

Queensland MARKETER



The Australian Marketing Institute Queensland Newsletter

Issue 15 Autumn 2013

The first quarter of 2013 has scooted past and no doubt you're in the thick of busy schedules.

AMI Queensland has a jam-packed calendar of events organised for this year, mostly themed around the much-discussed topic of how marketers deliver better value to their organisations. Now is a critical time to be looking at whether marketers are delivering against the key business drivers and just what you'll need to do to create maximum impact.

With this in mind, the AMI Queensland Council have put together an impressive selection of marketing practitioners to present at the 2013 Marketing Summit – *Marketing that leads*. The conference will address how marketers can use their training and talents to transform the function from a cost-centre to a value-centre. Check out www.marketingsummit.com.au, early bird rates are available.

For the senior marketer who's in charge of the marketing function, there's an exclusive pre-Summit masterclass we've aptly titled "*From the colouring-in department to the Boardroom: Elevating marketing's role within the firm.*" Don O'Sullivan, marketing professor at Melbourne Business School will be facilitating and it promises to be a challenging, insightful and must-attend event if you're serious about influencing your executive peers, CEO and/or Board. Contact Kate McGrath at qld@ami.org.au for more information.

Finally, there is a good old-fashioned social networking event on April 24. Details are within this newsletter.

I look forward to seeing you soon.

Kellie-Ann Robinson
President, Queensland Council

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2013 Marketing Summit

29 & 30 May

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Like to Give

Customers like to share their care

See you soon

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Consumer psychology

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Be energy efficient

AMI Queensland Council





CENTRE STAGE

MARKETING THAT LEADS

AMI Marketing Summit

29 & 30 May 2013

Rydges, South Bank, Brisbane, Queensland

The building blocks of marketing are shifting in today's fluid and connected marketplace. While many principles are the same, there's no question that some of the rules have changed. Our opportunity is to develop and deliver smart marketing that leads our organisations to greater performance and profitability.

This age of transparency puts marketing under a spotlight like never before. With the ruthless race for the dollar, we are being challenged to prove value and drive revenue, growth and innovation, often with tighter resources and even competing agendas.

The Marketing Summit is focused on the need for renewed marketing leadership – at all stages in a marketer's career, whether your circle of influence is small or large. With new players, new rules and new techniques, we need to reposition marketing and its value proposition within our organisations.

Our speakers will look at trends, new markets, defining customer experiences, patterns of buying decision-making, market research and more. Breakout sessions tailored to small-to-medium enterprises and senior marketers will give you a targeted program addressing critical strategies for change management, marketing planning, distribution, and managing the shifts caused in this digital age. The 2013 event also offers a masterclass designed to help you ensure that your voice is heard at the management level.

Marketing that leads is marketing that makes a difference.

> [Find out more](#)

• Speakers

John Clay
Head of Marketing and Communications
ARUP

Shaun Dobbin
Chief Executive Officer
Gomeeki

Lauren Fried
Managing Director and Founder
Pulse Marketing

Ben Howden
Director
MiiBrand

Tara Lordsmith
General Manager Retail Marketing
Simplot

Peter Love
General Manager National Sales and Merchandise
Metcash Food and Grocery

John MacPhail
Head of IP Technology and Commercialisation
Finlaysons Lawyers

Brad Meehan
Managing Director Australia and New Zealand
Strativity Group

David Redhill
Partner and Chief Marketing Officer
Deloitte

Dominic White
General Manager Transaction Banking Products
Business Bank, NAB

THE RISE AND RISE OF PERSONAL BRAND

by James Hall

With the enhancement of technology changing the world around us, the art of managing our reputation is also something being redefined.

At a time when comment, opinion, review, recommendation and story-telling are common place and in the public arena, what you say or others say about you builds a powerful message of who you are. How you choose to negotiate the public dialogue, combined with how you choose to behave professionally or personally is becoming one of the essential considerations for career management strategies today.

In a breakfast seminar held on 27th February an experienced panel of professionals who work with personal brands everyday shared how to build, manage and communicate your personal brand for increased visibility, influence and effectiveness.

Kerryn Fewster, a leadership Effectiveness Coach for Change 2020 discussed "All About Me". She looked at the behavioural aspect of personal branding. How does one present oneself? What is a personal brand? These were questions posed to all attendees.

Everyone has a personal brand and it was suggested that being authentic was essential. It's what you want to be known for in the market place.

Emotional Intelligence is what is important. What impact do you make? How would others describe their experience of dealing with you? Do you have a presence? What is "the talk" about you? There are three aspects of Emotional Intelligence namely self awareness, awareness of others and managing awareness. Can one build a personal brand? The answer is yes but you need to be congruent. Ask yourself to defend your personal brand and become aware of it. It is very important to understand that emotional intelligence is not the opposite of intelligence, it is the triumph of heart over head- it is the unique intersection of both.

Next up was Jane Anderson, Master Career Coach and LinkedIn expert, Inside Out Training and Coaching.

Jane discussed "Corporation You". In other words you are an asset that needs to be finetuned. She discussed touch points that are all important. It was suggested attendees google their email address and expect a surprise! Being a LinkedIn expert she advised the audience that 79% of all recruitment today is conducted on LinkedIn which is an amazing statistic. Tips were given for featuring on LinkedIn such as listing key achievements and key experience as the descriptive words which are used in these categories become the key for recruiters using searches. A final tip was send endorsement s and you will receive endorsements!

Last but certainly not least was Craig Sneesby, Director, U&U Executive Recruitment Partners. Craig discussed "Your Brand, Your Career". Recruitment is all about bettering ones chances of being successful.

He discussed the Knowledge Economy compared to the Social Economy and provided some interesting statistics. There are 800 graduates in Marketing and Communications each year and approximately 182 jobs available. In other words 77% of graduates will be disappointed!

In the early 2000's MBA's were seen as being all important but in 2013 what is important is one's skills, networking ability and social footprint.

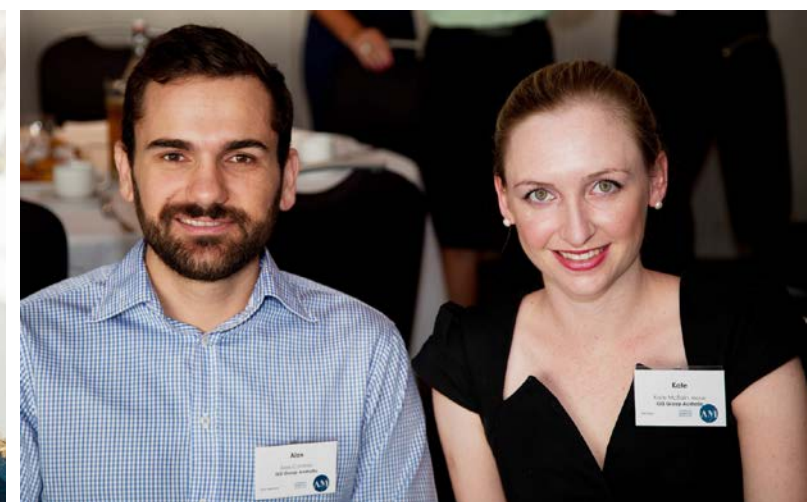
He stressed it was important to delineate between one's personal brand and one's corporate brand.

In summary the key message was that in the Age of Influence, your personal brand is essential to increase your confidence, demonstrate leadership at any level and show greater value to your organisation through increased personal performance.



KEY TAKEAWAYS INCLUDED:

- Crafting your personal brand and understanding how it can enhance your career
- The importance of growing your sense of influence and credibility with staff, peers and senior colleagues
- Ensuring your work effort is invested in the right places
- Planning and organising your day is a critical element of your brand
- Determining your unique selling proposition (USP) or value proposition and understanding the intrinsic value you can deliver to your employer
- Optimising your LinkedIn profile for communicating your personal brand, growing business relationships and promoting yourself for career opportunities.



LIKE TO GIVE

Are Marketers Missing Opportunities with Online Conspicuous Donation Strategies?

By Kathleen Chell – PhD Candidate (QUT) Business School

A dominant view within the marketing discipline is that donation behaviour is distinctively an altruistic act, and that wanting to help others is the primary reason for donating. This is reflected in the ongoing roll-out of education based promotions appealing to the audience's altruistic nature.

However, there is research to suggest that such 'altruistic behaviour' is also motivated by some form of self-interest, that is donating may actually be sustained by the sense of a positive emotional or social utility gained from the act of giving.

Whilst novel in its application to donation behaviours, it is well established that consumption of goods and services often holds symbolic meanings beyond their functional purpose. Conspicuous consumption promotes the visible consumption of goods as a mechanism to improve one's social positioning and identity, while conspicuous donation promotes the visible display of a charitable contribution to achieve the same end.

At present the majority of conspicuous donation behaviour takes place offline in the form of purchasing displayable charitable merchandise, such as empathy ribbons. However, given that conspicuousness is characterised by visibility, and that social media can be used to provide visibility in terms of consumption, my current research proposes that conspicuous donation behaviour can actually be manifested through social media platforms.

As online social networking behaviours continue to rise, we, as marketers, are increasingly searching for new ways to employ social media to engage and influence our target audience, and the potential of conspicuous donation strategies in the online space is yet to be maximised. An examination of digital recognition strategies as a source of value in donation activities is particularly insightful in the light of social media platforms' growing popularity for self-expression.

My initial findings suggest that conspicuous donation strategies encourage repeat donor behaviour by bolstering social and emotional value gained from donating, that is, such recognition online can reinforce personal fulfilment (emotional value) and social recognition (social value) for donating.

Whilst my research has focused on the implications within blood donation, there is potential for these initial findings to have a broader application outside of blood donation, where the provision of digital recognition could be used to encourage repeat donor behaviour, as well as sustain socially desirable behaviours, such as recycling or smoking cessation.

I am presenting this link between customer value and conspicuous donation activities at the World Social Marketing Conference in Toronto, Canada, April this year.

AMI MEMBERSHIP

- Professional development Certified Practising Marketer certification
- Marketing Value metrics resource website
- Events
- Networking opportunities
- Recognition
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Join today

UPCOMING EVENT

SOCIAL:

FUN NETWORKING

Wednesday 24 April 2013, 5:30pm

Venue: Bavarian Bier Café. Eagle Street Pier, Brisbane

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\$10 Members

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There will be big beers
e.g. →



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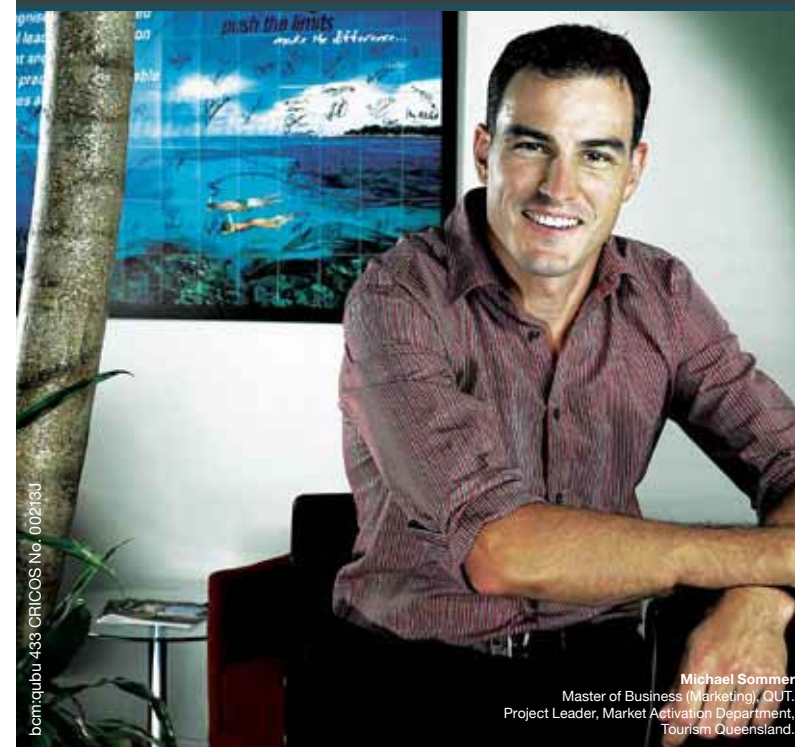
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Michael Sommer
Master of Business (Marketing), QUT,
Project Leader, Market Activation Department,
Tourism Queensland.

ARE RED CARS FASTER?



Consumer idiosyncrasies unearthed through research

By Gary Mortimer

Paul Bowers of Blue Helix referred to the urban myth that 'red cars are faster' in his presentation to over 60 members of the Australian Marketing Institute evening seminar, held at Cloudland on Wednesday 26th March.

Paul has over 13 years, working in marketing research and is currently completing his PhD in Consumer Behaviour. He presented a very interesting view on consumer rationality. His seminar brought together his insights in consumer decision making from over 1000 focus groups and 2000 independent interviews.

So, are consumers rational when they make decisions? Anecdotal and economic theories suggest they are. The economic theory of the consumer is a combination of positive and normative theories. Since consumer decision making theoretically is based on a rational maximizing model it describes how consumers should choose, but this economic model is alleged to also describe how they do choose. But, as marketers, we know consumers make choices based on incomplete information.

Although most consumer decision making models, particularly satisfaction models, assume consumers have complete information and have the ability to comprehend and evaluate salient attributes, like staff friendliness, quality, cost, efficiency, as marketers we know consumers often operate under uncertainty. Thus, consumers will often rely on secondary cues (red), heuristics or biases. Paul offered, as marketers, it is vitally important to understand 'how' the consumer processes these choice attributes and criteria.

Take buying a car as an extreme example of a heuristic at play (rule-of-thumb). Most consumers would have little knowledge of the engine, mechanical operation and engineering. So, the colour 'red' is associated with 'Ferrari' and Ferrari goes fast, so a red car must go fast. Another more common example; you need a lawyer. You have no legal experience or knowledge what so even, so you relay on secondary cues to inform your decision making. Your choice is a lawyer based in Eagle St, a large firm, European suit and driving a BMW and a local lawyer, shirt and tie and driving a Toyota. Consumers will employ completely irrational secondary cues (car type, suit brand) to make a choice.



SELLING SUSTAINABILITY

The world of waste is not the same as it was twenty, ten, or even five years ago. We are moving forward, and at a rapid pace. John Montague, National Sales Manager at Cleanaway Transpacific Industries, shares tips to encourage environmental efficiency and within your organisation.

The Carbon Pricing Mechanism (CPM), landfill levies, and transport costs are currently impacting the cost of waste management across Australia.

The challenge for Industry to reduce expenditure for a category that it is described as a low-involvement.

Low involvement does not mean low cost. It is estimated that five years ago in many industry sectors waste represented 0.1% of cost, but today this has risen to as much as 2.3% through the impact of Landfill Levies and CPM costs.

Most people don't think about it until they have to and when they do, they often associate it with negative connotations such as 'smelly', 'unpleasant' and 'a chore to manage'. It is easy to see why it is difficult to get people to think about waste at all, let alone in a positive or beneficial light.

So, how can marketers help their organisation change the attitudes and behaviours of their staff to minimise waste and facilitate reduction, recycling and diversion initiatives to assist in reducing or mitigating expenses and ultimately benefiting the environment.

A few thought starters to engage your staff on the environment and sustainability:

Develop targeted, entertaining education programs designed to get people engaged and excited about correct waste management and recycling.

Keep initiatives fun and interactive, providing information, activities, practical guides and materials to help educate employees about:

- What materials can go in each available bin system?
- Why contamination in bins matters and how it can be reduced .
- How they can minimise waste sent to landfill by maximising recycling efforts.
- The benefits correct waste management and recycling can bring to an organisation and the environment.
- What happens to waste and recycling after it is taken away – resource recovery and beneficial reuse.

The Outcome:

- Generate interest and awareness around correct waste management and recycling
- Enhance employees' understanding of correct waste management and recycling
- Encourage conscious thinking and positive behaviour change in employees when it comes to correct waste management
- Affect positive outcomes for both the organisation and customers in reducing contamination and increasing diversion rates from landfill, whilst reducing expenditure.

Your AMI Queensland Council

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• ABOUT AMI QUEENSLAND

The Australian Marketing Institute is the professional association for marketers.

We offer:

- A respected and authoritative voice for the profession
- Strong advocacy of the highest standards in marketing
- The opportunity to achieve career advancement and enhanced credibility in the profession through professional development programs, access to the latest information on marketing practice and networking with fellow practitioners.

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The Queensland Branch of the Australian Marketing Institute has the flexibility to respond to the local needs of our membership as well as connect local members to the national activities conducted in capital cities and regional centres throughout the country.