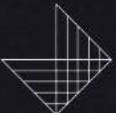




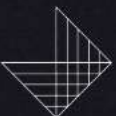
Storytelling in the Platform Age

DCN Content Everywhere | Steve Rubel, Edelman | May 2017



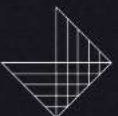
A platform is “an application (or service) that has direct access and a relationship with the consumer.”

-Rich Greenfield, analyst, BTIG



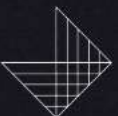
Overview

- Great Inversions
- Strategic Implications
- Practical Inspirations



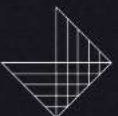


Great Inversions



“Trust and attention —
these are the scarce items in a post-scarcity world.”

-Seth Godin





Inversion of Trust

Institutions see declines in trust

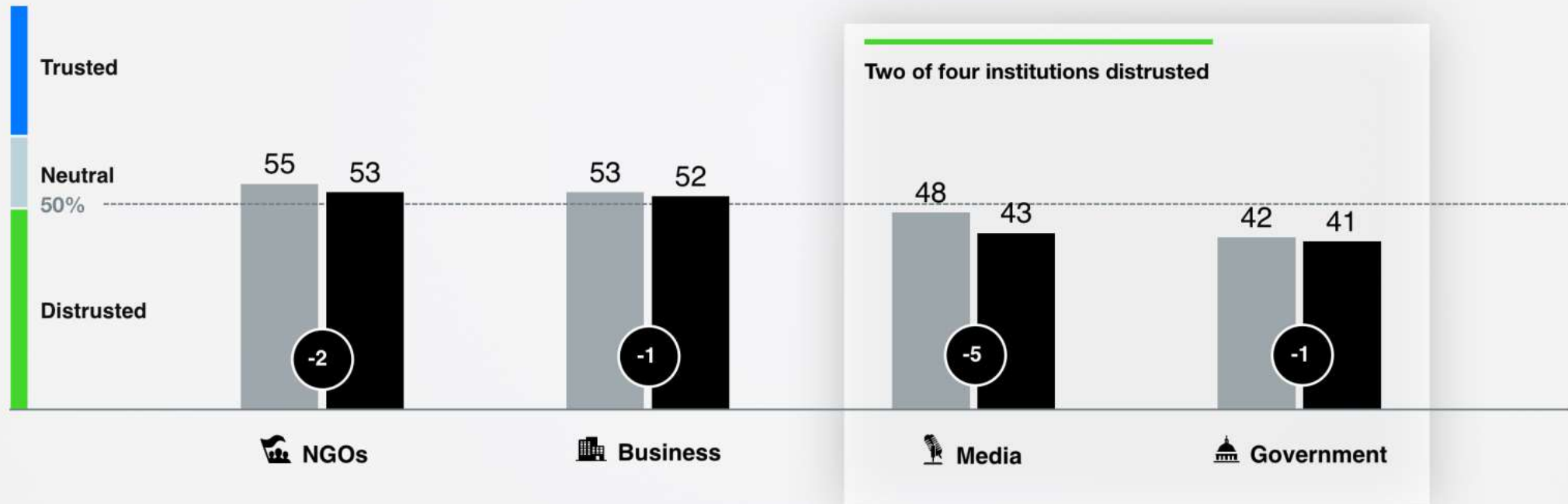
Trust in media is at a low. It's seen as elitist

Peers are more trusted than pros

Trust in All Four Institutions Declines

Percent trust in the four institutions of government, business, media and NGOs, 2016 vs. 2017

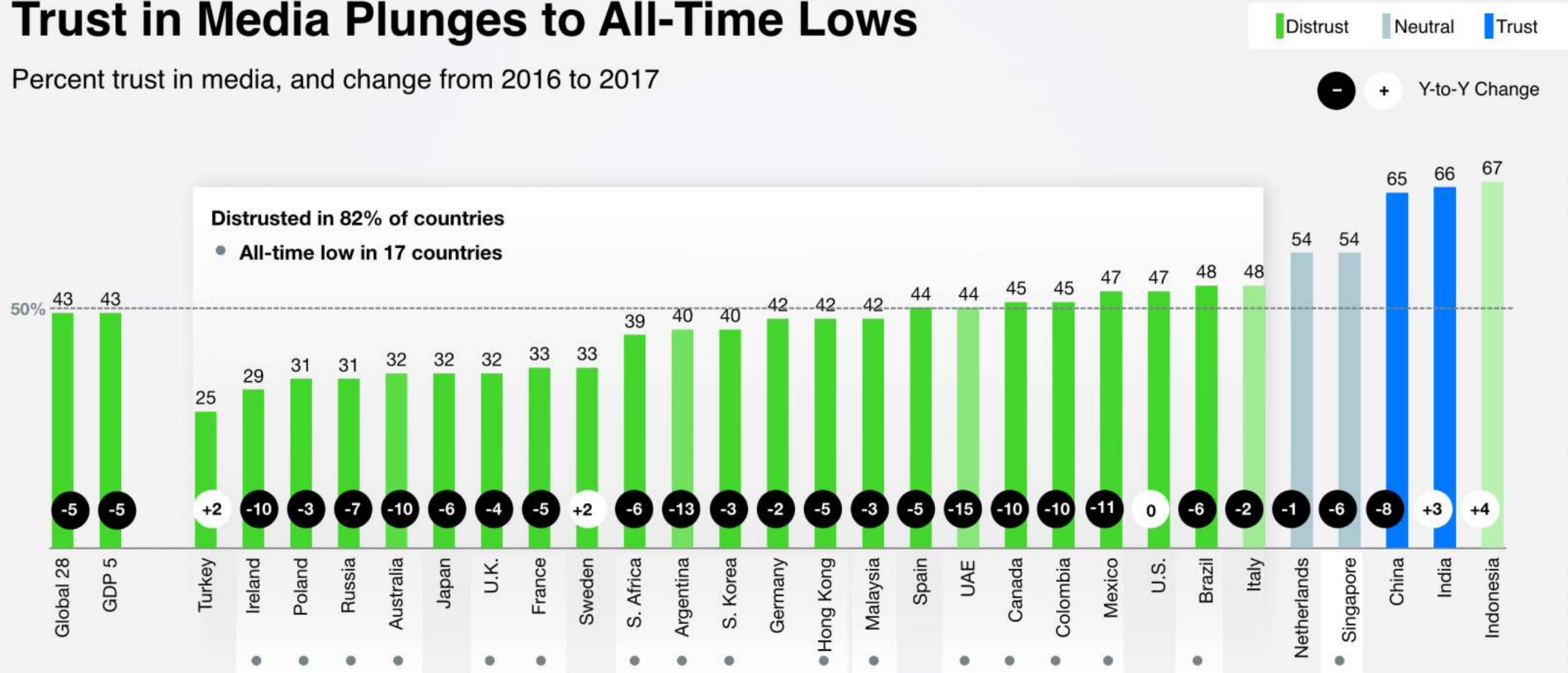
2016 2017



Source: 2017 Edelman Trust Barometer Q11-620. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) General Population, 28-country global total.

Trust in Media Plunges to All-Time Lows

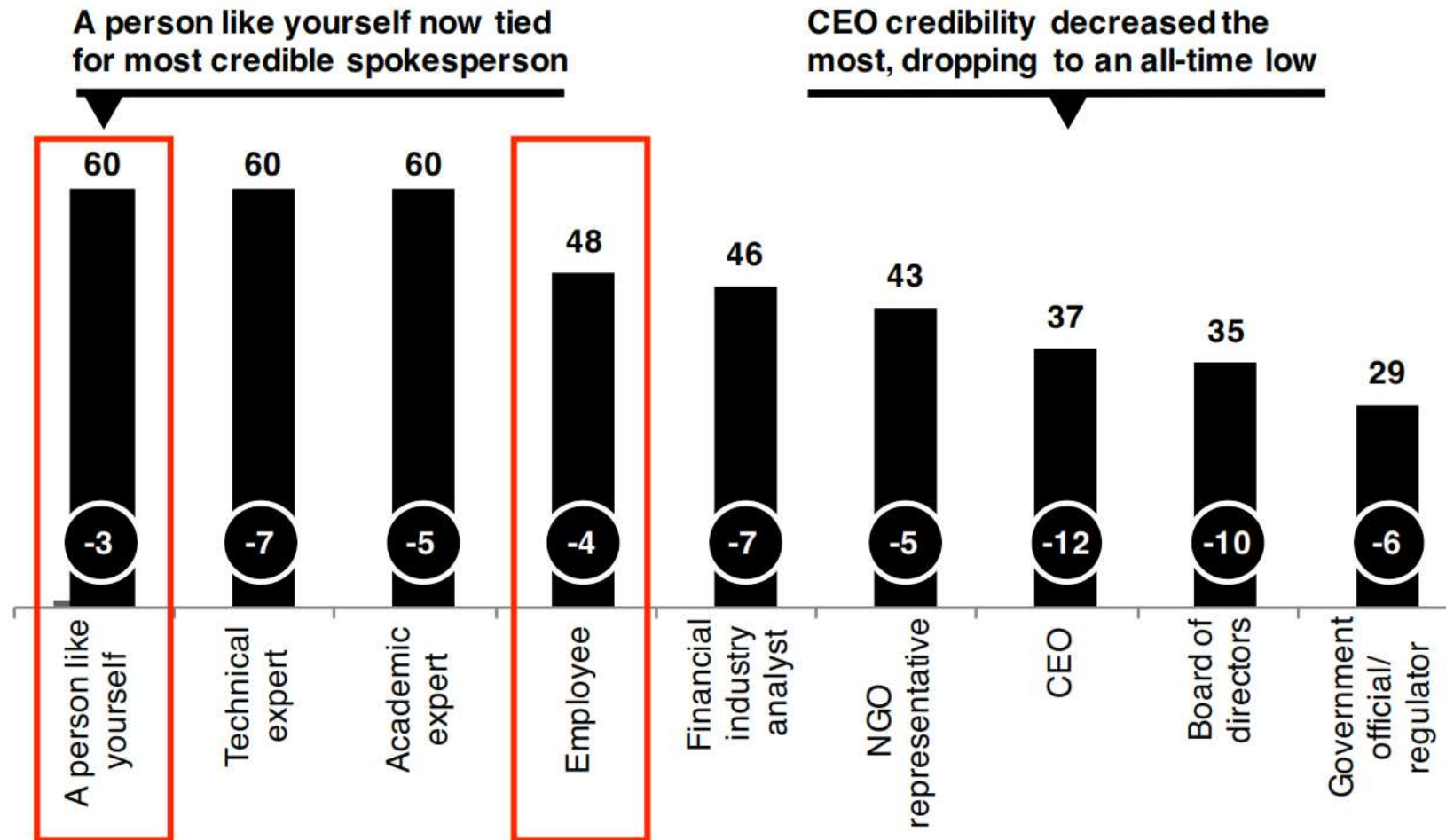
Percent trust in media, and change from 2016 to 2017



Source: 2017 Edelman Trust Barometer Q11-620. [TRACKING] [MEDIA IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) General Population, 28-country global total.

GDP 5 = U.S., China, Japan, Germany, U.K.

– + Y-to-Y Change

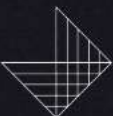


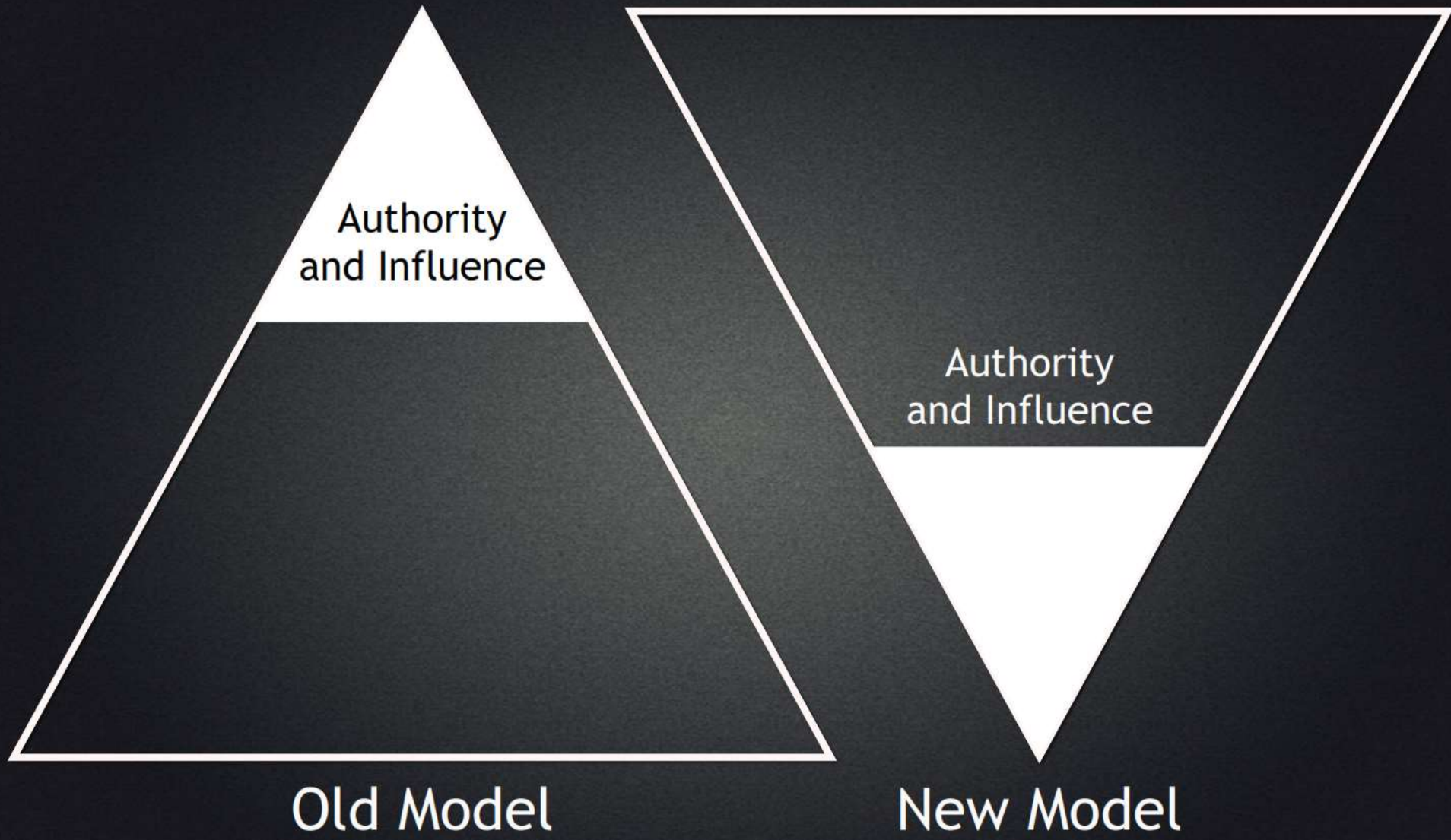


Inversion of Influence

The traditional pyramid has been up-ended
Influence now sits in the general population

Companies need to be seen as “with the people” rather than “for the people”



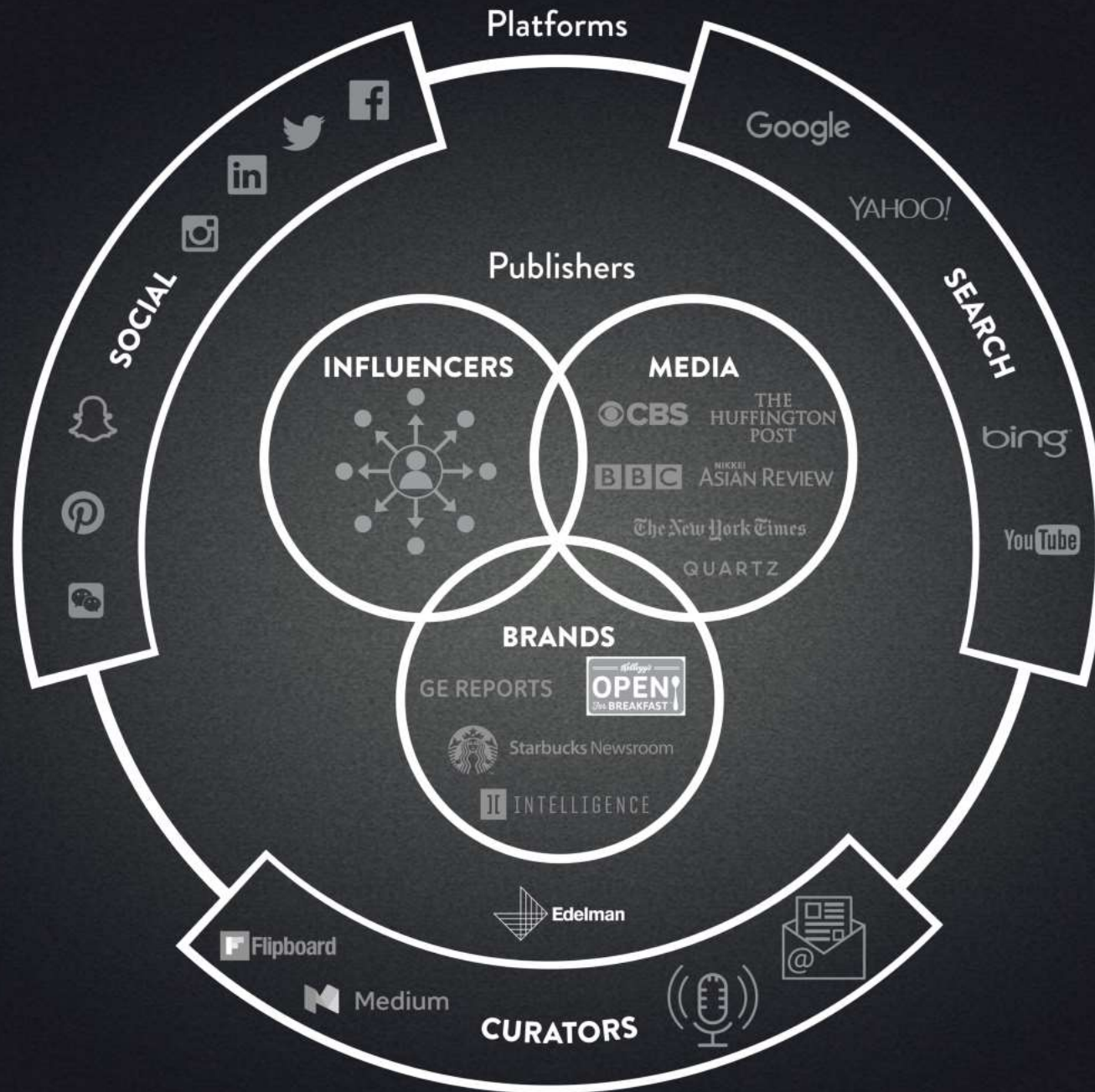




Inversion of Power

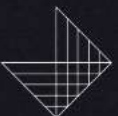
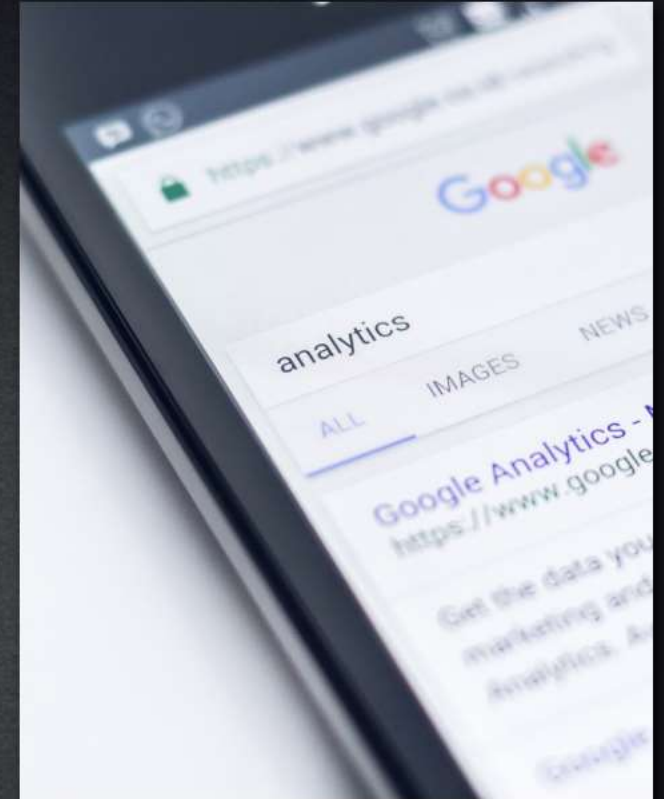
- Content is king, but distribution is King Kong
- Platforms are more powerful than publishers
- There are new arbiters of information





Platform Trends

- Social algorithms prioritize peers over pros
- Search traffic to content sites remains high
- Email newsletters are getting another look



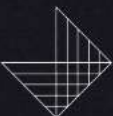


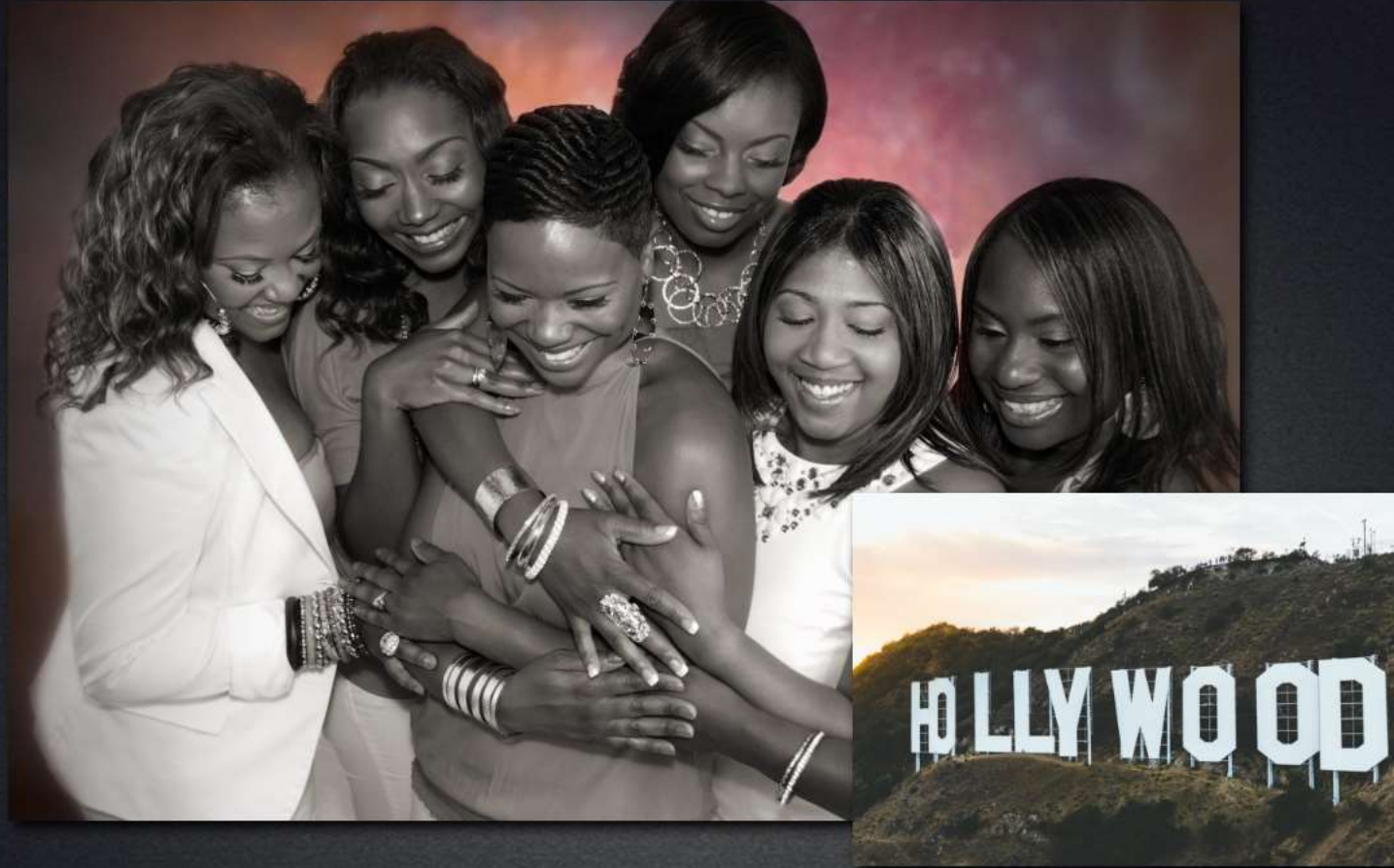
Journalist personalities embrace live video

Micro influencers build deeper relationships

Brands activate execs, employees in content

Publisher Trends



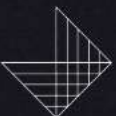


Faces and Franchises



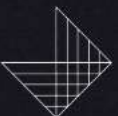


Faces



“The people who wrote the Bible were smart enough to know, tell them a story. The issue was evil in the world. The story was Noah.”

-Don Hewitt, creator, 60 Minutes





Sharers rather than authors more important on social media

By DAVID BAUDER Mar. 20, 2017 8:32 AM EDT



NEW YORK (AP) — The person who shares a news story on social media is the actual source in determining whether readers believe it, a study by the Media

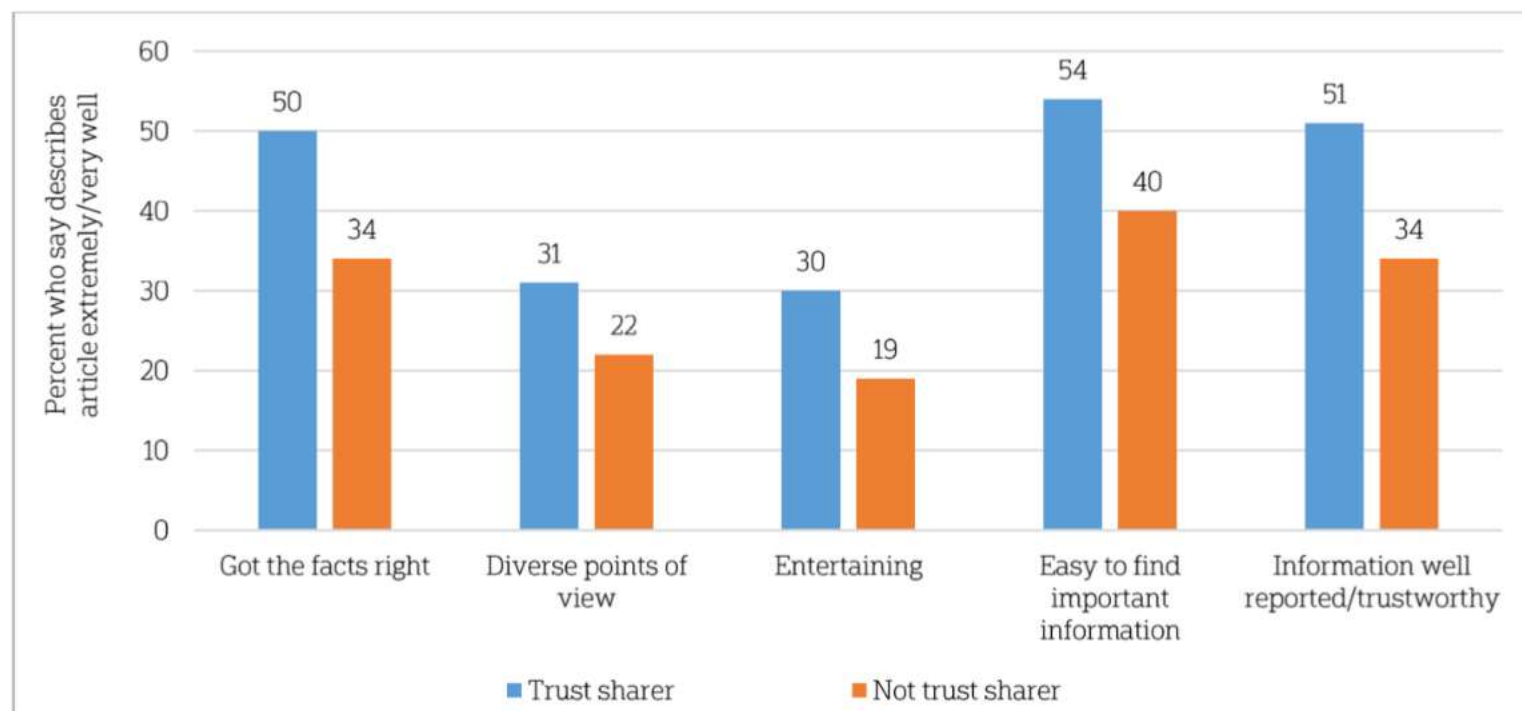
In a previous study, consumers said they paid greater heed to where the story was shared than to the author. The Media Insight Project, a collaboration between The Associated Press-NORC Center for Public Programs at the American Press Institute, set up an experiment that found something different.

News organizations are keenly interested in research that tracks consumer behavior in the social media world. Facebook was the top non-television source for election news about Donald Trump and Hillary Clinton in last fall's presidential campaign, according to a survey. Businesses grew to churn out false stories that people would share online.

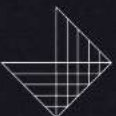
The Media Insight Project survey showed a post on a Facebook-like social media site about diabetes. The Associated Press was labeled as the story's author in the post for one half of participants while for the other half, the story was said to be from a fictional source. Half of the participants saw the story was shared by a public figure they had heard of, such as Oprah Winfrey or Dr. Oz. For the other half, the story was shared by a public figure they didn't trust.

Fifty percent of participants said the health story got the facts right when it was shared by someone they trusted, while only 35 percent said the same thing when they didn't trust the sharer. The pattern was nearly identical when people were asked if they thought the story was well-reported.

Those who see a social media post from someone they trust evaluate the article more positively than those who see one from someone they do not trust across a range of metrics.



- In the platform age, the echo chamber is real. Our worldview is often filtered by people we consider to be our proximate peers
- Professional publishers still matter, but this content is increasingly seen and trusted when it's shared by individuals vs by institutions
- Businesses should focus more on enabling credible faces such as journalists, influencers and employees who convene communities





Journalists convening social communities

Influencers engaging their true fans

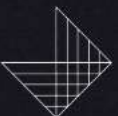
Employees creating content and relationships

Activate with Faces



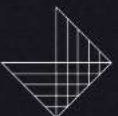


Franchises



“Everything we do is about brands and franchises.”

-Jay Rasulo, former CFO, Walt Disney Company





nytimes.com

'Beauty and the Beast' Clobbers Record With \$170 Million Opening - The New York Times

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'Beauty and the Beast' Clobbers Record With \$170 Million Opening

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Review: 'Song to Song,' Terrence Malick's Latest Beautiful Puzzle

MOVIES

'Beauty and the Beast' Clobbers Record With \$170 Million Opening

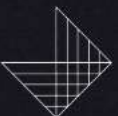
By BROOKS BARNES MARCH 19, 2017

f t p e ↻ |



Dan Stevens as the Beast and Emma Watson as Belle in Disney's live-action adaptation of "Beauty and the Beast." Disney, via Associated Press

- In the platform era, content is infinite, attention is finite and content consumption is in sound bites
- Hollywood, however, successfully navigated a similar dynamic by creating extended story franchises that are managed as brands
- Businesses too should consider investing long-term in signature content assets that are similarly consistent and even anticipated



Start with Story

- Mirror Hollywood: build brand-name content
- Take a longer view and embrace consistency
- Plan prequels, sequels and “requels”



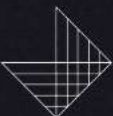


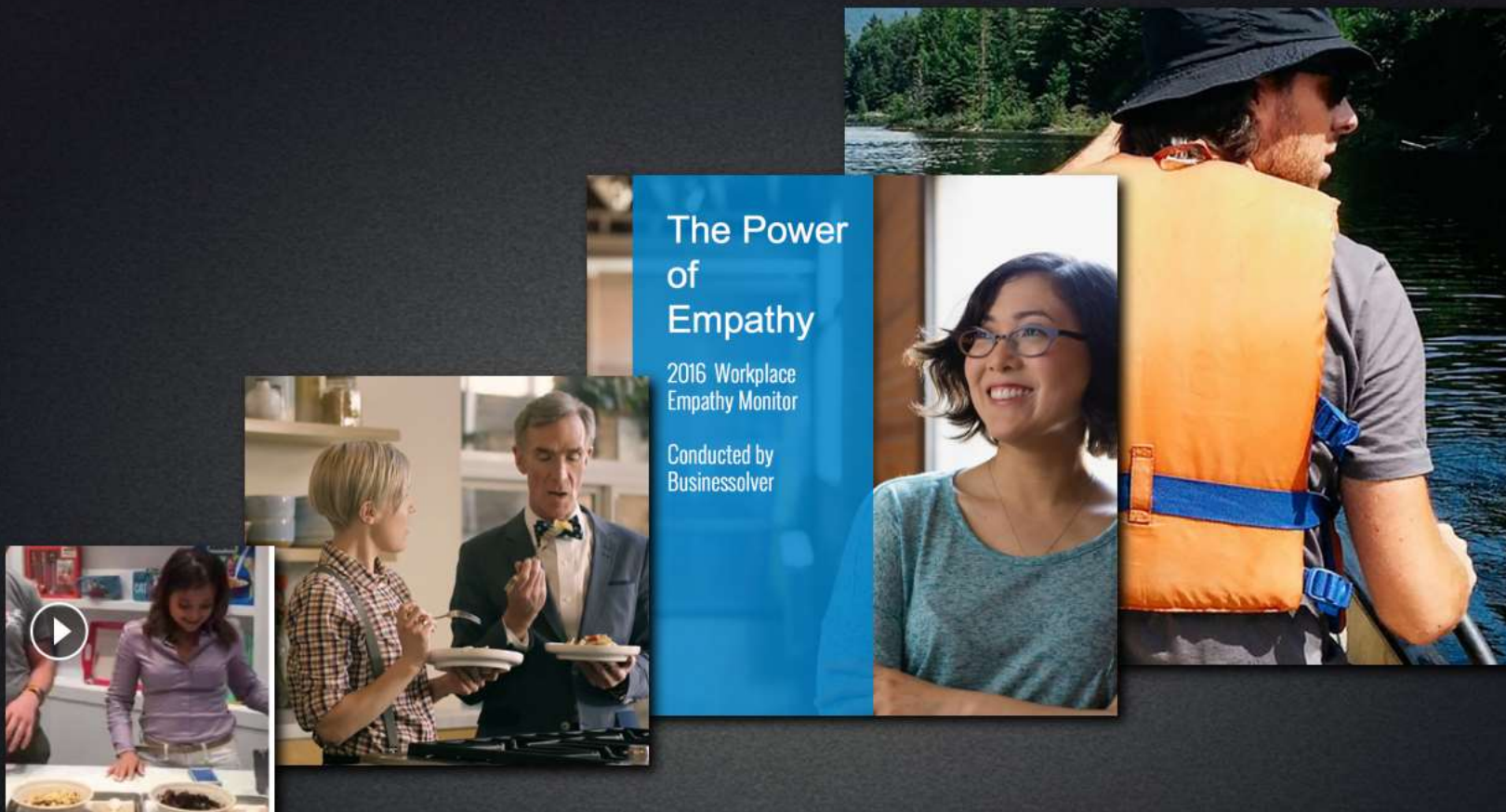
Intellectual property with a unique view

Serialized content that is audience centric

Social experiences that are digital & physical

Activate with Synergy





Practical Inspirations



TWEETS

89.4K

FOLLOWING

1,425

FOLLOWERS

1.22M

LIKES

4,173

LISTS

1



Kara Swisher

@karaswisher

Runs @Recode and finally an employee of someone named Jim.

San Francisco

recode.net

Joined May 2007

3,079 Photos and videos



Tweets

Tweets & replies

Media

Pinned Tweet

Kara Swisher

@karaswisher · 15h

Business as usual in Trump's America: 13 Men, and No Women, Are Writing New G.O.P. Health Bill in Senate



Divided Senate Republicans Turn to Health Care With a Rough Road ...

The Republicans working on a bill to replace much of the Affordable Care Act do not include a woman or the moderates who could determine its fate

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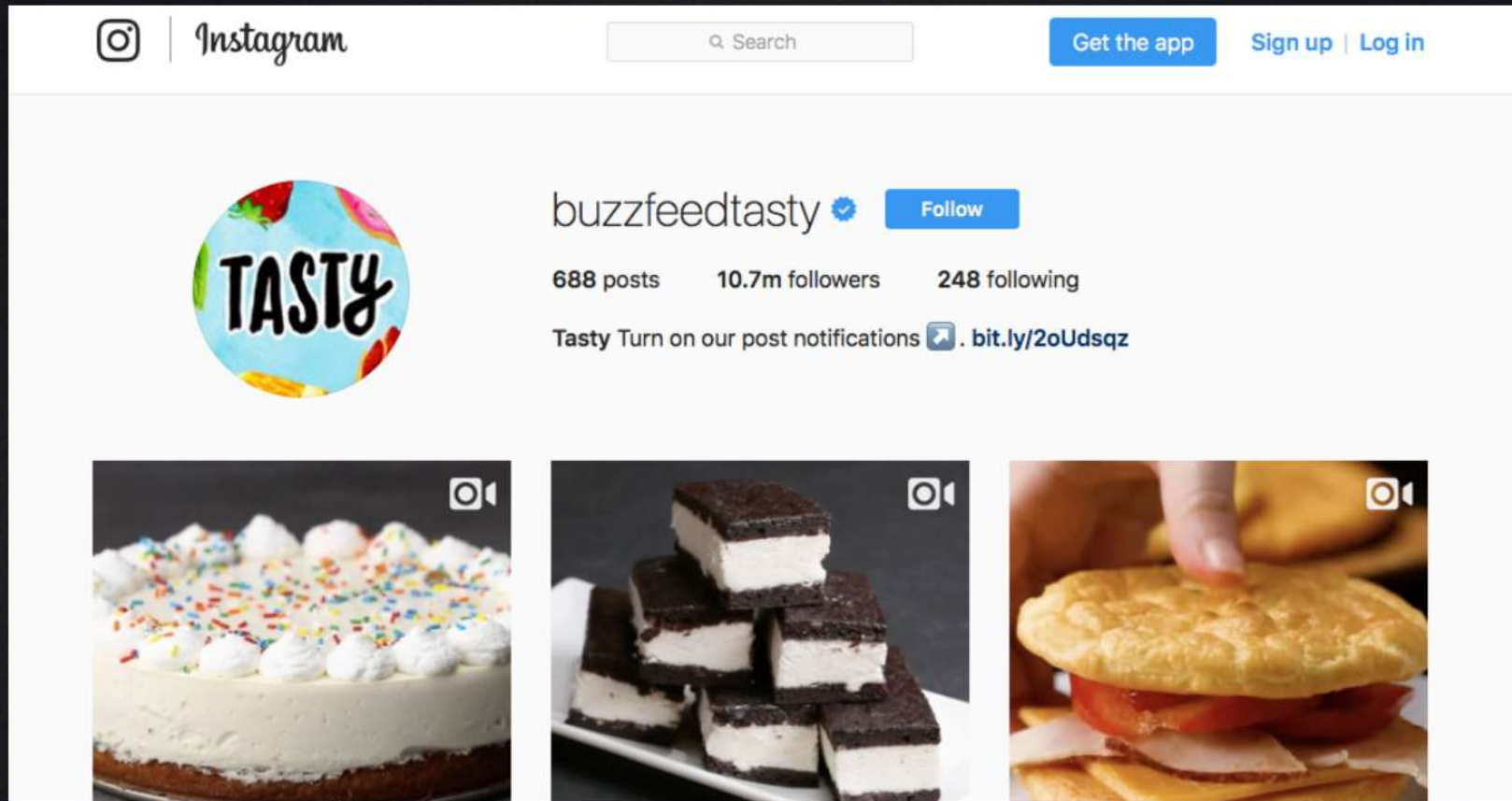
dick costolo

@dickc

Vox Media

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30



Buzzfeed Tasty



Starbucks Upstanders



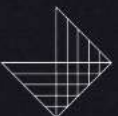


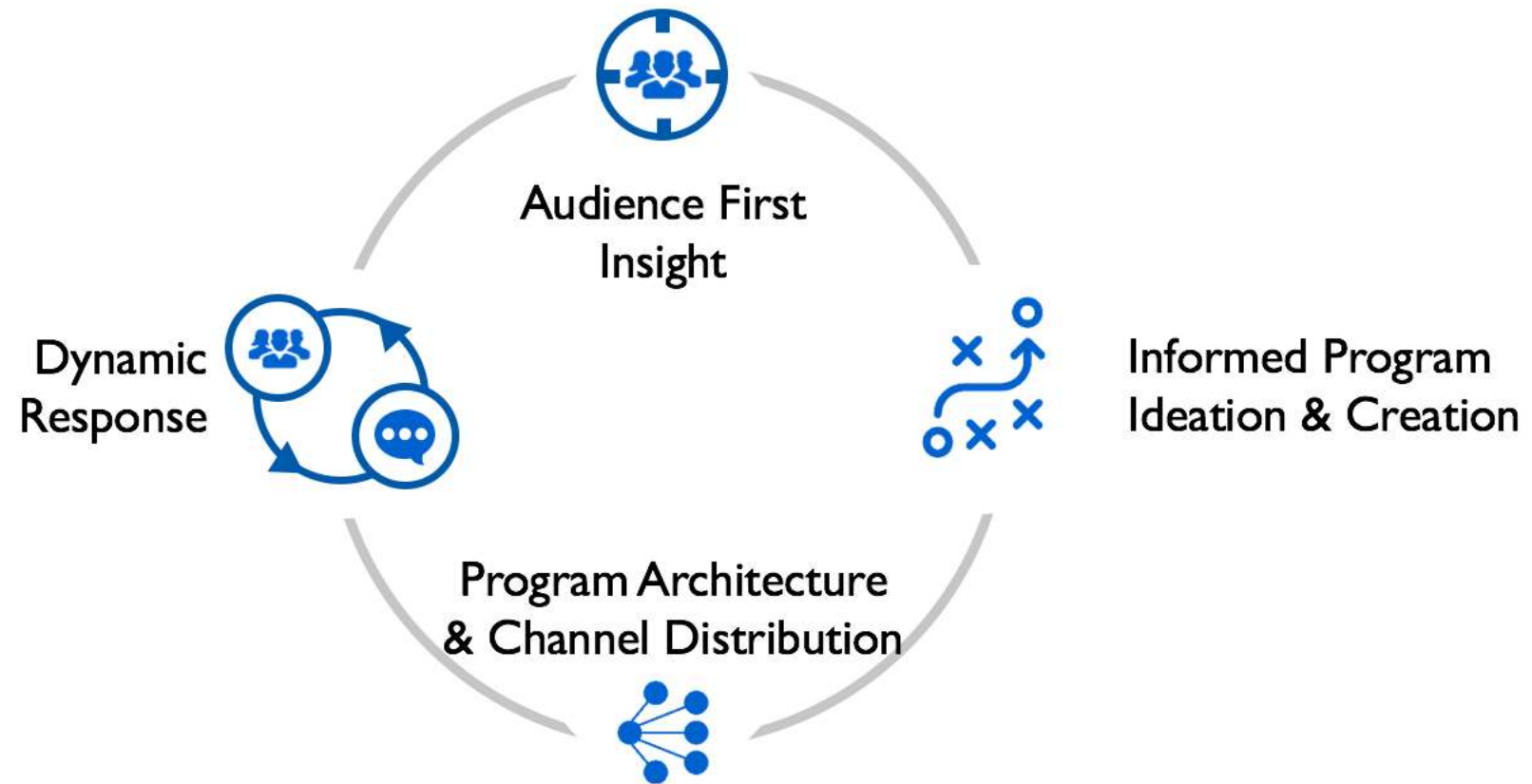
Faces and Franchises

Activate faces who can convene communities

Build and grow franchises that establish consistency and are managed like brands

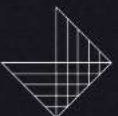
Infuse both with an audience-first approach





Discussion

- Who are the faces that you can activate with and through?
- What are or could be your story franchises?
- What type of new distribution strategies do you need to embrace?



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