

Конвергенция Данных / Измерений и Медиа

Российский интернет-форум

22 апреля 2009

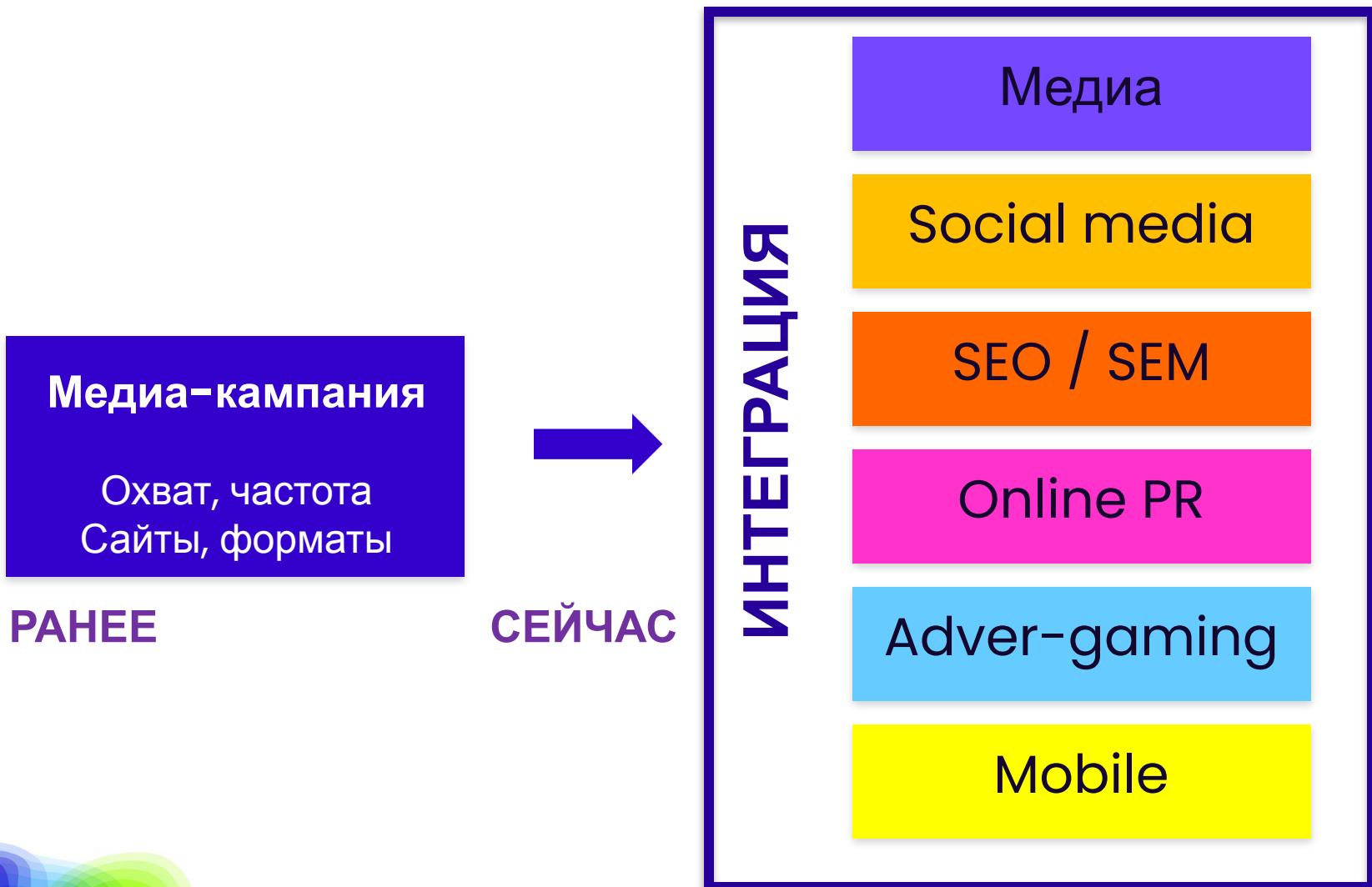
Ralph Folz, Global Chief Operating Officer

Isobar



isobar

Новый уровень задач рекламодателей





Clean & Clear (J&J) – интегрированная кампания



КАНАЛЫ ПРОДВИЖЕНИЯ И ИНСТУРМЕНТЫ:

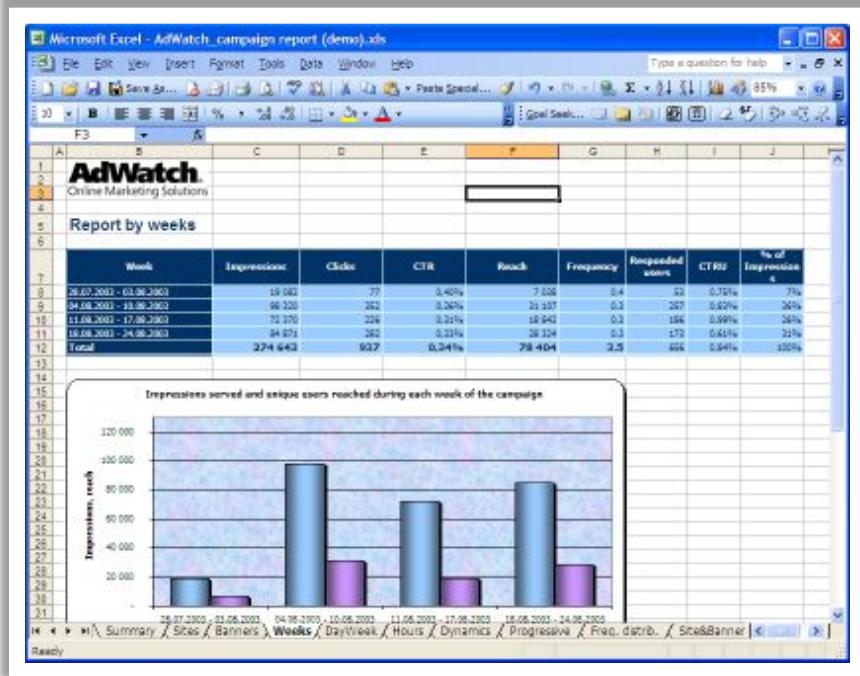
- брендированный видео-канал на mail.ru
- создание и продвижение игры-викторины
- медиа-кампания на порталах и в блогах с таргетингом на тинейджеров
- поисковая кампания с таргетингом на тинейджеров по поисковым запросам
- social media – посев видео-материалов в блогах, создание и поддержка профайлов героев сериала в социальных сетях

AdWatch®

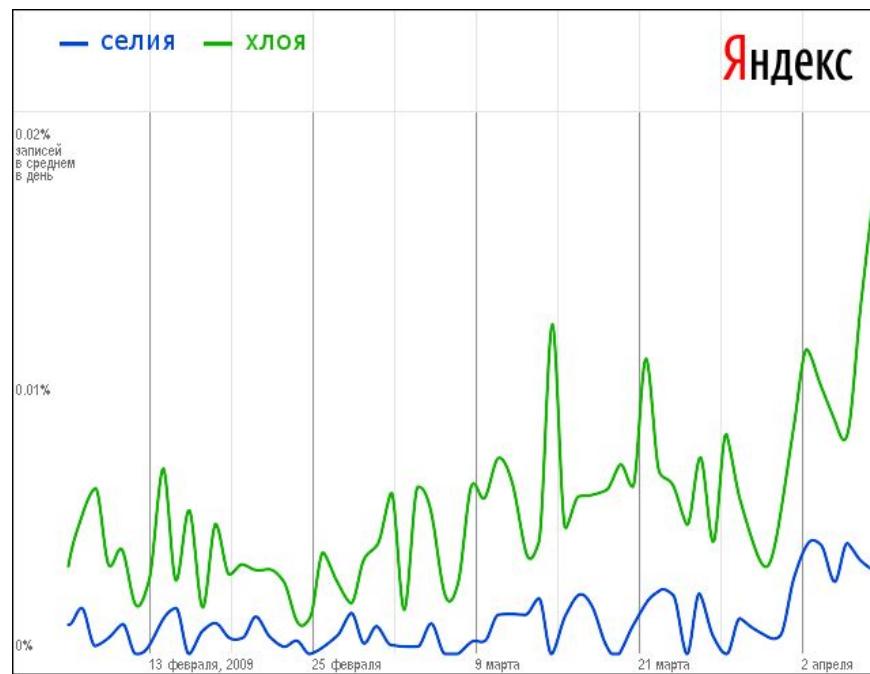
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Трекинг результатов

Статистика кампании



Статистика блогосферы



- Статистика медийной кампании (**ad serving**), статистика поисковой рекламы (**Яндекс**), статистика по просмотрам видео (**Mail.ru, adserving**), статистика полученных публикаций (**яндекс, мониторинг блогов и СМИ**), статистика посещаемого сайта и т.п.

Outline:

- Introduction
- Collision of Data / Technology & Media
- 3 Challenges
 - Big players: “All things to all people”
 - Lack of interoperability
 - Need an online/offline “currency”
- 3 Things to do. What to do if you....?
 - are an agency
 - are an advertiser
 - are an entrepreneur



A E G I S
M E D | A



Carat

Vizeum
[connections]

Posterscope
Worldwide



- Isobar: Digital Marketing arm of Aegis Media
- 3,500 people in 40 countries
- 90 people in Russia (AdWatch/Isobar)
- Offerings include: Online Media, Search, Mobile, Social Media, Creative, Web Consulting & Build and Sustainability

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My Background

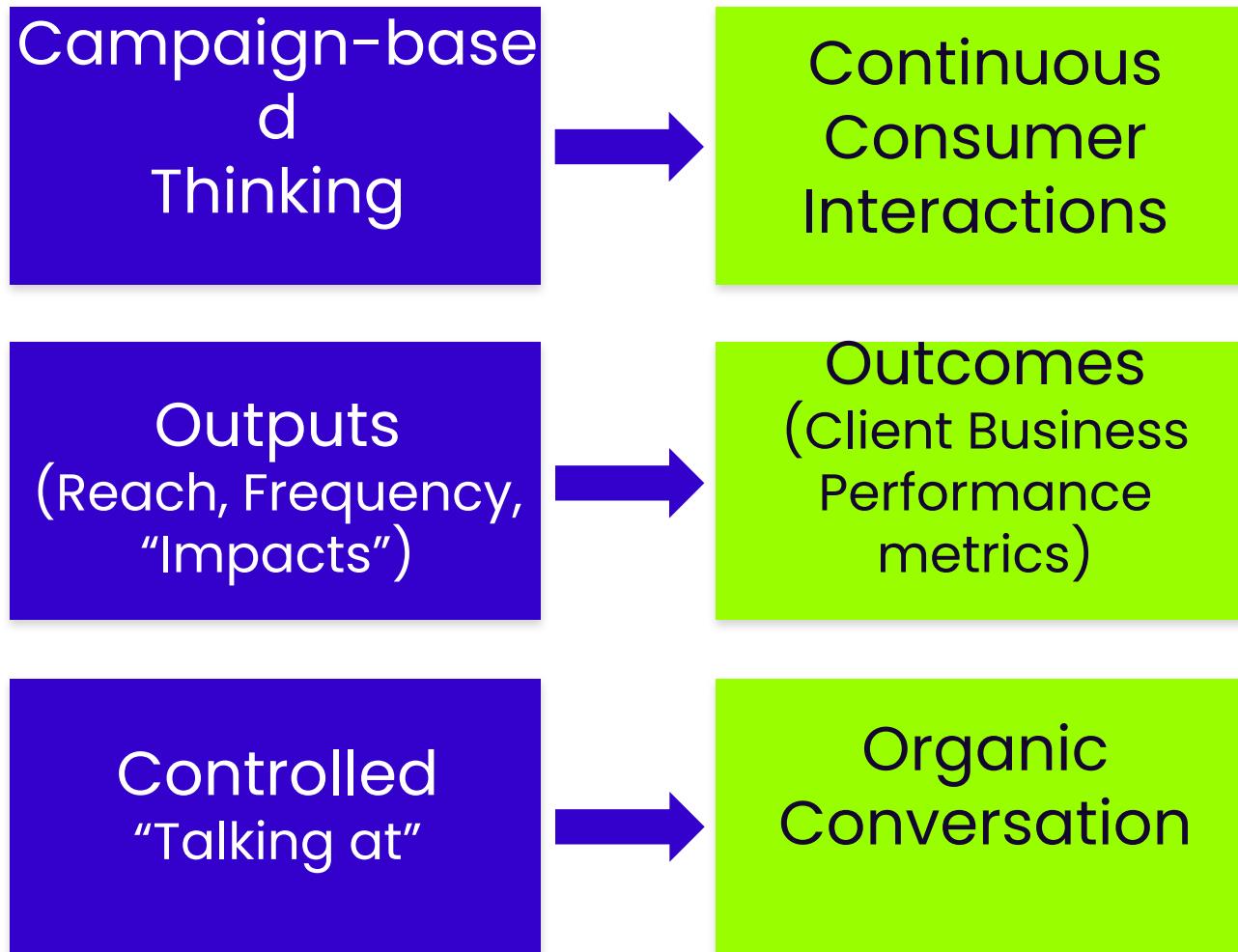
- Entrepreneur: Founded Molecular (<http://www.molecular.com>) in 1994. Web Consulting and Build
- Molecular acquired by Isobar in 2005
- Currently Global Chief Operating Officer of Isobar

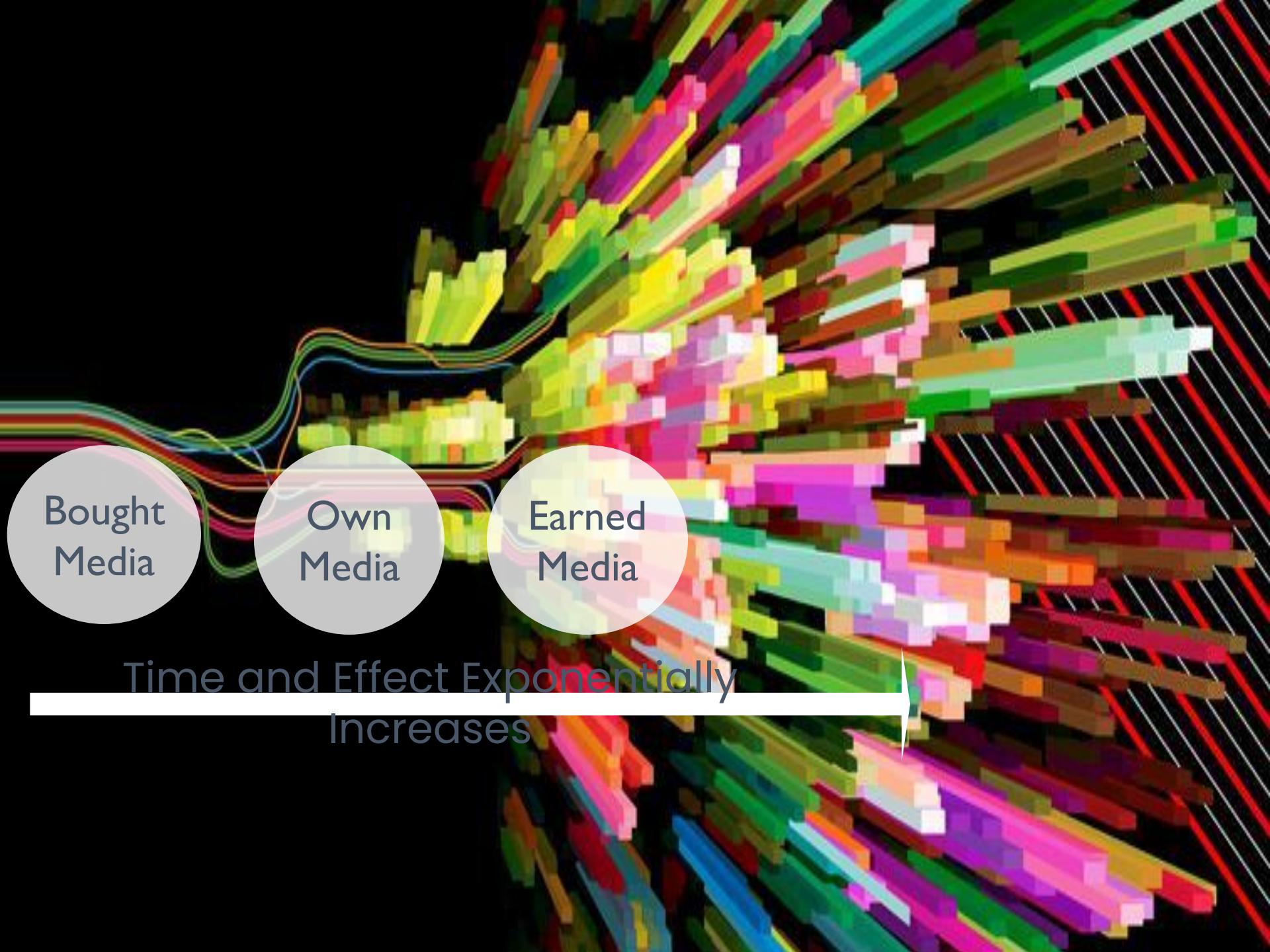




Data – Technology and Media are Colliding

We need to change marketing priorities





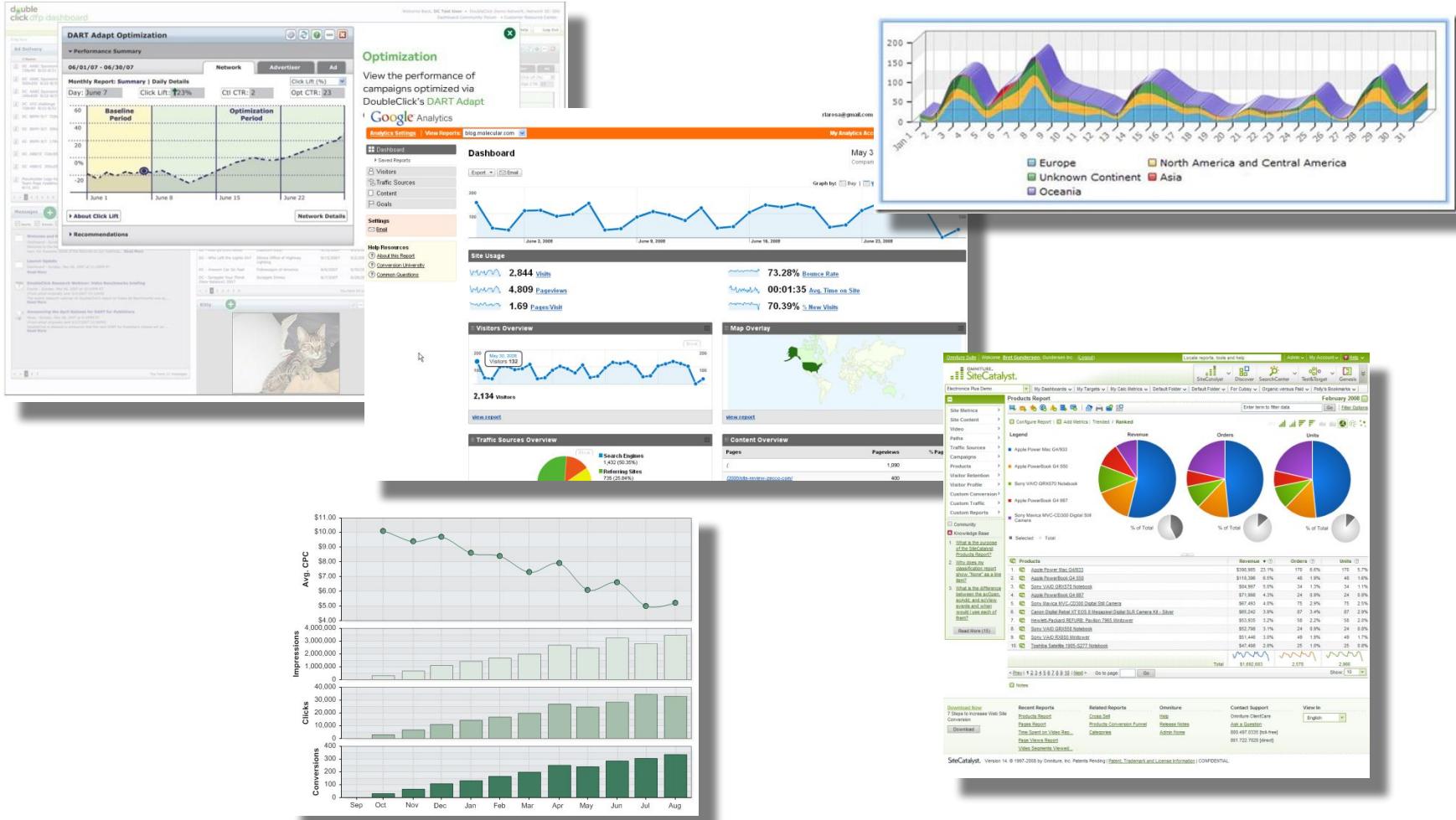
Bought
Media

Own
Media

Earned
Media

Time and Effect Exponentially
Increases

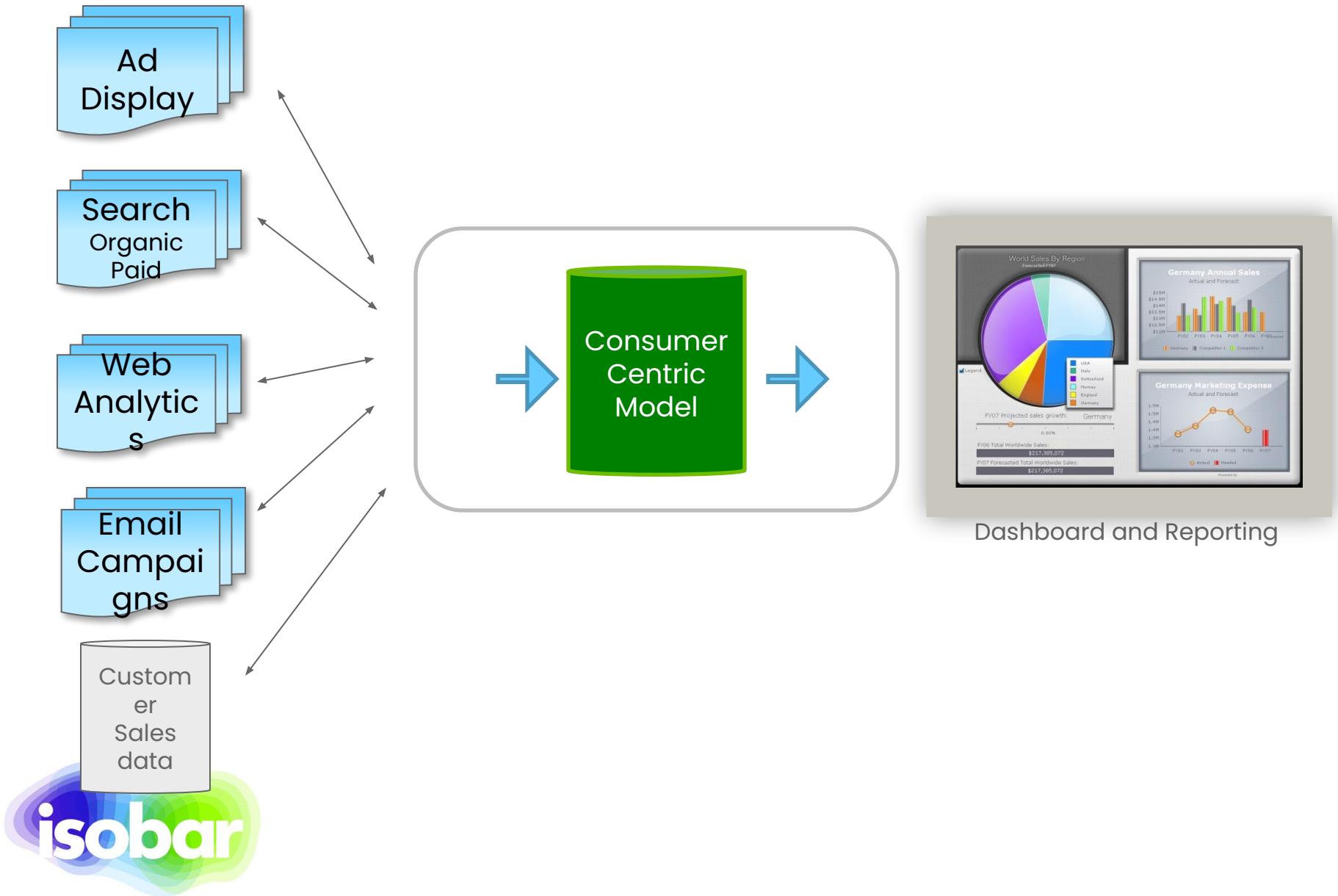
Every region with one-off solutions and silos!





And it only has some of the information you need

Think “Consumer Centric” not “Campaign Centric”



Beliefs

- Consumer Centric data model
- Data gets smarter with every touch point with the brand
- Leverage industry standards. Integrate instead of Build
- Collecting data, and making it transparent (reporting) is only step one. Turning the data into knowledge and actions is the real objective



Challenges

- AOL, Google, Yahoo, MSN:
 - For the advertiser?
 - Are they a publisher?
 - Are they an exchange?
 - Yes to all ! – creates a challenge
- Lack of interoperability. Need more help from trade associations. Goal: Open source / open architecture.
- Need more innovation around connecting online and offline.



What to Do:

- If an Agency: Get data & technology savvy FAST! Build talent, embrace technology.
- If an Advertiser: For every initiative, think about the data. Own it. Aggregate it. Leverage it.
- If an Entrepreneur: Start companies! Massive opportunity!

