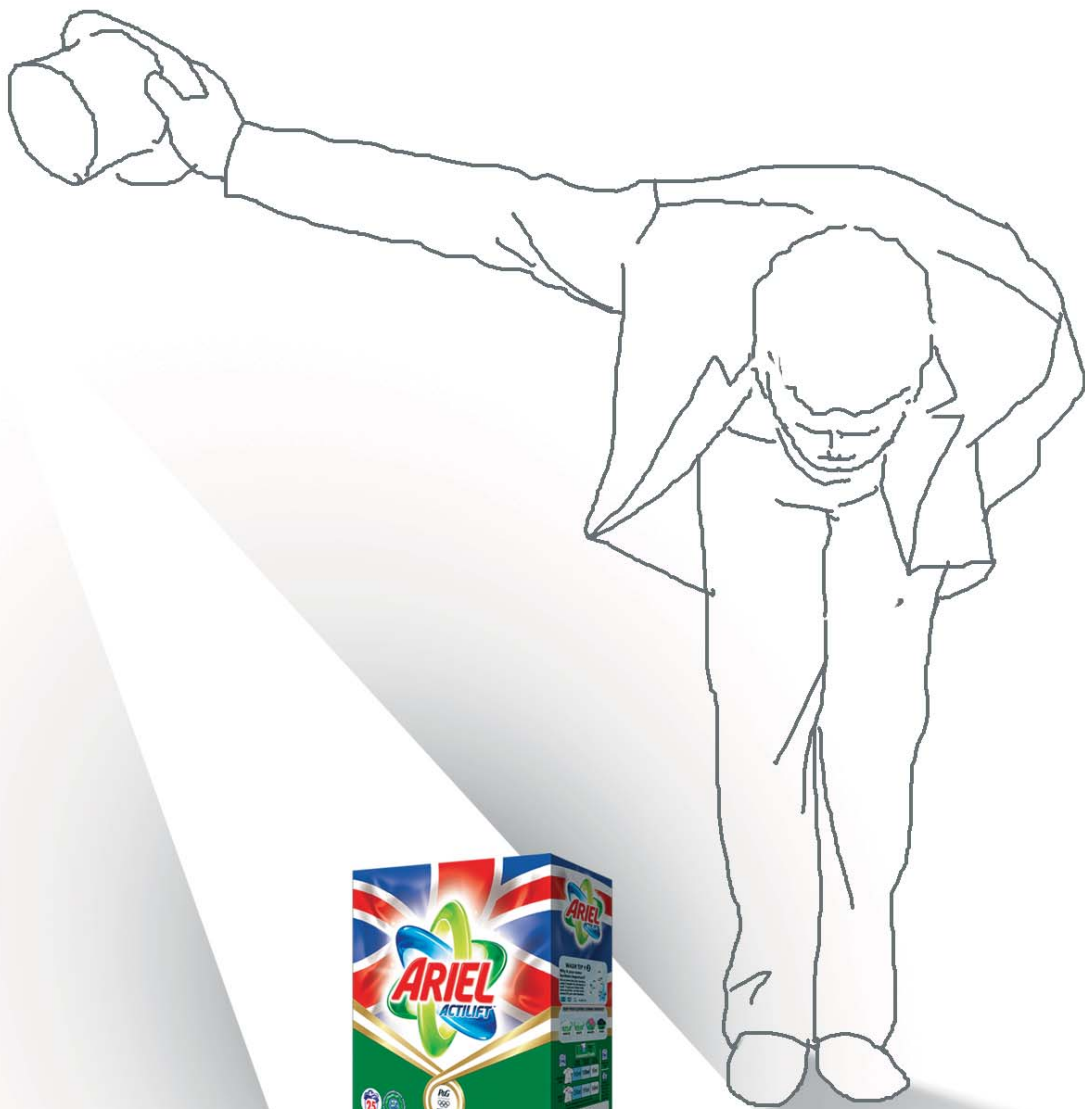


# Now that the show is over where does your brand go next?





# Which brands were the olympic winners, and how will your brand next strike gold?

**Records fell. Tears flowed. And a staggering £1bn was spent on sponsorship alone.<sup>[1]</sup> Yes, for a few short weeks London 2012 truly was the most amazing show – and biggest shop window - on Earth.**

But now that the medals have been presented, the competitors and the media have all gone home, what can brands do to remain relevant and front of mind?

It's time to take stock of your potential future brand activity. What are the trends your brand can leverage to give you the competitive edge?

We've taken a long hard look at the market place and have pinpointed six key trends that have emerged in the wake of the Games, trends which could provide opportunities for you to tap into the current consumer psyche and maximise your brand's potential.

**Are you ready to take advantage of the next round of opportunities?**



## Six key trends:

**Escapism | Heritage | Regionality | Community | Authenticity | Seasonality**  
(talent vs. celebrity)

# The marathon approach

For some, the Games was a catalyst for brand initiatives that must stand on their own two feet now the London 2012 Olympic platform is gone.

Coca-Cola, for example, used its long-standing sponsorship of the Olympics not just as an opportunity to associate itself with such a major event<sup>[2]</sup>, but, more importantly, as an integrated part of a carefully constructed long-term strategy. Not only did the Games link the brand with Olympians,<sup>[3]</sup> but it also provided a stage from which Coca-Cola could really push its ongoing youth, music and sustainability messages, all of which were promoted strongly throughout the summer. Indeed, the brand used London 2012 as the perfect springboard from which to announce its support of a new future-focused sustainability collaboration initiative called EKOCYCLE<sup>[4]</sup> – an initiative to which Coca-Cola will commit a minimum of £1m over the next five years involving partners such as Beats by Dr Dre (who, it's worth recalling, were highly successful in opportunistically ambushing the Games this year).



P&G also used London 2012 as a stepping stone into the future by consolidating its familiar consumer brands under a single corporate umbrella and presenting them to the world as one. The 'Thank you, Mom' campaign (P&G's biggest ever) saw the company inviting more than sixty mothers of Olympians to attend the opening ceremony to watch their sons and daughters take part in the March of Nations.<sup>[5]</sup> It was a PR move that they supported with a full-blown, cross-media campaign which included online activity, a 'Thank you, Mom' app,<sup>[6]</sup> and TV ads<sup>[7][8]</sup> that unified P&G, mothers and their children in one happy, seamlessly integrated family.

What we witnessed at London 2012 was the first major campaign around P&G, the corporate brand, a hugely significant event in the company's history, the story of which will continue to unfold far beyond London 2012. As will their Olympic sponsorship agreement, which is in place until 2020.



Will.i.am promotes EKOCYCLE with Coca Cola

## Every little helps

As well as those brands for which the Olympics represented an integrated part of long-term strategy, for many other brands, the occasion provided a monumental, if more short-burst opportunity to boost image as well as sales. And why not? Global interest in the Games and in London itself was always going to be phenomenal, and in the end reached unprecedented levels with an estimated worldwide TV audience of over 4 billion,<sup>[9]</sup> while between us we tweeted on the Olympics more than 150 million times.<sup>[10]</sup>

Britain's grocery retail sector also made gains that can be linked unequivocally to the Games, with our leading supermarkets reporting an aggregate year-on-year sales growth of +3.5% for the four weeks ending 18th August, as well as a year-on-year unit sales (volume) growth of +1.7%, thereby reversing a decline that had endured for 18 months.<sup>[11]</sup> **(Ironically, the most impressive spike in supermarket sales during London 2012 was for products such as soft drinks, confectionary, crisps and other snacks, as the average Games-addicted Briton piled on 4.2lbs grazing in front of the TV.)**<sup>[12]</sup>

Between us  
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# Britain strikes gold

Clearly, one of the biggest winners from all this attention will be Britain itself - in fact the Games are expected to deliver somewhere in the region of £13bn in economic benefit to the country over the next few years. This will result from businesses cashing in on initiatives such as the British Business Embassy programme, an endeavour which, amongst other things, promoted the nation's business talents to over 4,000 industry leaders and global figures throughout the Olympics and Paralympics.<sup>[13]</sup> Recent headlines have, indeed, confirmed growth (albeit weak) in the UK economy for the third-quarter of the year, attributed, in part, to the Olympic effect.<sup>[14]</sup>

Two other areas of activity that we envisage will feel positive economic fallout from London 2012 are tourism and charities. To help boost tourism the government is already taking full advantage of the current worldwide fascination with London by orchestrating a high-profile advertising campaign. The ambitious aim of this is to increase the number of annual visitors to the UK from 30 million to no less than 40 million by 2020 – with particular effort being focused on attracting visitors from China.<sup>[15]</sup>



“All kinds of brands piggy-backed the Games. But where do marketers look next, now that the show has left town?”

## So, what does the future hold for brand marketing?

From Lego<sup>[16]</sup> to Paddy Power<sup>[17]</sup>, from John Lewis<sup>[18]</sup> to EDF Energy<sup>[19]</sup>, and from Channel 4<sup>[20]</sup> to Samsung<sup>[21]</sup>, all kinds of brands in all kinds of global market categories piggy-backed the Games in a short-term bid to gain leverage by association. But where, exactly, do marketers look next, now that the show has left town?

We see six major themes emerging as the realities of economic gloom quickly replace the euphoria and excitement of not only the Games, but also the Queen's Golden Jubilee and Euro 2012.

# Escapism

## Will your brand be able to rise above the everyday?

The first of these themes is **escapism** and the need, which many of us profess to have in these days of fiscal uncertainty, to simply distract ourselves from the somewhat depressing reality of the here and now, and immerse ourselves occasionally in something altogether more unusual. It is a growing disposition which, amongst other things, is beginning to manifest itself as a new interest in Surrealism.

This phenomenon has seen records for Surrealist art broken by collectors over the past 18 months (one of whom paid £23.5m for Joan Miró's 'Peinture (Etoile bleue)' at Sotheby's, London in June) and is being echoed by an increasing number of brands. In particular, fashion labels such as Mulberry<sup>[22]</sup> and Diane von Furstenberg<sup>[23]</sup>, as well as FMCG brand Cadbury<sup>[24]</sup> and kitchen appliance manufacturer KitchenAid<sup>[25]</sup> have all been seen to openly employ the Surrealist tools of juxtaposition and absurdity to help us forget about the real world and 'escape' to somewhere more imaginative and inspiring.

The same trend for escapism can also be witnessed in the impressive viewer ratings for period dramas such as ITV's hugely popular Downton Abbey<sup>[26]</sup>, the BBC's recent Parade's End<sup>[27]</sup> and the beeb's latest production in this genre, The Paradise<sup>[28]</sup>. Meanwhile, our appetite for escapist 'glamping' holidays in teepees, yurts, bell tents, shepherd's huts and the like shows no sign of abating, with more than 150 glamping sites opening last year in the UK alone.<sup>[29]</sup>

It's almost as if the gravity of our times is driving us to seek solace in an escapist alternative - an alternative to which many more brands will soon be offering to take us.

**Could yours be one of them?  
Or rather, shouldn't yours  
be one of them?**



**How can  
YOUR brand  
help us seek  
solace in an  
escapist  
alternative?**



## Heritage

### Got brand heritage? Now's the time to make the most of it.

Now that the nation's culture and capabilities have been so successfully showcased to a fascinated world, and Britain itself has a renewed sense of pride in its own heritage, could your brand be reaping the rewards of heritage-based themes?

New advertising for Flash<sup>[30]</sup> and John Lewis<sup>[31]</sup> demonstrates to us that the foundations already laid by the likes of Hovis<sup>[32]</sup>, Mercedes<sup>[33]</sup> and, more recently, Audi<sup>[34]</sup>, Stella Artois<sup>[35]</sup> and Cartier<sup>[36]</sup> are clearly being built upon to convey messages of trust and dependability, as well as richer concepts of value beyond just saving money.

It is a move which is also designed to offset the continuing onslaught from own-label products and generics, while at the same time leveraging brand stories to stem the ever more present threat of commoditization.

As you might expect, heritage plays well to a home audience, but its potential for tapping into foreign markets is also significant, as recognised by many British icons selling on a global scale.

Alan Halsall, Chairman of Silver Cross, a UK brand with a proud 135-year history, already knows much about selling 'Britishness' abroad. And his recent comments in an interview with The Daily Telegraph are worth bearing in mind: "I think to be a success overseas, British brands must first and foremost have an incredibly desirable product suitable for the local market. They must also have 'real' British provenance and tell a story of authenticity, quality and heritage".<sup>[37]</sup>

**Are you in a position to leverage your brand's heritage assets, at home or overseas?**



**"What's important doesn't change"**

**John Lewis**



**Manufacturers would do well to take note of the current rise in importance of regionality**

## Regionality

### Can you go beyond 'Brand Britain'?

But what if your brand doesn't operate on a global scale? Can heritage mean anything other than flag waving? Perhaps it isn't just nationality but also **regionality** that can be utilised to tap into the prevalent love affair with provenance.

Indeed, some British manufacturers would do well to take note of the current rise in importance of regionality and follow the example, set years ago, by a wide spectrum of continental brands, in particular those selling upmarket goods such as champagne, wine and cheese. Many of these would define themselves not by their country of origin, but primarily by their region of origin. In the introduction to his book, 'When champagne became French: wine and the making of a national identity', author KM Guy states, 'Champagne, some would argue, is "rooted" in soil and history, connected with place...'.<sup>[38]</sup>

The West Cornwall Pasty Co. is an excellent example of how this principle can work here. Founded in 1998 the business now boasts 47 outlets across Britain and sells 6 million of its pasties a year. Key to this success is the authentic and overt 'rooting' of its products in Cornwall, and the brand's ongoing promotion of its West Country extraction - a facet of its activities which is perhaps best exemplified by its explicit pledge to support Cornish initiatives, and the RNLI in particular.<sup>[39]</sup>



## However, this is by no means a one-off success story of leveraging links with a region.

Another example of a brand making the most of its regional roots is that of Yorkshire Tea, a blend produced by Taylor's of Harrogate. Although the tea itself is grown thousands of miles away, the product has been carefully and inextricably associated with many of the positive attributes of Yorkshire itself. Indeed, the pastoral imagery adorning the packaging epitomises our idealistic image of 'the old country', the green and pleasant land of William Blake's 'Jerusalem' and Danny Boyle's Olympic opening ceremony. No wonder, then, that honest, wholesome, strong, no-nonsense and proper are all words that you will hear devotees use to describe the 1.0 million cups of Yorkshire Tea that they consume in Britain every single day.<sup>[40]</sup>

To enhance the brand's regional credentials even further the owners recently launched a range of complimentary products such as Yorkshire Parkin and Yorkshire Tea Loaf,<sup>[41]</sup> as well as creating a Facebook-guided mission that took a 'proper brew' to tea-deprived Brits abroad, with the resulting stories being broadcast via TV advertisements.<sup>[42]</sup> From this activity, sales of Yorkshire Tea increased last year by 9.5% in Yorkshire and in the rest of the country by 11.6%.<sup>[43]</sup>

"From this activity, sales of Yorkshire Tea increased last year by 9.5% in Yorkshire and in the rest of the country by 11.6%."



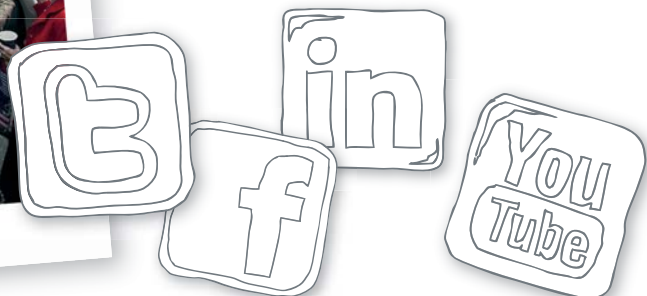
**Could your brand also be playing on its local origins to build rich, rewarding concepts of trustworthiness, shared values and belonging?**

## Community

### The unstoppable rise of togetherness

One of the most prominent outcomes of the past summer has surely been our ever-growing awareness of **community** and its ability to connect us all. From global audiences to village street parties, London 2012 and the Queen's Jubilee presented us with seemingly endless examples of the strengthening relationship felt by many not just with neighbours, but also with the rest of the nation and, indeed, other fellow human beings wherever they may be.

In particular, the collective experiences generated both by broadcast and social media demonstrated that the basic human desire for community spirit is now probably stronger than it has been for many years. And it's something that brands really need to embrace quickly if they aren't to be left behind.



It's certainly a development that hasn't gone unnoticed by big players such as Tesco, whose CEO Philip Clarke recently told delegates at the IGD Convention 2012 in London: **'Retail is about people selling things to other people so as we enter this new era of retailing, we need to create a personalised offer that anticipates how our customers' needs are changing. It's pretty obvious why - smartphones. Digital technology has given brands the opportunity to forge a personal relationship with every customer.'**<sup>[44]</sup>

By interacting at a truly personal level with their customers, Tesco for one are drawing brand and audience together tighter than ever. It's a far cry from the days when mass marketing was king – a subject enlarged upon by Joanne Denney-Finch, CEO of retail insight firm IGD, who observed that retailers and brands must adapt to the 'rules of tomorrow' by rejecting a mass-market approach. She went on to comment that: 'According to yesterday's rule, big companies win in mass markets, by supplying the same products to a wide audience and getting it right for most people, most of the time. But now, with much more choice, mass markets are breaking down. This journey from mass markets to personalisation is sure to continue.'<sup>[45]</sup>

From the powerful attraction of connectivity established by crowd sourcing<sup>[46]</sup> to the increasing importance of personalisation, we predict that community will continue to become a hugely important theme for brands to consider. And one that they ignore at their peril.

How can you create a sense of connection with people around YOUR brand?

"This journey from mass markets to personalisation is sure to continue."

Joanne Denney-Finch,  
CEO of retail insight firm IGD



"People want brands to entertain them - and there are few things more valuable and engaging in a brand's arsenal than a good brand story well told".

Grant Marshall  
Group Creative Director - tdg.

## Authenticity

### Is yours a story worth sharing?

As we might expect, charities are anticipating that they will benefit strongly from the surge of interest in the Paralympics, with organisations such as Scope, Help for Heroes, RNIB and Sightsavers all predicting there will be a lasting legacy from the incredibly strong image delivered by disabled competitors.<sup>[47]</sup> What is of real interest for everyone else, however, is the way in which the **authenticity** that was embodied by the Paralympians has become so widely admired and embraced.

Not only did they remind us of (perhaps even confront us with) the enormous difference that lies between talent and celebrity, but the Paralympians also touched the hearts of millions with the honesty of their endeavours in the face of overwhelming adversity. So much so that the theme of authenticity is now certain to increase in prominence over the coming months, as has already been witnessed by the Marks & Spencer 'Back To School' advertisement featuring a boy with Downs Syndrome,<sup>[48]</sup> and ads for French fashion house, Lanvin – which rather than opting for the predictable selection of A-list catwalk models to show off its autumn range, has instead chosen unknown, everyday members of society, including an anonymous waiter, a milliner, a recent U.S. immigrant and an 82-year-old former dancer.<sup>[49]</sup>



The point is that a shift in public attitudes away from the well-trodden path of celebrity-worship to authenticity-admiration could be seismic in its scale. Have we really all had enough of actors and X-Factor winners telling us what to eat and how to look? Of models and pop stars telling us what to think and believe?

Perhaps the writing was already on the wall when, back in 2004, Rabbi Dr. Jonathan Sacks declared that: 'The idols of today are unmistakable - self-esteem without effort, fame without achievement, sex without consequences, wealth without responsibility, pleasure without struggle and experience without commitment.' <sup>[50]</sup>

If this is a trend that gathers true momentum, then expect to see brands falling over themselves to 'get real', to connect with audiences on an honest, genuine and 'meaningful' level, and to hold up the triumph of the human spirit as being a paragon to which we all should aspire

How can  
**YOUR**  
brand  
'get real'?

## Value and seasonality

### Some familiar faces.

With escapism, heritage, regionality, community and authenticity set to increase in significance for brands in the months and, who knows, years following London 2012, we expect to see the usual suspects of value and savings maintaining a ubiquitous presence, too. Indeed, with **74% of shoppers now indicating they believe they are entitled to money off** when they shop, we've clearly adapted to a new economy of discounts that will likely be with us for a long time to come.

And finally – let's not forget seasonality. With the arrival of the New Year will come perennial opportunities based around school holidays, clothing, outdoor pursuits, travel, DIY, changes in eating habits, leisure activities and so much more. Yes, seasonality is, as ever, sure to play its part in the way brands sell themselves to us all – but is yours ready to make the very most of the key selling times? Do you understand your trends forecasts and how they should influence your offering over the coming summer and beyond? If not, now is the time to take stock.



\* Full list of references available on request

## What's next for your brand?

The post-Olympic period, and the new year ahead, is looking to be an interesting time for brands as they seek to capitalise on trends which are affecting the purchasing habits of their shoppers.

If you'd like a chat to discuss which emerging opportunities may be most relevant to **YOUR** brand and how to most effectively leverage them, or you'd like to receive future 'Thinkpieces' from tdg contact...



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