

# 10 marketing

Will 2010 be a golden year for marketing or the beginning of the end? Judy Franks identifies key trends in integration and their implications

At the dawn of a new decade, the doomsayers predict a marketing apocalypse that will see a collapse of media structures and 'advertising'. Others only see opportunity in a marketing renaissance.

The marketing rules are blowing apart, and the road lies before us: uncharted and open for those who are brave enough to pioneer the unknown. The only problem is we don't have a GPS system to navigate this road.

That said, we can make predictions for the year ahead based on the inherent tension between past business practices and future opportunity. I see 2010 as a year of transition: a year of short-term missteps along a pathway of much more interesting and integrated marketing solutions. Here are my top 10 predictions.

## LESS WILL GET DONE: UNTIL WE LEARN TO DO MORE WITH LESS

**1** While 2009 was the year of 'the great recession', we won't feel its full effects until 2010. Marketers and their agencies are dealing with reduced resources in headcount and budgets and we won't see enough breakthroughs in the marketplace, simply because they have to remain focused on 'getting the work out the door'. The only way to 'do more with less' is to align resources toward a single and powerful integrated marketing solution. Individual marketing tactics will simply become marginalised and highly tactical with 'less'.

## MARKETERS WILL MISTAKENLY DROP A CHANNEL FROM THEIR MEDIA MIX

**2** Reduced marketing budgets mean that something has to give. Unfortunately, many marketers are making wholesale cuts to a specific channel in the process. The most dramatic cuts are occurring in print media. I caution marketers to consider whether the remaining media in the mix can compensate for the cuts. For example, does the internet behave like print? Is the consumer experience the same for both media? Are the message formats the same? The answer is clear. Reduced resources should not come at the expense of an integrated, multi-channel mix.

## MARKETERS WILL RUSH TO EMPLOY 'SOCIAL NETWORKING' STRATEGIES

**3** Marketers are in a mad rush to enter the social networking space with tweets, widgets, apps and fan pages. However, social networking is not a marketing tactic; nor is it a surrogate for the brand's social experience. It is not a line item on a marketing plan, a specific channel, or form of content. Rather, it is an outcome. No single channel has a lock on the 'social' nature of content. Most media can serve as the 'originating' medium in a journey that can take a great piece of content across channels and into vast networks of hearts and minds.



## WE'LL HAVE MORE DATA AND EVEN LESS 'UNDERSTANDING'

**4** More studies are emerging from more places: set-top boxes, foundations, academics, marketers and the media itself. The data all clearly points to a very different world: one that is highly fluid, highly interactive and quick to change in structure and form. What's the problem with this picture? Data sets are less projective when the media world changes so quickly. Granted, while we may have a better understanding of what happened last week, last month or yesterday, we cannot take this understanding too far into the future. I'd say we're entering a bit of a Wild West era of integrated channel planning.

## LINES BETWEEN MEDIA WILL CONTINUE TO BLUR

**5** In 2010, more prime-time TV content will show up in more places than ever. Fans will have multiple access points into shows that used to be an 'appointment to view' that was controlled by the programming executives at the networks. Between live view, live+3 day views from a DVR, video-on-demand, Hulu, the network's own websites and shared distribution deals, it is no longer clear where one screen medium ends and another begins. Maybe we're starting to realise it's all a screen.

# trends for 2010



Tina Fey: testament to TV/YouTube synergy

## PUSH VERSUS PULL WILL BECOME LESS RELEVANT

**6** In 2010, the classification of marketing experiences into 'push' versus 'pull' will become less relevant because the best content (both editorial and commercial) will increasingly become 'push' and 'pull' at the same time. For example, is US reality TV hit *American Idol* a 'push' medium because it's broadcast during primetime on Fox? Or is it a 'pull' medium, given the plethora of votes, downloads, and chats which result from the broadcast? It is both. Given the vast reach of our social networks, a viral experience that is pulled along by a small group of fans will quickly amass reach without too much effort from the part of the original sender.

## GREAT CONTENT WILL TRAVEL AT THE 'SPEED OF SHARE', WHILE 'AVERAGE' EXPERIENCES WILL EVAPORATE

**7** In 2010, we will begin to wrestle with our sense of time. Messages can travel at 'the speed of share'. With the click of a mouse or mobile phone, consumers can advance a great story, ad, video or picture to vast, 'networked' communities of hearts and minds. This renders the speed of traditional content distribution obsolete. But content will only travel at the 'speed

of share' if it is worth sharing in the first place. There will be less tolerance for mediocre content and consumers will have more ways to avoid it.

## THE ADULT 18-49 DEMOGRAPHIC WILL BECOME EVEN LESS RELEVANT AS A TARGET COHORT

**8** The diversity of the 18-49 demographic certainly isn't new, and on the surface shouldn't be cited as a notable trend for 2010. But when you stop and think about how different the media world is for an 18-year-old, relative to a 49-year-old, you might just be ready to step away from a target cohort that doesn't hold up. Every year, the divide between 'internet-raised' and 'television-raised' consumers becomes more profound. Just read *Media Generations* by Martin Block, Don Schultz and BIGresearch and you'll come to understand that today's 18-49 demographic cohort contains four different media generations.

## SYMBIOSIS WILL CREATE INTERESTING AND STRANGE PARTNERSHIPS

**9** Some are predicting wholesale collapses in media channels. I prefer to believe the media and marketing landscape will be affected more by the laws of symbiosis than the laws of natural selection. Consider the relationship between YouTube and TV. What appeared on the surface as a 'competing interest' continues to evolve into a symbiotic relationship. Just ask Tina Fey or Susan Boyle and they will speak of the power of one

medium to reinforce and amplify the other. I predict we will continue to see emerging relationships among what appear on the surface to be competing media channels.

## THE YEAR 2010 WILL BECOME THE YEAR OF THE 'GOOD IDEA'

**10** We, as an industry, have become hyper-focused on the dynamics of channels, to such an extreme that we may very well have taken our eye off the ball. Channels serve only as pipeline for content – and only great content can be both 'pushed' and 'pulled' along at the new 'speed of share'. Without a good idea, the content will simply evaporate. So, despite fewer resources, more diversity and less certainty, I expect good ideas to fuel integrated marketing outcomes in 2010.

To conclude, a good idea is truly our best compass. I am hopeful that by the end of 2010, we will be able to discuss many great ideas that made it to the marketplace despite the troubled economy. I predict the list will represent a diversity of brand expressions across a breadth of channels. No single medium holds the key to the future, nor will any single side of the marketing business own intellectual innovation. The best efforts in 2010 will represent the collaboration of many thinkers and multiple media solutions.

However, the measure will be clear: the best ideas of 2010 will be celebrated for their ability to engage and inspire consumers to both participate themselves, and to share the idea with others.

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