



# Brand Management & Media Planning

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LM in Marketing & Digital Communication



**LUMSA**  
UNIVERSITÀ  
1939 **SO**TTANTESIMO 2019



LUMSA  
UNIVERSITÀ  
1939 80° ANNIVERSARIO 2019

# Paid Media BTL

Lesson 3 part. 2  
Thursday October, 31





# Paid Media



# Paid Media

## PAID MEDIA

### **ATL:**

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

**BTL:** sponsorship,  
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
- USG
  - reviews
  - recommendations
- Social, Blogs
- WOM





# Paid Media: the media that we have to buy from someone else

## ■ Advertising ATL (Above-the-line)

- TV
- Print
- Radio
- OOH (Out Of Home)
- Cinema
- Internet (display e native: social e search)

## ■ BTL (Below-the-line)

- Events
- Sponsorships/Product Placement/Influencer Marketing
- Unconventional (Ambient, Guerriglia MK, etc.)



# Paid media BTL

Advertising Below the line



## Obiettivi del nuovo format

- Essere distintivi
- Mantenere la capacità di creare ricordo
- Migliorare il gradimento
- Migliorare il percepito sui giovani
- Dare più centralità all'offerta

# Events





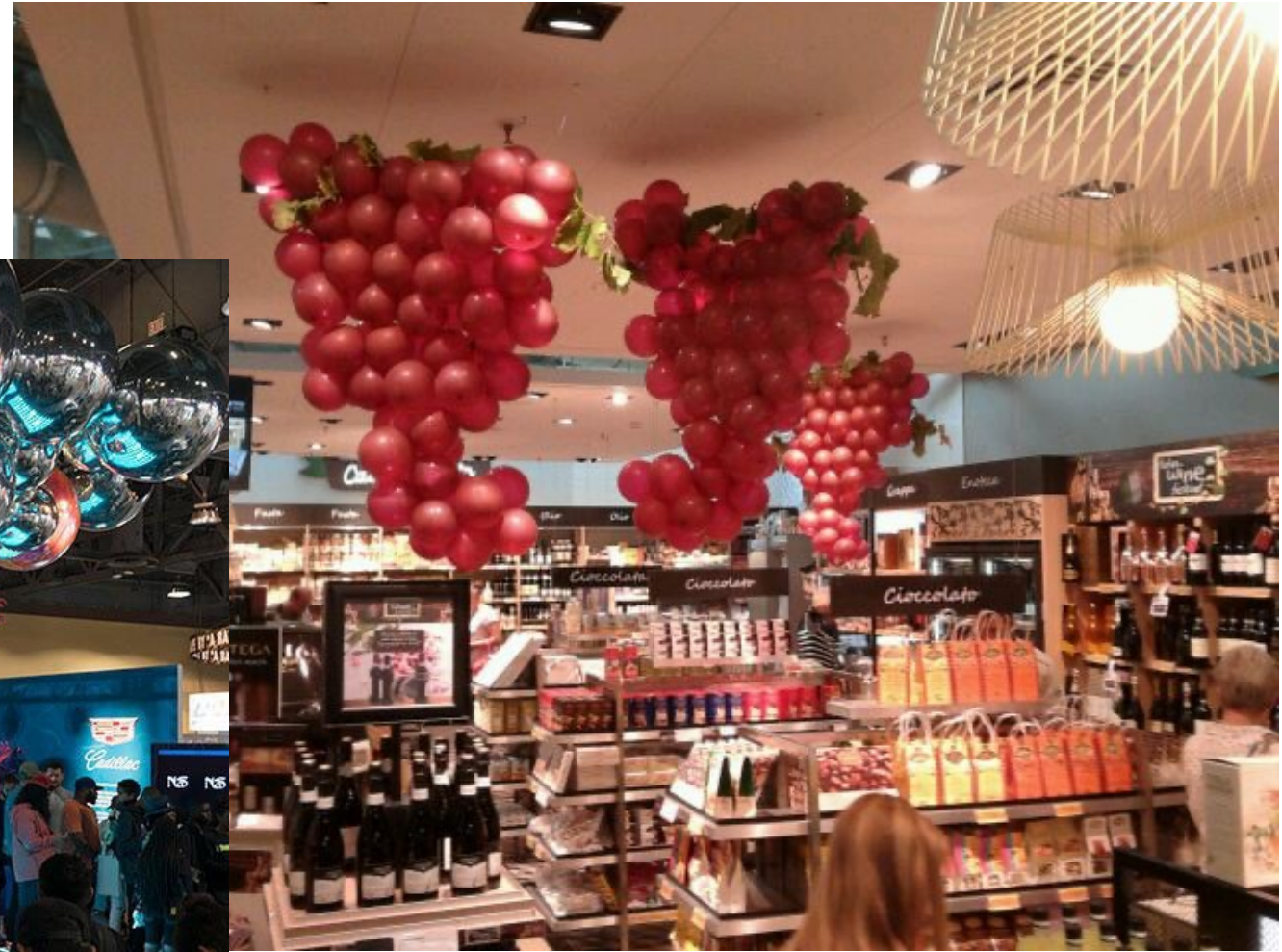


# Events: a powerful communication tool

**Events** are planned public or social occasions which have a **limited duration** and a **specific purpose**

- The company can organize its own events or participate in events organized by others (e.g. trade fairs)
- The strength of the event as a **communication tool** lies in the fact that the event, thanks to its high capacity for involvement, is able to **create very strong interactions** with the public

# In-store promotions are events





## Events create **experiences**

Despite the technological advances and multiple ways to create an event, **the common end** is based on the **experience** and the **emotional bonding** that can be granted to the public.



# The event must leave a memory

The Event as a **communication tool** must:

- Have a **specific purpose**
- Leave a **memory** over time

An event that is forgotten the next day has not achieved its objectives...





# We could use events for internal and external communication

## ■ Internal communication events:

- Meetings, conventions, team building, company days, workshops...

## ■ External communication events:

- Congresses, conferences, fairs, trade shows, road shows, in-store, etc.



# Trade shows are very important for B2B (Business To Business) marketing strategies

**Trade shows** are very important marketing communication tools. Companies participate in **fairs and exhibitions** for:

- **activation of new contacts** with customers and suppliers
- **strengthening existing relationships**
- development and consolidation of **reputation and image**
- Assessing the **competition**
- Increasing the knowledge of the **customers**



# E.g. Fairs dedicated to beauty





# Expo Dubai was important for the whole nation

1'01''



The pandemic-delayed [Expo 2020](#) in the United Arab Emirates closes on Thursday after eight years of anticipation, over \$7 billion in investment, 240 million hours of labor and six months of festivities.

## Events or sponsorships?....



Attention: one thing is to **organize an event**,  
another one is to **sponsor an event**  
(investments are different...)





# Sponsorship



# Sponsorships are an exchange relationship

A company (sponsor) **provides financial or in-kind support** to a person, group or organization (sponsee) in order to **allow them to carry out their activities** and, in **exchange**, obtains a series of **benefits** in order to facilitate the **pursuit of its marketing and communication objectives**



# Which are the benefits for the sponsor?

- **Visibility** (the **sponsor logo** is showed in the sponsee communication)
- **Free tickets/hospitality**
- **Licensing agreements**
- ...





## What are they useful for?

**Sponsorships** are useful to **create awareness** and **position** a brand (not yet consolidated) through the **image transfer mechanism**

In order to obtain the **transfer of values**, it is necessary to have:

- **Conguence of stimuli** (sponsor and sponsee)
- **Frequency** (repetition of the association)

# The sponsee is the medium







# Companies sometimes use advertising to **increase the awareness** of sponsorship





# Ferrari and Formula 1







# Licensing, co-marketing & co-branding

Through **licensing agreements** (e.g. use of the sponsee logo) it is possible to enhance the sponsorship also through **co-marketing and co-branding**



Partner logo



Prada & Luna Rossa sponsorship

# Sponsorships are also useful to create contents for the social media strategy

TikTok  
May 16 · 🌐

Si è conclusa una settimana da urlo per [Eurovision Song Contest](#), ma il party continua su TikTok. Ecco i brani di [#Eurovision](#) che stanno ispirando maggiormente la nostra community!  
[#Eurovision2022](#) su TikTok e unisciti alla festa 🎉

Link in bio 🔗

## Top 3 Eurovision 2022 su TikTok

1	Kalush Orchestra Stefania	
2	Mahmood & Blanco Brividi	
3	Chanel SloMo	

|

Official Entertainment Partner

## lo starter pack per i fan di Eurovision:

\*apre la finestra e canta\*



**Sponsorship are usually quite expensive,  
especially if you want to reach a broad  
audience.**



# Product Placement



# Product placement

**Product placement** is a form of communication in which **products, packaging, brand name, logo, etc. are intentionally placed in narrative contexts of films or television programs, games, videos** in exchange for cash or in-kind (technical supplies or free products-services) negotiated between the advertiser company and the production company.

# Product placement

As with sponsorships, you can try to **increase the awareness** of this association through **product tie-in activities** (e.g. use the main actor of a movie as a testimonial)



**NO  
TIME  
TO  
DIE**  
SOLO AL CINEMA

#### JAMES BOND'S CHOICE

Sulle tracce di un misterioso criminale, James Bond affronta una nuova missione in *No Time To Die* indossando un OMEGA Seamaster Diver 300M. Realizzato in leggerissimo titanio, questo modello **007** è pronto all'azione e vanta la massima affidabilità Master Chronometer, con il suo alto standard di precisione e impareggiabile resistenza ai campi magnetici.

  
**OMEGA**

Milano • Roma • Venezia • Firenze • Aeroporto Fiumicino



# Daniel Craig was hired as celebrity for Heineken TV commercials

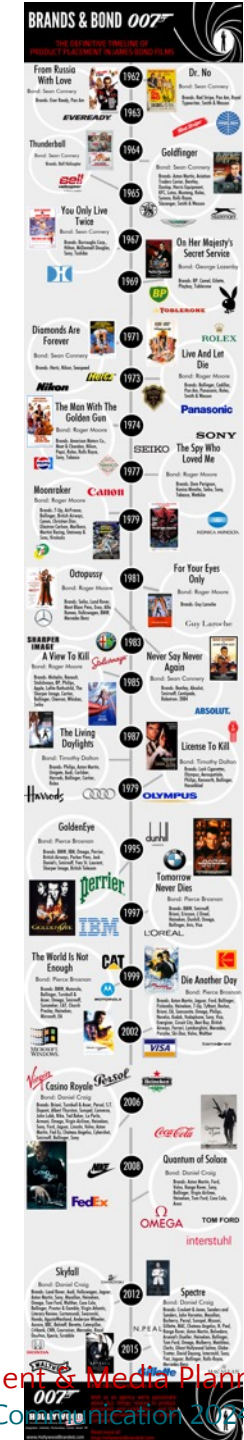
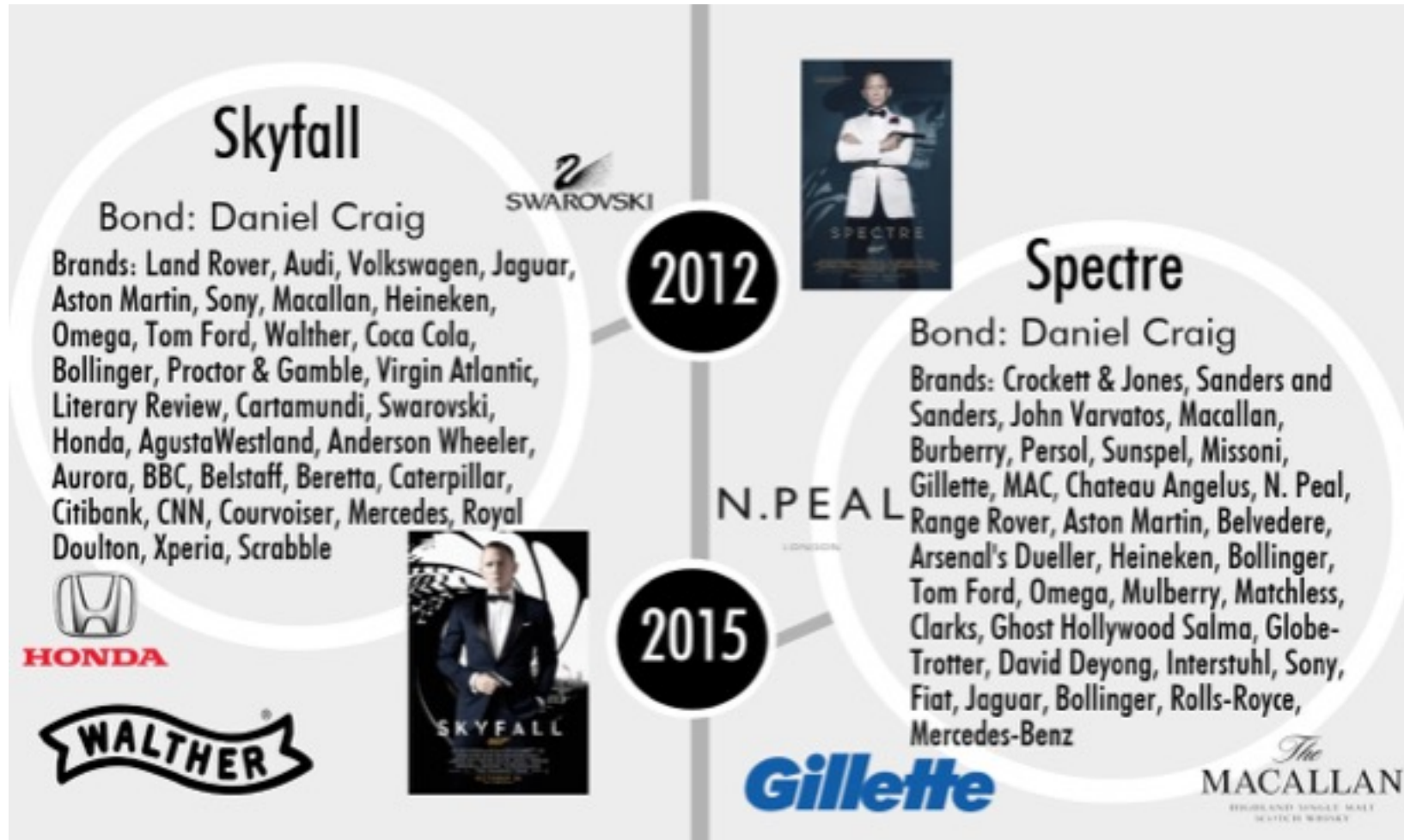




# But Product Placement can also lead to **co-marketing and co-branding**



# 007 Might Be The The King Of Product Placement





# The contexts of product placement have **entertainment** in common



CINEMA



TV



GAMES



MUSIC



**Entertainment is the key generator of consumers' emotions**



# Product placement works in a similar way as sponsorship (as a communication instrument)

Product placement is a communication tool with **a great emotional impact**, because it links the product to the entertainment content.

And when the product placement is in contexts with **repetitive exposure** (such as videogames or TV series) there is also the **frequency** «effect» that helps memorization.



# TV programs and series in Caffè Borbone's communication strategy



[Chi siamo](#)

[Caffè](#)

[Altri prodotti](#)

[Compatibilità](#)

[Sostenibilità](#)

[Cialda ECO](#)

[Blog](#)

[Contatti](#)

[Shop on line](#)



## Product placement – Caffè Borbone in TV

Caffè Borbone ha accompagnato con i suoi caffè le trasmissioni televisive più seguite del momento:

**Forte forte forte**

– Made in sud

– Si può fare

– The voice



# Product placement, videogames & metaverse





# Videogames: Wendy & Fornites

2'02''





When entertainment content is produced by the brand, we have **Branded Content**





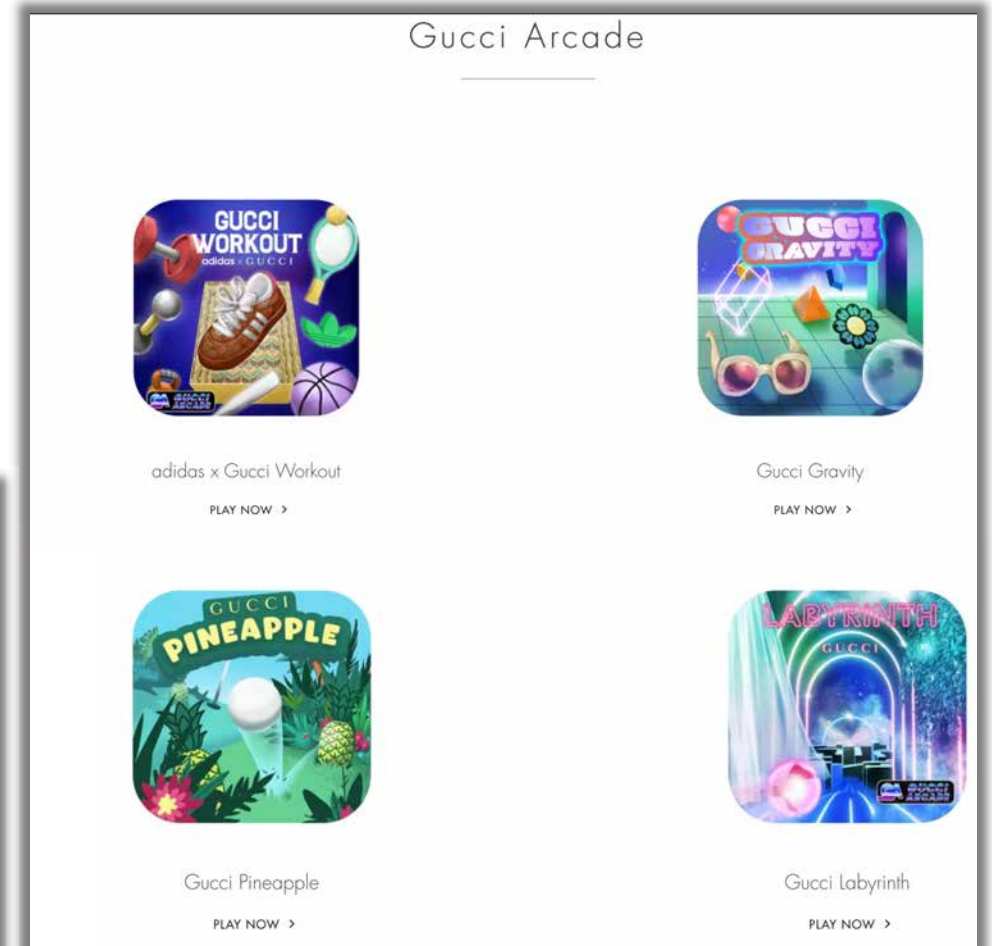


# Branded contents could inspire, educate or entertain (like games)



## GG is Good Game

*Two letters encoded with the House's century-old DNA take on new meaning in the gaming arena. The parting salutation of sportsmanship, "GG" or "Good Game" becomes the name and motto for Gucci's ventures into virtual worlds as it creates hubs for play, self-expression, talent, freedom, and individuality.*





# Red Bull based a lot of its communication strategy on the production of contents

The screenshot shows the 'About Us' page of Red Bull Media House. The navigation bar includes 'OUR PORTFOLIO', 'WORK WITH US', 'ABOUT US', 'CAREERS', and 'REDBULL.COM', along with a 'Contact Us' button and a language selector set to 'en'. The main heading is 'ABOUT US'. The text describes the Red Bull Content Pool as a self-service platform for media featuring video and stills, exclusive interviews, and news about athletes, events, and projects. It notes that the content is updated constantly and is available for immediate download, rights-cleared, and free of charge for editorial use. A 'Visit Website' button is present. A video player shows a Red Bull catamaran on the water with a play button overlay. A search bar at the bottom contains the text 'Free Content for Editorial Use'.

Free Content for Editorial Use



# Influencer Marketing between Sponsorship and Placement





# Who is an Influencer ?

## Influencer

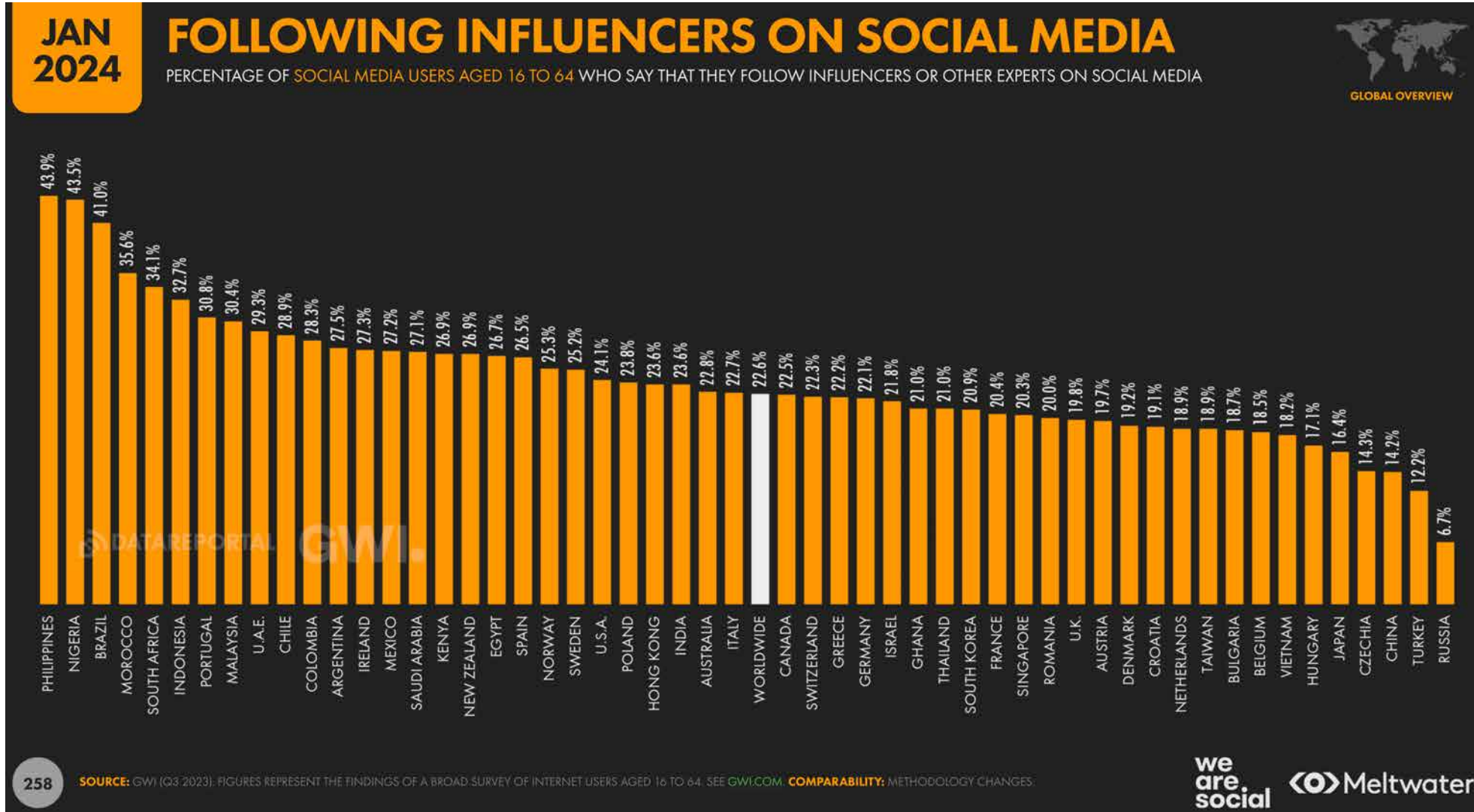
Also called **KOL** (Key Opinion Leader)  
Or **KOC** (Key Opinion Consumer)

A person with the **ability to influence** potential buyers of a product or service **by promoting or recommending** the items on social media.

Source: Oxford Digital Dictionary

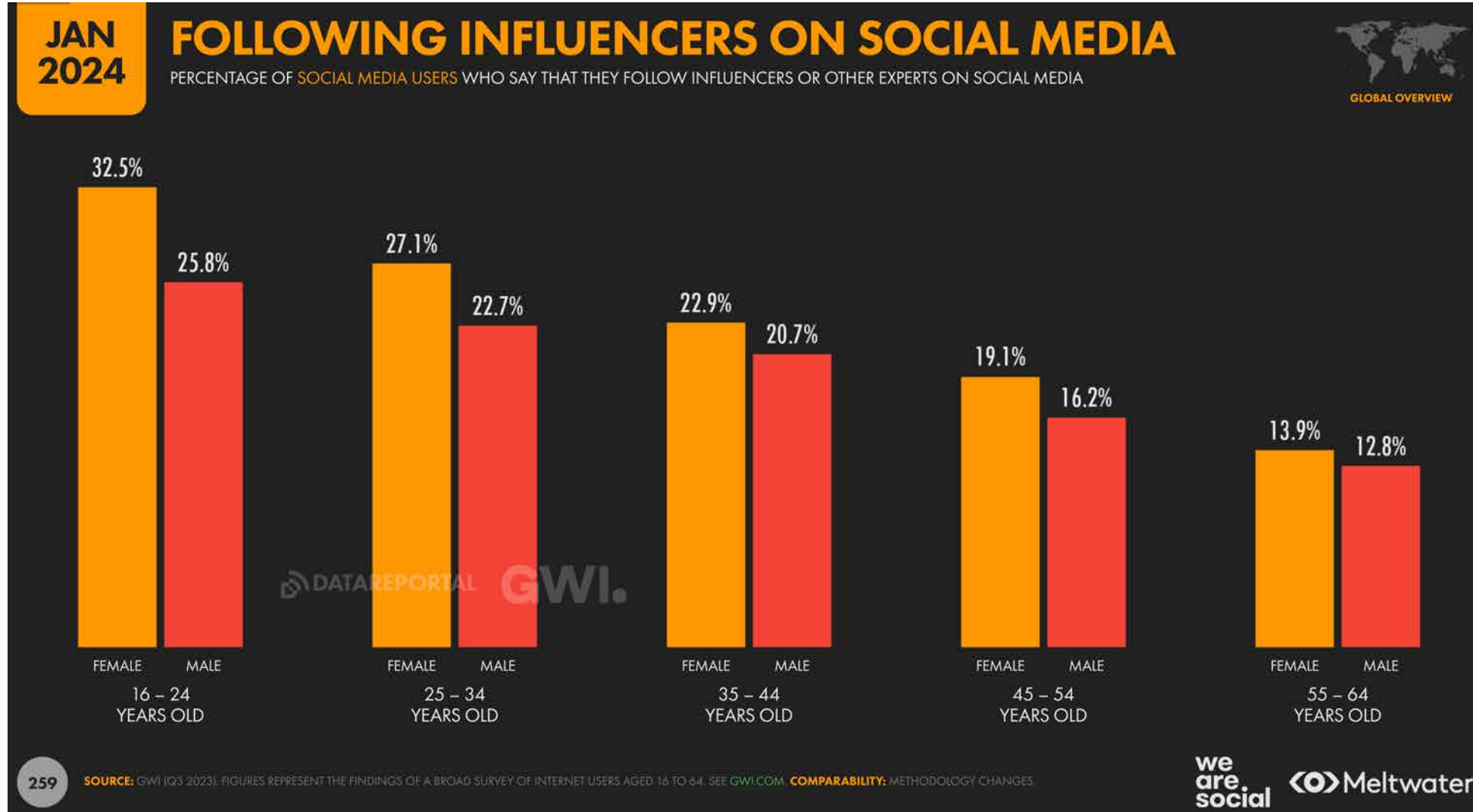


# 22% of internet users worldwide follow influencers



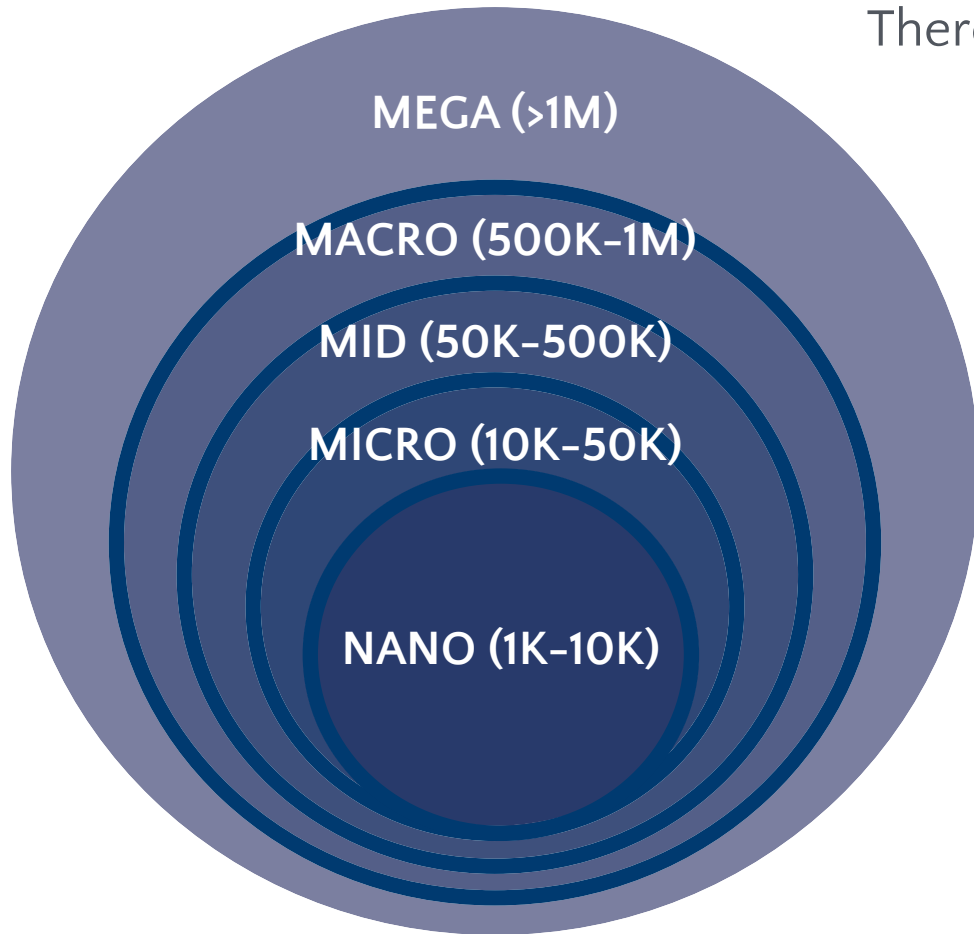


# The percentage is higher among young people





# Influencers' classification








There are **5 types of influencers**:

1. **Mega**-influencers with more than 1 million followers (**celebrities**)
2. **Macro**-influencers with 500K to 1 million followers
3. **Mid-tier** influencers with 50K to 500K followers
4. **Micro**-influencers with 10K to 50K followers
5. **Nano**-influencers with 1K to 10K followers



# Some Mega influencers...

elenco aggiornato al 2024-10 [Scarica](#)

#	NOME	SEGUACI	ER	PAESE	ARGOMENTO DI INFLUENZA	RAGGIUNGIBILITÀ POTENZIALE	SALVA	INVITA ALLA CAMPAGNA
1	 <b>Cristiano Ronaldo</b> @cristiano	640.2M	1.14%	 Portogallo	Sport Finanza Calcio	192.1M	☆	<a href="#">Vedi Profilo</a>
2	 <b>Leo Messi</b> @leomessi	503.9M	0.48%	 Argentina	Sport Calcio Attività Generale Interesse Gener...	151.2M	☆	<a href="#">Vedi Profilo</a>
3	 <b>Selena Gomez</b> @selenagomez	424.1M	0.59%	 Stati Uniti	Bellezza e Cura ... Intrattenimento ... Musica Attori	127.2M	☆	<a href="#">Vedi Profilo</a>
4	 <b>Kylie</b> @kyliejenner	396.8M	0.62%	 Stati Uniti	Bellezza e Cura ... Presentazione d... Modellazione Personaggio Pu...	119M	☆	<a href="#">Vedi Profilo</a>
5	 <b>Dwayne Johnson</b> @therock	395.3M	0.15%	 Stati Uniti	Intrattenimento ... Attori Personaggio Pu...	118.6M	☆	<a href="#">Vedi Profilo</a>
6	 <b>Ariana Grande</b> @arianagrande	376.8M	0.48%	 Stati Uniti	Intrattenimento ... Musica Cantante Attori	113.1M	☆	<a href="#">Vedi Profilo</a>

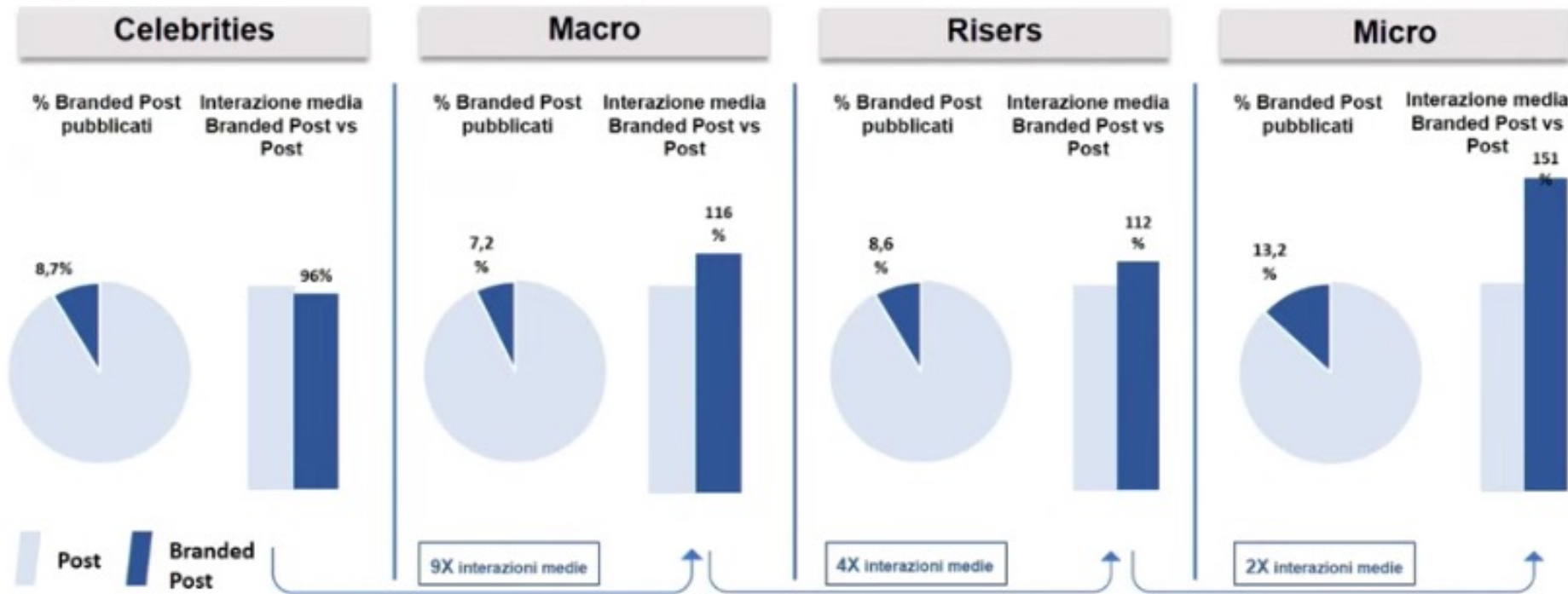


# The micro-influencers **engagement rate** is higher than the average



Q2 2021

## L'ENGAGEMENT SUL BRANDED CONTENT PER TIER CAMPAGNE (tag o hashtag #adv/#advertising) PUBBLICATE DAGLI INFLUENCERS ITALIANI



Fonte: Elaborazione Sensemakers su dato Shareablee, Partnership Explorer + Content Pulse, Q2 2021, Italia | Piattaforme: Facebook, Instagram

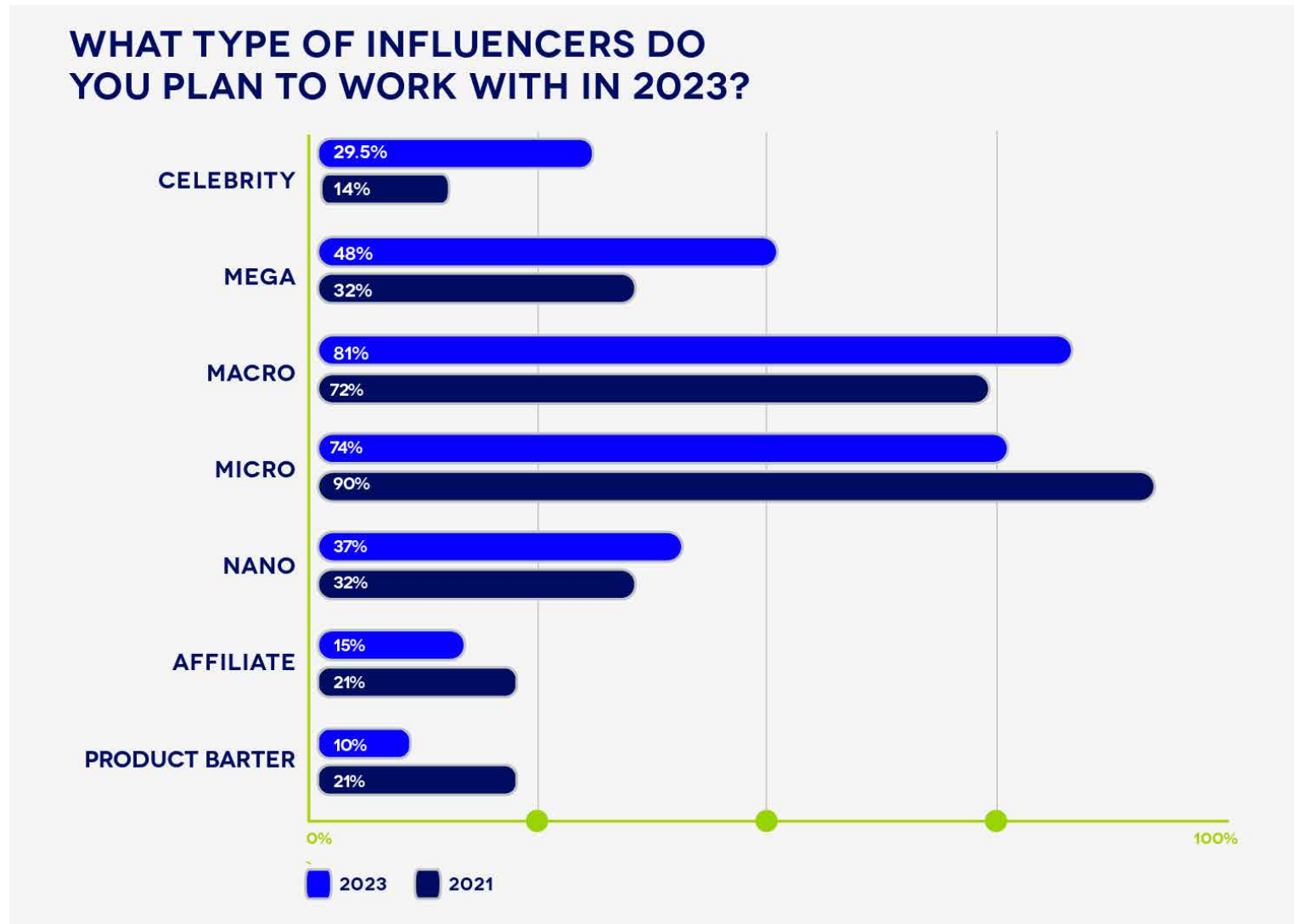


Congresso Influencer Marketing 2021 – UPA 13.9.21





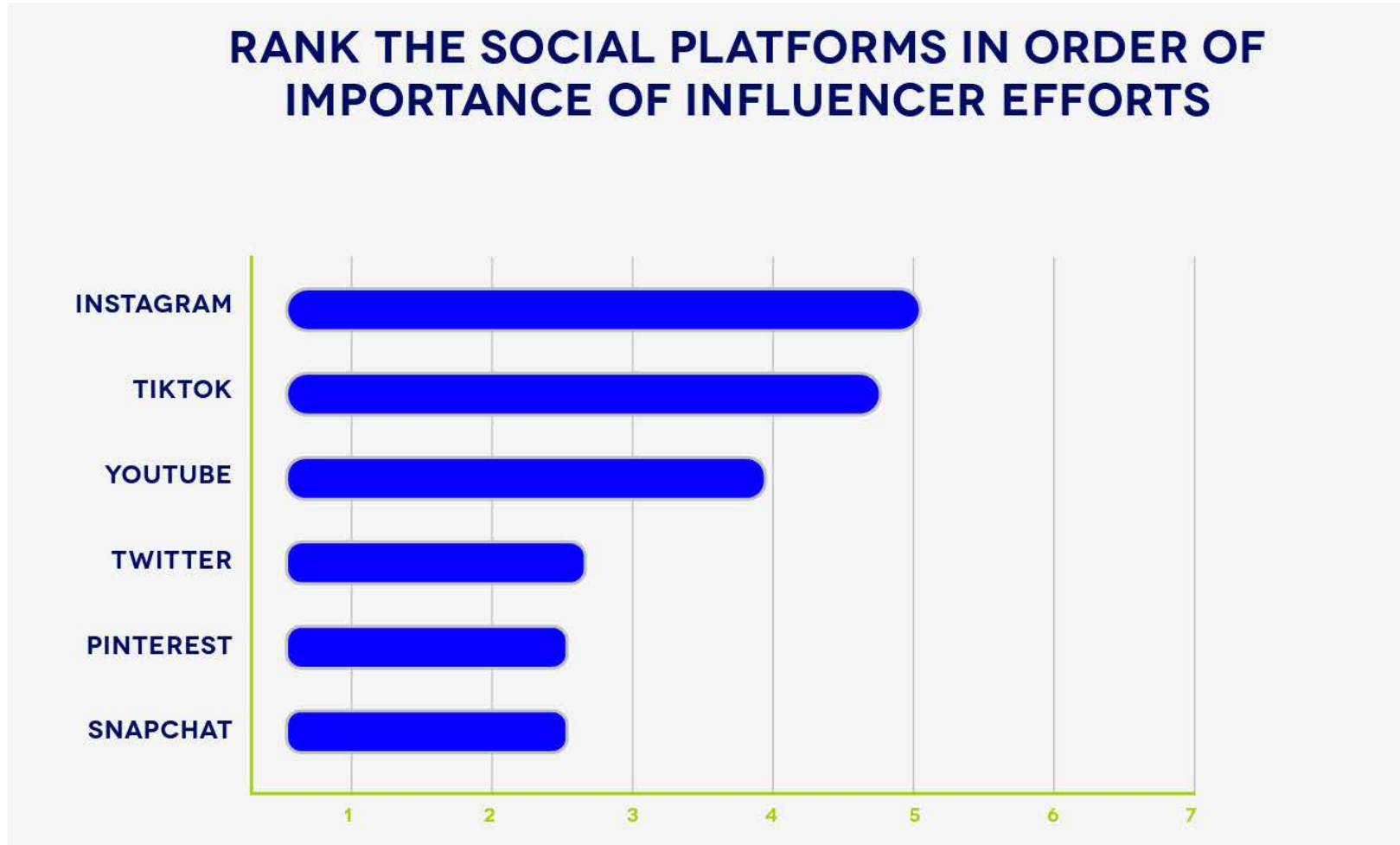
# Micro influencers are the most used worldwide



Source: LIMQIA The state of influencer marketing 2023 ( global data)

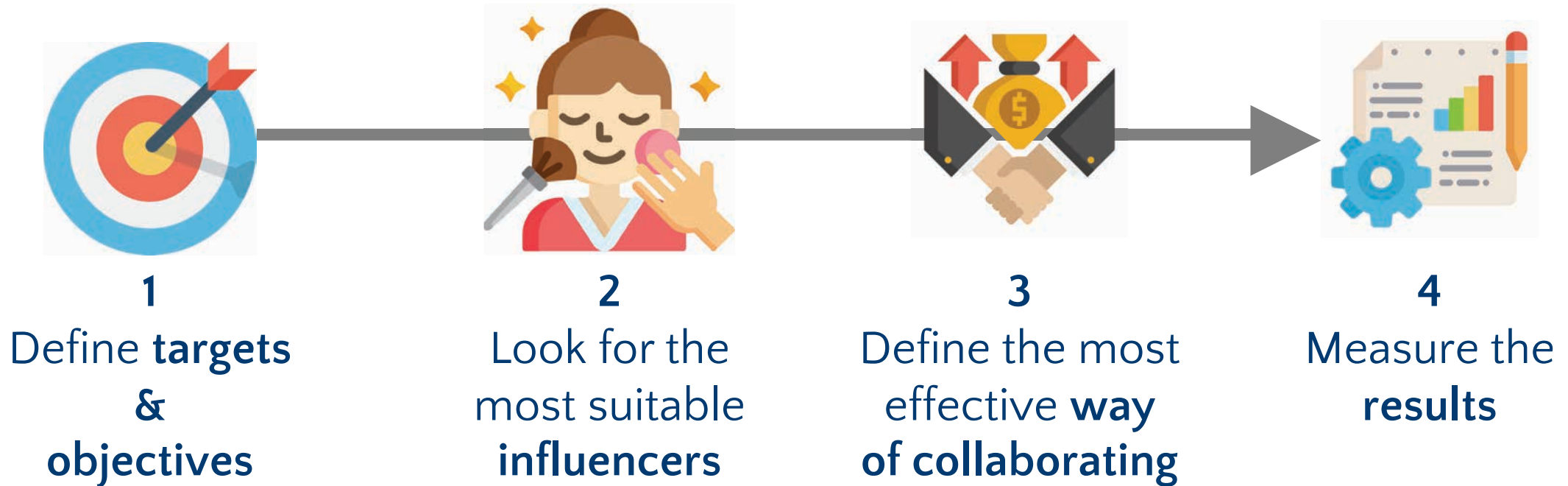


# Instagram is the most used social platform for Influencer Marketing



Source: LIMQIA The state of influencer marketing 2023 ( global data)

# The phases of an influencer marketing campaign







# 1. Define targets and objectives:

1. Awareness and **image**
2. **Sales**
3. **Traffic** to the website, registration for events
4. Increase **followers**
5. Get more **impressions** /reach



# What can create **awareness** and **imagery** of the brand through influencer marketing?

- Product demo video
- Unboxing video
- Product reviews
- Sponsored posts
- Promote contests

# #1 Unboxing videos

Play (k)

0:11 / 15:30

#iphone12 #iphone12pro #anteprima

iPhone 12 e 12 pro UNBOXING PRIME IMPRESSIONI e CONFRONTO

918,165 views · 20 Oct 2020

33K 817 SHARE SAVE ...

ag andregaleazzi.com  
1.14M subscribers

SUBSCRIBE

TOP SECRET SMARTPHONE UNBOXING

Unbox The...  
18,2 Mln di iscritti

Abbonati Iscriviti

144.911

Condividi



# #2 Product demos

**Nintendo Switch Product Demo**

**KillerBanjo**  
327 iscritti

**Iscriviti**

3 **Condividi**

**Provare un trucco completo da SHEIN!**

Tradotto

**James Charles** ✓  
23,8 Mln di iscritti

**Iscriviti**

243.435 **Condividi**

# #3 Product reviews



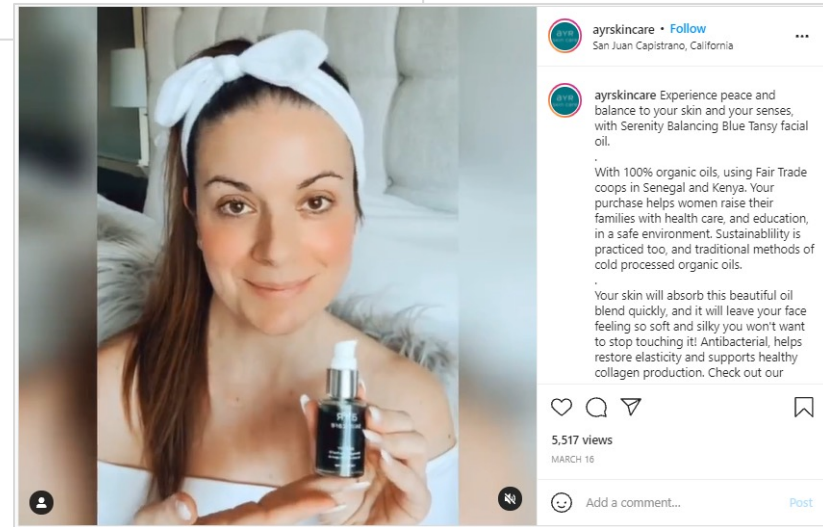
I do NOT recommend these products... heh

66.788 visualizzazioni • 2 mesi fa

Soo Beauty 수뷰티

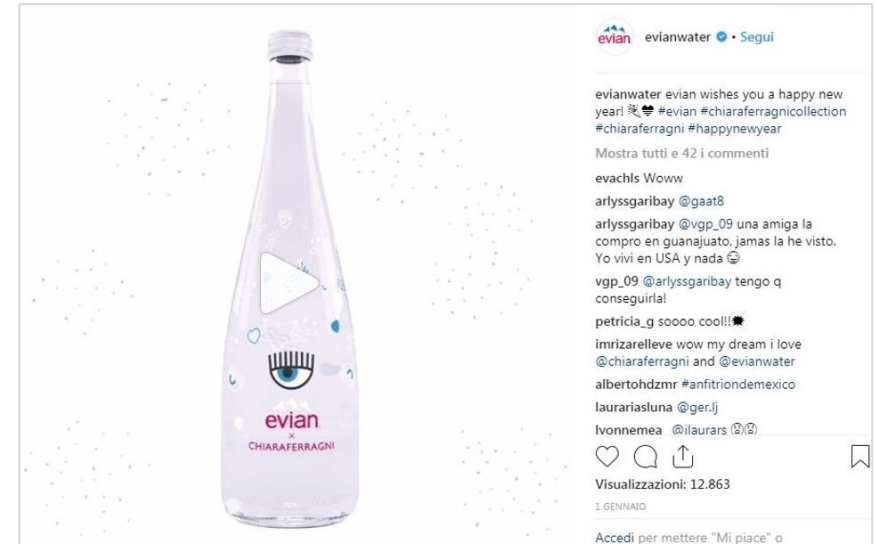
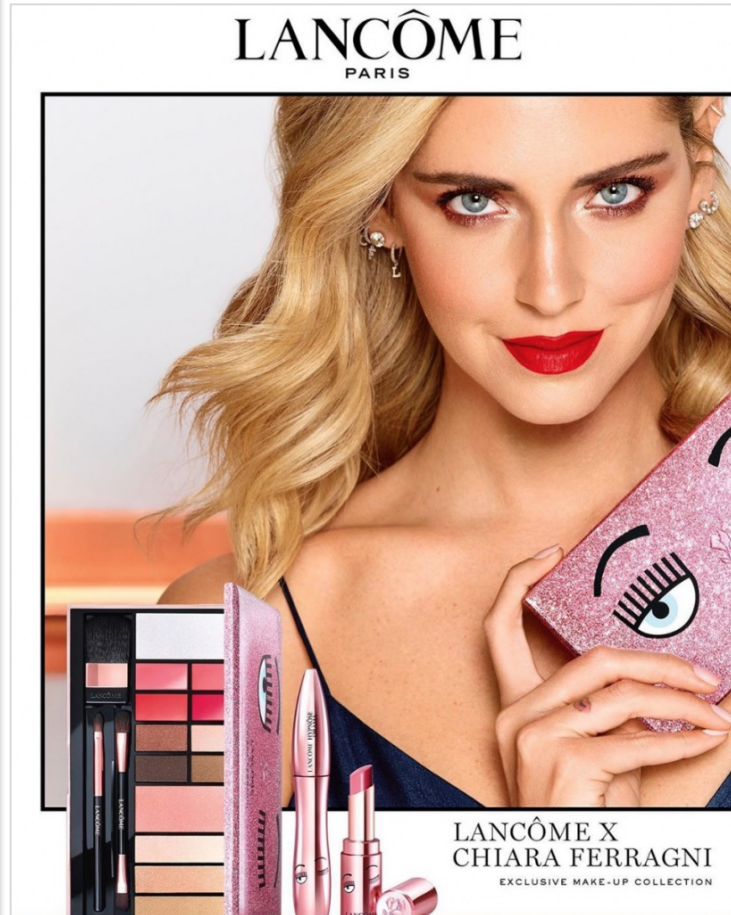
✓ I launched my own toner pad/수뷰티가 직접 제작한 토너패드! oFollow

Such a disappointment from an amazing brand! | mm...





# #4 Sponsored posts





## #5 Contests

Also called **Challenge** or **Giveaway** (because of the prizes)

The goals can be:

- Strengthen the **online presence**
- Promote **community growth**
- Promote the **sense of belonging** of the community

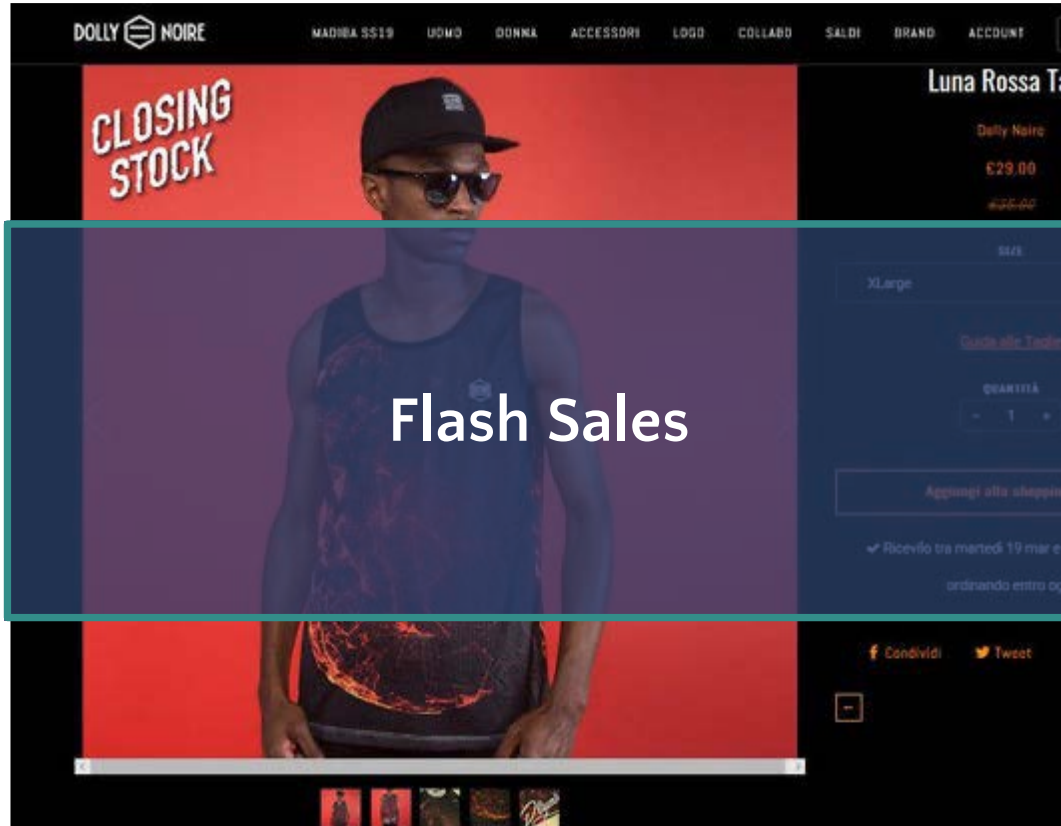
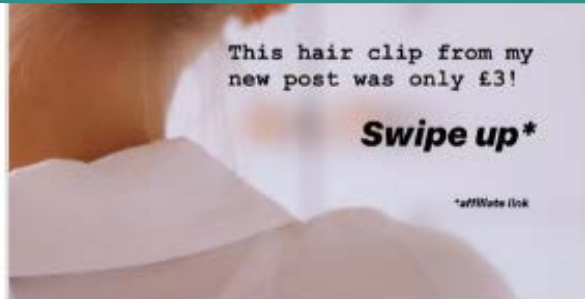


# What could increase **sales**?

# What could increase sales?



**Affiliate Marketing Campaigns**  
(the influencers take a % of sales)



**Flash Sales**



**Discount codes**  
(that the influencers share with their community)





# How can we find the right influencers?



2

Look for the  
most suitable  
**influencers**

# How can we find the right influencers?

1'49''



## Finding the Right Influencers

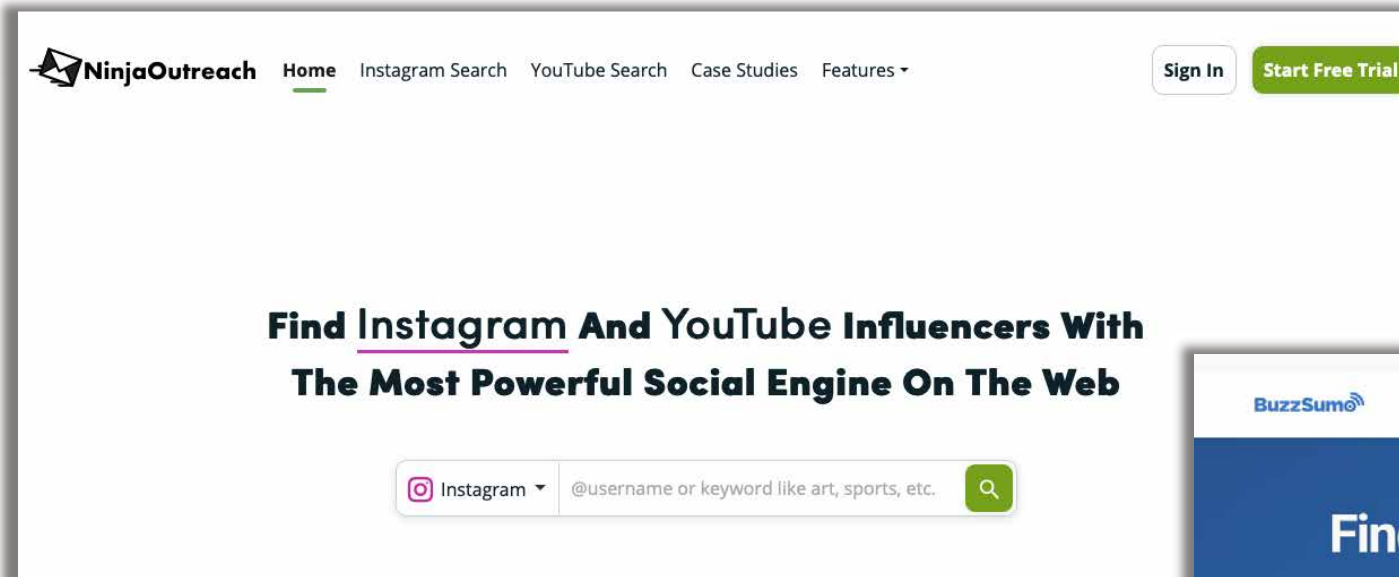
- 1.** Start with a Google search.
- 2.** Try an outreach tool like NinjaOutreach.

LinkedIn LEARNING

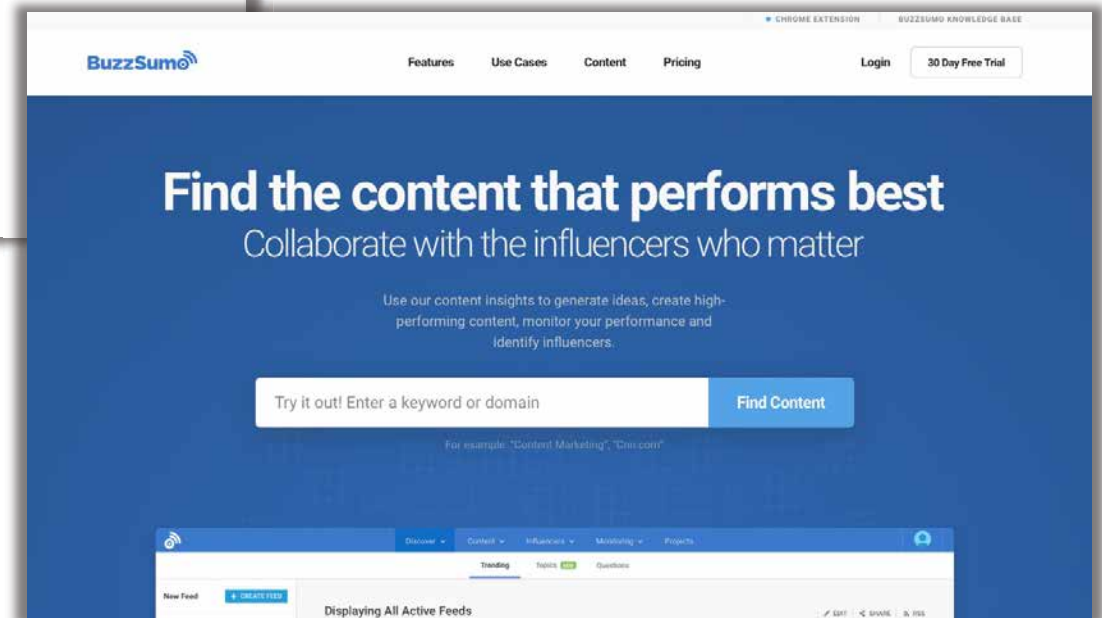
Influencer Marketing Foundation | Chelsea Krost – LinkedIn Learning



# There are a lot of platforms to that use algorithms to select optimal influencers



Ninjaoutreach



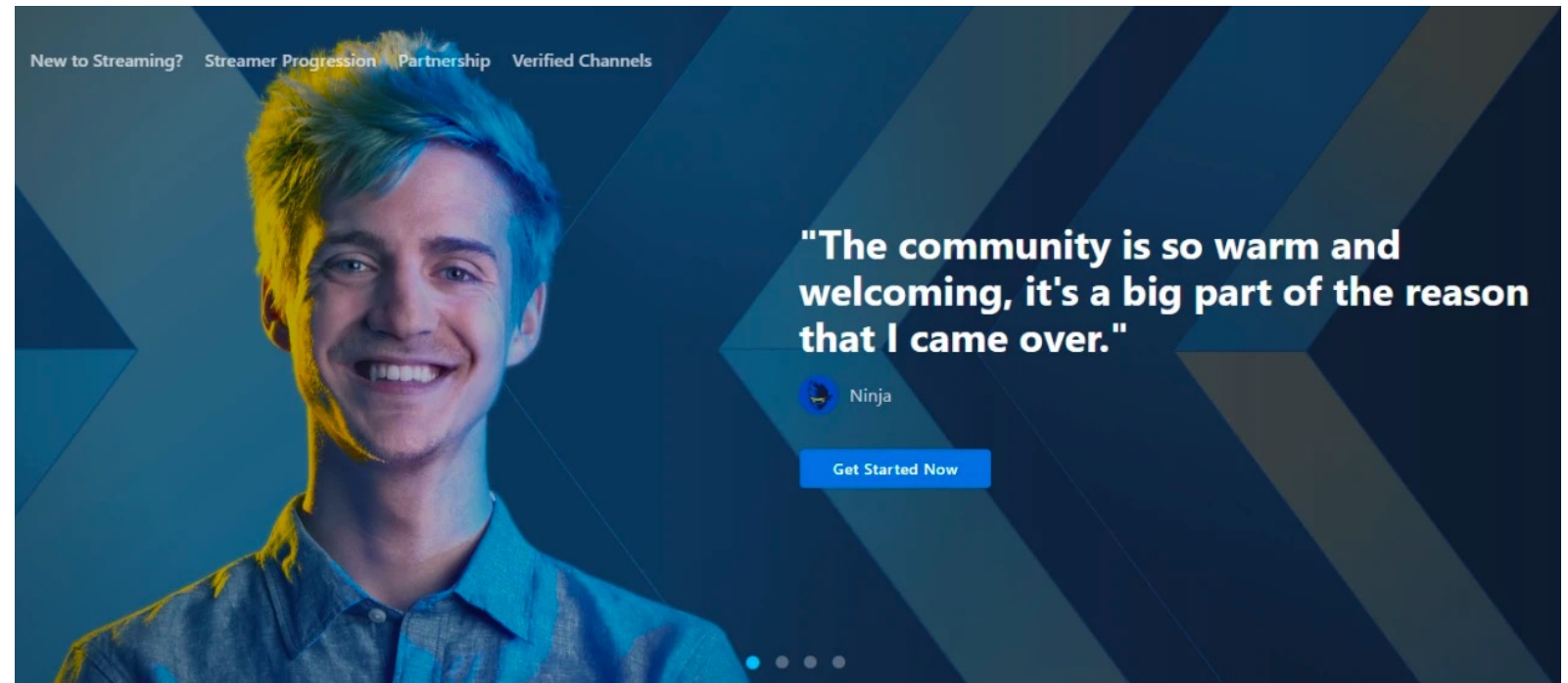
BuzzSumo





**Do not forget**

What matters is the **engagement rate with the community** (NOT just the number of followers)



# Before contacting influencers we need to have clear ideas:



3

Define the most effective **way** of collaborating

1. **Why** should the influencer **collaborate with us**? What do we have in common with him / her (values / products / service)?
2. **What advantages or benefits** do we offer to their followers?
3. **What form of compensation** do we think we can give?
4. **What do we expect** from the collaboration? What are our goals?

# What kind of remuneration or benefits can we offer?



Money



An exclusive **experience**



Free products



Visibility



Include them in an **affiliate marketing** program



Make them **brand ambassadors** (with a long-term relationship)



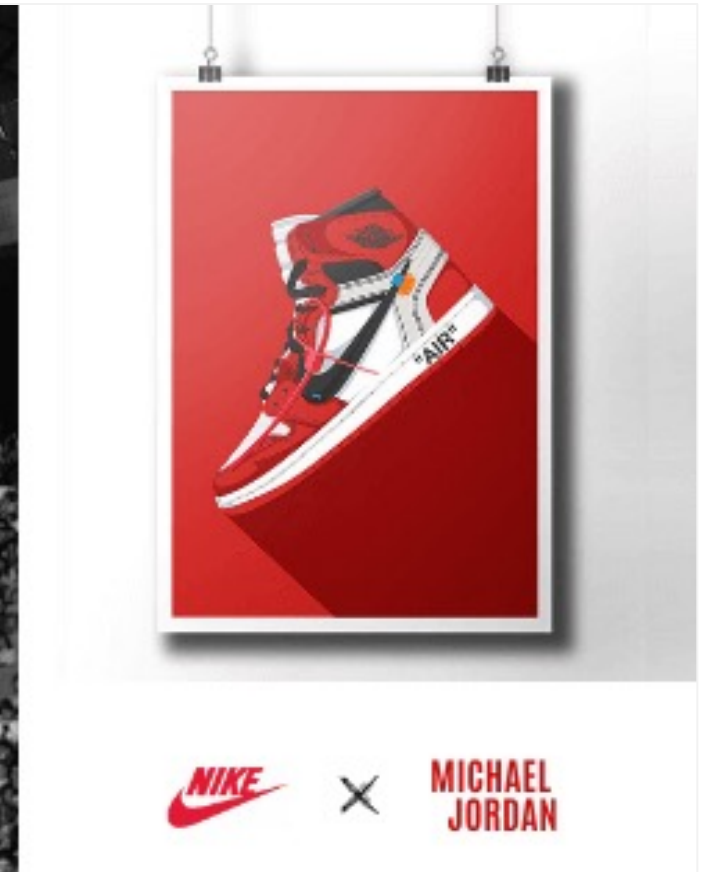
*Nespresso. What else?\**  
**Frequency of exposure helps too!**



It's better to **keep the relationship over time**, even if the program lasts a short time.

An **ongoing collaboration is more effective** than a short-term one (frequent exposure helps awareness and image transfer)

When influencers, become **ambassadors**, it can lead to **Co-marketing** and **Co-branding** activities





# Fashion business is much involved in co-marketing with influencers



COLLABORAZIONI

## adidas e Beyoncé lanciano la terza collezione Ivy Park

DI ELENA BARA  
8 FEBBRAIO 2021

La terza collezione firmata adidas e Beyoncé è stata antica campagna d'eccezione che vede tra i suoi protagonisti anche Gucci Mane

CONDIVIDI



Project work:  
do you think it would be useful  
to employ **influencers** in your  
communication plan?


Explain who they are and what  
they should do for the brand







# Ready to play?





**Owned & Earned Media BTL Influencer MK**

 stellaromagnoli 

# Fonti

- Branding Foundation – Drew Boyd – Lynda.com
- Customer Experience: Journey Mapping – Jeannie Walters – Lynda.com