

Digital Playground

10 Keywords for Digital Marketing

김홍탁



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Being Digital

Nicholas Negroponte

1995

Digital Being

Thomas Hongtack Kim

2014

Digital Decades

from 2003 to 2013

10 Keywords for Digital Marketing

BMW : Movercial_2003



- The shift of communication platform: TV >> On-line

10 Keywords for Digital Marketing

1. Playground
2. Ambient Media
3. Viral
4. Collaboration
5. YouTube Generation
6. Like, Share, Follow, Retweet
7. Mobile
8. Innovation
9. Digital Warmth
10. Creating Shared Value

Digital

**is not only about technology and media, but about ecology.
is nothing unless it is used for the good of the world.**

1. Playground

Platform/
Integration+Interaction/
Gamification/
Brand Experience/

Dunkin' Donut : Flavor radio



2.Ambient Media

Media creative/
Invasion/
Guerrilla approach/

S-oil : Here Balloon





Adopt Me!



Korean Animal Welfare Association

NFC Poster Project

I am always ready to be loved and to love

Background

100,000 puppies are abandoned every year. They are waiting for a new family at shelters. They are always ready to be loved and to love.

Challenge

We have come up with a way to apply for adoption of abandoned dogs right on the street.

Idea

Adopt Me! NFC poster, this poster is equipped with a speaker and a NFC chip. People can apply for adoption easily via this NFC chip.

Technology

NFC chips helped people to apply for adoption easily on the street.



Result

Posters can be found various spots in Seoul. We found out that people's reception was enthusiastic. Until the dogs find new homes, Adopt Me! Project will go on.





3.Viral

Storytelling/
Let them talk/
Talk value/
Buzz,Wildfire/

Ecko: Still Free_2006



ABTO_Bently Burial_2013



4.Collaboration

Co-creation/
Crowd sourcing/
Non-linear paradigm/
Collective intelligence/

Samsung NX100 : OK Go MV 'Last Leaf' _2010



Cheil /OK Go/ MIT Lab/Omelet /

5. YouTube Generation

Authenticity/
Share & Care Generation/
Free Hugs/

Free Hugs_2006



Mad V_One World Invitation_2006



2,200 messages registered
on the You tube

6 . Like , Share , Follow , Retweet

Truth Telling/
Value Sharing/
Democratic Agenda Setting/

Digital death_2010

ON 12.01.10

Red Balloon: Celeb Grammar Cops_2013

Red Balloon
ENGLISH FOR KIDS

CELEB GRAMMAR COPS

WASH POST
Brazilian Kids Teaching International Celebrities How to Speak Proper English

WASH POST
Social Networking has unleashed a new breed of grammar and celebrity fixations: an online education on young students.

USA
Red Balloon, the leading English school for kids in Brazil, created Tumblr to teach new users, mostly 10 to 15-year-old students who share their study secrets.

Using Social Media to Promote the Brand
With parents and new potential students, celebrities have an engaged the world wide caught by our students and got their tweets connected. And of being responded to. So far, we have reached popularity they're busy studying English.

Watch the video at shakalainstitute.com/CelebGrammarCops

Featuring: Charlie Sheen, Fergie, Rihanna, Justin Bieber, Katy Perry, Wayne Rooney, Bash, Daniel Radcliffe, Jamie Oliver, Will.i.am, Martha Stewart, Miley Cyrus and many other stars.



John Cusack
@johnncusack

old max interview i never saw.. bit.ly/Z5Zy05

Expand

5 Apr



Red Balloon
@redballoonBR

@johnncusack hi, I'm Alexia, from Brazil. I'm 10. It isn't "i never saw". It's "I've never seen".
XOXO pic.twitter.com/pdNHwLTn33

 Hide photo
 Reply
 Retweet
 Favorite
 More

12 Apr



4

RETWEETS





7.Mobile

Application/
Wearable Device/
QRcode,NFC,Wifi,Ultrasonic,Bluetooth/
Digital Detox

Samsung Electronics: Power Sleep_2013



8. Innovation

Technology + Creativity/
Creative Technologist/
Prototype/
Internet of Things/
Startup/

Amazon: from A to Z



Drone

Key Features amazon dash

6.375 IN

1.125 IN

SAY IT
Say what you want and Dash finds it for you. Just press and hold the voice button to speak into the microphone. It's voice search that actually works.

SCAN IT
Point at what you want and Dash adds it to your list. Scan a week's worth of groceries in minutes. Dash recognizes millions of items available on AmazonFresh and Amazon.com.

EASY SETUP
Dash connects to your home's Wi-Fi network with a simple setup.

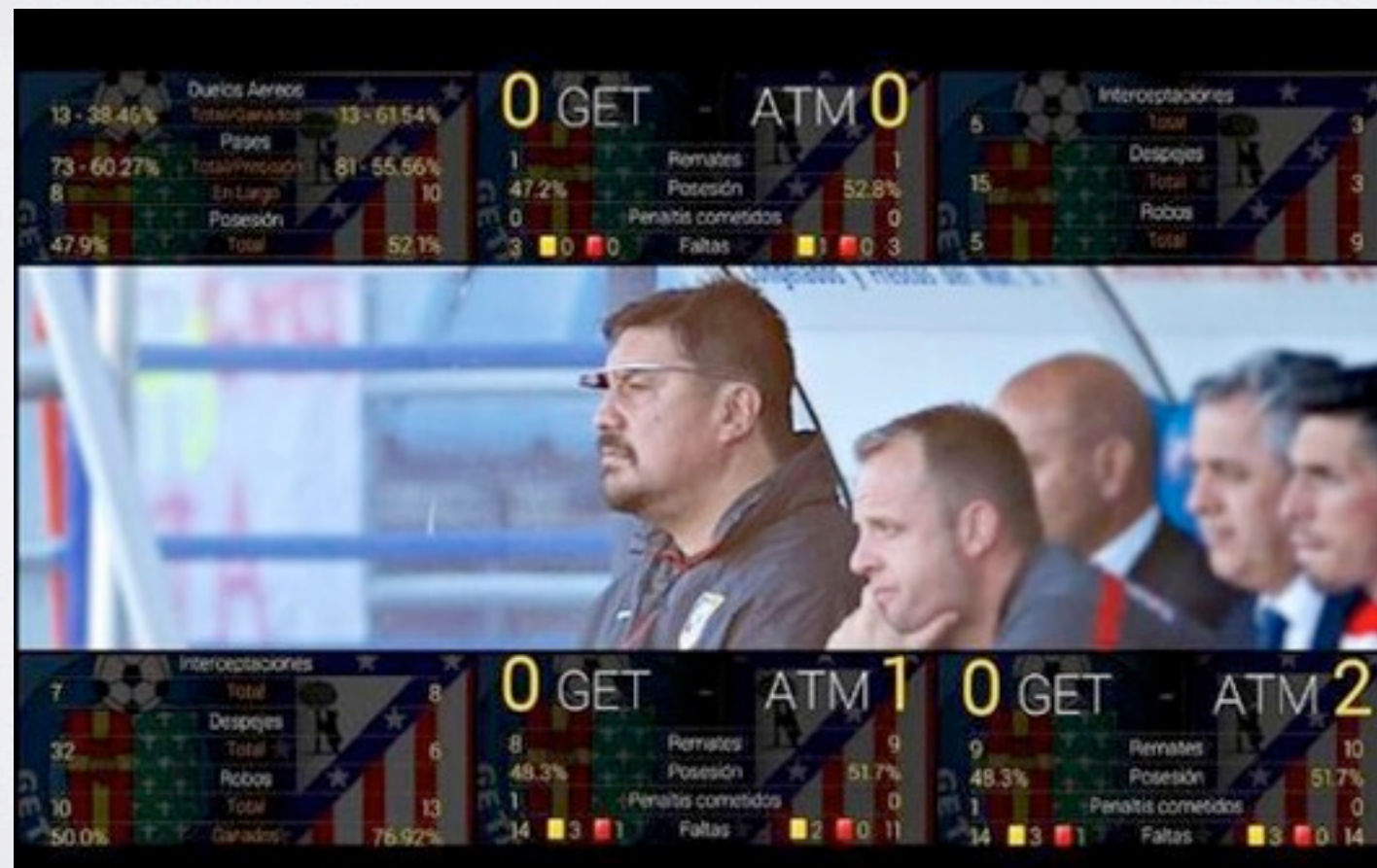
STURDY DESIGN
Dash is made to withstand busy households, so go ahead and grab it with flour on your hands to order more supplies.

Dash

Google X



Google Glass



British Air_The Magic of Flying



1 We mounted an ADS-B antenna on the roof of a nearby building



2 And collected live data from each aircraft's transponder



3 We identified the British Airways planes and sent the data to our cloud server



4 So when a BA plane entered our virtual trigger zone in the sky...



5 We sent the information to our billboard



6 Interrupting the current content and playing our ad.



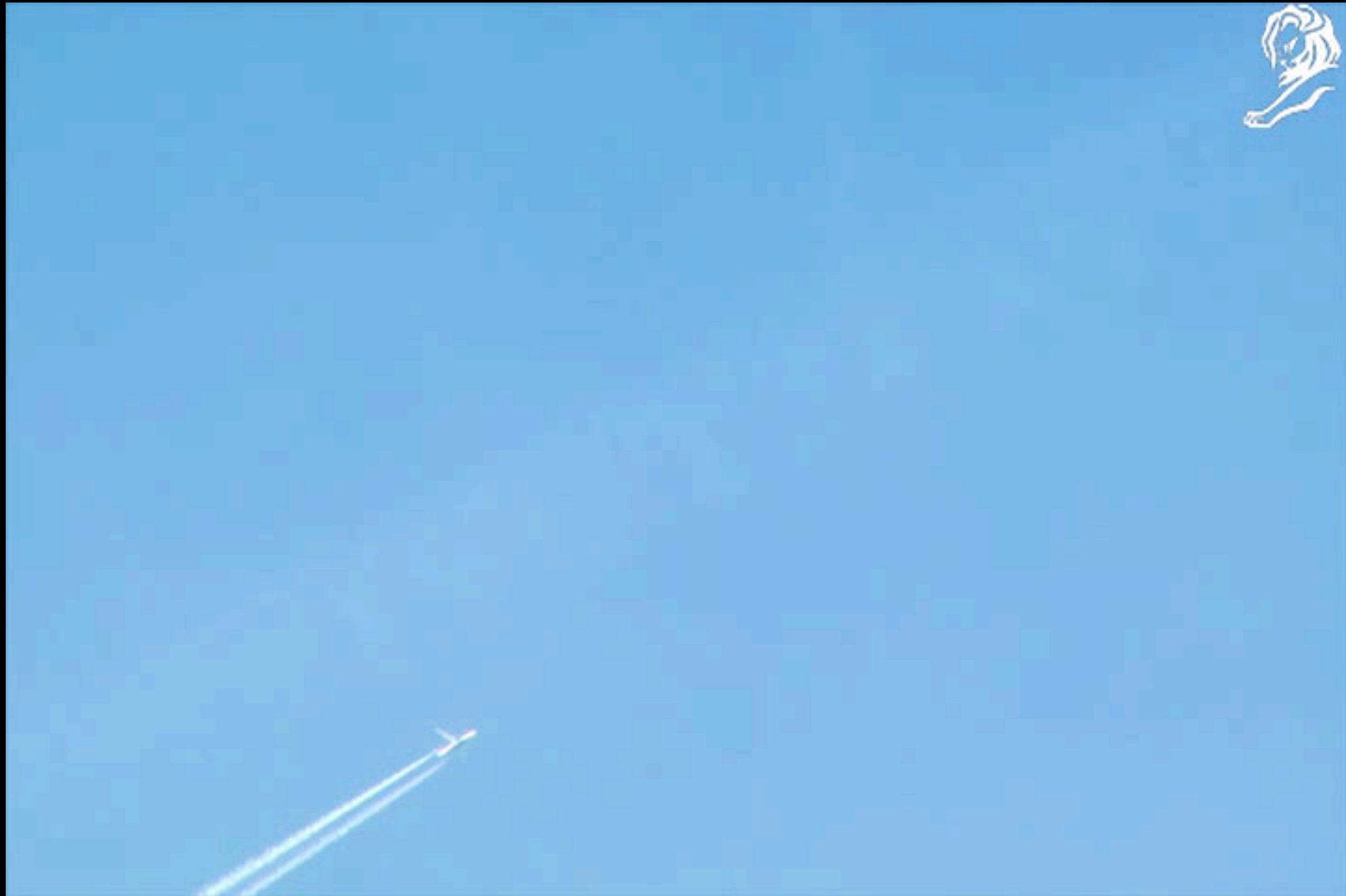
7 Targeting a moment inspired people to share the experience reaching 350 million people worldwide

THE MAGIC OF FLYING

A groundbreaking media package that targeted a moment

Please see our case film [▶](#)

British Air_The Magic of Flying



9.Digital Warmth

Good Technology/
Appropriate Technology/
Kickstarter/

sOcket_2012



Matthews and Silverman, the inventors of the sOcket



About 30 minutes of play is enough to power an LED light for up to three hours.



Teatreneu_Pay Per Laugh_2013



10.Creating Shared Value

Powerful engagement/
Call to action/
Life Share/
Value On Investment/

UNHCR: Invisible People_2014

INVISIBLE PEOPLE

Golden Rule

1. Providing a playground.
2. Creating ambient media.
3. Let the people experience and talk.



Projects that are completed by consumer participation

Pushing Message

>Creating Playground

>>Creating Shared Value