Subject: *The Shift from Image to Impact*

Dear…..,

How can we do our work better to grow our client’s Brands? By understanding the trends what is happening in the world.

Under the inspirational leadership of Antonis Kocheilas, Global CEO Advertising at Ogilvy, a global research project was undertaken to reveal what trends will stimulate continued growth of Brands. This research was carried out in close cooperation with WARC\*. In addition, Ogilvy key people talked with ten global marketing leaders of big global Brands, to get their perspective on the future of Brands. This intensive research revealed how to go forward growing Brands with clear Guiding Principles.\*\* The results have been published in an Ogilvy Red Paper, called *The Shift from Image to Impact.*

First let me explain the difference between *Image* and *Impact,* covering the title of the Red Paper. *Image* is a set of associations, acting as a lighting house to choose a Brand, as a *destination,* by creating a positive *image* for the Brand. But creating an *image* only is not enough anymore. To grow a Brand in today’s world, a Brand needs to do both, creating *Image* and *Impact*. The purpose of a Brand is to create an *impact* to become a *companion* of people on their journey through life, not a *destination*. Many Brands have moved to create an *impact* in people’s life. This movement is based on *principles*, not on *prophesies*.

The research revealed 6 principles how Brands have shifted from creating an *image* only, to create both an *image*  and *impact*. The first principle is the need to move from *aspirations* (something you hope to achieve) to *inspiration* (something that gives people ideas). *Image* alone falls in deaf ears today. Why? People have developed their own *‘bullshit meter’*, understanding that the big false promises of marketing are not real and therefore don’t work anymore. Several Brands have mastered to be i*nspirational*, instead of continuing to be *aspirational*.

Another shift. Brands should stop being *mirrors*, but function as *magnets*. Don’t refine people who they are or what they should do. Nobody has the right to refine people’ life. Especially young people do not want to be refined by any label. The *“If you want to be funny, tell me a joke, but do not tell me that you are funny”* principle. Inspire me and give up the hope of the aspiration of image only. Be a *magnet* as a Brand.

*Authenticity* is another shift. Brands need to be *authentic* (being real, true and what people say) instead of being *assertive* (behave confidently what you want and believe). Authenticity is to admit vulnerability. The ability to say: *‘I am myself and my self is not perfect, but I am progressing’.* *Progressing* isthe development of making steps moving in the right direction. In addition, *progress* is more important than *perfection*.

‘Is the Brand *capable to help me*, *feed me*, *advise me* and is the Brand *trustworthy*?’shift. Can I sleep well at night. Will the Brand not let me down? Marketing was building façades, hiding these two important facets of being *capable* and *trustworthy*. Being *capable* of delivering what a Brand promises and proof *trustworthy* in behavior? And that on people’s terms and in people’s language.

One of the other big changes has been the shift from *media scarcity* and an *abundance of attention* to today’s opposite situation: a *media* *abundance* and *attention scarcity*. This media abundance has caused media fragmentation. Many Brands have found their routes to consumers already, but many have not.

And yes, we measure the shift from *image* to *impact.* At Ogilvy we developed a tool in cooperation with WPP, which is called Brand Asset Valuator. The tool is based on 30 years of experience, measuring Brands on: *differentiation*, *knowledge*, and *relevance*. The tool measures 3 kinds of Impact:

1. *Impact on people*, meaning how people, individually and collectively, see a Brand as a significant contributor to their life.
2. *Impact on the planet*. Will people see a Brand as a Thought Leader who is tackling the problems of tomorrow and the problems of the Generations to come, based on *sustainability,* *diversity*, and *inclusion*.
3. *Impact on performance*. Do I believe the Brand performance to be the best in today’s marketplace.

The result of combining these three dimensions of *impact*, is one score, which is the i*mpact* that a Brand has on culture in general. The measurement results will help to develop initiatives to improve the Brand’s impact score.

What we are trying to do is to create marketing that works for the right reasons. Doing so, we will feel better about ourselves, and the client will feel better of the results we created. That is the purpose of the *shift from image to impact.*

Here is the link that will take you to the book on the Global Reading Club website. You can also download the complete Ogilvy Red Paper.

<https://globalreadingclub.com/books/the-shift-from-image-to-impact>

Enjoy reading and listening.

[Your Name]

P.S. Attached is the Newsletter, covering the Ogilvy Red Paper *The Shift from Image to Impact.*

\*WARC = World Advertising Research Center

\*\*Guiding Principles = Guiding Principles are the do’s and don’ts in our daily life, influencing our thinking,

behavior and acting, when making decisions or judge things that matter.