

*Initiative*

HELLO

17 FEBRUARY 2023



# WHO THE F\*\*\* ARE WE?

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## KATE O'LOUGHLIN

*Strategy Manager*

Graduated in 2018 while starting in the industry full time.  
Spends 22 hours on TikTok a day.  
Taylor Swift stan.



## LEAH FRANCO

*Strategy Manager*

Graduated 2017. Talks a lot about AI.  
Two-time nominee for NGEN award  
Still uses CPM calculator



CULTURE > CHANNEL





A vibrant, graffiti-covered wall in an urban setting. A yellow metal staircase railing with a black handrail runs diagonally across the frame. The wall is covered in colorful graffiti, including large letters and abstract designs. A tree trunk is visible on the right side of the image.

# WE BELIEVE IN CULTURAL VELOCITY

*Def:* The speed at which a brand moves through culture to build relevance and drive incremental growth.



AN INDUSTRY FULL OF

HOT TAKES

&

HOTTER AIR



This is a white.

## WHAT IS A MIC DROP?

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# MIC DROP

noun • INFORMAL • US

1. An @ to the status quo  
*“Serious mic drop that stop signs should be pink”*
1. Emphasising a provocative statement  
*“We give way to the left – boom, mic drop”*

# THREE MEDIA MIC DROPS THAT IMPACT TODAY

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1

REACH THE NICHE



2

AFFINITY BEFORE ATTENTION



3

RESPONSIBILITY OVER SAFETY



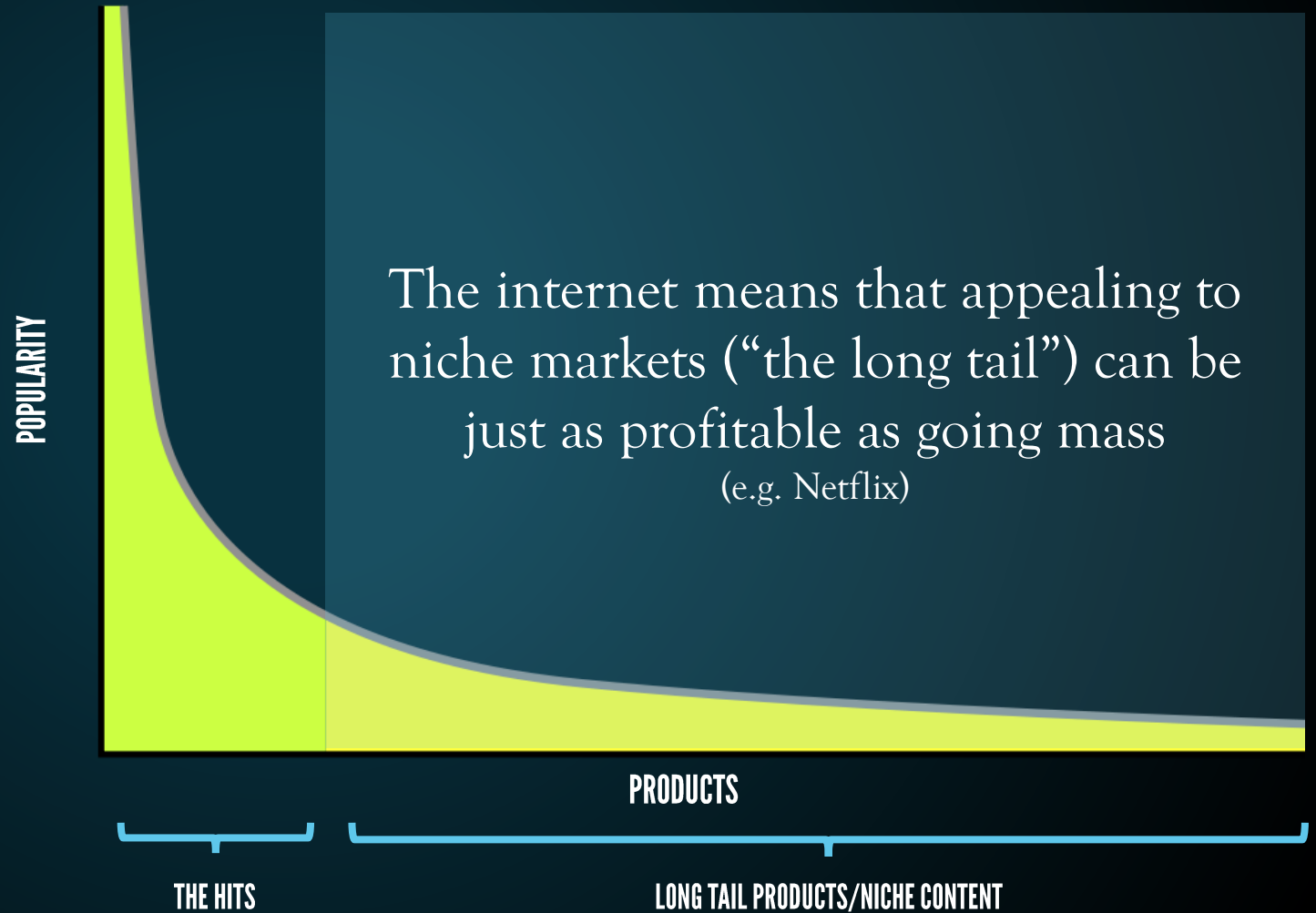
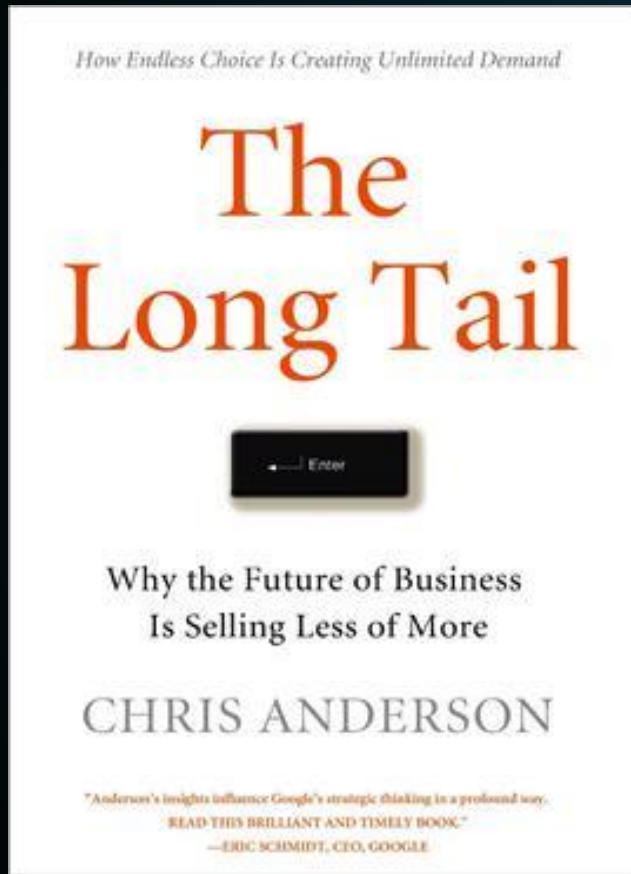
*Provocation One*

**REACH THE NICHE**





# NICHE MARKETS, BIG PROFITS



## KING BYRON

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**SALIENCY IS THE BEST PREDICTOR  
OF A BRANDS SUCCESS...YADA  
YADA... 1+ REACH... ALL CATEGORY  
BUYERS... MENTAL AVAILABILITY**



KING BYRON



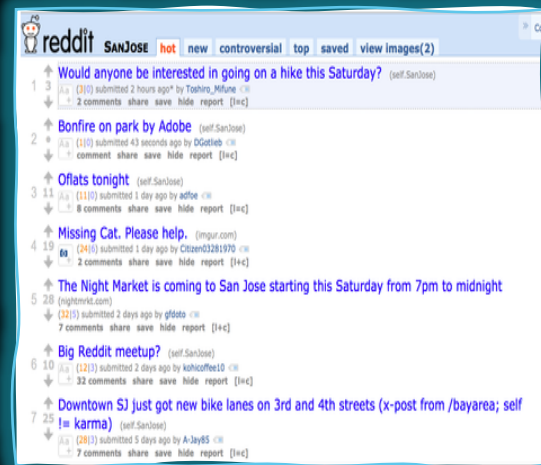
STILL TRUE!

SALIENCY IS THE BEST PREDICTOR  
OF A BRANDS SUCCESS...YADA  
YADA... REACH... ALL CATEGORY  
... MENTAL AVAILABILITY

... BUT

There has been an undeniable  
vibe shift in culture.

# WEB 2.0 IS DEFINED BY MICROCOMMUNITIES



## PRE-10's: FORUMS

Microboards, forums, often written but with some pictures.



## 2010's: VLOGGERS

BeautyVloggers, MommyVloggers, GamingVloggers... Video first, long form, ad led.

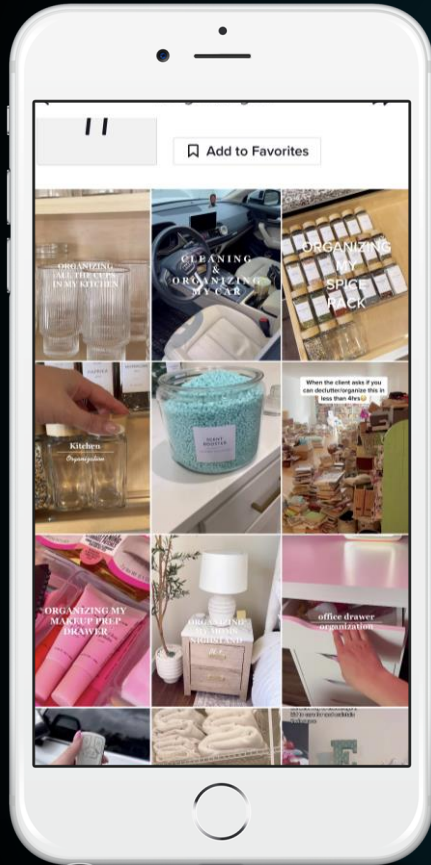


## 2020's: xTOKS

Hashtag sorted, algorithmically served, short form video content.

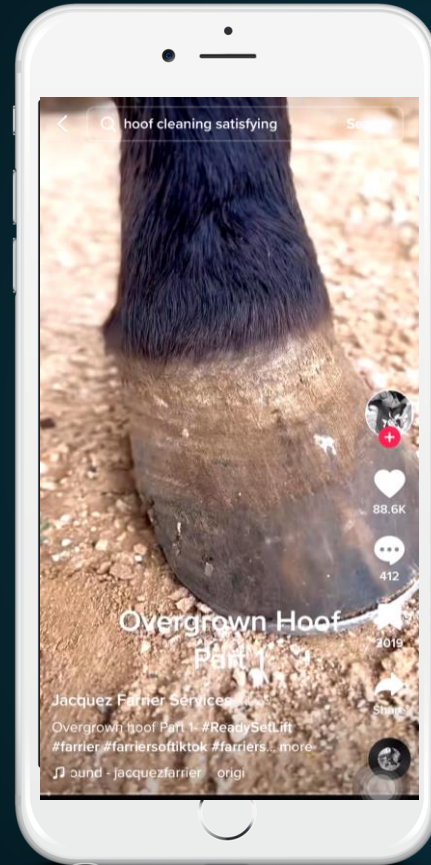


# TIKTOK IS THE LONG TAIL...SUPERCHARGED



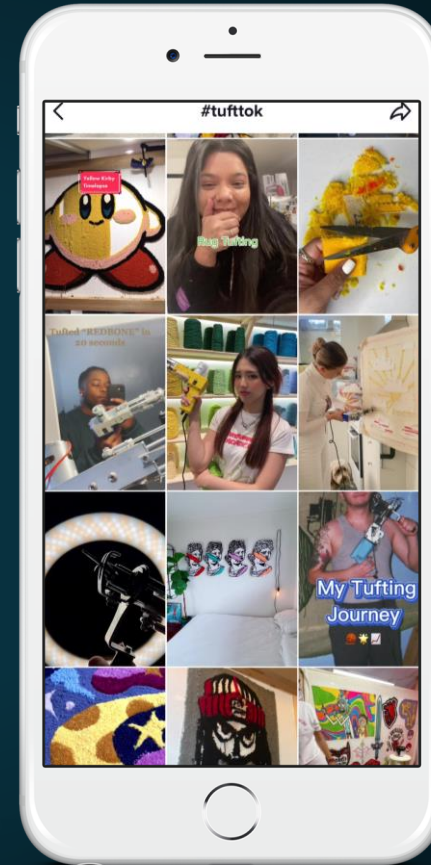
#OrganisingTok

74.4M VIEWS



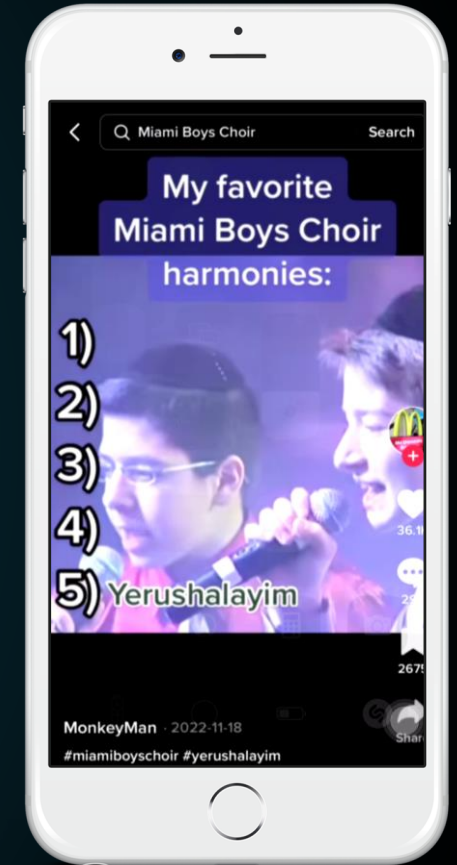
#FarrierTok

309.5M VIEWS



#TuftTok

19M VIEWS



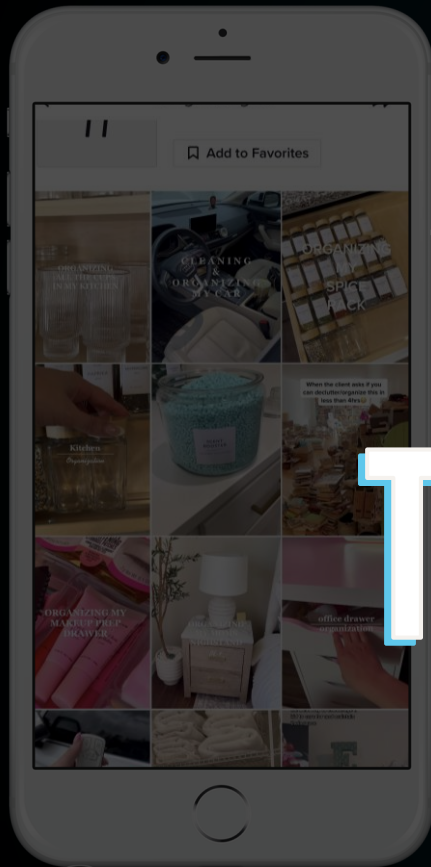
#MiamiBoysChoirTok

263.9M VIEWS

# TIKTOK IS THE LONG TAIL...SUPERCHARGED

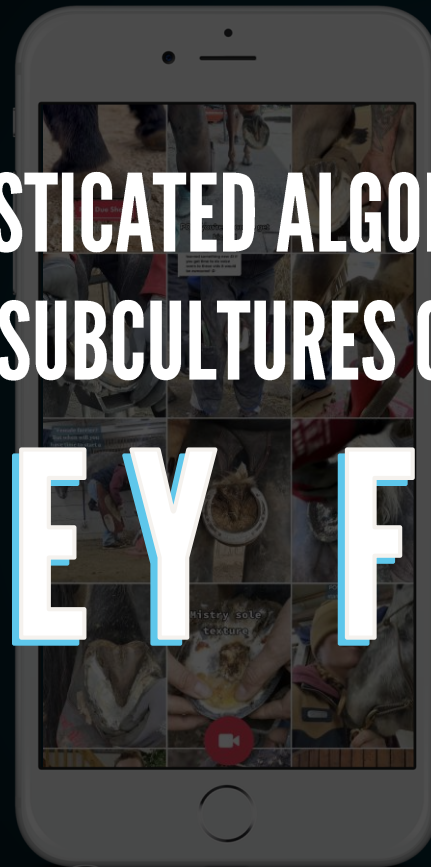
SOPHISTICATED ALGORITHMS MEAN YOU DON'T 'FIND'  
SUBCULTURES OR MICROCOMMUNITIES...

# THEY FIND YOU



#OrganisingTok

74.4M VIEWS



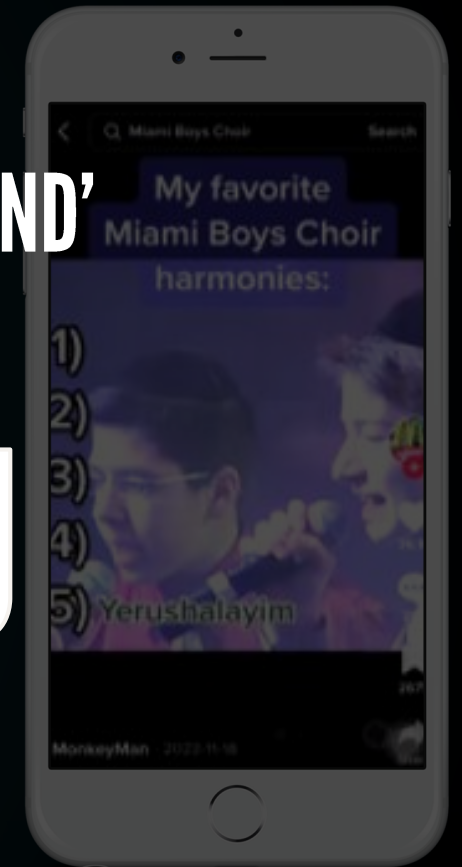
#FarrierTok

309.5M VIEWS



#TuftTok

19M VIEWS



#MiamiBoysChoirTok

263.9M VIEWS



*Old School*

MARKETERS  
SEGMENTING  
THE MARKET



*New School*

THE MARKET  
SEGMENTING  
ITSELF

# TECHNOLOGY IS CATCHING UP WITH CULTURE

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## ALGORITHM AFFINITY

We have an up-and-coming generation whose main form of media consumption is algorithmically designed for them.

## AUDIENCE ACCURACY

The normalization of algorithms and sophistication of data collection allows us greater accuracy targeting niche audiences on mass.

TECHNOLOGY IS CATCHING UP WITH CULTURE

WHAT IMPACT  
DOES THIS HAVE ON  
MEDIA PLANNING?

We have an up-and-coming generation whose form of media consumption is already primarily designed for them.

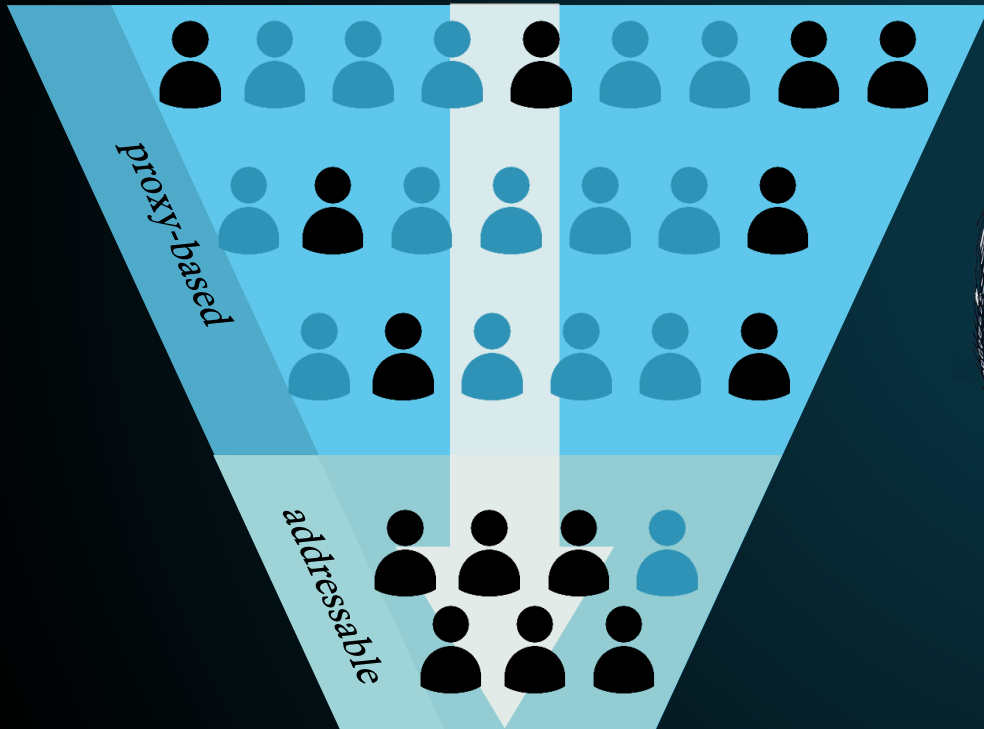
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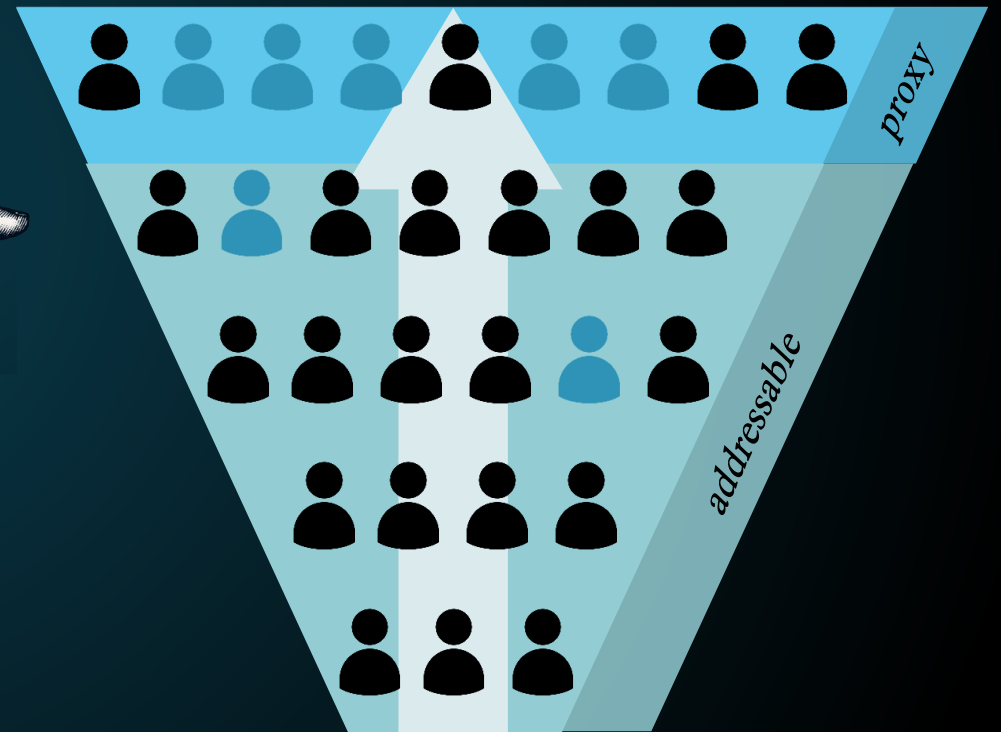


# HIGH VALUE TRADING

## TRADITIONAL TRADING



## HIGH VALUE TRADING



LIVE EXAMPLE FROM NRMA



LIVE EXAMPLE FROM NRMA

*Balance Between*

**UNIFYING  
INSIGHTS**



**IDENTIFYING  
INSIGHTS**





In this response, we will be using a three-tiered audience approach:

# HANDING YOU THE KEYS

1.31M  
**BROAD**  
Mass reach

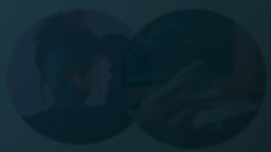
2.6M  
**TARGETED**  
Behaviours & Interests

1.72M  
**HYPER TARGETED**  
AU Trend-setters

**BLEED: Total People 18+**  
Objective: Prime (Awareness)  
Strategy: Cultural Reach

**CORE: Mass communities**  
Objective: Consideration for Reddit  
Strategy: Targeted Reach & Contextual

**SCORE: Niche Communities**  
Objective: Capture Trend-setters  
Strategy: Tactical engagement



In this response, we will be using a three-tiered audience approach:

131M

BROAD

# HIGH VALUE AUDIENCE

5.26M (4%)

TARGETED

# FRAMEWORK

HYPERTARGETED  
AU Trend-setters

**BLEED: Total People 18+**

Objective: Prime (Awareness)  
Strategy: Cultural Reach

**GOV: Mass Community**

Objective: Consideration for Address  
Strategy: Targeted Reach & Contextual

**GOV: Niche Communities**

Objective: Capture Trend-setters  
Strategy: Tactical engagement

For this response, we will be using a three-tiered audience approach:

**19.31M**

**BROAD**  
Mass reach

**5.26M (69%)**

**TARGETED**  
Behaviours & Interests

**1.72M (22%)**

**HYPER TARGETED**  
AU Trend-setters

**BLEED: Total People 18+**

Objective: Prime (Awareness)  
Strategy: Cultural Reach

**GROW: Mass communities**

Objective: Consideration for Reddit  
Strategy: Targeted Reach & Contextual



**CORE: Niche Communities**

Objective: Capture Trend-setters  
Strategy: Tactical engagement





# HOW YOUR STUDENTS CAN IDENTIFY COMMUNITY OPPORTUNITIES



*Click me I'm  
hyperlinked!*

## TIKTOK INSIGHTS

Free to use tool that provides statistics and insight into how people are using TikTok to identify emerging subcultures



*Click me I'm  
hyperlinked!*

## PINTEREST TRENDS

Free to use tool to identify emerging subcultures, shows most researched categories on Pinterest



*Click me I'm  
hyperlinked!*

## REDDIT TRENDS

Free to use tool that measures growth and volume of topics in threads on Reddit.



# FREE TOOLS



[Unofficial tool, but useful for seeing interconnection of topics on Reddit](#)

# TOOLS TO IDENTIFY COMMUNITY OPPORTUNITIES



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## TIKTOK INSIGHTS

Free to use tool that provides statistics and insights into how people are using TikTok to identify emerging subcultures



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## PINTEREST TRENDS

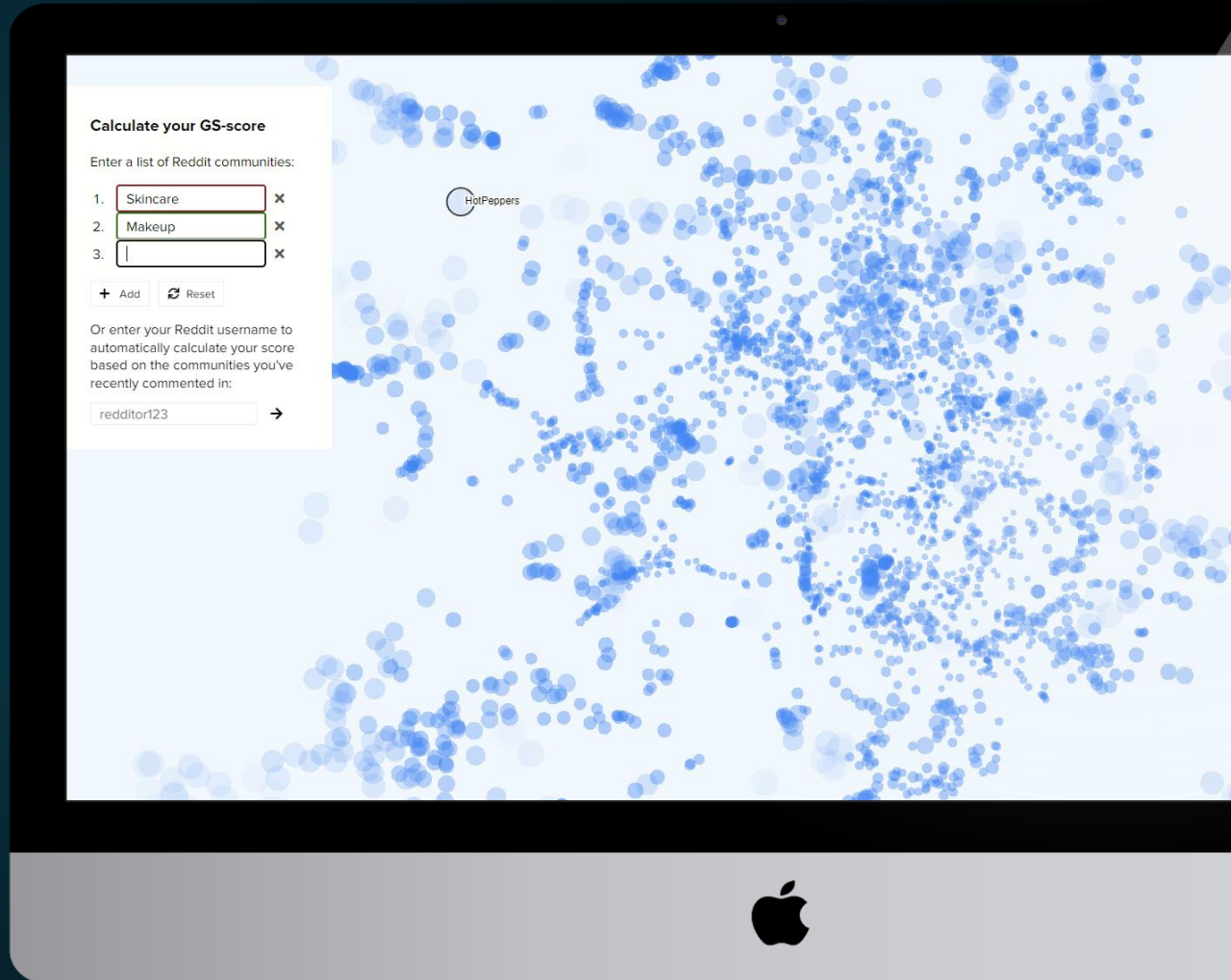
Free to use tool to identify emerging subcultures, shows most researched categories on Pinterest



*Click me I'm  
hyperlinked!*

## REDDIT TRENDS

Free to use tool that measures growth and volume of topics in threads on Reddit.



[Unofficial tool, but useful for seeing interconnection of topics on Reddit](#)

*Provocation Two*

AFFINITY BEFORE  
ATTENTION





Attention metrics valuable, 'but not a silver bullet', says IAB Australia

HERE'S HOW MEDIA QUALITY DRIVES ATTENTION AND OUTCOMES

**Why's this new metric getting so much attention?**

CONNECTED BY META: HOW NOT TO GET DUPED ON ATTENTION

Amplified Intelligence launches attention-based media planning tool

IN A CHANGING DIGITAL WORLD, ATTENTION IS A MARKETER'S MOST POWERFUL ASSET

**Mobile ad firm Kargo creates 'seconds exposed' mobile ad format to enter attention market**

Fast Forward: May I have your attention please?

Marketers are giving advertising attention metrics too much love

Attention-grabbing ads are vital to performance, but context is key as consumer concerns about misleading content surge

**Look Sharp: We can't wait years for the US or UK to set attention standards; Australia should start its own attention body, now**

**QMS and Amplified Intelligence to roll out OOH attention study nationally**

Four questions that will test your agency partner's true understanding of attention

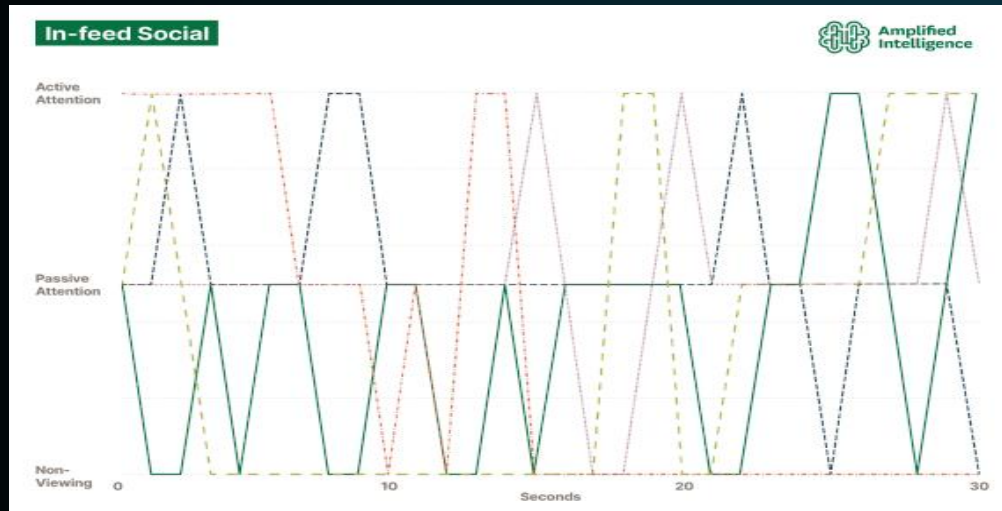
CONNECTED BY META: HOW NOT TO GET DUPED ON ATTENTION

**The war for attention: How to have the upper hand**

Your attention please: What brands and agencies can be doing now to trade attention and where to start

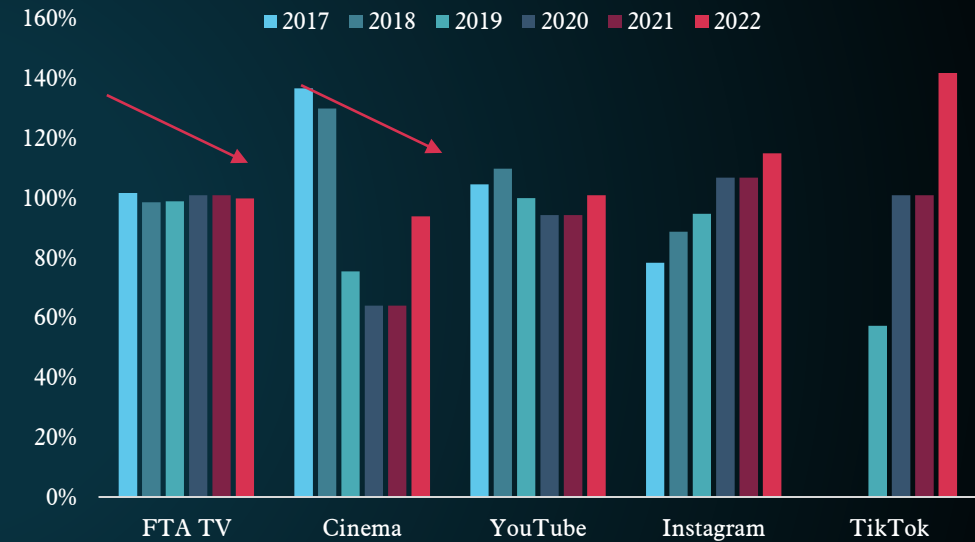
**Byron Sharp counter-offensives to attention 'broadside' and 60:40 data dismissal from Mark Ritson, Karen Nelson-Field and more**

# ATTENTION COMES WITH LIMITATIONS



**ATTENTION ECONOMY IGNORES KEY INFORMATION**

P18+ Media Consumption Last 4 Weeks



**HIGH-ATTENTION CHANNELS ARE IN DECLINE DUE TO SHIFT TO DIGITAL**

# NETFLIX

**Starting at \$6.99/month**



*Accounting For Only*

**9%** **OF US SUBS**

in the month following launch





**8 SEC**

+ 63 M  
HOURS



SQUID  
GAME



*People Don't Have a Lack of*

ATTENTION

*They Have a Lack of*

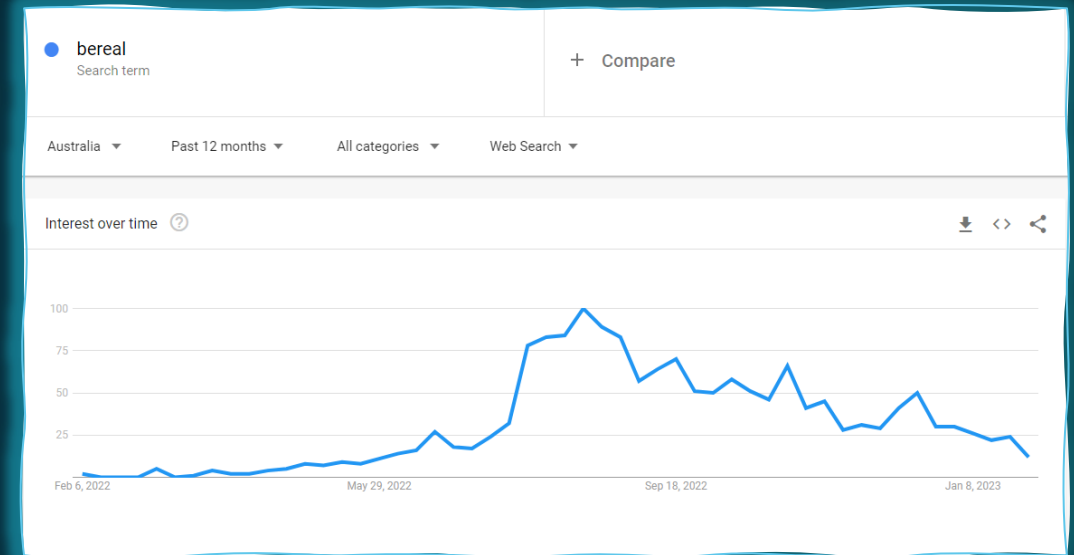
TOLERANCE



# HOW WE DEMAND ATTENTION

	ASSET	DESP	SCALE	ACTIVATION DETAILS	LEAD TIME
PARTNERSHIPS	Midnight Health (Street Us)	S	30,000+ customers since launch in February 2021	Limited branding on site	6 months
	Richard Tipes/Jesse/James Partner	S	100K+ members / 4M (14-19) reach AFL (Roy Morgan)	Jesse signage (premium placement)   corporate boxes   stadium signage   access to players for content   visibility in press conference room	12 months
	NIB Sparacore	S	324 stores	Two Pairs of Glasses 'Clay Post' (competing with Medibank, Bupa, HCF)   retail support by sales assistance   signage	6 months
	Newcastle Eagles	S	650K avg. weekly views across NRL games	Jesse signage (premium placement)   corporate boxes   stadium signage   access to players for content   visibility in press conference room	12 months
	Blow (Australia)				12 months
PLACEMENTS	Facebook page	O	48.5K fans, 47.6K likes	Local posting autonomy   always on dedicated amplification budget   shares	2 weeks
	Instagram page	O	2.9K followers		2 weeks
	Twitter page	O	2.6K followers		2 weeks
	YouTube page	O	832 subscribers		2 weeks
	LinkedIn page	O	13.8K followers		2 weeks
	NIB Website	O	Avg. 284K monthly UA (AQIC 2022)		3 months
	NIB App	O	Over 100K downloads		3 months
PEOPLE	Employees	S	979 employees	Uniforms   LinkedIn	2 days
	Paul Harrigan	S	1 face of NIB (1991)		3 months
	Brenda Jones	F	Influencer Post	48.8K followers   Link to Survisor AU 2022 Season	3 months
	Layne Beachley	F	Multiple Influencer posts	72.7 Followers	3 months
	Newcastle Eagles men & women's team members	S	Multiple social media posts and content	Est. combined following of all team member accounts is about 50K	1 month
	Richard AFL & AFLW team members (yelp/people)	S	Multiple social media posts and content	Est. combined following of all team member accounts is about 50K	1 month
PHYSICS	NIB Dental Store Fronts	O	11 Stores (3 in ESB CBD)	Dentist/Assistant/Receptionist Uniform   Signs out front of store	3 months
	NIB Eye Care Centres	O	4 ESB CBD	Optometrist/Receptionist Uniform   Signs out front of store	3 months
	NIB QANTAS	S	12M members across Freq Flyers/ QANTAS Business Rewards	QANTAS travel insurance is managed by NIB	6 months
	NIB Branches	O	Est. 11+ across Australia	Signage	3 months
	Printed	O	470+ stores   1M Printline members	Insurance underwritten by NIB   logo on site (bottom of insurance page)   limited rollout elsewhere	6 months
	Physical Card				

DESP AUDIT: EXISTING PROPERTIES



TREND JACKING: NON-MEDIA CHANNELS

# OESP: TURNING DORMANT PROPERTY INTO MEDIA

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# TRENDJACKING: CREATING NEW CHANNELS AND OPPORTUNITIES

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**SINGLE TACTIC**



**MULTI TOUCHPOINT**



	DESP	SCALE	ACTIVATION DETAILS
Website (standUp)	S	40,000+ customers since launch in February 2021	Limited branding on site
Team Lead major Partner		100K+ members, 7.4M (14+) watch AFL (Roy Morgan)	Jersey signage (premium placement)   corporate boxes   stadium signage   access to players for content   visibility in press conferences
NIB Opticians	S	324 stores	Two Pairs of Glasses 'Gap Free' (competing with Medibank, Bupa, HCF)   verbal support by sales assistance   signage
Female Knights		620K avg. weekly views across NRL games	Jersey signage (premium placement)   corporate boxes   stadium signage   access to players for content   visibility in press conferences
Oliver (Australia)			
Facebook page	O	45.5K fans, 47.6K likes	Local posting autonomy   always on dedicated amplification budget   charter
Instagram page	O	2.9K followers	
Twitter page	O	1.1K followers	
YouTube page	O	1.1K subscribers	
LinkedIn page	O	1.1K followers	
NIB Website	O	1.1K mentions on ACQX	
NIB App	O	1.1K downloads	
Employees	S	979 employees	Uniforms   LinkedIn
Paul Harrigan	S	1 face of NIB (1991)	
Brooke Jovan	P	Influencer Post	48.8K Followers   Link to Survivor AU 2022 Season
Lynne Beachley	P	Multiple Influencer posts	72.7 Followers
Female Knights men & women's team members	S	Multiple social media posts and content	combined following of all team member accounts is about 500K
Round and AFL & AFLW team members (websites/people)	S	Multiple social media posts and content	Est. combined following of all team member accounts is about 500K
NIB Dental Store Fronts	O	11 Stores (3 in ESB CBD's)	Dentist/Assistant/Receptionist Uniform   Sign out front of store
NIB Eye Care Centres	O	4 (ESB CBD)	Optometrists/Receptionist Uniform   Sign out front of store
NIB QANTAS	S	12M members across Freq Flyers/QANTAS Business Rewards	QANTAS travelled insurance is managed by NIB
NIB Petrol	O	Est. 11+ across Australia	Signage
Priseline		470+ stores   7M Priseline members	Insurance underwritten by NIB   logo on site (bottom of insurance page)   limited callouts elsewhere

# HANDING YOU

# THE KEYS



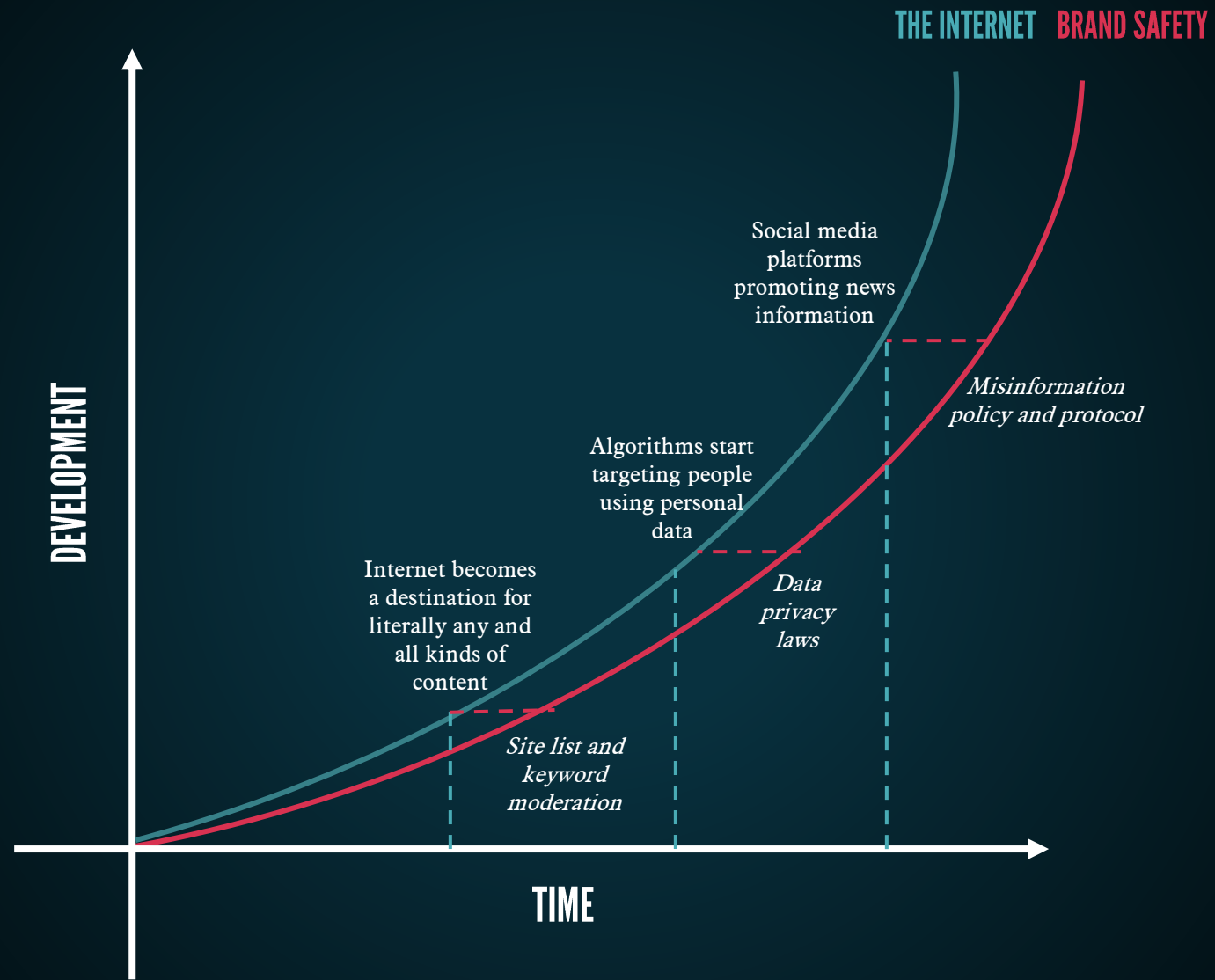


	ASSET	OESP	SCALE	ACTIVATION DETAILS	LEAD TIME
PARTNERSHIPS <small>BRAND, PARTNER, BRAND</small>	Midnight Health (Start-Up)	S	30,000+ customers since launch in February 2021	Limited branding on site	6 months
	Richmond Tigers Joint-major Partner		100K+ members, 7.4M (14+) watch AFL (RoyMorgan)	Jersey signage (premium placement)   corporate boxes   stadium signage   access to players for content   visibility in press conference room	12 months
	NIB Specsavers	S	324 stores	Two Pairs of Glasses 'Gap Free' (competing with Medibank, Bupa, HCF)   verbal support by sales assistance   signage	6 months
	Newcastle Knights		620K avg. weekly views across NRL games	Identifying existing brand partnerships through google search/desktop research. Could include sports partnerships and collaborations.	12 months
	Blues (Auckland)				12 months
PLATFORMS <small>OWNED, PARTNER, BRAND</small>	Facebook page	O	48.5K fans, 47.6K likes	Local posting autonomy   always on dedicated amplification budget   chatbot	2 weeks
	Instagram page	O	2.9K followers	Reviewing presence on various social media sites (owned pages), as well as owned properties like websites and apps.	2 weeks
	Twitter page	O	2.6K followers		2 weeks
	YouTube page	O	852 subscribers		2 weeks
	LinkedIn page	O	13.8K followers		2 weeks
	NIB Website	O	Avg. 286K monthly UA (AQX 2022)		3 months
	NIB App	O	Over 100K downloads	3 months	
PEOPLE <small>OWNED, PARTNER, BRAND</small>	Employees	S	979 employees	Uniforms   LinkedIn	2 days
	Paul Harrington	S	1 face of NIB (1994)	48.8K followers   Link to Survivor AU 2022 Season	3 months
	Brooke Jowett	P	Influencer Post		3 months
	Layne Beachley	P	Multiple Influencer posts		72.7 Followers
	Newcastle Knights men & women's team members	S	Multiple social media posts and content	Does the company have brand ambassadors? How do they use them? Are there other teams or advocates that exist for them?	1 month
	Richmond AFL & AFLW team members (spokespeople)	S	Multiple social media posts and content		1 month
PRODUCT <small>OWNED, PARTNER, BRAND</small>	NIB Dental Store Fronts	O	11 Stores (3 in ESB CBD's)	Dentist/Assistant/Receptionist Uniform   Sign out front of store	3 months
	NIB Eye Care Centres	O	4 (ESB CBD)	Optometrists/Receptionist Uniform   Sign out front of store	3 months
	NIB QANTAS	S	12M members across Freq Flyers/QANTAS Business Rewards	QANTAS travelled insurance is managed by NIB	6 months
	NIB Branches	O	Est. 11+ across Australia	Signage	3 months
	Priceline		470+ stores   7M Priceline members	Are there properties where the brand is represented that people could wear or use, and if so what's the scale? How is the brand shown on those products, how many people might see the branding?	6 months
	Physical Card				

*Provocation Three*

RESPONSIBILITY  
**OVER** 'SAFETY'











# BRANDS HAVE EVOLVED DUE TO CONSUMER PRESSURE



WE CONTROL THE INVESTMENT OF INFLUENCE

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\$9,000,000,000





# INFRASTRUCTURE IS NEEDED TO ENACT CHANGE

## MEDIA RESPONSIBILITY PRINCIPLES



**PROMOTE  
RESPECT**



**PROTECT  
PEOPLE**



**DIVERSE &  
REPRESENTATIVE**



**DATA COLLECTION  
& USE**



**CHILDREN'S  
WELLBEING**



**NO MISINFORMATION/  
DISINFORMATION**



**NO HATE  
SPEECH**



**ENFORCE  
POLICY**



**ADVERTISING  
TRANSPARENCY**



**ACCOUNTABILITY**



# SHIFTING FROM MEDIA SAFETY TO MEDIA RESPONSIBILITY

## Investment



*Initiative to engage media agencies to learn more about the role and value of first nations media.*



*Carbon calculator that determines the emissions associated with a media plan based on the mix.*

## Infrastructure



*Live research conducted at industry event showcasing the lack of diversity and unconscious bias present within the industry itself.*



*An indexed overview of publisher adoption of responsible media & business practices.*

# HOW STUDENTS CAN IDENTIFY OPPORUNITIES FOR RESPONSABILITY

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## IPA CARBON CALCULATOR

Free to use tool that allows you to calculate the carbon impact of different media channels. Students can do this once media recommendations are finished to optimise the media mix to a lower net emission.



## MRI PAPER

Summary of published findings will be shared once released, and while not the full report, it will provide statistical overview of how the industry and Australian media partners are trending.





# NOW TO DROP YOUR OWN MIC



1

## *Reach the niche*

Category buyers' matter... but they aren't the priority.

.....

*Push students to identify and target sub-culture communities to develop richer insights.*



2

## *Affinity Before attention*

Attention is earned, not bought.

.....

*Get students to consider the ways they can leverage subcultural insights to make something consumers want to see.*



3

## *Responsibility Over Safety*

Medium is no longer just the message...it's the solution.

.....

*Ask students to be critical of how power is enacted through the media and get them to consider ways in which they can flip this narrative to drive positive change.*



*Initiative*