

CONVERSATION AND CONVERGENCE: THE FUTURE OF ADVERTISING

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Are we having a conversation?



Questions to consider tonight...

- Are there “traditional” and “modern” approaches to communications?
- How do we cut through the clutter?
- Do we know our *authentic* self?
- Can we put our ideas into practice?

Traditional



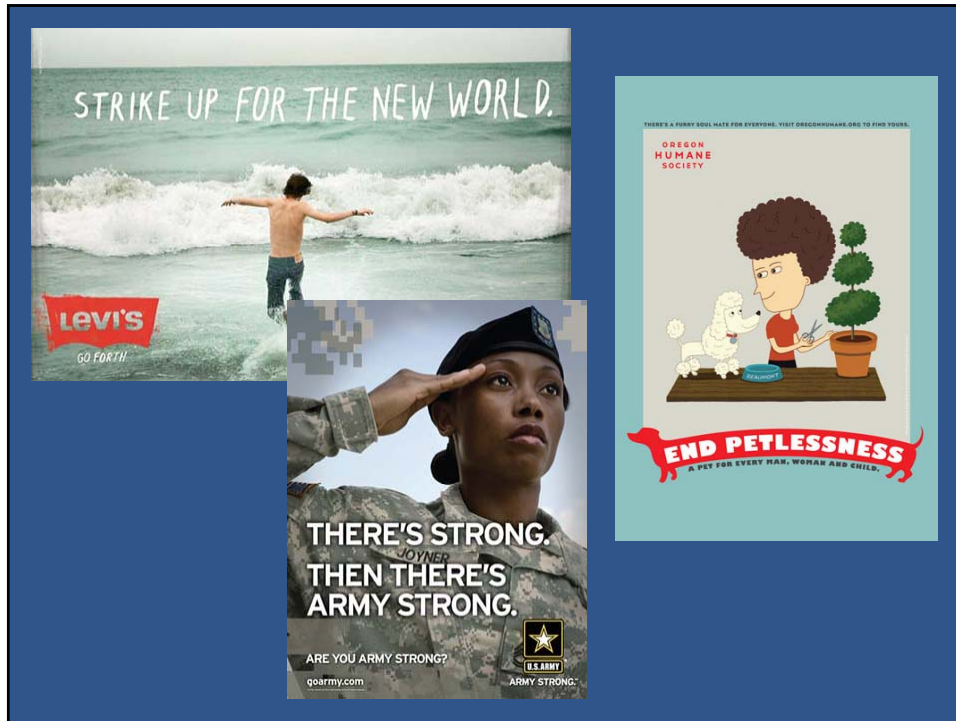
vs. Modern



Are they really different?

We face the same issues...

- Define and reach target audiences
- Create a personal experience through non-personal channels
- Facilitate a desired outcome



Cut Through the Clutter

- Consumer Reports: 250-300 messages per day
- Shenk (1997): 5,000 messages per day
- Have to be told 7-9 times to make it "stick"



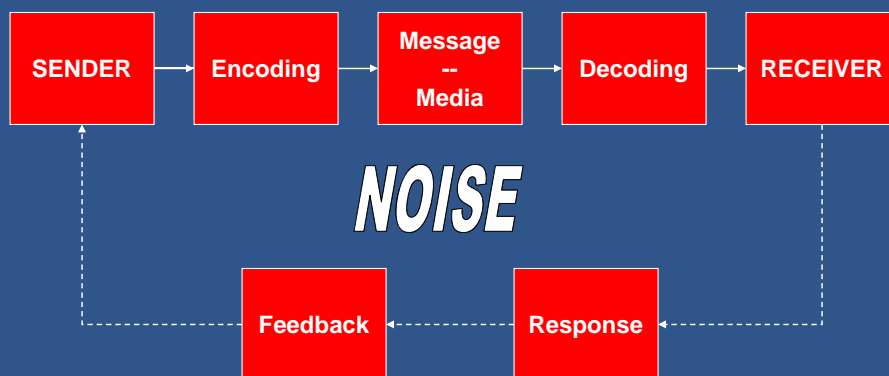
Barriers to Message Reception

**SELECTIVE
ATTENTION**

**SELECTIVE
DISTORTION**

**SELECTIVE
RETENTION**

The Communications Process



The Key Is to Know Yourself
and Your Audience...

Positioning Statement

"For _____, the _____ offers
[T - Highest Ranked Segment] [Product/Brand Name]
_____ because
[C - Category Need]
_____. "
[B - Highest Weighted Benefit and Competitive Advantage]

TCB of Positioning

- T (Target Audience) – who are you directing your communications to?
- C (Category Need) – What need are you fulfilling?
- B (Benefit Offered) – How do you do it better than anyone else?

Examples

You could save. Just leave it to your favorite talking Gecko.

- Convenient local office
- Money-saving discounts
- Low down payments
- Monthly payment plans
- 24-hour service and claims
- Coverage available by phone

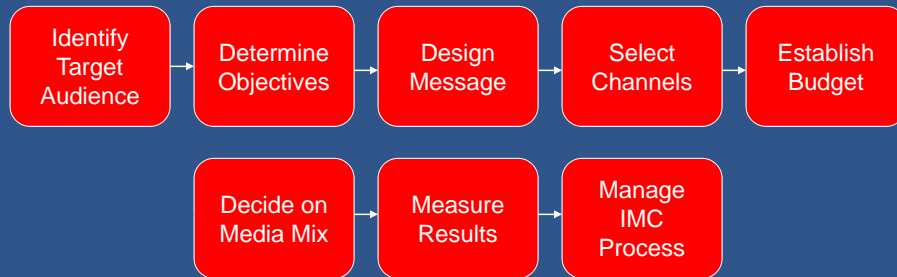
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The IMC Process - An Overview



The Key Is to Know Yourself
and Your Audience...
...and to know what you
want them to do.

Setting Clear Objectives

- Recognition and Recall
 - Awareness
 - Attitude
 - Purchase Intention
- 
- Sustainable
 - Measureable
 - Attainable
 - Realistic
 - Timely

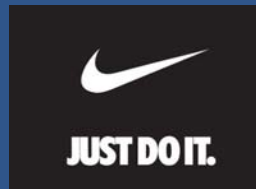
Constructing Communications

Five Things You Should Know...

1. Authenticity is essential.



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2. Do what you are good at – thought leadership.

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10	2	1

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facebook

3. You don't have to be everywhere. (just where it counts)



4. Your biggest customers/clients may come from a small group.



Anderson, 2006

5. Convergence is key.



Suggested References

- "The New Rules of Marketing and PR" by David Meerman Scott
- "The Long Tail" by Chris Anderson
- "Made to Stick" by Chip Heath and Dan Heath

Thank You

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