MELCOMETO WEEK 6 INEDIA & PR

N&CSAATCHI OPEN HOUSE









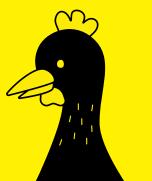
















HELLO

Chris Khan

Search & Social Director, USA

M&C Saatchi Performance



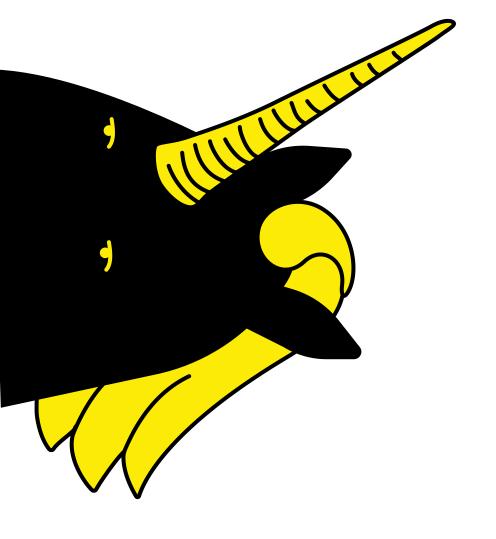
Becca Marchant

Social Associate Director, UK

M&C Saatchi Talk







HOUSE BULES

You are not able to be seen or heard by the panelists or other participants

Please be respectful of the speakers and of each other when using the communication features

We will disable the chat function shortly after starting the meeting

Please use the Q&A function to ask any questions and we will do our best to answer as many as we can

Please use the Polling function when directed to by the Speakers

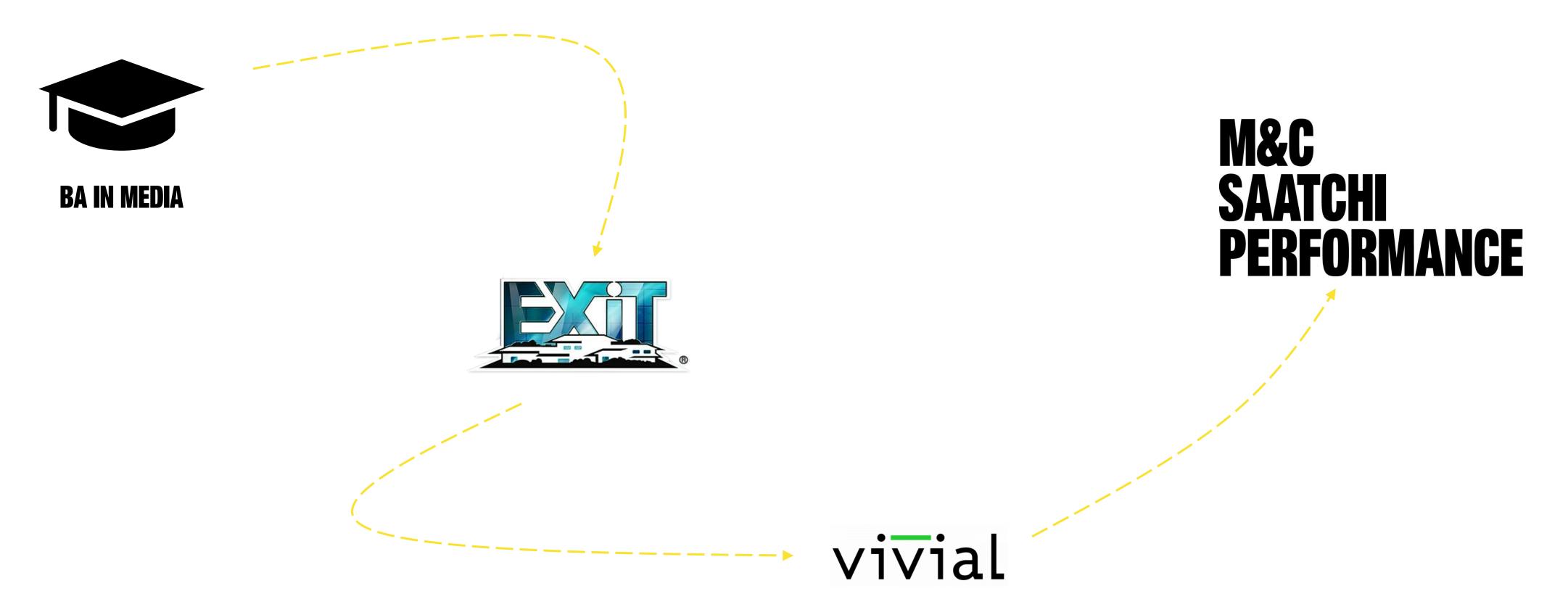
Please use the auto-transcript function in zoom if you need to

This session will be recorded and upload to the login site following the session, so don't worry if you miss anything!





CHRIS'S JOURNEY IN MEDIA





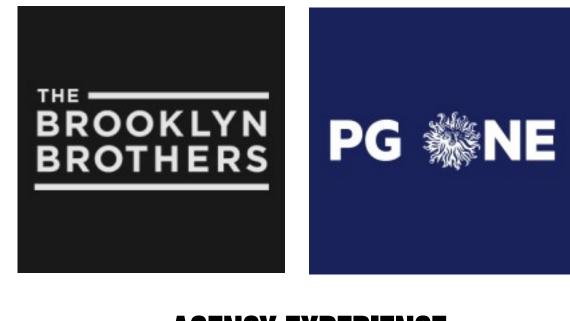
BECCA'S JOURNEY IN SOCIAL & PR











AGENCY EXPERIENCE

M&C SAATCHI TALK



WHAT WE WILL TALK ABOUT IN THIS SESSION

The everyday consumer is constantly bombarded by advertising messaging. Today, we're diving into the dynamic world of media and PR, exploring the key distinctions between Paid, Owned and Earned touchpoints, and uncovering how they collaborate to create a comprehensive strategy.



Poll #1

HOW FAMILIAR ARE YOU WITH THE DIFFERENCES BETWEEN PAID, OWNED AND EARNED MEDIA?







THE OPENING ACT

Think of Paid Media as the opening act at a concert. You pay to have a talented performer entertain and warm up the audience with a captivating show. It's a deliberate investment to grab attention and set the stage for what's to come.





THE MAIN EVENT VENUE

Owned Media represents the main event venue. It's your stage, where you have complete control over the production. You decide the setlist (content), the atmosphere, and how you interact with the audience. It's where your core fans gather to experience your brand in-depth.





THE ROARING APPLAUSE

As the opening act (Paid Media) captivates the audience and piques their interest, their applause and cheers (Earned Media) become the real indicator of success. The crowd's enthusiasm spreads the word, creating a buzz about the main event (Owned Media). Earned Media is the genuine, spontaneous appreciation that fans share with their friends and on social media, amplifying the concert's impact.



Poll #2

WHICH DO YOU THINK IS THE MOST EFFECTIVE AT BRAND BUILDING?





WHEN PR AND PAID MEDIA COLLABORATE, THEY CREATE A STORYTELLING POWERHOUSE.



WICKED MOVIE MARKETING MASTERCLASS

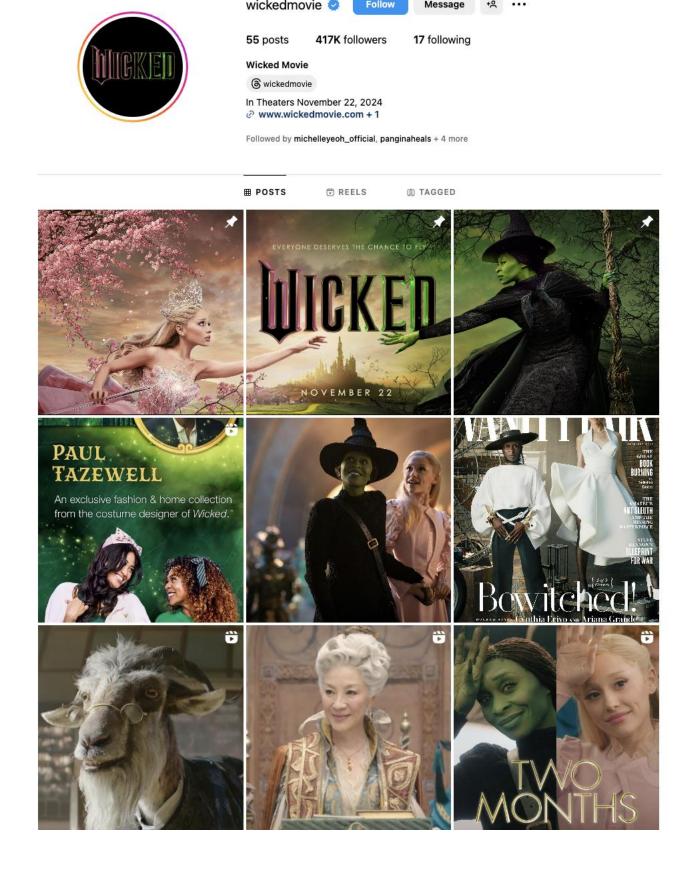






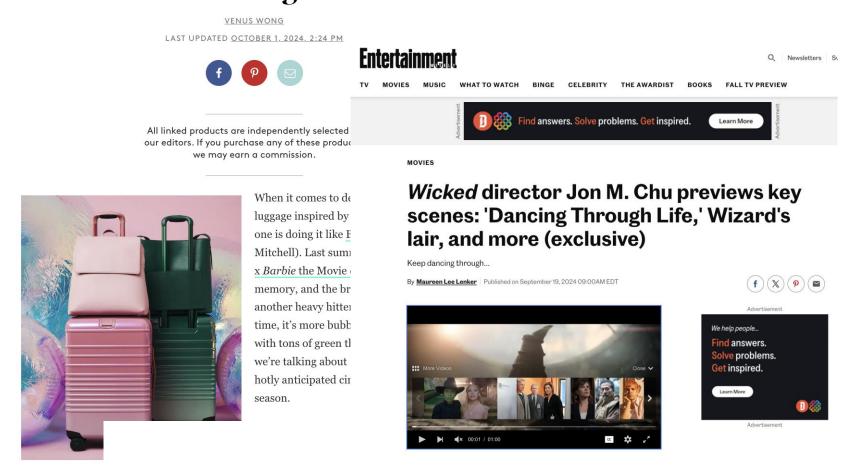








The Béis & Wicked Luggage Collab Is Here To Make Traveling More Magical

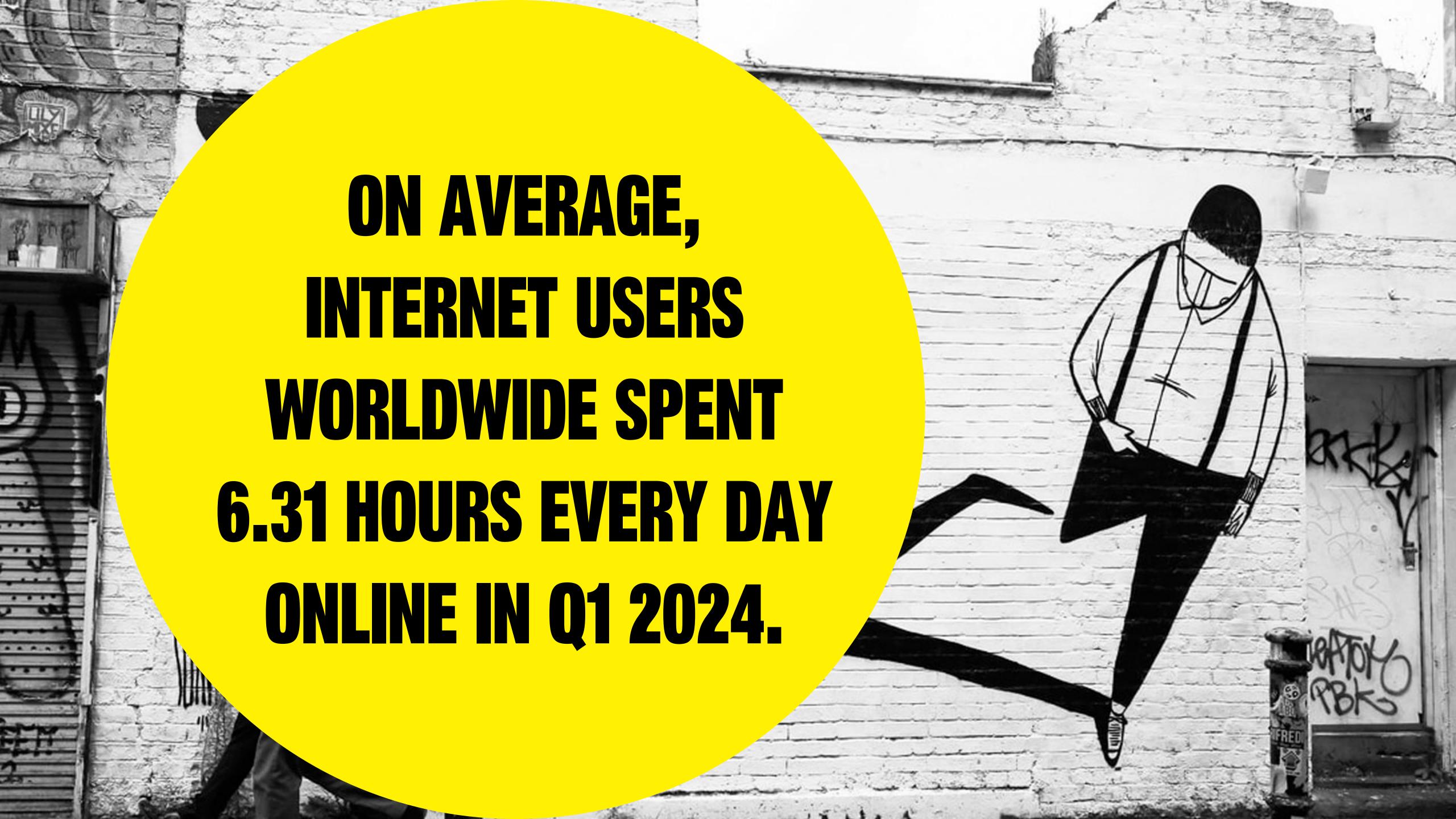


How the Set Design of the New Movie Wicked Ventures Off the Beaten Yellow-Brick Road

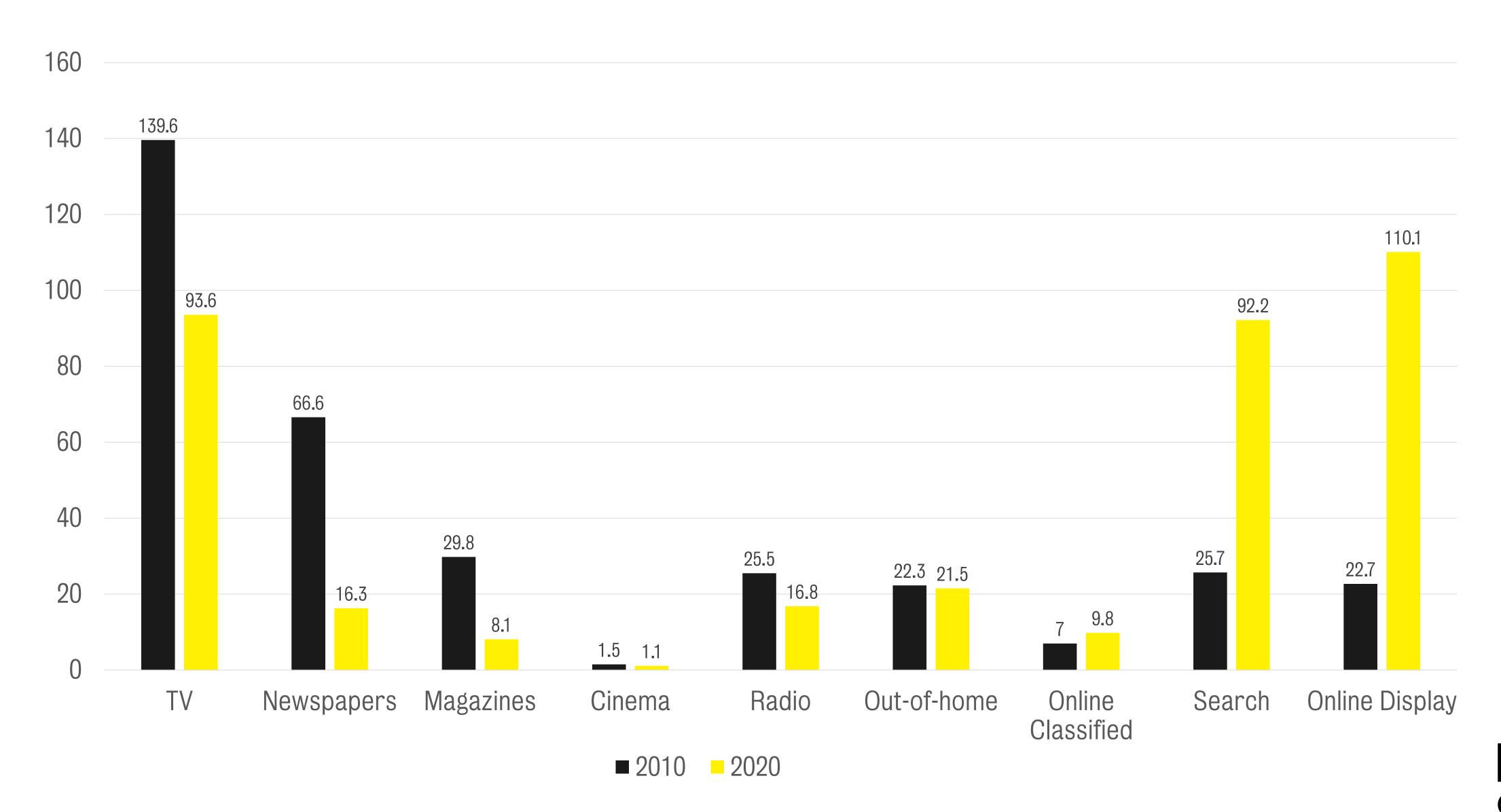
Foregrounding built environments, the film's production design blends architectural references to defy expectations





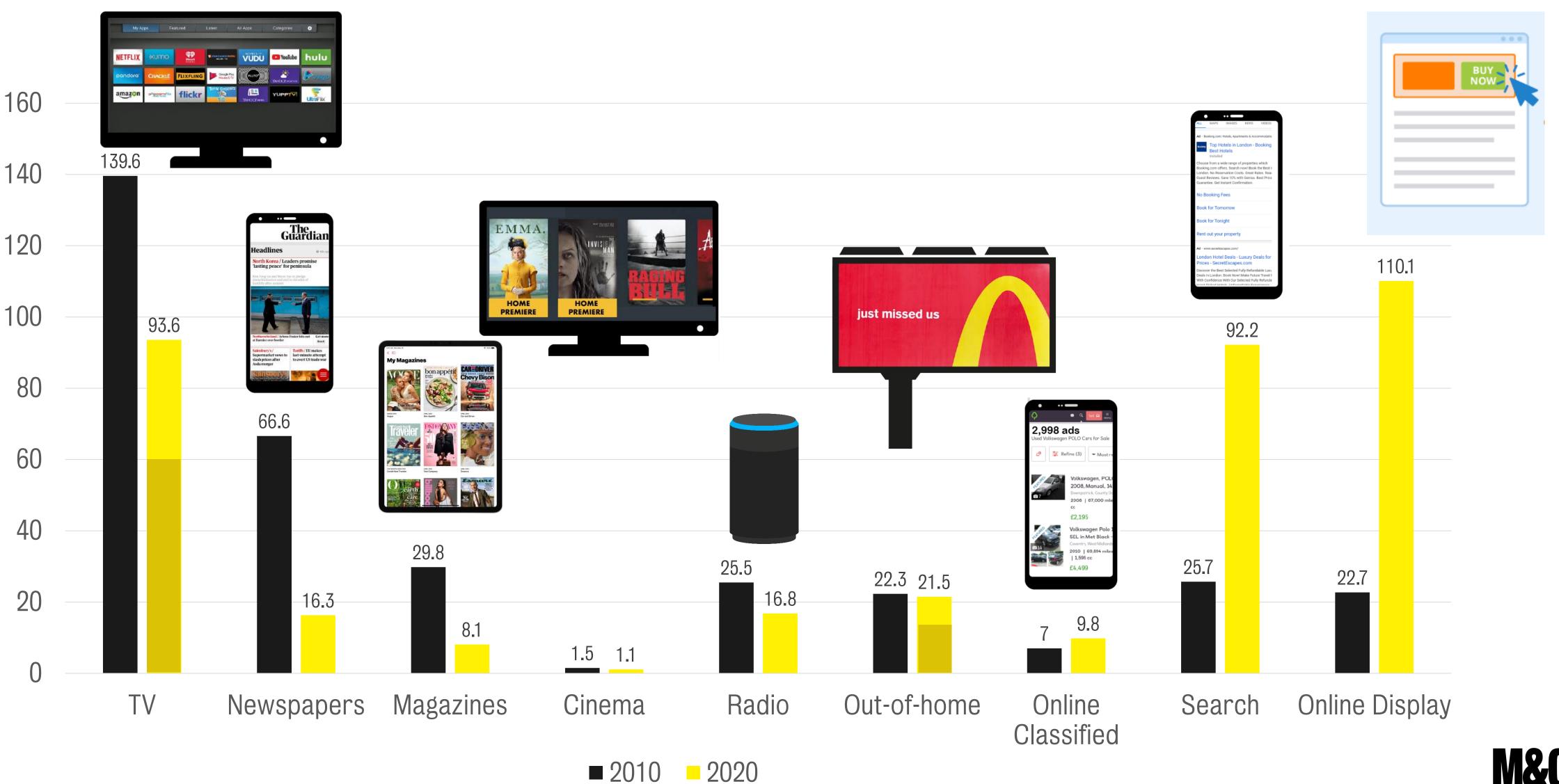


ADVERTISING SPEND BY CHANNEL



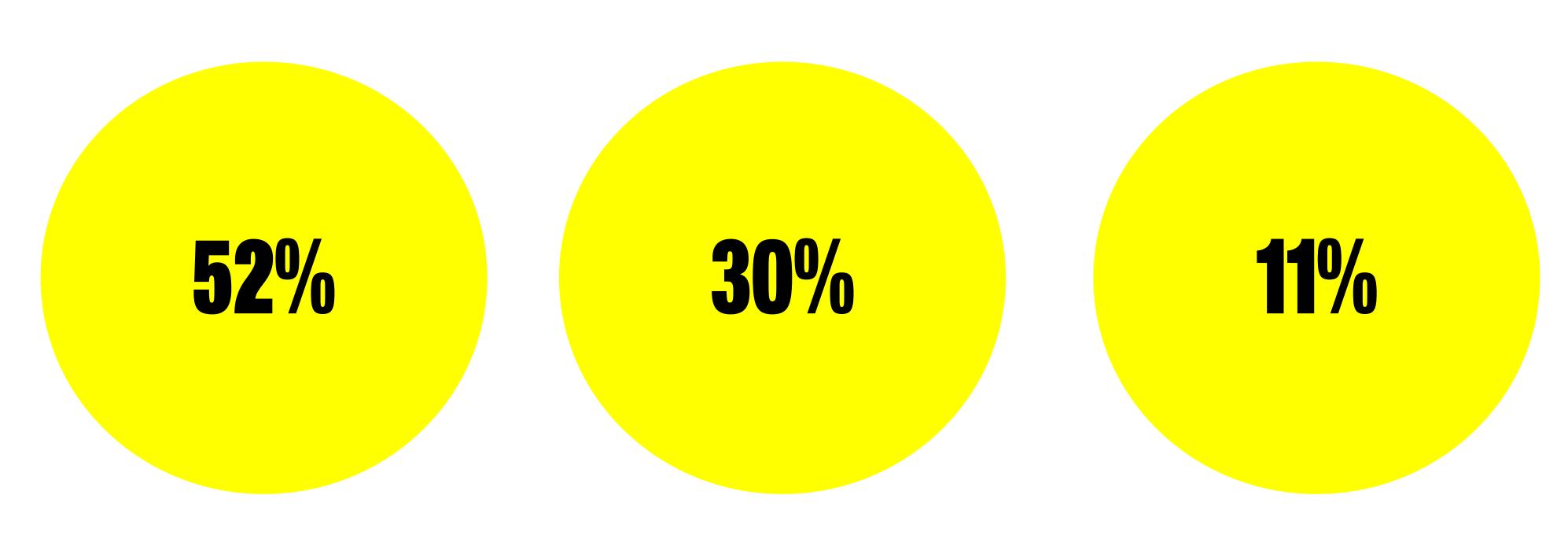


ALMOST ALL MEDIA TOUCHPOINTS ARE CONNECTED





SOCIAL MEDIA IS A GROWING NEWS SOURCE



of UK adults use social media for news, up from 47% in 2023

Of UK adults still use Facebook and it remains the most popular social media platform for news

of UK adults use TikTok for news, up from 1% in 2020



WHICH IMPACTS EARNED MEDIA

Shrinking newsrooms mean journalists are looking into social trends and content to fuel articles

In 2020 20% of TikTok users accessed their news through the platforms In 2023
43% of TikTok users
accessed their news
through the platforms

FASHION

The *Vogue Business*TikTok Trend Tracker

Vogue Business brings you weekly exclusive data from TikTok, unpacking the latest creators and biggest trends sweeping its Gen Z user base.

What is 'whimsigoth', TikTok's favourite interiors trend for AW24?

By SCARLETT DARGAN FOR YOU MAGAZINE
PUBLISHED: 18:00, 30 September 2024 | UPDATED: 18:01, 30 September 2024

















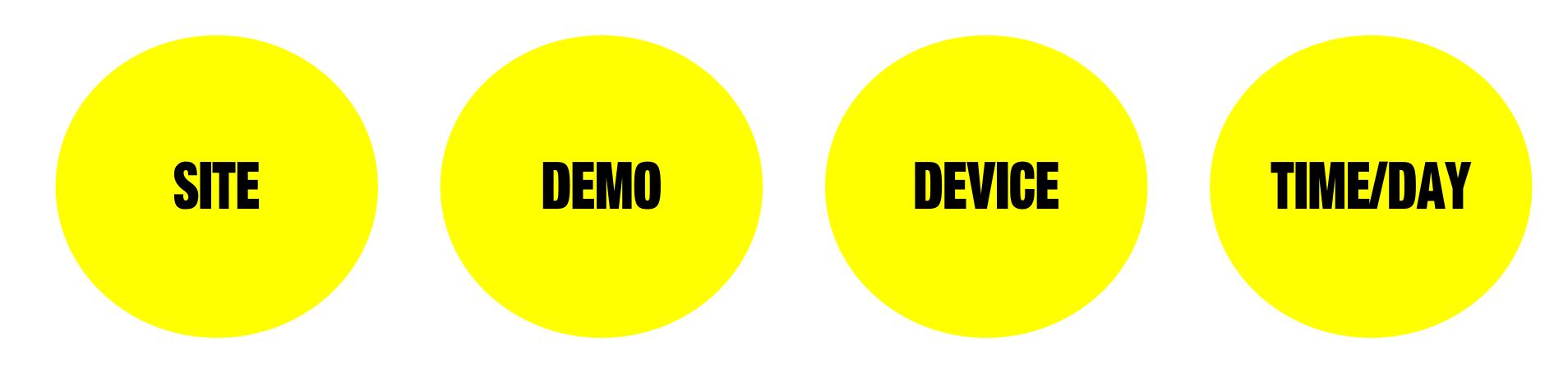
HOW DO WE FIND THE RIGHT AUDIENCES?



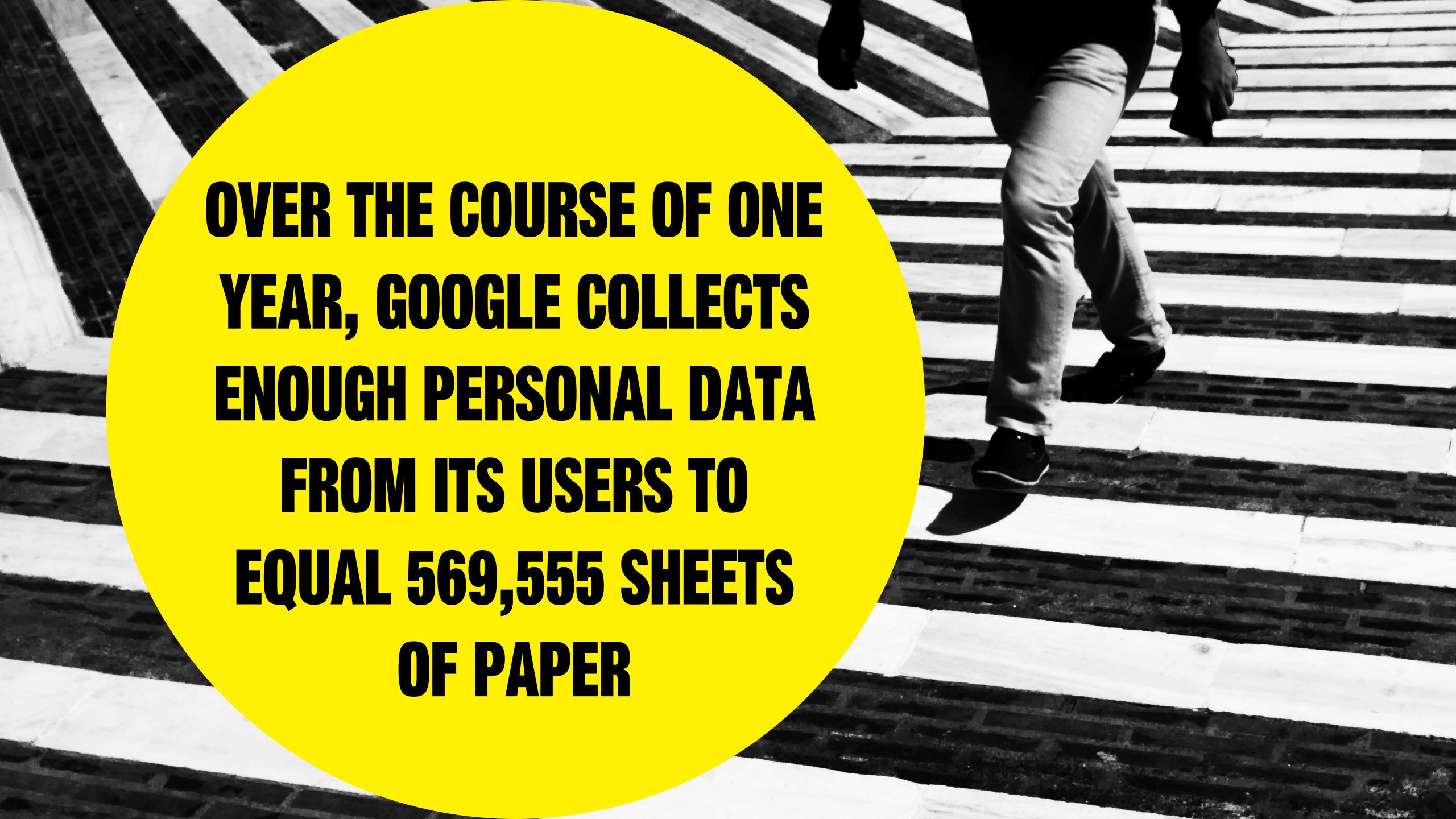
WE'VE COME A LONG WAY



AT&T on HotWired.com, 1994









THE POWER OF BIG DATA







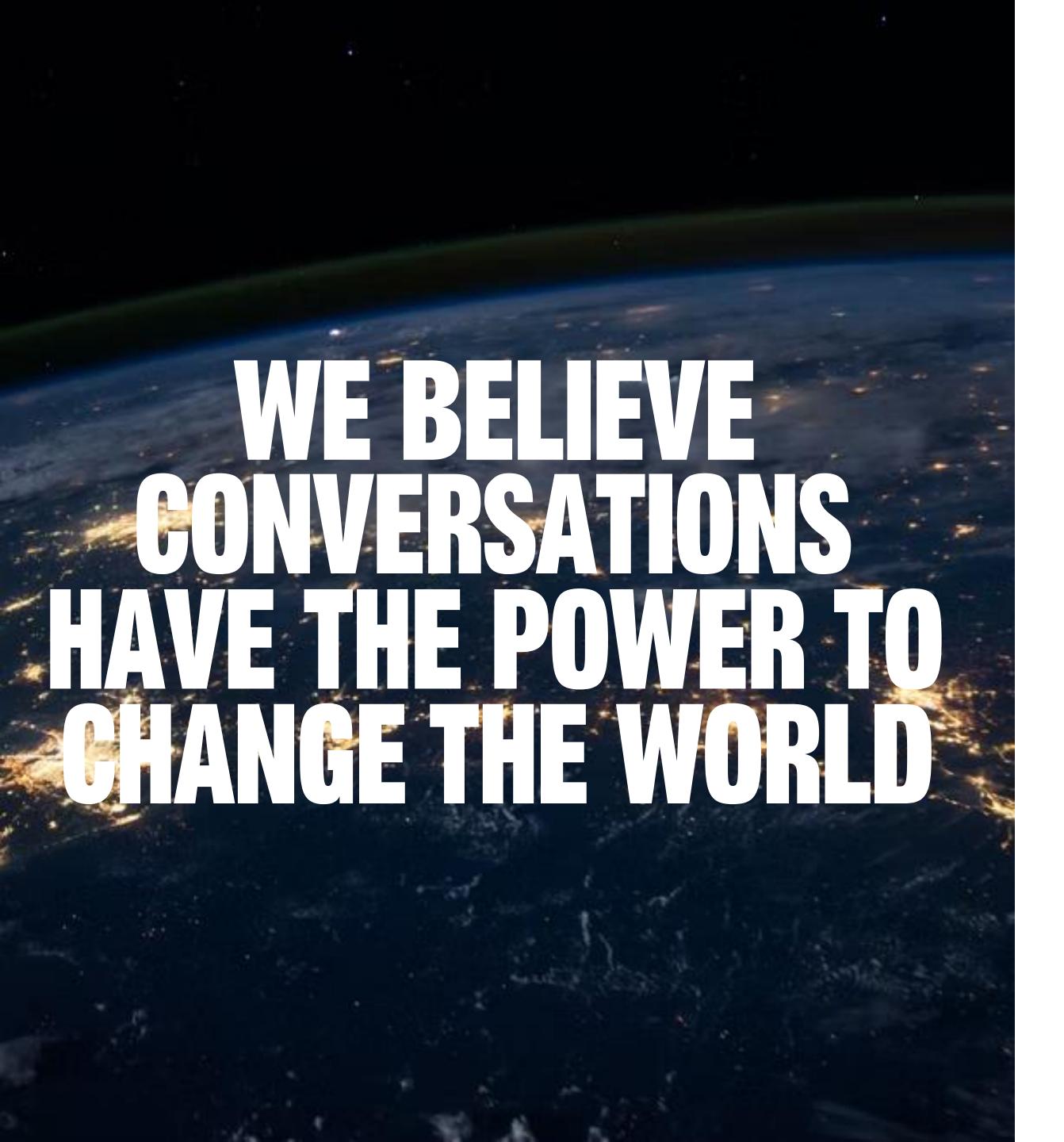
Poll #3

WHAT IS MORE IMPORTANT TO YOU: PERSONALIZED ADS OR KEEPING YOUR DATA PRIVATE?



THE ART OF CONVERSATION





WE ARE SPECIALISTS IN THE ART OF CONVERSATION

We blend creative simplicity, technology of change and the heart of culture to help brands be seen, shared and talked about.



WE ARE CONVERSATION-FIRST

We combine human insight and experience with data from tools and services to better understand the conversations that matter - and place brands at the heart of them.

WHAT

Identifying and analysing the conversations that matter to the task

WHO

Hyper-targeting influential voices that are leading conversation

WHERE

Finding the channels and platforms where conversations take place

WHEN

Picking the moments the audience is talking about our topic



WE CREATE CONVERSATIONS WITH GLOBAL SCALE & LOCAL IMPACT

DATA, STRATEGY, CREATIVE, DESIGN

CONSUMER PR

GLOBAL COMMUNICATIONS

B2B, C-SUITE & BUSINESS

REPUTATION MANAGEMENT & CRISIS COMMS

SOCIAL, INFLUENCE & ADVOCACY

EXPERIENTIAL & EVENTS

M&C SAATCHI GROUP



CONVERSATION SETS & FOLLOWS THE AGENDA





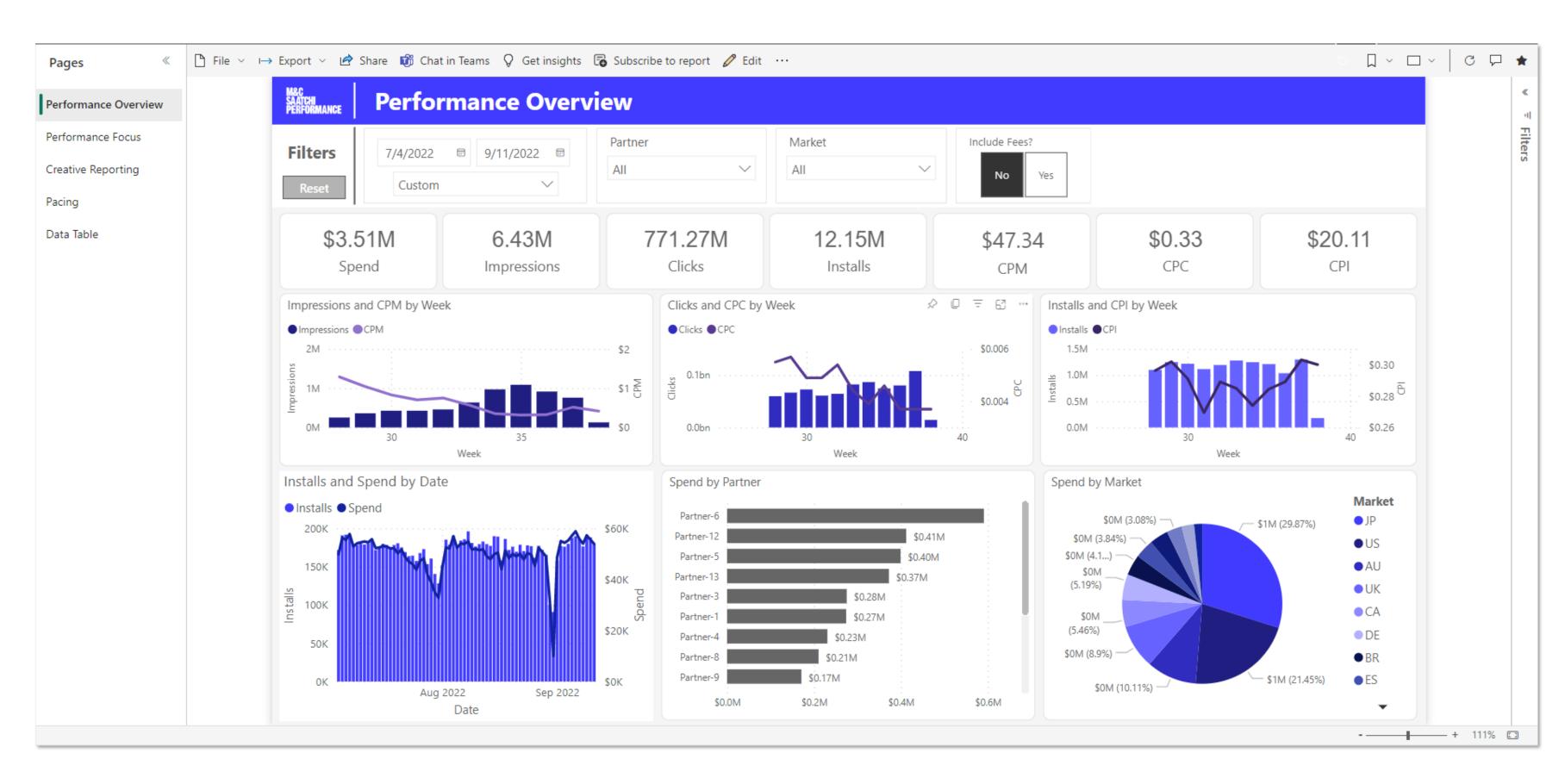








PAID MEDIA REPORTING



- REACH
- FREQUENCY
- COST-PER THOUSAND IMPRESSION (CPM)
- CLICK-THROUGH RATE (CTR)
- COST-PER CLICK (CPC)
- COST-PER ACQUISITION (CPA)
- RETURN ON INVESTMENT (ROI)
- RETURN ON AD SPEND (ROAS)
- LIFETIME VALUE (LTV)
- INCREMENTALITY



AND CREATE CONVERSATIONS WITH IMPACT.

As part of our strategy development and objective setting, we establish benchmarks for the brand and their category.

Working from these means that measurement is ongoing rather than retrospective, and enables us to constantly test, measure and optimise our work.

Fewer reports. More insights. Fewer surprises. More effective conversations.

ACTIVATIONS OUTPUT

HOW DID WE PERFORM?

Understand how assets perform against benchmark to fuel creative testing and optimise investment.

Short-term KPIs of direct media, social and search performance (unique reach, engagement, views, clicks,).

AUDIENCE OUT-TAKE

HOW DID AUDIENCES REACT?

Tracking change by understanding what audiences think, feel and do.

Mid-term KPIs of salience and sequential actions following campaign exposure (mentions, associations, search intention).

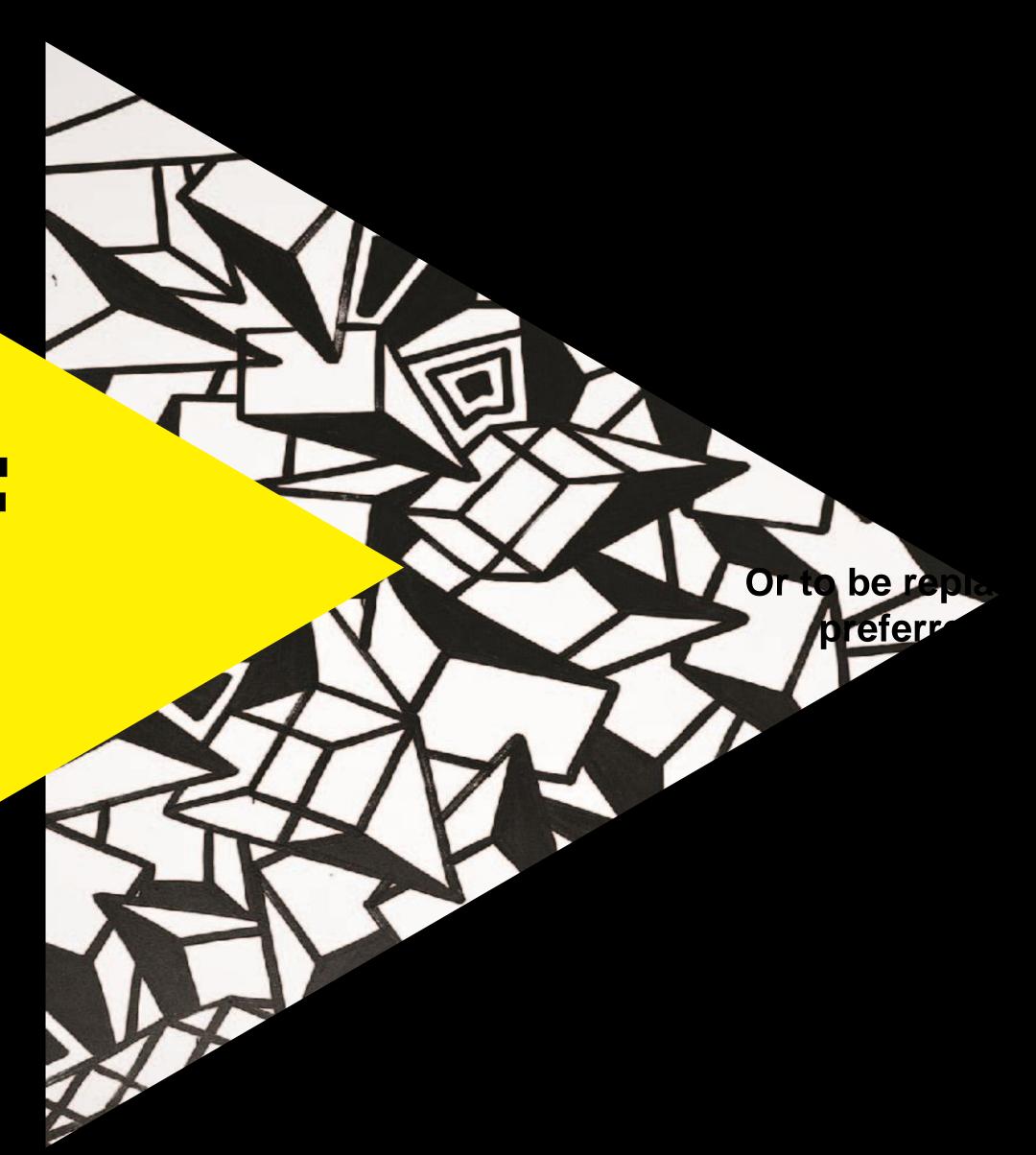
BUSINESS OUTCOME

HOW DID THE BUSINESS BENEFIT?

Creating accountability for comms by understanding the contribution to revenue and equity.

Long-term KPIs of SOC (media, search and social) against SOM and revenue. Close collaboration with agency partners for clear attribution. Post purchase surveys are common ways to tie in social/organic attribution.

THE FUTURE OF ADVERTISING



PAID MEDIA

PRIVACY FIRST FRAMEWORK

With privacy at the forefront of the tech space, data restrictions will force platforms and tools to operate in a privacy first framework, aggregating insights and solutions.

PLATFORM AUTOMATION & AI

Ad platforms are leaning into machine learning and Al to dynamically serve to audiences amidst privacy blockers and reduction in data fidelity.

ADVERTISING OPPORTUNITIES IN AI

As touchpoints with Al start to increase, with it comes the opportunity to serve ads in new formats. Expect to see sponsored content in alongside Al content in the future.



SOCIAL MEDIA

MICRO AND NANO-INFLUENCERS GAIN POWER

As brands prioritize quality over quantity, micro and nano-influencers will dominate influencer marketing, particularly for localized or niche campaigns.

RISE OF VIRTUAL INFLUENCERS AND AI GENERATED CONTENT

The use of virtual characters and Algenerated content will increase as brands realize the potential for customized, scalable content that doesn't rely on human limitations.

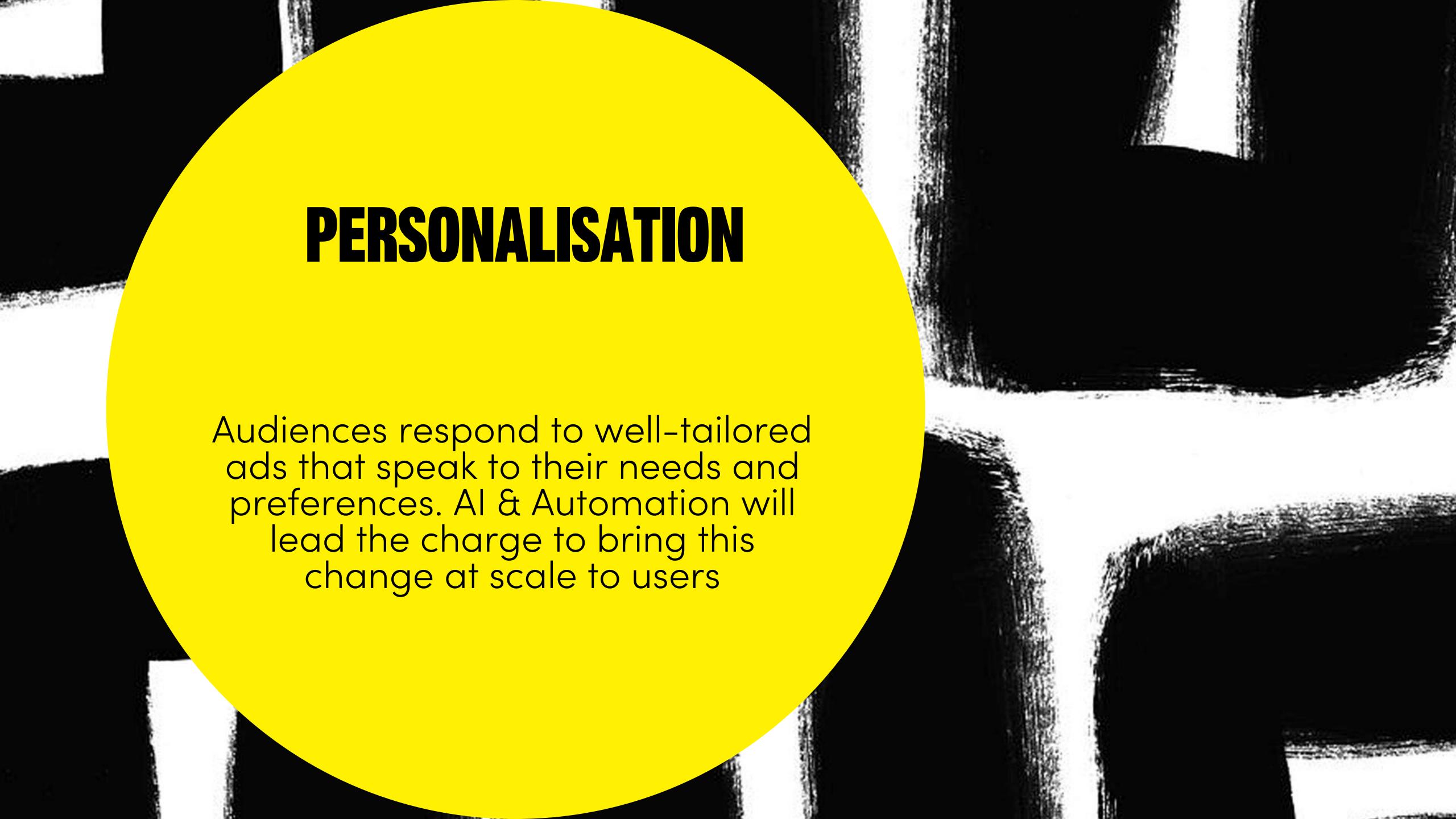
SHIFT TOWARD AUTHENTICITY AND LONG-TERM COLLABORATIONS

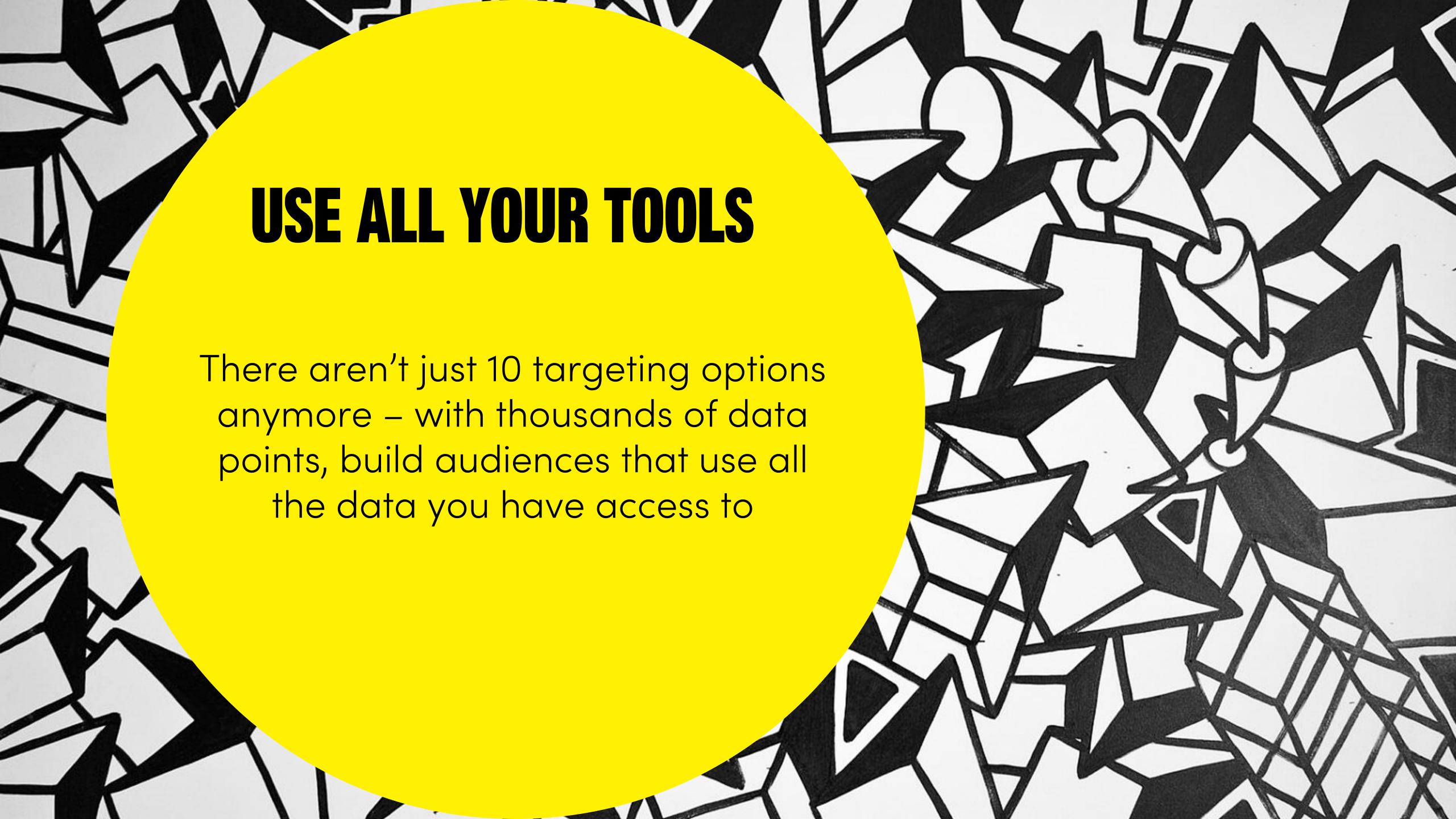
The focus on authentic, values-driven content and meaningful brand partnerships will dominate, leading to more sustainable, long-term collaborations that resonate deeply with audiences.



KEY TAKEAWAYS















CREATIVE TASK



CREATIVE TASK RESULTS





Thank you to everyone who submitted an idea – 476 of you!

There were so many good ones, here are just a few that Matt Lee and the team picked out to share

We will celebrate these on the Open House website too.





Amandeep Dhillon

Made us chuckle.





Everything frozen but time.

STOCKED

Amari Dahlhaus

This would be better if it was a kids' product so if and when Stocked does kids' meals this is perfect. Nice.



STOCKED BLOCKS ARE SO DELICIOUS, DON'T EXPECT ANY WASTE.





Wrong angle but interesting thinking.





Hamza Yusef

Nice visual. Would be good if their range was foods of the world





CHEF MADE FREEZABLE RECIPE BLOCKS, FOR MOUTHWATERING MEALS.







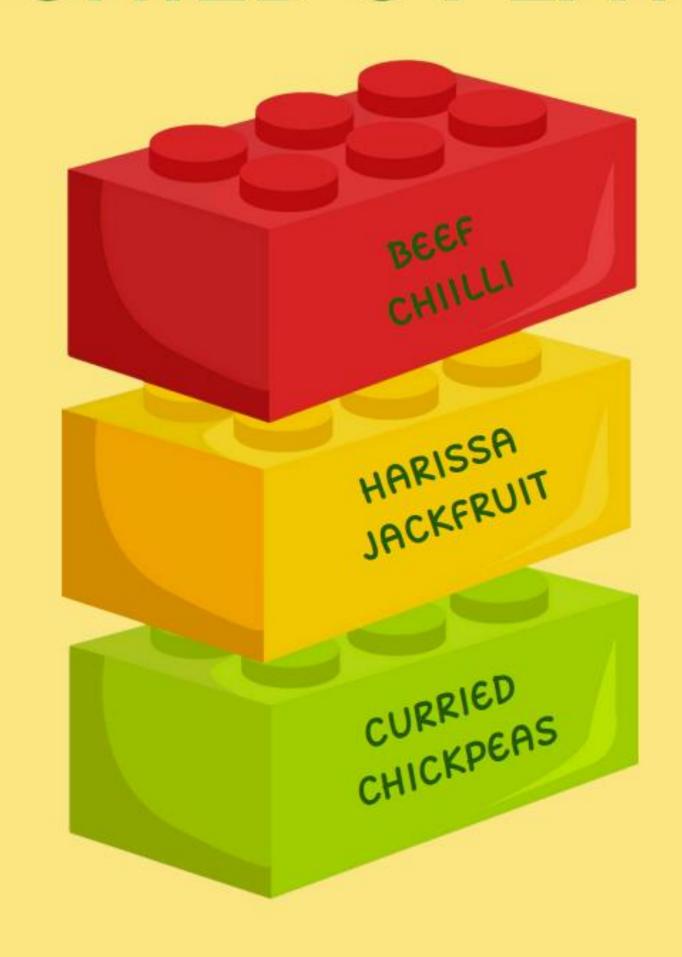




Matt Ennion
Nice, simple visual.



Make mealtime CHILD'S PLAY



STOCKED

Rosie Ashworth

Really nice visual if Stocked was aimed at children you wouldn't need the headline. Like the simplicity of it.



We Provide Healthy Square Meals.

Literally.





Ruqaiyyah Patel

Headline should be - We provide healthy square meals. Okay they're oblong.





Sean Massey

Nice and simple. Well done with execution.





Sonia Czyzynska Nice, if you know who he is.





Tony Blow

Really simple, nice art direction.



WEEK 6: MEDIA & PR TASK

WHAT CONVERSATION WOULD YOU CREATE TO GET PEOPLE TO TALK ABOUT STOCKED AND ON WHAT CHANNELS?

Optional. Submit via the Open House site by 5pm Weds 16 Oct.





WHAT'S NEXT?



16 OCT: ADVERTISING CAN CHANGE THE WORLD

How we partner with governments, foundations and non-profits to harness the power of communications to tackle the world's most challenging problems and help make it a healthier, safer and more equitable place.

Marcus Peffers, Founder & Chair M&C Saatchi World Services and Alice Marsh, Business Director, M&C Saatchi Global & Social Issues





Chanzo

M&CSAATCH1 OPEN HOUSE

