



The Business Case for Bothism

23rd MAY | TOM ROACH | Screenforce Day 2023

What I'll cover

Bothism

The what

The why

The how

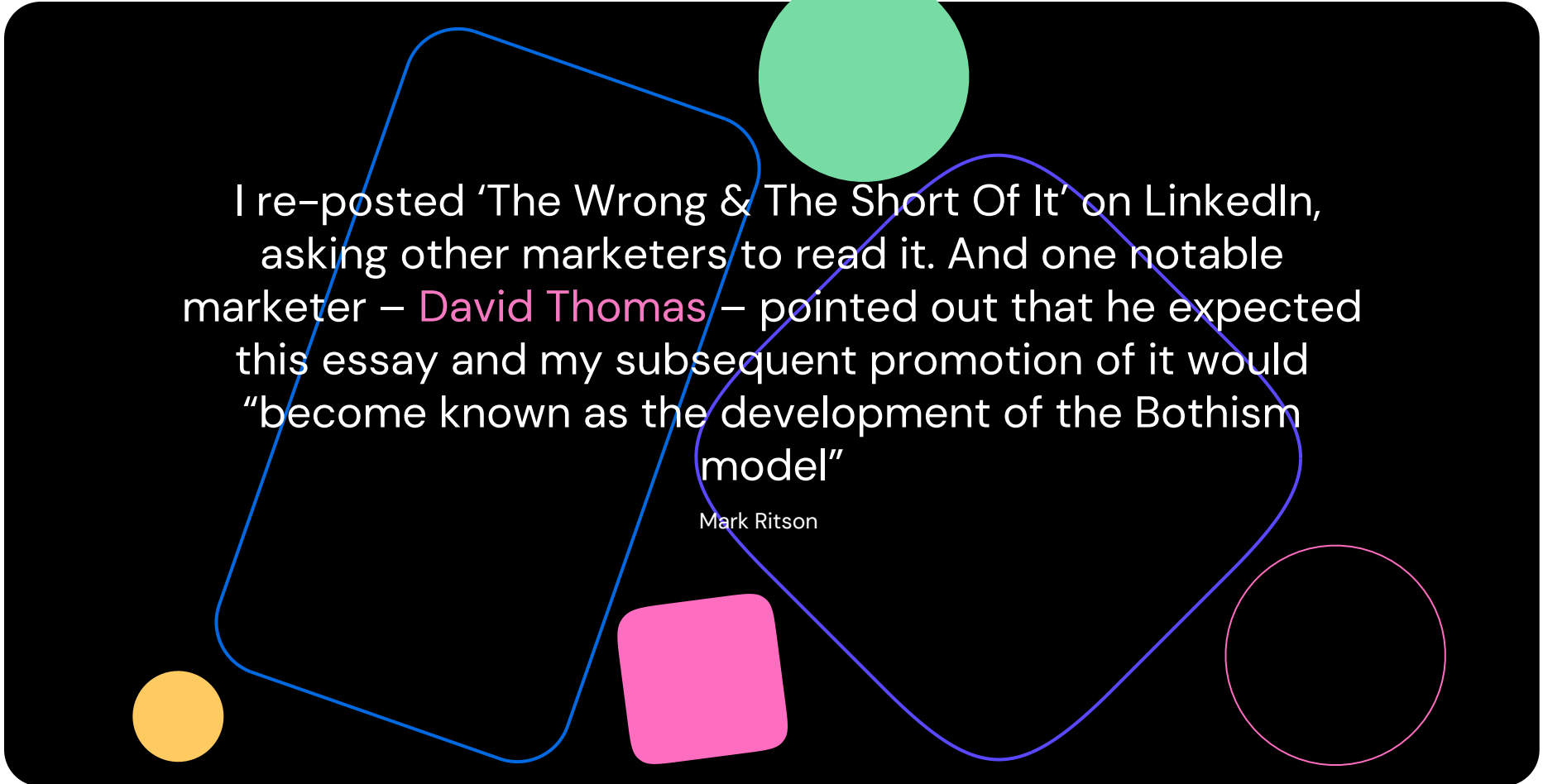
The impact

The Wrong and the Short of it

Short-termism and long-termism are both just wrong-termism. So let's end the false choice between long and short-term marketing tactics, maximise the compound effects of getting them working together in harmony, and start to close the value-destroying divide between 'brand' and 'performance' marketing. It's limiting marketing effectiveness and brand growth, when we've never needed them more.

Long term **'VS'** short term is probably the most commonly cited false choice in marketing.

And that's saying something, as we love false dichotomies in this industry: brand vs performance, emotional vs rational, creativity vs technology, intuition vs data, art vs science, to name just a few that we constantly debate.



I re-posted 'The Wrong & The Short Of It' on LinkedIn, asking other marketers to read it. And one notable marketer – **David Thomas** – pointed out that he expected this essay and my subsequent promotion of it would “become known as the development of the Bothism model”

Mark Ritson

**LONG
BIG
CREATIVITY
INTUITION
PURPOSE
TOP FUNNEL
BRAND
MEANING
INTANGIBLE
SALIENCE
STORIES
MAGIC
CRAFT
LESS
DIRECT SOLD
MASS
REACH
RESEARCH
AGENCY**

VS.

**SHORT
SMALL
TECHNOLOGY
DATA
PROFIT
BOTTOM FUNNEL
PRODUCT
PERFORMANCE
TANGIBLE
DIFFERENTIATION
SERVICES
SCIENCE
SPEED
MORE
PROGRAMMATIC
PERSONALISED
TARGETING
MACHINE LEARNING
IN-HOUSE**

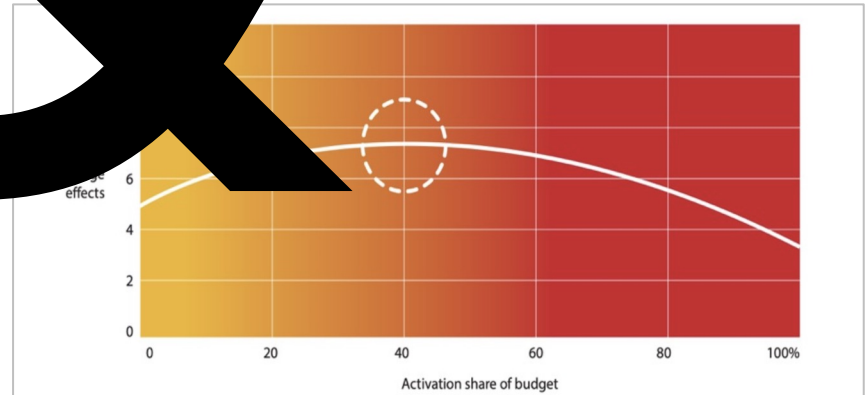
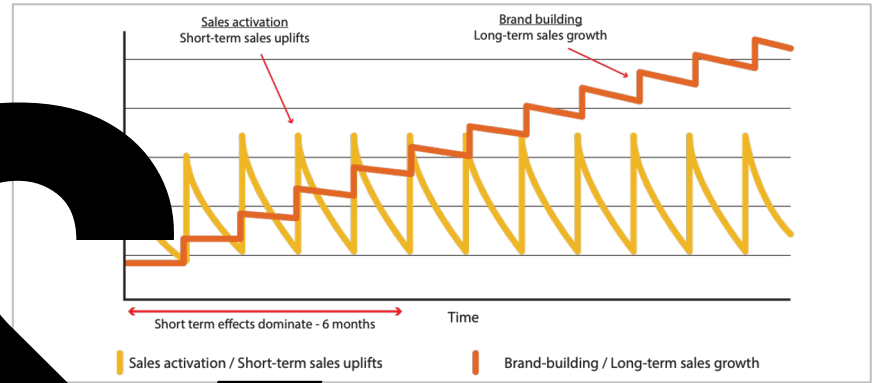
The Long and the Short of It

IPA

Balancing Short and Long-Term Marketing Strategies
Les Binet, Head of Effectiveness, adam&eve DDB
Peter Field, Marketing Consultant



In association with **thinkbox**



Any individual execution or piece of marketing always has two different but related effects – both short & long.



Les Binet @BinetLes · Oct 10

ALL marketing activities have both brand and activation effects. But the mix varies, depending on targeting, copy, medium etc.

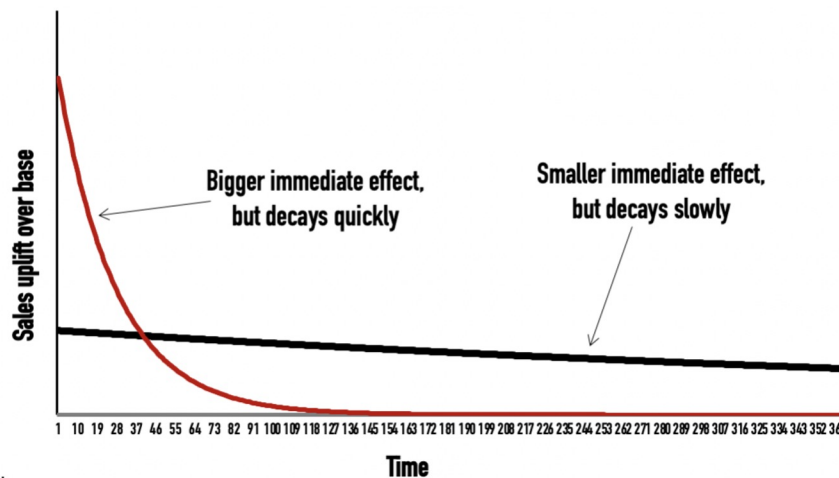
3

4

33



[Show this thread](#)



Source: Les Binet

“Long-term results cannot be achieved by piling short-term results on short-term results”

Peter Drucker

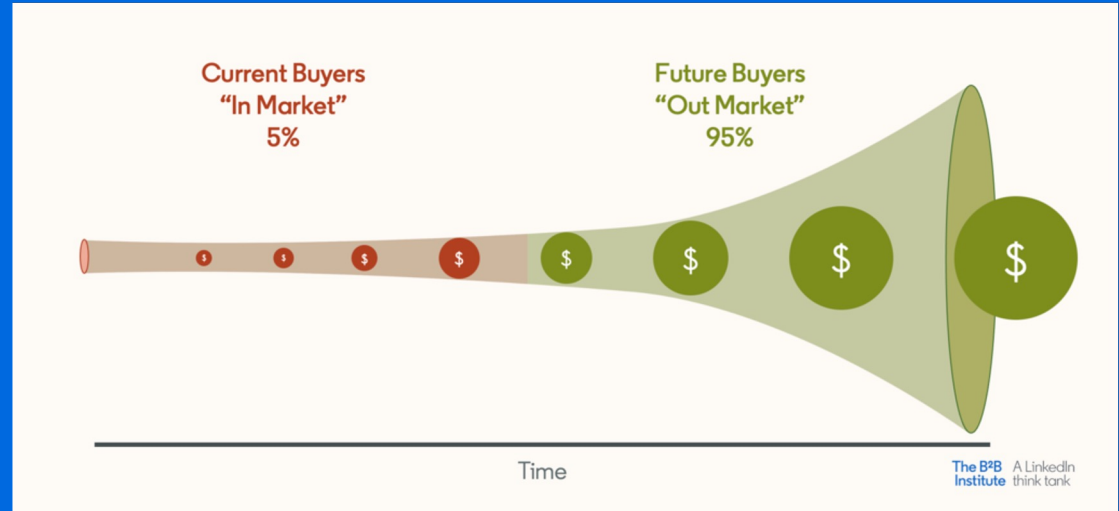
short-term
growth



long-term
growth

The 95-5 Rule from LinkedIn

The 95-5 rule, which shows that 95% of your potential [B2B] buyers aren't ready to buy today. These 95% are "out-market" today, but will be "in-market" sometime in the future.



"A brand is an upstream
reservoir of future cashflow"

Tim Ambler

“If your brand is a tree...you have to water the tree for it grow fruit; picking fruit without watering the tree is unsustainable”.

Mark Ritson

Brand & 'performance' should work in harmony:
if brand is the pass, performance is the dunk



Bothism

The what

The why

The how

The impact

The pendulum's swinging back to balance in marketing

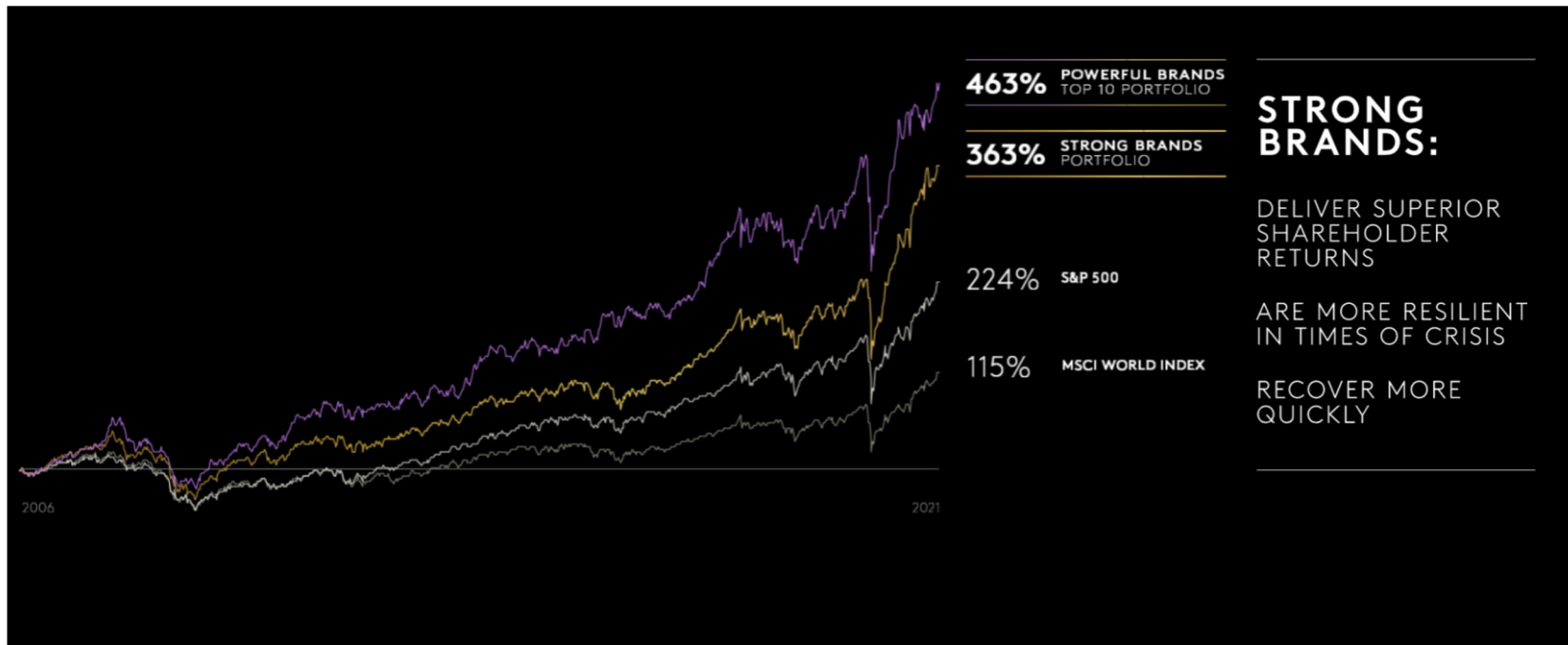
Profitability now beating growth as a priority. 01

Pricing power never more important. 02

'Performance' brands learning the hard way. 03

Digital's maturing, & 'TV's not dead it's having babies' 04

Strong brands have always delivered superior shareholder returns, been more resilient, recovered more quickly



Source: Kantar BrandZ

The background is a solid blue color with several abstract shapes in different shades of blue. There is a large, light blue rounded rectangle on the left side, a medium blue circle at the top center, a dark blue rounded square in the middle right, a small light blue circle at the bottom left, a small medium blue rounded square at the bottom center, and a thin white circle outline at the bottom right.

Pricing power has never been more important.
And brands give you pricing power.

"The single most important decision in evaluating a business is pricing power. If you've got the power to raise prices without losing business to a competitor, you've got a very good business. And if you have to have a prayer session before raising the price by 10 percent, then you've got a terrible business."

Warren Buffett



Digital-first brands course correcting, some D2C brands suffering



MADE.COM

Different by Design™



Bothism

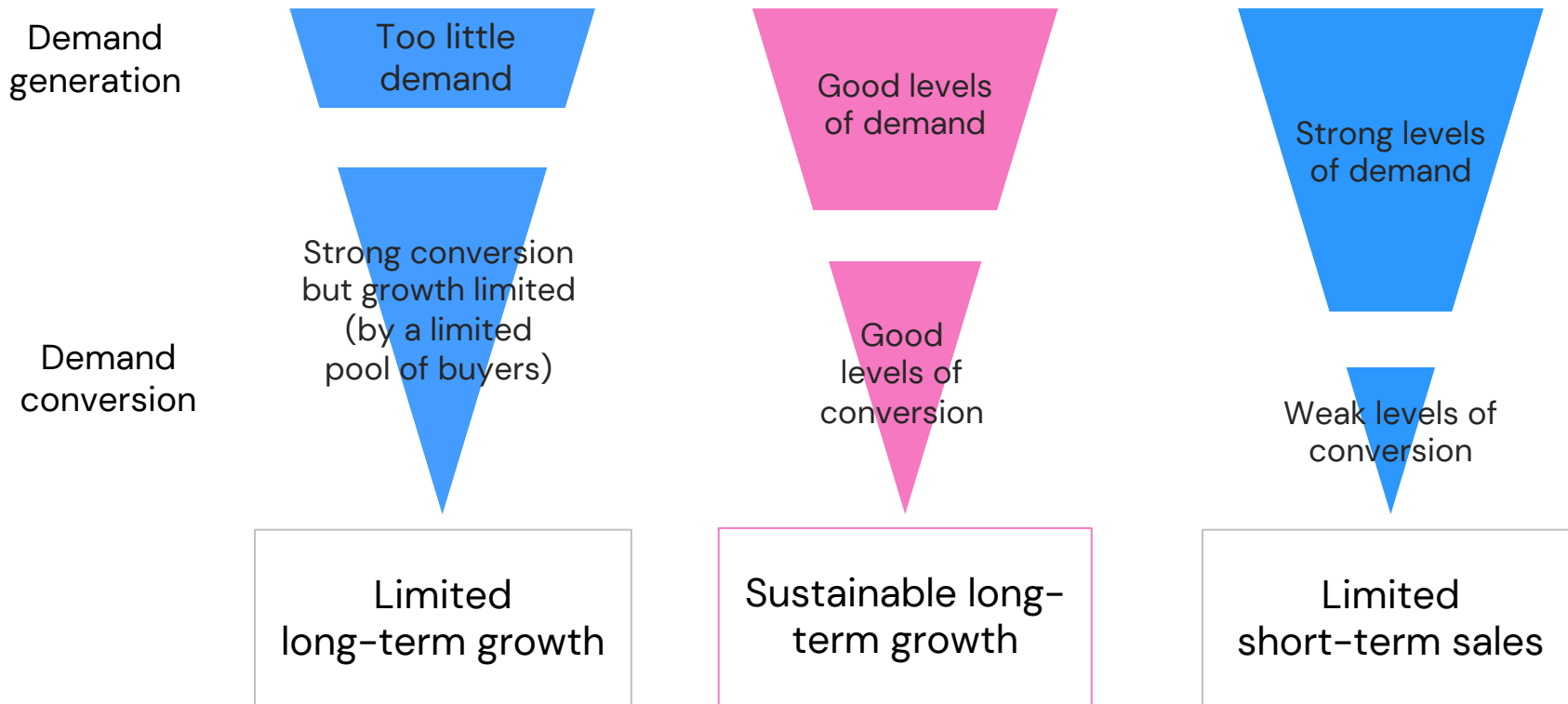
The what

The why

The how

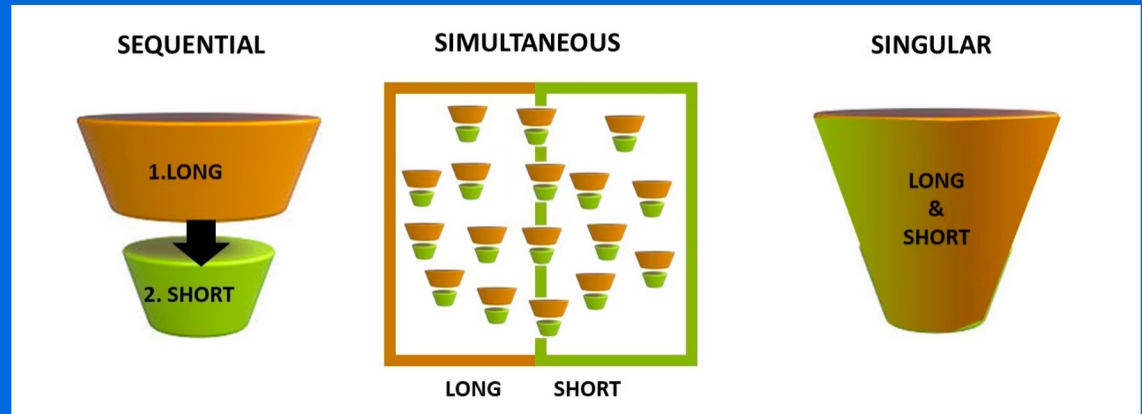
The effects

Achieving equilibrium between brand & performance



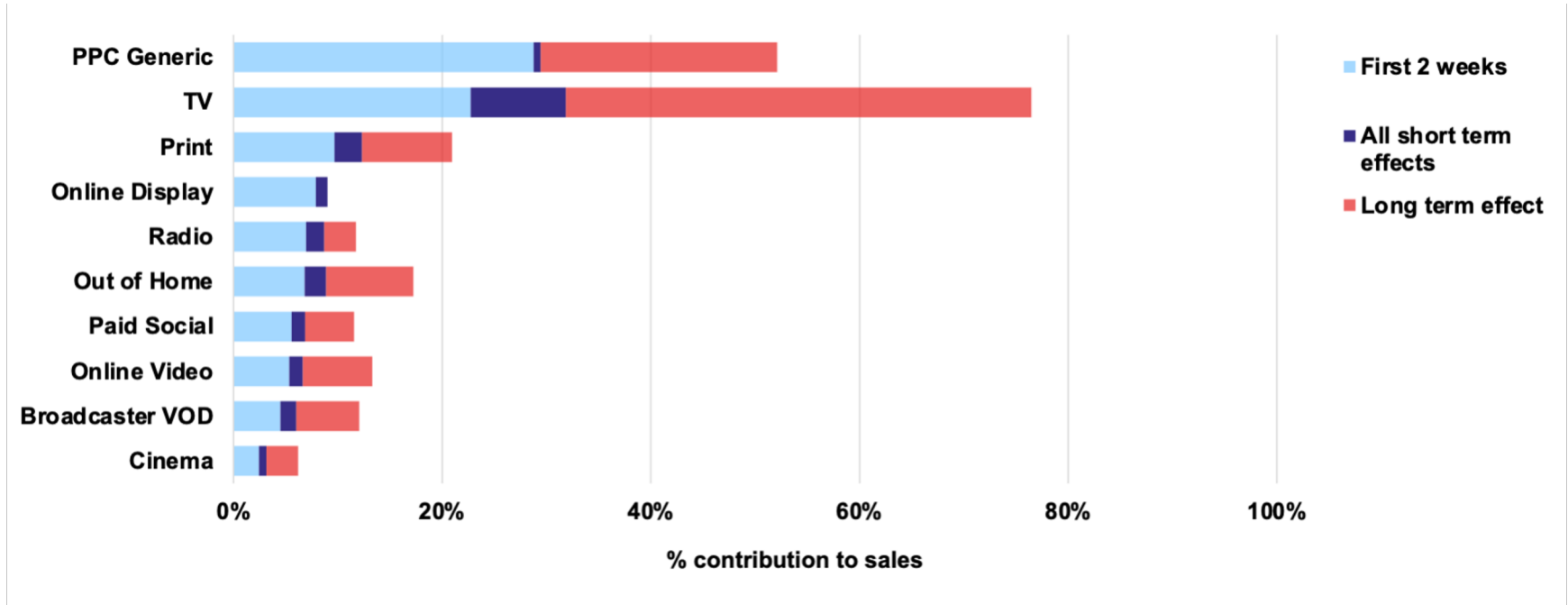
Ritson recommends 'funnel juggling'

Long then short
Long as well as short
Long&short combined



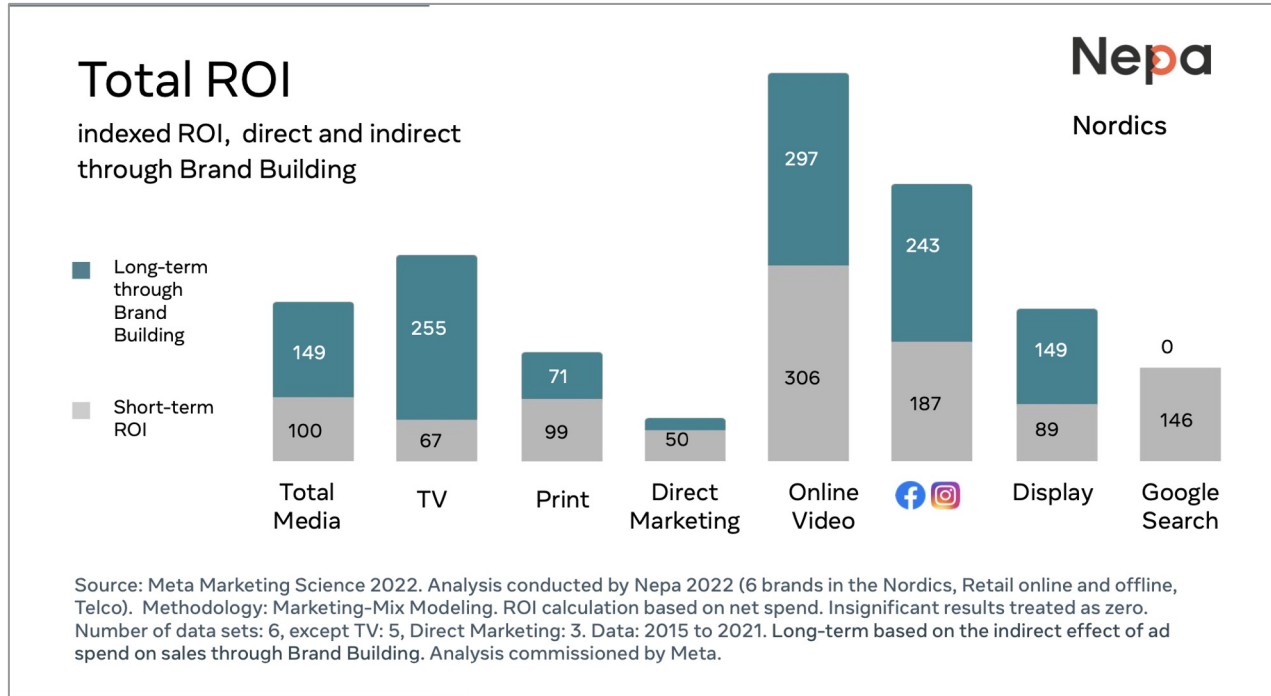
Source: <https://www.marketingweek.com/mark-ritson-funnel-juggling-marketing-effectiveness/>

Most channels can achieve both short-term and long-term effects



Source: Demand Generator, Nov 2019, Mediacom/Wavemaker/Gain Theory

More studies showing digital channels are able to do both long & short are coming out



Source: <https://www.facebook.com/business/news/short-and-long-term-roi-of-digital-advertising>

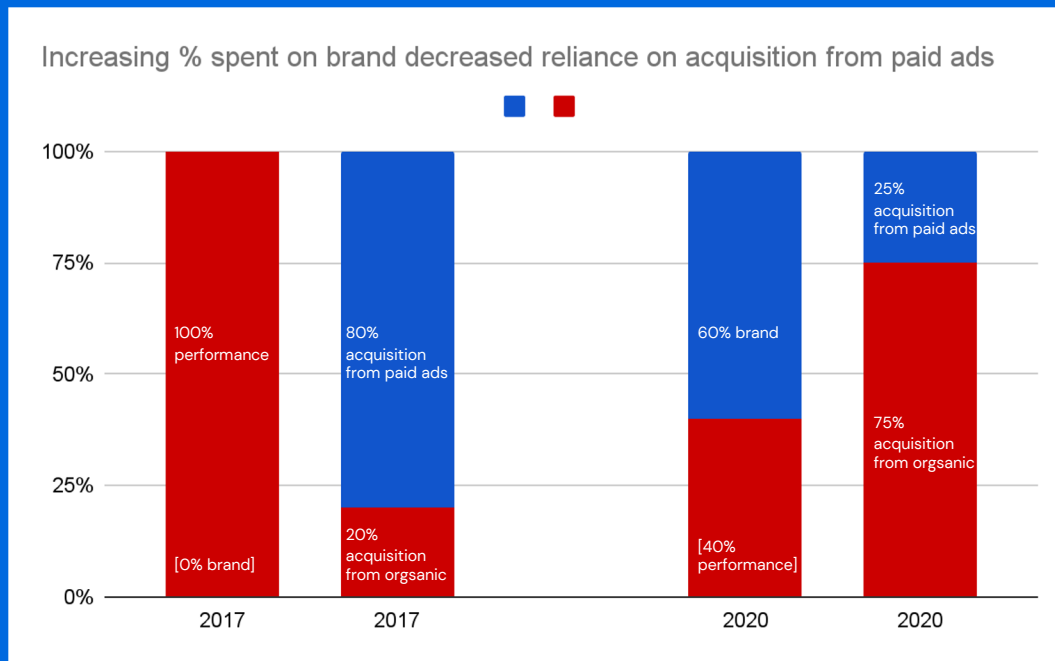


If your sales stop when your advertising stops, then you're been doing it wrong.

Gousto's journey from performance to brand business

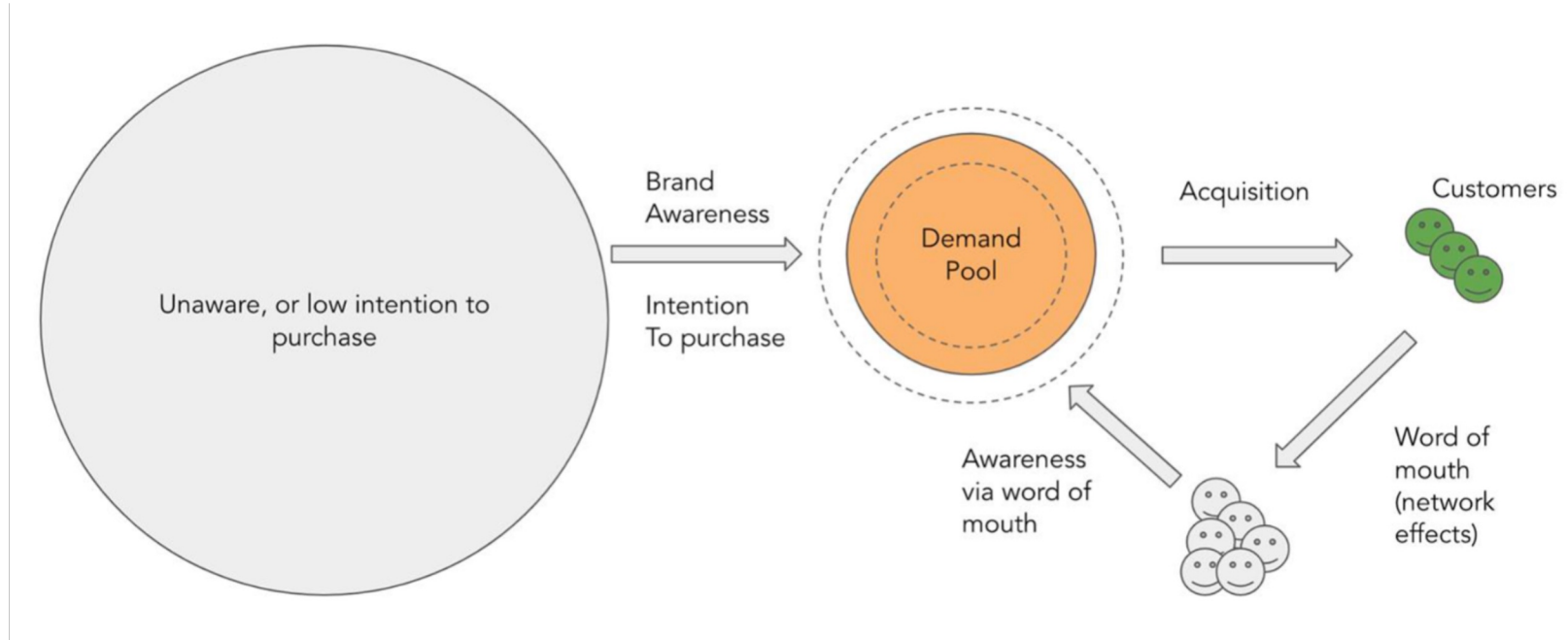
Gousto were too reliant on paid ads for customer acquisition, with 100% of their budget spent on performance advertising and 80% of customer acquisition coming via paid ads.

Gradually increasing to 60% brand/40% performance, increased awareness, brand equity and base sales, and decreased their reliance on paid ads for customer acquisition.



Source: Tom Wallis, Gousto CMO

Gousto's 'performance model' for brand



Source: Tom Wallis, Gousto CMO

Bothism

The what

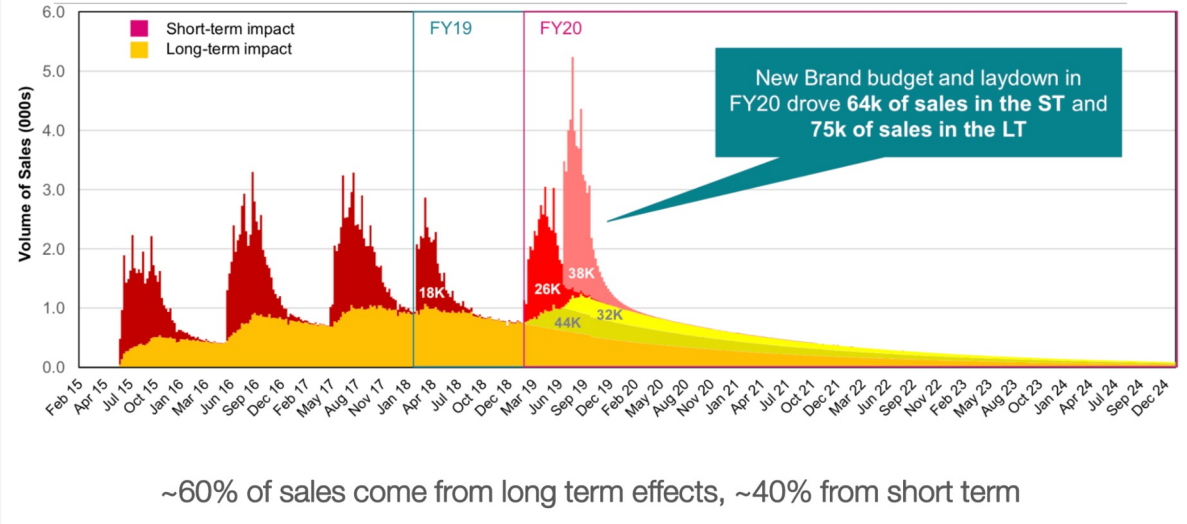
The why

The how

The effects

Real world example of Binet & Field's famous zig zag chart

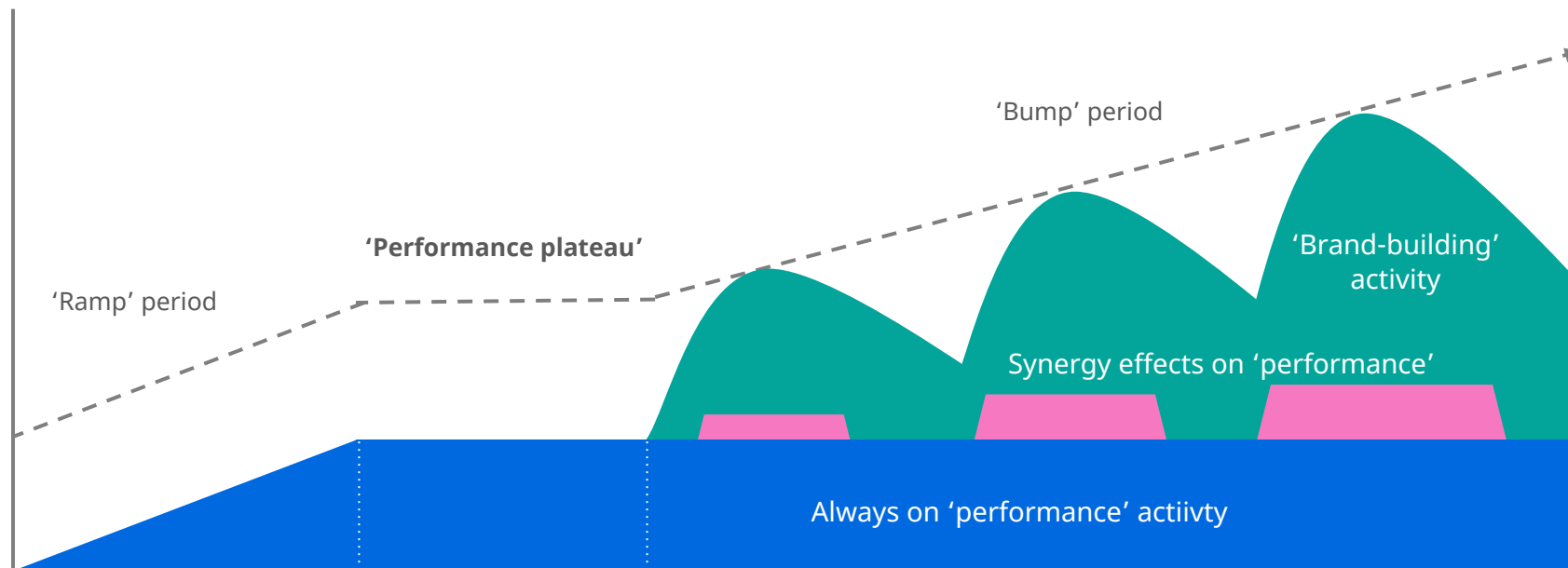
Showing the short and long-term impact of a balanced advertising approach - 60% of sales happen in the longer term.



Source: Les Binet

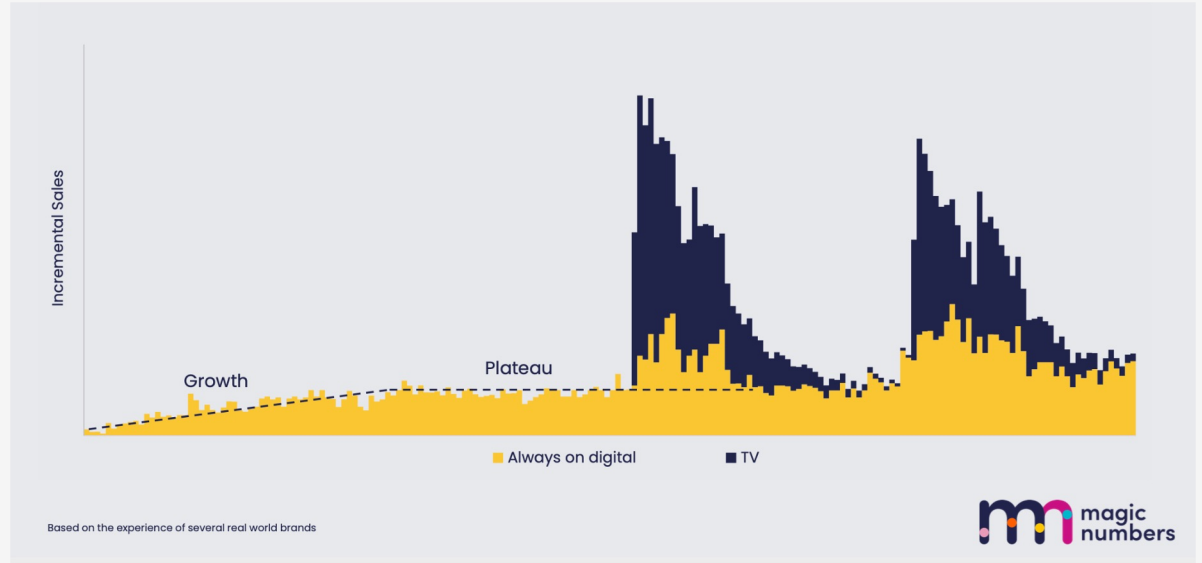
Getting performance brands off the 'Performance Plateau'

Sales from advertising



Source: Dr Grace Kite & Tom Roach

Real world example of the 'ramp & bump' chart from Grace Kite

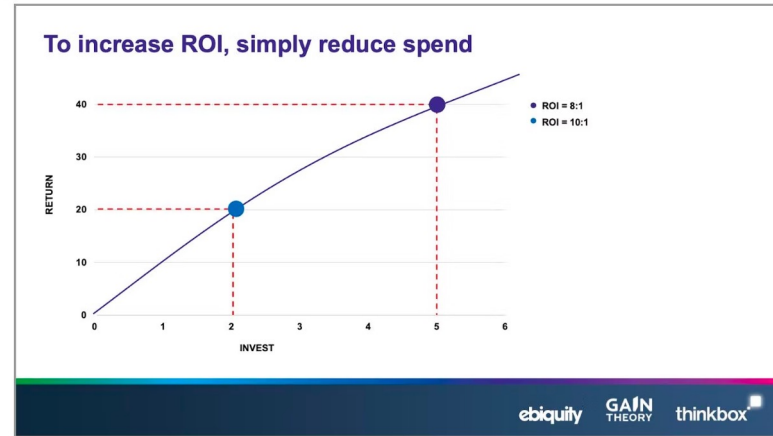


Source: Grace Kite, Magic Numbers

Beware measurement's dangerous twins: ROI & ROAS

Optimising to ROI 'can send you broke'

ROAS can lead to short-termism and misattributing 'credit'



Problems with the standard funnel

- Implies 'brand' and creativity=only upper funnel
- Implies 'performance'=only lower funnel

Awareness

- awareness too blunt, ignores 'mental availability'
- associations (CEPs, DBAs) more important

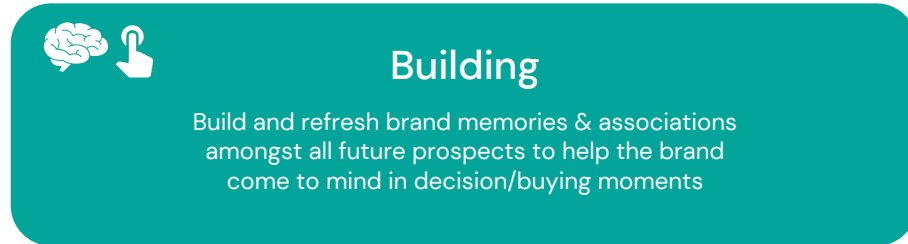
Consideration

- too rational, assumes importance of System2,
- most purchases aren't strongly 'considered'

Conversion

- suggests advertising's a strong force;
- search often plays a different role

Re-building the funnel for brand-building



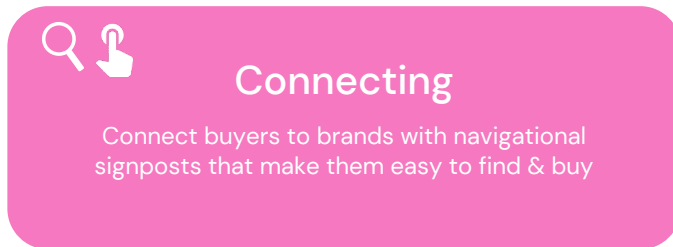
Building

Build and refresh brand memories & associations amongst all future prospects to help the brand come to mind in decision/buying moments



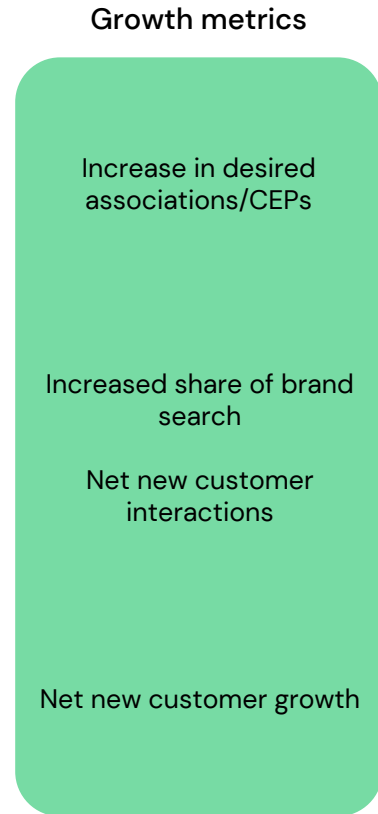
Nudging

Nudge the decisions of in-market prospects by refreshing relevant associations closer to purchase



Connecting

Connect buyers to brands with navigational signposts that make them easy to find & buy



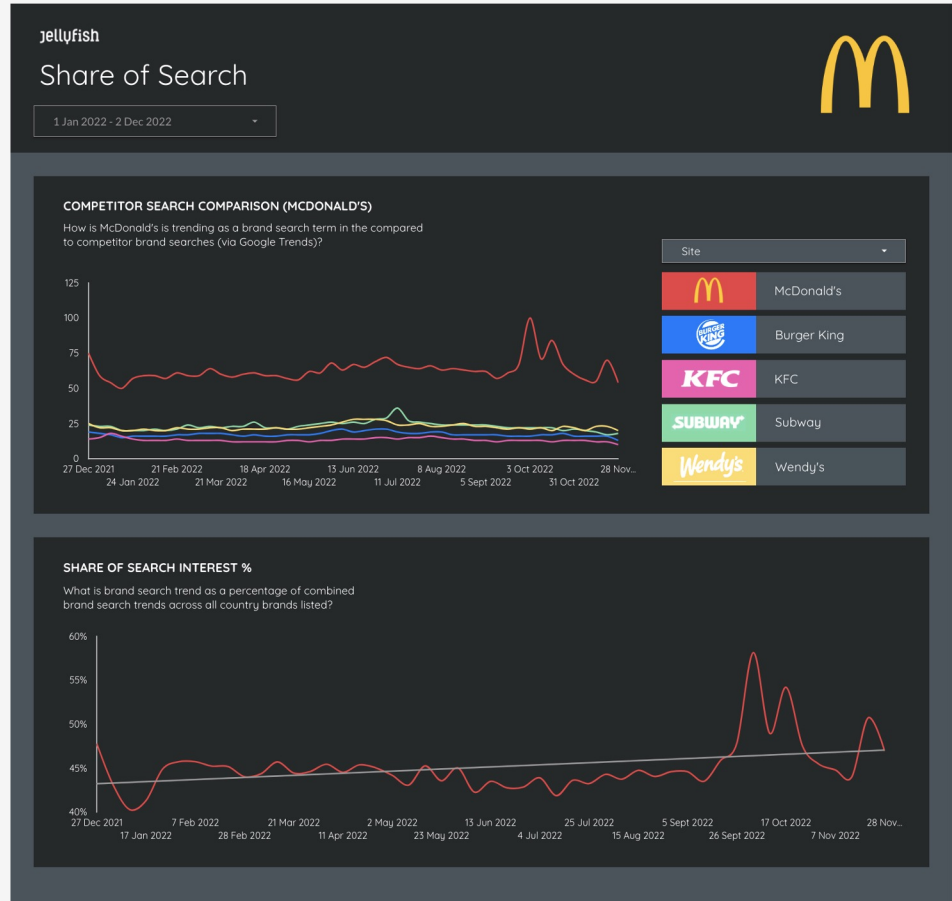
Growth metrics

- Increase in desired associations/CEPs
- Increased share of brand search
- Net new customer interactions

Net new customer growth

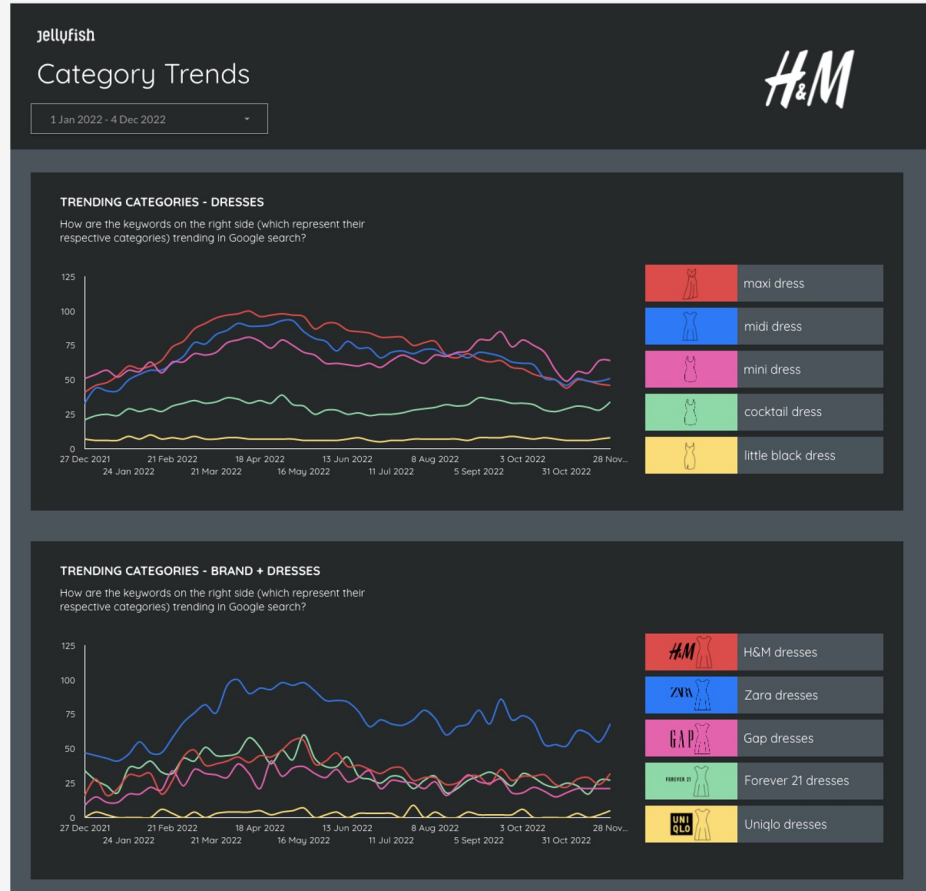
Share of search:
simple, practical
way to eyeball
share of demand
vs competitors

Jellyfish 'Share of demand' dashboard



The Share of Demand dashboard

includes category search trends to understand category drivers of search



Goodbye,
performance marketing.

Hello,
Marketing Performance.

The background is a solid blue color with several abstract shapes. There is a large, light blue rounded rectangle on the left side. A medium-sized light blue circle is at the top center. A large, dark blue rounded rectangle is on the right side. A small light blue circle is at the bottom left. A small light blue rounded square is at the bottom center. A thin white circle outline is at the bottom right.

But let's give Ritson the *final* word...

T

Write in the style of swearsy marketing professor Mark Ritson that brands have to be 'bothist' and do both brand-building & performance activity.



"Brands need to stop being fucking one-sided and start being bothist. That means doing both fucking brand-building and performance activity. Don't be a fucking moron, get with the program and start being bothist. #marketing #branding"