

17.02.23

Delivered in
person.

hello 


Predatory Mindset: Wrestle to win

Slingshot & onesmoothstone along with their staff acknowledge the traditional Gadigal custodians of the land where we live and work. We are committed to treasuring and nurturing the world's oldest culture and our First People's connection to land, sea and sky.

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Slingshot | onesmoothstone
commercial in confidence

**The story of David & Goliath
encapsulates what we want to
leave with you today...**

An illustration depicting the biblical story of David and Goliath. On the left, a small David in a red shirt and black pants stands on a grey rock, aiming a slingshot with a yellow stone. On the right, a large, dark grey Goliath in a suit and tie looms over him. The background features a stylized landscape with green hills, grey mountains, and a blue sky with white clouds and a yellow sun. A semi-transparent dark grey circle is overlaid on Goliath's chest, containing the text.

To win by
seeing what
others don't

Nice to meet you!



Molly Blacker

Strategy Director

10 yr Industry | 5 yr Slingshot

USYD '12 | Bachelor of Arts (French Studies & Spanish and Latin American Studies)



Sophie Gallagher

Strategist

8 yr industry | 1.5yr Slingshot

USYD '16 | Bachelor of Arts (Media and Communications)



But first, a question:

**How do you
approach teaching
media strategy?**

Marketing theory tells us that there are endless green fields of audiences, channels and spend to harvest



But in reality, we're working with a media landscape more akin to a desert



Today, marketers are facing unprecedented pressures

Overwhelmed

Channel proliferation and fragmentation means competitive noise is high

Overlooked

Marketing budgets are the first to go in business cuts

Overloaded

Marketers need to do more with less

Brands have lost distinctiveness and are becoming less easy to buy.
This presents a clear opportunity for strategy and media.

**We believe there
is one approach
that must be
followed **to win****

01

It focuses your attention on what you need to steal from competitors

02

It helps you to see what others don't in order to succeed

03

It gives a brand energy that will be unmatched by the competition



Predatory Mindset

A **predatory mindset** helps you strike at the weakness that arises from your **competitor's greatest strength**.

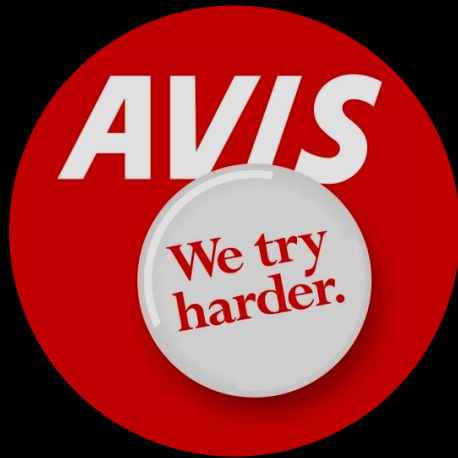
Why? You leverage your relative advantage against someone they find hard to change.

**This mindset is summed up best by
predatory thinking proponent, Dave Trott**

“Marketing, like war, is a **zero-sum game**
If you want something you have to take it from
someone else. In order for someone to win,
someone has to lose.”

[Predatory Thinking]

It's a classic approach in creativity and brand but is not always translated in media



Being No.1
is a weakness



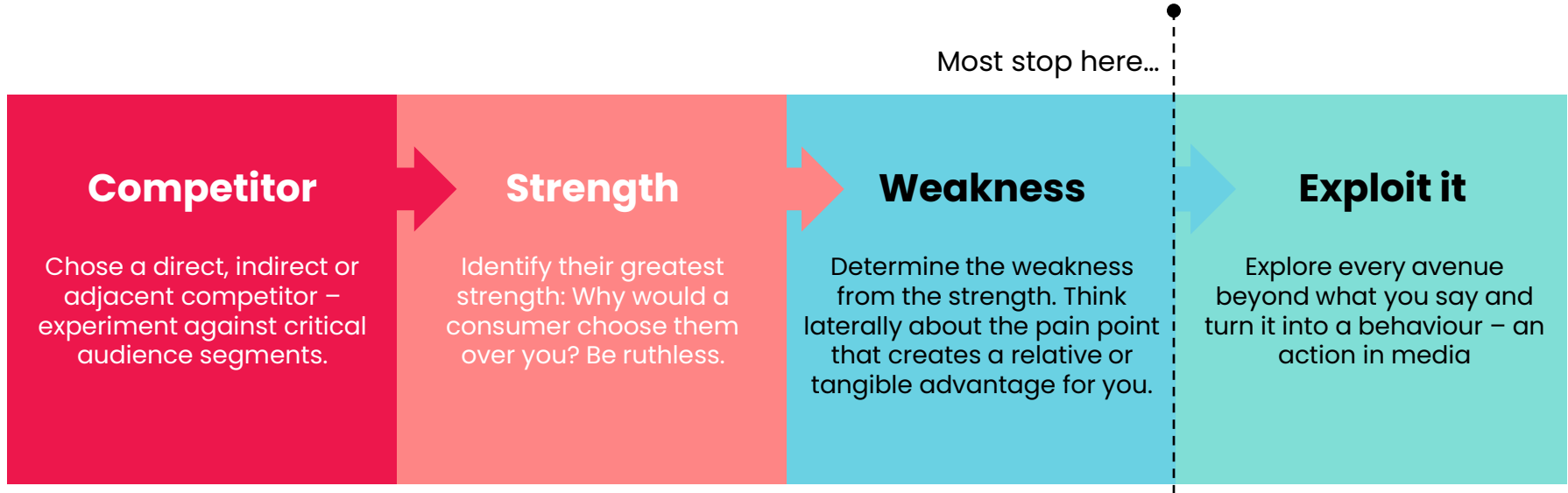
A long-lasting product
is a weakness



Focus on what you make
is a weakness

*While these creative or brand approaches might not have been borne from this thinking we can see how a Predatory Mindset might have gotten them there.

So, how does it work in practice and translate to media?



Don't leave distinctiveness or growth on the table.
Exploit your predatory mindset right through into media.

How has a predatory mindset been used in current media strategy thinking?

How we have used it to drive client success at Slingshot

Australian Pork

Pinpointing a clear competitor and using media science to win.



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Four Pillars Gin


Taking time to craft a consumer-centric product that breaks the mould.



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Amgen

Maximising media by uncovering a previously ignored audience.




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Killer work we wish we did

Uber Eats

Uber Eats changed their approach to beat big budget sports advertising.



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Koala


Owning media channels that champion the everyday



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Tide

How they made the world's biggest media moment even bigger.



slingshot

Australian Pork

Pinpointing a clear competitor and using media science to win.



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Australian Pork leveraged Marketing Science principles against a strong competitor with a distinctive message



Competitor

MLA's Lamb has an Australia Day campaign with a disproportionate share of awareness.



Strength

They have focused on being big and talked about at Australia Day for many years.



Weakness

Their investment in January doesn't translate to year-round awareness and consideration.



Exploit

Our always on approach resulted in 95% tagline recognition and overtook them in preference.

Four Pillars Gin

Taking time to craft a
consumer-centric product
that breaks the mould.



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Four Pillars used a predatory mindset to find focus on timing and audience, creating clearer air in the process



Competitor

Zero Alcohol is growing exponentially in brands, sales and consumption. Forecasted to grow +16% in 2022/23.



Strength

First to market brands had the jump on Four Pillars, focusing investment on leveraging seasonal abstinence events; FebFast, Dry July, OcSober.



Weakness

We knew exactly **when** competitors would be present and who they **weren't** targeting

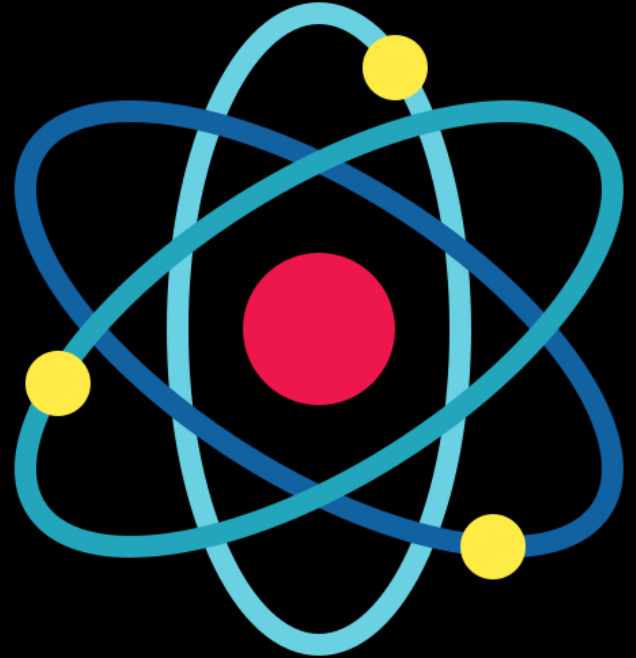


Exploit

Focus on clear air through the year and the lifestyle motivators to abstain for a day, occasion or a week to get people on Four Pillars Gin offering; Bandwagon.

Amgen

Maximising media by
uncovering a previously
ignored audience.



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To double the diagnosis Amgen needed to find those most at-risk; it meant a predatory mindset to targeting for The Big O



Competitor

Ostelin who sell Calcium & Vitamin D supplements target broadly to Women 50+.



Strength

Big budget, Mass marketing with broad targeting spreading the net far and wide.



Weakness

Lazy targeting = wastage. Osteoporosis is most relevant to post-menopausal women. The transition takes 2 – 10 yrs.



Exploit

Increased relevance and exposure by identifying and targeting 12mth lapsed Feminine Hygiene users from purchase data as a proxy for post menopausal women.

Success has been far-reaching. The Big O has been recognised with two 'Effie' awards: Positive Change & Health & Wellbeing.



Uber Eats

Uber Eats changed their approach to beat big budget sports advertising.



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Uber Eats was clear, distinct & strong during the Australian Open by adopting a predatory mindset in creative and media



Competitor

Indirect competitors like ANZ who spend huge amounts of money to own billboards, roadblocks and the court itself during the Australian Open.



Strength

They received incidental exposure and standard media by being part of a traditional sporting code sponsorship approach with Nine.



Weakness

By being so embedded within this approach, they lose the freedom and creativity of using the players – the heart of the game.



Exploit

Uber went straight to the players and by association, owned the Australian Open in a much more powerful and memorable way.

Koala

Owning media
channels that
champion the everyday



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Koala used predatory thinking to create a strategy that became an industry leader



Competitor

Traditional mattress providers like Sealy whose technology and experience means they have focused on premium messaging.



Strength

Their strength is that consumers feel like they are paying for quality and aspire for prestige.



Weakness

This focus has deserted the everyday Australian customer, whose modern needs and interests were not being met.



Exploit

Koala had to become the champion of the everyday. They flipped the script on a traditional media approach, using humour in their message across digital and social to speak to this audience.

Tide

How they made the world's biggest media moment even bigger.



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Tide predicated how other businesses would use the Super Bowl and beat them at their own game



Competitor

The biggest ad at the Super Bowl in 2018, Lucas Film for Star Wars



Strength

Star Wars aimed to create the most impactful ad.



Weakness

In doing so, they stayed within the bounds of the medium, category and media.



Exploit

Tide found that the one common denominator in every ad was their business's core strength. They used this to make the *biggest* ad at the Superbowl & turn every clean shirt into media.



**Who have you
seen that fits
this approach?**

Now, it's your turn!

How can we encourage students to learn in Australia rather than head to the best business school in the world, Harvard?



Competitor

Harvard Business School's world-class MBA program focused on real-world practice.



Strength



Weakness



Exploit

bit.ly/SSMFA23

Follow the bit.ly to input on the sticky notes in our interactive Miro board

The takeaway: We look for graduates who adopt this mindset when we hire at Slingshot

Perspective

Those who go the extra mile to see what others don't

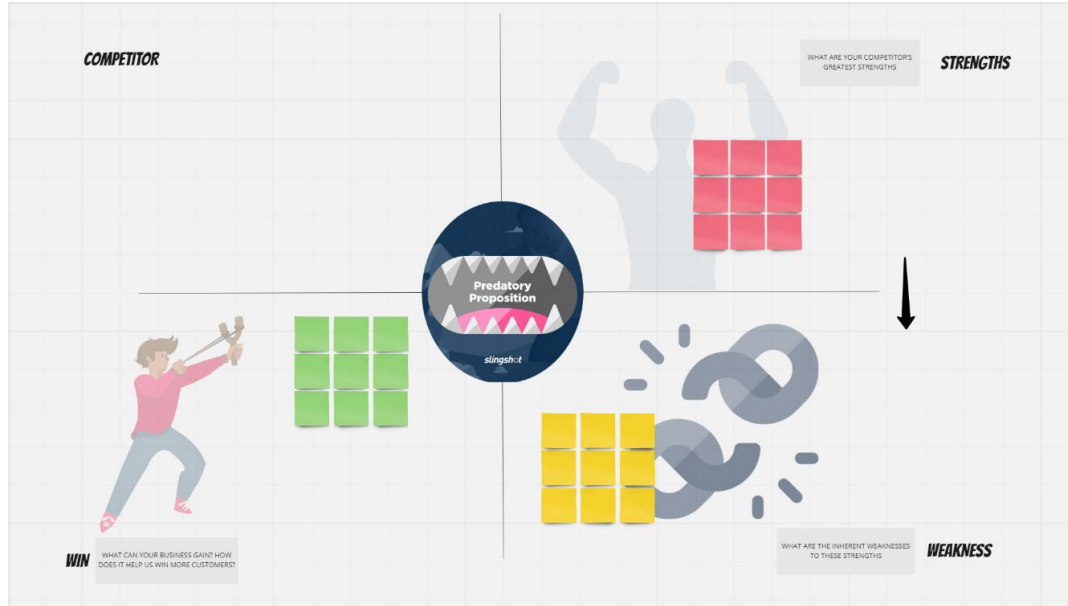
Propel

The self starters who are eager to learn and grow

Predatory [Thinkers]

Those who strive to help their clients win at all costs

Your students can access the interactive predatory mindset tool we have created in Miro



They can complete this as a group exercise in your tutorials, and use it within their careers.

David's single-minded predatory mindset allowed him to win.

This is your key to building distinctive strategy, creative and media to succeed.



**thank
you**