360° Integrated Marketing

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WHAT WE’LL COVER TODAY:

• What is “Integrated Marketing”
• How does Digital affect traditional 360° Integrated Marketing
• Digital Integration Toolbox
• Case Studies
WHAT IS INTEGRATED MARKETING?
What is Integrated Marketing?

• Integrated campaigns - the best use of message and media, regardless of whether it is on or offline, demands marketing communications of a higher level.

• Planning and delivering an integrated campaign means taking a holistic view of the customer or consumer journey from ignorance through to loyalty and satisfaction... it isn't always easy (but it's always invaluable).

From http://www.churchdigitalagency.com/campaigns-integrated.php
What is Integrated Marketing?

- Cost savings result from leveraging the same planning and creative work across multiple projects.
- Integrated activities support each other, improving the efficiency of individual campaign elements against overall objectives.
- Use of data during the campaign allows for short-term improvement on results and longer-term comprehension of your customers
  - The marketing database can be used to identify communications needs as well as to target individual communications.
  - It can also be helpful in:
    - profiling prospects
    - measuring campaign effectiveness
    - tracking customer responses

HOW DOES DIGITAL AFFECT TRADITIONAL 360° INTEGRATED MARKETING
What is Integrated Marketing?

- Media no longer operates in a vacuum - and that what you do online affects what you do offline, and the reverse. This, in turn, allows marketers to understand what's working (what to keep) and what isn't (what to kill), as well as how they all work together in an integrated campaign.

- Marketers are now being asked to do more with less. Taking advantage of synergies and integrated marketing techniques allows marketers to drive more sales without necessarily buying more media.

Traditional Marketing Channels

- **Advertising – ATL, BTL, TTL**
  - Raising awareness of your new product
  - Explaining the comparative benefits of the product
  - Generating initial requests for information
  - Initiating a direct response campaign through integrating interactivity
- **Public Relations**
  - Mainly used to supplement the primary Advertising messages
  - Timely Sponsorships and other PR activities peripherally support the campaign
- **Customer Relationship Marketing/Management (CRM)**
  - Increasing customer loyalty and retention
  - Issuing a regular, planned flow of information that provides value to the customer
  - Utilizing your customers interactions with the brand
- **Sales Support**
  - Fortify the sales force with information on both the products and the marketplace
  - Standard and customized presentations for different market sectors;
  - Product or sales guides to improve product knowledge
  - Information on the advertising and direct marketing support available in each territory;
  - Competitor profile

Digital Marketing Channels

• Digital and non-Digital Direct Marketing
  – To make differentiated offers to prospects who respond to an advertising campaign
  – To supplement an advertising campaign’s coverage of certain target markets;
  – To reach sectors that cannot be reached efficiently by the primary advertising media, or to simply provide increased reach or frequency
  – As a follow-up mechanism to a direct response advertising campaign—the responses supply information on qualified prospects, and this information can form the basis of future direct marketing programs;
  – To reinforce the impact of an advertising campaign through selective follow-up

• Telemarketing / Mobile & IVR
  – To add an element of interactivity and measurement to all non-interactive media;
  – To reach target audience in the one place they can always be found;
  – Provides the target audience the option to decide when they want to interact with the media;
  – Creates a driver among new and traditional medias connecting two or more points that normally remain isolated

How does Digital affect traditional 360° Integrated Marketing

• Benefits
  – Digital [integrated] techniques match the requirements for successful youth marketing in a way in which other media cannot

• Potential Pitfalls
  – Too many cooks in the kitchen (too many agencies)
  – Poor use of data, poor collection vehicles, or evaluation criteria
  – Poor selection of media compared to needs of target audience
  – Not enough time/attention given for deep optimization

Mechanics of a Digitally Integrated Campaign
TVC + Print + OOH + Text2Win + IVR + Banners + Microsite + CRM

Sends SMS
Target Watches TVC
Target Sees Banners
Target Sees Print Ad

Sends SMS
Send SMS
Text to win

Registers on Microsite
Receives SMS Prize Notification Message
Receives Thank You SMS
Receives Thank You Email

Registers on Microsite
Receives Thank You message

SMS for Prize
Receives SMS Prize Notification
Receives Thank You Email

IVR Quiz Game
Receives IVR Prize Notification
Consumer Is entered into DB

Red = User Initiated Action

Results:
- Target Audience has 16 potential brand interactions (compared to three)
- Client can discern effectiveness of TV vs. Print + Web vs. Mobile advertising for future campaigns
- Database is collected for future CRM usage with multiple touchpoints & ongoing interactions recorded

Touchpoints:
- Traditional Touchpoint: 1
- Digital Touchpoint: 1

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SGNDigital:Marketing
ATL + MOBILE = INTERACTIVITY + MEASUREMENT

Response Measurement

- VTV
- HTV7
- VTC
- Yeah

+ SMS

What do we learn?

- TV is more effective than Print (about 5X)
- Either the Yeah1 and Saigon GiaiPhong campaigns are the wrong demographic or the messaging is wrong
- VTV and HTV7 have the most success of the TV campaigns

What can we do?

- Mobile is a direct access to potential customers
- Mobile/Digital marketing
- Test the messaging and change the copy for on poorly performing ads
- Stop advertising on some channels and select others or increase frequency on effective channels
- Utilize new direct access to potential customers through interactive Mobile/Digital marketing
DIGITAL TOOLBOX
Web 1.0
The mostly read-only Web
250,000 Web Sites

1996: 45 Million Global Users

Web 2.0
The read/write web
80,000,000 Websites

Opportunity 2.0

DoubleClick Ofoto Akamai mp3.com Britannica Online Personal Websites Domain Name Speculation Page Views Screen Scraping Publishing Content Management Directories(Taxonomy) Stickiness

Adwords Flickr BitTorrent iTunes Wikipedia Blogging SEO & SEM CPC, CPA Web Services Participation Wikis Tagging (Folksonomy) Syndication

2006: 1 Billion+ Global Users
SOCIAL MARKETING: BEYOND BANNERS

• Social Marketing takes place in an environment where people can meet, greet, share, and socialize easily and quickly
  – Blogging
  – Forums
  – Media Sharing
  – Social Networks
  – Multiplayer Online Gaming
COMMUNITY
BLOGGING & TWEETING
COLLABORATION

Video

Wiki (Encyclopedia)

News

Photo Collaboration
WIDGETS, MASHUPS, N’ MORE

RSS Syndication (iGoogle)

Mash Ups

Pageflakes

Niche Social Network
MOBILE MARKETING: SMS

**SMS Blast**
- Event Reminders
- Promotional Messages
- Product Release
- Coupons
- Daily Updates

**Usage Examples:**
- Event Reminders
- Promotional Messages
- Product Release
- Coupons
- Daily Updates

**Text to Win/Text to Vote**
- Promotional Events
- Giveaways
- Surveys
- Quizzes
- Opinion Polls
- Event engagement

**Usage Examples**
- Promotional Events
- Giveaways
- Surveys
- Quizzes
- Opinion Polls
- Event engagement

**Text to Download/Text4Info**
- Useful content for users
- Relevant information of products
- Branded content
- Brand engagement

**Usage Examples**
- Useful content for users
- Relevant information of products
- Branded content
- Brand engagement

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*From: 555 Message: YOU WIN!!!*
Other Mobile Marketing…

**Bluetooth**

Polite Point of Sale mobile interactivity:
- Polite – cannot be forced into a phone
- Digital couponing or product trials
- Mobile content distribution
- Interactive POS gaming (instant win/lucky draw)

**WAP sites**

Mobile website allows web-type interactivity on-the-go
- Interactivity can include:
  a. Link and Banner Ads
  b. Registration
  c. Click to Call
  d. Click to Watch (Video)
  e. Click to Listen
  f. Click to Download

**Mobile Tagging**

Easy access and faster communication
- Quick access to mobile Internet
- Vcard & Vcalendar
- Mobile couponing & Redemption
- M-Ticketing

**Web to Mobile**

Drives traffic among Digital mediums:
- information transfer
- Drive traffic among mediums
- One to One or One to Many
BRANDED MOBILE CONTENT

Mobile Content can be branded for added visibility and penetration.

With low investment, existing content or original content can add value for the right target audience.

Branded Content & Sponsorship Opportunities
CASE STUDIES
CASE STUDY: ADIDAS (ADMOB)

Basketball is a Brotherhood.
Mobile Engagement Strategy

Target Audience

Opt In

Mobile Media

Television
Radio
Outdoor
Print
Online

Mobile WEB
Activate, Engage, Communicate
Product, Athletes, Photos, Wallpaper, Ringtones

Engagement

SMS IN

Consumer Action

SMS/IVR OUT

Text 'Team' to 23452

Relaionship
Television
IN STORE
Basketball is a Brotherhood!
Engagement Strategy

INCOMING SMS
Your are now part of the brotherhood. Look for calls from Gilbert, Chauncey, Howard, & the whole team (4 in 12 days). Rply END 2 quit.

INCOMING SMS
Thanks for joining the Brotherhood. Get free Wallpapers and Ringtones Click Here. Rply END 2 quit.

INCOMING SMS
Get a Customized Ringtone from the Brotherhood - Click Here. Rply END 2 quit.

INCOMING SMS
Get a Customized Voicemail from the Brotherhood - Click Here. Rply END 2 quit.
Basketball is a Brotherhood.

Enter Your Phone Number
Area Code + Number – No Spaces
(Example 555123456)

3107664906

ENTER

To Get Free
Ringtones, Wallpapers,
And Customized Voicemails
From your Favorite Players

adidasbasketball.com
Results

Basketball is a Brotherhood!

Enter Your Phone Number
Area Code + Number – No Spaces
(Example: 555123456)

ENTER

To Get Free
Ringtones, Wallpapers, And Customized Voicemails
From your Favorite Players

adidasbasketball.com

Basketball is a Brotherhood!

Free Wallpapers

Tim Duncan
Free Download

Kevin Garnett
Free Download

Tracy McGrady
Free Download

adidasbasketball.com

Basketball is a Brotherhood!

Call Kevin Garnett

Click button to call KG right now from your cell phone.

Click to Call KG

More | Back

adidasbasketball.com
Case Study: Eurostar Bullet Train

Agency: Space
Brand: Eurostar
Campaign: The Eurostar Quest

To drive re-appraisal of London and Paris in 2006, we established a premium partnership with the global release of the Da Vinci Code film before leveraging it via a hugely imaginative, multi-lingual, on-line treasure hunt, inspired by the film. The campaign was supported in the UK, France & Belgium with TV, cinema, national & consumer press, outdoor, ambient media, online advertising & PR.

Results exceeded even the most ambitious expectations. 1.3m people registered and interacted with Eurostar whilst the campaign was named The Best Promo.
CASE STUDY: IAB

Agency: Euro RSCG MVBMS Partners
Brand: Internet Advertising Bureau (IAB)
Campaign: Interactive. The Active Ingredient

The IAB launched a new integrated branding campaign aimed at helping marketers understand how they can best employ interactive advertising to more effectively reach their business. They showed successful examples of rich media from Volvo, Frito-Lay and Kimberley-Clark campaigns.

The brains behind the selected campaigns were depicted as marketing ‘Superheroes’, visually depicted across print, billboards, and online mediums. Direct marketing and events supported the campaign in the later phase.
CASE STUDY: KELLOGG’S CEREAL

Agency: Euro RSCG MVBMS Partners
Brand: Kellogg’s Cereal
Campaign: Leonardo (Leo Burnett)

Kellogg’s used an integrated marketing campaign to launch a new fruit snack, a fruit roll strip, into the UK market; it included PR, ambient media, web, radio and TV.

This innovative approach was a major factor in the product’s success: the creative idea was that Real Fruit Winders were an anarchic from of fruit that children could eat, play with and use to communicate with each other, and a world of fruits was created with its own Chewchat language as well as characters.

The campaign took advantage of Social Networking as well as instantaneous feedback from the web to modify and improve the campaign.
SO THAT’S IT - ANY QUESTIONS?

Thank you for your attention!