# Contextual Content

## From websites to wearables to wherever

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# AGENDA

① Digital is Everything & Will Soon Be Everywhere
② Contextual Campaigns: What & Why
③ Risks & Rewards
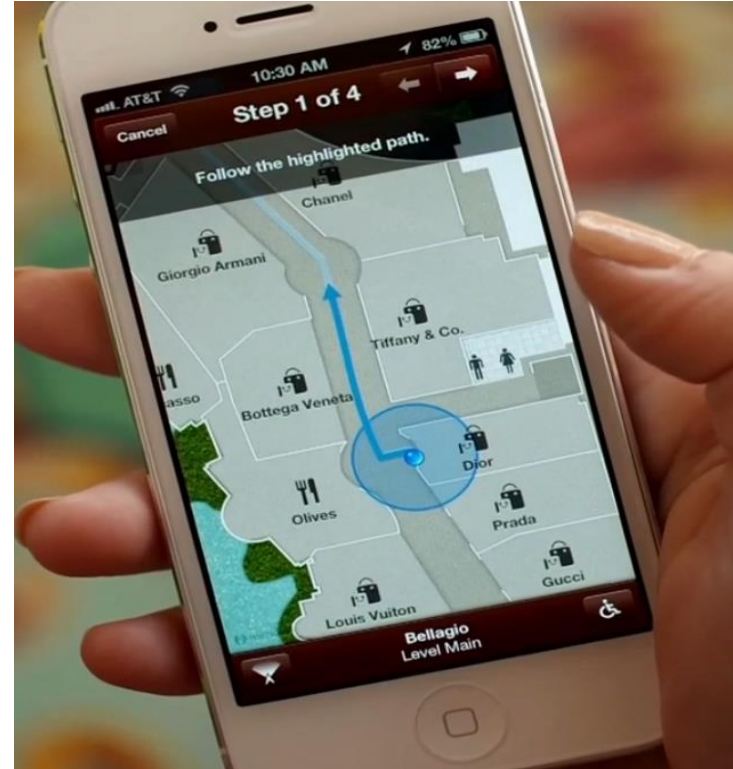④ Best Practices & Recommendations
⑤ The Future

**1** Digital Is Everything & Will Soon Be Everywhere

# MGM Resorts serves recommendations based on guests' location & interests

Notifications are for nearby restaurants, shopping, show deals, coupons, etc., via guests' smartphones, based on geo-location, loyalty member status, and preferences.

Your phone is also your room key.

# Marantz Speakers Aid Both Consumers & Brand

So many buyers name their speakers "Bathroom" that company developed a waterproof line.

Markets new line to those owners via email. Average 5% -7% email *purchase* rate.
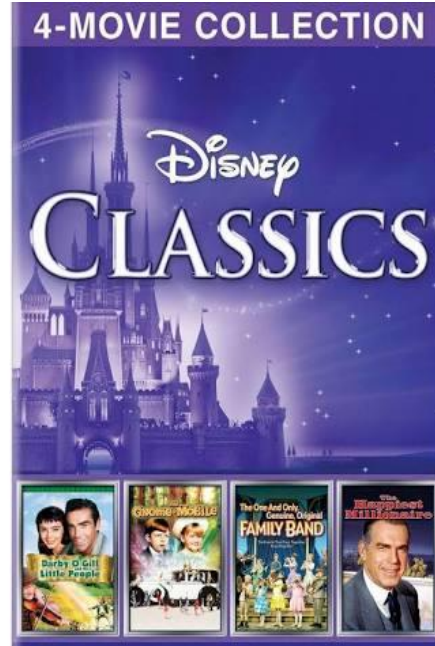
Proactive customer service based on user data.

# Disney Partners with Fandango, Walmart & Exhibitors

*"The more context there is, the more ROI."*

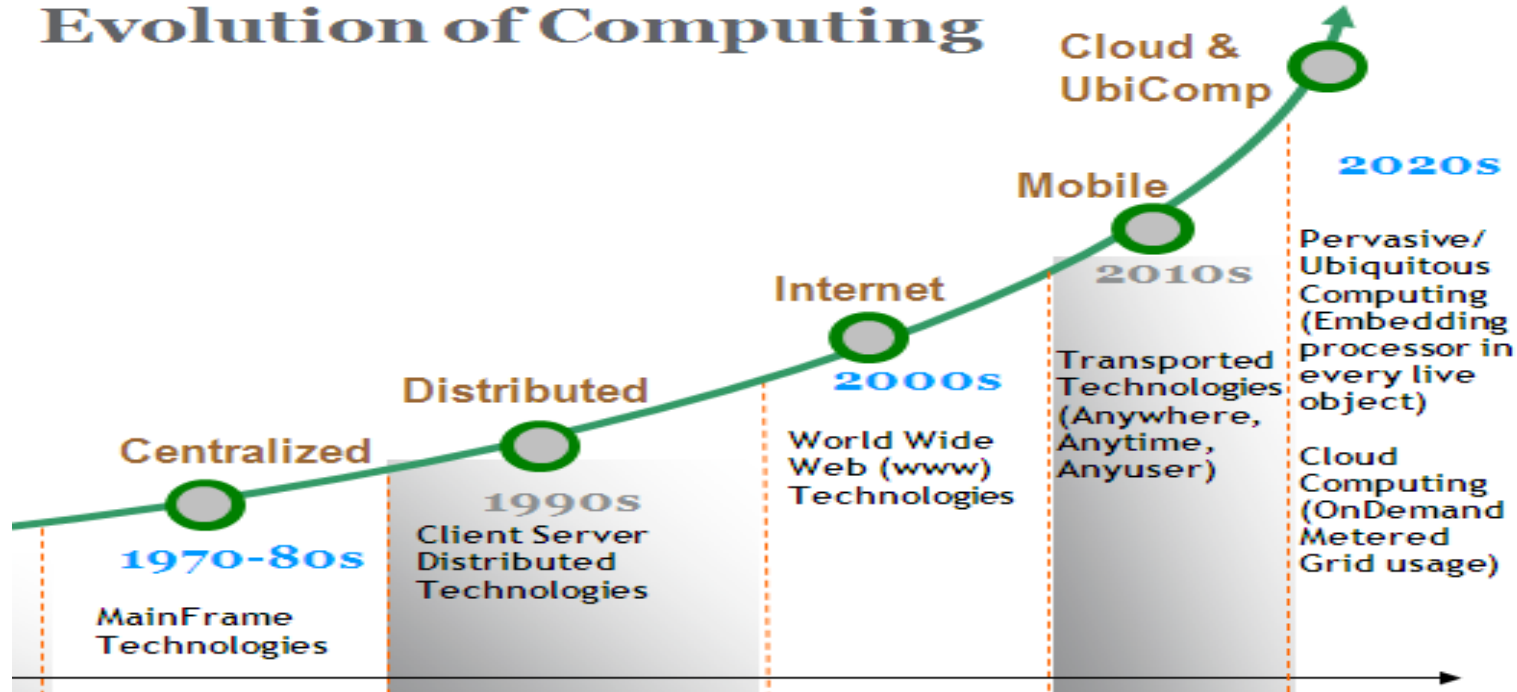Gunjan Bhow, SVP Walt Disney Co.

Geo-fenced in-theatre and in-store promotions for video pre-orders.

Recouped systems integration co 6 months with 3 campaigns

# From mainframes to ubiquitous computing…



Evolution of Computing

- Centralized — 1970-80s — MainFrame Technologies
- Distributed — 1990s — Client Server Distributed Technologies
- Internet — 2000s — World Wide Web (www) Technologies
- Mobile — 2010s — Transported Technologies (Anywhere, Anytime, Anyuser)
- Cloud & UbiComp — 2020s — Pervasive/Ubiquitous Computing (Embedding processor in every live object), Cloud Computing (OnDemand Metered Grid usage)

# Mobile ignites the trend, but it transcends mobile into other physical objects



PROJECTED NEW ADOPTION OF CONNECTED TECHNOLOGY BY CONSUMERS

Legend:
- In the next year
- Five years from now
- More than five years from now
- Total expected adoption

Categories: Smart thermostat, Connected security system, Smart refrigerator, Wearable fitness device, Smart watch, Smart vacuum cleaner, Wearable headgear display, Smart clothing

Y-axis: Percentage of customers expected to purchase device

Source: Acquity Group 2014

# Smart devices transform how we access & use the internet



Emerging Devices Used to Search the Internet

**34%**
SMART TV
(a TV that can connect to the Internet)

**9%**
SMART WATCH
(e.g. Pebble Sony Smartwatch, Samsung Galaxy Gear)

**7%**
SMART WRISTBAND
(e.g. Nike Fuelband, Jawbone Up, Adidas miCoach)

**2%**
NONE OF THE ABOVE

SOURCE: https://www.globalwebindex.net/blog/80-of-internet-users-own-a-smartphone

global web index
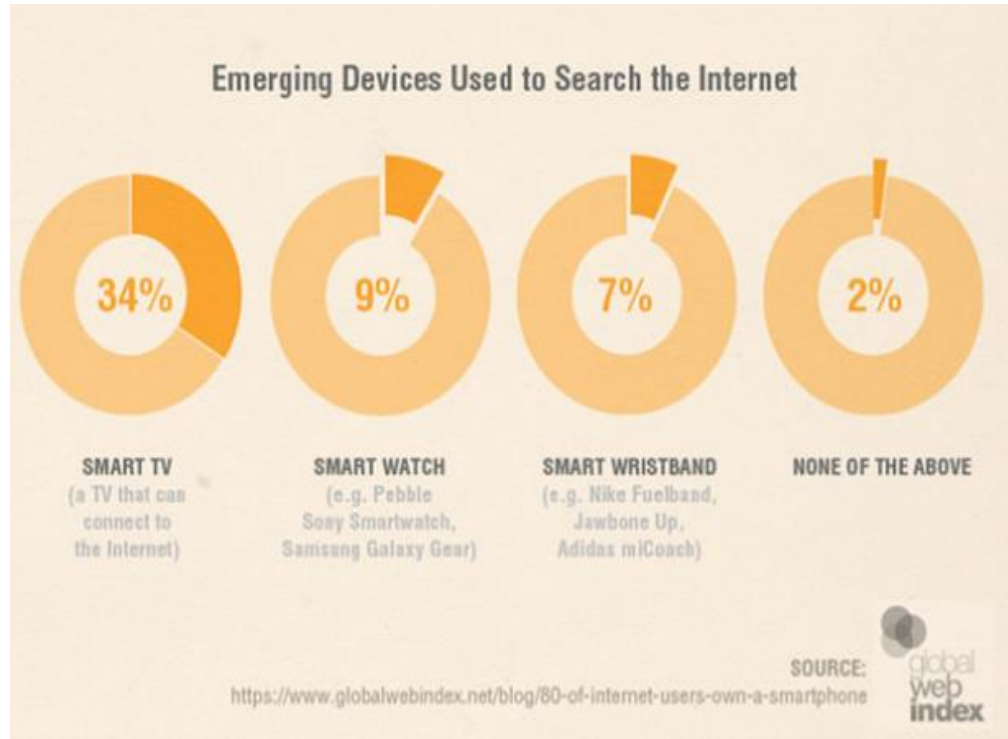
# IoT, Beacons, Sensors….

All enable a far deeper 'conversation' between all elements of brand experience – including places and objects.

**FIGURE 1** HOW THE INTERNET OF THINGS FITS INTO THE CONSUMER-BRAND PARADIGM

| | **Brand Voice** | **Consumer Voice** | **Object Voice** |
|---|---|---|---|
| | Broadcast Model | Dialog Model | Connectivity Model |
| **Model** | One-way communications from brand to consumer | Two-way communications between consumer-brand and consumer-consumer | Multiway communications between object and brand, object and consumer, object and object |
| **Tools/ Media** | Tools for brand expression Traditional Media | Tools for self-expression Social Media | Tools for experience expression Contextual Media |
| **Time element** | Over time | Near real time | Real time, predictive |

Consumers' differentiation between channels is eroding

# Channel preferences vary, dependent on myriad factors

## CHANNEL PREFERENCES DEPEND ON THE TYPE OF QUESTION

**General Enquiry**
43%
37%
8%

**Make a complaint**
34%
31%
15%
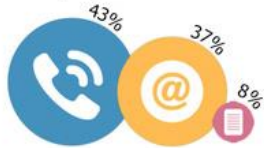
**Provide positive feedback**
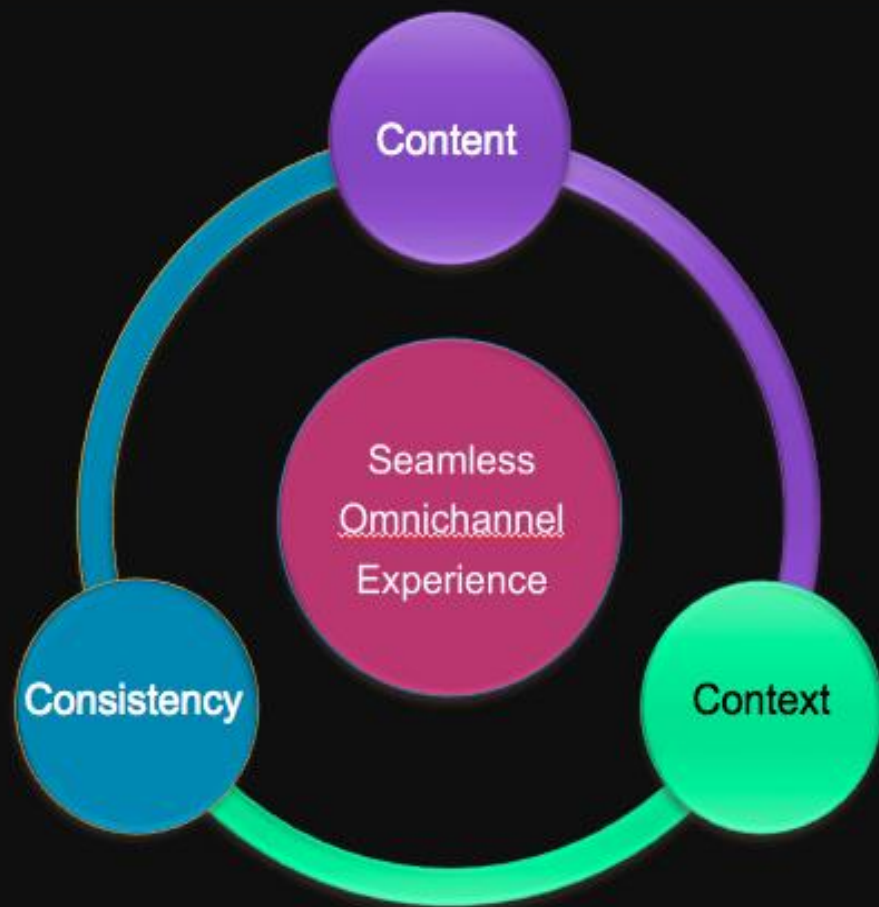47%
25%
10%

**Make a booking**
36%
25%
24%

SOURCE: ECONSULTANCY.COM

Preferences are based on the consumer's unique…
- Needs/pain points
- Place
- Time
- Behavior
- History
- Culture
- Exposure to technology
- Influences, etc.

What ties so many disparate touchpoints together?

# The glue that binds



Content

Consistency

Context

Seamless Omnichannel Experience

# What ties so many disparate touchpoints together?

## CONTENT

Content is *the* unifying element of how brands manifest across all touchpoints. Content is the atomic particle of all brand interactions, on all channels, platforms, and devices, online or offline.

What ties so many disparate touchpoints together?

CONSISTENCY

Consistency in brand tone, outreach, response, presence, and culture. Expanding touchpoints allows brands to pervade consumers' lives by providing timely content, services, and utility

# What ties so many disparate touchpoints together?

## CONTEXT

Context is the antidote to endless, noisy media proliferation. Data helps companies better understand customer context down to the individual level, including (but not limited to) personal, location, historical, behavioral, cultural, social, technological, and beyond.
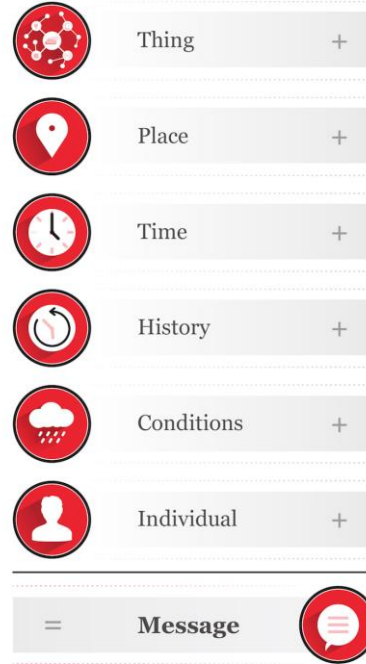
# 2

**Contextual Campaigns: What & Why**

# con·text
/ˈkäntekst/

# What Is a Contextual Campaign?

Goes far beyond
"the right message to
the right person at the
right time."



Contextual Campaign: Definition

- Thing +
- Place +
- Time +
- History +
- Conditions +
- Individual +

= Message

Source:
Contextual Campaigns:
Content, Context &
Consumer Connections
in a Post-Screen World
Sept. 2016

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# Getting messaging more "right"

The Right Service

The Right Product

The Right Platform

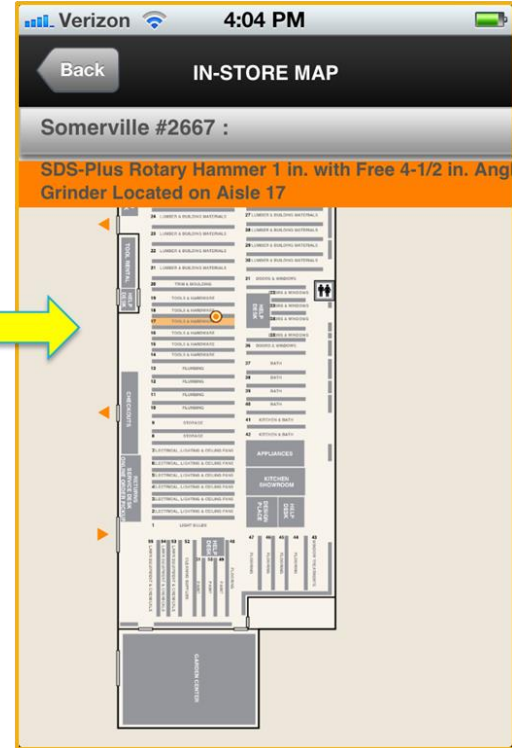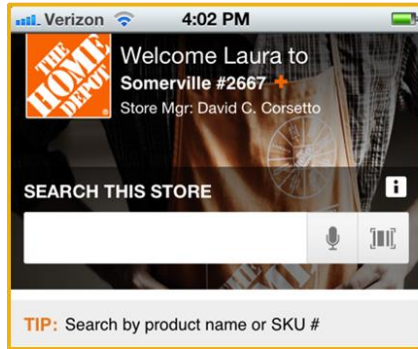The Right Person

The Right Time

The Right Place

The Right Conditions

**REBECCA LIEB** ●●●

# Home Depot ties dot-com shopping cart to in-store experience

**Diageo connects bottle + smartphone + social for a personalized Father's Day experience**

**The bottle is the medium**

By adding <u>unique</u> QR codes to bottles of Johnny Walker, Diageo bridged in-store and social experience via mobile. Individuals opt into the campaign's Facebook app and Diageo creates a unique personalize-able video to commemorate Father's Day.

# Cross-channel campaign drives earned media, sales & supply chain efficiency



**Results**

- 72% sales increase in 2 weeks before Father's Day
- Earned media impact 5X investment
- 100k increase in Facebook fans
- Global PR and industry coverage
- Permission-based opt-ins to CRM program, loyalty program expanded
- 100,000 unique QR downloads
- Program expanded to 6 countries
- Increased loyalty, loyalty rewards
- Enabled mobile targeting linked to specific QR code
- Increased supply-chain efficiencies

# Navdy is a heads-up display system for drivers – relevant content only!
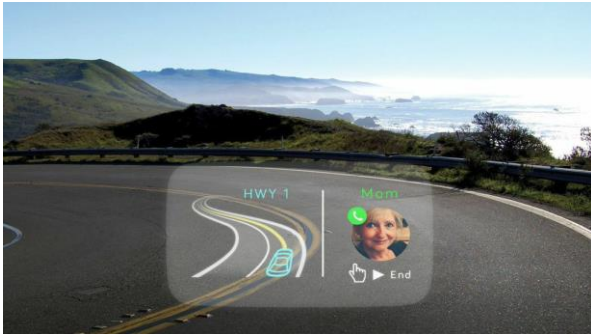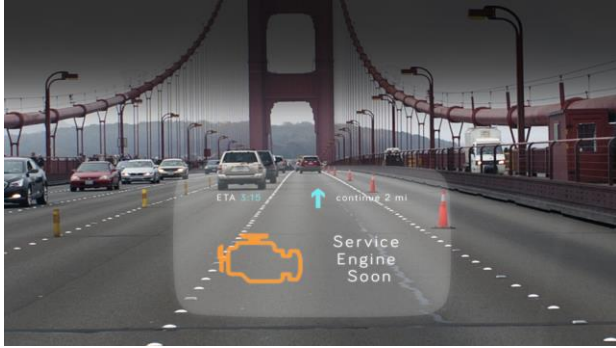
Risks & Rewards

# Rewards



Contextual Campaigns: Ecosystem of Value

**Marketers**

- Financial
- Targeted Marketing
- Communications
- Attribution
- Loyalty
- Rewards & Incentives
- Cool factor
- Visibility/Buzz
- Differentiation
- Data

**Organization**

- Operational Insights & Decision-Making
- Product Development & Innovation
- Supply Chain Visibility & Insight
- New Revenue Streams

**Consumer**

- Improved Experience
- Customer Service
- Product Service
- Humanistic/Altruistic

Source: Contextual Campaigns: Content, Context & Consumer Connections in a Post-Screen World  Sept. 2016

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# Risks

| | | |
|---|---|---|
| 1. **Creepiness** | 6. | 11. |
| 2. | 7. | 12. |
| 3. | 8. | 13. |
| 4. | 9. | |
| 5. | 10. | |

# Risks

| | | |
|---|---|---|
| 1. Creepiness | 6. | 11. |
| 2. **Alienating Users** | 7. | 12. |
| 3. | 8. | 13. |
| 4. | 9. | |
| 5. | 10. | |

# Risks

| | | |
|---|---|---|
| 1. Creepiness | 6. | 11. |
| 2. Alienating Users | 7. | 12. |
| 3. **Differing Privacy & Data Laws** | 8. | 13. |
| 4. | 9. | |
| 5. | 10. | |

# Risks

| | | |
|---|---|---|
| 1. Creepiness | 6. | 11. |
| 2. Alienating Users | 7. | 12. |
| 3. Differing Privacy & Data Laws | 8. | 13. |
| 4. **Opt-in & Permission Requirements** | 9. | |
| 5. | 10. | |

# Risks

| | | |
|---|---|---|
| 1. Creepiness | 6. | 11. |
| 2. Alienating Users | 7. | 12. |
| 3. Differing Privacy & Data Laws | 8. | 13. |
| 4. Opt-in & Permission Requirements | 9. | |
| 5. **Bad Data** | 10. | |

# Risks

| 1. Creepiness | 6. **Investment** | 11. |
|---|---|---|
| 2. Alienating Users | 7. | 12. |
| 3. Differing Privacy & Data Laws | 8. | 13. |
| 4. Opt-in & Permission Requirements | 9. | |
| 5. Bad Data | 10. | |

# Risks

| | | |
|---|---|---|
| 1. Creepiness | 6. Investment | 11. |
| 2. Alienating Users | 7. **Customer Adoption & Scale** | 12. |
| 3. Differing Privacy & Data Laws | 8. | 13. |
| 4. Opt-in & Permission Requirements | 9. | |
| 5. Bad Data | 10. | |

# Risks

| 1. Creepiness | 6. Investment | 11. |
|---|---|---|
| 2. Alienating Users | 7. Customer Adoption & Scale | 12. |
| 3. Differing Privacy & Data Laws | 8. **Inevitable Tragedy of the Commons** | 13. |
| 4. Opt-in & Permission Requirements | 9. | |
| 5. Bad Data | 10. | |

# Risks

| 1. Creepiness | 6. Investment | 11. |
|---|---|---|
| 2. Alienating Users | 7. Customer Adoption & Scale | 12. |
| 3. Differing Privacy & Data Laws | 8. Inevitable Tragedy of the Commons | 13. |
| 4. Opt-in & Permission Requirements | 9. **Attribution** | |
| 5. Bad Data | 10. | |

# Risks

| 1. Creepiness | 6. Investment | 11. |
|---|---|---|
| 2. Alienating Users | 7. Customer Adoption & Scale | 12. |
| 3. Differing Privacy & Data Laws | 8. Inevitable Tragedy of the Commons | 13. |
| 4. Opt-in & Permission Requirements | 9. Attribution | |
| 5. Bad Data | 10. **Culture & Teams** | |

# Risks

| 1. Creepiness | 6. Investment | 11. **Lack of Content Strategy** |
|---|---|---|
| 2. Alienating Users | 7. Customer Adoption & Scale | 12. |
| 3. Differing Privacy & Data Laws | 8. Inevitable Tragedy of the Commons | 13. |
| 4. Opt-in & Permission Requirements | 9. Attribution | |
| 5. Bad Data | 10. Culture & Teams | |

# Risks

| | | |
|---|---|---|
| 1. Creepiness | 6. Investment | 11. Lack of Content Strategy |
| 2. Alienating Users | 7. Customer Adoption & Scale | 12. **Interoperability & Integration** |
| 3. Differing Privacy & Data Laws | 8. Inevitable Tragedy of the Commons | 13. |
| 4. Opt-in & Permission Requirements | 9. Attribution | |
| 5. Bad Data | 10. Culture & Teams | |

# Risks

| 1. Creepiness | 6. Investment | 11. Lack of Content Strategy |
|---|---|---|
| 2. Alienating Users | 7. Customer Adoption & Scale | 12. Interoperability & Integration |
| 3. Differing Privacy & Data Laws | 8. Inevitable Tragedy of the Commons | 13. **Novelty Factor** |
| 4. Opt-in & Permission Requirements | 9. Attribution | |
| 5. Bad Data | 10. Culture & Teams | |

Best Practices & Recommendations

# Strategy & Vision

- Definitely Do It
- Have a Vision
- Start Slowly
- Hedge Your Bets

# Data & Analytics

- Make Data-Based Decisions
- Share Data
- Develop KPIs & Metrics
- Triangulate Multiple Data Sources
- Move Beyond Insight to Action
- Reality Check

# Other Best Practices

- Content Strategy
- Teams
- Anticipate & Script Responses
- Real-Time Ability
- Ecosystem of Internal & External Partners
- Understand Technology Vendors
- Continuous Education & Training

Looking Ahead

# The Future

**Marketing's future will be based on experience, service & utility:**

1. **Entertaining Customer Experiences**: storytelling and other forms of entertainment.
2. **Enhanced Services**: making service better.
3. **Streamlined Services**: more convenience, less friction, e.g. mobile banking.
4. **Automated Services**: work almost seamlessly in the background, e.g. Amazon Dash

**Thank you!**

# Rebecca Lieb

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