

From Interruption to Engagement.

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Digital means culture change

New media owners, especially search engines

Means: attractive content, not just push out messages

All media become interactive:

Means: people will expect to interact with you

Adoption of new devices esp mobiles.

Means: integrate across platforms

Free social media platforms:

Means: unprecedented ability to share (easily and quickly)

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Mobile revolution becomes virtual and physical

Tools for play

Gaming growing fast on mobiles

Tools for spontaneous sharing

Now the main way we update facebook and tweet

Tools for spontaneous get to-gethers

(which can be dangerous for governments)

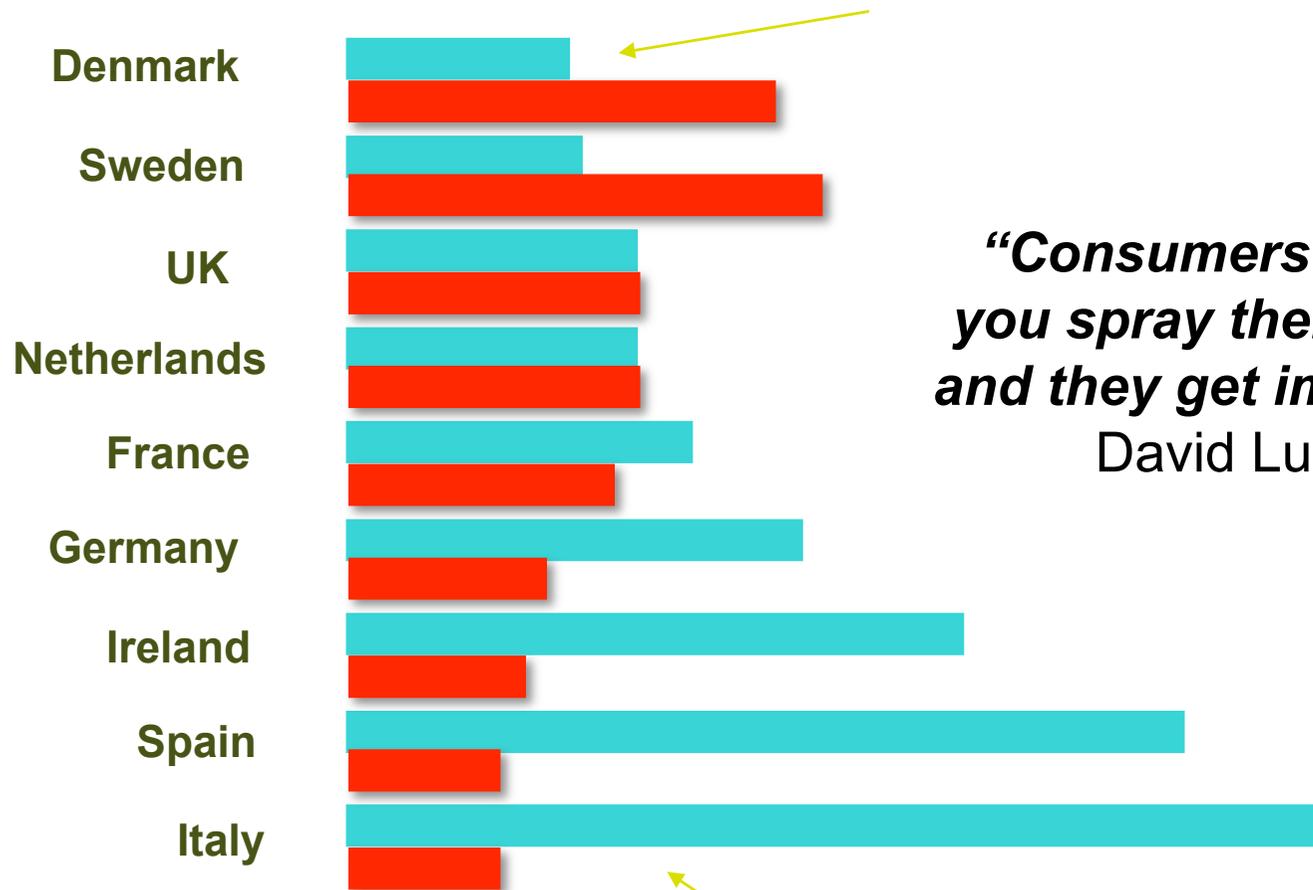
Location based

Right person, right time, right place

Games that take place in physical landscapes

TV become less effective due to “clutter”

Number of TV ads seen per week



“Consumers are like roaches – you spray them, and spray them, and they get immune after a while”

David Lubas, Omnicom

Five steps to Engagement

1. Create an engagement idea
2. Re-define what you think of as media
3. Look for moments of receptivity in the lives of your consumers
4. Structure your campaign to invite interaction and involvement
5. Create share-ability

The big idea: Engagement

Buying consumer attention is harder

Fragmentation of media

People avoid ad messages.

New planning questions

How can you *attract* people?

When are people *receptive* to your message ?

How we can *win their time* and (ideally) inspire *participation*?

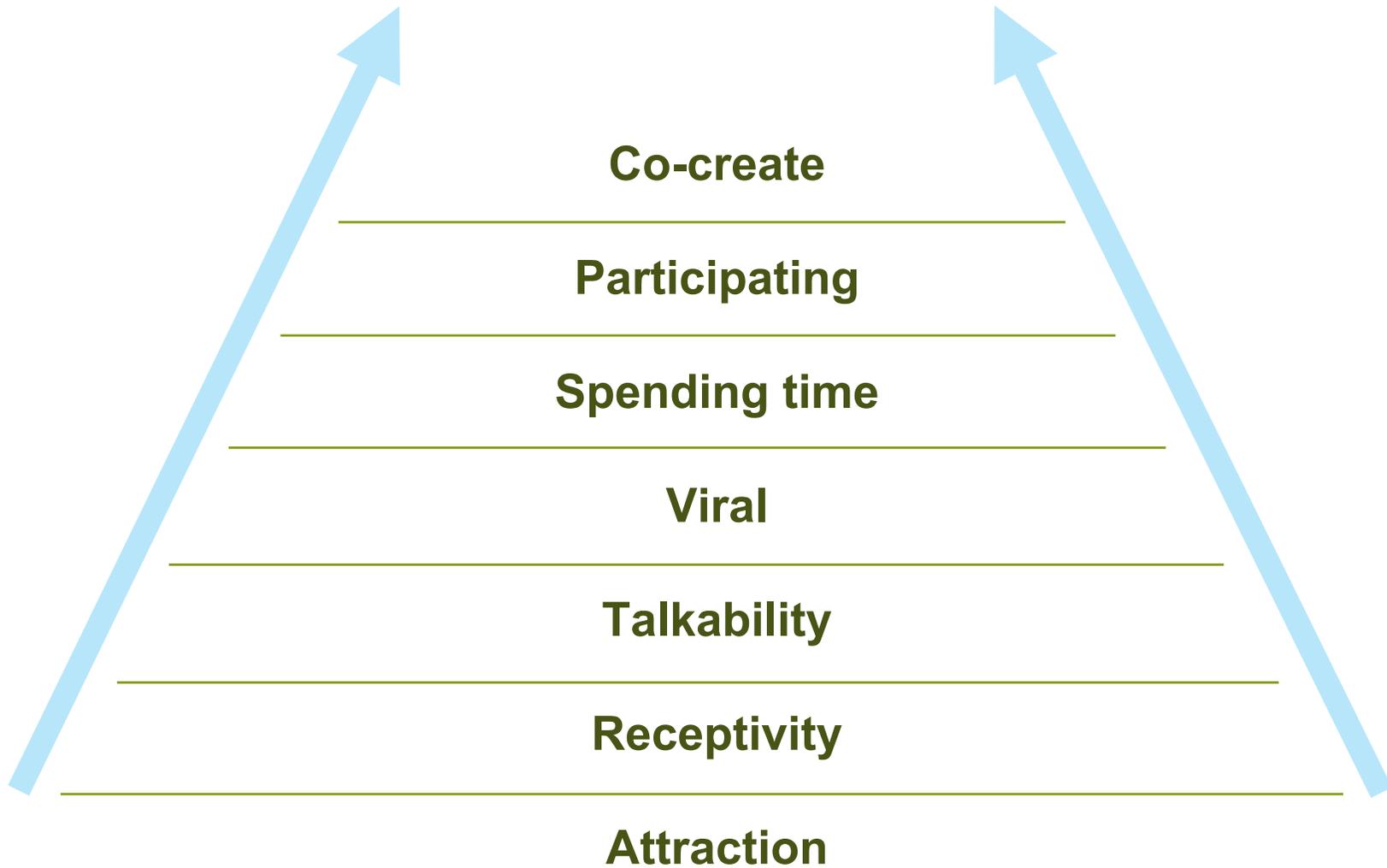
Recommendation is the most powerful advertising

Word of mouth is more enabled than ever

-the web, mobiles and news hungry media.

Digital now links up all media

Ladder of Engagement



What a great engagement idea does

- Attracts, intrigues, involves
- Talks to people when they are receptive
- Wins their time and inspires participation
- Makes it so rewarding or enjoyable that they want to share with friends
- And creates long term brand affinity