Keynote Presentation:
Soap and Brotherhood: Marketing, Convergence, and Change

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Soap and Brotherhood: Marketing, Convergence, and Change

Miles Young, Global CEO
Ogilvy & Mather
#1 The integrated imagination
#2 Behavioural economics
The medium is the message

The context is the message
Altruism compels social marketing involvement

- The ability to make a difference: 70%
- The impact you have on others' lives: 48%
- The ability to change others' behaviours: 40%
- The ability to support a cause you believe in: 39%
- The ability to be a creative marketer: 32%
- Standing for something: 28%
- Professional advancement: 19%
- The way it makes you feel: 17%
- The way it makes others feel: 9%
- The visibility it gives you: 7%
- Financial reward: 4%

Source: Ogilvy Public Relations Worldwide “Future of Social Marketing” study, March 2011

#3 Truly engaging content
The content ecosystem

OWN CHANNELS
- Employees
- Social Microsite
- Pressroom
- Website
- Delicious Feed
- Corporate Responsibility

SOCIAL CHANNELS
- Youtube
- Twitter
- Facebook
- E-mail
- Google search

EXTERNAL CHANNELS
- Flexible Film
- Influencer Engagement
- Mobile Apps/Sites
- Media Partnerships
- Paid Social Media
- News & PR
- Events
- Publications

Media

Employees

Social Microsite

Pressroom

Website

Delicious Feed

Corporate Responsibility

Facebook

Twitter

Youtube

E-mail

Google search

Flexible Film

Influencer Engagement

Mobile Apps/Sites

Media Partnerships

Paid Social Media

News & PR

Events

Publications
Corporations vital to driving social change

Collaboration among public and private partners, including corporations and NGOs, are essential to greater success in supporting social change.

Greater Success 93%

Source: Ogilvy Public Relations Worldwide "Future of Social Marketing" study, March 2011

84% agree:
Social marketing is at a critical turning point in driving social change.

Source: Ogilvy Public Relations Worldwide "Future of Social Marketing" study, March 2011
Thank you
Questions

Please wait for the microphone and state your name and organisation before asking your question