

MARKETING

Traditional vs. Digital

02 Choosing the right media



Content

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Traditional marketing

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Definition: Marketing

"The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

Source: American Marketing Association

Traditional Marketing

Traditional marketing is defined as advertising through channels prior to the Internet, such as TV, billboards, newspapers, magazines, flyers, radio, telephone, direct mail, brochures, and catalogs. They are usually divided into the categories print, radio, TV and Outdoor (or Out of Home).

Source: American Marketing Association

TV remains one of the most influential mediums, much thanks to sport events drawing millions of viewers. It made up 33.6% of worldwide ad spending in 2019. (*Statista, Feb 2020*) Keep in mind however, TV advertising is expensive as f**k. Like, a lot more expensive than advertising on Google. Why? Keep reading and you'll find out.

GABY KEPINSKI

MAY 2020



Digital Marketing



Digital marketing is defined as advertising through digital channels, such as e-mail, social media, web applications, websites and search engines. It is communicated through three different mediums: mobile phones, desktop or tablets.

Source: American Marketing Association

Some examples of digital marketing activities include SEO (Search Engine Optimization), native advertising (you know those articles marked "Ad", which show up when you read your news online), social media marketing, e-mail marketing (newsletters), online banners and pop-up ads (those annoying little bastards popping up right when you've started to read the subtitle.)





Traditional vs. Digital

One-way

Minimal

Specific

High

Difficult to measure

Communication

Flexibility

Location

Cost

ROI

Two-way

Maximal

Global

Low

Easy to measure

Traditional vs. Digital



Traditional marketing is a one-way communication, meaning the audience cannot respond or interact with your brand on a specific ad. You can not gather immediate feedback from the audience when exposed to your ad in a newspaper, for example. In digital marketing, the audience can comment, like, share or click on your ads. You can gather and act on that data.

Traditional marketing usually means less flexibility. Once an ad is printed, event set up or samples produced, there's little room for any changes. In digital marketing, an ad can quickly be replaced, a post taken down, or optimised.

The location for the traditional marketing is also usually very specific. If you do a billboard, it will only be exposed to the traffic passing it. In digital marketing, you can run an ad anywhere in the world.

Digital marketing is usually cheaper than traditional. TV is one of the most expensive mediums to advertise in. That's because you are bidding for a limited time on a channel. Digital marketing can reach your audience on any time of the day.

Traditional marketing is usually hard to measure. Take a billboard for example. Because you cannot say how many passersby it had, and how many of those actually bought your product because they saw your billboard ad, it is hard to see the effect it had on your sales. In digital marketing you can see and measure which ads drew sales, and how much.

That said, both types are still heavily used by brands. And, when done well, you can achieve success using both. Let's look at some successful examples from both types..

Success Stories: Traditional Marketing



So, how do you know a billboard ad is engaging? Or if a TV commercial gets its message through?

Well, the right answer is usually: you will either read or hear about it from other people, or it will affect society at large.

Here are some of the most successful traditional marketing activities according to me:



01

Carlsberg: "Probably the best poster in the world" (2015)

Media: Billboard

I think we can all agree on that this was the best poster. EVER. Carlsberg attaching a beer tap to the poster, letting passersby have a free pint, created a buzz all over the world.



Always: #LikeaGirl (2015)

Media: TV

This campaign took on the mission of transforming societal presumptions, taking an insult and turning it into a strength. They recorded people while asking them to illustrate how things are done 'like a girl.' The commercial is targeting adolescent girls in their puberty with a mission to improve their confidence. The video treats you to a laugh and important lesson of how incorrect, humiliating and insulting the phrase 'like a girl' actually is to women.



Watch video

03

Volkswagen: “The Force” (2011)

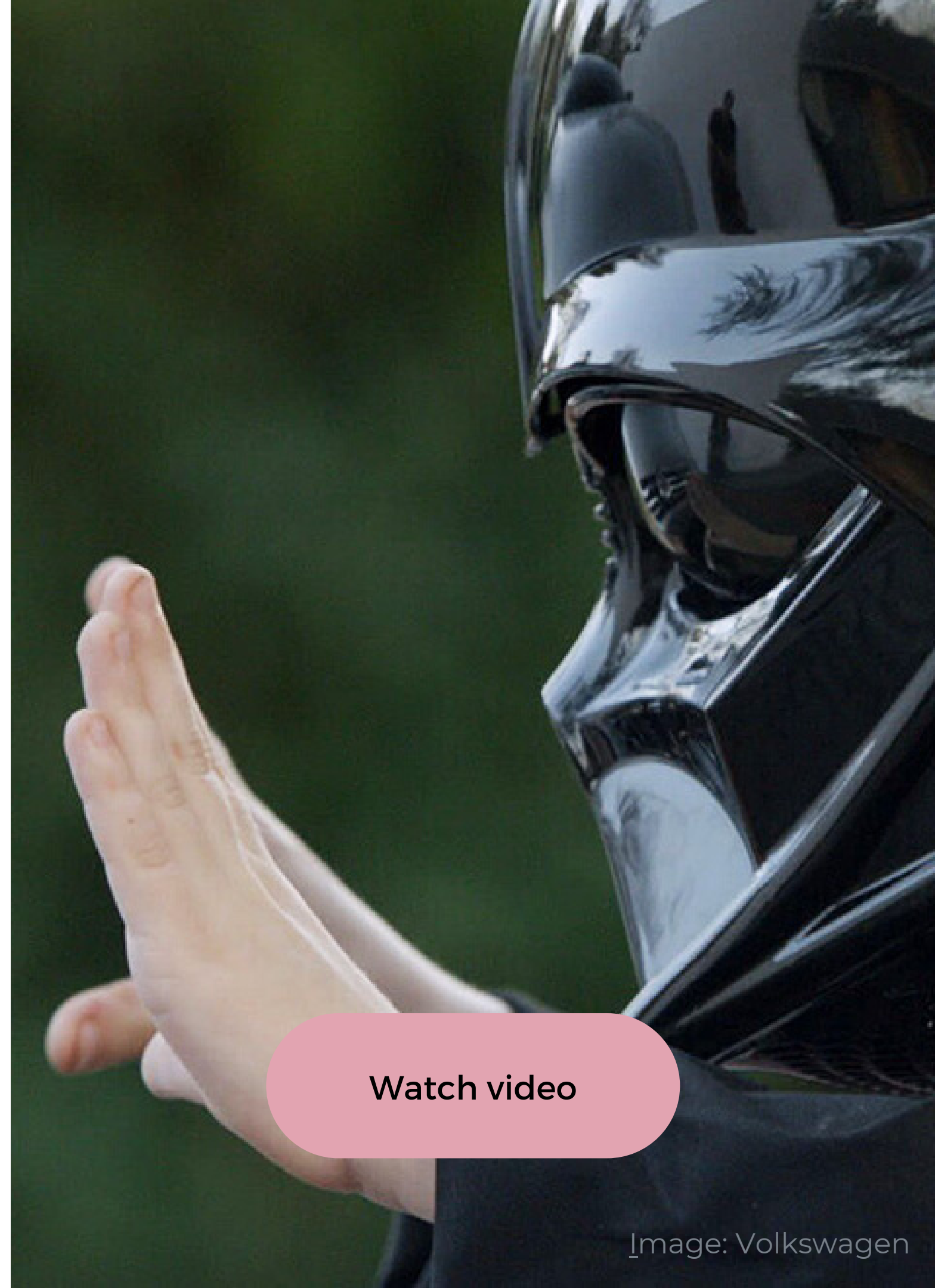
Media: TV

Gaaah! So simple, and so amazing. Once again, the Volkswagen Group incorporates fantasy, dreams, comedy and goosebumps in a creative package, and shoots it straight in to my heart. Just like they did in my favorite Porsche commercial. Although this ad was first released on Youtube, before airing on U.S. national TV, I decided to put it under traditional marketing because it was originally created for Super Bowl. The ad's success was all thanks to its creative story, and was until 2018 one of the most watched Super Bowl commercial of all times, according to AdWeek.*

**AdWeek

[Watch video](#)

Image: Volkswagen





[Watch video](#)

Image: [Scandinavian Traveller](#)

04

SAS: “The Arrivals” (2018)

Media: TV

I'm a fairly sensitive person, so I obviously bawled my eyes out watching this ad. But this commercial by Scandinavian airline SAS is so touching, even a psychopath would shed a tear.

The idea is yet again simple and fantastic: Put a film crew by the arrivals exit at an airport, and film the reactions of people being reunited. The campaign won three Effie awards.

It ran on TV and social media platforms and got around 40 million views.*

*The North Alliance

05

Clairol: Does She or Doesn't She? (1957)

Media: Print Newspaper & Magazine

Another way to know you had a successful campaign through traditional marketing is when it has such an impact on society that department requirements are changed. This is exactly what happened when Clairol launched 'Does she, or doesn't she?' It became a catch phrase over night, and within a decade, Clairol's campaign took the industry from \$25 million to \$200 million in annual sales.*

Clairol did the opposite of all other marketers. Since coloring hair was frowned upon during these times, they wanted to show that their product was so good, nobody would notice if people were using it. Needless to say, they surely did show that. It doesn't stop there. The campaign was so successful that the Department of Motor Vehicles in some states stopped requiring women to state their hair color on driving licenses.**

*The New York Times, 1998

**Hubspot



so natural only her hairdresser knows for sure!™

be a thing called trust being sure of someone, things... like one's looks or's hair? That's why for it is sheer heaven. Not on it to keep the color natural looking, but the most effective way to this is like discovering the world still.

Hairdressers recommend Miss Clairol and use it above all other colorings because their professional reputations depend on beautiful results. They know nothing else comes up to Miss Clairol or keeps hair in such fine condition. And that, too, is why more women use it than any other haircoloring. Quick, easy. Try it your- **MISS CLAIROL** self. Today.



Success Stories: Digital Marketing

Are you guys ready for some digital marketing awesomeness? Here are some of my favorites:



01

Adidas: #MyNeoLabel (2016)

Media: Snapchat

In this campaign, Adidas shared clips of models wearing plain white clothes and footwear on Snapchat. To enter the design competition, users were asked to screenshot the different clothings, draw their own design using the doodle tool in Snapchat and send their pieces to Adidas using Snapchat's chat tool.

More than 4000 designs were submitted.

Four winners were then flown to Adidas HQ in Germany and had their designs turned into real pieces. According to Adidas, they increased their Snapchat following count with 1000% and got more than 4 million views. Not to mention the amount of user-generated content they collected.



Image: [AdAge](#)



02

Coca-Cola: "Happiness Starts With a Smile" (2015)

Media: Youtube

If this doesn't make you laugh... dude, you seriously need to go see a doctor, or a psychologist.

In this campaign, Coca-Cola mixes traditional and digital marketing with neuroscience. It is a social experiment containing a subway car of moody morning commuters, a man laughing hysterically and some hidden cameras. The rest is priceless. This guerilla marketing activity went viral on social platforms and the full video has, as of today, more than 4.3 million views on Youtube. I'm just gonna let you watch the clip about this one. After these 16 pages, we could use a break and a good laugh. But remember to come back, or you might just...die. See you in a few.

[Watch video](#)

03

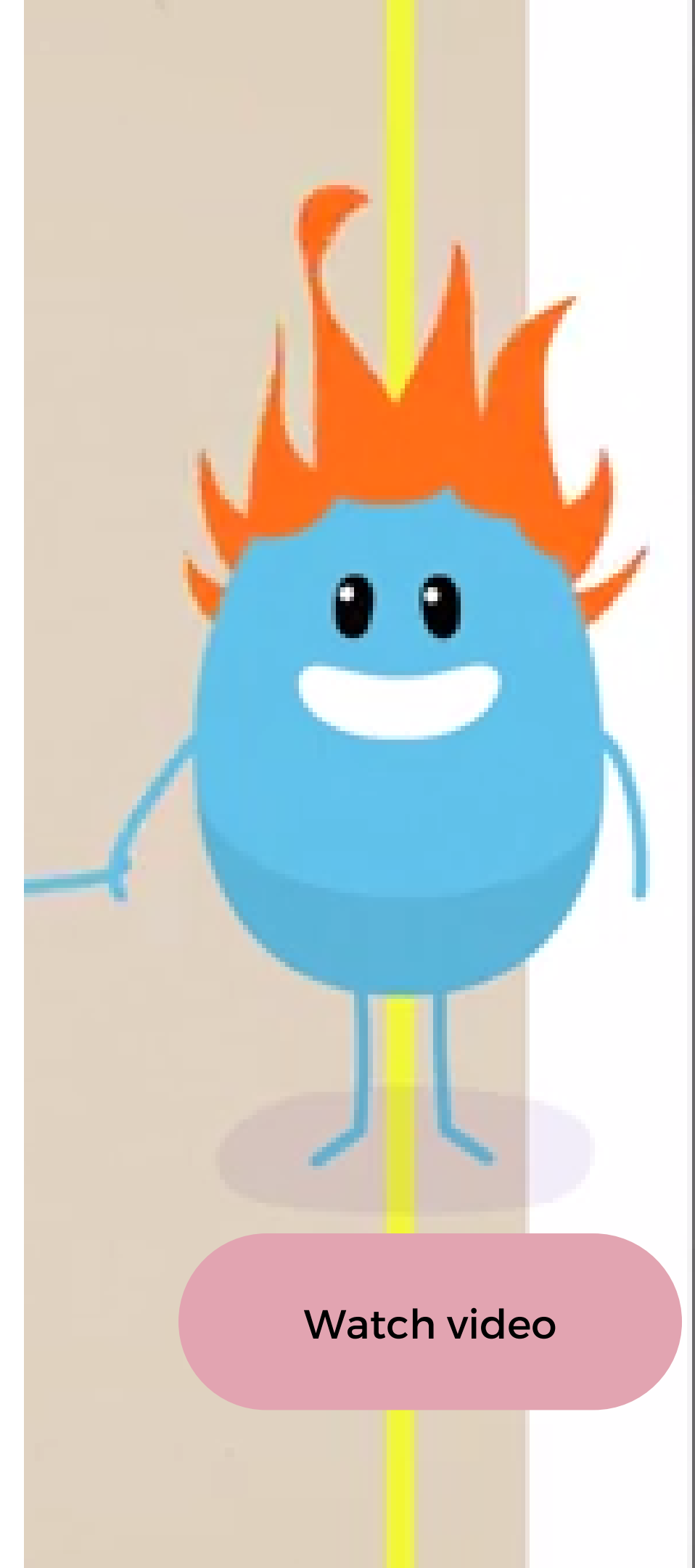
Metro Trains: “Dumb Ways to Die” (2012)

Media: Youtube

You are going to hate me for this one..because you will never get this song out of your head. For that, I'm sorry. But the bright side is: you will be more careful and decrease your risk of dying in a very dumb way.

Another successful way to make a commercial stick is writing an easy and funny jingle. In this campaign, Australian public Metro Trains wanted to decrease the amount of train-related accidents. But they wanted to do more than just putting up more warning signs all over the stations. They also wanted to reach and grab the attention of a younger audience. It all resulted in an illustrated music video going viral, a game which can be played online or downloaded as an app and some bold posters and ambient displays made to be shared through social media. Campaign result: \$60 million in media impressions, generated over a million pledges from people to be safer around trains, and a 20% reduction in rail-related accidents year-on-year.* I think we can all agree on the success here.

*AdAge, 2013



Editor's Note

I hope you enjoyed this piece of content. And I want to clarify that the choice of campaigns mentioned above was made based on my personal opinion. There are many more amazing examples out there, and I encourage you to search successful campaigns to get more inspiration. If you have your personal favorites, don't hesitate to share them with me.

So what conclusion can we draw from all this? Traditional and digital marketing can both be equally effective. What makes a campaign successful today is a combined use of both strategies, its creative content, consumer knowledge, awareness of societal trends and braveness of trying something new and disruptive.

Love,
Gaby

GABY KEPINSKI

MAY 2020



Who is this girl?