



## THE NEXT GENERATION ADVERTISING AGENCY BY WALTER NAESLUND



- Advertisers are facing a cognitive crisis where the limited human cognitive capacity meets an unprecedented and explosive growth in communication.
- The brain responds by aggressively rejecting unrewarding and/or cognitively expensive advertising.
- The answer is to make advertising that is not only emotionally rewarding, but also cognitively cheap.
- Continuity is key in reducing cognitive cost. This is why tv-series beat films, and also why ad-series beat one-offs.
- Advertising equity measures how willing people are to consume advertising based on their previous experience of the same advertising concept.
- High advertising equity can be compared to how people “get hooked” on a certain tv-series and raises key performance indicators and thus ROI dramatically. It requires high sender ID and high emotional rewards.
- People across the ad industry also suffer from the same cognitive crisis and are looking for shortcuts to evaluate talent and agencies. This makes advertising awards increasingly important and drives the industry towards competition-friendly but cognitively expensive one-offs rather than continuous series.
- So the same cognitive crisis drives the audience in one direction and the industry in the opposite direction, creating a huge opportunity for next generation agencies who take advantage of this unusual situation.

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# BBC FROM INVISIBLE THREAD TO GOLDEN THREAD

At the BBC we face a relationship challenge: we need to forge a greater relationship with audiences by

1. Encouraging **rational appreciation** of the range and breadth of content, products and services we offer
2. Strengthening the **emotional connection** we have to encourage long term loyalty and support

To help us do this we re-positioning the BBC:

**Public Service Broadcaster**



**Life Enhancing Brand**

*A brand which enhances the lives of **more** people, **more** often, in **more** unique ways, than any other brand in the UK.*

To help us launch this idea we created a new brand film, the Golden Thread

([https://www.youtube.com/watch?v=ftf96s\\_naL0](https://www.youtube.com/watch?v=ftf96s_naL0))

There will be more creative work coming across 2016 and beyond!

## ETV+ together we are more!

### Darja Saar, ERR

- Turbulent times is perfect chance for trying new things. Nobody wants to risk and nobody knows what to do. The bravest ones get the chance to act and fulfill their vision.
- Small screens do not mean a death of the linear TV, rather it intends to think more complex and see big picture inventing new forms of the audience engagement, networking and cross-media. TV formats become more complex and need more resources. TV becomes more tailor-made.
- Russian language already has crucial importance in Europe, nevertheless it is not official language of the EU. You may not accept it, but it is true. Europe has a unique chance to chase from Moscow monopoly on russian culture and language. It is time to go further and start to produce TV drama and entertainment. Just news formats in russian are not enough anymore.
- You can wait until people will learn your language, but it is more efficient to start to communicate with population in their language creating common aims and values, as well solving problems together.
- Do not believe anybody who argues that it is impossible to launch a TV station within 6 months. It is possible if you are ready to work using start-up style and philosophy.

**Do you have the essential tool  
kit to enhance & aid the  
viewer experience?**

**Can you optimize your break  
structure for different  
audiences?**

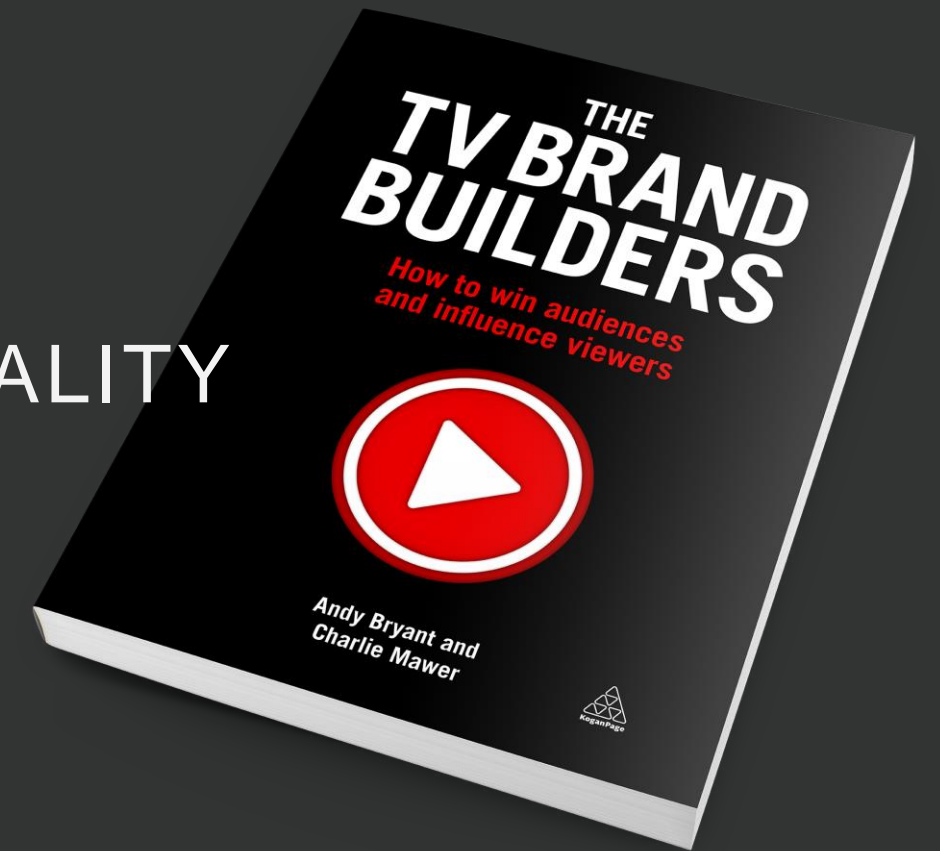
**Are you maximizing the  
capability of your portfolio?**

**Are you engaging your  
audiences?**



# 7 LESSONS ON THE FUTURE OF TV MARKETING FROM *THE TV BRAND BUILDERS*

1. INNOVATE TO KEEP JUNCTIONS FRESH
2. NOURISH YOUR MASTERBRAND
3. GIVE YOUR ON DEMAND BRAND A PERSONALITY
4. EXPLORE USAGE-BASED PROMOTION
5. PERSONALIZE THE EXPERIENCE
6. OPTIMIZE FOR SOCIAL FEEDS
7. BE CREATIVE AT THE SPEED OF CULTURE



# The Psychology of Social Media

- Follow the changing behaviour of audiences in the digital landscape
- **Audiences:** identify geographics, demographics and most importantly psychographics
- **Behaviour** and what influences it: tap into needs, triggers and drivers
- **Content:** remember what works and what doesn't in the social space, make it visual and tailor it
- Use language, imagery and emotion to really engage your audiences
- Grab attention immediately and make everything mobile
- Don't forget, technology changes but people don't. We are all still human

# Key learnings:

## How to succeed with Brand Development

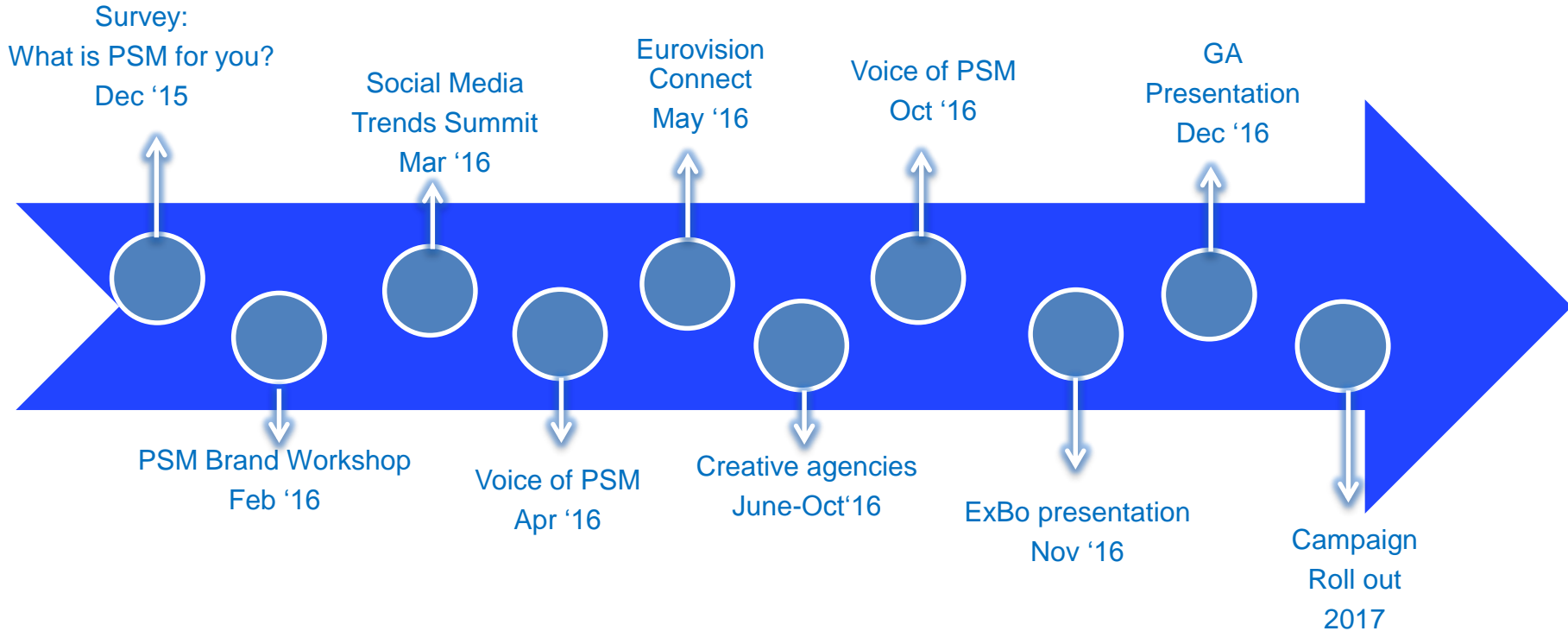
- Insights: Crucial for brand development – both the big picture and your own market.
- Development of a Brand Platform ensures consistency.
- Systematic implementation of the Brand Platform in all levels.
- Be true to the brand core also in design.
- Fragmentation changes storytelling and design.
- Use of logo, typography and colour demands consistency when across platforms.
- Teamwork creates new networks!
- Involve and create ownership!



# IMPACT COMMUNICATION PERSUASION

MAKE A DRAMA OF IT!

# TIMETABLE



# **Tell A Vision: Brands in viewers' hands**



## **How to ID your country**

Evolution is not about being the strongest one, but the most adaptable. For the Czech Television, 2015 was not about rebranding, but about re-thinking. We decided to cut down massively the amount of promo campaigns, focus on quality and think about what we stand for in our society. The inspiration came from our national anthem. Where is my home? The answer is... on screen.

## **User-generated content: On Your Brand's Service**

From spectators to creators, from channels to platforms. By letting our audience co-create our main channel ČT One, our news channel ČT24 and our kids' channel ČT :D, we decided to go one step further in communication with our viewers and asked them: Where is your home and what does it represent to you?

## **Inform, Educate, Entertain... and Engage**

Public service broadcasting 2.0 – the role of a public broadcaster is changing. Our audience is happy to get involved and our aim is not to fight against social media, but use them for our viewers' advantage.



# *A simplified approach to digital campaigning*

SRF

*Always try to...*

*Surprise*

*Tell the uncommon story*

*Personalize*

*Let them experience it*

*Intensify*

*Reduce the story*

*Entertain*

*Avoid boredom*

*And always ask yourself: «**Would I like/share this?**» - if not, change it!*



*give*

*them*

*freedom*





A woman with reddish-brown hair, wearing a gold corset and multiple necklaces, looking upwards and to the right.

# Marja Hintikka LIVE

## HOW TO LAUNCH A PARENTHOOD SHOW AND TAP 'HARD TO REACH AUDIENCE UNDER 45 YEARS' INTO PEER SUPPORT?

- Demand for a show dealing with parenthood in a liberating and entertaining way
- Successful creation of a transmedia concept build around a primetime live tv show > Internet, social media, radio all have their own role and profile
- Peer support, no-taboos, relief and laughter
- Focus on the star/host Marja > Real life story and authentic mother
- Launch theme: Introducing Queen of juggle moms and then rapidly demystifying her
- Marja wanted to harness her own social media accounts for promoting and working with the show
- Pilot work done to find out the right MHL tone of voice and topics that interest parents
- Enough workforce to launch and keep in full speed social media channels
- Engagement and interaction > Created a FB community
- MHL became a widely talked phenomenon also in commercial media > huge media coverage
- Remember. You are not alone. Our life is exactly the same.

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## BBC Three: From linear to digital

What does the future of public service TV look like?

How do you reach today's Millennial generation in the digital age?

How do you effectively market to them on their terms?

Join the Niki Carr, Head of Marketing for BBC Three and Matt Hoban, BBC Three Senior Audience planner to learn how the BBC took a public service youth TV channel and evolved, marketed and launched it into a future facing digital offer that put the audience back at its heart.

At Millward Brown we help clients evaluate the creative strength and predicted performance of communication

- Before going live

‘Real world’ scrutiny and validated research:

- To be effective and create impact, communication needs to build branded **memories**
- Viewer response relies on **spontaneous** processing

The creative challenge

- To cut through it has to **deserve** our attention (often in seconds)
- To be remembered it has to **engage** us
- Sender and message need to be **naturally integrated** in the story, as we would tell it
- For us to change an opinion or behavior we need to be personally **motivated** to do so

We suggest you to Stop-and-think!

- Pre-test your own communication by taking on the perspective of the viewer and asking the crucial questions
- Is it strong enough to fulfill **your** objectives?
- Rome was not built in a day. **Build over time!** Be consistent.
- Never stop learning

A person's hand is visible on the left, holding a smartphone. The background is a blue grid pattern. A dark blue semi-transparent box covers the lower half of the image, containing white text.

## **KEY LEARNINGS**

- **CONSIDER SNAPCHAT ONLY IF YOUR TARGET GROUP IS VERY YOUNG**
- **PLATFORMS SHOULD DICTATE YOUR FORMAT**
- **USE SNAPCHAT AS AN EXCLUSIVE BEHIND THE SCENES MEDIUM**
- **USE SNAPCHAT FOR NON-FILTERED AND SPONTANEOUS CONTENT**
- **CREATE STORYLINES – BUT DON'T OVER PLAN**
- **HIRE A TEENAGE SNAPCHAT HOST FOR YOUR MOST IMPORTANT BRANDS**
- **USE SNAPCHAT FOR INTERACTIONS WHERE USERS PREFER ANONYMITY**
- **STOP MAKING HASHTAG CAMPAIGNS**



# Public Media for America's Children: How PBS KIDS Reaches Today's Kids and Stays Relevant for Tomorrow's

Lesli Rotenberg

Senior Vice President & General Manager, Children's Media & Education, PBS

- About PBS KIDS
  - PBS KIDS Mission: to use the power of media to create a better world, where every child discovers unlimited possibilities.
  - PBS KIDS Audience: kids ages 2-8
- Audience Trends
  - Many live in low-income homes
  - While TV is still the dominant video platform, kids are early adopters of new technologies
- Three lessons for staying relevant for your audience:
  1. Love your audience.
  2. Be everywhere your audience is.
  3. Engage your audience on a deeper level.

# BIG DATA STRATEGY : DECIDING ON PRIORITIES FOR DATA INTEGRATION

- Step 1 : identify sources of data in your organization
- Step 2 : locate existing databases and reconcile them with ETL tool
- Step 3 : analyze how much of the data can be used (completion rate, percentage of usable meta-data)
- Step 4 : use the GIRL framework to assess priorities for future data integration

In parallel make sure

- Your content is well tagged to enable recommendation
- You capture data on time of consumption and device, to push the right content at the right time and in the right format



# From the BBC to myBBC - Summary

- Personalisation is not in conflict with PSB values – it means you can do Public Service better, and in new ways.
- myBBC is not a “thing” – it is a set of tools that help us give audiences more of what they love, by understanding more of what they do.
- Integration with linear data and audience understanding is key.
- Personalisation will change how we all think about and do marketing in Public Service Broadcasting.

- 1 Brands, not channels.
- 2 Do the strategic heavy lifting.
- 3 Global, yet authentic.
- 4 Make the audience the hero.
- 5 Create new relationships.
- 6 Editor vs Algorithm.
- 7 Design function meets design emotion.
- 8 Be brave. Be ambitious.



- > Almost all the tv channels, whether they are private or public, struggle for not losing the young viewers who watch less and less tv.
- > France 4, while relaunching its identity 2 years ago, trusted recipes that come directly from the digital world: gifs, mashups, bold colors and type.
- > The fact that the channel and the agency developed a specific app for the viewers to build their own mashup, and have the chance to have their ad break broadcasted is part of the success. The audience is satisfied to be considered, and the borders become to fade.
- > But the truth is that some kids did not get what was on air. They did not understand that the tweet were pre-produced. Some did not even understand the mashup, explaining that they don't get why we cut the face of people...
- > The conclusion is that there's a true wish for expression. And that people, especially the young ones, need some guidance in the magma of the media. And that's our job to help them on both sides : in (the tv channels crews) and out of the box (the design agencies).