



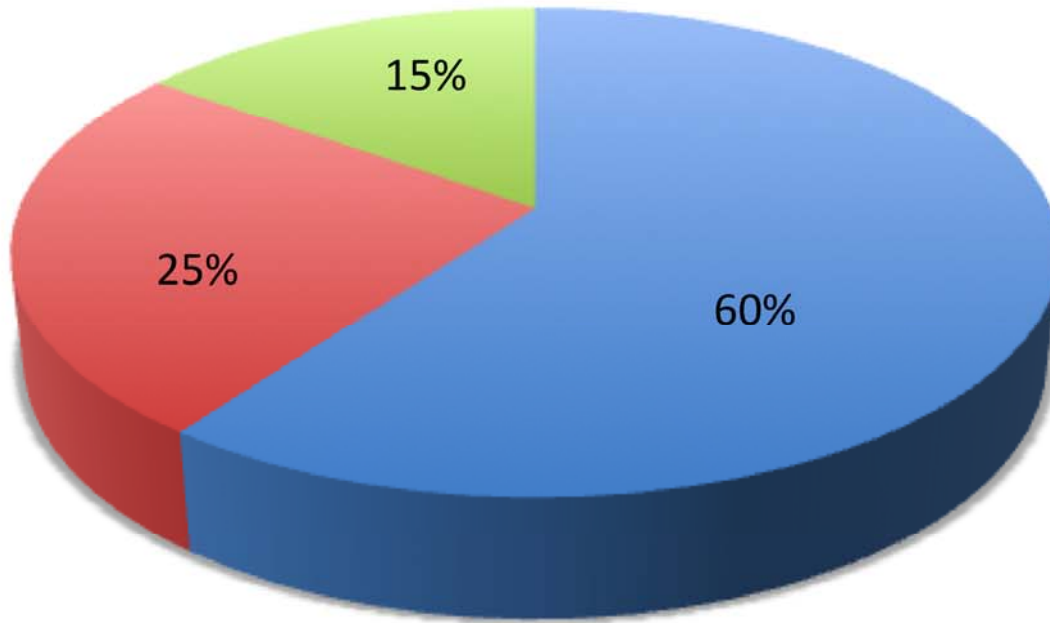
Creative. Strategy. Data.

What should drive your digital marketing most?

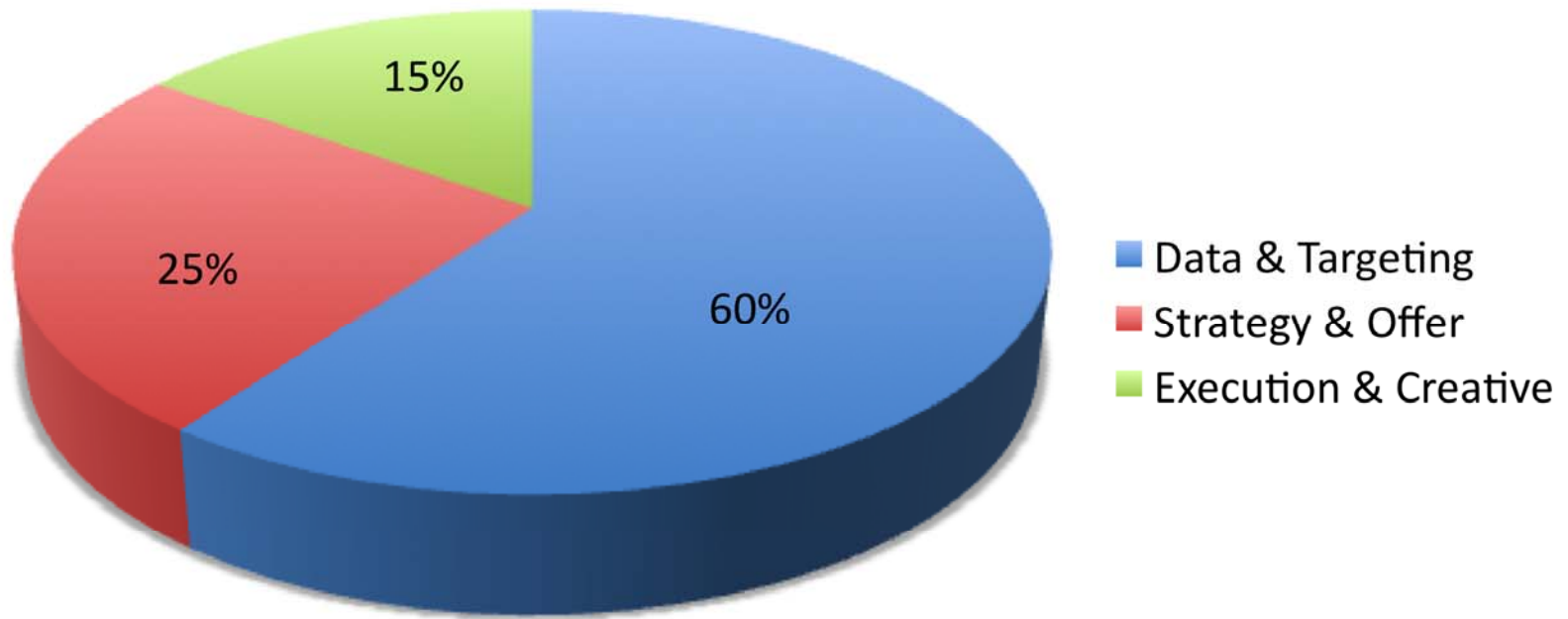


ad:tech
16-17 march 2010 **sydney**

What the DM experts think



What the DM experts think



Do you agree with this? Show of hands



So if we were discussing Destiny's Child...

Kelly Rowland:
Strategy & Offer

Michelle Williams:
Creative & Execution



Beyonce: Data & Targeting



However...

Unlike Destiny's Child, the trio of Data, Strategy and Creative would find it hard to embark on successful solo careers

Today we'll see why the three need to collaborate

And who should be at the front...





Sadly the girls were unable to join us today...





Dave Whittle: Managing Director, Mark



Jason Davey:
Managing Director,
Bullseye



Dave Whittle: Managing Director, Mark



Jason Davey:
Managing Director,
Bullseye



Brent Annells:
Head of Radar DDB



Dave Whittle: Managing Director, Mark



Rules of engagement

- 3 case studies each with a 'flavour': data (D), strategy (S), creative (C)
- Over to you guys to ask questions:
 - How did C, D and S work together?
 - Who took the lead?
 - Which element drove 'success'?
 - How do you measure that?
 - How agency and client worked together
- Show of hands around contribution of C, D or S to success



Data. Data. Data.

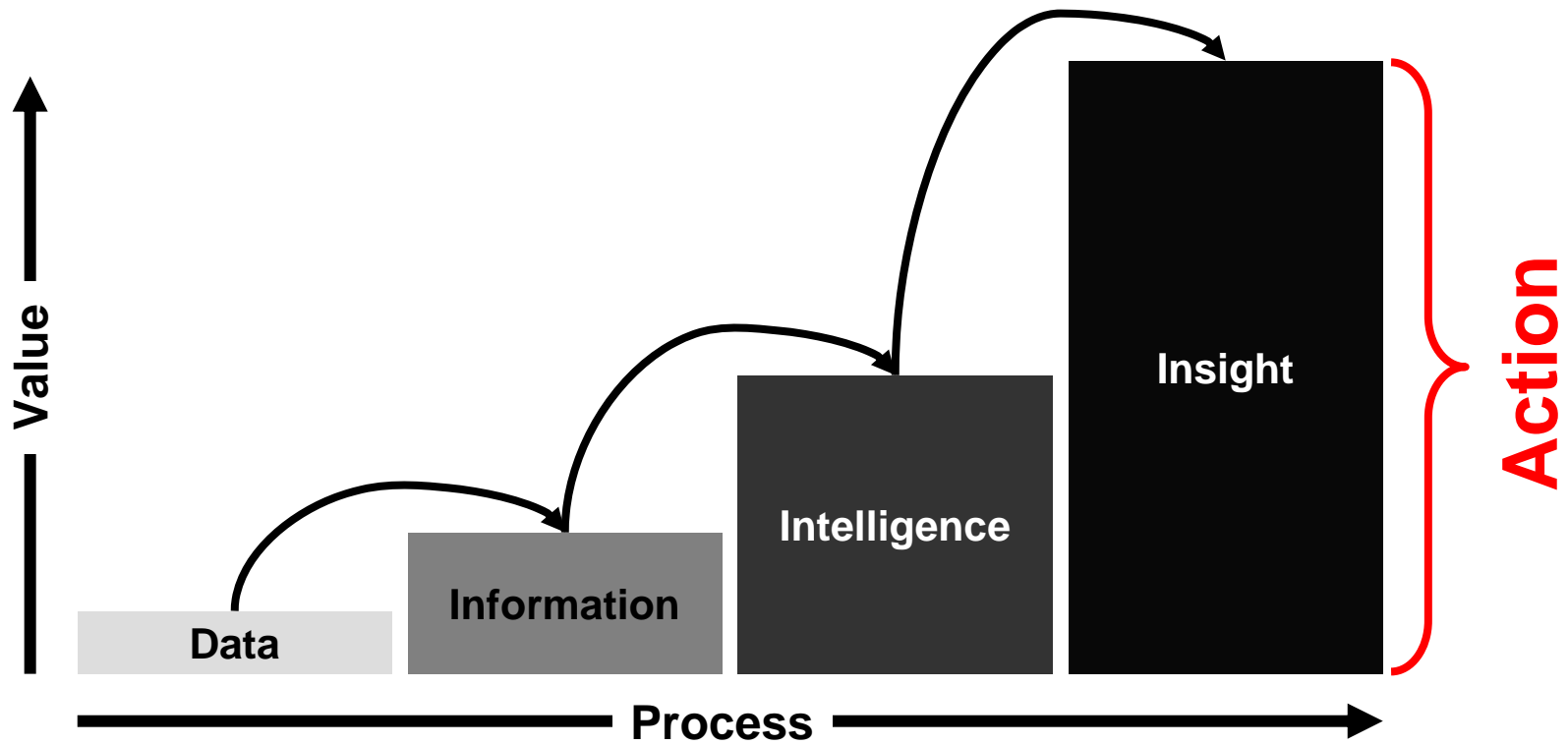
Dave Whittle
Managing Director, Mark



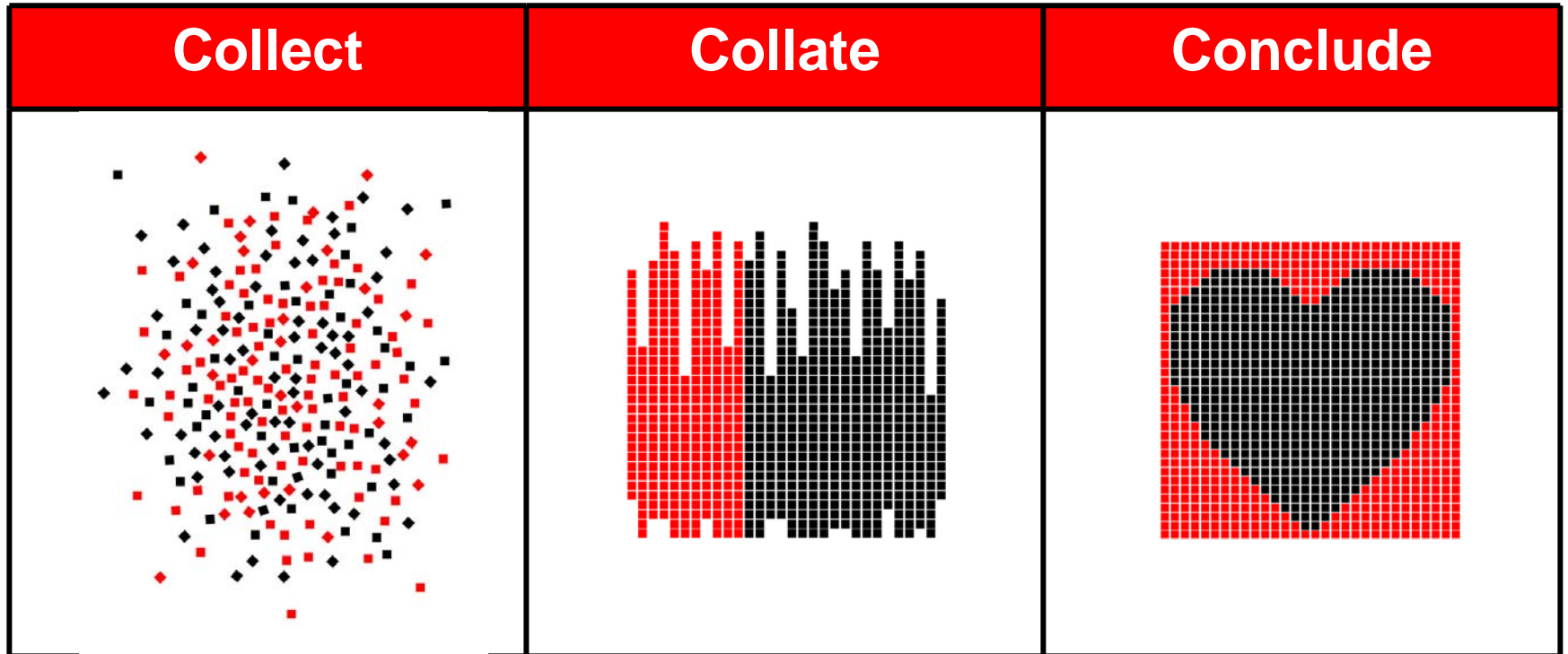
Insights



Insights



Insights



Consumer

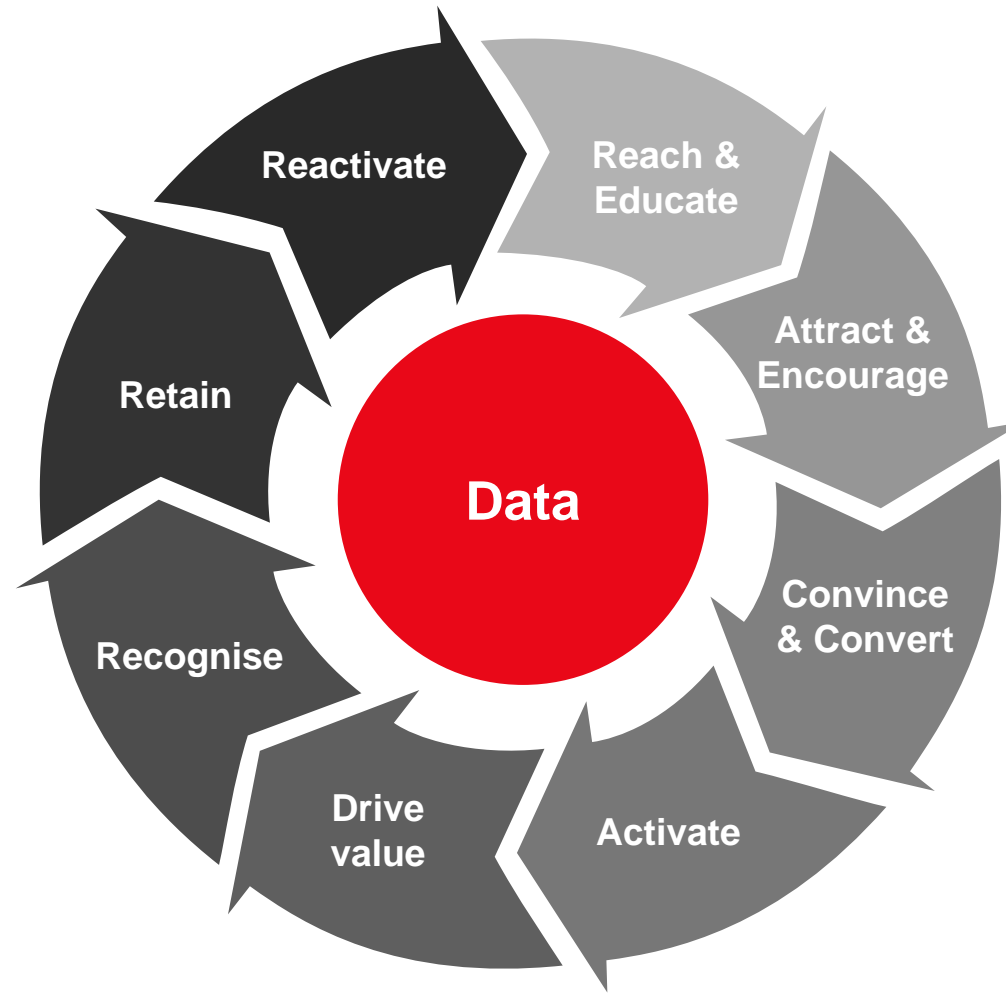


Business

Westfield



Customer lifecycle



Task

1. Reach and Educate

Reach and educate suspects and prospects via a campaign that positions the brand, establishes the value proposition. Also includes educating about the category.

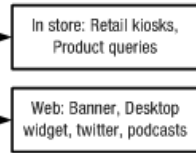
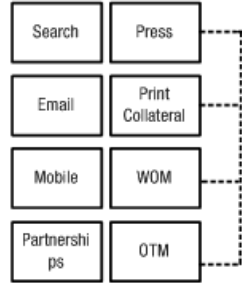
How

What



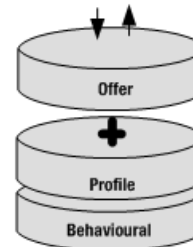
2. Attract and Encourage

Attract potential switchers and educate new entrants to prompt consideration by demonstrating value proposition to drive action.



3. Convince and Convert

Shorten purchase decision by reinforcing value proposition and utilising tactical offers. Ultimately converting leads to sales.

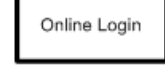
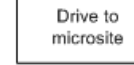
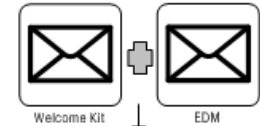


Conversion of leads to Members
Application of basic profiling to enable conversion communications

New member applications, Applications per channel, Cost per lead, quality of application, conversions, website metrics, quality of sales, return on investment

4. Activate

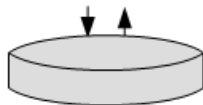
Post-purchase affirmation to reinforce that customers made the right choice. Encourage pride in their purchase and generate positive word-of-mouth.



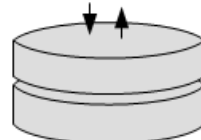
Conversion of leads to Members
Application of basic profiling to enable conversion communications

Open rates, unsubscribe rates, click through rates, survey response, response rates

Role of data



Acquire suspects
Build a suspect database, cleanse and de-dupe



Nurture Prospects and Generate Leads
Datacapture leads, request and fulfillment
Benchmark response rates

Metrics

Click thru rates, conversion rates, unique visitors, page views time on site, returning visitors

Research, sentiment score, lead score, download/stream rate, number of visits, enquiries, downloads, quotes

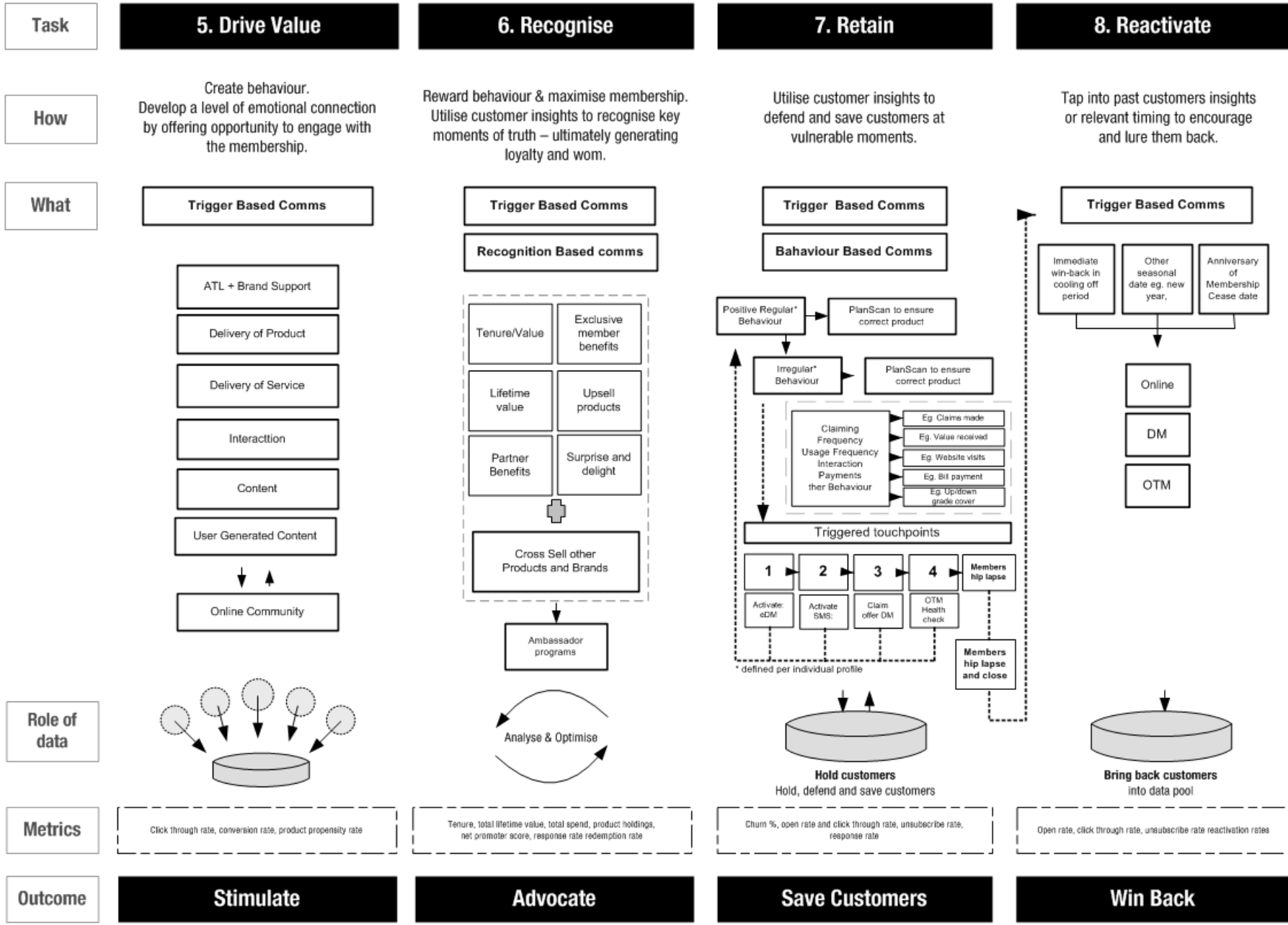
Outcome

Awareness

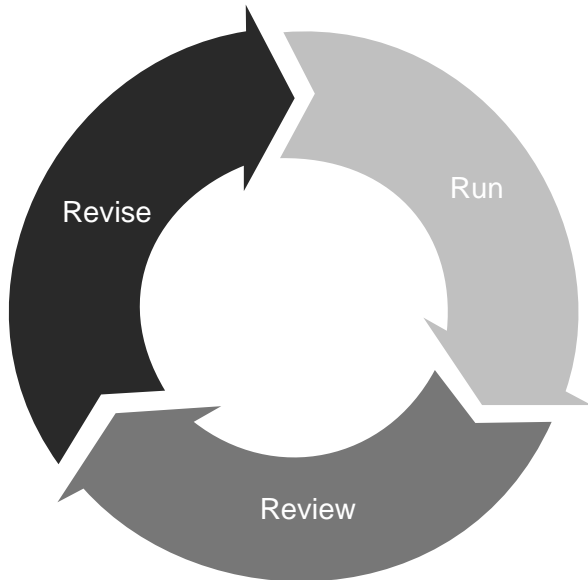
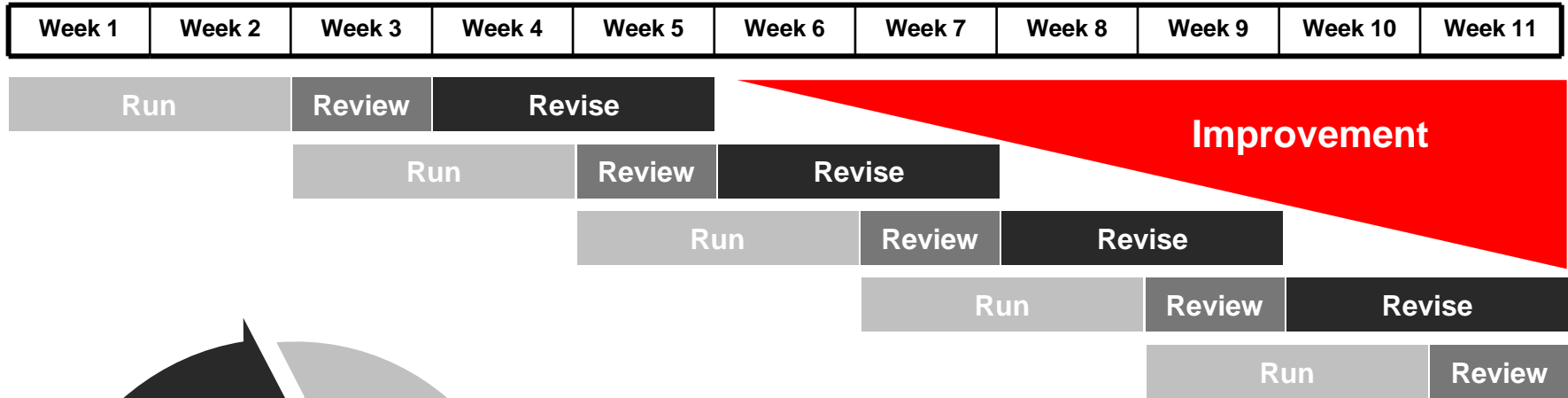
Consideration

Join

Engage



Optimisation



Run > Review > Revise
Repeat



Video case study





Brent Annells
Head of Radar DDB



Cabbieoke – A Snapshot

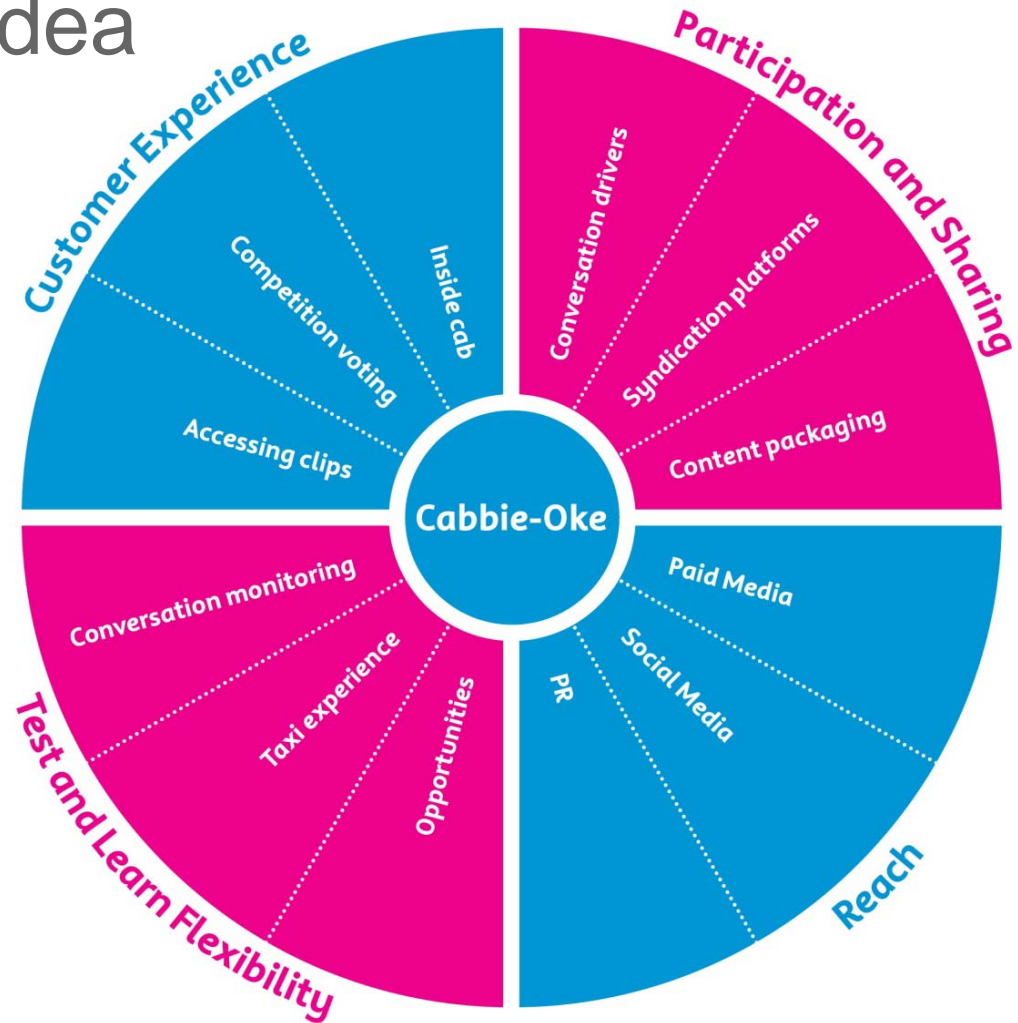
5 fully pimped-up bespoke Cabbie-oke Taxis cruising the streets of Melbourne and Sydney every weekend

Kitted out with the latest Microsoft X-box technology and pre-loaded with the popular 'Lips' karaoke game, those lucky enough to grab a ride in our cabbie-oke taxis choose from a selection of hits and sing all the way to their next destination. Plus they get a free ride!!!

Content is recorded and broadcast via a fully branded YouTube channel, micro site and WAP site where passengers can watch their performance, view all the other cabbie-okers, vote and share the content via their social network



Building out the idea



Campaign launch results



1000 +
Singers



400+
Clips



40,000 video views
5,000 embeds



90,000 page views
1:20 on site



30,000 views



530 +
mentions



PR - 3.2M
Audience Reach



YOUTUBE BRANDED CHANNEL



FACEBOOK FANPAGE



WAP SITE



CABBIEOKE.COM.AU MICROSITE



Find your band's performance and share it with your friends.

CREAM OF CABBIE-OKE COMPETITION



People vote for their favorites, which are then part of the 'Cream of Cabbie-Oke' competition. 25 Xbox 360s to be won.

The Cabbie-Oke performances are captured on camera, edited, approved and uploaded to the branded YouTube channel, WAP site and microsite.

SEED CLIP

'Lip Synch Cabbie'



Short sharp teaser that gets people intrigued by Cabbie-Oke.

CHANNEL V SPONSORSHIP



5 and 10 second TVCs.

INFLUENCER LAUNCH



PRESS LAUNCH



HAND OUT CARD

A congratulations on being part of Cabbie-Oke complete with a microsite and QR code.

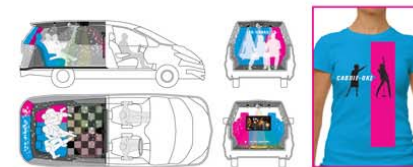
CABBIE-OKE EXPERIENCE

Exterior



Five fully branded Toyota Taragos complete with disco balls, checkerboard dance floors, flat screen TVs, Xbox 360s and chauffeur drivers.

Interior



The promo staff are able to leave the taxi to collect people, then help them relax and feel uninhibited. She also explains the competition, offers them costumes, records their band name and helps them choose their song.



CABBIE-OKE™

Cabs are a pit stop to a good time. So we've decided to make them fun... and free. Just because.

MOBILE BANNERS



YOUTUBE BANNERS



DATA

CREATIVE



STRATEG
Y

WHICH WAY?

Jason Davey
Managing Director





STRATEGY





DATA?



Data

- Uncover insights and opportunities
- Test and validate theories
- Measure results, inform optimisation
- The source of truth





CREATIVE



Getting the mix right

Blackmores: A case study in **strategic** success



THE Relationship Marketing Journey



Personalisation / Relevance:



Audience:



Relationship Depth:



BLACKMORES®

THE BEST OF HEALTH

blackmores.com.au

“Your lifetime health coach”



Some surprises in the data

- 36% survey response rate from 100,000 members
- 34% greater spend Members vs. Non-members
- Net Promoter Score of 79 amongst advocates



B your best[®]

BLACKMORES

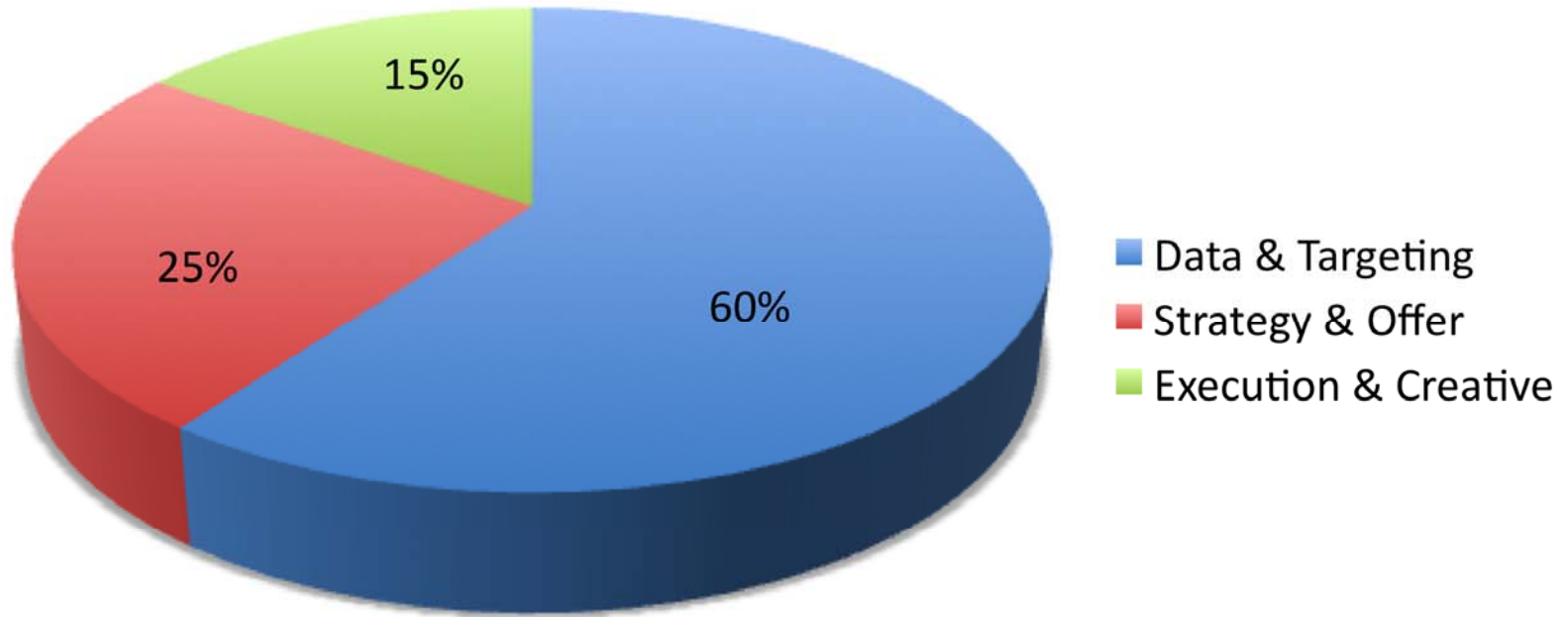
blackmores.com.au



Questions to the panel



So what do we reckon?



Do you agree with this? Show of hands

