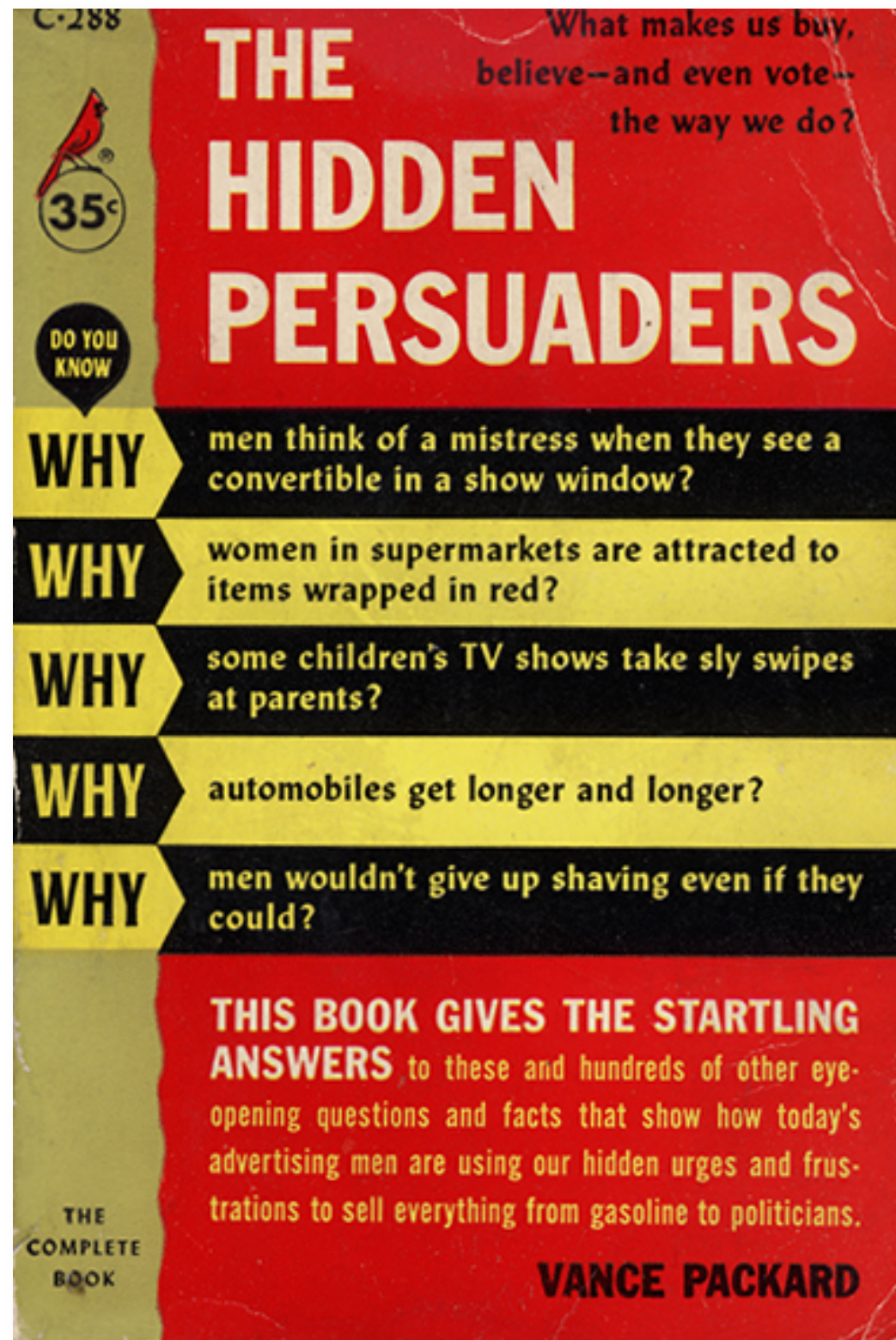


The New Communication Model

DIGITAS

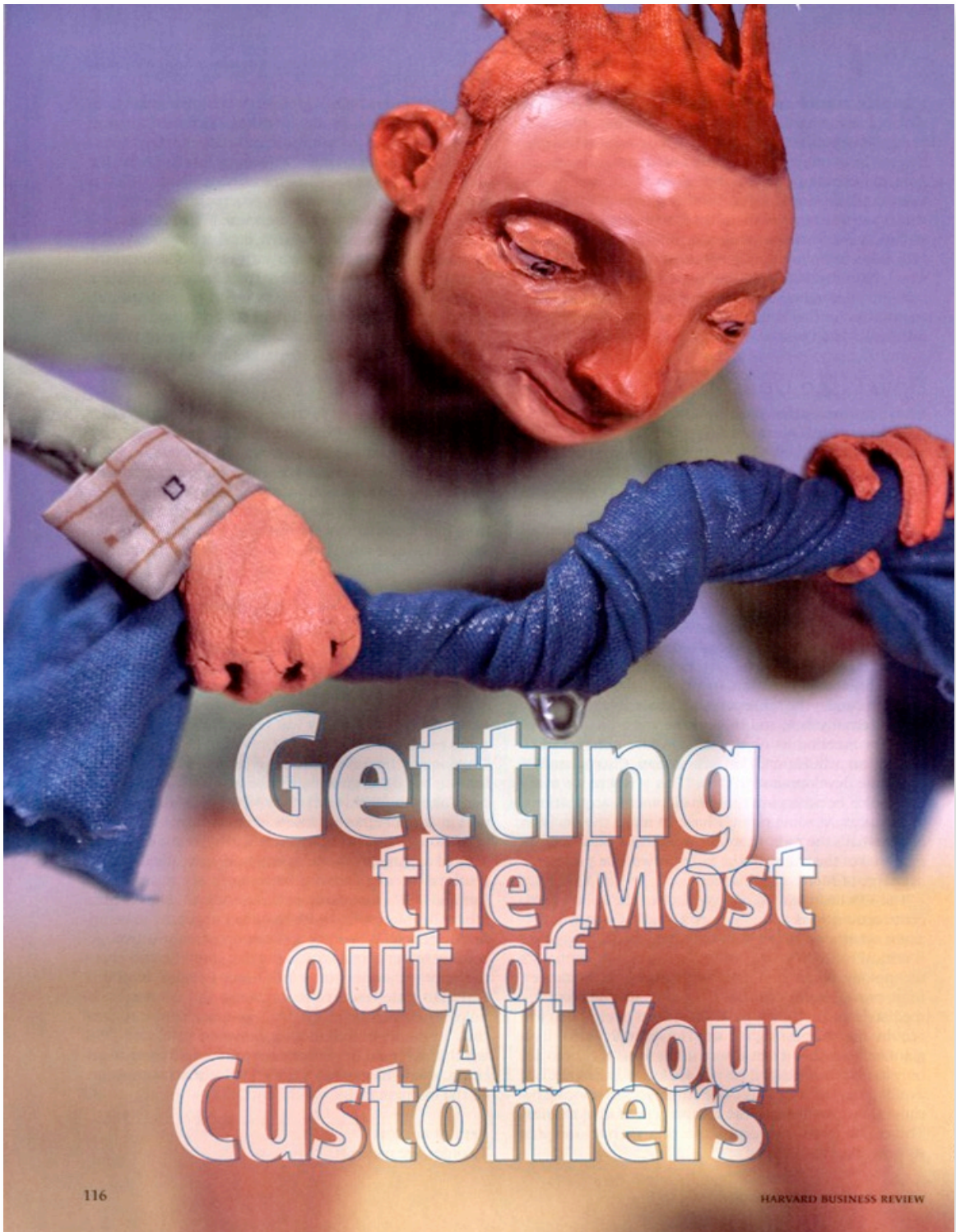
**Marketing for consumers
Rather than to consumers**





The Hidden Persuaders
1957





Harvard Business Review
July August 2004

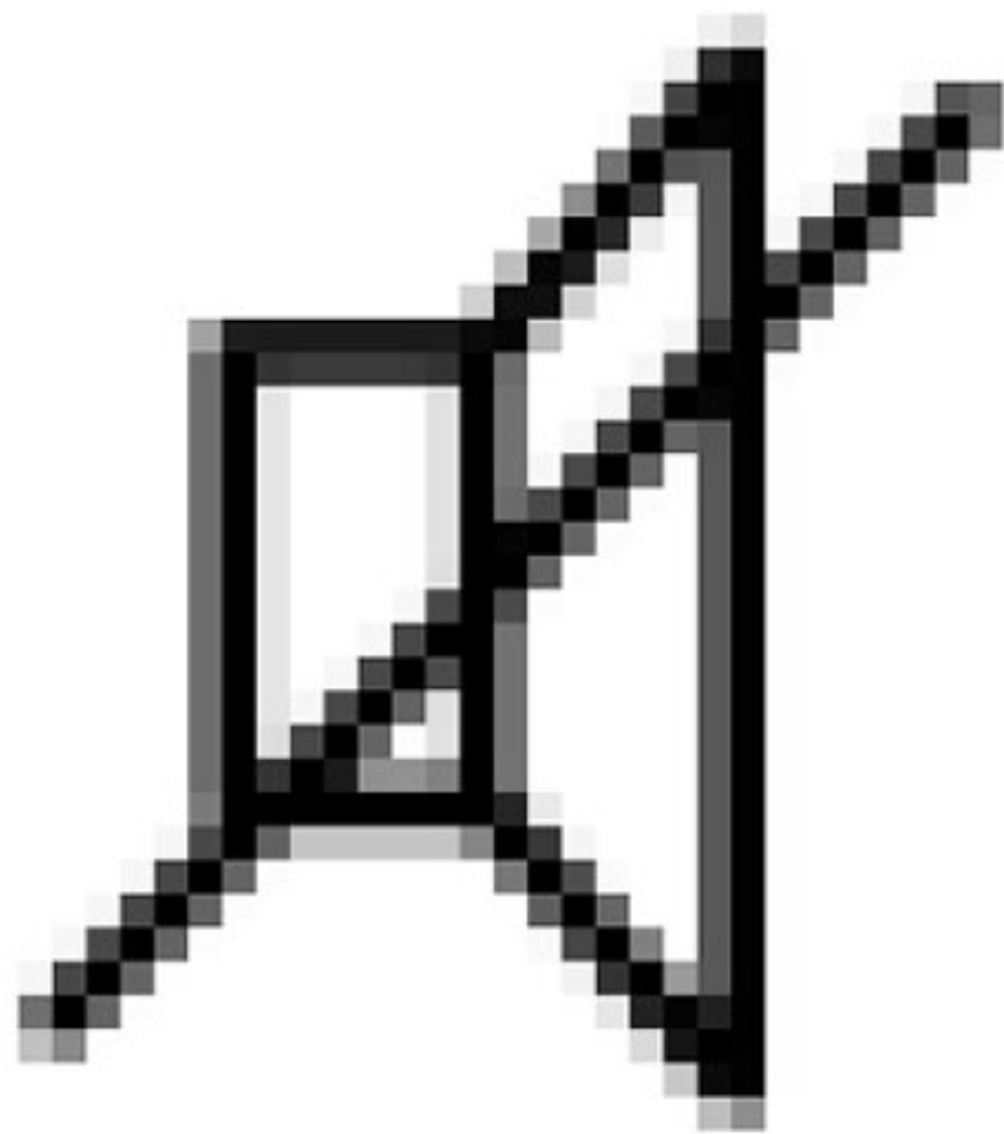


“TARGET”
“STRATEGY”
“CAMPAIGNS”



Harvard Business Review
July August 2004







Marketing intended to earn attention of consumers and to create value for them

Not just by sending them messages



Opportunity:

**Brands can feed peoples passions and interests
through content**



«*Social Content*»



**TERRITORY
& TONE**

**SOURCES
& FLUX**

0101110
01010011101010
**SOCIAL
INTELLIGENCE**
1010101010101010101
0101

**AUDIENCE
DESIGN**

**SOCIAL
ACTIVATION**



4 exemples of new brand attitude
"on social"

Example : Samsung Canada

Search

Samsung Canada ← Messages ⚙

 **Shane** Yesterday

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!

 galaxys3.png



 **Samsung Canada** 5 hours ago

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.

 SMemo_14.jpg



Write a reply... Reply



Example : Samsung Canada

Search

Samsung Canada Messages Settings

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SMemo_14.jpg



Write a reply... Reply



Example : Samsung Canada

MOBILE

Comment 26
Like 629
Tweet 692
Share 53
+1 150



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

MATT BURNS

Tuesday, August 28th, 2012

26 Comments



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 S3?" 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's now the proud owner of a Samsung Galaxy S III with his artwork adorning the backside — and he got the

GOT A TIP? TELL US.



TRENDING

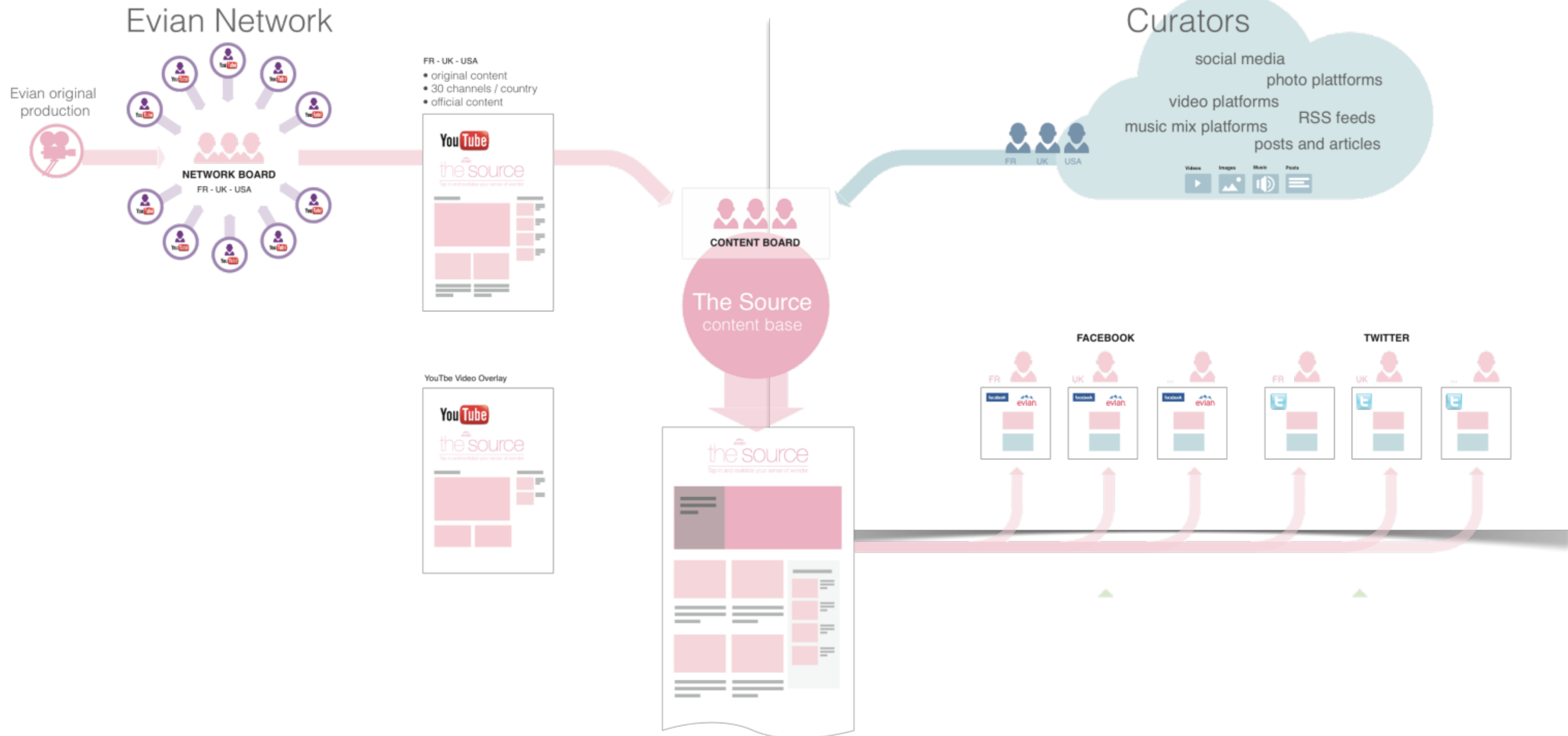
- facebook Investors Are Salivating Over Zuckerberg's...
- Windows Mayer To Yahoo!: You Can Have Any Cellphone You...
- Nice Phone, Apple, But What's The Deal With The...
- Why It's Never Mattered That America's Schools...
- Beats Targets The Business Traveler With...
- Rocket Internet: Is There A Method To Its...
- Google's



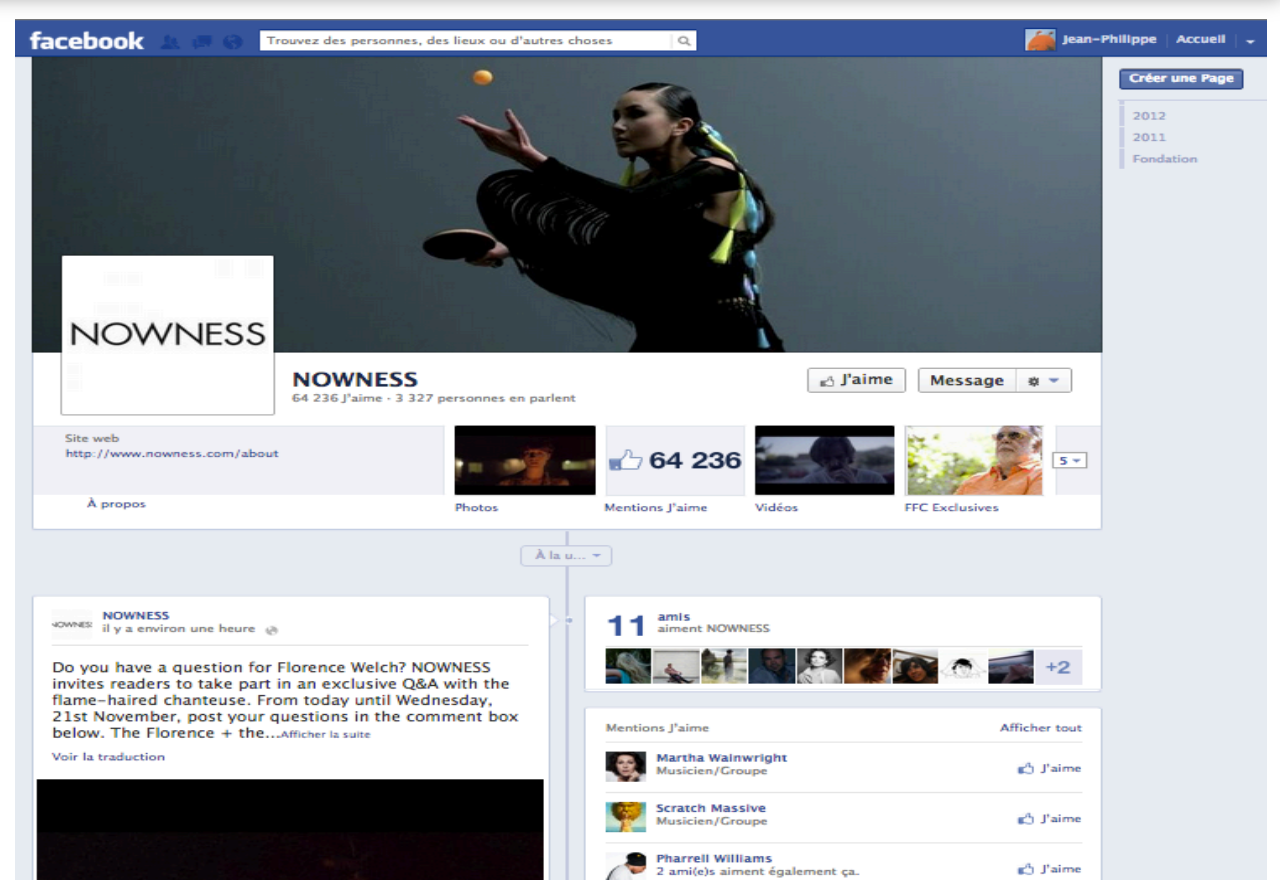
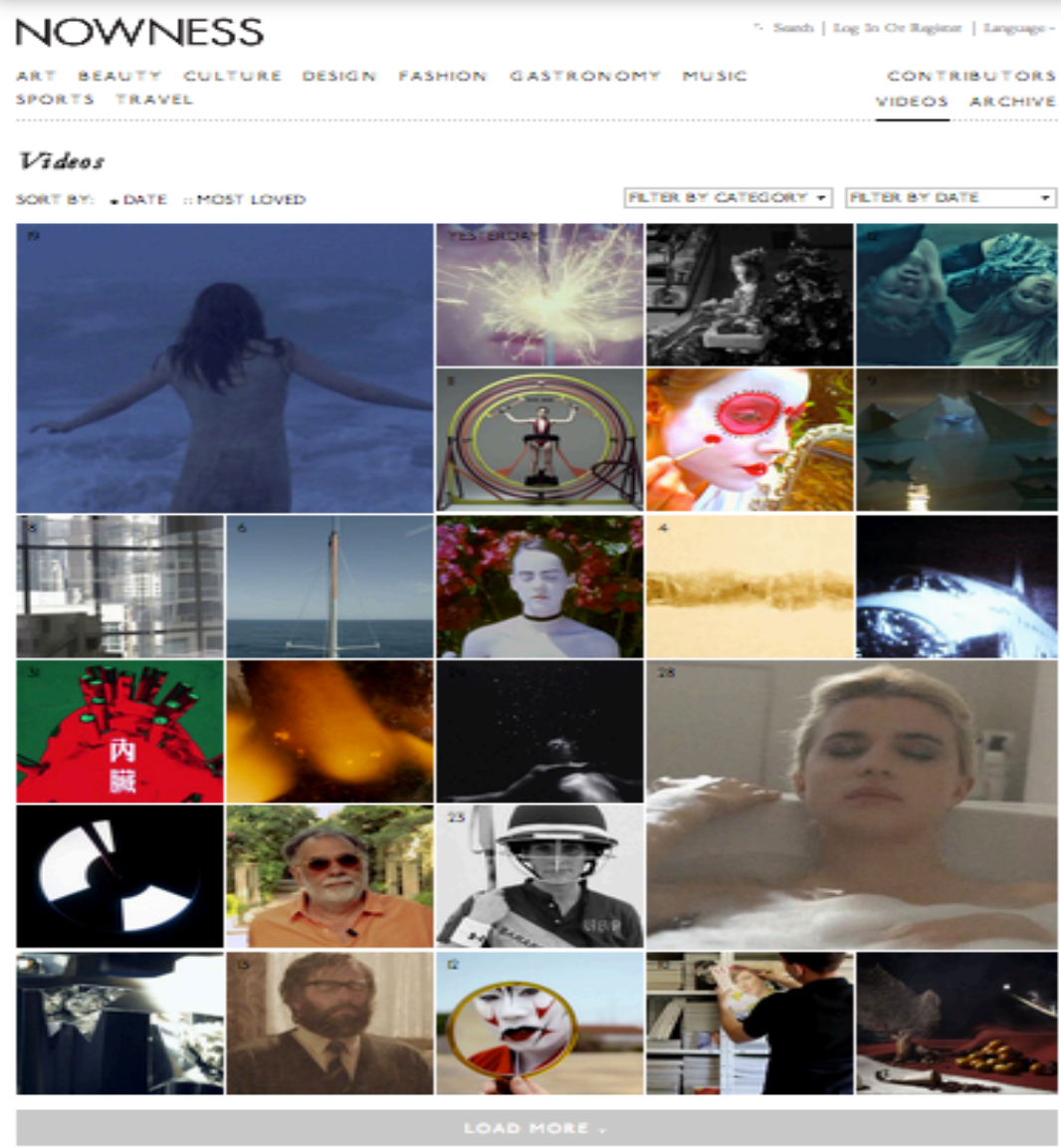
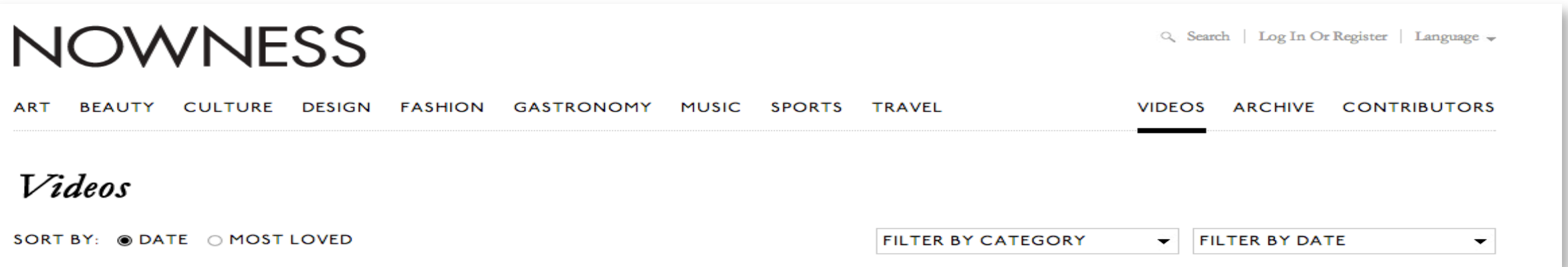
Example : Evian the Source



Example : Evian the Source



Example : Nowness



Example : Nissan LEAF The Big Turn On

THE BIG

TURN

100 DAYS TO GO
100% ELECTRIC
DRIVING



ON



TERRITORY & TONE

The “turn on”
of Electric Driving

SOURCES & FLUX

● CURATE

● INTEGRATE

ORIGINATE

0101110
01010011101010
SOCIAL INTELLIGENCE
1010101010101010
0101

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

THE BIG TURN ON
TURN ON TO 100% ELECTRIC DRIVING

24 WHAT'S HAPPENING TODAY

TAKE PART TO WIN A LEAF

LEAF CHALLENGE

THE WINNING BLOGGER

Yoann Nussbaumer

NUMBER OF COMMENTS: 29151

ABOUT HIM

YOUNG COMMENT

NISSAN FREE QUICK CHARGING PROGRAM

THE BIG TURN ON

Zero Emission

COMBIEN DE KM POUVEZ-VOUS ROLLER POUR 2€?

1000 KM POUR DE AVEC LA NISSAN LEAF 100% ELECTRIQUE

UNE BONNE RAISON POUR PASSER A LA CONDUITE 100% ELECTRIQUE

THE BIG TURN ON

msn

Yasushi Zonno shared a link. March 30

THE BIG TURN ON

THE BIG TURN ON - 100 JOURS POUR PASSER AU 100% ÉLECTRIQUE

the-big-turn-on.fr

VOUS VOTEZ POUR Paris POUR GAGNER DE NOUVELLES BORNES DE RECHARGE RAPIDE

yoann nussbaumer

THE BIG TURN ON



THE BIG TURN ON

destination

distribution

data

fuel

YOU'RE DRIVING 100% ELECTRIC

TAP THE SCREEN TO SHARE YOUR EXPERIENCE

LEAF



Official Trailer: Revenge of the Electric Car

TURN ON YOUR CITY

YouTube

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.

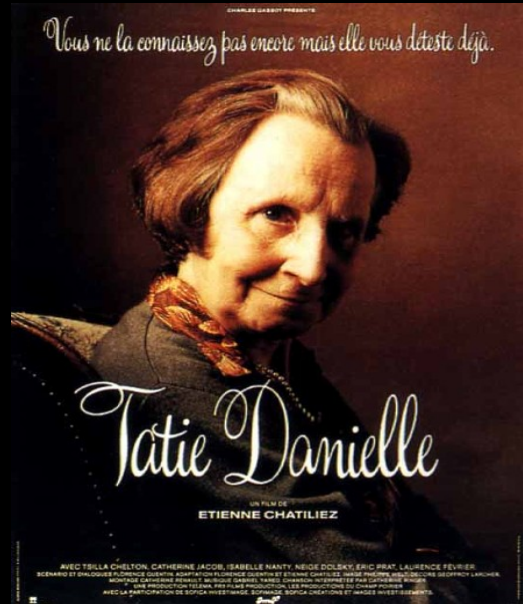
We will go through a few examples of this move

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



Étienne Chatiliez



Michel Hazanavicius

#3 Movie directors making commercials



Jean-Pierre Jeunet



Martin Scorsese



Guy Ritchie



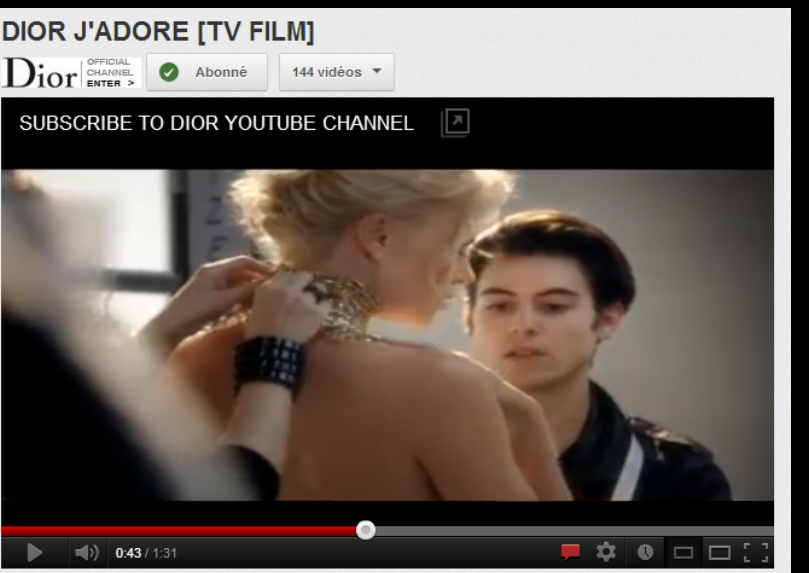
Ridley Scott



Darren Aronofsky



Sofia Coppola



Jean Jacques Annaud



Wim Wenders

#4 Commercials treated in the style of
short movies

L'Odyssée de Cartier

L'ODYSSÉE
de
Cartier

+ S'abonner

41 vidéos ▾



J'aime Ajouter à Partager

16 012 387

Publiée le 2 mars 2012 par [Cartier](#)

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

21 671 "J'aime", 437 "Je n'aime pas"

The SWAROVSKI Cinema Spot

swarovski

+ S'abonner

136 vidéos ▾



J'aime Ajouter à Partager

22 116

Ajoutée par [swarovski](#) le 26 janv. 2011

Full length version.

In 2010, Swarovski enlisted multimedia artist, photographer, and director Bruno Aveillan to make a cinema spot with them that would conjure

88 "J'aime", 2 "Je n'aime pas"



Manifesto, Yves Saint Laurent

Posted on novembre 20th, 2012 in: Movies



JAMES BORT

Ce site vous présente mes pérégrinations dans l'univers des arts, de la mode et de la création. Des flamboyants backstages des maisons de haute couture aux discrets 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 dévoile les coulisses.



[CONTACT](#) | [FACEBOOK](#) | [TWITTER](#) | [RSS FEED](#)

[MY BLOG IN ENGLISH](#)

#5 Original contents

Nothing but a real scenario



SHIFT

NissanUSA.com

Patrik Bergh: Nissan - Exit (Trailer)

PREVIOUS NEXT X



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 DiTV, character and location exposés 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"



Falling for You

A TARGET STYLE SHORT FILM

EPISODE 1 10/2 EPISODE 2 10/4 **EPISODE 3 10/9** LIVE EVENT 10/10

Like 1.7k Tweet

Falling for You

A TARGET STYLE SHORT FILM

Episode 3: Can Amanda and Joe execute the fashion event and find time for love?

Watch the film and heart your favorites. Then explore below.

[WATCH THE FILM >](#)

ADD TO MY FAVORITES

THE LOOK

02:11/03:08

TRANSCRIPT VIDEO QUALITY HIGH LOW

[view all](#) [view my favorites](#) [FILTER BY](#) [BACK TO EPISODE](#) [ALL PRODUCTS FROM FILM](#)

save & shop your favorites

#6 Participation, “Tell it your way”

Louis Vuitton, Journeys Awards / Wong Kar Wai...



LOUIS VUITTON EN CN
EXPLORE THE WORLD OF LOUIS VUITTON

THE SECOND EDITION
JOURNEYS AWARDS
with LUCA GUADAGNINO

THE WINNERS THE SHORTLISTED THE BRIEF THE JURY THE CEREMONY


JURY'S AWARD
YUKINORI MAKABE
The Sun And The Moon

PEOPLE'S CHOICE AWARD
ALEXIS WILLIS
Share

Youtube, "Life in a day" by Ridley Scott

Life In A Day

lifeinaday + S'abonner 64 vidéos ▾



J'aime le football.

0:51:00 / 1:34:57

J'aime Ajouter à Partager


6 194 680

Ajoutée par lifeinaday le 21 janv. 2011

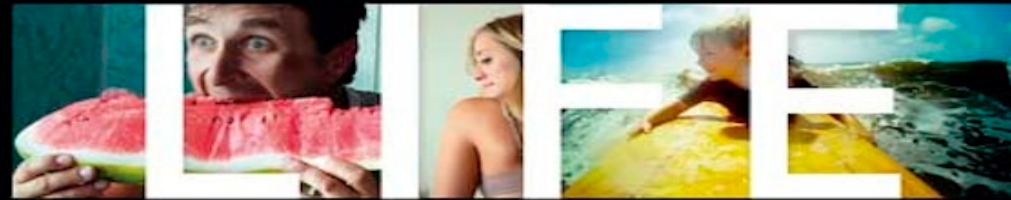
Life In A Day is a historic film capturing for future generations what it was like to be alive on the 24th of July, 2010. Executive produced by Ridley Scott and directed by Kevin Macdonald.

Soundtrack available here @ <http://goo.gl/N9F6O>

For more information on Life In A Day, visit <http://www.youtube.com/lifeinaday>.



Life In A Day



NATIONAL GEOGRAPHIC ENTERTAINMENT AND YOUTUBE PRESENT
A FILM DIRECTED BY KEVIN MACDONALD PRODUCED BY RIDLEY SCOTT
FILMED BY YOU



NATIONAL GEOGRAPHIC ENTERTAINMENT YOUTUBE RIDLEY SCOTT & TONY SCOTT PRESENT A HISTORIC FILM PRODUCED BY KEVIN MACDONALD & TONY SCOTT
DIRECTED BY KEVIN MACDONALD EDITED BY JOE WALKER MUSIC BY BARRY GRESHAM WALLIAMS COSTUME DESIGNER MATTHEW ROBERTS
PG-13 PARENTS STRONGLY CAUTIONED
ONLY IN THEATRES STARTING



Collaboration with brands is an opportunity

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





DIGITAS NEWFRONT 2012

