WILL THE REAL TOTAL MARKET PLEASE STAND UP?

#therealtotalmarket

A Collaborative AHAA Research Initiative On Addressing Total Market Properly

Wednesday, September 24, 2014   2P EDT

#therealtotalmarket
AHAA

Addressing Total Market Initiative

**Objective**

Further explore the Total Market evolution

1. How the TM definition is being interpreted

2. TMA Snags & Challenges to implementing

3. Overcoming Barriers while applying TM properly

4. How & where the TMA is currently working

**Speakers**

- **Carlos Santiago**, AHAA Research Chair/Chief Strategist, Santiago Solutions Group
- **Xavier Turpin**, Director Multicultural Marketing, Dunkin Donuts
- **Linda Jefferson**, SVP Media Services, Burrell
- **Isaac Mizrahi**, SVP Managing Director, Alma

**Moderator**

**Gaby Alcantara-Diaz**, AHAA Education Chair/President GADMarketing Communications

#therealtotalmarket
Context

Addressing Total Market Initiative [To-Date]

• TM-Multicultural Benchmark Study

• TM Consensus Definition

Client Roundtable

Agencies Roundtable

#therealtotalmarket
Context

**Total Market Consensus Definition**

A marketing approach which **proactively integrates diverse segment considerations**. This is done from inception (with rigorous purchase drivers and insights of each segment) through the entire strategic process and execution, with the goal of **enhancing Brand value and growth effectiveness**.
Total Market Consensus Definition

A marketing approach which proactively integrates diverse segment considerations. This is done from inception (with rigorous purchase drivers and insights of each segment) through the entire strategic process and execution, with the goal of enhancing Brand value and growth effectiveness.

This could lead to several approaches*:

- one fully integrated cross-cultural (integrated) approach,
- individual Hispanic, African American, Asian, or White Non-Hispanic segment approaches
- or in most cases, any combination of the above, but always aligned under one overarching strategy.

* depending on growth opportunities, barriers, fit with a Brand’s experience and ROI.
Xavier Turpin
Director, Multicultural Marketing
September 2014
Main Learnings

- Inclusion of GM & MC segments at strategic level
- Collaboration through cross functional efforts (internal & external) led assertively
Total Market: An African American Perspective

Linda Jefferson
SVP, Group Media Services
Burrell Communications Group, LLC
Chicago, IL
Total Market: Not A New Concept
“Black people aren’t dark-skinned white people.”

Tom Burrell 1971
Big Population + Spending Power

43 Million

$1.3 Trillion And Growing
Differences aren’t bad, not understanding them is

- Culture is the foundation of identity
- Defines much of who we are
Sharing TM Approach: One To Many

- Clients, Agencies and Media are grappling with understanding and re-defining the Total Market based on marketplace realities.
Typical Snags That Impede Progress

- Not having a seat at the table or internal champions from design to delivery
- Not identifying ethnicity as a strategic growth target
- Not adequately allocating resources
- No long-term commitment
- Lack of understanding
Adoption, Allocation & Implementation

- Recognize That Opportunity Exists
- Create Internal Champions
- Don’t Separate Consumer From Culture
- Think About AA’s From Design To Delivery
- Dig Deep and Align Across Organizations
- Don’t Assume One Size Fits All
- Wash, Rinse, Repeat…It’s An On-Going Organic Process
Is It Working/Has TM Worked?
Main Learning

• Assessment of growth segments, business opportunity and relevant insights to purchase
Isaac Mizrahi
SVP, Managing Director
35% Total Market Upstream – Keep segment focus and influence General Market with Multicultural approach.

20% Total Market Downstream – One message, one approach create version by languages.

45% Segmentation Model – Segment and General Market approaches united by positioning and overall communication strategy.
A lot of talk about “Total Market”, but very little alignment on what it really means.

Discussion mostly comes as part of SOW/Agencies compensation, and rarely as part of a Strategic Marketing discussion.

Most clients prefer all involved agencies to discuss, align and coordinate new Total Market approach by themselves.
Overcoming Snags

Upfront agreement on what we want to accomplish.

Agreement that consumer’s insights will be protected.

Alignment between agencies roles and making sure resources are allocated accordingly.

Pre-test creative with consumers and evaluate key attributes comparison between creative options.
Closing Thoughts

We should always support our clients when resources are limited and budgets need to be reduced.

However, we also believe in the power of Segmentation as way to create more relevant and effective messages. That’s the way the market is going to.

While we should have an open mind that there may be insights that work for all ethnic groups or segments, we should also be alert for when these happen at expense of relevancy.

We should also understand the value of cultural relevant execution, since we know by research that elements such as executional context and consumer’s empathy to the story can be as important as the insight.
Main Learnings

• Inclusion of GM & MC segments at strategic level
• Power of Segmentation
Overall TMA Learnings

• Assessment of growth segments, business opportunity and relevant insights to purchase
• Inclusion of GM & MC segments at strategic level
• Collaboration through cross functional efforts (internal & external) led assertively
• Creation of relevant brand experience, product extensions, marketing programs, and messaging directed at growth opportunity segments

TMA ~ Power of Segmentation

#therealtotalmarket
Audience Q&As
Gracias!

To share best practices, case studies, questions, comments, or participate in TMA collaboration and education initiatives, please contact:

Gaby Alcantara-Diaz, AHAA Education Chair
gaby.alcantara@gadmarketingcomm.com

Carlos Santiago, Chair, AHAA Research Committee
Carlos@SantiagoSolutionsGroup.com

Bill Duggan, Executive Vice President, Association of National Advertisers
bduggan@ana.net

Gilbert Davila, Chair ANA Multicultural & Diversity Committee:
Gilbert@DavilaMI.com

#therealtotalmarket