

DCN POWER OF BRANDS CONFERENCE

Best-In-Class Consumer Marketing Practices

BLOOMBERG MEDIA

Presented by Roma Vakil
October 25th, 2017



A BIT ABOUT ME...



**Bloomberg
Media**

**The
Street**



IBM®



PRINT MEDIA: THE CASE FOR CHANGE

-50%

decline in print ad revenue from 2011 through 2017

+160%

growth in online ad revenue from 2011 to 2017

PAID SUBSCRIPTION SERVICES ARE GROWING RAPIDLY...

Subscription Businesses Are Exploding With Growth



Richard Kestenbaum, CONTRIBUTOR

Former editor, fashion, consumer behavior and consumer products. [FULL BIO](#) ✓
Opinions expressed by Forbes Contributors are their own.



Washington Post digital subscriptions soar past 1 million mark



by Brian Steiler @briansteiler

September 26, 2017, 4:54 PM ET



The Washington Post is marking a milestone in its transition from being a local print newspaper to a national news website.

MEDIA

[CONSUMER](#) | [RETAIL](#) | [AUTOS](#) | [FOOD AND BEVERAGE](#) | [RESTAURANTS](#) | [FASHION](#) | [GOODS](#)

New York Times subscription growth soars tenfold, adding 132,000, after Trump's win

Matthew J. Belvedere | Michael Newberg

Published 10:32 AM ET Tue, 29 Nov 2016 | Updated 11:38 AM ET Tue, 29 Nov 2016



EVOLVE OR DIE

**Shifting from an ad-driven
model to a paid subscription
model**

The importance of leveraging best-in-class
consumer marketing practices to drive paid
subscriptions



HOW TO BREAKTHROUGH...



CUSTOMER
OBSESSION



PERSONALIZATION



CULTURE OF TEST &
LEARN

1. CUSTOMER OBSESSION

**"The most important single thing is
to focus obsessively on the
customer. Our goal is to be the
earth's most customer-centric
company"**

- Jeff Bezos

BRANDS THAT DO IT WELL...



CUSTOMER OBSESSION

the principles for a customer-centric organization

KNOW YOUR CUSTOMER

who they are and
what matters most to
them

FLAWLESS EXPERIENCE

invest in creating
friction-less, simple,
and intuitive
experiences

DELIGHT

identify moments
where you can
exceed expectations
and create brand
ambassadors

2. PERSONALIZATION



PERSONALIZATION

principles for success

DATA-DRIVEN

mine data to
understand & predict
customer behavior

TIMELY

identify moments
where you can deliver
a relevant message at
the right time

THOUGHTFUL

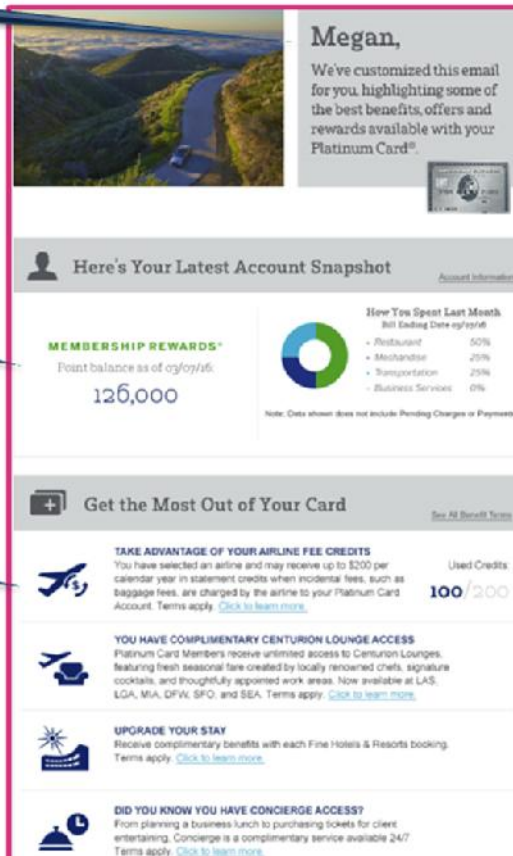
carefully balance the
customer's privacy vs.
delivering a
customized message

EXAMPLES OF PERSONALIZATION DONE WELL

Name Personalized

Points Balance & Spend Categories

Customized Summary of Benefits Usage



Megan,

We've customized this email for you, highlighting some of the best benefits, offers and rewards available with your Platinum Card®.

Here's Your Latest Account Snapshot

MEMBERSHIP REWARDS*

Point balance as of 09/09/16:

126,000

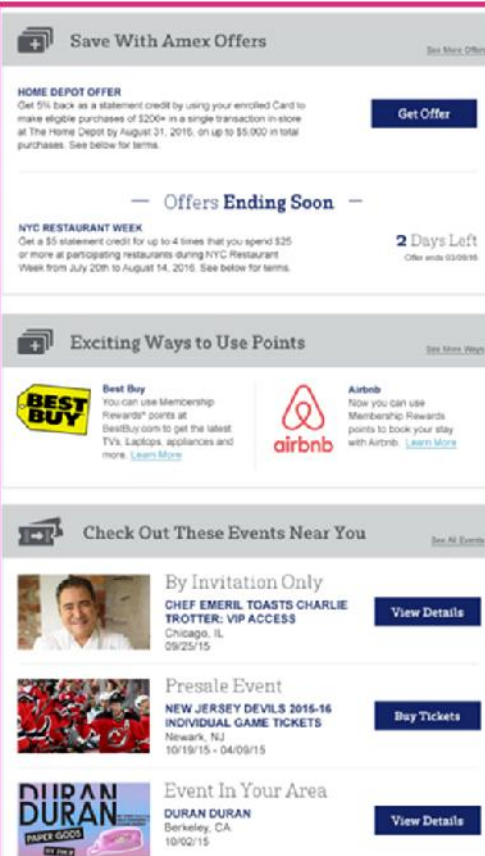
How You Spent Last Month
Bill Ending Date: 09/09/16

Spend Category	Percentage
Restaurant	50%
Mechandise	25%
Transportation	25%
Business Services	0%

Note: Data shown does not include Pending Charges or Payments.

Get the Most Out of Your Card

- TAKE ADVANTAGE OF YOUR AIRLINE FEE CREDITS**
You have selected an airline and may receive up to \$200 per calendar year in statement credits when incidental fees, such as baggage fees, are charged by the airline to your Platinum Card Account. Terms apply. [Click to learn more.](#)
- YOU HAVE COMPLIMENTARY CENTURION LOUNGE ACCESS**
Platinum Card Members receive unlimited access to Centurion Lounges, featuring fresh seasonal fare created by locally renowned chefs, signature cocktails, and thoughtfully appointed work areas. Now available at LAX, LGA, MIA, DFW, SFO, and SEA. Terms apply. [Click to learn more.](#)
- UPGRADE YOUR STAY**
Receive complimentary benefits with each Fine Hotels & Resorts booking. Terms apply. [Click to learn more.](#)
- DID YOU KNOW YOU HAVE CONCIERGE ACCESS?**
From planning a business lunch to purchasing tickets for client entertaining, Concierge is a complimentary service available 24/7. Terms apply. [Click to learn more.](#)



Save With Amex Offers

HOME DEPOT OFFER
Get 5% back as a statement credit by using your enrolled Card to make eligible purchases of \$200+ in a single transaction in-store at The Home Depot by August 31, 2016, on up to \$5,000 in total purchases. See below for terms. [Get Offer](#)

Offers Ending Soon

NYC RESTAURANT WEEK
Get a \$5 statement credit for up to 4 times that you spend \$25 or more at participating restaurants during NYC Restaurant Week from July 20th to August 14, 2016. See below for terms. **2 Days Left**
Offer ends 03/09/16

Exciting Ways to Use Points

BEST BUY
You can use Membership Rewards® points at BestBuy.com to get the latest TVs, laptops, appliances and more. [Learn More](#)

airbnb
Now you can use Membership Rewards points to book your stay with Airbnb. [Learn More](#)

Check Out These Events Near You

By Invitation Only
CHEF EMERIL TOASTS CHARLIE TROTTER: VIP ACCESS
Chicago, IL
09/25/15 [View Details](#)

Presale Event
NEW JERSEY DEVILS 2015-16 INDIVIDUAL GAME TICKETS
Newark, NJ
10/19/15 - 04/09/16 [Buy Tickets](#)

Event In Your Area
DURAN DURAN
Berkeley, CA
10/02/15 [View Details](#)

Countdown of Offer End Date

Offers Based on Spend Patterns

Local Events

3. CONTINUOUS TEST & LEARN

"If you double the number of experiments you do each year, you're going to double your inventiveness"

- Jeff Bezos

THE MICROPLANE EXAMPLE



CONTINUOUS TEST & LEARN

principles for success

CULTURE

celebrate the
successes and the
failures

SPEED IS BETTER THAN PERFECTION

test a "good enough"
product & iterate as
you learn

SHARE BEST PRACTICES

foster sharing of
insights (good and
bad) across the
organization

BLOOMBERG MEDIA: BUSINESSWEEK RELAUNCH



A grayscale background image showing a person in mid-air, jumping over a mountain range. The person is positioned on the left side of the frame, with their arms and legs extended. The mountains are in the background, and the sky is filled with clouds. Overlaid on this image is the text 'THANK YOU!' in large, bold, red capital letters. The text is centered horizontally and spans most of the width of the image.

**THANK
YOU!**

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October 25th, 2017