THERE ARE NO PASSENGERS ON SPACESHIP EARTH. WE ARE ALL CREW.

MARBALL McLUHAN
OFFICIAL WORD?
MOST OVER USED WORD?
UNDERSTANDING HUMAN NEEDS, IS HALF THE JOB OF MEETING THEM
TECHNOLOGY
CHANGES
BEHAVIOR
NOT NEEDS
CONNECTED HUMAN
SMART OBJECTS
MEASURE EVERYTHING
BUILT-IN INTELLIGENCE
SO WHAT?
SIGHT + SOUND + MOTION = EMOTION
THE NEW FOUR "P'S"

PLATFORM
PARTNERSHIP
PEDIGREE
PERFORMANCE
CONSUMERS
CONSUMING
CONTENT
CREATOR
CRITIC
CURATOR
/ARTIST
/BLOGGER
/STYLIST
/DESIGNER
/DJ
AUDIENCES HAVE AUDIENCES
WE GENERATION
CLOSED SOCIAL
72% BUSY
58% FEEDS
$2.45 T SPEND
87% 3 DEVICES DAILY
90%
ENTERTAINMENT
96%
BORED
PEOPLE'S BEHAVIORS
INFLUENCED BY PEERS
70% SHARE
HOWEVER...
6TH LARGEST CONTRIBUTOR TO STRESS?

MEDIA OVERLOAD
TECH NECK
Ashlee barely recognisable after alleged boyfriend bashing
No Stores Found
Please try another search.
88% Apps 12% Mobile Web
DOWNLOAD FEWER
MORE TIME SPENT
70% TRY MOBILE EXPERIENCE ONCE
76% POWER USERS
ADVOCACY VS AWARENESS
Simplicity is the ultimate sophistication.
THE T-BAR BRANDS WANT REACH EVERYONE AND THEN DEEPLY ENGAGE
PRODUCT DEV
GATHER DATA
ANALYZE DATA
DEV STRATEGY
EXECUTE PLAN
ANALYZE RESULTS DATA
COURSE CORRECT

THE MACHINE TO EFFICIENCY >
PROGRAMMATIC
RIGHT PERSON PLACE MESSAGE TIME
70% ARTICLE
NATIVE
Address Not Disclosed
Malibu, CA 90265
Single-Family Home

Off Market
$25,000,000
$112,035 / mo
Mortgage Center

View Your Credit
Get Prequalified

Listing agent for this property
Josh Altman
Barbie's Realtor

Love luxury?
Get a glimpse of the sweet life with Trulia Eye Candy.

Sign up now

Homes you might like...
32852 Pacific Coast Hwy, Malibu CA
$26,000,000
4 Br / 5 Ba
3,333 sqft
Single-Family Home

45 photos
MARKETING FOLLOWS AUDIENCE BEHAVIOR
WITHOUT DATA NO CREATIVITY, WITHOUT CREATIVITY NO DATA
RUN & DONE
SCENARIOS

DATA GIVES
MICRO LOCATION
CONTEXT
SIGNAL OVER NOISE
BRAND EXPERIENCE
CONTEXT MATTERS
VIDEO
EVERYWHERE
90% VIDEO FREAKS
SHORT FORM LONG
“IF YOU OBEY ALL THE RULES
YOU MISS ALL THE FUN”