



LIVE



MOBILE



ONLINE

Social Marketing:

Offline Behavior & Online Conversation

December 1, 2009

@GamePlanHayden

a dynamic GamePlan presentation for:

THE UNIVERSITY OF
TEXAS
AT AUSTIN

What We Know Now

**The Audience is no longer
listening...
they're TALKING!**

What We Know Now

**The Audience is no
longer
“accountable”**



BUD LIGHT

Please DOWN & C

Great Friends

“Alternative Reality”



CONSIDERATION

SHARING

WORD OF MOUTH

PURCHASE

PERCEPTIONS
THOUGHTS
ACTIONS



CONVENIENCE



CONTROL



EMOTION



COMMUNITY

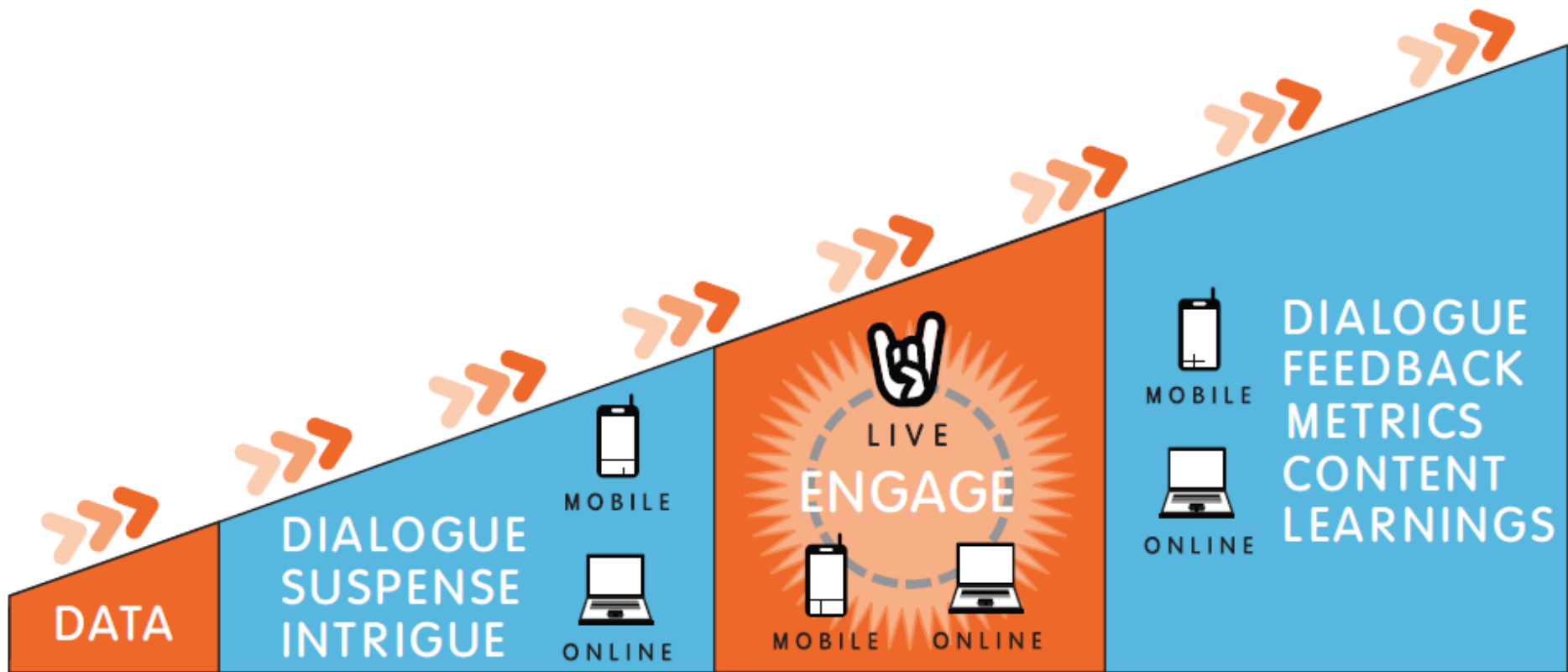


PERCEPTIONS
THOUGHTS
ACTIONS

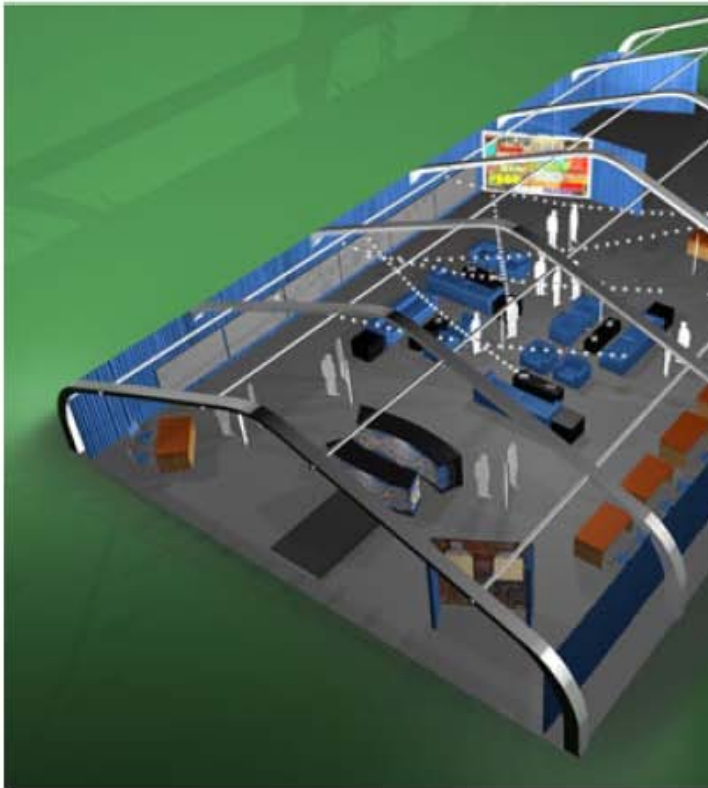
DISCOVERY

ENGAGEMENT

RESULTS

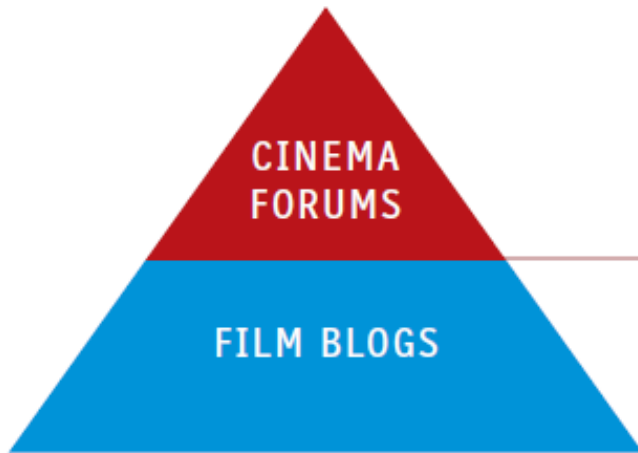


Dell Lounge: Telluride Film Festival



Dell Lounge: Telluride Film Festival

- 675K overall impressions, 510K unique impression
- 23,000 widget interactions
- 24% adoption rate by film bloggers



- Engaged with 51 highly active cinema forums
 - Included Box Office Mojo, Rotten Tomatoes, Coming Soon, Turner Classic Movies, and Film Festival Today
-
- Engaged with 250 high traffic, well respected film blogs
 - Included Ain't It Cool, Variety, Tomato Nation, Filmstalker, and Deadline Hollywood

Bacardi Mojito “In The Mix”



The Starting Seed

- Blogs and Social Network Invitations
- Direct to “Social Alphas” in each DMA

Microsite Registration

- Data Capture
- Digital Invitation
- RSVP System

Party Planning/Scheduling

- Mixologists Brand-Trained and Briefed
- Host Plan and Party Customization

The Live Experience

- Home
- Office
- Retail

Quality Control

- Campaign Tweaks/Adjustments
- Follow-Up/Feedback
- Maintain Momentum

Measurement

- Targeted Reach
- Multiple Touch Points
- Earned Media and Evangelism

Bacardi Mojito “In The Mix”

Campaign Summary

Regional Online/Offline educational sampling campaign to raise the profile of Bacardi, the primary choice for mojitos



■ Key Facts:

- Executed in four (4) major DMAs: Austin, Dallas, Houston and San Antonio
- >440 Mojito Mix experiences
- 14 weeks in Summer 2008

■ Results:

- >24K consumers educated
- Significant lift in off-premise sales

AMD Phenom II Launch



Dell Lounge: ACL Music Festival



A Blogger Collective

- curate the after parties by choosing the bands featuring.
- Blog about party and bands before, during and after festival
- Garner robust music content from the band performances, interviews, and blog coverage.
- Association with a group like this will likely build credibility in the music community

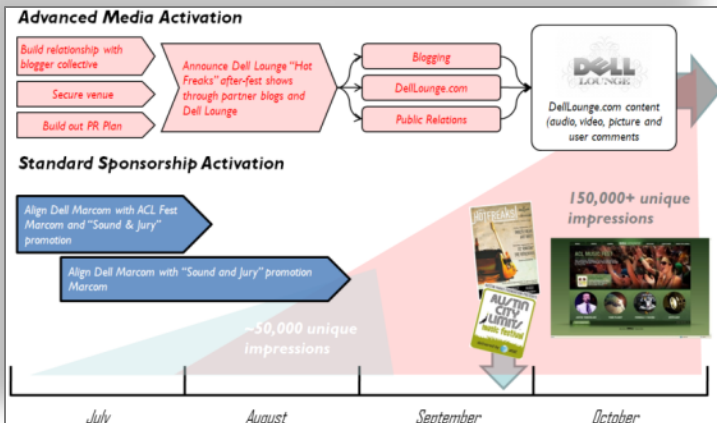
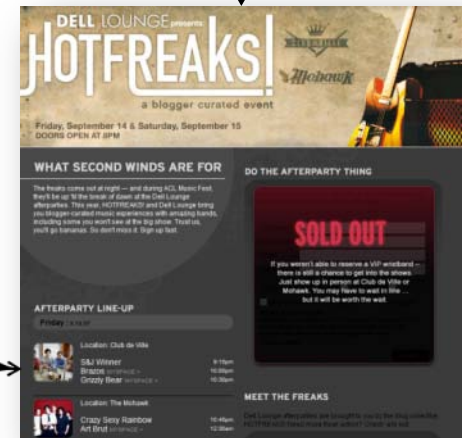


Opt-in email campaign used to distribute DellLounge wrist bands for VIP line access

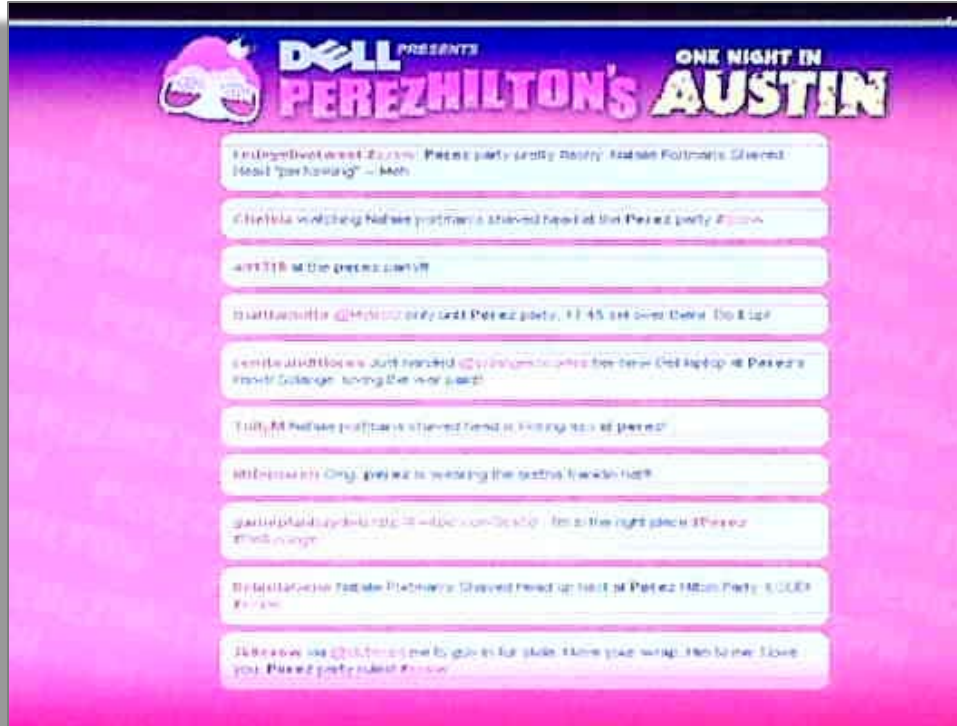


Video and audio content drove post-event traffic

HotFreaks! audiences drove traffic




Dell Lounge + Perez Hilton




↑ Online = ↑ Offline

Settings Logout Search

Requests [See All](#)

 **18** event invitations

Suggestions [See All](#)

 **En Austin** [Add as Friend](#) [×](#)

Everyone's a Blogger!





**90% of Word-of-Mouth
takes place OFFLINE***

A photograph of three people sitting at a table in a cafe, sharing a drink with three straws. The text 'Share what you learn, embrace what is shared.' is overlaid in white. In the bottom right corner, there is a stack of yellow napkins with the 'CHIARI' logo.

**Share what you learn,
embrace what is
shared.**

There Are NO Social Media “Experts”





Mobile!



GamePlan

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