

Public relations and marketing in a converging world : obstacles and opportunities

Lewis, Paul.

2000

Lewis, P. (2000). Public relations and marketing in a converging world : obstacles and opportunities. In 9th AMIC Annual Conference : the Digital Millennium: Opportunities for Asian Media, 29 June-01 July 2000, Singapore. Singapore: Asian Media Information and Communication Centre.

<https://hdl.handle.net/10356/102094>

Paper No. 20


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**PUBLIC RELATIONS AND MARKETING IN A
CONVERGING WORLD: OBSTACLES AND
OPPORTUNITIES**

**AMIC 9TH ANNUAL CONFERENCE
THE DIGITAL MILLENNIUM: OPPORTUNITIES FOR ASIAN MEDIA
June 29 – July 1, 2000, Singapore**

**PUBLIC RELATIONS & MARKETING
IN A CONVERGING WORLD**

Obstacles and Opportunities
A Bulletin International Presentation

 Bulletin International

About Us

International Marketing and PR consultancy
London, Paris, New York, Silicon Valley,
Singapore, Hong Kong, Kuala Lumpur, Melbourne
Brand-led content management strategies
Integrated real-world and virtual strategies
Help clients create compelling brand experiences

 Bulletin International

Multi-cultural and disciplinary team



Advertising
Brand Management
Journalism
Marketing
New Media
Public Relations

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Some of our clients

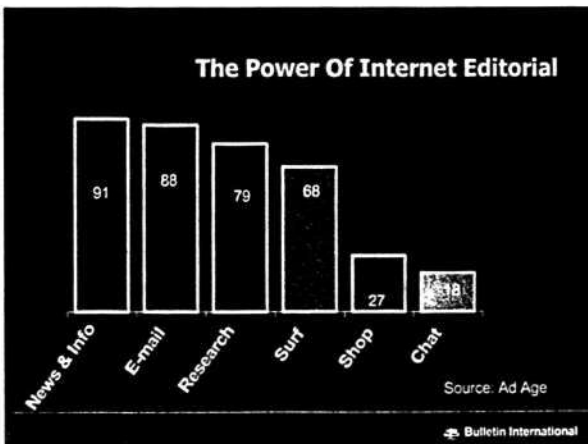
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Brand equity building of the past

Brand


One-many strategies Uni-directional communications

sgl Bulletin International



The Price of Brands

- o Over the last 50 years, US\$3 trillion has been spent globally on developing brands
- o Brand image is giving way to brand experience
- o Conventional communications risk becoming outmoded
- o Audiences, bigger, faster, more inquisitive, fuelled by the power of the Internet – the audience is coming to us

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The screenshot shows a web browser window displaying a website for NetAcross. The page features a navigation menu on the left with links for 'COMPANY', 'SERVICES', 'CLIENTS', and 'PRESS'. The main content area includes the text 'The eBusiness people' and the NetAcross logo, which consists of the word 'NetAcross' inside an oval. There is also a small graphic of a globe and some text that is partially obscured.

On-line Advertising and PR

ADVERTISING

The click-through rate on banner ads has now dropped to 0.1% of all website traffic

The Gartner Group, February 2000

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On-line Advertising and PR

PUBLIC RELATIONS

Capture and Retention Strategies
Use news and editorial to attract eyeballs
Capture can include PR, advertising, on-line editorial, direct or e-mail

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BBC News | BUSINESS | Building society wants less profit - Microsoft Internet Explorer

low graphics version | feedback | help

BBC NEWS

The one in Business - Thursday, 17 February, 2000, 15:50 GMT

Building society wants less profit

On the back of good results during 1999, Yorkshire Building Society has deliberately cut its profits by 15% and returned the money to its customers.

YBS HOME PAGE - Microsoft Internet Explorer

1999 FINANCIAL RESULTS

If you do not have RealPlayer... download it FREE


TO SEE AND HEAR THE CHIEF EXECUTIVE ANNOUNCE THE 1999 FINANCIAL RESULTS ...

TO ACCESS THE ROUTE FINDER
CLICK HERE

THE ROUTE TO ALL YOUR SAVINGS AND MORTGAGE NEEDS

Case study GlaxoWellcome

Spotlight Zeffix™



GlaxoWellcome

52 reports to date
Almost 4 hours
of positive editorial
TV coverage

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Inside China Today - Press Releases - News - Home

Try Smart Browsing. It finds the Web site you want.

Inside China Today
A Global Online Community

Press Releases

Glaxo Wellcome: Hope for 120 Million Hepatitis B Virus Carriers in China

Sep 17, 1999 -- Medical breakthrough offers first oral treatment to battle second leading cause of cancer

Hepatitis B virus is a disease responsible for 80% of primary liver cancers in the world. It is one of the most common infectious diseases in the world and

生活年代

保健專題

世界第九大常見死因-B型肝炎

B型肝炎是世界上
最流行的傳染病之一，
它的傳染力比起愛
滋病的病毒高出一百
倍。在世界上約有三億
五千萬B型肝炎的患
者。肝臟病案中，有80%是由B型肝炎



肝成小百種

★ sportdreamsnieuws

chatzone • quizmaster • management games • fanstore

De Nike Air Zoom Total 90



Turijn, 16 januari 2000 - Edgar Davids begint het nieuwe jaar en de nieuwe eeuw op een nieuwe voetbalschoen. Op 16 januari 2000 verschijnt de middenvelder van Juventus en het Nederlands elftal voor het eerst met deze nieuwe voetbalschoenen - de Air Zoom Total 90 - op het veld. De schoen, die Davids voor het eerst in Turijn tijdens een Serie A-wedstrijd tegen Perugia zal dragen, is vanaf de allereerste stap in het ontwikkelingsproces ontworpen met hulp van Davids en, zoals de naam van de schoen al suggereert, met Davids kenmerkende speelstijl in het

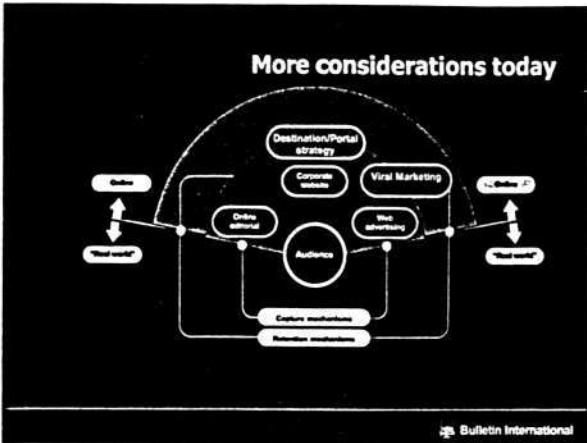
Viral Marketing

A new form of marketing which is growing up with the Internet and which works, loosely, on the same basis as the infamous 'virus'

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From	Size	Subject
Andy Tak	2k	Forw. of forward from JTY office
Frankie Tee	2k	Hi!
Shoko Paruchokkarn	2k	Re: Forw. 11/17/00 Forward from JTY office
Andy Tak	2k	Forw. send out of forward from JTY office
Andy Tak	2k	Forw. re: Forward from JTY office
Andy Tak	42k	Forw. Vanner/War, Wednesday, February 16, 2000 Forward from JTY office
Alison	2k	no subject
Anthony Hayward	1k	Re: 5/17/00 the truth
Donna Simpson	2k	RE: AMG
Andy Tak	11k	Forw. Vanner/War, Monday, February 14, 2000 Forward from JTY office
Sandy Wu	1k	Good Night !!
Sandy Wu	2k	RE: I think you had another question ???
Robert Strong	2k	Re: AMG
Andy Tak	2k	Forw. success of forward from JTY office Forward from JTY office



178 TV reports globally

572 U.S. radio reports

Reaching an audience of over 46 million

Over 4 hours of TV airtime

800% return on investment

Over 1500 online registrations

Breaking the "sound barrier" of computing

AMD

Bulletin International

hotnow.djs

new tracks each month!

Click here to listen to music from the party

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New marketing world

- Customers are bombarded with too many fragmented messages
- Lower attention spans
- Communications elements cannot be operated as orphans
- More technological possibilities
- Relationships not brand image

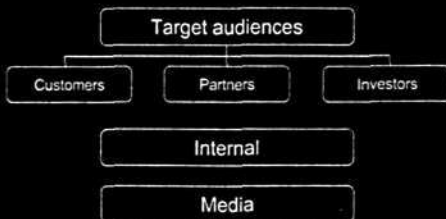
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Enter the corporate portal

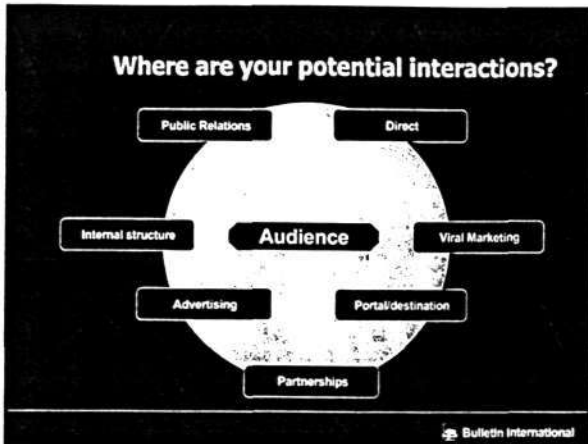
- Line between marketing and fulfilling is blurred
- Potential to forge powerful relationships through interactivity
- Ability to monitor perceptions
- Strength of community is key to success
- Information can grow organically

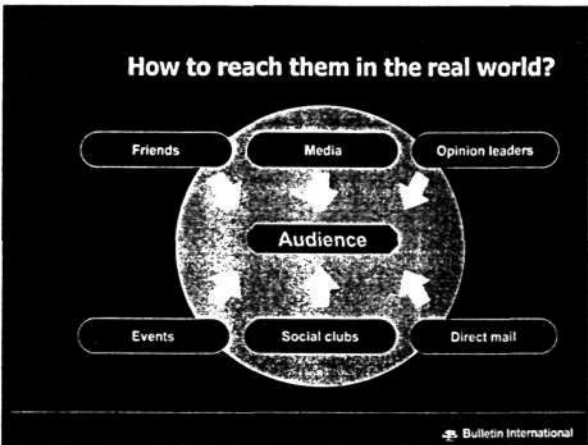
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Who are you talking to?



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Sustained television campaign

MasterCard

More than 1/2 billion audience **billion**

Nearly 400 reports

"the future of money."

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Business to Business communications

Rolls-Royce

nearly **7** hours TV coverage

284 broadcast reports

230 million audiences



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Chart your content strategy

First, analyse all interaction

Assess usage habits to develop optimal navigational structure

Identify experience-enhancing tools/apps

Create a seamless brand experience

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On TV & ...

Woman (xygen)

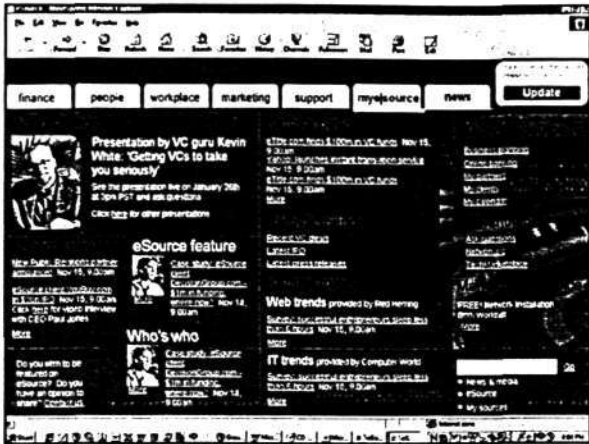
Today's ...

Summer is Here

Bitchy Bitch

Always Impassable?

Your Job



In conclusion

See every interaction as a build-up to your customer's experience with your company

Brand-led approach to technology

Marry real world and virtual communications

Think experience, not image

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DAY TWO

30 June 2000

MEDIA CONVERGENCE & COMPETITION

By:

Paddy Costanzo
CPK Communications
Australia

Jon Griffin
Novocom Asia
Singapore