

## **MarketingPulse 2018**

### **Plenary session 2 - Get Heard from the Social Media Crowd**

#### **Synopsis**

Today we have more tools than ever before to reach consumers on the Internet and social media. How to stand out from the crowd and maximize outreach? How to create memorable stories that resonate? In this intriguing session, top brands and platforms predicted the next wave of social and digital trends and shared tips on how to mount ground breaking yet cost-effective campaigns in the social world.

#### **Moderator**

- **Ms Karen Koh, Founder**  
Intermedia (a journalism and media consultancy)

#### **Speakers**

- **Mr Evan Greene**  
Chief Marketing Officer, The Recording Academy (The GRAMMYs)
- **Mrs Beverly W. Jackson**  
VP, Social Portfolio Strategy, MGM Resorts International
- **Mrs Maya Hari,**  
Vice President, Asia Pacific, Twitter
- **Mr Assaf Tarnopolsky**  
Director, Marketing Solutions, South East Asia, North Asia & Japan, LinkedIn
- **Mr JiPeng Men**  
Vice President, Head of Marketing, JD.com

This session kicked off by the presentation of Mr Even Greene. He said: “we have to be creative and create a story. The perception of what works seems to be easy but it actually needs a lot of work. However, if we are just looking for basic knowledge, our goal is to create engagement.”

In the social media, it is not much about the story, it is about spreading discovery and sharing ability which is what people want. Today, consumers are more involved, engaged, and the goal is to build a community to construct loyalty. Creativity is very important and it makes values

more sophisticated. Partnerships are very important as well as success comes from companies but behind them there are people.

Mrs Beverly W. Jackson focused on the use of social media and how stories on Instagram and Snapchat become actually episodes of an overarching narrative. Stories are broken down to episodic content that turns smartphones into TV. This makes the content closer to people's life, who are more willing to re-share and generate more organic traffic for the brands and therefore more valuable.

Mrs Maya Hari followed up on social media with the example of Twitter. This social media captures everything, from sport, to entertainment, to news. It's life, and everything that happens great and what's happening in real time. Everything on Twitter never stays on Twitter. Very few platforms today allow you to have a conversation in public and this makes Twitter very unique.

It is never easy to reach people. Maya said: "we focus a lot on discovery mindsets. We believe that mass influence is very important for marketers to build their brands. There is a huge shift that sees consumers moving towards videos, no content on social media is currently growing as fast as video content". There is an Airbnb example that uses social media in an interesting and relevant way: with the hashtag #liveinthemovies they got users to guess which movie they want to live in and they match a movie with a property in an Airbnb to build a real experience.

Mr Assaf Tarnopolsky explained that that the mission of its company is to connect the professional world and make it more productive and successful. LinkedIn is a very different platform. The product circulating in there is actually trust. In any type of corporate purchase for a medium or large company there are many people involved in different departments and it very important to talk with the right person. Everybody is very busy, therefore, content needs to be relevant, trending, inspiring, and capture the attention of the audience. The same content shared by an employee versus shared by a company is twice likely to be read, twice likely to be shared than a company content. Many companies don't encourage their employee to use social media that they are already are to promote the products and the goods of their companies but employees are key in driving business success through the media.

Mr JiPeng Men focused on Constant vs. Variant for his presentation. Social media has not only changed the marketing sector, but also transformed the business environment, particularly in China. There are things that marketers shall uphold, such as professionalism, whereas sometimes marketers have to embrace changes. The importance of conventional marketing theories is fading. In the age of social media, the key of success is brand's Social Power.

JD has been trying to implement this social power through some recent campaigns:

2018 Year of the dog campaign for example was "Joy Story: Joy & Heron", a Pixar-style short animated film featuring JD's brand mascot dog Joy. The film has gone viral across WeChat during Chinese New Year.

Another campaign was the Big Day of China's National Brands, on 15th March 2018. It was created in partnership with CCTV, to create a new shopping festival on 15 March 2018, aiming to promote home-grown brands with slogan "Together, for quality". For the first time in history, the top management of all participating brands were invited to be ambassadors of the campaign.

Lastly, JD introduced a new marketing solution JD BrandEco, defined as "New Era of Boundary-less Marketing" at its experimental stage.

The Q&A session focused on data as a huge resource but there is a lack of understanding of the data potential. In the case of social media, for instance, potential is enrolled as there is the new CRM tool, and at the initial stage it is very important to collect the data and trying to grasp what's next.