New Trends in Online Advertising and Online Public Relations

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Linda Gallant, Emerson College

National Communication Association
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Chicago Hilton, Lake Huron Room

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http://infoacrs.com/newtrendsonline.html
Online Advertising and PR

- Introductions
- Online Advertising
- Discussion
- Break
- Online Public Relations
- Questions and Group Discussion
Introductions

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Online Advertising

Overview of Trends- Gloria
Three Propositions about New Media- Linda
Search, Display, Behavioral Targeting- Gloria
Engagement, Google, YouTube- Linda
Behavioral Targeting & Mergers– Gloria
Facebook- Linda
MySpace- Gloria
Mobile- Linda
Games & Future- Gloria
Total Advertising Forecast

2008 estimates:

- U.S. ad spending - $305 billion
- Worldwide ad spending - $665 billion

Robert J. Coen, SVP and forecasting director at Universal McCann
Online advertising revenues

U.S. spending on Internet advertising will surpass $21 billion this year and double by 2011 to $42 billion. (eMarketer November 2007)

Worldwide

Internet advertising will be $29 billion in 2007 and double by 2011. (ZenithOptimedia, 2006)
Advertising Share

Share of Ad Spending by Medium - August 2007

Source: Nielsen Online, AdAcross

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Online advertising revenues

Quarterly Internet Ad Revenues

Source: PwC/IAB Internet Advertising Revenue Report (www.iab.net)
What do advertisers know about you?

- Tracking of target markets
- Tracking of Unique IDs
- Targeting of micro audiences with the personalization of messages.
People online

• 1.1 billion of the world's estimated 6.6 billion people are on-line.

• A third are now accessing the internet on high-speed lines (Wray 2007).
Average day

For people 15 years and older on an average day in April 2007:
122 million Europeans were online
114 million in the U.S were online (ComScore)
Average day

79 percent of adults -- about 178 million -- go online, spending an average 11 hours a week on the Internet.

(2,062 adults surveyed July-Oct. 2007, Harris Poll)
Proposition 1: The Audience is Active.
Boone and Gallant (2007)

• The audience has agency. The audience makes choices.

• Pew Internet & American Life has constructed scales of audience engagement based on typology of Internet use (Horrigan, 2007).

• From Omnivores (8%) to Off the net (15%)
Proposition 2: The Audience is Creative (Boone and Gallant 2007).

- Construct blogs, posts, tags, uploading photos, create ads, vote on content, and form online communities.
- Identity, meaning, community creation (Gallant, Boone, & Heap, 2007)
- Connected Lives (Barry Wellman)
Proposition 3: The Audience is Monitored
(Boone and Gallant 2007).

Targeting by corporations, advertisers, and politicians of
search, blogs, video, and mobile messages.
## Types of online ads

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search</td>
<td>41%</td>
</tr>
<tr>
<td>Display Ads</td>
<td>21%</td>
</tr>
<tr>
<td>Classified</td>
<td>17%</td>
</tr>
<tr>
<td>Rich Media</td>
<td>8%</td>
</tr>
<tr>
<td>Email</td>
<td>2%</td>
</tr>
</tbody>
</table>

(IAB, Oct./4/ 2007)
Search

August 2007 (ComScore) U.S. Searches:

- Google Sites 6.8 billion
- Yahoo! Sites 2.5 billion
- Microsoft Sites 1.1 billion
- Time Warner Network 937 million
- Fox Interactive Media 571 million
Search
Display Ads

What media planners had for dinner last night:

- Microwave popcorn 39%
- Day-old mocha latte 31%
- Antacid 12%
- Dinner with insufferable nap 18%

Click here to visit the Media Lounge.
Email is one of the most widely used activities on the Internet.

Over 90% of Internet users report using email in both 2006 and 2007 (Fallows, 2007).

Email Advertising

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Behavioral Targeting (BT)

“THE FUNDAMENTALS OF BEHAVIORAL TARGETING are simple: getting the right message to the right person at the right place at the right time.”

(Phil Leggiere, 2007)
BT increasing

• eMarketer projects that spending on behavioral targeting will nearly double to $1 billion next year and hit $3.8 billion by 2011.
Engagement Funnel
Google mergers

- Google paid $3.1 billion to obtain DoubleClick that specializes in display ads.
- DART has 1,500 clients and handles ad serving for display ads, rich media ads, affiliate marketing.
Google- YouTube

• “Dove's "Evolution" commercial, a 75-second spot, proved to be a viral marketing darling last year.

• In less than one month, the free vehicle pulled more than 1.7 million views on YouTube.

• It brought Dove its biggest spike in visitors to its CampaignForRealBeauty.com, and was more than three times more effective than the company's Super Bowl commercial.”

(Klimkiewicz, 2007)
Video

• 80% of viewers have watched a video ad online

• 52% have taken action
  – checking out a website (31%)
  – searching for more info (22%)
  – going into a store (15%)
  – or actually making a purchase (12%)

(OPA, 2007)
Video

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Yahoo mergers

- Yahoo acquired Right Media and Blue Lithium.
- Right Media sell display ads and provide an ad exchange with companies like newspaper publishers and Ebay.
BT on Yahoo

- Nineteen of the top 20 consumer packaged goods companies use Yahoo! Consumer Direct.
- Employs Nielsen's HomeScan unit to monitor the online behavior and purchases of 46,000 consumers.
BlueLithium-Yahoo

We target each of our 145M unique users based on their demonstrated interests, then serve the right ad regardless of what site they are on across our network.

When both are reading the same page of a website we serve them different ads
BlueLithium- Voter Network

• Raise funds, get out the vote, build grassroots support by district or zip-code

• Target video and/or banner advertising as specifically as "Women, ages 18-34 who live in New England with a household income of $70K+ who are interested in foreign affairs."
BlueLithium- Voter Network

• The Voter Network reaches 119 million U.S. Internet users, or 65 percent of the US Internet population.

• Real-time reporting

• Modify campaigns on the fly
aQuantive (Microsoft)

• “Using technology from aQuantive’s Atlas division, Microsoft will be able to provide advertisers with a log of all the places on the Internet where people see ads before going to the advertisers’ Web sites.

• The data is based on individual computers’ electronic signatures, not individual people.” (Story, 2007)

• This will decrease the importance of search ads that Google now dominates.
AOL mergers

- AOL has Advertising.com
- Recent acquisitions include Tacoda, Third Screen Media, Lightningcast, AdTech, and Quigo.
TACODA

• TACODA has established partnerships with more than 4,000 Web sites and reaches more than 150 million unique visitors per month.

• Major media partners include The New York Times Company, NBC Universal, Hoovers, Scripps Broadcasting, Dow Jones, Kelley Blue Book and Orbitz.
TACODA segments

- Academic Minded
- Auto Enthusiast
- Avid Golfer
- Career Watcher
- Die Hard Sports Fan
- Entrepreneur
- Family Planner
- Health Seeker
- Active Gamer
- Auto Intender
- Business Decision Maker
- Digital Youth
- Entertainment Buff
- Family Chef
- Gadget Geek
- Money Minder

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Facebook Ads

Homepage Sponsored Stories

Rates:
- CPM: $10 (untargeted)
- Targeting filters: Gender, Geography, Major = $2 premium
- Targeting filters: Favorite Interests, Activities, Movies = $5 premium
- Minimum investment: $50,000

Nick O’Neill
Facebook Beacon Ads

- Tracks the user's across external partner site
- Provides reports to Facebook.
- Fan-sumer endorsements with their picture in an ad directed toward their friends
Facebook Ads

- Shauna- a Revlon products Fan. Revlon buys Social Ads and can display ads on her news feed or on her profile. If Shauna purchases Revlon makeup from Amazon, her news feed could indicate an eCommerce links recommending it to her 100 trusted friends, resulting in further sales. (adapted from Jeremiah Owyang, Web-Strategist.com)
MySpace Interest Ads

• Interest Targeting began in July 2007 based on users' pages in 10 categories such as finance, health, autos, fashion, video games and music.

• The site has more than 3 million users in each category

• “Algorithms determine ad placement based on a member's groups, friends, age, gender, and prior ad engagement history.

(Gavin O'Malley, Media Post, Sep 19, 2007 )”
Mobile

• “In January 2007 there were an estimated 2.7 billion mobile handsets in use around the world, of which 1 billion were sold during 2006.

• This is more than three times the number of PCs, and roughly double the number of fixed landlines in use…most of these handsets have the processing power of yesteryear's PCs.” (Red Orbit, 2007)
Gartner's October 2007 Dataquest Insight: mobile advertising will rise to $12.8 billion worldwide by 2011.
Revenue Science – Mobile Ads

• Examine behaviors such as media downloads, videos, articles purchased on the cell phone

• music, games, and entertainment.

(Gossman, 2007)
Mobile Communities

• 50 million people worldwide are members of mobile social communities
• Examples include MeTV in Singapore, Kink Kommunity in the UK, CyWorld in South Korea, Vodafone Group and AT&T wireless in the U.S.
Second Life

• build a home
• start a business
• campaign with Linden dollars.

8.9 million users
Online Game Ads

- The online game market is expected to reach $4.4 billion by 2010
- 24/7 served text and display ads into games since 2000
- Google tracking online game behaviors
- New ability to insert in-game advertising into every game offered by Exent Technology.
RTC / Adaptive Media

Adaptive Media in Action

1. Viewer visits web site.

2. Content request and viewer profile sent to RTC.

3. RTC Adapts source video and audio to create personalised and optimised content in real time.

4. Personalised content delivered to viewer.

5. Viewer reactions measured and used to optimise future content in real time.

RealTimeContent.com
Online Public Relations

- Overview of Trends for PR - Gloria
- Blogs & UGC - Linda
- Search Engine Optimization - Gloria
- Viral - Linda
- RSS - Gloria
- Podcast - Linda
- Wiki - Gloria
- Questions and Discussion
Traditional PR

- Press Releases
- Text based
- Depends on Media Gatekeepers
- Media Deadlines
- Publics reached by Media
- News Clips show results
New Media PR

- Online Press Releases
- Social Media Newsroom
- Multimedia
- Direct to Publics & Stakeholders
- 24/7
- Niche Audiences
- Online Monitoring
Multimedia PR

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Thanksgiving Recipes with Personality from Potato Growers

Denver, CO (PRWeb) November 12, 2007 - Thanksgiving is just around the corner, which means health and food lovers have started to search for the best recipes, read classic, traditional and new-fangled memoirs, and even the most skeptical food fanatics have suffered a rush of sentimental nostalgia as thoughts of feast and family come to mind. With the benevolent season upon us, it is not hard to fathom why Americans are more likely to indulge in a sweet potato pie or a savory stuffing in their bountiful meal, or whether to serve green beans or peas, but almost everyone will expect some kind of mashed potato to grace the dinner table. Who better than America's potato farmers to offer some of the very best mashed potato recipes? Here are recommendations from the United States Potato Board (USPB), representing 4,500 potato growers and shippers throughout the U.S., for hosts and hostsesses of every personality put together.

The Traditional Perfect Mashed Potatoes
There is no recipe more fitting for the banner of "best mashed potato recipe of all time" than the USPB’s Perfect Mashed Potatoes. The essential trick to a return on the number of potatoes in the recipe is to let a few minutes to dry them out over medium-low heat before mashing. Topps, it makes a difference!

The Microwave Perfect Mashed Potatoes
Forget the instant mashed potatoes. For a quick fix, that’s guaranteed to wind up the crowd, try the USPB’s new "Microwave Mashed Potatoes" - favorite starchy side dish with the perfect touch of flavor. Mashed potatoes with the magic of A white (starchy) squash and a hint of fresh mashed potatoes, by these. Watch a quick demonstration video and get mashed!

The Healthiest Starched Potato Mashed Potatoes
Want to serve a healthy recipe with two vegetables in one dish? Combine the vitamin C, potassium, and fiber of potatoes with the vitamin A of butternut squash and you have a nutritional winner! A little browned butter drizzled over the top adds the crowning holiday touch.

The Elegant Chipotle Mashed Potatoes
Celebrate the United Nations’ International Year of the Potato by serving Chipotle Mashed Potatoes. These potatoes won’t,colorful, creamy, and crunchy, and a little chili-flavored sauce to complete the meal.

The Homestyle White Chocolate Mashed Potatoes
Remember White Christmas and White Christmas 1990 by serving White Christmas Mashed Potatoes. These potatoes will be the perfect potato side dish. Vary the toppings and you have a potato dish that is different every time.

The United States Potato Board was established in 1917 by a group of potato growers to promote the benefits of eating potatoes. Recognized as an innovator in the potato industry, the USPB was one of the first potato industry groups to develop and use a nutrient identifier that was approved by the FDA. Based in Denver, CO, the USPB represents more than 4,500 potato growers and handlers across the country. For more information about the USPB and its programs, visit www.potatoyears.com.

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Online Press Releases

- PR Newswire
- Business Wire
- CapitolStrategy.com
- Market Wire
- CSR WIRE
- Prime Newswire
- PRWeb
FREE Online Press Releases

PRZOOM.com
PRFree.com ($30 for base fee)
Express-press-release.com
PRBuzz
Myfreepr
PRLog.org

FREE Distribution to Google & Yahoo News
Better Media Relations

• Over 65% of PR professionals: We have better relationships with journalists as a result of the Internet.
• E-mail made media contact more efficient
• Finding the right person and getting the right information to them is easier
• More journalists are getting in contact with PR people (Tom Murphy, 2004)
Social Media Release

Social Media Newsroom Template

Executive Corner

Links to biography, speaker history, LinkedIn profile

Links to biography, speaker history, LinkedIn profile

Media Coverage

Excerpt and link to media coverage

Excerpt and link to media coverage

Excerpt and link to media coverage

Excerpt and link to media coverage

PR Contact Information

Contact Name

Click here to request an interview

Tag Cloud

Relevant terms about company, industry, products, executives, speeches and competition. Also, tags related to individual press releases and media coverage

RSS Feeds (OPML)

Corporation bloggers and vloggers
Pictures
Profiles
Excerpts

What We’re Reading...

Blogs
Mainstream media links

Schedule

Upcoming tradeshow appearance(s), link(s)

Subscribe for company event updates by RSS, email

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Blogs - User Generated Content

• Technorati is tracking 111 million blogs (October, 2007)

• More than 37% of American have created a blog or posted comments online to a blog. (Horrigan, 2007)

• Some 54% of bloggers say that they have never published their writing or media creations anywhere else. (Lenhart & Fox, 2006)
The state of the blogosphere

 Millions of American adults

 Jul-02 Jan-03 Jul-03 Jan-04 Jul-04 Jan-05 Jul-05 Jan-06

 Blog readers

 Blog creators
Cocreational PR

- "Public Relations: The State of the Field," in the *Journal of Communication* in December 2004, Carl H. Botan and Maureen Taylor: "The most striking trend in public relations over the past 20 years, we believe, is its transition from a functional perspective to a cocreational one."
PR on Social Media

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PR on Social Media

Chris Anderson – The Long Tail

The New Marketplace

Head

Long Tail

Popularity

Products
Search Engine Optimization

SEO is important

• Improves your ranking in the search engines
• Optimizing your website or news release
• Enhances the accessible of your web pages for search
• Increases traffic
• Creates positive results
Search Engine Optimization

• Use Keywords in the Title tag.
• Use Meta tag - description
• Use Meta tags - keywords
• Use tags

<TITLE>Thanksgiving Recipes with Personality from Potato Growers</TITLE>
Search Engine Optimization

<META NAME="description" CONTENT="PR: Find the best mashed potato recipes including the perfect mashed potatoes, microwave mashed potatoes and mashed potatoes paired with favorites like butternut squash, chipotle or chocolate. >
<META NAME="keywords" CONTENT="PRESS RELEASE, united states potato board, potatoes, mashed potatoes, potatoes recipe, thanksgiving food, thanksgiving recipes, potato side dishes, very best mashed potato recipes, the traditionalist: perfect mashed potatoes, the procrastinator: from-scratch mashed in about ten minutes, the health nut: browned butter smashed potatoes with butternut squash, the diplomat: chipotle mashed potatoes, the hedonist: white chocolate mashed potatoes">
SEO: Tags and Bookmarks

 Bookmark - Del.icio.us | Digg | Furl It | Spurl | RawSugar | Simpy | Shadows | Blink It | My Web

 education international school fitness food nutrition united states grant butter thanksgiving recipe potato foodservice healthy food health benefits meal healthy recipes potatoes microwave recipes potato recipes potato growers side dish mashed healthy potato recipes mashed potatoes cafeteria the underground potato potatoes au gratin recipe blog health

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VIRAL
VIRAL

FREE + FUN + FORWARD = VIRAL
Podcasts

Front Page
James Barron, a reporter at The New York Times, summarizes the top headlines every weekday morning.
Schedule: Monday through Friday

Health Update
The New York Times's Jane Brody, "Personal Health" columnist, discusses the latest health news.
Schedule: Mondays

Music Popcast
The New York Times pop music critics discuss the latest albums and music events of the week.
Schedule: Wednesday
Podcasts

- **Arbitron/Edison - Media Research Internet and Multimedia 2007 Study**
- 37% of the US population have heard of podcasting
- 13% of the US population have listened to a podcast
- 11% of the US population have watched a video podcast
Rok Hrastnik *Unleash the Marketing Power of RSS*
http://rss.marketingstudies.net/

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Google Reader

on the other end of the phone doesn't quite understand the words ...

**Advertising Age - Digital (46)**

- **Mobile-Marketing Plans Meet Unlikely Opponent: Telecoms** SAN FRANCISCO (AdAge.com) -- A swarm of start-ups are hoping to use advertising to subsidize the kinds of mobile services consumers are used to paying for, such as directory assistance, video and even voice. But while such models could spur consumer ...
- **Trying a New Way to Measure Online Audience** NEW YORK (AdAge.com) -- Adam Gerber left Brightcove when the company shifted strategy from being a media seller to a technology provider. He's landed in the chief marketing officer role at Quantic, an online measurement startup trying to challenge ...
- **Real Revolution Isn't Facebook's Ad Plan** Like any new advertising venue, Facebook's ad system merits a look. But don't be fooled by the grandiose rhetoric around its revolutionary powers. In fact, out of everything Facebook unveiled last week, the part that's most interesting may not be the ...

**The latest messages from the Google Reader team**

**Attack of the 20%’ers**

via [Official Google Reader Blog](http://googleblog.blogspot.com) by dolapo on 11/6/07

At Google, 20% time is core to our culture and today’s Reader release...
36% of online American adults consult Wikipedia (Rainie and Tancer, 4/24/2007)

- College grads- 50%
- 18-29 years- 44%
- 75K+ income- 42%
Catholic Archdiocese of Boston edits Cardinal Law's page
by Anonymous

The Catholic Archdiocese of Boston decided to edit the page of Bernard Francis Law, taking out information about his role in a sex abuse scandal.

Exxon Mobil replaces habitat destruction statistics from Valdez oil spill!!
by BigRob

This original article stated statistics of the number of species that were killed. Exxon proceeded to completely wipe out those statistics, and instead somehow twisted the spill into an ecological positive!!! Their replacement: "As an example, six of the largest [[salmon]] harvests in history were recorded in the decade immediately following the spill." Follow the diff link for the complete disgust.

Online Monitoring

Tracking of comments about the company, brand or organization.

- Cymfony
- Nielsen Buzz Metrics
- Umbria
- Factiva
- Biz360
- MotiveQuest
Thank You

Watch for our book

ONTARGET ONLINE in 2008