

# 5 steps to Better Marketing

Stephan Loerke  
WFA CEO



# Bringing together 150+ of the world's top advertisers







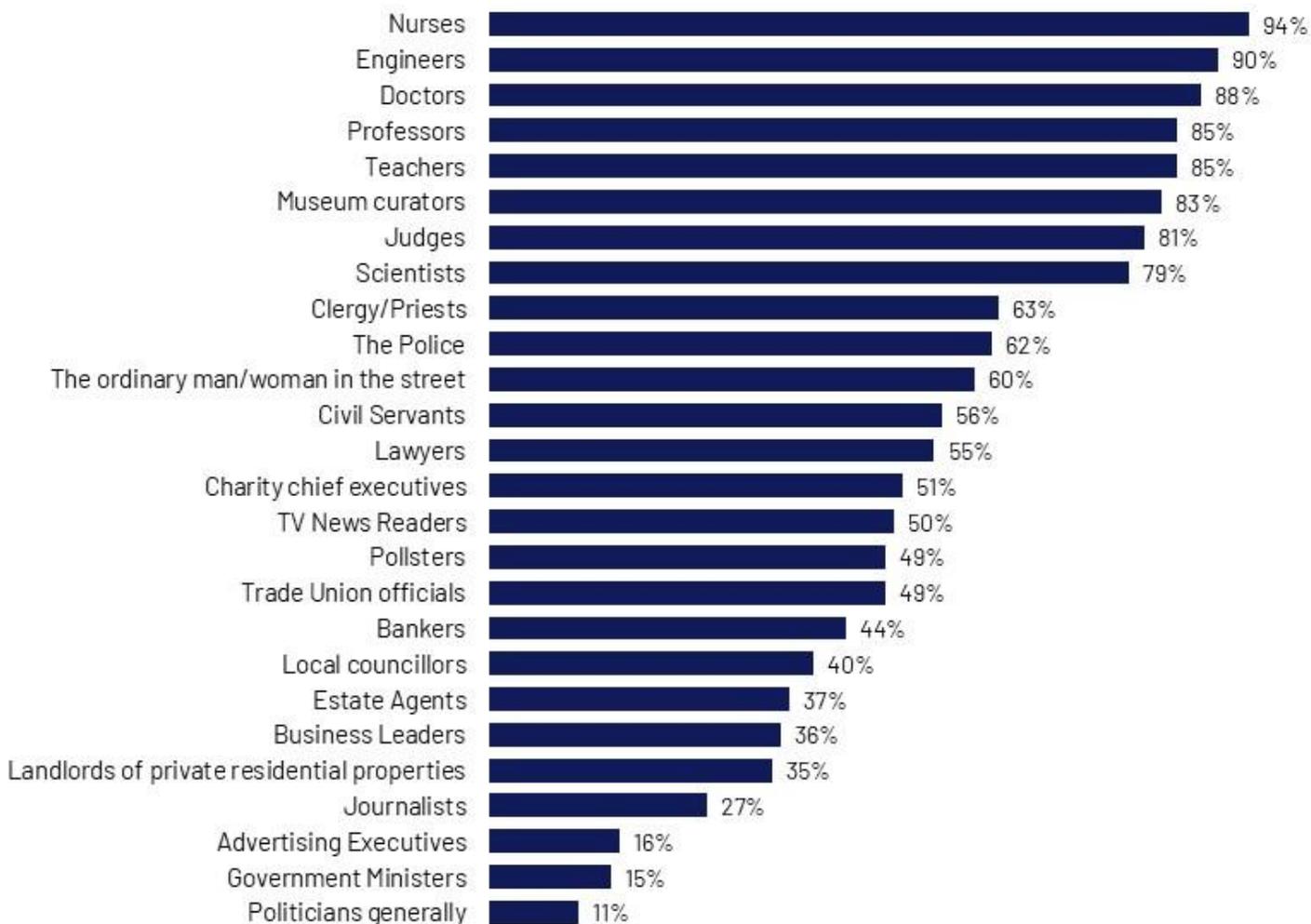
**BETTER MARKETING**

# Veracity Index 2024

## All professions

“Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?”

### % trust to tell the truth

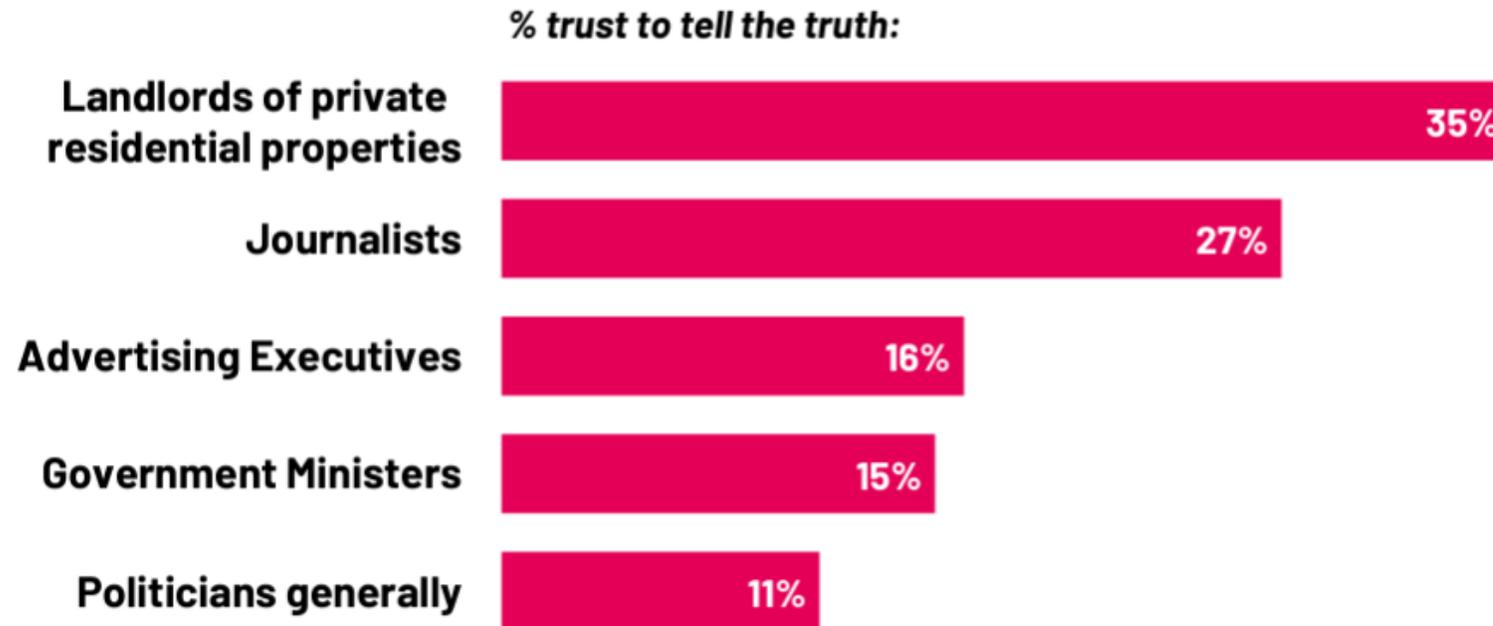


Base: 1,015 British adults aged 16+, interviewed by telephone 9 – 15 October 2024

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# Advertising one of the least trusted professions, next to politicians



Base: 1,015 British adults aged 16+, interviewed by telephone 9 – 15 October 2024

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5

# BUY NOW!

THE SHOPPING CONSPIRACY





How Obama Is Fighting Internet Innuendo



Inside China's Gold Medal Machine

# TIME

SPECIAL HEALTH ISSUE

## Our Super-Sized Kids

It's not just genetics and diet. An in-depth look at how our lifestyle is creating a juvenile obesity epidemic—and the scoop on how to cure it



The Washington Post  
Democracy Dies in Darkness

The Happy Meal, a triumph of marketing blamed for childhood obesity, is turning 40



INDEPENDENT

This is how advertising has the power to make children fat

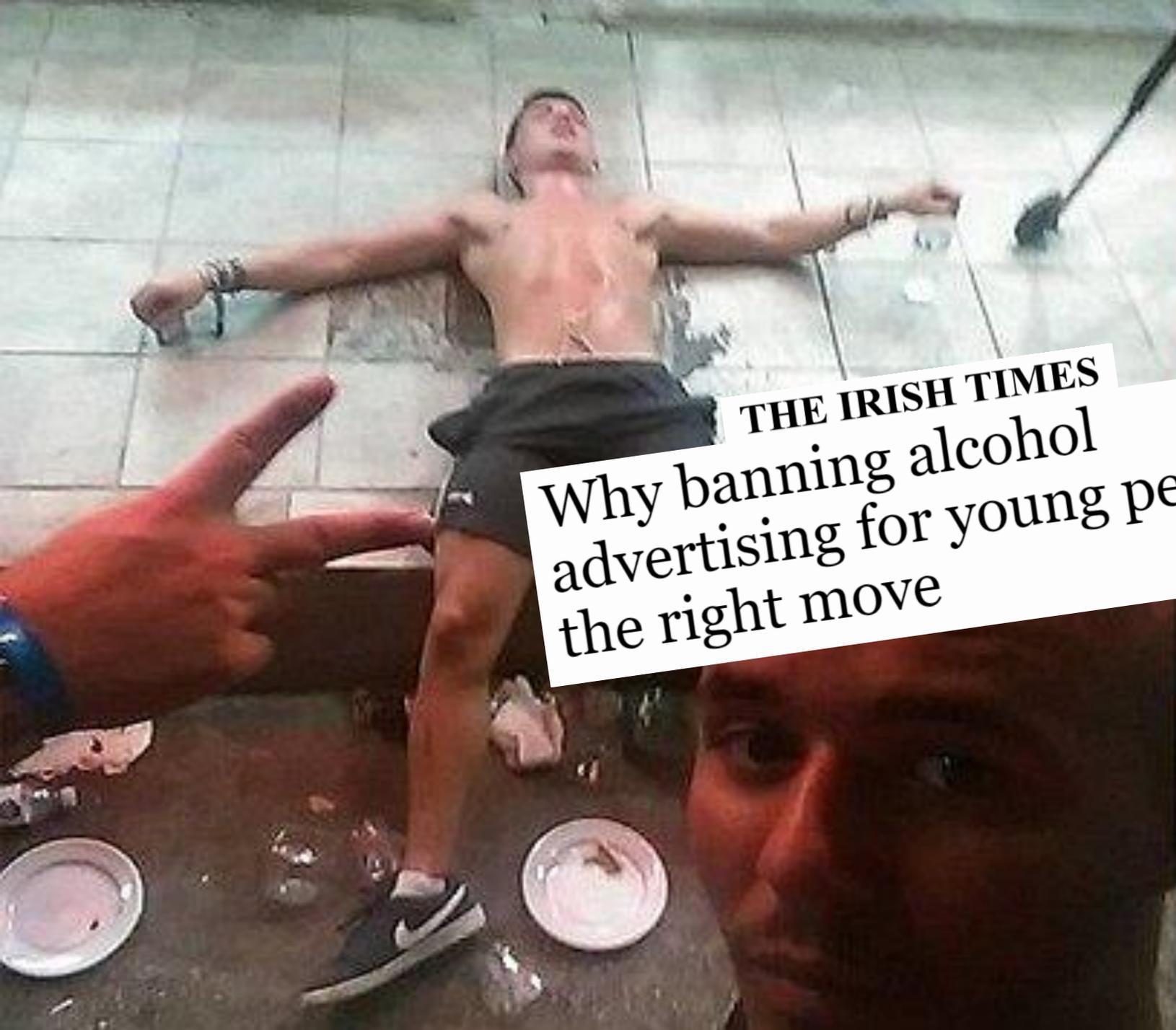
Children are the teenage and adult shoppers of the future – and any brand loyalty fostered now could reward the food company with a lifetime of sales



Home News Sport Business Innovation Culture Arts Travel Earth Video Live

Ban on junk food TV adverts before 9pm to come in next year





**THE IRISH TIMES**  
Why banning alcohol  
advertising for young people is  
the right move



**A tale of two Libyas**  
Plus: Why the U.S. can't sit on the sidelines  
BY FAREED ZAKARIA

**The GOP's misinformation campaign**  
BY JOE KLEIN

**Could your baby be depressed?**

**THE CULTURE**  
Word up: A dictionary of slang

# TIME

**Owns a laptop**  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion

**Household income: \$100,000+**  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion

**Age: 38-39**  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion

**Likes: online news**  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion

**Likes: Asian cuisines**  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion

**Dislikes: cars**  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion

**Likes: green living**  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion

**Purchased house six years ago**  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion

**Favorite celebrities: Peaches & Herb**  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion

**ZIP code: 10701**  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion

**Wi-fi warrior**  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion

**Likes: business & finance**  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion

**Sister is a lawyer**  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion

**Spent \$180 on intimate apparel & undergarments on Oct. 10, 2010**  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion

**Dislikes: autos & vehicles**  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion

**Works at company with 5,000+ employees**  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion

**Likes: movies**  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion

**Smart-phone user**  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion

**Has had LASIK surgery**  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion

**Likes: restaurants**  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion  
Major life-insurance holder  
Age: 35-45  
Likes: fashion

## YOUR DATA

**FOR SALE**

Everything about you is being tracked—get over it

BY JOEL STEIN

What data-mining companies think they know about Joel Stein



80%

of brands believe they deliver  
great consumer experiences



8%

of consumers agree

**75% of brands**

**could disappear tomorrow and  
consumers would not care**

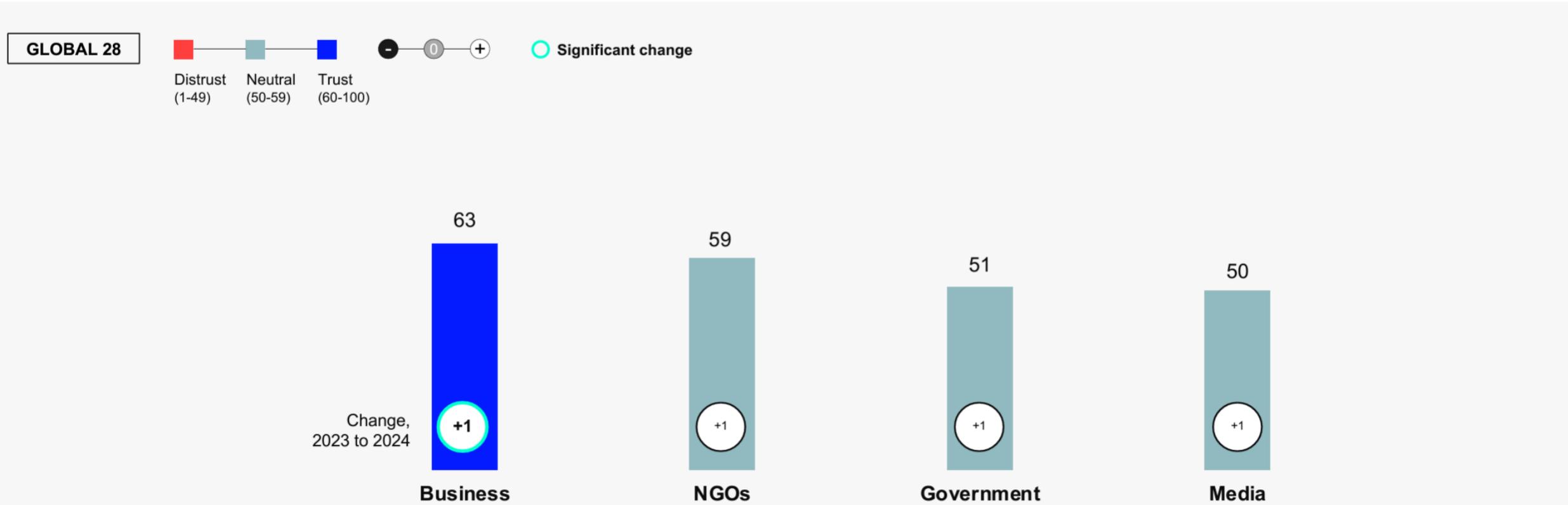


**BETTER MARKETING**

1. Stand for something

# Business Remains Only Trusted Institution

Percent trust



2024 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Due to a translation inconsistency in France, the 2023 Trust Index has been imputed using a model. For more details, please see the Technical Appendix.



2 in 3 people

want brands that *align* with  
their personal values



**80%**

**Say they ‘make an effort’ to buy from companies that support causes important to them**

“It doesn’t matter how many people hate your brand as long as enough people love it.”

Phil Knight





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# Purpose need not be about saving the world or being ‘worthy’



Create a world where anyone  
can belong anywhere



Happiness



Self-esteem, positive  
body image

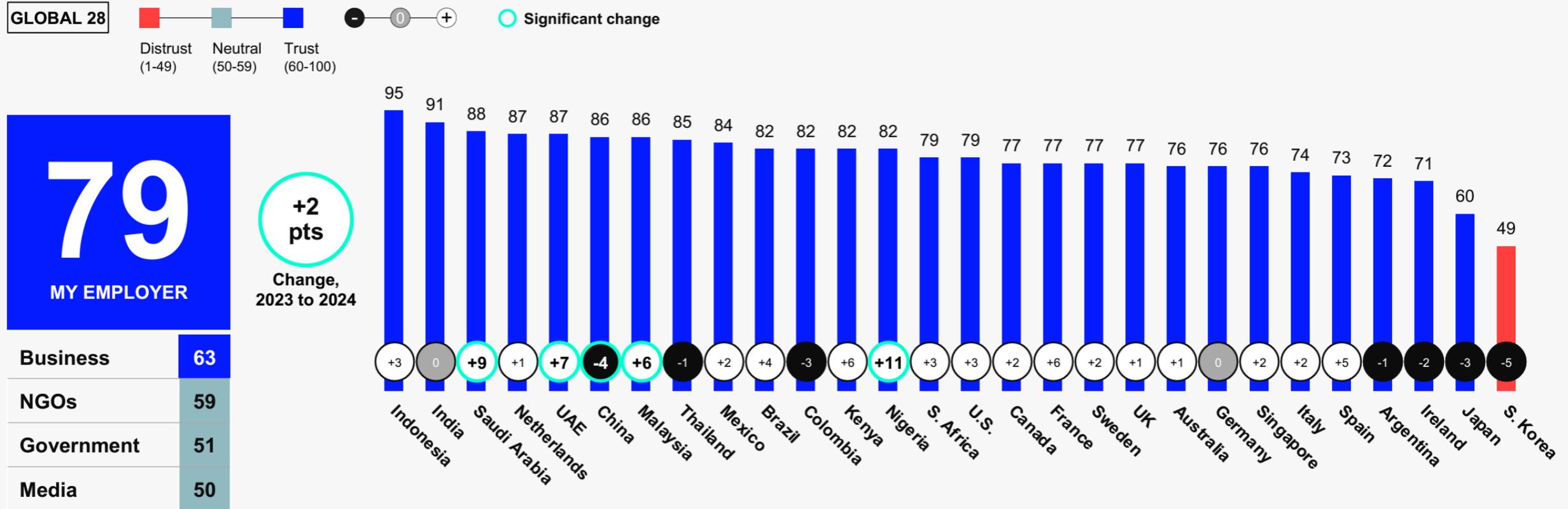


Encourage creativity, imagination,  
and learning through play

## 2. Involve your employees

# My Employer Trusted in 27 of 28 Countries

Percent trust



2024 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. "Your employer" only shown to those who are an employee of an organization (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.





“Company recommendations from employees is a more effective way to build market share and loyalty than the old-fashioned method of throwing money at advertising.”

**David Wheldon,  
WFA President Emeritus**



# 3. Show empathy



**THIS IS NOT A  
REAL PRODUCT.**  
BUT IT IS A REAL  
DISMISSAL WOMEN  
HAVE HEARD WHEN  
SEEKING TREATMENT  
FOR PAIN.

SEE MY PAIN  
**NUROFEN**



# NUROFEN



**Market share  
growth in a  
category in decline**

**£3m funding for  
public gender gap  
training**

**Most engaging  
Reckitt campaign  
ever in UK**

**4. DEI is dead. Long live DEI.**

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# Many are deprioritising DEI

McDonald's Is Latest To  
Abandon Diversity Standards

The movement to diversify Silicon Valley is crumbling amid attacks on DEI

**Ford Joins Harley in Scaling Back DEI Policies Amid Backlash**

■ CEO Farley cites customer beliefs, evolving legal environment

BUSINESS

**Walmart becomes latest — and biggest — company to roll back its DEI policies**

**Harley-Davidson is dropping DEI policies after pressure from diversity critics**

**70%**  
brand purchases

*Made by women*

Source: Mars

40%  
of women

*Do not relate at all to the  
women they see in ads*

Source: Unilever

52%  
of men in the UK

*Do not feel represented in ads*

Source: Jacamo

88%  
of consumers

*Think brands are not doing enough to  
represent people like them*

Source: Kantar

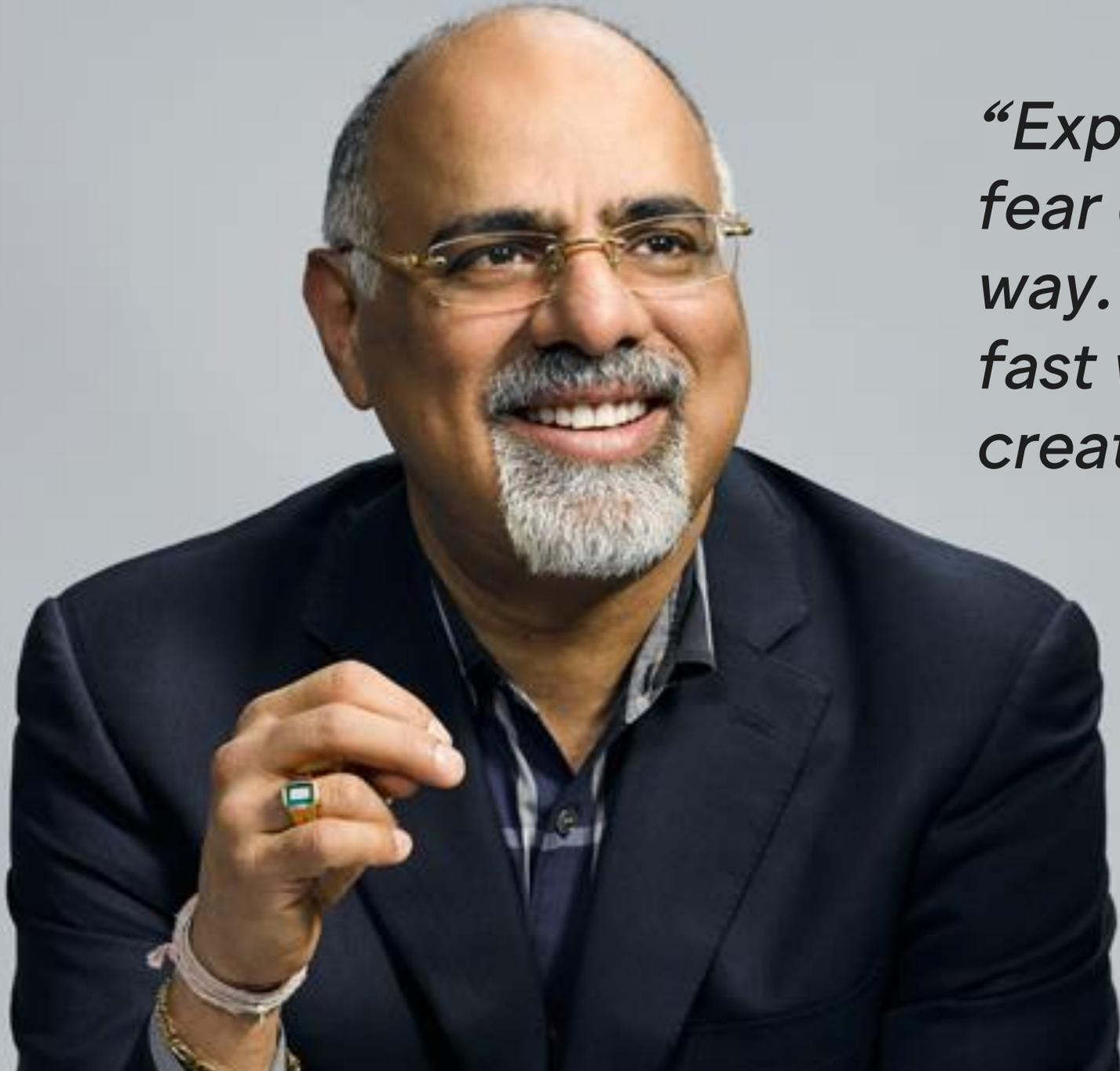
A woman with short blonde hair, wearing a light blue button-down shirt and a matching light blue belt, is speaking on a stage. She is gesturing with her right hand raised. The background is dark with some stage lights, including a prominent red light on the right side. The text is overlaid on the right side of the image.

*“Progressive marketing builds brands. The power of inclusive portrayals goes far beyond the pride of knowing your work is contributing towards social progress”.*

**Cristina Diezhandino**  
CMO, Diageo

**5. Be brave.**

**AI can superpower you.**

A portrait of Raja Rajamannar, a middle-aged man with a grey goatee and glasses, wearing a dark blue suit jacket over a patterned shirt. He is smiling and looking slightly to the right. His right hand is raised near his chin, wearing a ring with a green stone and a white string bracelet. The background is a plain, light grey.

*“Experiment and don’t let fear of failure get in the way. Testing and learning fast will help build the creative muscles.”*

**Raja Rajamannar**  
CMO Mastercard  
& WFA President



THIS IS WHAT

“KETCHUP”

LOOKS LIKE TO A.I.

IT HAS TO BE HEINZ



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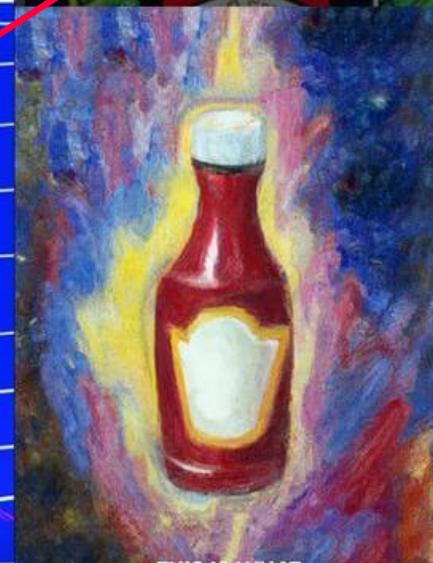


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# BUT a Gen AI backlash is mounting



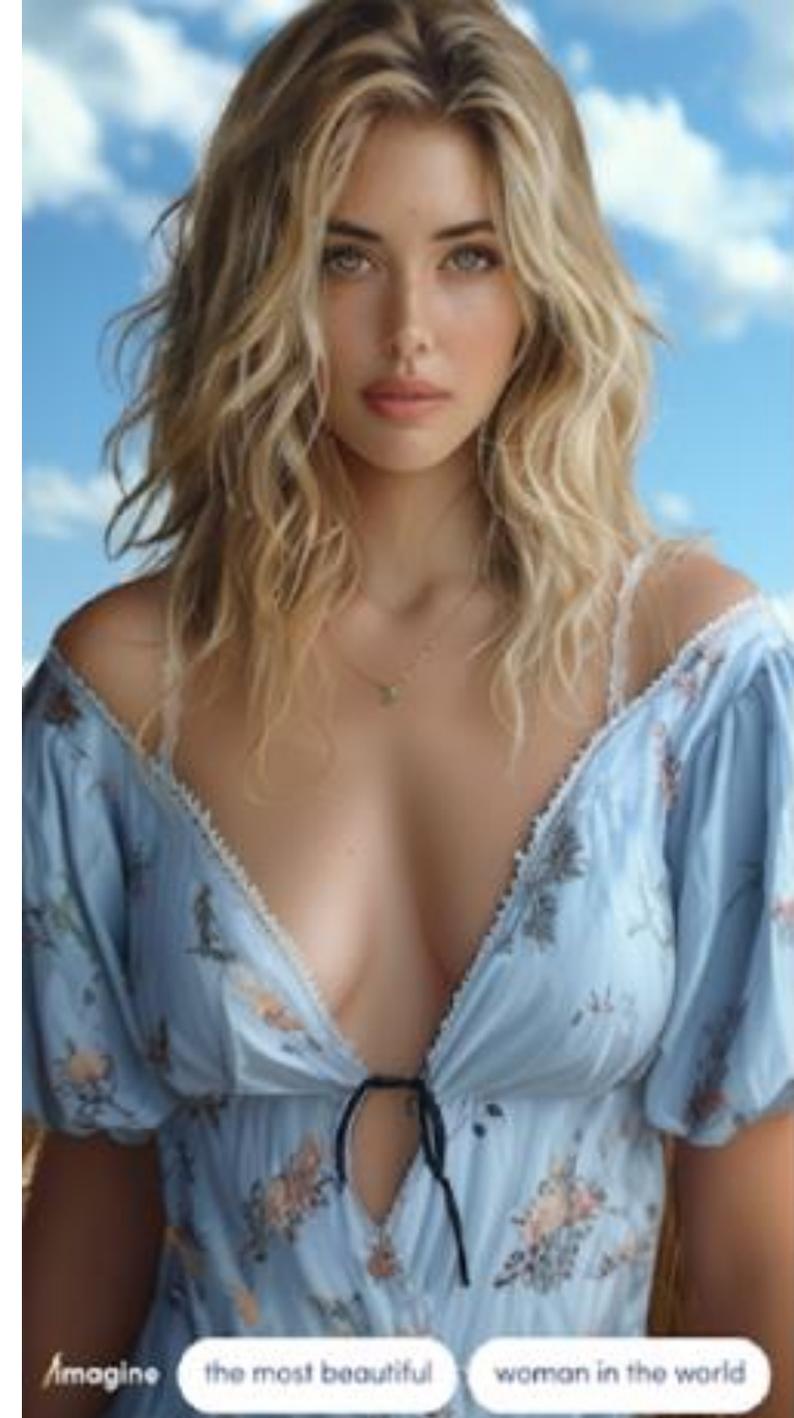
Deepfake resurrection of Brazilian singer for car ad sparks joy and ethical worries



Fashion brand blasted for 'false advertising' after using AI models and 'stealing human jobs'



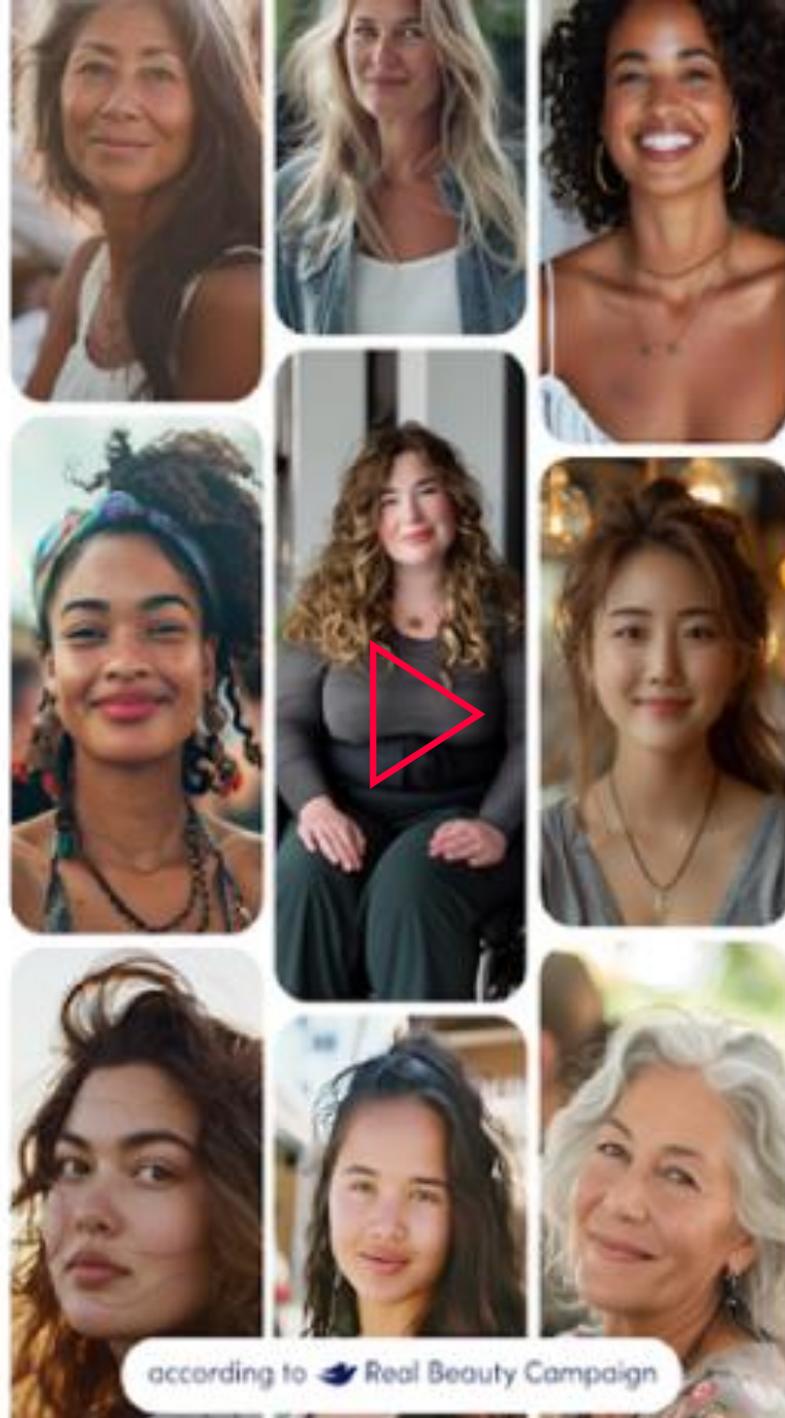
Gen AI ad labelled 'creepy dystopian nightmare'



Imagine

the most beautiful

woman in the world



according to  Real Beauty Campaign

## What kind of beauty do we want AI to learn?

By 2025, 90% of online content is predicted to be generated by Artificial Intelligence. Dove will keep committed to real beauty. Learn more at: [Dove.com](https://Dove.com)

*Dove* 

20 years **changing** beauty

# 5 ways to do Better Marketing

1. Stand for something
2. Involve your employees
3. Show empathy
4. DEI isn't dead
5. Be brave. AI can superpower you



World Federation of Advertisers  
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