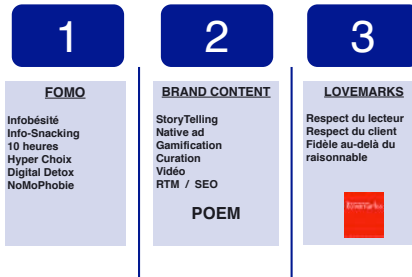
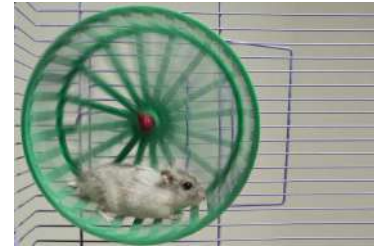


# CONTENT

\\  
FOMO



Syndrome du Hamster



## Infobésité L'hyper choix de l'utilisateur

Info snacking  
ou  
Digital Détox  
ou  
Séduction/Émotion/Premium = BC



Infobésité    Qualité    Lovemark



## Avant / Après

**PUB : faire passer un message**  
**BrandContent : partager une expérience**



« Le brand content c'est ce que devrait être la bonne publicité »

Olivier Altmann

« production de contenus nouveaux par les marques »

Hubert Kratiroff  
(Les fonctions du marketing)



# Content is king



"Content is King"

Bill Gates, 1996



# Context is god

hk



Création de **contenu** :  
**UGC** user generated content  
**experts** (indépendant, marque, consultant)  
**artistes** (ponctuel, récurrent)  
**influenceurs** (...)

la marque est média

prévision 2016



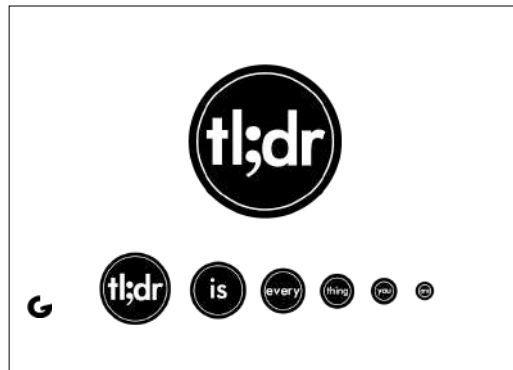
...avant une marque faisait des pubs, aujourd'hui elle fait des romans

HK, prévision 2017





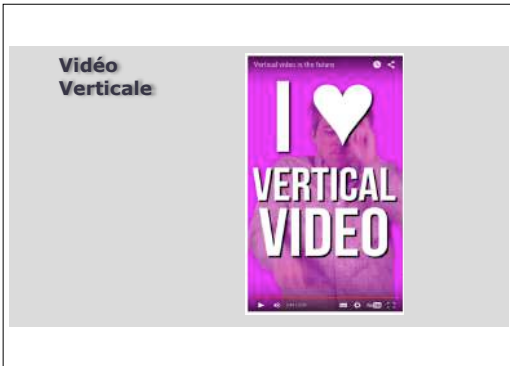
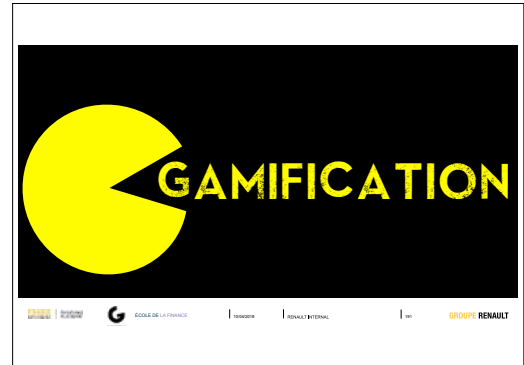
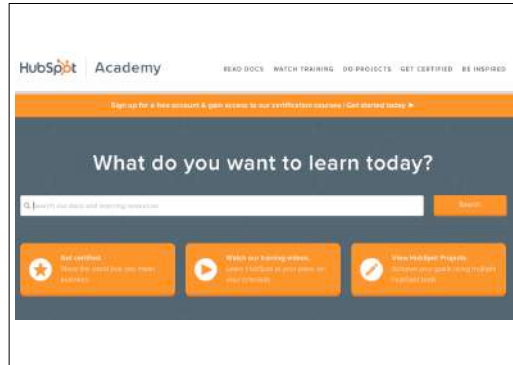
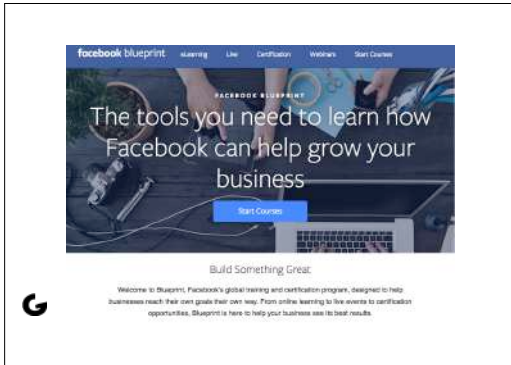
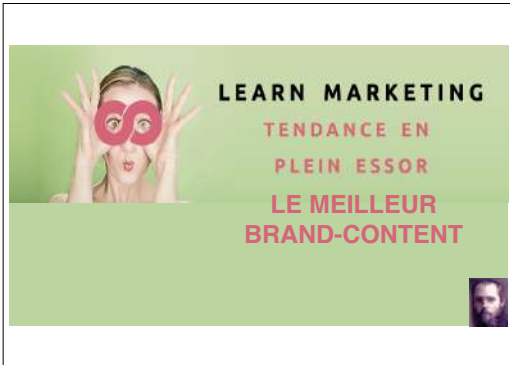
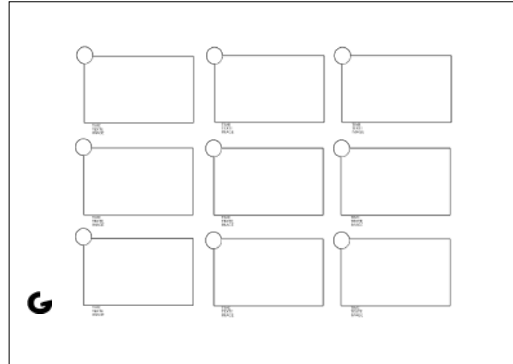
StoryTelling  
NoStory : NoBusiness



Best StoryTelling ever  
veni vedi vici  
second StoryTelling  
asteroide B612



Simon Sinek  
WHY



CURATION  
Verbe : curer !

Curation de contenus  
Sélection + Agrégation +  
Éditorialisation + Contextualisation +  
Enrichissement + Partage  
=  
Curation

1/3 curation  
1/3 recyclage  
1/3 nouveau  
content

# Conférence de rédaction

invigra

Sample - Content Marketing Plan

Line budget	January	February	March	April	May	June	July	August	September	October	November	December
Advertising/Marketing/Brand/Trade												
Line 1 Social Paid Substrate												
Line 2 Social Paid Substrate												
Line 3 Social Paid Substrate												
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# CONTENT DISTRIBUTION

# POEM ... POES M

## POES m

Paid  
Owned  
Earned  
Shared



Média & Marketing

## PAID

Achat d'espace  
Displays  
Liens sponsorisés  
Programmatique & RTB

## OWNED

propriété de l'annonceur  
  
website  
catalogue  
print  
newsletter  
emailing

## EARNED

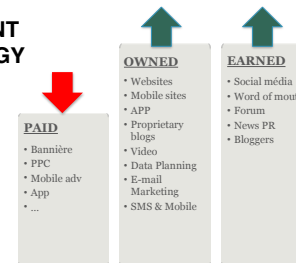
Ensemble des retombées générées gratuitement par une marque

## SHARED

Earned via les partages de réseaux sociaux (retweet, like ...)



## CONTENT STRATEGY



**Stop**  
Paid media  
Media passif  
Client passif

# GO

Earned media  
Media participatif  
Client VRM



## Key TakeAways

ce qu'il faut retenir

Paid (-)  
Owned (+)  
Earned (++)

# RWD

Responsive Web Design  
Mobile First / Only  
Web App



**SIDEWALK LABS**

**Sidewalk Labs is reimagining cities to improve quality of life.**



**SIDEWALK LABS**

**Investing in Innovation**

We also invest in and incubate companies to develop tools that can support Sidewalk Toronto and scale to other cities around the world.

**CITYBLOCK**

**COORD**

