



Stan Rapp Keynote – Chairman Engauge

Notes taken by Chris Maloney – www.maloneyonmarketing.com

DMA09 features marketers from over 100 different countries

The future of marketing is iDirect

The “me” of branding has shifted to the “I” of the Internet.

“We need to reinvent the way we market to consumers” A.G.Lafley Procter & Gamble CEO Chairman

Millions are playing, working, flirting online and producing oceans of data.

What if direct marketers turned out to be the savior?

Recognition of a fundamental truth

Direct is Digital. Digital is Direct.

What has been viewed mistakenly as separate disciplines to the detriment of both actually are one and the same.

Interactive without a direct mind-set focuses mainly on providing sticky involvement.

Direct without interactive mind-set focuses mainly on immediate sales and direct response.

Is the future of marketing interactive or direct? Will we remain what we have been in the past, the tail end of marketing, or will we lead it?

P&G sets \$4 billion e-commerce goal for soap! Aims to grow eightfold – equal to the drugstore channel.

Everything we have had until now has not scaled. This year there has been a leap in scale.

iDirect is interactive, information driven, insightful, innovative, individualised, and iterative.

A new model demands new positions

- Conversation Catalyst
- Chief Insights Officer
- Director of Precision Marketing
- iVertising Manager

- CKE (Chief Keeper-Upper)

Follow the money – P&G still spending 80% on advertising.

Take 50% wasted on conventional media advertising and other outmoded practices that fail to connect with the target audience.

Advertising is so twentieth century.

iDirect emotional connection with a targeted prospect, direct call to action leading to a relevant experience online. Leads to the moment of truth when prospects opt-in to a beneficial connection.

Now everyone has to learn from what direct marketers know so well.

More than half of the DMA09 was interactive.

Dominos Pizza

20% of business now from online ordering

One of the world's largest direct marketing business – we know you

Delivers more per day than FedEx

Fifth largest ecommerce transaction

Customer data is the lifeblood of our communication strategy

Dominos Pizza Tracker – widget (includes name of delivery person).

DMA09 12,000 sandwiches – biggest single delivery ever.

Ford Motor Company

Getting the world excited about a virtual car. The ultimate 6 month test drive.

FiestaMovement.com 100 drivers' life streaming the experience across the social networking universe.

36,000 pieces of content

4.3 million YouTube views in a quarter

42% nameplate recognition – 100,000 hand raisers, direct mail and email program.

Gave away 2 week test drive for Fiesta

Chick Fila – Cow Moovement eatmorechicken.com

Essential skill sets – that will not go away

- Big brand positioning ideas – Amex rewards
- Video story telling when the consumer is in control
- Amplifying ideas – PR to win free media
- Experiential and events

Allow customers into your website

No one really owns the creative idea for social media

Partnered with the creator of the fan page instead of taking it over

Mobile will be bigger than the internet in 2-3 years