

Highlights from

Target the (Whole) Market to Grow Your Brands

January 2017

The digital age has brought with it a seemingly endless supply of data and new marketing opportunities. Against this backdrop, marketing guru Byron Sharp and his team conducted the most extensive review of global marketing data from the world's leading brands, and came to two important conclusions:

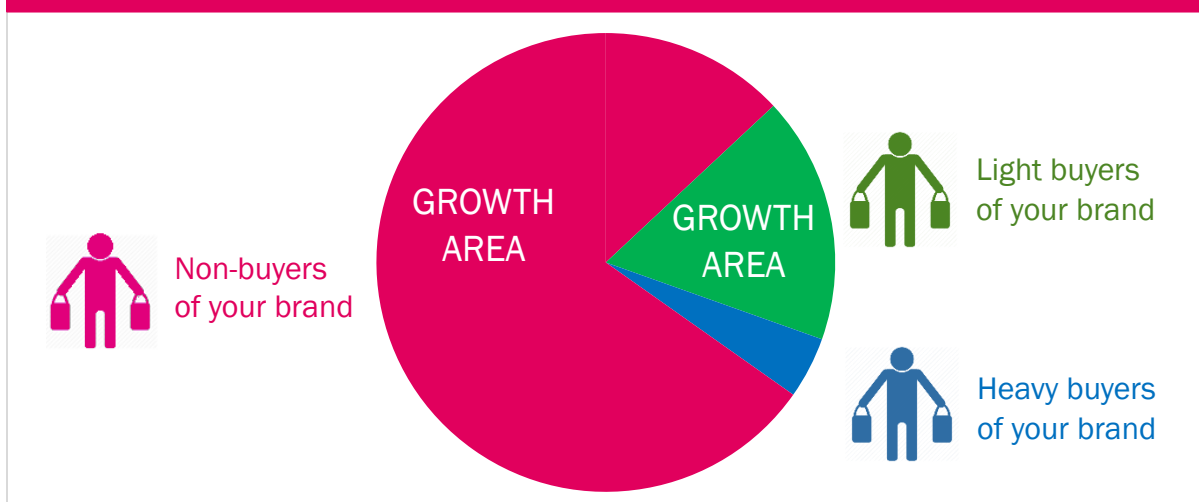
*First, to grow your brand you need to target the whole market.
And second, mass media is critical (even in these digital times).*

Here's why: According to Sharp, it is not possible to meaningfully grow market share without reaching category buyers who never, or seldom, buy your brand. Loyalty is not a guaranteed path to success. Rather, your brand's mental availability and the reach of your messaging are more critical to a successful media strategy than consideration of past buying habits.

Other must-know marketing principles from *How Brands Grow*:

- Market Penetration is the most important factor for growth
- Real sales growth comes from marketing to light and non-buyers
- Increased Mental Availability drives favourable buying decisions
- All of the above require extended reach

The biggest growth will come from targeting the light and non-buyers of your brand



Maximizing your Media Strategy

think^{tv} partnered with MediaCom Business Science to evaluate the role of television advertising in the context of Sharp’s principles. The conclusion: Television is the most effective tool for driving brand growth. Advertising on TV has a direct impact on sales and is the most efficient investment for driving market share.

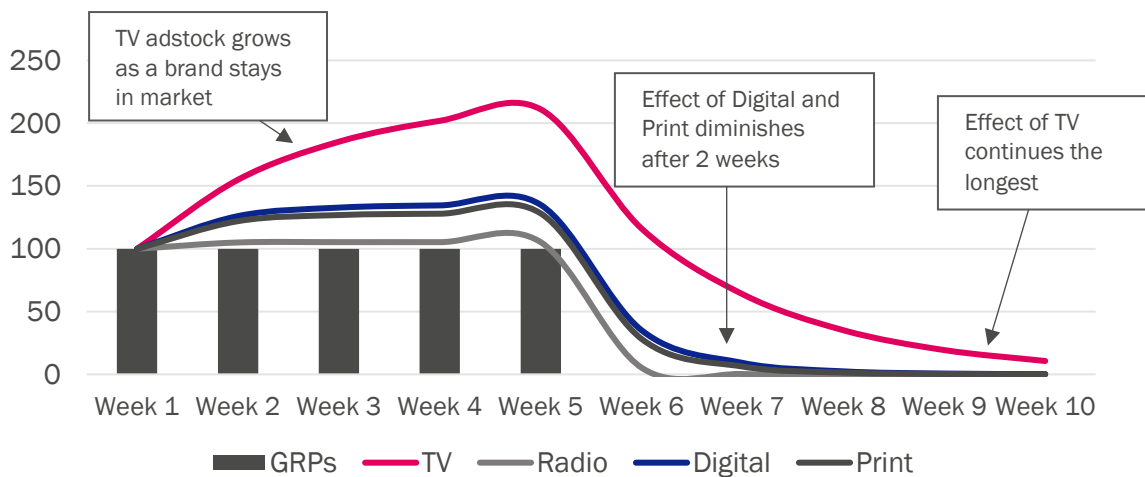
The Role of Television in Sharp’s World

Here is just a short list of what TV has going for it:

Market Penetration Needs Reach: Why is reach so important? Because to drive Market Penetration you need to hit light and non-buyers, and for that, extended reach is critical. TV has the highest daily reach of all media, and Canadians watch an average of 28 hours of TV a week (18 hours/week for Canadians aged 18-34). TV’s ability to effectively reach light and non-buyers is unparalleled.

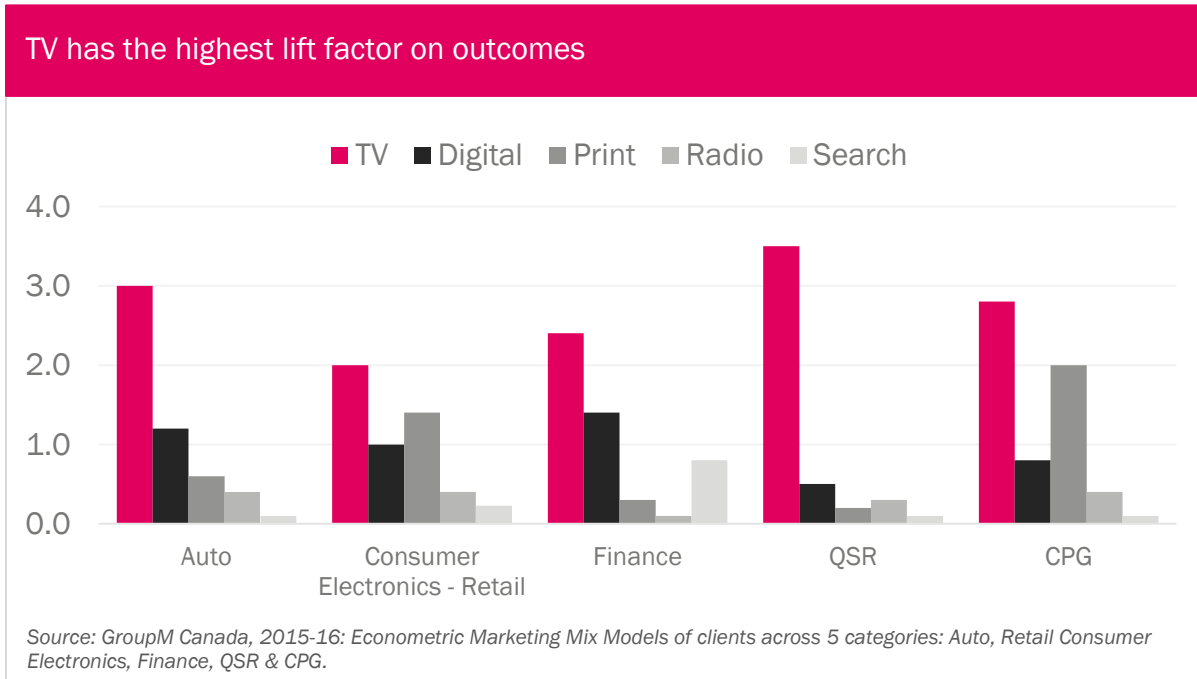
Mental Availability: Sharp determined that buyers are more likely to buy what they remember – whether consciously or subconsciously. TV advertising excels at building the memory structures necessary to influence buying decisions. Video ads viewed on TV drive higher levels of attention and connection than online ads, and TV advertising enjoys a substantially better adstock than other media.

The adstock of a TV spot grows faster and lasts 2.5x longer than any other channel



Source: GroupM Canada, 2016. Marketing Mix models across Consumer Electronics, Retail, Finance, Auto and CPG.

Business Growth: TV’s effectiveness – achieved through reach, connection and cross-channel impact – can be seen across all outcomes, including revenue, unit sales, e-commerce and branded search. Significant uplift is seen across key categories.



Implications in brief

When targeting, target the whole market, and to grow your business, consider Sharp’s rules for growth:

1. Focus on increasing your market penetration by attracting new buyers.
2. Target all category buyers, not just existing or loyal consumers. Light and non-users of your brand will provide the biggest upside.
3. Connect with potential buyers frequently to create memory structures that drive mental availability and brand consideration.
4. Implement a broad reach media strategy.

How do you do it? Put TV advertising at the centre of your media strategy. TV provides the reach, impact and efficiency required to drive your message – and your business.

This summary has only touched on Sharp’s scientific marketing laws and the role TV has in maximizing your marketing and media strategies. The complete research study includes a deeper analysis of both. [Presentation available upon request.](#)