

Category: Best idea to acquire or retain advertising customers

## 1. EXECUTIVE SUMMARY

Following the impacts of the changes in the communication industry, with the mass media disbelief, the significant increase in channels and formats and the need to be assertive regarding the advertising budget, the RBS Group created a unique service concept in the Rio Grande do Sul communication market: the project “Tá, e Daí?” (*So What?*).

Innovative, creative and based on customer participation in building solutions to business challenges through communication. “Tá, e Daí?” proved to be a successful tool in several aspects. Efficient to attract new customers and retain current ones with more frequent and long-term financial investments, and also to generate delightment, closer and more trusting relationships with advertisers. After existing for only two years, the project has already generated over 7.3 million reais in revenue for the RBS Group, in addition to having an 86% NPS index.

## 2. CONTEXT

RBS Group, in its 63 years of history, has always been present, bringing information and entertainment to millions of readers, viewers and daily listeners. Forming the most relevant communication company in Rio Grande do Sul, its extensive mass media portfolio is at the top of the audience rankings, being widely recognized by the State audience.

During this period, it has followed the transformations that the information, communication and entertainment industries went through, which changed the way people communicate, inform themselves, relate and mainly consume it. The audience, with more access to information and a multitude of format possibilities, channels and media has become highly fragmented. This dispersion has forced advertisers to be more careful and analytical when investing in communication. Therefore, nowadays, the great challenge is to optimize the budget and direct it to the correct locations.

Given this scenario, investment in traditional media has been reduced. New media, such as Youtube, Google and Facebook, for example, started to receive a large part of the advertising pie. In addition, advertisers started to have second thoughts about the traditional media payback. The relationship was shaken and distant.

Although the new offers attracted decision makers, the mass media continued to have an obtuse value. How is it to show an innovative way and compete with these new vehicles? How could a traditional media company, over 60 years old, remain attractive and relevant to the market? The time had come to reinvent itself.

This is how “Tá, e Daí?” was born, an innovative way of working that brings the customer and their brand to the center of decisions. A format that embodies a new strategy to delight, acquire and retain customers, which helps them in a precise building of a communication strategy formed by an efficient synergy between platforms and rescues the real worth of mass media.

### 3. PROJECT AND SOLUTIONS

“Tá, e Daí?” is an advisory service that RBS Group provides to its clients without any financial investment by them. Its purpose is to provoke innovation, create connections and boost business through communication and building close and trusting relationships with advertisers. Unlike any other delivery ever made, its main differential is the active participation of the client in the process of building the most appropriate and assertive solution for the challenge identified, accompanied by RBS professionals.

With its own methodology, inspired by Sprint and Design Thinking, “Tá, e Daí?” happens in four main steps. After identifying a customer with a clear business challenge, the team obtains a complete briefing and assembles a research plan focused on the challenge. With the collected data, deep analyzes are made and content and dynamics are built for the TD Day, the third Tá, e Daí? step. It consists on the meeting of the RBS team with the client's team in 10 hours immersion and co-creation, where two multidisciplinary work groups are formed to create an environment of great interaction, experience exchanges and generation of ideas to solve the challenge. At the end of the day, strategic directions are presented to be aligned in tactical actions in the following days. The closing of “Tá, e Daí?” happens with the consolidation of ideas in a great communication plan designed to achieve the challenge and the desired objectives, also counting on a team to measure the results, another great project delivery.

“Tá, e Daí?” has become, over the course of two years, an object of desire as it is a means of delighting, bringing new customers in, increasing the investment of current customers and diversifying the means and vehicles used in campaigns by

customers. Considering the lean Marketing structures of most clients, with little recourse to hire research, doubts about how to structure communication plans and the effectiveness of investments distrust, “Tá, e Daí?” is the complete solution that reduces risks and brings the security that customers need to invest in communication.

#### 4. RESULTS

The results generated with “Tá, e Daí?” are indisputable. With the 13 clients that have already participated in the project over its 2 years of existence, RBS Group has built a closer relationship, with more trust and partnership. Financially speaking, there were already over 7.3 million reais in revenue, an expressive figure by the local market standards. Much of this figure comes from customers who had never invested in the RBS Group, that is, customer acquisition and investment growth from those who had already advertised. For presenting robust long-term projects that operate on all fronts of consumer contact, “Tá, e Daí?” also triumphed in diversifying and expanding the means used by advertisers. Clients that used to invest only in radio, began to advertise on the RBS Group's TV, newspaper and digital media. A success also in terms of delightment, the average satisfaction survey index reached 4.78 points in 2019, with 5 being the maximum rating, and its NPS of 86%, an index reaching excellence.

Internally, the project is considered innovative and the delivery of the consultative selling concept in the most tangible and clear form. There is the desire, from other areas of the RBS Group employees , to be invited to participate in a meeting customers day. Besides, “Tá, e Daí?” is considered a way to spread knowledge of the Design Thinking culture and an example of how to deliver solutions to the market.