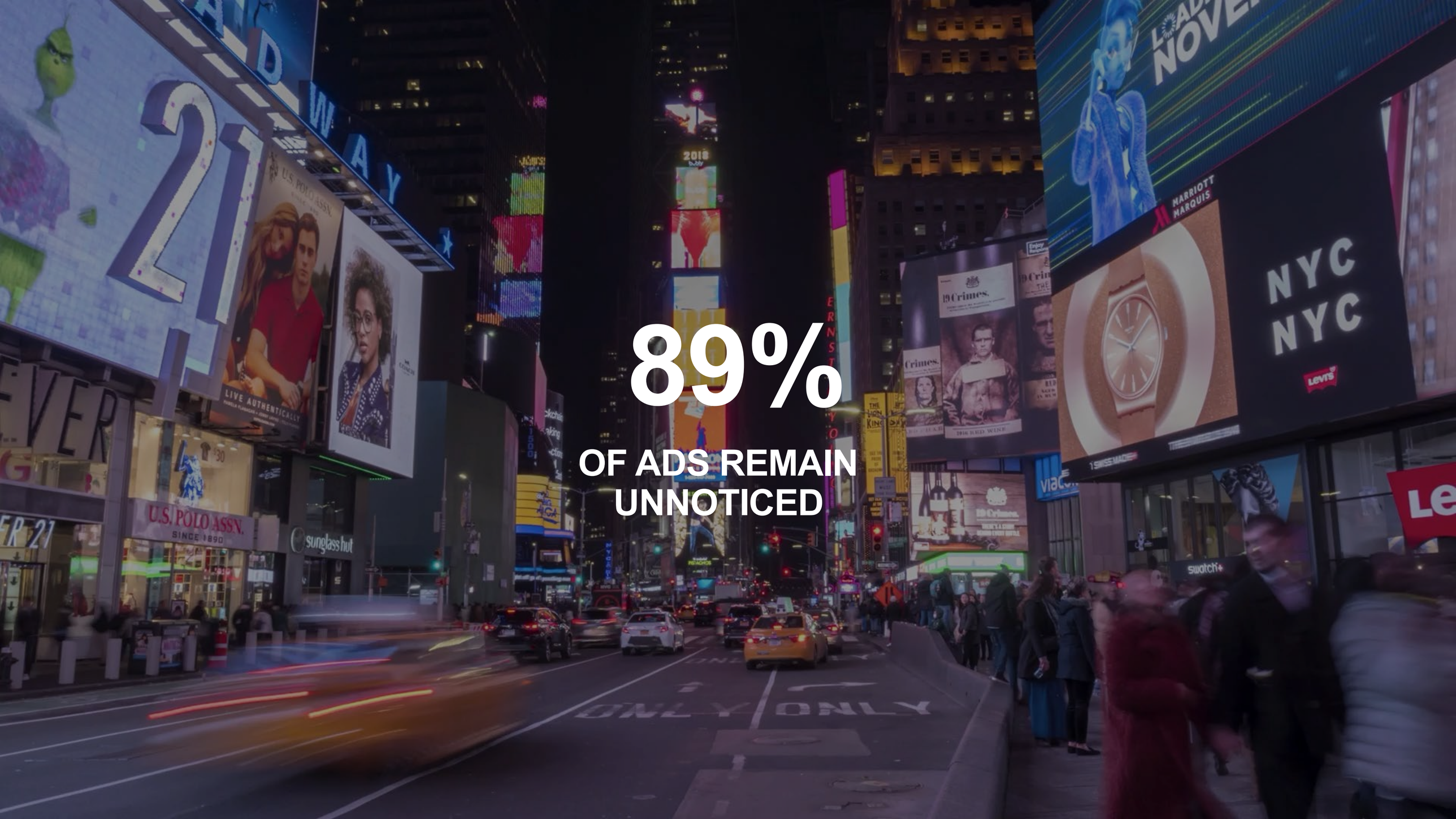
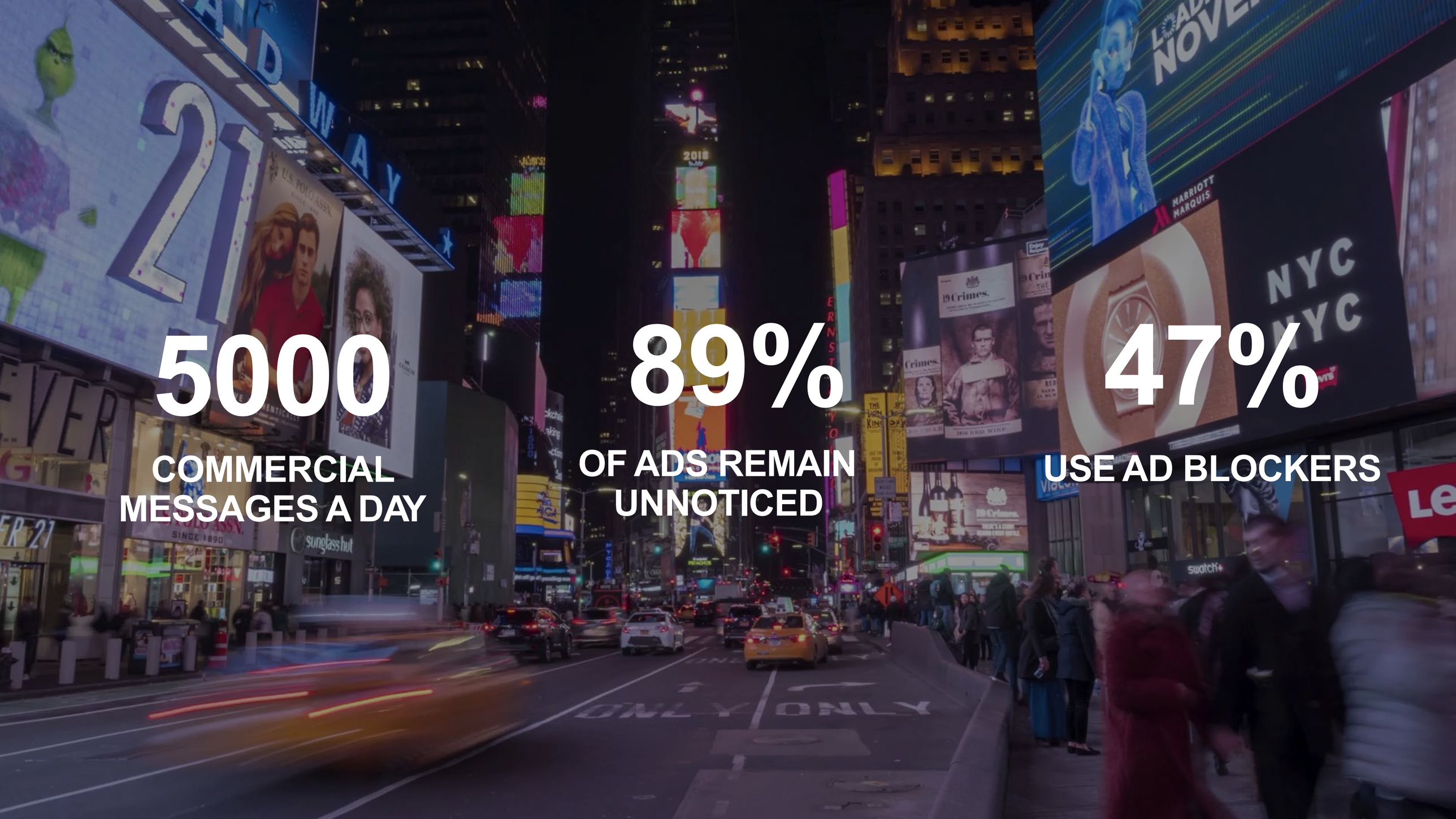
BREAKING BRANDS INTO CULTURE

ANDRIS RUBINS

NORD DDB°
RIGA


89%
OF ADS REMAIN
UNNOTICED


5000
COMMERCIAL MESSAGES A DAY
89%
OF ADS REMAIN UNNOTICED
47%
USE AD BLOCKERS


WE COMPETE FOR ATTENTION WITH
NETFLIX
GAMING
SPORT EVENTS
HOLLYWOOD
CAT VIDEOS
MUSIC INDUSTRY
SILICON VALLEY



OUR APPROACH

BREAKING BRANDS INTO CULTURE AND CONVERSATIONS


THE Late Late SHOW with JAMES CORDEN
CAPITOL
THE Late Late SHOW JAMES CORDEN

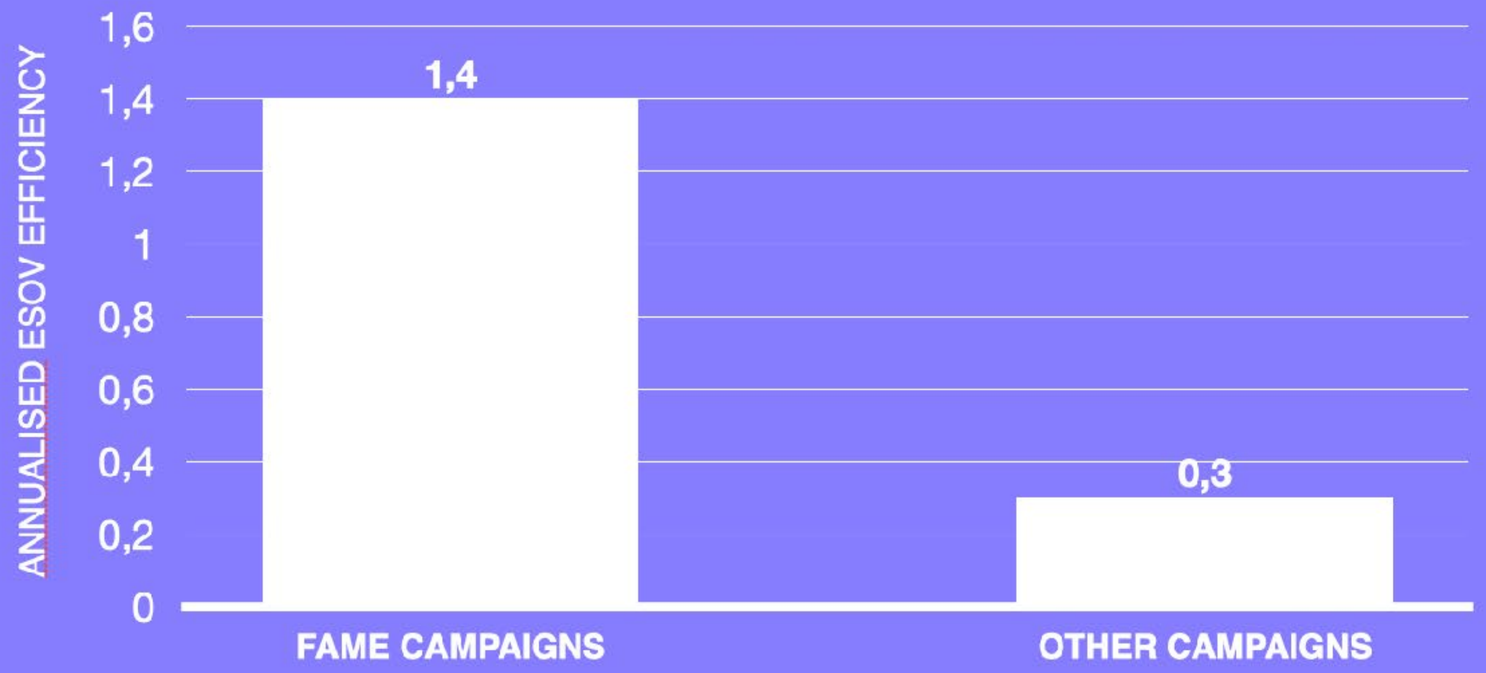
CULTURAL IMPACT

=



NORD DDB°

FAME INCREASES EFFICIENCY 4X

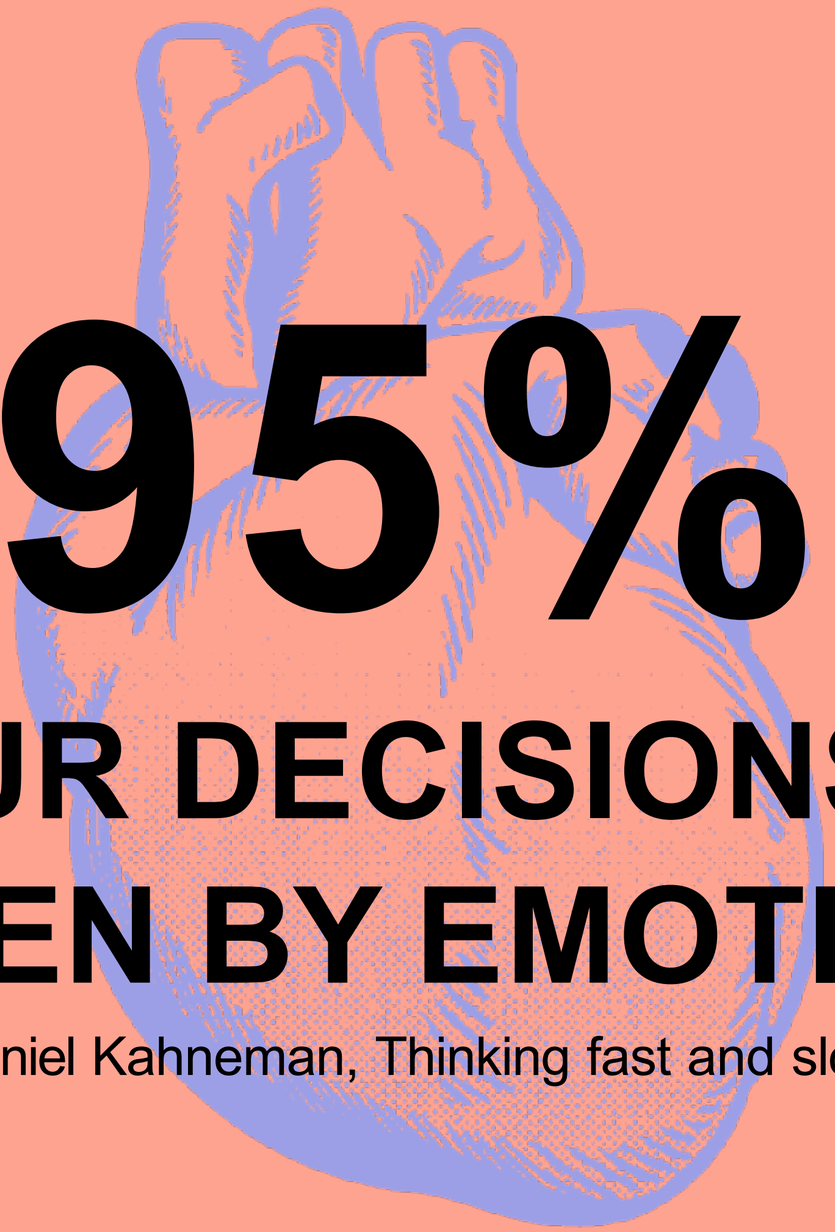


LES BINET AND PETER FIELD, IPA DATAMINE

HOW TO BREAK INTO CULTURE?

1. BE UNEXPECTED


DYNAMITE
CHILLI
LIMITED EDITION
LOVE IT. HATE IT. BE CAREFUL WITH IT.



95%

OF OUR DECISIONS ARE DRIVEN BY EMOTIONS.

(Daniel Kahneman, Thinking fast and slow)


lmt
XK- 31

RESULTS



50’000+

UNIQUE 5G WEB PLATFORM VIEWS

53%

EMOTIONAL RESPONSE (BENCHMARK 36%)

29%

ENGAGEMENT (BENCHMARK 19%)

+14%

LMT BRAND IMAGE ASSOCIATION AS THE LATVIAN DIGITALISATION FACILITATOR

WHY MOST OF ADVERTISING IS SO PREDICTABLE?

“EVERY CLIENT WANTS
SOMETHING NEW.
AND 3 EXAMPLES OF WHERE
IT’S WORKED BEFORE.”

LEE CLOW


The Whopper DAY 33
THE BEAUTY
OF NO ARTIFICIAL
PRESERVATIVES
BURGER KING
JCDecaux

HOW IT STARTED



HOW IT'S GOING



1. BE UNEXPECTED

2. BE RELEVANT


TARTU
TARTU

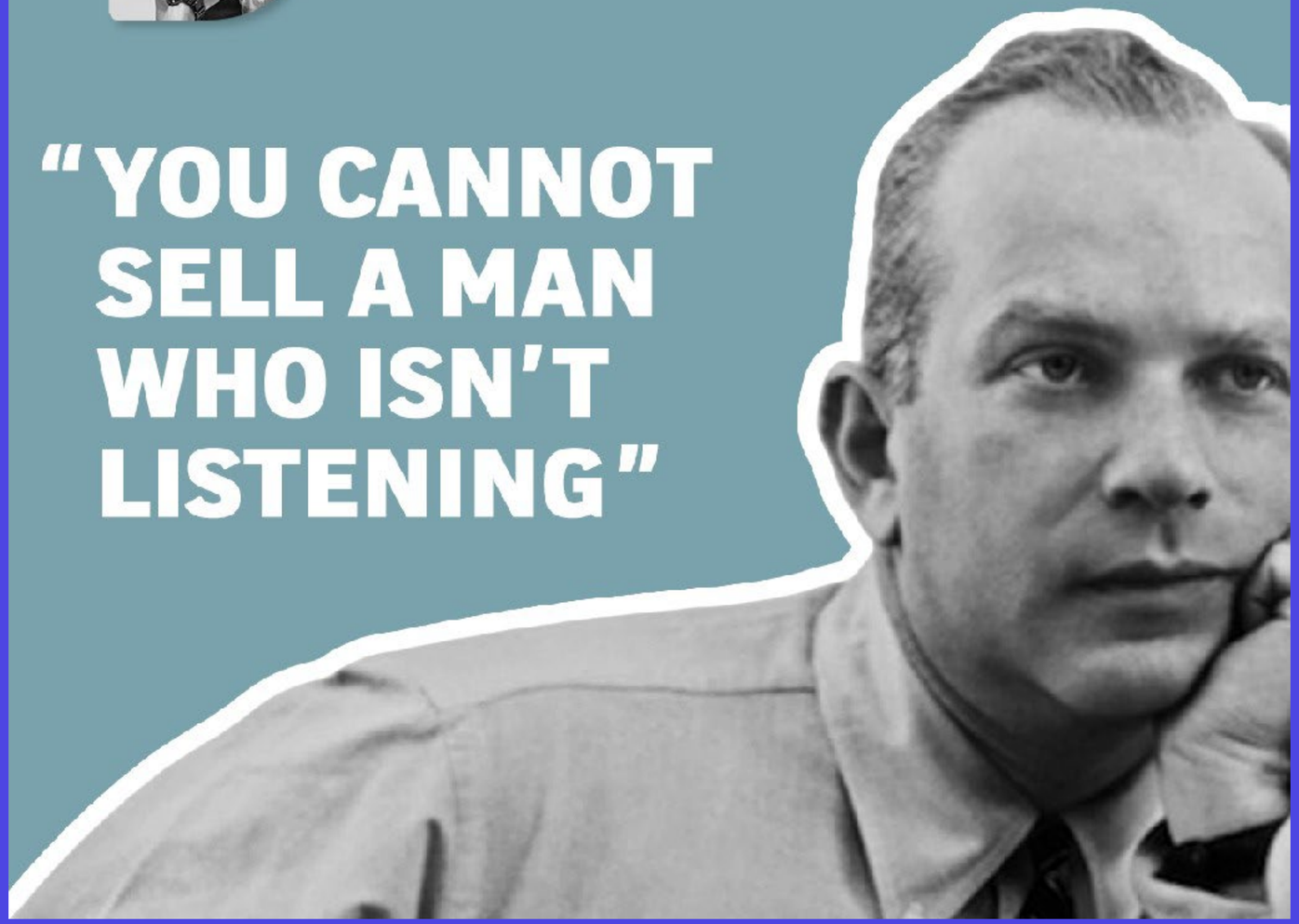




MY FAVOURITE BERNBACH QUOTE

Marco Lam - Executive Creative Director

"YOU CANNOT SELL A MAN WHO ISN'T LISTENING"




WHAT
WE OFFER
WHAT
PEOPLE
WANT
BRAND ROLE


airBaltic
airBaltic

When
everything falls
into place.



omniva

When
everything falls
into place.



omniva

When
everything falls
into place.



omniva

NORD DDB

RESULTS



+3,7%

GROWTH OF BRAND LOVERS IN 2020 VS 2019

+97’000

NEW CUSTOMERS IN APRIL AND MAY 2020

+139%

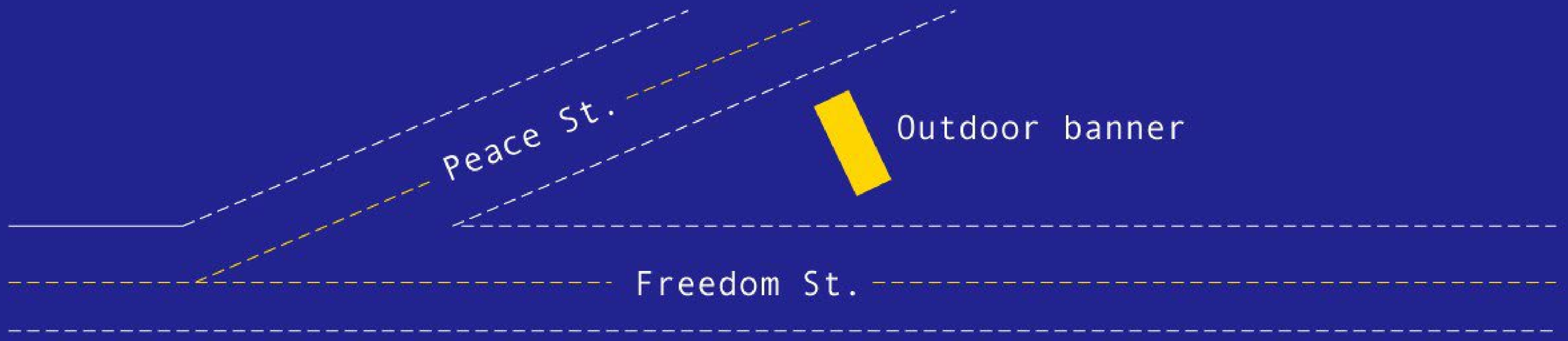
SALES GROWTH IN THE SPRING OF 2020 VS. 2019

Kad pasaule saliekas pa plauktiņiem.

omniva


ziedot.lv/ukrainai
90006086
1 call — 1,42 €
PEACE
YOU ALSO HAVE BUTTONS TO PUSH
RĪGA

A significant place was spotted for one specific outdoor piece of the campaign - intersection of two iconic streets of Riga - **Peace and Freedom street**.



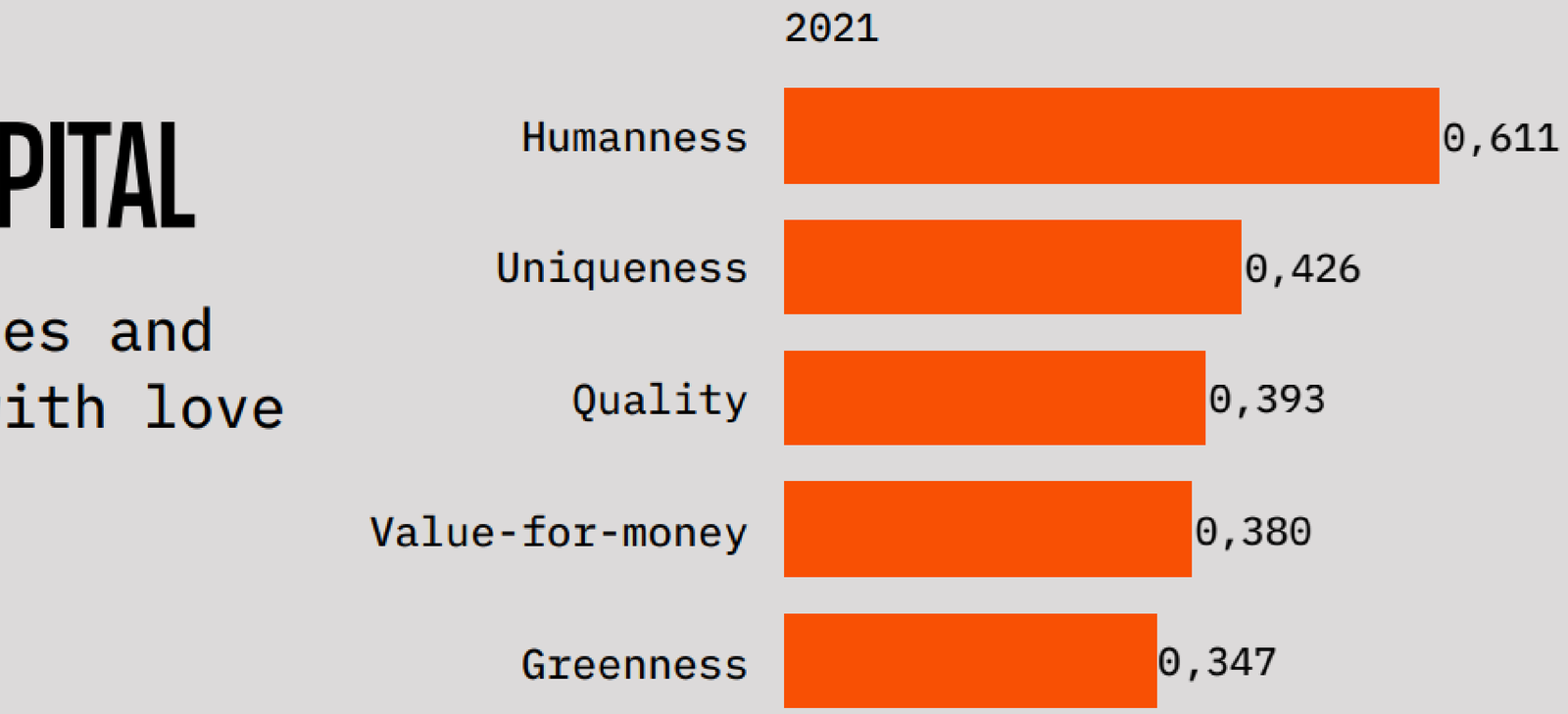
1. BE UNEXPECTED
2. BE RELEVANT
3. **BE HUMAN**




USA
Russia
France
Estonia

BALTIC BRAND CAPITAL

Five brand attributes and their correlation with love

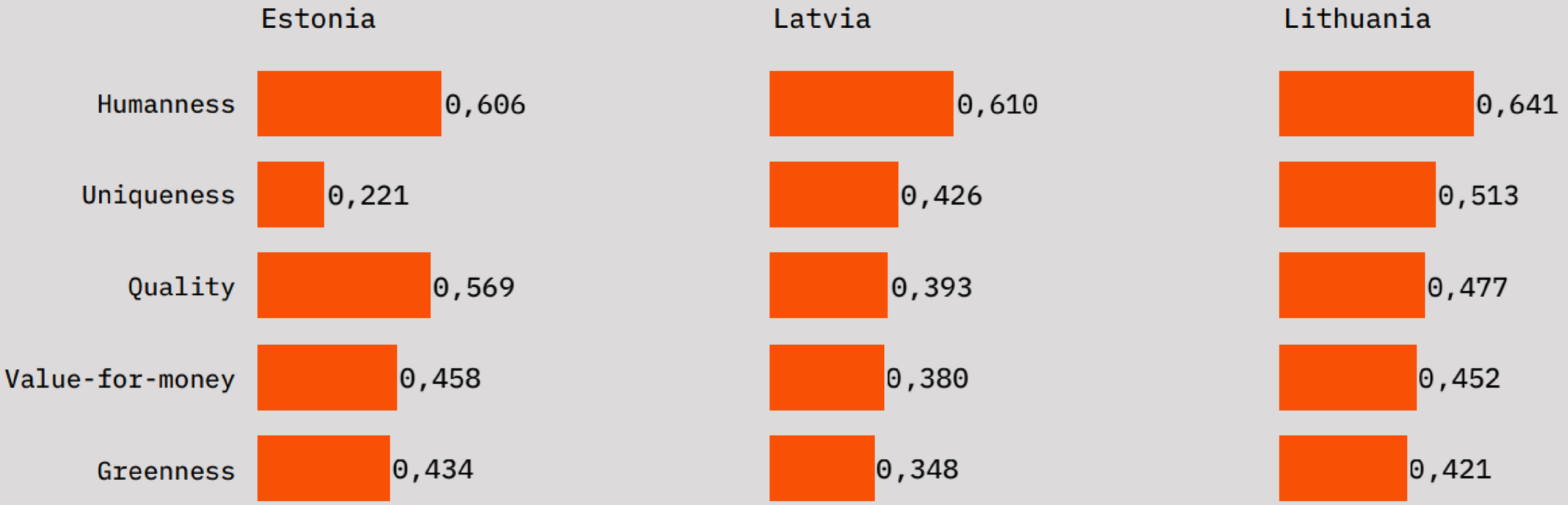


Baltic Brand™

NORD DDB
CONSULTING

BALTIC BRAND CAPITAL

Five brand attributes and correlation with love



Baltic Brand™


McDonald's
McDonald's
10
15
20
25


TÜRASI

RESULTS


500’000+
VIDEO VIEWS
1.5 MILLION
REACHED PEOPLE
BRAND & BUSINESS RESULTS COMING SOON
Mēs naktīs neguļam


UNEXPECTED


RELEVANT


HUMAN

WHAT’S HOLDING BACK?

FEAR OF UNKNOWN
TOO MANY MESSAGES
LACK OF HUMOUR

HOW DO WE DEAL WITH IT?

BE BRAVE
KEEP IT SIMPLE
REACT FAST

two more things

Baltic Brand Forum 2022

21. 09. 22.

Hanzas Perons

Brought to You by Baltic Brand



NO SEARCH NO GLORY

Baltic Brand Forum 2022

21. 09. 22.

Hanzas Perons

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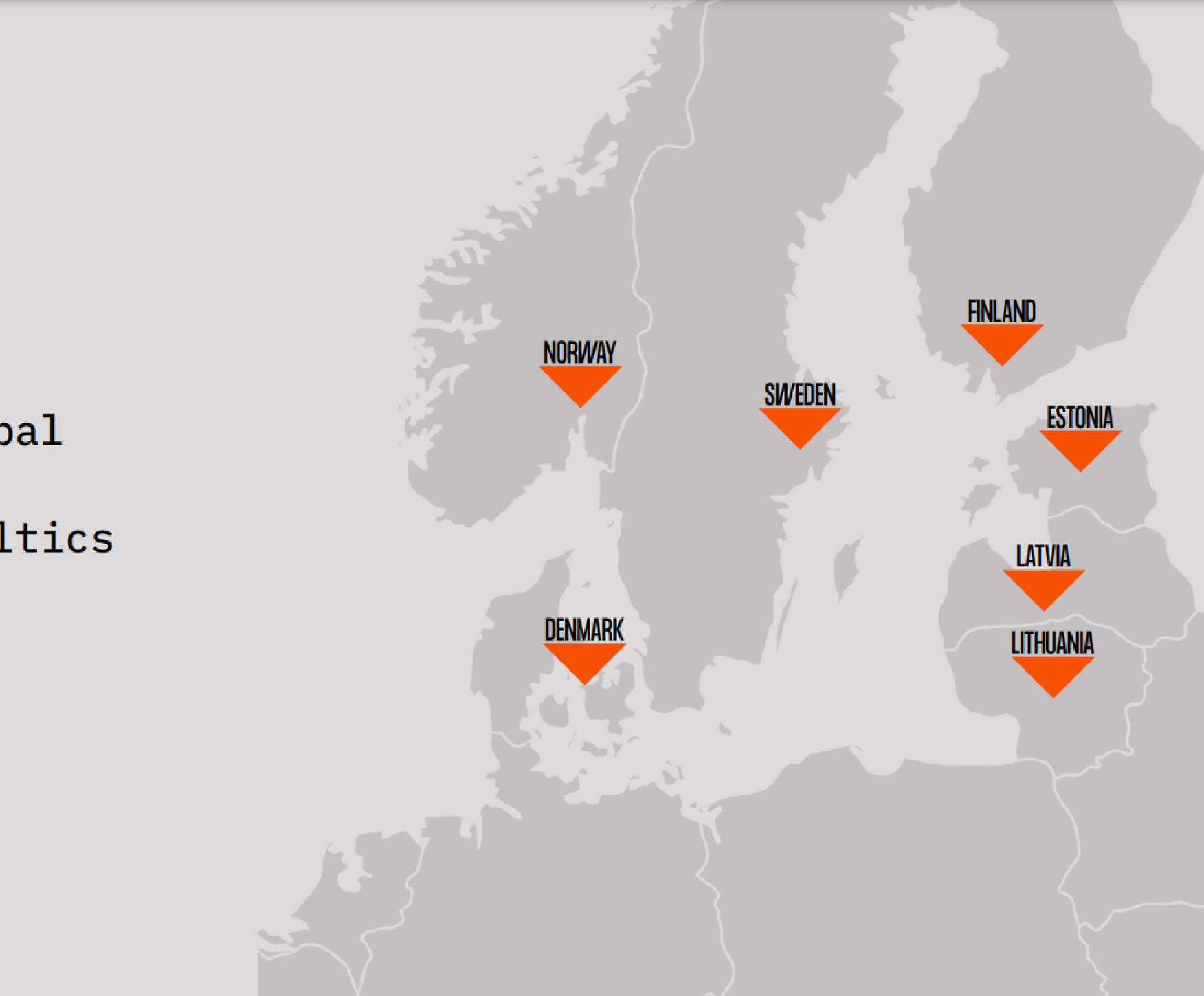
Brought to You by Baltic Brand



NO SEARCH NO GLORY

BRAND CAPITAL

Brand Capital is global brand and lifestyle research covering Baltics and Nordics.



Baltic Brand™

ABOUT BRAND CAPITAL

Brand Capital is the most extensive brand and lifestyle research in the region.

18 Years

280 Questions

544 Brands

DATA AND EXPERIENCE OF 18 YEARS

+ International method
+ Representative sample – more than 1000 respondents in each country
+ Quality guaranteed by RAIT Custom Research Baltic

BROADEST OUTLOOK ON ACTIVITIES AND LIFESTYLE

+ Demographics
+ Consumption of products and services
+ Psychographics: attitudes, values and interests
+ Regular and cyclical activities
+ Media trust and consumption

SURVEY ABOUT 544 BRANDS IN THE BALTICS

+ Brand loyalty segments: Lovers, fans, friends, acquaintances
+ Brand perception: uniqueness, quality, value for money, sustainability and social responsibility
+ 135 brands in the Baltics (323 - Latvia, 266 - Lithuania, 268 - Estonia)

Baltic Brand™



Feel free to contact me:
andris.rubins@lv.ddb.com
+37129203575
nordddb.lv