2012 Kellogg Marketing Leadership Summit

Inventing the Future of Marketing

SPEAKER

Peter McDonough
Chief Marketing & Innovation Officer, Diageo North America
Brand Marketing in the Digital Age:

The Power of Storytelling
Brand Marketing in the Digital Age:

Creating a Value Exchange for your Consumers
2012 Kellogg Marketing Leadership Summit

Inventing the Future of Marketing

"Got a Little Captain in You?"
Inventing the Future of Marketing
RUN CAPTAIN VIDEO
Brand Sales up +8%!!!!

14 Consecutive months of share gain

Significant increases in brand health

More for people like me
Good to be seen drinking
Worth what you pay
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Inventing the Future of Marketing
20% Sales Lift!!!

Over 700K Facebook Fans

Over 250K Downloads

Over 300K highly engaged visitors/month
Creating a Value Exchange for Consumers
65,000 visitors since launch

Nearly 35,000 pints rated

Average user spends 2 minutes on the site/App and views 2.5 pages...
1. This is the slowest change will ever be…its only going to get faster
2. There is no great media without Great Content
3. Make your Brand proposition a compelling story
4. Invite and encourage participation
5. Add value to consumers’ lives, not clutter and complexity
6. Design Brand experiences for lives lived on multiple screens
7. If great content is King … Great curators of content RULE… Be interesting and relevant. “Always on” doesn’t mean “Always talking”