

# Journeys in an unfamiliar landscape

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# Journeys in an unfamiliar landscape



Making sense of a digital world

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# Relationship marketing to the FaceBook generation

## About these notes

These notes are the handout materials to accompany the lecture series about marketing and the journey the industry has been on since the first web adverts made their appearance in 1994.

The talk draws on themes touched upon in the academic paper in the Journal of Data, Direct and Digital Marketing.

The argument is that the principles of marketing are changing fast and that the new digital toolkits have created a set of economics of individuality that were not possible before.

The scale of change today is compared to the arrival of television, and parallels drawn in the challenges of a new media appearing in the marketing industry.

A series of themes for successful marketing to the FaceBook generation are highlighted. They include the migration from interruptive to engagement marketing, the role of social media to facilitate conversations about a brand, the timeshifting and personal scheduling of media and the potential for customers to become content creators.



Making sense of a digital world

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making sense of a digital world

Can Danny help your firm?

Mail him more of your questions

Danny Meadows-Klue  
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Previously...

Co-founder IAB: UK, Europe, many more

Vice-president: NBC's European web services

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# ***These handouts recap:***

**What are the some of the big trends?**

**What are some of the immediate trends?**

# ***1920 Marketing enters a new era***

- **KDKA AM of Pittsburgh, Pennsylvania**
- **The first licensed "commercial" radio station**
- **November 2, 1920**

# Media evolves

History of the BBC

pre BBC 1920s 1930s 1940s 1950s 1960s 1970s 1980s 1990s 2000s

## 1920s






**John Reith**  
Reith answered an advertisement in 1922 a post at the newly formed BBC. Of his interview he said; 'they didn't ask me many questions, and some they did, I didn't know the answers to. The fact is, I hadn't the remotest idea what broadcasting was'. He hired and a year later became Managing Director.

[Return to decade >>](#)

History of the BBC

pre BBC 1920s 1930s 1940s 1950s 1960s 1970s 1980s 1990s 2000s

## 1960s







**Launch of Radio One**  
BBC Radio 1 was launched on 30 September 1967 to meet the need for a legal popular music station after the banning of pirate stations by the Government. Tony Blackburn (above) was the first voice on Radio 1, and the first song played was 'Flowers in the Rain' by the Move. The station has undergone radical changes in its 40 year history but throughout the years its DJs have been household names.

[Return to decade >>](#)

Click on images to see more

- ▶ Chairmen
- ▶ Director-Generals
- ▶ Committees of enquiry

[Radio clips](#) [TV clips](#)

History of the BBC

pre BBC 1920s 1930s 1940s 1950s 1960s 1970s

## 1960s







**Launch of BBC2**  
The launch of the BBC's second television channel on 20 April 1964 was a nerve-racking experience for all concerned. A fire at Battersea Power station plunged Television Centre into chaos and caused the planned schedule of music, comedy and celebratory fireworks to be abandoned. Instead, a short news bulletin from Alexandra Palace appeared, but this was dogged by sound problems. So the first programme broadcast on BBC2, at 11am the next day, was the children's programme 'Playschool'.

[Return to decade >>](#)

Click on images to see more

- ▶ Chairmen
- ▶ Director-Generals
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[Radio clips](#) [TV clips](#)

# 1953 Marketing enters a new era

1953: The first TV commercial - Gibbs SR toothpaste



# *1994 Marketing enters a new era*



**HotWired and AT&T: 468 x 60 banner October 25 1994.**

# Long journey In a short time November '94

From the quietest of starts  
Unclear content model  
Unclear marketing role  
Cloudy future  
Marginalised  
Geeky ;-)



# ***Navigating with friends***

**No standards, no research, no understanding**

- **Brands didn't have an understanding of it**
- **Media owners didn't have the products**
- **Agencies didn't have the models**

**A group of us came together to form the trade body out of need**

# *Today*

**So loud it's deafening**

**Clear marketing models**

**Many marketing role**

**Incredible future**

**Mainstream**

**Essential**

# 2007: Social networking tipped

The screenshot shows a Facebook profile for Danny Meadows-Klue. The page layout includes a top navigation bar with 'facebook', 'Profile', 'Friends', 'Networks', 'Inbox (7)', and links for 'home', 'account', 'privacy', and 'logout'. On the left sidebar, there is a search bar, 'Applications' (Photos, Groups, Events, Marketplace, Socialistics, Entourage, Last.fm Music), and an advertisement for 'Blackadder T-shirt' featuring a portrait of a man and the text 'T-shirts that Rock'. The main content area is divided into sections: 'View Photos of Me (10)', 'Edit My Profile', 'Friends' (49 friends), 'Notes' (3 of 300 notes), and 'Mini-Feed'. The 'Notes' section lists three entries: 'Welcome' (10:00am Oct 20), 'Navigating a web of social networks: Google to the rescue' (8:07am Feb 6), and 'Death of a paper currency' (10:49am Feb 7). The 'Mini-Feed' shows a post from today: 'Danny is getting set for workshops on Web 2.0 and getting nervous about live internet connections!' (9:13am), and two imported notes from February 7 and 6, including 'Death of a paper currency' and 'Navigating a web of social networks: Google to the rescue'.

**facebook** Profile edit Friends Networks Inbox (7) home account privacy logout

**Search**

**Applications** edit

- Photos
- Groups
- Events
- Marketplace
- Socialistics
- Entourage
- Last.fm Music
- more

**Blackadder T-shirt**

**T-shirts that Rock**

Unique Blackadder t-shirt design. Comes in 8 colours, all sizes and free postage.

More Ads | Advertise

**Danny Meadows-Klue**

is getting set for workshops on Web 2.0 and getting nervous about live internet connections!  
Updated 29 seconds ago edit

View Photos of Me (10)

Edit My Profile

Networks: London  
Sex: Male  
Hometown: London, England  
Political Views: Liberal

**Friends**

49 friends. See All

Felicia Jackson Oliver Gauld Igor Skunca

Jonathan Phillips Desiree Scarpellini Digital Content Forum

**Notes**

3 of 300 notes. See All

- Welcome 10:00am Oct 20 | 2 comments
- Navigating a web of social networks: Google to the rescue 8:07am Feb 6
- Death of a paper currency 10:49am Feb 7

**Mini-Feed**

Displaying 10 stories. See All

**Today**

- Danny is getting set for workshops on Web 2.0 and getting nervous about live internet connections! 9:13am

**February 7**

- Danny imported a note. 2:23pm
- Death of a paper currency**  
They may have been a fundamental part of banking for over 400 years, but the paper cheque is on the way out in the UK as a bunch of stores decide to stop accepting them as payment over the next couple of months (actually many have already but as nobody uses them any more we didn't notice).  
Continue Reading...

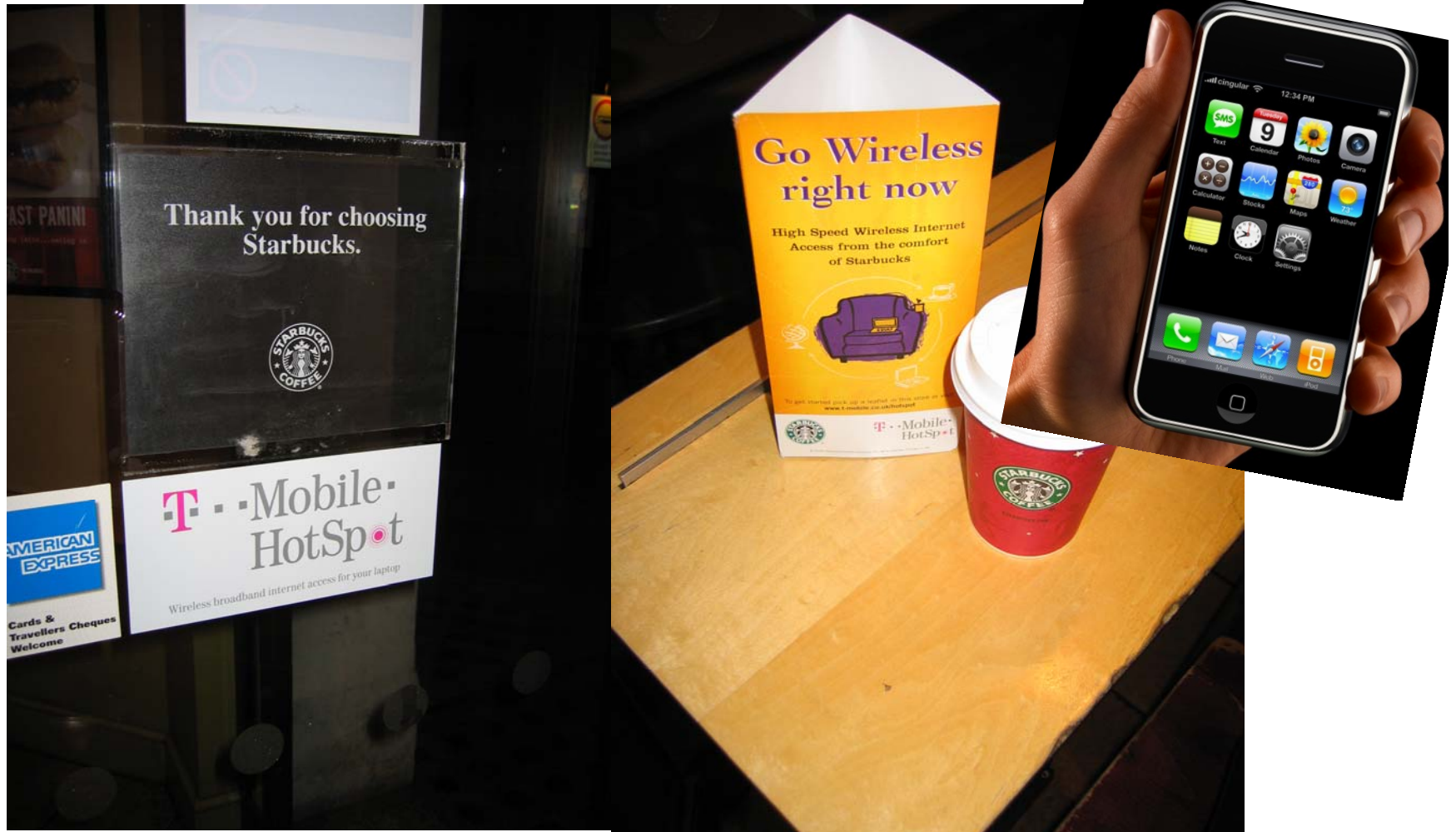
**February 6**

- Danny imported a note. 11:03am
- Navigating a web of social networks: Google to the rescue**  
Managing your social networks has become a growing problem. It's not simply that your Facebook Friends might not be on MySpace, or that your blog feeds are lost in NetVibes and not linked to half the other stuff you now do from Yahoo Pipes.

# 2008: the year video meets the web

The screenshot displays the BBC News website interface. At the top, there are navigation tabs for 'NEWS PLAYER', 'SPORT PLAYER', 'WEATHER PLAYER', and 'RADIO PLAYER', along with a search box. Below this is a red banner with the 'BBC NEWS' logo and a 'Watch more video news:' dropdown menu. The main content area features a video player titled 'Now Playing: Headlines from BBC News 24'. The video player includes a playlist, a progress bar, and playback controls. Below the video player, there are options for 'PLAYER SIZE' (NORMAL VIDEO & TEXT, NORMAL VIDEO ONLY, DOUBLE VIDEO ONLY). To the right of the video player is a 'HEADLINES' section with a description: 'Watch the latest news summary live from BBC News 24. All the national and international news, updated 24 hours a day.' Below this is an 'E-mail this to a friend' link. Further down is another 'Watch more video news:' section with a list of categories: HEADLINES, UK, WORLD, BUSINESS, POLITICS, SCI-TECH, HEALTH, ENTERTAINMENT, and PROGRAMMES. Below the categories are links for 'The news in 2 minutes' and 'News bulletins'. At the bottom, there is a 'SPECIAL COVERAGE' section with two featured items: 'Devils and divas' (Streep on her new film The Devil Wears Prada) and 'Virtual world' ('Second lifers' and their online adventures). A footer bar contains the text 'Change how I view or hear this' and links for 'Feedback | Help | Copyright | Privacy | Terms and conditions'. The browser's status bar at the very bottom shows 'Done' and 'Internet'.

# 2009: Mobile web finally arrives



# 2010: Virtual worlds – for real



# ***2025: Thinking computers***

**?**

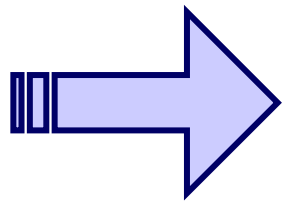
**(oops, we're all out of a job)**

# ***Along the way?***

**Real convergence**

**An extension of all our lives**

**The externalisation of knowledge**



# ***Trend spotting***

**Online advertising trends**

# ***Trends in supply***

- **Massive increase in supply**
  - New categories
  - New entrants
  - New forms of consumption
  - New times, spaces and places
- **Social media fuels growth**
  - New type of customer experience
  - New communication models
  - Different responsiveness of advertising
- **Outstripping ad demand**
  - Potential for price instability / pressure

# ***Trends in formats***

- **Larger formats**
  - Larger canvass**
  - More rich media**
  - Greater intrusion in ad media**
- **Online advertising effectiveness: bar gets raised**
  - Online brand campaigns: effectiveness declines two years in a row**
  - Research from Dynamic Logic**
  - Over the last two consecutive years, those ad dollars are having less of an impact**
- **Ad interruption models: another backlash**
  - Interruptive media driving users away**
- **New models**
  - Facebook and Beacons**
  - Google Video Ad Units**
  - Google Ad Gadgets**

# ***Trends in streaming***

- **Video boom**
  - Sudden arrival of video ad streams**
  - Fusion with IPTV: Italy and Asia first**
  - New models for advertising syndication from Google: Google Video Ad Units**
- **“Half display advertising revenue”**
  - **U.K. online streaming ads will take half online display market within five years**
  - **Early 2007 to early 2012**
- **Pre-roll vs embed formats**

# ***Trends in targeting***

**Critical to yield improvement**

**Increasingly complex**

- **Multi-layered**
- **Multiple networks and partners**

**Behavioural targeting**

- **Another revolution**
- **Migration to new models on the back-end**

**Strategic risk to classic media**

- **Profiling no longer linked to content**

# ***Trends in planning and buying***

**Growing up and diversifying...**

## **Chaos**

- **Eclectic: many techniques all at once**
- **CPM, CPC, CPA, CP-everything!**

## **‘Not the basics’**

- **Many agencies leaping to advanced web 2.0 models**

## **No media in the media plan**

- **Looking for alternative models**
- **Client sites and messaging through social network**

## **Fusion of techniques**

## **TV models: reach and frequency**

# ***Recap***

- **Trends in video**
- **Trends in mobile**
- **Trends in Web 3.0 and virtual worlds**
- **Trends in supply**
- **Trends in formats**
- **Trends in streaming**
- **Trends in targeting**
- **Trends in planning and buying**



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