



Lunchspiration 2016 - Session 1

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# REAL-TIME MARKETING

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# **THE BIRTH OF REAL-TIME**

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**The digital revolution marked a turning point in marketing. All of a sudden, the world started to speed up and brands no longer needed to wait weeks or months to get a message out.**

Suddenly, brands were free to publish their content in real-time, opening up a two-way conversation between brands and customers.

**Enter real-time marketing.**

## **COMING OF AGE**

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**In 2013, real-time cemented itself as a buzzword with the supremely well-timed Oreo ‘Dunk in the dark’ Super Bowl tweet. Generating 525 million earned impressions for the brand, real-time was now going to be considered a serious part of the marketing mix.**

Following this, lots of brands jumped on the real-time bandwagon with good, and not so good, results. So how can you ensure your brand does the right kind of real-time marketing?

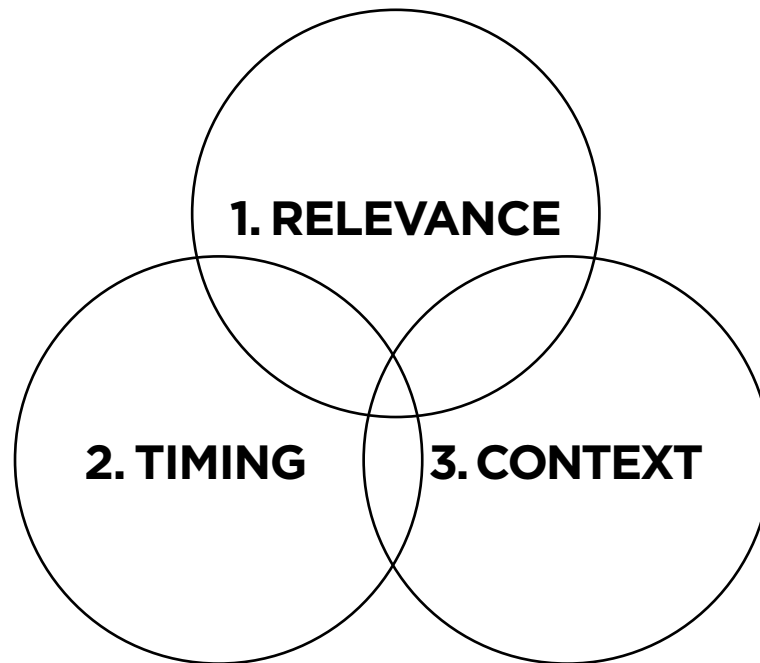
**At BBP, we don't believe there's a magic formula for how to create the perfect piece of real-time communication.**

But there are certain principles and practices that you can employ to help your brand spot, and make the most of, opportunities.

# THE RIGHT COMBINATION

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To us, any successful real-time marketing is a perfect mix of three things:



**It's a bit like telling a good joke.  
It can be very relevant and timely,  
but if the context is wrong no one  
will be laughing.**

And when it comes to real-time marketing, many brands have made the mistake of getting the timing and context right but failing to link the story in a way that's right for their brand.

A hand is shown in the bottom right corner, using a brush to paint the word "Brand" in a stylized, rounded font on a wall. The wall is a textured, light-colored surface. The entire image is overlaid with a semi-transparent purple filter. The text "REAL-TIME - GETTING IT RIGHT" is centered in the upper half of the image, and "1. RELEVANCE" is centered below it, both in white, bold, sans-serif font. Two horizontal white lines are positioned above and below the word "RELEVANCE".

REAL-TIME - GETTING IT RIGHT

# 1. RELEVANCE

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**To be really relevant, you first need to find your voice and know your story.**

Every good brand has a personality – an opinion on how it sees the world. This personality needs defining before you can start to comment on the world in real-time.



# 1. RELEVANCE

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**Ask yourselves: What is your story? Which worlds should your brand occupy and be seen to be interested in? What conversations should you be involved with, and which should you ignore?**

To decide these things requires forward planning. It's about setting parameters and agreeing an agenda. And this has to be agreed with everyone at a brand or agency.

# **1. RELEVANCE**

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**Once you know your story, you'll be confident in your voice. The forward planning will allow your brand to be more responsive, and your voice will be free to comment on the world in a way that's going to be truly relevant for your brand.**



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## 2. TIMING

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**There's no point running fast if you don't know where you're heading.**

Good real-time marketing isn't about being reactionary, it's about preparing and anticipating the right time to act.

## 2. TIMING

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**Of course, no brand can be psychic, but it is possible to set trigger points for when your brand should respond. Where possible, these can be agreed in advance.**

For example, Hunter wellies might plan to set a conversational agenda for the festival season. This can be set beforehand, and once an appropriate moment is triggered the brand can quickly respond.

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# 3. CONTEXT

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**To get the context right, you need to know where your audience lives, loves and works.**

As a brand, you need to decide where can you interact with your audience in a way that's going to feel natural. You should never force the context. It's much like how we all might love hanging out with our grandparents, but would never dream of going to a nightclub with them.

### **3. CONTEXT**

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**And by context, we don't just mean channels; it's also the context within a particular channel.**

For instance, every brand should have a social presence, but what conversational spheres are you going to appear in within those channels?



REAL-TIME - GETTING IT RIGHT

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# SUMMARY

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So, if you want your brand to get the most from real-time marketing, ask yourselves three simple questions:

- 1. Is it timely?**
- 2. Is it relevant?**
- 3. Is the context right?**

If you do that, you'll create real-time marketing that can deliver real results for your brand.



**THANK YOU**