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MUUC 19

The agency publication for and about you.

BRAND CHARMER

*The role of marketing in an
ever-evolving tech sector. —>*



the fold



STARTING A CHARM OFFENSIVE

How businesses' marketing and brand strategies must evolve to keep their audiences engaged and up to speed with the ever-accelerating pace of technological change.

Noted futurist and Google's Director of Engineering Ray Kurzweil said in 2001 that humanity's rate of technological innovation was doubling every decade. In his essay 'The Law of Accelerating Returns', he stated "We won't experience 100 years of progress in the 21st century – it will be more like 20,000 years of progress."¹

His statement is astounding, provocative and almost impossible to imagine, yet we see the evidence around us every day. New ways of integrating technology into the everyday, and new ways to live, work, play and communicate with each other have transformed our way of life on a global scale in an incredibly short period of time. To put it into context, it took 75 years for us to innovate from the first steam train to the first automobile, yet in an equivalent time period we have been to space, invented multiple global communications networks, discovered new power sources, and are beginning to unlock the secrets of the human genome itself.

However, the path to technological innovation does not always run smoothly, and people do not always embrace innovative new products and services in a logical way – basing their decisions on factors other than simple technological improvements. History is littered with examples of new products that failed to find their place in peoples' hearts and minds; from BetaMax video storage to Apple's Newton and more recently Google's Glass wearable device. Each of these had something new and innovative to offer, and yet are now seen as some of the business world's most startling failures. Each of these results seem to have at least one thing in common; the audience weren't ready for them. Either they couldn't see the need in their own lives that the product was looking to fill, they weren't willing to compromise on cost or the brand that manufactured the product or service wasn't trusted or respected.

Although a business' brand or marketing strategy cannot completely counteract these challenges, or create consumer demand out of thin air, a strong, strategic approach can help guide a customer through the benefits and opportunities an innovative new technology can bring. This ensures that your market has both the conceptual space to appreciate your product's potential and the appetite to incorporate it into their lives, even if your new product or service isn't the most advanced of its type.

Two of the world's largest and most influential brands, Apple and Microsoft went head to head in the personal music player market with the iPod and the Zune. Each were broadly similar from a product perspective, but the Zune was entering a market dominated by the iPod. The Zune had brand on its side as both parent brands were equally well known. However, where Microsoft failed was that it could not effectively position its product as new or differentiated from the iPod; and customers were reluctant to embrace it. In his Zune retrospective, Slate's Farhad Manjoo writes; "To beat it [the iPod], Microsoft needed to offer something that would make Apple's device look pitifully old-fashioned. The Zune HD didn't do that. Its physical design marked it as being different from an iPod, but that was pretty much the only difference. There was no reason to buy the Zune unless you wanted to stand apart from the Apple cult."² Many other factors contributed to the Zune's demise, both external and internal to Microsoft, but a strong, innovative market position and brand strategy might have helped Microsoft turn the Zune into a success.

1. www.kurzweilai.net/the-law-of-accelerating-returns

2. <https://slate.com/technology/2012/10/microsoft-zune-how-one-of-the-biggest-flops-in-tech-history-helped-revive-a-great-american-tech-company.html>



BANG

To help ensure that your latest or next product offering becomes a success, a strong brand and product marketing strategy could be crucial. We reflect on our top pieces of advice for any marketing strategy to succeed.

KNOW THE PROBLEM YOUR PRODUCT SOLVES

Any campaign needs to clearly and effectively demonstrate why your product has a place in your audience's lives – either making something easier to accomplish or allowing them to do something they weren't able to do before. In the latter case, be careful to judge the new capability correctly – avoid the Google glass error of headlining a feature that no-one wants!

KNOW HOW YOUR CUSTOMERS LIKE TO LEARN

As well as understanding what your customers want from your product, it's important to consider where and how they are willing to engage with it. A more complex product requiring a deeper explanation may not work in a smaller print advert, for example and attempting to explain too much in a small space can disenchant your potential customers. Short-duration videos may be more effective.

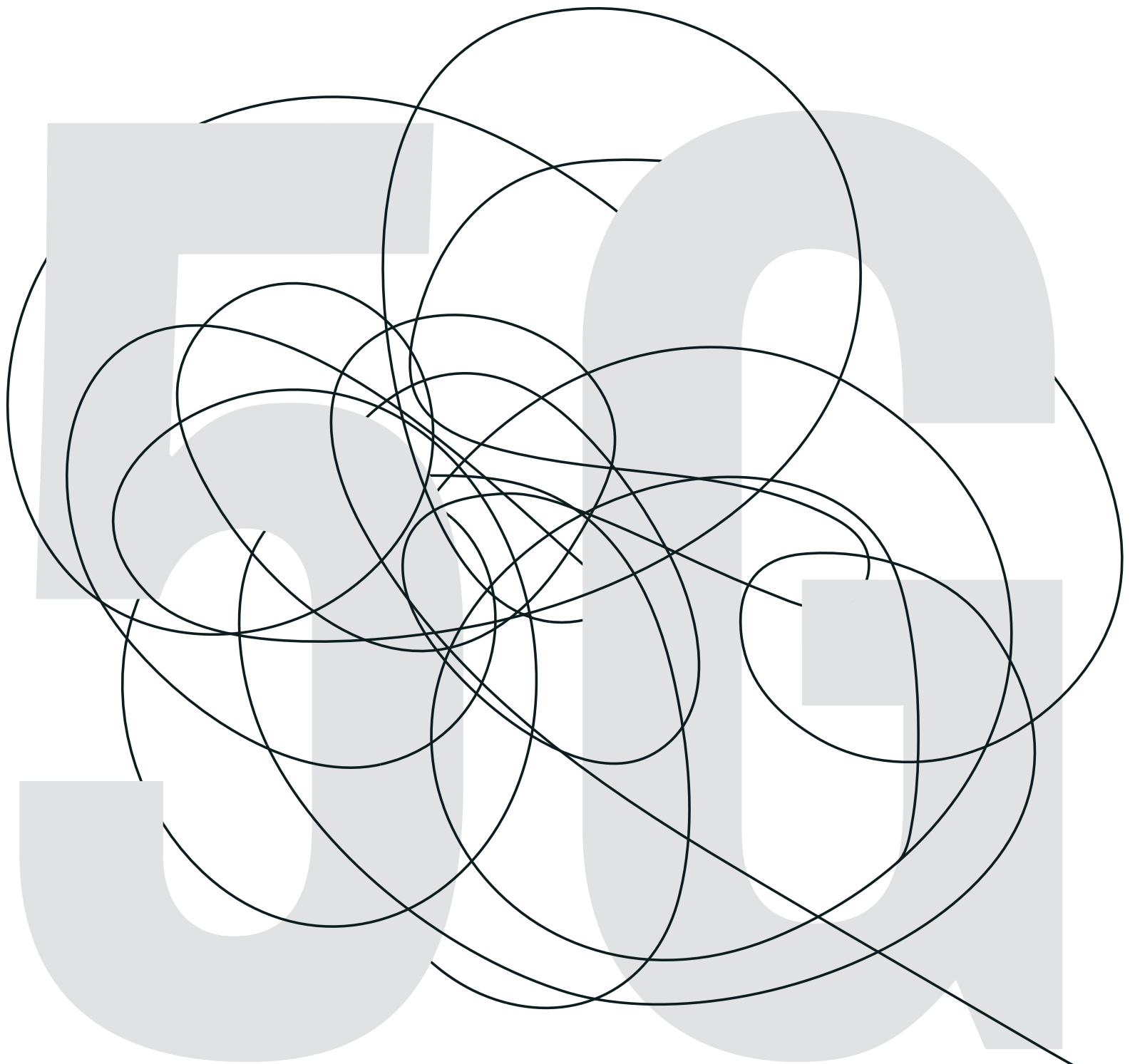
NEW PRODUCTS MAY NEED NEW CHANNELS

When planning your campaign, make sure that you consider new and evolving communications as part of your planning process. People who join new social media platforms, for example, tend to be early adopters and more open to new products and services. Constantly reviewing these emerging channels and clearly evaluating their potential impact will help to position your brand as a true innovator.

WHAT YOU LOVE MIGHT NOT BE WHAT THEY DO

With long development cycles and a lot of love, attention and focus, your new product is ready for market. However, as you prepare to deploy, make sure your audience remain your central focus. You may love your new product because of an innovative new software, for example, where it may be that your markets love the combination of price point and look and feel for your new product. Don't let your long days, weeks and months of development blind your marketing strategy to the actual reasons your audience will choose your product!

Whatever your product or device, whether it's brand new or tried-and-tested, a strong, coherent brand and marketing strategy can help to give it the best chance of success.



Helping G+D communicate the impact of complex
changes in a simple and effective way.

G+D Mobile Security is a global mobile security technology company headquartered in Munich, Germany. Part of the Giesecke+Devrient group, G+D Mobile Security employs more than 5,700 people and generated sales of approximately €812m in 2017 alone. They approached The Fold to help them educate and inform their customers about the future impacts of 5G, the crucial part that security must play in future developments, and how G+D Mobile Security are perfectly placed to help prepare their customers to enter the challenging and exciting world of 5G connectivity.

With the imminent commercial launch of 5G technologies, it seems as though every player in the telco ecosystem has a perspective on 5G, making the content landscape complex and hard to untangle. So The Fold decided to take a different perspective on the traditional whitepaper format, constructing a narrative around steps to take in preparation for implementing 5G. Aimed at a C-suite telco business audience rather than a technical one, the whitepaper carefully guides the reader through the implications and impacts that 5G connectivity will have on their sales, marketing and operations, ensuring that their customer, with G+D's further support, can implement 5G services easily and effectively.

This approach clearly demonstrates the need for B2B content makers and marketers to have a clear through line of approach when discussing new or innovative technologies. It's a crowded market out there, and if businesses are to achieve their commercial goals through their content marketing, a unique perspective or useful, implementable advice and guidance is key.

Once The Fold crafted the subject matter and copy, they turned their attention to the graphics and illustration to support the whitepaper. G+D Mobile Security have a strongly integrated brand architecture, with a unified look and feel. This brand, although strong, is fairly new and illustration styles had yet to be defined. The brand is effective in ensuring customer recognition and cut-through, so The Fold's challenge was to establish a sense of newness, innovation and trust, whilst working within a strongly regimented brand identity – especially when considering the brand's use of photography.

To establish this sense of innovation, The Fold turned away from the traditional photography route, instead creating multiple bespoke illustrations to depict the future in an eye-catching and friendly manner. Housed within G+D's strong brand identity, illustrations ensure standout even amongst G+D's other publications and helped depict content discussing the future of 5G in a compelling and consistent way.

The Fold used this experience to help G+D define a consistent illustration brand style, complementing their existing look and feel but also giving all areas of their business the flexibility to include illustration where appropriate.



TOP 10 TIPS

TO HELP YOU CHOOSE THE RIGHT MARKETING AGENCY FOR YOUR BUSINESS

There are many different marketing, design and branding agencies out there, each with their own strengths and weaknesses. Here are ten things to consider when choosing your next agency and managing the early days of the relationship.

1.

UNDERSTAND YOUR INTERNAL ENVIRONMENT

Before you explore potential agency relationships, you'll need to make sure that you fully understand your business' needs, expectations and resources, particularly around budget. Clearly setting out your requirements and constraints will help to narrow the field before you even start selecting an agency, giving you a strong set of criteria against which to judge your selection.

4.

LEARN FROM OTHERS' EXPERIENCE

Another excellent way to understand how effective a potential agency might be is to review others' experiences of working with them. Most agencies will present case studies on their website, and they can be a useful way to understand the agency's approach, their successes, and their understanding of markets they've worked with. Reviews on third-party sites can be another effective way of measuring effectiveness.

2.

FULL SERVICE VS SPECIALIST

Agencies tend to fall into two categories depending on the services they offer. Some strive to provide every potential marketing and design service, typically supporting your business over the longer term as a virtual marketing team. Specialist agencies, however, focus on one area as their main service offering and typically work on a more transactional project-by-project basis. Your previously established criteria will help you decide which type is better for you.

3.

SECTOR/MARKET UNDERSTANDING

Although it's true that marketing expertise can be applied across multiple market sectors, it's often reassuring to know that your potential agency partner understand the sectors in which your business operates. Look at your potential choices' websites or reach out for a quick discussion with the agency to discuss their sector expertise.

5.

THE PROOF IS IN THE PUDDING

When evaluating an agency's case studies, look at their stated results. Concrete proof of outcomes, like customers acquired, return on investment or awards won can give you a useful indication of the agency's potential. However, it's important to remember that case studies are promotional devices, so treat any claims with a discerning eye.

6.

SELF-PROMOTION

A useful way to evaluate an agency's potential is to review how they present or promote themselves. If their website, social media presence or promotional materials impress, then it's fairly logical to assume that the agency is capable of bringing the same level of gloss and professional approach to your business too.

7.

CHECK THE RAPPORT

Assuming you have, at this point, selected one or more agency to consider further, the next step is to meet with them. The first meeting can be incredibly important, as you'll be working closely with your chosen agency. Assessing whether you feel the beginnings of a good relationship and if you'll be comfortable dealing with them regularly, will often be the tipping point for making your final choice.

8.

QUESTIONS ARE KEY

During initial meetings, and briefings, the most revealing thing will often be the questions that your agency asks. Whether it's to confirm understanding, expand upon your brief, or to bring up points that you may not have considered, questions are a vital part of the briefing process. Beware agencies that ask very few questions, as it may point to insufficient understanding or a lack of investment in your project.

9.

MEET THE WHOLE TEAM

Your regular contact for medium and large agencies will usually be an account manager. This is the person who relays your brief to the agency's creative team. If possible, request to meet with this team as well, so you can brief them directly and give them a more thorough understanding of your business and its needs. Balancing your relationship with your account contact and the agency's creative team will help to build a longer-lasting and more fruitful relationship.

10.

REGULAR CONTACT

In the early days of working with your agency, regular contact is important. As with any other relationship, investing time and building understanding will pay dividends in the long run. Regular calls or face-to-face meetings will help to cement this relationship and lead to better, more effective creative work.



There you have it! Our top 10 tips for building a successful new agency relationship. If you'd like to see if The Fold can live up to our own advice (and we think we do!) then please do get in touch to explore how we can help transform your business: hello@thefoldcreative.com



BEAUTIFULLY
EFFECTIVE IDEAS

10+

years in the business of helping
other businesses

7m+

people have interacted with
our work

6

continents reached in over
10 languages

the fold

We're The Fold, a consultancy that creates work that looks great and delivers results. We call them beautifully effective ideas.

We believe that a more open, bespoke approach leads to better outcomes, so we founded The Fold in 2010 as an antidote to impersonal agencies and generic solutions. Since then we have produced work that both looks great and delivers great results for clients ranging from retail fashion to IoT.

Working across multiple marketing channels, every client and every client project receives a bespoke, focused solution to their requirements. The Fold can help with any marketing, branding or design challenge, including:

- Campaign and brand strategy
- Brand identity
- Content and social marketing
- Advertising
- Digital
- Experiential and 3D design
- Motion, video and animation

“
The team at The Fold has done a fantastic job at capturing the connection between our products and our customers' lives with their campaign work.
”

**Stephen Roberts,
Marketing Manager, Yale UK**

This year, The Fold will be on site throughout the duration of Mobile World Congress. We'll be visiting existing clients to see their work in-situ and meeting new businesses who are interested in conquering their marketing challenges.

Let's talk! Email hello@thefoldcreative.com to arrange a chat at MWC or at a time that's more convenient for you.



UNLOCKING POTENTIAL

The Fold brings smart security to the masses.

A little over two years ago, The Fold set off on a journey with Yale, the UK's most trusted lock and security company, as they ventured into the world of smart home security. It's a rapidly expanding market, with predicted growth of up to 20% year on year until 2022 and most homes predicted to become 'smart' by 2040.

The first project The Fold were asked to look at was the launch of their Conexis® L1 smart door lock – a keyless entry system, enabling customers to remotely control their home security through a smartphone app.

CHALLENGES

Yale are a trusted UK brand, but customer perception was staid with little credibility in the consumer space for smart technology or innovation. The Smart Living brand needed revitalisation to encourage customers to place their trust in a product that completely changes how they protect their most precious assets; their home and family.

When it comes to smart home technology and keyless door locks the UK public are slow adopters, unlike for example our Scandinavian counterparts, where it is commonplace to have a smart door lock.

INVOLVEMENT

From the outset, The Fold led on audience research, marketing strategy, creative ideation and campaign execution, meeting all challenges throughout the project.

THE BIG IDEA

With Yale already firmly entrenched in home and family life, The Fold built the campaign around this, exploring how this innovative new product can impact and improve customers' lives. The key to modern life; a very special day in the life of a modern family that's helped along with Yale smart door lock technology.

For the central part of the campaign; we created a 30-second TV spot designed to appeal to families – centring around a daughter returning home early from travelling to surprise her dad on his birthday. The advert aired on more than 60 UK national TV channels including Channel 4 and ITV.

Yale's social media presence was a key part of the launch strategy. As part of this, we carried out a separate campaign photography shoot to support Yale's social and advertising presence.

THE RESULTS

Within weeks of launching the campaign, the response was immediate and extremely encouraging. Sales of the Conexis® L1 were 50% above pre-launch projections – with a corresponding 111% increase in website visits. The TV advert was also extremely well-received, with more than 50% of the UK population viewing the advert during its run.

The award-winning product has continued to feature heavily in the media, developing a position as a revolutionary smart home device.

BEAUTIFULLY EFFECTIVE IDEAS

67m+
impressions

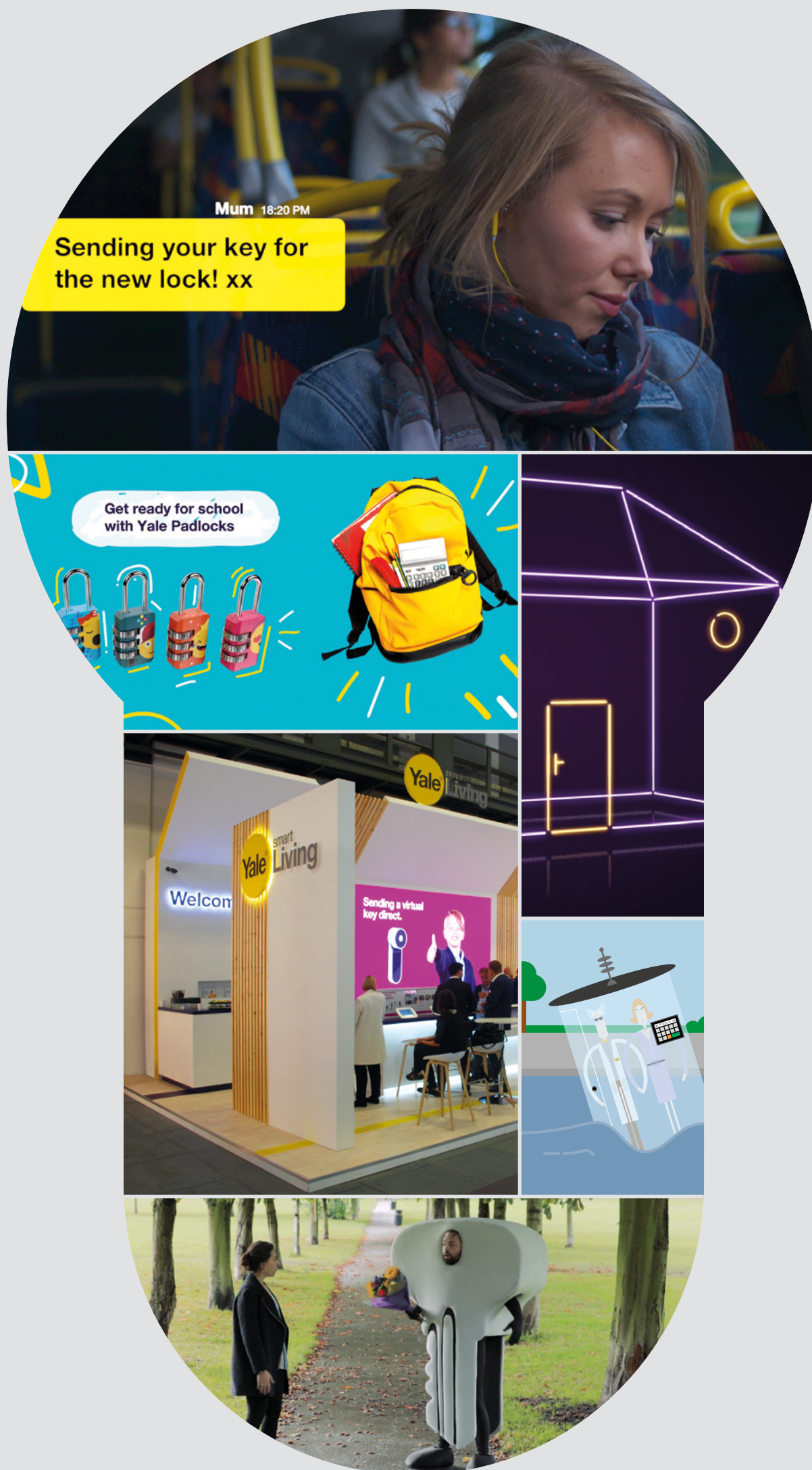
111%
increase in website visits

50%
sales uplift post launch

THE FUTURE

Since the launch of the Conexis® L1 our relationship with Yale and the wider group of brands under the ASSA ABLOY umbrella has flourished.

Producing multi-channel product and brand awareness campaigns for EMEA and the Americas, we have overseen shoots around Europe, created animations and developed trend analysis to inform future product design. We have also provided creative for Yale Smart Living at IFA 2018, the consumer electronics show. This included everything from design and delivery of the stand through to digital communications and video content.



OF COMMUNICATION

Making a technology brand feel human.

IDT Express is one of the key services for global telco giant IDT's wholesale arm, offering businesses flexible international voice call termination services. The Fold were commissioned by IDT Express to execute an extensive brand refresh across all touchpoints.

CHALLENGES

The Fold worked with IDT to identify the main challenges and issues with the IDT Express brand. Firstly; the brand was visually disconnected from its parent, which is extremely well respected in the global telco community.

Secondly; the brand failed to reflect the innovative, global and future-focused nature of the service and lacked impact on the global stage.

RESEARCH

After careful research in the wholesale telecoms market, The Fold found that most other brands were dry, formal and overly-concerned with technical jargon. There was a desire to shift the tone for IDT Express, emphasising smart tech leadership in a warm and personal way.

Extensive workshopping with the client culminated in the a new proposition 'Voice termination. On your terms' and agreement on three key benefits: speed, control and flexibility.

The decision was made to visually align IDT Express with its parent brand whilst creating a new expression to reflect its innovative and global offer.

EXECUTION

The Fold created a full brand expression for IDT Express that could stand across multiple market channels, from digital and print to merchandise and experiential activity:

The brandmark; emphasising the globality of the brand, The Fold used the three bars of the 'E' in IDT Express to suggest the shape of a globe, suggesting speed, control and flexibility. This became the foundation of the brand.

Expression; The Fold developed a series of yellow fluid flowlines that interact with graphic elements and photography to depict the flexibility of the service.

Colour; taking inspiration from the general IDT colour scheme, we assembled a palette of warm greys and vibrant yellows to create a strong visual impact – colours which have now been adopted by the parent brand.

Tone of voice; to distinguish IDT Express from the competition we shifted the tone of their communication from a dry, technical expression to a more personable one, delivering smart, business-focussed insights in a warm and human way.

The Fold developed the look and feel for a new website and all communications, documenting the newly defined brand through extensive guidelines.

LAUNCH

The Fold launched the new brand at ITW Chicago, the world's biggest wholesale telecoms event.



A VIEW FROM THE CLIENT:

IDT TELECOM

IDT Telecom's former Global Marketing Director, Clare Butler, discusses her experiences working with The Fold during brand launches and award-winning experiential and campaign activity.

Q. Can you briefly describe your experience working with The Fold during your time at IDT Telecom?

A. Working with The Fold was a delight. I'd previously worked with the team for many years during my career, and so I viewed them as a trusted partner to support my work at IDT Telecom.

Q. What made The Fold such a good fit for you?

A. I could always trust them to deliver, no matter how complex the brief or short the deadline. I particularly enjoyed the briefing process, it was easy, responsive and the team always managed to bring something extra to their response, delivering on my brief, but then looking at my requirements in a new way, bringing a solution that I might never have considered. The Fold understood the creative and commercial challenges we faced, as always their answer to the brief was as elegant as it was practical.

Q. Can you tell us about some particular highlights?

A. The relaunch of the IDT Express brand was a brilliant experience from beginning to end. Hard work, but I'm very proud of the results we built together. Unveiling that new brand at ITW 2017, the world's biggest wholesale telecom event, was particularly pleasing. The new brand gave us unprecedented cut-through and was a real head-turner.

Not to forget winning Best Event Marketing Campaign at the Global Carrier awards.

Debuting at CES 2017 in Las Vegas, the Inmarsat Connected Car was a proof-of-concept project, exploring the possibility of allowing OEMs to plug cars into the Inmarsat network to offer enhanced navigation, managed security, telematics, over-the-air-updates and many future applications.

From the initial CGI artwork, The Fold produced a set of future-focussed print, signage and digital collateral, expressing the Connected Car concept through the lens of a near-future CGI environment. They produced a series of digital presentations, print brochures, a microsite, signage and iconography to effectively illustrate the service, which debuted to great acclaim at CES 2017.

NAVIGATING THROUGH THE WORLD OF CONNECTED CARS

With Inmarsat, the mobile satellite communications company.

With no concrete product to foreground, The Fold were challenged to create an impactful visual proposition for the concept and create excitement amongst car manufacturers at the show. Drawing on their 10+ years relationship with Inmarsat, with work produced across all Inmarsat's target market segments, The Fold easily grasped the product and the target market.

They proposed a style that spoke to car manufacturers in an engaging, impactful visual language that provided instant attention-grabbing awareness but also communicated the technical aspects of the service. They created a CGI environment that depicted the near future, featuring sleek CGI that could be adapted and updated to create any number of applications or visuals.

**BEAUTIFULLY
EFFECTIVE IDEAS**

10+
year client relationship

3
product brand launches

4
service launches



VEHICLE SYSTEM UPDATE

78% COMPLETE





If you'd like to learn more about how we can help
your business conquer marketing challenges,
revitalise your brand and create beautifully effective
communications, have a chat with us today.

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