Beyond Advertising
Creating Value Through All Customer Touchpoints

Yoram (Jerry) Wind,
Catharine Findiesen Hays,
and The Wharton Future of Advertising Innovation Network

Wiley
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Why *Beyond Advertising* is a Must-Read for CEOs, C-level Executives and Change Agents

*The core message in this compelling new book is that ‘everything communicates.’ Advertising, once the realm of marketers and agencies is now a core business strategy, requiring fluid and silo-busting orchestration of innovation, customer service, corporate reputation management and more. The authors effectively argue that brand equity today is in continuous flux. And if there is any daylight between what a brand says and does, customers will short it like a poorly performing stock. The only answer is to put customers at the center of the organization and ‘Beyond Advertising’ will teach you how.*

— John Gerzema, Chairman & CEO, BAV Consulting

*Rarely can you find such a comprehensive, cogent, and compelling look at how to market in the future. For those of you open to new models, new media, new ways of managing brands, you’ll find innovative and lively thinking from an all-star list of people who are living and breathing the changes every day.*

— David Sable, Global CEO, Y&R

*Beyond Advertising is a must read for any Business person because it is like a good whack to our existing mental models waking us up to think a new.*

— Rishad Tobaccowala, Chief Strategist, Publicis Groupe

*The traditional form of mass marketing is mass suicide. Beyond Advertising charts a clear pathway to engaging the empowered and hyper-connected consumer through a thoughtful and holistic approach that recognizes the many ways we experience brands, companies, people in our social spheres of influence, the media, and the incredible power of predictive data.*

— Jim Speros, EVP, Corporate Communications Services, Fidelity Investments

*Beyond Advertising sets the scene and provides valuable practical help for all in the industry who are grappling with the challenges ahead.*

— Kate Sirkin, President, Global Digital, Data and Analytics, SMV Group

*A comprehensive and diverse look at a world where what we used to call advertising is evolving into something far more personal & ubiquitous. You may not like it, but you’d better be ready for it.*

— Chuck Porter, Chairman, CP+B

*The book is enriched with easy to understand frameworks and many examples. The authors stress the importance of storytelling and use it through the book to*
illustrate the key points, making this an easy to follow primer for anyone in the marketing space who wishes to have a chance to stay ahead of the technological waves confronting us.

— Saul Berman, Chief Strategist, VP & Interactive Experience Partner, IBM

What we are experiencing now is arguably the biggest change in the history of advertising and marketing. This book offers a superb guide to the changes every marketing practitioner, every advertising/PR professional, and of course every CXO needs to understand.

— Akihiko Kubo, Chairman, Group Representative, Ogilvy & Mather Japan

Finally, a comprehensive view into the future of how brands will grow. The Wharton Future of Advertising Program has already been tremendously influential in the industry, and this book synthesizes years of learning into an enjoyable and immensely valuable read.

— Barry Wacksman, Global Chief Strategy Officer, R/GA

Virtually all aspects of consumer behavior that are important to businesses are being impacted, causing companies to have to rethink their entire approach to marketing. Fortunately, a roadmap needed to safely navigate a seemingly ever-changing and challenging new terrain is contained in this truly impressive book.

— Gian Fulgoni, Co-Founder & Chairman Emeritus, comScore

For the first time Jerry Wind and team tell us why and how we must change our mental models to see the future of what we used to know as marketing. They make sense of all the digital changes and provide a holistic framework to enable future marketers to redefine their role and see how they can be successful in the future.

— Shelly Palmer, Managing Director, Digital Media Group, Landmark|Shelly Palmer

As our industry’s pace of change accelerates, this book provides a terrific road map for embracing the myriad opportunities ahead.

— David Moore, Chairman, Xaxis; President, WPP Digital

In the middle of the media industry’s greatest crisis since Gutenberg put all the scribes out of business, Wharton’s Jerry Wind and Catharine Hays have written the best marketing book of the decade, analyzing the serious problems of the ad business and, more impressively, explaining how to fix them.

— Kirk Cheyfitz, Co-CEO & Chief Storyteller, Story Worldwide

Change is happening all around us, and both the complexity and pace of change are accelerating. For those of us on this Advertising journey it is well worth getting the advice and guidance of a sage like Jerry, a strategist like Catharine, and from 200 thoughtful fellow travelers.

— Phil Cowdell, CEO, Mediacom North America
This book will force you to rethink the way you run your company, how you motivate and energize your work force to take risks and change process, and most importantly how to ensure that you are connecting with this new generation of consumers that are used to getting things when they want and the way they want.

— Steven Rosenblatt, Chief Revenue Officer, Foursquare

What a breath of fresh air! This book isn’t a warning to advertisers to adapt or die, but rather a confident and optimistic overview of the growing opportunities and diversity within the industry.

— Cheryl Burgess, CEO & CMO, Blue Focus Marketing

With the rise of digital democracy the advertising industry has been lost. Fortunately, there’s a new day dawning with Beyond Advertising. It’s a map for the future.

— John Winsor, CEO, Victors & Spoils

Beyond Advertising is a much overdue, clear-eyed look at how advertising is being disrupted and how our industry can avoid getting Ubered. The insights constitute a hard-nosed playbook for the new brand-customer relationship.

— Kip Voytek, CEO, Rumble Fox

In Beyond Advertising, authors Jerry Wind, Catharine Hays, and the rest of the Wharton team don’t merely offer us a vision of the bright future awaiting us; they also lay out a clear and actionable path on how to get there.

— Mark Burgess, President, Blue Focus Marketing

Advertising and marketing is in a state of chaos and everyone knows it. Beyond Advertising lays out the primary obstacles to transforming organizations and marketing practices but more importantly, the book’s prescription is visionary and yet practical.

— Richard Smith, VP Digital Agency Partnerships, Kitewheel

Jerry Wind and Catharine Hays of the Wharton Future of Advertising Program have found the pathway to the future of marketing in their new book, Beyond Advertising: find out what now are the secrets and the winning strategy when devising breakout marketing plans.

— Scott Goodson, CEO & Founder, StrawberryFrog

Marketing as we know it comes to an end. But as always: the end is a new beginning as well. And this books is THE resource to understand how the future of Marketing, beyond advertising, will be and how we all can tackle it.

— Martin Nitsche, Managing Partner, Solveta GmbH; President, DDV

Building a brand that tells its story in every touchpoint authentically is a new art and science. This book provides a very good framework to go about it.

— Georgia Garinois-Melenikiotou, SVP, Corporate Marketing, Estée Lauder
‘We’ve always done it that way’ is the most dangerous phrase in any language. Jerry Wind and Catharine Hays provide a roadmap into the future to help marketers (and agencies) change from selling to serving and creating meaningful relationships with brands.

— Lisa Colantuono, Co-President, AAR Partners

No other moment in history has produced such remarkable times in a rapidly changing world. Whether you’re charting a new course or growing what you have in the pages that unfold ideas are shared, objectives are set and future strategies are discovered that will get the reader excited around something new with many iterations.

— Dean Crutchfield, Advisor, Amy J Wiener LLC

This is the most profound and comprehensive book explaining how the role of an advertiser has fundamentally changed, and explaining in detail how to define a brand’s purpose and relevancy, create content, engage with people, interact through all media, shifting from hard sell to shared values, to create bonding experiences and long-term relationship equity.

— Bill Harvey, Co-Founder & Strategic Advisor, TRA

In this important and timely book, Professor Jerry Wind and Executive Director Catharine Hays document why and how the future of advertising is beyond advertising to encompass all aspects of customers’ interactions with companies.

— Earl Taylor, CMO, Marketing Science Institute

Jerry and Catharine provide a guide for dealing with turbulent market forces and a framework for how to take action.

— Brian Shin, Founder & CEO, Visible Measures

It is a must read, providing both valuable global context for the transformative changes challenging business today, while identifying specific actions to capitalize on new opportunities. Foremost among the abundant insights is the recognition that our industry has a huge opportunity to improve and change our world through inspiring purpose-driven initiatives.

— Gillian Graham, CEO, Institute of Communication Agencies, Toronto

What I love about Beyond Advertising is the profoundly pragmatic and actionable nature of the findings. Technology has allowed the world to see all the fractures in a brand’s construction. This text gives marketers a way to heal those fractures, not just photoshop the x-ray.

— MT Carney, CEO & Founding Partner, Untitled Worldwide

Beyond Advertising presents a compelling call to action for marketers to lead the way in identifying emerging dynamics and effectively engage the public in adaptive and innovative ways in order to create sustainable success.

— Bob Kantor, Chief Marketing & Business Development Officer, MDC Partners
Part masterclass, part meditation, and all meaningful, Beyond Advertising distills the collective wisdom from hundreds of marketing professionals comprising thousands of years of experience into clean and compelling action plans for the next generation of marketers.

— Eric Porres, CMO, Sailthru

In a world where technology changes fast and provides even faster opportunities for disruption, advertising and brands have come full-circle, entering a new, more personal era that seeks to re-imagine, re-engage and re-envision intrinsic value to each person. This book demonstrates the fundamental need for every business to work cohesively across all functions in order to establish value at every touchpoint.

— Sandy Howe, SVP of Marketing, ARRIS

In clear and vivid form, and by relying on experts from each discipline, authors Wind and Hays provides a much needed contribution to facilitate not only understanding and insights in these times, but also what may be considered a much needed safe harbor and common reference for ongoing and future change in advertising and marketing.

— Thomas Ramsøy, CEO & Founder, Neurons Inc.

The simultaneous forces of increased globalization, localization, and personalization now buffet our business landscape. This book is about the need for dramatic new mindsets. This new approach must be required reading.

— Larry Light, CEO, Arcature

Finally a book that examines the true depth and breadth of change affecting all organizations through the lens of communications! Catharine and Jerry have beautifully articulated that reaching people now requires holistic thinking and elastic structures.

— Michael Lebowitz, Founder & CEO, Big Spaceship
For
John, Lee, Mark, Gavi, and Barbara

For
Olivia and Lizzy

And to our inspirational
collaborators, colleagues, friends, and loved ones
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