

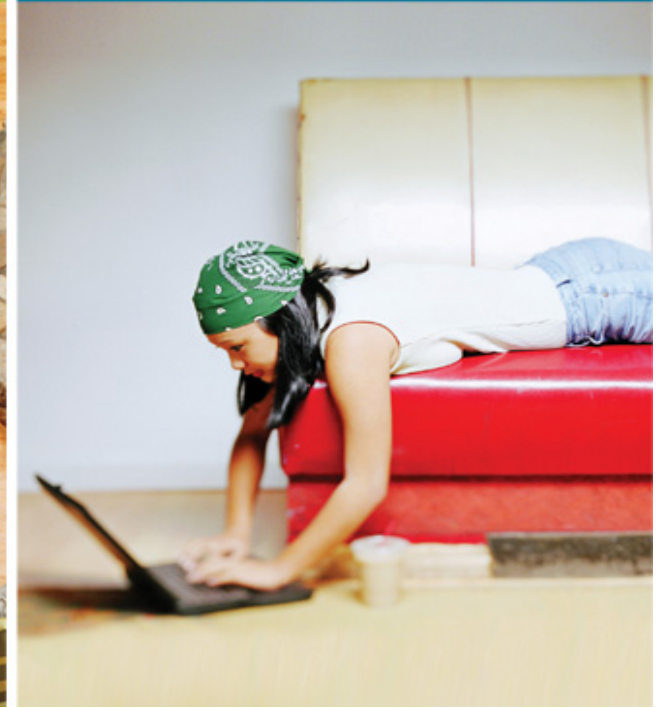
**MOBILE**



**TV**



**PC**



---

## **There Is No EScore**

**May 22, 2008**





**Good afternoon**

**Agenda**



**NOT ENGAGING**



**Mr. O'Toole**



There Is No EScore



**Engagement is a way of thinking**



# **A framework for understanding the consumer**



# Control



**Requires me to be active in understanding  
who they are, what they require and with  
whom I am competing for their time**



**Multidimensional, dynamically updated**



# Consumer Mapping and Matching

	My TV					Sports						
	Top Shows	Program Specials	TV Images and Tones	TV Tunes		NBA	College Basketball	NHL	MLB	Golf	Tennis	Auto
iO Global Content												
<b>Group A Affluent Suburbia</b>												
A01 America's Wealthiest												
Male, Age <29	###	#####	#####	###		##	#####	##	##	##	##	##
Female, Age <29	###	#####	#####	###		##	#####	##	##	##	##	##
Male, Age 30-49	###	#####	#####	###		##	#####	##	##	##	##	##
Female, Age 30-49	###	#####	#####	###		##	#####	##	##	##	##	##
Male, Age 50+	###	#####	#####	###		##	#####	##	##	##	##	##
Female, Age 50+	###	#####	#####	###		##	#####	##	##	##	##	##
A02 Dream Weavers												
Male, Age <29	###	#####	#####	###		##	#####	##	##	##	##	##
Female, Age <29	###	#####	#####	###		##	#####	##	##	##	##	##
Male, Age 30-49	###	#####	#####	###		##	#####	##	##	##	##	##
Female, Age 30-49	###	#####	#####	###		##	#####	##	##	##	##	##
Male, Age 50+	###	#####	#####	###		##	#####	##	##	##	##	##
Female, Age 50+	###	#####	#####	###		##	#####	##	##	##	##	##
A03 White-collar Suburbia												

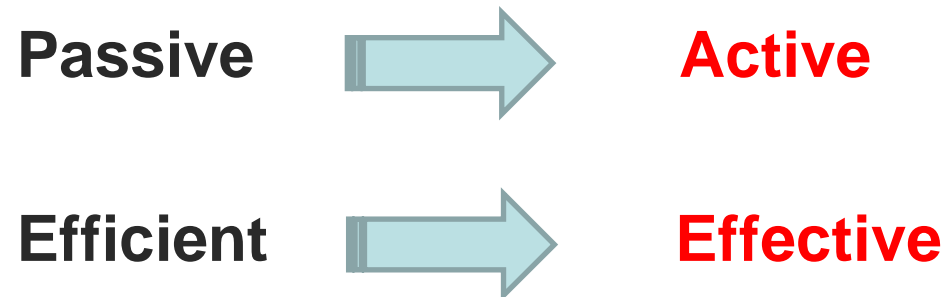


- **New Skills (database marketing)**
- **New Organizational Structure (consumer responsibility/product responsibility)**
- **New Incentive Plans (Increase RScore)**



**“I’ve seen my greatest success come from identifying emerging patterns and stepping into the flow.”**

**-- Richard Rainwater**





**Personalization**

**Accountability**

**Growth of Mobile**



## Engagement

**Turning on** a prospect to  
a **brand idea** enhanced by  
the surrounding **context**



## Turn Them On

Get to know your consumer

Develop listening skills

Creating a (two-way) conversation



## Age of Relationship Marketing

- Digital tools and technology are the enablers
- Digital requires the humanization of marketing communication



A presentation on engagement is like a  
lecture on conversation