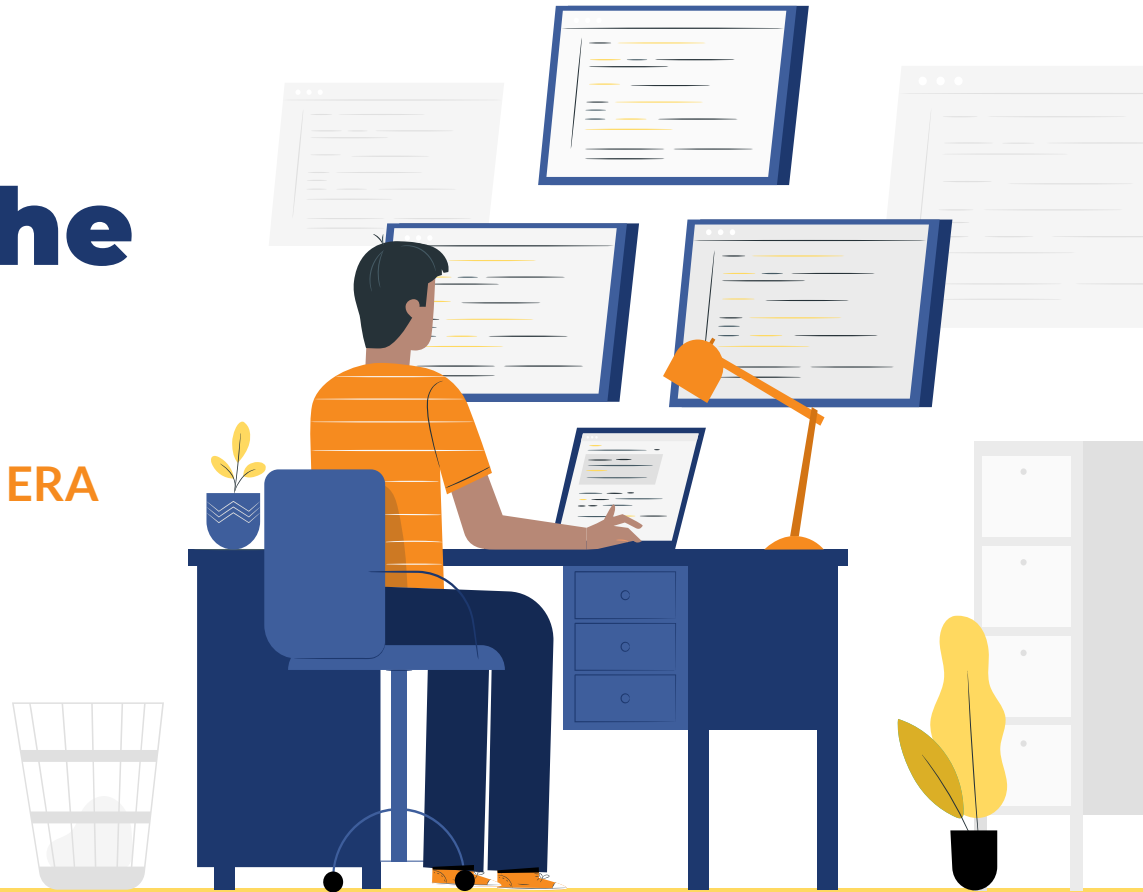


How to Be the Purple Cow

MARKETING IN THE COVID-19 ERA

SEPTEMBER 18, 2020

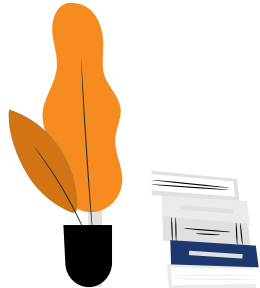


Hello!



HERLEEN KAUR

Class of 2022
Psychology & Computer Science



ELIZABETH LOSCHIAVO

Class of 2022
Visual and Media Studies &
Markets and Management Studies

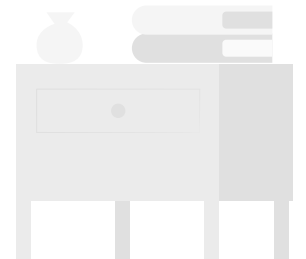




Who We Are

THE NEXT GENERATION OF STORYTELLERS

Founded in 2017 as a way to help fund *The Duke Chronicle*, Pitch Story Lab is a band of student creatives and full-time marketing professionals who help clients transform their vision into a story fit for Gen Z audiences.

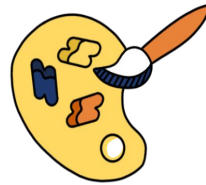


What We Do



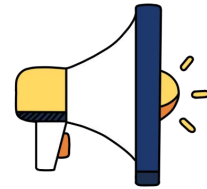
CONTENT STRATEGY

Everything from social media content strategy to insights into Gen Z.



CONTENT CREATION

Video production, photography, graphic and web design, copywriting, and more.



CONTENT DISTRIBUTION

SEO, social media content calendars, and even influencer marketing through our network of student trendsetters.

Table of Contents

01

WHAT IS THE PURPLE COW?

Why is differentiation so important?

02

THE LANDSCAPE

How has the pandemic changed marketing?

A LOOK INTO SOCIAL MEDIA

How can we take inspiration from social media?

03

BECOMING THE PURPLE COW

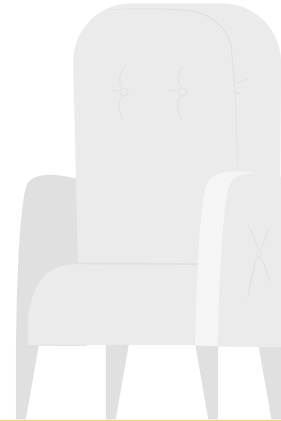
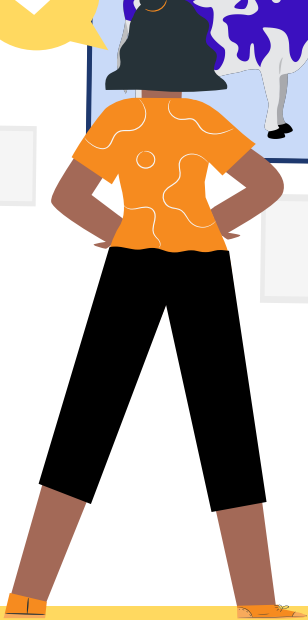
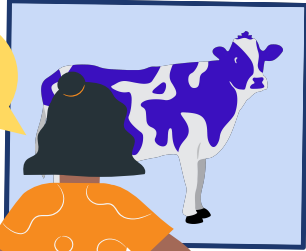
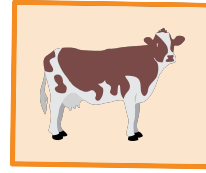
How can we create marketing campaigns that resonate now?

04



**What exactly *is* the
purple cow?**

Of all these frames, which strikes you as remarkable?



The Landscape

PRE-PANDEMIC

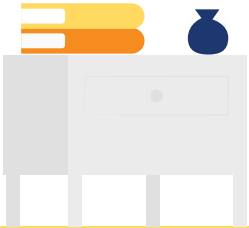
- ❑ Ads made to be sleek and modern (Apple) or highly visual and technically complex (U.S. Army)
- ❑ Emphasis on capturing audience's attention
- ❑ “Sell sell sell” agenda





U.S. ARMY

2016





U.S. ARMY

2020



The Landscape

NOW

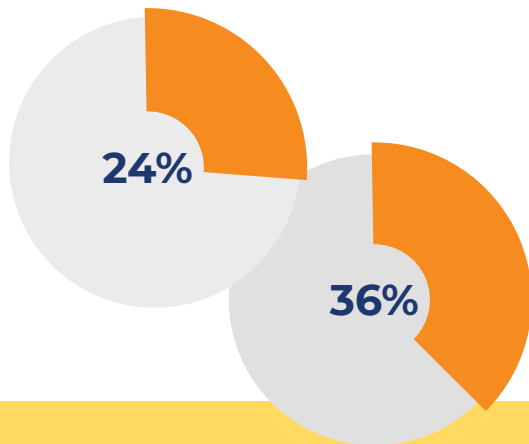
- ❑ Resources and funding have been cut
- ❑ Screen time is through the roof



The Landscape

NOW

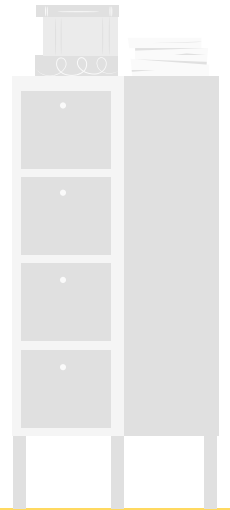
- ❑ Resources and funding have been cut
- ❑ Screen time is through the roof





In a world without funding and face-to-face communication,

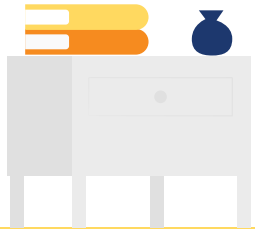
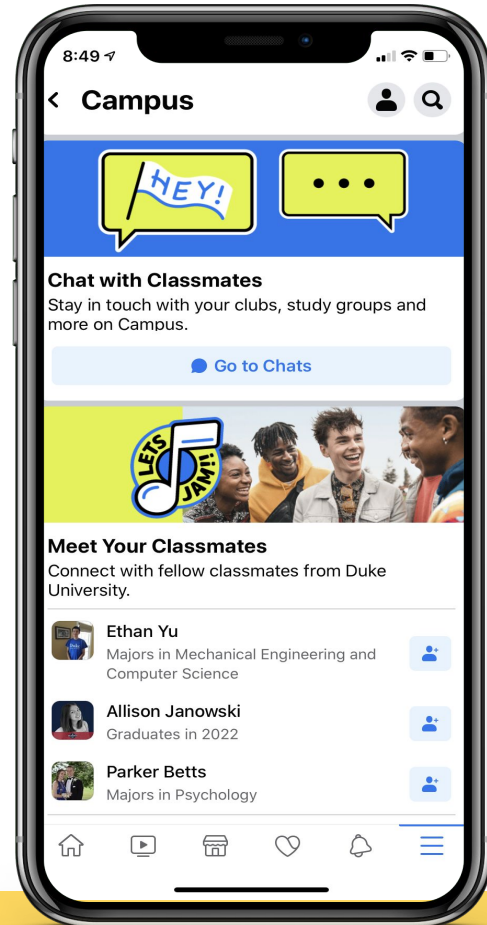
How do we create compelling marketing campaigns?



Just look at social media.

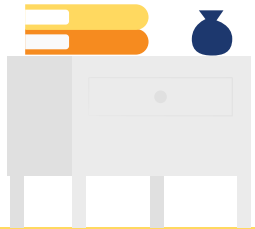


FACEBOOK





TIKTOK



What makes this content so popular?



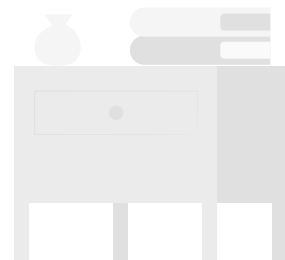
RELATABLE & AUTHENTIC

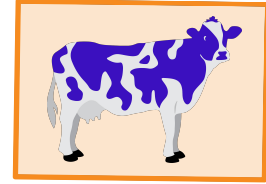
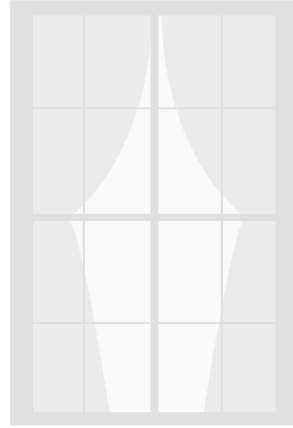
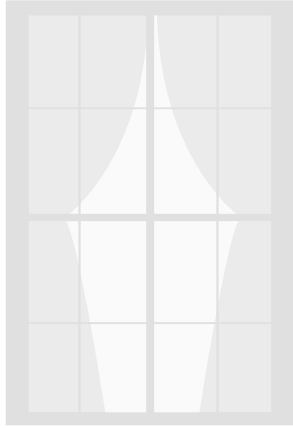
It's comforting to see ourselves and our worries reflected honestly in the content we consume



USES STORYTELLING TO FOSTER COMMUNITY

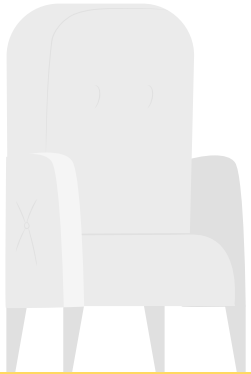
In sharing our common stories, we can connect with each other even though we're physically isolated





Now that we understand what audiences value right now,

**How can we apply this
in practice?**



Becoming the Purple Cow

01

CENTER AUTHENTIC STORYTELLING

Tell stories that you'd be interested in hearing yourself. Make sure they feel real and relatable.

02

DO YOUR RESEARCH

Acknowledge that trends are ever-changing and dive deep into what makes them popular. Don't assume you know best.

03

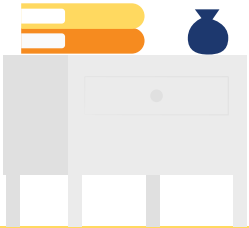
REFLECT YOUR AUDIENCE'S VALUES

Leverage your platform to address your audience values, whether they're racial justice, voting, or climate change. Don't be afraid to go out of scope—people want to know you care too.





STANFORD UNIVERSITY





DUKE FAMILY MEDICINE



The Lab@Pitch

Strengths

- **ADVISORY** board made up by the industry.
- Success **TESTIMONIALS** from well-known brands: allowing them to quantify their successes.
- Use strong research, stat collection, and analytics skills to **EDUCATE** clients on the industry and drive progressive content.
- **SOCIAL IMPACT**: Mission to "push" brands to be mindful of their social impact and their responsibility for the future.

Weaknesses

- Too **CONTINGENT** on their "Gen-Z" characteristic. What happens when Gen-Z-ers get old? Age is such a fickle thing...
- Lacks **IN-HOUSE PRODUCTION**. Most of their work is focused on high-level consultation with clients. The paid, "token" young person sitting at the table is hardly going to have a say over real social change in a brand's content.

Dear Fellow Marketers,


One of the biggest takeaways is the **importance of having professional and tangible results to showcase** from our client's work. Our main strength has always been that we don't just do this "high-level" consulting, but that we can literally turn concepts into reality through videos and photos (aka "show don't tell").



Our creative work is **"powered by Gen Z"** not just simply "calling to Gen Z". As marketers, we need ready-to-go structure, data, and portfolio to back up our performance statements.

9:41



The whole working-from-home thing



Mission

To show people the dynamic value of their products, even under the challenging circumstances wrought by this pandemic.

Products



Strengths

- 📺 Shows, doesn't tell
- 👤 Great character development
- 🔄 Continuity from first ad
- 😊 Relatable
- 👤 Captures the WFH experience
- 🎯 Targets their consumer base
- 🌈 Diversity isn't tokenizing

PRE-COVID

"They are less likely to drop out of high school and more likely to be enrolled in college. Among 18- to 21-year-olds no longer in high school in 2018, 57% were enrolled in a two-year or four-year college. This compares with 52% among Millennials in 2003 and 43% among members of Gen X in 1987."


"I believe that the integration of information technology in education will be further accelerated and that online education will eventually become an integral component of school education" - Wang Tao, Vice President of Tencent Cloud and Vice President of Tencent Education

Traditional school has been forced to go remote; they've made adjustments and investments to go online (improbable that they'll completely revert back after such an investment and because of possible long-term perspectives or fears of in-person learning after the pandemic is over)

POST-COVID

Let's take a look at Strayer University

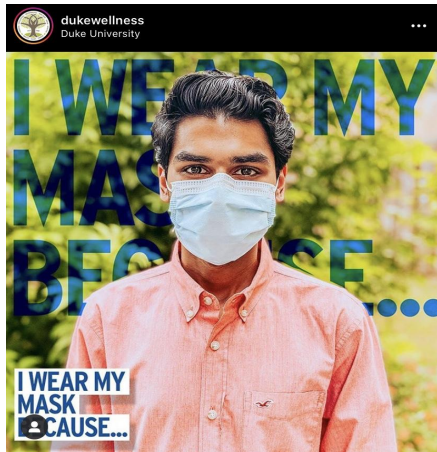
The "MasterClass" of online higher education



Link to <https://youtu.be/2o4IX46Eku>

"There is not another university that's doing what Strayer is doing. We are taking documentary film and the power of story and making it exciting for students. These classes are groundbreaking. I see the difference every day in my students."

Reflect Your Audience



Takeaways

- ❑ Be more than just remarkable
- ❑ Pay attention to the landscape
- ❑ Care about your audience and they'll care about you

- ❑ Always tell a story

Thanks!

CONTACT

Elizabeth Loschiavo

elizabeth.loschiavo@duke.edu

Herleen Kaur

herleen.kaur@duke.edu

Business Inquiries

pitchstorylab.com

