

THE SINGAPORE

MARKETIER



Sally
position
Marketing
years of experience
10 Years

Zach
position
Accounts
years of experience
5 Years

Sally
position
Accounts
years of experience
5 Years

Sally
position
Accounts
years of experience
5 Years

Zach
position
Accounts
years of experience
5 Years



Siti
position
Brand Manager
years of experience
8 Years

Thomas
position
Accounts Director
years of experience
10 Years

Anne
position
HR Executive
years of experience
5 Years

Herman
position
Accounts Manager
years of experience
8 Years

Jules
position
Accounts Executive
years of experience
7 Years



Diana
position
Events Planner
years of experience
6 Years

Dave
position
Accounts Executive
years of experience
2 Years

Megan
position
Marketing Executive
years of experience
4 Years

Kelly
position
VP Marketing
years of experience
8 Years

Louise
position
Accounts Manager
years of experience
6 Years

**MARKETING INNOVATION:
BRINGING VALUE TO CONSUMERS
AND PROFITS TO COMPANIES**

**MARKET RESEARCH:
HOW TO GET THE RIGHT DATA
TO MAKE THE RIGHT DECISIONS**

**EFFICIENCY IS GOOD,
BUT EFFECTIVENESS IS BETTER**

**A MULTI SENSORY APPROACH
TO HELPING CUSTOMERS FALL
IN LOVE WITH YOUR BRAND**

**CREATING GLOBAL BRAND
WINNERS IN A RECESSION**

**2009: CONNECTIONS TRIUMPH
OVER INTERRUPT**

**BODY LANGUAGE FOR
GREATER SUCCESS IN SELLING**



Alana
position
Accounts Executive
years of experience
1 Year

Lucile
position
Marketing Manager
years of experience
8 Years

Suresh
position
HR Manager
years of experience
8 Years

Josh
position
Creative Director
years of experience
12 Years

Jonathan
position
Director
years of experience
10 Years



Taufik

Rob

Din

Zoe

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MARKETING INNOVATION BRINGING VALUE TO CONSUMERS AND PROFITS TO COMPANIES



by **JEFF MCFARLAND**

Introduction to Innovation

Especially in these challenging economic times, I expect clients and readers to be focused on money. So what's the bottom line on innovation?

According to BusinessWeek, the most innovative companies achieve profit margin growth of 3.4% a year, compared with 0.4% for the median companies. Annual stock returns of 14.3% were also a full three points better than the stock market median over the decade. A couple more specific examples: Apple, the perennial winner in BusinessWeek's annual innovation rankings, has shown a 40% annual revenue growth rate for over 5 years, while Samsung, which reached rank number 12 in 2006, had an unprecedented 100% increase in financial brand value from 2001 to 2003.

But before you jump to the erroneous conclusion that I'm talking only about technology-focused innovation, let me point out that Proctor and Gamble, Starbucks, and IKEA are frequently ranked in the top 20. And other innovation ranking systems, such as Fast Company magazine, place Air Asia, Whole Foods (a successful organic grocery supermarket), and the Barack Obama campaign on their list of top innovators.

So what is innovation? At Span Consulting, we define it as the implementation of a new solution that is beneficial to users, profitable for the creators or providers, and changes the competitive landscape. Or more briefly, a creative idea that is successfully implemented.

Innovation is relevant to marketers because it brings value to our customers and profits to our organisations. While technology often plays a role in innovation, what marketers must champion and deliver is consumer-focused innovation – marketing innovation.

If constant innovation is the answer, whose job is it and where does it happen? I advise most organisations and marketing departments not to think of innovation as a separate R&D division, but to build innovation into every task and process they are involved with. What can you do within your area of responsibility to be innovative, thereby bringing value to your customer and your organisation?

Innovation Examples and Ingredients

Remember the 4Ps of marketing? That's a simple place to start looking for marketing innovation examples and opportunities. Let's start with just 2Ps.

Place

Retail locations, distribution, availability, and delivery all fall under the P of Place. Of course this decade has seen a significant shift to the internet as a virtual place to browse and buy products and services, but there are opportunities for place innovation everywhere.

The recently developed Korean organic skin care retailer "Ontrée" launched with a 3-level designer boutique flagship store in a fashionable part of Seoul. The store is complete with a café, lounge, and library for members, and even a gallery space promoting nature inspired art and sculpture. A well-developed online shop serves the entire country, franchise shops are now opening outside of Seoul, and Span Consulting is helping Ontrée think outside of these boxes.

But a significant place challenge – and innovation opportunity – for the Ontrée brand is further expansion in crowded cities like Seoul. Replicating the flagship model of their first store would require huge real estate investments and/or costly leases, and limit Ontrée to just a few trendy neighborhoods. Therefore, the underground shopping areas in subway stops are being investigated for a new mini-shop concept.

While some mid-level to premium niche brands would not consider the crowded, low ceiling, sometimes poorly ventilated environments of Seoul's underground passages to be an appropriate location, Ontrée has an innovative point of view. What if it could offer a tiny, nature inspired oasis or escape for consumers inside this hectic, man-made environment? At the same time, it would open up vast retail opportunities for the company (over 300 subway stops in Seoul's transport system alone) at reasonable rates and reach target consumers right where they live, work, and transit everyday.

Ontrée has prepared a complete, full-scale prototype of their mini-shop concept inside of their Seoul office building, and is opening pilot locations to test the idea. Like all innovation, it is not without risk. But with a prototype, consumer research, and pilot programme implemented first, costs of risk are reduced while Ontrée opens itself to opportunity and reward.

Ontrée is using a few innovation ingredients or vectors here:

- Location or Presence Innovation
- Customer Experience Innovation

Where would you make your product or service available if you thought outside – or inside! – of the box? What "Place" risks should your brand take, and what can you do to reduce the costs of those risks?

Promotion

Promotion includes the discipline of marketing communications – the area marketers are often most familiar with. A promotion innovation example from a favorite category of mine, destination branding and hospitality, is the recent "best job in the world" campaign from Australia's Tourism Queensland.

The idea was to encourage people to enter a competition to become the caretaker of a beautiful tropical island near the Great Barrier Reef. The six month contract included accommodation on the island and a salary of AUD\$150,000. Now, I can almost see a traditional decision maker reviewing this promotion concept and thinking, "So we are giving away \$150,000 to one lucky sweepstakes winner? What does Tourism Queensland get out of this?"

Well, a few months into the now worldwide phenomenon and a tourism minister claims the promotion has generated over AUD\$70 million in publicity value! A community of participants and spectators was built around the video applications that were posted online. Individuals enlisted friends and even local media to help them lobby to win the "best job in the world". Tourism Queensland kept the interest going by periodically eliminating candidates and promoting the remaining few on the website – bringing the entertainment value of a reality TV show to a destination branding campaign.

COVER STORY

Of course an unspoken benefit of the international competition for Tourism Queensland: it allows the tourism ministry to short-list candidates from strategically important tourism in-flow countries, thus keeping the campaign relevant in the most important markets for the longest time possible.

While this promotion can be told as a new social media and interactive technology story, at the core is the timeless dream many of us have to escape to a beautiful island. The innovation is to actually make this dream come true and have applicants compete and rally public support for their candidacy. This idea would have captured the imagination of people in any era, but technology now allows it to reach deeper, further and faster.

Innovation ingredients;

- Community Innovation;
- Entertainment Innovation; and
- Lateral Innovation.

How can you get a community involved in your next marketing promotion? Is your core campaign idea timeless or entertaining enough to generate and grow user engagement? Are you benchmarking outside of your industry – using lateral thinking – to gain fresh ideas your direct competitors haven't exploited yet?

ASAP Process

The individual examples mentioned above might just be considered “good ideas” if they were not carefully analysed and learned from. To reliably and repeatedly bring innovative thinking and action about in your organisation, a process must be put in place. More on that – and Price and Product innovation – in future articles and seminars.

Conclusion

No matter what area of responsibility you have, there is no better time to be innovative and bring value to your customers and your organisation. Start learning more about innovation and building a process where you work. Even look beyond the traditional 4Ps of marketing for innovative and integrated brand experience opportunities.

Finally, to bring the dramatic benefits of the innovation process to consumers and your company, take action “As Soon As Possible”!

Jeff McFarland is the founder of Span Consulting in Los Angeles and Singapore, integrating research, strategy, expression, and innovation disciplines for top global brands and Asian SMEs. He has over 15 years of professional experience in the U.S. and Asia – beginning with Japan in 1992 – on both client and consulting sides with Samsung, Honda, Ford, Saatchi & Saatchi, and Temporal Brand Consulting.

Jeff holds a Master of Science degree in Integrated Marketing from Northwestern University with coursework at the Medill and Kellogg schools.

Reach out to Span Consulting at: info@spanconsulting.com