

**PLEASE KEEP YOUR MOBILE PHONES ON**



# PRESENTERS



Pete Baird  
Media Director



Jorge Puron  
Senior Art Director





## *Red House Communications*

- Full-service marketing communications firm with wide range of services
- 23 years of documented results in engaging and motivating consumers
- Expertise across brand, digital and integrated marketing communications
- Deep experience in destination branding and marketing in PA market.
- Recognized for creative product excellence
- Award-winning, collaborative teams

# MEDIA CONVERGENCE





# MAKING IT WORK FOR YOU

NOVEMBER 4TH 2016

# AGENDA

- The Current Marketing Landscape
- Creative Impact
- Media Convergence
- How It Can Work For You



A person wearing a VR headset is shown in profile, smiling. The background is a blue-tinted image of a news website with various articles and a navigation bar. The text 'CURRENT MARKETING LANDSCAPE' is overlaid in large, white, bold, sans-serif capital letters.

# CURRENT MARKETING LANDSCAPE



# MYTHS THAT SHOULD BE DISCARDED

- TV is dead
- It takes big budgets to play
- The click leads to the sale
- We drove more website traffic – the work is done



# IS 'DIGITAL MARKETING' A DATED TERM?



**ADWEEK** Adweek   
@Adweek   Follow

"We're going to stop saying 'digital marketing' now because it's just marketing." -Big 🙌 for Meredith Herman from @flonase GSK.  
[#BrandGenius](#)

RETWEETS 94 LIKES 158 

8:35 PM - 25 Oct 2016

  84  158 

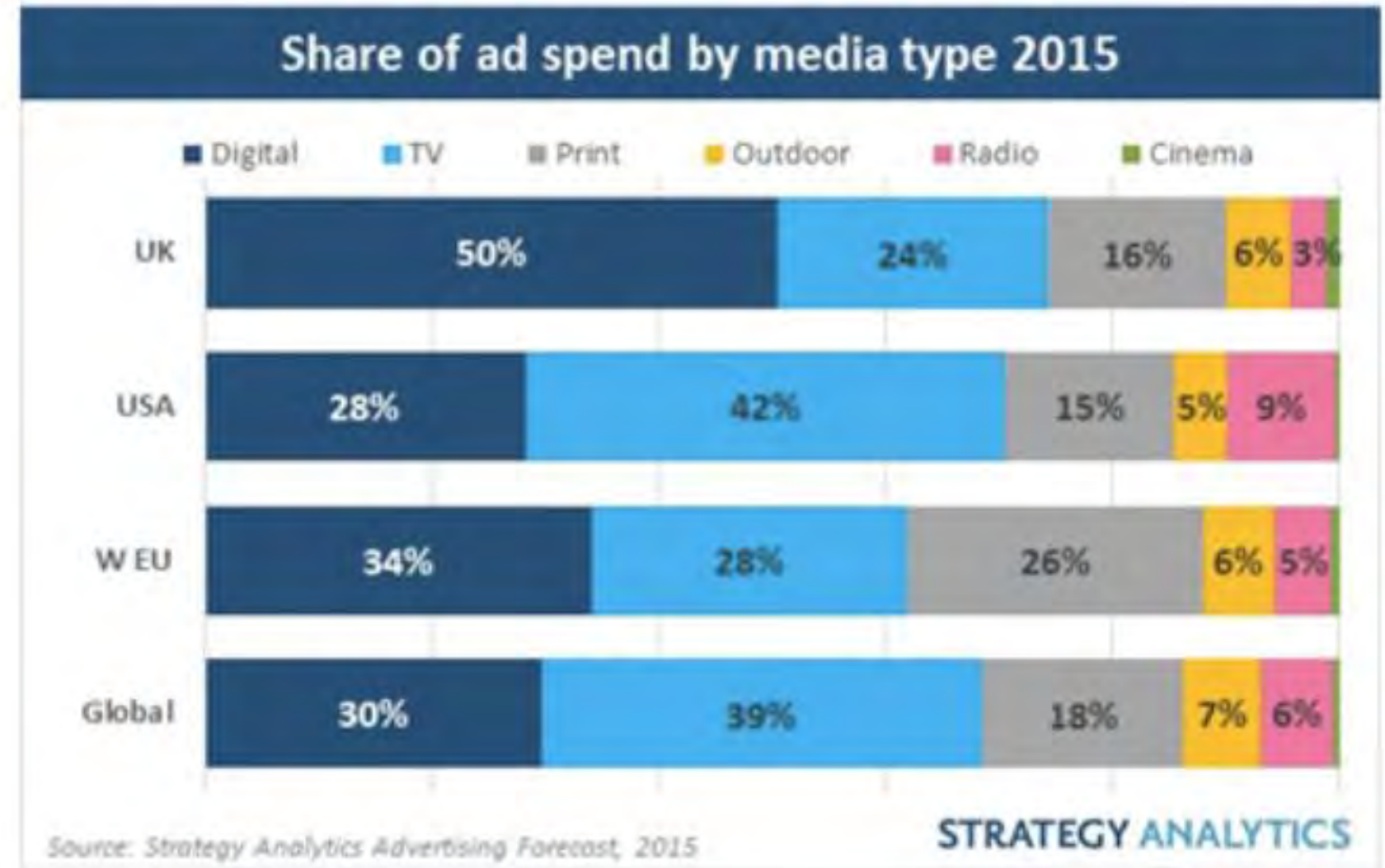
 Reply to @Adweek @flonase

 **Sarah Stramel**  @SarahStramel · 18h  
[@Adweek](#) [@flonase](#) praise the Lord



# IS 'DIGITAL MARKETING' A DATED TERM?





# IS 'DIGITAL MARKETING' A DATED TERM?

## US Total Media Ad Spending Share, by Media, 2014-2020

% of total

	2014	2015	2016	2017	2018	2019	2020
<b>TV*</b>	<b>39.1%</b>	<b>37.7%</b>	<b>36.8%</b>	<b>35.8%</b>	<b>34.8%</b>	<b>33.7%</b>	<b>32.9%</b>
<b>Digital</b>	<b>28.3%</b>	<b>32.6%</b>	<b>35.8%</b>	<b>38.4%</b>	<b>40.8%</b>	<b>43.1%</b>	<b>44.9%</b>
—Mobile	10.9%	17.3%	22.7%	26.2%	28.8%	31.0%	32.9%
<b>Print</b>	<b>17.4%</b>	<b>15.4%</b>	<b>13.9%</b>	<b>12.9%</b>	<b>12.2%</b>	<b>11.6%</b>	<b>11.1%</b>
—Newspapers**	9.1%	8.0%	7.2%	6.6%	6.1%	5.7%	5.5%
—Magazines**	8.3%	7.4%	6.8%	6.4%	6.1%	5.8%	5.6%
<b>Radio***</b>	<b>8.4%</b>	<b>7.8%</b>	<b>7.4%</b>	<b>7.0%</b>	<b>6.7%</b>	<b>6.4%</b>	<b>6.1%</b>
<b>Out-of-home</b>	<b>4.0%</b>	<b>4.0%</b>	<b>3.9%</b>	<b>3.8%</b>	<b>3.7%</b>	<b>3.5%</b>	<b>3.4%</b>
<b>Directories**</b>	<b>2.8%</b>	<b>2.5%</b>	<b>2.2%</b>	<b>2.0%</b>	<b>1.9%</b>	<b>1.7%</b>	<b>1.6%</b>

Note: \*excludes digital; \*\*print only, excludes digital; \*\*\*excludes off-air radio & digital

Source: eMarketer, March 2016

205439

www.eMarketer.com





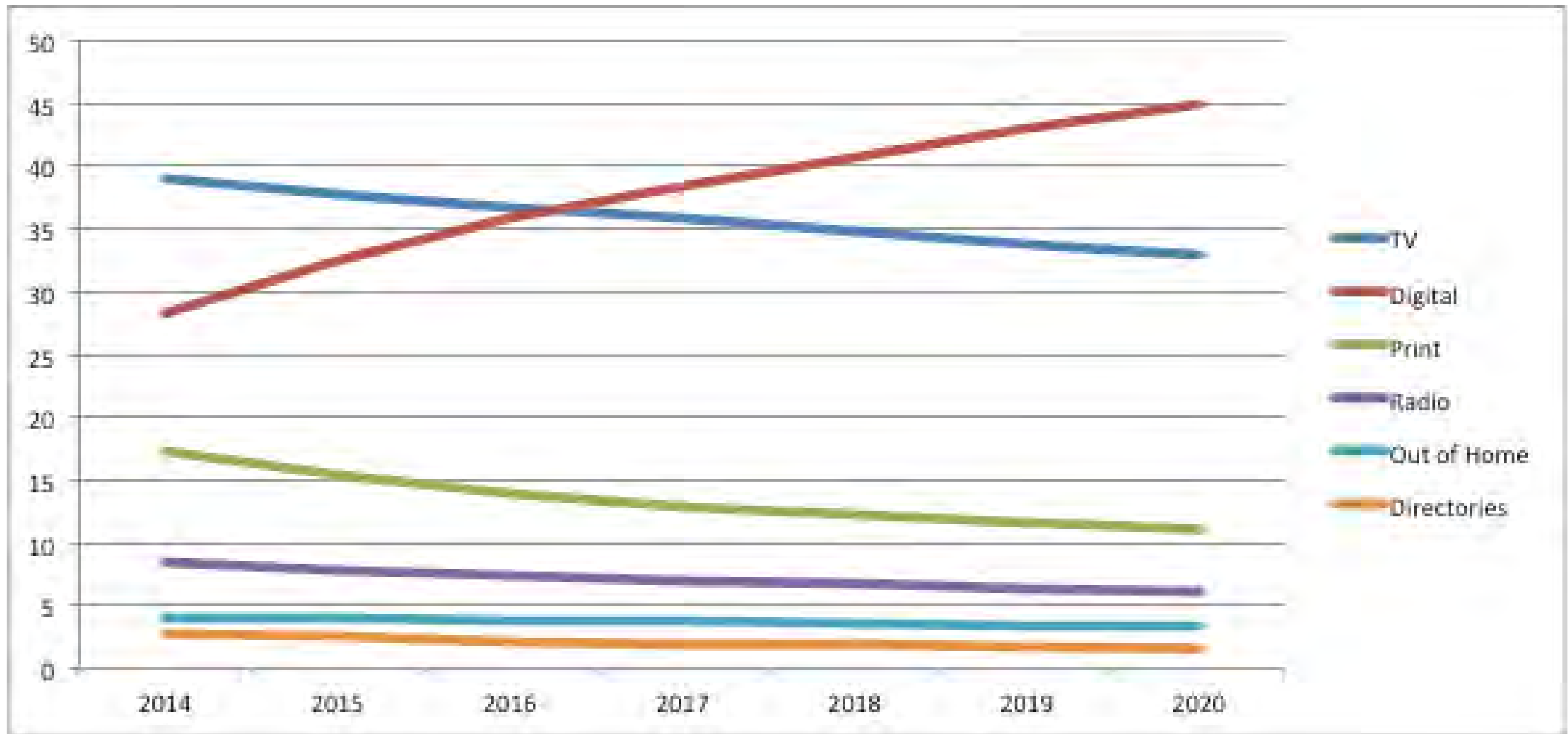


Exhibit 1

**In the traditional funnel metaphor, consumers start with a set of potential brands and methodically reduce that number to make a purchase.**

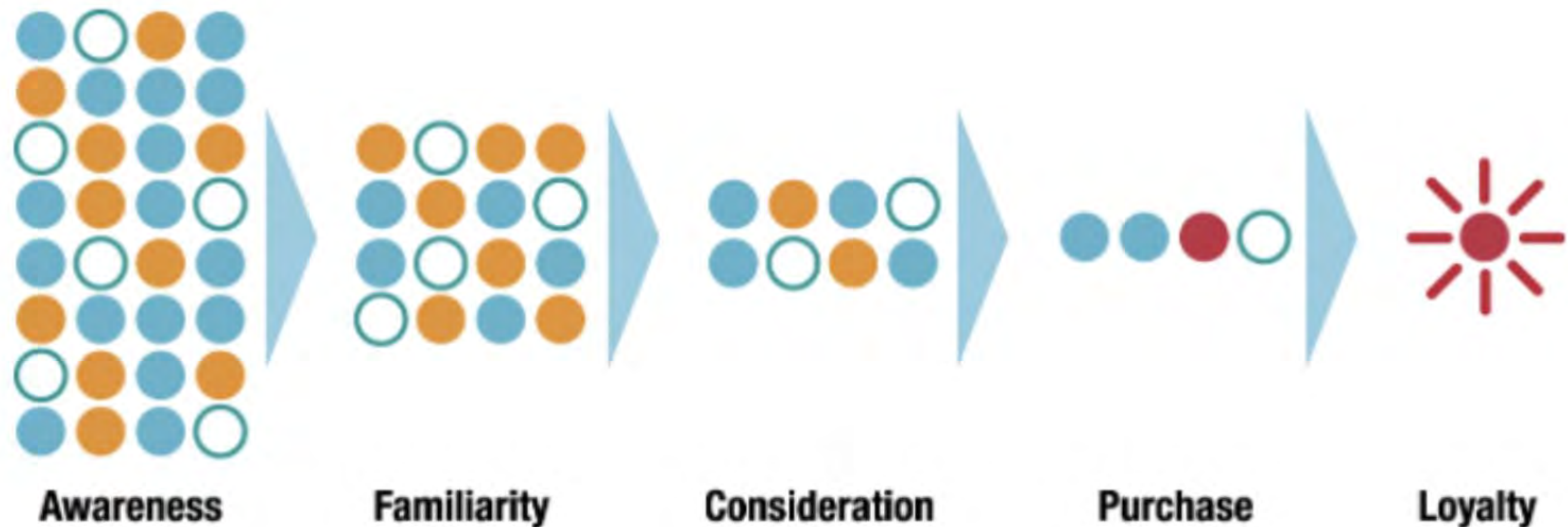


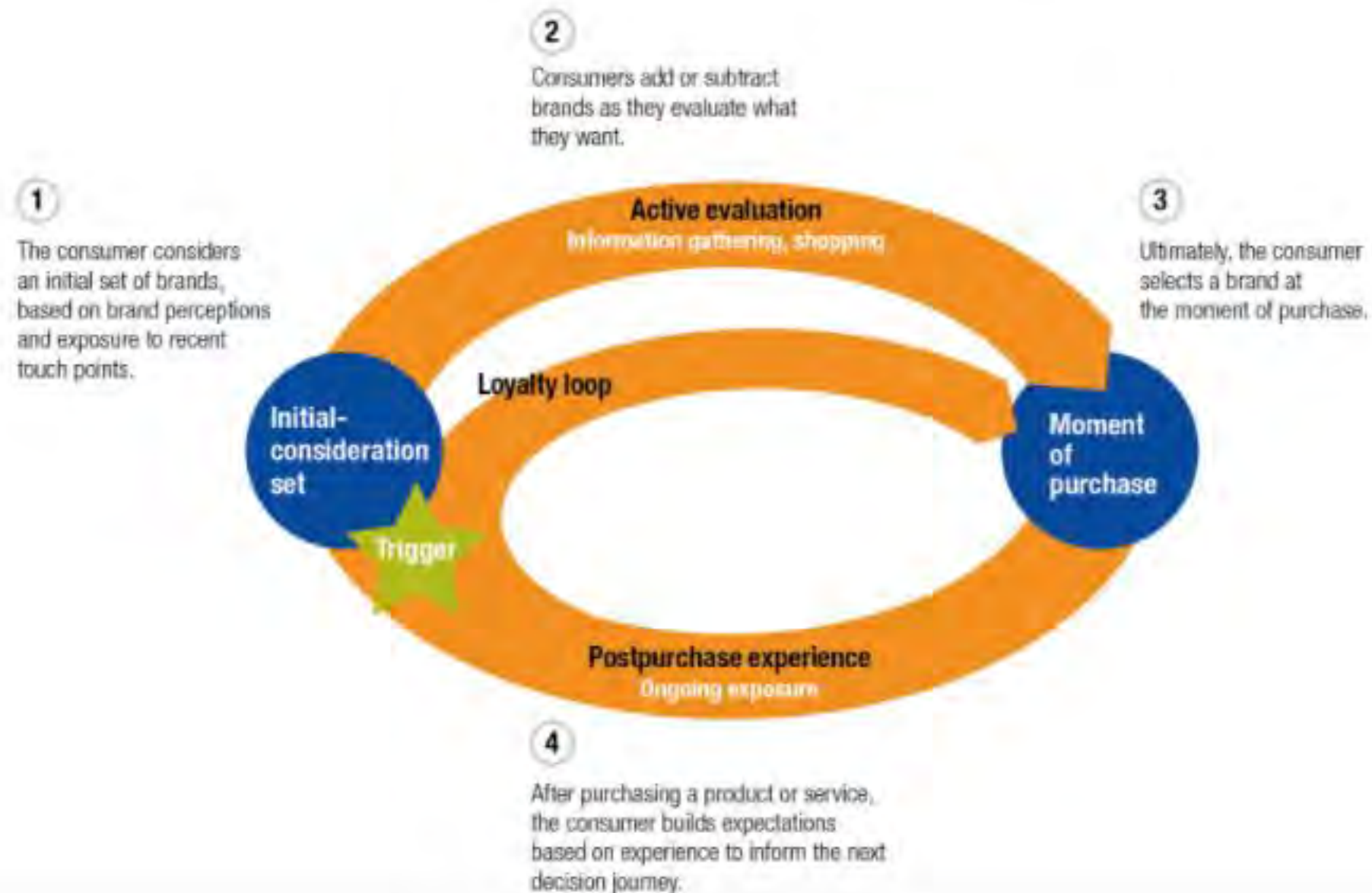
Exhibit 1

In the traditional funnel metaphor, consumers start with a set of potential brands and methodically reduce that number to make a purchase.



Exhibit 2

**The decision-making process is now a circular journey with four phases: initial consideration; active evaluation, or the process of researching potential purchases; closure, when consumers buy brands; and postpurchase, when consumers experience them.**









# CREATIVE EXAMPLES

# YOUTUBE – BUMPER ADS




**Bob Cianfrone**  
Zipline!!!!!!!!!!!!!!!!!!!!




MegaZip Adventure Park  
Sentosa

This bumper ad features a profile picture of Bob Cianfrone in the top left corner. The main image shows him in a purple shirt, smiling and holding a zipline handle, with another person's hands on his shoulders. The background is a lush green forest. The text 'Zipline!!!!!!!!!!!!!!!!!!!!' is positioned below the name, and 'MegaZip Adventure Park Sentosa' is in the bottom left corner.



**Guto Araki**  
Check out the Gardens by Marina Bay!



Gardens by the  
Marina Bay

This bumper ad features a profile picture of Guto Araki in the top left corner. The main image shows a sunset over a modern building with a glass facade, surrounded by dense greenery. The text 'Check out the Gardens by Marina Bay!' is positioned below the name, and 'Gardens by the Marina Bay' is in the bottom left corner.



**Ryan Lehr**  
Hitting the fish spa!



This bumper ad features a profile picture of Ryan Lehr in the top left corner. The main image shows a man and a woman sitting on a wooden ledge over a shallow water tank, with their feet in the water. The text 'Hitting the fish spa!' is positioned below the name.



# YOUTUBE – BUMPER ADS

Singapore:

Singapore:

Singapore:







**JUNE 25 | PRIDE**



**JULY 5 | CONGRATULATIONS, SHIN-SHIN**



**AUG 5 | MARS ROVER LANDS**



**AUG 14 | ELVIS WEEK**



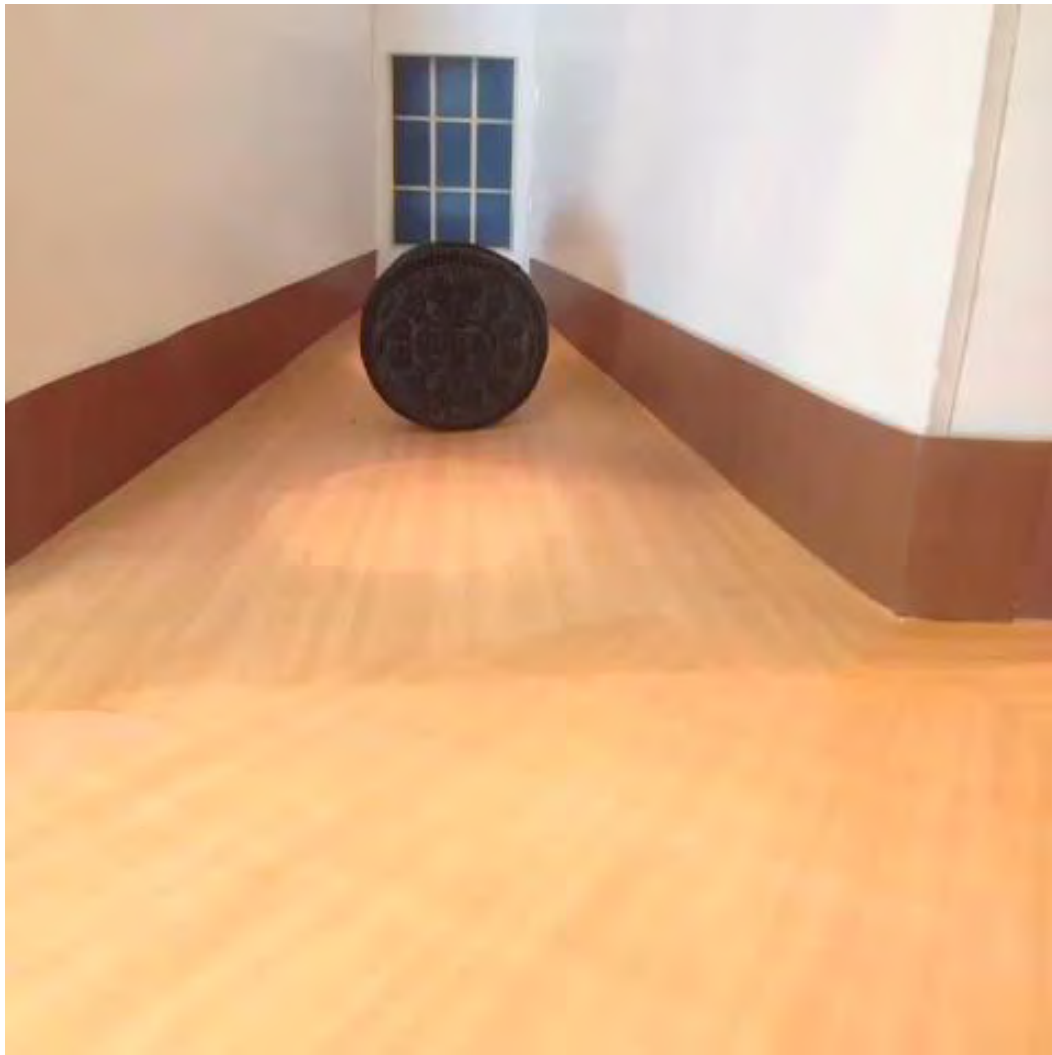
# OREO – DAILY TWIST CAMPAIGN

Oreo designed 100 different cookies to release a new one each day.





# OREO – EXAMPLES





# AMERICAN IDOL

All of the judges are active on Twitter  
and as well as most of the contestants.



# KIA MOTORS

YouTube

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Trending

Subscriptions

History

Watch Later

LIBRARY

Favorites

Liked videos

SUBSCRIPTIONS

Netflix US & Can... 10

d 2

Browse channels

YouTube Red

**KIA**

**OPTIMA**

OFFICIAL VEHICLE OF THE NBA

Kia Motors America

Subscribe 64,018

Home Videos Playlists Channels Discussion About

2017 Kia Optima | "Shoe Store"

3,906 views · 6 days ago

Just because you drive the official vehicle of the NBA, doesn't make you an official NBA player.

(<http://www.kia.com/us/en/ve...>).

The 2017 Kia Optima features standard BLUETOOTH wireless connectivity and rear-camera display, and available rear parking assist system, Harman/Kardon premium audio and voice command navigation.

Maybe you can't be an NBA player, but at least you have the 2017 Kia Optima on your team.

SUBSCRIBE TO KIA ON YOUTUBE: <http://spr.ly/Subscribe..>

Read more

0:01 / 0:40

**Featured Videos**

2017 Kia Optima | "Shoe Store" 3,906 views · 6 days ago

2017 Kia Forte "Basketball" 4,970 views · 1 month ago

The New 2017 Kia Forte - Car Karaoke with Autonomous 2,096,812 views · 1 month ago

2017 Kia Sorento - "Tecmo Bros" ft. Bo Jackson 216,930 views · 1 month ago

2017 Kia Sorento - "Tecmo Bros" ft. Bo Jackson & Brian Bosworth 84,084 views · 1 month ago

Kia VidCon Music Video: "What It Takes", Starring You | 2016. 2,990 views · 3 months ago

**Kia Cars**

Kia Soul 13 VIDEOS

Kia Sportage 13 VIDEOS

Kia Optima 21 VIDEOS

Kia Sorento 22 VIDEOS

Kia Concept Cars 21 VIDEOS

Kia Sedona 21 VIDEOS

**Kia Partnerships**

5 VIDEOS

8 VIDEOS

3 VIDEOS

14 VIDEOS

5 VIDEOS

15 VIDEOS

*“Television is like rain and we catch the rain in buckets and re-deploy it to the social channels to make our sales opportunity and brand grow.”*

– George Haynes, Kia’s Social & Digital Media Manager





# KRYLON YARD SALE





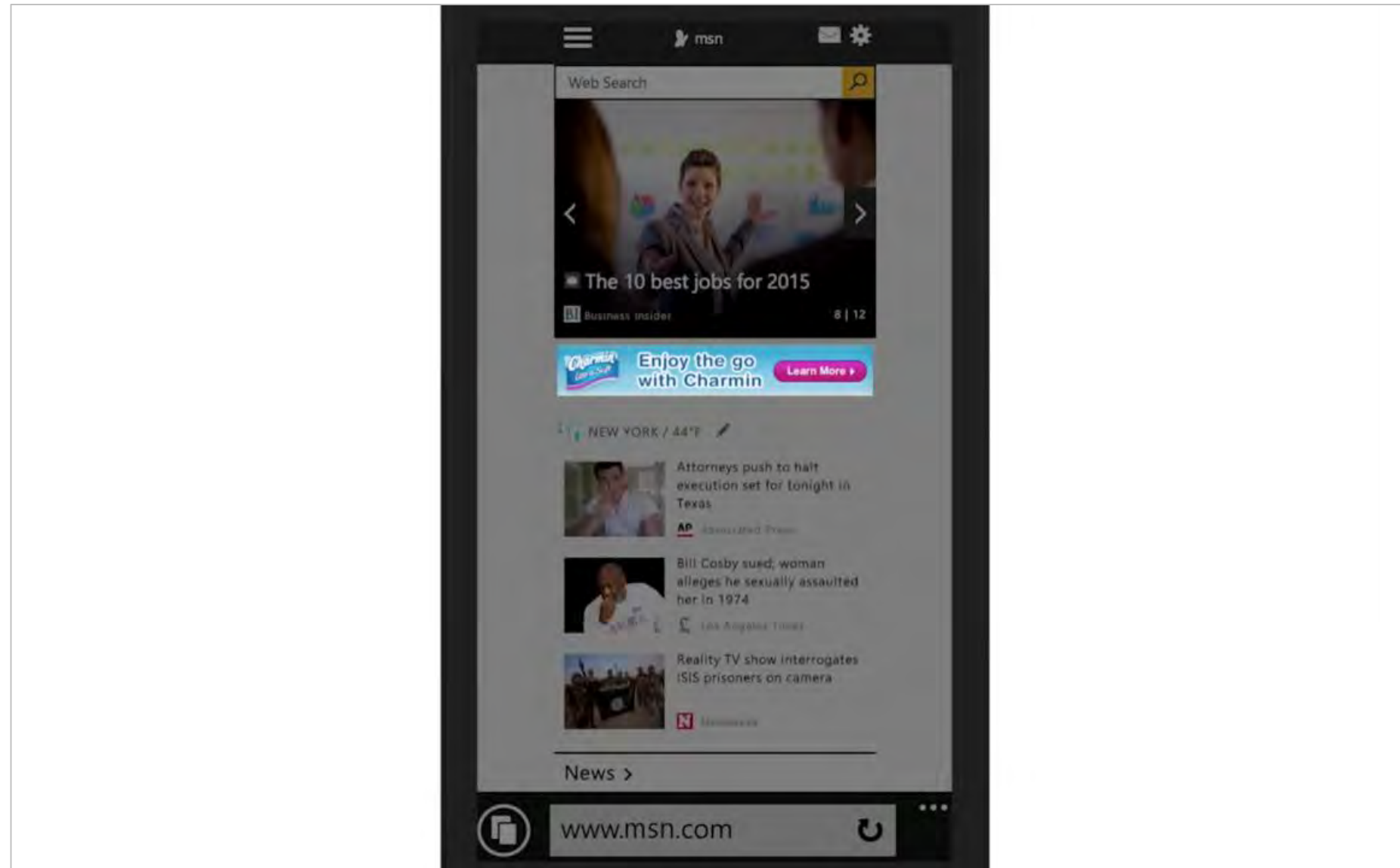
# FIRST EVER PINTEREST YARD SALE



# CALL OF DUTY

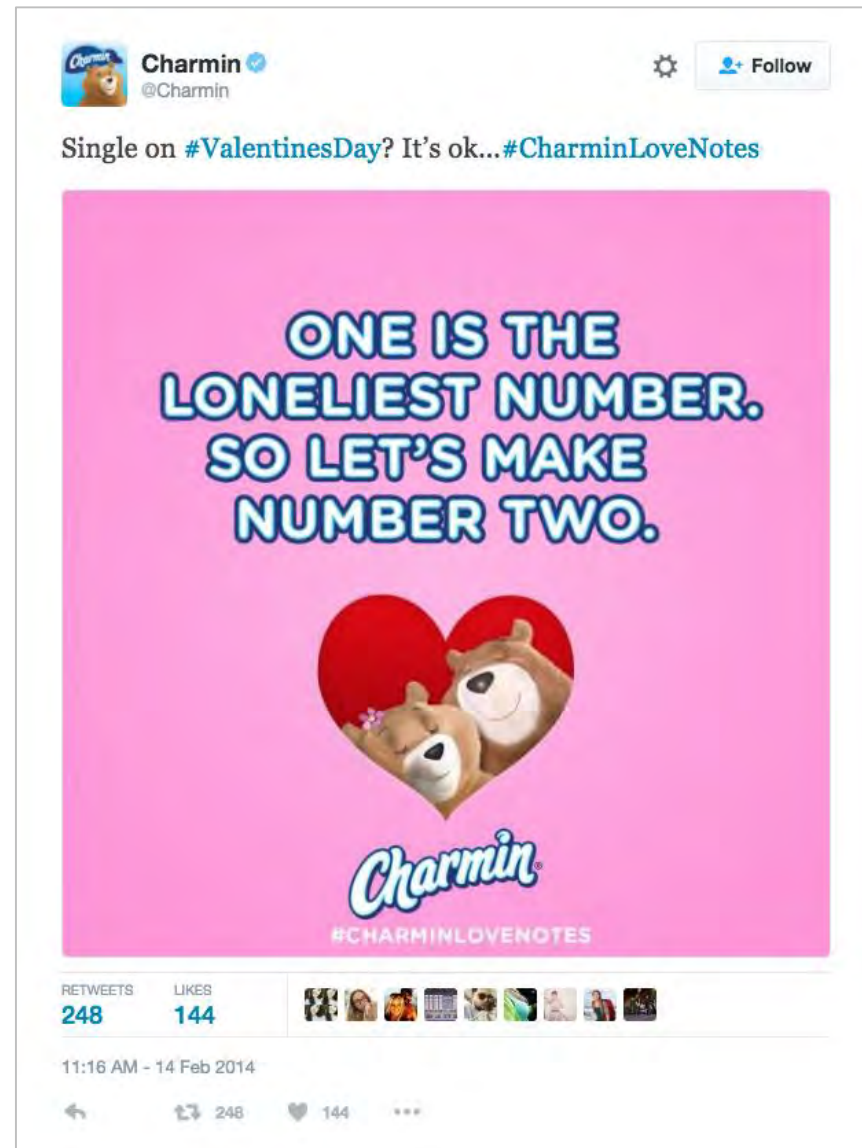


# CHARMIN – TWEET FROM THE SEAT





# CHARMIN



On Valentines Day, Charmin sent personalized valentines to some of their fans.  
#Charminlovenotes

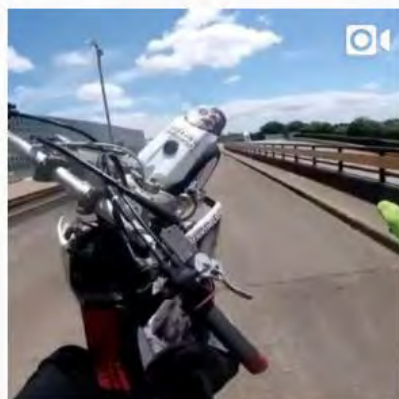
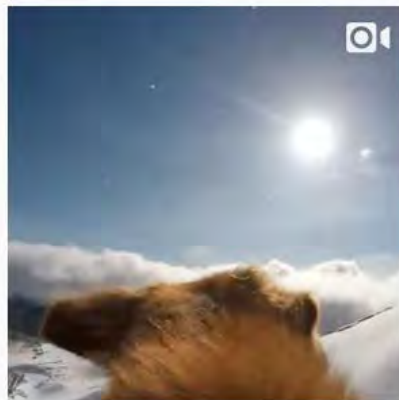




# #gopro

24,138,800 posts

TOP POSTS



MOST RECENT

# GO PRO

GoPro encourages people to share their videos that they made by using the hashtag #gopro on Instagram.

Helps promote the brand and showcases their product.



# GO PRO VIDEO – USER GENERATED



# UNIQLO – NEW PRODUCT ANNOUNCEMENT



## **PINTEREST HIJACK**

- 100 people simultaneously pinning
- No paid media
- 55 million impressions
- 6,000 mentions on Twitter







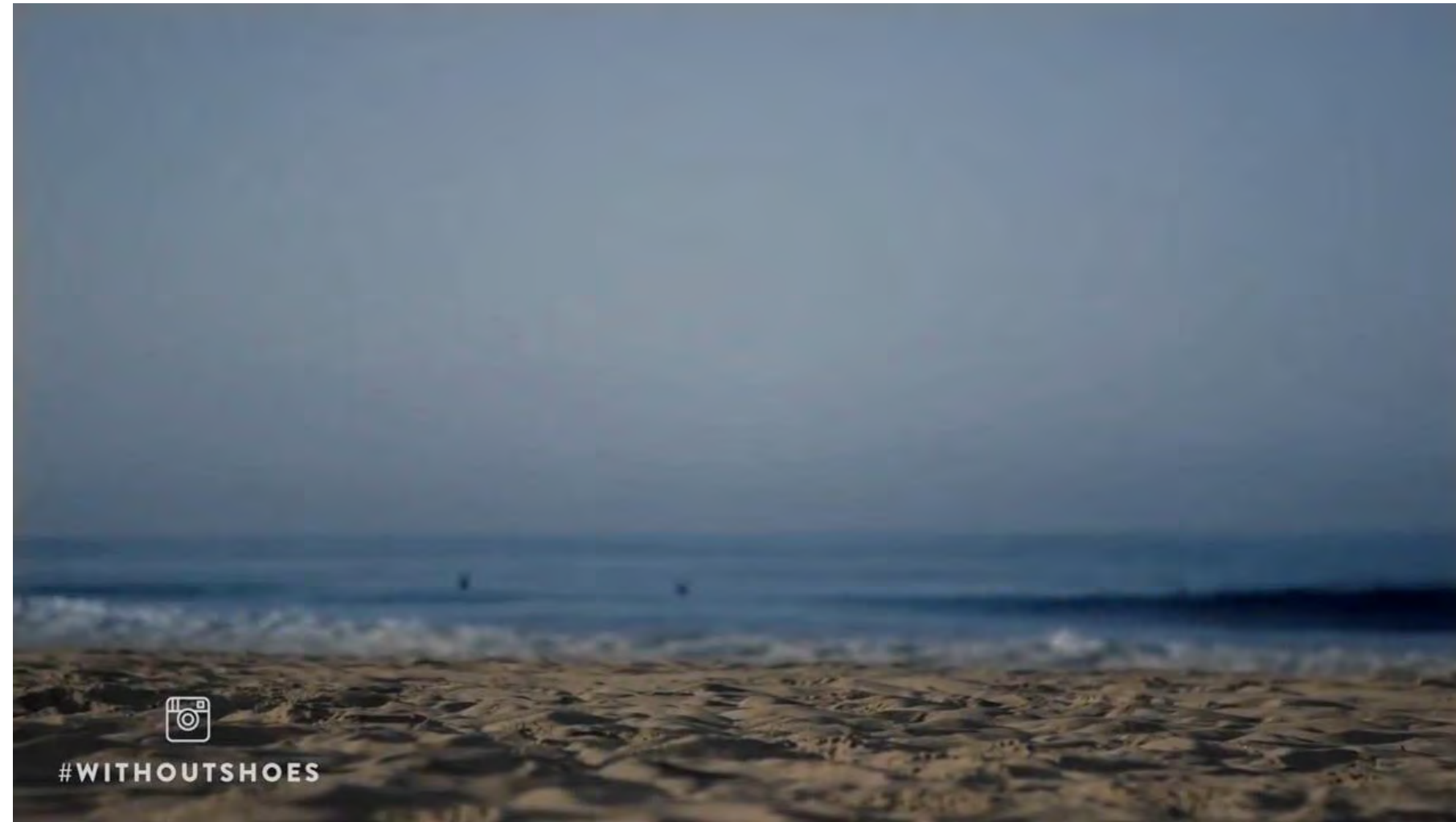
# TOMS SHOES

Every time a customer purchases a pair, TOMS donates a pair to a child in need.





# #WITHOUTSHOES



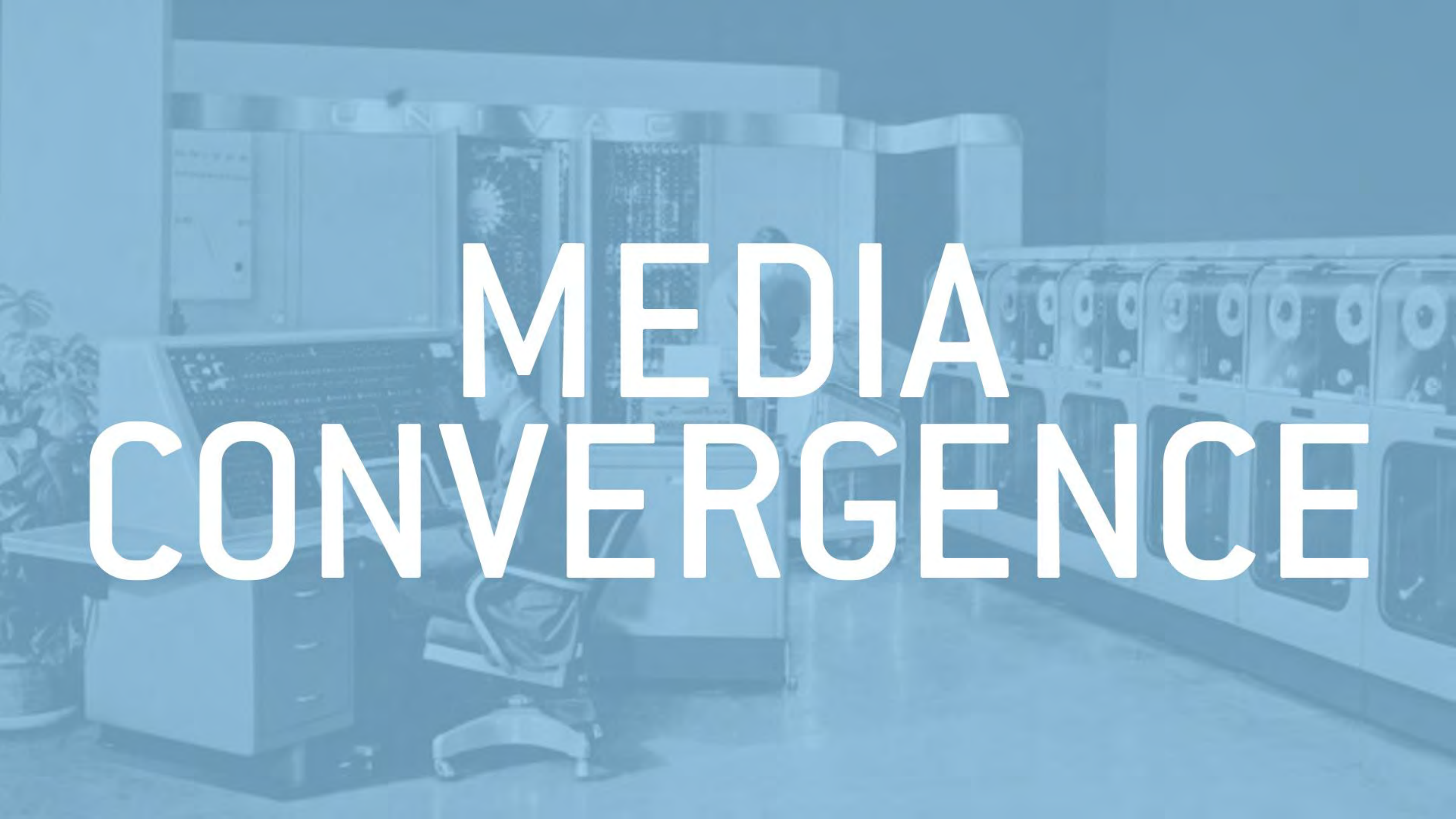


# #WITHOUTSHOES

Web page dedicated to keeping track.







# MEDIA CONVERGENCE



*"We're all together watching television, but we're not all watching television together."*





# MEDIA STRATEGY CONSIDERATIONS

- **Device shift** – PC to mobile
- **Communications shift** – voice to data/video
- **Content shift** – bundled to fragmented
- **Social shift** – growth to monetization
- **Video shift** – programmed to user driven



# APPROACH TO MEDIA

- **Awareness - establish strong presence first**
  - Mediums
  - Markets
  - Timing
- **Digital Convergence - match consumption**
  - We live in a 'layered' digital/social world
  - Devices and channels where majority of time is spent
  - Same creative everywhere, but adapt message to vehicle



# THE CONVERSATION AS A STREAM



- Right message
- Right time
- Right place
- Event driven





# NETFLIX



HELLO AD BLOCKER USER.  
YOU CANNOT SEE THE AD. BUT THE AD CAN SEE YOU.  
WHAT'S ON THE OTHER SIDE OF YOUR BLACK MIRROR?

**NETFLIX**  
A NETFLIX ORIGINAL SERIES  
**BLACK MIRROR**  
>> THE FUTURE IS BRIGHT./

NEW STORIES  
NOW STREAMING

**WATCH NOW**

**Have a cookie**

Netflix uses cookies to personalise content and ads to make our site easier for you to use. We do also share that information with third parties for advertising & analytics.

**OK** [or More information](#)

Carousel art by Black 3



# POKEMON GO



Businesses capitalized on the popularity of Pokemon Go – ex. they offered discounts or incentives to customers who shared their location in the hopes of attracting more people.









# CONVERGENCE ON A SHOESTRING

- Ad creation – desktop, mobile
- Self-service platforms
- Geofencing
- Media cost – in the hundreds
- Google Analytics – free



# CONVERGENCE ON A SHOESTRING

- #LHSummit hashtag



# IN SUMMARY

- The Current Marketing Landscape
- Creative Impact
- Media Convergence
- How It Can Work For You





# SOURCE MATERIAL

- McKinsey Insights
- Mashable
- eMarketer
- Pew Research Center



