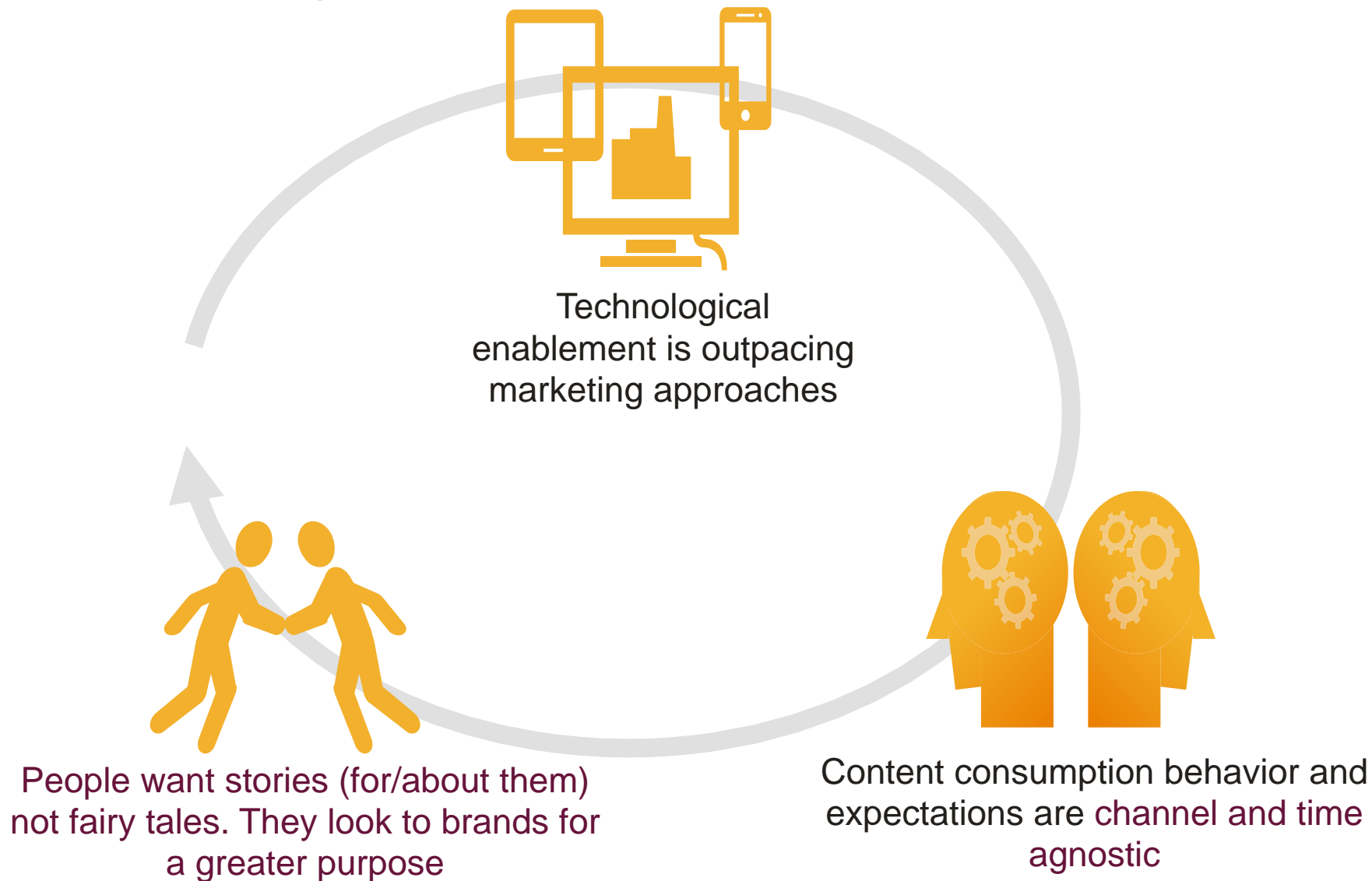


Your Story

Find
Create
Share
Validate



The Perfect Storm



content¹

[**kon**-tent]

something that is to be expressed through some medium, as speech, writing, or any of various arts:

power of containing; holding capacity

[*kuh* n-**tent**]

the state or feeling of being contented; satisfaction; **contentment**
to make content:

Engagement With Brand Content Soared 52% Last Quarter

Far From Growing Sick of Brand Content, People Are Increasing Clicks Faster Than Marketers Pump It Out

Published on June 22, 2015.

These 25 Brands Accounted for 12% of All Consumer Engagement With Brand Content

National Geographic	NBA	NFL	WWE	Victoria's Secret
MTV	Fox News	E! Online	GoPro	Brandy Melville
Buzzfeed	Aeropostale	Major League Baseball	Huffington Post	Urban Outfitters
Hollywood Life	Bleacher Report	Forever 21	Hollister	NHL
Telemundo	Anastasia Beverly Hills	People	ABC	Billboard

Source: Sharablee

McDonald's Creates Worst Marketing Campaign in History of Marketing

Only 1% of Millennials surveyed said that a compelling advertisement would make them trust a brand more.

Forbes / Elite Daily
1/20/2015



Always #LikeAGirl - Unstoppable

37,797,880 views 1 month ago

Do we limit girls and tell them what they should or shouldn't be?

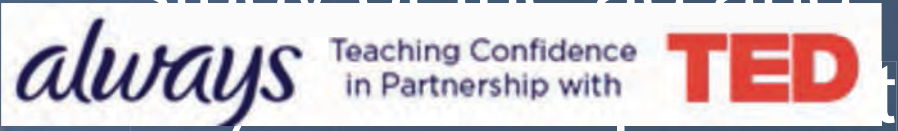


Teaching Confidence in Schools

Together with educators, experts and amazing girls, we're making great change happen.

Learn More >

study of the ad and



always **#LIKEAGIRL**

CONFIDENCE SUMMIT

Learn more from leading confidence experts and be inspired by young girls from around the world.

Learn More >

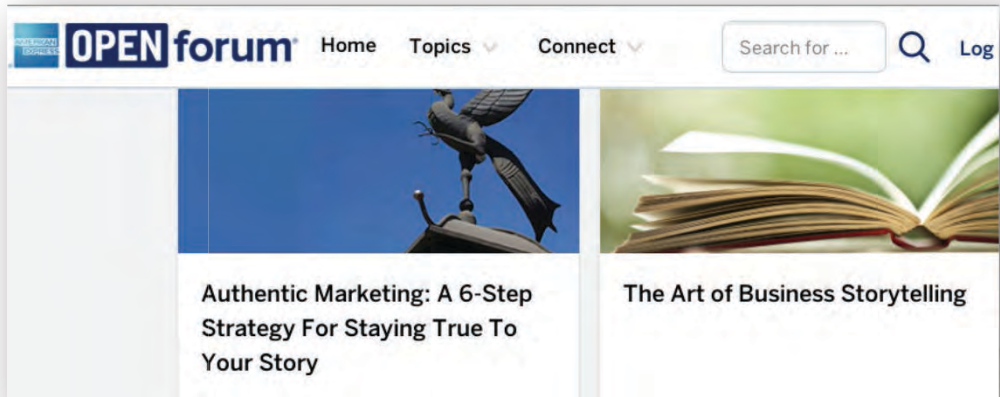


women
24 said
er saw
as an
watching

Humans are wired to listen to stories, love stories, and tell stories.



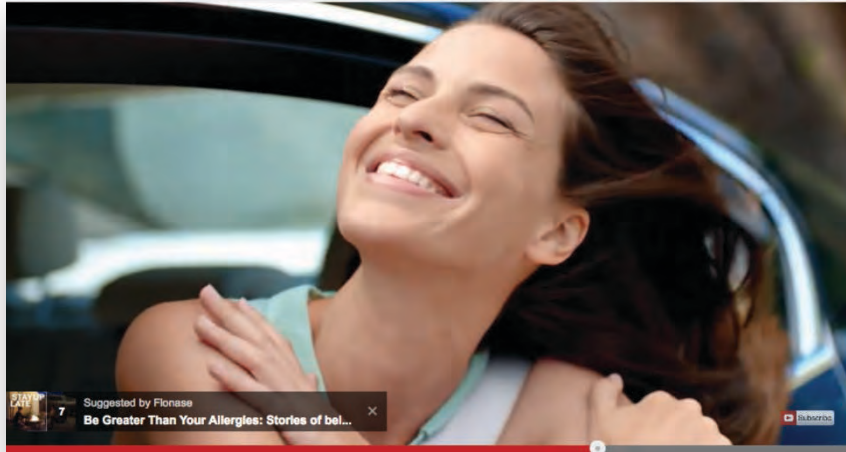
This Is Coke



Content about Brand Story Telling



Flonase: UGC, Driving the Campaign By Connecting



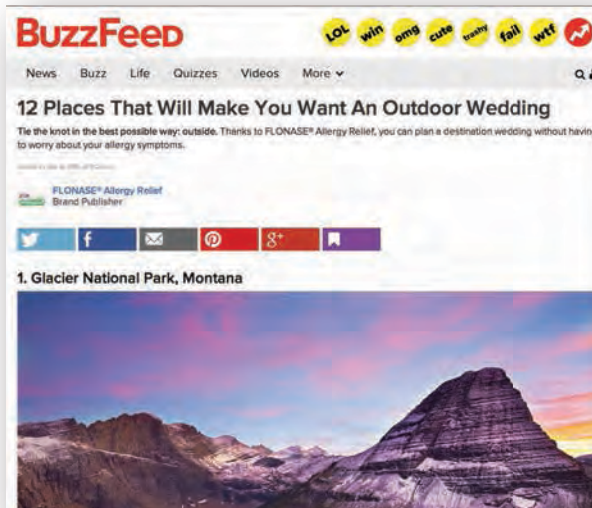
TV



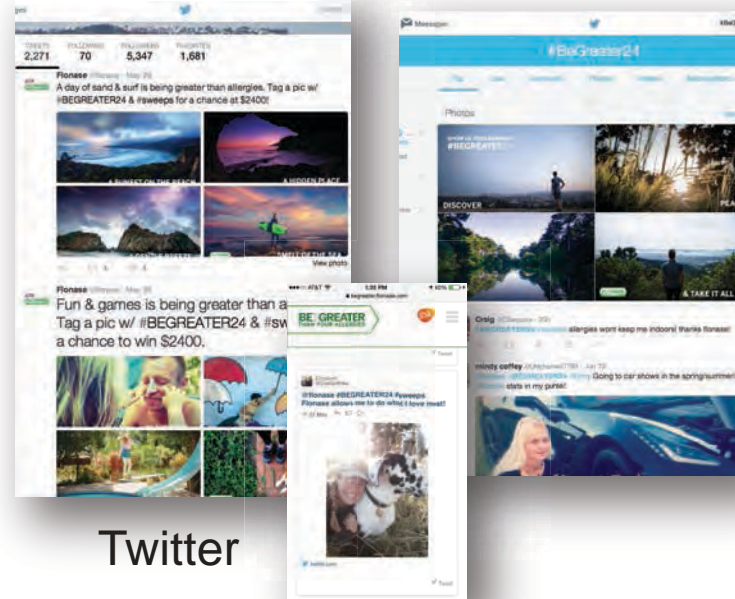
Facebook



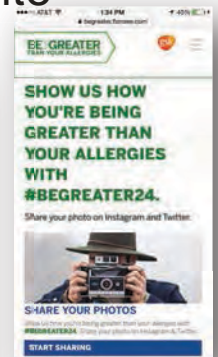
Campaign Site



Syndicated Content



Twitter



Mobile Site

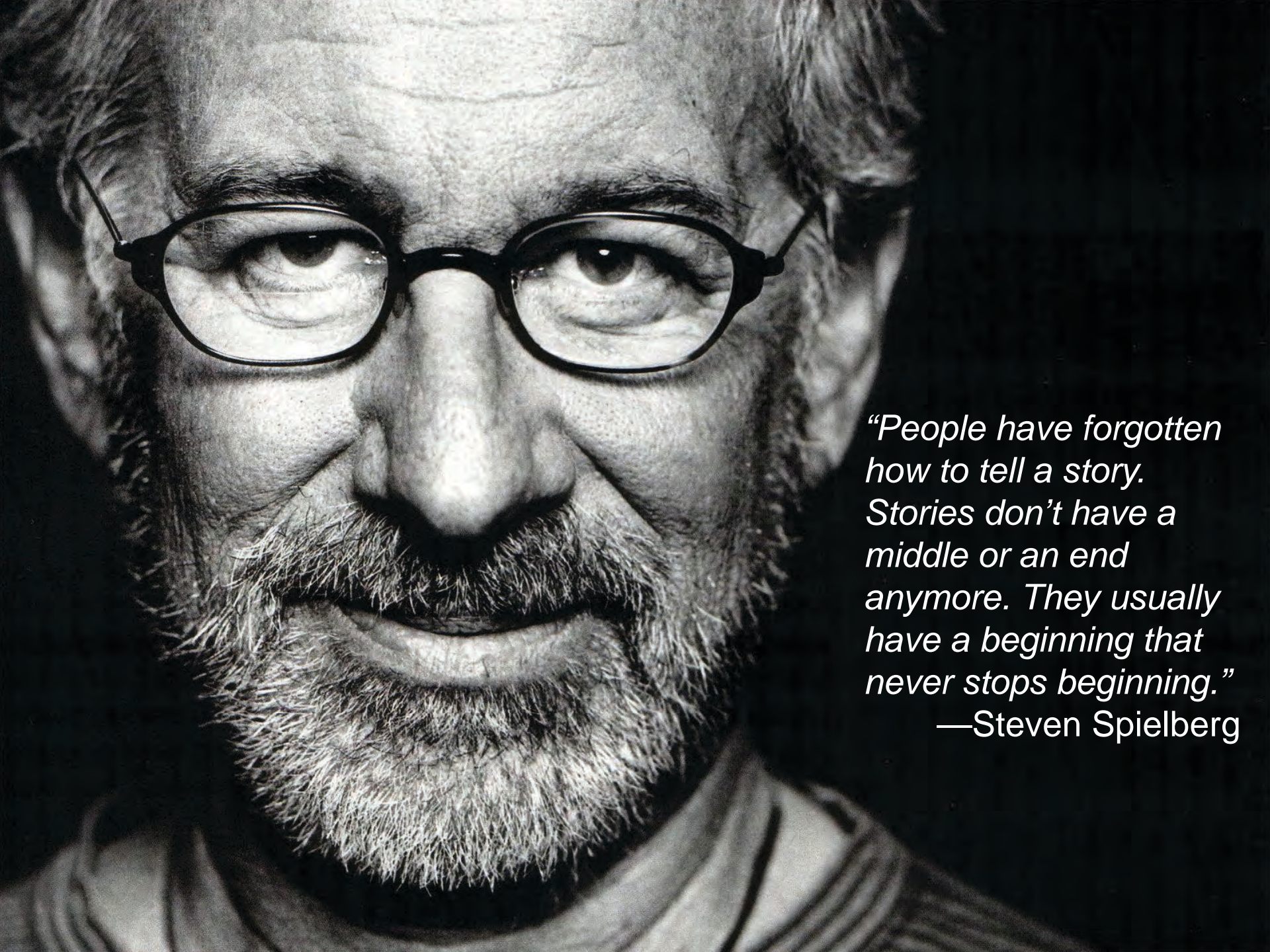
BRAND STORYTELLING

THE BRAND IS NEW AND IMPROVED, NOW WITH 50% MORE CLAIMS THAN THE LEADING BRAND. CONSUMERS LIVED HAPPILY EVER AFTER. THE END.

B-O-R-I-N-G

WHERE'S MOM?





“People have forgotten how to tell a story. Stories don’t have a middle or an end anymore. They usually have a beginning that never stops beginning.”
—Steven Spielberg



**Find
your story**





“marketing used to be about creating a myth and selling it and is now about finding a truth and sharing it”

Unilever Senior Vice-president of Marketing Marc Mathieu

Somewhere Between Experience and Science

Customer Reality

A multimodal approach to understanding how customers seek, understand and solve health and healthcare issues

Business Reality

An analysis of key business drivers designed to define, measure and ensure success

BrandFit™

Creating breakthrough performance by optimally aligning value for the customer with value for the brand

Digitas Health LifeBrands
CONFIDENTIAL 2015

Your Story is in the Data

```
graph TD; A((Social Listening)) --- B((RX and Dx Trends)); A --- C((Consumption Trends)); B --- D((Talk to Customers)); B --- E((Programmatic Insights)); C --- F((EMR Data)); D --- E; E --- F;
```

**Social
Listening**

**RX and Dx
Trends**

**Consumption
Trends**

**Talk to
Customers**

**Programmatic
Insights**

**EMR
Data**

is a whole new world.”

“A big piece of treatment in the future is going to be what patients are learning through social media,” Shaw said

“It actually informed our advertising campaign, where we say, ‘Take that,’ ” Clary said. “That was really based on deep patient insight about the fact they want to fight this.”

••••• AT&T 7:56 PM 88% njbiz.com

Social interaction. **Novartis** finds new business model

Social media helps leaders better understand needs, wants of their consumers

By **Tom Bergeron**, June 15, 2015 at 3:00 AM

Novartis Pharmaceuticals Corp. President and U.S. Country Head Christi Shaw said the company's new approach to product development can be summed up in one conversation.

"I was just talking to a physician in our company and he said, 'We just need to get the feedback about the patients from the doctors.' And I said, 'No we don't; this is a whole new world.'"

Thanks to social media, Shaw said the company is talking to patients more than ever and at all stages of their conditions.

And Novartis is learning more from them than ever before, she said, helping the company in ways it never imagined, such as how it develops and markets its drugs.

"A big piece of treatment in the future is going to be what patients are learning through social media," Shaw said last week during a first-of-its-kind media meet-and-greet at Novartis' North American headquarters in East Hanover.



**Craft
and Tailor**
your story



Content Must Have a
Defined Purpose

Understand
Engage
Solve
Celebrate

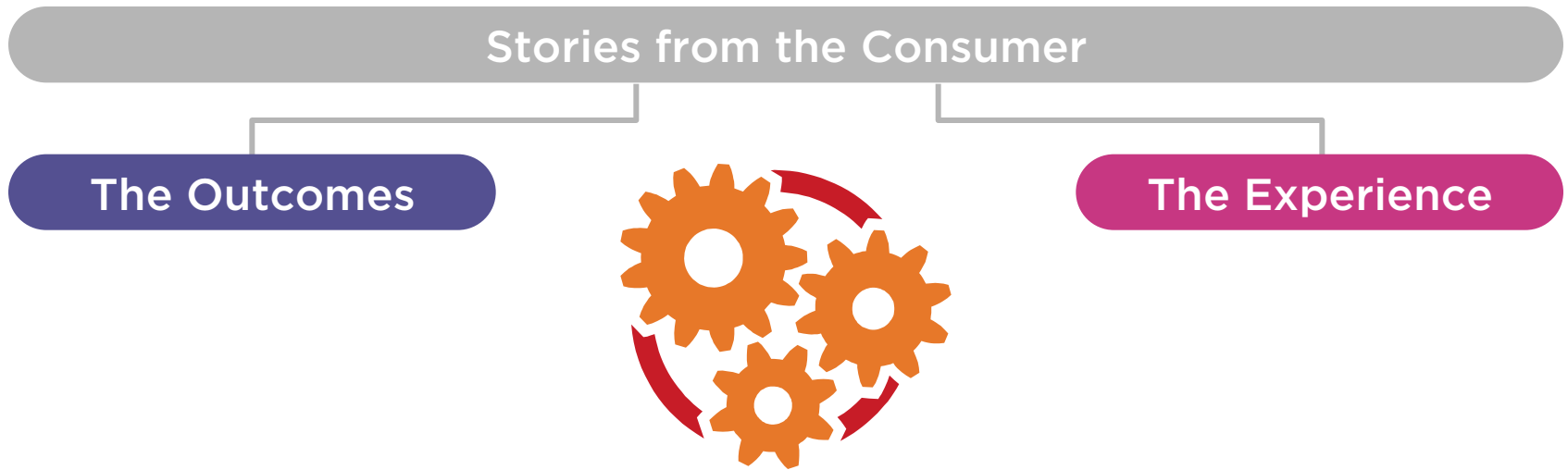


A man with short dark hair, wearing a dark blue shirt, is shown from the chest up. He has his hands pressed against his cheeks and chin, looking directly at the camera with a thoughtful expression. A blue pen is held in his mouth. He is wearing a watch on his left wrist. The background is dark and out of focus.

Voice and Tone

- > Clearly Defined and Universally Understood
- > Consistent
- > Authentic
- > Crafted
- > Passionately Managed
- > Responsive

Content engine



Find Your Story Where it is Being Told

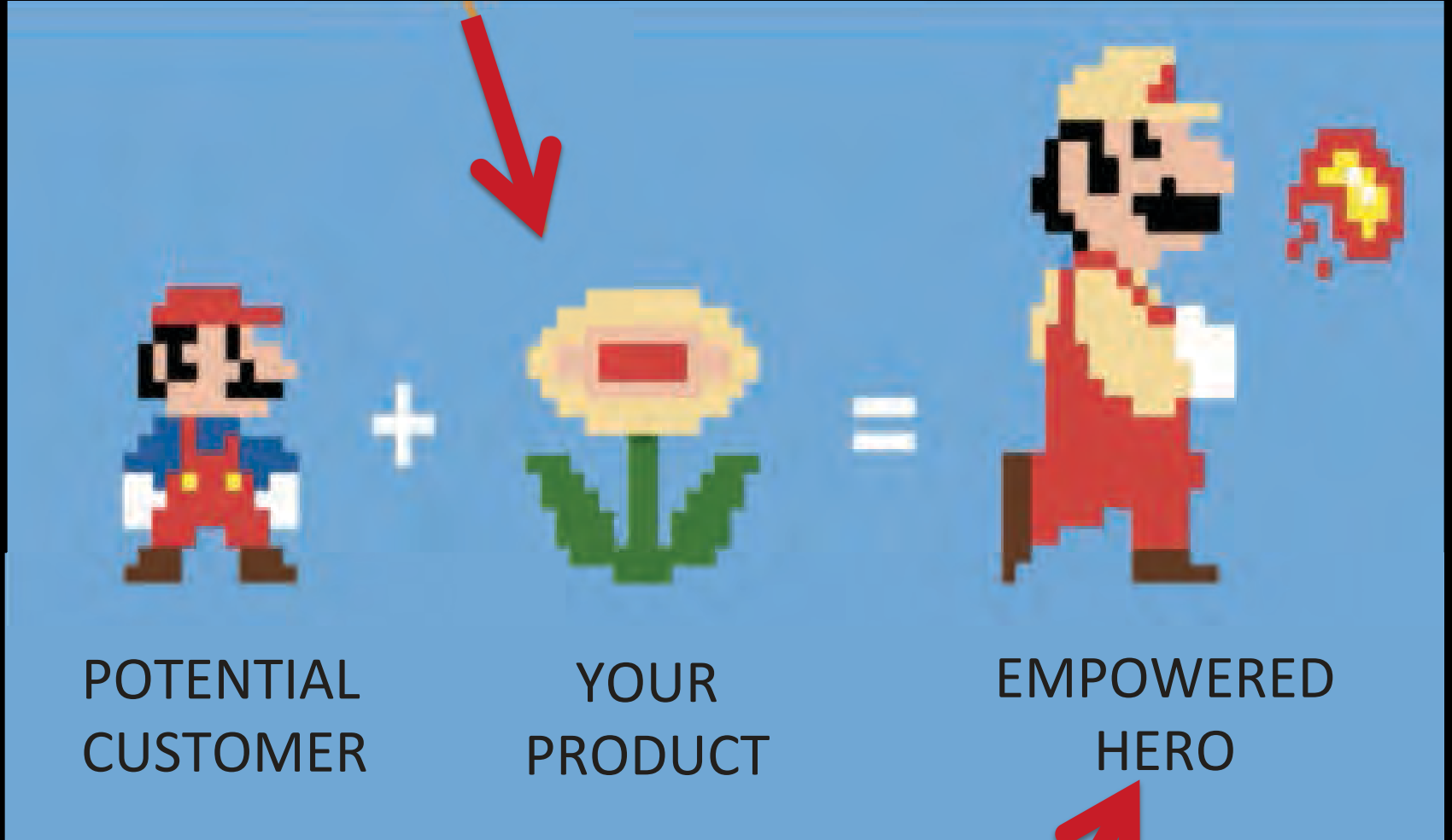


**“DON’ T GIVE
THEM 4,
GIVE THEM 2+2.”**



Your Story Will Not Come From What You Make, It Comes From Why You Make It

THIS ISN'T WHAT YOU MAKE

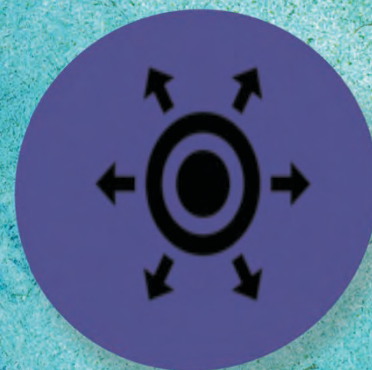


POTENTIAL
CUSTOMER

YOUR
PRODUCT

EMPOWERED
HERO

THIS IS



Share
your story



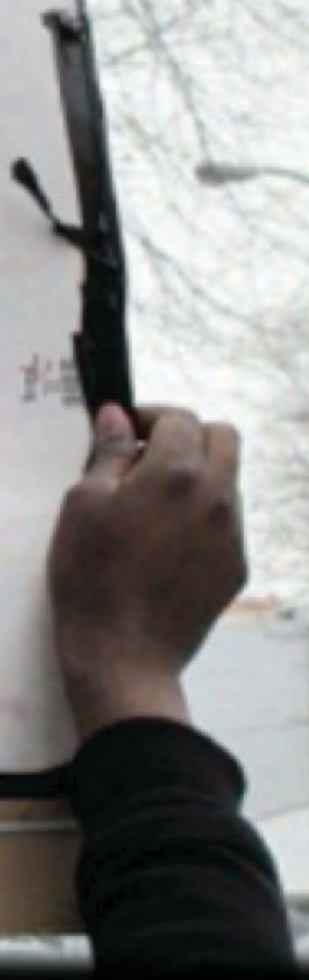
REVOLUTION TOOLS

~~AK-47~~

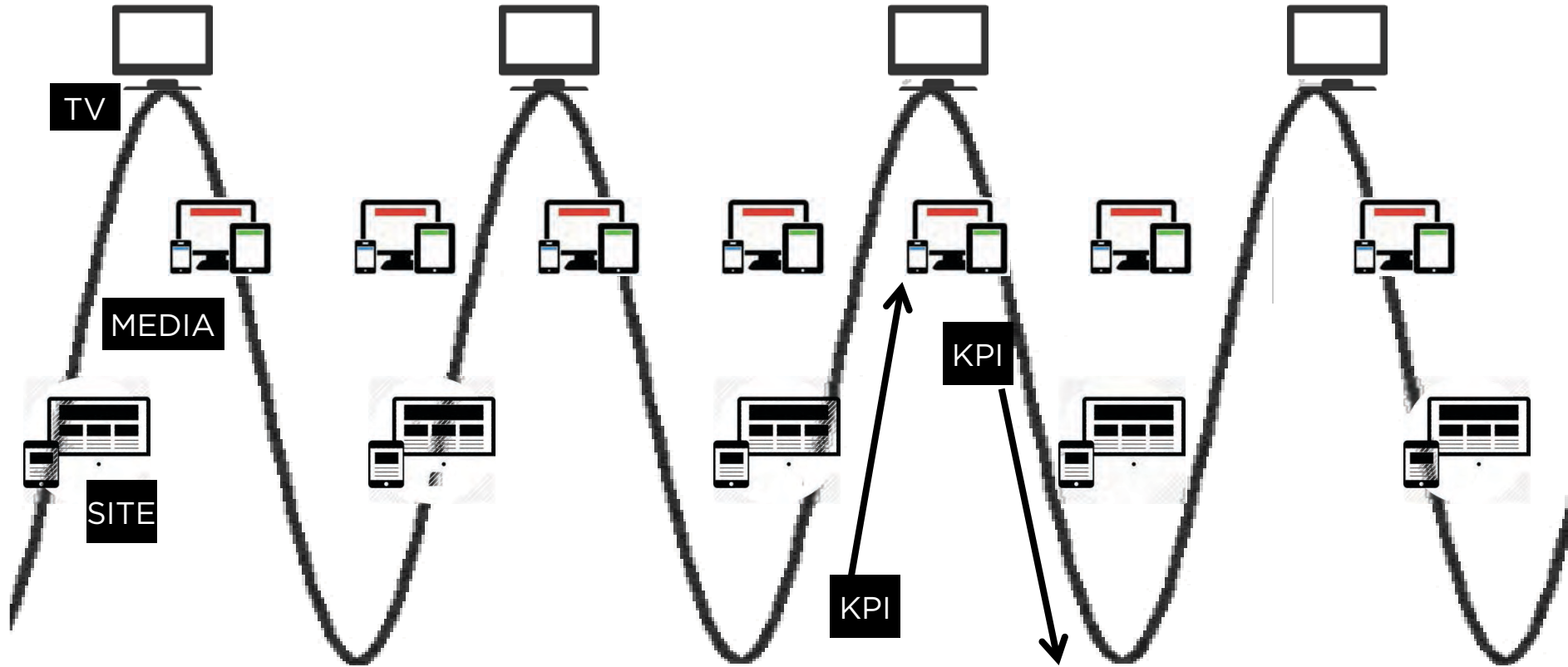
~~MACHETE~~

TWITTER ✓

FACEBOOK ✓



As An Industry . . .



Make traditional launch the climax, expand the role of the customer

With Content Strategies, we can build community as we build the campaign



Act 1: Invite

Influencers to create

Act 2: Reward

The best behaviors through commenting, voting, sharing

Act 3: Celebrate and validate

The audience by giving people ways to consume content to imitate behavior



A Different Lens on Rollout



DAILY SCREEN MINUTES VS. MEDIA SPEND

There is still a significant gap between time spent on mobile devices and mobile media investment levels in the U.S.

Device Key



TV



Laptop



Smartphone



Tablet

DAILY SCREEN USAGE (minutes)

147
(33%)

103
(23%)

151
(34%)

43
(10%)

U.S. MEDIA SPEND (projected 2014)

\$68.5B
(59%)*
(39%)**

\$34.5B
(30%)
(19%)

\$13.1B
(11%)
(7%)

* Multiscreen spend share

** Total ad spend share

Media is Mashed in the
Matrix

Consumers draw
no lines between
your digital and
terrestrial brand



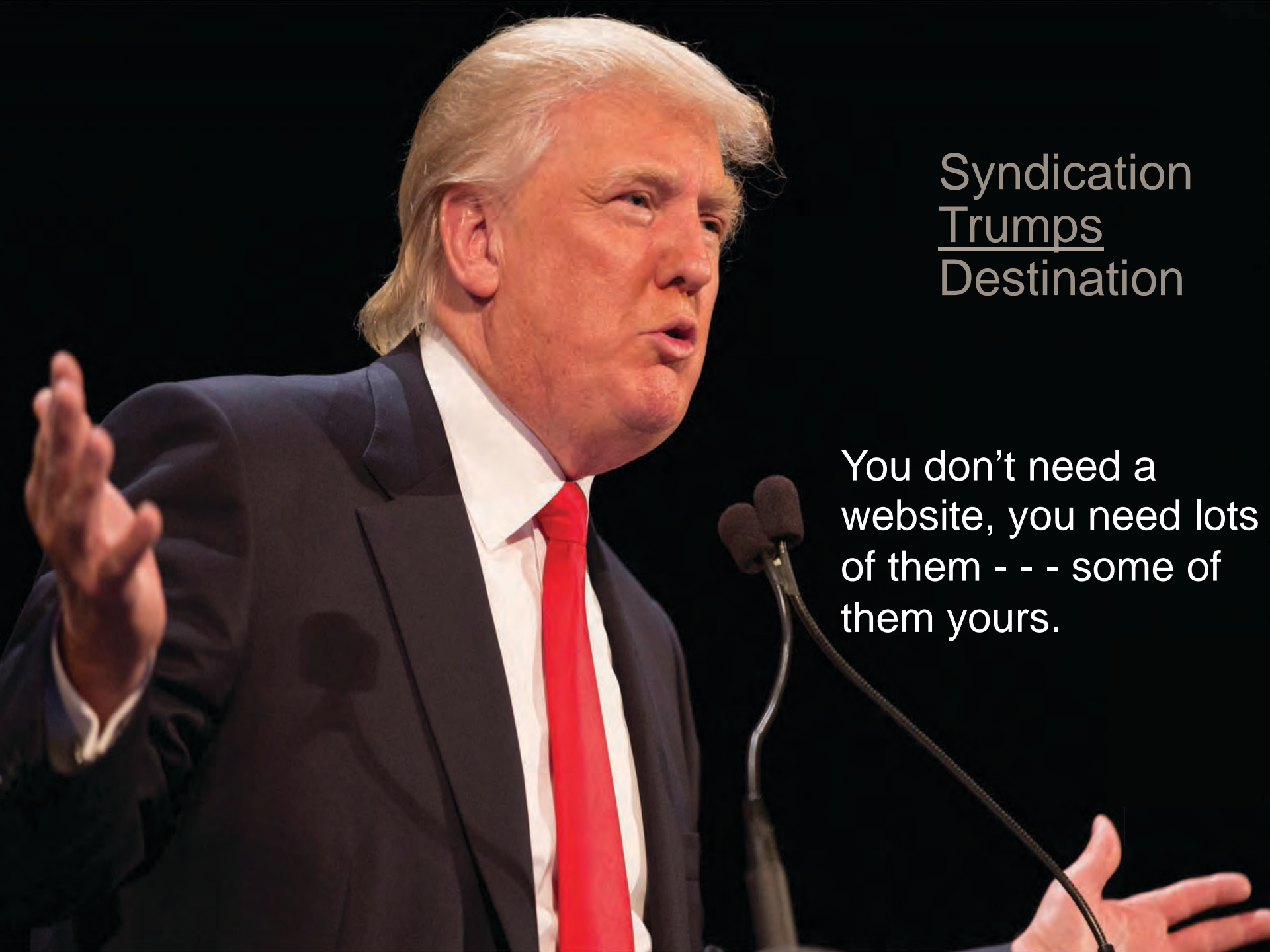
The Biology of Content

Solid – Stationary content that is contained in a single form, separation causes fragmentation of the story (a one-off broadcast spot)

Gas Content that is cross channel, but becomes separated from the narrative and purpose when distributed (banner media, emails)

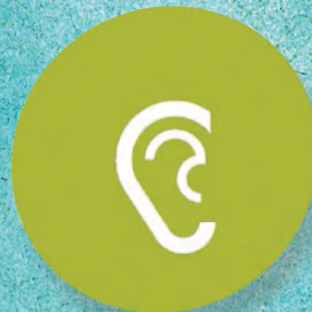
Liquid – Elements of content that move freely among themselves, but remain connected in theme and purpose and where contributions become part of the whole (Think story versus message - a conversation versus script)





Syndication
Trumps
Destination

You don't need a website, you need lots of them - - - some of them yours.



Make
your story
true



Measure What You Set Out to Change

- › By Content
- › By Channel
- › By Segment
- › By Time/Location
- › MVAs

Optimize Continuously

- › Evaluate
- › Enhance
- › Eliminate



Getting It Done

(process, people
and new ways of
thinking)



B2B MARKETERS ARE TAKING A NEW APPROACH.

Old way	New way
Brand-led	CUSTOMER-DRIVEN
Ad campaigns	CONTINUOUS CONTENT
Demographics	PEOPLE

Content Strategy: Getting Started

- Conduct formal social listening
- Identify and recruit influencers
- Gather and assess customer data points
- Formalize content strategy and calendar
- Define Voice & Tone and produce content
- Craft distribution plan in paid, earned & owned venues where customers already are
- Craft KPIs and measurement plan
- Monitor and adapt (ongoing)



Fund it



Staffing for Content Strategy

Editor-in-Chief

Operations / business management / MRL lead that facilitates the entire team operating fluidly and effectively.

Story Leader

A creative leader that understands the aesthetic perspective on video and TV as well as UX, platforms and code.

Customer Culture Steward

Linking anthropology, cultural trends, business planning, and behavioral data to facilitate social, mobile and content teams through insight.

Data Science and Visualization

Making big data sets small and personal to provide new insight to how people connect with business, and effectively visualize those connections for predictive decisions by analysts

Distribution Strategist (earned, paid, owned)

What was PR is now about making connections among influencers in every sphere that matters to the brand, and assuring that brand personnel are visible to many new industries



Lessons

1. Think bigger than what you sell. Help people with their problems
2. It takes time to get it right, you need to find the authentic intersection of your purpose and what people need
3. This is a job for a different group of people
4. Find your story
5. Think and act like a publisher with a purpose and a POV
6. Understand, Engage, Solve, Celebrate
7. Know your customer's digital DNA
8. Be shareable and share worthy
9. Engage the Influencers
10. Optimize Continuously: Evaluate, Enhance, Eliminate



Thank You

Richard Schwartz
SVP Marketing and Connected Health Partnerships
@rschwartz001

