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- VP of Marketing, MasterCard, South Cone
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# State of Marketing: Brazil



## **What is the key to creating effective marketing communications in Brazil?**

Brazil is the 5th largest country in the world in geographic area and population. A huge country with enormous dimensions, great discrepancies of culture, habits, attitudes and also languages. Each region has to be treated almost as a different country.

So the best and most effective way to succeed in any marketing program in Brazil is to understand each of these differences, understand this diversity, understand consumer (and the specific target) needs deeply in each part of the country and only after this, define the adequate strategy.

Sometimes the product or service needs to be different from one region to another. Sometimes it is only the way we communicate our messages, as consumers speak or listen differently. Media has evolved at different speeds in the different regions. São Paulo, Rio de Janeiro, South of Brazil are fully connected with all the social media and new mobile and web devices, while in the Northeast or central areas of Brazil more traditional communication forms like radio or popular music in the street may better reach consumers.

It's all about deeply understanding the environment and the consumers.

## **What strategies are working? Which are failing ?**

The successful cases I'm seeing are those who allow consumers to participate in the campaigns. Consumers love entertainment. They love good campaigns that catch their attention or make them laugh, but mostly, they want to be able to participate, to give their opinion and be listened to, be respected.

MasterCard had great success with their 2008 campaign in Brazil when they moved the strategy from telling consumers what was priceless to asking them what's priceless in their lives and transforming consumer content into advertising. More than 65,000 stories were posted on MasterCard's website with videos and pictures and more than 100 became ads, some on TV, and some on radio, internet and a lot of them in printed materials. The overall brand opinion surpassed the market leader in the country, confirming the success of this strategy.

Other strategies that work very successfully are those who create a long term value for the consumer and build a relationship platform, offering tangible benefits that allow consumers to be loyal to the brand in the long term. Again, to create these platforms, consumer understanding and segmentation is the first step.

The strategies that are failing are those that are not building a connection with the consumer, neither a true value or reason why to build the preference, and are only focusing on promotions and price wars. This kind of strategy brings results in a short term but is killing a lot of brands in the long term.

### **What trends do you see? What do you feel will be next year's trends?**

In a context where personalization and customization is increasingly important, content is king. The key to connect to consumers will be the relevance of your content. The best channels to distribute/access that content will become relevant only if the content already is.

Consumers will be more and more connected, and even more producers of content. They will have even more decision power to decide what they want and what they don't want to see.

On the media side, we will see more and more convergence, but old media will not die. They will become more efficient; find different ways to survive in this new connected world.

Brands creativity will need to be even better to get their attention, to attract the target and make them love us. We will need to create different executions to different vehicles, moments and targets in order to catch the attention and give the adequate message in the right moment, in the right tone to be listened by them.

It's a great moment to be part of a marketing team in Brazil. There are huge opportunities in a country that is growing fast and where consumers have a very positive mindset and is always adopting the new news.

### **What technology has impacted the way brands in Brazil effectively engage with their targets?**

The technology is forcing us marketers to diversify our media mix. Every month we find out that we need to include a different channel as something new happens. The younger generations are connected with at least 6 devices at the same time and they can absorb content from all of them. So we cannot only communicate through the traditional media anymore. We need to think about all these new channels plus the traditional ones which they still use. So our lives are much more difficult, the budget necessary to support all this is bigger, and the ROI is a question mark as there is no methodology yet to calculate audience, efficiency, etc.



*Beatriz Galloni*

- Beatriz Galloni started her activities at MasterCard Brazil in July 2005.
- As the marketing head for Brazil & South Cone, is responsible for the marketing strategies and activities in Brazil and other 6 countries (Argentina, Chile, Peru, Uruguay, Paraguay & Bolivia).
- Major areas of responsibilities are the MasterCard brand strategy, strategic planning, overall institutional brand and products communication, media plans, sponsorships, research studies, promotions, digital programs as well as the B2B programs with our issuers and merchants.
- With more than 26 years of Marketing and Sales experiences in multinational companies such as Dannon, Quaker Oats (currently Pepsico), Bestfoods, Unilever and TetraPak managed both consumer goods as well as services.
- Graduated in business management (PUC-SP), specialization in Marketing (ESPM).
- Beatriz is married, has 2 kids, love to travel and cook and apart of her marketing career, helps her husband in managing his restaurant, which gives her a different point of view of the market.