



C21Media's **PROPAGANDA** **FACTORY**

Building Brands In The Digital Age

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Futureheads



Welcome to C21's Propaganda Factory, a one-day event dedicated to building brands in the digital age. The hashtag for today's event is #pf11. Many thanks to our speakers and sponsors and to everyone who made it down today.

Agenda

8.30 Coffee and registration

9.15 Opening remarks

David Jenkinson

9.20 Opening keynote: Wonder not Advertising



James Hilton
Co-founder and CCO,
AKQA

Brands and agencies around the world struggle to remain relevant. Through products and sponsorship, they seek to engage an evermore sophisticated and clued-up audience. An audience that ignores advertising and craves social innovation. Let me tell you a story...

Moderator: David Jenkinson

10.00 Digital marketing case studies: Leading digital agencies showcase their most cutting-edge, 'best practice' work for household brands.

Just f***ing do it



Chris Clarke
CCO, LBi

How to stop wanging on and just do something. Chris will show how a large agency with massive global clients can also act fast and small on tiny budgets, referencing Help for Heroes and MacMillan Cancer Care.

Super Bowl Super Social

A BBH perspective on winning in the market



Ben Fennell
CEO, BBH

Super Bowl Super Social is a strategy for winning in the market. It's a strategy for doing fewer things, but doing them bigger, bolder and better.

At its most simple, the argument goes like this: If you put great broadcast advertising, Super Bowl, alongside great social media, Super Social, and you pivot everything around an enduring brand idea, you will win. Brands need broadcast fame, but they also need participation. With case studies like Yeo Valley, Marketing Society Grand Prix, Kronenbourg and Audi, we are proving that if you create major broadcast events, and then socialise them, you will get a disproportionate return on your marketing investment.

Like so many things in life, Super Bowl Super Social is an argument for broadcast and – not or – social media. Social media hasn't replaced broadcast advertising, but it has re-framed what is possible.

Big broadcast events like *The X Factor* and *Britain's Got Talent* now deliver a live, engaged and connected audience.

Many of our clients are finding this strategy very compelling. They are partnering with us to develop ideas that

are inherently social, ideas that people want to talk about, re-mix and share.

There is a growing, naturally symbiotic relationship between live broadcast content and the social web. We call this Super Bowl Super Social.

How to create an idea worth spreading



Russ Lidstone
CEO, Euro RSCG London

Advertising is changing. It's no longer about creating an ad, it's about creating an idea. It's about creating a story. It's about creating an experience. It's about creating something memorable that people want to talk about and pass on. Euro RSCG London has just won TED's prestigious award for the top global 'Ads Worth Spreading' in 2011, for Dulux. Euro RSCG London created a social movement called 'Let's Colour' that saw communities around the world using colour to regenerate public and private spaces. Russ Lidstone, CEO of Euro RSCG London, talks about pushing advertising forward and helping brands both small and large to create viral ideas 'worth sharing'.

What have you done for me lately?



Sara Tate
Head of brand,
Mother London

Forget chasing participation. Forget chasing digital and social solutions.

The question you should be asking, to paraphrase Janet Jackson, is "What have we done for our consumers lately?" Mother believes embedding a brand in culture is the key to success and achieving this in today's landscape means delivering a genuine cultural contribution. Sara will share some recent work from Mother that has set out to deliver a contribution to culture, communities and consumers.

11.15 Coffee

11.30 Digital marketing case studies – social media

Leading digital agencies showcase recent cutting-edge work for clients.

Heineken Probably has the best fans on Facebook...



Lee Griffin
Business development
director, TBG Digital

The challenge facing brands is not how to build a fan base on Facebook, difficult as that can be. The challenge is building an effective fan base. The art of fanning requires a methodological approach that blends creativity, technology and expertise. Drawing on the work undertaken for Heineken, Lee Griffin of TBG Digital

discusses the issues, steps and considerations needed to energise a Facebook audience into a strong fan base.

Using video content to drive brand engagement – Richard Hammond's Tech Head



Wil Harris
Managing director,
ChannelFlip

In searching for a new way to promote its hair replacement product, Regaine, Johnson & Johnson knew that a new generation of users would be found online. With a brief to find a way to engage them in an authentic and compelling way, ChannelFlip worked with Hamster's Wheel, Richard Hammond's production company, to come up with an online video show concept that would appeal to J&J's target audience.

By creating a shortform series about the coolest gadgets and technology, Richard's show built a large online following across YouTube, Facebook, iTunes and mobile, with hundreds of thousands of viewers tuning in to see the *Top Gear* star's latest picks. The show has been viewed five million-plus times online, amassed more than 50,000 Facebook fans, and generated thousands of tweets and shares across social media platforms. In this case study, Wil Harris, MD of ChannelFlip, will show how the company combined the power of shortform online video, celebrity and social media to smash Regaine's yearly sales targets.

Using live and interactive video in a YouTube custom channel to build a community and drive purchase



Russell Goldsmith
Digital & social media director,
markettiers4dc group

It's incredible to think that YouTube didn't even exist before 2005, yet 24 hours of video is now uploaded to the site every minute. This presents new challenges for advertisers as they look for ways to achieve cut-through. This presentation uses children's fitted footwear brand Start-rite as a case study. The firm launched a custom channel on YouTube combining two forms of interactive video to engage with its audience, build a community and drive purchase of product.

The channel, www.youtube.com/startriteshoes, uses LinkToTM technology on all on-demand shortform videos to allow viewers to gain more information on products and purchase them by clicking on hotspots on featured items.

Alongside this content is live and interactive web TV chatshow *Mum's Half-Hour*, comprising six shows fronted by actor and mother-of-one Tamzin Outhwaite. Activity started in April, inviting mums across the UK to become the real stars of the web TV series as *Mum's Half Hour* panellists. The series began in June and runs through to November.

Text appeal



*Catherine Toole
Founder and CEO, Sticky Content*

What has a high ROI but barely any development time? What doesn't require redesign but has an instant effect on conversion and won't blow your budget? This session is packed with ideas and examples of how smart digital copywriting can make you money across all digital platforms. It's a fast and furious guide to how to get low-cost, high-speed, e-commerce uplift via text-only fixes. And you can have that in writing...

12.30 Keynote interview: Why your audience doesn't like your ad agency



*Freddie Laker
Vice president digital strategy, global brands, SapientNitro*

Brands live in a world increasingly dominated by an 'upload' culture that's full of community, participation and civic-minded behaviour. The last thing today's audience wants is another advertising 'big idea' in 30 seconds that merely talks at them. Where's the comma, the question mark, the invitation to participate, to get involved?

Moderator: David Jenkinson

13.00 Lunch and Networking

13.45 Afternoon opening keynote: A transformational approach. Where advertising meets entertainment in a digital, non-linear world



*Dean Baker
Managing director, JWT Entertainment*

How is JWT, a global creative advertising agency, adapting its approach to embrace the opportunities branded content and entertainment present to our clients. How we must collaborate to create content that both entertains an audience and engages a consumer. From ideas to content creation and distribution. Our role in the process.

Moderator: David Jenkinson

14.15 Panel discussion: Broadcasters and brands – New models and new opportunity

Leading players discuss the new opportunity to wrap brands into content, showing case studies of the most effective work of the past year and looking ahead to what's possible in future. As brands become part of the programming mix, this vital session provides a roadmap to what comes next.

Katherine Marlow, brand content manager, ITV Commercial

Simon Podd, head of brand partnerships at Zodiak Active, Zodiak Media Group

Jason Hughes, head of branded content, Sky

Vicky Kell, business manager, Channel 4

Andrew Canter, CEO and founder, BCMA/contentworx



15.15 Coffee break

15.30 Digital marketing case studies: Second screens, mobile and what happens next

What brands can learn from broadcasters



*Alex Huzsey
Planning director, Red Bee Media*

The rise of online video and connected TV platforms will give people more and more control over their media

consumption, making it harder and harder to force them to listen to interruptive marketing messages.

The answer to that problem is for your brand to be the content, not the thing that interrupts it. You need to attract your defined audience, not bluntly target your consumer.

The brands that will succeed in an increasingly televisual media environment are those that know how to behave like media brands.

But creating content alone isn't enough if you want to behave like a true media brand. To prosper in a world where everyone will be a content provider you need to know the tricks of the media trade. We've introduced seven of those tricks in our presentation.

Bringing *Supernanny* to your mobile.



*Jilly Cross
Managing director, ETV Online*

Jilly Cross talks through how ETV and Shed-Ricochet approached the challenge of bringing *Supernanny* to life on a mobile phone, going beyond simply repurposing content to make a useful parenting app that not only reflects the format effectively, but adds to it.

Eating our own Brussels sprouts

*Charles Kriel
Producer and strategist, Bite Studios*

Launching new brands as mobile apps can be a lose/lose proposition. Production costs are high, half-lives short and the app slush pile deep. We wrote and produced *The Bear That Ate The Brussels Sprouts*, launched this week, to prove that with small, creative teams

involved in the process from conception, brands can avoid 40k-plus budgets, year-long timelines and costly native development and thereby minimise risk. Damned good branded apps can be achieved on reasonable budgets with tight deadlines, if you're agile and light on your feet.

Is social video the next big opportunity for the small screen?



*Oliver Smith
UK commercial director, Unruly Media*

Sony Pictures' *Priest 3D*.

What the small screen can learn from cinema in the area of social video. Specifically, how a targeted distribution strategy, when blended with a powerful delivery mechanic, can drive engagement and deliver an 'appointment to view'.

Storytelling vs Interactivity



*Vassilios Alexiou
Creative director, Less Rain*

Vassilios Alexiou will demonstrate how Less Rain fuses storytelling with interactivity to deliver outstanding digital production

for start-ups and consumer brands.

The art of the second screen, and why one size never fits all



*James Kirkham
Managing director, Holler*

James will be using two recent examples to show how it is vital to tailor a clear second-screen experience that is truly distinct to the programme. He

will look at how the concept should perfectly align with a clear strategic vision bespoke to the show, and how merely throwing content at the problem can lead to confusion amongst an increasingly demanding and savvy audience.

17.00 Closing remarks