

DIGITAL MARKETING TODAY

Rob Hall, GM Open & Partners, April 2014



Agenda

- History of Digital Marketing
- The New Digital Eco-system
- Social Media/Digital Marketing
- Creating Great Ideas Online
- The Brief

1. Fifteen Years of Digital Marketing

How consumers have driven all aspects of digital marketing over the last 15 years

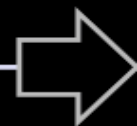
15 Years of Digital Marketing Pt.1

Customer Demands

1995

2001

Marketing Solutions



15 Years of Digital Marketing Pt.1

Customer Demands

1995

Online Shopping (!!)

- Birth of online shopping and looking for products online
- Actual demand was questionable, but first step in consumer movement to online

2001

Marketing Solutions

Online Retail

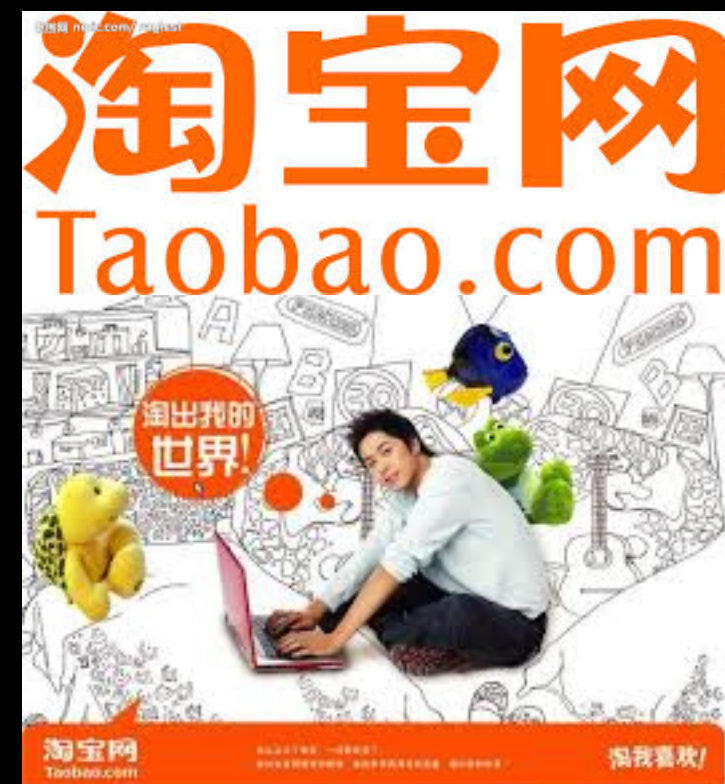
- Brands rushed to create 'clicks & mortar' solutions for their customers

Plus: Created movement towards understanding online possibilities for retail

Minus: Most companies realized they didn't really need to sell online at this stage



Birth of E-commerce



15 Years of Digital Marketing Pt.1

Customer Demands	<u>Online Shopping (!!)</u> • Birth of online shopping and looking for products online • Actual demand was questionable, but first step in consumer movement to online 19952001	<u>Online Surfing</u> • People started to explore the web for power of information • Driven by online browsers and portals people were able to empower retail through information 2003
Marketing Solutions	<u>Online Retail</u> • Brands rushed to create 'clicks & mortar' solutions for their customers <u>Plus:</u> Created movement towards understanding online possibilities for retail <u>Minus:</u> Most companies realized they didn't really need to sell online at this stage	<u>Web Site Marketing</u> • Brands created central web sites with consumer information on company and products <u>Plus:</u> A central place online to inform not just sell <u>Minus:</u> Everything on there, much like an online brochure



Online Surfing



15 Years of Digital Marketing Pt.1

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Targeted Search



15 Years of Digital Marketing Pt.1

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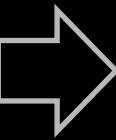


Online CRM



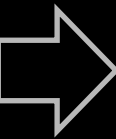
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15 Years of Digital Marketing Pt.2

Customer Demands	<u>Social Media is Born</u> - Growth in social media of all forms happens - People start to connect with each other via Myspace, twitter, You Tube, Hi-5, Facebook as they understand the power of personal connection 20052006	<u>Smart Mobile Access</u> - Smart phone usage starts to grow rapidly and people access web more and more via mobile devices - Leads to far more daily usage of internet, especially by younger target markets 2008	<u>Facebook/Google Explosion</u> - The massive growth in both platforms starts to dominate globally - Leads to development of far more niche SM platforms but these two giants still dominate 2010	<u>Online Entertainment</u> People use online for much more of their entertainment needs – the 2nd, 3rd, 4th screens becoming a place to access music/film/video as and when they want. Demand and quality expectations are high 2013
Marketing Solutions	<u>Social Media Marketing</u> Brands start to develop strategies for reaching people via social media <u>Plus:</u> Brands start to understand listening & engagement <u>Minus:</u> Brands don't yet have dynamic content strategies to really engage yet with people	<u>Mobile Marketing</u> Brands start to create specific platform, content apps and ads for mobile <u>Plus:</u> Understand the power of mobile for customer online experience, especially apps <u>Minus:</u> Infrastructure limitations on mobile webs means an over-focus on branded apps	<u>Facebook Marketing</u> Brands develop comprehensive Facebook content and management strategies (integrate Google) <u>Plus:</u> Much more sophisticated social media marketing <u>Minus:</u> SM marketing is the key area but maybe too much focus on engagement metrics	<u>Content Marketing</u> Brands start to develop online content strategies that can live across all platforms and drive significant brand growth <u>Plus:</u> Brand content drives more than engagement but brand and sales affinity <u>Minus:</u> Let's see...!!



15 Years of Digital Marketing Pt.2

Customer Demands

2005

Marketing Solutions



15 Years of Digital Marketing Pt.2

Customer Demands

Social Media is Born

- Growth in social media of all forms happens
- People start to connect with each other via Myspace, twitter, YouTube, Hi-5, Facebook as they understand the power of personal connection

2005

2006

Marketing Solutions

Social Media Marketing

- Brands start to develop strategies for reaching people via social media

Plus: Brands start to understand listening & engagement

Minus: Brands don't yet have dynamic content strategies to really engage yet with people



Social Media



15 Years of Digital Marketing Pt.2

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Smart Mobile



15 Years of Digital Marketing Pt.2

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Facebook & Google Marketing



15 Years of Digital Marketing Pt.2

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Marketing Solutions		<u>Social Media Marketing</u>		<u>Mobile Marketing</u>		<u>Facebook Marketing</u>		<u>Content Marketing</u>	
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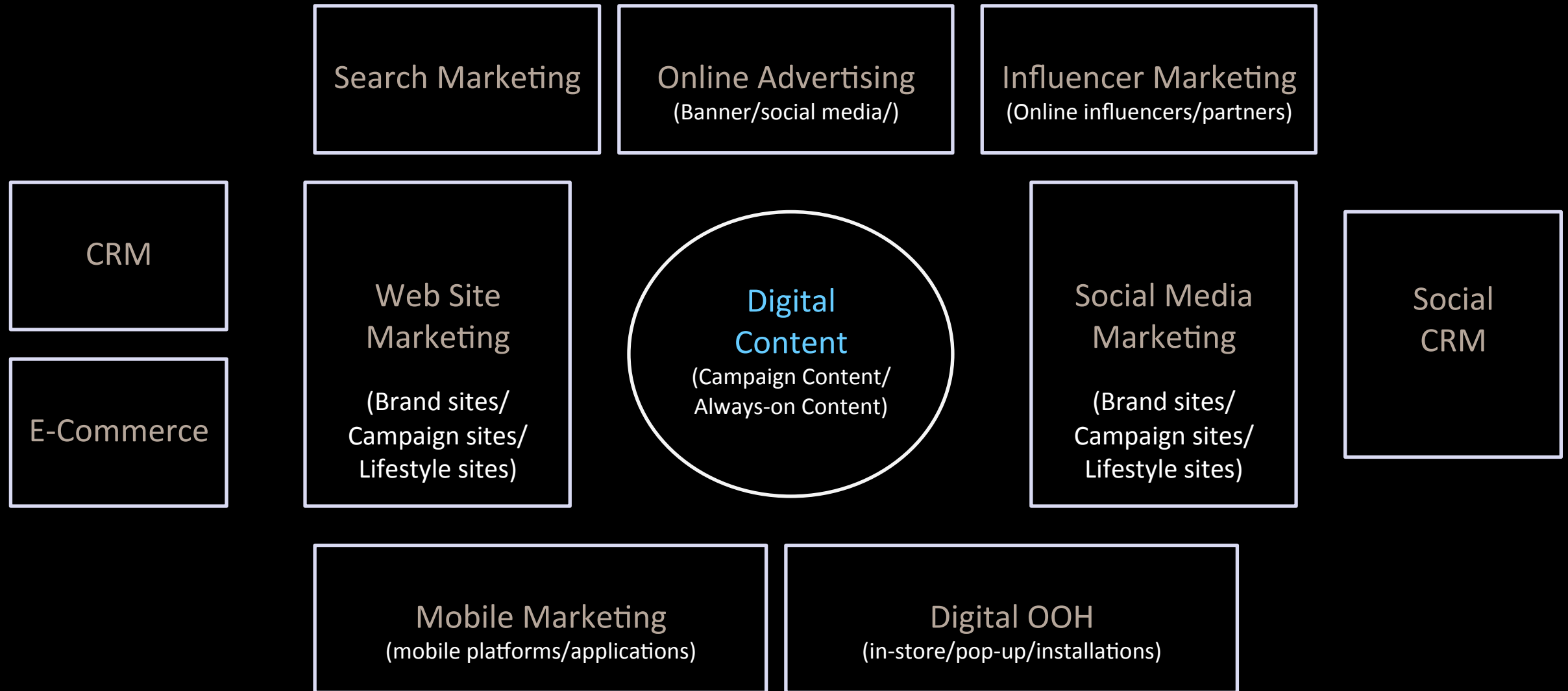
Content Marketing



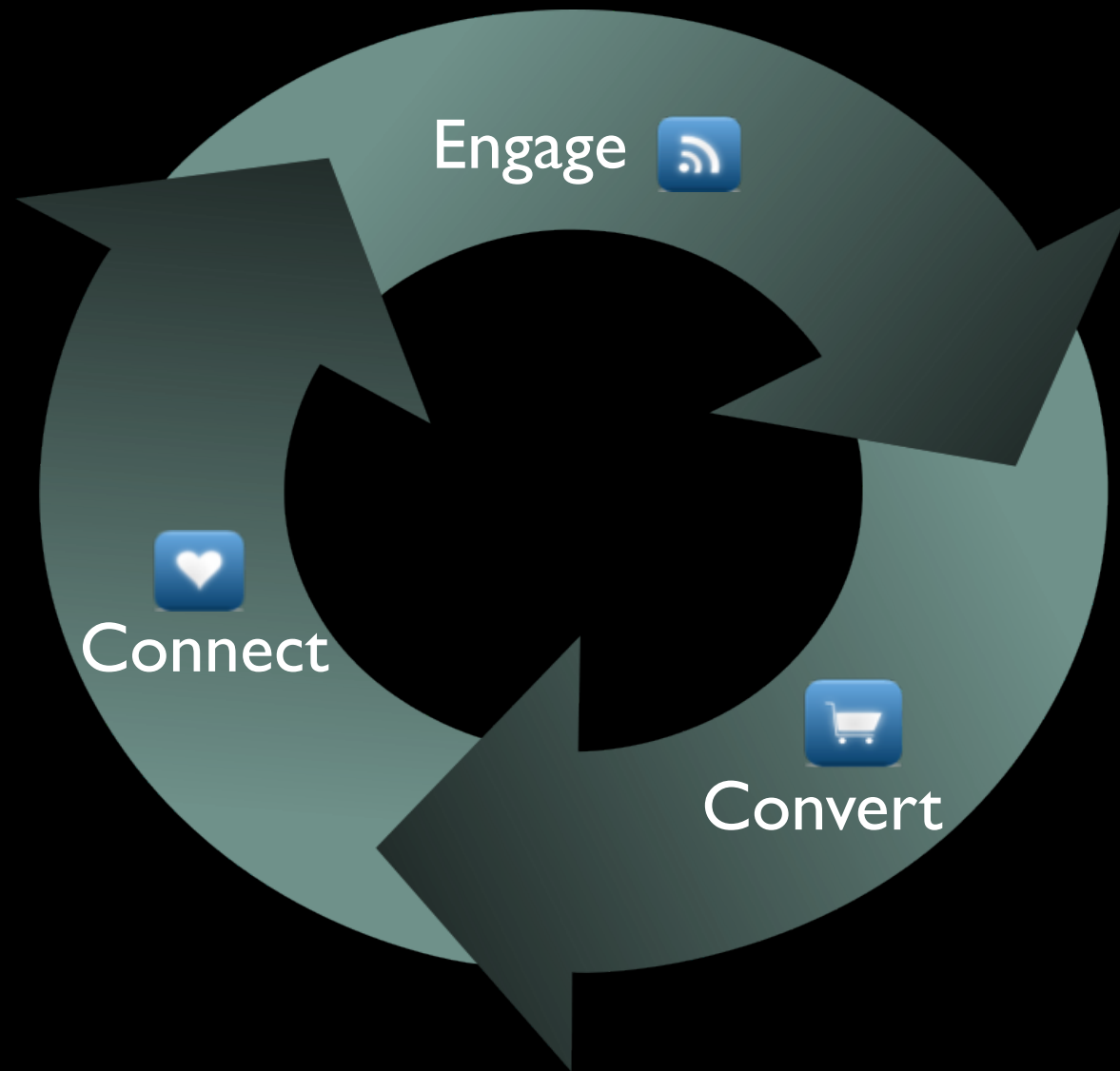
2. The 2014 Digital Marketing Eco-System

Digital marketing today is a inter-play between
digital platforms, content and media

2014 Digital Marketing Eco-System



Consumer Journey – Digital Marketing



Engage:

- Online Advertising
- Campaign Web Sites
- Social Media Campaigns
- Online Influencer Content
- Online Video/Gaming



Convert:

- Online Retail Ad Campaigns (trial/sample)
- Online Promotion Campaigns (promotion)
- Online Sales Platforms (web site/e-com)
- Social CRM/Data Campaigns (collect data)



Connect:

- Social Media Content & Campaigns
- Online Communities
- CRM Programs
- Customer/Service Platforms



3. Social Media Marketing

Some things worth noting about social media marketing

Why Social Media Marketing?



“It’s because of this fundamental shift towards user-generated information that **people will listen more to other people** than to traditional sources.”

- Eric Schmidt, ex-CEO Google

Why Social Media Marketing?

1. Where people are: It's where people are spending their time
2. How people use it: People use it differently, so we need to market differently
3. How we market: Less hard sell, more of what they want
4. What we produce: We need to earn their attention and participation

Heineken Digital Eco-system

Heineken Website

Discover the brand information and explore its heritage along with current consumer campaigns



Heineken Facebook Fan Page

Center to online marketing activities, consumers engagement, and a place to come "Open Your World"

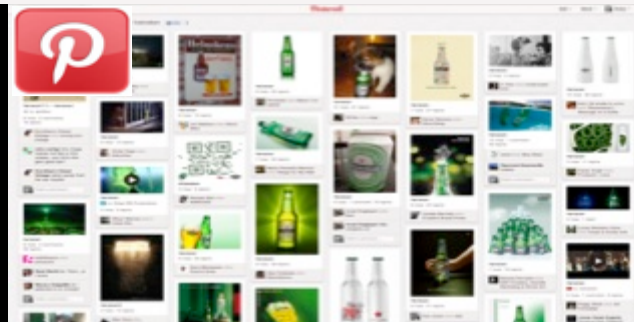


Heineken YouTube Channel

A place to showcase Fun and engagement VDO , including cool TVC around the world



A place to get consumers' interests in the brand, community to the fans and good source for content sharing



Heineken Instagram

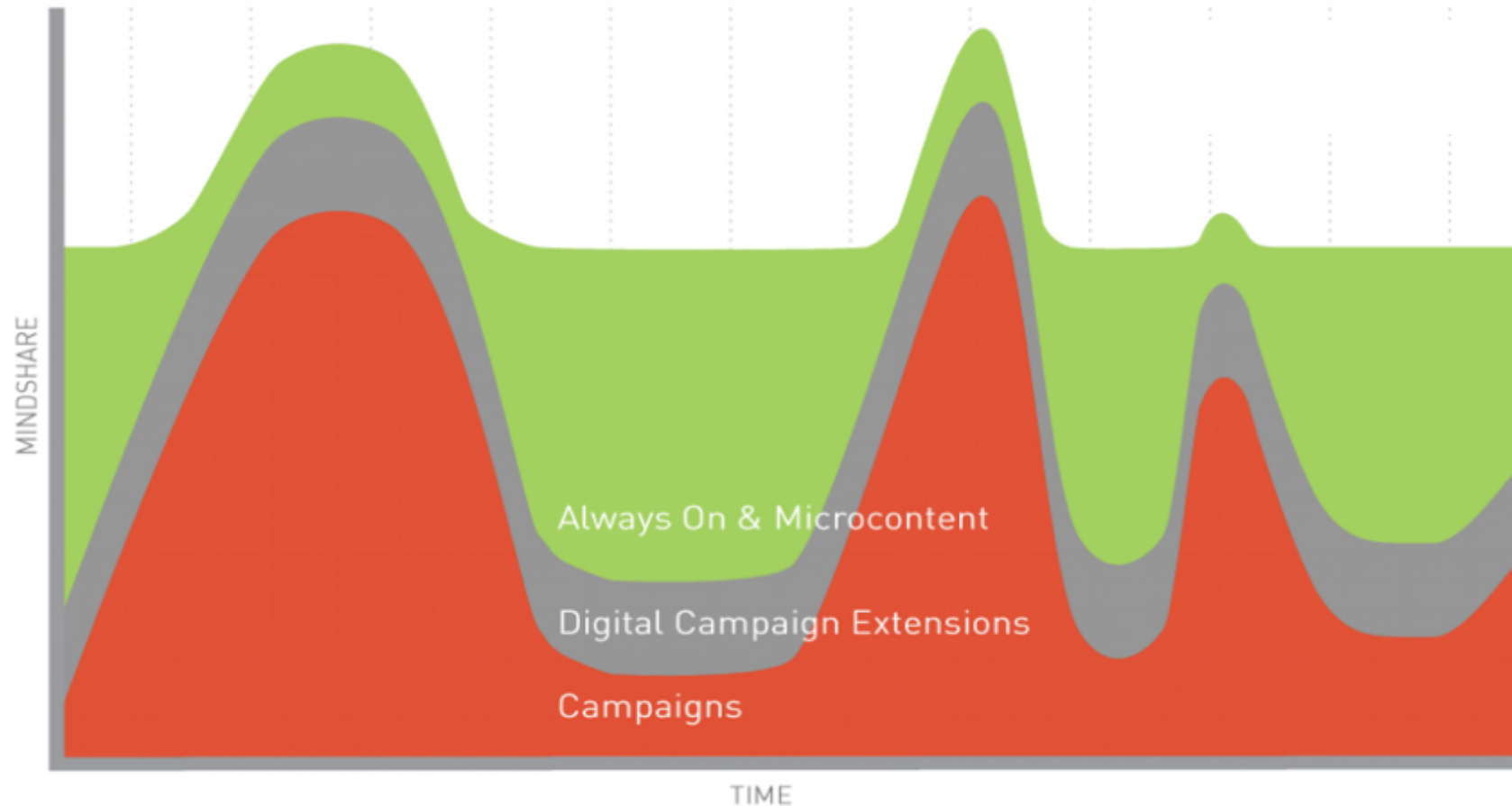
A community showcasing cool and fun images Heineken's style. A place to help strengthen the brand characteristic.

Heineken Twitter

Tool to promote Heineken lifestyle, event and updated campaigns and promotions



Campaign Content + Always-on Content



Always on social programming, based on a longer-term brand strategy and implemented with rich micro-content, smoothes the relationship peaks & valleys of traditional campaign thinking.

What makes a great 'social media' idea?

The same thing that makes a great digital idea 😊

4. Developing Great Online Marketing Campaigns

Great online marketing lives across many media and channels – it's *the content* that matters most

Creating Great Campaigns – Key Elements

1

Digital Purpose: Determine what is the main purpose of the Heineken online – what are the main content ideas driving the brand. Every content idea should reflect this purpose. Your purpose is unique to both your brand and your online objectives.

2

Digital Campaign Ideas: What is the main campaign idea to achieve your objectives? We need campaigns ideas that reflect the purpose but also digital ideas with the core five elements

3

Digital Management: The success will ultimately be how close you get to managing all your content in a timely, relevant and engaging way. And unless you are constantly measuring and optimizing – you are wasting your time

4

Digital Drivers: You must understand the crucial role of paid and unpaid media in driving the success of your campaign, as well as how well integrated your other digital platforms and other media are to your overall objectives

Developing Great Campaign Ideas – Key Elements

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What is a good 'Heineken' idea?

Developing Great Campaign Ideas – Key Elements

1

Digital Purpose:

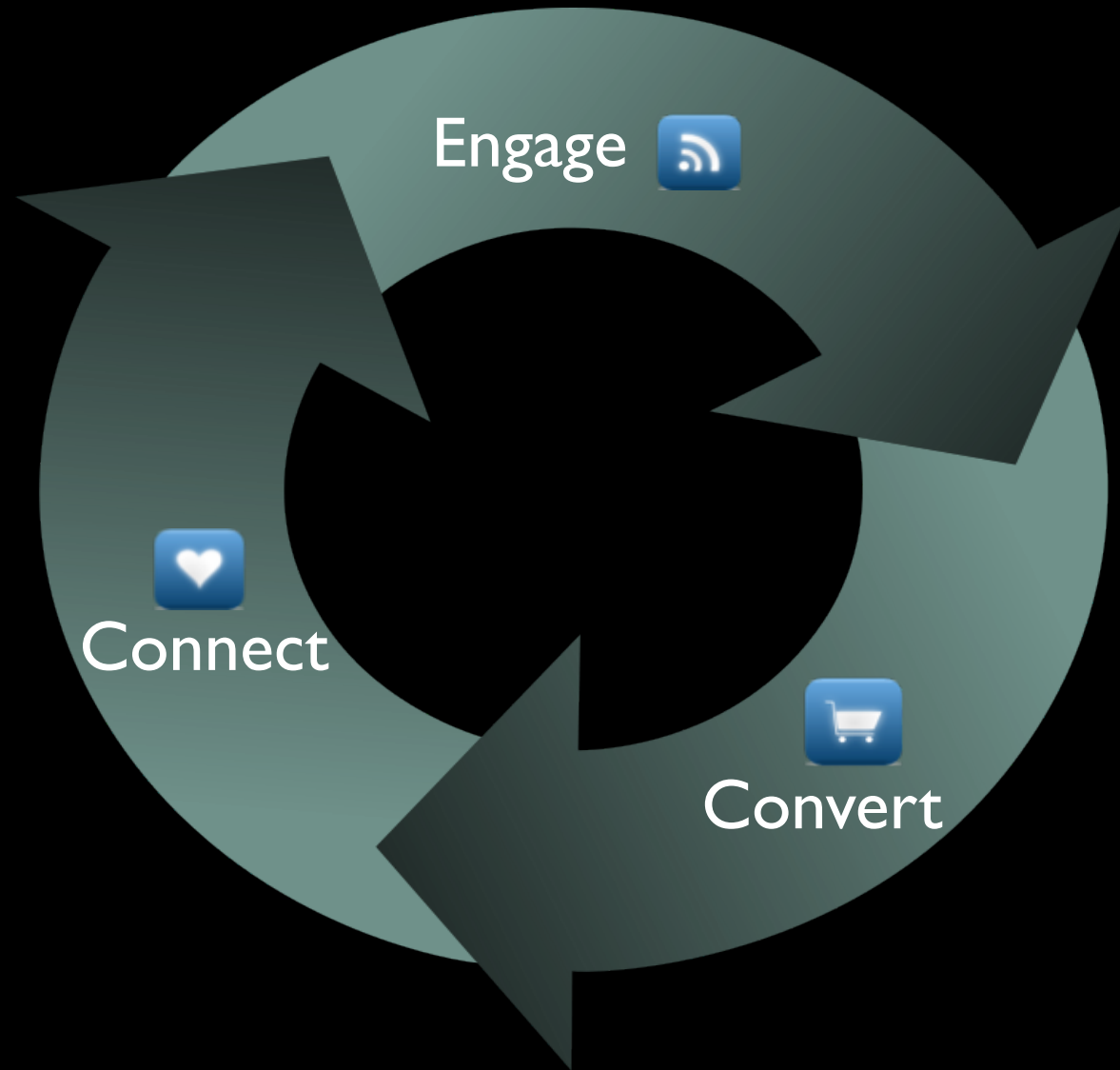
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Focus on Engagement Channels



Engage:

- Online Advertising
- Campaign Web Sites
- Social Media Campaigns
- Online Influencer Content
- Online Video/Gaming



Convert:

- Online Retail Ad Campaigns (trial/sample)
- Online Promotion Campaigns (promotion)
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Connect:

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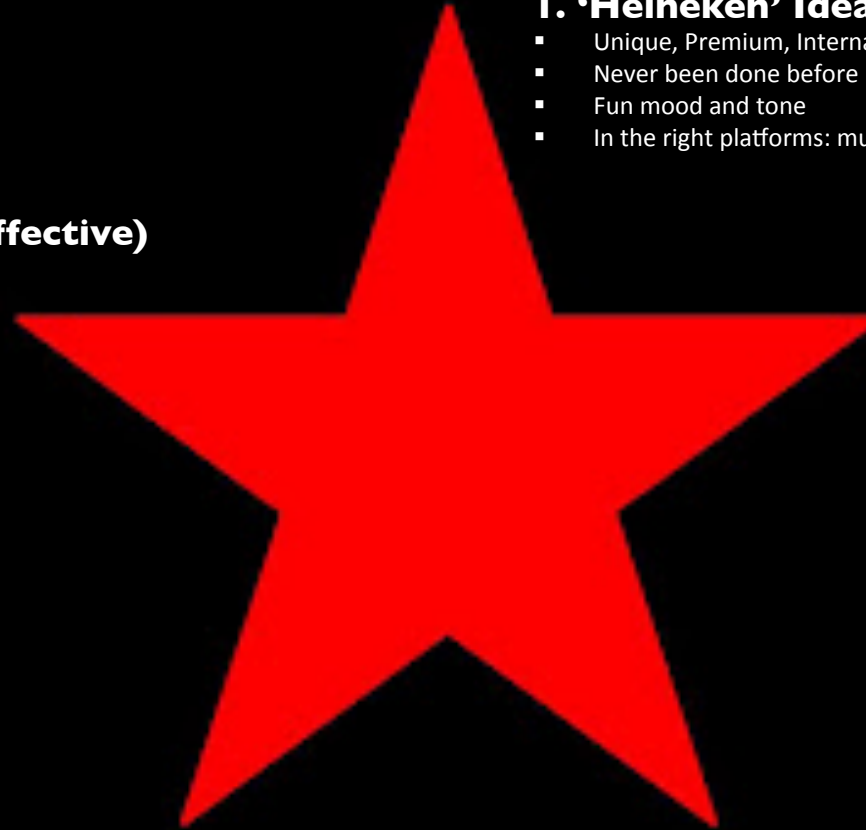
All good marketing campaigns
have 3 core elements...

Key Elements of an Idea in a Marketing Campaign

1. Insight: What is it about our local target consumer behavior that we can use to connect people with our brand
2. The Idea: What is the core idea that answers this challenge best?
3. Execution: What are the ways we can articulate this idea

When you have your ideas keep the
following points in mind...

Creating Campaign Ideas – Keep in Mind



1. 'Heineken' Idea : (true to the brand)

- Unique, Premium, International
- Never been done before
- Fun mood and tone
- In the right platforms: music/football/entertainment

2. 'Social' Idea: (Can live in social media)

- Simple/Engaging/Rewarding/Sharable
- Facebook is a key component
- Can play in other social media
- An idea that connects people

3. 'Anywhere' Idea : (Not just online)

- Online and Offline components
- Connects people to real experiences
- Not just Facebook but everywhere
- Mobile, In-Store, Events, etc.

4. 'Buzz' Idea: (Can create talk)

- Create talk-ability/news beyond the idea
- Do people want to share with others?
- Can it make the brand famous?

5. 'High Performance' Idea: (must be effective)

- Drives key metrics online/offline
- Promotes interaction with the product
- Drives sales in activation/channel
- Improves market share

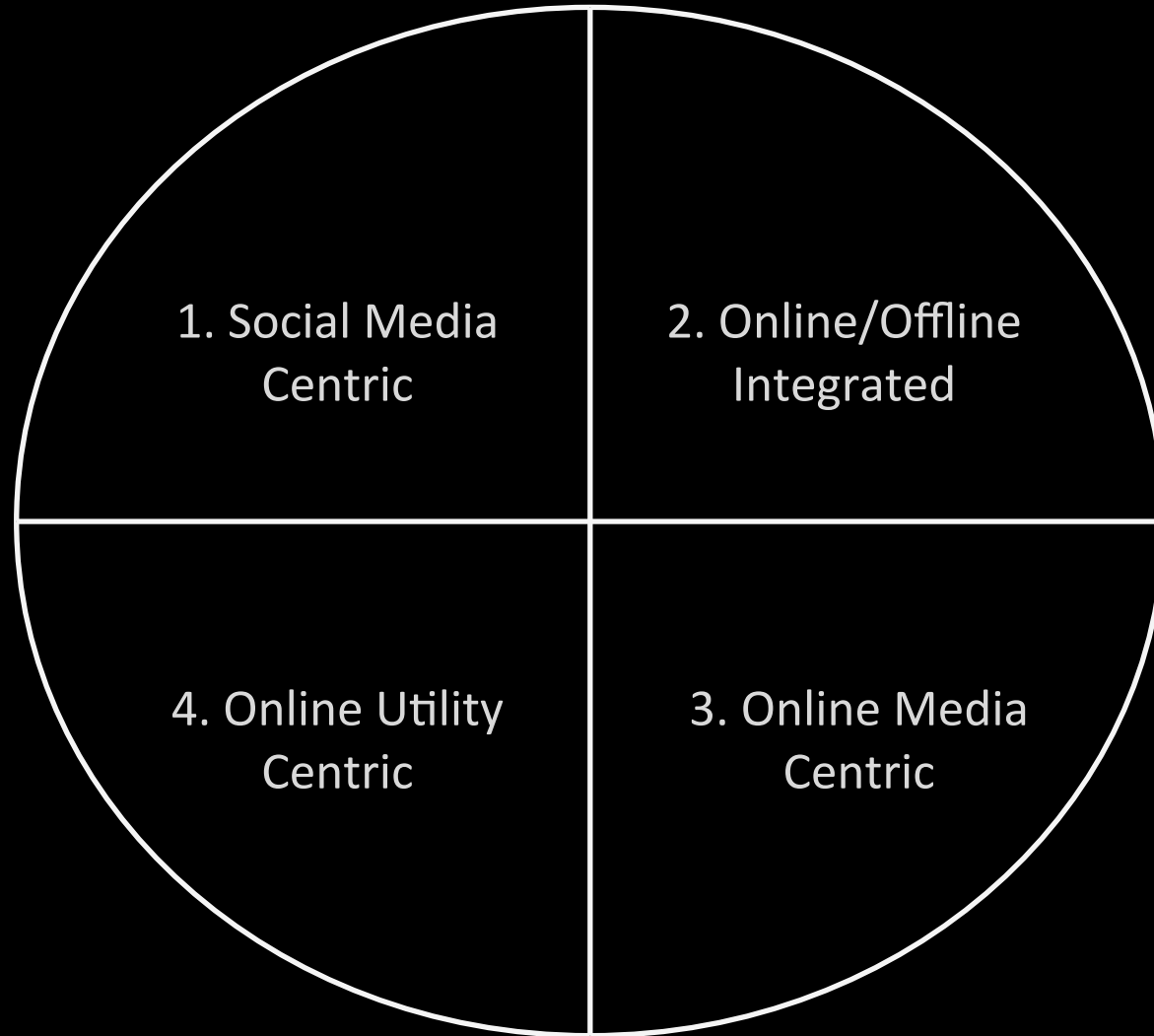
Heineken Idea - Sample

Heineken Campaign

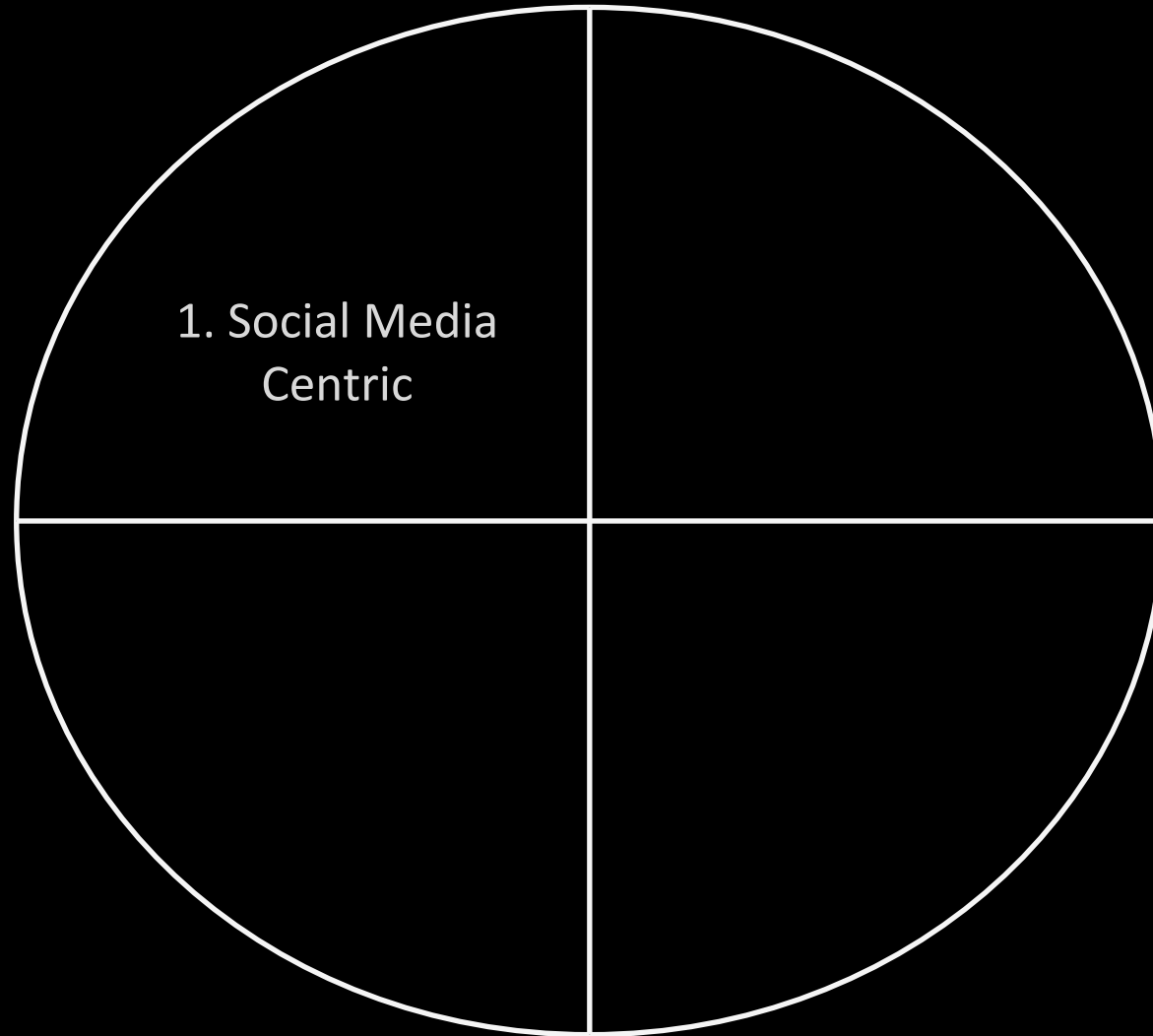
1. Insight: Everyone *says* they are open minded, but are they really?
2. The Idea: Challenge people to go change their plans in an instant and discover the world
3. Execution: Heineken Departure Roulette at the Airport

Let's explore some other ideas.
There are many different *ways to execute*
digital campaign ideas...

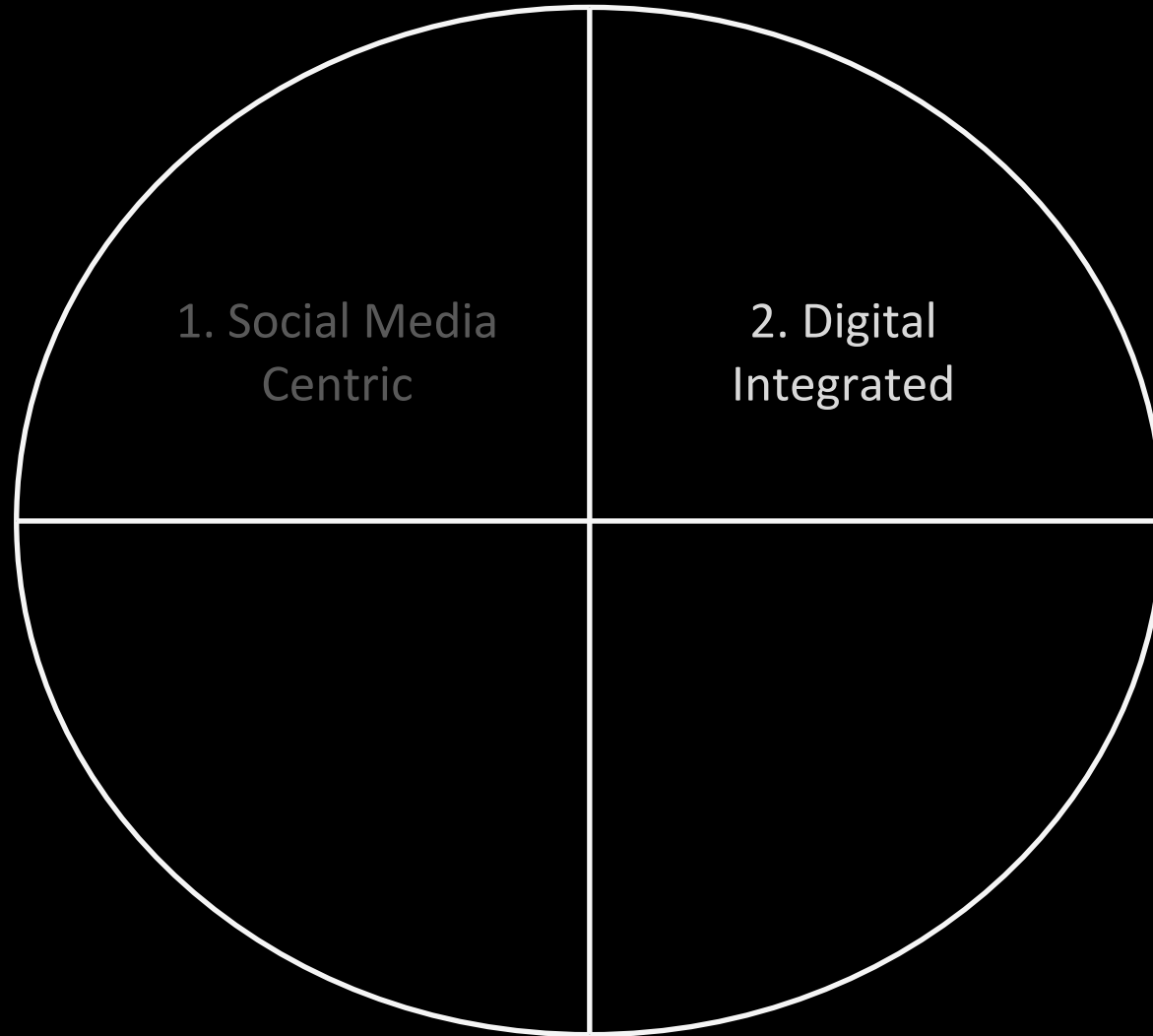
Many types of Online Campaign Ideas



Many types of Online Campaign Ideas



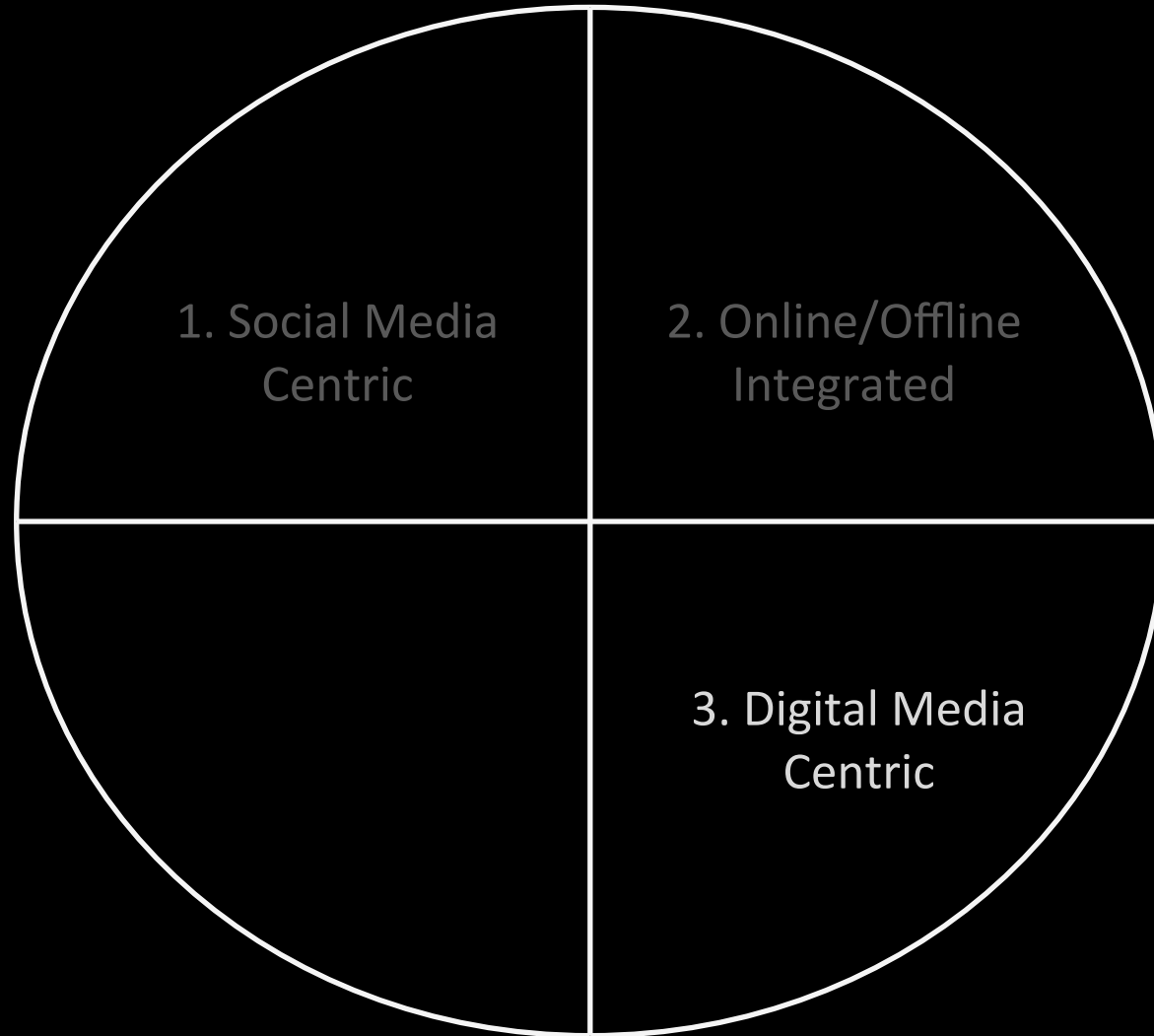
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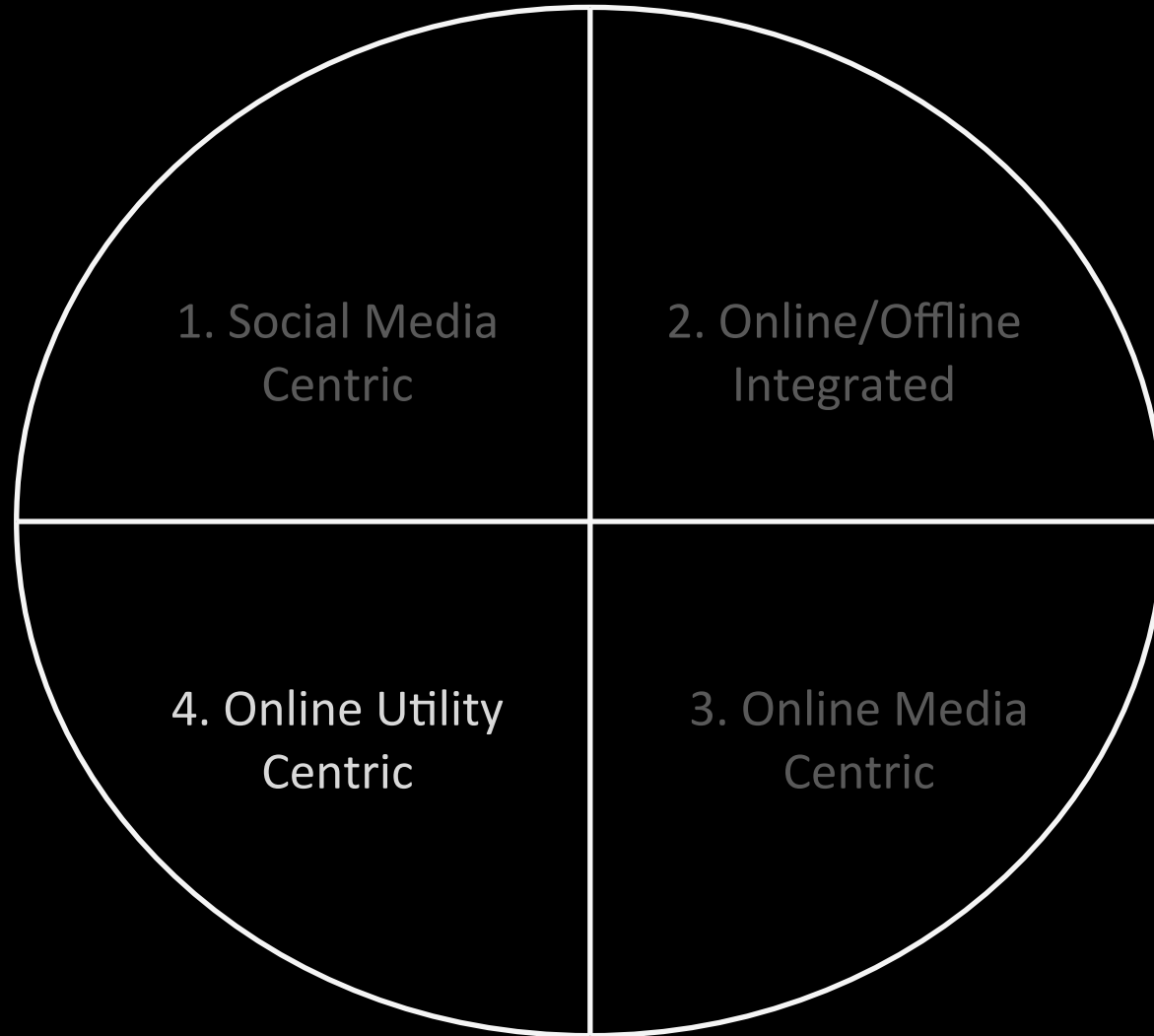
TEST: What are the KEY Elements of *this* Idea

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2. The Idea: What is the core idea that answers this challenge best?
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Many types of Online Campaign Ideas



Many types of Online Campaign Ideas



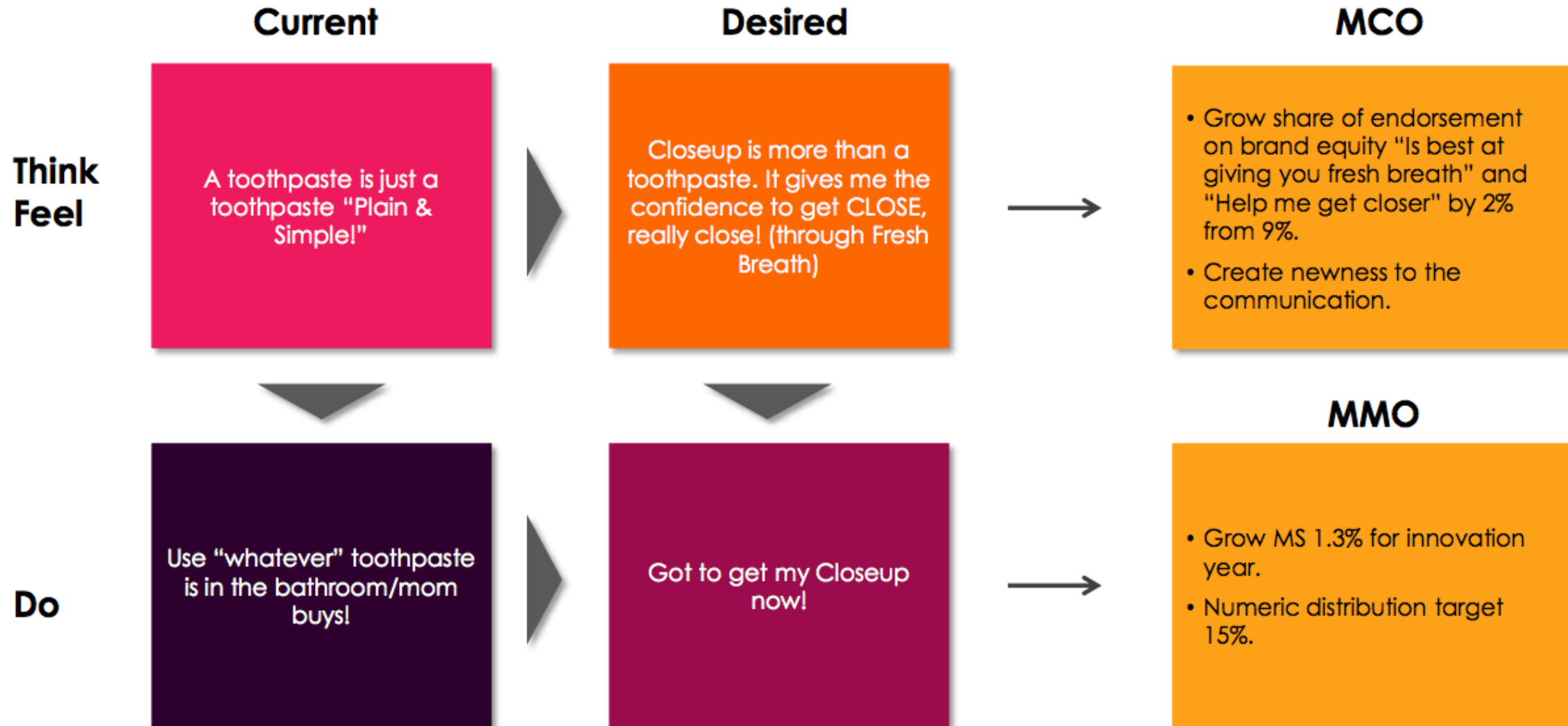
4. The Brief – Close Up

Digital marketing today is a inter-play between digital platforms, content and media

PROPOSE INTEGRATED COMMUNICATION PLAN THAT HELP BRING CLOSEUP NEW BRAND PRODUCT AND POSITIONING ALIVE!!

- *Communication strategy*
- *Key campaign idea (key message)*
- *Execution ideas*

CAPTURE YOUNG ADULT, 18-24 TARGET TO BUY CLOSEUP THROUGH NEW CLOSEUP EMOTIONAL ENGAGEMENT BRAND



Developing Great Campaign Ideas – Key Elements

1

Digital Purpose:

Determine what is the main purpose of Close Up online – what are the main content ideas driving the brand. Every content idea should reflect this purpose. Your purpose is unique to both your brand and your online objectives.

2

Digital Campaign Ideas:

What is the main campaign idea to achieve your objectives? We need campaigns ideas that reflect the purpose but also digital ideas with the core five elements

Digital Purpose?

1. Brand Purpose: What is the main brand purpose of Close Up?
2. Insight: What are the local Thai insights we should use for this brand?
3. What can online specifically help achieve: What aspects of this purpose, with Thai insight, can we focus on for our online communications?
4. Digital Purpose: What is the digital Purpose for Close Up Thailand?

Campaign Idea/Execution?

1. Objective: What is the main objective you want to achieve with your campaign? Awareness? Product Trial? Participation in activity?
2. Insight: What is the key consumer 'insight' we want to use to developing our idea? Overcome lack of confidence? Instant attraction?
3. Core Idea: What is the main BIG THOUGHT you want for your campaign e.g. *Teeth so white in blinds guys with love (have to wear sunglasses)*
4. Execution Ideas: What are some digital execution ideas that come from this big idea?

Thank you!
