



Powering Digital Creative and Content

June 7, 2018

Creativity no longer serves as just an attribute or attitude, but as an essential function that powers successful and award-winning communications campaigns.

Creative Directors are now thriving in the agency world as the industry shifts to require increased engagement for creative professionals such as art directors, designers, copywriters, or social content makers.

Today, we'll explore how organizations can best support the creative function to deliver stellar campaign ideas and content.





LORETTA MARKEVICS

GLOBAL MANAGING DIRECTOR
OF CREATIVE INTELLIGENCE
DeVries Global



KAI FANG

EXECUTIVE CREATIVE DIRECTOR
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PARTNER, EXECUTIVE
CREATIVE DIRECTOR
Fleishman Hillard

PANELISTS



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TODAY'S DISCUSSION

1 Structure

What is the structure of your department?

2 Support

How can an organization best support the creative function?

3 Ideas

What makes a great digital creative idea?

4 Success

Share cases studies where the creative function made an impact

5 Questions

STRUCTURE

Do you have specialist creative roles within your agency and how does the department service accounts?

SUPPORT

How can an organization support the creative function to deliver great digital content ideas and activations?

IDEAS

What makes a great digital creative idea in PR?

SUCCESS

Share a digitally-focused campaign that benefited or won an award because of creativity and involvement of the creative discipline

PANTENE



GOLD SERIES LAUNCH INITIATIVE

DEVRIES
GLOBAL

BRANDBIGUITY™

A crisis of brand relevance, distinction
& value as a result of brands chasing
culture instead of leading it.



SLAYING STANDARDS

We are embracing our differences—whether gender, religion or race—in the search for a new, more inclusive perspective.



CHALLENGE

Launch a new collection for African American women, who had little interest in Pantene due to a previous lack of products designed for distinctive African American hair needs and no relevant messaging.

APPROACH

We told the story of the new Gold Series collection for superior strength through a visual spectrum of every texture, type, and style in its strong, unique beauty – a range never seen before from a mainstream beauty brand

THE IDEA

ALL STRONG HAIR IS BEAUTIFUL

We created the largest image bank of African American women's hair for the internet.



Pantene Gold Series | Celebrating Strong, Beautiful African Amer... 🕒 ↗



PANTENE

GOLD SERIES



Cosmopolitan @Cosmopolitan · 4h
.@Pantene's Demi Grace talks about past pressures to alter her natural hair:
[cosmopolitan.com/style-beauty/b...](https://www.cosmopolitan.com/style-beauty/b...)



↩️ ↻ 3 ❤️ 7

AG asiyami_gold Following

4,939 likes 6d

asiyami_gold How a woman chooses to wear her hair can be a reflection of what she wants the world to know about her. I wear mine big, bold, and full because it is a direct reflection of how I live my life. I'm happy to be joining forces with @Pantene in celebration of the strength, beauty, and diversity of natural hair. Be sure to take a look at the captivating campaign that was launched yesterday--direct a link in my bio to the full video. Join us in our effort to celebrate that #StrongIsBeautiful!!! ✨ #ad

view all 56 comments



thisthatbeauty Follow

880 likes 6d

thisthatbeauty If I had to choose one word to describe my hair: I'd say "range". I love that my hair can Do. It. All! So I'm super excited to lend my support of the Gold Series, by @pantene -- a complete collection of products designed to meet the unique styling needs of African American hair. Whether you're relaxed, natural or transitioning between the two, this line offers products worth your attention. Click the link in my bio to check out Pantene's new ad video supporting African American hair. Strong hair is beautiful hair, yes!! I'd love to hear your thoughts. Separately, which Felicia do you like best? I'm curious. #StrongIsBeautiful #ad

view all 49 comments

thisthatbeauty @natasha_pmd Tash!!!! 🤔🤔🤔🤔

👍 Add a comment...

RESULTS

- Exceeded impressions goal of 500MM by 169%, including placements in Ebony, Marie Claire, Elle, People StyleWatch and an exclusive, full-page editorial in Essence complemented by advertising.
- 30.3% increase in positive sentiment, Pantene's comment section was overwhelmed with 'thank you' responses from African American women and A-list celebrities like Octavia Spencer organically shared Pantene's message.
- The ad video was deemed a historic moment: The Smithsonian National Museum reached out to congratulate Pantene on the powerful message making history in the African American community.

AWARDS

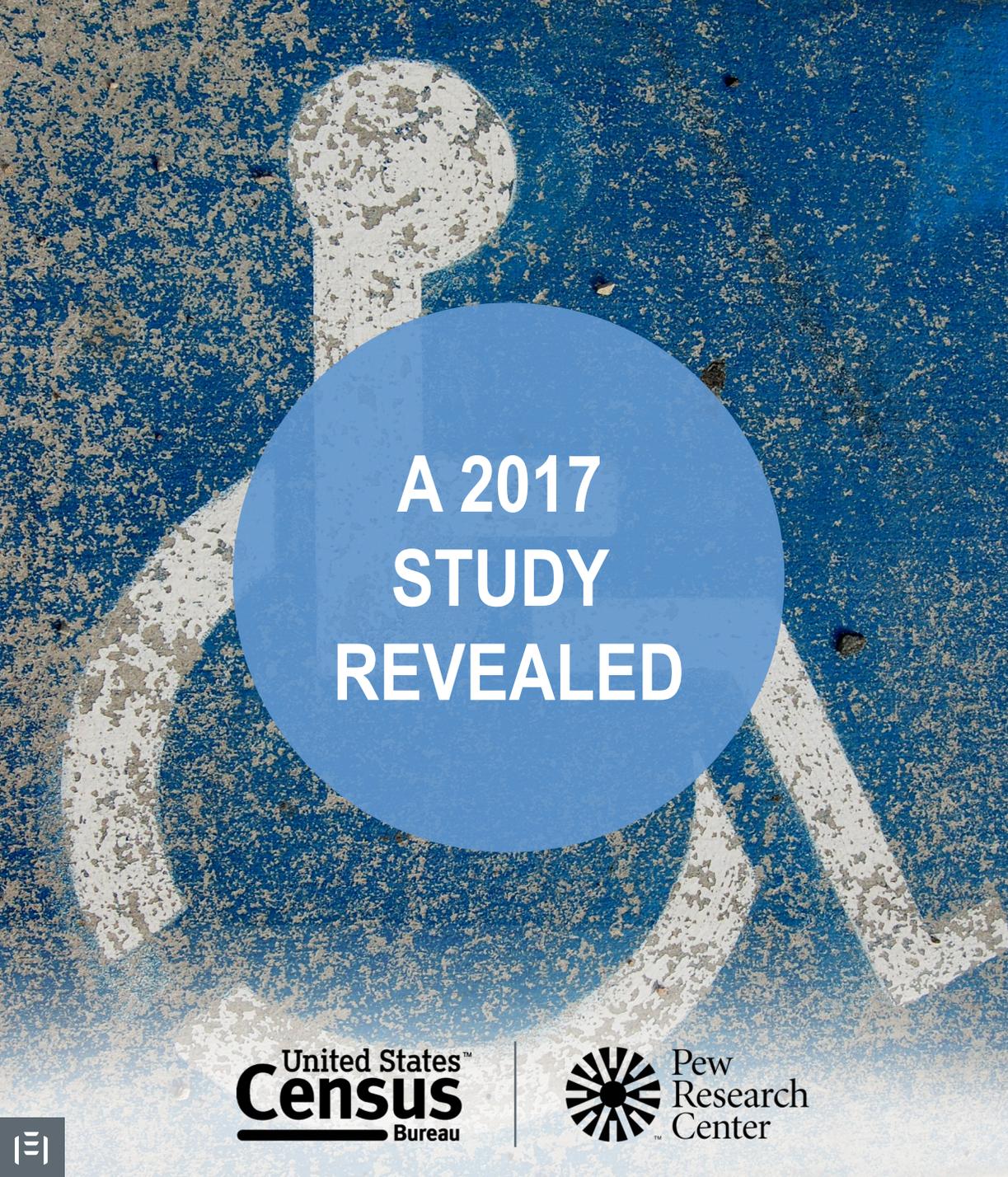
- 2018 PR Week Award for Best in Multicultural Marketing
- 2018 PRSA Bronze Anvil Award
- 2018 SABRE Awards Finalist in the Multicultural category



AT&T



FLEISHMANHILLARD



A 2017
STUDY
REVEALED

More than **56 Million** people in the
U.S. are living with a disability

A **digital accessibility divide** could
make life impossible for so many



AT&T Communications Profile

AT&T Communications

Leadership: [John Donovan, CEO of AT&T Communications](#)

We're leading the world in communications and technology, redefining how you engage with entertainment.

AT&T Communications builds human-first technology that puts our consumer and business customers first and that works for all of us. We deliver, and continue to invent ways to deliver, captivating entertainment that moves people to tears, makes them laugh, and brings us all closer. We design intelligent solutions that power businesses in near real-time. And we innovate to drive progress—connect smarter cities, live healthier lives—and build something bigger than platforms and infrastructures

AT&T Communications is made up of AT&T Business, Mobility & Entertainment, and Technology & Operations organizations.



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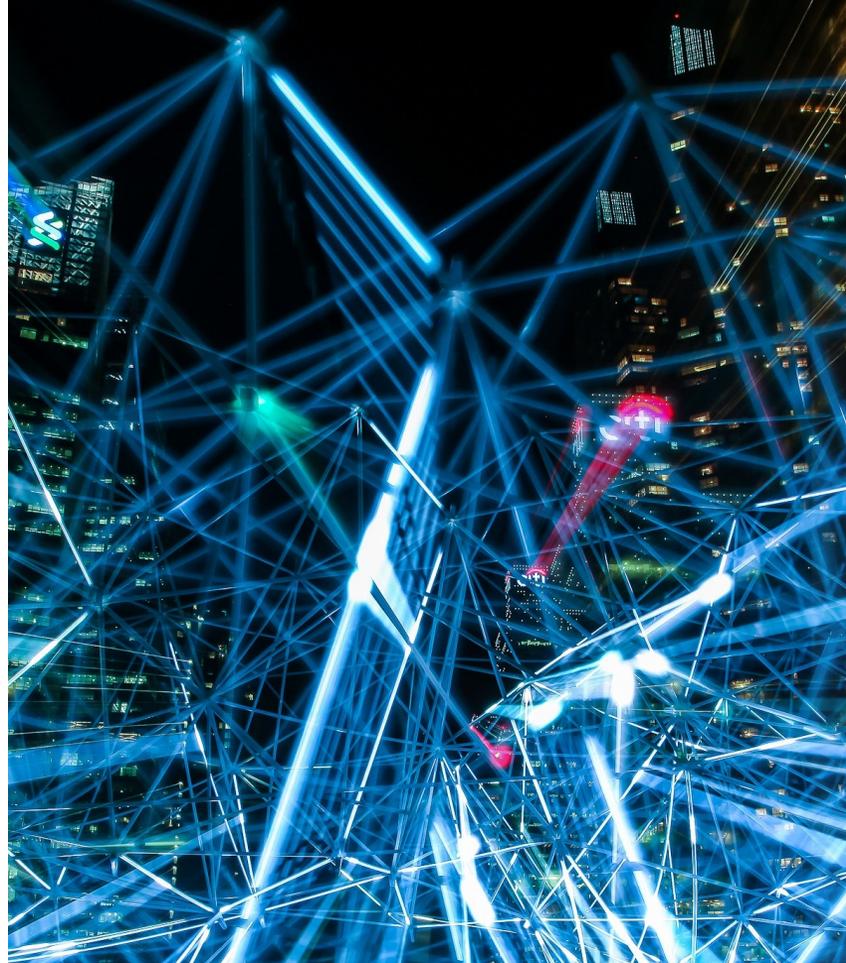
THE CHALLENGE

How to make the Eclipse –
described as the most shared
event in human history -
available to all?





**COAST-TO-COAST
SIGNAL STRENGTHENED**



**USED CELESTIAL DATA TO
CREATE A “SONIFIED”
EXPERIENCE**



**STREAM THE EVENT WITH
CUSTOM-NETWORKED
SMART GLASSES**

MEET JAMES BOEHM

The first time that James Boehm experienced a solar eclipse, he was 13, and he could see. But by 2017 – when the next solar eclipse came to North America – James was blind.

Imagine if we could help James experience an eclipse again?



JAMES' (& AT&T'S) STORY

- Outreach strategy focused on telling James' story, as well as AT&T's network preparations leading up to the eclipse.
- Targeted national and local print and broadcast media to generate widespread awareness about AT&T's efforts before, during and after the eclipse.
- Created the #EclipseImpossible hashtag and targeted influencers who either had a disability of their own or knew someone with a disability to help spread the word about James' story.
- The centerpiece of the campaign was a moving documentary-style video about James' experience.



JAMES' (& AT&T'S) STORY

For Aira, the campaign has helped raise awareness and sales of its glasses. In fact, the company reports that **traffic to its website has spiked** in a significant way and that its **sales funnel has doubled**.

Visits to Aira's Website Jumped

NEARLY 1,500%

Aira Experienced a Sales Lift of

2X

“WITHOUT AT&T AND THE RELIABLE NETWORK CONNECTION, AIRA WOULDN'T BE ABLE TO HELP THE BLIND AND VISUALLY IMPAIRED EXPERIENCE THEIR WORLD LIKE NEVER BEFORE.”

*Kevin Phelan,
VP of Sales and Marketing,
Aira*

JAMES' (& AT&T'S) STORY

- **1,058 traditional media placements** earning **1.43 billion impressions**.
- Topics covered ranged from AT&T partnering with Aira to help the visually impaired experience the eclipse in real-time to AT&T's network preparations leading up to the eclipse. Several large mainstream media outlets featured AT&T in their coverage of the solar eclipse.
- Internal and external social media campaigns around AT&T's eclipse-related activities collectively generated **5.4 million impressions**.

Combined Media Coverage Resulting in
1.43 BILLION IMPRESSIONS

Social Conversation Generating Another
5.4 MILLION IMPRESSIONS



Forbes



The Washington Post



ScienceDaily®
Your source for the latest research news



The Atlantic

.Mic

IMMERSED

A VR EXPERIENCE ABOUT FLOOD & RESILIENCE

FEMA VR

Federal Emergency Mitigation Agency

IMMERSED

A VR EXPERIENCE ABOUT FLOOD & RESILIENCE



THE CHALLENGE

We need to move non-technical decision makers from awareness to action by providing a catalyst to make risk more relevant and inspire them to seek answers about how to mitigate their communities' flood risks. The challenge of future consequences is that they are often too abstract to motivate audiences. However, showing people the effects today can make a significant difference in their attitudes and behaviors.

THE OBJECTIVE

Position IMMERSSED as an exciting experience designed to challenge users' observation and decision making skills by putting them at the center of the nation's most common and devastating natural disaster.

THE THEME

To see things differently, VR gives users a unique opportunity to see into other worlds and experience things in new ways. This is about transformation and empowerment.

IMMERSED

A VR EXPERIENCE ABOUT FLOOD & RESILIENCE

SCENE 1
ASSESS
RESIDENTIAL
DAMAGES



SCENE 2
DIRECT
TRAFFIC
EVACUATION



SCENE 3
RESCUE TEACHER
IN DANGER

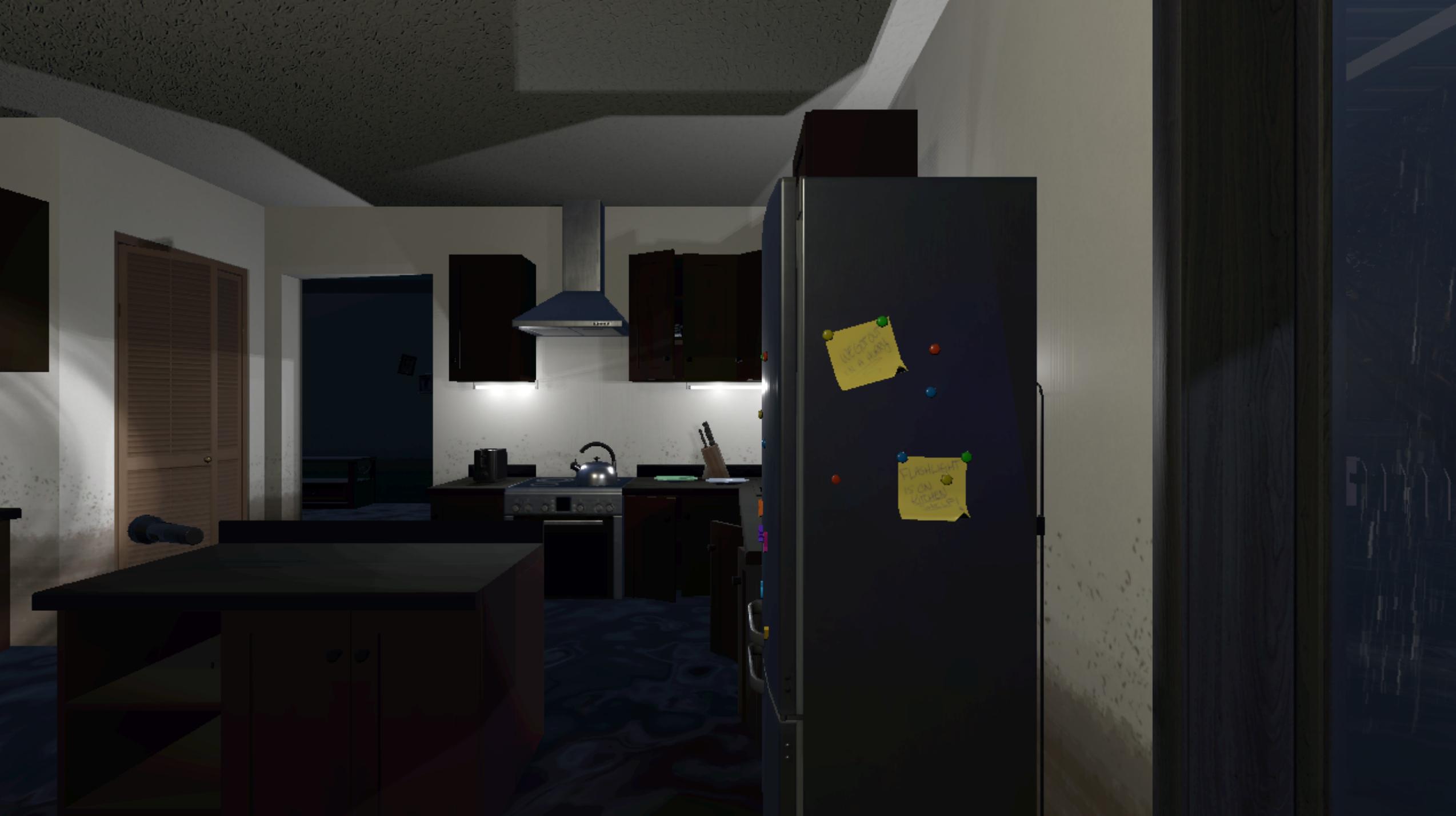


SCENE 4
IMPLEMENT
MITIGATION
SOLUTIONS



SCENE 5
WITNESS THE
EFFECTS OF THE
MITIGATION
PLAN







Flood Town
↓ ↓







HOUSE ELEVATION

SOLUTION



BIOSWALES

SOLUTION



PERMEABLE PAVEMENT

QUESTIONS?



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