

Marketing In A Real-Time World

Featuring:

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KATHLEEN: Hi, this is Kathleen Ruane from Corporate Communications at Draftfcb. I'm here today doing a podcast with Tim Queenan, our director of digital convergence in New York. And Tim, I've heard you say that advertisers need to start moving from the notion of ad-time to real-time. What do you mean by that?

TIM: Hi, Kathleen. So there's this new notion that we're talking about from ad-time to real-time. And it's really to help leverage the new way that people are actually communicating with each other. Traditionally, we've always thought of advertising as different ways that we can execute a brand's message. And the traditional outlets were usually around commercials, different print advertising, you know different banners online. But these were all thought of secondary pieces of content that I fixed as something else. Whether it's a television show like "Ugly Betty," whether it's within Conde Nast, whether it's on the Yahoo! site.

What digital is allowing us to do now as marketers and advertisers is what something Clay Shirky recently said—it's the largest expressive capability in human history. Digital is no longer about putting advertising on it. We've turned that corner. It's about different ways that consumers are able to express themselves. Either to the mass or to one-to-one with each other. And what we need to do is start thinking about the messages that we put out there, no longer as advertising messages; we have to start thinking of them as messages that have to live in real-time. So they need to be able to interact with how people communicate online and how they produce content online. Not just affix something online for them to see.

You know banner blindness is something you hear a lot about in the press, because it's thinking of online content like a banner in terms of an advertising message which is a traditional way of thinking. Not in terms of a way of sparking new forms of communication and how do you leverage that.

KATHLEEN: Okay. So to help clients and our own employees understand, what are the three trends that point to this new real-time direction?

TIM: Sure. The first one is that all media is coming closer and closer together. So no longer do we just think in terms of television, print, newspaper, even online. Digital as a technology has helped really synthesize all those coming together and now we're finally seeing a lot of this happening. And you're seeing this with a rise of all these new verbs. But logging, googling, downloading, e-mailing, gaming, play listing, posting, texting, searching, tweeting, is the new one right? Where it's no longer just about one media. So it's no longer just about the Web site or the mobile device or the TV. It's all coming together.

So a good example is I watch a television show through my mobile device. Then I text a friend about it and share it with them. Then I go online and actually view some of their responses. So advertisers and marketers have to really think through how are people actually using these different media. And make sure that we're staying relevant because they're all essentially becoming, as *Wired* put it a couple of years ago, the one machine. It's just one machine that's all coming together.

The second trend that you need to be aware of is that consumers are no longer just acting as consumers. But they're actually becoming producers of new content. YouTube is a great example of that where people are going online and actually posting new video content and sharing with one another. And you know this has challenged a lot of things. They're no longer just going to the networks or cable to watch the different video content. They're creating it themselves and they have a distribution platform for it.

This is important because as this grows, we have to as advertisers and marketers have to be able to leverage that capability. It's a great asset that people are creating new content. It's

very relevant. It's in the voice of the customer. We've always talked about make sure you keep the consumer, the customer focused. Well they're not creating that content. So in the future how do we make sure that we're leveraging those different outlets and those different people as they create content. But also how's that challenging the way that we produce content in the future?

And the third trend is around information becoming very fast. No longer is information scrubbed and put out there. It's a two, three month process. It now goes out immediately; Twitter and Facebook are great examples of this. Especially when you see recent news events like the Iranian election or the airplane that landed in the Hudson River. People were instantly communicating around that.

So that's the fact of life now that we can quickly communicate different information and as advertisers and marketers, we need to be aware of how to integrate with those.

So I think as you look at those three trends—information becoming very fast, consumers becoming producers and all media coming closer together—you have synthesis that's happening, and I think that's the thing to note is that we have a new expressive capability out there that we need to leverage just not advertise in.

KATHLEEN: So could you give us an example of where we as an agency are creating work that is in real-time as opposed to ad time?

TIM: Sure. A good example is one of our clients, the Office of National Drug Control Policy, that does the Above The Influence Anti-Drug Media Campaign. We created some new work that actually was a print spot, and I looked at the logo of the ONDCP and it had different creative fields to it. So it was a reinterpretation of the logo. And what we did was we created these different print ads that showed this new beautiful logo, different artists' renditions and what we did is we didn't want it just to be that. So it wasn't just building brand awareness. We wanted to make sure that we could create content that kids could distribute to one another. So we put short mobile codes at the bottom of the advertising and said get this logo to your phone and share with friends. And what we found that by creating

this new piece of digital content, we in fact ignited this real-time activation. Where kids would download this beautiful logo and start sending it to other friends. And what we did was we just created the platform for them to do it. They became our vehicles to have new impressions and share with other people. We have to start thinking in that real-time way of how do we ignite how people communicate with one another? Because that's how it's going to be most relevant and authentic versus in the ad time world where we are expecting people to be a little bit more passive with our messages.

KATHLEEN: Okay so in wrapping up, what do you want our listeners to remember as they walk away from this podcast?

TIM: Sure. Two things. I think as advertisers and marketers, we have to start thinking from a publisher's mindset. Not necessarily as an advertiser's mindset. So what I mean by that is: what's the content and the context that come together to create relevant and authentic experiences? So not necessarily: what's the advertisement that I can buy or create to put in a magazine or on TV? But how do I publish new content that people want as the primary content. It challenges a lot of who does what. Is that media? Is that the creative team of the agencies? Is it the brand? But the more we think like publishers, the more we're going to be thinking and acting like consumers. Because they are becoming publishers and producers themselves.

And the second thing is: how do we make sure our marketing and advertising acts and lives in real-time so that it's just not a canned piece? It can be somewhat producing canned up front. But we know people are going to be talking about expressing about it. So what is part of that overall campaign strategy that we are able to listen to it? And actually able to respond in real-time and be part of that dialogue up front and not just be passive.

KATHLEEN: Okay well thank you very much, Tim.

TIM: Thank you, Kathleen.