



Evolution of new advertising techniques

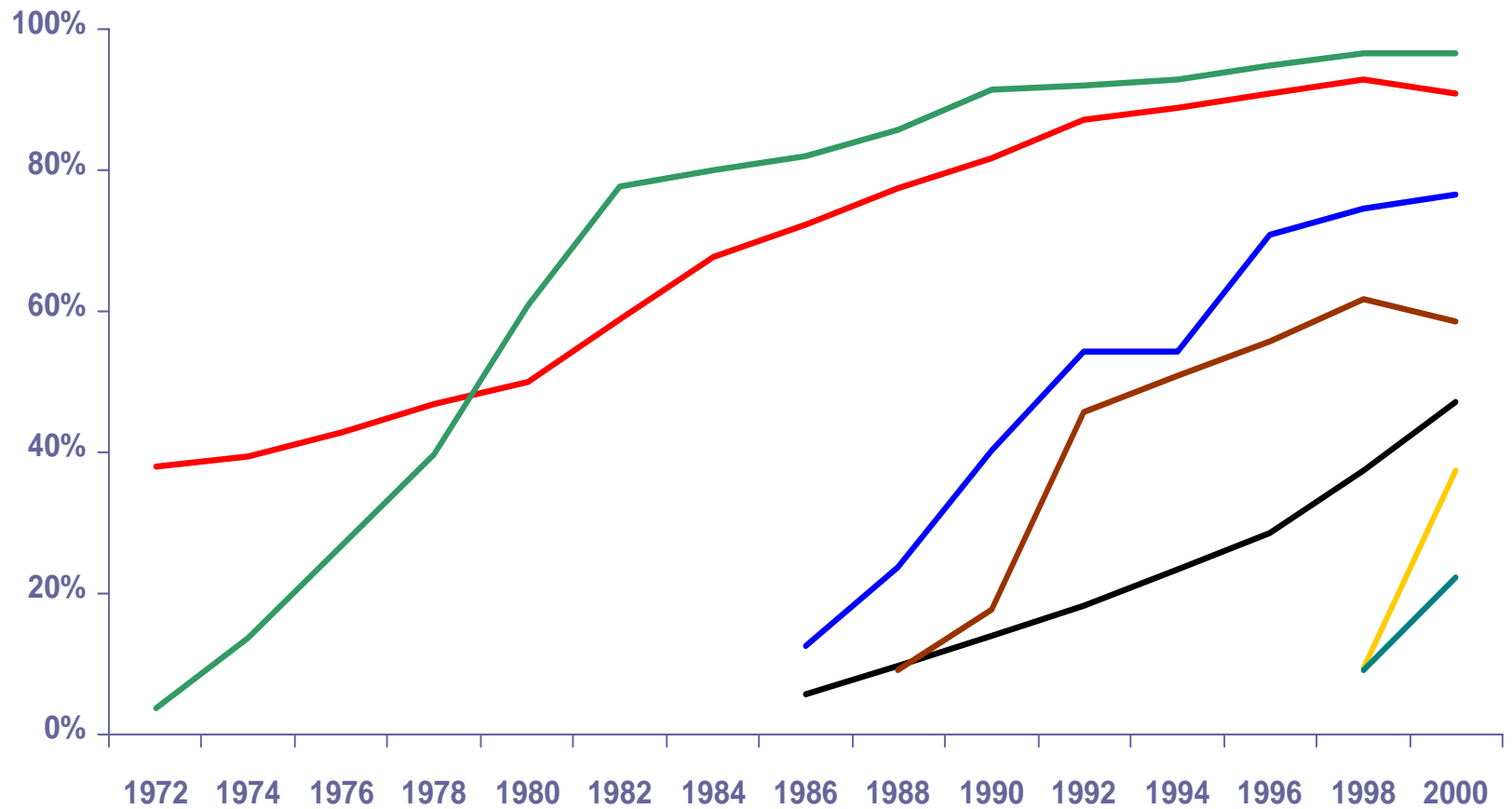
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Agenda

- **What's Evolution ?**
- **Evolution & Revolution**
- **Techniques & Communication**
- **Advertiser's Communication Evolution**



What's evolution



— Téléphone — TV couleur — PC — Magnéto — Lecteur CD — GSM — Internet

Source : CIM



Evolution & revolution

- **Press, radio, cinema, TV = Communication's Evolution**
 - ◆ **Rapidity of media insight**
 - ◆ **Studied advertising impacts**
 - ◆ **Coverage**
 - ◆ **Contacts**
- **Efficiency = message**
- **Interactivity = Communication's Revolution**



Evolution & revolution

- **Interactivity = Media Revolution**
 - ◆ Internet
 - ◆ Interactive TV
 - ◆ Mobile Phones

- **Interactivity = Communication Revolution**
 - ◆ «Blind, Deaf, Heavy»
 - ◆ One to Few
 - ◆ One to One
 - ◆ Efficiency
 - ◆ Database



Techniques & Communication

- **Program's Supply change**
 - ◆ Any time access
 - ◆ Interactive information
 - ◆ Video on demand
 - ◆ Teleshopping - e-commerce
- **Advertising possibilities change**
 - ◆ Target the message for the consumer
 - ◆ Proposition of direct marketing (sampling, contacts, test, couponing, ...)
 - ◆ Complete the ad information (details, options, ...)



Techniques & Communication

Traditional Media

Press

Radio

Cinema

Television

Information

Entertainment

Interactive Media

Internet

I TV

Mobilephone

...

Information

Services



Techniques & Communication

Advertiser's P.O.V.

Information
Entertainment

Information
Services

Notorious
Build Image

Efficiency
Sales
Mobile localisation



Techniques & Communication

Example: I TV - SpotOn



Source: SpotOn ACTV

Techniques & Communication

E-mail marketing

The Picture in the United States

- E-mail marketing spending in the US was \$ 898 million in 1999. In **Europe**, it was 200 million in 2000.
- 61% of medium to large companies in the US currently use e-mail marketing. In **Europe**, only 5 %.
- On average, companies spend 5% of their online marketing budgets on e-mail marketing



Techniques & Communication

E-mail marketing

Estimate 2003

- E-mail marketing spending in the US will be **\$ 4.6 billion** in 2003. In **Europe**, it will be **2 billion** in 2003
- On average, companies will spent **15%** of their online marketing budgets on e-mail marketing



Techniques & Communication

E-mail marketing

- **Advantage : Time to Market and Turnaround**
 - E-mail has an average execution time of **2 weeks**, compared with **3 months** for a direct mail piece.
 - Turnaround is likewise very rapid:
80% of results are back within **48 hours**.
 - Implications for **testing** - ability to perfect message/offers to be most effective.



Techniques & Communication

- **Power of:**
 - ❖ **Content**
 - ❖ **Databases**



Advertiser's Communication Evolution

- What will be the trends?
 - ◆ The « Big Fives »



Advertiser's Communication Evolution The « Big Fives »

- From Image to efficiency
- From «Mass» audiences to targeted audiences
- From advertising to direct marketing
- From advertising to mobile advertising
- From entertainment content to services content



Advertiser's Communication Evolution

- **Interactivity - Technology - Ethics**
- **New problems**
 - ◆ **Private life**
 - ◆ **Identification**
 - ◆ **Technicals**
 - ◆ **Ethics**
- **New code of conducts (EGTA,...)**





Thank You