



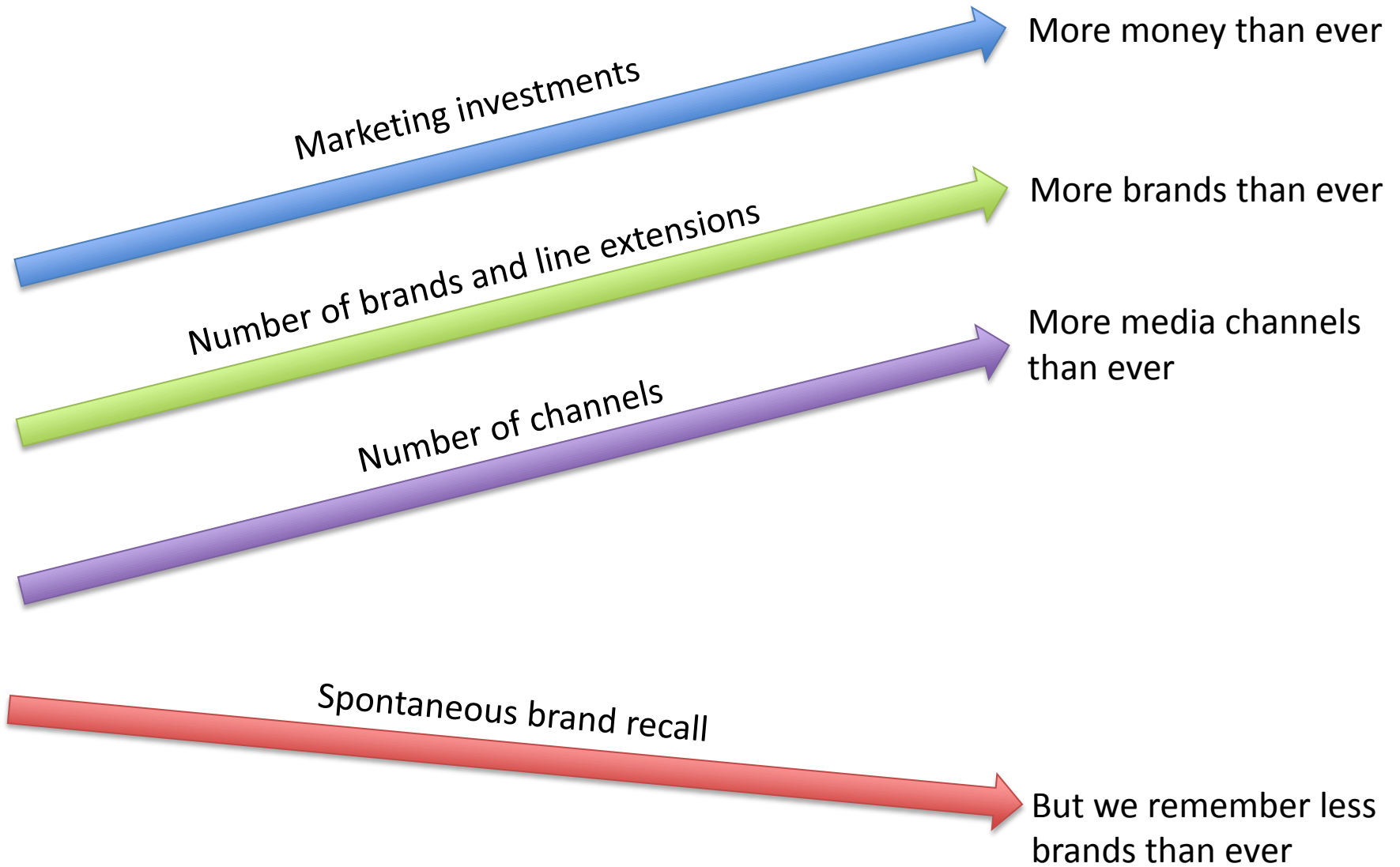
Survival tips in a cross media world

INMA World Congress NYC May 2015 - Staffan Hulten



Cross media means more balls to juggle

- 1. More possibilities**
- 2. Greater opportunities to succeed**
- 3. Greater risks and new pitfalls**

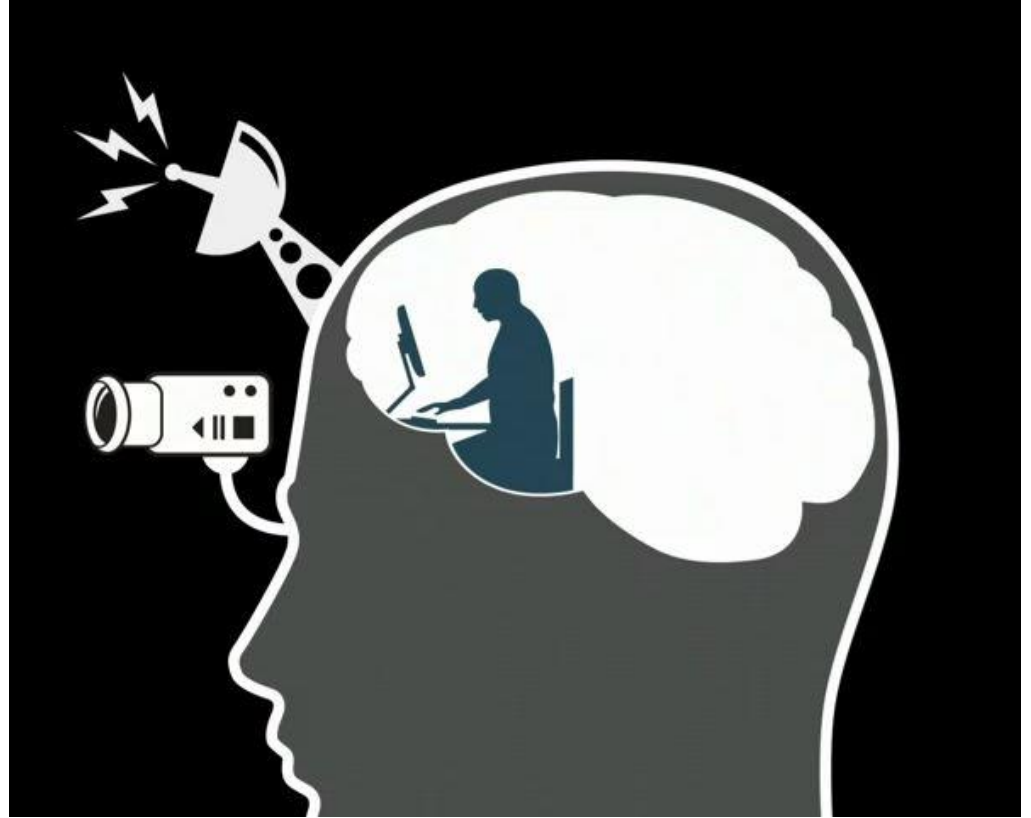
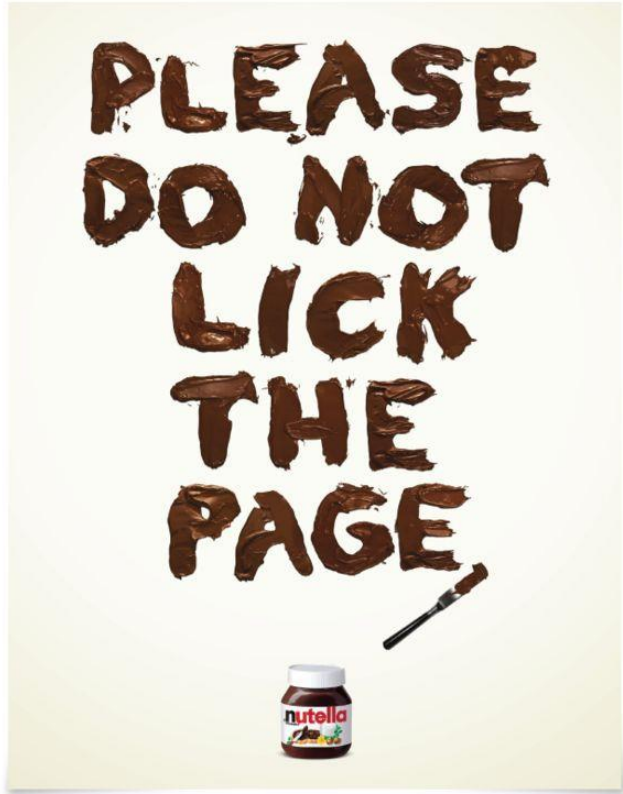


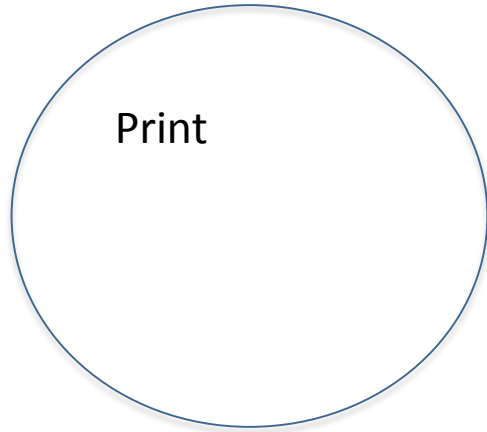


Which of these
do you recognize?

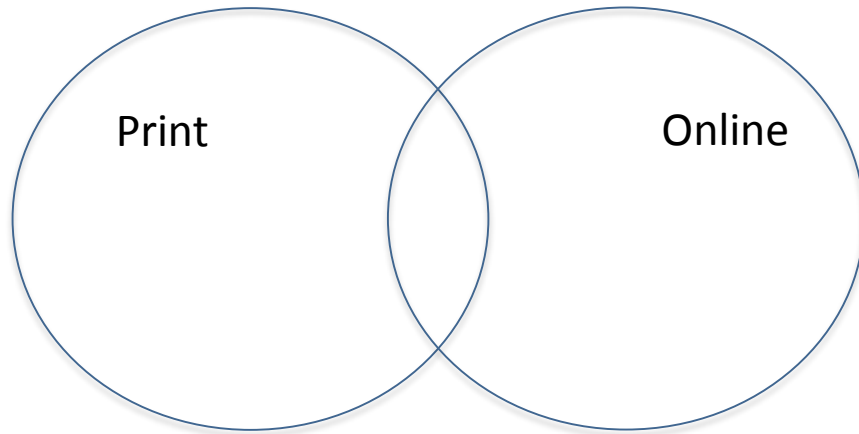
Which of these
do you recognize?



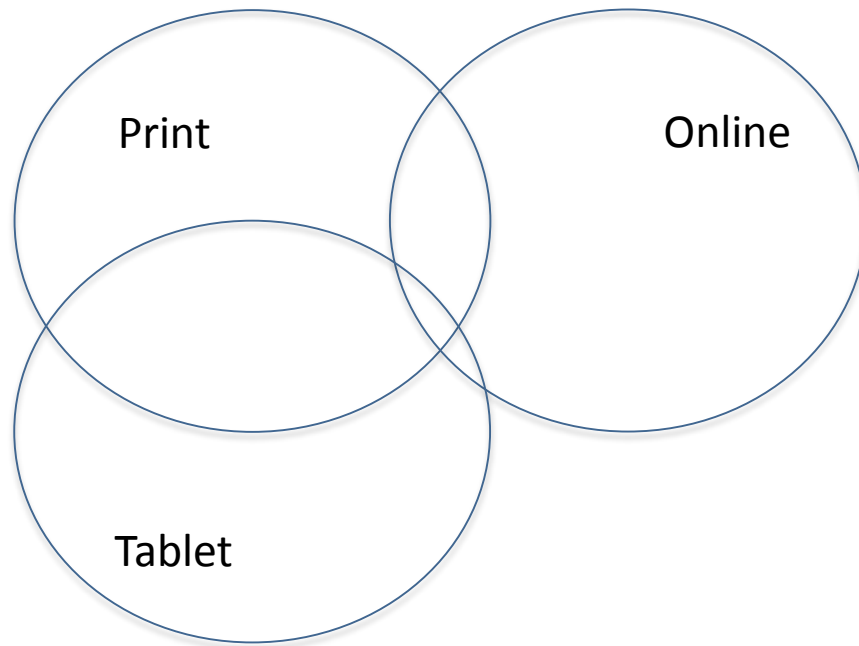




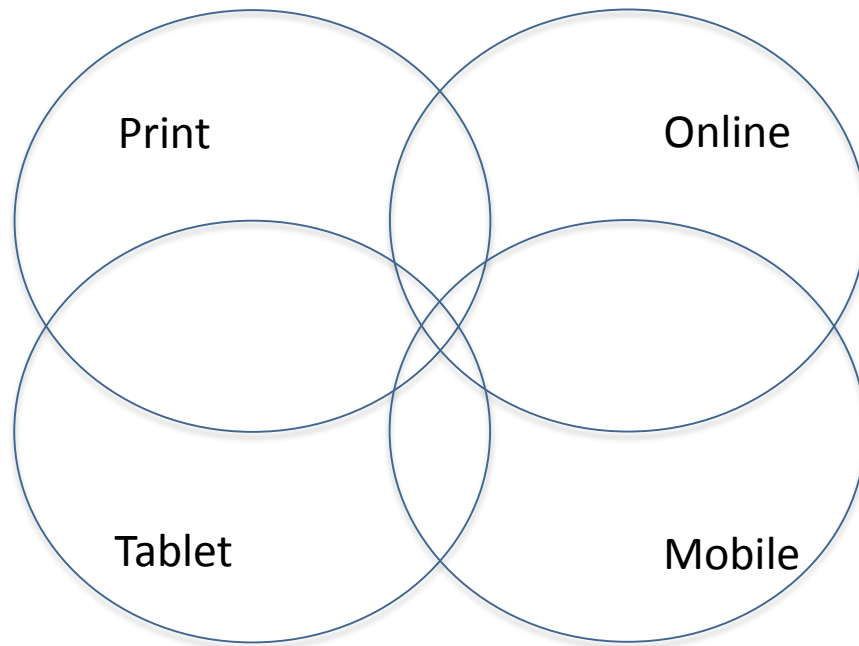
1



3



7



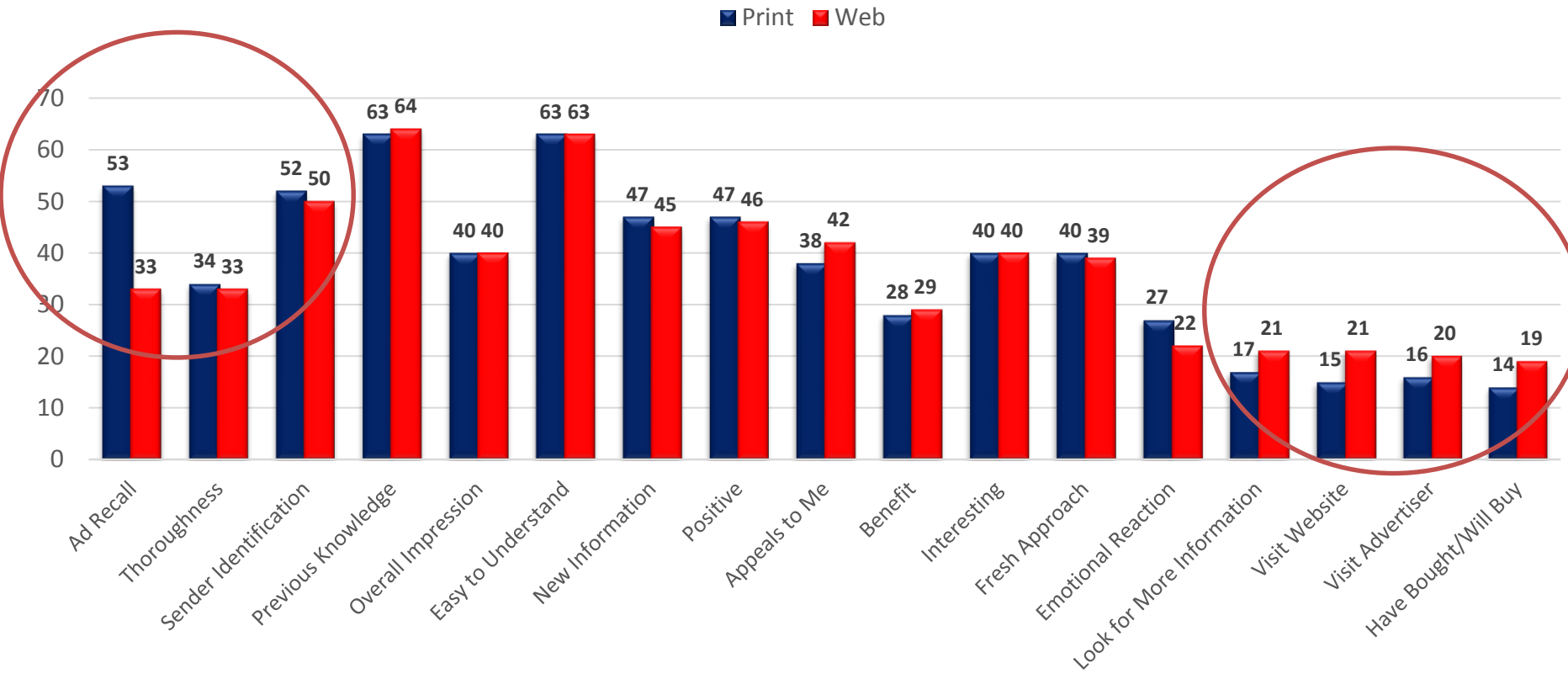
13



Cross media panels that cover multiple channels – at an individual level.

The Either Way You Win Principle

STRENGTHS OF PRINT & DIGITAL



PRINT SURVEYS: 5421
WEB SURVEYS: 1056

Say hello to the future media reps



Still print
More digital
More mobile
More cross media
=
More media metrics

5 water tight tips

1. All reach is not created equal
2. Optimal design of cross media campaigns will not happen because of guesswork
3. Frequency in one media is good, frequency using several media is better
4. Research and relevant data will prove the wonders of cross media
5. Multimedia campaigns trumps single media campaigns

Thank you.

Staffan Hultén
+46 703 249193
staffan.hulten@rampanel.com

