



## Digital Communications:

The art of positioning your brand online



### ***What message are you Communicating (Tim McCullough - JourneyFor)***

If content is key, how do we decide 'What Content to Create' and how to 'Send the right message'. Well Tim McCullough from Journey emphasised the importance of understanding and clarifying your company's identity before anything else. As companies evolve and grow they gather more understanding about what's good about their business and what they do best, so it's important that your brand evolves with the insights gained from your experiences. As companies grow there are times when the evolution outpaces the brand and the core messaging becomes lost. The author Larry Ackerman summarises it as: *"When we discover our identity all things become clear. We know what to do and what not to do. Most important, we know why.... Identity is cause; brand is effect & the strength of the former influences the strength of the latter"*.

Clarifying your identity is the foundation for creating value and being rewarded for it in return. So, it's not really about marketing or design, it's about self-realisation. So what questions do we need ask in exploring our identity, well the starting point is to ask:

- What makes me different?
- How do I really want to look?
- How do I really want to talk /speak?
- What do I want to say?

### ***How to Use Animation to Boost Sales (Jamie Steele - PaleBlueDot)***

Jamie highlighted that in our fast-paced society people are overwhelmed with emails, texts, social media, and of course so many ads — they are everywhere. Smart marketing people understand that potential clients want to be entertained, and wooed, not just presented boring facts. Facebook has been a huge distraction for web surfers who cannot seem to unplug from the curiosity of each changing minute. How do you grab the attention of Facebook junkies? Well good animation can do wonders to increase sales in a business, it is one of the most versatile presentation mediums available on the market to increase sales for a business. The most common and thought of use for 3D animation is obviously making an animation for a commercial. It explains your product or service and markets it to potential customers. Animation is an inherently visual communication tool. We rely heavily on our vision, the most of all of our senses, and animation can take advantage of that fact with sight and sound creating powerful emotions to urge an audience to take an action. Delivering a message through images and animation clearly conveys information in a way that leaves no room for interpretation. Your audience is shown exactly what you want to say without things like context and diction making the message murkier. Not only this, but animation makes your presentation look more polished and professional. A short animated video gives

the impression of more passion and work put into the presentation than a simple power point. Some key messages included:

- Companies are focusing not only on strategy, but clever scripts
- Viral animated videos with strong messages and colorful graphics create brand recognition
- Animated videos are in high demand and extremely captivating
- YouTube videos have an enormous audience for animated ads

Jamie went on to show a number of examples of how you can 'WOW' your clients and boost sales with animation.

### **Case Study (Kerry Nevins - BaboCush)**

Kerry Nevins, a local mum from Glengormley, described how she has devoted the past 10 years to developing a revolutionary new product to give a newborn baby comfort and relieve from colic and reflux and in doing so save mum's sanity. She said: *"It has been the most unbelievable journey and I have been working on it every day for the past 10 years. Often, I felt like giving up but I couldn't because I really believe in it, and so many people have used it and I've had the most positive feedback."*

*"My friends urged me to develop it as there was nothing like it on the market."* Kerry then talked to Invest NI, who gave the project their full backing. She describes Babocush as a small mattress with a protective fleece cover and a harness with adjustable straps which can take on the size and shape of any baby and which has a vibrating device and a simulated heartbeat.

What is equally remarkable is Kerry's success in the use of social media to promote her product. Since January 2017 there have been over 2.25m visits to her website. Since the product launch, her site has received over 100m video views and c145,000 Facebook followers and most importantly this viral marketing activity is converting into sales.

### **What is Emotional Intelligence (Chris Johnston - Adoreboard)**

Emotional Intelligence is the new frontier for brands to connect better with customers' emotions. Describing their history as a spin-out from Queen's University Belfast, Chris outlined how they applied current research in this area and have created a new type of technology in the emerging field of emotional analysis. The result is a world leading emotional analysis platform that help brands transform their customer's experiences by turning customer interactions from any source into unique Emotionally Intelligent Insights.

Adoreboard's algorithms analyse text to reflect how people communicate in everyday life. To achieve this they apply an approach known as common sense reasoning. This creates an evolving knowledge graph connecting facts about the world to the emotions they commonly evoke. So feelings such as love, hate, anger, surprise, annoyance and trust can be identified and compared in content. And since the language used to express emotions – to "emote" – in text continually changes, they've built a system which can be adapted to change e.g. by incorporating popular concepts like emoticons and emojis.

Chris described how Adoreboard are committed to making a change in how brands and agencies use data to connect with people in a more human way. They want to unlock more emotional meaning and impact in the way businesses communicate and the way people brands behave. They hope to make brands more effective but also more ethical and authentic by revealing audience insight on any content, empowering brands to harness the

power of now. Chris showed examples of how the company generates value for their customers through their insights. They do this by connecting the dots between action and emotion – revealing more truth insights than brands can glean from any survey, analysis or technology in the world today.

The Adoreboard engine delivers a unique range of insights based on years of high-level research and patent pending algorithms. It goes far beyond traditional ‘Sentiment Analysis’ that tends to deliver very simple, binary answers – good/bad; like/dislike; yes/no – or other types of cognitive analysis.

Human emotion is much more complex and all those involved in customer experience know there’s much more to find and understand. For example, rage and sadness would both traditionally be simply classed as ‘negative’, but they are radically different emotions – with different action and responses required.

Finally information was shared on the sorts of guidance and help that Invest NI can offer local businesses who are interested in developing new products, services, developing the visual communication, increasing efficiency etc.