

Presentation Abstract

Need is the New Want: Five Radical Ways to Create Need in Today's Economy

Submitted by:
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SUMMARY

Marketers spent most of the 20th Century focused on creating wants – desires that could be actualized by purchase. But today want is dead. Need is the new black. The global economic slowdown is re-writing not just the tactics, but challenging the very strategies behind our expectations of branding. Our hyper-connected customer ecosystem is redefining brands as *the real-time aggregation of all the things you and your customers DO together* – not what they think or feel. Ubiquity of information, immediacy of access and constancy of involvement are all that matter and it's not just marketing's responsibility. Today, marketing has no walls. It takes a company.

It's time to re-organize around behavior, capture latent demand and create need – “be there” for our customers when and where they need us. It's no longer acceptable to have disparate brand, direct, online marketing strategies nor allowable to have customer service out of sync with marketing. Learn how to unify your stakeholders, integrate your strategy and come out with one cohesive plan of attack that will ensure every marketing endeavor is supported by the entire enterprise.



SONY



AUDIENCE TAKE-AWAYS

Your audience will learn how to...

1. **Use a new model** for managing/measuring brand as a set of organized behaviors (not mental states)
2. Apply 5 actionable ideas that will **prompt selling all year long**
3. **Justify and measure “social media”**
4. **Re-invent your Internet search strategy** – move from “search” to *found*
5. Drive sales and leads by applying **game theory design** to your next marketing campaign

We'll show marketers how to regain the respect of the C-suite *and* create new behavior-rooted value across the enterprise. Successful marketers are re-inventing themselves – moving *from data reporters to business advisors*. We'll give you actionable “to do's” that bring warring factions together, rally them and start “co-creating” **tangible strategies** that are designed to prompt customer behavior all year long.

CONTACT

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THE RADICAL FIVE



Sell *All Year Long*

- Your brand's utility operates in real-time – do you?
- Extend need
- Re-define pricing to deliver purchases... not just recognition, memory, or laughs
- Overcome seasonality issues to create perpetual demand



Everything is a Service

- Design continuous *experiences*: Every product needs an iTunes (products demand more, engaging/continuous support)
- Give substance to social media: Marketers are *publishers* (purchase decisions are made on *non-marketing* information)
- How to market content & design experiences



Re-orient Search to *Found*

- Use content to identify need states and capture latent demand
- Wean off branding – form direct response habits that drive results
- Beat the “demand interceptors” (marketing partners & competitors)



Play *Games*

- *Discovery* is far more compelling (to prospects) than *education*
- Drive behavior using risk/reward element (or simple recognition)
- Forget games to support brands; how about *brands as games*?



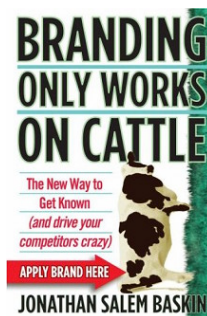
Measure Reality

- Brand is when customers *DO* things other than love your message
- Identify & nurture latent sales: persuasion architecture & personas
- Optimize in real time (know immediately when numbers are off -- have reliable options for proscriptive action)

ABOUT THE SPEAKERS



Jonathan Salem Baskin is the controversial author of *Branding Only Works On Cattle* and has led successful marketing campaigns for brands like Nissan, Blockbuster, Apple and GE. He speaks extensively and writes the popular brand marketing blog, Dim Bulb. He also writes for Information Week, Fast Company and a bi-weekly column on CMO leadership for Advertising Age. His '08-'09 speaking appearances include:



- eTailXpo 2009, May 6-7, 2009 (virtual)
- Global Meeting, Transworld Advertising Agency Network, (4/30/09)

Copenhagen, Denmark

- Florida Luxury Marketing Council, (3/9/09), Miami, FL; Palm Beaches, FL (3/10); Tampa, FL (3/11)
- MENG monthly meeting, (3/3/09), Los Angeles, CA
- Midwest IDEX & II Alliance Program/International Council of Shopping Centers (ICSC), (2/25/09) Chicago, IL
- Direct Marketing Association's Leaders' Forum 2009, (2/24/09), Naples, FL
- Career Transitions Center of Chicago, "Empowered Branding in the 21st Century: How You Can Distinguish Yourself in the Job Market," (2/19/09), Chicago, IL
- mPlanet 2009, "Creating Integrated Brand Experience," (01/27/09) Orlando, FL
- 2009 International CES: Advertising Analytics & Social Media (01/10/09) LV, NV
- 2008 Corporate Reputation & Communication Conference (11/22/08) Chicago, IL
- Luxury Marketing Council (CMO leadership) Boston (11/18/08) and NYC (11/21/08)
- The Commonwealth Club of California (11/09/08) San Francisco, CA

Full credentials available at <http://www.xr.com/baskin>



Jeff G. Molander has been advising marketing and investment-focused business executives since 1997. He's an accomplished entrepreneur in the digital marketing space having co-founded performance marketing agency, DoubleclickPerformics Inc. (now a division of Google). Jeff is widely recognized for helping business leaders discover new opportunities by challenging accepted marketing practices. He's a business blogger, speaker, author and a leading change agent in the interactive marketing space. His '08-'09 speaking appearances include:

- The WAA's Marketing Optimization Summit, San Jose (5/09)
- American Gemological Society's Conclave (Annl. Mtg.) (4/3-4/09)
- Business Marketing Association (3/17/09)
- Illinois Technology Association, Chicago (2/4/09 and 2/17/09)
- Direct Marketing Association: Leaders Forum, Naples, FL (2/23/09)
- University of Chicago Graham School of Business (1/28/09)
- Department of Homeland Security/FEMA Preparedness Summit, Chicago (1/6/09)
- Search Engine Strategies, Chicago (12/08)
- Loyola University Graduate School of Business, Chicago (6 and 11/08)
- Online Market World, San Francisco, CA (10/08)
- NRF/Shop.org Annual Summit, Las Vegas (9/08) *Top Rated Session!*
- Electronic Retailing Association Europe, Monte Carlo, Monaco (6/08)
- DMA's Annual Conference for Catalog & Multi-Channel Merchants, Orlando, FL (6/08)
- Search Engine Strategies, New York (3/08)
- LeadsCon, Las Vegas, NV (2/08)

Full credentials available at www.jeffmolander.com/speaking