

## Shell LiveWIRE Discussion Forums - What are the Four Ps of meaningful marketing for the future?

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Consumer lifestyles and attitudes are changing at breakneck speed. Futurologist and founder of trend forecasting agency Kjaer Global, Anne Lise Kjaer has redefined the Four Ps of marketing for the future

In Paris there is now a pledge to reduce street advertising by 30 per cent by 2013. This policy is indicative of a growing concern about the mental pollution caused by the global “consumption machine”. A fresh and meaningful marketing approach is required – and the first step is to talk to your audiences as people, rather than just consumers.

Tomorrow’s marketing must match people’s values to fulfil real needs and expectations. According to the Meaningful Brand Index, a global study by MPG Media Contacts and Havas Media, only five per cent of brands are perceived to have a positive effect on our wellbeing and quality of life in the UK, and most people would not care if 91 per cent of today’s brands ceased to exist.

The 4P business model

By applying a 4P mindset to the changing face of marketing, you can imagine the future, plan what your brand should do differently, and then map out how best to do it. A trend atlas is essential to decode the cultural contexts of society, enabling a meaningful future marketing vision to serve the real needs of people. A meaningful communications and advertising strategy affects communities and society – and the brand owner – in a positive way.

Our values are not genetic – but embedded and normalised by what we encounter in our social environment. With more of us questioning brands and their values, marketing must be linked to a “4P” bottom line: people, planet, pleasure and profit, to deliver a meaningful message.

The 4P model is not just a communications strategy, but also a value-driven proposal, where the payoff is engagement, community, sustainability and loyalty – fuelling a positive bottom line. Everything in society is interconnected and, to deliver

“real” value, we must explore today’s trends in society. By linking trends to people’s lifestyle preferences, we gain profound insight into the opportunities that will drive tomorrow’s marketing.

### 1. People

The 20th century left-brain outlook fuelled by a set of extrinsic values – ego, status, wealth and power – is obsolete. It is obvious that a 21st century marketing model must include intrinsic and people-centric values such as concern for others, community and the environment.

The female factor is an important currency and, according to McKinsey’s report Women Matter, gender-balanced companies achieve better operational profit. Increasingly, global female influencers and leaders are reshaping leadership through collaboration and innovation – creating value by integrating empathic “soft” skills into both business and marketing.

Access, community and mobility are vital to engaging with a migrating digital-fluent youth. To facilitate the global citizen’s desire to participate and stay connected, brands must act as trusted guides, enabling sharing and learning. Therefore marketing must facilitate autonomy and seamless experiences across multimedia platforms.

### 2. Planet

According to research conducted by Edelman, trust in government and business in the UK is still in decline and well below the global average. Reputation is the new marketing, as social networks drive a culture of openness and sharing. Good management of private data is essential for trusting relationships and marketing must “deliver truth” to have lasting competitive advantage.

Successful social initiatives require commitment to an issue to create social impact. Brands that share their point of view through cause marketing need to invite participation and interact meaningfully with all their stakeholders – customers, employees and suppliers.

### 3. Pleasure

From politics and work to community and family, happiness and positive experiences are strong drivers. We seek meaningful engagement to assist us in achieving personal fulfilment and quality of life. Develop your brand platform and make it a

wellbeing facilitator in order to match the real needs of people.

Starting a movement instead of a campaign is crucial to growing a strong cultural legacy and achieving brand recognition in a globalised world. A meaningful marketing strategy also recognises the value of interactive transmedia experiences – aural, visual, touch, smell – that weave into people’s personal narrative.

#### 4. Profit

Google states that 79 per cent of smartphone owners use their device to aid shopping, while 74 per cent make a purchase as a result. Mobile digital technology has empowered us to work, socialise and consume on the go. Social media marketing must be agile and adaptable to keep up with our real-time demands – brand building is a digital exercise.

Successful brands already engage in open dialogue, enabling user-generated content to evolve meaningful relationships – but the challenge is to streamline “big data”. Operating in multiple digital modes and delivering targeted content via cross-channel platforms is the only way to connect with people and cultivate your community.

Source: The Marketing Magazine

<http://www.themarketer.co.uk/trends/...ampaign=SS4301>