

# FUTURE NOW

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## EPISODE 2: HEART OR HEAD?

Recent events have reframed the way we look at brand building. But marketers are still asking: what's the best approach? Our expert panel of Fatima Saliu, Head of International Marketing, Facebook; Professor Byron Sharp, Director of the Ehrenberg-Bass Institute for Marketing Science; and Damon Stapleton, DBB Regional Chief Creative Officer ANZ are here to help.

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## WHAT'S SHIFTING & STICKING IN CPG?



### GETTING EXPERIMENTAL & CONTACTLESS

53%

of Australian CPG consumers who said they purchased through a messaging service in the past four weeks, did it for the first time<sup>1</sup>.

**"Marketers should continue to build their brands, understand their distinctive assets, and produce communication that people will consume repeatedly."**

Professor Byron Sharp, Director, Ehrenberg-Bass Institute



### CRAVING EDUCATION & ENTERTAINMENT

34%

of Australian CPG consumers say they have watched a how-to tutorial in the past four weeks<sup>2</sup>.

**"It's the perfect time for creativity because creativity gets around problems and over the last six months we've had plenty of problems. So creativity found lots of solutions."**

Damon Stapleton, DDB Regional Chief Creative Officer ANZ



### BUILDING MEANINGFUL BRAND CONNECTIONS

48%

of Australians surveyed say "supports values I believe in" is an important factor in brand choice<sup>3</sup>.

**"We're early in our brand building journey and our approach is to build brands that stand the test of time. Our creative on platform is the first lever we pull when bringing our brands to life."**

Fatima Saliu, Head of International Marketing, Facebook

## KEY TAKEAWAYS

- » Be where your consumers are and experiment with new tools on social channels such as messaging services, Live and augmented reality to optimise your digital presence
- » Focus on creating an emotional connection through your creative to drive consumer action and build brand affinity
- » Take the time to understand your individual brand assets and what makes your business unique - it will help your creative stand out from the crowd