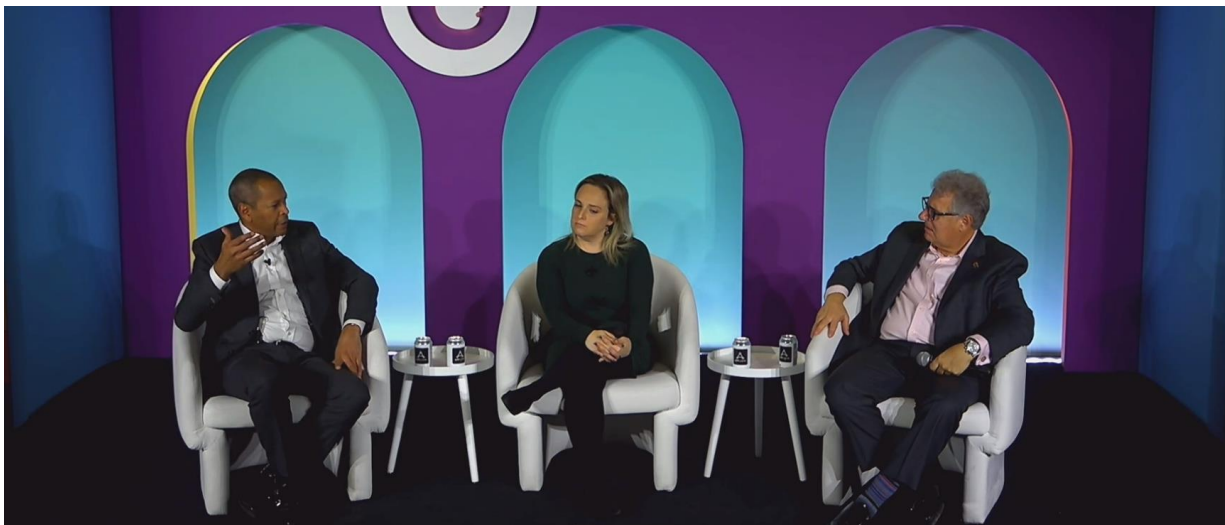




ADVERTISING WEEK NEW YORK



The Sun Rises in the US

It seems fitting to begin with the reason we visited Advertising Week New York, celebrating the effectiveness of print. UK news publication, The Sun, is currently expanding into the US market while continuing their digital transformation. As a fellow news provider, it was interesting to draw similarities and inform our predictions for the next 12 months as they shared their success and insights.

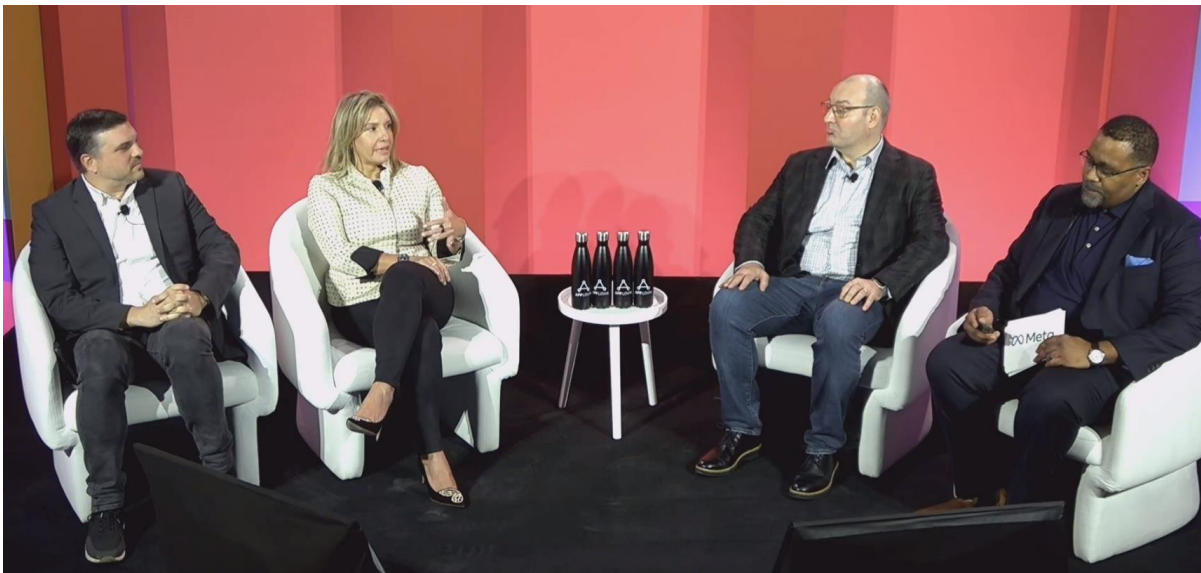
Dominic Carters, EVP and Publisher of The Sun discussed new commercial and content strategies for building audiences and revenues. As the established news brand takes on the US market, it's no surprise that the crucial element for them is understanding the consumers they're reaching. Their interests, opinions, preferences and engagement levels all translate into something that advertisers can use. To engage at the right time, in the right place, when they are leaning in to being receptive to the advertising is crucial. On top of this, of course, is to ensure that they are getting share of eyeballs while they transition into a new market, and they are doing this by differentiating themselves through their unique tone of voice.

Gina Bacchiocchi, Entertainment Editor, touched on the power of their female skewed audience. The Sun's 60% female audience is great for advertisers for two reasons; because women share information and are interested in a broad range of content from lifestyle to personal finance; and that they are often key decision makers - from holiday destinations to the family car, which makes them a very lucrative audience for advertisers. The NZ Herald's 51% female audience are also more likely to be the sole decision makers for holidays, groceries, home & garden and white goods.*

They go on to talk about their urban vs suburban audience mix and, again, we can draw many parallels to NZME's platforms. We know that the content a publisher produces will draw the audience with which it resonates and, as The Sun is a business of scale, the content pillars need to be broad but must also have depth. Having a team spread across the country allows them understanding of different markets and attitudes, which is an important part of their strategy. Following suit, NZ Herald is continuing to improve and refine its digital delivery of relevant journalism across the country to ensure we further engage with those audiences at a local level and provide the best solutions for advertisers.

Interestingly, Dominic also touched on their coverage of the property market, and pointed out the never-failing fact that humans are nosy. Everyone wants to know what their neighbour's house is worth, and having this local presence allows them to create content to provide this environment for their audiences and advertisers. Our dedicated OneRoof team is no different.

To conclude this session, Dominic reminded the audience of the imperative strategic objective of optimising their data stack to provide programmatic solutions, which has allowed them to use their audience insights to create targeted advertising solutions. NZME's extensive first party data can provide these same solutions, setting us apart from our competitors.



How AI will help marketers do the best work of their careers.

Despite potential fatigue, it would be remiss not to cover the most talked about topic at AWNY - Artificial Intelligence. An impressive panel from Forrester, Publicis Media and Ernst &

Young covered AI in a new way. From humanisation to democratisation and creative strategy, AI is forever entrenching itself into our everyday lives.

AI has been around for a long time; it's important to recognise that we're at a tipping point for AI. ChatGPT is providing its 100 million users with access to tools such as text to audio, text to video, text to code and text to image. It's having a tangible impact both professionally and personally to people's everyday lives through its accessibility. What's key to remember is that technological efficiency created must be paired with human instinct and emotion, particularly when it comes to creative. Combining the human with AI allows for deeper creativity with the added benefit of time.

Coined by Forrester's Jay Pattisavall about four years ago, 'Intelligent Creative', is a creative problem-solving process in which creators can conceive, develop, produce and activate marketing ideas using AI software. It comes down to people and machines - combining human intuition and machine prowess. The best results rely on the intelligence, sensibilities, intuition, rationale of humans - what we do best - with speed, scale and precision - what machines do best. It's Jay's opinion that marketing that is faster and more intelligent creates improved outcomes that are more meaningful.

Jay translated this same concept into advertising as a connection between brands and consumers. Data allows us to reach the right consumer in the right place at the right time. Today, when everything is described in data speak, AI creates more precision and allows data to be infused into marketing decisions as well as many other parts of the business, from supply to distribution. The human element, however, is crucial in ensuring that customers and staff feel understood so that brands can build trust and loyalty.

The accessibility of AI tools to both businesses and creatives will see a significant shift in the way we operate and democratise marketing and creative skillsets.

- Giving marketers of small businesses access to AI tools, allowing them to reach audiences in more sophisticated ways at scale with less budget and resource than even before.
- Giving up-and-coming creatives access to these tools means it is more likely we will see more generalists, more full stack creatives and marketers, and less channel-specific and craft-specific specialists.

To summarise;

- Instinct leads to an idea that you can use AI to activate. Use the tools to move quickly when speed is paramount.
- Brief the tool with your problem to utilise data and tools to create something novel, new and unique at scale.
- Stay curious. See what you can extract from AI tools and then fine tune the data and get to the GREAT idea that will resonate with customers.

The lasting note is to remember that human-centred leadership is the difference between successful and unsuccessful transformation. Marketers know how to connect with humans, understand storytelling, and are the zeitgeist of culture, both internally and externally. No tool, no matter how smart, can replace this.



The New Brand Currency: Why You Can't Put a Price on Purpose

To conclude our Advertising Week New York edition, we look back on the inspiring session with Jay Shetty.

Most companies are created with a purpose, a chance to solve a real problem. Jay Shetty, global bestselling author, podcast host and purpose-driven entrepreneur sat down with Liz Plosser, Editor-in-Chief of Women's Health to discuss the importance of purpose. He explained that although many people today don't know what their company's purpose is, it doesn't mean there isn't one. So often over time, organisations stop telling the story of their origin, perhaps it's told so many times it loses its value or perhaps staff have less access to leadership due to the business scaling over time and therefore becoming less connected. It's so important that employees feel connected to the purpose so that they can understand their role within it. Curiosity is what makes things interesting, and curiosity and feeling connected to the core values of a business encourages a strong work ethic and brand loyalty.

He referenced a book called 'Exponential Organisations' which explores companies that see exponential growth and how they all have a Massive Transformational Purpose (MTP). An MTP has two crucial components,

- it must be far beyond what you do day to day, but rather what you're building, or how great the company could become from a global, universal scale
- it must be about transformation rather than transactions and we should be considering how we make people feel

A couple of examples he used to showcase this idea was TED - "Ideas Worth Spreading" and Google - "Organising the World's Information". When considered, you can appreciate that this is far beyond these company's respective daily transactions or achievements to date, but rather a goal that they continue to strive for and within which anyone internally can understand their role, and anyone externally can aspire to be a part of.

Jay translated this idea of purpose into his personal brand and how he approaches relationships, collaborations and partnerships. His three-step formula provides an interesting way of looking at how brands might want to be perceived by potential customers:

1. Energy - energetically connect with people and their values;

2. Strategy - ensuring that the next steps align to achieve the desired outcomes;
3. Financial - achievable goals that provide financial success for both parties.

He concluded by sharing a recent encounter he'd had with a senior executive struggling to get through to his staff. It's one thing to ensure that a company has a purpose, but it is another to take your teams on the journey and galvanise your leadership team. He explained that a great leader is someone who has the courage to be vulnerable and that showing weakness demonstrates strength. It creates a more authentic relationship with your team and allows one to tell a more compelling story.

Conclusion

Digital transformation, globalisation, trust and credibility remain at the forefront of the media landscape projections for 2024. We'll continue to see growth and innovation across traditional media platforms to stay ahead of the trends and leverage data to provide even more precision with advertising solutions for marketers.

Artificial intelligence has well and truly made itself at home in the marketing landscape. As democratisation of the ever-growing suite of tools increases, businesses will need to ensure they adapt to new ways of working and anchor their strategy in a balance between human intuition and the machine prowess.

Purpose is what drives humans. It is crucial that, in a world where there is magnified focus on business intention, ethics and values, the purpose is aspiring, intentional and well-communicated through human-centred leadership.

SOURCE: Nielsen CMI Q3 22 - Q2 23 AP15+ (NZH print & online weekly)

