

# Your Ad Here. And Here. And Here... Paid, Owned and Earned Media

#Provocations Jon Fullmer, VivaKi staff writer - August 13, 2012



BLUEBANDDIGITAL · IL Y A 2 ANNÉES

*VivaKi was recently at a conference hosted by Altimeter and is excited to share insights gleaned during the event.*

Let's face it: The reason *Mad Men* is so popular likely has something to do with the fact that advertising isn't as simple as it used to be. Sure, as Don Draper proves time and again, there's a creative way to sell any given product. But the show is so entertaining because it portrays advertising as an art in and of itself, not a complex cycle of one-uppances in a world of media clutter.

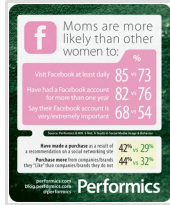


Mad Men - Best Ad Pitch - The Carousel



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In a series of nationwide polls and surveys posted by [Digiday](#) Senior Editor Giselle Abramovich, not only are more people turning to digital sources for their news, but even mothers are becoming increasingly tech-savvy and hungry for more social media options, as evidenced by the research published by VivaKi agency, [Performics](#).



FORBES

## "Social Moms" Like Brands on Facebook - Forbes

Apr 12, 2012 ... Maybe it's no surprise that moms are an especially networked bunch online. After all, it's hard to find a clos...

A TV channel in the UK even plans to launch a station devoted solely to programs that prove buzzworthy on social media sites such as Facebook and Twitter.



ADAGE

## U.K. Channel to Only Air Shows With Most Social-Media Buzz ...

Jun 7, 2012 ... Social media influences TV viewing habits, so Channel 4, the U.K.'s second biggest terrestrial commercial TV statio...

So, how would Mr. Draper fare in today's competitive world of hi-tech marketing? Could he win the day? Or perhaps the bigger question is *what would it take?*

CDS Global points to a new report by Altimeter, which says that paid media, such as seen on *Mad Men*, is no longer enough. It's only a piece of the increasingly complicated world of branding, marketing and advertising today.

The other pieces? Owned media, or "all content assets a brand either owns or wholly controls," and earned media, "user-generated content created and/or shared by users."



## Altimeter Reports on Converged Media: Place your Bets on Trifecta

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Jul 27, 2012 ... Altimeter Group, an analyst firm specializing in disruptive technologies, published The Converged Media Imperative, it...

CDS-GLOBAL

Michael Wiley, our Chief Social Media Officer at VivaKi suggests in his article on MediaPost that many companies "feel both underprepared and threatened by changes wrought by mobile, social media and the emergence of big data." He goes on to deliver the five key factors that such companies can expect to see change in the near future (list enumerated here), and how companies can prepare.

1. The Data Challenge
2. All Media Is Social
3. The Decline of Amateurism
4. The Rise of Social Enterprise
5. The New Mini-Mogul

### MediaPost Publications 5 Driving Forces For Media Change In 2012 ...

Jan 10, 2012 ... As recent studies conducted by IBM and others have established, global marketing organizations in general and CMOs in ...

MEDIAPOST

People on the Web are saying things that support Wiley's perspective which proposes that "our lives and technology are increasingly intertwined" and that "the mechanisms of change are being conceived and created by those who have grown up in a digital world in which left-brain capability is an enabler for right-brain vision." Wiley states, "Part tech geek, part artist, enter the new hybrid agent of change."

[Read more.](#)



Campbell Marketing

@CampbellMkting

Marketing seminar today has taught me that I have received great training in my two tv stops. Shocked how unprepared other reps are.



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Stephanie Ware Douglass

I just sat through almost an 2 hour webinar. Strictly on Google adword and pay per click local online advertising. It was an EYE OPENER... The internet is not the same as it was 10 years ago...



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Barcode Connections

@BarcodeConnect

If you advertise in print media, consider placing a trackable QR code in your ad. You can engage customers, and conn... [bit.ly/xyFJeR](http://bit.ly/xyFJeR)



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Social Media Matters

@matterssocial

Wow. RT @bandt: Online and mobile ads break \$3bn barrier for first time, and target free-TV #advertising #media [bit.ly/N8NO8o](http://bit.ly/N8NO8o)

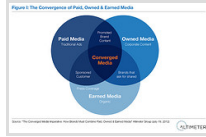


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So what's the best way for businesses to approach advertising?

As the Altimeter report states, the most effective strategy--and perhaps the *only* strategy--is a triple-threat of <https://storify.com/VivaKi/your-ad-here-and-here-and-here>

paid, owned and earned media, or what the report calls "converged media."



### Altimeter Report: Paid + Owned + Earned = Converged Media | Web ...

Jul 19, 2012 ... Altimeter Report: Paid + Owned + Earned = Converged Media. Posted on July 19th, .... [http://web-](http://web-strategist.com/blog)

strategist.com/blog Je...



Just how effective is converged media advertising? According to Jill Proctor on SocialMediaToday, it's pretty effective, with the potential to boost brand awareness 61%.



### How the Paid, Earned & Owned Trifecta Boosts Brand Awareness 61%

Jul 11, 2011 ... The paid, earned, owned media model established itself as a powerful driver of ... A Social Media Today community ... ..

[SOCIALMEDIATODAY](#)

And in case you're concerned about establishing enough online credibility to earn and sustain your business's reputation, here are some tips to boost your earned media status:



### 10 Digital PR Tips for Earned Media | Social ... - Proactive Report

May 23, 2012 ... PR Newswire held a webinar this week to showcase their Earnie award winners and laid out 10 tips on how to score earne...



So while it may be a bit unfair to hold Don Draper up against a standard he most likely would never fully appreciate anyway, it's safe to assume that the days of *Mad Men* are far from over. What remains, however—what the show might remind us—is the fact that great advertising is still an art. Or perhaps it's three arts in one. And maybe Mr. Draper could teach us a few other things along the way:

### What If Don Draper Ran Social Media for Your Association?

Mar 27, 2012 ... What can an association learn from Don Draper? Social Media and your online community will never be the same.

[WWW.YOURMEMBERSHIP.COM](http://WWW.YOURMEMBERSHIP.COM)