



THE

NEW

MARKETING

PLAYBOOK



The latest
tools and techniques to
grow your business

RITCHIE MEHTA

Praise for *The New Marketing Playbook*

‘There are theoretical books on marketing and there are practical books on marketing. This is a great combination of them both! The frameworks, exercises and templates will enable you to work through any marketing challenge or opportunity and help you deliver impact and value. A must buy!’

Keith Weed, non-executive director, Sainsbury’s and WPP

‘This book is a great read that will help you add value to your business, customers and partners like no other. It guides you through the latest tools and techniques and breaks them down into simple to use templates that you can apply to your marketing activities.’

Margaret Jobling, Chief Marketing Officer, NatWest Group

‘A must-have book for anyone interested in marketing to learn, step by step, how marketing is actually done.’

Jaideep Prabhu, Professor of Marketing, the Cambridge Judge Business School, Cambridge University

‘This book is a very digestible and actionable playbook for the latest marketing tools and techniques. It’s one of those books that you are glad you came across but wish you had discovered earlier.’

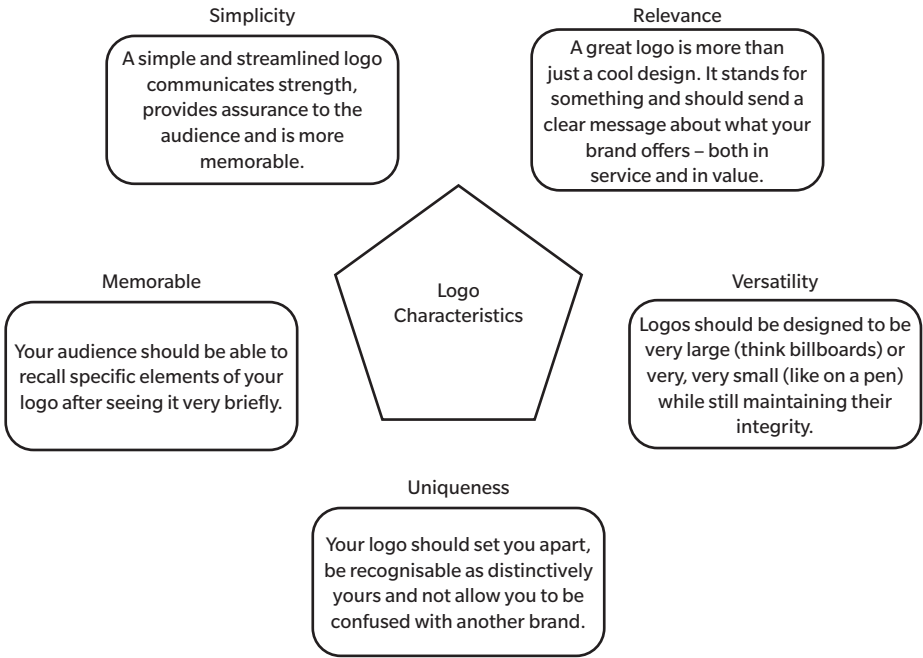
**Mark Evans, Managing Director of Marketing and Digital,
Direct Line Group**

‘A much needed book that demystifies how marketing can be used to generate business and societal value.’

Paul Polman, Chairman, Imagine and ex-CEO, Unilever

‘The fundamentals of marketing haven’t changed but the tools of execution are very different. The *New Marketing Playbook* captures this perfectly offering you fresh thinking on the basics and actionable insight into what’s new.’

Russell Parsons, Editor in Chief, *Marketing Week*



Colours and typography

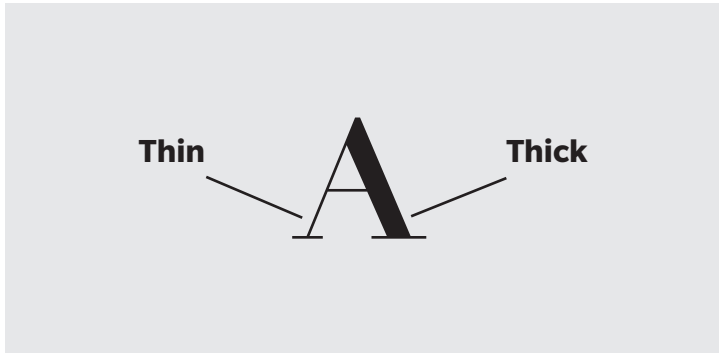
You must pay close attention to both the colour scheme and typography as they reveal a lot about your brand. Colours, for instance, evoke a range of emotions and associations, although these are context-specific. For example, red signals passion, blue signals tranquillity, orange signals courage and so on.

It's also worth defining a primary, secondary and tertiary colour scheme with an indication of use. Here is an example (note the use of the colour code for accuracy).

Headlines:	Primary colour – 6D8700
Background to body text:	Secondary colour – 9DB300
Header and footers:	BAC600

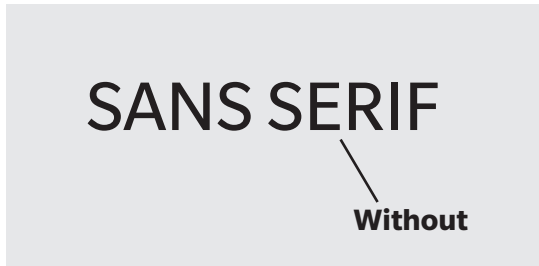
Typography is also important and helps to bring out a brand's personality and intent. There are three typography families:

- **Serif**: They have nudges at the end and there is a significant weight distribution.



When does a Serif typeface work? Usually, if you are a luxury or historical brand and are considered reliable with an authoritative position. For example, Canon, Honda, HSBC and Burberry.

- Sans Serif: It actually just means without the serifs or nudges at the ends.



When do Sans Serif types work? Usually, a modern company, like a tech company, or one that runs an app, as the font shows a clean and new look to them. Good examples include Amazon, Facebook and Google.

- Script: This resembles handwriting.



When do Script types work? They are more playful and fun typefaces and can almost verge on calligraphy. For example, Coors Light, Coca Cola and Instagram.

In recent years we have certainly seen a movement towards the sans-serifification of logos, especially in the fashion, tech and retail sectors. Brands such as Burger King, Pinterest, Spotify, Burberry and Saint Laurent have all taken the plunge to re-brand their logos in this way. Why? Well, firstly to fit into the logo characteristics we have considered above, given the need for example, to fit into digital assets seamlessly. Secondly, this font style is synonymous with ‘tech’ brands and therefore this forms an important signal to the market that they are transforming in this way.

It is also important to research other brands and ensure that you use fonts and typography that cannot be misconstrued or be seen to pass off as another brand. Here are some simple guidelines to follow in this regard.

Research key competitors’ brands including their fonts and typography

Create a set of fonts and typography that is very distinct from competitors

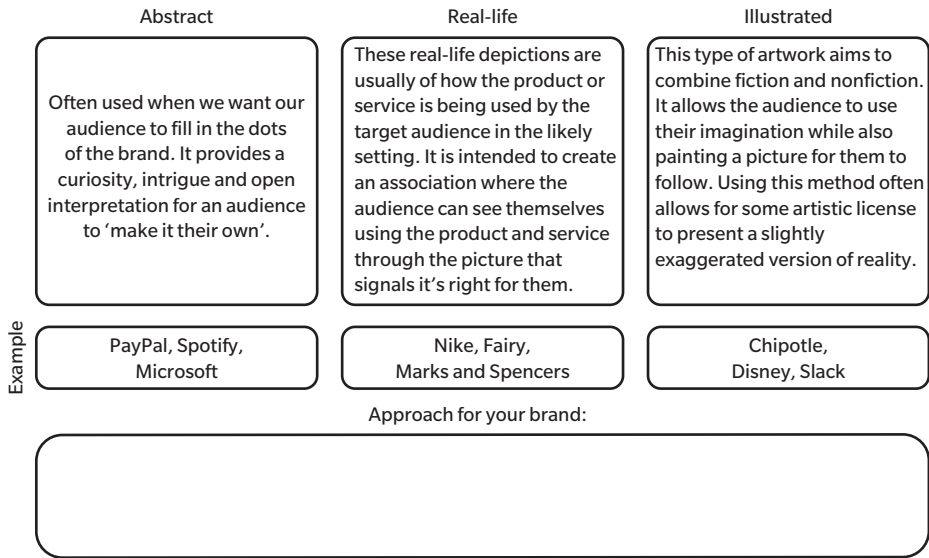
Conduct research on customers to ensure that they feel your brand has a real uniqueness to it

Consider the type of colours and typography you would use for your brand, with your reasons why.

Photography and artwork

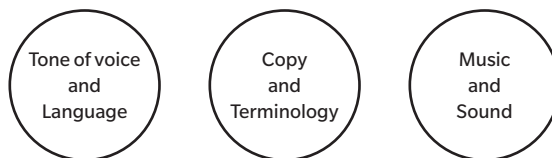
Finally, the type of photography and artwork we use is vital to draw a strong association with your brand. For instance, Disney uses illustrated ‘cartoon’ style artwork across its physical and digital assets, while Nike uses real-life sports-people to highlight the enduring and persistent spirit of the brand.

So for your brand you need to define the type of photo and artwork to bring the brand to life. Consider the three directions below and fill out the bottom of the template.



Verbal identity

The way something is written or verbalised can leave a very lasting impact on the customer. Also, the tone and language used in copy has a strong influence on a customer's memory structures. For example, the way Innocent, the healthy drinks brand, was able to create funny, yet informative moments from the copy on its bottles was a key reason for customer loyalty and success. To determine how we can use these verbal cues and identity in your brand, we will cover three key areas.



Tone of voice and language

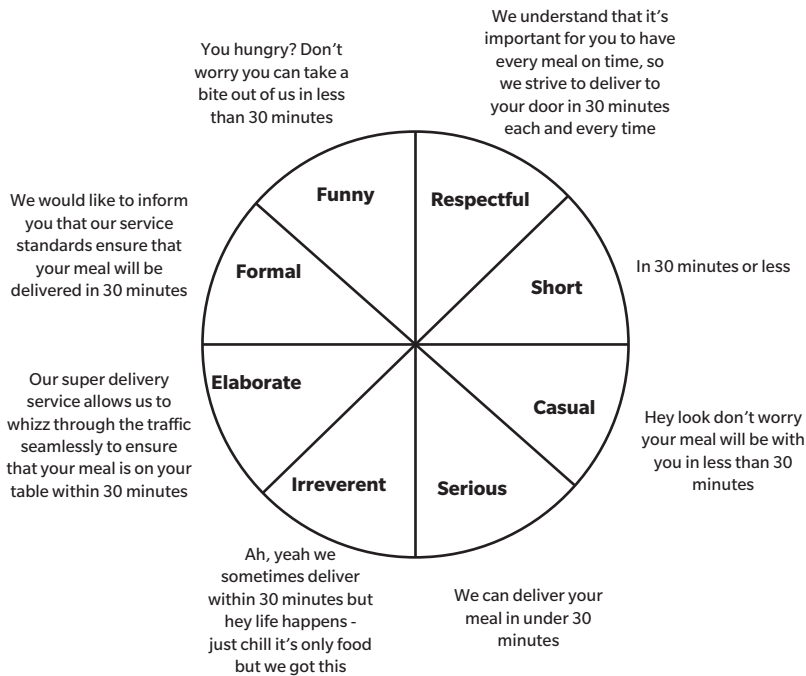
Think about how different people speak, from your parents, friends or even others who you may have overheard in a store. The way they speak, their accent and the type of words they use all help to create a mental picture of who they

are. In the same way, your brand needs to achieve a similar thing, where it has a particular tone and language it uses in order to communicate across every touch-point.

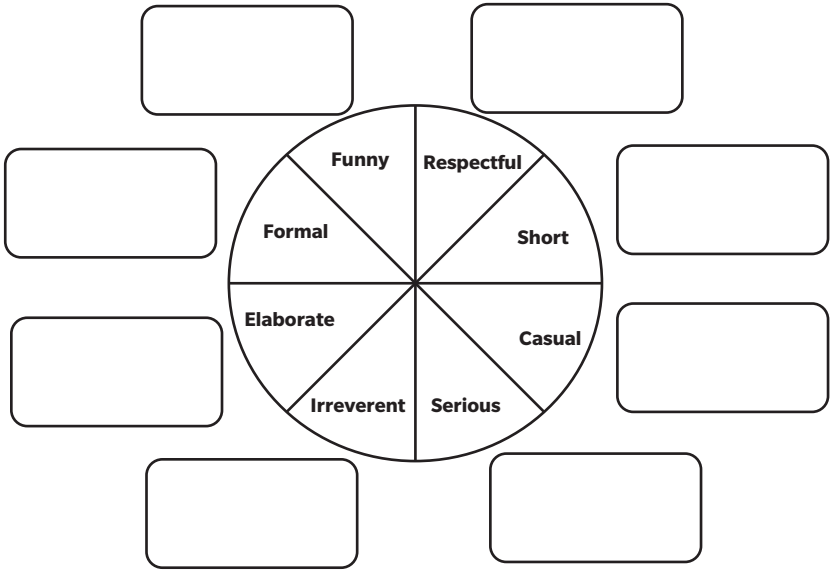
It's important that the tone and language used reinforces your brand rather than creates confusion, just as you would be pretty confused (and a little concerned) if your doctor started to talk in slang during an appointment.

To help you achieve this, here is a framework called the 'Tone and language wheel' that shows the different styles you can adopt. There are four dimensions to consider where the wheel helpfully allows us to interrogate the polar ends of each dimension to determine what best fits your brand. A useful way to determine the right tone and language is to apply a common phrase across the dimensions to see what you believe best reflects the brand.

Here is an example of a tone and language wheel for a restaurant delivery service.



Have a go at doing it yourself using the tone and language wheel template. Pick a phrase that you think you would commonly use in your brand and fill out the various ways you think it could be written based on the descriptor.



Copy and terminology

We have spoken about tone and language – now let’s reflect on copy and terminology. Interestingly, according to Microsoft,⁶ copywriting is the third most important skill in marketing only behind search engine optimisation (SEO) and data analysis. Great copywriting allows customers to easily glide through even what could be complex information, due to the way in which it is written.

It can be broken down into two key areas: technical and non-technical copywriting. The key difference is technical copywriting also considers the fact that copy is used as a tool to enhance SEO and therefore is written in a way that optimises this, focussing on keywords.

There are four key dimensions of great copywriting that you need to be aware of.

Consistency Ensuring that your style remains consistent at every touchpoint	Relevance Whatever we write it needs to be relevant and timely for the brand and audience
Grammar Poor spelling and punctuation is distracting and takes away from what the brand is saying	Syntax Create sentence structures appropriate for the audience and brand