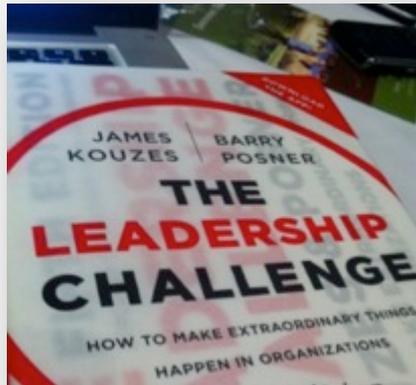
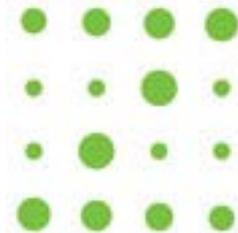


Hello.



About @KriselleLaran



KRISELLE LARAN

Zeno Group
Vice President, Digital

twitter.com/krisellelaran
linkedin.com/in/krisellelaran
kriselle.laran@zenogroup.com



@krisellelaran





THIS IS ZENO GROUP

Zeno is a global, integrated communications agency, born from PR.

We defy conventional labels. Converged at the core, the way we create strategy and develop ideas is holistic, and we are tapped into the cultural heat of the day. We have a relentless passion to pursue the unexpected in order to turn heads and win hearts.

- Family Owned
- One P&L
- Nimble, Fast & Independent
- Fearless. Not Reckless.
- Social at the Core
- Everyone is an Account Executive
- Transparent – No Surprises
- Culture, Culture



Agile Storytelling From Listening

AUDIENCE & BUSINESS INSIGHTS

Identifying impactful conversations, influencers and actionable insights to inform ideation

CREATIVE

Developing the content that drives desired outcomes

MEDIA SPECIALISTS

Harnessing knowledge and relationships to generate a story with compelling content

SOCIAL STRATEGISTS

Generating engagement and action through creative content

PAID AMPLIFIERS

Identifying the right content and applying a strategic amplification approach to gain more traction



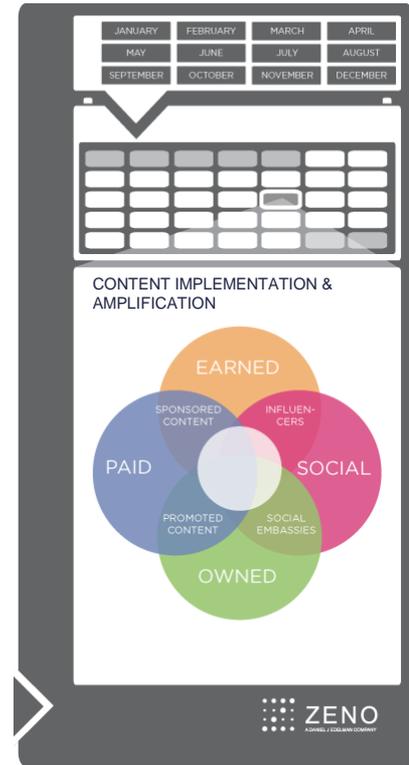
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 ZENO
A DANIEL J. EDELMAN COMPANY

An Integrated Program



EDITORIAL CALENDAR DEVELOPMENT



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Zeno Pillars of Measurement

BRAND AND CAMPAIGN OBJECTIVES

RELATIVE RETURNS

What it's worth.

We'll assess how the campaign delivers measurable results relative to alternative investments of time or money.

OUTPUTS

Things we do.

We reliably count, record and present the measurable results of core program or campaign tactics.

IMPACTS

What it changes.

We'll investigate how the campaign changes opinions, attitudes or the behavior of the target audience or impacts real world events.

OUTCOMES

Things we get.

We compare our measurable results to our goals, the market and/or competitors.

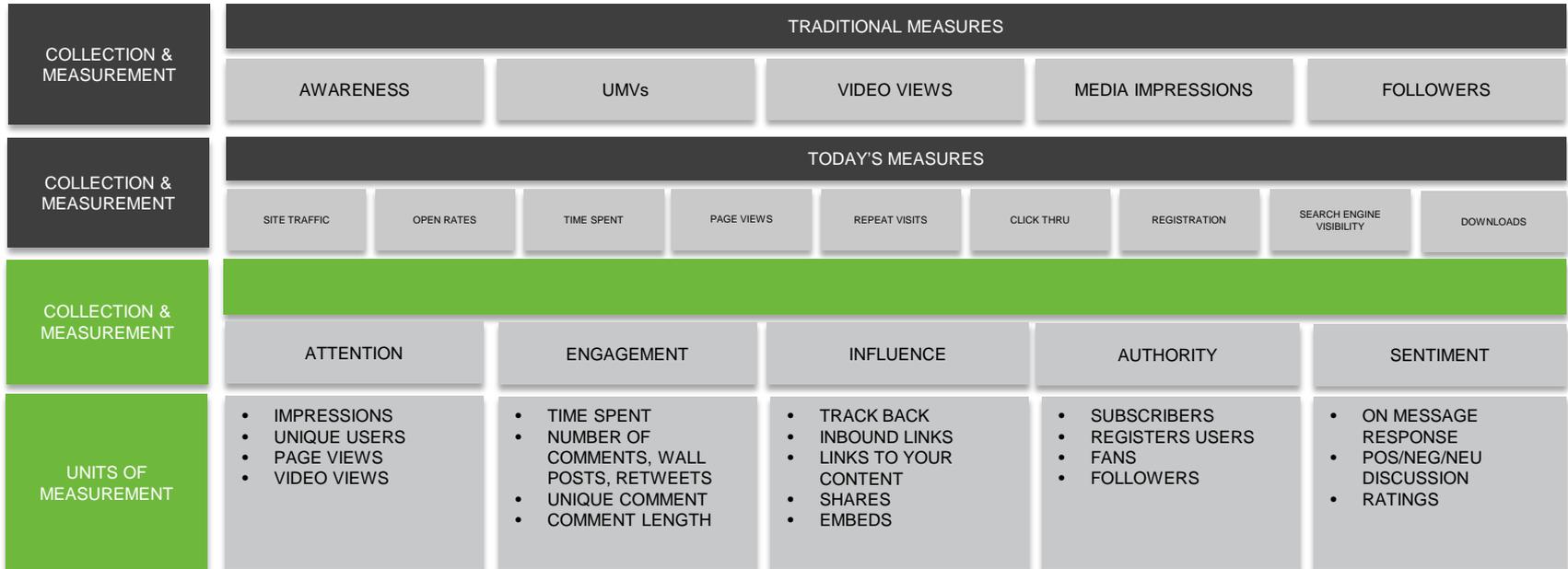
TOOLS & DATA SOURCES

INSIGHTS DASHBOARD

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Zeno KPI Tracking Model

- Put measurement at the heart of the planning process so that our ideas drive action and business results
- Deliver real time and continuous measurement to ensure that execution can be enhanced or adjusted quickly
- Work with brand consumer knowledge and research teams to set metrics and decide on the best channels to achieve them
- Stay ahead of measurement tools to deliver excellence in measurement standards



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Example Persona Card

OVERVIEW

Education and Certification

Undergraduate varies, often with Business background; Generally has Masters-level education

Tasks and Responsibilities

Major departmental oversight and budgets

Decision Making

Complete control

MEDIA CONSUMPTION

Media Types

- Broad case studies
- Forbes
- Conference programs
- CMO/CIO/CTO: Twitter
- CSO: Reddit
- LinkedIn
- Slideshare

Sample Outlets

- CSO Online
- Gartner Blog Network
- Information Week
- Private LinkedIn Groups

MESSAGING

User Goals for Archetypes

CTO/CIO

Efficiency
Cost Effectiveness
Technology and Business Intelligence

CSO (Chief Security Officer)

Maximizing Efficiency Using the Cloud without Compromising Security
Assets, Data Management

Pain Points

- Cost without clear application

Advocacy/Purchase Drivers

- Data-powered solutions
- How decisions affect business and public at large

Message Notes

- Show CTO/CIOs cost savings
- CSOs more technically-minded

ENGAGEMENT

Influence

Massive followings but many have audiences that do not match company targets

Social Reach

15-100k Followers; varies wildly based on level of public-facing content and personality

Social Channels

- CSO Online
- Twitter
- Blogs

Conversation Style

- CTOs/CIOs very cautious and conservative in public
- CMO interaction must publicly benefit them
- CSOs far more blunt, technical

FOCUS

Industry/Conversation Focus

How company can directly tie to business goals ; Tailored to C-Suite position

Example Scenario

The New York Times

vs.

EE|Times

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Example Scenario

THE WALL STREET JOURNAL.

vs.

◀re/code▶

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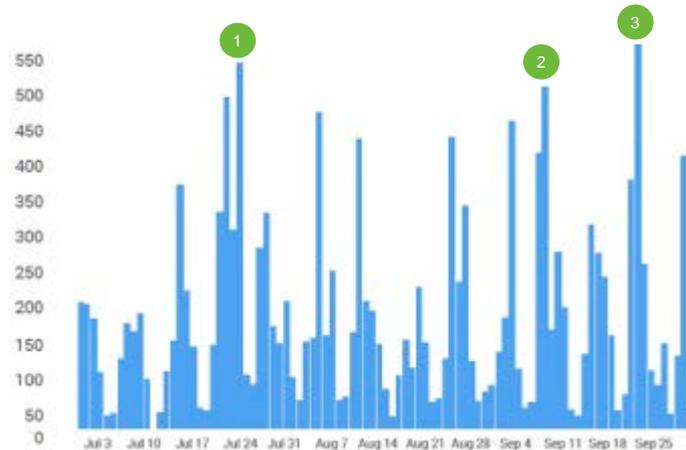
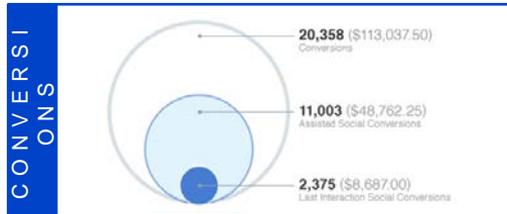
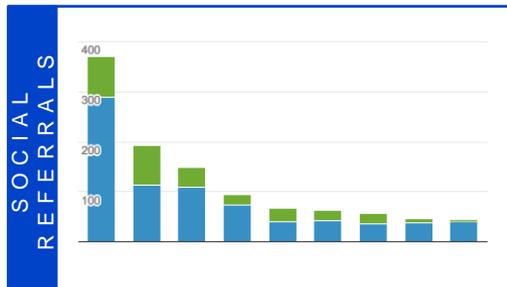
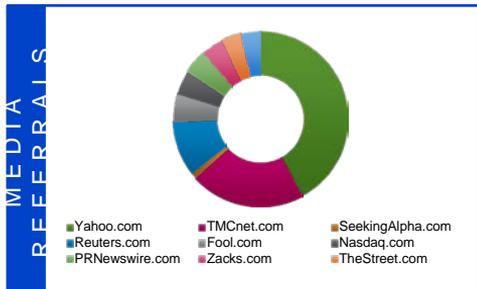
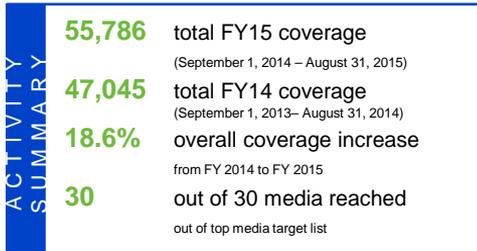
Example Scenario



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Sample Dashboard



- 1 Trending topic or key coverage explanation here
- 2 Trending topic or key coverage explanation here
- 3 Trending topic or key coverage explanation here

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DreamWorks Animation + Expedia Media Solutions

Time Travel Proves Successful on World's Largest OTA

OBJECTIVE: Drive awareness and ticket sales to support *Mr. Peabody & Sherman* release

STRATEGY: Call attention to the featured destinations of Greece, Italy and France through a partnership with Expedia Media Solutions, launching a multi-faceted campaign supporting the theatrical release of *Mr. Peabody & Sherman*

TACTICS:

- Microsite for sweepstakes promotion
- Social amplification on Facebook, Twitter, Google+ and the Expedia Viewfinder blog
- “Where in history would you travel to?” Twitter chat

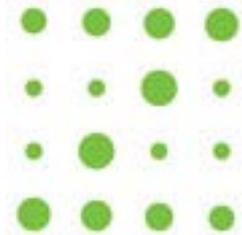
RESULTS:

- 5.5 million social impressions
- 6.7% click through rate
- 400,000+ website visits from social
- 66,000 entries in two weeks

@krisellelaran



Thank You!



KRISELLE LARAN
Zeno Group
Vice President, Digital

twitter.com/krisellelaran
linkedin.com/in/krisellelaran
kriselle.laran@zenogroup.com



@krisellelaran

