



The Art & Science of Brand



Claire Austin

Principal Content Solutions
Consultant

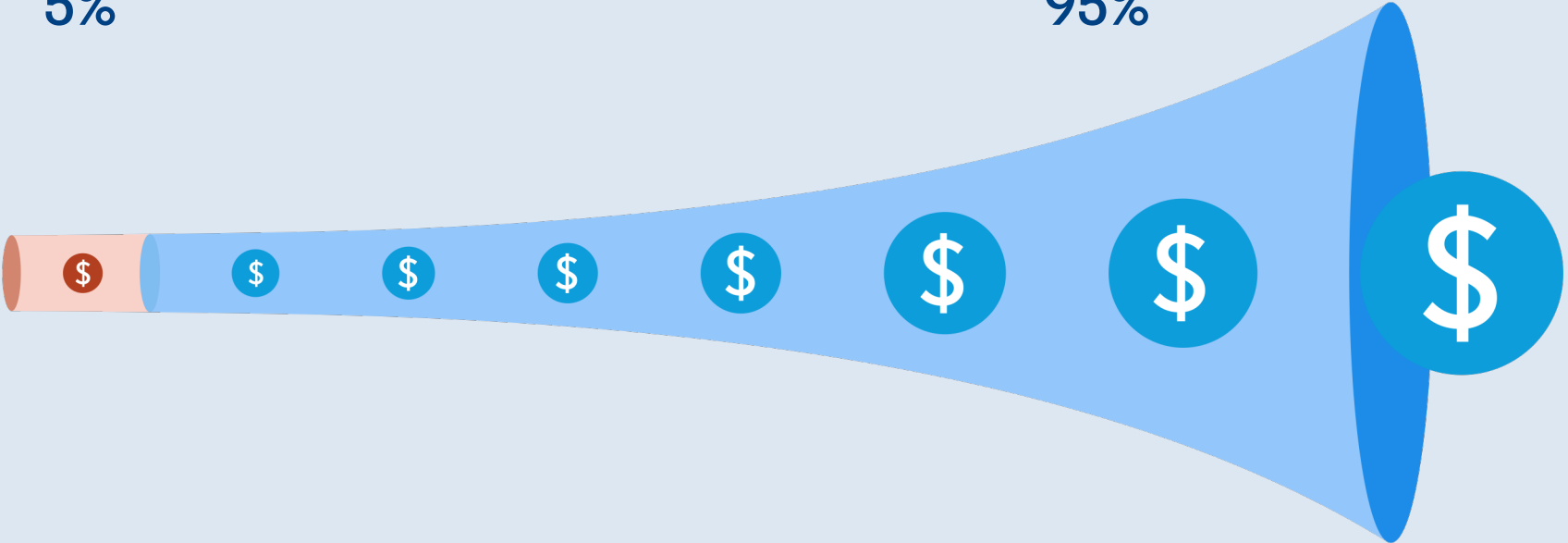


Follow me on LinkedIn

Why is Brand important?

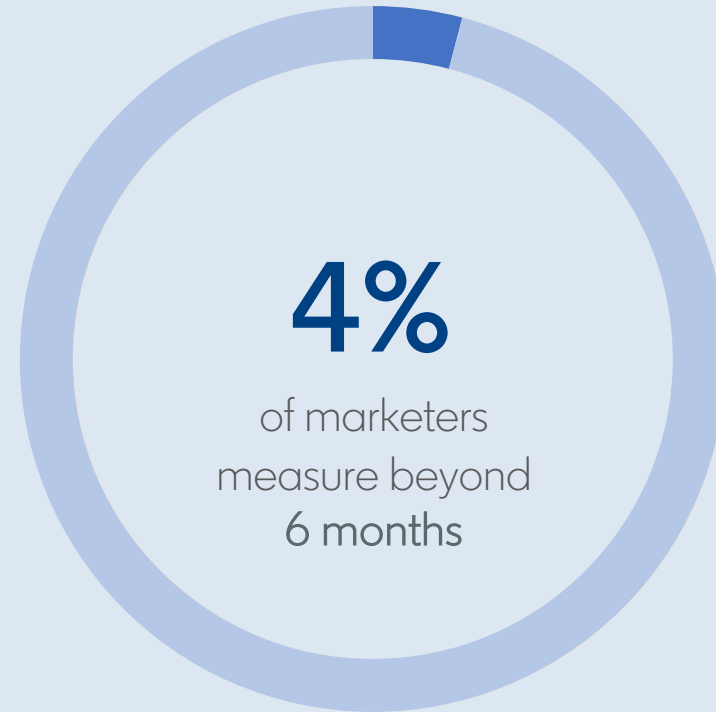
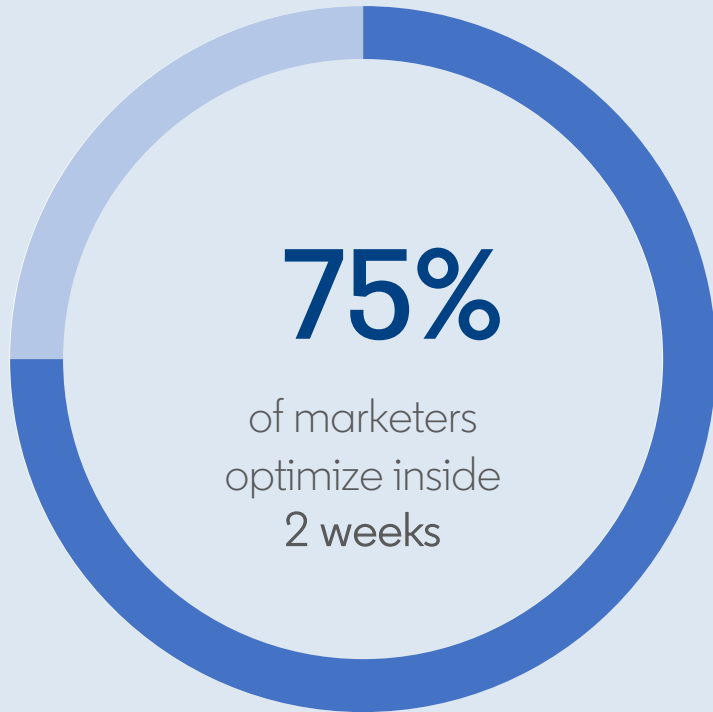
"In Market" Buyers
5%

"Out Market" Buyers
95%

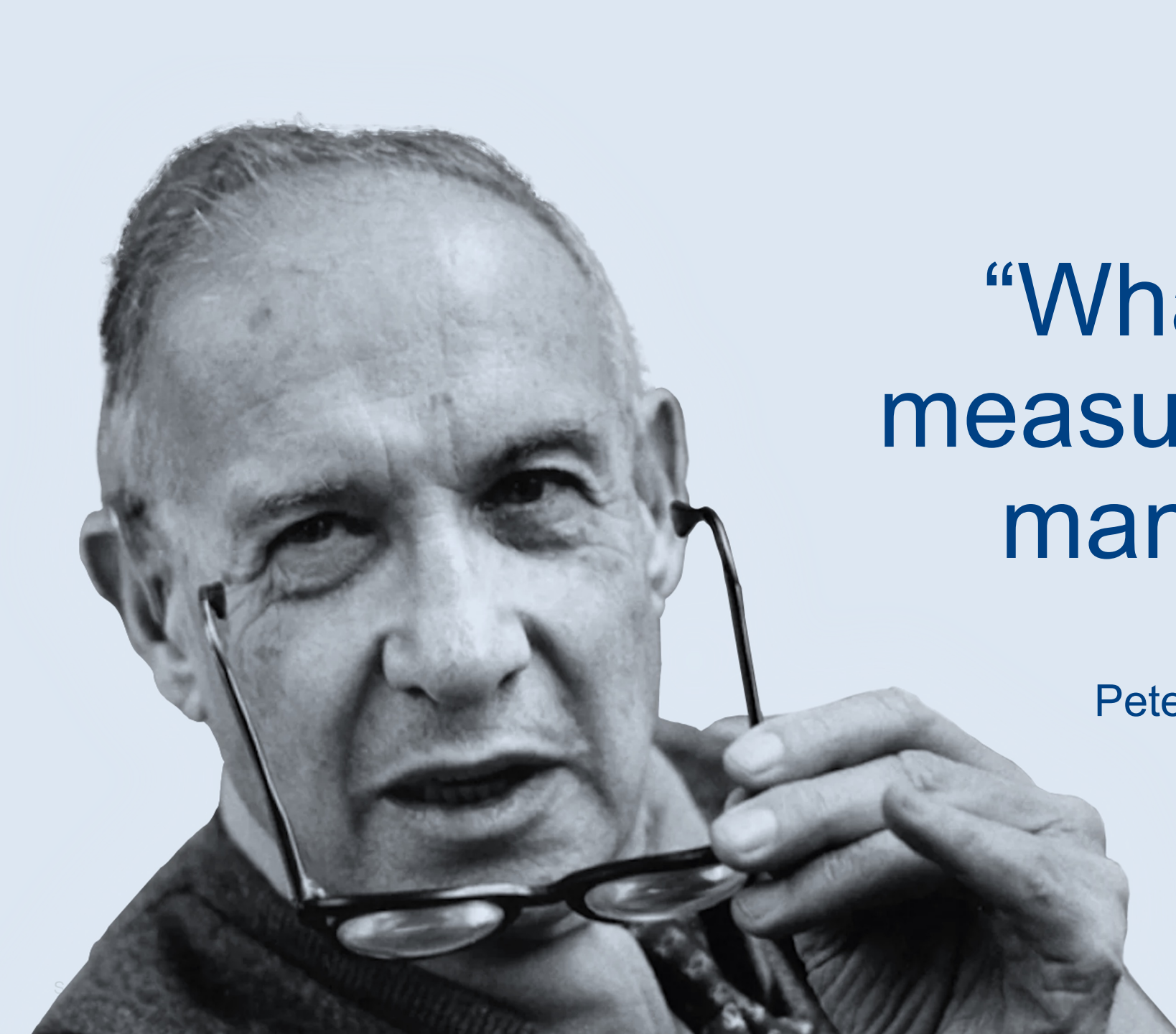


Time

How do you invest?



Source: LinkedIn, ROI Study

A black and white close-up photograph of Peter Drucker. He is looking slightly to the right of the camera with a thoughtful expression. He is holding a pair of dark-rimmed glasses in his right hand, with the frames resting near his chin. The background is a plain, light color.

**“What gets
measured, gets
managed”**

Peter Drucker

LinkedIn

Source: Peter Drucker

Decoding the science of branding

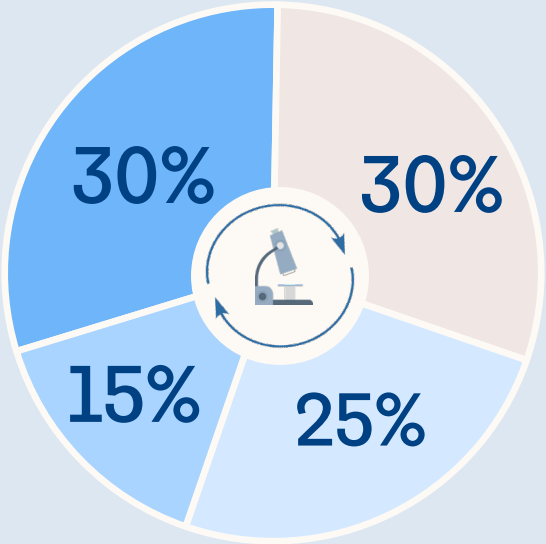
A machine learning algorithm to identify factors that contribute to the increase in brand awareness across 680 native brand lift studies



Creative, media planning and brand networks effects significantly contribute to brand awareness lift

1. Creative drivers of attention

4. Other media tactics

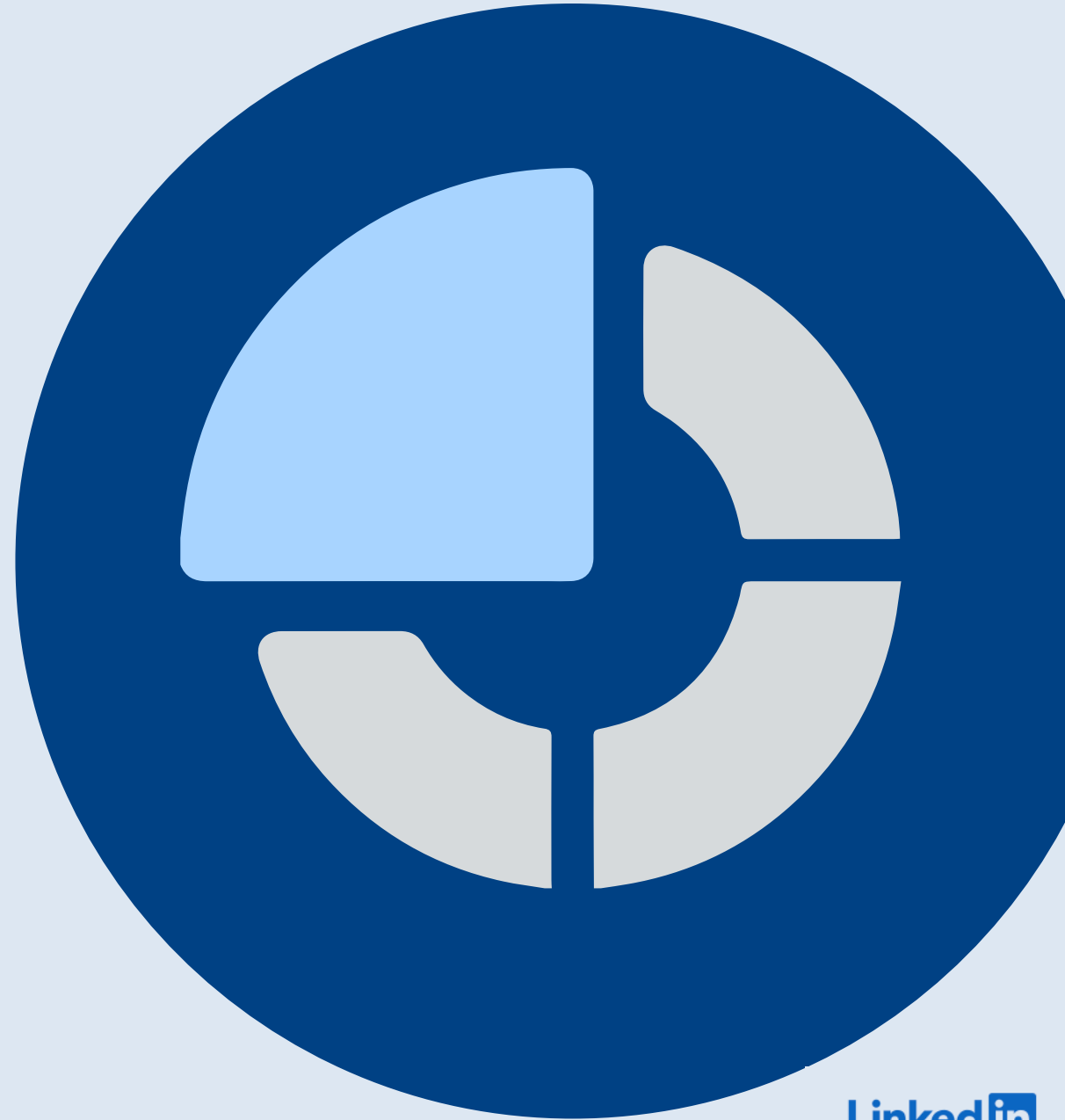


2. Media delivery levers

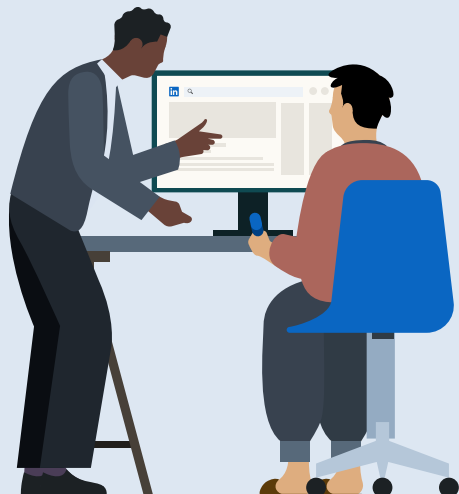
3. Existing brand network effects

*% - Feature importance/contribution to explain model variance and score predictors of brand awareness

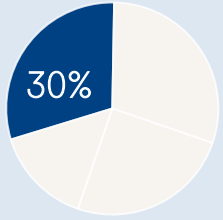
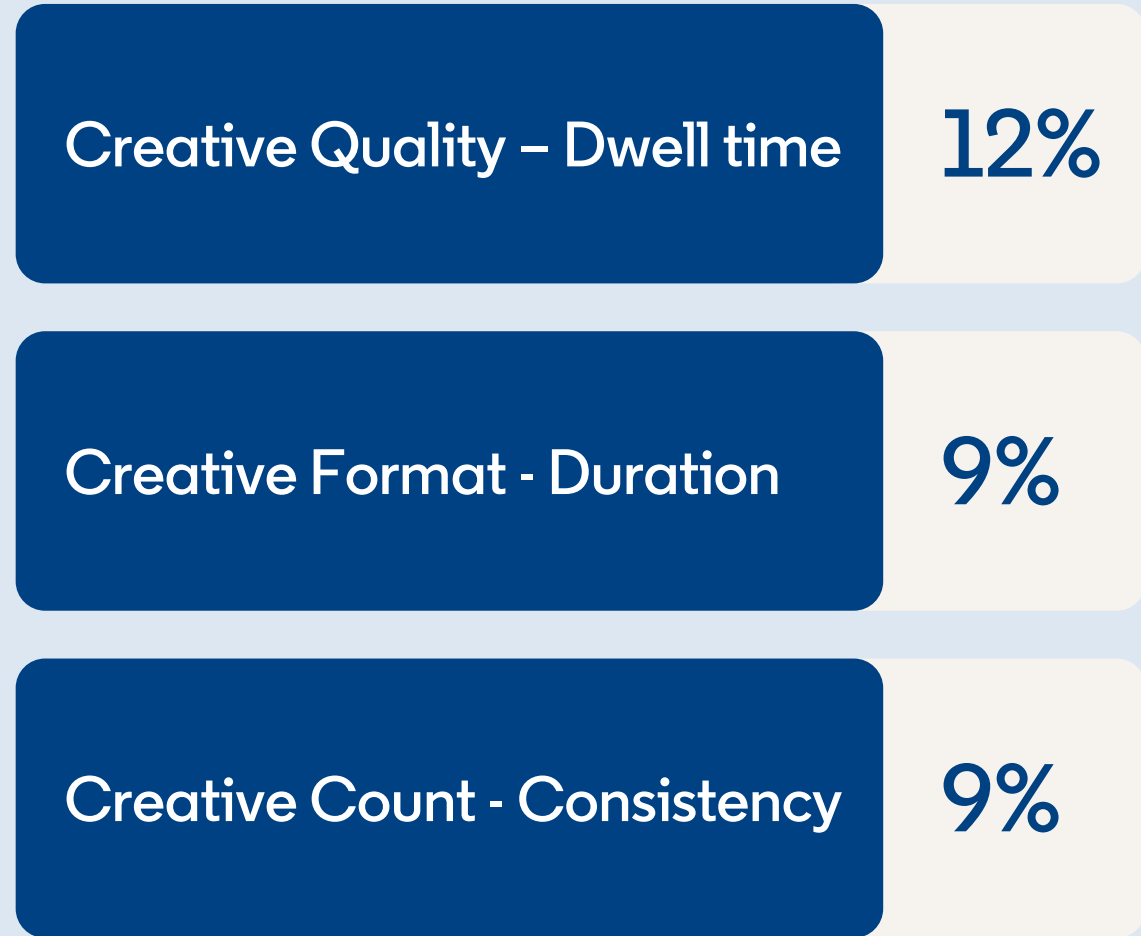
1. Creative Drivers of Attention



Attention is the leading predictor of brand/product awareness

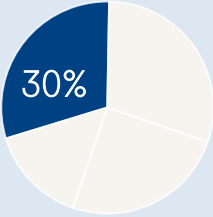


Creative factors

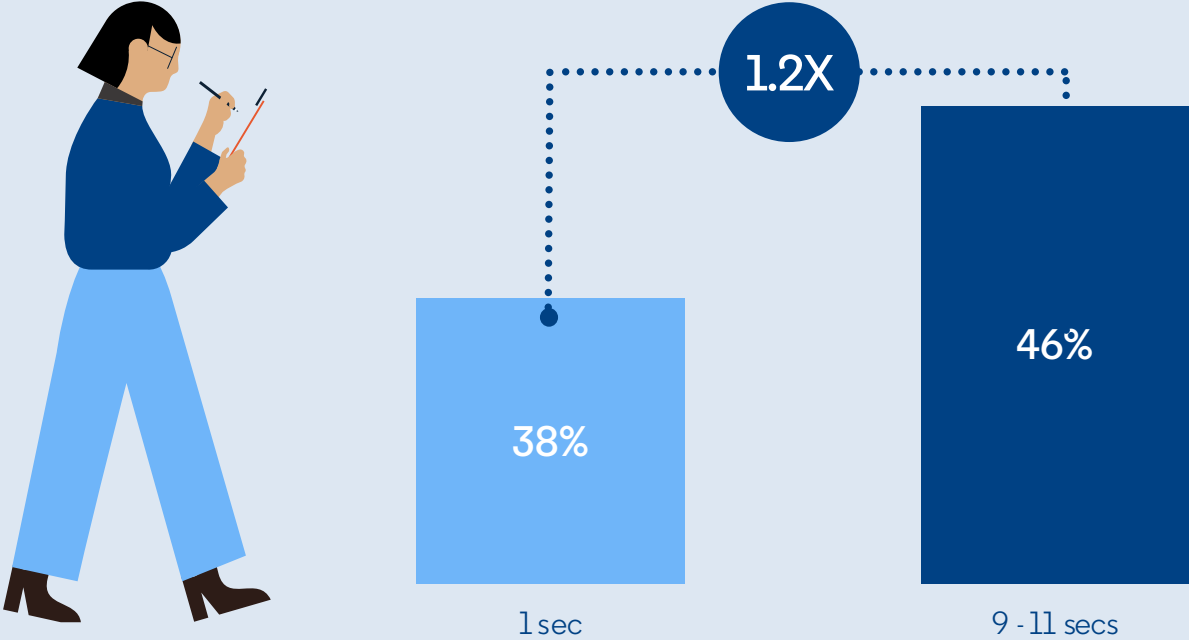


*Feature importance/contribution to explain model variance and score predictors of awareness

Capturing and maintaining audience attention is critical



Dwell-time vs. % of positive response to brand-awareness lift**



Source: LinkedIn internal data, 1/1/22 - 12/31/22 ** Members in the test group who responded in positive to the question on whether they are aware of the brand when surveyed via LinkedIn native brand lift study

Pro-Tip [Attention]

Tell
captivating
stories,
showcasing
and solving
pain points

A.P. Moller - Maersk
1,849,229 followers
Promoted

Finding new profitable solutions through logistics used to be as difficult as discovering an old forgotten kingdom. But a new path has appeared.

New digital platforms offer visibility and connect physical assets and unique insights on the journey. Where it leads is for you to discover but it starts at maersk.com/newpaths

©2023 A.P. Moller - Maersk

Fortune favours the curious - Discover new paths [Learn more](#)

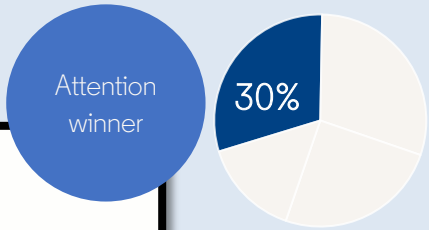
A.P. Moller - Maersk
1,550,041 followers
Promoted

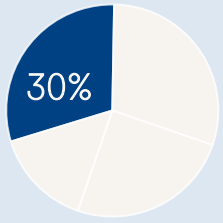
Want to go on a treasure hunt? Unlock profitable solutions with truly integrated logistics. The adventure starts on maersk.com/newpaths

©2023 A.P. Moller - Maersk

ALL THE WAY

Fortune favours the curious - Discover new paths [Learn more](#)



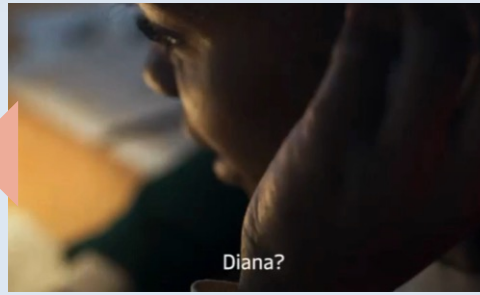
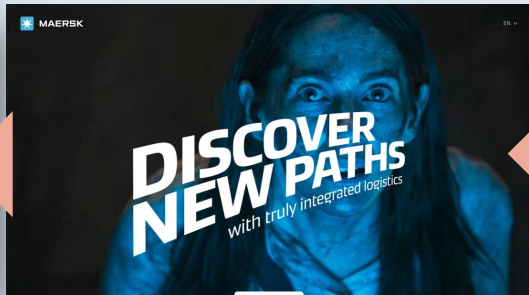
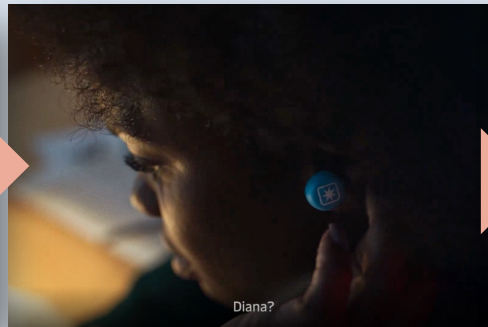
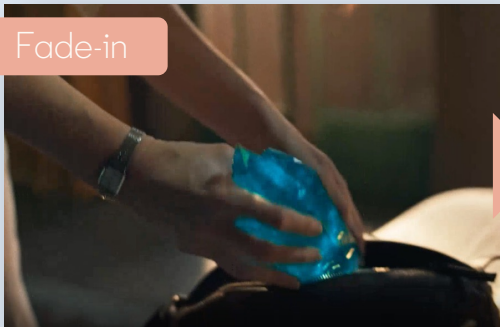


Why does it work?

“Now insert the “cargo”

“Subliminal brand cues upfront”

“Brand cues along the way”



“Discovery new paths with truly integrated solutions”

“Captions – make it accessible”

- ✓ Three-Act story structure; setup, hook, resolution
- ✓ Components of a good hook: compelling question, twist on the expected, conflict, personal connection
- ✓ Distinctive brand codes creatively incorporated

Pro-Tip [Attention]

Evoke emotion with humour and authenticity

Driver and Vehicle Licensing Agency (DVLA)
Promoted · Government Administration

Hard to hide. Easy to tax. We can always spot an untaxed vehicle.



Tax it, don't risk it. [Learn more](#)

Top Performer

hp HP · Following
IT Services and IT Consulting

Collaborate from anywhere, even if there is background noise with the HP Dragonfly with AI noise reduction #Windows11

Work Happy
hp.com/workhappy



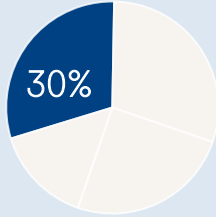
hp Windows 11
Windows 11 Pro is built for secure hybrid work

HP Dragonfly 13.5 inch G3 with AI based noise reduction requires myHP application and Windows OS
© 2023 HP Development Company, L.P.

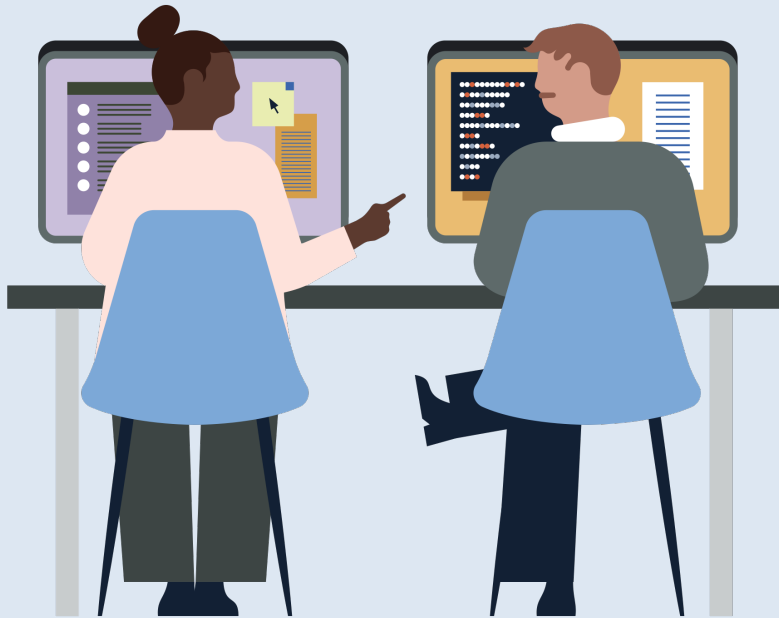
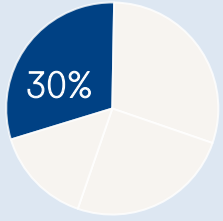
Play 0:01

Work Happy from anywhere

Top Performer



Video ads drive higher dwell time, creative engagement & recall.



+11%

more dwell-time

For video ads vs. static image ads

+27%

more dwell-time

When setting the creative objective to 'Video view'

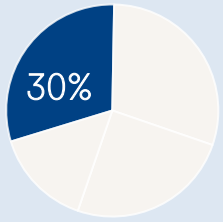
+33%

more dwell-time

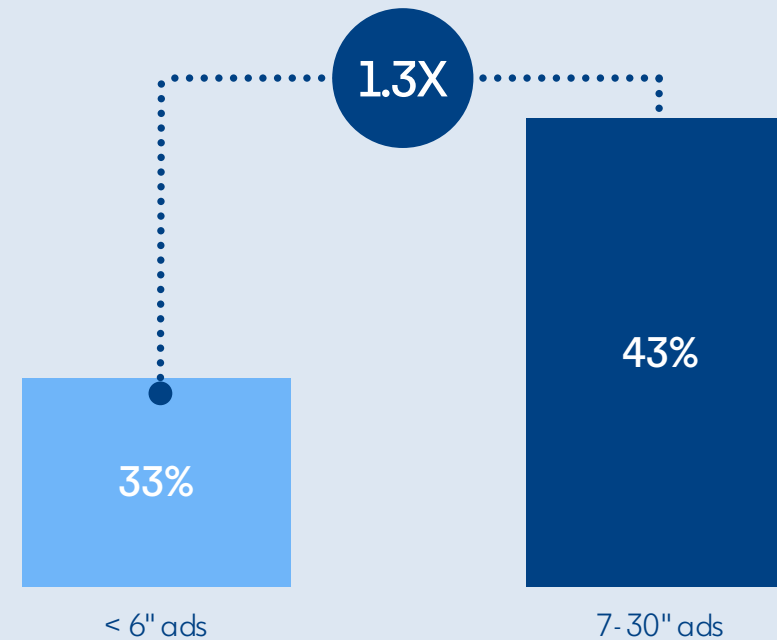
For creatives optimised for 'video view' vs. those optimised for CPC (cost-per-click)

*All lift numbers are significant at 95% confidence interval level Source: LinkedIn Internal Data; 1/1/22 - 12/31/22

Video ads with lengths of 7" - 30" performed better in driving brand lift



Video length vs. % of positive response to brand-awareness lift **

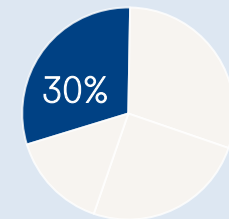


Source: LinkedIn internal data, 1/1/22 - 12/31/22 * All features are significant at 95% confidence interval level

Pro Tip [Short videos]

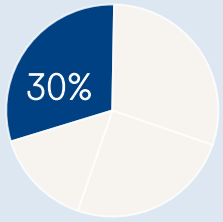
Leverage short video ads

Source: LinkedIn internal data – Top Performer based on dwell time and + lift

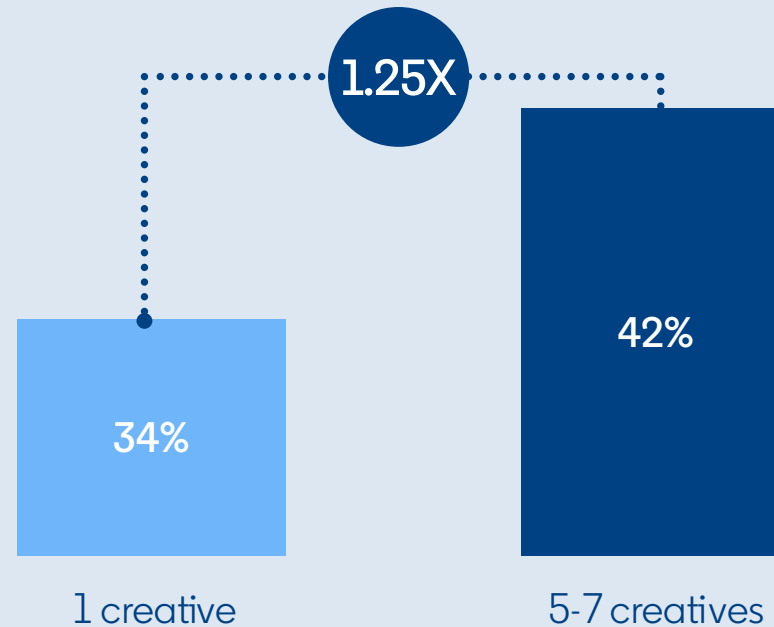


Two side-by-side LinkedIn promoted video ads for Square. Each ad features a 'Top Performer' badge in the top right corner. The left ad shows a storefront with a sign that says 'TEA ROOM' and a video overlay that reads 'POV: the great Cornish Devonian divide'. The right ad shows a hand stirring a pot with a wooden spoon and a video overlay that reads 'POV: helping them through their first time'. Both ads have the text 'Running a business? We can help with all the business tools you need in one place.' and a 'Learn more' button at the bottom.

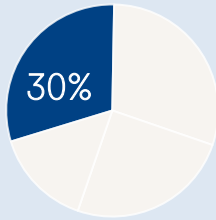
Use multiple creatives to connect with customers in different buyer situations and address their varied needs



Dwell-time vs. % of positive response to brand-awareness lift**



Source: LinkedIn internal data, 1/1/22 - 12/31/22



Relevancy increases performance - connect with customers in different buyer situations and address their varied needs

Top Performer

Shopify • Following
Promoted • Software Development

Set up your store in minutes and bring your dream brand to life. Sign up today, no credit card required.

Selling online has never been easier

shopify

Start Your 14 Day Free Trial
shopify.com

[Sign Up](#)

Top Performer

Shopify • Following
Promoted • Software Development

Robust yet approachable workflows to manage growing retail teams, streamline inventory management, and convert every customer.

Revolutionize your in-store sales with Shopify POS

Grow your retail business with Shopify Point of Sale

shopify

Meet Shopify POS | Retail Point of Sale
shopify.com

[Learn more](#)

Top Performer

Shopify • Following
Promoted • Software Development

Get an inside look at the point of sale made for multi-location retailers.

Imagine simplifying your entire retail business.

It's possible with **Shopify Point of Sale.**

[Watch demo](#)

shopify

Shopify POS
shopify.com

[Learn more](#)

Top Performer

Shopify Plus • Following
Promoted • Technology, Information and Internet

Grow and run your wholesale business on Shopify Plus with tools optimized for flexibility and customization, for all your buyers.

B2B and DTC.

Together on the world's most powerful platform.

[Learn more](#)

Run all businesses from one platform
shopify.com

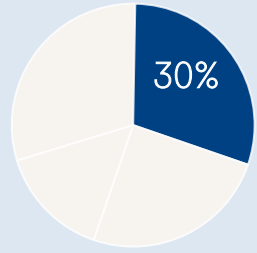
[Sign Up](#)

Source: LinkedIn internal data – Top Performer based on dwell time and + lift

2. Media delivery levers



Reach is foundational and key to driving brand awareness



Media delivery levers



10%

Reach

Maximizing reach amongst category buyers

10%

Recency

Being recent and always on helps drives mental availability

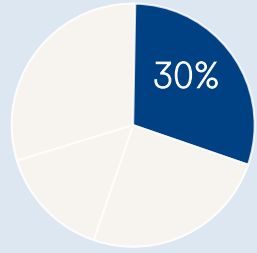
10%

Frequency

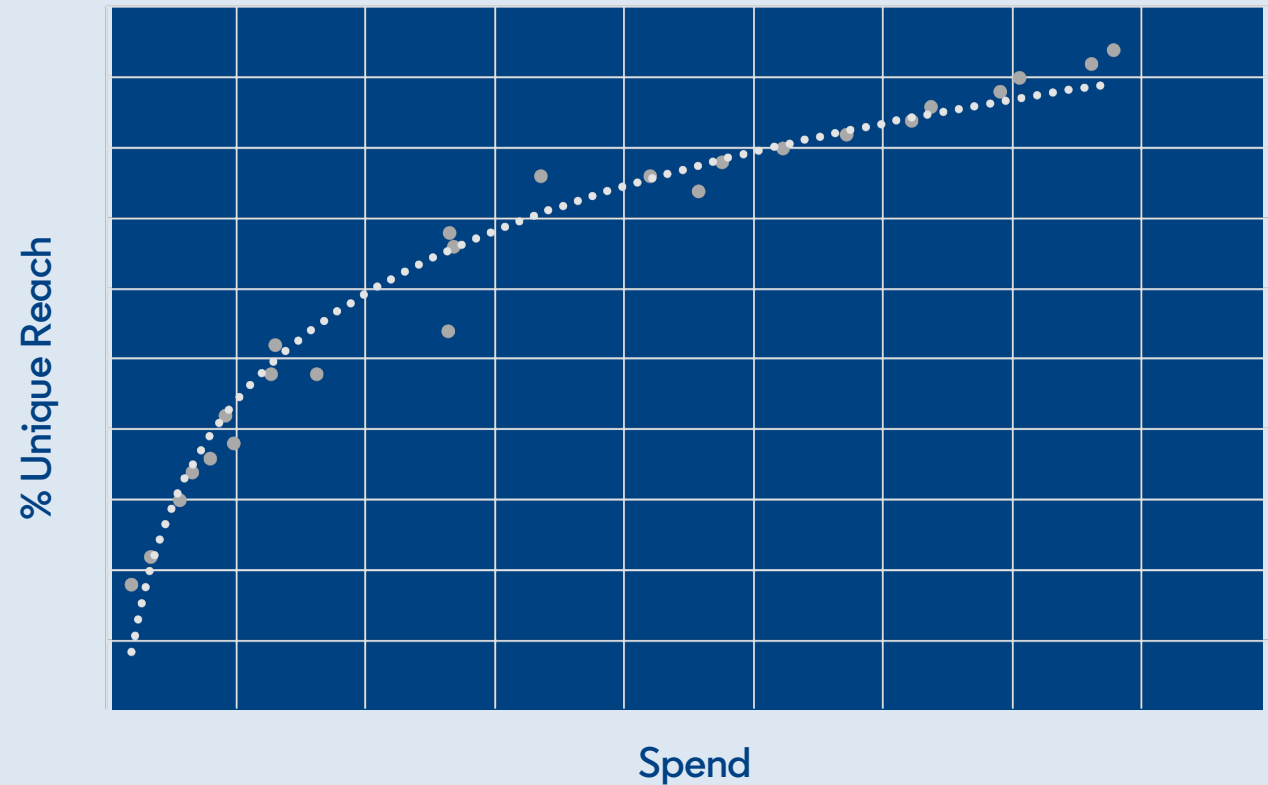
Driving 12+ impressions over 90-day time window is effective

*% - Feature importance/contribution to explain model variance and score predictors of brand awareness

Maximise reach for brand campaigns helps drive higher brand awareness lift

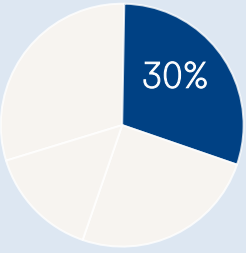


Reach curve plotting spend vs. unique reach



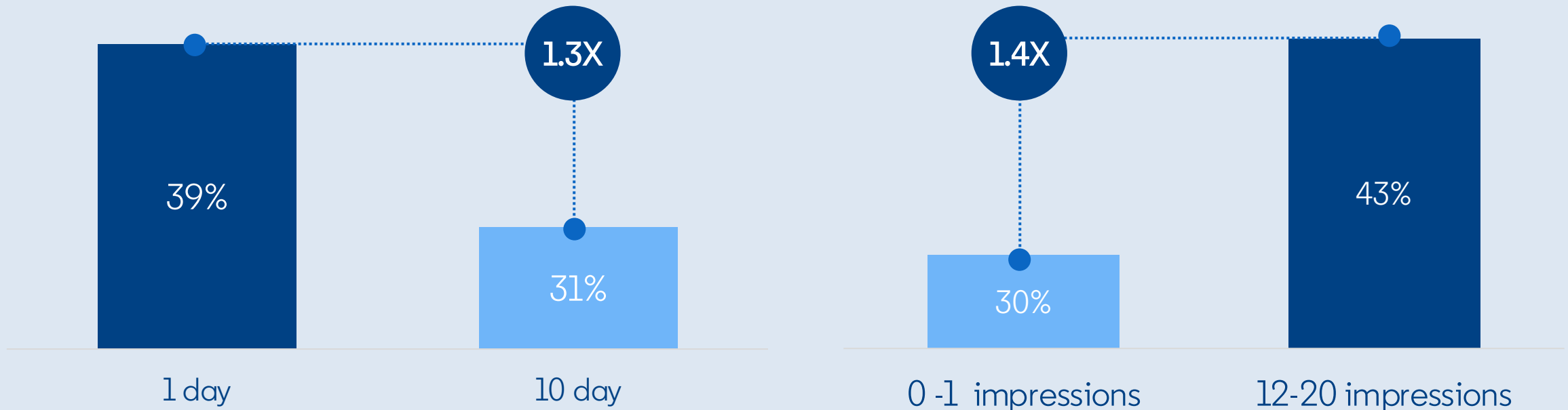
Source: LinkedIn internal data, 1/1/22 - 12/31/22

Optimal levels of recency & frequency help drive better brand awareness outcomes

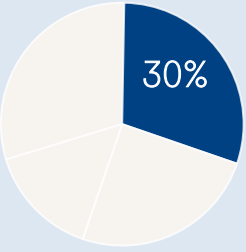


Recency is the time (in days) between brand lift test response and the last impression they saw from the brand **

No. of sponsored impressions received by audience up to 90 days prior to brand test response



Source: LinkedIn internal data, 1/1/22 - 12/31/22 ** All features are significant at 95% confidence interval level

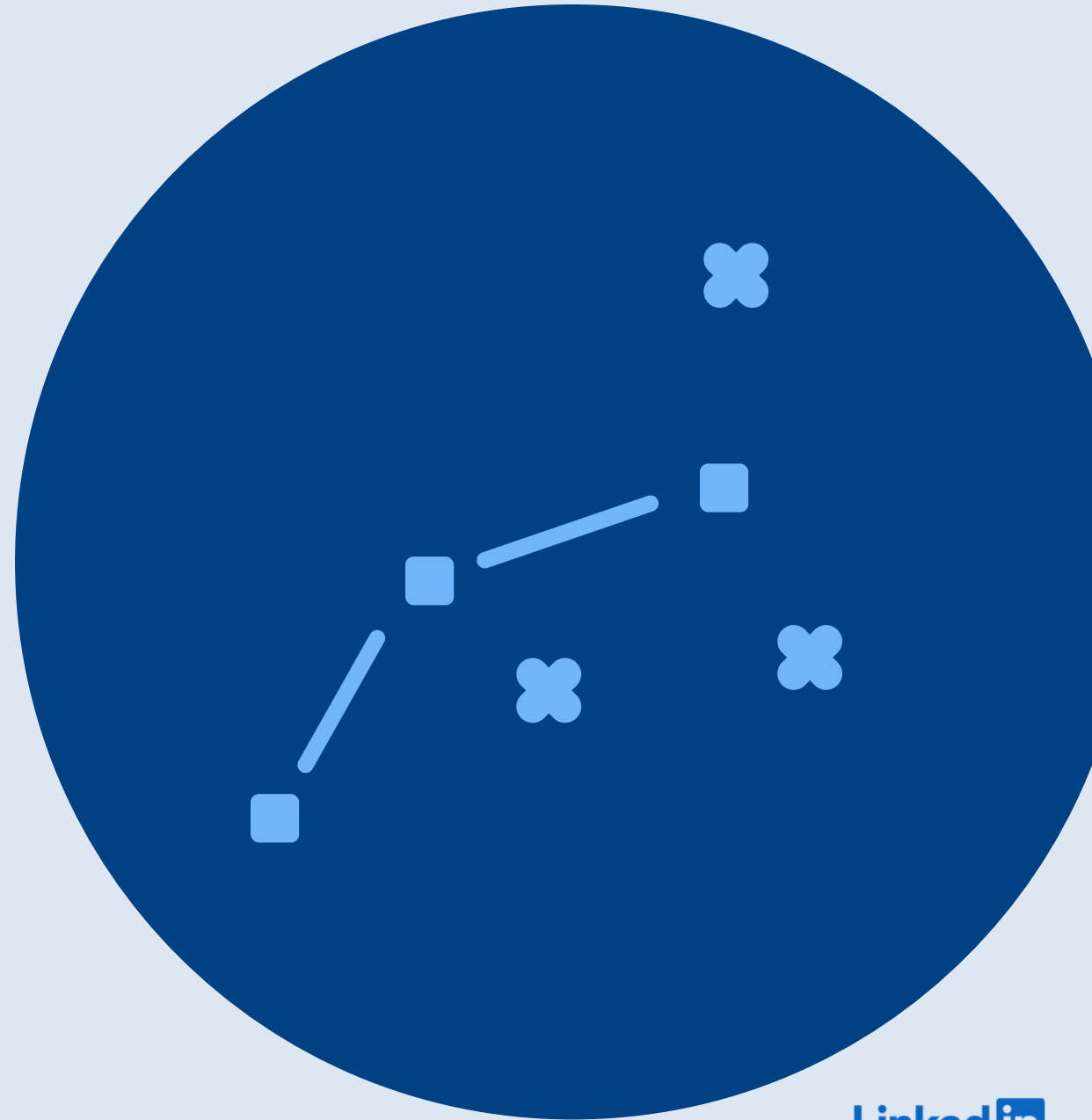


Walnut don't just create memories; they constantly refresh them.

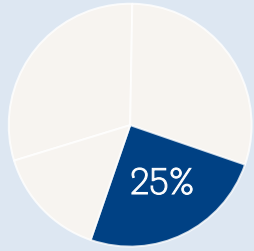
The image displays three mobile phone screens, each showing a different ad creative for Walnut. Blue arrows point from left to right between the screens, indicating a sequence or refresh cycle.

- Screen 1:** A post from Walnut (17,833 followers, Promoted) with the text "Don't let MQLs slip away—captivate their interest with embedded demos". The ad creative is titled "Your product demo" and features a comparison: "Before Walnut." shows a simple red arrow, while "After Walnut." shows a more complex, rocket-like arrow. The bottom text says "Easily create personalized demos that your prospects will love! Zero code needed." with a "Learn more" button.
- Screen 2:** A post from Walnut (17,833 followers, Promoted) with the text "Warm up your leads & visitors with product tours they'll love". The ad creative is titled "Screenshots are so 2019" and "Embed killer product tours in minutes". It features a cartoon illustration of a woman looking bored with a speech bubble saying "BORING". The Walnut logo is at the bottom. The bottom text says "Easily create personalized demos that your prospects will love! Zero code needed." with a "Learn more" button.
- Screen 3:** A post from Walnut (17,833 followers, Promoted) with the text "Warm up your leads & visitors with product tours they'll love". The ad creative is titled "Your Product Demo" and features a comparison: "Before Walnut." shows a plain yellow chick, while "After Walnut." shows a chick with a colorful, fluffy top. A "Learn more" button is at the bottom. The bottom text says "Easily create personalized demos that your prospects will love! Zero code needed." with a "Learn more" button.

3. Existing brand network effects



Bigger brands have inherent advantages in driving awareness



Brand network factors



9%

Organic Engagement

Higher levels of organic engagement are associated with stronger lift

8%

Followers

A critical mass of 500k+ followers is associated with a large uplift

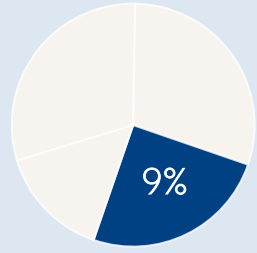
8%

Employee Networks

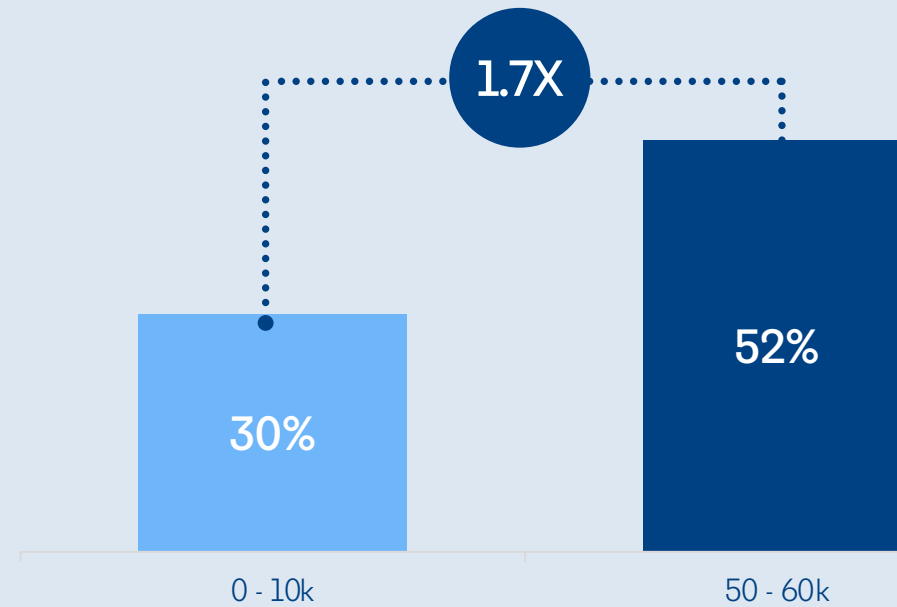
Employees connections with target audience drives effectiveness

*% - Feature importance/contribution to explain model variance and score predictors of brand awareness

Greater **organic engagement** leads to better returns on paid brand media outcomes



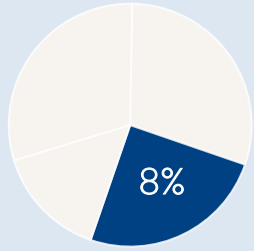
Organic engagement vs. positive response to brand-awareness lift **



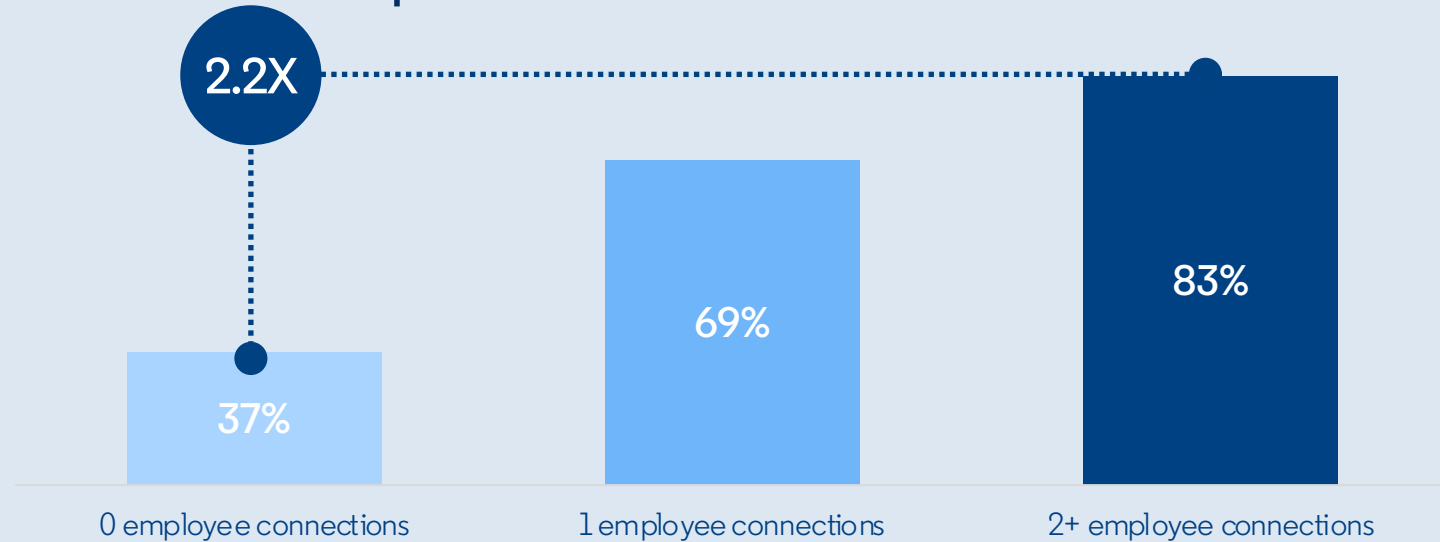
Number of organic engagements driven 6 month prior

Source: LinkedIn internal data, 1/1/22 - 12/31/22 ** All features are significant at 95% confidence interval level

Employee networks can provide a massive positive impact on campaign results



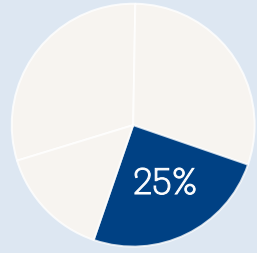
No. of company employees in network vs. positive response to brand-awareness lift **



No. of employees in target audience's immediate (1st degree) network



Source: LinkedIn internal data, 1/1/22 - 12/31/22



Top Performer

Amplify the voice of employee experts & advocates

Audiences are ***3x** more likely to believe people posts than company posts.

Thought Leader ads have **1.6x** higher engagement rate compared to single-image ad campaigns.*

*Based on a select group of early pilot testers, 2/8/23-4/25/23. Data may be impacted by early adopter bias and is considered directional. Source: Edelman Trust Barometer



Jennie Rogerson · 2nd
Global Head of People at Canva
Promoted by Canva

+ Follow

One of my core beliefs is that if you've created something that makes your workplace more welcoming or inclusive, the best thing you can do is share that learning with others.

It's why we believe so deeply in sharing resources we've created at [Canva](#). This year we shared our internal Grief and Loss Guide, and today, we're proud to be making another of our internal resources available to everyone: our internal Family and Domestic Violence guide.

The statistics on family and domestic violence are absolutely heartbreaking, and sadly, it's far more common than any of us would like to believe. It's a real experience for people all over the world, but there can still be shame and taboo to discuss, especially at work.

We wanted to create a guide to ensure anyone who might be experiencing this, or anyone supporting someone through it, would have the support needed to know they're not alone.

We're thankful for our partnership with [Full Stop Australia](#) who helped to ensure it's as comprehensive as possible, and we hope this guide can help others too. We welcome any feedback, as always. To anyone going through family and domestic violence, please know you are not alone ❤️

<https://lnkd.in/g7EJ27yW> and domestic violence support&utm_content=canvalife

Family and domestic
violence support

The Art & Science of Branding – Key takeaways

#1

Capture attention:
Aim for 10 seconds
of dwell time

#2

Use short videos:
Build video ads that
are up to 30 seconds
long

#3

Aim for reach: Aim
to deliver 1
impression per
week per individual

#4

**Maximize brand
networks:**
Activate employees,
build 50K+ organic
engagements pre
campaign

#5

**Create a culture of
experimentation**

Remember...



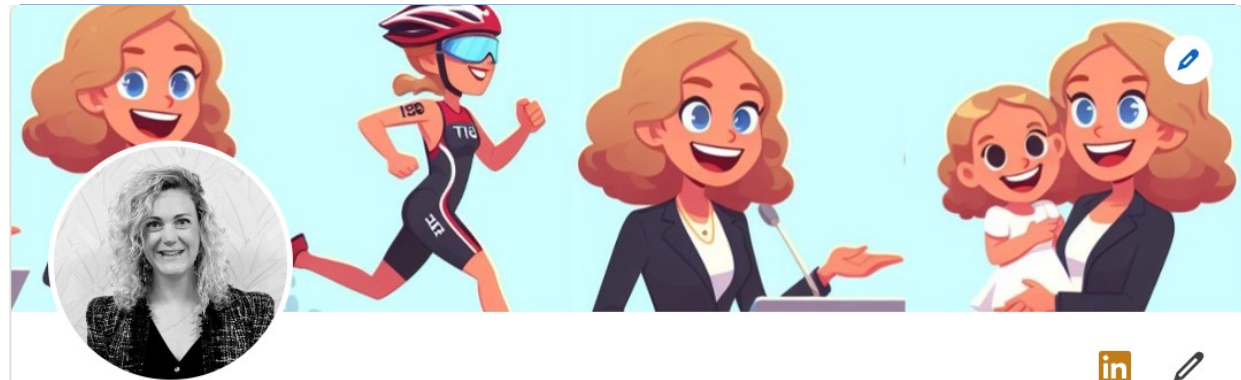
“Success comes
from standing out,
not fitting in”

Don Draper, Mad Men



Thank you

Follow me on LinkedIn



Claire Austin  (She/Her)

Marketing Leader | NFP Advisor | Empowering businesses and individuals to thrive

Sydney, New South Wales, Australia · [Contact info](#)

3,129 followers · 500+ connections

Open to

Add profile section

Add custom button

More



LinkedIn



Marketing Week Mini MBA with Mark Ritson

About

Senior marketing leader who has had great success helping businesses to grow. Notably, I have built digital media teams from the ground up and significantly grown revenue in short periods of time. I'm a seasoned manager working in global and start up businesses across B2B and B2C in industries including NFP, e-commerce, hospitality, agency, finance and tech. I've often been described as an ambitious leader and enjoy pioneering and developing r ...see more

Top skills

Collaborative Leadership · Problem Solving · Stakeholder Management · Leadership · Market Research →
Project Management