

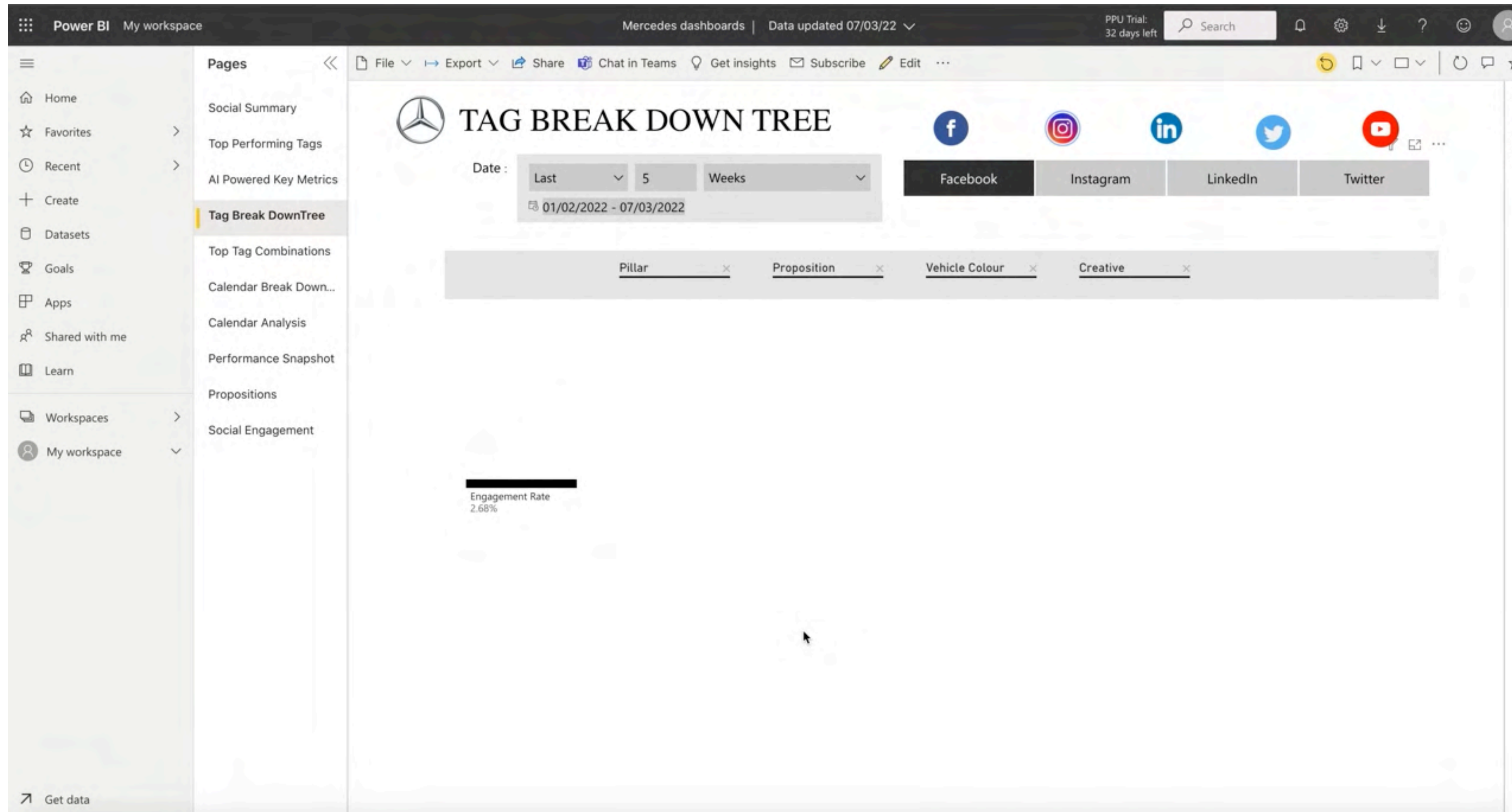


CREATIVE ENGINEERING USING DATA



David Uribe - Regional Head of Data CEE, Africa and Middle East

What if we told you that...





Does data kill creativity?

56%

Of the effectiveness of mobile campaigns can be contributed to the quality of creatives

Source: Nielsen Catalina Solutions ©2017; Period 2016Q1 2017

Sales contribution

TV (linear & addressable)



Digital (video display & mobile)



■ Brand ■ Creative ■ Media

Creative- Productivity Metric & Standard Deviation

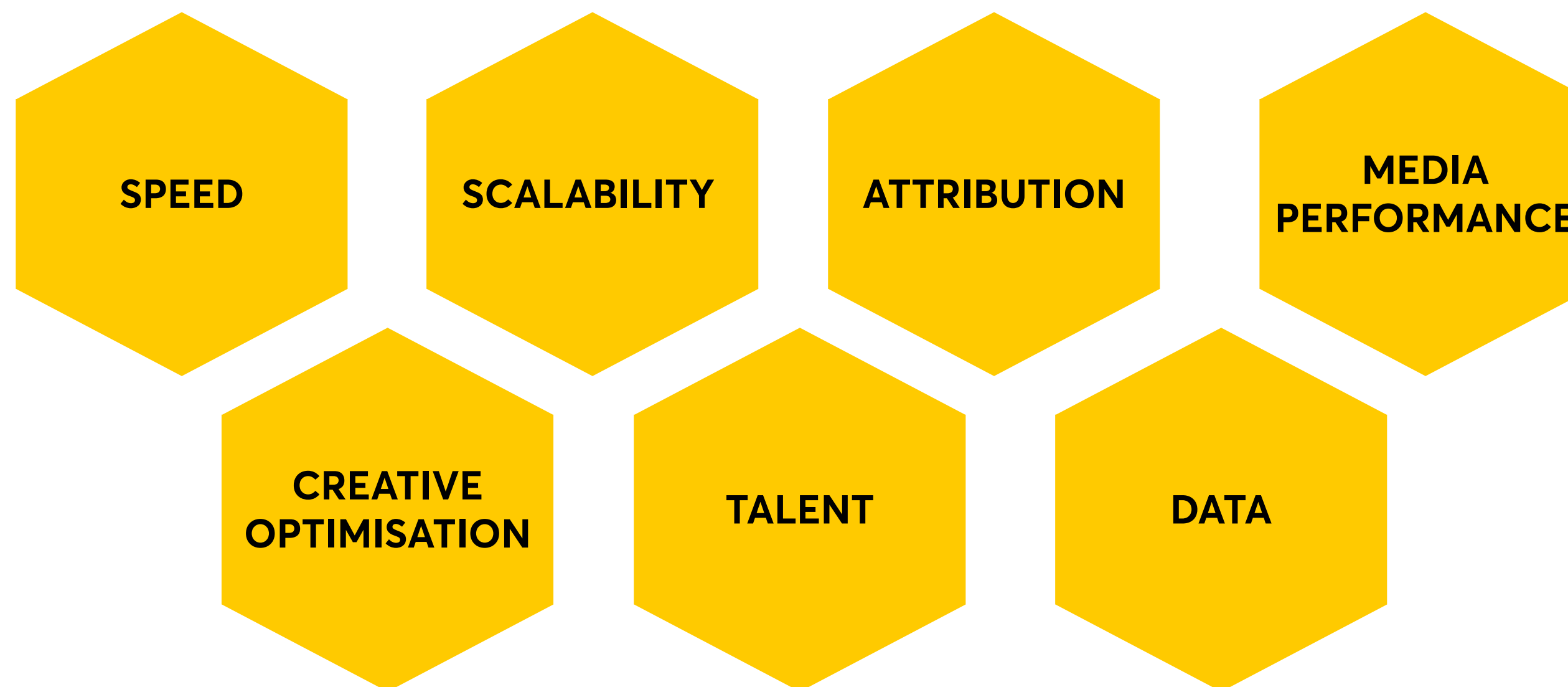


Before 🙅 we had
to do a few things
 differently



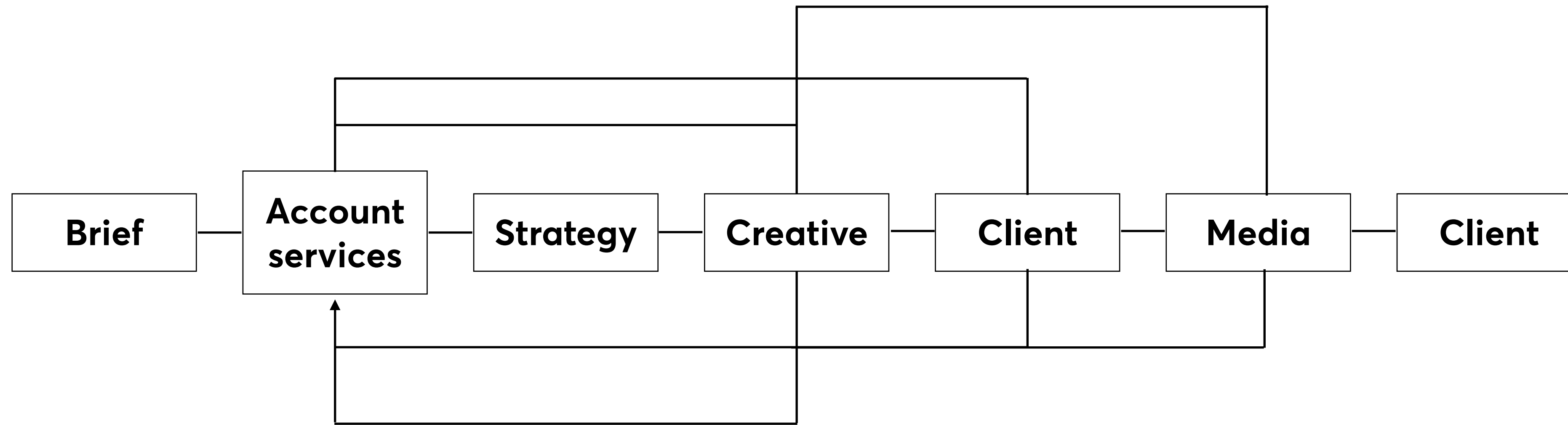


Challenges





The “usual” ways
weren't working for us



Late No A/B Testing No CRO No learnings Client relationships 🙄



1UP
782700
HIGH SCORE
782700

L=15

BONUS
6800



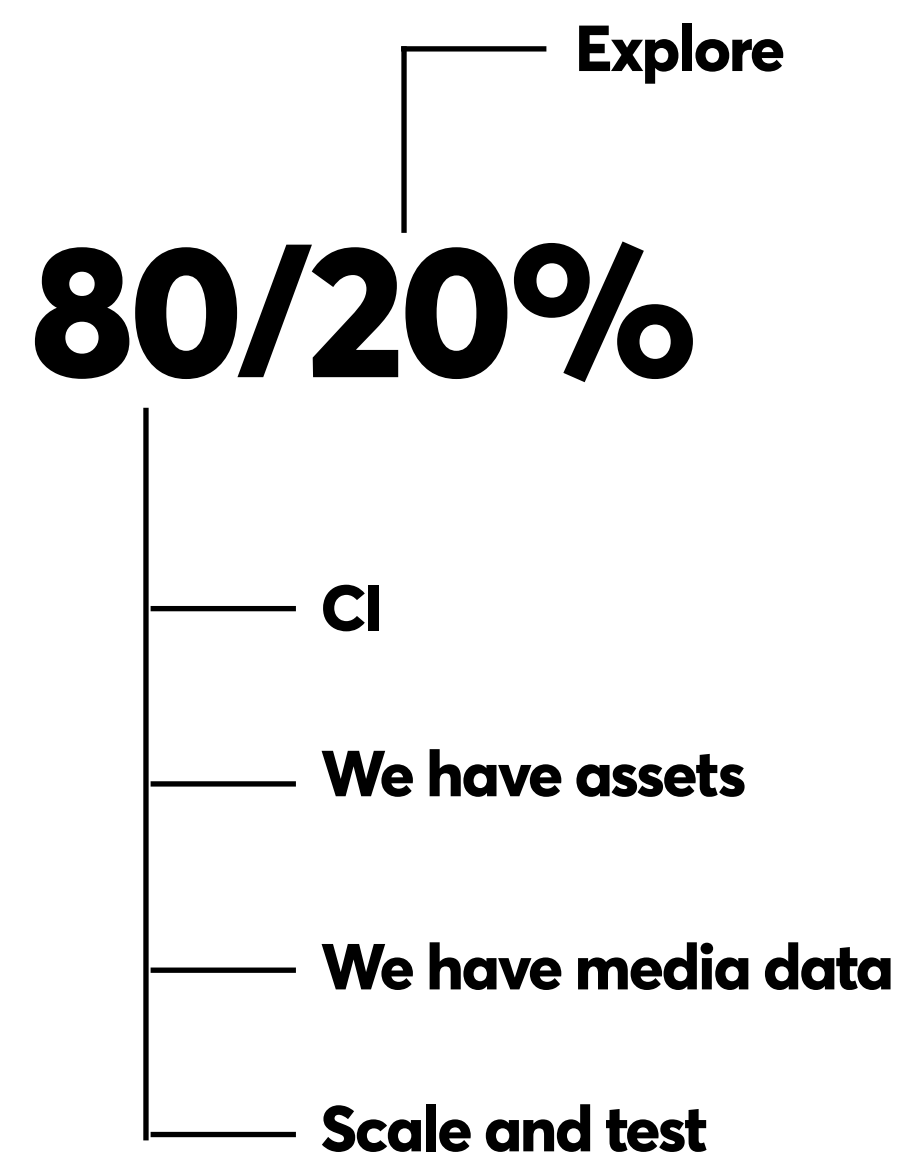
THEN WE

REALISED

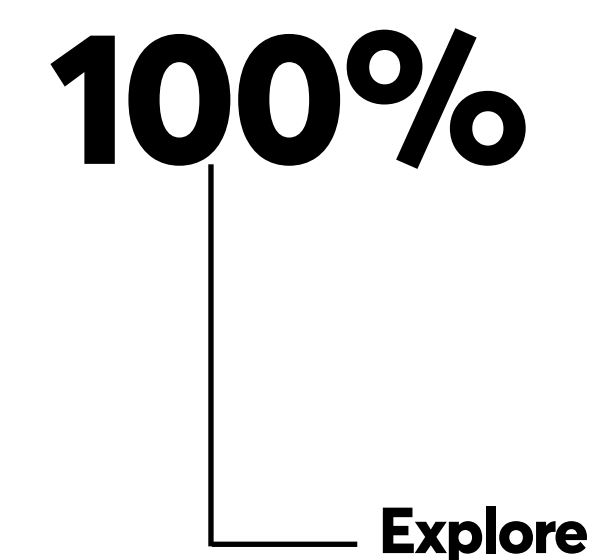


We were looking at this from the wrong perspective

Existing Clients



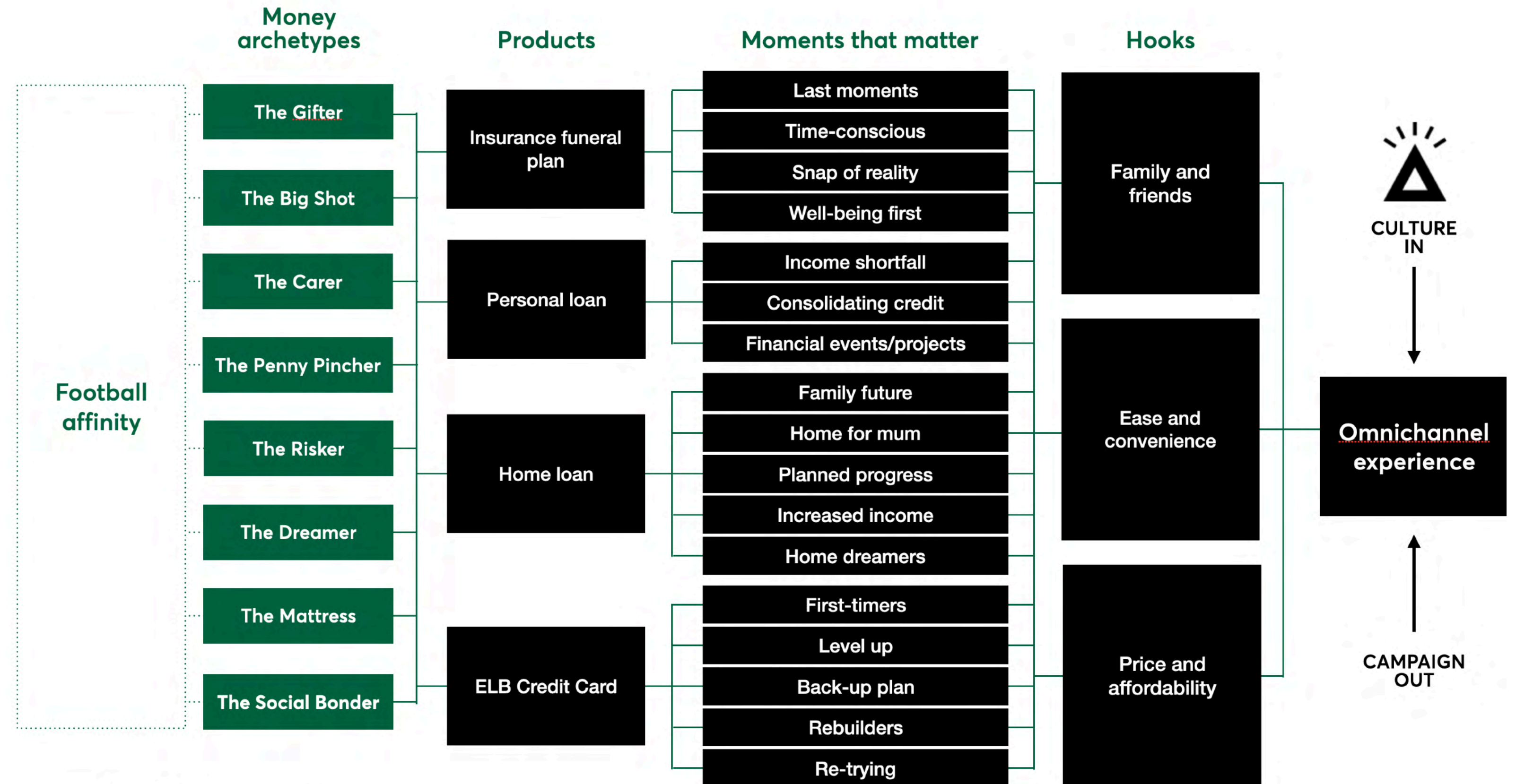
New client / pitches



Demystifying Digital Strategy



From:



OPMG: Powered by TBWA | Confidential and Proprietary

To:

Action:
Repurchase, redeem codes, recommend

Objective:
Create a network effect on buyers and assist more conversions

Message type:
Recommend, incentives for repurchase, personalised gifts

Action:
Register on e-tailers, purchase

Objective:
Assist 2-3,000 conversions on the first month and increase to 4,500 p/m on month 2 and 3.

Message type:
Incentives, urgency, campaign

Action:
Clicks, follow, visit

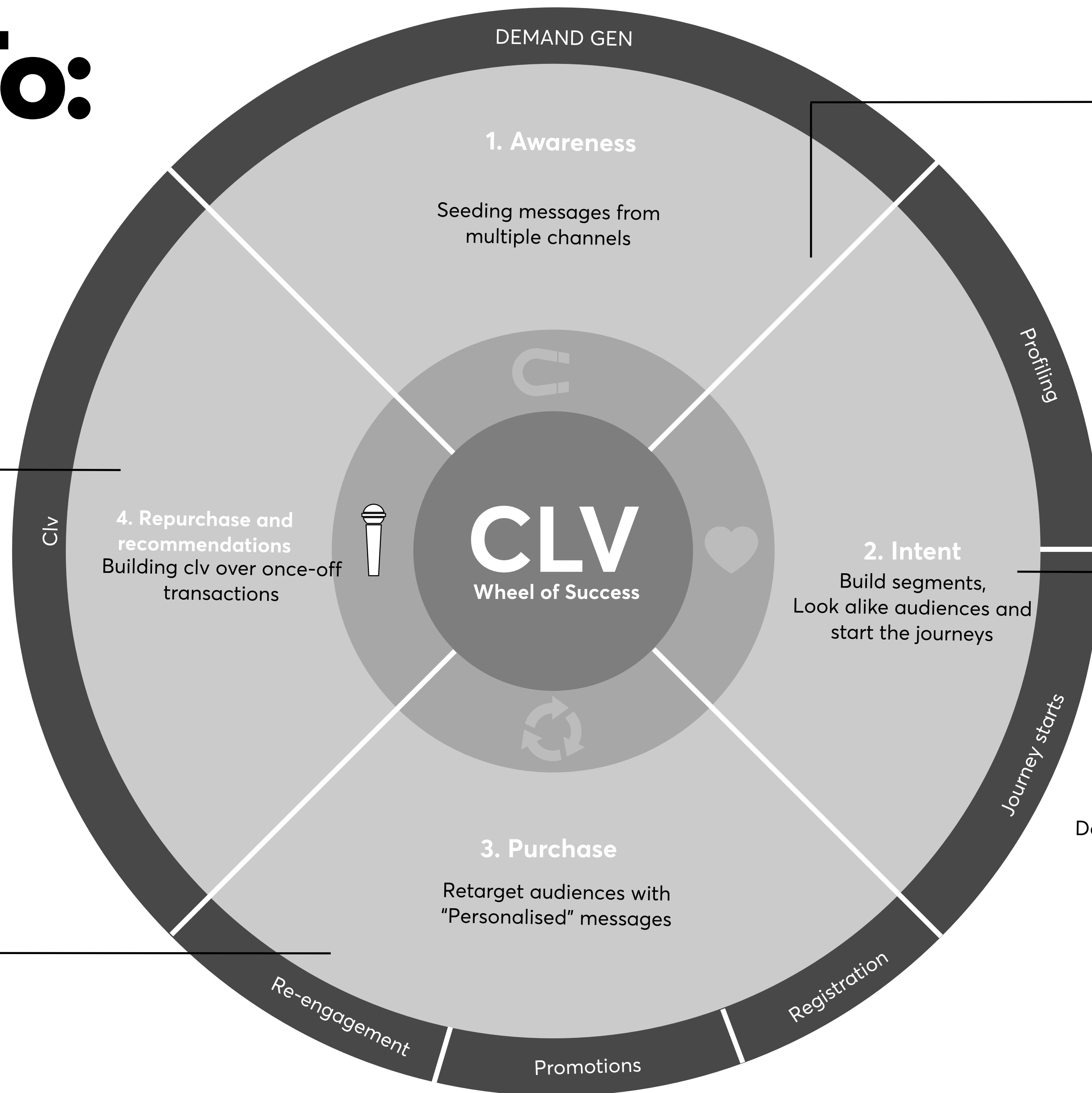
Objective:
x Visits to landing pages with < than 40% bounce rate

Message type:
Incentives, benefits, urgency

Action:
Compare prices, visit e-tailers

Objective:
Audience profiling and intent
Quantification

Message type:
Delivery time, save up to, campaign message, contest





And the way we
CREATE



Engineering Creativity



Features

Benefits

Validation

Demonstration

Hooks

Problems and Pains

What are the most distinctive attributes of the product?

What advantages will the product deliver?

What reviews, testimonials or awards are there?

What are the most compelling ways can the product be demonstrated?

What associations do people have with the product?

What problems and pains does the product remedy?

+ Incentive

Engineering Creativity



Features

Sign up for 60 minutes of free music and data.

Enjoy free access to playlists in the MusicTime® Free Section.

Access hundreds of local and international songs for free.

Unlimited listening.

60 free minutes to access 35 million songs.

Get free access to 30 seconds of any song you like.

Benefits

Free music.
No hidden costs.

Get your own personal DJ.

A song for everyone.

Discover new music for free.

The new. The old.
The everything.

10 free playlists updated each week.

Validation

"Check out my single that just dropped on MusicTime®."

"Find your soul for free."

Need a good workout?
We have a playlist for that.

Your bae no longer in your life?
We have a playlist for that.

Do you need to do some soul searching?
There's a song for that.

Find the song written to your beat.

Demonstration

Listen to the songs you love.

Discover your favourite genre of music.

If you're loving how this sounds.
Keep listening.
<Sound clip banner>

<Can grab a few lyrics of a particular song>

Get a taste of the beat.

Love Kwaito? you'll love this playlist.

Hooks

Sign up and your music is sorted.

Sign up for hundreds of free songs each week.

Download MusicTime® to access the Free Section.

Free music at your fingertips.

Find your favourite song for free.

Download, listen and love.

Problems and Pains

We don't have hidden costs.

Right tunes for the right moment.

Let the beat play on.

No data. Just music.

+ Incentive

Modular Copy



Headline	—————	Enjoy free access to playlists in the MusicTime® Free Section.
Sub-header	—————	Listen to your heart's content with 10 new playlists to choose from each week.
CTA copy	—————	Download MusicTime® app today.
Tag-line	—————	everywhere you go



Or just using testing **PILLARS**

MAKING LIFE RICHER	FRIENDS AND FAMILY	FESTIVITIES	DIRECT COMMERCIAL
-------------------------------	-------------------------------	--------------------	------------------------------

Headline **To those who keep making
life richer**

Sub-header **Thank them with a Johnnie Walker Black Label**

CTA copy **Shop Now**


Tag-line **Keep Walking**



**AND A
BIT**

**OF
MATH** 🧐



PILLARS	MAKING LIFE RICHER	FRIENDS AND FAMILY	FESTIVITIES	DIRECT COMMERCIAL 
ONE	<p>HL: To those who keep making life richer.</p> <p>SH: Thank them with Johnnie Walker Black Label.</p> <p>CTA: Shop now</p> <p>TL: KEEP WALKING</p>	<p>HL: To friends who feel like family.</p> <p>SH: Return the favour with Johnnie Walker Black Label.</p> <p>CTA: Buy now</p> <p>TL: KEEP WALKING</p>	<p>HL: To those who keep making festive fun.</p> <p>SH: Thank them with Johnnie Walker Red Label.</p> <p>CTA: Order now</p> <p>TL: KEEP WALKING</p>	<p>HL: Give the gift of Johnnie Walker.</p> <p>CTA: Give now</p> <p>TL: KEEP WALKING</p>
TWO	<p>HL: To those who make it a night to remember.</p> <p>SH: Return the favour with Johnnie Walker Red Label.</p> <p>CTA: Give now</p> <p>TL: KEEP WALKING</p>	<p>HL: To the friends and fam who make life fabulous.</p> <p>SH: Show you care with Johnnie Walker Black Label.</p> <p>CTA: Order now</p> <p>TL: KEEP WALKING</p>	<p>HL: To those who make every day feel like the holidays.</p> <p>SH: Return the favour with Johnnie Walker Black Label.</p> <p>CTA: Buy now</p> <p>TL: KEEP WALKING</p>	<p>HL: Give the smoothest gift of all - Johnnie Walker Red Label.</p> <p>CTA: Shop now</p> <p>TL: KEEP WALKING</p>
THREE	<p>HL: To those who keep the laughter flowing.</p> <p>SH: Show you care with Johnnie Walker Black Label.</p> <p>CTA: Shop now</p> <p>TL: KEEP WALKING</p>	<p>HL: To those who always make you feel at home.</p> <p>SH: Thank them with Johnnie Walker Red Label.</p> <p>CTA: Buy</p> <p>TL: KEEP WALKING</p>	<p>HL: To those who keep lahl'ing umlenze kwi step*.</p> <p>SH: Reward them with Johnnie Walker Black Label.</p> <p>CTA: Order now</p> <p>TL: KEEP WALKING</p> <p><small>* (To those who keep throwing their legs up when they do the step (wedding dance done at every Black wedding.)</small></p>	<p>HL: Make someone's day with Johnnie Walker Black Label.</p> <p>CTA: Give now</p> <p>TL: KEEP WALKING</p>
FOUR	<p>HL: To those who put the M in DMCs.</p> <p>SH: Thank them with Johnnie Walker Black Label.</p> <p>CTA: Buy now</p> <p>TL: KEEP WALKING</p>	<p>HL: To the BFFs you can always depend on.</p> <p>SH: Show you care with Johnnie Walker Black Label.</p> <p>CTA: Shop now</p> <p>TL: KEEP WALKING</p>	<p>HL: To those who keep the vibe going all night.</p> <p>SH: Thank them with Johnnie Walker Red Label.</p> <p>CTA: Buy</p> <p>TL: KEEP WALKING</p>	<p>HL: Give a gift to remember with Johnnie Walker Black Label.</p> <p>CTA: Order now</p> <p>TL: KEEP WALKING</p>
FIVE (Without To- Structure)	<p>HL: Some people always keep it interesting.</p> <p>SH: Thank them with Johnnie Walker Black Label.</p> <p>CTA: Give now</p> <p>TL: KEEP WALKING</p>	<p>HL: It's a lot of work to organise the family get-together.</p> <p>SH: Show you're grateful with Johnnie Walker Black Label.</p> <p>CTA: Order now</p> <p>TL: KEEP WALKING</p>	<p>HL: Celebrate those who are the life of the party.</p> <p>SH: Thank them with Johnnie Walker Black Label.</p> <p>CTA: Shop now</p> <p>TL: KEEP WALKING</p>	<p>HL: It's never too late to get them Johnnie Walker Red Label.</p> <p>CTA: Buy</p> <p>TL: KEEP WALKING</p>



Sign up for 60 minutes of free music and data.

Sign up for the 60 minute free trial and get access to 35 million songs.

60 free minutes to access 35 million songs.

Sign up for your free 60 minute trial today and get to listen to a free playlist each week.

Enjoy free access to playlists in the MusicTime® Free Section.

Listen to your heart's content with 10 new playlists to choose from each week.

Unlimited listening.

With the Free Section on MusicTime®, you can access 10 playlists each week, to listen to whenever you feel like.

Access hundreds of local and international songs for free.

Sign up for 60 minutes of free music and open the doors to your favourite tracks from across the world.

Get free access to 30 seconds of any song you like.

Get a taste for the tracks you'll love when you sign up for a 60 minute free music trial.



Listen to the songs you love.

Sign up for 60 minutes of free music and access your favourite songs from one of our 10 weekly playlists.

Discover your favourite genre of music.

From Kwaito, to GQOM, the Free Section in MusicTime® has the perfect playlist to suit you.

If you're loving how this sounds. Keep listening.

Get to listen to 30 seconds of any song for free when you sign up for a 60 minutes free music trial on MusicTime®.

Get a taste of the beat.

Sign up for 60 minutes of free music and get access to an additional 30 seconds sneak preview of hundreds of tracks.

<Lyrics of a particular song>

If you love the words, you'll love the beat. So sign up for 60 minutes of free music and get access to additional playlists each week.

Love Kwaito? you'll love this playlist.

Get onto the Free Section in MusicTime® and you'll be able to listen to a mix up of your favourite Kwaito artists each week.



PILLARS	FEATURES	BENEFITS	VALIDATION	DEMONSTRATION	PROBLEMS AND PAINS
ONE	<p>HL: Make sure you look good whenever, wherever</p> <p>SH: With a rechargeable battery that lasts up to 45 minutes</p> <p>CTA: DISCOVER MORE</p> <p>TL: INNOVATION + YOU</p>	<p>HL: Stay on your A-Game 24/7</p> <p>SH: Trim, edge, shave wherever you are</p> <p>CTA: DISCOVER MORE</p> <p>TL: INNOVATION + YOU</p>	<p>HL: When you look good, you feel good.</p> <p>SH: Trim ,edge, shave with just one tool</p> <p>CTA: DISCOVER MORE</p> <p>TL: INNOVATION + YOU</p>	<p>HL: Whether in the shower or in-front of the mirror</p> <p>SH: Shave, trim, edge anywhere you are.</p> <p>CTA: DISCOVER MORE</p> <p>TL: INNOVATION + YOU</p>	<p>HL: Prevent ingrown hairs and razor bumps</p> <p>SH: With the blade designed for sensitive skin</p> <p>CTA: DISCOVER MORE</p> <p>TL: INNOVATION + YOU</p>
TWO	<p>HL: Get that fresh look week in, week out.</p> <p>SH: With a blade that lasts up to 4 months</p> <p>CTA: LEARN MORE</p> <p>TL: INNOVATION + YOU</p>	<p>HL: Give your look a fresh touch</p> <p>SH: With the blade that does it all</p> <p>CTA: LEARN MORE</p> <p>TL: INNOVATION + YOU</p>	<p>HL: Always show off your best look</p> <p>SH: With a blade that lasts up to 4 months</p> <p>CTA: LEARN MORE</p> <p>TL: INNOVATION + YOU</p>	<p>HL: Easy to use, easy to clean.</p> <p>SH: Simply rinse and it's good to go.</p> <p>CTA: LEARN MORE</p> <p>TL: INNOVATION + YOU</p>	<p>HL: The blade that tells you when to replace it.</p> <p>SH: Comes with blade-wear indicator</p> <p>CTA: LEARN MORE</p> <p>TL: INNOVATION + YOU</p>
THREE	<p>HL: Made for any any type of sensitive skin</p> <p>SH: Leaving you looking & feeling good</p> <p>CTA:SHOP NOW</p> <p>TL: INNOVATION + YOU</p>	<p>HL: Keep fresh Ntwana</p> <p>SH: Easy hair removal with just one swipe</p> <p>CTA:SHOP NOW</p> <p>TL: INNOVATION + YOU</p>	<p>HL: You can afford to be on your A-Game</p> <p>SH: With the blade that keeps you smoother for longer</p> <p>CTA:SHOP NOW</p> <p>TL: INNOVATION + YOU</p>	<p>HL: Cuts any length of hair for up to 45 minutes</p> <p>SH: With rechargeable batteries</p> <p>CTA:SHOP NOW</p> <p>TL: INNOVATION + YOU</p>	<p>HL: No need to worry about uneven edges</p> <p>SH: Dual sided blade gives you the perfect edge</p> <p>CTA:SHOP NOW</p> <p>TL: INNOVATION + YOU</p>
FOUR	<p>HL: Give your style the perfect edge.</p> <p>SH: With a dual sided blade</p> <p>CTA:SHOP NOW</p> <p>TL: INNOVATION + YOU</p>	<p>HL: Keep your style on point</p> <p>SH: Noma kuphi, noma nini.</p> <p>CTA:SHOP NOW</p> <p>TL: INNOVATION + YOU</p>	<p>HL: Keep it fresh, whatever the occasion</p> <p>SH: With the blade that gives you the perfect trim</p> <p>CTA:SHOP NOW</p> <p>TL: INNOVATION + YOU</p>	<p>HL: Whatever look you want</p> <p>SH: Cut any length of hair with click-on combs</p> <p>CTA:SHOP NOW</p> <p>TL: INNOVATION + YOU</p>	<p>HL: Leaves your skin feeling soft</p> <p>SH: With skin guard for a safe groom</p> <p>CTA:SHOP NOW</p> <p>TL: INNOVATION + YOU</p>
FIVE	<p>HL: Designed to cut through any length of hair</p> <p>SH: So you can look your best at all times</p> <p>CTA: ORDER NOW</p> <p>TL: INNOVATION + YOU</p>	<p>HL: Keep your A-Game fresh</p> <p>SH: With the blade that lasts up to 4 months</p> <p>CTA: ORDER NOW</p> <p>TL: INNOVATION + YOU</p>	<p>HL: Step out the house looking fresh</p> <p>SH: Edge, trim, shave any length of hair</p> <p>CTA: ORDER NOW</p> <p>TL: INNOVATION + YOU</p>	<p>HL: Waterproof, for use even under the shower.</p> <p>SH: Use it on dry or wet skin</p> <p>CTA: ORDER NOW</p> <p>TL: INNOVATION + YOU</p>	<p>HL: Shave your face and body</p> <p>SH: With the grooming tool for sensitive areas</p> <p>CTA: ORDER NOW</p> <p>TL: INNOVATION + YOU</p>



MESSAGING APPROACH

Proprietary & Confidential — External Communications ©2021 TBWA\South Africa



FEATURES

- Unique One Blade Technology
- Dual Protection System
- Contour Flowing Technology
- Blade lasts 4 months
- Use wet or dry
- With or without foam

BENEFITS

- Versatility (Shave any length)
- Skin Friendly (Sensitive Skin)
- Ease of Use

VALIDATION

"Its sleek and straightforward look is appealing to see on my bathroom countertop, and minimal space is taken up."

" I use it about every other day to trim up stubble, and I am impressed with its ability to provide a smooth shave every time."

" A nice close shave -- including the hard-to-shave areas on the neck and under the nose"

DEMONSTRATION

INFLUENCER/
UNBOXING/ECT.

HOOKS

- Cost
- Accessories
- Battery Lifespan
- Cost
- Style
- Design

PROBLEMS AND PAINS

"I already use blades and other tools that work OK."

"I'm not convinced that one tool can do all of this and still give me the facial hair styles/ results I expect"

"I've seen how much cheaper my existing blades are, maybe I'll stick to what I've already got?"

MESSAGING CONSTRUCT

Proprietary & Confidential — External Communications ©2021 TBWA\South Africa



Headline	Keep your A-Game fresh with Philips One Blade
Local Lexicon	uFresh Ntwana (Compliment: meaning you looking fresh)
Functional Sub Headline	Trim, edge, shave any length of hair with just one tool
Convert	For just Rxxx, you can afford to be on your A-Game.
Claim	Blade lasts up to 4 months
CTA	Discover more / Learn more / Shop now / Buy now / Order now
Tag Line	Innovation + You



PILLARS	DESIGN	TECH	SAFETY	Test
ONE	<p>HL: Modern day icon. SH: Power comes standard in the Mercedes-Benz A-Class Hatchback.</p> <p>CTA: Reserve Now</p>	<p>HL: The high-tech hatch. SH: Keep moving forward with the Mercedes-Benz A-Class Hatchback.</p> <p>CTA: Browse Now</p>	<p>HL: Peace of mind motoring. SH: Life's better in a Mercedes-Benz A-Class Hatchback.</p> <p>CTA: Reserve Now</p>	
TWO	<p>HL: A new era od design. SH: The Mercedes-Benz A-Class Hatchback was built for you.</p> <p>CTA: Browse Now</p>	<p>HL: Driven by intuition. SH: Discover the Mercedes-Benz A-Class Hatchback today.</p> <p>CTA: See Now</p>	<p>HL: Safety unmatched. SH: Mercedes-Benz A-Class Hatchback: The best or nothing.</p> <p>CTA: Discover Now</p>	
THREE	<p>HL: Made-to-measure. SH: Expect nothing less from the Mercedes-Benz A-Class Hatchback.</p> <p>CTA: Reserve Now</p>	<p>HL: Set the pace. SH: Experience luxury in a whole new way with the Mercedes-Benz A-Class Hatchback.</p> <p>CTA: Shop Now</p>	<p>HL: Going beyond the call of duty. SH: live boldly with the Mercedes-Benz A-Class Hatchback.</p> <p>CTA: Shop Now</p>	
FOUR	<p>HL: Goosebumps come standard. SH: The Mercedes-Benz A-Class Hatchback is in a class of its own.</p> <p>CTA: Explore Now</p>	<p>HL: Live a life less ordinary. SH: The Mercedes-Benz A-Class Hatchback.</p> <p>CTA: Explore Now</p>	<p>HL: One step ahead. Always. SH: The Mercedes-Benz A-Class Hatchback is all about the drive.</p> <p>CTA: Browse Now</p>	
FIVE	<p>HL: Hatch made in heaven. SH: Make life extraordinary with the Mercedes-Benz A-Class Hatchback.</p> <p>CTA: See Now</p>	<p>HL: Driving ambition. SH: Explore the Mercedes-Benz A-Class Hatchback today.</p> <p>CTA: Reserve Now</p>	<p>HL: Securing tomorrow today. SH: Experience the Mercedes-Benz A-Class Hatchback today.</p> <p>CTA: Explore now</p>	



1. Features

2. Benefits

3. Demonstrations

4. Hooks

5. Problems/Pains

What are the most distinctive attributes of the product?

What advantages will the product deliver?

What are the most compelling ways can the product be demonstrated?

What associations do people have with the product?

What problems and pains does the product remedy?

Get your success on. Quick-fast.

Level up your work skills, like a bhoza.

Money skills at your fingertips.

Be the one employers want.

Be the ntswembu leader you were born to be. (SA only)

Boost your confidence. Boost your career.

Ready. Set. Career go. .

Be there for your fam, fam..

Catch a wake up zaka-wise.

Be the next generation of doers.

Grow your confidence – get that swag.

You're the one your community's been waiting for.

Financial education on the Gram.

Connect with izinja ze-game.

School yourself, without fees.

Technical skills to help you make the pots.

Money skills you'd think you have to pay for.

Get ready for adulting - in 1 portal.

Get schooled outside of school.

Take the workplace by storm.

Realise your superpowers.

Ba tlatse in the workplace.

Make impactful connects.

Tackle your kasi's challenges 99.

Be cashically sorted.

Get the thesho life going.

Work for team YOU.

Get the success hook up.

Perform at your peak.

Get the back up you need.

Level up.

Get the break you need.

Hook yourself up with useful skills.

Take your rightful place ekasi.

Activate your superpowers.

Take the journey to success.

Get skills you can use.



Headline: Being ready to success, quick-fast. That's Africanacity.
And we're here for you.

Body Copy: If you're ready, we're ready to take the journey with you.

CTA: Start now @absa.africa/herefortheread

Tag line: Here for the ready

H2 Brand - Social, Digital and DOOH

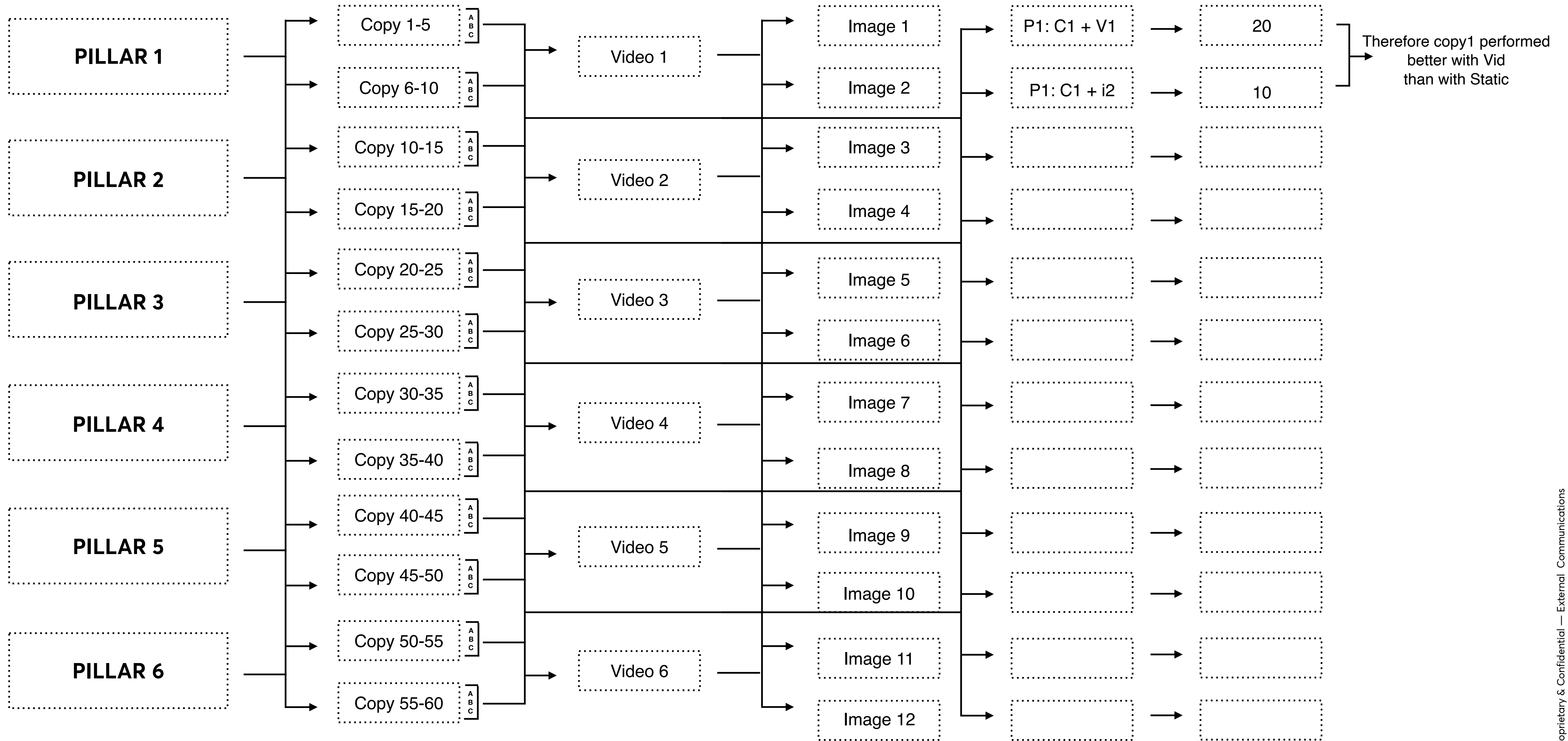
File Edit View Insert Format Data Tools Add-ons Help Last edit was made seconds ago by Ingrid Keller

100% Arial 12

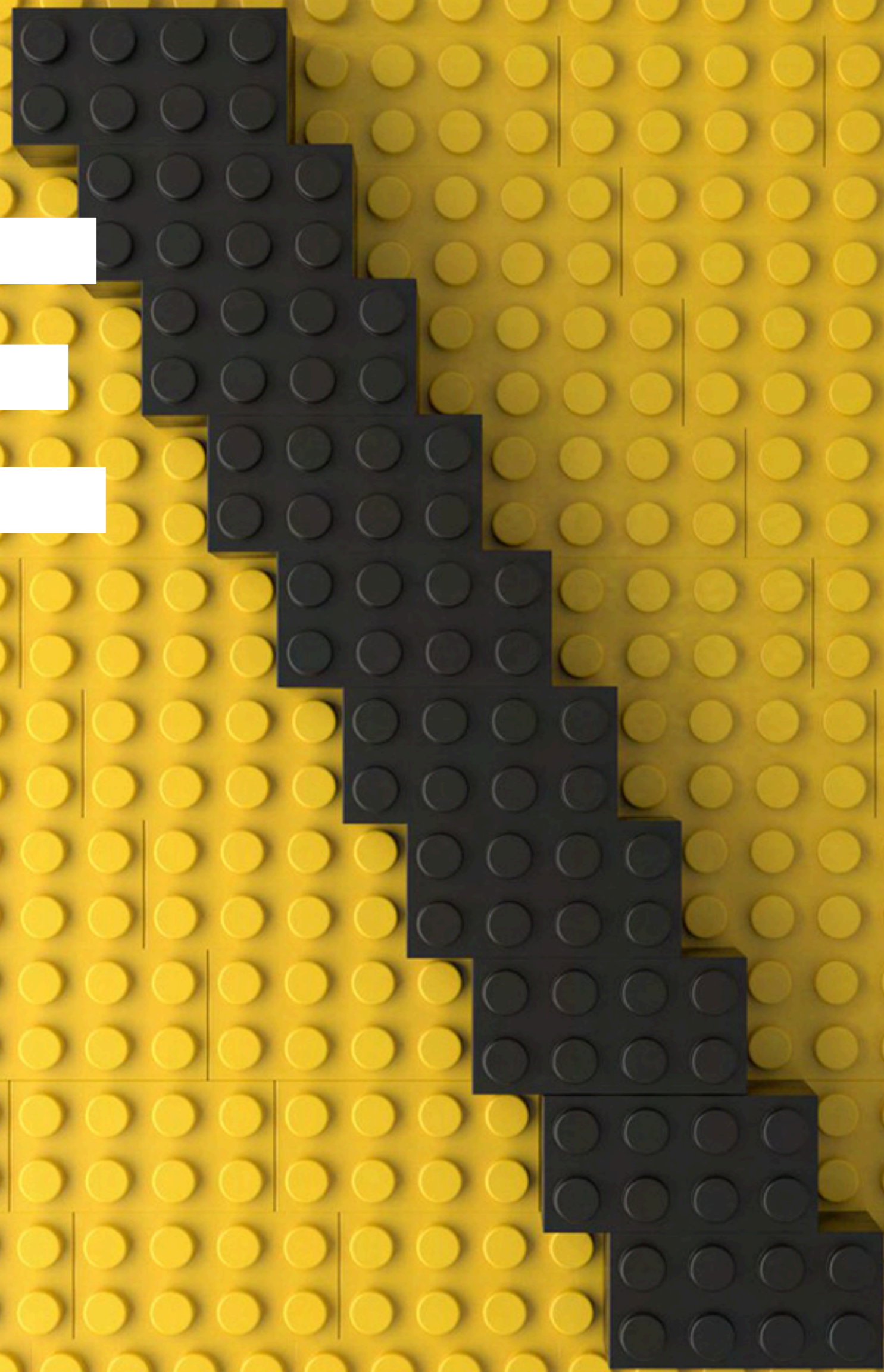
SOCIAL										
STYLE ONE										
	POST ARTWORK	CHANNEL	VIDEO COPY	CAPTION	HEADLINE	DESCRIPTION	CTA	IMAGE	CLIENT COMMENTS	POST ARTWORK
4		FACEBOOK	15" VIDEO 90 characters	You're ready, so are we. Let's take the journey together. #herefortheready #africanacity	Your success, quick-fast.	Here for the ready.	Start now @absa.africa/herefortheready		Pls use Title Case consistently for URL, # - to enhance legibility	
6		FACEBOOK	5" VIDEO 90 characters	Being ready to work for team you. That's Africanacity.	If you're ready, we're ready to take the journey with you. #herefortheready #africanacity	Work for team you.	Here for the ready.	Start now @absa.africa/herefortheready	Pls use Title Case consistently for URL, # - to enhance legibility	
8		INSTAGRAM	15" VIDEO 90 characters	Being ready to work for team you. That's Africanacity. And we're here for it.	You're ready, so are we. Let's take the journey together. #herefortheready #africanacity	Work for team you.	Here for the ready.	Start now @absa.africa/herefortheready	Pls use Title Case consistently for URL, # - to enhance legibility	
10		INSTAGRAM	5" VIDEO 90 characters	Being ready (break) to unleash your superpowers. That's Africanacity. And we're here for it.	You're ready, so are we. Let's take the journey together. #herefortheready #africanacity	Unleash your superpowers.	Here for the ready.	Start now @absa.africa/herefortheready	Pls use Title Case consistently for URL, # - to enhance legibility	
12		TWITTER	15" VIDEO 140 characters	Being ready to get success	You're ready, so are we. Let's	Get success hook ups.	Here for the ready.	Start now @absa.africa/herefortheready		

Social and Digital DOOH

Remember this Puppy? 🐶



ASSEMBLING



To:

KEEP WALKING



#NO18
aware!org
www.aware.org.za

Assets



Lifestyle Pic



Typography



Johnnie Walker Black Label Packshot



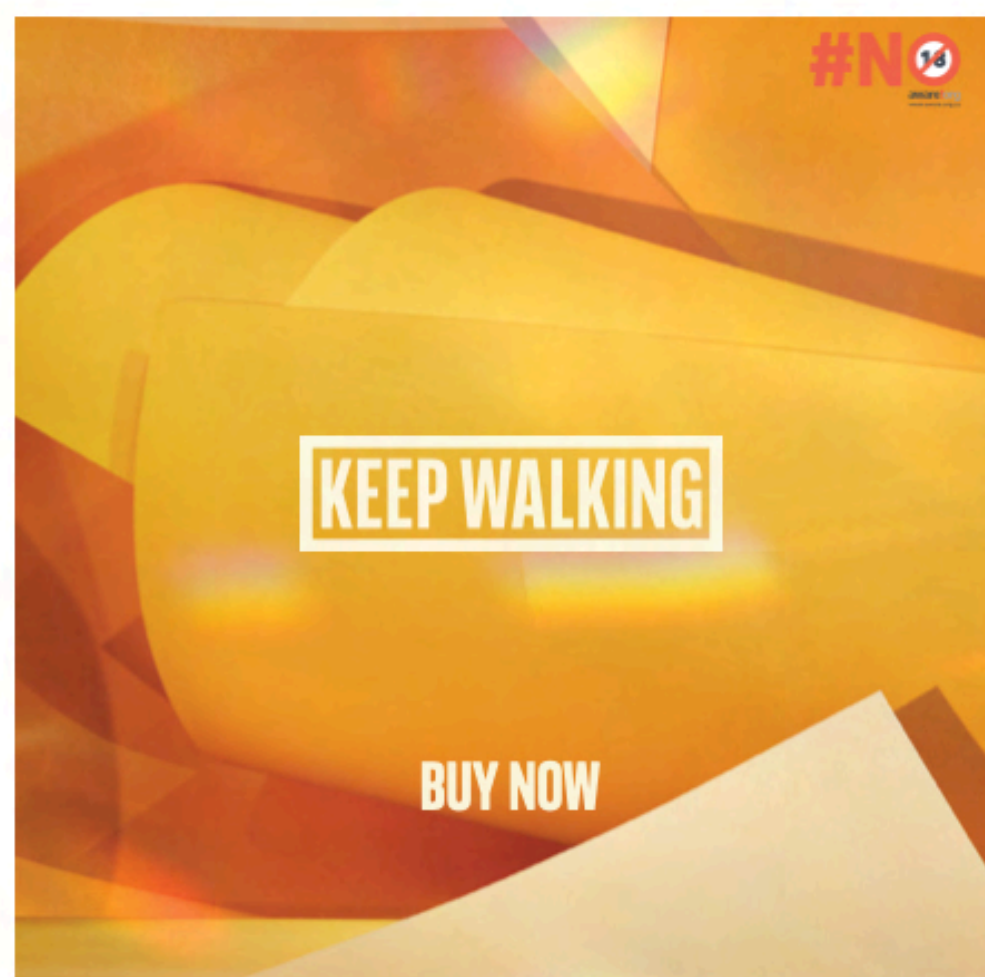
Johnnie Walker Red Label Packshots



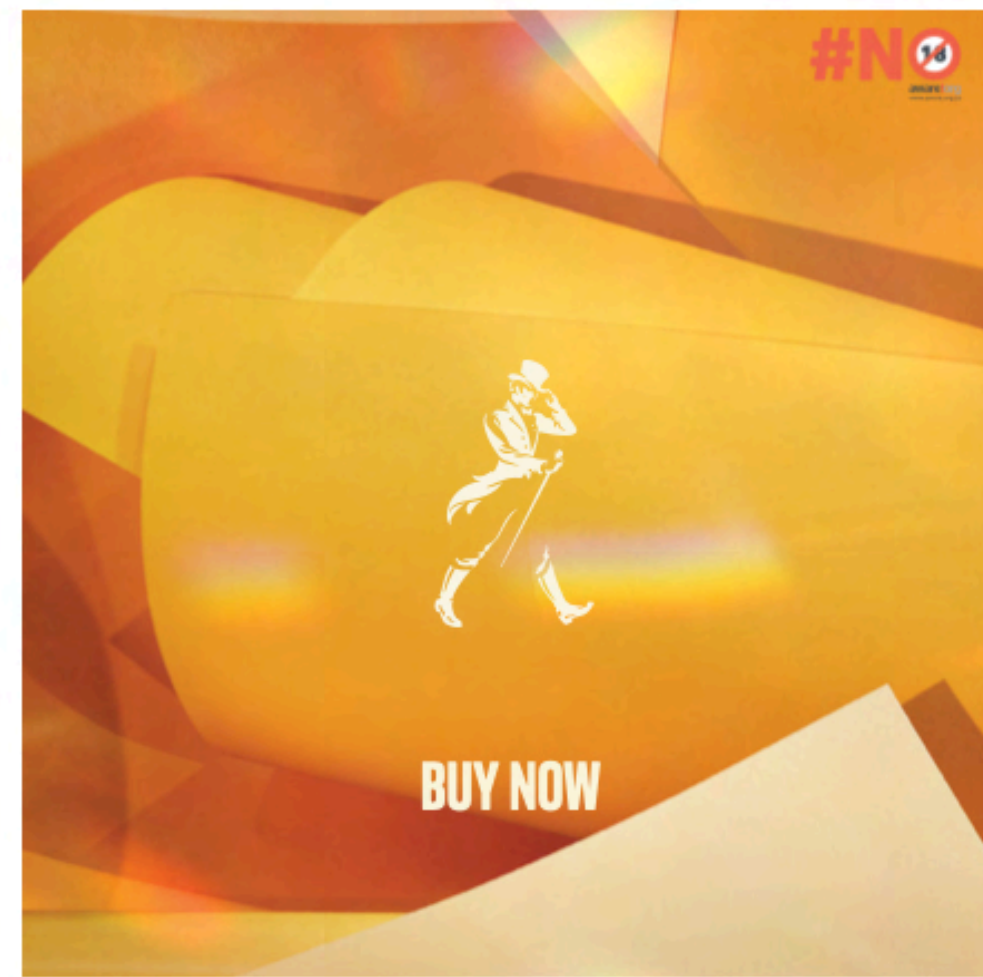
Frame 1



Frame 2



Frame 3



Frame 4



TO:

THOSE WHO KEEP THE VIBE GOING ALL NIGHT.

KEEP WALKING

THANK THEM WITH **JOHNNIE WALKER RED LABEL.**

#NO16

BUY NOW

**GIVE THE SMOOTHEST GIFT OF ALL-
JOHNNIE WALKER RED LABEL.**

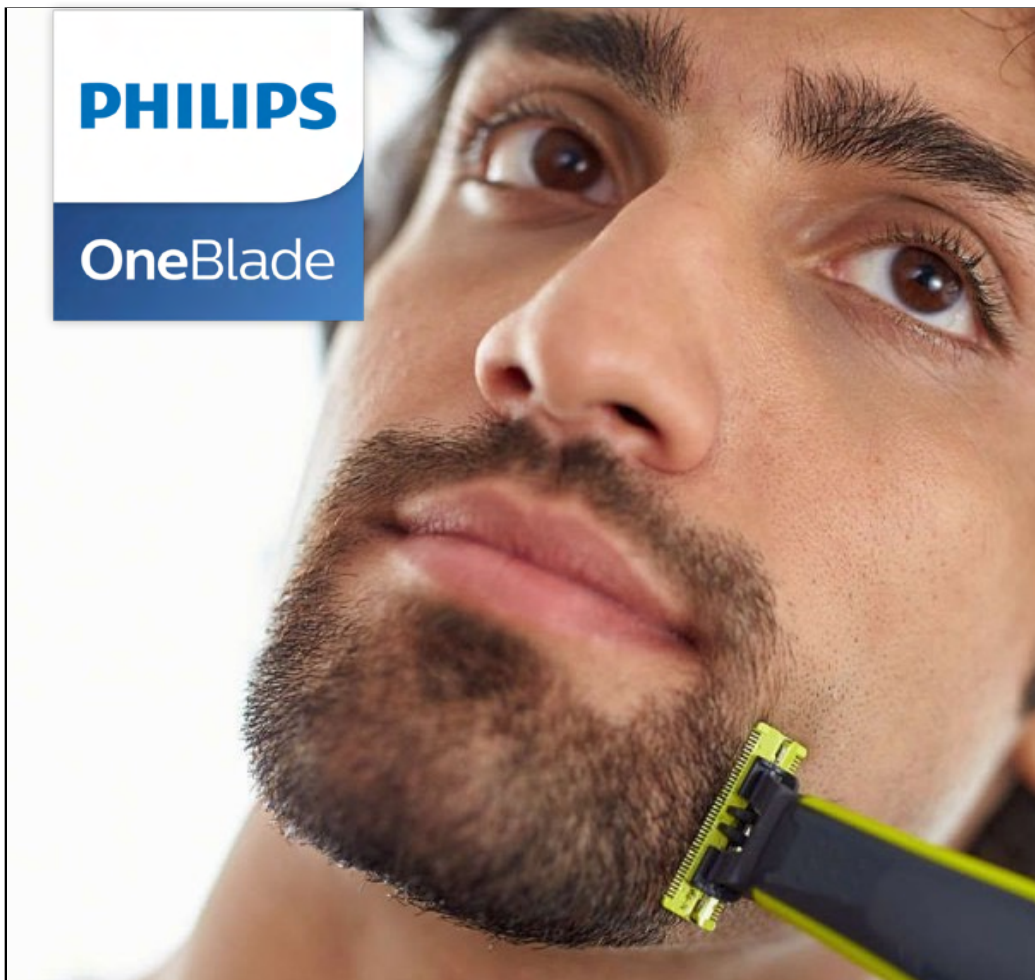
KEEP WALKING

BUY NOW

#NO16

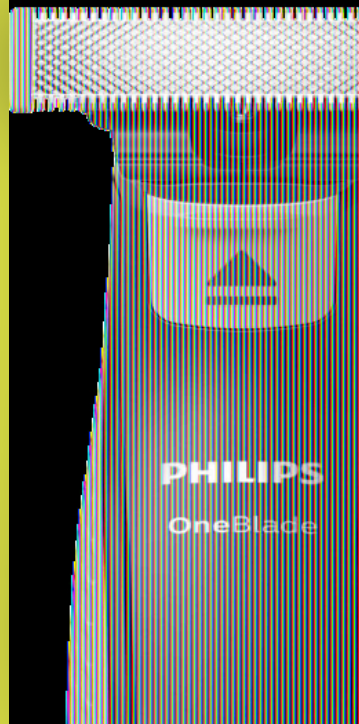



PHILIPS
OneBlade



Stay on your A-Game 24/7
Trim, edge, shave wherever you are

[Learn more](#)



innovation  you


DESIRE




PHILIPS
OneBlade

Whatever look you want
Cut any length of hair with click-on combs

[Learn more](#)



innovation  you

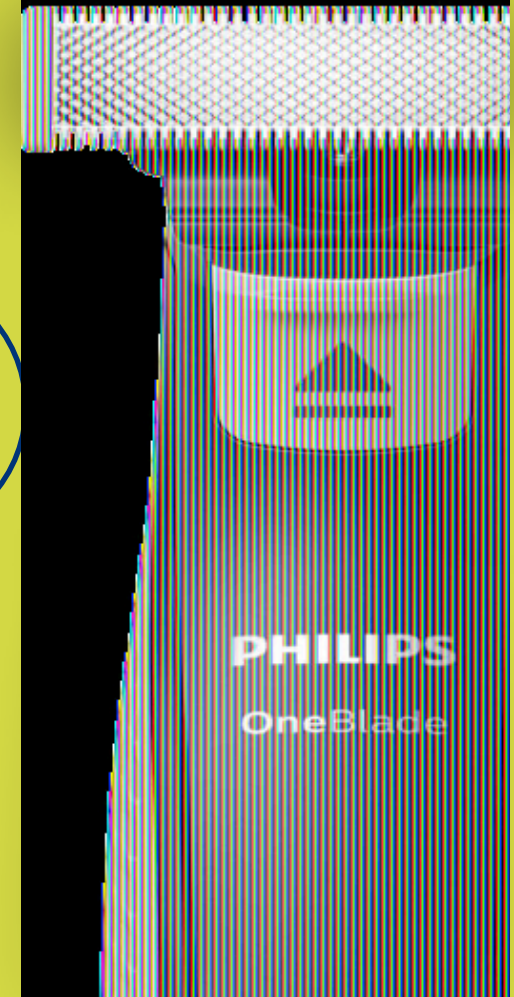
EXPLORE




PHILIPS
OneBlade

For just Rxxx, you can afford to be on your A-Game.

[Buy now](#)



BLADE LASTS UP TO 4 MONTHS*

innovation  you

CONVERT




PHILIPS
OneBlade


The blade that tells you when to replace it.

Order now and get 1 blade FREE.

[Order now](#)



BLADE LASTS UP TO 4 MONTHS*

innovation  you

REWARD

Stay on your A-Game 24/7

innovation + you



Frame 1

Trim, edge, shave wherever you are.

Learn more

innovation + you



Frame 2

From just Rxxx, you can afford to be on your A-Game.

Buy now

innovation + you



Frame 3



Leaves your skin feeling soft



Frame 1



With skin guard for a safe groom.

Learn more



Frame 2



For just Rxxx, you can afford to be on your A-Game.

Buy now



Frame 3

No need to worry about uneven edges

Dual sided blade gives you the perfect edge

Learn more

innovation + you

BLADE LASTS UP TO 4 MONTHS*



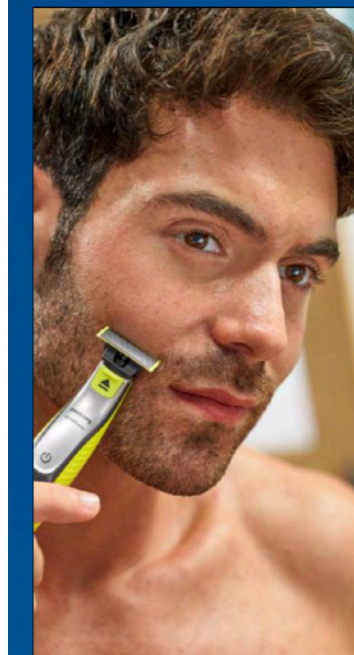
Whether in the shower or in front of the mirror

Shave, trim, edge anywhere you are.

Learn more

innovation + you

BLADE LASTS UP TO 4 MONTHS*



Give your style the perfect edge.

With a dual sided blade

Learn more.

innovation + you



Keep your style on point.

Noma kuphi, noma nini.


Learn more.

innovation + you



300x250


Vehicle specifications may vary.



SET THE PACE.

*Exclusive to Mercedes-Benz Financial Services.

Vehicle specifications may vary.



Mercedes-Benz A-Hatch from just R8 699 p/m*

[Learn more](#)

*T & Cs apply.

728x60

Vehicle specifications may vary.




SET THE PACE.

*Exclusive to Mercedes-Benz Financial Services.

Frame 1

Vehicle specifications may vary.



A-Hatch from just R8 699 p/m*

[Learn more](#)

*T & Cs apply.


Frame 1

Frame 2

Frame 2

300x600


Vehicle specifications may vary.



SET THE PACE.

*Exclusive to Mercedes-Benz Financial Services.

Vehicle specifications may vary.



Mercedes-Benz A-Hatch from just R8 699 p/m*

[Learn more](#)

*T & Cs apply.

Frame 1

Frame 2

1600x600


Vehicle specifications may vary.



SET THE PACE.

*Exclusive to Mercedes-Benz Financial Services.

Vehicle specifications may vary.



A-Hatch from just R8 699 p/m*

[Learn more](#)


*T & Cs apply.

Frame 1

Frame 2

970x250

Vehicle specifications may vary.




SET THE PACE.

*Exclusive to Mercedes-Benz Financial Services.

Frame 1

Vehicle specifications may vary.



Mercedes-Benz A-Hatch from just R8 699 p/m*

[Learn more](#)

*T & Cs apply.

Frame 2

320x100

Vehicle specifications may vary.

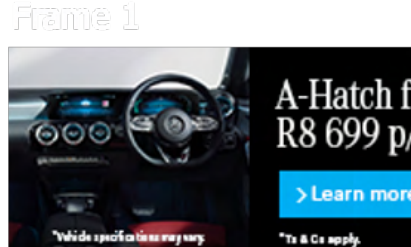


SET THE PACE.

*Exclusive to Mercedes-Benz Financial Services.

Frame 1

Vehicle specifications may vary.



A-Hatch from just R8 699 p/m*

[Learn more](#)

*T & Cs apply.

Frame 2

Mercedes-Benz A-Class

DRIVEN BY INTUITION FROM JUST R8 699 P/M*



Vehicle specifications may vary. *T & Cs apply.

Mercedes-Benz G-Class

A BEAUTY AND A BEAST FROM JUST R10 299 P/M*



Vehicle specifications may vary. *T & Cs apply.

Mercedes-Benz G-Class


MAKE THE ROAD YOUR RUNWAY FROM JUST R11 899 P/M*



Vehicle specifications may vary. *T & Cs apply.

Mercedes-Benz G-Class

FIT FOR THE FUTURE FROM JUST R13 999 P/M*



Vehicle specifications may vary. *T & Cs apply.

Mercedes-Benz

THE PEAK OF PERFORMANCE. AVAILABLE NOW.

Vehicle specifications may vary. *T & Cs apply.

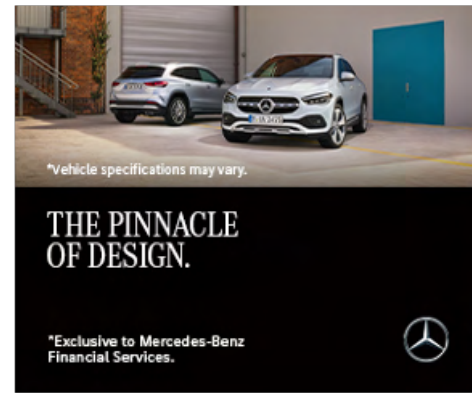
Mercedes-Benz

MADE-TO-MEASURE. AVAILABLE NOW.

Vehicle specifications may vary. *T & Cs apply.



300x250



Frame 1

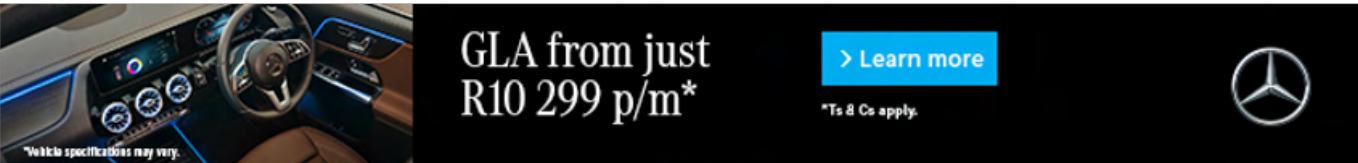


Frame 2

728x90

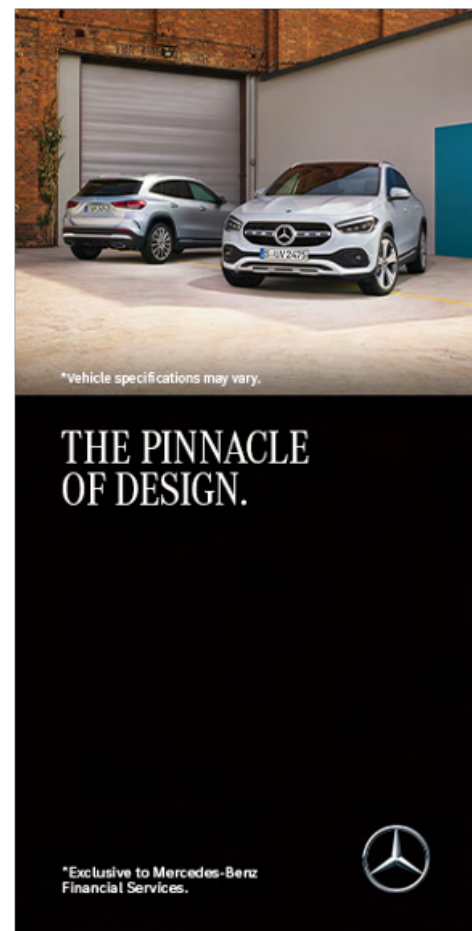


Frame 1

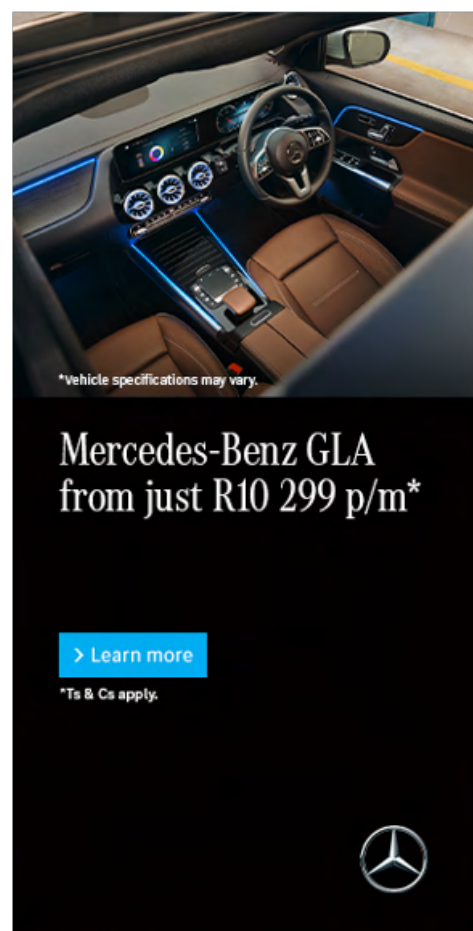


Frame 2

300x500

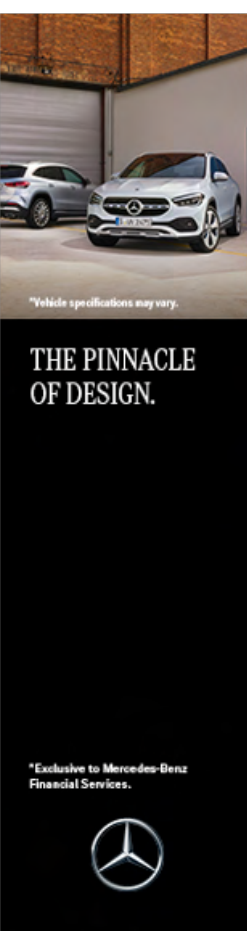


Frame 1

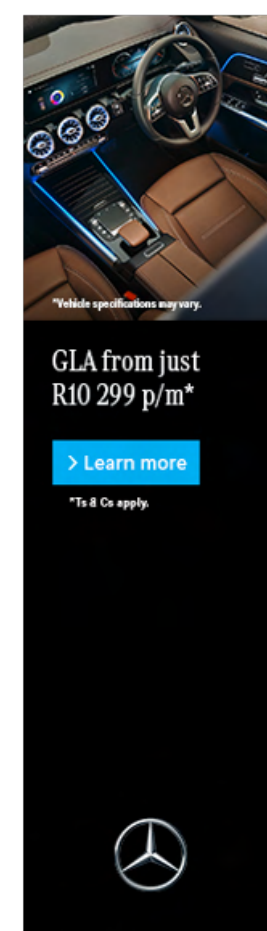


Frame 2

160x600

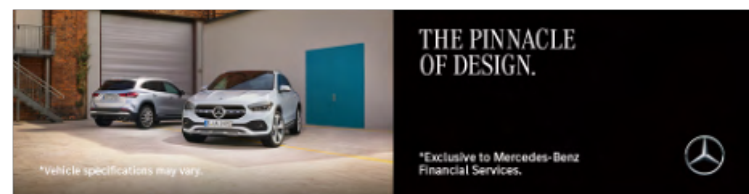


Frame 1

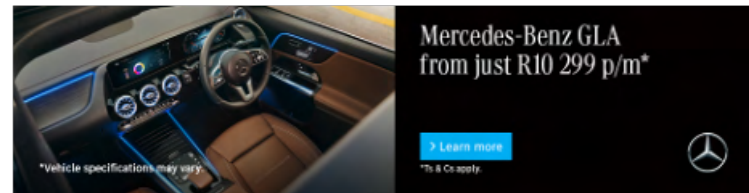


Frame 2

970x250



Frame 1

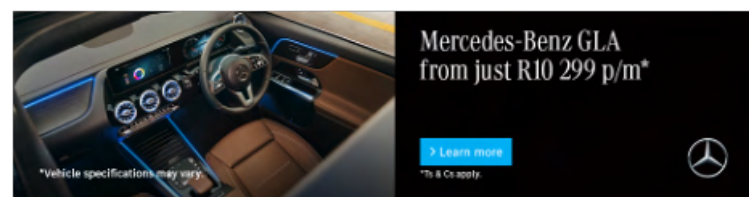


Frame 2

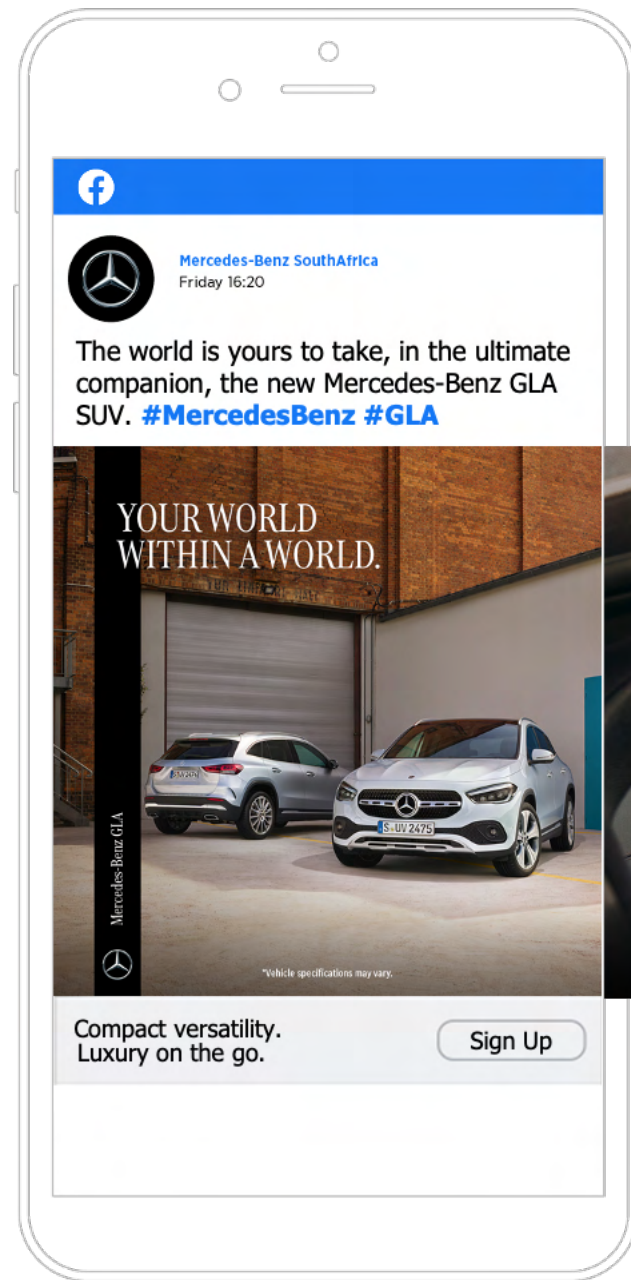
320x400

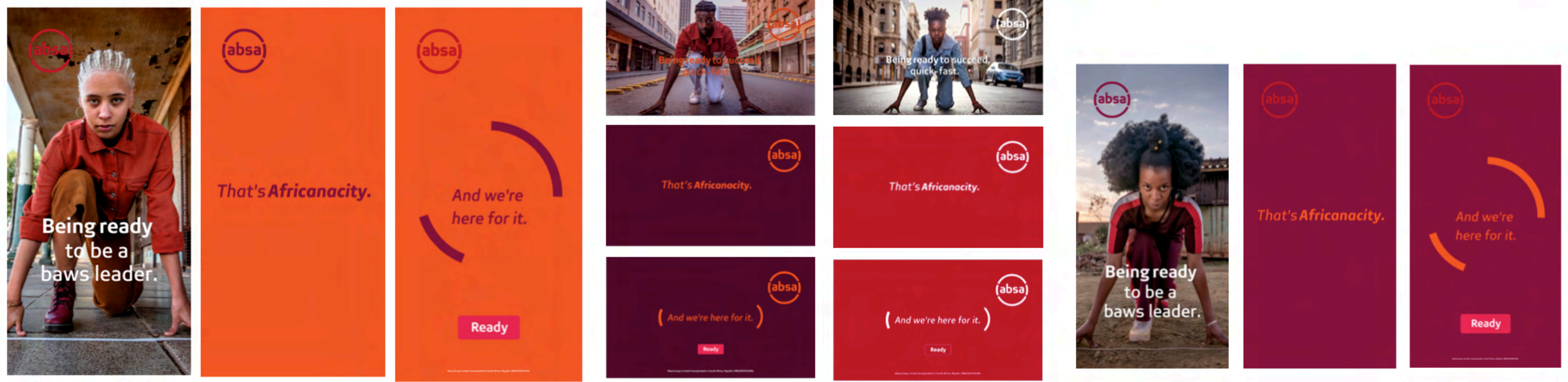
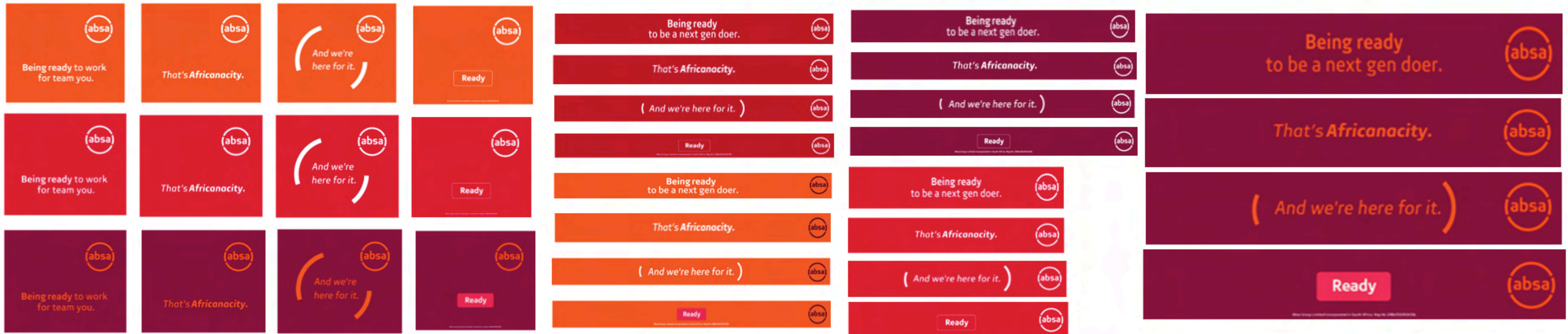


Frame 1



Frame 2





Arena_YouTube Bumper Ad – 6

MusicTime
Sign up for 60 minutes of free music and data.
Exclusive to MTN

GET IT ON Google Play

T&C apply

Arena_YouTube Bumper Ad – 7

Sign up for 60 minutes of free music and data.
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GET IT ON Google Play

MusicTime

T&C apply

Arena_Googl... Arena_Googl... Arena_Googl... Arena_Googl...

Listen to the songs you love.

10 FREE playlists updated each week.

Sign up for 60 minutes of free music and data.
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Download. Listen.Love.

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Arena_YouTube Bumper Ad – 8

MusicTime
10 FREE playlists updated each week.
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Arena_YouTube Bumper Ad – 9

10 FREE playlists updated each week.
Exclusive to MTN

GET IT ON Google Play

MusicTime

T&C apply

Arena_Googl... Arena_Googl... Arena_Googl... Arena_Googl...

Listen to the songs you love.

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Arena_YouTube Bumper Ad – 11

MusicTime
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Exclusive to MTN

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Arena_YouTube Bumper Ad – 12

10 FREE playlists updated each week.
Exclusive to MTN

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MusicTime

T&C apply

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Listen to the songs you love.

10 FREE playlists updated each week.

Sign up for 60 minutes of free music and data.

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Google Display Banner

MusicTime Sign up for 60 minutes of FREE music and data.

T&C apply

Google Display Banner – 1

MusicTime Download Today

T&C apply

Google Display Banner – 2

MusicTime Sign up for 60 minutes of FREE music and data.

T&C apply

Google Display Banner – 3

MusicTime Download Today

T&C apply



"Some people see innovation as change, but we have never really seen it like that. It's **making things better.**"

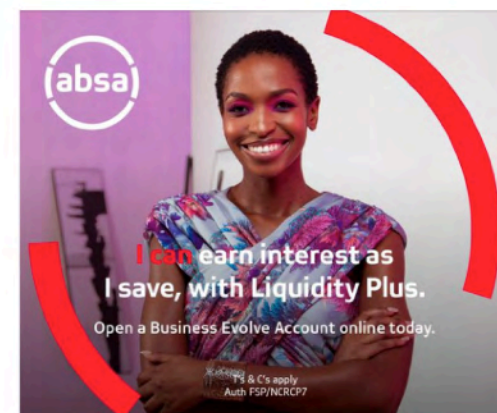
TIM COOK | APPLE

Using taxonomy to make CREATIVE BETTER

ABSA Creative Measurement - Dashboards

Action	Format	Pillar	Proposition	Creative	Dominant Colour
S1 = Engagement	F1 = Static	P1 = Brand	Pr1 = Credit Card	C1 = Typography	DC1 = Red
S2 = Functional	F2 = Video	P2 = Business	Pr2 = Debit Card	C2 = Male	DC2 = Orange
S3 = Educational	F3 = GIF/Animated Static	P3 = Campaign	Pr3 = Rewards	C3 = Female	DC3 = Maroon
	F4 = Poll	P4 = Customer Service	Pr4 = Loan	C4 = Couple	DC4 = Purple
	F5 = Text	P5 = Financial Education	Pr5 = Insurance	C5 = Youth Group	DC5 = Pink
		P6 = Social Responsibility	Pr6 = Investment	C6 = Parent & Child	DC6 = Mix (Background change in video)
		P7 = CIB	Pr7 = International	C7 = Infographic	DC7 = Blend
		P8 = Personal	Pr8 = Testimonials	C8 = Landscapes	
			Pr9 = App		
			Pr10 = Savings		
			Pr11 = Ready to Work		
			Pr12 = Accounts		

Tagging Example: S2_F1_P2_Pr12_Liquidity Plus_C3_DC7



MB Taxonomy

File Edit View Insert Format Data Tools Extensions Help

100% View only

	A	B	C	D	E	F	G	H
	Action (CTA)	Format	Pillar	Proposition	Creative	Vehicle Colour	Price Point	Typo Dominant
1	A1 - Reserve	FT1 - Static	P1 - Safety	Pr1 - A-Class	C1 - Interior	VC1 - Silver	PP1 - No	TD1 - White
2	A2 - Learn	FT2 - Video	P2 - Design	Pr2 - B-Class	C2 - Female	VC2 - White	PP2 - Description	TD2 - Black
3	A3 - See Now	FT3 - Animated Static	P3 - Tech	Pr3 - C-Class	C3 - Male	VC3 - Black	PP3 - Ad copy	TD3 - N/A
4	A4 - Buy Now	FT4 - Carousel	P4 - Brand	Pr4 - GLA	C4 - Mountain	VC4 - Yellow		
5	A5 - Explore	FT5 - Text	P5 - Sustainability	Pr5 - GLB	C5 - City	VC5 - Red		
6	A6 - Awareness	FT6 - Poll	P6 - Luxury	Pr6 - GLC	C6 - Sea	VC6 - Blue		
7	A7 - Engage	FT7 - GIF	P7 - Awareness	Pr7 - G-Wagon	C7 - Exterior Rear	VC7 - Brown		
8	A8 - Shop Now		P8 - Financial Services	Pr8 - Vans	C8 - Exterior Front	VC8 - Multi colour		
9	A9 - Browse Now		P9 - Ecommerce	Pr9 - Busses	C9 - Typographic	VC9 - Green		
10	A10 - Get Quote		P10 - Performance	Pr10 - GLE	C10 - None	VC10 - Grey		
11	A11 - none			Pr11 - EQ	C11 - Text (Status announcement)	VC11 - Vehicle Not Featured		
12				Pr12 - S-Class	C12 - more than 1 vehicle	VC12 - Orange		
13				Pr13 - SL-Class	C13 - combination of above			
14				Pr14 - E-Class				
15				Pr15 - GT-Class				
16				Pr16 - CLA-Class				
17				Pr17 - CLS range				
18				Pr18 - Model Not Featured				
19				Pr19 - Multi				
20				Pr20 - X Class				
21								
22								




Using taxonomy to make CREATIVE BETTER



The screenshot shows a web browser window with the URL `app.sproutsocial.com/login`. The browser's address bar and tabs are visible at the top. The main content area is split into two parts:

- Hero Section (Left):** A dark blue background with a white text overlay that reads "Go beyond reporting, start analyzing". Below this, it says "Unlock access to hundreds of additional data points across all networks—including detailed video and paid metrics—tap into new data visualizations, and configure dynamic reporting timeframes with Premium Analytics." A "Learn More" button is at the bottom.
- Login Form (Right):** A white background with the Sprout Social logo and the text "Welcome back, good to see you again!". It includes:
 - An "Email Address" field with the value `olivia.matterson@tbwa.co.za`.
 - A "Password" field with masked characters and a visibility toggle.
 - Checkboxes for "Remember Me" and a link for "Forgot your password?".
 - A blue "Log in" button.
 - A "Log in with Single Sign On" button.
 - A link for "Don't have an account? Sign up now".

Some RESULTS

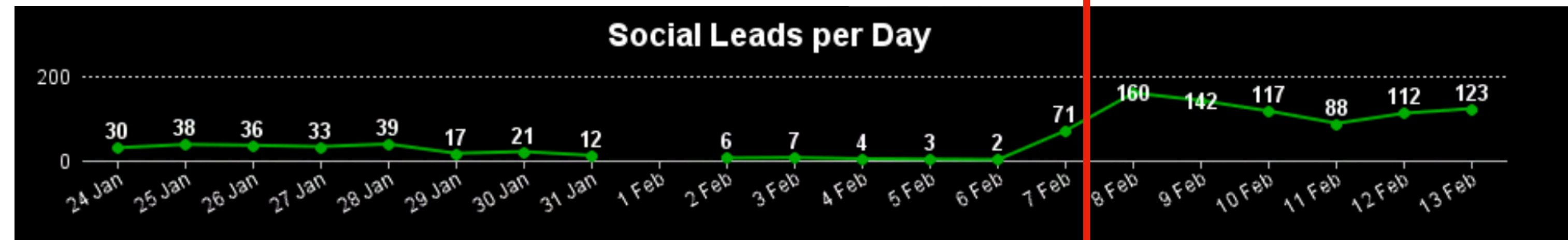
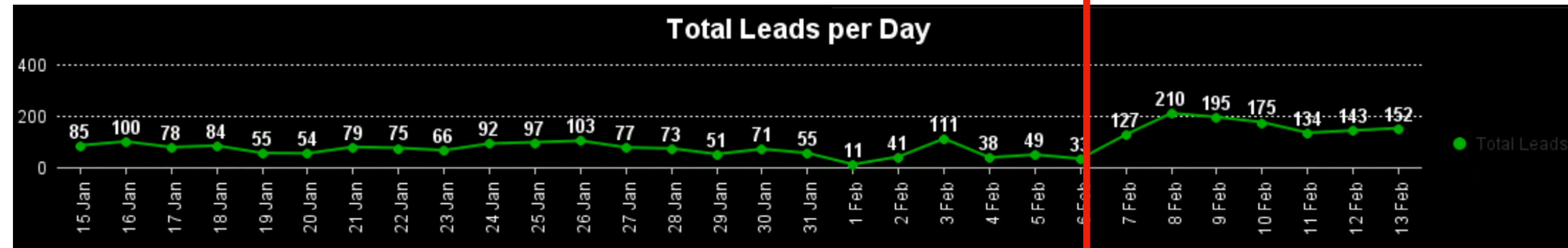


					
Post Name	Creative	Link to Post with Comments	Start Date	End Date	Unique Outbound CTR

30002593_22Q2JWLKRE_JWLKR_JWTRAD_LOC_ZAF_SOUTA_AFRIC_ZAR_DRC_TB_10.13.2021_12.31.2021_4800652041_R_F2_B3_P1_C4		https://fb.me/1UM5pNi56w13zlu	13-Dec	31-Dec
30002593_22Q2JWLKRE_JWLKR_JWTRAD_LOC_ZAF_SOUTA_AFRIC_ZAR_DRC_TB_10.13.2021_12.31.2021_4800652041_B_F1_B3_P1_C4		https://fb.me/1JTp43Qvq1Mq42S	13-Dec	31-Dec
30002593_22Q2JWLKRE_JWLKR_JWTRAD_LOC_ZAF_SOUTA_AFRIC_ZAR_DRC_TB_10.13.2021_12.31.2021_4800652041_B_F3_B1_P2_C4 (1920x1080)		https://fb.me/1Jf1vluos6gtGH7	13-Dec	31-Dec
30002593_22Q2JWLKRE_JWLKR_JWTRAD_LOC_ZAF_SOUTA_AFRIC_ZAR_DRC_TB_10.13.2021_12.31.2021_4800652041_R_F1_B1_P3_C3 (1200x628)		https://fb.me/1HEhmwftOVgbpeQ	13-Dec	31-Dec

15,87%
14,29%
9,86%
11,32%

Some RESULTS



	2020	2021				YTD		
	YTD	Yesterday	Week to Date	Month to Date	YTD	Target	% vs PY	% vs Target
Raw	7,614	142	0	1,239	39,079	5,244	413%	645%
Active	7,012	140	0	1,174	35,984	4,979	413%	623%
With BDC	298	137	0	667	107	-	-	-
BDC WIP	222	0	0	348	29	-	-	-
BDC Untouched	76	137	0	319	78	-	-	-
Sent to Dealer	2,368	3	0	368	20,522	2,495	767%	722%
Qualified	1,846	3	0	306	8,737	1,664	373%	425%
Unqualified	522	0	0	62	11,785	832	2,158%	1,317%
Sent to Dealer from BDC Completed %	32%	60%	-	64%	53%	50%	20%	3%



"THIS IS THE BEST PERFORMING DIGITAL CAMPAIGN TO DATE"

CARAT



dance
on the
front
foot



Is there a DATA PRODUCT?

Power BI Home

PPU Trial: 31 days left

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Good afternoon, David

Find and share actionable insights to make data-driven decisions

+ New report

Recent Mercedes dashboards: Popular in your org

Popular in your org Mercedes dashboards

Popular in your org Absa dashboards

You frequently open this My workspace

You frequently open this Mercedes Benz demo

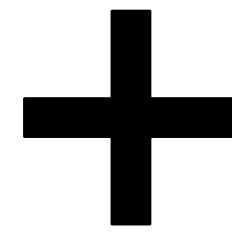
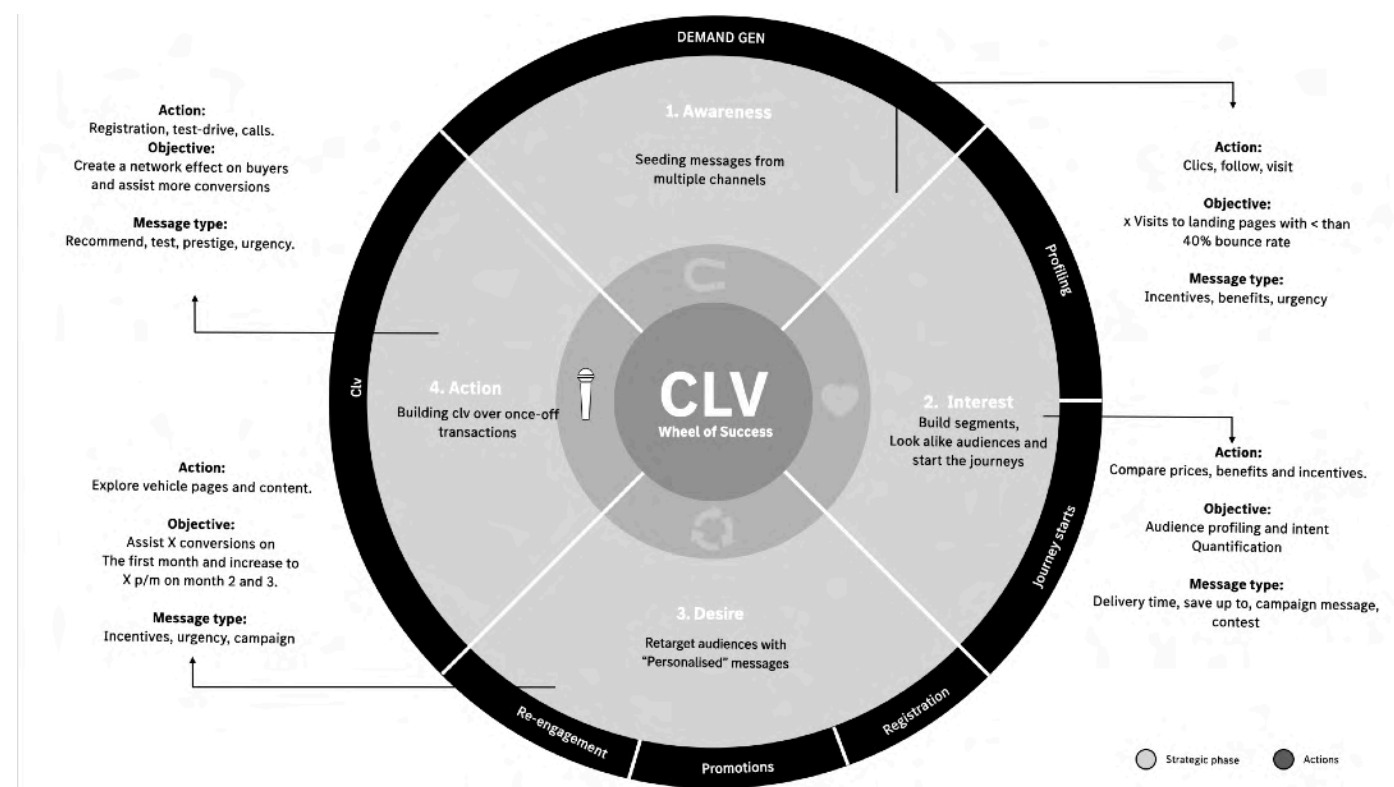
Getting started Explore basic Pow

Recent Favorites My apps

Name	Type	Opened	Location	Endorsement	Sensitivity
Mercedes dashboards	Report	4 minutes ago	My workspace	—	—
Absa dashboards	Report	5 minutes ago	My workspace	—	—
Absa dashboards	Dataset	19 days ago	My workspace	—	—
Mercedes Benz demo	Report	20 days ago	My workspace	—	—
My workspace	Workspace	20 days ago	Workspaces	—	—
Mercedes dashboards	Dataset	20 days ago	My workspace	—	—

Get data

Is there a DIGITAL PRODUCT?



THE PINNACLE OF DESIGN.
 Mercedes-Benz GLA from just R10 299 p/m*

GLA from just R10 299 p/m*

THE PINNACLE OF DESIGN.

Mercedes-Benz GLA from just R10 299 p/m*

THE PINNACLE OF DESIGN.

Mercedes-Benz GLA from just R10 299 p/m*

THE PINNACLE OF DESIGN.

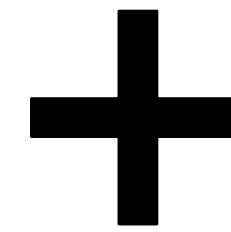
Mercedes-Benz GLA from just R10 299 p/m*

THE PINNACLE OF DESIGN.

Mercedes-Benz GLA from just R10 299 p/m*

THE PINNACLE OF DESIGN.

Mercedes-Benz GLA from just R10 299 p/m*



Power BI - My workspace

Mercedes-Benz demo | Data updated 18/01/2022

TOP TAG COMBINATIONS

Date: Last 3 Months
 Facebook Instagram Twitter

Tag Break Down: 02/11/2021 - 01/02/2022

- SELECT FILTERS:

- Dominant Colour: All
- Special: All
- Format: All
- Pillar: All
- Proposition: All

Dominant Colour*	Creative*	Special	Format	Pillar*	Proposition*	Engagement Rate	# Post	Engagements	Impressions
Black	Exterior	Educational	Static	Financial Services	E	39.16%	1	2,306	5,889
Blend	Landscape	Engagement	Video	Lifestyle	A	27.96%	1	17,711	63,341
Black	Typography	Engagement	Video	A-Hatch	A	26.79%	2	79,516	295,131
Black	Exterior	Engagement	Video	GLA	E	23.01%	1	20,594	89,515
Blend	Typography	Engagement	Video	GLA	E	22.87%	4	172,842	755,914
Blend	Typography	Engagement	Video	GLA	A	20.92%	2	54,510	260,548
Grey	Typography	Engagement	Video	GLA	C	20.86%	2	51,483	251,607
Black	Exterior	Engagement	Video	GLA	A	19.95%	2	26,442	137,690
Black	Exterior	Engagement	Video	A-Hatch	A	11.21%	1	1,413	12,607
Black	Landscape	Functional	Video	A-Hatch	A	7.11%	3	723	10,172
Blend	Interior	Educational	Video	A-Hatch	A	4.72%	2	554	11,731
Other	Lifestyle	Functional	Text	GLC	E	4.66%	5	2,063	44,287
Black	Exterior	Functional	Text	Lifestyle	A	4.49%	1	307	6,833
White	Exterior	Static	GLA	E	A	4.04%	1	70	1,734
Black	Landscape	Educational	Video	A-Hatch	A	3.54%	4	380	10,749
Other	Lifestyle	Educational	Static	Lifestyle	E	3.48%	2	2,319	63,690
Blend	Exterior	Static	GLA	E	E	3.38%	4	234	6,917
Grey	Typography	Functional	Video	C-Class	E	3.37%	1	70	2,077
Black	Lifestyle	Functional	Video	A-Hatch	A	3.37%	2	428	12,712
Black	Exterior	Educational	Video	A-Hatch	C	3.09%	1	226	7,320
Other	Lifestyle	Functional	Poll	A-Hatch	C	3.07%	1	114	3,712
Black	Exterior	Educational	Video	GLA	E	3.02%	2	560	18,562
Total						1.43%	208	875,627	61,183,062



TBWA |

