Chapman PRSSA

Bart Young of Young Company

Young is Not New… it’s a creative point of view

Integrated Marketing Communications

1. Market Research
2. Brand Strategy
3. Website
4. Digital Marketing
5. Social Media
6. Public Relations
7. Advertising
8. Event Marketing
9. Direct Response

What is Advertising?

Paid commercial announcement

What good is advertising?

Who Invented Advertising?

James White

First Advertising Agency

Copyrighting was invented here – copy is content primarily used for the purpose of advertising or marketing. White specialized in recruitment advertising.

Volney Palmer First U.S. Advertising Agency in Philadelphia

Advertising Agent represented 1,300 of the 2,000 newspapers published in the United States at the time and charged the publishers 25% for the placement of ads.

J. Walter Thompson

“Account Executive”, “Branding” and “Creative Dept.”

Trademark Advertising, People who specialize in creating ads that people wanna read

“Market Research,” “Marketing,” “Sampling”

David Ogilvy

“Know thy Customer”

Famous for long copy ads that appealed to intelligent consumers.

Bill Bernback

Doyle Dane Bernback – Advertising is the “Art of Persuation”

“Creativity is the last unfair advantage we’re legally allowed to take over our competitors”

Volkswagen “Think Small” campaign

Jay Chiat Apple 1984 Commercial

Dan Wieden

“Creative Culture that influences Change” Nike Y2K Commercial

Digital Marketing

Conversion Metrics

* Conversion Metrics
* Cost per Lead
* Bounce Rate
* Average page views per visit
* Average cost per page view
* Average time on site
* Rate of return visitors

Revenue Metrics

* Return on Investment (RoI)
* Cost to acquire a customer (CaC)

Google adwords adsense display network mobile youtube

Hyundai Ad – Innocean Worldwide, Innocean USA, Bob Isherwood.

53.6m views, posted on YouTube

Earned Assets

Social Sharing

Social Listening

Media Relations

Owned Assets

Email Lists

Website

Youtube

Facebook

Apps

Fleet

2. Know your target audience

Use video.

Analytics

Describe your office space.