

Marketing & Media Ecosystem 2010 and the Best Campaigns of 2009

Dear reader,

Many advertisers will long remember 2009 as a turbulent year that led them to re-think their core business strategies and processes. The start of a fresh year might therefore be a good time to look forward and start anticipating the developments and trends in online video advertising that loom at the horizon. This month's go viral newsletter will highlight some of the key trends and developments from the Marketing Media & Ecosystem 2010 study. In addition, we will look back on the past year in terms of an interesting overview of what we consider the five best online video campaigns of 2009.

All of us wish you an inspiring 2010.

Hitting the ground running: The Marketing & Media Ecosystem 2010

The media environment is becoming ever more complex and the focus is shifting from traditional media channels to the digital space. This means that many companies will reconsider their existing marketing agendas and capabilities for the year 2010. The [Marketing Media & Ecosystem 2010](#) study offers some interesting food for thought. It is based on responses from over 250 marketers as well as in-depth interviews with over seventy-five leading marketers, agencies, and media company senior executives (CMO, CEO and VP). The study highlights some of the key trends that marketers and their agencies are expecting for 2010. In a nutshell, the most significant developments for 2010 are expected to be the convergence of media and technology, combined with the fragmentation and personalisation of media. These changing dimensions mean that the connection between marketers and end users will be re-defined in the near future. Here are the six key themes emerged from Marketing & Media Ecosystem 2010 study:

1. Marketing as Conversation. The balance of power in marketing is shifting in favour of the consumer. From the consumer's perspective, your advertising message is only one small element in a universe of non-stop communication through social network sites, blogs, forums, mobile phones, YouTube, and other channels. Advertisers need to listen, facilitate, and create advocacy. Marketing will be less about pushing messages *at* consumers and more about co-creating experiences *with* consumers. As Nike's UK marketing chief Simon Pestridge puts it: "We don't do advertising any more. We just do cool stuff. [...] Advertising is all about achieving awareness, and we no longer need awareness. We need to become part of people's lives and digital allows us to do that."

2. Media: The New "Creative". Marketing message distribution – timing, context, and relevance – is becoming as important as creative execution. Marketing is now about conversations. Media planning and strategy are becoming more important as they facilitate the channels for these conversations and can hence make or break a campaign. Brewing company Anheuser-Busch has always been a brand famous for creating "water-cooler worthy" television spots. Executive VP Robert Lachky: "Television will always play a key role for us, but we are looking to engage other media forms and expand messaging across many consumer touchpoints. [...] The buzz marketing around having "forbidden" Super Bowl spots exchanging hands virally was a huge win for us." Over 80% of participants in the survey agreed that communications planning capabilities will be critical in moving forward. In practice this means that expert know-how about distribution and tracking of branded content will become an indispensable component of every campaign.

3. Marketing + Math. The amount and richness of numerical marketing metrics has grown drastically over the past years and will continue to do so in the future. This means that technologies, data capabilities, and speed can establish a competitive advantage. Easier access to click-through rates, play-to-end rates, country and channel details, viewer behaviour, and many other metrics will improve transparency and accountability in online advertising. Carla Hendra, co-CEO of Ogilvy North America: "The increase in availability, usability, and affordability has changed landscape. Historically, data had been hard to get, expensive to manipulate, and difficult to manage." New digital tools, predictive models, and behavioural targeting will turn insight into foresight.

4. Mind the Gap. The gap between spending on traditional media and digital media advertising is slowly decreasing. However, most marketing budgets still allocate just 5 to 10 percent of their financial resources to digital media. Whereas some industries (e.g. telecommunications, travel) are becoming "digitally mature", others (e.g. consumer goods) are slow to make the transition. Marketing spending in digital media is slowly but surely starting to get in synch with consumer behaviour shifts. T-Mobile and Microsoft are examples of brands that have successfully broadened their digital philosophies and are now at the forefront of online media advertising. For example, T-Mobile's Life's for Sharing campaigns have put the brand's online video advertising on the map. When the divide between traditional and non-traditional media will end remains to be seen.

5. The "Digital-Savvy" Organisation. Technology without an aligned organisation, the right talent, and a progressive culture is inadequate. Functional skills are rising to the level of brand strategy. Yet, less than one in four participants in the survey considered their organisation to be "digitally savvy". Many of them blame insufficient senior organisational support and the lack of experience in new media advertising. Nike's Simon Petridge: "I don't care about individual platforms and how much we spend on them. All I care about is good ideas." For a brand like Nike this means that, at this point in time, digital is often in the driving seat. Recruiting talent with adequate digital knowledge is of top concern.

6. The Network Effect. The marketer–agency–media value chain is becoming more complicated and less straight forward. A single company may have more than 20 points of contact with various agencies – a creative agency, a media buying agency, a digital agency, a direct agency, an ethic agency, a mobile marketing agency, a PR company, and so on. Partnerships and collaboration among agencies, media companies, and marketers will grow in number and depth. It seems likely that new players will assume important roles and continue to reshape the value chain. One leading marketing VP explains: "The entire agency model 'value network' is based on the value of an idea, and each agency wants to protect, block, and own that idea. The model needs to change; ideas need to be shared across agencies." Boundaries between tasks and responsibilities are getting blurred and integration and coordination of ideas across marketing channels is crucial.

On the basis of these six key industry developments, the study concludes that marketers need to adapt to these rapid changes in their business environment. It mentions media fragmentation, new technologies, personalisation, and consumer power as the most influential driving forces in 2010. Taking a more consumer-oriented approach with your marketing actions is one of the main challenges for the coming year. Rather than machine-gunning consumers with the company's marketing communications, the role of the marketer will be to facilitate conversations *with* and *between* consumers. Brands that want to be present where their customers are can no longer regard digital and interactive media as "niche" capabilities.

The Top 5 Best Viral Ads of 2009

2009 was by no means a dull year when it comes to online video advertising. Advertisers were keen to try out some new and exciting tools and approaches, resulting in some great and innovative campaigns. Therefore, we would like to present you with a Top 5 of Best Viral Ads of 2009. The selection criteria for this list are a mixture of creativity, industry recognition and view count. The number of total views is based on the Viral Video Chart by Unruly Media and includes online views only. Needless to say, the list is based on our opinion and is therefore by definition subjective. Nonetheless, we believe that it covers some of the best campaigns produced in 2009 in a fair ranking order. Sit back and enjoy...

1. Dance

Brand: T-Mobile
Agency: Saatchi & Saatchi London
Total views: 20,155,000+

2009 was the year in which T-Mobile redefined the flash mob with this great campaign that has so far generated a whopping 20 million views. A group of 300 dancers gives an unexpected performance at Liverpool Street Station in London. Hundreds of unsuspecting passersby get so excited by the whole act that they decide to join the performance spontaneously. T-Mobile has managed to reach a massive audience and spread its message of 'Life's for Sharing'. The campaign can be considered a tremendous success as it has created strong buzz for the brand and thereby strengthened the brand image and message.

Click [here](#) to watch the video.

2. Carousel

Brand: Philips
Agency: Tribal DDB Amsterdam
Total views: 1,250,000+

This beautiful campaign for Philips is an excellent runner up is. To demonstrate the unique cinema format of its new televisions, the brand created this epic 'frozen moment' cops and robbers shootout sequence that includes clowns, explosions, a decimated hospital, and heaps of broken glass, bullet casings and money. The campaign's microsite cleverly extends this intense experience by allowing users to 'spin' through the film's single take shots repeatedly and to stop on a specific frame. The cinematographic quality of the campaign is simply fantastic, making the video highly engaging content for the viewer. Not surprisingly, the campaign has been awarded with the Cannes Lions Film Grand Prix 2009.

Click [here](#) to watch the video.

3. Best Job in the World

Brand: Tourism Queensland
Agency: Cummins Nitro
Total views: 535,000+

The biggest success factor of this campaign for Tourism Queensland is that it extended well beyond the web audience. The campaign was advertising the seemingly too-good-to-

believe job of Island Caretaker of a paradise island in the Australian Great Barrier Reef. Job responsibilities include feeding the fish, cleaning the pool, and collecting the mail. This unusual job vacancy sparked a great deal of attention all over the world and soon the debate about whether or not it was a genuine job being advertised took off. With this unique campaign Tourism Queensland has pulled off the world's greatest PR stunt of 2009.

Click [here](#) to see the video.

4. Danny McAskill

Brand: Inspired Bicycles
Agency: N/A
Total views: 13,800,000+

This impressive video features Inspired Bicycles team rider Danny MacAskill performing some amazing daredevil stunts in the streets of Edinburgh. It was shot by Dave Sowerby over a period of several months and shows some very difficult tricks and jumps that make you wonder what bicycles are capable of. The video benefits from excellent product placement and good content that is extremely relevant for the brand's target audience. The video was posted on nearly 3,000 blogs and has generated many thousands of good user comments and tweets.

Click [here](#) to watch the video.

5. Choose a Different Ending

Brand: droptheweapons.org
Agency: MCBBD, MediaCom
Total views: 500,000+ (first video only)

Droptheweapons.org is an online platform run by the Metropolitan Police Service of London that aims to make people more aware of the consequences of carrying a knife or gun. A very innovative aspect of this great campaign is that it includes a great deal of interactivity. The choice that the viewer makes determines how the story unfolds. Overall, this is a very powerful campaign that makes the user immerse and become part of the story. It makes very clever use of the new features of user engagement and interactivity that set viral advertising apart from traditional media.

Click [here](#) to watch the video.

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Best regards,

Arthur Hendrix, Editor