



# MIKE BLOXHAM

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## ***Connecting within the modern media ecosystem***

We all have been aware of the incredible change in the media landscape since the 1990s that coincided with the first discussions of integrated marketing. Mike Bloxham explained to the 2011 Brandworks University audience that in the context of this incredible change, the biggest hurdle to implementing integrated marketing is not the explosion of technologies, it is the company structure that has not adapted to the reality of marketing. That leads to a continuation of the same old siloed approaches to marketing, though there is no such thing as a siloed consumer. Consumers live in a world that allows them to use media at all different times of the day and some at the same time.

As many have noted, this explosion of media also signals a shift in power, such that the company or brand is not in control. But the consumer is also not in control either. For marketers, there is now a shared relationship that is far more symbiotic than anything in the past.

## ***Drop the language of the battlefield***

To respond to this reality, marketers must think about matching the percent of time people spend on a particular media with the percent of our media spend, Bloxham said. There needs to be a deeper sense of what people do during their day and what is the right media for the right time of the consumer's life.

All of this means marketers need to drop the military language of targeting consumers and attacking them with messages and they need to start thinking about customer experience. This means marketers need to recognize the most profound shift they are facing is the shift in consumer behaviors. This should cause brands to base their marketing approach on the principles of interpersonal communication. In other words, it's not about touchpoints, it's about people.

## ***The principles of consumer experience***

To understand people and the interpersonal marketing approach that is required we still need to look at the media people are using. In addition to that starting question, we should be asking these questions: When people are using media, who are they with, what are they doing and where are they; what do they own, buy and use; what kind of people are they and how do they feel?

It's better to look into the day of the life of a person to answer these questions and learn how different forms of media interact within someone's daily activities. What this means is that every media has a prime time when we look at a consumer's life. Knowing when that is for each media and the context for how people will be using it gives marketers the best chance for success.

## ***Drivers of media consumption and success matter more than ever***

The drivers of modern media consumption are Choice, Control and Convenience. This means finding the best available screen for a consumer for your product, understanding the complete array of consumer experiences with that media and how that media experience fits into the life of the consumer.

While the consumer exercises more control over the media, there are still fundamental drivers of media success that cannot be ignored. Those drivers of success for media are Reach, Relevance and Resonance. This means marketers cannot try to be too targeted and miss reaching a broader potential audience and the messages we send and interactions we foster among various forms of media must still speak to those people we are trying to reach.

Bloxham gave the example of marketers who in the past few years were scrambling to show how environmentally conscious they were to remain relevant with a broad audience. This trend is now being replaced with a desire to show complete transparency. Brands and marketers successfully delivering this message, such as Domino's Pizza, are already seeing tremendous results in sales and increased market share. Marketing to the broad masses has proven successful.



*Mike recently left his post as Director Insight and Research at Ball State University's Center for Media Design to join the start-up company Trendline Interactive as their VP of Insights and Consulting. For over 20 years, Mike has advised multi-national corporations, media owners and government agencies on strategic media issues.*