

PAID. OWNED. EARNED & SHARED MEDIA

Natasa Djurdjevic

Februar

24. petak

IAA Radionica
10-12h

Bioskop Tuckwood



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WorldwideSM

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MANAGE THE PRESENT & INVENT THE FUTURE



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WHY NOW?

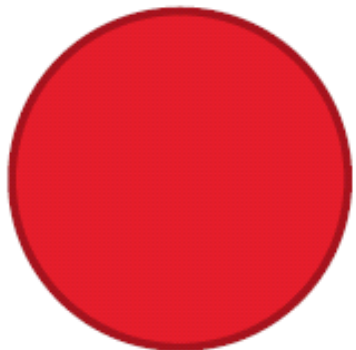


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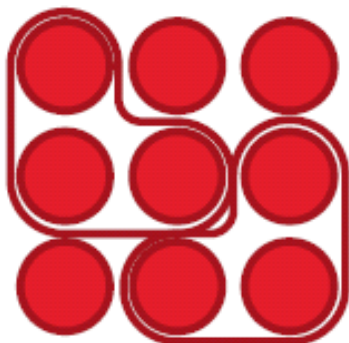
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CONSUMER ENGAGEMENT

1980's



1990's



2000's



2010's





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CONSUMER ARE INCREASINGLY NETWORKED THROUGH DIGITAL DEVICES



1.5B

Computers "on-line"



5.0B

Mobile Phones



2.1B

Smart Phones





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THE LANDSCAPE IS....

Open Sourced

Collaborative

Shared

Dynamic

Two-way

All Content
All Connections
All Brands

Co-Created

Always on

Constantly Evolving

Shifting

Connected & Linked

Fluid

Changing Every Second
of Every Day

Scaled & Customized

Global & Local



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WHAT DOES THIS CHANGE MEAN?



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CONTENT SCALE SPREAD IN REAL TIME WITH OR WITHOUT US



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WHAT TO DO?



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LIQUID & LINKED





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STORIES

(CONTENT, EXPERIENCES, CONVERSATIONS)

SPREAD

(LIQUID)

VALUE

(LINKED)



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EVERYTHING COMMUNICATES

INTEGRATED MARKETING COMMUNICATIONS

(IMC)

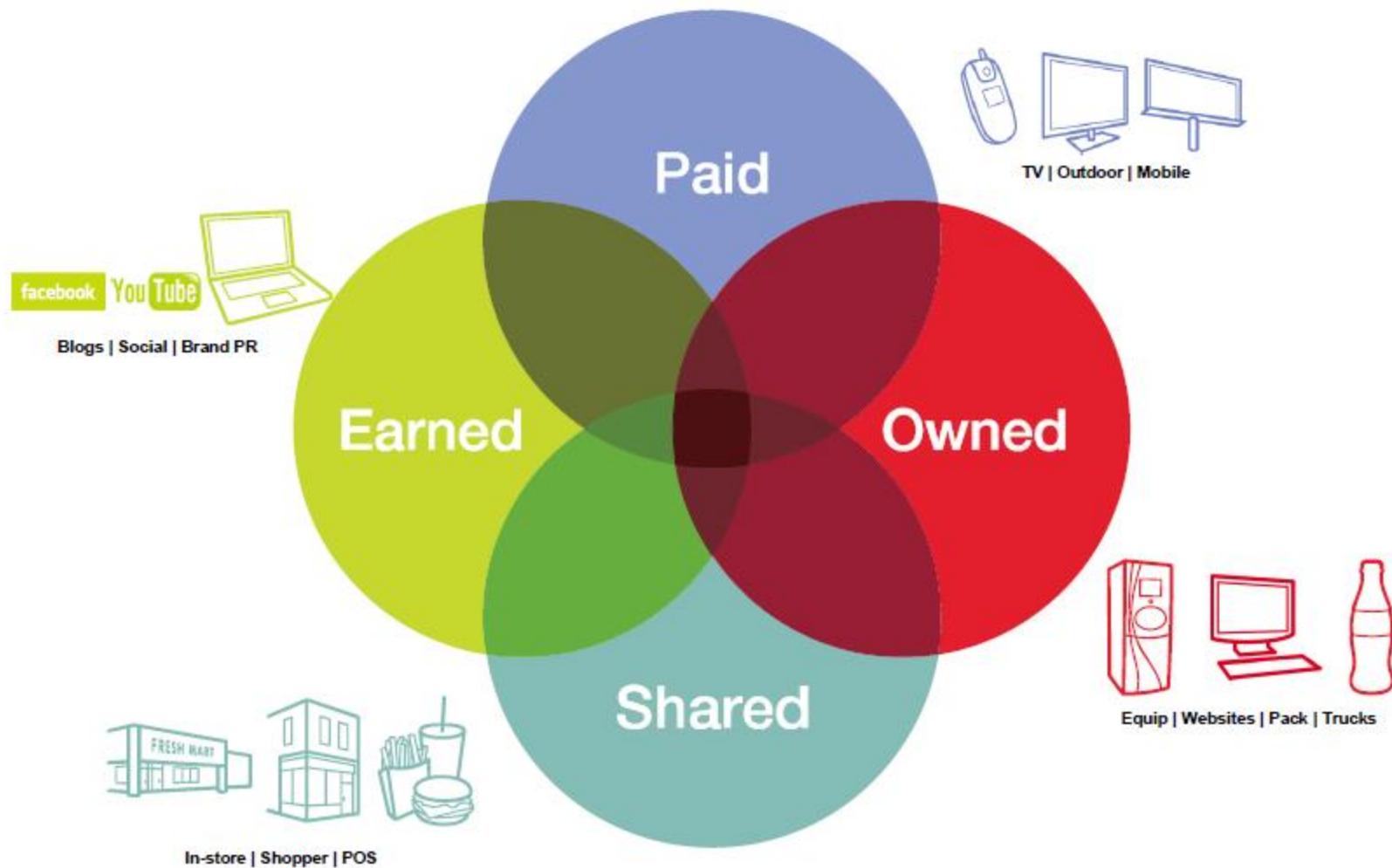
CREATION OF
REINFORCING BRAND EXPERIENCES
OVER TIME
THAT MAKE AN IMPACT ON PEOPLE



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CONSUMER ENGAGEMENT MODEL

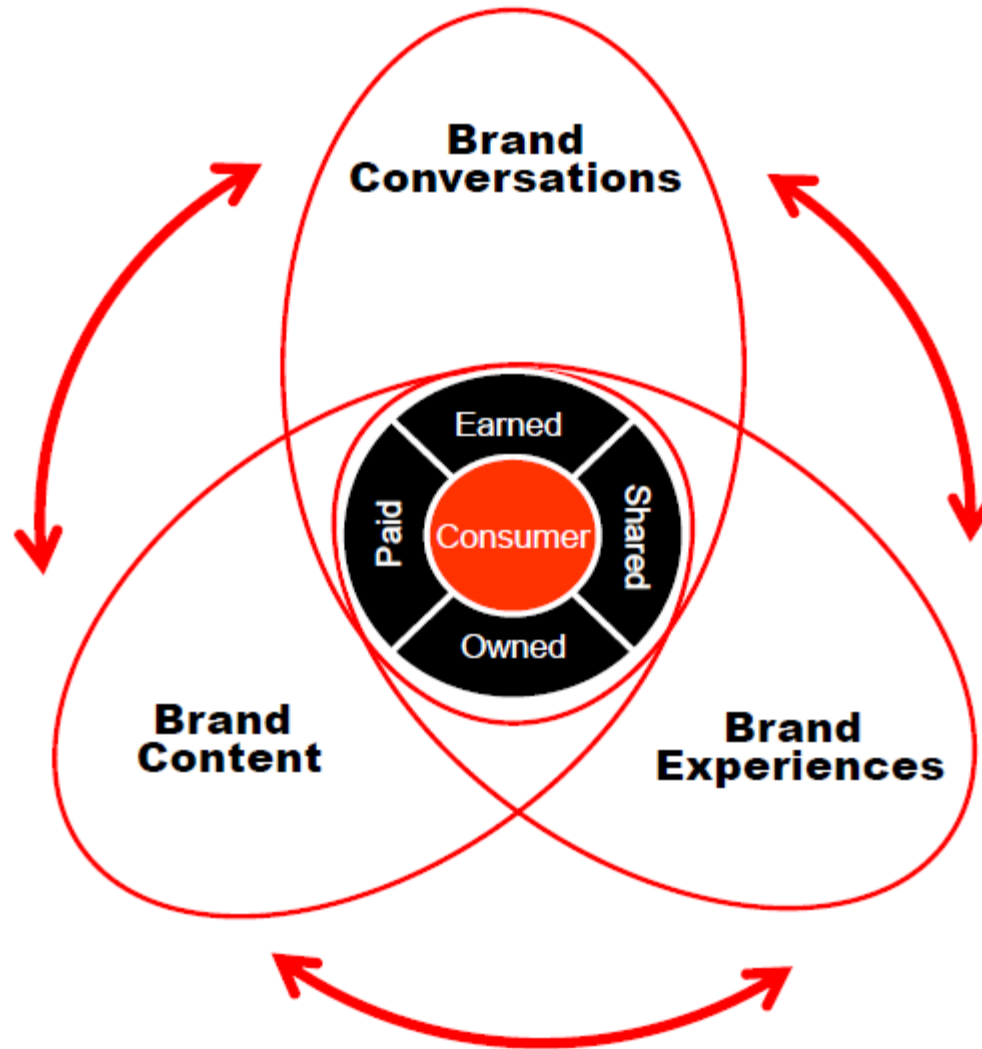




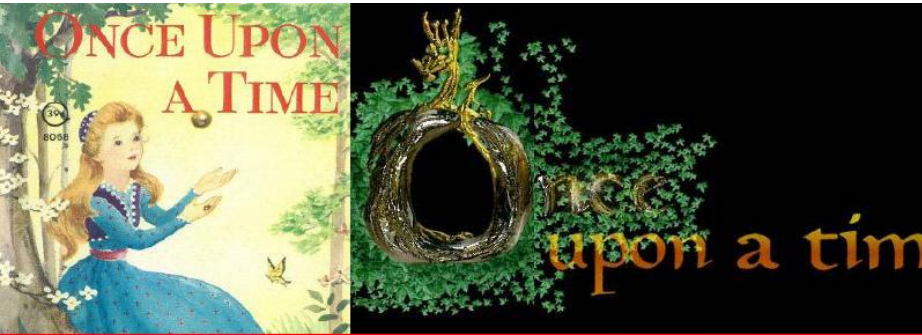
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DYNAMIC STORY TELLING



STORIES ARE AT HART OF COMMUNITIES AND CULTURES



Once Upon A Time





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CONNECTIONS ARE HUGE

A photograph of the Milky Way galaxy, showing a dense field of stars and the galactic core.

**400 BILLION
STARS IN MILKY WAY**



8 TRILLION SMS

SOCIAL IS A BEHAVIOR

SOCIAL HAS HAPPENED

SOCIAL IS OUR BUSINESS



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CONSUMERS ARE DRIVING CONVERSATION

Coca-Cola Views



146 MM

Impressions

Coca-Cola Created

26 MM

Expressions

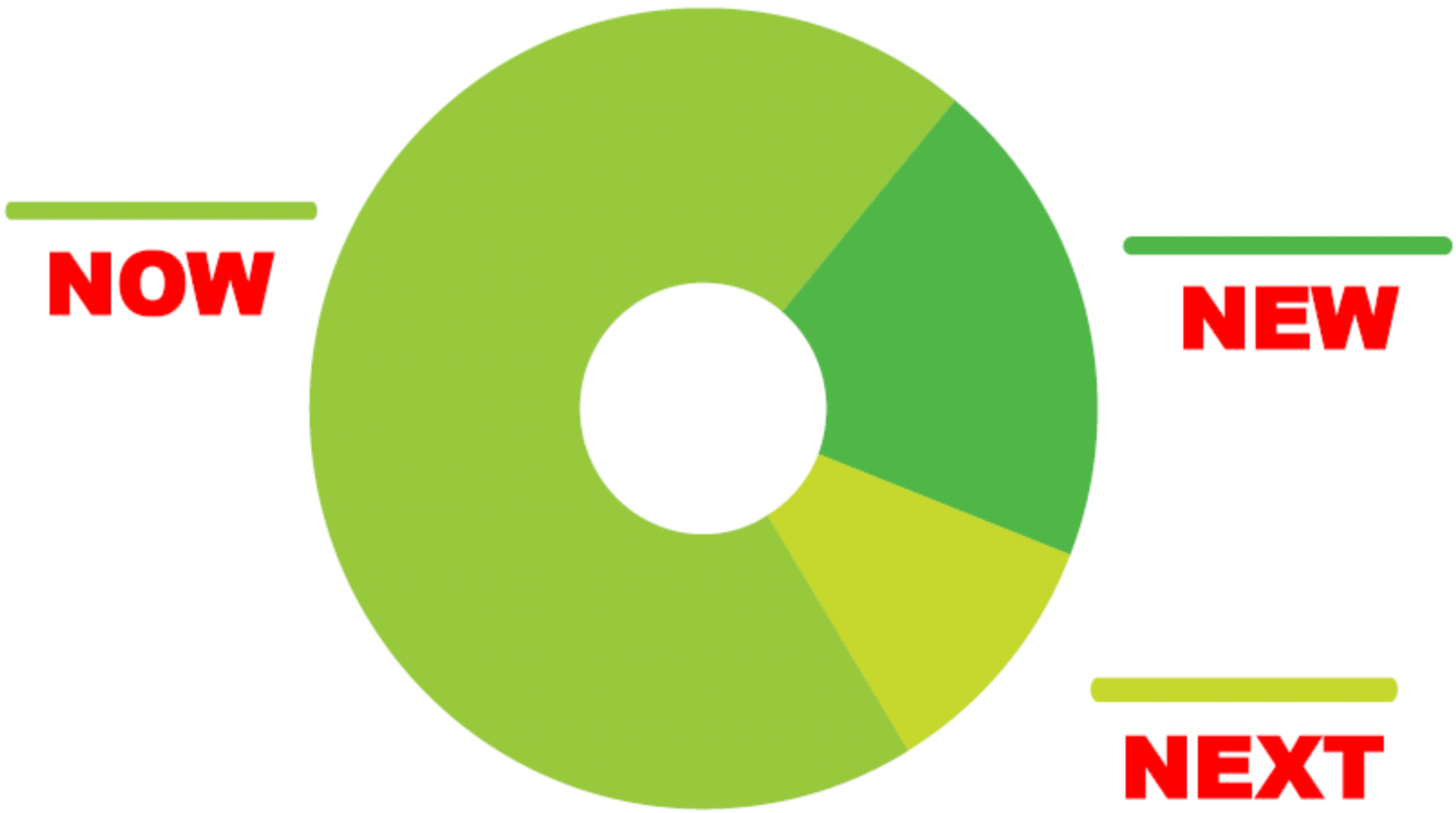
Consumer Created

120 MM



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EVOLVED PAID INVESTMENT MODEL





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EXPRESSION > IMPRESSION

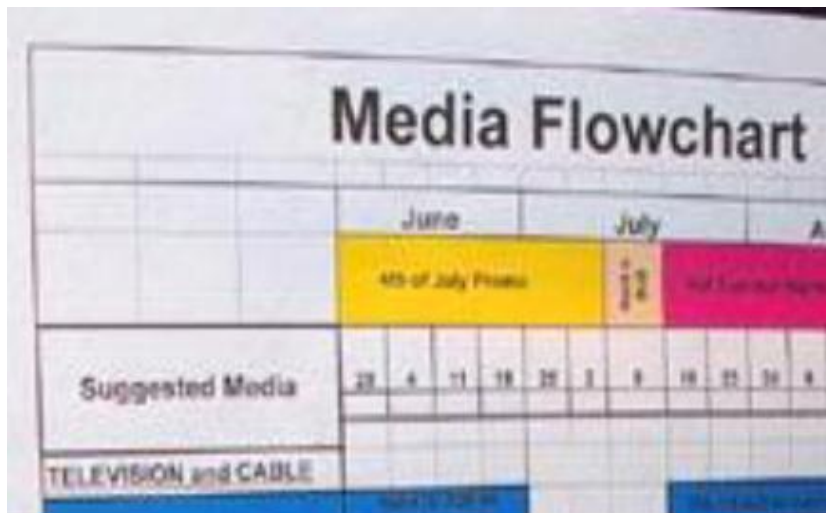
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Like



EXPRESSION > IMPRESSION



**PLACEMENT
OF MESSAGES**



**MOVEMENT
OF STORIES**





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EXPRESSION > IMPRESSION

€1 PAID = €1.5 POES

IMPLICATIONS / QUESTIONS

RESEARCH/METRICS

- From insights to provocations
- Pretesting protocols
- ROI

PARTNERS

- Content generation
- Collaboration
- Capabilities

INVESTMENTS

- Reallocation of budgets
- Productions process and costs

LEGAL

- TM protection
- IP protection
- Compliance