

@gleonhard

THE Futures AGENCY



The next 3 years:
OOH meets Social, Local, Mobile

“Our focus should be not on **emerging technologies** but on **emerging cultural practices.**” – Henry Jenkins, Professor of Comparative Media, MIT and author of ***Convergence Culture: When Old and New Media Collide***

Old and New Media Collide

disrupt

Not sustainable

**RESEARCH SHOWS THAT 75% OF PEOPLE
ACTIVELY AVOID ADVERTISING, WHETHER
IT'S ON TV, INTERNET OR BILLBOARDS**

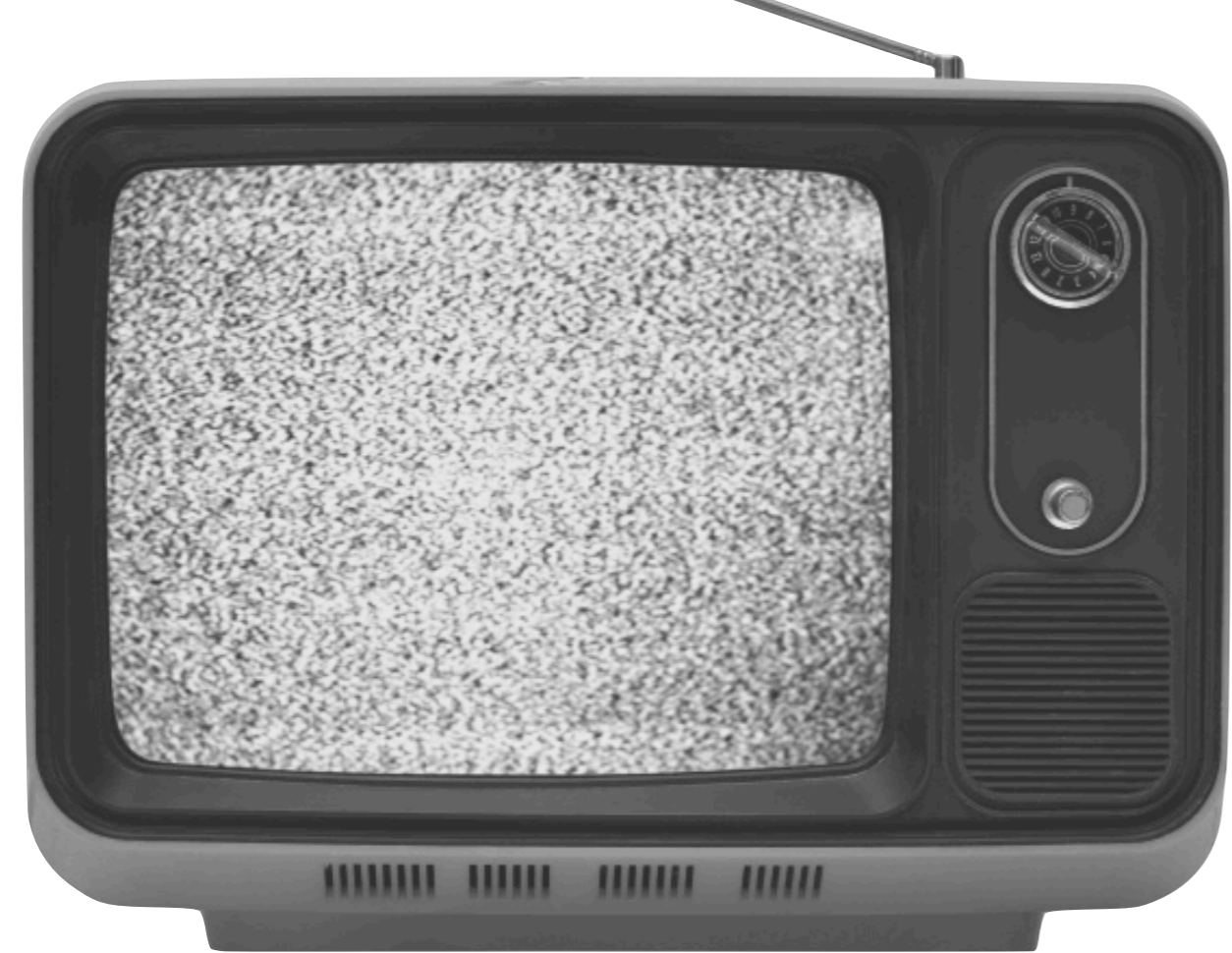
• SFO INSTITUTE, 2009

JAMES LEONHARDT
SOUNDS LIKE BRANDING
WWW.SOUNDSLIKEBRANDING.COM

One-way messaging from a non-trusted source

GAME OVER





Anything that is offline becomes less valuable



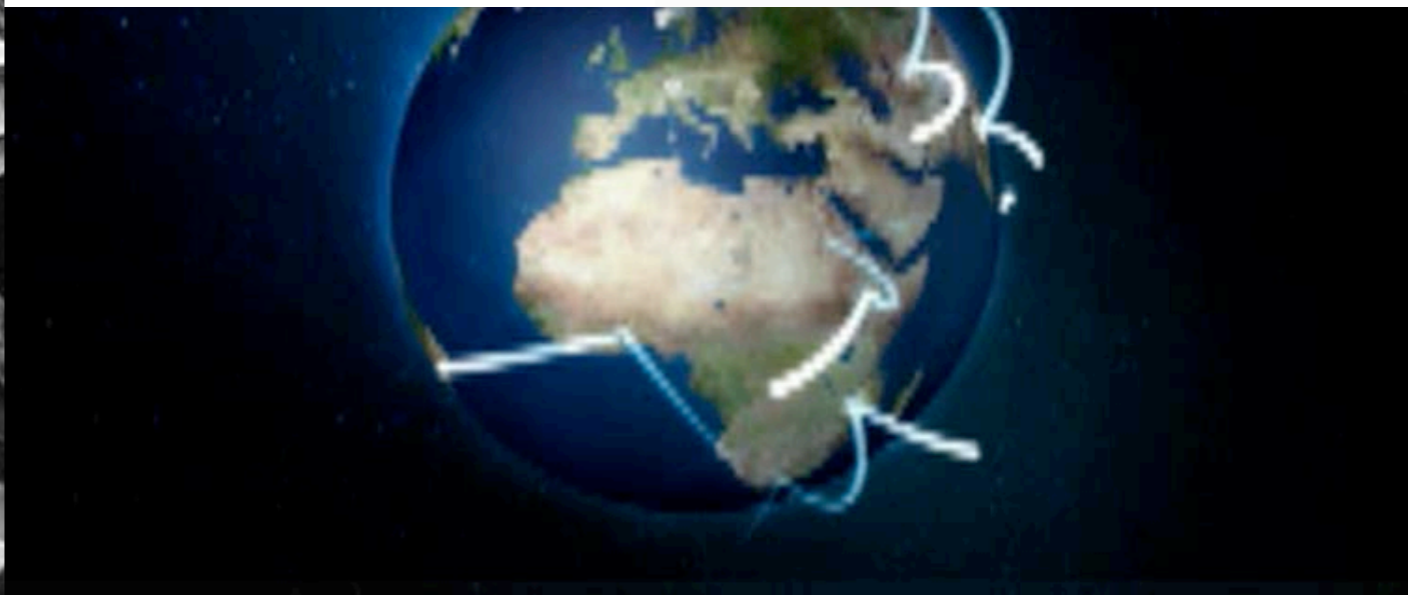
Mass media - mass products - mass interruption



Source: Scholz & Friends via Youtube

SCHOLZ & FRIENDS

From Broadcast to Broadband

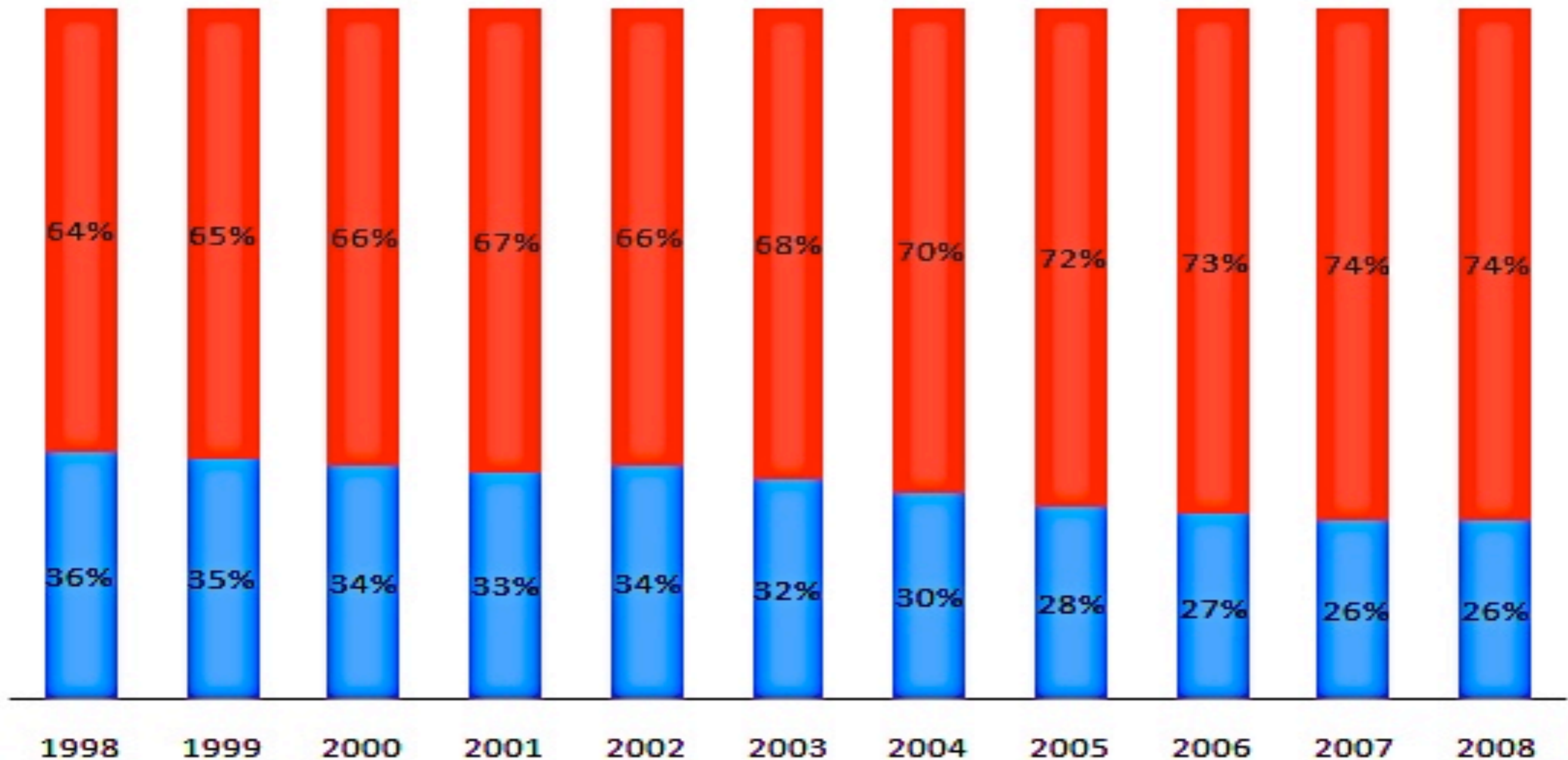


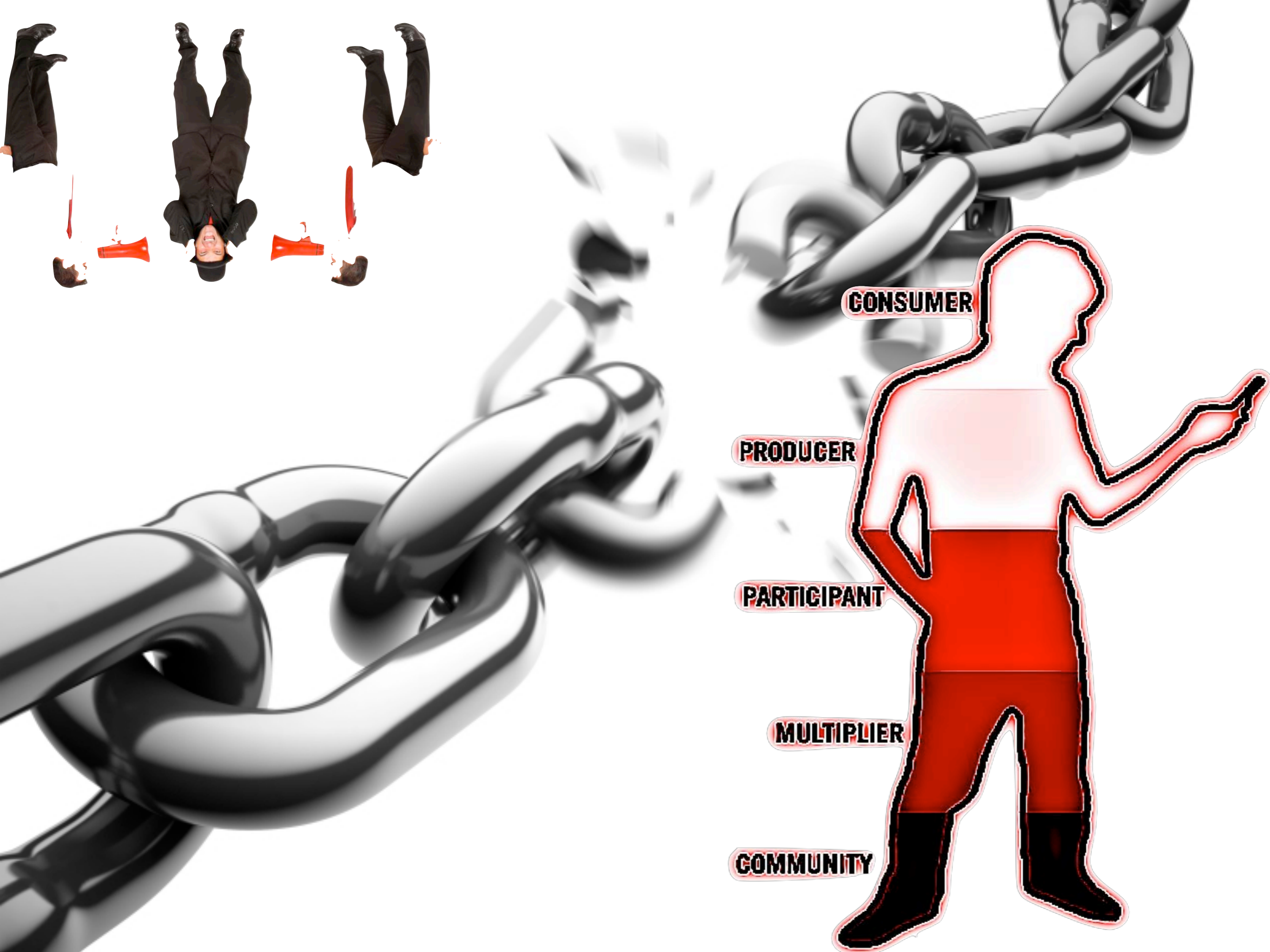
Total fragmentation

...increased targeting required

The Long Tail of Travel

■ Top 50 travel destinations ■ Everywhere else





CONSUMER

PRODUCER

PARTICIPANT

MULTIPLIER

COMMUNITY

Information FLOWS.

johnvbelkum RT @gleonhard: How to protect your ideas in the digital age I <http://ow.ly/MgWR> (my 2 cents mentioned here: share them!)

digitaladman Good blog post RT @gleonhard: How to protect your ideas in the digital age I <http://ow.ly/MgWR>

Daniel_Egger RT @gleonhard: How to protect your ideas in the digital age I <http://ow.ly/MgWR> (my 2 cents mentioned here: share them!)

karolariegler RT @gleonhard: How to protect your ideas in the digital age I <http://ow.ly/MgWR> (my 2 cents mentioned here: share them!)

BobbyRicketts RT @gleonhard: How to protect your ideas in the digital age I <http://ow.ly/MgWR> (my 2 cents mentioned here: share them!)

flexiblesbuero RT @gleonhard: How to protect your ideas in the digital age I <http://ow.ly/MgWR> (my 2 cents mentioned here: share them!)

gervis RT @gleonhard: Check out this SlideShare Presentation : What Matters Now, by Seth Godin <http://slidesha.re/8zLeIS> ****

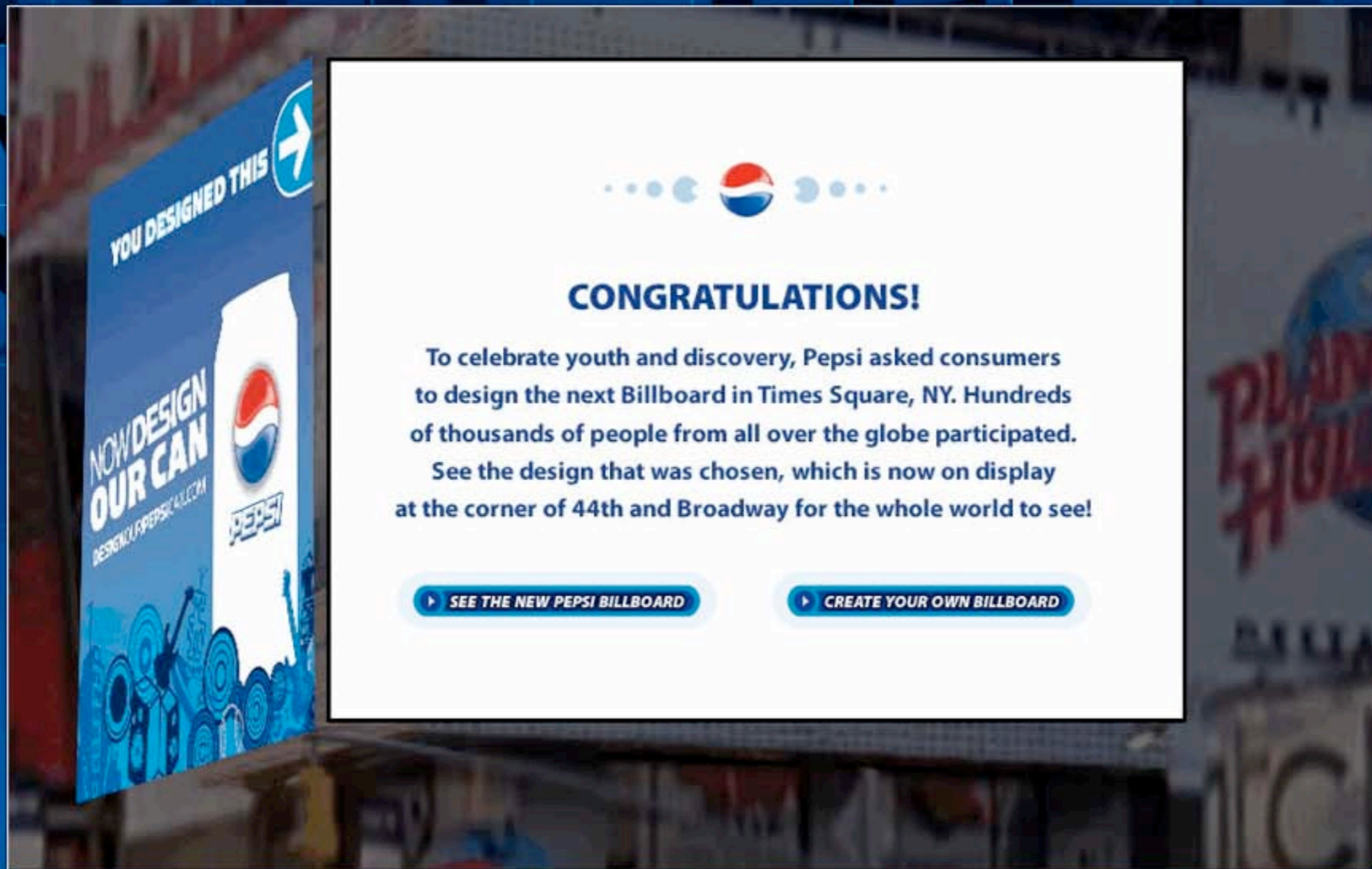
gervis RT @gleonhard: Nice directory: Futurist Twitter Users : WeFollow <http://ow.ly/MGhG>

gervis RT @gleonhard: Interesting: Twitter Blog: Top Twitter Trends of 2009 <http://ow.ly/MVMp>

gervis RT @gleonhard: Nice video via @FORAtv - Conversation with Patti Smith <http://ow.ly/MZPi> "people still have the power" - but they don't b ...

gervis RT @gleonhard: Seth Godin's Blog: What Matters Now: get the free ebook <http://ow.ly/Nbux> 5* Must Read !! <http://ow.ly/d/ZL>

From Impression to Expression



CONGRATULATIONS!

To celebrate youth and discovery, Pepsi asked consumers to design the next Billboard in Times Square, NY. Hundreds of thousands of people from all over the globe participated. See the design that was chosen, which is now on display at the corner of 44th and Broadway for the whole world to see!

[▶ SEE THE NEW PEPSI BILLBOARD](#) [▶ CREATE YOUR OWN BILLBOARD](#)

 PEPSI.com

[▶](#) [CREATE THE NEXT PEPSI CAN](#)

 [SEE THE NEW PEPSI CAN DESIGNS](#)

Convergent Lifestyles

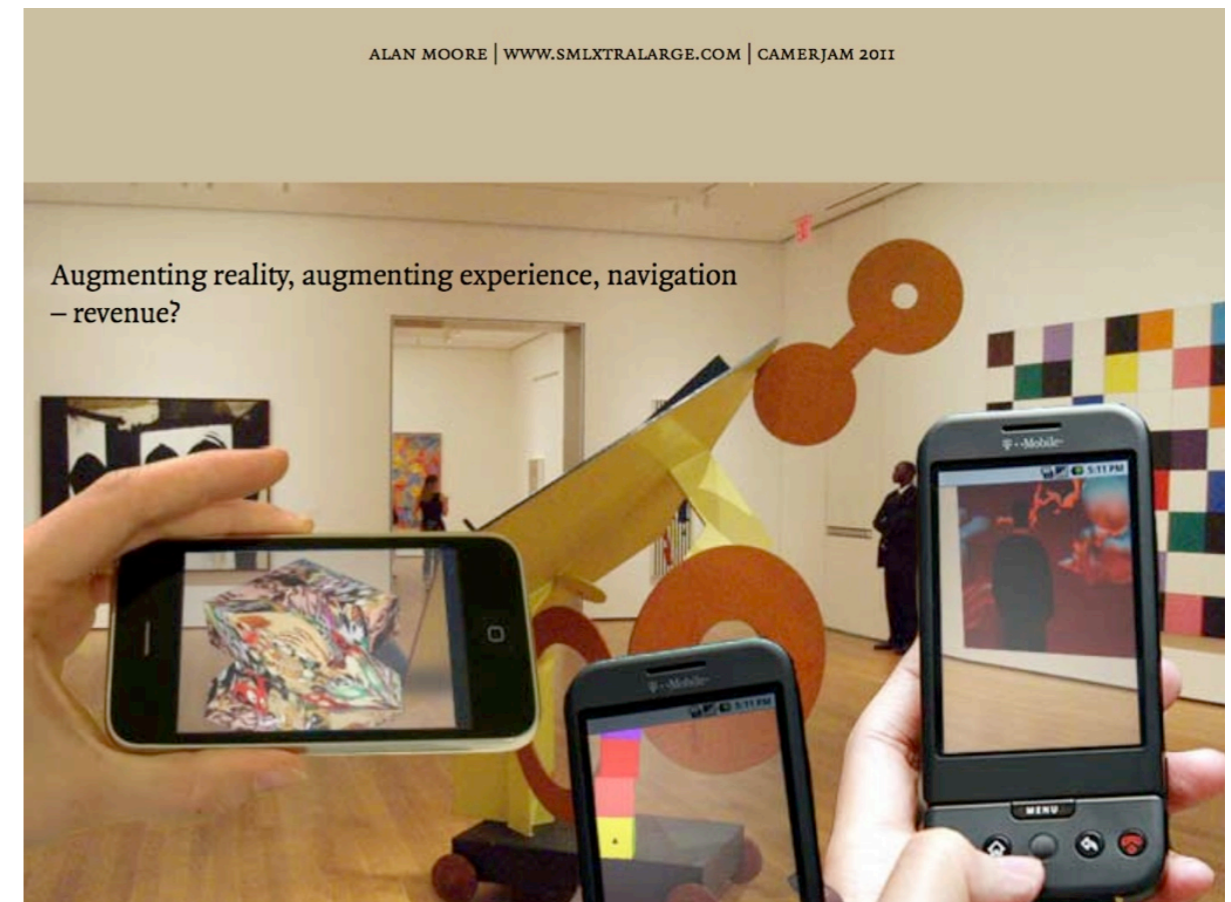
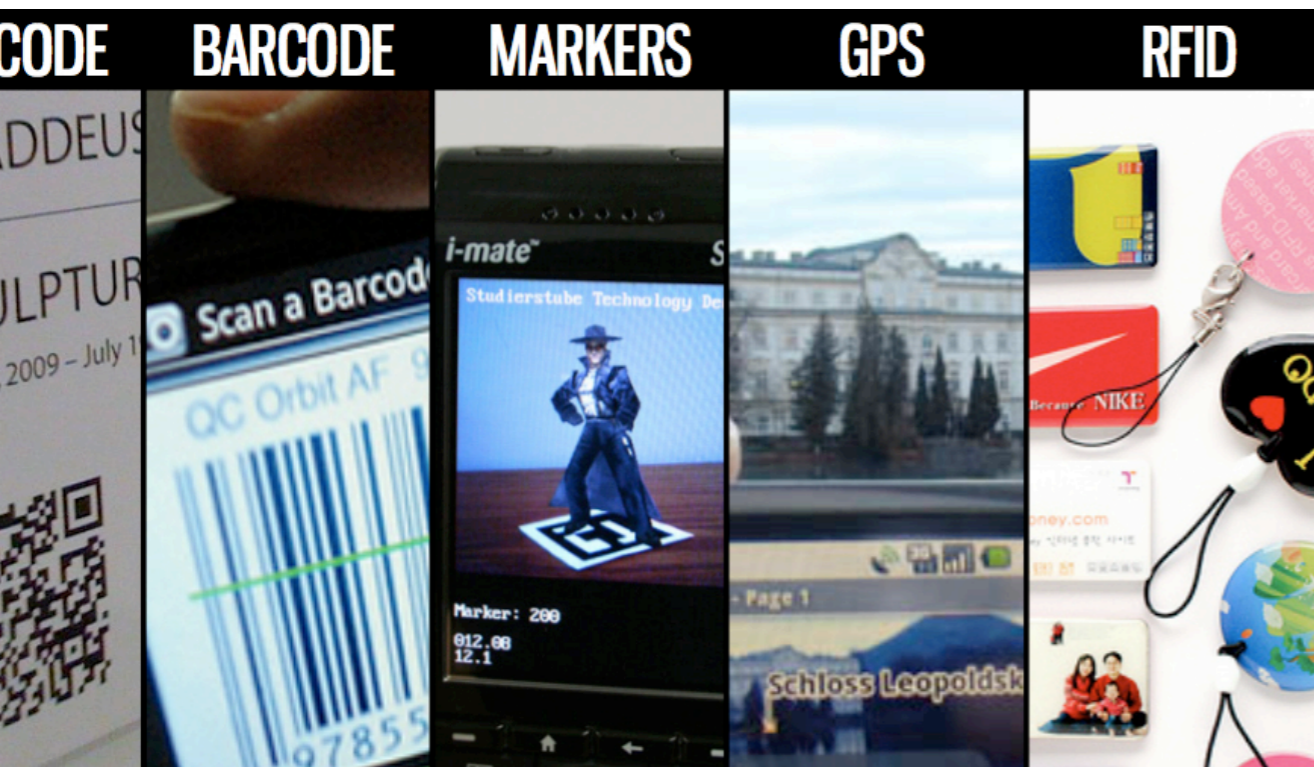
Source: Trendwatching.com



- **MyShopanion** and **Scandit** are just two iPhone apps that allow consumers to scan items while out shopping and not only see online reviews but get instant feedback via Facebook and Twitter.



Total Online / Offline Convergence

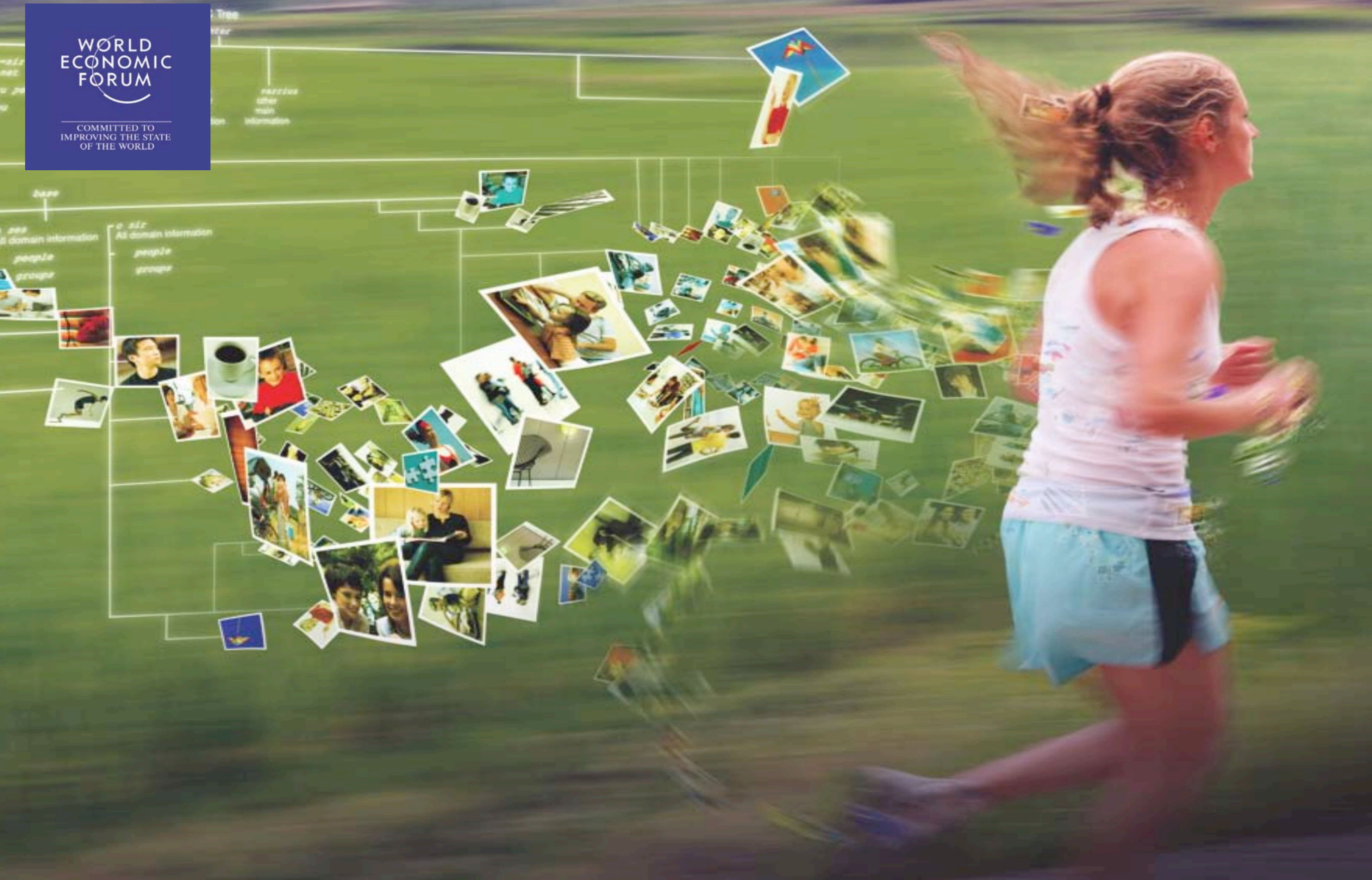


New levels of Interaction



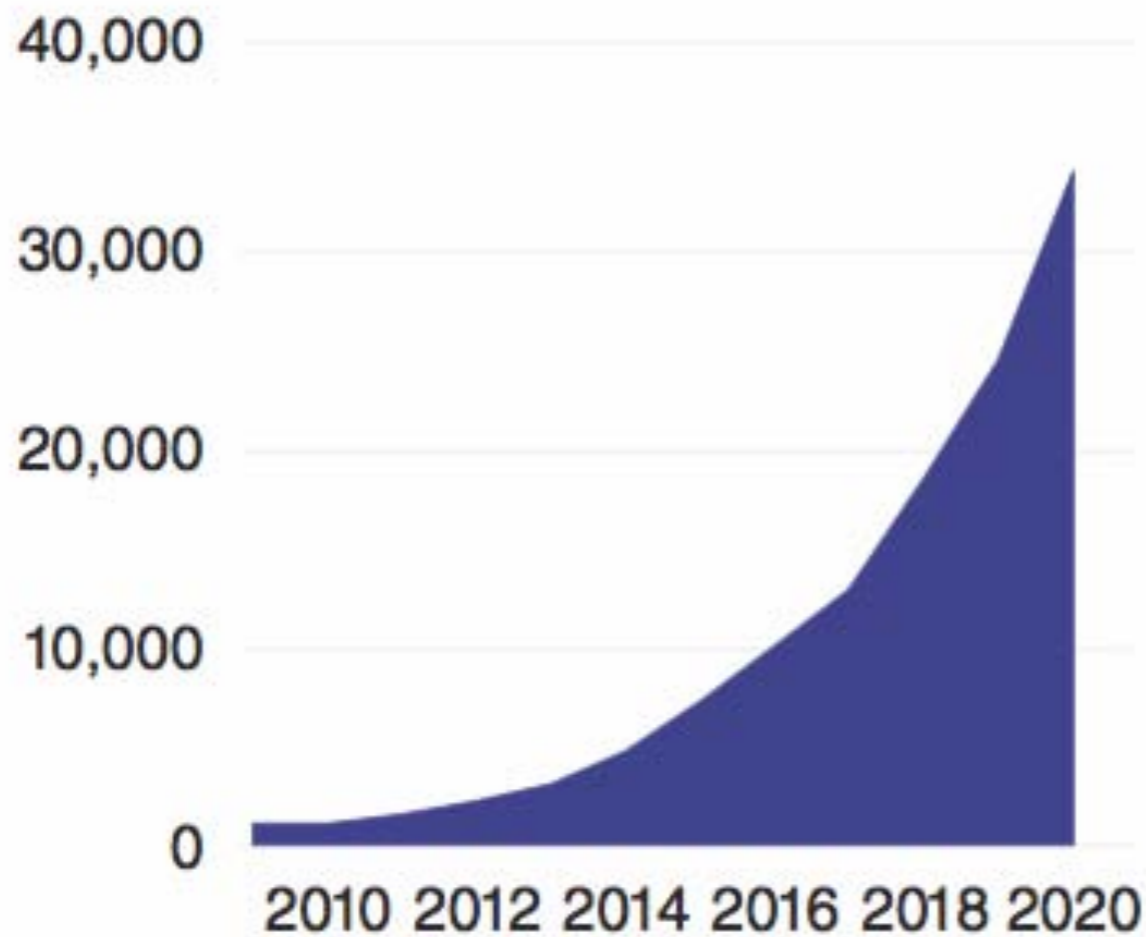
WORLD
ECONOMIC
FORUM

COMMITTED TO
IMPROVING THE STATE
OF THE WORLD



**FIGURE 3: BY 2020, DIGITAL RECORDS
WILL BE 44 TIMES LARGER THAN IN 2009**

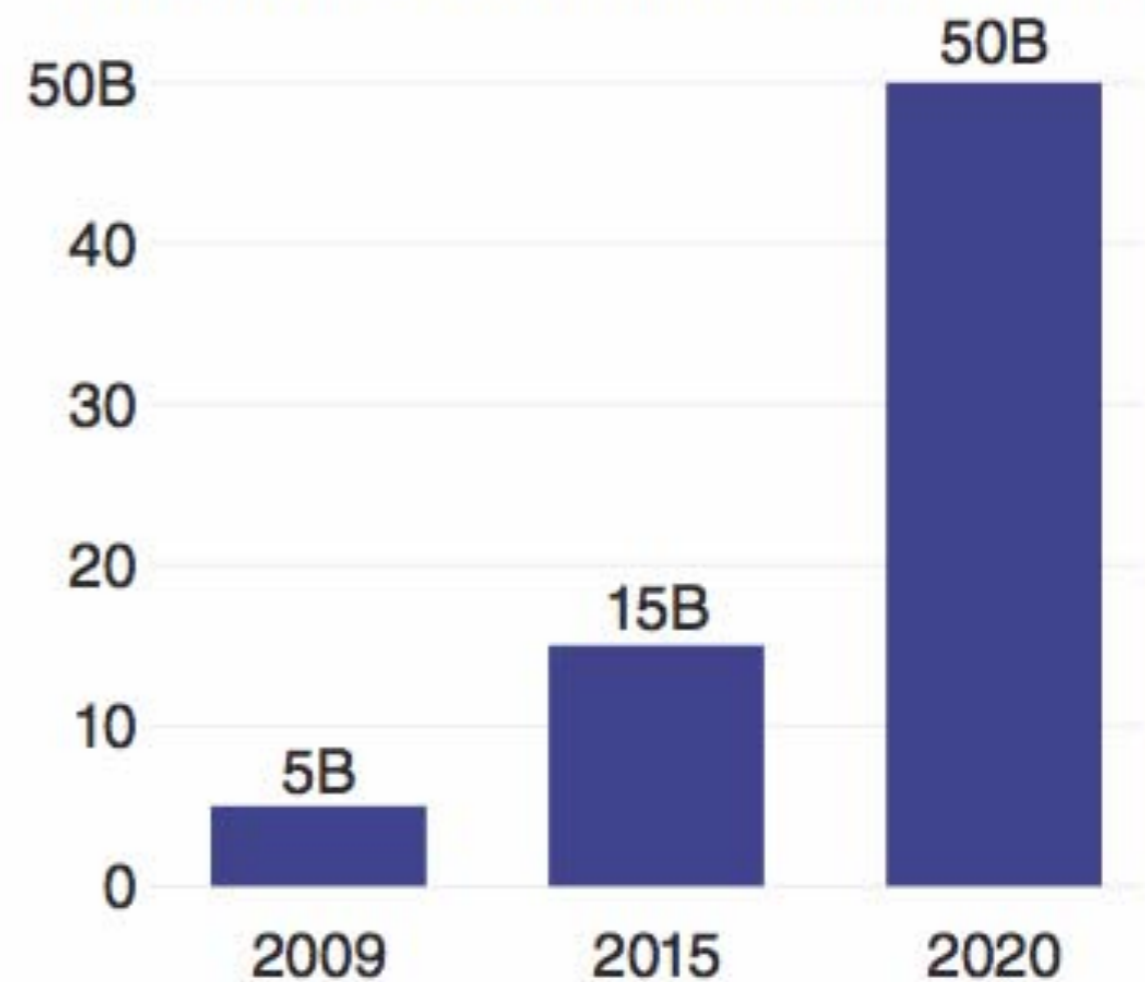
Global digital data (in exabytes)



Source: IDC

**FIGURE 2: BY 2020, MORE THAN 50
BILLION DEVICES WILL BE CONNECTED TO
THE INTERNET**

Global devices connected to the Internet

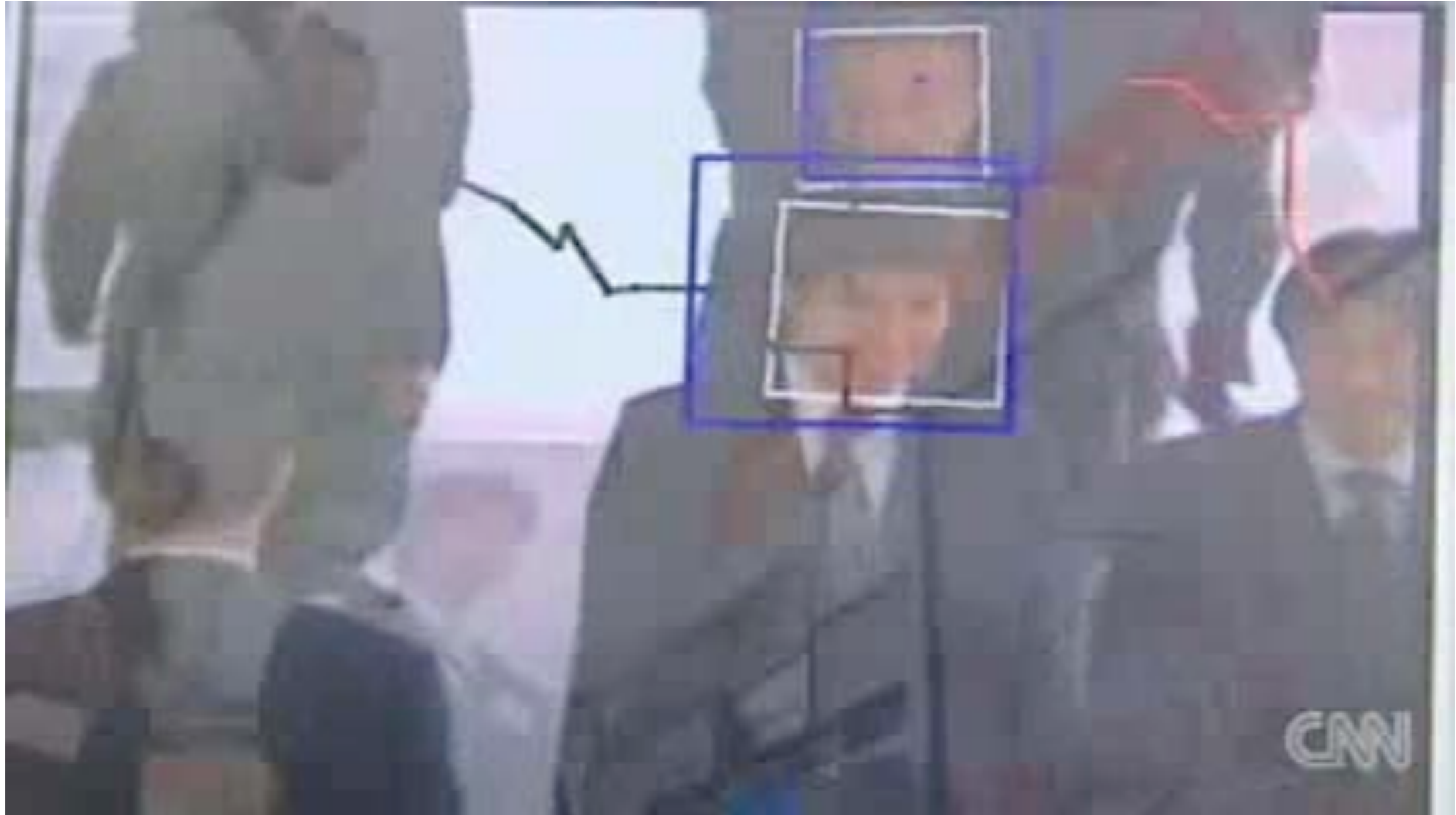


Sources: Ericsson, Intel

Volunteered
Observed

Inferred

Ads reading YOU ...?



DATA is what it's all about



SEVENS
HEAVEN



Good advertising needs good data

Mobile + OOH = Holy Grail

KP
CB ...Yet the Efficacy of Mobile Ads vs. Other Media is Compelling

Relative Efficacy of Mobile vs. Other Advertising Media, 1/11

	Reach	Targeting	Engagement	Viral	Transaction
Mobile	100	90	70	80	80
Internet	50	50	80	40	60
TV	50	30	90	10	20
Print	40	10	20	10	10
Radio	60	10	40	10	
Outdoor	20	10	10		

Sprinklers not watering cans



Dumb

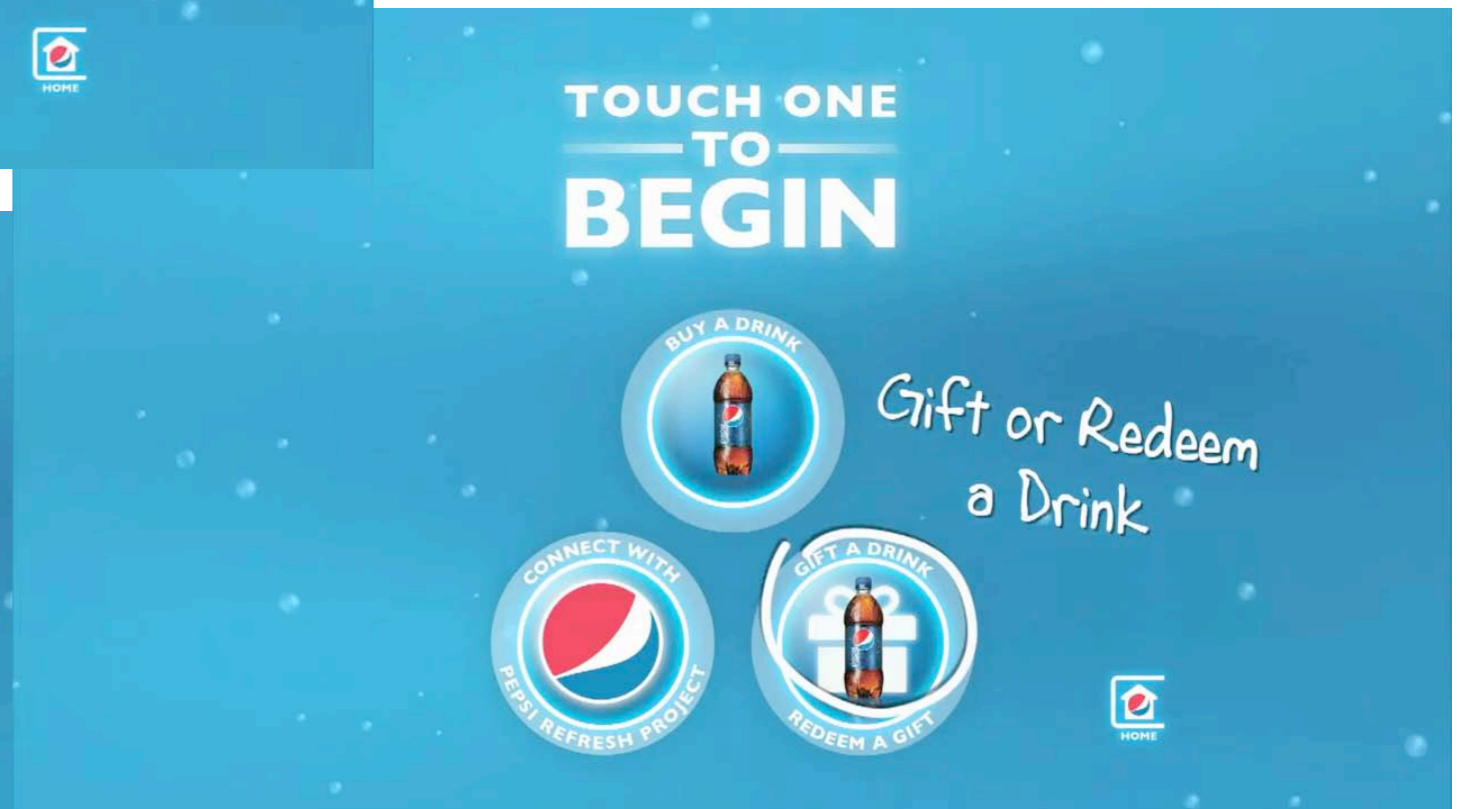
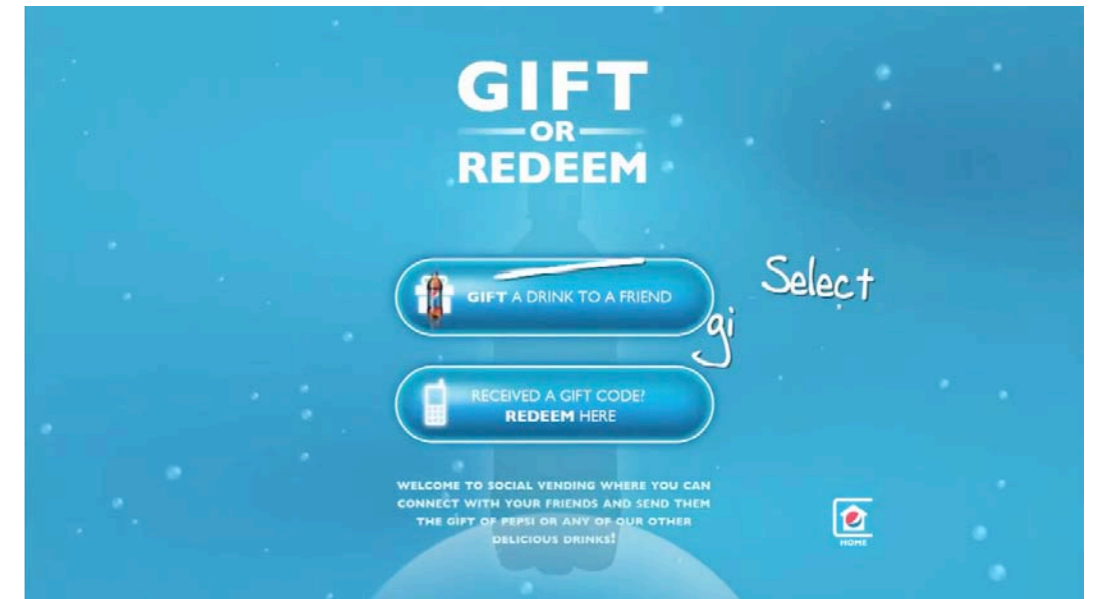
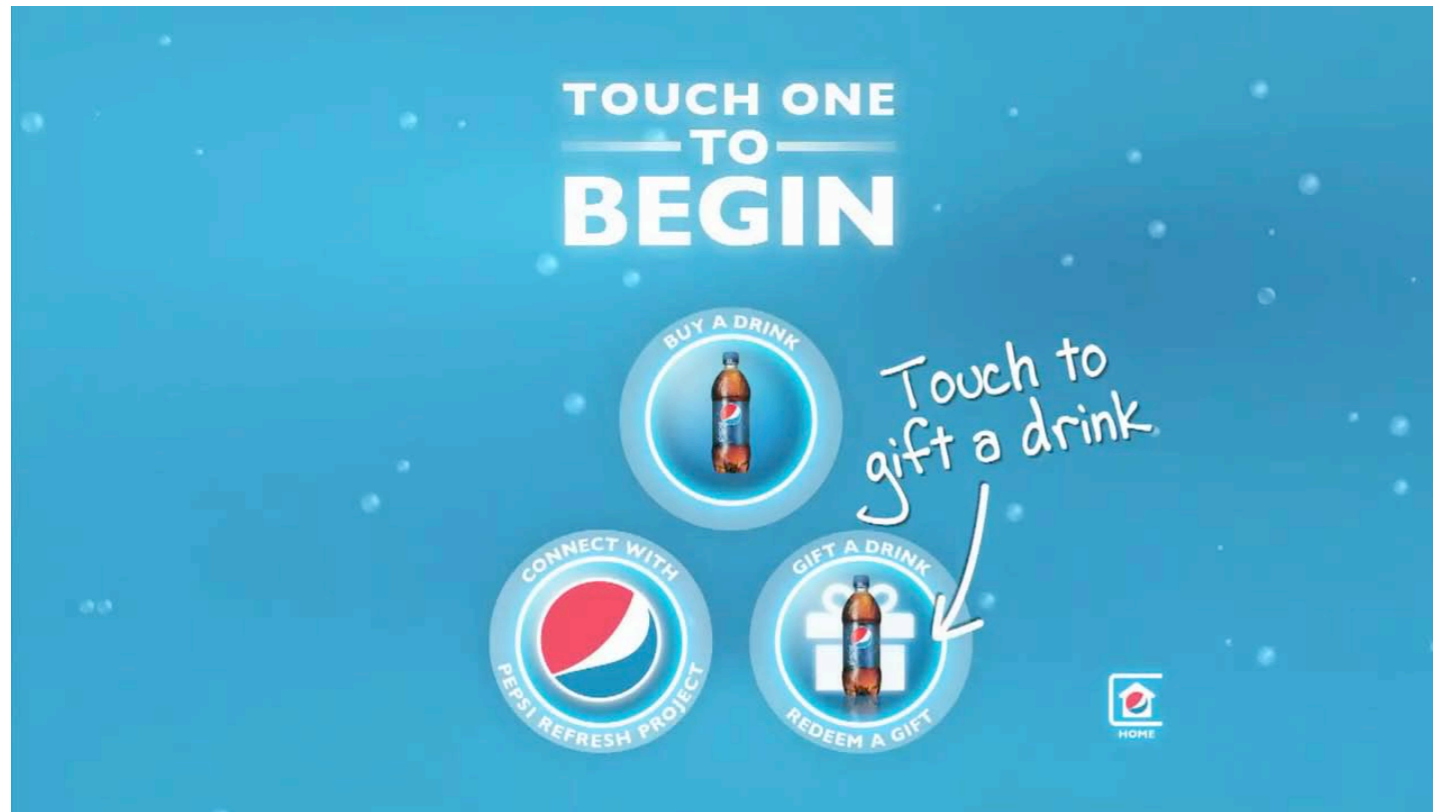


Smart

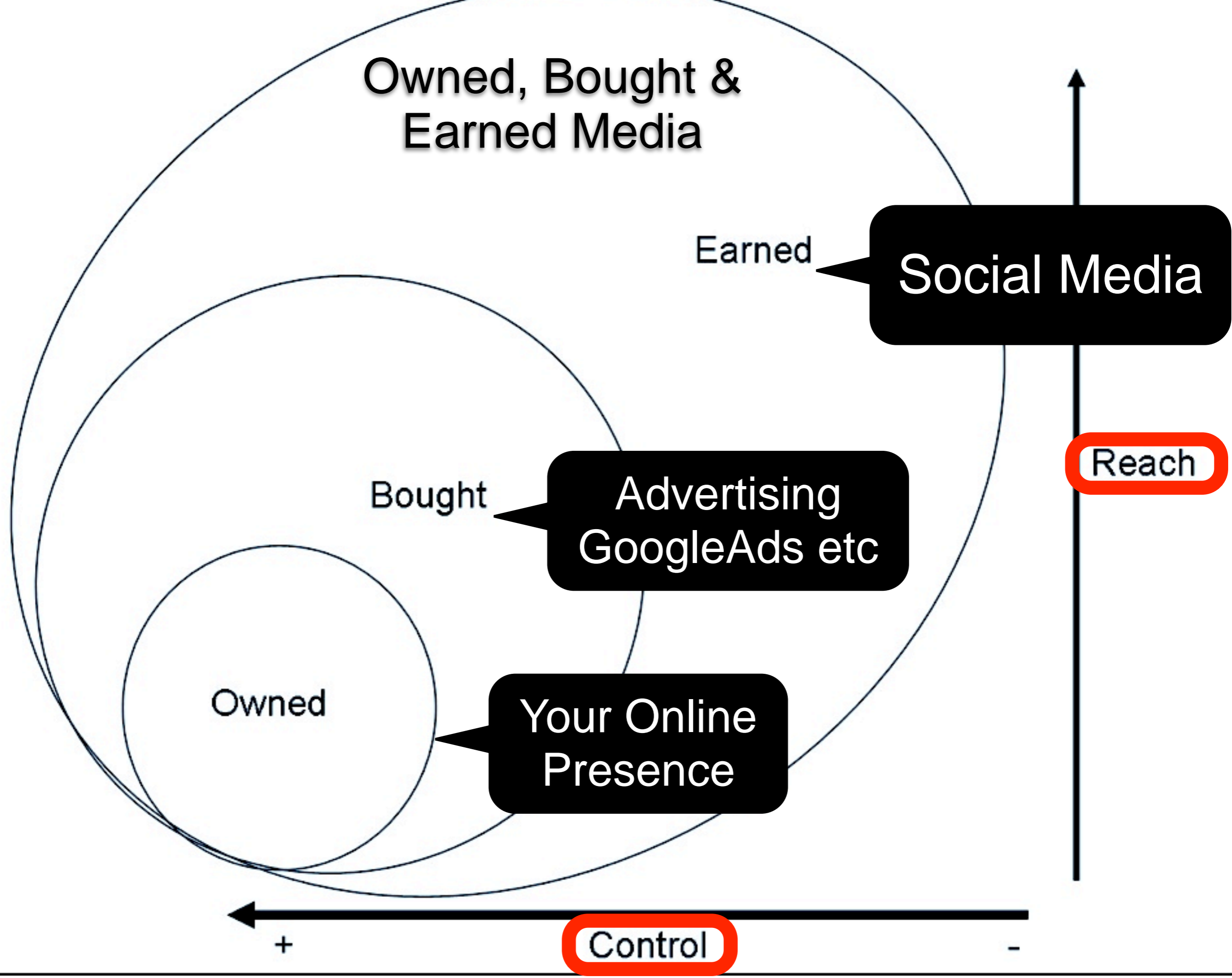


DOOH + Social

Adver-Vending-Gifting ...?



Owned, Bought & Earned Media



Imagine this



Like



Advertising is Content



LET'S PLAY *With*
GAGA

FarmVille's gone Gaga
over *Born This Way!*
Play in GagaVille to unlock
songs before it hits stores.
POWERED BY **iheartradio**

▶ TAKE ME TO GAGAVILLE!



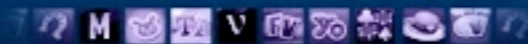
Best Buy Exclusive!
Purchase a \$25 Game Card
and download *Born This Way!*
BUY NOW

- ▶ On the Set with Gaga sweepstakes
- ▶ Terms and conditions



REWARDVILLE™

Get exclusive Lady Gaga virtual
items for your favorite Zynga games



▶ GO TO REWARDVILLE

RETURN HERE MAY 19-23

GET LADY GAGA VIRTUAL GIFTS!



FUEL

Starting May 19th at 6AM Eastern, listen to your favorite
Clear Channel Radio station to get the day's code for a
Limited Edition Lady Gaga item in FarmVille.

▶ GO TO ZYNGA.COM

▶ GO TO **twitter**

WORDS *with* friends

Play the Lady Gaga word of the day and
be entered to win fabulous prizes

WORD OF THE DAY: CHAPEL

▶ WORDS WITH FRIENDS



Who do we pay attention to?





"It is the framework which changes with each new technology and not just the picture within the frame."

Marshall McLuhan

Marshall McLuhan

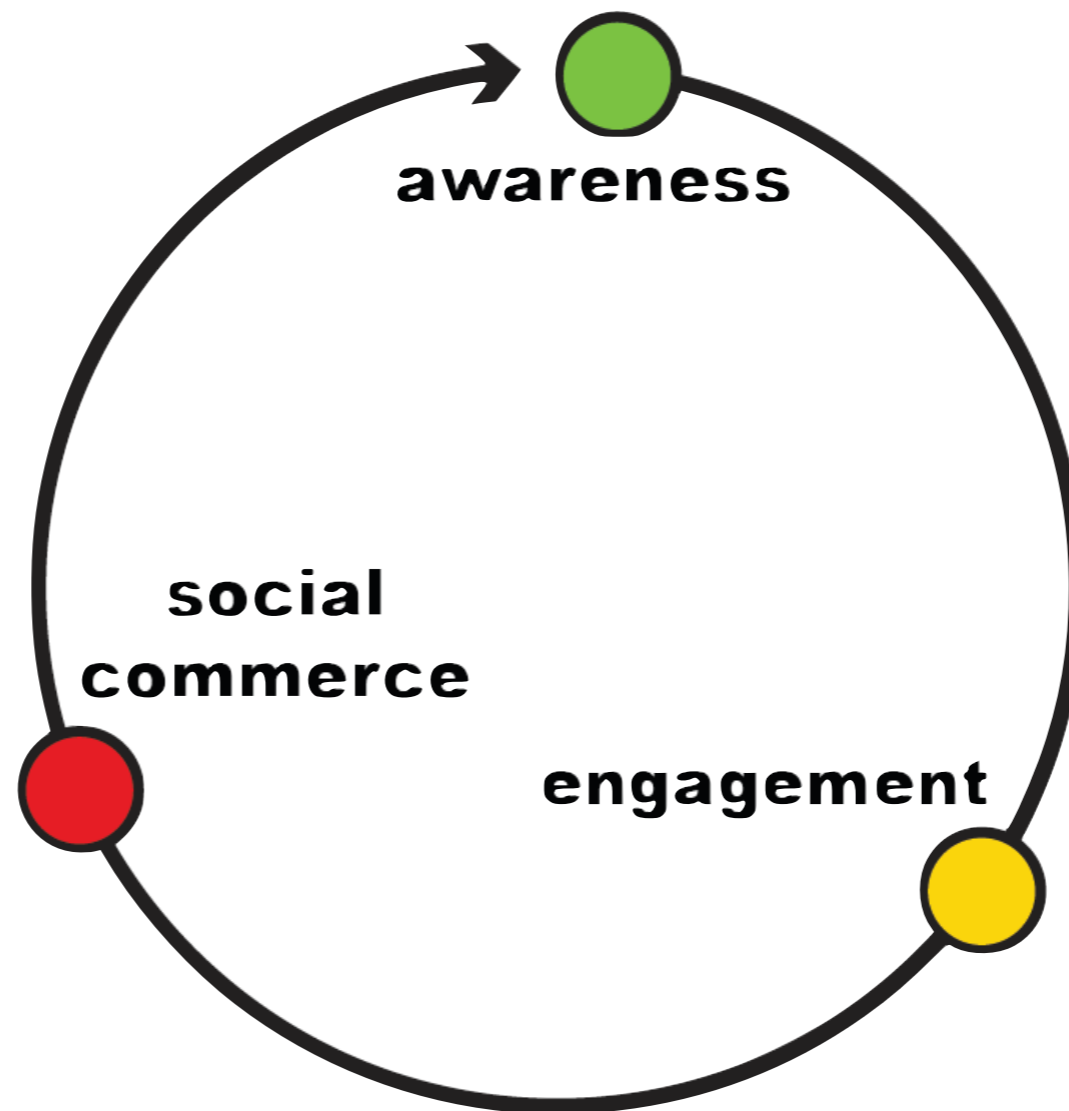
**Technologies as Extensions of Man
& Global Village.**

Engagement is the key



“Tell me and I’ll forget; show me and I may remember; Involve me and I’ll understand.”

~ Chinese proverb



Targeting 2.0: Permission to Engage



Creativity

Chris Hall, head of research at JCDecaux:

- Consumers have high expectations of digital outdoor, like to see digital outdoor, are keen to engage
- Brands will benefit from creating a dialogue with consumers
- Commuters valued the medium as core part of their daily commute to provide them with content and entertainment
- “Consumers told us they want to see multiple creative, frequent copy change, live content feed”
- “Research suggests that the public are ready for more engaging content on digital screens and brands that meet the public’s appetite for entertainment will benefit”

Augmented Marketing

Augmented Content

Augmented Reality



Augmented Reality will enable us to experience all sorts of things with greater intensity.



Relevance

Timeliness

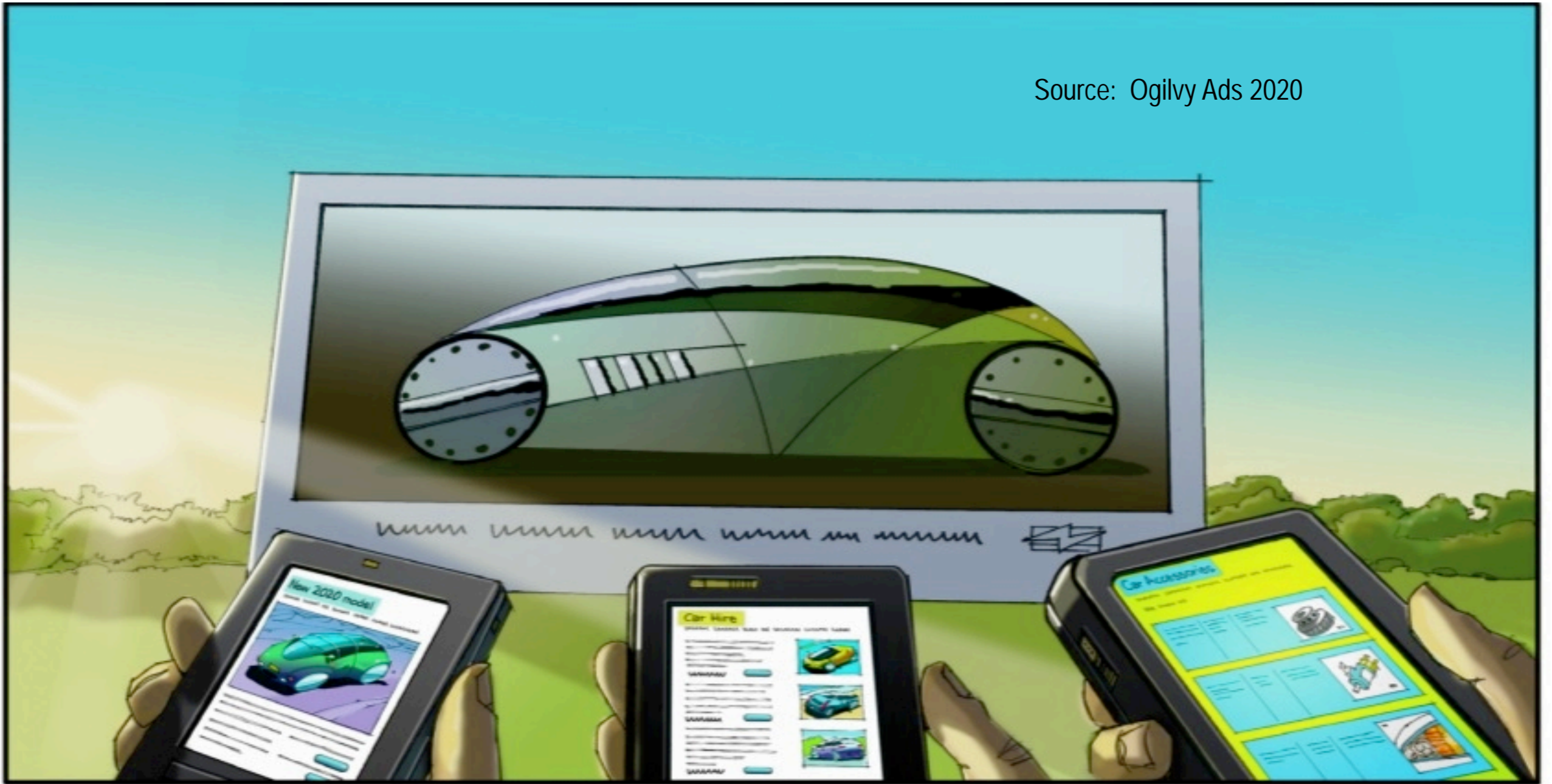
Connectedness

Future success probably means more...



Let the 'consumer' run the show

Source: Ogilvy Ads 2020



Instead of the billboard changing as an individual walks past, a personalised, relevant advertisement will be sent directly to their mobile device. The car will have different meanings depending on the individual's preferences – for one it could mean purchase, another it could be rental or finally it may mean accessorise.

Engage not enrage.



Immersion means Impact

EXPERIENCE

Find the pairs behind
the **pockets.**



Connection not Interference

ATTENTION ECONOMY	→	ATTRACTION ECONOMY
Interruption		Engagement
Directors		Connectors
One-to-many		Many-to-one
Reactive		Interactive
Return On Investment		Return On Involvement
Heavy users		Inspirational Consumers
Big promises		Intimate gestures
What you need		What I want



Inter-relating. Dialogue. Interface.

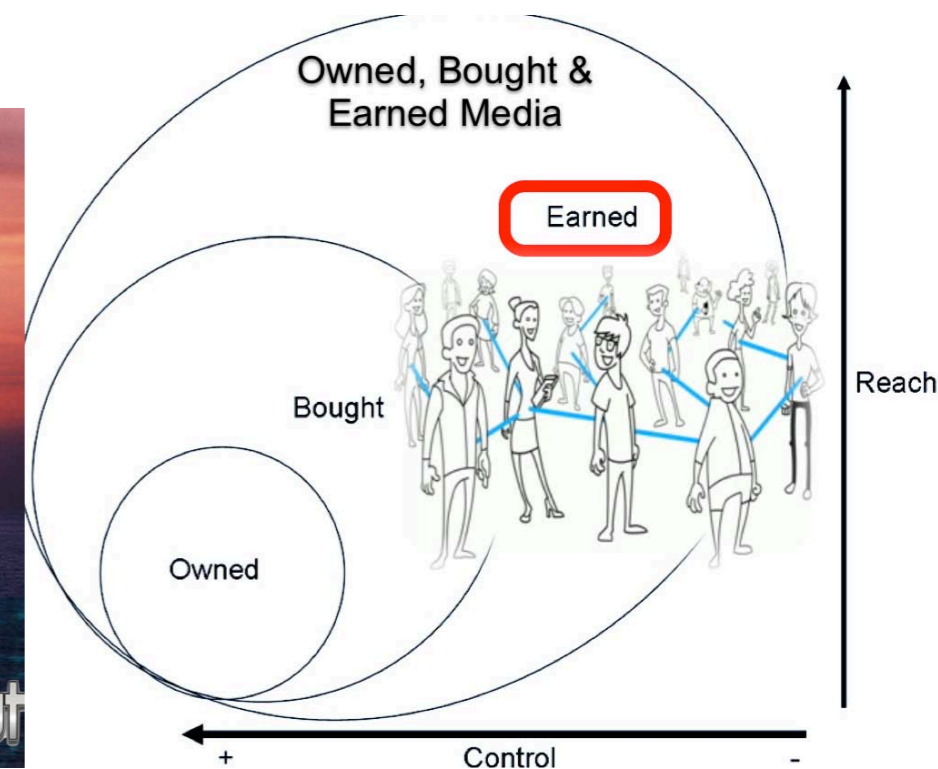
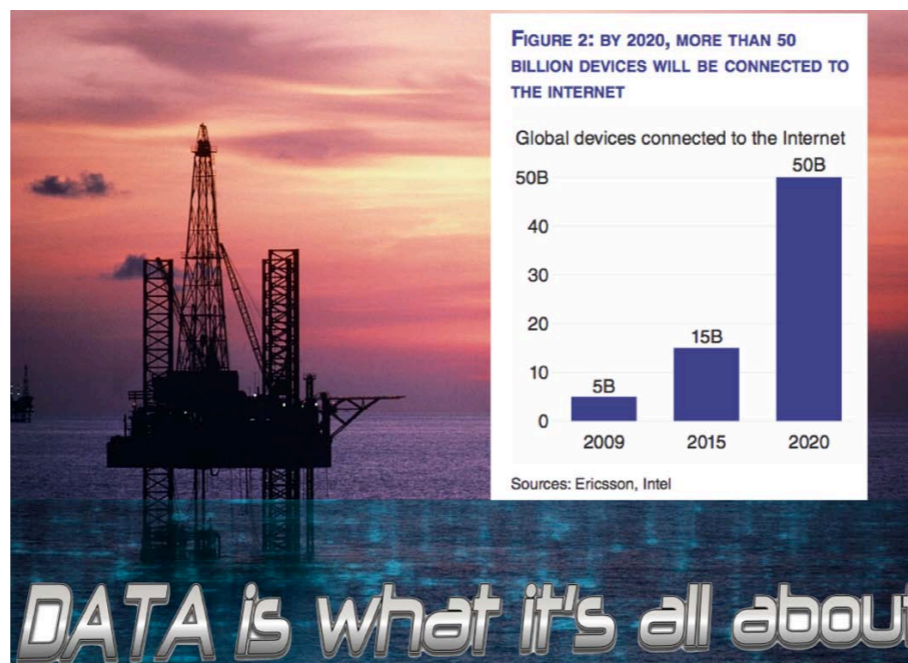
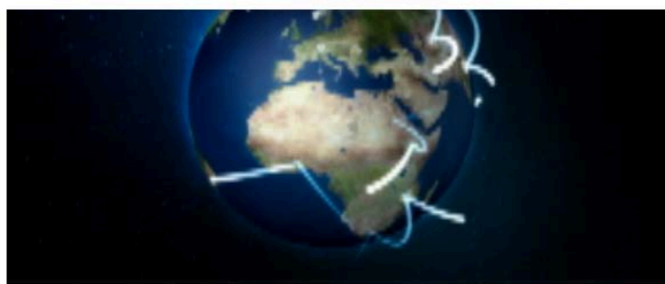
He wants an interface, a resonant dialogue. He wants to rap, chat and empathize with everybody about everything, and this constitutes an interface of change in dialogue. It isn't just the passing of gossip back and forth. It is a kind of interrelating by which people feel that they are changed, that they are getting with it, they are getting involved, they are participating.

Marshall McLuhan Nov 14, 1971



Summary

From Broadcast to Broadband



Relevance
Timeliness
Connectedness

KPCB's John Doerr Calls It "SoLoMo"...

So Lo Mo

Social Local Mobile

Connection not Interference

ATTENTION ECONOMY	→	ATTRACTION ECONOMY
Interruption		Engagement
Directors		Connectors
One-to-many		Many-to-one
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Return On Investment		Return On Involvement
Heavy users		Inspirational Consumers
Big promises		Intimate gestures
What you need		What I want



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www.mediafuturist.com



(free app)

get iphone app

get android app

* Android firmware 1.6 or higher
required.

