



It's all about impact, turning three...

There's always been some kind of inexplicable magic around the number three.

Why else would filmmakers aim for trilogies? Bowlers for hatricks? Gamblers for the triple A?

Why else would we watch soaps replete with love triangles?

What's it about The Good The Bad and The Ugly, Amar Akbar Antony, Kal Aaj aur Kal that rolls off the tongue so easily?

Why else would we, no matter how old we get, hope to meet a genie who grants us three life-altering wishes?

There's something to be said for the power of 3.

We too have our own troika for brand engagement that creates what we call "brand demand". A simple but powerful philosophy called ROI.

Relevance. Originality. And (coincidence?!) Impact.

And this new ROI for the brand, results in the classic ROI (Return On Investment) for the brand owners.

In an age where consumers are hit by a barrage of messages that shout out from the daily newsprint or rudely intrude upon the most tear-jerking TV moments, surely there must be a smarter way... to prove a brand's relevance to daily lives, a brand's originality in its dialogue and a brand's impact on its users?

ROI is a classic credo that underscores the absolute need for all three aspects of consumer delight firing at the same time. It is this belief that forms the very basis of touchpoint marketing. The entire media plural thinking stems from this three-way formula of communication efficiency.

Whether it's an event that draws in participation by pushing the right emotional buttons... or an ambient idea that delights with its unexpectedness... or an online experience that lures you into a lot more clicks... there's just one way ROI operates.

It demands that you answer a question. "How have you

rewarded the consumer for engaging with your message"?

Answer that simple query and you know one of two things: you have connected with the consumer or you've insulted his intelligence.

When a consumer is rewarded for interacting with your communication, he reciprocates by rewarding the brand with his franchise. The very stuff of relationships born of: mutual respect and benefit!

When this dialogue grows healthier and deeper, you have the beginnings of brand loyalty.

And when that gets constantly enriched, that's when brand advocacy kicks in.

So guess who's your new aggressive sales force? Your happy consumers.

That is really what user generated content, consumer generated media, blogs and active community sites are all about.

And that is really the foundation on which another belief is built: co-creation.

A manufacturer thinks he owns the brand, which may be financially true, but here's the breaking news: The consumer refuses to have it nurtured by a single parent anymore. Not with the amount of emotional investment she has ploughed in from her side. So who really is the custodian of the brand?

The answer could have yet another surprising effect on the business we're in. Making us the third big impact in the lives of people.

Sound of hero's hand connecting with villain's cheek in a Bollywood film? Impact.

When willow meets leather, sweet spot meets full toss with pure, religious fervour? Impact.

Moment of truth when brands delightfully surprise consumers and consumers happily return the favour? Impact.

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