



THERE IS NO FEELING LIKE DOING!

1/2 PART MARKETING & 1/2 PART MATH:
THE RECIPE TO EFFECTIVE CONTENT STRATEGY

POWERED BY **XPLAIN**
Think Results



GEN Z & MILLENNIAL MALE AUDIENCES HAVE CHANGED...



'SENSE OF SMELL OR PHONE?'

98%

OF MILLENNIAL MALES HAVE A CELL PHONE.

- MRI 2015

53%

OF 16-30 YEAR OLDS SURVEYED WOULD RATHER GIVE UP THEIR SENSE OF SMELL THAN THEIR CELL PHONE.

- McCann Worldgroup



Creating the 'Stars of the Next Generation' ... 8 out of 10 of the most influential celebrities according to teens are YT Stars.

- Variety Survey



'SOCIAL MEDIA DOMINATES'

90%

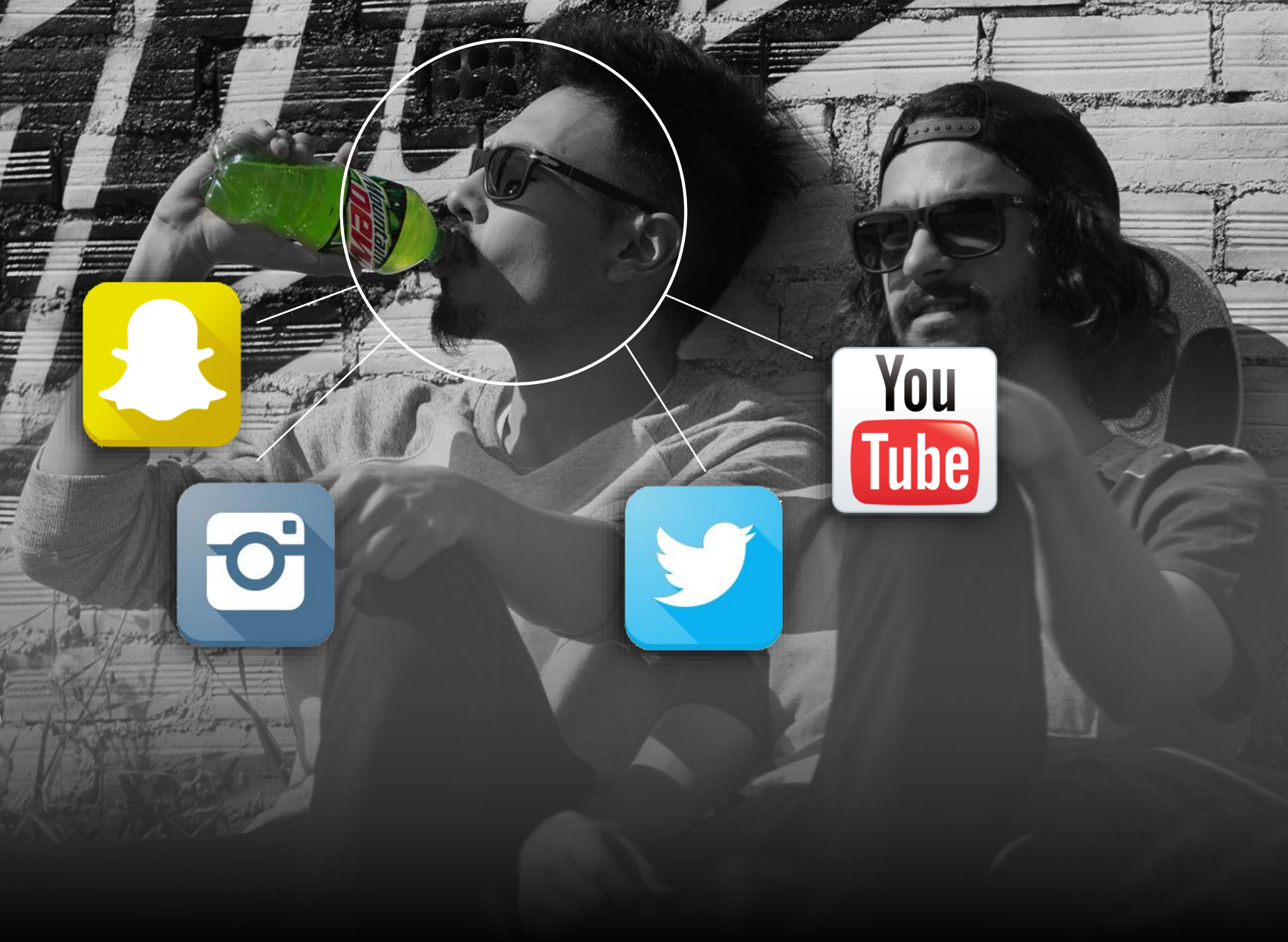
OF MILLENNIAL MALES USED SOCIAL MEDIA IN THE LAST 30 DAYS.

52%

ON MOBILE DEVICE.

- MRI 2015

**WHICH
CREATES AN
OPPORTUNITY**
to root branded
content in these
new behaviors





WTF!

WELCOME TO FACTS!



THERE ARE 2 BILLION MONTHLY ACTIVE USERS IN FACEBOOK

1.6 BILLION OF THEM ARE USING THEIR MOBILE DEVICE TO ACCESS IT
1.57 BILLION ARE USING IT ON A DAILY BASIS



**65 MILLION BUSINESSES AROUND THE GLOBE
NOW HAVE A FACEBOOK PAGE**

40 MILLION OF THEM ARE SMALL BUSINESSES



SOCIAL MEDIA SPEND WILL ALMOST DOUBLE IN THE NEXT 5 YEARS

22% WILL BE THE INCREASE IN THE NEXT 12 MONTHS ONLY



BUT INTEGRATION OF SOCIAL MEDIA AND MARKETING STRATEGY SHOWS MINIMAL PROGRESS



43.3 % OF MARKETERS SAY THAT SOCIAL MEDIA HASN'T BEEN ABLE TO SHOW ANY IMPACT ON THEIR BUSINESS

SO SOCIAL MEDIA PERCEIVED TO CONTRIBUTE LITTLE TO COMPANY'S PERFORMANCE



ENGAGEMENT IS CONSIDERED THE MOST IMPORTANT METRIC OF CONTENT MARKETING

ACCORDING TO 80% OF MARKETERS SURVEYED IN THE USA



GAMIFICATION IS THE LEAST COMMONLY USED CONTENT TACTIC

WHILE IT IS 300% MORE ENGAGING THAN BRANDED CONTENT



SO HOW ARE WE DOING?



**IN BRANDED PAGES WITH >1 MILLION
FANS IN FB**



1% ORGANIC REACH!

LAST 30 DAYS



0.1% ENGAGEMENT!

LAST 30 DAYS AVERAGE



**LESS THAN 19% OF VIDEO VIEWS CONTINUE UNTIL
95% OF A VIDEO'S LENGTH**

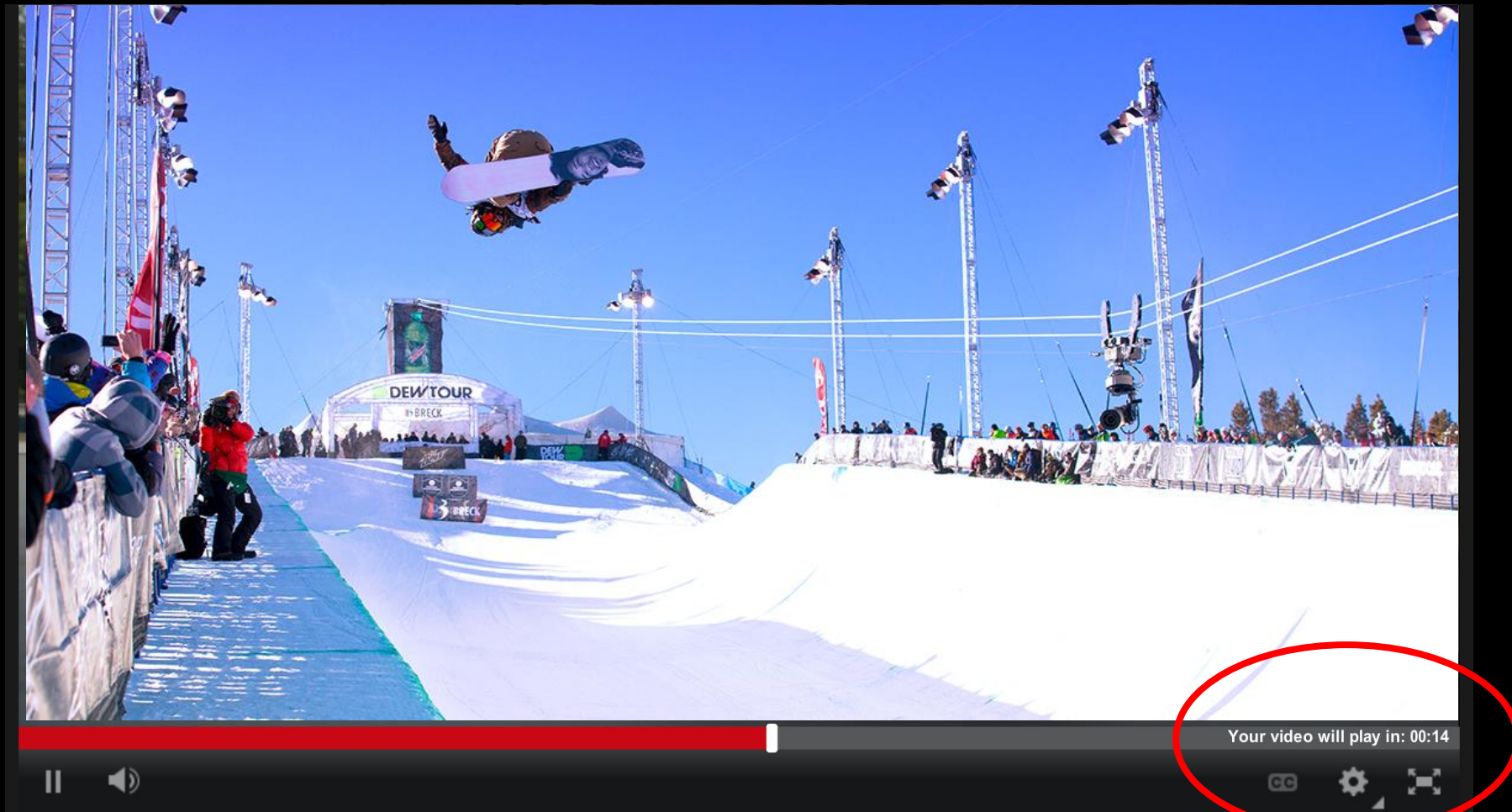
MAYBE OUR CONTENT IS NOT SO RELEVANT TO OUR CONSUMERS...



**> 27% OF THE GLOBAL BRANDED CONTENT ARE
DEAD POSTS**

THAT IS ... ZERO INTERACTIONS

AND OF COURSE WE STILL HAVE TO...

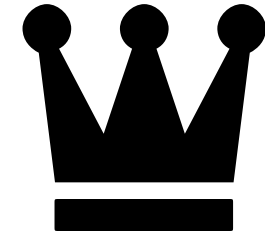




BUT WE KNEW THIS RIGHT?



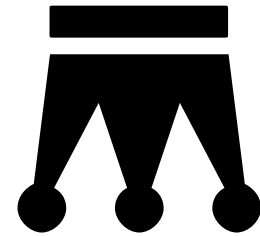
**ONLY 1.7% OF BRAND MANAGERS ARE LOOKING
AT THEIR PAGES INSIGHTS EVERY WEEK!**



SO IS CONTENT STILL THE KING?



I THINK THE KING IS NAKED!





WE SHOULD DRESS THE KING WITH A CONTENT MARKETING STRATEGY



"Content Marketing is a Strategic Marketing Approach Focused on Creating, Distributing and Evaluating Valuable, Relevant, and Consistent Content to Attract and Retain a Clearly-defined Audience — and to Drive Profitable Customer Action.

A skateboarder is captured mid-air, performing a trick in a skatepark. The skateboarder is wearing a white t-shirt and dark pants. The background shows other skateboarders and spectators in a concrete skatepark with palm trees and a clear sky.

LET'S MIX IN $\frac{1}{2}$ PART MARKETING

THE SEXY PART

WE STARTED WITH CLEAR OBJECTIVES



**Have a Common
Global Look and
Feel for the
Brand**



**Optimize non working
A&M by proper Global
Utilization of Content**



**Improve the ROI of our Digital
Channels by:**

- Maximizing total reach
- Ensuring optimum Engagement
- Boosting content performance through maximizing Relevance

WE ESTABLISHED CLEAR ROLES



HOW?

- **Content strategy**
- **Frameworks**
- **Capability building**

GLOBALLY LED



WHAT?

- **Global Brand Content**
- **Locally relevant content**

GLOBAL & LOCAL



WHERE?

- **Digital Media Buying strategy**

LOCALLY LED



MEASURE & ADJUST

- **Insights / data**
- **“live” analysis**
- **Optimization of strategy**

GLOBALLY LED

PRODUCING CONTENT IN 3 DIMENSIONS

TENTPOLE CONTENT

Large scale brand building tent-pole content targeting broad reach.

i.e. Drone Hunting (TVC, Activation etc)



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Episodic Content building engagement and relevance... Targeted reach.

i.e. DR1 Episodic Series and TV show



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ALWAYS ON CONTENT

Contextual and Personalized content with laser targeted reach.

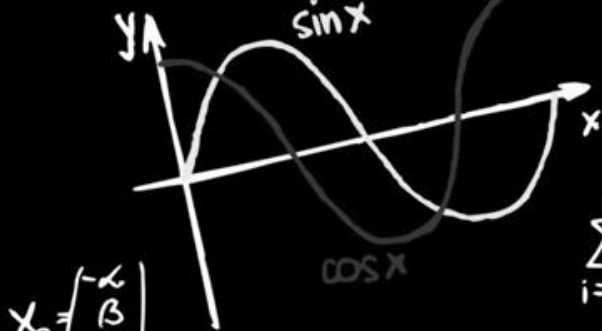
i.e. Gamification of our posts related to the campaign



**BUT WE STILL NEED TO KNOW WHAT
CONTENT WORKS AND WHY...**

SO LET'S MIX IN 1/2 PART MATH

WELCOME TO A WORLD OF ALGORITHMS



$$x_2 = \begin{pmatrix} -\alpha \\ \beta \\ -\gamma \end{pmatrix}$$

$$y_{i+1} = y_i + b \cdot k_2 \quad B = \begin{pmatrix} 2 & 1 & -1 & 0 \\ 3 & 0 & 1 & 2 \end{pmatrix}$$

$$a^2 = b^2 + c^2 - 2bc \cos \alpha$$

$$\operatorname{tg} \frac{x}{2} = \frac{1 - \cos x}{\sin x} = \frac{\sin x}{1 + \cos x}$$

$$\sum_{i=0}^n (p_2(x_i) - y_i)^2 \quad \operatorname{tg} 2x = \frac{2 \operatorname{tg} x}{1 - \operatorname{tg}^2 x} \quad \operatorname{tg} x = \frac{\sin x}{\cos x}$$

$$\begin{cases} \lambda x - y + z = 1 \\ x + \lambda y + z = \lambda^2 \\ x + y + \lambda z = \lambda^2 \end{cases}$$



$$F_2 = 2xy - 1 = 1$$

$$x_1 = \begin{pmatrix} -2p \\ -p \\ 0 \end{pmatrix}$$



$$\iiint_M z dx dy dz = \int_0^{2\pi} \left(\int_0^2 \left(\int_{\frac{1}{2}}^1 r r dr \right) d\varphi \right) d\varphi$$

$$\lim_{n \rightarrow \infty} \frac{\sqrt[n]{n^3 + 1} + n}{\sqrt[3]{3n^2 + 2n - 1}}$$

$$2 \arctg x - x = 0, I = (1, 10)$$

$$\int_{-\sqrt{1/2}}^{\sqrt{1/2}} \sin^4 x \cdot \cos^2 x dx$$

$$\cos^2 \alpha + \cos^2 \beta + \cos^2 \mu = 1$$

$$\frac{\partial z}{\partial x} = 2, \frac{\partial z}{\partial y} = 0 \quad \vec{n} = (F_x'; F_y'; F_z')$$

$$\delta(p_2) = \sqrt{0.16}$$

$$a^2 + b^2 = c^2$$

$$\alpha, \beta, \gamma \in \mathbb{C}$$

$$f(x) = 2^{-x} + 1, \epsilon = 0.005$$

$$e^2 - xyz = e; A[0; e; 1]$$

$$\lim_{x \rightarrow 0} \frac{e^{2x} - 1}{5x} = \frac{2}{5}$$

$$|\alpha| + |\beta| \neq 0; \mu \neq 0$$

$$\frac{2x}{x^2 + 2y^2} = 2 \quad z = \frac{1}{x} \operatorname{arcsin} \frac{\sqrt{2}}{2}$$

$$\eta_1 = \lambda_1^2 - 3\lambda_1 + 1 \neq 0$$

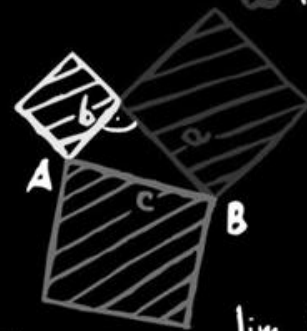
$$\sin(x+y) = \sin x \cos y + \cos x \sin y$$



$$\frac{x^2}{a^2} + \frac{y^2}{b^2} + \frac{z^2}{c^2} = 0$$

$$\sin 2x = 2 \sin x \cdot \cos x$$

$$|z| = \sqrt{a^2 + b^2}$$



$$\lambda_2 = i\sqrt{14}$$

$$\sin^2 x + \cos^2 x = 1$$

$$\begin{cases} A+B+C=8 \\ -3A-7B+2C=-10,3 \\ -18A+6B-3C=15 \end{cases}$$

$$\int R(x, \sqrt{\frac{ax+b}{cx+d}}) dx$$

$$\frac{\sin x}{x} \leq \frac{x}{x} = 1$$

FORGET IT!



DISTRIBUTION

We MD Website	Fb Facebook	Ig Instagram
Tw Twitter	Yu Youtube	Sc SnapChat
Ps Partner Site	Bl Blogs	Ln Local Social Networks

SOURCES

Gl Global
Lo Local

FORMATS

Vi Video	Ph Photo
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FEATURES

SN Snackable

INTERACTIVE

Qz Quizzes	Cm Competitions
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PROMOTION

Co Content	Pg Social Page
Da Dark Posts	Rt Re-targeting
Af Affiliation	Mo Mobile

KPIS

Rc Targeted Reach	Ae Advertising Effectiveness
Fr Frequency	Eg Engagement Metrics
Re Relevance	Lo Loyalty
Uv Unique Visitors	Nv New Visitors

INTRODUCING THE
PERIODIC
TABLE OF
CONTENT

SOCIAL SHARING TRIGGERS

Fn Funny ROFL	Sg Shocking OMG	Un Unbelievable WTF	Co Cool YOLO
Mv Moving WOW	Dv Disruptive F*** S***	Aw Awesome AWSM	Up Uplifting YAY

MORE POST

R Relevant	Te Trendy	Tv Tone of Voice	Fm Formatting	Ct Calls to Action
Sx Sexy MMM	Em Emotional I LOVE IT!	Nj Newsjacking NOW!	PI Plain Language	So Search Optimization
			Sa Search Queries	Fc Fact-Checking
				Cs Credit Sources
				Fd Invite Feedback

USING THE DIP TO MONITOR PERFORMANCE



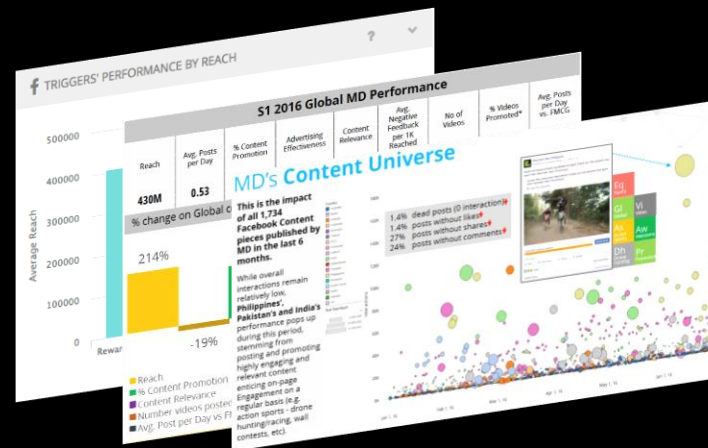
3 CORE KPIS: REACH ¹, ENGAGEMENT ², RELEVANCE ³

TARGET GROUP UNDERSTANDING



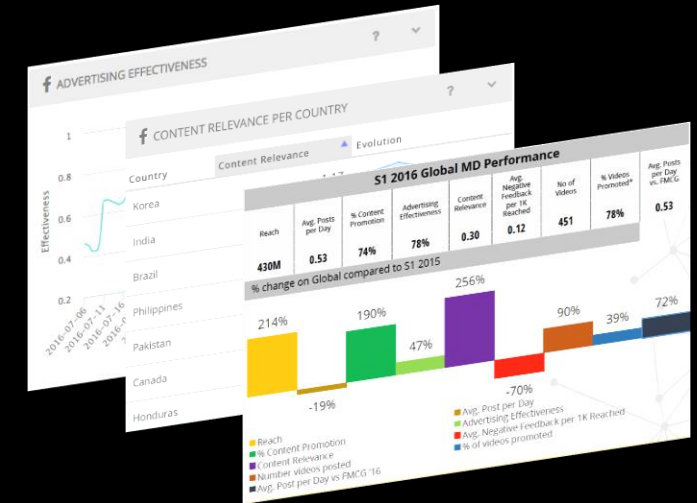
- What they talk about ?
- When and how they talk?
- Where is the future potential?
- What role they want the Brand to play?

WHAT CONTENT WORKS?



- Content Type
- Video Length
- Social Sharing Trigger
- Photos' Memorability

WHAT PROMO STRATEGY WORKS?



- Frequency
- Spent Level
- Online – Offline Interaction

FOCUSING ON 4 KEY AREAS



Audience



Content



Promotion



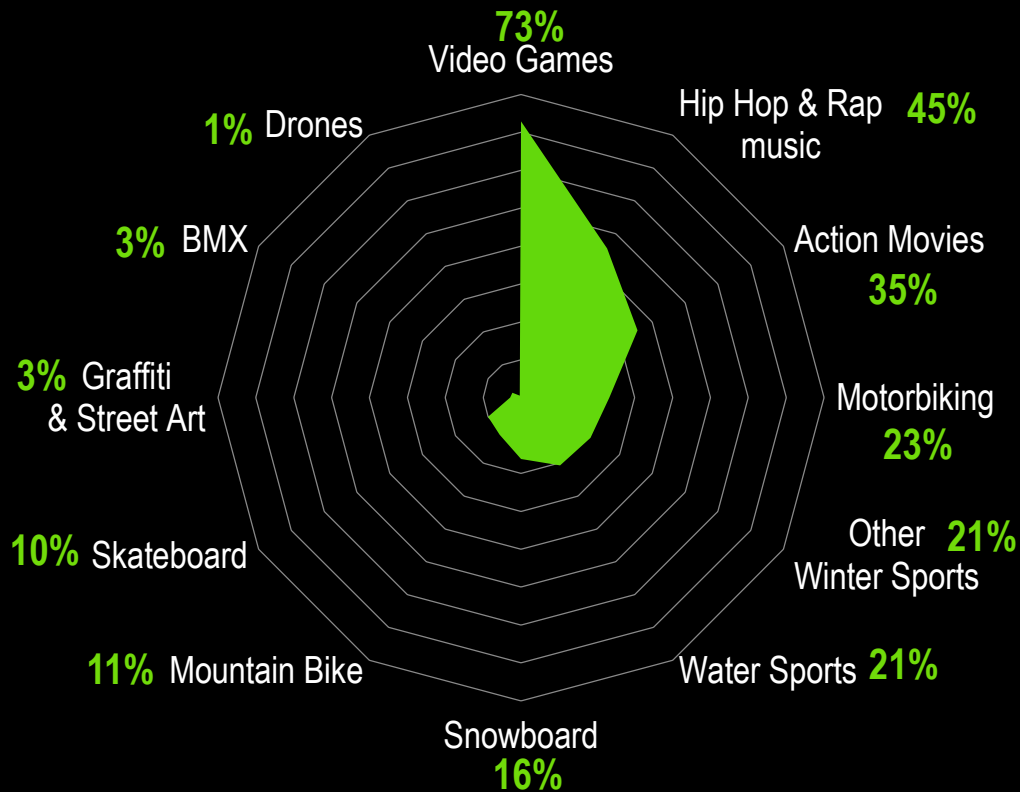
**Predictive
Analytics**
via Machine Learning

UNDERSTANDING THE AUDIENCE



WE UNDERSTAND OUR TARGET GROUP BETTER THAN EVER

MD Target Audience's Interests



MD US Consumer Needs based on Users' Comments Linguistic Analysis (by Kotler-Ford Model Analysis)

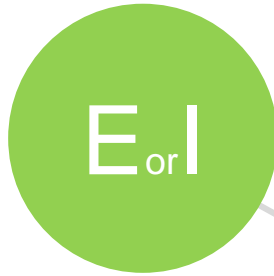
Practicality 58% <i>Have a desire to get the job done, a desire for skill and efficiency</i>	Curiosity 44% <i>Have a desire to discover, find out, and grow</i>	Ideal 25% <i>Desire perfection and a sense of community</i>	Harmony 11%
Structure 49% <i>They need things to be well organized and under control</i>	Liberty 36% <i>Have a desire for fashion and new things, as well as the need for escape</i>	Love 17% <i>Enjoy social contact, whether one-to-one or one-to-many</i>	Closeness 9%
Excitement 44% <i>Want to get out there and live life, have upbeat emotions, and want to have fun</i>	Challenge 25% <i>Have an urge to achieve, to succeed, and to take on challenges</i>	Self-Expression 13% <i>Enjoy discovering and asserting their own identities</i>	
		Stability 9%	

Our Audience Personality

Utilizing Myers-Briggs Model to grasp Motivators Revealed by Behavioral Actions



Extraversion
Introversion



Attitudes

How we *interact* with our *surroundings*



Perceiving function

How we *see the world* and *process information*:



Sensing
Intuition

The four letters that indicate psychological preferences on how people perceive the world around them and make decisions.

Judging
Perceiving

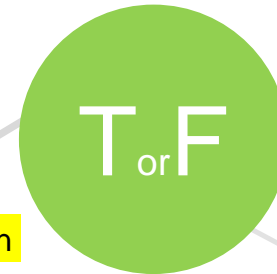


Lifestyle

How we approach *work, planning* and *decision making*

Judging function

How we *make decisions* and cope with *emotions*:



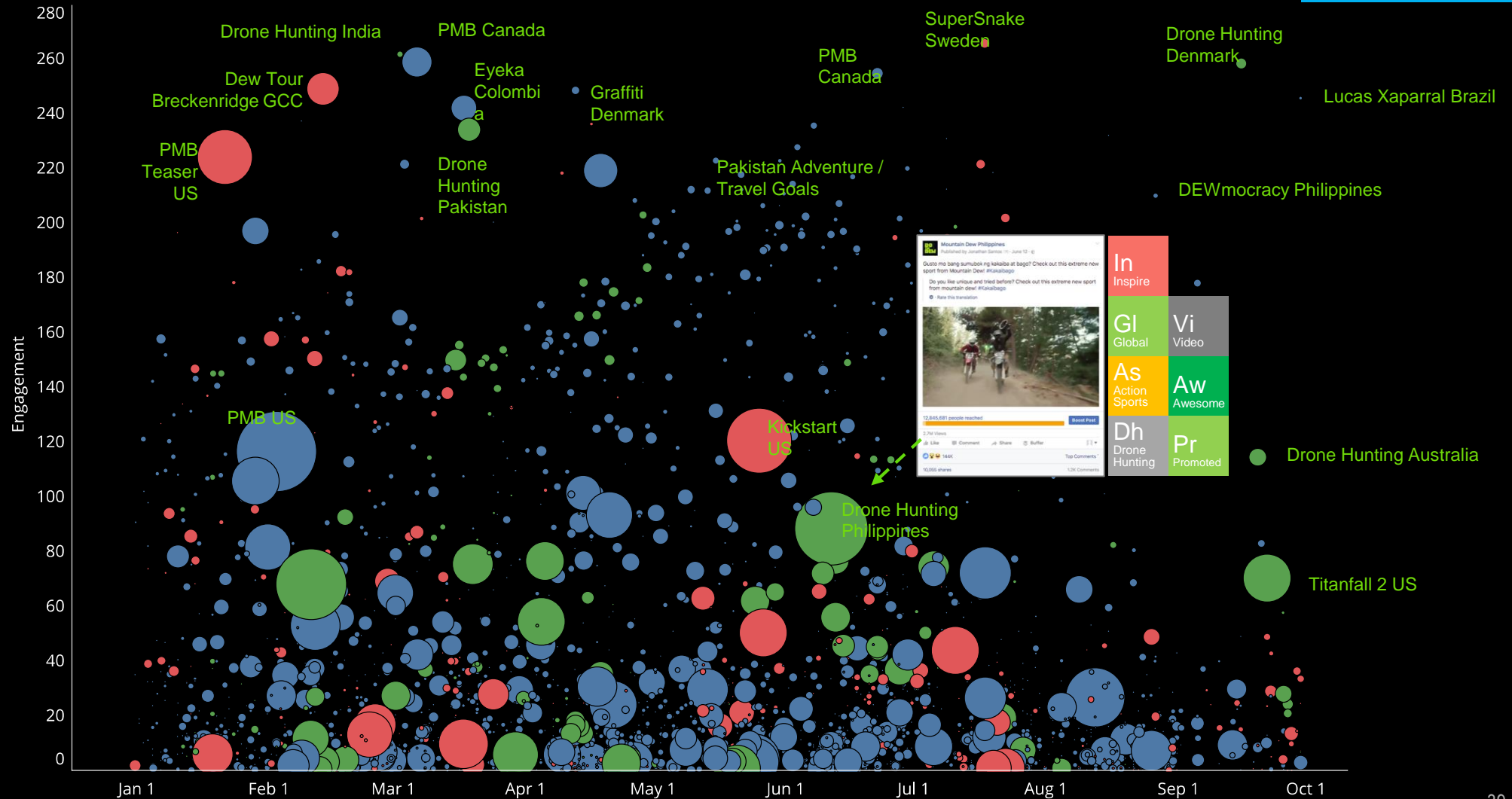
Thinking
Feeling

EVALUATING CONTENT PERFORMANCE



WE TRACK THE PERFORMANCE OF OUR CONTENT

- Always On
- Episodic
- Tentpole



OPTIMIZING NON WORKING A&M



Mountain Dew PK
Published by Mtdew Pk [?] · October 19, 2016 · €

Don't second guess yourself, follow your instincts. #Dew is there for you!

87,932 people reached

Boost Post

Like Comment Share

12K

15 shares 40 Comments

PAKISTAN



Mountain Dew Sweden
Published by Catharina Thor [?] · March 20 · €

Tvåla inte på dig själv och följ dina instinkter. Dew är där för dig! #DoTheDew

37,503 people reached

Boost Post

Like Comment Share

13

SWEDEN

Mountain Dew Norway
Published by Yellow Banana AS [?] · April 2 · €

Sett deg nye mål og følg instinktene dine! Dew er her for deg! #DoTheDew

21,794 people reached

Boost Post

Like Comment Share

97

NORWAY

Mountain Dew Suomi
Published by Sami Kujala [?] · March 26 · €

Joudut viikoks autoiltole vuorelle. Vihdoinki on maässä tilaai Miä otat messiin? #DoTheDew

A. Laudan'sukset
B. Puikan
C. Lumikelkan.
D. _____

69,996 people reached

Boost Post

Like Comment Share

14

FINLAND

Mountain Dew Nederland
Published by PepsiCo Nederland [?] · March 28 · €

Niet twifelen, maar je intuïtie volgen. Dew is er voor jou! #DoTheDew

69,996 people reached

Boost Post

Like Comment Share

14

NETHERLAND

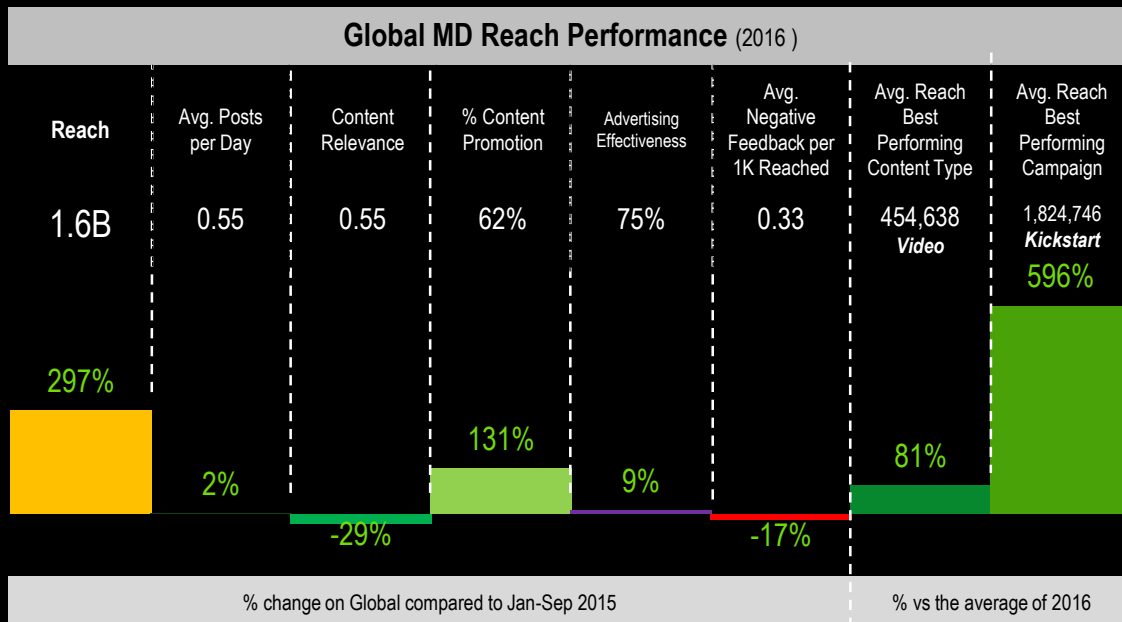
SWEATING OUR PROMO STRATEGY



WITH “LIVE” EFFECTIVENESS MONITORING

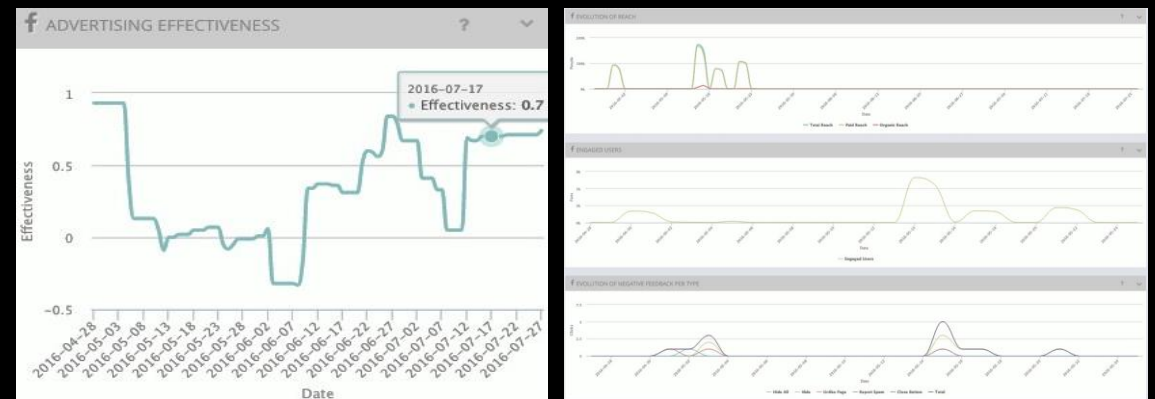
The 7 Factors that affect Reach

- Content Relevance and Advertising Effectiveness play both an important role as they depict how the content is received by people



Optimizing Advertising ROI by evaluating the Effectiveness

- Measuring the effect that Content Paid Reach has in the number of people that got engaged with the specific piece.
- We are monitoring every 3 hours the effectiveness of Advertising for each Country
- Countries now have the ability to add their online and offline campaigns and see in real time the impact to main KPIs.



PERFECTING THE CONTENT



WORKING WITH ADVANCE ALGORITHMS TO PRE-TEST OUR CONTENT

MEMORABILITY

Understanding if our content will be memorable



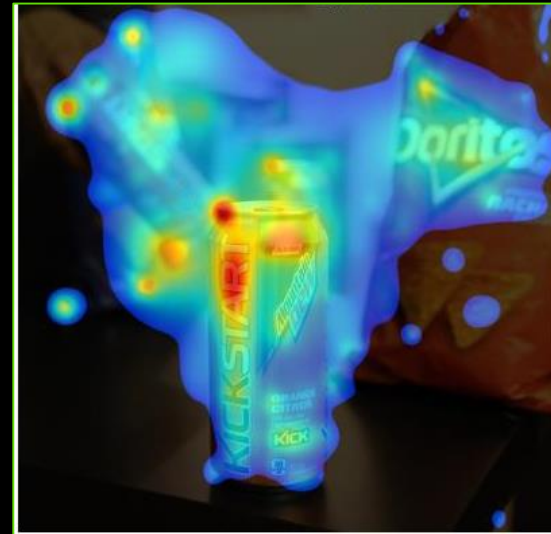
Memorability: Low
(score: 0.430)



Memorability: High
(score: 0.783)

IMPACT

Understanding if our content has stopping power in a mobile environment and where will the consumer focus





IN 12 MONTHS WE'VE MANAGED TO



**GET 29 COUNTRIES TO VOLUNTARILY
FOLLOW THE STRATEGY!**

CREATE A CONSISTENT BRAND LOOK



Mountain Dew Suomi
August 20 at 6:00am · 🇺🇸

Paul Rodriguez ja muut maailmanluokan skeittaajat kilpailivat livenä Dew Tourilla Los Angelesissa. www.DewTour.com #dothedew

See Translation



7 Likes

Like Comment Share

Mountain Dew Romania
August 20 at 6:05am · 🇺🇸

Urmasii nostri actuea de la Dew Tour Los Angeles la www.DewTour.com #DoTheDew

See Translation



Dew Tour Los Angeles
00:21

18k Views
9k Likes

Like Comment Share

Mountain Dew España
August 21 at 4:28am · 🇺🇸

¿Sabéis que la peli We Are Blood de Green Label Films by Mountain Dew es la película de deporte #1 en iTunes? ¡No os la perdáis! 🍷

See Translation



33 Likes · 1 Share

Like Comment Share

Mountain Dew Nederland
August 21 at 4:00am · 🇺🇸

Lang zo lekker ook onze groene lippen? Koop snel jouw première kaartje voor de langverwachte Mountain Dew We Are Blood op vrijdag 28 augustus in Tuschhof Amsterdam! Koop je kaartje hier: <http://bit.ly/1eG2buV>

See Translation



We Are Blood | Amsterdam Première
01:12

50k Views
11 Likes · 1 Comment

Like Comment Share

Mountain Dew India
July 22 · 🇺🇸

You can't go bigger than that! Mountain Dew Graffiti wall in Copenhagen, Denmark! #DoTheDew



54 people like this.

14 shares

Mountain Dew Philippines
August 19 at 12:28am · 🇺🇸

Bro! Pancorin ang action mula sa Dew Tour sa Los Angeles, live this weekend sa www.dewtour.com #dothedew

See Translation



11 people like this.

Mountain Dew PK
August 21 at 4:00am · 🇺🇸

Samplers, loopers, and drum machines, these are the best Music Production Apps for the iPhone!



The Best Music Production Apps for the iPhone | Green Label
These are some of the best music production apps available for your iPhone. GREENLABEL.COM

13 people like this.

Mountain Dew Gastonia
11 hrs · 🇺🇸

Que felle todo, menos una tabla de skate. #FromTheLanes

See Translation



8 Likes

Like Comment Share

SYNC UP ON MAJOR EVENTS...



 Mountain Dew Norway
February 22 · €

Sjekk Red Gerard og crew cruise gjennom Dew Tour jibbeløypa i denne 360 videoen. #DewTour #DoTheDew

Dew Tour: <https://www.facebook.com/DewTour>
Red Gerard: <https://www.facebook.com/Red-Gerard-598615216886805>

Norway



 마운틴듀
February 15 · €

Red Gerard 크루들의 짜릿한 보딩 VR 영상과 함께 Dew Tour 현장의 짜릿함을 느껴봐!
#짜릿한순간엔 #마운틴듀 #듀투어 #DoTheDEW #DewTour #Breckenridge

Korea



 Mountain Dew Sweden
February 13 · €

Kolla in Red Gerard och hans crew cruisa under Dew Tour i den här 360-videoen. #DewTour #DoTheDew

Sweden



 Mountain Dew Danmark
February 13 · €

Se @RedGerard og crew cruise gennem @DewTour jib course i denne 360 videoen. #DewTour #DoTheDew

Denmark



 Mountain Dew PK
February 24 · €

Watch Red Gerard and crew cruise through the Dew Tour jib course in this 360 video. #DewTour #DoTheDew

Pakistan



 Mountain Dew UK
February 17 · €

Watch Red Gerard crew cruise through the Dew Tour jib course in this 360 video. #DewTour #DoTheDew

UK

CREATE RECORD BREAKING CONTENT



VIDEO VIEWS

FULL SHOW: **964,167**

:30 TVC: **2,361,809**

TEASER: **802,412**

ACTION EDIT: **2,152,910**

TOTAL VIDEO VIEWS: **6,765,698**

SOCIAL ENGAGEMENT

TOTAL LIKES: **254,536**

TOTAL SHARES: **46,259**

PR IMPRESSIONS

STORIES: **425**

OUTLETS: **125**

VIDEO POSTS: **218**

ESTIMATED IMPRESSIONS: **210,495,225**

AWARDED BY THE INDUSTRY



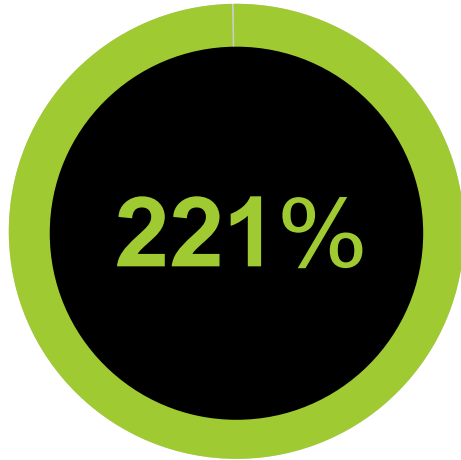
**GOLD AWARD FOR INNOVATIVE DIGITAL
MARKETING SOLUTIONS
INTERNATIONALIST / ANA**



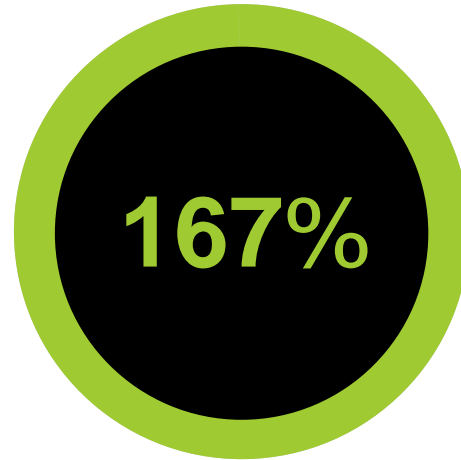
ADWEEK.

**READERS' CHOICE AWARD FOR HOTTEST
DIGITAL MARKETER IN 2016 BY ADWEEK**

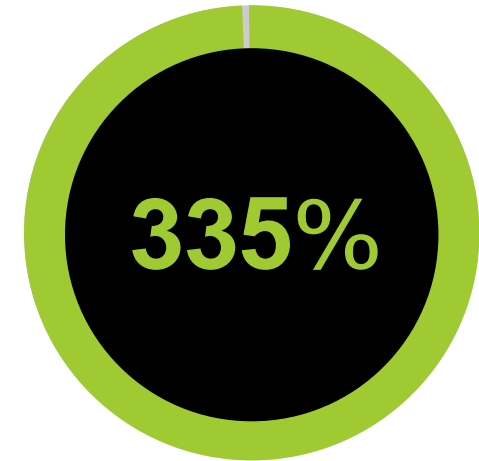
AND OVER DELIVER ON ALL KPI'S



The Average **Monthly Total Reach** of the MD FB Pages increased by 221%



The Average **Engagement** of our posts increased by 67%



The Average **Number of Interactions per Engaged User** of the MD FB Pages increased by 335%

2015 vs 2017



THANK YOU!

Manos Spanos

Sr. Director Global Brand Marketing, Mountain Dew

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