



Speaking of Social Advocacy

以數據為本，創造生生不息的數位生態
圈，經營忠實支持者。

Sept. 2017



Global Ad Blocking Growth

Blocking ads continues to build on the strong growth rates seen during 2013 and 2014.

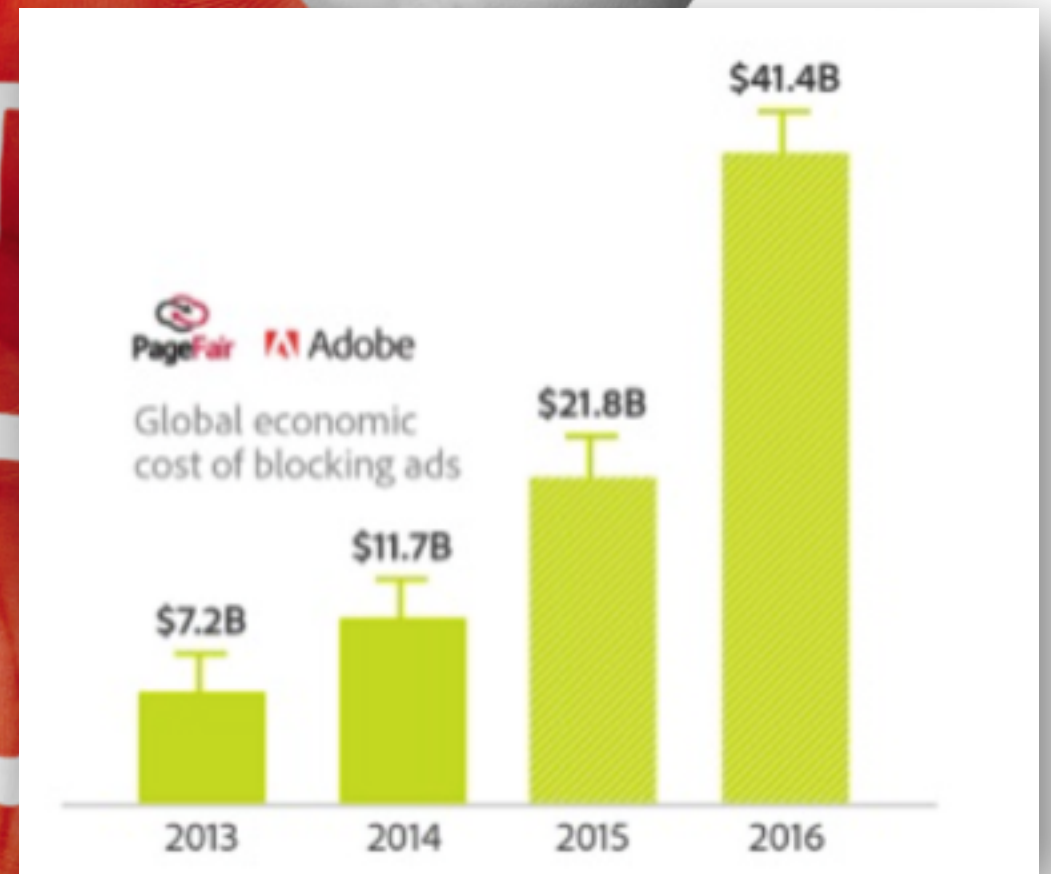
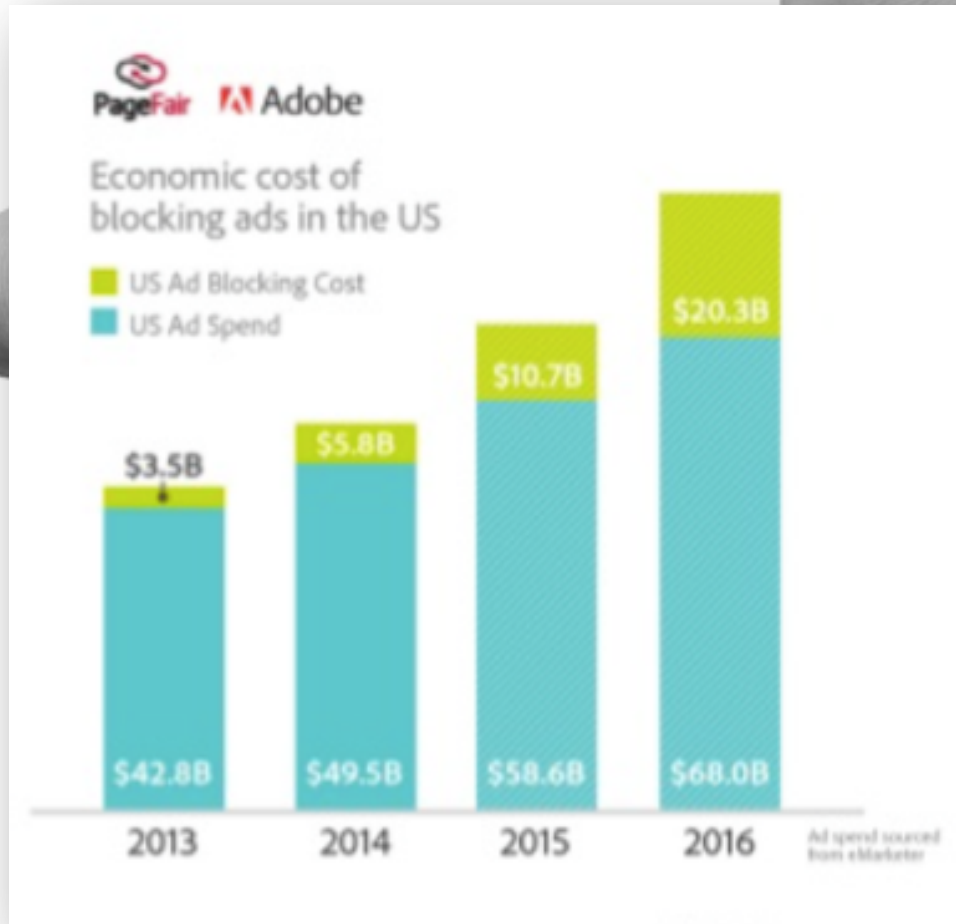
The findings

- Globally, usage of ad blockers grew by **41%** YoY (Q2 2014 - Q2 2015).
- As of June 2015, there were **198 million** monthly active users for the major browser extensions that block ads.

Global monthly active ad blocking software users (desktop)



2016造成的全球損失預估在1200億



IF YOU TALKED TO PEOPLE
THE WAY ADVERTISING
TALKED TO PEOPLE, THEY'D
PUNCH YOU IN THE FACE.





*It's about SOCIAL,
not social media*

We deliver
remarkable experiences and relationships
that inspire advocacy and action.



It's trite to repeat it ad nauseam, but technology has changed the face of our industry, and WPP has - from the outset - fully embraced that challenge with developments such as WPP Digital, WPP Ventures and our investments in **DATA, CONTENT, and Ad TECH.**

**Sir, Martin Sorrell,
THE WIRE, Quarter 2 2015**

社群並不僅止於CONTENT



AUDIENCE PROFILING

Knowing
consumers thru
social and digital
data.



CONTENT CREATION

Real-time/
relevant
content



COMMUNITY MANAGEMENT

Response with
humanity.



PERFORMANCE MARKETING

Reach right people with
right context in right
time.



SOCIAL CRM

Back-end infrastructure
uses social data to unlock
value and build lasting
relationships.



SOCIAL CARE

Front-end customer
support.

ALL THE TOOLS



AUDIENCE PROFILING
Knowing Consumers Thru
Social and Digital Data.



Content Creation



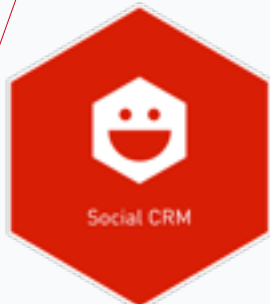
Community
Management



sproutsocial



PERFORMANCE
MARKETING



SOCIAL CRM



SOCIAL CARE



SOCIAL SHOPPING



再來的一點時間 | 內容策略形成

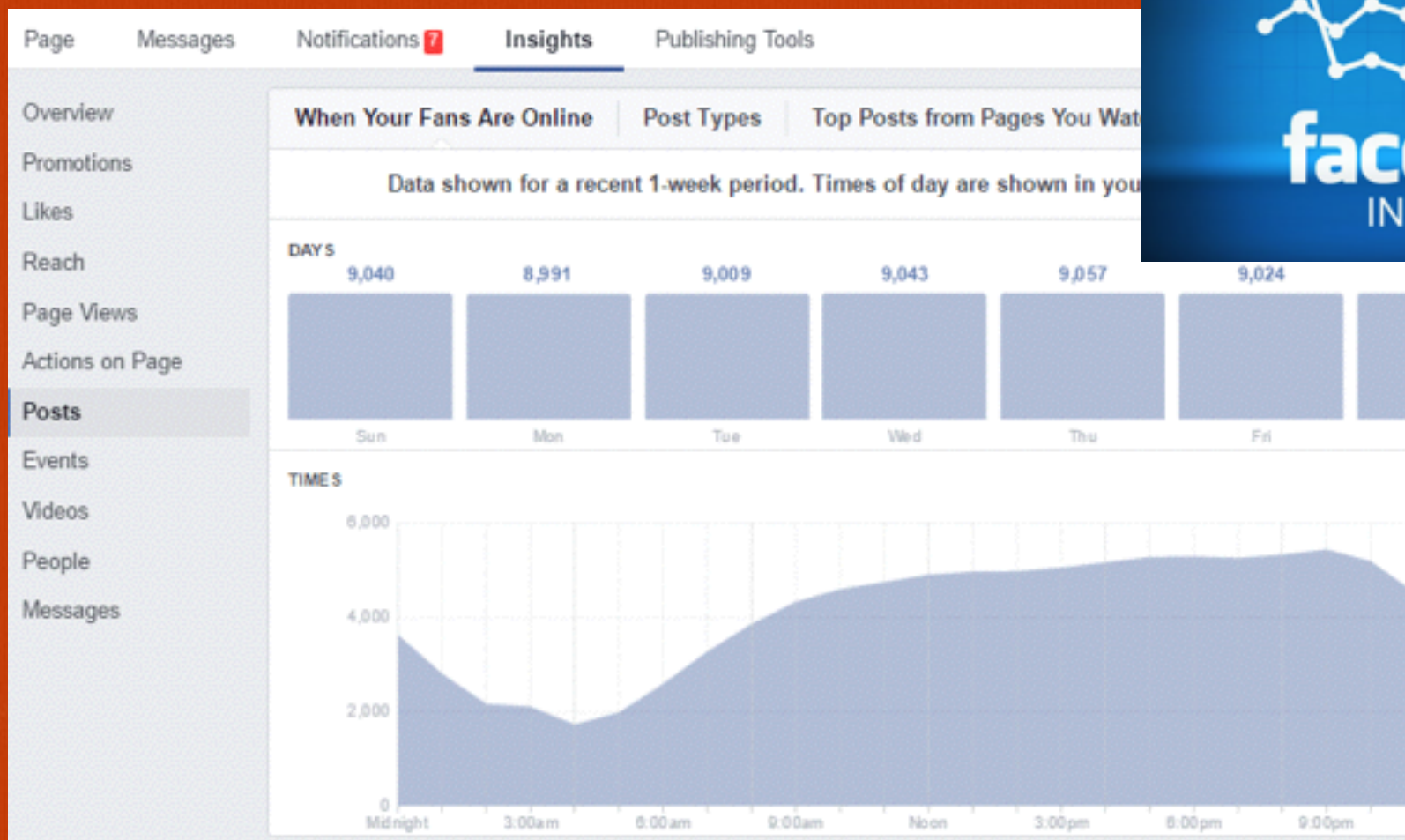
廣精兼具的特色社群

實例剖析

粉絲經濟第一問：

你把粉絲當人，還是數據？

沈浸在數據中的你，快樂嗎？



數據解決了什麼問題？

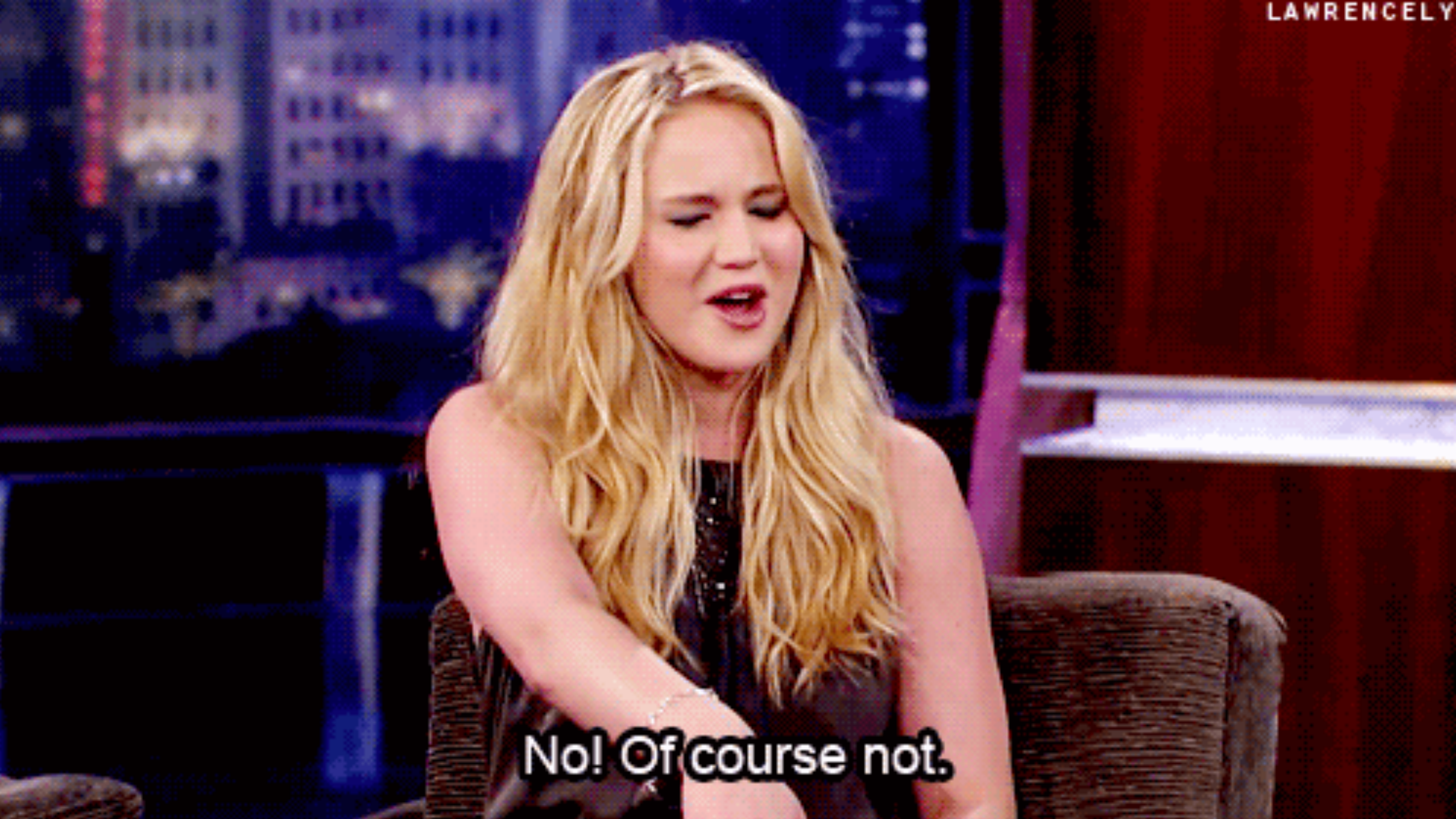
fanpage karma



粉絲經濟第二問：

所有粉絲都平等嗎？

facebook

A medium shot of actress Jennifer Lawrence sitting in a dark, upholstered chair on a talk show set. She has long, wavy blonde hair and is wearing a dark, sleeveless dress. She is looking down and to her left with a slightly pained or emphatic expression, her mouth open as if speaking. The background is a blurred cityscape at night, visible through a window. The lighting is soft, typical of a studio setting.

No! Of course not.

將精力花在最值得栽培的朋友

Knowing Your Superfans

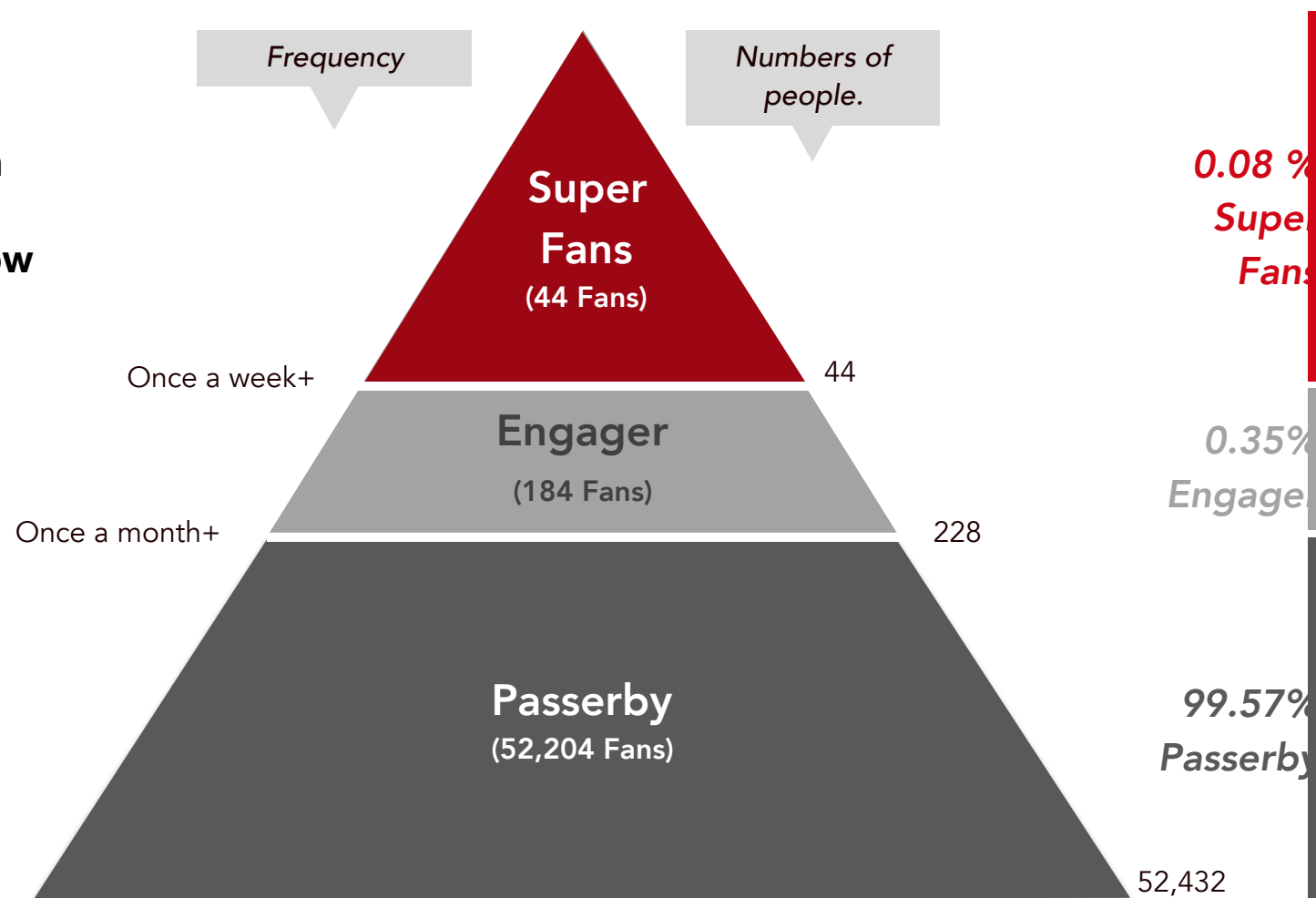
Segment active fans by numbers of interaction gives you the whole new view of your fans.

As a community director, you can start to know your fans more and level up engagers.

2015 5 – 10月 Active Fans Analysis		
Total	Active Fans	52,432
	Total Interactions	65,032
	Posts	88
Avg.	Interaction per fans.	1
	Interaction per post.	739

Remark:

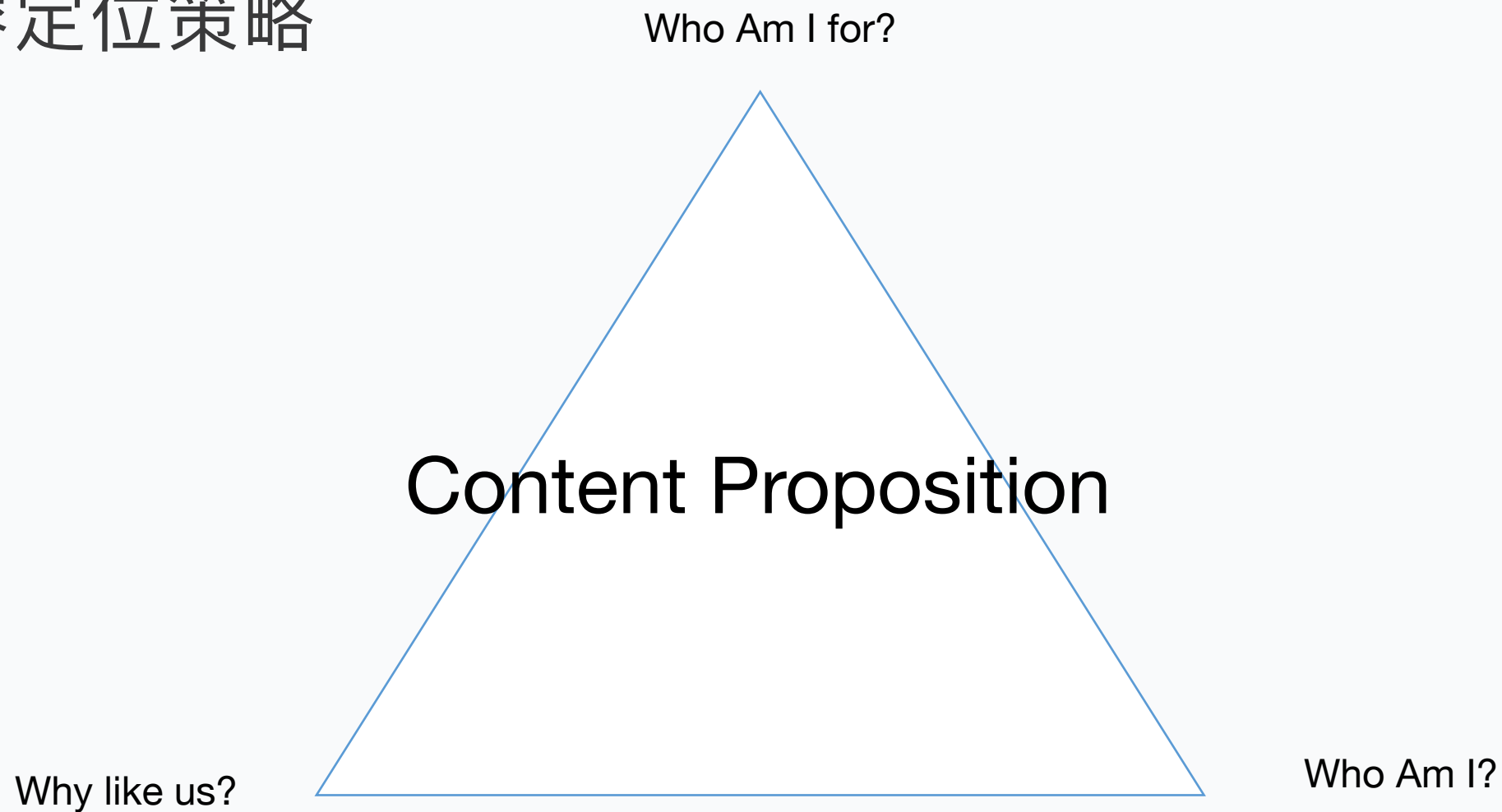
Active fans means the Facebook users who has liked your posts in fan page in certain period. Since comment and share can't represent positive attitude, we exclude comment and share.



內容策略發展

融合數據，搭配思考脈絡

内容定位策略



內容定位策略

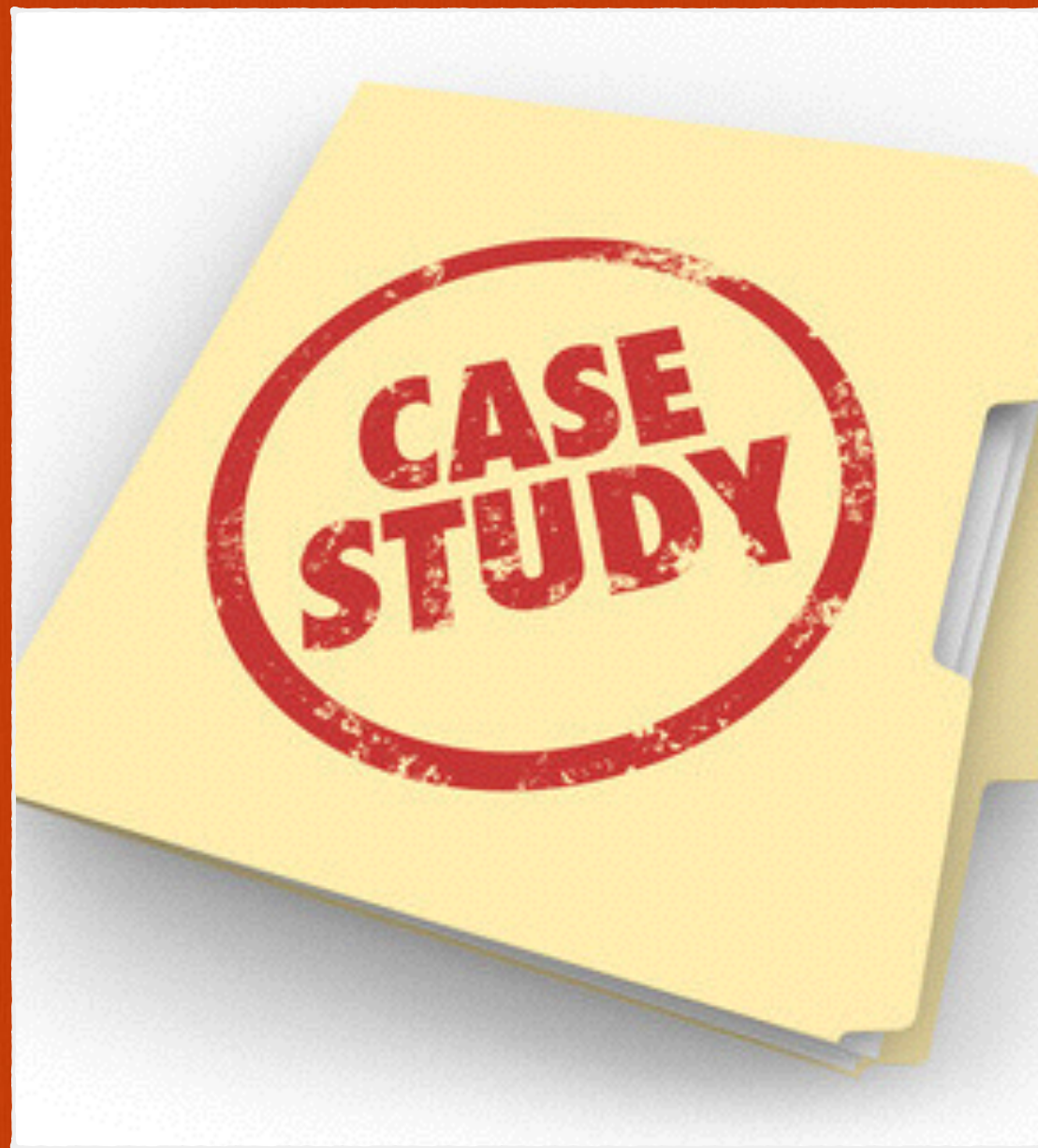
Who Am I for?
消費者想要什麼？

Content Proposition

Why Like Us?
有何未滿足需求？

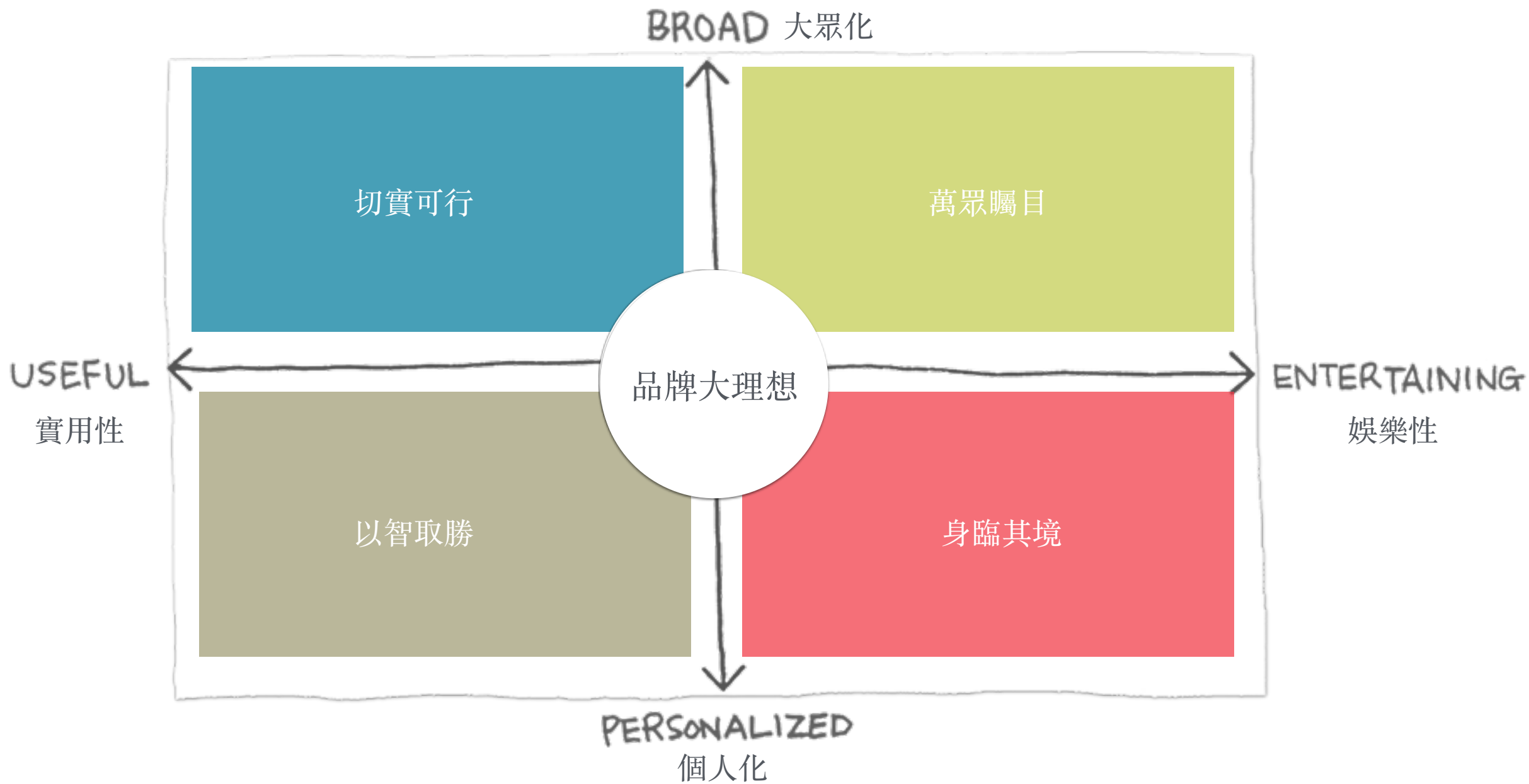
Who Am I?
我們機會點

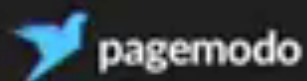
商業案例



內容策略發展

融合數據，搭配思考脈絡





FEATURES ▾

PRICING

AGENCIES

BLOG

Sign Up

Sign In

Grow Your Business with Powerful Social Media Marketing Tools



Start Now! Connect with Facebook

As Seen On:

Inc.

TE

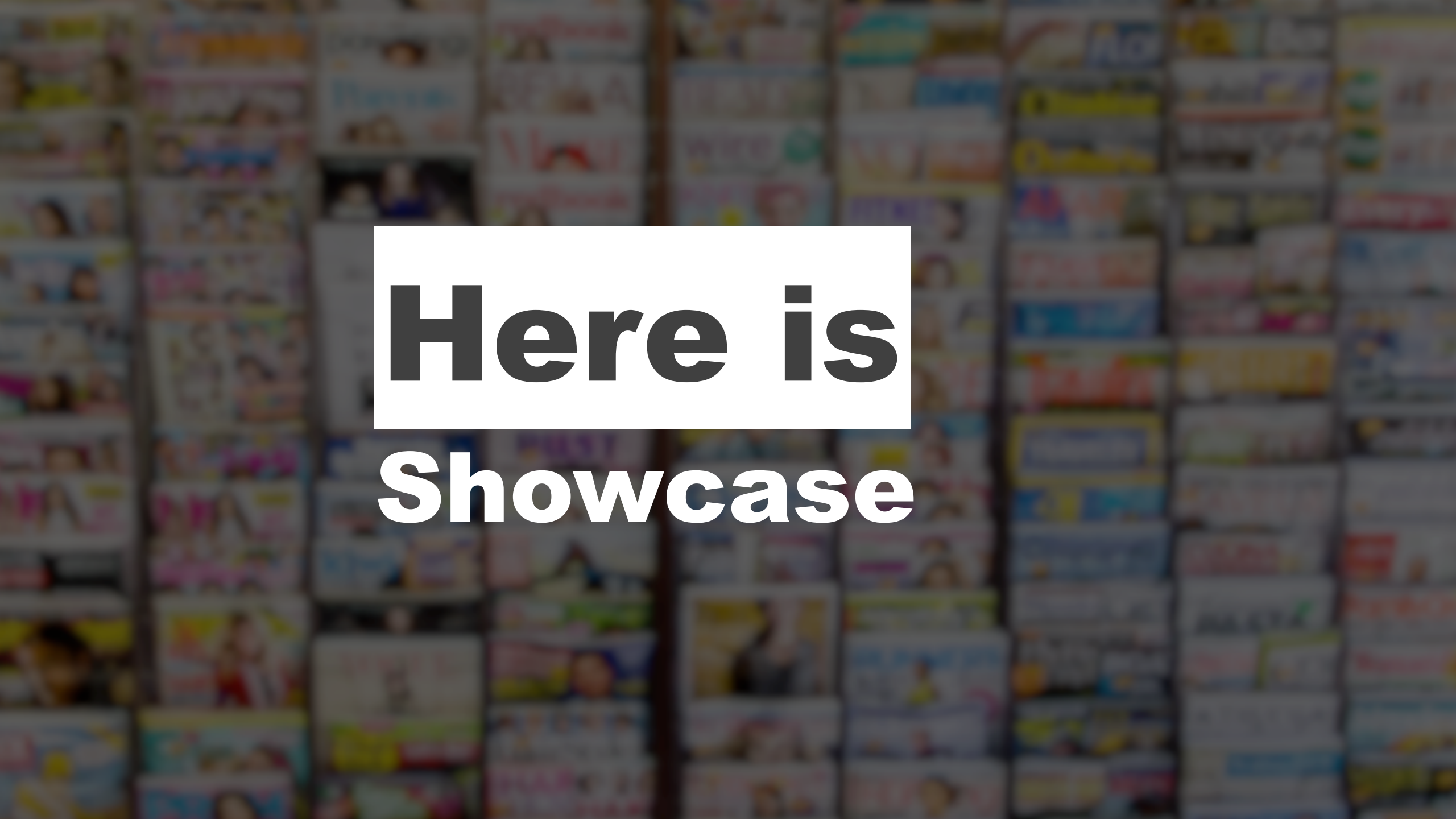
Mashable

smallbiz
technology

lynda.com

WHO'S AWESOME?





**Here is
Showcase**

2015 Cannes Lions

Tam Airlines - Own Board Magazine





2016 Cannes Lions

HOME Magazine - It's Not OK



aptly named the "fun room". Here, you can find the bar and, of course, the pool – which, unlike decks one and two, is fully visible from above. With more than 15m in vertical space between the living area and pool, this was one of Vicki's non-negotiables.

Such is the scale of this build that even with three kids, Mum, Dad and frequent add-ons in the house, somehow it never feels crowded, but equally avoids feeling empty, a testament to careful, considered design and of course, the joys of a big family. ●

Family violence can happen in any home. Last year alone, police made more than 100,000 family violence investigations across the country, in every kind of neighbourhood. And these are just the incidents we know about. If you suspect someone in your community is experiencing violence, please don't ignore it. No matter what street you live on, family violence is not OK. For more information on how to help, visit areyouok.org.nz

Designed to roll away in two-metre sections, the

2015 Cannes Lions

Vanguardist Magazine - The HIV+ Issue





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2014 Cannes Lions

The Sunday Times Culture Magazine - ICONS





2013 Cannes Lions

BILLBOARD - The End of the Silent Magazine





ARE MESSAGING APPS THE NEXT FRONTIER FOR BRAND?

