

AN INTRODUCTION TO

CLOUDFACTORY

WHO WE ARE

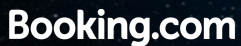
AN INDEPENDENT INTERNATIONAL CREATIVE AGENCY BASED IN AMSTERDAM

CLOUDFACTORY



CREATING STAND-OUT WORK FOR

INTERNATIONAL BRANDS



PART OF AN INTERNATIONAL NETWORK

We are part of **by The Network**, a global network of the most creative and future-facing independent agencies in the world.



by The
Network

CORE TEAM



SANDEEP CHAWLA MANAGING DIRECTOR

INDIAN

Unilever, Mondelez, Kraft Heinz,
Philips, HEINEKEN, SABMiller

WORKED

London, Amsterdam, Mumbai,
Jakarta, Warsaw



CESAR GARCIA CREATIVE DIRECTOR

SPANISH

CocaCola, Kit Kat, Adidas, Philips
And Volkswagen

WORKED

Madrid, Paris, LA and Amsterdam

AWARDS

Awarded at Effie, D&AD,
The One Show and Cannes Lions



DIANA MACHADO STRATEGY DIRECTOR

PORTUGUESE

Nike, Pepsi, Mercedes Benz, KFC,
Super Bock, Heineken, Strongbow

WORKED

Lisbon, Amsterdam

AWARDS

Winner of 9 Effectiveness Awards

WHAT WE DO

**WE BUILD BRANDS
BY ACTIVATING THEIR
BRAND MISSION**

WE CALL THIS CREATIVE ACTIVISM

**“WHAT DO
YOU MEAN,
CREATIVE
ACTIVISM?”**

WE LIVE IN
'THE AGE OF MISTRUST'

**WHILE WE ARE MORE INFORMED
THAN EVER, OUR TRUST HAS
REACHED ALL-TIME LOWS.**

WE DON'T TRUST OUR LEADERS

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**“In the United States alone,
trust in the national government
has declined from 73%
in 1958 to 24% in 2021.”**

**UN 2021 Trust in Public Institutions:
Trends and Implications for Economic Security**



WE DON'T TRUST THE MEDIA

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“67% of people globally said that they believe that journalists and reporters purposely try to mislead people by saying things they know are false or grossly exaggerated.”

Edelman’s Annual Trust Barometer for 2022





AND WE DON'T TRUST BRANDS



**People wouldn't care if
75% of brands
disappeared today.**



**People pay for all
kind of services
(Spotify, Netflix, Ad blockers)
to avoid ads.**

Havas Group's 2023 Meaningful Brands report

**BRANDS NEED TO BE RELEVANT,
HAVE A TRUE REASON
FOR EXISTING,
STAND FOR SOMETHING...**

BRANDS NEED TO

‘HAVE A PURPOSE*’

*
“Purpose doesn’t have to
be saving the planet.”

LES BINET - 2023

**BUT, WHILE HAVING PURPOSE
IS ESSENTIAL...
IT'S JUST *NOT* ENOUGH.**

“71% of surveyed consumers say they don't believe brands will deliver on their promises.”

_Havas Group's 2019 Meaningful Brands report



PEOPLE NEED BRANDS TO LEAD BY EXAMPLE

A MINDSET CHANGE:

**FROM SENDING WORDS TO THE WORLD
TO LEADING BY EXAMPLE**

**BRANDS NEED
TO *ACTIVATE*
THEIR MISSION**

**PARTICIPATE IN CULTURE,
GET INVOLVED IN SOCIETAL TOPICS,
ENGAGE WITH THEIR AUDIENCES,
ADD VALUE TO PEOPLE'S LIVES.**

**LIKE AN ACTIVIST,
BRANDS SHOULD AIM FOR
CHANGE**

**THAT'S WHAT WE CALL
CREATIVE ACTIVISM,
BUILDING BRANDS
BY ACTIVATING THEIR MISSION**

**“OK, BUT WHAT
DOES THAT MEAN
IN PRACTISE?”**

Booking.com

From a transactional website

To a brand that champions traveling

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BOOKING ONE MISSION

2016-2020

CHALLENGE

Without full-scale adoption of an evolving brand strategy, Booking.com was a faceless transactional portal, driven by platform optimisation and an organisation weighed down by data.

APPROACH

First we galvanised an entire organisation by making the employees brand ambassadors - the face the brand was missing. We encouraged them to live the brand purpose and show the world how they are travellers themselves.

It was followed by several series of travel stories, from Booking's accommodation partners to its bookers and customers, taking the proof further on how the brand makes it possible for everyone to experience the world.



**The story of 14.000
Booking.com directors**

CAMPAIGN RAN FOR FOUR YEARS GENERATING HUNDREDS OF CROSS-CHANNEL CONTENT ASSETS FOR INTERNAL AND EXTERNAL COMMS

MAGNÚS MAGNÚSSON
BOOKING.COM EMPLOYEE

SERIES UPON SERIES OF TRAVEL STORIES FROM EMPLOYEES, ACCOMMODATION PARTNERS AND CUSTOMERS

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CAMPAIGN PERFORMANCE

Scored well above benchmarks, beat 4 previous Booking.com campaigns:

Statistically significant **site lift** in all markets

In terms of **view through rate**, performed better (than the recent best-in-class) in all markets

Of top 3 in-stream video ads to drive **organic traffic**, had the most absolute organic views with less paid media

Above average **audience retention** for paid and organic views.

One Mission: 5.5 m views in 2 weeks.

Canal dunk: 11,000 views on FB@Work in 3 days.





From an NGO asking for charity for the homeless



To a brand connected to culture

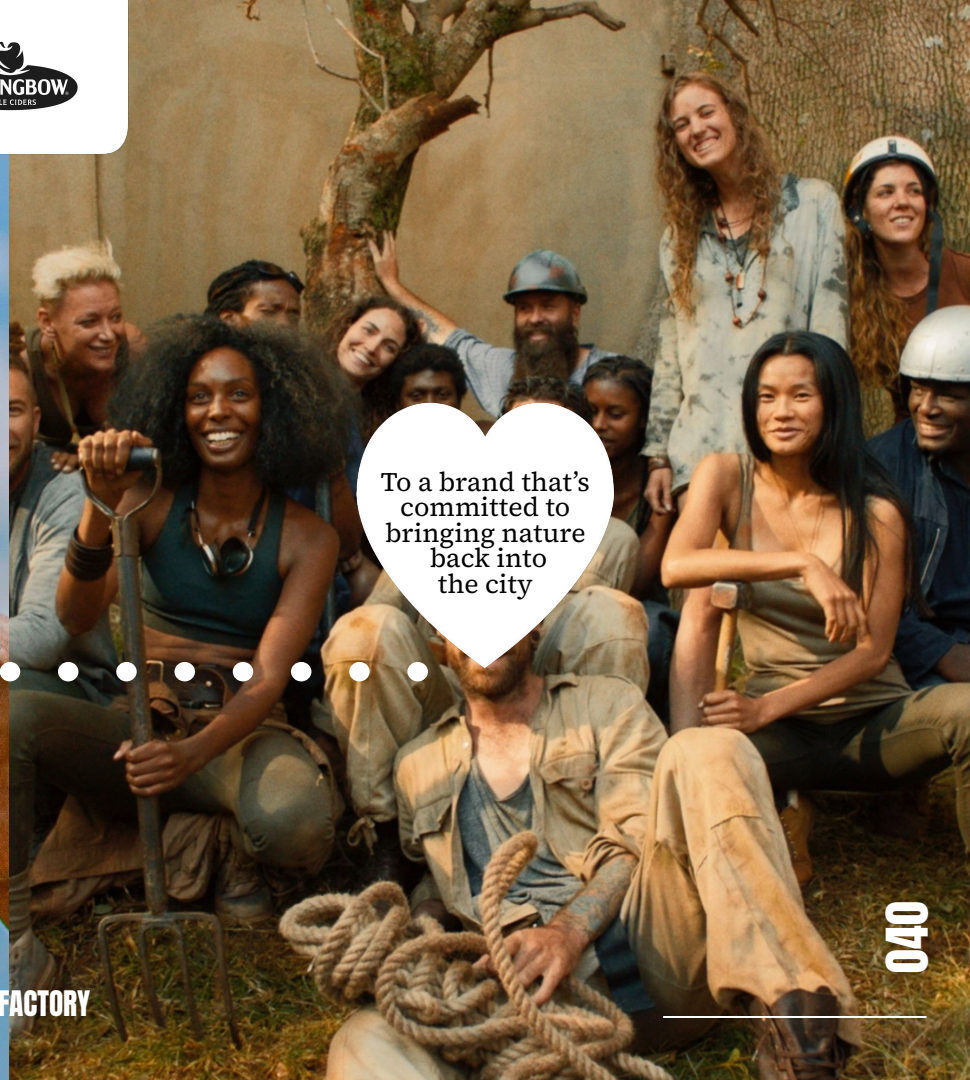
TRULY DESTROYED





From just a refreshing
cider made
from apples

To a brand that's
committed to
bringing nature
back into
the city



STRONGBOW REFRESHING BY NATURE

CHALLENGE

Take a single-market legacy brand and reposition it for the entire world to drive awareness and penetration.

APPROACH

Define an inspiring positioning for Strongbow that balances functional category drivers with emotional consumer drivers. Connect with an urban audience by understanding their relation with the city, how they want to take matters in their hands, to shape culture.


We didn't do advertising for Strongbow. Instead, we gave the cider brand a purpose: to inspire the world to reconnect with nature by doing something real and meaningful – mix nature back into urban life.

The brand led from the front influencing young people to transform their cities with nature art, guerrilla gardening, tree planting, moss graffiti, artsy beehives, etc. All of which became rich and abundant campaign content!



APPLE CIDERS

*nature
remix*



STRONGBOW PRESENTS

"Where do you think an apple comes from?"





CAMPAIGN RAN FOR SIX YEARS GENERATING HUNDREDS OF CROSS-CHANNEL CONTENT ASSETS FROM EACH CITY-SPECIFIC ACTIVATION...

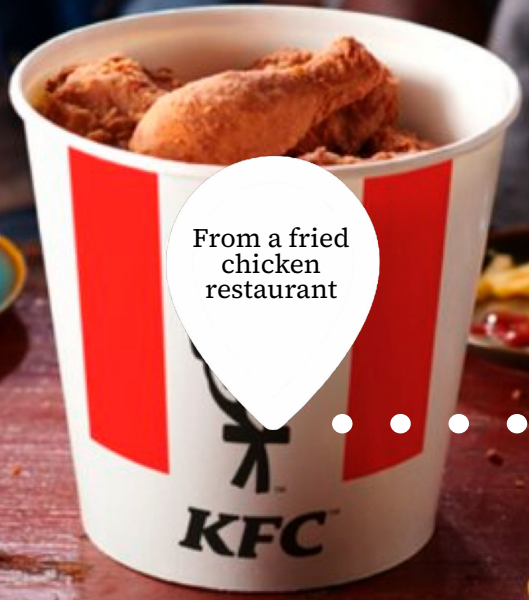


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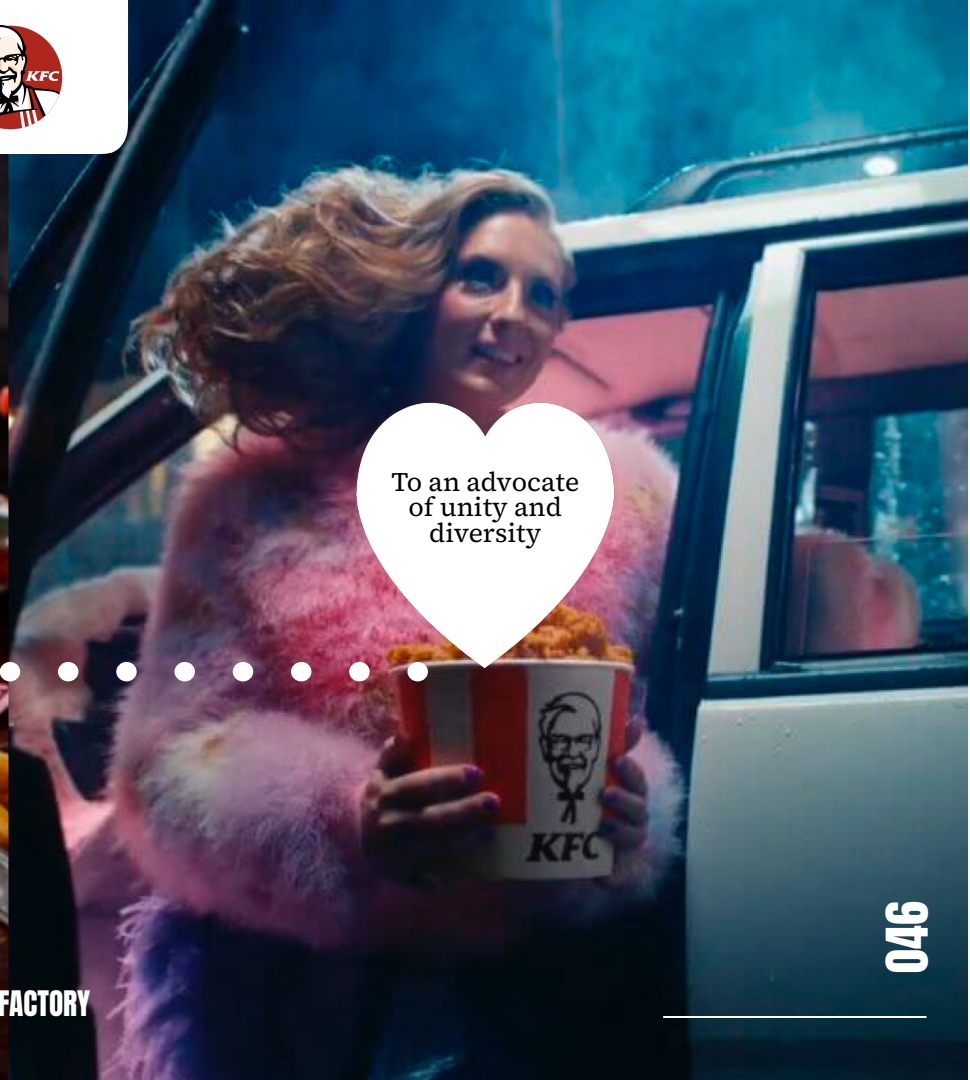


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CREATIVES DECK - CREATIVE ACTIVISM



From a fried
chicken
restaurant



To an advocate
of unity and
diversity

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KFC UNITED BY THE BUCKET

CHALLENGE

KFC is a well known brand but has lost relevance. To gain it back, it has the ambition of becoming a brand that shapes culture and gives people an identity. The brand wants to attract more people without alienating the multi-cultural audience that goes to its restaurants.

APPROACH

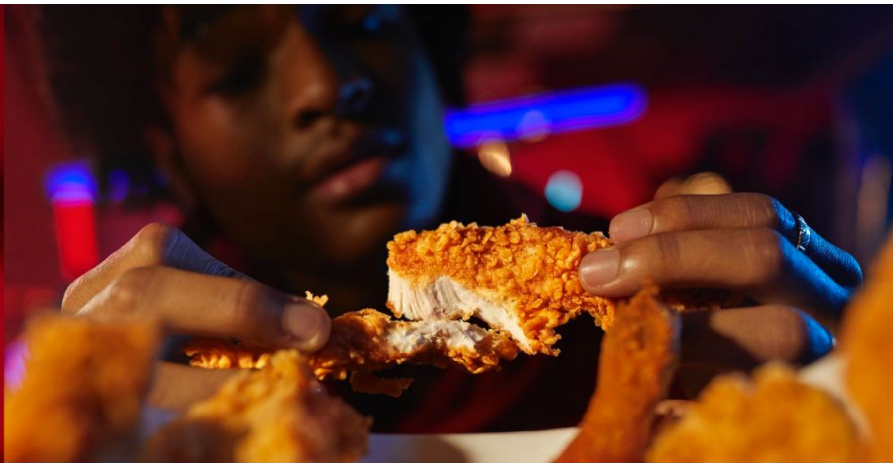
Embrace and celebrate the multicultural audience KFC attracts.

The real secret to KFC's famous recipe is not just the food; it's the original mix of people who eat and work there.

Bring people together around a bucket: celebrate their originality - their diversity, their story, their background, their creativity, what they bring to the world - and encourage them to bring it to the mix for finger lickin' good.



A **KFC** ORIGINAL







A photograph of a KFC employee in a kitchen. The employee is a Black man wearing a black KFC cap and a black t-shirt with the KFC logo. He is smiling and holding a large bucket of fried chicken. The background shows a commercial kitchen with stainless steel counters and equipment. Other employees are visible in the background. The text "UNITED BY THE BUCKET" is overlaid in large, bold, red letters across the center of the image.

UNITED BY THE BUCKET

**“IN SHORT,
WHAT CAN
CREATIVE
ACTIVISM DO
FOR MY BRAND?”**

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64% of global consumers prefer to buy products or services that appeal to their ideals.

BFK, 2020

Purpose acts as a shield for your brand. When a brand has a strong purpose, consumers are more likely to continue supporting that brand in a challenging moment.

6X

Zeno Strength of Purpose Study, 2020

94% of Gen Z expects companies to take a stand on important social issues, and 90% say they are more willing to purchase products that they deem beneficial to society.

Deloitte, 2021

71% said they'd buy from a purpose-driven company over the alternative if cost and quality were equal. 62% said that they thought it was important to consider purpose even when making an impulse buy.

Porter Novelli, 2021

46% of consumers say they would pay more for brands they trust.

Salsify, 2022

64% of surveyed consumers would buy from a brand or boycott it solely because of its position on a social or political issue.

Edelman, 2019

**CREDIBILITY.
VISIBILITY.
RELEVANCE.
ENGAGEMENT.
LOYALTY.**

CREDIBILITY.
VISIBILITY.
RELEVANCE.
ENGAGEMENT.
LOYALTY.

Every brand is under tight consumer scrutiny: they know if a brand is not being honest, just saying what they want to hear, following trends or even staying quiet when they should have an opinion.

A brand that is honest, transparent and true to its values and purpose will gain credibility.

Especially if it's not just relying on words but acting upon them.

CREDIBILITY.
VISIBILITY.
RELEVANCE.
ENGAGEMENT.
LOYALTY.

Product and price are easily replicable but other brands won't replicate your story.

Acting upon your purpose, which is unique to your brand, will lead to differentiation, awareness and stand out.

A brand that taps into culture, connects with its audience or adds to people's lives will be remembered.

And standing out from competitors can improve sales and lead to business growth.

CREDIBILITY.
VISIBILITY.
RELEVANCE.
ENGAGEMENT.
LOYALTY.

People recognise the value of brands that make a positive change in society, that get involved in the topics that matter to consumers, that don't fear being part of the conversation, that constantly prove why they exist.

People care for brands that give them reasons to care.

CREDIBILITY.
VISIBILITY.
RELEVANCE.
ENGAGEMENT.
LOYALTY.

Consumers engage with brands that level with them. By connecting with their needs and motivations and constantly finding new ways to add value will keep them engaged.

CREDIBILITY.
VISIBILITY.
RELEVANCE.
ENGAGEMENT.
LOYALTY.

We often hear that loyalty is dead, that brands need to win their consumers over and over again, especially brands with less (perceived) product differentiation.

But there's an indescribable feeling of shopping with a brand that consumers trust.

If a brand is not just selling but acting upon its purpose - in any shape that can take - it will earn their respect, they'll want to see it thrive, they'll keep coming back. And that will ultimately reflect on the business.

**“SO, WHERE
DO WE START?”**



**FIND
YOUR MISSION**



**REVIVE YOUR
DORMANT MISSION**



**ACTIVATE YOUR
BRAND MISSION**

FIND YOUR MISSION

Ok, so you've been worried about developing your product and establishing it on the market and haven't quite thought about purpose or mission yet.

Now you feel it's time to take the next step and really think about the brand, its positioning, the role it can play in the world and in people's lives, and how to live by it.

That's what we're here for.

REVIVE YOUR DORMANT MISSION

Ok, your brand does have a purpose but it's something you haven't given too much thought, product and sales have been a priority.

Well, one thing does not exclude the other. It's time to dust off the "old book hidden in the back of the drawer".

Let's understand what your mission means in 2023, fill it with more meaning and unlock its potential.

Let's activate it.

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ACTIVATE YOUR BRAND MISSION

You know the importance of brand building, have a clear purpose and have even taken some steps... but you feel there's more your brand can do. Your brand can create a lot more impact. Congrats, you're already in the right mindset!

We can now help you take your brand to the next level.

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INDEPENDENT CREATIVE AGENCY

Pledge not to support
Fossil Fuel industry



Program Partner, The
Netherlands' industry-wide
creative marketing careers
program for Black, Asian and
underrepresented people

