

Social is the new black

How to wear it in Brussels

EURACTIV

Agility & Social.Lab

Brussels | 29/11/2017

Jakub
Head of Strategy



Christophe
Head of Media

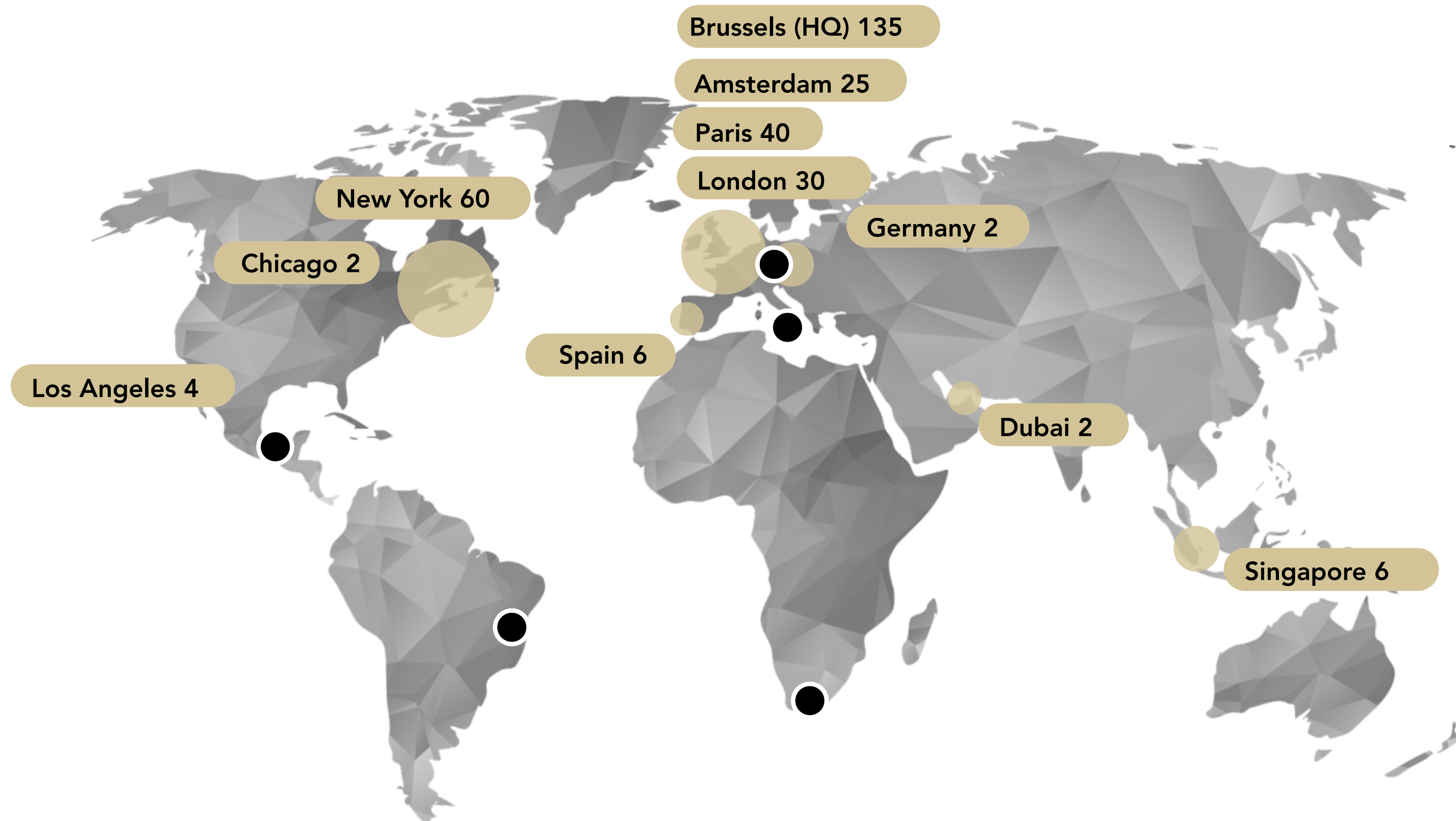
Agilvy & Social.Lab

Who are we?

Team of 300 social experts who believe Social has a transformative power for business and communications through the combination of impactful creative content and sophisticated distribution.



Born in Belgium. Now with the global footprint



The Brussels Agency



In Brussels, Ogilvy & Social.lab have joined forces.

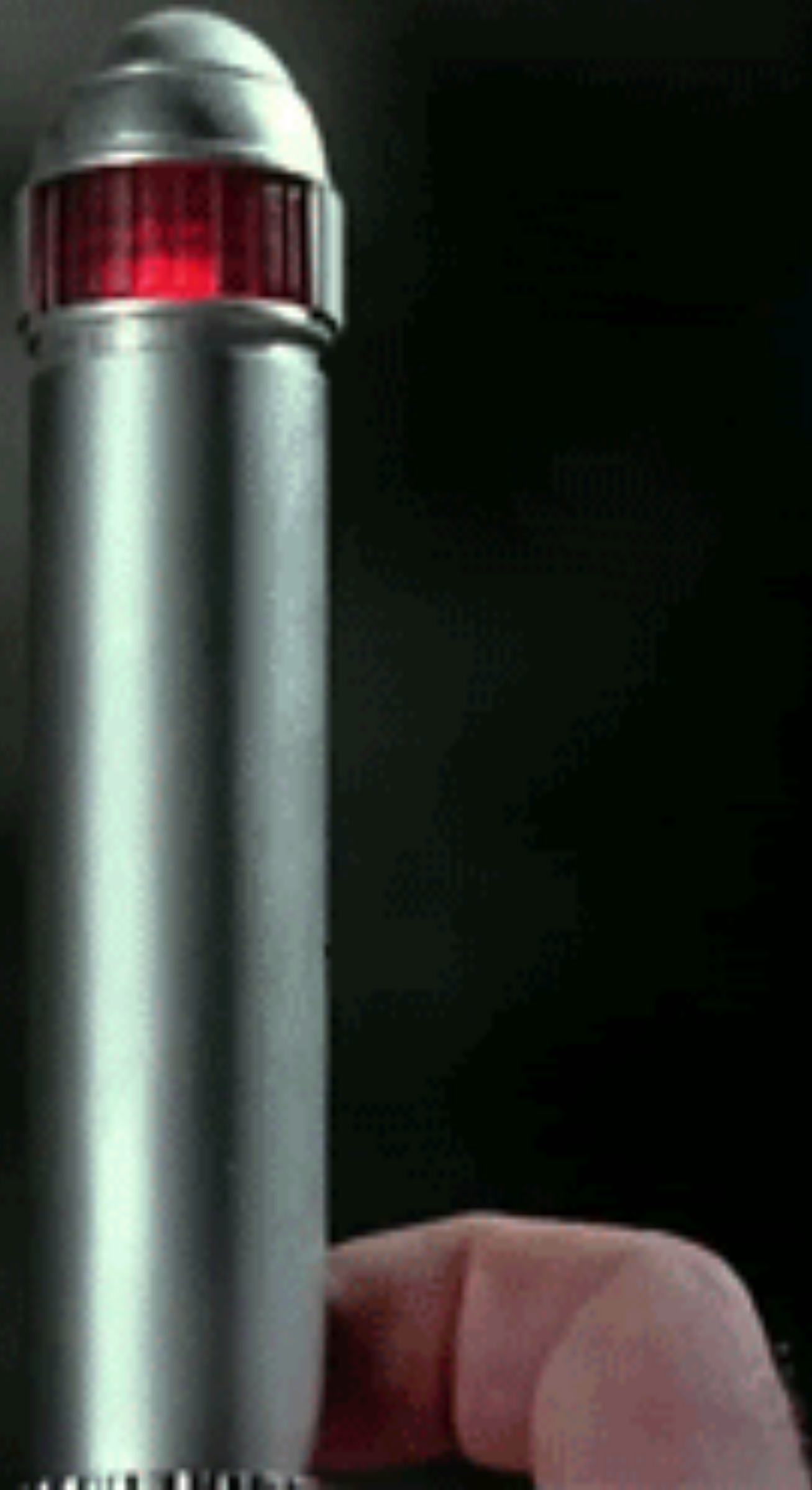
One agency that bridges the communication and media agency divide.

135 people working in different areas: content creation, Public Affairs, Public Relations, media, strategy, account management.

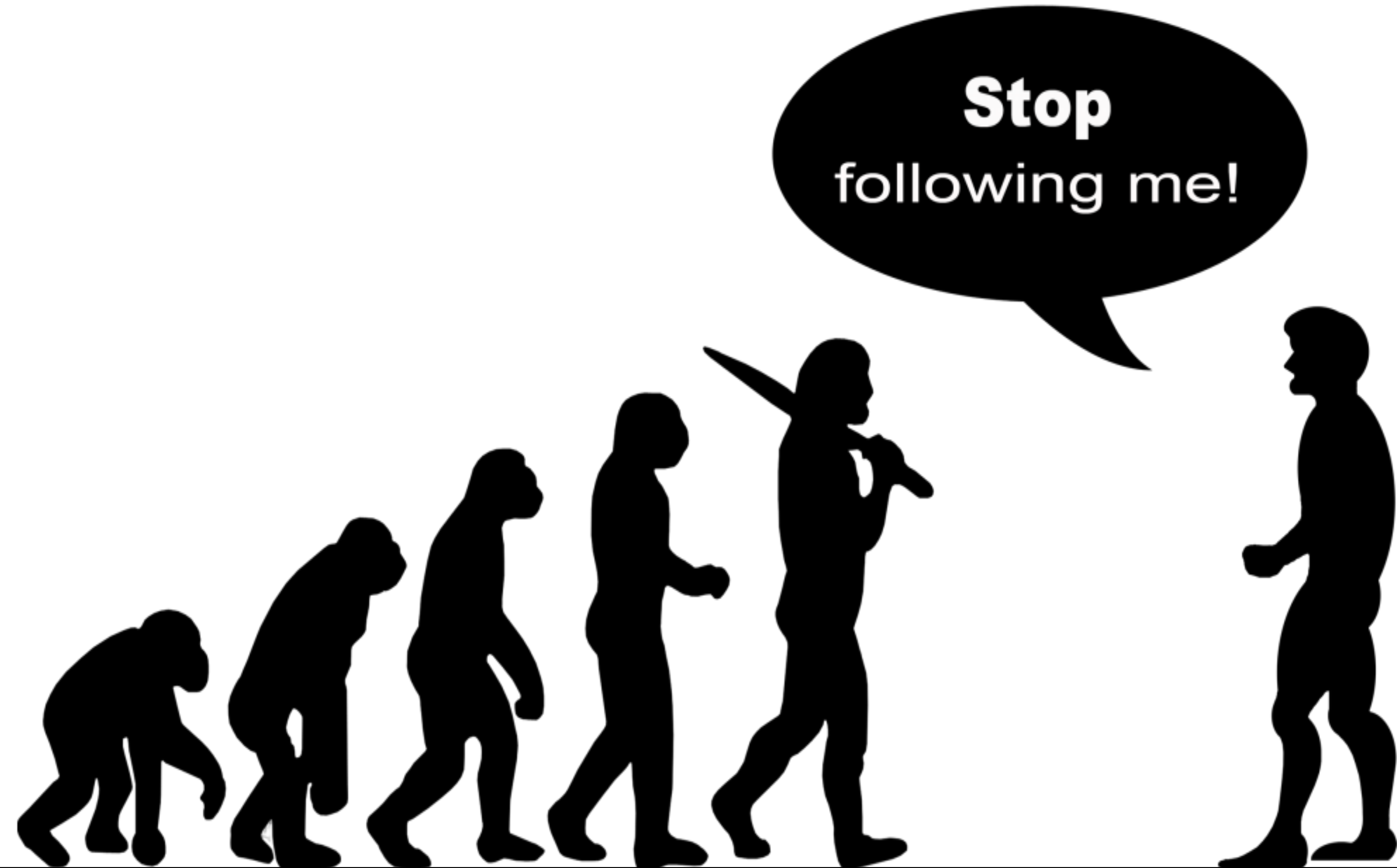
A promotional image for the movie 'Men in Black II'. It features Will Smith as Agent K on the left, wearing a dark suit, white shirt, dark tie, and dark sunglasses. He is holding a silver handgun in his right hand, pointing it towards the right. In the center is Tommy Lee Jones as Agent D, also in a dark suit, white shirt, and dark tie, wearing dark sunglasses and looking towards the right. On the far right, a woman with long dark hair is partially visible, looking towards the two men. The background is a dark, textured wall with some graffiti. The word 'Tonight...' is written in a white, serif font across the middle of the image.

Tonight...

Next moments,
your “neuralyzer”
for Social media
in 2018

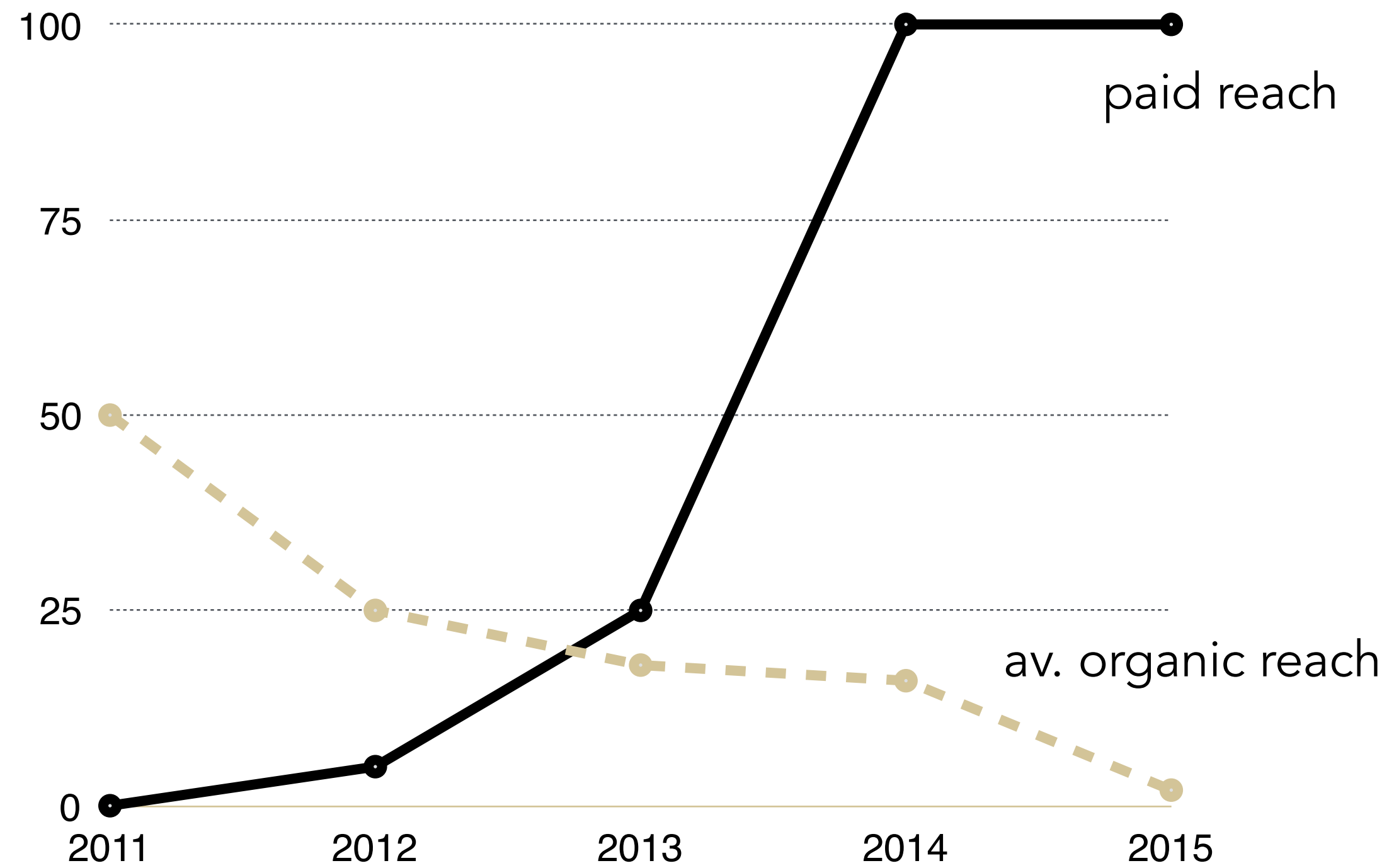


It all starts with the evolution of Social



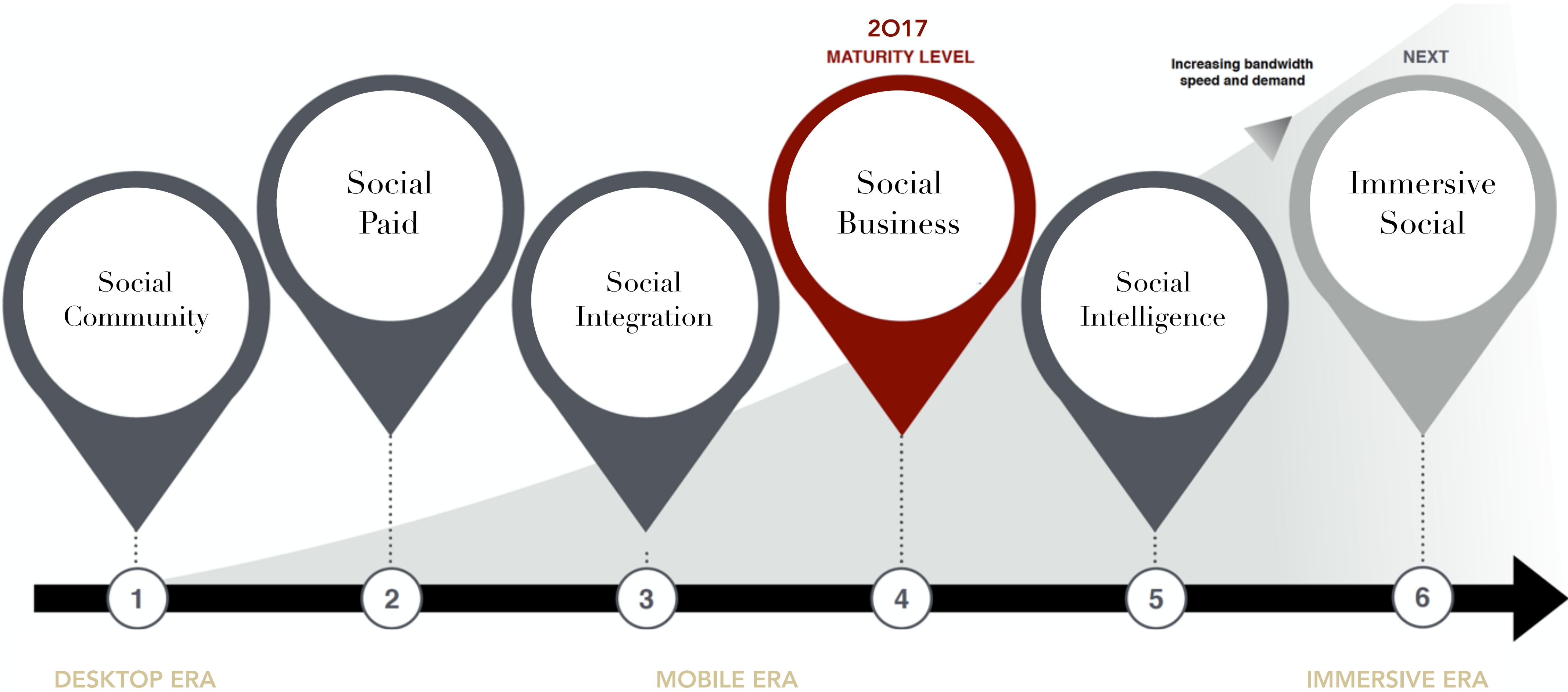
„Paid“ is the business model of Social media platforms

Unless paid,
your audiences
will not see
your message



Nielsen, 2015

Evolution of Social



*Social is not just
another digital channel...*



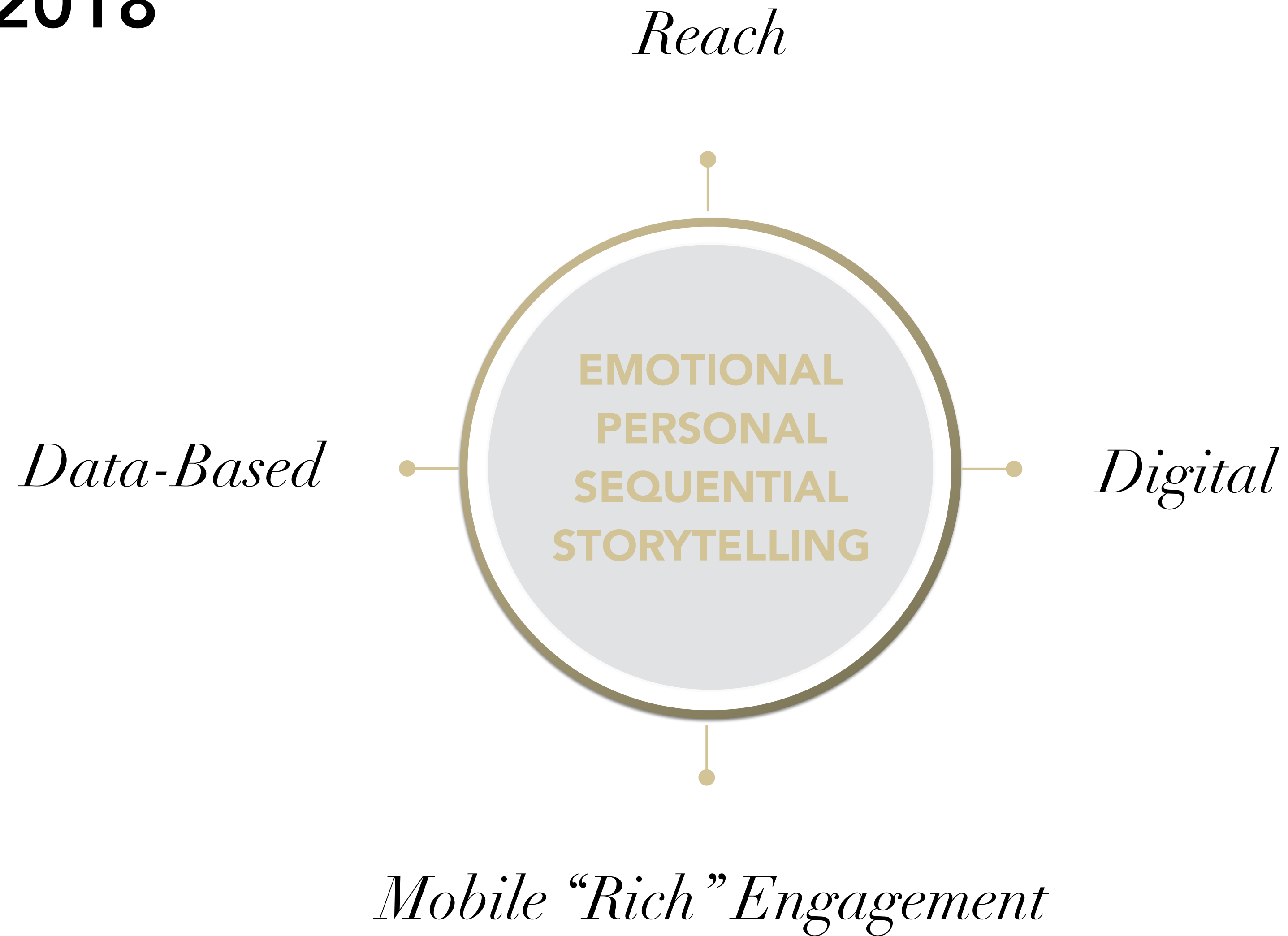
Social is the new black



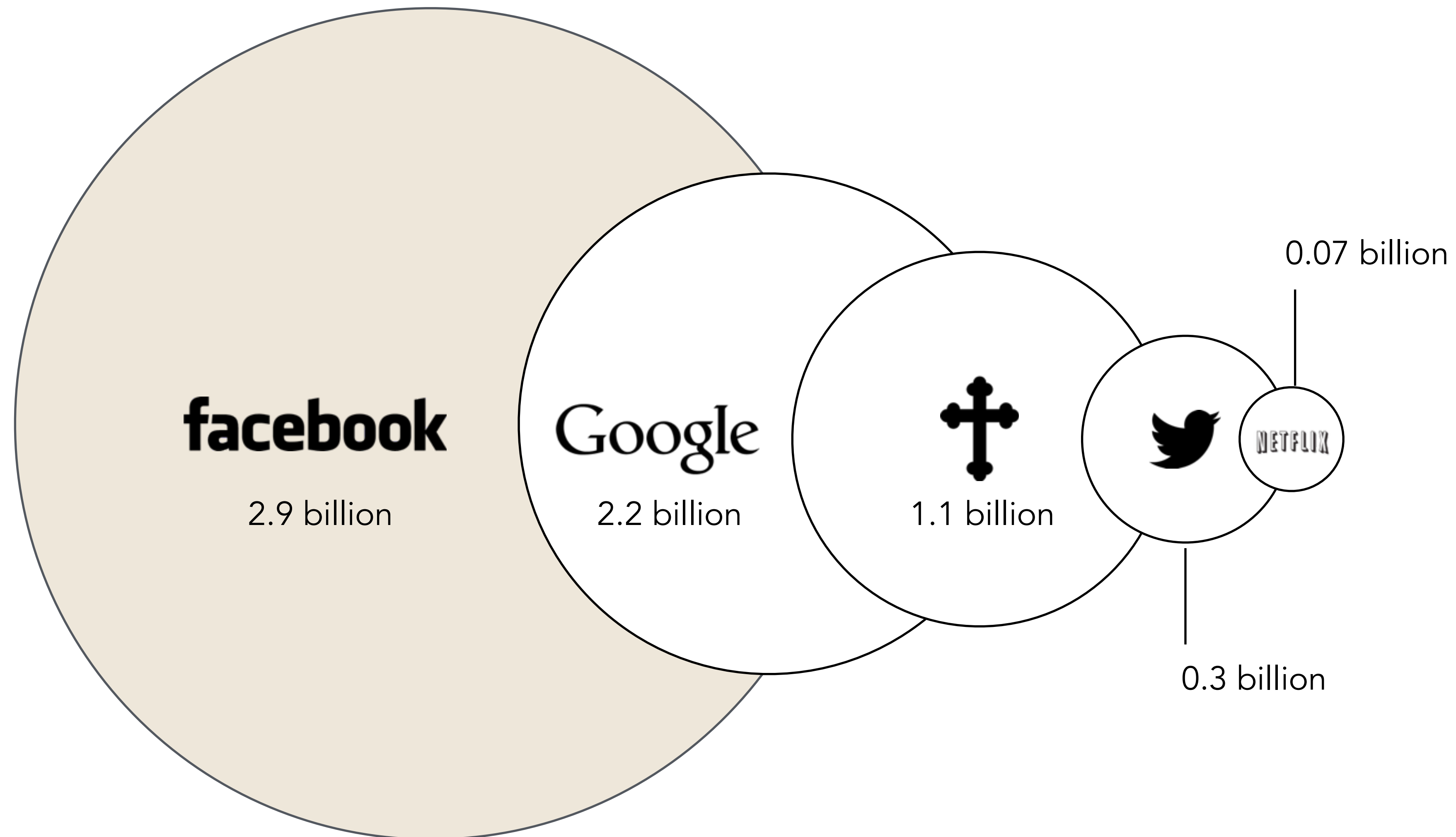
Social is the new mass communication & influence



Social in 2018



See the social media as the world's largest database





*They all are mobile.
All the time.*



Social media targeting and personalisation



Facebook Filters



Location



Behaviours



Interests



Demographics



Connections

Example of targeted communication





Login / Register

Events

EURACTIV Network ▾



Agrifood

Digital

Economy & Jobs

Energy & Environment

Global Europe

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Politics

Transport



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Market disruption fears grow as glyphosate ban looms

Market disruption fears grow as glyphosate ban looms

By Sarantis Michalopoulos | EURACTIV.com

📅 9 Nov 2017 (updated: 📅 15 Nov 2017)

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SPECIAL REPORT

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Example of targeted communication on LinkedIn

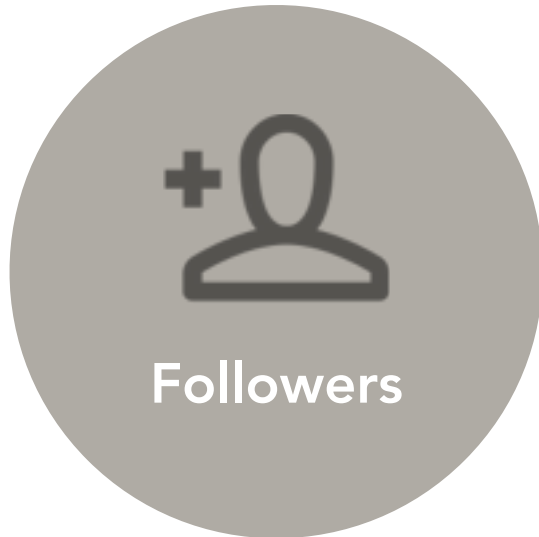


Example of targeted communication on Twitter



Health News

363.000 - 545.000
Twitter Members



Followers

487.000 - 730.000
Twitter Members



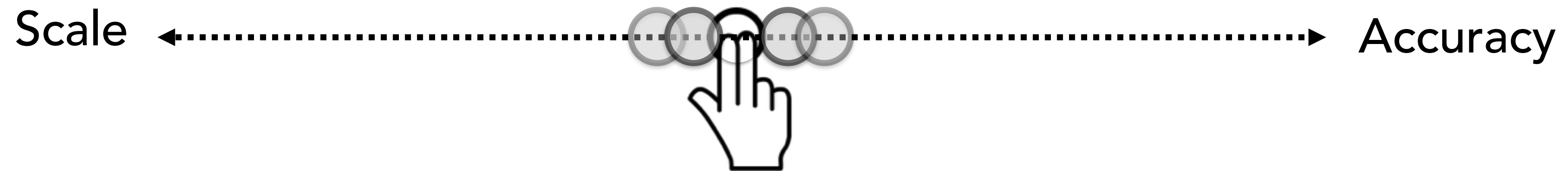
Keywords

10.000
Twitter Members



Glyphosate
Weedkiller
Roundup
Herbicide
Monsanto

Scale vs accuracy



MOVE THE NEEDLE BETWEEN SCALE AND
ACCURACY ACCORDING TO YOUR NEED

SCALE - SOCIAL MEDIA AS A MASS MEDIA

Target a broad audience for more scale.
When aiming to boost significantly
awareness around a brand

ACCURACY - SOCIAL MEDIA AS A PERFORMANCE MEDIA

Target a niche audience that are likely
to do the desired action or be
interested by a specific content

Sequential storytelling and re-engaging based on behaviour



Connections

Custom Audience



Site / App Visitors



Post views / Clicks

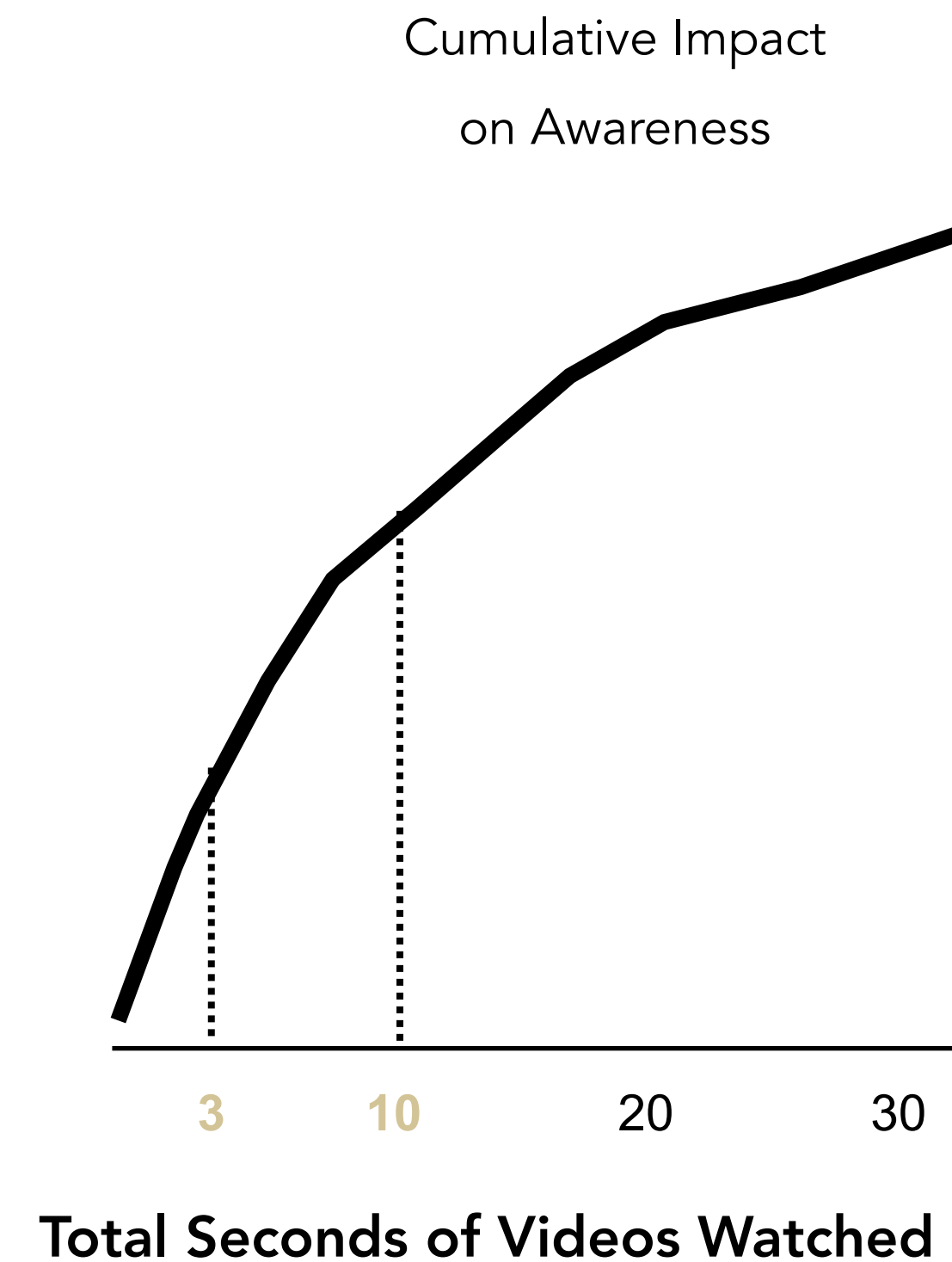
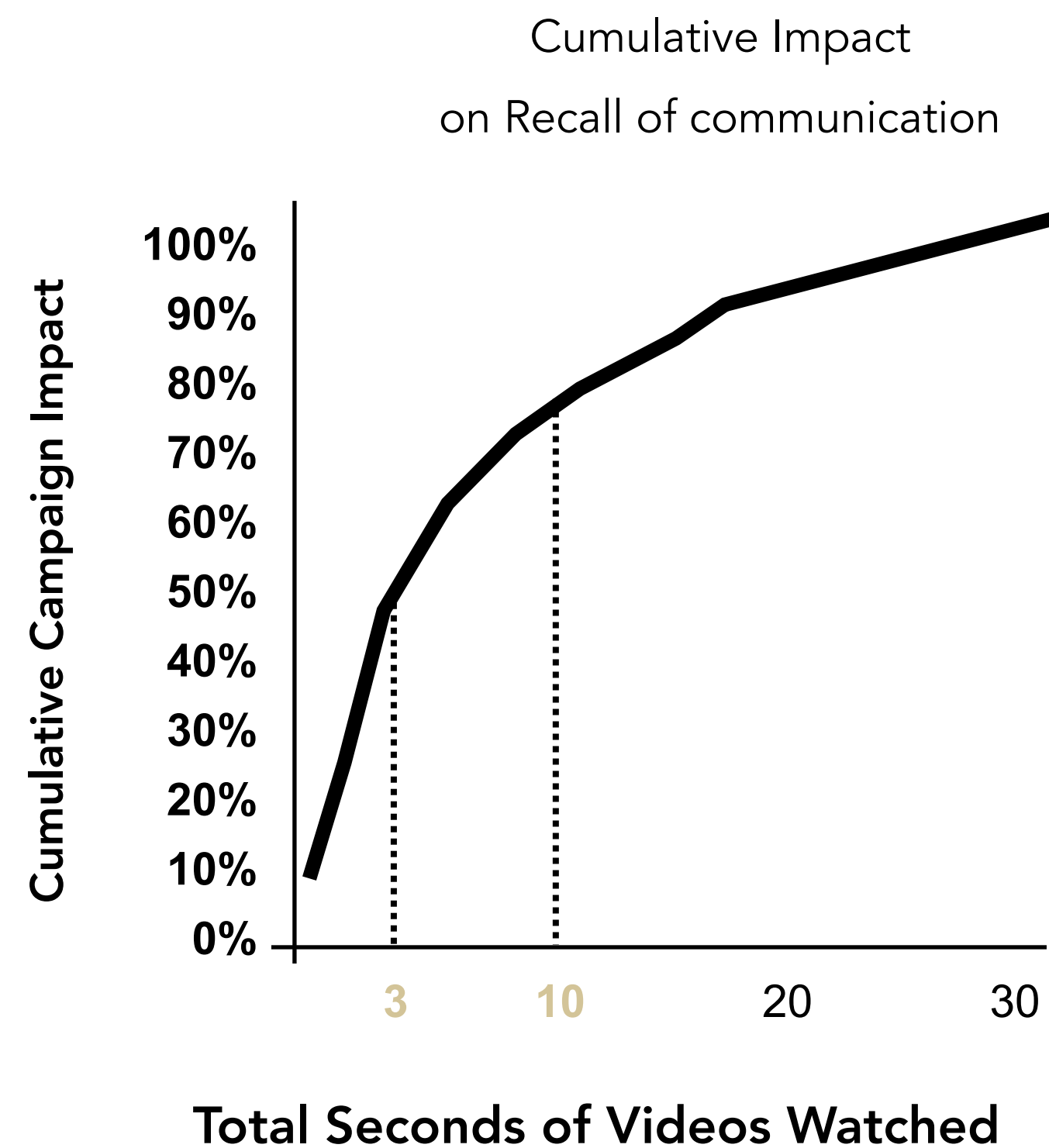


Likes, Comments, Shares aren't reliable proxies for success

Age Block <i>How old were they?</i>	Engagement Rate <i>How much they clicked, liked and shared?</i>	Estimated Ad Recall Lift <i>How much they remembered the communication?</i>
21-24	3%	11,5%
25-34	3%	10,8%
35-44	6%	10,8%
45-54	10%	11,2%
55-64	18%	9,8%
65+	22%	11,2%

BBDO Comms. Planning, 2016

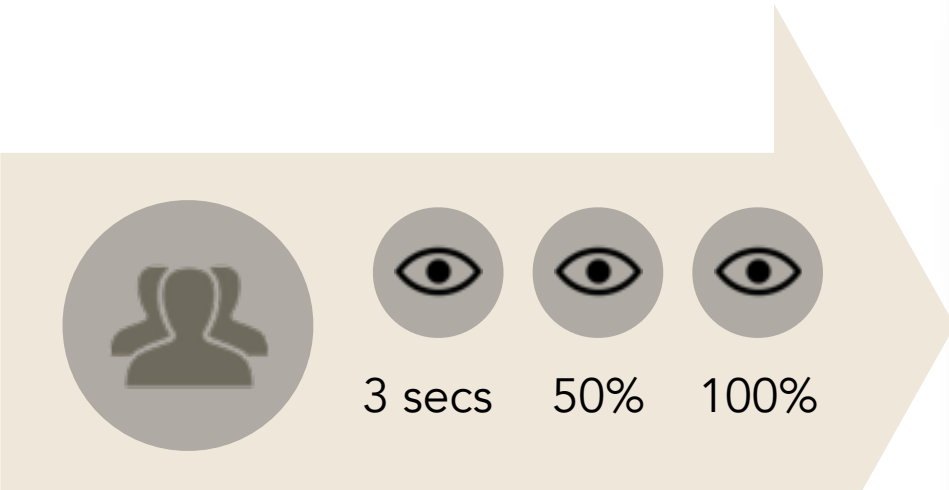
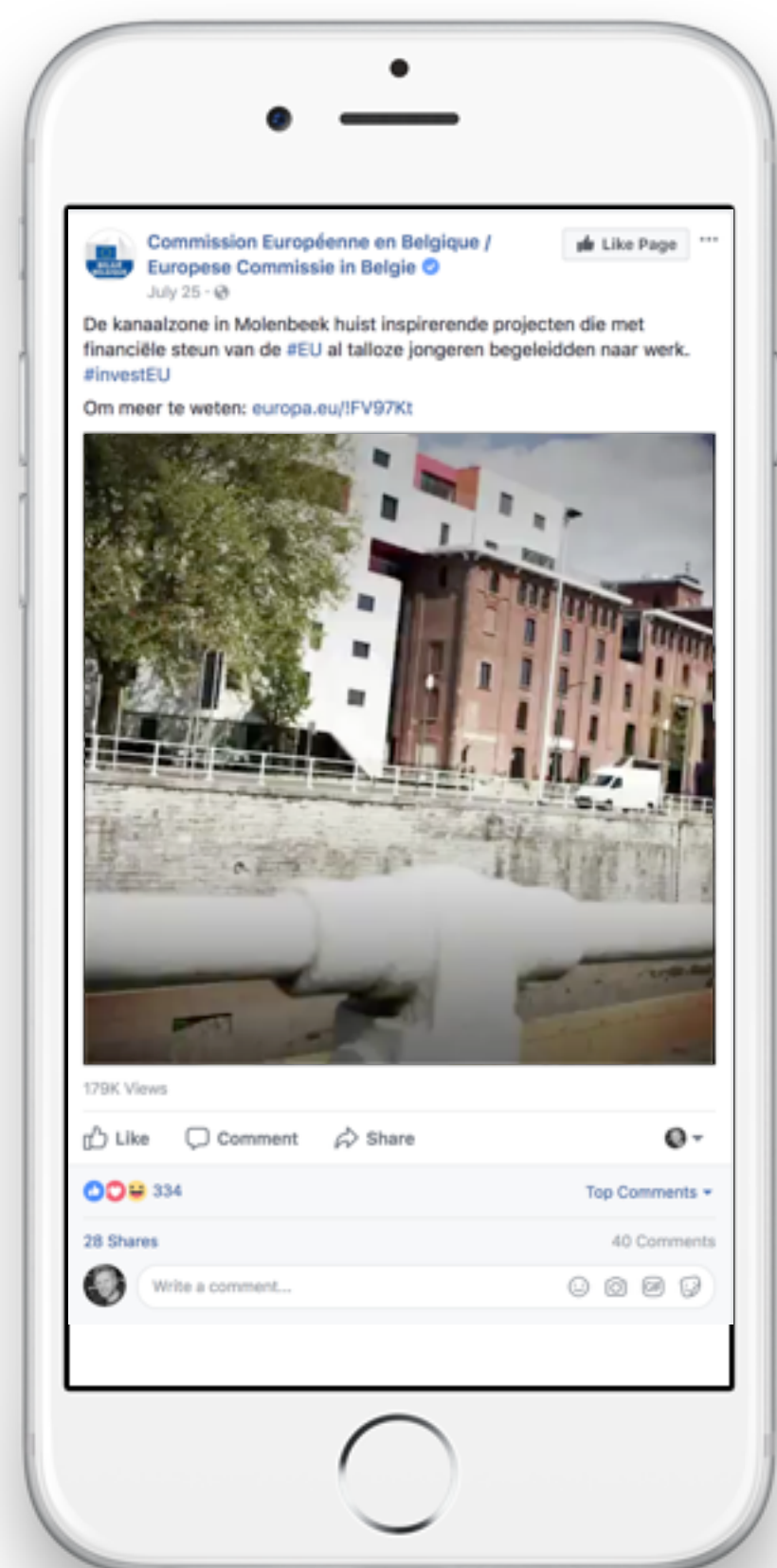
Focus on other types of engagement. Every second consumed matters.



Nielsen Facebook study 2015

Example: InvestEU

Sequential storytelling and re-engaging based on behaviour



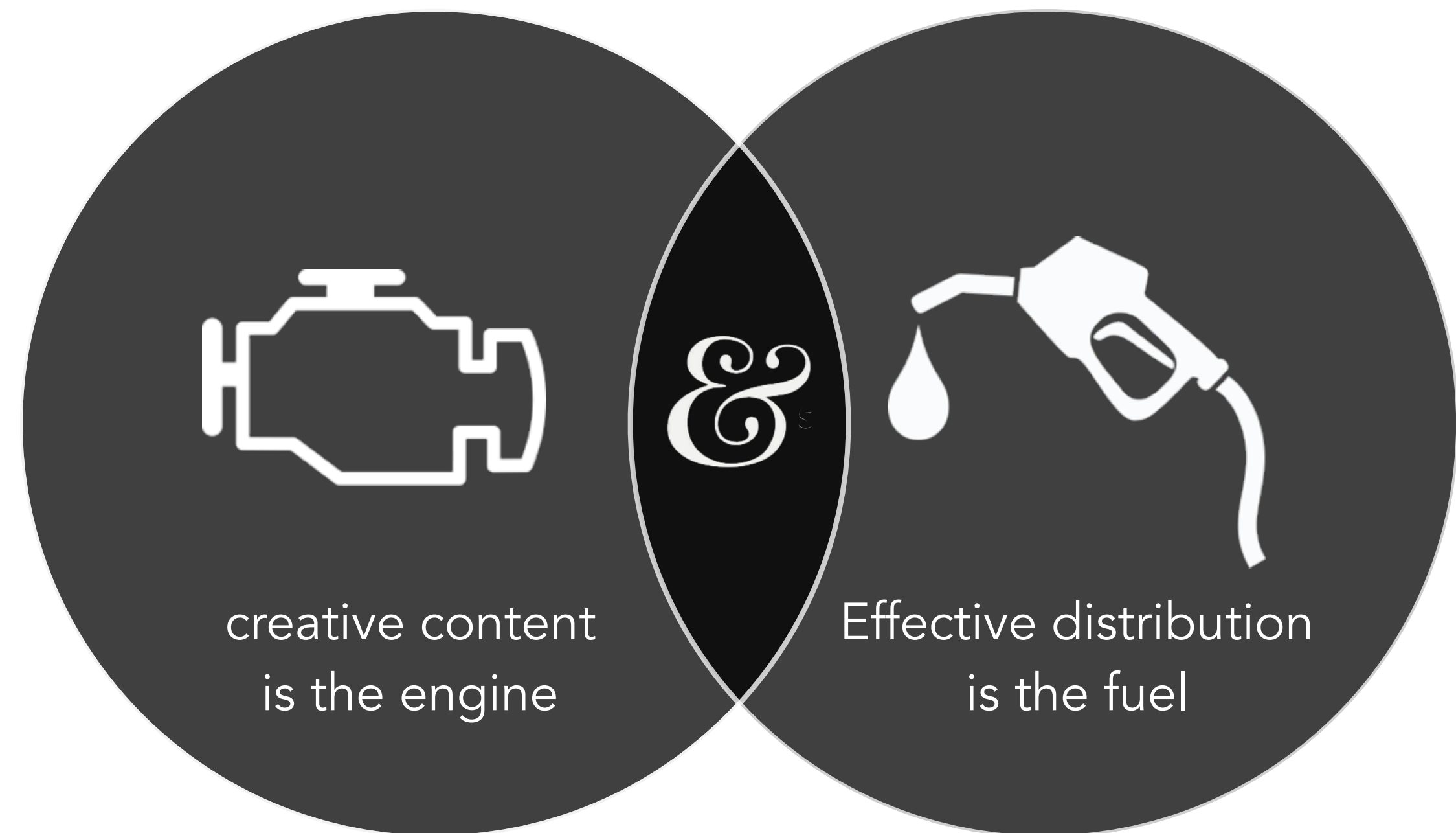
VTR: 36%
(benchmark: 18%)



CTR: 1,6%
(benchmark: 0,5%)

Social in 2018: Dynamic Content

A combination
of great content
and sophisticated
distribution



Thank You & Get in touch

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