



Creating a heady spirit no matter the tipples.

Welcome to this new incarnation of Ogilvy's Magic Lanterns, that simple guide to creating stand-out communication in the wines and spirits category. Developed by distilling the collective wisdom of Ogilvy offices around the world from working on the business.

What follow aren't rules, merely useful principles and suggestions to remember when creating communication for this category.

Wines and spirits as a social drink

- The wines and spirits category is driven by people's self-image and social image.
- Usually consumed in company, so never depict a lone drinker in your communication as he or she might come across as someone who has a drinking problem.
- Category associated with family gatherings, get-togethers with friends and celebrations. Think of a good reason to get people together!
- Although wines and spirits brands mostly target male drinkers, try and include women in the communication.

It's all about the colour of the drink!

- Different factors operate in brown spirits, i.e. whiskies of all types, rums, brandies and cognacs from those that work in white spirits, i.e. gins, vodkas, white rums, tequilas.
- Brown spirits are associated with warm, mellow lighting, lavishly furnished rooms with fireplaces, libraries and study rooms, golf clubhouses, bars and the like.

- They are also associated with an older, more traditional imagery. There are exceptions that break out of this mold, such as Passport Scotch Whisky from Pernod Ricard and J&B Scotch Whisky from Diageo. But one has to tread the line carefully.



- White spirits such as gins, vodkas and white rums are colourless drinks that blend easily which is why they make excellent cocktail bases and are consumed by the younger, trend-setting crowd.
- White spirits cocktails are consumed both during the day and evening. They are as at home in an al-fresco lunch on the beach setting, as in a formal cocktail party setting.
- Being great cocktail bases with innumerable mixing opportunities, it makes sense to target the young adult.

Communication dos and don'ts

- In communication terms, brown spirits advertising emphasises tradition, heritage, lineage, old wealth, cultured people, traditional bonds between them.
- When creating communication for white spirits, focus instead on the unexpected, element of surprise, mixability, surprising

combinations, etc that would appeal to the younger drinker, a la Smirnoff and Absolut.

- Avoid cause-and-effect storylines around consumption, as the category doesn't respond well to reason and logic (notice how Smirnoff is careful to avoid any causal connotation in their "life through the Smirnoff bottle" campaign).



- Highlight the right sensory and emotional cues, through lighting, mood, emotions, sparkle of drink, sound effects such as ice clinking in glass, pouring, etc.

Other occasions for communicating

- Gifting is important in wines and spirits. Consider creating communication for special occasions or festive holidays.
- Responsible drinking too is important, but is better backed by investments and commitment required, or not pursued at all.

Cheers! Hopefully, this should see you well on your way to developing your next big campaign for an alcohol beverage.

Have keys, will travel.



In this new incarnation of Ogilvy's Magic Lanterns we bring you tips on creating whizzy communication for passenger vehicles. These are developed by distilling the collective wisdom of Ogilvy offices around the world from having worked on the business.

What follow aren't rules, merely useful principles and suggestions to remember when creating communication for the category.

Car as extension of owner's personality

- Cars are driven by performance risk, self-image and social image risk in that order.
- They are a high-value purchase, and as one would expect, a lot of thought goes into buying one.
- After performance parameters, the biggest motivator is self-image. People are known to identify strongly with certain brands as they see them as extensions of their own personality. Think of the VW Beetle and all that it stood for: thrift, freedom, flower-power, and the spirit of the '60s.



- Therefore, use of imagery in the communication for passenger vehicles is extremely important.
- Equally important, is honing in on the right target audience. The consumer for Toyota is very different from one for Mercedes-Benz.
- Include women taking a much more active role in your communication, since they too are car buyers and many of them drive.

Rational and emotional motivators

- Buyers of cars would consider a list of rational performance-linked factors when evaluating brands, such as power, acceleration, mileage/range, spaciousness, transmission, vehicle design, after-sales service, etc.
- However, a car is a strong social signifier, and indeed in the case of luxury brands, a status symbol as well.
- The brand's communication must balance the rational and the emotional and help him rationalize the purchase to himself.
- In emotional terms, cars mean several things to different people. From thrill, escape and adventure, to discovering the new, joy of travel and even time to oneself to reflect.

Communication dos and don'ts

- Never list product features, but tell the customer what the package of features adds up to, as a single compelling benefit to prefer your brand over others.
- Create a distinctive positioning for the car brand, and align the specific vehicle to that overall positioning.
- Avoid merely showing beauty shots of car driving on different landscapes. Instead craft a story around owning that vehicle, and the experiences it brings.
- Finally, what kind of person, does owning your vehicle make the customer? Take care to ensure the right values are transferred from brand to customer.
- Use TV adverts to create the right imagery for the brand to establish the positioning.
- Use print to share more relevant information about the brand that will help him make the right decision.
- Use digital and social media to announce new product launches, special offers and events.

Prepare for the great disruption

- The world of automobiles is undergoing great disruption, thanks to EV technology as well as IoT and mobility as a service in the future. Make sure your brand is ready for it.
- Think of how David Ogilvy's famous Rolls Royce advert "At 60 mph, the loudest sound you'll hear is the ticking of the clock" is equally apt for today's EV technology. However, when all EVs are silent, the brand promise loses relevance.



- Emphasize comfort and quality of the journey as well as the imagery more than the car's features which can be easily replicated.
- Focus on brand values and brand imagery to persuade customers that your brand is best placed to take them into the future.

Happy journeys, as you create engaging and memorable communication for your car brands. Hopefully, using some of these guidelines should help your brand pull away from the competition.

Let the force be with them.



This new incarnation of Ogilvy's Magic Lanterns, that simple guide to creating stand-out communication, is for technology. Developed by distilling the collective wisdom of Ogilvy offices around the world from having worked on the business.

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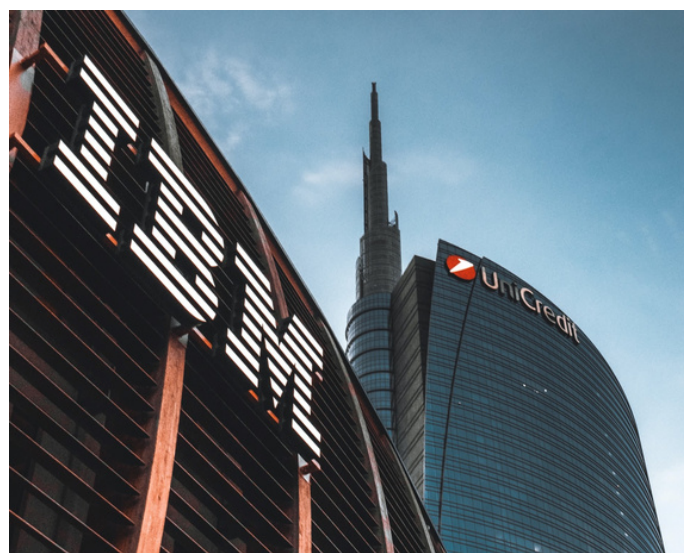
Technology, the means to an end

- Understand first that tech is only a tool that helps people achieve different things
- Technology businesses are of two kinds: business-to-business and business to consumer
- The category is driven by performance risk, followed by self-image and social image
- Whether a physical product or a software service, technology usually promises increased efficiency, productivity, time saved, better decision-making, and ultimately a more empowered customer
- Lay people even at the highest levels in an organization rely on their tech team for decisions on technical matters. A very important influencer in the decision-making process is the CTO and the technology department.

Business to business tech

- In business-to-business technology, reasons for investing in tech are usually cost savings, increased productivity, increased security, and overall efficiency
- Make sure your brand addresses the CTO and tech department's concerns

- It used to be said of IBM that nobody got fired for hiring IBM. Dell ran a highly memorable advert quoting this with the rejoinder, "Yes, but did they get promoted?"



- Make sure your communication addresses the key decision-makers, i.e., the CEO, CFO and CTO and positions the tech brand right in their minds
- At the same time, make sure end-users' (the employees who will be using the tech) concerns are also taken into account
- Depending on the specific tech application, offer enterprise-level customer support, systems integration and upgradation services

Business to consumer tech

- In business to consumer tech, focus on what tech does to the customer; makes him a smarter, more connected person, efficient and productive, empowered, invincible, more versatile, etc.
- While B2B tech communication would tend to be more rational and business-focused, B2C tech communication has possibilities for combining the emotional with the rational
- Thanks to social media and apps enabling teamwork, even technology for business has become more accessible and individual.

Communication guidelines

- Differentiate your brand at a corporate level as that is how companies and individuals make their brand choices in technology
- Do not load your communication with tech jargon. Apple makes simplicity and ease of use a compelling brand benefit and differentiator. Remember their 1984 TV advert?



- Use TV adverts and video to build a strong imagery for the tech corporate brand
- Use print to share more information that will facilitate brand choice decision
- Use content marketing in the digital medium to explain and sell the ideas behind your main products.

All the best as you create a differentiated tech brand for your client. Hopefully some of the suggestions here will spur your creativity and strategy in taking your clients and their customers to the future.

Of rainy days, sunshine and peace of mind.



This new incarnation of Ogilvy's Magic Lanterns, that simple guide to creating stand-out communication, is for financial services. Developed by distilling the collective wisdom of Ogilvy offices around the world from having worked on the business.

What follow aren't rules, merely useful principles and suggestions to remember when creating communication for the category.

It's all about financial security

- The industry is highest on performance risk, followed by self-image and social image.
- The need to build confidence and trust in the brand is paramount, as you are dealing with customers' hard-earned income and savings.
- With a wide variety of product offerings and services in the financial services industry, it is important to consider what time horizon is relevant to the product/service in question.
- Savings, peace of mind, long-term financial security, providing for family, wealth creation, are typically the kind of brand benefits that work.
- With technology playing an even bigger role in financial services, convenience/ease of operation can be useful tactical benefits, but they don't work as strategic brand differentiators over the long term since they can be easily replicated.

Category level benefits and brand-specific ones

- At the category level, for example basic banking benefits would be range of products and services, quality of financial advice and service, responsiveness to requirements, etc. These mainly focus on the short and medium term.

- In payment processing products and services such as credit and debit card businesses, the focus is on spending and not on savings. The immediate term is important, and benefits typically are acceptance, rewards schemes and credit terms. Remember American Express's "Don't leave home without it" line that promised peace of mind.



- In insurance, the focus is on the medium and long term. Benefits are usually about saving for a rainy day, protection, financial security of family, planning for retirement or children's education, etc.
- Brand benefits are usually at the corporate brand level, not merely specific to the product being advertised. This is because customers make their choices based on what they believe about the company, not merely product features.
- Important, therefore, to focus on the corporate brand when developing communication for financial services.

Communication tips that might help

- Convey customer benefit upfront, relevant to the product category and time horizon.
- Communicate as transparently and as honestly as you can and must.

- Make sure that the communication helps to build confidence and trust in the brand over time. Under-promise and over-deliver would be a good thumb rule to follow. Avoid making tall claims



- Equally important, avoid leaving too many relevant facts to fine print for customers to discover later. Nothing raises the hackles of customers more than finding out costs, terms and conditions which are critical to the product, buried and hidden in a mountain of fine print and legalese.
- Communicate regularly and not just when you have a product to sell. It shows you care for the customer's financial well-being and are taking the trouble to keep the customer updated and informed.
- Having said that, in the days of email-marketing, there is a tendency to inundate customers with several emails with the same message, every single day. That is best avoided.

Best wishes for your next financial services campaign. Hopefully, some of these suggestions will be useful in helping you craft a distinctive brand strategy and campaign that companies and their customers can bank upon.

Making them shop till they drop.



This new incarnation of Ogilvy's Magic Lanterns, that simple guide to creating stand-out communication, is for retail. Developed by distilling the collective wisdom of Ogilvy offices around the world from having worked on the business.

What follow aren't rules, merely useful principles and suggestions to remember when creating communication for the category.

Understanding the types of retail

- Retail brands are of department store variety, supermarkets and e-commerce in both.
- E-commerce thrives on promising the widest choices, best bargains and home-delivery
- Apparel, accessories, and cosmetics account for most of the high-street retail brands
- Within these, there are retail companies that sell a variety of brands in their stores and those that focus on their own private labels as brands
- Often department store retailers compete with fast-fashion brands
- Then, there is the niche luxury segment that caters to a small and exclusive clientele, both in store and online.

A window to the retail category

- Retail is driven most by self-image and social image, followed by performance
- Shopping is a leisure time activity, an outing, and in the case of luxury, a place to be seen
- It responds best to the pleasure senses, competition, envy and the pressure to simply keep up with the fashions, or the Joneses, whichever you prefer.
- These days, thanks to e-commerce it is also all about attractive discounts and the best bargains.

Communication tips

- Focus on generating traffic to the store, whether offline or online. Once customers are in the store, they usually end up buying more than they initially intended to.
- This requires one to focus on merchandise. The best retail brands have one or two leading lines of merchandise that also help to create an image for the overall brand.
- Next, the type of merchandise determines who the customers ought to be. Focus on a core target audience group for your retail brand strategy and communication.
- Create brand communication that enables a distinct positioning for the retailer and that can be extended for several years. Bill Bernbach's famous print campaign for Ohrbach's, the department store featured reactions to shoppers spending so much time and money at the store.



- Make sure the retailer's website reflects the same brand positioning and image and also has a prominent corporate section.
- Ensure that the retailer's offline and online channels are integrated, through technology.
- Create tactical communication in print and social/digital media regularly that gives customers a reason to visit, ie. Latest arrivals, special offers, brand experiences and events

- Develop a database of regular customers and devise a customer loyalty programme that rewards them on purchases made. This will form the platform for the direct marketing campaign with them on an ongoing basis
- Use PR to communicate new merchandise in stores and customer experiences as well as events. These would be best done through digital and social media as well as editorial in mainstream publications.

Festive season communication

- Don't forget festive holidays are the most important shopping days in a calendar, so do create memorable festive shopping and gifting communication, a la John Lewis and M&S.



Best wishes, as you create a compelling and persuasive brand strategy and campaign for your retail clients. Here's hoping the suggestions shared in this Magic Lantern are useful in helping you create communication that makes your client's cash registers ring.