

MARKEDSFØRING TIL HOMO MOBILUS



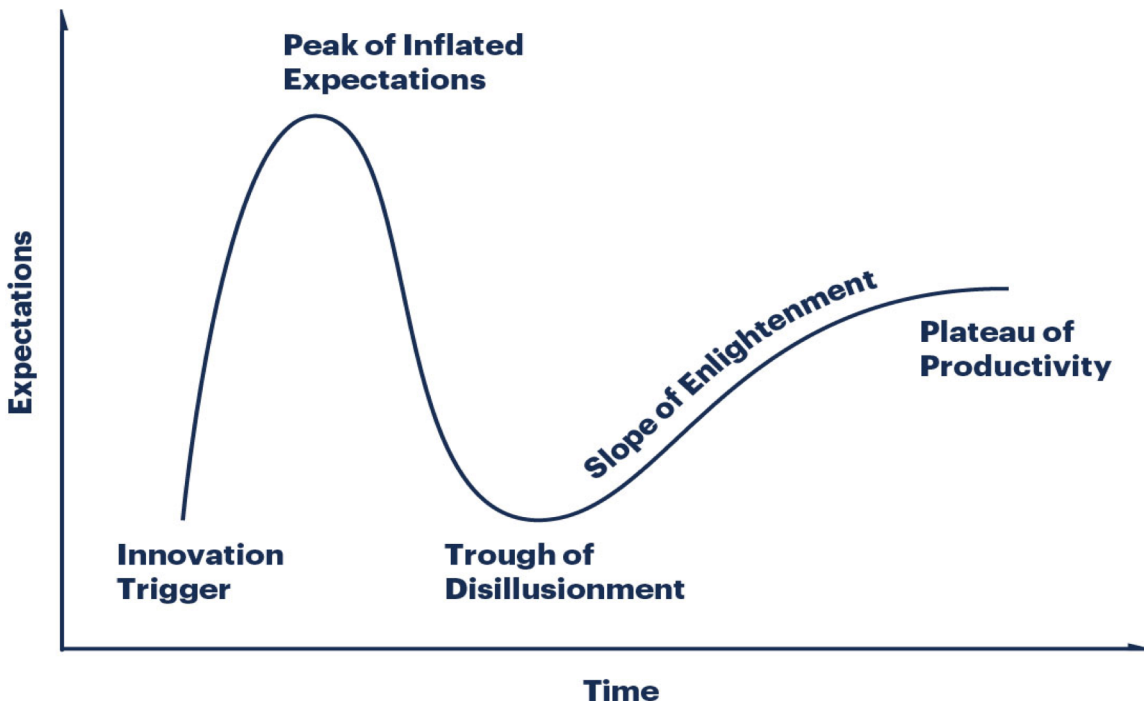
Are Thu
Analysesjef, Re:Media

RE: MEDIA

Hvordan nå fremtidens forbruker?

I oppmerksomhetens tidsalder scroller vi forbi uendelig mye innhold hver eneste dag. Samtidig auksjoneres de beste eksponeringene bort til de merkene som byr høyest på mediabørsene.

Perspektiver på strategiske mulighetsrom og utfordringer som er i ferd med å dukke opp på markedsføringshorisonten.



Nasreddin and The Secret of Happiness

Student What is the answer to the the secret we all seek: How to attain happiness?

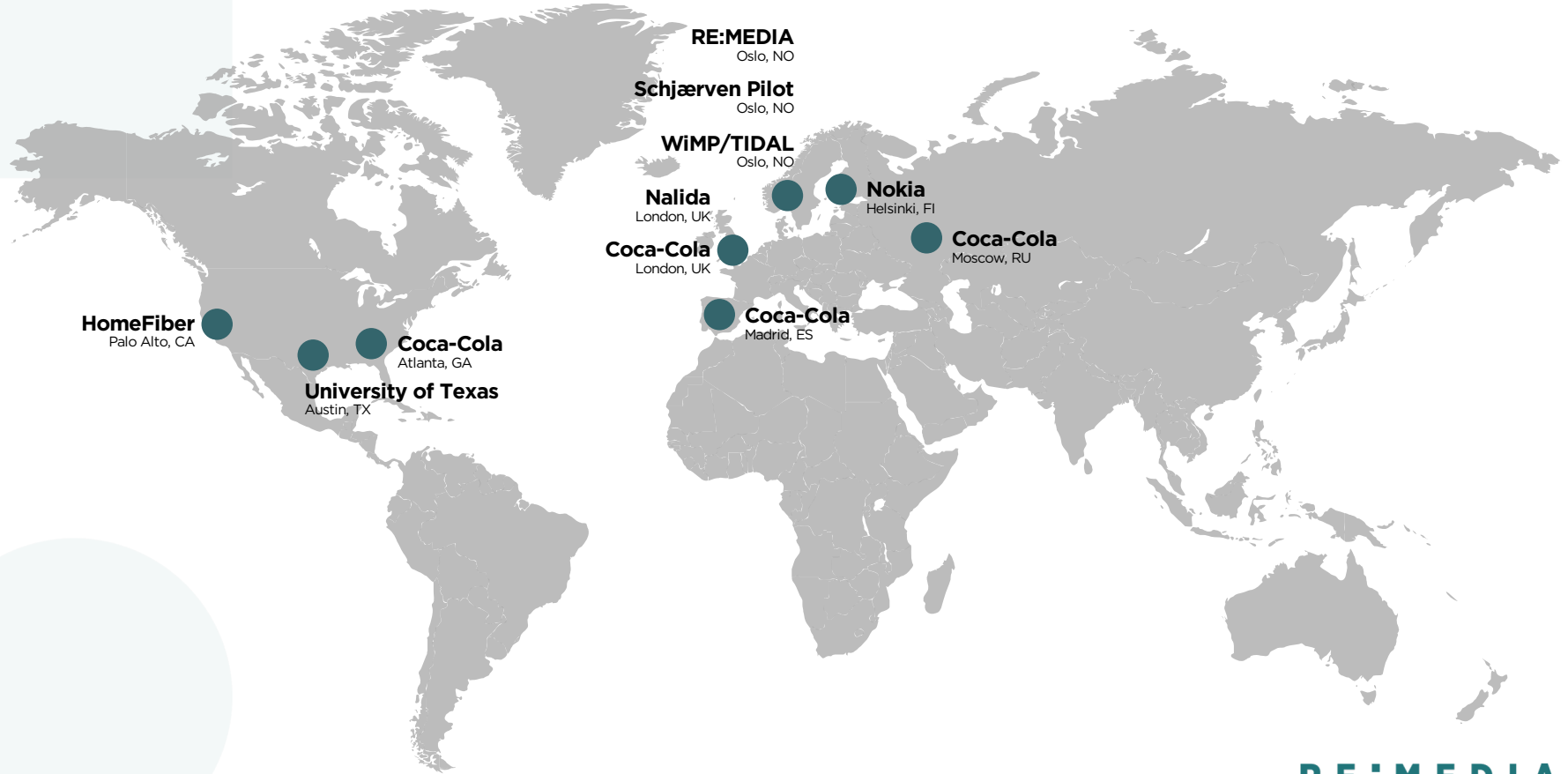
Nasreddin The secret of happiness is good judgment.

Student Ah! But how do we attain good judgement?

Nasreddin From experience.

Student But how do we attain experience?

Nasreddin Bad judgment.



HomeFiber
Palo Alto, CA

University of Texas
Austin, TX

Coca-Cola
Atlanta, GA

Coca-Cola
London, UK

Nalida
London, UK

Schjærven Pilot
Oslo, NO

WiMP/TIDAL
Oslo, NO

RE:MEDIA
Oslo, NO

Coca-Cola
Madrid, ES

Nokia
Helsinki, FI

Coca-Cola
Moscow, RU

RE:MEDIA

HOMO MOBILUS

Definisjon av Homo Mobilus



Livslinje i vanntett hylster



Foto: Patrick Witty, Time Magazine

NOKIA
CONNECTING PEOPLE



RE:MEDIA



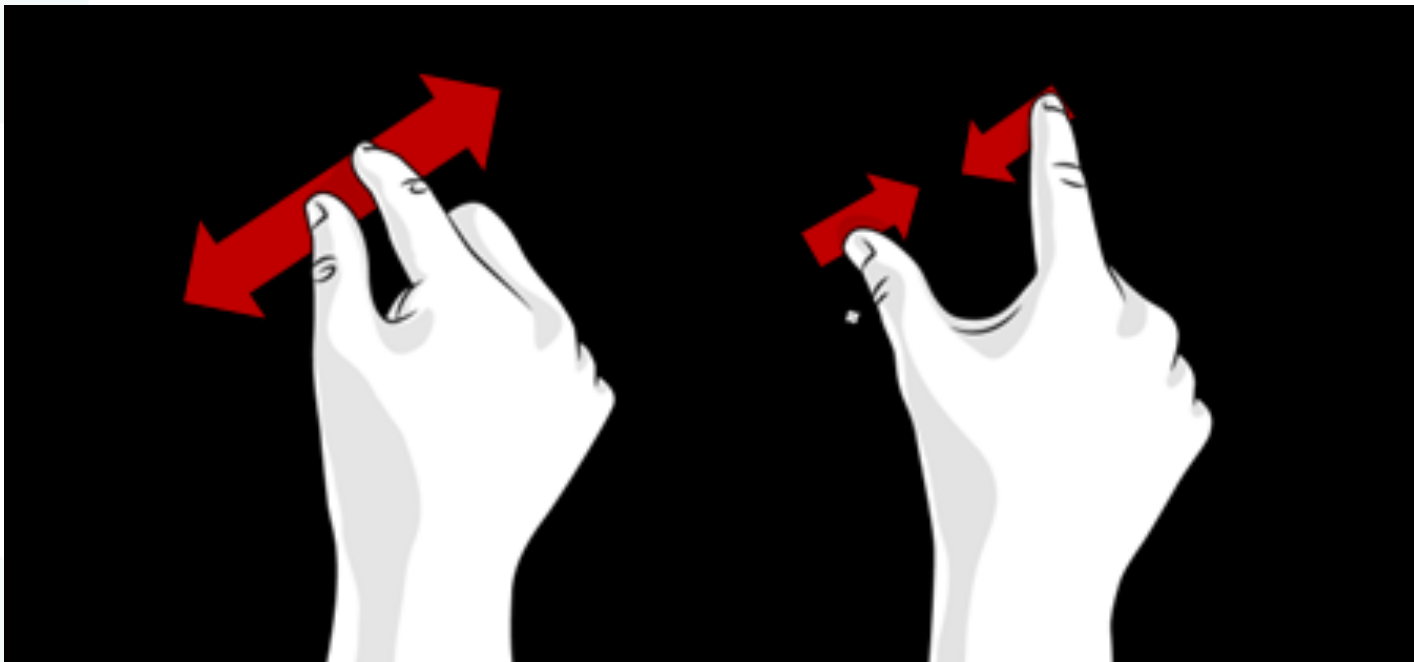
**«Are, come to
my office tomorrow
and I will show you
a true vision»**

Anssi Vanjoki



RE:MEDIA

Pinsettgrep





Tech adoption

**Homo
Mobilus**

Tablet

Mobil

PC/Mac

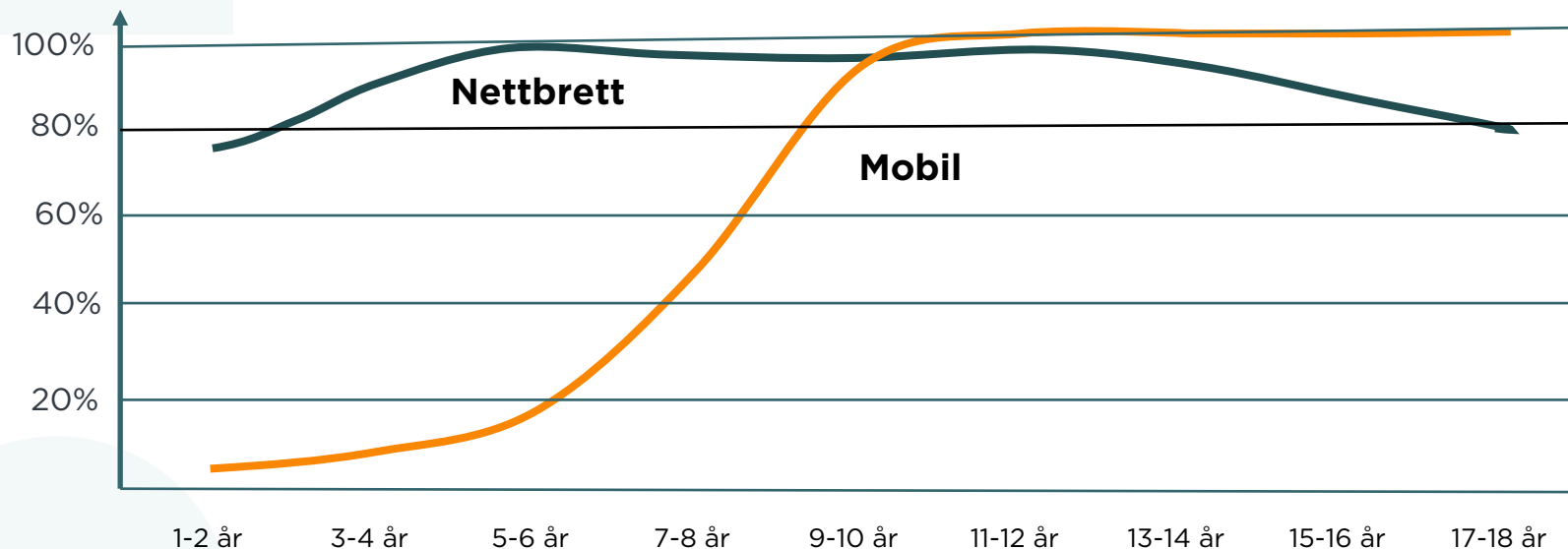
**Homo
Sapiens**

PC/Mac

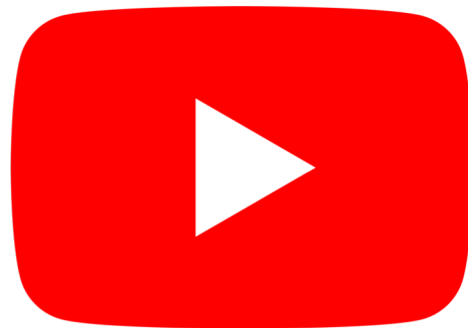
Mobil

Tablet

Tilgang til mobiltelefon og nettbrett



Barnets første apper





RE:MEDIA

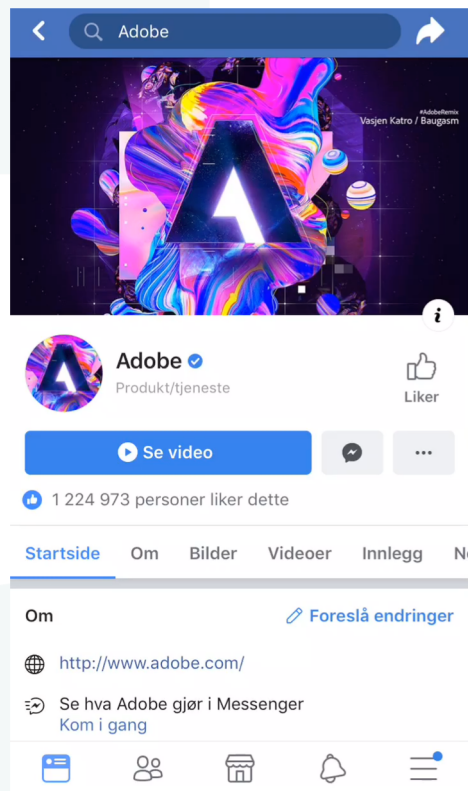
TOMMELSO



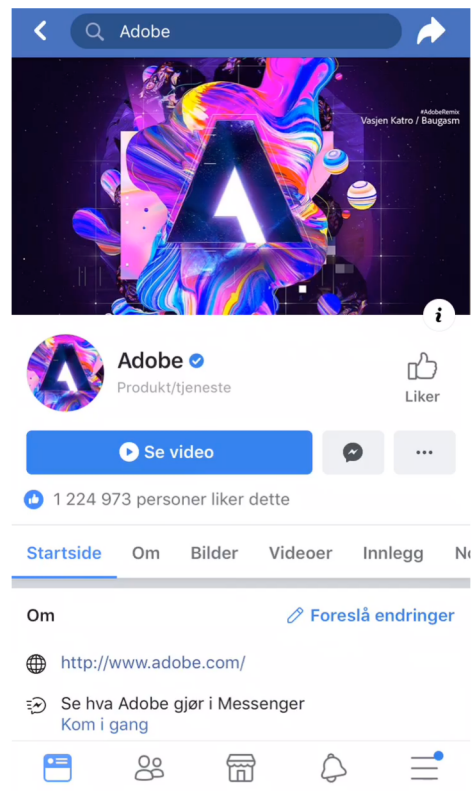
POST-BASERT INTERAKSJON



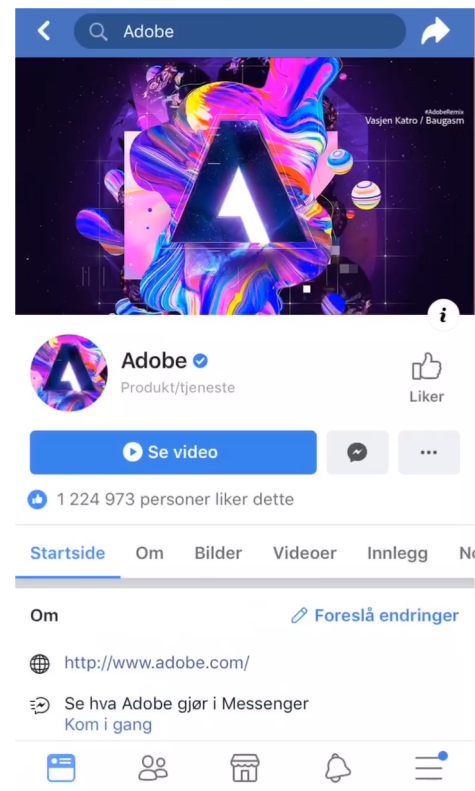
Rask



Medium



Sakte



time per post

1,7 sek



91
meter

antall posts



OPPMERKSOMHETS- ØKONOMI

Info-overflod og oppmerksomhetsfattigdom

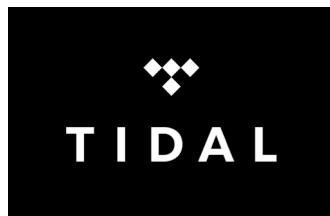
Attention Economy

«... Hence a wealth of information creates a poverty of attention and a need to allocate that attention efficiently among the overabundance of information sources that might consume it»

Herbert A. Simon 1971



- 60 minutter
- 24 timer
- 365 dager per år
- 80 år i et liv
- 42 048 000
totale minutter



- 30 millioner tracks
- 3,5 minutter per track
- 105 000 000 minutter
med musikk



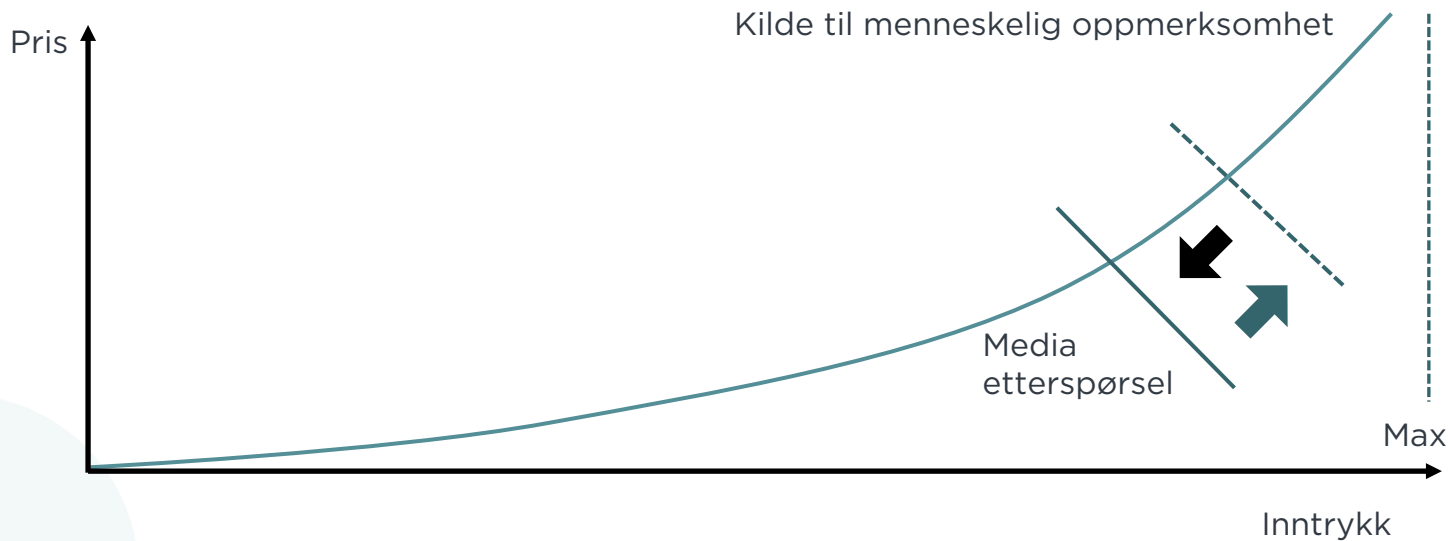
300 hours of video are
uploaded to YouTube
every minute!

Almost **5 billion videos**
are watched on YouTube
every single day.

Inntrykk per uke

Sekunder per uke (60x60x24x7)	604 800	604 800	604 800
Inntrykk per sekund	1	2	3
Teoretisk maksimum	604 800	1 209 600	1 814 400
Skjermtid/dag i minutter	180	180	180
Reklame som % av skjermtid	10%	10%	10%
Realistisk antall inntrykk per uke	7 560	15 120	25 200

Utviklingen av oppmerksomhetsøkonomien



BLENDERÅPNING

WORKING TOGETHER: DESIGNING ADS FOR SPECIFIC MEDIA

What used to be a wall of misunderstanding and professional indifference between the media planners and those responsible for creating the advertising is now becoming a gateway to shared ideas. This revolution in cooperative spirit is all the more impressive when you consider the vicarious distance between these major players in advertising. Media planners, known by some as "the bean counters" of advertising, deal in dollars and research probabilities, whereas the creative forces, called "creative dreamers" by some, concoct visual and verbal imagery. Unlikely collaborators by nature, but many advertising agencies have been able to show these personality differences aside in the quest for successful campaigns. The classic illustration of one reversal depicts media analysts proposing creative approaches to media use and editors and art directors recommending where the ads should appear.

Nowhere was this cooperation more apparent than in the work of TBWA, a New York-based agency for Vin & Spirit Absolut Vodka. The Absolut media strategy encompasses in business and consumer magazines. With as many as 100 magazines involved in the campaign, the creative demand was enormous. Much of the burden was lessened, however, because the agency's media and creative departments worked together on magazine selection and tailored advertising to each magazine's readership. The following are some examples of this innovative partnership.

The media department suggested that the creative team design their programs (printable), to be followed up with a compatible theme. Agency creatives did so: "Absolut Blues," a photo of the Absolut bottle surrounded by roses.

Playboy was not on the media department's list of magazines until TBWA or "Playmate of the Month" feature. The Absolut ad included a profile of the "best-dressed model" complete with "Measurements" (11" X 11" X 11"), "Favorite Books or Play" (The Farmer Cornett and Soul on Ice), and even a unique version of "Mendacity" ("Always Be Cool, With or Without Ice").

Also placed in Los Angeles-area magazines featured an LA-style swimming pool in the shape of the Absolut bottle. Similarly, for New York City-area readers, the advertisement included a photo of the Brooklyn Bridge, with the supporting structure assuming a new distinctive outline: the Absolut bottle.

Even trade publications were given unique treatment. When media planners recommended advertising in Advertising Age magazine, the Absolut art group responded with "Absolut Sublime!" with a glass filled with suspiciously exposed cuties.

When asked to discuss this creative mastery of a medium, Richard Costello, TBWA's president and chief executive officer, cited the force behind the cooperation between his media and creative staffs: "What . . . [this] has done for us is given us ideas that we didn't have and put more demand on all departments to be creative, to get ideas that what others would be able to do."

In a period of soaring media costs, tighter budgets, and cultural communication channels, the synergy provided by the new harmony between media and creative is a refreshing and needed change.

Adapted from Gary Levin, "Building in Creative Mass Welcomes," Advertising Age, April 9, 1990: 1-4.

FUNCTION OF MEDIA PLANNING

Media planning is the process of selecting the advertising time and space for the advertisement of a product or service.

Media planning is a problem-solving process that translates marketing objectives into a series of strategic decisions. The ultimate goal is to place the advertising message before a target audience. The planning decisions involved include which audiences to reach, where (geographic emphasis), when (time), for how long (campaign length), and how intense (frequency) the exposure should be. Media planning is a blend of marketing skills and familiarity with mass communication. Because it deals with the most significant portion of the advertiser's budget (cost for space and time), it is a crucial element in contemporary advertising.

Media planning was not always the sophisticated process it is today. In fact, it has undergone a substantial evolution in the last 25 years. What was once a clerical function of choosing media positions and contracting for them is now a central element in marketing strategy. Media department employees who once worked silently "behind the scenes" are now in the forefront directing marketing strategy.

This chapter is an introduction to media planning, with particular emphasis on its integral role in merging the science of marketing with the art of advertising. As you will see, the planner's role is twofold: He or she must act as both a marketing analyst and an expert appraiser of media channel effectiveness.

THE APERTURE CONCEPT IN MEDIA PLANNING

Each customer or prospect for a product or service has an ideal point in time and place at which he or she can be reached with an advertising message. This point can be when the consumer is in the "search corridor"—the purchasing mode—or it can occur when the consumer is seeking information about a product or service. The corridor. The goal of the media planner is to expose consumer prospects to the advertiser's message at these critical points.

This ideal opening is known as the aperture. The most effective advertisement should expose the consumer to the product when interest and attention are at their peak. The aperture can be thought of as the best position in the search corridor, the high, the right spot and at the precise instant for maximum impact.

Locating the aperture opportunity is a major responsibility of the media planner. The planner must study the marketing position of the advertiser to determine which media opportunities will do the best job of message placement. This is a complex and difficult assignment. Success depends on accurate marketing research, appreciation of the message concept, and a sensitive understanding of the channels of mass communication.

Figure 9-1 The ideal moment for advertising exposure to an advertisement.

Blenderåpning

Blenderåpning (aperture) er den ideelle åpningen i tid og sted når en konsument kan bli nådd med et budskap

Tenk: Home-run i baseball

To typer

- Innenfor søskkorridoren
- Utenfor søskkorridoren



Innenfor søkskorridoren

forbrukslån

All

Images

News

Videos

Maps

More

Settings

Tools

About 1,420,000 results (0.34 seconds)

Forbrukslån hos Santander | Søk om inntil 350 000 i lån

Ad

www.santanderconsumer.no/Forbrukslån

Eff.rente 15,7 %, kr 125 000 o/2 år. Kostnad kr 19 379. Totalt kr 144 379. Lån til dine behov. Lån uten sikkerhet. Lang erfaring. Trygt valg. Små lån fra 10 000 kr. Gebyrfritt smålån.

Forbrukslån 5.000 til 600.000 | Lån penger uten sikkerhet

Ad

www.banknorwegian.no/lån

Få et uforpliktende tilbud, BankID-signering. 17,8% 65000 5år Kost30872 Tot95872. Lån til nye prosjekter. Refinansier dyre smålån. BankID. Inntil 600.000 kr.

Lån - SEK600K - Lån inntil 600.000 kr - More

Forbrukslån til hva du vil | Uten sikkerhet | Inntil 500 000 kroner

Ad

www.axofinans.no/

Vi hjelper deg med hele søknaden. 13,2% 150000 10år Kost112573 Tot262573

Våre samarbeidspartnere · Kundeomtaler

Fridtjof Nansens Plass 7, Oslo - 22 86 74 00 · Open today · 8:30 AM – 6:00 PM

Forbrukslån med lav rente | Refinansier opptil 400 000 kr | Ikanobank.no

Ad

www.ikanobank.no/

Eff. Rente 14,94%, 65 000,- o/5 år. Kostnad: 25 755 kr Totalt: 90 755,- Enkelt å søke. Lån opptil 400 000 kr. Tjenester: Forbrukslån, Ikanobank Lånet, Fritidslån, Refinansiering, Lånekalkulator.

Vi har testet og kåret beste forbrukslån (november 2018). Rente fra 4 ...

https://dinero.no/forbrukslan/

Translate this page

Vi har testet alle landsdekkende og kundeprogramuavhengige forbrukslån for å gi deg som bruker en rask og enkel oversikt over hvilke faktorer som skiller de ...

Test av Sbanken forbrukslån · Dette er de billigste · Bank Norwegian forbrukslån

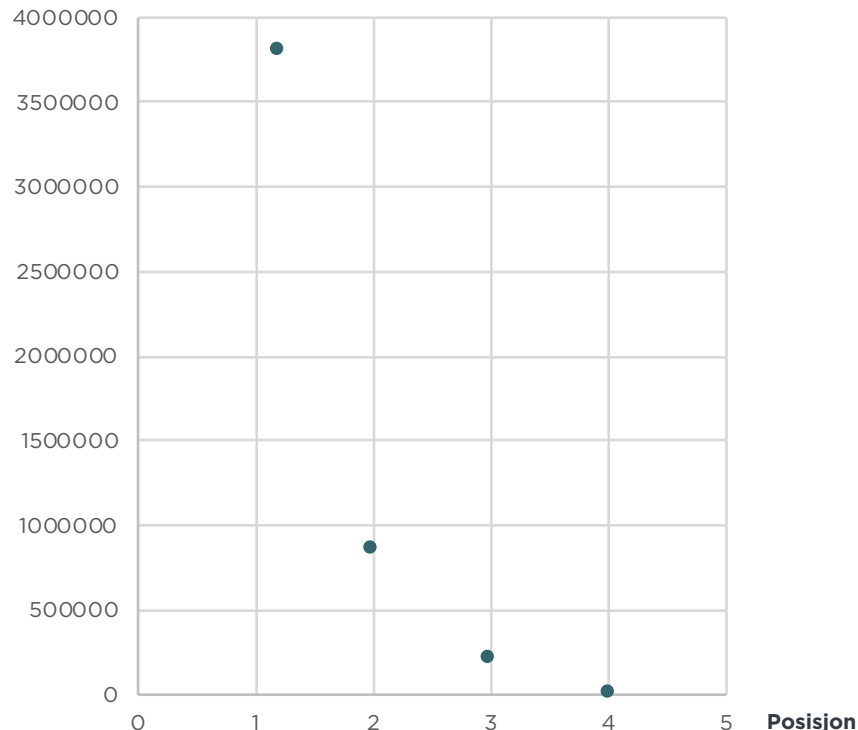
Forbrukslån fra 7,98 % - Sbanken (tidligere Skandiabanken)

https://sbanken.no/lan/forbrukslan/

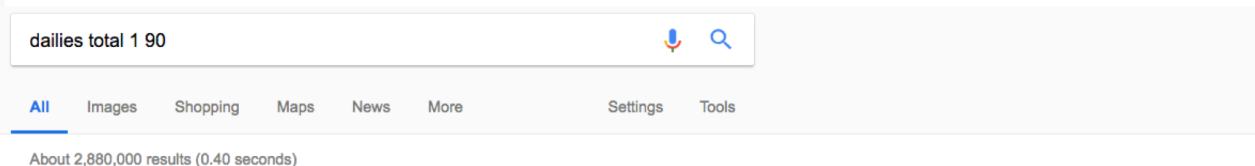
Translate this page

I Sbanken kan du få gebyrfritt forbrukslån fra 25 000 til 500 000 kr og rente fra 7,98 %. Du kan bruke forbrukslånet til å refinansiere dyrere lån eller til det du vil.

Kroner per måned



Innenfor søskorridoren



Hvor mye
man skal by
på Adwords?

Tip: Search for **English** results only. You can specify your search language in [Preferences](#)

Dailies Total 1 90-pack online | Akkurat nå 15% rabatt

[Ad](#) www.lensway.no/linser/dailies-total-1

Tilbud - 15% rabatt på linser. Leveres rett i postkassen. Kjøp nå!

[Endagslinser](#) · [Toriske linser](#) · [Månedslinser](#) · [Dailies Aquacomfort Plus](#) · [Progressive linser](#)

Dailies Total 1 | Garantert Lave Priser | lensit.no

[Ad](#) www.lensit.no/

Vi tilbyr lave priser, enkel bestilling, rask levering og en sikker handel! Telefonstøtte. Rask levering.

[Dagslinser](#) · [Acuvue](#) · [Biofinity](#) · [Air Optix](#) · [Månedslinser](#)

Best pris på Alcon Dailies Total 1 (90-pakning) Linser - Sammenlign

[Ad](#) www.prisjakt.no/

Sammenlign priser på produkter og spar tid og penger. Søk her! Finn det beste tilbudet. Følg prisutviklingen. Skap produktlister. Finn rett produkt. Merkevarer: Samsung, Nintendo, Sony, JBL.

Prøv Dailies Total 1 | Last ned kupong her | Komfortabel hele dagen

[Ad](#) www.wearlenses.no/

Se klart på alle avstander med multifokale kontaktlinser fra Alcon. Kontakt din optiker og prøv multifokale linser fra Alcon i 10 eller 30 dager. Fargede kontaktlinser. Endagslinser. Månedslinser.

Find the best price on Alcon Dailies Total 1 (90-pack) | Contact Lenses ...

<https://pricespy.co.uk> > ... > [Contact Lenses & Lens Solutions](#) > [Contact Lenses](#)

★★★★★ Rating: 4.3 - 6 votes - £52.74 to £62.97

Johnson & Johnson 1 Day Acuvue Moist Multifocal (90-pack) ... Alcon Dailies AquaComfort Plus (90-

See dailies total 1 90

Sponsored



Dailies Total 1 -
Alcon

NOK 605.00
YourLenses.no

By Precis



Dailies Total1
Linser -...

NOK 656.00
Lenson.com

By Precis



Dailies Total 1
90/box Alcon...

NOK 662.00
Mister Spex NO

By Google



Dailies Total 1
90/pkt - Linser |...

NOK 748.00
Lensit

By smec



Dailies Total1 90
pack

NOK 583.13
£53.50
lens saver.co.uk

By Google



Dailies Total 1
Multifocal 90/pk...

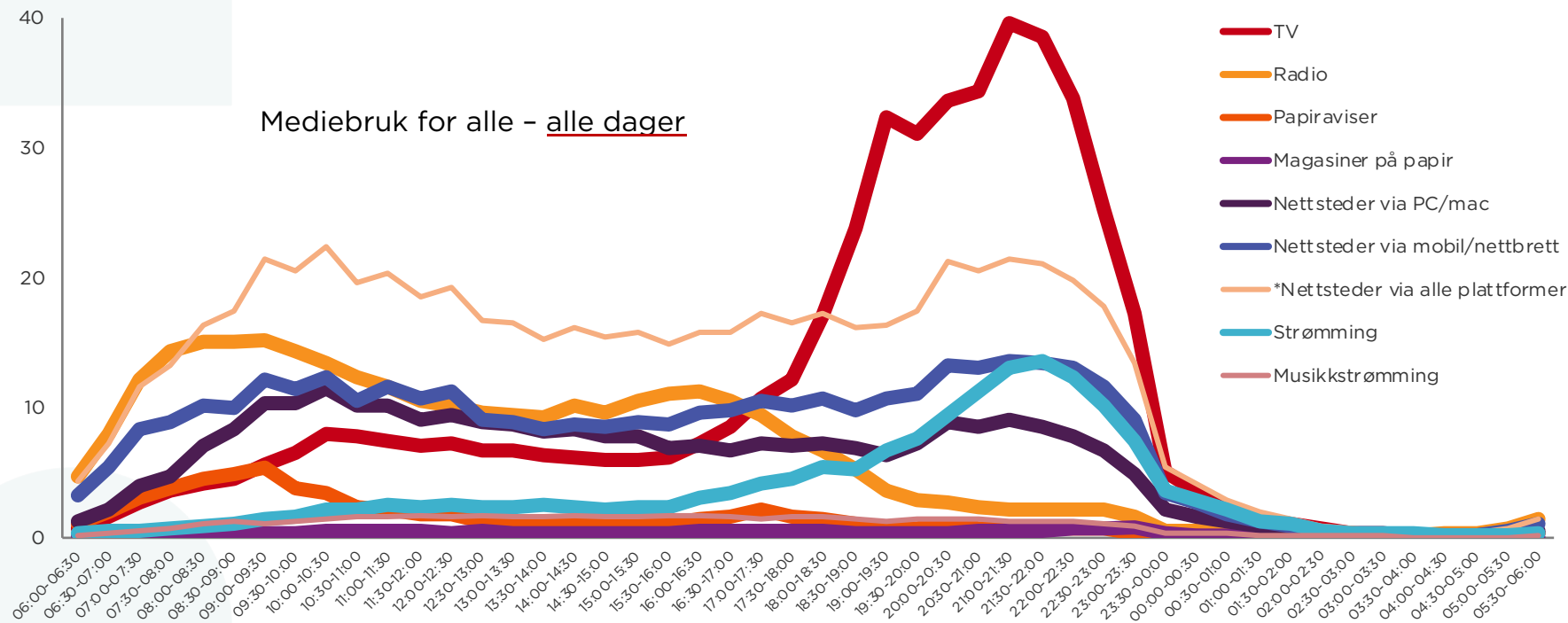
NOK 1,248.00
Lensit

By smec

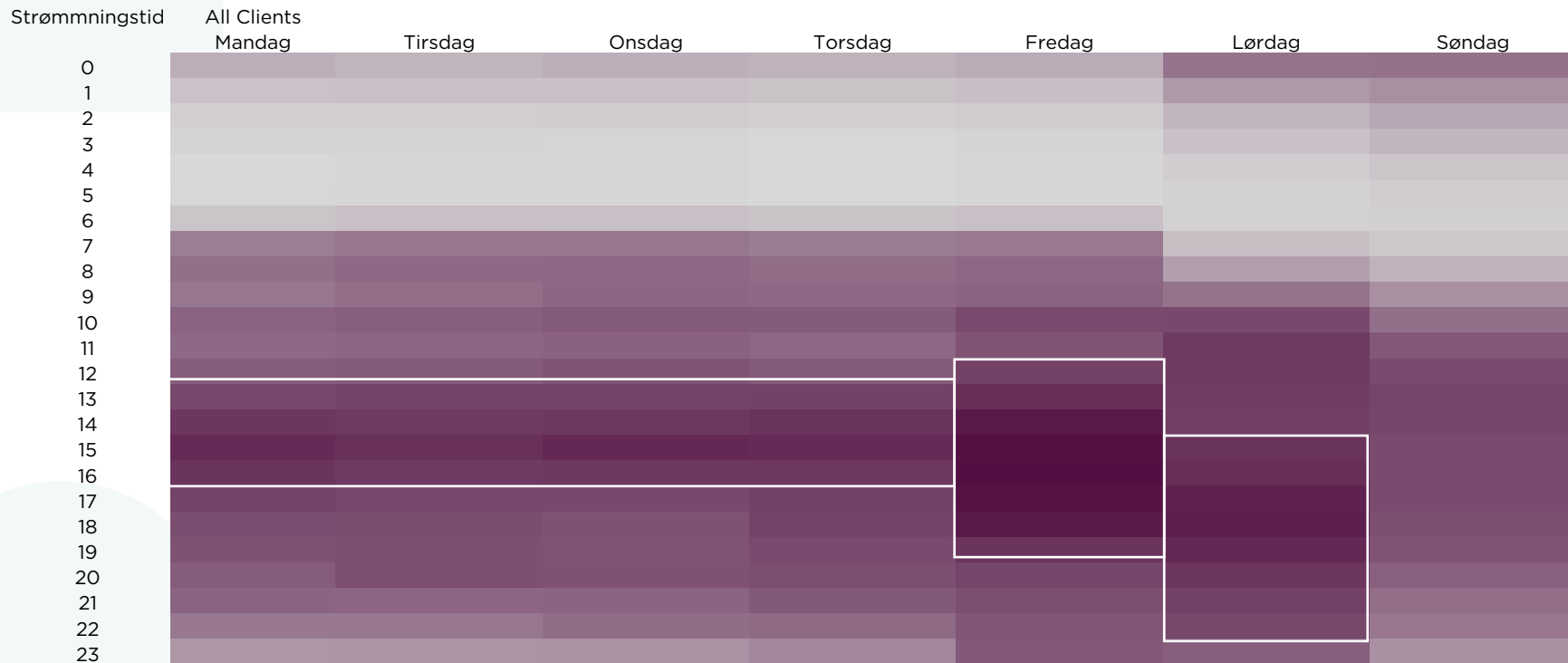
Hvilken pris
man skal ta
på Google
Shopping?

RE: MEDIA

Utenfor søkskorridoren



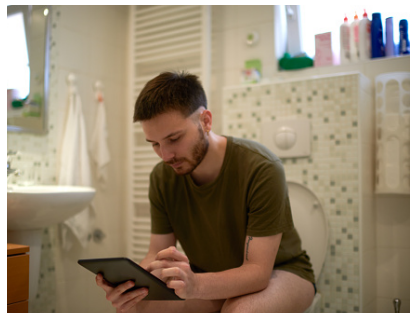
Musikk strømming 24/7



Blenderåpninger utenfor søkskorridoren



Kollektivtransport



Daglige nødvendigheter



Matpauser



Kveld og helg i godstolen



Bilradio



Flere skjermer

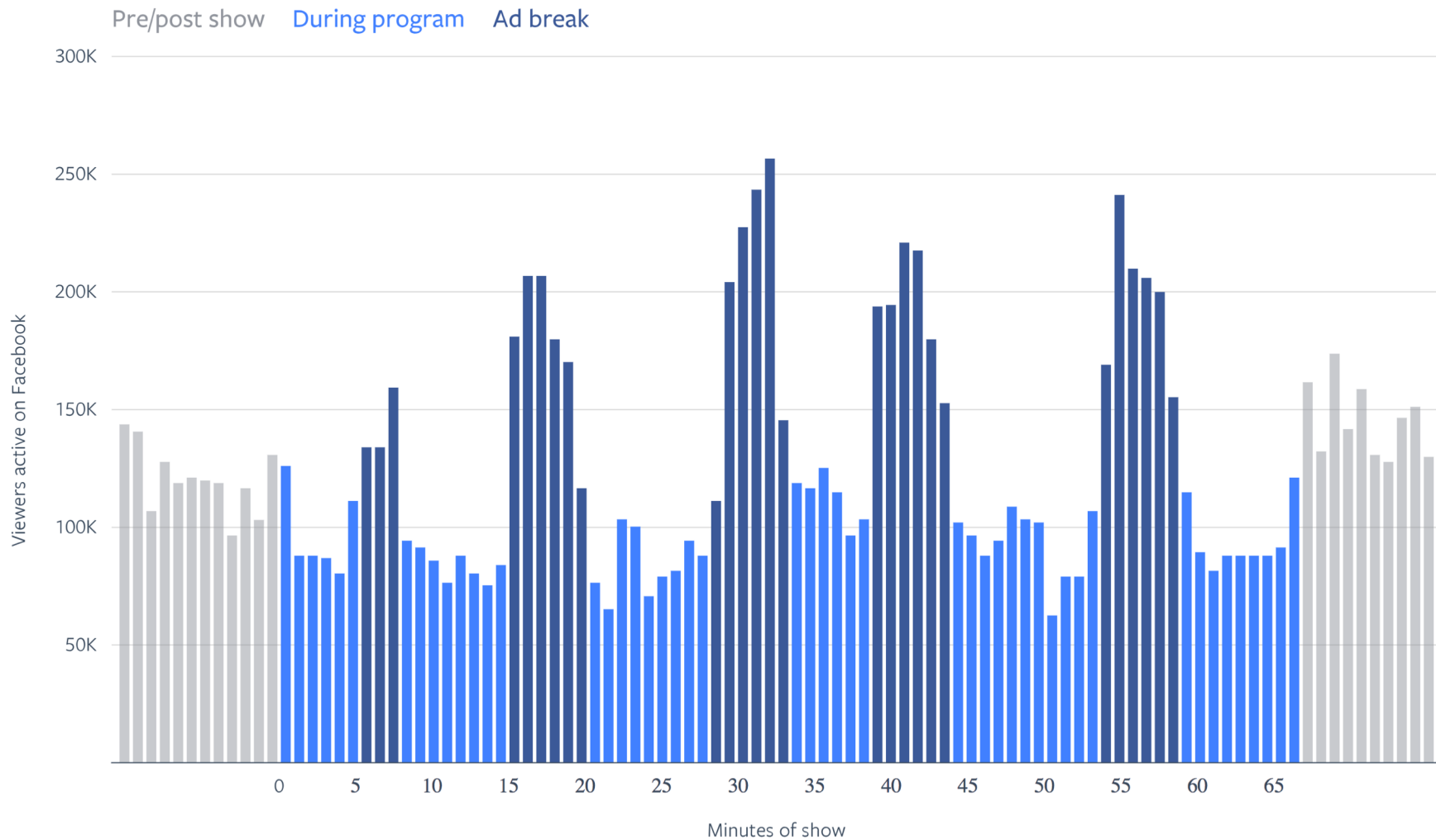


Kort pause

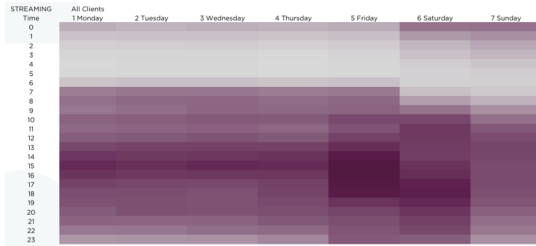


Utendørs

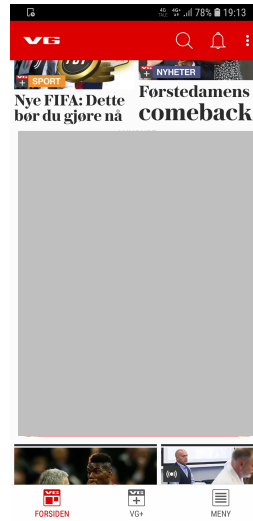




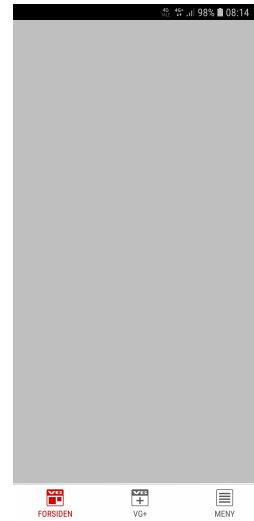
Utvilningsfokus



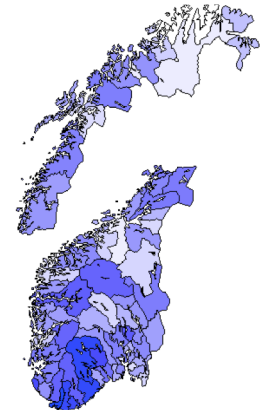
24-7 Blenderåpning
Kanal-matching



Levende bilde
XL board
Programatisk



Statisk
Fullskjerm
Direkte



Geo-segmentering

Perspektiv på fremtiden

«Only the paranoid survive»

Andy Grove, Intel CEO

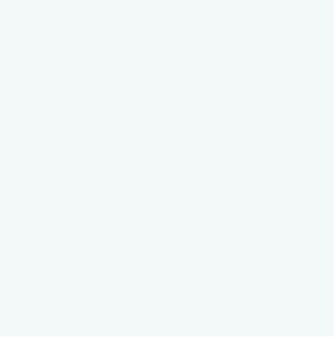
Perspektiv på fremtiden

In the future, it is the ones who collaborate the best AND learn the fastest that will thrive.

Personlig perspektiv

are.thu@remedia.no

TALEKONTROLL



**Change.
Or be changed.
That is the question.**

are.thu@remedia.no



Talestyrt søk



Talestyr butler

Mrs. Wilson i Gosford Park

What gift do you think a good servant has that separates them from the others? Its the **gift of anticipation**. And I'm a good servant; I'm better than good, I'm the best; I'm the perfect servant. I know when they'll be hungry, and the food is ready. I know when they'll be tired, and the bed is turned down. I know it before they know it themselves.



RE:MEDIA