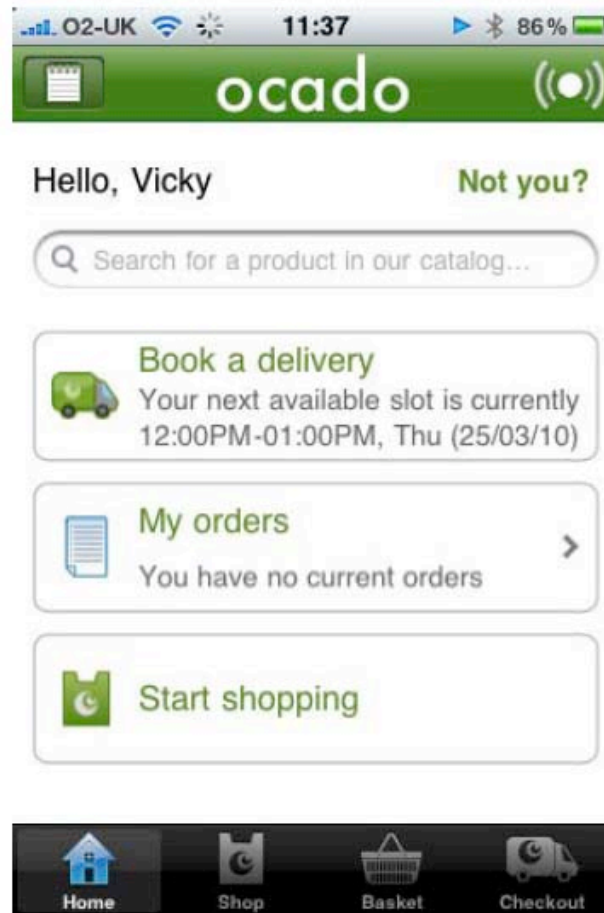


2 Use what works today not what is possible tomorrow.

Ocado iPhone App: easy to use and works today. Also taps into a universal consumer need...



3 Go for it, be brave and try new things. Then adjust as you learn.





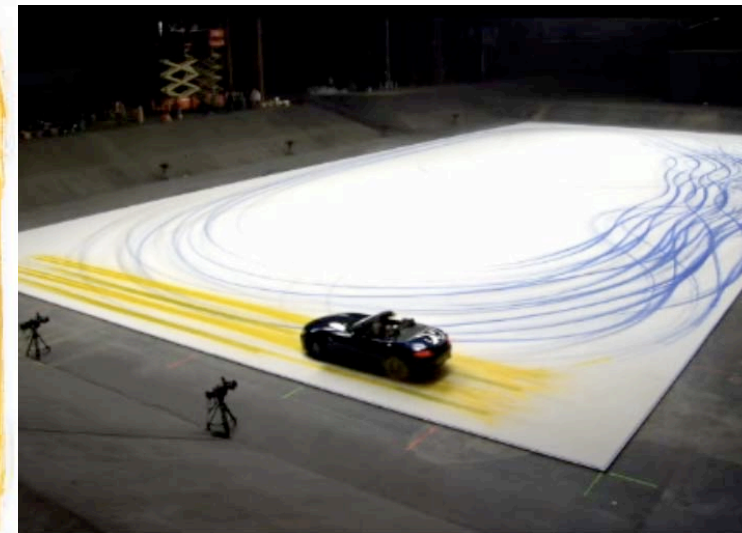
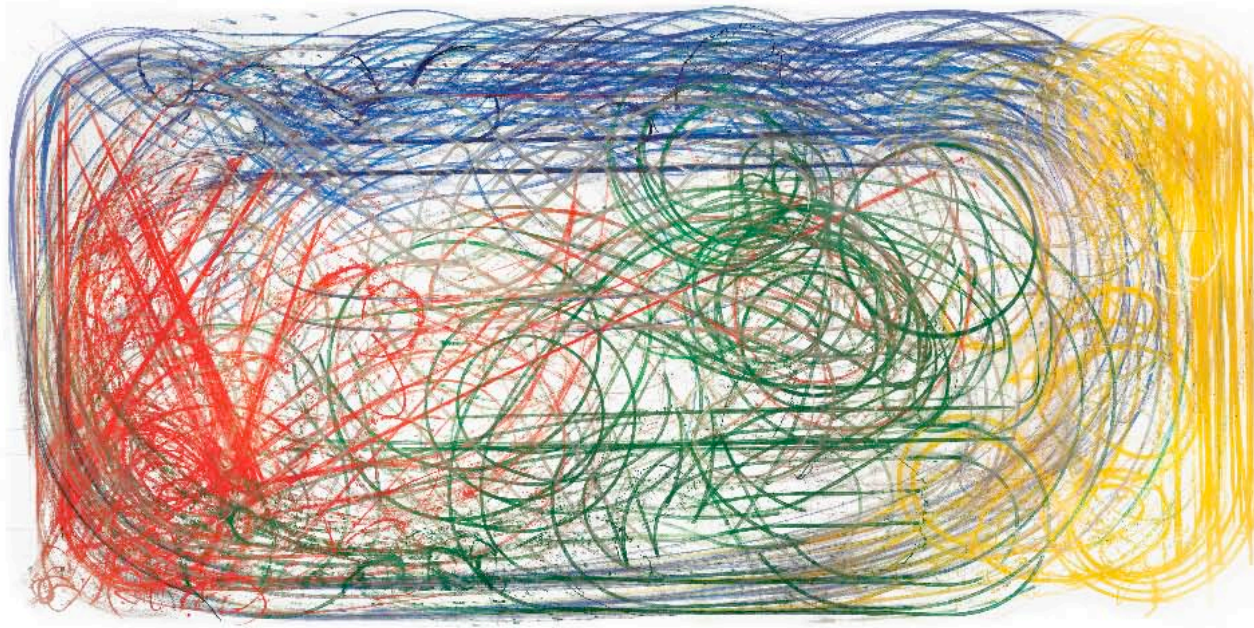
4 Don't rely on just one digital channel. Integrate.



Brand idea: The Joy of driving

BMW Z4 Expression of Joy Campaign

- + Artist Robin Rhode given:
 - 160 litres of paint
 - Canvas the size of 2 football fields
 - 300 horsepower paintbrush



BMW Z4 Expression of Joy Campaign

- + Integrated campaign
- + Above-the-line
- + Augmented reality application for computer
 - Create virtual trails using a virtual Z4 on their desktops
 - Printable symbol as 'remote control' for the Z4
- + iPhone game
 - Configure a 3D model
 - Take a virtual test drive
 - Create your own painting
- + 550,000 downloads since March 2009

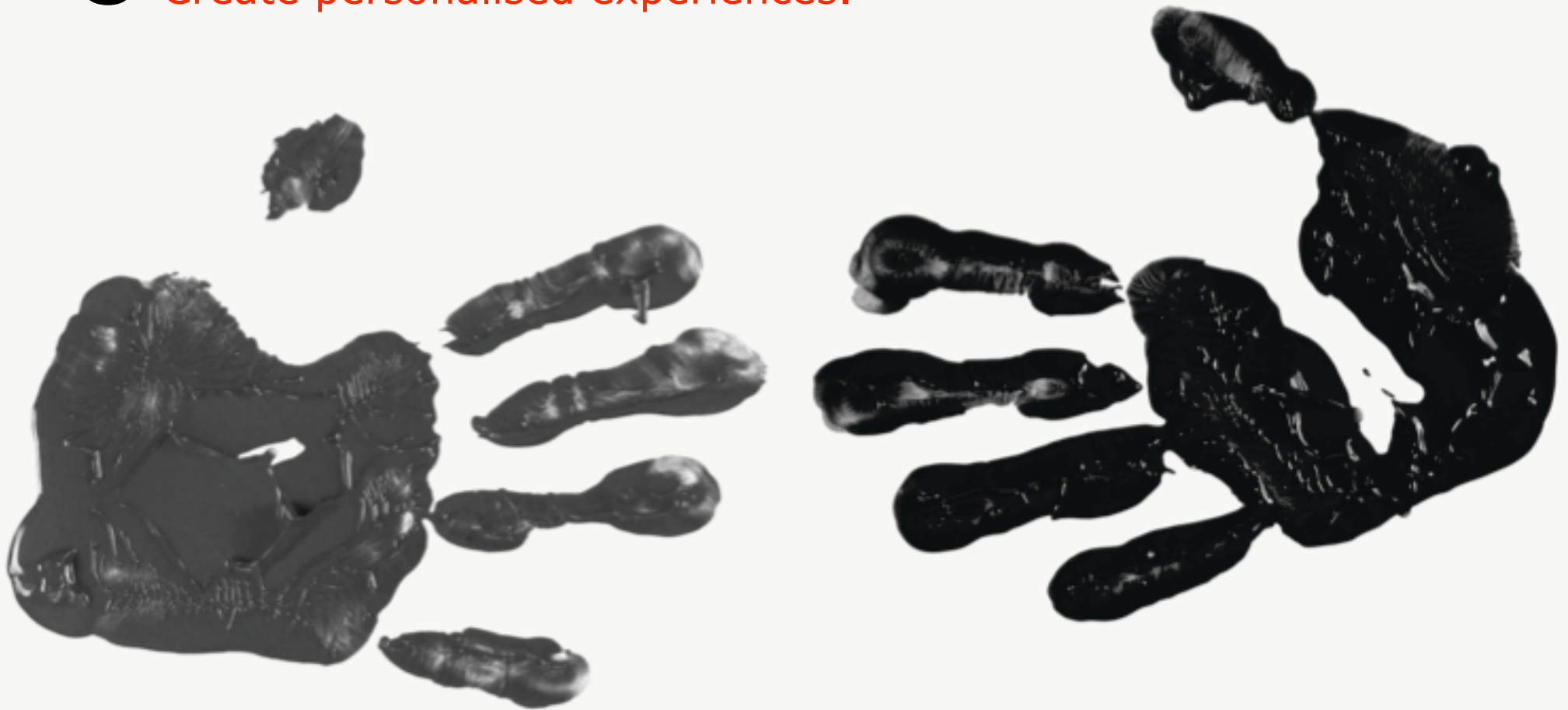
5 Understand the realities of your consumers.



Over 3000 branded messages a day

Source: Google answers

6 Create personalised experiences.



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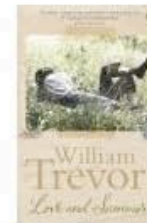
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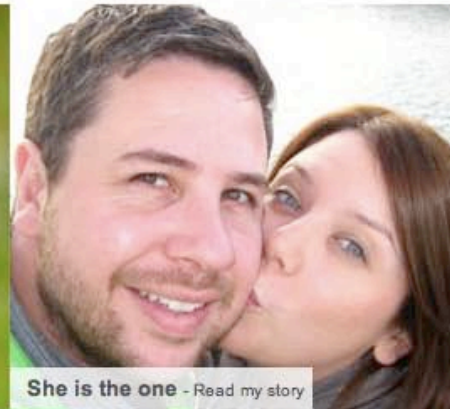
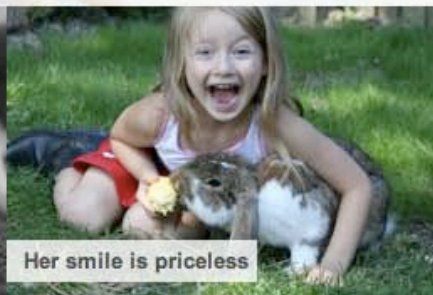
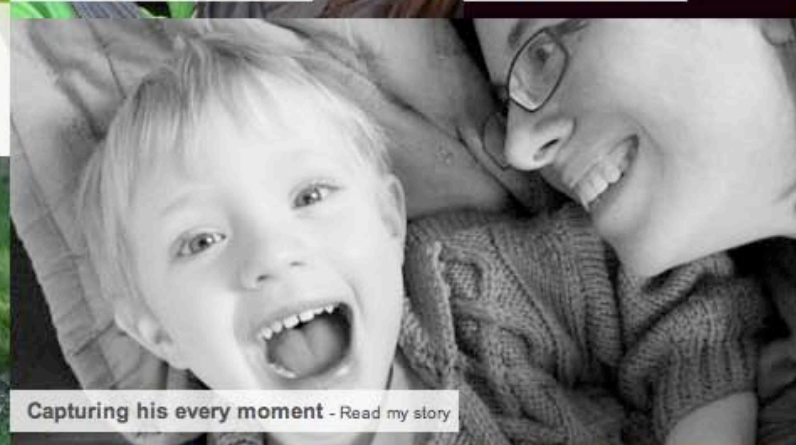
I'm doing it with a Photo Book... *because I care*

A smile doesn't have to cost the earth it's the thought that counts. Putting thought and creating something yourself shows you really care. We know because you've told us. Whether it's someone being reminded where home is, celebrating 50 years of someone's wonderful life, or capturing and reliving your child's every moment, it's your thought and care that makes it special.



When I look at a Photo Book I can't help but smile

No matter whether it's for me or someone else, there's nothing better than knowing you've captured what matters the most and being able to share it. That very first time you open the book and think wow they're going to love it. Priceless!

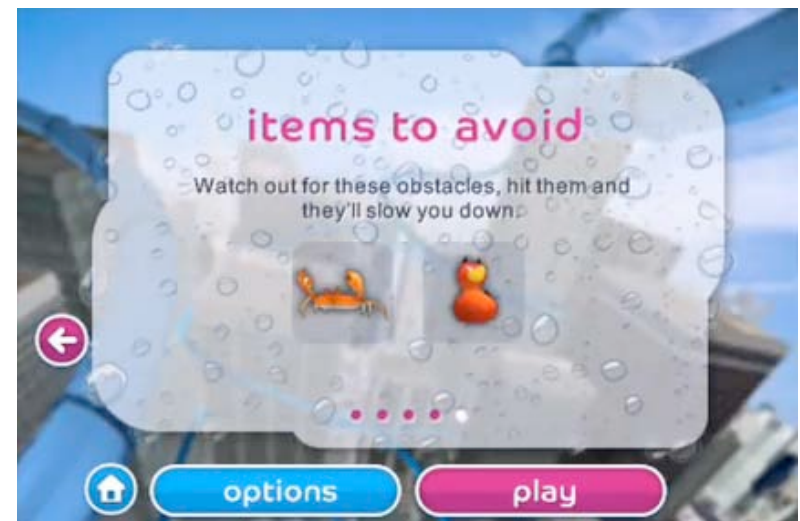
[She is the one - Read my story](#)[Feel close to home](#)[He cheers me up everyday!](#)[Her smile is priceless](#)[Capturing his every moment - Read my story](#)

7 Give content for free. These are investments into your brand.



Barclaycard

Barclaycard Waterslide: Pure entertainment



Barclaycard Waterslide: Pure entertainment

Integrated campaign in the UK: TV ad, online & iPhone game

2 million downloads of the game within 5 days of launch

1.5 million views on YouTube channel

16 million engagement minutes



8

Create content people genuinely want to engage with and share.

VW GTI Game: Unparalleled engagement

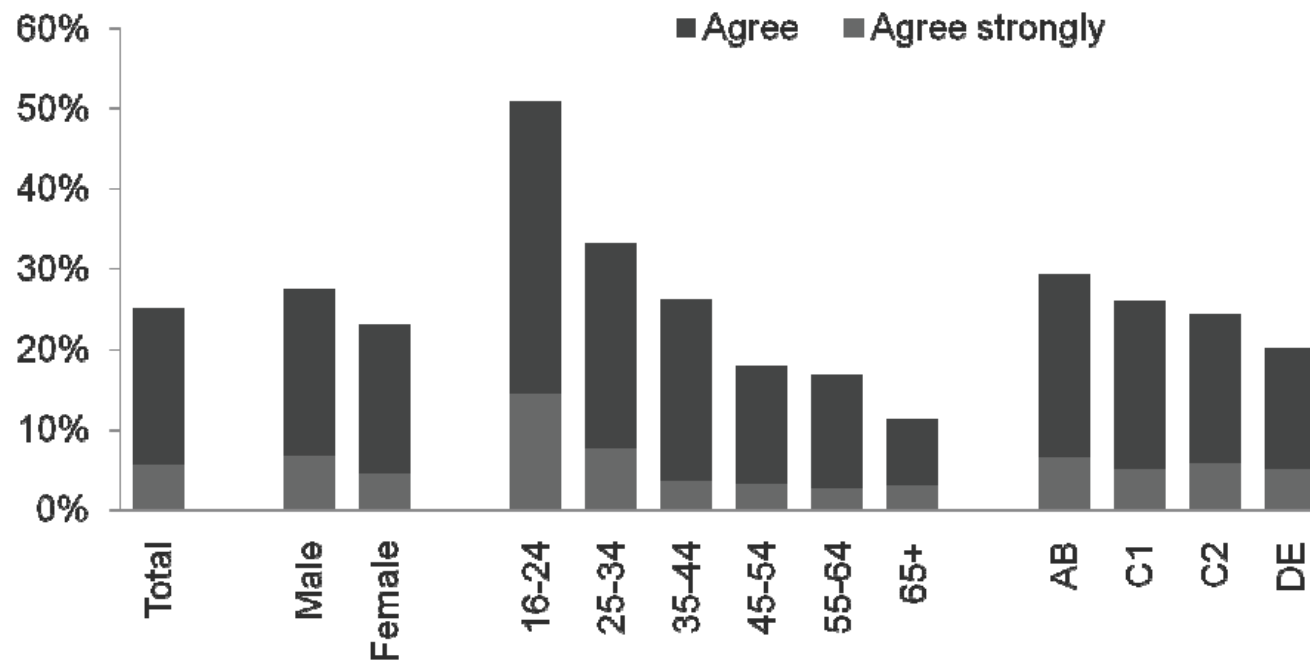
9 Keep interfaces simple. People are scared by complexity.



Simple complexity

“When I buy a new technology device I don’t expect to have to read the manual”

% who agree or agree strongly, by gender, age and social grade



Simple complexity

“I think Google is like a Swiss Army knife: clean, simple, the tool you want to take everywhere. So on Google, rather than showing you upfront that we can do all these things, we give you tips to encourage you to do things these ways. That’s worked well for us. Like when you see a knife with all 681 functions opened up, you’re terrified. That’s how other sites are – you’re scared to use them. Google has that same level of complexity, but we have a simple and functional interface on it, like the Swiss Army knife closed.”

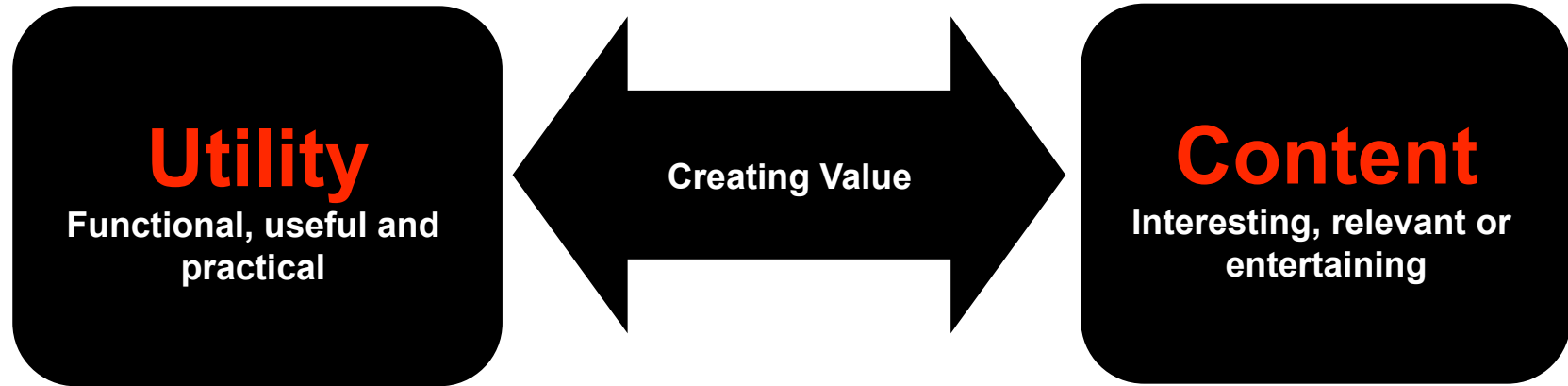
Marissa Mayer

VP Search Products & User Experience, Google

10 Be clear about what you want to achieve and how



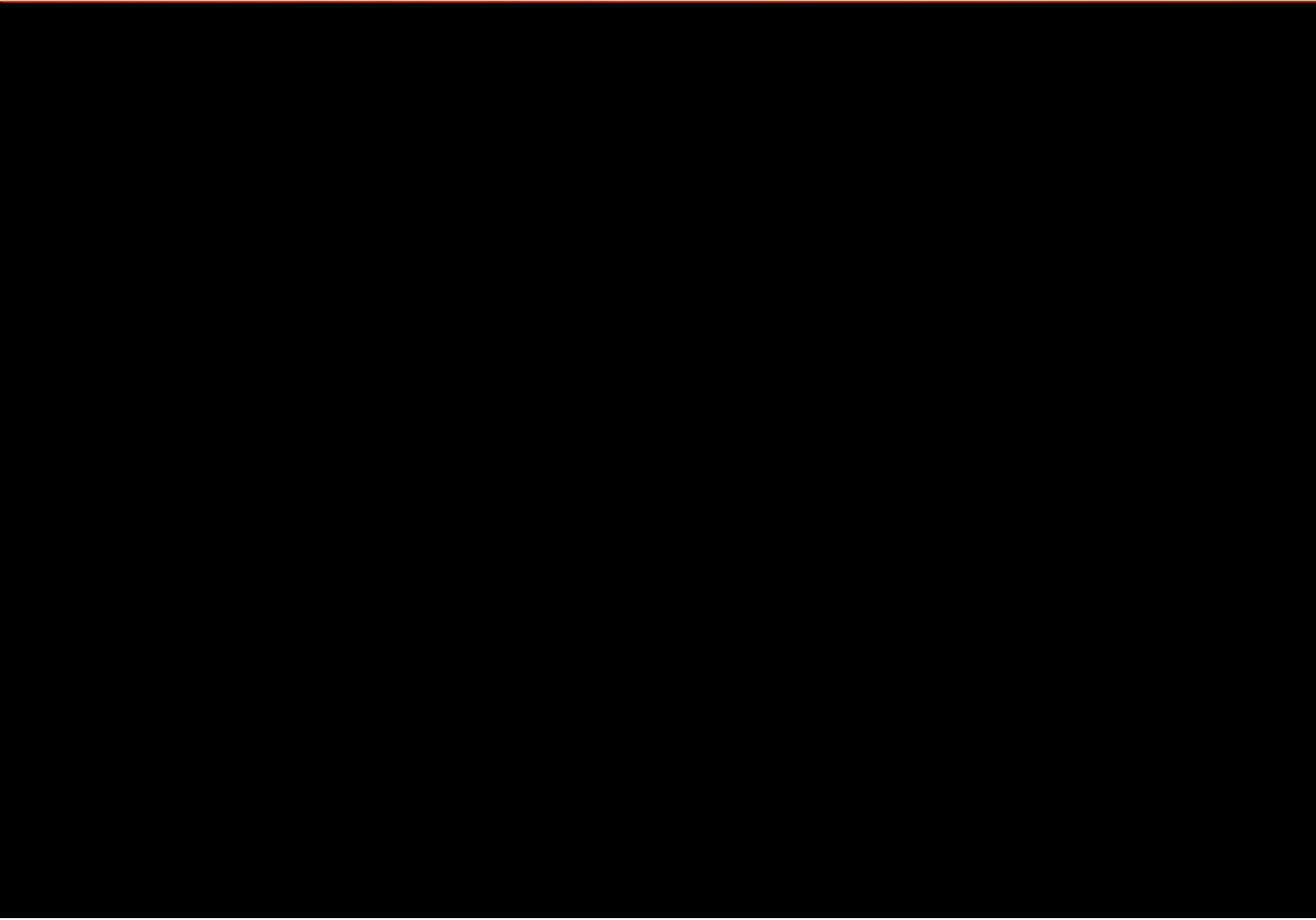
Be clear about what you want to achieve...there are two ways digital can build brand value



Summary:

Top 10 tips for leveraging digital to build brands

1. Be true to your core brand idea.
2. Use what works today not what is possible tomorrow.
3. Go for it, be brave and try new things. Then adjust as you learn
4. Don't rely on just one digital channel. Integrate.
5. Understand the realities of your consumers.
6. Create personalised experiences.
7. Give services for free. These are investments into your brand.
8. Create content that people genuinely want to engage with and share.
9. Keep interfaces simple. People are scared by complexity.
10. Be clear about what you want to achieve and how



Thank You

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