

Explorative Research and Praxis

Integrated advertising.

*Choosing the right advertising channels to
communicate your message.*

Integrated advertising is the use of multiple media channels to communicate a consistent message about a product or brand. It relies on creating a conceptual idea and then relaying this in a relevant way on each separate advertising platform.

The parts should form a whole.

Advertising platforms include:

Newspapers

Magazines

Ambient

Television

Cinema

Gamification

In-store marketing

Snapchat geofilters

Digital banners

Influencer advertising

Launch party/event

Pre-rolls

Augmented reality

Bus sides

Cross rail

Bluetooth

Experiential

PR

Cover wraps

Radio/Audio

Landing pages

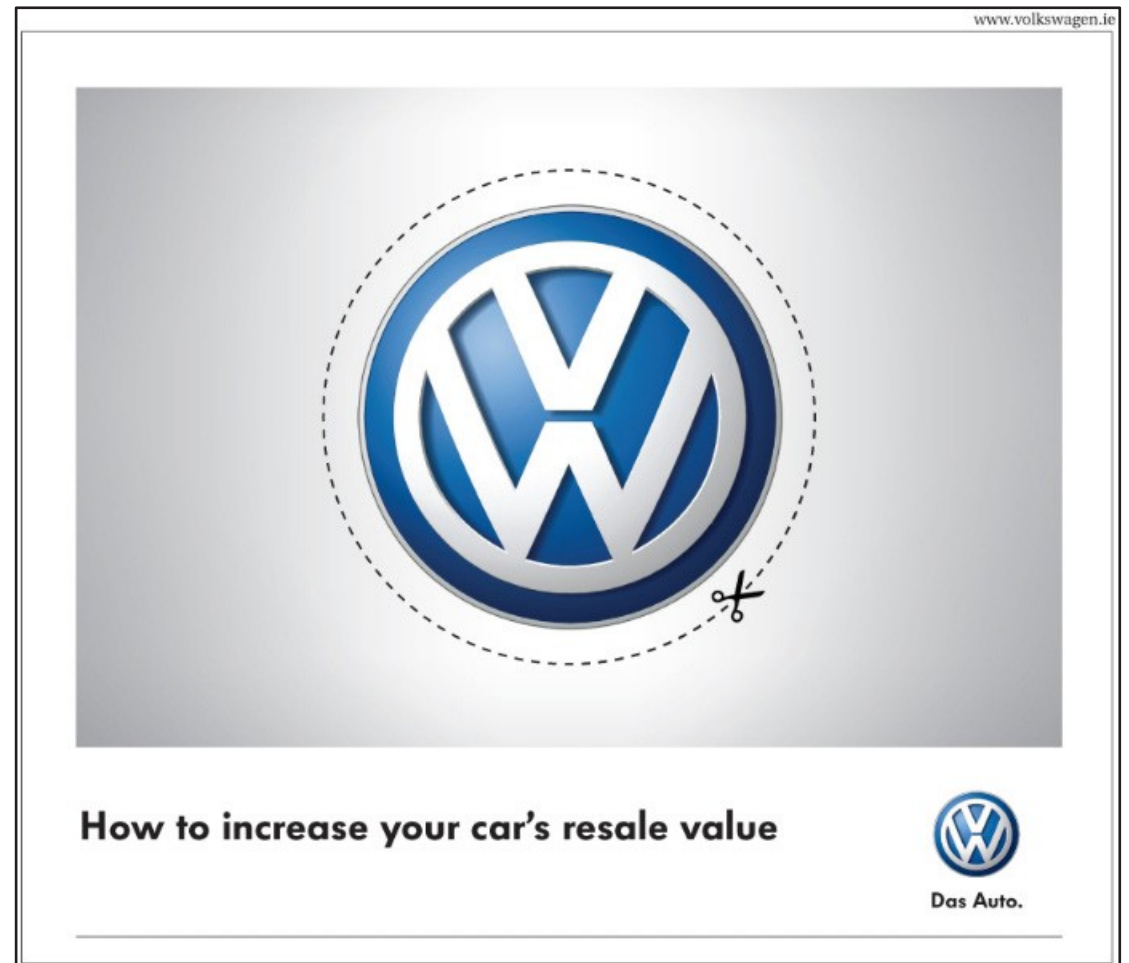
Short form video

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

The research found that adding newspapers to an advertising campaign increases effectiveness by 5.7 times for finance; 3 times for travel; 2.8 times for retail; 1.7 times for automotive; and 1.2 times for FMCG.

For this reason advertising in newspapers is still considered effective despite digital transformation.

When an advertising concept is devised it should also consider its' context. This newspaper advert from Volkswagen uses the medium to its' advantage by utilising an idea that relies on the cut-out coupon. It infers that if you cut out this badge and place it on your car, it will increase the value of the vehicle - such is the inherent second-hand value of a VW car.



The following double page advertisement for an attic conversation company in a local newspaper uses layout to communicate product advantage.

By using the space in your loft area for storage you can declutter your living space. The use of a classified advertisement 'style' found in local newspapers is a visual appropriation to represent the type of objects you can store out of sight such as Christmas decorations and unused golf accessories.

Claire Harrison-Church, a strategic marketer and previous Vice President of a major UK supermarket brand, says:

“Newsbrands are a crucial part of [the] marketing mix because they provide us with an influential and flexible platform that we use to inform and inspire our customers.”

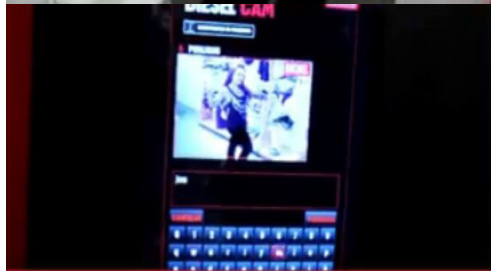
Newspapers can be very useful in matching consumers with brands.

Social Media. Back in 2010 *Diesel Cam* made trying on clothes a social experience by allowing young people to immediately upload and share pictures of their new outfits with friends on social media. The Diesel denim brand pre-empted the 'Instagram generation' through effective research and recognised the huge benefits of using social media before most major brands. They were early adopters.

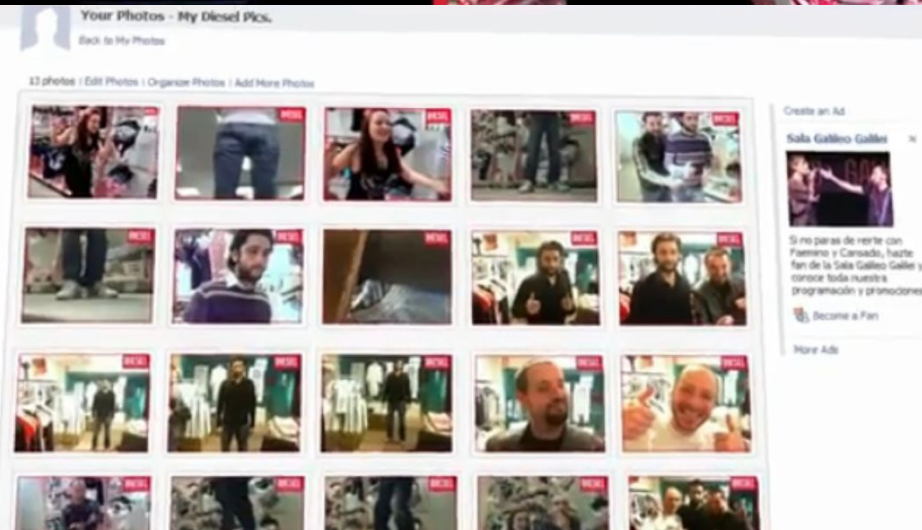
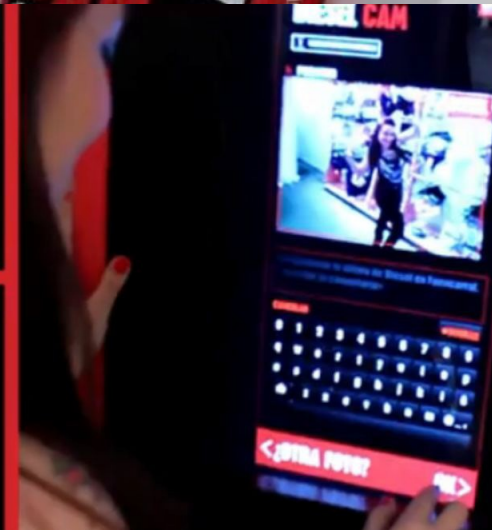




**TAKE A PICTURE OF YOU
CHOOSE BETWEEN THE UPPER
OR THE LOWER CAM AND
GET READY FOR THE PIC**



**EDIT AND PUBLISH
CROP THE PICTURE,
ADD A COMMENT AND
SEND IT TO FACEBOOK**



Guerilla Marketing.

Taken from Jay Conrad Levinson's 1984 book *Guerrilla Marketing*, this type of advertising uses unconventional or unexpected forms of messaging to promote an event or product.

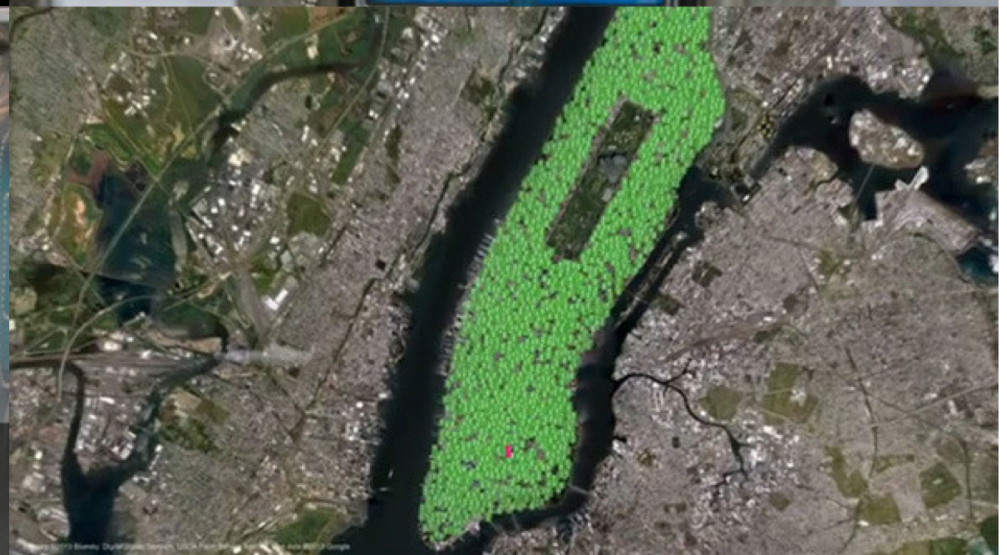
Recalling 1993 was a New York Museum Exhibition that took the 'story' out of the confines of the museum and put it on to the streets and in the very locations where history was made. The campaign focussed on the innovative use of payphones on over 5,000 street corners to tell the story of the city.

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

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

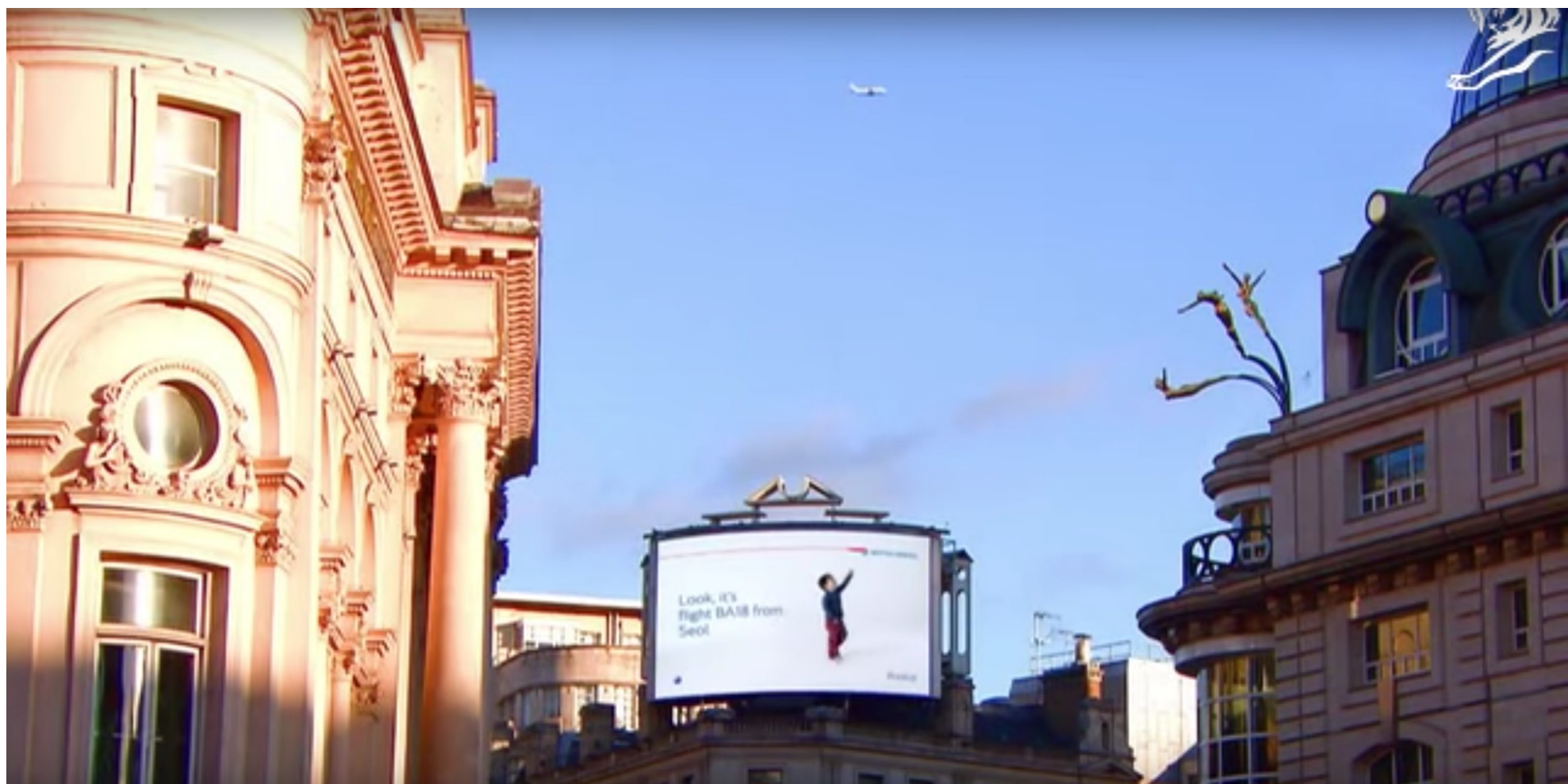
USING ONE OF THE LAST
REMAINING RELICS OF THAT TIME

THE PAY PHONE.



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 is a masterpiece of integrating technology with advertising.

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.





The format of traditionally printed OOH posters can be modified to dramatic effect. The following example was created to promote awareness of Parkinson's Disease. To do so the graphic design mirrored the confusion experienced by the sufferer in order to give the audience clearer insight and understanding of the debilitating disease.



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SWITCH
A LIGHT

we're here.
org.uk

Parkinson's m
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N'S^{UK}

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, these are the latest.

- In 2020 UK adults watched 3h, 22m of broadcaster TV each day, with an additional 36 minutes of subscription VOD.
- In 2020 TV advertising accounted for 91% of the video advertising UK adults saw each day.
- Linear TV and Broadcaster VOD reached a combined total of 93.4% of the UK population each week.
- The average viewer in the UK watched 41 ads a day on a TV set in 2020, and the average 16-34 watched 21.



Viral Videos.

The video format has become one of the most popular media types for sharing. It is the natural development of word-of-mouth communications. Through social media it can be done quickly and its' impact can be huge because of its' cultural impact. For this reason advertisers and marketers have adopted this format to attract difficult-to-reach audiences.

Hu Ge (胡戈) has become famous for the video parodies he creates and shares on Youku.com. Because they are so entertaining these parody advertisements go viral within days of being uploaded, and consequently are viewed by millions of Chinese citizens.

Youku describes the following viral video as, “胡戈最新力作七喜最新科幻视频广告” (Hú Gē zuìxīn lìzuò qī xǐ zuìxīn kēhuàn shìpín guǎnggào) which means: “Hu Ge’s latest masterpiece: 7-Up’s newest science-fiction commercial”.

优酷



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 in 2021 and beyond.

There are now 3.5 billion smartphone users worldwide.

Users now spend nearly 3 hours a day on smartphones.

69% of people use phones for product research or reviews.

Two thirds of internet customers use a mobile shopping apps.

Mobile traffic accounts for 62.5% of global web traffic.

70% of total digital media time is spent on smartphones.

More than two thirds of digital ad spend was on mobile in 2019.

60% of smartphone users have used voice search in the last year.

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. It presently has a third of all adspend and will surpass TV as the world's leading advertising medium by 2022.

The Growth of 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 is expected to jump to \$40 billion in 2022.
4. In market share, this means consumer spending via voice assistants is expected to reach 18% by 2022
5. By 2024, the global voice-based smart speaker market could be worth \$30 billion.

Next lecture:

Disruption