

**DIGITAL IDEAS TO THE  
POWER OF CHANNELS:  
EXPERIENCE DESIGN &  
the battle for attention.**

A black and white photograph of an hourglass. The top bulb is filled with small, dark, circular beads. A stream of these beads is falling from the narrow neck into the bottom bulb. The hourglass is positioned diagonally across the frame. The background is a light, neutral color.

**SINCE  
1958  
WE HAVE LOST  
36  
SECONDS\***

\*UTC time v.  
International  
Atomic Time

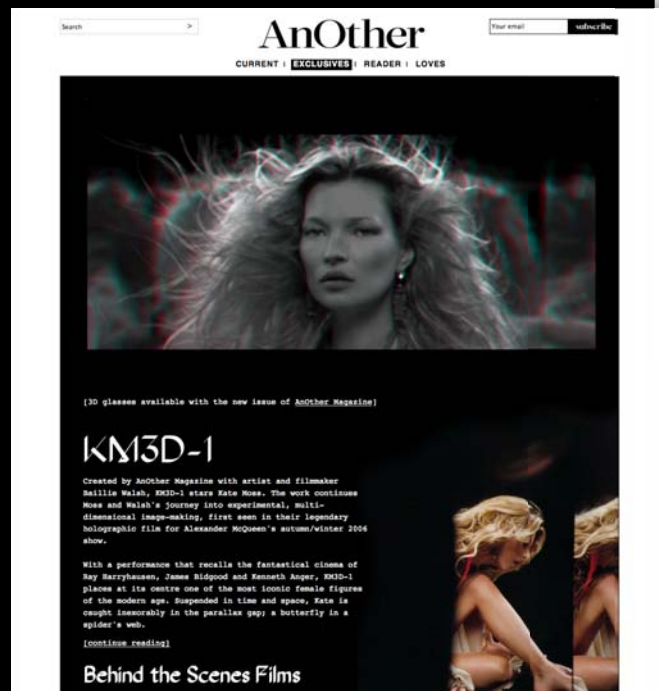




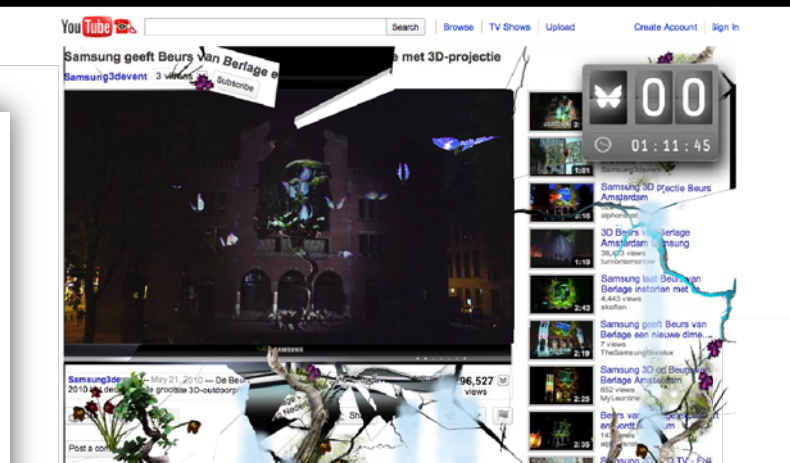
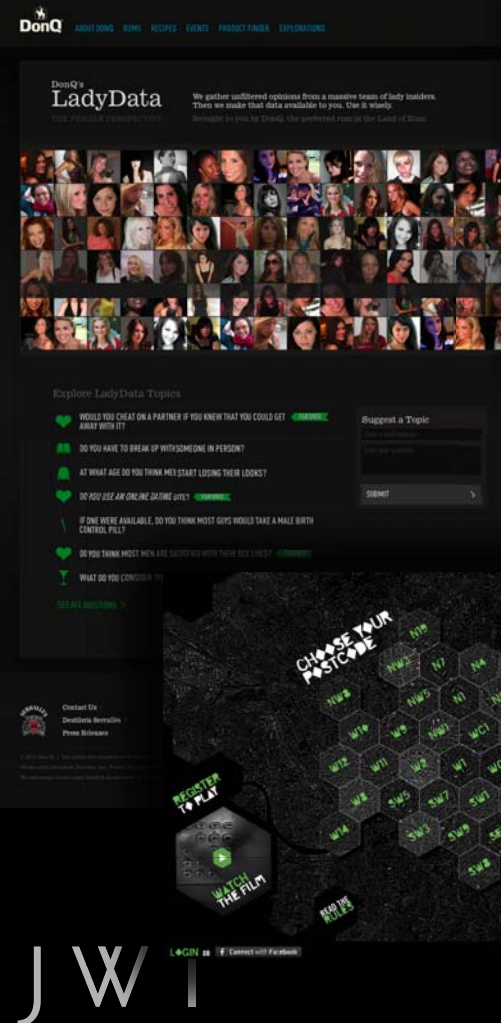
But gained a new  
**UNIVERSE OF  
CHANNELS**



# 3D Glasses & buildings



# Data Visualisation

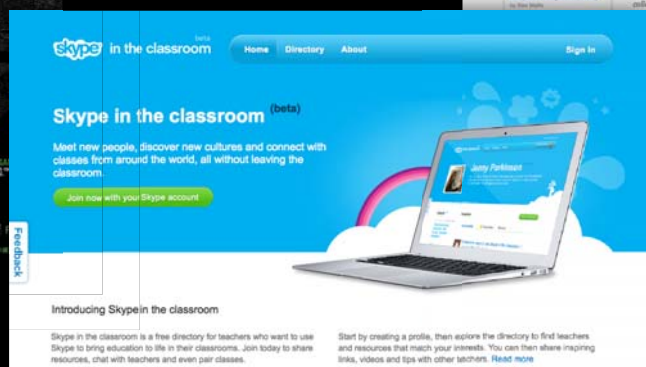


# AND NEW TECHNOLOGIES.

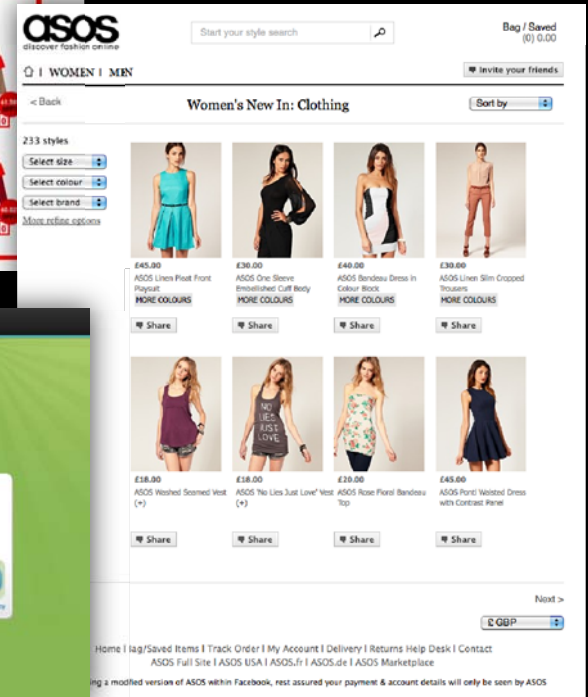
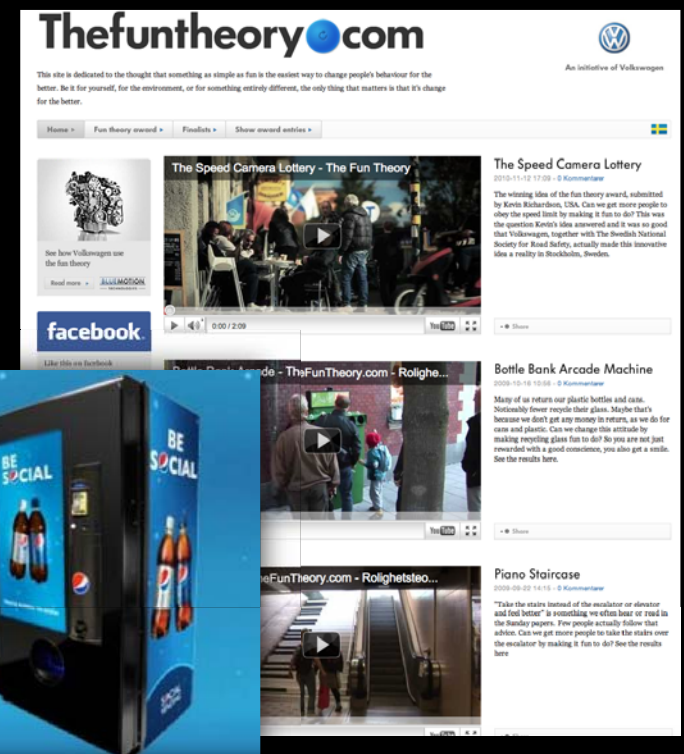
# Utility & Services



# Commerce & Community Platforms

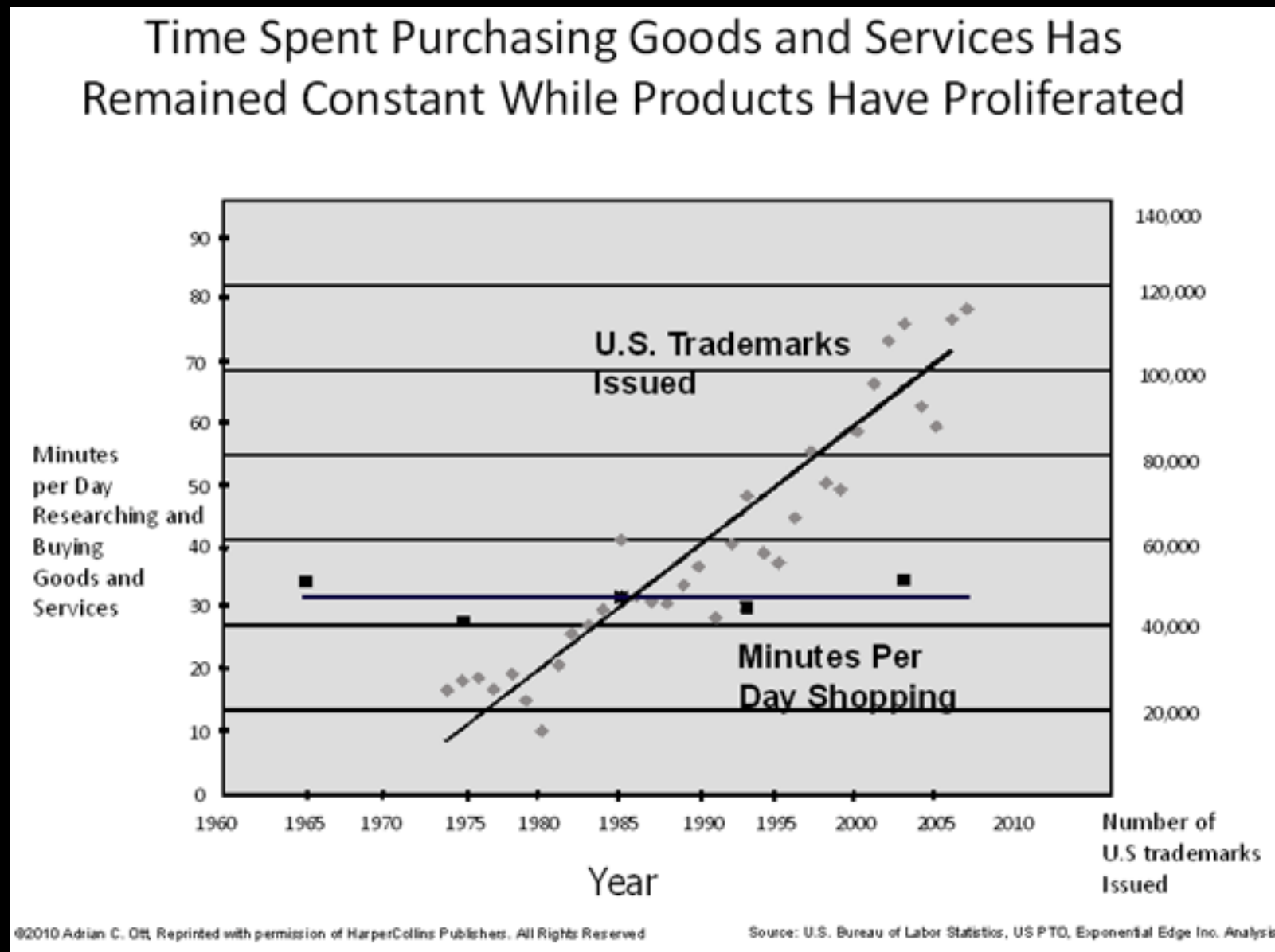


# Mobile & Social TV





# MORE & MORE BRANDS, PUSHING MORE & MORE MESSAGES, ABOUT MORE & MORE PRODUCTS\*.





# The future is not about technology. IT IS ABOUT ATTENTION.

“As a technologist, we all like ‘techno-utopia’, this is the great democratiser. Sure, we’ve made creation and distribution more available to anyone, but at the same time we’ve made those things irrelevant. **Now the commodity isn’t distribution, it’s attention** – and guess what? Who gets attention is still sitting on a power law curve...**we’re not actually democratising the whole system – we’re just shifting the way in which we discriminate.**”



# But what about channels?

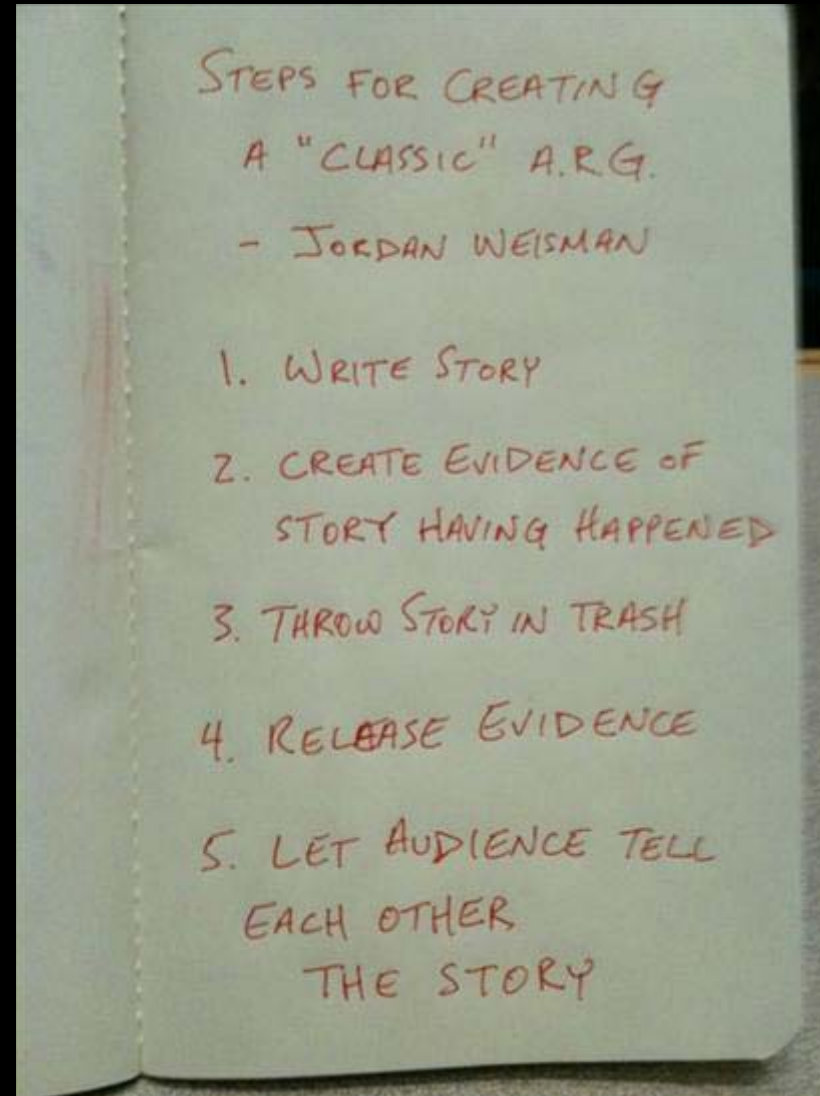




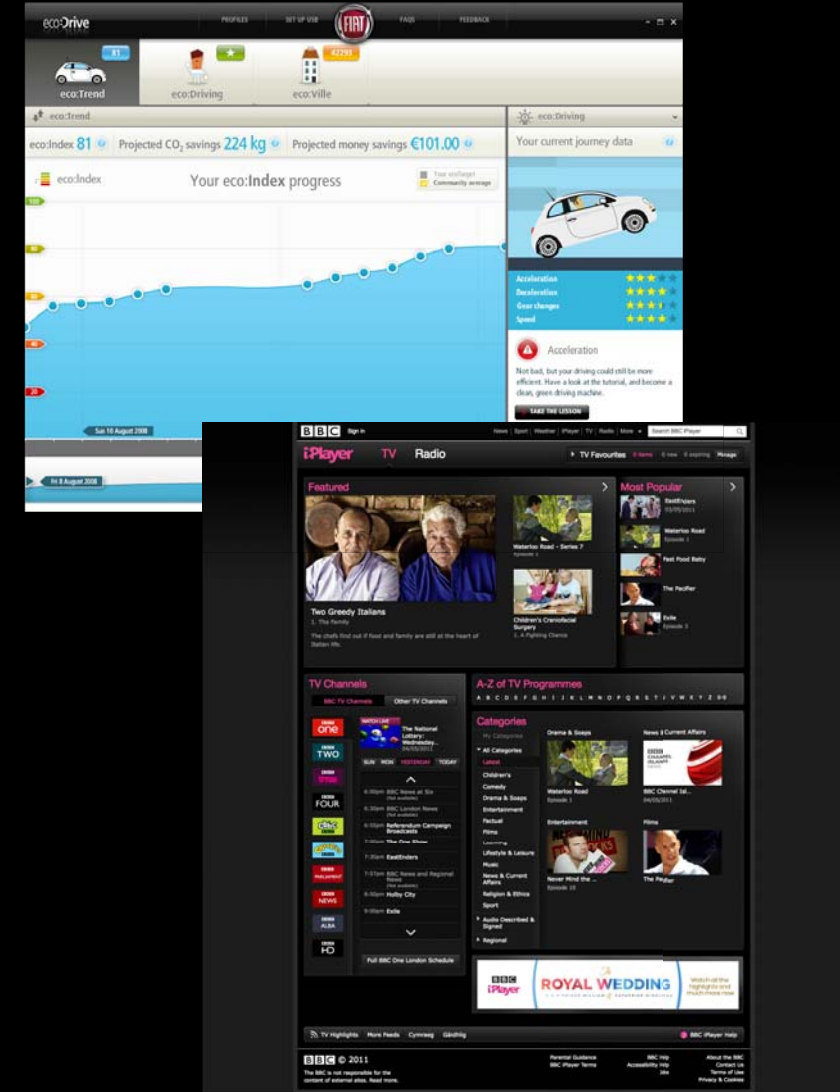
# Now channels are as creative as any ad. **IN FACT MORE SO.**



They can tell the story...



be the story...

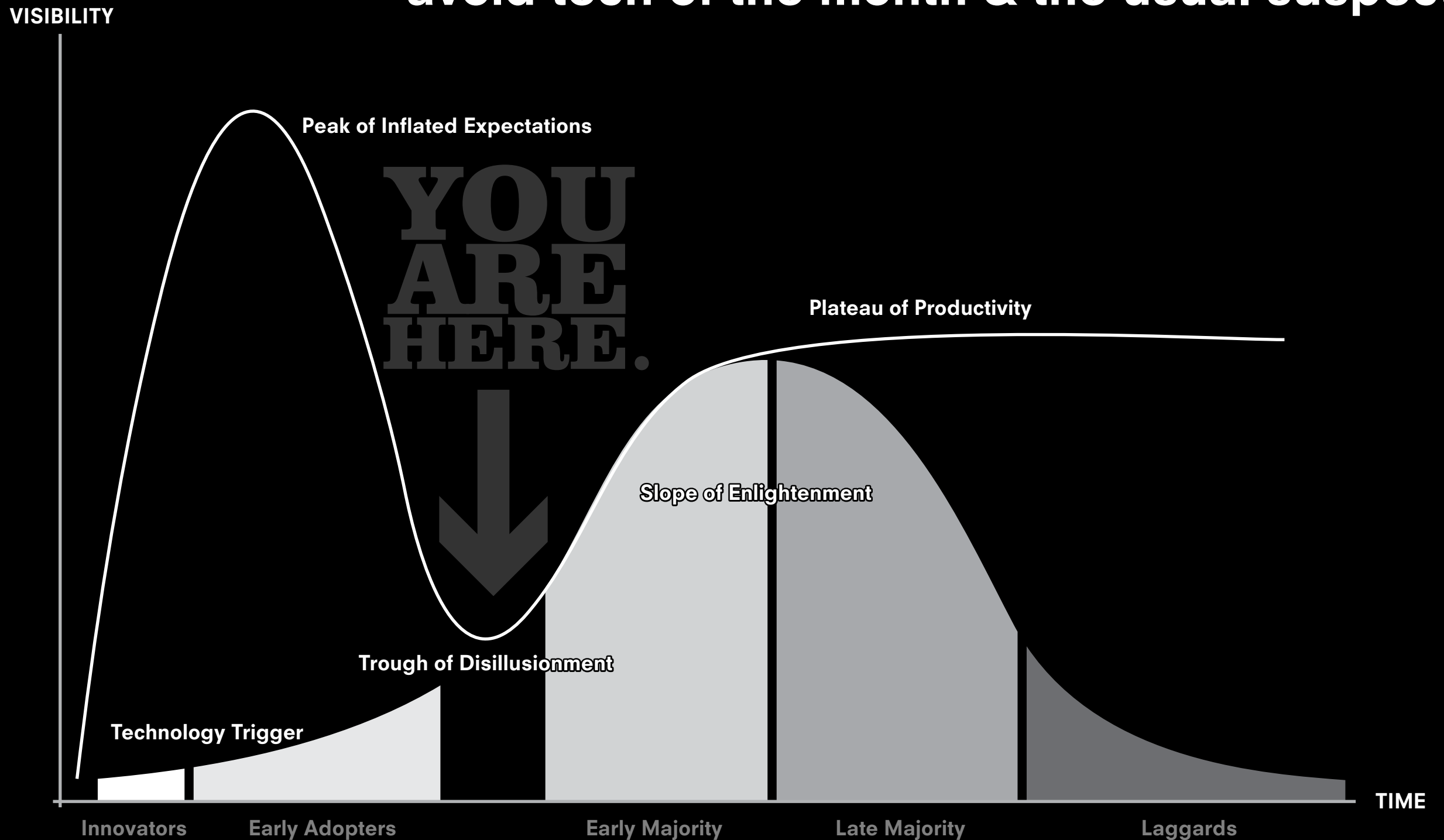


...embody the story.

## A great idea can take an ordinary channel & make it extraordinary.



# BUT We must choose our channels & technologies wisely: avoid tech of the month & the usual suspects.



**facebook.  $\neq$  getting it.**



**facebook.  $\neq$  your friend.**



# Decide a depth of engagement that we can sustain.

Community.

Utility.

Media.

DIFFICULTY

**Digital Channel Planning is  
THE ART OF SACRIFICE.  
What can we do well?  
What can we afford to do well?**





# Channel distinctions are not as clear as some agendas suggest.

**YOU  
ARE  
HERE.**



## **PAID**

A catalyst of  
original content and  
audience exposure.

**YOU  
ARE  
HERE.**



## **OWNED**

Brand domain  
platforms for longer and  
deeper relationships.

**YOU  
ARE  
HERE.**



## **EARNED**

A transparent space for  
conversation, advocacy  
and word of mouth.

# Channel distinctions are not as clear as some agendas suggest.

**YOU  
ARE  
HERE.**



## PAID

A catalyst of original content and audience exposure.

**YOU  
ARE  
HERE.**



## OWNED

Brand domain platforms for longer and deeper relationships.

**YOU  
ARE  
HERE?**



## CO-OPTED

Engagement platforms adopted by brands for their utility & audience.

**YOU  
ARE  
HERE.**



## EARNED

A transparent space for conversation, advocacy and word of mouth.



### EMBASSIES

Facebook, Twitter, YouTube etc.

### OUTPOSTS

Forums, Blogs, comments etc.



**Payment models  
are less important  
than peoples'  
BEHAVIOUR  
& knowing the appropriate  
behaviour in each channel.**

## **GOOGLE**

is what you're looking for when no one is looking; how to's and entertainment related searches trend quickly. It is about the language of intent or need.

## **FACEBOOK**

is a public space; it's what you want your friends to know about (politics, humor, social causes, cool stuff, charity). It is about sharing and showing who you are.

## **TWITTER**

is content that you're proud of; more top-down, since its influences include a culturally savvy audience, celebrities, techies, or perhaps people trying to be funny. It is about showing off and shouting out.

**DIGITAL CHANNEL  
PLANNING**



**EXPERIENCE &  
ENGAGEMENT  
DESIGN**

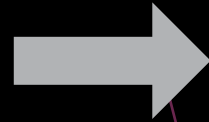


The foundations of any approach:

**USEFUL,  
USABLE  
& DELIGHTFUL.**

# EXPERIENCE & ENGAGEMENT DESIGN MEANS REFRAMING THE QUESTIONS.

**"What channels does  
the idea work in?"**



**"What goals can we  
help them achieve?"**



**USER  
STORIES**

**"How do we tell them  
our proposition?"**



**"What would they  
be interested in  
or find useful?"**



**ENGAGEMENT  
TERRITORIES**

**"How do we get  
people to  
respond/buy/etc?"**



**"What role can the  
brand play in  
people's life?"**



**ROLE  
OF BRAND**



# USER STORIES

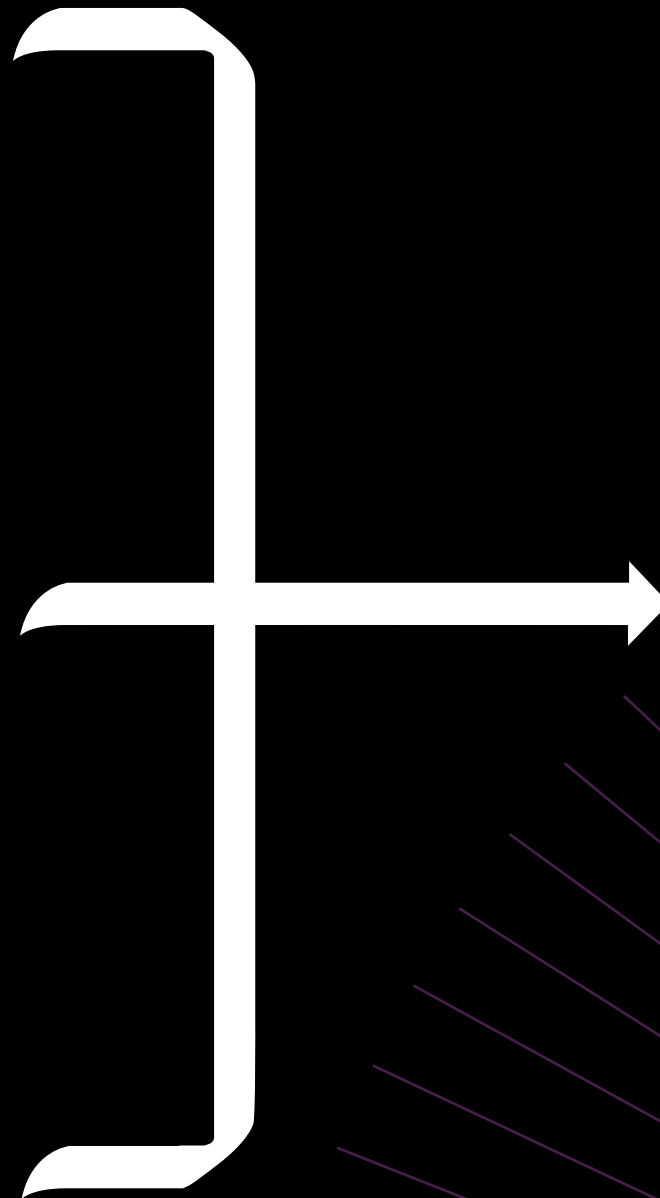
"As who, I want  
what so that why".

## ENGAGEMENT TERRITORIES

"Getting people to do  
things in a branded way,  
not what we say to them.  
Be active & emotive."

## ROLE OF BRAND

"Be the vehicle at the relationship,  
an enabler (of services, content,  
utility, entertainment) & filter (of  
noise, relevance, need) for people."



## A VISION for the work

A story defining our  
aspirations for what we  
want to achieve for the  
brand & people,  
beyond a campaign.

# **EXPERIENCE & ENGAGEMENT DESIGN is inspired by BEHAVIOUR.**



**On the part of  
REAL PEOPLE.**

**&**

**On the part of  
THE BRAND.**

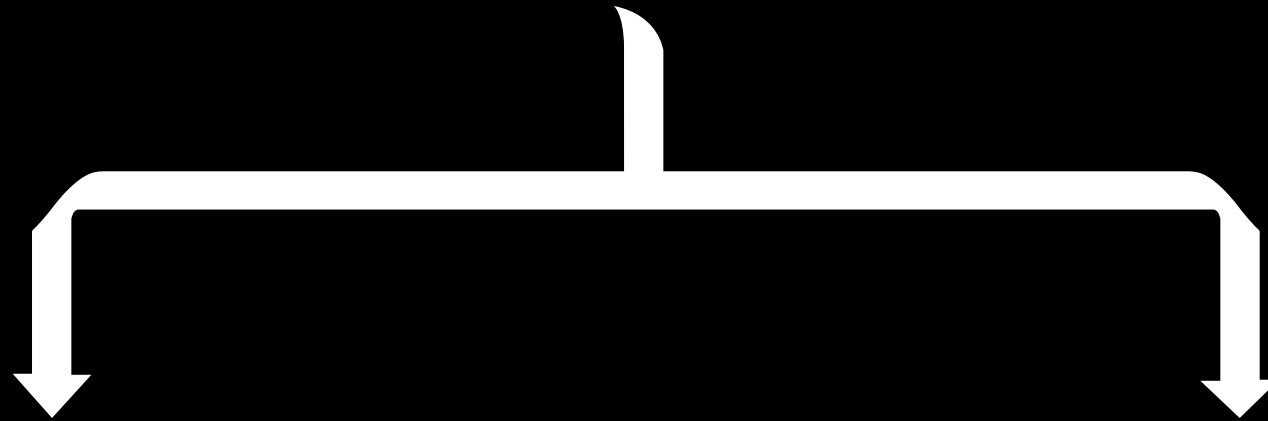
**It brings together appropriate, realistic channels & platforms – that exist or are created – to achieve tasks in ways that are complimentary to these behaviours.**



# PUTTING IT INTO PRACTICE.

## #1

WAYS INSPIRED BY  
**BEHAVIOUR**  
on the part of  
**REAL PEOPLE.**



### USE INSIGHT & ATTITUDES.

Use channels to take a behaviour & make it better, easier, more social.

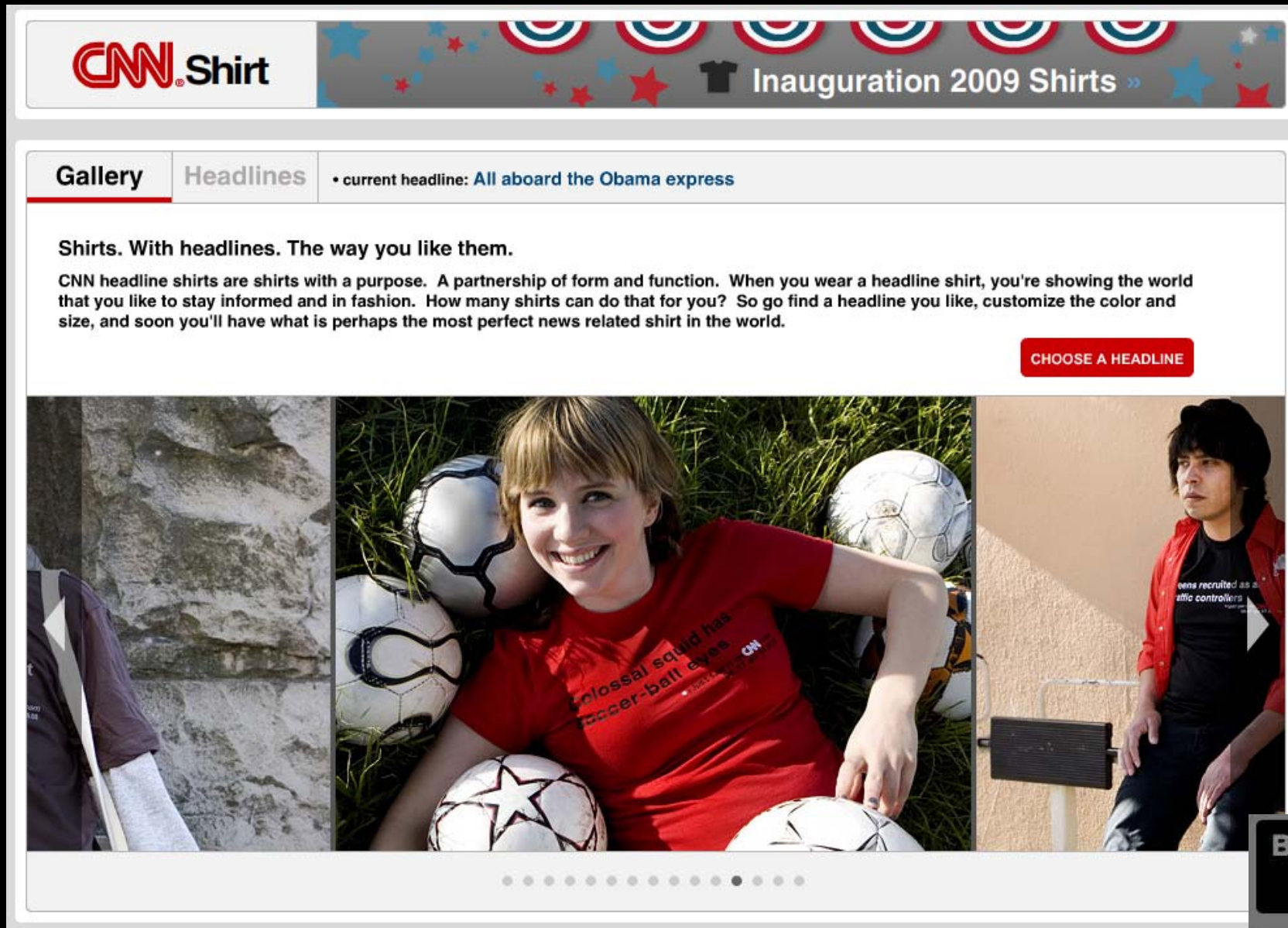
EXAMPLES:  
CNN T-SHIRTS (OLD FAV)  
HEINEKEN STARPLAYER

### USE THEIR DECISION JOURNEY.

Use channels to support a behaviour with useful, timely, helpful connections.

EXAMPLES:  
KERATINOLOGY

# How do you promote a new online video news offering? Use behavioural insights to make something fun and useful.



THE NEWS PEOPLE ARE INTERESTED IN, PLUS THE SOURCE THEY GET IT FROM, DEFINES THEIR IDENTITY.

&

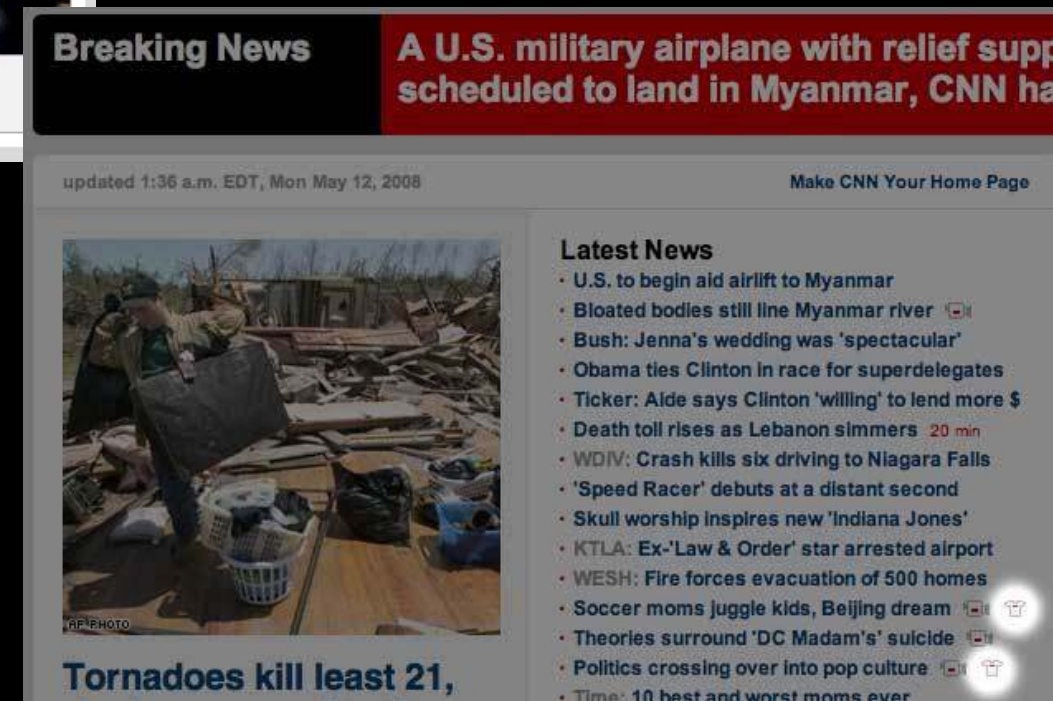
CNN IS KNOWN FOR ITS "SLIGHTLY ODD" HEADLINES WHICH OFTEN GET SHARED ONLINE.

- Soccer moms juggle kids, Beijing dream
- Theories surround 'DC Madam's' suicide
- Politics crossing over into pop culture
- Time: 10 best and worst moms ever
- CNN Wire: Latest updates on top stories

"The premise of our idea was simple. We wanted to add a t-shirt icon next to video-related headlines in the Latest News section of the front page of CNN.com. We made no real mention of the t-shirts other than adding this little icon. We knew that the massive amount of traffic would ensure that a good number of people would click on the icon out of pure curiosity."

"Clicking on the icon would lead them to a custom t-shirt shop, which we created in partnership with Spreadshirt. Here you could purchase a t-shirt with the headline on it. The shirts were emblazoned with the "I just saw it on CNN.com" tagline, along with the date and time of the headline."

JWT





Every brand wants to own football. How do you be part of the passion but not get in the way?  
Take existing behaviour and give something valuable by making it even better.



3 OUT OF 4 PEOPLE WATCHING UEFA CHAMPION'S LEAGUE ARE TWEETING & TEXTING AT THE SAME TIME. LIVE TV EVENTS ARE NOW REAL-TIME SOCIAL EVENTS.

&

SPORTS FANS LIKE TO COMPETE WITH EACH OTHER AND SHARE THEIR EXPERTISE AND PASSION.



“Throughout the game, you're given eight tries to accurately predict whether either team will score within the next 30 seconds. A correct guess wins big points, with the first to take the plunge scoring more highly than those who call it closer to the goal time.”

“Through the app, players can enter themselves into a league with friends. A small button at the bottom of the screen ensures that your friend's scores - updated in real time, of course - can be checked against your own...Facebook Connect functionality enables you to publish your results, and those of your league, to your Facebook wall for bragging and/or shameless mickey-taking.”

JWT



# KERATINOLOGY BY SUNSILK

Salon going consumers represent a highly involved group, proven to invest considerable money in getting their hair to look right.

&

They have a need to maintain the “look” of their treatment for longer and to repair some of the damage done to their hair as a result of their salon processes.



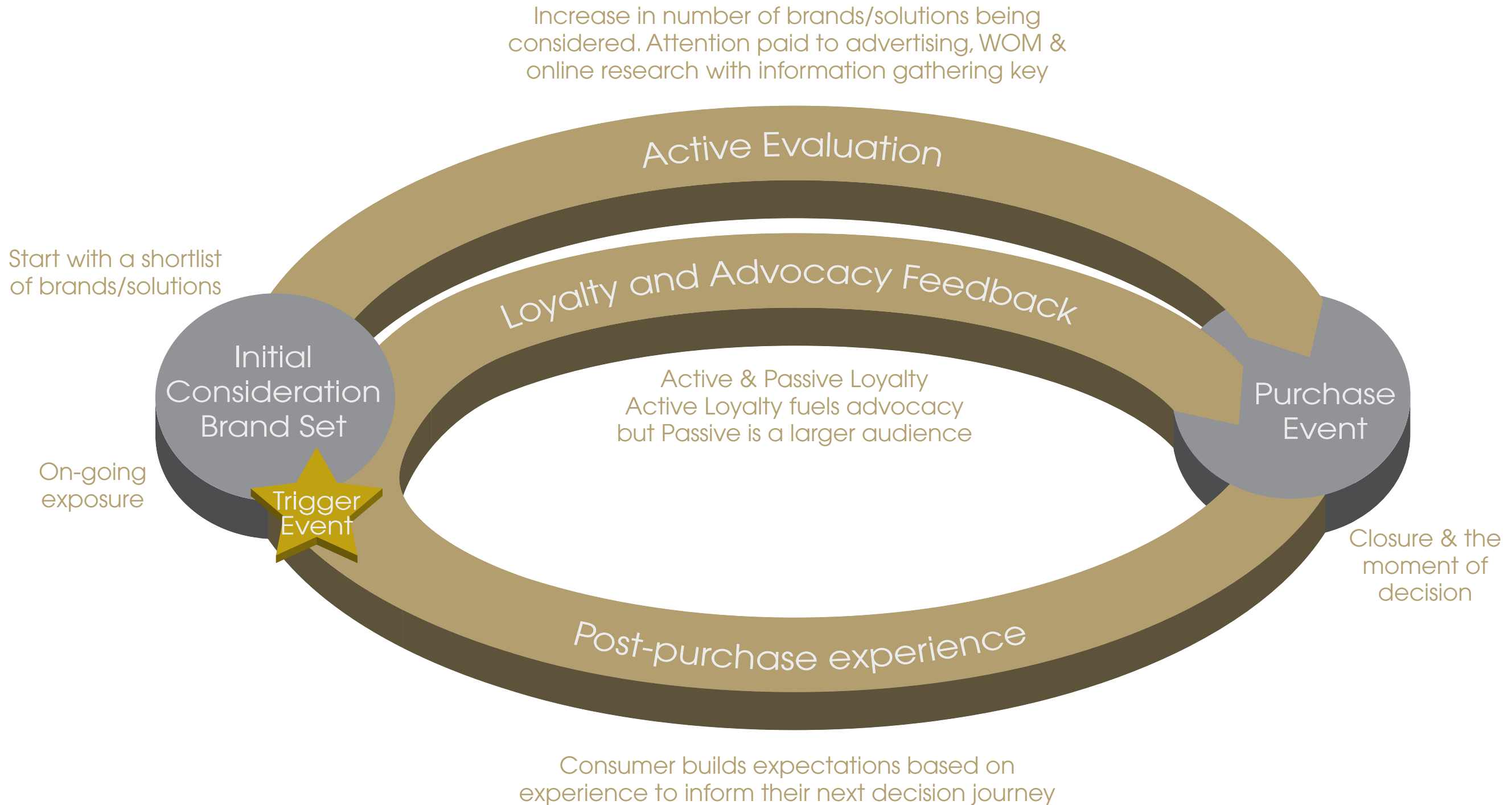
## CAMPAIGN IDEA

The infinite cycle of renewal.

The story of enduring hair beauty from the micro to the macro, ending where we begun.

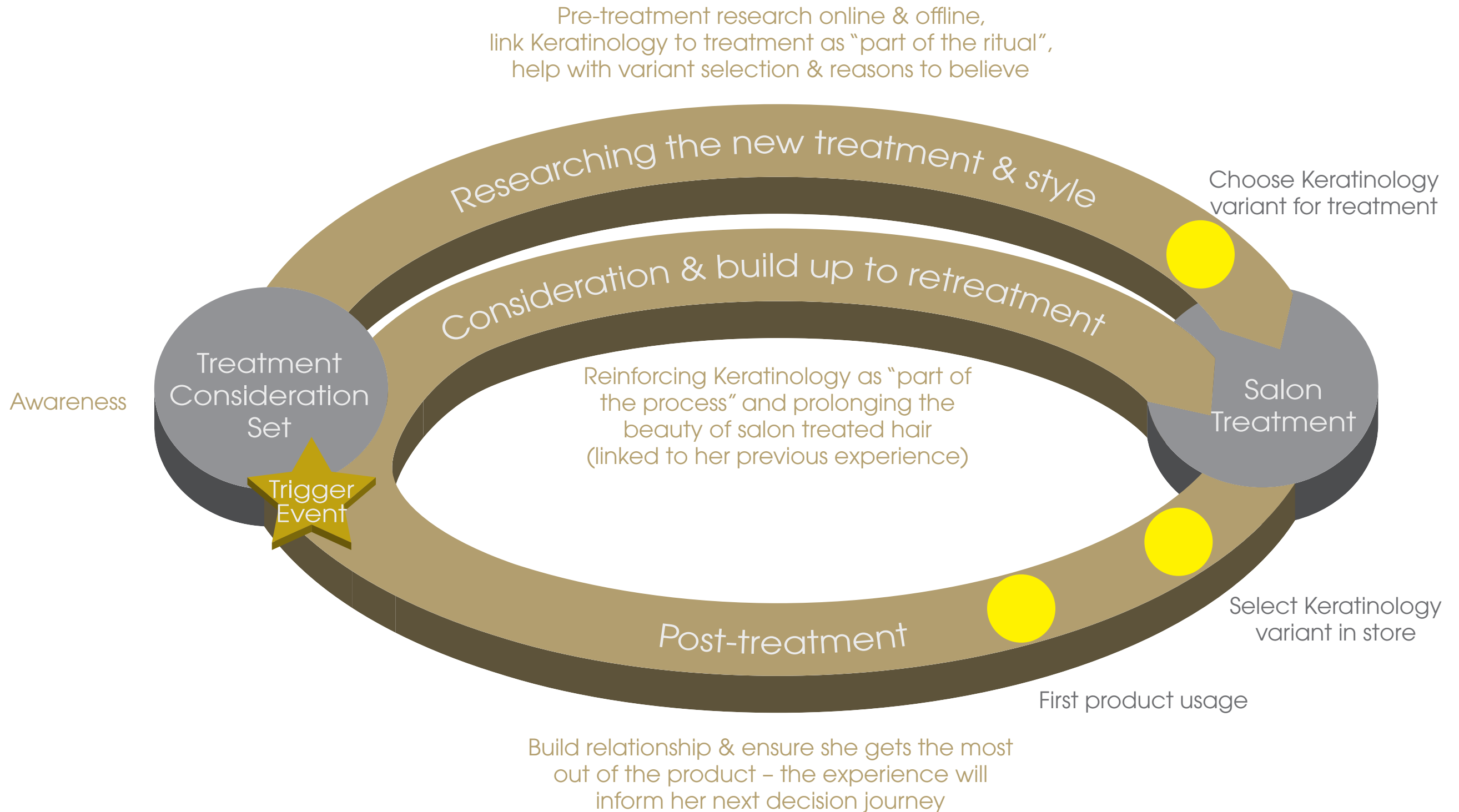


# keratinology DECISION JOURNEY



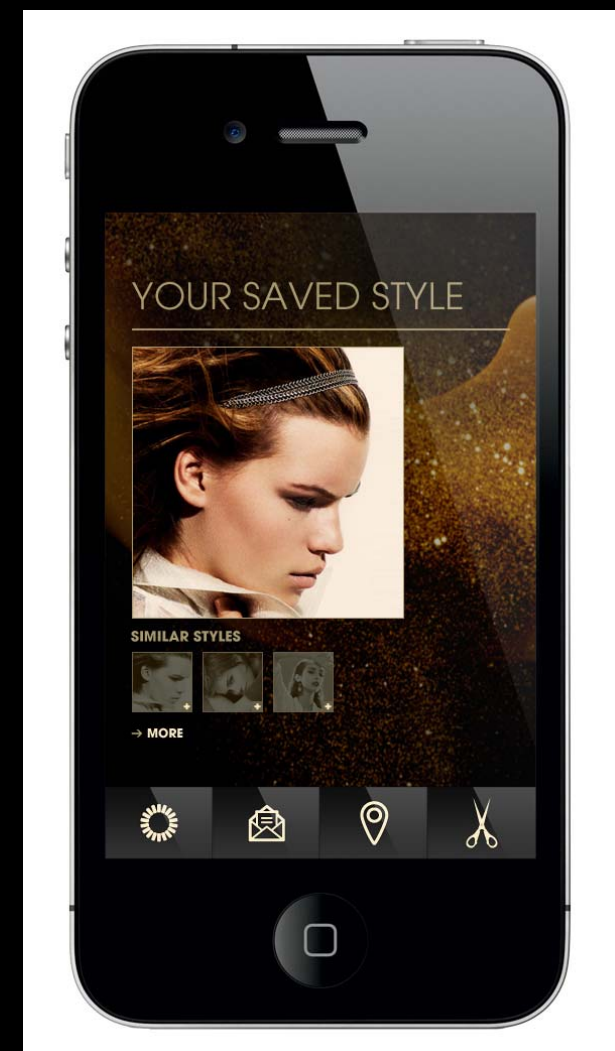
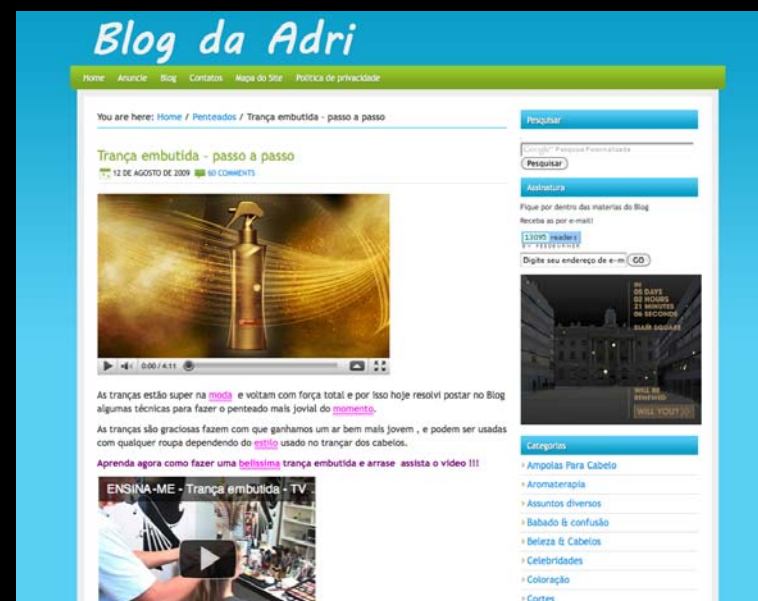
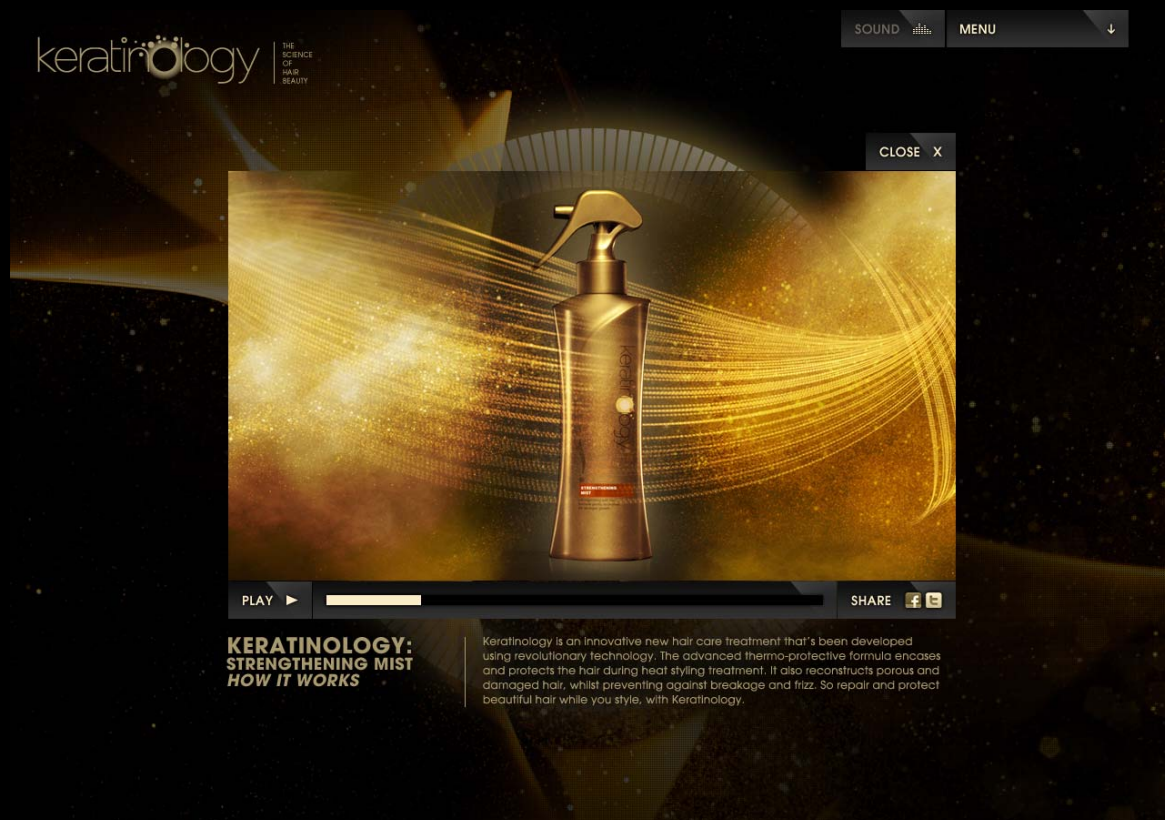


# keratinology DECISION JOURNEY





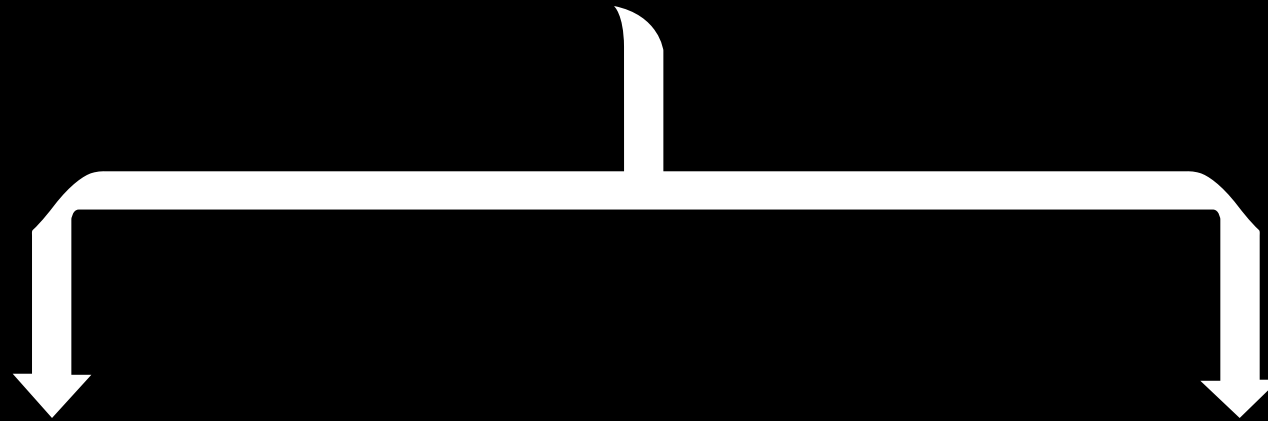
# A seamless journey across events, web & mobile building awareness, stimulating trial and encouraging loyalty & repeat usage.





# PUTTING IT INTO PRACTICE.

## #2 WAYS INSPIRED BY BEHAVIOUR on the part of THE BRAND.



### DEFINE THE ROLE OF DIGITAL.

Use channels to bring brand behaviour to life, achieve business objectives and deliver value to people.

#### ROLES:

...AS A HUB OR ENABLER  
...AS A MULTIPLIER  
...AS THE PHILOSOPHY

### THE PARTICIPATION QUESTION.

Use channels to engage and empower consumers if they want/need it, make the experience easy.

#### EXAMPLES:

PEPSI REFRESH  
KINGSMILL



# DEFINE THE ROLE OF DIGITAL.

“What can digital do for the brand & consumers **that nothing else can?** A connection enabled by technology but **underpinned by earning** the right to **engage people in their space.**”

**Empathy**

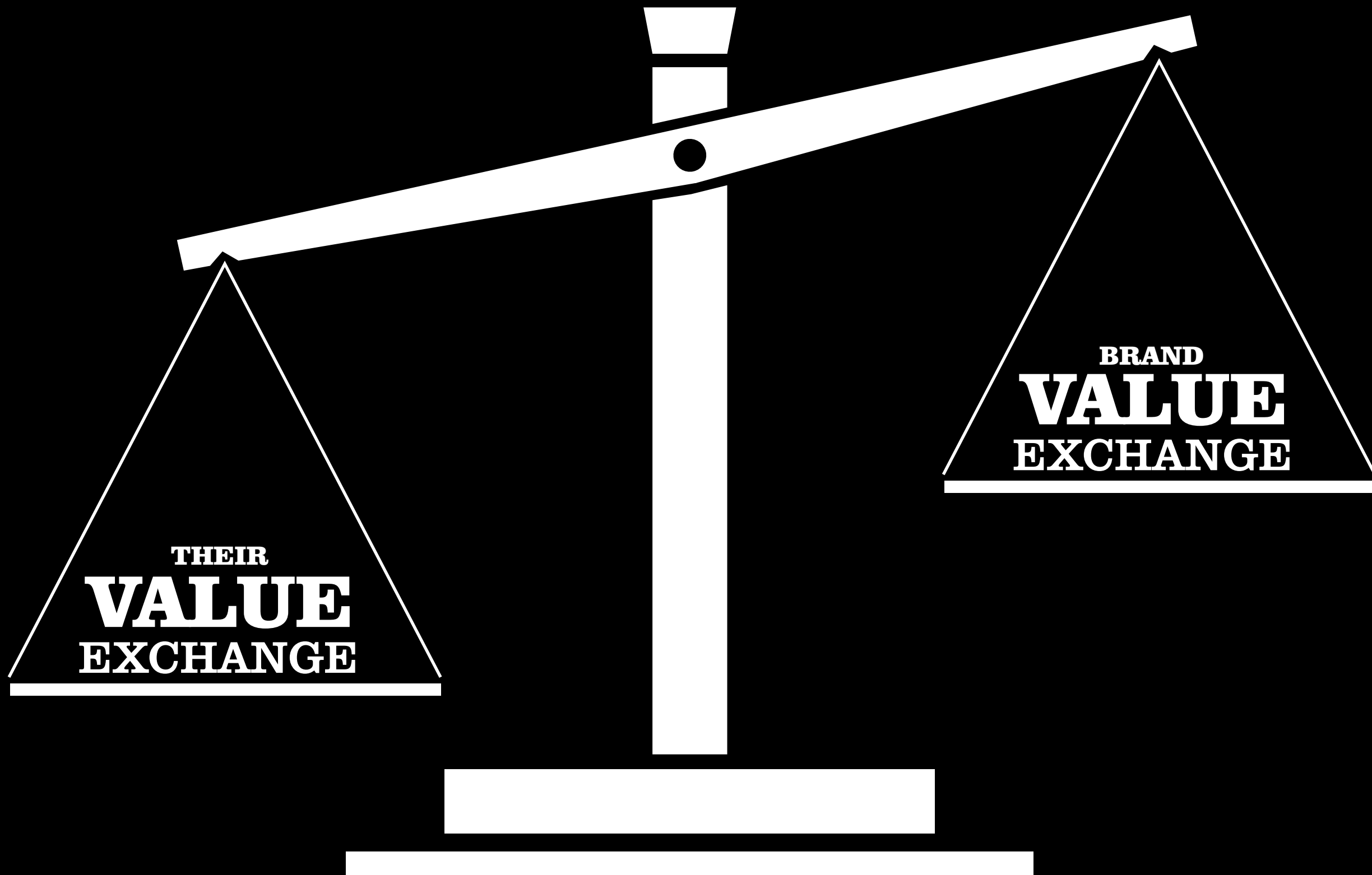
**Permission**

**Appropriate  
Intervention**

**Relevant  
Conversation**

**Reality/Show  
don't tell**

**Positive  
Value Exchange**



# VALUE EXCHANGE begins with asking

**“What is your brand here for, how can it help?”**

**1**

**HAVE A POINT OF VIEW ON THE WORLD/CULTURE  
NOT JUST A POSITION IN A CATEGORY**

**2**

**UNDERSTAND WHAT THE DIFFERENT SEGMENTS  
ARE INTERESTED IN AND WORK BACK**

**3**

**THE FUTURE ISN'T MESSAGING,  
IT IS IDEAS THAT SOLVE BUSINESS PROBLEMS  
IN A CULTURALLY POSITIVE WAY**



# LEVI'S/GET TO WORK.



**Guy Walks Across America**

walkUSA 2 videos

0:13 / 1:54 360p

Like Add to Share

2,869,491

Uploaded by walkUSA on Jul 20, 2010

Mike walks across America from New York to San Francisco. Here's a Google Map of our journey: <http://bit.ly/brNULW>

Produced by Conscious Minds

2,848 views, about 1 day 10 hours

- Grabbed some Philly Cheese Steaks! Dinner at Famous Gino's in Philly!
- Measuring the shot! Here's a picture of the crew shooting on a side street some where in-between New York and Philly... Beautiful Victorian Houses were everywhere!
- Baltimore! Snap shot of these classic benches all throughout Baltimore... Little shaky cause we were driving by... Below is a picture of me (the producer) in burning hot Baltimore!
- Mojo! Memorial Photos This is the set-up! One focus model, camera on tripod, director with the iPad to make sure the frame is right!
- Beginning at the Brooklyn Bridge! Benji, our tape measure/assistant cameraman, filmed a little into spirit underneath the Brooklyn Bridge...
- Picture of our 1st RV in New York 1st of 3 RV's we had on the trip... two broke down!
- Behind the Scenes at Lincoln Memorial! Little look into the planning of these complicated stop-motion shots. We basically used a giant projector to tape a curved corner in order to create the cool 180 effect you see in the video...
- Switching RV's! The truck shop we swapped out the 2nd RV at... This was in Virginia and the shop owner/mechanic were super nice. We finally got a working RV that lasted the rest of the trip!
- Hittin' the Country! Benji going crazy on top of the RV while country folk think we're lunatics from the city...
- WHEAT! This is what we saw for miles....
- Designated Driver! Brian our Designated Driver for the entire trip! Let's just say it was a little early in the morning...
- The Bear!

**SHAPE WHAT'S TO COME**

HOME / GET INVOLVED / DISCUSSIONS / GOODIES / THOUGHT COLLAGE / JOURNALS

TURN YOUR PASSION INTO A LIFESTYLE JOIN US >

WHAT'S YOUR PASSION?

- ART & MEDIA
- FASHION
- SOCIAL CHANGE
- MUSIC

LATEST VIDEO SEE AL >

Levi's Shape What's to Come: Brett Anderson from The Donnas

MEET OUR AMBASSADORS

Successful women who lead by example. They guide our discussions, answer our questions, and are here to help us pursue our passions.

- Kristin Knox Fashion: Style Sorting
- Tammy Tibbets New York City Social Change: Education
- Bonita Music: Music
- Daisy May New York City Art & Media: Animation

SHOW MORE AMBASSADORS

LA Stylin' Posted Tuesday May 24, 2011

Last night I had the pleasure of hanging out with SWTC Ambassador, Daisy May Edwards, who came out to the West Coast for the screening of Alex Shapiro's film Outside In: The Story of Art in the Streets. Daisy was awesome during her Q&A session with Alex after the film. She was also killing the perfect Levi's ensemble! Everyone was asking...

Read Full Post

Previous posts

- Plaid About You
- Inside the Studio
- Social Change: Sarah Elizabeth Ippel
- Social Change: Sarah Elizabeth Ippel

A LIVING EXPLORATION OF GOALS AND PASSIONS ON A GLOBAL SCALE. > VIEW IN SPIRALS IN ACTION

**Levi's**

60F MACHINE WASH COLD WITH LIKE COLORS

TUMBLE DRY MEDIUM

WARM IRON IF NEEDED

DONATE TO GOODWILL\* WHEN NO LONGER NEEDED AND CARE FOR OUR PLANET

"After a tough decade, one of the world's most famous brands has pressed the reset button, returning to its pioneering roots and pitching a new definition of what it means to work. Equal parts elbow grease and empowerment, Levi's prolific new strategy incorporates CSR initiatives, an overhaul of the women's range, and a focus on digital communication as the most effective way of creating meaningful campaigns."

Contagous 24



# THE PARTICIPATION QUESTION.

## IS YOUR BRAND A PARTICIPATION BRAND? REALLY?

### WHAT TYPE OF PARTICIPATION? UTILITY?

high involvement

#### **Frustration**

Brand can make  
things simpler

Finance  
Mint

#### **Aspiration**

Brands can inspire

Sports  
Nike+

low involvement

#### **Irritation**

Brands can make  
things easier

Toilet paper  
Charmin Sit or Squat

#### **Fun**

Brands make  
things more fun

Drinks  
Smirnoff Nightlife Exchange

negative motivation

positive motivation

Do we really need  
ANOTHER APP?

JWT

Source: ingmar de lange / mountview

# THE PARTICIPATION QUESTION. IS YOUR BRAND A PARTICIPATION BRAND? REALLY?

## WHAT TYPE OF PARTICIPATION?



### MASS?

Easy, relevant & brand related. A significant number of people will get involved & complete the process/action. Every interaction has a direct business effect on the person interacting.

### MASS EXPOSURE?

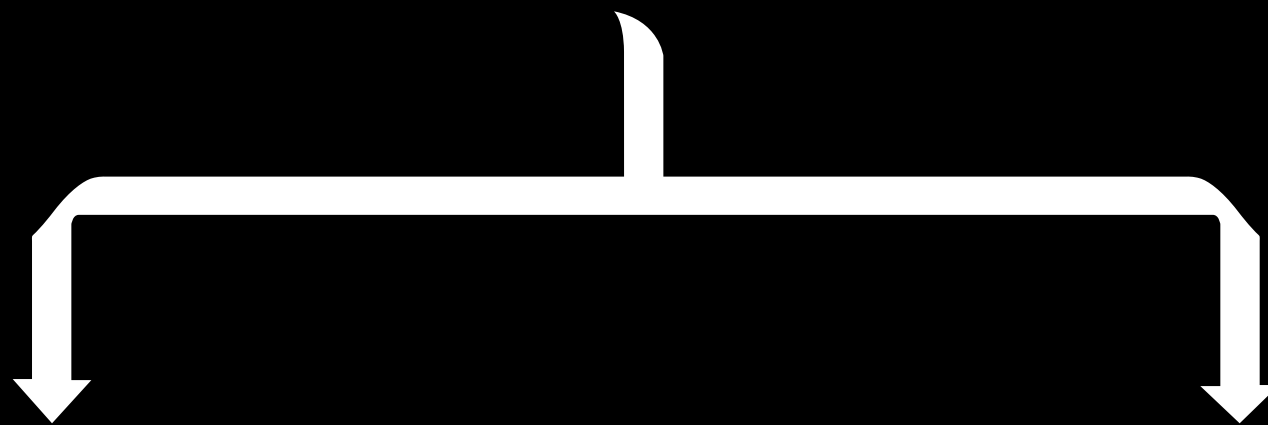
Fewer participants but what they produce or achieve is of greater public interest & spreads. Their participation & interactions have a direct business effect on people exposed to their outputs.



# THE PARTICIPATION QUESTION.

## IS YOUR BRAND A PARTICIPATION BRAND? REALLY?

**RECOGNISE...**



**...THE LIMITS OF  
EFFECTIVENESS.**

**EXAMPLE:  
PEPSI REFRESH**

**...THE LIMITS  
OF REALITY.**

**EXAMPLE:  
KINGSMILL**

# PEPSI REFRESH.

In 2010 instead of advertising during the Super Bowl Pepsi spent \$20 million on a social media campaign called The Pepsi Refresh Project.

More people have voted for projects pitched to Pepsi Refresh than voted for the last U.S. president. It is still the best-known online charitable giving program recognized by a third of consumers, according to WSJ and has become a benchmark for modern, socially enabled CSR campaigns.

## BUT...

**5% decline** Pepsi market share

**5% decline** in Diet Pepsi market share

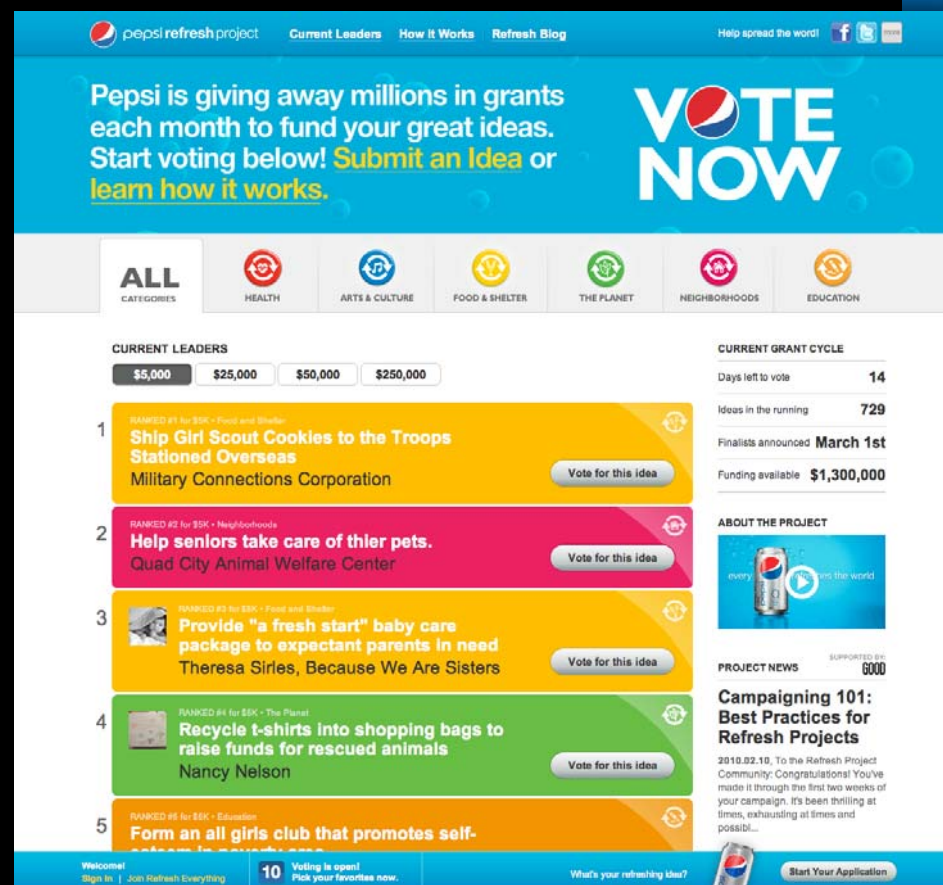
**Loss of half a billion dollars** worth of sales.

**Pepsi loses its number two spot** as the biggest cola brand in the US to Diet Coke...

## PEPSI'S VP MARKETING RALPH SANTANA...

“The key learning for us was that in addition to having a cultural idea that taps into a mass sensibility, you need to make sure that your idea is getting enough exposure to be successful.” Or as John Sicher, the editor of Beverage Digest, more plainly put it: Pepsi needs “more product-oriented advertising and marketing”.

JWT






# KINGSMILL CONFESSIONS.



Share your confessions...

GO ON, OWN UP! >



**Confession of the month**  
We loved this confession from Sam:

*"My girlfriend thinks I've been a vegetarian for two years but I can't resist my best friend's bacon sandwiches whenever I visit at the weekend"*

**It's time to confess all**  
Here's your chance to get your confession off your chest and even pass it onto your friends. We love the confessions we receive and may even pick the best ones to feature on our packs.

So why not share your confessions now?

Max: 150 characters

Tell us your confession here...

Whilst Kingsmill welcomes all confessions we would remind confessions that Kingsmill is a family-friendly site and anything that is deemed offensive will be deleted from the website.

POST YOUR CONFESSION >

YouTube

Kingsmill Confessions - Julian

KingsmillConfessions 9 videos ▾ Subscribe



0:06 / 0:36 360p

Like Add to ▾ Share Embed 1,835

KingsmillConfessions | September 09, 2009 | 2 likes, 3 dislikes  
Julian Confessions - Julian

Highest Rated Comments

Why would you even run a campaign like this?

ifedthehorse 1 year ago 3

"You want me to make and upload a video of me confessing about the last-time I stole a sandwich? WTF?"

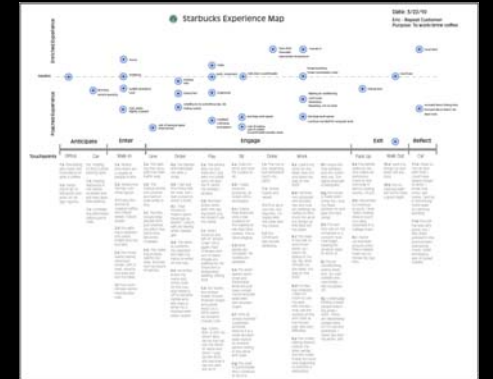
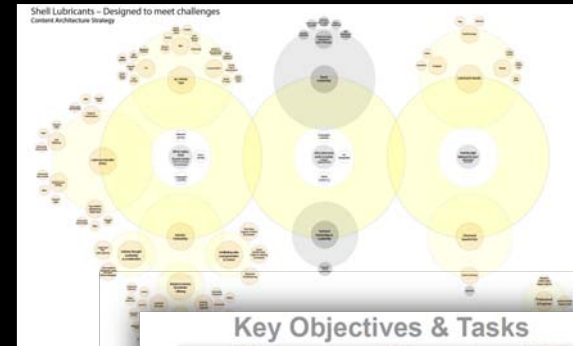
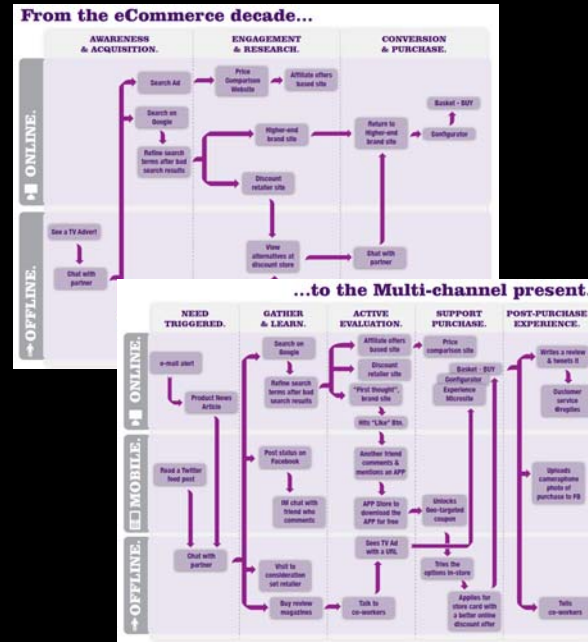


# PUTTING IT INTO PRACTICE.

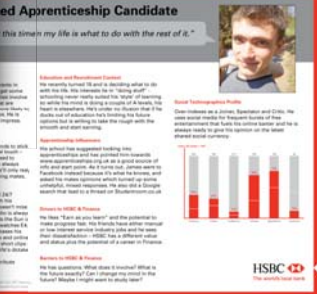
## #3 WAYS WE CAN UNDERSTAND & PLAN THE EXPERIENCE:



Personas & Scenario Analysis



Experience Mapping



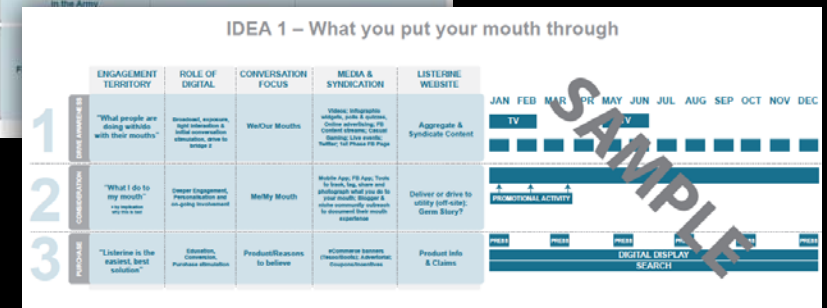
Competitor, Peer & Lateral Analysis



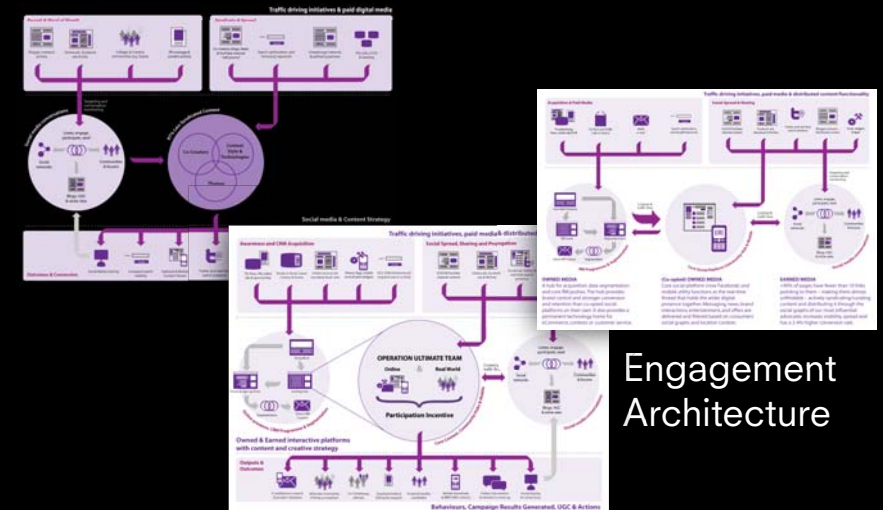
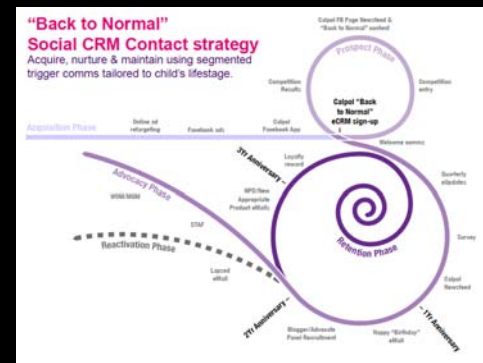
Multichannel User Journeys



Engagement Territories & Content/Functionality Architecture



Customer Lifecycles



Engagement Architecture



# Ewan, Car Driver

*"As a driver for work and pleasure I want the right oil so that it keeps the car (and me) running flawlessly"*

Age: 40 Location: Norwich, UK

## Personal Profile

- Married with two girls in their tweens.
- He moved as far out of town as possible to gain space & access to schools without the daily commute to work as a Insurance Broker becoming too unbearable.
- He drives everywhere – for work, for family, for enjoyment on weekend days out and even the odd trip to football with friends – he clocks up the miles

## Digital & Media Usage

- Uses web for online research, shopping online, or occasionally writing up reviews for the local footy team's weekend's games.
- Reads online news at work during lunch, watches short online videos sent by friends
- Mobile usage is work driven he uses a Blackberry Bold while he has a personal Nokia N95 that is no longer in contract but he hasn't got around to upgrading it yet
- Kids and wife use the internet all the time, so he feels he can rarely get on the computer at home.

## Digital Opportunities

- E-mail is important as a hub communications tool, his personal mobile is primarily a phone (and alarm clock)
- Interested in content that can be talked about and even used socially (in real world conversations)
- Activity must be seen as a useful, usable and delightful application of time (in that order)



## Lubricant Context: His Car, functional but with an edge

- His car was chosen primarily for functional reasons but is still an expression of his personality
- He knows that if his car has a problem then it will have an annoying effect on his life but his motivation is not all about avoiding the negative – when his car has been serviced and is "on peak form" its performance is boosted and so is his.
- "Tinkering" is part of his practical nature but he also "gets a bit of peace" while he is doing it.
- He enjoys aspects of basic car maintenance – it is driven by the sense of control and achievement it gives – but he doesn't always have the time.
- These days he doesn't always have the complete confidence to do as much of the maintenance as he would like – while he has always taken care of the basics (oil, fluids, tire pressures etc) his cars have got progressively more complicated.

## Attitude to Lubricants/Changing Oil

- He knows oil ensures that the engine will not be damaged by friction, it helps to protect the value of the car and prolongs its lifespan. "Without motor oil, the car wouldn't function."
- While changing the oil "has to be done", after doing it he feels that the car performs better, even if there is no dramatic evidence
- With his latest car he had to get some advice about how best to change the oil from the mechanic when he took it for its first service.
- He wishes it wasn't so messy especially when he has to clean up his drive afterwards.
- He is uncertain about the details and merits of synthetics and primarily wants to use "the right oil" for his car which will not cause any problems.



## Social Technographics Profile

He is above index as a Joiner, Spectator and a Critic. He is averagely active in social networks (with a functional or communications driving factor), above average in time spent consuming content (including video) but is willing to post ratings, comments or simple contributions on the content that interests him.

Index (All adults = 100)



## Site Needs & Opportunities

- Help him feel that he is getting the best, that Helix will give his car and him a bit of an edge
- Provide Reassurance and boost his confidence
- Communicate satisfaction and independence of DIY – being in charge and in control – but also help with guidance and tips to make it easier and less risky
- Provide quick, clear answers in language he can understand and even explain to other people



model:

# Scenario Analysis

**Person:** Jane Roland, Hiker, 28  
Seattle, member of Seattle Hikers Club

## Scenario, anticipation and motivation

### Scenario

Jane is a part of the Seattle Hikers planning committee, organizing a two week trip in the Canadian Rockies this summer (in 8 months time). She is responsible for recommending the right equipment to the group and bulk ordering it for great offers. So her focus is on both good advice, and good prizes.

### Additional information

- Jane is a seasoned organizer, but this is the first time she is responsible for a hiking trip.

### Opportunities

- The scenario represents a "group purchase" opportunity.  
- How do we accommodate both planning and trip?

### Areas of interest

Red markers highlight the areas of the scenario where a service can create value.

Project: NAME  
Client: NAME

Original model by Kristin Halvorsen Objectware AS and Helge Tenno Screenplay  
www.objectware.no / www.180360720.no

Arrow Indicating parts of the Scenario repeating itself

| Activity<br>Divide the scenario into activities.                          | Gathering information and inspiration  | Setting up list of recommendations  | Sending recommendations to group and receiving orders.   | Purchasing equipment   | Final preparations  | Trip  | After the trip<br>Reflection and sharing memories   |
|---|--|---|--|--|---|---|---|
| <b>Scenario</b><br>Short text describing the activity.                    | Jane visits retailers both online and in real life. She talks to the shop assistants, and tries to gather as much info and advice as possible. | Jane organizes and filters all the information. She creates a list of equipment to be sent to the group.                                | Jane sends the list to the group and receives all the orders and, more questions.  | Jane collects all the orders and send them to the retailer.  | The last planning stages of the trip. The planning and preparations last late into the night the day before departure from Seattle. | Experiencing the wilderness and using the equipment.  | Organizing a nice evening about a month after the event, sharing photographs, memories and stories.   |
| <b>Need / Incentive</b><br>What is the customers' goal / need?            | - Have I thought of everything?<br>- Am I making the right choices?  | - Prize/quality/need?<br>- Do different people need different stuff?  | - A huge task that can be simpler with the right services.<br>- A lot of money is involved and the whole process is extremely sensitive. | Jane needs to make sure everybody has replied and has ordered their needed equipment. Send the order to the shop and distributes the equipm. | Jane needs to make sure everybody is all set, and assist in any last minute purchases.  | - Great experiences.<br>- The equipment is needed and provides great value.                                   | Remembering all the good stuff, recognizing the success and igniting a spark to do this again SOON... |
| <b>Challenges / opp.</b><br>Special challenges and opportunities.         | This activity is a team effort, the shop can become an important part of Jane's team.  | This is a complex task. Requiring knowledge of both the group and the trip. She has to make sure the list is simple and understandable. | Help Jane avoid the pitfalls. There is knowledge available giving us an opportunity of increased purchases and happier customers.        | Make sure the process runs as smoothly and pleasantly as possible.   | Help people get ready as soon as possible, to avoid any 3am run to a closed shop, and a bad start to the trip.                      | Extra services facilitating the activities and providing additional value.                                    | "Facilitate" the memories. Help people share and have something to like about.                        |
| <b>Descriptive Keywords</b>   | Expertise, Reassurance.  | Organize, Quality   | Incentives, needs and desires  | Service, helping hand  | Control   | The experience  | Memories  |
| <b>Actions and operations</b>   | Gathering information on trip  | - Set up list of products and gather prices   | - Sending equipment list to group.   | Gathers all the orders from e-mail account   | - Checking that everyone has gotten everything on their list, and not missing anything.   | - Hiking<br>- Camping<br>- Cooking<br>- Hunting<br>- Scenery<br>- Lost<br>- Tired<br>- Setting up Camp<br>... | Going through all the images  |
| - The main blocks represent the actions being performed in this activity. | Visit retailers  | - Create list   | Helping people with questions and recommendations.   | Creates list   | - Calling<br>- Cross checking lists<br>- Cross checking cross checked list  |   | - Uploading image<br>- Sorting<br>- Publishing<br>- Spread the word                                   |
| - The indented boxes represent the operations making up the action.       | - Ask for help and advice regarding trip, weather, climate and equipment.  | - Contacts retailer for deals.<br>- Cross check retailers offers.<br>- Set of bidding war? :o)  | - Gathering questions, forwarding them to retailers for expertise answers.   | - Sorts list   | Discovering something is missing  | - Learning  | Meeting up for a drink  |
|   | - Ask for additional expertise advice and information  | - Decide on the best deals and add them to the list.  | - replying and checking for answer relevance.  | - checks for final deals.  | - Calling someone else to see if they can have the stuff missing and can bring it instead.  |   | - Sharing stories<br>- Sharing images<br>- Laughing<br>- Planning the next trip                       |
|   | Get an overview  | - cross check list with experts and online expertise  | - receiving orders via e-mail.   | Sends purchase orders to retailer  |   |   |   |
|   | Going through all the expertise advice and gathering a perspective on the situation.   | - Send list to participants   |  |  |   |   |   |
|   |  | - Edit recommendations for participants individually.<br>- Send as e-mail.  |  |  |   |   |   |
| <b>Output</b><br>What is the tangible result of this activity.            | - A "map" featuring all knowledge and recommendations for the trip.  | - List of recommended equipment.  | - list of orders   | - purchase list  | - checked list and confidence   | Great experiences and few unplanned problems.   | - Own memories<br>- Others shared memories  |
| <b>Comment(s)</b>   | - Uncertain if this output is tangible.<br>- Is this process more collaborative?   | ...   | ..   | ...  | ...   | ...   | - To what extent can this experience be longer lasting and digital?                                   |

IMAGE BY XAC ON FLICKR.COM

IMAGE BY OLIVIER ON FLICKR.COM

IMAGE BY XAC ON FLICKR.COM



ONLINE.

MOBILE.

OFFLINE.

## NEED TRIGGERED.

e-mail alert

Product News  
Article

Read a Twitter  
feed post

Chat with  
partner

## GATHER & LEARN.

Search on  
Google

Refine search  
terms after bad  
search results

Post status on  
Facebook

IM chat with  
friend who  
comments

Visit to  
consideration  
set retailer

Buy review  
magazines

## ACTIVE EVALUATION.

Affiliate offers  
based site

Discount  
retailer site

"First thought",  
brand site

Hits "Like" Btn.

Another friend  
comments &  
mentions an APP

APP Store to  
download the  
APP for free

Sees TV Ad  
with a URL

Talk to  
co-workers

## SUPPORT PURCHASE.

Price  
comparison site

Basket - BUY

Configurator  
Experience  
Microsite

Unlocks  
Geo-targeted  
coupon

Tries the  
options In-store

Applies for  
store card with  
a better online  
discount offer

## POST-PURCHASE EXPERIENCE.

Writes a review  
& tweets It

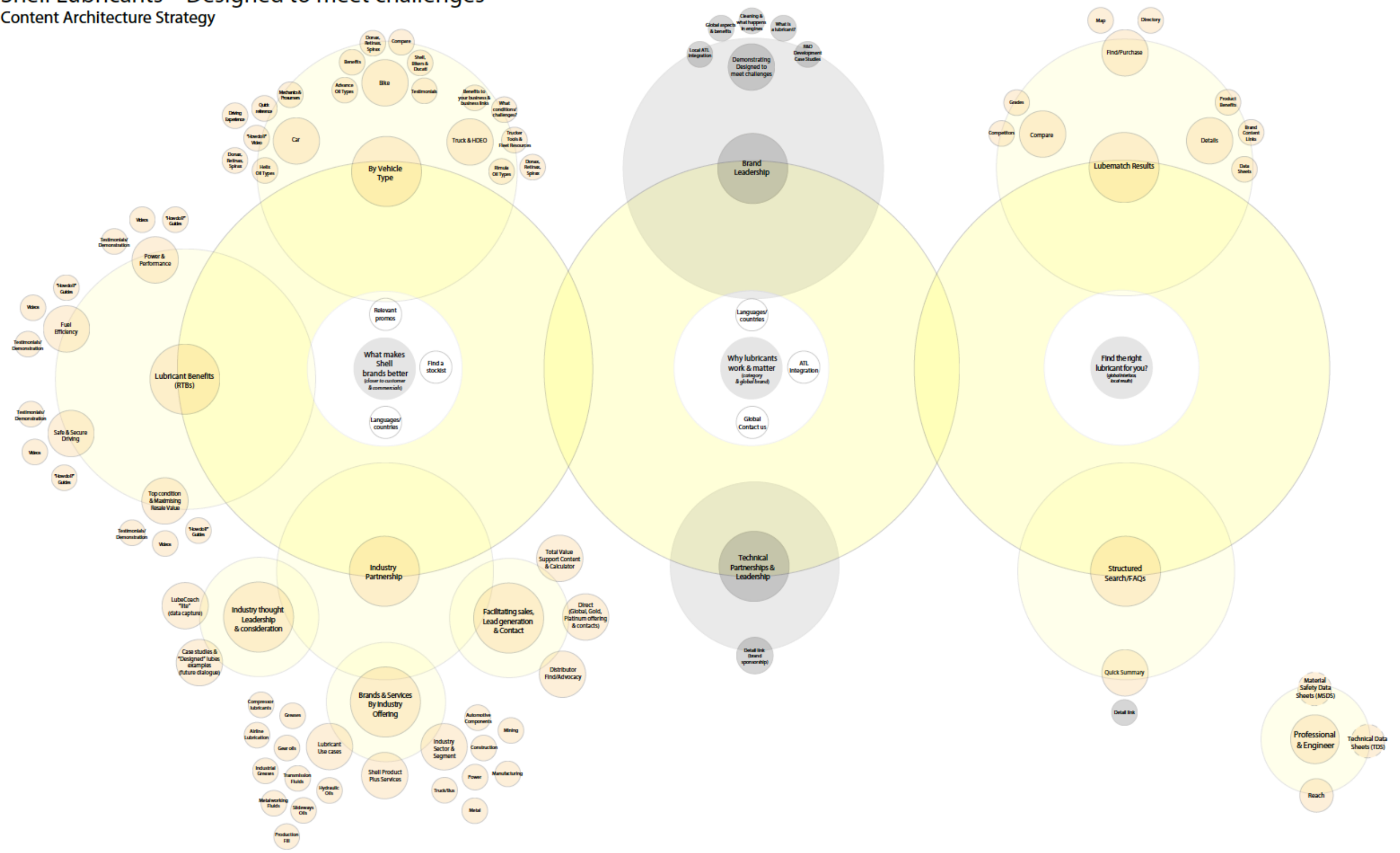
Customer  
service  
@replies

Uploads  
cameraphone  
photo of  
purchase to FB

Tells  
co-workers

Shell Lubricants – Designed to meet challenges

Content Architecture Strategy



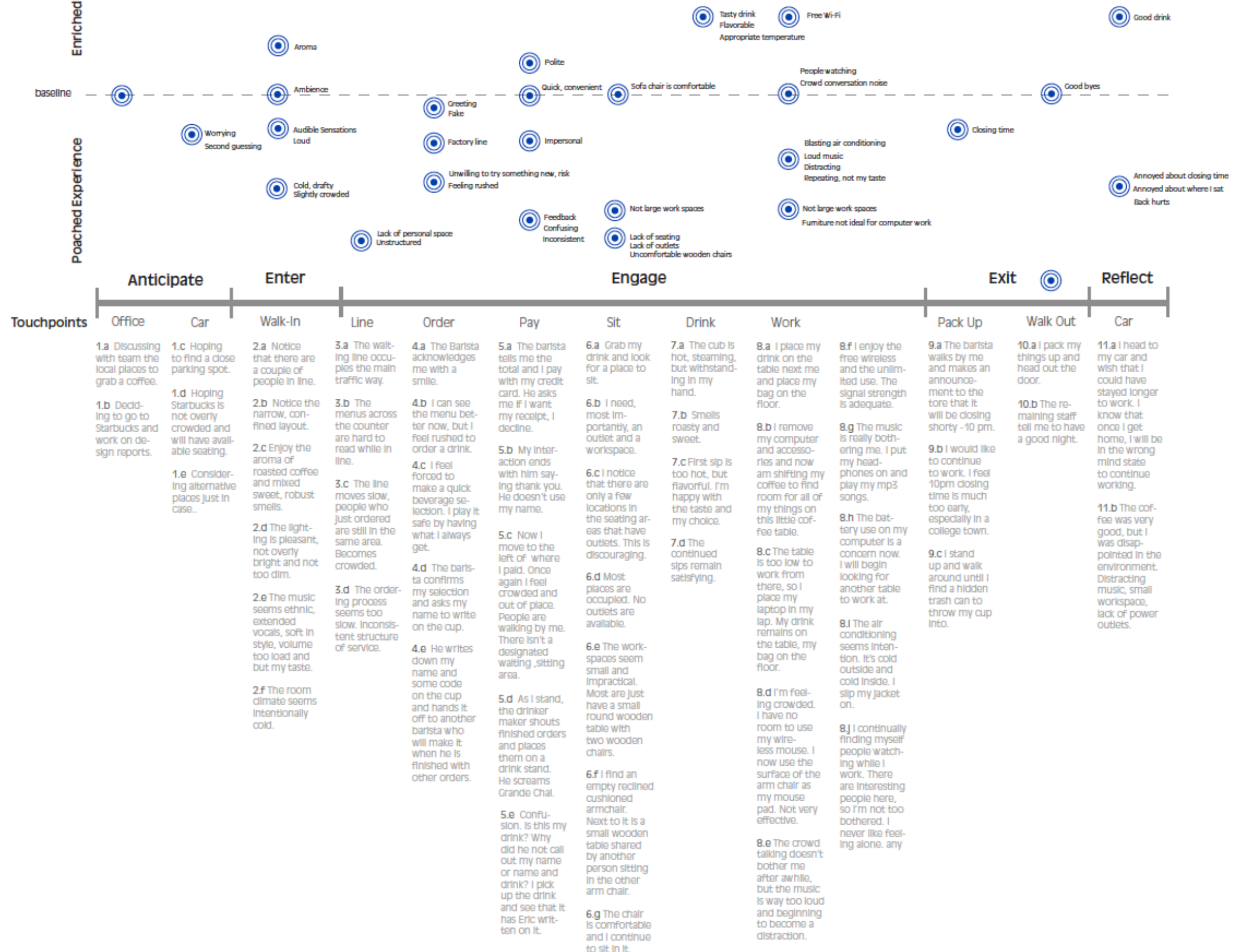


# Starbucks Experience Map

Date: 3/22/10

Eric - Repeat Customer

Purpose: To work/drink coffee

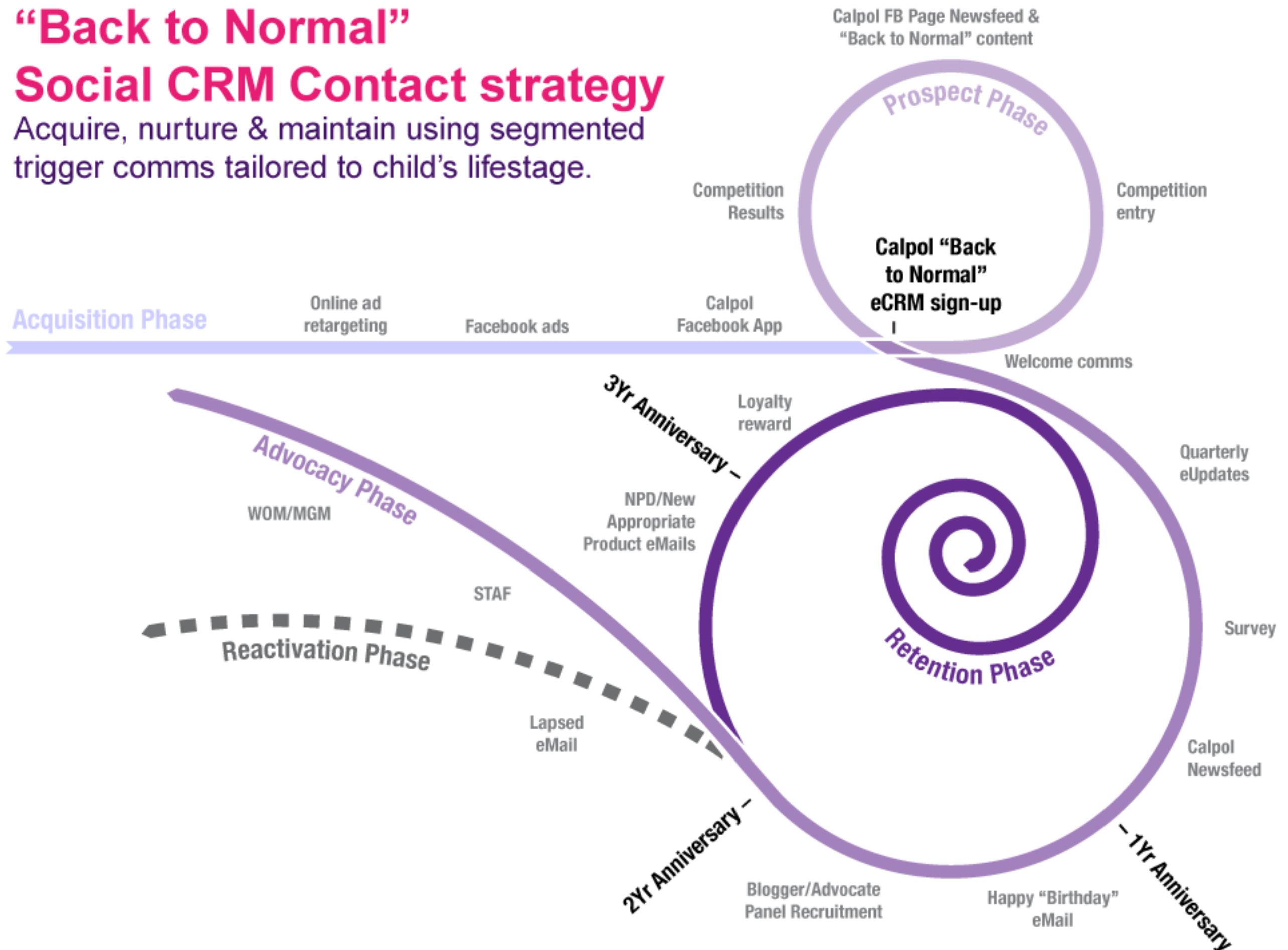




# “Back to Normal”

## Social CRM Contact strategy

Acquire, nurture & maintain using segmented trigger comms tailored to child's lifestage.



# ENGAGEMENT ARCHITECTURE.

**Combining channels together to  
form an experience journey.**

**Looking at channels, content &  
technology based on their role &  
what they deliver.**

# 3 BLOCKS...

# 3 QUESTIONS...

**#1** How do we get people's attention & encourage them to share the experience?

---

**#2** What is the value-exchange, content, functionality or key platforms?

---

**#3** What actions & behaviours do we achieve?



# SUNSILK ENGAGEMENT ARCHITECTURE.

Positive value exchange & social currency delivered through distributed collaborative platforms using data to personalise & reward based on attitudes & behaviour.

## EXPOSURE & SPREAD.

Traffic driving, paid digital media, distributed content & functionality.

Acquisition & Awareness

Spread & Share

## INTERACTIVE PLATFORMS & CONTENT.

Owned & Earned interactive platforms with content and creative strategy.

Brand Site & RM Programme

Core social platforms, community hub, content strategy & mobile

Social Conversations & Listening

## OUTCOMES & CONVERSION.

Behaviours, Campaign Results Generated, UGC & Actions.

Outcomes & Conversion

#### Awareness and Acquisition (Paid)

##### **PAID MEDIA**

Use paid for media opportunities and partnerships to stimulate initial awareness and exposure for our activity and idea. Drive participation via calls to action based on promoting positive value exchange and giving people something to join and engage.

#### Traffic driving initiatives, paid media & distributed content/functionality

#### Social Spread and Sharing (Earned)

##### **EARNED MEDIA**

Know the micro-communities and influencers, understand their desires and interests and then give them content and the tools to share the brand experiences. Create ideas that are good enough to share, optimise our assets for networks, and enable and encourage participation and consumer creativity.

# EXPOSURE & SPREAD.

### Awareness and Acquisition (Paid)

#### PAID MEDIA

Use paid for media opportunities and partnerships to stimulate initial awareness and exposure for our activity and idea. Drive participation via calls to action based on promoting positive value exchange and giving people something to join and engage.

### Traffic driving initiatives, paid media & distributed content/functionality

### Social Spread and Sharing (Earned)

#### EARNED MEDIA

Know the micro-communities and influencers, understand their desires and interests and then give them content and the tools to share the brand experiences. Create ideas that are good enough to share, optimise our assets for networks, and enable and encourage participation and consumer creativity.

#### OWNED MEDIA

A hub for acquisition, expertise resources and core RM pushes. The hub provides brand control and stronger conversion and retention than co-opted social platforms on their own. It also provides a permanent technology home for brand information, contests or queries.

Brand Site & RM Programme

#### OWNED MEDIA & EARNED MEDIA

Core social platforms (now Facebook) and mobile utility function as the real-time thread that holds the wider digital presence together. Messaging, news, brand interactions, entertainment, and offers are delivered and filtered based on consumers' preferences, social graphs and location.

Engagement Territories

#### EARNED MEDIA

+90% of pages have fewer than 10 links pointing to them – making them almost unfindable – actively syndicating/curating content and distributing it through the social graphs of our most influential advocates increases visibility, spread and has a 2-4% higher conversion rate.

Social network conversations

# INTERACTIVE PLATFORMS & CONTENT.

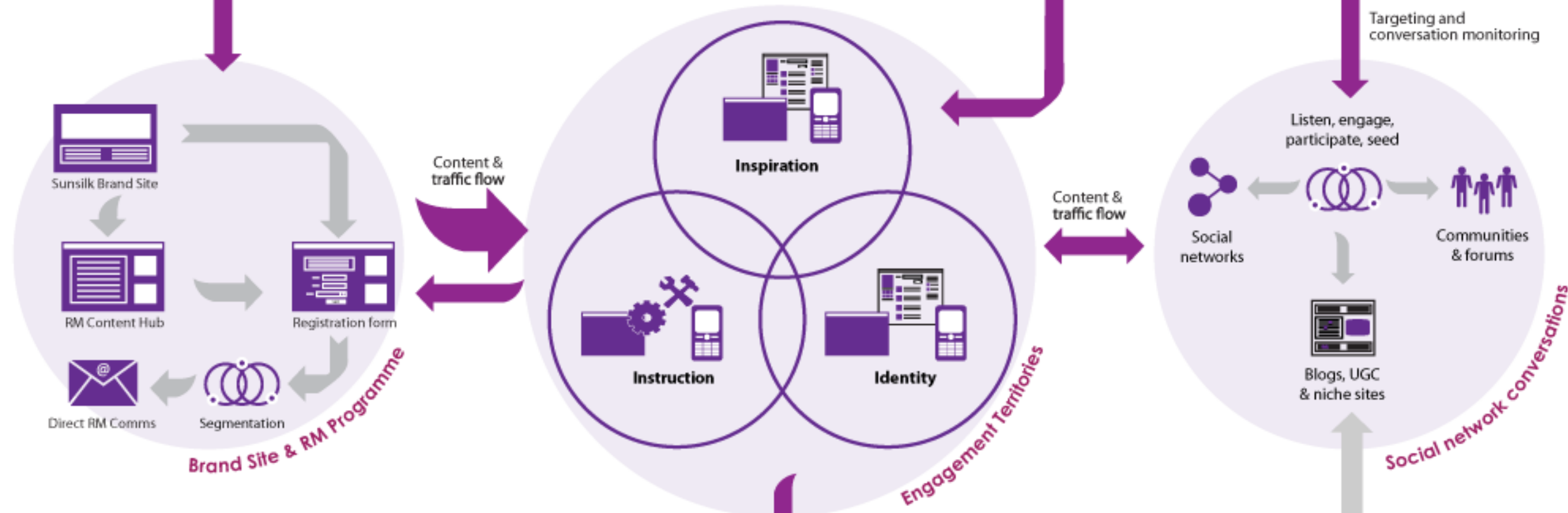


## Traffic driving initiatives, paid media & distributed content/functionality

### Awareness and Acquisition (Paid)



### Social Spread and Sharing (Earned)



## Owned & Earned interactive platforms

### Outcomes & Conversion



## Behaviours, Campaign Results Generated, UGC & Actions

**ENOUGH TOOLS & TALKING.  
TIME FOR A CHALLENGE.**

- 1. Get in groups of 3 or 4.**
- 2. Pick a brand...**





**3. Think about how to turn  
it's brand idea into a  
digitally enabled  
experience or service\*.**

**4. Come back in 15 minutes with an elevator pitch:**

**What is it?**

**How is it useful?**

**How is it usable?**

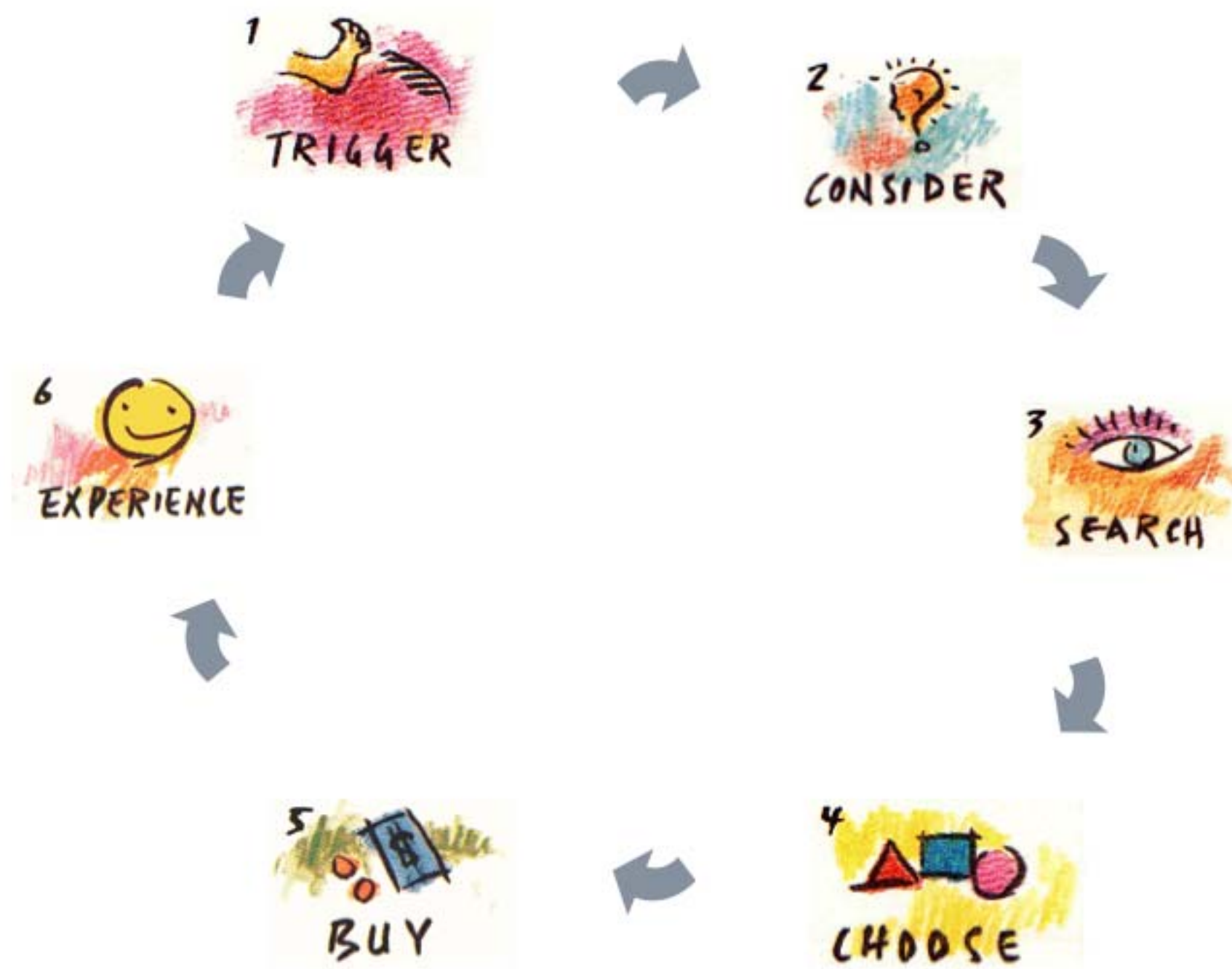
**How is it delightful?**

**Where do people experience it?**

**Where does it map against the JWT**

**Consumer Journey?**





# A final thought. About Ponies.

