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Media Management – Best Practice
Second Screen – Get the dialogue started



some facts



some facts

Career For-Profit:

- since 07/13 Foundation “memory of city”, projectmanagement&fundraising – cause of collapsed archive of Cologne in 2009
 - since 06/13 lecturer at IST Management University: Sporteconomics Basics, Merchandising
 - since 11/12 lecturer at DSA - Deutsche Sportmanagement Akademie: CSR in Sports, Teammanagement
 - since 10/12 lecturer at IBA-University of Cooperative Education: sports-facility-management, strategic marketing, Sport-Event-Management
 - since 08/12 founder of “Marketing Minds” agency for marketing support in sports and more industries
 - since 11/12 lecturer at IST Studieninstitut: Eventmanagement;
 - since 06/12 founder of “Eventköpfe” event-agency for organizing (sport-)events
 - since 03/12 lecturer for sponsoring at Macromedia University for Media and Communiation (MHMK) Cologne
 - since 01/12 co-founder “Foundation Sport Meets Charity e.V.” – position CEO
 - since 11/08 initiator and co-founder of entrepreneurship „Sport Meets Charity“ www.SportMeetsCharity.de
 - since 04/98 project manager (events, sponsoring and pr)
- some references:* German Sport University Cologne, Microsoft Deutschland AG, SC Bayer 05 Uerdingen e.V., Schwarz Pharma Deutschland AG, Sanol GmbH, UCB Pharma GmbH, Jaguar and Land Rover Deutschland,
- 05/95 – 05/08 member of the Institute of Sport Economics and Sport Management of German Sport University Cologne





some facts

Career Non-Profit:

- Since 2012 member of advisory board of “SportTreff”-Networking platform and foundation
- Since 2012 member of advisory board of “German Sportmanagement Academy” DSA
- Since 2008 member of advisory board of “Cube Sports” exercise and motion offer for kids
- Since 10/01 founding member and vice-chair (finance) of alumni club of Sport Economics & Sport Management of German Sport University Cologne





some facts

Career in Handball:

- 2014/15 5th league – same club like 1993 – TV “Jahn” Wahn
- 2010 German Championships in University-Handball, **third** place (coach)
- 2010 European Championships of Universities, **forth** place (coach)
- 2009 German **Champion** in University-Handball (coach)
- 2008 European Championships of Universities, **third** place (player&caoch)
- 2006 German **Champion** in University-Handball (player&coach)
- 2002 Coach B-Lizenz (incl. 2nd league)
- 06/95 – 12/07 Handball chairman of University of Cologne and German Sport University Cologne
- 1997 – 2007 3rd league
- 1993 – 1997 coach Kai Wandschneider (meanwhile he is coach 1st league Wetzlar)
- 1990 4th league (goalkeeper)
- 1977 Started playing handball in Dannenberg (goalkeeper and more)





Second screen – what is it?

Question to all.





1st screen – tv, most of all

2nd screen – tablet or smartphone or pc

1st screen is the top offer – e.g. a movie or a top sport event

2nd screen is in association with this first offer
same time – different channel





1st screen – where your attention is focused on
2nd screen – attending programme

1st screen – could be also the live event (handball
match in sport arena)

2nd screen – could be facebook, twitter,
instagram, (mobile) homepage or team app





Case in point Super Bowl 48 (boring)

Facts about Twitter & Super Bowl 48:

- 24.9 million total Tweets about the Super Bowl (up from 24.1 million the year prior)*
- Tweets peaked at the time Richard Sherman returned the second half opening kickoff for a touchdown with 381,000 tweets per minute.*





Case in point Super Bowl 48 (boring)

Facts about Twitter & Super Bowl 48:

There were 583,152 tweets about Super Bowl ads.



53 Alan Reynolds @Alan_D_Reynolds · Feb 2

Neat commercial from #Microsoft focusing on the benefits of technology and not on buying the new thing #tcoo #adbowl

📍 from Houston, TX

↩ Reply ↻ Retweet ★ Favorited ↩ Scoop.it ⋮ More





Case in point Super Bowl 48 (boring) Facts about Twitter & Super Bowl 48:

*Budweiser was the most discussed advertiser while
Go Daddy was the most engaged*



K 45 Hadassah Hannah @hadassahhannah · Feb 2

Good spot from @Budweiser boy, girl, horse, puppy; and no dialog, just visual storytelling! #brandbowl #SB48 #adbowl

Expand

Reply

Retweeted

Favorited

Scoop.it

More





Case in point Super Bowl 48 (boring)

Facts about Twitter & Super Bowl 48:

*There was obviously a tremendous amount of activity on Twitter: conversation about the Super Bowl (including the game, halftime show, and brands) reached 25.3 million tweets by **5.6 million authors**, equating to **1.8 billion impressions** and a **unique audience of 15.3 million accounts**.*





Case in point Super Bowl 48 (boring)

Facts about Twitter & Super Bowl 48:

Bad, there was JC Penney who tried too hard with their #tweetingwithmittens campaign. It did get people talking, but not in a good way.

A screenshot of a Twitter thread. The top tweet is from user Mallory Richardson (@malrich10) on Feb 2, mentioning a tweet by @laurenkgray about JC Penney being annoying and tagging @buzzfeedandrew. Below it are three replies from Kia Motors America (@Kia), JCPenney (@jcpenny), and another JCPenney tweet. The bottom of the screenshot shows a 'View photo' link and interaction icons for the main tweet.

 **63 Mallory Richardson** @malrich10 · Feb 2
Greatness. "@laurenkgray: JCPenney is just being annoying. Good job Kia. pic.twitter.com/Cbv9XFQzhS via @buzzfeedandrew. #brandbowl #adbowl"

 **Kia Motors America** @Kia · 6m
Hey @jcpenny need a designated driver?
Expand Reply Retweet Favorite More

 **JCPenney** @jcpenny · 15m
Toughdown Seadawks!! Is sSeattle going toa runaway wit h this???
Expand Reply Retweet Favorite More

 **JCPenney** @jcpenny · 50m
Who kkmew this was ghiong tob e a baweball ghamle. #lowsscorinh 5_0
Expand Reply Retweet Favorite More

 View photo Reply Retweet **Favorited** Scoop.it More



Case in point Super Bowl 48 (boring)

Facts about Twitter & Super Bowl 48:

With the constant evolution of social media, you will see Twitter get more share of the events & experience part of the pie. The platform provides a quick, easy way for people to come together to share an experience.

source: <http://memarketingservices.com/2014/02/12/twitter-sporting-events-love/>
Mandy Edwards On February 12, 2014





Why is it a good idea to develop your 2nd screen offer?

Because it is a good opportunity to get in direct touch or dialogue with your stakeholders, e.g. fans, sponsors or other interested persons

The target group in the age of 14-29, most of them consume media via smartphone, tablet or pc. They do not even have a tv any more.





Second Screen becomes First Screen

22.05.14

Study: advertising effect mobile

By OMS and eyesquare

95 percent during watching TV use their Smartphones, Tablet or Computer as Second Screen.

62 percent use often or everytime a 2nd screen.

86 percent during watching TV use their Smartphone as Second Screen.

57 percent are using their Smartphone often or everytime during comercial breaks

By using 2nd screen 65 percent of their main attention is on 2nd screen not on tv!!!

Source: Susann Rönisch: <http://www.ibusiness.de/aktuell/db/676613SUR.html>



Eye Tracking





Motivation

- Community spirit – want to be a part of the community, via chat
 - creating the programme via votings
 - searching for further informations for their lifes
 - bridge over boring content
- Converganz Monitor 2013, TNS (n=1.503)



Types of users

1 DER BEGEISTERTE

Insgesamt hohe Mediennutzung;
Antrieb: Teil der öffentlichen
Meinung werden



Enthusiastic – want to be part of public opinion (leadership)

Types of users

2 DER KOMMUNIKATOR

Nutzung von Social Media;
Antrieb: Kommunikation auf
emotionaler Ebene



Communicator – want to be part of it on an emotional level

Types of users

3 DER ÜBERBRÜCKER

Nutzung bei Leerlauf
im Programm;
kaum Zapping

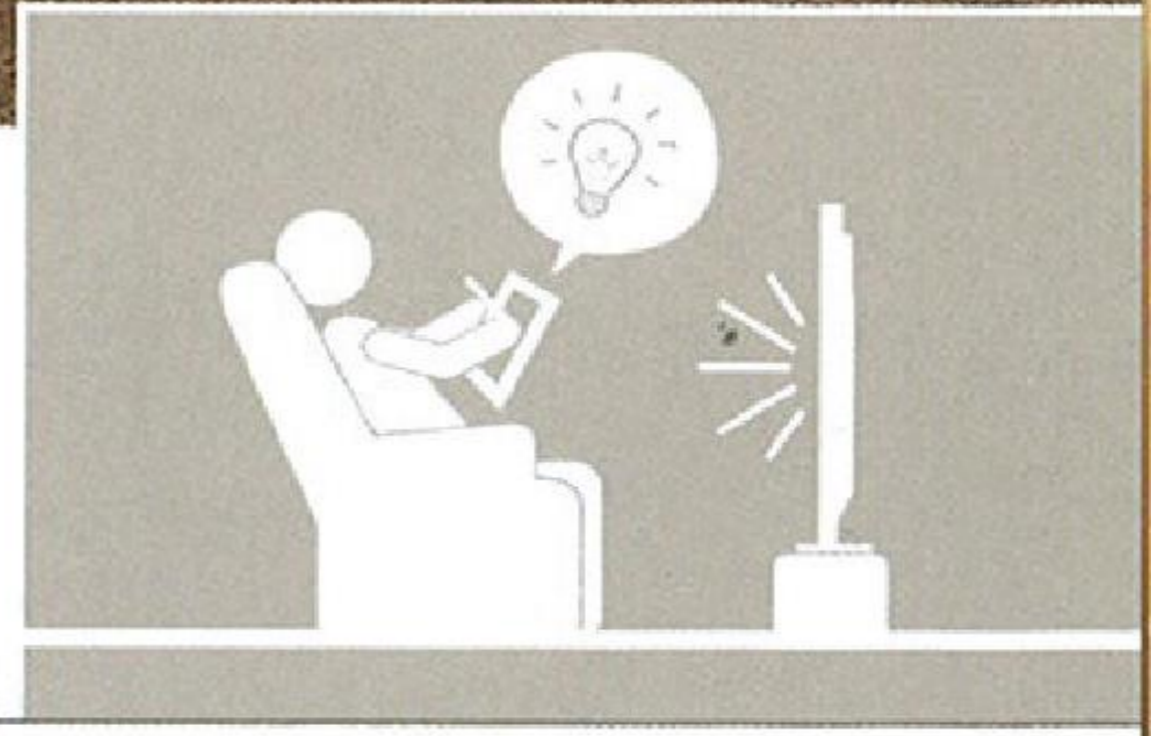


Jumper – only if progame is boring or „empty“

Types of users

4 DER WISSENSAMMLER

Rationale Nutzung;
Antrieb: Recherche,
Informationsbeschaffung

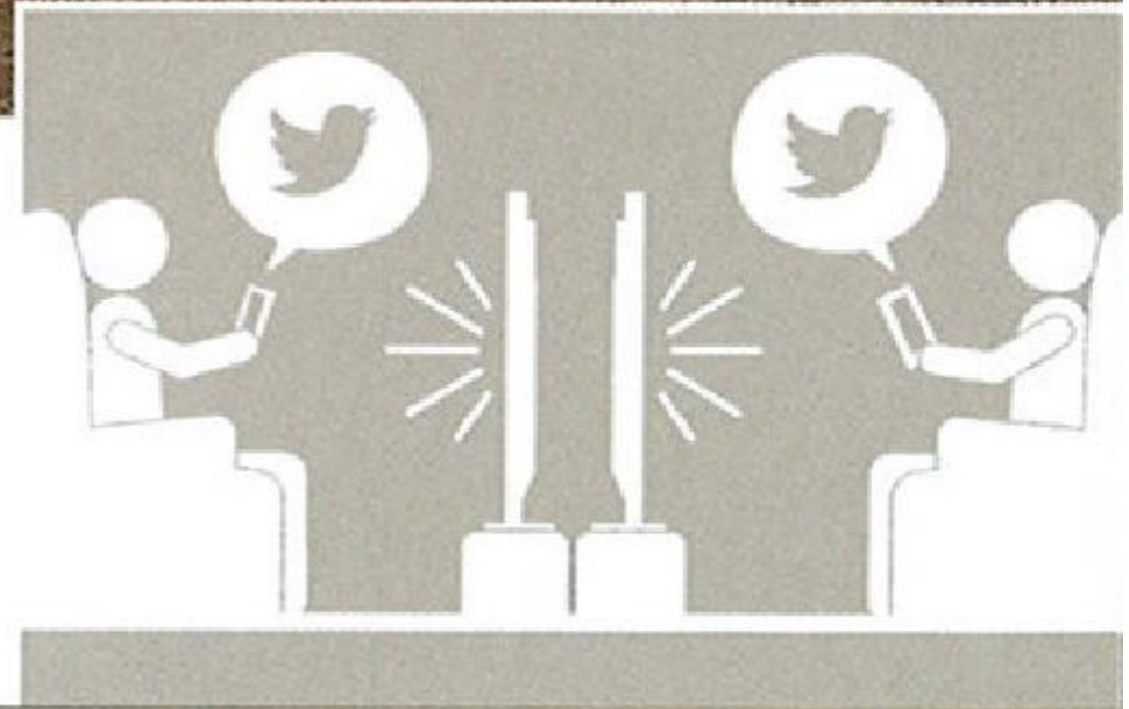


Knowledge collector – Source of information

Types of users

5 DER GEMEINSCHAFTSSUCHENDE

„Gemeinsam“ fernsehen und sich austauschen und dennoch in den eigenen vier Wänden sein



Searcher for Community – watching same content, getting dialogue, but still at home



Types of users

6 DER GELEGENHEITSNUTZER

Lediglich punktuelle
Second-Screen-Nutzung;
Generation 50+



Opportunity User– time to time, most in generation 50+ silver surfer ...



Why do you have to get your 2nd screen offer developed?





What are good reasons for it:

- Customer retention
 - handball is in competition with other leisure time activities (other sports or e.g. culture offers)
 - your aim is get the time and money of the crowd, spectators, fans, stakeholders etc.
 - you will be talk of town (getting new sponsors)





What are good reasons for it :

- to extend the broadcast coverage
- to get in contact with more people over a longer time, your sponsors will reward this (question of your contract)





What are good reasons for it :

- you can create your own media rights of your own handball event
- you can sell those rights to tv station, produce your own pictures, or just deliver this material to tv-stations to bring handball in media.

Depends of your contracts with the league organisations, but for social media platforms like twitter, facebook, YouTube it should be possible.





What it needs (technical)?

Wideband channel for quick / fast internet

LTE (Long Term Evolution) standard of forth generation – speed 300 MB per second

UMTS (Universal Mobile Telecommunications System) – speed 42 MB per second

Why?

Necessary for short movies, live interviews in a good or brilliant quality.





Why?

To get along with many persons in same time
parallel





Radio - App

Worked very well in German Bundesliga – e.g. conference between different arenas or different spots in one arena.

Inclusion – intelligent offer for handicapped persons (blind or other handicaps), good citizenship





important

Every channel needs a different way of content means do not put same content in same packing easy in your channels

This is boring and not the way to communicate with or activate your fans through this channel





Important

Posts not time to time

Continuously

important for facebook algorithm and
timeline





important

Talk to them, show them an article/words – they will listen or read, but you do not know

Show them a picture – you will get them short

Give them a video – you will have them longer

Involve them – you will have them for „ever“





What do you offer?

Spectacular, sensational or dramatic scenes of the match. **EMOTIONS**

Exclusive content, e.g. interviews

e.g. club tv (internet) it is just a (simple) channel like in german basketball 1st league Beko BBL





What do you offer?

Player of the match

Goal of the match

Minister of defence

Your starting 7

Facebook posts, first 100 likes receive a free ticket for next match or discount for merchandising





VfL Gummersbach

Shortly after match (10-15 minutes) a player (Jörg Lützelberger) gave an exclusive interview to club press officer about his feelings after the match, how he interprets different developments during match, key scenes, maybe his own performance.

These interviews were embaded in club-facebook account, embaded in homepage, in app etc.





VfL Gummersbach

Results:

In first 90 minutes after match userstatistics showed a significant increase of users traffic on facebook, means discussion, questions, picture and/or video uploads.





Threats:

Important – you need to control this contentupload.

Danger of shitstorm

Do not answer to all senseless posts

Rules how to behave on your platform





Threats:

You have to involve your players
They have their own facebook accounts
Rules how to react to (critical) posts
Do not post internas from locker room
Do not post your worries





Opportunities:

- You can involve your sponsors
 - Presented by
 - or content (not only commercials)
 - a lottery ...
- attention
 - fans are sensitiv
 - sponsors are disappointed if there is no traffic





Without a match – e.g. off-season

You have to create added value
e.g. a new contract with a sponsor or player
1st announced over your channels

e.g. EHF – FINAL4 2015 Ticket Alarm





Professional Hangout (google+)

VIPs (e.g. former players) wellknown + popular were interviewed to fixtime before or after a match, implementing a fixtime day.

User/fans were invited to send theirs questions a priori.

EHF Media – JJ will let us know





Many thanks for your attention!

Axel Sierau

Marketing Minds – concepts and more

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