



**Virtual Salon
with Serial Marketers**

Brand Trust In
Enlightened Times

August 4, 2020

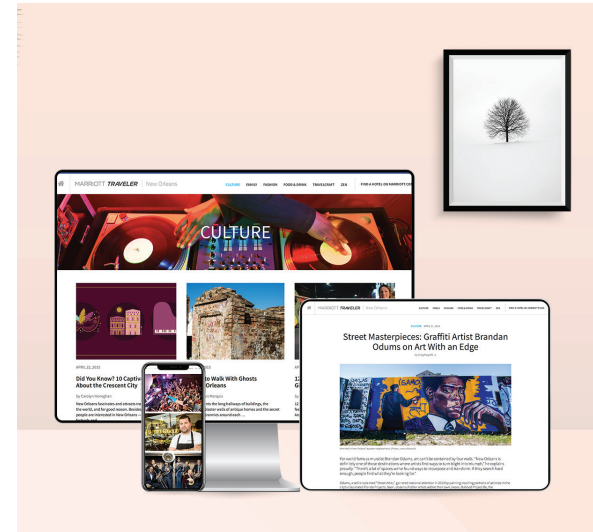
INTRO: MY BACKGROUND

My name is [Alona Elkayam](#). Alona, as in, Barcelona.

I started my career as a designer.

The idea of using words and images to build innovation fascinated me. As a brand leader today, the power of using words and images to create mini universes, these brand experiences, to launch products and services, still excites me.

[Here's a short video](#) of this presentation if you prefer video.



INTRO: MY BACKGROUND

Why I do what I do:

1. I am a first generation American. My grandparents were Holocaust survivors and arrived in America with nothing, but were able to start a business and begin a new legacy. First a grocery store and then a liquor store. The inspiration to help companies succeed burns bright.

2. While a humanitarian, I'm also a supporter of the free-market system. To help consumers know what is available to them through marketing and advertising, whether for necessity or pleasure, makes what we do as professionals, essential.

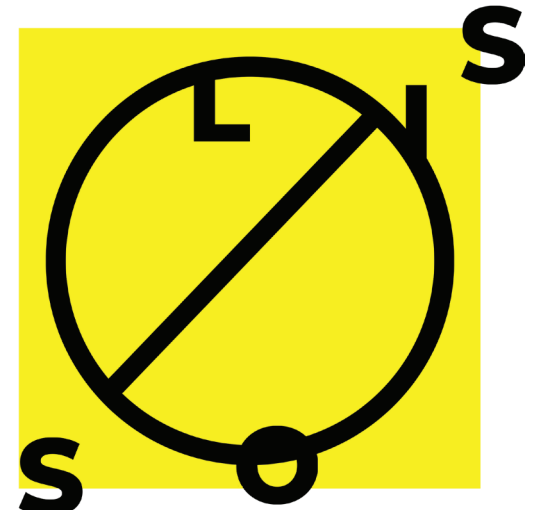


**We are in the era of
brand trust**

BRAND TRUST: ONCE UPON A SILO

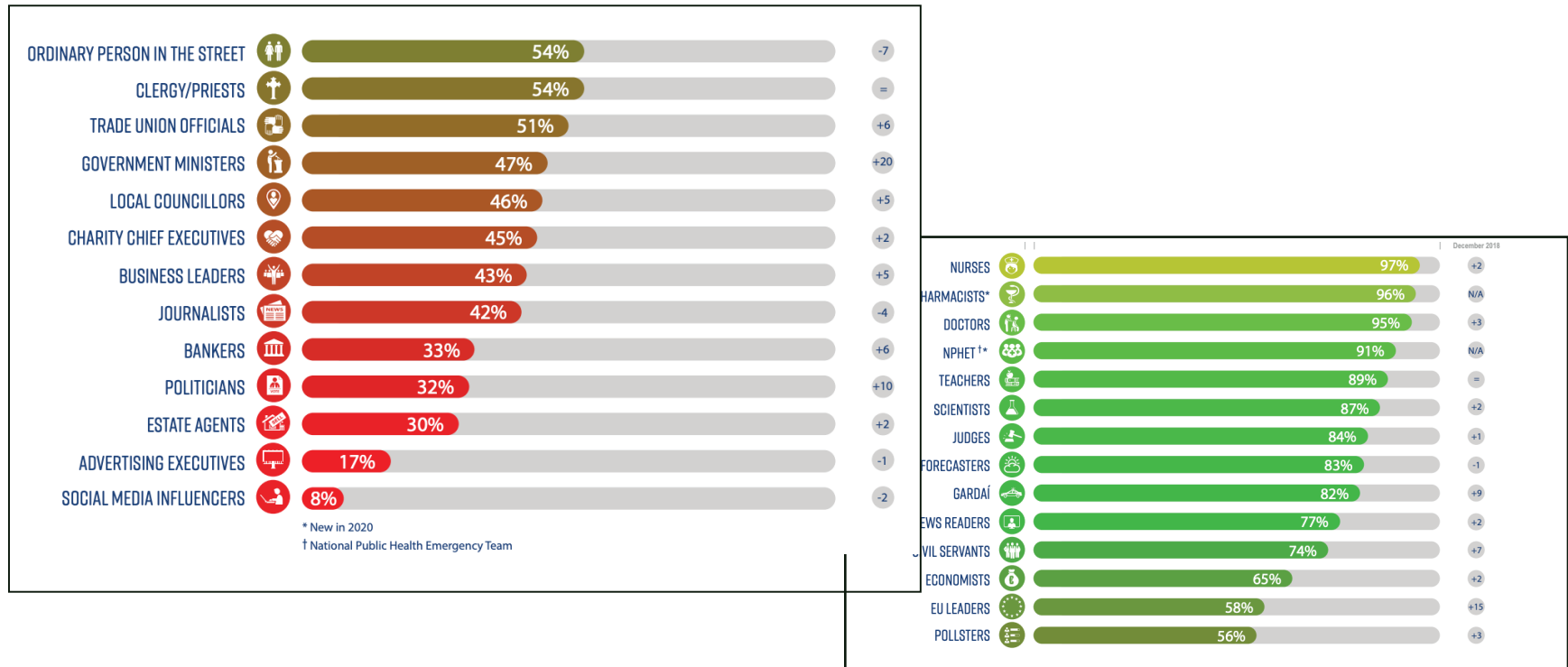
In the early to mid-aughts, when social and content marketing came about, these format were silo'd by brands and their agencies. By 2010, most Fortune 50 brands had advertising, brand, social, content, CSR, diversity and inclusion silos. Too many, right?

Silos cause inefficiencies and redundancies when creating brand experiences across the customer journey like **inconsistent voice across formats, broken brand experiences, and the inability to have a holistic view of our customers because of silio'd data.**



BRAND TRUST: THE DATA

Ipsos's 2020 Veracity Index found that advertising executives are in the top 3 least trusted professionals in America. The question they asked: "Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?"



In 2019, 34% of consumers aren't sure which brands to trust *

* Edelman 2019 Trust Barometer Special Report



**64% of consumers are
belief-driven buyers.
Brand trust embodies
the impact a brand has
on society.***



BRAND TRUST: A TIME FOR CHANGE

In 2019, I met with over 30 CMO's and CEO's of agencies, brands, and consultancies to discuss their biggest creative challenges. This is what I discovered:

In-house Agencies and business units they serve were not aligned on purpose or process.

Ad Agencies wanted to build silos for diversity and inclusion initiatives post #metoo much in the same way they added social 10 years earlier.

Consultancies: Brand consultancies wanted to add content silos much in the same way they added digital 10 years earlier.



BRAND TRUST: BIG YELLOW THINK TANK

Then COVID happened and we saw how difficult it was for brands to pivot and to show up beyond words and assets. **So I started a think tank, Big Yellow Think Tank**, to leverage this abrupt shift and change the way we work and rebuild brand trust. To reframe the purpose of marketing to serve consumers first, then shareholders. To infuse brand values and find ways to truly serve our consumers and their communities vs spending money on hollow advertising.

Our mission is to **break down silos** and build an open source platform that will become a source of truth for processes, benchmarks, and nomenclature. Can you imagine the redundancies we could avoid if there were a Wikipedia like platform or app that had a diversity filter, the creative process, or the definition of branded content that everyone could access?



BRAND TRUST: BIG YELLOW THINK TANK

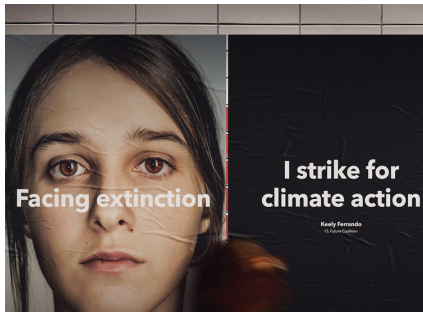
To accomplish our mission, our first initiative is Big Yellow Hackfest is a 2-part virtual competition and festival on November 5 & 12 spanning over a week to come up with a solution for an open source platform that will tear down silos and build customer trust. The event will have an exciting line-up of keynote speakers, DJ's, a surprise MC, live pitches from the winners, and judged by a panel of industry luminaries.

The challenge is submit an idea for an open source platform as a standardized foundation that agencies, brands, and universities can work off of. We believe a unified foundation of industry language, processes, and more connected ways of working across silos will help us all build better brand experiences that create trust.

[Sign up here](#) to join the community, we need your help.



BRANDS: THEIR ROLE IN SOCIETY



Brands must create culture, not follow it
Our role as an industry is not only to inform people of what's available with images and words that reflect culture, but to create and move culture. Examples of culture moving brands:

1. **Olivetti** did more than make typewriters, they funded libraries, restored paintings like DaVinci's 'Last Supper', and built human cities that housed their prized workforce. In 1950, they gave their female workers nine-and-a-half months maternity leave at 80% of full salary.
2. September 2019, brands like **Patagonia** and Ben and Jerry's close for a day and go on strike in support of climate change. Patagonia launched the 1% campaign that donates 1% of sales to climate change.
3. In 1970, amidst a culture of backlash from the civil rights movement, Kodak stood out as a progressive brand to create a black Santa Claus.

BRANDS IN ACTION DURING PANDEMIC TIMES



Carlsberg Beer pivots from a marketing campaign originally mapped out to talk about improvements to the beer experience to a platform that helps local pubs manage a safe drinking experience for pub-goers during COVID. Carlsberg created the LoveMyLocal platform that allows local pubs to register their website and add functionality that will Book a table and pay online (contactless), take online orders, and sell vouchers. You can actually adopt a keg online and then redeem it at your local pub.



Oatly launched the Oatly Department of Distraction Services, an omnichannel campaign that involves a series of video tutorials on how to reuse Oat Milk boxes. These DIY projects range from nacho boats to pack puppets. However silly, each video taps into relatable experiences such as getting stuck at home and dealing with cabin fever. Each video is posted on Oatly's social media feeds, which then link to a landing page on their website.



In 2016, Singaporean Bank, DBS, launched a scripted series, Sparks, based on true client stories, that follows a team of bankers solving client problems from housing to waste management, in an effort to show that banking is more than transactions. Now in Season 2, Episode 7, which aired last week, and shot during the pandemic uses a mock Zoom-like format to depict the DBS team solving "based on a true story" insurmountable client challenges taking place in pandemic times.

Thank you

contact:

Alona Fromberg-Elkayam

aelkayam@farfromtimid.com

farfromtimid.com

IG: @bigyellowthinktank

@befarfromtimid