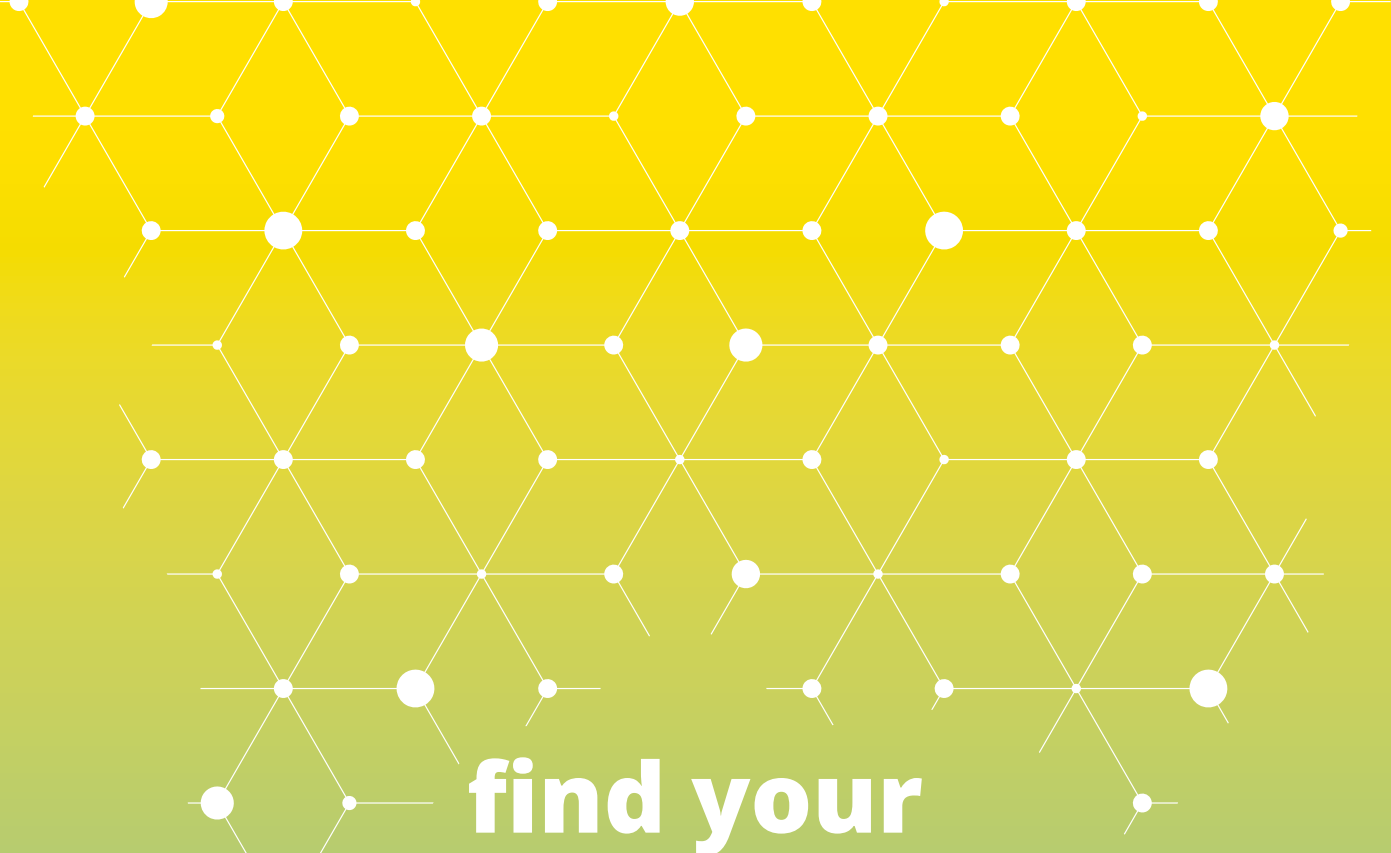


**you  
are so  
bright!**



**find your  
way to  
show it**

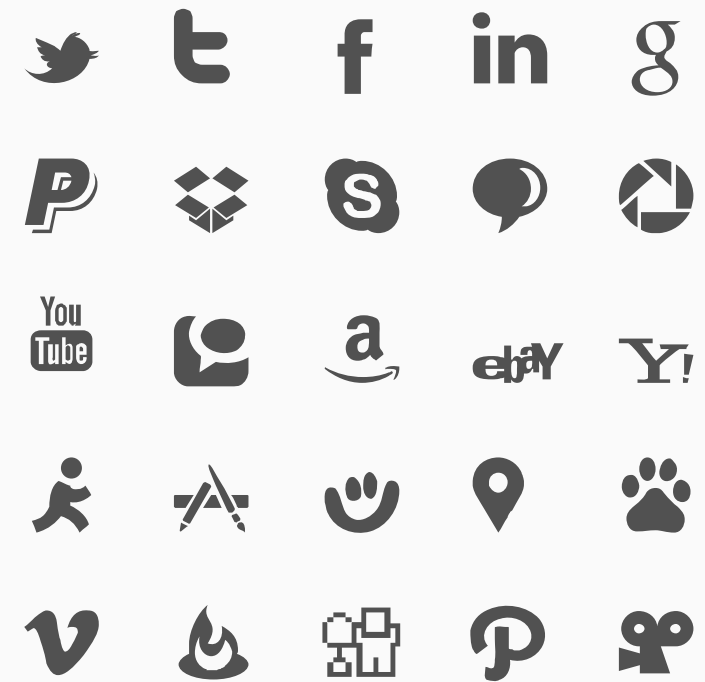
**Trends & technology**

# The Long Story, **Shrt**





# A World Full of Choices





*boring*  
Full of Branded Pages



What they all  
have in common  
with Fireworks?!

crap

Full of Facebook Apps

Full of Promotions

Full of Gurus\*



*\* More than ten of them in every corner*



They have  
A Fancy **Shrt** life!

*and they Burn Money*



*“sexy”*

# The New Trend





# Full of Marketing Flavors

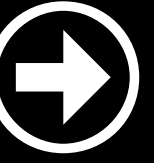




# Full of Marketing Flavors

Facebook  
Blogs  
YouTube  
Social-Media  
Digital  
LinkedIn  
Tablet  
Online  
Instagram  
Pinterest  
Mobile  
Twitter





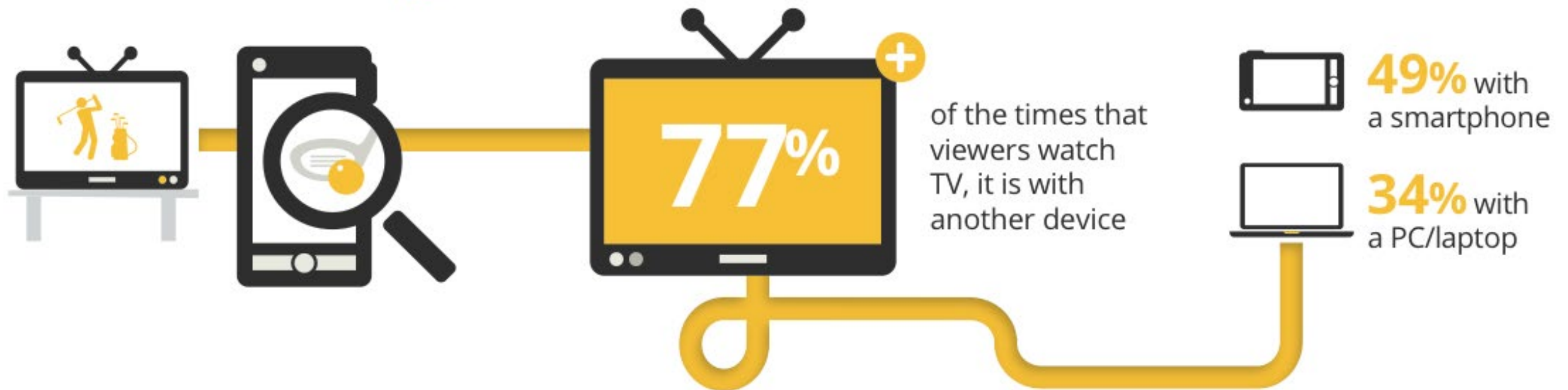
# The **Hard** Facts

let's explain



# Consumer Behavior has Changed!

Television no longer commands our full attention



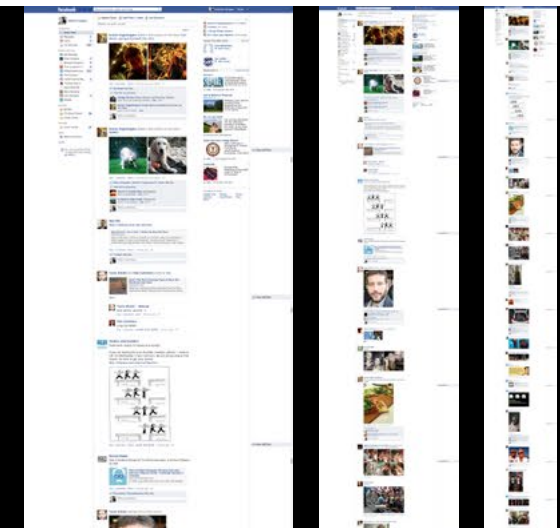
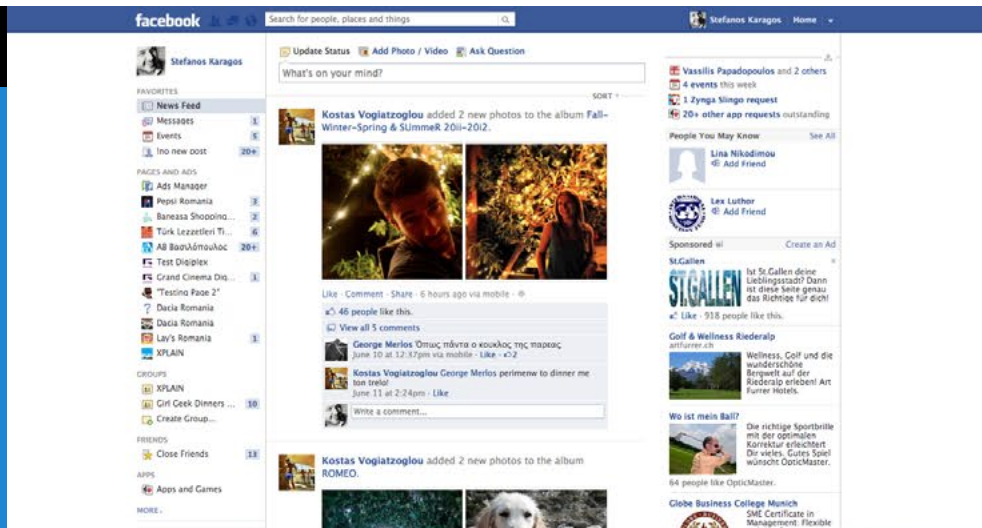
There is  
a **Communication Gap**

Traditional media are going *down*

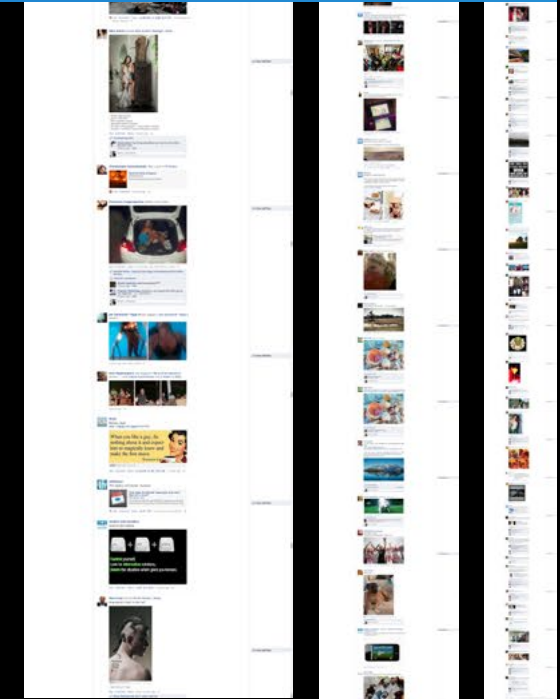
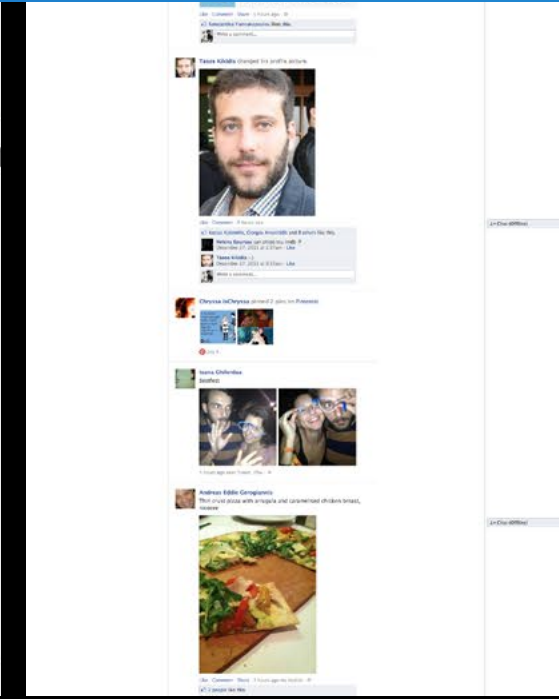
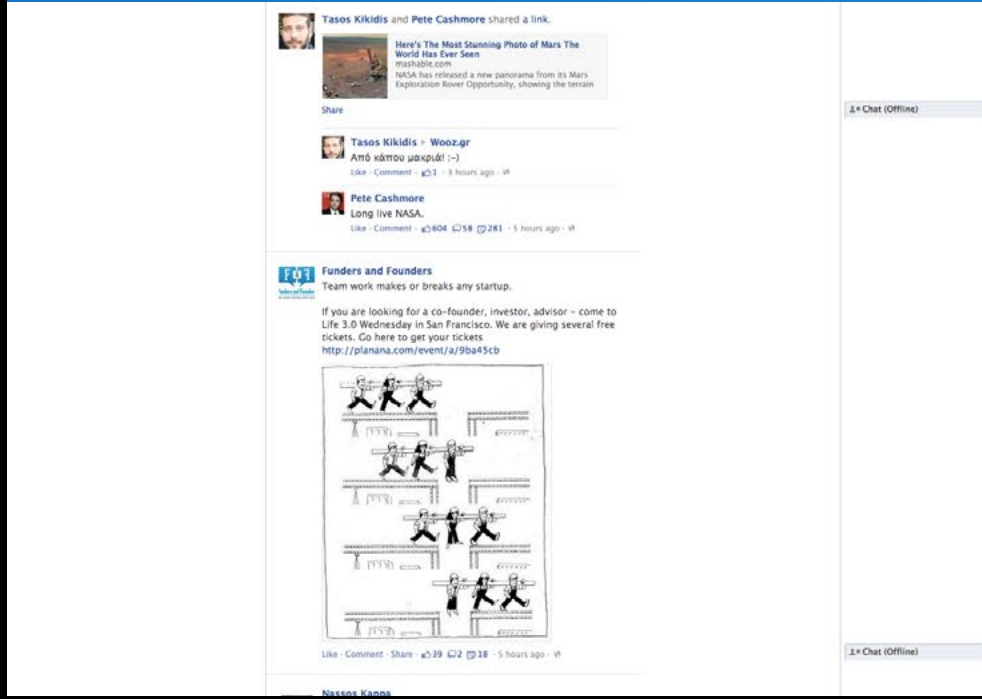




My  
News  
Feed  
into 1h!



# Mostly User Generated Content



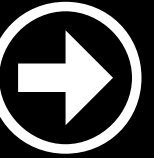
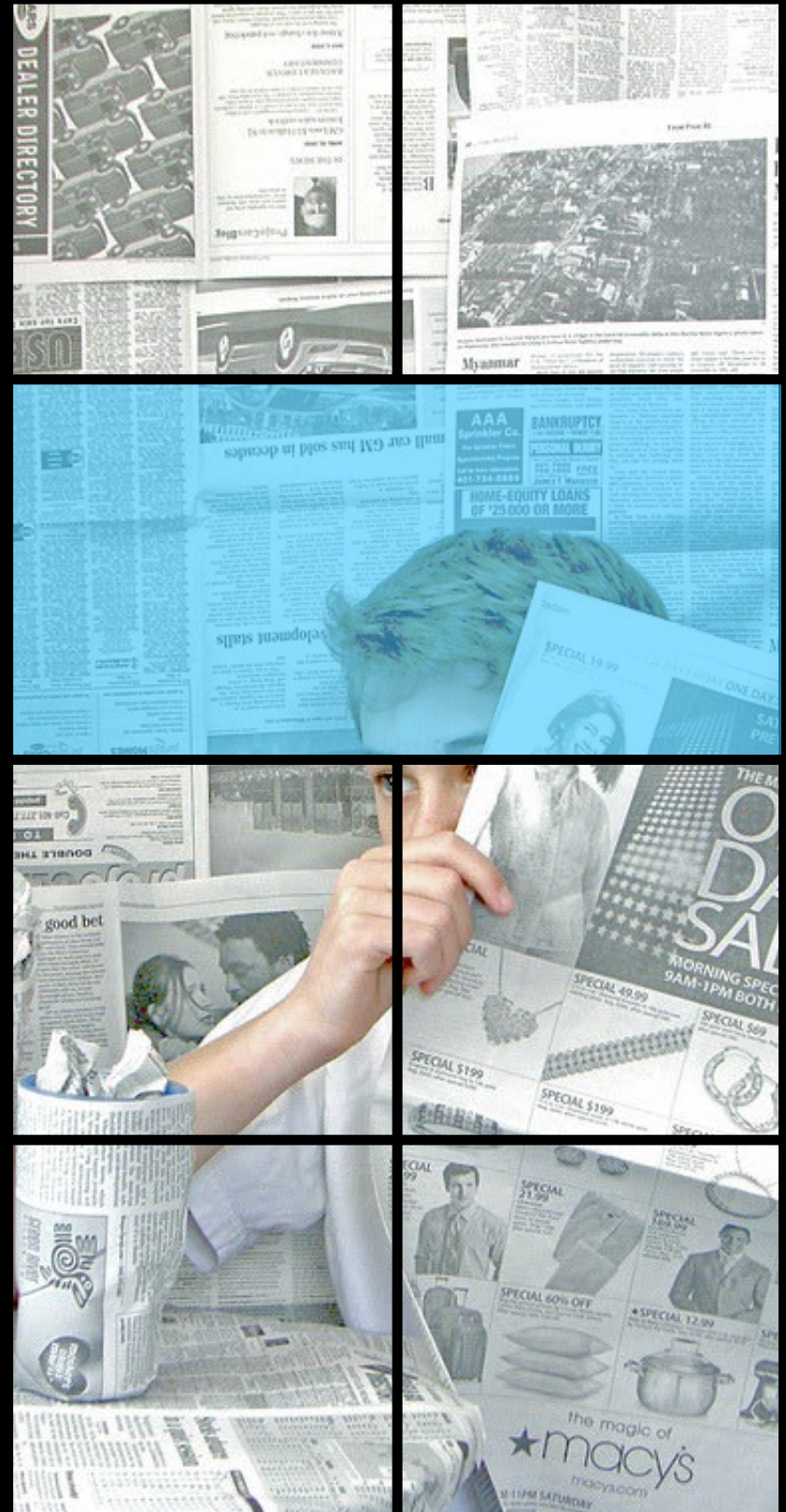


ZMOT is that moment when **You Grab your Laptop, Mobile phone** or some other Wired Device and **Start Learning about a Product** or Service -or potential girlfriend 😊 - you're **Thinking about Trying or Buying.**



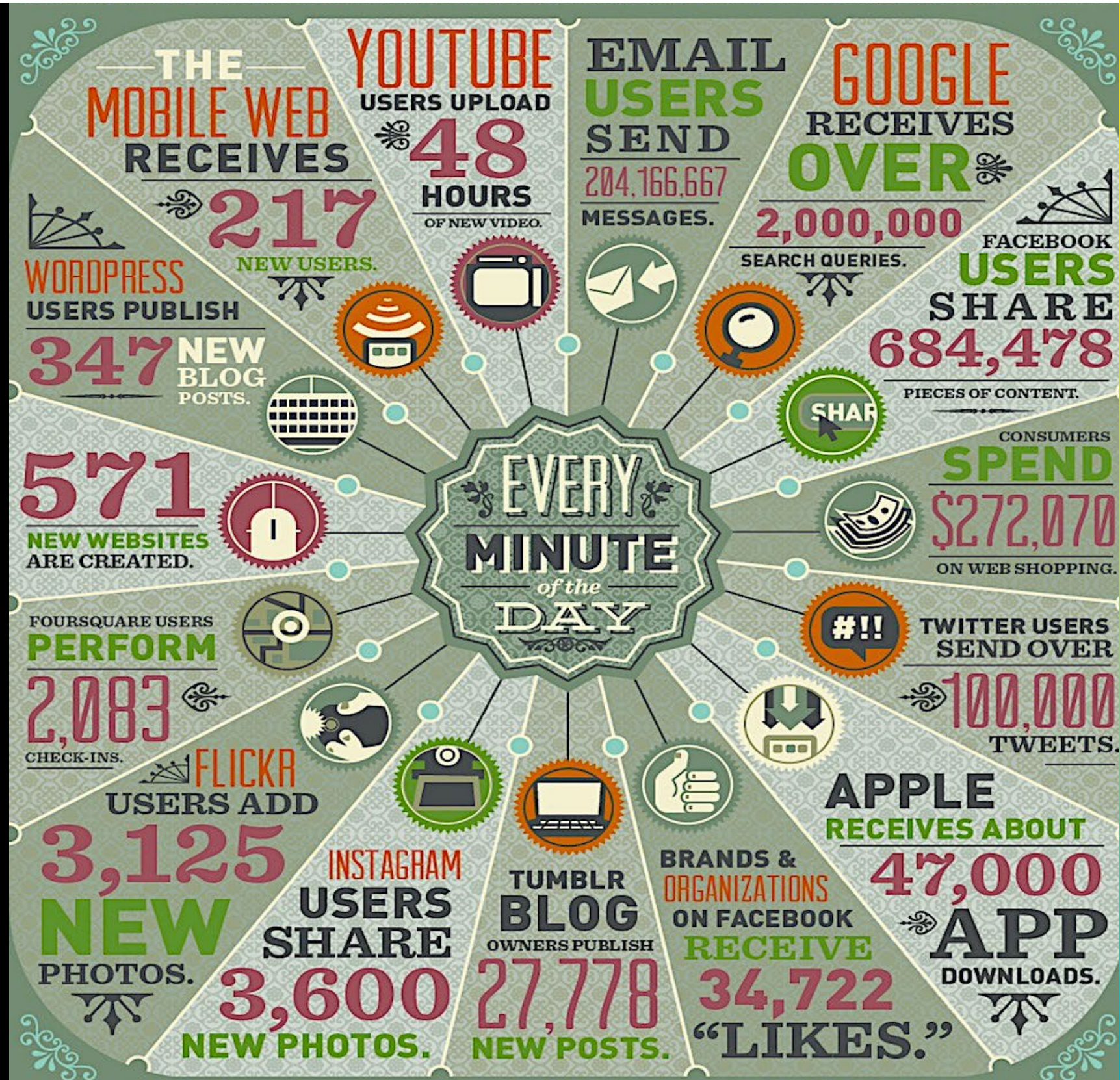
# 73% of Branded Content = Spam

based on our recent research, Sep 2012



# Every Minute of Each Day

WTF!



Source: SocialMedia Examiner 2012



2 to 3 youngsters  
would rather sms/chat than talk



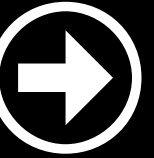
Source: Comscore 2011

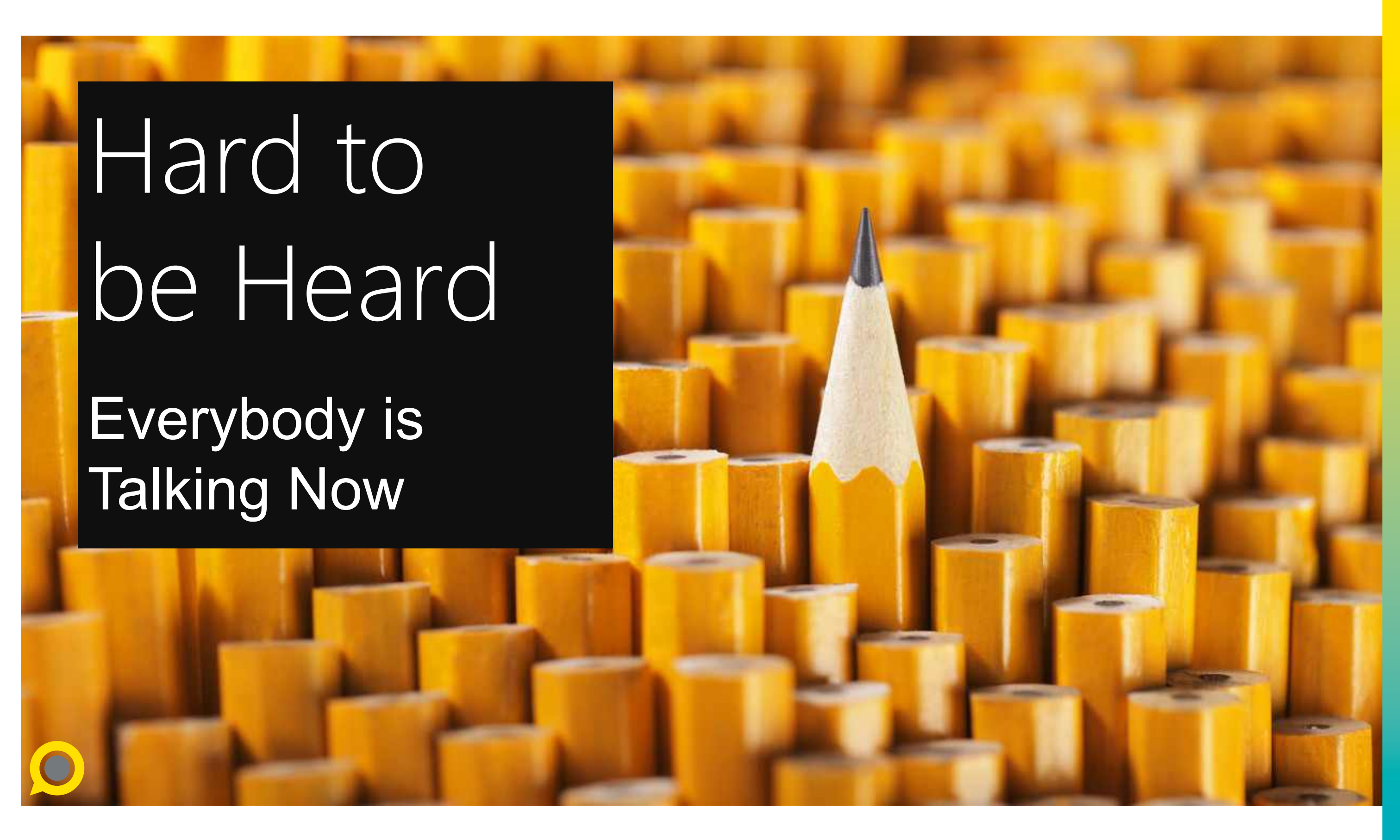
Attention Span  
Time Dropped  
from 12 mins  
to 5 sec!

in the Last 7 years



Source: Media Bistro 2011

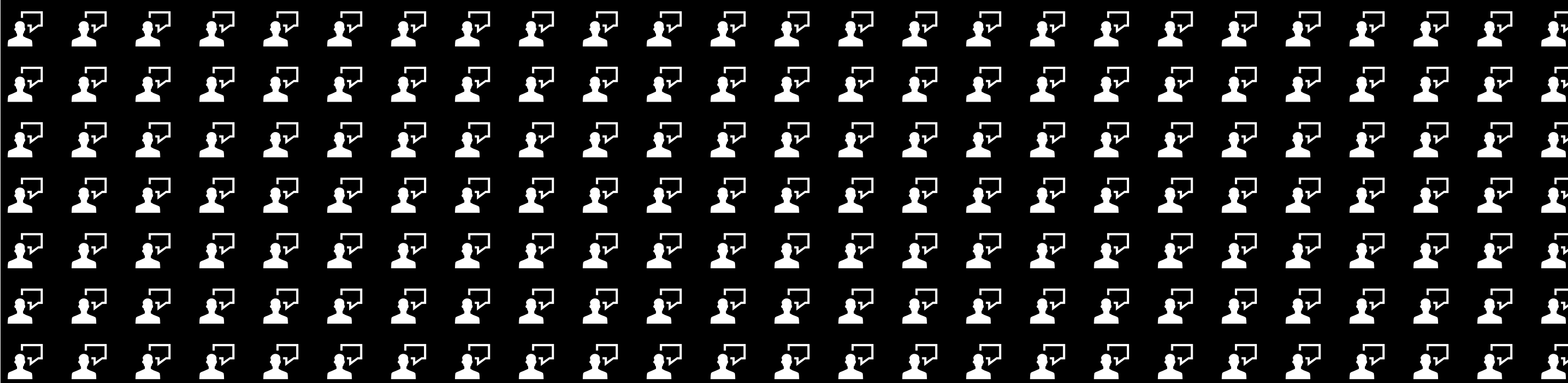


A large field of yellow pencils, with one pencil standing upright in the center, pointing upwards. The background is a dense field of yellow pencils, creating a textured, golden-yellow background. The central pencil is the focal point, standing out from the rest.

Hard to  
be Heard

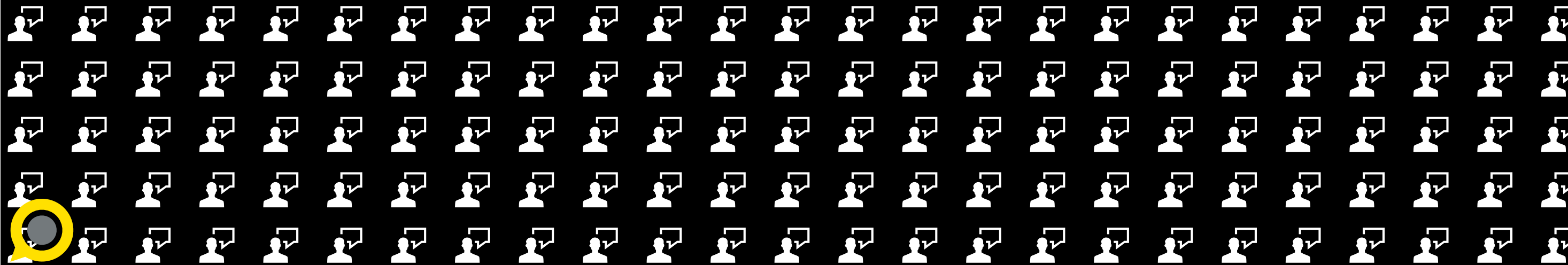
Everybody is  
Talking Now

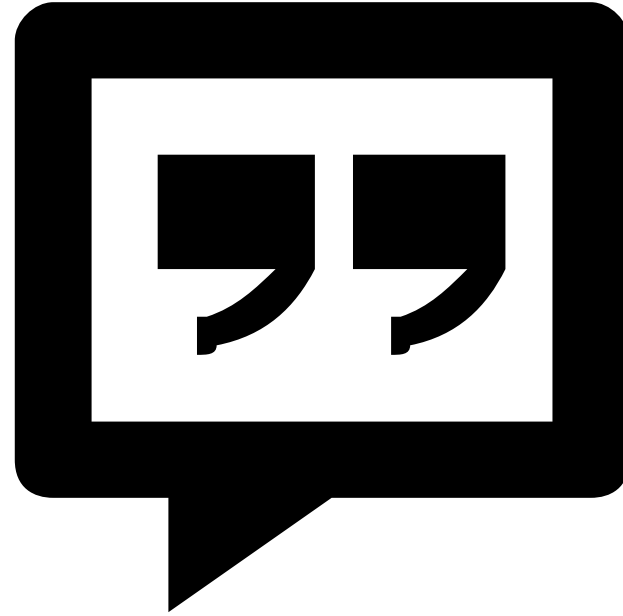




# Information Noise World

and we live in this





Dakara Nani?

\*Japanese:  
**So What?**



# Traditional 3 Step Mental Model of Marketing



*FMOT: was coined by Procter & Gamble in 2005*

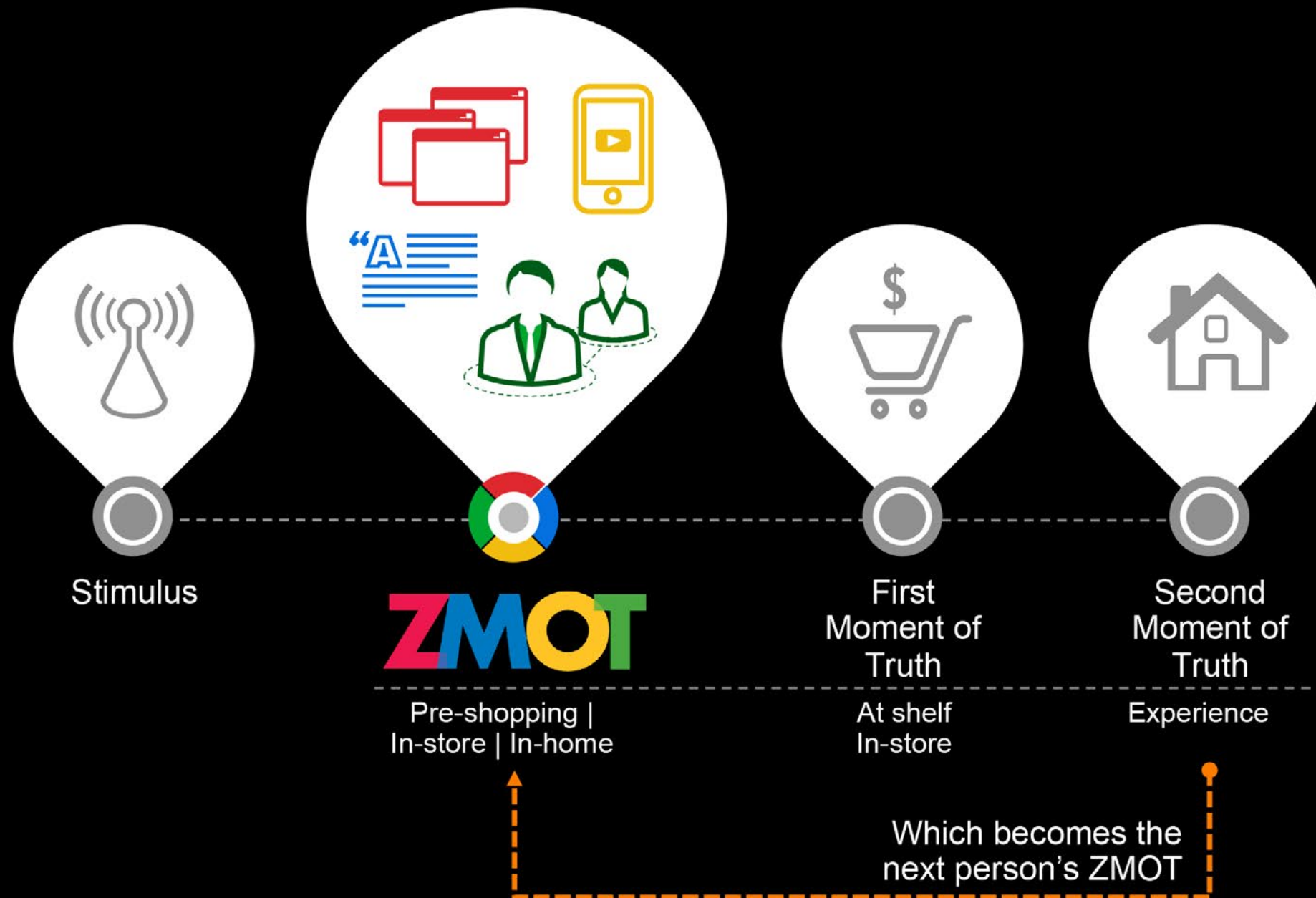


# Consumer Behavior has Changed!

The number of **sources** used by any shopper for any average shopping occasion has almost doubled, from **5.2 to 10.4** sources used.



# The New Mental Model of Marketing

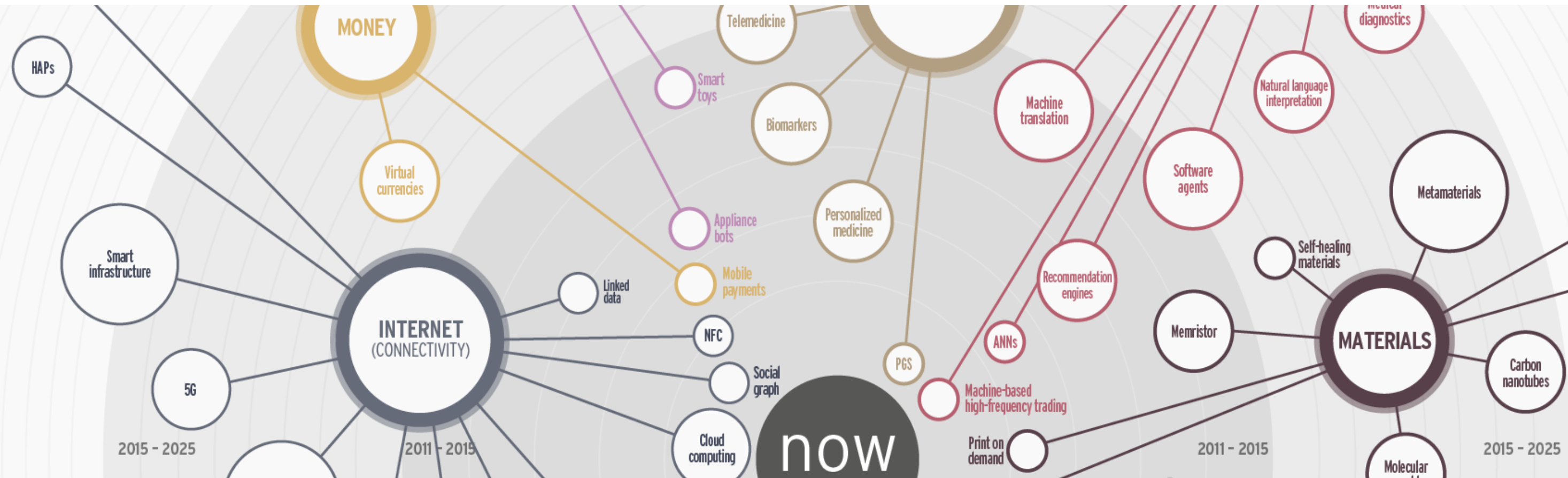




Content is the King!

Only if You Treat it Like a King





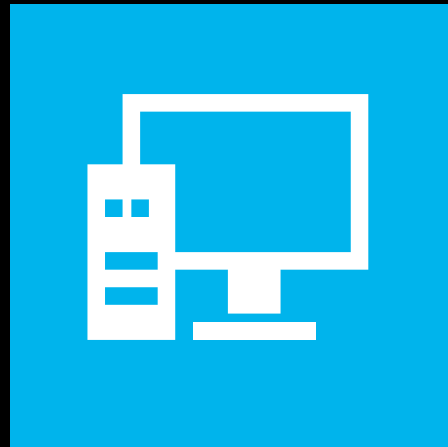
It's NOT about Technology



# It's NOT about Platforms



# It's NOT about Devices



# It's NOT about Social Media Marketing



Author of *The Thank you Economy*, Investor & Serial Entrepreneur

99.5% of Social Media  
Experts are Clowns!

Gary Vaynerchuck

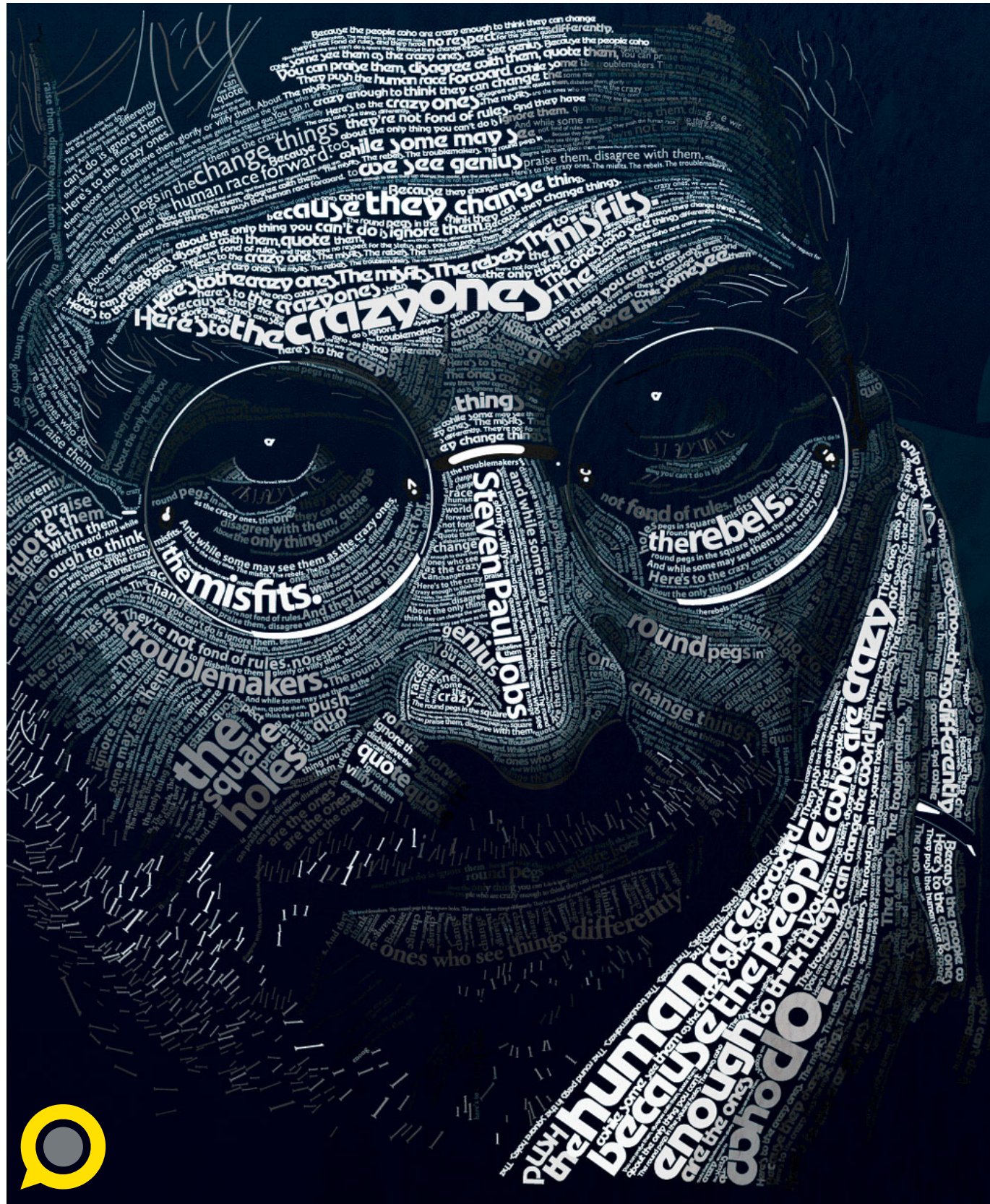
**Thank God  
we Belong to  
0.5%!**

XPLAIN Team



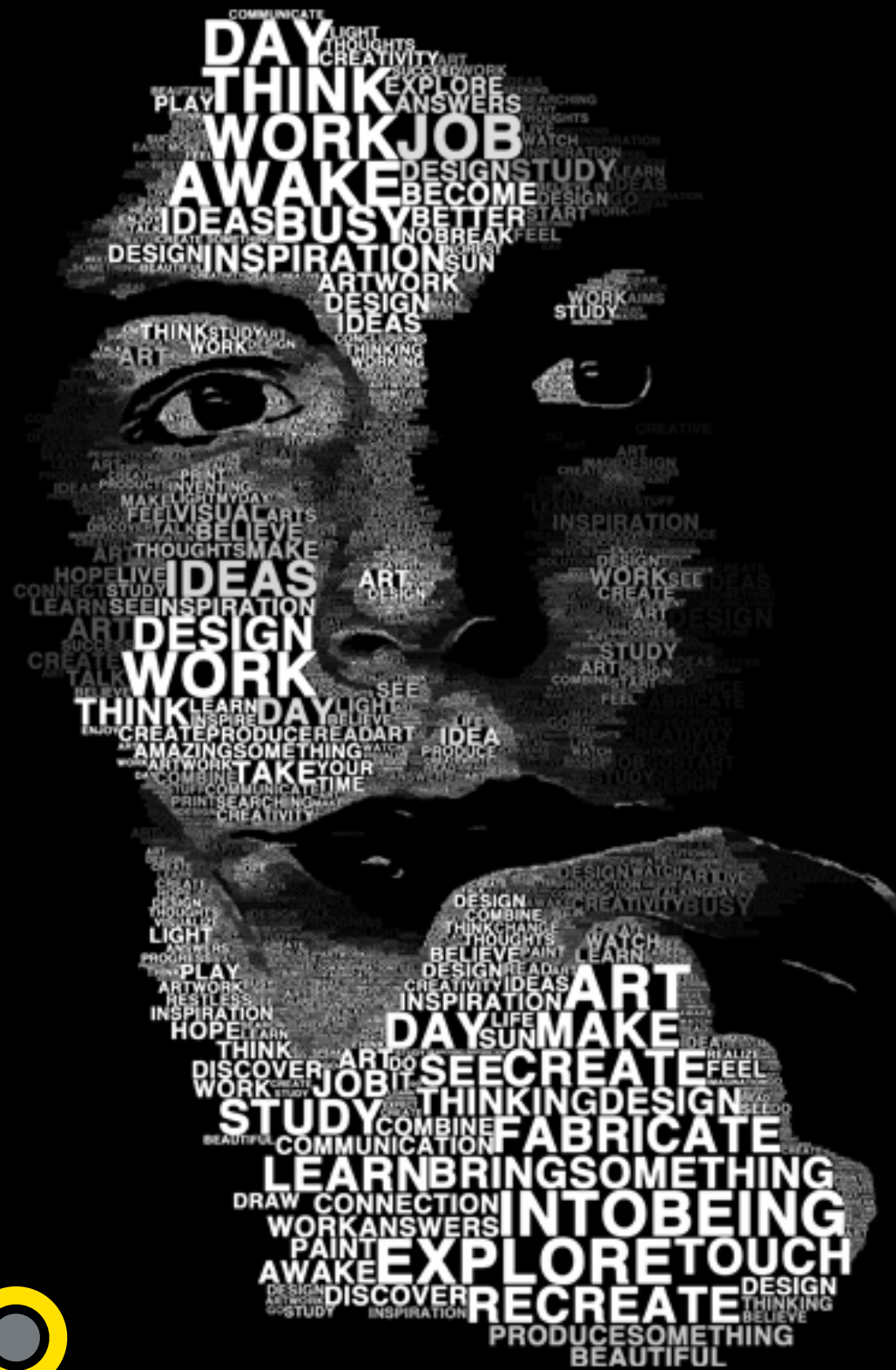
BUT





# It's About Content In the Right Context





It's About  
Humans  
Looking for Solutions





YES!

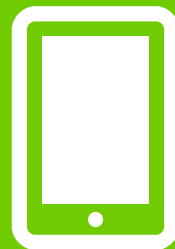


It's ALL About

# Content Marketing



And You NEED  
a **Serious Content Strategy**  
if you want your Brand to Have  
a **Serious Communication.**



Not Just Another FB  
or Mobile App



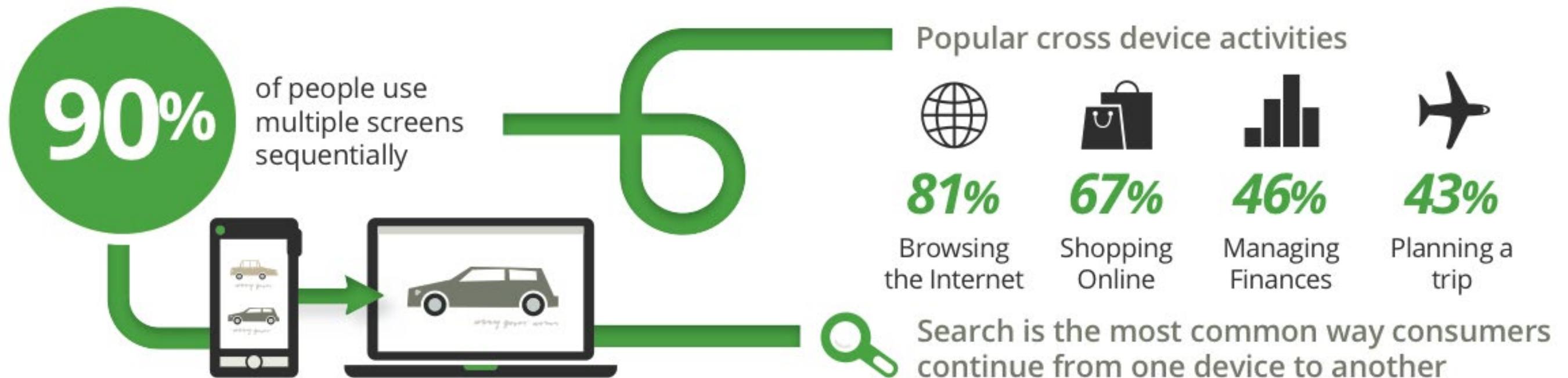
Marketers

Have to Understand



# Understanding Cross-Platform **Consumer Behavior**

## Consumers move between multiple devices to accomplish their goals



# 4P Mix is Good But Go for the 4E Mix



Engage

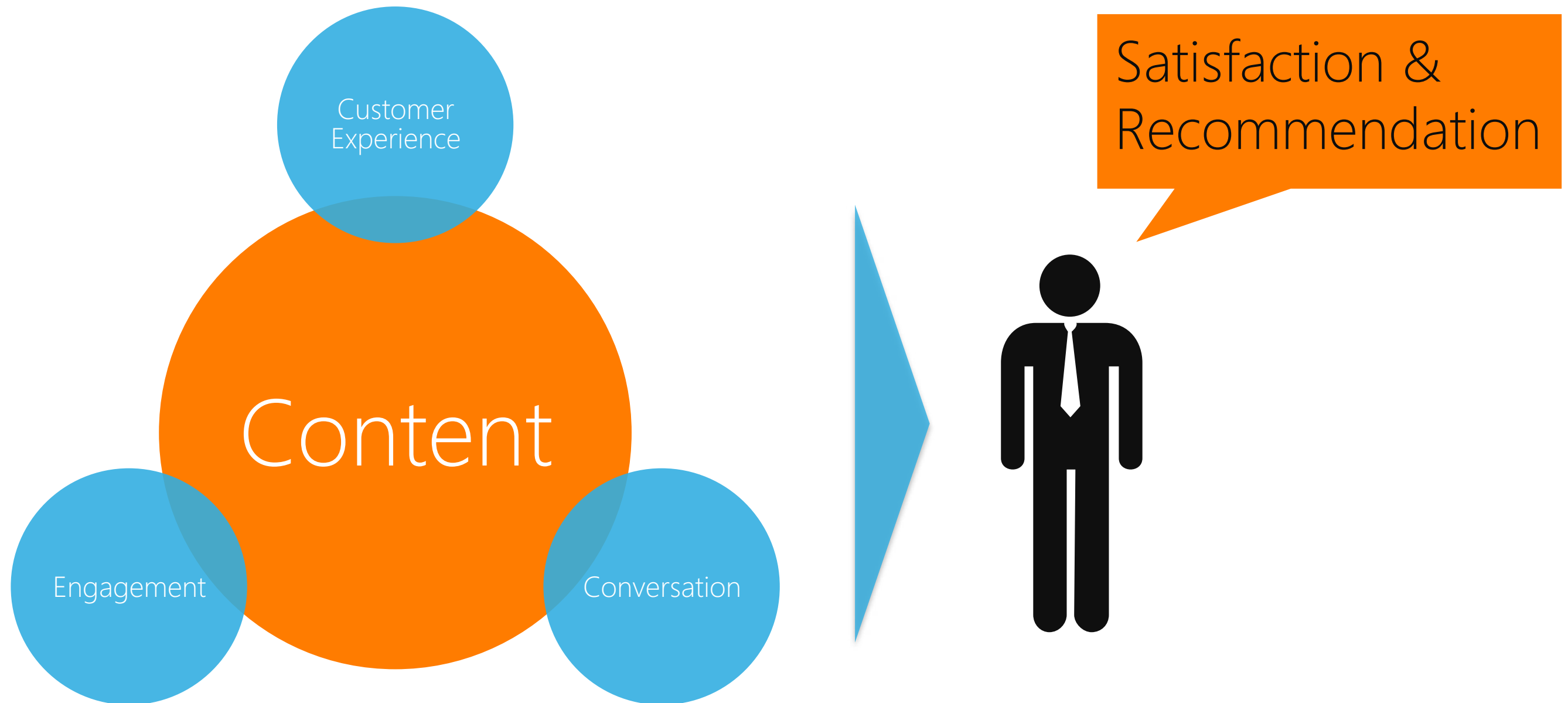
Educate

Excite

Evangelize



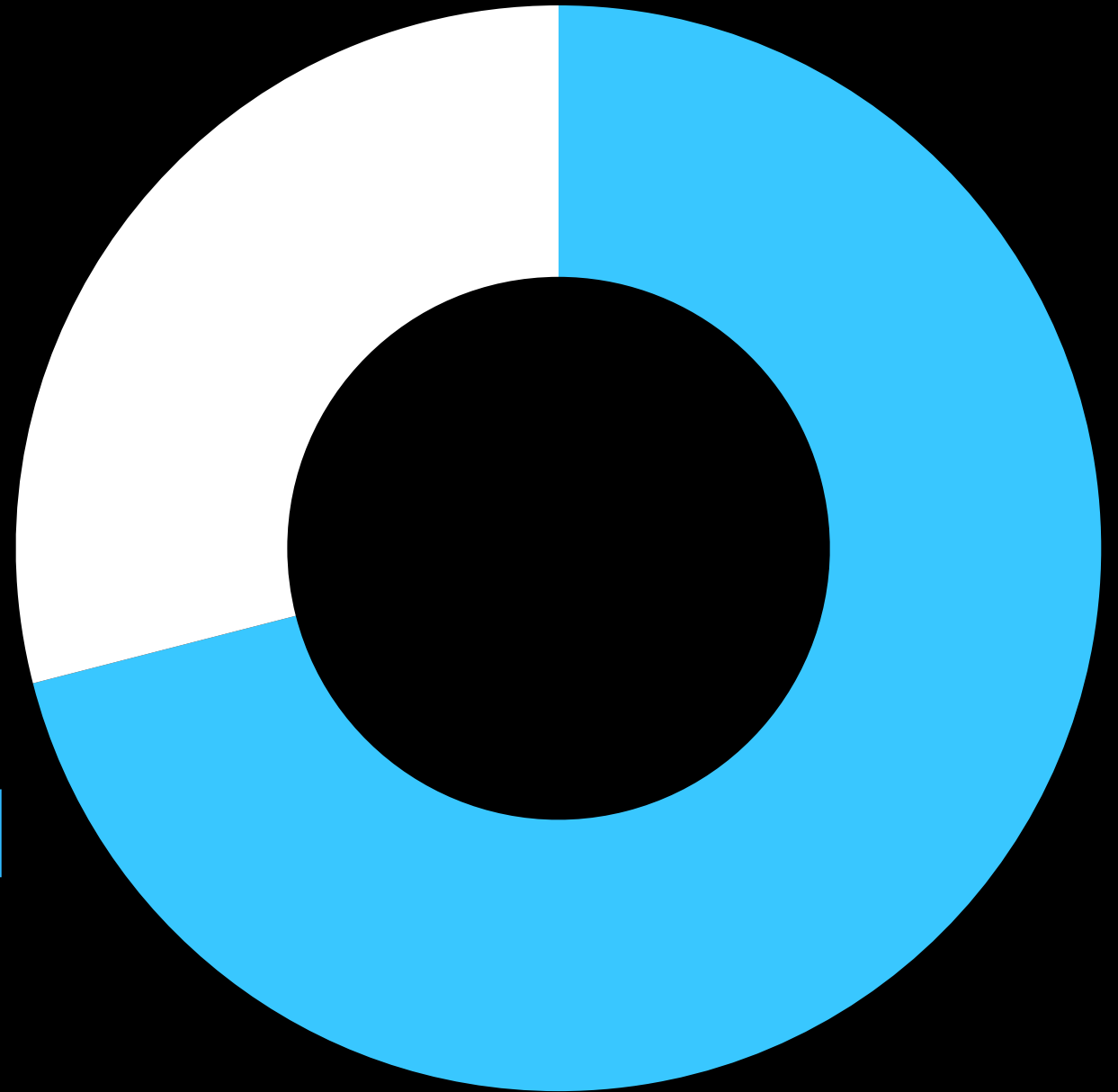
# The Impact of Content



# 81%

of consumer purchase  
decisions primarily  
**influenced by WOM**

(McKinsey, 2011)





Is there any **Model**?



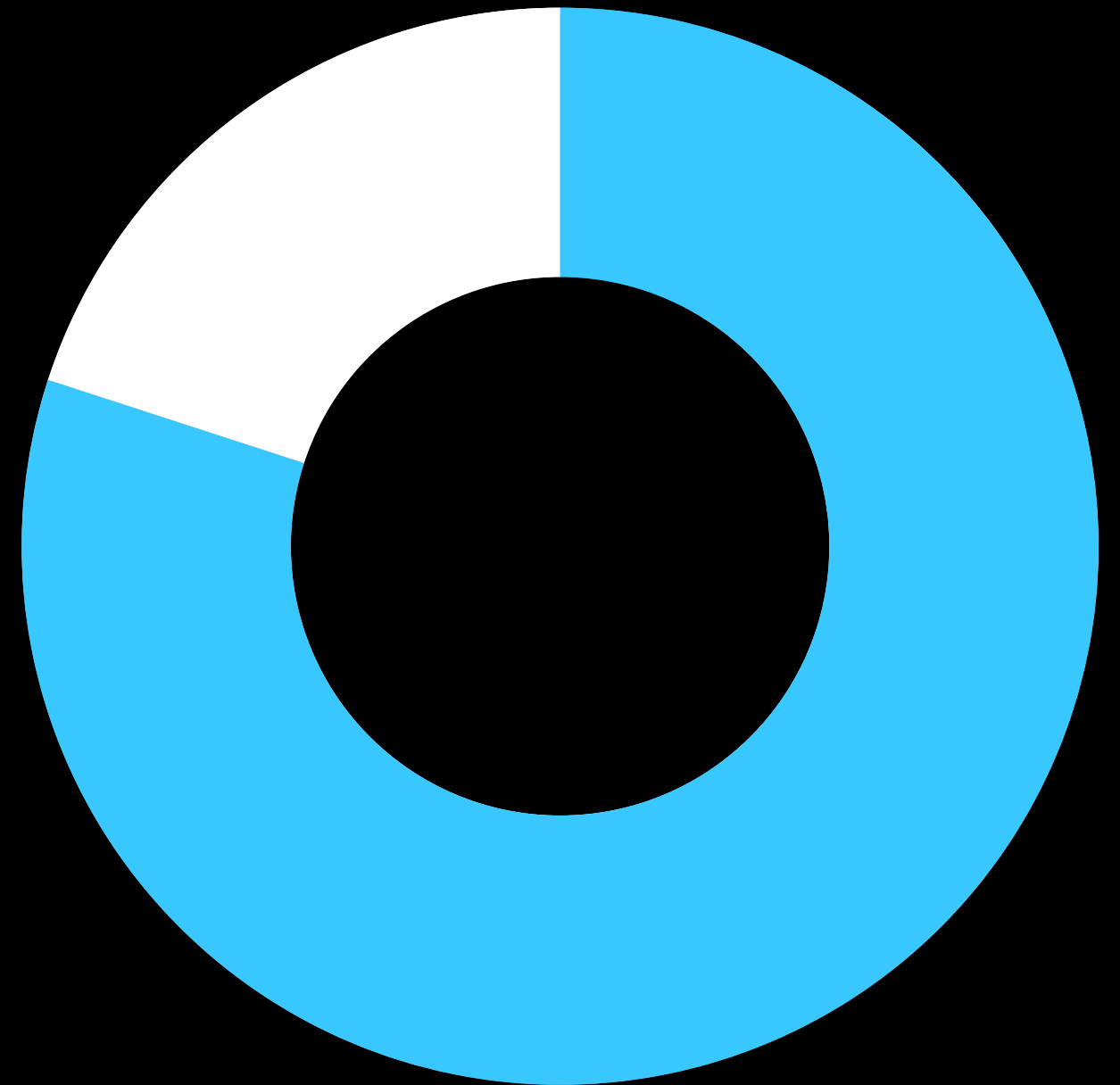
# Listen before you Talk

*You've heard this more than 1000 times*

1



**80%** of CEOs Believe that Users have Great Experience with their Products.



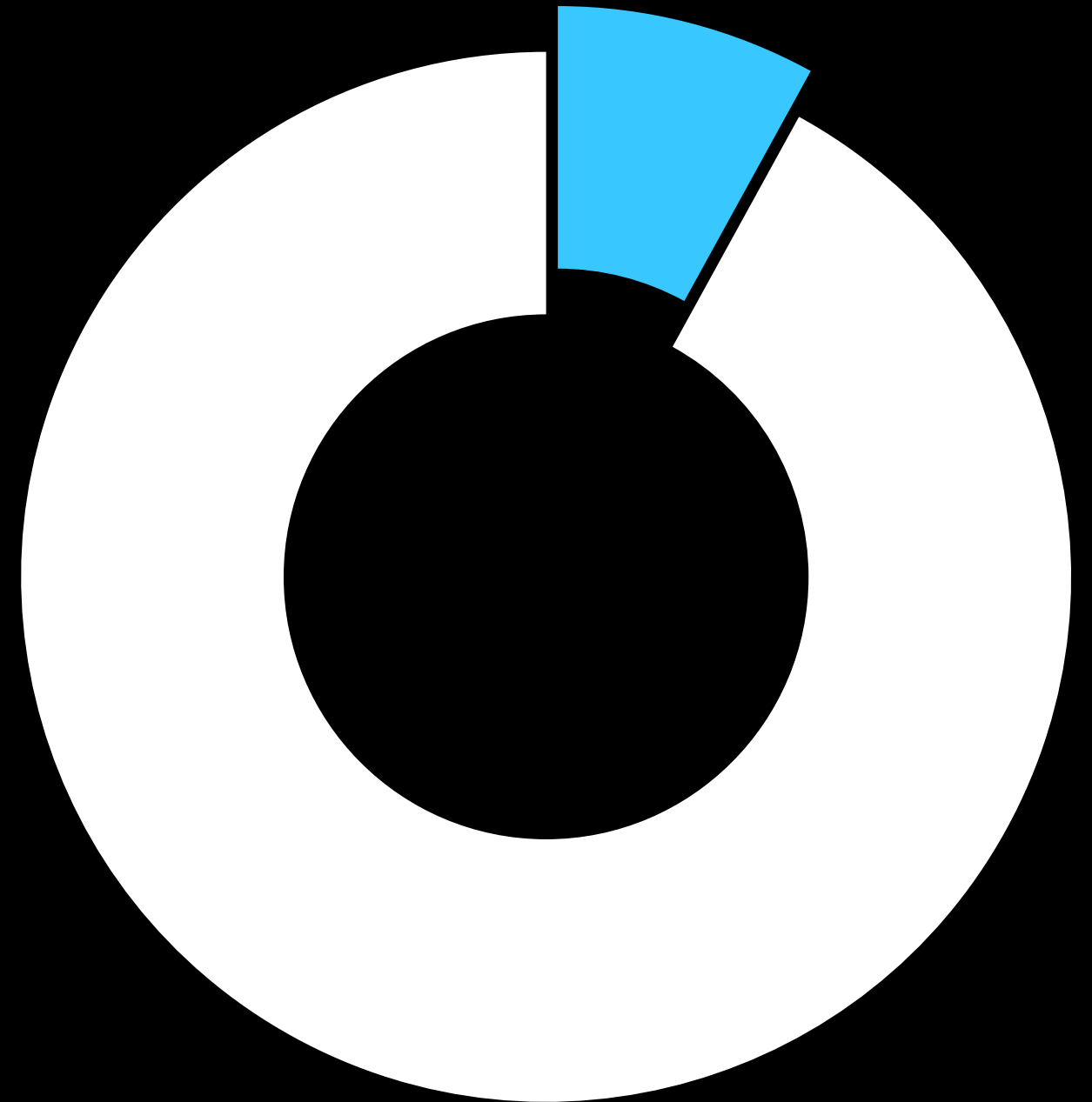
Source: BCG 2011

**80%** of CEOs Believe that Users have Great Experience with their Products.

Only

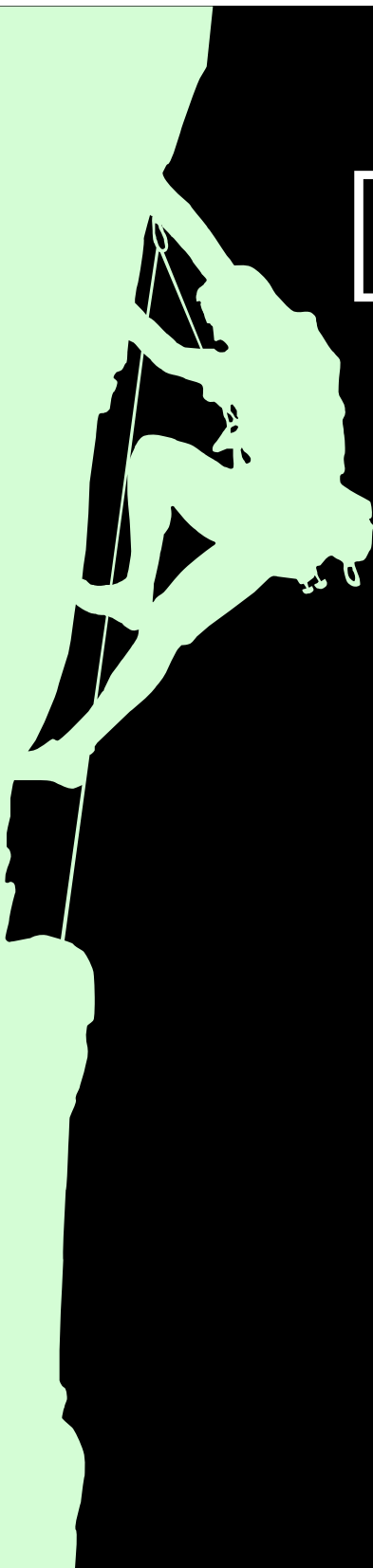
**8%**

of the Users believe so.



Source: BCG 2011

# Define the Target



Understand  
the  
mindset

Interests

Define  
Tribes

Define  
Personas

2

Acquire  
the  
Needs



# Define the Network



Social  
Networks

Affiliation

Define  
Your Hub

Search  
Engines

3

Care-  
words



# Define the Context



The Brand's Nature

4

The Medium's Environment



# Define the Topics



The Brand's  
Nature & Values

5

Carewords,  
Consumers' Interests





# KISSSS UR Virality



Short

Simple

Sweet

6

Sexy

Useful

Relevant



# Visual Media are the Queen



For



Visualization

6



# Visual Media are the Queen

Pepsi Romania  
June 15

Fani Pepsi, ghiciti orasul! La fiecare 50 de like-uri vom dezvalui cate o litera :)  
Start: VANCOUVER

Like · Comment · Share 234

Daniela Iordanova, Oana Iulia and 5,464 others like this.

View all 952 comments

Write a comment...

225,957 people reached · 39%

Reach

Earned Media

6



# Seed it With ZMOT in Your Mind



Choose ur  
Playground

Focus on  
Tribes

Be Solution  
Provider

7

Human  
Optimized  
Content

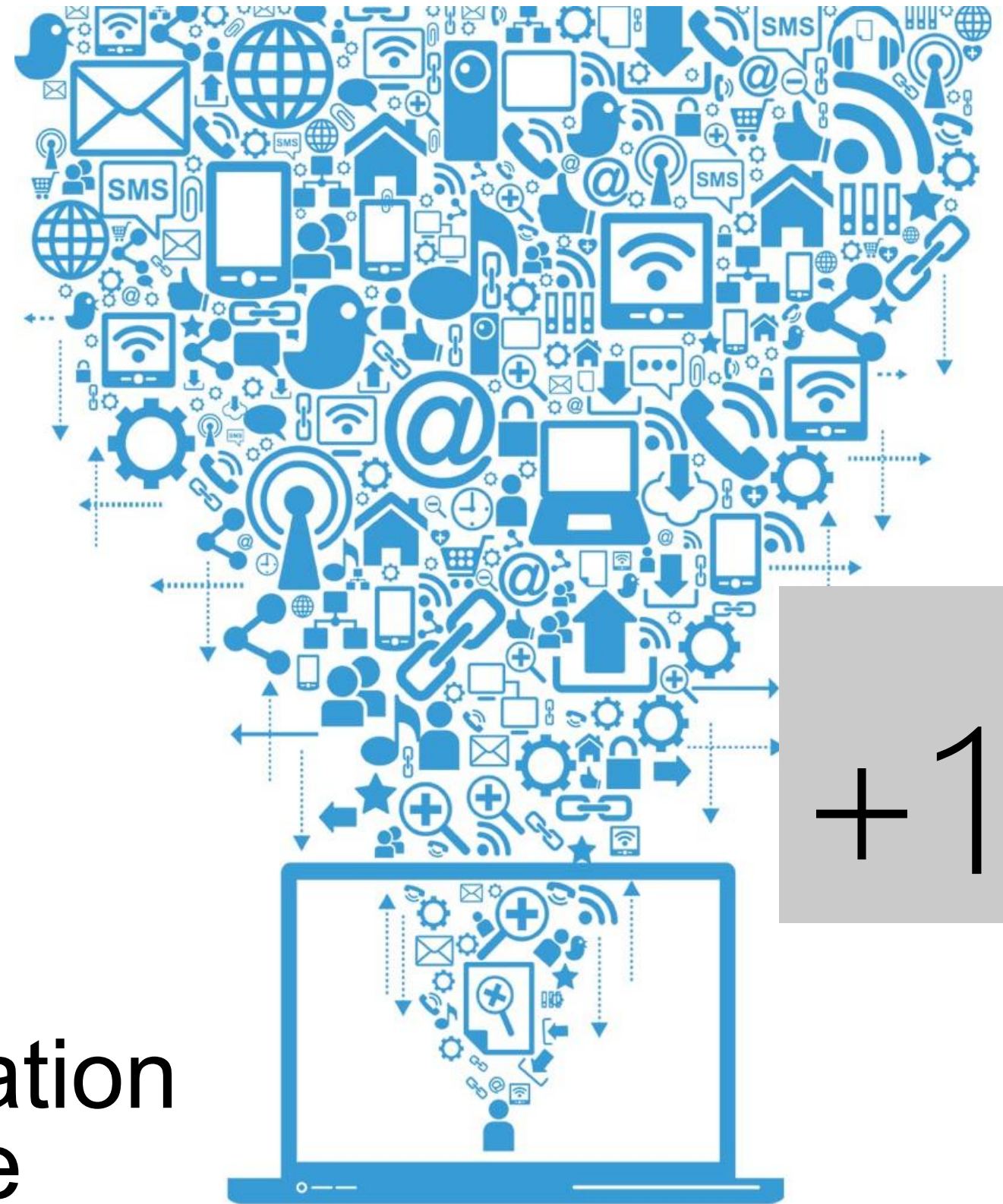
Create  
WoW  
Effect

Improve  
The  
Experience



# Evaluate Everything

Strategy without Evaluation  
is just a Road to Failure



# Some Takeaways

## Food for Thought



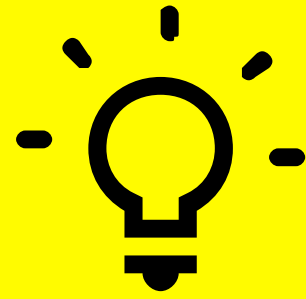
# People are Not Searching for Brands



They Search for Solutions to  
Their Daily Life



Become a  
**Solution Provider**







Consumers

Are the Media

& Brands Can Join



Great and ONLY Great  
Content is the ONLY way  
to **Change Perspectives,**  
**Stimulate Minds, Drive Sales**



make  
more  
**money**

how technology will  
facilitate marketing

enhance  
**experience**

make it more  
**efficient**



# Examples

<https://www.youtube.com/watch?v=vDNzTasuYEw&feature=youtu.be>

<https://youtu.be/Fd0XPKtqEV8>



Thank **you!**

