

The future of advertising

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FHV **BBDO**

This is
FHV BBDO

Theme of this presentation

The future of advertising is
“total branding”

Some facts and figures...

If Facebook was a country
it would be the 3rd biggest
country in the world
(+ 300.000.000 users)

Ashton Kutcher and
Ellen Degeneres have more
twitter-followers than the whole
population of Norway, Ireland and
Panama combined

Every month 31 billion people
knock on Google's door

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In 2006 this number was 2,7
billion

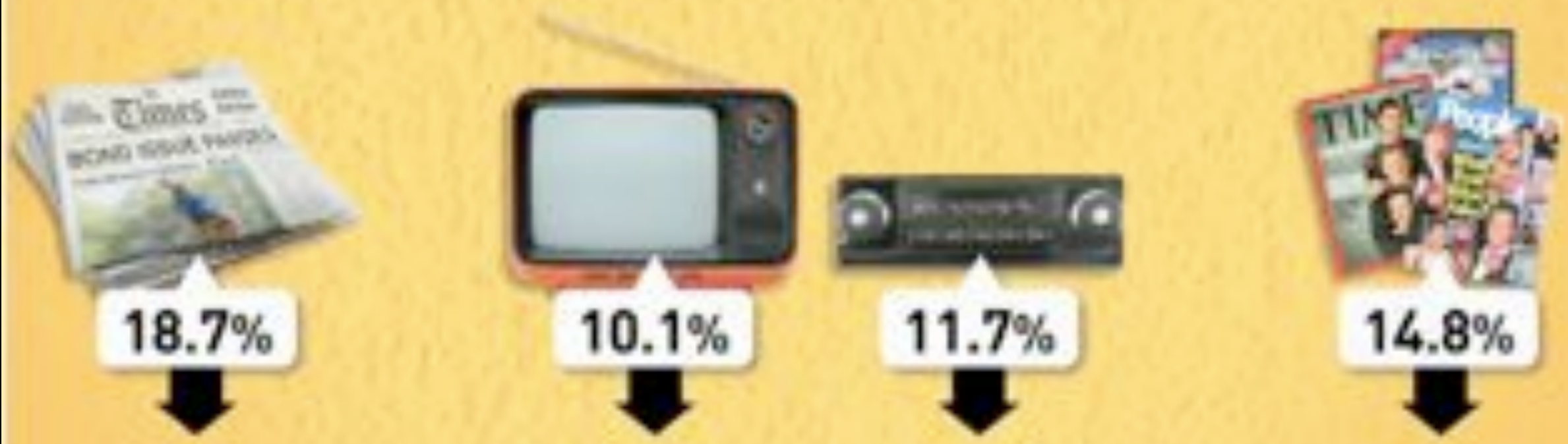
The average American spends
over 8 hours a day looking at
screens: tv, mobile, computer,
instore TV, etc.

26% of all Dutch 2 and 3 year olds
use the internet minimal once a
week

New media
have changed
advertising
for good

The traditional
domain of ad
agencies is
becoming **smaller**

This year, traditional advertising is in **steep decline.**



Meanwhile, digital advertising is **growing rapidly.**



Companies have more
and more means
to get in touch with
consumers

*“Everything a brand says
or does, or sometimes
does not,
sends a message.”*

(Giep Franzen)

Or, stated differently,

everything is
communication

Ad agencies of
the future are not just
about advertising
they are about
branding

Branding:

Creating a coherent
image through all
interactions between
consumer and brand

Brands are valuable

financially....





140%





480%

it's scientifically proven:
strong brands have
better commercial
results

Brands are valuable
emotionally...



Apple Students [Become a Fan](#)

Wall Info On Campus Photos Discussions

Apple Students Just Fans

Suggest to Friends

The official Facebook home of Apple Students. Now that you're a college student, it's about finding simple ways to learn more, prepare for your career and have a little fun, too. Apple makes it all easy.

Fans

8 of 1,400,402 fans [See All](#)



Apple Students Nike's Human Race 10K is this Saturday. Use Nike+ iPod to track your progress.

October 23 at 10:34am

129 people like this.

[View all 75 comments](#)

Apple Students Select schools now have their own Apple Students Facebook fan pages. They connect you to your Campus Rep, inform you about Apple events on and near campus, and provide tips to getting the most out of your Mac. Become a fan of your local page to stay in touch with Apple.

October 8 at 8:08pm

1,074 people like this.

[View all 131 comments](#)

Apple Students Welcome to the new Apple Students Facebook page. It's here to help you get the most out of your Mac. We're excited about what's coming up. Tell us what you think.

October 7 at 1:35am

2,252 people like this.

Create an Ad

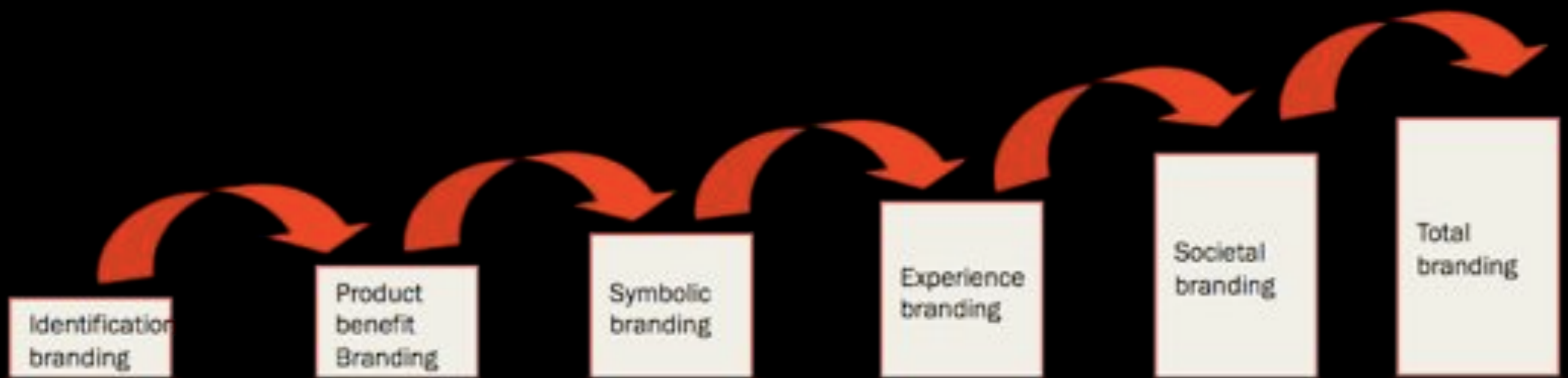
Facebook Pages



Facebook Pages help you discover new artists, businesses, and brands as well as connect with those you already love.

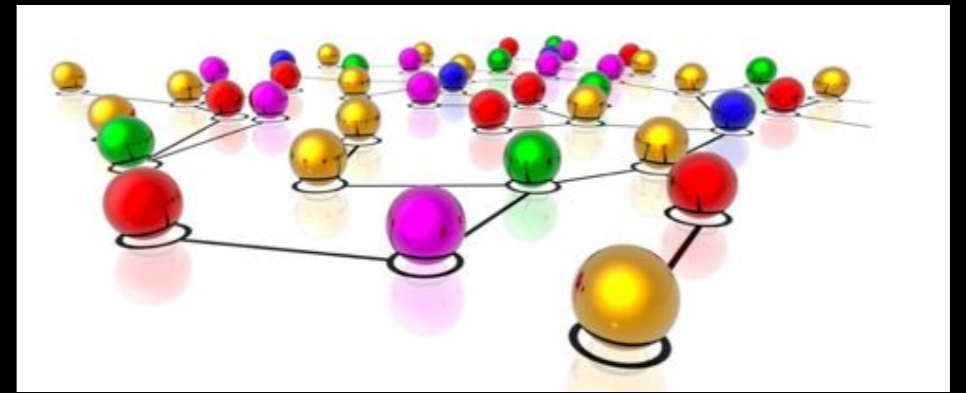
[More Ads](#)

Brands
have
evolved

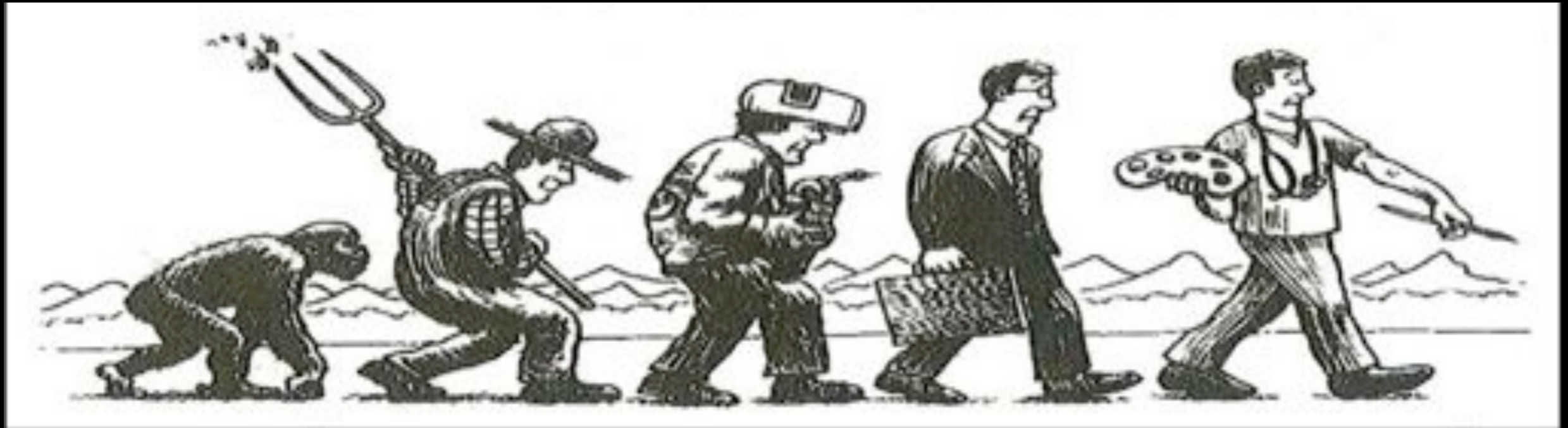


Giep Franzen

So have
media...



And so have
people



Branding is a “people’s business”

It is more and more about
creating value and meaning
with consumers

People are driven
by their **emotions**

So to create
financial value
brands need
to create
emotional value
first

The Age of Emotion

Rationalists

Hard skills

Instruction

Systems

Analysis

Control

Assessment

Learning objectives

Behaviourism



Romantics

Guided discovery

Soft skills

Intuition

Creativity

Empowerment

Learner goals

Happy sheets

Constructivism

What does that mean
for brands?

Meaning

Story

Relevance

Symphony

Meaning

Story

Relevance

Symphony

what does
your
BRAND
mean
to the world

?



wrinkled?

wonderful?

Will society ever accept 'old' can be beautiful? Join the beauty debate.

campaignforrealbeauty.co.uk  | *Dove*



Meaning

Story

Relevance

Symphony

Once Upon a Time...

the queen died
and the king
died

the queen died
and the king
died
of a broken
heart

Why should a
brand tell **stories**?

“Brands are mental containers of associations that work as internal information sources for shoppers”.

(G. Franzen, Mentale wereld van merken, 2000)



Meaning

Story

Relevance

Symphony

Consumer insights

Let op!

Pokkie gevarenzone

Hier zijn **34.000** pokkies foetsie geraakt.



Pokkie foetsie. Alles foetsie.

Deel de pokkie van dit nummer met veilig online op met de Telefoonboek.
Kijk op www.hi.nl

Welkom
bij de
Society



Meaning

Story

Relevance

Symphony

Brands must understand
the connection between
diverse, seemingly
separate, disciplines

Symphony

Orchestrating all
disciplines to create
acoherent brand image

Werkt Glashelder ook voor jou?

Doe hier de scan →



helder moment

Ben je verzekerd
 Bedenk je dan goed
 Waartegen of waarvoor
 En of het echt wel moet
 Verzeker niet zomaar alles
 Maar wat er echt toe doet
 Dat is wat je noemt
 Een helder moment

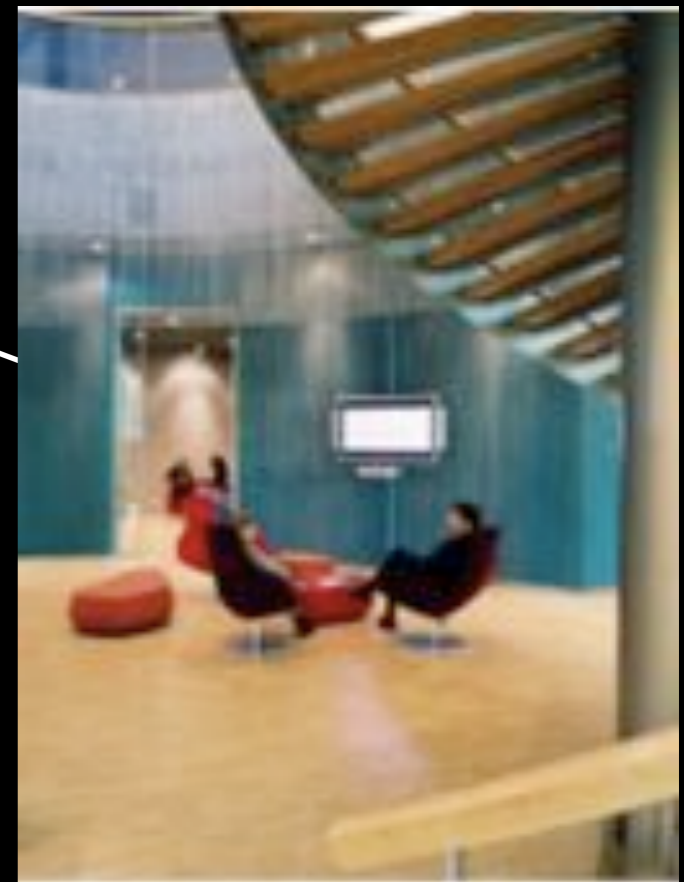
Interpolis. Glashelder
Meer inzicht? Interpolis.nl

Interpolis makes insurances transparent

Pay Off Glashelder ("Chrystal Clear")

daarom:
 direct mannetjes bij autoschade

Interpolis. Glashelder



Summary

New media have changed advertising for good

The traditional domain of ad agencies is becoming smaller

But the ad agencies of the future are not about advertising, they are about branding

Creating emotional meaning around brands
through: meaning, stories, relevancy and symphony