

Appvertising - why WE did it



A small introduction

- Raygun Communications and Sodapop
 - I'm CD of Raygun
 - I'm a foreigner. Apologies
- Worked in ad agencies and style magazines in London and Brussels



CONFESSION: programming or coding scares me!

- it's just all numbers letters in a weird order
- it inevitably requires Windows PCs with 26 cooling fans and 3 screens
- interestingly, the general public agree with me on this



So, how to explain appvertising in a non-tech way?

- I have tried to view it from an agency/marketing director perspective
- to show how we approach a product and what we want as an agency
 - which I hope will explain why we make apps



What does an ad agency want?

- Shiny, sterile white cube offices
 - expensive adidas trainers
 - clients who can't say no

What does an agency really want?

AWARENESS: target potential customers in the right place
at the right time on their terms

CONNECTION: they want to connect with the customer
on an emotional level

CALL TO ACTION: with the first two elements, they then want to
drive the client to buy/view



What tools does an agency have to get this?

- Designers
- Programmers
- Creatives

Media buyers / Planners

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- System is designed to operate in certain way

So, with current system, why is traditional media like print decaying?

- 0% interaction
- gives nothing to customer
- offers no brand experience
- shouts, doesn't speak to customer



So why has new media grown rather than decayed?

- offers a level of interaction
- moves brands in new spaces
- it provides more dynamic content

So what are new media's limitations?

- majority of online advertising is still ad banners
 - they offer little more than press ads
 - still create no connection

They rarely sell **brand experience**



So why is brand experience so good?

- brand experience sorts good from bad, people try product
 - it gives people experience of brand
- people can immerse themselves in your world you provide them with something for “nothing”



So, to conclude, why is appvertising a good tool for people to experience a brand?

- delivers interaction
- gives a free product
- provides brand experience
- allows peer to peer communication
- it allows word of mouth recommendation

Uses good points of viral ads without bad points
(many viral ads have no link to product)



Appvertising is not a revolution.



**Appvertising is not a revolution.
It is another strong tool for a marketing director or agency
to speak their audience**

