



# GO EASY ON THE QUICKIES

WHY MARKETERS WHO  
INVEST IN LONG-TERM  
CAMPAIGNS WIN BIG

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# GO EASY ON THE QUICKIES:

## WHY MARKETERS NEED TO PLAY THE LONG GAME

“ Let’s talk about the long game. When digital makes it quicker and easier to launch a marketing campaign than ever before, it’s becoming more and more common for marketers to look for quick gains rather than taking a longer, more sustainable approach.

And it’s understandable: we’re under an ever-increasing pressure to do more with less money. It’s tempting to go for those quick wins to prove your effectiveness to the stakeholders in your organisation.

But there are some very strong arguments in favour of investing the time to create long-term campaigns. For a start, when the IPA analysed 500 case studies from over the last 20 years, they found that long-term campaigns were three times more effective than short-term campaigns.

I’m going to take you through some of the reasons why you should be looking to the long term with your marketing campaigns, and then show you some real-world results for proof that this approach works.”



Matt Stevens,  
Managing Director  
MOI Global

# 5 REASONS TO PLAY THE LONG GAME WITH YOUR MARKETING...



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To see why there can be more to gain from a long-term campaign, let me share a few things I've learnt while working on MOI's longer campaigns.

### **FIND YOUR FEET**

We're used to the idea of brand equity, where the power of a brand's reputation is grown over time. The same can also apply to a campaign that's given time to find its feet.

If, for example, thought leadership plays a part in your campaign, wouldn't it be more effective if the leader had time to actually build his or her reputation in their area of expertise?

### **ECONOMIES OF SCALE**

The more campaign equity you build, the more effective your earned media will be, which saves you money by reducing the reliance on paid media to engage audiences.

You'll also save time and budget by not having to repeat all the processes involved in planning, creating and launching a campaign from scratch.

### **THINK SLOW, WIN FAST**

Everyone has targets to meet to satisfy their stakeholders that they're delivering value to the organisation. It can be tempting to try and get there with a quick, one-off campaign, but don't make the mistake of thinking that a campaign intended to last longer can't hit the ground running. You can still make a big impact and fast...

**“ BUT WITH  
THE BONUS  
OF ACHIEVING  
A FAR MORE  
SUSTAINABLE  
IMPACT ”**





## **BUILD STRONG FOUNDATIONS**

A long-term campaign lets you analyse your results over time and respond by adjusting your current strategy, rather than spending time to create a new one every time. Plus, with the framework in place, you have a greater ability to quickly test new ideas based on your results.

The same goes for the people working on the campaign. When you have a deep well of knowledge to draw from, innovative ideas for pushing the campaign forwards will come far more readily. But to build an understanding of all the intricacies, you need something which a longer campaign gives you aplenty: time. You don't get this opportunity when you're having to build a new team from scratch each time you start a shorter campaign.

## **ASK: WHO'S YOUR CAMPAIGN FOR ANYWAY?**

A long-term campaign means you can put more focus on your customers. You'll find it easier to produce content that resonates with them, because it has a stronger basis in what they want and need. You'll have a better idea of what this is because you'll have more time to really gain an understanding of your audience and find deeper insights.

# WHAT DOES LONG-TERM MARKETING LOOK LIKE?

To show just how effective long-term marketing campaigns can be, let's explore the Digital Bank of the Future campaign, created by MOI for Oracle. Launched in 2014, it's still going strong. It's a campaign that owes its sustainable success to a strategy built on deep insights revealing the needs, wants and expectations of today's bank consumers.

Original research provides a unique perspective and is the foundation upon which the campaign is built. This informs the marketing communications, influences the choice and use of channels, and stimulates audience participation.

But most importantly, it successfully encourages contributions from a community of industry experts, publishers, banking and FinTech companies, and social influencers, with content co-created and delivered through a blend of offline and online channels.

**ORACLE**

## The Millennial Migration:

How Banks Can Remain Relevant In Their Decision-Making Eco-System

A Global Banking Consumer Survey and Report by Oracle Financial Services

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**W** | **WHARTON**  
FINTECH

## WHO DO YOU THINK YOUR CUSTOMERS ARE?

We're used to businesses telling their customers what their challenges are. But the Digital Bank of the Future campaign flips things around: all the content created for the campaign is designed to show businesses the views of their customers.

In one such report, 5,200 respondents aged between 16 and 65 were surveyed across 13 countries for a comprehensive analysis. From this, we could create four customer personas to help banks understand the individual needs of customers at various stages of their lifecycles.

## KEEP THEM COMING BACK FOR MORE

The Digital Bank of the Future campaign relies heavily on regular research reports, and the customer insights they generate, to give banking and FinTech organisations a robust understanding of the modern customers they need to engage.

But instead of providing only one snapshot of customers, Oracle's year-on-year research keeps decision-makers coming back for the latest, most up-to-date insights. Presented through regular content including thought leadership pieces, these insights become more valuable by giving people in the banking sector an evolving view of their customer base as it changes over time.

**BRETT KING**  
Founder/Chairman, Moven  
Author of Bank 4.0

**SCARLETT SIEBER**  
SVP, Global Business Development, BBVA

**ROB FINDLAY**  
Founder, Next Bank

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Co-Founder & CEO, Timelio

**AMIT GOEL**  
Co-Founder, Let's Talk Payments

**ZHOU JING**  
President, PINTEC

**INFLUENCER STATISTICS**  
**>2M** FOLLOWERS | **6.7M** IMPRESSIONS

**MOI**

## INFLUENCE THE INFLUENCERS

When working with influencers, it's a big challenge to ensure they're aligned to the brand while remaining true to themselves. But it gets easier when you spend the time to build campaign equity. By providing influencers with periodically refreshed research, they're more motivated to share it with their own audiences – its value has been proven, so they know they can trust it.

Based on original infographics and an interactive microsite summarising the key research findings, 20 experts from the Finance space continue to engage their own audiences by adding their voices to the conversation, with content co-created by Oracle. With a combined reach of two million followers, the campaign has achieved 6.7m impressions and counting.

## CREATING A SNOWBALL EFFECT

People have quickly learnt that the Digital Bank of the Future is the place to get the latest research to inform their strategies, so it becomes easier to engage new and existing audiences while reducing reliance on paid media. It creates a snowball effect, where the campaign becomes more efficient to run as audiences grow. In short, the campaign doesn't have to work as hard.

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**David M. Brear** @davidbrear Follow

Report I'm in from @Oracle - Are Banks missing a crucial opportunity with #Millennials? [bit.ly/1SMIZXB](https://bit.ly/1SMIZXB)

**ORACLE**

**The Millennial Migration:**  
How Banks Can Remain Relevant in Their Decision-Making Eco-System

12:23 am

21 Retweets 27 Likes

Rob Findlay, Scarlett Sieber, Brett King and 6 others

David M. Brear  
CEO of 11FS team who are changing FS for the better. Host of podcasts @TheFutureOfFinance, @Oracle and @NextGenBanking - Always falling forward. #FinTech #Bank

London  
15 years  
Joined March 2009

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# HOW CAN ORGANISATIONS DIGITALLY TRANSFORM IF THEY'RE ONLY LOOKING AT THE PRESENT?

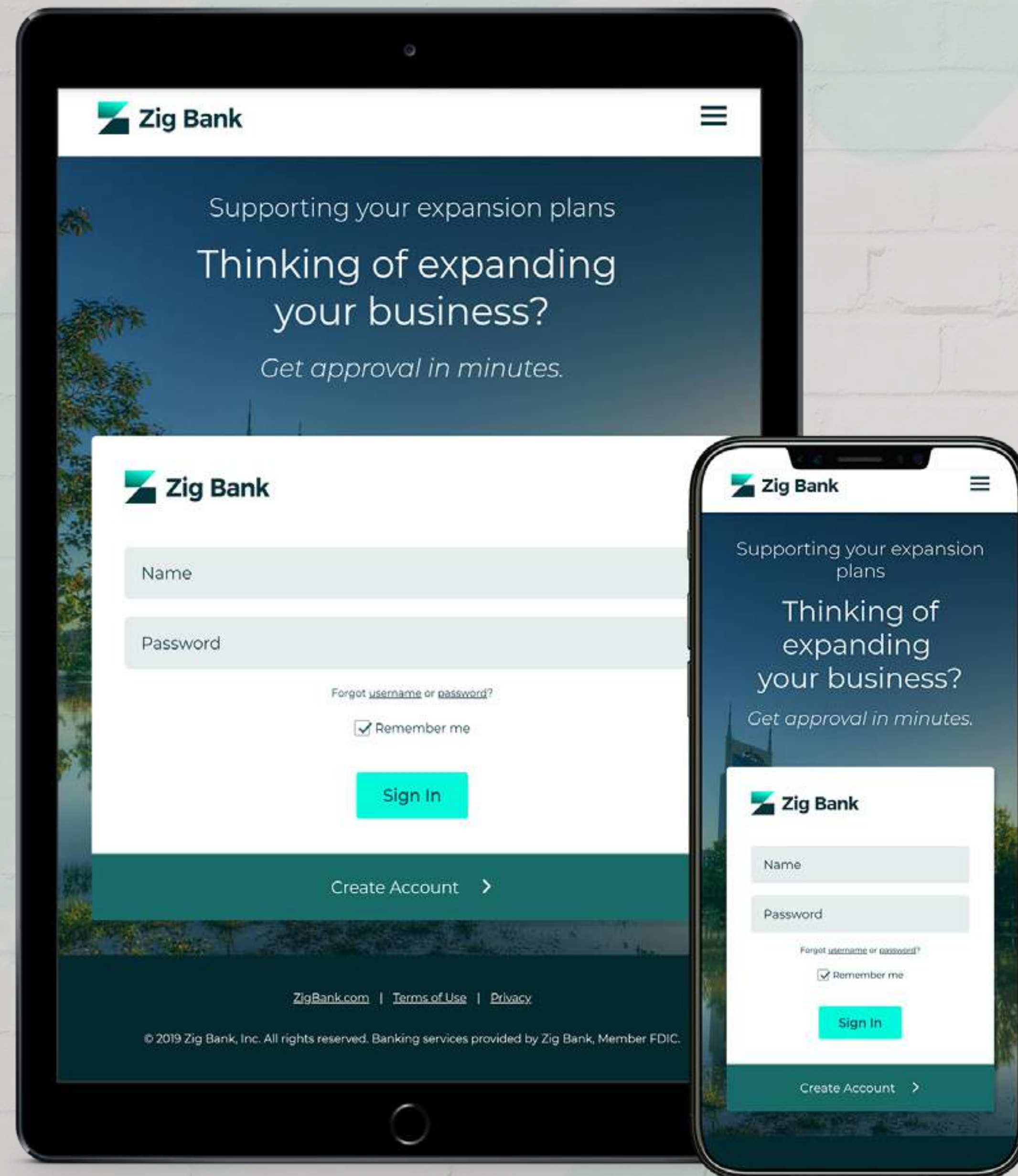
## TURN CONTENT INTO ACTION

Audiences need content to do more than just give them insights – they need a way to turn those insights into action. The Digital Bank of the Future campaign provides them with a benchmarking tool that lets them see their digital readiness compared to others, based on the latest research. This generates qualified leads that are suitable for an account-based approach, enabling more effective and meaningful engagement.

## SHOW YOUR AUDIENCE THE FUTURE

The campaign has successfully established how customers currently feel about, and engage with, consumer banking and financial services. But how can organisations digitally transform if they're only looking at the present? The campaign is called Digital Bank of the Future, after all.

So, the next step was to let our audiences see for themselves the kind of banking experiences they can provide their customers with. We created a mock application based on the years of campaign research into the needs of banking customers. It gives banking executives a tangible example of what could be achieved if they use Oracle services to act on the consumer insights.





# WHAT HAPPENED? THE RESULTS OF A LONG-TERM CAMPAIGN

Over the last few years Oracle has grown its reputation as a thought-leader in the digital banking space and is the brand that key decision makers go to for insights on how to digitally transform.

But if you're still unconvinced of the merits of investing in long-term marketing campaigns, just see some of the highlights of the Digital Bank of the Future campaign:



'Excellence in Integrated Marketing (B2B)'  
at the Marketing Excellence Awards 2018

**GOLD**



'Best Idea - Business Events' category at  
the MARKies Awards 2017

**BRONZE**



'Best Multichannel Campaign' category at  
the B2B Marketing Awards 2016

**WINNER**

**\$28M**

PIPELINE FROM A \$16M TARGET

**160,000**

NEW CONTACTS REACHED  
VIA EARNED SOCIAL

**230,000**

USERS TARGETED IN APAC  
LINKEDIN GROUPS OUTREACH

**500**

LEADS GENERATED WITHIN  
THE FIRST WEEK FOR THE  
ZIG BANK EXPERIENCE

**900**

ATTENDEES ENGAGED

**8,327**

TWITTER FOLLOWERS GAINED

**927**

ASSET DOWNLOADS

**5M**

READERS REACHED ACROSS  
VARIOUS PUBLICATIONS  
AND MEDIA

**“MOI IMPRESSED US WITH THEIR COMPLETENESS OF VISION, RIGHT FROM INITIAL CONCEPT THROUGH THE FLAWLESS ORCHESTRATION AND DELIVERY OF THIS CAMPAIGN”**

Parvez Ahmad  
Director, Marketing  
Oracle Financial Services



# SHORT-TERM VS LONG-TERM MARKETING:

## SHORT-TERM MARKETING

- Starting from scratch with each campaign
- Audiences have less trust and familiarity with your brand and campaigns
- Significant reliance on paid media
- Less time to understand the needs of your customers
- Quick wins are short-lived

VS

## LONG-TERM MARKETING

- Economies of scale
- Brand and campaign reputation is built over time, increasing trust and engagement levels
- Easier to engage new and existing audiences, due to growing reputation
- More focus on customer needs
- Quick wins lead to sustainable growth

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The next time you plan a campaign, think whether that short-term campaign you had in mind would be more effective if it were expanded to run over a longer period. Use this comparison chart to help you decide.

If you want to know more about the strategy and execution behind a long-term campaign, get in touch at [london@moi-global.com](mailto:london@moi-global.com) or [Matthew.Stevens@moi-global.com](mailto:Matthew.Stevens@moi-global.com)





## TURNING THE HEADS THAT COUNT IN B2B

When today's always-on world means your buyers can research, reject, or shortlist your brand without even talking to you, we'll get you into the conversation. MOI Global is a B2B creative agency connecting you with a new breed of buyer. Re-engineering your marketing eco-system to target the places they hang out and the people they listen to.

With offices in London, San Francisco, Singapore and Sydney, we help our clients deliver head turning campaigns that target international and local markets. Our services cover all aspects of a buyer's omni-channel world, including digital, social media, events, direct mail and telemarketing. Clients include Oracle, Genesys, Capgemini, CenturyLink, Sage, Software AG, Vodafone, Red Hat, F5.

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