



Marketing's migration to digital media will continue in spite of current economic woes, says WPP Digital head **Mark Read**

## Why we must all do more to embrace digital

PRICE CUTS may provide short term relief to traditional media, but it will not deflect the ongoing shift by clients towards digital marketing, according to Mark Read, CEO of WPP Digital. And that means WPP agencies must continue to focus on making their own transition to digital, by developing their own capabilities, training their people and producing innovative and effective work for clients.

Two years after WPP Digital was launched to act as a "catalyst for change" in helping WPP companies embrace digital technology, Read said that it is still early days in the move to digital. "Only 13 per cent of media is on the web today, and so there is a long way to go. The lessons you learn from web marketing today – targeting, or interactivity, will apply to TV and print in due course," said Read.

It is too soon to judge the full impact of the worldwide downturn on the transition process as yet, he said. "On one level digital is more measurable, offers faster response and in the case of search, is closer to sales, which makes it more attractive. But another consequence is that traditional media is getting cheaper, so the pressure to make the transition is reduced." Nevertheless, the difficult economic situation will also weaken many traditional media, he pointed out.

WPP Digital has a four-pronged strategy to accelerate the shift from analog to digital:

- Ensuring every WPP company is 'digitally-equipped' through training and other transformational activities. Some 5,000 people have already been through WPP's *Digital Acceleration* program, and many Group companies have built their own training programs in-house.

### STRATEGY

- Bringing new digital capabilities and talent into the group through acquisition of leading edge companies such as BLUE, Quasar and Schematic. Acquisitions will continue, though the pace will slow down this year.

- Developing proprietary technologies and platforms for WPP agencies and clients. 24/7 Real Media's media network, supporting a range of ad serving and search engine platforms, is one prominent example. Another is Deliver, the low-cost, high-quality production resource announced last year.

- Building digital relationships through strategic investments and partnerships with the likes of Yahoo! and Google (see *WPP/Google research news*, page 12), in order to bring innovation

within the reach of WPP people and clients.

"The emergence of new technology never stops, so we need to recognise that and ensure that our companies are constantly developing their people and their capabilities accordingly," said Read. "And a lot of what we are doing requires people to co-operate across the Group."

Going forward, he identified three areas of digital where WPP Digital will focus on developing capabilities:

- Social media, as sites such as Facebook, MySpace and Twitter evolve into powerful marketing platforms.
- Mobile marketing, especially in fast-growing markets outside the US and Europe, like China and India.
- Web analytics, offering the potential to help clients optimize their marketing spend.



### New in Digital

#### • Dell luxe

Dell has launched Adamo, "the world's thinnest laptop" with an eye-catching multi-media campaign by WPP's Enfatico that positions the new computer as a fashion item.

At the centerpiece of the campaign for the sleek new \$2,000 laptop, Enfatico designed a stylistic black and white website, [www.AdamoByDell.com](http://www.AdamoByDell.com), where consumers can find out about the Adamo. For its press campaign, Enfatico hired fashion photographer Nadav Kander to shoot the Adamo – which means "to love" – with a series of models. Ads will appear in magazines such as *Esquire*, *The New Yorker*, *Cosmo*, *GQ*, *Wired*, *InStyle*, *Men's Journal*, and *The New York Times Magazine*. The Adamo is billed as the first in a series of new products under the Adamo by Dell brand.



• **Italian interaction**  
GroupM has taken a 90 per cent stake in H-art Srl, a full service interactive agency in Italy. Established in 2005, H-art specialises in providing clients with a broad range of interactive media services – including mobile, TV and other channel applications – based on e-business strategy and state-of-the-art technology. H-art is based in Treviso, Italy and employs 35 people. Its clients include Giorgio Armani, Barilla, Dainese, Diesel, Illycaffè, Nike and Telecom Italia. [www.H-art.it](http://www.H-art.it)

#### • Italian interaction

GroupM has taken a 90 per cent stake in H-art Srl, a full service interactive agency in Italy. Established in 2005, H-art specialises in providing clients with a broad range of interactive media services – including mobile, TV and other channel applications – based on e-business strategy and state-of-the-art technology. H-art is based in Treviso, Italy and employs 35 people. Its clients include Giorgio Armani, Barilla, Dainese, Diesel, Illycaffè, Nike and Telecom Italia. [www.H-art.it](http://www.H-art.it)

[www.H-art.it](http://www.H-art.it)

#### • Celebrity endorsement

24/7 Real Media has announced an exclusive partnership to sell and place all digital advertisements on the GiENT entertainment network, which includes Gigwise.com, a leading online music magazine, and Entertainmentwise.com, delivering celebrity news, gossip and film reviews. The network has around one million unique users and 8.5 million page impressions per month, and 24/7 Real Media will employ a number of targeting capabilities, to enable them to monetise their sites more effectively.

#### • Mobile partners

OgilvyOne has linked up with Mobixell, a leading provider of mobile multimedia and advertising solutions, to deliver end-to-end mobile advertising solutions for mobile operators. The two companies will deliver a complete commercial and technological package which includes: advertising, brand management, consumer profiling, campaign planning and execution, ad serving and rich media delivery.

#### • Schematic gets a boost

Schematic has been selected by Reliant Energy to develop and implement the Houston power company's next generation interactive initiatives as its digital agency of record. Run out of the firm's Austin office, the Reliant account marks Schematic's entry into the energy category; it will develop a multi-platform digital program that allows customers to better manage their energy usage with a suite of powerful, yet intuitive and easy-to-use online tools.

What's the buzz on your brand online? Listening in to the blogosphere is becoming a crucial part of reputation management. WPP companies have the know-how

## Strictly influential

### ONLINE MONITOR

IN the old days it was simple: if you wanted to know what was being published about your company or your brand, you hired a press cuttings agency, who monitored the press (and TV) looking for mentions of your name, and measured the column inches. In the new multi-dimensional world of digital and social – alongside traditional – media, where consumers create much of the message, finding out how what is being said about you and by whom is an altogether more complex affair.

Taking the pulse of the blogs, the wikis and the Facebook name-checks is an emergent discipline, one that goes by various names: Online Reputation Management; Social Media Measurement; Buzz Monitoring, to name but three.

WPP companies have been quick to seize the opportunity. Here are the main players in the Group and a summary of what they have to offer:

### mediaedge:cia

Mediaedge:cia launched its online reputation management service in the UK last year. The service, developed as part of MEC's social media practice is designed to enable brands to measure, understand and respond to social media, online conversations and user generated content, and is one of the first to come from a media agency, forming an integral part of its communication planning offering. The MEC service includes online benchmarking, and using buzz monitoring tools to collect and evaluate data in accordance with

client requirements.

Ann Longley, digital strategy director at Mediaedge:cia, said: "It is not a question of should brands monitor their online reputation, but rather what aspect and how often. There is a great deal of positive sentiment online, but brands need to understand how they can harness this and make the most of it."

[www.mecglobal.com](http://www.mecglobal.com)

**Ogilvy** Ogilvy's 360° Digital Influence team is a global, word-of-mouth

marketing discipline that uses social media, digital marketing and new technologies to sell and build brands. The team has a methodology for identifying and engaging influencers, including important bloggers, online community members, and traditional influencers. As well as connecting with the most important bloggers, the team activates networks of people – social networks, groups, communities and affinity groups online – to participate, share and recommend products, services and issues, thus amplifying word of mouth.

The team also creates comprehensive social media-based digital strategy for clients, custom-planning, designing and building programs. It starts off with a listening process, to find out what people are saying, followed by an Influencer Audit, and map of social networks, leading to an engagement strategy.

[www.ogilvypr.com](http://www.ogilvypr.com)



TNS Cymfony describes itself as "a market influence analytics company". The company provides solutions across four main areas: PR, Marketing, Agency and Customer Services, using its *Orchestra* platform, which integrates technology with expert analysis to identify the people, issues and trends impacting a brand's business. *Orchestra* can retrieve individual articles and blog posts from a two-year rolling archive; it uses an 'intelligent' Natural Language Processing approach to retrieve and classify information. And the analysis from multiple sources is presented in dashboard form.

Cymfony was acquired by TNS Media Intelligence in March 2007; it was recently rated as one of the two leading 'listening platforms' by Forrester Research, thanks to its "strong balance of data collection, analytics and consulting services."

[www.cymfony.com](http://www.cymfony.com)



Seattle-based Visible Technologies has two key platforms: *TruCast* – an engagement and monitoring solution, which enables companies to listen to and learn from what consumers are saying about their brand in the blogosphere and social media communities; and *TruView* – a reputation management solution, which lets users manage their search



engine reputation and brand online. It ensures that when viewers search, they find positive and relevant content. The Visible Technologies solutions have been deployed by a number of WPP companies including Wunderman and M80. The company has recently released a new version of *TruCast*, *TruCast 2.5*, which has a number of enhancements making it "faster and easier for brands to gather actionable intelligence from social media data," according to CEO Dan Vetras.

[www.visibletechnologies.com](http://www.visibletechnologies.com)



Interactive agency VML's *SEER* tool is described as "a software-based marketing intelligence tool for finding and visualizing live networks, web-based or closed, in real time". *SEER* aggregates activity from web sites, news groups, bulletin boards and blogs to identify how information spreads and influences brand behaviour within a particular ecosystem or network.

The tool works by finding the important online ecosystems for a brand's target market, then using proprietary algorithms and technology to "crawl" along targeted sites like an advanced search engine, collecting content and evaluating dialogue. Clients who've used it include Windows Live, MSN Soapbox, and Xbox 360. *SEER* can be used for include campaign tracking, Influencer identification and product sentiment tracking.

[www.vml.com/seer](http://www.vml.com/seer)