

art

science

advertising 3.0

presented by
the ZOO at Google YouTube

digital revolution

digital revolution

everything's changing faster

audience behavior has
changed as well

audience behavior has
changed as well

traditional
advertising **alone**
no longer works

**invention, innovation
orchestration and the user**

advertising 3.0

the target user

it's not about the audience anymore

the target user

it's not about the audience anymore
it's about people using advertising as a tool

the target user

to be entertained

to be informed

to be provided utility

how do we see it?

**brands don't
sell brands,**

brands don't
sell brands,
people sell brands

meet Walt

meet Walt



the ad test dummy



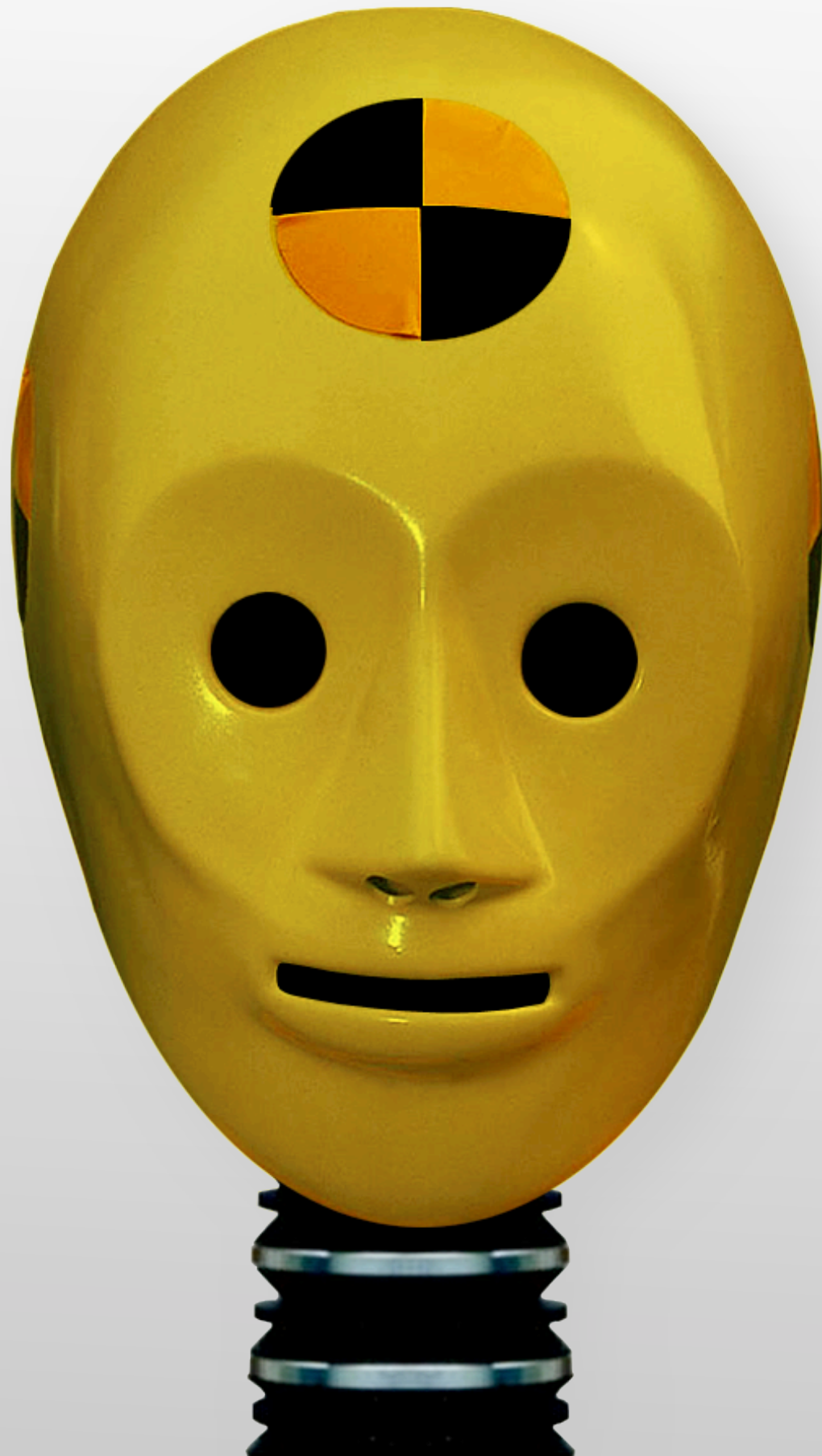
emotion

mentality

volition

conscience

self consciousness



he feels

he thinks

he chooses

he has norms and standards

he can pick himself out in a mirror



and the traditional approach to advertising to Walt...



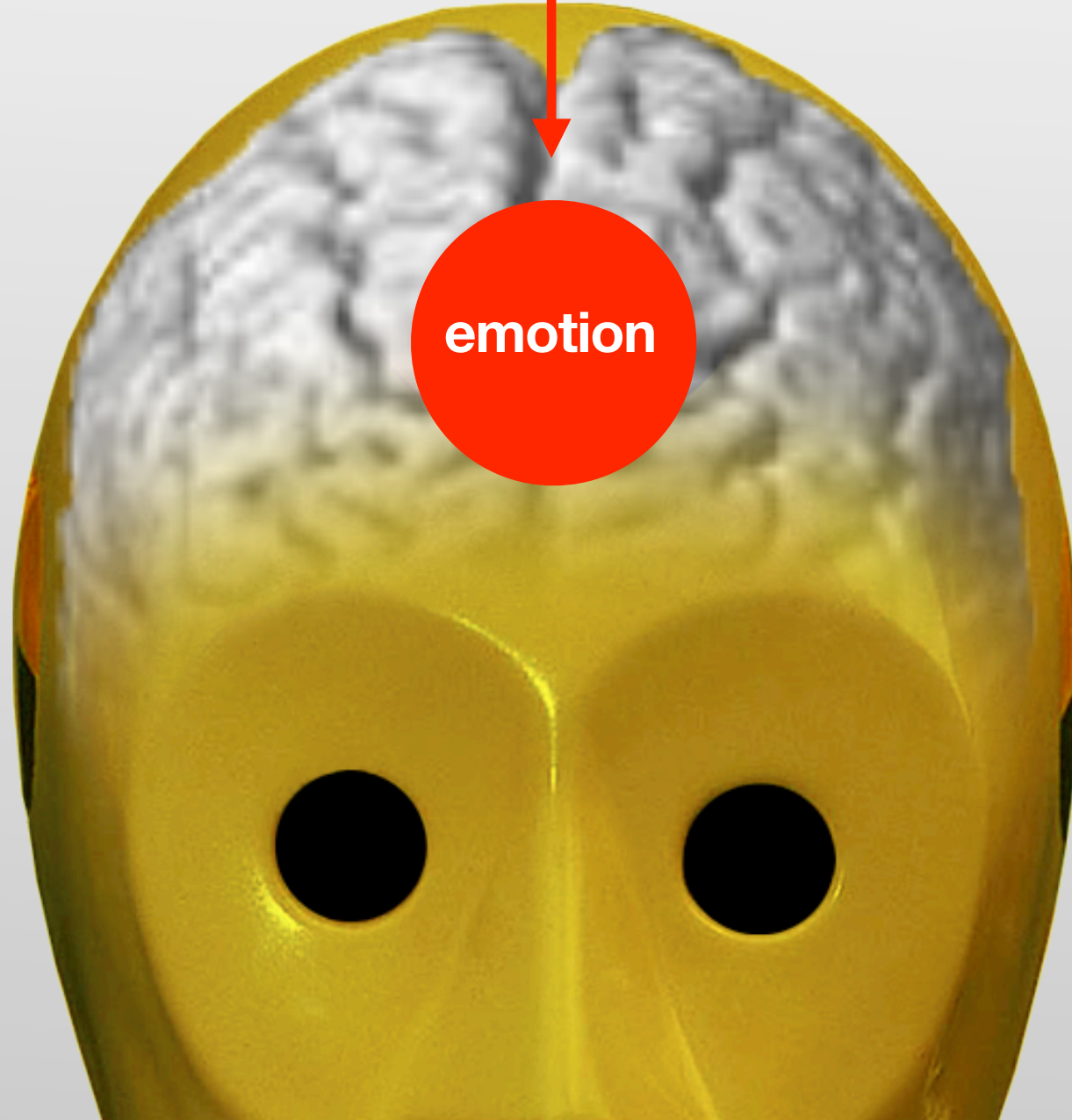
You gotta have this car!



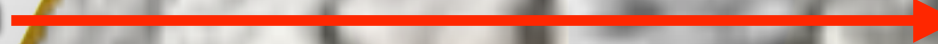
message



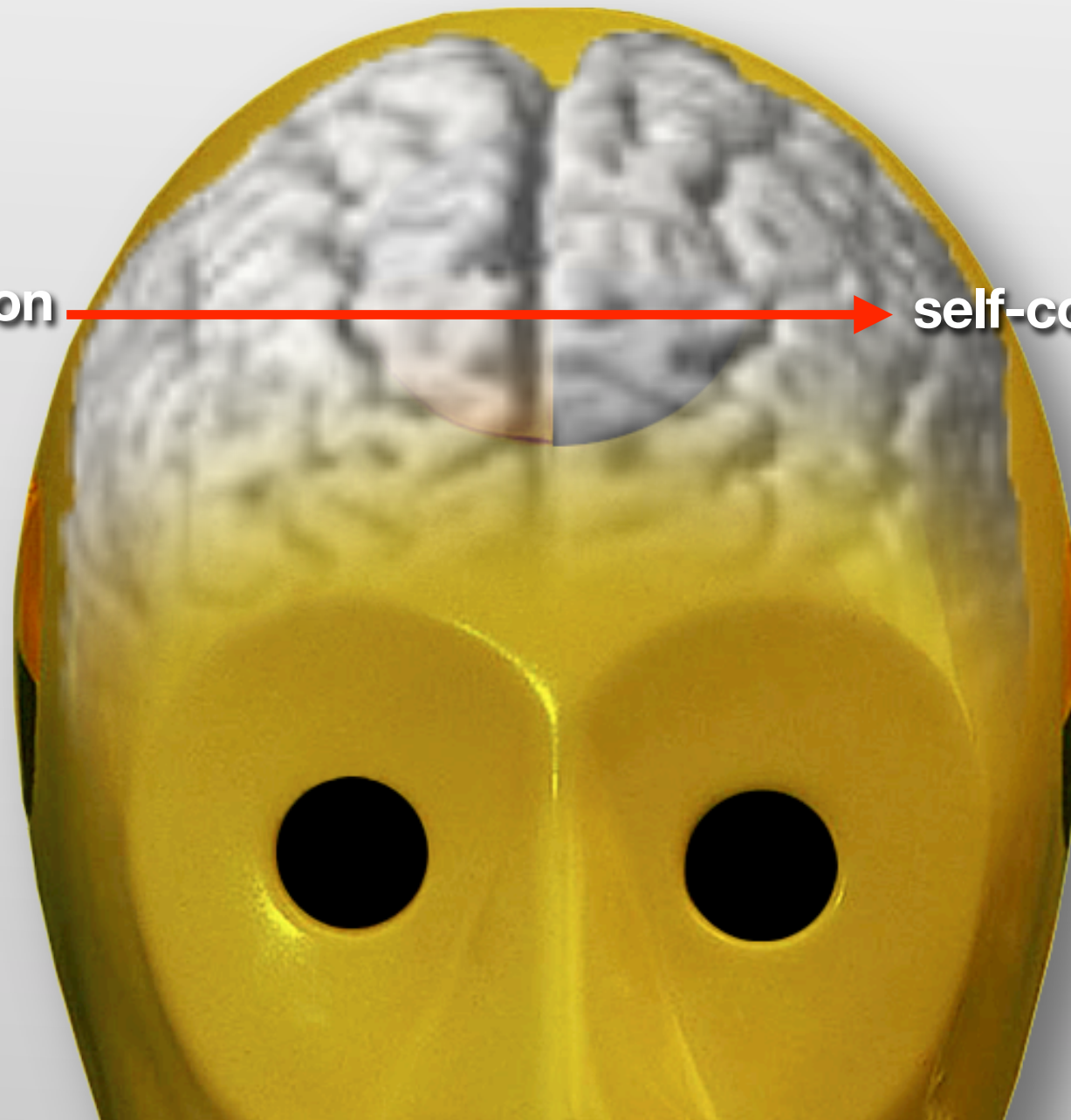
emotion



emotion



self-consciousness



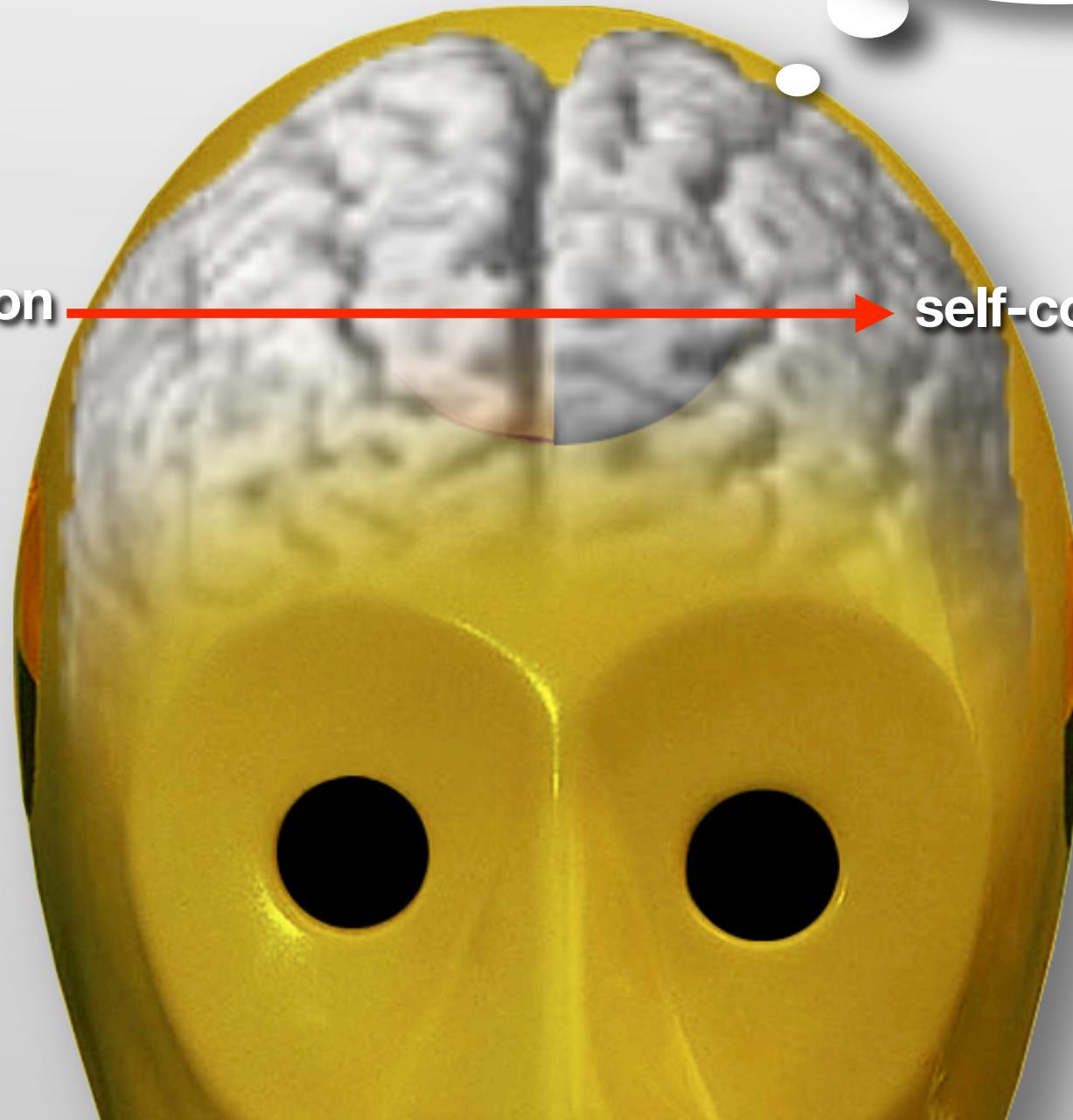
Is this car really me?



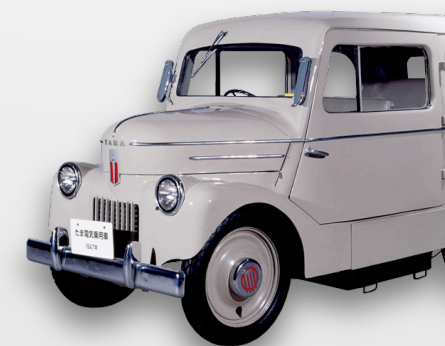
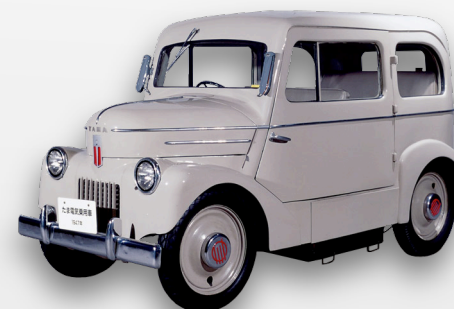
emotion



self-consciousness



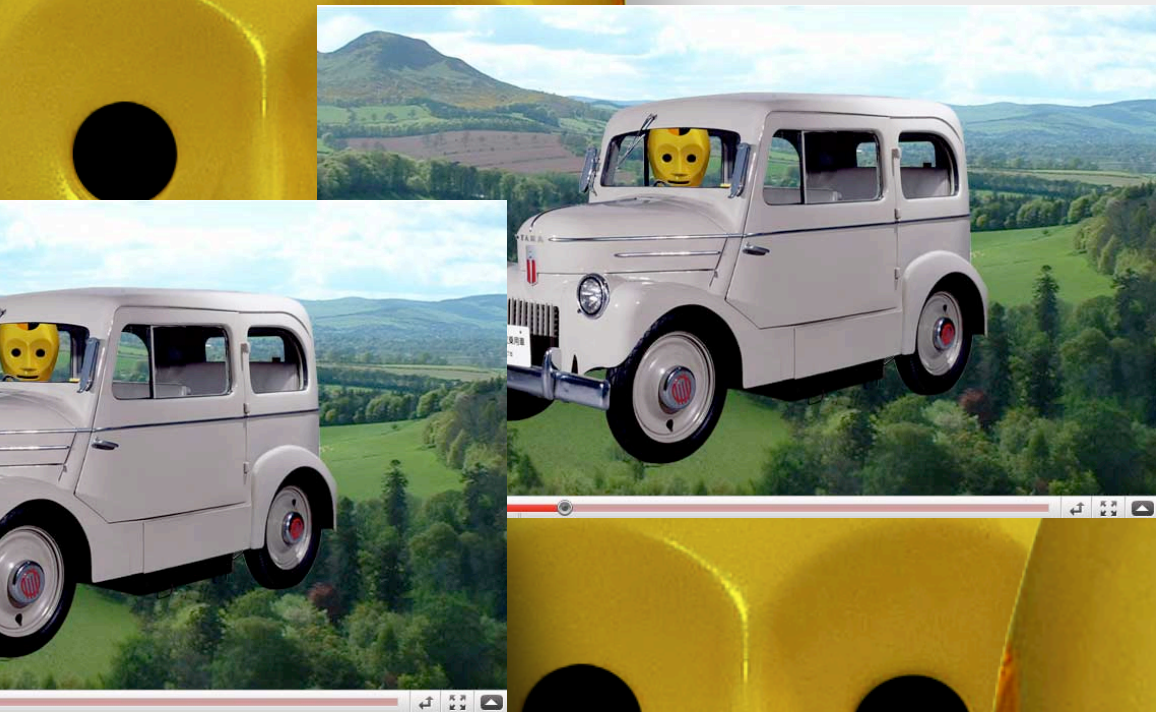
Google™



You Tube



You Tube

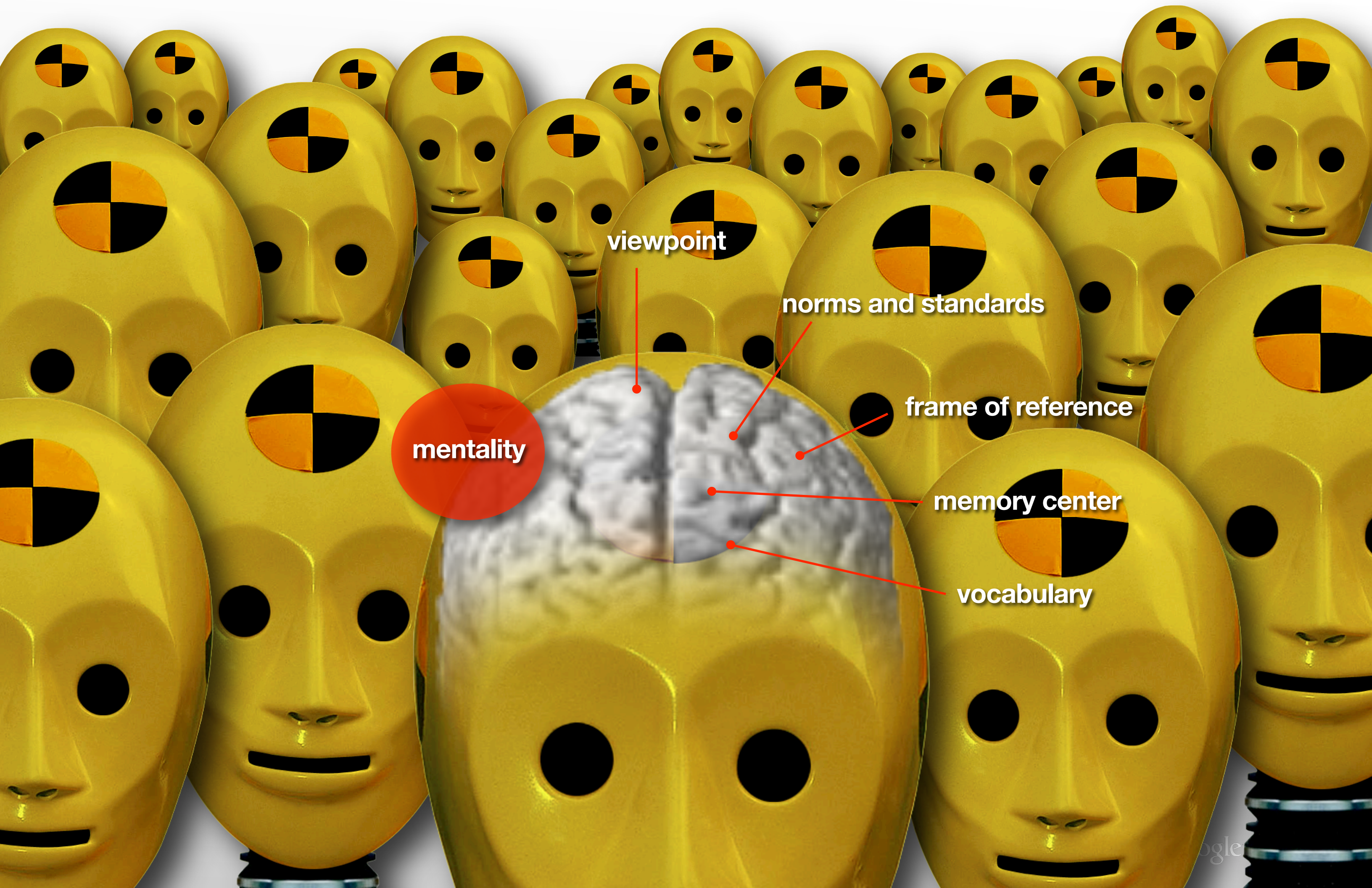








Google



viewpoint

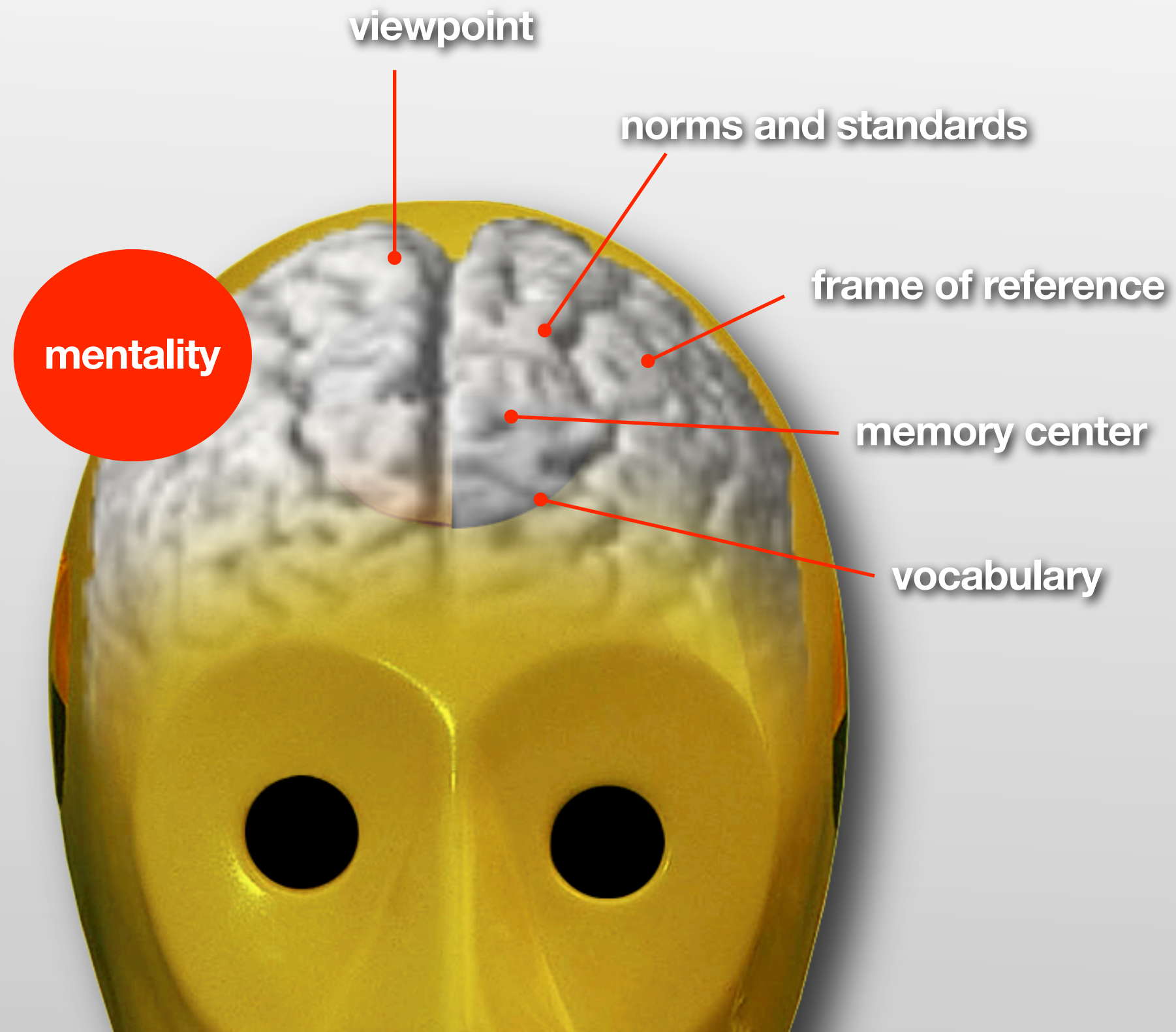
norms and standards

frame of reference

mentality

memory center

vocabulary





I'm Sold!



and if we do our job right.



and if we do our job right. **Walt will tell even more friends.**

our job...



**turn passive
viewers into
active brand
advocates**

how?

brand attributes









digital strategy

successful campaigns are
**not just about
selling stuff**
or creating more unwanted noise.



it's about

**creating something
that enhances life**

it's about

creating something that enhances life

that is memorable, that delights, inspires
and surprises. something that makes a
person want to own it, riff on it, and
share it with others...

five big advertising 3.0 **opportunities**

five big advertising 3.0 opportunities

1 **social:** creating time, not buying time

five big advertising 3.0 opportunities

- 1 **social:** creating time, not buying time
- 2 **video:** live streaming video; online microcast

five big advertising 3.0 opportunities

- 1 **social:** creating time, not buying time
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- 3 **data visualization:** turning the conversation around

five big advertising 3.0 opportunities

- 1 **social:** creating time, not buying time
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- 3 **data visualization:** turning the conversation around
- 4 **augmented humanity:** creating an annotated world

five big advertising 3.0 opportunities

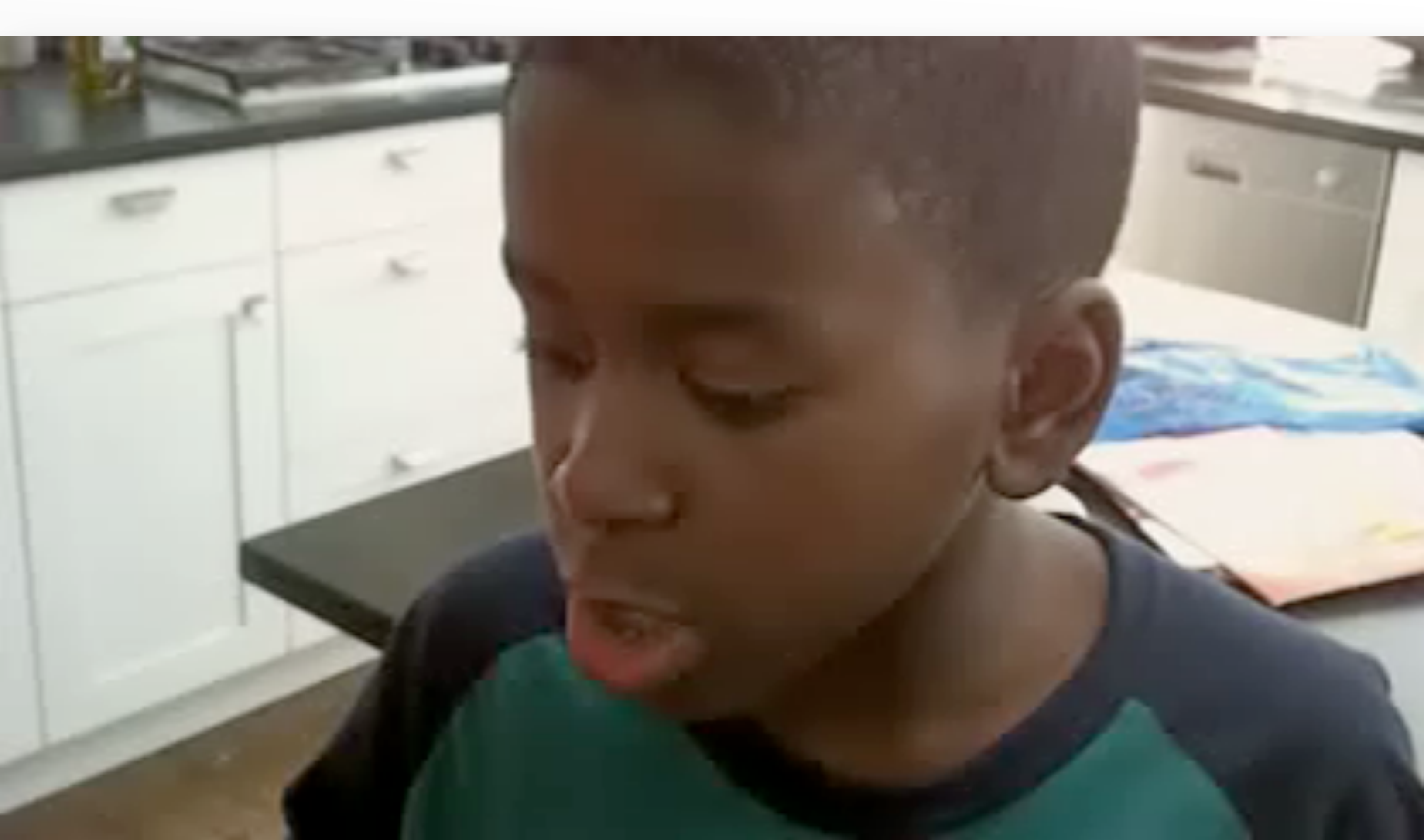
- 1 **social:** creating time, not buying time
- 2 **video:** live streaming video; online microcast
- 3 **data visualization:** turning the conversation around
- 4 **augmented humanity:** creating an annotated world
- 5 **transmedia:** the brand experience translated to multiple mediums

remember the mobile phone?

remember the mobile phone?

**it used to be
about convenient
communication**

now we can **talk** to it



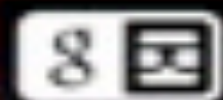
we see through it



and we even **learn** with it

YOUR FINGER CAN SHIFT IT, YOUR VOICE CAN DIRECT IT,
BUT YOUR RIGHT FOOT STILL HAS THE BEST JOB.


BUICK REGAL



UNLOCK THIS AD'S INTERACTIVE FEATURES.
Photograph this entire ad with Google Goggles on Android or iPhone.

We gave the all-new Regal an interior full of advanced technology, including a 6-speed automatic transmission with manual top shifts, an available auto-shifted 4GB hard-disk entertainment system with 10-way power-adjustable driver's seat and steering-wheel-mounted Bluetooth® controls. But we saved the best technology for your right foot: the new all-aluminum direct-injected engine. Your other foot's work will be easier. The sporty new 2011 Buick Regal. The New Class of World Class.

Starting at \$25,999

MSRP. Excludes destination charge and taxes. See dealer for details. ©2010 Buick. All rights reserved.



YOUR FINGER CAN SHIFT IT,
BUT YOUR RIGHT FOOT STILL H

BUICK REGAL

BUICK REGAL

INSIDE AND OUT THE
SPORT INJECTED 2011
BUICK REGAL IS MAKING
A BIG IMPRESSION ON
THE CRITICS.

REGAL GALLERY

REGAL SPECS

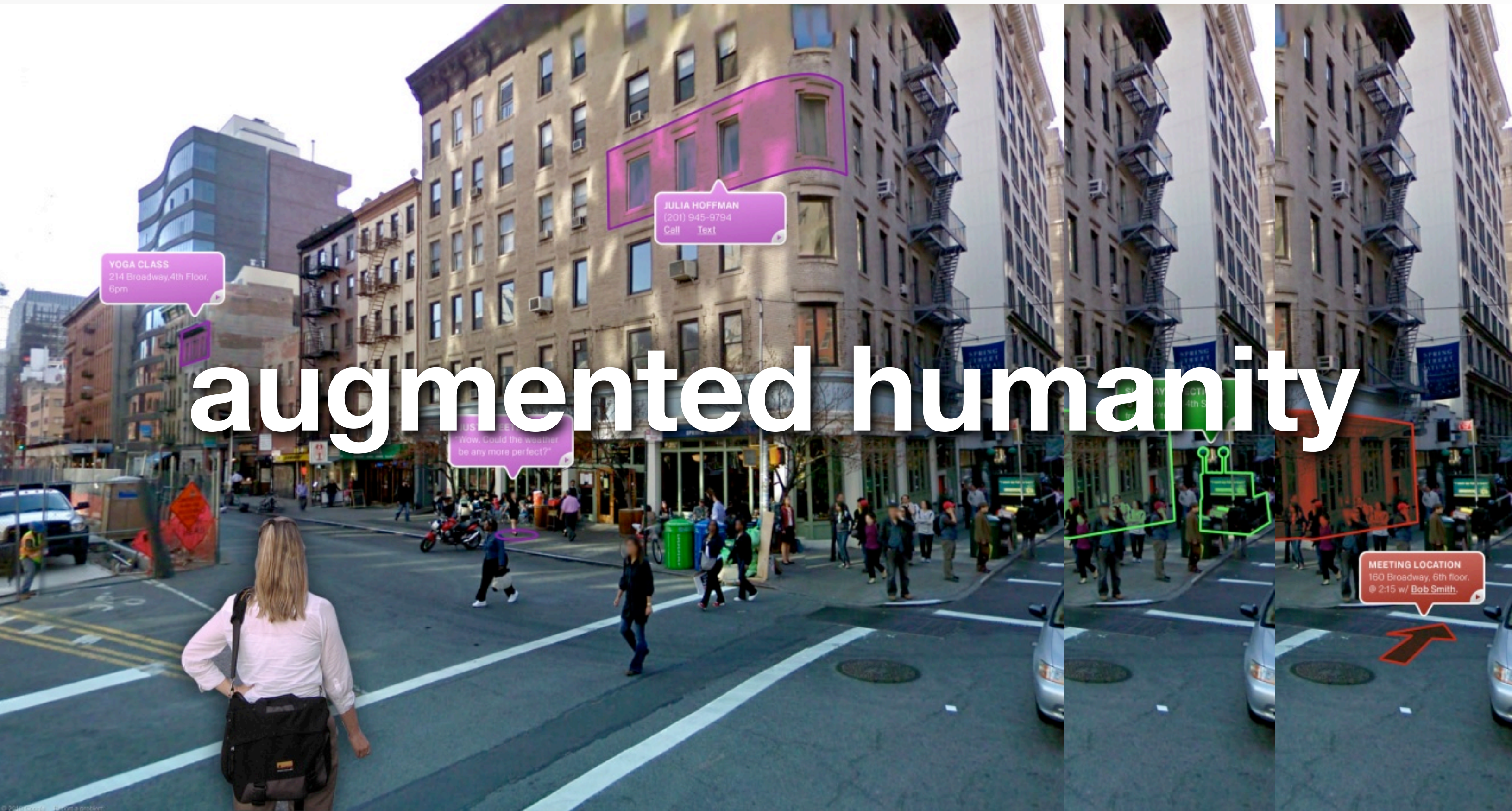
LOCATE A DEALER

REQUEST MORE INFO

UNLOCK THIS AD'S INTERACTIVE FEATURES.
Photograph this entire ad with Google Goggles on Android or iPhone.

...the all-new Regal is packed full of advanced technology, including a
... automatic transmission with manual top shifts, an available supercharged
... fuel and performance system, a 10-way power adjustable driver's seat and
... equipped optional Bluetooth™ system. But we added the best technology we
... right foot" for even all-aluminum direct-injected engine. Your other foot's work
... process. The sport-injected 2011 Buick Regal. The New Class of World Class.
Spring of 2011

but users won't stop there
they want more....



augmented humanity



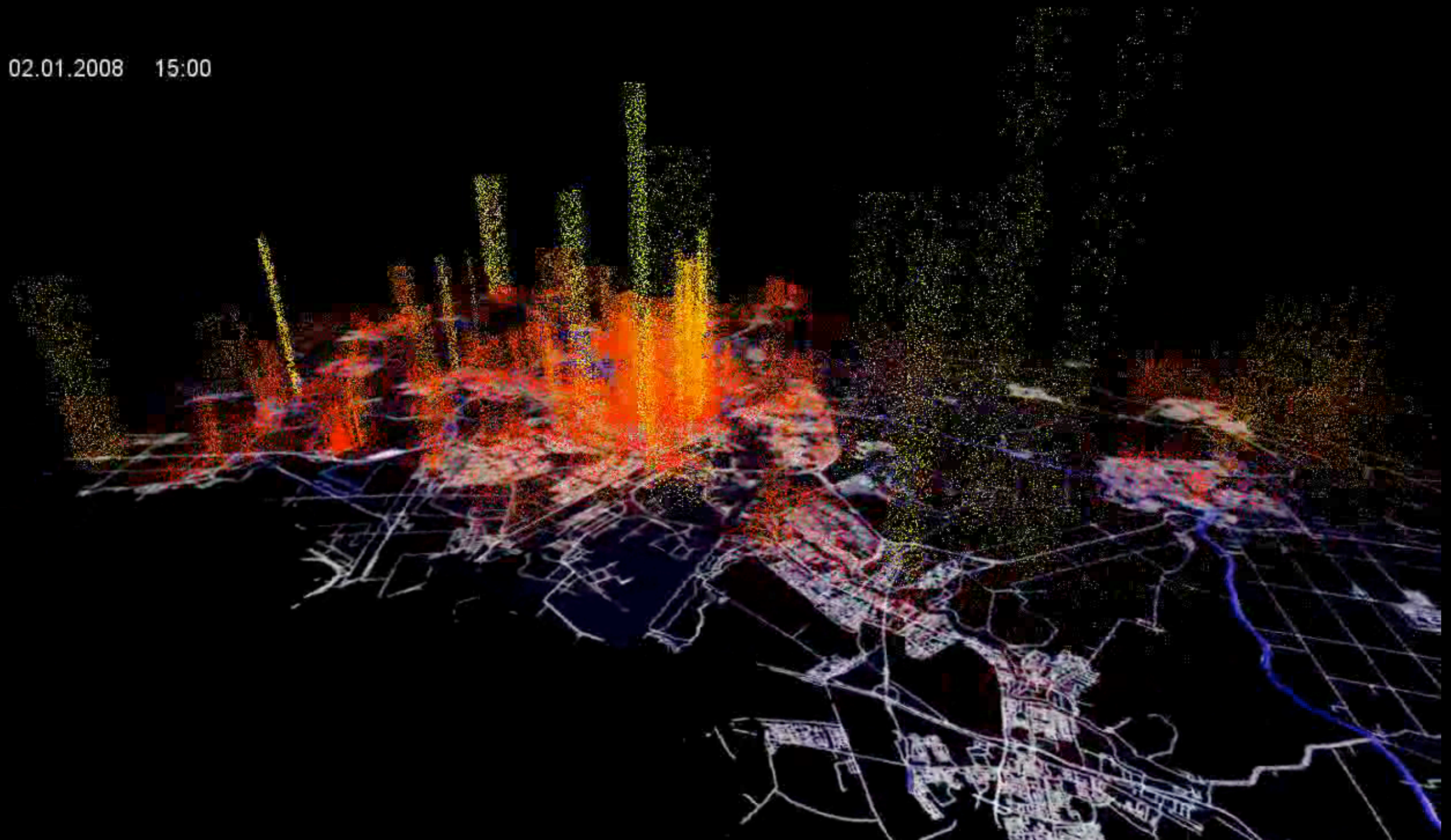
and it's not just annotating

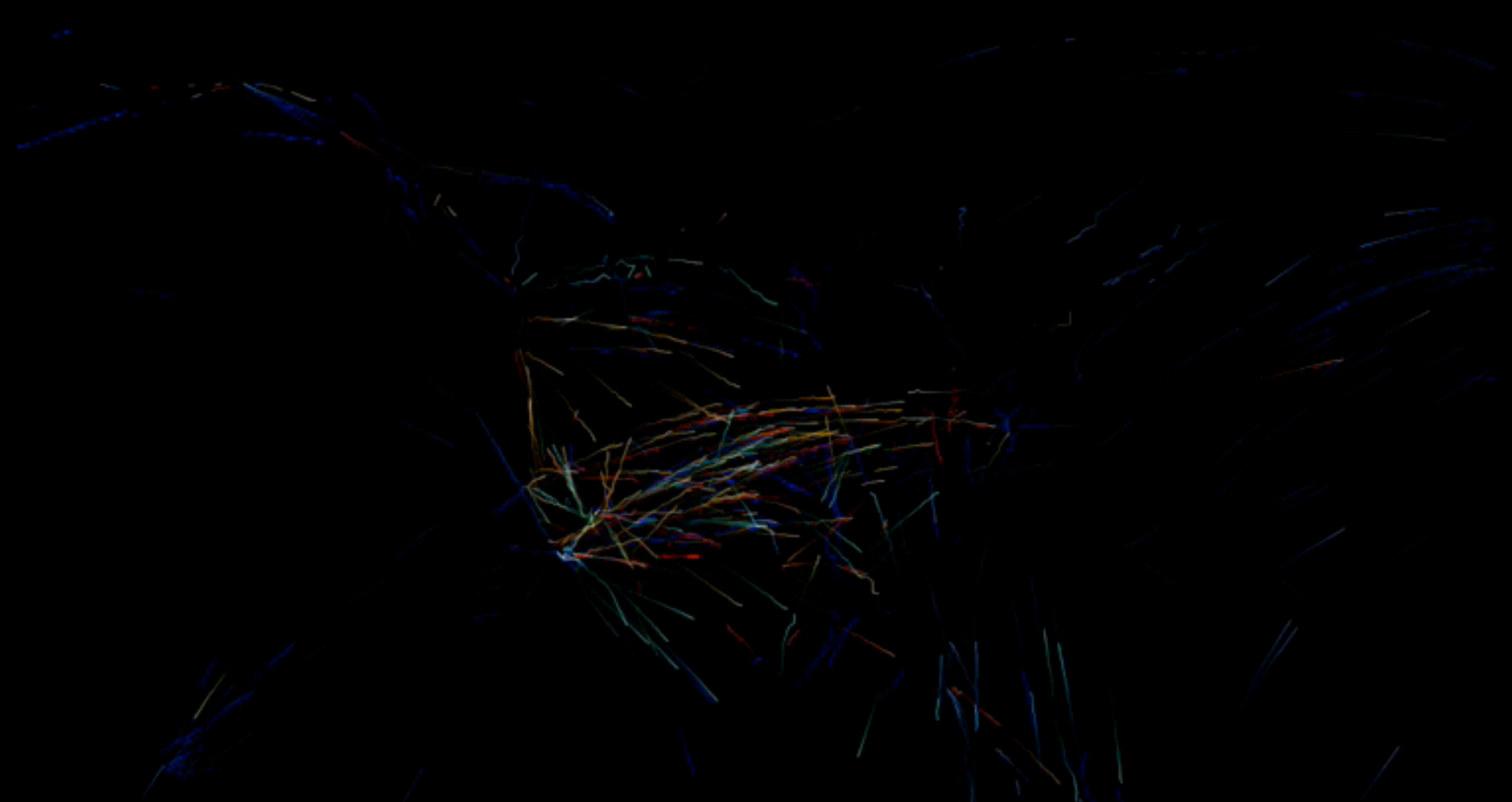


so whadaya
gonna do
about it?

listen to the user
visualize the data

02.01.2008 15:00





4135 planes

4:07 EST

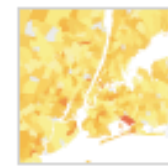
put 'em on the map



The ZIP codes are shaded according to each movie's rank.

Ranked No. 1

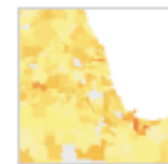
No. 50



NEW YORK



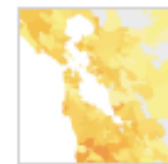
BOSTON



CHICAGO



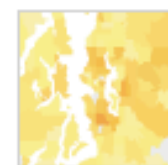
WASHINGTON



BAY AREA



L.A.



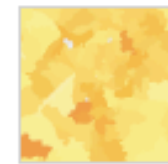
SEATTLE



MINNEAPOLIS



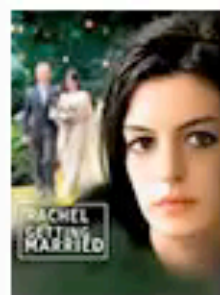
DENVER



ATLANTA

let'em learn
about your
brand

Rachel Getting Married



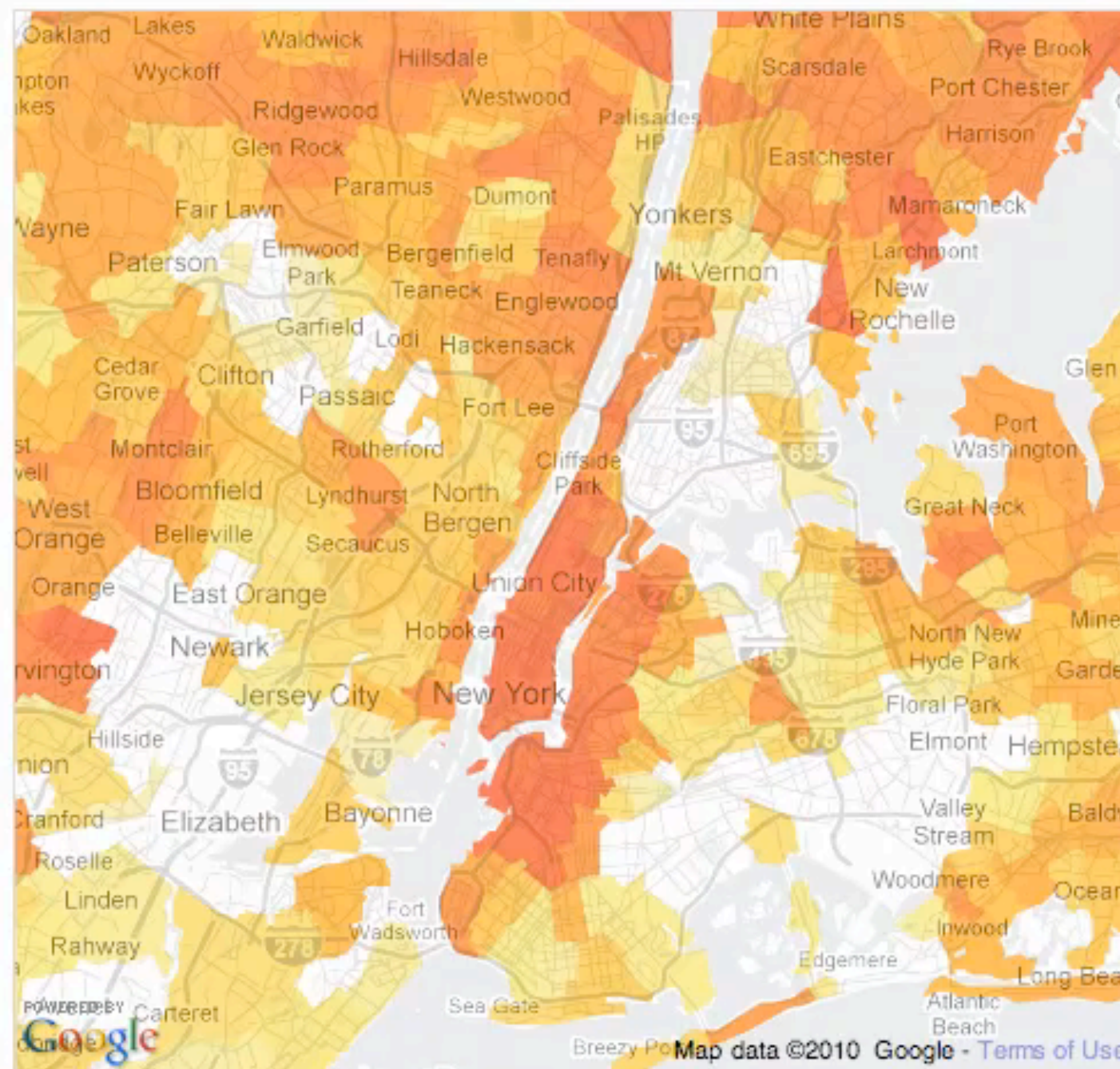
82

Metacritic score

100=loved by critics, 0=hated

The problem in "Rachel Getting Married" — not the problem with the film, mind you — is that even though Rachel is the one getting married, it's all about Kym, her younger sister. Kym, played by a decidedly un-princessy Anne Hathaway, is furloughed from rehab for the happy event, arriving at her father's rambling Connecticut clapboard house on a toxic cloud of snark, cigarette smoke and wounded narcissism. With her pale, slack features and dark-rimmed eyes framed by severe bangs, Ms. Hathaway resembles the silent film star Louise Brooks in "Pandora's Box," except that Kym is less like the curious maiden of Greek mythology than like the box itself: a bottomless repository of guilt, destructiveness and general bad feeling.

[Read Rest of NYT Review »](#)



Sources: Netflix provided data on the top 50 rentals in 2009 in each ZIP code. Titles are listed in the approximate order of popularity across selected metropolitan areas. Metascores are from metacritic.com.



NEW YORK



BOSTON



CHICAGO



WASHINGTON



BAY AREA



L.A.



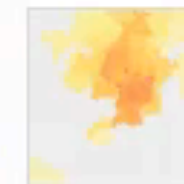
SEATTLE



MINNEAPOLIS



DENVER



ATLANTA



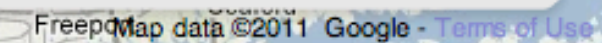
DALLAS



MIAMI

By Matthew Bloch, Amanda Cox, Jo Craven McGinty and Kevin Quealy/The New York Times | [Send Feedback](#)

[TWITTER](#)





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We never stop moving.

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[Home Listing Report >](#)

[SHARE +](#)

↑

←

→

↓

+

−

80

287

280

95

78

278

495

678

695

295

Map

Satellite

Hybrid

Terrain

100 Winston Dr ,
Cliffside Park,
6 views

Look up videos by location

SEARCH >

Filter your results

☒ Listings
 ☒ Agents
 ☒ Offices

☒ Local
 ☒ Other

UPDATE >

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Google | YouTube™



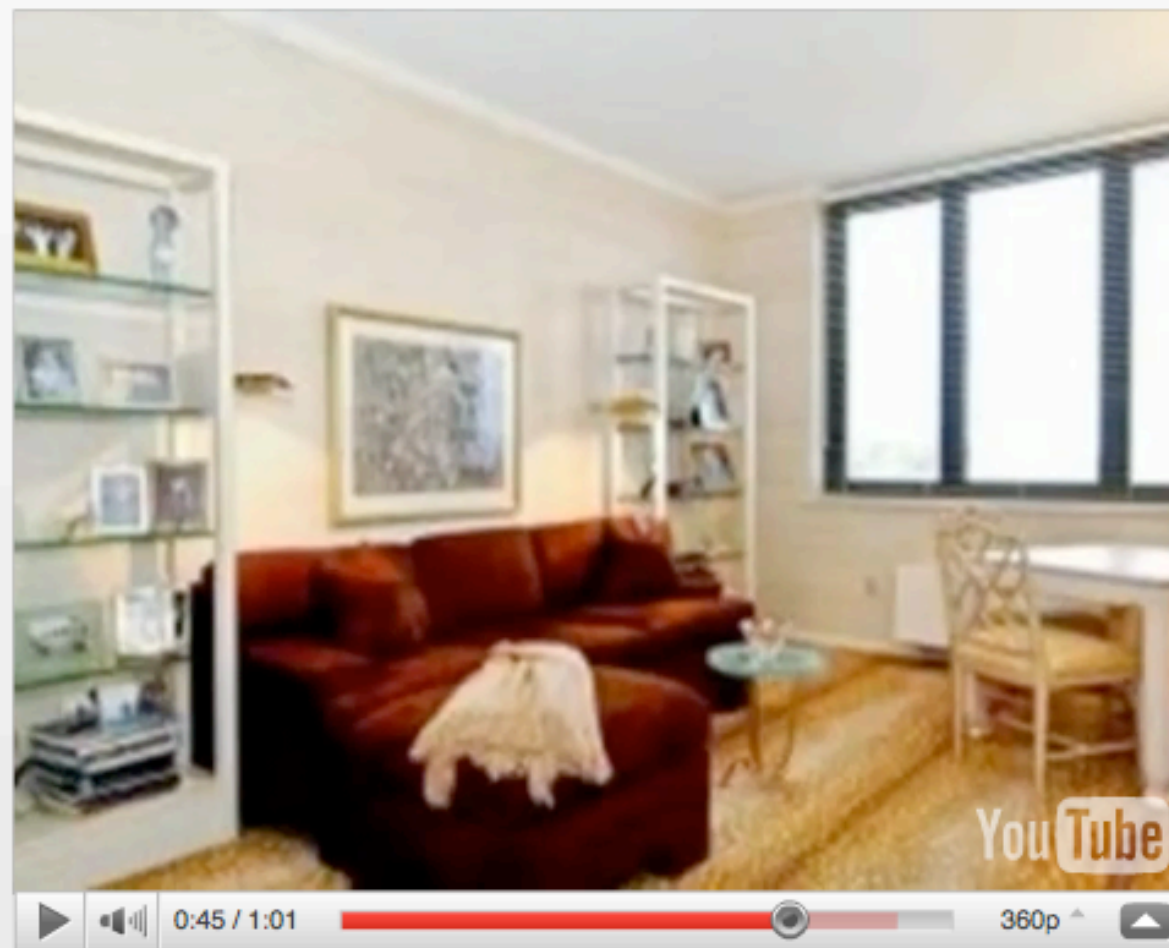
We never stop moving.

COLDWELL BANKER ON LOCATION™

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**100 Winston Dr , Cliffside Park,
\$1098000; 3 beds; 3.5 baths**

100 Winston Dr listed for sale by
Michele Kolsky-Assatly of Coldwell
Banker Residential Brokerage

SHARE THIS VIDEO



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[CONTACT >](#)

THE A-TEAM

JUNE 11

VISIT SITE
FOLLOW ON TWITTER
SHARE ON FACEBOOK

0006

THE A-TEAM JUNE 11

Image © 2011 TerraMetrics
Image USDA Farm Service Agency
Image © 2011 DigitalGlobe

HELP

San Francisco
Choose Destination
San Francisco
New York
Hollywood
Los Angeles
Las Vegas
Portland
Tokyo

80 mph
100
120
140

Google

Copyright © 2010



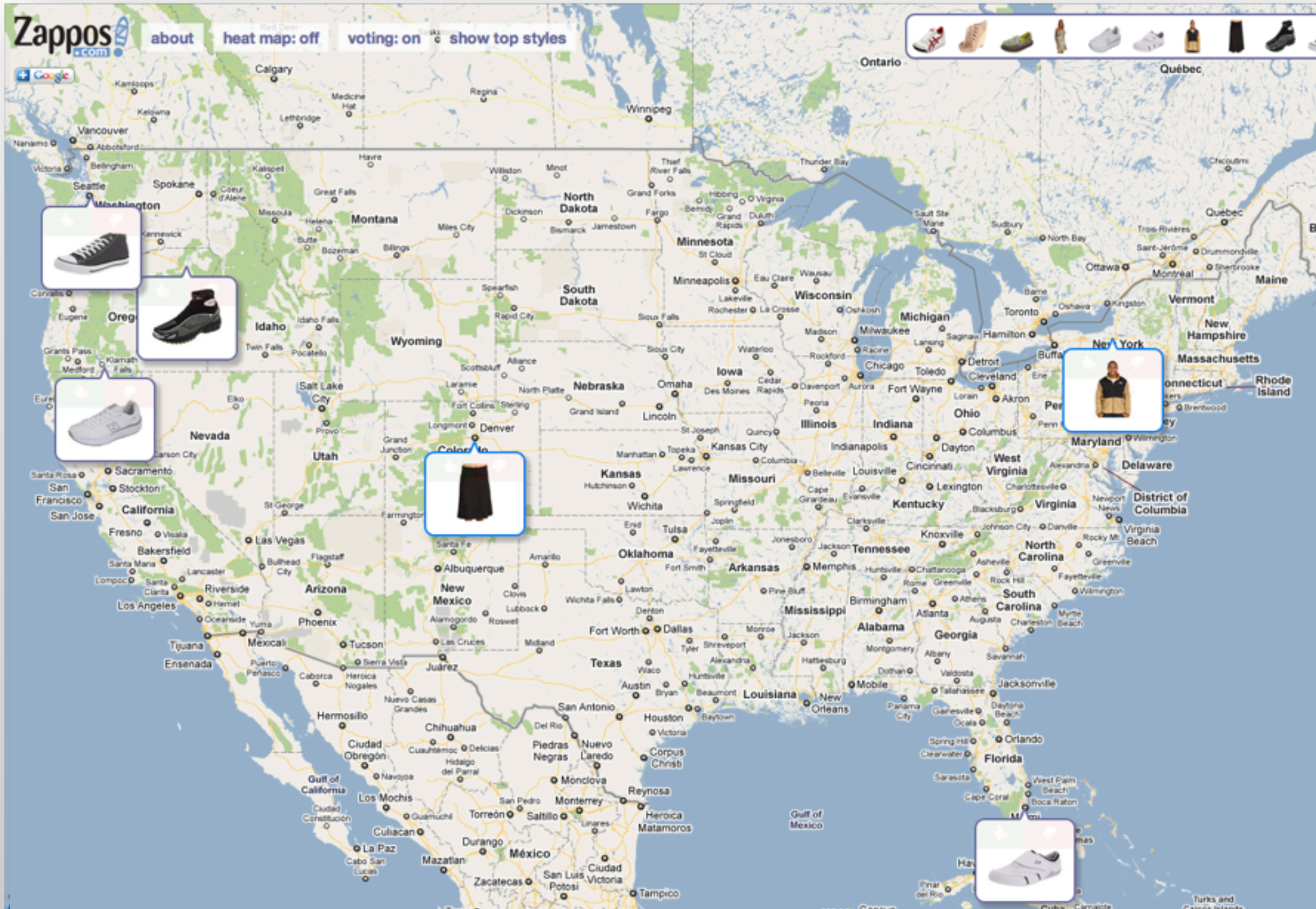
Drive the A-Team Van

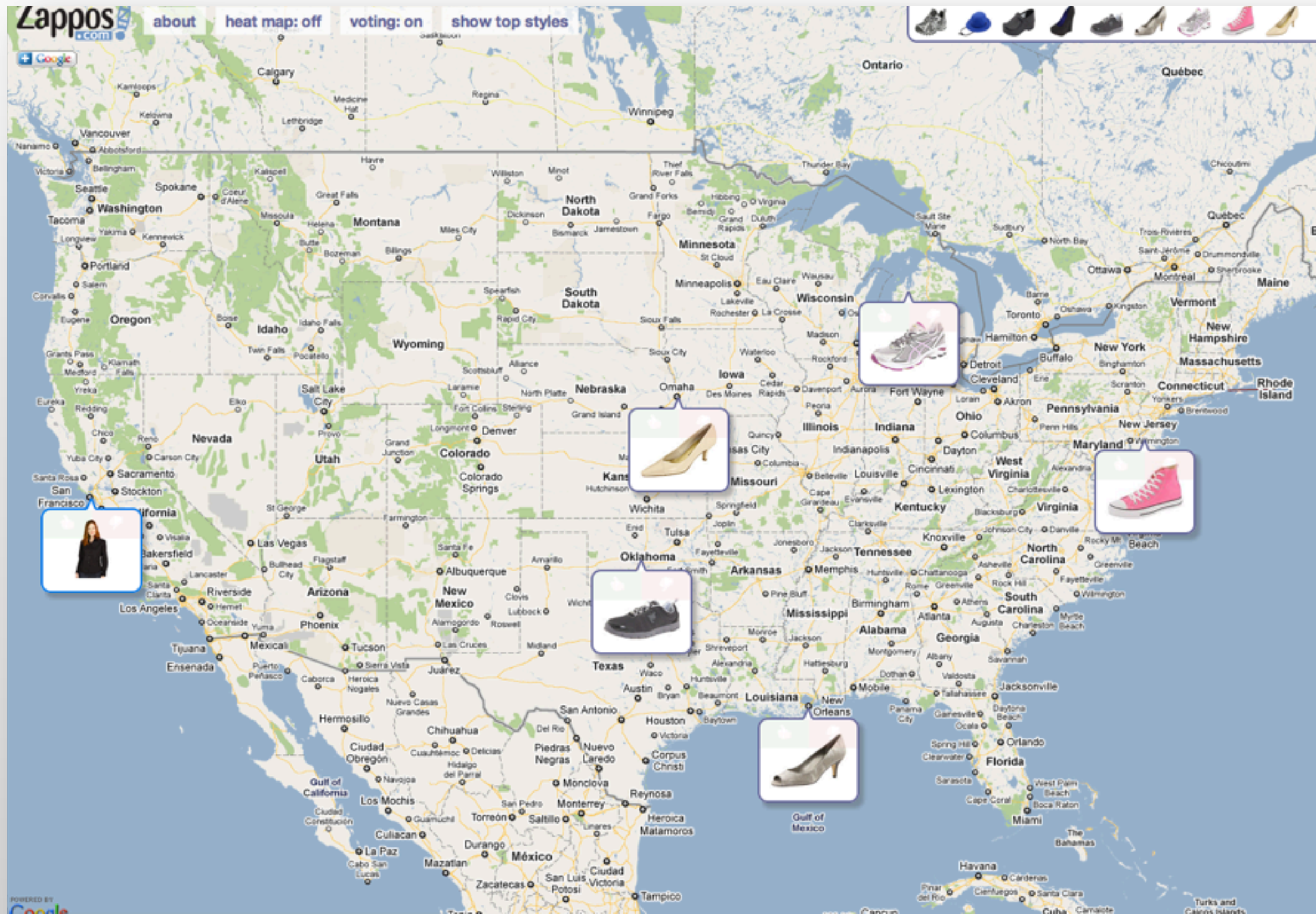
DriveTheATeamVan's Channel

Subscribe

Playlists

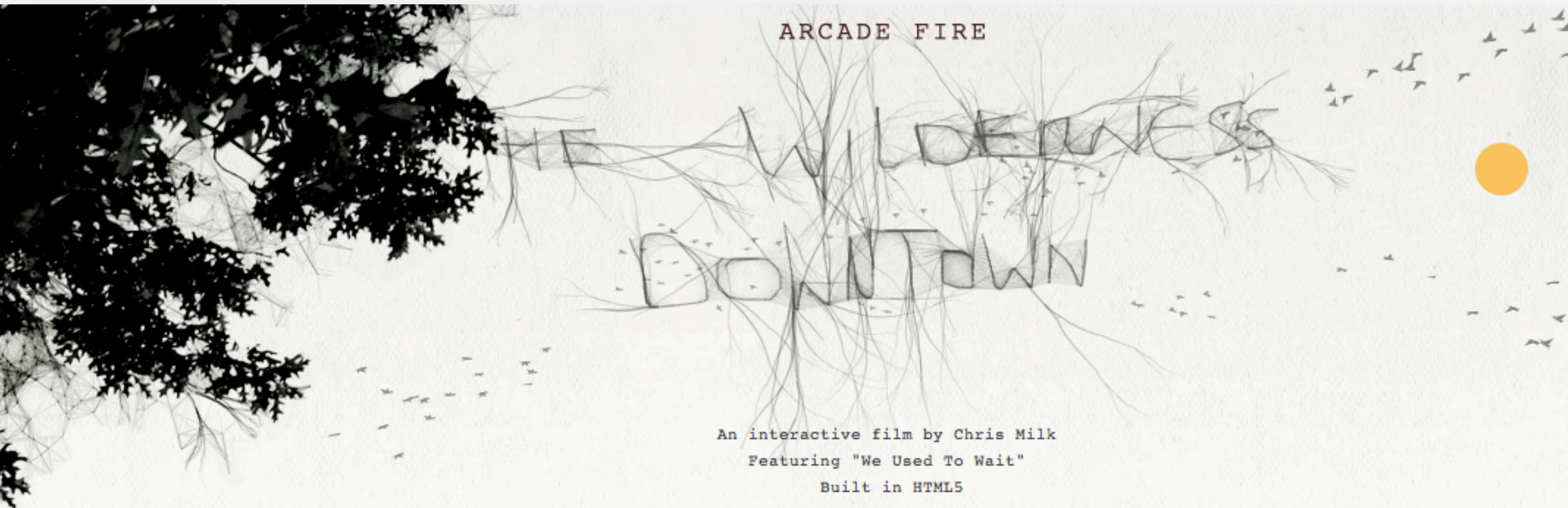








make your brand, their brand



ARCADE FIRE

THE WILDERNESS DOWN TOWN

An interactive film by Chris Milk
Featuring "We Used To Wait"
Built in HTML5

!Your address doesn't contain enough Street-View and/or Google Maps
data to 100% enjoy this experience. You may want to try another
address, or the name of your school and its town could work as well.

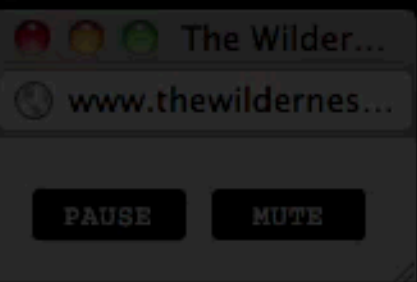
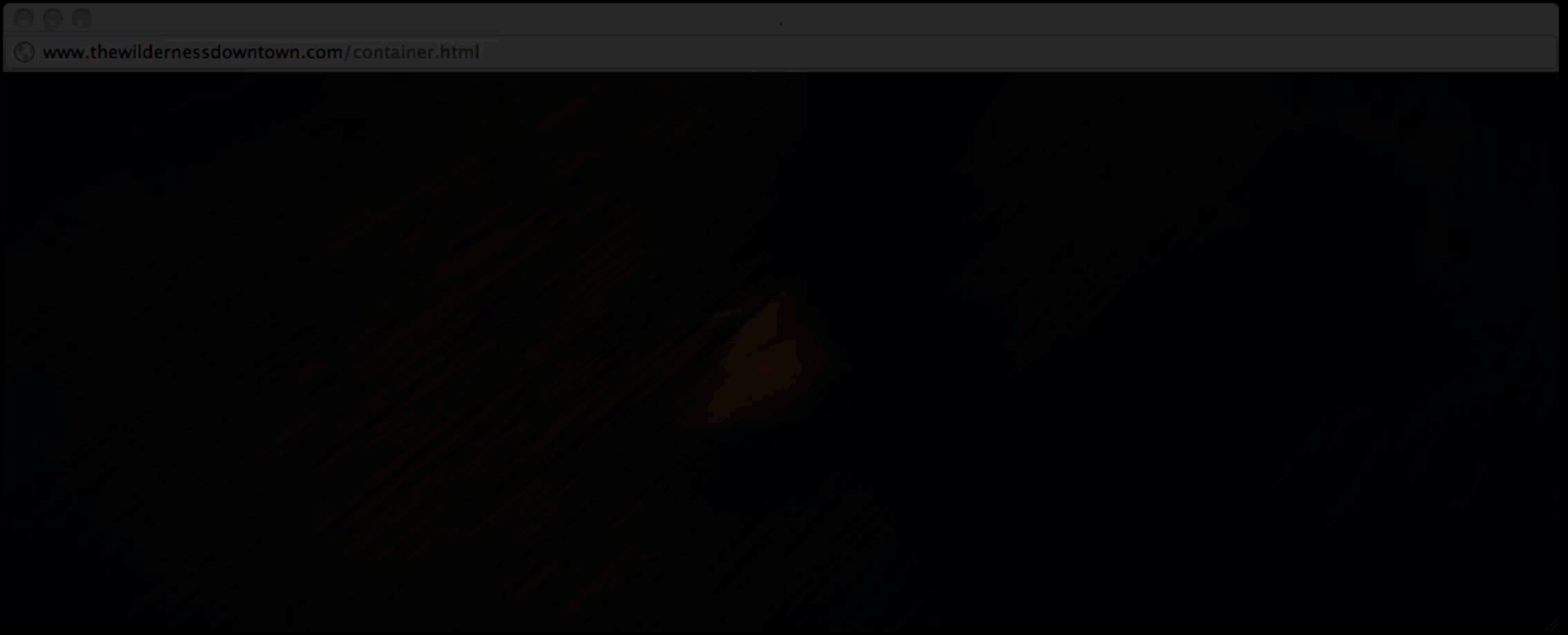
[CONTINUE ANYWAY](#)

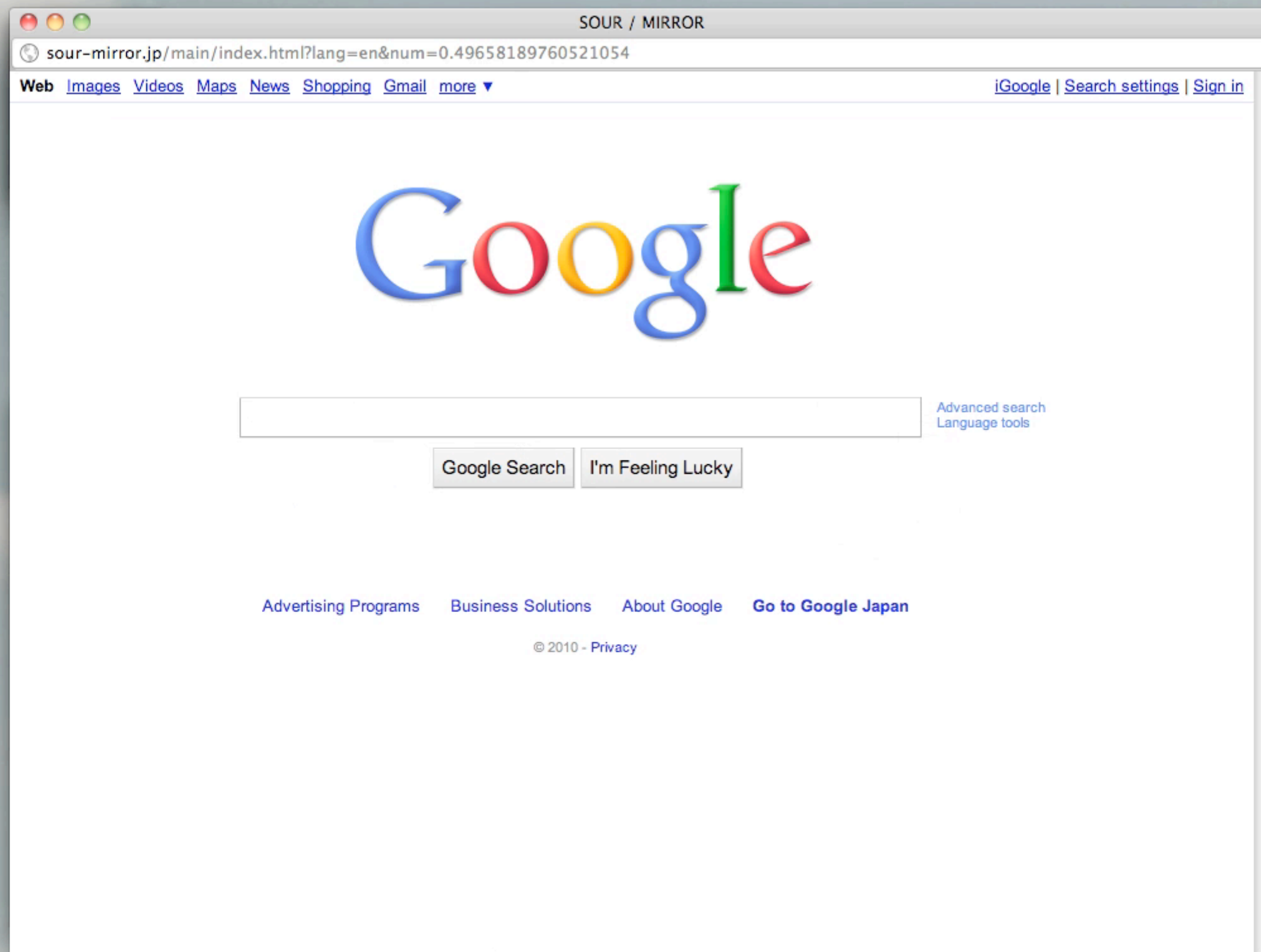
[SEARCH AGAIN](#)

This is a
Chrome
Experiment

Made with
some friends from
Google

[THE WILDERNESS MACHINE](#) | [TERMS](#) | [PRIVACY POLICY](#) | [CR](#)





give the user a stage



do you know this young man?

YouTube Search Browse Upload ugsicrap Sign Out

nigahiga

Ryan Higa

buy now Official Merchandise

Nigahiga nigahiga's Channel Subscribe All Uploads Favorites Playlists



0:16 / 1:36 360p

Info Favorite Share Playlists Flag

Royal Wedding Reaction Video
From: nigahiga | Apr 29, 2011 | 2,784,800 views
This is how I reacted to the Royal Wedding.
find my facebook and twitter on <http://www.HigaTV.com>
View comments, related videos, and more

Like

Advertisement

Search

Date Added | Most Viewed | Top Rated

Royal Wedding Reaction Video
2,784,800 views - 3 days ago

The iNavigator
4,604,488 views - 1 week ago

Daily Life of NinjaHija
5,985,677 views - 3 weeks ago

FedUp

nigahiga Subscribe

Add as Friend | Block User | Send Message

Profile

Name:	Ryan
Channel Views:	135,177,211
Total Upload Views:	779,400,409
Style:	Asian
Joined:	Jul 20, 2008

Other Sites:

HigaTV.com
<http://www.higatv.com>

Twitter:
<http://www.twitter.com/TheRealRyanHiga>

Myspace:
<http://www.myspace.com/RyanNigahiga>

Facebook
<http://www.facebook.com/higatv>

Subscribers (3613588)



the most popular man on youtube

ryan higa

views: 135,177,211

total upload views: 779,400,409

subscribers: 3,613,588

youtube stars: the station

YouTube's most popular partners collaborating on sketches, movie parodies, and web series.



shaytards

The daily online reality show featuring YouTube's larger-than-life family guy, Shay Carl. Shay is set to eat his way through Jazz Fest.



charlestrippy

Hundreds of thousands of fans follow the daily adventures of Charles Trippy – a college grad and social media star who's built a huge following of viewers



KassemGtwo

KassemG is known for outrageous “man on the street” interviews on Venice Beach in addition to starring The Station's biggest sketch comedy hits.

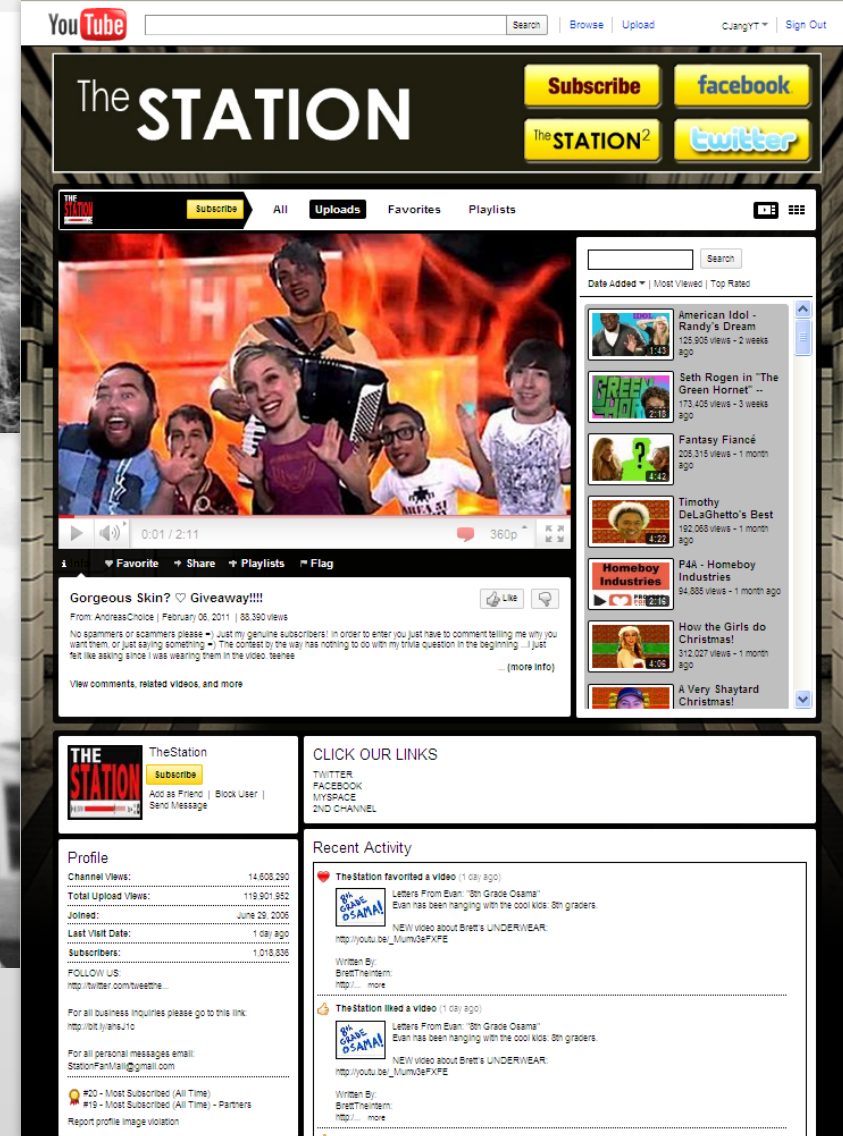


Lisa Nova

YouTube's original female comedy star, famous for her pop-culture parodies and celebrity impersonations, and a found of The Station.

NicePeter

The Station's musical mastermind and creator of countless song parodies and improvised comedy tunes.



Channel Views: 14.6M+

Total Video Views: 119M+




AndreasChoice

Make-up and fashion gurus are huge on YouTube and Andrea is The Station's own fashion reporter.

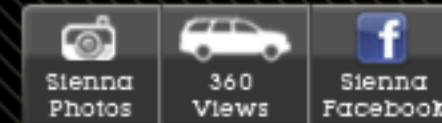
Timothy DeLaGhetto2

Tim is a rapper/fashion fanatic, who's laying down lyrics one minute, appearing in a comedy vlog the next, and then reviewing new sneakers



Swagger Wagon
The Sienna Family
feat. The Sienna SE
Dir: Jody Hill
Black Iris Music

HOT NEW SINGLE



Visit youtube.com/toyotausa ▶



SIENNA MINIVAN

Sienna's Channel

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Info Favorite Share Playlists Flag

Swagger Wagon Henderson Remix

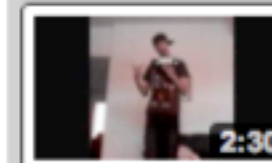
From: castiglione11 | May 23, 2010 | 5,234 views

For all you minivan and SUV families out there. Based off Toyota's version, but better. Parents of young children...prepare to



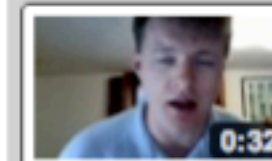
Swagger Wagon Instrumental Remake

GrisGrisO... - 7,344 views



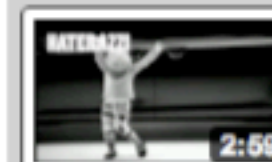
Big Refuge BORED

Attitudefam - 10,787 views



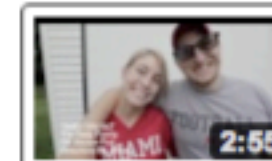
Re: SWAGGER WAGON

GABEREDRI... - 1,814 views



Swagger Wagon Evil Symbolic Breakdown

HATERAZZI1 - 33,417 views



Gettin' Married - Joe & Brittaney Reep

mhouserohio - 1,918 views

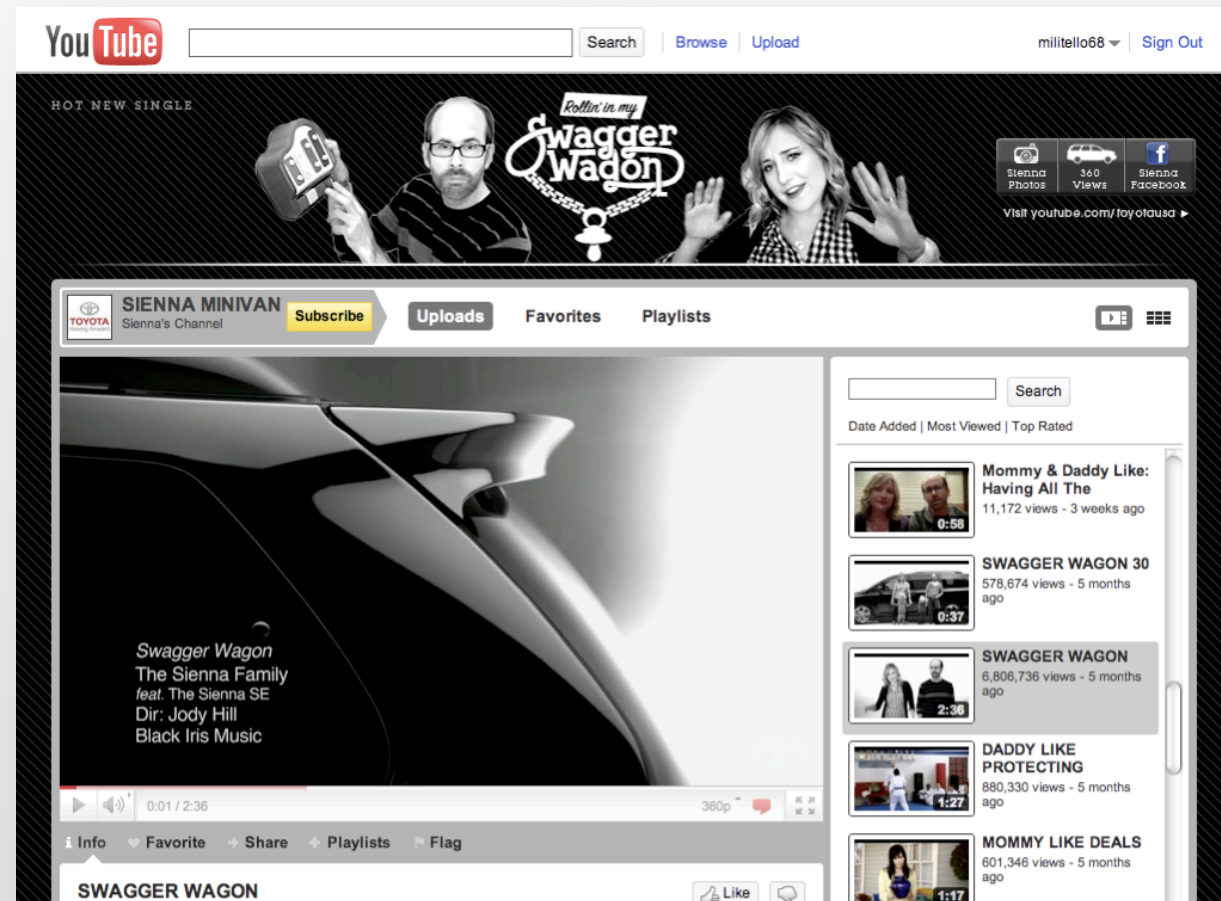


Swagger Wagon Henderson Remix

castiglio... - 5,234 views



It's a Radical!!!



helping to increase sales of the Sienna by 18.5 percent through November, double the industry average for minivans

imitation = engagement
8.8 million views since may

changed perceptions

sienna swagger wagon = cool

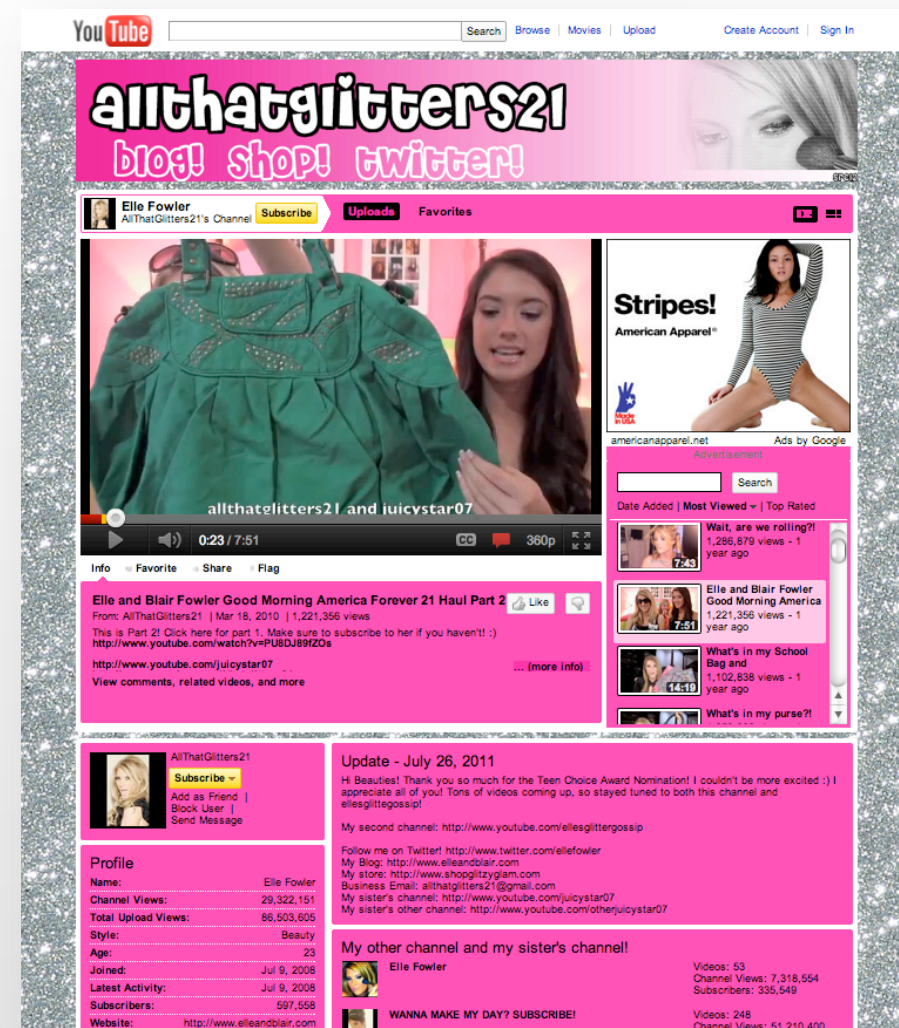
tap into the zeitgeist

Hauling / YouTube Community



“you don’t have to spend the money and you still get the thrill – it’s like **shopping porn**”

– Kit Yarrow, PHD, Consumer Psychologist and author of Gen Buy



hauling with **elle** and **blair**

elle and blair’s videos have been viewed more than **230 million times**

SHARE    

Subscribe for weekly updates.

What's New

Eye Looks

Beauty Basics

Special Event Looks

All About Hair

Choose Your Best Look



Heavenly inspired ma...

Hia Everyone,
My make up brushes are available worldwide <http://...>

From: [panacea81](#)



Views: 36063

DESTINATION
Beauty



Voluminous® Million
Lashes™ Mascara Black

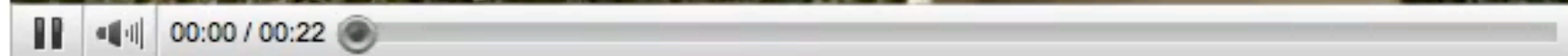
SHOP NOW ▶



let'em **discover**

A hunter shoots a bear

Join us on Facebook



AndyTheHunter | 17 August 2010

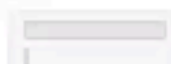
Huge bear attacks after being shot by a hunter!



750283
views



Like

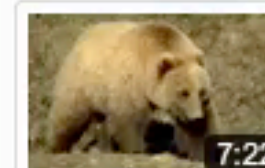


Save to ▾



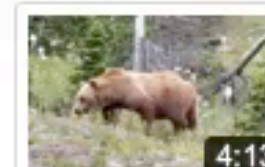
Share

<Embed>



Hungry grizzly#3

32678 views
Titan&Louie75



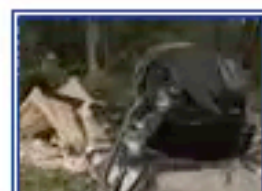
Tod's hunting in North Carolina

34587 views
Buzzmanthebosssss



Polar bear in danger

123997 views
Grangerthebiatch

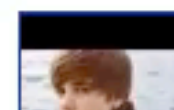
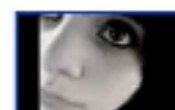
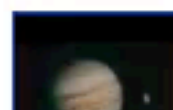
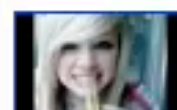


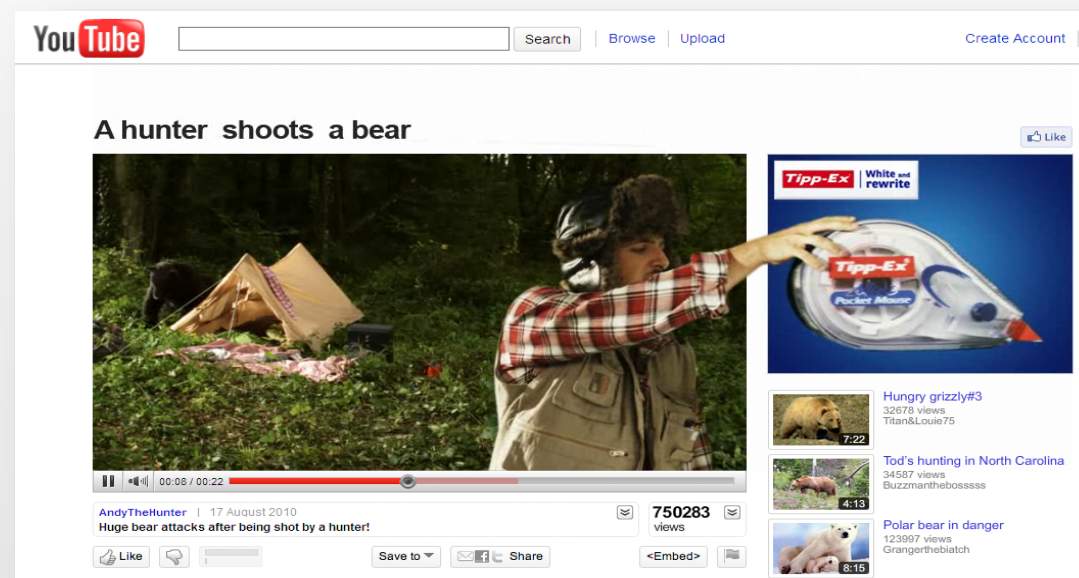
tippexperience

Subscribe

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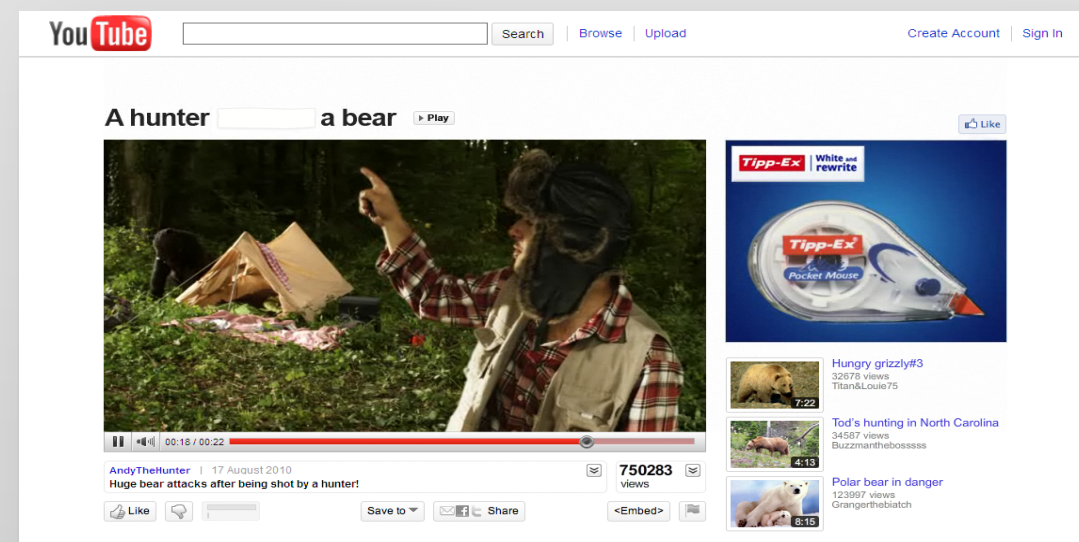
Subscribers (22582)





real time gratification

tipp-ex “hunter vs bear”
35M since august



YOUTIQUE

S/S 2011

A/W 2010

S/S 2010

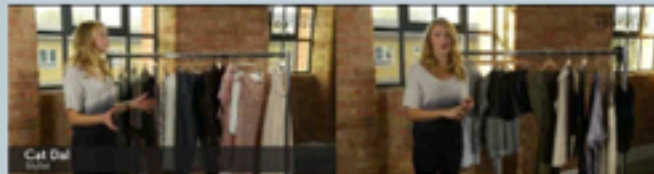
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SPRING 2011 TRENDS...



Spring Fashion Trends -
Classic Style - Spring
Summer 2011

Spring Fashion Trends -
White and Lace - Spring
Summer 2011



Spring Fashion Trends -
Utility - Spring Summer
2011

Spring Fashion Trends -
Sport Luxe - Spring
Summer 2011



Spring Fashion Trends -
Pleats - Spring Summer

Spring Fashion Trends -
Minimal - Spring Summer

SHOP BY...

- > Dresses
- > Jackets
- > Tops
- > Skirts
- > Knitwear

Spring 2011 Trends
by frenchconnection

FRENCH CONNECTION
YOUTIQUE

What trend do you want to see first?



YouTube



Spring 2011 Trends

March 21, 2011 | 6609 Views

Shop the 2011 French Connection Spring Collection

Twitter

Facebook

<Embed>

FOLLOW
» The Man » The Woman

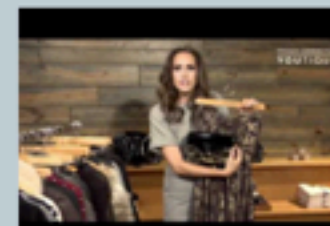
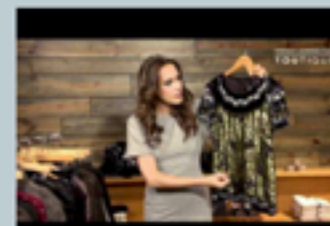
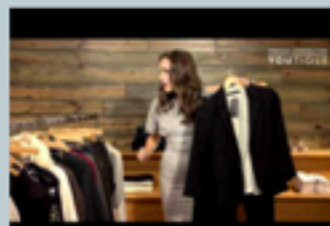
FAN
» The Man » The Woman

STYLE NEWS
» Man » Woman

BLOG
» Woman

CATALOGUE
» Order it

Most Viewed Videos

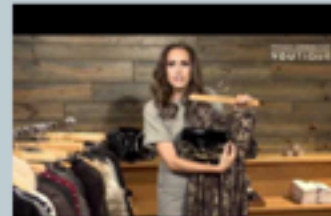
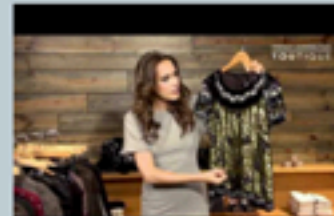
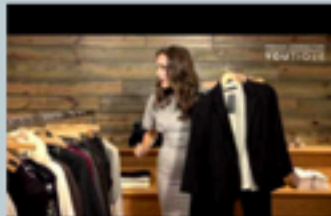


FRENCH CONNECTION
YOUTIQUE

FRENCH CONNECTION

FRENCH CONNECTION
YOUTIQUE

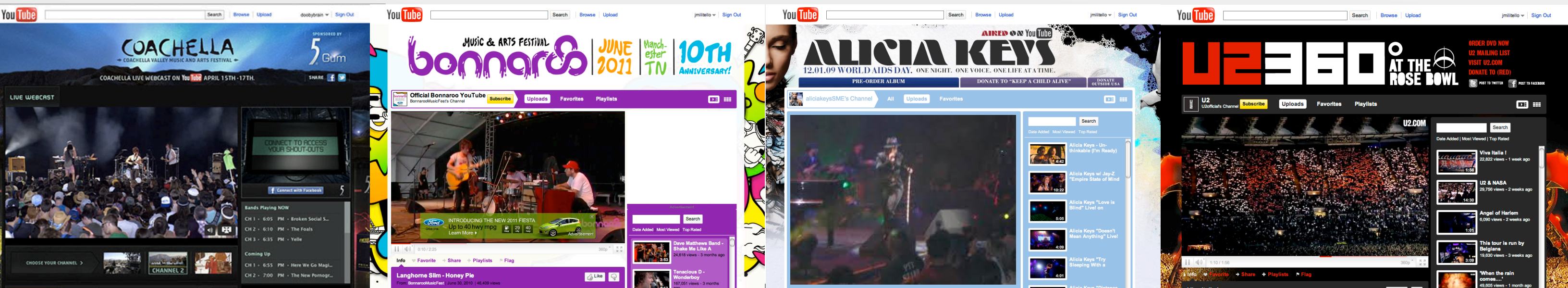
Most Viewed Videos



spread the fun to everyone

from on-premise
sponsorship to
global audience

live streaming video



Bonnaroo on-site attendance: 75k **total live streams: 4.3M**

average live streams: over 3.6M (day of)

average video on demand views within 72
hours of initial live event: **over 2.4M**

*Source: Google internal data- US only, total streams across 3 day festival broadcast)

**Source: A/C entertainment

Lollapalooza

LIVE ON YouTube

FOLLOW LOLLAPALOOZA:



AUG 5-7, 2011



AMD



CLICK A THUMBAIL

SELECT YOUR CHANNEL

BUY A DELL FOR COLLEGE, GET AN XBOX 360®



Your PC, simplified.
Windows 7

Check It Out >

NOW PLAYING

SEE FULL SCHEDULE BELOW

Foster The People

NOW PLAYING

Grace Potter & The Nocturnals

SHARE WEBCAST:

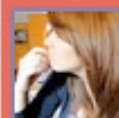


TALK ABOUT THE SHOW

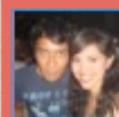
SIGN IN TO CHAT:

SIGN IN WITH TWITTER

SIGN IN WITH FACEBOOK



pseudorocker (about a minute ago)
#lollalive por alguma razão não ta abrindo aqui



Marco Casados (about a minute ago)
#lollalive quenes son los del channel ???



pseudorocker (about a minute ago)
FOSTER THE PEOPLEEEEEEE #lollalive

DIDN'T MAKE IT TO LOLLAPALOOZA?

FOLLOW US FOR A CHANCE TO

WIN TICKETS

FOR YOU AND A FRIEND

TO THE **ACL MUSIC FESTIVAL!**

Dell and AMD are bringing you the summer fun.

YouTube LIVE FROM THE RUNWAY

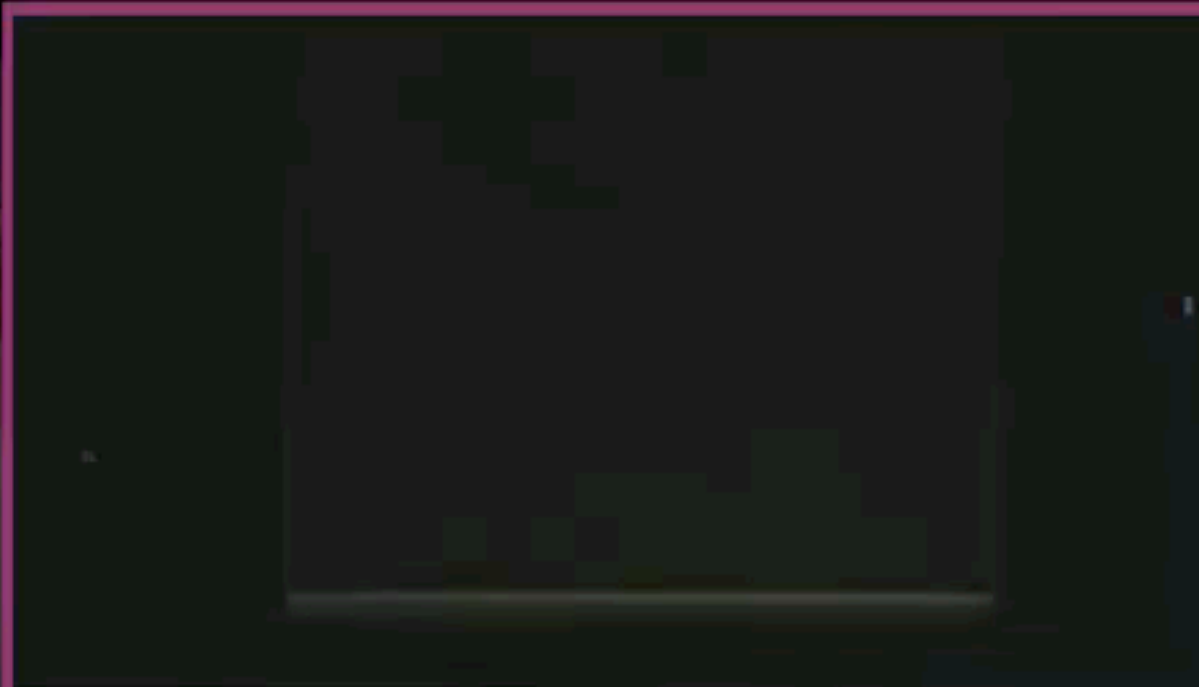
PRESENTED BY
MAYBELLINE
NEW YORK

SUBSCRIBE TO MAYBELLINE NEW YORK

STREAMING LIVE FROM MERCEDES-BENZ FASHION WEEK FALL 2011 FEB 10 - 17

SHARE:

SUBSCRIBE TO LIVE FROM THE RUNWAY

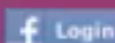


MAYBELLINE
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MERCEDES-BENZ
FASHION WEEK
NEW YORK CITY
FEBRUARY 10-17
GET ACCESS
TO FASHION WEEK
MAYBELLINELOVESFASHION.COM

UPCOMING EVENTS

FRIDAY, FEB 11

9 AM ET	Ruffian
11 AM ET	Perry Ellis
2 PM ET	Rebecca Taylor
3 PM ET	Cynthia Rowley



Login



Connect with twitter

#liverunway

Thanks for posting to facebook!

97

SEND >



@Kamal87

It's early day yet on the #liverunway. #thankyouinternet



@corvedacosta

#liverunway The shows are always packed_hot tickets



@corvedacosta

#liverunway What is so surprising is that the guests at the shows don't overdress - interesting - well it doesn't appear



@fashion_istany

#liverunway here we go plastic been taking off of the Rebecca Taylor runway



@corvedacosta

#liverunway Plastic off - please :)

Runway Shows

Designers

Behind the Scenes

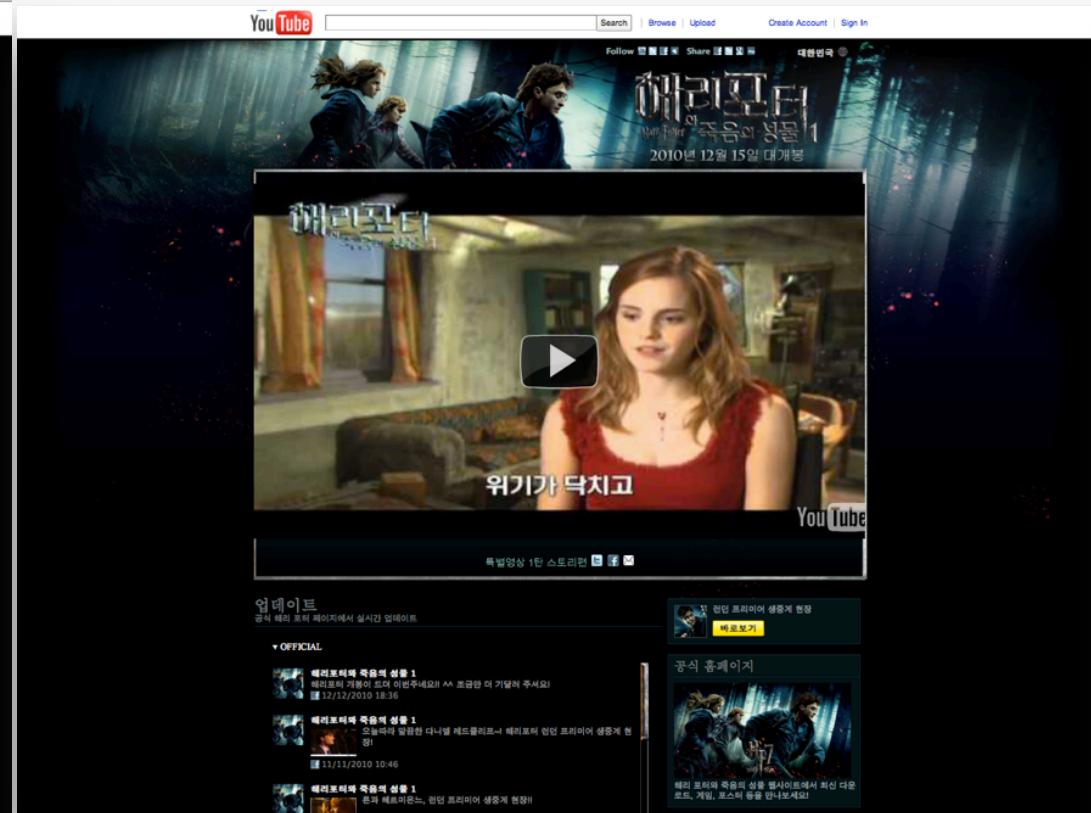
Featured

Maybelline Backstage

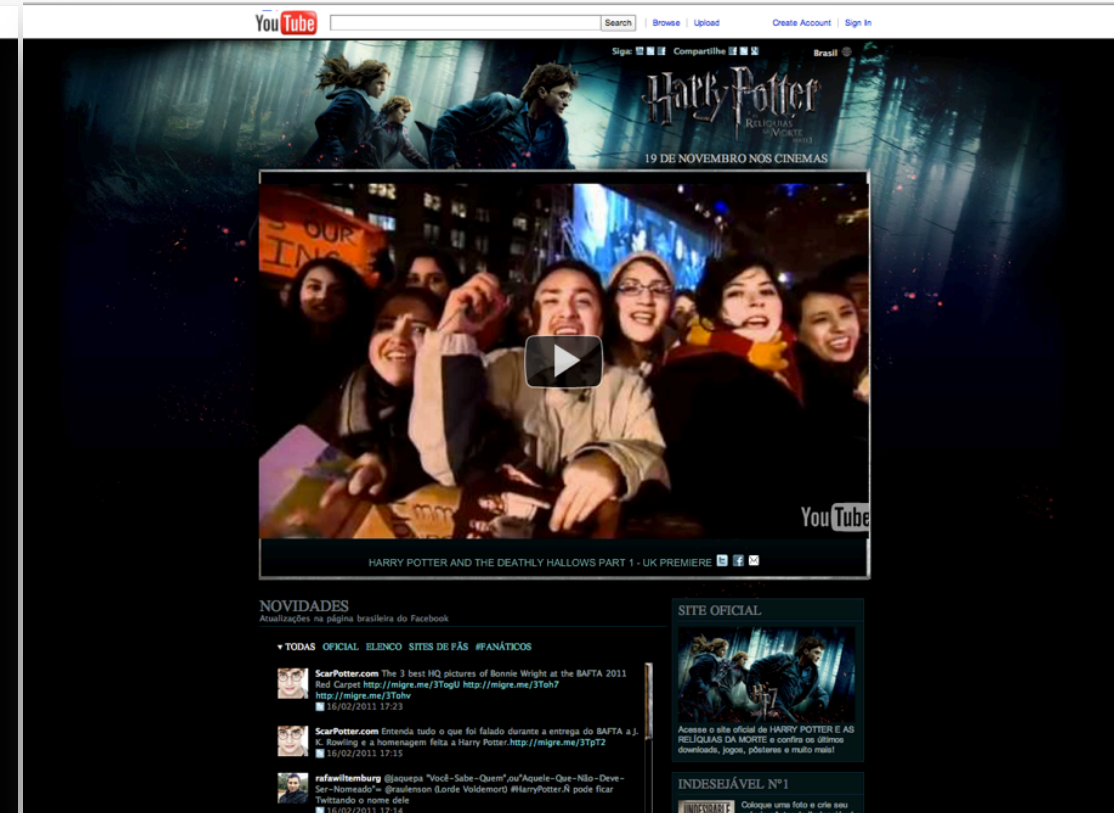




Germany



Korea



Brazil

harry potter

and the deathly hallows

global live streaming of the red carpet premiere

18 countries, 8 languages on Youtube, MySpace and Facebook

637,884 live streams

one brand presence
managed in **one place**
living simultaneously on **many sites**
and devices



global title treatment

global showcase content

global content nav

log in



global
promo
treatment

global
promo
treatment

global
promo
treatment



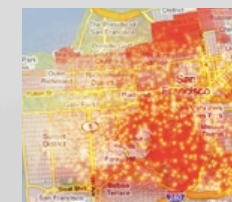
global title treatment



global content nav



log in



global promo treatment

global promo treatment

live video

social connections

live chat

localized map widget

coupons

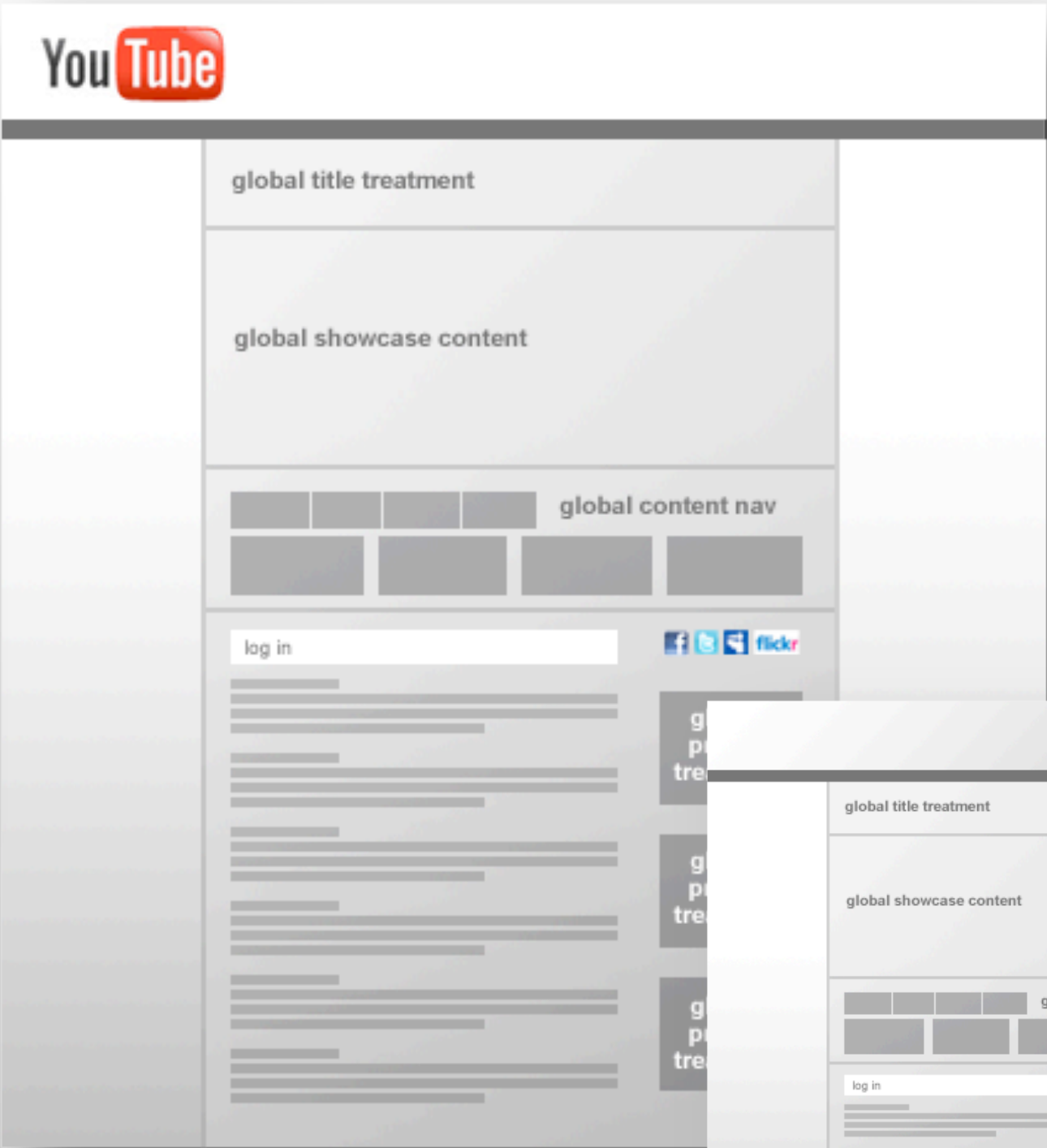
music



YouTube



Facebook



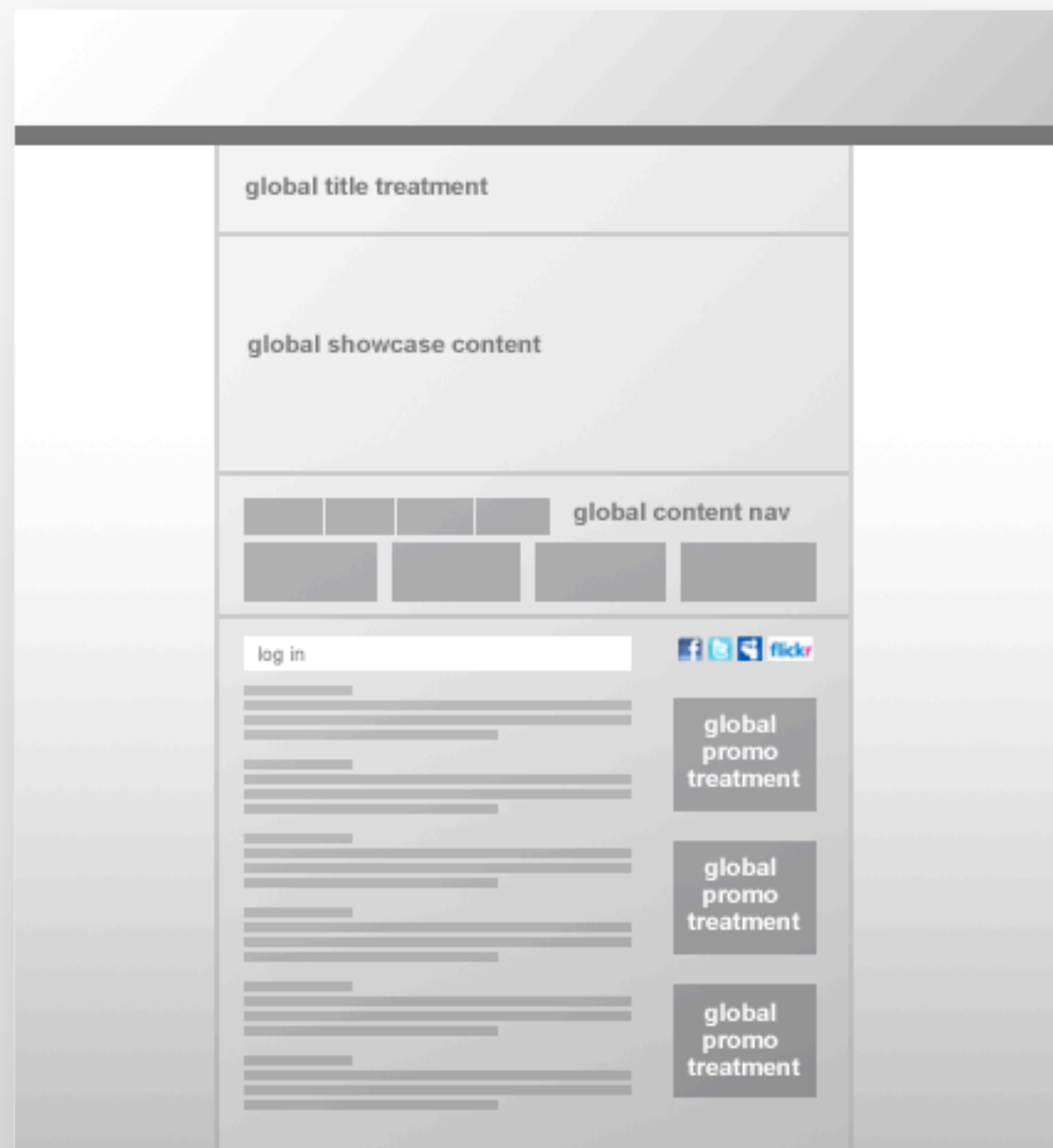
YouTube



Orkut



Brandsite.com



a global brand message



**a global brand
message**

**seamlessly
integrated with
local content**



one unified experience,
across many sites
and devices





myspace.

global title treatment

global showcase content

global content nav

log in

global promo treatment

global promo treatment

global promo treatment

myspace.

global title treatment

global showcase content

global content nav

log in

global promo treatment

global promo treatment

global promo treatment

facebook

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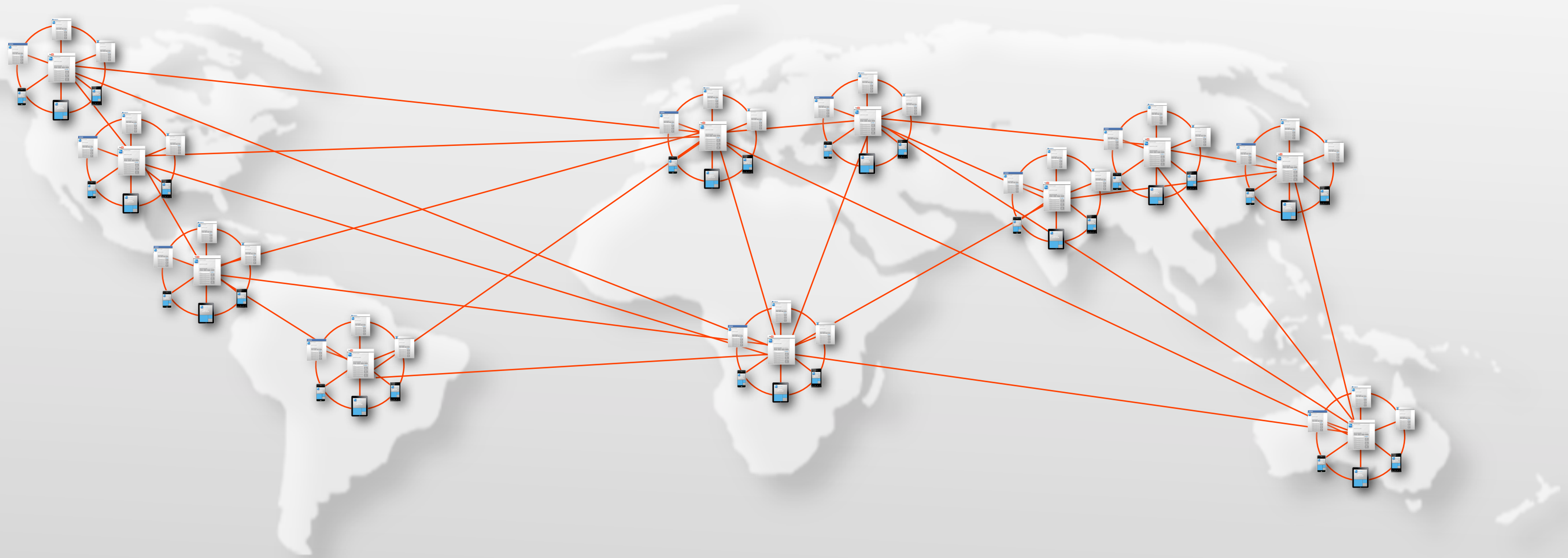
global promo treatment

global promo treatment

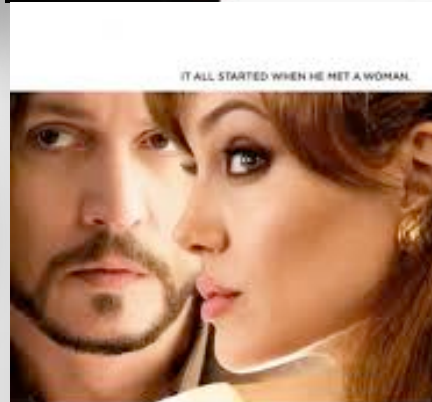
global and local

global and local

global and local



**linked and managed globally
and localized to regions.**



for 60 years people have been

watching

maybe even **dreaming in
third-person**

since the camcorder **archiving life** has
become as important as **experiencing it**

since the camcorder **archiving life** has
become as important as **experiencing it**

life in narration

never before has there been **a place**
where anyone in the world can go and
instantly find and share

**a story that
reflects their
life experience**

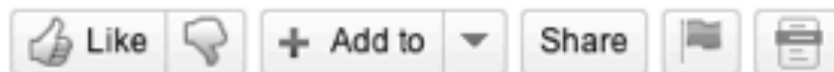
and it all begin at the zoo

[Browse](#)[Movies](#)[Upload](#)[MariaPerazzo11](#) [Sign Out](#)

Me at the zoo

[jawed](#)

2 videos

**5,034,900** Uploaded by [jawed](#) on Apr 23, 2005

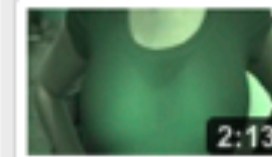
The first video on YouTube, uploaded at [8:27PM](#) on Saturday April 23rd, 2005. The video was shot by Yakov Lapitsky at the San Diego Zoo.

[Show more](#)

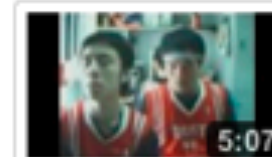
29,387 likes, 2,881 dislikes

 As seen on: [net.hr](#)

Suggestions

[How to see through clothing](#)by WilliamRayWalters
13,416,289 views

Featured Video

[Longest video ever on youtube! 48 hours, 2 DAYS...](#)by YTolympics
325,219 views[The 20 oldest Videos on Youtube](#)by 1nterwebs
500,169 views[Oldest Youtube Video](#)by Melcland
268,573 views[Charlie bit my finger - again !](#)by HDCYT
331,550,291 views[YouTube](#)by YouTube
361,696 views

what has it become?

what has it become?

**one of the most powerful
means of communication
in the world**

Iran Protests / YouTube







VIDEOCRACY

and no matter who you want to
motivate whether you are a brand or
an individual

you have a voice





thank you
the zoo at google | youtube