



Social Media:

the age of **NOW!**

MMC
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Malaysia

andreas vogiatzakis
managing director
OMG Malaysia



With exemplary achievements and contributions in the global and local business communities, Andreas was inducted in the *International WHO's WHO of Professionals* in January 2009 and in the *YPO (Young Presidents' Organization)* in January 2010.

A true internationalist, Andreas is armed with strong media and management experiences spanning three continents and six countries, has a relentless passion for excellence, and enjoys "building".

He started his career with DMB&B in New York and later managed JWT's international clients in Greece. In 1997, he set sail to Asia. He first established D'Arcy's media department in Japan and later restructured Starcom to be the strongest international media independent in the country. In Taiwan he led and built the MindShare Group at the highest position in the market. In 2006 he relocated to Malaysia, assuming his current role at the helm of Omnicom Media Group (OMG), overseeing the operations for the award-winning OMD and PHD brands in the market.

Under his leadership, OMD Malaysia has grown from strength to strength. The agency was conferred the Silver Award in 2008 and 2009 for Best Office of the Year in South East Asia – the only agency from Malaysia and the only media agency in South East Asia to win this highly coveted industry award.

He currently serves as a council member of the Malaysian Media Association (MSA) and the Malaysian Digital Association (MDA) and has served on the Board of Directors of the European Chamber of Commerce in Malaysia (EUMCCI) as well as ABC (Audit Bureau of Circulation). He is the media advisor of the AIESEC Student Organization, and a juror in the Malaysian Effie Awards in 2008 & 2009, as well as the MSA 2009 and 2010 Malaysia Media Awards.

Training being one of his favorite contributions to the industry, he has been organizing and conducting high rated training sessions for various clients, the Advertising/Media industry as well as Universities locally and regionally. A much sought after industry speaker, Andreas has been invited to numerous industry talks and forums, locally and abroad, and has received extensive publicity across the region.

Born and raised in rural Greece, Andreas grew up amongst olive groves and vineyards at the heart of the island of Crete in the Aegean Sea. He graduated with High Honors in Advertising and Marketing from the University of Florida and is married to Lisa, an American-Japanese and they have a six year old son, Alexi-Akito. A cigar aficionado, he always enjoys a good cigar with good company!

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OmnicomMediaGroup

phd

67% < 25



Welcome

to the *fluid* world

phd



fluid

*Fluid in that information-influence
moves seamlessly and instantly
from one platform to another.*



TV > **internet**

Phone > **computer**

Software > **medium**

Comment > **new editorial**



fluid >> a **different**
communication landscape



**Social barriers are
being been *innovated*
away**



bazzies

BETWEEN 'AMATEUR'
AND 'PROFESSIONAL'
CONTENT

1



Fede Alvarez's 'Panic Attack!'

Made on a budget of only \$300, to YouTube in November 2009. Four days later his inbox was full of emails from Hollywood studios. Five weeks later, Alvarez accepted a US\$30 million deal from Ghost House Pictures to make a movie. "If some director from some country can achieve this just uploading a video to YouTube, it obviously means that anyone could do it," he said.


Brands are in on the act

User-generated content

Harnessing the Power



PepsiCo has the traditional ad agencies worried. It's been running a campaign for Mountain Dew, called "Dewmocracy", involving its followers in all aspects of the brand, since 2007. But in November 2009 it announced it would be ditching its longstanding ad agency of record and instead putting its account out for pitch.... to anyone. Whether you were in the garage with your webcam or in the boardroom of a global advertising network, pitchers had to submit a 12 second ad in response to the creative brief for the current Mountain Dew product. The community then voted on the submissions and the three with the most votes have been awarded production budgets.



***Brands should leverage
the largest production
department in the
world***



barrier

BETWEEN CREATING
CONTENT AND
DISTRIBUTING IT



**Everyone can create high
quality content**

**But how do they get it to
people?**

The background of the slide is a light beige, textured surface. In the corners, there are decorative swirls: a dark blue swirl in the top-left and bottom-left, and a light grey swirl in the top-right.

We are all publishers

*Now anyone can
distribute their
movie and find a
sizeable audience
instantly on
YouTube. Anyone
can play their
song to the world
of MySpace.*

*Anyone can self-
publish their own
book on Lulu or
Blurb or add their
opinion to a live
news story.*



**Brands can act as
gateways for
consumers to
distribute content**

phd

New challenges for brands

How to **amplify** the good things
people are saying...

How to **limit** the damage of the bad things.

Brands must be...

- *truthful*
- *trustworthy*
- *listen*
- *apologise when wrong*
- *let consumers have their say...*

The background is a light-colored, textured surface. In the top right corner, there are green decorative swirls. On the left side, there is a faint map showing a coastline and some roads. A dark blue decorative element is visible on the far left edge. The word 'FREEDOM' is written in large, red, 3D block letters with a white outline. Below it, the phrase 'POWER TO THE PEOPLE' is written in white capital letters inside a dark blue rectangular box.

FREEDOM

POWER TO THE PEOPLE



barrier

BETWEEN PERSONAL
AND PUBLIC PERSONAS



"Privacy is a social norm of the past"
Mark Zuckerberg (founder of Facebook)



2010 - Voyeurism is not just *socially acceptable* but **desirable**.

People crave publicity for their most intimate moments and live their lives in broadcast. With mobile social media applications growing in popularity too, it is certain that this trend will continue to gain momentum.

Where are we heading?



A recent and extreme example of how far people are willing to reveal themselves publicly is Chatroulette, a platform where complete strangers have text or webcam chats with each other. Another recent example of a new platform is Blippy. This website reveals what members have just purchased on their Blippy credit cards, so friends can comment on what they have bought. This is like opening someone else's bank statement.

The background of the slide features a light-colored, textured surface with faint architectural blueprints. In the top-left corner, there are green and gold swirls. In the bottom-right corner, there are dark blue and purple swirls. The main text is centered in the upper half of the slide.

>> Consumers are having
(expecting) more *personal*
relationships.

Bland corporate statements in response to a consumer question or complaint, for instance, will not wash nowadays. They are increasingly expecting human, individual, personalised interactions.



**"Companies
must educate
and then
empower"**

barriers

BETWEEN WHAT WE
KNOW AND WHAT
THE 'EXPERTS' KNOW

4

phd

Immediate access

(to infinite amounts of information)

phd




Shout about
the things you love



delicious



**With
advanced
tools to
access
and
navigate**

The background of the slide features a light beige, textured surface. In the upper left corner, there are faint, light blue architectural drawings, including a cross-section of a building and a floor plan with dimensions like '1200' and '600'. In the bottom left corner, there are green, stylized leaf-like swirls. In the bottom right corner, there are dark blue, elegant, swirling lines.

Organising
and
aggregating
information
is **CRITICAL**



Opportunity for brands to be
TRUSTED AGGREGATORS
of information




barrier

BETWEEN ENLISTING
THE PEOPLE YOU
KNOW AND ENLISTING
EVERYBODY

⑤

④



Size of your marketing department in 2010:

1,802,330,457

Source: Global Online Audience (26.6%) - Nielsen 2010



from BRAND GUARDIANS
to BRAND GUIDES



barrier

BETWEEN THE
FUTURE AND NOW

The background of the slide features a faint, light-colored map or technical drawing with various lines, numbers, and circular markers. Overlaid on this are decorative swirls: gold-colored ones in the top-left corner and dark blue/purple ones in the bottom-right corner.

***Need: Resource
to 'listen in' and
structures for
immediate
engagement***

The background is a light beige, textured surface. On the left side, there is a faint, grey technical drawing of a mechanical part, possibly a shaft or a pipe, with various dimensions and labels like '1/2" x 1/2"', '1/2" x 1/2"', and '1/2" x 1/2"'. On the right side, there are decorative, swirling, olive-green lines. The text 'fluid' is written in a bold, blue, italicized sans-serif font, and 'Marketing' is written in a smaller, dark blue, sans-serif font below it.

fluid

Marketing



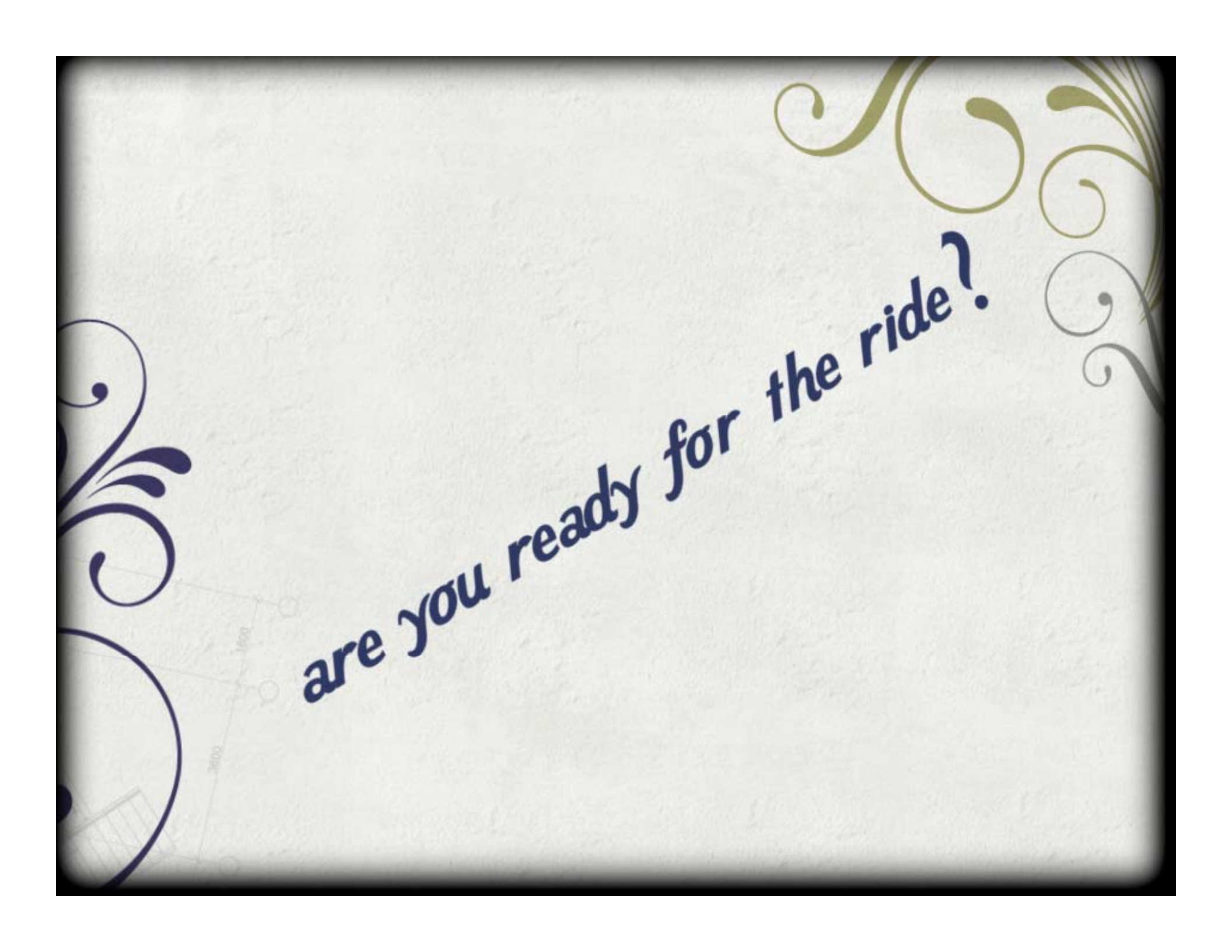
**future of technology
is open-source**



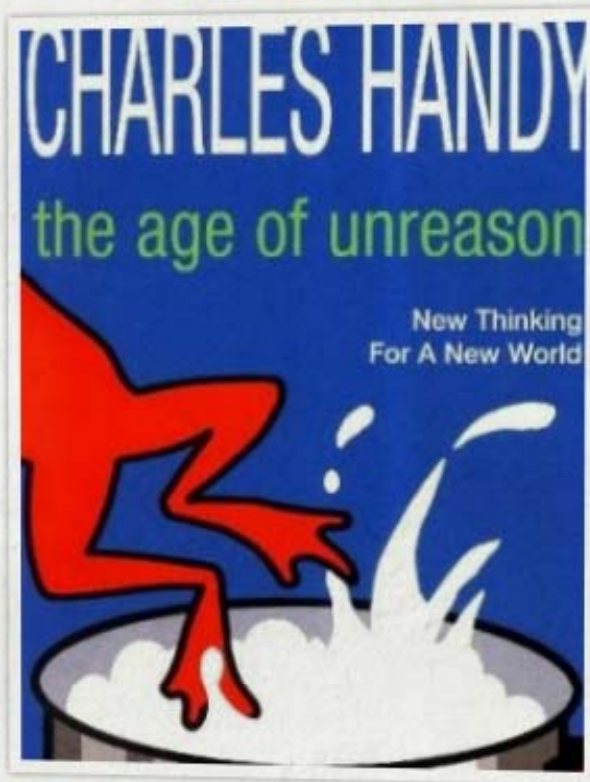
**future of marketing
is out-source.**

The future
CEOs of
the new *fluid*
world.



The background is a light beige, textured surface. It features decorative swirls in the corners: a large purple swirl on the left and a green swirl on the top right. A faint, light-colored map fragment is visible in the bottom left corner, showing a grid and some numbers like 2000 and 1000.

are you ready for the ride?



Thank you