

WHO THE F*** ARE WE?



Strategy Manager
NGEN, 30U30, Young Lions &
Young Spikes Gold.
Spends most weekends camping,

fishing and most recently renovating.

Taylor Swift & Ed Sheeran Fan.



KATRINA BLANTHORNE

Associate Strategy Director
Cannes Young Lions UK
winner & global shortlister.
Recently moved to Sydney in
pursuit of sun, sea and strategy.
Believer in the rule of 3s.

The Road to Today

Met my partner Moved to the United Kingdom Attended St Andrews Became the older and wiser twin 2008-2013 07/04/95 2008 2013-2017 2017-2019 2020 - 2024 **TODAY** amazon goodman fielder amazon **Purchased Coconut** Went to CSU and studied a Bachelor of Jemena Travelled Europe PR, Advertising & Business Returned to AUS and got a

job at Initiative

prime video

The Road to Today

Grew up in Saudi Arabia, NZ,



Studied English Lit & French at the Uni of Edinburgh



ad & Most Unmissable Mon.
Togge for files to make the want solds purposed.

Started in media at Starcom on the Heineken portfolio



Moved into Strategy at Initiative London leading the Carlsberg portfolio



Moved to Sydney Oct

1993-2007

2007-2012

2012-2016

2017-2018

2018-2021

2021 - 2023

2023 - TODAY

Went to the oldest school in the world, King's Canterbury



Interned at a creative agency in Paris

Worked at OMD on the Apple account

Cannes Young Lions UK Gold & Global shortlist

Started at Initiative Sydney on Afterpay & Pernod Ricard



& The Financial Times

WHEN WAS THE LAST TIME YOU DIDN'T SKIP AN AD?



You can skip to video in 8

CONSUMPTIVE BEHAVIOUR HAS LED TO A TIDAL WAVE OF CONTENT

EVERY MINUTE

500 HOURS

Of video is uploaded to YouTube

EVERY HOUR

981 THOUSAND

Videos are posted to TikTok EVERY DAY

500 MILLION

Tweets are sent on X





ATTENTION IS HARDER TO COMMAND THAN EVER BEFORE



8 SEC





OXFORD

DISTINCTIVE BRAND ASSETS JENNI ROMANIUK

WTF ARE DBAs?

"ELEMENTS THAT TRIGGER THE MEMORY OF A BRAND AND ALL ITS ATTRIBUTES AND ASSOCIATIONS."

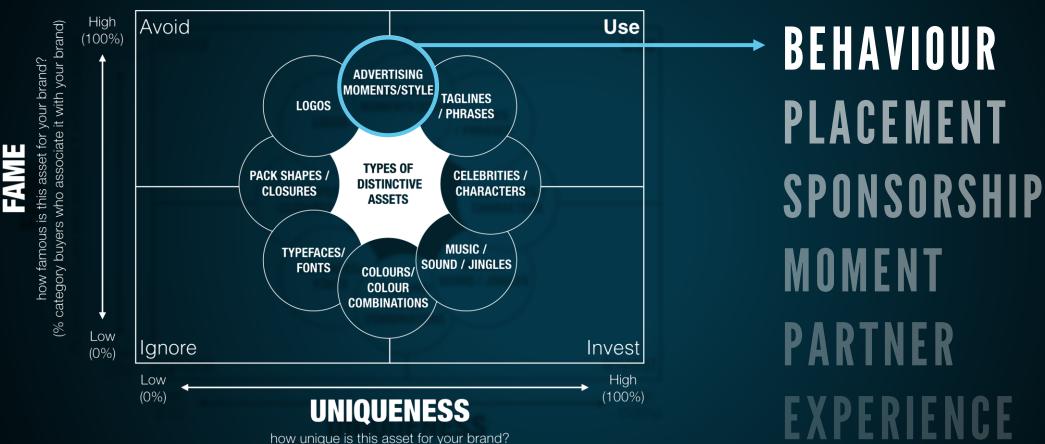
Slogans, logos, fonts, packaging, sounds, music, and other elements directly associated with a brand, even when there is no mention of its name.



Ehrenberg-Bass Institute for Marketing Science



Distinctive Assets Grid



MOMENT

PLACEMENT

(% category buyers aware of your brand who only associate asset with your brand)

Adapted from Sharp & Romaniuk: How Brands Grow Part 2













DISTINCTIVENESS MATTERS



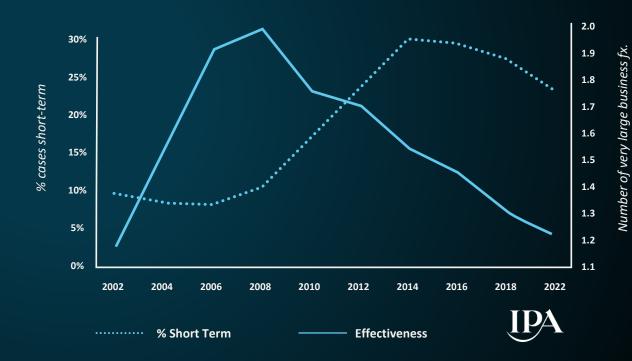




DISTINCTIVENESS IS DECLINING



SHORT-TERMISM LEADS TO IMBALANCE AND INEFFECTIVENESS



Sources: IPSOS, Be Distinctive Everywhere, 2023 | IPA, The Crisis in Creative Effectiveness, 2019.

WE'VE BECOME SO OBSESSED WITH BUYING ATTENTION, WE'RE FORGETTING HOW TO

YRS (1974)

#1 MOST VALUABLE OOH

2.4M WEEKLY OTS











1 1 1 YRS

+340,000 BUCKETHEADS

+\$83M IN MEDIA EXPOSURE



#3 RECALLED SPONSOR

35MINS IN-PROGRAM





FLIGHTING



John Lewis Christmas advert 2023 teased as release date confirmed

The Beginner | John Lewis & Partners | Christmas Ad 2022

by Digital Spy GB

BEHAVIOUR









ENGAGEMENT



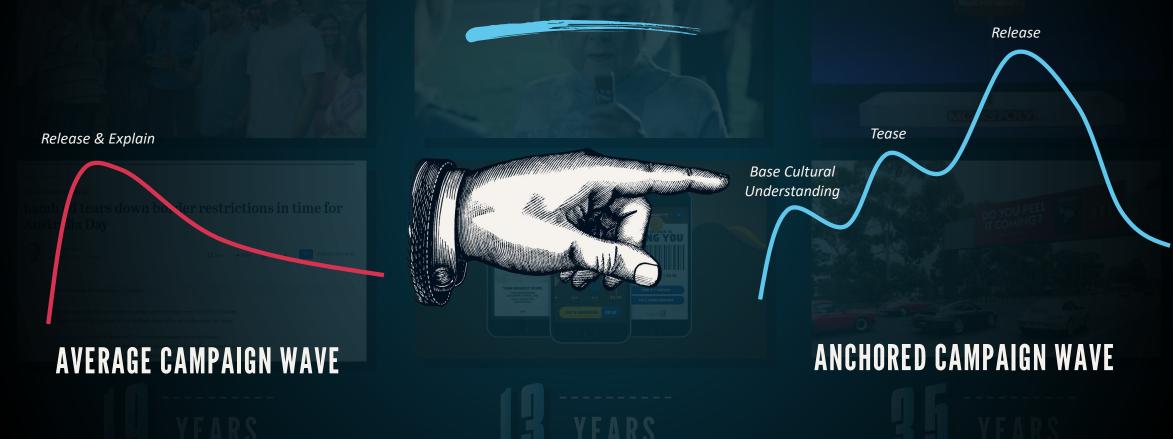




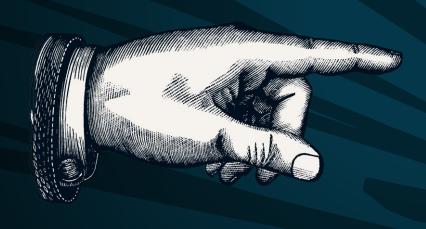
FLIGHTING BEHAVIO

ENGAGEMENT

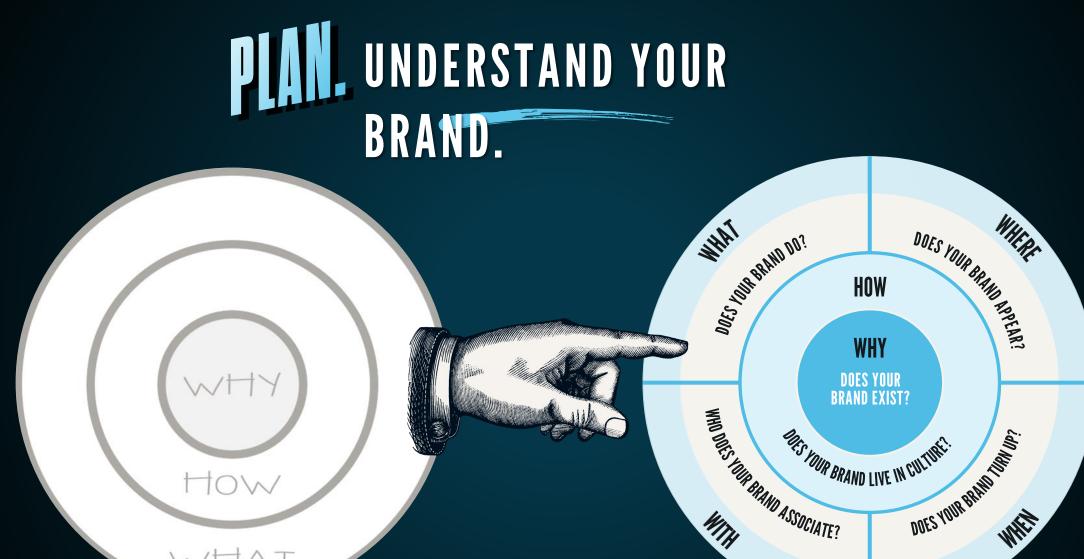
CONSISTENCY UNLOCKS EFFICIENCY



So where do we begin?



PIAN. PRIORITISE. PROTECT







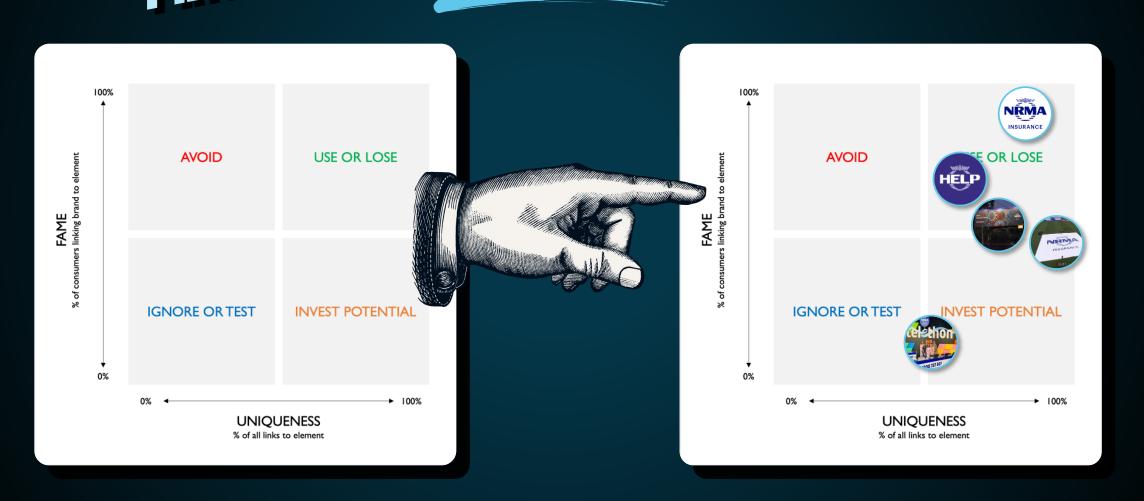


OESP: TURNING DORMANT PROPERTY INTO MEDIA

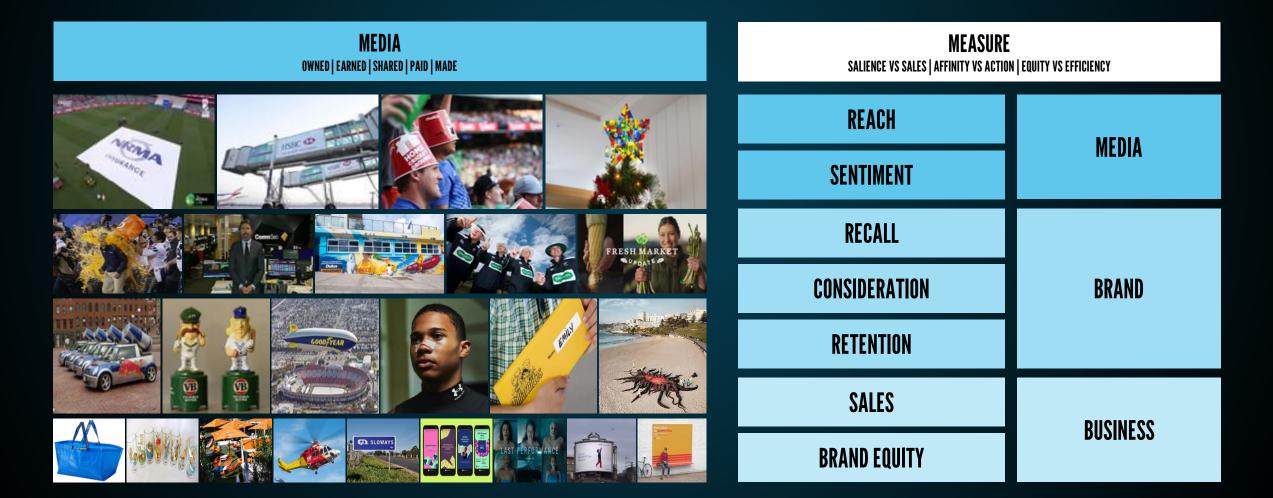




PRIORITISE. KNOW WHERE YOU CAN WIN.



PROTECT. DON'T MEASURE YOURSELF SHORT.



0	a oktolicores			
0				
0	- Signer	NG YOU		
0	SS-10 A SQX A			
0	NKS A			
	979 employees	Uniforms LinkedIn		
	1 tace of NIB (1991)			
	I face of NIB (1991) Influencer Post Multiple Influencer post Multiple social media po	48.81 Vers Link to Survivor AU 2022 Season		
	Auturple influencer post	12.7 Poliowes		
	Multiple social media po	of all team member accounts is about 500K		
		$\overset{\circ}{\searrow}$		

HOW TO GROW MEDIA CREATIVITY

FIRST, GET A LAY OF THE LAND.

Look beyond the category/brand to see how market conditions can influence how we show up in media.

Use the distinctive media devices flywheel to help students come up with their own brand DMDs.



LOOK IN YOUR OWN BACKYARD.

Identify potential idle brand assets that can be leveraged before turning to paid media.

Get students to conduct an OESP audit on a brand of their choice & ideate potential idle brand assets.



START SEEDING DMDs INTO ADLAND.

Having distinctive media devices as common language of marketing effectiveness, it makes it easier to sell.

Start including distinctive media devices as standard vernacular in media curriculums.

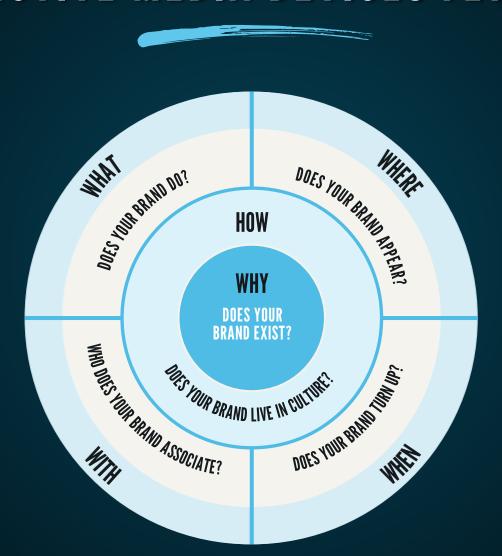


	ASSET	OESP	SCALE	ACTIVATION DETAILS	LEAD TIME
	Midnight Health (Start-Up)	S	30,000+ customers since launch in February 2021	Limited branding on site	6 months
	Richmond Tigers Joint-major Partner		100K+ members, 7.4M (14+) watch AFL (Roy Morgan)	Jersey signage (premium placement) corporate boxes stadium signage access to players for content visibility in press conference room	12 months
E I	NIB Specsavers	S	324 stores	Two Pairs of Glasses 'Gap Free' (competing with Medibank, Bupa, HCF) verbal support by sales assistance signage	6 months
PARTNERS HIPS	Newcastle Knights		620K avg. weekly views across NRL games Identifying existi	ng brand partnerships through google search/desktop research. Could include sports	12 months
PAR	Blues (Auckland)		partnerships and		12 months
	Facebook page	0	48.5K fans, 47.6K likes	Local posting autonomy always on dedicated amplification budget chatbot	2 weeks
	Instagram page	0	2.9K followers		2 weeks
	Twitter page	0	2.6K followers		2 weeks
S. #	YouTube page	0	852 subscribers		2 weeks
PLATFORMS	LinkedIn page	0	13.8K followers Reviewing presen	ice on various social media sites (owned pages), as well as owned properties like websites	2 weeks
P	NIB Website	0	Avg. 286K monthly UA (AQX 2022) and apps.		3 months
	NIB App	0	Over 100K downloads		3 months
	Employees	s	979 employees	Uniforms LinkedIn	2 days
	Tadillagon		1 fact (1971)		3 months
	Brooke Jowett	P	Influencer Post	48.8K followers Link to Survivor AU 2022 Season	3 months
£	Layne Beachley	P	Multiple Influencer posts	72.7 Followers	3 months
PEOPLE	Newcastle Knights men & women's team members	S	Multiple social media posts and content Does the compar	have brand ambassadors? How do they use them? Are there other teams or advocates	1 month
	Richmond AFL & AFLW team members (spokespeople)	S	Multiple social media posts and content that exist for the	m?	1 month
	NIB Dental Store Fronts	0	11 Stores (3 in ESB CBD's)	Dentist/Assistant/Receptionist Uniform Sign out front of store	3 months
	NIB Eye Care Centres	0	4 (ESB CBD)	Optometrists/Receptionist Uniform Sign out front of store	3 months
	NIB QANTAS	s	12M members across Freq Flyers/QANTAS Business Rewards	QANTAS travelled insurance is managed by NIB	6 months
	THE QUANTE	ŭ			
OUCT.	NIB Branches	0	Est. 11+ across Australia	Signage	3 months
PRODUCT padaging, stores, service.			Est. 11+ across Australia 470+ stores 7M Priceline members	ties where the brand is represented that people could wear or use, and if so what's the	3 months 6 months
PRODUCT PRADUCT	NIB Branches		Est. 11+ across Australia 470+ stores 7M Priceline members		
PRODUCT principle, Mercy, Mirror.	NIB Branches Priceline		Est. 11+ across Australia 470+ stores 7M Priceline members	ties where the brand is represented that people could wear or use, and if so what's the	

OESP (OWNED, EARNED, SHARED, PAID) AUDIT*

	ASSET	OESP	SCALE	ACTIVATION DETAILS	LEAD TIME
SHIPS s, brands.					
PARTNERSHIPS s'ships, suppliers, brands.					
PLATFORMS digital, social, activation.					
PLATF ligital, social					
PEOPLE ambassadors, fans, staff.					
PRODUCT packaging, stores, service.					
PR packagir					

DISTINCTIVE MEDIA DEVICES FLYWHEEL



DISTINCTIVE ASSET PRIORITISATION MATRIX



Initiative