

BRAINFOOD

INNOVATIONS FROM THE CONVERGENCE OF
BUSINESS, MARKETING AND CREATIVE STRATEGIES
WITH LEADING TECHNOLOGY

Automated Dynamic Personalized Marketing

Connecting the Last Dot

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HIGHLIGHTS



fabcom
integrated strategic marketing

AUTOMATED DYNAMIC PERSONALIZED MARKETING

CONNECTING THE LAST DOT

INNOVATION'S ROLE IN EFFECTIVE MARKETING

The new holy grail of [marketing](#) is creating a dialogue with your customer, based on matching your brand's attributes with a customer's wants and needs, and then communicating with them on their terms, in the place of their choosing.

But, before we get to the "how to" of this new paradigm, first, we must understand where we are, how fast we're moving, and we need to know where we have been.

Long before Apple debuted the original APPLE, which spurred the desktop revolution, Wang was offering word processing (nonlinear typesetting). The innovation was not connected to a cohesive graphical interface, nor was it natively compatible with page layout applications.

Therefore, desktop publishing was considered and rejected as not fitting the needs of the publishers at the time. The technology was relegated to the label of fancy *typewriter* and was set aside as an outtake, a detour in the long journey toward office workplace efficiency.

The progression of the technology proceeded, but when the final dots were connected to generate the desktop revolution, established companies and industry leaders still declared they were not yet ready for prime time.

This pessimistic assessment was based on their knowledge and experiences before the last dots were connected—that is, before the final breakthroughs that yielded the real efficiencies that would transform the industry. They hadn't experienced the newest iteration,

so they were still bound by previous experience, even though the technology had moved on. Sound familiar?

In the early days of desktop publishing, I was an evangelist for adopting that workflow and the gains it provided our clients. While introducing desktop publishing in the Southwest region, I felt the sting of many arrows fired my way. The established big guys in the industry discredited my message, mostly, I now understand, because of their enormous investments in the old ways and old infrastructure. By criticizing us as early adopters, they were able to buy time in the mind of the market until they could shift their organizations to acceptance, investment, training and efficiency.

RESISTANCE GOES HAND-IN-HAND WITH INNOVATION

It happened again in the 1990s with the early days of the World Wide Web. At that time, we developed strategic plan after plan, debuting online strategies for our clients. We faced constant resistance from prospective clients who based their opinions on conventional thinking and conventional experiences. We would recommend laying claim to the online space, building websites, grabbing key words and URLs, putting business processes online and opening up an online store, to name a few. Inevitably, we would be told "my customers do not use the Web."

We would show them hard research. We would show them the mushroom cloud of general market acceptance and proliferation. We would show them charts and graphs of their specific customers' profiles illustrating that they had indeed moved to acceptance

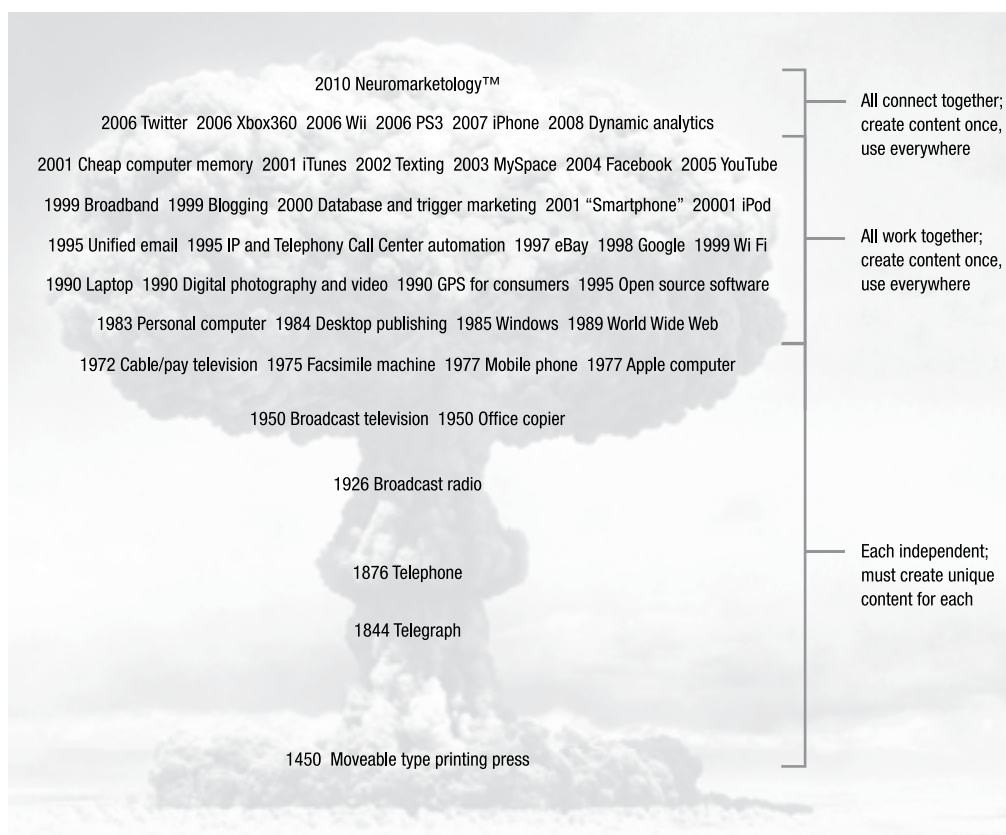
of the Internet. We would demonstrate case study after case study on the power of early adoption. In the end, if the potential customer did not have experience with leveraging the World Wide Web to connect their brand to the public *and* only had conventional funnels, their status quo paradigms would get reinforced because the only customers they continued to accumulate were also customers who were late adopters. They would then put together customer surveys of their *existing* customers and turn around and say: “See, our customers do not use the Internet.”

Fortunately, we were very successful with the clients who trusted us and did not protect their old ways, old suppliers and old experiences, based on conventional wisdoms created before the innovation in question was ever available. We grew many multimillion dollar brands for those customers. Some did it just because

of the trust we had built with them and were rewarded handsomely. Others did it because they caught the vision and could imagine what could be accomplished if they pursued an online strategy. These customers understood that a progressive 30-person agency in Scottsdale, Ariz., might just be ahead of the innovation curve and that there was a tipping point and that our firm could help them capitalize on it.

A MEANINGFUL MARKETING CONVERSATION

This same phenomenon is happening again as I move from industry to industry introducing and implementing new [dynamic 1 to 1 marketing](#) approaches. Today, creating a dialog with your customer based on matching your brand attributes with the customers’ wants and needs, and then communicating with them on their



Media platforms are becoming increasingly interconnected, which is conducive to creating meaningful [dynamic 1 to 1 marketing](#) conversations with individual customers.

terms in the place of their choosing, is the new holy grail of [marketing](#).

It is what great salespeople do on a one to one basis. They understand exactly the difference between each person they are speaking with, and they understand their brand attributes and product features and benefits. They simply adjust the delivery of matched qualities within the offer and the type of customer they are speaking with, based on the expressed desires of the particular person they are engaging. This technology revolution allows us to create this kind of hyper-relevancy now on a mass basis with absolute consistency and scalability. Once we do the deep dive and map your brand attributes into dynamically generated customer segmentations, you can be assured you are delivering exactly the right message in exactly the right place in exactly the right time for each prospect or customer.

A TECHNOLOGICAL TIDAL WAVE

The efficiency and power of the technology convergence over the last couple of years in the areas of database, software development, bandwidth, personal output devices, wireless connectivity, analytics, and real-time server reactivity to a customer's interactions with a brand, has created a tidal wave of capability that cannot be avoided or ignored.

Many technologies from multiple industry sectors have converged to create a synergy in the most classic sense of the word. Marketers are already utilizing pieces and parts of the new capability. But the true power and return on investment comes from linking these functions together to enable your brand to resonate in a dialogue with your customers and prospects. This is, instead of publishing propaganda within the deluge of one to many messages that customers routinely ignore, never even getting to, or considering the core branding question: "Is this right for me?"

The brand mapping of Neuromarketology™ and deploying an integrated [1 to 1 marketing](#) workflow will be as accepted as desktop publishing and the advent of the World Wide Web were. This is a fast-moving train. If you don't get on board now, you'll be left in the dust by competitors who seize the market gains of meeting your customers where they are, on their terms.

FIFTY PERCENT MORE EARNS YOU 200 PERCENT IN MARKETING ROI

It is easy to kid yourself with, "We're already doing that." But if you are not driving 200% more results out of each marketing dollar versus what you accomplished a couple of years ago, then you are not tapping into the synergistic power that makes this a revolutionary approach with exceptional results. If you are not investing the extra 50% and getting a 200% increase in response, it means you have deployed only a piece or two. Or, you have not powered your initiative with an accurate strategy. Or, you have not linked your resources to drive out all the connectivity that really creates the one to one messaging accuracy and added marketing ROI.

It is an easy equation: Invest 50% more in the initial investment of mapping messaging and creative to all the facets of your brand, open up the revenue channels and receive 200% more income, customers, response, signups or whatever goal you're trying to achieve. When your brand starts to dialogue with relevancy, versus shouting one message from the rooftop, then you will begin to congregate your segments and expand your revenue.

NEUROMARKETOLOGY™ BRINGS ALL THE PIECES TOGETHER

We see marketer after marketer, agency after agency, delude themselves and their companies with pieces of the puzzle that never deliver on the unprecedented

opportunity of the whole. I don't want you to make that error. You know there is a unique methodology in deploying [Neuromarketology™](#) in your marketing, especially if you are a small to midsize business owner or manager with marketing responsibilities. My intention isn't to discourage you.

On the contrary, I want to assure you that the return is more than worth the effort. Today, any size business can take advantage of the competitive benefits of [Neuromarketology™](#). Even a small business, unlikely to have the resources to fully implement the breakthrough methodology and technology, can reap the benefits by engaging the few firms like ours that have the resources in place to effectively deploy the concepts of [Neuromarketology™](#).

For large businesses, assembling the required methodology, technology and expertise may make excellent strategic and financial sense in the long-run. Proceed with your eyes wide open. It takes different kinds of strategy. It takes different kinds of creative and it takes different kinds of copywriting. And, it cannot be accomplished via an IT department designed to service the core business as defined in conventional terms. [Neuromarketology™](#) requires an IT workflow and IT workforce that operates on marketing time with the attitudes and urgency of marketing teams. That's a whole different rhythm and pace than the rate at which IT teams traditionally take on and facilitate projects. If your IT department requires a work order before you can get something done, then do not even try to bring this into your company without guidance from experienced professionals who have already implemented the workflow.

The right strategists, creatives, software, programmers, workflows and servers are all specialized for the task of [dynamic 1 to 1 marketing](#).

For our larger clients, we write the strategy, design the campaign and then provide templates for in-house expansions. In effect, we teach larger companies how to fish the new way, augmenting the capability of the in-house marketing department.

For smaller organizations, this may be highly impractical, if not impossible. But, small businesses can take heart in knowing that we have deployed these powerful campaigns for less than \$25,000 for some clients.

By understanding the opportunity now available, you can begin to deploy this methodology to your advantage, whether through in-house resources or by partnering with carefully selected strategic suppliers.

Organizations can now harness the rapidly expanding power of the *Google Generation* for growth instead of being overwhelmed by it. You can abandon the old paradigms, conventional wisdom and legacy technology of one to many marketing and utilize the concepts of [Neuromarketology™](#) to dramatically increase the return on your marketing investment. At the same time, you can multiply your brand's reach by utilizing the myriad variations of connections possible when we effectively cultivate one to one audience pools, instead of applying the methodology used in the past. When you deploy the brand mapping of [Neuromarketology™](#), media fragmentation is no longer a threat to your strategy. It's an invaluable ally that you can leverage to deliver improved results more affordably and effectively. That's the power [Neuromarketology™](#) can bring you.

We have deployed these concepts in multiple market spaces in the last few years in the business-to-business and business-to-consumer environments, for both traditional and not-for-profit entities, for big businesses and small. We have deployed this new methodology to market a \$30 nutritional supplement, as well as to increase enrollment for a prestigious private university. It has worked for delivery companies, resort properties,

retail, credit unions, and insurance companies. Customers just want to know one thing when making a purchase, and it's the same thing for every purchase: "Is this product or service right for me?" When you answer that question with superior relevance, timing and placement, sales soar.

THE OPPORTUNITY WITHIN THE CHAOS

The technology today and all the new media channels can make marketing extremely challenging for many businesses. But when you've got the right systems working for you, it's really an incredible opportunity for growing your business.

The key to success with the technology and methodology of Neuromarketology™ is full implementation. It's possible to see efficient savings when simply deploying content aggregation initiatives with legacy technology. You may also achieve the benefits of content control. But the real exponential returns come when everything is linked to an end-to-end dynamic electronic publishing workflow. The content aggregation initiatives implemented by in-house marketing departments years ago were just the tip of the iceberg. Something many times more powerful emerges when content aggregation is linked with the newest technologies in marketing.

Unless you've got deep, deep pockets or a leading-edge marketing partner, the strain on budgets and resources to effectively implement a [dynamic segmentation strategy](#) under conventional thinking and circumstances will inevitably force you right back into the same old bad habits.

Conventional wisdom says you can't hit all the markets, so you've got to prioritize. Where do you get your best

ROI? *That's* where you put your money. Whichever segment or segments you choose, inevitably you now know you will consciously disregard large numbers of people who map directly to some of your brand attributes. Conventional wisdom demands the proverbial sacrifice of the many for the one. Bottom line: The idea of singularity in customer targeting and messaging has been good and has worked for decades. But now that our markets are migrating away from mass media, clearly we must readjust as marketers. One to many marketing or mass messaging was designed to work in the mass market channels.

If your customers are no longer all huddled around *The Cosby Show* with the unified voice of Mom and Dad and grandparents dictating opinions, then you might want to rethink your approach, your partners and your baseline of beliefs. If Neuromarketology™ and [1 to 1 messaging](#) is implemented from the existing legacy technology platforms, costs and timelines to develop new divisions, the hiring of product managers, separate sales forces and separate marketing campaigns will drive your costs through the roof. This type of conventional channel development can only provide the needed return on investment for those with the cash and years to see it through. Remember, **marketing is no longer about publishing to your customer. It is now all about creating a dialog with your customer.**

Does this mean that the brilliant work of Jack Trout and Al Ries no longer applies? No, it applies more than ever, only in a distributed approach. Their principles of branding and positioning continue to anchor successful, efficient marketing, which can be driven to previously unattainable heights of sales and accountability if the old tenets of messaging are adhered to but delivered on a true 1 to 1 basis.

SO WHERE IS THIS ALL GOING? AND HOW FAST?

While no one can truly predict the future, the one thing that has proven to be true is that one of the immediate results of technological innovation is more technological innovations. The pace of technological breakthroughs fuels itself, growing ever faster.

What might the future look like? Consider that 2-year-olds today are amusing themselves with electronic devices on which they can draw characters and modify them via a touch-screen in which different types of swipes and scratches produce specific onscreen responses. How fluent do you think these little ones will be with technology when they reach their twenties? Will they even think of drawing as something limited to pen and paper? Probably not. It's much more likely that their definition of drawing will automatically include interactive technology.

If you think today's teens and twentysomethings are permanently tethered to their electronic devices, just wait until this toddler's generation gets to high school.

I think it was Yogi Berra who said: "Making predictions is very difficult, especially about the future."

Predicting the future can be dangerous, particularly when the role of new technology is underestimated. Ken Olson, founder of Digital Equipment Corporation, one of the pioneering American computer companies, told a trade conference audience in 1977: "There is no reason for any individual to have a computer in their home." Western Union responded to Edison's invention of the telephone this way: "This telephone has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us."

MARKETING'S REMARKABLE FUTURE

When it comes to marketing, there is no outer limit on where technology will take us. Remember Tom Cruise walking around in a shopping district in the futuristic thriller, *Minority Report*, being bombarded by highly personalized holographic ads meant specifically for him? It's already starting to be a reality. NEC has developed smart kiosks with special advertising screens and a camera that takes pictures of consumers who stroll past. The kiosk uses biometric recognition routines to determine the age and gender of the consumer in the photo and then presents content on the screen that is relevant to the recognized personal profile.

The techy buzz phrase for this sort of thing is: "Context-aware pervasive system." The system is everywhere and it knows what you're doing and who you're with. Also known as "ubiquitous computing," it means your target audiences are going to be accessible anywhere and you will know all about them. Some are already worried about loss of privacy, but because the consumers' perceptions drive the marketing relationship, those marketers who use the new technology to present customers and prospects with personally relevant marketing messaging will succeed.

How could this play out in the not too distant future? Let's say you're visiting relatives in a town you've never been to before. You're strolling down Main Street. In the distance, you can just make out the sign for a coffee shop that's part of the chain that also includes the one you've patronized in your hometown. All of a sudden your cell phone beeps. You check it and find you've just received a coupon for \$1 off a cappuccino at the coffee shop you're approaching—in a town you've never been in before. New technology and "geo-fencing" have just presented you with a little gift from the future.

The context-aware pervasive system knows you're in the neighborhood and it knows you like that brand of coffee shop. This takes "the right message to the right person at the right time in the right place" to a whole new level.

NEXT-GENERATION ONE TO ONE MARKETING

Another twist on the same scenario: You're walking down the street when you hear someone speaking to you, but there's no one else around. The mystery voice speaking to you says: "You know those Nike running shoes you've been looking at? There's a Runner's Roost store on the next block. We have your size, size 13s, in stock in red and blue. And, if you purchase them today, we'll knock \$15 off the price. Come on in." Technology well into development today can locate and identify you by your cell phone and then broadcast an audio message that is so specifically focused to your location that no one but you can hear it.

How about dynamically generated aromas triggered via RFID and exact GPS location of the shopper and resourced by last week's purchases as someone is approaching the bread section in a store? It's not as far away as you might think. The leaders and innovators are working on it right now.

As futuristic as the current state of marketing that I have described may sound, it is really only the beginning. Can you imagine the power of sending individually personal and contextually relevant marketing messages to specific people in shopping centers, on the street, or while they're online considering an investment? iTunes' "Genius" recommendations and Amazon's "Just For You" suggestions are examples today. In other words, get their attention while you know they are considering a purchase in your product category. Does the phrase "holy grail" ring a bell? We are there right now.

And let's not forget about the inexorable march of recommendation engines or software code that gives us advice about what a buyer may want to consider next. Neuromarketology™ was the early influencer in this phenomenon that has quietly penetrated Corporate America over the last 10 years. Seven years ago, after seeing the first Amazon engine, we were creating **dynamic** recommendation engines as an alternative to direct visitors within our clients' websites to the most appropriate messaging, without having to create an entirely new website presence for each audience. We utilized the breakthrough as a tactic to provide target segmentation without the costs of a complete website rebuild.

Over the last decade, recommendation engines have become ubiquitous with the Google Generation's buying process. They seamlessly appear like bird songs in our ear with sites like Amazon, Netflix, Genius from Apple, YouTube, TiVo. Forrester Research says one-third of customers who notice recommendations while buying on a website actually buy something based on the recommendations generated by the software programming.

Think about what is driving those applications. We break down human behavior into data sets, then look for the patterns that match up. The software's recommendations can become incredibly relevant and fiendishly accurate. The methodology inside a recommendation engine is attempting to second-guess the mystical and seemingly erratic behavior of the human mind.

And what is the most erratic and unpredictable output of the human mind? Think about the decisions and emotions triggered by the human mind as related to romance. How about the emotions encompassing the mission of finding our one true love or the selection of a spouse or romantic partner?

What could be more unpredictable, mystified and relegated to the never-going-to-figure-it-out pile?

Ever heard of Match.com or eHarmony? Think about the progressions in predictive algorithms we have made over the last decade by those of us who have been toiling with the subcomponent parts of this technological evolution. The leaders in the industry have been applying them to commerce where and when we could to drive intermediate return on investment.

A CONVERGENCE OF CAPABILITY

Now with [dynamic databases](#) and the proliferation of communication devices we have a massive convergence of capability. When we string together the capability, the outcome allows us to tap into the key information that buyers unconsciously radiate about themselves and their personal preferences all day long in a plethora of interactions within a myriad of communications platforms. We now have the ability to capture that info and then purpose the data in real time to help reshape the reality of your prospects in real time. It provides an endless feedback loop between you and your customers.

Why does this become necessary? The new long-tail economy has created a deluge of choice in an area people cannot usually get enough of: CHOICE.

In 1994, the book *The Art of Choosing* by Sheena Iyengar informed us that we had 500,000 consumer goods for sale in the U.S. Now, by itself, Amazon offers 24 million. We must provide our brains a path to make the choice.

We have all been glossed over by the rows and rows of thumbnails when searching for a product. Now think about all the other choices we are inundated with. One to one dynamic marketing methodology offers you, as a smart marketer, a solution that allows your company to cut through the clutter and resonate over your competitors' choices.

We stand today at the very beginning of a game-changing evolution of [marketing](#). So, let's carpe diem and harness those market share gains. Start playing now, before the action passes you by.

FABCOM IS A FULL-SERVICE STRATEGIC MARKETING AND ADVERTISING AGENCY

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*Amortized for media billings as calculated in the Phoenix Business Journal Book of Lists.