**ThB**

Creative, Paid Media and Digital Strategy

London | Nashville

# 01| INTRODUCTION

ThB

# Experience
# is everything

However complex your marketing challenge, when you bring together decades of global marketing experience to work for you, something special happens.

You get efficient, effective thinking from seasoned experts who know how to deliver results.

You get it all in one place.

You get **The Definite Group**.

**Thoroughbrand** Introduction

| STRATEGY & SEO | PAID MEDIA & PAID SOCIAL |
|----------------|--------------------------|

### Michelle Viar
Managing Director
15 years' experience

### A. Chris Turner
Strategic & Operations Director
15 years' experience

### Jack McLaren
Digital Performance Director
10 years' experience

### Joshua Hyatt
Paid Media Director
10 years' experience

# 02| What We Do

ThB

We only ever recommend or take action when we're armed with the right data, insight and / or direction.

So we carefully listen to you and the audiences you want to target. We analyse the data and then act on it in the most efficient, effective way.

We reach your customers where they live online with the messaging that resonates – **and when they're most likely to engage**.

ACTIVATE

LISTEN

ANALYSE
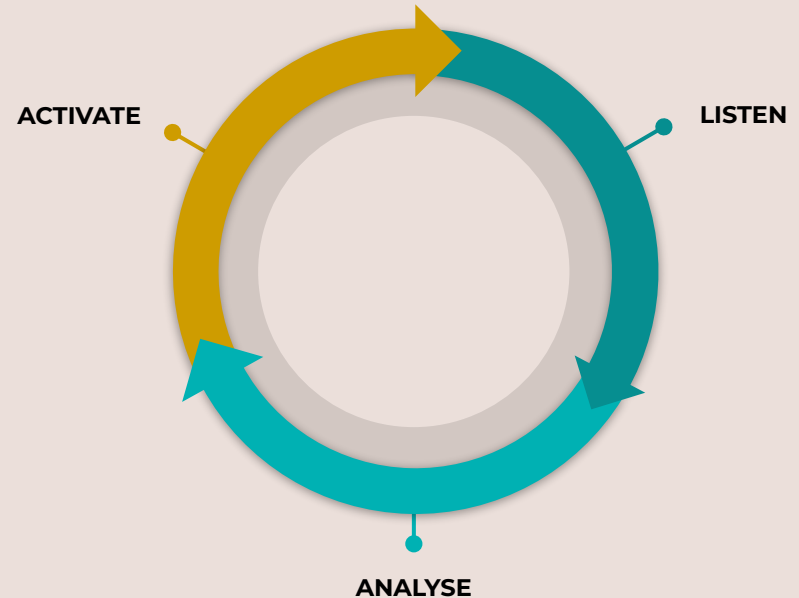
# The perfect digital strategy will include these key elements.

# (And we do them all.)

- Research & Demographics
- SEO
- Content
- Paid Media
- Online Listening
- Reporting

# Search Engine Optimisation (SEO)

ThB

# Search engine optimisation could be your most important investment

In fact, it has evolved into a highly sophisticated and interdependent process of assessment. One that encompasses multiple aspects of on- and off-page optimisation.

This is why we practice an 'SEO first' approach to digital success. Ensuring all the fundamentals are in place and are best positioned to help maximise the effectiveness of your brand, presence, and paid efforts.
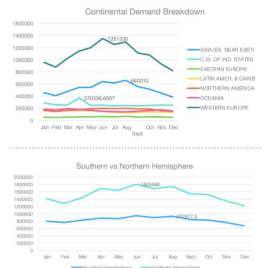
# Thoroughbrand Introduction

From market and industry research, to keyword strategy through marketing impact reporting, SEO is increasingly valuable across all marketing channels, care of the organic demographic data and insights.
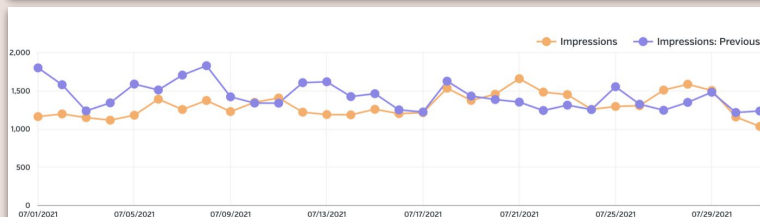
**Zoetis** Global Insights and Conclusions

## Demand highest in northern hemisphere

By aggregating these trends further, we can see how the gradual growth over the year is shared both in the northern and southern hemispheres.

Western Europe and Asia show the highest aggregated search demands, with peaks of 1.8 million compared to 0.93 million in the southern hemisphere.

Continental Demand Breakdown

- ASIA (EX. NEAR EAST)
- C.W. OF IND. STATES
- EASTERN EUROPE
- LATIN AMER. & CARIB
- NORTHERN AMERICA
- OCEANIA
- WESTERN EUROPE

Southern vs Northern Hemisphere

- Southern hemisphere
- Northern hemisphere

Zoetis brand demand split by country

### IMPRESSIONS & ADWORDS metrics

| IMPRESSIONS ADWORDS | CTR ADWORDS | CLICKS ADWORDS | AVG CPC ADWORDS |
|---|---|---|---|
| 40,701 | 9.14% | 3,720 | $0.49 |
| PREVIOUS: 44,305 | PREVIOUS: 7.65% | PREVIOUS: 3,391 | PREVIOUS: $0.55 |
| ▼ -8.13% | ▲ 19.48% | ▲ 9.7% | ▼ -10.34% |

- Impressions
- Impressions: Previous

## SEARCH TREND: DOG DERMATITIS & ALLERGY

The following table details the average (and moving average) change in search traffic for keywords that relate to topics related to pet queries around dermatological concerns and their solutions.

## SEARCH TREND: BRANDED & COMPETITOR KEYWORDS

The following table details the average (and moving average) change in search traffic for keywords that are either related to competitor brands.
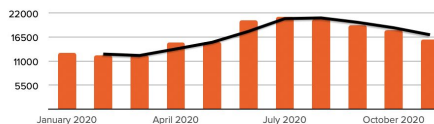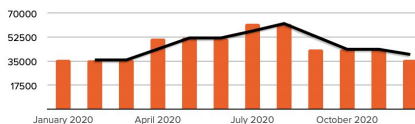
## TOP KEYWORDS: NON-BRANDED

The following table shows a list of valuable keywords and the keyword's competition in search. Along with these estimates, the cost per click (CPC) for terms are including as well.

| KEYWORD | SEARCH VOL | COMPETITION | CPC |
|---|---|---|---|
| dog allergies | 6600 | High | $1.82 |
| dog itching skin | 1900 | High | $4.17 |
| dog food allergy | 1600 | High | $8.39 |
| allergic dermatitis | 1300 | Low | $1.66 |
| dog atopic dermatitis | 1000 | High | $1.52 |
| dog itch relief | 1000 | High | $3.35 |
| dog rashes | 880 | Low | $2 |
| dog allergy medicine | 590 | High | $2.28 |
| dog flea allergy | 390 | High | $2.43 |
| pruritus in dogs | 320 | Medium | $2.81 |
| dog allergic dermatitis | 260 | High | $2 |
| canine atopic dermatitis | 210 | High | 1.86 |
| dog allergy itch | 30 | High | 3.48 |
| canine allergic dermatitis | 10 | High | — |
| canine allergies | 10 | Medium | 2.00 |
| canine allergy medicine | 10 | High | — |

## KEYWORDS: BRANDED

The following table shows a list of valuable keywords that are branded to .......... search volumes and interest in the primary locations targeted (9 European areas).

| KEYWORD | SEARCH VOL | COMPETITION | CPC |
|---|---|---|---|
| apoquel | 33100 | High | $0.88 |
| cytopoint | 8100 | Medium | 1.41 |
| oclacitinib | 2900 | High | 0.5 |

### COMMENTS

Using crawls of the domain, evaluation of the industry, and Google search date, we evaluate terms the domain, campaign creative, landing pages and associated content may show for and those we potentially would want to show for on Google Search. As Google owns more than 90% of the global search market, we focus our attention there, but would recommend setting up and using Bing to cover the other 3-5% as the older audiences in search are using browsers (e.g. Internet Explorer, FireFox, etc.) that are native to Microsoft Systems.

While there are thousands of variations, multiple languages, and match-types for targeting, the data provided is the culmination of researching all 9 locations, in their various languages, with broad matching for terms, based on Google data.

Treat(ment) is the primary funnel as the activity of the users on search are likely

**Thoroughbrand** Introduction

# An SEO-first approach

We always begin with this approach to website maintenance, content marketing, and planning.

**Organic search is a key resource for digital insights.** With SEO-first, we can gain insights based on user intentions as it relates to the brand and your messaging. We gather details on users, what they search for, and why they are searching. All of which
helps to inform our marketing efforts and content recommendations.

We begin with a full SEO audit that provides a SWOT analysis of the website and digital environment around the website.
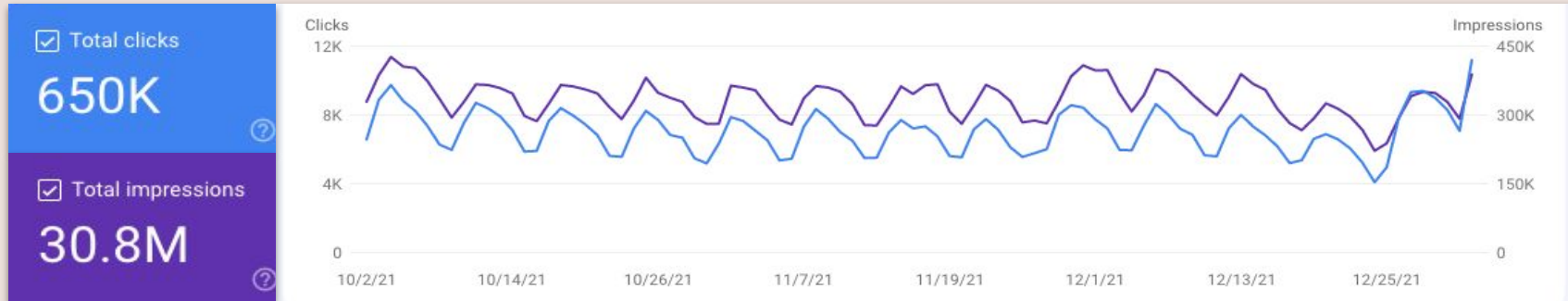
# SEO informing maintenance

As users search, Google collects data and passes some of it to us through Google Search Console. When attached to paid media (Google Ads), our Google Partner status allows us to combine insights from your website's indexing on Google and competitive insights from Google's paid data.

This helps direct monthly updates to the website, allowing us to keep it up-to-date in best practices while also informing recommendations for content, website tactics, and technology.
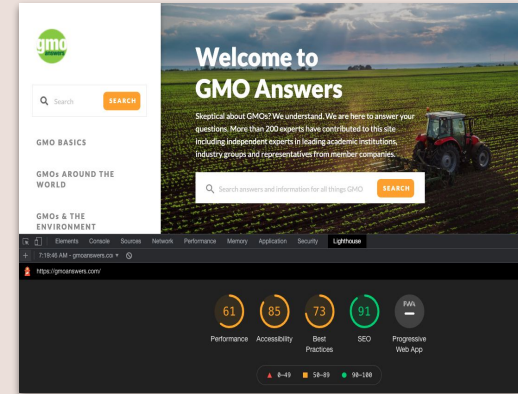
# SEO informing maintenance

Maintenance tactics informed by SEO:

- Mobile optimizations and opportunities
- Server, website, and technical verifications / updates
- Coding updates and additional snippets
- Aligning backups with crawls

Maintenance efforts included with SEO efforts:

- Monthly reporting
- Page / content upload and optimizations
- Image SEO
- 404 / Redirect Management (301-308)
- Error monitoring
- Page Experience (Core Web Vitals)

# SEM &
# Paid Social

# Focusing on the holistic search engine performance of your site or brand is the only way to win

SEM is highly effective when marketing to people already searching a specific topic. Or, in the case of display advertising, when selling a product or increasing brand awareness.

Paid social is most effective when seeking engagement along with thought or action conversions, and is by far the best value for money. And when used with SEM and SEO, the benefits and results multiply.

# Strategies Based On *Effectiveness*

When it comes to paid media, effectiveness is all that matters. We build strategies designed to fulfil both short term sales objectives as well as long term branding goals.

For every industry there is a sweet spot in balancing paid media efforts.. Generally we find that a 60:40 split in favour of branded activity is the best way to drive growth in a category.

The marketing mix we use to fulfil these goals is varied and tailored to each individual client.
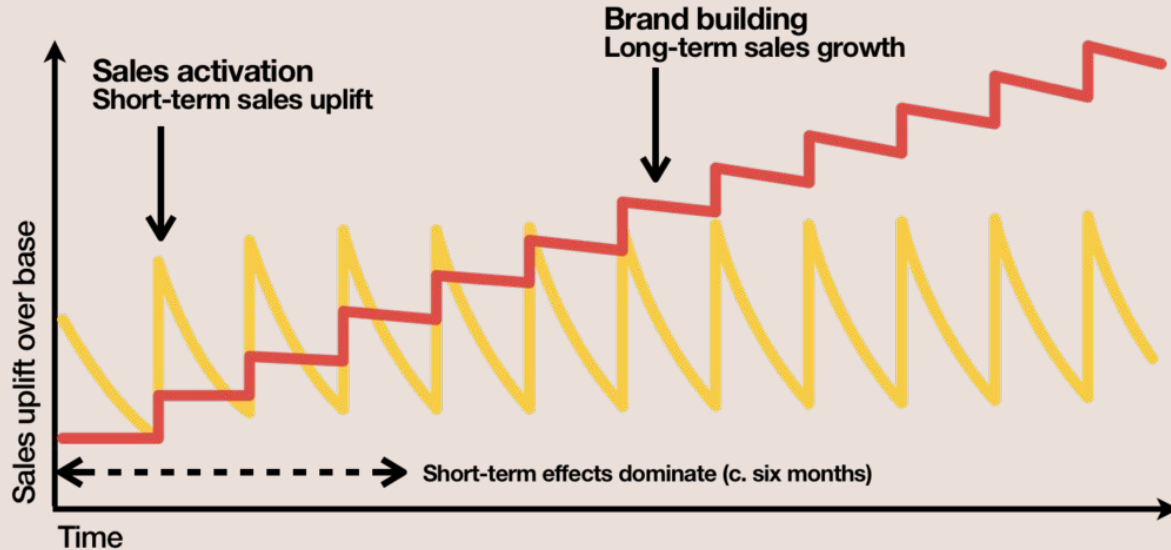
# Understanding how your customers search online is essential if you want to meet their unmet needs

SEM is highly effective when marketing to people already searching a specific topic. When people search online, they give you an unmatched insight into their intentions. Paid Search allows you to immediately tap into that demand.

Paid social is most effective when seeking engagement along with thought or action conversions, and is by far the best value for money. And when used with SEM, the benefits and results multiply.

# Paid Search Key Principles

Every day, Google processes over 3.5 billion searches. Search engines have become the go-to place for problem solving, discovery and curiosity.

We have seen the world of paid search evolve for the last 10 years and understand exactly which tactics to use in order to achieve our clients goals. We blend together a mix of the below campaign types for a best in class approach;

| Keywords | Dynamic Search | Performance Max | Discovery |
|----------|----------------|-----------------|-----------|
| *The most prescriptive campaign type we have, designed to match ads directly to search queries.* | *A dynamic campaign that uses crawled website information to match content to search queries in real time..* | *Google's latest innovation. A comprehensive and all encompassing campaign type that drives growth and scale..* | *The primary campaign for finding new customers to reach. Find people when they are in the market for your services.* |

# Paid Social For The Complete Funnel

Social Media platforms are a perfect place to engage with your audience. The evolution of social in recent years has created an environment where users are equally happy discovering, learning and even buying with little friction. Social offers a unique way to connect with people at any stage of the traditional funnel.

**HEARTS**
High impact formats designed to generate brand and product awareness. Heavy use of engaging video to create mental availability

**MINDS**
Drive continued engagement with a focus on tangible features, outcomes and benefits. Carousel and collection formats encourage interaction with owned assets and websites

**ACTIONS**
Conversion focused campaigns that instigate key actions and engagements

# 03 | P.A.I.R™

**ThB**

# What is
# P.A.I.R.™ ?

**P.A.I.R. ™ stands for Precision Audience Identification** and **Resonance** and is the proprietary methodology employed by TDG for ensuring the most effective and efficient audience targeting available.

Following an in-depth discovery process to help us to understand client goals and objectives, we combine past performance traits with data and insights from our suite of advanced tools - along with human intelligence - to generate the ideal target audience or audiences.

Every audience is then scored based on a predictive index of performance. For each audience, we then work collaboratively with our client to create the ideal plan of action and budget specific to each audience.

All campaigns are then P.A.I.R. scored based on their performance with the highest scoring/performing audiences used for future audience modelling and iterations.

# Persona & Audience Identification

# Data-backed strategy informs every decision we make

Keyword research, online listening, competitor and landscape analysis, target audience identification, and persona construction are
the backbone of our work.

And the key to your success.

Our detailed research informs everything from the channels and distribution of spend to the content we create and serve.
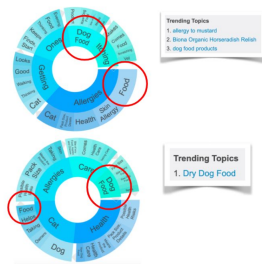
**Thoroughbrand** Introduction

Research that combines any number of data points informs our strategy, defines our tactics and helps determine how we measure success.

From conversation insights to shape messaging, to demographics and personas to hone targeting, we make use of multiple tools to ensure we are as effective and efficient as possible.

# 04| WORK

# Global luxury retailer

**THE BRIEF**

A hugely successful global luxury retailer needed to entirely overhaul their paid social activity.

**THE WORK**

So we looked at those who engaged with the brand on social media vs. those who actually purchased ('browsers vs. buyers').

We then took the 'buyer' audience and split it into six distinct personas based on online habits, shopping preferences, brands purchased, and brand affinity.

We constructed highly detailed personas for targeting, including brands carried by the client as well as affinity brands, day of week and time of day the audience is available online in a 'browsing' setting, and more.
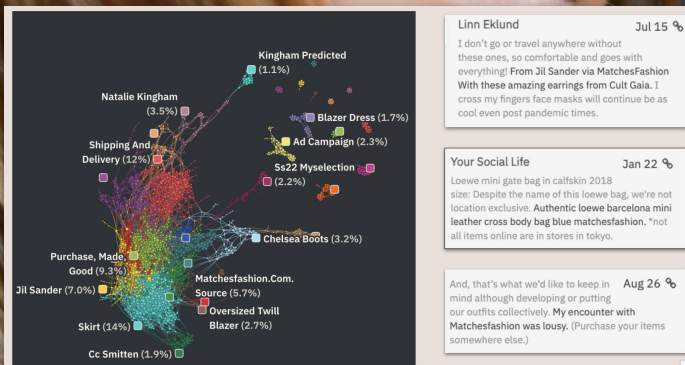
# Global luxury retailer

**Audience research**



## Time-less

- ❖ Among the highest average order value (30% spend £11K-35/year and over 7% spend £35-75K/year)
- ❖ Difficult to find online en masse, so time of day/day of week charts for each region is important for targeting purposes
- ❖ Largely represents the female audience/revenue that has been lost over the last three years
- ❖ Second highest conversion rate

  ➢ Goal is to re-attract them to matchesfashion

## The refined and timeless executive – Time-less

- Go on blogs, forums, Naver, Facebook, Instagram, in that order (with a large Baidu referral presence)
- Largest motivation for purchase is self-reward
- Not terribly inclined to talk about items post-purchase as they are too busy, and the items they buy are timeless and classic, and meant to last and work for them rather than be a trophy purchase they share or discuss for longer than a passing 'great piece' type of comment
- They will 'consider' an item for longer than any other persona e.g. 'add to basket' and then continue browsing for other items, or comparing/evaluating before purchase, so abandoned cart targeting is extremely important for this persona
- They spend the second greatest amount of time on the purchase itself, but are fairly dispassionate throughout the process
- Though they have the great passion about loyalty, it is to the brands they buy rather than to the retailers in which they buy them if, i.e. it works they will go back to that brand again rather than exploring new ones
- US, UK, France, Germany, Korea, Australia (and also China as browsers not yet converted)

# Global luxury retailer

| Ad set | Website purchase ROAS (return on advertising spend) |
|---|---|
| US_BOF_DPA_DOYENNE_WW_ENG | 9.04 [2] |
| US_BOF_DPA_UP AND COMER_WW_ENG | 8.60 [2] |
| US_BOF_DPA_IN CROWD_WW_ENG | 5.22 [2] |
| US_BOF_DPA_TIMELESS WW_ENG | 4.35 [2] |
| US_BOF_DPA_EXPERIMENTALIST_WW_ENG | 2.97 [2] |

**THE RESULTS**

Working on the creative brief, persona research and campaign implementation enables TDG to deliver excellent results.

**79% increase in AOV and 6.5x ROAS** across paid social across all key markets.

# Global commercial bank

**THE BRIEF**

A large multinational bank wanted to identify the ideal B2B sectors to target across 16 countries. Crucially, the data needed to be actionable, and supported by journey, content and messaging recommendations.

**THE WORK**

Using a suite of research and data tools, we compiled the top sectors by country, and constructed highly detailed personas for each sector.

Using this data, we created a detailed strategy to target each persona both online and offline.

We are now creating the ideal customer journey and content plan for these prospective new customers.

# Global commercial bank

## Aggregate – Retail

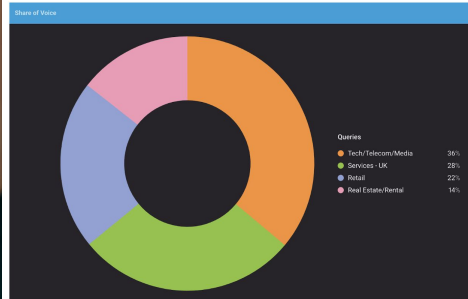- 60/40 Male/Female
- The age skews slightly older, which is a trend we have seen across all personas in the UK (and in the US), with 4?% of the audience over 45 years of age, and 31% between 25–44
- The audience is online Monday–Friday, pe... the hours of 8am–5pm, but peaking at 11a...
- Online sales are a dominant topic of the c... during/post pandemic
- Fashion retailers are the majority of the o... given their typical target audience and th... visual social media platforms
  - Fashion is followed by food retail and... the size of the online conversation/a...

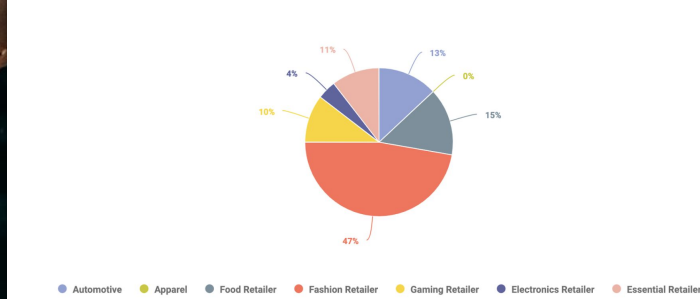## Targeting – Digital Contextual

- Because this sector has diverse and diffuse interests and online habits dependent on age and retail type, contextual digital targeting is the most efficient strategy
  - This is also more prudent because it helps to avoid targeting of consumers of the various sectors, rather than the decision-makers within them
- The BRC – British Retail Consortium – is the recognised trade association of British retailers (3K followers on FB; 18K followers on Twitter)
  - BIRA – British Independent Retailer Association – represents independent retailers and also provides many essential services for independent retailers (1.7K followers on FB; 3.5K followers on Twitter)
    - These social media followers are perfect for targeting via social media 'followers of' campaigns
- Retail-specific journals and magazines also provide excellent opportunities for reaching the correct audience, and most provide ad space and can be bought directly, or all can be targeted as a contextual pod via programmatic display
  - But all can also be targeted via a "followers of" campaign given that they each have their own social media pages and followings

## Audience research and personas

### Breakdown of persona segments UK

Share of Voice

Queries
- Tech/Telecom/Media — 36%
- Services - UK — 28%
- Retail — 22%
- Real Estate/Rental — 14%

### Breakdown of sectors within the Retail conversation

11%  13%  0%  4%  15%  10%  47%

- Automotive
- Apparel
- Food Retailer
- Fashion Retailer
- Gaming Retailer
- Electronics Retailer
- Essential Retailer

### Brands

Chrome OS Almost PC Linux
Choose Fairtrade
Linux Mint @Morrisons Samsung
Use Linux Sainsbury's Mac @waitrose
Amazon
youtube Tesco Apple
Windows #etsy Primark Sony eBay
Hermes Walmart Currys
Waterstones Twitter
Petrol Retailers Association
youtube Shop

# Global commercial bank

## Journey, messaging and content recommendations

### 03 Facebook the most dominant social platform, but suitability of social ads depends on the persona

The Agriculture and Technology personas are the most suitable for targeting on Facebook.
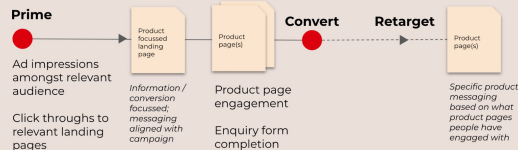
The Mining and Oil & Gas personas have low usage. The high activist activity also makes social media advertising inadvisable for these segments.
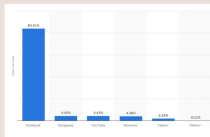
### Messaging
*Reflect demographic data in the creative*

| Characteristics | Product-focussed messaging |
|---|---|
| Watch agriculture-related videos on YouTube e.g. equipment usage videos (John Deere) and crop / livestock specific informational pages (Zoetis) | We're here to help you grow. Financing from ___ can help you get the agricultural equipment you need to do more. Learn how. |
| Discuss science and technology innovation in agriculture online (agtech, biotech etc) to increase yields etc | Open your ___ account today. With industry specific help and support, we'll show you smarter ways to manage your farm's finances. |
| High affinity for agriculture business and the study of agriculture business | Want to grow more than your business? Learn how to streamline your operations and maximize growth with secure, flexible financing from ___ . |

### Journey stage and KPIs
*Targeting and channels tailored to persona*

**Prime**

Ad impressions amongst relevant audience

Click throughs to relevant landing pages

*Product focussed landing page*

*Information / conversion focussed; messaging aligned with campaign*

*Product page(s)*

Product page engagement

Enquiry form completion

**Convert**

**Retarget**

*Product page(s)*

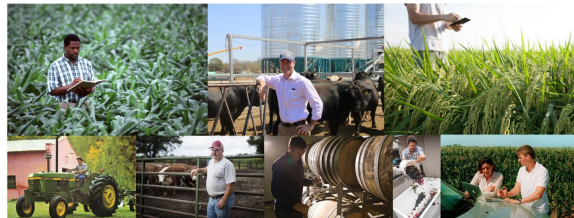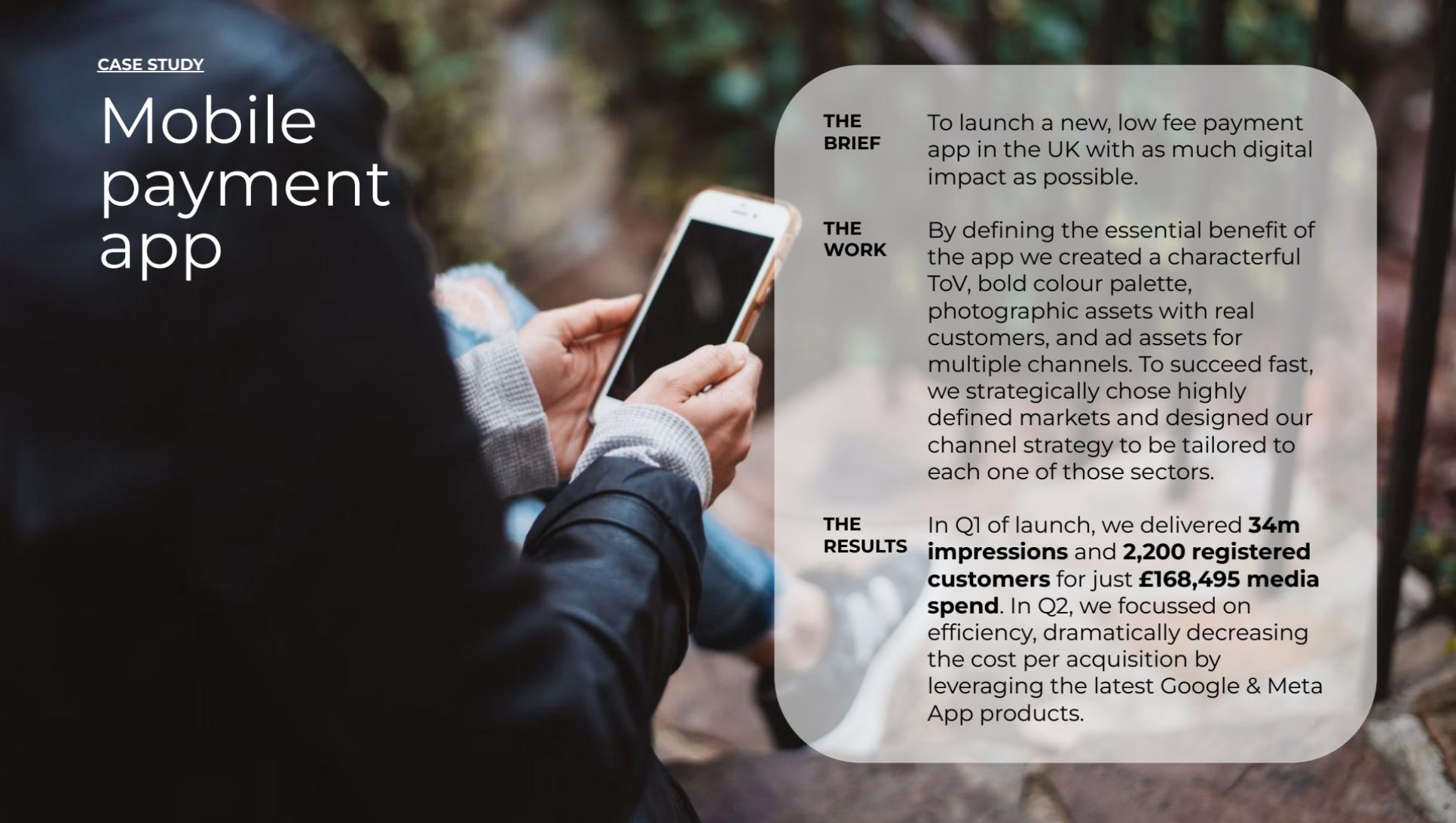Specific product messaging based on what product pages people have engaged with

**Tealium (customer data platform)** – tracking and profiling interests based on landing page and paid ad engagement

### Example imagery

Young, technology, business, artisan, more male than female, beef and grain predominantly

# Mobile payment app

**THE BRIEF**

To launch a new, low fee payment app in the UK with as much digital impact as possible.

**THE WORK**

By defining the essential benefit of the app we created a characterful ToV, bold colour palette, photographic assets with real customers, and ad assets for multiple channels. To succeed fast, we strategically chose highly defined markets and designed our channel strategy to be tailored to each one of those sectors.
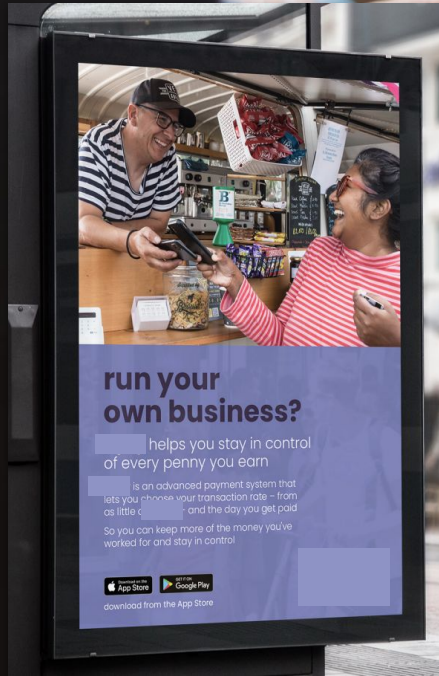
**THE RESULTS**

In Q1 of launch, we delivered **34m impressions** and **2,200 registered customers** for just **£168,495 media spend**. In Q2, we focussed on efficiency, dramatically decreasing the cost per acquisition by leveraging the latest Google & Meta App products.
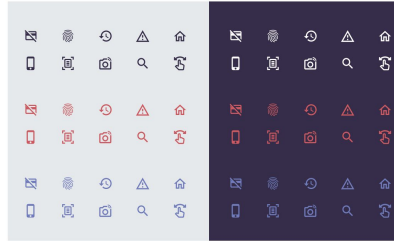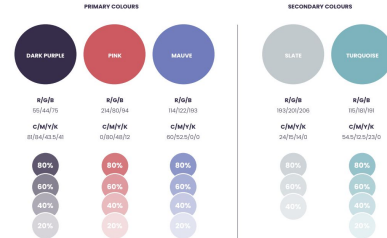
CASE STUDY

# Mobile payment app

**Creative assets**

### Iconography

Icons are used to add emphasis to important points and highlights. They can be used in any of the primary and secondary colours only.

### Colour Palette

The [  ] colour palette consists of a primary and secondary colour set, both available in CMYK for print applications and RGB for digital and online applications. Consistent use of colour acts as another identifier of our brand which encourages brand awareness.

Our colours are warm, friendly and welcoming and must be reproduced accurately to maintain our brand identity.

The colours may also be used as a series of specified tints of that colour.

**PRIMARY COLOURS**

| DARK PURPLE | PINK | MAUVE |
|---|---|---|
| R/G/B 55/44/75 | R/G/B 214/80/94 | R/G/B 114/122/193 |
| C/M/Y/K 81/84/43.5/46 | C/M/Y/K 15/80/48/2 | C/M/Y/K 60/52/5/0 |

**SECONDARY COLOURS**

| SLATE | TURQUOISE |
|---|---|
| R/G/B 193/201/206 | R/G/B 115/181/191 |
| C/M/Y/K 24/15/14/0 | C/M/Y/K 54.5/12.5/23/0 |

run your
own business?

[  ] helps you stay in control
of every penny you earn

[  ] is an advanced payment system that
lets you choose your transaction rate – from
as little as [  ] – and the day you get paid

So you can keep more of the money you've
worked for and stay in control

Download on the App Store    GET IT ON Google Play

download from the App Store

Route 1

run your
own business?

[  ] helps you stay in control
of every penny you earn

[  ] is an advanced payment system that
lets you choose your transaction rate – from
as little as [  ] – and the day you get paid

So you can keep more of the money you've
worked for and stay in control

Download on the App Store    GET IT ON Google Play

download from the App Store

**Michael Stebbins**
*Senior Manager,
Communications*

"

From backend website SEO optimizations to managing the vagaries of an ever-changing social media landscape, Thoroughbrand has been there to guide us, help us, and fix things we didn't even think needed fixing.

I don't know what we would have done without their knowledge, expertise, research, and their honest, plain-spoken common sense recommendations.

ThB

zoetis

**Mark Davies**
*Senior Director, Head of Digital and Multi Channel Marketing*

"

I've worked with Thoroughbrand and TDG on a number of digital and media research projects and have always been impressed with their methodical process and how they took the time to immerse themselves in our organisation to understand our needs, goals and vision.

With every deliverable they ensured that we had tangible and clear insights that aligned with our company goals and customer needs. I would highly recommend them to any prospective client.

# 06| NEXT STEPS

ThB

# Next steps.

- Please review this deck and, if possible, come back with answers to our questions

- Then, if you feel you would like a further discussion, we will arrange another call (or meeting in person)

- Once we have all the required information, we'll create a scope of work, outlining what we'll do to achieve your objectives