MARKETING NEWS

Privacy concerns driving opposition
to targeted online advertising

According to a study released on by the Canadian Marketing Association, privacy concerns trump perceived value when it comes to a consumer's acceptance of targeted ads based on their online behaviour.

"An underlying driver is the sense of control," noted Wally Hill, Vice-President of Public Affairs and Communications, CMA. "Most Canadian consumers are aware that some of their online browsing information may be collected but want more transparency and control over the ads being presented to them."

The study results were featured in the Association's latest Leadership paper on behavioural advertising that was released on Monday at the CMA National Convention in Toronto. Conducted in late 2008, the study was conducted by TNS Canadian Facts in collaboration with CMA. Key findings include:

• Seven in 10 Canadians (69%) are aware their browsing information may be collected for advertising purposes when they are online.
• With the exception of cases where there is an existing relationship, most Canadian consumers feel online advertising is irrelevant to their needs -- half (53%) indicate that fewer than one in 10 ads are relevant.
• Canadians who consider online privacy to be a very important issue (58%) are not being driven by an underlying opposition to online advertising; indeed, they like seeing ads for coupons or promotions from companies they have dealt with before.
• Most Canadians (79%) do not see the Internet as a well-regulated and safe place and many would like to have the means to ensure that they have choice and control over ads presented to them as a result of their web-browsing activity.

There is a strong correlation between a user's technical expertise and amount of time spent online and taking actions to be anonymous when online – technically savvy consumers spend more time online and take steps more frequently than their less-skilled counterparts to be anonymous when surfing websites.

Marketing Magazine

PACKAGING

Do consumers identify your packaging with your brand?
A unique website called Brand Tags (www. brandtags.net) lets you find out. Visitors to the site view a series of brand logos and then type in the first word that pops into their minds. The results are visually ranked in a word cloud: the more popular the response, the larger and bolder the typeface. A quick search shows the word "bottle" as one of the top responses on the Absolut page (after words like vodka, cool, etc). Other high-ranking packaging-related replies include "tin" on the Altoids page and "pouch" for Capri Sun.

Brand packaging magazine

Small Businesses Look to E-Mail and Social Media

Three-quarters of small businesses will increase their spending on e-mail marketing in 2010, while nearly seven in 10 will put more dollars toward social media, according to VerticalResponse data.

Almost all businesses with 500 or fewer employees will use e-mail marketing next year—just 3.8% said they would not. On the opposite side of the spectrum, more than 70% would not use TV or radio advertising.

Amid the popularity of e-mail and social media marketing, fewer small businesses told VerticalResponse they were dialing up their search efforts, and more than one-half would do no banner advertising in 2010.

Campaigner and Hurwitz & Associates studied small businesses with 20 employees or fewer in July 2009 and found 28% of those that used e-mail marketing considered it an inexpensive and effective way to reach new customers. One-quarter said it generated a quick response—so they could tell if a campaign was working.

There was some disconnect in the perceptions of current e-mail marketers versus small businesses who planned to begin e-mail marketing in the next year. Notably, current users were more impressed with fast response and good ROI, and less likely to cite as a benefit ease of reaching out to prospects.

emarketer.com

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Ultimate design brief

Are you doing your *best*
to make sure you and your client are on the same page?

Your design can only be as good as the brief you worked from. The best projects are borne from briefs that are open enough to inspire ideas, while being specific enough to feel workable. Shaun Crowley shows how you can elicit these kinds of briefs by providing clients with briefing templates.

Picture the scene. You've just landed a new client, who hurries a brief to you for a marketing brochure. There are a few holes in the brief, but instead of asking for constant clarification, you get to work. Later you're told the design "isn't quite right". Before you know it, the client is refusing to pay.

Familiar story? All too familiar for most freelance designers I know. Ambiguous design briefs are infuriating. What's worse, clients who set you up to fail often go away thinking you stuffed up. So what can you do to avoid this?

The only way is to formalize the briefing procedure. I say this as a client myself; when I hook up with a designer I need a formal brief at hand. It helps me turn the gobbledegook in my head into well-articulated language. And it reassures me that my designer has some pointers to refer to after we meet.

Unfortunately, clients who aren't familiar with the design process don't see carefully-written briefs as a high priority. This may be because they don't have time. Quite often, it's because the client hasn't made fundamental decisions about the objectives of their marketing collateral.

By supplying your client with a briefing template and briefing tips, like the ones below, you can elicit the information you need from a few carefully crafted questions. You may even draw attention to the things your client hasn't thought of—like "Have I got all the artwork my designer needs?" or even in some cases "Who am I targeting with this item?"

A formal handover template gives you the opportunity to offer a few pointers, so the client learns how to get the most from your talent. It's a frame of reference when you meet to discuss the assignment, and a point of review if your first proofs don't pass muster.

Remind your client that a formal design brief is not unnecessary red tape. It's there to ensure your client gets value for money from your service. The trick is to educate your clients without patronizing or victimizing them. Maybe post the templates on your website and offer a link to them in your email correspondence. Make the templates subliminally accessible for your clients.

Maybe then, you can make that dream design brief a reality on every project.

Key Points to discuss with the client and have included in your design brief

• Title of item
• Delivery mechanism and marketing objectives
• Format
• Budget and schedule

• What are you providing the designer with? Product shots, website screen shots, photographs, diagrams, etc. (Check these are high-resolution.)

• General description of format~ Describe any formatting issues you have arranged with the printer

• Description of target audience~ Occupation, gender ratio, average age, nationality/location, psychological demographic, lifestyle pref.

• Message objectives~ Hierarchy of copy messages, treatment of headlines, body copy, visuals, product samples, call-to-action.

• Where to look for inspiration
Give brief examples of style / overall look you want the item to achieve. What aspects of the product or branding can be used as a starting point for the design? What feelings or metaphors reflect the spirit of your product or company?

• What not to do~ Also give examples of what the design shouldn't include and what styles to avoid

Graphic designers of canada. Shaun Crowley

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