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simple is smart



Using 'digital' to help build your brand

Piers Guilar
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Today

1. What is digital?
2. How digital is evolving
3. Ten tips for using digital to build your brand

1. What is digital?

“Digital is like the air”

Websites & microsites

E-mail

Interactive TV

Gaming

Mobile apps

Online searching

Online advertising

Social media

Mobile internet

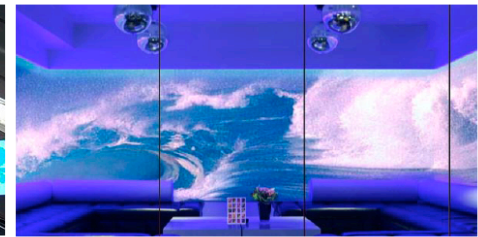
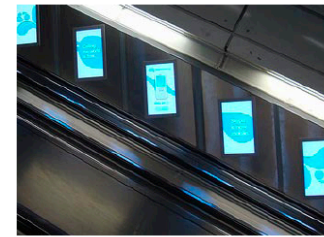
Digital outdoor

Podcasts

Viral elements

Instant messaging

...and many more



MORNING

COMMUTE

WORK

COMMUTE

LEISURE



Breakfast
TV



Check
work
email



Track news
online



Text /
call
friends



Blog,
review,
email



Check
personal
email



Listen
to iPod /
iPhone



Visit
social
media



Check out
podcasts



Watch PVR
recorded
shows

BMW iDrive



- + Pull the iDrive knob back to select the “entertainment” menu
- + Scroll to the bottom of the screen and click on “memory”
- + Scroll to the top of the next menu and highlight “M FM”
- + Scroll to the right and click “manual”
- + Twist the knob to tune in station
- + Click “memory” – twice – to store it

“Bad digital”

Frustrating

Irrelevant

Repetitive

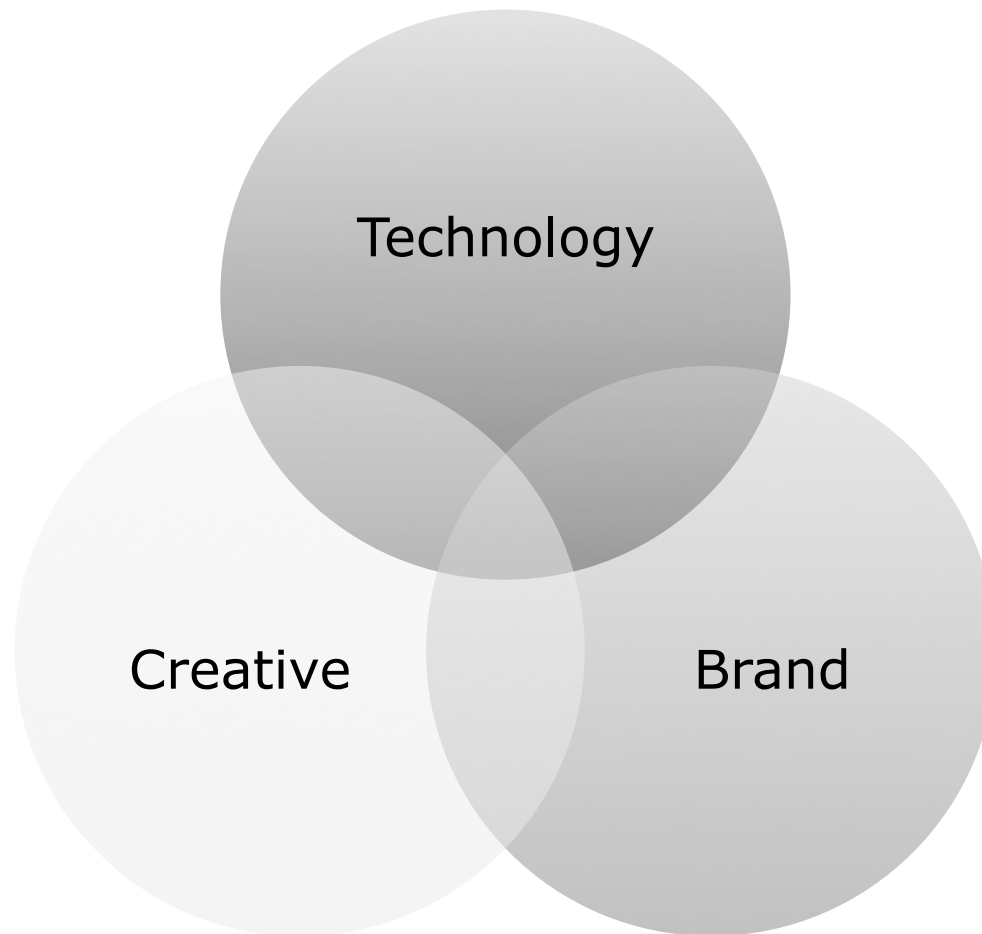
Confusing

Complicated

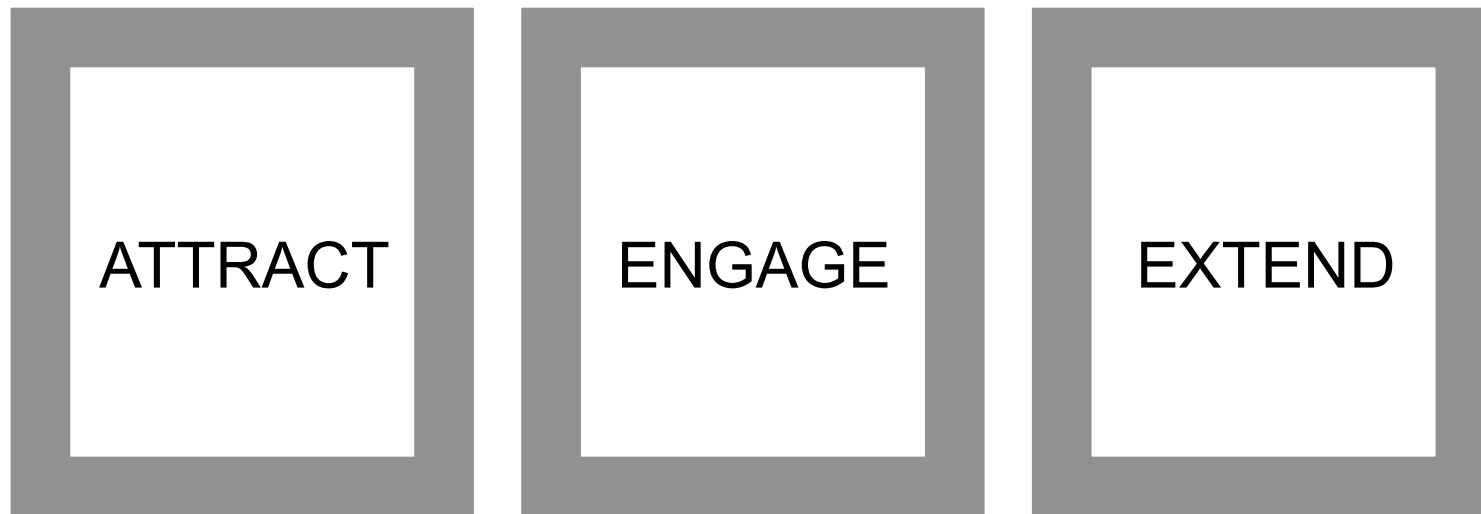
...fuels fear, uncertainty and doubt



"Good digital"



“Good digital makes our everyday lives easier”



Summary

GOOD digital...

...is customisation and personalisation today

BAD digital...

...is what is possible tomorrow

2. How digital is evolving



World population: 6.8 Billion
World Internet users: 1.8 Billion (28% and rising...)

Source: Internetworldstats.com



FEBRUARY 20, 2006

www.time.com AOL Keyword: TIME

WHO'S BEHIND THE CARTOON MAYHEM? ■ BEING OBAMA

TIME

CAN WE TRUST

Google

Google honchos,
from top,
Larry Page,
Eric Schmidt and
Sergey Brin

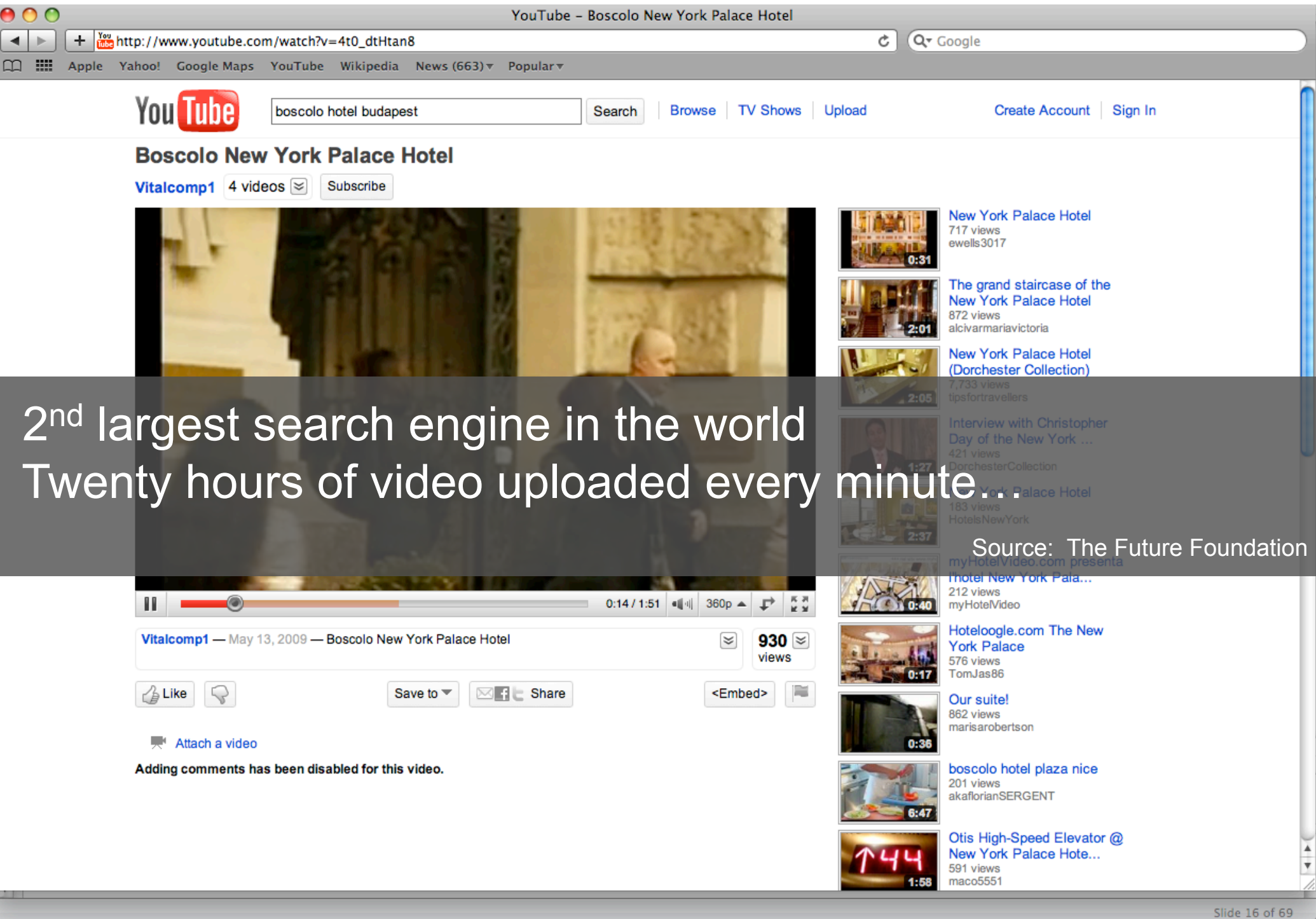
WITH OUR
SECRETS?

An exclusive inside look
at the \$100 billion empire
that is dominating
the Internet
BY ADI IGNATIUS




9.1 billion searches per month during 2009

Source: Comscore.com



2nd largest search engine in the world
Twenty hours of video uploaded every minute...

Source: The Future Foundation



55 Million. Number of Facebook updates everyday.
If it was a country it would be the 4th largest in the world...

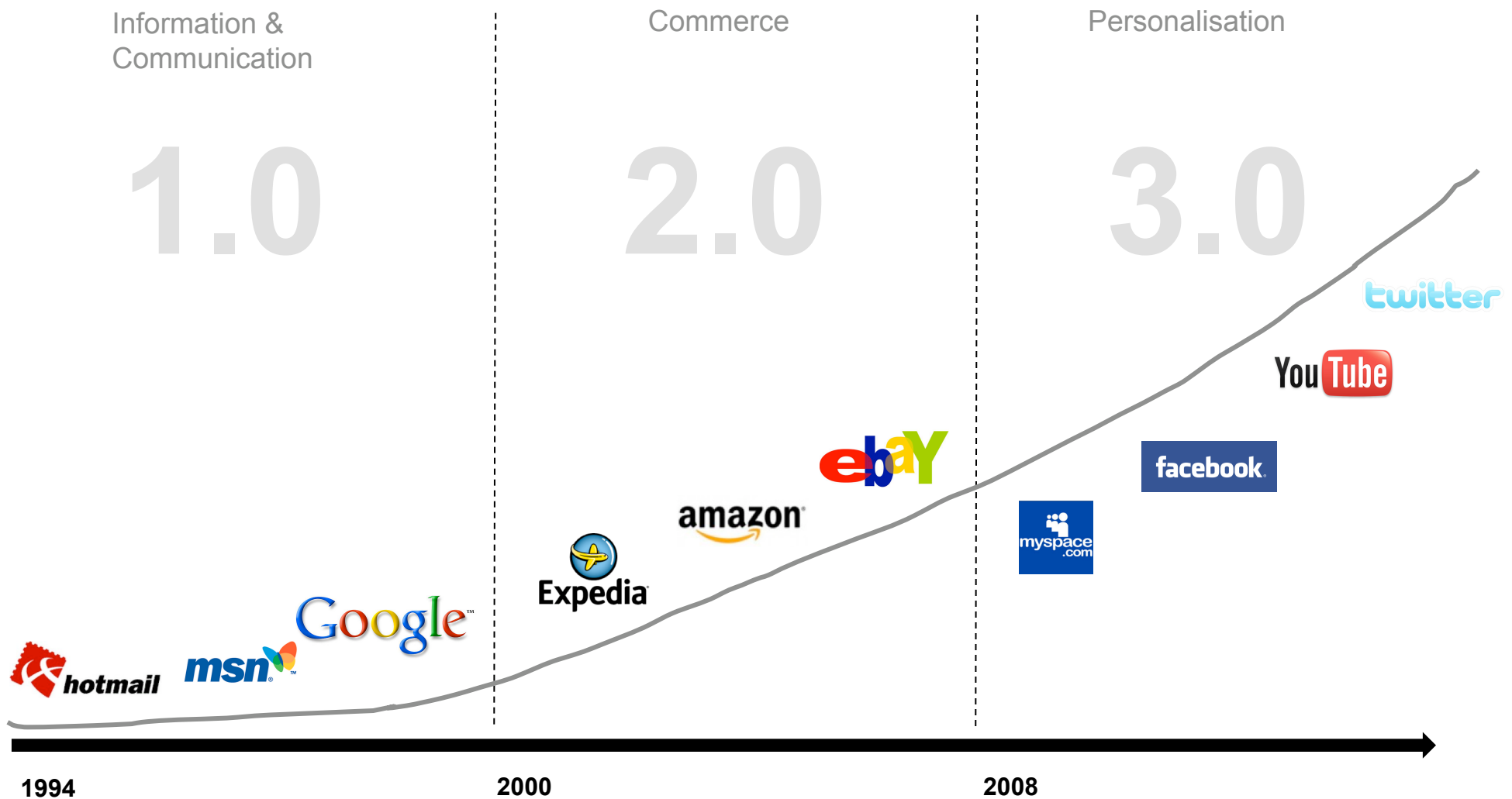
Source: The Future Foundation/Socialnomics 2009

A photograph of a young man and woman standing together, smiling. The man is on the left, wearing a white dress shirt, a light blue tie, and a white vest. The woman is on the right, wearing a white sleeveless dress with a ruffled V-neckline and a delicate necklace. They are standing in front of a bright, colorful rainbow that arches across the sky. A semi-transparent dark grey banner is overlaid across the middle of the image, containing white text.

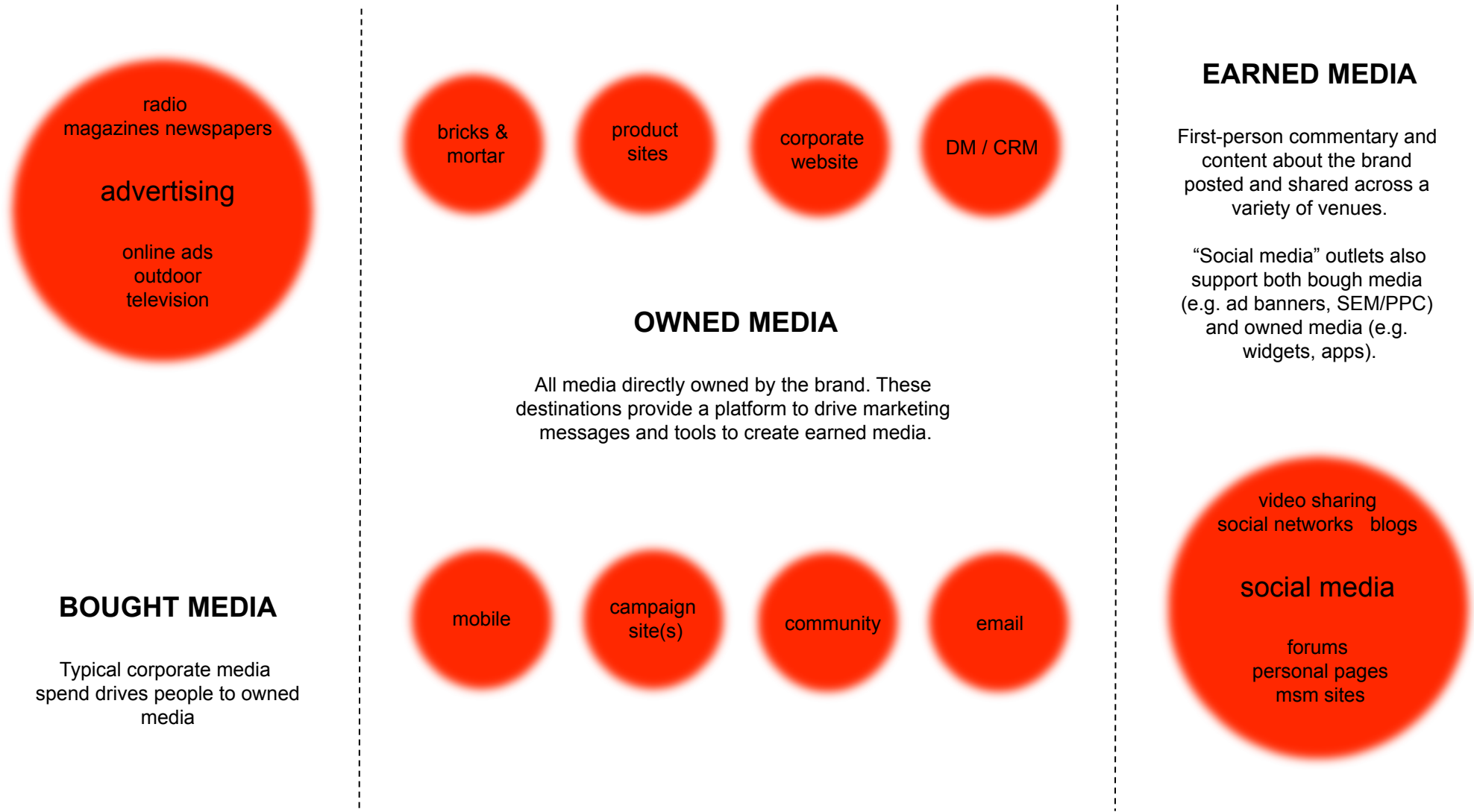
1 in 8 couples that married in the US last year met
via social media

Source: The Future Foundation

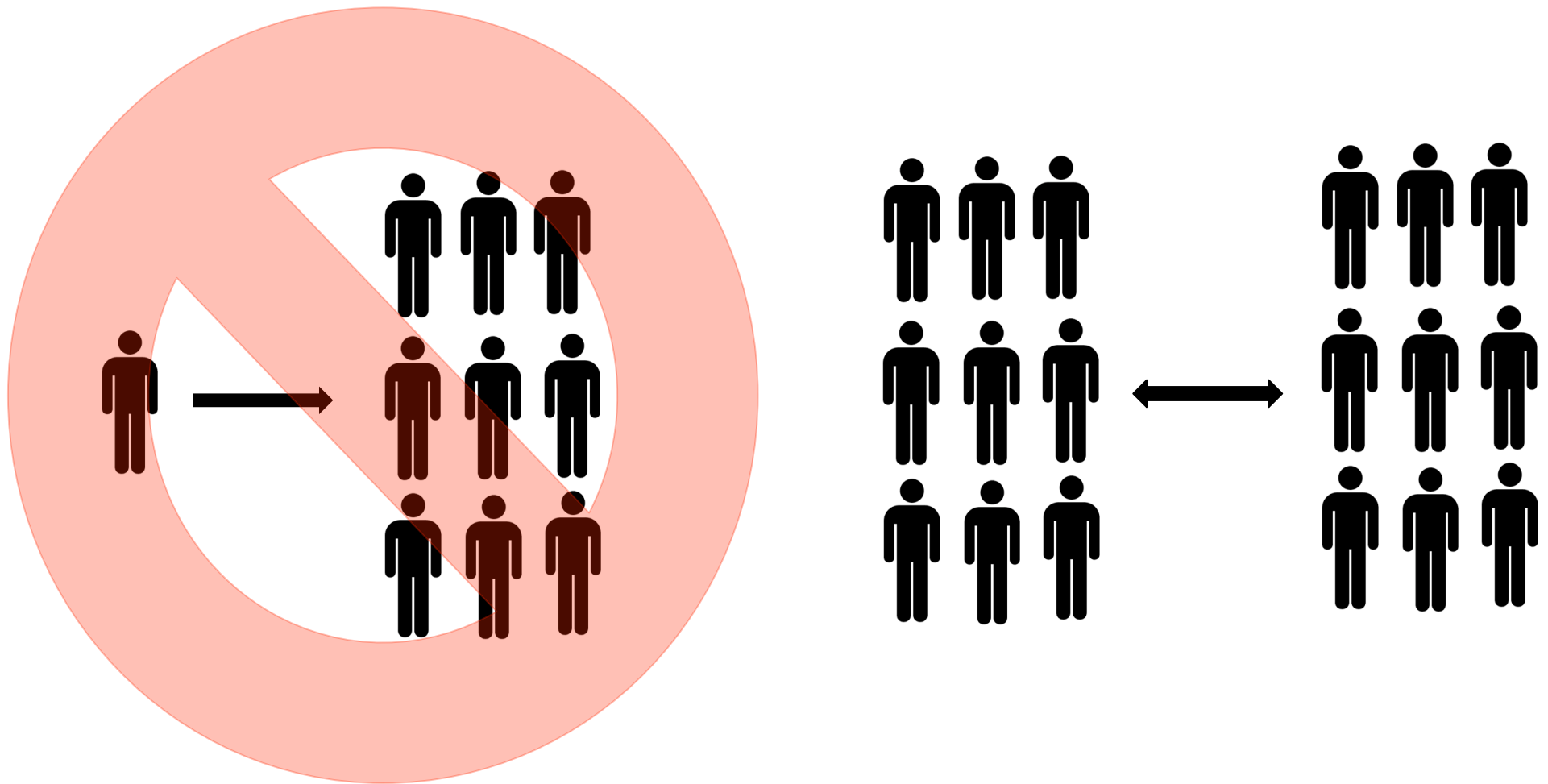
Evolution of internet usage



New media landscape for brands



Communication shift FROM one-to-many TO many-to-many



Summary: implications for brands

- + Consumers now have the power to make or break your brand
- + Be responsible for your actions
- + Offer genuine substance
- + Be a good citizen

3. Ten tips for using digital to build your brand

1 Be true to your core brand idea.



Brand idea: The spirit of competition



Tune your run.



Use your left and right arrow keys
to control the runners pace.



Think you're fast?



Use your left and right arrow keys
to control the runners pace.



Ready...



Ready... Set... Go!

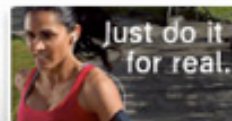


Press **P** to play your Power Song
for an extra boost.



Congratulations! 

I HAVE COMPLETED 1 RUNS FOR A TOTAL OF 2.1 MILES. MY AVERAGE PACE IS 9'45" PER MILE.



Track your Runs



BEAT YOUR TIME

CHALLENGE A FRIEND