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<th>Title</th>
<th>Public relations and marketing in a converging world: obstacles and opportunities.</th>
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<tr>
<td>Author(s)</td>
<td>Lewis, Paul.</td>
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Paul Lewis
Regional Managing Director, S.E. Asia
Bulletin International
Singapore

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 Publication

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

Multi-cultural and disciplinary team
Advertising
Brand Management
Journalism
Marketing
New Media
Public Relations
Some of our clients

- sgi
- RAL
- AMD
- KPMG
- MARKS & SPENCER
- Aventis
- NatWest
- Ford
- Michelin
- Toyota
- Glass/Heineken
- Silicon Valley Bank
- Motorola
- wipro
- Rolls-Royce

Brand equity building of the past

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<th>One-way strategies</th>
<th>Uni-directional communications</th>
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The Power Of Internet Editorial

| Source: Ad Age |
|----------------|------------------|
| Email          | Research        | Story | Social | Chat |
| 51             | 68              | 79    | 86     | 27   |
The Price of Brands

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

---

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
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

---

FAQ: How do I access the route finder?

Answer: To access the route finder, click here.

1999 Financial Results

The route to all your savings and mortgage accolades

Click for the route to save and drive to the Singapore Central Superhighway

before you start your journey to block all risk.

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Case study

GlaxoWellcome

Spotlight Zeffix™

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

InsideChinaToday

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

Sep 17, 1999 - Medical breakthrough offers fast and treatment to hepatitis B viral carriers in China. The new drug, Zeffix, is a therapy for patients who are carriers of the virus. It is one of the most common infectious diseases in the world and...
Tunis, 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 Nederlandse elftal voor het eerst met deze nieuwe voetbalschoenen - de Air Zoom Total 90 - op het veld. De schoen, die Davids voor het eerst in Tunis tijdens een Serie A-wedstrijd tegen Perugia zal dragen, is vanaf de aller eerste stap in het ontwikkelingsproces ontworpen met hulp van Davids en, zoals de naam van de schoen al suggereert, met Davids kenmerkende speelstijl in het hoofd. De Nike Air Zoom Total 90

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'.
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

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

Who are you talking to?

Target audiences
- Customers
- Partners
- Investors
- Internal
- Media
Where are your potential interactions?

- Public Relations
- Direct
- Internal structure
- Marketing
- Advertising
- Partnerships

Audience

How to reach them in the real world?

- Friends
- Media
- Opinion leaders
- Events
- Social clubs
- Direct mail

Sustained television campaign

- More than 1/2 billion audience
- "The future of money"

Nearly 400 reports
Business to Business communications

Rolls-Royce

nearly 7 hours TV coverage

284 broadcast reports

230 million audiences

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
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.
DAY TWO

30 June 2000
MEDIA CONVERGENCE & COMPETITION

By:

Paddy Costanzo
CPK Communications
Australia

Jon Griffin
Novocom Asia
Singapore