

**HOW TO**

(NOT)

**FAIL**

WIEDEN+KENNEDY AMSTERDAM

**OR:**

WHY THERE IS

**NO AUDIENCE**

FOR WHAT WE MAKE

**AND WHY THAT  
TRUTH  
WILL SET US  
FREE**

**THIS**  
**IS THE**  
**LANGUAGE**  
**OF**  
**MARKETING...**

**‘AUDIENCE’**

**‘FANS’**

**‘COMMITMENT’**



**‘RELATIONSHIPS’**

**‘ENGAGEMENT’**

**‘LOVE’**

**IT'S THE LANGUAGE**

**OF**

**CONSUMERS**

**GIVING A SHIT**

**ALL  
RHETORIC  
NO  
EVIDENCE**

SO  
IF YOU WANT TO  
**FAIL**  
DO THIS...

**ASSUME THAT PEOPLE  
CARE  
ABOUT BRANDS**

**ASSUME THAT PEOPLE  
WANT TO HAVE A  
RELATIONSHIP  
WITH YOUR BRAND**



**ASSUME THAT**

**YOUR FANS**

**ARE YOUR MOST**

**VALUABLE CONSUMER**

**ASSUME THAT EVERYONE  
WANTS TO**

**PARTICIPATE**

ASSUME THAT PEOPLE  
**WILL FIND**  
YOUR  
**CONTENT**

ASSUME THAT

**DEPTH**

IS MORE IMPORTANT THAN

**BREADTH**

A black and white photograph of a man with a shocked expression, wide eyes, and a grimace, with the text "WHAT?" overlaid in large white letters.

**WHAT?**

**MOST PEOPLE**

**DON'T CARE**

**THAT MUCH**

**ABOUT BRANDS**

# **THE NEXT GENERATION OF BLEACH IS HERE!\***



**“Welcome to the Domestos Germ buster app. Play the germ buster game to destroy those ‘menacing nasties’ that lurk in your home and learn about the benefits of Domestos over thin bleach.”**

**MOST PEOPLE  
DON'T KNOW MUCH  
ABOUT THE BRAND THEY BUY**



**50%**  
**OF ALL KNOWLEDGE**  
ABOUT A BRAND

IS HELD BY JUST  
**20%**  
OF ITS BUYERS

**80%**

**OF A BRAND'S BUYERS  
KNOW**

**A LITTLE**

**OR NOTHING**

**ABOUT THAT BRAND**



**ALMOST EVERY APP BUILT FOR A BRAND ON FACEBOOK HAS PRACTICALLY NO USAGE... HEAVY, 'IMMERSIVE' EXPERIENCES ARE NOT HOW PEOPLE ENGAGE AND INTERACT WITH BRANDS... HEAVYWEIGHT EXPERIENCES WILL FAIL BECAUSE THEY DON'T MAP TO REAL LIFE."**

**PAUL ADAMS, GLOBAL HEAD OF BRAND DESIGN AT FACEBOOK**

**facebook**



**0.5%**

**PROPORTION OF FANS**

**TALKING ABOUT A BRAND**

**ON FACEBOOK**

PEOPLE DON'T HAVE

**A RELATIONSHIP**

WITH YOUR BRAND

**THE VAST MAJORITY  
OF CONSUMERS**

**HAVE MULTIPLE PARTNERS**

**72%**  
**OF PEPSI DRINKERS**  
**ALSO DRINK**  
**COCA-COLA**

**‘YOUR CONSUMERS’  
ARE JUST  
SOMEBODY ELSE’S  
CONSUMERS  
WHO OCCASIONALLY  
BUY YOU**

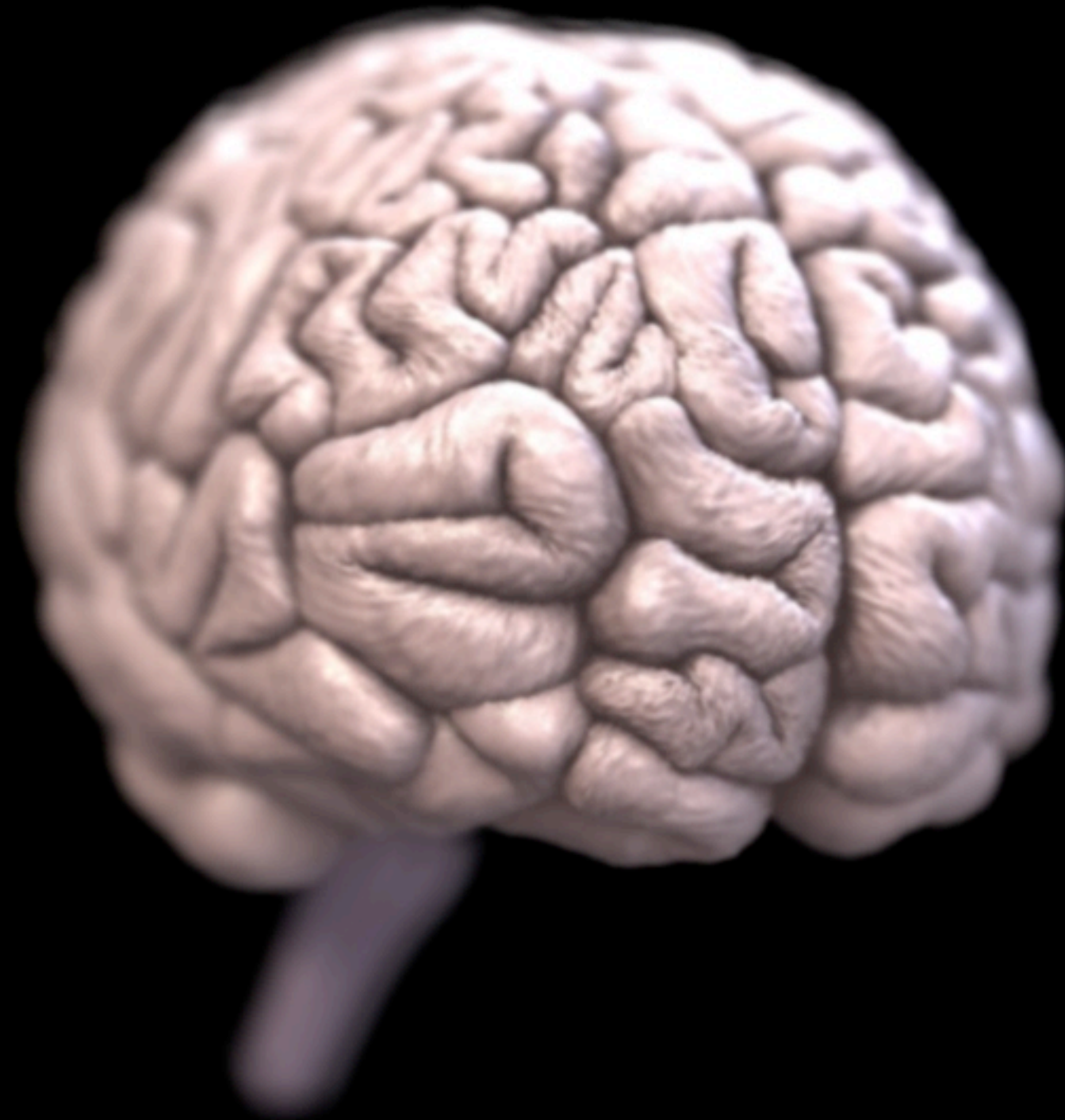


**HUMAN RELATIONSHIPS**

**DEMAND**

**MASSIVE**

**PROCESSING POWER**



**100 BILLION** NEURONS  
WITH ROUGHLY **ONE MILLION BILLION** CONNECTIONS  
EACH FIRING AT **10 TIMES PER SECOND**

**RELATIONSHIPS  
ARE A MATTER  
OF  
LIFE  
AND  
DEATH**

PEOPLE WITH  
**STRONG**  
SOCIAL NETWORKS  
LIVE  
**LONGER**

COMPARED WITH  
**HUMAN RELATIONSHIPS**  
BRAND RELATIONSHIPS  
**ARE THIN**

**“MOST OF US GO THROUGH LIFE  
FINDING IT HARD ENOUGH TO HAVE  
GOOD RELATIONSHIPS  
WITH THE REAL PEOPLE  
IN OUR LIFE  
LET ALONE ALL THE BRANDS WE BUY.”**

**BRUCE McCOLL, GLOBAL CMO, MARS**

A black and white photograph of a woman with voluminous, curly hair, singing intensely into a microphone. Her mouth is wide open, and her eyes are closed in a moment of emotional performance. She is wearing a textured, sleeveless top. The background is dark and out of focus, with a bright light source on the left side.

**WHAT'S  
LOVE  
GOT TO DO WITH IT?**

**YOUR FANS**

**ARE**

**NOT**

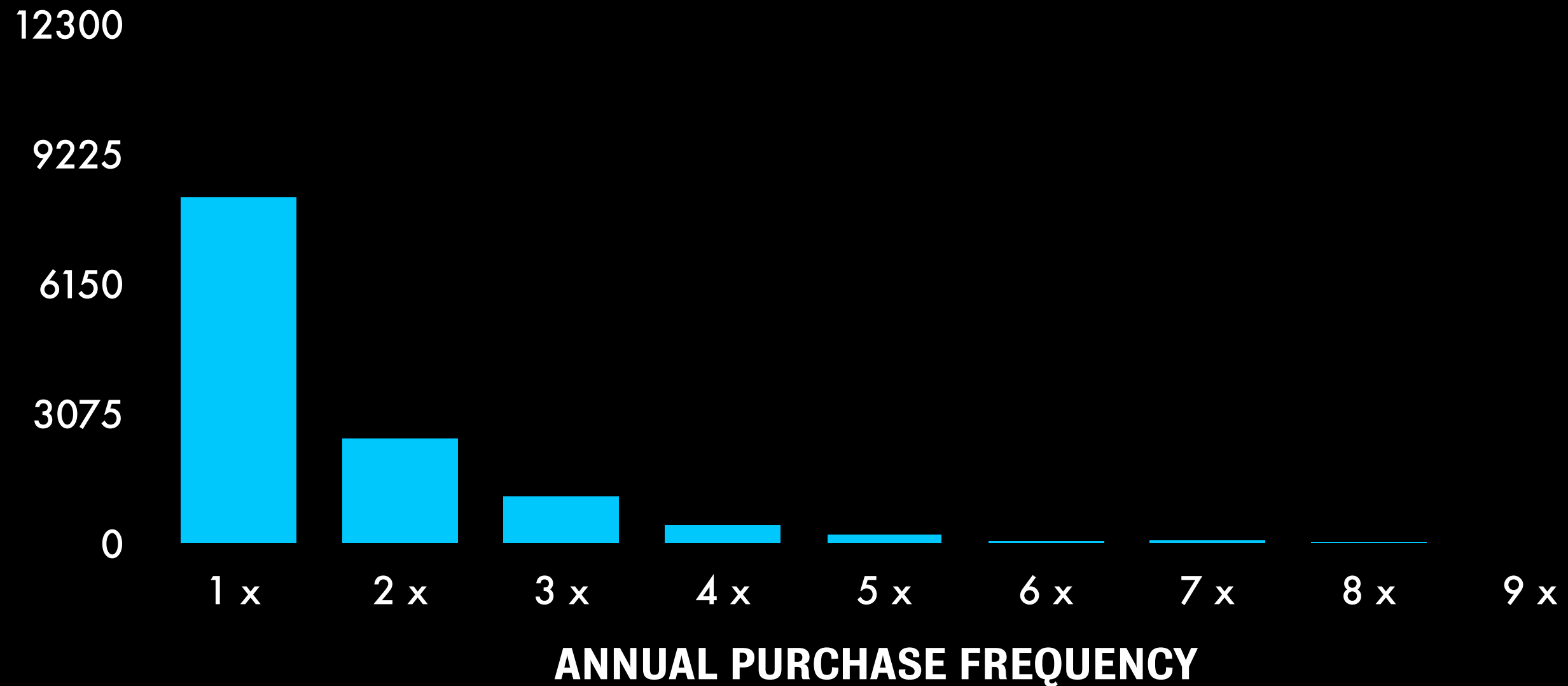
**YOUR MOST**

**VALUABLE CONSUMER**



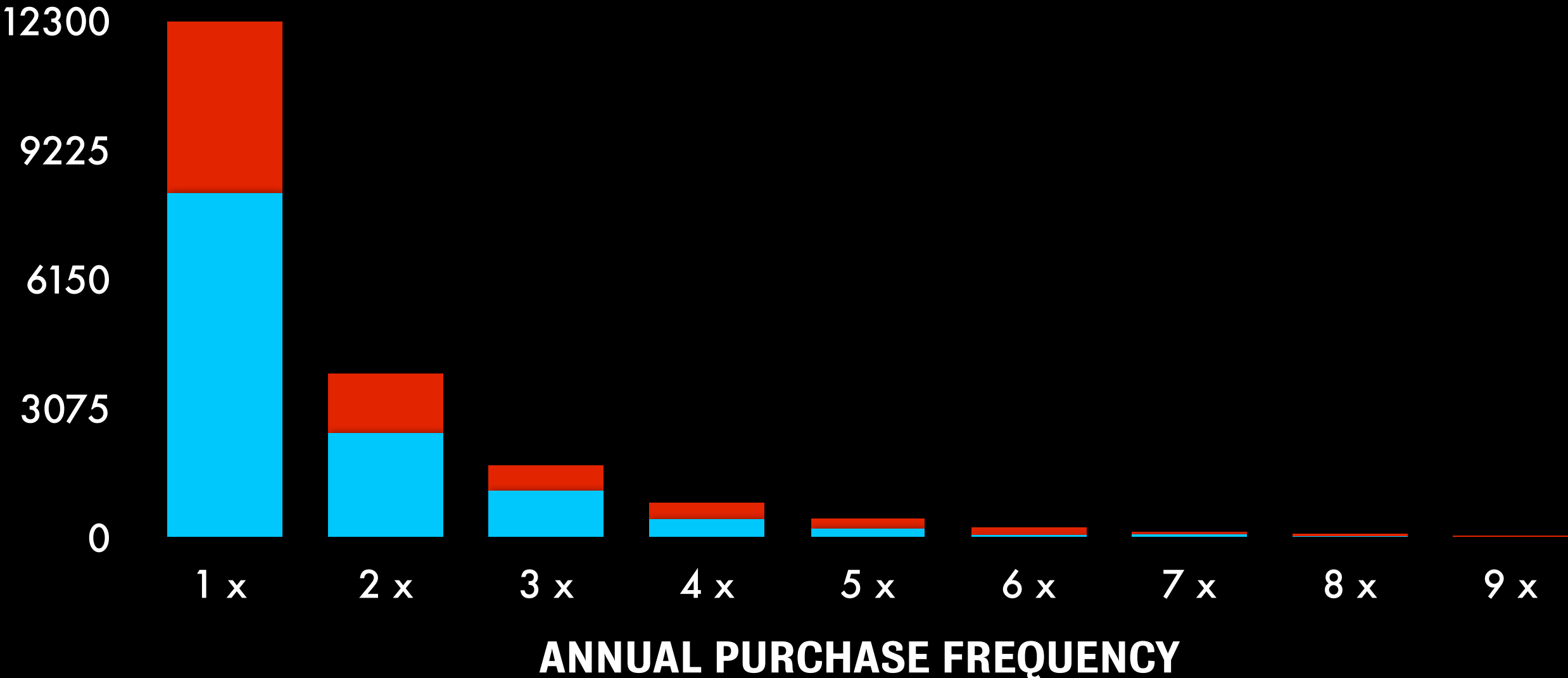
# THIS IS FRUCTIS

*000's of HHs buying*

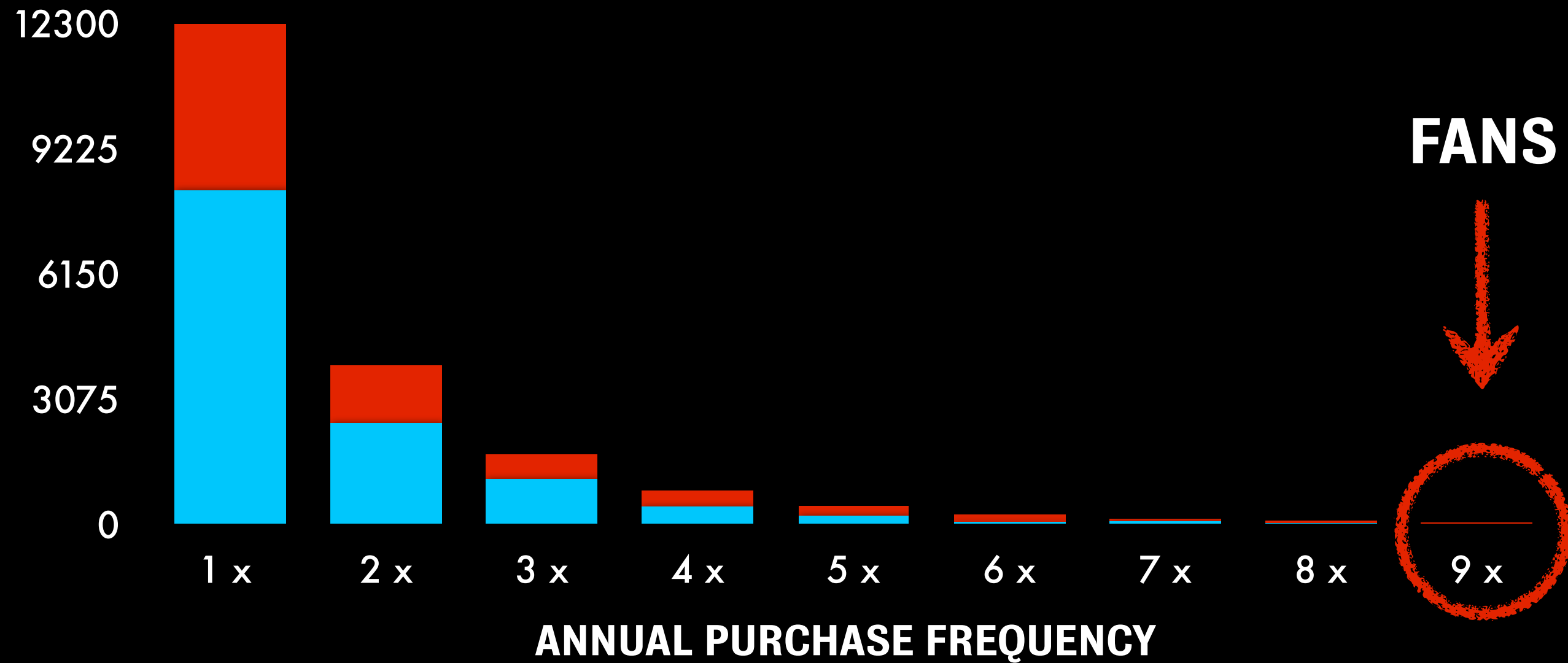


# THIS IS WHAT IT NEEDS TO DO TO LOOK LIKE PANTENE

000's of HHs buying



000's of HHs buying



**YOUR BRAND'S HEALTH  
DEPENDS ON**

**LOTS PEOPLE**

**WHO**

**DON'T KNOW YOU WELL**

**DON'T THINK OF YOU MUCH**

**AND**

**DON'T BUY YOU OFTEN**

**IF AT ALL**



**THESE CONSUMERS  
GENERATE**

**PUBLICITY**

**NOT REVENUE**

**DISTINGUISH BETWEEN  
ACTORS  
AND THE**

**THE AUDIENCE**

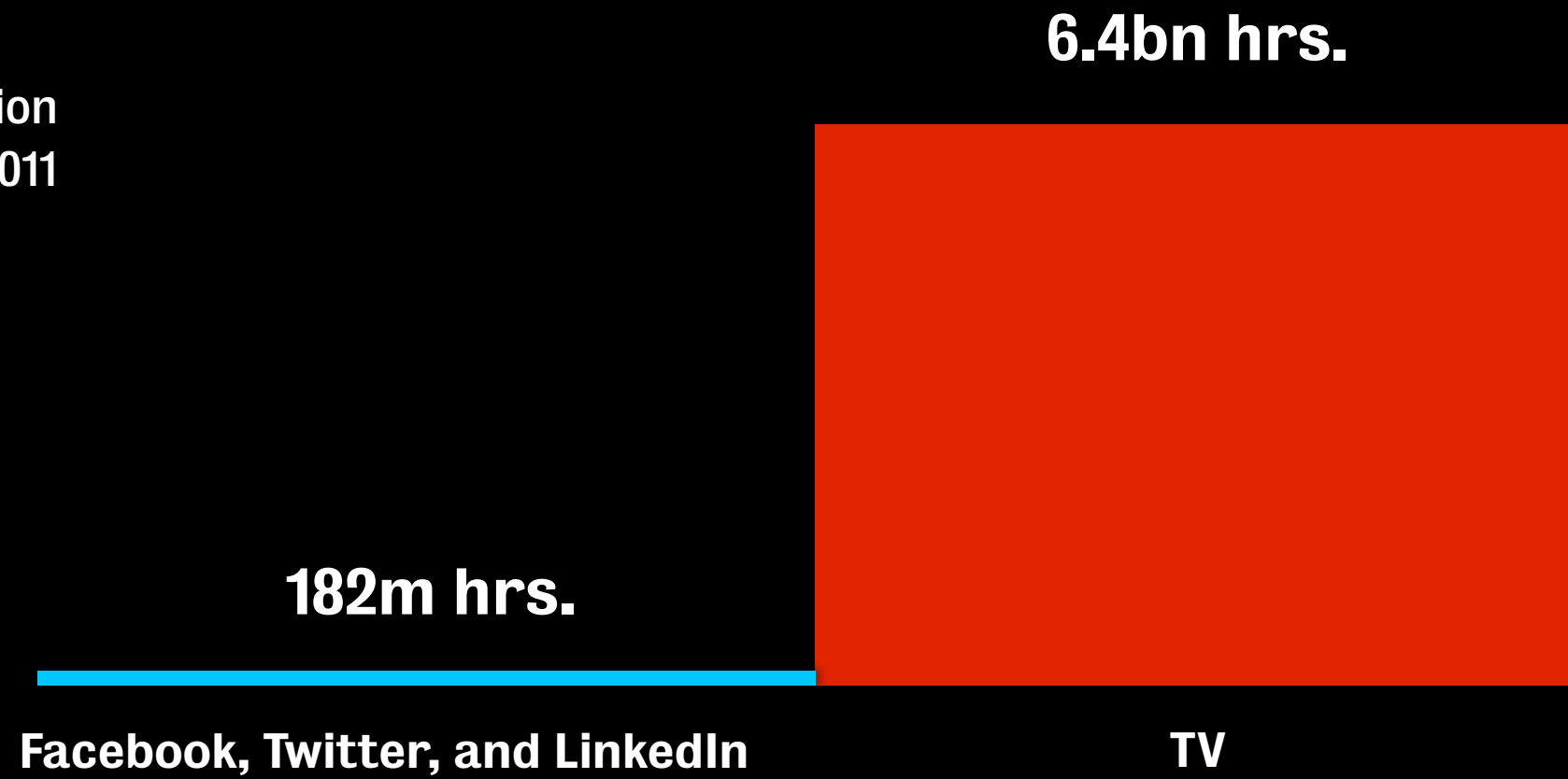


**MOST PEOPLE  
DON'T WANT TO  
PARTICIPATE**

**PASSIVE  
CONSUMPTION  
IS NOT  
DEAD**



Aggregate consumption  
year to May 2011



**OF  
200 BRANDS STUDIED  
ONLY ONE  
SHOWED A LEVEL OF  
ENGAGEMENT  
OVER 2%**

PEOPLE'S  
**DIGITAL**  
**PARTICIPATION**  
IS  
**WITH EACH OTHER**

**20%**

**PASSIVE**

**60%**

**EASY**

**17%**

**INTENSE**

**44%**  
INITIATION

FRIENDS, FAMILY & PHOTOS

TV, ENTERTAINMENT & LIFESTYLE



**JUST BECAUSE PEOPLE  
ARE PARTICIPATING WITH**

**EACH OTHER**

**DOESN'T MEAN  
THEY WILL PARTICIPATE  
WITH BRANDS**



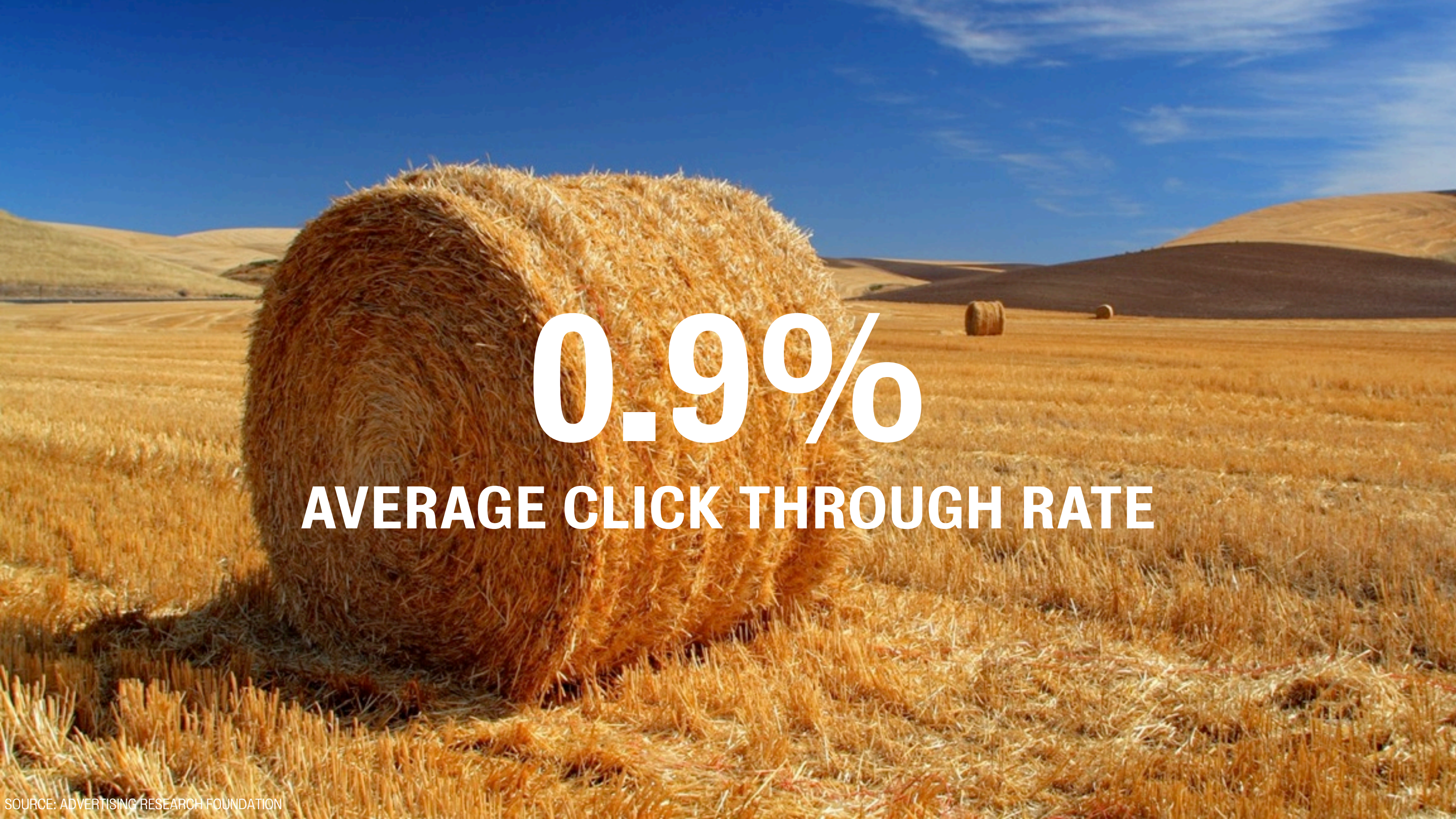
**MASS  
REACTION**  
MATTERS MORE THAN  
**MASS  
PARTICIPATION**

PEOPLE  
**WILL NOT**  
**FIND**  
YOUR  
**CONTENT**

A large, round haystack of golden straw sits in the center of a vast, golden field. The field extends to rolling hills in the distance under a clear blue sky with a few wispy clouds. The overall scene is bright and sunny, with a warm, golden color palette.

**1 IN 1,000,000**  
**ODDS OF A PERSON VIEWING**  
**YOUR CONTENT**  
**ON YOUTUBE**





**0.9%**

**AVERAGE CLICK THROUGH RATE**



**4,875**

**PIECES OF CONTENT THE**

**AVERAGE FACEBOOK USER**

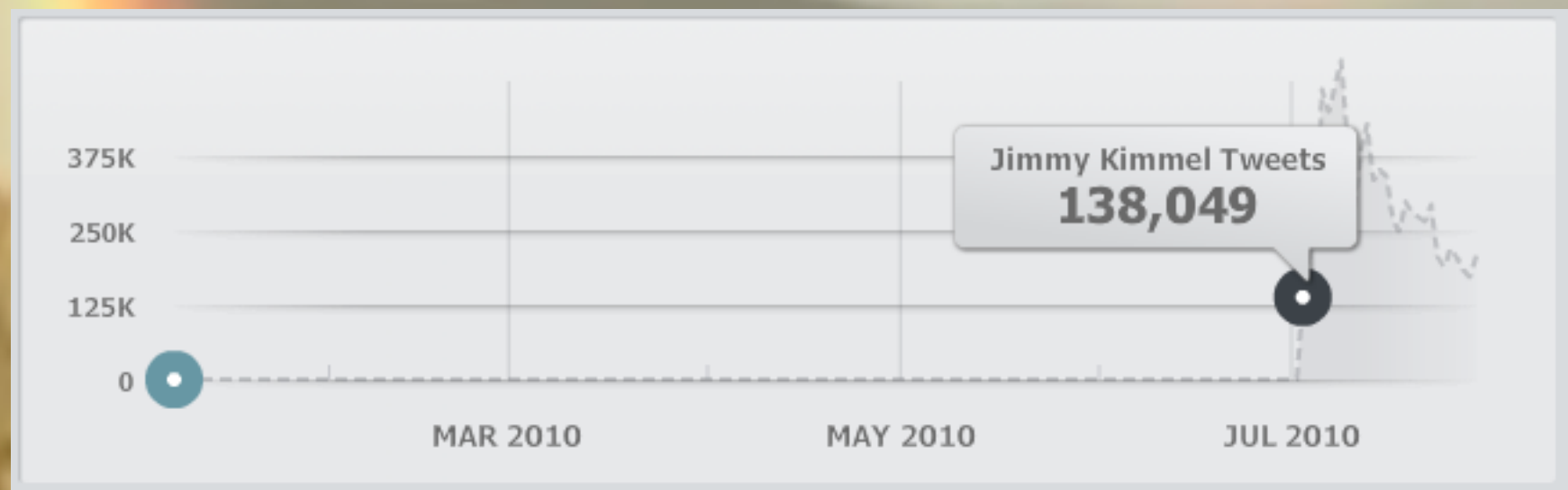
**RECEIVES**

**EVERY DAY**

# OVERLOOKED CONTENT



# UNTIL PUBLICIZED



**DEPTH**

**IS**

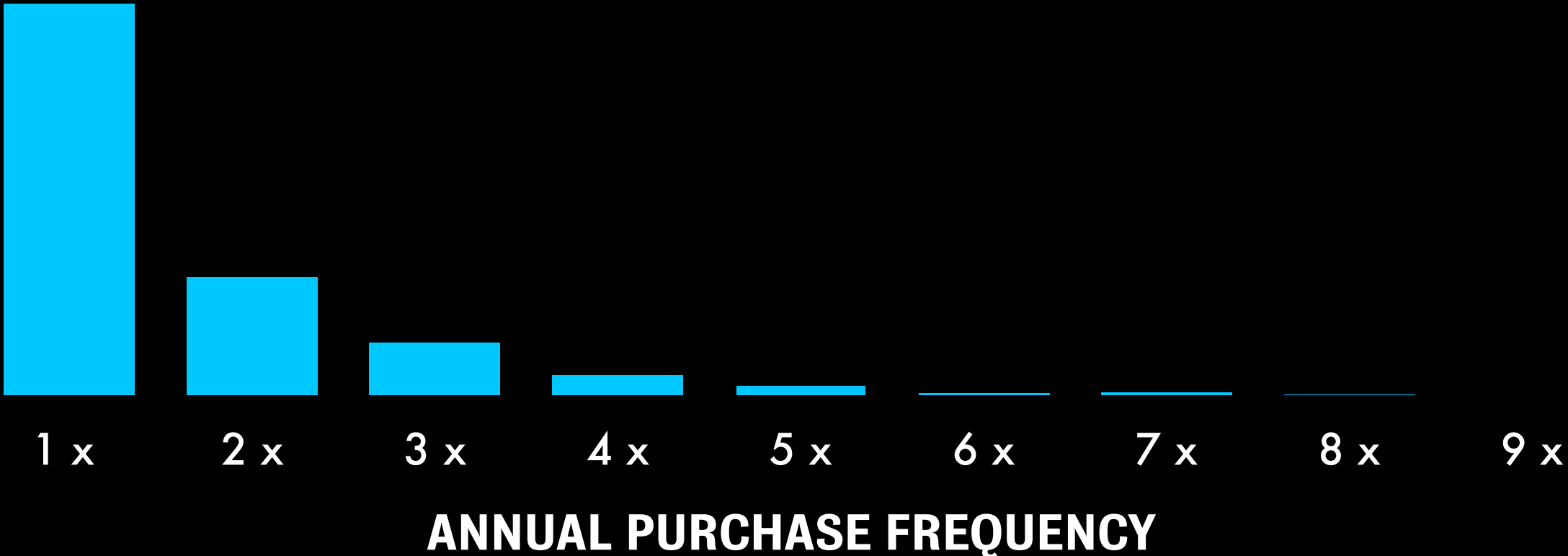
**NOT**

**MORE IMPORTANT THAN**

**BREADTH**

**BRANDS**  
DEPEND ON

# **BIG, BROAD POPULATIONS**



THE BIG DIFFERENCE BETWEEN  
**BIG AND SMALL BRANDS**

IS NOT

**HOW MUCH LOYALTY**

THEY GET

**BUT HOW MANY PEOPLE**

**BUY THEM**

**‘ENGAGEMENT’**

HASN'T REPLACED

**REACH**



SO...

**MUCH OF WHAT WE MAKE**

**IS NOT**

**VITAL**

**BUT**

**TRIVIAL**

**MUCH OF WHAT WE MAKE**

**IS NOT**

**VITAL**

**BUT**

**INCIDENTAL**

**INCIDENTAL**

**TO THIS:**





















ANTES DE ENTRAR PERMITA SALIR





So. 9th St

So. 10th St

welcome FAIRMOUNT HEIGHTS  
Our Home  
Our Hope  
Our Neighborhood

AHEAD  
NO STOPPING  
EXCEPT TO LOAD OR UNLOAD PASSENGERS  
OR TO SERVE THE PUBLIC  
TOWARD THIS SIDE

NO STOPPING  
EXCEPT TO LOAD OR UNLOAD PASSENGERS  
OR TO SERVE THE PUBLIC  
TOWARD THIS SIDE

















**ORDINARY  
AWFUL  
AWESOME  
EVERYDAY**

**LIFE**

THERE IS

**NO AUDIENCE**

**FOR WHAT WE MAKE**



**OUR TASK**

**IS NOT**

**NURTURING ENTHUSIASM**

**BUT**

**OVERCOMING**

**INDIFFERENCE**

THIS SHOULD

**INSPIRE**

NOT

**DEPRESS**

US



**ALL CREATIVITY  
DEMANDS  
RESISTANCE**

AND  
OVERCOMING

INDIFFERENCE

DEMANDS

AWESOME

**BE PART**

**OF WHAT**

**INTERESTS PEOPLE**

**GIVE**  
MORE THAN YOU  
**TAKE**

TAKE  
A

**POSITION**

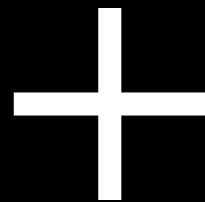
DON'T JUST HAVE

**'A POSITIONING'**

**“JUST MOVE ME, DUDE”**

**DAN WIEDEN**





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