

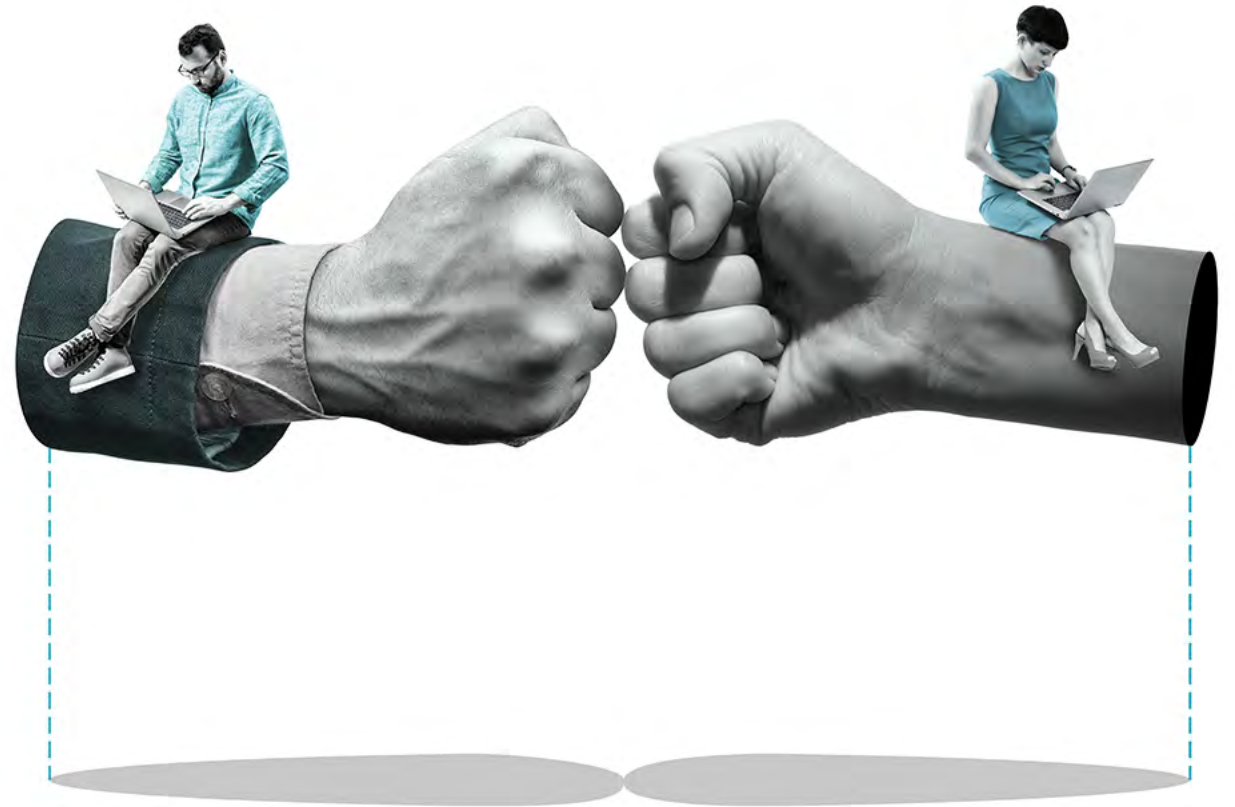
P2P IN

2023



We're no longer in the
B2B or B2C game.

**2023 is all about P2P.
People to People
marketing.**



Why P2P in 2023?

Consumer desires for human characteristics like authenticity, personalization and a craving for transformation shine through stronger than ever before.

OUR FINDINGS FROM 2022

"42% of millennial moms believe that most advertising and marketing is **not geared toward women like them**"
(rebranding survey, grocer)

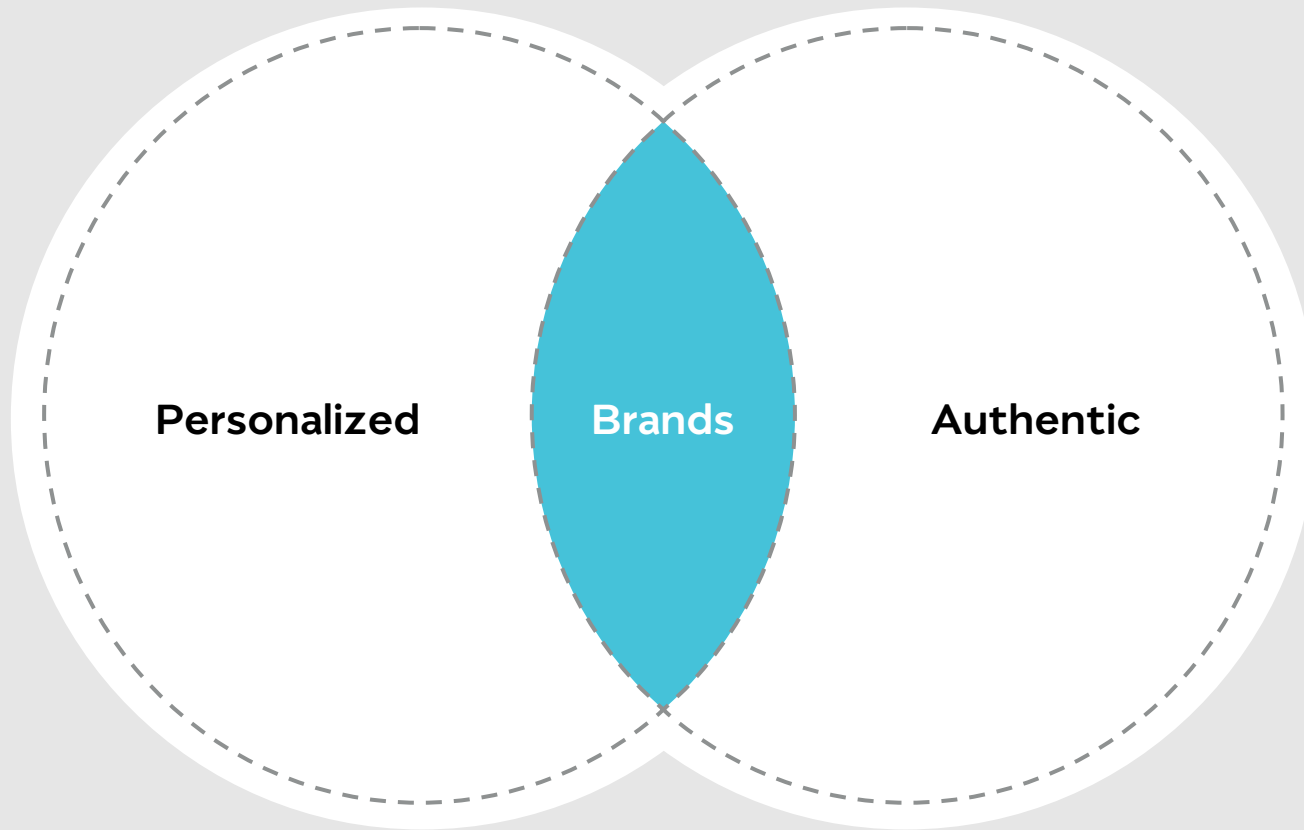
"We don't want to be transactional, **but transformational**"
(message strategy survey, fitness center)

"It's not about planes, **it's about people**"
(brand identity survey, museum)

"Half or more of those interested in visiting North Carolina are choosing destinations that offer **diverse cultural experiences and are committed to diversity and inclusion**"
(travel survey, tourism)

"Appeal is higher when travelers think of North Carolina as relaxing, **welcoming and authentic**"
(travel sentiment survey, tourism)





What people want

People's wants and needs have shifted over the last two years, especially regarding how they interact with brands and the digital space.

Personalization and authenticity have become a critical component to the consumer experience, and they expect brands to be at the intersection of those needs.

THE RESEARCH

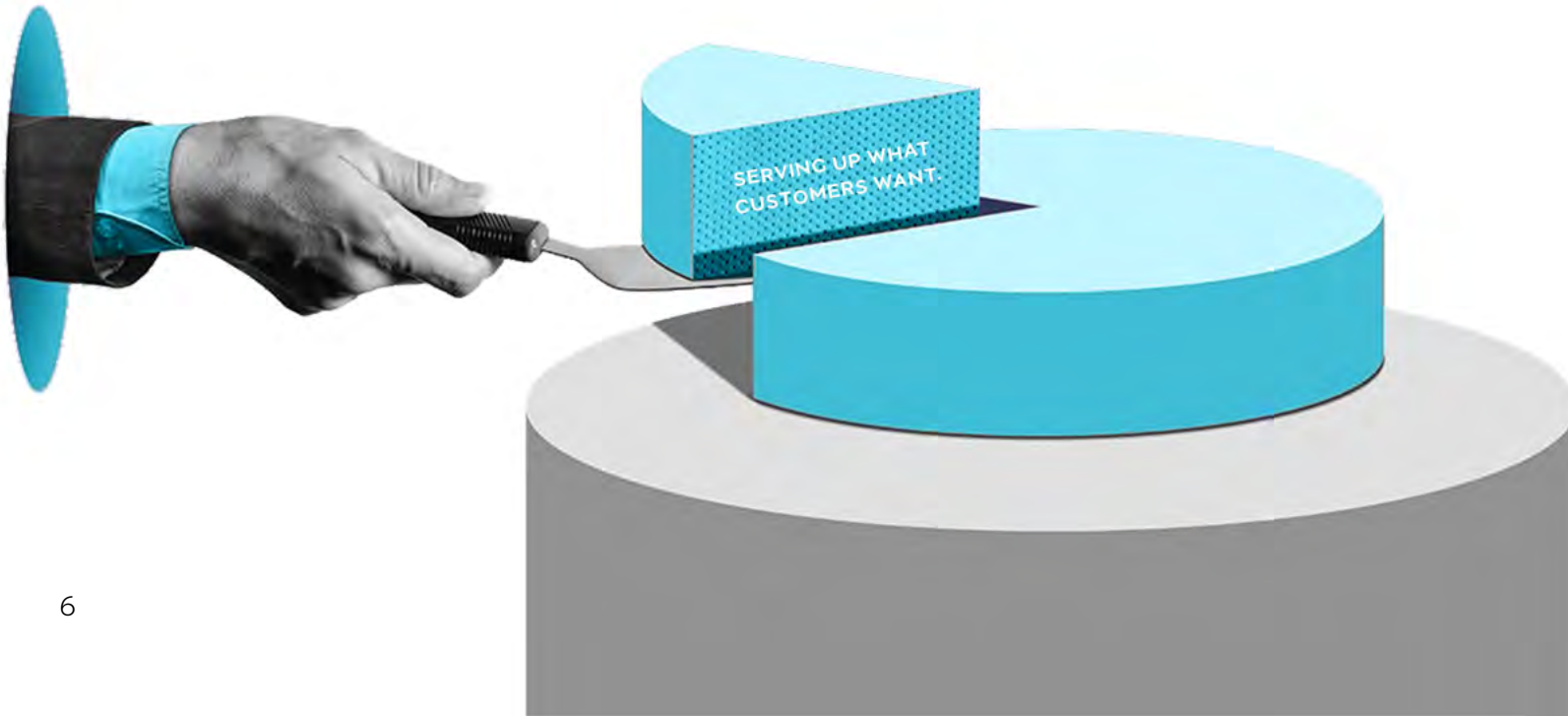


SHOW ME YOU KNOW ME

71% of customers expect companies to deliver personalized interactions

76% get frustrated when they don't receive a personalized experience

Source



SHOW ME YOU KNOW ME

Trust and personalization go hand in hand. Brands that create a personalized experience for consumers based on their data can improve consumer trust by 34%.

When consumers trust a brand, 83% will recommend it, 82% will use it more frequently, and 50% will pay more for it.

[Source](#)



SHOW ME YOU KNOW ME

Using just one nugget of data in the right way can be powerful in building trust.

The Shutterfly logo is displayed in a large, bold, black sans-serif font. It is centered within a light gray circle that serves as a background for the text and the accompanying description.

Shutterfly®

Uses customer's stored photo data to turn memory reminders into purchase opportunities

The Etsy logo is displayed in a large, bold, black serif font. It is centered within a light gray circle that serves as a background for the text and the accompanying description.

Etsy

Uses Opt-Out messages to ensure users have control over what they see and what they don't... For example, a Mother's Day email

The benefit logo is displayed in a large, bold, black serif font. Below the main text, the words "SAN FRANCISCO" are written in a smaller, all-caps, sans-serif font. The entire logo is centered within a light gray circle that serves as a background for the text and the accompanying description.

benefit
SAN FRANCISCO

Offers top customers early access to new products, driving affinity and turning loyalists into influencers

P2P in 2023 means . . .

Consumers Are People First

Their needs, wants and values play into what brands they choose more today than ever before.

People Crave Meaningful Experiences

Consumers seek authenticity, purpose and meaning across their lives. Think about how your brand shows up for them in this way. Be values-driven, engage with them in unique ways, and personalize to create a meaningful experience.

Trust Matters to Them More Than Ever

This means brand transparency, respecting data privacy, and believing your customer relationships are a two-way street.



WAYS TO DRIVE P2P IN '23

BECOME A P2P MARKETER

- 1 Can Your Brand Walk the Talk?
- 2 Two Is Better Than One
- 3 Taking a Totally Human Approach
- 4 Optimizing AI

1

CAN YOUR BRAND WALK THE TALK?



by **Cady May & Clare Rizer**
Our Strategy Savant and PR Pro

Know Your Values

Brands must define their core values to know when, how and about which causes to speak up.

Having an Authentic Purpose

This doesn't mean simply finding a cause and taking a stance for the sake of having a "purpose." In fact, consumers can find that inauthenticity even more off-putting than staying silent.

If consumers don't believe you're living up to what you propose to stand for, you risk permanently losing their trust.

Let Your Purpose Be Your Guide

However, "purpose" can take many forms. And brands shouldn't confuse having a purpose with taking up a cause that does not align with who you are as a brand.

Purpose simply means building out core values that will help guide each decision your brand makes, whether that looks like making a choice to speak up on a hot-button issue, making a financial decision or developing new rules and regulations in your workplace.



We can't overlook the fact that the pandemic created a seismic shift in priorities across the board.



**From Job
to Life Mission**

As the great resignation continues, people are demanding more meaningful work environments that fuel their sense of purpose. [Source](#)



**From Physical Appearance
to Healthy, Authentic Self**

Gen Z-ers not only speak openly about their mental health, but they're prioritizing it (over physical health) and embracing the importance of overall wellness. [Source](#)



**From Generating Awareness
to Taking Action**

Companies aren't just talking about DEI, but making radical shifts to build more diverse and well-rounded workforces. [Source](#)

Brands can and should always refer to their core values when deciding how to proceed on an issue.

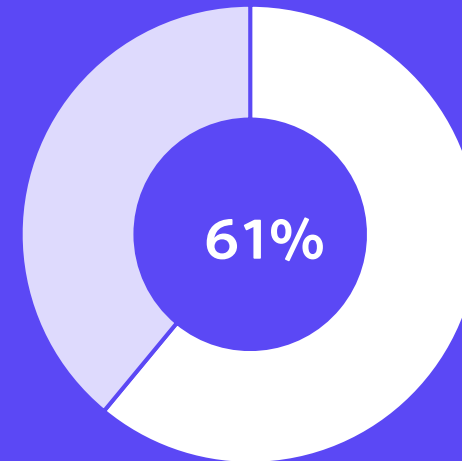
Take a Stand with Your Brand

More than half of consumers want brands to stand for something bigger than just the products and services they sell. They want purpose. [Source](#)

In Brands We Trust

As trust declines for government and media, businesses are seen as the most reliable entity to create real change. [Source](#)

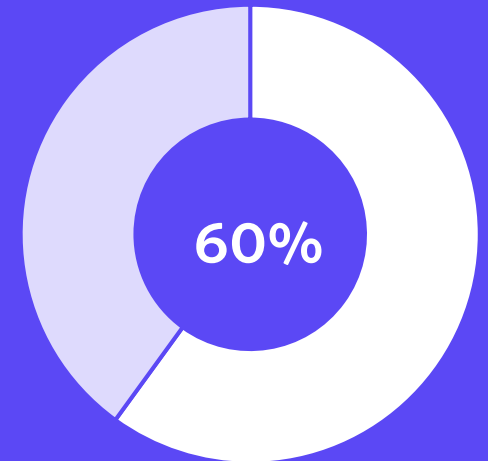
Percentage of consumers that trust brands



61% of consumers trust brands vs. 52% in government*

**In 2020 government was the leader with 65%. [Source](#)*

Percentage of customers who trust inclusivity



Almost 60% of customers will trust you more if you use inclusive advertising, but simply adding people from different ethnicities won't cut it. Actions must precede words. [Source](#)



So, who's leading the charge?

Brands have seen resounding success when developing and sticking to their core brand values.



#AerieREAL by American Eagle Outfitters

Intimate apparel sub-brand Aerie found success in using real women instead of supermodels and putting a stop to Photoshop. [Source](#)

At the beginning of 2022, Aerie reported a revenue of \$322 million that rose 8% reflecting a 27% 3-year growth rate. [Source](#)

And by the end of the year, the brand had achieved an all-time high third quarter operating profit. [Source](#)

They are the first brand to be sponsored by the National Eating Disorders Association (NEDA). [Source](#)

Meanwhile, L Brands, the parent company of Aerie's main competitor Victoria's Secret, known for promoting unrealistic beauty standards, announced it would close 250 stores in 2021. [Source](#)



Nike

Their “Believe in Something” and “For once, Don’t Do It,” campaigns took a brand-wide stance to galvanize its greater purpose. [Source](#)

The day the campaign was released, Nike stock ended the day 7.2% higher the same week the DOW had its worst week in a decade. [Source](#)

\$163 million in earned media, a \$6 billion brand value increase, and a 31% boost in sales. [Source](#)

10% boost in income to \$847 million, driven primarily by strong revenue growth. [Source](#)

The George Floyd-inspired campaign was seen as empowering by 98% of viewers 16 to 49. [Source](#)



So, who's leading the charge?

Brands have seen resounding success when developing and sticking to their core brand values.



Kimpton Hotels

Luxury hotelier addresses influencer gap by creating relatable content highlighting real travel experiences through its own diverse creator collective. [Source](#)



Sullenberger Aviation Museum

North Carolina's premier aviation museum is serving as a career pipeline to catalyze economic mobility by elevating diversity in STEM and aviation. [Source](#)

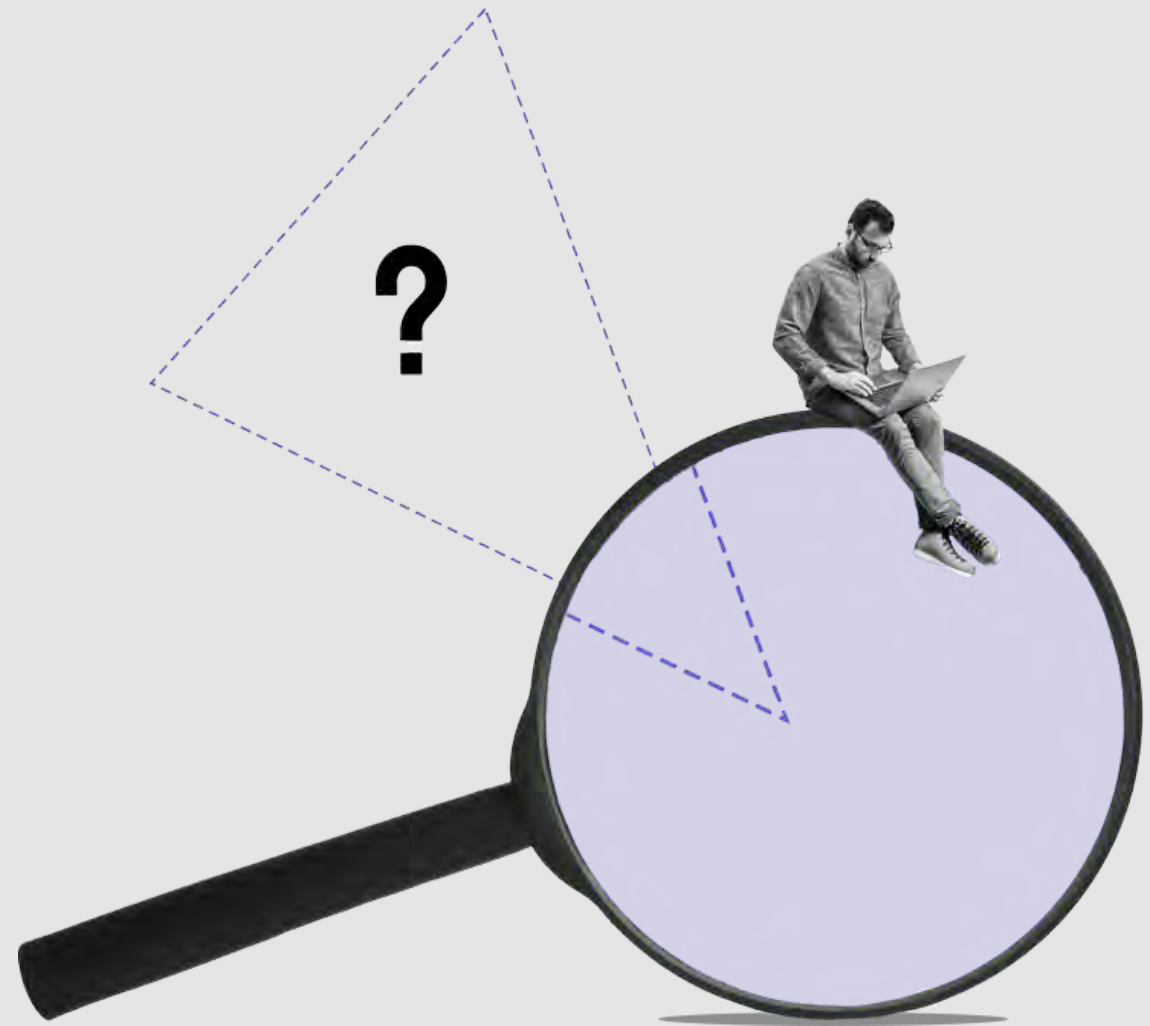
So where should brands start?

Developing a slate of core values can feel intimidating. Taking stock of employee values can be a great start.

Employees Seek Out Shared Values

Not only will this audit help reveal the commonalities amongst current employees, but defining your values can help you attract future talent aligned with your brand.

In fact, 60% of people say they will choose a place to work based on their beliefs and values. [Source](#)



Define and embrace your identity.

Having a purpose-driven marketing strategy can help you attract top talent, boost consumer sentiment and benefit your bottom line.

It Pays Off

When consumers know and trust a brand, they're "more likely to buy from them first, stay loyal, become advocates and defend the brand." [Source.](#)

1

Create a slate of core values aligned with your brand and its ethos

2

Build these values into your marketing strategy from the ground up.

3

Reference core values when faced with big decisions and take action accordingly.

2

TWO IS BETTER THAN ONE

How to find your perfect partner(s)
to reach more people than ever.



by **Hallie Dean & Clare Rizer**
A Pair of PR Pros



lūquire

Stand out, together

Don't Let Your Voice Get Drowned Out

Reaching consumers is harder than ever. They're inundated with 4,000–10,000 ads per day (Forbes). What's a P2P-driven strategy to cut through the clutter?

Partner Up!

By marrying the values, personalities and authenticity of two brands, you gain the ability to catalyze a new perspective and breakthrough message.



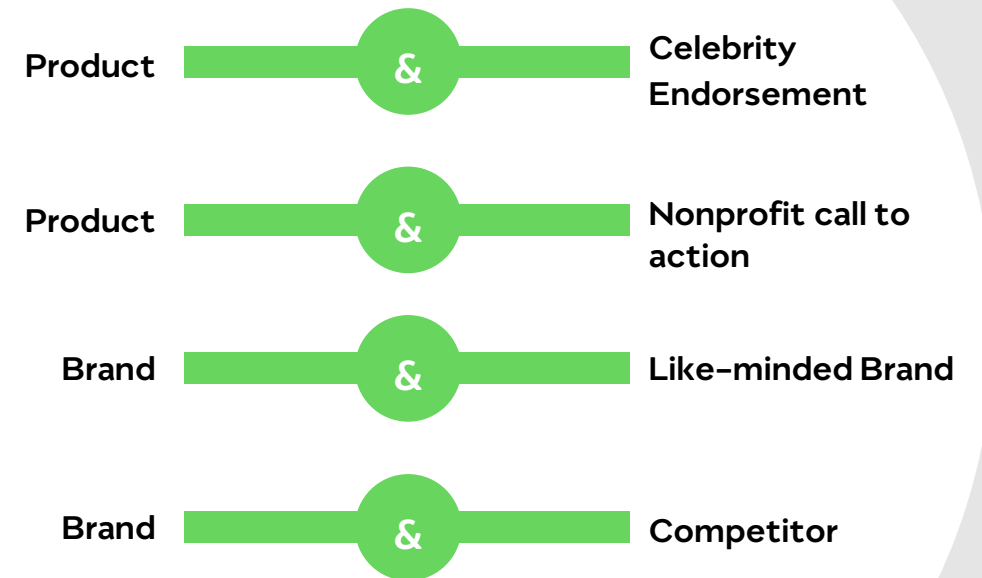
Two is better than one

It's a Smaller World

In a consumer landscape in which subcultures reign supreme, it's increasingly more difficult for brands to pinpoint each audience they want to target in order to create effective marketing that reaches them.

Rather than trying to keep up, brands are turning to collaborations with likely (or even better, unlikely) partners.

These partnerships
are not
one-size-fits-all



But why stop at two? We are seeing an influx in triple, even quadruple collaborations – igniting excitement from each brand's audience along the way.

Brand partnerships have been found to be **25x less expensive** than paid media campaigns.



DNA of a
successful collab

Bigger Reach for Less Cost

In and Of the Moment

Make Others Aware

The power of purposeful partnerships

Consumers love brand mash-ups, when done right. The collaboration should feel surprising, but intentional.

A World of Possibilities

Partnerships in today's media landscape can come from anywhere – meaning they have the power to originate somewhere and resurface elsewhere. They can be carried out across various audiences or can be narrowly focused on a few subsets.

Different Brands, Same Page

But marketers must understand the audience and expectations of both (or all) brands involved before working together to select the appropriate channel for message distribution.

Once the audiences are identified and the goals are clearly defined, it's easier to explore campaign plans, which can include:



TV Spots



Digital
Marketing



Social



Events



PR

How to find your perfect partner(s) to reach more people than ever.



3

TAKING A TOTALLY HUMAN APPROACH



by **Cady May & Michael Ashley**
Strategy & Art Direction: An Unlikely, But Powerful Duo

“Experience is a key driver for success”

Seems obvious, right?

Make Yourself Memorable

Given the rise of experiential marketing and the need to stand out amidst thousands of ads daily, it's clear that creating a memorable experience is what helps you shine.



But when you think about who you are creating that experience for in order to drive success, **who immediately comes to mind?**

Was it your customer?

Customers are and should be a priority, no question. But, what about...



Your employees?



Your partners,
users, etc.?



Thinking of all
your audiences
equally?



We want to be human-centric...

...but when operating models and teams work in silos, how does that impact the overall brand experience and the success of delivering on your brand promise to *humans*?

Operating in Silos Has Become the Norm

The employee experience (EX) was guided by HR and people managers.

Customer experience (CX) was in the hands of customer service teams and marketing leaders.

User experience (UX) was designed by product, program and service delivery managers.

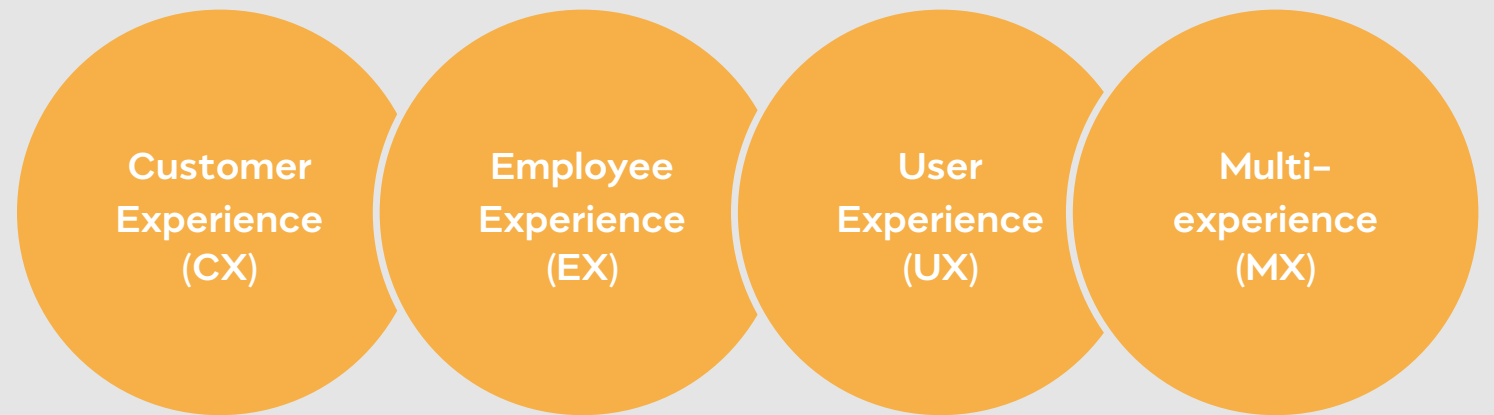
Multi-experience (MX) was created by developers and designers who separately thought about different devices and interfaces.

A Tendency to Stick to What (and Who) You Know

On top of that, leaders of these divisions rarely came together to discuss their efforts collectively.

How does it work?

It starts by combining four disciplines...



Well, there's a totally new approach coming to town.

With employee experience rapidly increasing in relevance, for example, companies are discovering a new, unified perspective: Total Experience (TX). [Source](#)

TX – The Total Experience

TX is a business strategy that aims to create a better, holistic experience for *everyone* who engages with a brand, on every level.

Some say 360° brand experiences are the future

It's easy to see why.

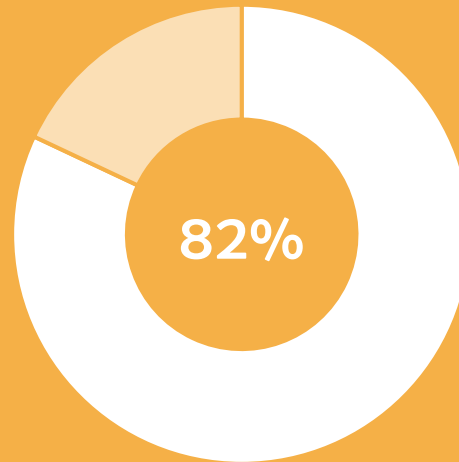
TX Promotes More Brand-Authentic Interactions

TX delivery can demonstrate and communicate, through every human touchpoint, a company's core values, differentiators and value proposition. [Source](#)

And It Works

TX can better drive employee and customer confidence, satisfaction, loyalty and advocacy. [Source](#)

Empowered employees enable positive customer experience

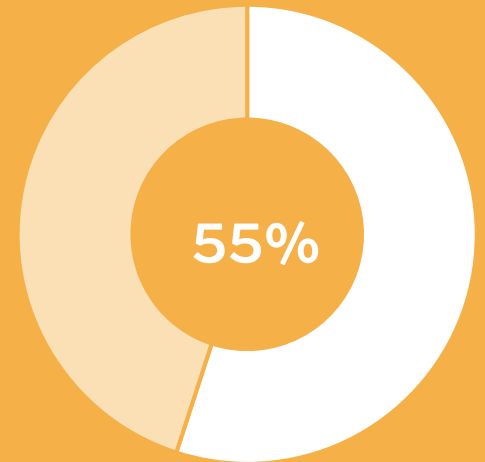


It's All Connected

82% of companies believe empowered employees enable a positive customer experience. [Source](#)

Another 82% state that CX is a core, vital part of their brand. [Source](#)

Only half of businesses are taking advantage of all TX areas



The Perfect Opportunity for the Bold

Only 55% of businesses say they are putting equal efforts into all TX areas.

By 2024, brands providing an integrated approach to total experience (TX) will outperform competitors by 25%. [Source](#)

So, who's leading the charge?

TX is still new but keep an eye out for these notable brands who show signs of making the shift. [Source](#)



Disney

Incorporating data analytics through a customer device called MagicBand, Disney is aiming to provide a friction-free experience from the moment guests reach the airport. All while utilizing the data gathered for improving UX, CX, MX and marketing purposes, like geo-targeting.



Coca-Cola

Launching the single biggest investment they've ever made in training, Coca-Cola strategically designed a digital academy for every single one of their employees. Focusing on EX across divisions collectively enhances the overall CX experience and ultimately the TX overall.



Hilton

With the need to improve travel sentiment post-pandemic, Hilton introduced a strategy that focused on three pillars: product innovation, marketing creative and customer connection. By focusing on people's desires outside of their hotel stay, Hilton ended up improving their overall brand experience.

It's time to think holistically

Think about the success of the whole pie, not just one slice. Did everyone who tried it enjoy it, or just one person?

It's Key to Agree

To perfect the whole dish, first, you must align on what type of pie of you want to create. What are your goals? What is the overall experience you want to deliver? When these ideas are established, it's easier to figure out the ingredients you need to make it.

1

Find common ground

Align on division goals and ensure those ladder up to larger goals. Make sure the direction is clear with all key stakeholders.

2

Get clear on your brand promise

Does your brand promise speak to all audiences or just one? If the latter, consider taking another look at the core reason your brand exists.

3

Get to know the tastes of your audience

Consider all audiences equally. Get to the root of their underlying desires with reliable data. Then use that data to uncover key insights that tie them all together.

4

OPTIMIZING AI



by **Nichole Maggio & Matt Kaupa**
Media Masters

lūquire

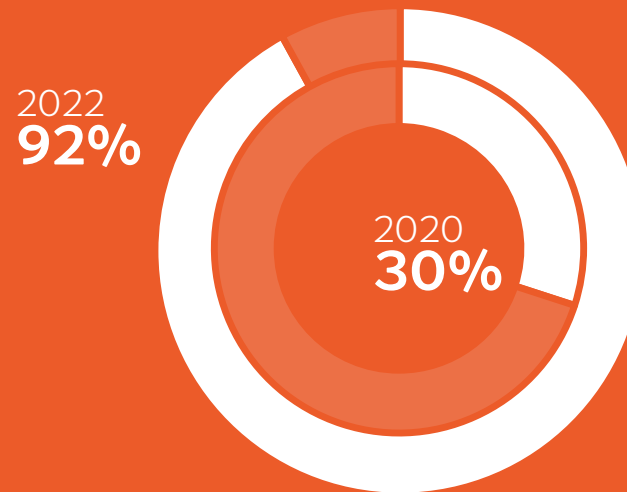
How AI is being used

In 2023, AI continues to become indispensable because it is a fundamental part of personalization for companies.

And personalization is what our consumers demand in order to feel seen and known.

[Source](#)

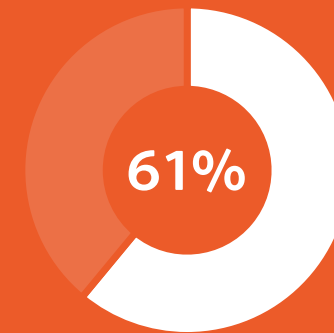
Businesses leveraging some form of AI/ML



92% of businesses are currently leveraging some form of AI/ML. That's up from 30% in 2020.

[Source](#)

Businesses without a strategy in place



61% of businesses surveyed do not currently have a data strategy in place to fully leverage AI/ML capabilities. [Source](#)

Sales & marketing field utilization



90% of all AI/ML is used within the Sales & Marketing fields.

The adoption of AI practices among all businesses is expected to continue at its current trajectory through 2024. [Source](#)

AI, Machine Learning and Deep Learning



Artificial Intelligence

"Getting a computer to do things which, when done by people, are said to involve intelligence." – John McCarthy

AI leverages large data sets and computer science to solve problems without explicit programming.

It's the umbrella term for various applications and subfields.

Machine Learning

Subset of AI.

Uses trained responses learned by data ingestion as opposed to explicit programming.

Example: Language translation

Deep Learning

Subset of ML.

Leverages artificial neural networks to imitate the human learning process, allowing for more complex and sophisticated outcomes. Deep Learning is able to learn from its past mistakes and self-correct.

Example: AlphaGo

The AI advantage

AI allows us to minimize manual efforts and act on insights faster, enabling more efficient optimizations and personalized messages in real time.

Active, In-The-Moment Decision-Making

Real-time optimization allows for a response to changes in behavior, or limited-time opportunities (e.g., geo-fencing), without manual intervention. This eliminates the lead time required for data analysis and responsive action, reducing the number of "missed opportunities" that would be present without AI/ML.

Leads to More Conversion

Interpreting customer needs or interest can lead to significant increases in conversion.

Let's pretend we're a grocery store brand ("Brand A")...



Prospective consumer's device is seen at a competitive grocery store

AI At Work

Cue to "Brand A" in real time



Consumer is served relevant ad in real time without the manual intervention of an agency/advertiser.

Ad Reads:

"Come shop at "Brand A"
for 10% off produce!"



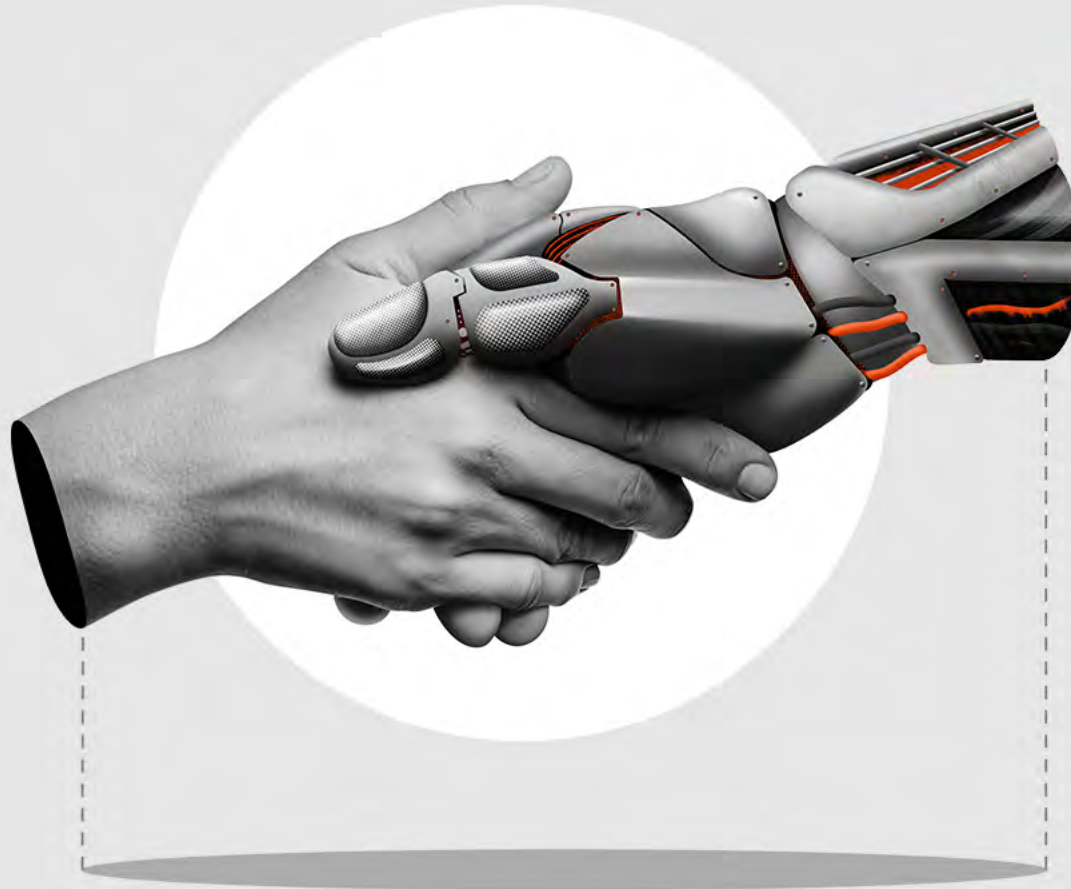
Predictive results

Accurate Forecasting for Audiences

Leveraging AI/ML to produce and optimize predictive models allows for near real-time adjustments to the model's methodology.

Having accurate and responsive forecasts will yield more effective media deployment by optimizing toward future behavior instead of past performance.





AI and media targeting

The Future is 1st Party Data

With 3rd party data on the way out and 1st party data becoming its imperative successor, AI can help automate decisions based on data inputs, analysis and trends to increase performance.

Users Want a Relevant Experience

For example, by using AI, marketers can serve dynamic creative tailored to specific audience segments to ensure maximum relevancy and ultimately stronger performance. Research by McKinsey reveals personalized ads can deliver 5-8X ROI, and Epsilon further shows consumers are 80% more likely to make a purchase after receiving a personalized experience.



1st party data & personalization



3rd party data with assumed relevancy

Getting started with AI



Identify your use case.

AI has solutions for chat bots, fraud detection, sentiment monitoring, content creation, supply chain insights and more.

Start by identifying your primary use case and objective.

Find the right tool(s) for you.

Solutions range in sophistication, cost and complexity. While your objectives will help narrow the field, also consider your organization's data maturity and ability to leverage more advanced features and data techniques.

Collect and clean your data.

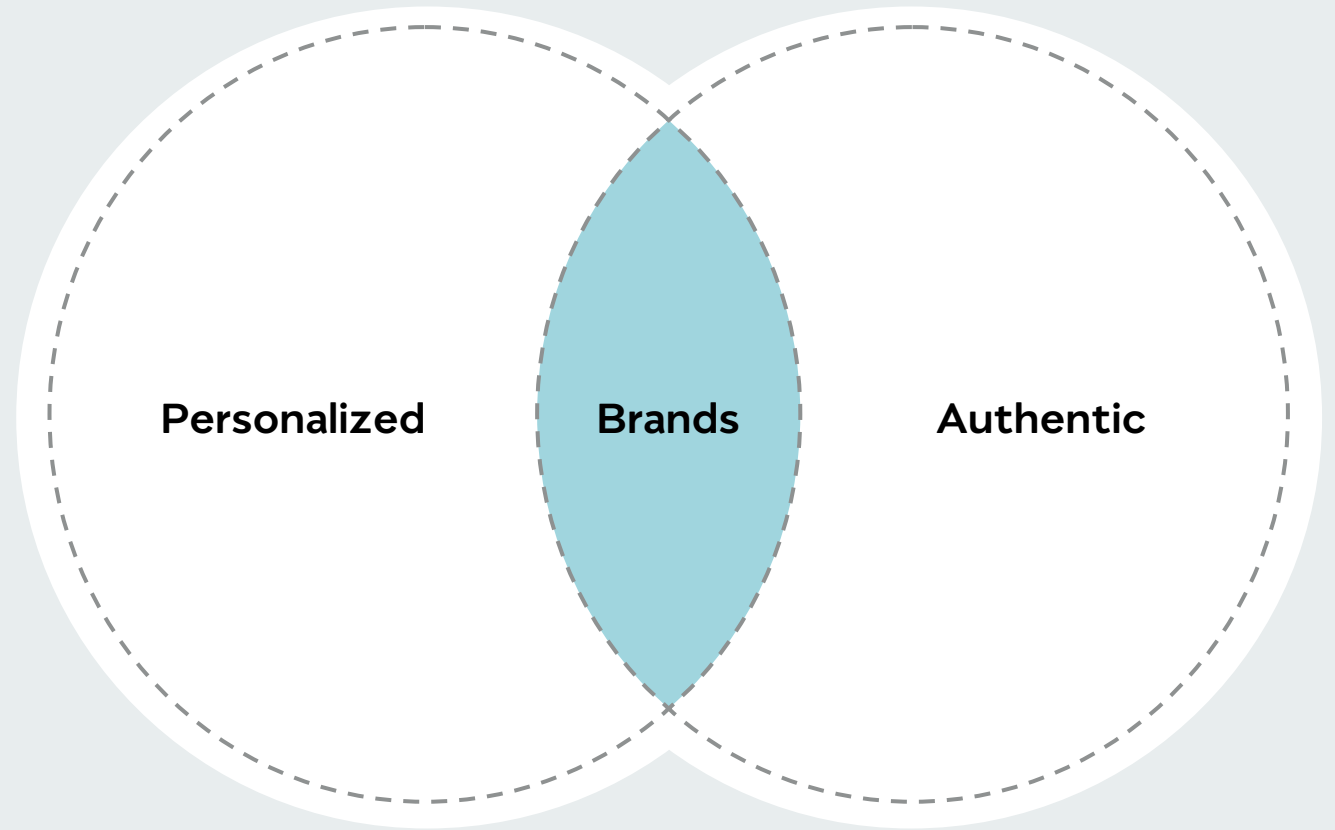
Prepare your data for ingestion into the tools. Keep in mind that garbage in = garbage out.

Need help cleaning and structuring your data? There's an AI tool for that!

TO SUM
IT UP



**2023 is all about grounding
yourself in personalized *and*
authentic marketing strategies.**



BRANDS
THAT ARE
GETTING
IT RIGHT



1

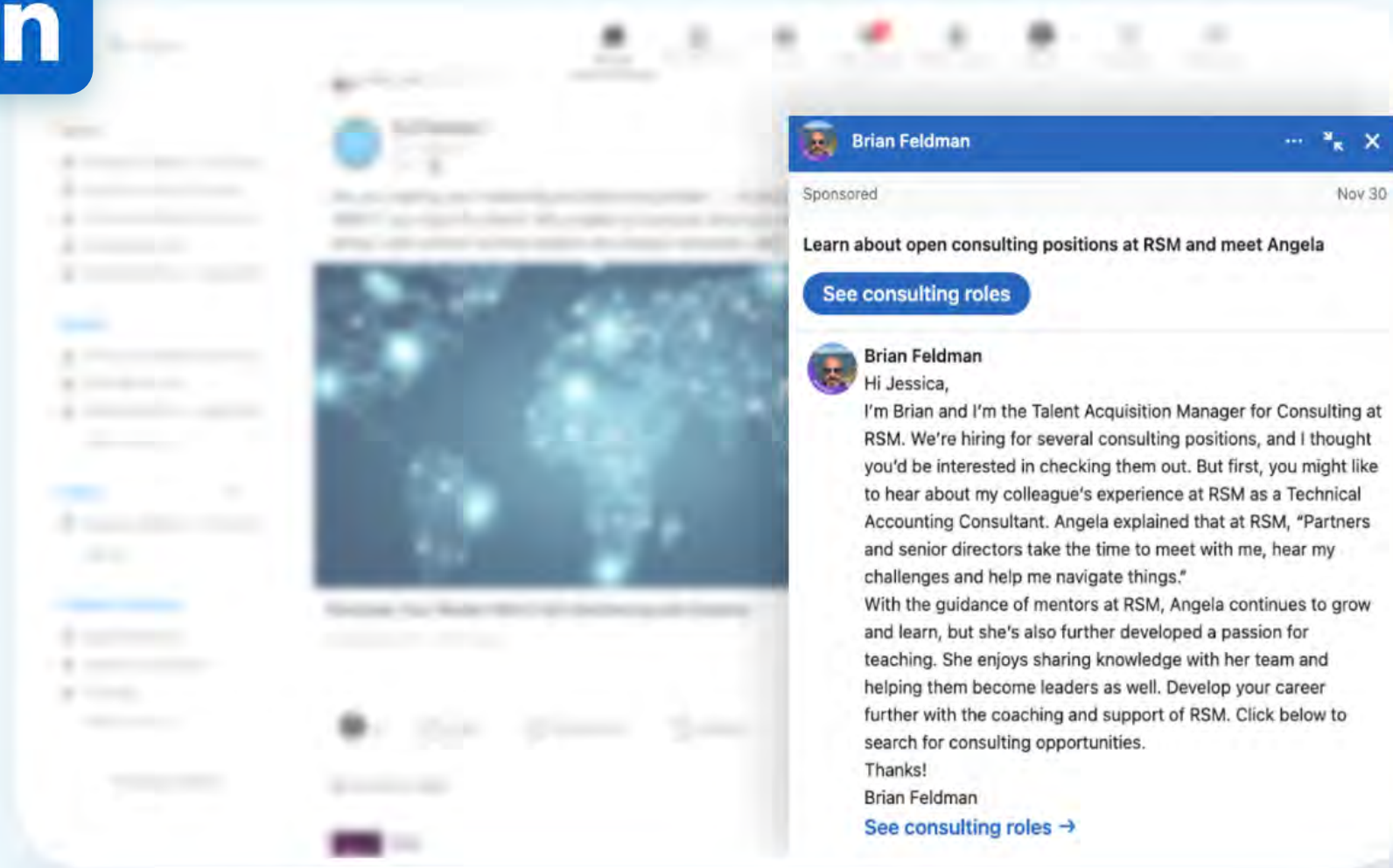
RSM

• CAN YOUR BRAND WALK THE TALK?

• OPTIMIZING AI

Message ads for recruitment, tapping into people who actually work at RSM as the person sending the message (instead of the standard recruiter, fake profile, or coming from the company profile).

This proves that an authentic voice and transparency (a real person/real role) are stronger drivers of connection and outcomes.



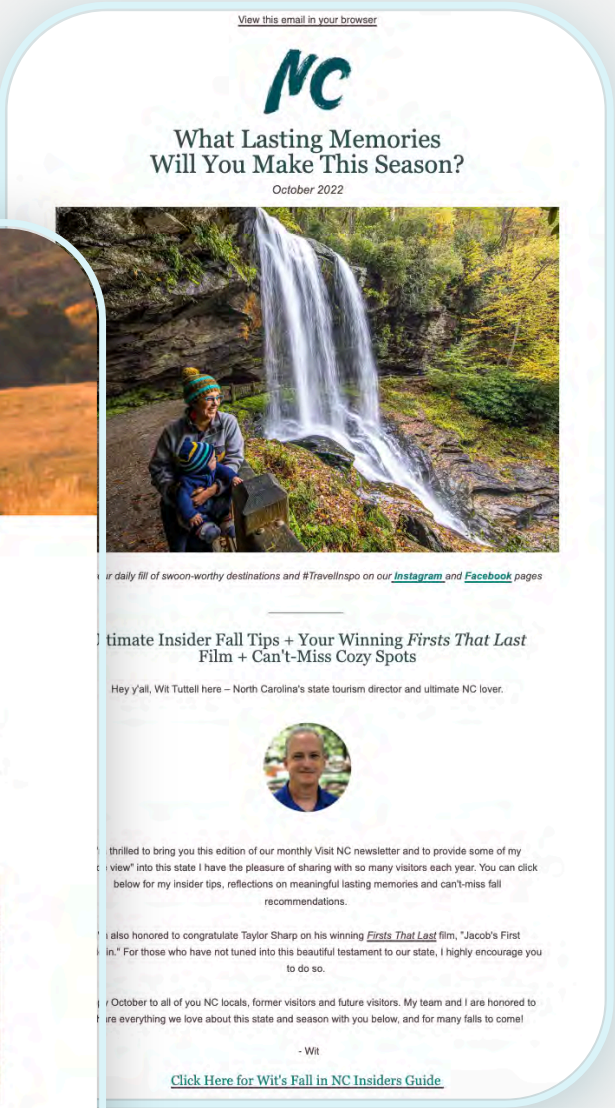
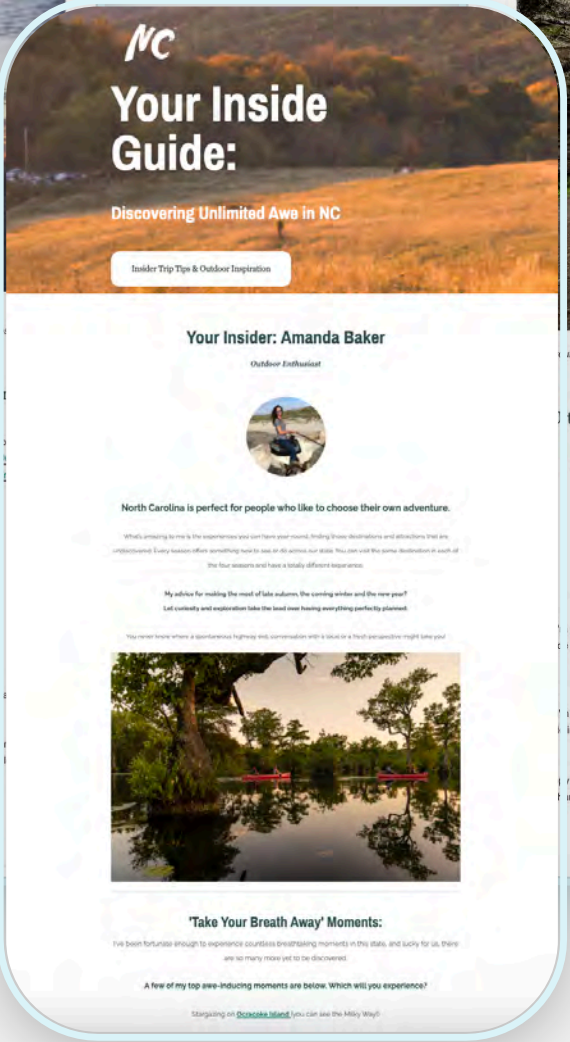
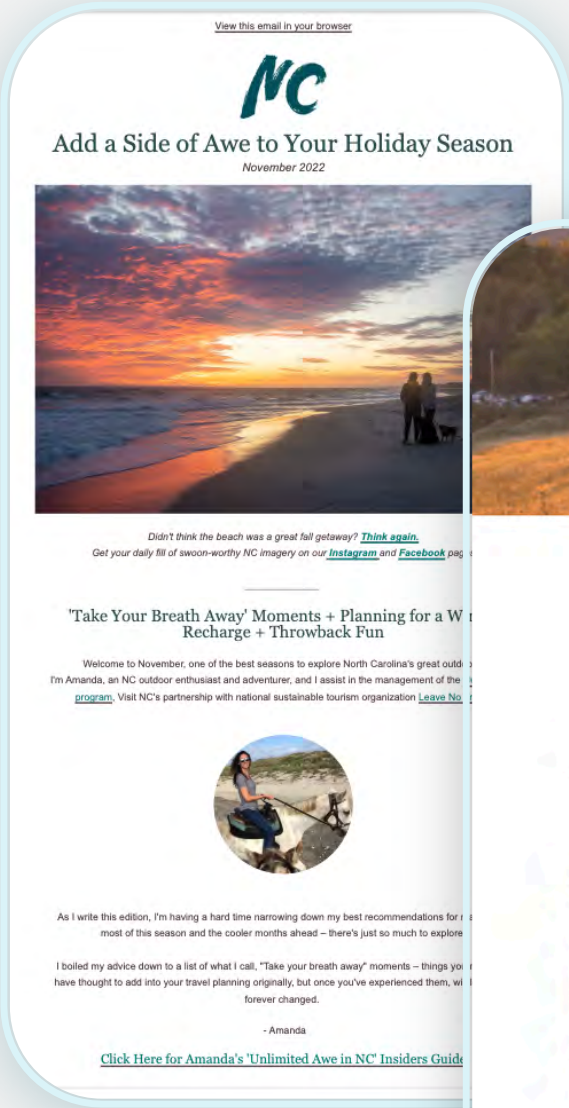
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Visit North Carolina

● TAKING A TOTALLY HUMAN APPROACH

Knowing that people prefer reading emails from people, the Luquire team guided an evolution of VNC's consumer email program. The new program showcases real NC authors who present their insider tips to 120K readers each month in their own voice and through their own lens.

This shift has created a more personal consumer experience with VNC email and has amplified open rates to 40% monthly.



3

Bojangles

• TAKING A TOTALLY HUMAN APPROACH

Being a Southern, shake-your-hand brand, we knew the best way to connect with Bojangles consumers and promote this sandwich was to do so directly, person to person.

We brought Bo's down-home roots to the Big Apple, putting out a call on social and through earned media asking NYC-based Southern transplants to come to Times Square and be the first in the world to try Bojangles' chicken sandwich.

2,000 sandwiches later, the proof was in the ~~pudding~~ chicken.



4

Visit North Carolina

● TWO IS BETTER THAN ONE

North Carolina and tourist partners across the state teamed up for a cause-focused collab: offering a certification process for restaurants to unify around health and safety during the height of the COVID-19 pandemic.

Visit NC redefined what travel, vacation and a simple night out looked like during the pandemic, salvaging its robust tourism program, and the participating partners showcased a unified front in the effort to safely overcome this pandemic, earning public trust along the way.



LET'S WIN,
TOGETHER.
PEOPLE TO PEOPLE.