



SMG  
**MEDIA**FUTURES  
.....  
**2015 FORECAST**

# BACKGROUND & METHODOLOGY

Now in its 30<sup>th</sup> year, Starcom MediaVest Group has been conducting Media Futures since 1985 and it has long been considered one of Australia's most authoritative predictors of expected advertising budget and media changes.

The research provides insight into advertiser and media executives predictions for ad spend changes for the year ahead, across all forms of media – paid, owned & earned. It also explores the latest approaches advertisers are using to measure return-on-investment and what pressures and emerging trends are impacting advertisers and media executives today and beyond.

It is the only survey of its kind of national advertisers and key media executives around the country.

Interviews are conducted using telephone and online methodologies, with the fieldwork and data currently provided by McNair Ingenuity Research. The fieldwork was conducted from November 2014 through to January 2015.

A representative sample of the top 500 advertisers and every major media sales director in the country participated in the current study. All results are compiled on the basis of one value for each interview, with no weighting according to either the size of the advertisers' budget or media billings.

# EXECUTIVE SUMMARY

2015 marks the 30th anniversary of SMG Media Futures, our leading research into expected advertising budget and media changes for the year ahead. Since 1985, SMG has been conducting this research to advise advertisers on critical media trends and calling out the winners and losers for the coming year.

Naturally SMG Media Futures has evolved over time to cover the ever increasing diversity of the new media landscape and to reflect the changing pressures of marketers in this fast paced, evolving consumer and technology world.

Continued transformation and disruption of the industry has seen flat to little growth of traditional channels become the 'new norm'. Long gone are the days of double digit ad spend growth. We are experiencing a major shift where traditional paid media spend is being diverted to owned and earned media assets, with clients expected to increase their investment in these areas by 11.5% in 2015. This shift means we no longer talk media channels but media assets.

Growth is being driven by innovation and diversification in the areas of precision marketing, agile and dynamic content, data, mobility and social. This year the growth curve has moved even further to social and mobile, with advertisers expecting to increase their investment in these areas by at least 20% in 2015.

In 2015 clients will increase their advertising investment in social assets, driven largely by the availability of new ad formats and options. For example Facebook introduced new video ad formats last year, Instagram are now offering advertising options and Snapchat are looking to commercialise their platform in 2015.

Store proximity emerges as the new battleground to influence point of purchase. Mobile based precision marketing and addressable targeting is poised to take on traditional approaches such as point-of-sale. There is an increased acceptance among consumers to allow location sharing when using an App and push notifications, thus enabling advertisers to influence decision near the point of purchase not just at it. This is an important shift in a space that has been traditionally owned by retailers and in-store promotions.

The changing roles of marketing in an asset driven landscape sees clients faced with 'whole-of-business' pressures. Clients have greater access to more techniques to measure marketing effectiveness and justify increase in marketing investment. There is increased pressure to deliver more agile marketing approaches as new technologies allow them to understand more about their customers in real time. Dynamic creative capability to delivered tailored, more contextually relevant messaging is an approach more clients are intending to utilise in 2015 (56% of advertisers, up from 39% last year).

As the market continually evolves and marketing assets continue to shift ,SMG Media Futures will continue to provide a deeper understanding of the new landscape and the opportunities and challenges that it presents to clients.

# SUMMARY OF RESULTS

Advertisers and media executives are not as closely aligned in their expectations for advertising spend growth in the coming year as they have been in previous years, with advertisers more optimistically estimating an overall increase of 2.7% and media executives predicting 1.3%.

Free-to-air television is still the media used most by advertisers, followed by newspapers. In 2014 more advertisers used social media, online video, mobile and online affiliates than they did in 2013

Online affiliates looks set to see continued increased usage in 2015 with 43% of advertisers indicating they expect to use this channel and investment is expected to increase substantially again in the online media channels of mobile and social media.

In 2015, advertiser predicted the biggest usage reductions across print, OOH and FTA TV. Spend investment in newspapers and magazines is expected to decrease (-5.9% and -4.3% respectively).

Last year the most used BTL channel was eDM which is a shift from previous years where catalogues and POS have reigned. Usage of below-the-line channels is expected to be similar this year, however SMS campaigns will continue to experience increased usage with 41% of advertisers indicating they intend to use this channel in 2015.

The proportion of advertisers using each owned & earned media channel in 2014 decreased slightly versus 2013, particularly in the areas of PR and mobile apps. In 2015, more advertisers expect to utilise CRM techniques and branded video content.

Sales modelling and social media monitoring are the preferred approaches to analyse ROI while the proportion of advertisers indicating they are likely to use digital attribution to analyse ROI has dropped significantly this year versus last. We expect this is reflective of advertisers taking a more holistic approach to return-on-investment to understand whole of business performance rather than solely digital performance.

Use of data management platforms to help marketers, publishers and agencies use data to inform digital marketing is expected to increase with 70% of advertisers indicating they will use data partners and DMPs to optimise their online campaigns (up from 56% in 2013)

Delivering results & effectiveness and meeting company objectives are expected to be the greatest causes of pressure for advertisers in 2015, both significantly higher than last year.

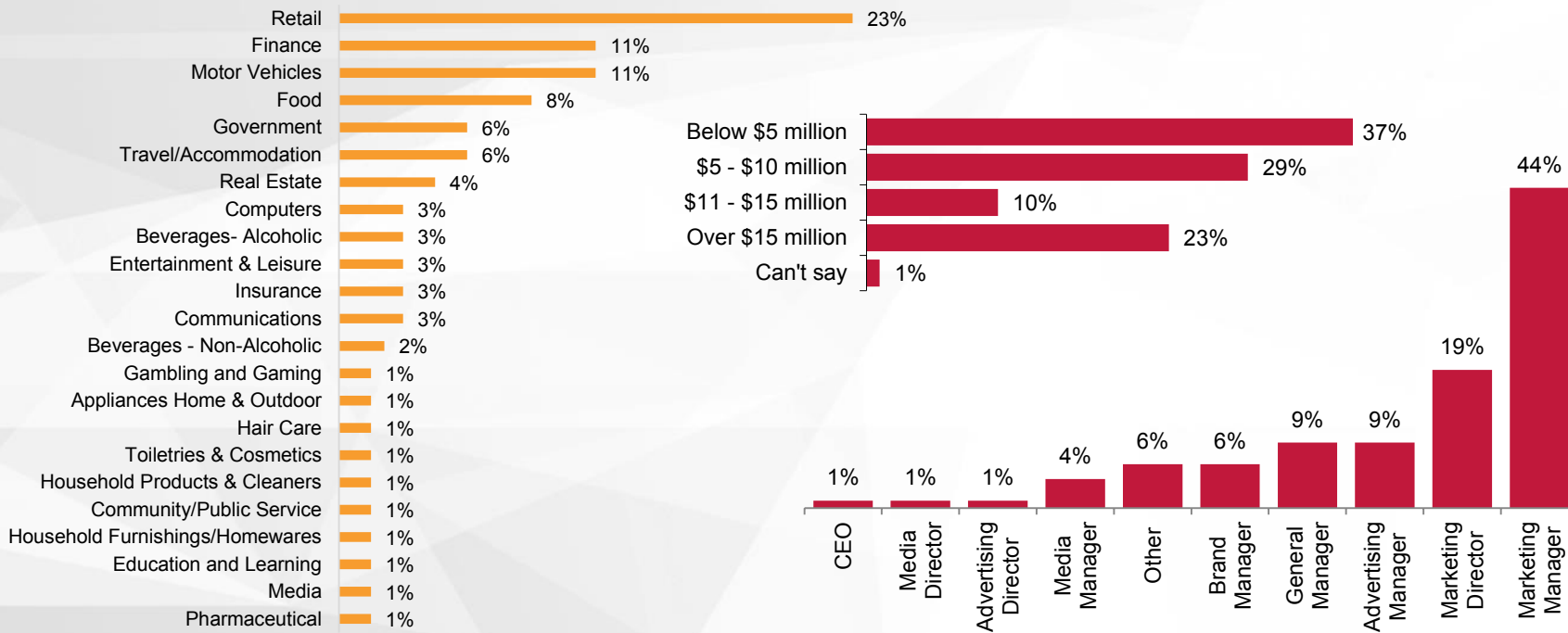
Cinema and online executives were most optimistic in relation to growth for their own channels. With the exception of print executives, all media execs are expecting an increase in revenue for their channel in 2015, coming off a lower than expected 2014.

Media executives are predicting the greatest revenue increases from the government, finance and automotive sectors in 2015.

# ADVERTISERS' PERSPECTIVE

# Who we talked to – Advertiser profile

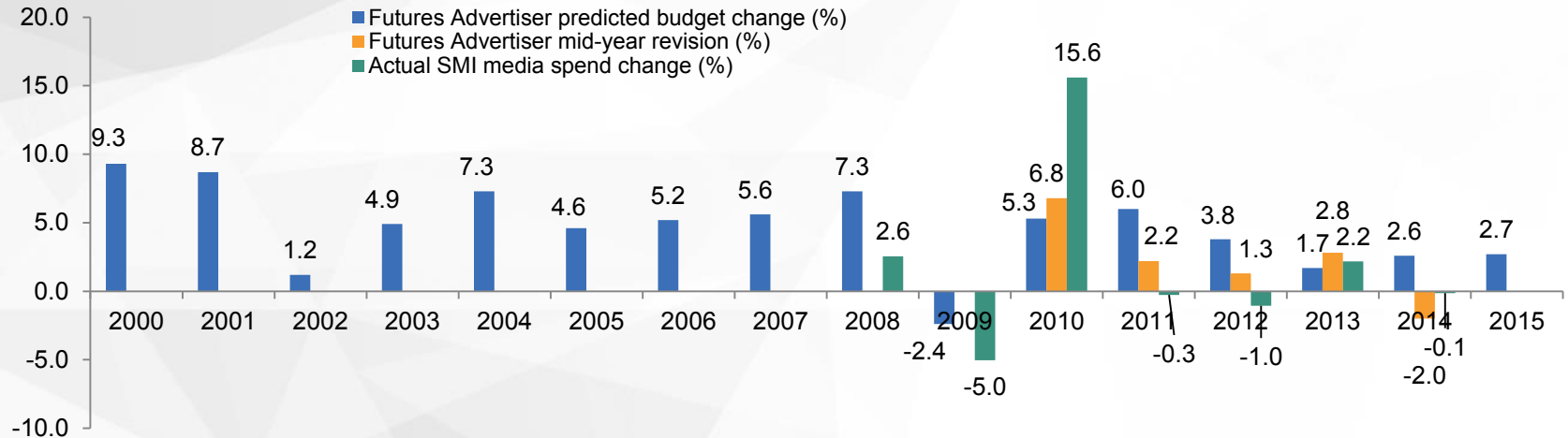
A broad representation of advertiser spend profiles and roles are represented in the sample



# SPEND & MEDIA USAGE

# Advertisers predicted budget change

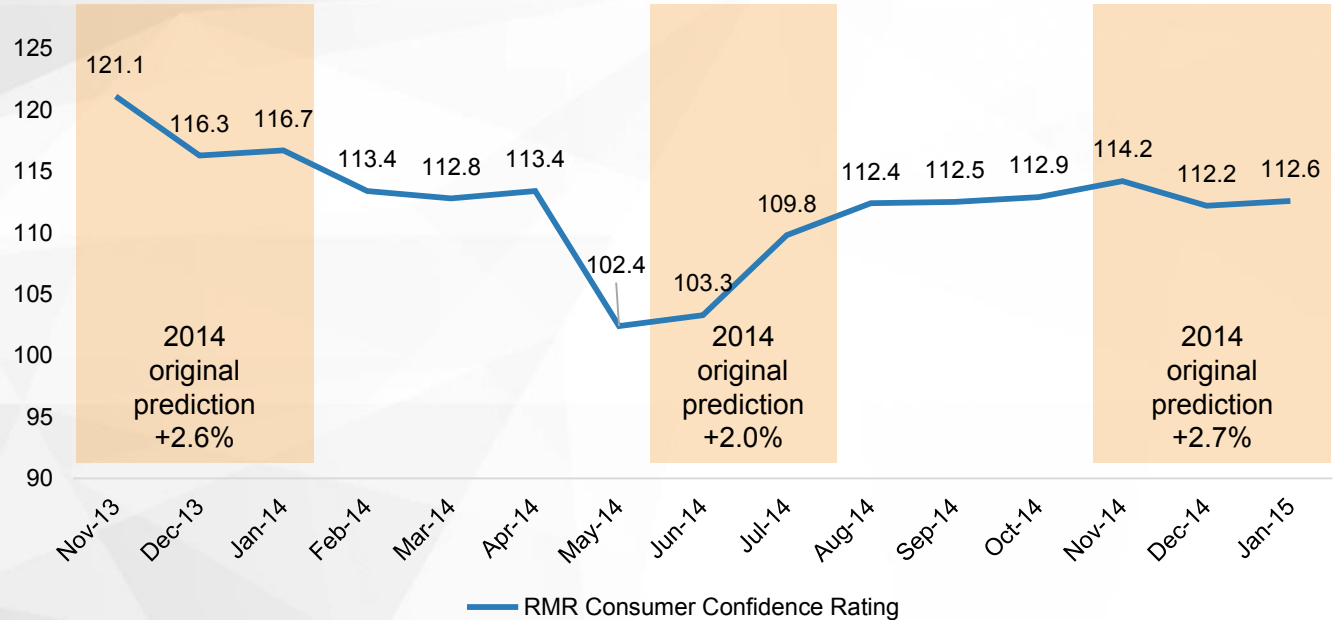
In 2015 advertisers are anticipating an overall increase of 2.7% for their above the line paid activities, a similar position to last year's annual survey. However in the mid-year Futures update, advertisers revised their 2.6% increase prediction to a -2.0% decrease. Actual industry spend data showed a flat position for 2014 versus 2013





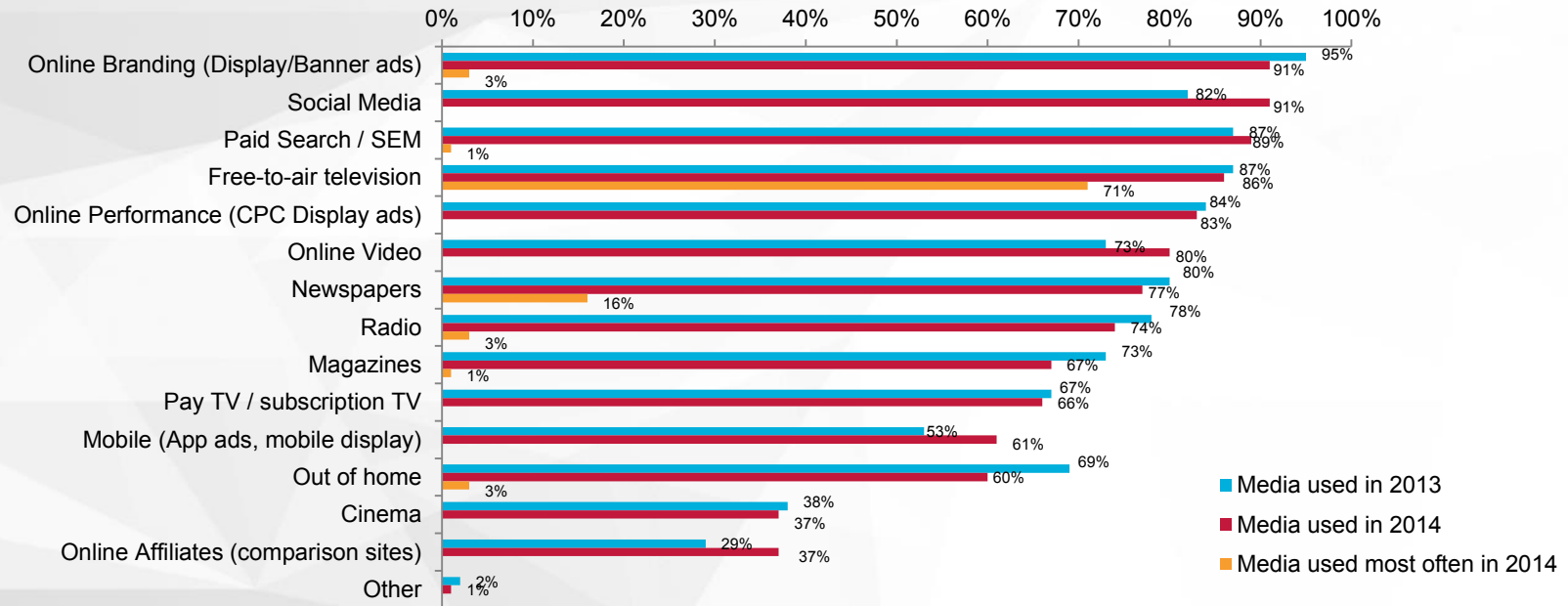
# Advertisers predicted budget change

Advertiser forecasts are closely aligned with consumer confidence. Last year's mid-year update coincided with a significant dip in the Roy Morgan Research Consumer Confidence Rating, which appeared to be in response to the Federal Government budget announcement in May 2014. Since then consumer confidence has lifted, which supports the optimism of advertisers in this year's Futures survey



# Above-the-line media used over 2014

Free-to-air television is still the media used most by advertisers, followed by newspapers. In 2014 more advertisers used social media, online video, mobile and online affiliates than they did in 2013, in line with last year's Futures prediction.



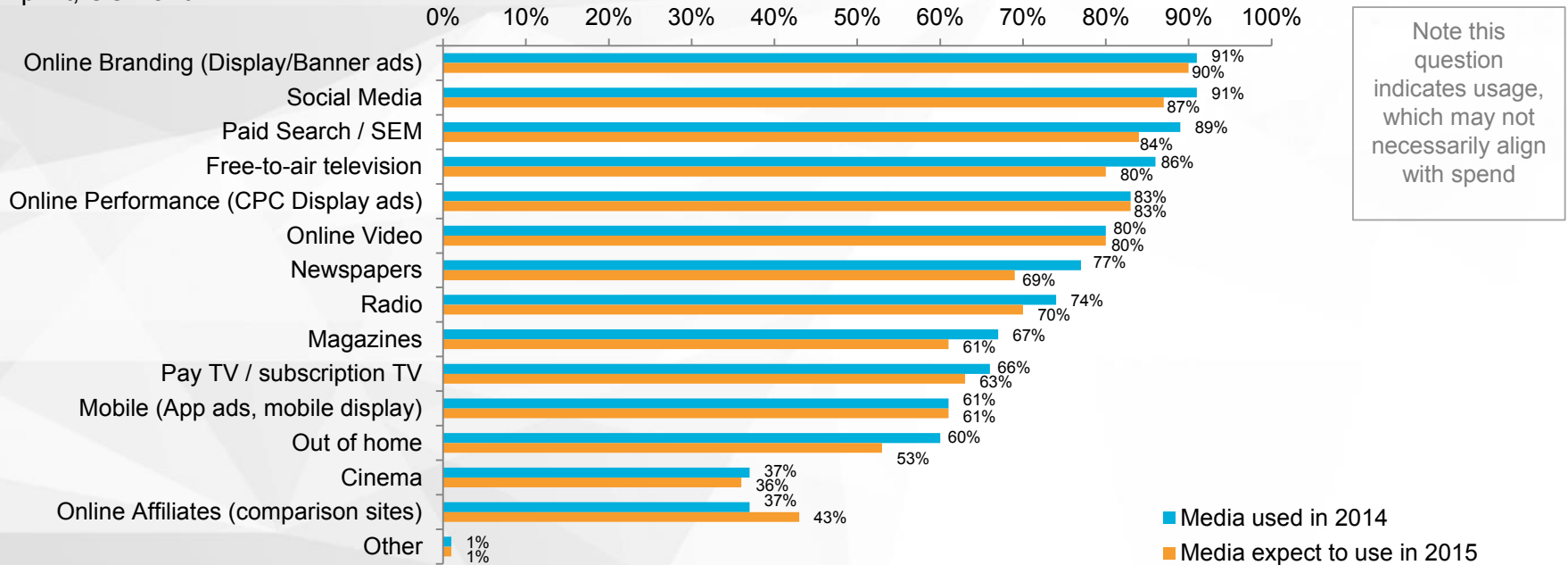
Base – Total advertiser sample

Q: Which of the following above the line media has your company used for advertising in 2014?

Q: Which above the line media have you used most during 2014 for your advertising campaigns?

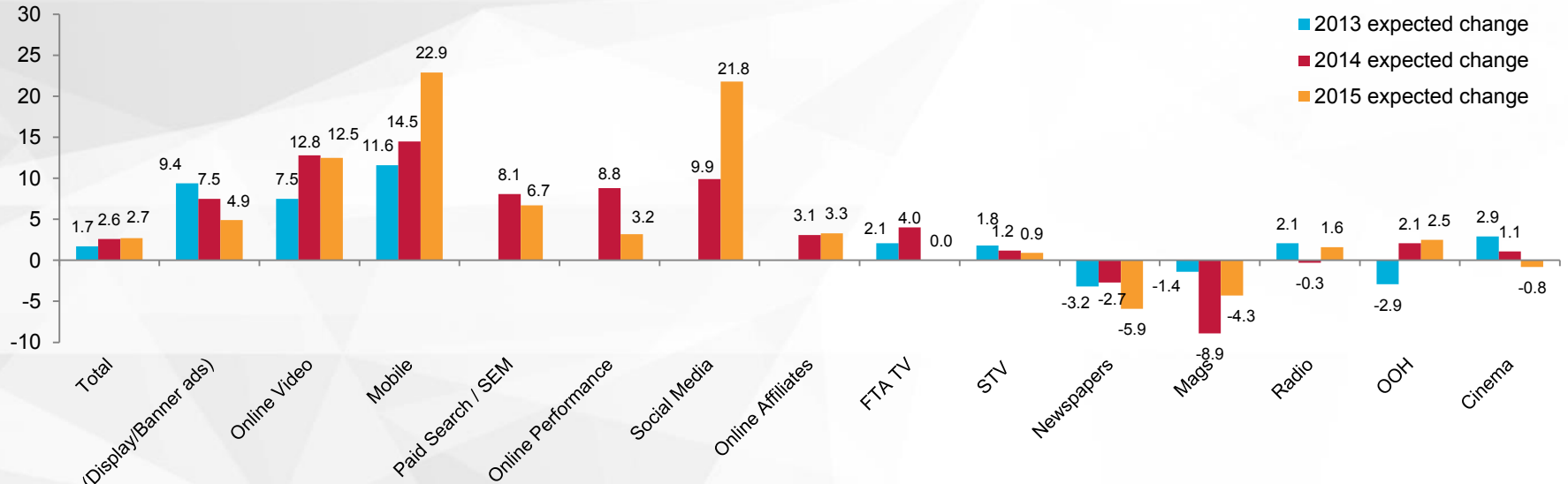
# Above-the-line media used – 2014 versus expected for 2015

Online affiliates looks set to see continued increased usage in 2015 with 43% of advertisers indicating they expect to use this channel. This may be reflective of an increase in the number of comparison sites but also a wider definition of affiliate marketing to include partnership deals. Traditional media is expected to be used by less advertisers, with the biggest usage reductions expected across print, OOH and FTA TV



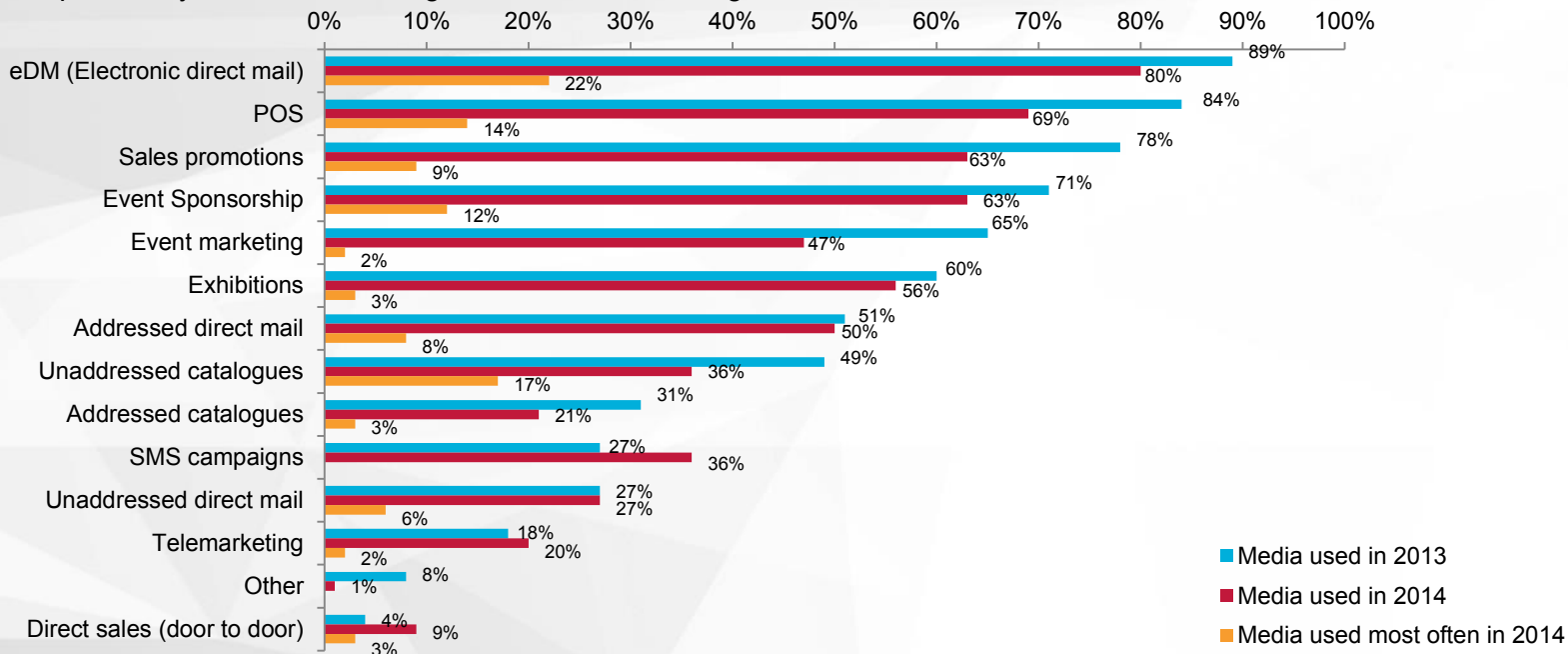
# Estimated budget changes by major media

The greatest percentage increases in spend are expected in mobile and social media where growth is expected to be in the +20% range. This would result in a significant revenue increase for these media



# Below-the-line media used over 2014

The proportion of advertisers using each below-the-line media channel decreased versus 2013, however we noted in last year's report that 2013 usage of BTL channels was the highest we'd seen. Last year the most often used BTL channel was eDM which is a shift from previous years where catalogues and POS have reigned



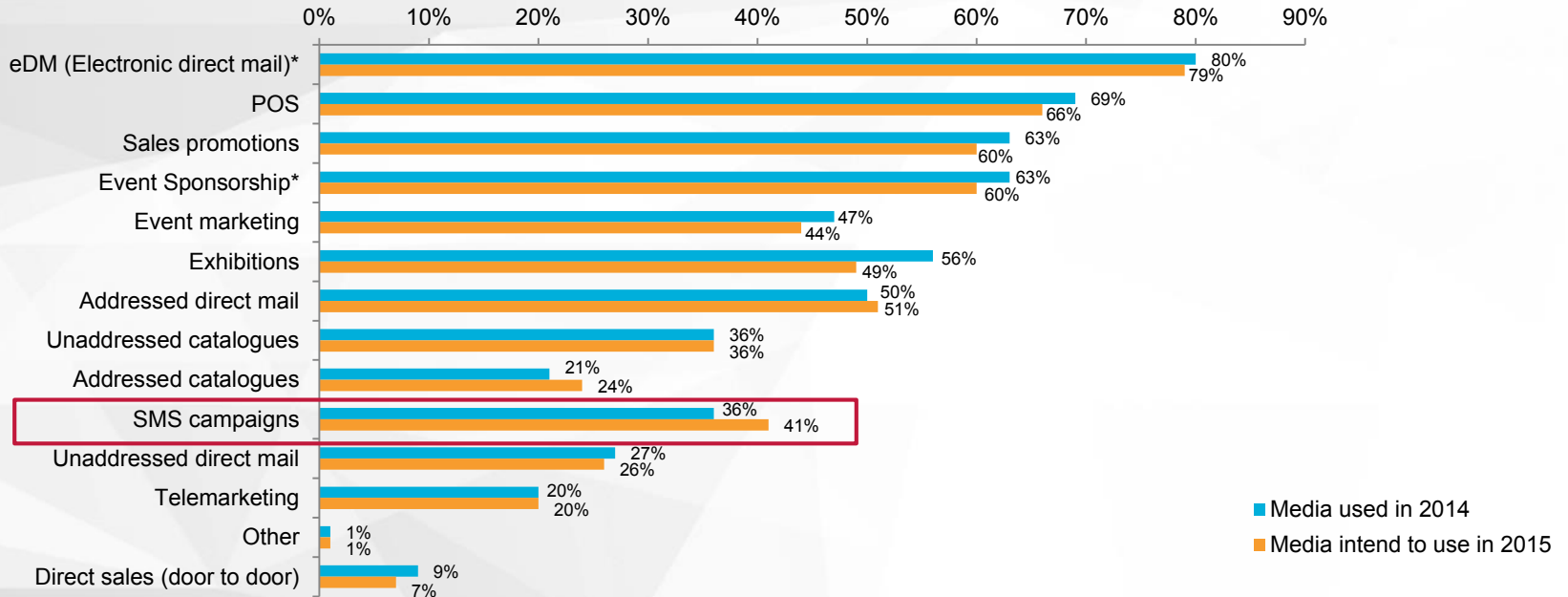
Base – Total advertiser sample

Q: What types of below the line activities has your company used to deliver your marketing communications or advertising in 2014?

Q: What type of below the line activity have you used most during 2014 for your marketing communications and advertising campaigns?

# Below-the-line media used – 2014 versus expected for 2015

Usage of below-the-line channels is expected to be similar this year, however SMS campaigns will continue to experience increased usage with 41% of advertisers indicating they intend to use this channel in 2015. Overall, advertisers indicated they expect their spend on BTL media to increase versus last year by 3.1%



\*Changes made to definition of media added in 2014 – refer to Appendix

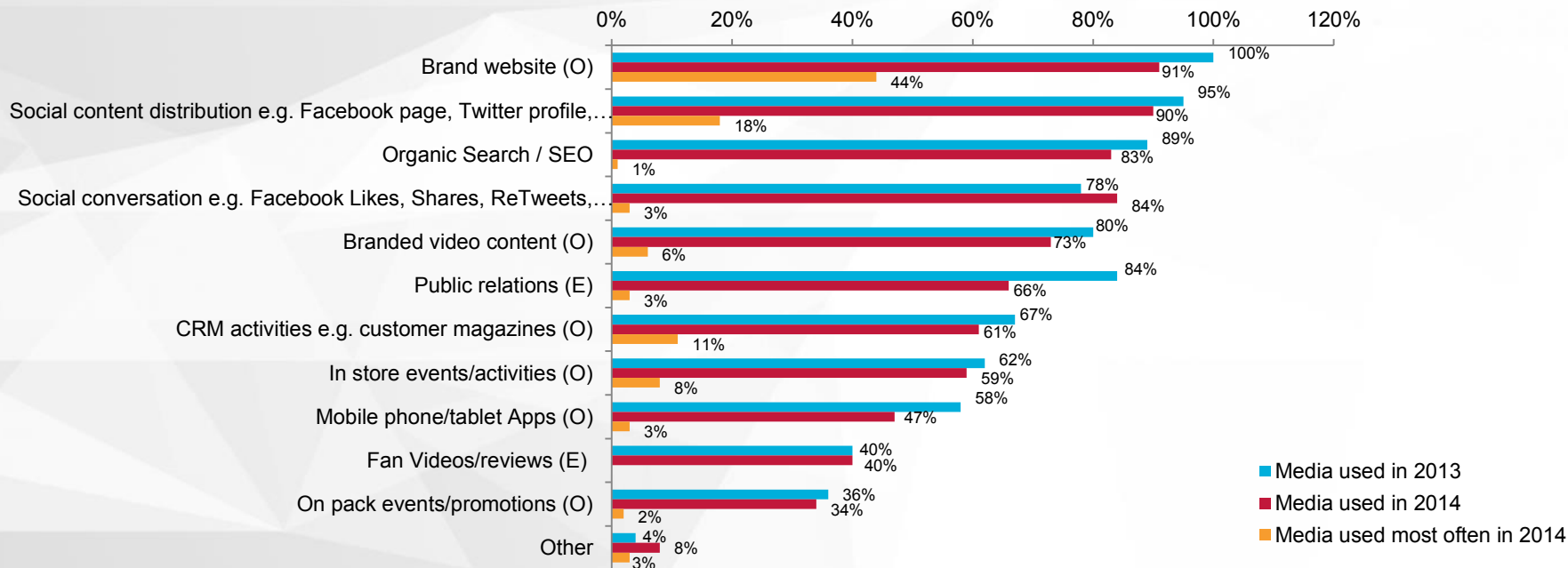
Base – Total advertiser sample

Q: What types of below the line activities has your company used to deliver your marketing communications or advertising in 2014?

Q: Which below the line activities will you use for your marketing communications and advertising in 2015?

# Owned & Earned media used over 2014

Similar to below-the-line media, the proportion of advertisers using each owned & earned media channel in 2014 decreased slightly versus 2013, particularly in the areas of PR and mobile apps. We also saw a reduction in the proportion of advertisers utilising own brand websites last year, perhaps preferring to focus on usage of existing spaces rather than creating their own



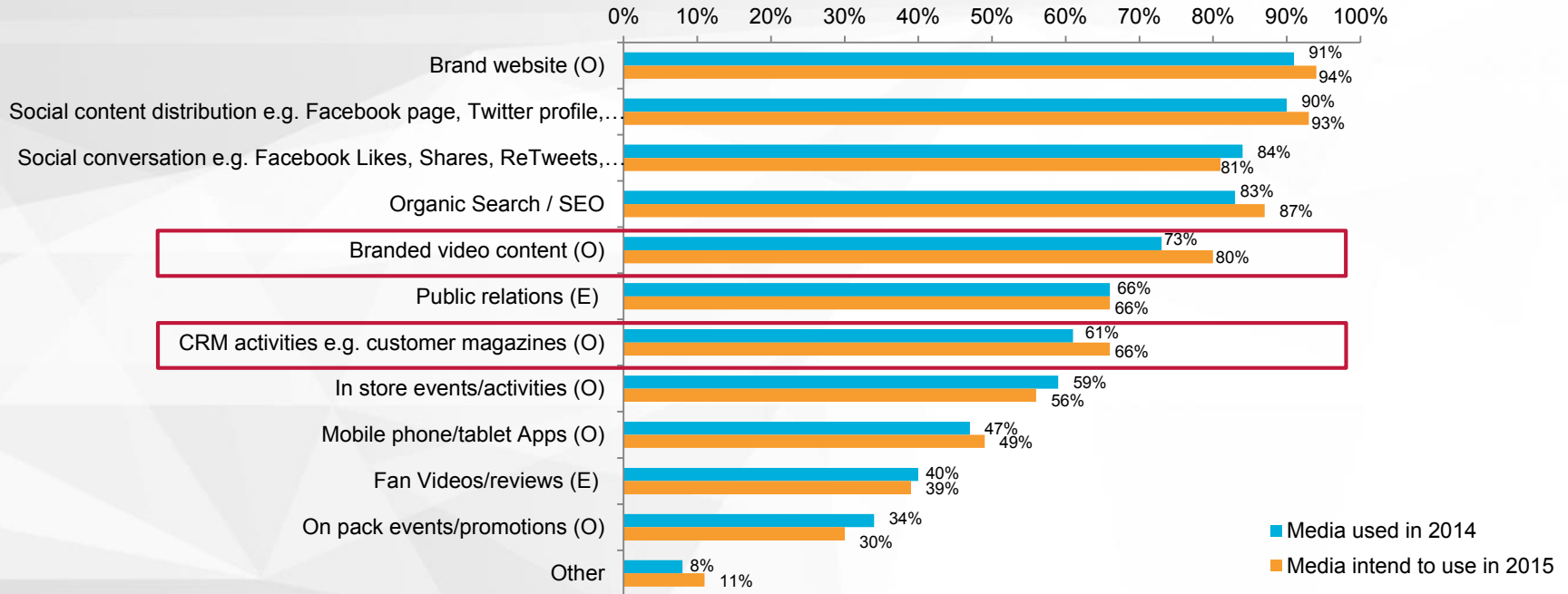
Base – Total advertiser sample

Q: What types of owned assets and earned activities has your company used to deliver your marketing communications or advertising in 2014?

Q: What type of owned assets and earned activities have you focused your efforts on most during 2014 for your marketing communications and advertising campaigns?

# Owned & Earned media used – 2014 versus expected for 2015

Usage of owned & earned channels is expected to be similar this year, however more advertisers are intending to utilise branded video content and CRM activities in 2015 indicating content marketing will continue to be a key focus



Base – Total advertiser sample

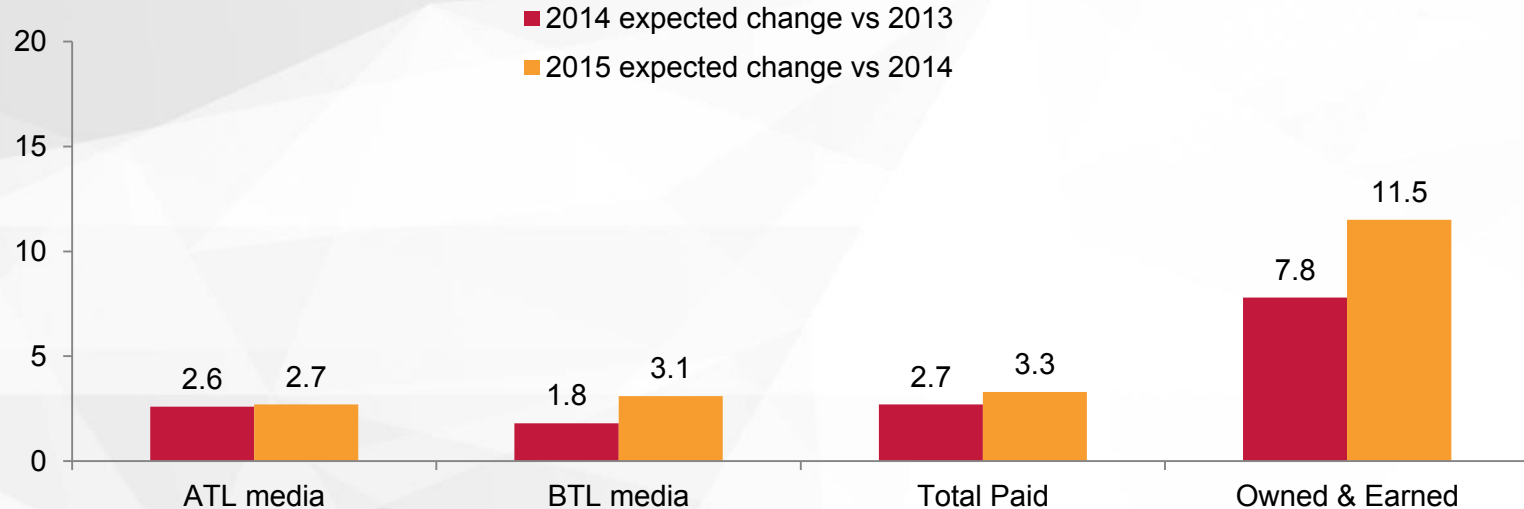
Q: What types of owned assets and earned activities has your company used to deliver your marketing communications or advertising in 2014?

Q: Which owned assets and earned activities will you use for your marketing communications and advertising in 2015?



# Advertisers predicted budget change by media type

The percentage increase in spending on owned & earned media is expected to be almost 3.5 times that of the increase in total paid media. Up from 3 times the increase that was expected last year



Base – Total advertiser sample

Q: By what percentage do you expect your total paid advertising spending in activities to increase or decrease in 2015 compared to 2014?

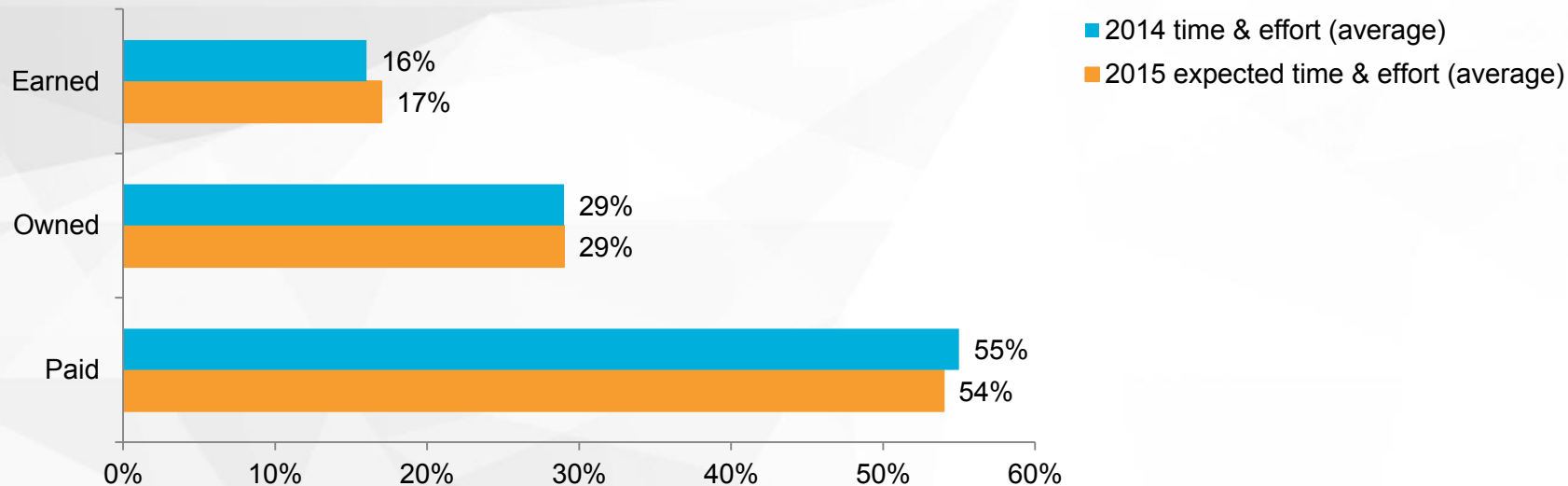
Q: By what percentage do you expect your total paid advertising spending in traditional 'ATL' activities to increase or decrease in 2015 compared to 2014?

Q: By what percentage do you expect your total paid advertising spending in traditional 'BTL' activities to increase or decrease in 2015 compared to 2014?

Q: By what percentage do you expect your total owned and earned marketing communication spending to increase or decrease in 2015 compared with 2014?

# Proportion of time & effort

Time & effort spent on various media activities is expected to stay the same in 2015



Base – Total advertiser sample

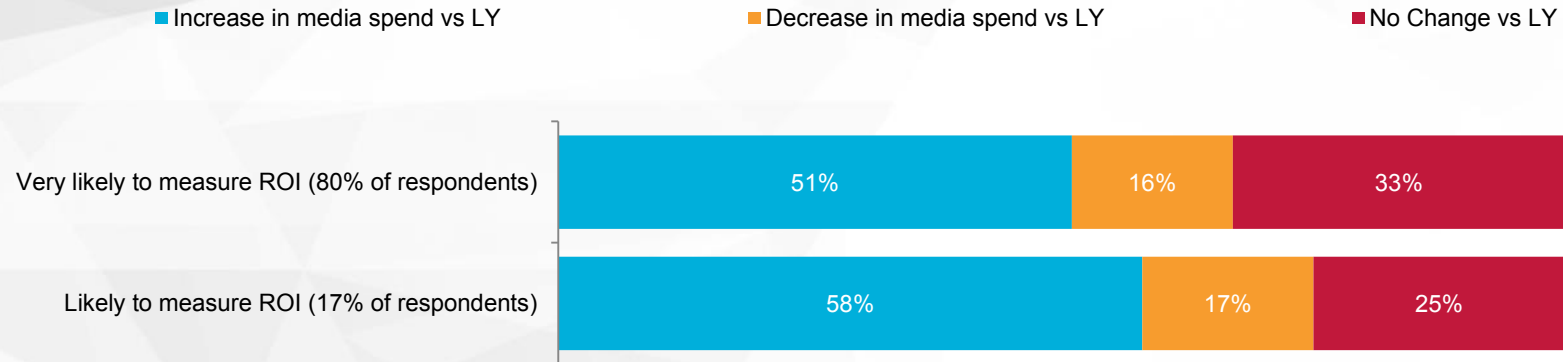
Q: What proportion of your time & effort was spent on each of the following media activities in 2014?

Q: What proportion of your time & effort do you expect to spend on each of the following media activities in 2015?

# DATA & EFFECTIVENESS

# Expected return-on-investment measurement for the coming year

The focus on ROI will continue in 2015 with almost all advertisers (97%) stating they are very likely or likely to measure ROI for their advertising or marketing campaigns. More than half of those are expecting to increase their media spend in 2015, indicating that with increased budgets comes an increased role for accountability

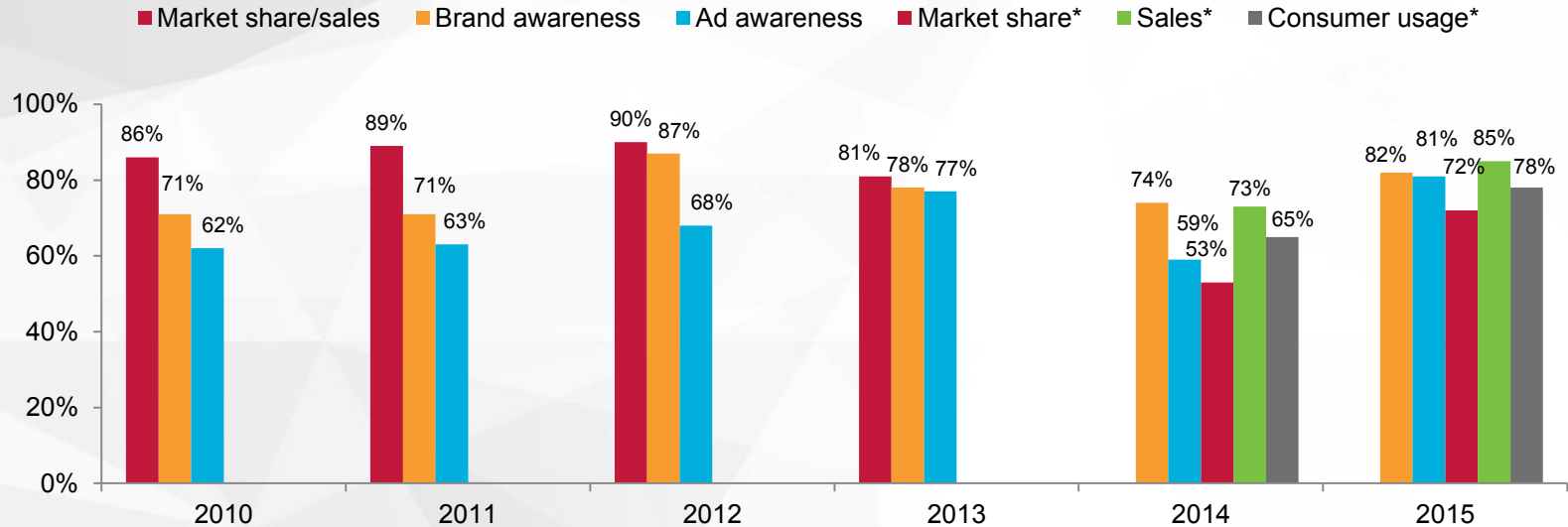


Base – Total advertiser sample who are likely to measure any ROI metrics

Q: For 2015, how likely are you to actively measure any return on investment metrics following any advertising or marketing campaigns? Are you ...

# Expected ROI activity for the coming year – metrics to be measured

Advertisers expect to use a wide range of metrics to measure campaign success in 2014 but sales and awareness measures will be most commonly used



\*Market share split out from sales in 2014

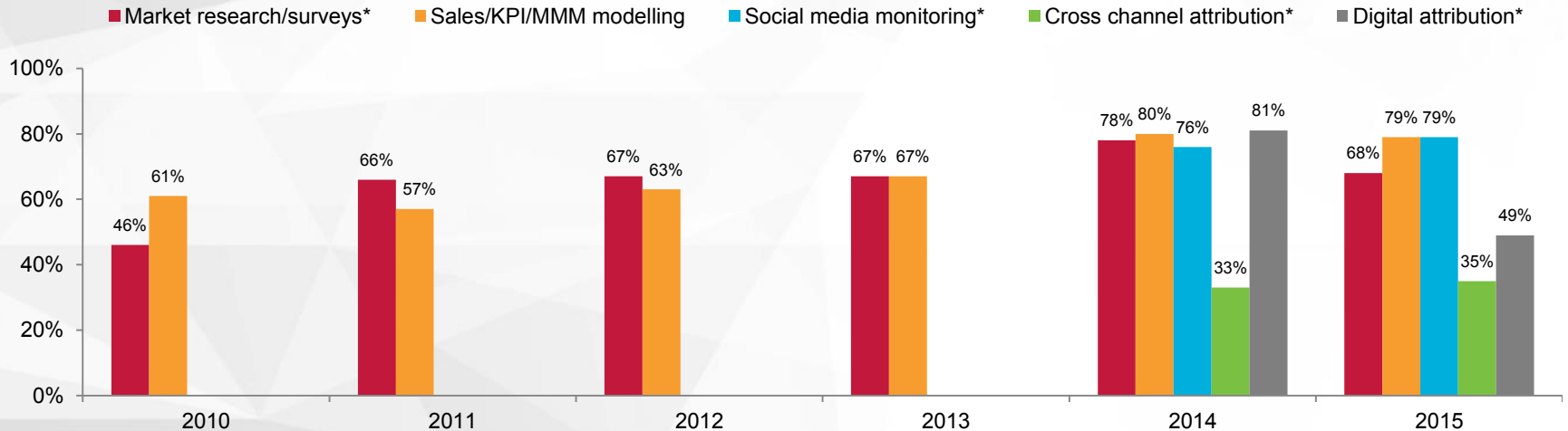
Base – Total advertiser sample who are likely to measure any ROI metrics

Q: What specific return on investment metrics are you likely to measure to inform you on any advertising or marketing campaigns?

# Expected ROI activity for the coming year

## – approaches to be used

Sales modelling and social media monitoring are the preferred approaches to analyse ROI while the proportion of advertisers indicating they are likely to use digital attribution to analyse ROI has dropped significantly this year versus last. We expect this is reflective of advertisers taking a more holistic approach to return-on-investment requiring measurement of cross-channel effectiveness across paid, owned & earned media rather than only digital effectiveness



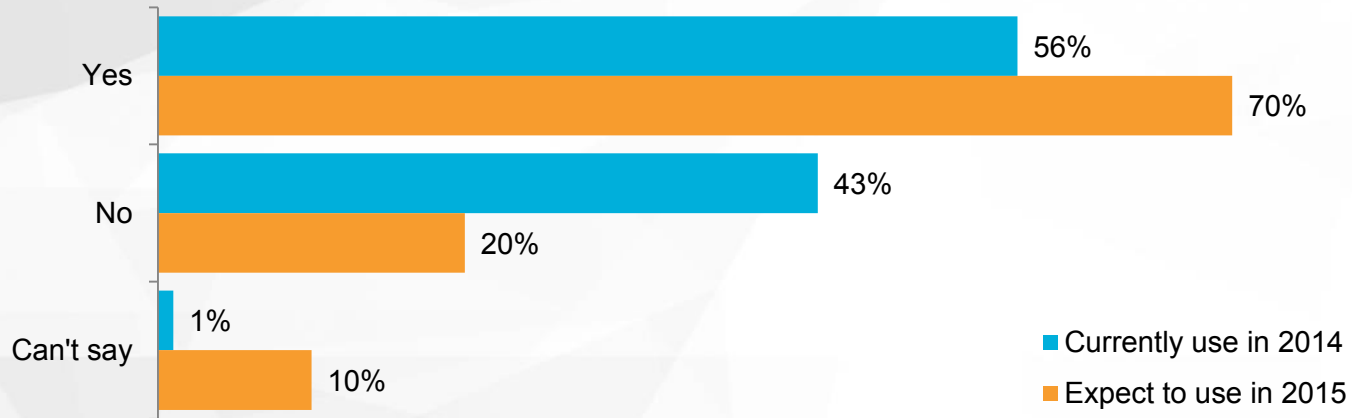
\*Added in 2014 survey

Base – Total advertiser sample who are likely to measure any ROI metrics

Q: What specific return on investment approaches are you likely to use to analyse your ROI metrics?

# Use of data partners and Data Management Platforms

Data now informs almost all aspects of digital media, and data management platforms have emerged to enable marketers, publishers and agencies to make sense of it all. While use of data partners and DMPs was already high last year, in 2015 the vast majority of advertisers will use data partners and DMPs to optimise their online campaigns.



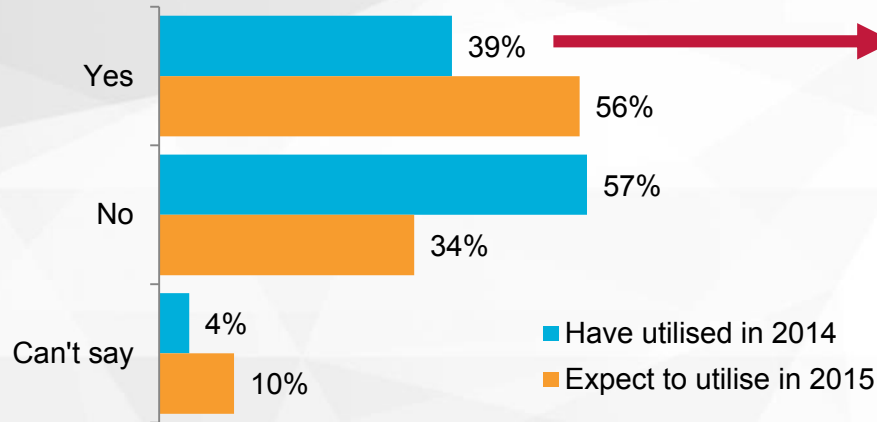
Base – Total advertiser sample

Q: Do you currently utilise data partners and/or a Data Management Platform to target specific users with your online campaigns? By this I mean date used to generate audience segments to help optimise online campaigns and creative

Q: Will you use a Data Management Platform in 2015?

# Dynamic Creative solutions

Advertisers are also embracing dynamic creative online ad solutions to change ad messaging across the digital environment based on relevant consumer behaviour. In 2015, over half of advertisers expect to utilise dynamic creative solutions



Of those who utilised dynamic creative in 2014:  
**74%** agree it was successful  
**65%** said there were no challenges

Base – Total advertiser sample

Now I'd like to ask you about Dynamic Creative online ad solutions. To clarify what I mean by that, Dynamic Creative utilises user behaviour, to enable advertisers to change ad messaging across the digital environment. It is available across desktop, mobile and tablet advertising.

Q: Have you utilised dynamic creative online ad solutions in 2014?

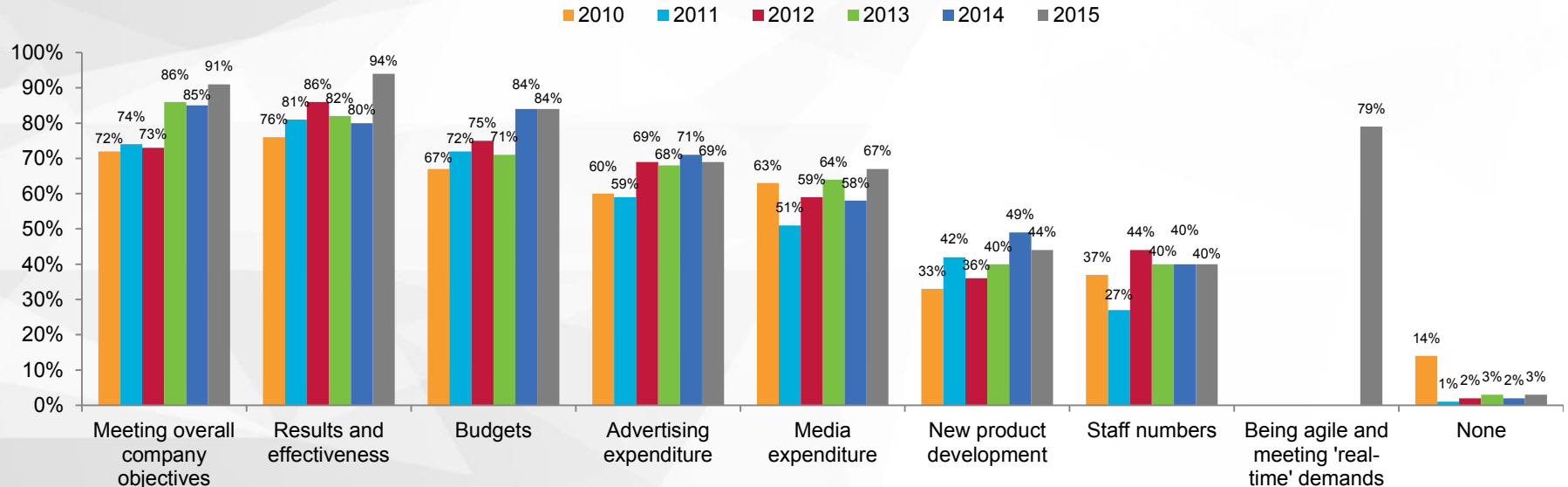
Q: Do you plan to utilise dynamic creative online ad solutions in 2015?



# PRESSURE & EMERGING TRENDS

# Expected greater management pressure in the coming year

Delivering results & effectiveness and meeting company objectives are expected to be the greatest causes of pressure for advertisers in 2015, both significantly higher than last year. The pressures associated with being agile and meeting real-time demands also featured highly, the first time it has been included in the survey



# Agility, return-on-investment and efficiency are key pressure points for advertisers

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**“Speed to market** – how quickly we are turning around campaigns”

**“Real time** reporting”

**“Anything** to do with online”

**“Digital** effectiveness”

**“Expenses** and return on investment”

**“Quantity or volume** of workload”

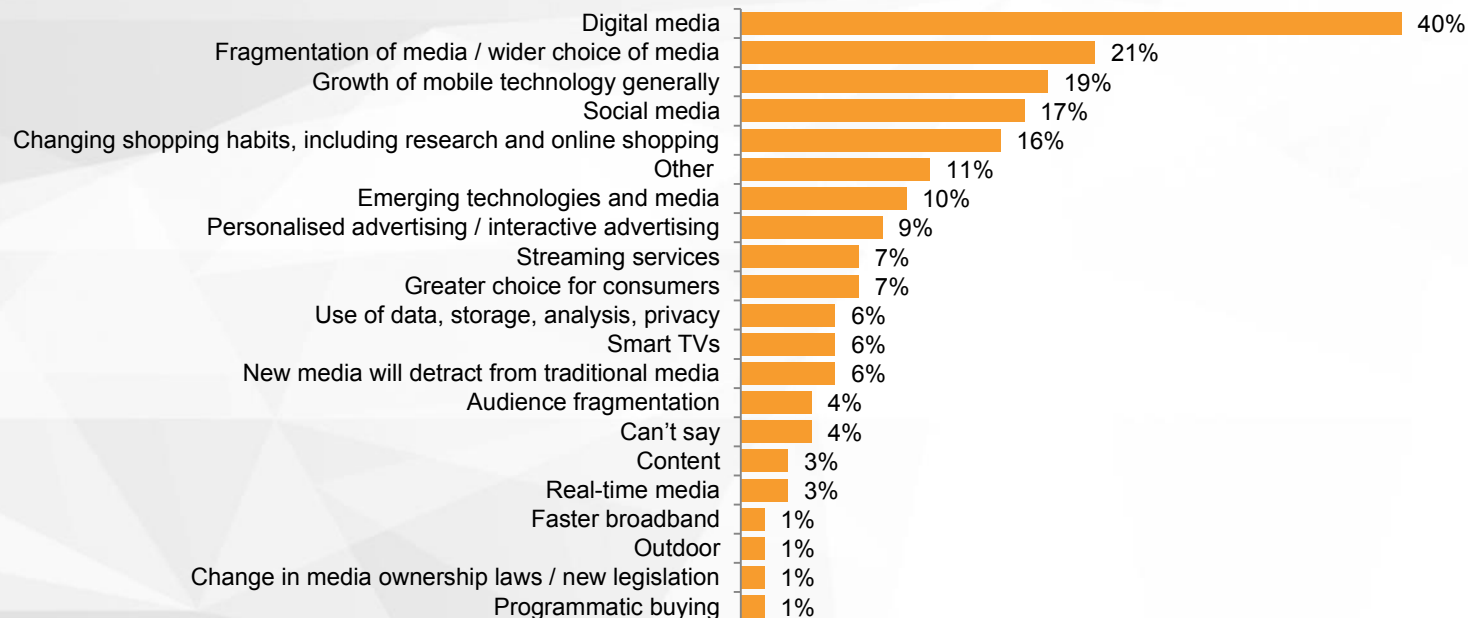
**“Changing the way** we go to market with our products and new product development”

**“Number of new customers brought in,** and maintaining existing customers. Everything else depends on that”

**“More efficiency** with dollars we have got”

# Emerging Trends – Advertisers

Digital media continues to rank the highest when advertisers are asked what emerging media trends will impact their business over the coming 5 years. Streaming services featured as a trend for the first time this year



# Digital, mobile and screens are at the forefront of emerging trends

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“**More digital** and personalised advertising”

“**Digital and social** spaces”

“**Mobilisation**, people just being on mobile”

“**Quantity or volume** of workload”

“**Increase** in earned marketing from reviews, comparison, and peer websites”

“**Fewer mass reach** vehicles therefore increased direct communications”

“**Mobile and mobility** – last in line - knowing at that point of purchase - how can mobile or mobility help drive that purchase”

“**Continued proliferation** of the number of screens from which people are accessing or engaging content”

“**Streaming services** – becoming more main stream. Broadband becoming faster and linking these two to improve business”

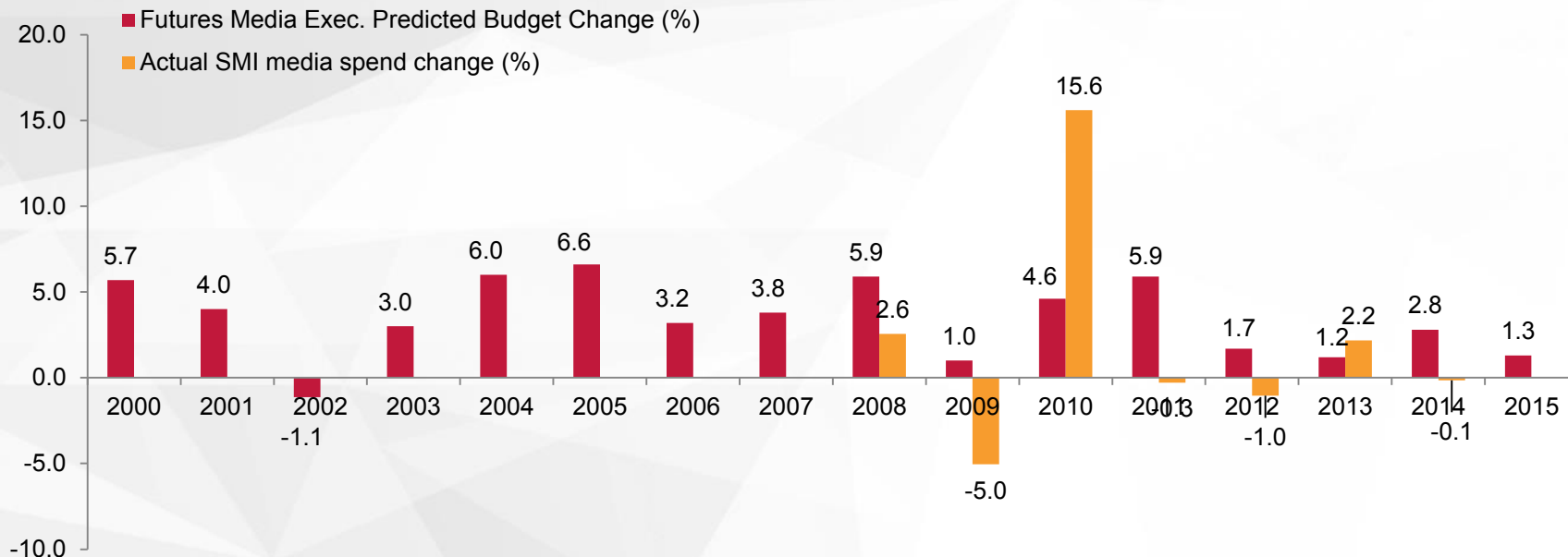
A close-up photograph of two hands reaching towards each other, with fingers just inches apart. The background is a warm, golden glow, suggesting a sunset or sunrise, with soft bokeh light spots. The overall mood is hopeful and collaborative.

# **MEDIA EXECUTIVES' PERSPECTIVE**

# REVENUE EXPECTATIONS

# Media executives predicted revenue changes

Media executives estimates for 2015 are more conservative, predicting an increase of about half that of advertisers. Given SMI data recorded a flat position for 2014 versus 2013, this is not surprising



NB: Projections are unweighted and do not take into account media executives' current revenue

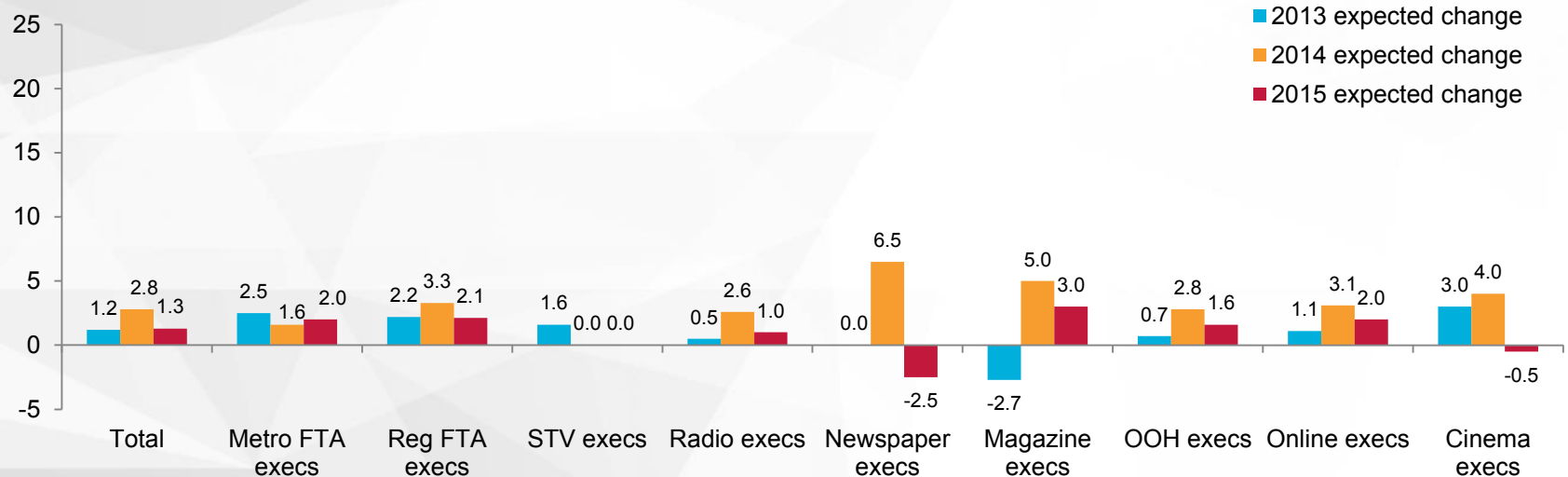
Base – Total media executive sample excluding 'don't know' responses and high/low extremes which would have skewed the results.

Q: .What percentage change in advertising spend do you anticipate for the total advertising market across all media during the calendar year of 2015 versus 2014?



# Predicted changes in media revenue by executives of each channel

While the overall media executive prediction is 1.3%, it varies by executives of each media channel. Magazine executives are the most optimistic about total market revenue growth in the coming year predicting a total market increase of 3%. Newspaper executives are less optimistic, predicting an overall market decrease of -2.5%

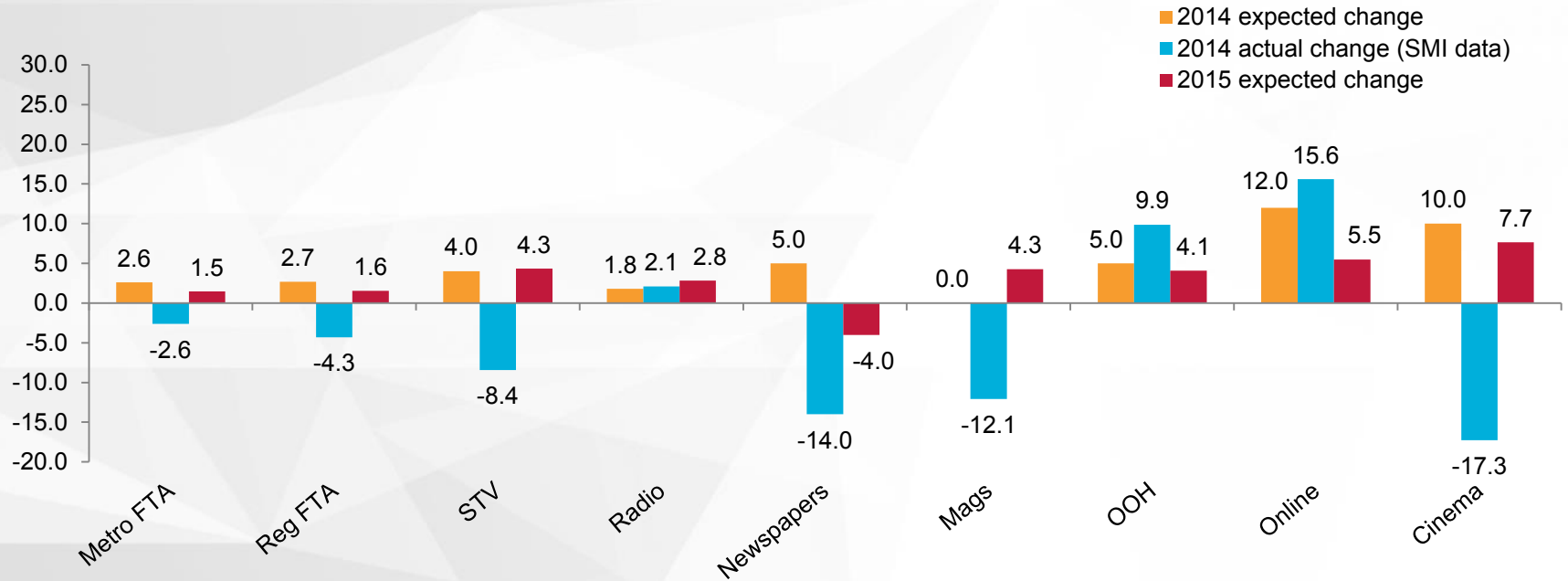


Base: Total media executives sample (base sizes vary across each channel, interpret with caution)

Q: .What percentage change in advertising spend do you anticipate for the total advertising market across all media during the calendar year of 2015 versus 2014?

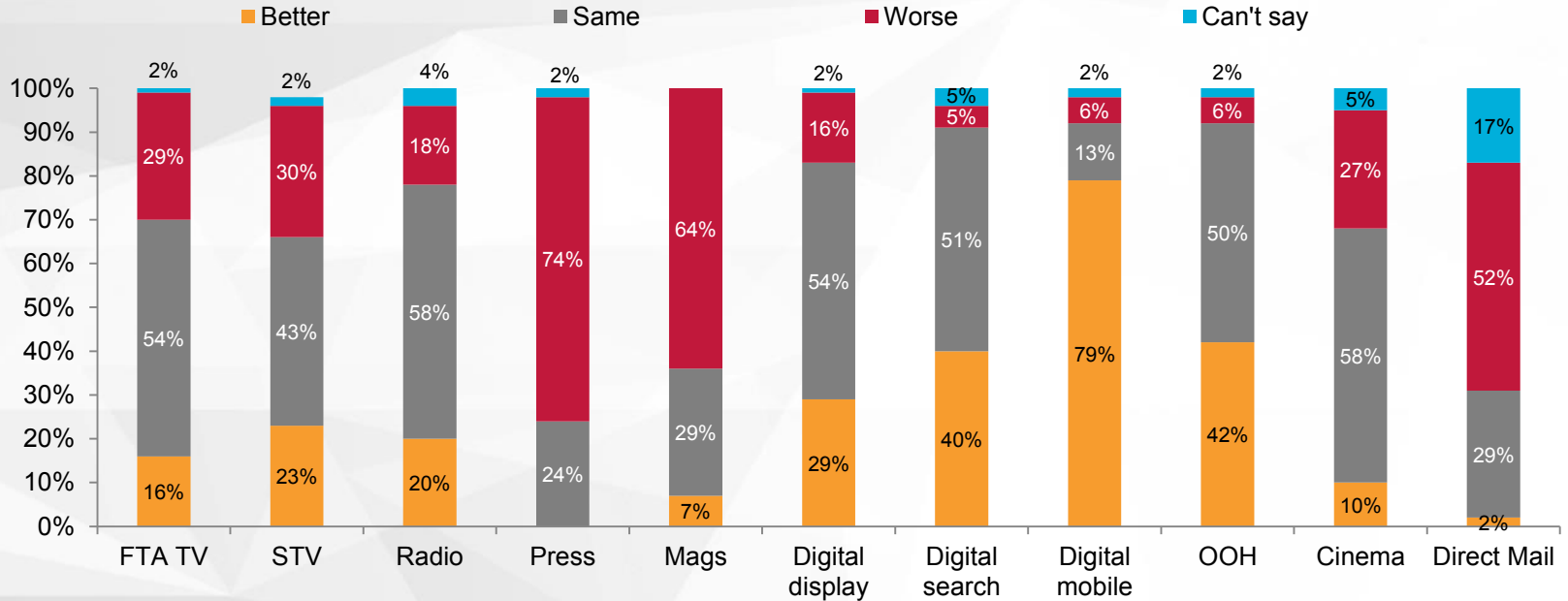
# Expected changes in media revenue for own channel

When asked what percentage change they expected for their own medium for this year versus last, cinema and online executives were most optimistic in relation to growth for their own channels. With the exception of newspaper executives, all media execs are expecting an increase in revenue for their channel in 2015, coming off a lower than expected 2014



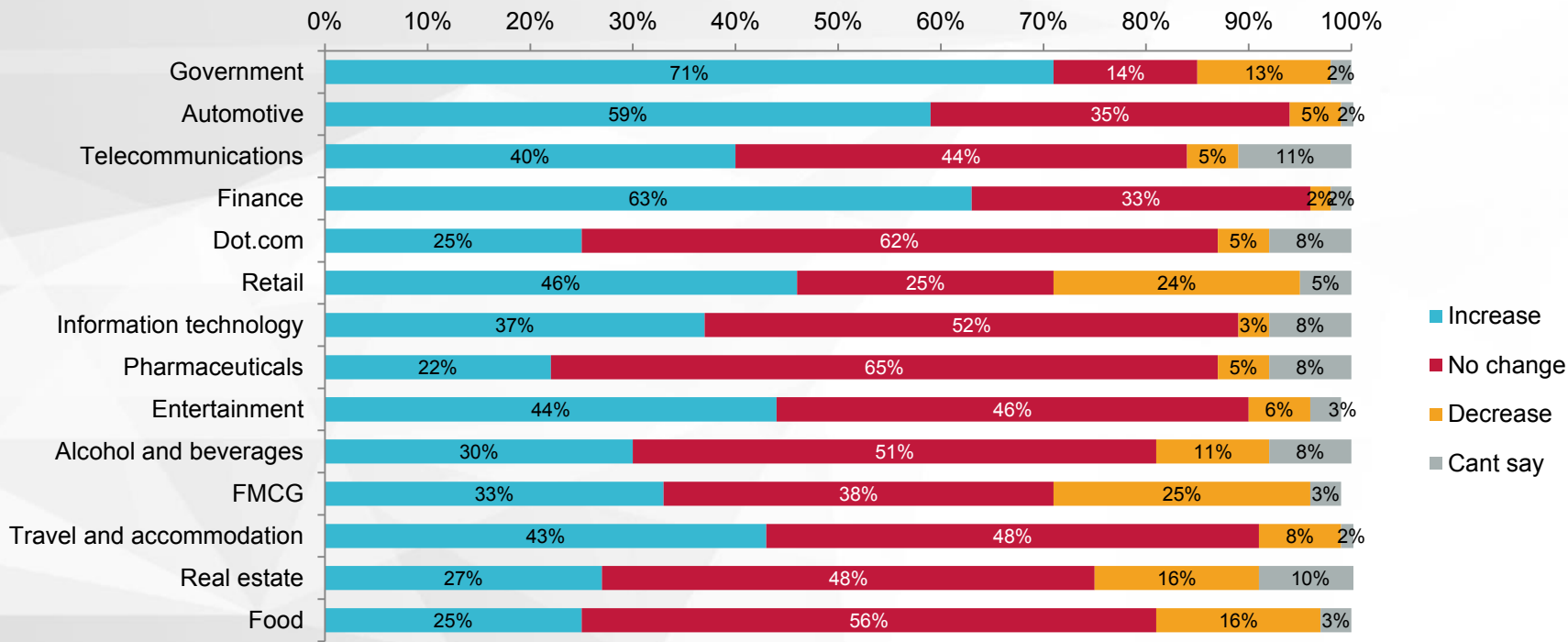
# Expected changes in media revenue for other channels

Media Executives generally agree that search, mobile and OOH can expect higher revenues this year versus last and that print media can expect lower revenues



# Revenue changes across industries

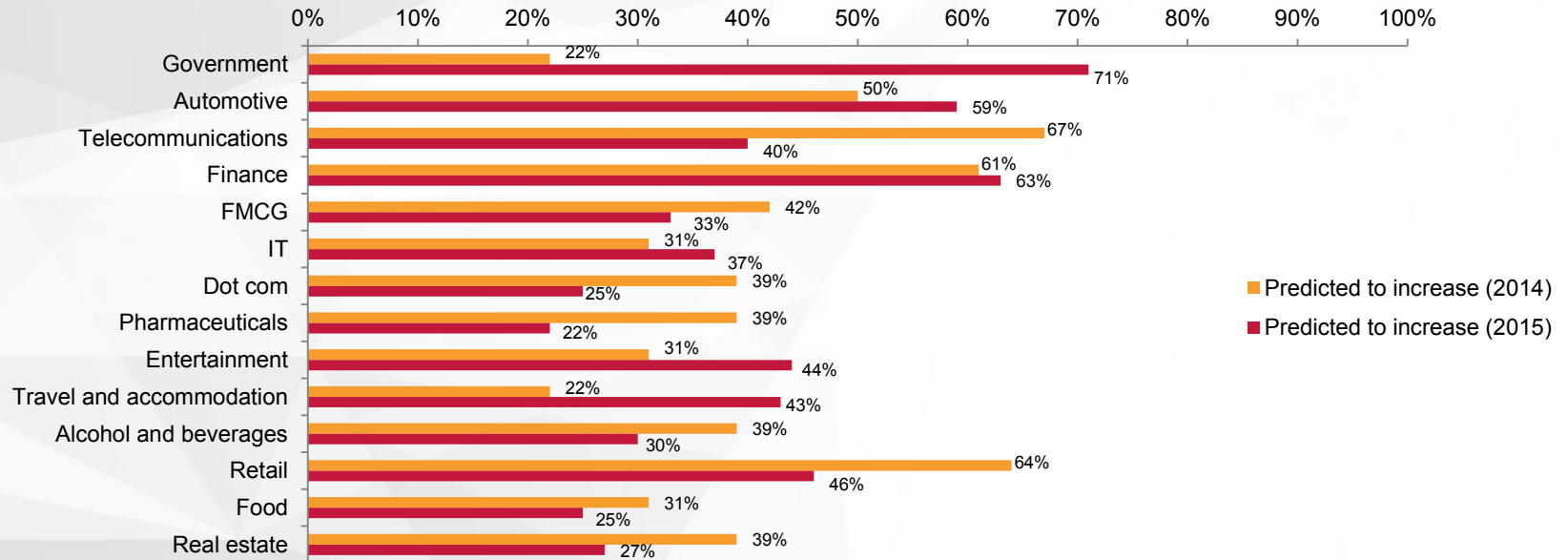
Media Executives are expecting to see the greatest revenue increases from the Government, Finance and Automotive sectors this year



# Revenue changes across industries

## – versus last year's expectations

Last year the majority of media executives expected telco and retail to be the growth areas, however in 2015 higher Government, finance and automotive spend is anticipated by most media executives



# REVENUE ATTRIBUTES

# Importance of revenue attributes

Clients that invest as part of integrated campaigns returns as the top rating revenue attribute in 2015, pushing last year's key attribute of agencies that place larger value contracts well down the list. Clients not previously advertisers also features highly this year than in previous years

(Average out of ten)

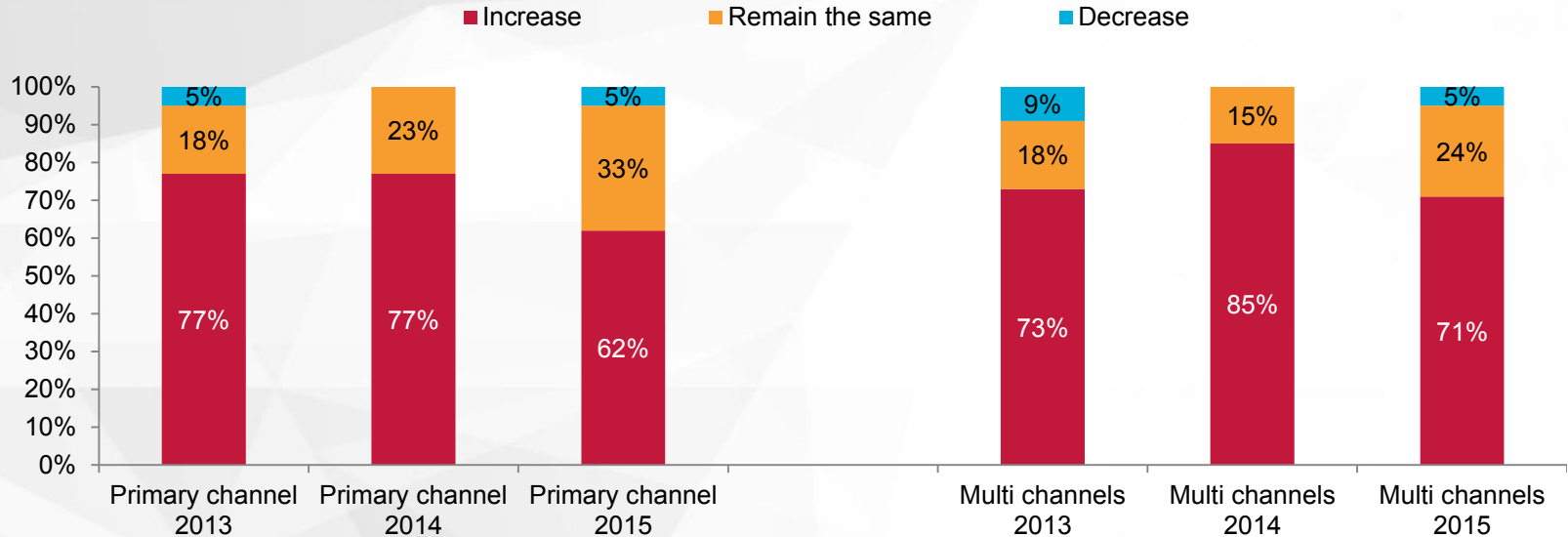
	2009 for 2010	2010 for 2011	2011 for 2012	2012 for 2013	2013 for 2014	2014 for 2015
<b>Clients that invest as part of integrated campaigns</b>	8.6	8.4	8.9	8.4	8.2	8.6
<b>Clients not previously advertisers</b>	8.7	8.4	8.3	8.0	7.9	8.6
Clients with new product introductions	8.5	8.6	8.3	8.4	8.3	8.5
Clients with stable bookings	7.7	8.1	8.7	8.1	8.4	8.3
Agencies that will place larger value contracts	8.2	8.4	8.4	8.4	8.6	8.2
Direct relationship with clients rather than through an agency	8.2	8	8.4	7.8	8.3	8.2
Clients with significant spending during low revenue periods	7.8	7.9	8.2	8.0	7.6	7.9

# TV REVENUES



# Changes in revenue from primary and multi TV channels

While most TV executives expect revenue across channels to increase in 2015, a greater proportion expect revenues to remain the same this year than we've seen previously



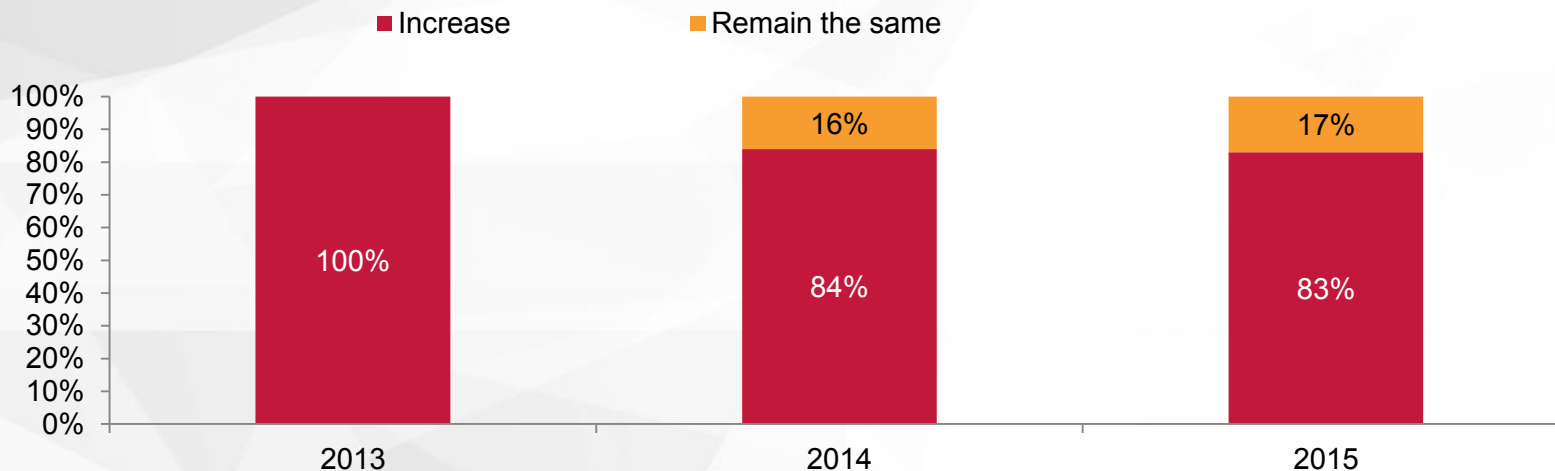
Base – TV executives

Q: Compared with 2014, do you think your station's revenue from its primary channel will increase or decrease in 2015?

Q: And compared with 2014, do you think your station's revenue from its multi channels will increase or decrease in 2015?

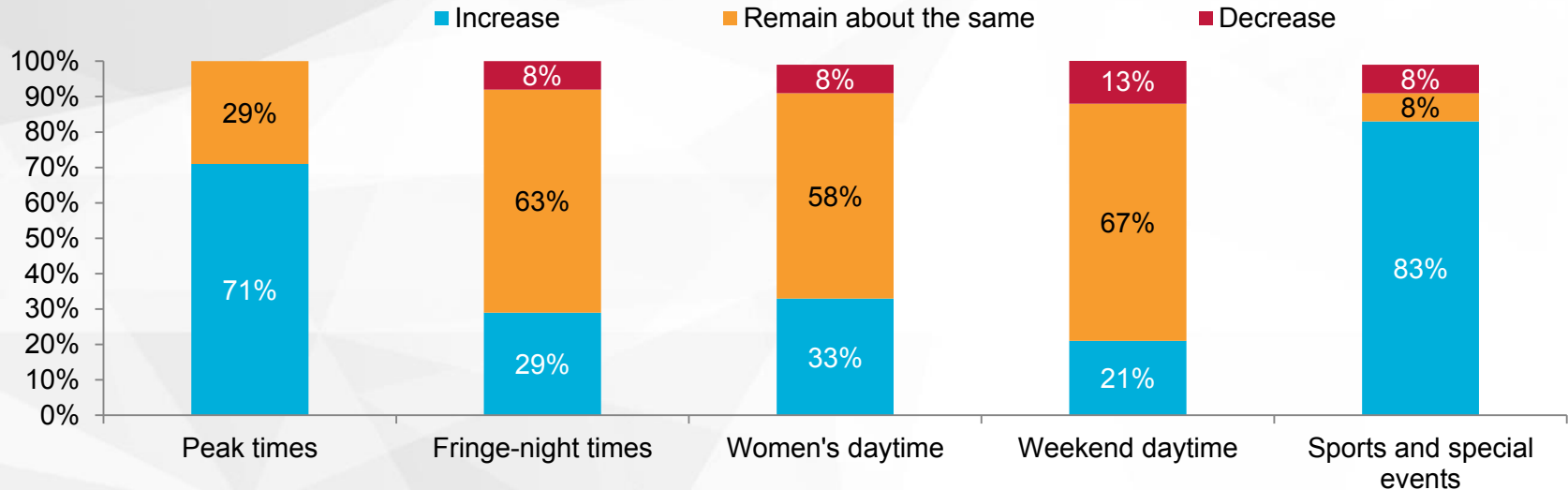
# Change in revenue for catch-up TV and Video on Demand

The majority of TV media executives predict their catch-up TV revenue will increase in the coming year, in line with last year's prediction



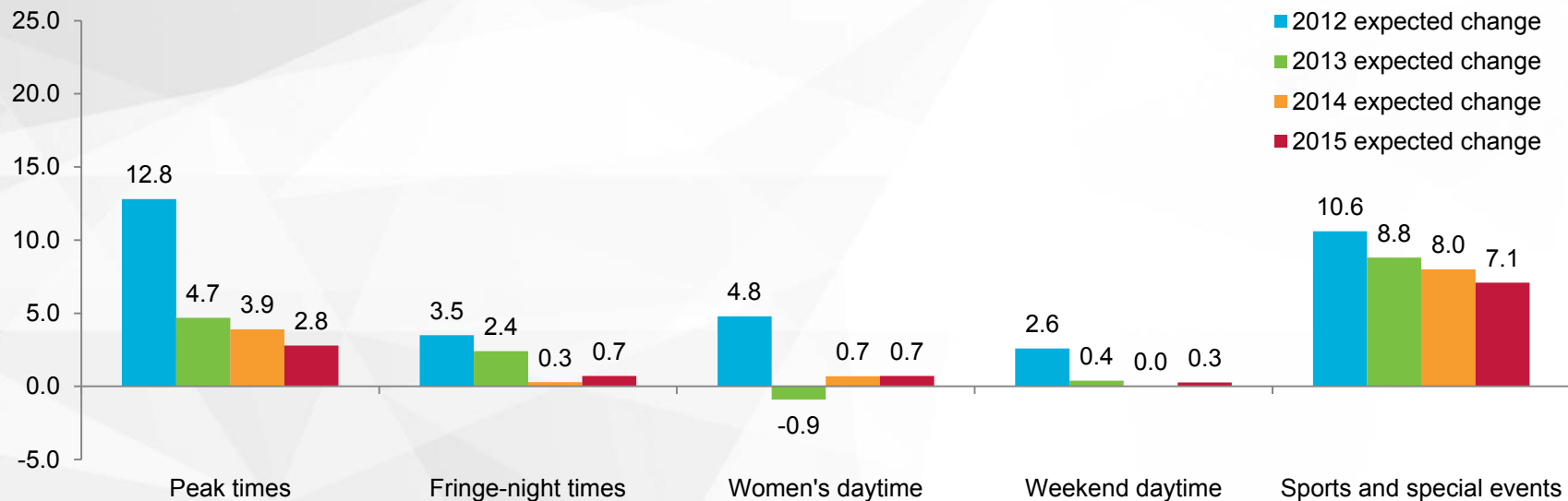
# Revenue changes for each time slot (covers entire channel suite)

Sports/special events and peak times are once again expected to see the most growth in 2015. Given the high audiences event TV can deliver, they are attractive properties for both advertisers and networks alike



# % Revenue changes for each time slot (covers entire channel suite)

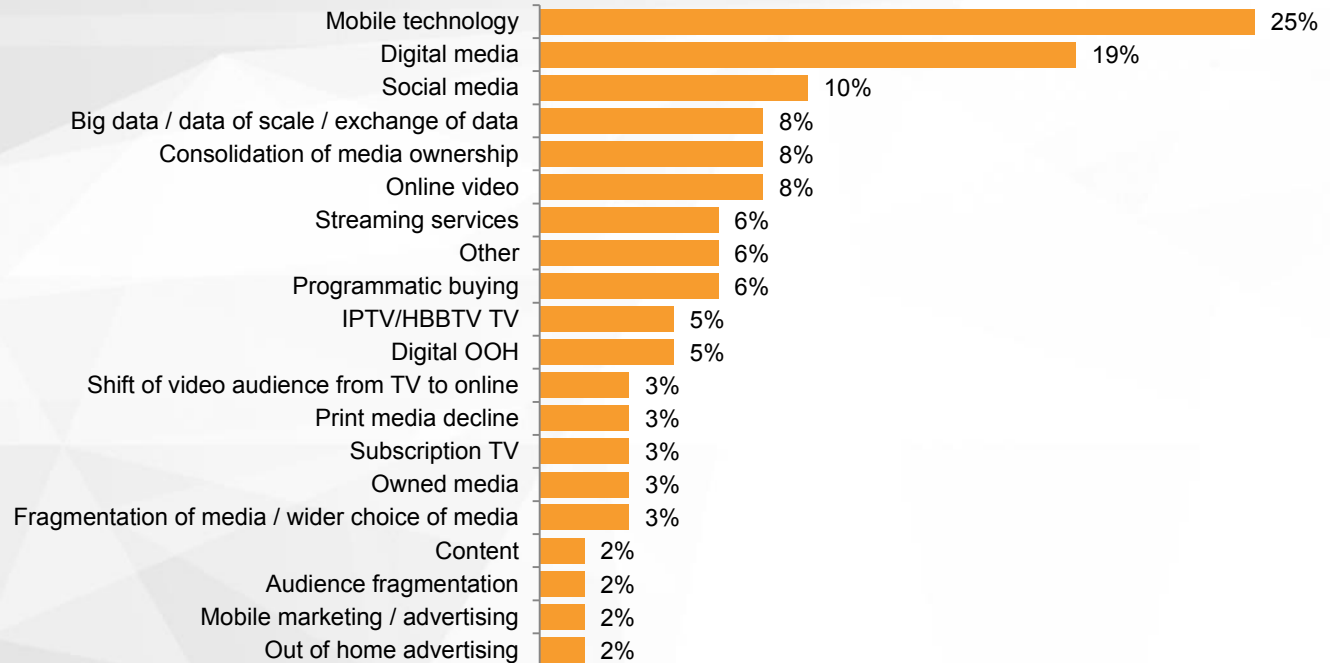
TV executives anticipate that sports/special events will increase their revenues by 7.1% this year, down slightly on previous years



# PRESSURE & EMERGING TRENDS

# Emerging Trends – Media Executives

The growth of mobile was highlighted as the top trend that will impact the Australian media marketplace over the coming 5 years. Followed by digital media generally.



# Media laws and impact of new streaming options featured highly

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**“Digital video** will be used more and more to reach non-traditional TV viewers”

**“Proliferation of mobile** and different ad units and personalisation through data that these devices will offer will completely change how we communicate with consumers”

**“Bigger focus** on content marketing & mobile as screens become larger and tracking of mobile becomes more prevalent in the marketplace”

**“Search will increase,** out of home will become more important as people become more mobile because of technology, FTA TV will decline as streaming services launch in our market”

**“Netflix** will definitely impact total viewing audiences which will force more locally produced content to be delivered. Everyone will shift towards content on demand eventually. The ability for the viewer to interact with their content will grow even more”

**“Mass Consolidation** of businesses. Joint ventures will emerge again as a trend for the AU market due to saturation of competition”

**“If communications laws** are amended to allow for media companies to have greater reach, or own more than 2 mediums in a market place, we will see a different form of negotiation and deals”

**“Mobile devices** in general, will continue to become more and more important to consumers (contactless payment, content creation and consumption, app-based interaction, etc..)”



# THE END

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Thank you for taking the time to read this Media Futures report, prepared by Starcom MediaVest Group.

We'd love to hear your feedback and receive your input into future Media Futures studies. To tell us what you think or for further information, please contact Di Richardson on [dianne.richardson@smvgroup.com.au](mailto:dianne.richardson@smvgroup.com.au)



# APPENDIX

# DEFINITION OF TERMS

This guide serves as a definition of what we mean by paid, owned and earned and the elements within each to provide clarity for our research interviewers and respondents alike.

## **Definition: Paid, Owned and Earned media**

**Paid** media is often considered to be “traditional advertising” referring to paid activities within media owned content. It includes both traditional ‘above the line’ and ‘below the line’ activities. By above the line media we mean television, newspapers, magazines, radio, online, out of home and cinema (that is, mass media). By below the line media we mean spend on more targeted, less conventional types of media e.g. direct mail, sponsorship, promotions, door-to-door etc.

**Owned** media refers to activities within assets that are owned and controlled by you. This could be your company blog, YouTube channel, your website, Facebook page etc.

**Earned** media is consumer driven content & response, for example Facebook likes, shares, social mentions etc. Earned media occurs when customers, the press or the public share your content or speak about and discuss your brand. In other words, the mentions are “earned,” meaning they are voluntarily given by others.

# PAID MEDIA CHANNELS

In this survey we asked specifically about the following media channels:

Media	Definition
<b>Free-to-air television</b>	Spot or sponsorship advertising on commercial TV networks - Seven, Nine, Ten, SBS including their secondary stations (7Mate, 7TWO, GO etc)
<b>Pay TV / subscription TV</b>	Spot or sponsorship advertising on Foxtel channels
<b>Radio</b>	Spot or sponsorship advertising on commercial radio stations, including live reads and Australian Traffic Network advertising
<b>Newspapers</b>	Placement within printed editions of newspapers across national, metro, regional, community or suburban areas, including newspaper inserted magazines and classified advertising
<b>Magazines</b>	Placement within magazines, including niche titles, industry and trade journals
<b>Out of home</b>	Outdoor billboards, street furniture, transit, roadside, retail, airports, gyms, street posters etc
<b>Online Branding</b>	Online display ads such as banners where you pay on a CPM or fixed cost model, that is for the number of impressions you receive or a set amount for a fixed placement (not including mobile display advertising)
<b>Online Performance</b>	Online display ads such as banners where you pay on a CPC or CPA model, that is for the number of clicks or acquisitions you receive (not including mobile display advertising)
<b>Paid Search/SEM</b>	Paid ads appearing in search engine results pages, including mobile search results on mobile phones
<b>Social Media</b>	Paid ads on social networking sites such as Facebook, Twitter etc
<b>Online Video</b>	Ads within video content online such as catch-up TV, YouTube, across video networks etc
<b>Mobile</b>	Ads within mobile/tablet Apps, display advertising on mobile enabled websites
<b>Online Affiliates</b>	Online comparison sites such as iSelect, YouCompare etc
<b>Cinema</b>	Video or static ad placement within movies or cinema sponsorship activity

Media	Definition
<b>Unaddressed catalogues</b>	Letterbox drops and newspaper inserts of catalogues that are not addressed to a person
<b>Addressed catalogues</b>	Letterbox drops of catalogues that are addressed to a person
<b>Unaddressed mail</b>	Advertising or promotions delivered through the mail that is not addressed to a specific person
<b>Addressed direct mail</b>	Advertising or promotions delivered through the mail that is addressed to a specific person
<b>Exhibitions</b>	Promoting your brand or business at exhibitions or trade shows
<b>Event Sponsorship</b>	Naming right sponsorship of an event, for example Emirates Melbourne Cup
<b>Event marketing</b>	Creating an event to promote or sample your brand
<b>SMS campaigns</b>	Text message advertising promoting special offers, events etc to mobile phone owners
<b>Sales promotions</b>	Short term sales periods designed to stimulate demand for your brand or products
<b>POS</b>	Advertising display or materials at the point of sale
<b>Telemarketing</b>	Calling prospective customers by phone to encourage them to buy your products or services
<b>Direct sales (Door to door)</b>	Directly going from door to door to encourage prospective customers to buy your products or services
<b>eDM (electronic direct mail)</b>	Advertising or promotions delivered via email

# OWNED & EARNED MEDIA CHANNELS

Media	Definition
<b>Owned Media</b>	
Brand website	Your own brand or company website
Organic Search/SEO	Activities designed to increase your natural ranking on search engine results pages
Social content distribution	Your own Facebook page, Twitter profile, YouTube Channel etc in which you distribute content
Mobile phone/tablet Apps	Apps for mobile phones or tablets that you design and distribute for your brand
Branded video content	Video that is specifically created for your owned media such as 'How to' videos
In store events/activities	Events or promotions that take place within your own store locations
On pack events/promotions	Promotions that appear on your own product packaging
CRM activities	Customer relationship management activities and promotions such as customer magazines, direct mail etc
<b>Earned Media</b>	
Public relations	Mentions about your brand in the press
Social conversation	Mentions and word of mouth about your brand in the online social space such as Facebook Likes, Facebook Shares, ReTweets, forum discussions etc
Fan Videos/reviews	Content produced by members of the public about your brand, for example video responses, parodies, product reviews etc