Hello,

How do consumers engage with brands in an increasing digital world?
Digital brand experiences are not just about ‘awareness’, now we are fighting for engagement, as consumers can ‘friend’ brands.
The changing digital landscape is fundamentally altering the evolving relationship between brands and consumers.
What does this mean?
We need to consider these digital/social mediums when developing communications.
Give your audience content they want
True Blood › Immortalize

TV Show

IMMORTALIZE YOURSELF

WATCH AN EXCLUSIVE SEASON 4 INTERACTIVE VIDEO STARRING YOU, YOUR FRIENDS AND YOUR FAVORITE TRUE BLOOD CHARACTERS

MAKE YOUR VIDEO

THE NEW SEASON
TRUE BLOOD
SUNDAYS 9PM

Ensure that there is a way for people to participate and engage – make it easy!

Give the reason and tools, people will market for you
‘Humanise’ your brand

http://www.facebook.com/SunnyTheEgg
For some brands, social now drives more traffic than search
Primary Reasons for ‘friending’ a brand on Facebook

1. Loyal customer of that brand

2. Because a friend did

3. I want to get info from that brand

Data source: Facebook Users self-reported internal data, October 09
Our **Social Methodology** is based on five key areas:

1. Selecting appropriate social technologies
2. Reputation management
3. Audience engagement
4. Destination traffic generation
5. Measurement to inform improvement