

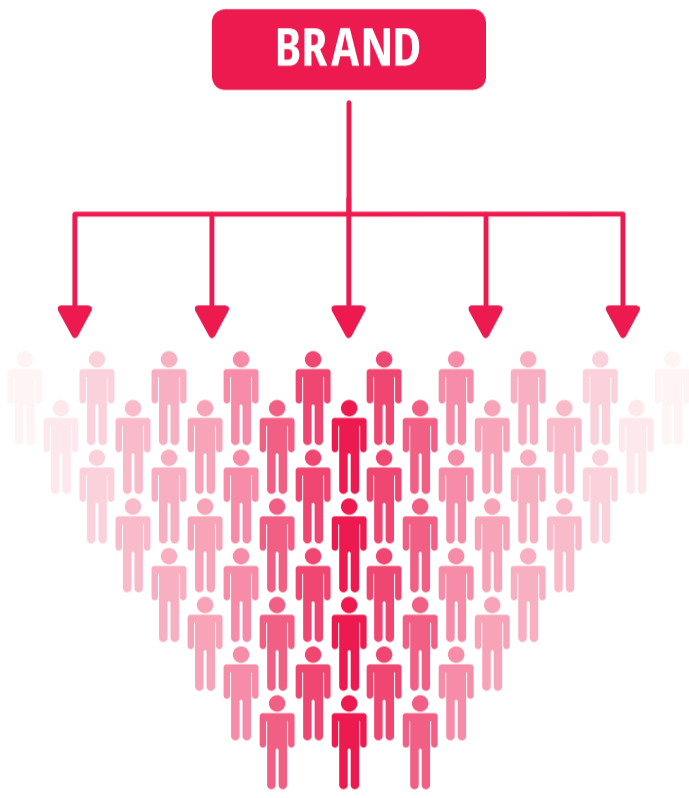
THE ENGAGEMENT PROJECT

Flipping the Funnel: From EXPOSURE to ENGAGEMENT

Historically, media planning has focused on exposure, but new media solutions give marketers the ability to prioritize engagement. By focusing first on those most likely to care, brands generate insights and mobilize advocates to make their whole marketing plan better.

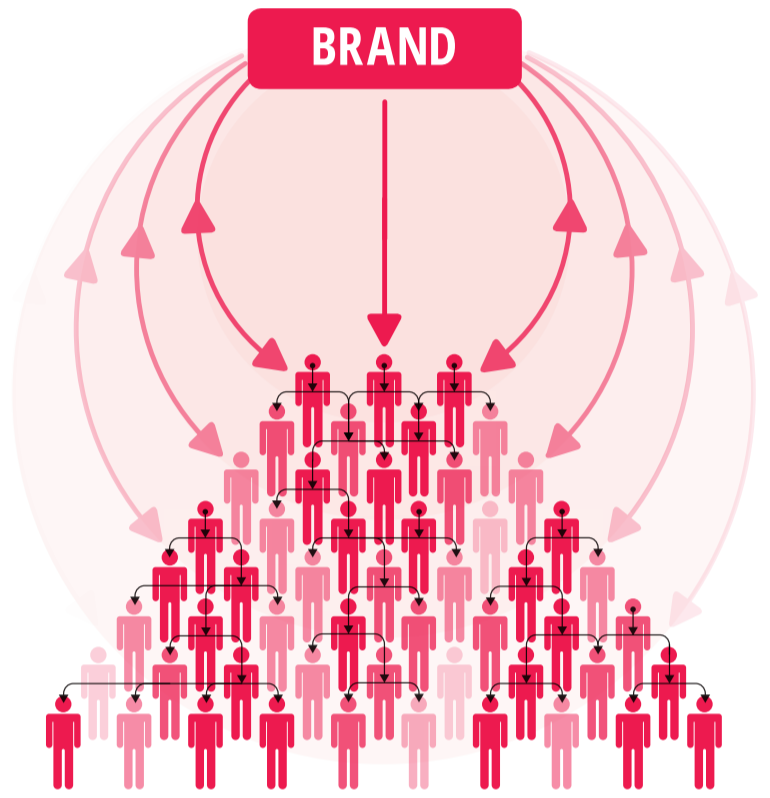
EXPOSURE MODEL

In the old model, most communication is one way. As a result, brands must reach lots of people and then winnow them down to the consumers who matter most.



ENGAGEMENT MODEL

In the new model, brands invite their audiences to take part by interacting, commenting, sharing and creating. Brands get real-time feedback when ideas resonate and audiences help spread the message.



52% OF CMOS LAY AWAKE AT NIGHT THINKING ABOUT EFFECTIVE CUSTOMER ENGAGEMENT.

Among them **30%** are concerned with creating sustainable and engaging customer relationships and **22%** are focused on the customer experience.¹

92% OF CONSUMERS AROUND THE WORLD SAY THEY TRUST EARNED MEDIA, SUCH AS RECOMMENDATIONS FROM FRIENDS AND FAMILY, ABOVE ALL OTHER FORMS OF ADVERTISING – AN INCREASE OF 18% SINCE 2007.²



while

49% OF MARKETERS THINK ADVERTISING CREATED BY PROFESSIONALS IS THE MOST EFFECTIVE TYPE OF MARKETING, AND ONLY

27% THINK CONSUMER GENERATED CONTENT IS THE MOST EFFECTIVE.³



80% OF U.S. ONLINE ADULTS CREDIT COMMUNICATION WITH PEOPLE THEY KNOW PERSONALLY FOR HELPING THEM DISCOVER NEW BRANDS, PRODUCTS, OR SERVICES.

94% of those respondents actually purchased or tried a new brand or product after hearing about it through the grapevine.⁴



Sources

1. Korn/Ferry Marketing Pulse Survey, June 2013
2. Nielsen Global Trust in Advertising Report, April 2012
3. Adobe Systems, Inc. "Click Here: The State of Online Advertising" June 12, 2013
4. North American Technographics Consumer Deep Dive: Investigating Thee Customer Life Cycle (Engage Phase) Survey, Q2 2012 (US).