

## Branding In the Age of Social Media Monday Call, March 21, 2016

- TNL – March 22<sup>nd</sup> at 7:30 Pm CT at Mannatech Corporate Offices or [www.mannatechlive.com](http://www.mannatechlive.com) - Merri-jo Hillaker – Social Mobile Global
- Mannafest April 6-10 Dallas Texas... Plan to be there - <http://mannafest.com>
- Global March Madness ... Check in out in the Resource Library

Further Information from the Harvard Business Review March, 2016

1. Brand Building has become a vexing challenge
  - a. Major companies have paid creative agencies and armies of technologists to insert their brands throughout the digital universe to what results? VERY LITTLE PAYOFF.
  - b. Thinking was wrong: thinking was to leapfrog traditional marketing by going direct to your consumers.  
Tell them great stories and connect with them in real time...  
Businesses have invested billions into this and failed.
  - c. Social media to those have seemingly made brands less significant.
2. What is Wrong?
  - a. Brands succeed when they break through in culture.
  - b. Branding is a set of techniques designed to generate cultural relevance.
  - c. Digital technologies (Fb. LinkedIn, Twitter, Instagram, Pinterest, etc) have not only created new social networks, they also have changed *how culture works*.  
“Digital crowds now serve as very effective and prolific innovators of culture – a phenomenon I call *crowdculture*.”
  - d. Crowdculture changes the rules of branding...what works and what doesn't work.  
So, it is critical it is for all marketers understand *crowdculture*.
3. Why branded content and sponsorships used to work.
  - a. Branded content is a relic of mass media age repackaged as digital concept.  
What is this? Alka Selzer “I can't believe I ate the whole thing.”; Frito Lay's “Frito bandito; Farrah Fawcett “creaming’ with Joe Namath.  
All this snuck into popular culture by amusing audiences.
  - b. Why did this work early on? Because entertainment media were oligopolies so little competition:
    - 3 networks produced TV programing for 30 weeks then did reruns.
    - Films only disbursed through theaters
    - Magazine competition for what can fit on shelves.

Notice: companies could buy their way into brand recognition in this tightly controlled cultural arena.

- c. Brands also sponsored many of our favorite entertainment to gain our loyalty since our entertainment had limited access.
- d. Now we can opt out of ads. So companies chose to deliver Hollywood creative material at internet speed. Competition did not come from media companies...rather from “the crowd.”

#### 4. The Rise of Crowd Culture

- a. Historically cultural innovation came from the fringes...social movements, the artists, challenging mainstream. Mass media controlled these new ideas getting into the mass market. Social media changed everything!
- b. “Social media binds together communities that once were geographically isolated, greatly increasing the pace and intensity of collaboration.”
- c. The new “crowdcultures” came in two flavors:
  - (1) subcultures which incubate new ideologies and practices
  - (2) art worlds which break new ground in entertainment.

Today you find crowdcultures in almost every arena/topic.

- d. Social media has rid all barriers of communication, and democratized and expanded these subcultures.

With the rise of crowdculture, cultural innovators and their early adopter markets have become one and the same. The artworld is an excellent example of this.

- e. “Artworld crowdcultures are the main reason why branded content has failed.” Youtube Top 500 includes only 3 recognizable companies...so the imperial data has forced companies to change.

Example of success: crowdculture of video gaming

Those spending millions: Red Bull spending much of its \$2 billion budget to be ranked 184<sup>th</sup>.

Those spending less than \$100,000 like “Dude Perfect” a group who make trick shots from Austin, Texas, ranked #81 with 8 million subscribers.

Coca Cola started “Coca Cola Journey” running on almost every pop-culture, and after millions of dollars and over 3 years, has not cracked the top 10,000 sites.

This organizational model leads to mediocrity when it comes to cultural innovation.

#### 5. Stars are “over the chart” popular on social media

- a. Shouldn’t surprise us since we rather interact with a person than a company. Sports teams now hire social media ambassador to reach out to fans during competitions.
- b. What can we learn from this?

#### 6. Cultural branding is leading the way.

- a. Chipotle is a perfect example (before its recent issues) of taking advantage of a cultural opportunity by championing a crowdculture ideology. They succeeded by following these five principles:
  - (1) Map the cultural orthodoxy

- (2) Locate the culture opportunity
  - (3) Target the crowdculture
  - (4) Diffuse the new ideology
  - (5) Innovate continually, using cultural flashpoints
- b. “Chipotle succeeded not with YouTube strategy but with products and communication that touched the spoke to the preindustrial food movement.”
- b. Stop running after trends, instead be guided by targeting novel ideas coming out of crowdcultures.