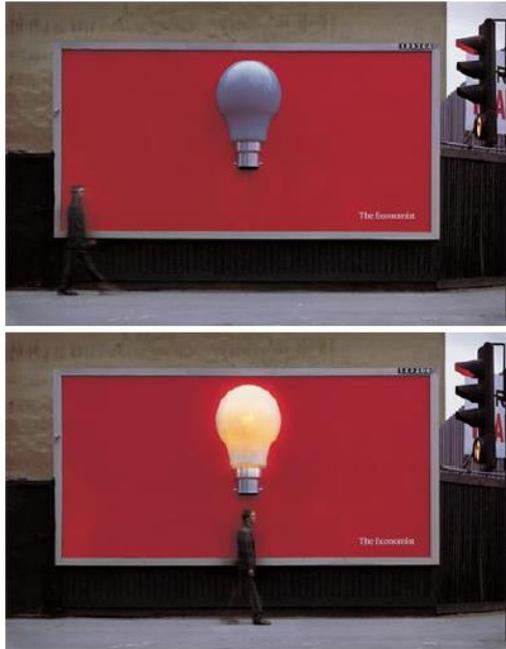


ROULARTA
INSPIRATION DAY 22.09.14

CREATIVITY

CREATIVITY is NOT anymore



CREATIVITY IS INNOVATION

INNOVATION is

- **creativity with a purpose**
- **communicative relevance**

INNOVATION is

- **creativity with a purpose**
- **communicative relevance**

INNOVATION IS WHAT GIVES NEW LIFE
TO MEDIA

COMMUNICATION CONTEXT

STORYTELLING



STORYDOING

STORYDOING

1. You have a story.
2. The story defines an ambition beyond commercial aspiration.
3. The story is understood and cared about by the entire company and the consumer.
4. The story is being used to drive action in and out of the company.
5. You have defined a few iconic, transformative actions to focus on.
6. People are engaging with and participating in the story.

Native Marketing

- In the new world of content – the world where all organisations get to produce it – jargon is plentiful. Phrases such as corporate journalism, vendor content, brand publishing and custom content are everywhere.
- But where does native advertising play in this mix?
- Put simply, native advertising is a sub-set of the catch-all content marketing, meaning **the practice of using content to build trust and engagement with would-be customers.**
- Native advertising **can be a promoted tweet on Twitter, suggested post on Facebook or one of those full-page ads between Flipboard pages**, but more commonly it is about how brands now work with online publications to reach people.

The Native Matrix

| | | Who is it written by? | | |
|-------------------------|------------------|------------------------|---|--|
| | | <i>Editorial staff</i> | <i>Sales staff/ad agency</i> | <i>Brand execs</i> |
| Who is it published by? | <i>Publisher</i> | Public relations | Sponsored content*/ Native advertising | Brand journalism / Thought leadership |
| | <i>Brand</i> | Content marketing | Marketing | Blogging |

*Sponsored content is designed to be read; native advertising is designed to be shared.

IMPLICATION FOR MEDIA

- **THE GOOD NEWS** is #mediawillalwaysbeaboutamplification
- **EVEN THOUGH** there is fragmentation mainly driven by digitalisation

IMPLICATION FOR MEDIA

- **THE MOST IMPORTANT** is the interpretation we give media
- We have to become **PLATFORM AGNOSTIC** of the media as we know them now
- What remains is a field of **EXPERTISE** or **INTEREST**

IMPLICATION FOR MEDIA OWNERS

- Build strong **MEDIA BRANDS** fit for a platform agnostic audience with SYNERGETIC touchpoints.

IMPLICATION FOR MEDIA ADVERTISERS

- **INCREMENTAL REACH** is the new net reach
- **MEDIA STRATEGY** is key
- **TARGET GROUP INSIGHTS** are your biggest capital.
They will leverage your budget

IMPLICATION FOR MEDIA AGENCIES

- **ROI** = return on insights
- Media agency becomes a **KNOWLEDGE CENTER** at disposal of all parties involved in the communication process
- Challenge becomes an **OPPORTUNITY**

Mercedes-Benz

- Campaign: Mercedes Benz Fleet campaign
- Insight: people often don't know what car they are entitled to

Mercedes-Benz

www.bedrijfswagenkompas.be

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 **DOE HIER DE TEST**

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Mercedes-Benz

Each year **Knack/Vif** is organizing the **National Salary Survey** which was the perfect platform to embed our Company Car Compass.



LA GRANDE ENQUÊTE SUR LES VOITURES DE SOCIÉTÉ

Participez et tentez de gagner 1 des 5 iPad mini!

Knack.be

DE GROTE BEDRIJFSWAGENENQUÊTE

Doe mee
en maak kans op 1 van de 5 iPad mini's

Knack Presented by Mercedes-Benz

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L'enquête sur les voitures de société, bientôt avec le dossier Salaires du VIL/L'Express

J.A.R.V.I.P. Presented by Mercedes-Benz

7 inzichten over bedrijfswagens

- 48% van de respondenten heeft een bedrijfswagen.
- 31% van de respondenten heeft een Mercedes-Benz bedrijfswagen.
- 17% van de respondenten heeft een andere merk bedrijfswagen.
- 86% van de respondenten heeft een Mercedes-Benz bedrijfswagen.
- 93% van de respondenten heeft een andere merk bedrijfswagen.
- 19% van de respondenten heeft een Mercedes-Benz bedrijfswagen.
- 34% van de respondenten heeft een andere merk bedrijfswagen.
- 24% van de respondenten heeft een Mercedes-Benz bedrijfswagen.
- 47% van de respondenten heeft een andere merk bedrijfswagen.

De site van specialist Mercedes-Benz Cars dmercos.nl/express-bedrijfswagen

Dossier Salaire

Voire voiture de société est-il vraiment un bénéfice?

VOITURE DE SOCIÉTÉ
Le dossier complet de l'expert pour vous aider à choisir votre véhicule.

Mercedes-Benz Cars Remover les effets de la fiscalité et des primes CCC

COMPLÉTEZ VOS DONNÉES et voyez le résultat:

Analyse de votre véhicule

Status:

Secteur:

Niveau de fonction:

Fonction:

Niveau de diplôme:

Salaire:



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#YSLBlacklist

The new addiction is out! Black Opium, the new addictive feminine fragrance, guaranteed to bring out your inner rock chick, is taking over Belgium & the Netherlands. To celebrate, Yves Saint Laurent throws, together with Monsieur Black, one of the most exclusive parties ever. There is only one way to access it. Get on the #YSLBlacklist. What's stopping you?

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