

FEATURE

Going beyond that TV Spot

DIGITAL

Adapting 5-A-Side Football for an Online Marketing Strategy

ADSPEND UPDATE

2011 vs 2012

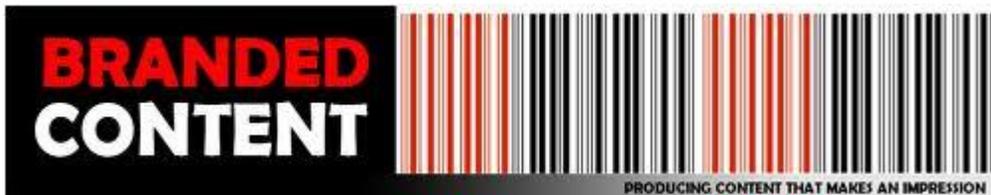


Going Beyond That TV Spot

Much has been said about Branded Content but many often misunderstand that it is merely product placements in a movie or a television program or having the brand as part of the title of the content.

Whilst it is not wrong to say product placements can be positioned as branded content, we believe branded content goes way (way, way) beyond having a product or brand featured (as natural as possible) in the background of a scene in a movie or a mention in the scripts.

The definition of Branded Content and Entertainment for the purpose of Cannes Lions is “The creation of, or natural integration into, original content by a brand.” Branded content is not restricted to a program or a movie. It comes in many other formats such as print editorial, social media platforms, events and experiences. What matters most is whether it resonates with the consumer.



The opportunities and possibilities of leveraging on branded content to move a brand ambition are now, more than ever, limitless. The integration of a brand into content is just the beginning; with massive opportunities to engage consumers via other platforms and more so in the digital age we live in.



Branded content may be an excellent solution to answer brand issues and challenges especially given the rapid inflation on mass television channels across the board globally. In content, brands move into a less “moderated” place where the brand’s personality and benefits can be communicated in a more contextually relevant and engaging manner to consumers.

Solutions for specific brand challenges can be customized in branded content as opposed to a limited 30 sec spot on television or a full page color ad in the papers. Given that, content should be viewed as a relatively longer term exercise than the average campaign period of a month or so in order to realize its full potential.

Some basic DOs and DON'Ts for branded content include:

DO'S

- Leverage on relevant touch points to amplify the partnership – social media, radio, out of home, ambient, point-of-sale and so on and so forth
- Allow for creative licenses – as the brand is weaved into the content, is it really that critical to stringently follow the brand guidelines that were developed for advertisements per se?
- Set tangible, measurable KPI's to ensure objectives are met – both pre and post for learning and improvements

DON'T'S

- Don't just feature your brand in the background or a prop in a scene. Weave the brand and bring to the forefront the brand personality or benefits as part of the content.
- Don't force the brand into the content just so that it gets featured. Consumers, who are the viewers, can spot a funded advertising message by a mile away if there is no real relevance to the content. And things can only go south after that – for both the brand and the content.

Given that the current market is overwhelmed by inflation, clutter and regulations, branded content may prove to provide a great solution to overcome brand challenges.

Have an **awareness challenge**? Look for strong media inventory leveraging on optimizing of time-belts and frequency.

Low **brand loyalty**? Look for an association with a platform that drives passion and fans.

Challenges in **brand USP or differentiation**? Seek platforms that best reflect the brand/ product/ services values

But the main question in everyone's mind is *"Where should a brand play a role in the content of consumers' minds and lives?"*

The answer is very simple: Where it truly matters to them!



In this article – let us share with you PHD China’s award winning content integration campaign for Unilever’s CLEAR shampoo in China.

Case Study: UNBEATABLE

Agency: PHD China

2011 Silver Medallion Winner of Advertising Marketing Effectiveness



The challenge was to position the shampoo brand, CLEAR in China as the unbeatable brand in the market in a cut-through way relevant to over 50 cities to build brand personality, unique positioning and drive purchase intent.

With 1.3 billion people, China is a fiercely competitive nation where the daily pressures of competing for status, success and even spouses are compounded. Given this insight into the China market, the brand moved away from the typical beauty territory to being a winner’s brand.

With the key idea being CLEAR is a winner’s brand – a 36 episode drama was developed featuring young, successful characters with the brand cleverly weaved into the drama.

No stones were left unturned for this campaign with all possible touch points amplifying the content.

TV placements were optimized into the top 5 main satellite channels during prime-time and China's top 6 online video platforms.



Social media was leveraged through character blogs, microblogs, online forums to add depth to the content.

Activation included the creation of an original theme song for the drama as well as a music video featuring the characters, behind the scenes footages, online live interviews with the stars of the show, PR blitz and an online social game.

This resulted in a phenomenon 24% increase in market share for CLEAR during the campaign with over 1/3 or China's total population watching the drama (90% of the viewers identified correctly identified CLEAR's association with the drama). Other statistics include 720 million online views, 48 million searches and 13 million followers on Unbeatable's Micro-blog.

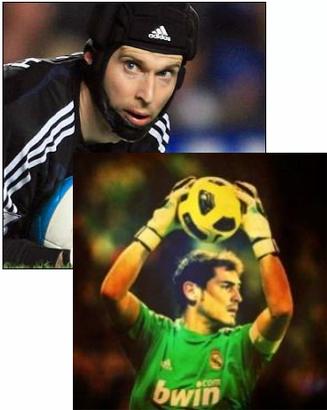
Content has many roles in the lives of consumers – in its most basic form – its entertainment but it can also be an experience, an education, a utility and of course a form of communication.

	Examples
Entertain Branded entertainment	Game show, novel, film, soap opera
Inform Branded information	The weather, current affairs, travel guide
Educate Branded education	Text book, documentary
Communicate Branded communication	Birthday message, helpline
Experience Brand experiences	Play football, adventure holiday, dinner party
Utility (apps, merchandise etc.) Branded utility	Google maps, iPhone apps

Adapting 5-A-Side Football for an Online Marketing Strategy

Marketers and advertisers now identify the need for brands, products and organizations to adapt to the evolving nature of online marketing.

The implementation of online marketing can best be explained with the understanding of a **five-a-side football team**, whereby each 'player' in the team has specific roles. The team cannot function if they work separately in silos. Hence, a successful online marketing campaign is a team effort in reaching the similar goals.



Goalkeeper- **SEARCH**

The relevant search terms, for both paid and organic, are like goals being caught up in the between the goal posts by the goalkeeper.

Following the "save", the goalkeeper will begin the attack by passing the ball to players in the team for further engagement- which is to provide useful information to fulfill the query of the search.

Defender- **PUBLIC RELATIONS**

PR plays two roles. The defensive role is played when negative buzz online is stopped or defused- which is while the opponents/competitors are attacking.

The offensive role is played when the defender brings the ball out. Here, he creates awareness, drive audience to content, websites, and influences decision.





Midfield- **CONTENT & SOCIAL MEDIA**

Social media- Like a midfield player, often works hard to deepen the attack (**engagement**), yet still assist to cover both defense (**customer relation management**) and also contributes to the attack.

Content- Another role of the midfield player which is to become the **playmaker** by creating linkages with Goalkeeper (search), Defender (PR) and Strikers. **Good content strategy** will provide assistance to brands in achieving **goals and objectives** of online marketing.

Striker-**USER EXPERIENCE**

Usually a good striker will deliver the results to the score sheet.

In the context of online marketing, implementing a good user experience allows brand to **drive higher conversions** online on their platform.



Coach- **Analytics & Measurement**

Although the coach is not part of the five-a-side team, their role in the team to make **tactical changes and ensure continuous improvement** during the game time.

It is important for brands to **analyze and measure** their performance online to ensure better performances.

AdSpend Update

AdSpend grew 6.3% between 2011 and 2012.

(RM000s)	2011	2012
FTA Television	3,014,006	3,171,314
PAY Television	2,468,336	2,976,923
Newspapers	4,359,015	4,305,890
Magazines	147,720	145,242
Radio	427,551	448,833
Cinema	21,584	37,139
Outdoor	119,151	140,560
In-Store Media	140,913	144,743
	10,698,276	11,370,644

In 2012, Nielsen added 14 Pay TV channels to its monitoring list. However, Internet adspend was ceased starting July 2012 due to insufficient provision of logs from media owners.

Top Categories (RM000s)

With the impending general election likely to fall at the end of the first /beginning of the second quarter, we have been seeing an increase in government spend month-on-month in addition to year on year. Whereas mobile line services and face care take the second and third positions in terms of top adspend categories for 2012, greatest growth comes from Vehicle (4 Wheel Drive and MPV), Passenger cars above 2,000 CC, Noodles and Corporate communication ads.

Rank	Category	Y2012 (RM000s)	% Growth over 2011
1	GOVERNMENT INSTITUTIONS-LOCAL	556,842	39.4
2	MOBILE LINE SERVICES	351,181	-3.2
3	FACE CARE-WOMAN	310,595	-1.3
4	DAIRY-KIDS GROWING UP MILK	238,603	1.6
5	FAST FOOD CENTRE	232,414	-0.4
6	TONIC & VITAMIN	221,611	20.6
7	HAIR SHAMPOO & CONDITIONER	199,468	0.9
8	UNIVERSITY	196,752	13.4
9	CLEANING AGENT-LAUNDRY	195,392	5
10	PHOTOGRAPHY	181,117	-19.2
11	COMMUNICATION-CORPORATE AD	176,223	95.4
12	CINEMA ADVERTISING	162,659	-4.3
13	BANK/FINANCE-CORPORATE	161,663	-8
14	DENTAL CARE-TOOTHPASTE	150,012	-11.1
15	TOURISM AUTHORITY	145,895	25.5
16	FURNISHINGS-FURNITURE RETAIL	141,988	-0.4
17	BISCUIT,BREAD,COOKIES & CAKES	135,986	34.2
18	ACCOMMODATION	134,878	21.7
19	RESIDENTIAL ESTATE	131,509	14.2
20	VEHICLE-PASSENGER CAR ABOVE 2,000CC	129,381	117

Source; Nielsen Advertising Information Services (AIS)

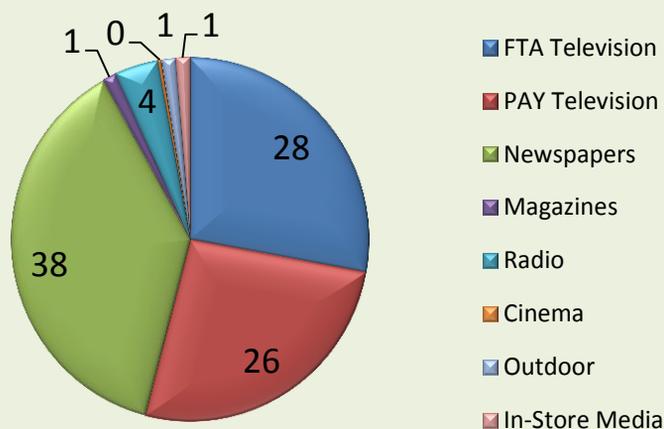
NOTE: Growth is based on the top 50 categories with the highest adspend.

Top Advertisers (RM000s)

Rank	Advertiser	Y2012 (RM000s)	% Growth over 2011
1	UNILEVER MALAYSIA	388,457	1
2	NESTLE	315,955	34.5
3	PROCTER & GAMBLE	284,780	-17.2
4	MAXIS COMMUNICATION BHD	258,956	88.2
5	JAB.PERDANA MENTERI	200,020	472.2
6	GLAXO SMITHKLINE	163,943	-34.1
7	DIGI TELECOMMUNICATION S/B	149,643	-4.4
8	SAMSUNG M'SIA ELECTRONICS (SME	149,015	148.3
9	CANON MARKETING (M) S/B	143,751	-20.9
10	COLGATE-PALMOLIVE (M) S/B	138,066	9.4
11	L'OREAL M'SIA S/B	126,105	-2.9
12	PANASONIC MALAYSIA S/B	99,100	79.4
13	TM	90,615	8.8
14	GENTLE SUPREME S/B	88,729	1.7
15	KFC HOLDINGS	86,779	-19.5
16	TOURISM MALAYSIA	85,068	77.2
17	GOLDEN ARCHES RESTAURANT	84,931	-2.4
18	MEAD JOHNSON	82,100	11.9
19	RECKITT BENCKISER	81,909	-6.4
20	LAU MOTORS S/B	79,942	4684.1

The 2012 top advertisers on the other hand, are dominated by FMCG advertisers – Unilever, Nestle and Procter & Gamble, followed by Maxis Communications and The Prime Ministers Office. The top growth advertisers are (in order) Lau Motors, The Ministry of Natural Resources and Environment, The Prime Ministers Office, Resorts World Sentosa and Herbal Revival S/B.

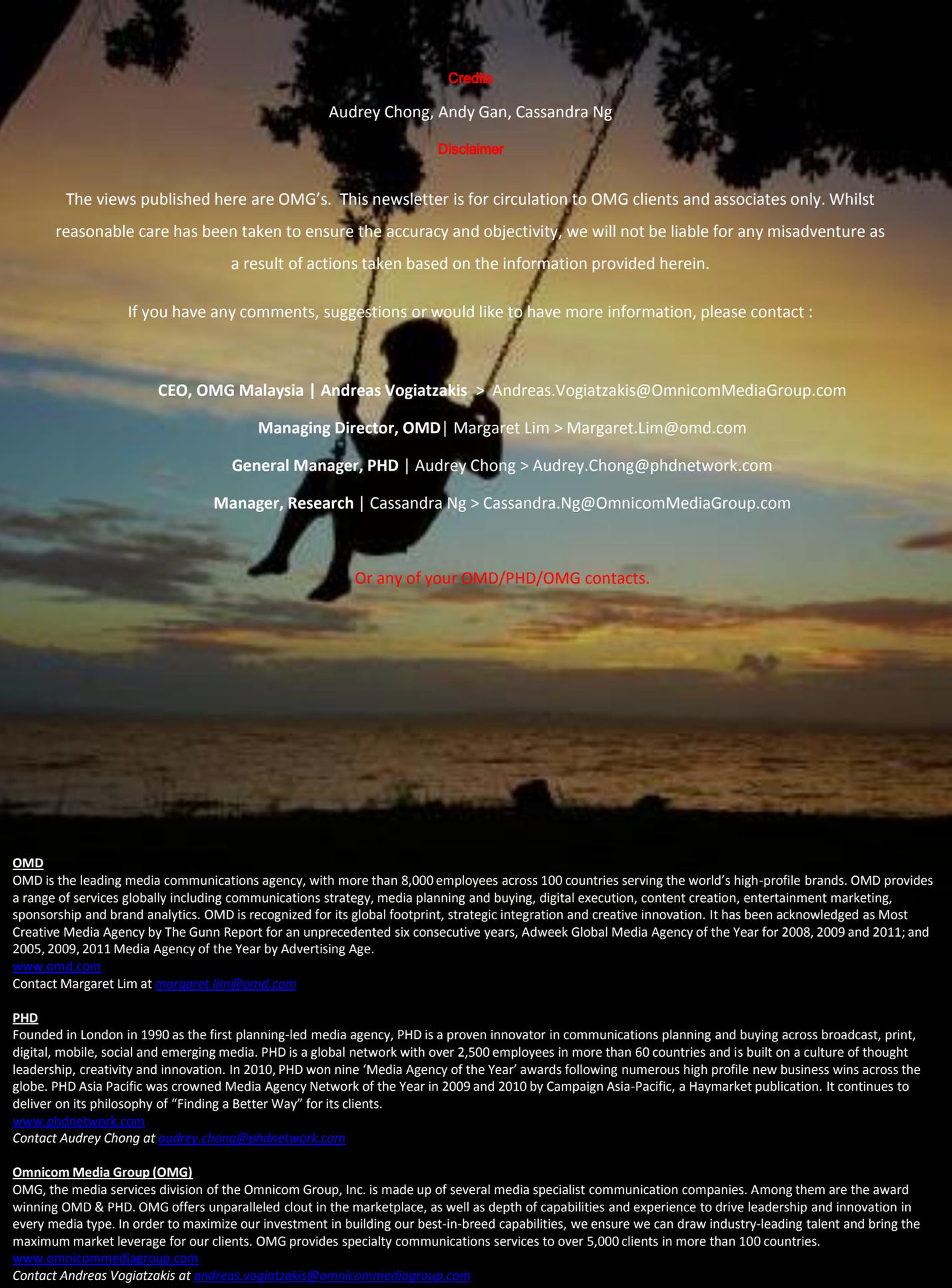
AdSpend Breakdown by Media (%)



Note: Not including digital adspend

Source; Nielsen Advertising Information Services (AIS)

NOTE: Growth is based on the top 100 advertisers with the highest adspend.



Credits

Audrey Chong, Andy Gan, Cassandra Ng

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If you have any comments, suggestions or would like to have more information, please contact :

CEO, OMG Malaysia | Andreas Vogiatzakis > Andreas.Vogiatzakis@OmnicomMediaGroup.com

Managing Director, OMD | Margaret Lim > Margaret.Lim@omd.com

General Manager, PHD | Audrey Chong > Audrey.Chong@phdnetwork.com

Manager, Research | Cassandra Ng > Cassandra.Ng@OmnicomMediaGroup.com

Or any of your OMD/PHD/OMG contacts.

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www.omd.com

Contact Margaret Lim at margaret.lim@omd.com

PHD

Founded in London in 1990 as the first planning-led media agency, PHD is a proven innovator in communications planning and buying across broadcast, print, digital, mobile, social and emerging media. PHD is a global network with over 2,500 employees in more than 60 countries and is built on a culture of thought leadership, creativity and innovation. In 2010, PHD won nine 'Media Agency of the Year' awards following numerous high profile new business wins across the globe. PHD Asia Pacific was crowned Media Agency Network of the Year in 2009 and 2010 by Campaign Asia-Pacific, a Haymarket publication. It continues to deliver on its philosophy of "Finding a Better Way" for its clients.

www.phdnetwork.com

Contact Audrey Chong at audrey.chong@phdnetwork.com

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www.omnicommediagroup.com

Contact Andreas Vogiatzakis at andreas.vogiatzakis@omnicommediagroup.com