

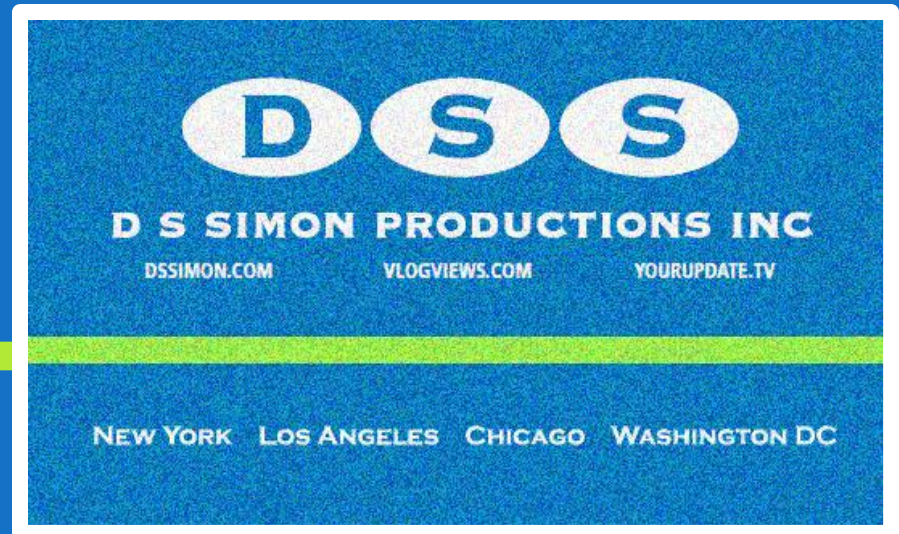
PR News Digital Next Practices Summit 2011

# TEST YOUR IMT IQ: INCORPORATING INTERNET MEDIA TOURS INTO YOUR DIGITAL STRATEGY



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PRESIDENT & CEO

@DSSIMON



# WHY DIGITAL VIDEO?

- **MICROSITES WITH VIDEO ARE 53 TIMES MORE LIKELY TO GET ON THE FRONT PAGE OF GOOGLE SEARCH. [FORRESTER RESEARCH]**
- **MORE THAN 178 MILLION U.S. INTERNET USERS WATCHED VIDEO ONLINE IN JUNE, 2011. [COMSCORE]**
- **THE TOTAL U.S. INTERNET AUDIENCE ENGAGED IN 6.2 BILLION VIEWING SESSIONS IN JUNE, 2011. [COMSCORE]**
- **AOL'S NEWSROOM IS NOW BIGGER THAN THE NEW YORK TIMES. [BUSINESS INSIDER]**

# ~ PRKETING™ ~

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CREATING CONTENT WITH  
A PR VOICE TO CHANGE  
CONSUMER BEHAVIOR  
AND ACHIEVE MARKETING  
GOALS.

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D S SIMON PRODUCTIONS —

# How Web Influencers Are Using Video



## Does Your Website Use Video to Cover Stories?

	2011	2010	2009
TV	96%	96%	79%
Radio	90%	35%	59%
Newspapers	78%	72%	53%
Magazines	76%	52%	53%
Web Media	87%	64%	70%
<b>AVERAGE</b>	<b>85%</b>	<b>64%</b>	<b>63%</b>

# How Web Influencers Are Using Video



## Are Media Using Outside Video on Their Sites?

	2011
TV	63%
Radio	94%
Magazine	86%
Newspaper	93%
Web Media	80%
<b>Average</b>	<b>84%</b>

## If You Consider Using Outside Video, Would You Use:

	B-Roll Footage	Sounds Bites	A Completed Video	Embed Codes
TV	98%	56%	19%	42%
Radio	30%	55%	50%	78%
Newspaper	29%	43%	71%	100%
Magazines	43%	29%	75%	75%
Web Media	47%	51%	72%	83%
<b>Average</b>	<b>49%</b>	<b>47%</b>	<b>57%</b>	<b>76%</b>

# How Web Influencers Are Using Video



## What Amount of Website Video Content Will You Be Doing A Year From Now?

2011	Much More	More	Same	Less	Much More + More
TV	33%	43%	22%	1%	76%
Radio	30%	55%	15%	-	85%
Newspapers	-	78%	22%	-	78%
Magazines	9%	76%	15%	-	85%
Web Media	26%	46%	27%	1%	72%
Average	24%	60%	20%	1%	79%

# INTERNET MEDIA TOURS

## (IMTs)



# IMTs

**VIRAL VIDEO  
MEDIA  
PLACEMENT**

**VIDEO  
PRESS  
JUNKETS**

**INTERNET  
INTERVIEW  
TOUR**

**SOCIAL  
MEDIA VIDEO**

**MOBILE**

# CONTENT STRATEGY

VOICE OF YOUR BRAND

PROGRAM CONTENT

PRODUCTION VALUE

FREQUENCY OF POSTS

MARKETING™ PLAN

# VIRAL VIDEO MEDIA PLACEMENT (VVMP)

**WEB  
SYNDICATION**



**MEDIA  
WEBSITES**

**SPECIFIC URL + VIDEO**

**VIRAL  
SOCIAL  
MEDIA**

**EARNED  
MEDIA**

**B2B/B2F**

**MULTIMEDIA  
NEWS  
RELEASE  
(MMNR)**

# VIRAL VIDEO MEDIA PLACEMENT (VVMP)

## DOWNY'S "CLEAN SHEET WEEK" CHALLENGE WITH COMEDIAN MIKE BIRBIGLIA



HUFFINGTONPOST.COM

### Project highlights:

- Downy & Macy's partnered to let consumers know that clean sheets give you a better nights sleep. As part of the Clean Sheet Challenge, comedian Mike Birbiglia slept in a Macy's window for an entire week.
- Top IMT hits included Huffingtonpost.com which receives 442,326 daily viewers.
- Total views from Video Syndication hit 52,650.

# VIDEO PRESS JUNKET (VPJ)

## COMPONENTS:

**BOOKING**



**WEBSITE POSTINGS**

**EVENT WITH 5+ MEDIA OUTLETS ATTENDING AND TALENT**

**CREW + EQUIPMENT**

**ON SITE EDITING**

**DISTRIBUTION TO MEDIA**

# VIDEO PRESS JUNKET

(VPJ)

## SONIM SPIRIT PHONE REPORTER TORTURE TEST



### Project highlights:

- Generated significant coverage on 3,284 web sites, six times more than is typical for comparative projects.
- Created an environment to get big media outlets to cover the Sonim XP2 and the “Sonim Stress Test” At PEPCOM including top sites such as CNN and Engadget.
- Created a social media presence for the company with Sonim generated content and a push that improved presence on Twitter and Facebook.
- Drove visitors from 41 countries to the [sonimtech.com](http://sonimtech.com) site

ENGADGET.COM

# INTERNET INTERVIEW TOUR (IIT)

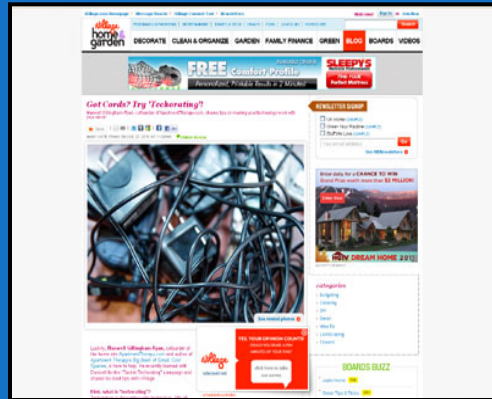
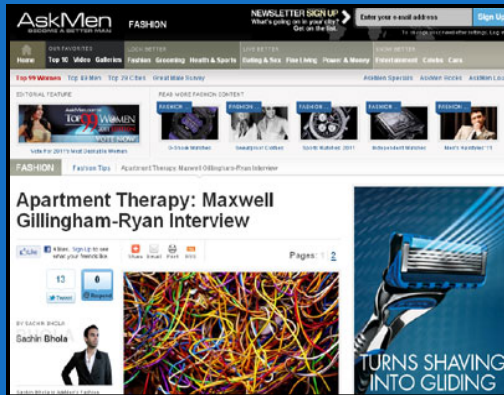
## COMPONENTS:



# INTERNET INTERVIEW TOUR

(IIT)

## DURACELL AND APARTMENT THERAPY'S MAXWELL GILLINGHAM-RYAN ON "TECHORATING"



**Project highlights:**

- Placement on top web media outlets including iVillage
- Distribution to websites with a daily audience of nearly 600,000
- Additional content generated for social media outreach

# INTERNET MEDIA TOURS ARE OFTEN PRODUCED WITH:

- SATELLITE MEDIA TOURS
- CORPORATE VIDEO
- TRADE SHOWS
- PRESS CONFERENCES
- EVENTS
- INTERNAL
- COMMUNICATIONS
- WEBCAST



# INTEGRATED MEDIA TOURS

## MARISSA MILLER & HARLEY DAVIDSON PROMOTING SUPPORT THE TROOPS "THANK YOU" WEBSITE



FOX BUSINESS

Home | Video | Markets | Personal Finance | Small Business

AMERICA'S MOST WANTED

NOVEMBER 11, 2010

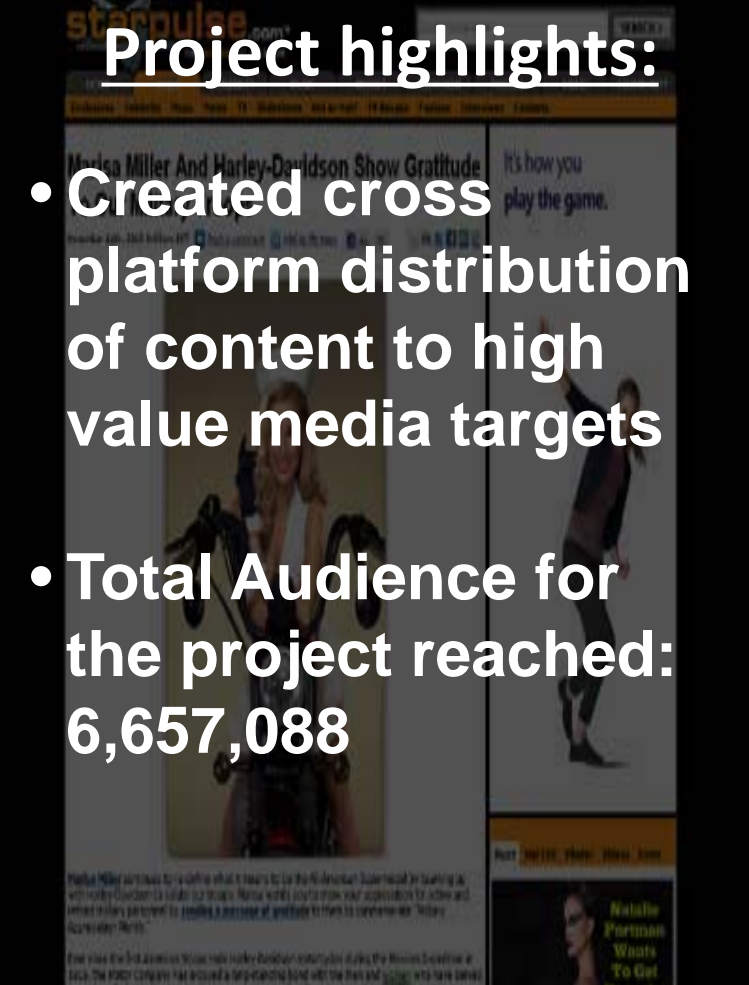
**Marissa Miller Pays Tribute to the Troops**

Supermodel Marissa Miller on how her venture with Harley Davidson aims to give back to the troops.

FOX BUSINESS  
FIND US IN YOUR AREA AT  
FOXBUSINESS.COM/CHANNELFINDER

### Project highlights:

- Created cross platform distribution of content to high value media targets
- Total Audience for the project reached: 6,657,088



# Video for Social Media Sites

D S Simon Productions produced the Luxury Manifesto video series for the Waldorf Astoria's social media sites.

The videos featured luxury icons including leading restaurateur Danny Meyer, fashion designer Tommy Hilfiger and Steve Sadove, CEO of Saks 5<sup>th</sup> Avenue.



# Mobile



TABLETS NOW ACCOUNT FOR **28%** OF NON-COMPUTER DIGITAL TRAFFIC IN THE U.S. AS OF SEPTEMBER 2011 [COMSCORE]

BY 2014, MOBILE INTERNET IS PROJECTED TO TAKE OVER DESKTOP INTERNET USAGE. [MICROSOFT TAG, 2011]

# DR. DOUG'S

# DIGITAL PRESCRIPTION

- **YOU ARE NOW IN THE CONTENT CREATION BUSINESS.**
- **THE STORY DEVELOPMENT AND PRODUCTION EXECUTION HAS TO BE IN SYNC WITH THE VALUE PROPOSITION OF THE BRAND.**
- **YOU NEED TO HAVE A COMPREHENSIVE MULTI-PLATFORM DISTRIBUTION PLAN IN PLACE FOR THE CONTENT YOU ARE CREATING.**
- **YOU HAVE TO IDENTIFY THE BEHAVIOR YOU ARE TRYING TO CHANGE IN THE TARGET AUDIENCE**
- **SET GOALS BEFORE YOU START AND HAVE THE TOOLS IN PLACE TO MEASURE RESULTS.**

# THANK YOU

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