



The background of the slide is a photograph of a park, likely Phoenix Park in Dublin, with a city skyline in the distance. The skyline includes several skyscrapers and the prominent Spire of Dublin. The foreground is filled with green grass and some blurred plants. The sky is blue with scattered white clouds.

LBi

What's new in new media ?

Caroline McGuckian

October 2007

Dublin, 25 October, 2007

Who we are

We combine strategy, media, creative and technology effectively to help our clients communicate effectively with their audiences through digital channels.

- 370 people in the UK
- 1,400 people across Europe and the US in 29 offices
- £40m revenues
- More than 10 years in the business

The largest digital agency in Europe

LBi and Me

- No 1 in NMA league tables for marketing
- No 12 for Media
- 21 Strong team
- £10million + in billings
- Search, affiliate, brand, email and technical teams
- Plan across all disciplines



As Media Director at LBi, Caroline leads a team of 21 media strategists, planners and buyers at the agency, who cover everything from placements to maximize brand awareness, to search engine marketing and affiliate management. With more than 10 years digital experience, Caroline has been instrumental in growing LBi's online media practice, and is responsible for clients including Walt Disney Parks and Resorts, easyCar, Starwood Hotels and Marks & Spencer.

Prior to LBi Caroline ran her own agency, Oscar Media, which she set up in 2001. We were so impressed we made Oscar an offer they couldn't refuse and Caroline and her team became part of LBi in early 2004.

End of gratuitous plug



The brief for today

- What does the future hold for digital marketing ?
- What impact does this have on you ?
- The things you should be considering for your brand and product



- And while I'm at it I'll just get my crystal ball out and give you the numbers for Saturday nights lotto !

Online Advertising Spending in Select Countries in Western Europe, 2005-2011 (millions)

	2005	2006	2007	2008	2009	2010	2011
Austria	\$31	\$36	\$43	\$49	\$55	\$61	\$68
Belgium	\$44	\$69	\$94	\$119	\$144	\$169	\$194
Denmark	\$102	\$115	\$131	\$147	\$163	\$179	\$195
Finland	\$39	\$49	\$61	\$75	\$88	\$100	\$113
France	\$1,380	\$1,882	\$2,447	\$3,074	\$3,701	\$4,329	\$4,956
Germany*	\$417	\$533	\$659	\$784	\$910	\$1,035	\$1,161
Greece	\$26	\$34	\$43	\$51	\$60	\$69	\$78
Ireland	\$35	\$51	\$65	\$82	\$100	\$119	\$138
Italy	\$173	\$245	\$339	\$439	\$540	\$640	\$740
Netherlands	\$122	\$157	\$194	\$232	\$263	\$295	\$326
Norway	\$94	\$140	\$187	\$234	\$281	\$327	\$374
Portugal	\$9	\$14	\$20	\$25	\$30	\$35	\$40
Spain	\$205	\$390	\$596	\$790	\$979	\$1,161	\$1,336
Sweden	\$207	\$272	\$339	\$407	\$474	\$542	\$610
Switzerland	\$36	\$49	\$72	\$96	\$120	\$144	\$168
UK	\$2,513	\$3,864	\$5,243	\$6,623	\$7,911	\$9,015	\$9,935
Total	\$5,433	\$7,900	\$10,533	\$13,227	\$15,819	\$18,220	\$20,432

Note: at average 2006 exchange rates; *includes display ads only and excludes keyword search, affiliate networks and classifieds

Source: PricewaterhouseCoopers (PwC) and Wilkofsky Gruen Associates, "Global Entertainment and Media Outlook: 2007-2011" with Interactive Advertising Bureau (IAB) and Peako Research, June 20, 2007

YouTube

Broadcast Yourself

Tune In Now!

- Local Shows
- Music Forums
- Music Classifieds
- Top Artists
- Secret Shows
- MySpace Records

SAVE THE INTERNET

Be a SavetheInternet.com Blogger

BLOGGERS: CLICK HERE TO JOIN UP!

Member Login

E-Mail:

Password:

Remember Me

[Forgot your password?](#)

Google buys YouTube for \$1.65bn

Google is buying video-sharing website YouTube for \$1.65bn (£883m) in shares after a weekend of speculation that a deal was in the offing.

The two companies will continue to operate independently, Google said as it announced the news on Monday.

YouTube, launched in February 2005, has grown quickly into one of the most popular websites on the internet. It has over 100 million videos viewed every day and an estimated 100 million individual visitors each month.



Channel 4 to put all programmes on internet

BY DAN SABBAGH, MEDIA EDITOR

exciting and powerful media... mission to organize the... accessible and... in a

Google ad revenue 'to surpass TV'

CHANNEL 4

Check your mail status: [Sign In](#) Free mail: [Sign Up](#)

our shopping partners

- buy it, sell it **eBay**
- 3-for-2 offers **M&S**
- deals at **amazon.co.uk**
- PC deals from **DELL**
- A-Z of stores

- Save the Children - gifts
- John Lewis - MP3 gear
- La Redoute - wrap up
- more shopping offers

0% for nine months on balance transfers (2% fee applies. Minimum £5) typical **14.9% APR** variable

Orange card from marbles

lling its entire program... twice that is expecte



less is al... s for 99p from... — Advertising



Yesterdays Consumer

- **Digital immigrant ***
 - Remembers the days when teletext was innovative
 - Values “authoritative” voice
 - Reads a website like a print publication



* Terminology courtesy of Carat

Tomorrows Consumer

- **Digital native***

- Remembers the days when file sharing was innovative
- Values “peer group” voice
- Don’t read a website, they experience it!



* Terminology courtesy of Carat

So what
keeps us
awake ?



We believe advertising is not dead...



Although it's a bit unwell

- Advertising is not dead, it's just different, you can't pay your way to favour!
- All communications must apologise for their existence by being good
- Especially in a world where the consumer is exerting control, demanding dialogue, not one way messages
- That dialogue isn't necessarily with you !



Jim Stengel, Chief Marketing Office of P&G:

"Every successful marketer or brand builder understands that we are only in the lives of consumers because they have invited us. We need to both respect and reward this invitation."

We believe digital is not just small advertising

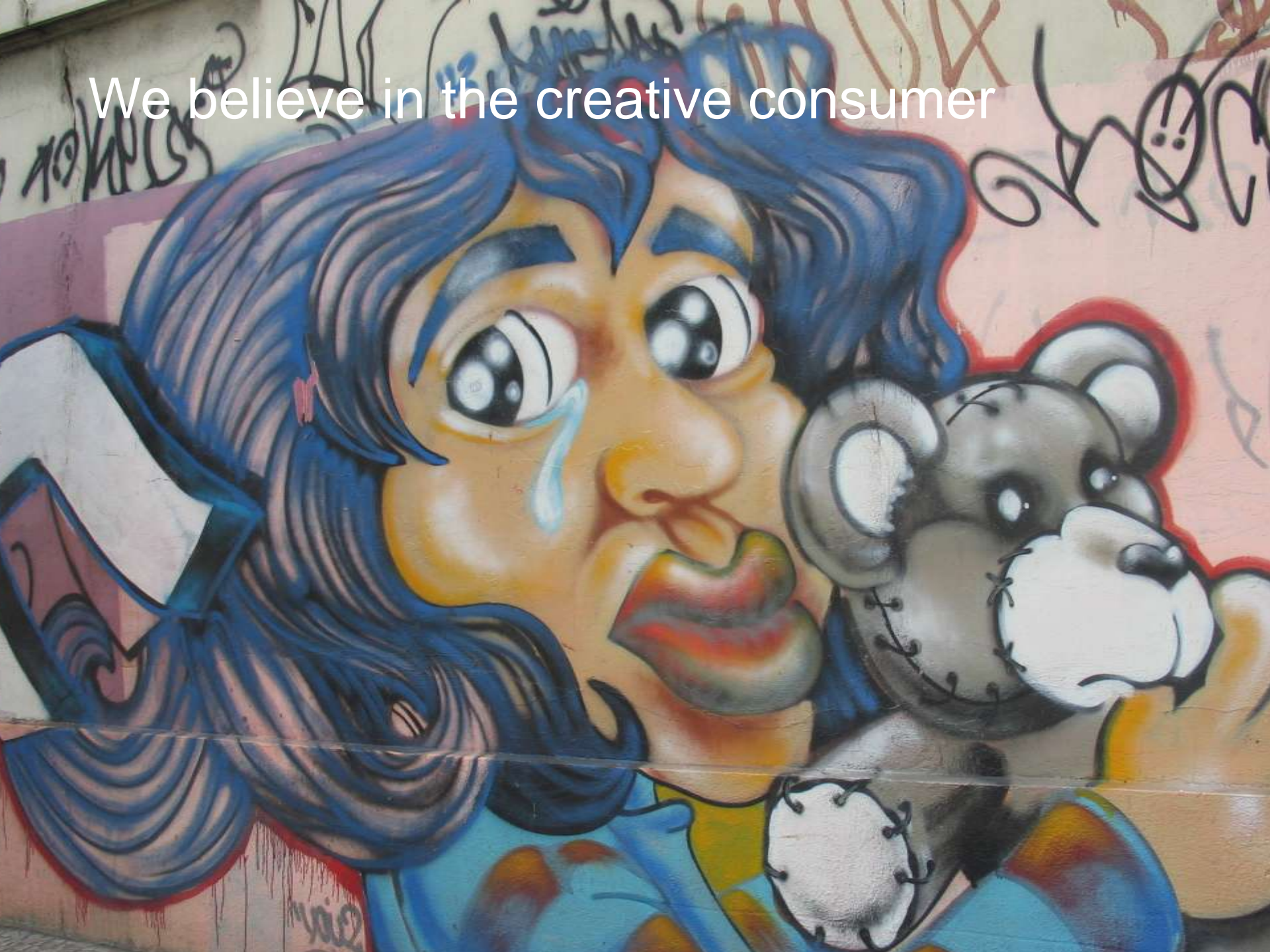


We believe all communications will one day be digital

- The internet is best placed at the heart of an integrated campaign because technology transforms the way we communicate as people and as brands
- This “digital hub” forms the basis of campaigns with global potential, even where localisation is essential
- The internet is not below the line – it’s the first truly through the line channel
- Technology provides the means with which to disseminate ideas and measure their impact



We believe in the creative consumer



They might not listen but they'll talk

- Technology assisted marketing is the only way to truly involve the consumer in brand messages
- If you don't involve them, they will turn away in their millions
- Don't assume they want to talk to you – just about you!



2,044 members

The screenshot shows a Facebook group page for 'Experian' with 2,044 members. The browser is Windows Internet Explorer. The page layout includes a search bar, a navigation menu, and several advertisements. A prominent ad for freecreditreport.com features a couple and text about getting a credit score. Below this is a table of risk categories. To the right, a sidebar titled 'Did You Know?' contains three bullet points.

Risk Categories:	
740+	Very Low Risk
700-739	Low Risk
660-699	Med-Low Risk
620-659	Med Risk
580-619	Med-High Risk
330-549	High Risk

Did You Know?

- ▶ All roommates are weird
- ▶ Professors will not flunk you if they know your name
- ▶ Getting your Credit Score is FAST, EASY

926 members

The screenshot shows a Facebook group page for 'Travelzoo | Travel Deals' with 926 members. The page layout includes a navigation bar at the top with 'Profile', 'Friends', 'Networks', and 'Inbox'. A left sidebar contains a search bar and application links like 'Photos', 'Groups', and 'Strablines'. The main content area features a large blue banner with the text 'What's the deal with TRAVELZOO?'. Below this, a paragraph describes the 'Travelzoo Top 20' as a weekly list of travel deals. A 'top20' section lists 'Top deals on this week's Top 20®' with three items: 'Costa Rica from 20+ Cities (Roundtrip)' for \$148 & up, 'Hip Miami "South Beach" Hotel incl. \$100 in Extras' for \$95, and '7-Night Caribbean Cruise' for \$349. To the right, there are sections for 'Subscribe to the Top 20', 'Sweepstakes Countdown', and '20 TRIPS 20 WINNERS'.

facebook | Travelzoo | Travel Deals - Windows Internet Explorer

http://www.facebook.com/group.php?gid=4747763060

facebook | Travelzoo | Travel Deals

Profile edit · Friends · Networks · Inbox · New account · privacy · login

Travelzoo | Travel Deals

What's the deal with TRAVELZOO?

The [Travelzoo Top 20](#) is the definitive list of the week's best travel deals, emailed to you every Wednesday. Our team researches and tests thousands of deals. Only the best make the list. [Signing up is free and easy!](#)

top20

Top deals on this week's Top 20®:

- \$148 & up Costa Rica from 20+ Cities (Roundtrip)
American Airlines
- \$95 Hip Miami "South Beach" Hotel incl. \$100 in Extras
The Catalina Hotel & Beach Club
- \$349 7-Night Caribbean Cruise

TRAVELZOO

View Discussion Board
Join the Group
Share

Subscribe to the Top 20

We have local editions with travel deals from around the world. Click your flag to subscribe to that region.

Sweepstakes Countdown

20 TRIPS
20 WINNERS

Enter today for your chance to win a Top 20 trip. And tell your friends so they can enter too! The sweepstakes ends in:

start | Internet | 100%

start | Internet - Microsoft Outlook... | The Internet - out pr... | Microsoft Excel | Facebook | Travelzoo... | Microsoft PowerPoint...

23 members



But there are some good examples ...

<http://nikefootball.nike.com/nikefootball/siteshell/index.jsp#;en,0;chainmix>

Some other key big themes



**Increasing
Complexity of
Search**

**Mobile /
Handheld
devices**

**PR and
reputation
management**

**Behavioural
Targeting**

**Integration –
business and
discipline**

Evolution



(OR IS IT?)

Lets start with some caveats

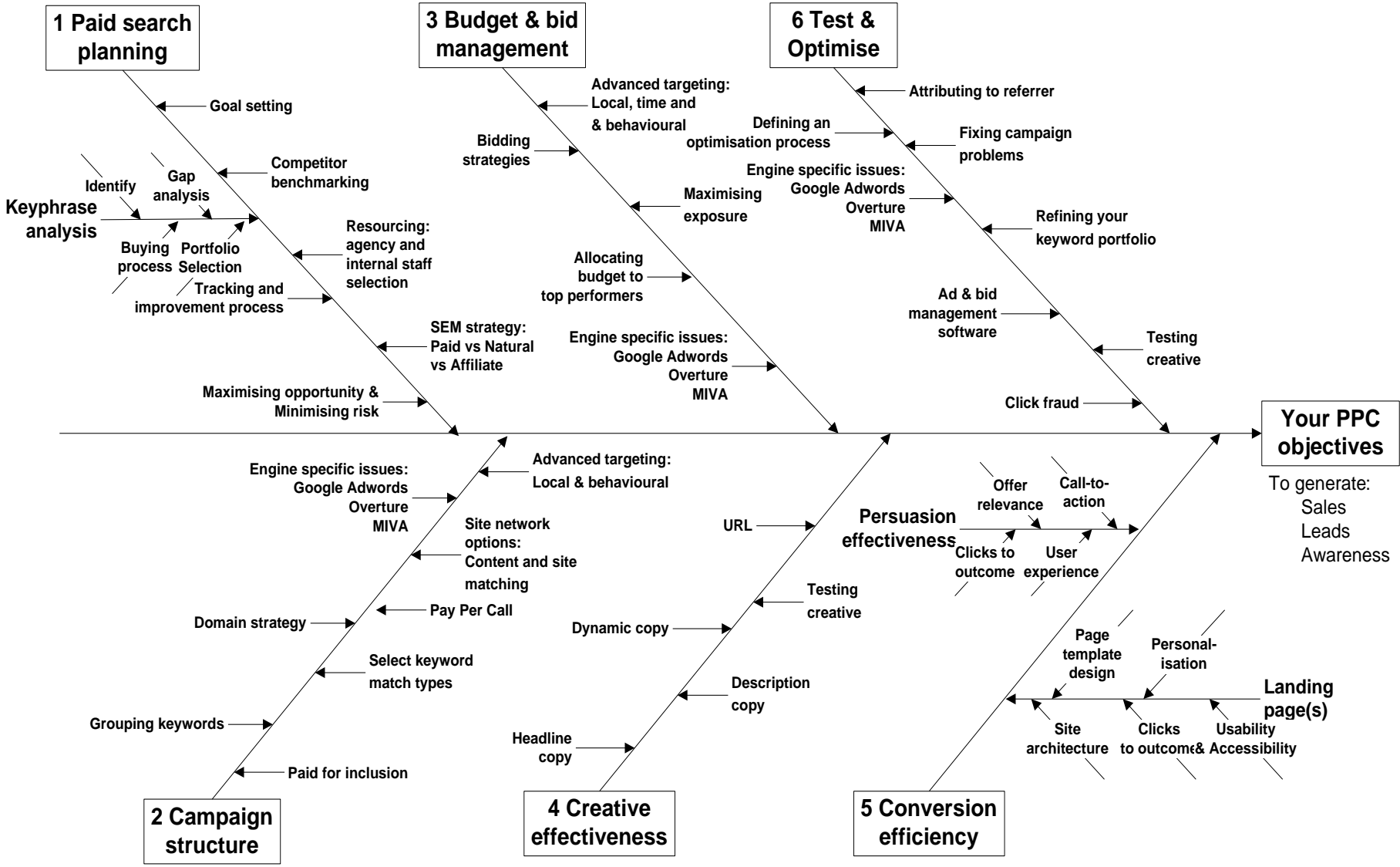
- Search is not the golden goose
- Nor does it begin and end with Google
- It will not generate demand just capitalise on it
- It cannot compensate for poor products or services
- It will deliver hugely cost effective and qualified customers to your proposition if properly managed and delivered
- It is an integral part of your marketing strategy and should be given due care and attention
- The lines of what is and isn't search are blurring
- Search is a finite pool and I believe that media briefs will change to "how can I influence search behaviour ? "



Grey around the edges

- Is travelsupermarket a search engine ?
- What about MySpace ? It had 551 million searches in July 2007 making it the 4th largest search engine according to Nielson.
- There are 33 results for the Galway Oyster Festival and 1970 for Ireland weekend breaks ...
- Amazon, Flickr, Ebay All search engines ?
- Does your customer know or care how we define search ?

Paid search marketing success map

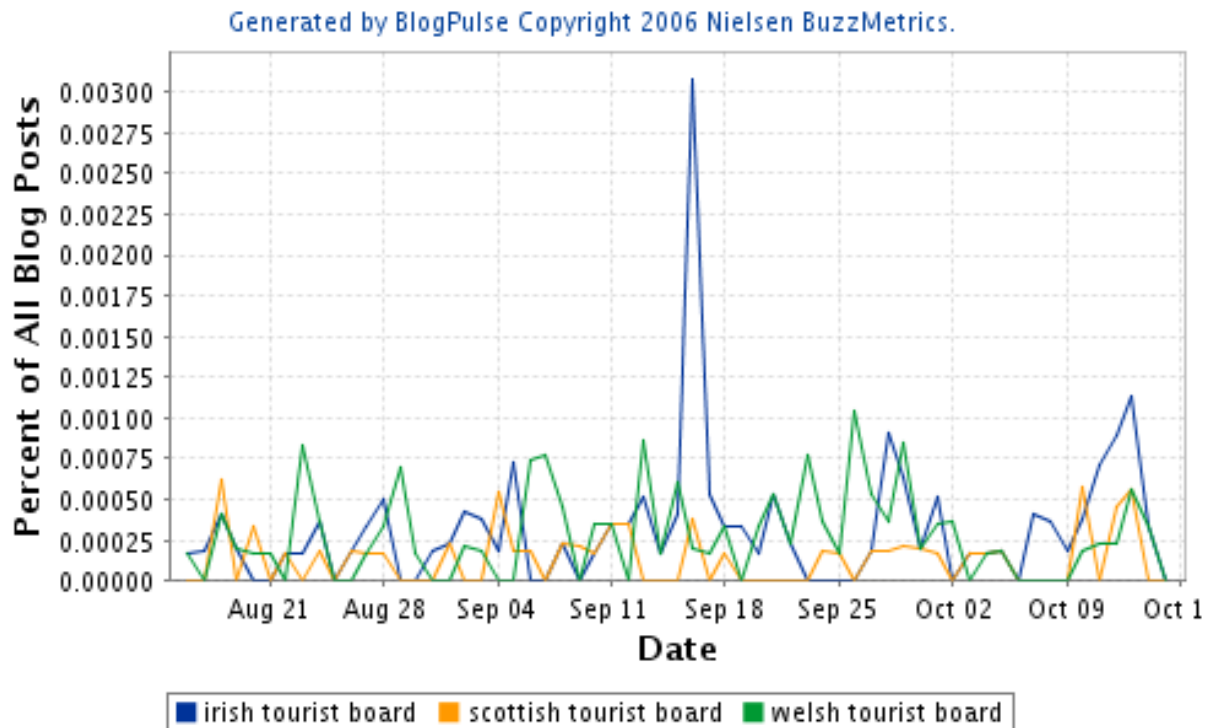


Successful SEO

- **Optimized code is not SEO**
 - Making a site accessible through Meta tags, page titles and general crawlability factors is only one part of good SEO
 - When have you seen a developer do keyword research ?
- **Flash**
 - Is not the enemy but there is a middle ground between design and an SEO friendly site.
- **Communicate and educate**
 - With all parties to maximise your success.
- **Marketing as much as technical**
- **So much more than keyword density**
 - Utilises PR and content
 - Reputation management

What is being said about you ?

Trend Results



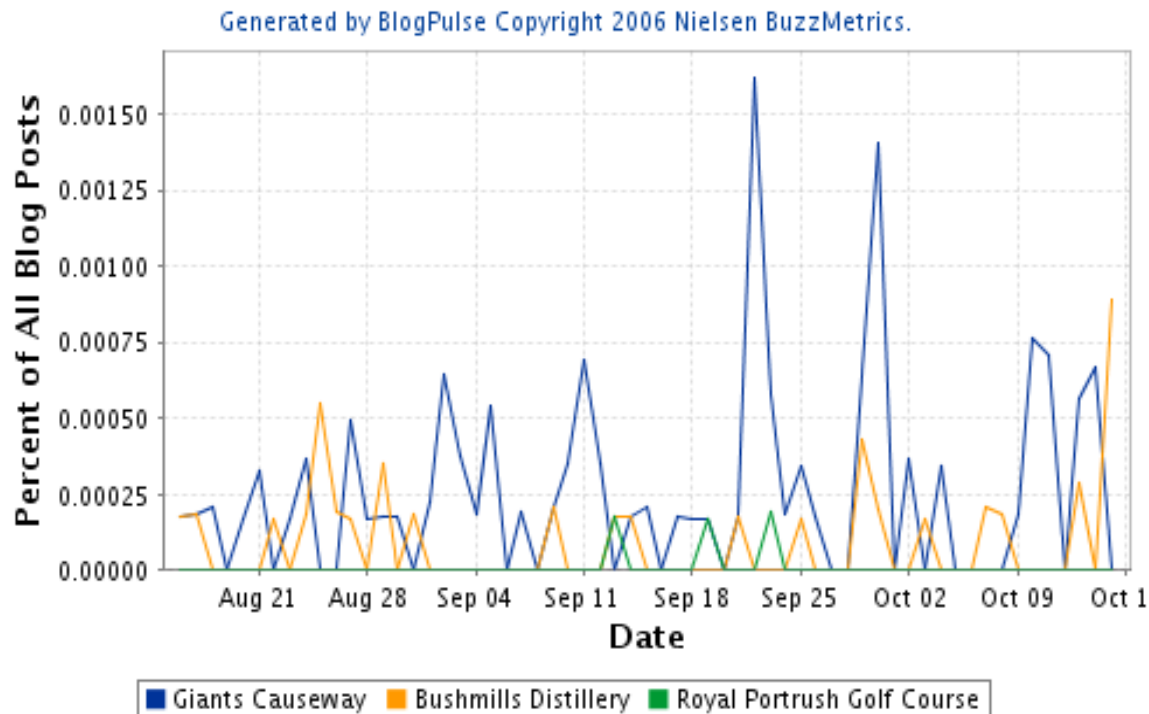
➤ **Search results:**
[irish tourist board](#)
[scottish tourist board](#)
[welsh tourist board](#)

➤ **Drill:**
Hover over lines on the g
date-specific citations.

➤ **Want more?**
Nielsen BuzzMetrics's [Br](#)
forms of consumer-gene
including newsgroups, n
discussion forums. [Req](#)
[information](#), or call us tol
(7335)

And too you ?

Trend Results



➤ Search results:

[Giants Causeway](#)

[Bushmills Distillery](#)

[Royal Portrush Golf Course](#)

➤ Drill:

Hover over lines on the graph at date-specific citations.

➤ Want more?

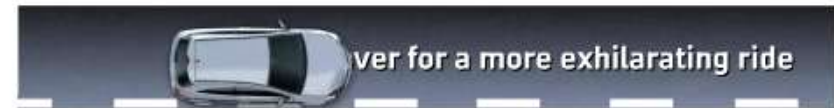
Nielsen BuzzMetrics's [BrandPulse](#) forms of consumer-generated content including newsgroups, message discussion forums. [Request a demo](#) or call us toll free at (7335)

And Behavioural ?



Blue Lithium and Vauxhall – Sequential Example

- Remarketing all users who have seen the Astra branding campaign with a more direct response creative to “drive brochure requests and demos.



Mobile advertising

- Are we there yet ?
 - All 5 main UK operators are in the process of formulating their strategy to open up their content portals to brands
 - Orange has just announced a 6 month representation agreement with an advertising sales house and piloted a mobile banner campaign with 5 brands including Xbox and Lynx.
 - Vodafone have appointed an ad-sales house and technology solution
 - O2 are formulating their strategy
 - 3 are the most advanced in this area. They have successfully run a number of banner and mobile video sponsorship campaigns with brands such as RedBull, 118118, I-pod, and Canon. The largest campaign saw Canon sponsor all the world cup video highlights.
 - T-mobile has just run a trial for ad-funded music video content. This is being tested on 600 subscribers
 - Virgin has also recently announced a trial for ad-funded music downloads

Yahoo project 40% of their business will be mobile within 3 years

In game advertising

- Second life – why ?
- **Product Placement/Static Billboards:** Fixed integration of the product into the game experience or environment.
- **Game Content Websites:** Targeted sponsorship of content surrounding this title on leading gaming websites like GameSpot.com.
- **Gaming Tournament Sponsorship:** Sponsorship of offline or online tournament involving players and spectators of this game.
- **Dynamic In-Game Advertising:** Your ads change on the same billboard in a game. This requires billboard space insertion into the game, as well as a broadband-connected gaming system to work.
- **Sponsored Extra Levels:** An extra level of the video game can only be accessed/downloaded via a special code on your product (for example, Burger King did this by inserting The King into EA's "Fight Night Round 3.") The downside is that this can take months of scheduling and preparation

Yaris campaign



Is your internal
structure a
barrier to
succeeding?



LBi

In summary

apply a little bit of magic

and a little bit of logic

and you will be able to

capitalise on all that is

new in new media

Dublin, 25 October, 2007



Thank you for
your time.

