

TECHNOLOGY IN A HUMAN WORLD

Technology is changing the way we live our lives at an unprecedented rate. We can't live without being connected and we're using it to work, communicate, shop, exercise and now we're even wearing it. And with the Internet of Things, we're going to be using technology more and more. But is replacing pictures of people pointing at a screen with pictures of clouds enough to prove that technology marketing is keeping up with the pace of change?

KEEP IT SIMPLE

The most successful technology organisations today are those that capitalise on strong brand equity, making choice easy. Yet, despite this, many technology companies continue to bombard us with 'feature-rich' messages and complex offers. The result is overwhelming – at least for those of us who aren't Millennials, or under 12.

Brands are supposed to make our lives simpler and more rewarding, by making choice simple. But think about an experience like changing your TV service provider, or buying a new mobile phone package, and the reality is that choices are becoming more complicated, not simpler. Then consider buying accounting software for your business, or outsourcing your IT systems. With everyone promising the '-er's – faster, easier, cheaper – choosing who to partner with becomes even more difficult. Rather than trying to engage us with ever more me-too promises or complicated offers, we need brands that make technology easy to understand and ultimately to buy.

AN EVER-CHANGING LANDSCAPE

The technology landscape at the moment is akin to the Wild West. Driven by the need to transform digitally and deliver better customer experiences, organisations are demanding attention by bringing new products and services to market at an ever faster rate – the need to put a stake in the ground first overwhelming all consideration for what the customer wants and needs. Add to this new marketing tools, new channels to market, the changing way we consume media and the changing decision-making roles within organisations – the changing role of the CMO and the new role of the CDO – that present new challenges for marketers.

However, this 'revolution' is nothing new. It's not the first and it definitely won't be the last. The advertising revolution in the sixties saw marketers create new media that changed the rules. Back then the brands that succeeded faced the same challenges technology brands are facing today – how to create difference in parity products and how to nurture powerful advertising equity. Back then, they created marketing models that were far more emotionally charged. Emotional communications – not bits and bytes, or speeds and feeds – are what people engage with and it's what technology brands need to create today. The big challenge for business and technology brands is building emotional engagement around rational decision-making processes.

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Hello

HUMANISING TECHNOLOGY

At RedRoute, we see technology through the eyes of the people that use it – whether consumers or businesses – and humanise it. So brands can cut through the features and offers, making it easy to engage with them, understand them and ultimately buy from them.

Take Nok Nok Labs, one of our clients, for example. A California-based technology company that's fundamentally transforming online authentication, globally.

They are changing the way we're able to recognise people online. It's an audacious task. One that requires global collaboration amongst technology partners, governments and established global businesses. Nok Nok Labs is a start-up, with a management team of industry veterans from PGP, Netscape, PayPal and Phoenix that has a fresh perspective on online authentication. They asked us to create a brand that behaved in a game-changing way, and could help a start-up business talk on a global stage – with the gravitas and credibility to demand the attention of, and be understood and believed by the target audience.

To achieve such enormous change, RedRoute helped Nok Nok Labs to build a brand that told a complex story simply. Instead of talking about the technology that drove this new solution, we talked about greater human possibility. The story was simple. When people can recognize one another online, on any device, and by any company – anytime and anywhere – anything is possible. Every aspect of Nok Nok Labs' brand and communications is built around one thought – 'The power of recognition' – and speaks a simple language everyone can understand, from investors and governments to global technology giants.

We're also helping brands like Cognizant, a global business and IT services provider, to humanise technology, by making technology live in the boardroom – enabling decision makers to actively transform the way they do business digitally. We frame all communications in the language of the boardroom, not technobabble – avoiding the buzzwords that are not easily understood or engaged with. Rather than talking about 'integrated technology solutions' or 'new digital services', we concentrate on business outcomes, commercial imperatives and matters of absolute fact.

As creative partners, at RedRoute we work closely with our clients to understand and inform the strategies and visions that drive their business, as well as the development of their products and solutions. And only when we are under the skin of their audiences, can we tease out the emotional as well as the rational benefits, that turn into relevant, differentiated and compelling propositions that sell. RedRoute is helping brands through strategy, brand marketing, advertising, identity, consultancy and lead generation. And we're doing it for b2b and b2c brands – brands that are technology driven as well as leveraging technology, be they global giants or start-ups.

To find out how RedRoute can help you humanise technology visit redrouteagency.com or contact Steven Cooper on +44 (0) 207 287 3557 or email steven.cooper@redrouteagency.com

