



IPG
MEDIABRANDS digital

The text "IPG" is positioned above "MEDIABRANDS". To the right of "MEDIABRANDS" is a logo consisting of a large blue circle with the word "digital" in white lowercase letters. A smaller blue circle with the word "dot" in white lowercase letters is positioned to the left of the "digital" logo, partially overlapping the "MEDIABRANDS" text.

Who are We?



We are digital support team who work along the line of total communication plan to help deliver an integrated marketing campaigns.



Google/Search

- 17 GA certified, highest in market
- Marin certified
- Record setting campaigns for clients



Social

- Direct FB relationship
- Social strategy + driving engagement
- Social Listening.
- Record breaking FB campaign



Display/Video

- Top GDN campaigns
- First Thailand agency trading desk from media agency
- Driving YouTube for Clients

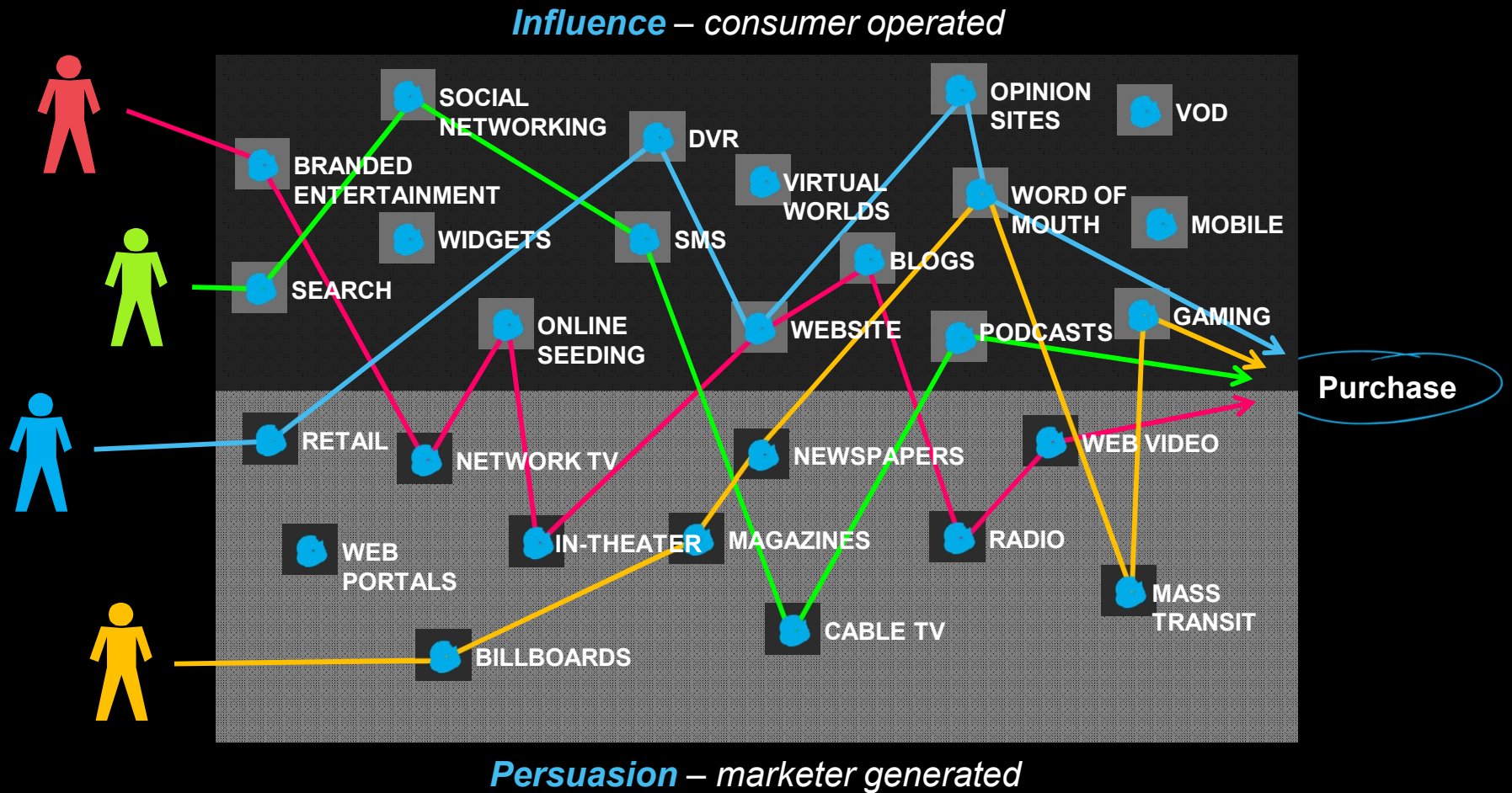


Mobile

- First ever agency to drive AdMob ads in Thailand-campaign is the current benchmark for market.



communication complexity



comprehensive digital expertise



Online Advertising



Search Engine Marketing (SEM)



Search Engine Optimization (SEO)



Email Marketing



Performance / Affiliate Marketing



Emerging Media



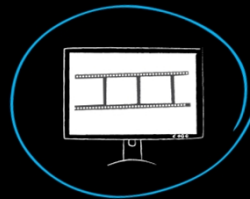
Social Media



Gaming



Mobile



Media-led Creative and Content



Analytics



Research

digital futures

IPG | EMERGING
MEDIALAB

Part think tank,
part change enabler

Innovation through
applied knowledge

Research, focus groups
and consulting



humanizing digital



Digital needs
to be put into
the context
of daily life

real *Lives*

science of measurement



Demonstrate comprehensive use & depth of analysis

- Update Connections Panel / CAT / Matrix and WAVE
- Cross-sell tracking services
- Integrate econometric modeling with the analysis

measuring performance

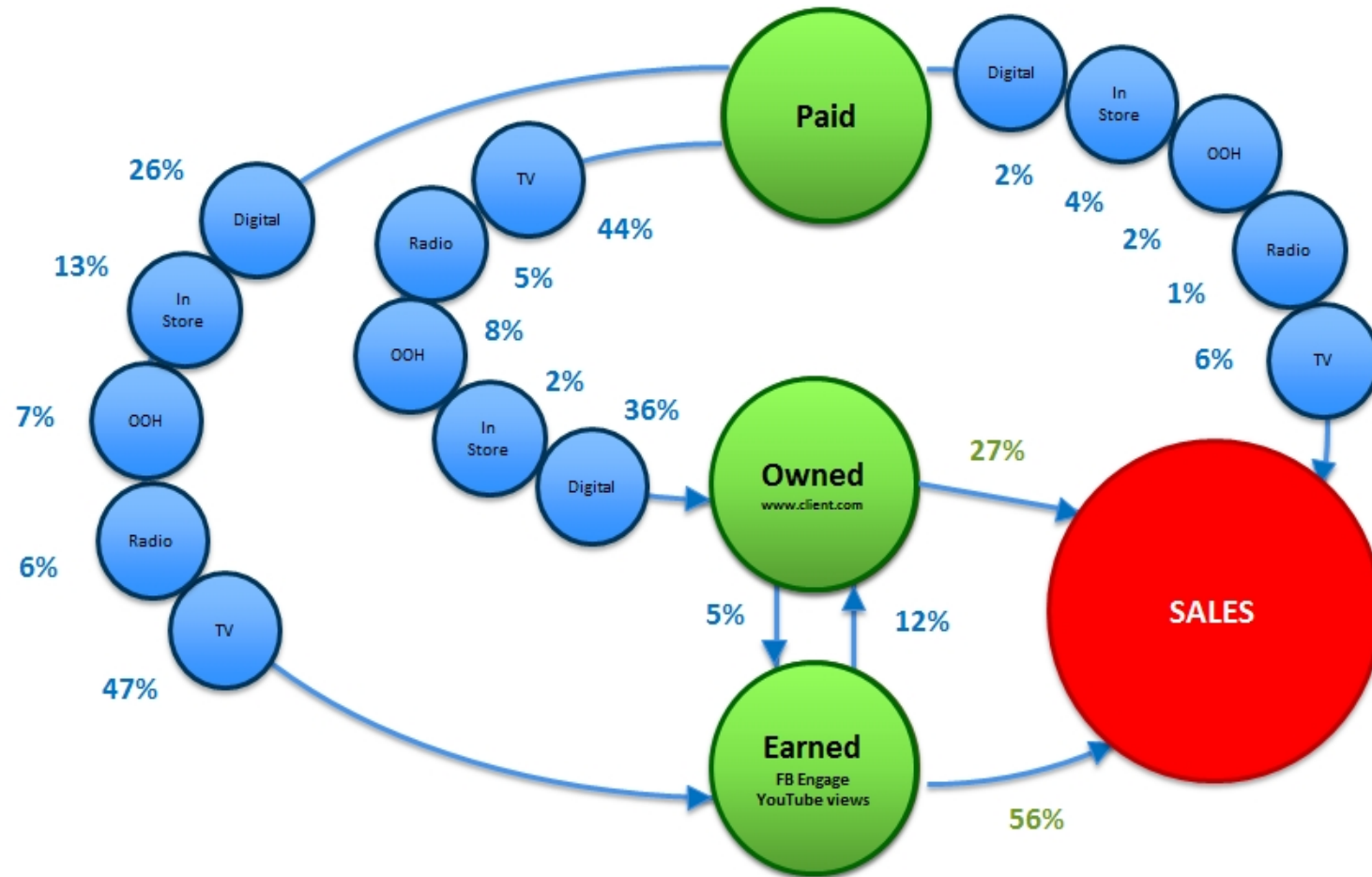
Proposed Paid, Owned & Earned Sales Modeling

What it does

Econometrics is used to identify the impact of paid media to sales & other KPIs, both direct & indirect

How is it done?

Historical data on sales, distribution, pricing, marketing spend, online buzz & website traffic are used to statistically determine relationship between the various elements of the marketing mix & sales.



APAC beverage client

- Client has just launched a marketing campaign announcing a new flavor which has been very successful in the market
- Simultaneously, Client has been running a brand thematic TVC supporting the full range of flavors
- As such, Client would like to determine the mix of spending between the thematic TVC vs. new flavor launch TVC

variables tested

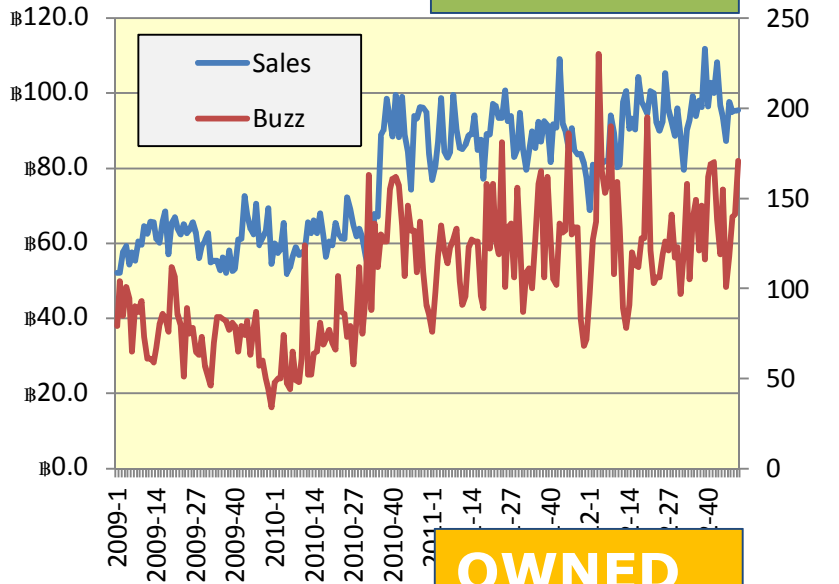
Value Sales

Ad Spending

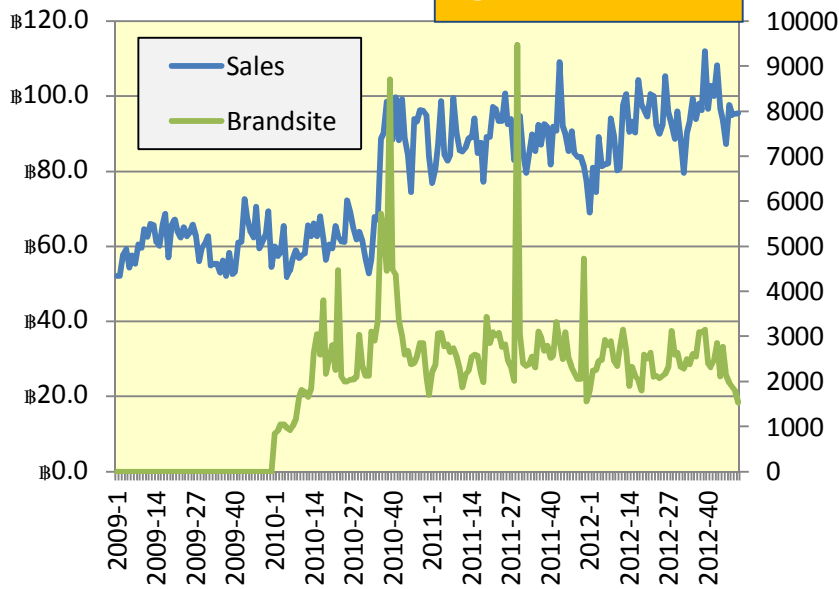
- TVC 1 (Old Thematic)
- TVC 2 (New Thematic)
- TVC 3 (New Flavor Launch)
- Search
- In-Store
- Buzz (No. of Blog Mentions, No. of FB Interactions, No. of Tweets on Twitter)
- Site Traffic
- Competitive
- Purchase Intent (Brand Health Tracking Study)

focusing on 4 key drivers to sales

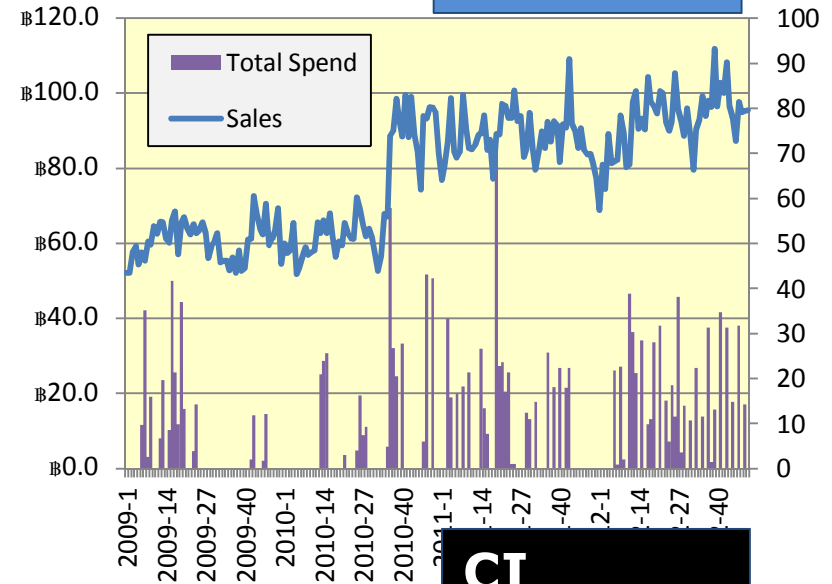
EARNED



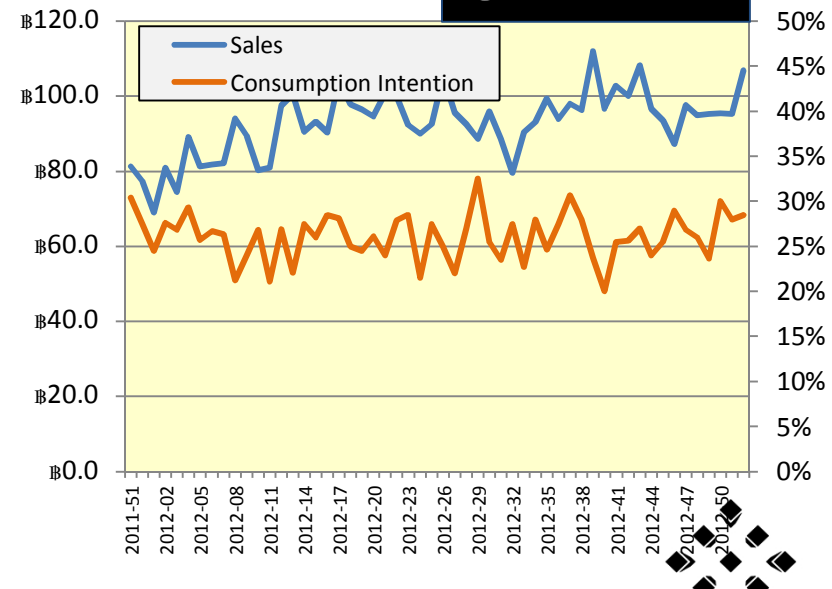
OWNED



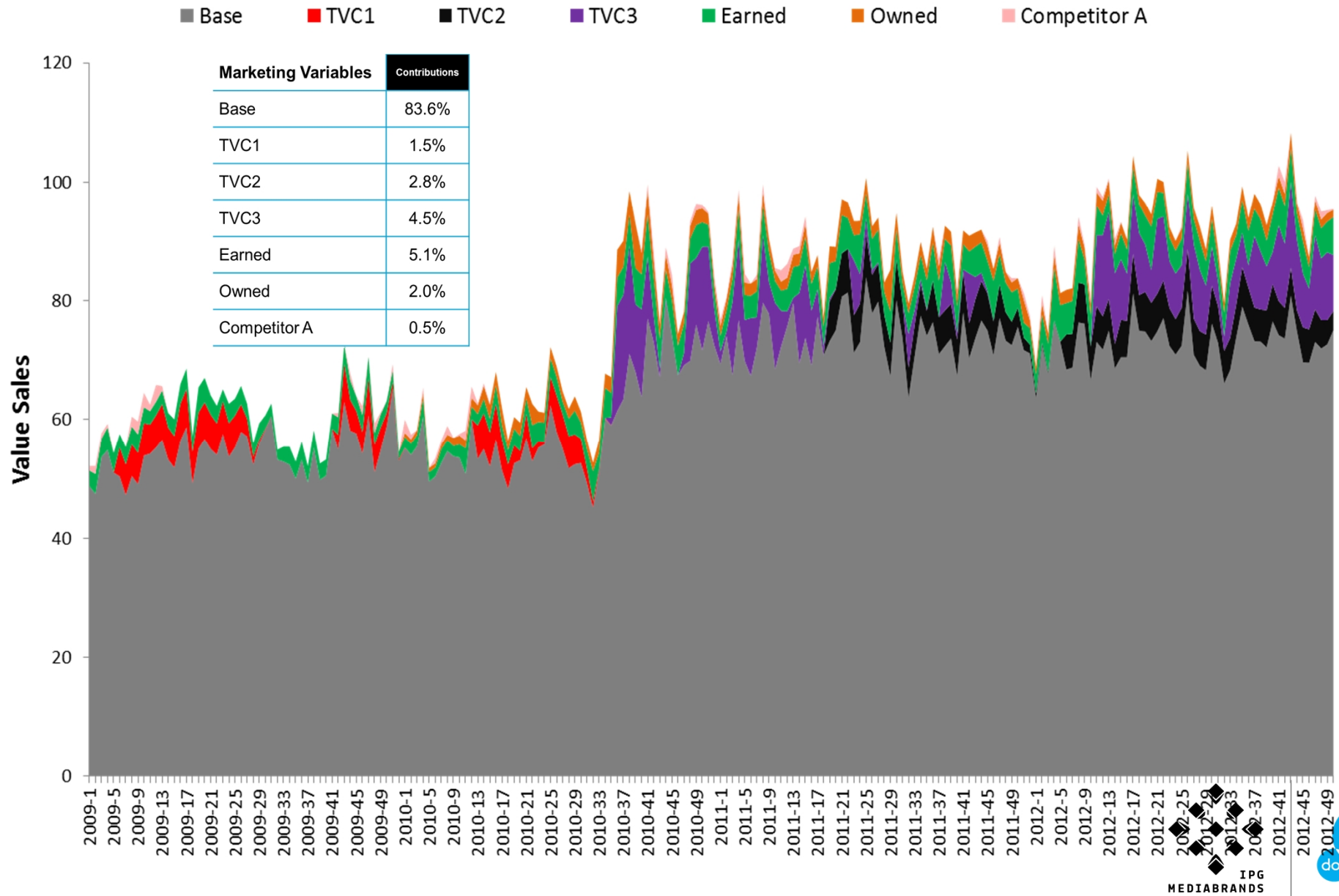
PAID



CI

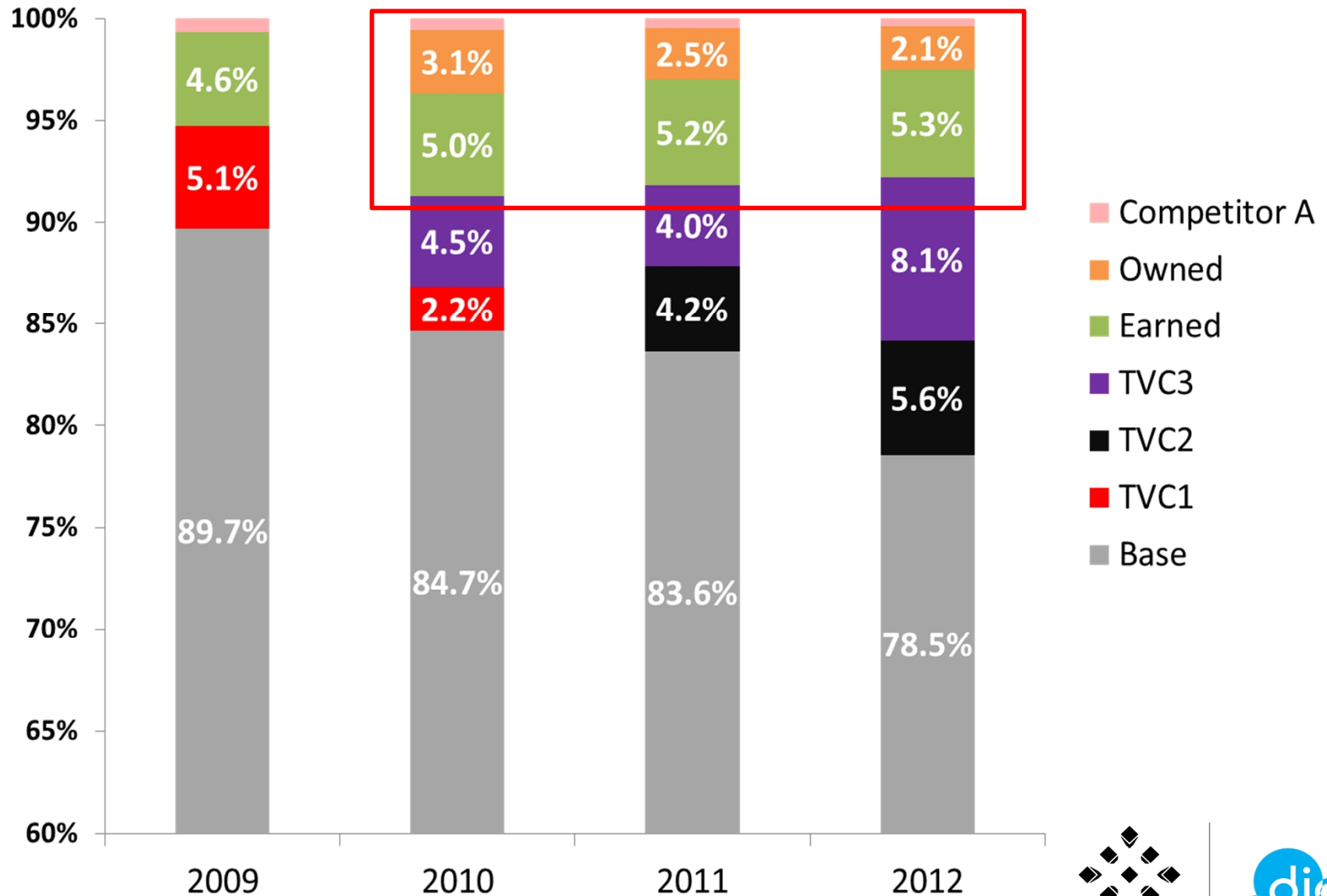


what drives sales?

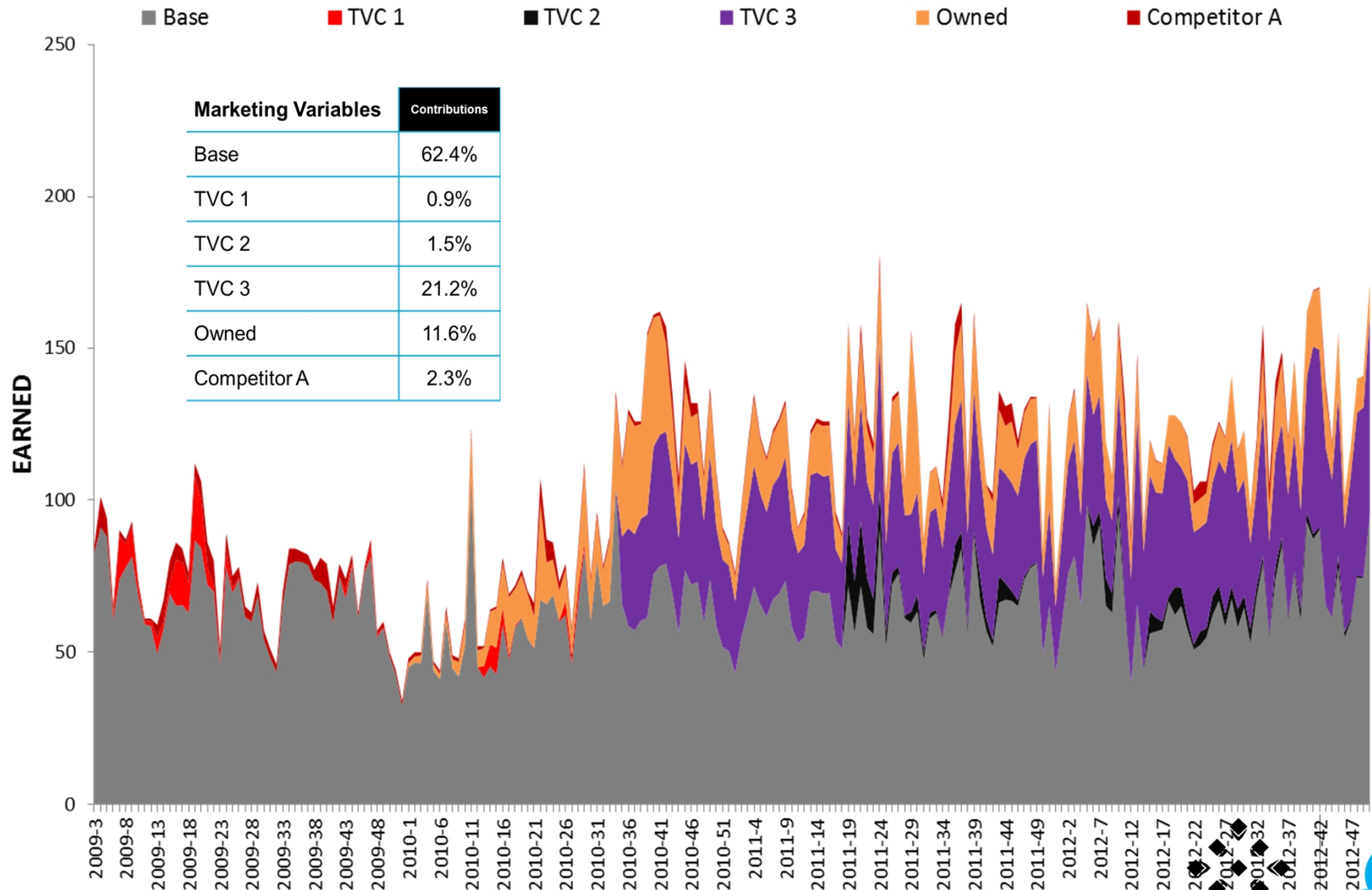


Focusing on Sales YOY

Owned & Earned has significant impact on sales

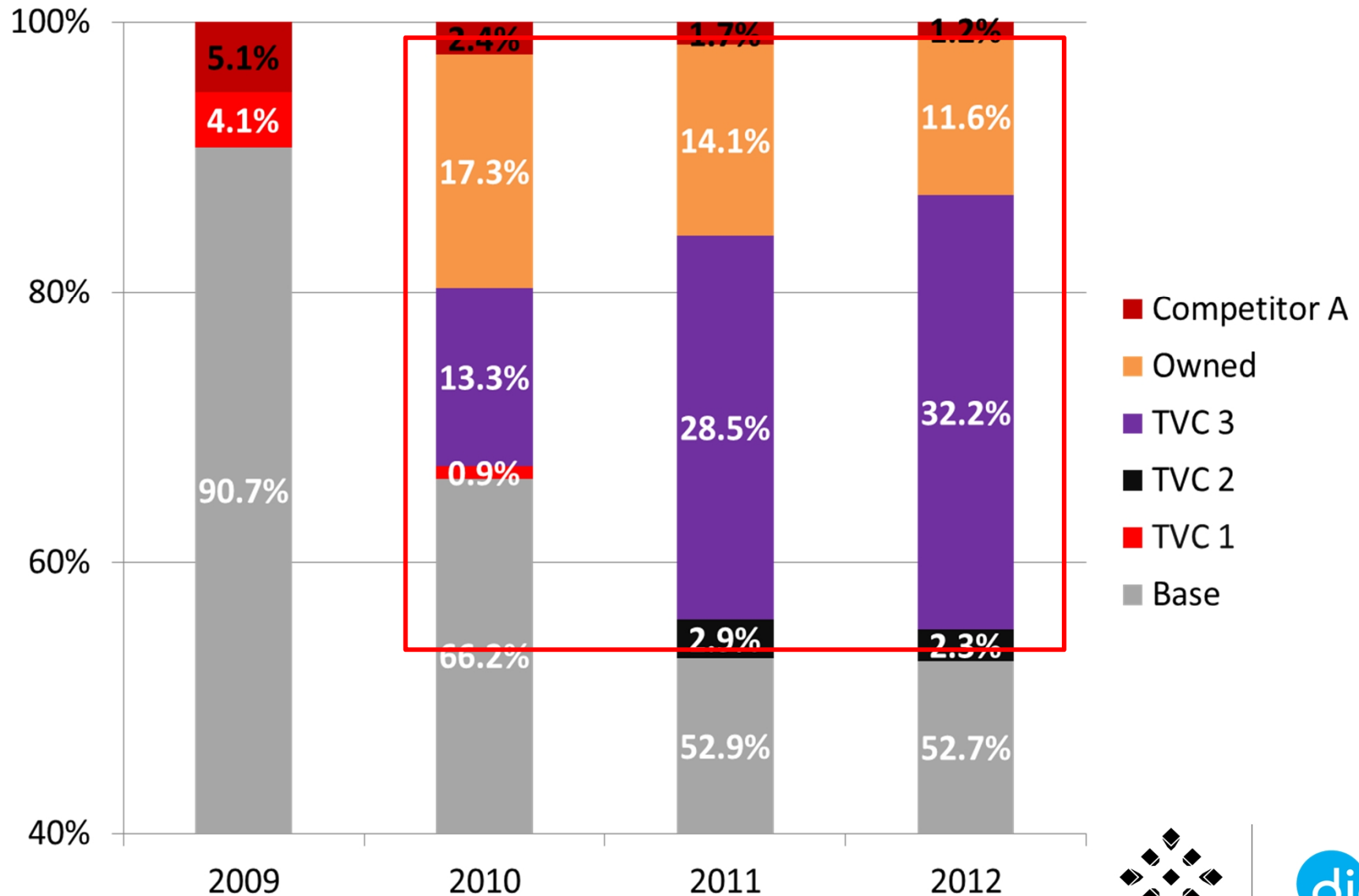


what drives earned?

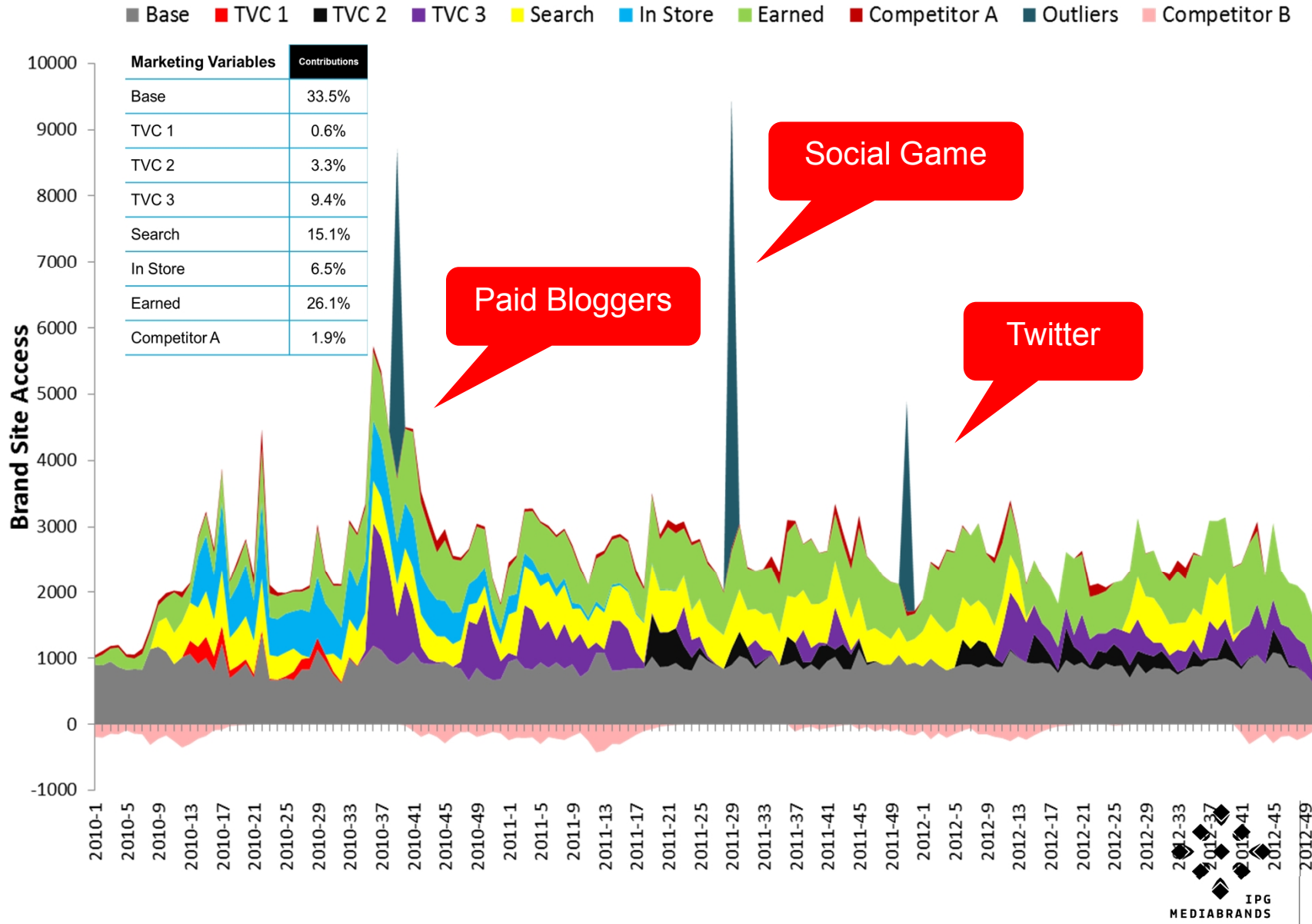


focusing on earned YOY

TVC 3 (New flavor) & Owned has significant impact on sales

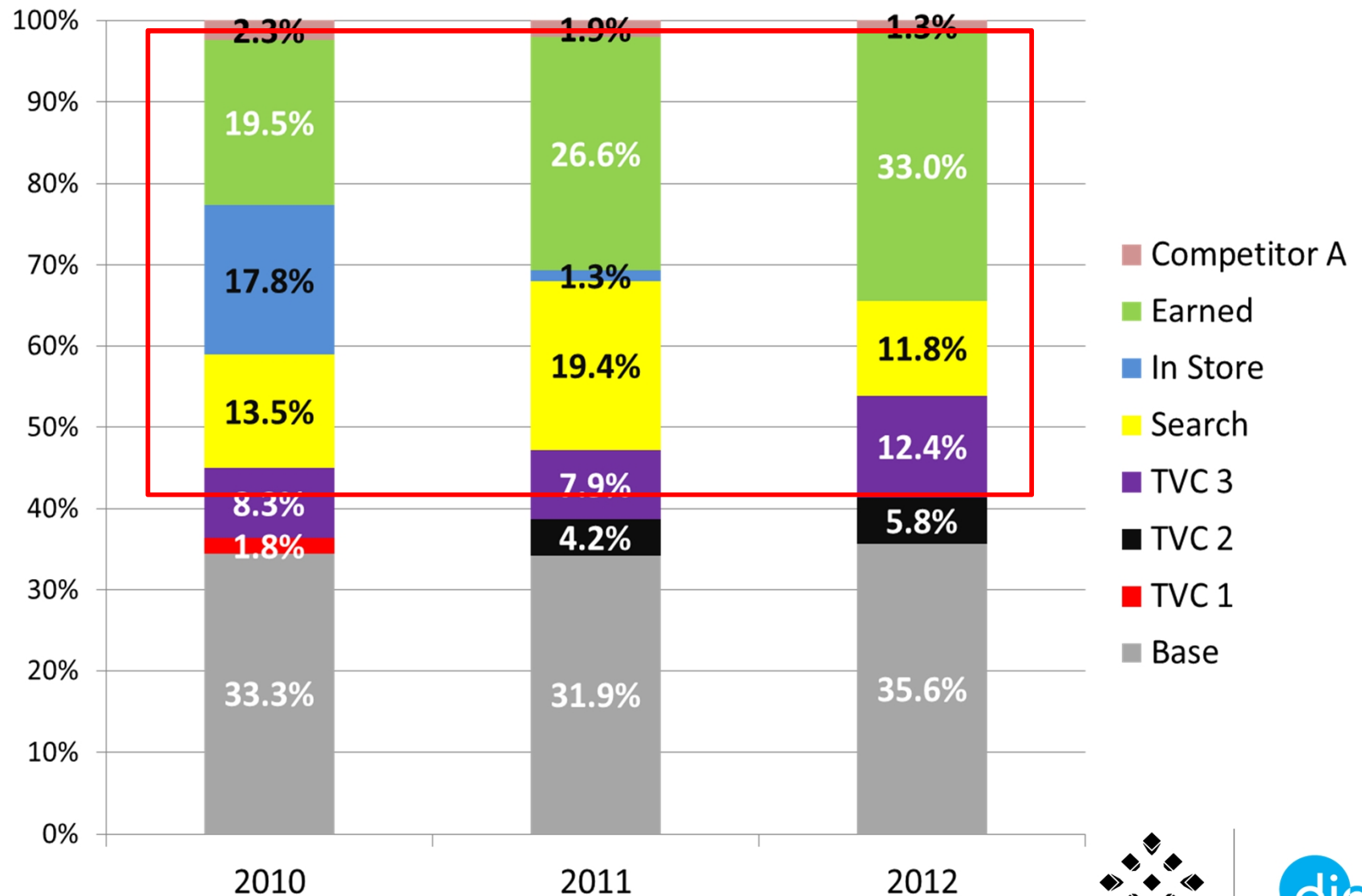


what drives owned?

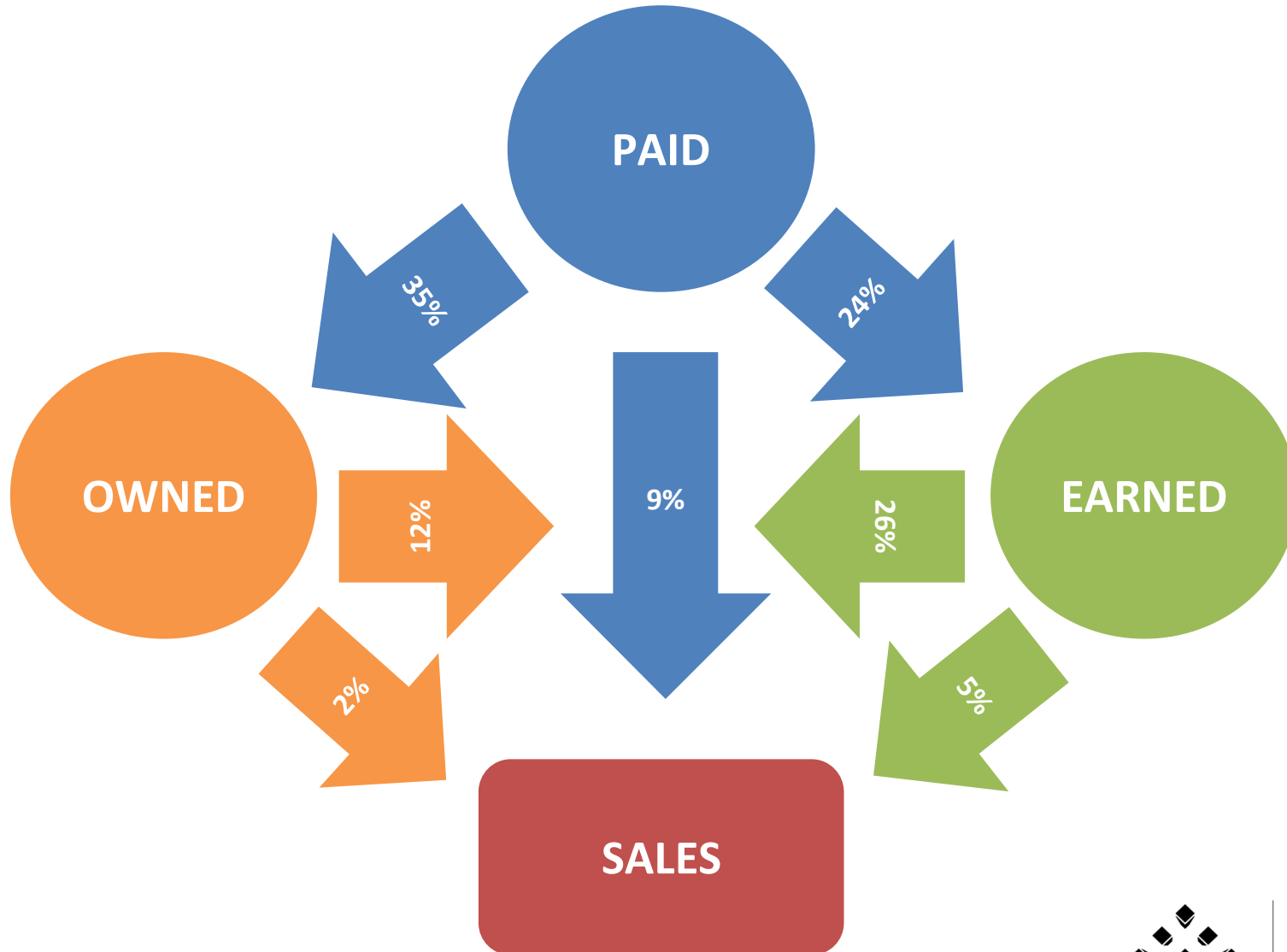


focusing on owned YOY

Search & Earned has significant impact on Owned



looking at all the interactions...



FB offers highest audience reach

Facebook in Thailand

Every day

>19M
people
daily

>16M
people daily
on mobile

70% of monthly active users return daily

Every month

>27M
people
monthly

>24M
people
monthly
on mobile

optimizing investment

70%
media

The screenshot shows the SCB Thailand Facebook page. The header includes the SCB logo and the text 'SCB Thailand Bank/Financial Institution'. A prominent award graphic reads 'Best in Social Media 2015' and 'อันดับ #1 ในกลุ่มธนาคาร'. The main post, from 3 hours ago, promotes SCB VISA payWave with the text: 'มาสุดว่า SCB VISA payWave ช่วยให้การใช้จ่ายผ่านบัตรของคุณ สะดวกสบาย ง่ายกว่าเดิมยังไง? ชีวิตสะดวก กับการใช้จ่ายผ่านบัตร SCB VISA payWave ค่ะ #SCBVISApayWave #SCBCreditCard'. The 'ABOUT' section lists social media links for Twitter, YouTube, and the website.

30%
creative

advertising on FB

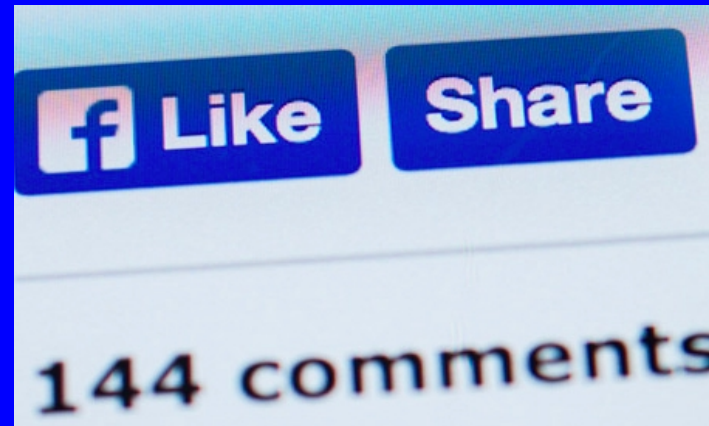
The need to advertise on FB is driven by the following factors:

Content Over Load



- 1,500 Stories update / Log-in
- More Page likes & More Friend get more content over load

FB Changed Algorithm



- Showing High Quality Content
- Cleaned Up News Feed Spam

Organic Reach Drop

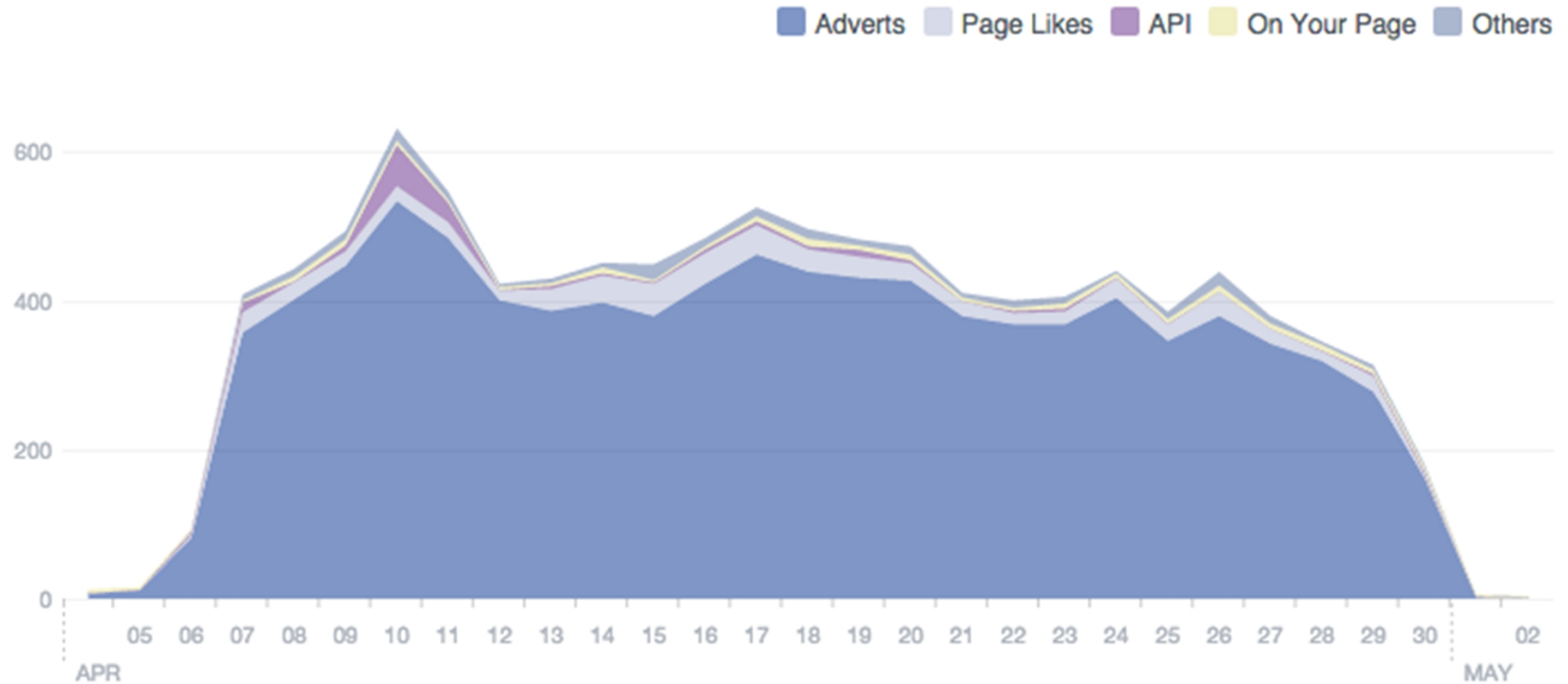


- Brand Post reach only 1-3% fan
- Need to buy FB Ad to promote promotional posts

only 10% of fans are organic

Where Your Page Likes Happened

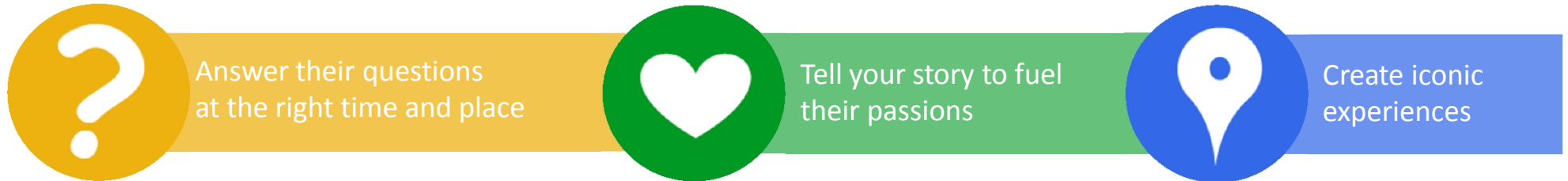
The number of times your Page was liked, broken down by where it happened.



hub / hero / hygiene

Creating content to address all target market need states as well as company objectives

YOUR CONTENT SHOULD...



Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec



HERO CONTENT

Major advertising initiatives that reach a wide audience (this could be a viral video or major commercial push)

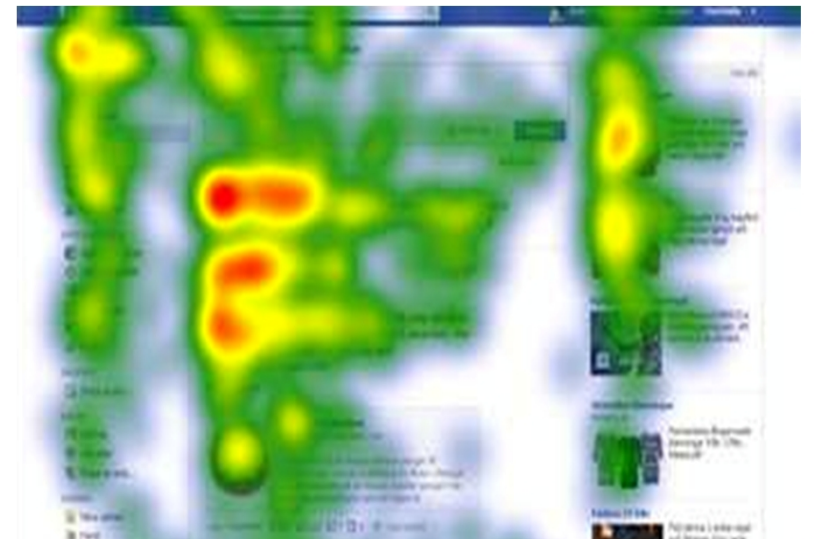
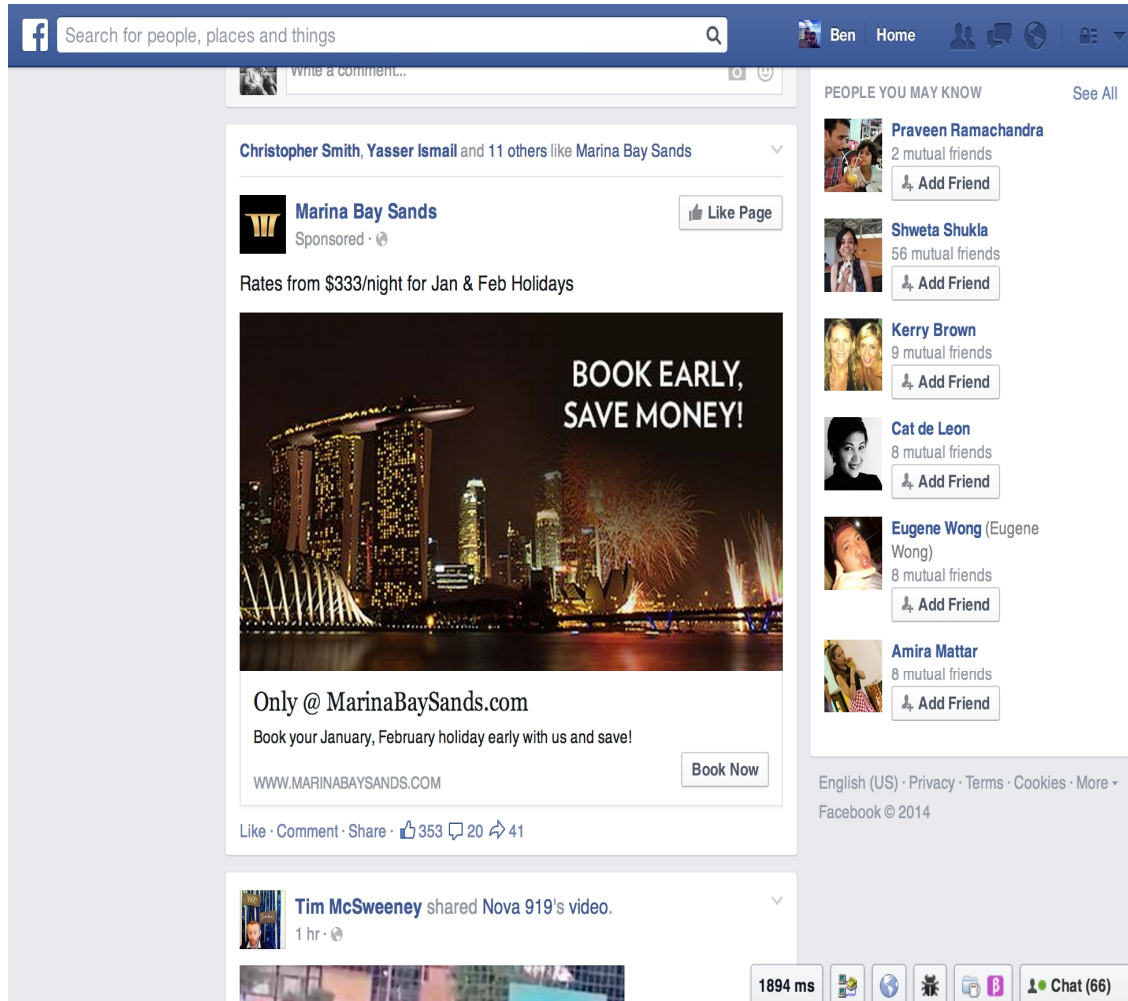
HUB CONTENT

Regularly released contents tailored to customers' passions and interests (typically a regular content series)

HYGIENE CONTENT

consisting of the "always on" contents optimized to address potential consumer interests

eye tracking FB study



iPhone



iPad

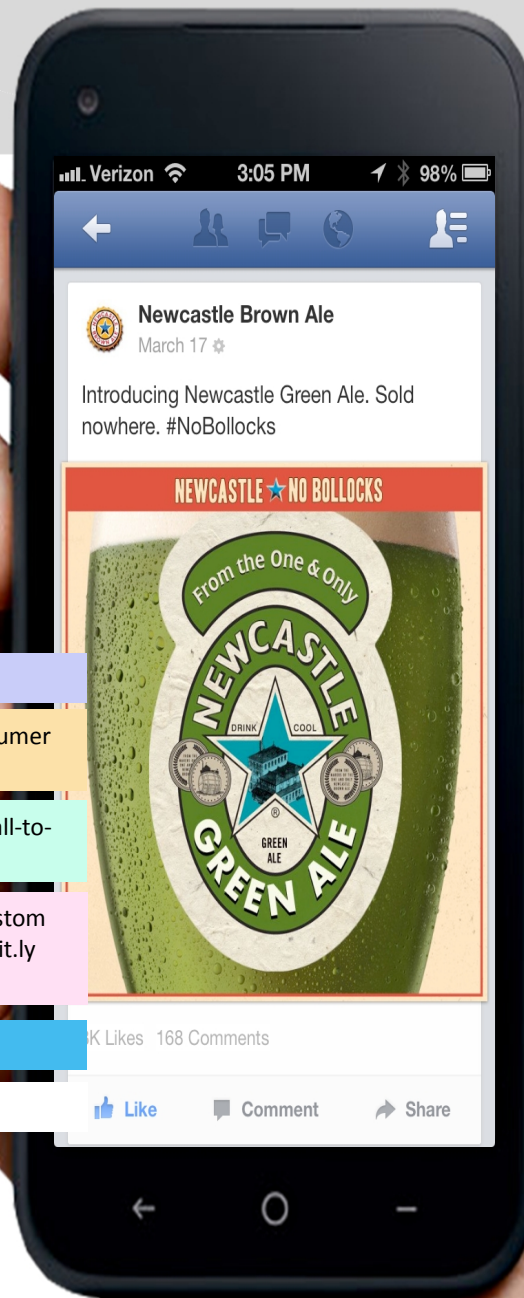


3

2

1

4



The first line should always relate to the product

The second and third lines should relate to the lifestyle of the consumer and a call to action to engage (L/C/S)

The fourth line should contain shortened links (bit.ly) for a direct call-to-action, and hashtags for recall and relevance

Each post (link, video, status) MUST be accompanied by its own custom photo. ALL photos must be 504px X 504px to be mobile friendly. Bit.ly links can be tracked for traffic

Branding of each photo for uniformity

The hashtags used must be on the photo for instant recall

- **No more than 4 lines of copy**
- Keep the text in the photo within **Facebook's 20% guideline** so all posts have the option to be promoted
- All photos should be uniform in style: **striking lifestyle-centric photography**

purchase funnel

AP 5:15 PM 100%

Search

Status Photo Check In

Suggested Post

Gap
Sponsored

You don't have to get them to give them Gap.
Dress Normal. <http://gapgiftguide.com>

awareness

1,447 Likes 67 Comments

Like Comment Share

News Feed Requests Messenger Notifications More

Suggested Post

Gap
Sponsored

These cashmere sweaters dance in a style that we have yet to comprehend.
<http://gapgiftguide.com>

consideration

1,447 Likes 67 Comments

Like Comment Share

Suggested Post

Gap
Sponsored

You don't have to get them to give them the right sweater.

conversion

Dress Normal.

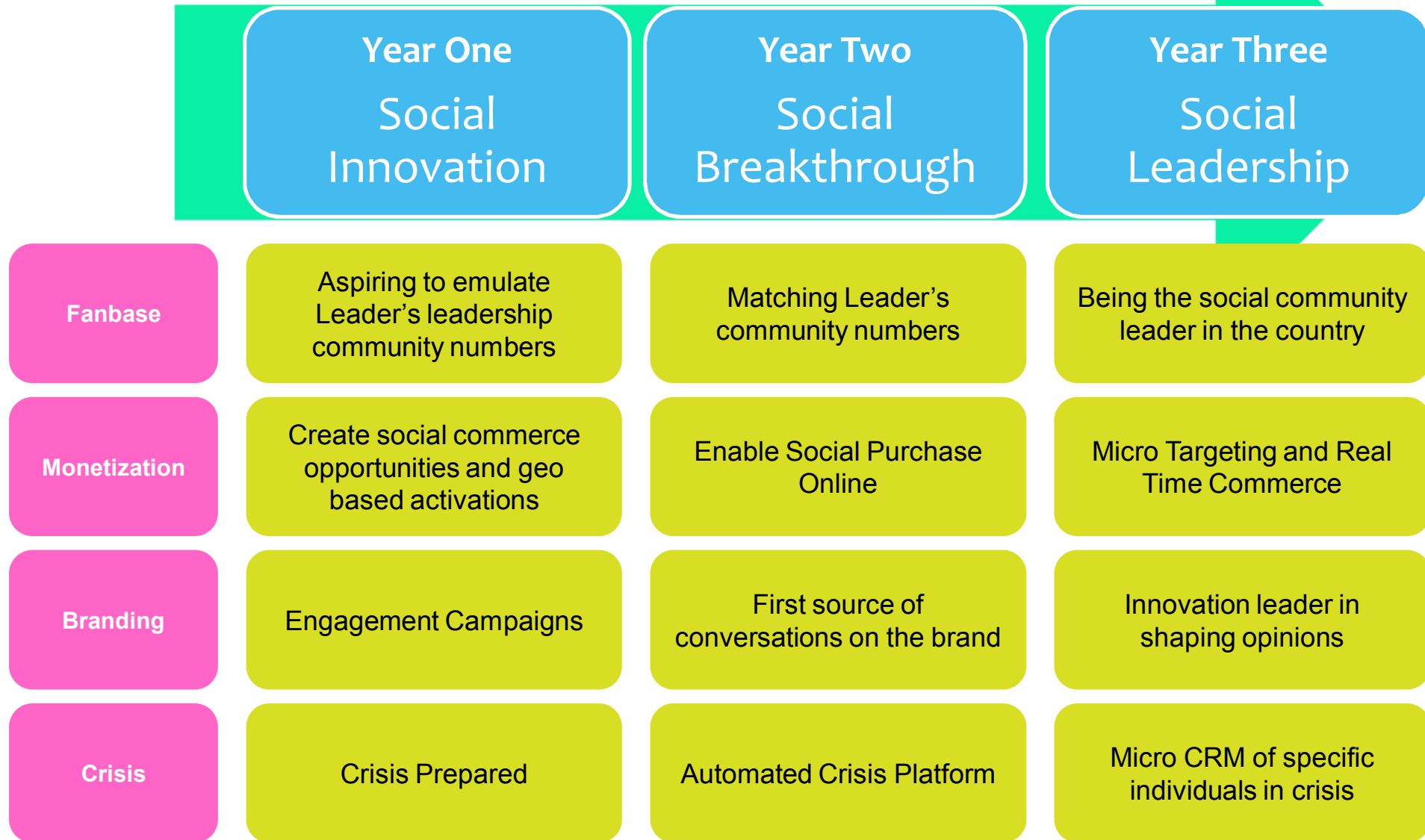
Popular gifts make popular gift givers
gapgiftguide.com

Shop Now

1,447 Likes 67 Comments

Like Comment Share

3 Year Roadmap



Largest financial TH brand page with 2.7M fans and an engagement rate that is now 3x vs. competitor

marketingoops.com

MarketingOops!

SCB ควรรวมเพจผลิตภัณฑ์ มาอยู่ใน “SCB Thailand” ย้ำอันดับ 1 เพจการเงิน ยอด Like พุ่งสู่ 2.5 ล้าน ครองใจลูกค้ายุคดิจิทัล



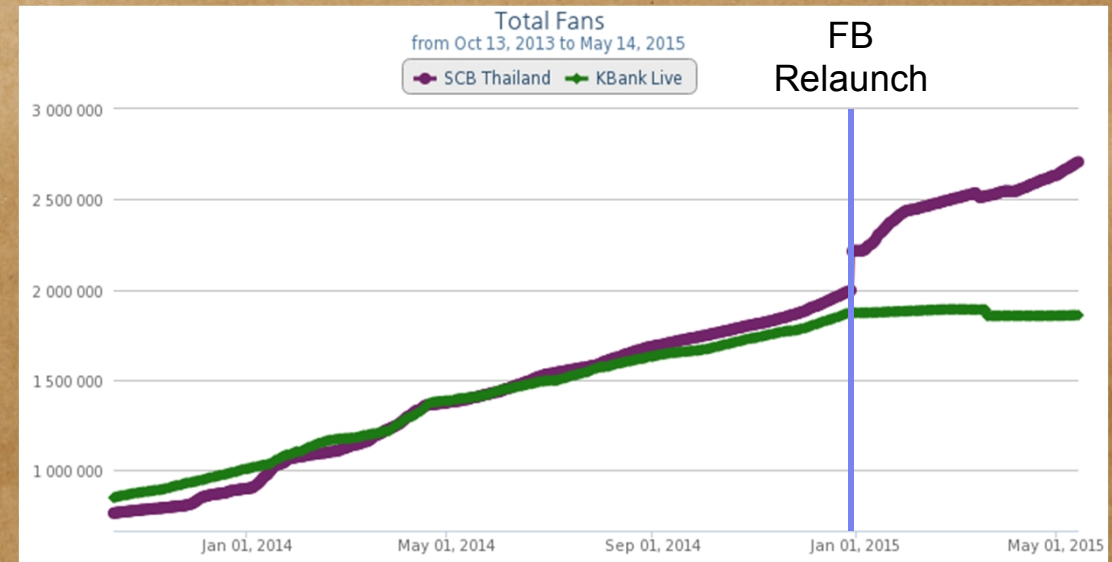
ก้าวสู่ปีที่ 109
ขอบคุณลูกค้าทุกท่านที่ผูกพันและไว้วางใจในแบรนด์เราพร้อมเติบโตเคียงคู่คนไทยและสังคมไทยตลอดไป

ใครที่เป็นแฟนเพจผลิตภัณฑ์ต่างๆ ของ SCB เช่น SCB Credit Card, SCB Easy Net, SCB UP2ME ทราบหรือไม่ว่า ตอนนี้ SCB ได้ประกาศรวม เพจที่ว่ามี ให้มารวมอยู่ในเพจ “SCB Thailand” เป็นที่เรียบร้อยแล้ว พร้อมให้บริการลูกค้าอย่างครบวงจรภายในคลิกเดียว

ปัจจุบันแฟนเพจ “SCB Thailand” มียอด Like แล้วราว 2.5 ล้านคน เรียกได้ว่านำทางอันดับอื่นๆ ไปหลายแสนทีเดียว และที่สำคัญเนื้อหาภายในเพจยังตอบใจทยผู้บริโภครได้อย่างดี ทำให้มี Engagement สูงสุด เป็นอันดับ 1 การันตีด้วยรางวัลล่าสุด Thailand Social Award

SCB Thailand approached us to help manage their Facebook page as KBank had made strong gains over the past year to nearly match the number of fans

- Aggregate their numerous product pages into a consolidated corporate page to help manage both fan engagement and content production
- Create a consistent look & feel for page posts to establish a unique brand identity
- Sustained media approach to support fan engagement and generate earned exposure



Driving Sales through Facebook



Results:

- 100K of wishes shared.
- 10% of participants converted to sales.



Helping Central 'SELL' via Social.

Big Idea:

Share your wish and wish list for your mom and you can win!

One of the First Facebook Commerce Apps in Thailand.

Challenge:

- Mother's day is when most of us want to show our gratitude for moms.
- We all use social media to share our love.
- We are also looking for the perfect gift for our dear moms to express our gratitude.
- How do we leverage this online behavior to drive traffic and sales for Central Online ?

Thank You! 😊