A BI-DIRECTIONAL RELATIONSHIP BETWEEN BRANDS AND PEOPLE, IN ANY FORM OR ANY POINT OF CONTACT
BRAND ACTIVATION

... It's about building movements around ideas that people want to participate in ...
THE TRUTH TODAY

BRAND BUILDING

BRAND ENGAGEMENT
T-Mobile Josh Band
PARTICIPATION FRAMEWORK

Saatchi & Saatchi strategic and creative TOOL for engagement projects
WHAT IS A PARTICIPATION IDEA?

1. Characteristics:
   Funny, Emotional, Sticky, Involving
2. Drives emotional reaction
   ‘Moves me to do something’
3. Drives behavioural reaction
   Join in, play with, send forward, share
4. It is people dependent
   ‘wouldn’t come alive without them’
HOW TO BUILD A PARTICIPATION PROJECT?

1. INSIGHTS: Who / Where / When
2. PARTICIPATION MATRIX: Communication strategy
3. IDEAS: Portable, Potent, & Personal
INSIGHTS
IT IS ABOUT CONSUMERS
PEOPLE YOU WANT TO TOUCH
CONSUMERS – KEY QUESTIONS

Who are your players?
How are they advocates for the idea?
How are they blockers for the idea?
How do they benefit from project success?
What are their Characteristics and Passions?
CONSUMERS – EXPECTED REACTION

How would they experience your idea?

- bore
- not make sense
- be HUGE
- be SMALL
- be sad
- be inappropriate
- offend
- honour
- surprise
- be funny
- be shared
- be individual
- make a difference
- hurt
- be public
- be wet
- make you lie down
- relax
- be private
- be hot
- be dry
- be near
- be far
- be fatal
- be sweaty
- be cold
- be near
CONSUMERS – PERFECT TIMING

When do you want them to experience?

- holiday
- weather
- tomorrow
- for a week
- for a month
- in bed
- in bad times
- at event
- in movie/TV/book/song
- commute home
- commute work
- in good times
- at home
- right now
- concert
- library/church
- waiting in line
- in the bathroom
- elevator
- in 5 seconds
- moving
BEHAVIOR / AUDIENCE

Mass

Active

Passive

Participation

Niche

Audience

Mona Opran – SMARK – Brand Activation
BEHAVIOR / AUDIENCE

- STRANGERS
- ACQUITTANCES
- ARMY
- VIP

Passive Participation

Active

Niche
3. IDEAS
PORTABLE, POTENT, & PERSONAL
<table>
<thead>
<tr>
<th>3 P’s</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>PORTABLE</td>
<td>How does it move across canvasses?</td>
</tr>
<tr>
<td>POTENT</td>
<td>How does it OMR? (Objective, Message, Result)</td>
</tr>
<tr>
<td>PERSONAL</td>
<td>How is it personal?</td>
</tr>
</tbody>
</table>
THE UNIVERSAL LAW OF PARTICIPATION

Reward > Effort

Entertainment
Utility
Inspiration
Social currency

Attention
Activity
Creativity
Time
AND HOW DO WE KNOW WE HAVE A WINNER?
WHEN WE GENERATE A BEHAVIOURAL MOVE

- Active
- Mass
- Passive
- Niche
- Making
- Contributing
- Commenting
- Sharing
- Liking
- Viewing
WHEN WE GROW A PROJECT THROUGH THE 4 PHASES

- INTRODUCE
- RECRUIT
- AMPLIFY
- DREAM

**INTRODUCE**

Seed at the core

**RECRUIT**

Portable & Potent

**AMPLIFY**

Personal connection and crowd source

**DREAM**

Bring together sponsors, stars, fans, and media to start the journey again

---

Actions:

- Buzz
  - facebook
  - YouTube

- Wow
  - Twitter
SOME LEARNINGS,

THE WAY AHEAD
STOP THINKING TVCs AND PRINT ADS.

THINK SOLUTIONS
THINK BIG

• Think integrated / everything merges around the IDEA

• Think about the effects and not about the piece of work in itself!

• Think about how & where to reach real people

• Think AMPLIFICATION: how to create spontaneous free media space
FURTHER INSPIRATION

QUESTIONS
THANK YOU

SAATCHI & SAATCHI