



THE WORD IS NOT ENOUGH

CHANGING DYNAMICS IN MODERN
COMMUNICATIONS

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WE communications
XX September 2016



A hand holding a pen against a sunset sky with a blue graphic overlay.

AGENDA

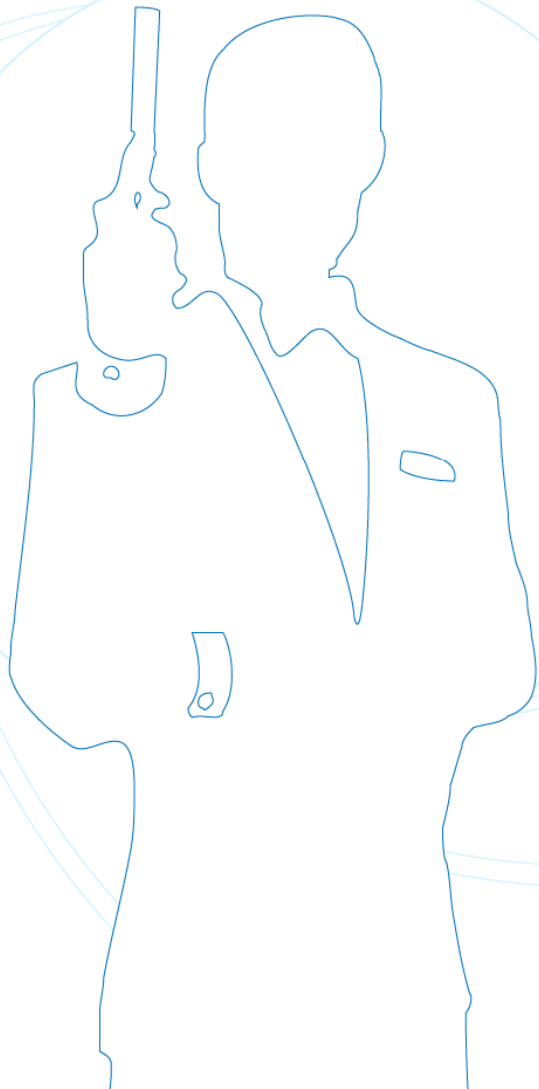
1. The world we live in today
2. Impact as brand storytellers
3. How we make this a reality
4. Key Takeaways



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The world we live in today

The role of transformation



YOU DRIVE
TRANSFORMATION

TRANSFORMATION
DRIVES **YOU**

What is driving transformation...

TECHNOLOGY

DRIVES INNOVATION

ENABLES TRANSFORMATION

PROPELS PEOPLE, MARKETS, BRANDS...

OUR WORK



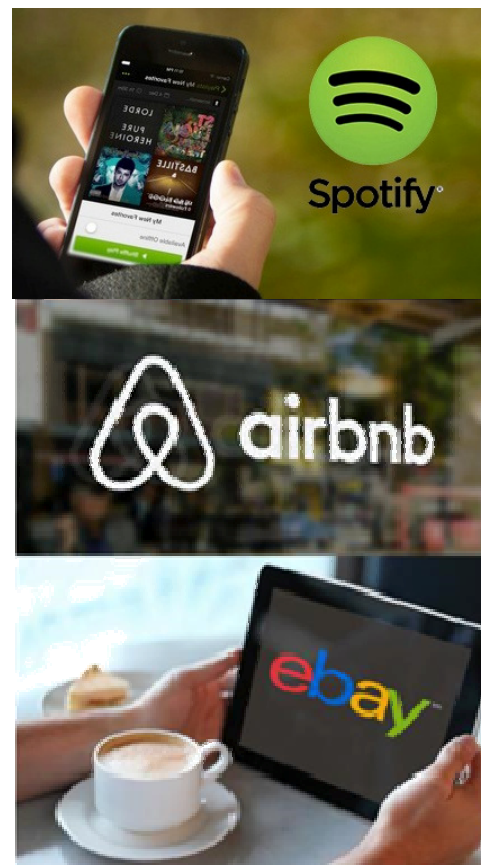
Technology is impacting businesses

INDUSTRIES TRANSFORMED

TECH HAS THE POWER

To transform entire industries
and create new ones

SPOTIFY, AIRBNB and EBAY all
prove that concept



Technology is changing the business rules

FREEDOM FOR BRANDS

THESE NEWLY-FOUND FREEDOMS FOR BRANDS
HAVE INSPIRED SELLING AND BUYING BEHAVIOR
CHANGES

Amadeus is helping airlines build direct-connect pipes and help corporate clients access content through them.

Technology and **TECHNOLOGY-INSPIRED CHANGE** have enabled brands to **LOWER COSTS OF SALES** and develop much **CLOSER** and measurable **RELATIONSHIPS** with customers – consumers or the enterprise.



Technology is changing consumer behaviour



WhatsApp
tops the list of favourite
social media networks for
content sharing followed
closely by Facebook



From all the categories that
respondents are likely to
consider for brand upgrade/
change at their first job,
*mobile devices and
tablets is the most
considered.*



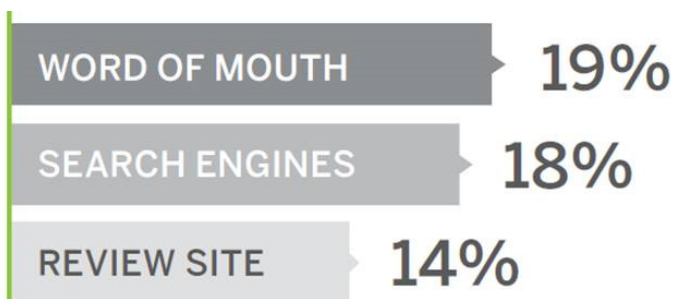
Word of mouth
and search engine are the
top two common sources
of information for making
purchasing decisions followed
by company websites and
review sites across industries



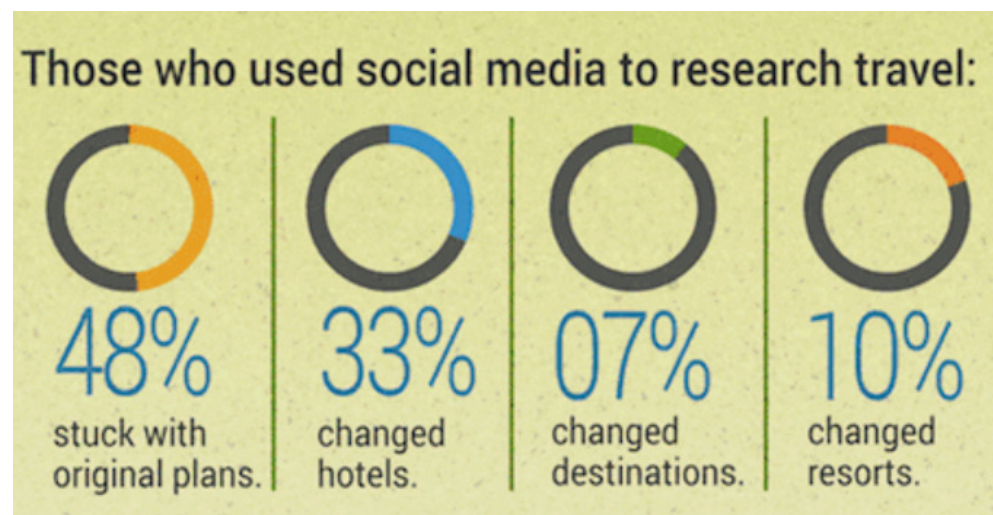
When it comes to life stages,
*First job and
Promotions*
are in the forefront for a
brand upgrade/change across
majority of the industries



Technology is changing the way we travel

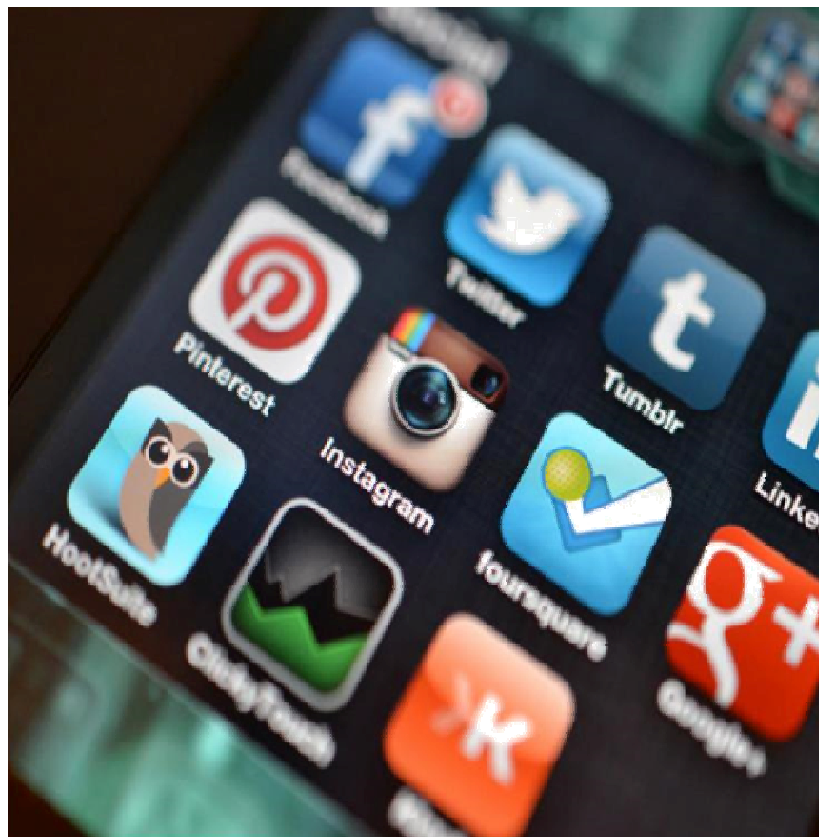


- According to some surveys, 97 percent of millennials are now using social networks while traveling, while over 50 percent are eager to meet other people staying at their hotel.
- Meanwhile, 84 percent of Facebook users admitted in a PRSA Travel & Tourism poll that viewing their friends' post actually influenced their own future travel plans.



Technology is the motion

The key to change



A VAST ECOSYSTEM

MOBILE WEB & SEARCH SHAPE A
NEW WORLD & PROVIDE ON-RAMPS.

SOCIAL, MAINSTREAM, DIGITAL NATIVE,
OWNED MEDIA AND EXPERIENTIAL.

ANALYTICS & INSIGHTS ARE BALANCED
WITH CREATIVE & EDITORIAL.

CLASH OF BOTH TRADITIONAL INFLUENCE
AND NEW INFLUENCERS



Our world has been turned upside down

Media cycles in seconds, not hours

“Social media is a powerful tool that has changed the news. It has become constant, immediate and mobile.”
- *BBC, The Editors, September 2015*

RIP Press Releases

“They are usually pretty rambling and designed to please the client rather than assist the journalist to get things done, and fast. So, I think the format is DEAD.”
- *Mike Butcher, TechCrunch Editor-at-Large, April, 2016*

The Media Newsroom is shrinking

The latest newspaper newsroom employment figures (from 2014 in US) show 10% declines, greater than in any year since 2009, leaving a workforce that is 20,000 positions smaller than 20 years prior
- *Pew Research Centre, June 2015*

Personas and narratives highly valued

“Sales return from thought leadership posting is manifested in increased relationships, a growing rate and base of referrals, and a higher quantity and level of sales over time.”
- *Forbes, November, 2015*

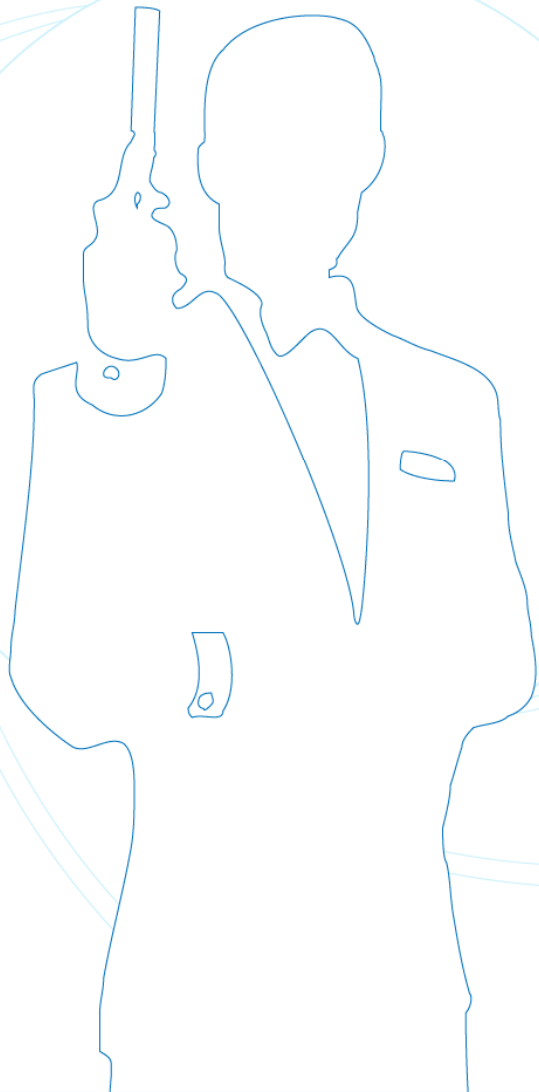




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Impact as Brand Storytellers

How this is impacting brands

▶ AT THE HEART OF THIS TECHNOLOGY- ENABLED TRANSFORMATION IS MOTION

UBER



SIEZE / PROPEL

tripadvisor



SPIN IN PLACE

Traditional Travel Agency Model



GO BACKWARDS

What this means for you

UNDERSTANDING MOTION

THE KEY FOR BRANDS TO TAKE
COMPETITIVE ADVANTAGE OF MOTION
IS TWO FOLD:

1. BRANDS ARE DRIVERS IN THEIR OWN MOTION.
2. BRANDS MUST UNDERSTAND THEIR MOTION RELTIVE TO THE MOTION OF THEIR STAKEHOLDERS.



How do you make this work

SO HOW DO BRANDS IN MOTION WORK ACROSS A MEDIA ECOSYSTEM IN MOTION?

THEY MASTER THE ART OF STORIES IN MOTION.

CO-CREATE AND AMPLIFY A REAL-TIME,
LIVING NARRATIVE.

DELIVER MUTUALLY-BENEFICIAL OUTCOMES
AND PUT THEM IN MOTION ACROSS THE ENTIRE
MEDIA ECOSYSTEM.

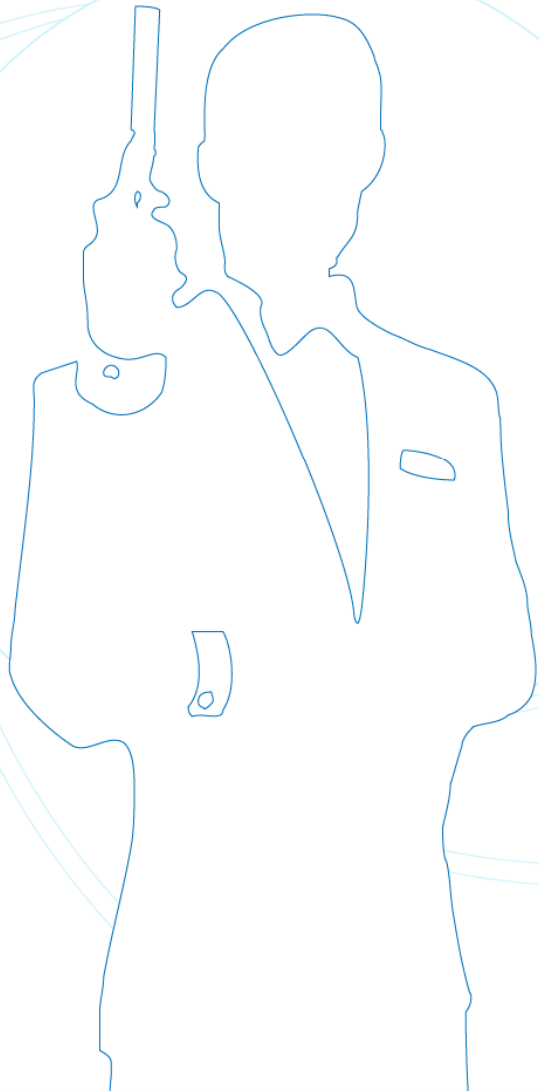




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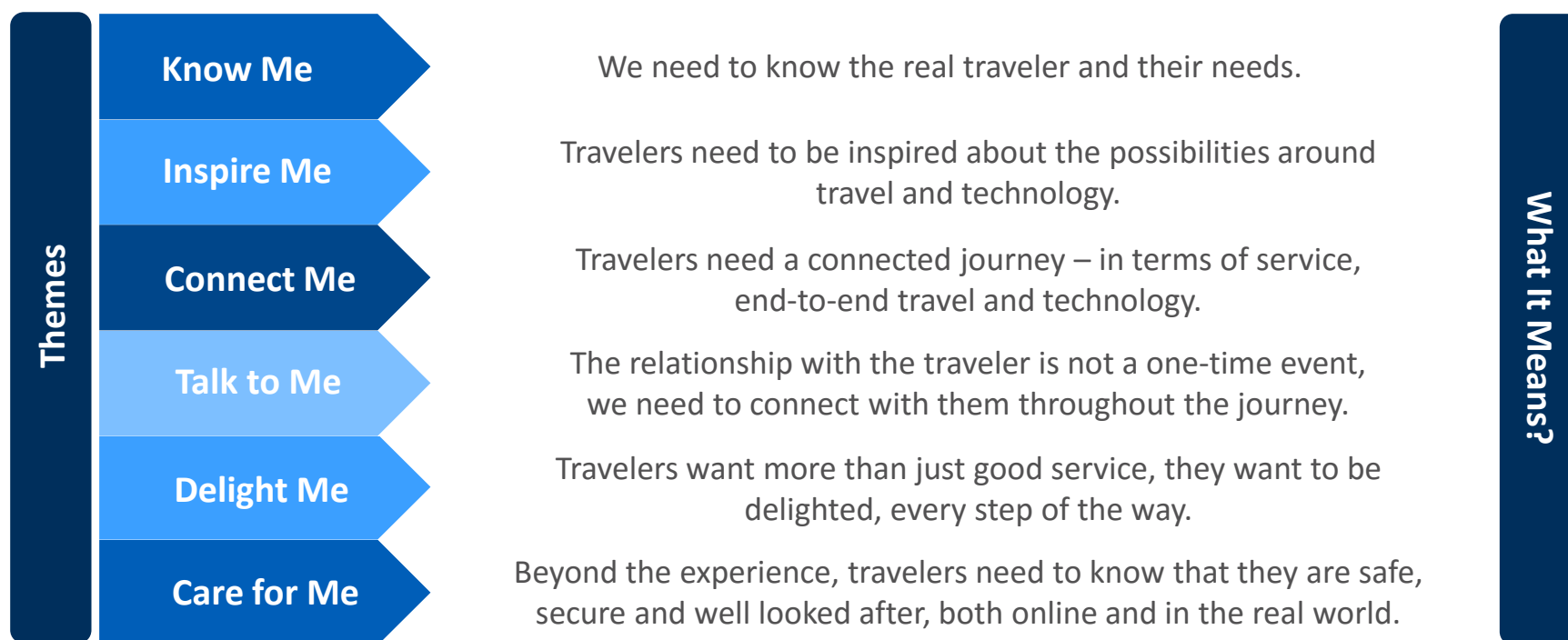


How We Make
This a Reality

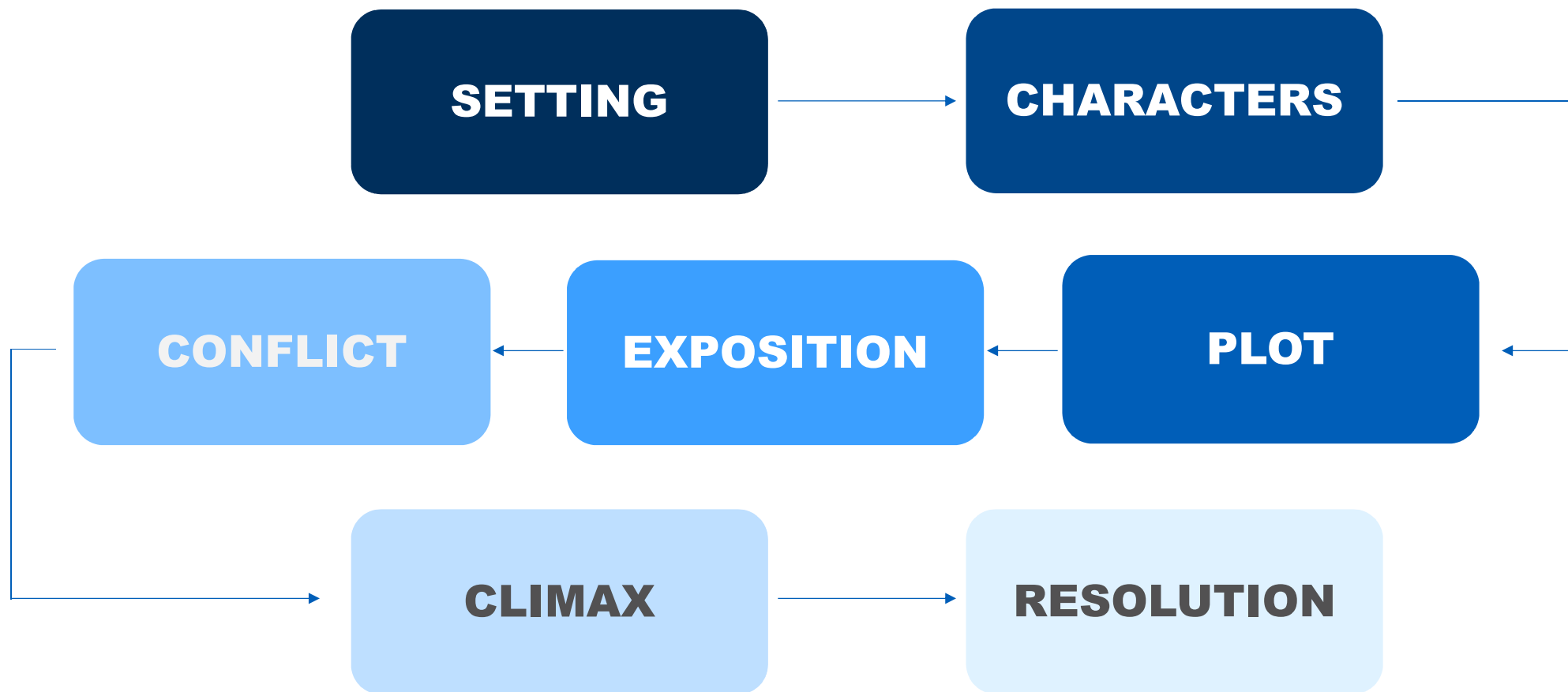
The Journey of Me narrative

“...Varying factors may influence my travel experience but what defines the “Journey of ME” are my feelings, attitude, behavior and coping mechanism.”

“...In this “Journey of ME”, cultivating relationships and embracing travelers individuality should be the priority for travel providers.”



The good news



Old approach



OBJECTIVE

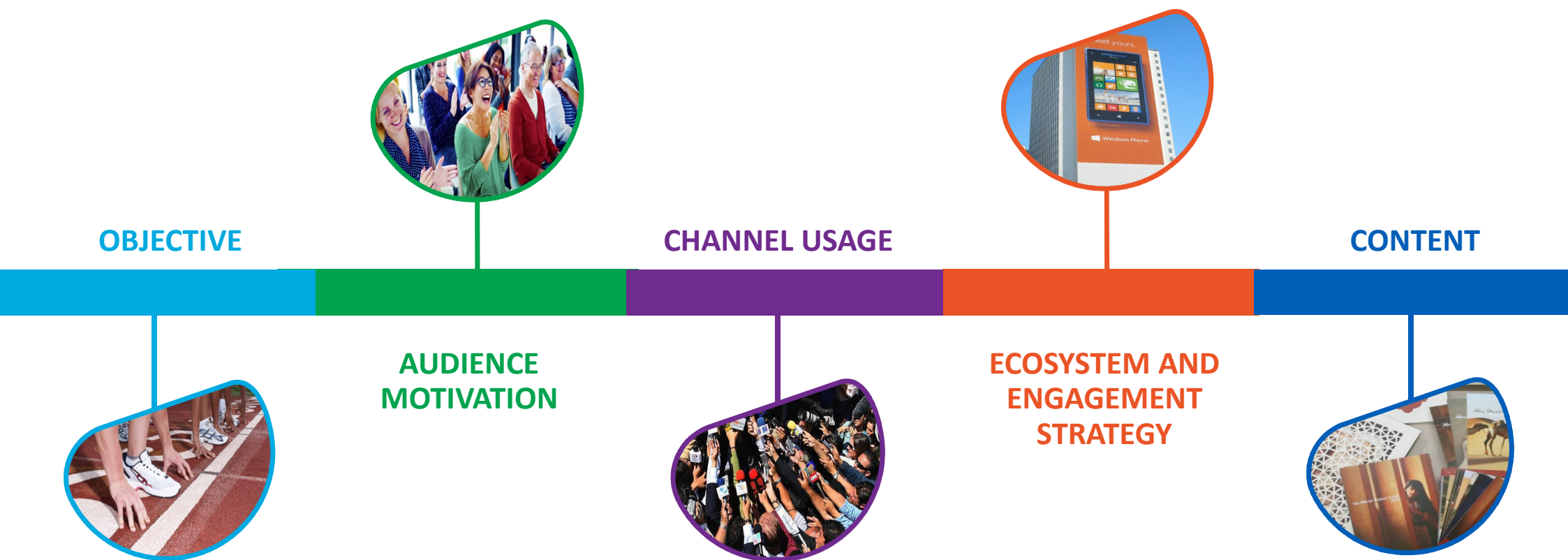
PRESS RELEASE

NEWS ANGLE

PUBLICATION /
PRODUCTION



The new approach



Content is king

▶ VALUE AND BRANDED CONTENT



ENTERTAINMENT
VALUE



FOUR SEASONS



CO-CREATION
WITH CUSTOMERS

CATHAY PACIFIC



SOCIAL GOOD



Compelling content to tell your stories



Infographics



Videos



Websites



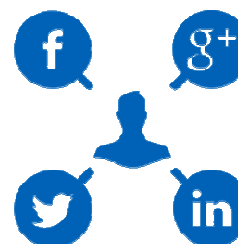
Brochures



Digital Releases



Online Banners

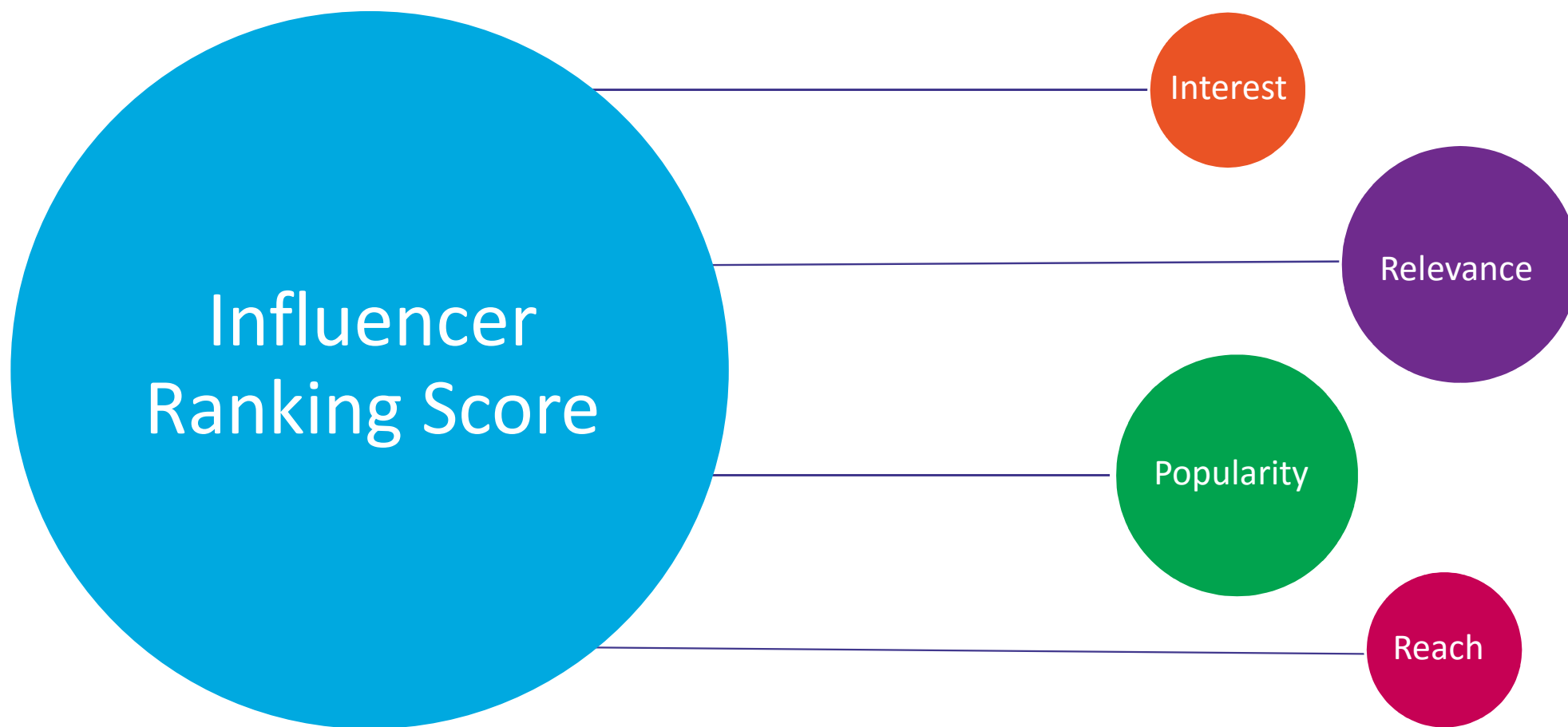


Social Media Posts



EDMs

Power of influence

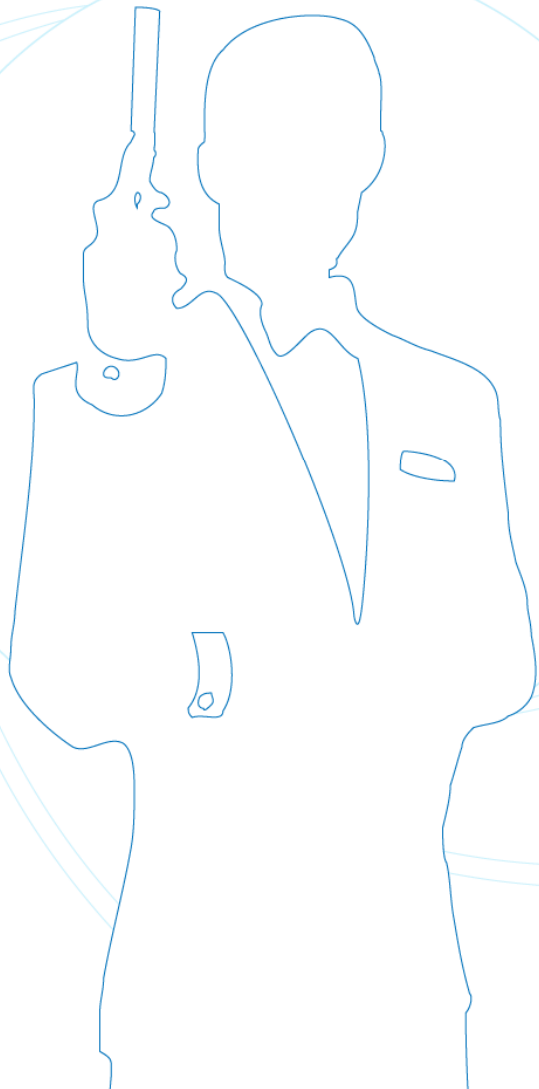




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Takeaways

Summary

Technology is at the heart
of transformation

Consumers want
experiences with brands

Media ecosystem is
complex

Brands are in Motion

Content is Key

Know your influencers



Thank you!



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