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work

## Integrating Online and Offline

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24 March 2009

design  
interaction



## Описание проекта “Мы интегрируем онлайн и оффлайн”

- 1. Задача:** Рассказать, что M! Network, голландская консалтинговая фирма, помогает компаниям интегрировать онлайн маркетинг-каналы и медиа (баннеры, контекстную рекламу, онлайн видео...) и оффлайн (телевидение, наружка, принт...)
- 2. Целевая аудитория:** Директора по Маркетингу крупных компаний
- 3. Стратегия:** Мы не хотели рассылать традиционные брошюры, ибо большинство брошюр попадает в мусорный ящик. Мы решили использовать веблоги о маркетинге, чтобы привлечь внимание к услугам M! Network. Мы знали, что директора не читают блогов, зато их подчинённые блоги посещают регулярно
- 4. Решение:** Мы разместили “printable” баннеры на вебблотах. Посетители блогов могли распечатать брошюру, кликнув на баннер, и показать её своему директору. Интегрировав интернет (баннеры) и принт (брошюры), мы продемонстрировали, как M! Network интегрирует онлайн и оффлайн медиа



# Так выглядела первая баннерная кампания. Читатели блогов видели в баннере только первую часть рекламного сообщения

M! Network integrates online and offline marketing - Windows Internet Explorer

http://novocortex.com/festivals/m/integrate/index.htm

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## PICNIC interviewt Werner Vogels (CTO Amazon)

Matthijs van den Broek maandag 1 september 2008, 9:04

Rubriek: [Bedrijven en personen](#) | Bekeken: 938 keer (195 keer doorgeklikt)

Vooruitblikkend op [PICNIC '08](#) (Marketingfacts is mediapartner) hield [Monique van Dusseldorp](#) een interview met [Werner Vogels](#), de huidige CTO van [Amazon.com](#). Alleen hij, en Jeff Bezos mogen in het openbaar namens Amazon.com spreken. Dus als een hoge pief van Amazon zijn mond open doet, is dat het vermelden wel waard.



Van Dusseldorp wil van Vogels weten hoe hij bij Amazon terecht is gekomen, of hij het universitaire leven niet mist, hoe het contact met Jeff Bezos precies in elkaar zit. Vogels praat over A9 van Amazon (eigenlijk wil hij daar niets over kwijt), en over Nederlandse start ups: 'I am psyched to see the Dutch and European startup getting better support and really getting off the ground. I have come to know many European entrepreneurs throughout the past year and their passion and focus is on par with that of their Silicon Valley counter parts, and their creativity and drive for innovation can rival any business in the world.' Lees hier het hele [interview met Werner Vogels](#) op de site van PICNIC.

[Reageer](#) | [Print](#) | [Stuur door](#)



## Een jaar na de e-mailmarketingconferentie



### Marketingfacts Cursussen

> [Cursus Conversietips](#) 18 september 2008 over 2 weken

> [Cursus Webanalytics](#) 25 september 2008 over 3 weken

> [Cursus Online Klantervaringen](#) 14 oktober

> [Cursus Usability Engineering](#) 31 oktober

> [Cursus Conversietips](#) 20 november 2008

[Meer](#)

Кликни на screen-shot, чтобы посмотреть, как эта концепция работала в реальной жизни (для этого нужен доступ в интернет)

Gereed

Internet | Beveiligde modus: ingeschakeld

M! Network integrat...

Novocortex\_Integrat...



# Зрители кликали на кнопку "Принт" в баннере, чтобы увидеть полное сообщение (и одновременно распечатать брошюру)

M! Network integrates online and offline marketing - Windows Internet Explorer

http://novocortex.com/festivals/m/integrate/index.htm

**Afdrukken**

Algemeen Opties

Printer selecteren

- Printer toevoegen
- Canon MP600 Printer
- Microsoft Office Document Image Writer
- Microsoft XPS Document Writer

Status: Offline  Naar bestand

Locatie:

Opmerking:

Afdrukbereik

Alles  Selectie  Huidige pagina

Pagina's:

Geef een enkel paginanummer of paginabereik op. Bijvoorbeeld: 5-12

Aantal exemplaren:

Sorteren



emmy M! Jobs M! Freelance M! Reporter M! Toolbox

Partners RSS? Uitloggen Jouw profiel Plaats bericht Tool

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CTO Amazon)

geklukt)

ner) hield  
de huidige  
het openbaar  
amazon zijn

MARKETINGFACTS  
HELPS YOU TO  
ONLINE MARKET  
OVERALL MARK

**PRINT TO GET THE FULL MESSAGE**

**MY PRINTER IS DISCONNECTED**

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  - > [Cursus Webanalytics 25 september 2008](#) over 3 weken
  - > [Cursus Online Klantervaringen 14 oktober 2008](#) over 6 weken
  - > [Cursus Usability Engineering 31 oktober 2008](#) over 9 weken
  - > [Cursus Conversietips 20 november 2008](#) over 11 weken
- [Meer](#)

**Een jaar na de e-mailmarketingconferentie**



Чтобы понять текст, зрителям нужно было приложить отпечатанную брошюру к экрану компьютера. Интегрировав тем самым онлайн и оффлайн:-)

The screenshot shows a web browser window. At the top, a banner features a woman's face and the text "click here to get insite" next to the "advertising" logo. Below the banner is a navigation menu with links like "M! Jobs", "M! Freelance", etc. A search bar and "Uitloggen" link are also visible. The main content area displays a large banner with the text "MARKETINGFACTS HELPS YOU TO INTEGRATE ONLINE MARKETING INTO YOUR OVERALL MARKETING STRATEGY". Below this banner is a button that says "PRINT TO GET THE FULL MESSAGE" and a smaller button that says "MY PRINTER IS DISCONNECTED". To the right of the main banner is a vertical text "Combine with the banner to get the full message" and the "MARKETING FACTS" logo. Below the main banner is a section titled "Marketingfacts Cursussen" with a list of courses and their dates. At the bottom of the browser window, the address bar shows "Internet | Beveiligde modus: ingeschakeld" and the language is set to "NL".

A vertical banner advertisement. On the left side, there is vertical text that reads "Combine with the banner to get the full message". The main part of the banner has a dark background with white text that says "MARKETINGFACTS HELPS YOU TO INTEGRATE ONLINE MARKETING INTO YOUR OVERALL MARKETING STRATEGY". At the bottom right of the banner is the "MARKETING FACTS" logo, which consists of a blue square with a white "M!" and the words "MARKETING FACTS" next to it.

**M! Network helps you to integrate online and offline marketing**

**Each medium has its advantages. Internet allows us to interact with our**

The Internet Strategy Aud sessions and costs from €





В этой анимации обе части сообщения соединялись, а под ними на экране появлялась брошюра M! Network

M! Network integrates online and offline marketing - Windows Internet Explorer

http://novocortex.com/festivals/m/integrate/noprinter\_nl/index.html

Google

Combine with the banner to get the full message



## M! Network helps you to integrate online and offline marketing

**Each medium has its advantages. Internet allows us to interact with our customers. Print gives us more time and space to tell our story. But in order to maximize effects of our marketing campaigns, we need to integrate online and offline marketing. This is what M! Network does. We help**

The Internet Strategy Audit consists of 3 in-company sessions and costs from € 8.000:

1. In the first session, you get insight in the latest digital trends, and how they change consumer behaviour. You learn what instruments of online marketing work and what don't. Including examples and best practices in your industry.
2. In the second session, you define marketing and



# Во второй кампании мы интегрировали видео с интернетом и принт-медиа, включив видео в наш баннер

M! Network integrates online and offline marketing - Windows Internet Explorer

http://novocortex.com/festivals/m/banner.html

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Gereed



M! Network integrat...

Novocortex\_Integrat...



Internet | Beveiligde modus: ingeschakeld



Кликнув на баннер, зрители обнаруживали, что видео является частью онлайн игры. И узнавали, что голландцы тратят столько же времени на онлайн игры, сколько на чтение журналов

M! MARKETING FACTS

Marketingfacts M! Marcom Top 100 M! Academy M! Jobs M! Freelance M! Reporter M! Toolbox

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Kies een rubriek  Zoek Uitgebreid

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### M! Network helps you to integrate online and offline marketing

Serge Fenenko (M! Network)

Category: [Internet marketing](#) | [Strategy](#)



Each medium has its advantages. Internet allows us to interact with our customers. Print gives us more time and space to tell our story. But in order to maximize effects of our marketing campaigns, we need to integrate online and offline marketing.

This is what M! Network does. We help your company to integrate internet into your overall marketing strategy.

We use our proprietary Internet Strategy Audit method to do it. The ultimate goal of the Audit is helping your company to use internet more effectively in your branding and marketing campaigns. The main output of the Audit is a clear and realistic marketing plan, including Top 10 steps to improve your marketing performance. And our recommendations how to implement these improvements within 2-6 months.

The main advantage of the Internet Strategy Audit is that you get immediate results. More visitors to your website, higher positions in search results, more clicks on your banners and Google ads, more interaction with your customers. Our recommendations are based on the vast marketing expertise of Novocortex and other 14 members of the Dutch M! Network. We have been managing online campaigns for 9 years, in Western and Eastern Europe. So we know exactly what internet marketing instruments actually work and what don't - from search engine marketing and banners to online video, weblogs and ads on social networks.

POSITION 1 of 8

LAP TIME 00:30.498

SCORE 128 600

178 km/h

Did you know that the Dutch spend as much time gaming online as reading magazines?

If not, read how M! Network can broaden your marketing horizons!



## Результаты

1. Click-Through Rate (рейтинг кликов) баннеров – 0.72%; средний CTR в Голландии – 0.1-0.2%
2. 48% тех, кто кликнул на баннер, выбрали кнопку “Print” и распечатали брошюру. 52% кликнувших выбрали кнопку “Мой принтер отключён” и прочитали брошюру на экране компьютера (они в среднем провели около минуты на странице с брошюрой)
3. M! Network получил несколько заданий на интеграцию онлайн и оффлайн медиа и маркетинг-каналов. Плюс, пару запросов по поводу производства видео-баннеров:-)
4. Посмотрите, пожалуйста, как эта концепция работала в реальной жизни, кликнув на: <http://www.novocortex.com/festivals/m/integrate/>. Посмотрите видео-баннер на: <http://www.novocortex.com/festivals/m/banner.html>