

# WELCOME TO WEEK 6

# MEDIA PERFORMANCE & PR

**M&CSAATCHI**  
OPEN HOUSE



# HELLO

Lavinea Morris

Regional Director, EMEA  
M&C Saatchi Performance



Adrienne Rice

Media Director, USA  
M&C Saatchi Performance



Chloe Mitchell

Business Director, UK  
M&C Saatchi Talk





# HOUSE RULES

You are not able to be seen or heard by the panelists or other participants

Please be respectful of the speakers and of each other when using the communication features

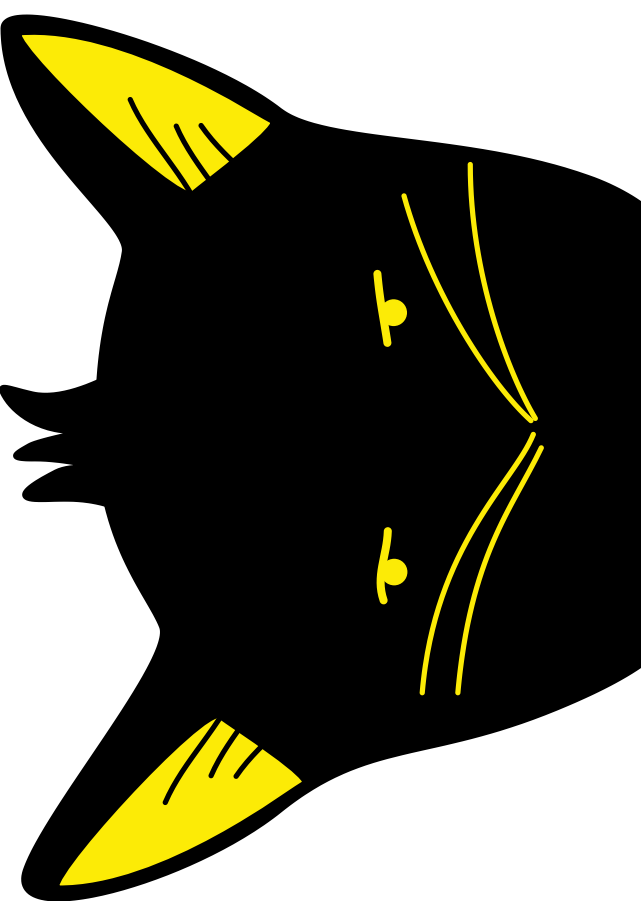
We will disable the chat function shortly after starting the meeting

Please use the Q&A function to ask any questions and we will do our best to answer as many as we can

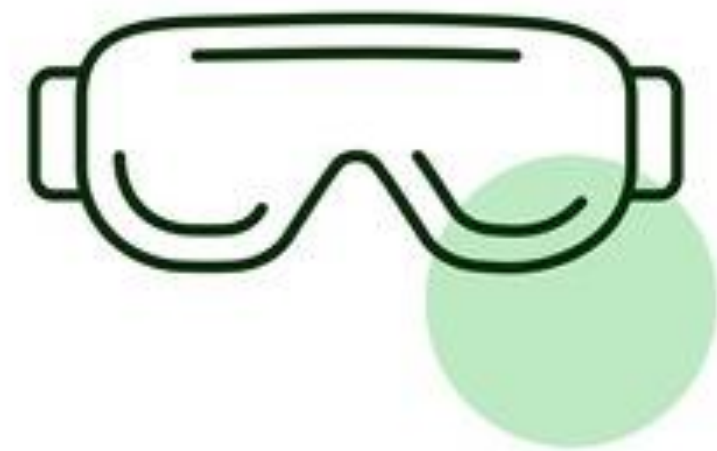
Please use the Polling function when directed to by the Speakers

Please use the auto-transcript function in zoom if you need to

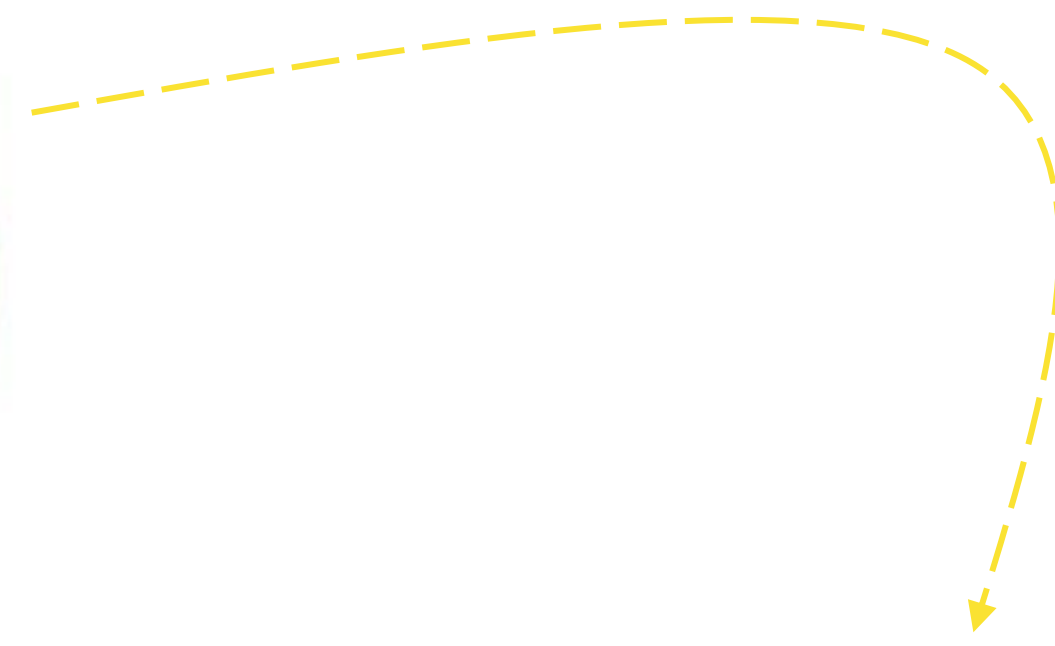
This session will be recorded and upload to the login site following the session, so don't worry if you miss anything!



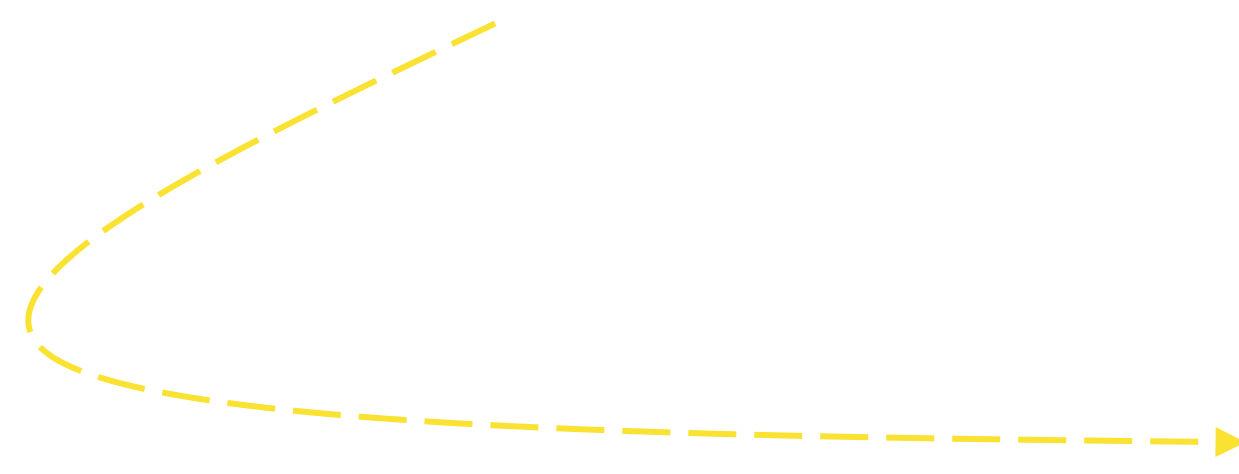
# LAVINEA'S JOURNEY IN MEDIA



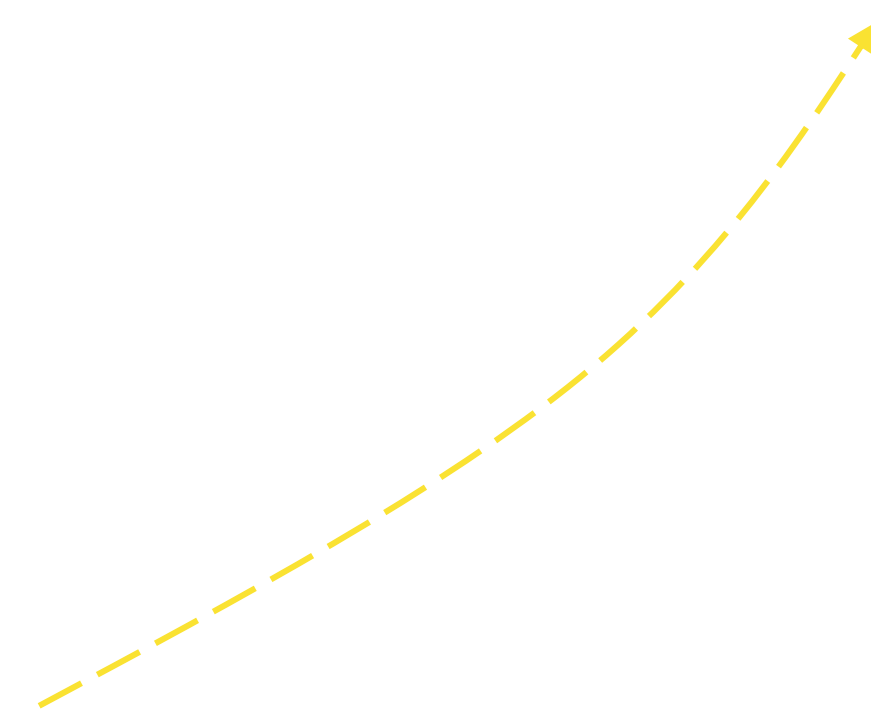
**MATERIALS SCIENCE &  
ENGINEERING**



**M&CSAATCHI  
MOBILE**



**group<sup>m</sup>**



**M&C  
SAATCHI  
PERFORMANCE**

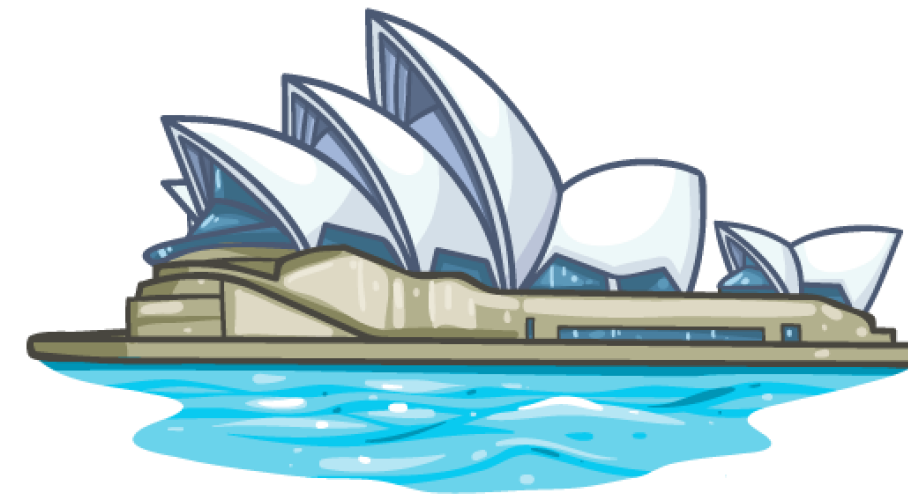
# ADRIENNE'S JOURNEY IN MEDIA



**MEDIA STUDIES  
ART HISTORY**



**GREY SF  
TRUE NORTH INC.**



**YANGO MEDIA  
CARAT AUSTRALIA**

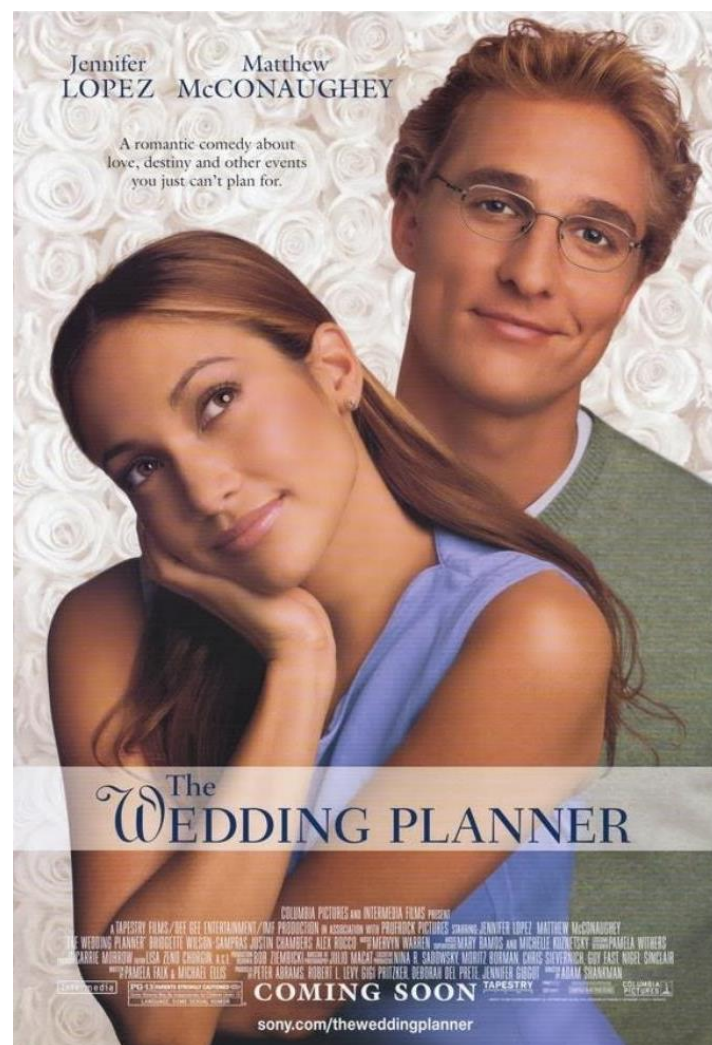


**SOUTHEAST ASIA  
TRAVEL**



**M&C SAATCHI  
PERFORMANCE**

# CHLOE'S JOURNEY IN PR



**EVENT MANAGEMENT**



**WORK EXPERIENCE**



**AGENCY EXPERIENCE**

**M&C SAATCHI TALK**  
SPECIALISTS IN THE ART OF CONVERSATION.

**M&CSAATCHI**  
OPEN HOUSE

# WHAT WE WILL TALK ABOUT IN THIS SESSION

The everyday consumer is constantly bombarded by advertising messaging. Today, we're diving into the dynamic world of media, exploring the key distinctions between Paid, Owned and Earned media touchpoints, and uncovering how they collaborate to create a comprehensive media strategy.

# Poll #1

**HOW FAMILIAR ARE YOU WITH THE DIFFERENCES BETWEEN  
PAID, OWNED AND EARNED MEDIA?**



A large, bright yellow circle is centered on the left side of the image. The background is a high-contrast, abstract black and white pattern consisting of thick, irregular brushstrokes that create a sense of depth and texture. The text is centered within the yellow circle.

**SO WHAT ARE THE  
DIFFERENCES?**



# THE OPENING ACT

Think of Paid Media as the opening act at a concert. You pay to have a talented performer entertain the audience with a captivating show. It's a deliberate investment to grab attention and set the stage for what's to come.

**M&CSAATCHI**  
OPEN HOUSE



# THE MAIN EVENT VENUE

**Owned Media represents the main event venue. It's your stage, where you have complete control over the production. You decide the setlist (content), the atmosphere, and how you interact with the audience. It's where your core fans gather to experience your brand in-depth.**



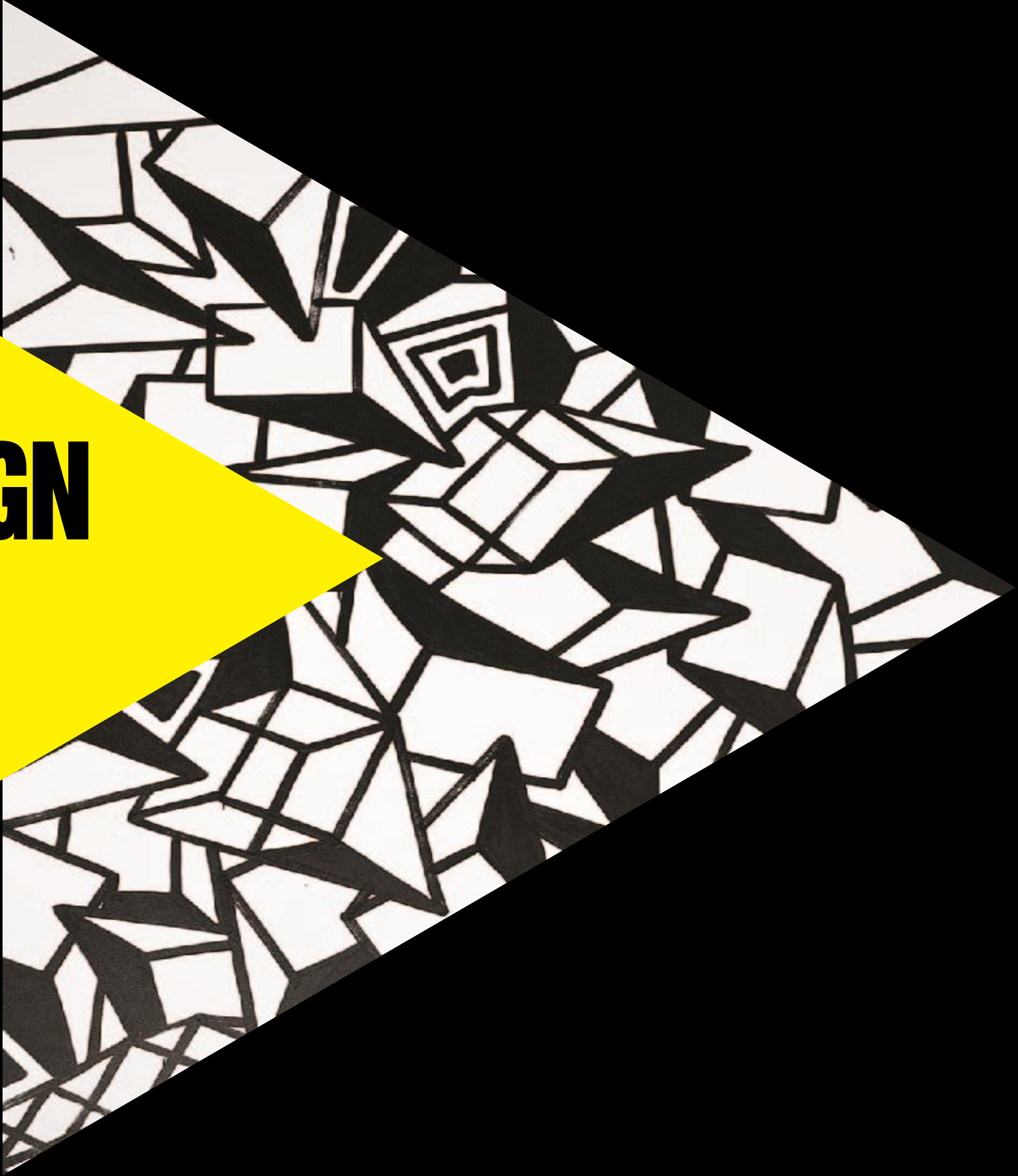
# THE ROARING APPLAUSE

As the opening act (Paid Media) captivates the audience and piques their interest, their applause and cheers (Earned Media) become the real indicator of success. The crowd's enthusiasm spreads the word, creating a buzz about the main event (Owned Media). Earned Media is the genuine, spontaneous appreciation that fans share with their friends and on social media, amplifying the concert's impact.

## Poll #2

**WHICH DO YOU THINK IS THE MOST EFFECTIVE AT BRAND BUILDING?**

**CREATING CAMPAIGN  
SYNERGY**

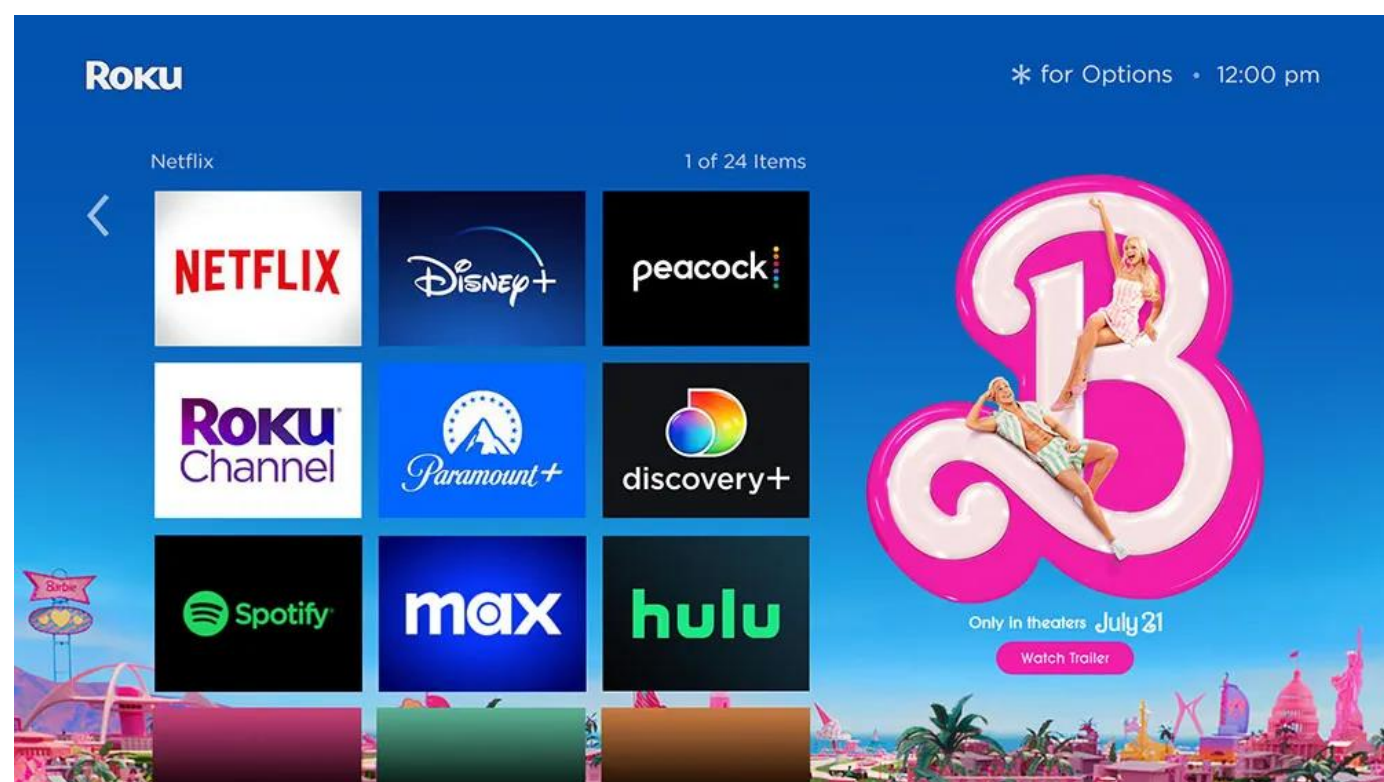


**WHEN PR AND PAID MEDIA  
COLLABORATE, THEY CREATE A  
STORYTELLING POWERHOUSE.**



# BARBIE MOVIE MARKETING MASTERCLASS

PAID



OWNED



EARNED

**Margot Robbie and Ryan Gosling hit the boardwalk in WILD pink outfits and rollerblades while filming new Barbie movie in Venice Beach**

By PAUL CHAVEZ FOR DAILYMAIL.COM  
PUBLISHED: 23:26 EDT, 27 June 2022 | UPDATED: 13:43 EDT, 28 June 2022



Margot Robbie and Ryan Gosling rolled up in matching wild pink outfits while filming Barbie on the beach in Los Angeles.

The 31-year-old Australian actress wore a colorful unitard with neon pink rollerblading with Ryan, 41, in the Venice Beach area.

Margot sported a visor that matched her top and had her long blonde hair in a high ponytail.

Interview

**How did Barbie do it? Warner's head of marketing on creating a 'pink movement'**

Lois Beckett in Los Angeles

Greta Gerwig's smash summer hit took the doll where nobody expected it to go, and banked hundreds of millions in return



Barbie's \$356m opening weekend was an unqualified success. Photograph: Pictorial Press Ltd/Alamy

**M&CSAATCHI**  
OPEN HOUSE



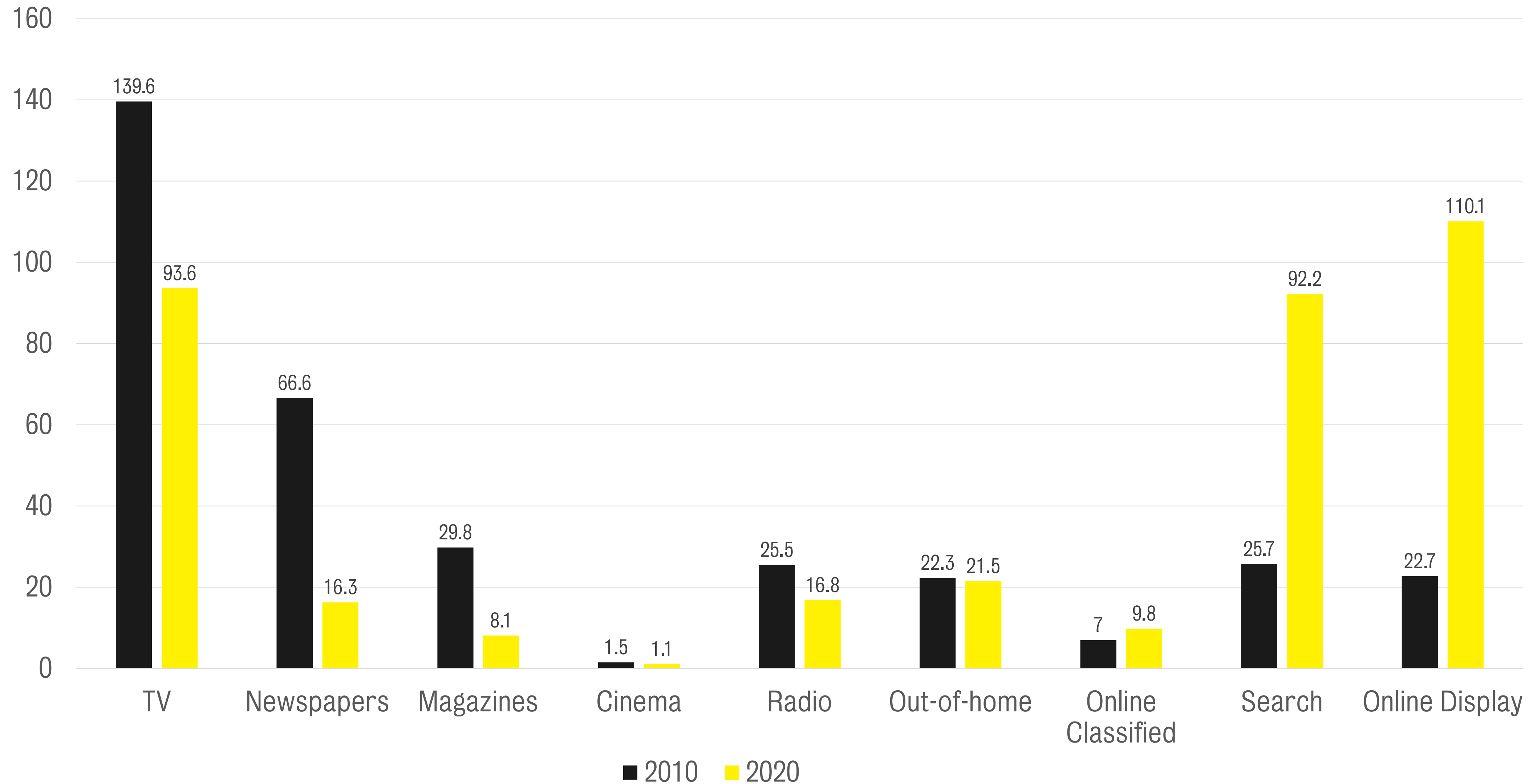
**MEDIA LANDSCAPE  
IS CHANGING**



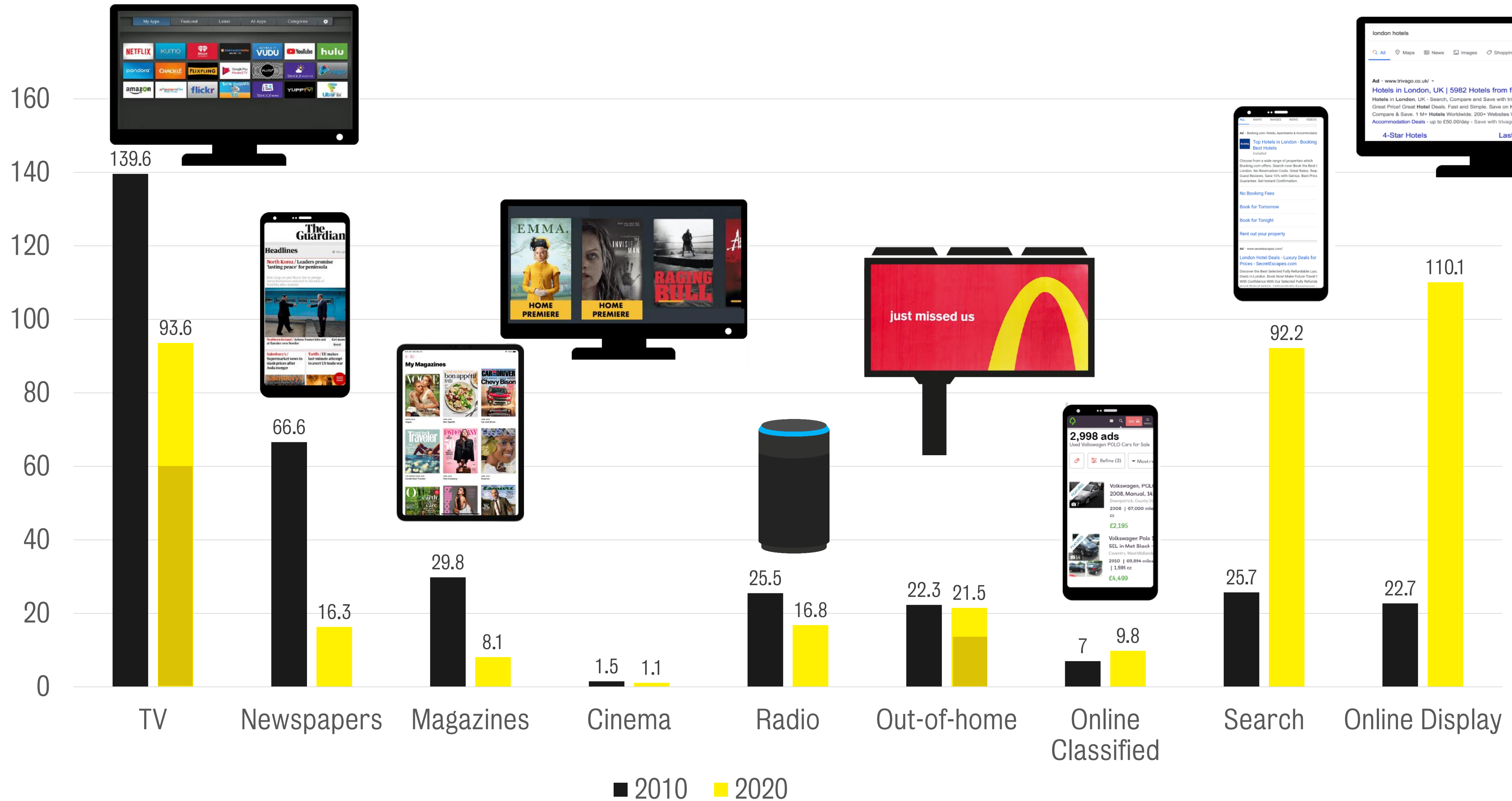
**ON AVERAGE,  
INTERNET USERS  
WORLDWIDE SPENT  
399.5 MINUTES EVERY  
DAY ONLINE IN 2022.**



# ADVERTISING SPEND BY CHANNEL



# ALMOST ALL MEDIA TOUCHPOINTS ARE CONNECTED



**41%**

**news penetration  
on social media of  
those aged 18-24**

**49%**

**of adults use  
social media  
for news**

## **Half of adults now get their news from social media**

When it comes to news consumption, the use of social media platforms for access to a variety of news sources online, has steadily increased by 21% from 2013 to 2021, resulting in nearly half of adults (49%) using social media for news today.\*\*

Shockingly, this is now higher than people who consume news via newspaper websites (11%) and print newspapers (7%).\*\*

Perhaps unsurprisingly, the rise in editorial consumption on social media has largely been driven by the younger demographics, with Gen Z (aged 18-24) and younger millennials (aged 25-34), leading the charge.

News penetration on social media has reached 41% of those aged between 18-24, followed by TV at 33%.\*\*



## TikTok and Reddit are the fastest growing social sources of news

Of the social platforms, Facebook continues to lead as the key channel for news consumption. However, as overall users of the platform decline in number, fewer adults are using Facebook as a source of news in 2021, dropping 5% on the previous year.

Both Reddit and TikTok have increased by 8% and 6% respectively, as publishers and media owners get to grips with these channels, specific audience behaviours and formats.

### Social media channels being used for news<sup>16</sup>

● 2021  
● 2022



Facebook



Twitter



Snapchat



Twitter



Instagram



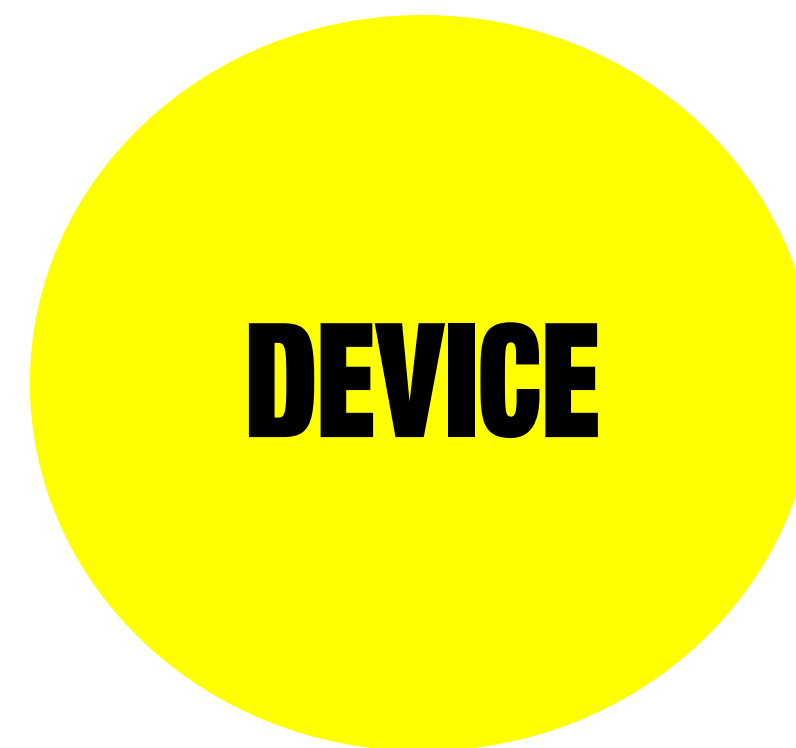
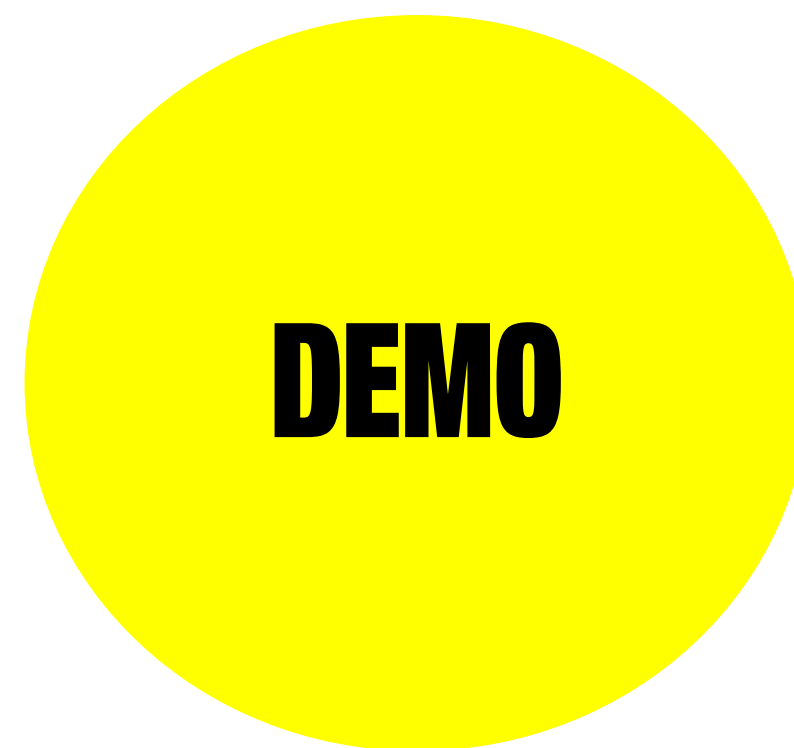
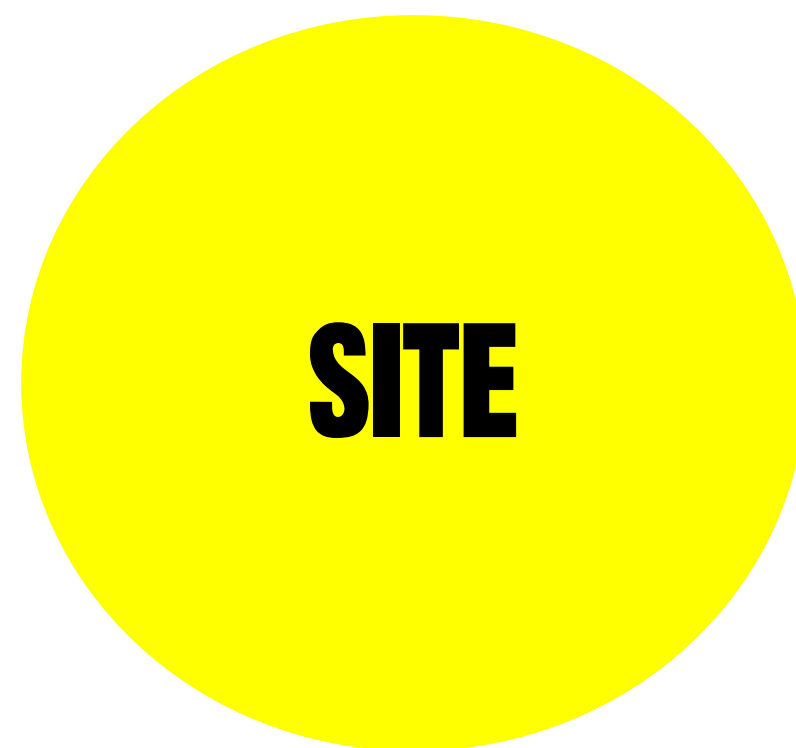
Reddit

**HOW DO WE FIND THE RIGHT  
AUDIENCES?**

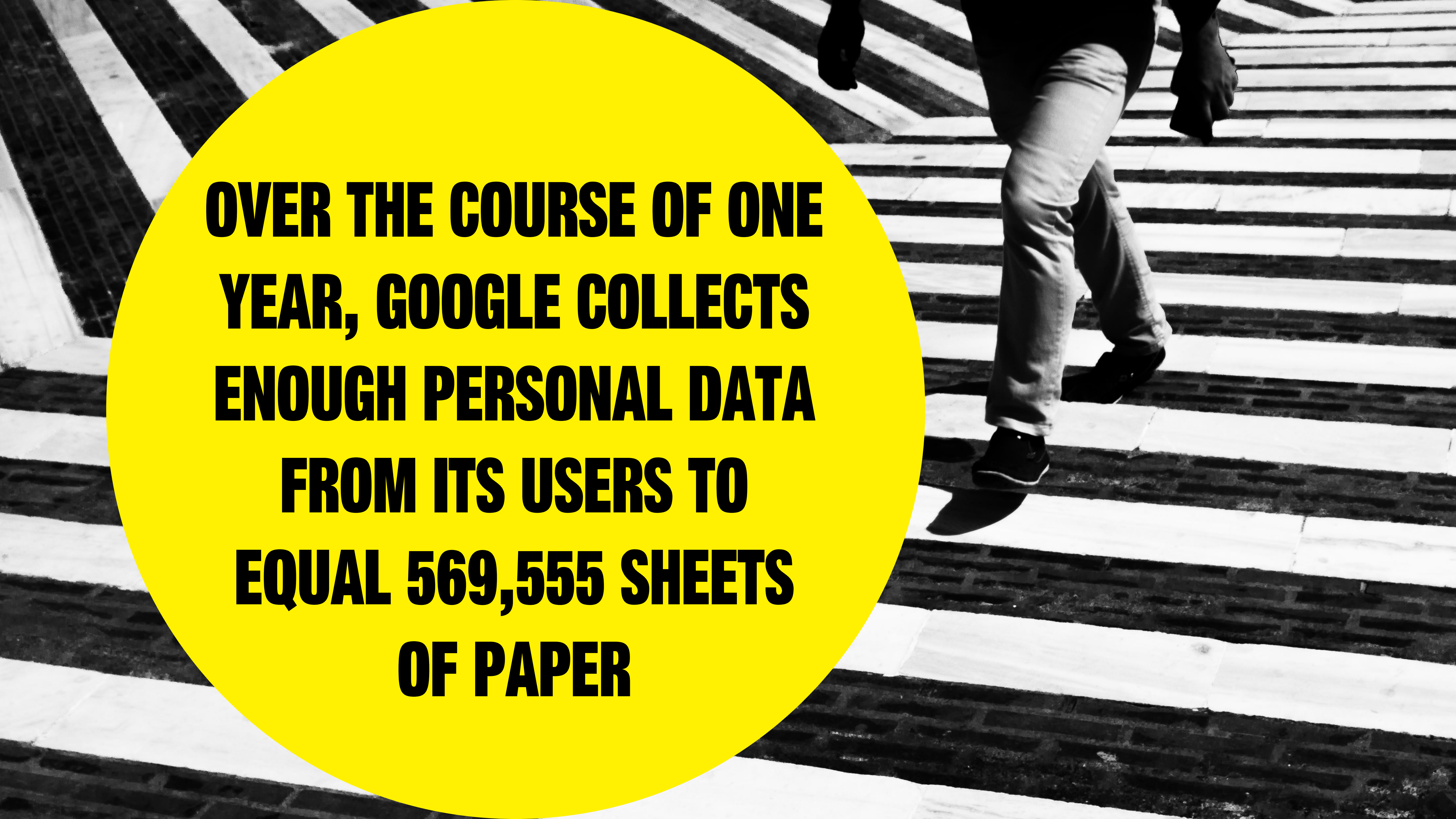
# WE'VE COME A LONG WAY



AT&T on HotWired.com, 1994







**OVER THE COURSE OF ONE  
YEAR, GOOGLE COLLECTS  
ENOUGH PERSONAL DATA  
FROM ITS USERS TO  
EQUAL 569,555 SHEETS  
OF PAPER**

**FACEBOOK CAN  
CLASSIFY ROUGHLY  
52,000 TRAITS OF  
EACH OF ITS USERS**



# THE POWER OF BIG DATA



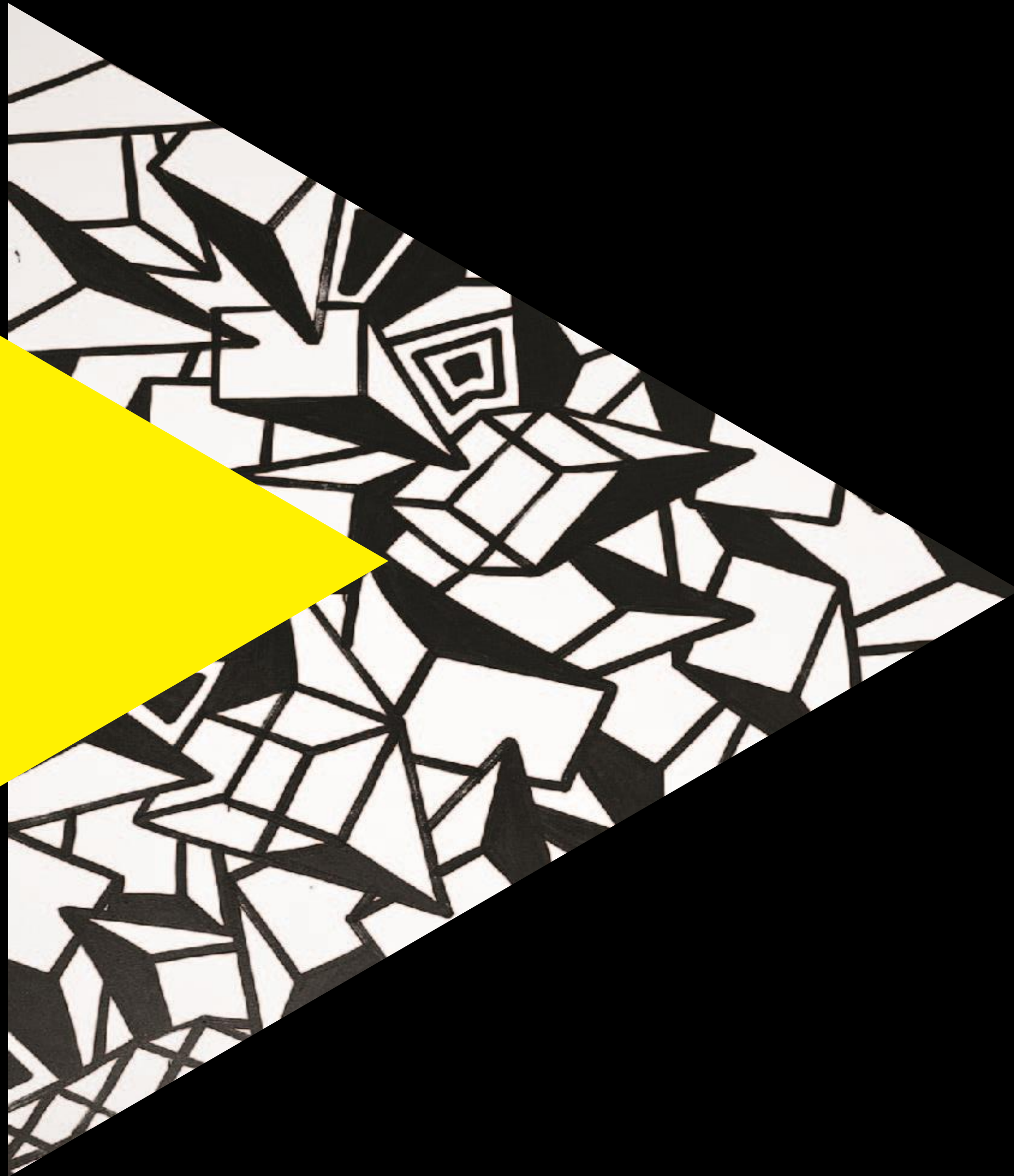
A screenshot of a Forbes article page. The top navigation bar is black with a white hamburger menu icon, a white envelope icon followed by the text "Subscribe to newsletters", and the "Forbes" logo in white. Below the navigation bar, the article title "How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did" is displayed in a large, dark serif font. Underneath the title, the author's name "Kashmir Hill Former Staff" and a subtitle "Welcome to The Not-So Private Parts where technology & privacy collide" are shown in a smaller, lighter font. At the bottom right of the article preview, the date and time "Feb 16, 2012, 11:02am EST" are visible.



## Poll #3

**WHAT IS MORE IMPORTANT TO YOU: PERSONALIZED ADS OR  
KEEPING YOUR DATA PRIVATE?**

**THE ART OF  
CONVERSATION**





**WE BELIEVE  
CONVERSATIONS  
HAVE THE POWER TO  
CHANGE THE WORLD**

**WE ARE  
SPECIALISTS IN THE  
ART OF CONVERSATION**

---

We blend creative simplicity, technology of change and the heart of culture to help brands be seen, shared and talked about.

**M&CSAATCHI**  
OPEN HOUSE

## OUR APPROACH

# WE UNCOVER THE NOW & NEXT OF CONVERSATION

We help our clients stay at the forefront of culture by regularly working with audience and channel specialists to understand where and how conversations are taking place.


M&C SAATCHI TALK

## THE ART OF CONVERSATION



M&C SAATCHI TALK

## EARNED MEDIA IS DEAD



**LONG LIVE EARNED CONVERSATIONS.**

Why the evolution of earned media means a rethink of PR communications.

### 1. Make your conversations matter

Brands can no longer afford to sit idle on substantive issues.

Social issues ranging from climate change to racial injustice weigh heavy on the public consciousness.

Consumers are demonstrating - through their purchasing decisions - that brands that can communicate a higher purpose and deliver on meaningful issues will outperform the laggards.

Since March 2020, more than half of all respondents say their attitudes towards brands have changed. The feeling is even greater among younger audiences, as a astounding 82% of 18-24-year-olds report that their attitudes towards brands have changed.

In our survey, 66% of respondents said that they would be more likely to purchase from a brand that starts or joins conversations about subjects that matter to them (see fig A).

Our survey demonstrates consumer attitudes are changing. People actively want brands to speak on meaningful issues and are willing to share these conversations with family, friends and colleagues - if the message feels relevant and authentic. If it doesn't, in a time of cancel culture, brands risk customers going elsewhere.

Our research further reveals that when considering two products equal in price and quality, 40% of consumers would be more likely to purchase from the brand that speaks on issues that matter to them.

Lawrence Christensen, Head of Marketing Brands at Marks & Spencer, says, "If the conversation between a brand and a customer is authentic, and if that brand has something relevant and genuine to contribute, then I believe consumers are more likely to engage, purchase and to stay loyal."

M&C SAATCHI TALK



**DISCORD: THE COMMUNITY CONVERSATION REVOLUTION?**

Unlike most social media platforms, Discord is designed with small and diverse communities in mind rather than one big central community. It aims to provide a platform where "people build genuine relationships with friends and communities close to home or around the world" - a differentiator that may have helped boost its popularity during the pandemic.


Communities are created via so-called servers, which are simply channels created for or by people with shared interests. The size of servers varies, but there are over 19 million active servers per week. They can be open to the public but the vast majority are private, invite-only spaces for groups of friends and communities.

Brands can get involved by creating their own servers, or facilitating conversations by partnering with an existing server. Whilst many conversation topics on the platform are related to gaming, there's a variety of subjects being discussed, from self-improvement, cooking, sneakers, to meeting new people.

No distracting ads are popping up all the time, as Discord doesn't sell ad space. Its revenue model is based on users purchasing upgrades to enhance their experience by customising their servers with bots and personalised emojis, for instance.

**"150 million monthly active users" 1**

- Discord



# WE ARE CONVERSATION-FIRST

We combine human insight and experience with data from tools and services to better understand the conversations that matter - and place brands at the heart of them.

<b>WHAT</b>	<b>WHO</b>
Identifying and analysing the conversations that matter to the task	Hyper-targeting influential voices that are leading conversation
<b>WHERE</b>	<b>WHEN</b>
Finding the channels and platforms where conversations take place	Picking the moments the audience is talking about our topic



# THE ART OF CONVERSATION

Delivered through:

**UK CONSUMER PR**

**GLOBAL PR**

**B2B & BUSINESS**

**REPUTATION MANAGEMENT & CRISIS COMMS**

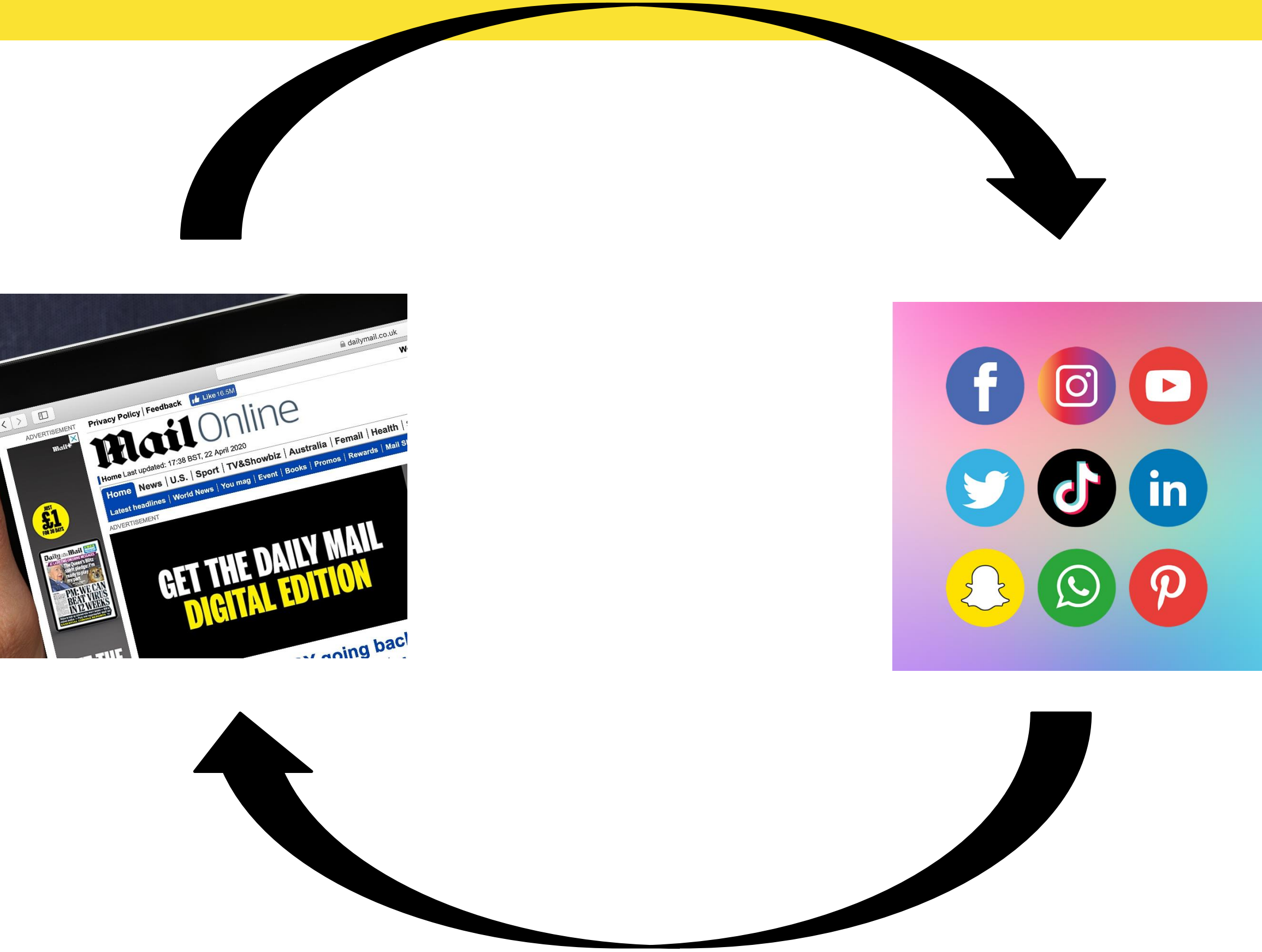
**SOCIAL**

**INFLUENCER**

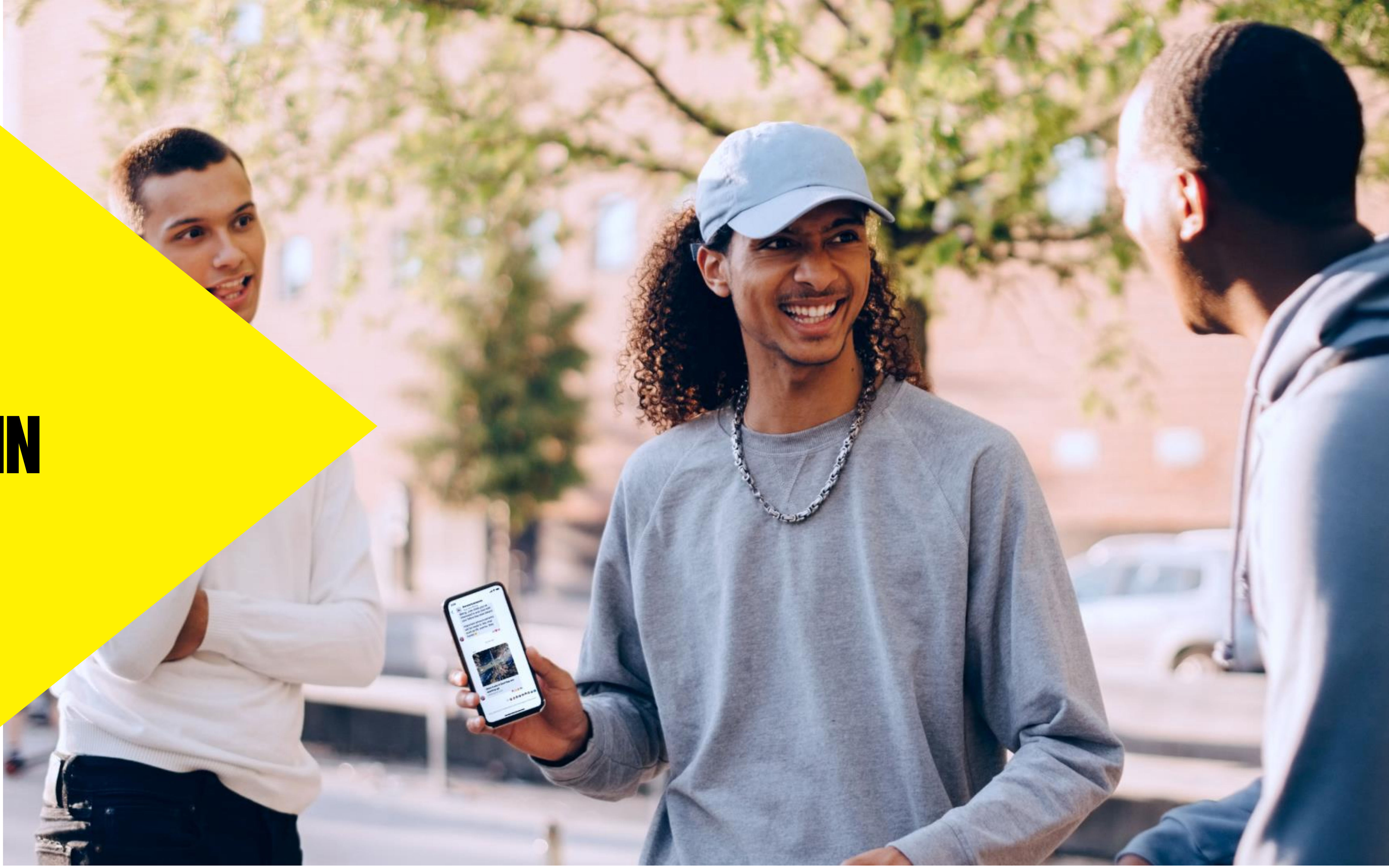
**EXPERIENTIAL**



# CONVERSATION SETS & FOLLOWS THE AGENDA



**JOIN**



**CHANGE**



**START**





currys

# CONVERSATIONS HELP PEOPLE UNDERSTAND THE IMPACT OF E-WASTE

It isn't trash to us.



## Poll #4

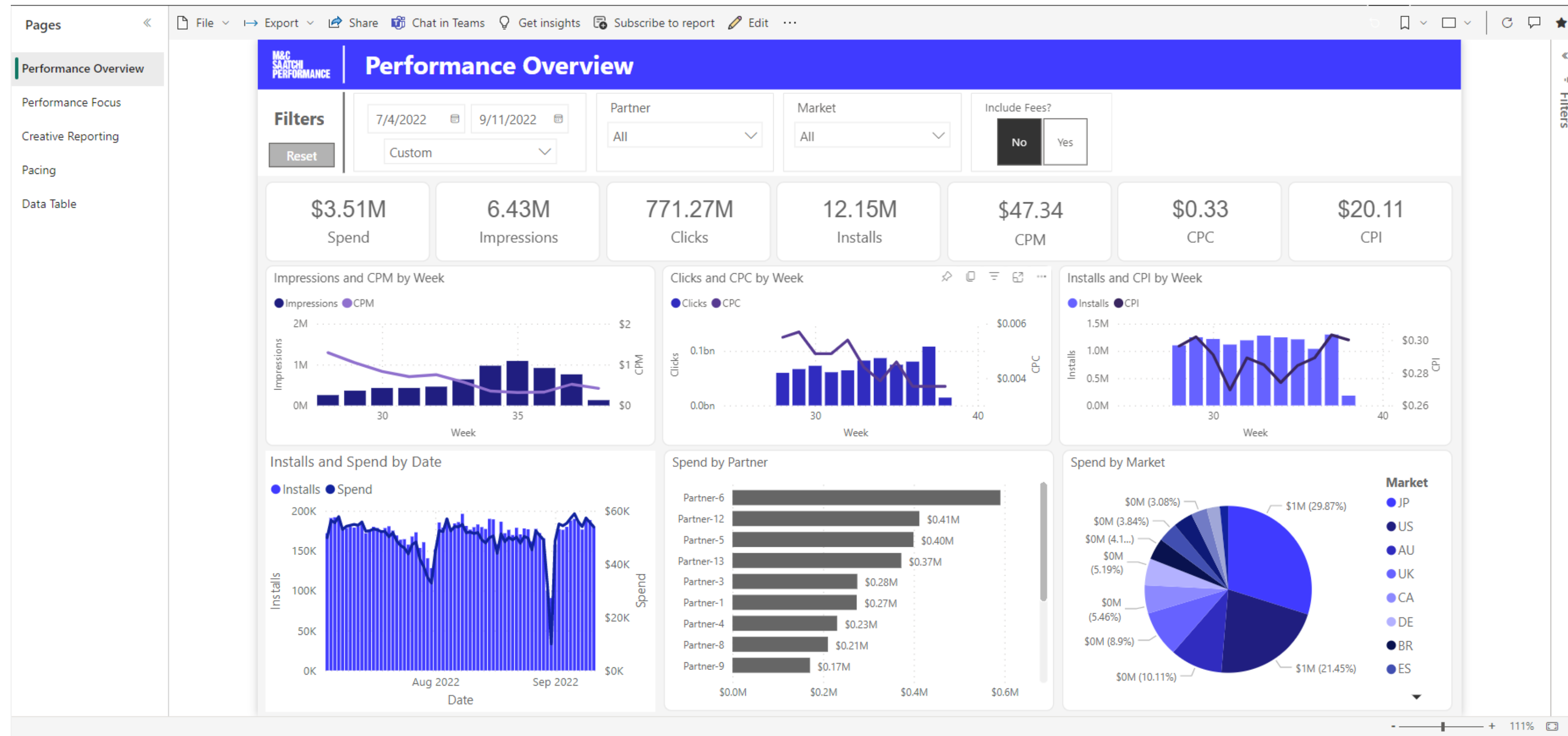
**HOW OFTEN DO YOU START A CONVERSATION BASED ON  
SOMETHING YOU HAVE SEEN ONLINE?**

**MEASURING  
CAMPAIGN SUCCESS**





# PAID MEDIA REPORTING



- REACH
- FREQUENCY
- COST-PER THOUSAND IMPRESSION (CPM)
- CLICK-THROUGH RATE (CTR)
- COST-PER CLICK (CPC)
- COST-PER ACQUISITION (CPA)
- RETURN ON INVESTMENT (ROI)
- RETURN ON AD SPEND (ROAS)
- LIFETIME VALUE (LTV)
- INCREMENTALITY

# AND CREATE CONVERSATIONS WITH IMPACT.

As part of our strategy development and objective setting, we establish benchmarks for the brand and their category.

Working from these means that measurement is ongoing rather than retrospective, and enables us to constantly test, measure and optimise our work.

Fewer reports. More insights.  
Fewer surprises. More effective conversations.

## ACTIVATIONS OUTPUT

### HOW DID WE PERFORM?

Understand how assets perform against benchmark to fuel creative testing and optimise investment.

Short-term KPIs of direct media, social and search performance (unique reach, engagement, views, clicks,).

## AUDIENCE OUT-TAKE

### HOW DID AUDIENCES REACT?

Tracking change by understanding what audiences think, feel and do.

Mid-term KPIs of salience and sequential actions following campaign exposure (mentions, associations, search intention).

## BUSINESS OUTCOME

### HOW DID THE BUSINESS BENEFIT?

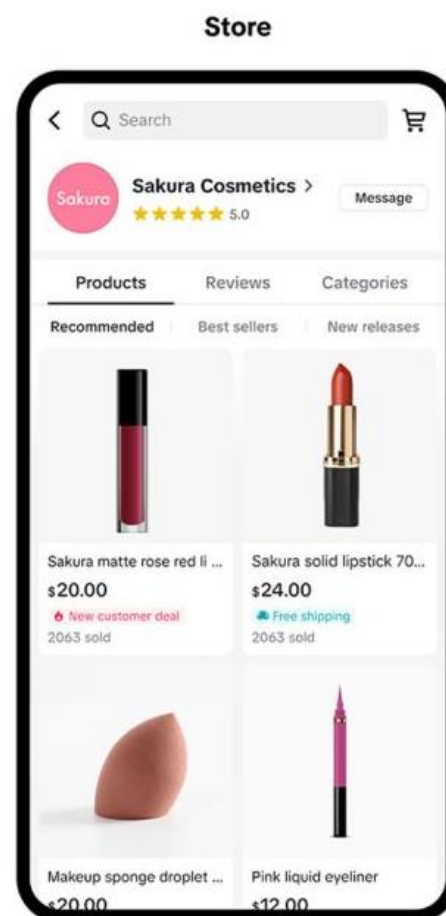
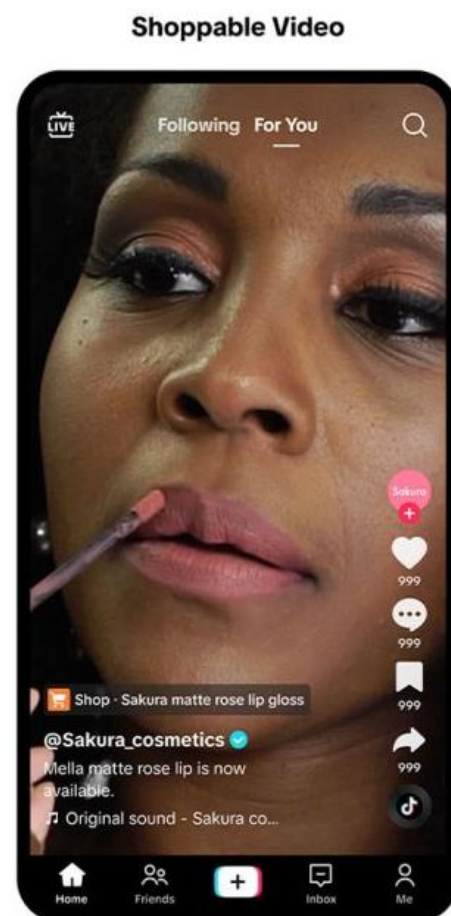
Creating accountability for comms by understanding the contribution to revenue and equity.

Long-term KPIs of SOC (media, search and social) against SOM and revenue. Close collaboration with agency partners for clear attribution.

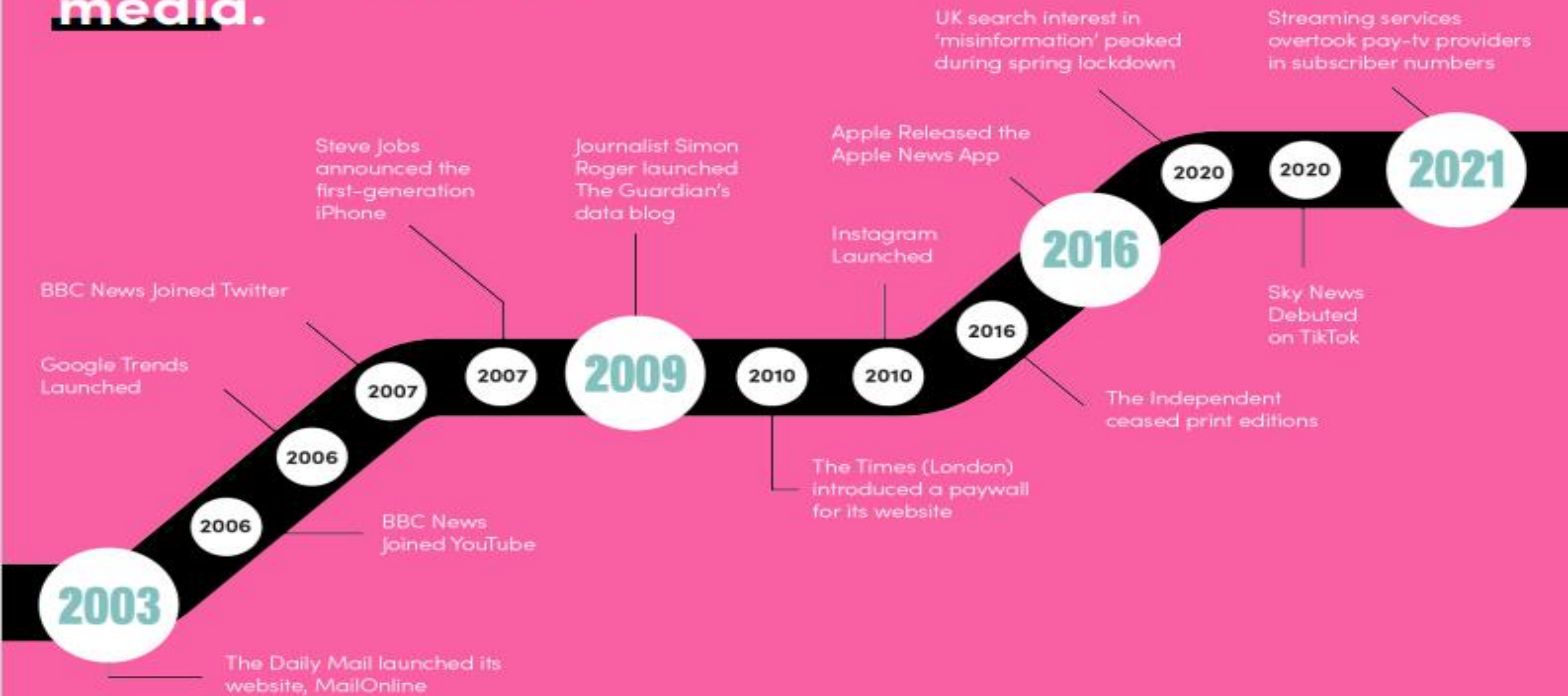
# **THE FUTURE OF ADVERTISING**

Or to be replaced  
preferred

# PAID MEDIA



# Two decades of change in earned media.



# KEY TAKEAWAYS

# **PERSONALISATION**

Audiences respond to well-tailored ads that speak to their needs and preferences



# **USE ALL YOUR TOOLS**

There aren't just 10 targeting options anymore – with thousands of data points, build audiences that use all the data you have access to





# OPTIMISE, OPTIMISE, OPTIMISE

Profiles are constantly changing –  
media buying needs to adapt in real  
time to the ever-changing audiences  
and learnings

# DISCOVER UNTAPPED MEDIA OPPORTUNITIES

Digital now goes beyond just online display channels – OOH, Audio, TV can all be accessed through digital mechanisms

Data will also tell you where your ads can go and who you should be speaking to that might completely change your campaign approach



# **EARNED CONVERSATIONS CAN START ANYWHERE**

Earned media spans across multiple platforms and is no longer just about coverage in newspapers.



# **SIMPLE, SHAREABLE, MEMORABLE**

Don't overcomplicate your story,  
the best conversations are simple,  
shareable and memorable



# CREATIVE TASK RESULTS



**fussy.**

**Thank you to everyone who submitted an idea – over 270 of you.**

**There were so many good ones, here are just a few that Matt Lee and the team picked out to share.**



**YOU COULD PROBABLY PASS BOTH ON  
TO YOUR FUTURE CHILDREN.**

Time to get **fussy.**

**Madeleine Hughes**

Nice way of describing the longevity of the product and the benefit. Don't need the word future (or probably).

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OPEN HOUSE



damn, they're fussy...

but it looks like you're a match made in  
green heaven



fussy



Lives in London

less than a kilometre away

earth

fragrances

environment

looking for long-term commitment, cause i last a lifetime.  
care for me as much as i care for the environment.  
i don't do plastics or fake people.  
body odor is a deal breaker.

**Carl Awity**

It still needs work. But the thinking isn't bad. List of things deodorant looking for because they're fussy.



**Marina Koemtzopoulou**

Using Mr Fussy could be a neat idea.



**WE DON'T THINK  
DEODORANTS SHOULD  
RUIN THE PLANET.**

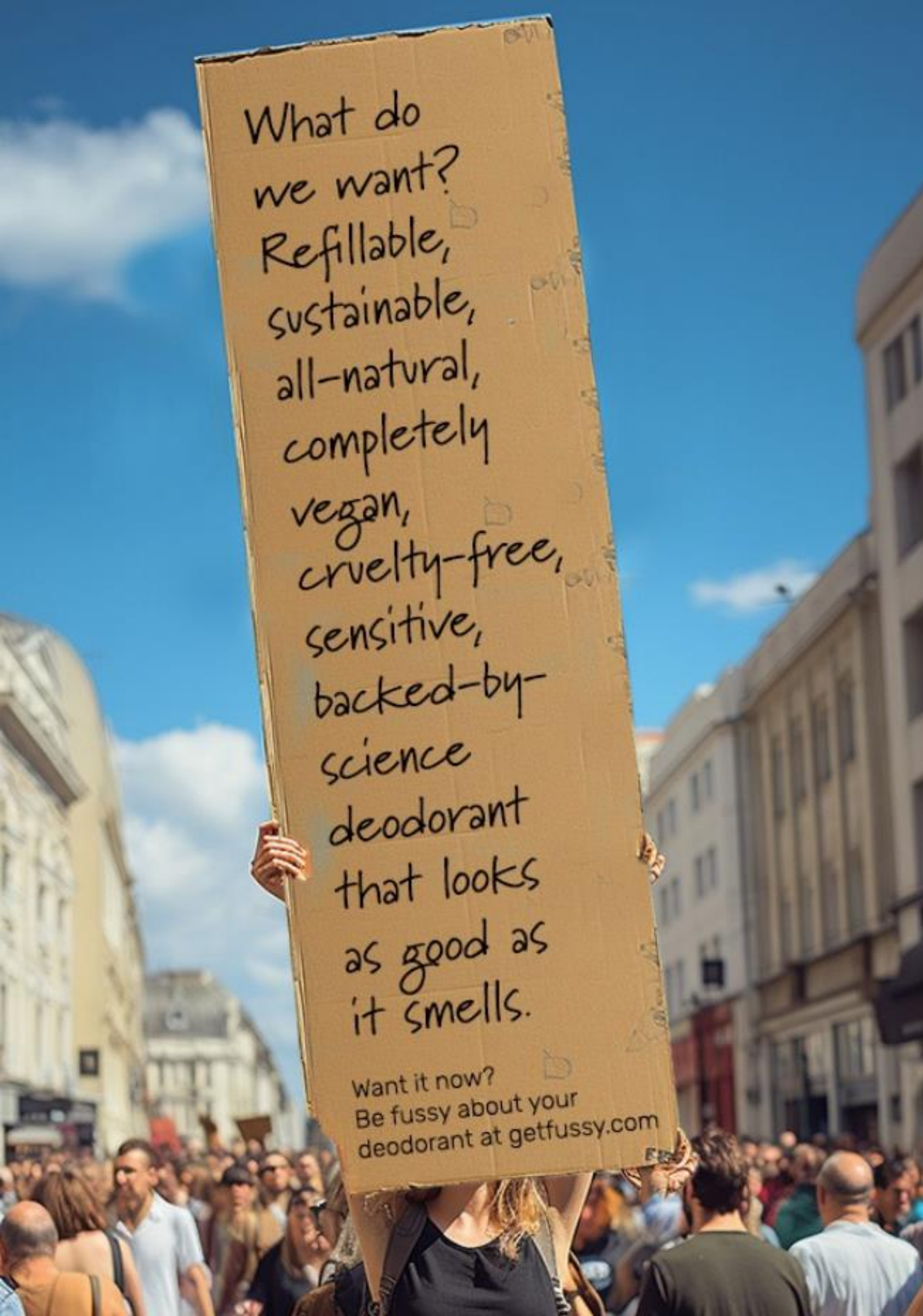
**CALL US FUSSY.**



**FUSSY. PROPER FUSSY DEODORANT.**

**Harry Salmons**  
Nice line.

**M&CSAATCHI**  
OPEN HOUSE



**Ellen Jackson**

Quite a funny way of getting across all the benefits.

**M&CSAATCHI**  
OPEN HOUSE

Help the planet  
without breaking  
a sweat



**Daisy Dean**  
Nice writing.

**M&CSAATCHI**  
OPEN HOUSE



Choose which to refill

Smell good  
Do good  
Feel good

fussy.

**Clare Reeves**

Smart, simple and tied to the product benefit.

**M&CSAATCHI**  
OPEN HOUSE

fussy.

for you.  
for earth.



**Merryn Haller**

Simple visual device. We saw two versions of this.

**M&CSAATCHI**  
OPEN HOUSE

# **WEEK 6: MEDIA & PR TASK**

**WHAT CONVERSATION WOULD YOU CREATE TO GET PEOPLE TO TALK  
ABOUT FUSSY AND ON WHAT CHANNELS?**

Optional. Submit via the Open House site by Weds 18 Oct.



# WHAT'S NEXT?

## 18 OCT GLOBAL & SOCIAL ISSUES

How we harness the power of communications to tackle the world's most challenging problems and help make it a healthier, safer and more equitable place in partnership with governments, foundations and non-profits.

Katie Gilbert, Managing Director, & Maya Rampal, Strategist, M&C Saatchi World Services



*Thank  
you*

**M&CSAATCHI**  
OPEN HÔUSE

