

VAYNERMEDIA

Audit & Consulting Residency Training

OUR AGENDA

- Consulting 101
- Role of Strategy
- Overview of Audits
- A.C.E Audit
- SOC Audit
- Q&A

FIRST THINGS FIRST:

CONSULTING 101

Who we are, what we do our purpose,
and how we execute

WHO WE ARE



Kaylen McNamara
SVP, New Business
and Consulting



Meredith Montana
Vice President,
Consulting



Hayley Grant
Vice President,
Strategy



Mimia Johnson
Group Creative Director



Peter Chun
SVP, Partnerships
and Platforms



Christina Blankenship
Media Director



Abby Christman
Associate Creative
Director



Courtney Helcher
Associate Creative
Director



Linda Hillebrand
Director, Project
Management



Janie Matthews
Associate Strategy
Director



Brittany Diamond
Creative Platform
Strategist



Justin Stone
Project Manager



Ellie Rosen
Senior Account
Executive



Briana Plantyn
Creator



Seph McAndrew
Creator

WE'RE BUILT DIFFERENTLY



ESTABLISHED + INDEPENDENT

Our sole focus is on providing value to clients vs. juggling the pressures of hitting quarterly profit margins and being publicly traded.



BUILT TO GROW BRANDS

Long-term CEO vision to own brands and deploy VaynerX as the marketing machine to fuel their growth means we're invested in building the systems that deliver results.



COMPLETE TRANSPARENCY

This structure allows us to be fully transparent around the strategies we genuinely believe will drive your business' growth (vs. drive our agency revenues).

THAT'S COOL, BUT **WHAT DO YOU DO?**

STEAL OUR BRAINS

Vayner Consulting offers a deep-dive into the current state of consumer attention, immersing clients in emerging areas of culture to gain an in-depth understanding of what it takes to drive relevance in today's landscape.

After our work, clients walk away with a volume of actionable ideas that can be put into market and a robust, strategic roadmap for how to build sustainable relevance for the brand across a broad spectrum of consumers.

CONSULTING COHORTS

WHO WE TEACH:

VAYNER EMPLOYEES

BRAND TEAMS
IMPLEMENTING PRODUCTS

NEW EMPLOYEES
LEARNING THE ROPES

TEAM LEADS LOOKING
TO BUILD THE BUSINESS

UNCOOL WHIZKIDS WHO
NEED STREET SMARTS

RECIPIENTS OF CONSULTING
CONVERSATIONS

WHO WE SCALE:

GARY

GARY'S GOT AN IDEA
FOR A PRODUCT

GARY WANTS EMBODY THE IDEAL
EXAMPLE OF OUR WORK

GARY WANTS US
LIVE THE VM VALUES

GARY WANTS US TO SHARE
WHAT WE HAVE LEARNED

GARY WANTS US TO STOP
TAKING SH*T FROM CLIENTS

WHO WE WIN:

CLIENTS

CLIENTS WHO
WANT TO BE COURTED

CLIENTS WHO WANT TO
BE COOLER, QUICKER

INDUSTRY DINOSAURS
ABOUT TO EAT DUST

BUSINESSES WHO WANT
BUSINESS WITH BUSINESSES

ALLIES ON THE INSIDE
LOOKING FOR AN OPPORTUNITY

WHO WE BEAT:

INDUSTRY

CONSULTING BIG DOGS
SETTING THE PACE

YOUNG HUSTLERS
COMING FOR OUR LUNCH

WANNABE AGENCIES CHARGING
MORE AND MOVING SLOWER

WHERE POST CREATIVE STRATEGY COMES IN

WE LEAN HEAVILY ON A PCS

Consulting relies on the PCS to be our go-to brain on what is happening in culture on both a micro and macro level.

For all consulting clients, the PCS serves as our pulse check on what is happening in the client's specific category, using social listening and other research tools to inform us on what consumers are saying, where their needs are and more.

For consulting clients doing in-market tests, the PCS is responsible for in-depth qualitative analysis on our posts, and works in tandem with media and creative to make suggestions on how to optimize our assets.

Whether it's a Gen Z panel, a brand audit or another consulting project — the PCS is involved in every step and serves as an invaluable resource and member of the team.

OUR CONSULTING PRODUCTS AT A GLANCE



GEN Z ROADMAP

A strategic roadmap for winning relevance with Gen Z to drive brand growth



CULTURAL ACCELERATOR

A crash course in building disproportionate relevance across a broad spectrum of consumers



GAMING & ESPORTS

A strategic guide for engaging the gaming community to drive cultural relevance and incremental growth



INFLUENCER ROADMAP

Navigate and activate today's influencer marketplace to win consumer attention and drive relevance



MODERN MARKETING TRANSFORMATION

A consulting offering that helps you build your own internal modern marketing machine



MODERN B2B CREATIVE & MEDIA BLUEPRINT

A content and media bootcamp for B2B brands and employees looking to unlock relevance and drive leads



A.C.E. BRAND STRATEGY

A modern approach to building a brand through the lens of **Attention, Culture & Empathy**



BRAND MERCHANDISING

A modern playbook for brand merchandising that drives cultural relevance and elevates your brand

NEW PRODUCTS WE'RE BUILDING AND TESTING

DIGITAL CT SCAN

Deep dive audit of your brands' digital presence with a 90-day look back / look forward to unlock growth

INNOVATION RESCUE

A “no-holds-barred” audit & ideation to fuel innovation and drive exponential growth

MODERN TV 3.0

From upfront to no front: optimizing your TV/video strategy for today's ever changing landscape



HOW WE APPROACH DRIVING RELEVANCE FOR BRANDS



CONSUMER AND
BUSINESS CHALLENGE



CONSUMERS
TO COHORTS



AUDIT OF COHORT
ATTENTION



DECODING
CULTURE



VOLUME OF
CREATIVE IDEAS



DEPLOY
RELEVANCE

ROLE OF STRATEGY:

OUR PRODUCTS

WHERE STRATEGY COMES IN

1

Building the Products

The Strategy team assists with building the products consulting offers to our clients, making recommendations based on what is happening in culture and an understanding of macro trends shaping consumer behavior that may be relevant to brands.

2

Developing Research & Telling the Story

When it comes to delivering on the consulting offering for our clients, the strategy team is responsible for both the research and the data storytelling that informs the work we're doing together.

3

Teaching & Motivating

Consulting serves as a teacher and motivator both clients and the agency as a whole. When it's time to ground clients in our work or teach the agency about a new way of working discovered during our consulting work, strategy takes the lead.

ROLE OF STRATEGY



GEN Z ROADMAP

A strategic roadmap for winning relevance with Gen Z to drive brand growth



Strat's Role:
Deep dive into Gen Z purchase behaviors and signals; develop the story within the roadmap



CULTURAL ACCELERATOR

A crash course in building disproportionate relevance across a broad spectrum of consumers



Strat's Role:
Identify which constellations are right for the brand to focus on, pulling relevant signals and leading the accelerator



GAMING & ESPORTS

A strategic guide for engaging the gaming community to drive cultural relevance and incremental growth



Strat's Role:
Deep dive into the gaming space through a tailored research plan and develop strategic recommendations for the brand to enter the space



INFLUENCER ROADMAP

Navigate and activate today's influencer marketplace to win consumer attention and drive relevance



Strat's Role:
Identify both micro and macro influencers aligned with the brand's TOV and business goals; deliver influencer strategy

ROLE OF STRATEGY



MODERN MARKETING TRANSFORMATION

A consulting offering that helps you build your own internal modern marketing machine



Strat's Role:
Conducting a brand and competitive audit, identifying whitespace in the market, creating a way in for the brand and establishing guardrails



MODERN B2B CREATIVE & MEDIA BLUEPRINT

A content and media bootcamp for B2B brands and employees looking to unlock relevance and drive leads



Strat's Role:
Identify unique ways in for brands to drive relevance and collaborate with media and creative teams to develop an execution plan



A.C.E. BRAND STRATEGY

A modern approach to building a brand through the lens of **Attention, Culture & Empathy**



Strat's Role:
Conduct and deliver an A.C.E. audit and provide strategic brand recommendations



BRAND MERCHANDISING

A modern playbook for brand merchandising that drives cultural relevance and elevates your brand



Strat's Role:
Serves as the connective tissue between understanding consumer attention and what brands are doing successfully with merch.

GREAT, NOW LET'S TALK ABOUT

OUR AUDITS

During audits, we do a deep dive of what a specific brand is doing on social and subsequently what the consumer is saying about the brand, competitors and category at large.

Our focus of an audit is to translate what is happening in culture for a brand and why it's relevant for their category.

PURPOSE OF AN AUDIT

The purpose of an audit is to...

- Provide an analysis of:
 - ◆ Consumer attention in the category
 - ◆ The brand's owned channels
 - ◆ Competitor's social channels
- &
- Identify:
 - ◆ Cultural trends shaping the category
 - ◆ Whitespace in the category
 - ◆ Strategic recommendations to enter the identified whitespace

1

Get Smart

When deciding what insights to include and go deeper on in an audit, look through the lens of business goals and audience growth opportunities.

2

Move Quickly

We all know that trends come and go in a flash, and the same applies to a brand's social performance. When conducting an audit, focus on what's happening with the brand in the moment.

3

Focus on What Matters

During the audit, you should work to understand what competitors and other brands in the space are doing that is *and isn't resonating with audiences — not just observations, but going deeper on the 'why' behind it.*

TYPES OF AUDITS

A.C.E.

When we do an A.C.E Audit:

- When a brand doesn't know where they stand in the market
- When brands want a deeper understanding of audiences
- When brands need to identify relevance drivers

PAC

When we do an PAC Audit:

- When brands are struggling with channel hygiene
- When brands are struggling to be platform native
- When brands have a majority focus on organic content
- ETC!

GOING DEEPER

A.C.E AUDIT

What is typically missing from a traditional marketing audit is the speed, interconnectivity, and nuance that shapes today's marketing landscape. Instead of treating consumers as a separate entity, we examine company, culture, and category through their eyes, using what we believe to be the new criteria for building a modern brand:

Attention, Culture, and Empathy.

The modern marketing landscape needs a modern audit

Introducing the A.C.E audit

What is typically missing from a traditional marketing audit is the speed, interconnectivity, and nuance that shapes today's marketing landscape. Instead of treating consumers as a separate entity, we examine company, culture, and category through their eyes, using what we believe to be the new criteria for building a modern brand: Attention, Culture, and Empathy.

Attention

Evolution of the category audit to reflect the world of modern digital. First we let consumer attention define the category, which is often a much broader landscape than the way companies define it. We examine where and how people spend their time and what content, platforms and brands have captured attention, so we can predict where your brand needs to go next.

Culture

Evolution of the cultural landscape to unlock its application to our business challenges. We don't just want understand cultural trends, but our consumers' relationship to them and the authentic role our brand can play.

Empathy

Evolution of the company audit through the lens of real consumer needs. We don't just want to understand the brand's story and strengths, we want to unlock authentic ways the company can meet consumers where they are for unexpected and breakthrough connections.

A.C.E AUDIT METHODOLOGY



Primary Research

Deep dive into 1P data and research provided by the client.



Stakeholder Interviews

Interviews with leaders at Empathy to understand the brand's DNA



Desk Research

Exploring competitive dynamics, category realities and a deep look into the hearts, minds and lives of our customers

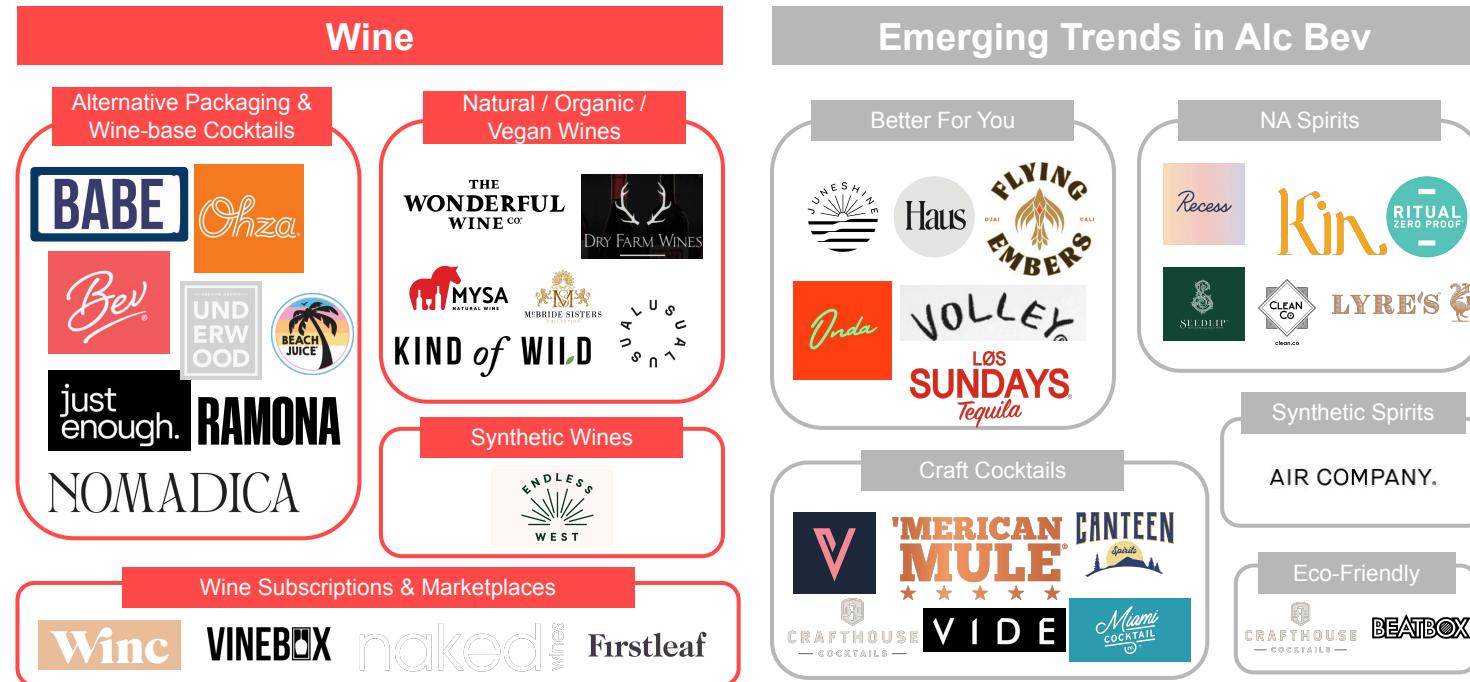
Reflect the world of modern digital

Examine where and how people spend their time and what content, platforms and brands have captured consumer attention

This helps us:

- Understand where competitors stand
- Provide in-depth analysis of fragmented attention in the category
- Identify whitespace for the brand to own

EXAMPLE: ATTENTION IN THE WINE AND BEV SPACE



BUT ATTENTION IS EVEN MORE FRAGMENTED THAN OUR BRANDS REALIZE

Entertainment



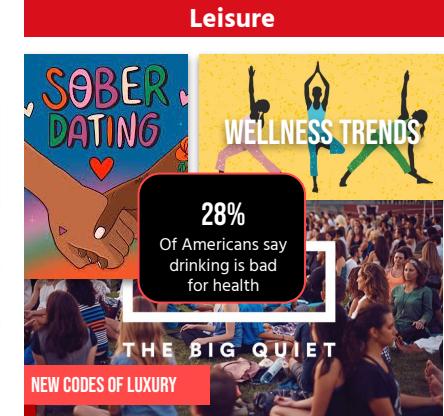
Wine



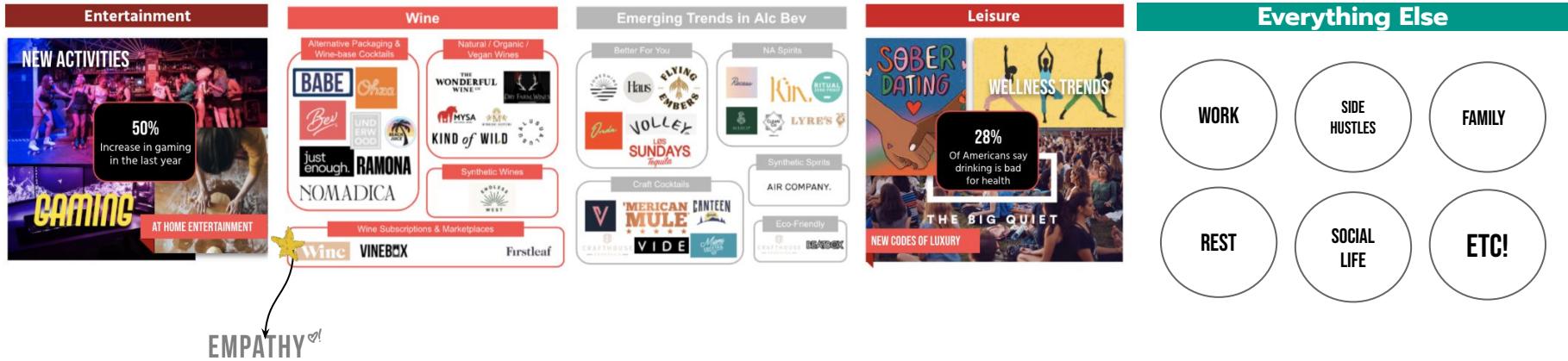
Emerging Trends in Alc Bev



Leisure



... MAKING THEIR PRODUCT A SLIVER OF ATTENTION IN DAILY LIFE



Right message for the right moment

Constellations allow us to make decisions for the brand that meet the moment and the momentum toward the future.

We use them to:

- Ground our brand positioning in the now
- Inform creative territories
- Unlock emergent cohorts that drive business

EX: HOW MACRO TRENDS CAME TO LIFE FOR EMPATHY

With consumers experimenting with new traditions and ingredients, pinpointing the appeal and mood Empathy can uniquely bring to *whatever* their party is will ground them in a sea of new choices.



REMIXED MOODS

Seismic shifts in our daily lives have prompted an evolution in celebration and tradition— we are now mixing and matching ingredients to curate our mood and update outdated modes of socialization.

While people gravitate towards content they can relate to, it doesn't mean they want low-brow, they just want more realistic and authentic inspiration.



INFLUENCE ≠ AFFLUENCE

As people continue to bring more of their full selves to life, they're looking to relate to influencers in addition to aspiring to be them, pushing them to shy away from traditional displays of extreme wealth.

When everything is up for reevaluation, Empathy's honesty about the process and our promise to people could inspire us to choose them.



CONSCIOUS CURATION

As we get increased exposure to the impact we have on our planet and each other, we're looking for more ways to live in line with our values— hoping micro choices we make will contribute to a macro positive impact on the world.

Understanding why the brand exists from the consumer POV

Stakeholder interviews coupled with social listening allow us to align with the internal team on where the brand is headed that will build community with consumers

How this helps the brand:

- Identify how consumers see the brand now
- Identify untapped opportunities
- Identify those key ingredients for transformation

EXAMPLE: HOW THE WORLD SEES YOUR BRAND

How you see you



HIGHEST QUALITY FOR \$20



INNOVATIVE



WE STAND FOR EMPATHY



How the world sees you



A GREAT ROSÉ



GARY'S BRAND



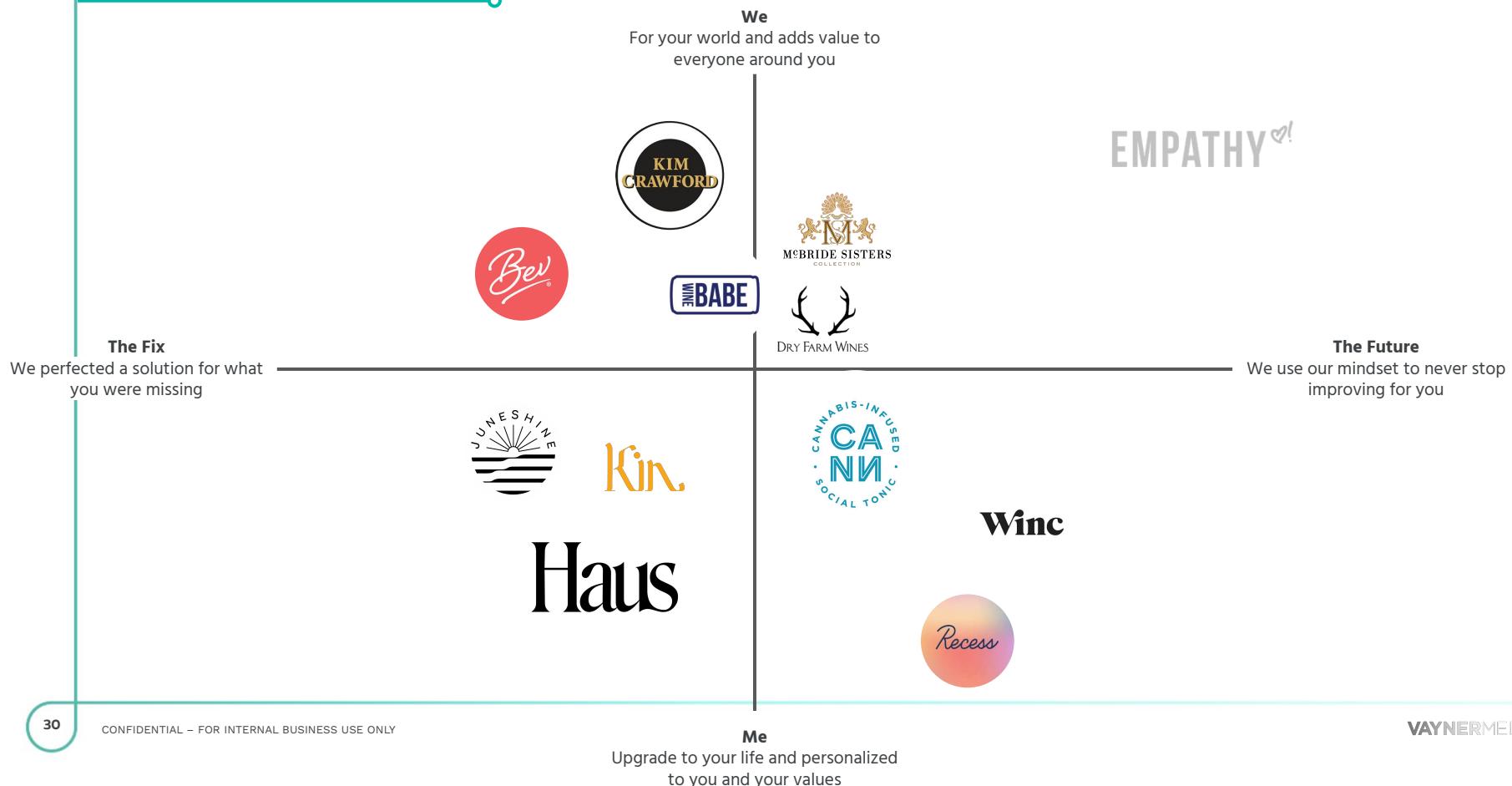
VESSEL TO GET TO GARY

Those that know the Rose acknowledge how badass it is, with the others in the portfolio less prominent

The innovation story gets tangled with Gary's perspective, with an opportunity make it more central to the offering.

Empathy stands for Gary's values, we have an opportunity to bring that virtue to life beyond him.

A.C.E. AUDIT EXAMPLE: IDENTIFYING WHITESPACE



GOING DEEPER

SOC AUDIT

An in depth audit of the brand's and competitors' organic social presence to identify optimizations, opportunities, and lessons to transform their social channel in order to find strategic opportunities that create a structure for ongoing relevance.

SOC is the cornerstone of modern brand building



**SOCIAL IS THE
NEW STOREFRONT**

Brand channels need to be 'alive' to engage existing communities, convey brand to potential consumers and make brands discoverable on search.



**PLATFORMS ARE
GATEKEEPERS OF
ATTENTION**

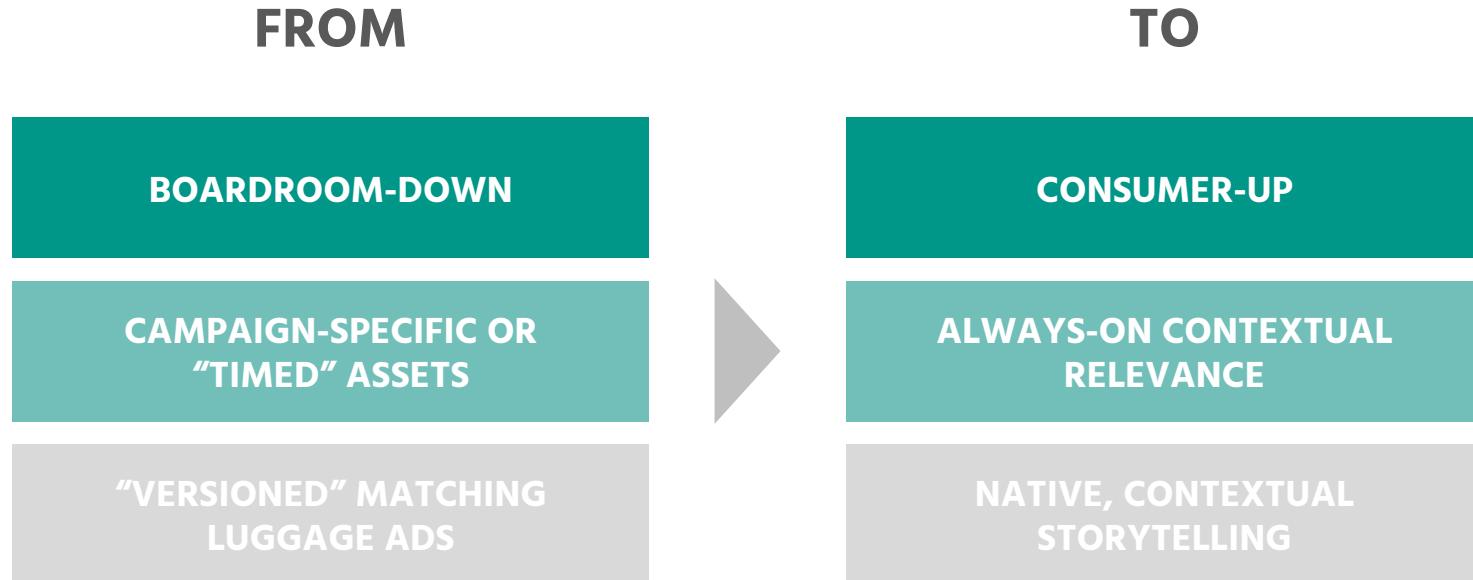
Testing features and understanding algorithms help you cut through the noise in the platform where consumers spend their time.



**RELEVANCE IS
AN ALWAYS ON
GAME**

Listening and participating grows brand consideration. Leveraging insights and trends lets you fuel smarter marketing decisions.

Requiring a shift in how we think about executing on social



In 2021, a strong, active and relevant social presence is the foundation of a modern brand

When done well, SOC also builds ‘brics’ in its own way, it’s the foundations that cultivate brand building and sow the seeds of business success

BRAND

Contextual Creative that **builds brand equity** while it shapes **brand personality and narrative** in culture

RELEVANCE

Uses contextual relevance to **generate a disproportionate amount of “free” attention** in the form of viral content, trending hashtags and press

INSIGHTS

Generate daily insights about your brand and its community to fuel smarter content and marketing decisions

CULTURE

Allows brands to understand culture and **participate in real-time to cultivate meaningful community** around the brand

SALES

Creates the **right conditions for opportunistic sales** or other business growth

WHEN DO WE DO AN SOC AUDIT?

WHEN WE HEAR ANY OF THESE PHRASES

“We want to understand their habits & rituals”

“We want to map out the path to purchase”

“We want to know when he/she uses social media throughout the day”

“Cool and emergent social behaviors on [platform]”

“We want to know what people think of our brand”

“What people thought of us when we did [X]”

“How people are engaging with us online”

“What people are actually doing”

“We want to [x] for people who are looking for [y].”

“What goes on in their daily lives”

“What’s happening during this time of year”

“How do people talk about [product]? ”

OUR SOC AUDIT METHODOLOGY

What We Look At

Competitors
Which brands demonstrated best practice knowledge per platform?
Which brands could be considered 'best in class' creatively?
Which brands had a wide range of topics to speak about?

Client

- What content themes spark the most engagement from your audience? The least?
- What content mediums are working for you?
- What are areas for improvement?

Hygiene

Utilizing best practice knowledge of each social platform, we interrogate each profile page element, making recos for:

- Cosmetic lifts
- Maximizing of wider platform features
- Larger content culls

What We Look For

Culture

Culture provides the context of what is **happening** in a category and zeitgeist

People

Understand and harness what **people** love about a brand to create ways to fuel connection

Platforms

Define the **role** of each platform for a brand, and remain current and cutting edge on them

OUTCOME OF SOC AUDIT

Identify Strategic Opportunities

RELEVANT

Content that bridges the client's purpose with consumers' priorities

TIMELY

Content that identifies authentic cultural connections between the client and audiences, applying the art of culture hacking in our strategies and communications

IMPACTFUL

Content execution that leverages the most current applications per platform, and has strategic rationale behind every choice

Provide Structure for Ongoing Relevance

HYGIENE

Ensuring our "house" is in order on social to give users the most robust experience, ranging from optimized cover photos to Instagram link in bio

REFRESH

Keeping up with the latest as platforms release new products, features and algorithm updates as "best practices" expire on social fairly quickly

REFINEMENTS

Shifting platform prioritizations as needed based on user behavior, performance and goals

SOC Audit Example: Panera

						
Perceived Audience	Gen Z - Gen X	Millennials +	Millennials +	N/A	Millennials - Gen X +	Millennials
Observed Content Themes	Periodically announces new items and seasonal menu changes	Teases announcements for new menu items as well as shares recipes to engage fans	Teases announcements for new menu items as well as shares recipes to engage fans	N/A	Shares news re: #PaneraPeople to highlight employees and corporate culture	Leans into love of Panera combos, shares posts of potential Panera pairings
	Ignites “small talk” by relating to consumers & community managing	Takes over feed with food visuals during campaigns to entice cravings	Shares corporate news and initiatives featuring food items in an informative way	N/A	Highlights employee & corporate participation in D&I conversations	Leans into occasions and events to offer party planning ideas for food
	Asks questions to spark conversations around product offerings	Leverages the trending format with popular Twitter posts to bridge fans across platforms	Shares prominent press around collaborations and initiatives with celebs	N/A	Sharing news and updates re: charity & community partnerships	Highlights plant-based and nutritional value of items to offer healthy dietary options
	Sporadically leverages trending meme formats for product-related content	Shares influencer posts to drive craveability around food items	Shares influencer posts to drive craveability around food items	N/A	Illustrates company culture through team event pictures	Leans into commuter fan base to provide Covid-friendly options for ordering
Perceived Strategy	Small Talk	Megaphone for promotional content	Echo Of Instagram	*No current brand presence*	Corporate Newsletter	Bulletin Board

ALRIGHT. . .

GOT ANY Q'S?

THANK YOU!