

Chapter

13

Digital

Second Screen, Third Screen, and Beyond

Our Predictions Came True: We Didn't Know Anything!

Almost every prediction about the long-term future of marketing technology has been wrong. That's why we left a blank page on our last book when we had to predict the future of digital media.

When we began writing the second edition of this book, Facebook boasted an astonishing 100 million users. As of this writing it's close to a billion. Back then 3 million people had Twitter accounts; today more than 300 million people are tweeting. LinkedIn, the social media leader for business, is now worth 10 times what it was in 2008. Apps were introduced in that year, and we have now downloaded over 16 billion apps and counting. YouTube is now the second most popular search engine. Google continues to evolve, grow, and dominate nearly every corner of the digital space. Smartphones were expensive toys a few years ago but now account for more than half of new phone sales and outnumber new PC sales. Gaming consoles are integrating the web with TV to create a single access point to integrate the analog and digital worlds. The cloud-based mobile age has already passed the desktop computer era, and we're still in the early adopter stage.

Keep in mind the advertising world fell off the cliff with the rest of the economy in 2008 and hasn't been all that rosy ever since, which makes the exponential growth in digital advertising even more significant. In the early days, advertisers created mass media to carry their messages. Today, brands are scrambling to keep up with consumers using new methods of entertainment and information. They're shifting to the digital space not only to get consumers' attention, but to interact with them.

Procter & Gamble announced in 2012 that they planned to cut \$10 billion from their marketing budget over the next five years. Part of the cost-cutting strategy meant shifting to digital because it is always on, is more engaged with consumers, allows faster midcourse corrections, and integrates so well in a complete campaign. Oh, and it's also cheaper when it's done right. Paula Bernstein reports, "Advertisers have been spreading their digital spending over a dizzying array of options: digital display, video, rich media, search engines,

mobile, social, tablets, apps, content sponsorship, to name just a few. With so much to choose from, the challenge becomes finding the optimal mix to create a truly integrated marketing campaign.”¹

Advances in digital technology will dictate how we develop marketing communication tactics. For example, the 2012 Google I/O developer’s conference unveiled a new version of the Android phone; Google Play, which offers TV shows and movies; the Nexus 7 tablet; Nexus Q, “the first ever social streaming device”; and Google Glass, which builds mobile access into a pair of sunglasses. There’s no telling what Apple and the others have planned for the future, but we can be sure the digital world will be defined by new ways to access technology, not by traditional advertising models.

Our challenge with this chapter is to not get too bogged down in *how* things work or even where this business is headed. Instead, we will gloss over the technical jargon and try to deal with how to make all that left-brain stuff merge with right-brain creativity. So we will focus on two main areas of discussion:

1. Digital advertising: banners and beyond.
2. Web content and search engine optimization (SEO): strategy, concept, design, and copy.

Social media is woven so tightly into so many advertising programs that we find it hard to isolate it as a separate topic. However, there is so much to cover in the social space that we have pulled most of it out of this chapter and address it in more detail in the next one. Writing blogs also is a specialized skill best covered in Chapter 14. While e-mail is certainly a digital marketing communication tool, we’ll discuss it in the context of direct marketing in Chapter 15. Mobile marketing also fits in the digital realm, but we will discuss it more as a technology best suited for direct marketing in Chapter 15.

The Three Things

Despite all the changes in devices, the basics of online marketing are pretty simple. When you are creating a website, microsite, landing page, or mobile site, there are only three main things you need to do:

1. Get them to come.
2. Get them to stay.
3. Get them to come back.

Do all three, and you will be successful. They have to find you. They have to find something interesting when they find you . . . and you hope you can persuade them to form a favorable opinion, request more information, give up their e-mail address, “like” you, and ultimately buy something, whether it’s direct from your site or through some other channel. Finally, they have to keep coming back to extend the relationship. The following sections will discuss how all of this can happen.

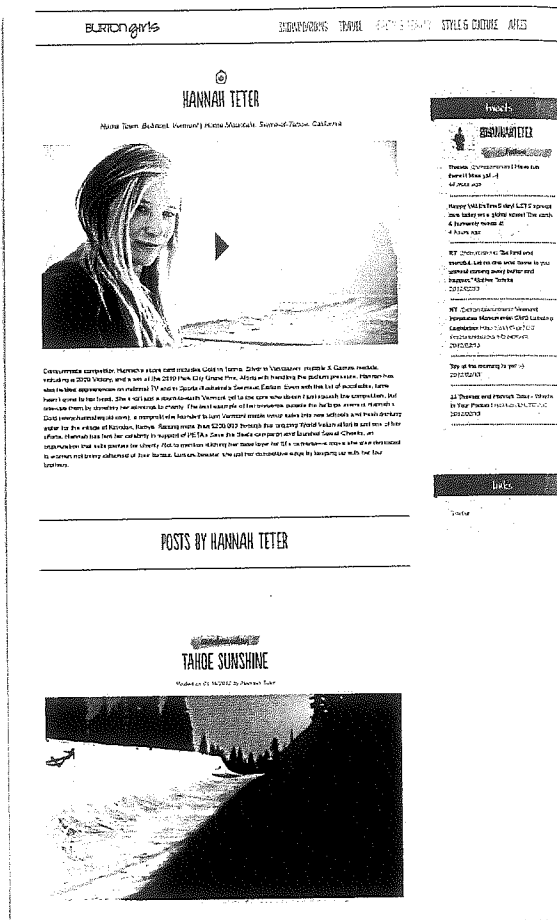


“The irony is that while there have never been more ways to reach consumers, it’s never been harder to connect with consumers.”²

Brad Jakeman, chief creative officer, Activision



As one of the top manufacturers in the business, Burton realized that not only are snowboards different for men and women; so are their attitudes. Burton has a section on their site called "Burton Girls" featuring blogs from 12 "Burtonistas" as well as articles on clothing, health and beauty, and travel.



Digital Advertising

It finally happened. In 2012, online ad spending surpassed the total spending for newspapers and magazines.³ Advertisers are also moving ad dollars from TV toward video advertising on the web, thanks in part to standardization of formats and technologies that allow advertisers to reach larger audiences across multiple sites. As social network platforms such as YouTube and Facebook mature into credible advertising vehicles, we'll see more opportunities to personalize both video and display ads. With much more refined segmentation, video ads have become more than repurposed 30-second TV commercials. At the same time, new online media firms can place ads on thousands of sites, so advertisers can not only personalize but also achieve incredible reach. The fact that digital advertisers are considering Facebook as a "publisher" and are using well-known metrics such as gross rating points, demonstrates that digital advertising will continue to grow as a credible and measurable marketing tool.

Digital technology makes it easy to test and measure web advertising and website readership. Because changes can be made in minutes with a few keystrokes, it's easy to test multiple concepts. This is called A/B testing (Version

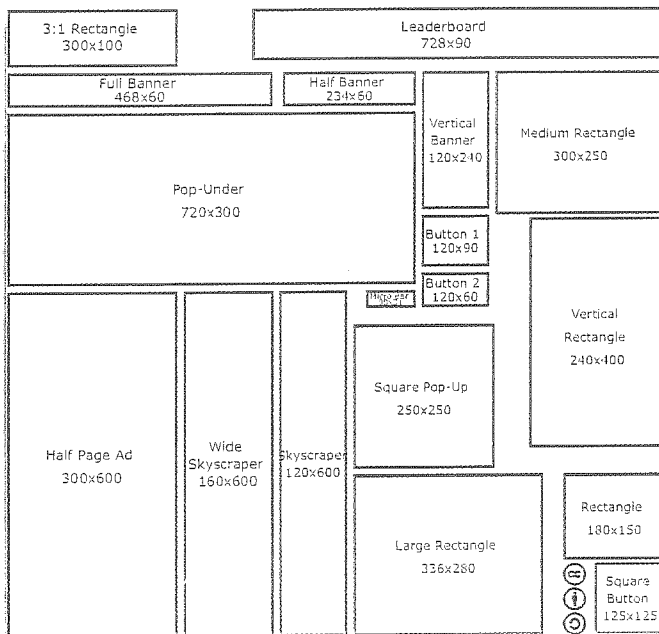
A vs. Version B). Website analytics measure traffic, page popularity, and visitor behavior to help make informed decisions about optimizing your site.

Banner ads have been the staple of Internet advertising. The most common size is 468 x 60 pixels, and they usually appear at the top of a commercial webpage. They are priced on a cost-per-thousand-page basis. Prices vary based on targeted sites and whether the banners are static or pop-up. Traditionally, banners have not been all that effective for generating traffic but can still have a powerful branding effect. The trick is matching content to the brand and getting people to respond. Banners have to be creative to stand out in all the clutter of a typical webpage. Better targeting methods and more accurate analytics have made banner ads less of a hit-or-miss proposition. Highly targeted advertising networks can place your ads on specific sites frequented by key target segments based on browsing history, past purchases, demographics, or hundreds of other variables. Online advertising networks also offer the convenience of reaching many sites with a single buy, helping you save time and make the most effective use of your budget.

The screenshot shows the MSN Autos website interface. At the top, there's a search bar with 'Search Autos' and a 'bing' logo. Below the search bar, there are navigation tabs for 'HOME', 'RESEARCH', 'DECISION GUIDE', 'FINANCING', 'SALES', 'TRAFFIC', and 'PARTS'. The main content area is divided into several sections:

- Research cars:** Includes a 'New' section with a 'Choose a make' dropdown and a 'Help me decide' button. There's also a 'Used' section with a 'Choose a model' dropdown.
- See Local Listings:** A section for finding local dealerships.
- Rotating banner ads:** A large section featuring a Mazda3 advertisement with the text 'Mazda3 3' and 'If it's not worth driving, it's not worth building.' Below this is a Chevrolet Equinox advertisement with the text '2012 CHEVROLET EQUINOX' and '32 MPG Hwy. Drive down to the CR-V, the RAV4, the Toyota Camry, and even the Ford Escape Hybrid (24 MPG).'
- Decision Guide:** A section for finding the perfect car with filters for Price, Body Style, Fuel Economy, and Fuel Type.
- Top Stories:** A section with various car-related news items, including '10 Most Useful Car Technologies', '2012 Buick Regal GS', 'The Return of Mopar', and 'Tesla Debuts Electric Crossover'.
- New Model Showcase:** A section for the 2012 Chevy Volt, sponsored by Chevrolet.
- Shop by Vehicle Category:** A section with icons for various car categories like Luxury Cars, Passenger Cars, Sports Cars, SUVs/Crossovers, Pickup Trucks, Vans/Minivans, and Hybrids.
- Widgets:** A section with various widgets like Gas Prices, Local Traffic, and a 'Your email on your phone' widget.
- Fixed banner ad:** A section with a 'Your email on your phone' banner ad.

Banner ads can rotate between advertisements or be locked into a specific space. The rates vary with the position, size, and longevity on the site. As in newspapers, premiums are paid for "top of the fold" locations.



Popular sizes for banner ads

Rich media banners go beyond the ordinary banner ad to add dropdown boxes, sound-on mouse-overs, animated bits, and even interactive games. Rich media banners and badges provide advertisers with ways to present additional content and interaction within traditional ad sizes. According to studies, they can also lead to significant increases in response, brand perception, and recall.

Here are some tips and techniques for creating effective banner ads:

- **Think billboards:** Your little banner ad has to compete with the space around it just like a billboard.
- **Keep it simple:** Just like a billboard, the fewer the words, the better. You have to get attention first. Then they can click for more detail.
- **Offer an incentive:** Everyone probably knows your brand. So convince them they'll get a special deal, a discount, free stuff, or whatever if they click on your ad.
- **Change the offer:** People check their browsers several times a day. Keep your message fresh with new looks and new incentives. This not only increases involvement; it also functions as a good test to measure which appeal pulled the most click-throughs.
- **Engage the viewer:** Use a contest, quiz, and ask provocative questions.
- **Don't forget the brand:** Don't get so caught up in cute gimmicks that you forget what you're really selling—brand recognition.

Web Content

We won't delve very deeply into website design. There are millions of new examples added daily. You can design a site from scratch, but more and more companies are relying on the rapidly growing selection of open-source web templates. Companies like 1&1 and Wix advertise templates that can be customized for every industry.

Content Management Systems

A content management system makes it possible for just about anyone with opposable thumbs to populate a website. Some are easier to use than others, but basically the idea is that if you can use Microsoft Word or drag a photo from a file, you can build a site. While we love the idea of making the web accessible to the masses, here are some caveats regarding content management systems:

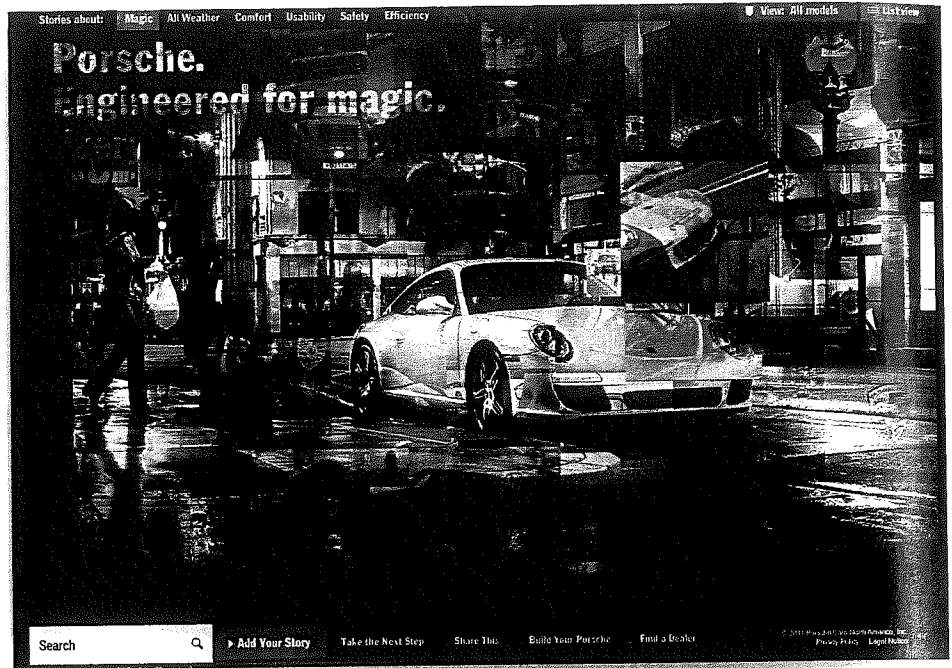
- **Have a plan:** It's empowering to select from hundreds of cool templates, but first figure out what you want to say, how you want to look, and what you want people to do when they visit your site.
- **Set the rules and enforce them:** A professional needs to select fonts, image sizes, colors, and all the other elements. It's tempting to experiment and introduce new elements or create a new look just because you can. Don't forget about the principles of branding, campaign continuity, and good design.
- **Limit access:** A committee can approve websites, but never let a committee design one. Nor should you give too many people admin privileges.
- **Don't walk away:** Someone needs to be in charge of updating content and reviewing the overall look and feel of the site. Don't think the job is over when the site goes live.

As a copywriter, you may be involved in website design in several ways, ranging from developing a total site to writing a headline for a banner ad. As an art director, you may have to develop a design for whole sites down to fourth- or fifth-level pages or landing pages that instantly capture the user's attention. No matter your role, you need to have a Big Idea for the site. What's the One Thing that people will take away from looking at your landing page or website? Beyond that, you need to know if your ideas are practical and affordable. Your role in website development begins with understanding the client's wants and needs as well as those of the customers. What does the client want to accomplish? Do they want an e-commerce component? Is this site only for information? Do they have opportunities to include consumer-generated videos, blogs, or interactive games?

If your website is the hub of your marketing communication program, the goal is to have a lot of spokes and make sure they're well connected. Your traditional print, out of home, direct mail, and broadcast should all point to your site. Here are some tips for using online tactics to increase traffic.

1. Always feature the URL in your traditional advertising. If you don't have an easy-to-remember URL, get one.
2. Create one or several landing pages with unique URLs rather than forcing the user to wade through all the information in a complicated or hard-to-navigate corporate site.
3. Get serious about SEO.
4. Avoid doing the whole site in Flash. It's not searchable.
5. Sometimes you have to invest in a sponsored search, buy keywords, and bid up your rankings on search engines.
6. Develop an e-mail program that gets read and stimulates action. Give recipients the means to respond immediately or a way to opt out.

7. Make sure your banner ads and text links go exactly where they should. Too many hot leads end up getting lost.
8. Consider QR codes, but keep in mind the limitations of mobile sites and a “cheesiness” factor of clunky QR codes junking up a nice design.



Separate from the corporate site, this microsite combines social media and traditional branding to enhance the Porsche ownership experience. Users can add their own experiences as part of an ever-growing mosaic of Porsche brand stories.

If your website is not well designed and easy to read, it doesn't matter how clever you are. People will not stay. Here are some considerations for making the content of your websites more engaging.

- **Think campaigns.** Your pages have to work individually and cumulatively. Make sure your design has the same look and feel throughout the website, even though many pages will have different functions. Most designers start with the most complicated page. If you can make that work, the simpler pages will be easier to lay out.
- **Design at different levels.** Your site map is usually headed by the home page, which should set the tone for the whole site. Then the next level, or first-level, pages are used to hold content for the main sections. Each of these first-level pages has buttons or links to second-level pages, which in turn may have links to third-level pages, and on it goes. Your first-level and subsequent pages should have the same look and feel as the home page, even though they have different functions. This does not mean they have to look exactly the

same, but consider font size, colors, graphic style, and all the other design elements that hold together a campaign.

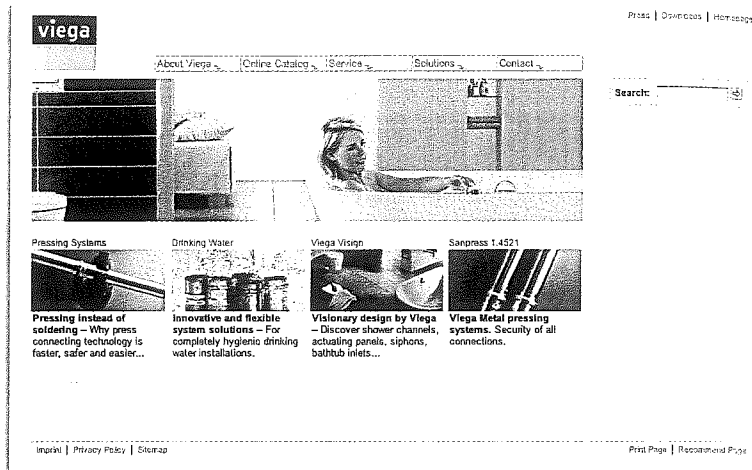
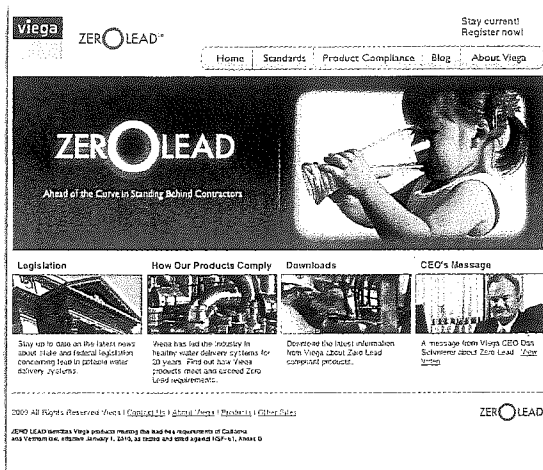
- **Prioritize.** To paraphrase Howard Gossage, people read what interests them, and sometimes it's a website. But there is a limit to what they are willing to read, and website visitors have short attention spans. There's just too much to see on any given site, so it's natural to jump around. It's critical to put the most important information up front and display it prominently. For example, if e-commerce is an important marketing activity, make sure the casual visitor is directed to that section of the site.
- **Don't forget the navigation.** Think about how visitors find their way around your website. *Primary navigation* on a home page directs visitors to the major sections or first-level pages. *Secondary navigation* directs visitors to content inside a specific section. *Universal navigation* is on all pages—for example, links to the home page, "search," or "contact us."
- **Keep it simple.** Besides overdesigning a website from a graphic standpoint, you can also overdo the technology. Too much movement is annoying and pulls readers away from the text. Don't use technology for its own sake. Instead, concentrate on strategy: what you want to accomplish, not how cool you can make it. A webpage template is basically a table—a grid. The navigation sections can go anywhere on the page, and the main content can be anything that fits in the window.

Microsites

Most corporate sites have become so dense, it's hard to introduce a new product, showcase a promotion, or provide specialized content on the home page. Like a small-space ad in the newspaper, anything new gets lost in the clutter. Even worse, many corporate sites are so rigidly designed and controlled that you're handcuffed by their template, fonts, and color palette. So how do you stand out from the corporate site? Create a microsite—a new landing page or collection of pages meant to function as a discrete entity within or in addition to the corporate site. The microsite's main landing page most likely has its own domain name. Microsites may be created just to include keyword-rich content so search engines rank them higher. This not only moves you higher up the Google page, but it can also lower the cost per click.

Widgets and Apps

Many sites have little added features that help keep people on the site longer and, more importantly, get them to come back more frequently. Apps (short for applications) are opened by a dedicated shortcut on the page. They're there, but you have to click on them. Widgets are special apps that are always running, such as a weather report, calendar, or clock. But apps or widgets don't have to be



The corporate site on the left has to provide a lot of information about the company, products, history, distribution, and a million other facts. So when this company wanted to announce all of its plumbing products were lead-free, they launched the Zero Lead microsite with its own URL. This not only provided more emphasis for that topic; it also aided SEO.

utilitarian. When Harley-Davidson wanted to promote the annual Sturgis Bike Week motorcycle rally, they developed a Google gadget offering a live feed from the streets of Sturgis, South Dakota, and interviews with bike designers. The widgets were promoted on biking blogs and websites. In a week's time over 25,000 users downloaded the widget to keep tabs on the daily happenings in Sturgis.⁴

Writing Web Content

While most of the basic writing guidelines we've presented in previous chapters apply, writing copy for websites also has its own set of rules. First of all, people do not like to read online—mainly because it's harder to read a screen than the printed page. Instead, they scan copy, much the same way they look at full-size newspapers. Bold headlines and pictures catch their eye and may draw them into the copy for more detail. In many cases, visitors print pages to read later rather than wade through a lot of text on-screen. Here are a few tips for writing website content that people will want to read:

- **Call out important words.** Use boldface and/or color to highlight important words. But don't overdo it. You still want to make it easy to read.
- **Use subheads to break up major copy blocks.** Since people scan rather than read, make sure your subheads have some meaning related to the body copy. Don't be so cute with your subheads that visitors miss the point of your content.
- **Keep it simple.** Stick with one main idea per copy block or paragraph. Don't introduce too many new ideas per section. In some ways a text-heavy website

[illegible]

- 
NORDBY & CERVEJAS

PERFECCIONADA EN 1876

En 1876 la industria cervecera ya había alcanzado su apogeo. El proceso de elaboración y el sabor solo quedaban por perfeccionar. Resultaba necesario saber de hecho, "¿cómo hacerlo, ¿cómo mejorarlo?", por eso en 1876 nació la primera cerveza de exportación que se ha producido. Sufrimiento hereditario. Tanto que el sabor del tiempo y los momentos lo transformando por completo, así como los sabores.

Carlsberg



























Budweiser

Anheuser-Busch — Productos — Diversión — Tu Música — Deportes — Bud Style — e-Bud — Contacto

NOVEDADES
 Carlos Alazraqui
 Carlos Alazraqui & Los Mochis
LA MEJOR JUGADORA DEL PARTIDO
¡FALSAJADES!

DIVERSIÓN
 ¿Qué tal a punto
Evento Bud?
¡BUSCA TU FOTO!

PRODUCTOS
¡BUSCA TU FOTO!

e-BUD
 Descarga las mejores
wallpapers!

STYL
 Prepara
 bebidas
con Bud!

PRODUCTOS
**Conoce nuestros
 Productos!**

BUDWEISER

Major consumer brands have to reach a diverse consumer base in their home country and wherever their products are sold. The corporate site for Budweiser in the United States can be easily converted to Spanish, but when they are promoting their brand south of the border, the site takes on a totally different look with more promotions and less corporate history.

Web Copy and SEO

Even if you follow all of the above tips, your brilliant web copy will just lie there unread if no one visits. That's why you need to consider optimization to drive traffic to the site. One of the secrets to SEO is to make sure your body copy is rich in keywords. These are the words or phrases that represent the content of your text and, ideally, the words people will use to search for information. For example, a site for Excedrin PM may include keywords such as *migraine relief*, *migraine symptoms*, *migraine facts*, and *migraine remedies*, as well as *Excedrin* and *Excedrin Migraine*. Search engines look for words and phrases to grab. If used correctly, the more they find, the higher your site will rank on a search list. Constantly monitor the guidelines for the major search engines and tailor your copy to maximize organic search potential.

Here are some other ideas for optimizing your web copy:

- Place keywords strategically in the article as part of a sentence or phrase. Don't just repeat them. Search engines consider that cheating and will move you down the list. A good rule of thumb is a keyword density of less than 10% of the total word count.
- Don't forget headlines and subheads. That's the first place search engines look for keyword relevance.
- Pay special attention to the first and last paragraphs. Search engines tend to put more emphasis on these areas.



Where do people look first on Google? Researchers have devised the Golden Triangle, with the red area indicating the first and most noticed areas and other colors indicating lower readership. Any doubt why being at the top of the Google page is important?

- Don't forget to use keywords for images. For example, instead of "iStock1234567.jpg" rename the photo "Patient relieving migraine symptoms with Excedrin Migraine."
- Keep your copy short and to the point. It not only reads better, but there's less clutter for search engines to sift through.
- Try to include words that have the same meaning as your keywords, especially in the middle part of your copy. For example, for Excedrin Migraine, you might use *headache*, *light sensitivity*, or *stress triggers*. This not only attracts users who type in these words; it also gives you more tags without appearing to "spam" the search engine with too many keywords.

Bounce Rates

Once you get people to your site, how do you get them to stay? One key metric is the bounce rate, which measures how long people stay with the site. Keep in mind some of the things that people like so much about websites are also factors that have a negative impact on bounce rates. The main thing is to keep measuring and see what works and what doesn't.

- Do whatever you can to minimize page load time. People hate to wait.
- Get rid of pop-up ads. People hate them too.
- Limit the number of external links or have them open in a new window. Don't give people too many opportunities to leave your site.
- Make sure the navigation is easy to use.
- Make sure the content is relevant to the intended target audience (duh!).
- Be careful with music. Give people the option to mute it. Same with videos and slide shows. Let the viewer control what's going on.

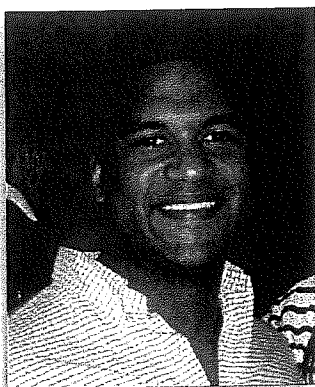
Branded Entertainment

We discussed some of the key topics related to online video in Chapter 12. One of fastest-growing areas of online video is branded entertainment—basically telling your brand message in a format and style people will actually enjoy watching. There are many forms of branded entertainment from consumer-generated fake commercials to repurposing TV commercials on the web and even sponsoring a series of slickly produced webisodes starring well-known celebrities. For example, Pampers' "A Parent Is Born" campaign was a popular web series that showed a real-life couple getting ready to have their baby. Because the characters faced real challenges, the series resonated with other expectant couples. It was less about the product and more about people.

Sometimes a company gets lucky with a one-hit wonder. Toyota's "Swagger Wagon" rap hit online gold with more than 10 million views. Why did this video work? (a) It was really funny; (b) one video like this is much easier to share via e-mail, Facebook, and Twitter than several videos rolled out over a long flight date; and (c) taste-making social bookmarking sites like Digg, Reddit, and BuzzFeed focus on one-offs and not series. Sometimes you don't need to do a series of 10 videos when you can create one very special video that can potentially live on the Internet forever.⁵

Branded entertainment isn't as much about selling the brand as it is about selling the "coolness" factor of the brand. First and foremost you need to entertain. Once you're sure you've accomplished that, you can address integrating your brand message in a way that's subtle, even tongue

Rising Star



Fantastic Voyage to a Career in Online Advertising

Marketing was preceded by my desire to pursue an interest in journalism. Although I thought I could write on and on about topics I actually cared about, there was a regimented element of professional journalism that drove me to the dark side—guh—advertising.

I thought of advertising as an opportunity to create ideas off paper

and see them as living, breathing brands. As I switched majors from journalism to advertising my sophomore year, the transformational element of marketing embraced me with open arms.

But with plenty of media channels to explore, I wondered if I should keep copywriting as my focus and continue hoping something (i.e., an internship) would “pop up.”

Meanwhile, in South Africa, the experience of a lifetime was in the making.

On a whim, in my junior year, I enrolled in my university’s service learning program based in Cape Town and began interning at a community development nonprofit known as Sibanye Economic Empowerment. I was given the challenging task of spearheading the redesign of Sibanye’s wholesale catalog website, crucial for organization exposure. This was my entrance into digital advertising.

Utilizing the experience in South Africa as a springboard, I landed my first job as a project manager/SEO manager for a digital shop in Connecticut. Wait . . . What’s SEO?

I obviously had no idea at the time, so like any other well-learned, resourceful Marquette graduate would do, I learned on the go. Organic search marketing or “increasing Google rankings” was the course. After tons of trials and errors in SEO copywriting and “rinse, watch, repeats” in formulating my process, I began to understand. And understanding led to more opportunity.

Fast forward a couple of agencies later: I’m sitting in a Manhattan boardroom conceptualizing strategies for increasing traffic to the Volkswagen U.S. product site leading up to the Super Bowl, living the brand.⁶

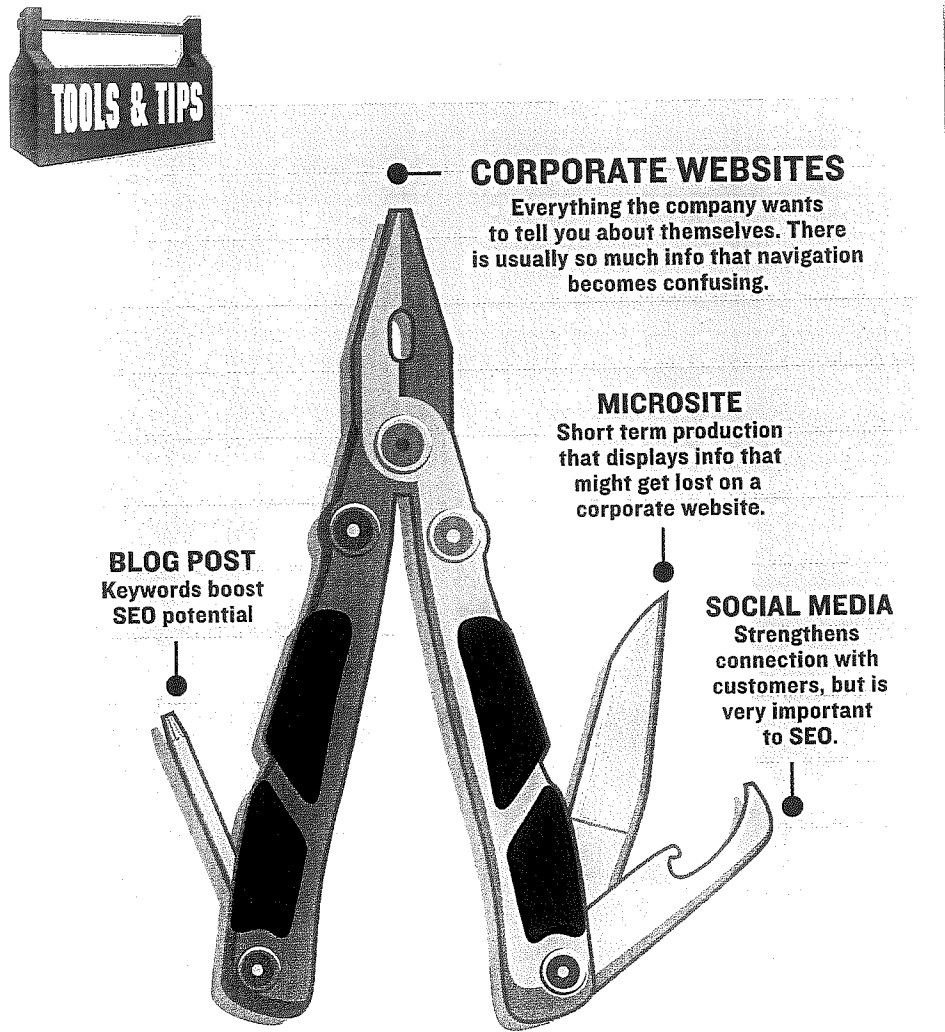
Matthew Hill, organic search manager, Catalyst Online, New York. @matthill728

in cheek. That is part of the brilliance of Old Spice’s “Man Your Man Could Smell Like” campaign. It is so over-the-top, so blatantly commercial, that audiences embraced it in huge numbers. Old Spice is in on the joke, winking along with everyone.⁷

Advertisers, entertainment networks, studios, and talent will continue to invest in digital platforms beyond the web. Branded entertainment will also become more interactive, more selective, and more accessible through mobile devices and tablets.

Consumers will lead and brands will try to catch up, mainly because no other marketing channel generates a powerful buzz as quickly as the Internet. For example, “A video of a buff, but sensitive fireman and a fluffy grey kitten helped to create online buzz for Sauza Blue tequila as part of the women-focused Make It With a Fireman campaign, its first all-digital initiative. The video, which attracted 2.3 million views in less than three weeks, was supported by a

FIGURE 13.1



Source: Created by Dan Augustine.

broader campaign, including banner ads on targeted sites, a newly designed website, blogger outreach, downloadable coupons and sweepstakes promotion on the Sauza Facebook page.”⁸

Web 3.0 and the Future

So where is all this leading us? Web 2.0 has been more or less defined by social media, user-generated content, and phasing out passive browsing. It's about customizing content and focusing on well-defined target markets. In the days of Web 1.0, content was king. In Web 2.0, content is still king, but curating (the compilation and integration of content) is God.

Words of Wisdom

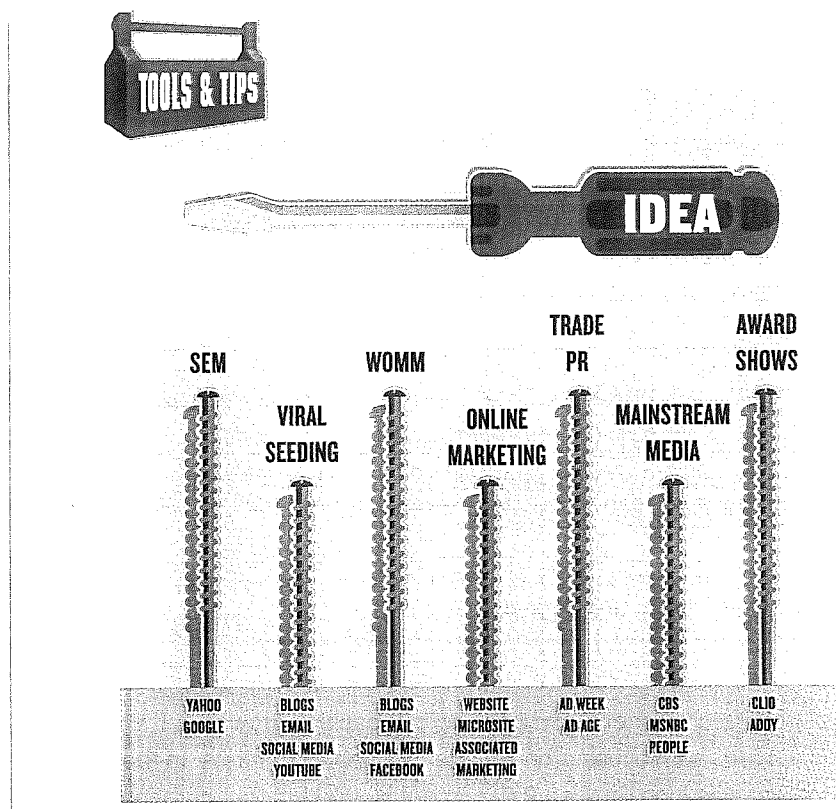
"First the news business, then the music business, then advertising. Is there any industry I get involved in that doesn't get destroyed by digital technology?"

Andy Nibley,
former CEO, Marsteller

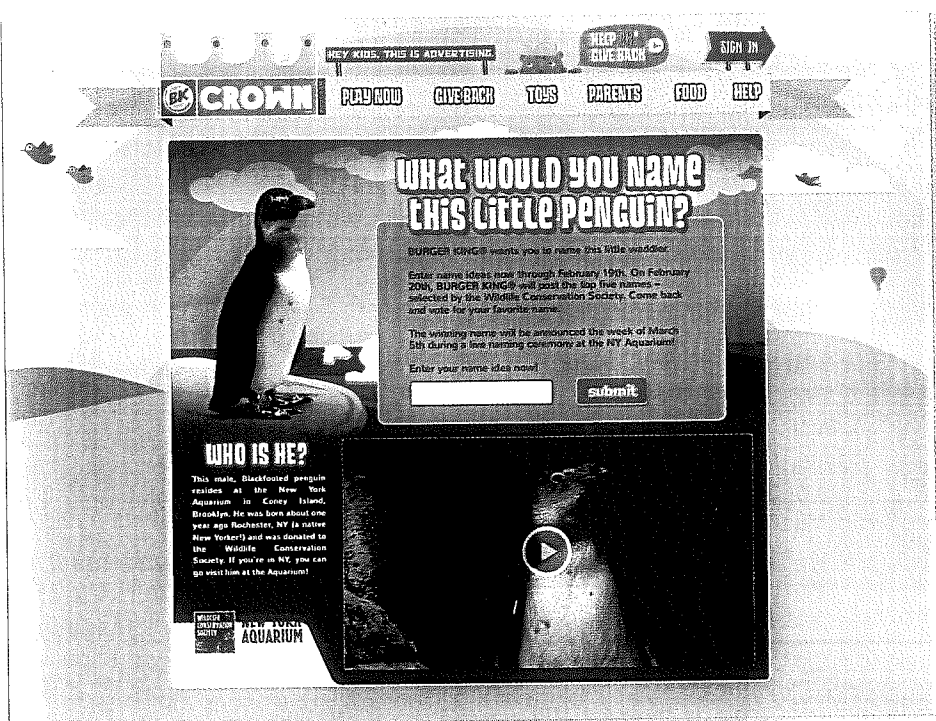


Pampers' "A Parent Is Born" branded entertainment campaign was a successful web series that documented the joys and challenges of a real-life couple going through pregnancy.

FIGURE 13.2 Branded Digital Entertainment



Source: Created by Dan Augustine.



Chances are children would not notice the "Hey Kids, This Is Advertising" disclaimer at the top of this website. They'd rather watch the video. Or check out the toys or play online games. Responsible consumer brands that target kids on the Internet have to walk that fine line between positive engagement and exploitation. Naming a penguin is one thing. Promoting unhealthy food is totally different.

We're well into the next phase—Web 3.0. One of the best ways to describe this new era is the virtual blending of online and offline worlds. Web 3.0 is the seamless integration of your digital and analog lives (or even Second Life, if you're into that). Let's say your computer or smartphone remembers that you like sushi. Your browser becomes like a personal assistant when you look for the best Japanese restaurants in a new town. Web 3.0 requires a giant leap in computer intelligence. In other words, the Internet does all the work for you. All you have to do is tap into it.

So how can you as a creative professional use this technology to create something that sells? Consider all the possibilities of putting your product in a virtual shopping mall. Or using artificial intelligence to create truly helpful customer service. Or creating an avatar that anticipates the next move, instead of being directed. If having too much information defined Web 2.0, Web 3.0 will be about organizing and filtering that information in a format that comes closer to our "real life" experiences.

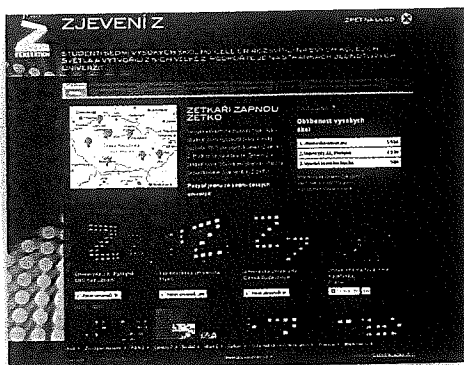
No one can predict the exact shape or dimensions of Web 3.0. We expect the merging of desktop and mobile to accelerate. As Apple continues to dominate tablets and mobile devices, Flash will struggle for relevance. HTML5 may take its place to help designers build digital ads. Consolidation of advertising and technology will make it easier to create cross-channel



*"Marketing in the future is like sex. Only the losers will have to pay for it."*¹⁰

Jon Bond, founding partner, Kirshenbaum Bond Senecal + Partners

War Story



The Perfect Door Opener

The Fernet Stock Z Generation was being introduced as a new variant of the classic Czech bitter spirit to a younger target group. The new Fernet was supposed to be more about enjoying the taste with less alcohol inside. But how do you sell something with less alcohol to a target group that wants one thing from a spirit—the alcohol?

We tried to communicate the new brand as a smarter, more social way of

having fun. The TV campaign succeeded in that by showing sketches where people talked at a bar using only words starting with “Z.” But our goal was one step further. We had to make the young people experience this feeling of doing something differently and having fun in the process.

We looked for people who we could activate in this way, and at the end we chose university students. Here is why. Lots of the students live in university dormitories, and dorms have always been the source of many new friendships. But today this is often not the case. Students often use their dorm only as a place to sleep and surf on the net. Getting to know their neighbors is not very high on their list. We wanted to give them a reason to knock on the neighbors’ doors.

We made an offer for the students: Get together as many neighbors as possible and spell out the letter “Z” on your building using the lights in your

rooms. The building with the most votes wins a party paid for by the Fernet Z. We invited eight major campuses around the country by choosing a well-known student at each dorm. This student then had to start connecting the neighbors. With our help, each of them succeeded in getting all the students on board. Students spent a lot of time rehearsing and getting to know each other in the process. The light show at the end functioned both as social glue and as a medium for promoting the new Fernet Z.

One in every four students at the participating campuses took part in the execution of the light show or came to watch the final show. That is almost 5,000 people, and another 10,000 watched the lighting on the web, in real time.¹¹

*Michal Charvát, general manager,
OgilvyAction, Prague, Czech Republic,
mather.cz*

campaigns. Specialized content will make digital advertising even more valuable. Of course, none of these things may happen. Or the Mayan calendar may actually predict the end of the world in December 2012, which means you probably won’t need this book.

Fasten your seat belts. It’s going to be a wild ride.



Who's Who?

Peter Vesterbacka—Peter Vesterbacka is one of the culprits responsible for the addiction of more than 400 million people around the world. His crime: being chief management officer for Rovio, the creator of Angry Birds. As of November 2011, more than 30 million people play it every day. The genius of Angry Birds goes far beyond the quirky game itself. Rovio, the tiny Finnish company that markets Angry Birds, also licensed T-shirts, plush toys, Silly Bandz, puzzles, party kits, Halloween costumes, card games, flip-flops, key chains, lunch boxes, board games, and even a TV show. As of this writing, the popularity of Angry Birds in the analog world is surpassing its digital success.¹²

Simon Fleming-Wood—Simon Fleming-Wood was named the first chief management officer for Pandora, the online music service. After 10 years of solid growth (125 million registered users as of February 2012), Pandora needed someone to be the shepherd of the brand and build more disciplined approaches to add new customers. Prior to Pandora, Fleming-Wood was on the founding team of Pure Digital Technologies, the creator of Flip Video. Fleming-Wood stated, Pandora's Music Genome Project is a hand-built database "of musicological DNA that allows people on the fly wherever they are to find music that they love."¹³

Tara Lamberson—Tara Lamberson leveraged her experience with Walt Disney Co., Fox Television, and EarthLink to become vice president of marketing at MindComet, a digital solution agency. The range of services include social networks, podcasting, blogs, viral seeding, e-mail marketing, iPhone development, and brand monitoring for blue-chip clients such as General Motors, Disney, AOL, and Tyco. She received a bachelor's degree in media arts and design from James Madison University and coauthored the book *Understanding Y: Inside the Mind of Millennials*.

Rebecca Rivera—Rebecca Rivera is a digital writer and occasional creative director who recently gave up agency life to go freelance. Rivera revels in her new freedom. She believes marketers get shortchanged when the people most likely to buy their products, usually women, aren't in decision-making roles at ad agencies. She should know. For more than 20 years, Rivers was a player at agencies Team One, DDB Los Angeles, McCann Erickson, Publicis & Hal Riney, Digitas Boston, and Digital Influence Group. Today she leverages her experience to bring her insights to clients, without the agency structure hemming her in.¹⁴



Exercises

1. It's a Quirky World Out There

- Think of something quirky about yourself, something that sets you apart. Do you collect comic books? Are you the only unicyclist on campus? Have you been a closet juggler since middle school? Are you the only one you know who has lived through five surgeries before age 18? Do you have four toes? We guarantee there will be some quirky people in your class!
- List all the benefits of having your quirk. Have some fun with this. After all, this is advertising.
- Now write a 200- to 250-word story, along with a headline, expressing your quirkiness in vivid detail.
- Now it's time to reveal your alter ego or remain anonymous. Hop on blogger.com and create a blog that tells the world about your own unique quirk. That's right, create a blog dedicated to your very own quirkiness. You might even want to follow some of the tips in this chapter.
- Once you're done, track it for three weeks and keep blogging. Track how many posts you have each day. Are there patterns? Who is posting? What kinds of things do they have to say? At the end of the three weeks make a list of all the branded opportunities that could be leveraged by people who share your particular quirkiness. You might be surprised by how many others share your eccentricities.
- Share your findings with the class. Yes, you have to reveal your quirkiness, at least to the class. If you like your blog, keep it and expand it. If not, game over.

2. Digital Transference

- Find a long-copy ad for a B2B brand.
- Dissect the copy into a series of benefits. Prioritize them based on the key message within the ad.
- Now go online and search for your brand. See if the benefits in the ad match up to the brand's web presence. If not, choose one of two options: (1) Rewrite the ad to fit the digital brand presence, or (2) rewrite the web content to fit the ad. The goal is to create seamless branded transference and make suggestions for visual consistence.
- Now that you have created a consistent print and Internet presence for the brand, suggest two other tactical opportunities that would be consistent with the revised brand voice.

3. Virtual Artifact Room

Pick a product. Any product. It's time to find the articles that are associated with that product.

- Do enough secondary research so you are familiar with the target, and then draft a consumer profile.

- Now, take your ethnographic feet on the road to find objects—toys, food, music, products, photos, clothing—anything and everything that their consumer might have in his or her world. Gather it together into one place. Create an artifact room. Do this individually or as a class. We recommend doing it as a class.
- Spend time in the artifact room and get to know what objects the consumer holds near and dear. See what you can learn about the consumer's lifestyle from these objects. Compare how you “see” the consumer with how your classmates “see” the consumer.
- Now get out your pencil or pen or laptop and start writing. Begin by revising your consumer profile. Next write a story about your consumer, then another, and another, and another. These are the foundation for the branded story.
- Now cluster the objects in the artifact room and consider how you can make the artifact room come to life digitally! How can you make all the objects, and what they symbolize, available to your target virtually? Is it a website, a blog, wallpaper, an app, or perhaps an alter ego? Do they arrive via a podcast, a text, or a gadget? Maybe your brand is the next to be “Simpsonized”!
- Mock up your concept and share it with the class. If you are really tech savvy, go live.

Visit www.sagepub.com/altstiel3e to access these additional learning tools

- Video Links
- Web Resources
- eFlashcards
- Web Quizzes