

Integrated advertising.

*Potential platforms for your
advertising campaign.*

Newspaper Advertising. A study conducted by effectiveness consultancy *Benchmarking for Newsworks*, claims that advertising with newspapers increases overall revenue return on investment by three times.

The research found that adding newspapers to a campaign increases effectiveness by 5.7 times for finance; three times for travel; 2.8 times for retail; 1.7 times for automotive; and 1.2 times for FMCG.



How to increase your car's resale value

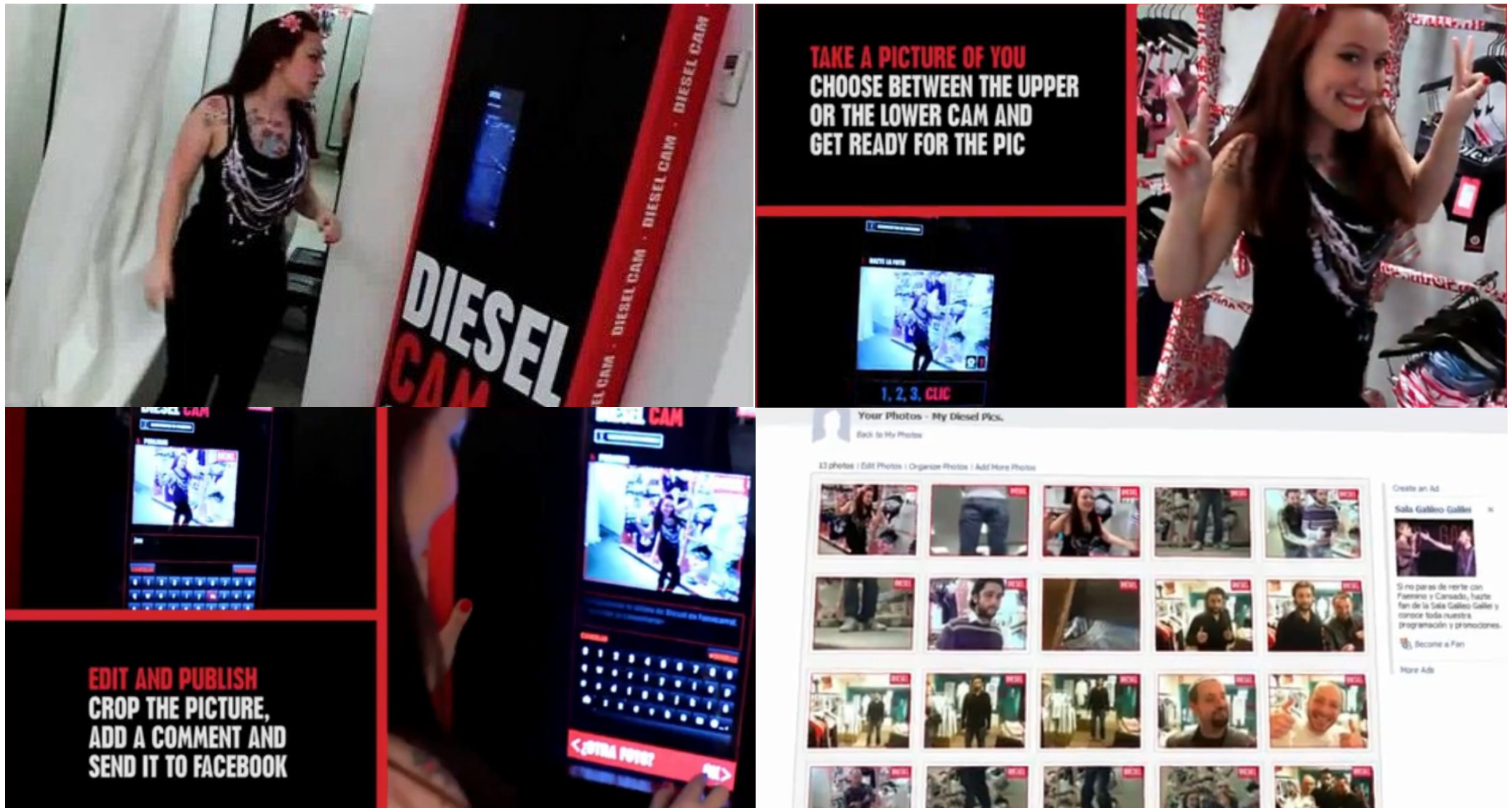


Das Auto.

Claire Harrison-Church, a marketing and strategic communications expert, (ex VP of marketing at Asda) says: “Newsbrands are a crucial part of Asda’s marketing mix because they provide us with an influential and flexible platform that we use to inform and inspire our customers.

Social Media. Back in 2010 *Diesel Cam* made trying on clothes a social experience by allowing shoppers to immediately upload and share pictures of their new outfits with friends on social media. Always early adopters, they pre-empted the Instagram and social media obsessed generation through effective research and recognised the specific advantages of this platform before most major brands. So how will TikTok, or even the metaverse, change brand advertising? Think!





https://www.adsoftheworld.com/media/ambient/diesel_facebook_cam

What about an outside store?

‘Outdoor brand *37.5 Technology* opened a remote pop-up shop 300 feet up on the side of a cliff in Colorado to cater to climbers on the go.

The Cliffside Shop was opened by materials maker *Cocona Inc*, which makes the *37.5 Technology* fabric, which is found in performance brand products like *Carhartt*, *Tommy Bahama*, *Katusha*, *Mission*, *Bauer*, *Kenneth Cole*, *Babolat* and others.

(thedrum.com)





‘The stunt shop was opened on the Bastille Wall in Eldorado Canyon, just outside Boulder, Colorado and supplied climbers with apparel from *Adidas*, *Rab*, and *Point6*, allowing them to test the gear in real-time.

Though visible from the ground below, the pop-up could only be reached by climbing routes of varying difficulty on the sheer rock face.’

(thedrum.com)

Adweek has previously reported:

‘Why the Metaverse Will Reshape Digital Marketing For Decades to Come

Once every decade or so, something new comes along to transform the marketing industry. If you draw a through-line from radio and television to the advent of the internet and, most recently, digital channels like search, social and mobile, you’d find one common principle: that first-mover advantage pays off handsomely for the businesses who master new, paradigm-shaking channels early.’

As Dave Trott would say ‘getting upstream’ is essential.



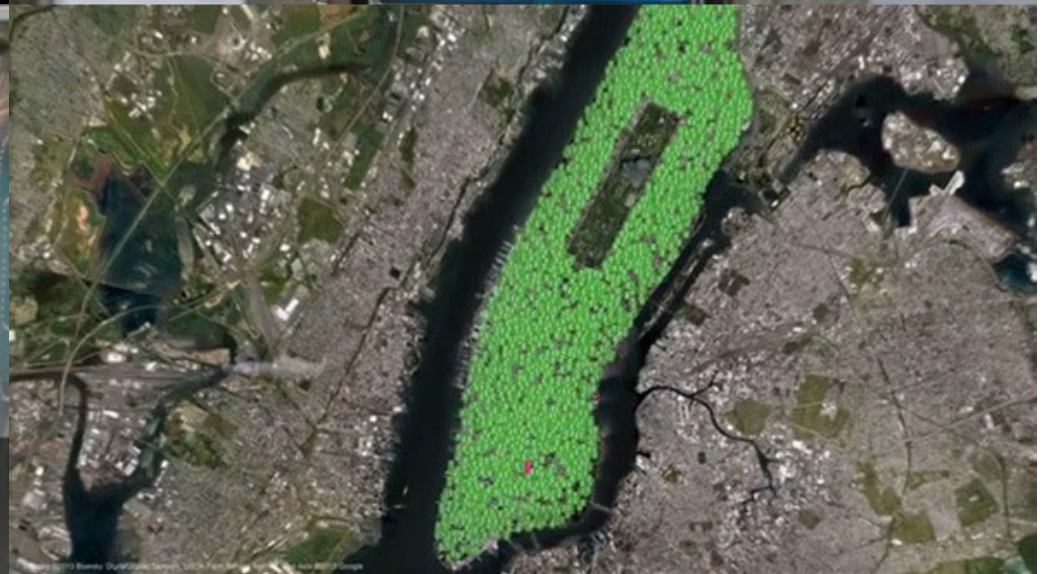
WE TURNED **5,000** NEW YORK CITY
PAY PHONES INTO TIME MACHINES.

Guerilla. *Recalling 1993* was a New York Museum Exhibition that took the 'story' out of the confines of the museum and put it on to the streets and in the very locations where history was made. The campaign focussed on the innovative use of payphones on over 5,000 street corners to tell the story of the city.

RECALLING 1993 TAKES YOU OUT
OF THE MUSEUM AND ON TO EVERY
STREET CORNER IN MANHATTAN

USING ONE OF THE LAST
REMAINING RELICS OF THAT TIME

THE PAY PHONE.



<https://vimeo.com/62832865>



OOH/Digital Billboard. Connecting the real world to the digital world through a billboard is an ambitious task but OgilvyOne London's use of digital billboards for British Airways "Magic of Flying" campaign pulls it off.

Using antennas that picked up data from the transponders of British Airways planes flying within 200 km, the adorable children adorning the billboards in London would point up and identify the plane and its destination. The billboard also had a #LookUp hashtag and microsite where consumers could learn about the billboards, check the weather and book a flight.



<https://www.youtube.com/watch?v=1c9FS5Myn4k>





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Television Advertising. *Thinkbox* reports the figures for all TV viewing in the UK on any screen. Figures for the previous year are published every April.

- Broadcaster VOD viewed on TV is growing by over 30% each year.
- The average viewer watched 39 ads a day on a TV set in 2019, and the average 16-34 watched 21.
- Figures show we watch 4 or more hours of broadcaster TV each day.



https://www.youtube.com/watch?time_continue=3&v=1pYv9F7iTdu&feature=emb_logo



Viral. Pictures of the brand new £90,000 white Range Rover were shared all over the world after it was left outside the luxury department store early this month sprayed with graffiti from a “spurned lover”.

The car had been branded with the words “Cheater, it’s over” and “Hope she was worth it!” in huge red letters before being parked outside Harrods Knightsbridge store. It was a ‘stunt’ devised by luxury motor enhancement company *Revere London*.



<https://www.youtube.com/watch?v=rgzsod1sDbc>



Live Marketing/PR. In 2005, one of the most successful PR stunts began. Red Bull and Austrian skydiver and base jumper Felix Baumgartner began groundwork for a stratospheric freefall planned to exceed human limits. Then, seven years later, on October 14, 2012, Baumgartner rose to 128,000 feet in a stratospheric balloon and completed a freefall jump that had him rushing towards Earth at supersonic speeds before parachuting safely to the ground.

Red Bull's decision to broadcast the jump through a live stream on YouTube was groundbreaking. It was a complete game changer. They realized that YouTube is a perfect channel to target its core audience and they went with it.

“It was the first time we saw a groundbreaking and creative use of YouTube in PR. People usually believe TV is the place where big moments happen,” said Taylor Herring from *We Are Social*.

The campaign not only spread throughout social media, but also received remarkable mainstream media coverage internationally, making the front pages of numerous leading publications. It generated loads of publicity, not only because it was an extreme challenge, but because they were willing to invest in improving society. It has turned a PR event into a news event.”



<https://www.youtube.com/watch?v=dOoHArAzdug>



The growth of Mobile

- There are now over 3.5 billion smartphone users worldwide. It is the most purchased product in the world.
- Users now spend over 3 hours a day on smartphones.
- Over 70% of people use phones for product research or reviews.
- Two thirds of internet customers use a mobile shopping apps.
- Mobile traffic accounts for at least 63% of global web traffic.
- 70% of total digital media time is spent on smartphones.
- Mobile ad spending is now over \$327.1 billion worldwide, and is forecasted to be \$399.6 billion by 2024.

Mobile is a highly personal device, and consumers are more willing to receive content and messages from brands in the right context. It is the richness of mobile data that makes context possible for brands to ensure their messages are timely and relevant. Mobile has the ability to provide hundreds of data signals that enable a myriad of factors to be considered for real-time ad serving.

Smartphones are generally used more frequently across the day, usually out of the home and for shorter periods. Tablets are lean-back devices, used less frequently, but for longer periods, and most commonly at home.

Display and video are the fastest-growing mobile ad formats as digital ad spend shifts from desktop to mobile and advertising products and technologies improve.

Mobile now accounts for over 70% of all digital advertising. Digital has surpassed TV as the world's leading advertising medium in 2022 and will account for 68.5% of total ad spend in 2023. This is a significant moment in advertising.

Voice Search/Smart Speakers

1. The Alexa TV Remote and Alexa Echo Dot Smart Speaker were the top two best-selling electronic products on Amazon in 2020.
2. Grocery shopping accounts for more than 20% of voice-based orders.
3. In the USA voice-based shopping jumped to \$40 billion last year (2022).
4. In market share, this means consumer spending via voice assistants is expected to grow in 2023.
5. By 2024, the global voice-based smart speaker market could be worth \$30 billion.

6. In terms of accuracy, the Google answers 81% of the queries correctly, on average.
7. More than 20% of voice search queries are triggered by a combination of only 25 keywords
8. Top 3 common keywords in voice search phrases are “how”, what” and “best”.

Other integrated platforms:

Ambient

Cinema

Gamification

In-store

Snapchat geofilters

Digital banners

Influencer advertising

Launch party/event

Culture jamming

Bus side

Cross rail

Bluetooth

Experiential

PR

Cover wraps

Radio

Landing pages

TikTok

StudioTask.

Devise an integrated campaign strategy and visuals to sell tins of beans to white-collar, 25-30 year-old people, living and working in southeast England.

