



Building **demand** in an integrated world

Customers today live in an integrated world where they interchange in a seamless manner between real and online worlds, demonstrating different behaviours by place, channel and time.

“The question we have to ask ourselves is “why do we still market by channel and segment campaigns, when our customer lives across channel?”

The time has come for us all to look at our customer and the conversations we are having with them in an integrated way. In order to gain an integrated view of the customer, one needs access to customer data, online analytics and market research. All of these input points enable us to form a single view of the customer. We are then able to define what to say, when to say it and how to say it. We call this “identifying moments that matter”.

By identifying these moments, one is able to create relevant and distinctive brand and communication solutions that will have far greater impact on the customer. Effective moments provide context for the proposition and engage the customer in establishing a need, starting a conversation and driving consideration for your brand / product / service.

You know you are on the right track when your conversation with the customer is able to deliver value on multiple levels.

The first and most important value for the client is Business value; the focus here is on delivering financial return.

The second and most important value for the customer is Customer Value; the focus here is the impact the conversation has on the customer; driving awareness, consideration, action and retention.

The third value and most important for your Brand is Creative Value; the focus here is on delivering unforgettable, distinctive and relevant executions that drive memorability, association and a following.

IMD® (Integrated Moments that Deliver) is a strategic communication tool developed by Matter Advertising to help brands and the communication thereof to become more effective and relevant.



**Integrated
customer**



**Moments
that matter**



**Delivering
value**

Matter Advertising

Matter Advertising is a strategically led brand and communication agency that creates demand for products, services and brands in Africa and other international markets.

The team is made up of exceptionally skilled and experienced talent that makes sure every piece of work is well thought through, creatively crafted and above all delivers the desired return.

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