JĘZYK
语言
言語
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ZIMAN
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भाषा: हिन्दी
LINGUAGGIO
BASA
WPP AU NZ
SECRETS & LIES
CHAPTER FIVE
LANGUAGE
THE NEW RULES OF THE GAME

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IT'S TIME TO TAKE A FAR MORE SUBSTANTIVE APPROACH TO THE LANGUAGE ORGANISATIONS CHOOSE WHEN COMMUNICATING WITH THEIR CUSTOMERS AND THEIR PEOPLE.

FOREWORD

BY ROSE HERCEG

LANGUAGE

IS OUR MOST POWERFUL WEAPON.

IT CREATES CULTURES AND SHAPES ECONOMIES.

IT DECLARES PURPOSE.

Language can reveal a **truth**, tell a **lie** and keep a **secret**.

Its application is **broad**. Its power, **unlimited**.

The craft of language is familiar to all business and marketing professionals. It's taught in undergraduate degrees and features as a course unit in most MBA programmes.

But the game has moved on. Tech has changed the rules forever.

The way we apply this knowledge must also change. We need to update the rules of language in the same way that we regularly update our phone software.

Our collective education is out of date. It's time we all went back to school.

We must rethink what we know about **spoken, written** and **visual** forms of language.

Then there's the vast array of languages other than English, with over 200 spoken in Australia each and every day.

It's time to take a far more substantive approach to the language organisations choose when communicating with their customers and their people.

Especially in an era that demands that they all have a clear and tangible purpose.

The ambition for astute brands is to **control their language** through visuals. Images are their shorthand. At WPP AUNZ, we believe **visual language** is the last of the great specialisations.

We also believe there is a burgeoning industry for the **spoken language**, as tech devices like Siri and Alexa take over our world and change the **business of search algorithms** as we know it.

This report will look at how specific industries can write their own rules when it comes to the language they use.

It will also recommend how brands and organisations can be far more elegant and precise about **purpose**. The reason they exist beyond profit.

Banking and finance, FMCG, utilities, pharmaceutical, automotive, and government – every one of these sectors can transform the way Australians see, judge, and buy from their business or buy into their policies.

When brands and organisations create a visual language, their narrative becomes consistent. There's less room for interpretation. More room for moving the customer from purchase **intent** to **sale**.

As we've done in each of the first four chapters of Secrets & Lies, we have spoken with a large sample of Australians to get their opinions.*

They have given us the quantitative evidence to support these findings and to make some bold recommendations on what brands and organisations should do next.

*Research undertaken by YouGov March 2021, with a nationally representative sample of 4,069 Australians aged 18 years and over.

SECRETS & LIES CHAPTER FIVE WILL EXPLAIN THESE NEW RULES OF LANGUAGE.

Then show how all businesses can profit through applying them.

ROSE HERCEG
Chief Strategy Officer
WPP AUNZ

PART ONE

SPOKEN LANGUAGE

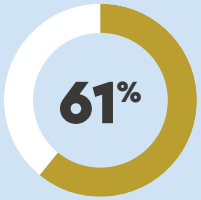
As voice-controlled personal assistants become a key fixture in homes across Australia and around the world, how we search for brands, products and services is changing.

Voice is more natural than using a keyboard, takes less brain power, and creates more opportunity for tech to improve experiences while blending quietly into the background. We're approaching a place where invisible tech can connect platforms and devices with a voice assistant that gets to know behaviours, preferences and desires. It's easy to dismiss voice as something to think about in the future. Tomorrow's tech that someone else can road test first. A channel to be purchased alongside search as a line item on a media plan.

None of this is true.

Whilst some brands and organisations are investing significantly into voice technology, future success lies in the ability to build conversational design into their DNA.

How a brand shows up in voice will become one of the most important responsibilities of chief technology officers, chief marketing officers and their respective teams. Voice is a fundamental part of brand.



of Australians believe that speaking into a voice-activated machine will mean that how we speak and what we call things will matter far more than ever before.

A few ideas are worthy of further investigation when it comes to voice.

How does your brand sound?

What is your AI strategy?

Do you need a sonic fingerprint?

In keeping with this report's theme of **relearning what we think we already know**, this section focuses largely on how to best deliver your brand identity through an ecosystem of voice platforms.

In short, how to successfully turn up (and turn up the volume) in voice search.

We will also tackle AI and the sonic fingerprint.

Since the advent of Google, we have built brands in the digital space according to the written word. Written words that ensure we rise to the top of the rankings in relevance. Written words that entice people to click on our website. Written words that have been optimised for the way our audiences interact with search engines. We have evolved with consumers as they move from searching via full sentences with question marks to typing a few non-linear words that generate effective results.

This is not an evolution of search but a systemic change for which we need to prepare.

Why?

Because unlike desktop search where there are multiple results from which to choose, voice search has but **one result**. This makes it significantly harder to rise to the top and grab pole position.

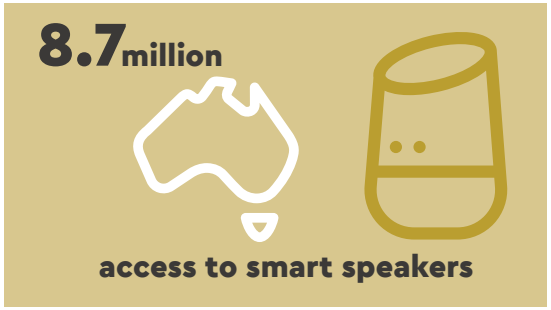
RESEARCH

According to research from WPP Global Voice Centre of Excellence, almost 30 per cent of users ask a question daily via voice tech and 28 per cent search for product information monthly.

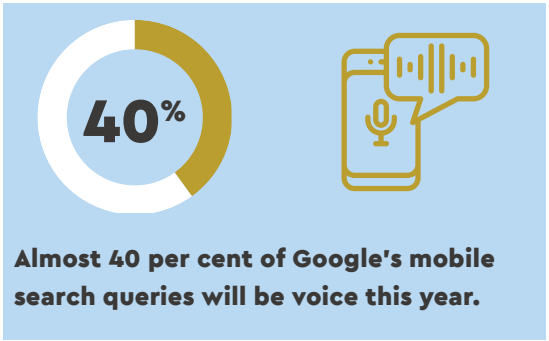
30% of users ask a question daily via voice tech

28% search for product information monthly

These numbers continue to rise. Roy Morgan estimates that 8.7 million Australians have access to smart speakers, and our rate of adoption has outpaced all other markets.

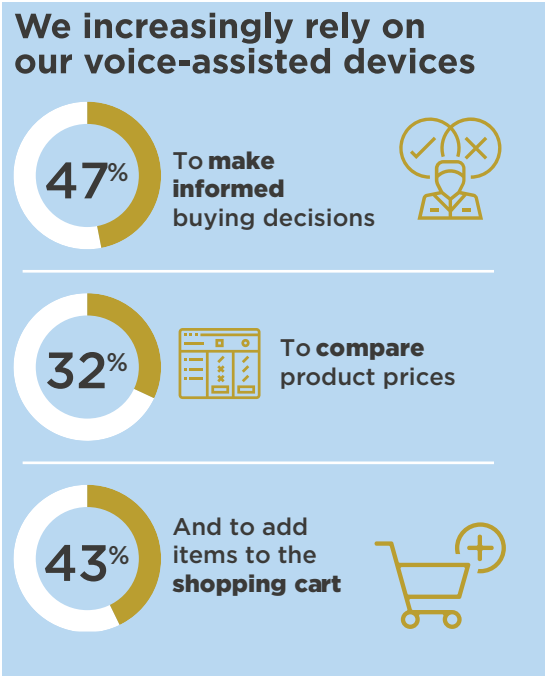


Speech recognition error rates are approaching human levels, and machine learning continues to improve the ability to understand natural language nuance including meaning and intent.



While Apple, Google, Microsoft and Amazon dominate with widely used voice-assistants, Facebook, Samsung and a handful of other brands are exploring how to incorporate voice into their customer experience.

When it comes to digital shopping, Adobe's latest Analytics Report says less than 10 per cent of us place orders over our voice-assisted devices.



Voice shopping is predicted to be worth $40 billion by 2022^.

Global brands like Domino's, Johnnie Walker, and Nestlé have already started integrating voice technology into their marketing strategies to better connect with their customers. This is an opportunity that other brands and organisations need to address right now.

Soon voice tech will become the entire search game. As voice outside the home gains traction the world over, anything that has a touchpad will become voice-activated. It will become second nature to talk to a device rather than type into one.

^ OC&C Strategy Consultants

TWO IN THREE

Australians have never given any thought to how voice-activated tech (like Siri or Alexa) actually makes recommendations based upon the question they asked.

Our current world is built upon a foundation of the written word. This is fundamentally different to the way someone speaks, particularly when they are speaking colloquially to a piece of tech in their home or in their hand.

Soon voice will be the key medium of interactivity.

There is an opportunity to reinvent spoken language.

Who controls the information that people request? Can brands and organisations control the messaging when people ask specific questions about them?

They need to find a way to do it.

Most websites have a 'frequently asked questions' section. The language is professional, direct and grammatically correct but it isn't conversational, and it certainly doesn't recognise the vernacular.

Herein lies the problem.

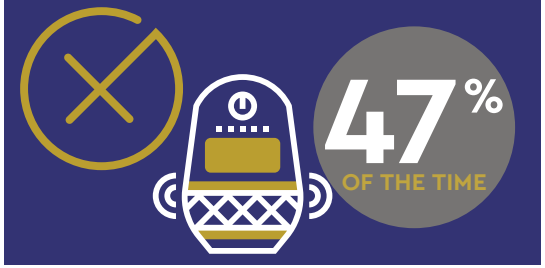
Where do Google, Siri and Alexa gather their responses to voice queries?

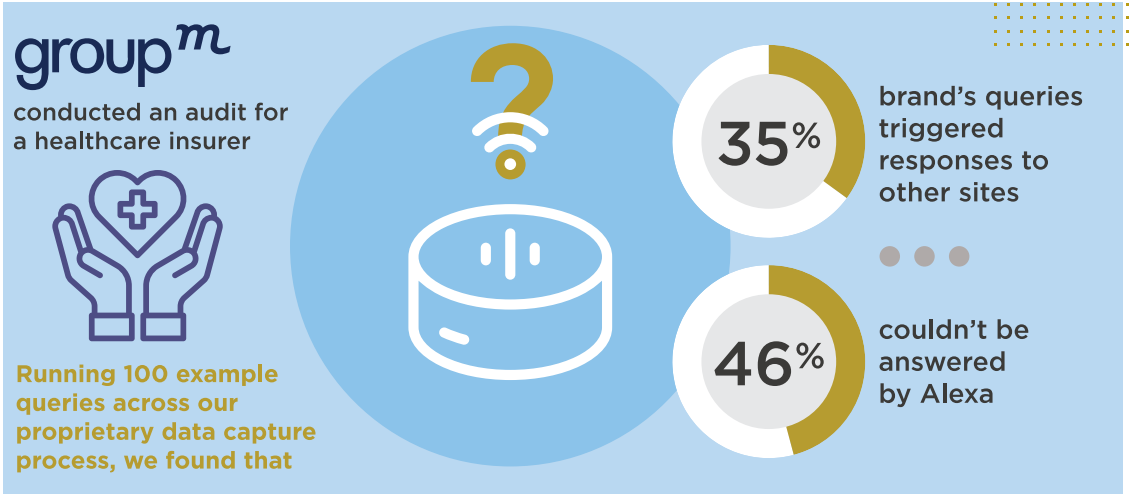
Wikipedia, Google, Amazon, Wikihow and Yelp to name a few.

Rarely from accredited, officially sanctioned sources. Two in three Australians have never given any thought to how voice-activated tech (like Siri or Alexa) actually makes recommendations based upon the question they asked. This is unchartered territory.

Brands and organisations are not built to respond to the way people ask questions or seek information. They are not built within the framework of the cadence of a regular conversation, with all its colloquialisms.

When WPP's Global Voice Centre Of Excellence audited more than a million voice queries, it found that Google Home, Amazon Alexa and Apple Siri did not provide an answer 47 per cent of the time. When an answer was provided, it was often incorrect or outdated.





Here in Australia, GroupM conducted an audit for a healthcare insurer and found similar results. Running 100 example queries across our proprietary data capture process, we found that 35 per cent of the brand's queries triggered responses to other sites. When it came to generic questions, none of the brand's content was served in response and 46 per cent couldn't be answered by Alexa. Most sites are simply not built for the spoken word.

It's time to take a fresh look at all websites. To look at how they are built, alongside the selection of written text – especially when it jars with the vernacular and colloquial.

The sense of urgency in having the right **voice strategy** is even more prescient when you consider that most brands are trying to bring their purpose to life. **This is their reason for existing beyond profit.**

There is a new level of trust that comes with voice because there are no other options but the one that the voice assistant serves up. Unlike traditional search, you cannot see a range of options from which to choose.

US Bank is one brand focusing on the role of the spoken word. It has embedded a smart assistant into its mobile app, allowing users to carry out banking requests using conversational language.

The artificial intelligence (AI) starts listening when a user taps the microphone button in the app, enabling transactions and transfers, pulling up bills and spending history, and managing credit cards. Should there be a request that the AI can't fulfil, it will connect the user with a banker using text messages or a phone call.

"The goal was to create a voice-first experience," Ankit Bhatt, Senior Vice President and Chief Digital Officer for consumer at US Bank, told Voicebot in an interview. "I believe voice is a more effective medium than touch. It's certainly faster. People can type 40 words per minute, but they can speak at about 130 words per minute. We identified early on that we wanted to create value by simplifying the experience and making it engaging. It's more intuitive, and we really believe in its efficiency."

SONIC FINGERPRINT

When it comes to sound, every brand or organisation will also need to create a sonic fingerprint. In the same way that a brand or organisation has a logo or a colour palette, it also needs to think about having a sonic fingerprint. An audio fingerprint that can be played right before it serves up an answer on an audio-assisted device to claim brand ownership in the mind of the customer.

Brands and organisations will soon consider sonic branding as important as visual branding because conversational interaction with consumers is only going to increase. Having that audio signature is going to be as important as having a visual imprint.

Clubhouse – part talkback radio, part conference call, part house-party – is a social networking app based on audio-chat. Users can listen in to conversations, interviews and discussions between interesting people on various topics – it is just like tuning in to a podcast but live and with an added layer of exclusivity. Clubhouse is invite only. You can't just download it off the app store and create an account. Much like a real-life country or yacht club, you have to be invited to join by an existing member. Real world elitism, made virtual.

The opportunity here is for tech and marketing to exploit the way words are spoken and then apply this to dominate search results.

PART TWO

HYBRID LANGUAGES

Culturally and linguistically diverse (CALD) Australia is all-too-often a sidenote or an afterthought for brands and organisations.

This a missed opportunity because there are 217 nationalities in Australia with one in three Australians regularly speaking a language other than English at home. When you look at Victoria, that number jumps to one in two.

The traditional approach has always been to simply translate the message from English into whichever language is required. This lazy approach hasn't changed since Australia became the world's multicultural melting pot after the Second World War.

And yet the global evolution of language and culture has been seismic. How second-generation migrants are evolving multicultural languages is opening up opportunities to target this audience that should delight brands and businesses.

Why? Because the use of these languages in everyday life brings broad appeal to what was previously niche.

HYBRID LANGUAGE

Linguists call it code-switching, but the use of hybrid language is emerging as the most exciting development multicultural Australia has ever seen. And yet very few brands or organisations are using it locally.

Once of the best examples comes from California, where more than 30 per cent of the population speak Spanish as a first language. Wells Fargo put this to work in its 'First Paycheck' banking commercial. "Hola todos ... I got my first paycheck today!"

The central character transitions from English to Spanish as she shares the news of this personal milestone with her family. She continues to switch between English to Spanish in conversations with her father, brother and grandmother, who also speaks in both languages.

Domino's has used code-switching in appealing to Indian consumers.
Hungry kya?

Translation: Hungry are you?

Ford uses **'the josh machine'** as a tagline for the Ikon.

Translation: The powerful machine.

The addition of one word speaks volumes across India.

This opens up a floodgate of opportunities to target Australia's vast and varied multicultural community. What would happen if a bank catered to the approximately 600,000 Mandarin speakers in Australia in relevant geographic locations, with this advertisement.

Watch your 钱 grow.

Translation: Watch your money grow.

It talks to a specific audience but is so simple that most Australians would understand its meaning.

Or how about if a food delivery company were to communicate directly to the 100,000 Pakistanis who have emigrated to Australia in the past five years.

What's for ان اھک اک تار tonight?

Translation: What's for dinner tonight?

A specific community feels included but everyone gets the message.

There is an enormous, untapped opportunity to speak directly to multicultural Australia.

It's time to take a fresh look at what you do in this space and rethink your strategy.

SECRETS & LIES

PART THREE

VISUAL LANGUAGE

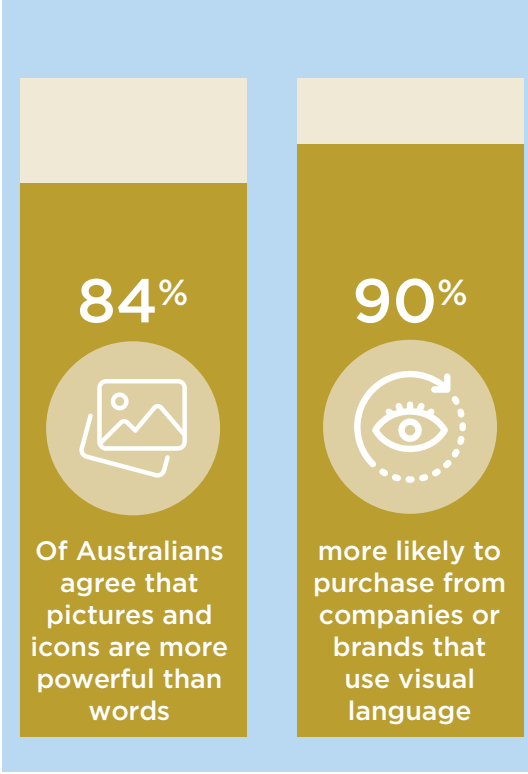
The power of visual language is still surprisingly untapped by banks, FMCG, utilities and especially the government sector. Replacing words with icons and other visuals is an opportunity in 2021.

If you look closely at any smartphone screen, the icons are rarely seen in the real world. An SLR camera represents digital photography, and time is an analogue clock. An envelope represents email, and the phone is a traditional handset. Mechanical cogwheels represent computer settings. Symbols stand the test of time. Visual language has an unrivalled ability to delight and entertain. It's the easiest and most direct way for brands and organisations to win over the hearts and minds of their audiences. It can make shopping seem more like a fun adventure than an annoying chore.

84 per cent of Australians agree that pictures and icons are a much better way for businesses and brands to communicate products and services.

90 per cent are more likely to purchase from companies or brands that use visual language in a way that is easy for them to understand. This kind of simple communication creates an authenticity and honesty that serves these brands well.

Imagine if we created visual language for sectors framed by historical language and longstanding conventions. Changing the rules of tradition in any category is hard, and creating visual language takes imagination. It also means making the complicated more accessible and desirable.



Let's look at how we could break category conventions in specific sectors with new visual language.

FINANCIAL SERVICES

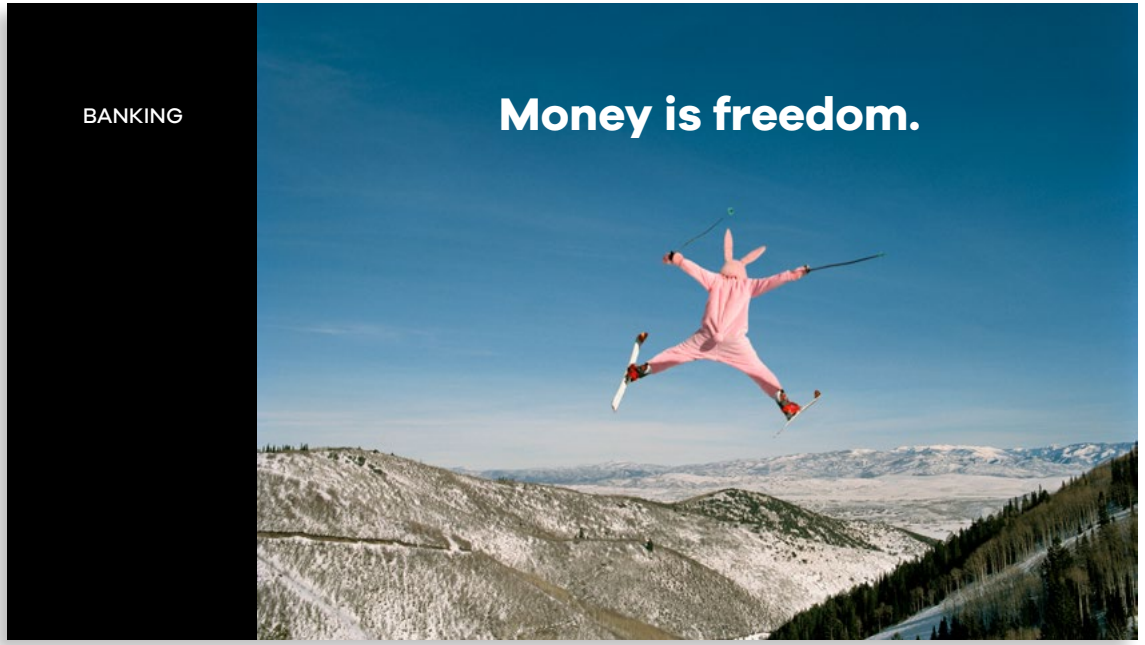
The financial services industry has created an entire category on the longstanding universal convention that money is rational. That the way we look at money should be logical. That money is about saving and accruing. Banking is a sober and serious sector. Words like 'responsible', 'dependable' and 'accountable' are used to describe the business of money. It's cold.

But it doesn't have to be this way because money gives us freedom. If you have a lot of it, you are beholden to no one. You can choose to work, or not. You can buy whatever you want. Go wherever you want. Live however you choose. Money is the ultimate freedom.

Creating powerful visual language that clearly and eloquently communicates this highly emotional benefit would likely be far more effective than some of the rational visual devices currently used.

When shown the image below, 80 per cent of Australians felt it was very effective communication for a bank. It strikes a chord because it communicates the *feeling* of having enough money. It's quite different from what people normally expect to see from a financial institution.

Shortcutting this visual language, the same concept can be brought to life through an icon.



AUTOMOTIVE

The automotive industry is on a journey to deliver connected cars and driverless transportation. Yet the majority of visual language used for this sector still contains static imagery of cars with rational features and benefits.

The visual language in the image to the right speaks volumes about the cars of tomorrow.

They can communicate with each other, with people, with road infrastructure, and with other devices. When shown this image, seven in 10 Australians say the image communicates the tech that is transforming the automotive industry very effectively. The car looks almost human, taking the straightest line to communicating what tomorrow's car industry is really all about.

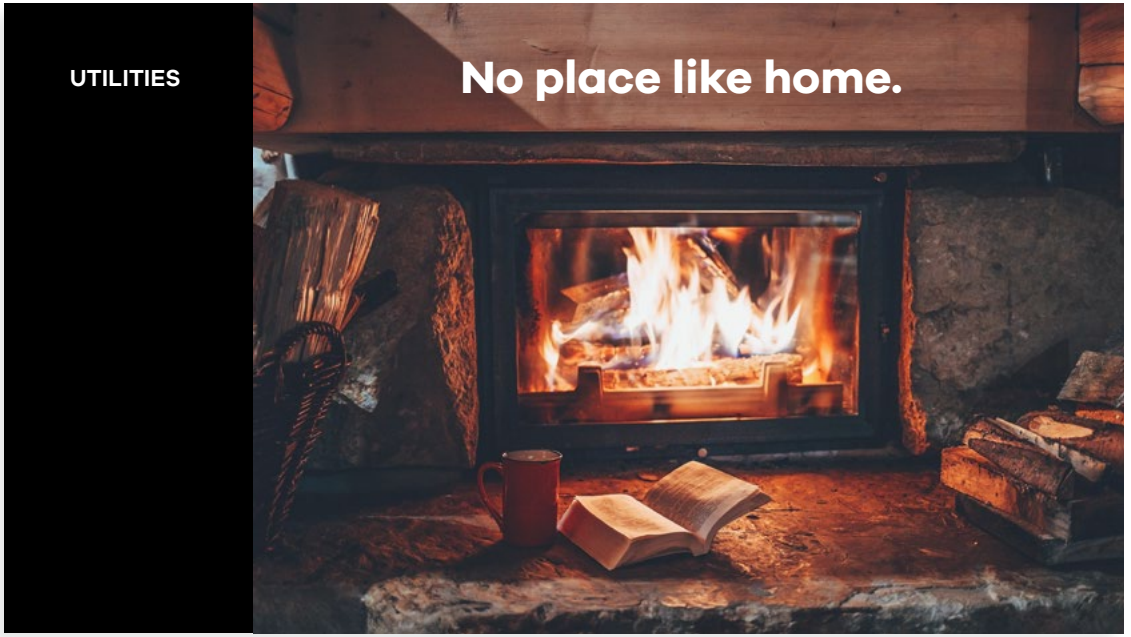
We can take this concept one step further, using an icon to make the same point.

UTILITIES

The energy industry has forgotten the most important benefits it provides – warmth and security. Visual language that communicates this simple, yet very real value is rarely seen.

The example to the right says it all, with 81 per cent of Australians saying that this visual language strikes at the heart of what energy is all about. Hearth and home. Warmth.

Again, we can shortcut this visual language with simple iconography.



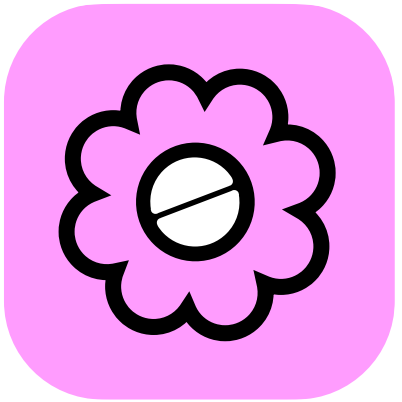
PHARMACEUTICALS

The pharmaceutical industry is a serious business. And yet the concepts of health and wellbeing are deeply human issues. We can all relate to the desire to get better when sick, and stay healthy when well. The use of visual language in this category has barely scratched the surface.

Filled with images that are neither human nor emotional, the pharmaceutical sector is ripe for the invention of an entirely new visual language. Clean imagery that shows what the industry does would communicate clear messages that are impossible to misinterpret.

When shown the example to the right, 71 per cent of Australians believe this image is far removed from the way the pharmaceutical category currently presents itself. This new visual language combines science with our desire for good health – as mother nature intended.

And here's how that visual language could be simplified further into an icon.



FMCG

This example of visual language sums up right sums up the special feeling that comes from enjoying a great drop of whisky. Visual language that's as clear as it is beautifully simple. Four words that capture the feeling perfectly.

An icon has the power to distill this feeling into one simple image.

GOVERNMENT

Government is often burdened by impressions of bureaucracy. The term 'red tape' was first coined by the US government after the Civil War ended in 1865, when veterans had to go to Washington DC to get their pensions. They had to visit the office personally. They waited for a clerk to look through all the Civil War records until their papers were found. The papers were bound with red tape.

The purpose of government is to make society work. The visual language to the right speaks to this. It might feel like utopia, but it's the ultimate goal of effective government. 71 per cent of Australians agree that the efficiency communicated in this picture says more about the desired effect of a high-performing government than any press conference.

The shortcut for this visual language could be an icon reassuring us that everything is okay.

All Visual Language created by Giles Day, Chief Creative Officer, and Clara Klaassen, Head of Design, BIG.

IS IT TIME TO RETHINK AND REDO YOUR VISUAL LANGUAGE? AND THEREFORE YOUR CUSTOMER OR USER EXPERIENCE?

No matter what industry you work in, it might be time to take an honest look at the visual language used across your digital assets and social media spaces.

Do they live in the 21st century?

Do they remove all ambiguity?

Do they allow you to **own your narrative?**

Do they connect with people?

Would they excite a potential customer and get them to **act decisively?**

Are they **uniquely representative?**

Are they **simple, clean and smart?**

Do they show **ambition and imagination?**

Would they close a sale?

If they fall short on any of these measures then it's time to take a serious and substantive look at your visual language.

The world of visual language has moved on.

So too must your brand or organisation.

SECRETS & LIES

PART FOUR

WRITTEN LANGUAGE

Short, clear sentences should be the gold standard for every brand and organisation. They should use language that an eight-year-old understands, but many find this simplicity a challenge.

An accelerating culture war adds to the complexity of using plain English. The fear of offending anyone has resulted in a timidity that squeezes all the flavour out of language. Stating a simple truth gets harder every year.

It's no shock that words can mislead or deflect. The **secrets and lies** hidden by language date back to the beginning of civilisation.

82 per cent of Australians believe that some industries choose complicated or confusing words that makes it hard to understand what the business is selling, while 78 per cent agree that they find themselves reading about a product or service and wonder why it isn't written in simple English.

87 per cent of Australians say they favour brands or companies that keep it simple, describing products and services in a way that is easy to understand.

The desire for subterfuge and avoidance is where buzzwords take over. 81 per cent of Australians believe buzzwords and jargon makes it harder to get to the truth of what brands are selling.

This reliance on buzzwords, and the inherent laziness of failing to use clear language, stands in the way of customers getting to know brands and buying from them.

82%

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78%

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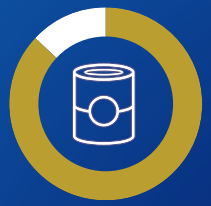

87%

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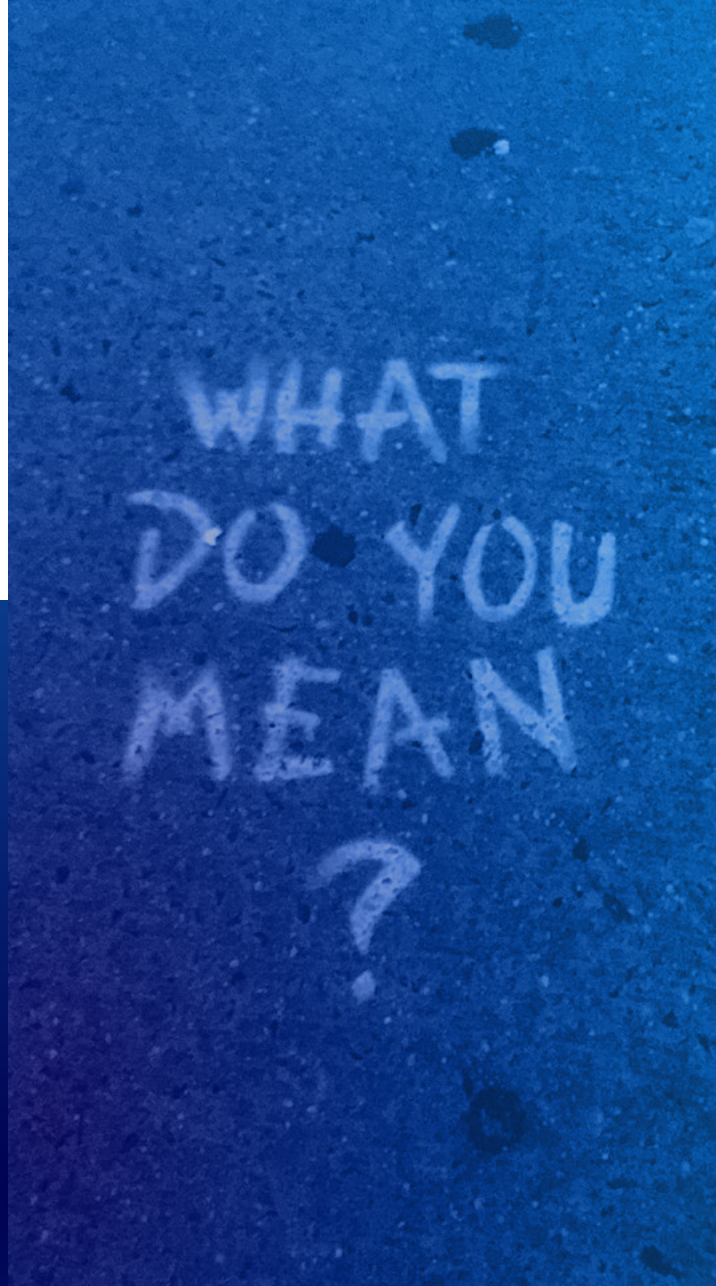


'Disambiguate' means to remove ambiguity in order to make something clear. But how about making it clear in the first place?

There's never a good time to 'circle back' for a 'deep dive' that will 'move the needle' on a 'pain point'. And it's time we all waived farewell to the 'unprecedented' number of 'pivots' brought about by the pandemic.

Business writing is a lost art. Every word produced by a brand or organisation, from the copy on a website to the packaged explanation of a product, should be examined regularly. How could this writing be clearer? What exactly is your brand trying to say?

Is it time to take a fresh and honest look at the way your brand or organisation uses the written word?'

CONTRIBUTION FROM TWITTER

TWITTER HAS TRANSFORMED LANGUAGE.

About 500 million Tweets are sent each day. That's almost 6,000 every second. Our semiotic research[1] found that language on Twitter is inspired by elements of speech and writing. Tweets combine the spontaneous, fragmented nature of speech with the more considered, physical and interpretive nature of writing.

Twitter has evolved from text-only to a rich platform of written, visual and (most recently) oral language. But some things haven't changed, like our purpose — and the fact that Twitter has no edit button. You can't edit speech, and this is partly how Twitter has retained its conversational nature.

1 Flamingo, commissioned by Twitter, Look Who's Talking – Communication on Twitter, 2016

WRITTEN LANGUAGE

Our character limit quickly defined Twitter as a place for brevity, requiring people to talk succinctly and simply.

In 2017, the character limit was doubled from 140 to 280. Extra characters enabled people to more easily express themselves. More dialogue ensued, with a boost in questions and replies, as well as increased politeness, demonstrated by growth in usage of "please" and "thank-you."[2]

The hashtag was first used[3] on Twitter, as a way of organising discussions and to enable search. It has become ubiquitous, seen everywhere across social media. A # adds power, importance, and since it first appeared on Twitter, the hashtag has dramatically evolved — from simply grouping Tweets to adding quirky commentary and sparking global movements.

2 Twitter Internal, 2017–2018
3 https://twitter.com/chrismessina/status/223115412?s=20

VISUAL LANGUAGE

As Twitter evolved, it turned into a space increasingly filled with images, GIF's and video – all driven by its users.

Today, more than 70% of user sessions include video.[4]

As for emoji, they've infiltrated our language, making it more visual and expressive, as well as representing popular culture. The top emoji are largely consistent market to market, showing the universality of expressing emotion, and how that transcends geography. They even have the power to communicate identities of all types.

😂 & 😭 are the two most used emoji. They serve as instantly identifiable icons that convey emotion without words.

✊ is an emoji with huge growth in usage. One simple icon with the power to represent a movement, a feeling, to represent solidarity.

Memes have energy and are increasingly seen on our platform. Symbolic, recognisable visuals, they have become a staple on Twitter driving humour, creativity and connection.

ORAL LANGUAGE

Twitter launched Spaces in 2021. Focused on the intimacy of human voice and spontaneity of language, Spaces is a way to have live audio conversations on the platform. People already come to Twitter to talk about what's happening, but Spaces brings conversation to life in a new way.

BRAND LANGUAGE ON TWITTER

Language needs to be considered in all its forms. In a feed environment, people scroll quickly. 'Thumb-stopping' is crucial as brands try to capture attention in a world where it's increasingly fragmented. The character count isn't a limitation but a creative challenge, one that rewards succinct messages and straightforward communication. Conversational Tweet copy on ads drives significant uplift for likeability and purchase intent.[5] Twitter Next, our in-house brand strategy team, works with brands to create human-centric ideas worth talking about. We help brands design participation and align conversational tone with their target audience.

4 Twitter Internal, Q1/2021
5 Neurons Inc, commissioned by Twitter, Ad Receptivity, 2019, US. *vs. non-conversational copy

One of the best examples of a brand using Twitter to its fullest potential, and frankly nailing language, is @KFC. Its ability to craft conversation has created a loyal community of advocates that eagerly engage with the brand on a daily basis. From speaking meme culture to building interactive stories with Tweet threads, KFC is consistently finding new ways to connect with its audience in a unique conversational style.

DEFINING TWITTER'S BRAND THROUGH LANGUAGE

The way Twitter talks to people is crucial too. In January 2021, we refreshed our brand identity to encompass emotion and expressions. We embarked on a unique challenge, to reflect the power and nuance of the conversation and the voices that shape it. We built a creative system for an iconic brand that's complex and imperfect, by design.[6]

As always, we started with Tweets at the centre. We then tore stuff apart and layered over again. We threw paint on photos, ripped posters, scratched out words, and faded images. We created texture, pixels, movement and memes, as well as a new typography called 'chirp'. 😉

Twitter is different from every other brand because it's defined by the people, conversations, images and words that fill our timelines every day.

6 https://blog.twitter.com/en_us/topics/company/2021/imperfect-by-design.html

SECRETS & LIES

PART FIVE

PURPOSEFUL LANGUAGE

The final theme of this report has become one of the most important issues facing business, which is why we've saved it for last. Purpose is not new, but you can barely escape the topic now.

Every business is supposed to have a purpose. Not having one is bad for business, yet few brands and organisations have acted in the only way that matters.

PURPOSE IS QUANTIFIABLE.

If your purpose hasn't translated into real action or created lasting change, then you are deluding yourself about its value. Purpose is good for the world, but it's also good for business. Done well, it almost always increases sales.

If you do not measure your purpose by some quantifiable, universally recognised metric, your purpose is nothing more than a vanity exercise. Intent without impact. The secrets and lies that surround purpose have created a cottage industry with too much talk and too little action.

Even though almost every company is talking about its purpose, 86 per cent of Australians believe that businesses are not serious about doing something other than making money. This is a damning statistic. It means we're not doing a good enough job of linking purpose to the core business.

WPP AUNZ is a professional services business. We provide creative transformation powered by tech and data for brands and organisations across Australia and New Zealand.

Our 4000 people are a group of talented individuals who thrive on working with clients committed to helping address societal challenges. An initiative is currently being developed with Australian businesses and organisations to help reduce **household food wastage**.

In Australia, household food waste is a $20 billion problem, costing every home on average $3,800 a year in food that is purchased but ends up in our rubbish bins. Household food waste is also a major contributor to landfill.

Here's the truth. There are no words powerful enough to replace action. In this context, language is your enemy.

Waste occurs when food is intentionally discarded by consumers after they fail to plan their meals properly and store food till it spoils. The Food and Agriculture Organization of the United Nations, which analyses the impact of global food wastage on the environment, says that nearly one-third of all food produced for human consumption does not find its way to our tables.

With agriculture accounting for 70 per cent of global water use, unused food also represents a great waste of freshwater and ground water resources. To stop food waste, changes have to be brought in at every stage of the process – from farmers and food processors to supermarkets and consumers.

Individuals can reduce their 'food footprint' by identifying where waste occurs and taking steps to tackle this waste. Misshapen or 'ugly' fruit and vegetables can still be eaten. Consumers should also try to buy food in accordance with a meal plan so that they don't end up wasting it. Food is cheaper in bulk, but there are no savings to be had from throwing it in the bin at the end of the week.

WPP AUNZ has created a multi-discipline, multi-agency taskforce to develop an innovative digital solution to reduce household food waste. How to shop, budget, prepare, store and ultimately eliminate waste.

Reducing and eliminating waste is quantifiable. It is measurable.

We can all stop talking and start doing.

SO WHERE TO NEXT?

FIVE IMMEDIATE RECOMMENDATIONS THAT WILL LEAD TO GROWTH

Reports like this don't matter without with highly tangible recommendations. We have five.

RECOMMENDATION 1

VOICE-ASSISTED TECH

When it comes to voice technology, the future success of a brand lies in its ability to build **conversational design** into its search DNA.

How a brand shows up in voice will become one of the most important responsibilities of both the chief technology officer as well as the chief marketing officer and their respective teams.

Voice is not a line item on a media plan, it is a fundamental part of your brand.

How does your brand sound?

What is your AI strategy?

Do you need a sonic fingerprint?

How can you best deliver your brand identity through an ecosystem of voice platforms?

MINDSHARE

With its access to the GroupM technology lab, Mindshare is pioneering the study of voice-assisted tech. How can brands control their own messages rather than have other sources of information answer on their behalf?

Structured data will help brands appear more readily in voice search results. Its job is to provide more information to search engines, enabling algorithms to comprehend a page more accurately. Smart speakers use structured data and rich results including reviews, recipes and events pulled from structured data.Smart speakers rely on rich results when answering voice queries. Finetuning the implementation of structured data will help win more prominent positions in rich results and, subsequently, voice search results.

Voice-assisted search is in its infancy. Understanding how brand can rearrange information will be the key to winning the voice-assisted search war.

What is the latest science behind voice-assisted tech?

How does the behavioural science behind search change parameters and influence the algorithm?

Is it time for your brand to undertake an audit of what happens when your brand is spoken into smart speakers?

To organise your voice-assisted audit on your brand, talk to Katie Rigg-Smith, CEO at Mindshare Australasia

katie.rigg-smith@mindshareworld.com

To learn about the latest in voice search strategy for your business, talk to Daniel Benton, General Manager at NEO

daniel.benton@neomediaworld.com

ESSENCE

Essence is Google's global digital media agency of record.

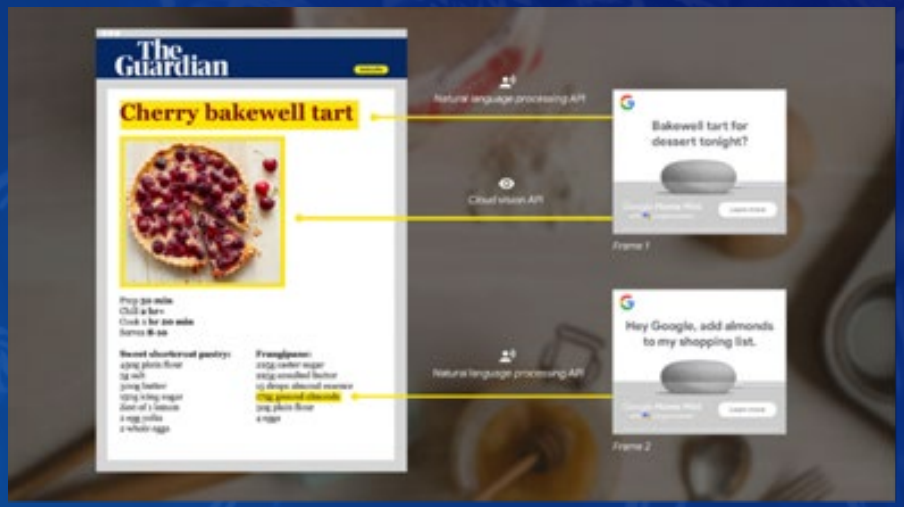
Google "Project Pegasus: giving context to Google Nest"

Personalisation in online media is fraught with privacy risks, but how do you create personalised ads that don't rely on user data? Project Pegasus, first piloted in the UK with The Guardian, is a breakthrough in solving this puzzle as it found a new way to target specific pages with contextual ads using Google Marketing Platform. It works by reading publisher data in a new, more comprehensive way alongside a tool (using Google Cloud) that automates the production of creative tailored to individual articles on a publisher's site.

Essence's machine learning powered solutions uses Google Cloud's Natural Language API to read article context using text and images. An inaugural campaign for Google Nest smart speakers served dynamic impressions that were adapted to the webpage's content and yielded strong results: a 5.2 per cent increase in purchase consideration and a 5.1 per cent lift in category understanding. This campaign also won the Best Use of Creative Personalisation Award from Campaign Tech Awards in 2020.

To see how we can help your brand with voice-assisted tech talk to James Graver, Managing Director at Essence Australia.

james.graver@essenceglobal.com



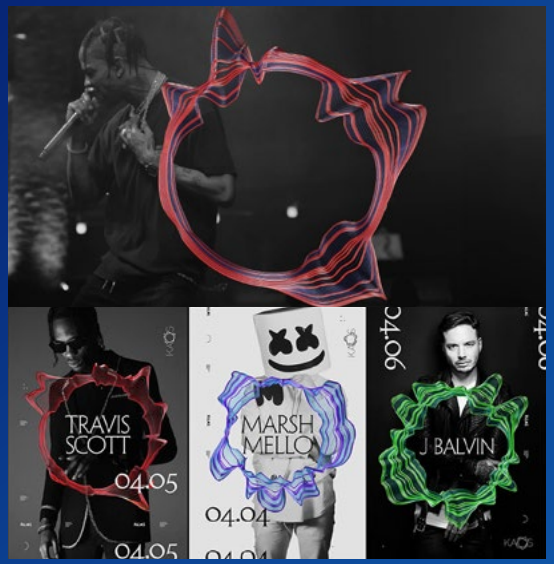
AKQA MEDIA

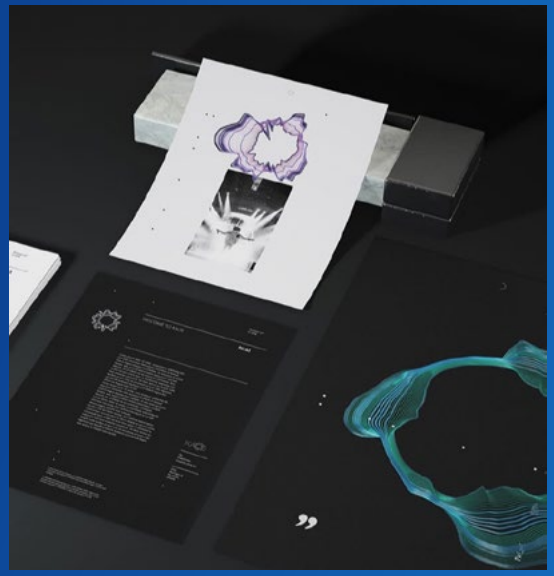
The new KAOS nightclub, at the redeveloped Palms resort in Las Vegas, is the largest in North America, and may well be the most spectacular. The 100,000-square-foot venue complex welcomes 20,000 guests every 24 hours, and features state-of-the-art audio and lighting production, with a diverse programme of influential music artists. It needs a visual identity that reflects this immersive, cutting-edge music and entertainment experience.

AKQA Media created an algorithmic logo generator that draws upon the mathematical concept of chaos theory, and uses live audio input to produce an infinite number of KAOS logo iterations in real-time.

The algorithm processes 16 audio metrics to control 60 visual variables. Each artist's live performance is used to generate live logo displays throughout the venue, while their unique audio fingerprint is stamped across all promotional materials. Fans can also generate their own unique logos using their voice.

The logo generator puts the true power of sound at the core of all KAOS communications. The dynamic logo has been featured on videos, posters and merchandise for the venue and for performers including Cardi B, Travis Scott, and Marshmello. It adds a unique, personalised touch to every music event and fan interaction, and it captures the KAOS sound in a way that can never be replicated.





How can sound shape your visual language and identity? To find out how, talk to

chris.hitchcock@akqamedia.com.au

RECOMMENDATION 2

HYBRID LANGUAGE

One in every three people living in Australia regularly speaks a language other than English at home. In Victoria, this number jumps to one in two. We are a nation of immigrants, with more than 200 nationalities.

The psychography of this segment is shaped by a common narrative. The desire for a better, more successful life than they could achieve in their country of birth. This explains why immigrants and children of immigrants are more likely to achieve greater financial success and are more willing to start their own businesses than people born here. This makes them a lucrative segment for brands and organisations.

Assimilation was never the strategy of Australian governments following the Second World War. It was always a strategy of multiculturalism. Adopt Australia as your nation and learn English but not to the detriment of your mother tongue and your heritage. This has resulted in millions of Australians speaking at least two languages fluently. And yet businesses and brands fail to honour both.

If one in three Australians speaks a language other than English, one-third of potential customers might feel more predisposed to your message if you can nod to their heritage. This can be done in a way that doesn't alienate those who only speak English. Hybrid language is the answer.

To find out how, talk to Lou Petrolo, Managing Partner, Etcom

lou.petrolo@etcom.com.au

Or Melissa Chaw, Managing Partner, Etcom

melissa.chaw@etcom.com.au

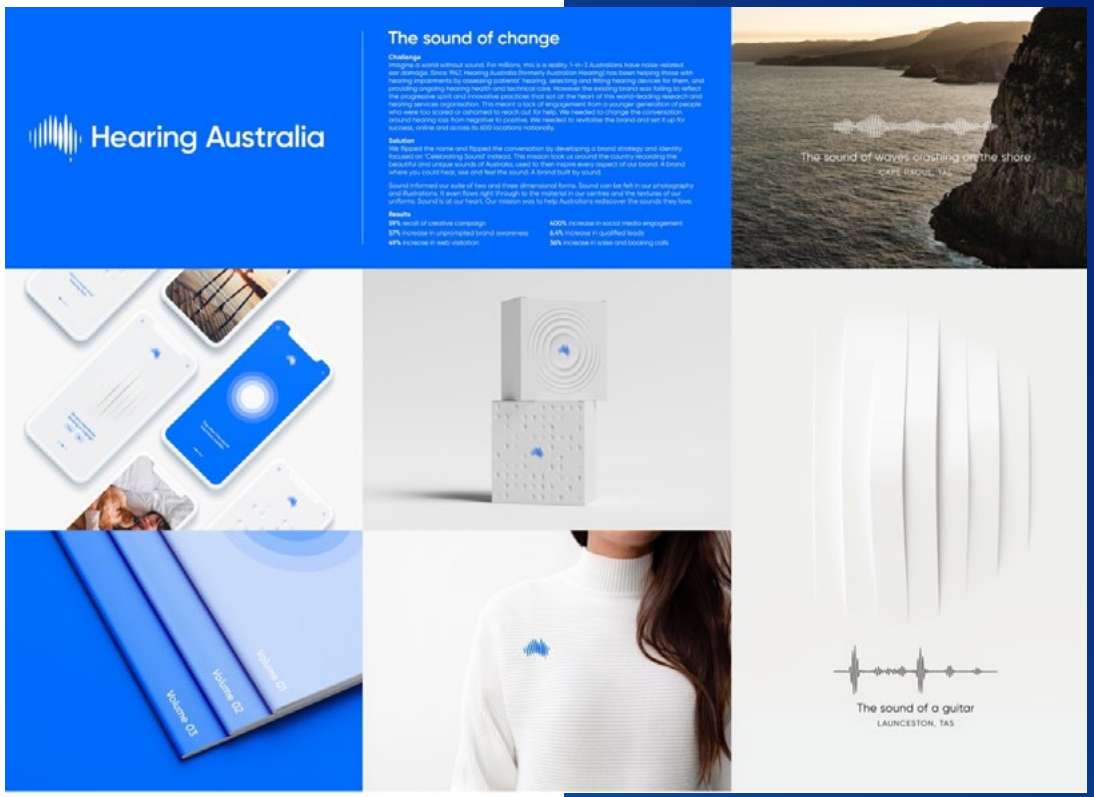
RECOMMENDATION 3
VISUAL LANGUAGE

We have several businesses who are deep specialists in the art and science of visual language.

LANDOR & FITCH

Landor & Fitch is creating new visual languages.

One example is the visual language created for Hearing Australia.



Australian Hearing was struggling to connect. Losing your hearing had become a symbol of ageing and negativity. Scary and intimidating. Ultimately the category was about loss.

So Landor & Fitch flipped the name – to Hearing Australia – and flipped the conversation by developing a brand strategy and identity focused on celebrating sound, to inspire every aspect of the brand. A brand where you could hear, see and feel sound. A brand built by sound.

They recorded various sounds across Australia and used the science of the sounds – their shape, movement and texture – to inform the visual language of Hearing Australia. It can be seen in these photography and illustrations. Sound inspired a suite of two- and three-dimensional motion forms. It informs the materials in centres and the texture of staff uniforms. It was the foundation of the launch campaign 'The Sounds of Australia', reminding Australians to rediscover the sounds they love. Hearing Australia's visual language truly celebrates sound.

To find out what we can do for your visual language, talk to Trish Folan

trish.folan@landorandfitch.com

AKQA

AKQA has set the world's benchmark for customer and user experience.

The ability to create new visual language, and then take that language into the digital and virtual world, allows brands to build beautiful relationships with customers and liberate revenue streams. One example is the work they've done for the Air Max Graffiti stores. Nike's online retail is elevated into a world-first cultural experience that unites citizens.

Graffiti Stores became a profitable platform for new releases. The murals increased visits to Nike.com by 22 per cent and with an 80-million social media reach, the legend lives on as part of the world's urban heritage.

To find out what we can do for your customer experience and user experience, talk to Alisia Muscat at AKQA.

alisia.muscat@akqa.com

OGILVY

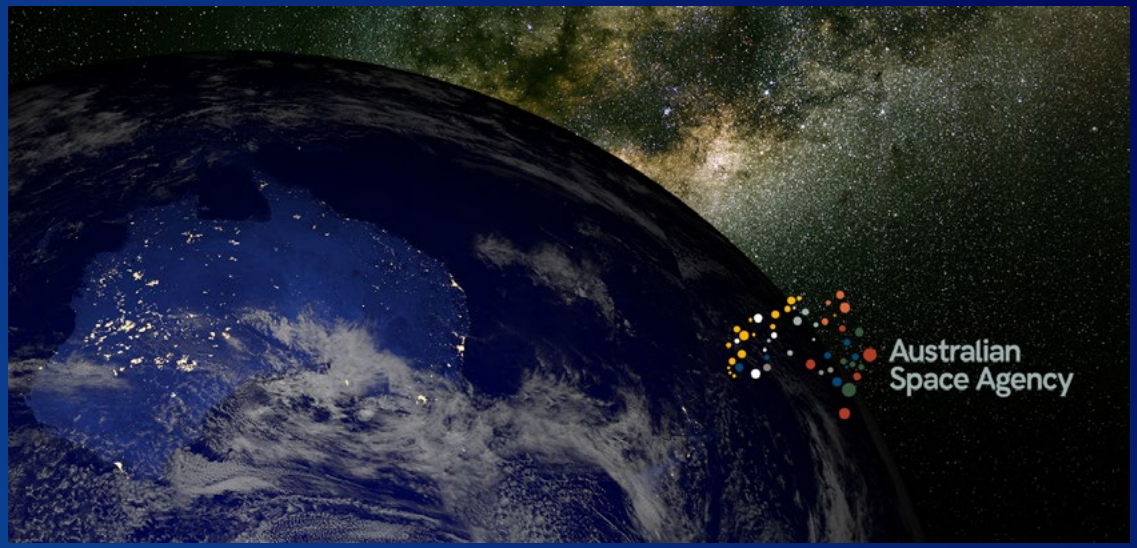
Ogilvy is one of the world's best fully integrated creative networks.

They are experts in creating new language for brands. Their work for the Australian Space Agency is groundbreaking.

Australia's Indigenous People are some of the world's first astronomers. To celebrate this, the branding Ogilvy created for the newly formed Australian Space Agency cleverly plays with perspective. At first glance the design looks like a satellite view of the Australian continent from space. However, it's actually what Australians see when they look to space. Hidden in the logo are Indigenous stars and star maps representing important cultural stories.

To find out what we can do to create a new language for customer engagement that will drive commerce, talk to Sally Kissane at Ogilvy.

sally.kissane@Ogilvy.com.au



WHITEGREY

whiteGREY is an unlikely union of specialist practitioners who always come to the table with a strong, credible point of view. This collision of perspectives creates the tension needed to get closer to extraordinary.

whiteGREY created the "Omtanke Rethinking Volvo" initiative, which highlights the car manufacturer's sustainability credentials leading to the creation of the Volvo Living Seawall, an ocean conservation project in Sydney Harbour.

The visual language and impact of this campaign changed the way drivers see a car manufacturer. Volvo experienced a record-breaking 113 per cent average uplift in brand attributes across its key target audiences and record sales.

The Living Seawall adds complexity to the existing seawall structure and provides a habitat for marine life attracting filter-feeding organisms that actually absorb and filter out pollutants. The more organisms, the cleaner the water.

To find out what we can do for to create the kind of visual language that will force Australians to see your brand in an entirely new light, talk to Lee Simpson at whiteGREY.

lee.simpson@whitegrey.com.au

PULSE

Pulse is expert at creating culture. Culture is formed moment by moment, in the blink of an eye. It's where a hashtag can #changetheworld. Creating visual language that can translate in real time, is a key tool in jumping the divide from advertising to editorial. From following a trend to setting the trend. The kind of visual language that places brands at the intersection of zeitgeist and commerce.

The big 'thing' is a huge part of the fabric of Australian tourism and many towns strive to create their own unique icon. The kind of visual language that is photographed and visited for generations to come – the Big Banana, the Big Barramundi, the Big Cheese.

Realising the enormous economic benefit of these big things, Pulse created a Wotif campaign and asked Australians to vote on the next one. Wotif decided on the shortlist of four towns for Australians to vote on in a two-week period, highlighting each location's individual story and tourist value to create local groundswell. Pulse revealed the Next Big Thing in the winning location with national and local media.

To find out how visual language can play a part in how your brand creates culture and influences behaviour, talk to Daniel Young at Pulse.

daniel.young@wearepulse.com.au

THE BRAND AGENCY

The Brand Agency brings together experts in project management, creative and design, content and production, brand activation, PR and social, technology, media, search and analytics, strategy, UX and CX. Of the many success stories The Brand Agency can claim, Bunnings is one of the biggest. The Brand Agency has worked with Bunnings since the very beginning of its warehouse-style offer in Australia. Bunnings wrote the book on visual language. From the brand colours to team members on TV, it's a study in how to execute visual language flawlessly.

To find out how your brand can write its own rule book on visual language talk to Nick Bayes at The Brand Agency.

nbayes@thebrandagency.co

RECOMMENDATION 4

WRITTEN LANGUAGE

It's easy to get lost in the trap of buzzword bingo, using lots of words that sound impressive but say nothing. But writing simply and effectively is hard. So hard that it's a specialist field.

If it's time to take a fresh and honest look at the way you use the written word across your brand or organisation, talk to one of our writing specialists.

Annie Price, Creative Director at Wunderman Thompson

annie.price@wundermanthompson.com

Paul Nagy, Executive Creative Director at VMLY&R

paul.nagy@vmlyr.com

Bridget Jung, Chief Creative Officer at Oglivy PR

bridget.jung@opragency.com.au

RECOMMENDATION 5

PURPOSE

Every business should have a purpose.

And yet few have acted in a way that matters.

Purpose is quantifiable.

If yours hasn't translated into real action that delivers meaningful change, then you're deluding yourself about its value.

Purpose done well almost always delivers increased sales.

If you don't measure your purpose by some quantifiable, universally recognised metric, your purpose is nothing more than a vanity exercise.

If you need a little **purpose sharpening or would like to develop a quantifiable Purpose Scorecard** speak with Sean Smith from Aleph-Labs.

sean@aleph-labs.com

FINAL THOUGHTS

Spoken, visual and **written language** must reflect the world in which we live.

But **tech** and **culture** have changed the rules of the game forever.

Combined with the words your brand or organisation uses, they define customer and user experiences. The upside is unlimited if you act deliberately and decisively.

SECRETS & LIES

CHAPTER FIVE

LANGUAGE

THE NEW RULES OF THE GAME

is authored by Rose Herceg.

Part 1 Oral Language
is authored by Katie Rigg-Smith.

Research conducted by YouGov March 2021 with a nationally representative sample of 4,069 Australians aged 18 years and over.

rose.herceg@wppaunz.com

WPP AUNZ is a creative transformation company. We build better futures for our clients through an integrated offer of commerce, technology, experience and communications. For more information visit wppaunz.com or email Rose Herceg

rose.herceg@wppaunz.com