

THE MODERN PATH TO PURCHASE

Hi!

COO @codedesign

A man who believes in spreadsheets, not gut feelings. A lot of agencies say they're data-driven, but this guy's firm has it on their about page: "In God we Trust. Everyone else bring Data".

A man with a beard and a wide-brimmed hat, wearing a dark suit over a green shirt, holds a futuristic, dark-colored gun. He is standing in a lush jungle with palm trees and dense foliage. In the background, another person is visible, and there is a large fire or explosion on the left side of the frame. The scene is lit with warm, golden light, suggesting a sunset or sunrise.

ANATÓLIO

NOBRE

Portuguese and a fan of Benfica and the “Special One”

Knocks Fenerbahçe out of the UCL, sending Benfica through.

Gets sacked by Fenerbahçe and pockets €9m.

Joins Benfica and plays in the UCL.

The Special One 🇵🇹



Q: Do you know how many advertisements you're exposed to everyday?


 A man wearing a VR headset looks shocked as a robotic hand offers him a glowing 'ULTRA SHOES!' advertisement. The background is a futuristic city filled with various digital ads, including 'ULTRA & BUSY!', 'AD MEE SHOES!', 'ULTRA SHOES!', 'YOU'VE WON! CLICK HERE!', and 'DIET SPACE UPLES UP TIP TE MEAGE. BOOK YOUR ESCAPE'. The scene illustrates the overwhelming nature of digital advertising in a virtual environment.



+4,000 ads

Consciously aware of seeing just ~ 100

Before the internet, we shopped on a physical street, where we had less choice and less information.



trigger 

Awareness

Consideration

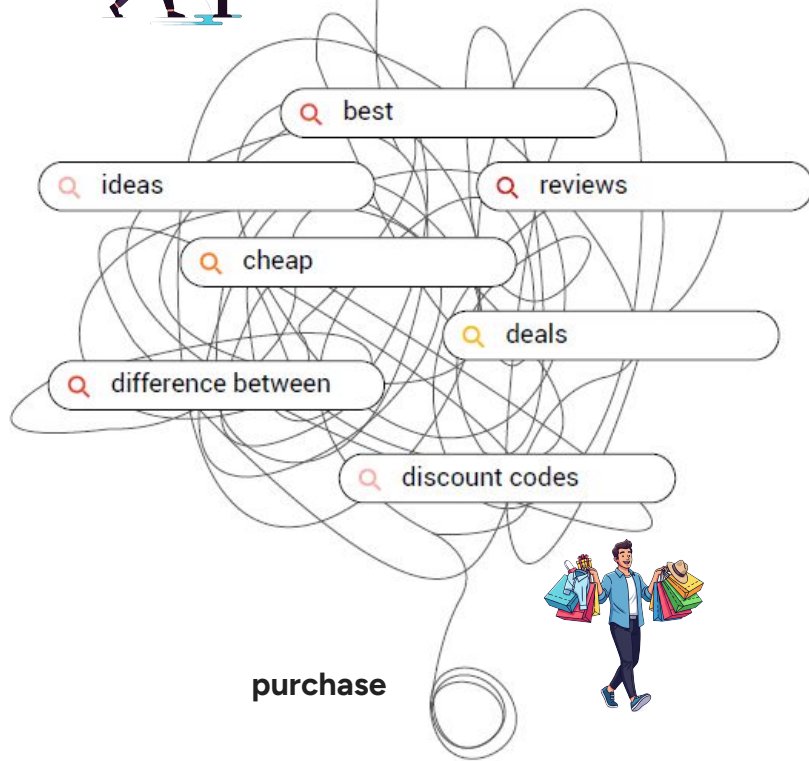
Conversion



purchase



trigger💥





trigger 

Q best

Q ideas

Q reviews

Q cheap

Q difference between

discount codes

The "Messy Middle"

purchase

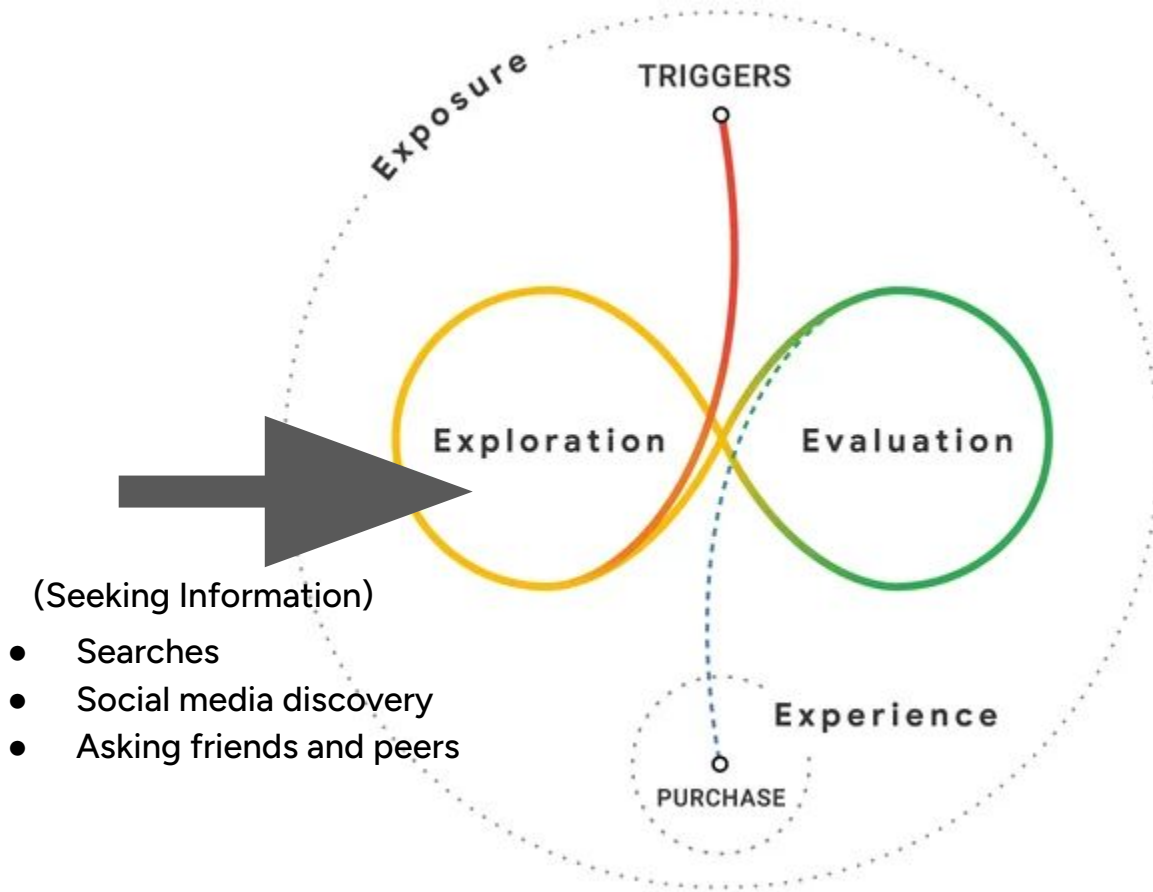


Can simplified in a model?

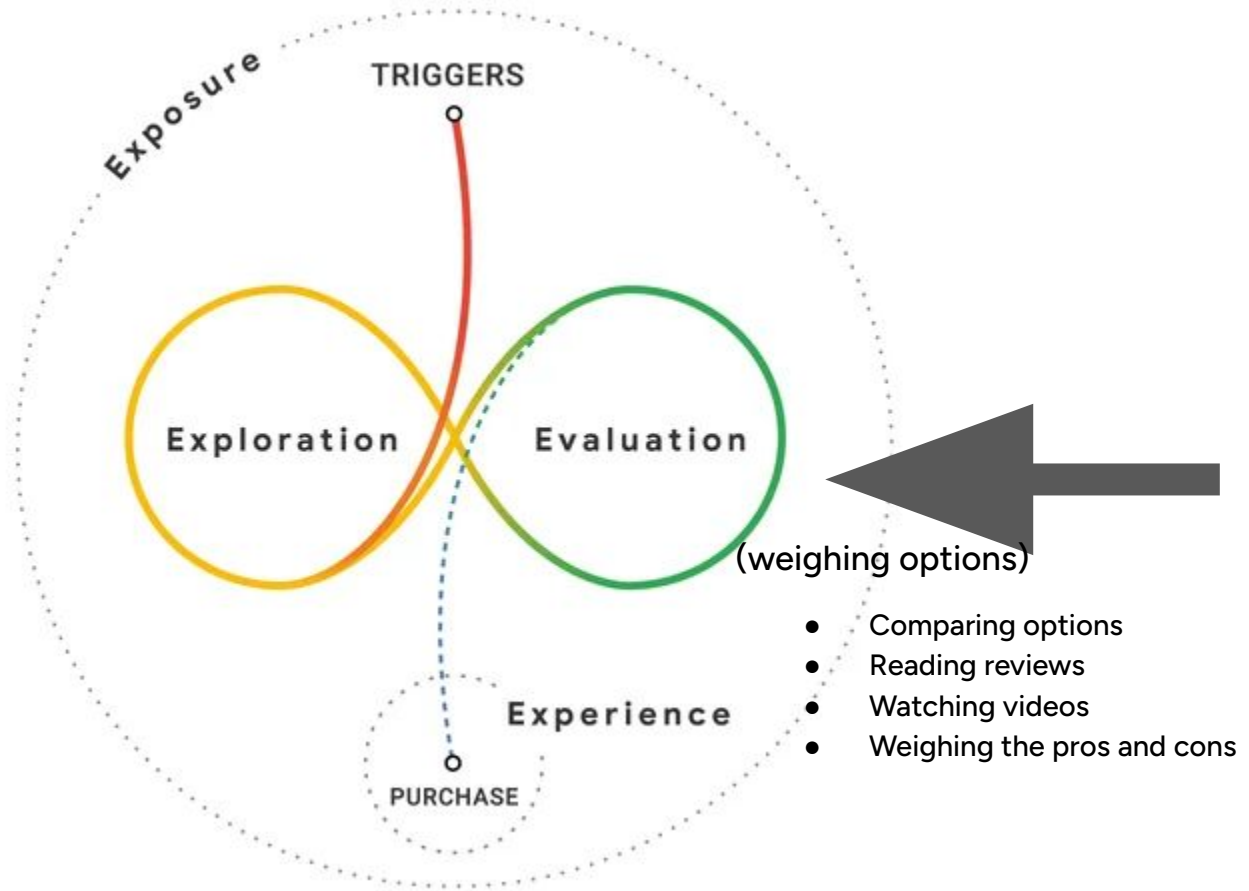
NAVIGATING A COMPLEX WORLD OF CHOICE



NAVIGATING A COMPLEX WORLD OF CHOICE



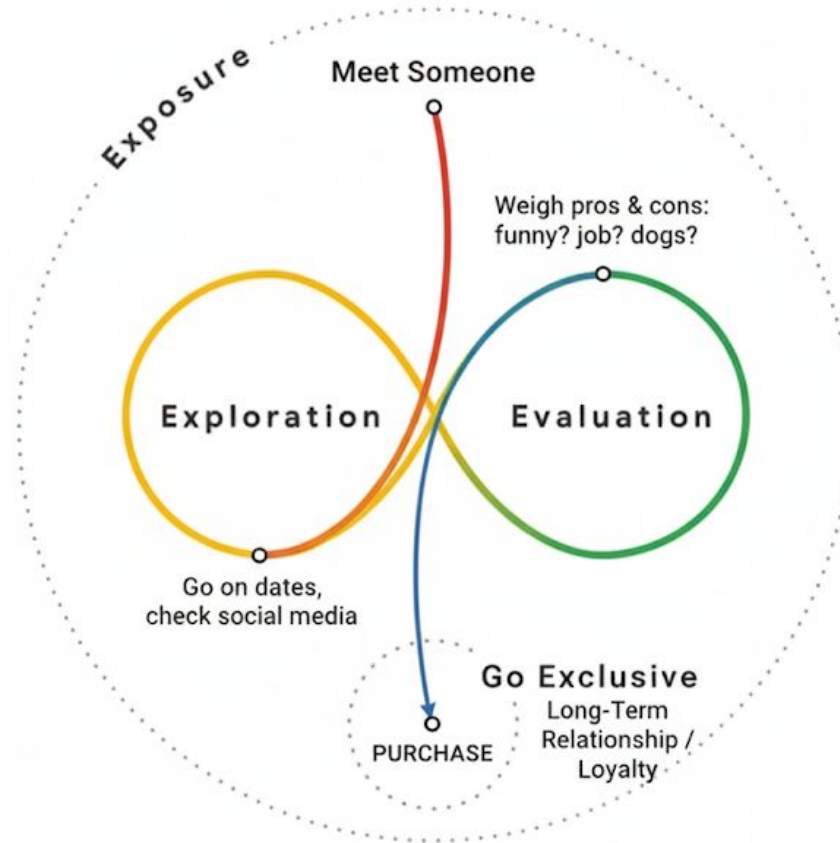
NAVIGATING A COMPLEX WORLD OF CHOICE



ZERO LIMITS

Like Dating?

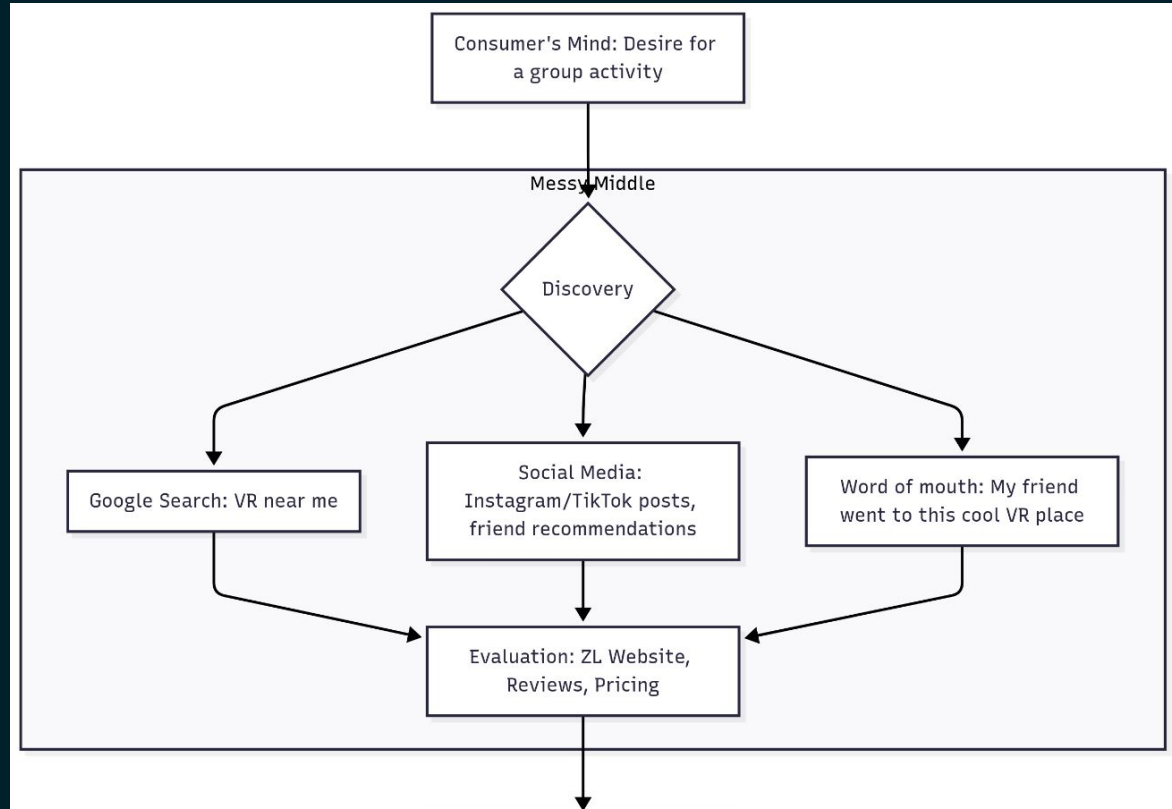
IT WORKS FOR EVERY HUMAN INTERACTION.



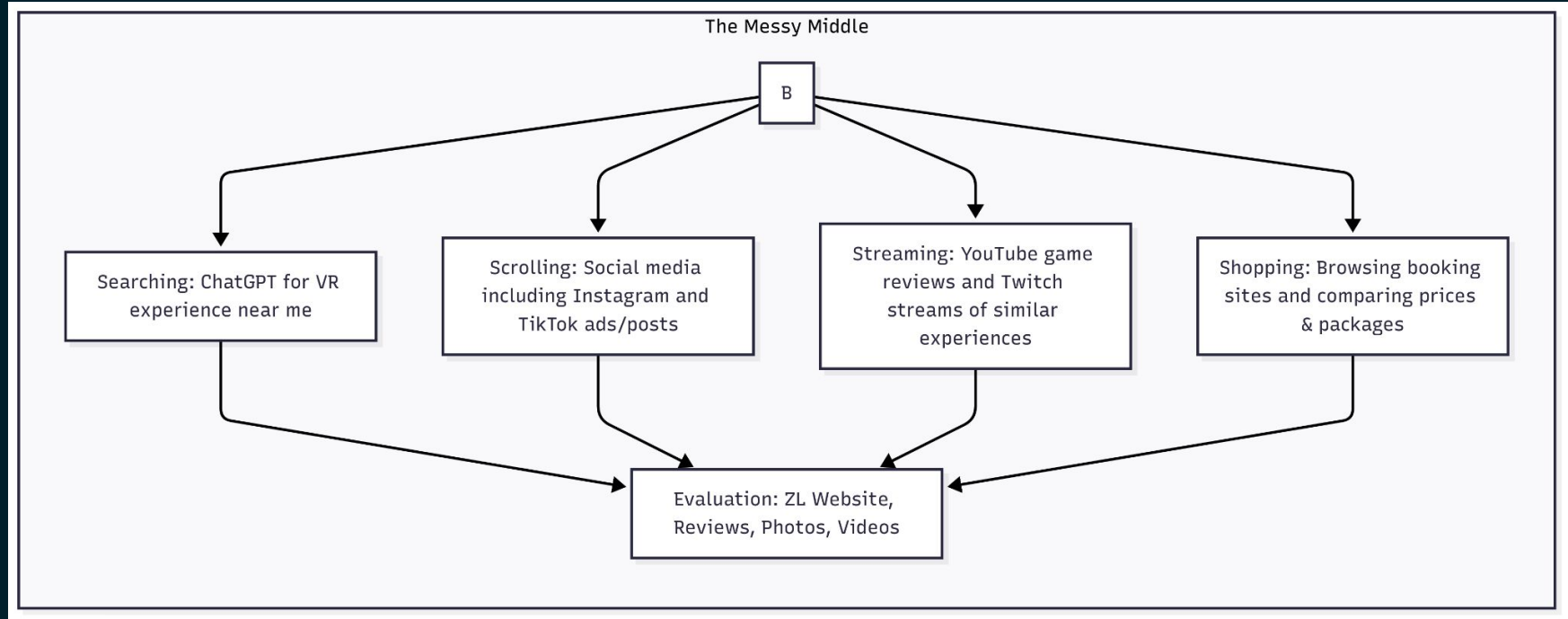
In a world where a customer who has never heard of Zero Latency can discover us, learn about our brand, and feel confident in booking a game with us— how this journey should look like?

Maybe this one,
leveraged by
word of mouth

....



Or this one



Streaming, Scrolling, Searching, and Shopping have fundamentally reshaped how people discover and engage with brands.

How can we adapt our strategy to the messy middle'?

When 73% of customers use multiple channels throughout the journey, It's clear that it is time to move Beyond the Linear Funnel....

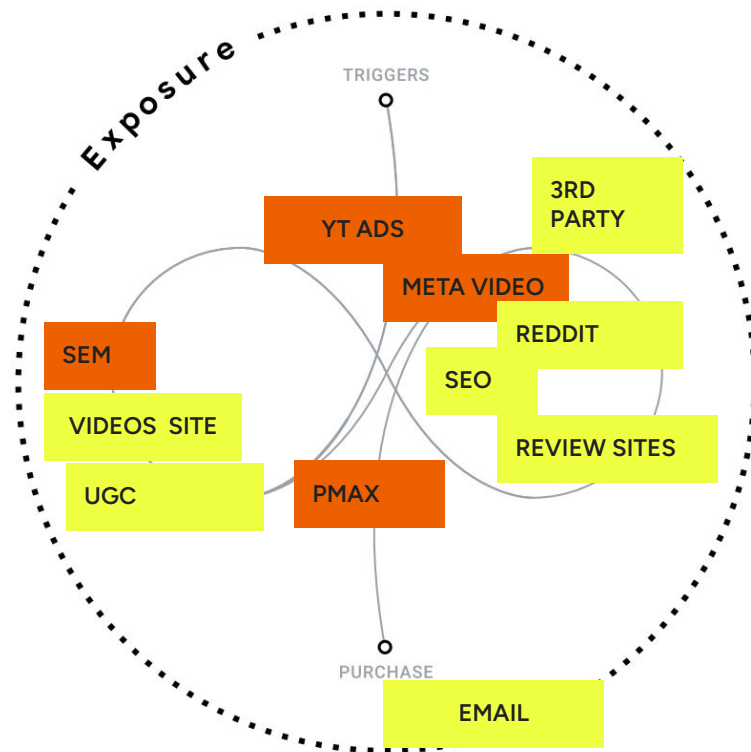
4S Behaviour by BCG, Research

If discovery, consideration, and purchase can now happen simultaneously, and with no order.

WE NEED TO HAVE all the information a prospect might want available and easy to find.

—

But we don't choose the sequence. **They do!**



Second, the principles of great marketing haven't changed. They're about making sure **your brand is present, your ads are good, and your product is easy to buy.**

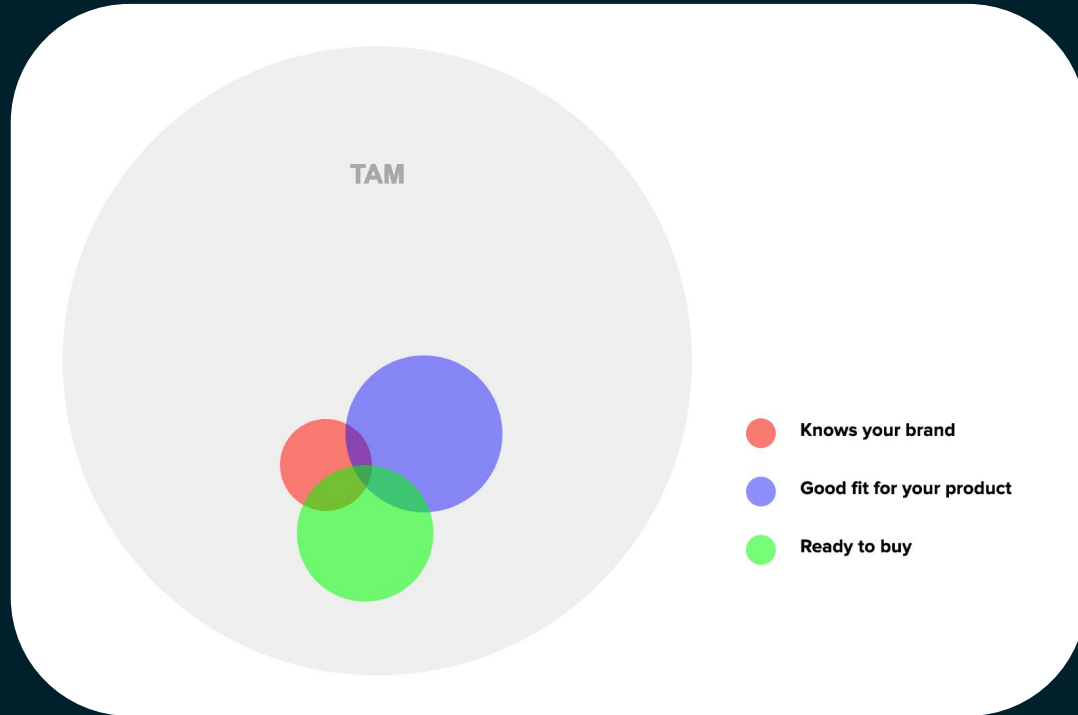
Consumers

Consumers rely on mental shortcuts to simplify decision-making.

Our Goal

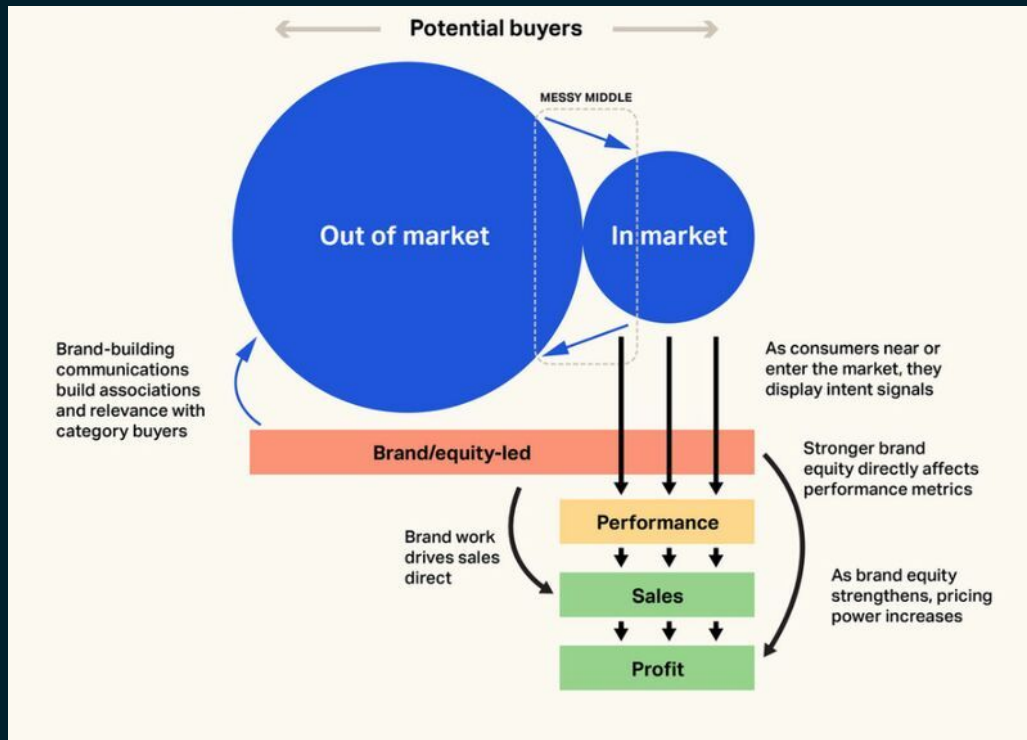
Create strong mental **availability**—being the first brand that comes to mind when a consumer considers the category.

Brand growth is driven by light buyers or non existing buyers, instead of heavy buyers



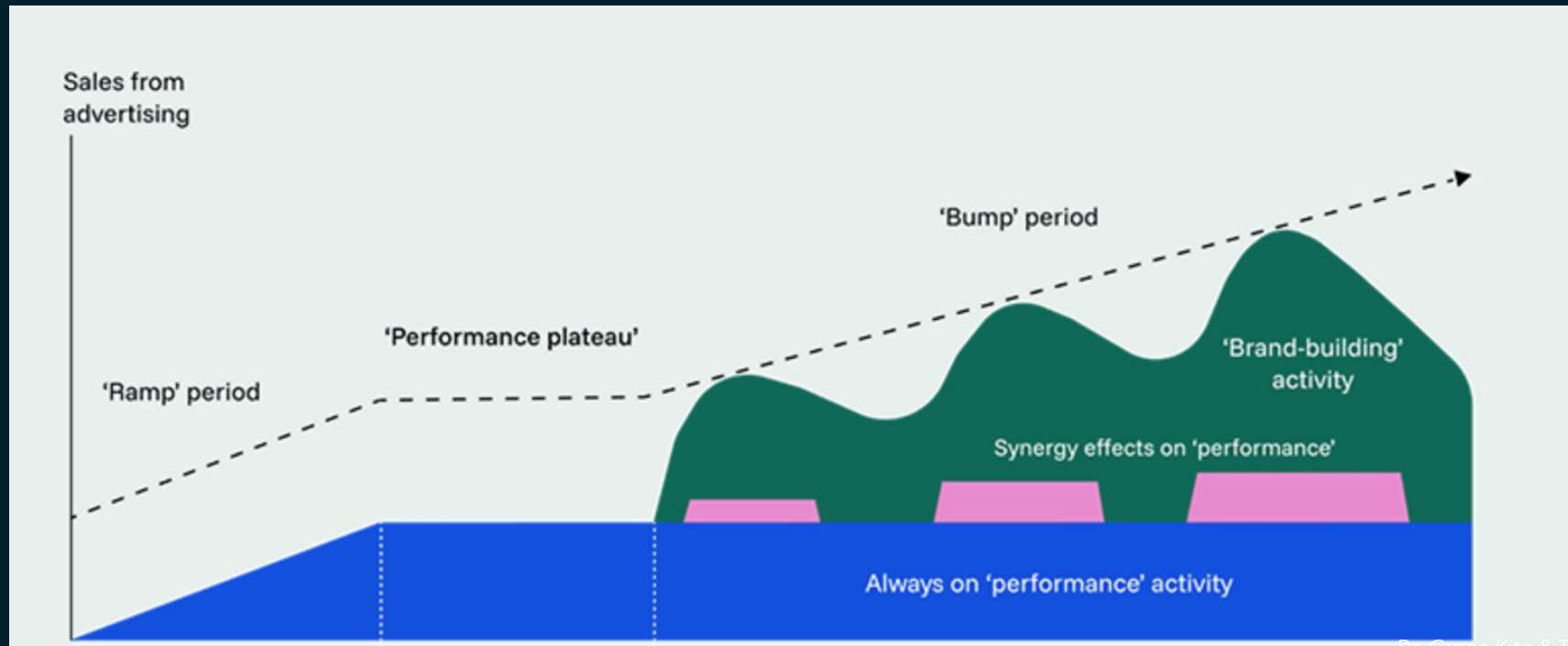
*Ehrenberg-Bass
Institute*

Combining brand and performance has a multiplier effect on revenue, improving ROI by a median of 90%.



The Multiplier Effect: A CMO's guide to brand building in the performance era (WARC)

Not Investing in Brand can stall Performance, escalate Customer Acquisition Costs (CAC) and diminish ROI.



Dr. Grace Kite & Tom
Roach - Research

Emerging brand or categories like ours should need higher frequency



Lower Frequency

- i Established brand
- i High market share
- i
- i Less frequent usage
- i High share of voice

Message Factors

- i Low message complexity
- i
- i Existing campaign/message

Media Factors

- i Low season
- i Long campaign duration
- i Continuous scheduling
- i Multiple media channels

Base Frequency

1-2-3+

Weekly Cap

Higher Frequency

- i New brand
- i Low market share
- i Short purchase cycle
- i Frequent usage
- i Low share of voice

Message Factors

- i High message complexity
- i Low message uniqueness
- i New campaign/message

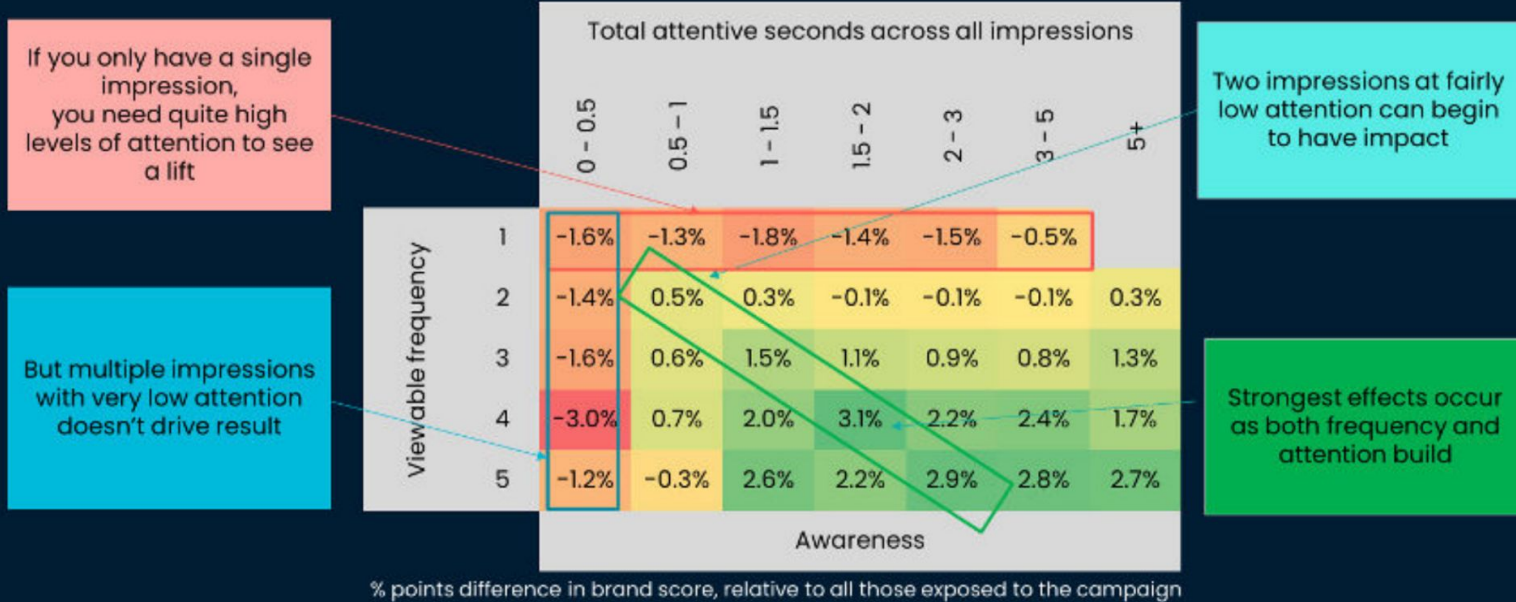
Media Factors

- i High season
- i Short campaign duration
- i Pulse or flight scheduling
- i Facebook only

ZL is in an emerging category plus not everyone is "in-market" for this kind of experience.

We need high frequency to show ourselves.

And frequency and attention must go hand in hand together for brand lift



Analytic Partners, Lumen Research + Havas 2024

**Speaking in “attention” how
should we look into creative?**

Consumers

Emotion, not logic, is often the ultimate driver of a purchase.

Our Goal

We should build **powerful emotional connections** with our audience.

The 3 key elements for winning on Creative

EMOTION

FLUENCY

TIME

The 3 key elements for winning on Creative

EMOTION

**Instinctive, gut-level, raw
subconscious reaction** that
drives a viewer's connection
to our brand



Happiness



Aldi Christmas - Mission Impossible

Fear



Carnival Cruise Lines' "Funderstruck"

The 3 key elements for winning on Creative

FLUENCY

How easily the ad is
understood and processed.

The 3 key elements for winning on Creative Joy

FLUENCY

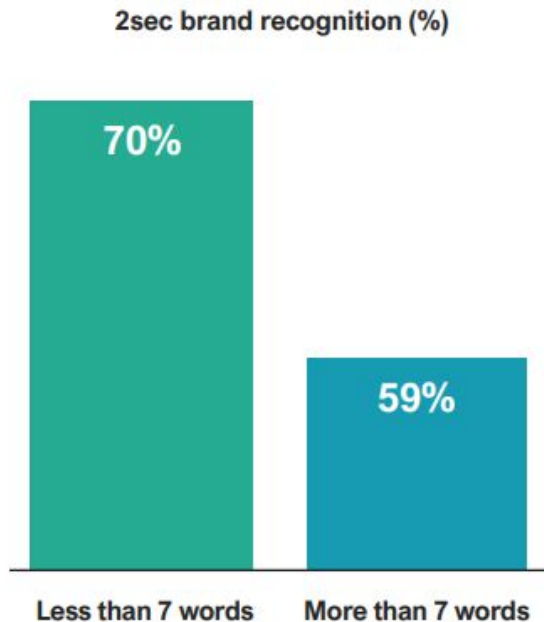


[Cadbury's Gorilla Advert Aug 31st 2007](#)

"A glass and a half full of joy," followed by the Cadbury logo.

Simplicity and Consistency WIN. Less than 7 words 🚀

FLUENCY



150 Out-of-Home campaigns analysed with 22,500 respondents using System 1's Test Your Ad Outdoor testing, measuring their branded emotional response.

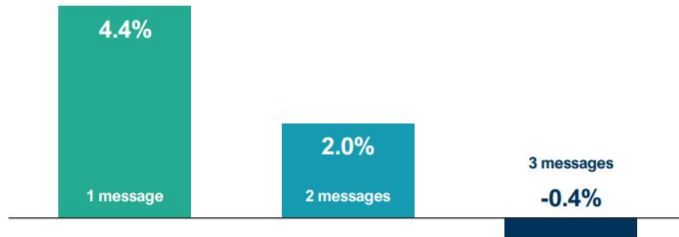


System 1 Research /
JCDecaux

Simplicity wins. One message, not many 🚀

Trying to do too much reduces how useful the advertising is

Key brand association Lift (%), exposed/non exposed

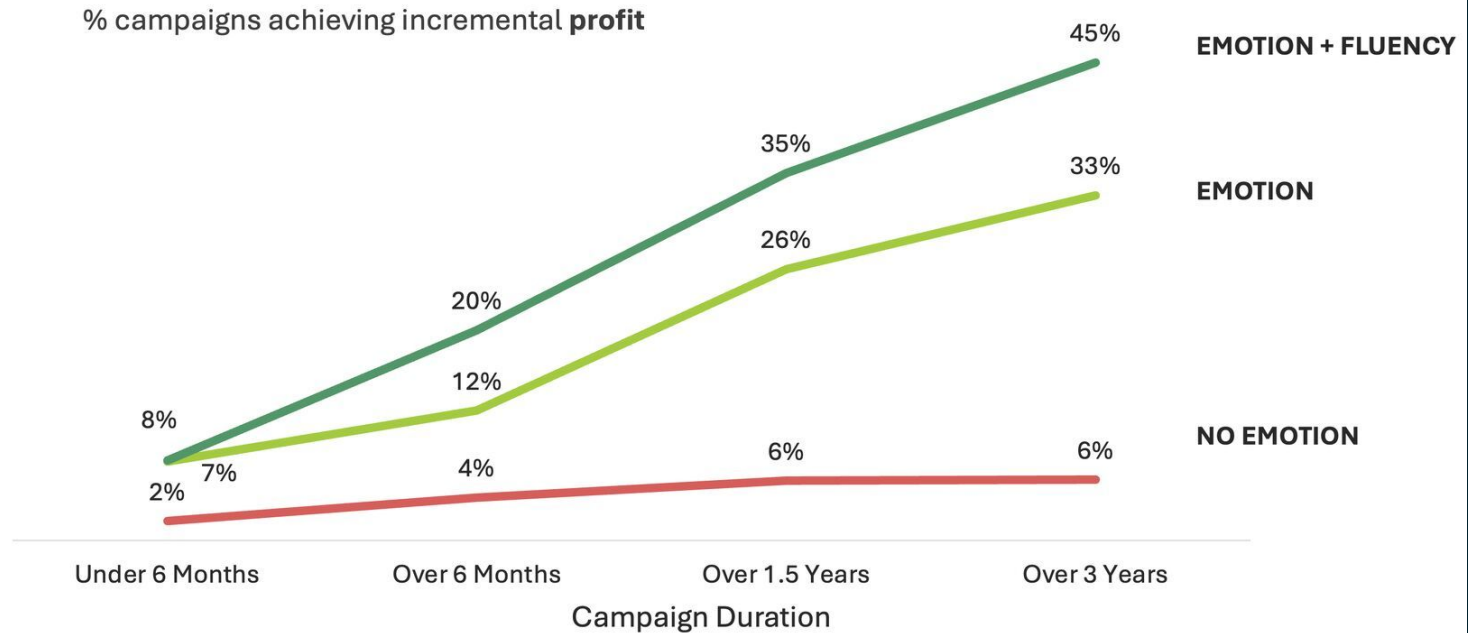


The 3 key elements for winning on Creative

TIME

Memory structures require repetition and reinforcement.
Consistency compounds.

Together: EMOTION + FLUENCY + TIME = PROFIT



System1
Create with Confidence



Within vertical quartiles: Top vs Bottom quartile Star Rating, with top quartile Fluency Rating. 1265 US, Europe, UK & Ireland campaigns between 2007-2023 from the Effie Case Library (2017-2023 program years). Ads tested with System1's Test Your Ad with 200,000+ Global Respondents.

© System1

ZERO
LATENCY VR

ZERO LIMITS

How to measure more effectively?

Bridge the gap between brand marketing and driving business outcomes?

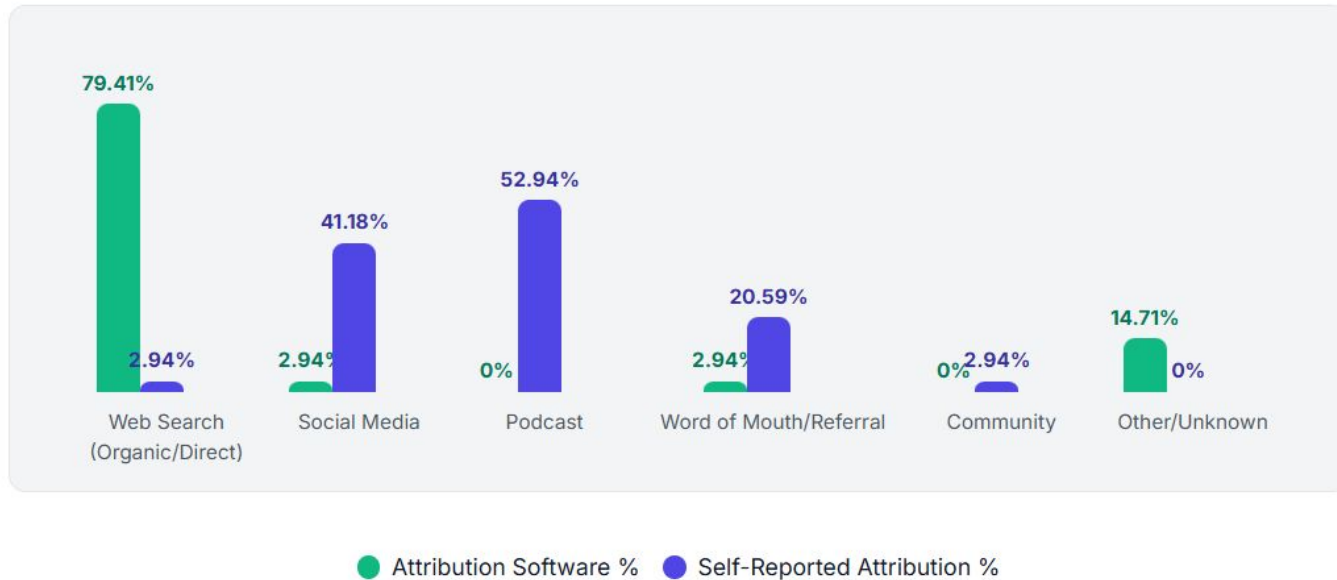
Define Good
Success Metrics

Do the best of your
digital tracking

Talk to your buyers

What we learned from asking clients "how they have heard from us"

CASE



Codedesing 2024-2025 "Iberia Client"

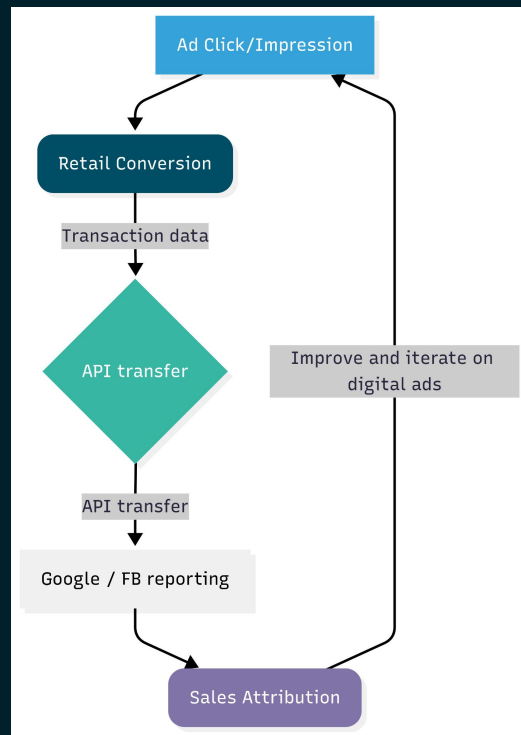
What we learned from using offline conversions

CASE



+15% uplift in AOV

+20% uplift in ROAS



AT THE END OF THE DAY ...
WE ARE UNIQUELY POSITIONED TO SUCCESS.

Our key brand opportunity is emotional connection

How do you anticipate a VR experience will make you feel? (survey)

- Excitement / Adrenaline: 66%
- Immersion: 66%
- Joy / Happiness: 49%
- Fear and suspense



ZERO LIMITS

ZERO
LATENCY VR

THANK YOU

 To a unified, consistent, and resilient Zero Latency brand in a fragmented digital world?



ZERO LIMITS

Is this over? But
where are the AI
slides?



No lifejacket? No problem!

CASE



savvy navvy

Over 1.8 Million Downloads

Boating has never been so easy

App Store 4.7

A woman wearing a life jacket and sunglasses is steering a boat. The background shows a body of water and a distant shoreline.

Sail like a pro.

Everything you need in one place.

savvy navvy

App Store 4.7

A woman wearing a life jacket and sunglasses is steering a boat. The background shows a body of water and a distant shoreline.

savvy navvy

Join 1.8 Million Boaters with Ease

Your Perfect Trip, Simplified

App Store 4.7

A man wearing a life jacket and sunglasses is steering a boat. The background shows a body of water and a distant shoreline.

Make Waves, Not Worries!

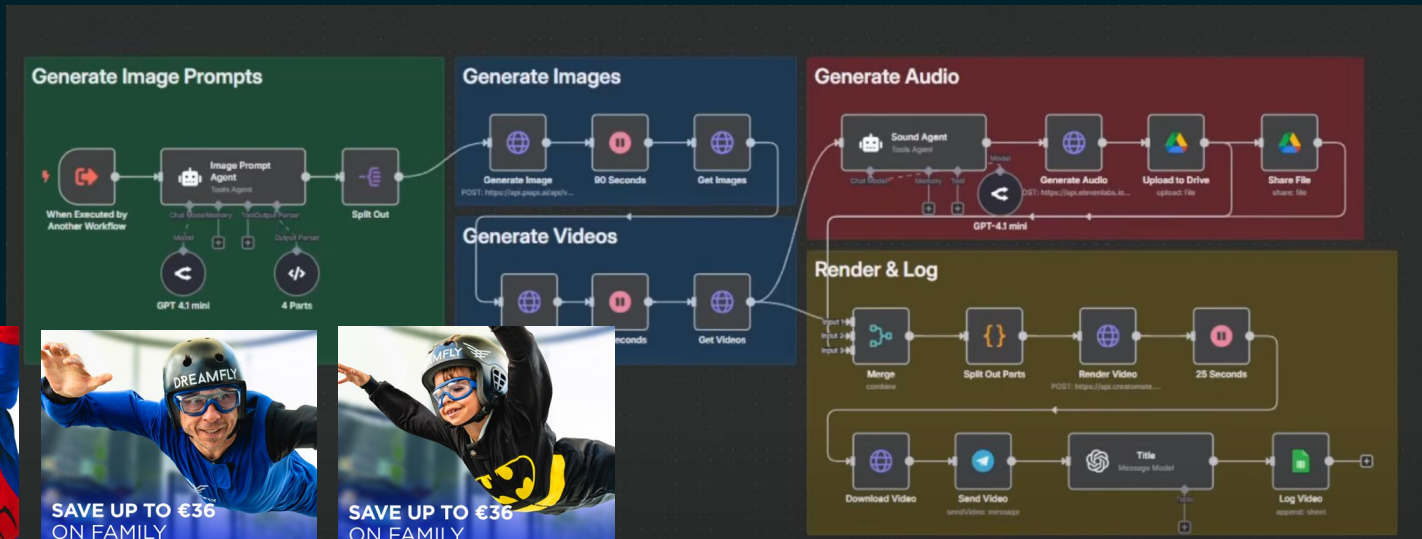
Turn open waters into your playground, safely!

savvy navvy

A group of people are on a boat. One person is jumping into the water. The background shows a body of water and a distant shoreline.

AI agents, n8n and creative production at scale

CASE



1. Claude 4 → Writes 3-scene story (JSON format).
2. n8n → Automates the whole flow.
3. KLE.ai (Veo3) → Turns story scenes into 8s video clips.
4. Fal.ai → Stitches clips into one smooth video.
5. Google Sheets → Logs titles, links, and posting status.
6. Blotato → Auto-posts to TikTok/YouTube/Instagram.

Marketing activities where the deployment of AI tools will generate more value

Onboarding personalization.

How is the user being introduced to the product. How is this connected to the ad creative they saw.

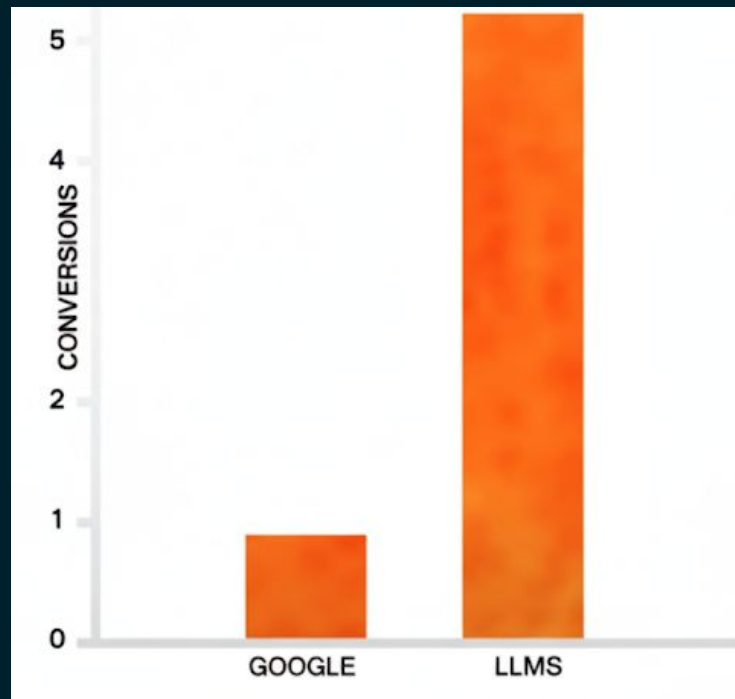
Dynamic pricing and personalized offers.

Based on what is known about this user, know what is their willingness to pay. How can we sequence purchase opportunities to maximize user satisfaction / LTV?

Is google Search going to die?

We're seeing 5x conversion rate coming from LLM.

AI in Search is driving more queries and higher quality clicks



ZERO LIMITS

ZERO
LATENCY VR

THANK YOU

 To a unified, consistent, and resilient Zero Latency brand in a fragmented digital world?

