

Masters of Marketing Spotlight Series  
Evan Huggins, Pernod Ricard USA

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STRATEGIC GROWTH  
& PERFORMANCE MARKETER  
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*PERNOD RICARD USA*

Evan is a key player on the Digital Acceleration Team at Pernod Ricard USA, where he is leading Growth and Performance Marketing Strategy for brands such as Absolut Vodka, Malibu Rum, and Jameson Irish Whiskey.

On the following pages he discusses the importance of creativity in a data-driven world, the reinvention of mobile in marketing strategy, and why data privacy is the yin to data security's yang.



“It’s easy to lose sight of the importance of creativity, with everything today being so digital and automated.”

We all want to create a certain kind of brand experience, aimed at people in a particular context or moment. Food and beverages, for example, are products that bring people together.

Whether it’s soft drinks or wine, ultimately you want to reach the right people at the right time with the right story, and cultivate those relationships to drive your business growth upward.



“It’s really about the creativity behind the storytelling, and less about the technology itself.”



Consider another industry, auto insurance. That’s not exactly the space where we’d expect cool and engaging creative ideas that inspire both consumers and marketers. For example, GEICO is in a highly competitive vertical where there are huge advertising investments. Yet they still manage to differentiate themselves with original consumer experiences. As a consumer, I appreciate that they are innovative enough to create an experience that drove my desire to ignite a relationship and become a customer.

It’s really about the creativity behind the storytelling and less about the technology itself. It’s easy to lose sight of the importance of creativity, with everything today being so digital and automated. If you can cut through that, and use addressable targeting via Roku to serve me a funny commercial with unexpected content that produced a laugh, then you’ve won. It is also not easy to make me laugh.



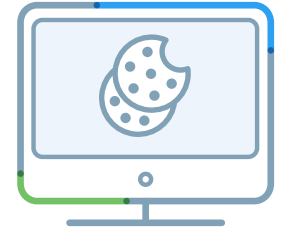
Mobile is becoming an increasingly important — if not the most important — frontier for brands. There are many new ways in which companies are using mobile to enhance their marketing tactics. Phones are a representation of you, where you go, and consequently, what you interact with in the physical offline world. This expands the canvas for cultivating that relationship with the brand through experiences. Marketers are reinventing how they use mobile.

Particularly with location-based measurement and brick-and-mortar innovations, mobile is absolutely the bridge between online and offline. Beacons are a valuable tool to advertisers, though their value is maximized by the users around them. There's something to be said about understanding the movement of the consumer between fixed locations, and not just the stationary measurement of the consumer once they've arrived or departed. Real marketers strive to understand the entire journey of their consumers.



“Marketers are reinventing how they use mobile.”

“Identity resolution is also key.”



Identity resolution is also key. In the past, marketers wanted to enrich consumer profiles by collecting every single known data point, including someone’s first and last name, their e-mail, the phone number, and that still happens.

More specifically now, it’s the cookies, the device IDs, and creating unique identifiers that encapsulate significantly more robust views of consumer preferences and characteristics. I’m excited to see this approach tied with mobile as an attribution play for brick-and-mortar locations as I was just describing. Those pieces coming together is going to be very critical. This is happening all around us.

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“Regarding privacy, the value exchange is table stakes. You also need to communicate that you want to protect people.”

Organizations should have very clear, simple, but comprehensive privacy language. It needs to be somewhere really accessible where people can see what you're all about, why you do what you do, what it means for them, what you're doing to make sure their information isn't compromised, and what you will do in the event that it is compromised.

That doesn't mean you have to show terms and conditions full of the procedures you'd follow after a data breach. Transparency regarding privacy and data governance shouldn't just be about what data you gather and what you do with it when you get it, but how you respond in the event of a breach. This is crucial for companies collecting

consumer information. Regarding privacy, the value exchange is table stakes. You also need to communicate that you want to protect people. It will be interesting to see which players stand up and acknowledge this.

I'm interested in being one of the guardians, for lack of a better word, to make sure that people feel comfortable with the way their information is being handled and treated. Brands can share very impactful and genuine experiences while being aware of consumer information in a way that shows integrity and isn't just self-serving.






“Constant change creates a fine line between helpfulness and hindrance.”

A lot of marketing professionals succumb to the pressure of having to meet this unsustainable pace of change. That pace is never going to slow down, and so what has to slow down is you. You can't drag your feet, but you have to learn how to control the pace. One must find the balance.

Constant change creates a fine line between helpfulness and hindrance. The more successful brands are going to be the ones who can understand what needs to happen, the speed at which it needs to happen, and also understand there's only so much you can do in a given period of time. You must prioritize and minimize distractions. Find value in meaningful business outcomes, regardless of what's coming in tech, products, marketing services, etc.





“Are we willing to change?  
Are we willing to be catalysts for that change?”

To be more philosophical about handling change, a question we should ask is, are we willing to change? Are we willing to be catalysts for that change? Will we sacrifice to attain it?

Answering yes will put you light years ahead of most professionals, businesses, and humanity at large. Use change to create better experiences internally with others, and translate that into better experiences externally for consumers.

We can all improve along the way.

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