

Saatchi's Latest Lovemark

One year into her new role as chief executive officer of Saatchi & Saatchi's New York office, Mary Baglivo talks about the agency's work for Ameriprise and how it is building "loyalty beyond reason."

Not only did CEO Mary Baglivo and CCO Tony Granger start work at Saatchi & Saatchi on the same day, they also took up residence in the same office suite and put both of their names on the same business card. "That may sound silly," says Mary, "but it is purposeful. It's our way of inspiring everyone within the agency to collaborate."

In the year since Mary and Tony took the helm, Saatchi has landed Novartis' Theraflu and Triaminic brands, as well as the Air Tahiti and Olympic Paints accounts. Last March they were awarded the U.S. Bel Cheese account for the Laughing Cow and Babybel brands.

Saatchi next won Ameriprise Financial Advisors, an AMEX brand spinoff, and rounded out the year with new business nods from Excedrin and Alcoa. Key to these successes, says Mary, was the addition of new talent across all disciplines, as well as the arrival of Sandy Thompson as chief strategic officer and former search consultant Rob Moorman as chief marketing officer.

What hasn't changed is Saatchi's commitment to the concept of Lovemarks, as pioneered by Saatchi chairman Kevin Roberts. A Lovemark, says Mary, is a super-evolved brand that generates "loyalty beyond reason." That doesn't mean loyalty *without* reason, she explains, because information about the product—the rational side—is, of course, critical. It is also essential to create a feeling of emotional connection.

"We want to be much more potent at making the kinds of connections with consumers that need to be made in the world today," Mary says. "That means moving beyond traditional forms of advertising into connecting ideas through new media and content." She points to the recently launched Ameriprise campaign, which targets the Baby Boomer generation, as evidence of how Saatchi is making those connections.

How does your work for Ameriprise pay off Saatchi's Lovemarks concept?

The Ameriprise brand was born to become a Lovemark and hopefully it will grow to become a Lovemark as its consumers live with it, embrace it and experience it. There's a lot of intimacy built into the program. There's the understanding of what the consumer cares about and what their life is like.

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← traditional media to tap into “passion points” like sports sponsorships. For example, Ameriprise sponsored a program during the Major League Baseball playoffs featuring greats like Cal Ripken and George Brett, who have re-invented themselves in their retirement years. We also reached business leaders on their way to Wall Street by wrapping commuter ferries.

The Ameriprise campaign involves a range of non-traditional media, but you’ve been quoted in the press as saying that perhaps there should be less weight given to unconventional approaches.

Those comments were taken out of context. What I was saying was that it’s incredibly important to reach consumers with all kinds of media based on wherever they are. However, it’s just as important to have a very smart, consumer-centric, well thought-out communications plan in which you’ve got the right channels and connection points mapped out.

Sometimes too much excitement over a particular medium gets in the way of the message. For example, last summer I was at the beach and looked up in the sky and saw an airplane pulling an ad for Lasik eye surgery. I was thinking that if

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you could read the banner then you don’t need the surgery, and if you needed the surgery you couldn’t see the ad! It didn’t make sense.

What relevance do mass media have when you’re trying to be intimate with the consumer?

Some of the traditional media are some of our most supple canvases. There’s nothing like a little film or a beautiful print

ad as you’re reading your favorite magazine. There’s still a lot to be said for that. Even though it’s a mass medium, when you’re consuming it, it’s very much a one-on-one experience.

I think the retail experience is also very powerful. The way a product is presented in the store can mean a lot. I read recently that in about 90 percent of cases only the loved and preferred products are touched by shoppers at retail. It’s really not one medium versus another; it’s all the touchpoints working together. But it is easy to see and feel the power of stories told on television.

Can a Lovemark be measured, and if so, how?

We have quantitative research on Lovemarks and of course it’s all about sales. Our biggest client, Procter & Gamble, compensates the agency entirely based on the sales of the product.

We have also developed a quantitative study called “Lovemarkers” with a company called Qualiquant, which creates correlations between certain measures that are Lovemarks kind of measures as well in-market performance measures.

What makes Saatchi a Lovemark?

Great emotional resonance — and an understanding of the importance of creating that emotional resonance above and beyond the product facts — has always been at the heart and soul of this agency. Achieving results has been just as important. Our partnerships with our clients are based on results — a shared passion for building brands and then sharing in credit and responsibility for sustainable growth. A commitment to emotional resonance in combination with accountability for results is what Lovemarks are all about and that goes right to the DNA of this agency. ■

Prior to joining **Saatchi & Saatchi** as CEO, **Mary Baglivo** held a number of leadership roles ranging from President of Arnold Worldwide/New York to CEO of Panoramic Communications to COO of J. Walter Thompson. Her background includes healthcare, retail, consumer packaged goods, fast food and travel, working for clients such as P&G, Pfizer and GlaxoSmithKline. She also introduced the first consumer bank for Household Inc., and worked on Merrill Lynch while at JWT. At Saatchi & Saatchi, Mary is responsible for New York and all of Canada, and has a seat on the agency’s Worldwide Executive Board. She can be reached at mbaglivo@saatchiny.com

