

IBM Marketing Innovation Day

Experience the future
of marketing





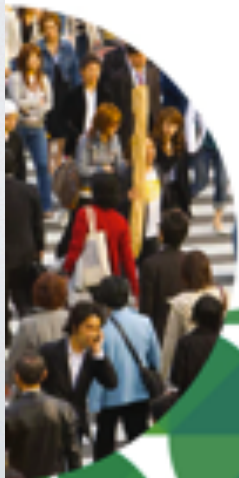
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Experience the future
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Industry Expert Sharing Session 1: Smarter Marketing - An Integrated Approach

Kitty Wong

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21^t

Century
Marketing



... ADAPTING TO TREMENDOUS AUDIENCE FRAGMENTATION

Eighties

1. NewspapersMagazines
e TVBroadcast TVRadio
TapesWalkmanVCRPer
ComputerPC Video Ga
Video Games



Today

1. NewspapersMagazinesBillboardsCable TVBroadcast TVRadioCD PlayerPersonal computerSatellite TVDVD playersSatellite RadioMP3 playersTivo/DVRSlingboxWebsitesEmailSearch Engine
2. BlogsOnline Video
3. Online MusicOnline TVOnline News
4. E-Commerce
5. Review sitesRSSWidgetsInstant Messenger
6. Social Networks
7. Micro-bloggingConsole Video GamesPC Video Games
8. Online gamesMobile GamesText MessagingMobile SearchMobile Video & TVMobile Apps
9. Mobile Social
10. iPad AppsDigital Outdoor



Sixties

1. Newspapers
2. Broadcast TV
3. Magazines
4. Broadcast radio
5. Eighties



A VIRTUAL SOCIETY

Interactivity

Collaboration

Self Expression

Immediacy

More Value



Facebook
500 Mio

MySpace
120 Mio

Twitter
74 Mio

If it were a country,
Facebook would be
the 3rd largest in the
world.

1. China
2. India
3. Facebook
4. USA



QQ - Tencent
47 Mio

Cyworld
19 Mio

Mixi
14 Mio

Friendster
15 Mio

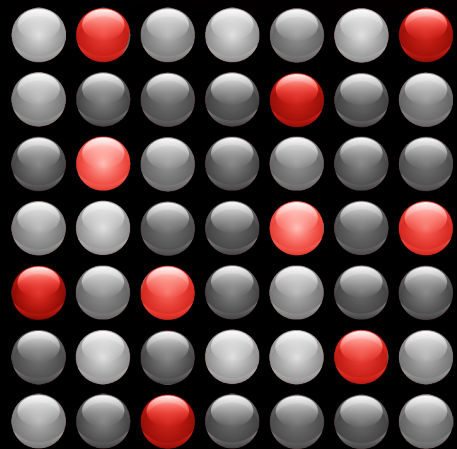


This isn't a passing trend or fad. This is nothing less than a new society, a new world of communication.

Brands don't only need to adopt new channels, but **new marketing behavior.**



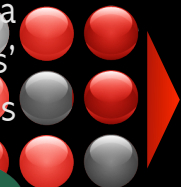
Above-The-Line ← ↔ → Below-The-Line



Awareness

The marketing funnel is a broken metaphor that overlooks the complexity digital and social media introduce in the buying process. As consumers' trust in traditional media diminishes, marketers need a new approach.

Consideration



Purchase



Loyalty



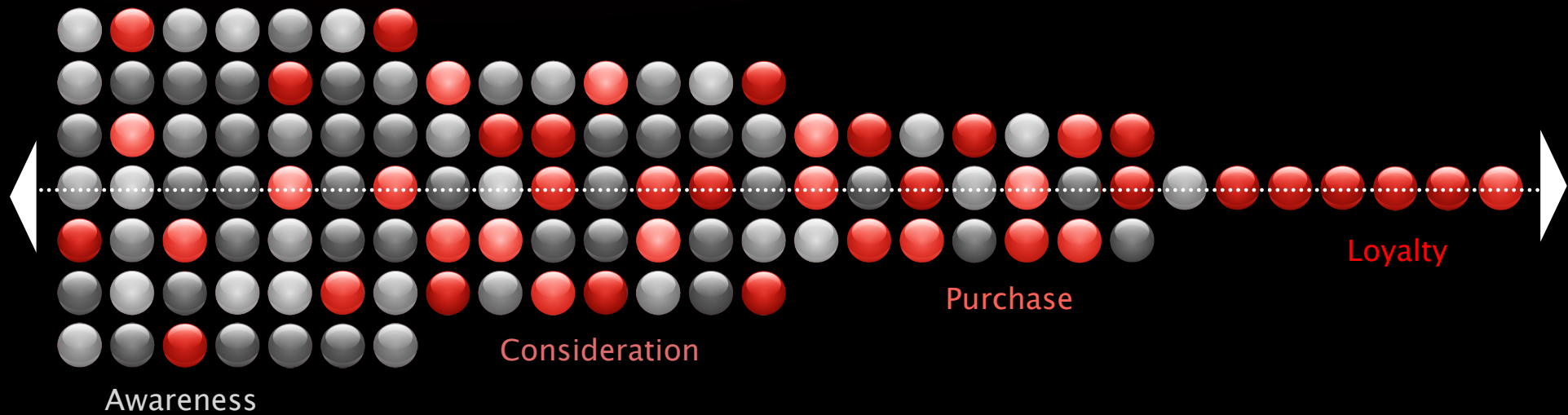
Digital as a channel



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Solving the Marketing
Funnel in a New
'Integrated' Way

5 New Marketing
Behaviors



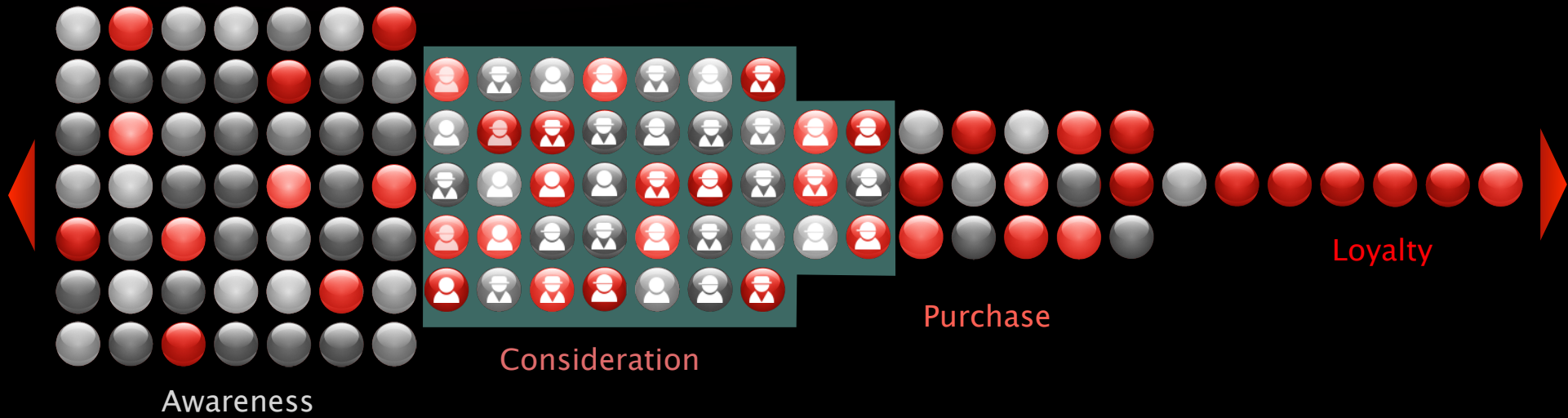
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Engage with Branded Value
seamlessly integrating
Product Info/Purchase Triggers



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Solving the Marketing Funnel in a New 'Integrated' Way

Engage with Branded Value



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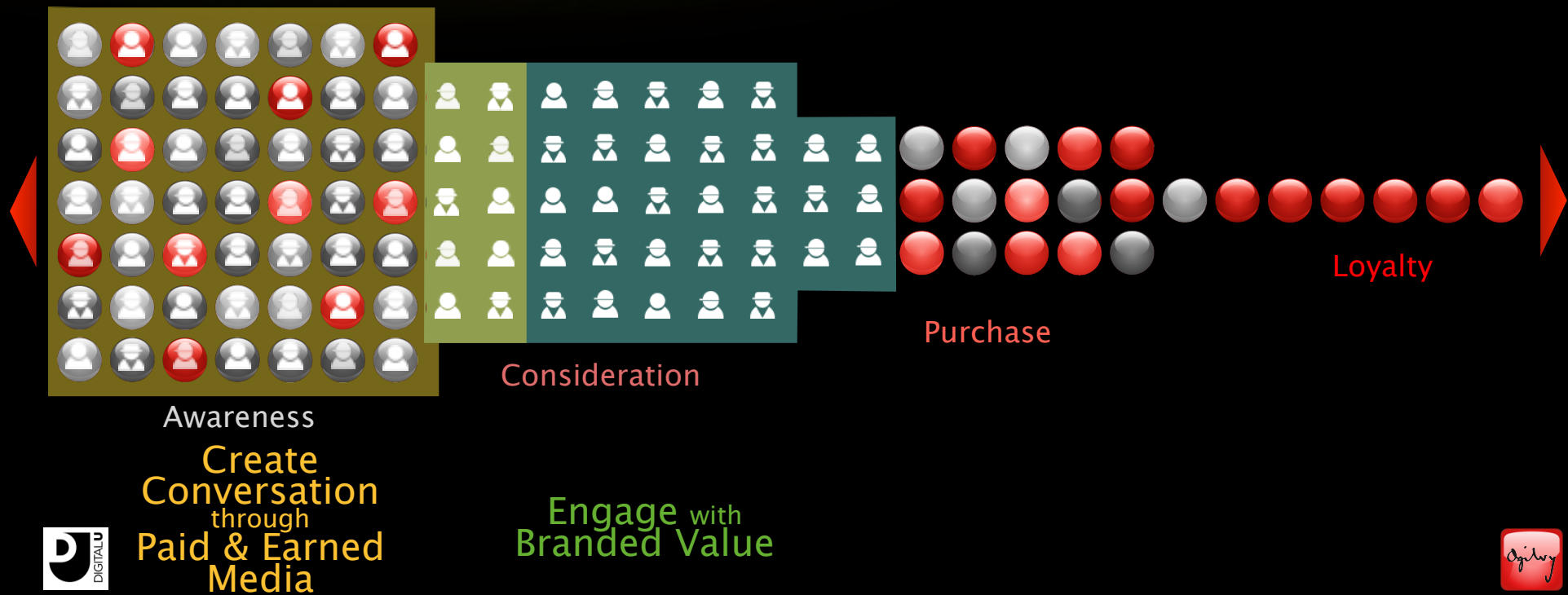
Solving the Marketing
Funnel in a New 'Integrated'
Way



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Solving the Marketing Funnel in a New 'Integrated' Way

WOMMA: "WOM is first about giving people a reason to talk about your brand and next about making it easier for that conversation to take place."



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Solving the Marketing Funnel in a New 'Integrated' Way

Engage with Branded Value
Create Conversation through Paid & Earned Media

Effectiveness



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5 New Marketing Behaviors



purchase

Build Relationships
Earlier
to
Bond & Convert More



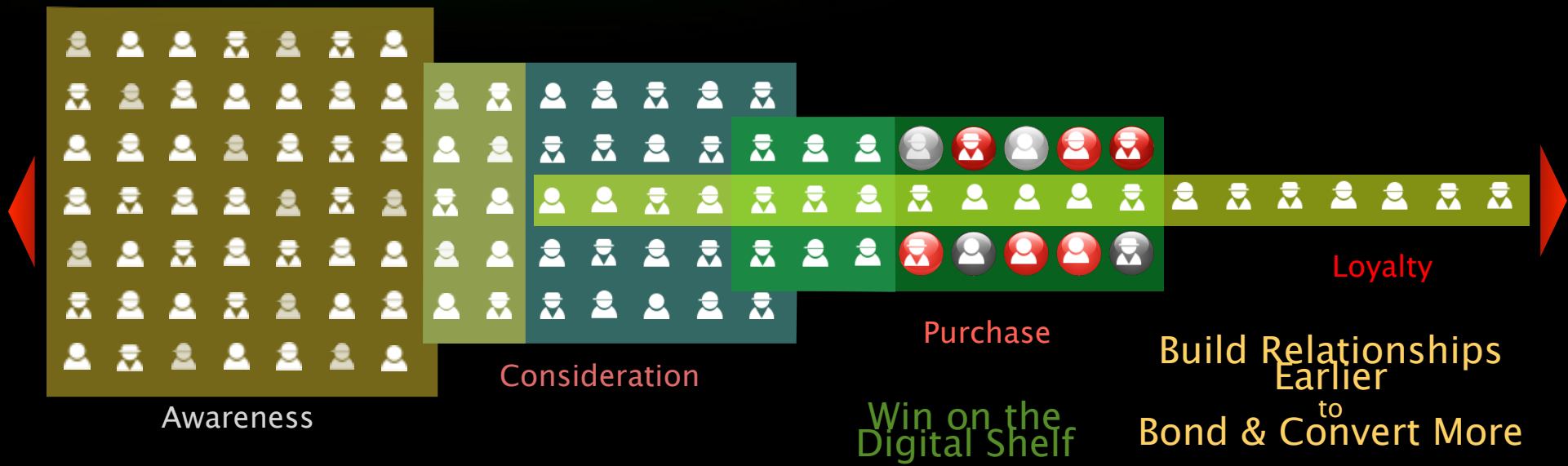
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Solving the Marketing Funnel in a New 'Integrated' Way

Engage with Branded Value
Create Conversation through Paid & Earned Media
Build Relationships Earlier
Win on the Digital Shelf



Interested in the Ford Flex? It's the perfect mom-car! Read parts 1 & 2 of my 3 part review! <http://snurl.com/i8ko8> #5m4m #forddrive

By: FM May 17th from twitter!

EricaMueller
Erica Mueller

Breakfast Children



1.

2.



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Solving the Marketing Funnel in a New 'Integrated' Way

Engage with Branded Value
Create Conversation through Paid & Earned Media
Build Relationships Earlier
Win on the Digital Shelf



18mio fans on Facebook
1mio followers on Twitter

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Solving the Marketing
Funnel in a New 'Integrated'
Way

my
STARBUCKS IDEA

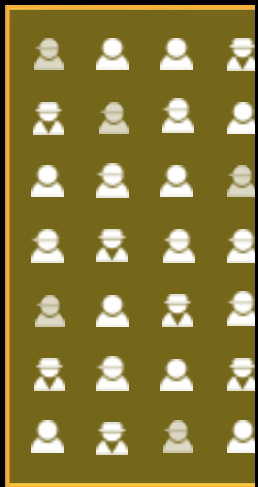
GOT AN IDEA? VIEW IDEAS

**SHARE.
VOTE.
DISCUSS.
SEE.**



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Solving the Marketing Funnel in a New 'Integrated' Way



Aware



Loyalty

Listen 'All-Ways' for Marketing Insight



IN A VIRTUAL SOCIETY BRANDS SHOULD

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Engage with Branded Value
Create Conversation through Paid & Earned Media
Build Relationships Earlier
Win on the Digital Shelf
Listen 'All-Ways' for Marketing Insight

