



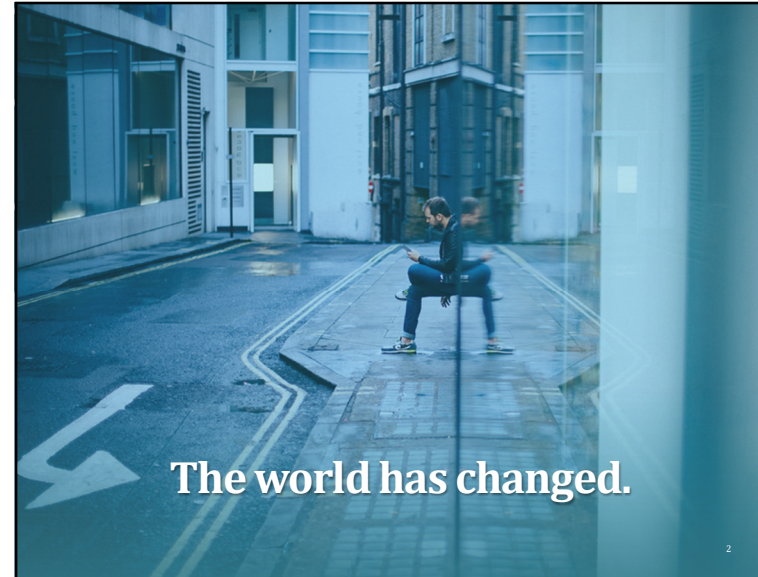
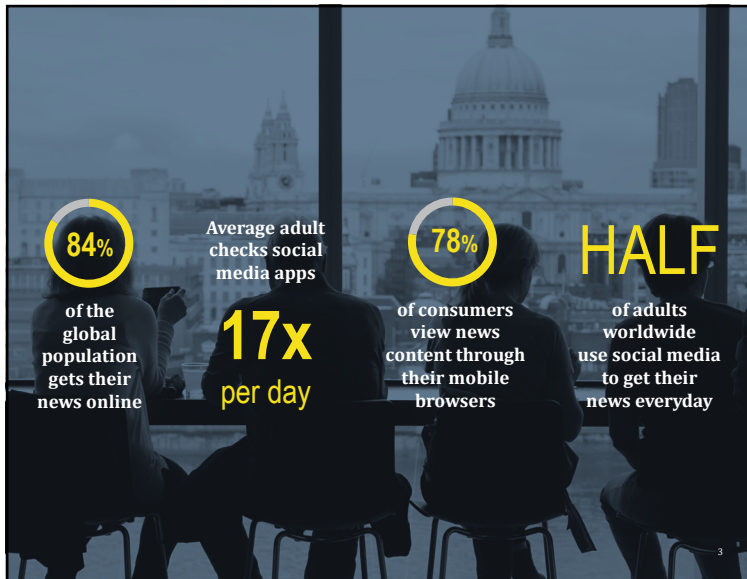
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Digital Amplification

Validating Social Media for Business Communications

August 2017

BRUNSWICK

84% of the global population gets their news online

Average adult checks social media apps

17x per day

78% of consumers view news content through their mobile browsers

HALF of adults worldwide use social media to get their news everyday

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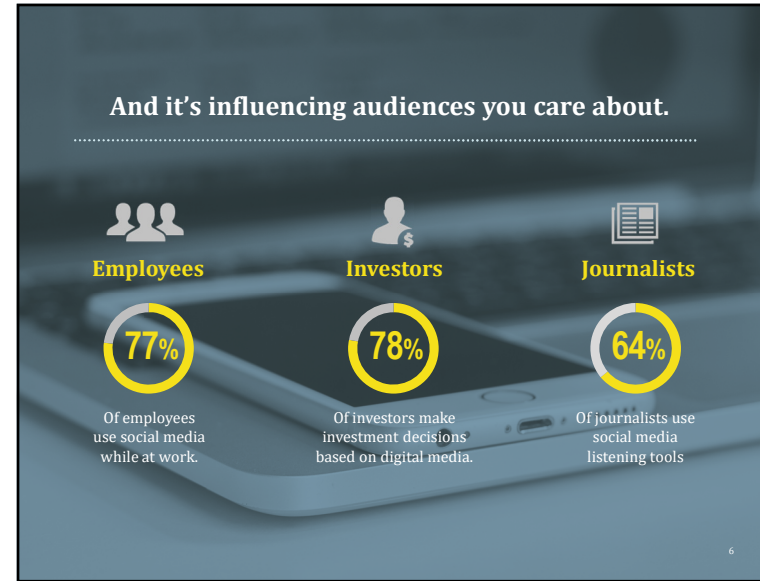
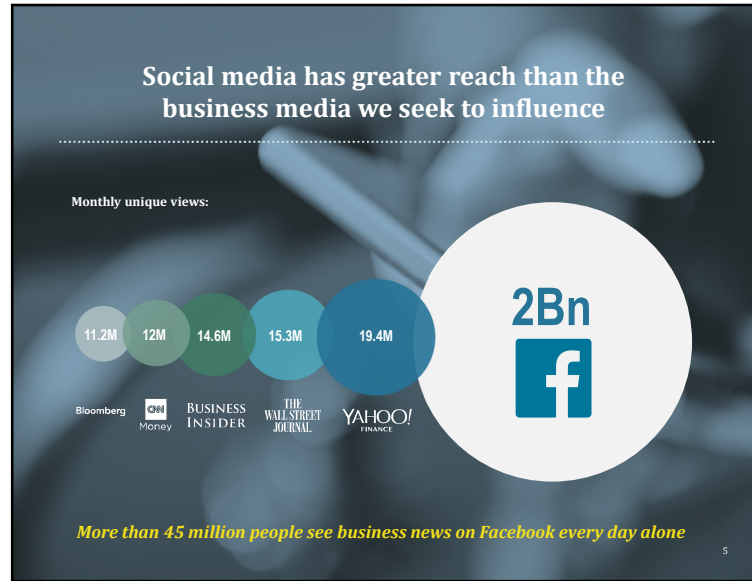
In the minute it takes you to check your email, the following has happened online:

350,000 Tweets per minute

3.4M Searches per minute

1.3M Shared pieces of content per minute

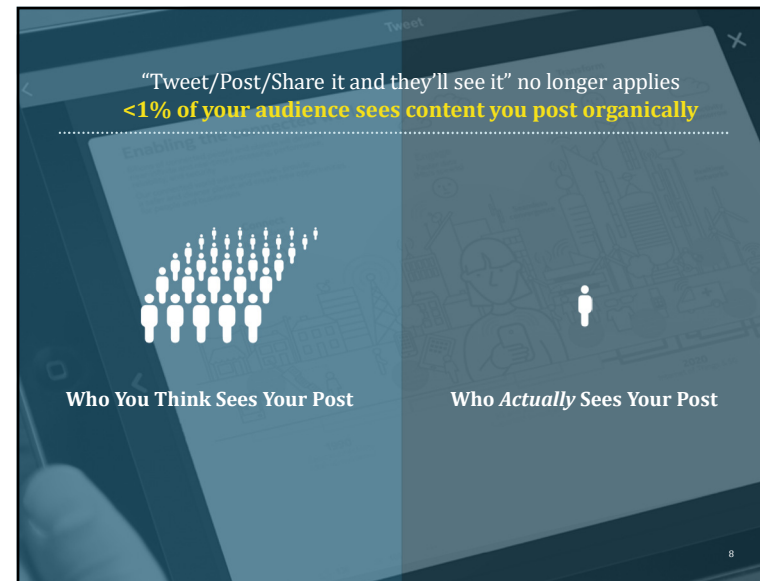
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Social media has fundamentally changed the news business...

Never has it been harder to break through.

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Social media content has little reach on its own
Execute earned, owned & amplified strategies to ensure visibility

The Three Types of Social Media Content

- Amplified Content**: Promoted content that connects tailored content to target audiences via paid media
- Syndicated Content**: Shared content that amplifies, extends content reach to peer networks (paid or organic)
- Organic Content**: Owned content that reaches a subset of brand followers

Search & Social are the twin components of any digital strategy
When people search, they're going to Google or Facebook

Search

- 2.3M Google Searches per second
- 80% of searches are informational
- Add paid advertising to a top search result, and increase, on average, share of clicks from 35% to 65%

Social

- 51% adults worldwide get their news from social media everyday
- 66% percent of Facebook users—44% of the general American population—get news from Facebook
- That's 99M* Americans who get their news from Facebook daily

With paid media, we hand-select our audience.
 Then reach a **WHOLE** lot more of them.

On Twitter, here's how \$10k reaches over 400k people in N.Y. and D.C.:

Promote this Tweet

Reach summary

- POTENTIAL AUDIENCE SIZE: 4M — 6M
- RECOMMENDED RANGE: 4M — 6M
- ESTIMATED DAILY REACH: 409K — 614K
- ESTIMATED DAILY IMPRESSIONS: 444K — 666K
- ESTIMATED DAILY ENGAGEMENTS: 19K — 29K

The same strategy applies on nearly every social media platform, and the strategy scales.

On Facebook, precision targeting and scale at your fingertips.

Audience Definition

Your audience is defined.

Audience Details:

- Location: United Kingdom, United States
- Friends of connections: Friends of people who are connected to Glader National Park Conservancy
- Age: 25 - 55
- People Who Match: Education Level: College grad or Doctorate degree
- Placements: Facebook Feeds and Instagram Feed

Potential Reach: 1,700,000 people

Next, choose:

- Campaign Objective
- Budget
- Target Audience
- Dates
- Relationship objective

Slide 9

JN3

These copy sections could be voice over- and the connecting icon outside of the circle could just be a person- connected to a few people, more people, then a lot of people to show scale.

Janelle Nowak, 05/08/2017

Slide 10

JN4

We haven't talked at all about search, just about social, so I think we kill this slide, which validates the "Social Media" focus of the deck

Janelle Nowak, 05/08/2017

Slide 11

JN5

All of the copy would be voice over, and the elements of the targeting screen would "fly in" -- readers of the WSJ, how many of them, what you have to do, etc.

Janelle Nowak, 05/08/2017

Slide 12

JN6

Same thing here, kill the copy, and break about the sections w/in the screen to showcase what each means, and how you're building a strategy to reach more people, but not just any people. And how you can choose them.

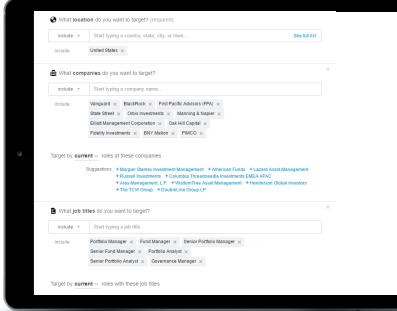
Janelle Nowak, 05/08/2017

IN9

How we'll reach customers on LinkedIn: by uploading job titles and companies to LinkedIn's audience tool

We will take every job title and company listed in US Bank's list of top customers and enter it into LinkedIn's audience tool.

LinkedIn will then show our content to all LinkedIn users who match these criteria.



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IN10

Finally, Facebook and LinkedIn will place US Bank's compliance content into the news feeds of customers, driving them to the website to learn more.



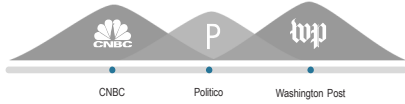
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IN7

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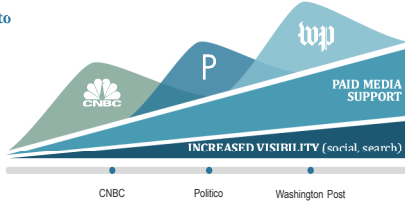
For traditional communication clients, paid amplification extends earned media efforts, with precision targeting

from



Boom / bust cycle of earned media relations limits potential reach.

to



Accumulated visibility for messaging and content over time.

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IN8



Our Approach

Slide 13

JN9

FPO of course, but I think we need to show targeting on LinkedIn as well... not only can you sponsor content on LinkedIn as you can on FB and Twitter, but you can find your own customers and match- might not be this slide, but dropped it in for a placeholder. Clearly have to scrub the client info

Janelle Nowak, 05/08/2017

Slide 14

JN10

Haven't shown any mock creative in this deck- or real client examples as I want to keep it somewhat vanilla- don't want to use clients that then we have to scrub or remove and re-do the video. Thoughts?

Janelle Nowak, 05/08/2017

Slide 15

JN7

I think there's a more creative way to show this slide- either people reading the newspaper day 1, then seeing it online, then having a promoted tweet in timeline- or some evolution of the touchpoints you can now have with the news cycle other than "just breaking news"

Janelle Nowak, 05/08/2017

Slide 16

JN8

I think we can make the next 3 "About us" slides into 1 slide... Don't need all of this.

Janelle Nowak, 05/08/2017

Brunswick Digital Strategic Advantage
We make the news connect to the people that matter

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Quick Response
Breaking News.

Interrupt people where they are, in a timely fashion.



Targeted Impact
Sustain Attention.

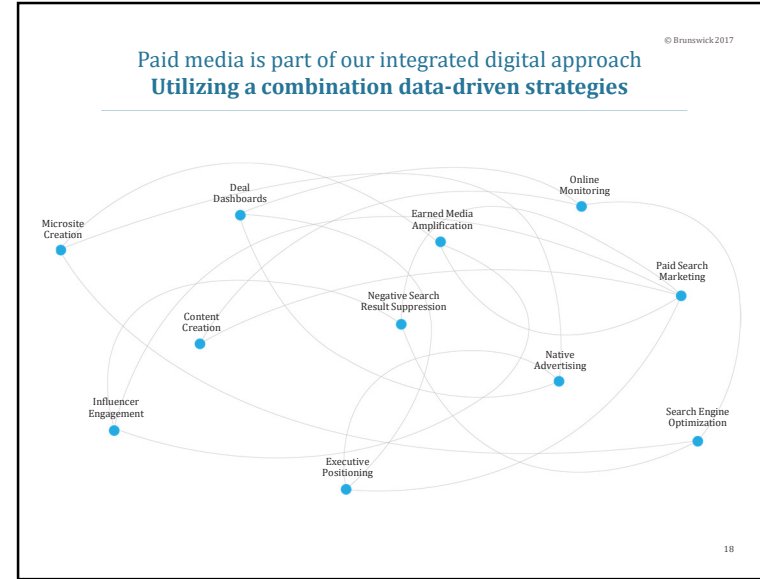
Amplify earned media further; combat negative news.




Surround Sound
Omni-present.

Saturate the landscape—earnings day, launch day.

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Brunswick Digital Strategic Advantage
We're positioned to deliver where other firms simply can't




All We Care About is Communications

We don't sell products. We use persuasion, education and knowledge-based acumen to accomplish our strategic goals.



Scale Doesn't Matter

Our target audiences are elite—we care about quality, not quantity. Resonance over reach.



Real Time is What We Do

We can operate at the pace of the deal, with the rigor of Brunswick experience.

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