

Jericho Brainy Breakfast – Case Studies

Are you digitally fit, swiki and atomised or in.... the Dark Ages

The latest Jericho Brainy Breakfast in conjunction with the Marketing Association was a chance for a selection of the country's digital heavyweights to tell us what's on their minds...

Four of New Zealand's digital honchos took the floor at November's Jericho Brainy Breakfast – each giving us a quick once over of their world followed by a collective Q&A session.

If there was a central theme, it was... it's time for New Zealand marketers to 'get digital'. Each speaker challenged the marketers present to question themselves on the urgent need to exploit the digital mediums.

First up for his 'state of the digital nation' was **Simon Morgan**, Managing Partner of **Publicis Digital** in Australia and New Zealand.

Are you digitally fit?

That was Simon Morgan's challenge to the 200 plus marketers in the room.

"Marketing is still about starting conversations...but oh how complicated it's getting."

For Simon, the first step to getting in digital shape is accepting that digital marketing is all about consumer participation and control..."Whether marketers like it or not."

"At the heart of Trademe is the buyer conversation with the buyers' comment feature which has created a very powerful community," says Simon Morgan.

Digital marketing puts consumers in charge. Social media like blogs, network sites and podcasts encourage consumers to form natural communities.

"Advertisers can keep yelling and making more ...and wonder why consumers are not reacting."

The message is that easy, old fashioned 'big ads' just might not cut it anymore.

Simon Morgan's point was that it's time for New Zealand marketers to get digitally fit or be left behind.

Next up was **Steve Sherman**, a New Zealand digital pioneer and co-founder of **Touchpoint** - a multi-channel services agency.

“We live in sheltered part of the world – we are not behind technologically but we are in the dark ages when it comes to understanding the power of digital technology.”

Steve summed up the challenge facing marketers stating;

“Microsoft is fighting head-on with Linux, who are in reality a bunch of consumers” – that is the marketing challenge in its simplest terms.

Like Simon, Steve’s message was that it’s not about traditional advertising anymore – “it’s about brand experience through direct customer involvement.”

Steve’s five tools for digital marketing and what local marketers need to know about are: Search Marketing such as precise Google page searches, mobile marketing, websites, online database management and ...most importantly email marketing.

Knowledge of these digital mediums is essential for a marketer worth his or her salt to utilise creatively.

But be warned says Steve Sherman, these digital realities also mean never before seen standards of measurement for marketers.

Gary Franklin is an ex-NASA employee and co-founder of **Eurekster** – a revolutionary new search engine company based in San Francisco with R&D in New Zealand.

The point of difference with Eurekster and Google is that its searches revolve around specific shared search community interests and influences.

“Google is an algorithm and algorithms can go bad,” says Gary Franklin. Bad says Gary is when they get manipulated by shonky search spiders etc.

Gary gives the example of searching for a UK Hotel and top of the list are hotel booking agents and not the specific hotel searched.

“In digital age it is all about what the consumer thinks is important and what they are interested in.”

Eurekster argues for the power of shared communities of interest, using these to form more refined and ultimately satisfying searches.

Enter a Swiki - or more precisely, searches based on analysis of user behavior (keywords and pages accessed) anonymously and automatically and then re-ranking results based on the community’s search actions.

Put simply, if a reader is looking for something on a particular site, a search will probably be connected closely to this site content so why not refine and search as such.

Gary gave the simple example of a search on the term ‘casting’ and how this can throw up acting, fishing and even crochet results.



The final speaker was **Sharon Henderson**, Group Managing Director of **DDB's** communications companies.

Forty years ago the 'B' in DDB said "You can't sell a person who isn't listening," and this holds true today more than ever says Sharon Henderson.

For Sharon this means that content will always be king – no matter how it is communicated. The word of the day for Sharon was atomization...and the atomization of content meaning that a piece of content has value outside of where it appears - from the Internet to mainstream media.

And the big media outfits are fast learning the importance of this with their cheque books out purchasing new online outfits with ACP buying the Stacy Gregg fashion website and of course Fairfax picking up Trademe.

