The New Communication Model
Marketing for consumers
Rather than to consumers
The Hidden Persuaders
1957
“TARGET”
“STRATEGY”
“CAMPAIGNS”
Marketing intended to earn attention of consumers and to create value for them. Not just by sending them messages.
Earn attention
Opportunity:
Brands can feed peoples passions and interests through content
«Social Content »
4 examples of new brand attitude "on social"
Example: Samsung Canada

Hello, I have bought many samsung products. I currently have a Samsung LCD TV, Samsung Galaxy S, Samsung laptop. I was just wondering if I could get a free Galaxy S3.

I have attached a picture of a dragon I just drew for you.

Have a great day!

Samsung Canada

Hey Shane. Thanks for inquiring about scoring a free Galaxy S III. Unfortunately if we gave a free S III to everyone who asked, we’d probably be out before they ever went on sale, and we’d go under as a company. That being said, your drawing of the dragon is epic, so we’re returning the favour. Please find attached a drawing of a kangaroo on a unicycle.

Samsung Canada
Example: Samsung Canada

Hello, I have bought many Samsung products. I currently have a Samsung LCD TV, Samsung Galaxy S, Samsung laptop. I was just wondering if I could get a free Galaxy S3.

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Samsung Canada
RAWR: Samsung Canada Wins The Internet With This Custom Galaxy S III

Tuesday, August 28th, 2012

It all started with a simple Facebook message from a loyal Samsung fan to the company’s Canadian Facebook page. “I was just wondering if I could get a free Galaxy S III?” asked Shane. And for good measure the Samsung fanboy included a picture of a dinosaur going rawr. It wasn’t a very good drawing but it was cute. And cute counts.

Shane himself, age 26, told TechCrunch today he is far from an artist. Artist or not, he’ll now own the lawabed Samsung Galaxy S III with his artwork adorning the backside — and yes not the front.

The Samsung Canada team thought it was a lost cause but it turns out it wasn’t. As Shane himself said in his Facebook message, “I never expected Samsung to respond. I just didn’t want to be the only one who got one.”

Now it looks like Samsung received a lot more “I want one” emails and is exploring this kind of promotion more. Shane said that Samsung told him that their original plan was to sell the phone for $200.

While the deal is great for Shane, it might not be for Samsung. Giving away a million phones worth $200 each could cost Samsung $200 million. But still, it is a great marketing move. It shows Samsung is listening to its fans and reacting to them.

Shane is a digital media content creator and he uses information and technology to create and distribute content. He said the first thing he wants to do is change the wallpaper to the dinosaur image!

Shane’s Samsung Galaxy S III will be on display to his family and friends as well as on his YouTube channel. Shane has a passion for technology and Samsung products so he plans to do a review of the phone.

The Samsung Galaxy S III was released last week and is already making waves in the tech world. The phone is powered by a quad-core processor and features a 4.8-inch display with a resolution of 1280 x 720 pixels. It also comes with an 8-megapixel camera and runs on Android 4.0 Ice Cream Sandwich.

Shane is not the only one who is excited about the phone. Many tech bloggers and reviewers have given the Samsung Galaxy S III high marks. This promotion shows Samsung is willing to listen to its customers and react to them.

The Samsung Galaxy S III is available for purchase at AT&T, Verizon, and T-Mobile. It is also available for purchase at Best Buy, Walmart, and other retailers.
Example: Evian the Source
Example: Evian the Source
Example: Nowness
Example: Nissan LEAF The Big Turn On

The Big Turn On

100 Days to Go
100% Electric Driving
TERRITORY & TONE

The “turn on” of Electric Driving

AUDIENCE DESIGN

VE fans, car fans, family mums, ‘Tech’ fans...
40 influencers
3 x Celebrity

SOCIAL ACTIVATION

social motivation
I want my city wins (power charge installation)

personal motivation
I want to win a LEAF

SOCIAL INTELLIGENCE

SOURCES & FLUX

• CURATE
• INTEGRATE
ORIGINATE
brands and cinema
New marketing order encourages brand jumping into digital to break “traditional advertising codes.

To do emerge through contents, brands have started to get closer to the cinema industry through

1 **Format** : long-format, documentary…

2 **Grammar** : story-telling, trailers…

3 **Heroes** : directors and actors.

We will go through a few examples of this move

But despite being a promising weapon, digital still has not been used as it could be: a revolution which changes the rules
#1 Product Placement
#2 Commercial film maker

> Movie director
#3 Movie directors making commercials
Jean-Pierre Jeunet
Martin Scorsese
Guy Ritchie
Ridley Scott
Darren Aronofsky
Sofia Coppola
Jean Jacques Annaud
Wim Wenders
#4 Commercials treated in the style of short movies
L'Odyssée de Cartier

Discover the new Cartier film, a journey between dream and reality.
For the very first time, Cartier has decided to create a cinema epic focusing.

The SWAROVSKI Cinema Spot

Full length version:
In 2010, Swarovski enlisted multimedia artist, photographer, and director Bruno Aveillan to make a cinema spot with them that would conjure.
Manifesto, Yves Saint Laurent

Ce site vous présente mes péripéties dans l’univers des arts, de la mode et de la création. Des photographies, des backstage, des modèles de haute couture aux décors ateliers de joaillerie. J’essaie de vous faire partager au travers de mes photos, mes vidéos et mes textes, les rencontres que je fais et les lieux que je découvre. Depuis quelques mois, je produis et réalise des films, une nouvelle aventure dont je vous devrais les coulisses.

Loir, dans cette ville où les rues se perdent
#5 Original contents
Nothing but a real scenario
Nissan: SHIFT_ Original Drama

Challenge
Create a bold, imaginative strategy to harness the unprecedented power of four, almost simultaneous, model launches.

Insight
Sponsor Sky One’s mouth-watering line-up of 24, Nip/Tuck & Dream Team to make Sunday night ‘SHIFT_Original Drama’ night.

Idea
Embed our 4 new models into a Jack Bauer-inspired 24-minute movie and screen it over 24 weeks as sponsorship idents.

Engage and involve our audience through hidden episodes on DTV, character and location exposes online, blog-based director interviews, and ultimately, place our 24 minute movie in the bonus extras of the ‘24’ DVD box-set.

Results
Purchase consideration amongst ‘aware’ viewers almost tripled from 14% to 38%.
Target, “Falling for you”
#6 Participation, “Tell it your way”
What is a journey?
Youtube, “Life in a day” by Ridley Scott
But we need to go beyond these first experiences

• We need to think more social, as Hollywood already does for launching its blockbusters
• We need to integrate technology and interactivity within the story telling to invent new content format

We need to create more collaboration between brands and cinema