

ADVOCATE

A QUARTERLY REVIEW OF THE ADVERTISING AND COMMUNICATIONS BUSINESS IN THE GULF
PUBLISHED FOR THE INTERNATIONAL ADVERTISING ASSOCIATION, UAE CHAPTER

Issue 2 2003

IAA seminar offers CRM insights

Forget about thinking outside the box, forget the box completely, and take off your mask while you're at it, was keynote speaker Stefan Engeseth's message at the IAA-UAE Chapter's one-day seminar on Customer Relationship Management. Powered by Jacobsons Direct Marketing Services and supported by *Khaleej Times*, *The Daily Al Bayan*, *Gulf News* and Motivate Publishing, the June 10 CRM Insight seminar was a roaring success.

More than 300 movers and shakers from the domestic advertising and marketing industry assembled in the Crowne Plaza Hotel Auditorium to hear six speakers expound their knowledge on relationship marketing. Swedish ideas guru Engeseth of Detective Marketing set the pace by ripping apart contemporary CRM models and introducing his dynamic concept of ONE.

ONE is all about people. It progresses on the prevailing mass communication and one-to-one methods of marketing by breaking down the barrier of 'us and them' in a company-customer relationship. ONE involves bringing customers into the company, listening to them, allowing them to participate in meetings and



GOOD RELATIONS (from left): Marwan Rizk, chief operating officer of Intermarkets Advertising and IAA-UAE Chapter board member; Ian Fairservice, Motivate Publishing managing partner, and IAA-UAE Chapter president; keynote speaker Stefan Engeseth of Sweden's Detective Marketing; and Marwan Kai, managing director of Media International Services.

enabling them to have an input in what the company does and how it does it.

"The traditional method of building brands is very expensive," said Engeseth. "Today, we need to get closer to our customers, and computers can play a big part in this. There's too much talking in the business world. People love people, but who loves your brand? Bring a little love to your brand by bringing your customers in. A lot of board meetings should be held in the street. You need an outside reality in your company."

In what he describes as a "faked-up world", reality is a very ambiguous concept to Engeseth, the man who some refer to as a 'chaos pilot'. In his soon-to-be-released book *Detective Marketing*, he explains that "chaos is not necessarily negative; chaos gives birth to tomorrow. To lose your balance is merely a way of moving towards the unexpected."

Everything about Engeseth is unorthodox: from his roller-coaster-like style of delivery to his insights on how to tap creativity. In the jargon of today,

Continued on page 4

Inside this issue

- IAA backs Ibda'a Awards for 2003
- Results of recent Cannes festival
- Online advertising with Maktoob.com
- How to beat the big brands
- Plus moves and news in UAE industry

Advocate is produced with the support of



شركة الاتحاد للأفلام المتحركة
UNITED COLOUR FILM L.L.C.



ETHER MEDIA
the art of communication



below-the-line solutions

Continued from page 1

Engeseth could be described as a creative terrorist, blowing apart established norms and unleashing his weapons of mass deduction on anyone within shouting distance. "Remember, it's a combination of sun and rain that causes a seed to grow," he says in his book.

While Engeseth concedes that most companies are still 'a little scared' to make the step to ONE, others, such as Linux, e-Bay and Lego, are implementing ONE very successfully. He noted that ONE would also work particularly well with brands such as CNN, Virgin, IKEA, Harley Davidson, Saab and Microsoft.

With the rise of mega-brands such as Nike and McDonalds, Engeseth mentioned that so too had come the rise of the anti-brand. "Customer power – which with the aid of the Internet and mass media has become a truly powerful phenomena – can work for your company or against it. You have to harness the collective power of the customers and bring that in." Engeseth added that once this is done, a company



CHAOS PILOT: keynote speaker Stefan Engeseth.

evolves from walking with the customer to dancing with the customer.

On detective marketing, the subject of the chaos pilot's afternoon address, Engeseth said that it "is all about searching, creativity and communication between sender and receiver, two people who are just waiting to meet". For this, he follows a 'simple' equation: $1+2 = 4$. He explained that for an idea to shine, another factor must be added to make the answer four. The three elements to detective marketing, he said, were developing an original idea, the process of

searching, and investing in relationships.

The latter part leads to the introduction of the G-customer. While many databases distinguish between A, B and C customers, according to the level of targeting they receive, Engeseth suggested the inclusion of the G-customer – the dream customer. Standing for 'green' and signifying pursuit at full speed, the G-customer is one that must be studied and observed from a distance, then subtly approached in a spiralling G-shape fashion without ever contacting him directly but rather providing him with the necessary information to provoke him to take the initiative and contact you. The G-customer, says Engeseth, is a "long-term investment in relational marketing".

Engeseth's address received a mixed response from the CRM Insight audience, ranging from the clueless – "like, what's he talking about?" – to the dazzled – "wow, this guy is on the frontiers of creative thinking". But as the man stated in his upcoming book: "On a platform between reality and illusion, there is no right or wrong."

– Ayman Dunseath

Speaking of which...

Sandwiched between Engeseth's two presentations at both ends of the day were a number of equally inspiring speakers. Karen Bell-Wright, the CRM/Teleweb manager for Hewlett Packard Middle East, presented a CRM case study for her company. She was followed by Tarek Masri, iLeo CRM managing director, speaking about successful CRM campaign management in the Middle East.

Akram Raffoul – Jacobsons Direct Marketing Services board director, IAA-UAE treasurer and chief instigator/organiser of the whole event – revealed 'the mysteries of database management'.

He explained just how crucially important and powerful good databases are to a company and identified three phases to a database: its foundation, its maintenance and its utilisation.

Raffoul noted that three resources are needed for a database – financial, human and technical – but warned that in order for them to be effective, they must be well-planned, effectively built according to industry standards and utilised to their maximum potential with the highest degree of accuracy and in the shortest amount of time.

"You need to exercise leadership and vision in implementing a database," Raffoul



MAN OF MYSTERY: Akram Raffoul.

said. "Money is the least of your worries, the human element is the most important. Database management is an acquired knowledge – a science and expertise."

More revealing CRM cases from the GCC were presented by Dave Batterson, general manager of Air Miles Middle East, and Paddy MacLachlan, board director of Ogilvy One.

Later in the day, Simon Bond, regional business development director of BBDO Proximity, gave an informative talk about results-driven online creativity, while Andy Owen, managing director of Andy Owen & Associates, was typically both amusing and enlightening in his presentation on contemporary one-to-one copy writing.



JUGGLING IDEAS: Tarek Masri, iLeo CRM managing director.