



Submitted on: 08-08-2018

Expand your reach in a digital world

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Abstract:

How do we answer the fast changing needs of our audiences? How we define who they are, and what is attractive to them? What can we learn from the best designed campaigns that target their audiences with great accuracy? And is there a way to avoid mistakes that can cost us a lot if we make bad decisions? This paper is an overview of how we can reach and keep a larger audience with the message we send, by analysing several cases of successful marketing campaigns: both from the commercial, and non-profit sector.

Keywords: media, digital, audience, crossmedia, technology

Part 1 INTRODUCTION

BEAM ME UP SCOTTY!

Reference to the title of the session, and the double meaning of the joke inside it

A short anecdote about the transhumanist dream of being in many places in various digital bodies thanks to an upcoming technological revolution

MULTIPLATFORM, CROSSMEDIA

How this attitude is reflected in digital media today?

Reference to my speech from IFLA 2017 in Wroclaw, Poland ('How to increase readership...')

TOPIC & AUDIENCE

Defining the topic of this speech

Explaining to whom I speak today – defining the audience in the room

Part 2 THE AUDIENCE

TWO PROBLEMS

- Defining your audience is the first thing to do (and how it relates to audience design – language issue)

- Biggest obstacle to overcome: fragmentation of contemporary audiences; people are harder to reach

PRIMARY GOALS

- Our primary goals: getting attention (we want them to get interested) → loyalty (we want them to come back) → spreading the word (we want them to endorse us)

LONG TERM GOALS

- Our long term goals: creative development of our audience (teach them to think independently) → social development (make them want to create a better society) → life quality improvement (make them change their life to the better) → economical values (make them create opportunities for others)
- This is a “perfect world” situation!

FAMILY DINNER

- Anecdote: audience design is like hosting a family dinner – you need to satisfy different kinds of people, and make them like what you serve in order to maintain a good relationship with them
- You might not like to do it, but you have to
- If you know how to satisfy your uncle Tom, cousin Liz, your mom and new partner, you will probably know how to deal with your clients and users
- Remember that each of these people have different backgrounds, worldviews, needs, and communication limitations. But you can still reach almost all of them by creating a rich, tasty menu, and giving them the kind of attention they need in order to feel well.

EXAMPLES : WHO'S DOING IT RIGHT

1 Sports campaigns

NIKE Find your greatness 2012

<https://www.youtube.com/watch?v=WYP9AGtLvRg>

BEATS BY DRE Hear what you want 2014

https://www.youtube.com/watch?v=C7gWO_0rt64&index=5&list=PL8YnSZD5H0qJGPZOXFaFMja_SiSQ2fg5P (plus “The Game before the game” https://youtu.be/v_i3Lcji84)

ADIDAS There will be haters 2015

<https://www.youtube.com/watch?v=vQto05XK0ro>

2 Women campaigns

DOVE Real beauty (the entire story + how it influenced the narration)

https://www.huffingtonpost.com/2014/01/21/dove-real-beauty-campaign-turns-10_n_4575940.html?guccounter=1

ALWAYS Like a girl (empowerment + focus on young audience)

<https://always.com/en-us/about-us/our-epic-battle-like-a-girl>

(Just Be Inc.) #METOO (the hashtag + 10 years later – the action)

<http://justbeinc.wixsite.com/justbeinc/the-me-too-movement-cmm1>

Back in 2007, Tarana Burke of the nonprofit Just Be Inc. launched the #MeToo campaign. #MeToo was meant to be a movement that provides “empowerment through empathy” to survivors of sexual abuse, assault, exploitation and harassment, especially those in underprivileged communities. Ten years later, when actress Alyssa Milano caught wind of the hashtag and encouraged others to

share it in the wake of the [Harvey Weinstein scandal](#), the movement took off on social media. As of October 2017, over 1.7 million tweets included the hashtag “#MeToo,” in at least 85 countries.

3 Awareness campaigns

NESPRESSO The Choices we make

<https://blog.globalwebindex.com/marketing/campaign-of-the-month-nespresso/>

AIRBNB We accept

<http://adage.com/videos/airbnb-we-accept/1344>

APPIAN WAY 5 friends vote 2008

<https://www.youtube.com/watch?v=fX40RsSLwF4>

[Leonardo DiCaprio](#) has teamed up with will i. am, Tobey Maguire, and Forest Whitaker to create “5 Friends Vote”, a PSA campaign encouraging American youth to register to vote. A 4:45 minute video, produced by DiCaprio’s production company, Appian Way, features well known actors and performers taking the journey from deep cynicism about the US presidential elections to a commitment to action.

Part 3 TOOLS & SOLUTIONS

- What are the tools and solutions available to your industry that can help you to get and grab your audience’s attention, keep it, and make them happy?
- Case studies → Private sector

1 IKEA

World Cup 2018 posts and reactions on games (Facebook & Twitter)

<https://twitter.com/IKEAUK>

Second-placed IKEA generated around 35,000 mentions, with a huge spike on Twitter after a ‘fab mob’ of England fans descended on its Westfield shopping centre store in Stratford, London. After fans jumped on beds and climbed on furniture in the store, the brand decided to embrace rather than chastise the celebratory mood of the England fans on social media.

2 STARBUCKS

Cup Art (Pinterest 273 000 followers / official Starbucks Instagram: c. 16 mln)

<https://pl.pinterest.com/starbucks/starbucks-cup-art/>

3 GARY LINEKER

His account on Twitter (it’s about the fandom, but still)

https://twitter.com/GaryLineker?ref_src=twsr%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor

7,11 mln followers, the same as BBC Sport, 3x more than “Match of the Day”. Why is he so special?

- What to do when you don’t have a “Coca-Cola level” budget to promote your ideas (which is usually the case)?
- Case studies → Non-profits and NGOs

1 CHARITY: WATER

[September Campaign https://upleaf.com/nonprofit-resources/online-fundraising/case-study-charity-water](https://upleaf.com/nonprofit-resources/online-fundraising/case-study-charity-water)

Participants in the program raised more than 1.8 million dollars in 2015. The September Campaign asks people born in September (founder Scott Harrison's birthday month) to invite friends and family to donate to Charity: Water instead of buying gifts and share this story to social media)

A similar case:

Pencils of Promise invites supporters to pledge their birthday and raise money instead of gifts. For every \$75 raised, a child in need receives a year of education. Everyone who launches a birthday page is given suite of ready-made graphics that help them promote their campaigns. This one, for example, tells family and friends that they have five days left to donate.

<https://pencilsofpromise.org/>

2 NATIONAL CENTRE FOR DOMESTIC VIOLENCE

Not so beautiful game: <http://www.ncdv.org.uk/the-not-so-beautiful-game>

Domestic violence in the UK increased 26% when England played, and 38% when the team loses.

The National Centre for Domestic Violence, the National Police Chiefs' Council and the BBC have all conducted research into the correlation, but the largest research into the topic came from Lancaster University in 2013, which analysed domestic violence figures from the 2002, 2006, 2010 and 2014 World Cups. The study, which focused only on Lancashire and was published in the [Journal of Research in Crime and Delinquency](#), reported that instances of domestic violence rose by 38 per cent when the England team lost a game and by 26 per cent when the team won or drew. Domestic violence incidents were 11 per cent higher the day after England played, whatever the outcome, and were at its highest at a weekend or when the team exited the tournament. In 2014, the average reported incidents had risen to 79.3 when England played a match, compared with 58.2 when they were not playing. Many forces have joined the [Give Domestic Abuse the Red Card](#) campaign and Women's Aid has been working with clubs and broadcasters as part of their campaign [Football United Against Domestic Violence](#), which calls upon the footballing community to reduce sexism and raise awareness, by signing up to their club pledge.

3 LOVE HAS NO LABELS

<http://shortyawards.com/8th/love-has-no-labels-2>

10,000 people witnessed the event live. A video of the stunt went immediately viral (over 40 million views in two days). It recently hit 160 million combined views becoming the fastest spreading campaign ever, the 2nd most viewed and shared PSA in history after just 3 weeks. Over 1.8 billion media impressions. Simultaneously on Valentine's Day a number of rival brands (Pepsi/Coca-Cola, State Farm/Allstate, Unilever/P&G) agreed to unite and support the campaign by removing their own labels -their logos- on social media.

- Building alliances with other institutions, companies, or business partners:
 - A. Local partnerships (we operate on the same territory)
 - B. Subject matter combo (we focus our activities on the same topic)
 - C. Structural alliance (we share a similar business model and goals)

EXAMPLES:

1 THE QUIPU PROJECT (how it evolved, what it changed, how they made it):
<https://www.theguardian.com/world/ng-interactive/2017/feb/10/quipu-the-phone-line-calling-for-justice-in-peru-video>

2 HE FOR SHE CAMPAIGN

<http://www.heforshe.org/en/newsroom>

3 MUSEUM NEXT

<https://www.museumnext.com/news/>

Part 3 REALITY CHECK

How to change your strategies, when the ones you use, don't work?

SECURITY PROCEDURES

1 Prototypes, tests, even more tests!

2 Good research, pre-production stage, flexible team that adapts to changes and collaborates from day 1

OWN GOALS

Examples from my own parcours & analysis of good and bad decisions:

1 THE FUTURE OF FOREVER: too early communication in SM?

2 CROSSED-OUT WARSAW: a project to local to make it global?

SUMMA & Q&A