

# “Lights, camera, action!”

**T**he slogan that the title of this article refers to leads us to imagine the scene of a movie and, in a certain way, helps us describe what marketing seeks to do inside companies. In looking at the organization’s portfolio of products and services, marketing showcases those that represent a competitive advantage, boosting the value of their image in the market and generating respective purchase interest.

In the pulp and paper sector, the marketing that comes closest to our eyes can be seen in sales campaigns of printing and tissue papers. It is the differences in paper appearances, colors, varieties and other attributes of each manufacturer that marketing campaign slogans support these products.

There are also the marketing lines that are developed in other fronts, such as relationship, social responsibility and other more institutional ones. Whichever concept guidelines are adopted, marketing exists to put into perspective different companies, products, services and actions in the eyes of customers. When something is perceived differently, we change our perception of value about it.

This month’s Cover Story presents the particularities of the “New Brazil” with its changes towards companies in the market, as well as priorities of the government’s budget, which will show us signs of what will be built in the future. Over the past years, we have seen some interesting political marketing that values old actions as being unprecedented in the country. It differs from the case of companies and their product innovations and brand repositioning initiatives in the sector.

Scenarios change; some players enter and exit the scene in Brazil; while certain trends remain as the consolidation base for a stronger pulp and paper sector. Just take a look at the record number of merger and acquisitions that occurred in Brazil last year in comparison to the previous period of transformation in various sectors of the economy, as shown in this month’s Interview.

At ABTCP, which has continuously sought to have actions closely aligned with the sector’s needs, the marketing area took on a more corporate posture this year through a broader and more integrated plan of actions. The moment is also to innovate the entity in terms of a unique communication and marketing posture as the cornerstone of upcoming process positionings.

New proposals surface in terms of graphic projects that will be renewed, such as that of O Papel and Nosso Papel magazines; new interfaces, such as the ABTCP 2011 hot site and ABTCP Blog; and the Technical Guides of Benchmarking Indicators; among other changes that will be performed in way we communicate with members.

For such, a communication plan was prepared with support from a specialized marketing firm to assess all products and services offered by ABTCP to its members. Everything that was carried out counted on the support of professionals in each area of the Association, as well as information from the strategic plan – prepared two years ago to make projections through 2025 –, as the basis of an institutional repositioning process to satisfy the sector’s expectations and needs.



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Many times, when marketing is the subject at hand, managers tend to reflect on what they can or can’t promote in terms of effective changes. Effectively, nothing.... or everything. Going back to the slogan in this article’s title, when we say “lights”, we are hovering over a theme – or a particular scene – for a moment. In practicing the corporate marketing process, the moment represented the time when we assessed what we had in terms of products and services and their form, content and alignment with strategic objectives. It was an important exercise for analyzing efficiency, efficacy and economic balance of each product (be it course, exhibition, magazine, etc.). Once this stage is concluded, we go to “camera”, when it’s time to list the information, organize actions, plan things, and, lastly, “action”, to implement the concepts and recommendations that the Communication Plan defined.

*At this moment, in which our sector demonstrates an even greater impetus for resuming investments, we observe from a marketing perspective that the brands that better understand and prepare for future trends, will be the first to conquer consumers and surpass the competition.*

*A survey conducted by Science of the Time, a network of trend watchers headed by Carl Rohde and represented in Portugal by Ayr Consulting, identified the main marketing trends that will be felt this year. Some stem from the crisis, which recently played an important impact on consumer behavior, while others result from new technologies. The box shows, in detail, the eight most original trends according to Science of the Time.*

*If well understood by companies, these trends will be basis for anticipating actions ahead of the competition. That's because marketing has become much more than a support area for sales efforts or responsible for measuring brand preference and brand awareness in the market. Over the next few years, if marketing does its homework of reinventing itself as a function, it will influence purchase decisions and perception of a brand among the plethora offered by the competition.*

*For such, it is necessary that the marketing area redefine its processes and success metrics, pursuant to social networks and other digital communication tools that today speak to and for consumers. The communication paradigm has changed! The message issuer/receiver relationship no longer occurs in a passive manner, now that the receiver behaves like an issuer too, whenever he/she receives a message. The receiver actively manifests itself as an opinion leader about our companies in the sector.*

## Marketing trends 2011

**Augmented reality** – technologies that simulate real and interactive images satisfy the need of people to always be connected, anywhere, and to obtain and share information.

**Let me land** – the need to put one's feet back down is becoming more and more important for those who are constantly "flying", on the run the whole time.

**Anger, distrust and decadence** – with the global financial crisis surfaced a collective consciousness where anger and distrust are present. It has generated a retraction in consumption habits, and little indulgences are now perceived as luxuries, decadent too.

**Total relax** – stress prevails in today's society and people do everything to maintain their job in a recession climate that no one knows when it will end. Therefore, we need more than ever moments of relaxation to forget everything around us and recharge our batteries.

**Sane recession** – people, brands and companies that know how to deal with the crisis and its consequences, and adopt an attitude of creative resistance, will have a much easier time in 2011.

**More connections, less wires** – the permanent possibility of being in social networks and spending your life in them in search of people with the same habits and tastes is an acquired fact.

**The 'No office' policy** – more and more, people are connected and accessible 24/7. Therefore, we note the presence of urban nomads – those who work wherever they are and do not require a fixed office space.

**Compassion without the pity** - in 2011 the world will need, not passive pity or the ignorance of before, but will require attitudes of real compassion that lead consumers to do things in favor of a better world.

Source: *Science of the Time*



*If marketing's tool is communication, then, there's no doubt about the need to change the area and professionals who work in this niche. We could even say that marketing is in the midst of a revolution, facing an even greater pressure to deliver returns on investments. A result that*

*should surface from investments in building authentic relationships rather than from the development of new products. Successful companies in the market will be those capable of maintaining focus on justice and transparency, building trust especially!*

