Brand impact
Harnessing the web to build your brand

Danny Meadows-Klue
CEO, Digital Strategy Consulting
Fellow IDM, Co-founder Internet Advertising Bureau, pioneering online publisher

Trainer | Commentator | Strategist | Coach

Danny@DigitalStrategyConsulting.com
+44 (0) 20 7244 9661
Rethinking online advertising

Brand impact

…Harnessing the web to build your brand

A training and development workshop for new online marketers
Danny Meadows-Klue
Rethinking online advertising

**Brand impact**

...Harnessing the web to build your brand

A training and development workshop for new online marketers
Danny Meadows-Klue

---

**Brand metrics: 4 key dials**

A quick recap of the 4 families of metrics

- Awareness
- Image
- Ad recall
- Purchase intent

All these can be measured for website or web ads
**Scale**
The scale of digital marketing in your business

- Review the scale of digital marketing in your business today
- Look at where it is heading
- Build your resources and capabilities
- Build your team
- Build your support at board level; you’ll need sponsors, champions and change

**Spend**
Tracking channel shift into online

- Consider your real marketing mix today
- Websites are the starting point in most customer journeys
- Web communications supports complex decision making
- Web communications is typically radically under-invested in

**Scale**
Get your focus in the right place

- Look at where it is heading
- Build your resources and capabilities
- Build your team
- Build your support at board level; you’ll need sponsors, champions and change
Landmark moments

£2015.8m market in 2006

2006 vs. 2005

41.2% increase
An increase of £649m on comparable full year results

Online advertising nearly £600m in Q4

Source: PricewaterhouseCoopers / Internet Advertising Bureau / WARC
**Market share over 11%**

**Full year 2006**

- Internet: 11.4%
- TV: 22.2%
- Press Display: 6.7%
- Press Classified: 5.3%
- DM: 3.3%
- Internet: 0.9%
- Outdoor: 16.2%
- Radio: 13.2%
- Cinema: 5.3%
- Direct Mail: 6.7%
- Print: 0.9%

Total advertising market = £17.6bn

Source: PricewaterhouseCoopers / Advertising Association / Internet Advertising Bureau / WARC / Radio Advertising Bureau

Directories are estimated.

**Online drives the whole market**

**Year on year growth for 2006**

- Total advertising market growth = 1.1%


**Online overtakes National Press**

**Full year 2006**

- Internet: £1,919.8m
- TV: £581.7m
- Press Classified: £507.6m
- Direct Mail: £1,015.8m
- Cinema: £1,860.1m
- Radio: £2,782.6m
- Consumer Magazines: £2,904.8m
- National News: £2,860.1m
- National Magazines: £2,904.8m
- Regional News: £1,919.8m
- Regional Magazines: £3,075.8m
- Business Magazines: £1,015.8m
- Direct Mail: £2,782.6m
- Internet Direct Mail: £681.7m

Sources: PricewaterhouseCoopers / Advertising Association / Internet Advertising Bureau / WARC / Radio Advertising Bureau. Directories are estimated.

**Digital Strategy’s predictions**

**Overtaking direct mail spend**

**Spring 2007**

Source: Digital Strategy Consulting & Partners. All rights reserved.
Spend

- Larger than national newspaper in 2006
- Larger than direct mail in 2007
- Website investment not even counted
- Search engine optimisation not even tracked
- Email: nobody knows
- Online ad spend is the one solid indicator you have
- UK is your laboratory market in Europe

Time

It’s the only currency that counts
“We’ve gone from mass media to masses of media…
to massive changes in media”

**2002: Media channels**
**Third most consumed**

- Life in a Fishbowl, the UK’s first media diary study to explore online use, reveals that it enjoys 3 times more attention than newspapers

---

**2003: Second most consumed media channel**

- Online eclipses radio for the first time

  Source: Forrester Research – Forrester Technographics 2003

---

**2003**

15% of European consumer’s media time
2004: Share of media time amongst broadband users

- 20% of media time
  European consumers are now spending a fifth of their media week using the internet

- Above press
  Which means they are spending more hours surfing the web than they do reading newspapers and magazines combined

- 11 hours
  The Internet now claims 11.3 hours per week per UK user, the largest of all the European online ad markets

Source: EIAA, November 2004

2006: Most consumed 160 minutes

- The average British internet user now spends 164 minutes online each day for personal use - the equivalent of over 41 days each year

- This compares to 148 minutes spent watching television

- Two thirds (66%) of survey respondents were found to have increased their time online over the past 12 months

- The biggest growth seen among 16-24 year olds


Conclusion?

The time-shift is unprecedented
The scale is vast
We’re still in the early stages
Every brand is playing ‘catch-up’

Brand impact
Conventional online advertising
The banner; expands

Every Mercedes Benz car features charcoal-filtered air conditioning as standard.

The filter removes pollen and other unwanted particles, ensuring cleaner, purer air inside the car...

...and no more steamy windows.

Visit g-b-e.co.uk to discover more
Question

Does this boost brand image and message association?

Brand impact: the difference

- Intimacy
- Engagement
- Action medium
- Connection medium
- A different media proposition

Brand impact
Harnessing simple viral marketing

Coca-Cola Wayne Rooney film

<- Click to play Coca-Cola Wayne Rooney film
**Coca-Cola Wayne Rooney film**

- The Coca-Cola Wayne Rooney film that AKQA created is a great example of digital branded content influencing traditional media.

- Written and devised by AKQA this short film was created to pre-launch Coke’s World Cup campaign.

**Mechanics**

- It was released two weeks before the tournament began.

- As the first game kicked off it had already been seen by over eight million people.

- Later it was featured in The Sun, both in print and online, and it was picked up by ITV and broadcast during their flagship, prime-time World Cup 2006 programme to an audience of over two million people.

**Question**

Does this boost brand image and message association?

**Brand impact: virals**

- Embedded in culture
- Participative media
- Self-selecting audiences
- Cut-through
- Impact
Social networks

Building brands through Web 2.0 techniques

Steps to create your journal
choosing pictures...

• Gives customers a voice
• Excites customers’ passions
• Harnesses the viral effect of email; strong agent for social networking
• STA builds its reach
• Thousands of bloggers, hundreds of thousands of emails
Community

- Connecting like-minded people together
- STA architecting the debate
- STA building a hierarchy of trip advisors and posters
- Builds brand recognition of STA and brand image
- Creates an STA-owned media property
Question

Does this boost brand image, awareness and reach?

Brand impact: social networks

- A new paradigm in media and marketing
- Creating sponsored programming, content and toolkits
- Embedded deeply into the target community
- Media, marketing, software and functionality all blend together

The media mix

Rethink the mix completely

- Historically online was a support medium
- Now can be the lead medium
- Online can deliver awareness and reach
- Online delivers emotion
- Online champions engagement
The media mix
What happens next?

• Online fuses with TV
• ‘Rich Media’, AJAX and widgets syndicate your website
• Brands build communities
• Our lives become more web-centric

Takeouts
Harnessing the web to build your brand

The real change is yet to come

1. Think differently; think boldly
2. Stay integrated in your approach
3. Stay strong on research
4. Consider radical change
5. Learn

Takeouts
Summary of key points

1. Brand metrics
   Understanding the four key dials
2. Scale
   The scale of digital marketing in your business
3. Spend
   Tracking channel shift into online
4. Time
   It’s the only currency that counts
5. Brand impact
   The conventional banner
6. Brand impact: Viral
   Harnessing simple viral marketing
7. Social networks
   Building brands through web 2.0 techniques
8. The media mix
   Harnessing the mix completely
Brand impact
Harnessing the web to build your brand

1. Brand metrics
   Understanding the four key dials

2. Scale
   The scale of digital marketing in your business

3. Spend
   Tracking channel-shift into online

4. Time
   It’s the only currency that counts

5. Brand impact
   The conventional banner

6. Brand impact: Viral
   Harnessing simple viral marketing

7. Social networks
   Building brands through web 2.0 techniques

8. The media mix
   Rethinking the mix completely

Get in touch!

Harnessing the brand effect
Mail me more of your questions

Danny Meadows-Klue
CEO, Digital Strategy Consulting

Trainer | Commentator | Strategist | Coach

Danny@DigitalStrategyConsulting.com
+44 (0) 20 7244 9661
Brand impact
Harnessing the web to build your brand

Danny Meadows-Klue
CEO, Digital Strategy Consulting
Fellow IDM, Co-founder Internet Advertising Bureau, pioneering online publisher

Trainer | Commentator | Strategist | Coach

Danny@DigitalStrategyConsulting.com
+44 (0) 20 7244 9661