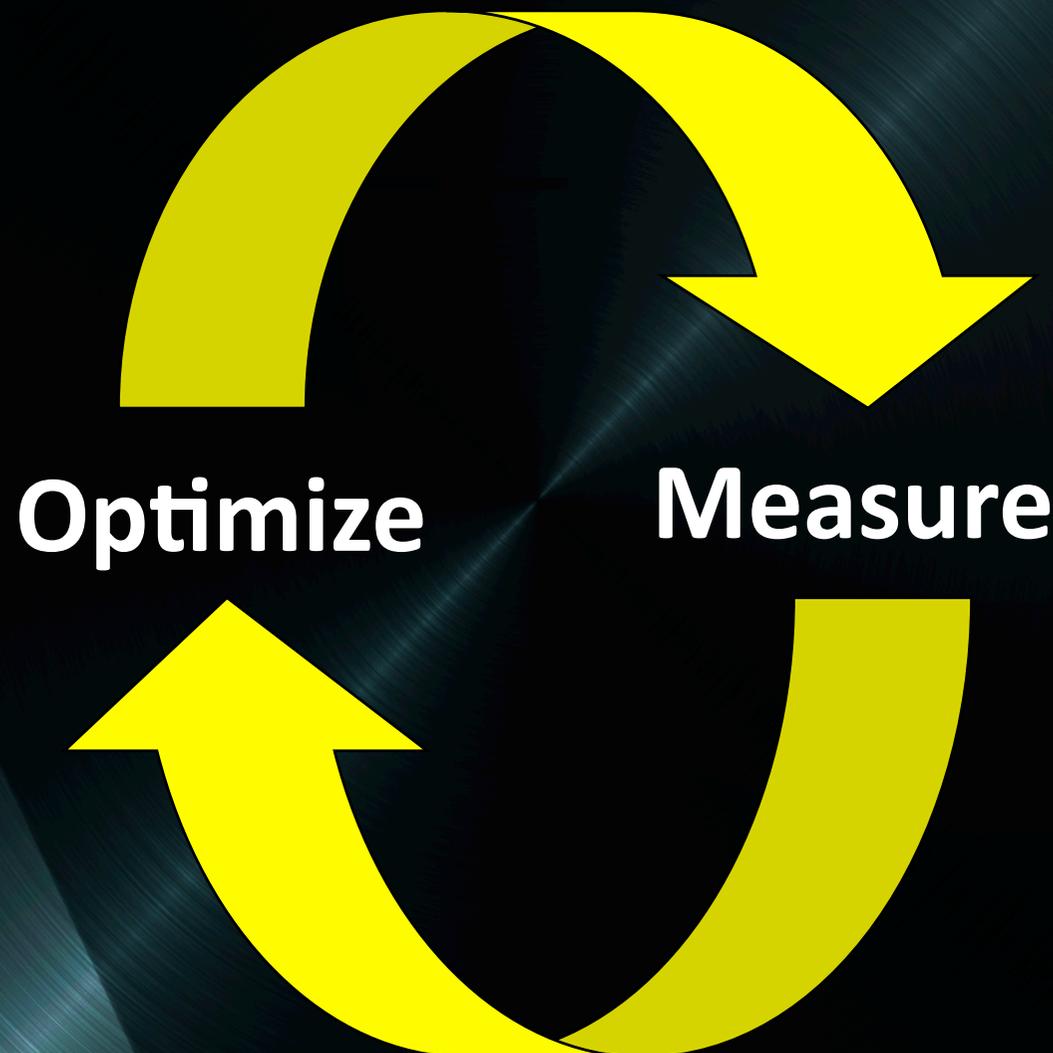


# The virtuous circle in online communications

**Aaron Quirk**

Vice President  
Carat Global Management

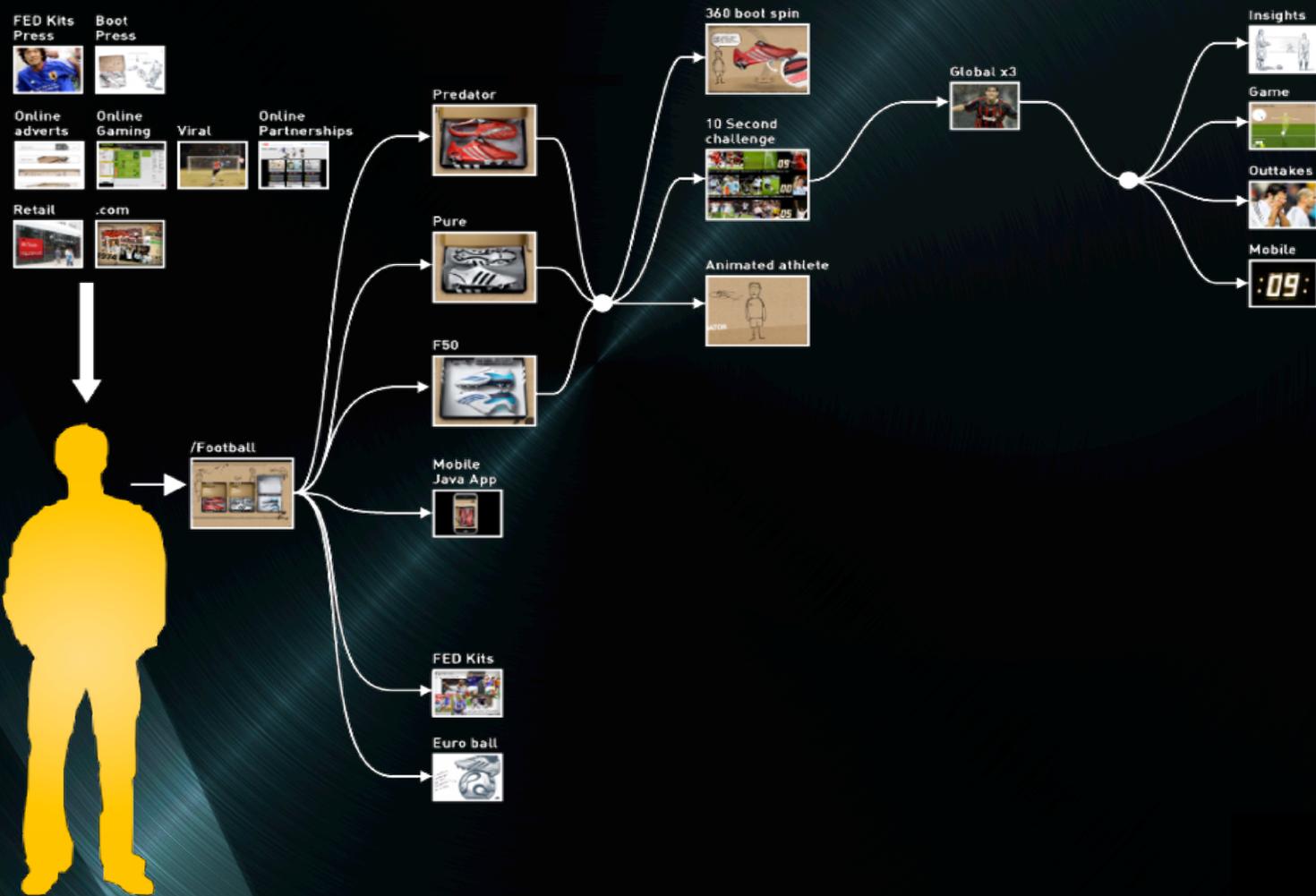




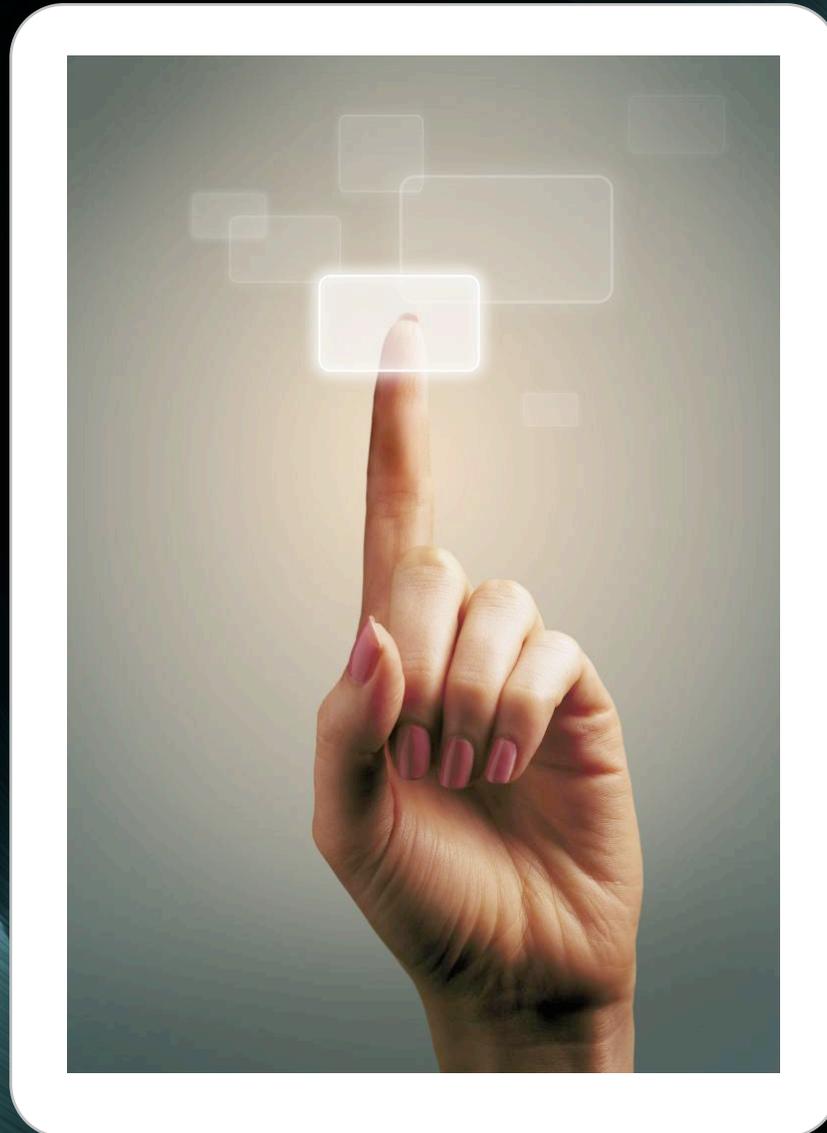
**Optimize**

**Measure**

# 1. Understand your consumers digital journey (optimize) and plan (re) plan



## 2. Recognize that measurement and monitoring are fundamental





**We have a new  
battleground on which to  
fight to make our brands  
famous**

A young couple is shown in profile, looking towards the right. The woman is on the left, and the man is on the right. They are both smiling slightly. The background is a bright, overcast sky. Two dark grey text boxes are overlaid on the right side of the image. The top box contains the text "The great brands of yesterday told stories about themselves." and the bottom box contains the text "The great brands of tomorrow will be those whose consumers tell the best stories about them."

**The great brands of  
yesterday told stories  
about themselves.**

**The great brands of  
tomorrow will be those  
whose consumers tell  
the best stories about  
them.**

**1<sup>st</sup> thing for today**





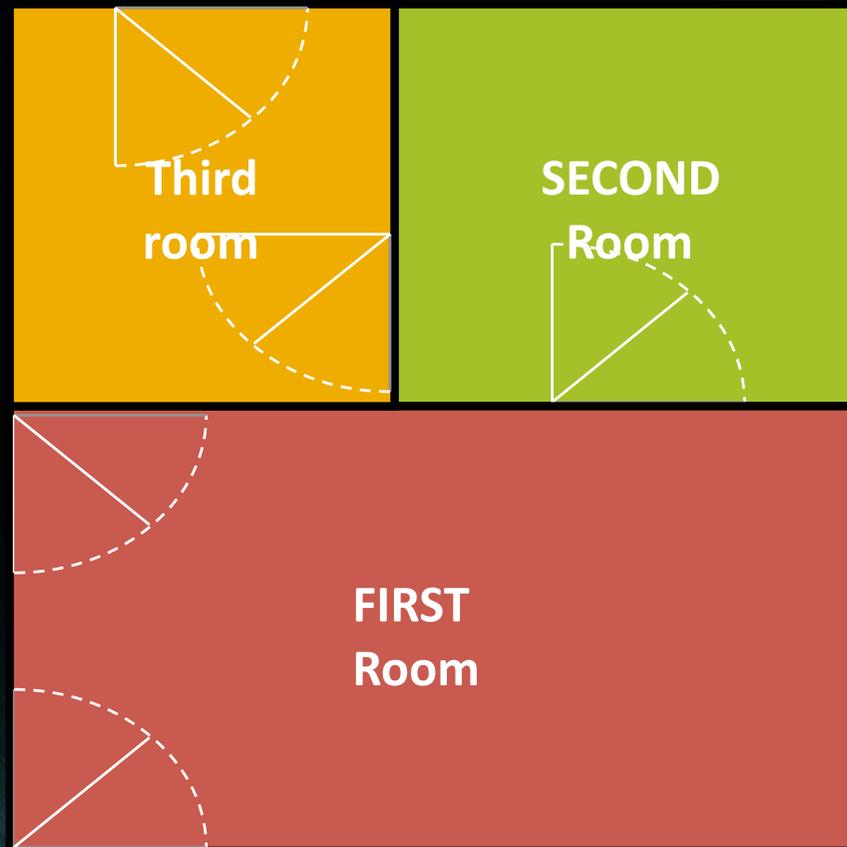
**Kitchen**

**Dining  
Room**

**Living Room**

# What is the role of each room?

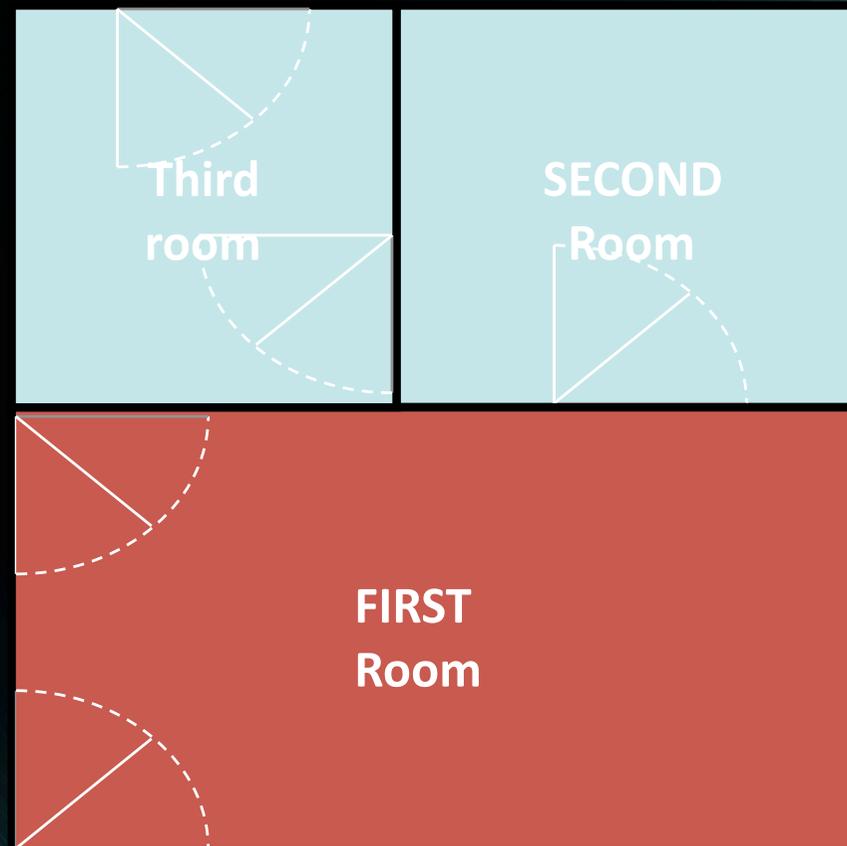
Consumer driven



Distribution driven

Brand driven

# What does this mean for digital marketing?



Brand driven

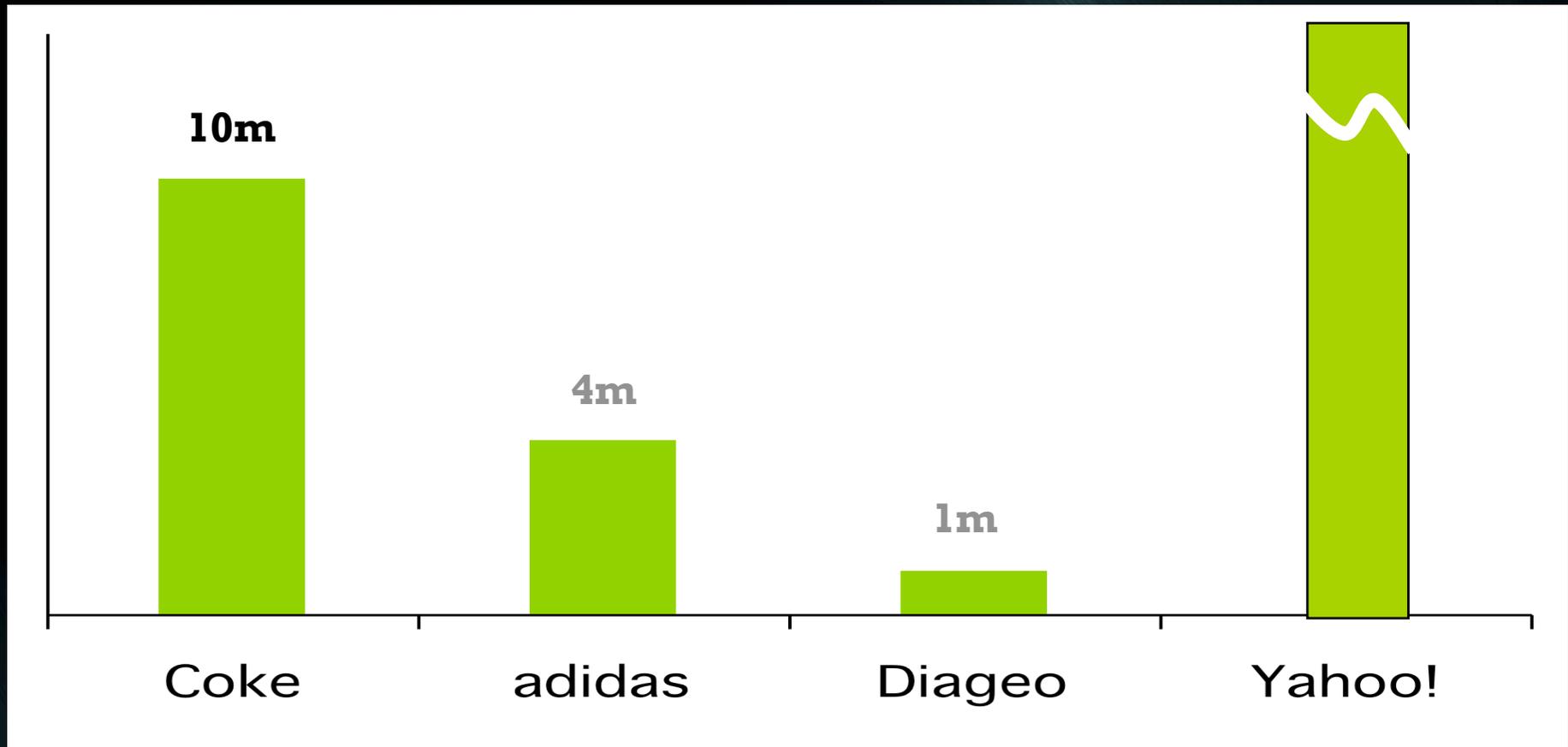


Proprietary websites  
Deep Brand Experiences

• Information rich • Low reach

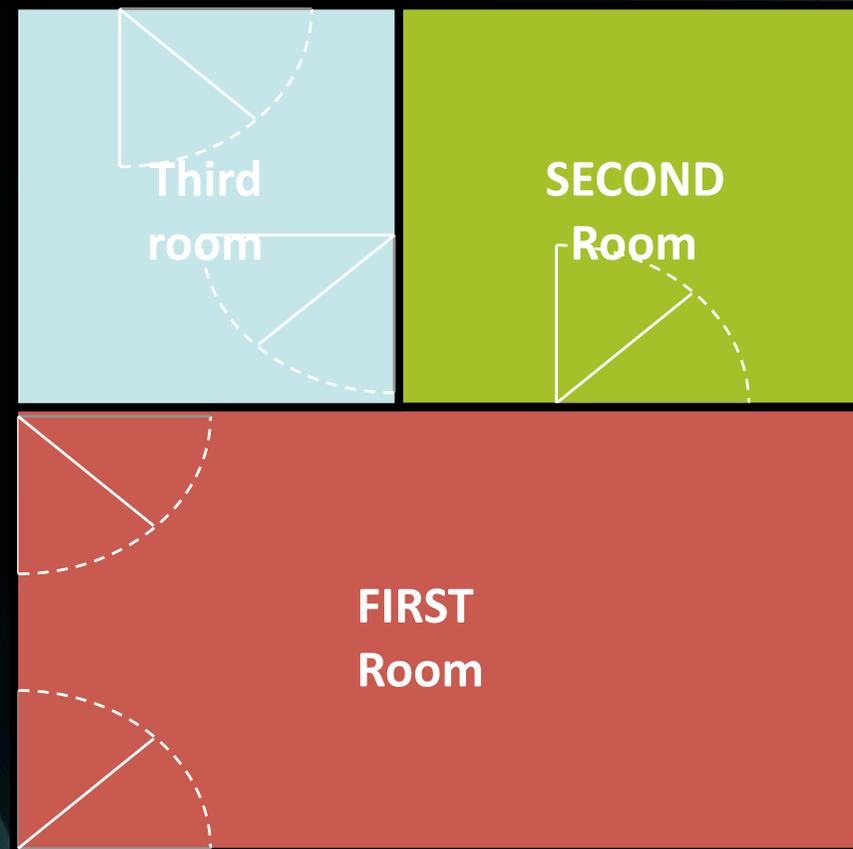
# The limited reach of brand websites

Unique Users per month



Source: Nielsen

# What does this mean for digital marketing?



Distribution driven



- High Reach
- Content Rich

Brand driven



Proprietary websites

- Low reach
- Information rich

# Home of the giants of content on the web



332m



420m



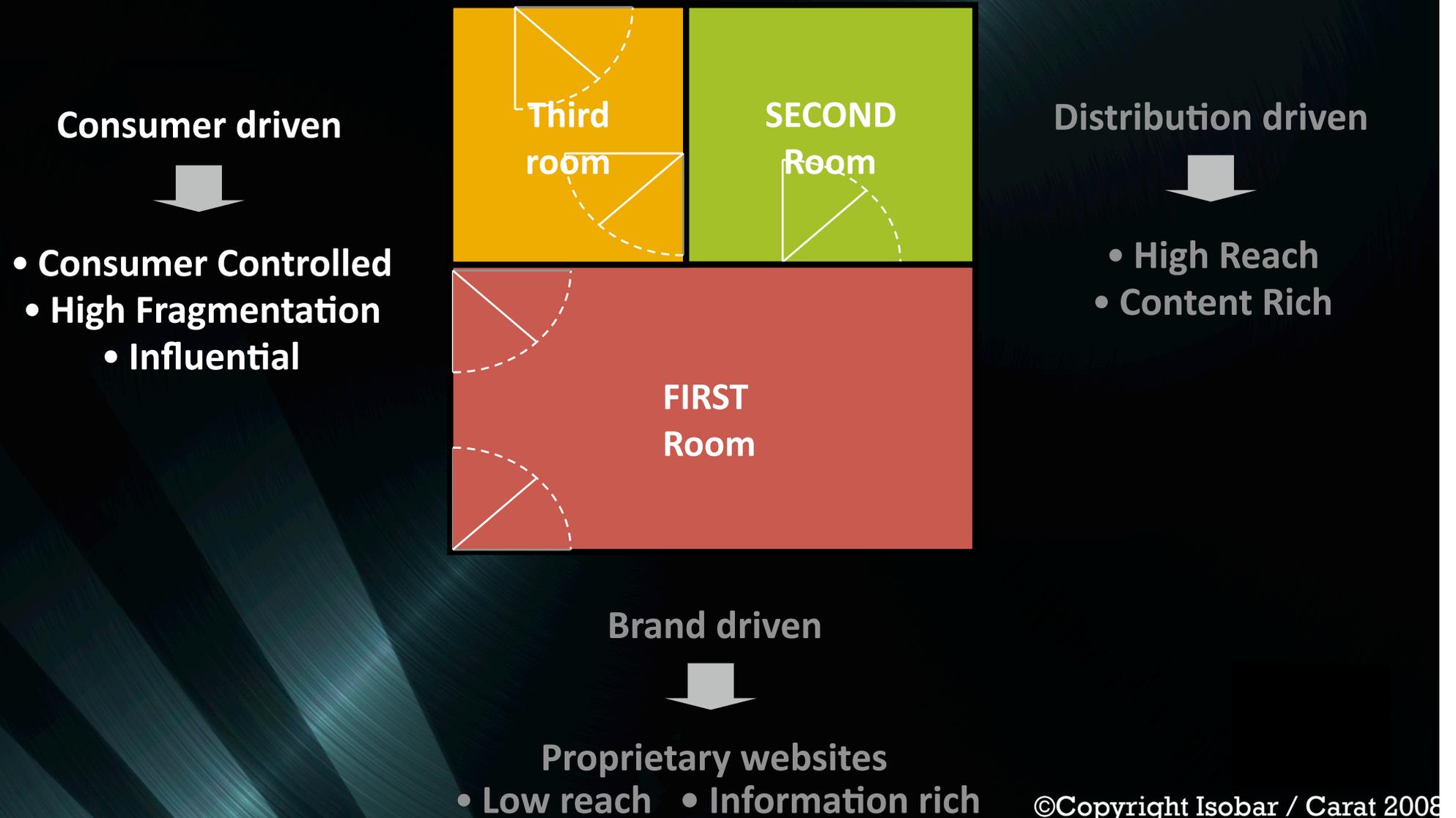
350m



269m

Source: Nielsen, unique visitors per month

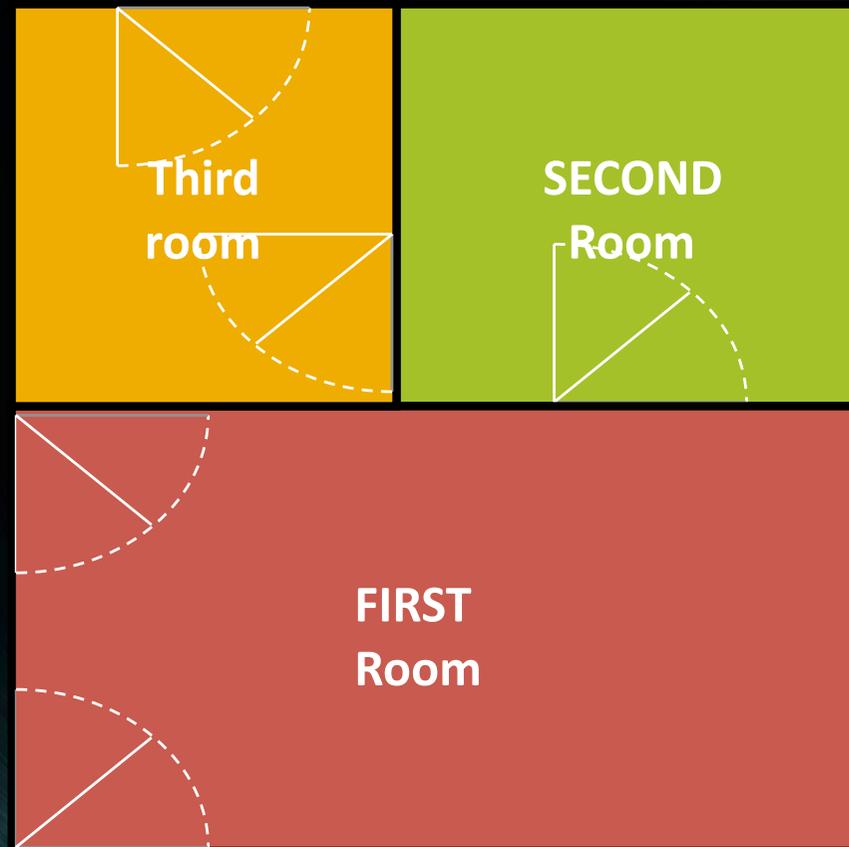
# What does this mean for digital marketing?





# A Media Perspective

Earned Media

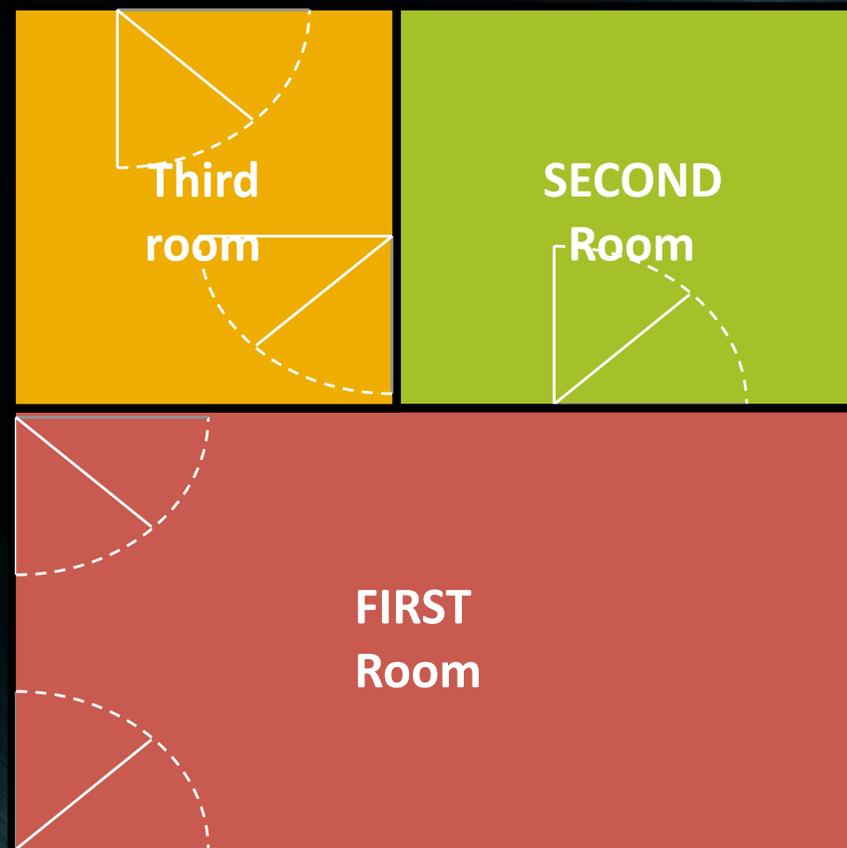


Bought Media

Owned Media

# The digital marketing landscape

- Social networks
- Blogs
- User Generated Content
- Online PR
- Advocate Marketing
- Viral



Search  
Portals  
Online advertising  
SMS

- Proprietary websites
- Microsites
- Mobile sites
- SEO

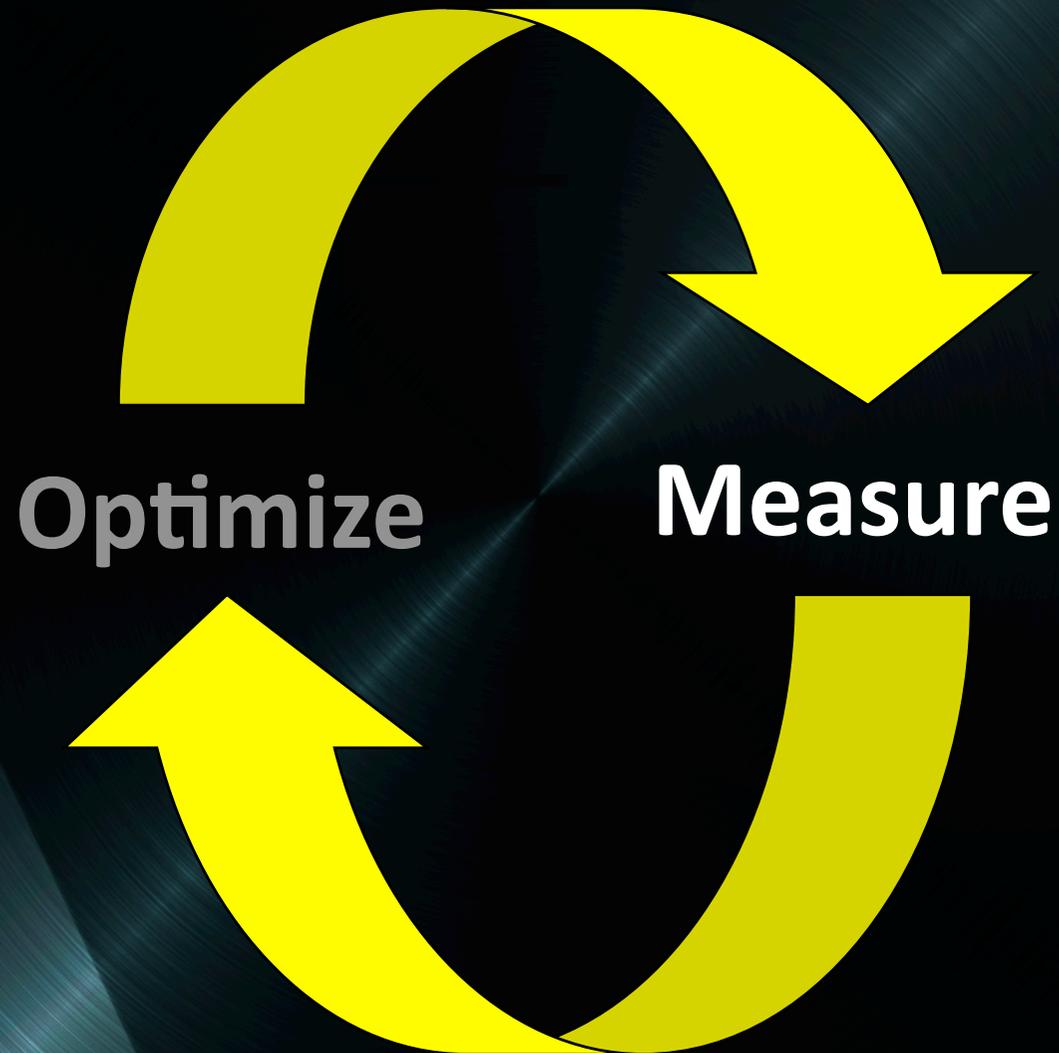
# Key out takes from the 3 Rooms....

**Successful digital brands live in ALL 'Three Rooms'**

**Plan to create content that can be distributed by partners**

**Plan for participation by consumers in your digital world**

## 2nd Thing for today



***Determine the task that digital should deliver up front - it's a flexible tool!***

***ESTABLISH LOYALTY***

***TRIAL***

***CREATE TALKABILITY***

***EDUCATE***

***ACT AS A REMINDER***

***IMAGE SHIFT***

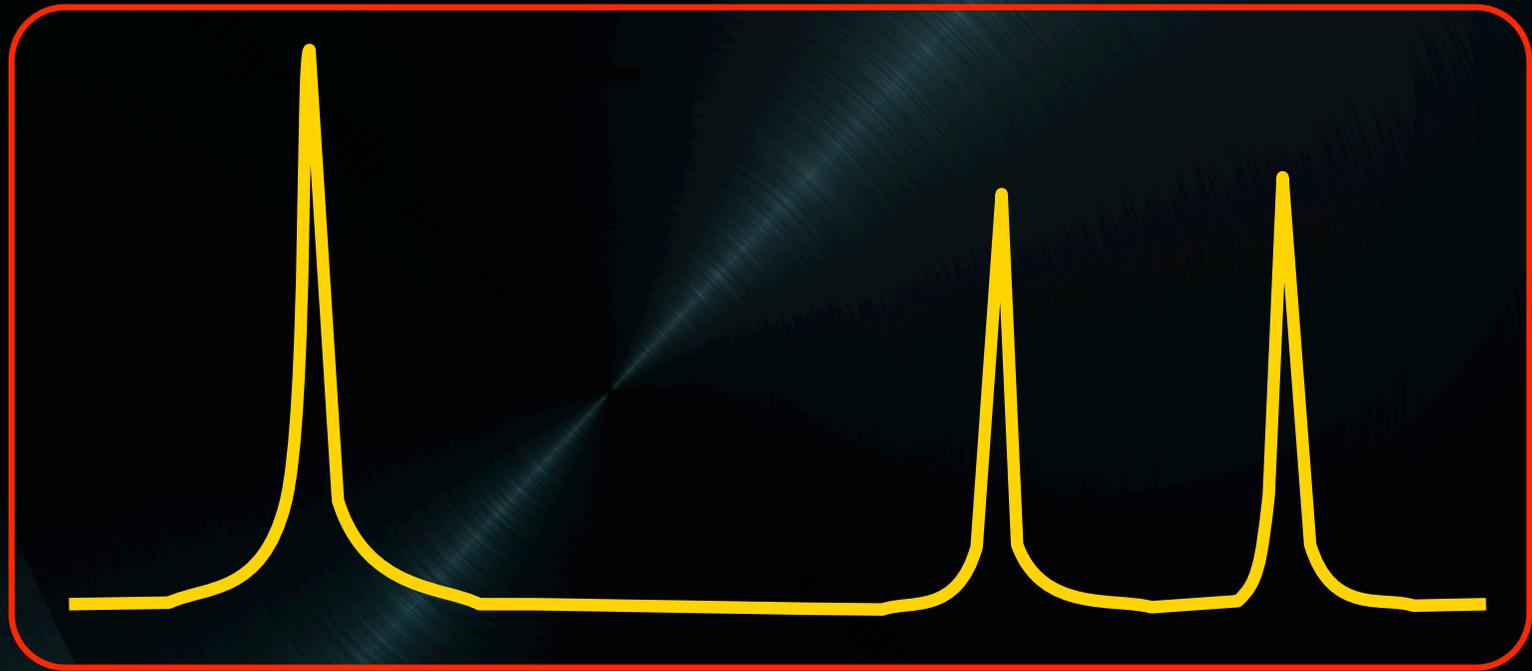
***DATA CAPTURE***

***REAPPRAISAL***

***BRAND / PRODUCT RECOGNITION***

# *Move from Campaign to Continuous analysis and measurement!*

Campaigns



Data optimiz.

Online/Mobile

Buzz/Blogs

CRM

Retail/ Point  
Of Purchase

Jan

Jun

Dec

***In the era of social media, traditional metrics and measures of success will never be enough.....***

***Measurement 1.0***

***Standard ad serving metrics including:***

***Impressions***

***Page views***

***Clicks***

***Arrivals***

***Time spent on site***

***Interactions***

***Sales***

***Measurement 2.0***

***Social media measurement including:***

***Buzz (blog posts etc.) Friends / fans***

***Sentiment / comments / ratings***

***Video views across all platforms including:***

***Mobile***

***Embeds***

***Mash ups / parodies***

# *We are presented with many new ways to listen*

*Mood of the nation / globe*

*Tap influencer trends*

*Map ripple effect and groundswell*

*Launch or crisis analysis*

*Track competitor blogs and sentiment*



# Case Study RBK – Run Easy



## Challenge.

Once a credible running brand, Reebok wanted to reinvigorate its recognition among runners by creating a movement focusing on the joy and fun of running.

Driving the idea that running is a 'social thing', Reebok engaged Carat and Isobar Global to launch an innovative global marketing campaign that would challenge conventional ideas and messaging about running.



## INSIGHT

Insight showed that the way that other brands had talked in this category had led consumers to believe they didn't qualify as a runner unless they were pushing themselves as hard as they possibly could be.

Running had become over-complicated.

## Implication

Encourage participation in RUNNING in a fun and easy way! Be inclusive NOT exclusive.

Connect with a WIDE group of people (emphasis on Youth)

Importantly allow people to PARTICIPATE, CONTRIBUTE and put their OWN personal mark on the brand

Use new media at the heart of the strategy to OPEN ALL rooms in the HOUSE!



# RUN EASY



THERE'S NO POINT in doing it if you don't enjoy it. RUN EASY. Stay fit how you see fit. Map your favorite mileage, share some snapshots, spread some music and start some conversation - all at your own pace, right here. Enjoy the ride.

[Join us](#) or [Log in to your account](#)



[Home](#) | [Gear](#)  
[Browse Runs](#)  
[View Groups](#)  
[Hear Playlists](#)  
[Create Your Run](#)

**WHERE**  
do you want to run?

city, state or zip



**WATCH**

watch the TV spots

PLAY ▶

**CREATE**

post your favorite runs

**SEE**

view + share photos

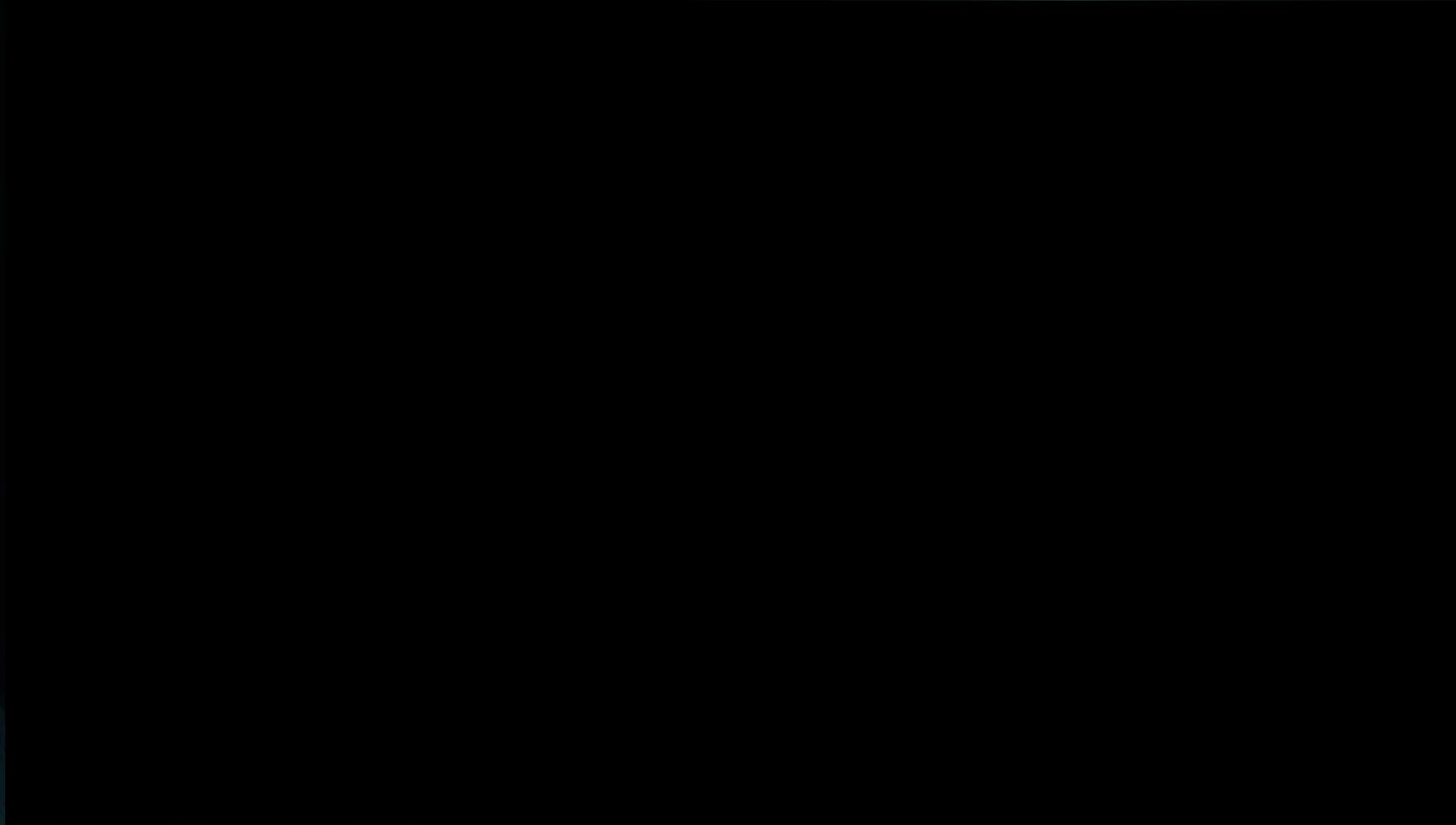
**TALK**

read + post your comments

**HEAR**

browse playlists

# Run Easy Video/ Results





**2007 Personalizing IIN**

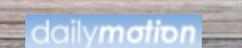


## Insight

Research showed that although our target audience found adidas's IIN message to be highly inspirational, they did not feel it had any personal relevance.

We needed to shift people from Brand AWARENESS to Brand LOVE!

## Content



Google search results for "IMPOSSIBLE IS NOTHING". The top result is a video from Adidas. The snippet reads: "Impossible is Nothing - adidas launches a new campaign focusing on athletic games. The best, adidas are focusing on personal challenges...". The video thumbnail shows a man in a blue shirt holding a large, colorful, geometric object.

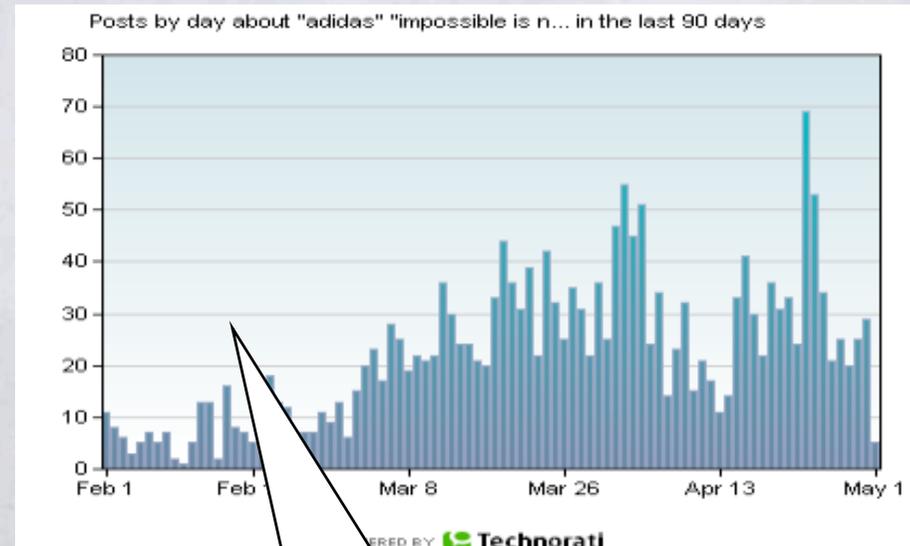
Website for Kontraband. The header features the brand name in a stylized font. Below the header is a navigation menu with links like "Home", "Trucos", "Trucos Trucos", "Peluches", "Games", "TV", "Animaciones", "Links", "Archivos", "RSS", "Contacto", "Ayuda", "Sitemap", "Contacto". The main content area shows a video player with a thumbnail of a person in a dark setting.

YouTube channel page for "ytcanna". The page shows the channel name, a search bar, and navigation tabs for "Videos", "Categories", "Channels", and "Community". Under "Director Videos", there are four video thumbnails with titles like "Jonah Lomu", "Buffy - Being Scary", "Mars Next Visit", and "Paris A Toilet: I SP". The "Your Subscriptions" section shows four subscribed channels. The "Featured Videos" section displays a list of featured videos with thumbnails and titles.

Website for Locos@Lycos. The header features the brand name and a navigation menu. Below the header is a section titled "novedades en locos@lycos" which lists several video thumbnails and titles: "Impossible Is Nothing", "Saints Row", "El hombre más fuerte del mundo", "Nada es imposible", "Impossible Is Nothing", "Paris Hilton", "Una vez scout, siempre scout", and "Homer y el detector de mentiras". The page ends with the text "Más bromas nuevas".

## Digital Amplification

- We tracked how many videos were embedded into user's blogs within this period and tracked 35 (including fan sites, soccer sites, personal blogs, media sites)
- 19 English blogs (UK, USA and Canada)
- 10 blogs from Europe (Germany, France, Italy, Spain, Netherlands and Turkey)



Buzz appeared during the launch stage and amplified during the main stage with increased presence

## Blogger Comments....all very encouraging!

*“[...] these adverts mean something. Its the way they present the beauty of the beautiful game. For me, personally, they definitely make me feel good, put a smile on my face and simply inspire me to go find a ball and just have a kickabout. Maybe its cause they're good adverts. Maybe its because of my love for football. But for me, these adverts are timeless...”*

*These videos are very cool!  
i cant wait to see more on  
march 6th!!!*



*“This is my favorite one of those so far....I love it a lot and makes me wanna fight to prove who I am! “ (on Gilbert Arenas’ story)*

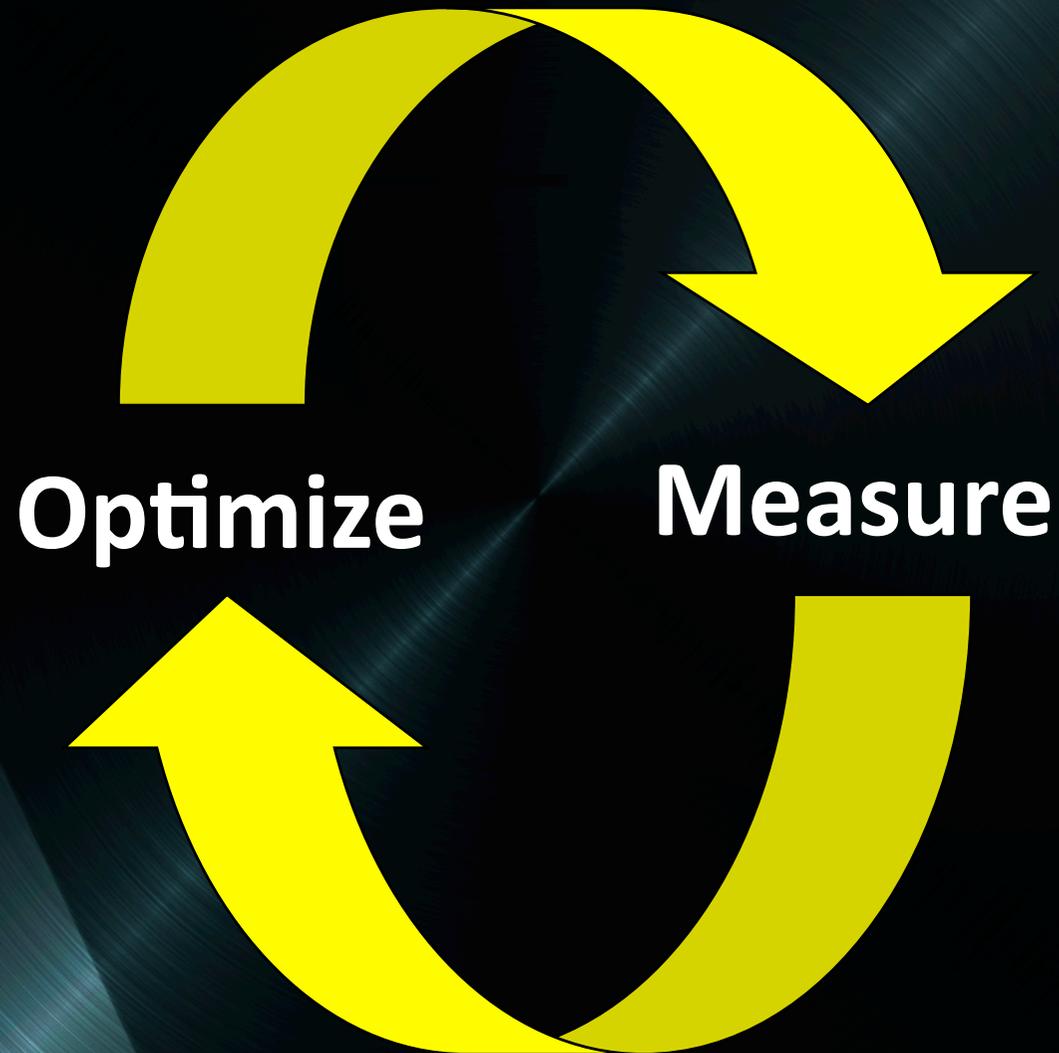
*“I love this video and Gilbert Arenas is my boy ... This video taught me to never give up and to prove people wrong when they say I cant do something and in my heart I know I can!!!”*

# Measurement learning's based on IIN

- Teasing / pre promotion of the campaign is effective – with the right assets and credibility
- Digital channels (social networks, blogs, forums and online communities) can amplify the distribution of content and create further BUZZ
- Seeding in blogs and forums allows adidas to track their consumers' response in real-time and measure the success of the content placed there
- Incentivise your audience, give them the tools to connect more deeply with the assets in these environments
- Use forums and blogs as effective channels to let the athletes speak out more directly with the consumer and create a powerful one-to-one dialogue with him/her

**Impossible Is Nothing was the major  
communications focus of 2007**

**2 things to take with you...**



**Thank you for listening!**

**Aaron Quirk**

**VP Carat Global Management**

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**Carat**

**This paper was produced for a meeting organized by Health & Consumer Protection DG and represents the views of its author on the subject. These views have not been adopted or in any way approved by the Commission and should not be relied upon as a statement of the Commission's or Health & Consumer Protection DG's views. The European Commission does not guarantee the accuracy of the data included in this paper, nor does it accept responsibility for any use made thereof.**