

# DIGITAL DENSITY

Changing Event Challenges into Opportunities



# MARKETING

All about audience

Personalisation

Technological Algorithms

Engagement

Rhythm

Brands becoming Media

Relevance

# WEAPONS OF MASS DISTRACTION

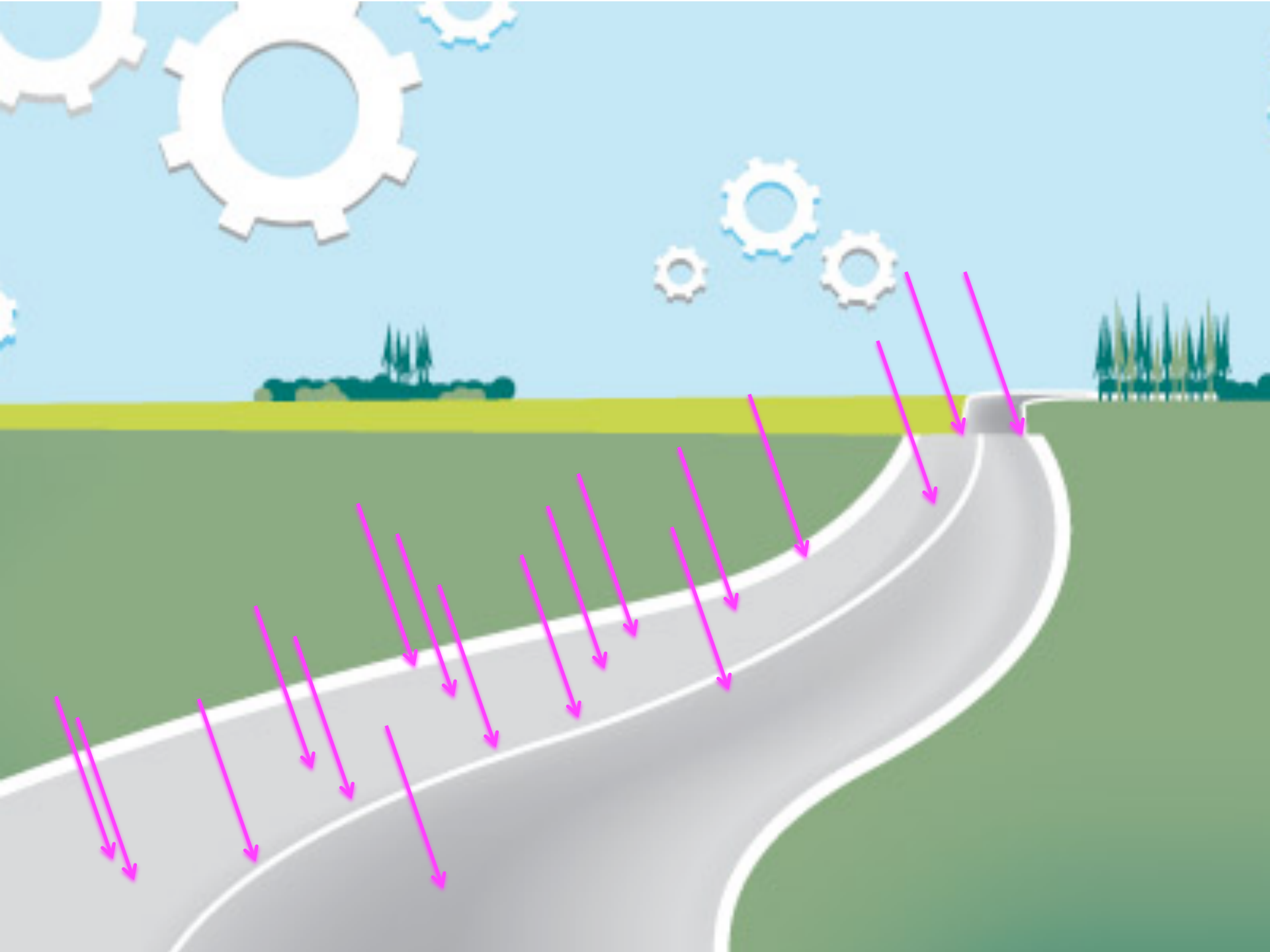


# DIGITAL DENSITY

“I need a strategy in mobility”, “I need a strategy in social media”, “I need a strategy in cloud computing”, and “how are we going to jump on the bandwagon of Big Data?”.

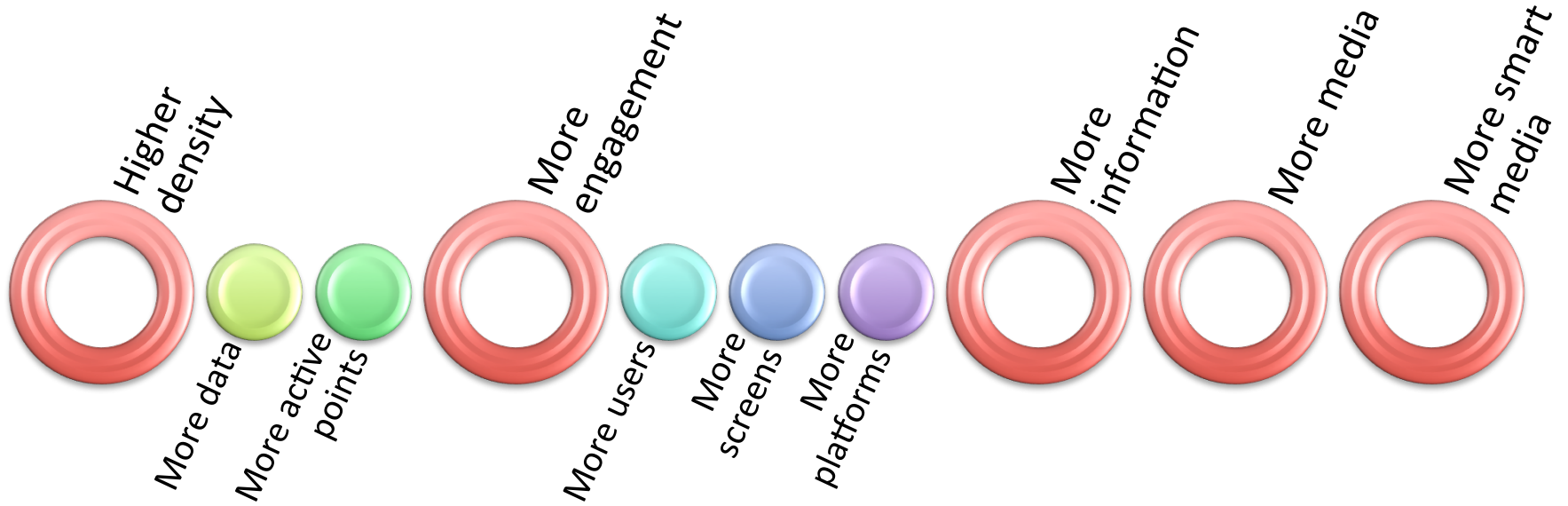
These technologies are basically the manifestations of the concept we call **digital density**. We define it as the number of connections to the internet by people, employees, providers, clients and objects.

In recent years this digital density has exponentially grown from hundreds of millions of computers connected to the internet, to billions of computers, smartphones, tablets and sensors.



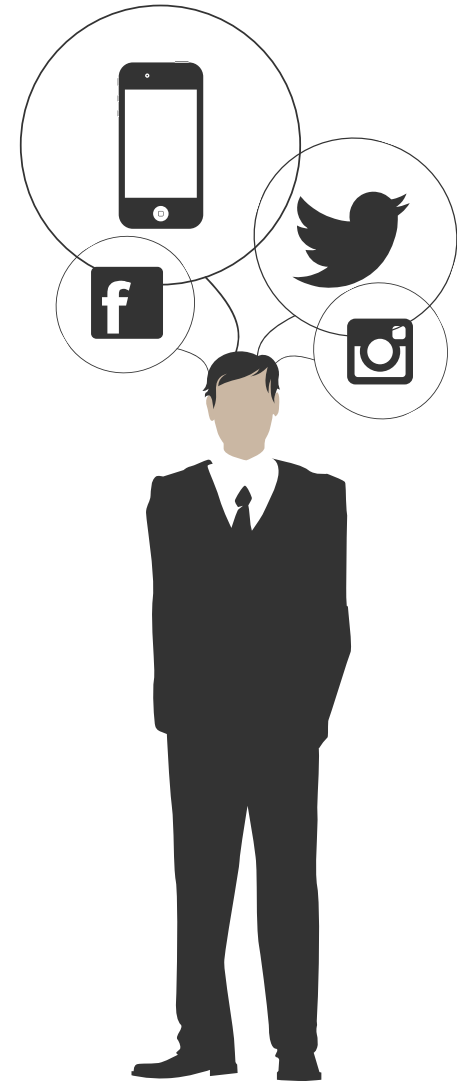
# MORE MEDIA OPPORTUNITIES

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## WHY DO EVENT BRANDS USE MEDIA?

- We no longer rely on traditional media to help us make decisions
- Our beliefs and decisions are now reaffirmed by our social graph and **digital ecosystem** of information
- Our entire outlook is adapting to our **connected environment**



# CONTENT CREATES EXPERIENCES

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- The content that we choose to consume is shaping our **ecosystem of experiences**
- This ecosystem means that all the content we want is easily **accessible** and **relevant**
- We know and **trust our sources** on a personal level
- Content stays king





## DIGITAL MARKETING TO DRIVE ENGAGEMENT

- Use digital ecosystem: social media, web and mobile interactive platform to drive **engagement**
- Targeted **campaigning** on social media
- Connect **online** and **offline** world
- Live Media
- WeChat or other payment solutions
- Real data

