

# Six Second Brand.

**Marketing in chaos:  
How to succeed where others fail.**

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# Introduction.

It is estimated that each day more than **27 million pieces of content are shared on the internet and Americans are exposed to more than 5,000 marketing messages.** This nonstop cacophony has forced the automatic screening process that our brains employ to get faster and faster, creating a brutal environment for marketers. A piece of brand communication has literally seconds to break through the noise and make an impression on its audience. As consumers, we are impatient, conflicted and overwhelmed. We abandon videos that don't enthrall us in the opening moments, bail out of web sites that don't load quickly enough and scroll through our social media channels compulsively.



Marketers have responded to this unprecedented competition for consumer attention in a variety of ways. It's been five years since YouTube rolled out of the six-second, un-skippable bumper video format for advertising. Since then, there have and will be new ad units and social media platforms developed ad nauseam every month that will claim to "grab more attention" or "get more engagement." But those promises are empty unless as an advertiser you do two things:

1. Have a relevant message that can be communicated within seconds.
2. Present your message over and over in a compelling way.

This document is about far more than creating six-second content, it's about building a Six Second Brand, a brand that can sustain and grow in a world with a multitude of fragmented messages bombarding consumers every day.



**In the six seconds it takes you to read this headline, you will have decided whether to read this article or one of several thousand other pieces of content.**







## Six seconds is a split-second.

Making snap decisions is nothing new for human beings. Our very survival depends on it. We've evolved to form immediate impressions and quickly evaluate the presence of danger or opportunity. In fact, our brains are wired to take about six seconds to feel or defuse an anger response, to establish a sense of empathy and compassion or to consider an action and decide whether or not to take it. But evolution is a slow burn and, over the past century, the astronomical increase in the speed and volume of stimuli we receive has outpaced our ability to process it. The Six Second Brand offers a way to be heard.

Not only are we inundated with messages, but we also live in a time-starved culture. Technology is an enabler—a way to cope with our busy lives—but in the end, it can create as much chaos as it curtails. Smartphones created a revolution in their ability to help us connect and work remotely. But every extra hour of screen time now sucks away valuable time from somewhere else as there are a plethora of rabbit holes on the app store that can increase our productivity or wash it down the drain. We have responded by compartmentalizing our lives. We are task-oriented, tracking our time, living in increments. Want examples? We have reminders on our calendars that show up on a watch that nudges us that it's time to leave to pick up the kids. We wear another device that reminds us to exercise and tracks our sleep cycles. In increments. The Six Second Brand offers a way to fit in.

But there's another key observation about human behavior that offers a bright spot in what seems to be a vortex that will forever trap brands and marketers. Think about your favorite vacation. Or a special time you spent with your friends. You just tapped into your memories. And the beauty of them is they can be vivid and clear. And you can cram a lot of information into them. But notice how memories come in moments, or increments of about six seconds. You don't remember every single second of that weekend with your friends at the lake, you have a lot of memories that come in small bites. String them all together and there's a story. That's where the Six Second Brand offers hope.



Time-  
Starved

Pre-Established  
Perception

Emotive  
Memory

Six  
Second  
Brand.

# The Six Second Brand.

A Six Second Brand is not a campaign built with six-second ads. A Six Second Brand is one whose identity and meaning and purpose are so definitively and succinctly established that consumers can interact with its marketing communications with an existing and intuitive understanding of the values and culture represented by the brand. Think about the opening paragraphs in this article that described how we as humans process and make decisions in seconds. How do we do that? We bring our own pre-established perception of the situation and rely on it to fill in the blanks—sometimes the situation is an interaction with your brand. This is why vague demographics alone can only be so successful in targeting consumers. People bring their own beliefs and values to an interaction with your brand. Building accurate personas of possible audiences is an overlooked and underrated advantage in today's media planning and creative development.



## A Six Second Brand is not one dimensional.

Understanding all potential audiences is step one. Understanding where to reach them is step two. The choices for most of marketing history were print, TV, radio, outdoor, and oh yeah, don't forget to add some direct mail. But digital marketing has taken over and there is no looking back. While traditional tactics haven't completely been eliminated, they don't dominate. They take their seat in the room, humbled by the cost, efficiency and the holy grail—data collection—offered by digital marketing. Today, a Six Second Brand is one that deftly meets likely consumers on a variety of media and platforms—earned, owned and paid. With messages and content that are relevant to their values and their beliefs. To over-stimulated, over-saturated human beings, what is meaningful is memorable.

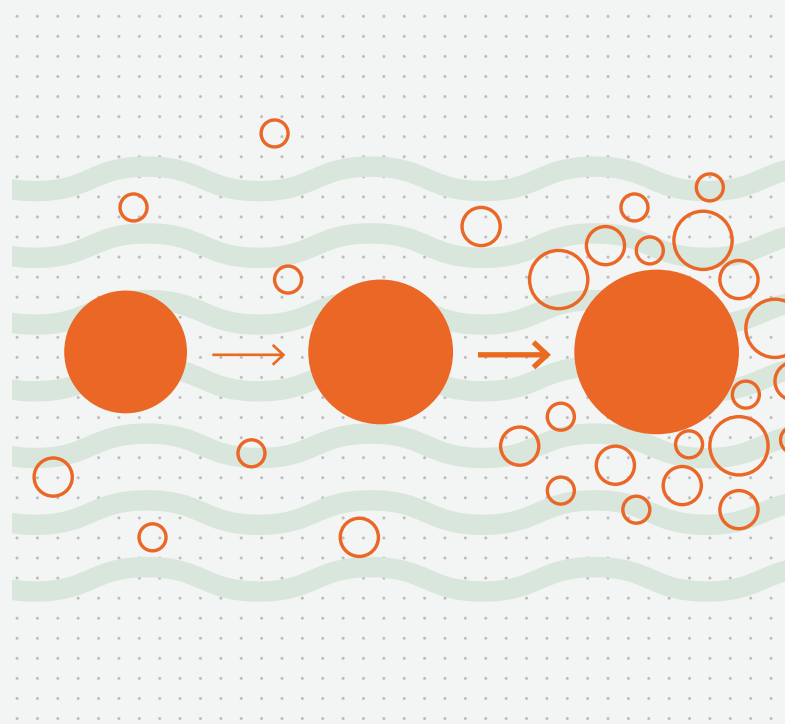
## A Six Second Brand is built over time.

A Six Second Brand is not an instant success. It is built over time. It's much like when you meet someone, you have a first impression. While it may be the strongest impression, with subsequent meetings, we begin to formulate a story about that person. Their age, their marital status, their level of success. We can imagine what their house looks like, what kind of car they drive, what kind of parent they might be, even where they might vacation. A Six Second Brand understands that every interaction will inform the story a consumer will formulate about the brand. From the brand name to the logo, the website and every other piece of communication, the story will develop and inform their perception. The chance to direct that story is by understanding where they are coming from and what is relevant and memorable to them.



## A quick science lesson.

In particle physics it is believed that particles acquire mass as they pass through something called the Higgs Field, an immersive, universal, charged field of energy. Particles that pass through the field without sparking interaction are without mass. But particles that excite interaction with the field acquire mass from that interaction; the more activity the particle stimulates, the more mass it acquires—the more mass it acquires, the more likely it is to excite more interaction.



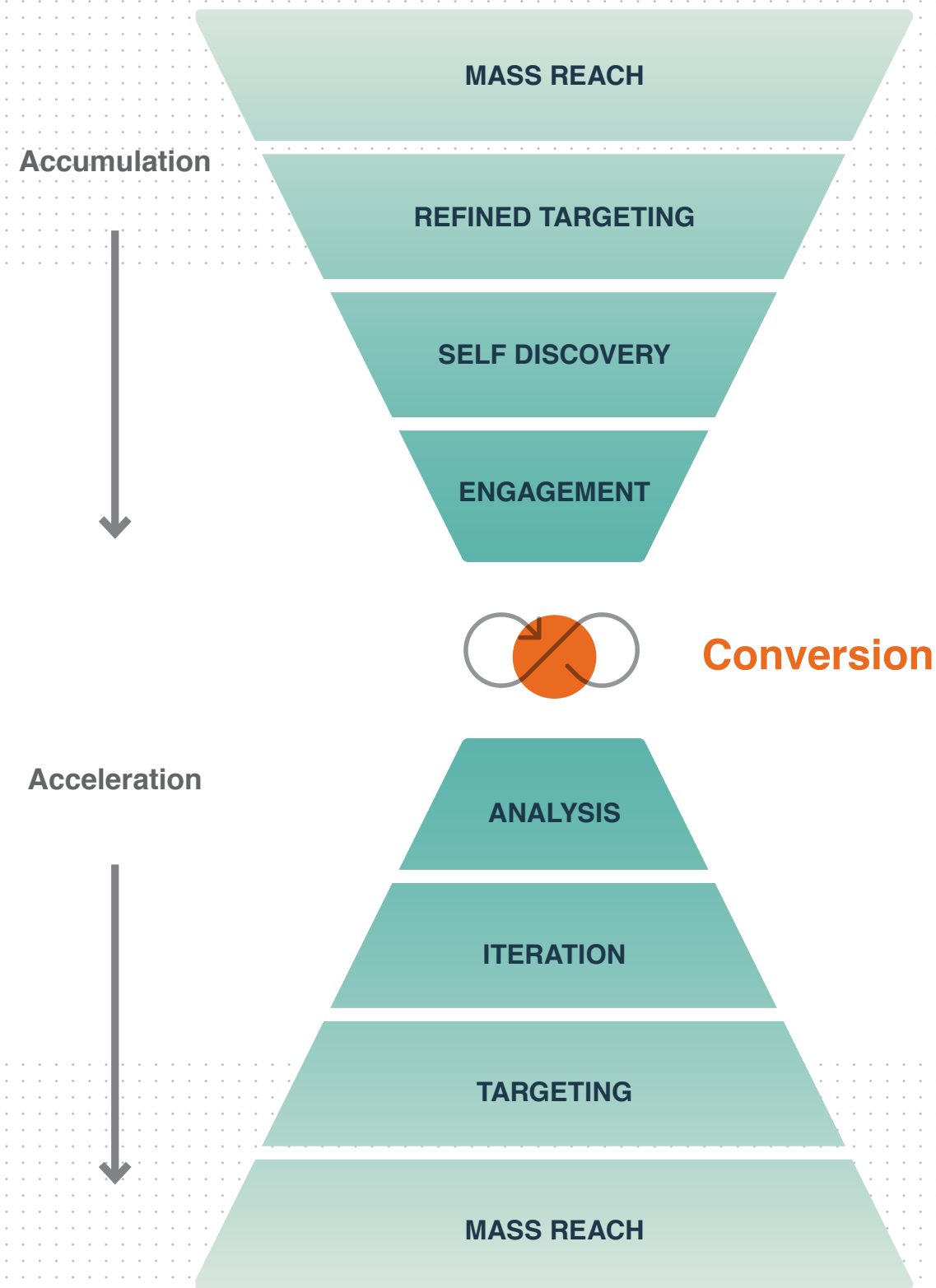
## Building mass and attraction six seconds at a time.

From a marketing perspective, you can think about the universe of audiences across all digital, traditional and interpersonal platforms as living within a brand's energy field. As a piece of brand communication, or particle, moves through that universe, the more interactions it sparks the greater its mass becomes. Digital strategies, media and creative work together to optimize audience interaction with the message on a given platform, thereby growing its mass.

Through a disciplined process, a Six Second Brand will have eliminated all the under-performing communication before entering the energy field. It has messaging and creative that is tightly bound to your brand purpose. And the messaging is entering the energy field with extreme relevance. The Six Second Brand is about building on success, but it's also about eliminating failure. If your organization has a relevant brand purpose, then a marketing disaster is highly unlikely. **Because the customer experience will ALWAYS match the marketing. The messaging will ALWAYS ring true to your audience.**







## For a Six Second Brand, it's not a marketing funnel anymore.

It's an hourglass. Consider that the traditional marketing funnel was conceived in an era where television was king and newspapers were viable. As time has progressed many have adapted the funnel to include content and digital media as tactics in the consumer path from awareness to conversion. But what the traditional funnel does not do, is consider the role of data collection—and most importantly, the brand's response to the data. This is crucial to building mass and attraction, and critical to becoming a Six Second Brand.

Leading with content and following with the right digital and media strategies increases the likelihood of your message reaching the right person at the right moment. At the top, there is a wide consumer audience being influenced by when, where and how they receive brand messages. Through search retargeting, measurement and message refinement, marketing reaches a place in the funnel where a brand is in exactly the right place and time to convert the first customer.

The first member—of an ideal audience—who understands your brand purpose, and how it fulfills their needs. Through data analysis and iteration, the hourglass begins to widen out again as you find others like that one customer and start to gain traction and build mass. During the process, you simultaneously drive costs down while increasing efficiencies exponentially. Data drives decisions about how to do this. Research, trends and consumer behavior should all inform strategy. If you track and measure what is driving traffic to content and how people are engaging with it, you can identify the micro moments that lead to conversion. A successful strategy connects all of these dots in a disciplined approach and ensures all aspects of each media and every digital effort are in alignment. When all elements are connected correctly and firing in synchronicity, and every user or search engine sees brand consistency and brand purpose at each touch point, the results can be extraordinary.

# A Six Second Brand in three words: Measure. Optimize. Iterate.

We live in an iterative world where very little is “set it and forget it.” So, the ability that data gives us to measure effectiveness and adjust the marketing formula in real-time is critical to success. The truth is, a brand can no longer buy its way to market leadership by simply purchasing the largest Share of Voice (SOV). It must continuously engage and excite its audience in a meaningful way. Six Second Branding is the coalescence of data analysis, research, creativity and strategy deployed through a phased and proven process: Audit → Analyze → Synthesize → Articulate → Disseminate → Measure → Iterate.

It is important to note that many marketing departments reveal an “Achilles’ heel” attempting to execute something that resembles integrated marketing or the principles within the Six Second Brand. It’s either that the disciplines within the department are siloed, independent, not communicative or dysfunctional. If Research doesn’t inform Strategy, Strategy doesn’t birth Creative and Data doesn’t impact the process over and over—in an open and collaborative environment—failure, not success is a result.



## The six-second conclusion.

Even though we are bombarded with thousands of messages every day, it is possible to break through the clutter. It starts with understanding that as humans, we are wired to make snap decisions—especially if what we are processing is relevant to our safety, or our wants, or our needs. It is also important to know that humans can piece relevant pieces of information, or memories, together to form stories. Be it a story from a family vacation, or a story from a brand.

From a marketing perspective, creating a Six Second Brand comes from a defined brand identity, meaning and purpose which is articulated in a messaging platform that can be communicated in multiple channels over time. Each message, and each piece of creative, has a goal to engage, or attract, an audience for the brand. Once an audience is identified, disciplined analytics can provide details for mining like audience members.

**The discipline to produce relevant creative and measure, optimize and iterate are key to building mass and attraction and are at the heart of the Six Second Brand.**





#### **About the Six Second Brand**

The Six Second Brand is a proprietary method used to understand and create more customers in an ideal audience through message measurement, optimization and iteration. To learn more about becoming a Six Second Brand contact Steve Marsho: [smarsho@jigsawllc.com](mailto:smarsho@jigsawllc.com)

#### **About Jigsaw**

Jigsaw is a full-service marketing firm. We help brands discover and realize the potential of their innate meaning and identity—their purpose—and use all means possible to continually excite and engage their target audience. If you can't articulate your Brand Purpose, then we should talk.

Learn more about our services at [jigsawllc.com/about](https://jigsawllc.com/about)