

Katie Quinton
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Who am I?



Jess Year 7



Holly Year 9

My path to marketing

A-Levels

French
Russian
English

University



UNIVERSITY OF
CAMBRIDGE

Unilever

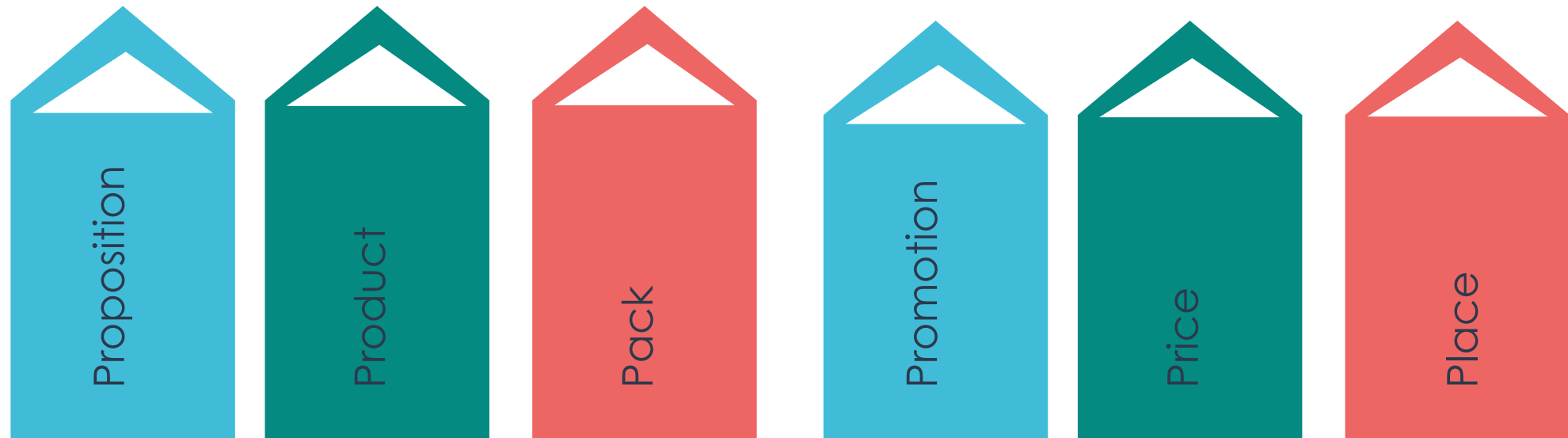


Brands I've worked on

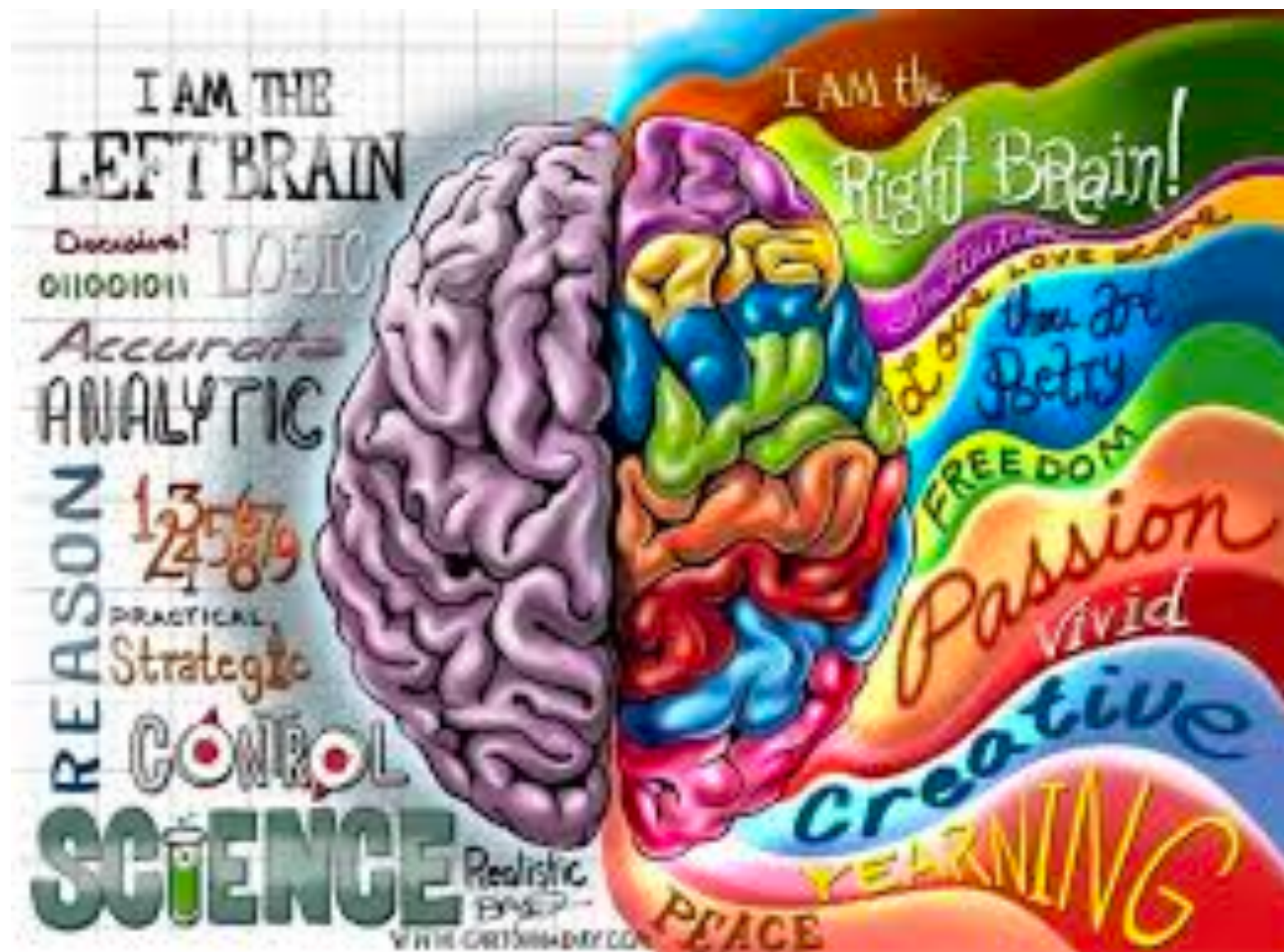


What is marketing?

Influencing people to make decisions, to choose to buy your product or brand over another



It's art and science together



It's not about creating ads! But, it is about judging them

A. Attention

Will it capture the attention of the target audience?

Does it have impact?

Will it cut through the 'noise'?

B. Branding

Is it clear which brand it is for?

Is it 'intrinsically' branded?

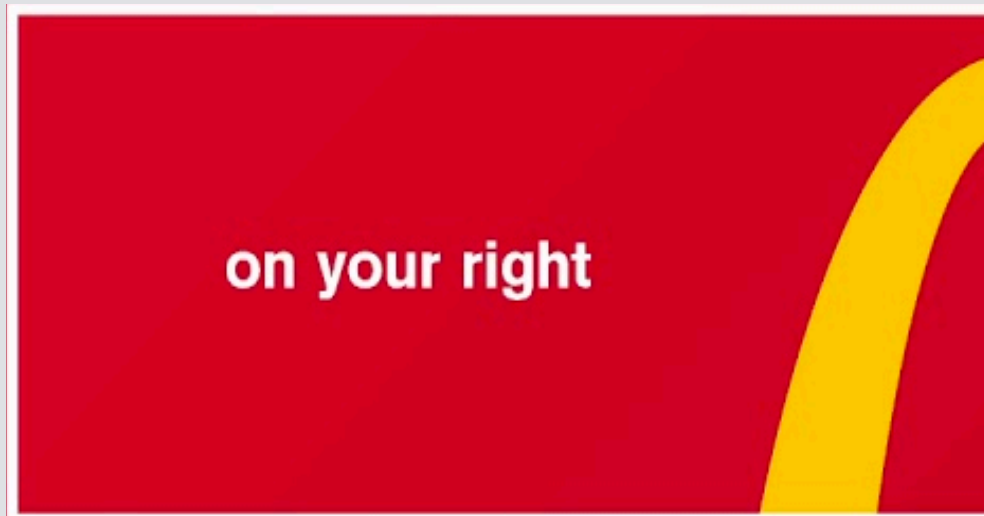
Does it line up with your brand's values & personality?

C. Communication

Does it communicate its lead message clearly?

Is it single-minded?

What do you think of these ads against A,B,C

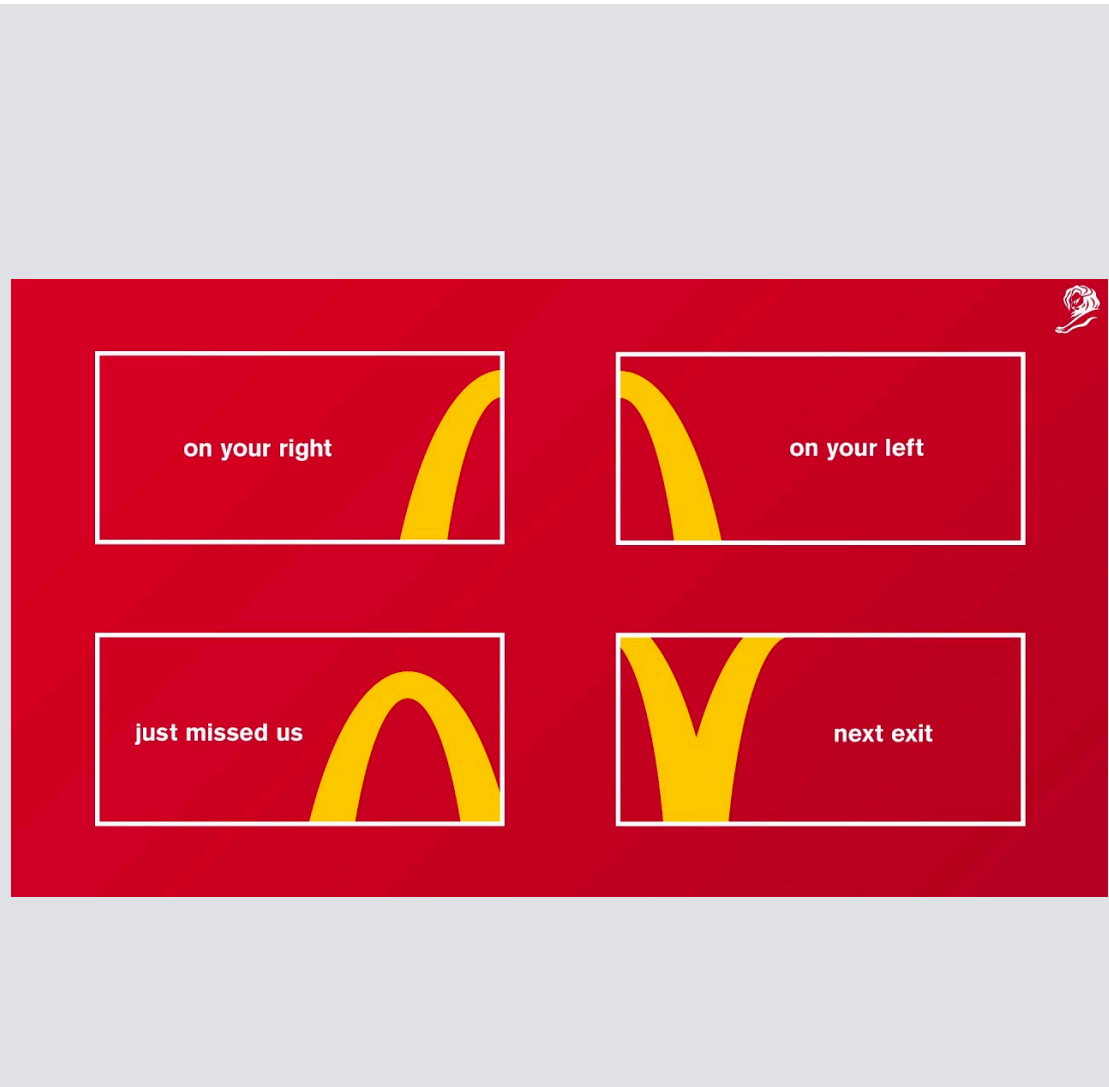


Outdoor poster



Press ad

What do you think of these ads against A,B,C



Being a good marketer starts with knowing your target audience

Who they are – the basics?

Where do they hang out?

What they like to do?

What opinions do they have?

What do they care about?

Who / what influences them?

What else do they buy?

What type of person are they?

How would they describe themselves?

What type of pet owner are these brands targeted at?



Marketers are 'jack-of-all-trades' ...



And I love it!

It's challenging

It's varied

It's about people

Any questions?

