a marketing plan

- Diagnose
- Strategic choices
- Tactical execution

Look for help in delivering “green” messaging

Open yourself to new experiences, opinions and content



Questions?

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