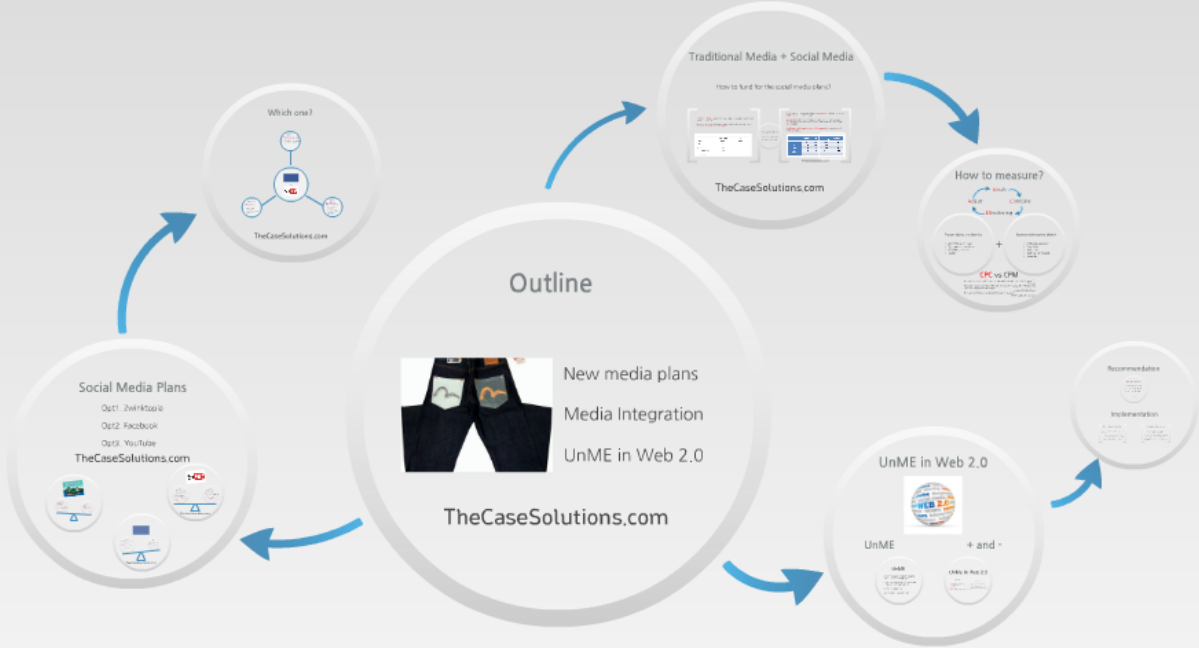


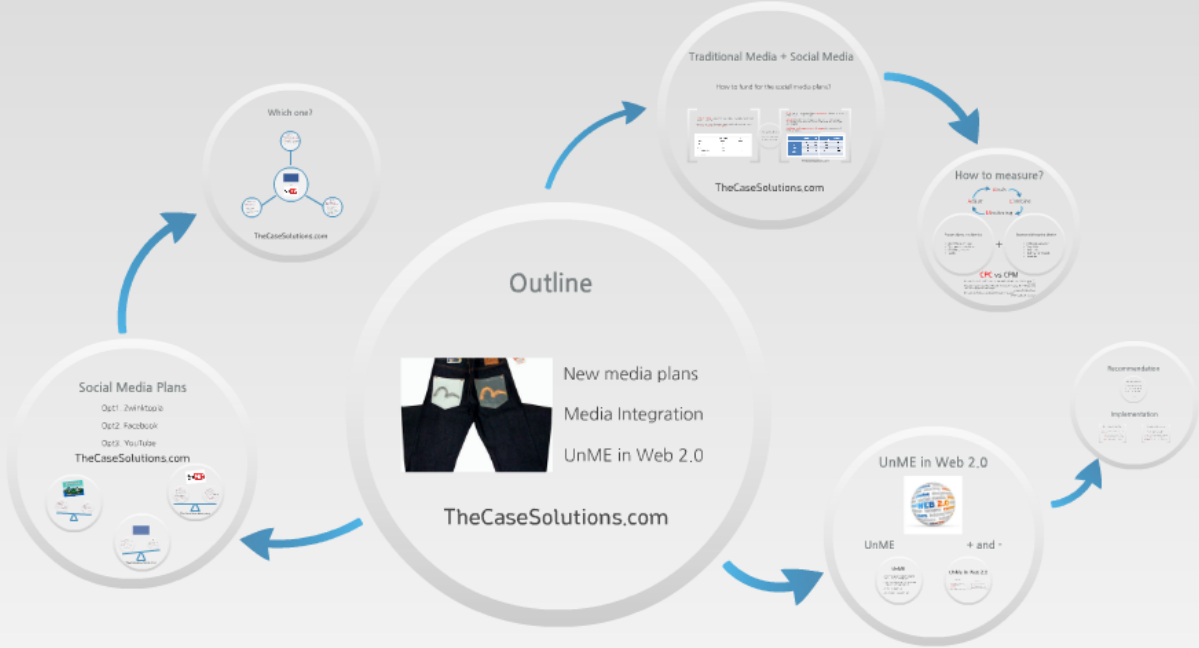
# Patrik Bernstein (A): From Suit To Jeans

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# Outline



New media plans

Media Integration

UnME in Web 2.0

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# Social Media Plans

Opt1. Zwinktopia

Opt2. Facebook

Opt3. YouTube

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### Benefits

- Large amount of active users: over 80 million in 2008; 85% growth
- Deep immersion and engagement with users: two-way traffic
- Unique functionalities: wall post; status update; "like", news feed and fan page
- Better target: demographic and psychographic

### Risks

- High advertising costs and short campaign time: \$350,000 development + \$150,000 3 months campaign
- Clutter and advertising blindness
- Challenges for marketers: conversation instead of one-way messaging



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### Benefits

- Visual and sound simulation
- Large customer base: more than 48 mil users (2007); annual growth 140%
- Ease of use: simple clicks; can be shared on other websites
- Huge amount of videos and long average visit per users: average of 50 minutes per month

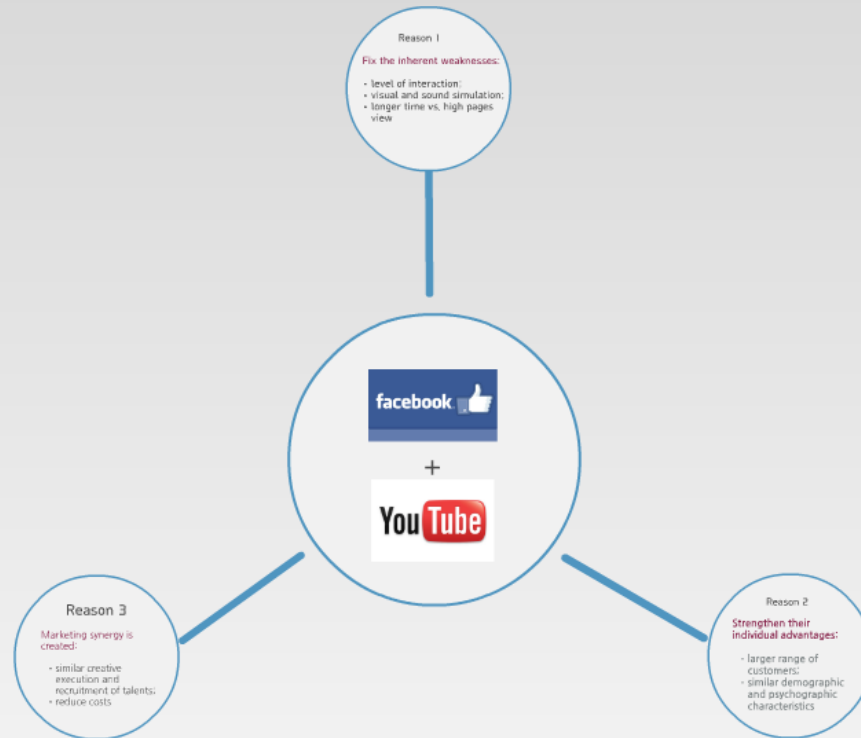
### Risks

- Low level of interaction: no immediate interaction unless comment
- Risks in differentiation: might be lost in the mix
- High advertising price: \$300,000+\$300,000+\$40CPM
- Traditional advertising execution does not work on YouTube
- Pre-roll ads might seem intrusive



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# Which one?



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# Traditional Media + Social Media

How to fund for the social media plans?

- **Television : 74.1%**, Magazines 14.8%, Radio 7.4%, On-line Banner and Google search 3.7%
- Spending more than they should have on traditional media even though **the traditional media are losing ground**

**Exhibit 1** Fuley's CoME Sales Media Plan 2008

	Budget (in 000's)	CFM
Television	\$10,000	\$25.98
Magazines	\$2,000	\$11.91
Radio	\$1,000	\$11.66
Online Banner Advertising	\$200	\$3.90
Google Search Advertising	\$200	\$8.52

Source: Company

#### Advertising Budget Allocation

1. Where are the target customers?
2. How much time do they spend?

- **Online** are more fragmented but **more targetable**, hence increases the efficiency of advertising spend
- **Disparities** between advertising spending and the time average households spend on traditional media like television, newspapers, and magazine
- **Traditional media must support and promote** the Facebook and YouTube channel

	Current Budget	Current %	% of time to spend each media type	Expected Budget
TV	10,000	74.1%	32.0%	4,320
Mag	2,000	14.8%	14.0%	1,850
Radio	1,000	7.4%	26.0%	2,700
On-line (include Google)	400	3.0%	34.0%	4,150
<b>Total</b>	<b>13,400</b>	<b>100%</b>	<b>100%</b>	<b>13,020</b>

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Mag	2,000	14.8%	14.0%	<b>1,890</b>
Radio	1,000	7.4%	20.0%	<b>2,700</b>
On-line (include Google)	500	3.7%	34.0%	<b>4,590</b>
<b>Total</b>	<b>13,500</b>	<b>100%</b>	<b>100%</b>	<b>13,500</b>