



Brand Management & Media Planning

LM in Marketing & Digital Communication



LUMSA
UNIVERSITÀ
1939 **80**TANTESIMO 2019



Roots Tourism communication campaign

Project Work
Briefing



LUMSA
UNIVERSITÀ
1939 **80**TANTESIMO 2019



Owned & Earned Media

Lesson 4 part 1
Thursday October, 19

Where were we?



6-steps of brand choreography

1. Find a winning **brand value proposition**: the brand promise
2. Identify the **buyer personas**
3. Study the **customer journey** of the personas
4. Identify the brand **touchpoints** for each phase of the customer journey
5. Planning the right message on **Paid, Owned & Earned media**
6. Develop a **total customer experience strategy** (not just communication: all stages of the customer journey must be consistent with the brand promise, from the product to assistance, etc.)



POE, let's recap

PAID MEDIA

ATL:

- TV
- Press
- Radio
- OOH
- Cinema
- Internet advertising:
 - Display
 - Search
 - Social network

BTL: sponsorships,
Events, influencer
marketing

OWNED MEDIA

Website
App
Blog
Social network
Direct response/CRM

Point of Sales,
merchandising,
Packaging
Branded spaces

EARNED MEDIA

PR:

- Press (+digital)
articles

UGC

- reviews
- recommendations
- Social, Blogs
- WOM



Owned Media



Owned Media: the first media that we have to consider

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PR:

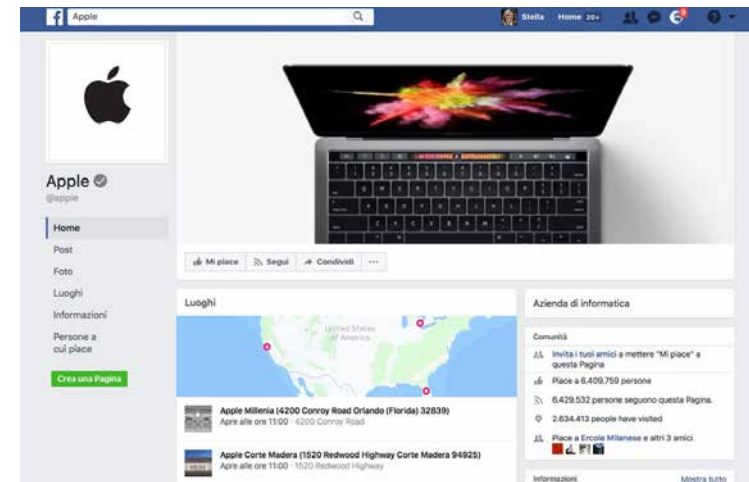
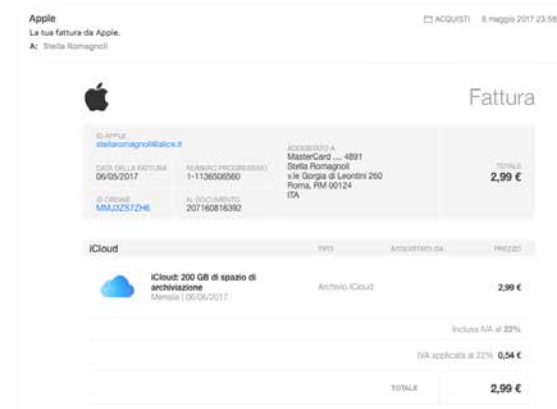
- Press (+digital)
articles
- UGC
 - reviews
 - recommendations
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In our communication plan we try and use **all our owned media**

- Brand and branded content
- Packaging
- Points of Purchase, retail stores, sellers, customer services, uniforms, ...
- Company buildings, company vehicles, signage, assets, ...
- Website, blogs
- App, web app
- Social Accounts (Facebook, Twitter, LinkedIn, Instagram, TikTok, ecc.)
- Newsletters, Direct Emails
- Invoices

Owned Media must be consistent with the brand identity



Owned media CHECK-LIST

- Websites
- Apps
- Blog
- Contact Center
- Chatbot
- Social media accounts
- Newsletters
- DEM...



- Buildings
- Retail stores
- Salepersons
- Packaging
- Vehicles
- Uniforms
- Corporate magazines
- Invoices
- Tickets...



Gruppo FS: infrastrutture, trasporto passeggeri, logistica, rigenerazione urbana
Insieme per il Paese. Un Tempo Nuovo

FRECCIAROSSA
VIAGGIA TRA ROMA E VENEZIA CON FRECCIAROSSA
30 COLLEGAMENTI AL GIORNO
SCOPRI DI PIÙ

PRINCIPALI SOLUZIONI Info Andata e Ritorno







Canale	Property	TI	LH	TREGIO	ITALFER	RFI	S.URBANI	FS
	FSNews							
	FSItaliane							
	Lavora con noi							
	NA-BA							
	PA-CT-ME							
	Lamusicastacambiando							
	Wim.win							
	Opentreno							
Social	Twitter	LeFrece						
		FSNews_it						
		TIRegionale (Lazio)						
		Opentreno						
	Facebook	Opentreno						
		Fondazione FS						
		FS Recruiting Day						
		Women in Motion						
	Linkedin	Frecciarossa						
		FS Italiane						
		Trenitalia						
		Italferr						
		FS Sistemi Urbani						
	YouTube	RFI						
		FS Italiane						
		Nugo						
		Le Frece						
	Instagram	La Freccia TV						
Frecciarossa official								
Nugo								
Italferr								
Newsletter	Lamusicastacambiando							
	FS Italiane							
Portale di stazione	Cartafreccia							
Monitor di bordo	WIFI Station							
	Portale Le Frece							
	Monitor							
	Monitor							



AURORA, cosa fai nel week end? [Stato in arrivo](#)

Trenitalia carlofedele@trenitalia.it [@bounce.xitem.com](https://www.bounce.xitem.com)

inglese Italiano Traduci messaggio

TRENO
TRENITALIA VIAGGI

CHE FAI NEL WEEKEND?

Il lungo ponte del 1° maggio è un'occasione da non perdere per andare alla scoperta del patrimonio culturale e naturale italiano. Noi ti accompagniamo: città d'arte, feste, percorsi alternativi, parchi, cucina e mostre.

VUOI PERDERTI TUTTO QUESTO?

TROPEA NON È SOLO MARE

Per una fuga romantica, una gita in famiglia o in gruppo Tropea, perla della costa tirrenica calabrese, rappresenta un'oasi di libertà. Il vivace borgo affacciato sul mare offre divertimento e specialità locali per palati forti, dalla 'nduja al tonno rosso fino naturalmente alla cipolla rossa, un'irresistibile scoperta.

SCOPRI DI PIÙ [ADJUSTA IL VIAGGIO](#)

CEFALÙ A TUTTA BIRRA

Quindici birrifici rigorosamente siciliani e quindici produttori di street food animano per quattro giorni (da sabato 26 a martedì 1) il lungomare e i vicoli





TRENITALIA
 VIAGGIO da Roma Termini a Milano Centrale | 18/06/2023 alle ore 18:37

Stazione di Partenza: Roma Termini
 Ora: 18:37 | 18/06/2023

Stazione di Arrivo: Milano Centrale
 Ora: 21:08 | 18/06/2023

Tratta: Frecciarossa 35618
 Servizio: 2° Standard
 Categoria: S
 Treni SD

Importo totale: 67,90 €

DETTAGLI PASSEGGERI

Nome Passeggero (Adult)	Andrea Franchino
Categoria	Super Economy
ID	18174026
18174026	18174026

Supporto: ANDEA FRANCHINO
 Pagamento: Utilizzo carta di credito/debito e carta prepagata

10 FRECCIAROSSA TENIAMOCI IN CONTATTO!

OWNED CHANNELS

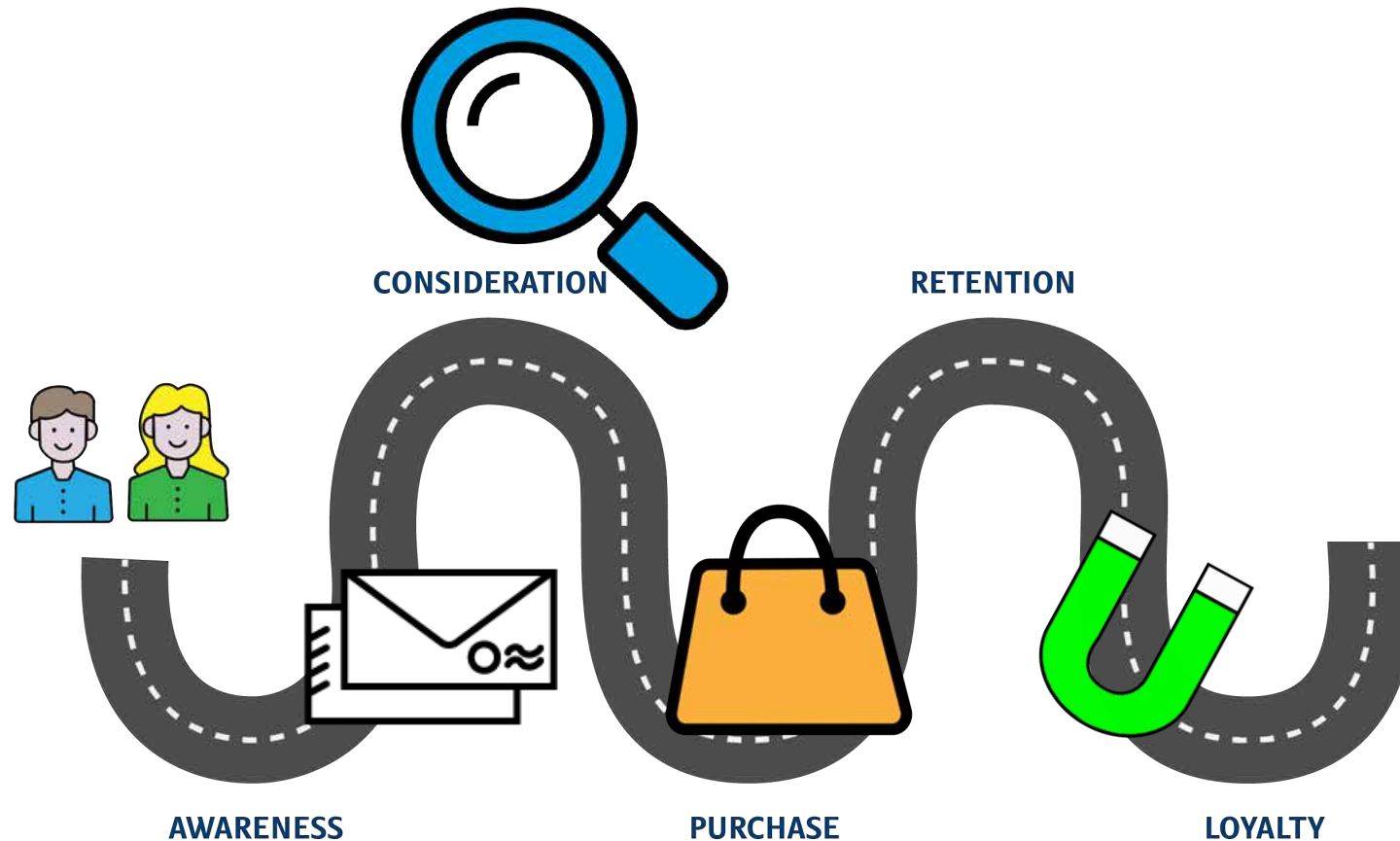
Poste Italiane oversees various touch points with its own communication channels, both physical and digital, with a significant weight in terms of contacts.

- Poste.it website
- Social pages (FB, Instagram, LinkedIn)
- App (poste ID, app BP, app PP, app PT) via push notification
- Vehicle circuit (comparable to dynamic OOH) with approximately 4,000 vehicles involved
- ATM video (on Postamat circuit) with over 8,000 monitors
- Video Post Offices (about 1,700 monitors with dedicated schedule)
- O2O communications on Poste Italiane customer base (approved) for sending DEM
- TG Poste present on poste.it



Owned media's role in the communication plan

Owned media are particularly important when prospect customers **look for information** about us





But they could be useful also to create awareness (when used as billboards)





Website

Website

3'04''



An effective website is simple, well thought out, and highly functional.

LinkedIn Learning



The website is one of the most important communication assets

An effective website must:

- Be **mobile friendly** and working **on all browsers**
- Be **simple**, with intuitive navigation
- **Answers all questions** users may have (check what they ask by phone or email)
- **Reflect the brand** identity
- always be **up to date**
- It is **better than the competitors'** sites



Social media



Social media & brand experience

When using digital channels and social media we need to make sure they all have:

- a look and style consistent with the brand identity
- the same tone of voice

We need to define **who is allowed to post** (and who is not!) and **and organize ourselves in such a way as to give the same answer (to the same question) on all channels** (social, telephone, stores, website, etc.)





Direct Communication



Direct communication uses different media

- **Phone calls** (call center – telemarketing)
- **Paper mail** (e.g. catalogues)
- **Coupons** (physical and digital)
- **Email** (DEM: direct email)
- **Social Network** direct messages
- **Newsletter**



Also called “Permission Marketing”

Anyone who wants to carry out direct communication must **respect the privacy regulations**, therefore it is necessary to:

1. **ask for consent**
 1. for data processing and
 2. the permission of contacting the potential customer (lead)
2. allow to **cancel this consent** at any time.



CRM and direct communication

It is extremely useful to ask for the permission to contact potential buyers

Sending digital direct communication (DEM, Newsletter) is almost for free. You only have to pay for the contents.



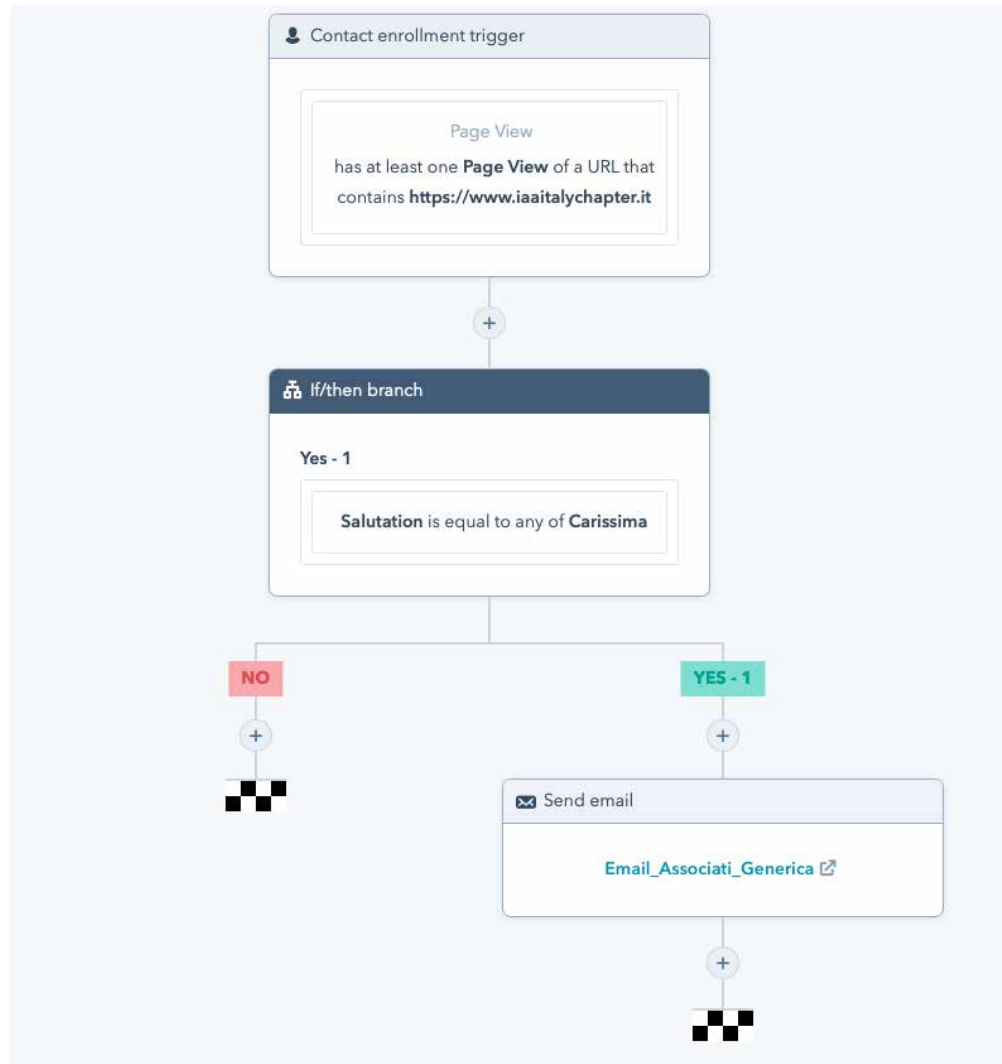
The essential component is the contact database (e.g. Hubspot database)

The screenshot displays the HubSpot CRM interface. At the top, there is a navigation bar with various menu items: Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. A search bar and several action buttons (Actions, Import, Create contact) are also visible. Below the navigation bar, the main content area is titled 'Contacts'. On the left side, there is a sidebar with filters for 'All contacts', 'My contacts', 'Unassigned contacts', and 'All saved filters'. The main table lists contact records with columns for NAME, SALUTATION, EMAIL, UNIVERSITÀ, CORSO, and ANNO DEL CORSO. A modal window titled 'Choose which columns you see' is overlaid on the table, showing a search bar for properties and a list of selected columns: Name, Salutation, Email, Università, Corso, and anno del corso. The modal also includes a 'Contact information' section with various checkboxes and a 'Save' button.

	NAME	SALUTATION	EMAIL	UNIVERSITÀ	CORSO	ANNO DEL CORSO
<input type="checkbox"/>	Carlotta Morello	Cara	carlotta.morello@gm...	Sapienza	Comunicazione d'Impresa - Labor...	2020
<input type="checkbox"/>	Christian Mancini	Caro	mancini.chr@gmail.c...	Sapienza	Comunicazione d'Impresa - Labor...	2020
<input type="checkbox"/>	Alessio Quadrini	Caro	curcione@outlook.com	Sapienza	Comunicazione d'Impresa - Labor...	2020
<input type="checkbox"/>	Benedetta Isidori	Cara				2020
<input type="checkbox"/>	Ginevra Emilia Martin...	Cara				2020
<input type="checkbox"/>	Giorgia Cima	Cara				2020
<input type="checkbox"/>	Marilena Gianni	Cara				2020
<input type="checkbox"/>	Lavinia Parrotta	Cara				2020
<input type="checkbox"/>	Giada Reggiani	Cara				2020
<input type="checkbox"/>	Mercedes Gari	Cara				2020



Thanks to digital it is possible to automate direct communication flows



Choose an action ✕

Available actions Connect an app

Search actions

Workflow

- Delay
- If/then branch
- Go to other action**
- Enroll in another workflow
- Trigger webhook 🔒

Internal communication

- Send internal marketing email
- Send internal SMS
- Send in-app notification

External communication

- Send email



Packaging

Packaging and brand experience

Packaging is a very important **touchpoint** because it may be the first **physical encounter** our customers have with the brand and it may also be the **last one right before they buy or use the product**





Packaging and brand experience

In creating the **package** we must consider

- The **functional role** (maintain goods, explain how it works, and so on)
- The **emotional role** (depending on brand values and personality)
- The **messages** (to reinforce the positioning and the brand promise)
- The **visual identity and tone of voice** (consistent with the Brand Identity)

Pakaging and brand essence





Dieline Award 2021 World's Best Packaging

The Absolute Best in Packaging:
Dieline Awards 2021 Winners
Revealed



BEST OF SHOW

Your Way, Way Better

CLIENT: BURGER KING
CREATIVE AGENCY: JONES KNOWLES RITCHIE
UNITED STATES



Branded spaces

Branded space and environment

Spaces could provide a **multisensory experience** for the brand

Not only the **retail stores**, but also the **company lobby** can carry the look and feel of the brand.





Brand experience in stores

NESPRESSO



APPLE



LUSH



Earned Media

Earned media

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Earned Media: the media that we cannot buy

- Word-of-mouth
- Articles on media (newspapers, TV or radio programs) by journalists or bloggers
- Organic social posts: on Facebook, Twitter, Instagram, etc.
- Comments and evaluations on ecommerce platforms
- Reviews
- Wikipedia

Earned media



Recensioni clienti

★★★★☆ 4,4 su 5

159 valutazioni globali



▼ Come vengono calcolate le valutazioni?

Consegna a domicilio disponibile

White Bakery
 ●●●●○ 103 recensioni
 Americana · €€-€€€
 Ordina online

StuPisci
 ●●●●● 158 recensioni
 Italiana, Pesce, Medit... · €€-€€€
 Ordina online

La Baguetteria del Valle
 ●●●●● 223 recensioni
 Italiana, Gastronomia · €
 Ordina online



★ 4.87 (77 recensioni)

Pulizia	_____	4.9
Comunicazione	_____	5.0
Check-in	_____	5.0

Olympia
maggio 2020

Il nostro soggiorno alla Little House è stato semplicemente perfetto! L'appartamento è molto carino ma quello che veramente fa la differenza è la vista a dir poco splendida ed il t... [continua a leggere](#)

Precisione	_____	5.0
Posizione	_____	4.9
Qualità/prezzo	_____	4.9

Alberto
marzo 2020

Alloggio con una vista mozzafiato, casa pulitissima e molto accogliente!

Earned media are the
most effective communication instruments.
Especially word-of-mouth.

Why?





Because we **trust the source.**



Why Word of Mouth Works

- 1.** Trust
- 2.** Targeting

How can we earn favorable publicity («Earned Media»)?



How can we «earn media»?

We may earn favorable publicity through:

1. A good **relationship** with the people (journalists, bloggers, influencers, etc.) who **produce content regarding us** (articles in the media, off and online) that reach our target. Companies use **PR and Media Relations**.

Earned Media example

WORLD OF **cruising**

Credit: MSC Cruises

The future of cruising – we step onboard new ship MSC World Europa

Author: Lucy Abbott
 Published on: 07 October 2022
 Updated on: 07 October 2022

MSC Cruises' newest venture comes in the form of mega-ship MSC World Europa – the ship offers you the chance to sail sustainably, powered by LNG, and hits the waters in December 2022 with a four-night sailing from Doha to Dubai. Lucy Abbott steps onboard for a first look at the ship.

What's eco-friendly, future-ready and fun for everyone? That's right, [MSC World Europa](#).

BUSINESS
 The leading provider of duty free & travel retail news

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Home > Regional News > International

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A first look at shopping onboard MSC Cruises' new flagship World Europa

By FAYE BARTLE | Tuesday, 24 May 2022 11:31

MSC Cruises has offered a sneak peek of the 'dynamic and immersive' retail proposition onboard its new flagship, MSC World Europa.

Head of Retail Adrian Pittaway has outlined the USPs of the shopping concepts at each of the three main public area decks of the ship, which will spend its inaugural season in the Gulf, setting sail from Doha on 20 December 2022.

MSC World Europa will be homeporting in Dubai, United Arab Emirates from December 2022.

First up is the department-store style Deck 6 Shopping Gallery, located at

How can we «earn media»?

2. A good reputation among customers, who support our brand by giving **good reviews** or **recommending** our products or services through
 - Word of mouth (physical)
 - on social media or any 2.0 platform (including Amazon ...)





UGC

User-generated content

User-generated content (UGC) is **any content**—text, videos, images, reviews, etc.—**created by people**, rather than brands.

It is perceived as **more authentic** and reliable than advertising.



User-generated content are more and more important

2'14''

User-Generated Content Benefits

- Reduces burdens
- Builds a stronger connection

LinkedIn Learning



We get the best inspiration by seeing our amazing community wearing our clothes on Instagram and showing their unique styling.

THANK YOU FOR BEING A PART OF OUR FAMILY, AND
TAKING NU-IN ON A TRIP AROUND THE WORLD.

THE MOST WANTED OUTERWEAR PIECES STYLE BY YOU

from cloud like puffer jackets to
transitional blazers.

BERLIN



@ANDY.CHAJON

SWEDEN



@MINIMIDIMICHI

SWEDEN



@MINIMIDIMICHI

FRANCE



@HAESAFAR_

100% RECYCLED QUILTED PUFFER LONG COAT 179,99 EUR

When we prepare a communication plan we
must always ask ourselves:
**how can we stimulate our promoters
to create content for us?**



And how can we generate Word of Mouth?

3'01''



Jonah Berger - On Viral Marketing - LinkedIn Learning



What makes a communication "viral"? Why do people talk about something and share it?



1. Social currency

"**Social currency**" is the way we want to be perceived. The things we say (beyond what we do and own) define our image towards others.

- For example we tell a secret because telling someone else something they don't know makes us **feel important**





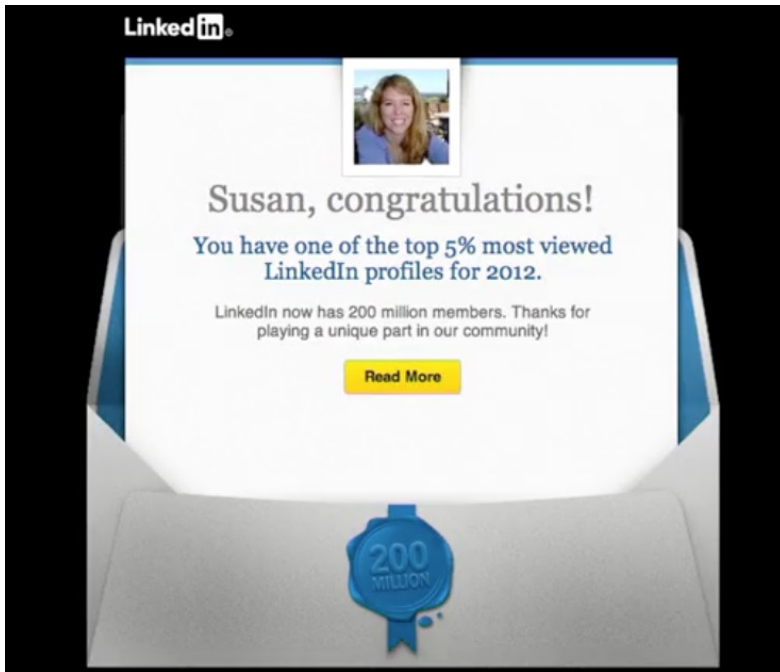
1. Social currency

So the best way to get something shared is to **make the person look good** doing it.

Social Currency The better something makes someone look, the more likely they are to share it



A good way is to provide shareable diplomas and awards



Miriam Urbano • 1°
Stagista marketing digitale presso YOU MARKETING GROUP
21 ore • Modificato • 🌐

Un altro traguardo è stato raggiunto, ieri ho superato l'esame della Stagione 2 del corso **#socialmediatraining** di **Luca La Mesa** !

Ho appreso tantissime nuove nozioni e capito quanto sia importante la **#formazione** nel mio campo.

Ora avanti con la terza stagione! 🍷

#socialmediamanager #socialmedia

SOCIAL MEDIA TRAINING

SI ATTESTA CHE
MIRIAM URBANO

HA CONCLUSO CON SUCCESSO IL CORSO DI FORMAZIONE
SOCIAL MEDIA TRAINING (STAGIONE 2)

Luca La Mesa

ATTESTATO N. 63016429 *Luca La Mesa* 10 maggio 2021

4 1 commento

Consiglia Commenta Condividi Invia

Reazioni

Valentina Zollet • 1°
Co-fondatore presso Seitrenta
5 giorni • 🌐

Per offrire servizi qualificati ❤️👇👇

Congratulazioni!

Valentina De Zolt

Google Ads Search Certification

completato il 29 settembre 2020

ID Completamento: 59406764 Scadenza: 29 settembre 2021

Google recognizes your mastery of the fundamentals of building and customizing effective Google Search campaigns.



2. Triggers

A trigger is an element that **reminds us of something**. We tend to talk about the things that come to our mind.

What environmental stimulus is going to trigger people to think about your product or idea?

2. Triggers

To create these triggers, associations of ideas must be fed:

We need to find an **element that is able to stimulate the memory of our brand** even when we are not there.

- Ex. A popular song as the soundtrack of a commercial
- A **branded gadget**





3. emotions

When we care about something, we share it: the more we feel, the more we pass on information

Emotional content is 20% more likely to be shared.

Why might they care?

Emotions are crucial in the decision making process (primal brain)



How to find our target audience emotional drivers?

1'25''

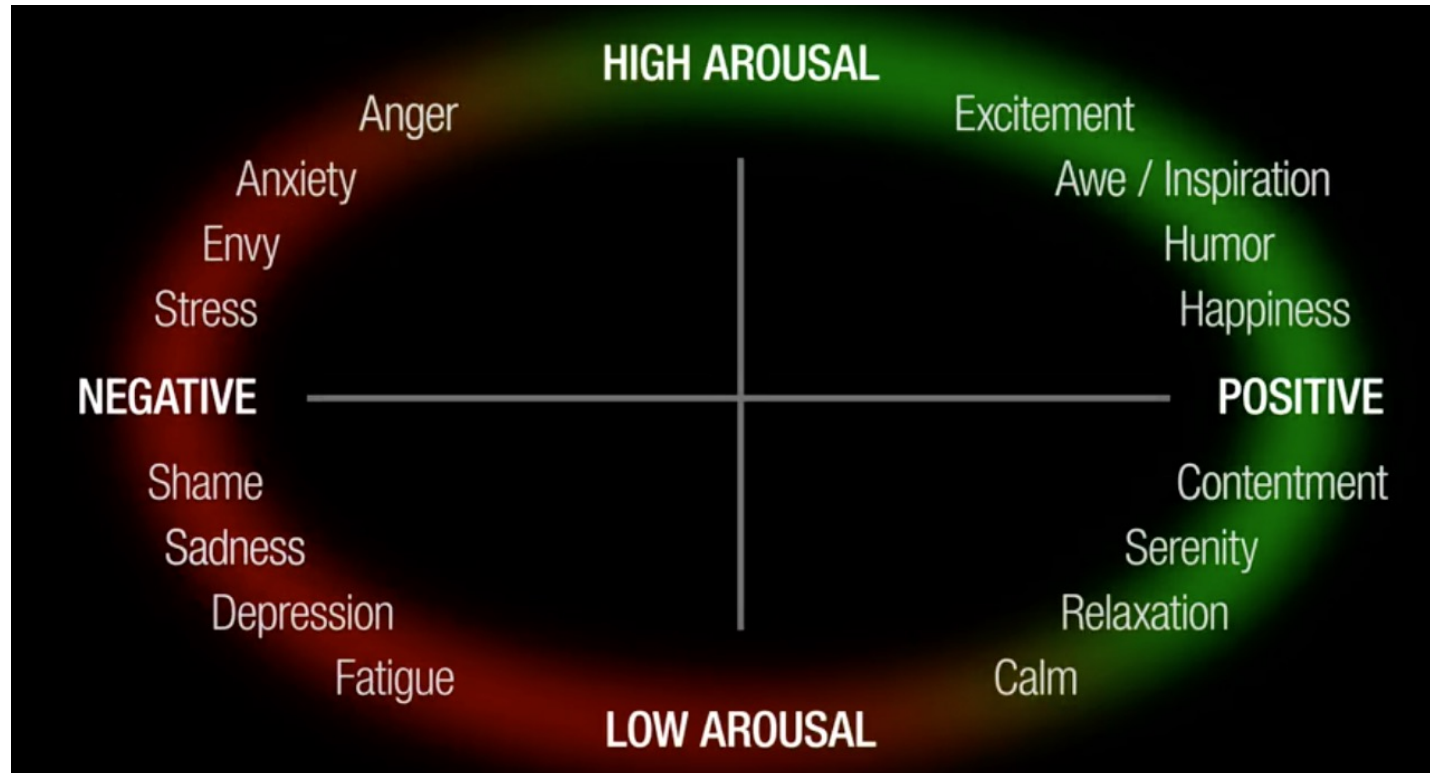
Social currency
Triggers
Emotion
Public
Practical value
Stories

LinkedIn Learning

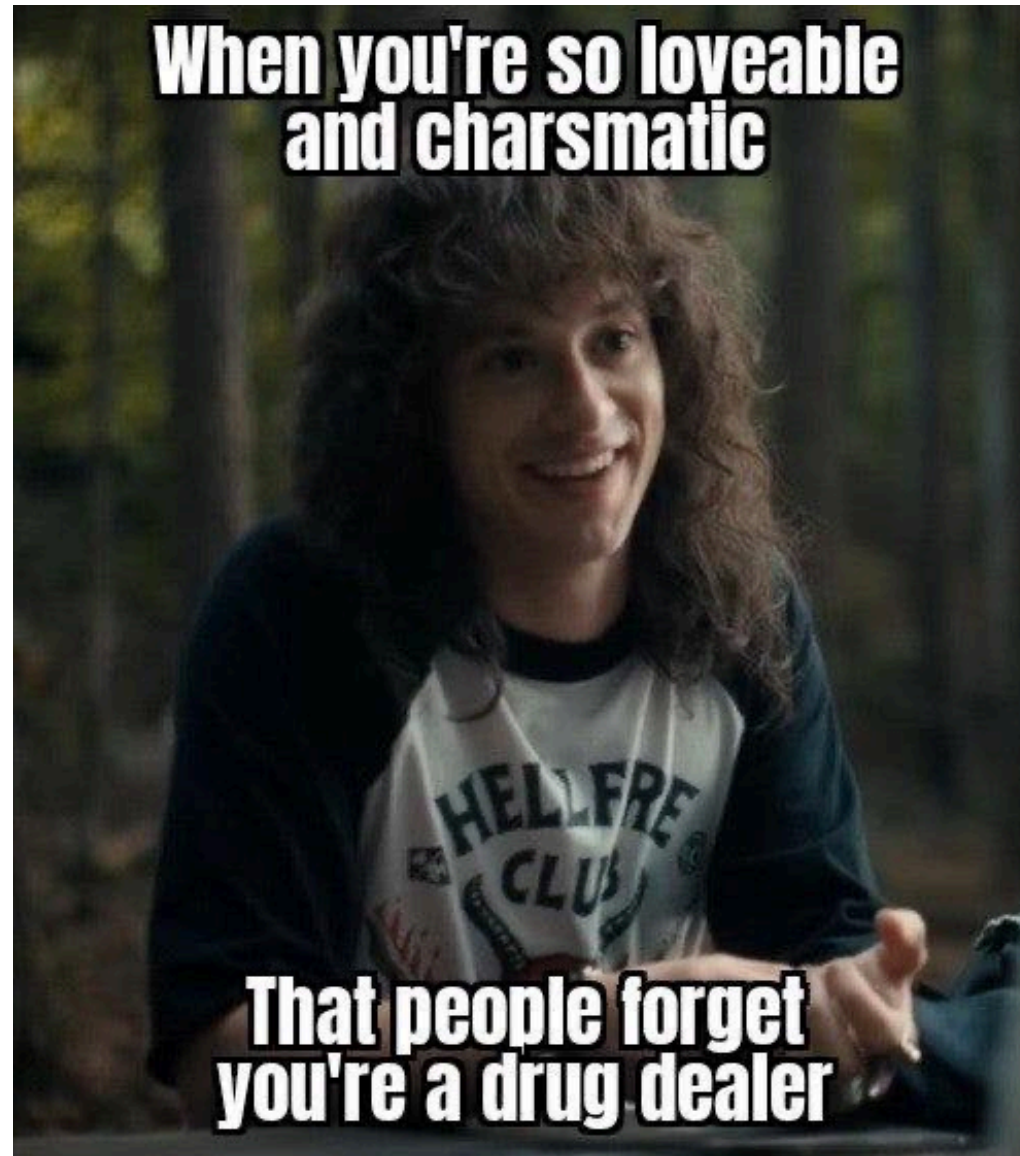


3. emotions

Emotions with a high arousal value (active emotions) are shared (e.g. anger, excitement, humor and inspiration), the others NO (sadness, calm, etc.)



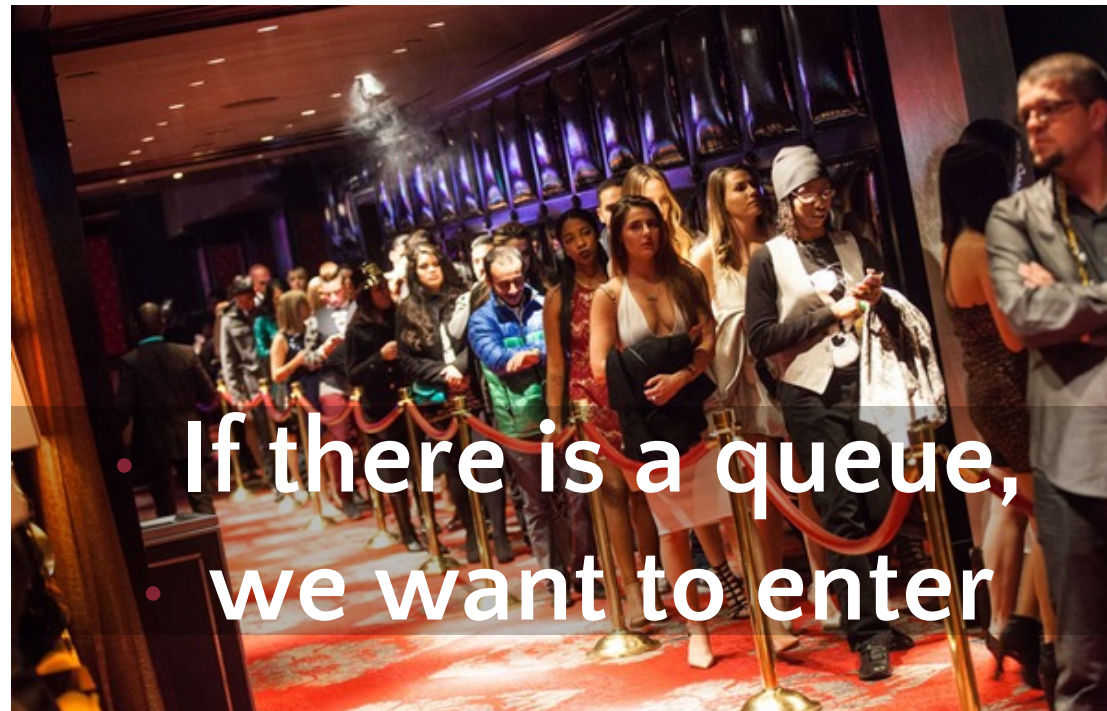
Humor is particularly effective in generating virality



4. Public

We use other people to understand how we should behave (**social proof**), especially when we are undecided.

We do something because others do it.





4. Public

Success calls success.

But we have to see what others do

To exploit this principle, it is necessary to **make visible what others are doing**:

e.g. visible logos, distinctive colors, number of people who use the service ... etc.



Leaderboards are an old-time classic to show success

NETFLIX Home Serie TV Film Nuovi e popolari La mia lista Sfoglia per lingua

Top 10 dei film in Italia oggi

Rank	Title	Label
1	FAIR PLAY	Aggiunto di recente
2	INFINITE	Aggiunto di recente
3	REPTILE	Aggiunto di recente
4	Amici Diletto	Aggiunto di recente
5	NOWHERE	Aggiunto di recente

prime video Home Store TV in diretta Categorie Area personale stella

Rank	Title	Label
1	GEN V	NUOVA SERIE
2	After 5	CAPITOLO FINALE
3	LA RUOTA DEL TEMPO	AMAZON ORIGINAL
4	THE CONTINENTAL	DAL MONDO DI JOHN WICK NUOVA SERIE



5. Practical value

Useful information. People also share information to help others.

A simple way is to propose lists (7 ways to..., the 10 secrets of..., etc.).

The lists intrigue and convey the idea that information is fast.



6. stories

Try to **tell stories**, define the key concept and build a story around it that demonstrates what we want to communicate



0'50''

The more we incorporate **these ingredients** into **our social media contents**, the easier it will be that people will **share them**

To learn more you can download these pdf files

CRAFTING CONTAGIOUS WORKBOOK

Contagious

WHY THINGS CATCH ON

Want to get more word of mouth? Help your product or idea to catch on? The same six principles drive all sorts of things to become popular, from consumer products to policy initiatives. Follow these key STEPPS (or as many of them as possible) to craft contagious content.



SOCIAL CURRENCY

People care about how they look to others. They want to seem smart, cool, and in-the-know. So be sure to find the inner-remarkability (Will It Blend?) and make people feel like insiders (Please Don't Tell).

TRIGGERS

Top-of-mind means tip-of-tongue. So consider the context (Rebecca Black) and grow your habitat so that people are frequently triggered to think about your product or idea.

EMOTION

When we care, we share. Emotional content often goes viral (United Breaks Guitars, Susan Boyle). So focus on feelings rather than function. And kindle the fire using high arousal emotions.

PUBLIC

Built to show, built to grow. The more public something is, the more likely people will imitate it. Design products and initiatives that advertise themselves (red bottom shoes) and create some visible behavioral residue (Livestrong bracelets).

PRACTICAL VALUE

News you can use. Useful things get shared. So highlight incredible value (Rule of 100) and package knowledge and expertise so that people can easily pass it on (Corn shucking video).

STORIES

Information travels under what seems like idle chatter. Stories are vessels. So build a Trojan horse. A narrative or story that people want to tell (Jared from Subway) which carries your idea along for the ride.

Now it's up to you: Presentation of the best 3 Kapferer's prism project



Teams that present

1. Amsterdam
2. Budapest
3. Istanbul

Fonti

- Branding Foundation – Drew Boyd – Lynda.com
- Customer Experience: Journey Mapping – Jeannie Walters – Lynda.com
- The New Marketing – Cheryl and Mark Burgess, Sage 2020
- Rajeev Batra & Kevin Lane Keller – Integrating Marketing Communications: New Findings, New Lessons, and New Ideas – Journal of Marketing: Vol. 80 (November 2016), 122–145
- Patrick Renvoise –The Persuasion Code: the Neuroscience of Sales, LinkedIn Learning 2020
- Brad Batesole –Digital Marketing Foundation – LinkedIn Learning 2021
- Colleen Jones– Advanced content marketing – LinkedIn Learning 2020