

**WINNING OVER THE  
HEARTS OF YOUR  
CUSTOMERS**

**MATTHEW  
LEOPOLD**

# Partnerships can be powerful



They can change the way customer think and feel

# There are many different types of partnership



**Sponsorship**



**Charitable**



**Brand**

# 5 Components to impactful partnerships



**Partner**



- Activation
- Brand
- Financial
- Employees
- Customers

**Added value**

**How**

**Sponsorship works**

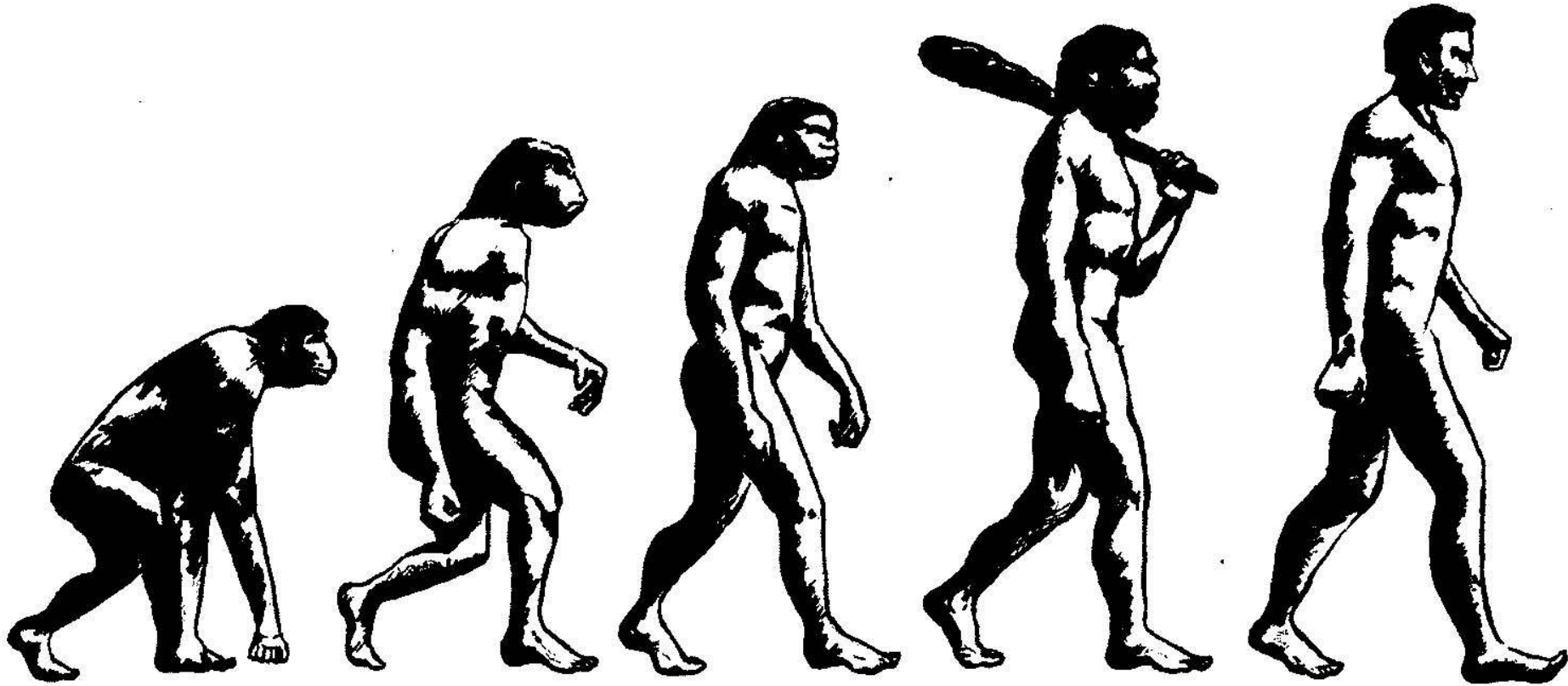
**Why**

**Sponsorship works**

**Who**

**It needs to work for**

# Partnership thinking has seen little evolution



Who is the customer?

Media is king

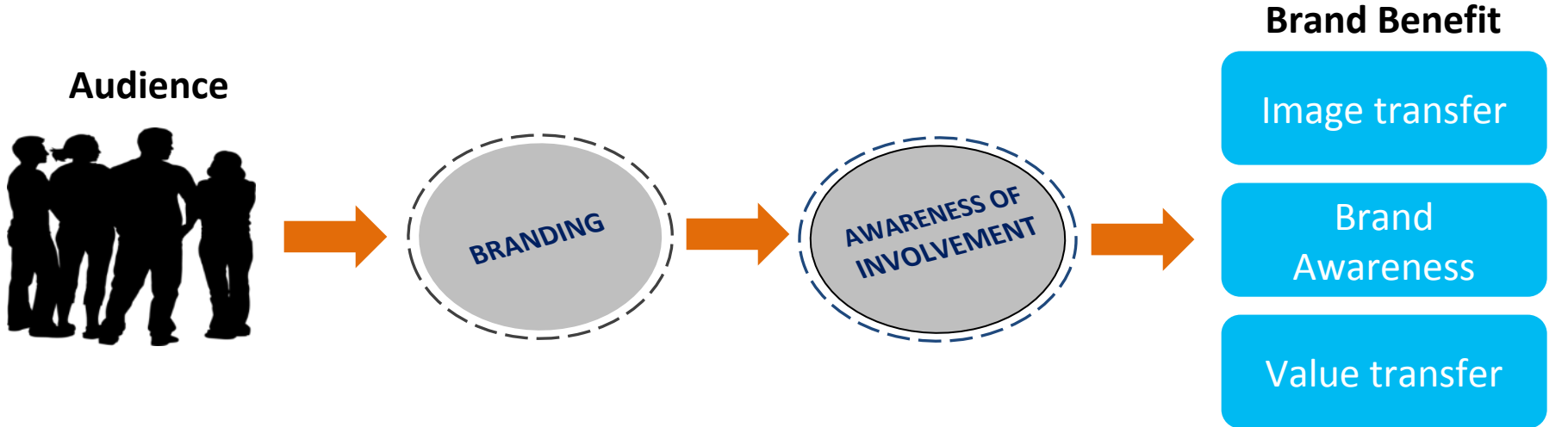
No segmentation

No insight

How? Why?

# Time to evolve our thinking from.....

## 'Old world' partnerships





# The value transfer illusion



Resilience

Integrity

Passion



“ Rugby’s values of resilience, integrity and passion are core to Landrover

## The values illusion

Strength

Authenticity

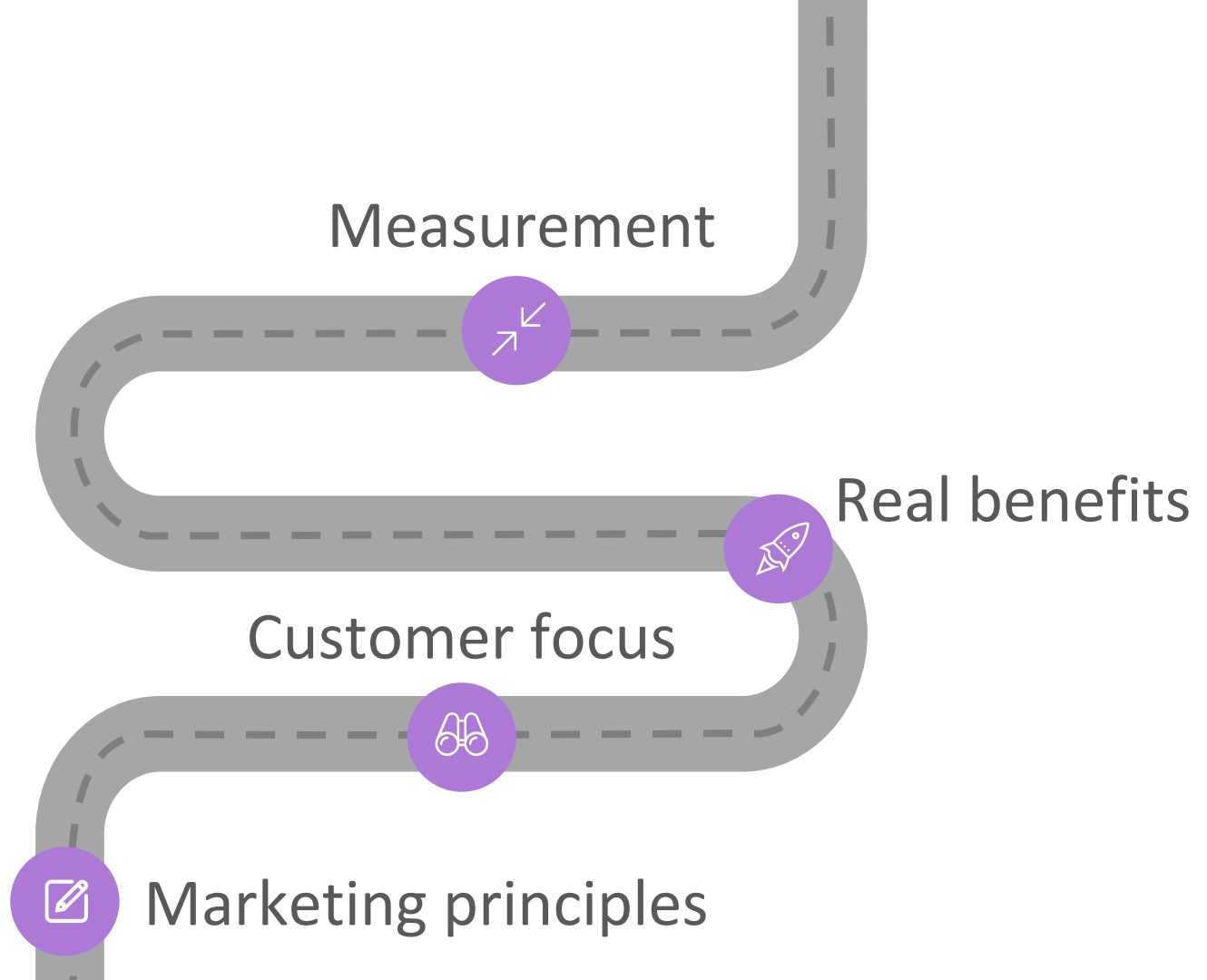
Integrity

Inclusivity



“ ...there's a shared value in rugby's honour code of integrity, authenticity, inclusivity and strength, which are all values of the Guinness brand.

# TO EVOLVE WE NEED



**1. FOCUS ON OUTCOMES**

2. REMEMBER THE CUSTOMER

3. THEN MEASURE

It all starts with

OUTPUT  
COME

**Like us on  
Facebook,  
and we will  
vaccinate  
zero children  
against polio.**



We have nothing against likes, but vaccine costs money. Please buy polio vaccine at [unicef.se](http://unicef.se). It will only cost you 4 €, but will save the lives of 12 children.



**What is the  
question?**

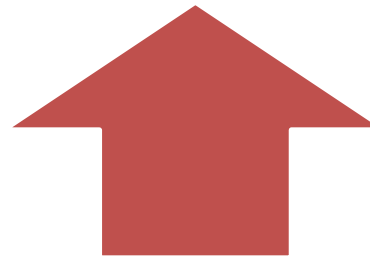
**Are  
partnerships  
the answer?**



Your board's  
objectives



Objectives that will  
drive successful  
delivery





Brand  
position

Customer  
retention

Low  
NPS

Brand  
experience



Employee  
engagement

Fundraising

Nationwide

Pride



- Showcase technology credentials
- Global business
- Technology partner



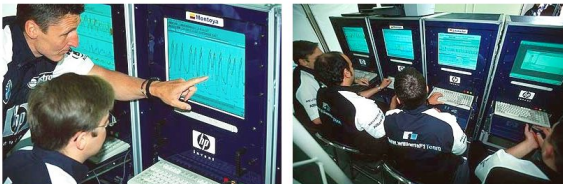
**The technology behind the team**



## Branding



## Proof points



## Campaigns



1. FOCUS ON OUTCOMES

2. REMEMBER THE CUSTOMER

3. THEN MEASURE



**AUDIENCE**

**WHO**

**MEASURE**

**GROW**

**ENGAGEMENT**

# But audiences are complex

**DEDICATED**

4m

The charity I really care about

**FOLLOWERS**

7m

One of several charities I follow

**OBSERVERS**

20.5m

It is a topic that catches my attention

**NOT INTERESTED**

18.5m



Shelter

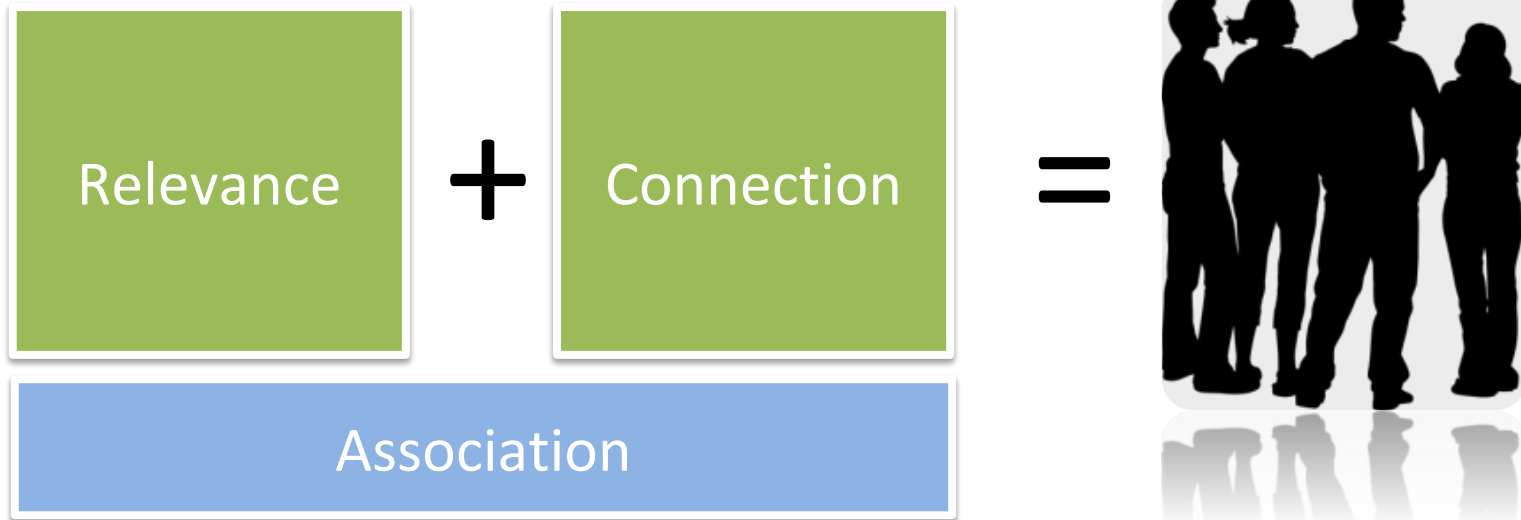


Connection



How do you get people to listen and remember?

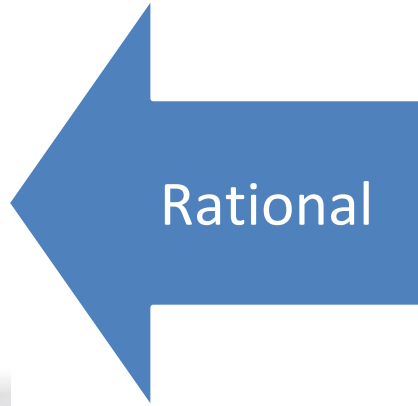
# People pay attention to things they like



# Connection/relevance

3 years, \$9m p.a.





1. FOCUS ON OUTCOMES

2. REMEMBER THE CUSTOMER

**3. THEN MEASURE**

Data should **inform** and not **justify**

A hand holding a magnifying glass over a cityscape background. The hand is orange with a purple sleeve, and the magnifying glass is grey. The word 'Outputs' is written on the left side of the hand, and 'Outcomes' is written inside the magnifying glass lens.

Outputs

Outcomes

Some numbers are not helpful

[insert big number here]

Media scores are HIGHLY misleading

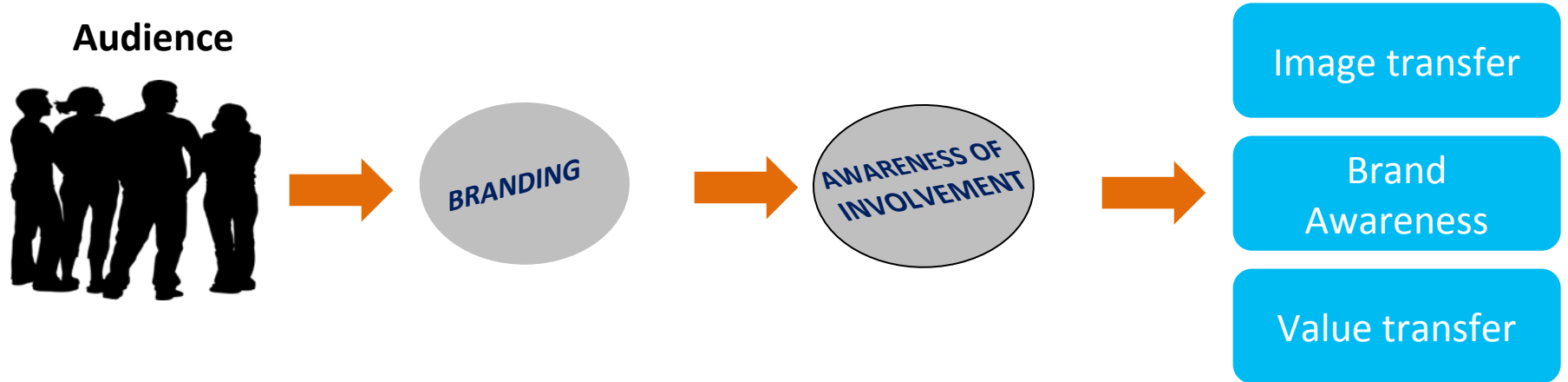
To improve the impact of your partnerships...

1. FOCUS ON **OUTCOMES**

2. REMEMBER THE **CUSTOMER**

3. THEN **MEASURE**

# Remember...



# Activity Audience Fanship



Get their

ATTENTION

Meaningful

ASSOCIATION

Depth of

ENGAGEMENT



## Brand Commitment

Likeability

Affinity

Consideration

Positioning



*"That's all Folks!"*

@mattleopold