

Emerging Media Evaluation

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Proprietary and Confidential

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WHO WE ARE

G2 is an independent, global activation network within WPP.

WHAT WE DO

We help brands sell more by finding and owning precisely the spaces, places, moments, and voices that will most successfully influence the right people.

We call it Precision Activation.



Media Has Changed



Marketers Have Been Slow to Change



Evolving Media Ecosystem

E₁ C₃ O₁ S₁ Y₄ S₁ T₁
S₁ E₁ R₁ V₄ I₁ C₃

A₁ W₄ I₁ L₁ U₃ L₁ N₁ Q₁
E₁ M₃ T₁ H₄ E₁ T₁ I₁
A₁ E₁ U₃ R₁ X₁
E₁ S₁ P₃ L₁ A₁ T₁ I₁ M₃ B₃
F₄ O₁ O₁ D₃ P₃ U₃ R₁ N₁
Q₆ U₃ E₁ T₁ E₁ R₁ O₁ H₁
A₁ N₁ W₄ A₁ T₁ E₁ R₁ O₁
O₁ G₂ A₁ R₁ D₂
O₁ A₁

OBSTACLES AND CHALLENGES

- ▶ Brand managers often lack patience and many variables are beyond their control in setting up the perfect test environment. Also the clock is ticking – they often do not want to risk the time and budget on unproven tactics when they're on the line to deliver results (sales, etc.)
 - In some cases they want to chase the bright shiny object—in others, they're the opposite and do not embrace new media, wed to an old-school approach
- ▶ Limited budgets, many of which have been cut YOY in the recent past
- ▶ Limited talent resources client and agency side and testing is time consuming



OBSTACLES AND CHALLENGES

- ▶ Pressure to deliver a monetary return—a need or expectation of sales/ROI from tactics where that may not be the appropriate metric for most emerging media
- ▶ Difficulty in measuring the contribution of any one tactic in the context of a broader marketing mix
- ▶ In many cases models and standardized analytics are not in place due to the huge expanse and continual introduction of emerging platforms
- ▶ Audience dynamics and technology are unstable and difficult to monetize



The Wild West



Crossing Uncharted Territories



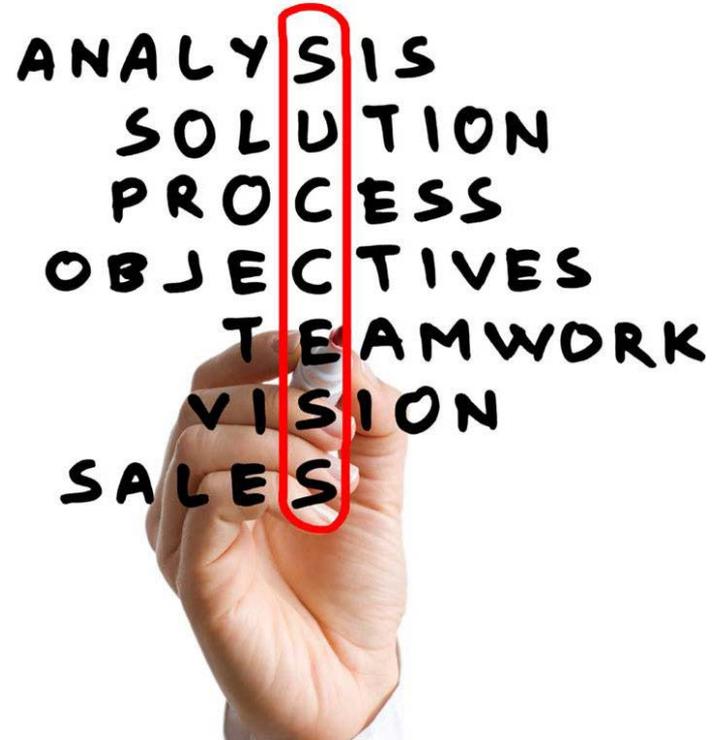
ESTABLISH KEY PERFORMANCE INDICATORS

- ▶ Revenue
 - Sales/donations
- ▶ Awareness
 - Reach/attention/influence
- ▶ Action
 - Memberships/letters /hours volunteered



MEASUREMENT AND ANALYSIS

- ▶ Custom research component provides great value and ROI for testing emerging channels, including PR value—the potential for press coverage especially in a field of firsts. Media mix modeling and deeper-level analytics, proprietary agency tools as well as subscription/off the shelf.



FULL PARTNER AGENCY BRIEFS

- ▶ Tight collaboration from the kick-off forward to ensure that the execution and medium are in sync and goals and objectives are universally understood.



FUNDAMENTALS ARE EVEN MORE IMPORTANT

- ▶ Include frequent competitive and comparative analysis to give a well-rounded view of an organization's success in the correct context.



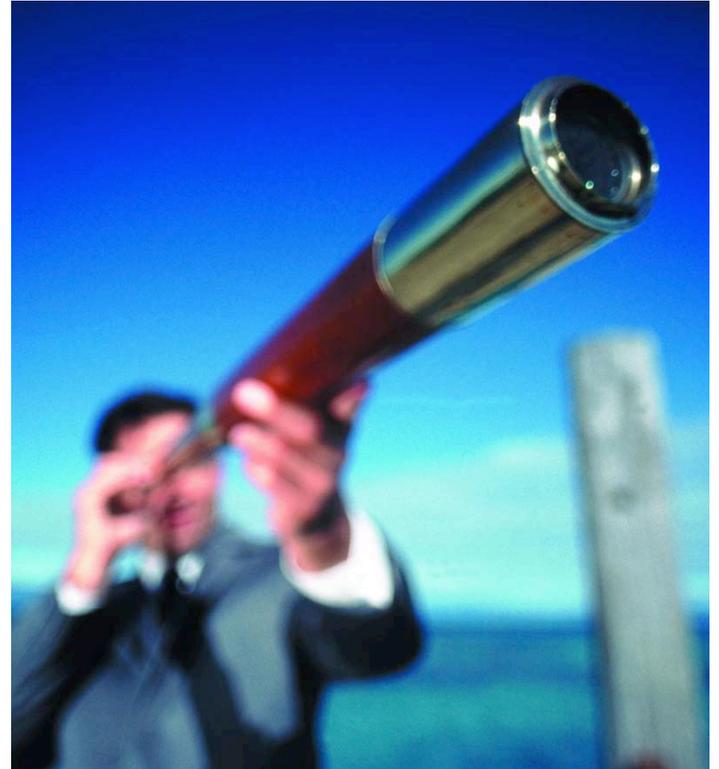
WHOLE TEAM OWNS THE RESULTS

- ▶ Creative, strategy, analytics, etc across agencies. Buy management is only part of the equation—testing new media is about continual refinement of the offer, message, etc. This is an all-hands process where the results are rich and should inform more than just the next version of the media plan.



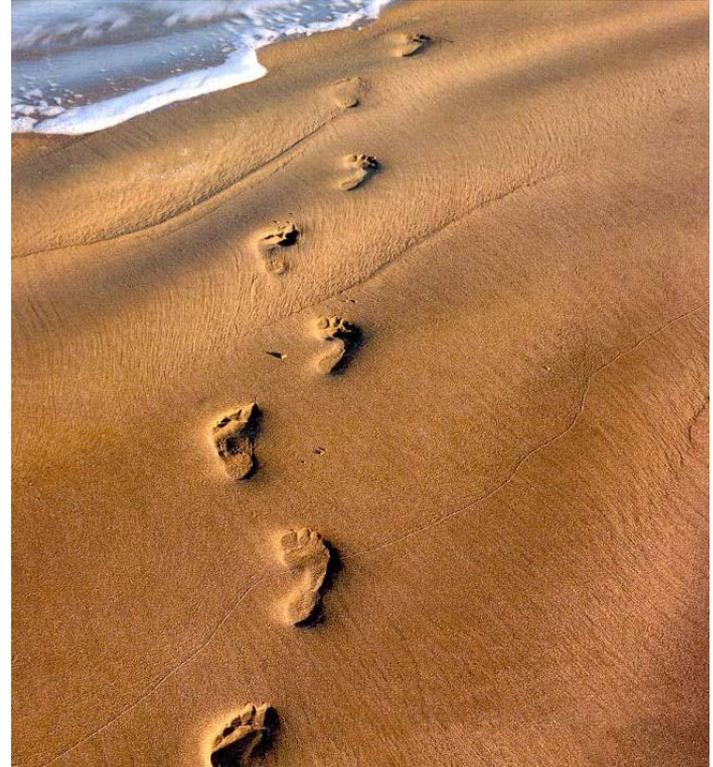
FIVE-YEAR VISION

- ▶ Plan in the context of where the brand wants to be in 5 years—where does the brand want to be and how can media help the brand accomplish these goals. The best plans increase business results for the coming year, but are also thinking ahead with a goal of creating lasting relationships with the consumer.



FOLLOW THE CUSTOMER

- ▶ Know the wants and needs, where they're spending time, and where they're going in terms of emerging media adoption
 - What's the value proposition for consumers and end users and what's the value that brands will provide by participating—both need to be compelling



WATCH OUTS

Evaluation based on scale and price...

while they seem like fundamentals, there are pitfalls:

- ▶ Scale—applicability as well as momentum/trends are so much more important; an app that has 100K users and 90K the month prior is attractive and more so than one that has 1M users and had 1.5M earlier in the year.
- ▶ Costs—can vary widely, especially when tying in multiple brands or expanding the program in any way. Pricing models tend to be fluid with new and emerging companies. If a start-up wants to price on a CPM and you insist on a pay per click model the startup will almost always come around.



Framework for Success



DISCOVER

- ▶ Should become part of our DNA as a daily action—maintaining the knowledge around growing media topics and next-generation advertising is a commodity in itself. Value as an employee goes up with experience and knowledge.

(News feeds, tech publications, conferences, interactive marketing associations, advertising sales representatives, and email newsletters.)



EVALUATE

- ▶ Yields exclusive knowledge to you as a marketer—derived from the tests and trials you execute, provides conclusive data to inform next steps. Reading case studies from within industries other than your own may allow you to draw conclusions—can save time and money as long as they correlate with your target audience.

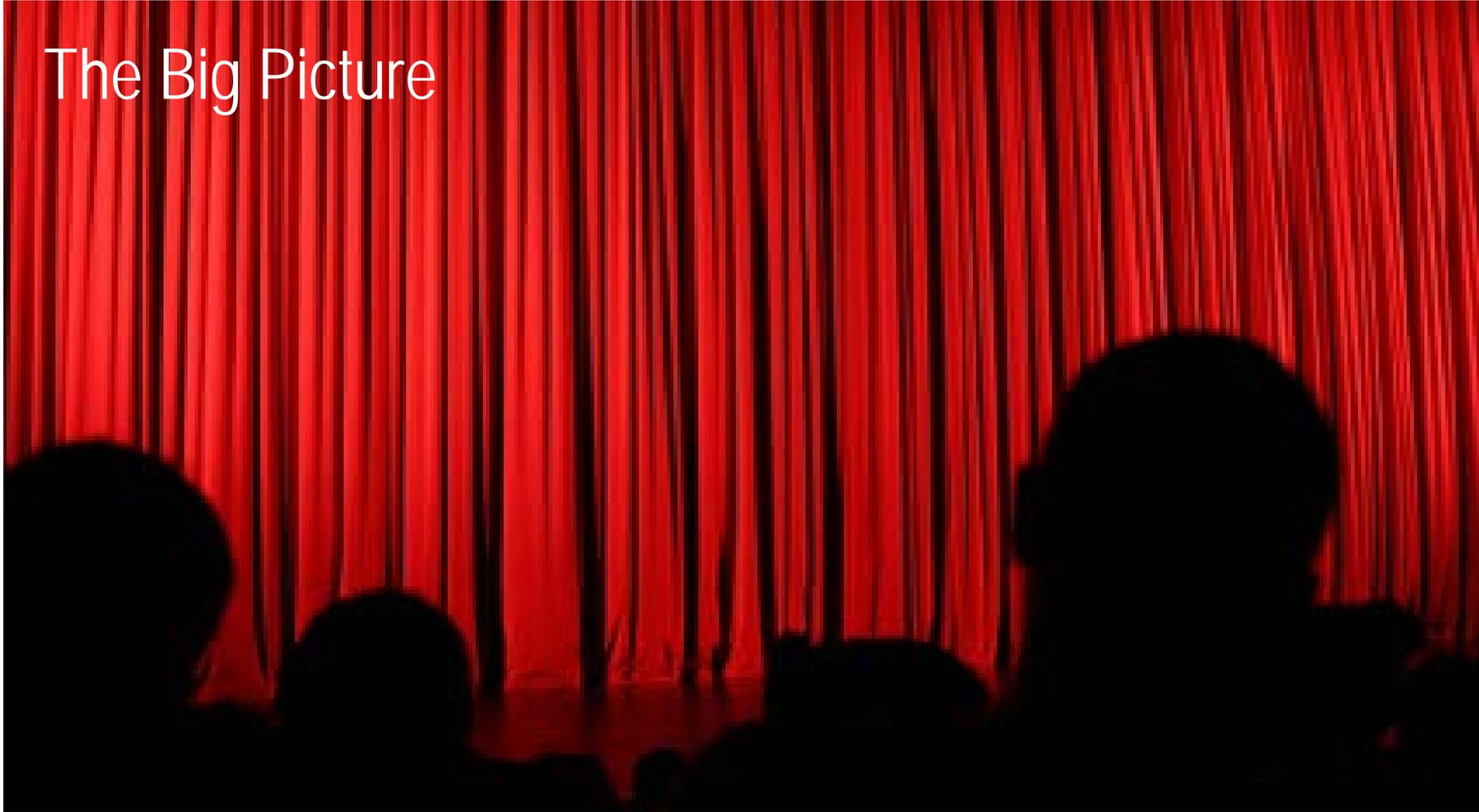


EVOLVE

- ▶ Any decision you make after you evaluate your test results or another case study. This allows you to gain the confidence, approvals and support for roll-out and testing additional tactics.



The Big Picture



BENEFITS OF EMBRACING EMERGING MEDIA

- ▶ Education and Proof of Concept Opportunity
- ▶ Experimental Value
- ▶ Innovation and Experience
- ▶ Adaptability/Survival of the Fittest

THANK YOU

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