

# New trends in the marketing communications

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“Traditional marketing  
talks at people.  
Content marketing  
talks with them.”

~Doug Kessler

# Social Media

- Social media: web-based and mobile technology used to turn communication into interactive dialogue.
- Integrates technology and social interactions to create value for users
- Helps to solve consumer problems by establishing communication

# Social Media Landscape 2016



# Comparisons with Traditional Media

## ➤ Reach

- Both offer scale, but traditional media is more centralized

## ➤ Accessibility

- social media are more accessible at little or no cost assuming there are no country-specific restrictions

## ➤ Usability

- Traditional media requires specialized skills and training

## ➤ Immediacy

- Traditional media often has long time lags
- Social media can be generated very quickly

## ➤ Permanence

- Once created, traditional media cannot be altered

# Social Media Advantages and Disadvantages



Flexibility

Reach


Consumer engagement

Two-way dialogue

Integration

Improved metrics

Cost effectiveness



Privacy and censorship

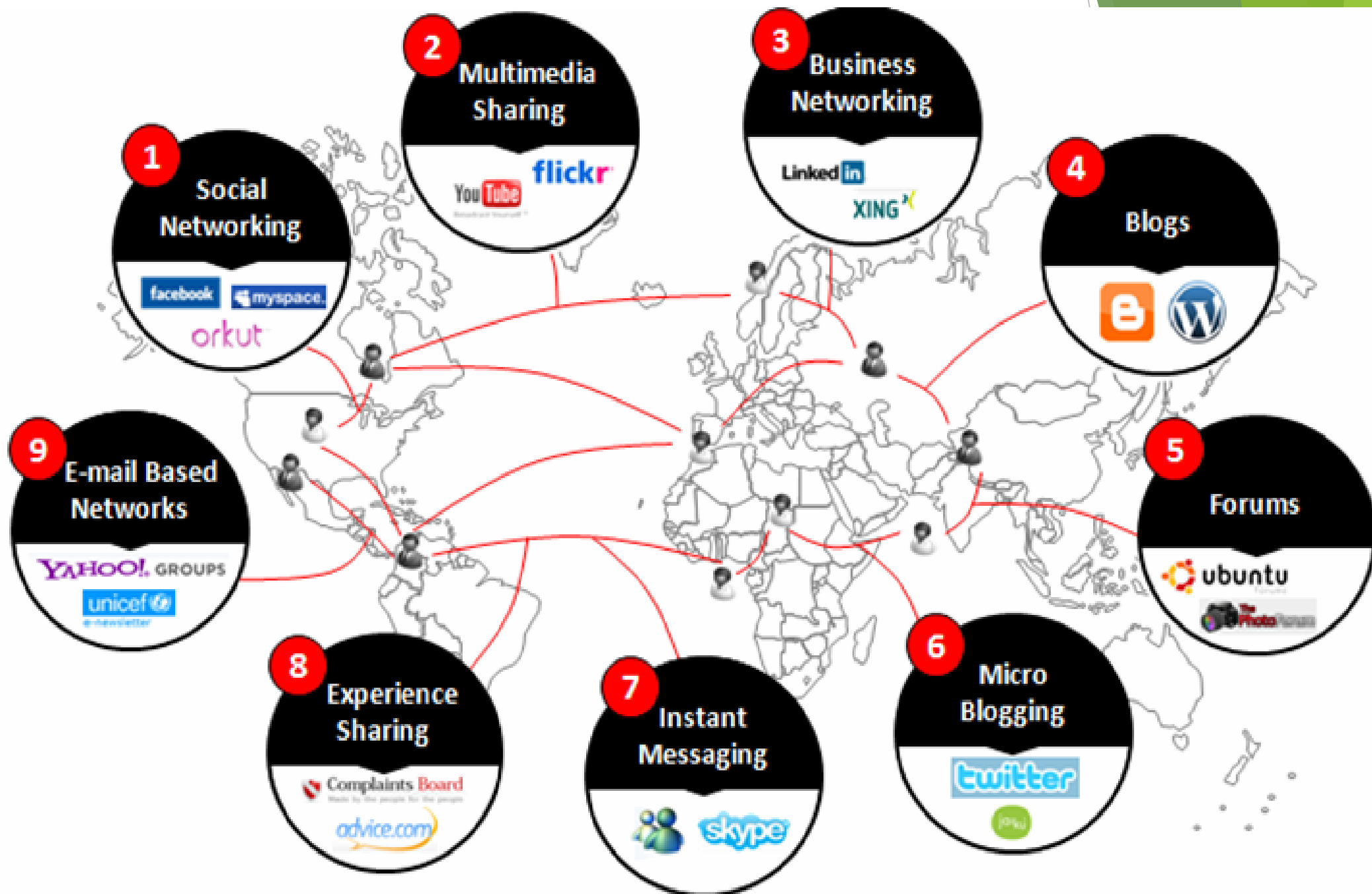
Lost productivity,  
addiction, and fatigue

Meaningless comments

Hackers and frauds

Negative comments

# Categories of social media





# Successful Social Media Campaigns

- ▶ Evian's "[Roller Babies](#)" video holds the official Guinness World Record for most viral video ad of all time.





# Successful Social Media Campaigns

Improve Your Community (2011) |  
Pepsi Refresh Project



# Successful Social Media Campaigns: Common Objectives and Themes

- Sharing humor and creativity with consumers
- Stress deals and contests
- Involve causes, sponsorships, and events
- Interactive games, virtual worlds, and avatars
- Consumer-generated stories and content

# Guerrilla Marketing

- **Guerrilla Marketing** is an advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results.
- Types of guerrilla marketing
  - Ambient marketing
  - Viral marketing
  - Astroturfing











# Astroturfing

- The techniques are very often used on blogs that are actually provided by people financed by a company that is selling the particular product.
- The blogs owned by astroturfers are called often “flogs” – meaning fake blogs

# Viral marketing

Viral marketing is a buzzword for promotional messages that spread through social network

# Whopper Sacrifice



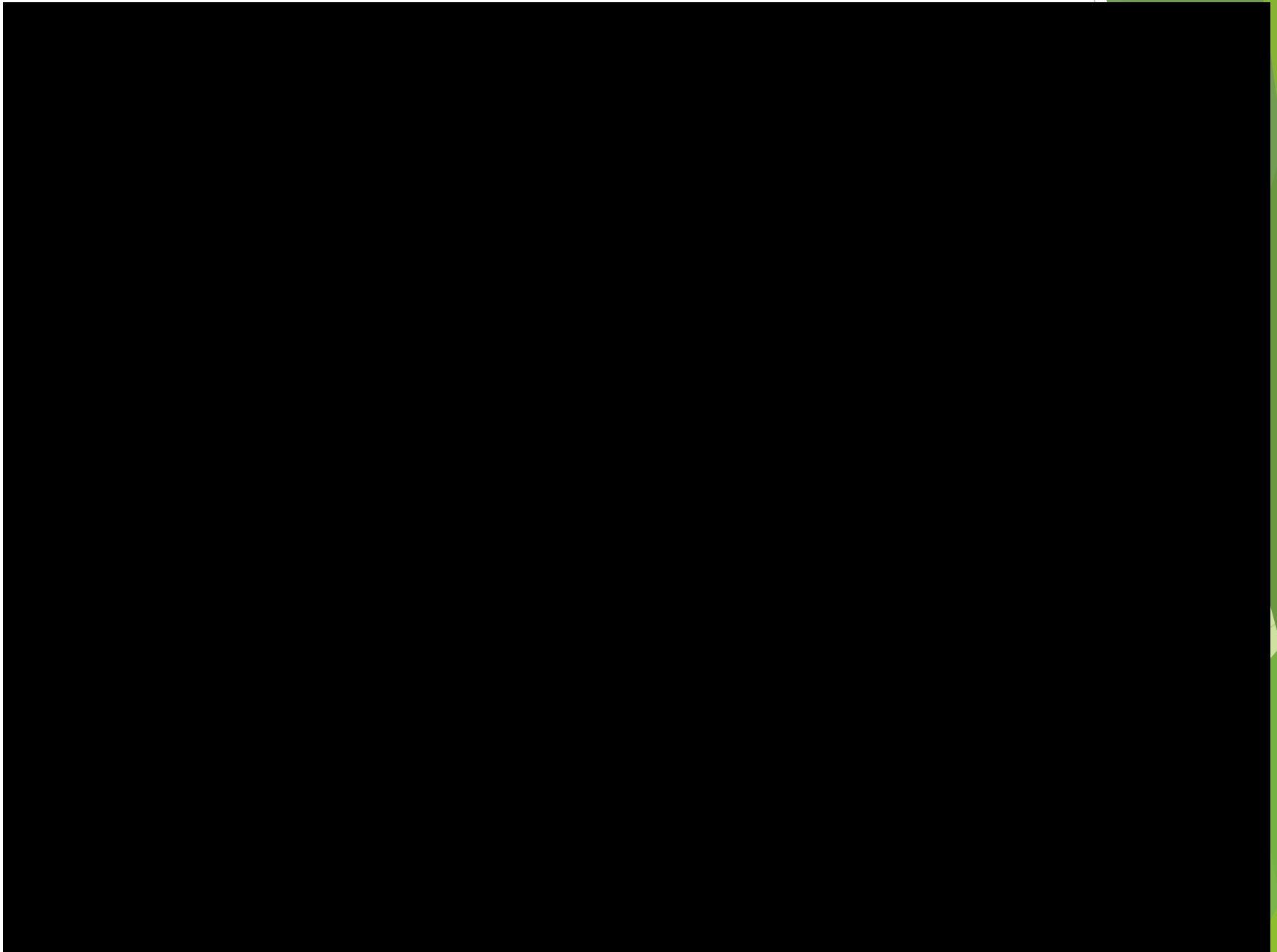
# Volvo Trucks



# Social media - Viral marketing - Flash Mob



# Flash mob





# Ambient Media

New breed of out-of-home products and services determined by some as non-traditional or alternative media



# Ambient Media





# Ambient Marketing





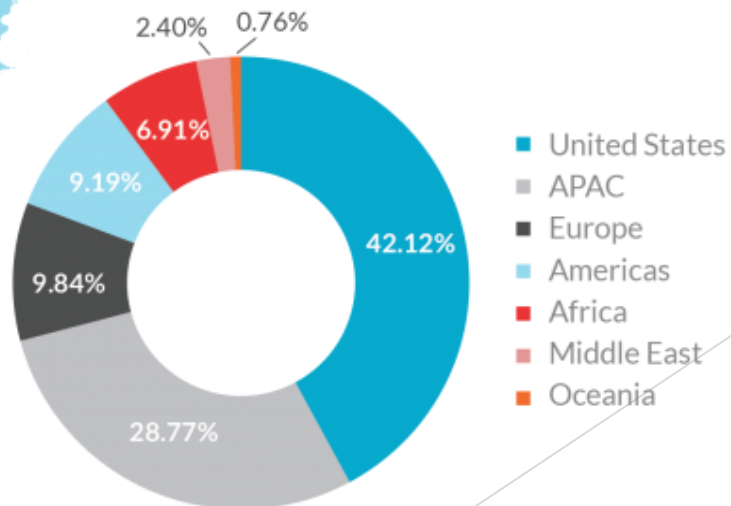
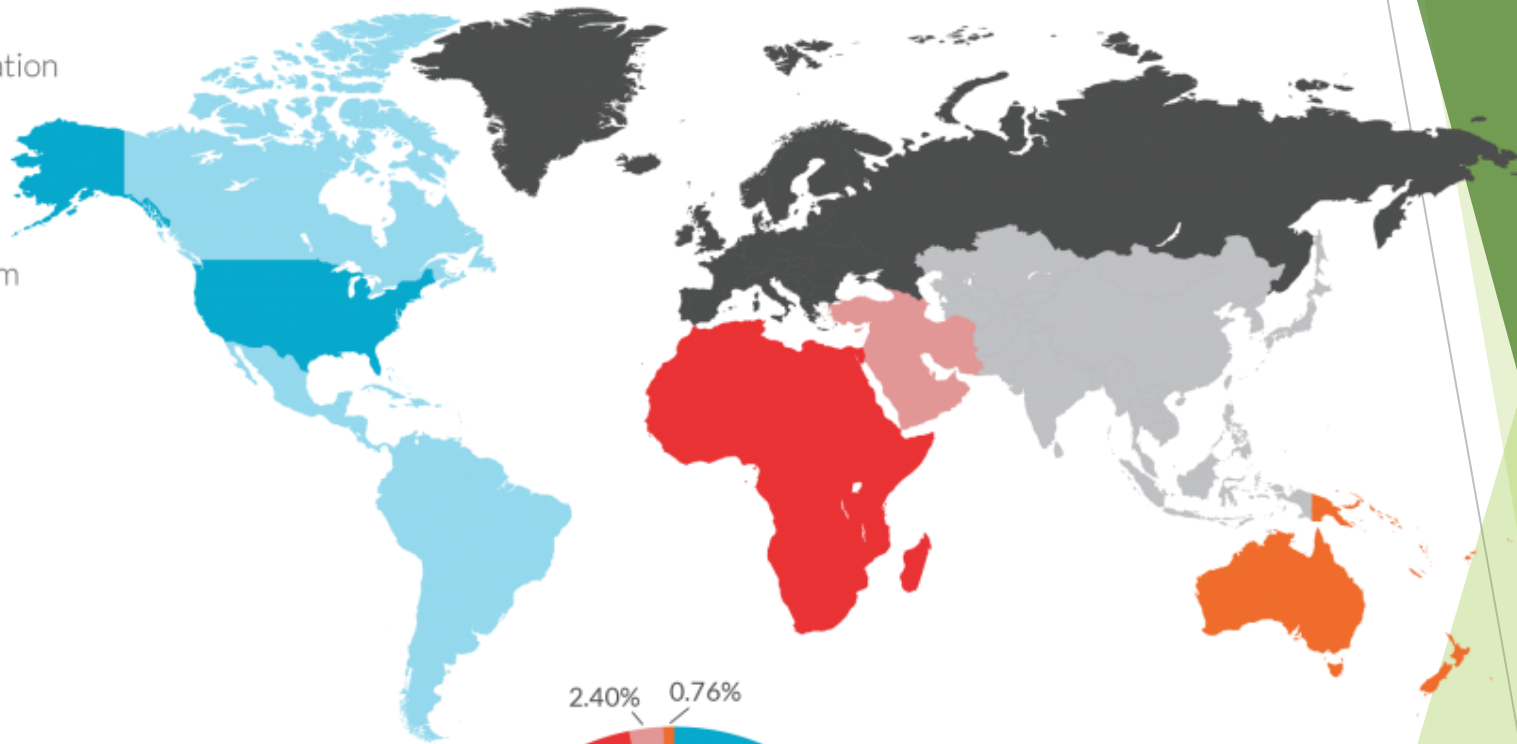
# Mobile Marketing

Any marketing activity conducted through a ubiquitous network to which consumers are constantly connected using a personal mobile device

# Mobile Advertising

## Top 25 countries

United States  
India  
Indonesia  
Russian Federation  
Mexico  
South Africa  
Brazil  
United Kingdom  
Canada  
Germany  
Nigeria  
Italy  
Bangladesh  
Argentina  
Pakistan  
Turkey  
Australia  
Vietnam  
Japan  
Spain  
Venezuela  
Egypt  
Ukraine  
Philippines  
Republic of Korea





# Exercise



- What is the objective of the campaign?
- How can be measured the effectiveness of the Mattel Barbie campaign?
- What kind of marketing actions would you propose for Mattel?

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

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