

TROS



**We are
driving
backwards**

**It is fashionable to talk about
changing man.
A communicator must be
concerned with **unchanging** man.**



Bill Bernbach

EAT YOUR GREENS

Fact-based thinking to improve your brand's health

WIEMER SNIJDERS



THE
COMMERCIAL
WORKS

Success

=



Success =





A lot do a little

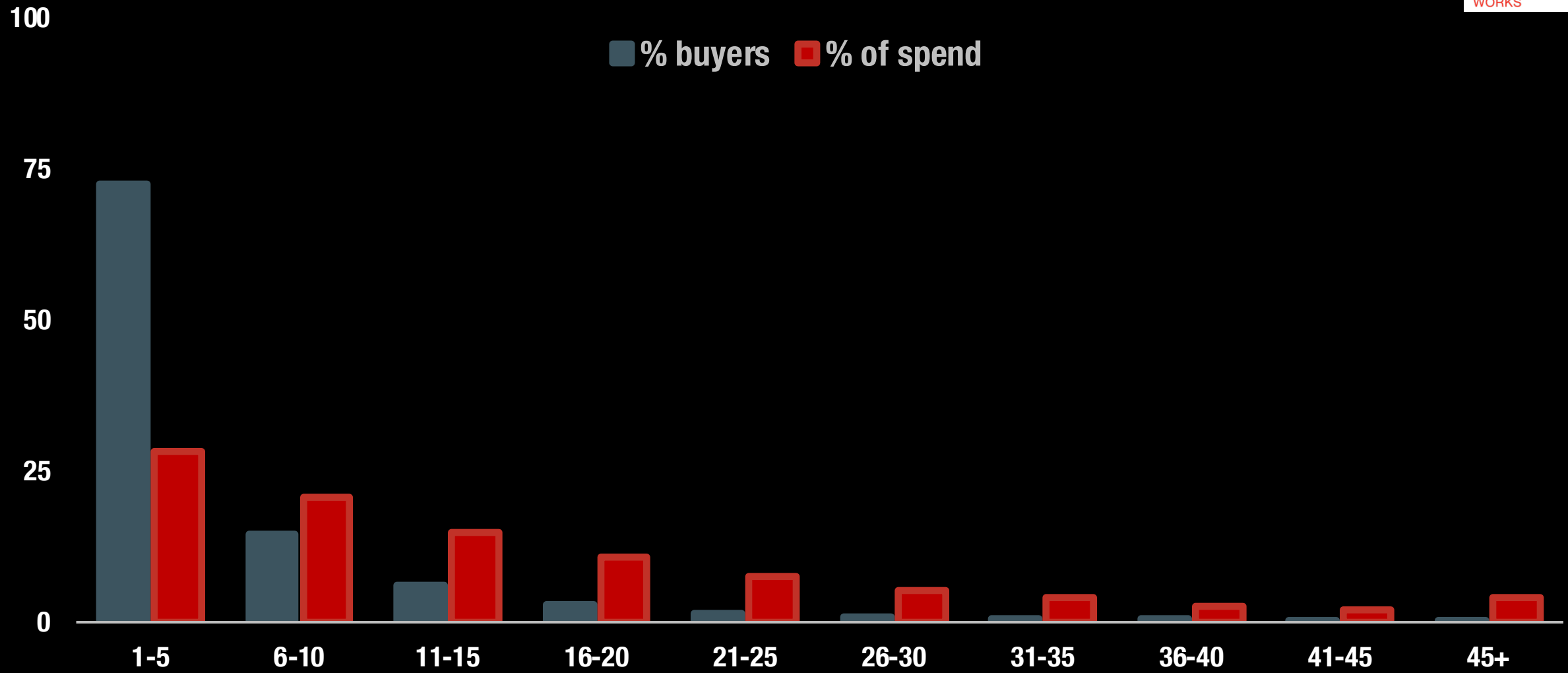


a few do a lot



1140

1140



Source: The Commercial Works Client data - beverages (2016), 52 weeks buying.



The biggest challenge in marketing: **zero to one**



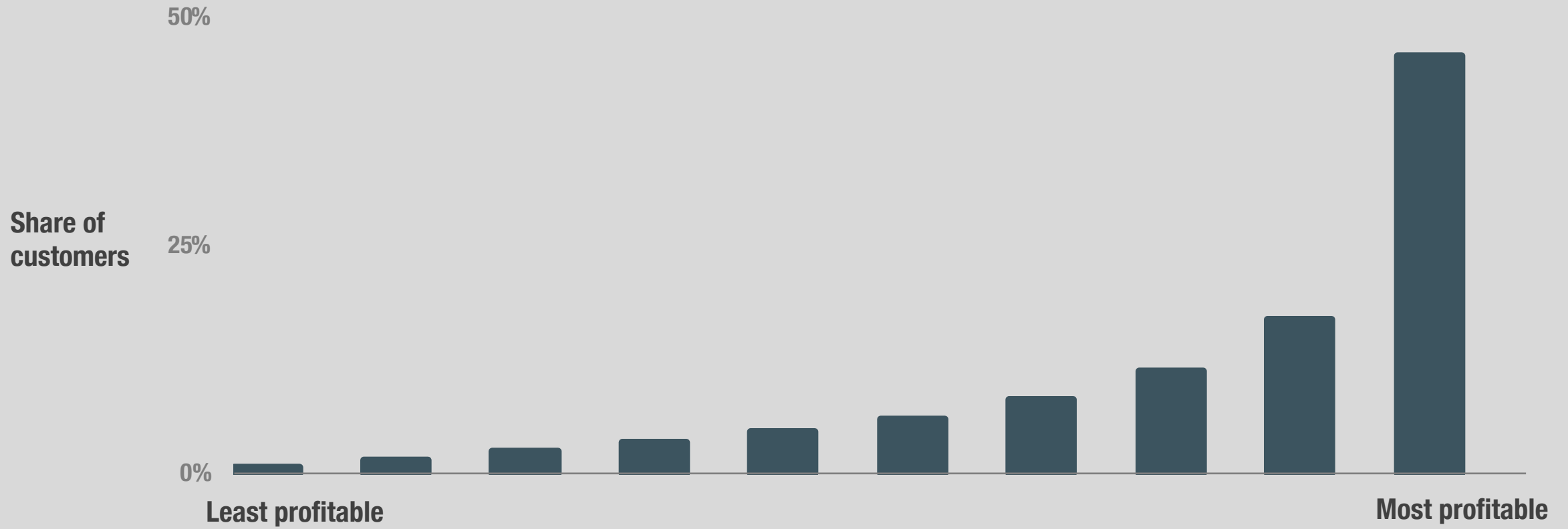


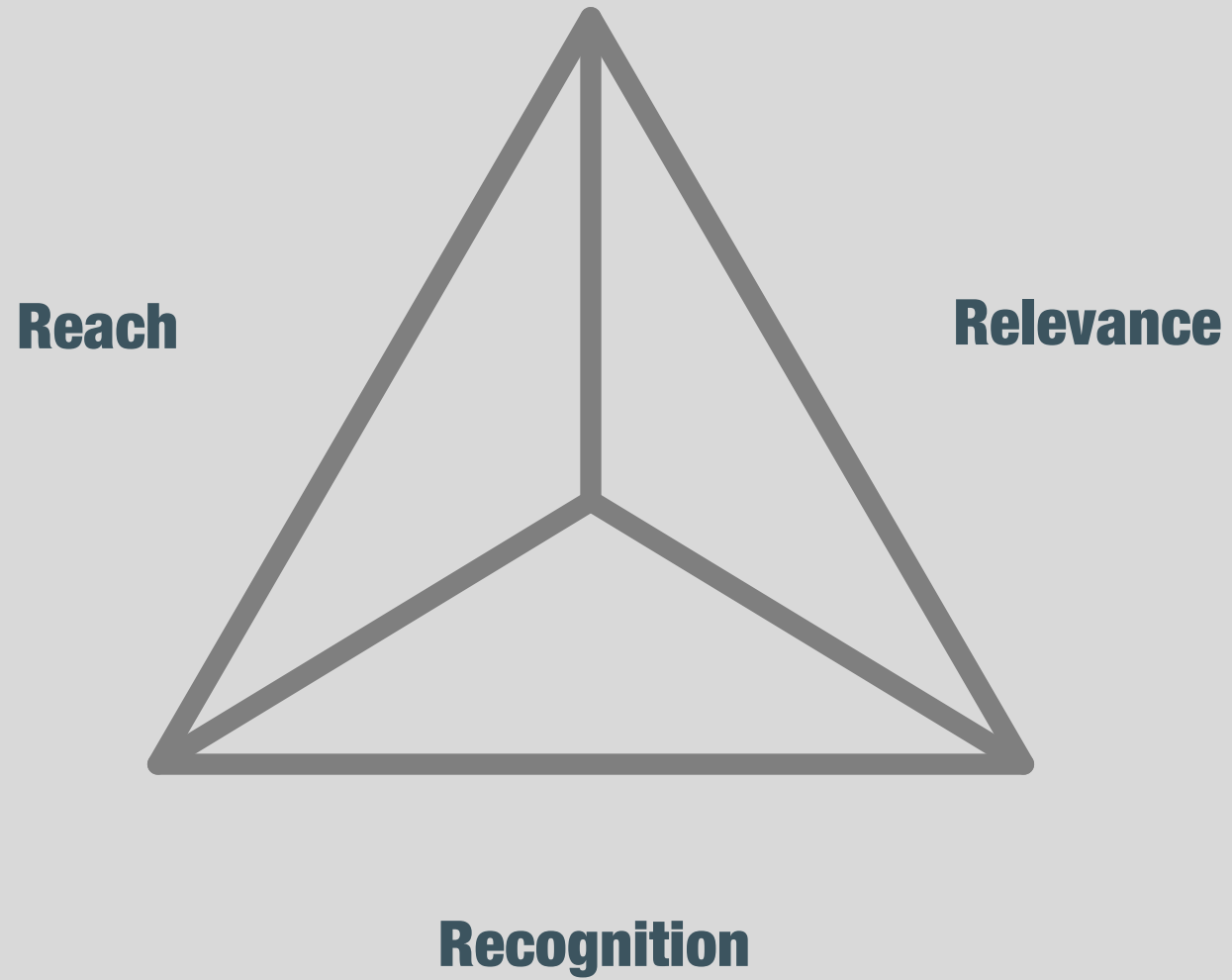
Accenture (2018):

“After all, every dollar retailers spend on an existing customer is a safe bet over customers they don’t know at all.”

**“These are the high-value customers
who should become retailers’
newest obsession”**







Relevance

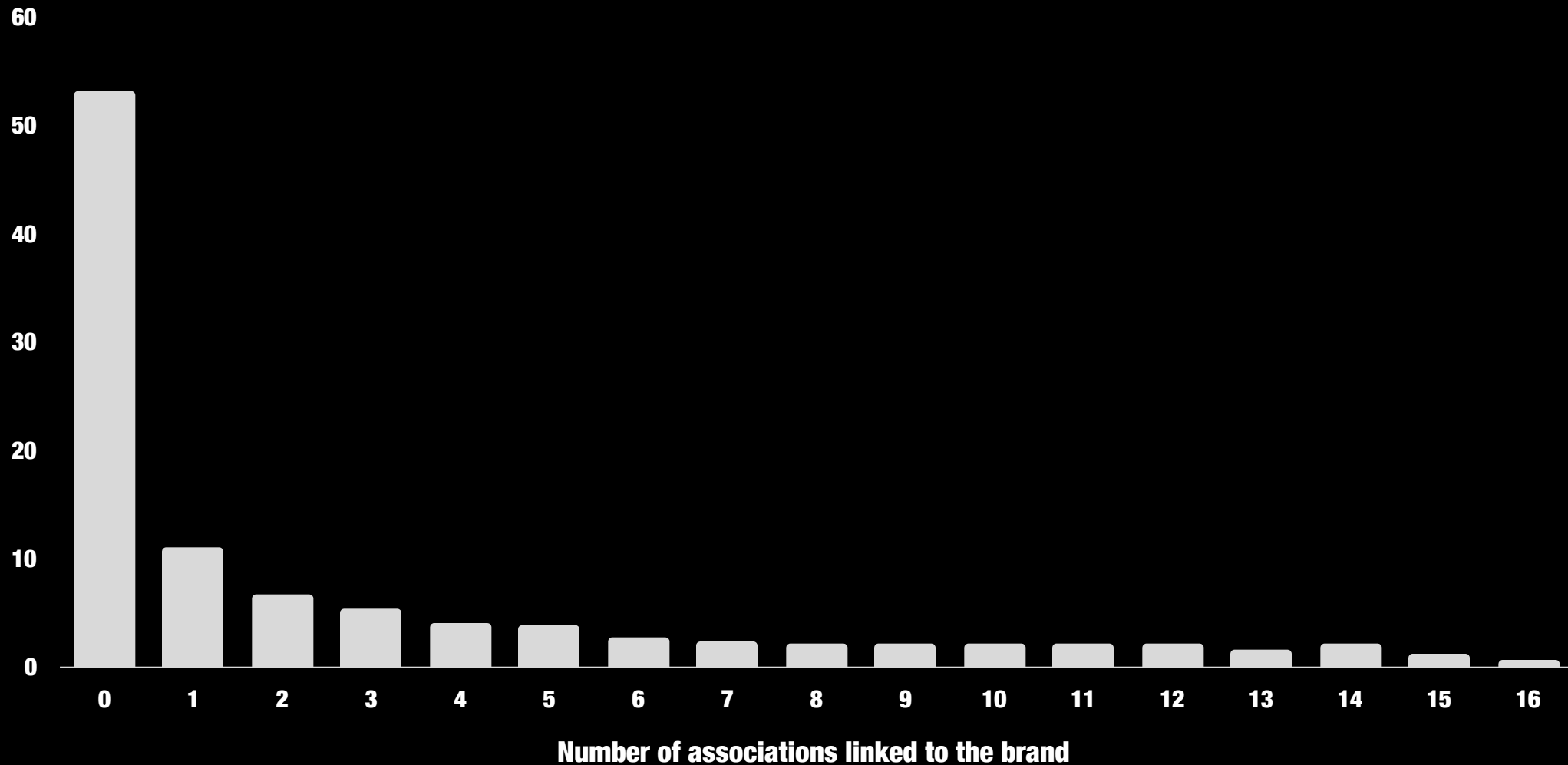
the hell is that ?



oh,
just my mind

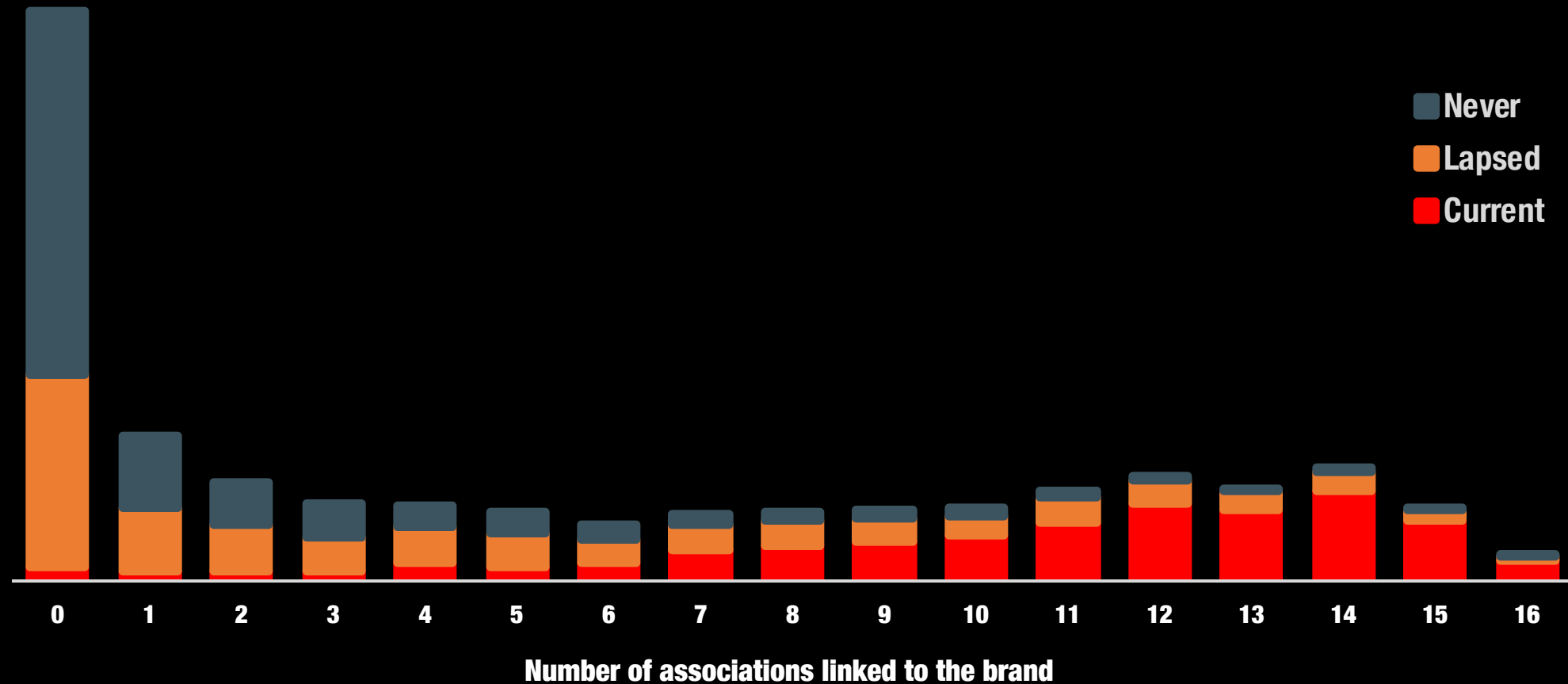


Most people don't think about your brand

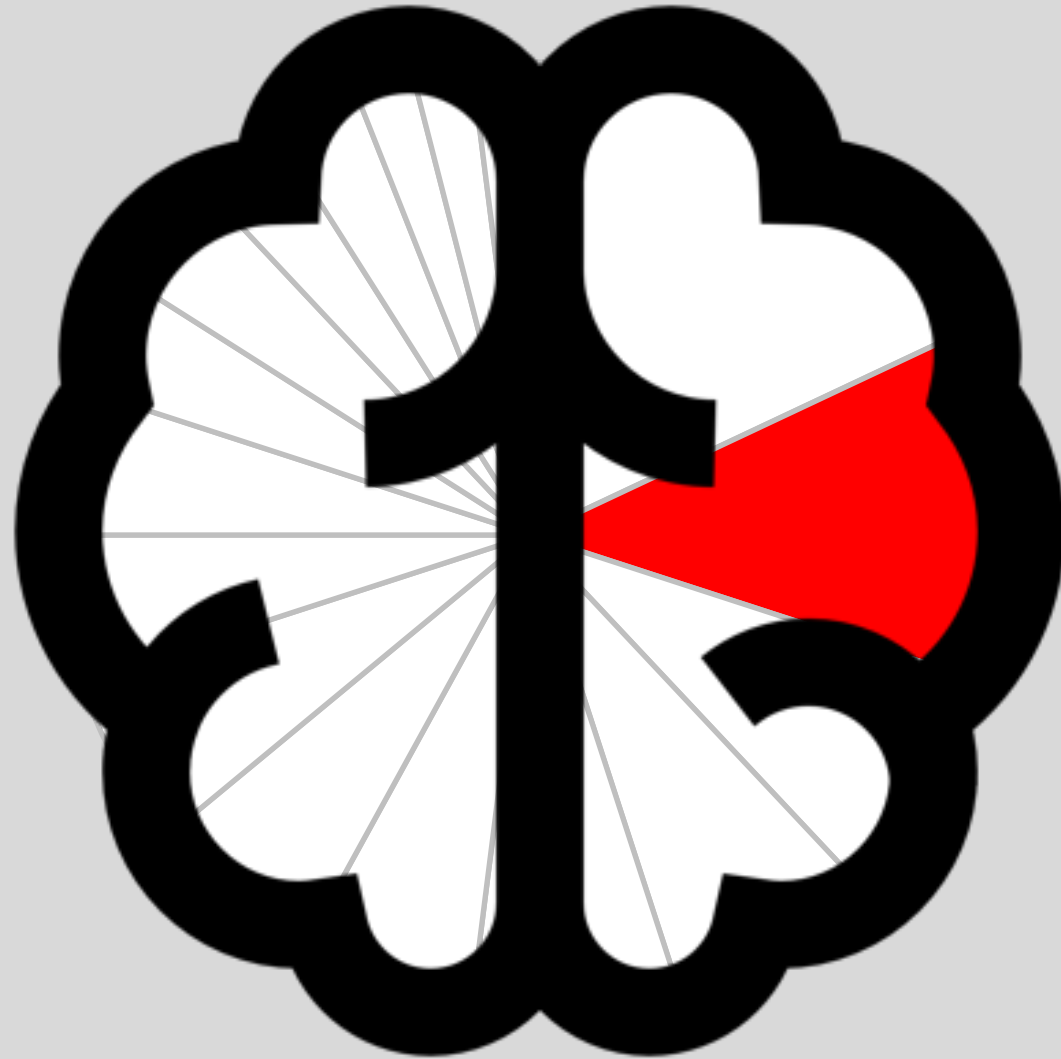


Source: The Commercial Works client data

Most associations come from current users



Source: The Commercial Works client data



Share of Mind

**Your customers
are mostly people
who occasionally
consider your brand**

DATA here
there
everywhere



THE
COMMERCIAL
WORKS

amazon uk

Hello Werner Snijders,

Are you looking for something in our Business & Management Books store? If so, you might be interested in these items.

Business & Management Books



[Eat Your Greens](#)

Werner Snijders

RRP: ~~£20.00~~

Price: **£18.75**

You Save: **(£1.25(6%))**

Dispatched from and sold by Amazon.co.uk.

[Learn more](#)

[Add to Wish List](#)

“Addressable TV gives advertisers the chance to dramatically **reduce waste** circulation by eliminating exposures to people not interested in their product or brand.”

“Thanks to advancements in measurement capabilities, advertisers are expanding their line of sight to focus on specific programming that delivers **higher conversions.**”

How the algorithm works

0.5%

5%

**Small chance
of converting**

**Many lapsed &
light buyers**

**Higher need to
advertise**



**High chance
of converting**

**Fewer, recent
heavy buyers**

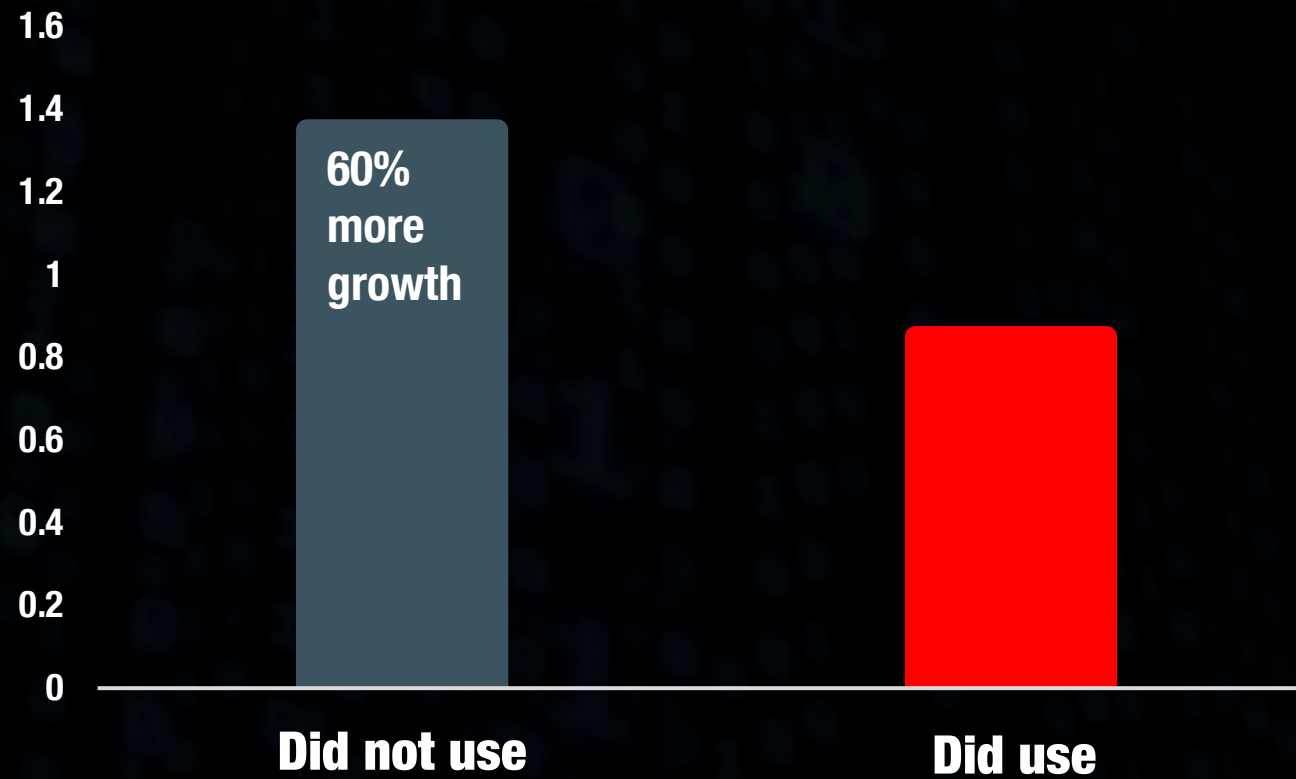
**Lower need to
advertise**



Short-termism

Big Data, Little Growth

Annualised Market Share Growth



Reach





facebook



2007

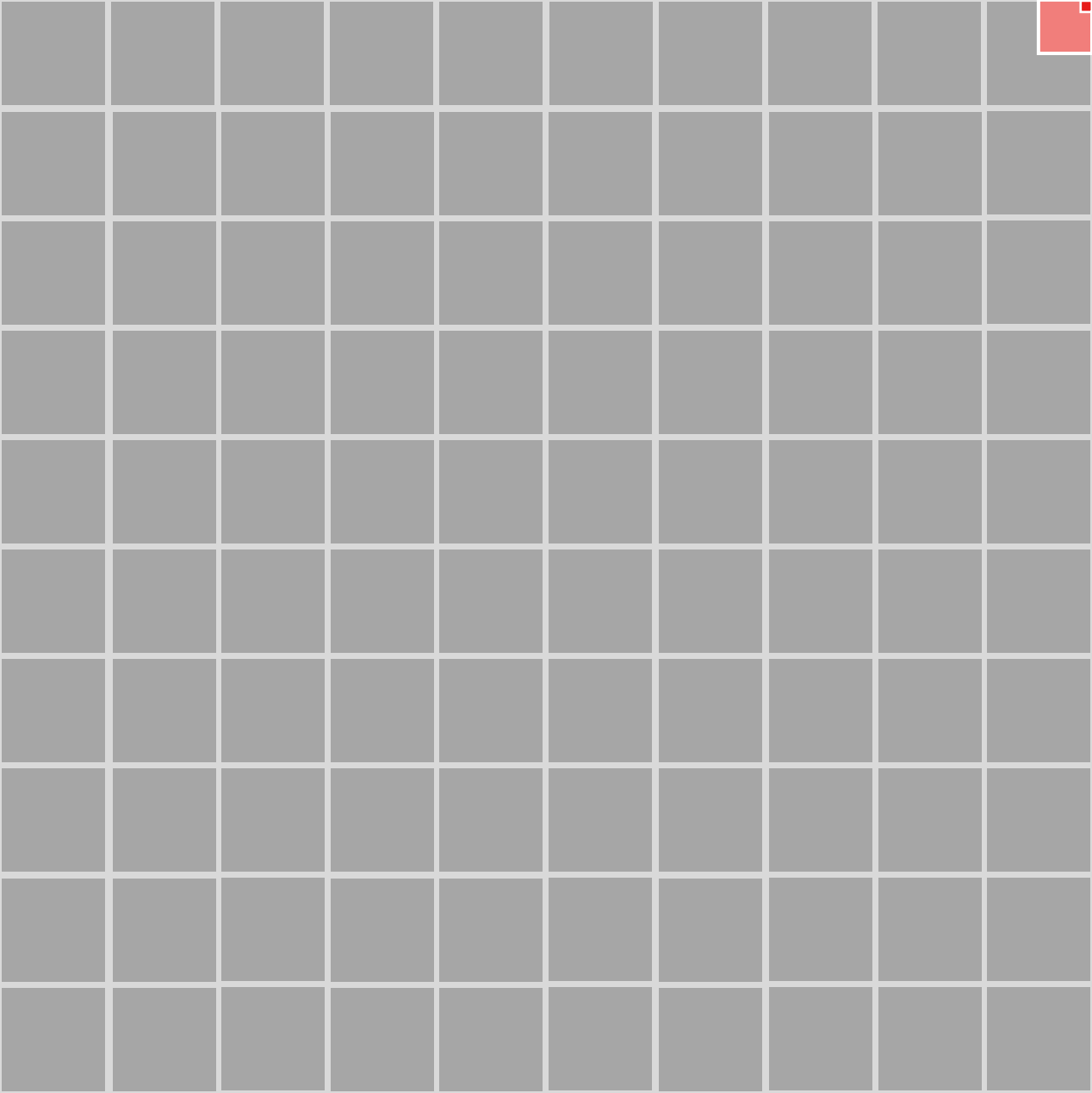
“In the next 100 years information will be **shared** among the millions of connections people have. **Advertising will change.**”



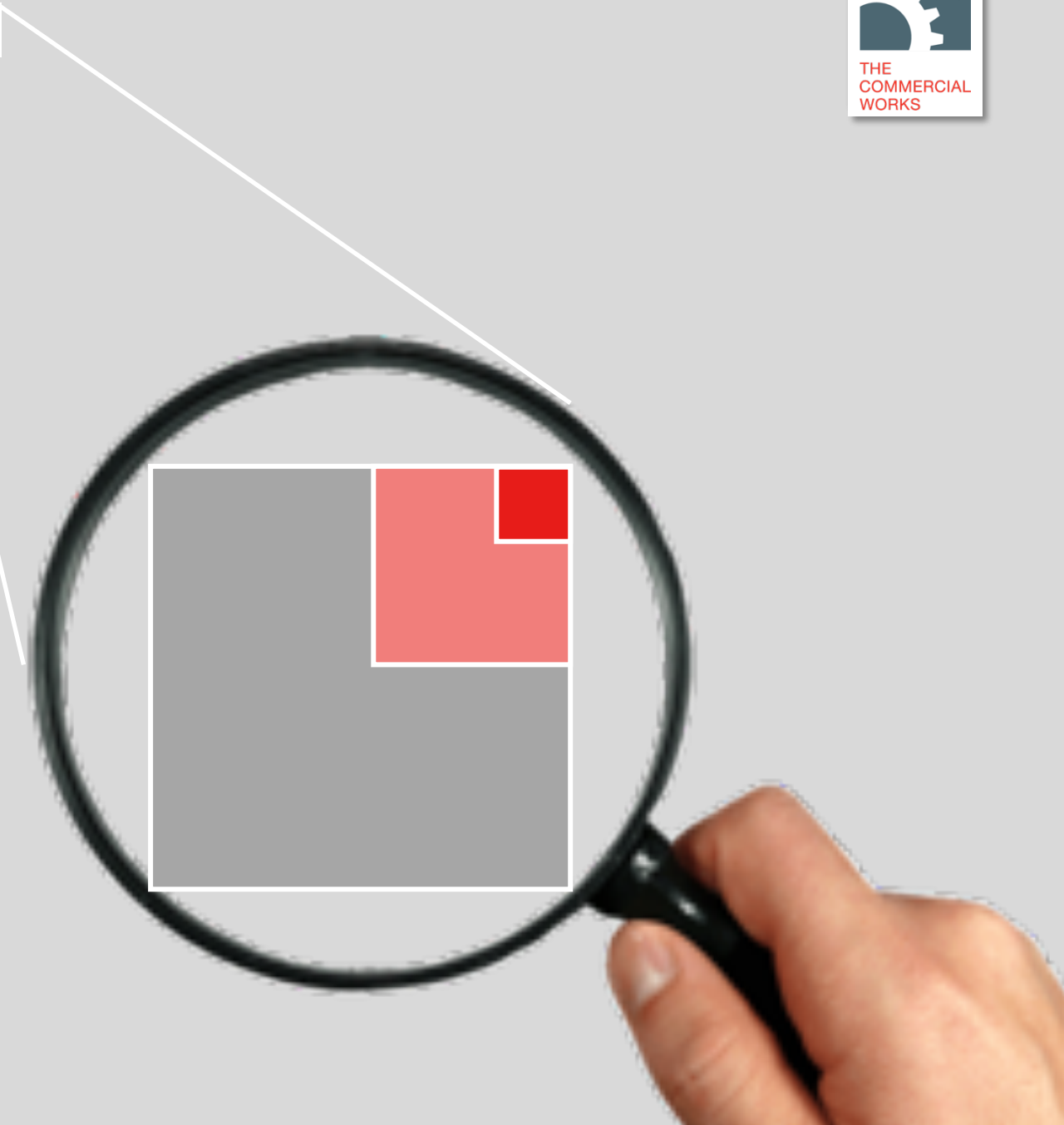
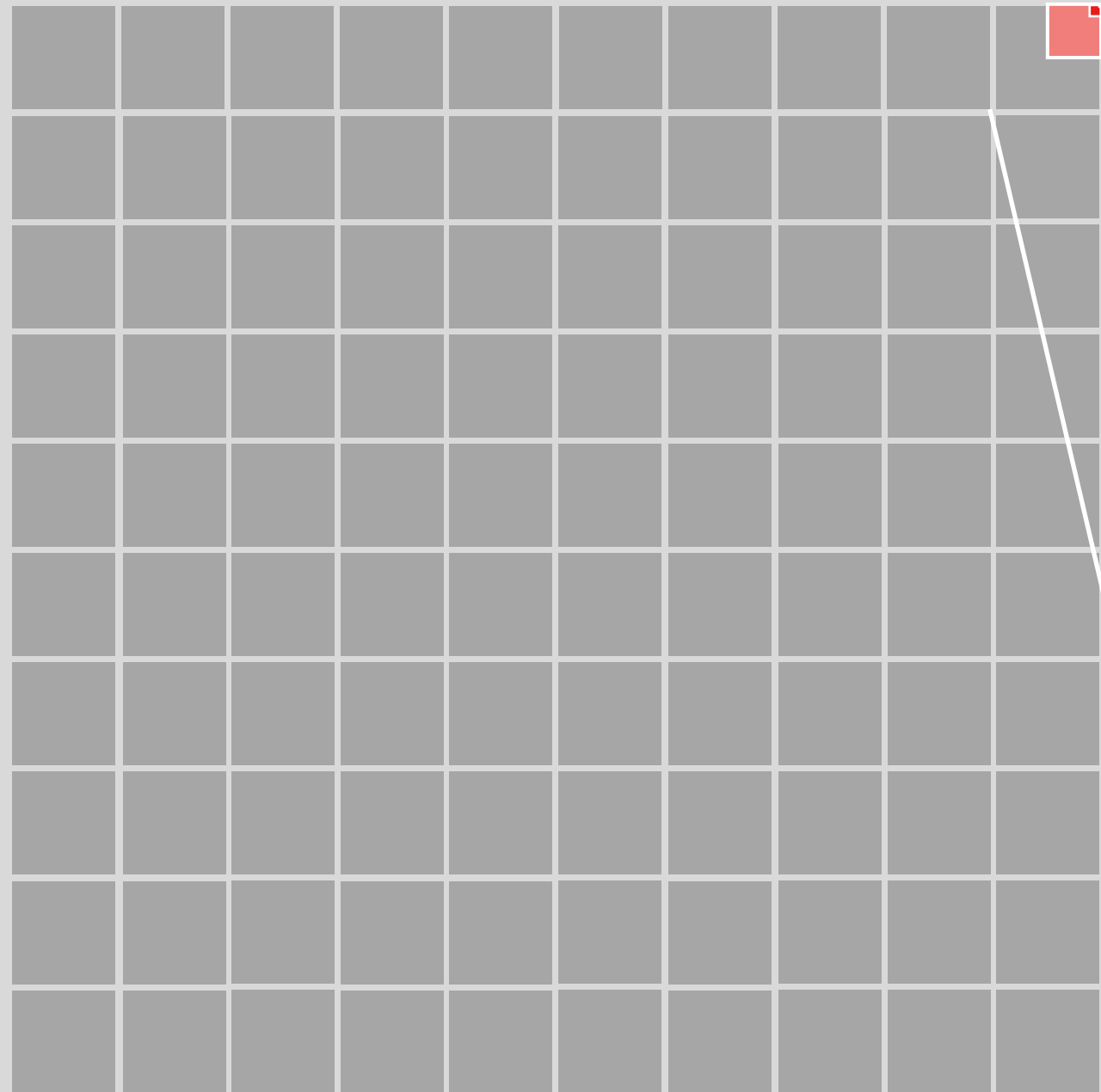


Coca-Cola

2.5%
REACH (ORGANIC)



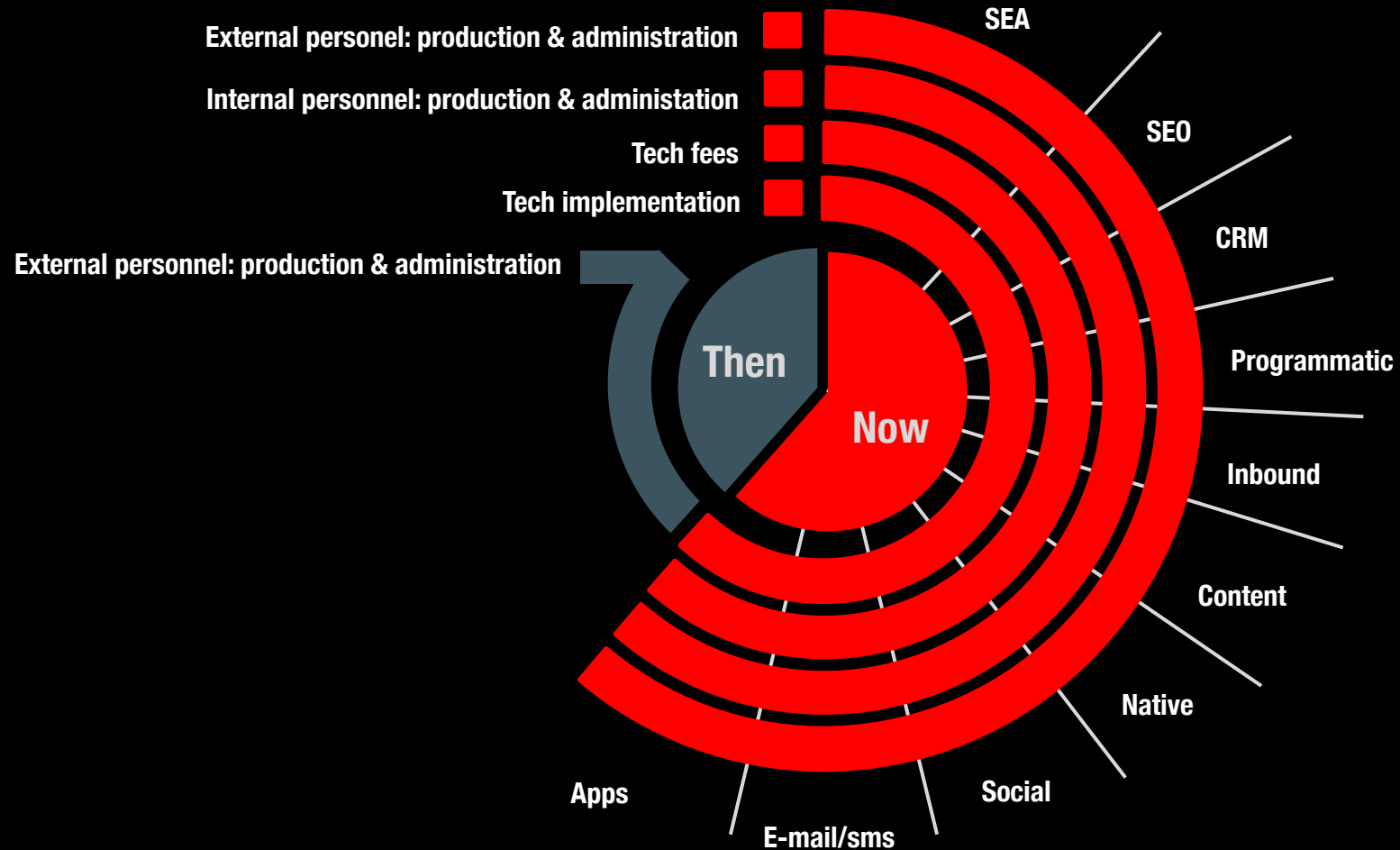
10%
ENGAGE





1.800.000.000
DAILY SALES

Working media spend is declining



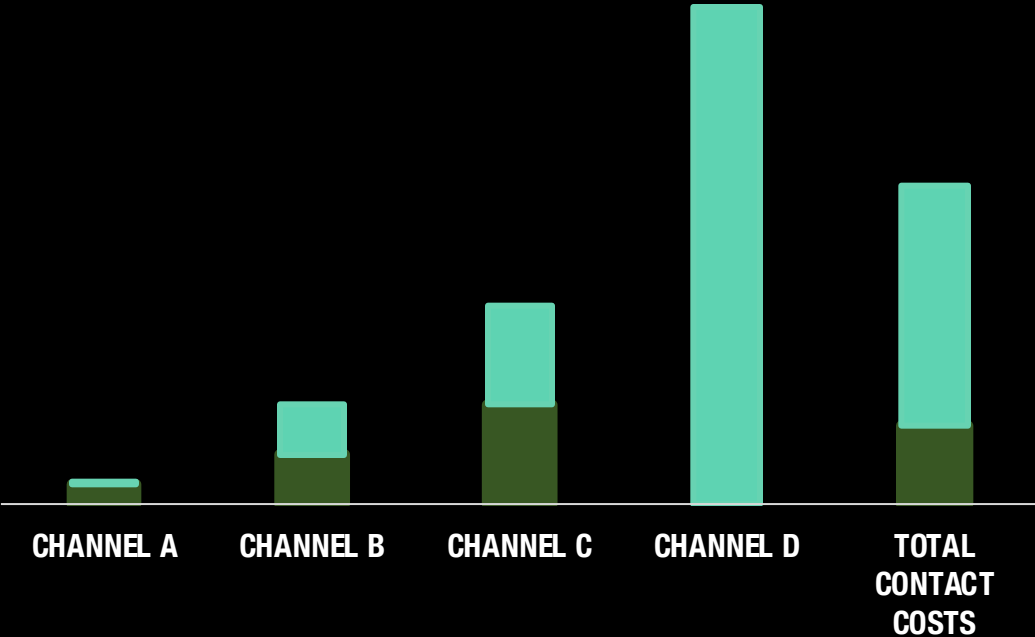
We reach less people at higher costs

Weekly incremental reach by channel



Contact costs by channel

MEDIA COSTS PRODUCTION COSTS



Source: The Commercial Works client data


P&G have decreased their marketing investments by 1bn USD




While increasing reach by 10% and organic sales by 4%

Source: Marketing Week (2016), Wall Street Journal (2016), The Drum (2018) WARC (2018), Marketing Interactive (2018)



THE WALL STREET JOURNAL Subscribe Now | Sign In

Home World U.S. Politics Economy **Business** Tech Markets Opinion Arts Life Real Estate 

BUSINESS | MEDIA & MARKETING | CMO

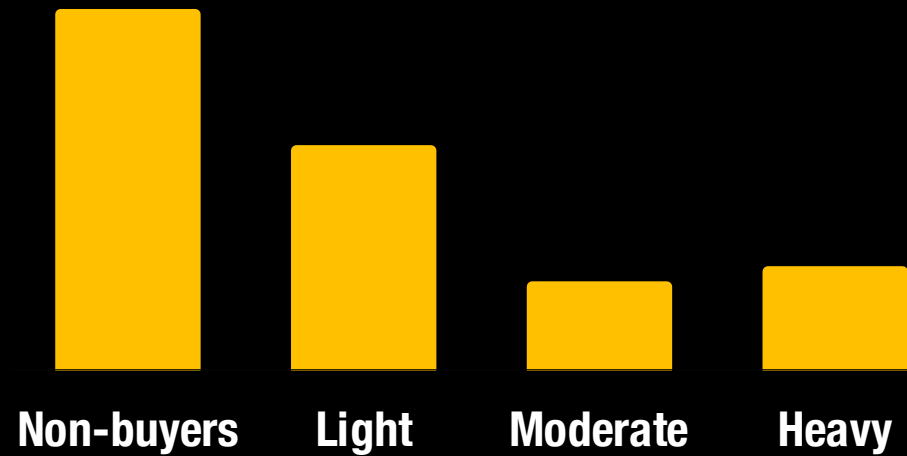
P&G to Scale Back Targeted Facebook Ads

Move shows challenges of such limits on big brands; Facebook offers new tools for large companies

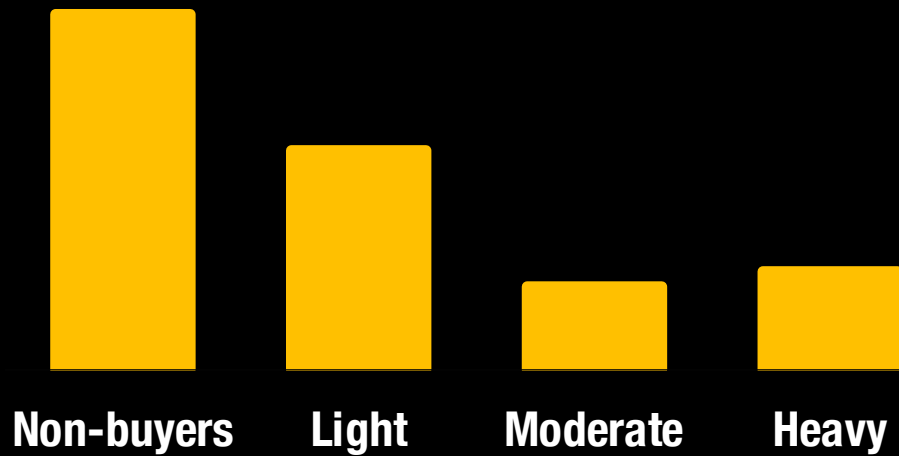
"As we all chased the Holy Grail of digital, self-included, we were relinquishing too much control - blinded by shiny objects, overwhelmed by big data, and ceding power to algorithms," Pritchard declared.

"These changes not only reduced the number of agencies and saved money, but led to better quality, greater creativity, and faster development cycle times," Taylor added.

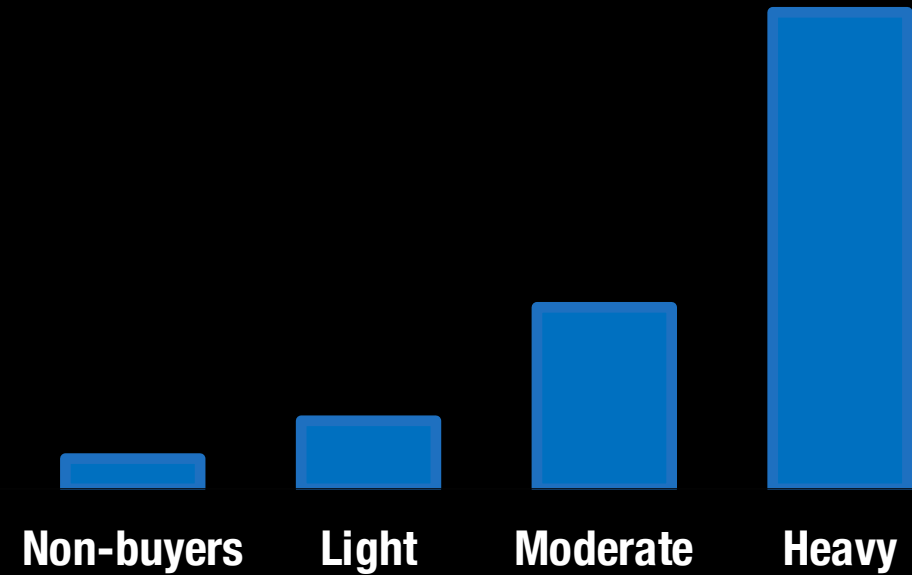
Superbowl Audience 🍌



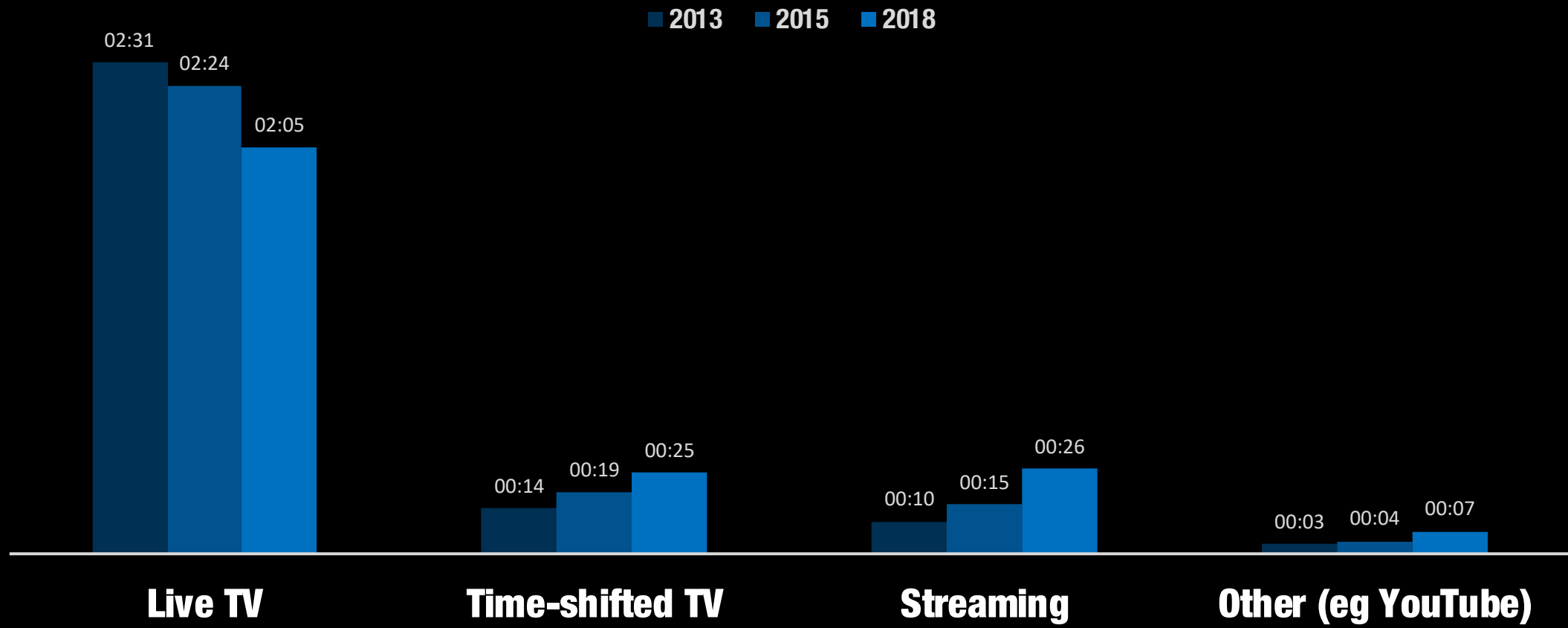
Superbowl Audience 🍌



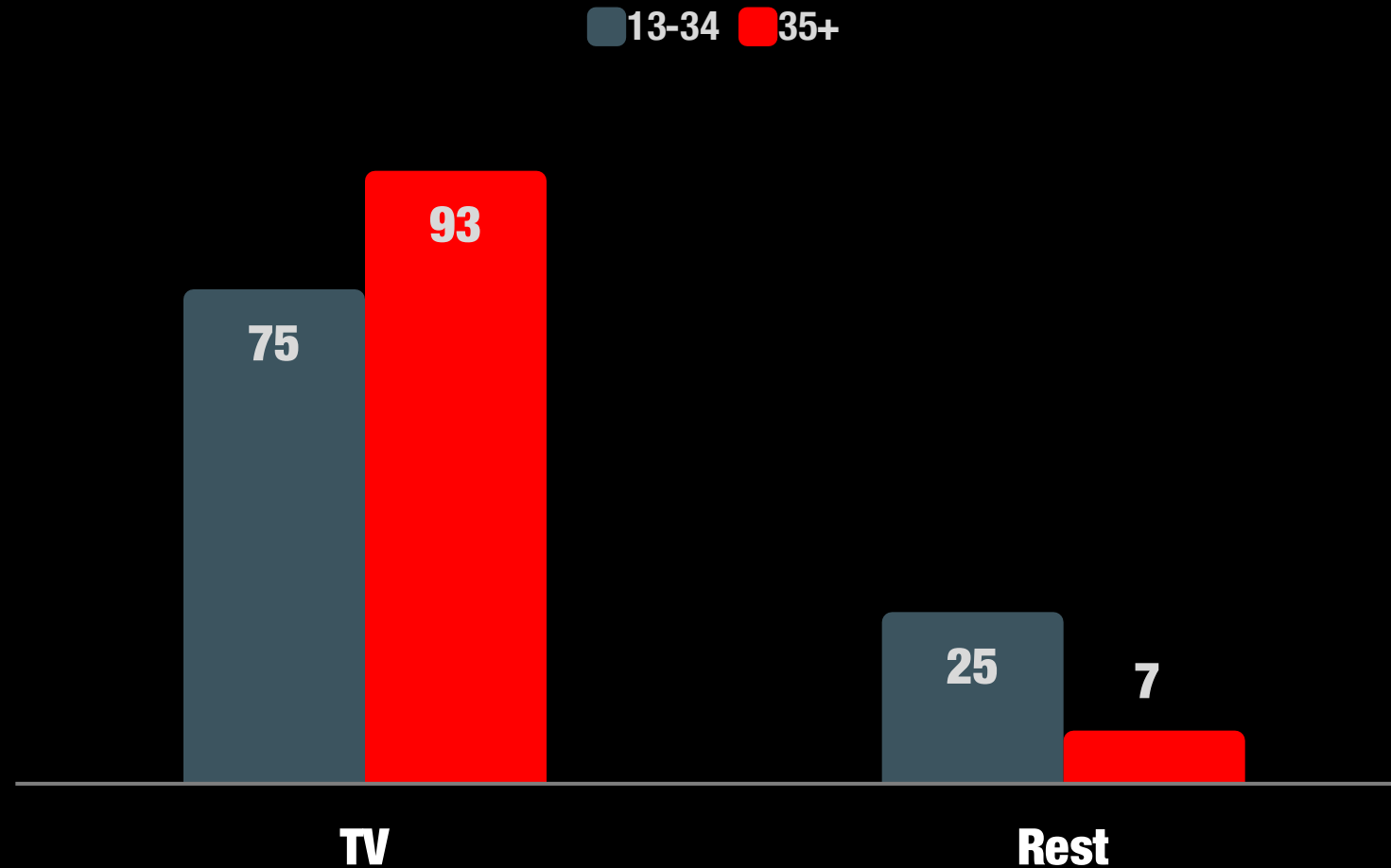
Facebook Fans 🍌



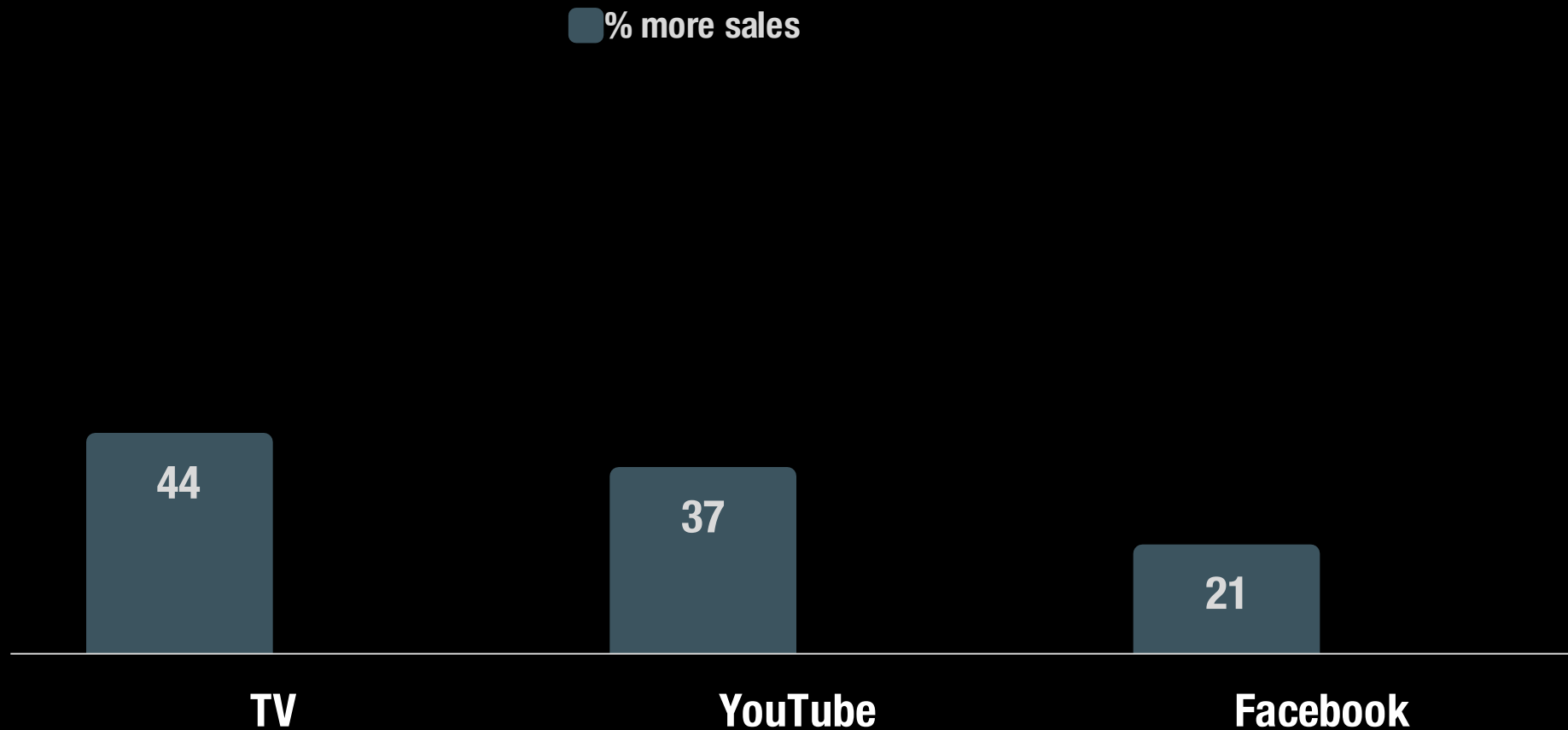
We mostly watch live TV



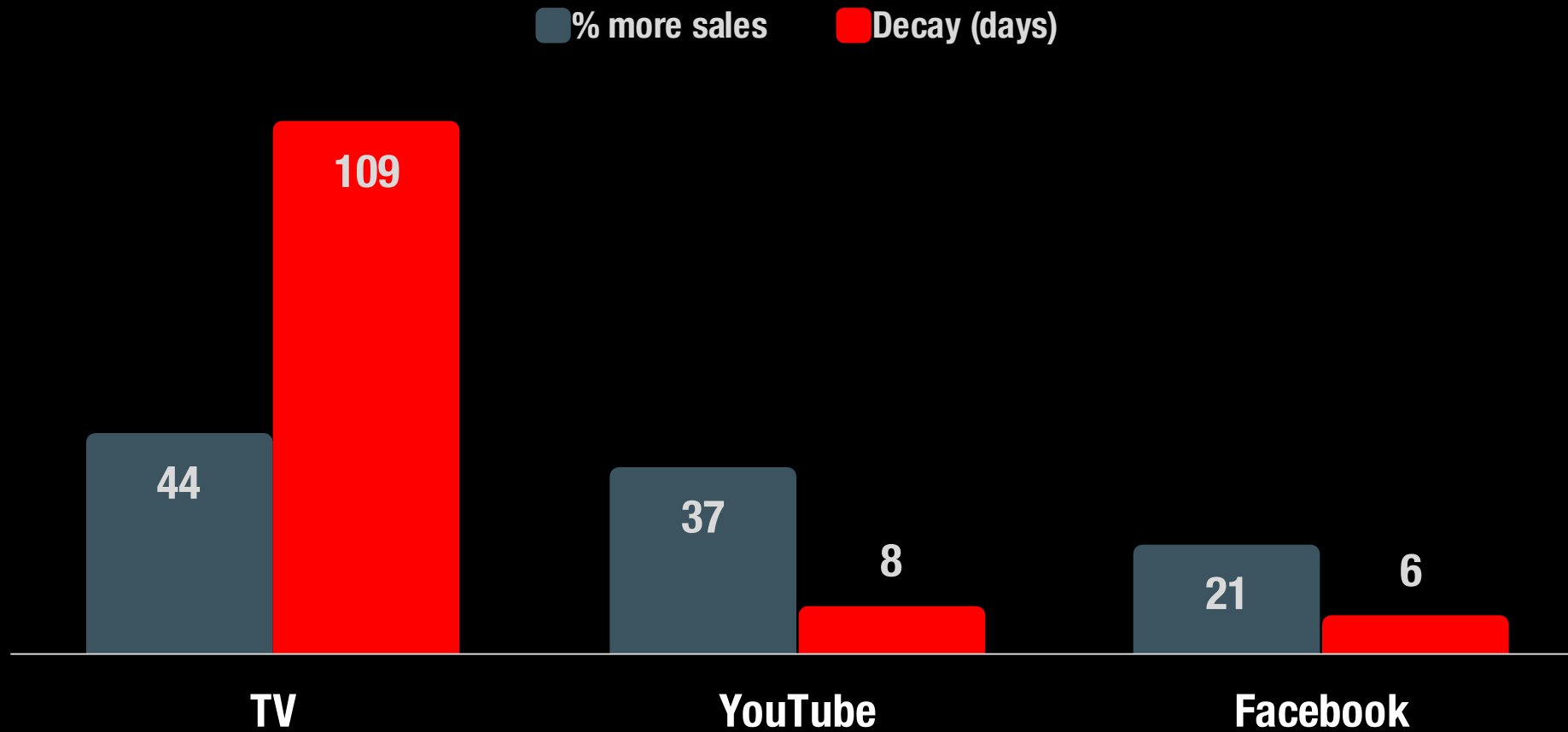
Most of our viewing is behind a TV set



Modest differences in the short term

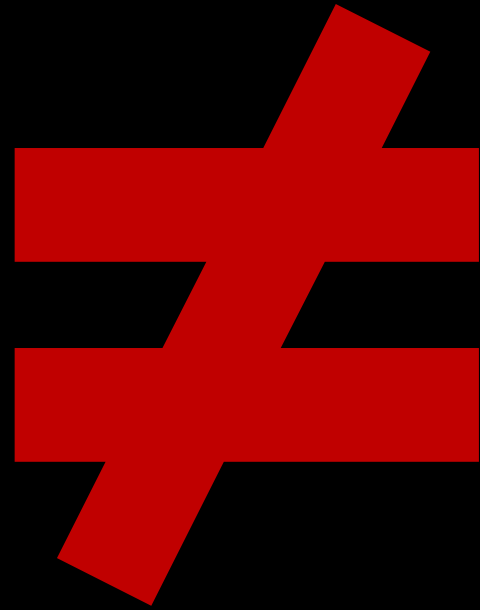


Major differences in the long term





Novelty



Distinctiveness

**Wow...
look at our
new design!
...that cost us 33 million**



Old

New

Which brand is this?







Häagen-Dasz
MADE FOR THE OFFER™

it fell from heaven

Madagascar Vanilla & Artisanal Milk Chocolate All marriages should be so happy.

TROS



Artist & Song: Bobby McFerrin, 'Drive my car'



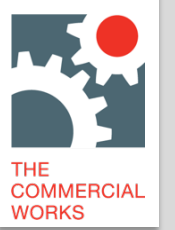
Thanks!

@wiemersnijders

wiemer@commercialworks.eu

+316 2423 8076

About The Commercial Works



The Commercial Works is a consulting business based in the UK, Australia, Sweden and The Netherlands. Our focus is the front end of the business, top end of the P&L.

We support clients in building capability to sell to more people for more through strategy and execution development, training/coaching and marketing research.

We work with clients to get to the ‘vital few’, simple, practical actions that will deliver results. We build your capability to *Create, Capture and Sustain Value* in the business – always focusing on the reality of implementation.

More information about us can be found at www.commercialworks.eu

You can get in touch with Wiemer directly via

+316 2423 8076 or wiemer@commercialworks.eu

WHAT OTHERS HAVE SAID ABOUT OUR WORK

“Maybe controversial, but at least it’s based on figures and the real behaviour of real people who buy real things.”

- Head of Global Branding, financial sector

“... really awesome! Even with 20 years of marketing experience under my belt, I learnt a lot today. I can highly recommend them.”

- CEO, Broadcasting sector

“I knew I wanted to change the traditional way of marketing and it was fortuitous to find someone who could make that a reality. Thank you.”

- Marketing Director, CPG.