

2018

# INSIGHT

MARKETING  
CONFERENCE

## Making Lemonade: What Beyoncé Can Teach the Modern Marketer to Rule the World



### Michael Barber

Senior Vice President  
Chief Creative Officer  
Godfrey  
@michaeljbarber

#insightlanc



# MAKING LEMONADE

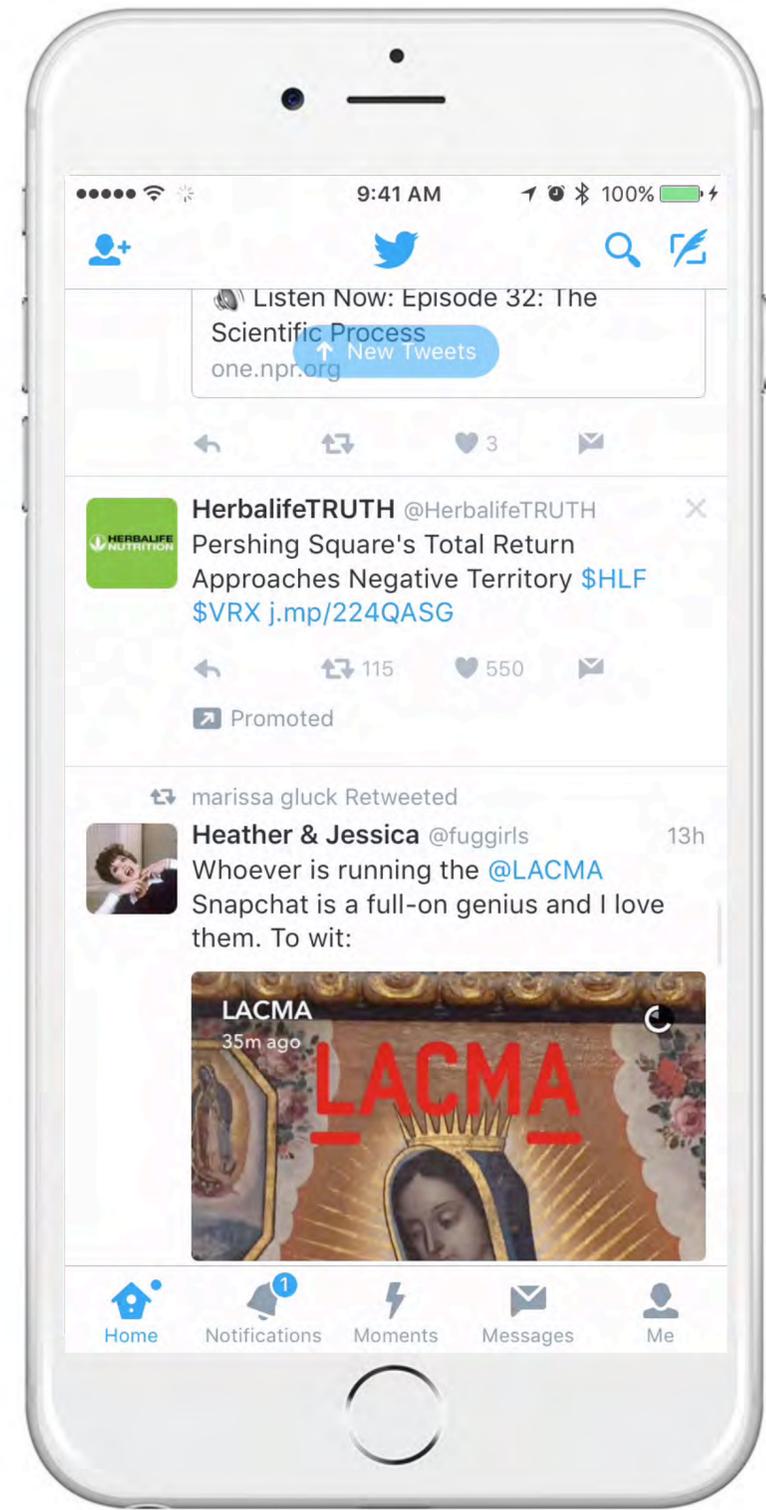
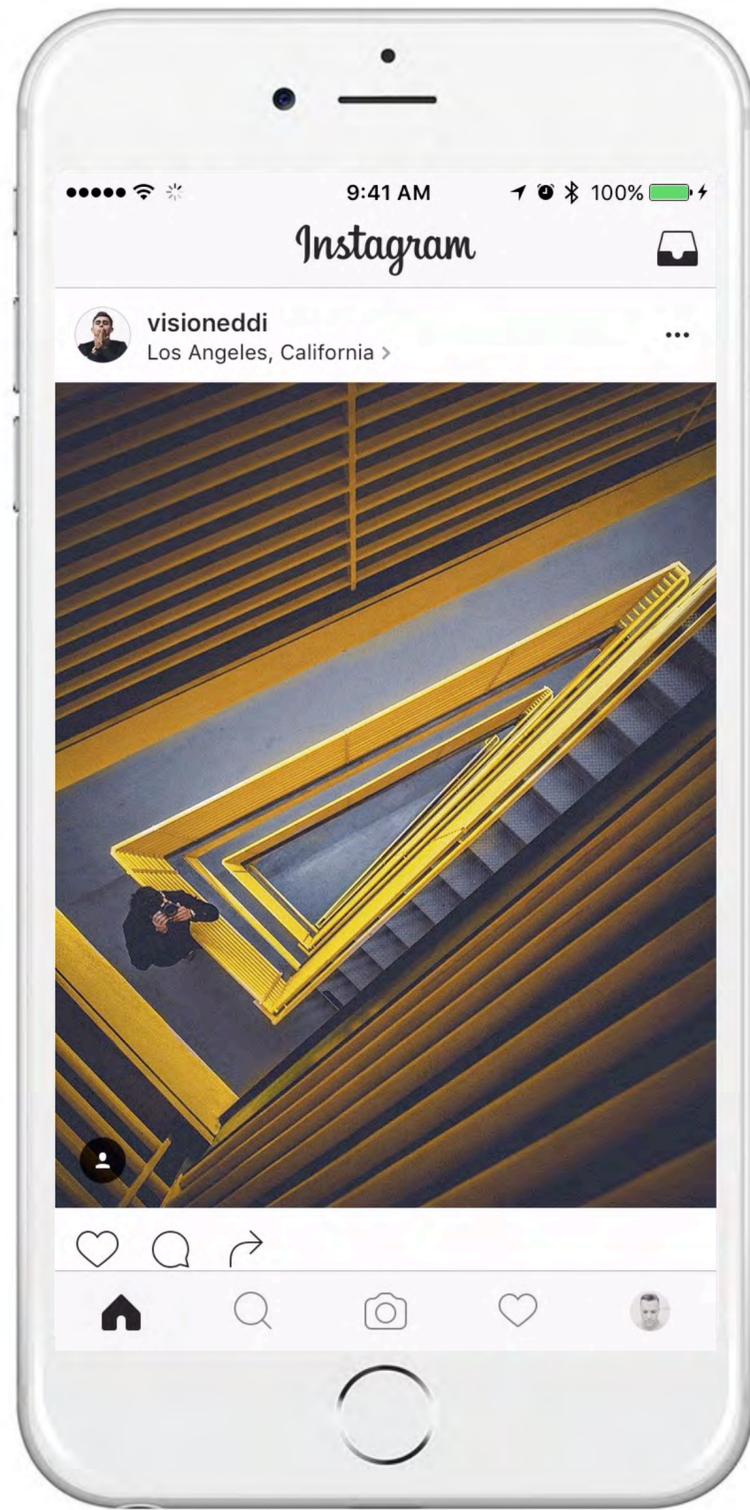
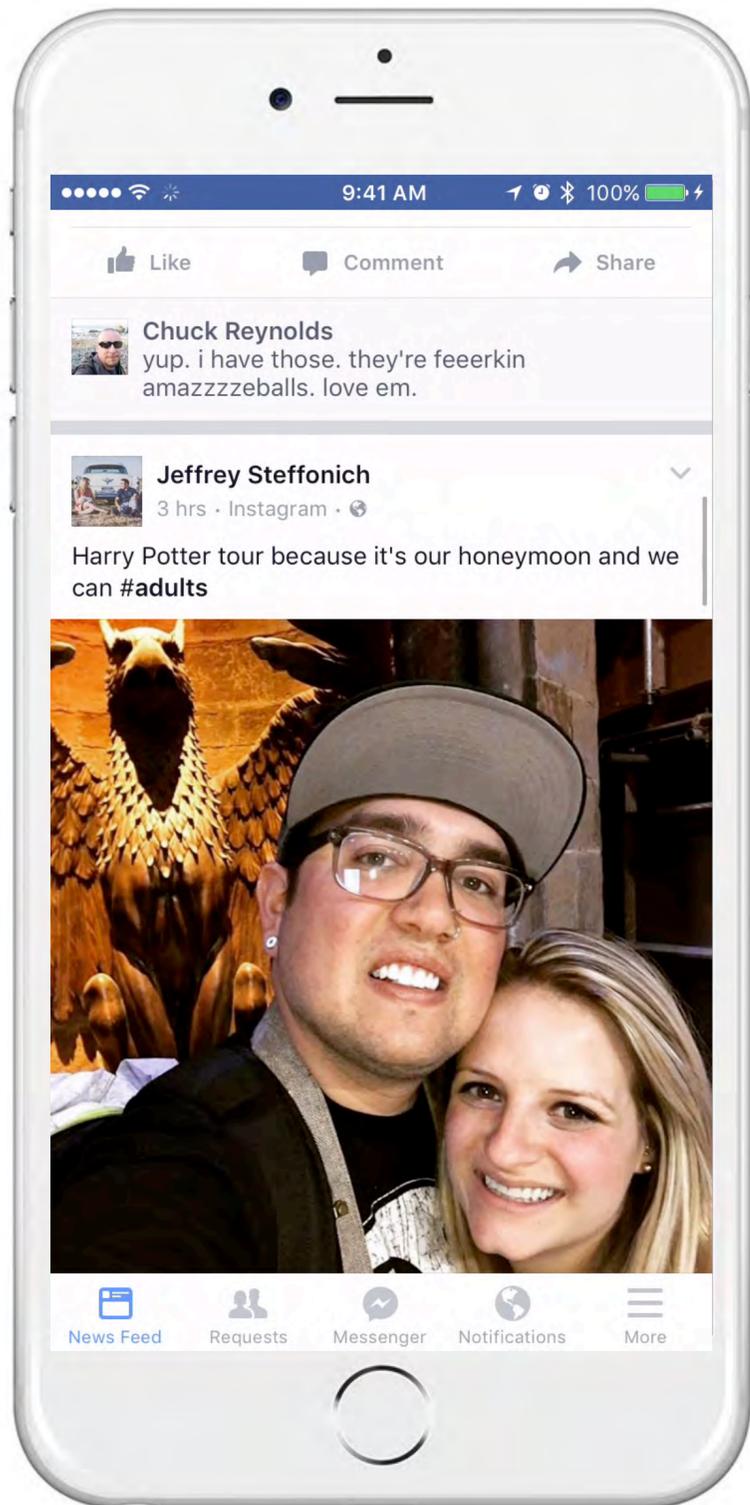
## HOW BEYONCÉ CAN TEACH THE MODERN MARKETER TO RUN THE WORLD

@michaeljbarber

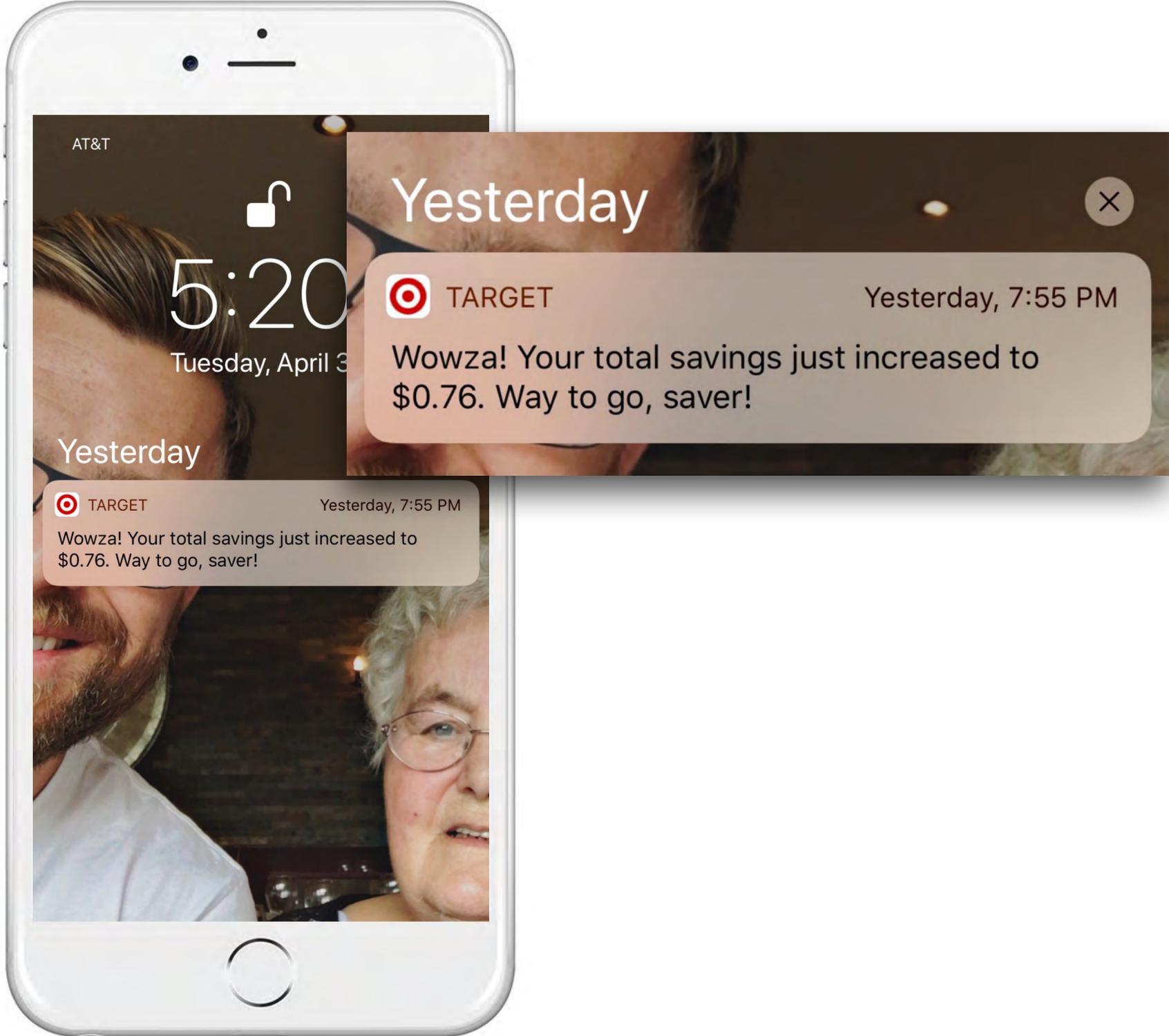




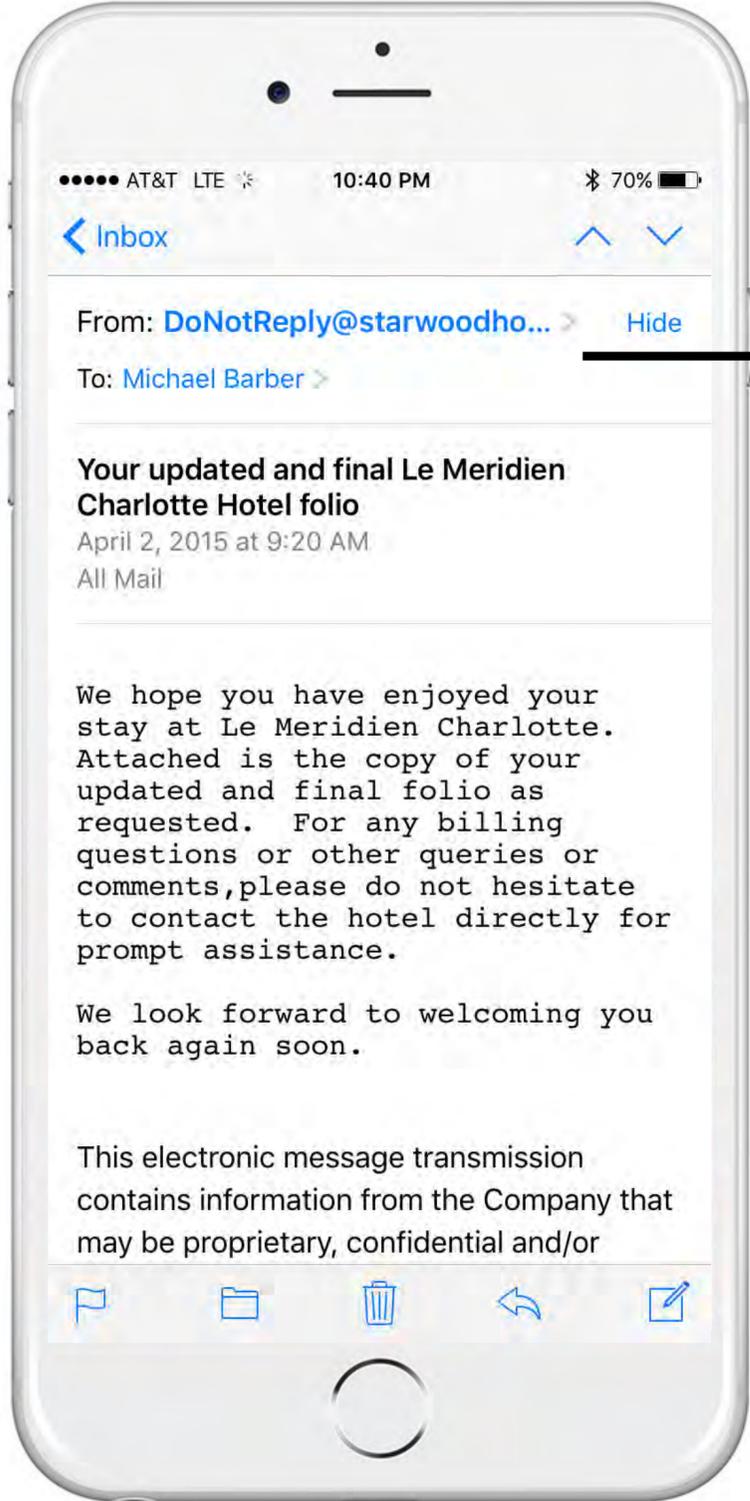




# GROUNDBREAKING

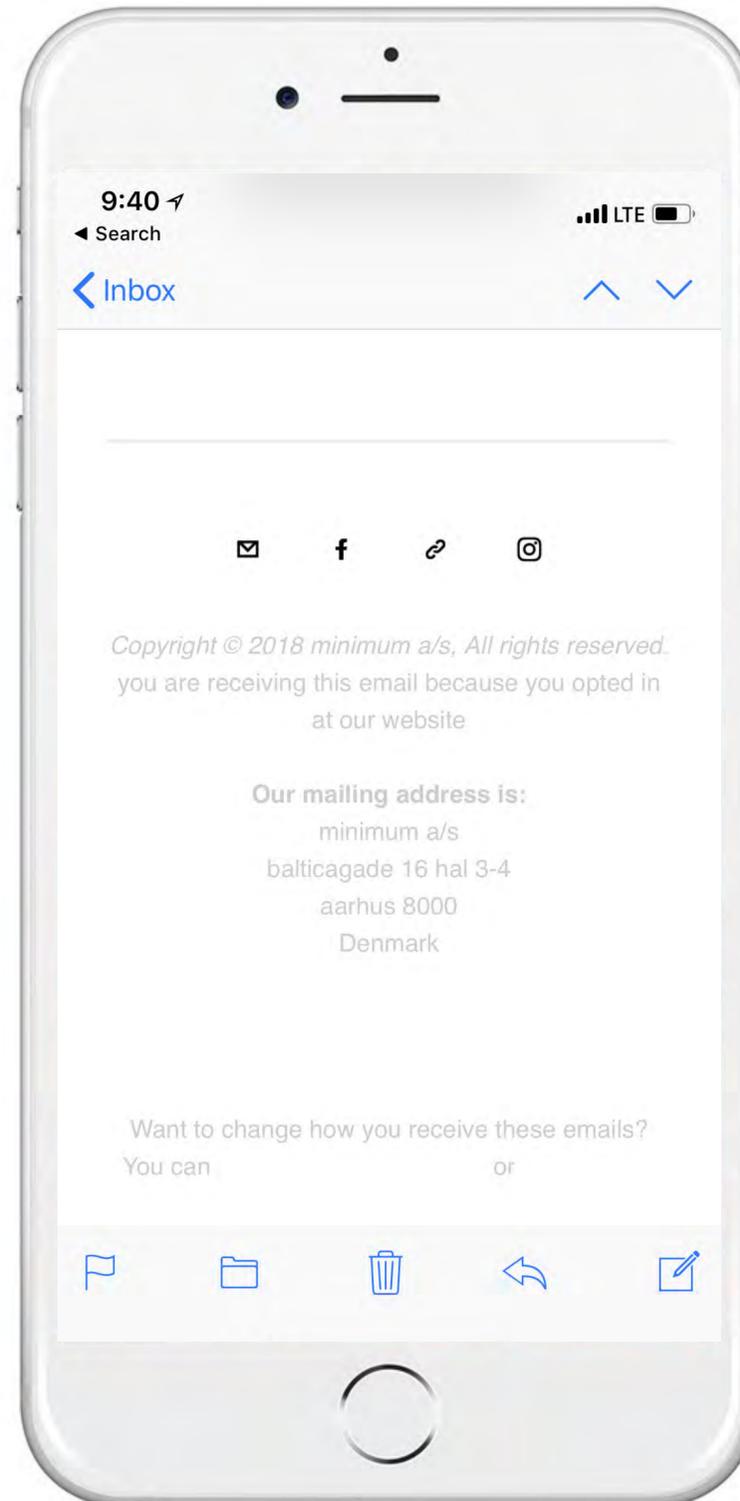


# WE DON'T WANT TO TALK TO YOU



From: [DoNotReply@starwoodho...](mailto:DoNotReply@starwoodho...) > Hide

# NO, YOU CAN'T UNSUBSCRIBE



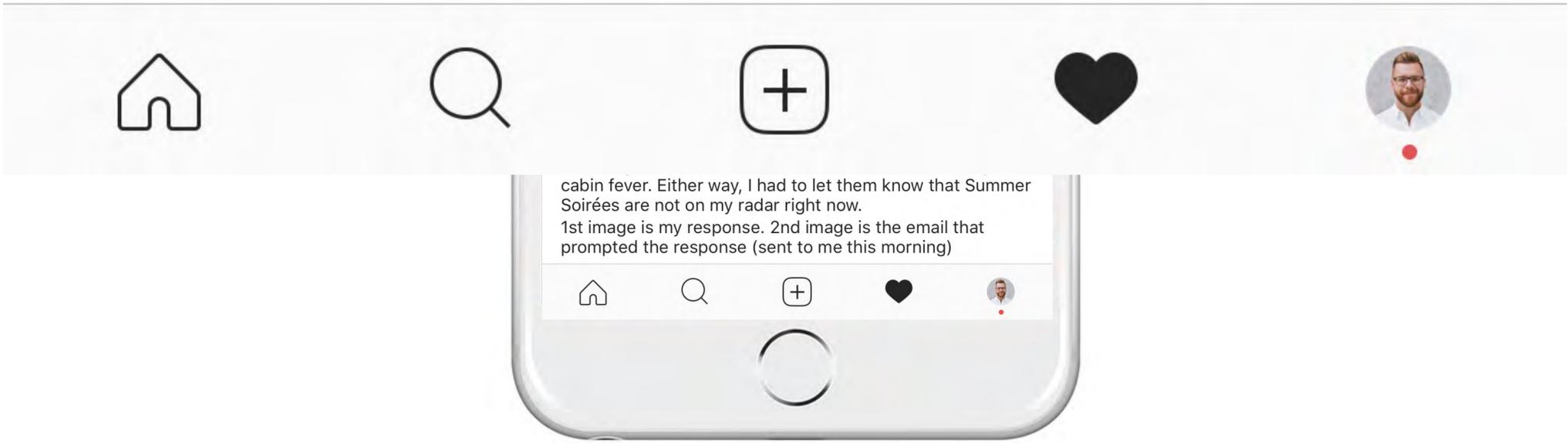
# COOL BEANS, CLOROX. COOL BEANS ツ



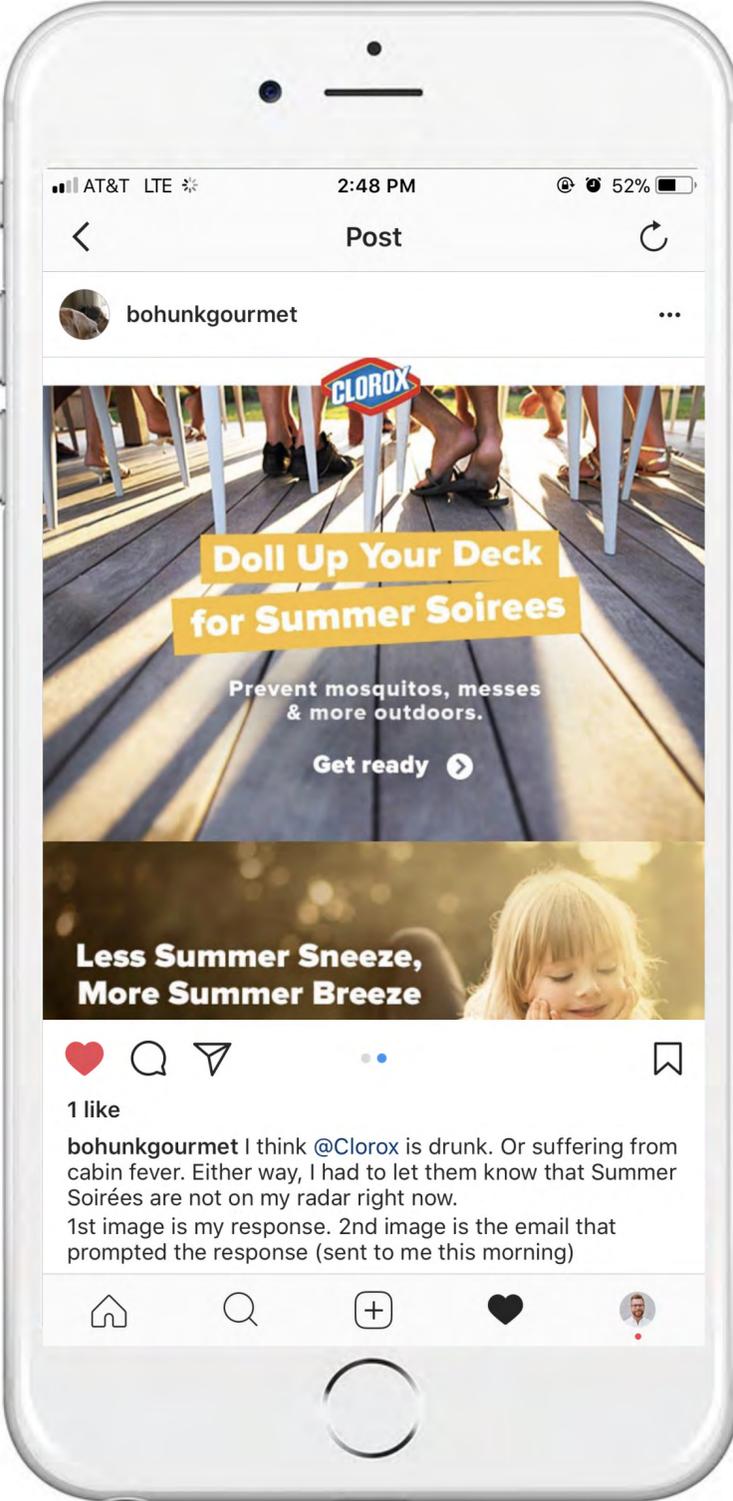
1 like

**bohunkgourmet** I think @Clorox is drunk. Or suffering from cabin fever. Either way, I had to let them know that Summer Soirées are not on my radar right now.

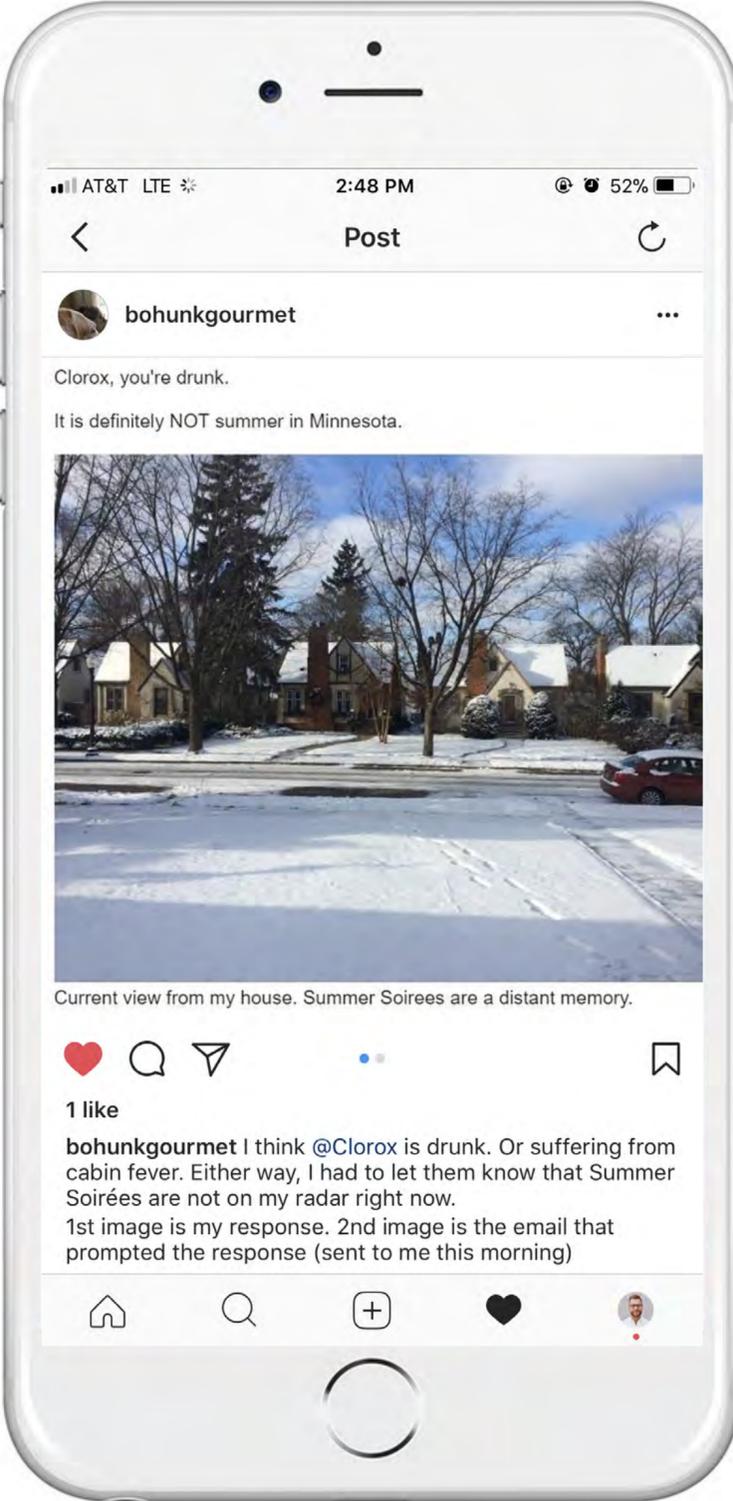
1st image is my response. 2nd image is the email that prompted the response (sent to me this morning)



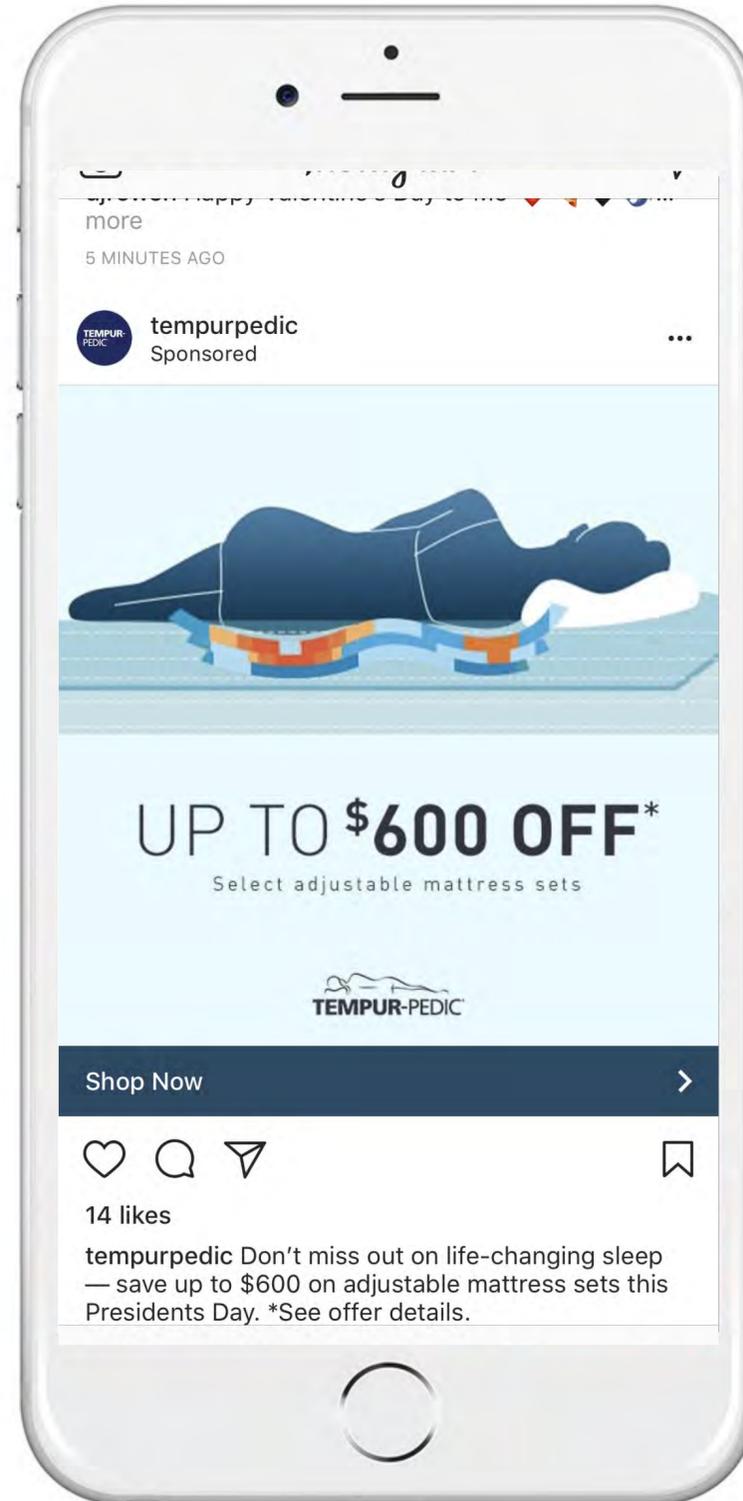
# COOL BEANS, CLOROX. COOL BEANS ツ



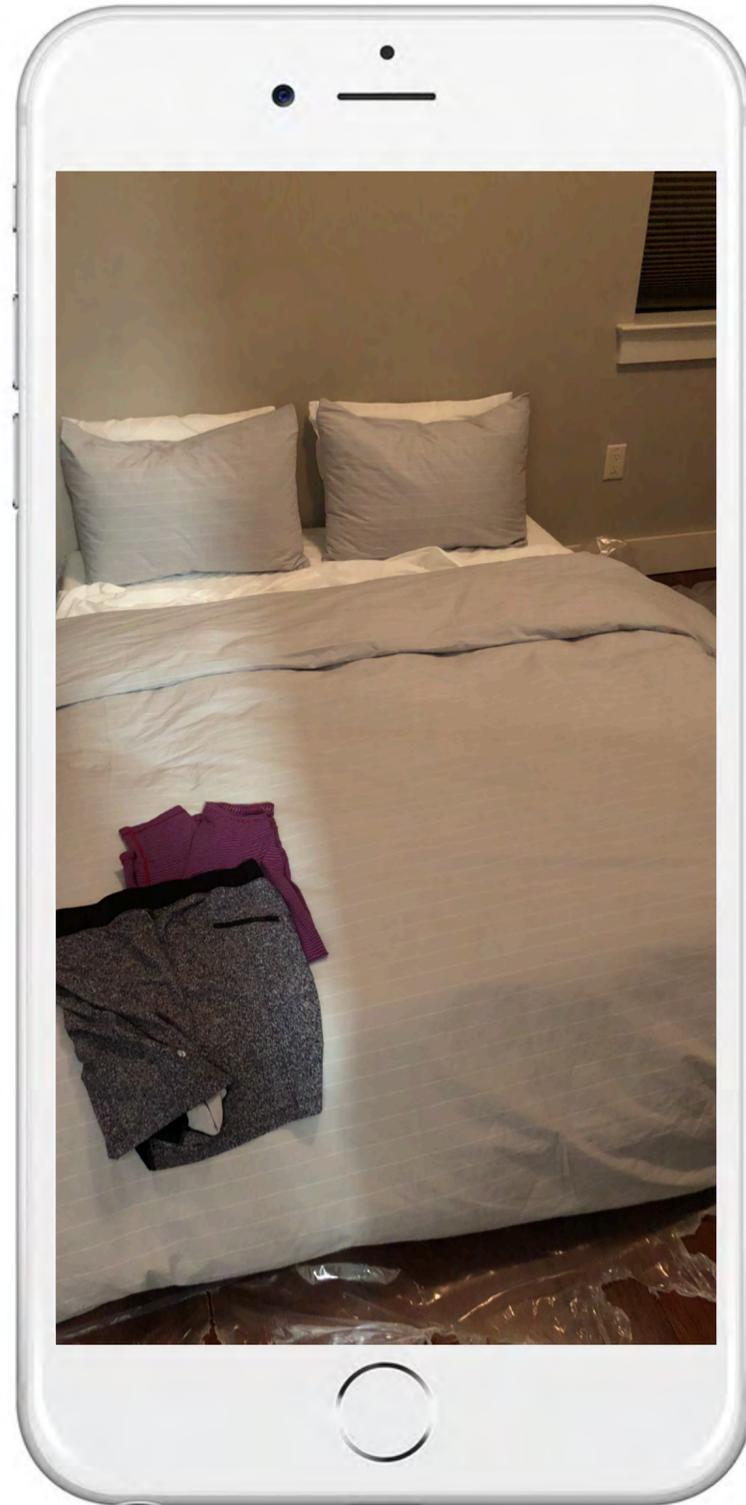
# COOL BEANS, CLOROX. COOL BEANS ツ



# HI TEMPUR-PEDIC!



**BOUGHT YOUR MATTRESS A MONTH AGO!**





# I CAN'T EVEN MAKE THIS STUFF UP



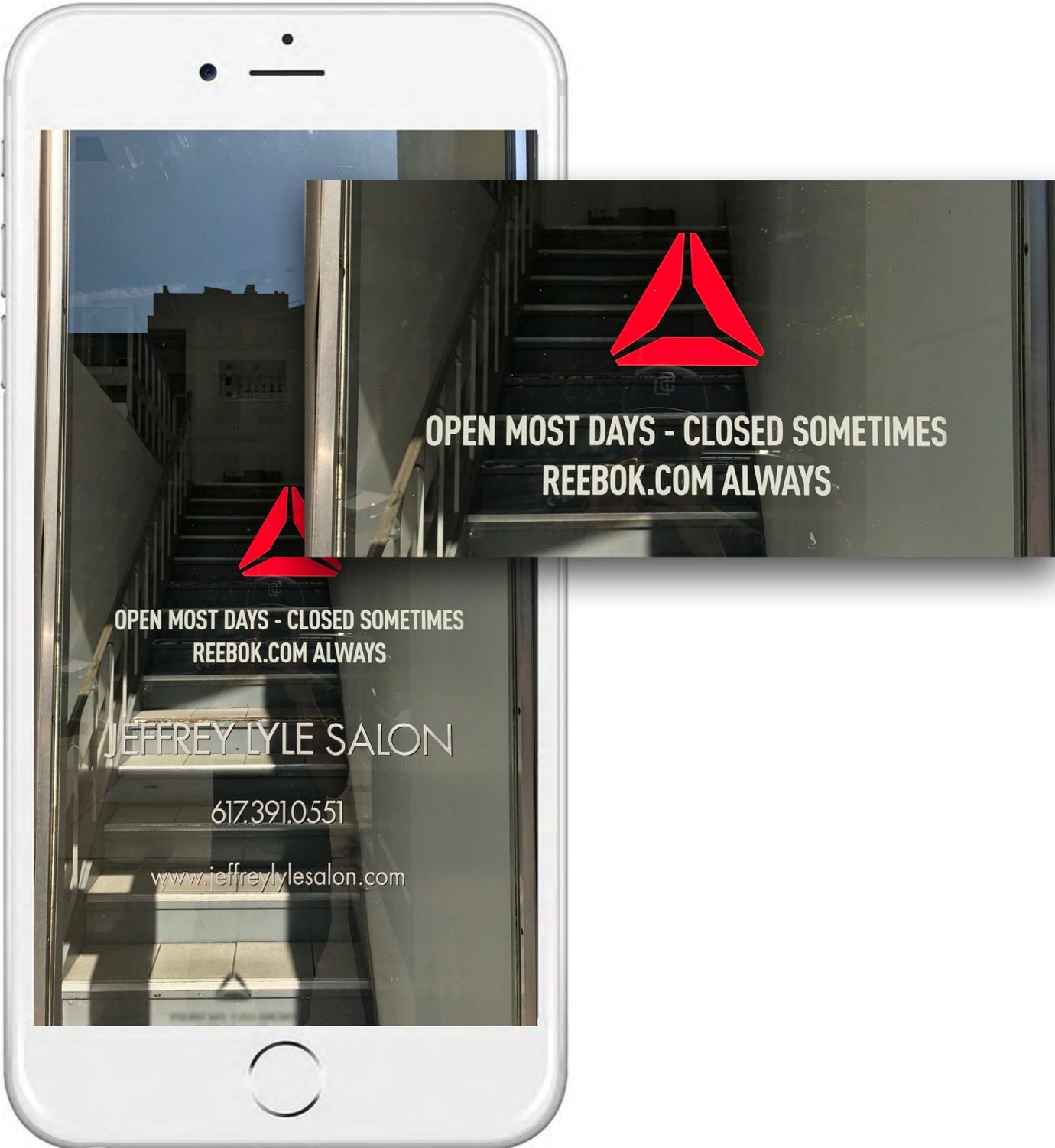
# OR THIS...

- [TheDailySignificant.com](#) 2:02PM >  
My baby died after being left in a hot car from early dawn to tender months, there are over 15 best practices if you cannot read this email, please click here. Thursday, June...

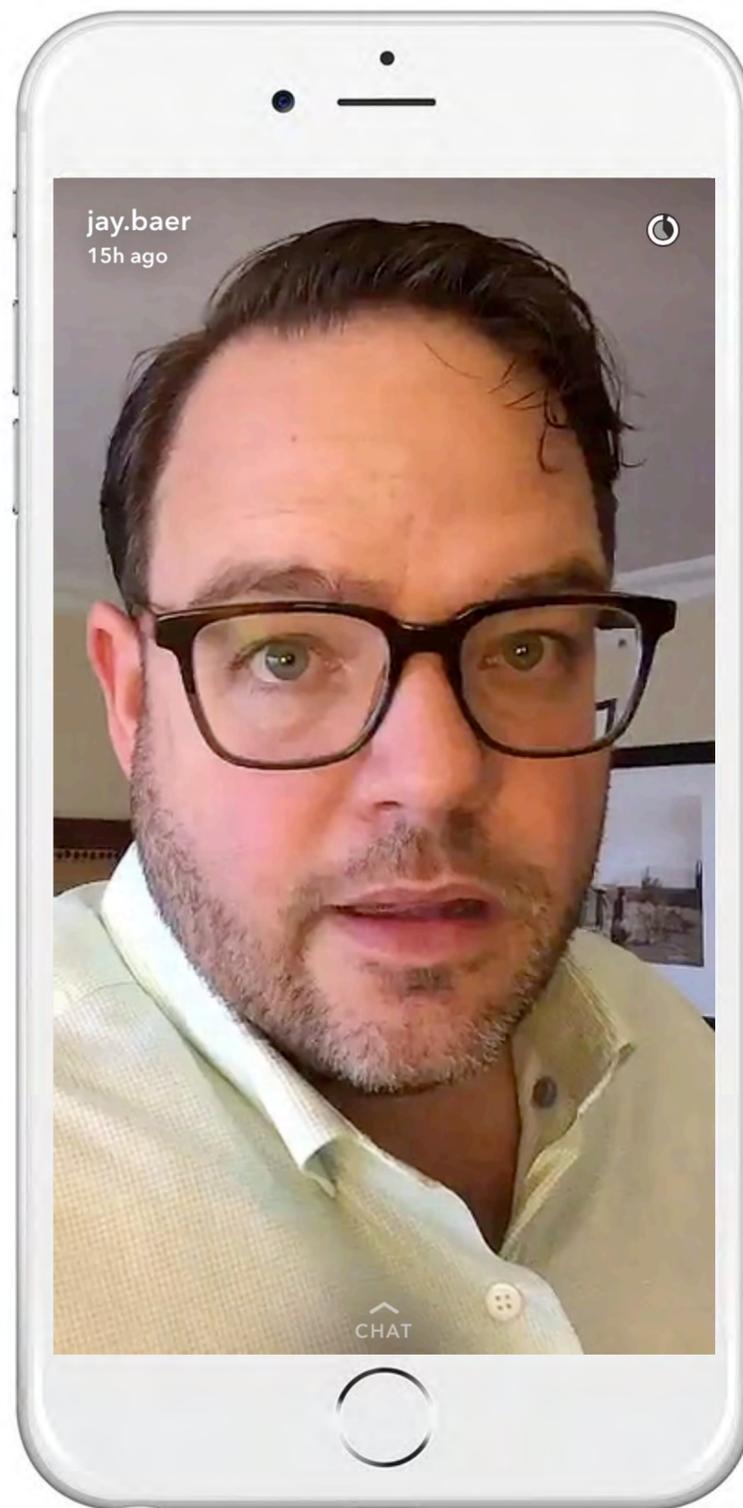
**YEAH.**

- **Today'sparent.com** 7:02 PM >  
TO My baby died after being left in a hot car  
From crispy bacon to tender roasts, here are  
our 15 best pork recipes If you cannot read  
this email, please click here. Thursday, June...

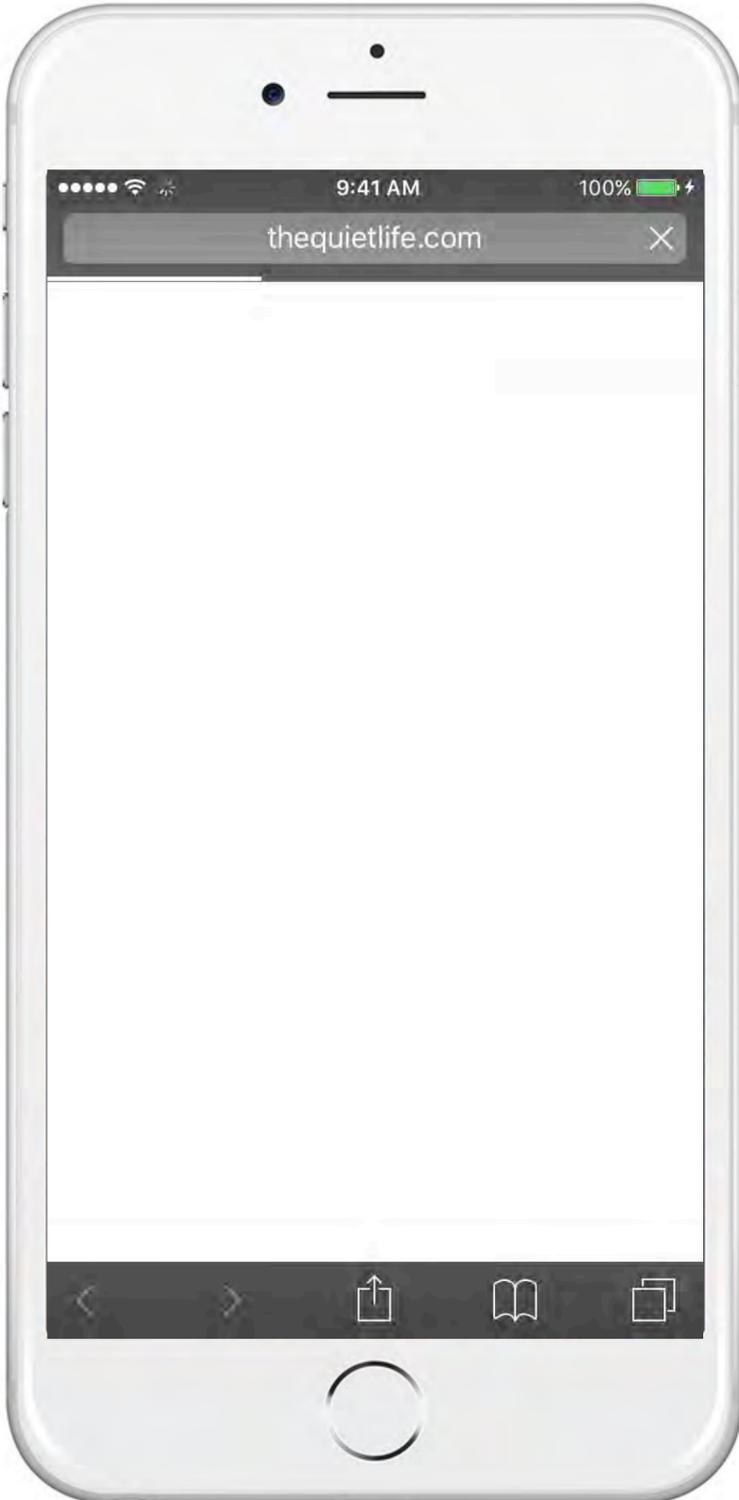
# WTF?



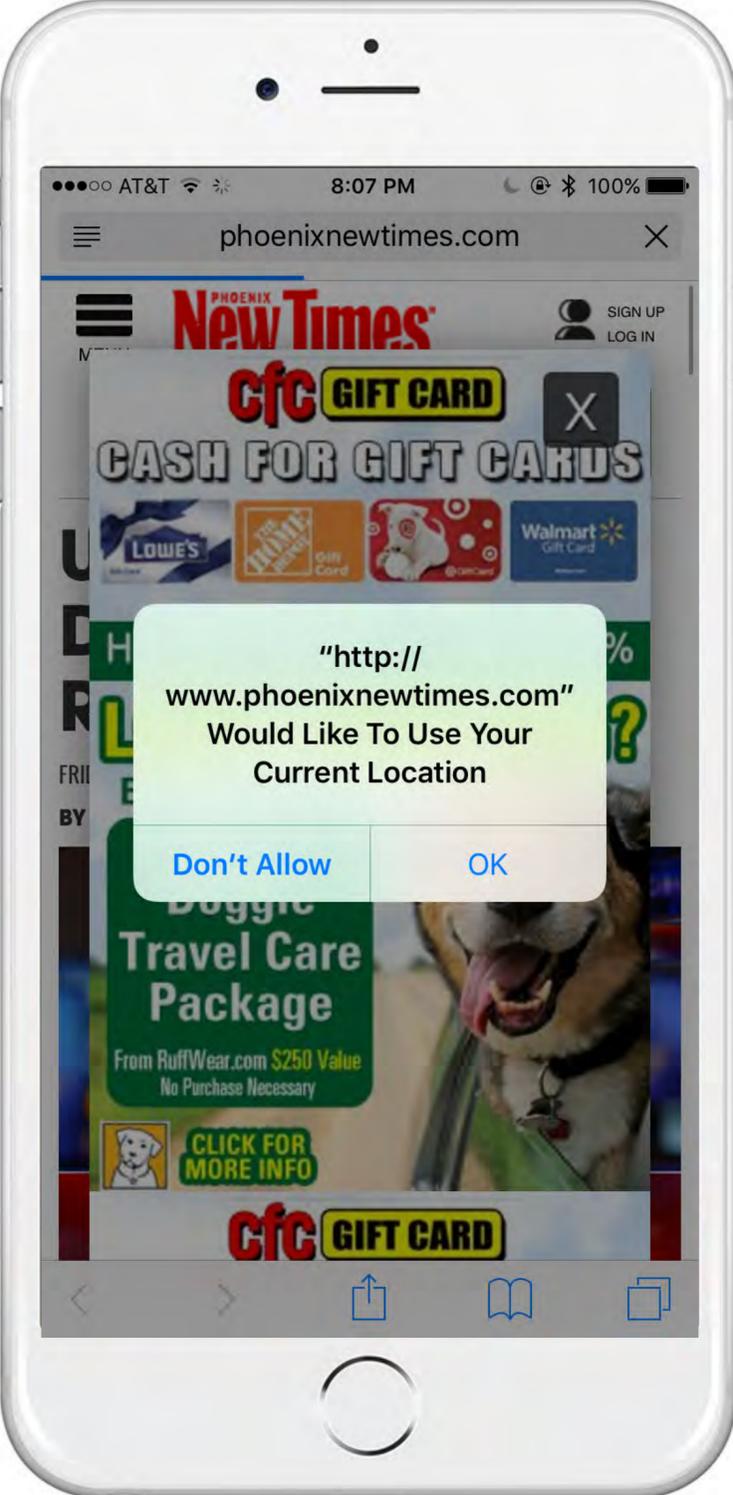
# WE MAKE IT TOO, TOO HARD



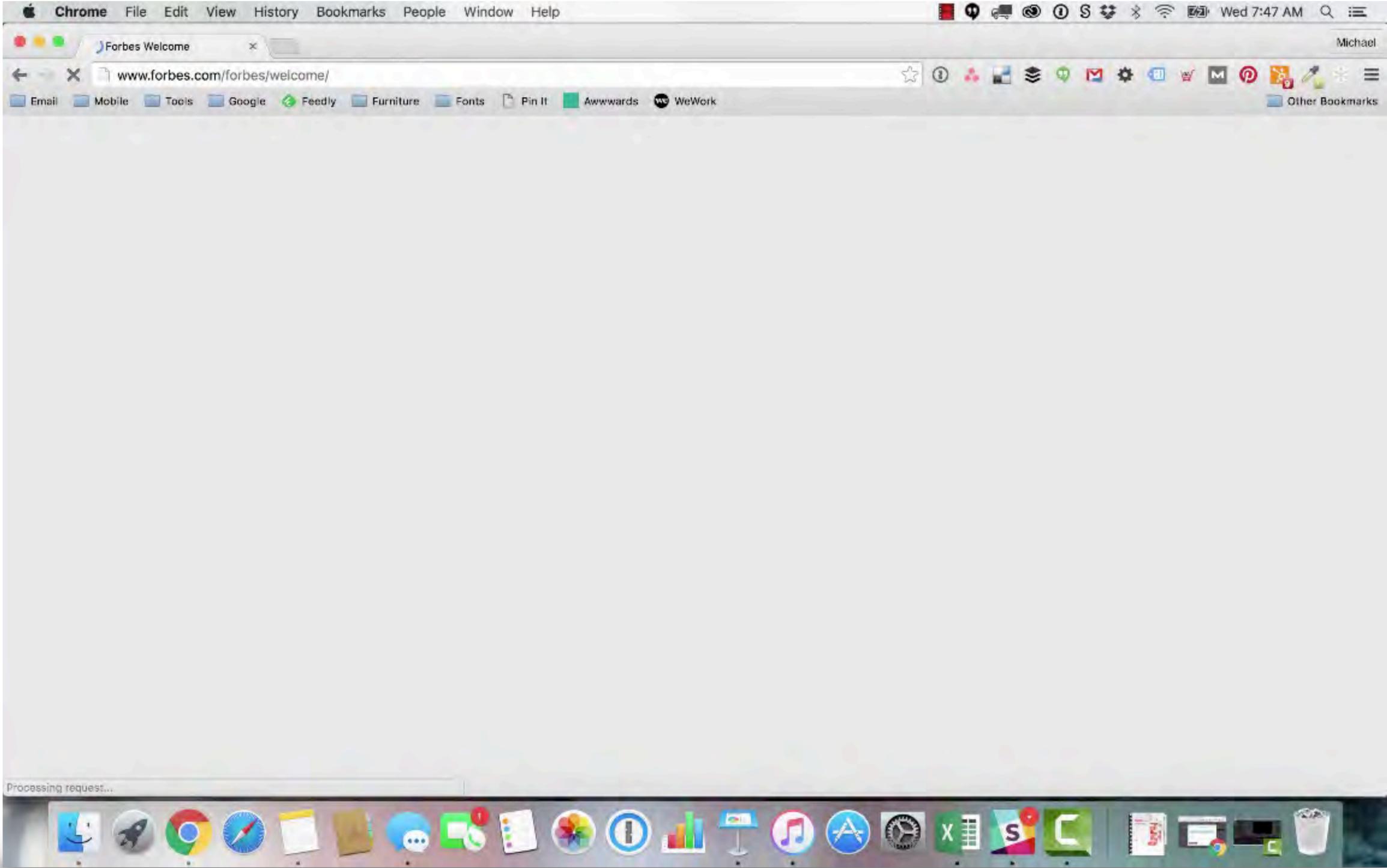
# CAN WE AT LEAST DATE FIRST?



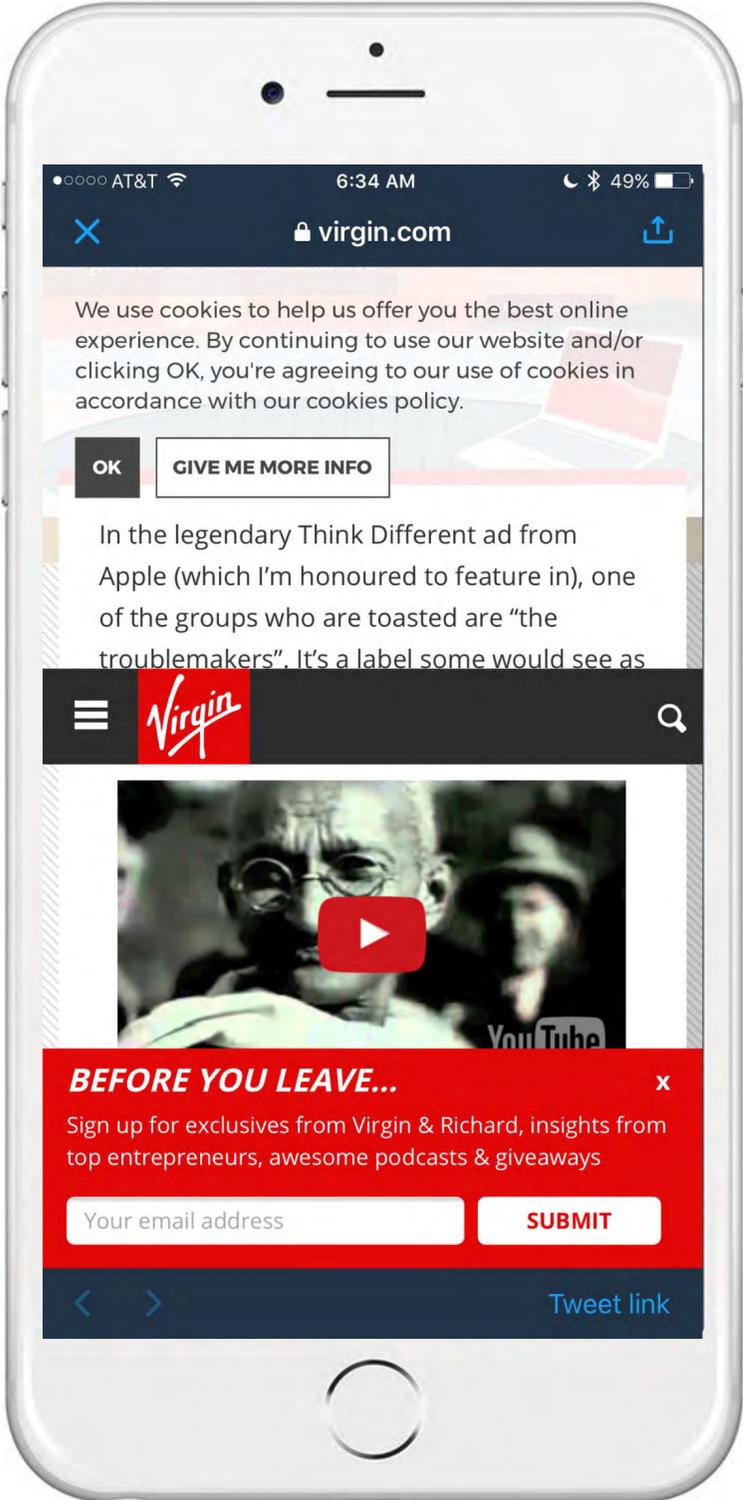
# WE REALLY DON'T WANT YOU TO READ THIS

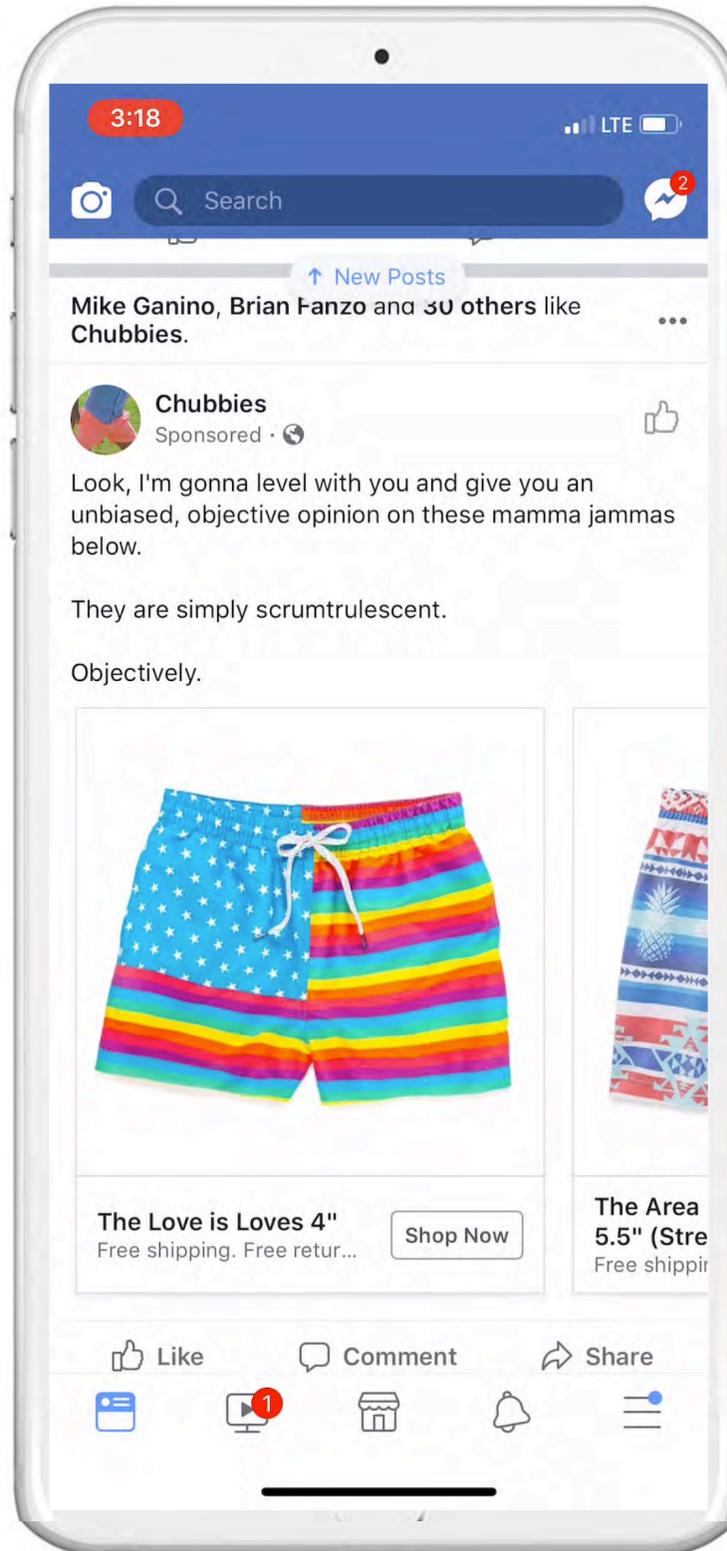


# OH, YOU ACTUALLY WANT TO READ SOMETHING?

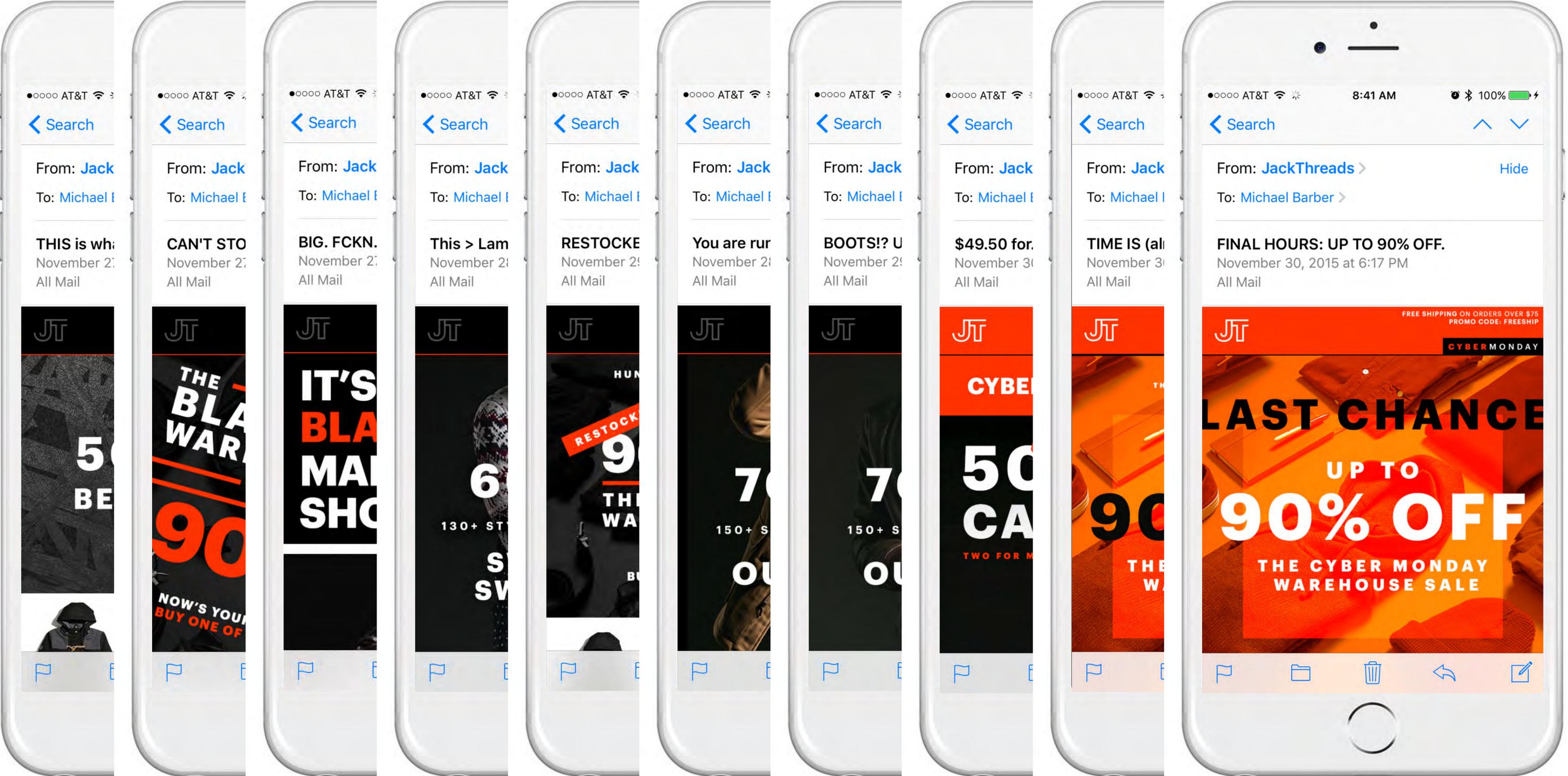


# OH, YOU ACTUALLY WANT TO READ SOMETHING?





# 72 HOURS, 10 EMAILS, WTF



# YOU KNOW BECAUSE LANDING PAGES...

**REDACTED**   **Call Now to Start Accepting Credit Cards Today!** **800.249.** **REDACTED** **OR** **L101**

*"Looking for a customized, low-rate merchant account for your business?"*

**YOU FOUND IT!**

**Rated #1 Processor!**

Sign up with **REDACTED** and receive a:

- **FREE** Credit Card Terminal or
- **FREE** Mobile Credit Card Reader or
- **FREE** Internet Virtual Terminal

**\$500 Guarantee\***  
If we can't save you money on your current processing costs, we will give you \$500!

**New or Existing Business?**  
**REDACTED** has the credit card processing solution for you!

- Face to Face
- Over the Phone
- Internet
- Smartphone
- Mobile
- Wireless

**Business Type**



**Start Here!**

Name (\*)

Business Name (\*)

Phone (\*)

Email (\*)

What state is your business located in?  
Select One

Do you currently process credit cards? (\*)  
Select One

Comments

Mandatory fields marked with (\*) (1-30)

**SUBMIT** 

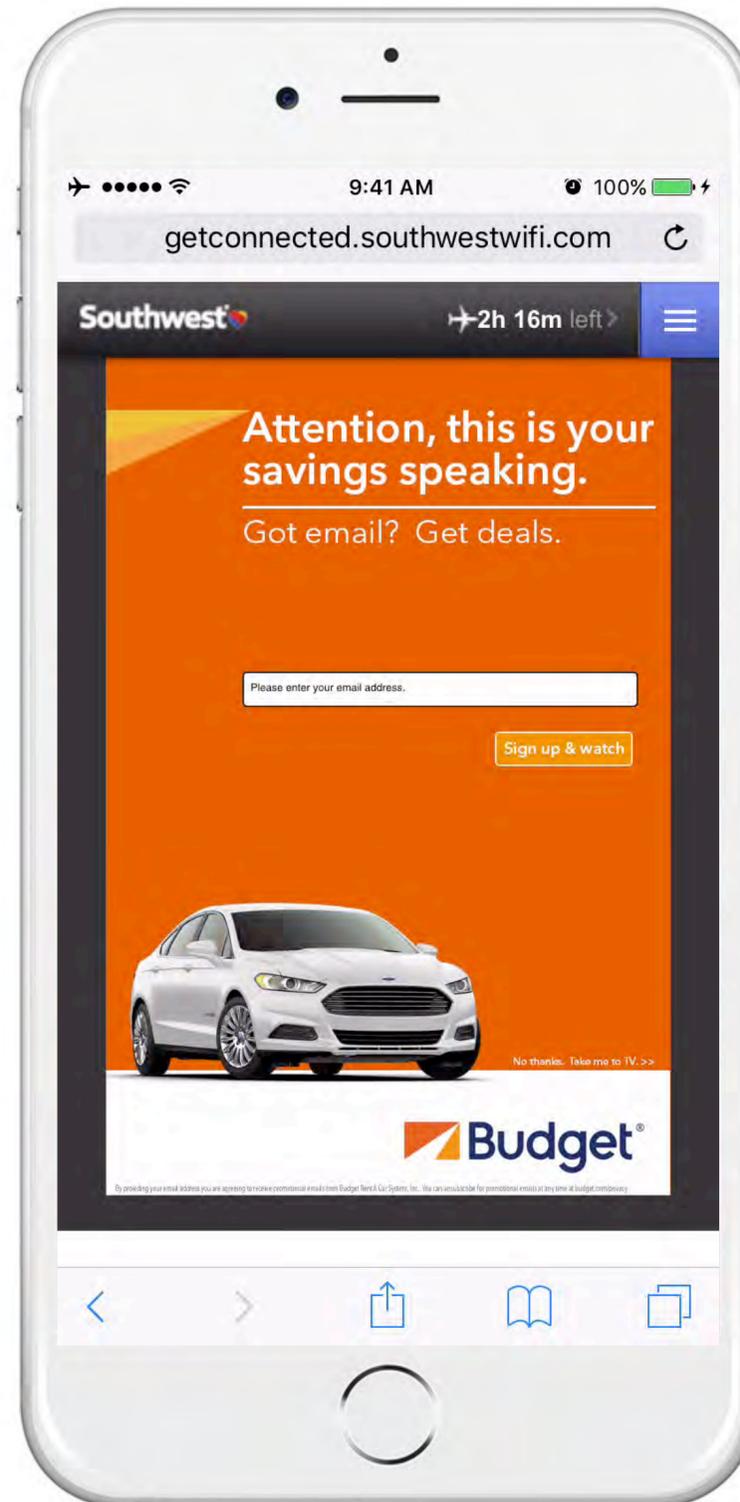
**TOP CREDIT CARD PROCESSOR**  
BEST PROCESSOR WINNER  
MAY 2012  
OVERALL PROCESSOR  
topcreditcardprocessors.com

**TOP CREDIT CARD PROCESSOR**  
BEST PROCESSOR WINNER  
MAY 2012  
MOBILE PROCESSOR  
topcreditcardprocessors.com

No Out of Pocket Expense to Become an **AGENT**  
[Read More](#)

**Mobile Credit Card Processing**

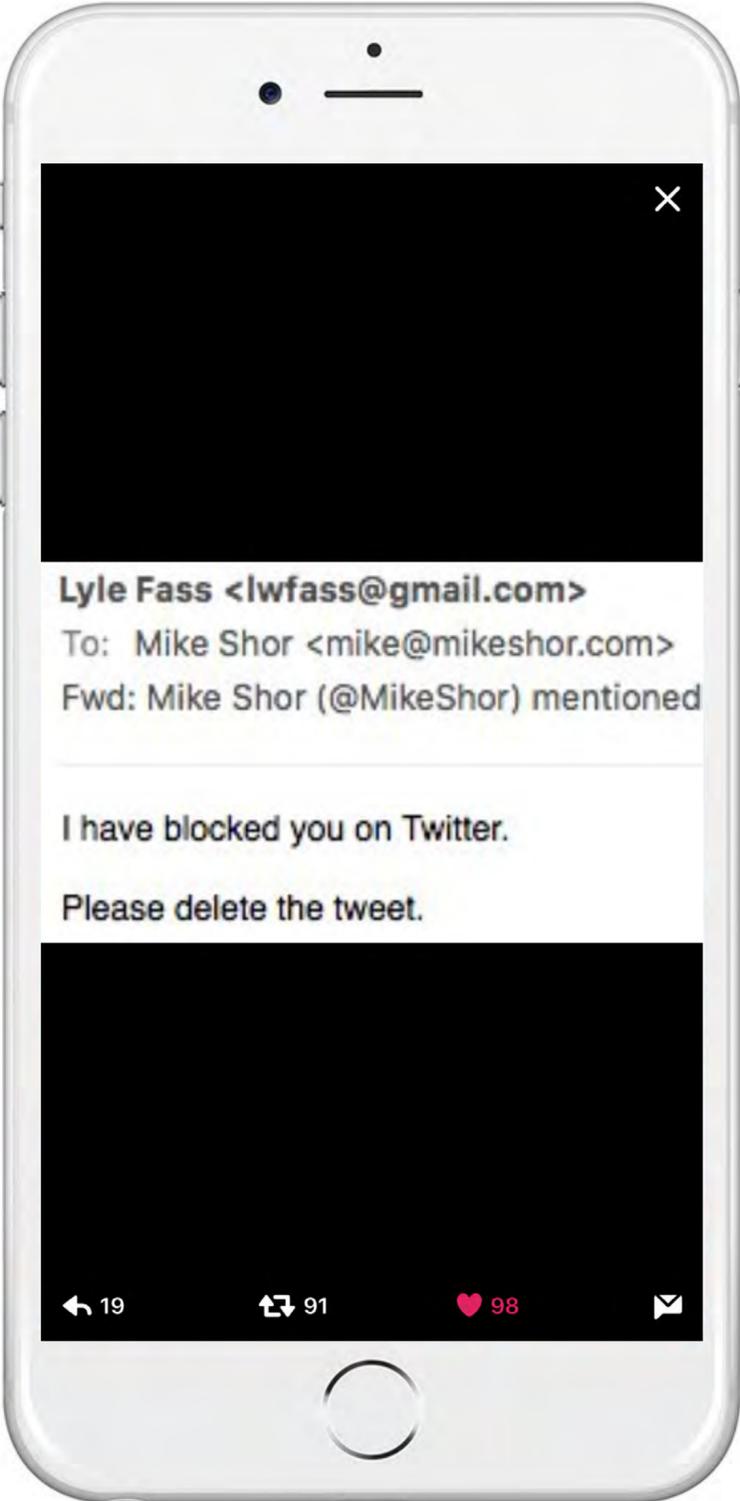
# WOULDN'T THE ALTERNATIVE BE BETTER?



# #SCREENSHOT



# #SCREENSHOT



# #SCREENSHOT



Mike,

So you are not hassled by our shipping process and decided to air out your grievances on Twitter, I have decided to cancel your order. You will be 100% refunded and taken off of the list and not allowed to ever buy from Fass Selections again.

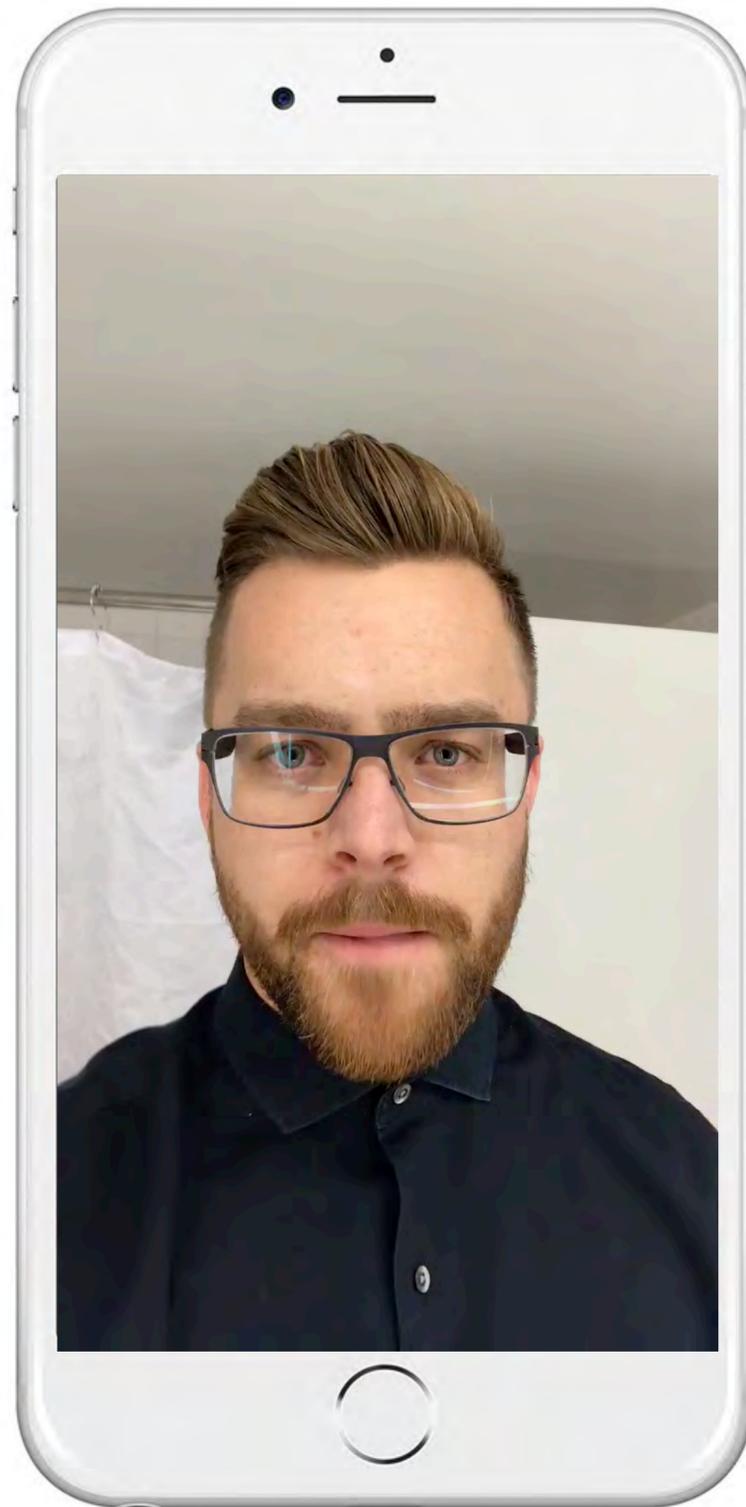
Mike,  
So you are not hassled by our shipping process and decided to air out your grievances on Twitter, I have decided to cancel your order. You will be 100% refunded and taken off of the list and not allowed to ever buy from Fass Selections again.

Sincerely,  
Lyle

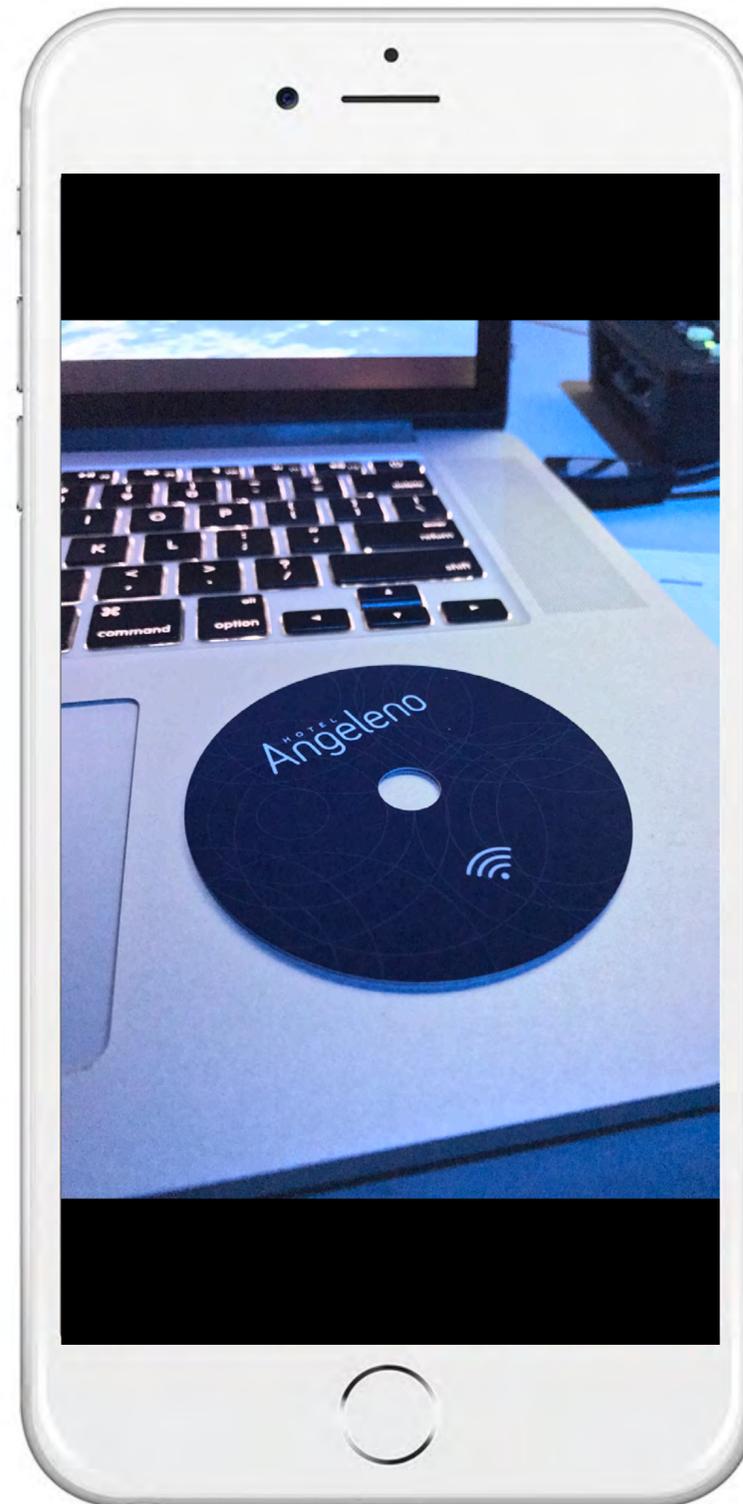
Sincerely,  
Lyle

19 91 98

**THINK DIFFERENT?!?!?**



**WHY? PLEASE TELL ME WHY?**



# COLONOSCOPY > OPENING THIS PACKAGE



**AND, DO YOU KNOW  
WHAT EVERYONE DOES WHEN  
THEY HAVE THESE EXPERIENCES?**

**SHOW EM, BEY.**



N



**NO.**

**BUT, HOW DO WE CHANGE?**

A close-up, high-angle shot of a woman with long, straight, light brown hair. She is looking directly at the camera with a neutral, slightly intense expression. Her skin is fair and appears to be outdoors in bright, natural light. The background is blurred, showing what looks like a modern building with large windows and a paved area. At the bottom center of the frame, the text "YOU READY?" is written in a bold, white, sans-serif font with a thick black outline.

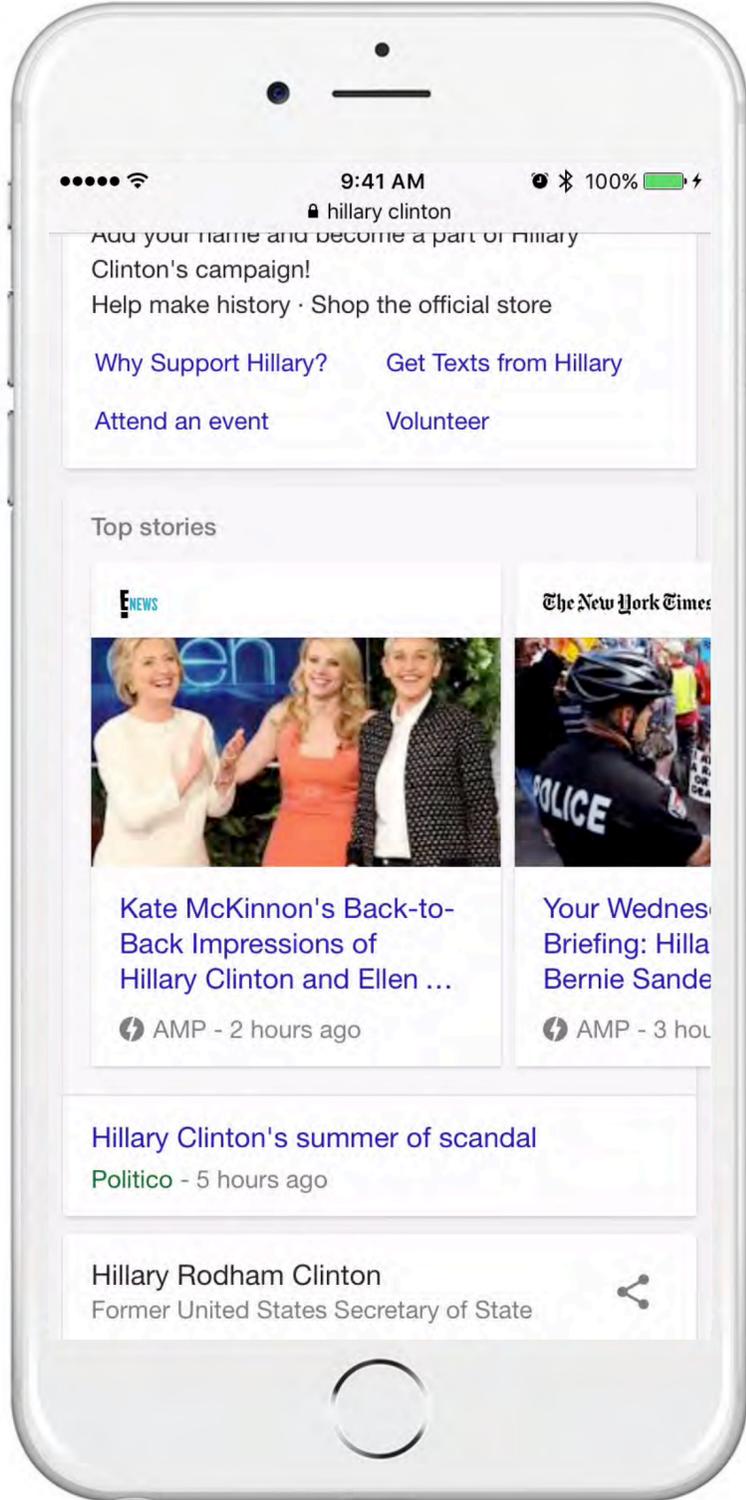
**YOU READY?**



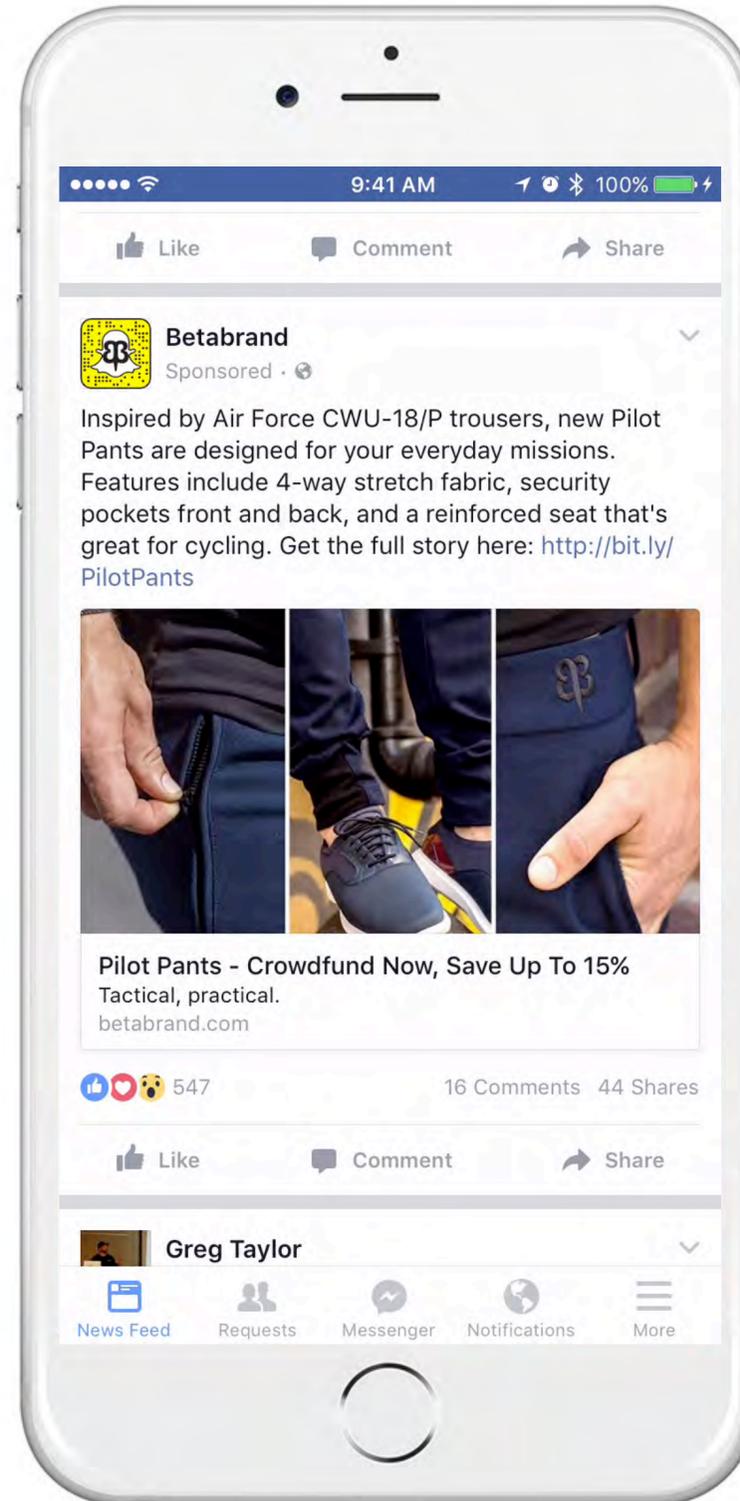
**SLAY, ALL THE TIME.**

Do ~~better~~ the best you can for the medium.

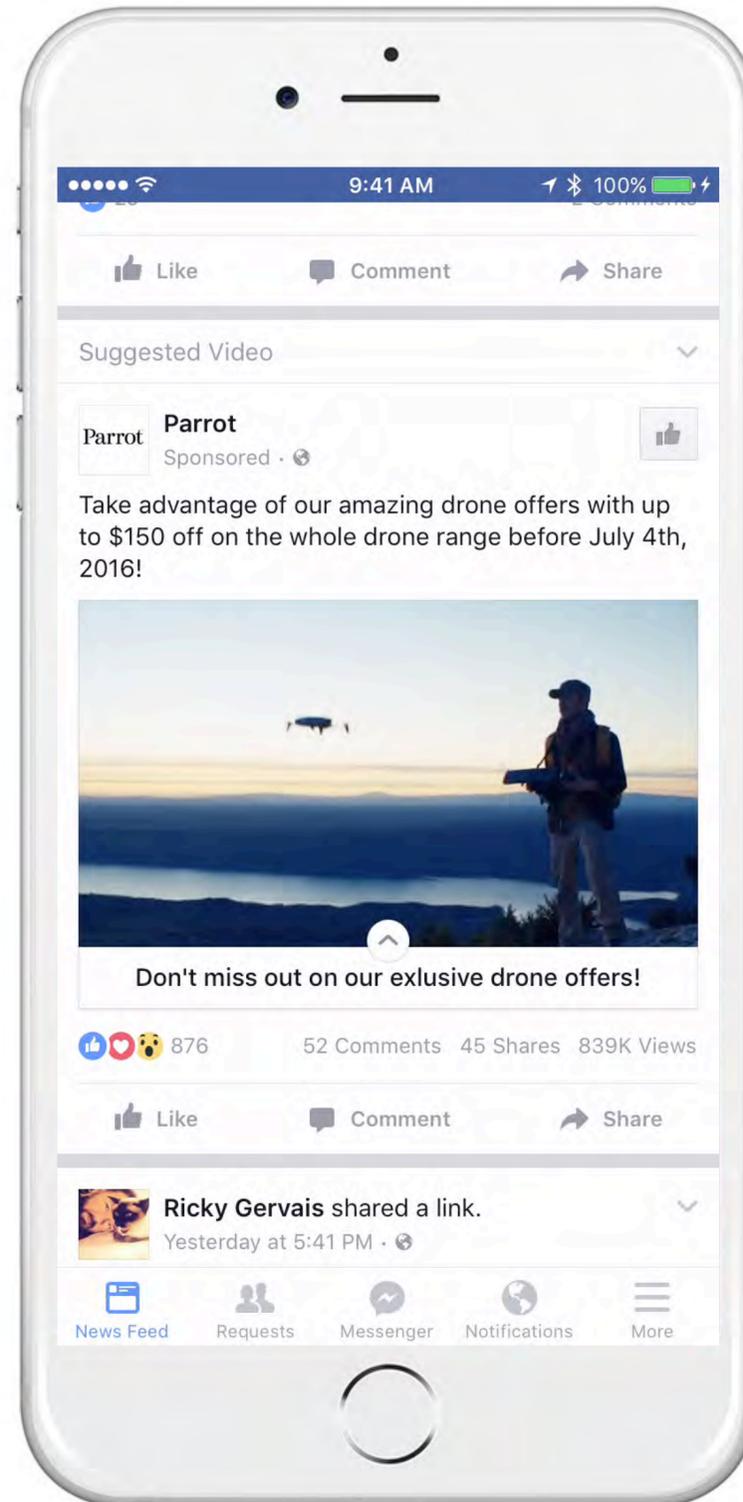
# CONTENT WHERE THEY ARE



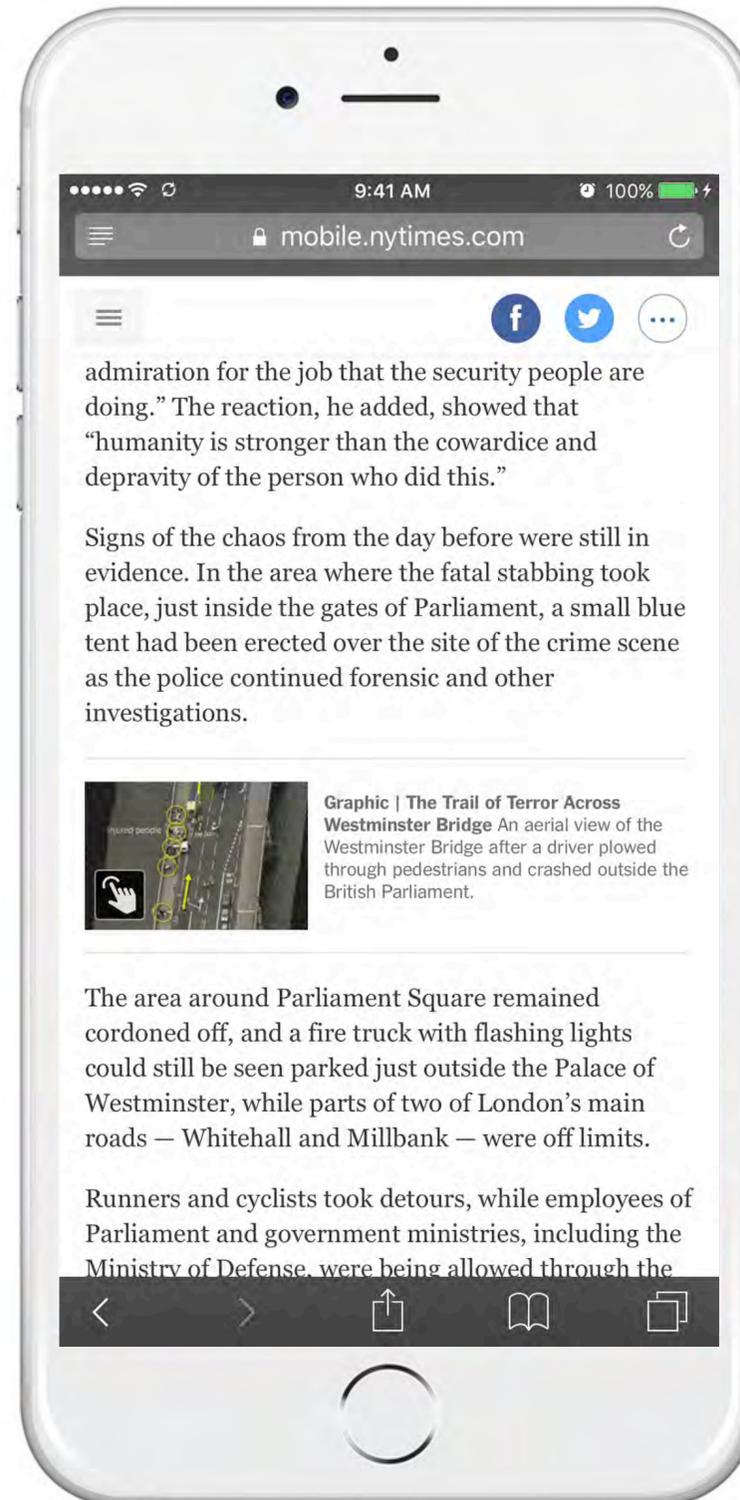
# BE WHERE THEY HAPPEN TO BE



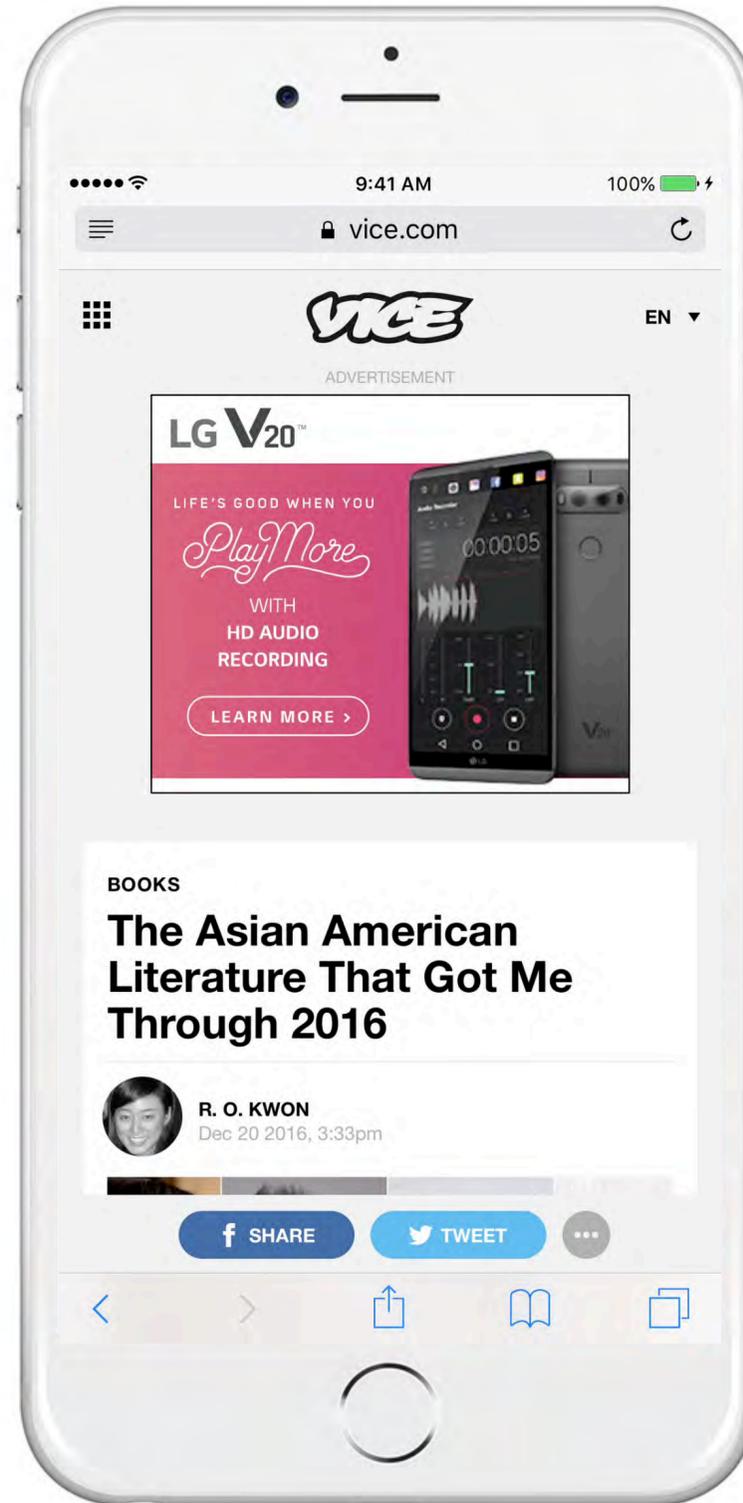
# NATIVE ALWAYS



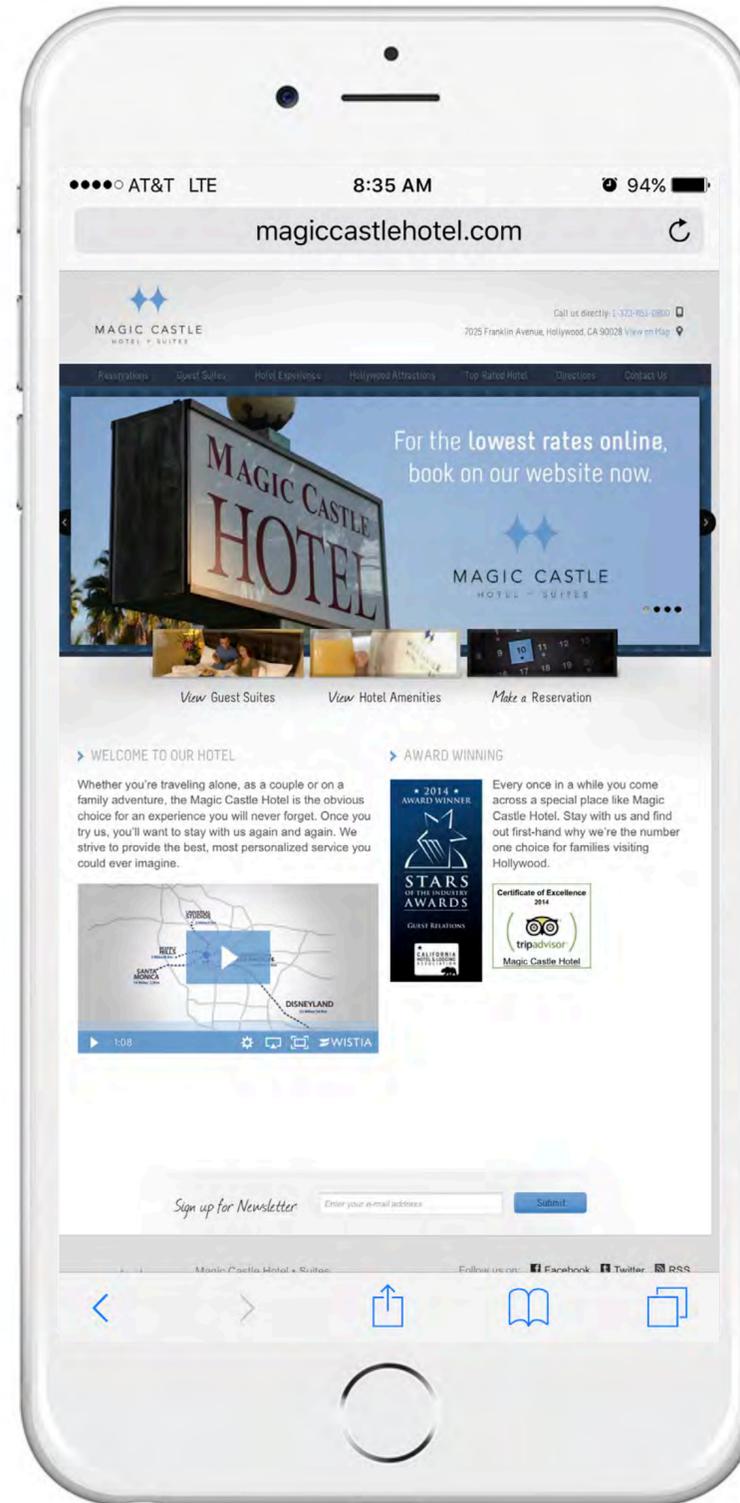
# DO DISPLAY DIFFERENTLY



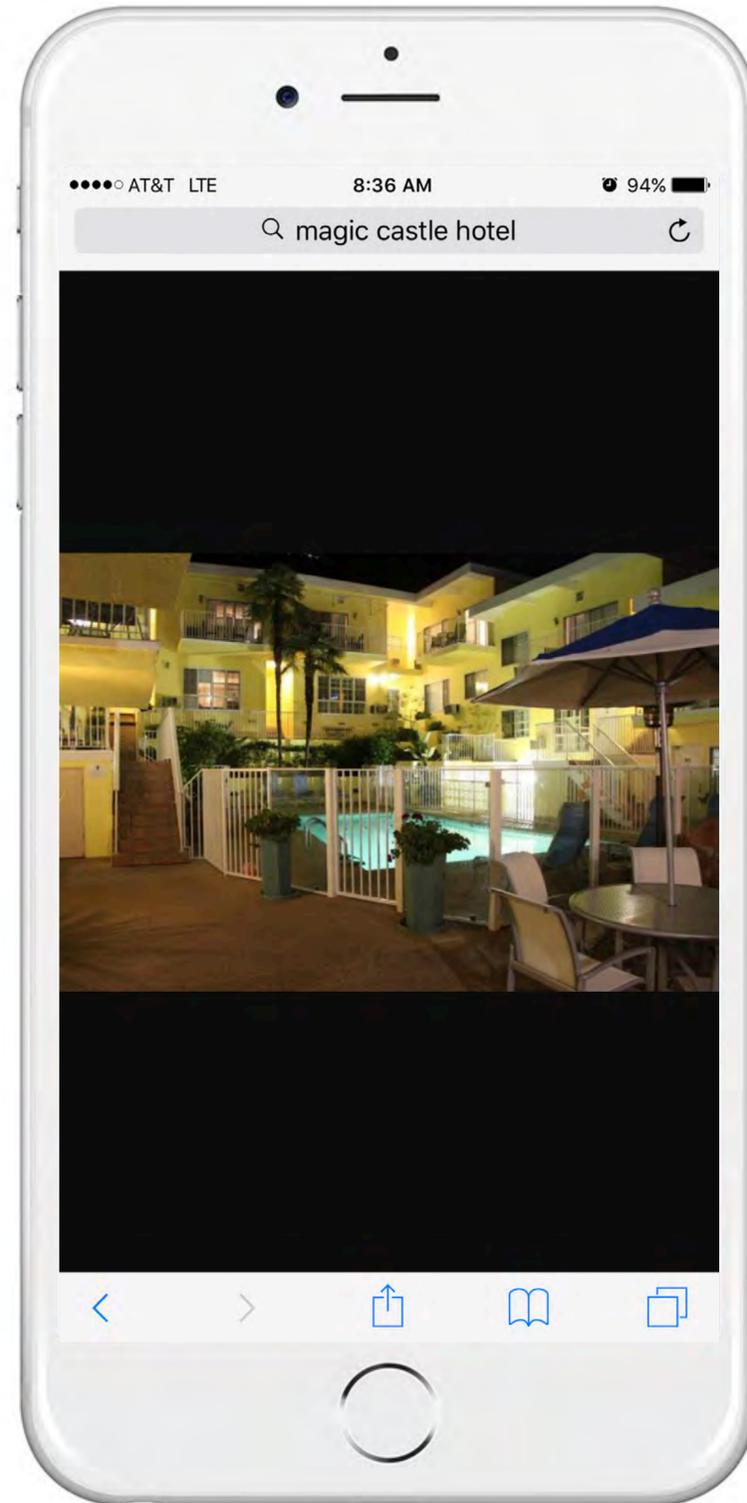
# LEVERAGE THE CONTEXT



# RIDICULOUS CUSTOMER EXPERIENCE



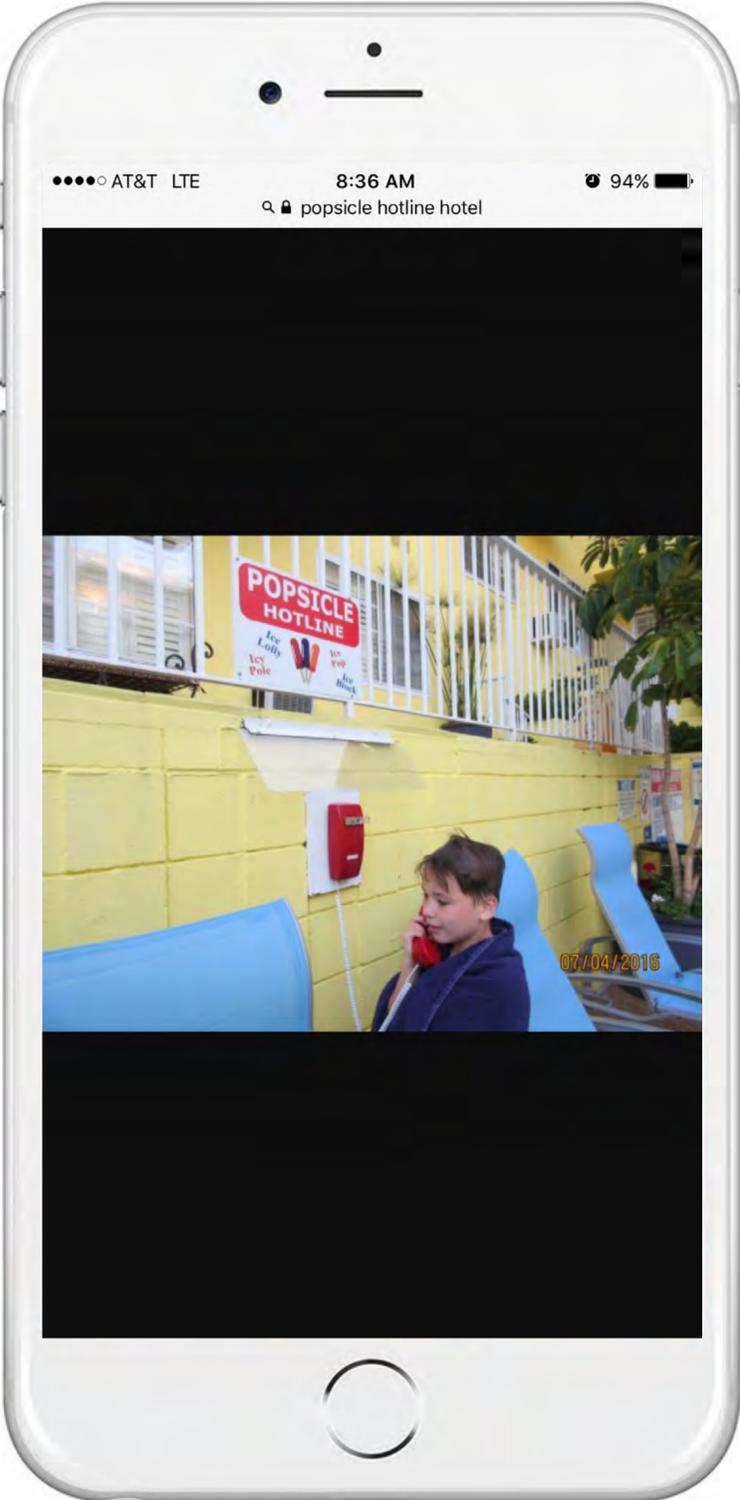
# RIDICULOUS CUSTOMER EXPERIENCE



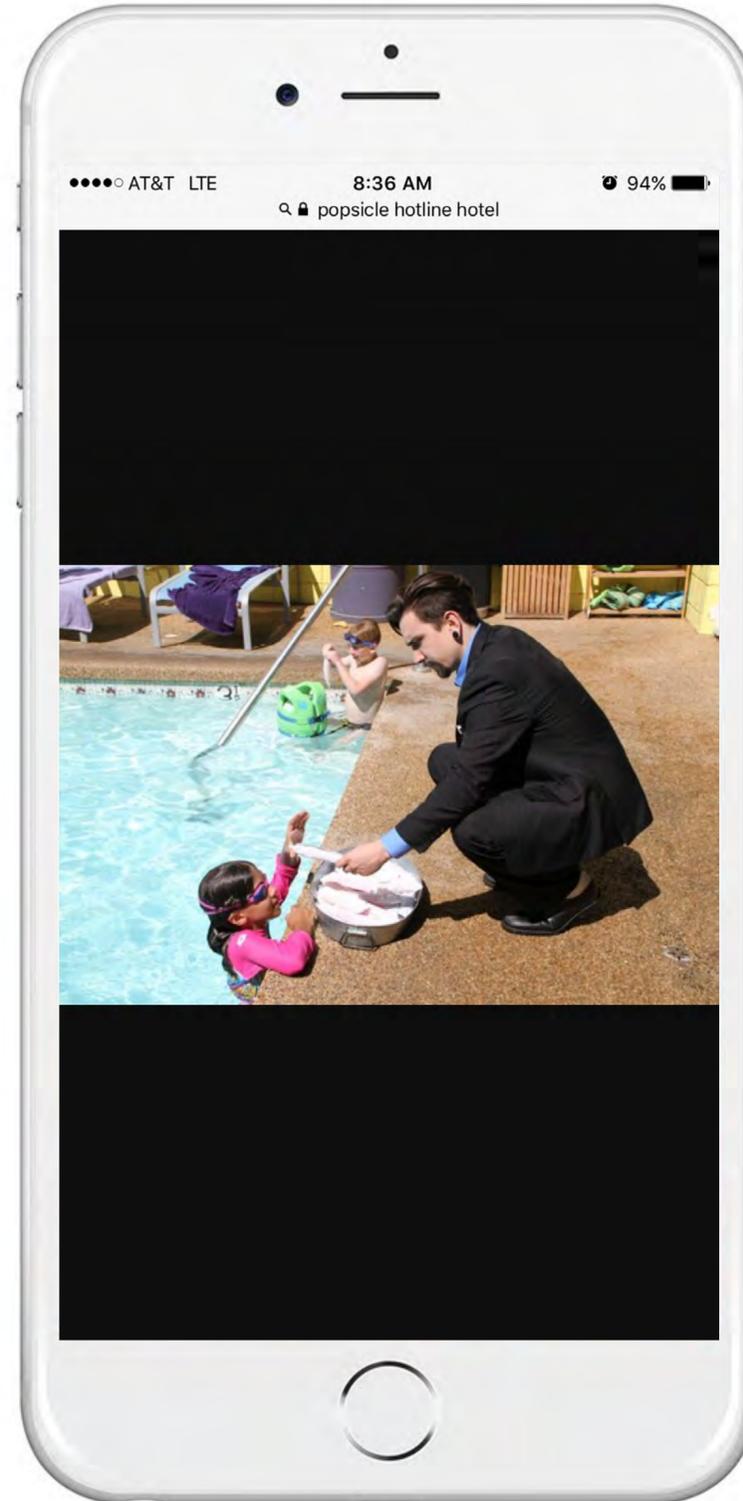
# RIDICULOUS CUSTOMER EXPERIENCE



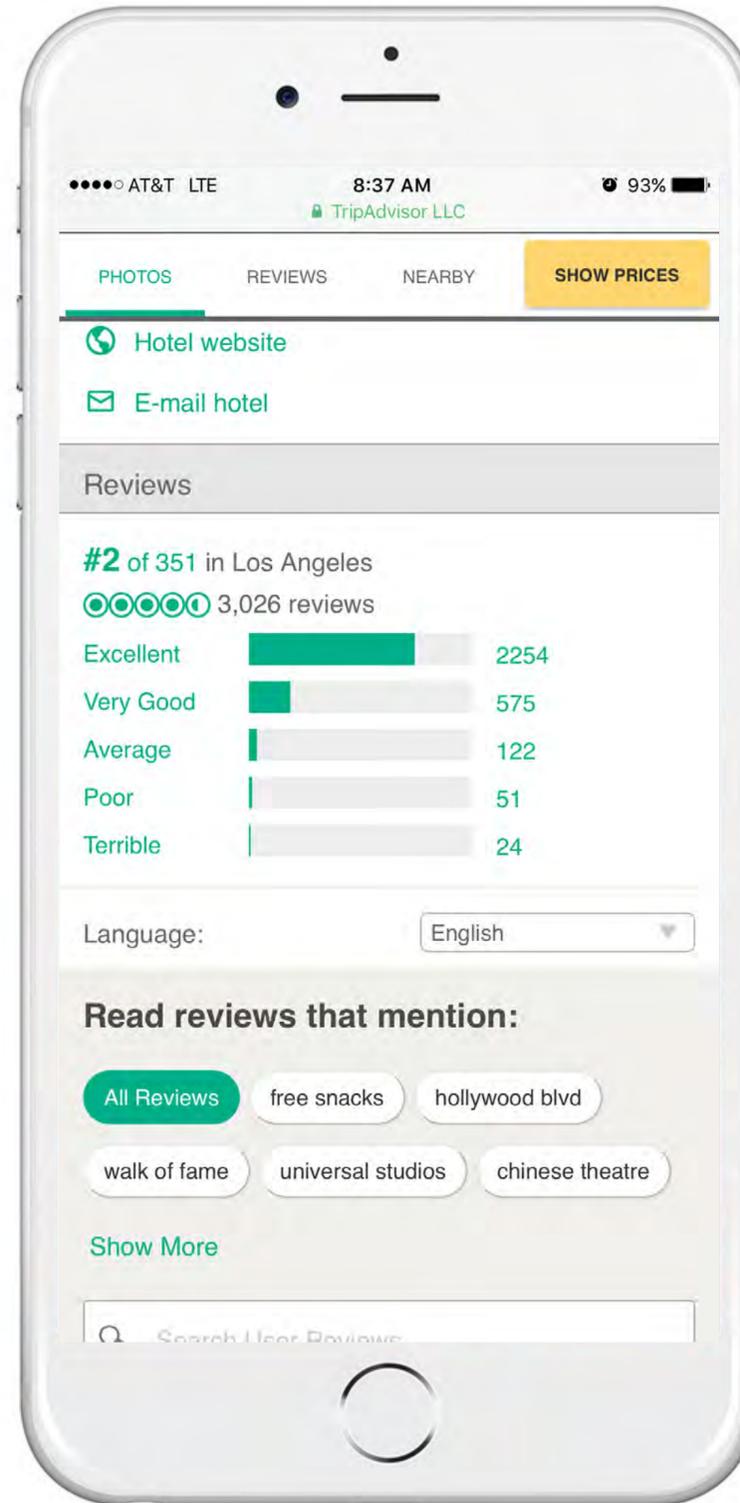
# RIDICULOUS CUSTOMER EXPERIENCE



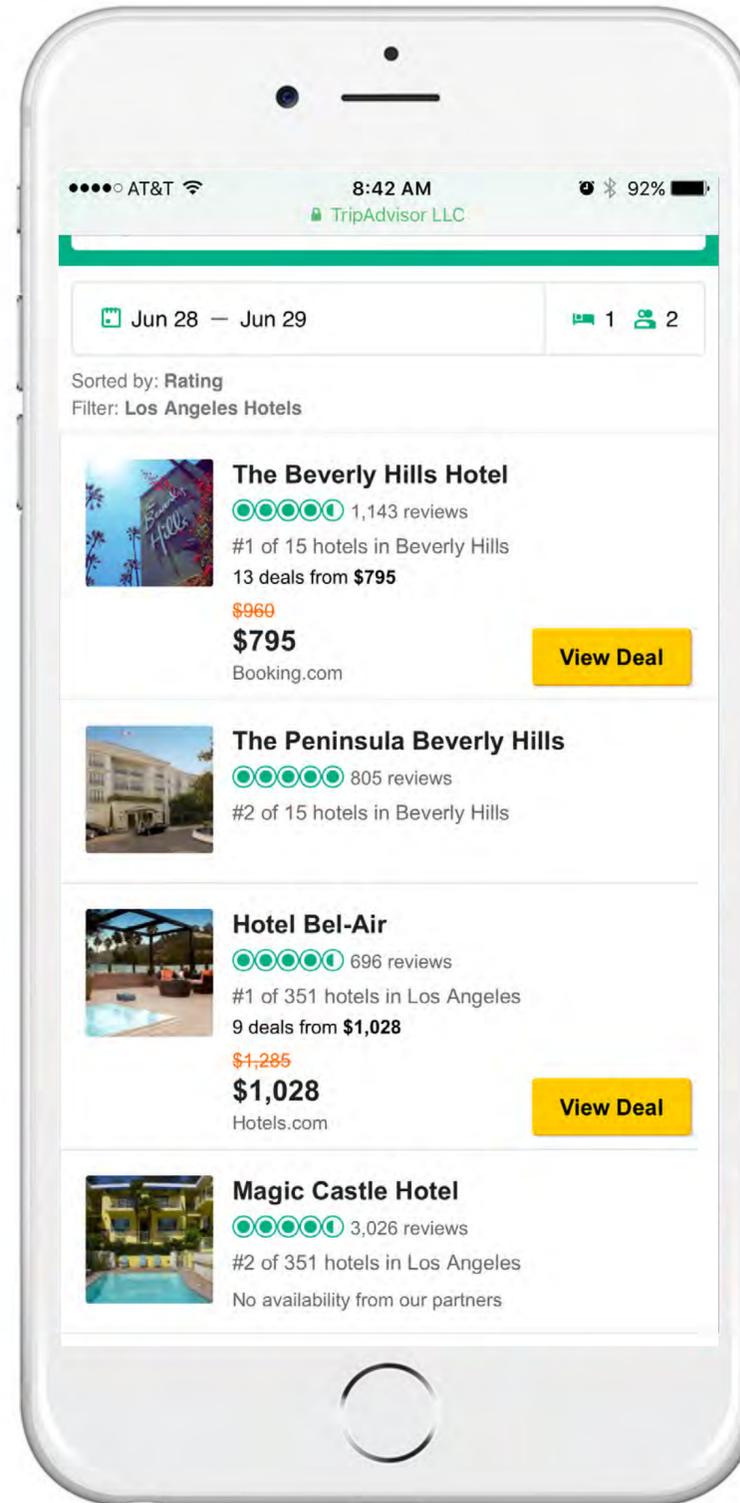
# RIDICULOUS CUSTOMER EXPERIENCE



# RIDICULOUS CUSTOMER EXPERIENCE

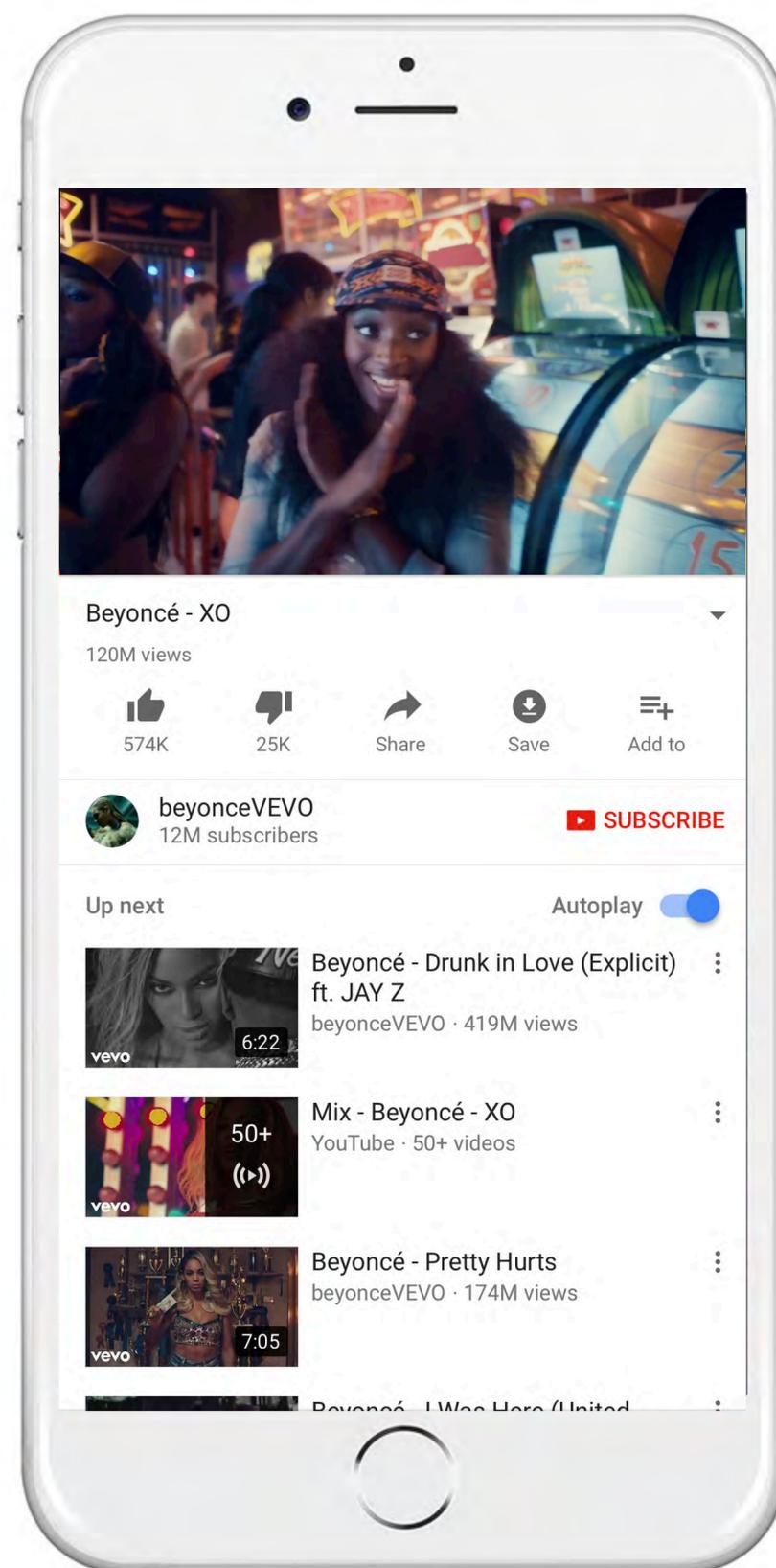


# RIDICULOUS CUSTOMER EXPERIENCE



**SLAY, ALL THE TIME.**

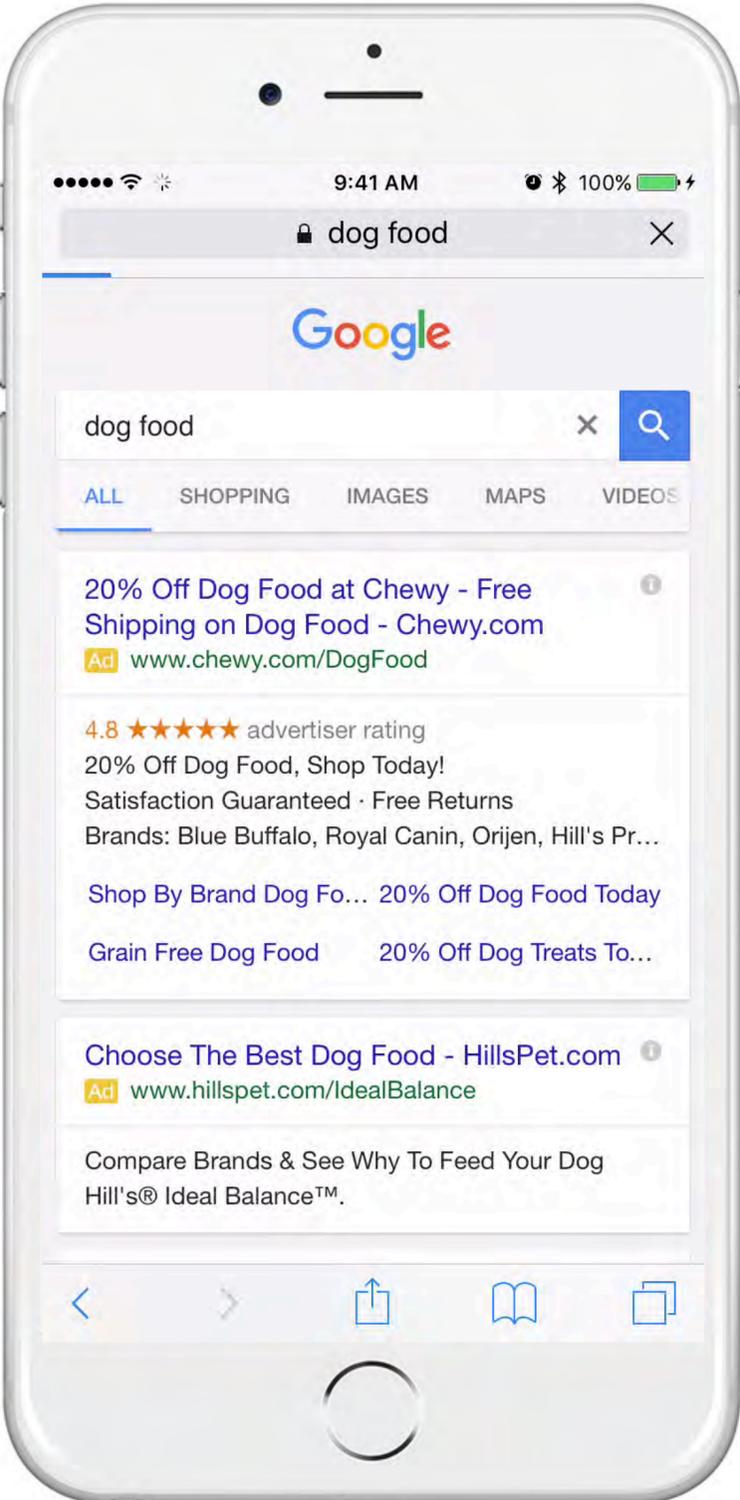
Do ~~better~~ the best you can for the medium.



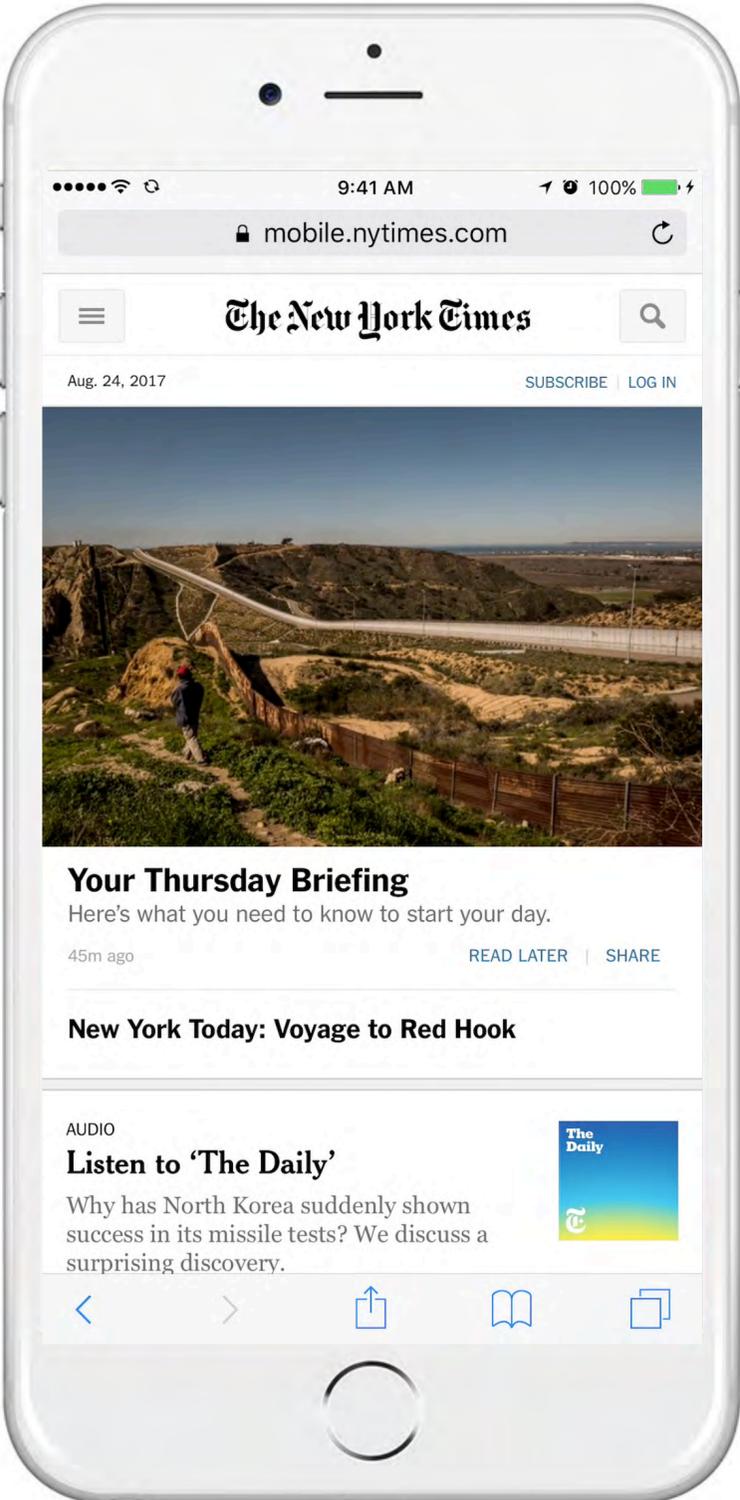
**BE CLOSE TO US.**

You make it easy to connect with you.

# DON'T MAKE ME WORK HARD TO FIND YOU



# SHOW ME THE MONEY



9:41 AM 100%

mobile.nytimes.com

The New York Times

Aug. 24, 2017 SUBSCRIBE LOG IN



### Your Thursday Briefing

Here's what you need to know to start your day.

45m ago READ LATER SHARE

### New York Today: Voyage to Red Hook

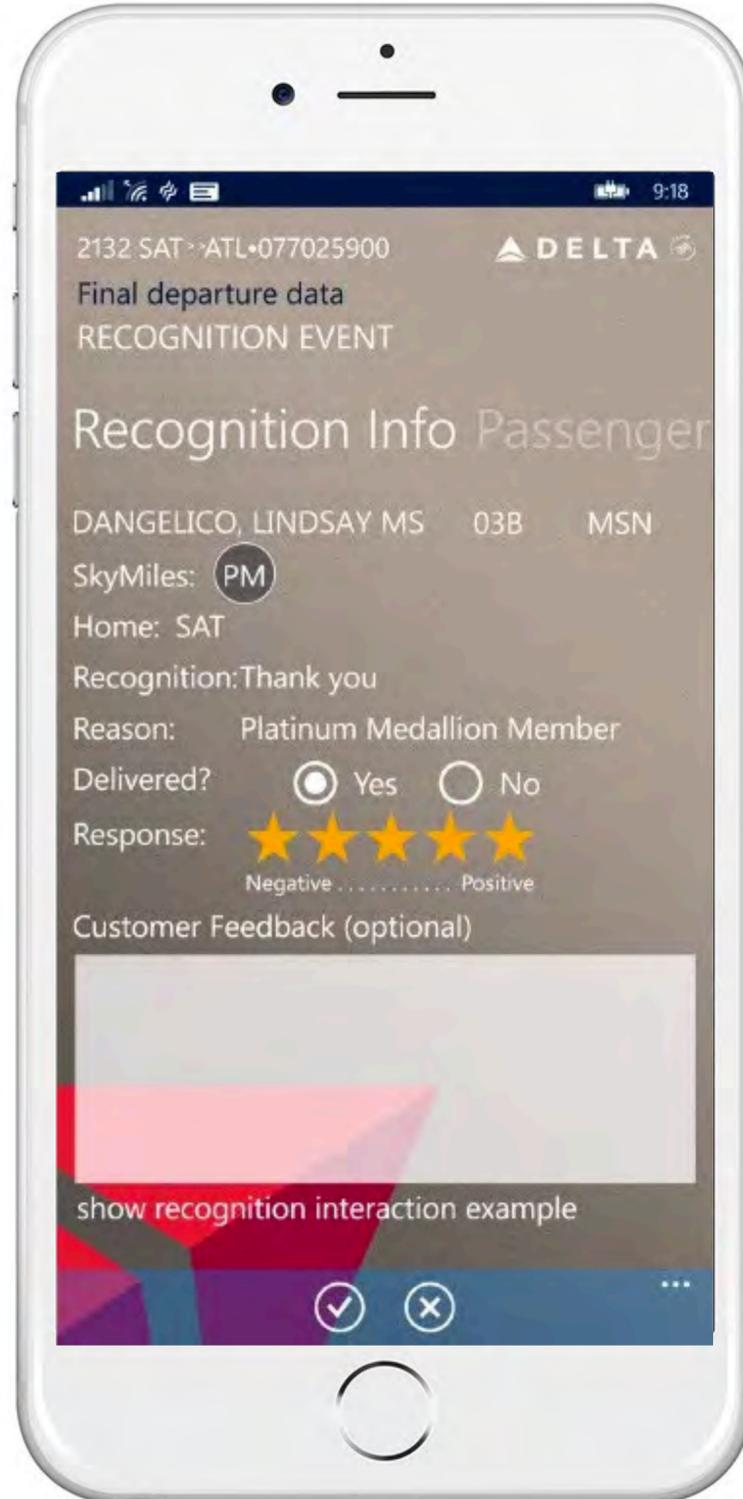
AUDIO

### Listen to 'The Daily'

Why has North Korea suddenly shown success in its missile tests? We discuss a surprising discovery.



# KNOW THY LOVERS



# KNOW THY LOVERS

2132 SAT -> ATL - 077025900 DELTA

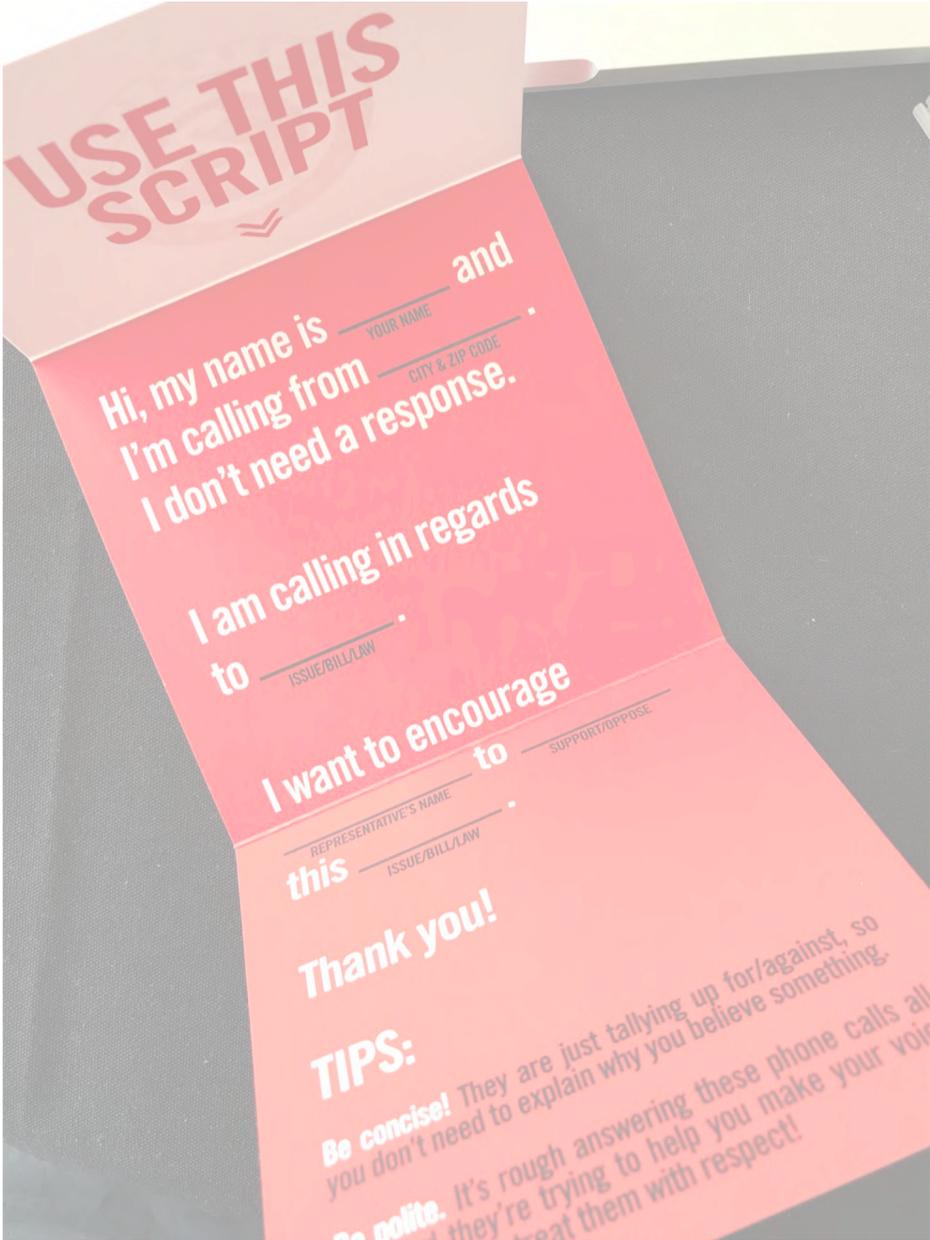
Final departure data

PASSENGER CONNECTIONS

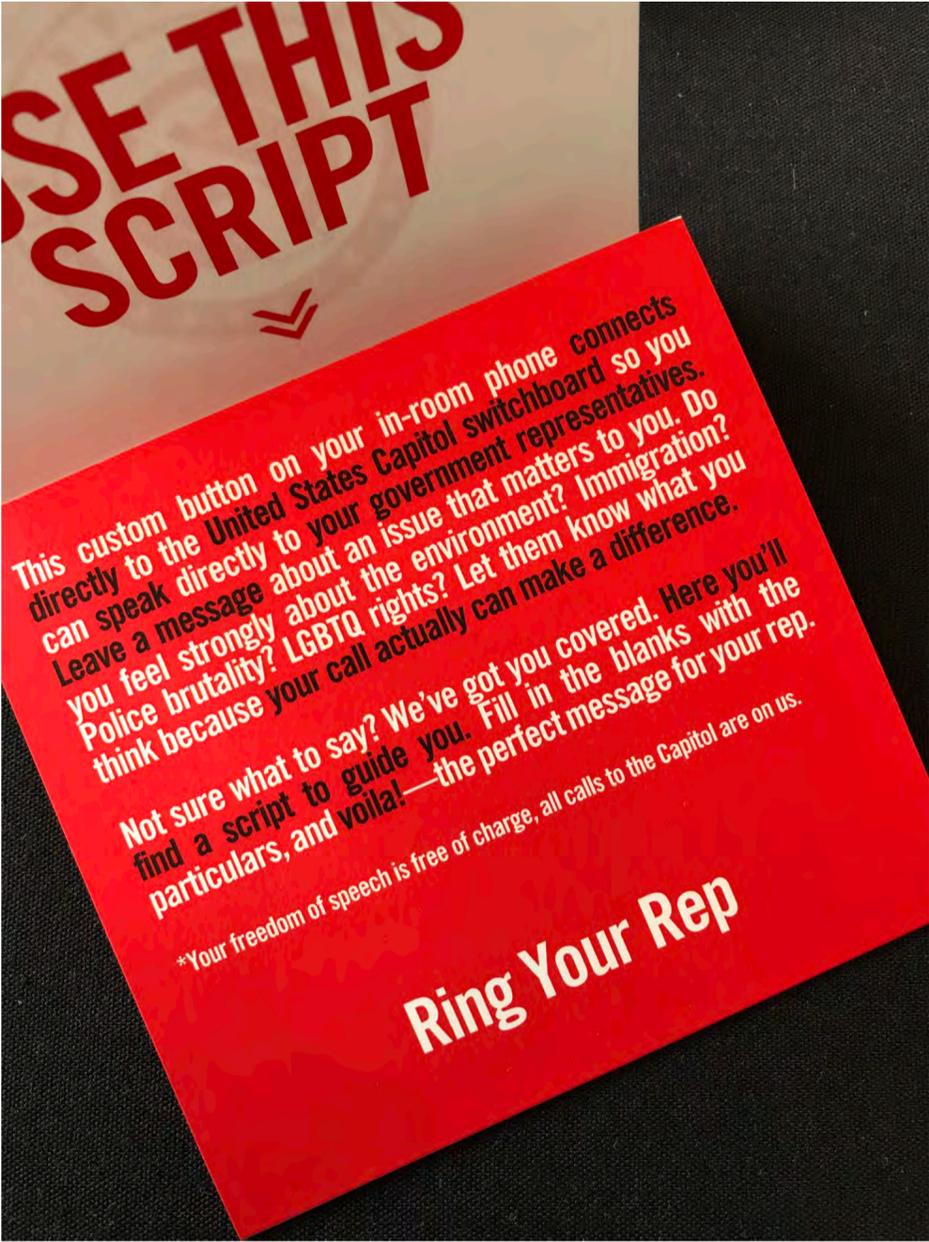
ETA: 17:01 Arr. Gate: B25 Bag Claim: 6

DEST	FLIGHT	GATE	SCHED	ETD	LAYOVER
CHO	4633	D15	16:43		-18m
FAY	3395	D44	16:59		-2m
MSY	1277	A02	17:00		-1m
BDL	2493	B06	17:00		-1m
MKE	1663	B13	17:02		1m
CSG	4182	D24	17:07		6m
RSW	1226	A12	17:15		14m
IAD	1442	B04	17:20		19m
RIC	1198	D06	17:20		19m
JFK	775	A26	17:24		23m
MEM	2067	C55	17:25		24m
CDG	8517	F03	17:25		24m
DCA	2909	A10	17:30		29m

# CONNECT US TO OUR CAUSES



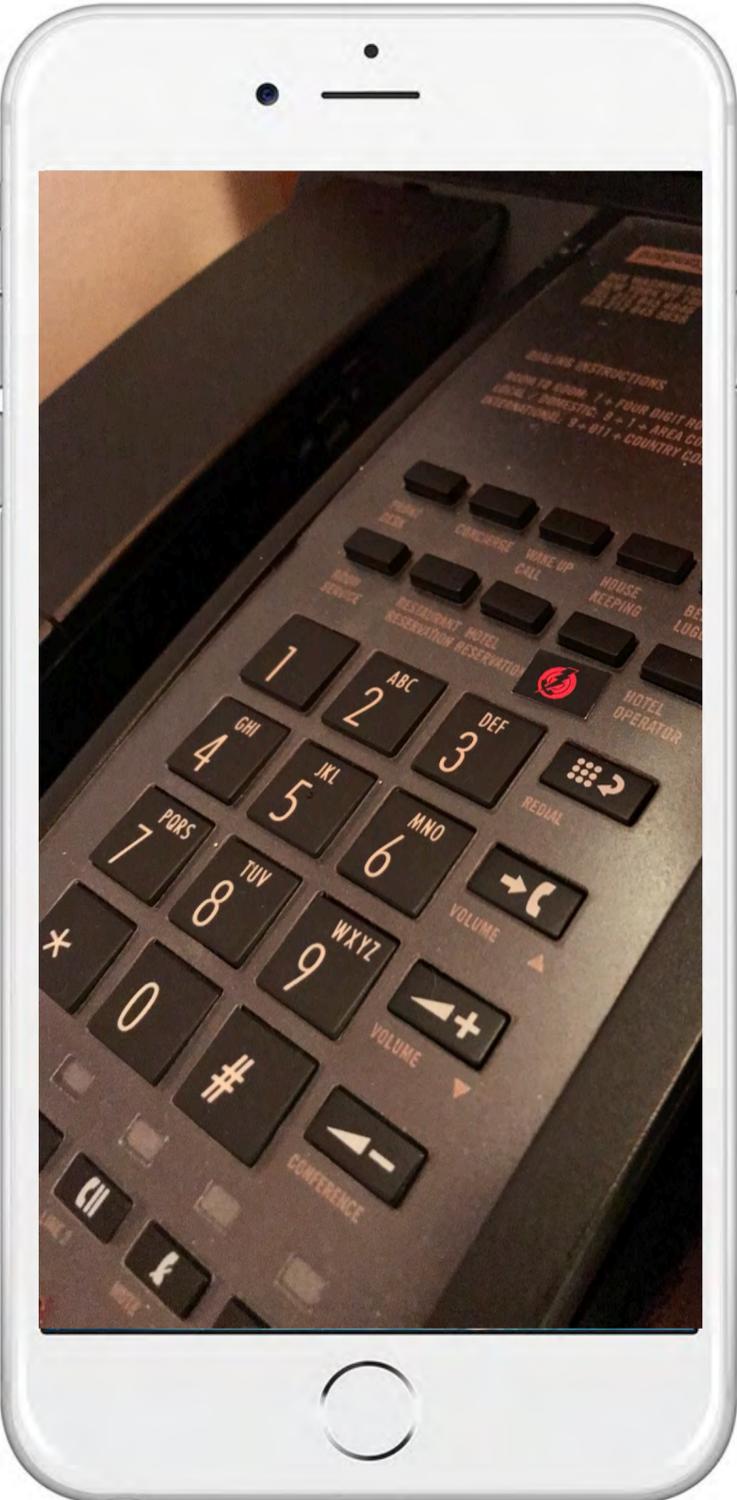
# CONNECT US TO OUR CAUSES



# CONNECT US TO OUR CAUSES



# CONNECT US TO OUR CAUSES



**BE CLOSE TO US.**

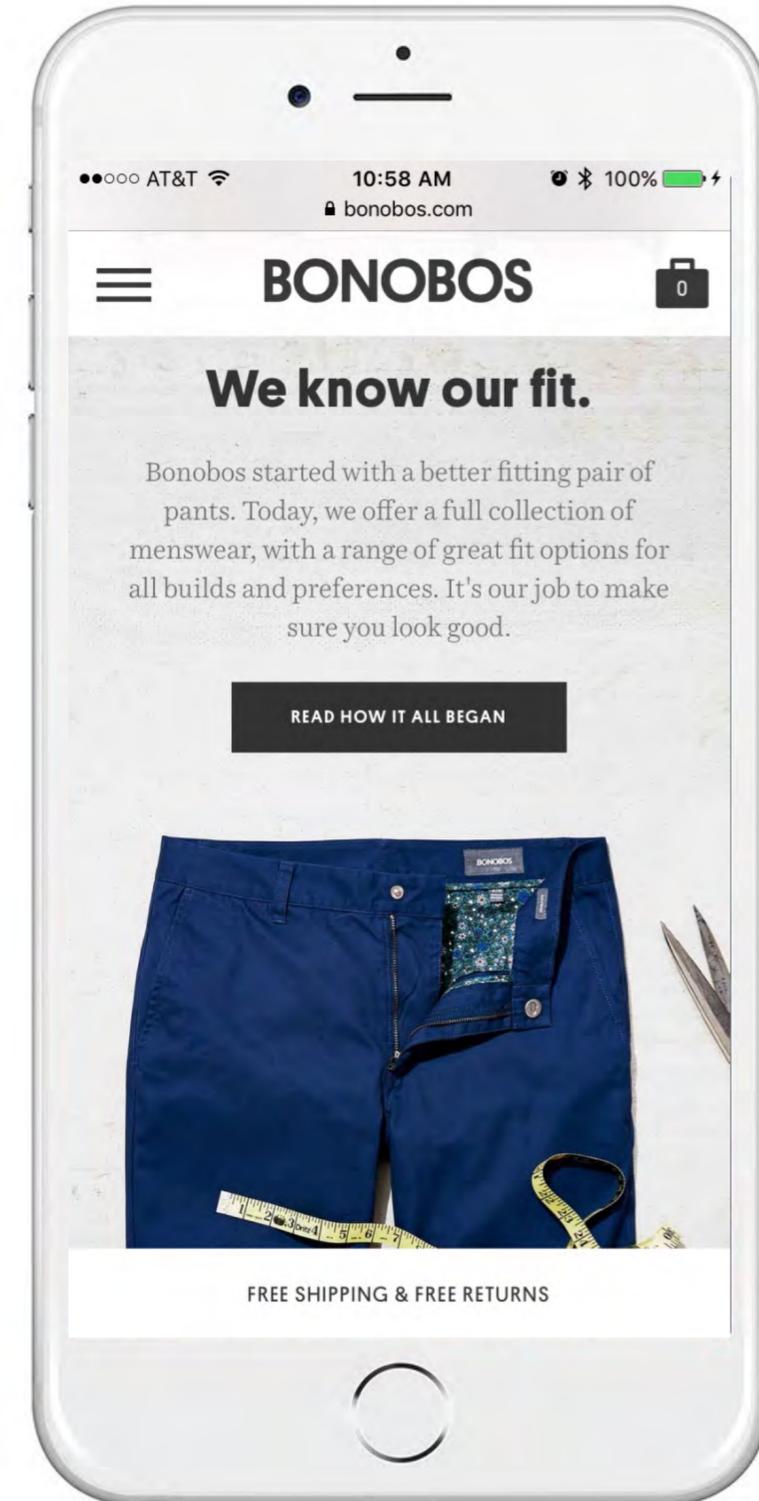
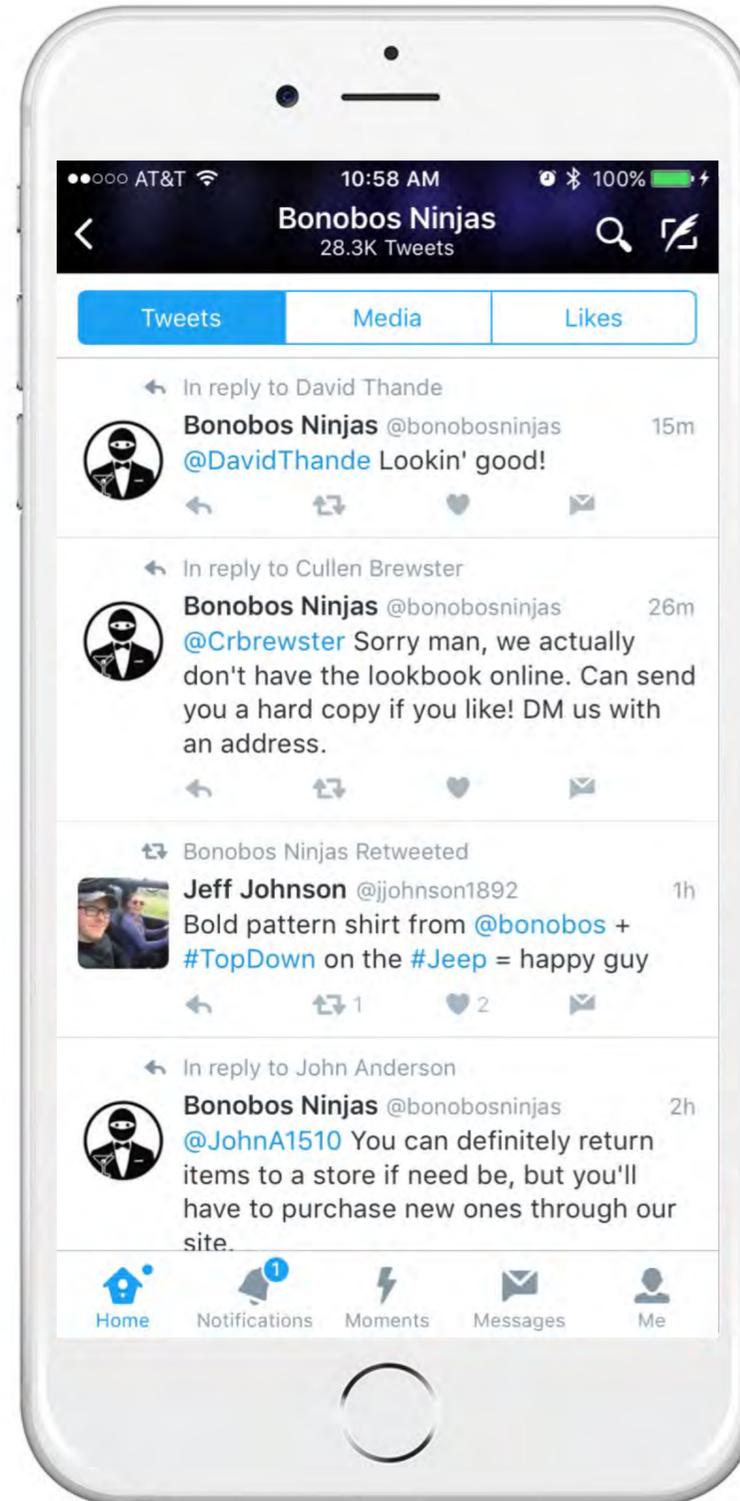
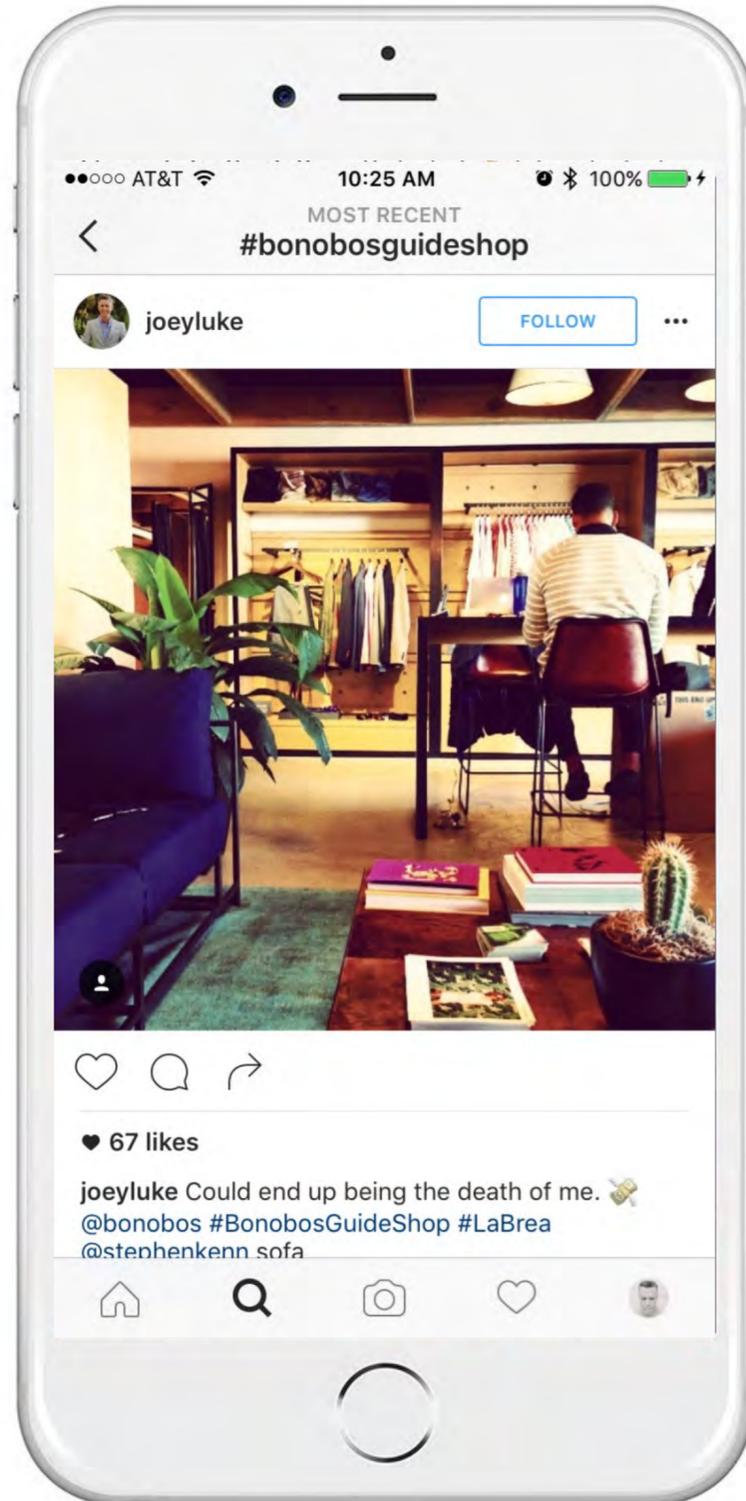
You make it easy to connect with you.



**DÉJÀ VU, ALWAYS.**

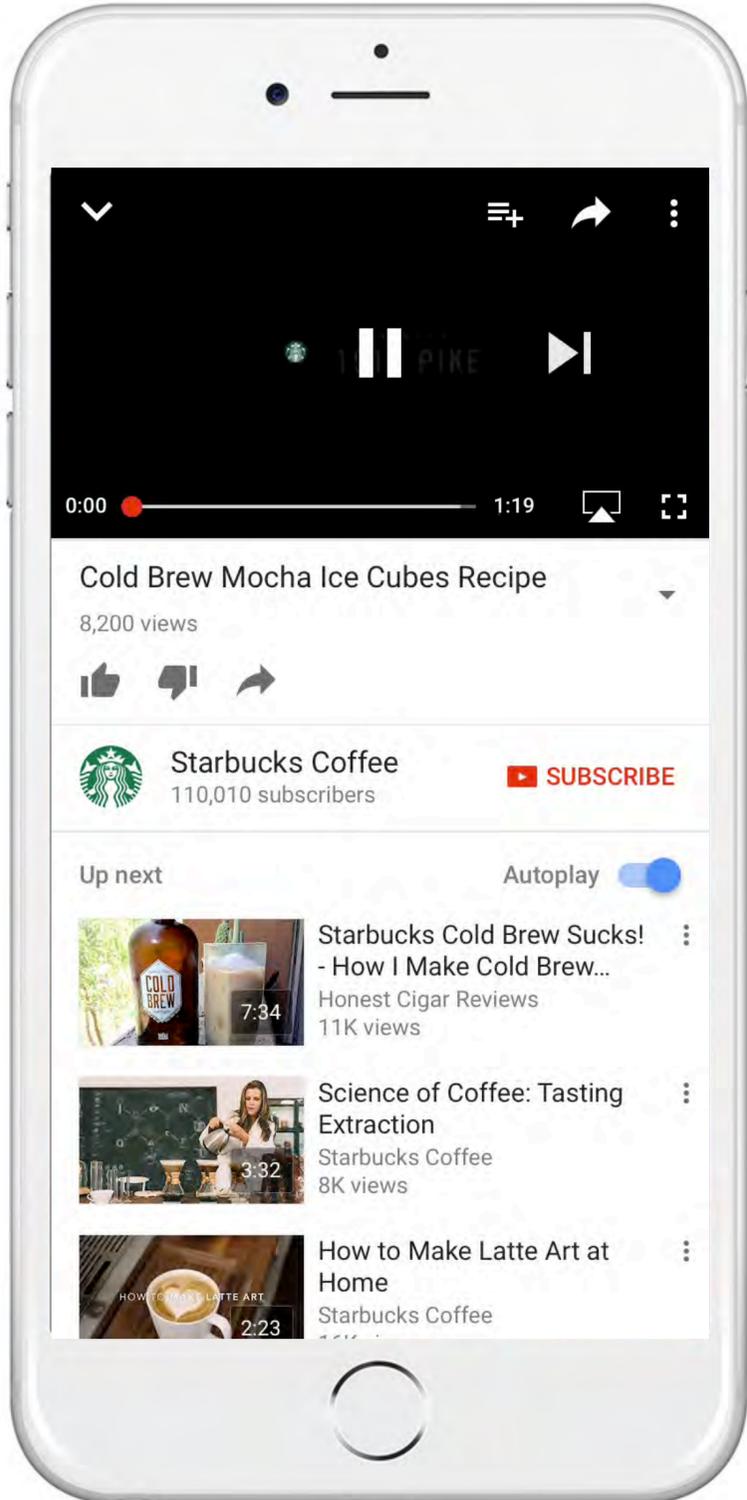
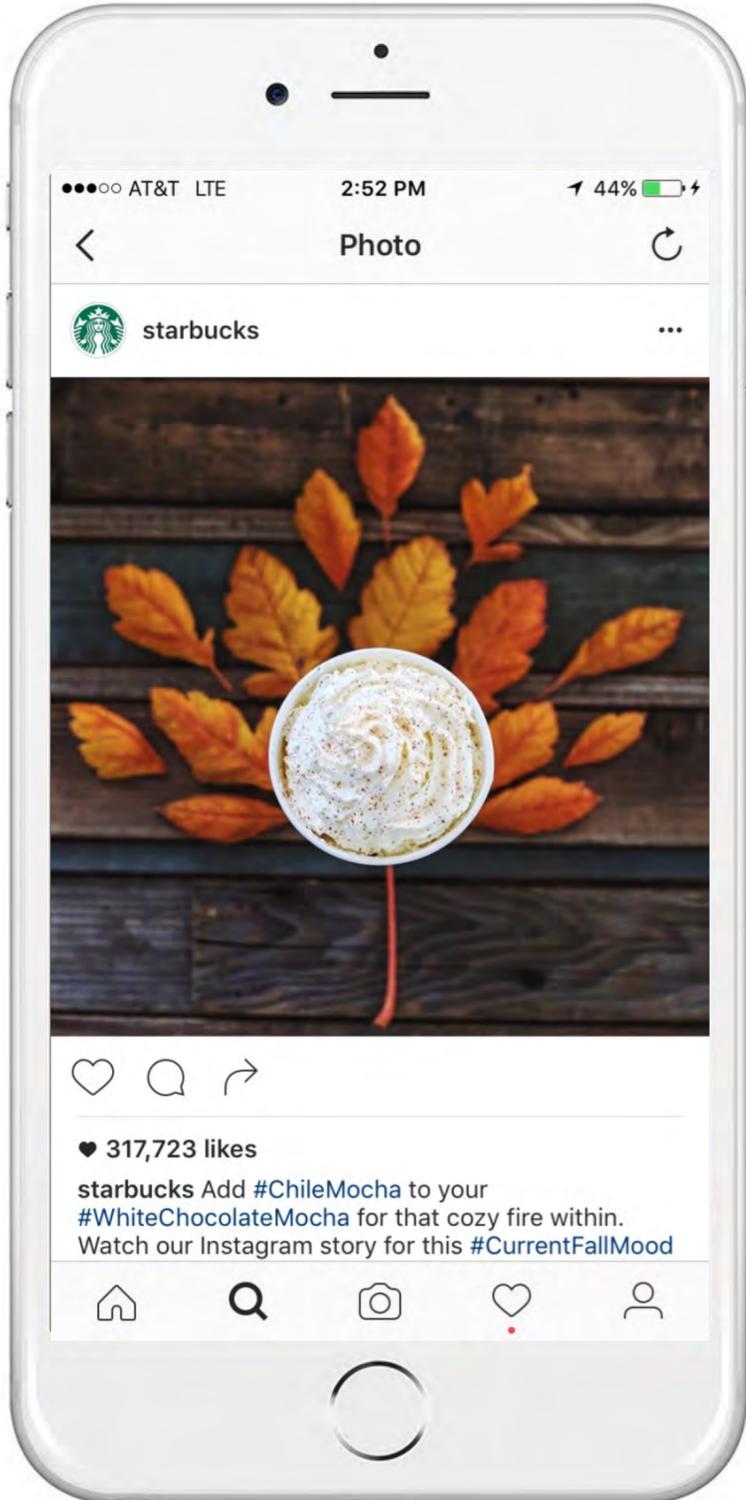
It's the same experience, always.

# NO SURPRISES, EVER





# DOESN'T HAVE TO BE PERFECT, BUT IT HAS TO BE CONSISTENT



**DÉJÀ VU, ALWAYS.**

It's the same experience, always.



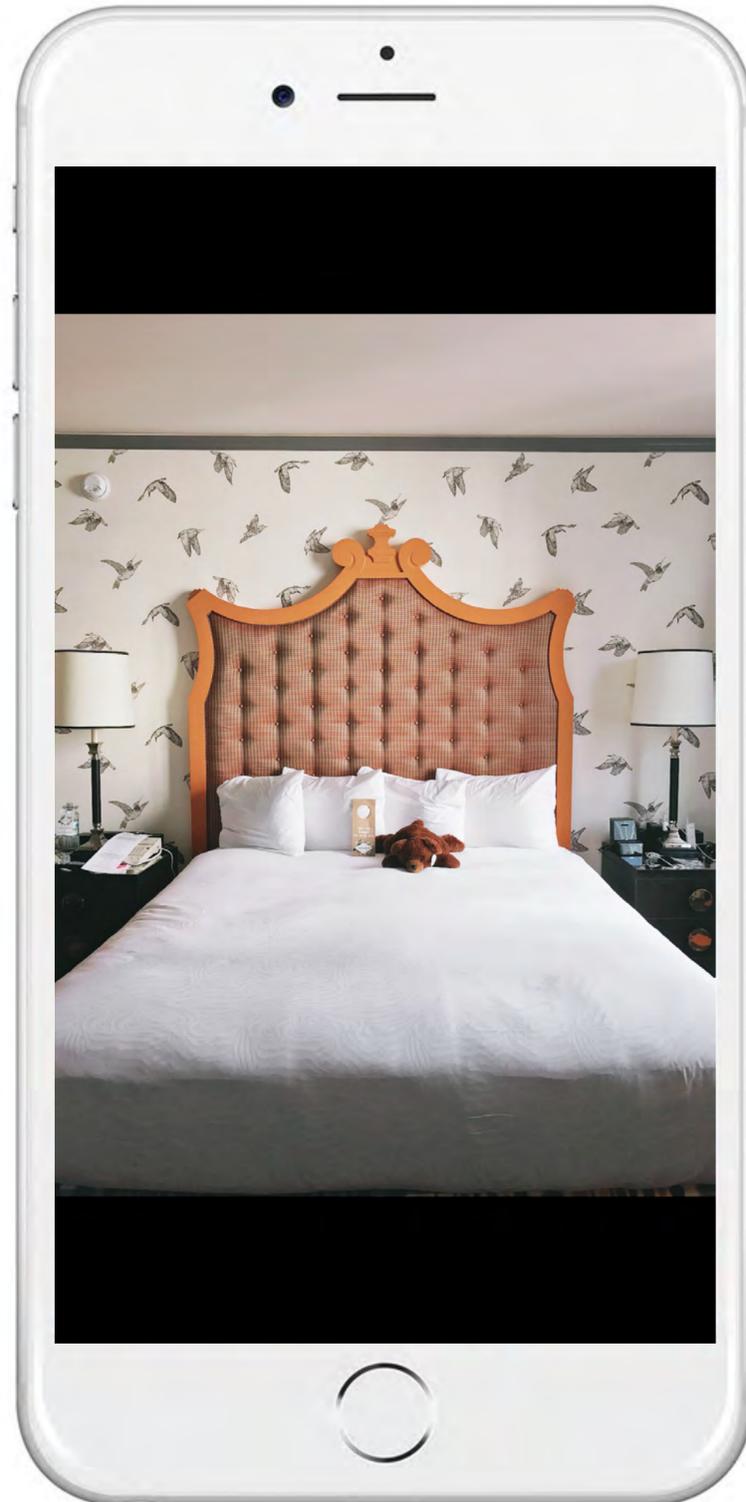
**BE THE BEST THING WE GOT**

Be the best you.

# PEOPLE DON'T CARE ABOUT OFFLINE / ONLINE



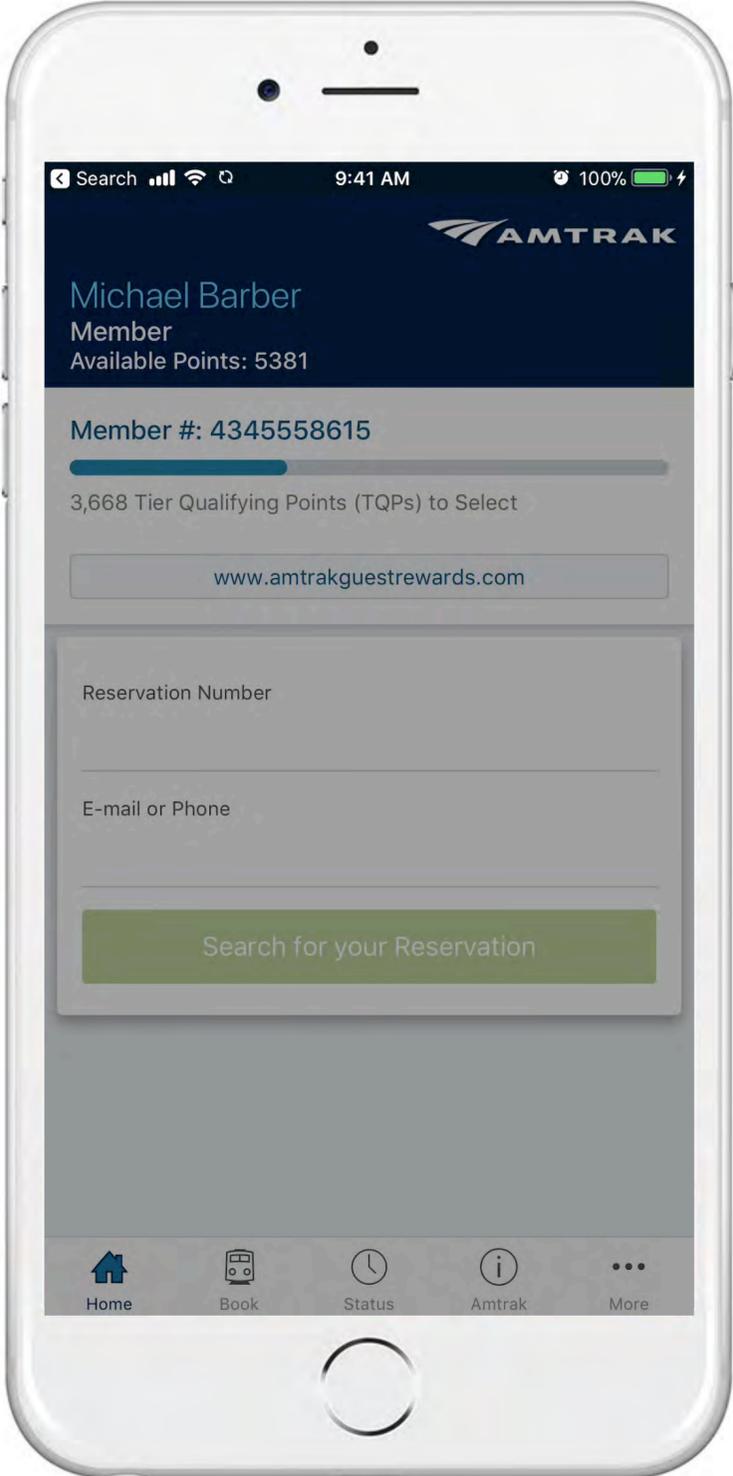
# SURPRISE & DELIGHT



# SURPRISE & DELIGHT



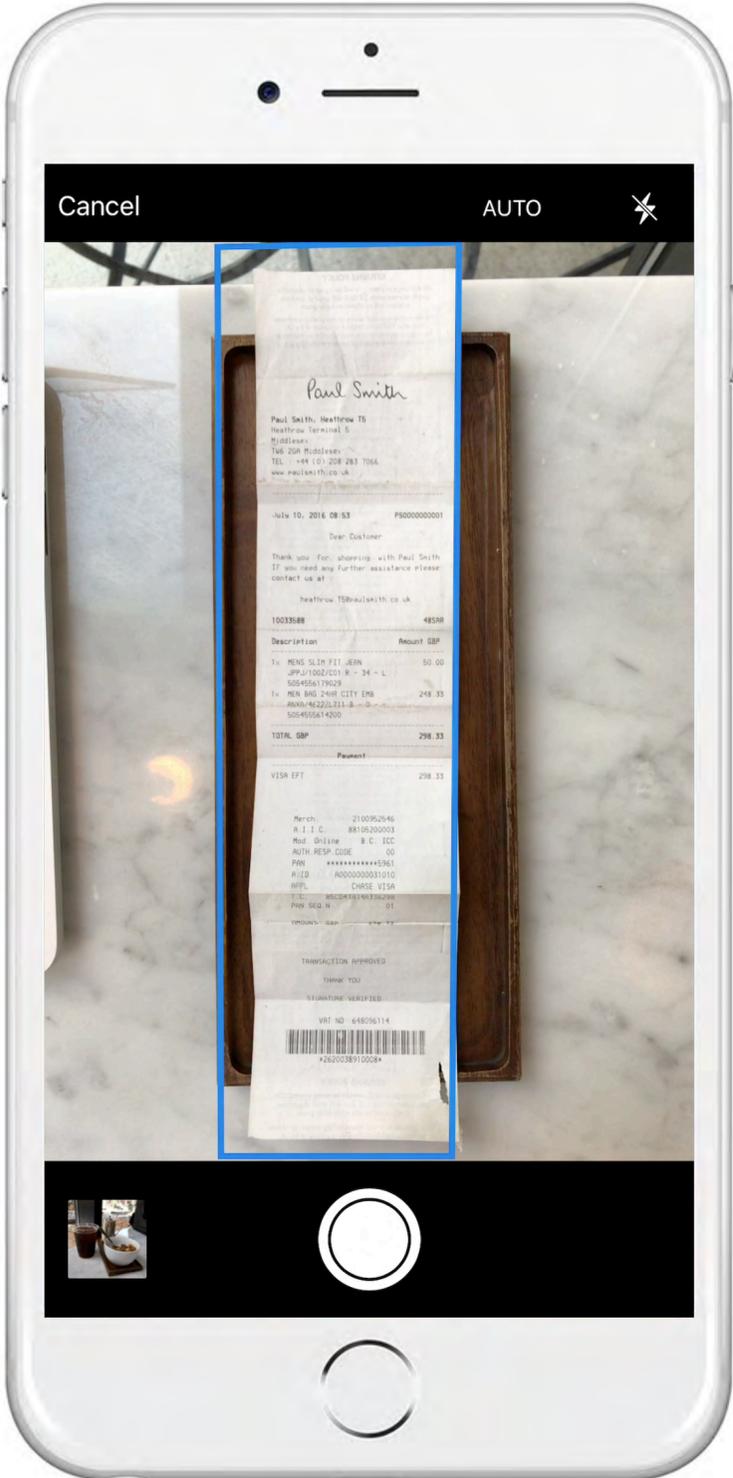
# THE TINIEST OF IMPROVEMENTS



# IT'S THE LITTLE THINGS



# ALWAYS THE LITTLE THINGS



# ALWAYS THE LITTLE THINGS



**BE THE BEST THING WE GOT**

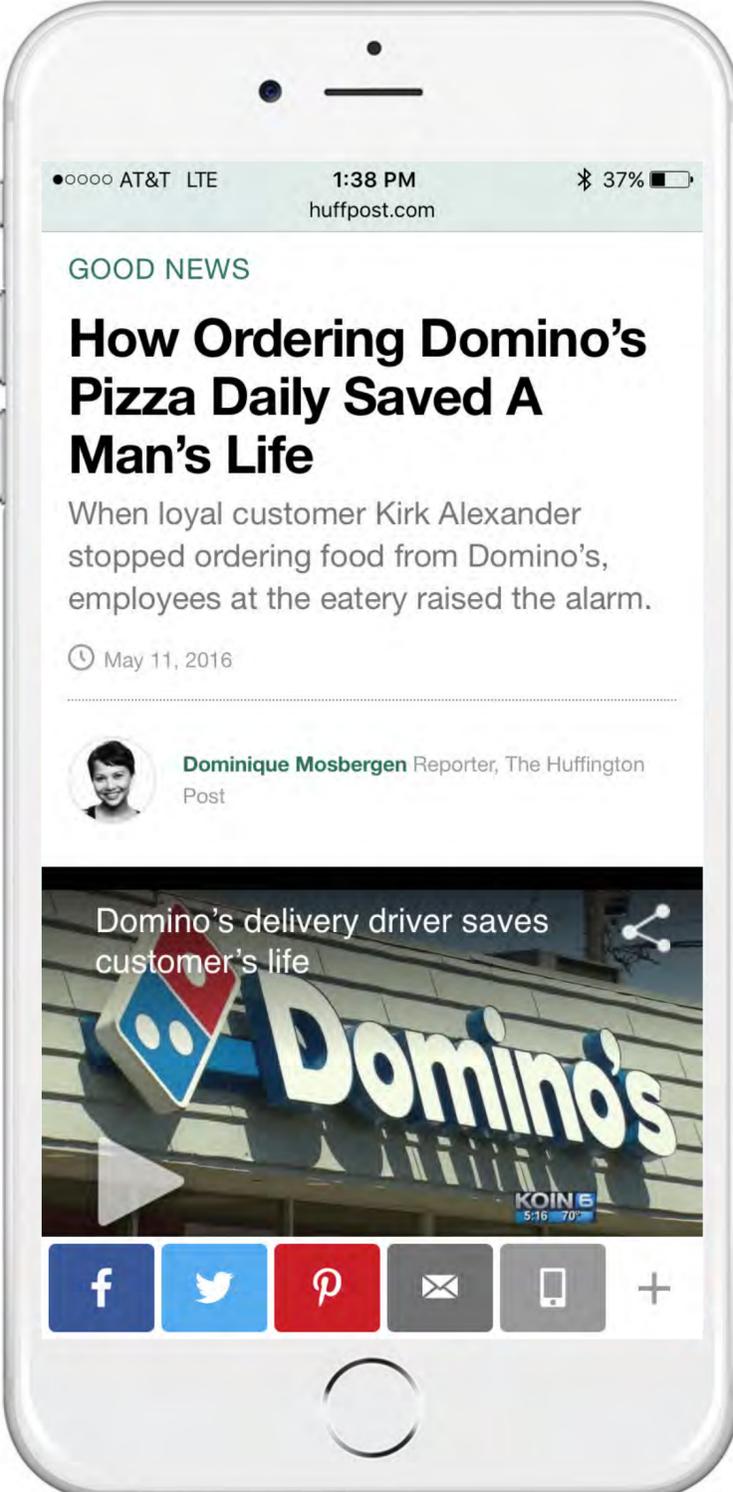
Be the best you.



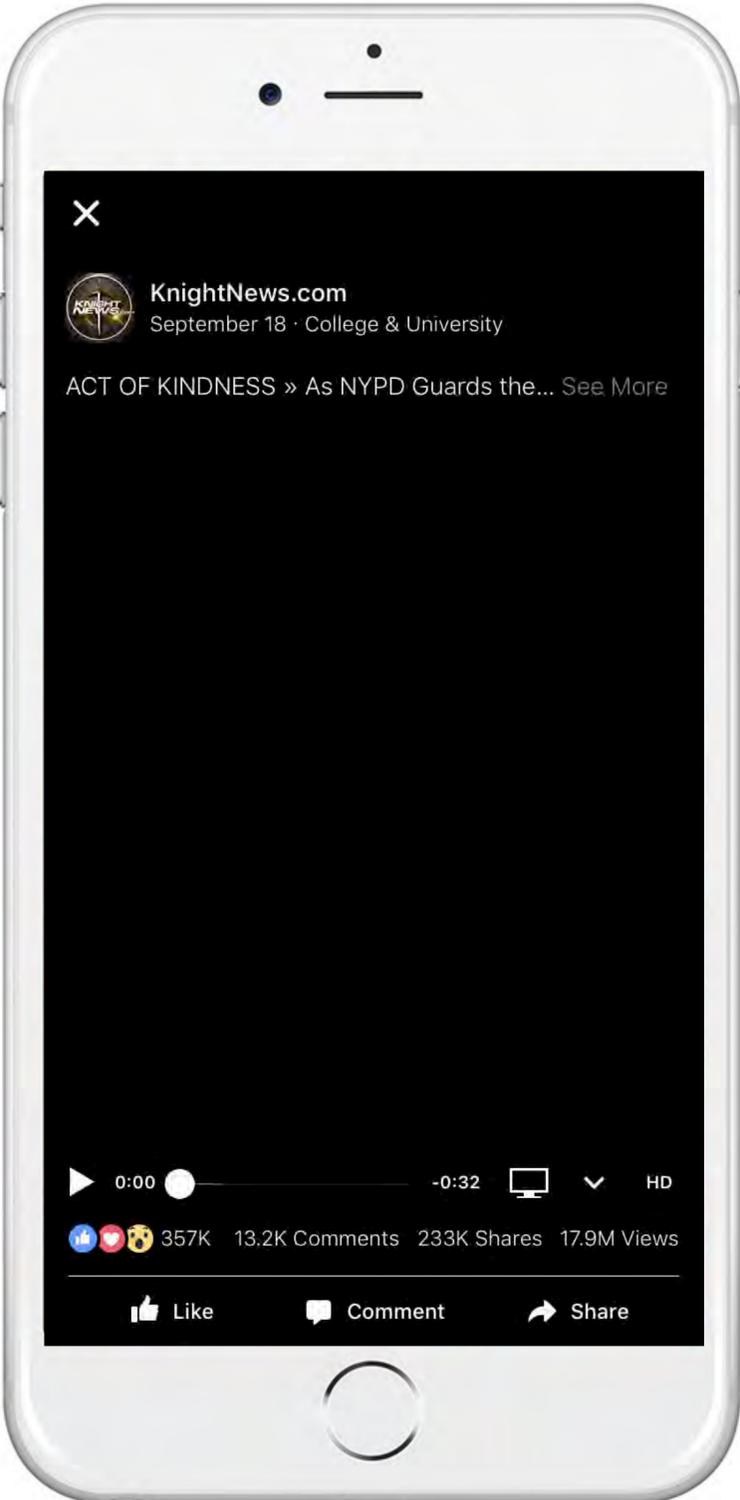
# **GET CRAZY IN LOVE WITH PEOPLE**

Empathy is required, always.

# CUSTOMER SERVICE FTW



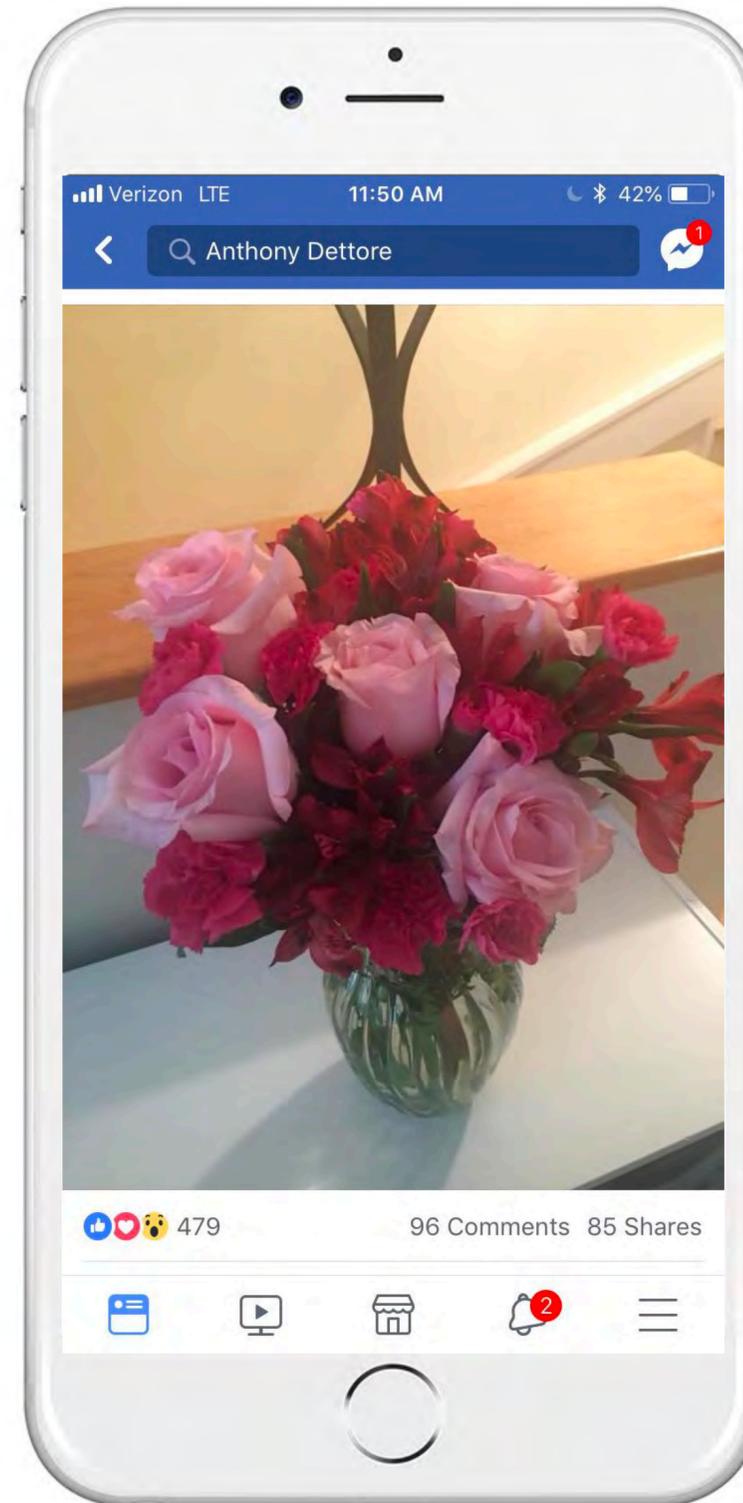
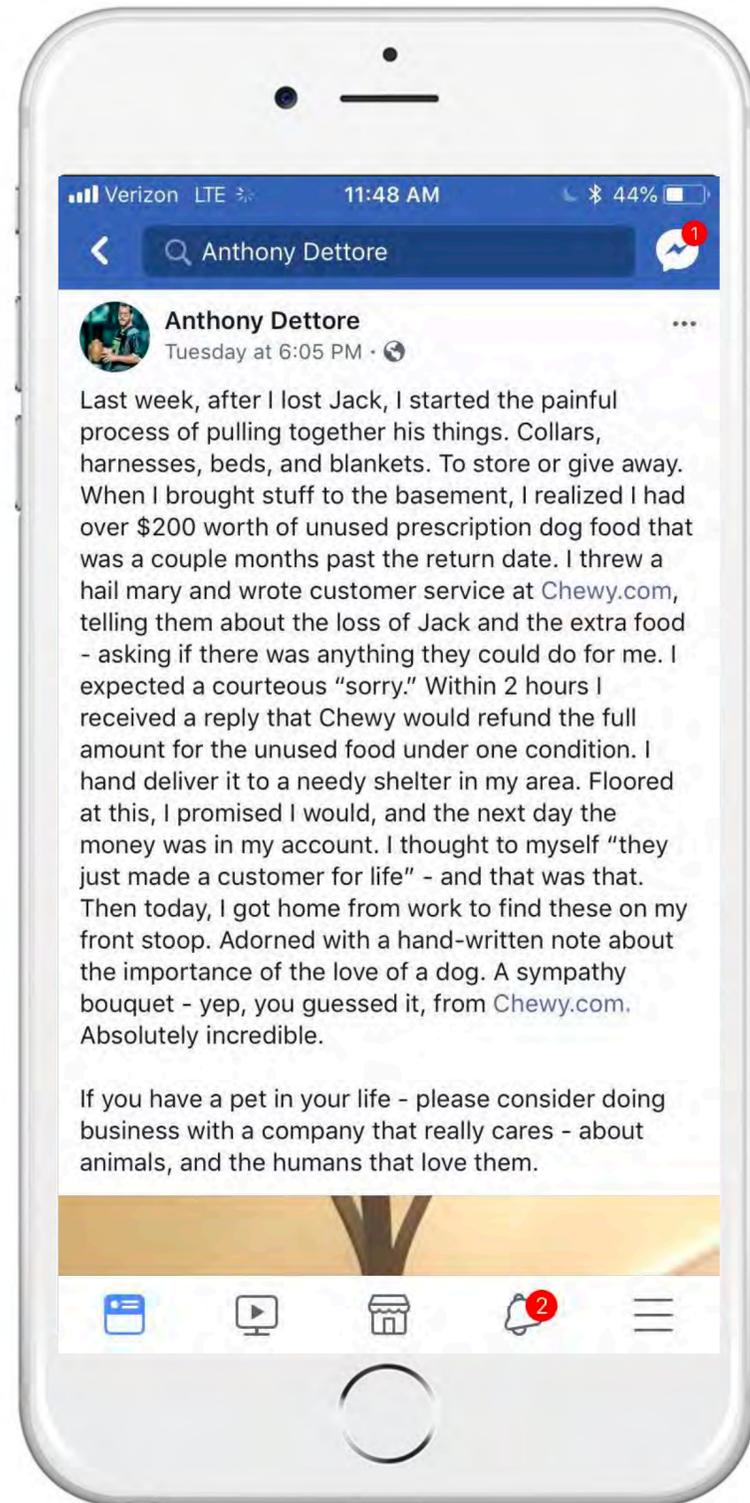
# DOING RIGHT SHOULDN'T HAVE TO BE NEWS



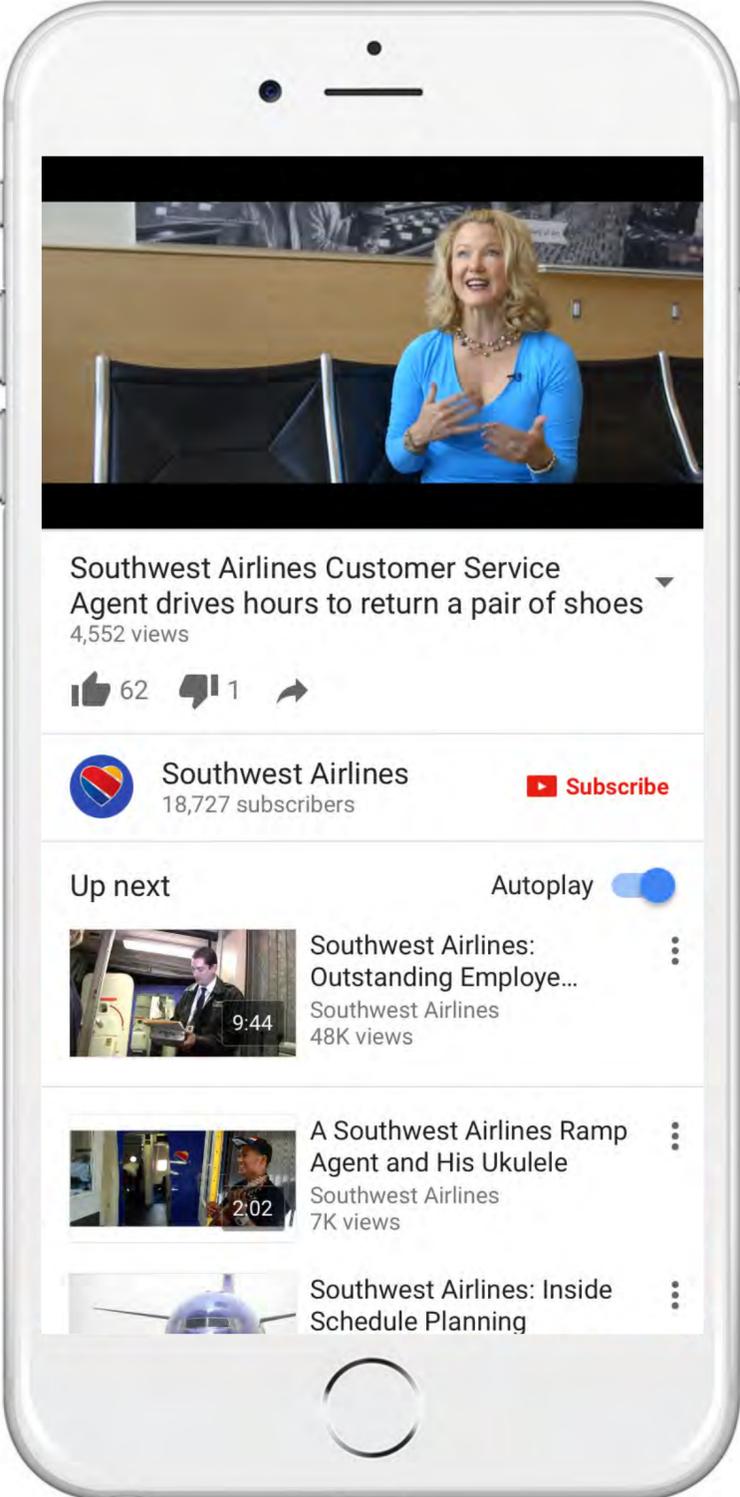
# BUT, IT CAN BE.



# EXTEND THE EXPERIENCE



# AND, I MEAN EMPATHY







**LET'S RECAP**

**SLAY**

PROVE YOU GOT SOME COORDINATION.

**SLAY**

PROVE YOU GOT SOME COORDINATION.

**BE CLOSE TO US**

MAKE IT ALL TOO EASY TO CONNECT WITH YOU.

**SLAY**

PROVE YOU GOT SOME COORDINATION.

**BE CLOSE TO US**

MAKE IT ALL TOO EASY TO CONNECT WITH YOU.

**DÉJÀ VU, ALWAYS**

SAME EXPERIENCE, DAY-IN, DAY-OUT.

**SLAY**

PROVE YOU GOT SOME COORDINATION.

**BE CLOSE TO US**

MAKE IT ALL TOO EASY TO CONNECT WITH YOU.

**DÉJÀ VU, ALWAYS**

SAME EXPERIENCE, DAY-IN, DAY-OUT.

**BE THE BEST THING YOU GOT**

SOMETHING WE'VE NEVER HAD/SEEN/DONE.

**SLAY**

PROVE YOU GOT SOME COORDINATION.

**BE CLOSE TO US**

MAKE IT ALL TOO EASY TO CONNECT WITH YOU.

**DÉJÀ VU, ALWAYS**

SAME EXPERIENCE, DAY-IN, DAY-OUT.

**BE THE BEST THING YOU GOT**

SOMETHING WE'VE NEVER HAD/SEEN/DONE.

**GET CRAZY IN LOVE**

EMPATHY IS REQUIRED, ALWAYS.

**SLAY**

PROVE YOU GOT SOME COORDINATION.

**BE CLOSE TO US**

MAKE IT ALL TOO EASY TO CONNECT WITH YOU.

**DÉJÀ VU, ALWAYS**

SAME EXPERIENCE, DAY-IN, DAY-OUT.

**BE THE BEST THING YOU GOT**

SOMETHING WE'VE NEVER HAD/SEEN/DONE.

**GET CRAZY IN LOVE**

EMPATHY IS REQUIRED, ALWAYS.

**TAKE IT FROM  .  
MAKE PEOPLE XO.**



**THANK YOU.**

Want to say hello? @michaeljbarber