

CONTENT

//

FOMO

G

**ce que le CONTENT
apporte au**

marketing









FESTIVAL DE CANNES

CONTENT

//

FOMO

G

1

FOMO

Infobésité
Info-Snacking
10 heures
Hyper Choix
Digital Detox
NoMoPhobie

2

BRAND CONTENT

StoryTelling
Native ad
Gamification
Curation
Vidéo
RTM / SEO

POEM

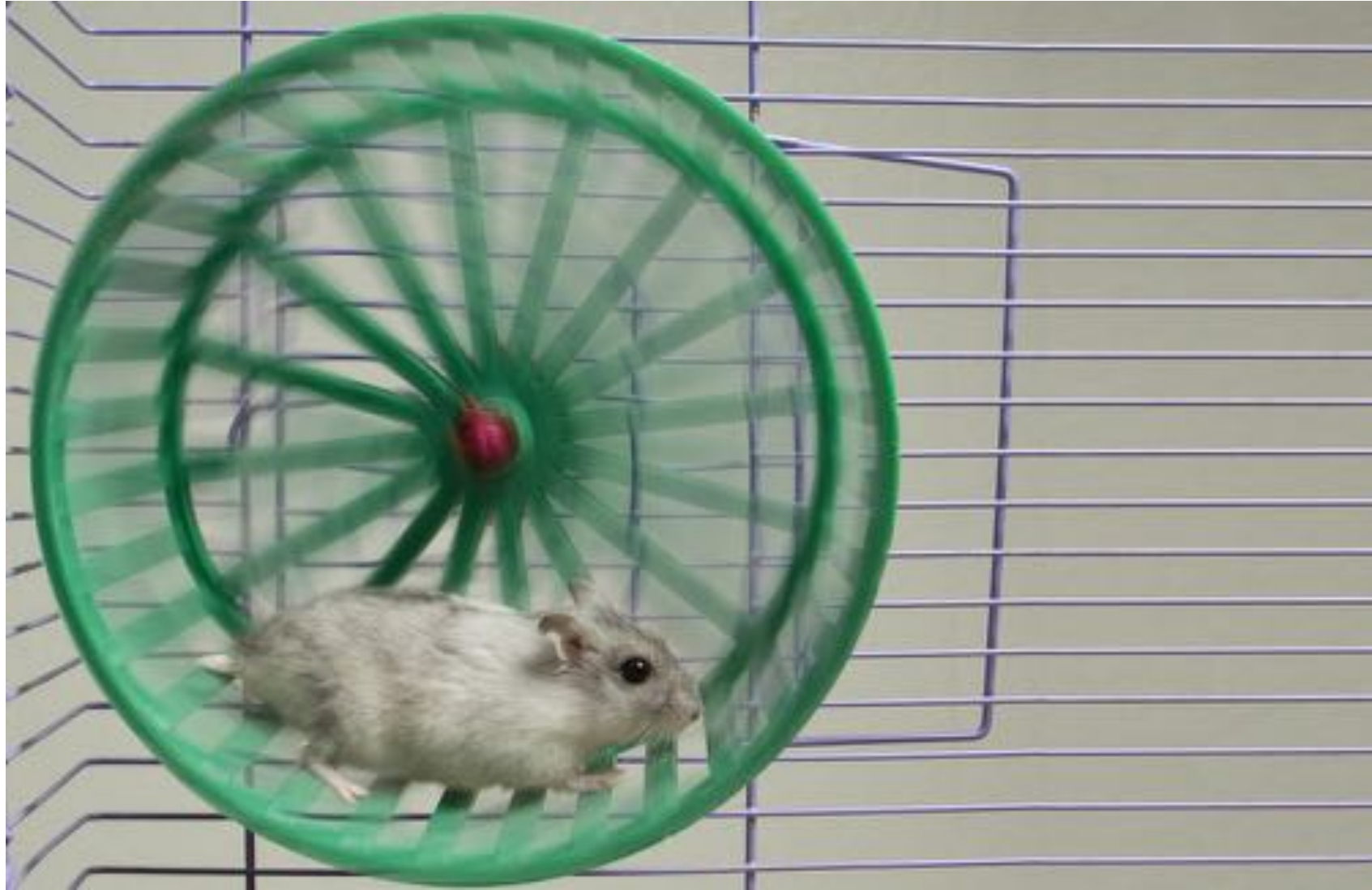
3

LOVEMARKS

Respect du lecteur
Respect du client
Fidèle au-delà du
raisonnable



Syndrome du Hamster





EXCELROOM
©2014 Excelroom, Inc.

G

Infobésité

L'hyper choix de l'utilisateur

Info snacking

ou

Digital Détox

ou

Séduction/Émotion/Premium = BC



Infobésité

Qualité

Lovemark



Avant / Après

PUB : faire passer un message

**BrandContent :
partager une expérience**



« Le brand content c'est
ce que devrait être la
bonne publicité »



« production de contenus
nouveaux par les
marques »

Hubert Kratiroff
(Les fonctions du marketing)



**Content is
king**



“Content is King”

Bill Gates, 1996



Context
is good

G

hk

Création de **contenu** :

UGC user generated content

experts (indépendant,
marque, consultant)

artistes (ponctuel, récurrent)

influenceurs (...)



la marque est média

prévision 2016



...avant une
marque faisait des
pubs, aujourd'hui
elle fait des romans



HK, prévision 2017



> TÉLÉCHARGER LA COUVERTURE

> FEUILLETER LE LIVRE



Twitter

Like 3

COLLECTIF

Lady

Ouvrage collectif d'Adam Gopnik, Cécile Guilbert, Nelly Kapriélian, Camille Laurens, Alexander Maksik, Anthony Marra, Éric Reinhardt et de Colombe Schneck. Les textes d'Adam Gopnik, Alexander Maksik et Anthony Marra ont été traduits de l'anglais par Carine Chichereau.

Hors série Littérature, Gallimard

Parution : 02-02-2017

Les Éditions Gallimard ont proposé à cinq auteurs français et trois auteurs américains d'écrire librement une nouvelle autour du sac comme objet littéraire. Centré sur le sac Lady Dior, objet de mode devenu icône, chaque texte offre au lecteur une vision singulière où les mots jouent habilement avec cet objet de désir.

Cécile Guilbert offre une drolatique et brillante petite phénoménologie du Lady Dior. Adam Gopnik décrit l'obsession de sa femme américaine pour un objet qui symbolise le luxe français. Camille Laurens invente une tendre histoire d'amour dont le sac se révèle être le magicien. Alexander Maksik dresse un somptueux portrait de Paris. Anthony Marra propose une fable sociale autour de la possession d'un objet de rêve. Éric Reinhardt retrace la fabrication d'une commande spéciale dans les usines de Florence. Colombe Schneck a trouvé au Lady Dior une étrange fonction, un abri pour un homme qui ne sait pas encore aimer. Nelly Kapriélian ose décrire les femmes de...

[Lire la suite](#)

128 pages, 140 x 205 mm
Achevé d'imprimer : 01-12-2016

Genre : Nouvelles et récits Catégorie > Sous-catégorie : Littérature française > Nouvelles et récits

Époque : XX^e-XXI^e siècle

ISBN : 9782070178964 - Gencode : 9782070178964 - Code distributeur : A17896

StoryTelling

NoStory : NoBusiness





Best StoryTelling ever
veni vedi vici

second StoryTelling
asteroide B612





Playlist (20 talks)

The most popular talks of all time

Are schools killing creativity? What makes a great leader? How can I find happiness? These 20 talks are the ones that you and your fellow TED fans just can't stop sharing.



Watch now



Add to list



Favorite

Share this playlist



TED Talks are free thanks to support from



Playlist (20 talks): The most popular talks of all time



Ken Robinson

Do schools kill creativity?

Sir Ken Robinson makes an entertaining and profoundly moving case for creating an education system that nurtures (rather than undermines) creativity.

TED Talks are free thanks to our partners & advertisers

Let's write the future with buildings that care.

[FIND OUT MORE](#)



Simon Sinek

WHY





TIME
TEXT
IMAGE



TIME
TEXT
IMAGE



TIME
TEXT
IMAGE



TIME
TEXT
IMAGE



TIME
TEXT
IMAGE



TIME
TEXT
IMAGE



TIME
TEXT
IMAGE



TIME
TEXT
IMAGE



TIME
TEXT
IMAGE

G



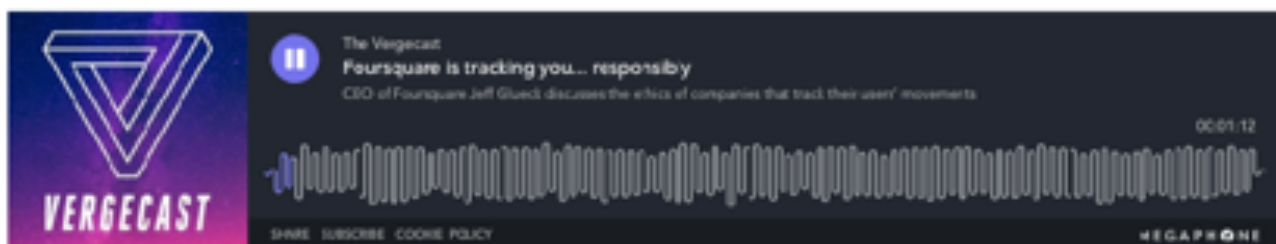
Podcasts

THE VERGECAST

Hosted by Nilay Patel, Dieter Bohn, and Paul Miller with appearances from the rest of *The Verge's* diverse and wide-ranging staff, *The Vergecast* is the only show you need to make sense of the week in tech news. Published weekly, it gives an irreverent and informative look at what's happening right now (and next) in the world of technology and gadgets.

In addition to the Friday show audiences know and love, Nilay Patel is now hosting a second weekly episode interviewing major figures from the tech world. Recent guests have been Microsoft president and chief legal officer Brad Smith, Sonos CEO Patrick Spence, Ford Autonomous Vehicles President and CEO Sherif Marakby, and Public Knowledge senior counsel Meredith Rose.

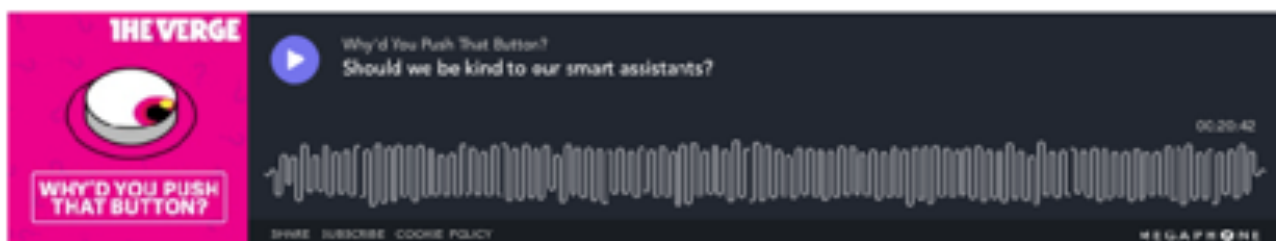
Subscribe on [Apple Podcasts](#) | [Google Podcasts](#) | [Spotify](#) | [Pocket Casts](#) | [RSS](#)



WHY'D YOU PUSH THAT BUTTON?

Hosted by *The Verge's* Ashley Carman and *Vox.com's* Kaitlyn Tiffany, *Why'd You Push That Button?* is a podcast about the choices technology forces us to make, featuring interviews with consumers, developers, friends, and strangers. It asks the hard, weird, occasionally dumb questions about how your tiny tech decisions impact your social life, like swiping on dating apps, leaving negative restaurant reviews, or indiscriminately liking celebrity photos on Instagram.

Subscribe on [Apple Podcasts](#) | [Google Podcasts](#) | [Spotify](#) | [Pocket Casts](#) | [RSS](#)





to classify data and qualify it.

the
programmatic
society_

LES DMP ONT-ELLES TENU LEURS PROMESSES ?

DID DMPs KEEP THEIR PROMISES?

SPONSOR

mediarithmics

GE the message



GRENOBLE
ECOLE DE
MANAGEMENT
TECHNOLOGY & INNOVATION

our partner



Episode 1



The NSA has tasked the Cypher Group with decoding a verified alien message that has plagued codebreakers for decades. In this episode, Nicky introduces the members of the Cypher Group and "The Message" to the world in her podcast Cyphercast.

Released 10/4/15

Episode 2

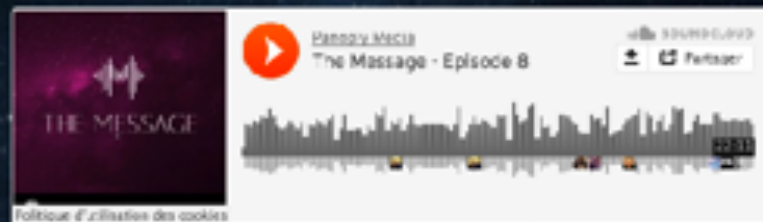


New details about The Message are revealed as the group embarks on their journey to decode it. How will they do it? What does it take? What do they need to know? What is The Message? All of your questions answered in this episode of The Message. CAUTION: LISTEN AT YOUR OWN RISK

Released 10/11/15

Episode 8

The group creates a plan that will help them find an answer, but puts a team member's life in greater danger. Even at the expense of their team, they continue pushing their plan further to solve the mystery of The Message.



Released 11/21/15

Volvo Trucks - The Ballerina Stunt (Live Test)



Data

16



Storytelling

Conference & Awards

A group of cyclists in various colored jerseys (blue, black, white) are racing on a road bike. They are wearing helmets and sunglasses, and are leaning forward in a racing posture. The background is slightly blurred, suggesting motion.

native advertising 101

TSLM KRATIROFF



LEARN MARKETING

TENDANCE EN

PLEIN ESSOR

LE MEILLEUR

BRAND-CONTENT



A man with dark hair and a black t-shirt is shown from the chest up. He is holding a black microphone in his right hand and pointing his left index finger towards the right. He has a serious expression and is looking slightly upwards and to the right. The background is plain white.

IDRISS ABERKANE

**Économie
de la
connaissance**



Build Something Great

Welcome to Blueprint, Facebook's global training and certification program, designed to help businesses reach their own goals their own way. From online learning to live events to certification opportunities, Blueprint is here to help your business see its best results.



Sign up for a free account & gain access to our certification courses | Get started today ▶

What do you want to learn today?

🔍 Search our docs and learning resources

Search



Get certified.

Show the world that you mean business.



Watch our training videos.

Learn HubSpot at your pace, on your schedule.



View HubSpot Projects.

Achieve your goals using multiple HubSpot tools.



GAMIFICATION



NPS (Net Promoter Score) développé par Fred Reichfeld (Bain & Co) en 2003 Harvard Business Review

NPS
Net Promoter
Score



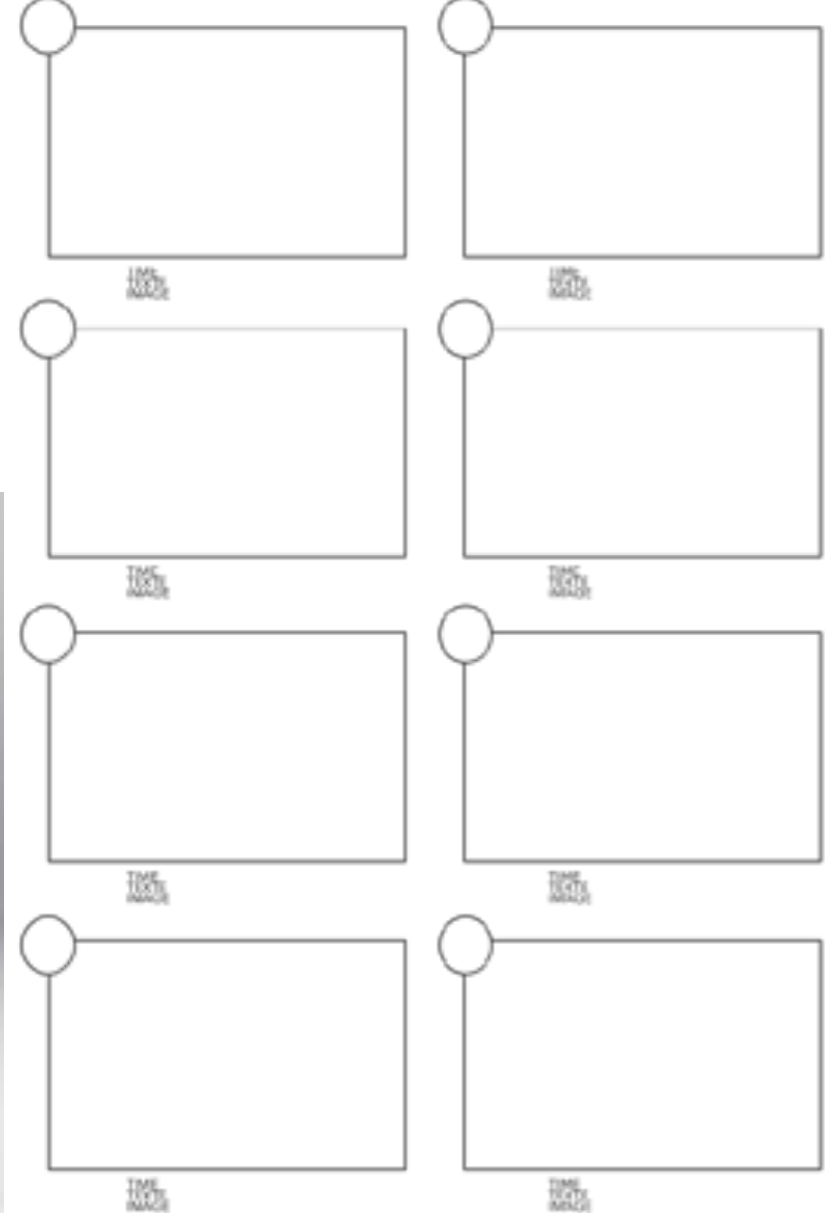
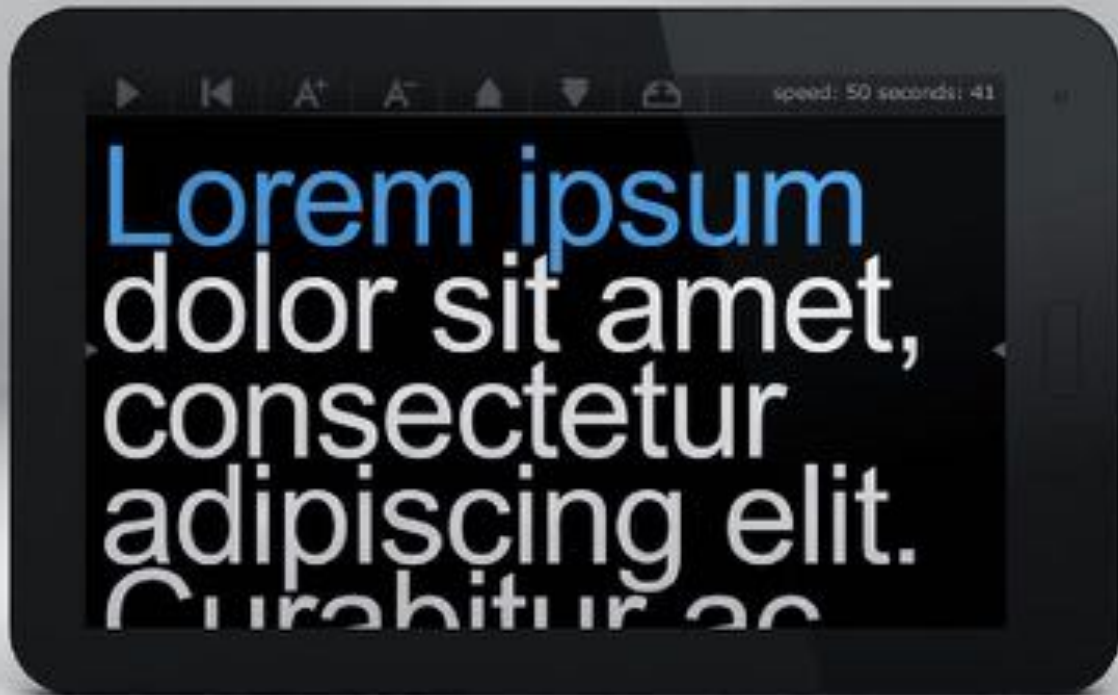
Ce qu'il faut retenir / Key takeaway

- 1/ Calcul : $(9+10) - (0 \text{ à } 6)$ (sans 7 et 8)
- 2/ Question décalée : conseillerez-vous ?
- 3/ Fréquence : trimestrielle

Vidéo Verticale



Prompter



CURATION

Verbe : curer !

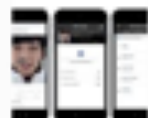
Curation de contenus

Sélection + Agrégation +
Éditorialisation + Contextualisation +
Enrichissement + Partage

=

Curation





modern marketing

Curated by *kratiroff*

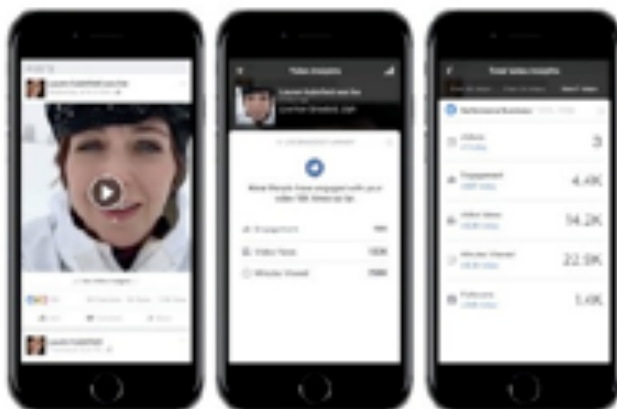
Paste a link to create a new scoop



Scoop without link | Upload your own document | Get suggestions

Scooped by *kratiroff*

Live Desktop Broadcasts, Mid-Roll Video Ads & More: 7 Facebook Changes You May Have Missed

Scooped by *kratiroff*

Le monde en 2022 selon IBM

From [www.ladn.fr](#) - January 16, 2:37 PM

"À la lecture des tendances d'IBM pour 2022 on frissonne. Autant d'excitation que de peur. L'entreprise prévoit que dans 5 ans, grâce aux avancées technologiques, une grande partie de l'invisible sera visible."

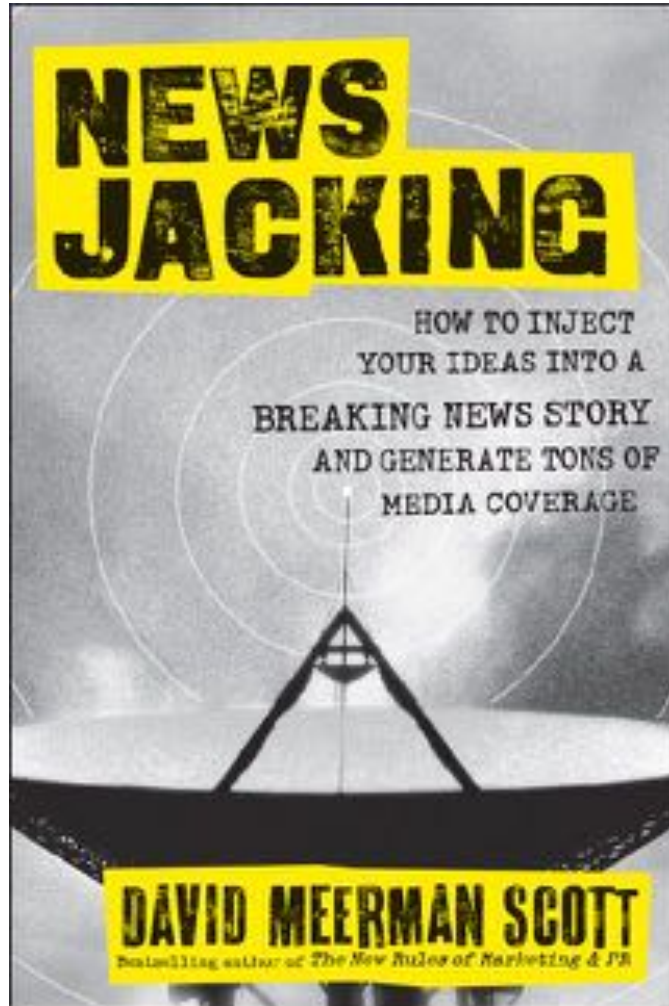
Scooped by *kratiroff*

'We're the Uber of X!'

From [www.entrepreneur.com](#) - January 5, 10:38 AM

"A contributor of the story on that can't wait to become 'the Uber' of

NewsHacking



1/3 curation
1/3 recyclage
1/3 nouveau
content



Conférence de rédaction



CONTENT DISTRIBUTION

POEM

...

POES M

G

POES m

Paid

Owned

Earned

Shared

Média & Marketing



PAID

Achat d'espace

Displays

Liens sponsorisés

Programmation & RTB



OWNED

propriété de l'annonceur

website

catalogue

print

newsletter

emailing



EARNED

**Ensemble des retombées générées
gratuitement par une marque**



SHARED

**Earned via les partages de réseaux sociaux
(retweet, like ...)**



Empreinte digitale



CONTENT STRATEGY



PAID

- Bannière
- PPC
- Mobile adv
- App
- ...



OWNED

- Websites
- Mobile sites
- APP
- Proprietary blogs
- Video
- Data Planning
- E-mail Marketing
- SMS & Mobile



EARNED

- Social média
- Word of mouth
- Forum
- News PR
- Bloggers



Stop

Paid media

Media passif

Client passif

G

GO

Earned media

Media participatif

Client VRM

G

Key TakeAways

ce qu'il faut retenir



Paid (-)
Owned (+)
Earned (++)



INSPIRING IDEAS AND TALENT*

ET SI L'HUMAIN FAISAIT LA FORCE ?

* For more information visit www.grenoble-em.com



**GRENOBLE
ECOLE DE
MANAGEMENT**

TECHNOLOGY & INNOVATION

UNIVERSITY

CCI GRENOBLE

GRENOBLE-EM.COM

Se poser les bonnes questions, apprendre à résoudre des problèmes qui n'existent pas encore et croire en ses rêves : c'est l'expérience unique que vous propose Grenoble Ecole de Management.

Une expérience humaine, entrepreneuriale et digitale, pour inspirer un monde où business et société ne font qu'un.



GRENOBLE | PARIS | LONDRES | HONGKONG | PÉKIN | SINGAPOUR | CASABLANCA

FIN