

5 Lessons from a PR Vet
who Turned to Digital
then Returned to PR

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Careers are slaloms, not lines



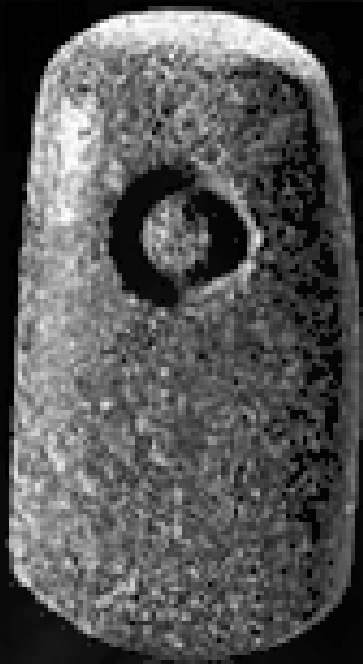
Media

Agency PR

Speechwriter

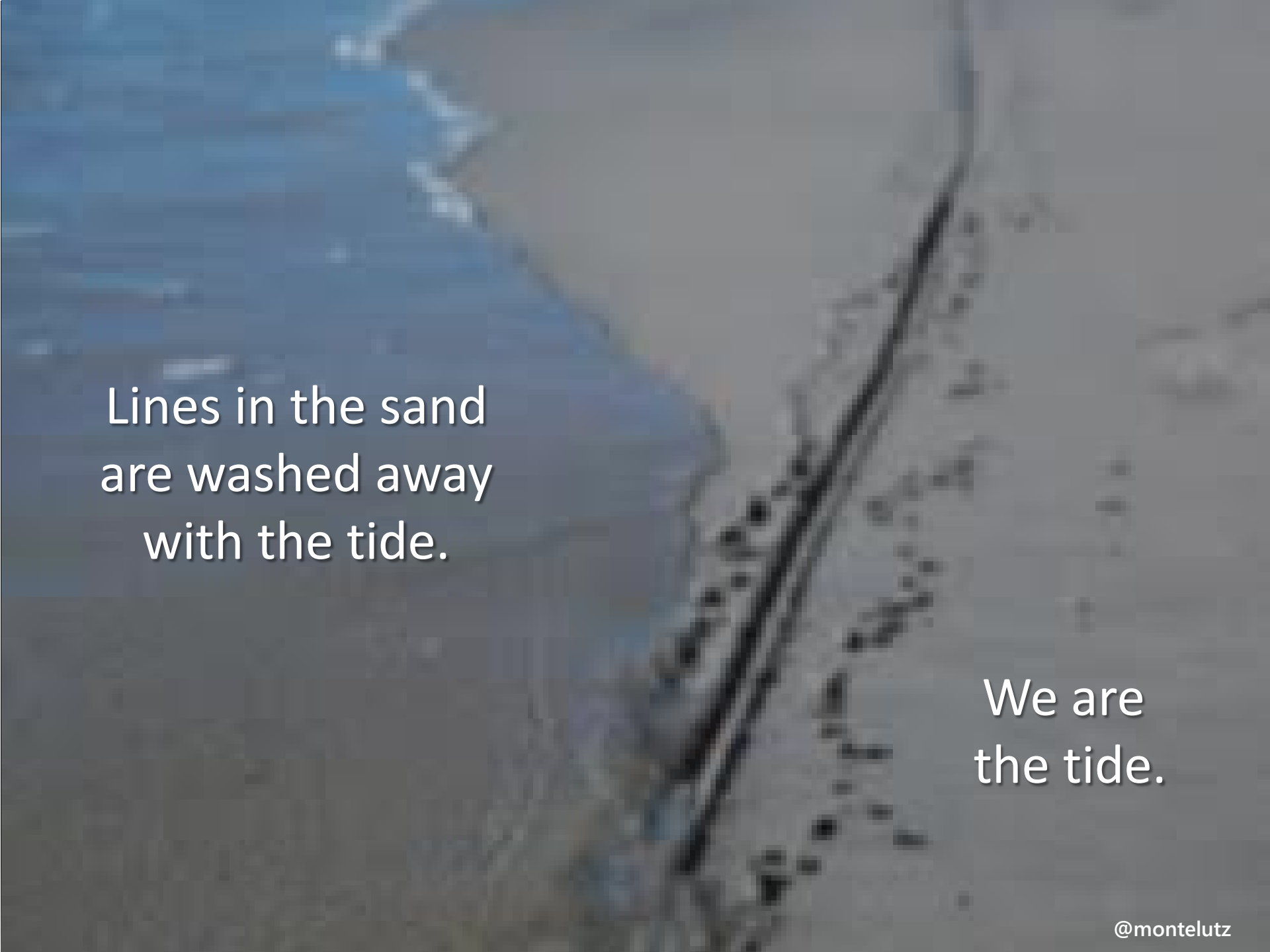
Digital

In-house PR



We are evolving
with the system



An aerial photograph of a beach. The ocean is on the left, with a white surf line. The sand is on the right, with several dark, curved lines drawn on it. The text is overlaid on the image.

Lines in the sand
are washed away
with the tide.

We are
the tide.

5 Habit-forming Digital PR Behaviors

1. Consumption List
2. Newsroom is shared, not owned
3. Deeply Owned Content
4. Windowing Exclusives
5. Measure Across, Not Down

Replace Your Media List with a Consumption List

Single-Serving News; audience of one

AT&T 8:44 PM

ATVI	16.67	+0.00%
DOW J	15,837.88	-0.26%
NASDAQ	4,083.61	-1.08%
S&P 500	1,781.56	-0.49%
FTSE 100	6,550.66	-3.29%
AAPL	550.50	+0.81%

China, Japan Bright Spots in Apple's Earnings
Apple's latest quarterly results were another remi...
The Wall Street Journal - 1/27/14 at 8:28 PM

Best smartphone apps for AAPL traders and Apple investors
Here then are the top 5 free apps for re...
MarketWatch - 1/27/14 at 8:23 PM

Apple iPhone Sales, Outlook Come Up Short
Apple reported selling fewer iPhones than project...
The Wall Street Journal - 1/27/14 at 8:13 PM

Market closed

8:50 PM 65%

23 mins to Home
Light traffic on I-10 E

8:49 PM 65%

NAVIGATE / ALTERNATE

Call of Duty

ATVI Today
NASDAQ - 1:00PM

16.67

Samsung 65" Class 6412" Diag. LED 1080p 120Hz HDTV UN65EH6000FXZA
www.bestbuy.com

Samsung 65 Led Smart TV

What to buy, Beat Di3seL at Call of Duty Ghosts, and a Steam OS install guide
www.gamespot.com - 7 hours ago

Call of Duty: Ghosts

8:56 PM 65%

Home Feed montelutz

Britopian 42 minutes ago
RT @tamicann: "Average people are becoming major influencers. Some of your employees have this power. Think about that." @markfidelman
2 Retweets

stevfurman 42 minutes ago
If you want to see what the intersection of education and technology looks like, follow. @jlmilti
1 Retweet

adage 43 minutes ago
Chipotle hits Hulu with debut of satirical series 'Farmed and Dangerous'
bit.ly/1jYrbEt
18 Retweets

JeremyHL 44 minutes ago
At least four Marlboro Men have died of smoking-related diseases
fb.me/1eXXSR5zT

karaswisher 45 minutes ago
The iPhone 5c comes in green, yellow, blue, red, white and disappointing.
on.recode.net/1aYUQuF via @InaFried
13 Retweets

mathewi 46 minutes ago

Replace Your Media List with a Consumption List

Go where your audience is



The Newsroom is Shared, Not Owned

We are failing the media & ourselves

SONY PICTURES CLASSICS GET HITCHED
New York, NY (January 24, 2014) - Sony Pictures Classics announced today that they have acquired Ira Sachs' feature *LOVE IS STRANGE*. *LOVE IS STRANGE* made its world premiere at the 2014 Sundance Film Festival and received films by critics and audiences alike.

SONY PICTURES CLASSICS LANDS SUNDANCE SLEEPER HIT "LAND HO!"
Park City, Utah (January 22, 2014) - Sony Pictures Classics announced this morning that it has secured a bawdy road trip comedy *LAND HO!*, which premiered on Sunday at the Sundance Film Festival. *SPC* will distribute the film.

SONY PICTURES CLASSICS ACQUIRES SUNDANCE HIT "WHIPLASH"
New York, NY (January 18, 2014) - Sony Pictures Classics announced today that they have acquired German rights to Damien Chazelle's feature *WHIPLASH*. The film, which played as the 2014 Sundance Film Festival's Grand Jury Prize Winner, will be distributed by Sony Pictures Classics.

SONY PICTURES CLASSICS ACQUIRES WOODY ALLEN'S NEXT FILM "MAGIC IN THE MOONLIGHT"
New York, NY (January 9, 2014) - Sony Pictures Classics announced today that they have acquired all rights to Woody Allen's next film, *MAGIC IN THE MOONLIGHT*, from Gravier Productions. Like *BLUE JASMINE*, the film is produced by Letty Aronson and is set to be distributed by Sony Pictures Classics. *MAGIC IN THE MOONLIGHT* was shot by Darius Khondji (*MIDWINTER IN PARIS*) with Production Design by Anne Seibel (*MIDWINTER IN PARIS*).

SONY PICTURES ENTERTAINMENT APPOINTS MAN JIT SINGH PRESIDENT OF SONY PICTURES ENTERTAINMENT
CULVER CITY, Calif., January 6, 2014 - Sony Pictures Entertainment today announced that Manjit Singh has been appointed as the new President of Sony Pictures Entertainment, Inc. Mr. Singh will be reporting to Michael Lynton, CEO, Sony Entertainment, Inc., and Amy Pascal, CEO, Sony Pictures Entertainment, Inc.

The Walt Disney Company Newsroom

Disney Corporate Videos and Photos

- Video - October 30, 2012: Disney to Acquire Lucasfilm Ltd.
- Photo - June 5, 2012: MOHL Mickey Check
- Photo - June 5, 2012: MOHL Toy Story Apples
- Photo - June 5, 2012: MOHL Mickey Mouse Chighthouse
- Photo - June 5, 2012: MOHL Crunch Pak Foodies
- Photo - June 5, 2012: MOHL Doc McStuffins
- Photo - June 5, 2012: MOHL Disney Parks and Resorts
- Photo - June 5, 2012: MOHL 'Grave' Subway
- Video - May 23, 2012: Disney Signs Statement of Support at 'Heroes Work Here' Career Expo
- Video - April 2, 2012: Newsies

Warner Bros. Newsroom

News (4067 Results) Page 1 of 407

- January 27, 2014: "Charlie and the Chocolate Factory" Extends Booking Until 30 May 2015
- January 24, 2014: Warner Bros. International Television Production Announces First Latin American Format of the Acclaimed, Multi-award Winning Series "ER," to be Produced in Colombia
- January 24, 2014: Hugh Jackman to Star in Director Joe Wright's Live Action Peter Pan Film
- January 23, 2014: Universal Orlando Resort Reveals Details for The Wizarding World Of Harry Potter
- January 21, 2014: "Dan DeGennaro Show" Becomes First U.S. Daily Talk Show Carried in China
- January 17, 2014: Creates Drama with "The Bachelor" Bouquet from ProFlowers and Warner Bros.
- January 17, 2014: Superman/Batman Film Moves to 2016 and Peter Pan Adventure Files into 2015
- January 15, 2014: Maker Studios Teams Up with Warner Bros. Studio 2.0 to Launch Original Comedy Series "Robin Banks and the Bank Roberts"
- January 14, 2014: "The Mentalist" Ranks as Top Rated Show Overall in France for 2013

The Newsroom is Shared, Not Owned

Give open access to everyone – not just media

The screenshot shows the 'Unbottled our Blog' page. At the top, there's a navigation bar with 'Coca-Cola Journey' and 'Unbottled our Blog'. Below that, a search bar and navigation tabs for 'FRONT PAGE', 'BRANDS', 'VIDEOS', 'FOOD', 'MUSIC', and 'UNBOTTLED'. The main content area features a 'FEATURED' section with a large image of five people sitting on a bench, titled 'It's the real thing. Coke.' Below this, there's a 'WHAT'S BUBBLING' section with a list of five items:

- 1. 'BOYS ON A BENCH': COKE'S ORIGINAL #WORKTHATMATTERS**
Following the recent riot riots and tragic assassination of Dr. Martin Luther King, Jr. in the late-1960s, Coca-Cola Chairman and CEO Robert Goizueta set out to create a message of unity and reconciliation.
- 2. OUT OF OFFICE: IMAGINE SERVING 7,000 SANDWICHES IN ONE WEEKEND**
The #OutOfOffice monthly series highlights many of our Coca-Cola employees who...
- 3. TOP 10 PHOTOS FROM FIFA WORLD CUP TROPHY TOUR**
It goes without saying that being the official "biographer" of the FIFA World Cup Trophy Tour by Coca-Cola is the best job in the world.
- 4. WHY YOU WILL LOVE INTERNING AT COCA-COLA**
From merchandising on Coca-Cola trucks, testing product in the lab and even carrying the Olympic torch... to...
- 5. FREEZING OUT HFC IN FAVOR OF NATURAL REFRIGERANT**
For over a decade, The Coca-Cola Company has invested more than \$100 million in research, development and...

Below the list, there's a 'SHARE YOUR STORY' section titled '#OUTOFFICE: WHAT INSPIRES YOU?' with an 'UPLOAD YOUR PHOTOS' button. At the bottom, there's a 'LATEST POSTS' section with three items:

- GLOBAL SHAPERS MONTERREY HUB: BRINGING HAPPINESS BACK TO BY MARIA FERNANDA GANDARA GIL**
- GLOBAL SHAPERS: MENTORING FOR YOUTH BY ALINA V. SPANASENO**
- GLOBAL SHAPERS YEREVAN HUB: COMMITTED TO A BETTER TOMORROW BY NOVHANNES TORJAN**

At the very bottom, there's a Facebook social media widget with the text 'WE'D LOVE IT IF YOU'D LIKE US!' and a Facebook logo.

The screenshot shows the 'THE FIZZ' section, which is a list of popular content. It has four main categories, each with a 'TOP 10' indicator:

- MOST READ**: 'Boys on a Bench': Coke's Original #workthatmatters
- MOST SHARED**: 'Boys on a Bench': Coke's Original #workthatmatters
- MOST WATCHED**: Coca-Cola Small World Machines -- Bringing India & Pakistan Together
- MOST DEBATED**: 'Boys on a Bench': Coke's Original #workthatmatters

Each category includes a small thumbnail image and a 'Download Video' button.

The screenshot shows the 'Press Center' section. At the top, there's a navigation bar with 'Coca-Cola Journey' and 'Press Center'. Below that, there's a search bar and navigation tabs for 'FRONT PAGE', 'BRANDS', 'VIDEOS', 'FOOD', 'MUSIC', and 'UNBOTTLED'. The main content area features a 'PRESS CENTER' section with a list of press releases and a 'VIEW BY' section.

The 'PRESS CENTER' section has a 'FRONT PAGE' tab and a 'PRESS CENTER' tab. Below that, there's a 'VIEW BY' section with a 'TOPIC' dropdown menu and a 'SUBMIT' button. There's also a 'Choose A Date' section with a calendar for January 2014.

The 'PRESS RELEASES' section has a list of press releases with a 'SEE MORE' button:

- Coca-Cola Marks Underdog's Crowning Moment in New Big Game Ad**
ADDED: Jan 27, 2014
- Coca-Cola Installs 1 Million HFC-Free Cooler Globally, Preventing 6,500,000 Metric Tons of CO2**
ADDED: Jan 22, 2014
- The Coca-Cola Company to Present at Consumer Analyst Group of New York Conference**
ADDED: Jan 21, 2014

At the bottom, there's a 'CLICK THE TILES TO EXPLORE MORE STORIES ON JOURNEY' section.

The Newsroom is Shared, Not Owned

Create content that finds your audience

patagonia Climbing

A Life on Ice

Steve House and Vince Anderson talk Nanga Parbat, guiding, and Ouray Ice Festival with the *Durango Herald*.

"It's entirely genuine to watch people's eyes sort of light up," House said, the enthusiasm apparent in his voice. "To watch it click. I think climbing, as an activity, from the outside is sort of hard to understand, until you do it. It's a hard thing to describe, but once you've experienced it yourself, it's big, and to watch people go through that - I get to see it. It's a great experience."

Read the article

From Our Ambassadors

- Jasmin Caton
- Kate Rulterford
- Majka Burhardt

Book and DVD
MADE IN CALIFORNIA

SLOW IS FAST

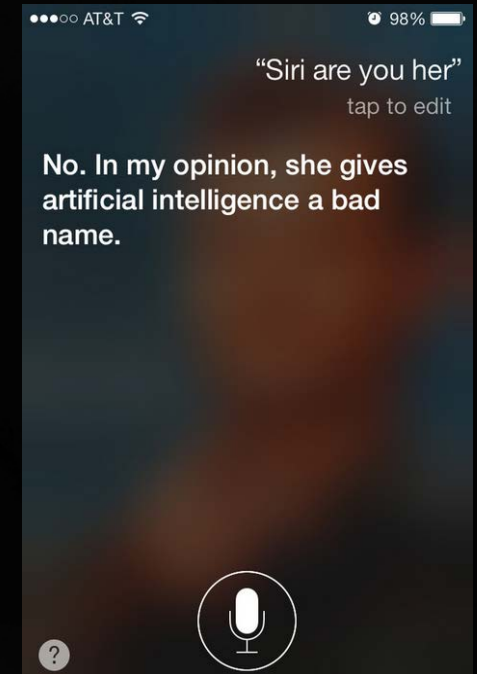
Slow is Fast Book & DVD with Dan Malloy, Kanoa Zimmerman and Kellen Keene

Book Patagonia 999 6 months ago

"The best way to get people's attention is to be useful and show useful information that enhances people's lives." - Joy Howard, VP-marketing at Patagonia

Deeply Owned Content

Siri are you Her?



Deeply Owned Content

Message of the Day

MESSAGE OF THE DAY



With the Season Pass you'll get 4 epic downloadable content packs: **ONSLAUGHT**, **DEVASTATION**, **INVASION**, AND **NEMESIS** - providing brand new multiplayer maps, bonus weapons, and a unique 4-part episodic Extinction experience, all for one great low price.*

Plus, when you purchase the Season Pass, you get instant access to bonus in-game content including the downloadable multiplayer map, **FREE FALL**, and the **TEAM LEADER DIGITAL PACK** which includes: An MP player head, a bonus weapon camo, reticle, playercard, patch and background.

And if you upgrade your current PlayStation 3 console to PlayStation 4 by 31st May, 2014, your Season Pass content goes with you at no additional cost. *Pricing and release dates may vary by platform

ⓧ Continue

Windowing Exclusives

NFL Gives a Different Slice of Content to Everyone



Windowing Exclusives

Media Partnerships Tell a Story



Windowing Exclusives

Turning an Idea into an Event



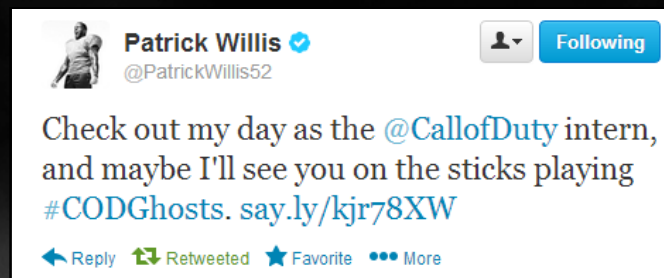
Windowing Exclusives

Maximizing Reach and Impact with an Exclusive Partner



Windowing Exclusives

Unique Activations Generate Outsized Results



Measure Across, Not Down

Actions, Not Eyeballs

Digital

Comments, shares, subscriptions

PR

Recall and message penetration

Marketing

brand dynamism

Measure Across, Not Down

Cross Measures: Everything Venn

Sharing

Facebook algorithm
Media bonuses

Owned, Engaged, Inspired

Don't just count your views;
count views about you.

Resonance

Watch, Rez, Repeat

everything venn

Thank You