

Andy Latimer:

Today on Bluewater Talks. Authenticity and Marketing, why it's time to get real with your customers and we're going to explore cultural marketing strategies and tactics. With the tools and channels available today, should you be creating individual messages to target specific markets?

Andy Latimer:

I'm joined by my friends and partners Bluewater's CEO Rob Fallon.

Rob Fallon:

Hey.

Andy Latimer:

And creative director, Ricky Turner. I'm Andy Latimer.

Andy Latimer:

If you're ready for an open conversation on how brands navigate this new world and the new normal, stay tuned. We're going to have an open conversation and just really talk about what's real now. This is Bluewater Talks.

Andy Latimer:

Over the last several years, guys, specifically, as it relates to consumers access to information people have become, how should I say this exactly right? A bit more skeptical when it comes to product purchases. Let's just say they can find out facts faster and perhaps their BS meter might be on high.

Rob Fallon:

Yeah.

Andy Latimer:

So as marketers, creatives, and advertisers, how do we combat this declining trust from the consumer?

Rob Fallon:

Yeah, I think you hit it on the head. You have to come with an authentic approach. Not just a tone, not just... You could fake it till you make it on a lot of things but not when it comes to connecting with your consumers. I think it's about saying, "What are my consumers into? Who is my audience?" You've got to answer that question first. Who is my audience? What do they love besides my product? And what do they expect from us?

Andy Latimer:

Is it as simple as just thinking like your customer and identifying that? Or is it more? What does it really mean to be authentic in your creative and your storytelling?

Ricky Turner:

You mentioned the BS meter and being skeptical and all that stuff. I am a high BS meter skeptical kind of person. I'm very analytical.

Andy Latimer:

You're saying you read through the bullshit?

Ricky Turner:

Yeah. I start there. I come from a background that's not in DR. Come from traditional advertising, first of all. The first thing I think when I find out what we're selling is like, "Come on." What is it though? What is it really? What's the actual product?

Andy Latimer:

Exactly.

Ricky Turner:

And I start from there. I think that people are so immersed in real media from all over. There's so much user generated stuff out there. People get their entertainment from all kinds of sources that I think they're used to seeing real and being leveled with. I start from that and work my way toward how to think about messaging it from there because I think if we start with the selling points, then we ignore the real thing. It's easy to be authentic when we actually believe it.

Andy Latimer:

I think as it goes back and over time as Bluewater evolved from a purely direct response targeted business to really engaging more on the brand side and really looking more and then becoming converged agents who were looking at where content was being consumed both digitally on TV, radio, everywhere, socially... Everywhere that people were finding products.

Andy Latimer:

I think we had to step back from it for a minute and say, "Who are we talking to? And where are we talking to them?" Because it started as simple as let's just identify who that consumer is and let's give a consumer profile so we're speaking to Anna, we're speaking to Jim, we're speaking to Tom, or whoever that person would identify, but now it's gone beyond that because it's broader in the sense of the people you're speaking to and how you're targeting certain messages across the platforms, right?

Rob Fallon:

Not only is it your audience and your consumer but it's what are they watching you on. So if it's on Facebook or if it's on Instagram, you have to make it digestible and authentic for that experience. If you're watching on broadcast, it's happening to you and you have a little bit more duration to connect but if you're doing it on Facebook or Instagram or social channels or YouTube, you may not have that same duration. And if they're on Facebook or on Instagram, they're there for other entertainment value or another connected value and not just maybe the casual observing that you can do with TV.

Rob Fallon:

You want to have something that's going to give them a little bit of that, that entertainment, that hook, but every project we have to start, I think like Ricky said, you have to start... So what does it do? What does it really do? And what is the consumer looking for? If it's Blackstone, what does Blackstone Jim do on the weekends? Is he a camper? Is he a fisherman? Is he a hunter? Is he just a football guy? Any one of those things. What is your audience doing with their time when they're not watching you?

Ricky Turner:

Also, you said people are on social media and they're on for entertainment, stuff like that. A large part of what people are doing on social media is about... I don't want to be pejorative about it but image crafting. It's about them, honestly. People go on social media to share pictures of themselves, to show where they are, and everything.

Ricky Turner:

I think it's been interesting to watch as digital marketing has come along, it's matured, and we've seen that you can market to people in a specific zip code, you can market to people who have done these certain searches in a while. The marketing started out as being about putting ads in front of people about things that they're interested in.

Ricky Turner:

But I think that what we're moving into now and what's important to connect with people for the authenticity play is not just connecting with the right people based on the things that they like but on who they are and who they want to be and not make it feel like in an artificial way but to actually put products in front of people that represent or that share values, that type of thing, with who people are because I think if you're going on a Twitter or a Facebook or an Instagram or something like that to show everyone who you are, getting ads for things that are about who you are makes a lot of sense.

Andy Latimer:

I think beyond that, even as you start to get deeper into that question, what we've seen and we started looking over the past few years and looked at tribal thought in digital marketing, tribal thought and marketing in general, this idea that people want to, to your point, they're creating the best image of themselves in social platforms.

Andy Latimer:

To make them brand advocates for you, they have to believe in your brand and their identity of their own personal being has to start to be connected to those brands for them to share that information to carry on. That's how you start to get those viral platforms and those pieces start to go out. People start to believe in the brand as part of them and I think that authenticity is a huge part of it.

Andy Latimer:

When you start to think about authenticity is part of the brand experience and you think, "Okay, we're in different times and the relevance of staying on a brand..." It can't just be hip and cool. It can't be just, "Wow, that brands cool. I want to be part of it." It's got to be something that's more representative of who you are.

Andy Latimer:

Take a few years back when Prius first came out. We'd say, "Well, the Prius buyer is not buying a Prius because they liked the damn Prius. Let's be honest."

Rob Fallon:

Not the sexiest car, right? Yeah.

Andy Latimer:

It's not fun to drive and it certainly doesn't look good. Sorry, Toyota, but that's the truth.

Andy Latimer:

But the fact of the matter is that people that were buying that car, they're buying it for a reason to send a statement-

Ricky Turner:

Yeah, send a statement.

Andy Latimer:

About who they were and I think we see the same thing right now in authenticity of marketing.

Rob Fallon:

Yeah. I think if you go back to the foundation of some of the digital platforms, there was this questionnaire at the beginning of it when you signed up. What are you into? What types of movies do you like? What's your favorite book? What's your... And now that has evolved to user groups.

Rob Fallon:

There are user groups just about everything out there. I know you and I are in some of the same music ones and I'm in a boat one that's specific to my boat kind. It's funny that you can connect with other people that are brand specific and I think that's the highest form of flattery for a brand.

Rob Fallon:

The question we have to ask is how do we get them there. We have to make great products, we have to be about a certain lifestyle, we have to represent them that their lifestyle is what our brand puts out there.

Andy Latimer:

Now, Rob, the Grateful Dead & Company is not a brand. It's a lifestyle, let's be honest.

Rob Fallon:

It's a lifestyle choice, right? Right. Exactly, man.

Andy Latimer:

I think that's to the point though. It's this choice to be part of a group and choice to be part of this experience. Now brands, and I think we did a good job with this in our relationship with Blackstone and the fact that across the platform it has a certain feel and a certain identity in creating a brand identity that's real and relevant. How important is that from not just the marketer standpoint but how important you think that is from the consumer standpoint to buy into your product? How important to have a solid strong brand identity that is the heartbeat of your company, your brand, your service, whatever that may be?

Rob Fallon:

For me, it's incredibly important because if I'm going to buy something I'm going to do my research about it. I probably have been served up something that made me even want to consider it and then I'm going to see what other people that have it are saying about it. I might watch YouTube reviews. I might walk around or look at some sort of video from an owner that can show you the real deal which I think is incredibly important. And I guess it depends on the price of the product, if it's something I'm into, I'm going to check it out.

Andy Latimer:

So you can't be surface level authentic.

Rob Fallon:

No. You have to deliver on the value prop below the first, "Hey, here we are." We talked about funnels. That's the top of the funnel. That's the thing that gets people into the funnel and then you've got that laundry list of trigger points that happened. But yes, authentic up here and then oh my. The people that are your champions have to actually have what aligns with what your marketing says it does.

Andy Latimer:

Well, I think in today in, what I would say, the great age of direct to consumer marketing that we are now entering and certainly the world changed because of COVID, more people working from home and that transition, it's even more important now than ever to be connected with your customers and capture those customers and those customer relationships for a long period of time. That means you got to be thinking way further down the funnel, you got to be thinking about customer relationships and engagement on different levels. And I think that's a huge part of authenticity.

Ricky Turner:

I agree. The thing Rob was talking about and then he lost me at funnels. I don't know what he's talking about there.

Ricky Turner:

Dogfooding is a very real thing and if anyone doesn't know that, that term comes from, I guess, a dog food manufacturer back in the day, talking about testing their products was like, "Eat the dog food. Feed the dog food to your dogs." If you would do it, then you believe in it. And so dogfooding is a term where people basically use the product.

Ricky Turner:

I think that one of the biggest metrics for what I feel like potential success is that when we get a product in and we're all like, "Have you seen it? Because I want one. How many do we have? Are we going to be able to take one home after the shoot?" Because we're excited. There's so many of us here that are big barbecue guys.

Ricky Turner:

Brian sent me texts yesterday about the chunk of meat that he had delivered to his house and this is what we do whenever we have the time, we're out there, sweating and smoking stuff and meat, for me.

Rob Fallon:

Don't be judgy.

Ricky Turner:

With Blackstone which came out of nowhere in a way. The first time I heard Blackstone I thought, "Ah, it's another pan," because it was going to be a coding or something. And then I heard about what it was and we saw them and we were all just like, "Oh my God." And we got excited about it. We got excited. We got all up into the benefits of this thing and we wanted to tell people.

Andy Latimer:

I think to your point, the same thing, we get new products and I think the funniest part is trying them at first.

Rob Fallon:

Absolutely.

Andy Latimer:

The one that Rob and I are just working on. We've been trying and playing with it, we can't talk about it yet, that absolutely after I used it first and then he used it-

Rob Fallon:

And Ricky is with me. The two of us had this experience. It was like, "Oh, my."

Andy Latimer:

The excitement around it. When we first did pressure cookers, it was like, "Bam. Yes. Oh, my God."

Rob Fallon:

Holy cow. That worked. It was like it worked.

Andy Latimer:

Not only it worked, it worked really well. When we did Wolfgang Puck's Pressure Oven-

Rob Fallon:

Pressure oven.

Ricky Turner:

Pressure oven, yeah. People are still talking about using that all the time.

Rob Fallon:

Every Thanksgiving-

Ricky Turner:

Won't cook a Thanksgiving turkey any other way. Yeah, we did that like what? Five, six years ago?

Andy Latimer:

Yeah. Once we realized it was a meat machine and it cooked the best meat, you're like... And that point to you, I think the authenticity of our experience and caring about the product and getting engaged so deeply with one that you love and that you want to tell people about it. That's what the authenticity we got to get across in our storytelling.

Rob Fallon:

I'm an '80s kid. One of the biggest insults when I was growing up was probably you're a poser and I feel like you can't be a poser in today's marketing world. You can't. You got to dive in. What do you want to be? You want to be the guy who actually believes in his product. Or do you want to be the guy that puts crap out there and hopes a bunch of people spend money?

Andy Latimer:

Well, it's beyond not being a poser. Don't be a sellout either. You got to believe in the product and I think you have to, from a marketing standpoint, be able to be creative in storytelling that's relevant to the brand and to the consumer because it really is. We're creating a relationship now.

Andy Latimer:

You're not creating a sell point whereas so much of marketing since in the last 20, 30 years has been, "Let me drive this to you, get you to buy it, and then quite frankly, I don't give a shit about you after it," has been the position a lot of the companies and now I think companies realize it is about a longer term relationship and it's about not just that but how they're perceived beyond it. And that's huge. I think consumers are starting to have that same call.

Rob Fallon:

The relationship management I know is a whole another topic but once you have that consumer and keeping them there. And if you can do authentic content over and over again, check out Yeti films.

Andy Latimer:

Check out Blackstone.

Rob Fallon:

Check out Blackstone, right. It's out there and there's always something new being served up. Here's another reason you'll love this.

Ricky Turner:

One more point about... So the Wolfgang Oven we brought up and to oversimplify what happened there, there was a show and it was...

Andy Latimer:

It was okay, it was working.

Ricky Turner:

It was doing all right. It came to us to improve it. I think that we can talk about marketing things down to the consumer because that's what we do but also up to the client. I think authenticity and how we feel about the product and how we become engaged in it and what we think is going to sell, it's our duty and it's what we do here to communicate that back to the client and say, "You've got this wrong."

Ricky Turner:

You said the thing about once we figured out this is a meat machine, they weren't selling it as a meat machine.

Andy Latimer:

Nope.

Ricky Turner:

And we filled that show with meat. It was just one roast going in after another, one juicy cut after another, and the show...

Andy Latimer:

It worked.

Ricky Turner:

It worked. It changed. That was our advice and that was based off of, again, dogfooding the product and figuring out what do I care.

Andy Latimer:

It also comes from years of experience of knowing the consumer in a food show, specifically, people ask all the time why are there so many steak cuts in your shows. Why do you cut five steaks in the show?

Rob Fallon:

I'm sorry. My phone was ringing.

Andy Latimer:

The whole line is because the phone rings when we cut the steak, that's why. It's having the data and the empirical data to show you over multiple shows and over multiple years of knowing exactly what works in these types of shows. That comes from experience.

Andy Latimer:

Now I think what's cool about today is all that experience and all that understanding of what makes the consumer respond and react especially in this direct to consumer world today, now, if you take all that knowledge and experience that we've seen in long form, short form, television, responsiveness online, and then you apply it to today's marketplace, that's where it really gets cool because you can be authentic but then layer in the triggers that cause the consumer to buy.

Andy Latimer:

I think that's the coolest part about today because you can reach... Your tendrils are everywhere and you can talk to them on a one to one level. I think we're just in a great time, quite frankly. I think everybody's afraid of what's happening in marketing today because the retail's gone or slipping away and your ability to sell into retail. But I look at it and go, "This is fantastic. You can order everything at home now."

Rob Fallon:

I think your point about what's that trigger. For a food show, it's to make the mouth water. What's your mouth watering moment, no matter what your product is? What is the thing that says, "Boom, I got you?" Maybe for the griddle, it's when the bacon is cooking. For a water company like SodaStream, maybe when it's whoosh and the bubbles pop. What is that moment for each individual brand, I think, is what we're always chasing the, "Here it is. And yes, I've got you now. This is my hook on."

Andy Latimer:

You mentioned Blackstone and Yeti. They're both authentic brands. They create almost a cultural following. What about brands that are just down the front of that? They're just trying to figure out what their niches and how they're going to build that community. How should they start speaking on... How do they start developing that optimal relationship with the consumer, with their customer? What's the starting point? Is there a platform? Is there a foundation? Where do they need to be?

Rob Fallon:

It's a matter of setting up the foundation. You have to meet your customer where they are. A lot of times it's most economical to get digital. You speak facts there. You got to build that audience up whether it's all of the social channels and the YouTubes and even the Twitches of the world.

Rob Fallon:

Being set up with that foundation and connecting in that style of that platform. If it's Facebook, maybe it can be a written piece or a video piece. People respond better with video so you got to get video involved. Instagram, same thing. Those images that set the tone and there's a tone to every image. I think people as they start to build their brand they may not even know about the depth of photography and the looks and feels we can create. But I'm sure Instagram has changed consumers swallowing of those inventories. They can pretty much tell if you align with them from a couple of pictures on a carousel now.

Rob Fallon:

But yeah, setting up each platform with your brand story I think that's something that's fun. Something we did with Fleischer and Wolf, I don't know if you want to get into some of those, but it's really building what that story is first and then go out with it. It sounds simple but make a plan, make a story, and actually put it out there to your consumer so you can perpetuate it.

Andy Latimer:

Those of you who don't know what Rob is talking about Fleischer and Wolf, we pulled the great rope a dope, if you will. One of our clients came to us and said, "Hey, we have this pan that we want to take to market but we don't really know what to do so." Sat back, might have drank a few beers, might have started to get super creative, and wrote the backstory for who Fleischer and Wolf were.

Andy Latimer:

Flynn Fleischer and Donovan Wolf, two characters, these chefs that meet at the music farm in Charleston. One is a super adventure junkie, one's an old school musician that's missing a finger on one of his hands. Nobody's really sure why or how it happened. But build this deep story and then build social identities behind, they build Spotify channels forum, build brands but they will never go in front of the camera, they will never be seen.

Andy Latimer:

Launched this brand from nothing to do \$40 million in sales. And guess what? Fleischer and Wolf don't exist. They are fictional characters.

Rob Fallon:

Which is funny we're talking about an authentic podcast.

Ricky Turner:

I was just thinking the exact same thing, yeah, yeah.

Rob Fallon:

But you built the authenticity through the entire story.

Ricky Turner:

Right. It's fiction. In the context of authentic, it's a little iffy. But what's authentic is what Rob was talking about is that the whole you can go on Amazon and just search for nonstick pans. You can find fun joy nonstick pans. You can find sun kind. You know what I'm talking? Those weird brands where they just combining two-

Andy Latimer:

But they have no identity.

Ricky Turner:

There's no identity, whatsoever. It's just a little logo, and that's it. And that's the whole thing and it's just about features of the pans and they're all the same.

Rob Fallon:

So why buy?

Ricky Turner:

Just take your pick. Which one? There are 50 results. They all seem to have the same claims. Some of them are identical pictures. Which one are you going to buy? Who cares?

Andy Latimer:

I want to buy the story, man.

Ricky Turner:

Exactly, exactly. Yeah.

Andy Latimer:

I want to buy the credibility of these guys that are sitting out there that have energy in this field to them. I don't want to buy sun kinds blue pan from the... Who gives a shit?

Rob Fallon:

To quote Bill Murray, "how about a little something for the effort, give me something".

Ricky Turner:

Yeah, I think you go and you search all those things and you're just next, next, next, same page. Am I on page one or on page ten because all the results are the same. And you see Fleischer and Wolf and you see the richness, the texture, and the newsprint, and all that kind of stuff and the darker tones and their story there. Maybe the marketing stuff in there just talks about where all this came from.

Ricky Turner:

I think that the consumer doesn't even necessarily have to believe it. They want to like it.

Andy Latimer:

I think they want to, though. They want to buy into it, they want to like it-

Ricky Turner:

They want to like it, at the very least.

Andy Latimer:

They want that representation to be about them. That's what's so lost right now for so many out there trying to market products today. They're sitting here and they're going, "Here's the features of the damn product and the features are XYZ," and then we get into benefits. What about the benefits? Now we can probably say the benefits are far more important than features but even beyond that, they want to believe in the brand and they want to believe in the company behind the brand.

Andy Latimer:

I think there's a stat that I was just reading. Studies today suggest that today's consumer wants products and companies that align with their values, that align with their beliefs, that align with who they are. Eighty-three percent of those 18 to 35 saying it's important that it identifies with their values, 73% of those 35 to 54 agreeing with them, and even 60% of those 55 up wanting the same. And we know those 55 and up guys, I'm sorry, but you haven't really given a shit the whole time. We get it.

Andy Latimer:

But now we're at a point where there's a social responsibility and I think that's good. You got to make that move.

Rob Fallon:

You got to stand for something today if you're a brand. You have to be willing to draw your line in the sand. Again, the great give and take of social media where there's less in the middle, and I don't want to get political right now, but the same thing has happened and it filters down into the brands.

Rob Fallon:

People are saying, "I won't buy these pairs of shoes," or "I won't buy this type of brand," because they won't stand up for blank. That's what we're doing with authentic marketing.

Andy Latimer:

Voting with your purchase.

Rob Fallon:

Yeah, exactly. Voting with your purchase. If 83% of people say, "Hey, yeah, I want to buy from companies that align with my values," is that shocking? Probably not shocking, but something to remember because you have to say, "This is what we're about."

Ricky Turner:

You know what else? It's new. This whole thing is a new thing because... I saw the funniest thing a few weeks ago on social media and it was like which of these dinner plates was on your table growing up and there were four of them and sure enough, exactly our dinner plates. For us, it was the Corelle butterfly gold or something like that.

Rob Fallon:

Gold and white, yes.

Ricky Turner:

They had little butterflies around the rim. They were brown.

Andy Latimer:

I think I had those, too.

Ricky Turner:

Yeah. And then there was another that was like what my grandmother had and it was blue sort of zigzag patterns around the edge. I looked into it because I'm like, "Wow. Is it really this universal?" Because the response to that is crazy viral. What I found out was that those plates, those dinnerware sets were basically given away by grocery store chains and that's how people got them. I think it was something like 80% of American households at that time had that dinnerware.

Andy Latimer:

Crazy.

Ricky Turner:

Eighty percent.

Rob Fallon:

Holy market penetration.

Ricky Turner:

Yeah, no. The thing is there just wasn't that much out there. You weren't going online shopping. There was no online. You could go to a department store but you didn't have the sun kind and the fun joy in the department stores. You had a couple of brands, you had your graphs, and whatever kind of stuff, or you just got it at the grocery store which is what? Nearly everybody did.

Ricky Turner:

And now we're so incredibly connected and there are so many options and everything is easy. Much easier for me to order it from online than it is to go to a department store. Much easier.

Andy Latimer:

And the channels to your point, if you want to talk from marketing terms, the channels were very clear. To get to market, you took it into these number of grocery chain-

Ricky Turner:

Very clear.

Andy Latimer:

And it was a very clear distribution path.

Ricky Turner:

There was so little competition, it was easy to dominate. You just had to have the best path. And the best path forward everybody's got the best path possible. I can sell it just as easily as Blackstone can sell it. It doesn't matter how big your brand is.

Andy Latimer:

It's in the marketing and I think the market fragmentation that we're facing right now where you start to look at it, when you step back and say, "We're all direct consumer, yes, you have your channels of marketing and social platforms and you have your TV and radio and whatnot and, of course, the search engines. You have your channel and marketplace, of course, don't forget Amazon. You have your channels of marketing but there is great fragmentation in that as far as..."

Andy Latimer:

And maybe the fragmentation isn't the right word. Segmentation, and that is really the right word. When we start talking about being able to find your audience, you can find audiences that are little niches in here that are great little moneymakers that'll just crank but the same product won't sell to this market over here.

Andy Latimer:

I think that authenticity and cultural strategies start to come back to that point of how do I market to these cultural differences in these likes and dislikes and personality differences really.

Rob Fallon:

With everybody having access to the best distribution path. And maybe retails is slightly exclusive from there. But with everybody having access to the consumer now, it is about what is your messaging, what is your authentic story, what is your story, period. It's that magical place where you connect with your audience. Make that great and you'll find buyers.

Ricky Turner:

And when that access is also happening literally in the space where we're all connecting with one another and where we're all showing our own lives off, then I think that what you have is the connection of that marketplace to who we are. That's why even people who the boomer demographic here in this chart that you mentioned while they grew up in a place where they got their plates for free at the grocery store. They don't live in that world anymore.

Andy Latimer:

Not anymore. And they're starting to realize, I think COVID has affected that.

Ricky Turner:

A hundred percent, yeah. They realize that. And so it matters to everyone. There's no age demographic there, it's not an overwhelming majority that people care about that.

Andy Latimer:

We're in the midst of a major shift in consumer behavior and I'm not talking a small shift. I'm talking about when grandma starts ordering stuff from Amazon as fast as the kids are, you're in trouble because, one, the stuff keeps coming to the door. When you can get food, liquor delivered to your door. I mean in certain states you get liquor delivered right to the door.

Rob Fallon:

Batteries. Every single thing you need.

Andy Latimer:

There's a point where you never have to leave the house. You're working from home, you're living from home, you're eating from home, all that change in the way the consumer is behaving is going to create a lasting change in the way we have to market to those people.

Andy Latimer:

Listen, we're continuing these conversations on Bluewater Talks. If you want to join or be part of any of these, you can watch, listen, follow, or engage with us with Bluewater Talks. Our goal is to keep you current on all the trends that are coming up in direct to consumer marketing and brand marketing through these conversations. Again, you can follow us or find us at bluewater.tv or you can follow us on Twitter, Facebook, Instagram, and LinkedIn as well as on Vimeo and YouTube.

Andy Latimer:

As we start to continue these conversations and we get deeper in these, we just want to make a forum here for you guys to be able to understand where our heads are at. And quite frankly, to bring in other

conversations. This initial round of podcasts we're doing are really internal but we intend on bringing additional people in from outside of Bluewater and having a long series of conversations about what's going on in the marketplace today. And really how we address that.

Andy Latimer:

Let's talk about getting inside the head of real people because that's really what we're doing. We're trying as marketers and trying as advertisers and brand owners to crawl inside and put a little bug deep inside your head so you're thinking about that product and you're thinking about wanting to buy that product where it noodles around and then we want to come and get back in front of you. And we want to show you something else and we want to take you down what we're calling the progression of the sale or the progression of engagement where that consumers first find you at the top of the funnel.

Andy Latimer:

When we say the top funnel, most of you guys get that, but from a top funnel standpoint, we're filling leads in the top. But if you don't understand how to move them through the progression of the sale and don't understand how to walk them through the process to get them to a transaction or long term engagement, then you're just going to have the top of your funnel overflow and spill out the edges. What you need is all that funnel moving through the process.

Andy Latimer:

Getting back to that point is getting back inside the head of a real consumer. It's a lot more than just consumer demographics. It is. It's storytelling and being focused on being human, a real person, instead of, "I'm a company and here, buy my shit." Is there a right way to position a brand to market that honestly? What do you say to this?

Rob Fallon:

Yeah, I think there's a couple ways that we attack this from a tactical way. One of them was Christmas trees. That went to, I forget how many countries, but U.S., Germany, England, Australia, France, and all those different languages and it became on the front end, something that was really critical to understand the transcreation.

Rob Fallon:

You can't just make a U.S. English creative and expect it to work everywhere else in the world. That comes down to so many details because I think what we're fighting when we want to get inside of the consumers' head is what's going to take them away from watching you, what's going to make them not believe you. The consumer in my country might not believe that coffee cup was something we would use, that jacket wouldn't be something he'd wear.

Rob Fallon:

You want to keep people from tuning out and saying poser, fake, not going to happen. That's a process we have to go through from the word choice to the wardrobe to the sets and props. All of that has to feel aligned with what's inside the consumers' mind of what's real for them.

Andy Latimer:

It's a challenge, though, because you're casting a broad net but you're speaking now to specific audiences.

Rob Fallon:

You are.

Andy Latimer:

I know we've seen it in the past. We've used humor in certain scenarios if I think of some currently that and then we've done a lot of marketing to multi-languages to your point. Let's start on the multi-language side because the message, and we do a particular health care line of insurance products, but the message to that audience between the U.S. English speaking domestic audience versus the U.S. Hispanic speaking and Spanish speaking audience is a different message because there's cultural sensitivities and cultural significance in the way that that consumer responds.

Rob Fallon:

It's all about nuance. The devil is in the detail.

Ricky Turner:

Yeah. On the Christmas trees thing you're talking about. We had people looking at our frames and stuff and saying, "Oh, the framing of the windows, no way. You would never have that hardware. You would never have that doorknob." I think that it's not necessarily the kind of thing that people are watching TV and saying, "I'm going to take a look at the power plug. Hmm, that's European. No, I'm not into this."

Ricky Turner:

You're not looking for it but-

Rob Fallon:

When you see it.

Ricky Turner:

Your brain sees it. Your brain on a very gut level, and I'm a very, very gut level kind of guy. I get really deep into that. Rob knows. He hears it from me all the time about food and everything else.

Ricky Turner:

When it comes to marketing it... It's like the Mentos commercials when those came out back in the day. That came out of nowhere. The brand came out of nowhere and I know for me personally, and I think we probably all would agree, the first time you saw it, you're like, "What? What is happening?"

Ricky Turner:

These aren't Americans. We're in America and they are clearly not. There was just something about it.

Andy Latimer:

Come on, say it, Rob.

Ricky Turner:

It's like, "Well, what is it? Is it street signs? Is it the model of car? Is it the brand of clothing they're wearing?" I don't know to this day. They looked like they could be someone walking around here but it didn't feel like it. In the gut, it was like, "Hmm."

Andy Latimer:

Something's not right here.

Ricky Turner:

Yeah, this is from something else. This is from somewhere else and it's being pushed in front of us. That's what our client with the Christmas trees was like, "You can't do that. You cannot do that to our people in the U.K. You can't do that to people in France because they will see it and say, "Mm-mm negative."

Ricky Turner:

This thing here about people wanting to buy things that they believe are who they are, if they feel like this is an American company putting American stuff in front of them and saying, "Oh, we're British. Buy this from us." They're going to be like, "Nope." Just completely turn it off.

Andy Latimer:

I think you hit on a good point because it's on the visualization level as much as the message level and I think that's something that's missed from a lot of folks because they said, "Yeah, we can just crank out an American show and send it overseas." Or "We can take this English version of the marketing and we just overdub it in Spanish and it's going to be fine." It's not. Trust me. There's sensitivity inside there that's very important.

Rob Fallon:

That may work from some of the longer format stuff. We've seen it work where you can do the overdub.

Ricky Turner:

If it's very clear what you're doing.

Rob Fallon:

Right. Or when we do some of the Asian culture shows, they want a very American show because their consumer responds better to-

Ricky Turner:

Yeah, they specifically want America models and stuff.

Rob Fallon:

What America ascribes to. Right. Yeah, exactly. It does depend. But again, you can't just walk in, like you said, to England and put on a fake accent and think you're winning.

Andy Latimer:

I'll never forget our first European food show, appliance show that we did. And this goes back, I don't know, 10 years. The clients' like, "You have to put muesli in it." And I'm like, "What the hell is muesli? Can somebody..." Looked at my assistant, I'm like, "Hey, can you go Google muesli and tell me what the hell muesli is." I'm on mute sitting there on the call with them and I'm like, "Of course. Yeah, we're going to put that in it." She comes back with it. I'm like, "Oh, it's some kind of breakfast shit, man."

Andy Latimer:

But having the culture... Or fish. If I'm going to Europe, the head is on. If I'm showing it in the U.S., don't put a head on my damn fish. I'm trying to sell it to an American. Don't.

Andy Latimer:

There's little simple things like that that just start to make sense. But then I think when you get deeper in the layers of decision making and path for certain groups like is it a patriarchal society versus a matriarchal society, who's the most revered, what's the cultural significance of the way parents deal with children or grandparents and how they're positioned. Those little subtleties start to really, really matter.

Andy Latimer:

Personalization. When we start talking about digital channels, can you [inaudible 00:37:09] that? Can you say, "Hey, I want to talk to different audiences?" And how do you take a message that you're trying to talk to very different distinct audiences and keep brand continuity when I'm talking, when this person over here is going to respond one way, this person is going to respond the other? How do I keep that brand continuity throughout it while still creating authentic messaging to that particular audience, that particular segmentation?

Rob Fallon:

That comes down to, again, multiple swings. We say when we're going out with a digital campaign you have to have multiple lead ins. What is the first frame of your digital ad? Does it speak to the audience you want to put that in your buy? And maybe the whole ad is crafted for that type of audience and you make a different ad that's crafted for another one. We work with a shoe brand where the messaging is different for the audiences we're trying to speak to. It is about multiple creatives.

Andy Latimer:

You're talking about cheeks, right?

Rob Fallon:

Yeah, cheeks, right. We've got some of the audience for some of the older demographic buyers and some of those ads are targeted towards maybe what they're looking for which is comfort but with style and then some of the younger audience that we're going after, "Okay, I want color choices and I want fun and I want bounce in my step," those things that are more feel-based creatives versus feature-based creatives.

Andy Latimer:

I think it's so cool because you can look at the separation of it. You can say, "Wow, this audience over here responds very specifically to this and they respond very specific to that," which gives you this path

to marketing to those individual demographics so then you can take that same knowledge and apply it across multiple brands and how they're going to respond to it.

Rob Fallon:

And we have multiple types of creatives. We have prospecting creative and we have retargeting creative. It's like once they've seen it, what else are we going to give them and what message is to come second.

Andy Latimer:

It's hard to keep that authenticity in the consumer journey, though, because you don't want to feel like, "I got you and now I'm just going to hammer you." It can't be the same message. It has to be a progressive message and it has to be something that's creating sticky.

Ricky Turner:

This is where I put on my skeptical hat and say, "As much as I'd love to act like we're experts and we know it all," I don't think it's so easy to say, "Yeah, you can split up and just get this message out here in front of this," because they see the one that they're not supposed to see.

icky Turner:

It feels super weird when you see the wrong ad for the right brand. It feels almost like you're being cheated on or something. It's weird.

Ricky Turner:

I saw something, an exchange between Microsoft and Spotify the other day that I cringed so hard I felt it in my... I felt it. I felt how bad the cringe was because it wasn't for me. I'm 42 years old and that was for someone a third of my age.

Andy Latimer:

It's hard because you got to stay on brand and talk to different audiences so I agree with you.

Ricky Turner:

But they got to have a core. It's impossible to keep the wrong ad from the wrong eyes. Those can't violate each other but it's not black and white that it's just... Because it's messy out there. There's a lot.

Andy Latimer:

I think probably the best way that I've always thought about is that there's this center and if you got your brand on center and you got your brand identity on center and you can play out the spokes of that wheel and you can try different things that pop out to it. You're never sure which way out of that center that's going to work the best.

Rob Fallon:

You got to test.

Andy Latimer:

Right. But I think testing and optimization starts to give you that path of what people identify the most with.

Rob Fallon:

Which by the way is the best part of DR. We do test. We do test that thing outside of your core and say, "Hey, by the way, here's some shoulder audiences. Here's some things we're going to come back to."

Ricky Turner:

As long as you don't get too far away from the core of who your company is. Like I said, one of your ads can't violate the core identity of who you are in another ad when I say I don't know if it's so black and white, it's so easy. Like I said, I enjoy those conversations where the answer isn't easy because it's something for us to keep in mind because we go into it thinking that we have the answer for that. You're ignoring the fact that you're going to have the mess of the world seeing that Spotify-Microsoft interaction and saying, "Oh, my God." It's going to happen. But if you're cognizant of that, as you're building the ads, then I think it helps you just really stay. It's motivation.

Andy Latimer:

I think there's a couple of couple instances where we came across some of these concerns when we're serving to a broad audience and trying to figure out who the audience really was.

Andy Latimer:

One that comes to mind is when we think about what we did with SodaStream. We're from a perspective of the target audience globally is a different audience than in the U.S. and finding that audience in the U.S. really helped them drive a huge growth in their company which ultimately got them sold to Pepsi for \$3.2 billion. Talking about a growth that was astronomical. I think \$44 a share... No, it's \$66 a share to \$144 a share in 14 months while we run a campaign like...unbelievable.

Andy Latimer:

The engagement in that and recognizing that the consumer that they were chasing is different than the consumer that they thought they should be chasing and the consumer that was actually buying their product was different than who they thought it might be. I think that was one of the blinding flash moments awareness where like, "Okay, wait a minute. You got to dig deeper and you got to peel and peel and peel to get into it."

Andy Latimer:

And then I think when the transition started to happen, we moved into things like Tommy John and what we're doing with Tommy John and what we're doing with Health Markets were these disruptive strategies. We're taking something that's traditionally... That one, take at Tommy John, which I think you look at these direct to consumer brands like Tommy John and why I say we're in the great age of direct to consumer.

Andy Latimer:

Think about this. It's a \$35 pair of underwear and I'll buy it all day. Why? Because, one, I believe in the brand, two, they put a great product out, and they're cool.

Ricky Turner:

Thirty-five or not.

Andy Latimer:

Yeah. They're cool.

Rob Fallon:

I'm going to go back to SodaStream for two seconds because I think that you hit on that with the different audiences globally and to go back tying what you were saying a second ago where maybe these ads shouldn't cross and you can't keep them separate. I think it's about which order we put the USP in. In the U.S. for SodaStream, health and wellness was USP number one.

Andy Latimer:

Above [crosstalk 00:43:25] was environment.

Rob Fallon:

Above anywhere else in the world and when you go outside the U.S., green initiative. Staying environmentally friendly and using-

Andy Latimer:

Eliminating plastic bottles.

Rob Fallon:

That's number one USP.

Andy Latimer:

Which by the way is a-

Rob Fallon:

It's a great message but in the U.S. it's number like, "Oh, and also," check boxes. You want to feel good, you can feel good, but that wasn't the reason you actually pulled your credit card out.

Rob Fallon:

But when we serve up the ads and if the two shall meet to where you do get both of those ads, it may not be a reason you're going to buy, but you may not also find it out of alignment with what the brand stands for.

Andy Latimer:

And certainly the experience for them as well was not only driving that first message but driving it in a way that we could laugh at ourselves kind of a situation, driving it with a humorous way where it became disruptive-

Rob Fallon:

Fat guy addicted to soda.

Andy Latimer:

Right. Get it disruptive in a way that disarms you for a minute so you can hear the message. I think that's part of the marketing side of it, that's a challenge.

Andy Latimer:

Tommy John was the same way. Let me give you just a little too comfortable. Let me give you a moment for you to laugh. And then now that I'm laughing at what you've just seen, I get your message. They're comfortable. Now let's go on to why they're comfortable and get into the features and benefits and get the validity and the validation of what it is and then as the consumer starts to then search online, they find deeper validation online because they see social followers and brand advocates that are there behind it saying, "Yeah, absolutely." Kevin Hart saying, "Yeah, I love it." You hear it on the radio. "Yes, I love it."

Andy Latimer:

That depth of that cultural message and that message of validation is strong. I think when we go out to take at Health Markets and you get to that one where this is a market segmentation that the audience you're talking to is very specific and they've had the same message for 20 years, but that very specific market is a different market today because the boomer today is a more active senior than they were 10, 12, 15 years ago. The marketing has been the same to this audience for this product for a very specific amount of time and then you say, "Wait, but the audience has changed."

Andy Latimer:

I think we're seeing that across the board right now not just in each of those specific examples but the audience has changed. The consumer has changed. We have to talk to them differently.

Rob Fallon:

That comes down to the authenticity and the message. What does your audience perceive themselves to be? And when it comes to, let's call it, Medicare or senior insurance, they don't see themselves as old. I know we all want to not face the reality of aging. If that's what your audience believes they are, then make sure you're aligned in your messaging for that crowd.

Rob Fallon:

We've turned that message into ads that say, "Live out your golden years," in an ironic way and you show people riding Harleys and living life and playing fun games and we understand you, yes, we believe that you can be young even if you are "senior."

Andy Latimer:

Well, it's a juxtaposition. And I think it's not just... What we're really talking is buzz market segmentation as much as the cultural and age demographics separations in it.

Andy Latimer:

You have so many ways to reach these audiences, that to your point, Ricky, it's tough because you're sitting here and you're saying, "I need a broad enough message to capture everybody. It's going to be my broadcast version of it. But then I need these sub layers of messaging that are super focused and targeted." That's hard because you have to convince your clients, you have to convince marketers and directors of marketing that, "Hey, man, you don't need one commercial. You need ten. You don't need a piece of digital content. You need 50." It's a different conversation I have now.

Andy Latimer:

How does Bluewater approach that differently I think from other agencies because from a converged standpoint and a converged strategy standpoint, I think that you have a unique situation here and the fact that you have all the resources under one roof and you can maximize creativity. The producers and directors are on staff. The DPs and the creative team-

Andy Latimer:

Are on staff. The lighting guys are on staff. You got editing and animation. Everything's here.

Rob Fallon:

Yes, we've got the team here that does commercial style production day in and day out which is a crazy, unique benefit to our agency and our approach.

Rob Fallon:

But beyond that, I think we've got a consumer that's content starved or content hungry, not starved because they're fed up with a lot of stuff, but they are content hungry personalities. We do need to figure out and put forth a package of content and a package of ads unlike before where you could put out your Q4, your second half of the year advertising campaign.

Rob Fallon:

It's why we have so many deliverables and it's why we're doing... Okay, we've got four different ad versions in multiple lengths. We've got cut downs coming out of those. We've got a lot of digital variations of those. We're going to give you all the weapons you need not just for this one airing or this timing of this airing but this whole thing to get you through the season or through the year or through whatever. It's a constant content strategy.

Ricky Turner:

But it's the weapons you need. What makes us different is having all of the tools available and there's nothing like having the right tool. But there's also nothing worse than having the wrong tool. The same, to a hammer, everything looks like a nail.

Ricky Turner:

If I'm a freelance animator and someone says, "I want to market my product," and I'm like, "Animation." Figure out how to market this product with animation. If that's all I can do and I'll do my best, but maybe it's not the right tool. Sometimes, it is and sometimes, it isn't because your product, if it's all about just benefits, there's nothing really particularly...

Ricky Turner:

Like if it's fish oil, the product is fish oil, doing animation for fish oil, I can. I can do the, what Jerry Seinfeld calls it, the ball in the tube or whatever. I can have a pill go down and go "whoop" and you feel better and your joints are... I'm not showing you really anything. It's a feature. It's fish oil. There's not a feature. It's fish oil.

Andy Latimer:

I want to hear from real people at that point, for sure.

Rob Fallon:

Yeah, give me benefits.

Ricky Turner:

The benefits are going to come through testimonials. The benefits are going to come through just seeing people living healthy lifestyles and having glowing skin and being active. That's going to be a better message. We don't feel necessarily pigeon holed in here by having a limited or very particular toolset. We can throw the right tool at it at the right time. Then if you have something that's actually very unique the way that it works, you can talk for two minutes and try to explain it to me and most of the viewers are going to be like... I don't even understand the terms that he's talking about there.

Ricky Turner:

But then animation, I can just-

Andy Latimer:

Explain.

Ricky Turner:

Split that thing apart, just peel back the layers and just show you, just with very simple language but putting the right language with the right visual at the right time and just make people... Even if they don't fully understand it. Even if they don't fully 100% grasp like they could make one themselves. What they do have is what he's saying makes sense and I can see that that's special and what he's saying is evidence that what I'm seeing is special and I'm believing it.

Ricky Turner:

That's how I approach animation. The first thing that anybody says when I ask for a product sample is, "You can take this one apart," or "We only have one of these so don't take it apart," because I'm always taking them apart.

Andy Latimer:

It's pretty funny. You go in his office and there's parts of shit everywhere. There's parts and pieces split into... I'm like, "What was this when it started?"

Rob Fallon:

He explained something to me the other day about the way this bicycle mechanism worked. He started the conversation with, "What's going on inside this thing is actually magical," then he proved it to me with some other relative videos and, "This is the physics of this." And I'm like...

Ricky Turner:

And I literally use the term, "It's magic." "Rob, it's like magic." I showed him some videos and we're like, "Ah."

Rob Fallon:

We have to show that.

Ricky Turner:

We got to show that.

Ricky Turner:

I was authentically excited about that.

Rob Fallon:

Enthralled.

Ricky Turner:

And that's a really easy, strong foot to throw from when you're marketing. When you actually feel it and you actually know exactly what about it made you excited, just show.

Rob Fallon:

Yeah, that was beyond dogfooding. Okay, I tried and I took it apart and I saw what's in it and man, you too have to see this. You too have to see this so you can appreciate why it's better for you.

Andy Latimer:

Basically, I think when we go back and when we built this thing in the beginning, it was built around this idea that I came from the producer and director side of it. I didn't want to ever be told we can't do that ever. Like ever. It wasn't can we do it. It was always how can we do it. It's always a question of how we can market it and how it's best marketed.

Andy Latimer:

I think, to your point, Ricky, sometimes it's you may have every tool in the toolbox but you don't have to take them all out sometimes. Sometimes, you take the very specific, purposeful ones out and say, "This is what's going to make this product or this brand market better."

Andy Latimer:

The step back I think that most people don't really think about is they don't necessarily think about how you approach it from the beginning. When you step back away from the beginning and say, "Not just how the product works and the inside functioning of it, but who's it for and what's the company for and

what's the ultimate goal that we're trying to achieve. Are we trying to achieve growth in stock? Are we trying to achieve maximum sales? Are we trying to achieve brand identity and brand validity in these products?"

Rob Fallon:

Gina's in the back of my head going, "What's your goal? What's the goal?" I know she would laugh if she's here. But that's the first and most important questions she wants to know after every campaign gets introduced to us. And so to your point, what is your client want to do, they want to increase, they want to move a bunch of units, they want to get rich and sell it off. What is it? Let's look at it with that lens but not the only lens. Let's look at what tools help us align on getting through that surgery.

Andy Latimer:

I think over the years of doing this, we've done this together I guess, 15 years give or take, somewhere. It's been a long time for all of us together. I think when we started out it was a much more difficult world because we didn't have the tools and quite frankly, we weren't as experienced. Now, we've got much more under our belts and have done much more... Touched so many products and so many different categories.

Andy Latimer:

I think it's always fun when we get a new category or a new product because, yeah, if you want to know about how to sell a barbecue grill or anything in the outdoor cooking space? We got you. You want to know how to sell any appliance in the kitchen? We've got you. If you want to look at pet, we know pet, we know pet as good as anybody else and we can absolutely deliver it and we know health care. These are areas that it took somebody coming to us and taking a risk the first time with us to say, "Hey, I believe you guys can take a different look at this."

Andy Latimer:

The point of these conversations is to help people understand that this is how we take a different look at it. We step back from it and we see where you've been, we see where you are, we give a full analysis of what's going on in your space, and if you're curious at all and if you want to know what we think about your campaigns or your products or where you are, call us, email us.

Andy Latimer:

I promise you this. We'll give you a free evaluation where your situation sits and we're going to give you some knowledge for you to walk away with and that knowledge you're going to walk away with is going to make your company better, it's going to make your marketing better, whether you do it with us or not. I think that's the honest approach we've always tried to take about it. You're going to leave here with something.

Rob Fallon:

We're pretty open kimono, open book when you speak to us. There's no pretense about... What we want to do is help you. And whether you end up working with us or not, okay. We've been told no by some people, but at the same time, we gave you our honest feedback as to what we think can make you better, make you more money, build your business because that's what we do, we build businesses.

Andy Latimer:

It's always a cool reflection. I look back and think about all the people we've helped and all the companies that we've been able to grow with them and show how they're... And change, really changed the trajectory of people's lives. That's what it's about in the end.

Andy Latimer:

I think from a standpoint for us, you want to talk about authentic, we have authentically cared about the effect that we've had on the companies that we've worked with and there's nothing more proud than to just sit back and look at those moments.

Andy Latimer:

Last words from you guys.

Rob Fallon:

I'll go back to Almost Famous, one of my favorite movies. Just looking for some real Topeka people is what he says there. It's when the guitarist, he goes out on this walkabout and he's fed up with the bullshit and he's just like, "I want to connect with some real people, man." I think as it comes to this authentic message of your audience and where you are as your brand, go on the walk that the guitarist went on and try to connect with the people that are buying your products so you know how to be real with them.

Ricky Turner:

One day, you've grown up, you look back at your life, there's no point at which you feel like you've become an expert at something or whatever like that.

Ricky Turner:

I've had some conversations recently with people, with clients, and with people who talk to people who came and had a talk with me and didn't end up working with us. This was just last week. I had this conversation and my friend told me, "Oh, I met with so and so and they met with you. They didn't end up working with you because you're too expensive." When I remember who it was, I thought, "I hope they like me just like they love you." Their client just couldn't go for it.

Ricky Turner:

It makes me feel good because I knew going into that meeting that they were not going to possibly pay for what they were asking for. They just weren't on the same planet but I still had the meeting and I still really enjoyed telling them in an excited way what we could do and how we could approach this to try to fit it in there and just really giving them an idea for a plan and maybe one day, but right now... And she came in very clear minded about that. It was, "My client is making me look into this kind of a deal."

Ricky Turner:

But it feels good to look at moments like that where I realize I am enough of an authority on this that I can have this conversation and even... It's a great change of pace for me and it's great to connect with people and to get excited about their projects. We love what we do or we wouldn't be doing it and we've been doing it long enough where we love to talk with people about it. It's all relationship.

Rob Fallon:

We're talking now. You love what you do. You share it, right?

Andy Latimer:

That's it right there, man. I think you hit the nail on the head.

Andy Latimer:

By the way, there's always a solution. There's always a way to market a product inside of almost any budget. It's usually doable.

Ricky Turner:

Almost.

Andy Latimer:

Almost. Hundred bucks can be hard. But going back to the right toolbox and saying, "This is what's right for this product at this time in its cycle." And we've seen it over and over again when we started the product on a particular campaign and then expanded it and expanded it and expanded it and expanded it and grew it into a brand strategy that took time.

Andy Latimer:

But it's been so cool I think looking back and seeing the tiny little brands that are now monsters that when they came to us they were tiny and we were able to help them grow in a real and meaningful way. I think that's that lasting impression because it does change and affect people's lives.

Andy Latimer:

Thank you, guys, both for your time and taking some time away from your day to have this conversation. We hope to have more conversations with you in Bluewater Talks.

Andy Latimer:

If you want to find more from us, you can check us out on bluewater.tv to keep up on the direct to consumer and brand marketing trends that we're discussing in these regular conversations. You can also follow us on Twitter, Facebook, Instagram, or LinkedIn. And of course, you can find us on Vimeo or YouTube and watch these and share these to where you want.

Andy Latimer:

Again, we're, I think, at this point in this great change in the consumer world and this wild point we're at where direct to consumer is now the number one way to market your product.

Andy Latimer:

You need companies that, if not us, then find companies that understand this converged strategy and understand what's going on across all the platforms because when you start getting into creating your products and creating your brand and creating your identity as your company and it starts to get out there and you start to realize all the touch points, if you don't set the right foundation and you start

pour money in the top, the funnel is going to flow away from you. Don't let that happen. Make sure you get with the right company and have good conversations.

Andy Latimer:

If you just want to talk about it, we're here to do that as well and we're happy to have those conversations. It's what we've prided ourselves on from the very beginning is that we're going to give you an honest look and an honest take on what we think you should do. If you don't listen, that's fine. Totally okay. If you do and we work together, we look forward to long and wonderful relationships together.

Andy Latimer:

But outside of that, we just want you to have some good insight and to think about what's happening and making sure that you're finding authentic and culturally significant and culturally appropriate conversations to have with your clients and your customers both on all platforms that you're engaging.

Andy Latimer:

I'm Andy Latimer. Again, this has been Bluewater Talks and we look forward to seeing you guys next time.