

Helping Brands Talk Directly with the Marketplace

Can We Talk™



Conversational Marketing

By
Tom Troja

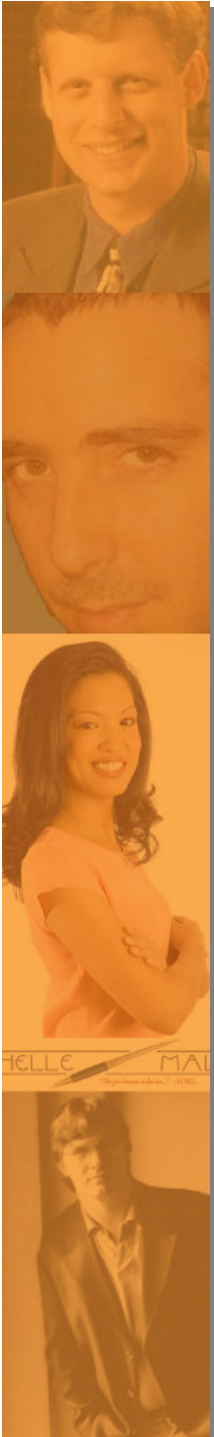
Pajamas Media

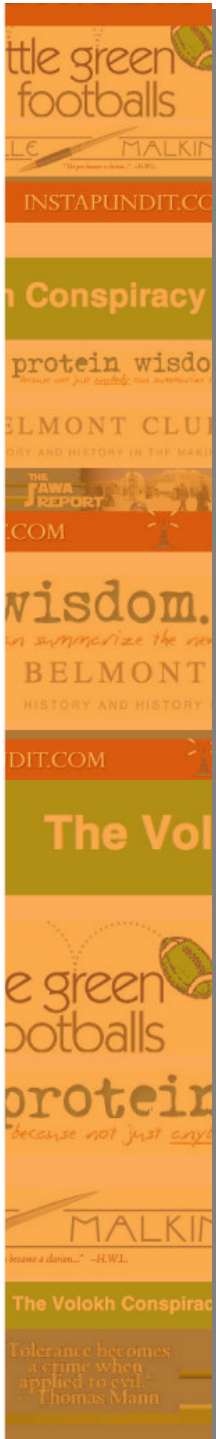


Pajamas Media

- Pajamas is a ad supported social media portal and blog network of over 90 A list “Best of Blogs”
 - 30M Impressions, 4M Uniques per month
 - Opinion leader/influencer audience
- Launched Oct.’05 with Volvo, Viacom, Warner, PBS, Random House, Technorati and other advertisers
 - Vetted to be safe for brands
 - Leader in Conversational Marketing

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What Is Conversational Marketing?

- The act of connecting directly with the market through two-way online forums
- Enabling people to talk about themselves in relation to the value that brand offers
- A commitment to an honest conversation and a helpful mindset

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FORTUNE:

100 Fastest-Growing Companies 2006

+ Full coverage

10 Breakaway brands

These companies - from eBay to Geico - cut down on hype and connected with customers, says Fortune's Ellen McGirt.

By [Ellen McGirt](#), Fortune senior writer

September 8 2006: 11:06 AM EDT

FORTUNE

(Fortune Magazine) -- Man, it's been a tough week for some good news: I just saved a bunch of money on your auto insurance. You're one of the millions of people who have ended up with Geico.

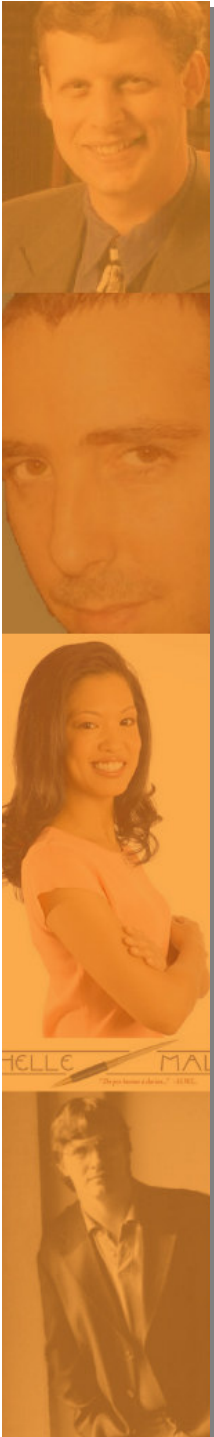
Why This Matters – New Rules for Success

"Today it's all about trust, community, and creating a dialogue with your customer"
Hayes Roth - CMO Landor

Ideas about achieving brand strength, that elusive alchemy of awareness and trust, have changed in the past decade. "It's no longer, What can we blast out there about ourselves?" says Michelle Roehm, associate professor of marketing at Wake Forest University. "Brand theory now asks, How can we connect with the community in a really meaningful way?"

More from FORTUNE

- [Texas's big global warming battle](#)
- [Computrace: LoJack for laptops](#)
- [What's wrong with dressing sexy at work?](#)



People Talking About Themselves Can Help You

- Reebok's RunEasy lets people talk about where they run, who they run with, why they run, what music they listen to and how it makes them feel etc.
- Here Reebok creates a place that connects people getting more out of what they love
- The Community helps Reebok listen for opportunity
- Conversation gives Reebok an organic way to offer help, new idea's and products and services as appropriate

RUN EASY



THERE'S NO POINT in doing it if you don't enjoy it. RUN EASY. Stay fit how you see fit. Map your favorite mileage, share some snapshots, spread some music and start some conversation - all at your own pace, right here. Enjoy the ride.


Join us or Log in to your account



- [Home](#) | [Gear](#)
- [Browse Runs](#)
- [View Groups](#)
- [Hear Playlists](#)
- [Create Your Run](#)

WHERE

do you want to run?

Boston, Mass. 

WATCH

watch the TV spots



+ mix your own video

CREATE

 post your favorite runs

SEE

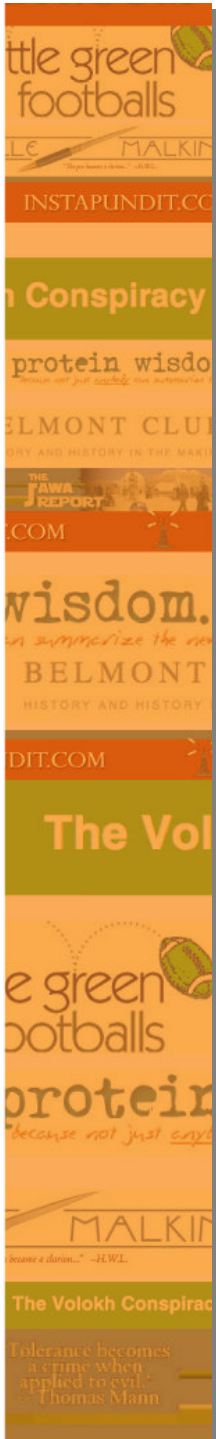
 view + share photos

TALK

 read + post your comments

HEAR

 browse playlists



Transitioning The Brands "Story"


- How we talk and how we tell our story is evolving
 - From linear storyline to non linear in the moment
- Brand keeps talk focused on their world – Run Easy
 - People provide emotion, you provide the facts
- Enable your experts to talk and build your credibility
 - Their authenticity is what builds you trust

RUN EASY

ROK I AM WHAT I AM

WHERE

Join us or [Log in to your account](#)



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CREATE
post your favorite runs

SEE
view + share photos

TALK
read + post your comments

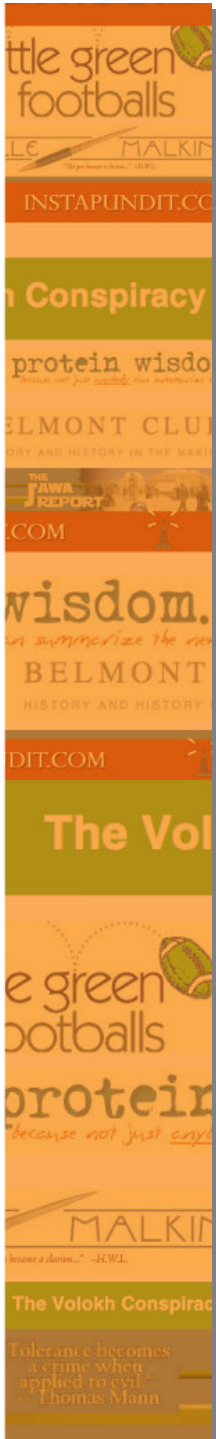
HEAR
browse playlists

- ★★★★★ 1.77 miles
Hancock tower quickie
- ★★★★★ 1.51 miles
nothing in Boston Common
- ★★★★★ 1.45 miles
castle island
- ★★★★★ 4.05 miles
BU by the Charles
- ★★★★★ 3.35 miles
Castle Island
- ★★★★★ 3.64 miles
Hancock River Run
2.21 miles
- ★★★★★ 0.37 miles
South End Brownstones



Reebok's designers and scientists
Talk with experts in their community

People Notice



Talking Ad Unit Illuminates The Conversation

- Ask relevant questions
- Invite people - talk about themselves
- They post their comments in the ad
- Update new talk to new ads
- Use safe Terms and Conditions
- People talk about what you care about

CAN WE TALK?

What are the best
Cadillac stories from
Your family?

8..My sister would
roll down all the
windows and sing
at the radio at the
top of her lungs.
Steve D. Alta, UT

9. Dad would tell
everyone how great
His Caddy was and
make them ride all
night till they agreed

Click to Talk



mycadillacstory.com

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Pajamas Media 2006

Talking Ads Get People Providing Emotion

- Cadillac enables conversation around their strength
- Posts Connect people to people and to the brand

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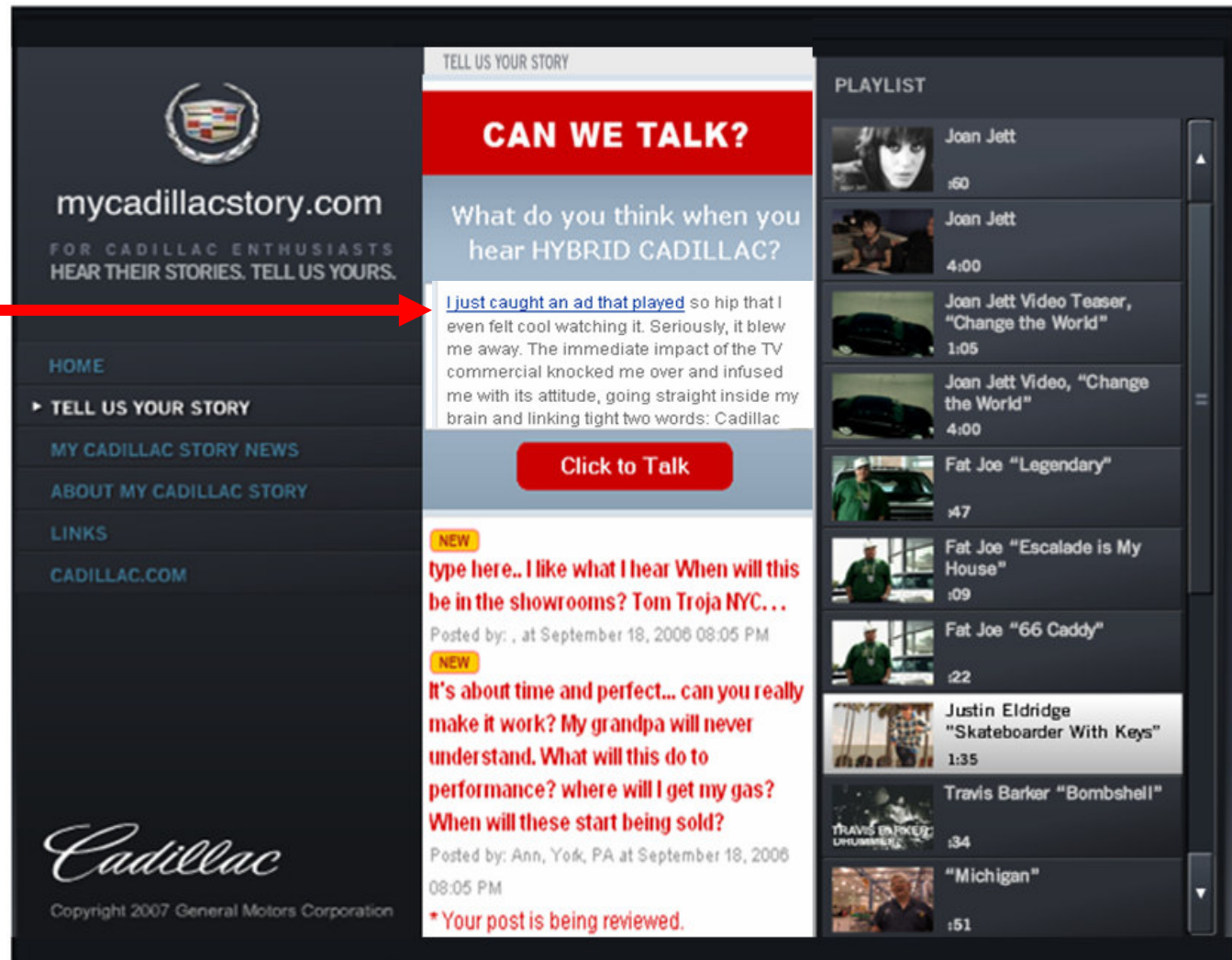
CAN WE TALK?
 How should GM distinguish Cadillac from other luxury vehicles?

By Being American and staying with The mood of the People. Go with What got you here. J Davis, Treed, Or

Technology choice And fuel efficiency Has to be at the

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 mycadillacstory.com



mycadillacstory.com
 FOR CADILLAC ENTHUSIASTS HEAR THEIR STORIES. TELL US YOURS.

TELL US YOUR STORY

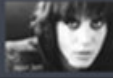






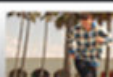


CAN WE TALK?

What do you think when you hear HYBRID CADILLAC?

I just caught an ad that played so hip that I even felt cool watching it. Seriously, it blew me away. The immediate impact of the TV commercial knocked me over and infused me with its attitude, going straight inside my brain and linking tight two words: Cadillac

Click to Talk

PLAYLIST

	Joan Jett	:60
	Joan Jett	4:00
	Joan Jett Video Teaser, "Change the World"	1:05
	Joan Jett Video, "Change the World"	4:00
	Fat Joe "Legendary"	:47
	Fat Joe "Escalade is My House"	:09
	Fat Joe "66 Caddy"	:22
	Justin Eldridge "Skateboarder With Keys"	1:35
	Travis Barker "Bombshell"	:34
	"Michigan"	:51

HOME

► **TELL US YOUR STORY**

MY CADILLAC STORY NEWS

ABOUT MY CADILLAC STORY

LINKS

CADILLAC.COM

NEW
 type here.. I like what I hear When will this be in the showrooms? Tom Troja NYC...
 Posted by: , at September 18, 2008 08:05 PM

NEW
 It's about time and perfect... can you really make it work? My grandpa will never understand. What will this do to performance? where will I get my gas? When will these start being sold?
 Posted by: Ann, Yoak, PA at September 18, 2008 08:05 PM

* Your post is being reviewed.

Cadillac
 Copyright 2007 General Motors Corporation

Go Where Conversation Is The Norm

- Start where people are talking
- Blogs/blog networks/Online communities/Social Sites
- Get opinion leaders talking about you

PAJAMAS MEDIA™

The best in global blogging, podcasts and opinion - 24/7

SEARCH

All times in Pacific Time Zone

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EXCLUSIVE TO PJM

RUMSFELD UP, ROMNEY DOWN

Romney — Attractive for his age, but "Sounds like my grandmother."

Conservatives at the *American Spectator's* annual dinner applauded soon to be former SecDef Don Rumsfeld, but gave a disappointed thumbs down to presidential hopeful Mitt Romney. Pajamas Washington editor [Richard Minitzer](#) was in attendance.



Romney

[Comments \(0\)](#) [PJM in Hollywood 8:33 AM](#)

BLOG WEEK IN REVIEW, NOVEMBER 17, 2006: MIDTERM ELECTIONS '06



Pajamas Media and the Midterm Elections of 2006: [Andrew Marcus](#) and [Richard Minitzer](#) (PJM in Washington) are the guest panelists and discuss three topics:

- The Citizen Journalist in Action: how Pajamas Media armed individuals with small video cameras (*Canon PowerShot A630 8MP Digital Camera with 4x Optical Zoom*) to cover events on the Day of (mostly) the Democrats.
- Will bloggers sell out? And what does "selling out" really mean as far as bloggers are concerned?
- In the short-term, what's next?: Panelists toss out topics that they think will emerge as significant issues (or intensify as issues) in the next week to ten days in the blogosphere.

[Ed Driscoll](#) produces and [Austin Bay](#) moderates.

Brought to you by [Volvo USA](#).

Play (31:27) or download (30.2 MB) [Blog Week in Review: November 17, 2006](#)

BREAKING NEWS

THE MIDEAST, 210 (NOVEMBER 17, 2006): UNCONFIRMED--TWO HOSTAGES FREED BY IRAQI TROOPS

THE SCROLL — November 17, 2006

Dutch Abu Ghraib? Allegations have surfaced that [Dutch Coalition troops](#) abused [Iraqi prisoners](#) in 2003 by "dousing them with water to keep them awake and exposing them to loud sounds and strong lights." The allegations were published by *De Volkskrant* (in Dutch, naturally) five days before this year's national elections in the Netherlands. ([Peaktalk](#), Seattle PI)

Video
adva

deeming their use to be a "a powerful community tool in the debate about police conduct." Citing last week's video of LAPD officers beating [William Cardenas in the face](#), [Sherman Austin](#) of [Cop Watch LA](#) urges citizens to carry a video camera with them at all times "so [that] if anything happens it can be documented" and publicized at sites like YouTube.

One drawback of this type of activism, however, can be demonstrated by this lawsuit: [Robert Tur is suing YouTube](#) for allowing the publication of the video which shows the beating of [Reginald Denny](#) during the 1992 LA Riots. Tur is the owner of the copyright. (Reuters, NBC11, ZDNet; HT: [Cobb](#))

[Comments \(0\)](#) [PJM in LA 11:25 AM](#)

Use Traditional Ad Slot
To Illuminate Talk

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What are the best Cadillac stories from Your family?

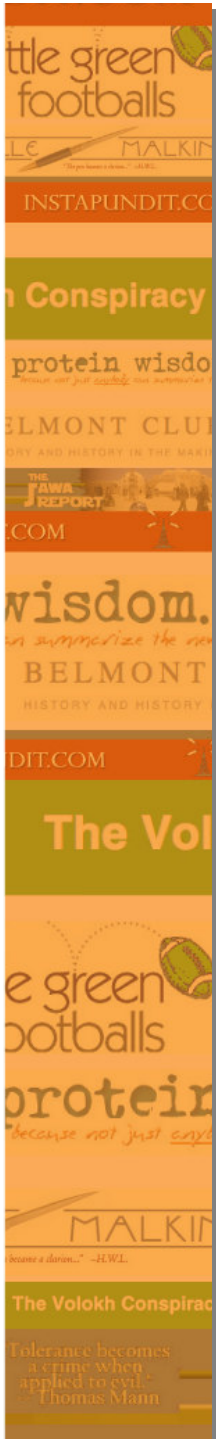
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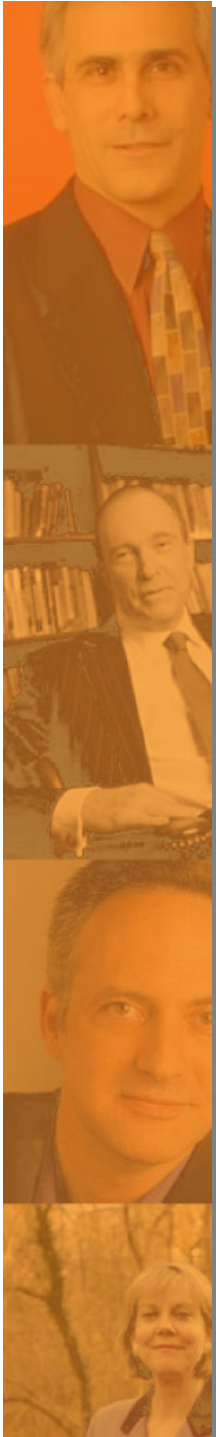
[mycadillacstory.com](#)



SEO Opportunity & Benefits

- Keyword rich content
 - Blogs allow users to generate content that can rank well
- Link building
 - Social media sites enable users to share their stories virally
- Increase search share of voice
 - Blogs get crawled and are displayed across many subjects
- Labeling
 - Posts enable search to crawl and rank them

california cameraphone camping canada canon car cat cats chicago
china christmas church city clouds color concert d50 day dc de dog england
europe fall family festival film florida flower flowers food france
friends fun garden geotagged germany girl graffiti green halloween hawaii
hiking holiday home honeymoon hongkong house india ireland island italy japan july
kids la lake landscape light live london macro march me mexico mountain mountains
museum music nature new newyork newyorkcity newzealand night nikon



Help Each Brand Start Where They Are

...And End Up In The Right Place

- Linear storytelling to Non linear in the moment CGC
 - Doritos Super Bowl - a broadcast spot
 - Myfill in the blank... Story
 - Reebok's Run Easy - Next step of the chain
 - Evolve with a plan
- Where we want to be- our Brand Aspiration
 - Brand directly engaged in the conversation enabling their experts

