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33 yo - French

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OLD CONT INENT



1 Communication
is a real job

How do we talk
to people concretely? **4**

2 The rules of the game to
influence behaviour

Reaching people
where they are **5**

3 why do organisations
communicate?

Get into people's
shoes **6**

Advertising
529 billion dollars

Video games
115 billion dollars

Film industry
89 billion dollars

Music Industry
18 billion dollars

Marketing - it is not new

13

ADCVCVV



ATHA AINS ATTHA AINS

Pompeii - 1st century AD

**Communication
is a real job**

1

5.000 signals per day
commercial brands are winning

Kellogg's[®]



TWININGS

LAVAZZA

nutella







JUL • 60 •

GOOGLE **sells** for 50 billion dollars of
advertising space a year.



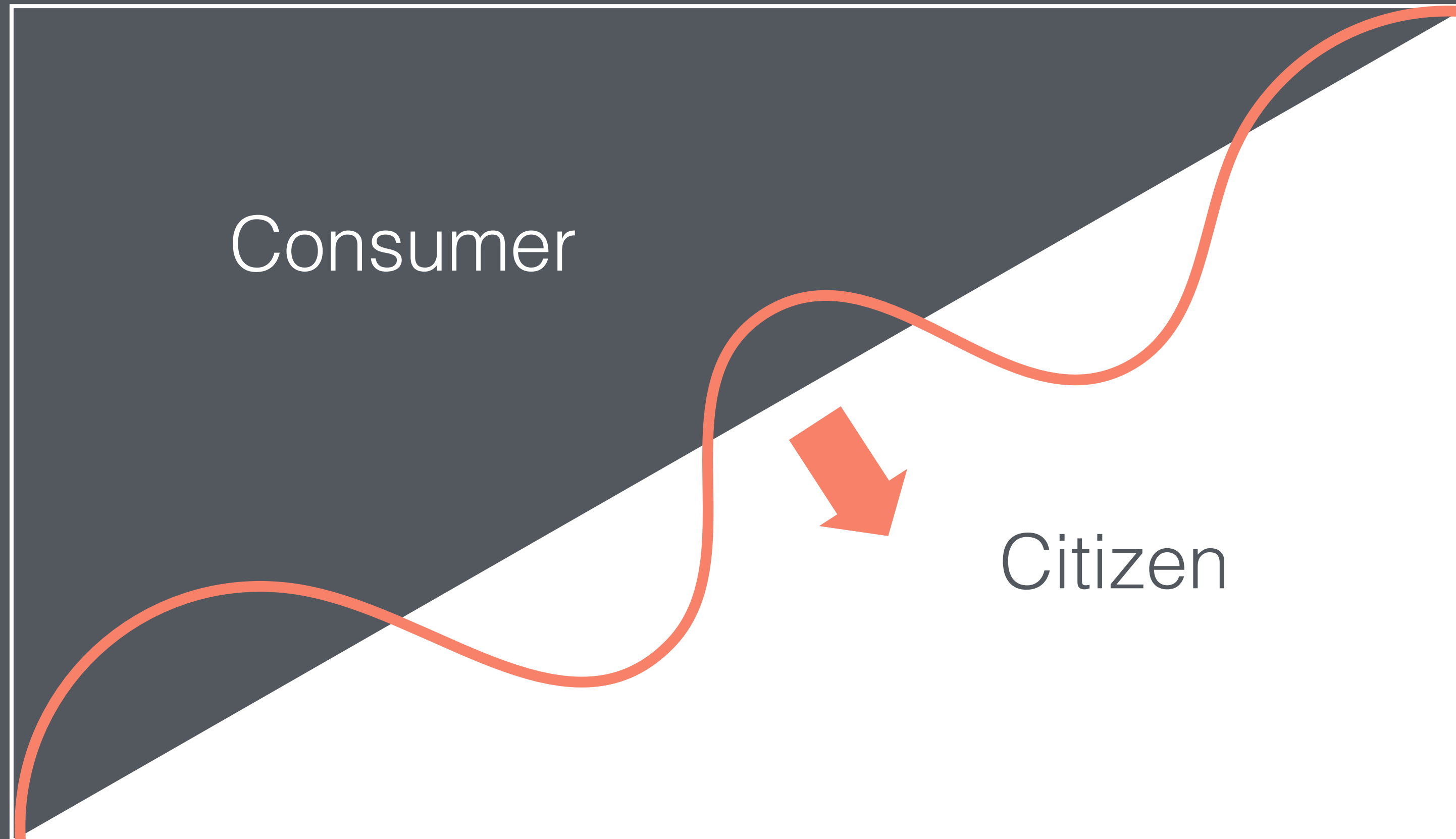
We cater to the need of 500 million people
for **free**.



Consumer

VS

Citizen



the competition

People working in advertising are the **cleverest**, most **strategic** and **creative** people you might ever meet.

Their job is to influence people's decisions to buy things.



influence

ROI

Advertising

Marketing PR

Press

Communication



the game

Communication is the business of
influencing behaviour

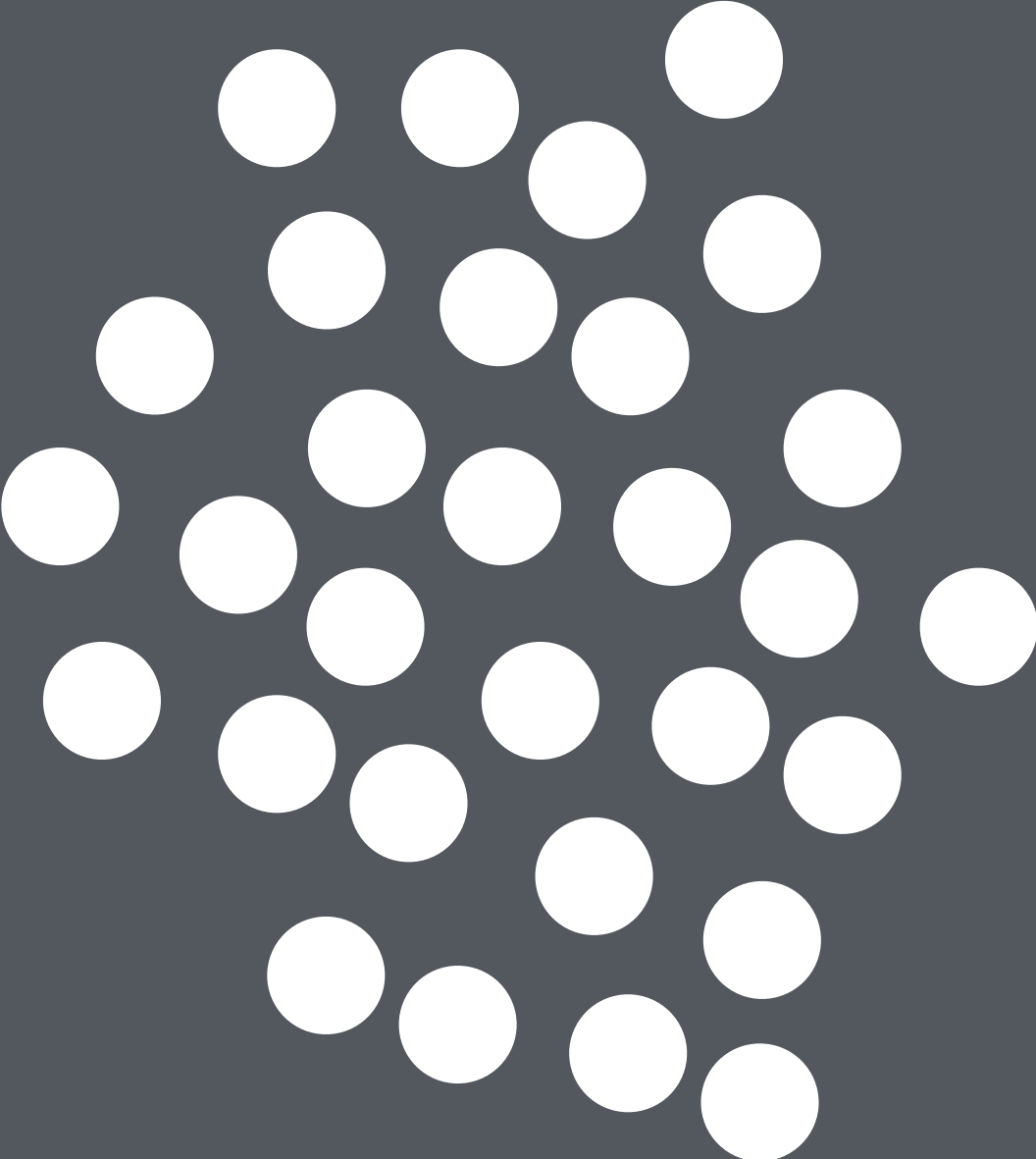
Advertising

Press

Marketing

Public Relations

Communication



Advertising

Press

15 - 20%

Marketing

Public Relations

Communication



Advertising

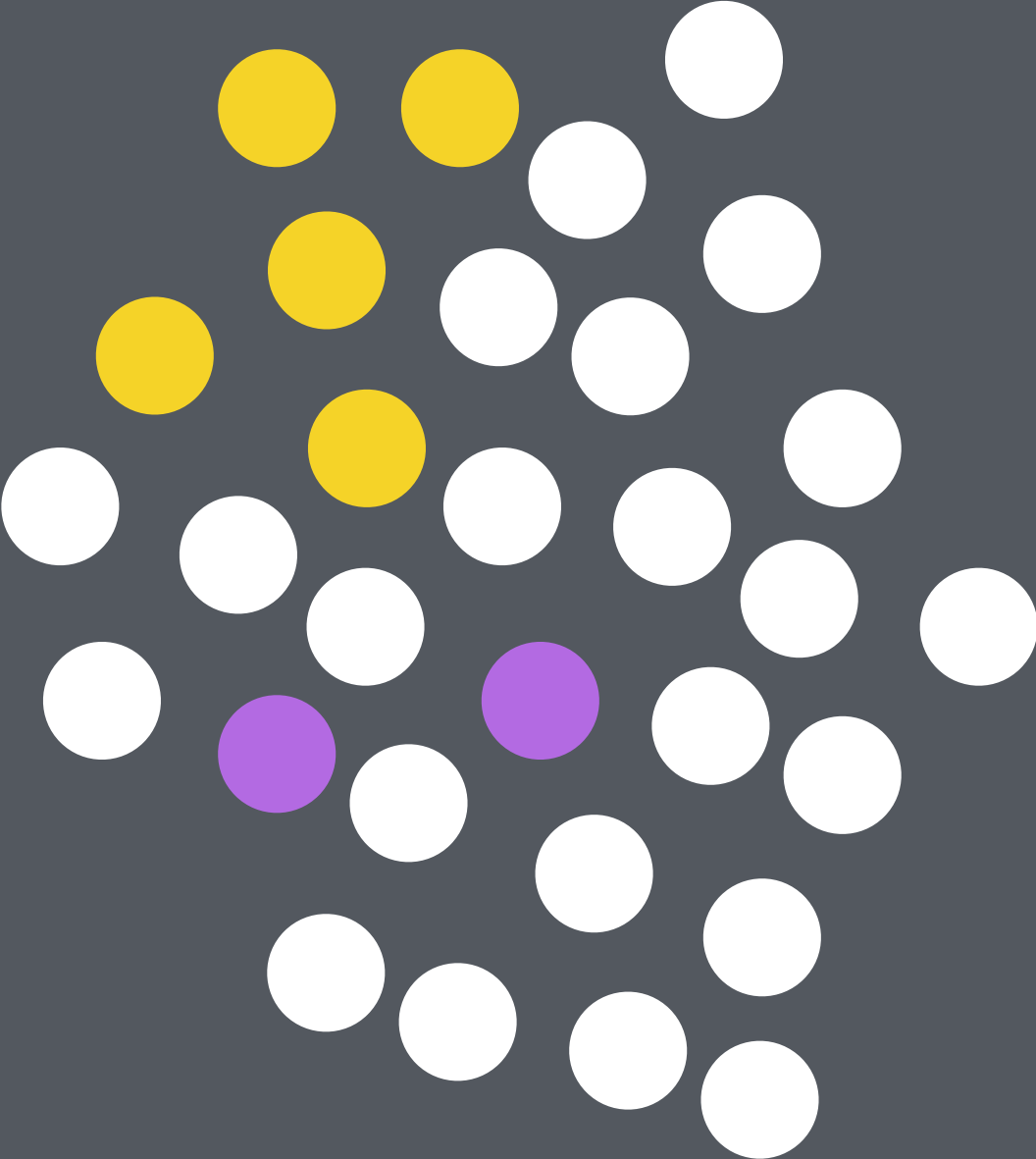
Press

15 - 20%



Public Relations

5-10%



Marketing

Communication

Advertising

Press

15 - 20%



Public Relations

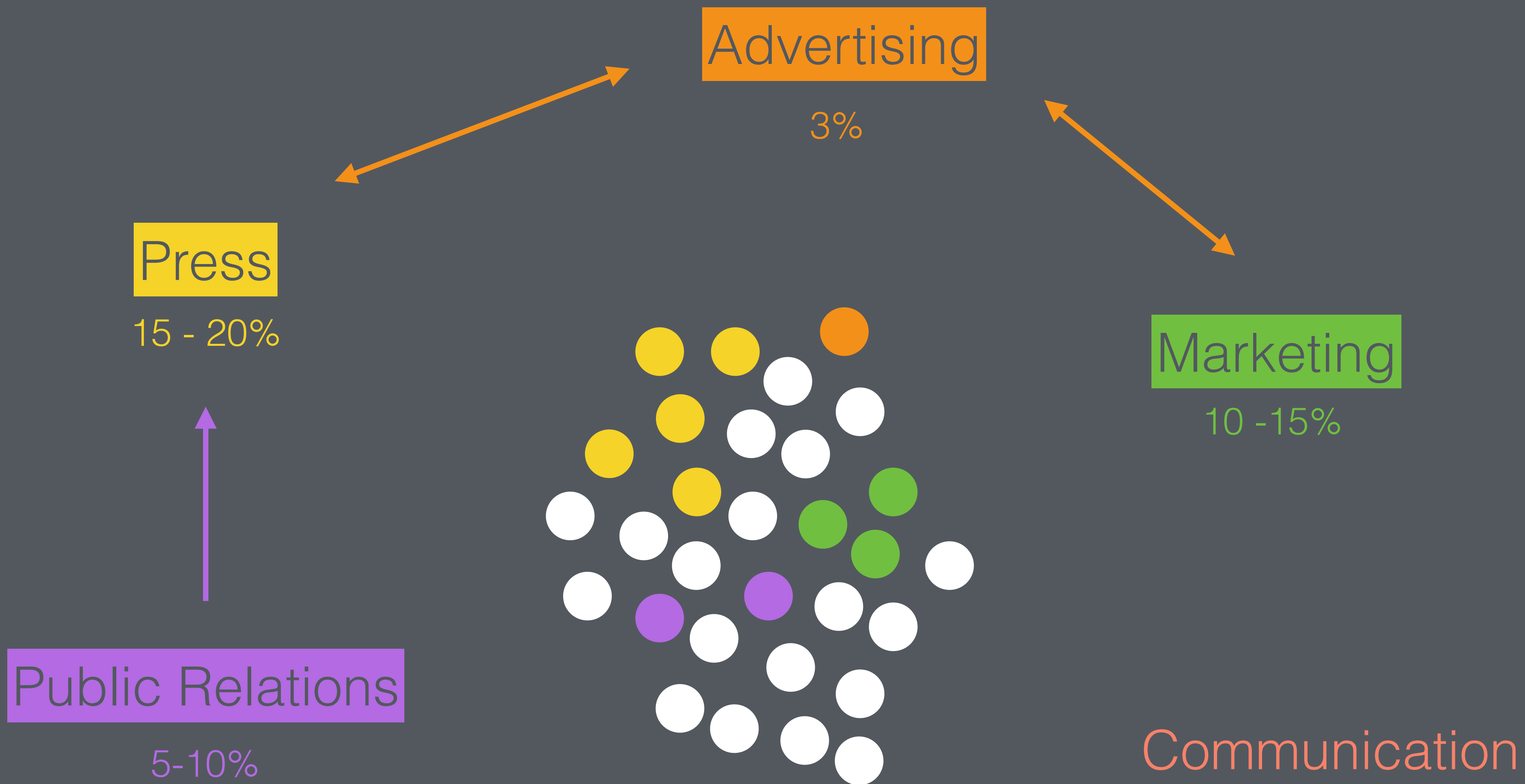
5-10%



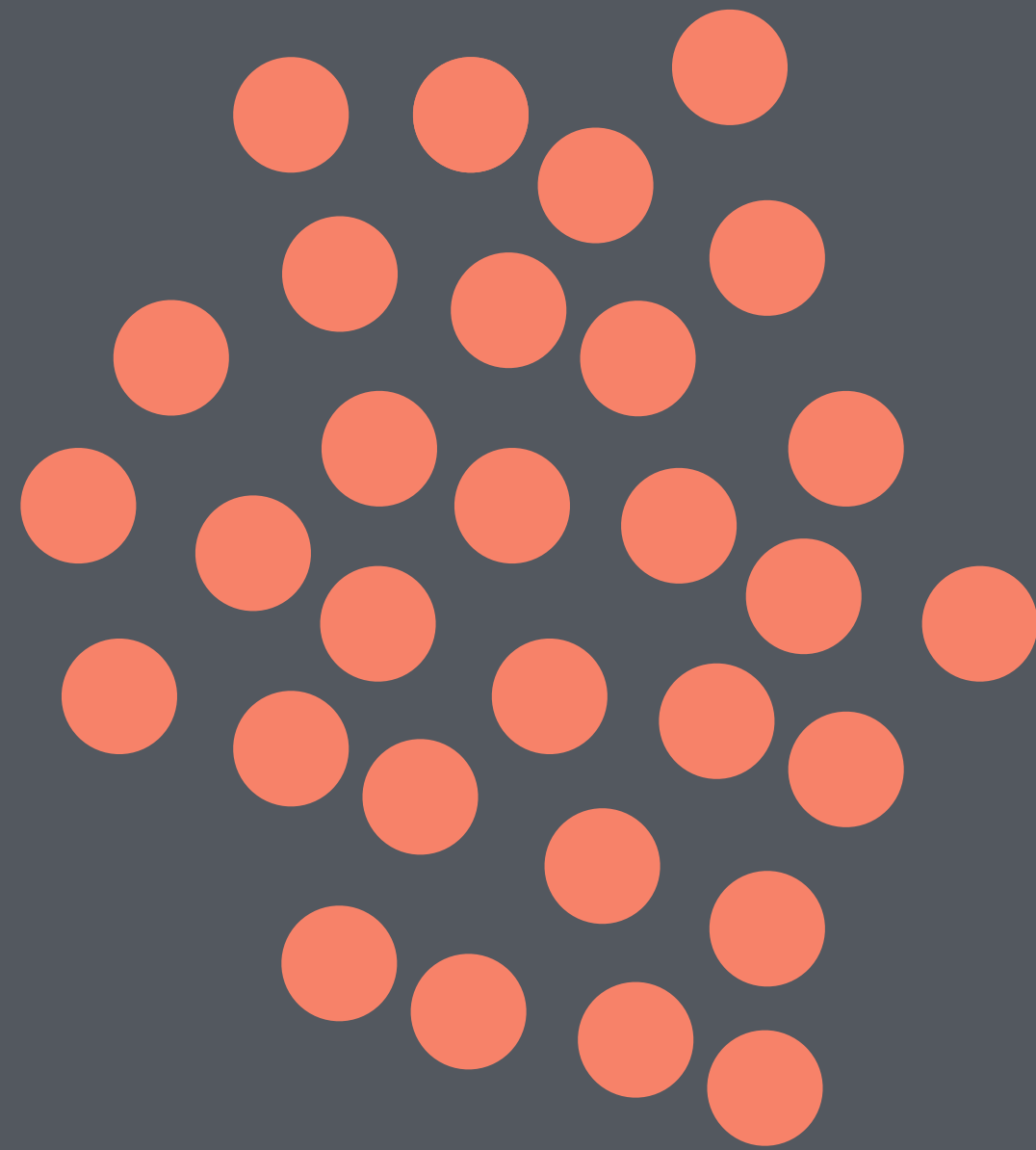
Marketing

10 -15%

Communication

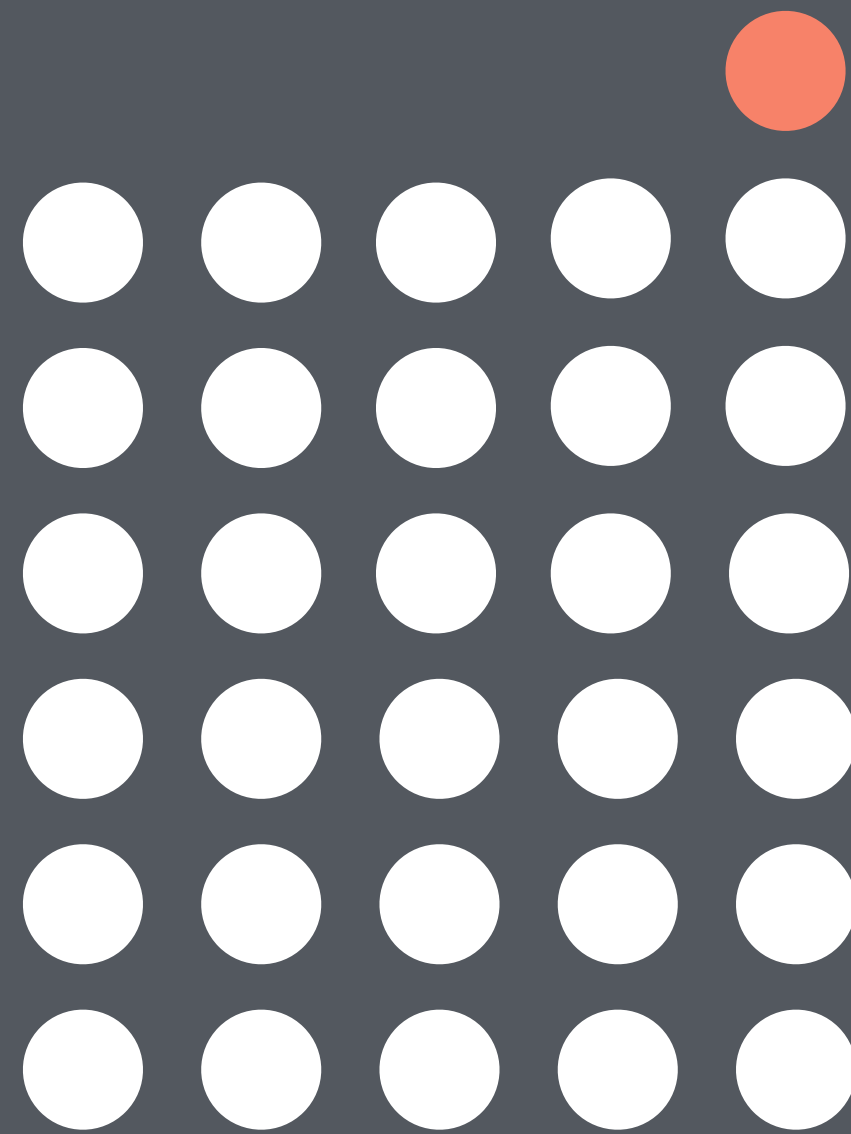


Talk to the general public



Communication

Talk to the general public



Communication

Talk to the general public

need to be pedagogic
to explain more
they don't get it
they know nothing about Europe
it's impossible

David Ogilvy

The Customer is not a moron
She is your wife.

The rules of the game to influence behaviour | 2

SPECIAL DOUBLE ISSUE

People



PLUS WORST HAIR, WHAT'S IN, WHAT'S OUT
AND HOW TO GET THE LOOK



BAD HAIR DAYS



GOSSIP GIRL STYLE



CHIC AT ANY AGE

... AND
EVERYTHING
FABULOUS!



**EXCLUSIVE
PHOTOS!**



JENNIFER'S BIG DAY
Triathlon to Marc's
Surprise 40th Party



EVA LONGORIA
'I'm Just Fat'
—Not Pregnant



BRITNEY
Hosts an Emotional
Family Reunion

SEPTEMBER 29, 2008
DISPLAY UNTIL
OCTOBER 6, 2008

\$4.49US \$5.99CAN



PEOPLE.COM

1 000 PLACES DE CINÉMA À GAGNER EN AVANT-PREMIÈRE

STUDIO

MAGAZINE

Live

n°12

DEPARDIEU/
POELVOORDE

Rencontre
au sommet

MEL
GIBSON

L'interview
carrière

PETER
JACKSON

Sa leçon
de cinéma

Sherlock Holmes

JUDE
LAW

QUOI DE NEUF
DOCTEUR WATSON ?

CÉSAR
2010
Le portfolio

EXPRESS ROULARTA



3751 - 12 - F - 3,90 €

ENQUÊTE: JULIA ROBERTS, STAR OU PESTE ?

★ ISABELLE CARRÉ ★ JASON REITMAN ★ JACQUES PERRIN ★ TOBEY MAGUIRE ★ ETC.

SPECIAL DOUBLE ISSUE

People



People
**BEST
& WORST**

DRESSED!

**PLUS WORST HAIR, WHAT'S IN, WHAT'S OUT
AND HOW TO GET THE LOOK**



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STUDIO Live

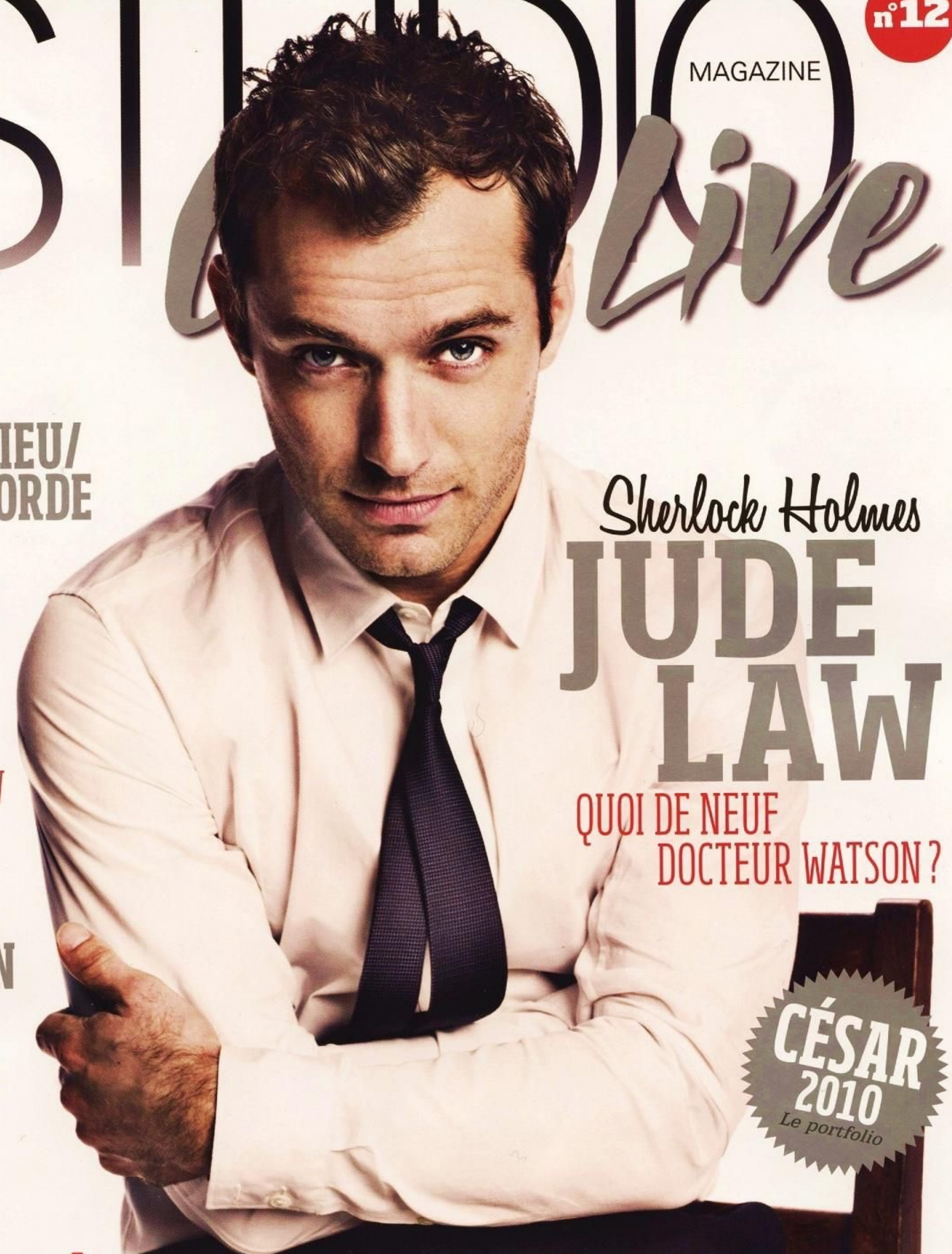
MAGAZINE

n°12

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POELVOORDE**
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EXPRESS ROULARTA
3751 - 12 - F: 3,90 €

CHRONOSTOCK

magasins éphémères

**Fin de la vente
le 15/01/2014**

**ARTICLES DE CUISINE, SILICONE,
PETIT ELECTRO...**

Moulinex, Téfal, Calor, Braun, Babyliss, Rowenta, SEB, ..



www.chronostock.be

Moulinex,
Téfal
Calor,
Braun,
Babyliss,
Rowenta,

P

SPECIAL DOUBLE ISSUE

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EXPRESS ROULARTA
3751 - 12 - F: 3,90 €

We always design for
someone and we always
design for a **reason**

someone

target audience
target group
customer segment
tone of voice
message

goal
objective
unique selling proposition
KPIs
metrics

reason

1

If you know **whom** you talk to, you will
always find the best way to do it.

Remember when you explained to your
mum what you were doing as a job.

2

If you know **why** you are doing something, you will always find the best way to do it.

Remember why you explained to your
mum what you are doing in the first place.

we talk to someone



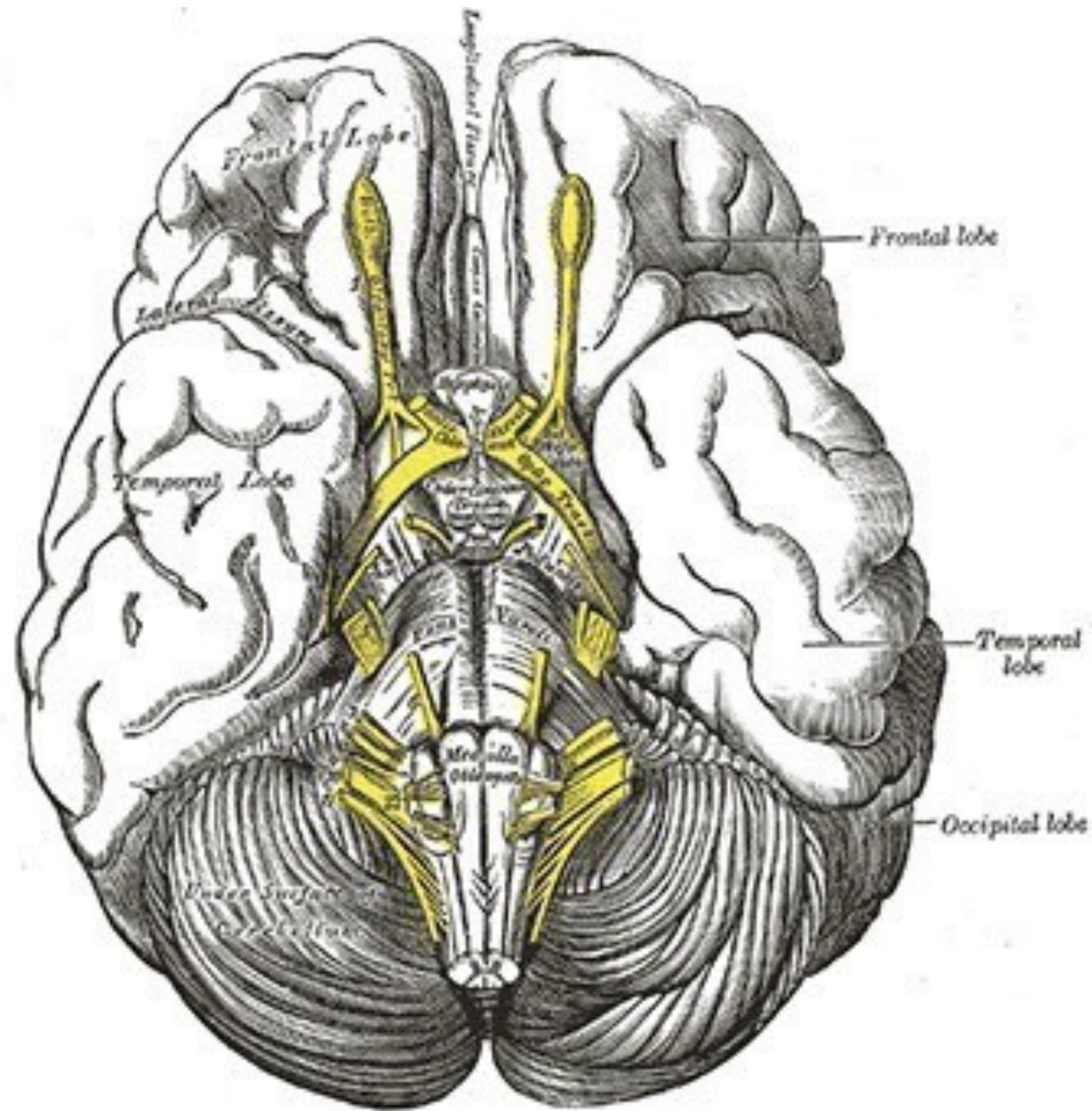
because we want this person to do
something with us or for us

why do
organisations
communicate? | 3





**How do we talk
to people
concretely?** | **4**



System 1

immediate
automatic interpretation
emotion driven
visual

System 2

self-conscious
rational
data driven
textual

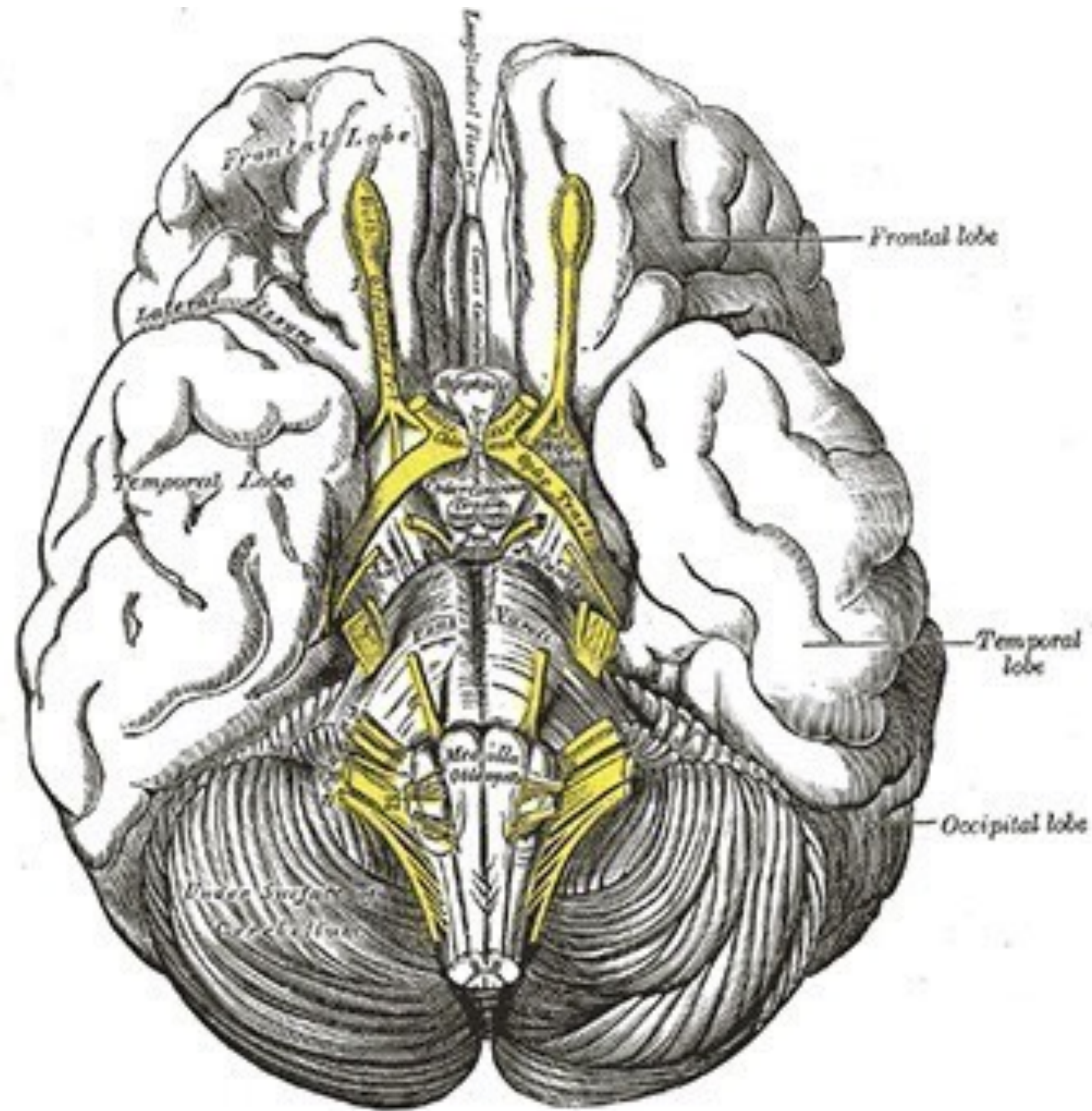


We always design for
someone and we always
design for a **reason**

micro-exercise (1mn.)
count the “7” in this slide

1 6 2 9 0 3 8 4 6 7 0 9 8 2 5 3 6 4 9 2 0 1
0 9 2 8 3 9 4 2 6 1 8 2 7 0 3 0 9 3 2 1 4 3
1 4 2 5 3 7 0 5 6 3 9 3 3 8 4 9 5 0 2 1 5 6
0 9 8 9 6 4 5 3 9 7 2 6 1 5 3 9 4 1 6 2 7 3
2 5 4 3 2 5 4 2 8 2 6 2 9 9 4 0 5 7 0 3 2 1
6 5 4 7 8 9 4 0 2 4 3 5 2 9 0 1 9 2 3 4 6 5
8 9 0 6 8 7 5 8 4 9 3 0 2 3 2 1 4 5 4 3 7 9

1 4 2 5 3 7 0 5 6 3 9 3 3 8 4 9 5 0 2 1 5 6
8 9 0 6 8 5 8 4 9 3 7 0 2 3 2 1 4 5 4 3 3 2
0 9 8 7 9 6 4 5 3 9 2 6 1 5 3 9 7 4 1 6 2 3
0 9 2 8 3 9 4 2 6 1 8 2 7 0 3 0 9 3 2 1 4 3
1 6 2 9 0 3 8 4 6 7 0 9 8 2 5 3 6 4 9 2 0 1
2 5 4 3 2 5 4 2 8 2 6 2 9 9 4 0 5 7 0 3 2 1
6 5 4 3 7 9 4 0 2 4 3 5 2 9 0 1 9 2 3 4 6 8



System 1

immediate
automatic interpretation
emotion driven
visual

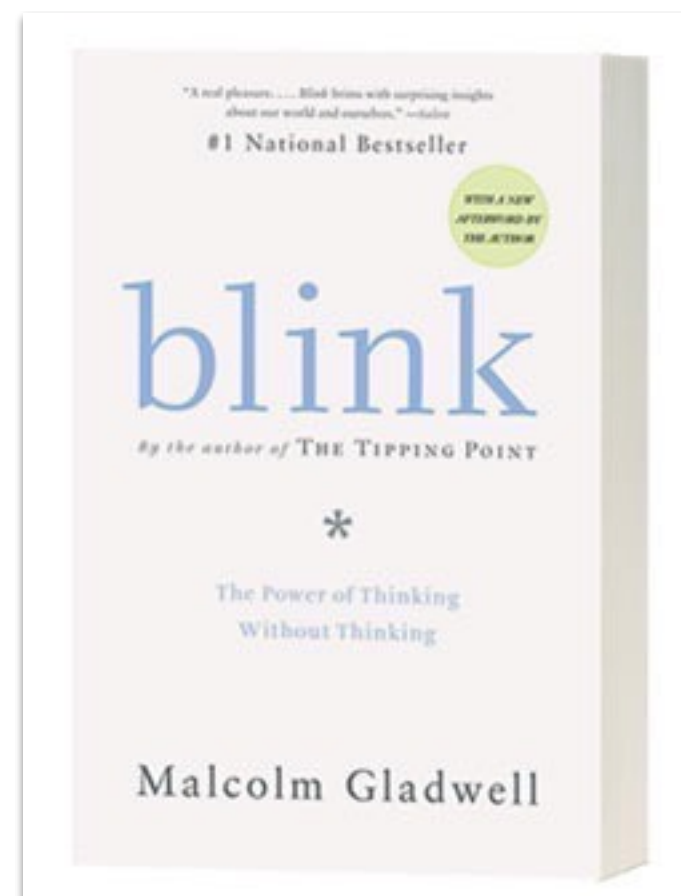
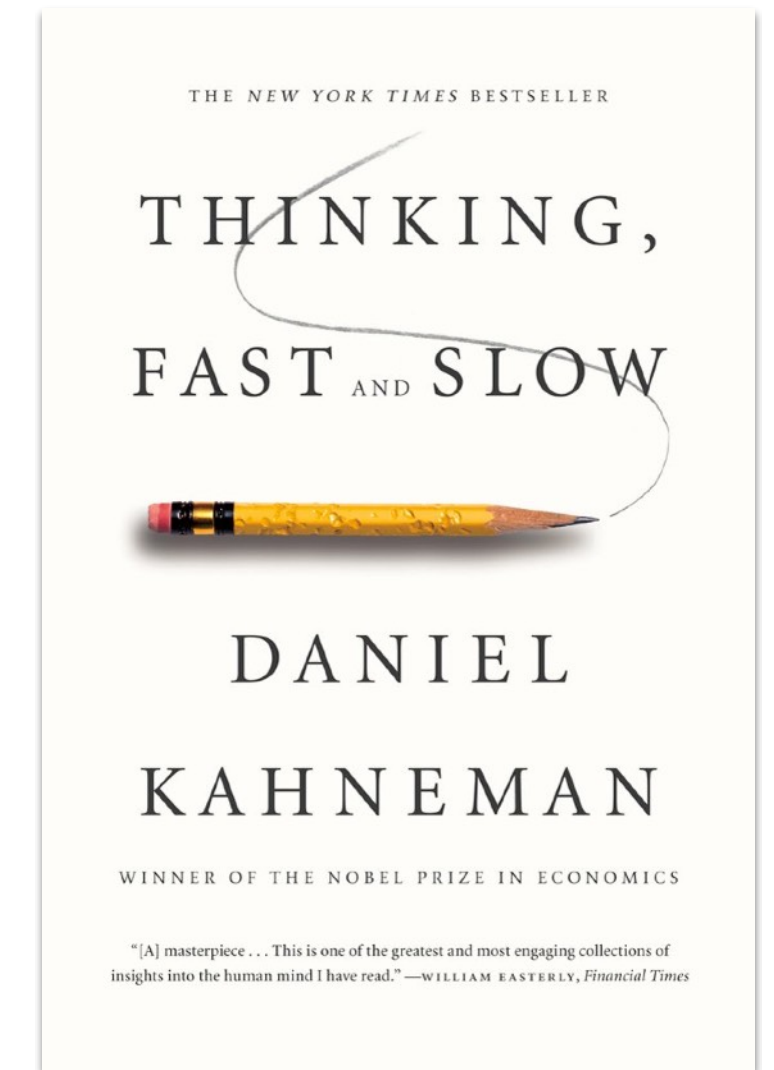
System 2

self-conscious
rational
data driven
textual

hard - you were not sure
possibly you did not answer

Our job is to understand how
someone **thinks** or hire the
people who do.

Thinking Fast & Slow - Daniel Kahneman



Blink - Malcom Gladwell

micro-exercise (1s.)

what is it about?

in a hundred meters
important risk of falling
rocks from the right side
of the mountain





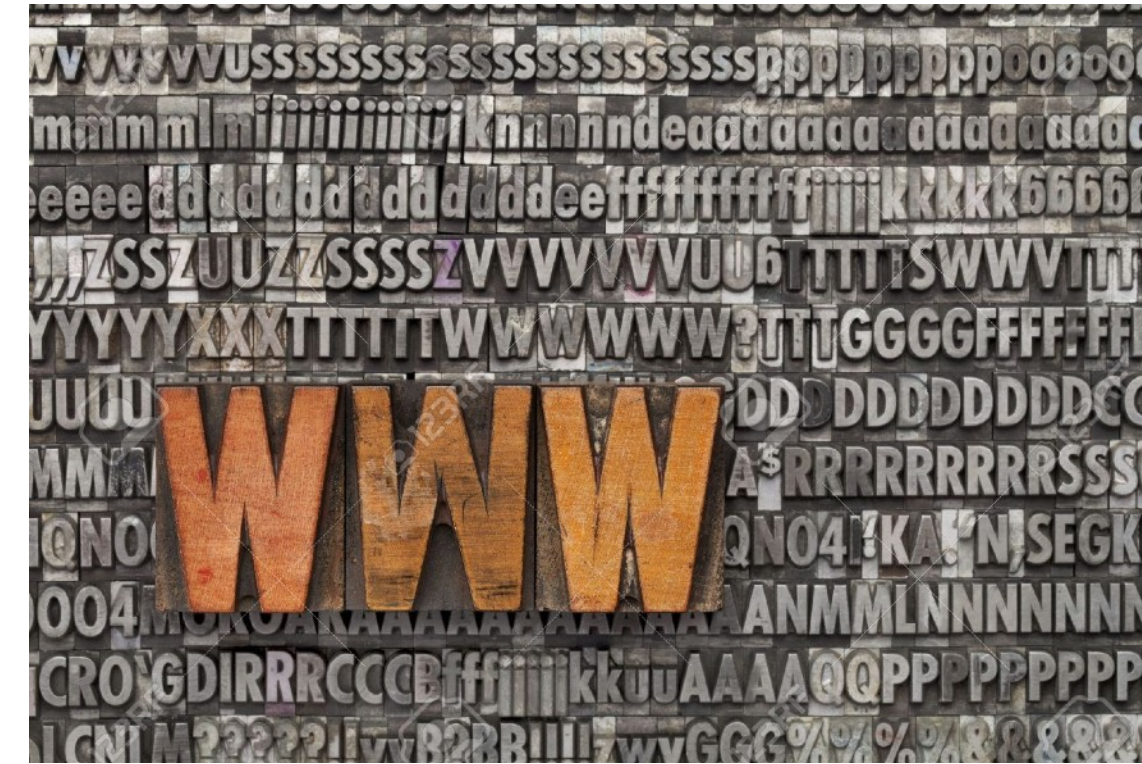
in a hundred meters
important risk of falling
rocks from the right side
of the mountain

We design for a reason and
for someone

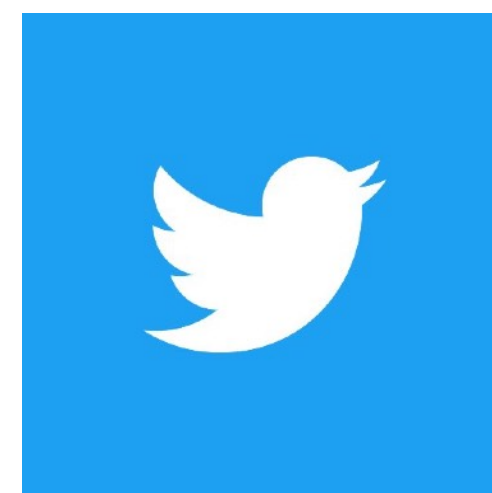
and we can eventually design visually

**Reaching people
where they are**

5



is it possible to use all these channels at once?





WORLD'S FASTEST MAN

[READ MORE](#)

ZENITH
SWISS WATCH MANUFACTURE
SINCE 1865

How do commercial brands
communicate?

MARKETING

Marketing

P

P

P

P

product

placement

price

promotion



Maya Angelou

People will forget what you **said**,
people will forget what you **did**,
but people will never forget how you made them **feel**.

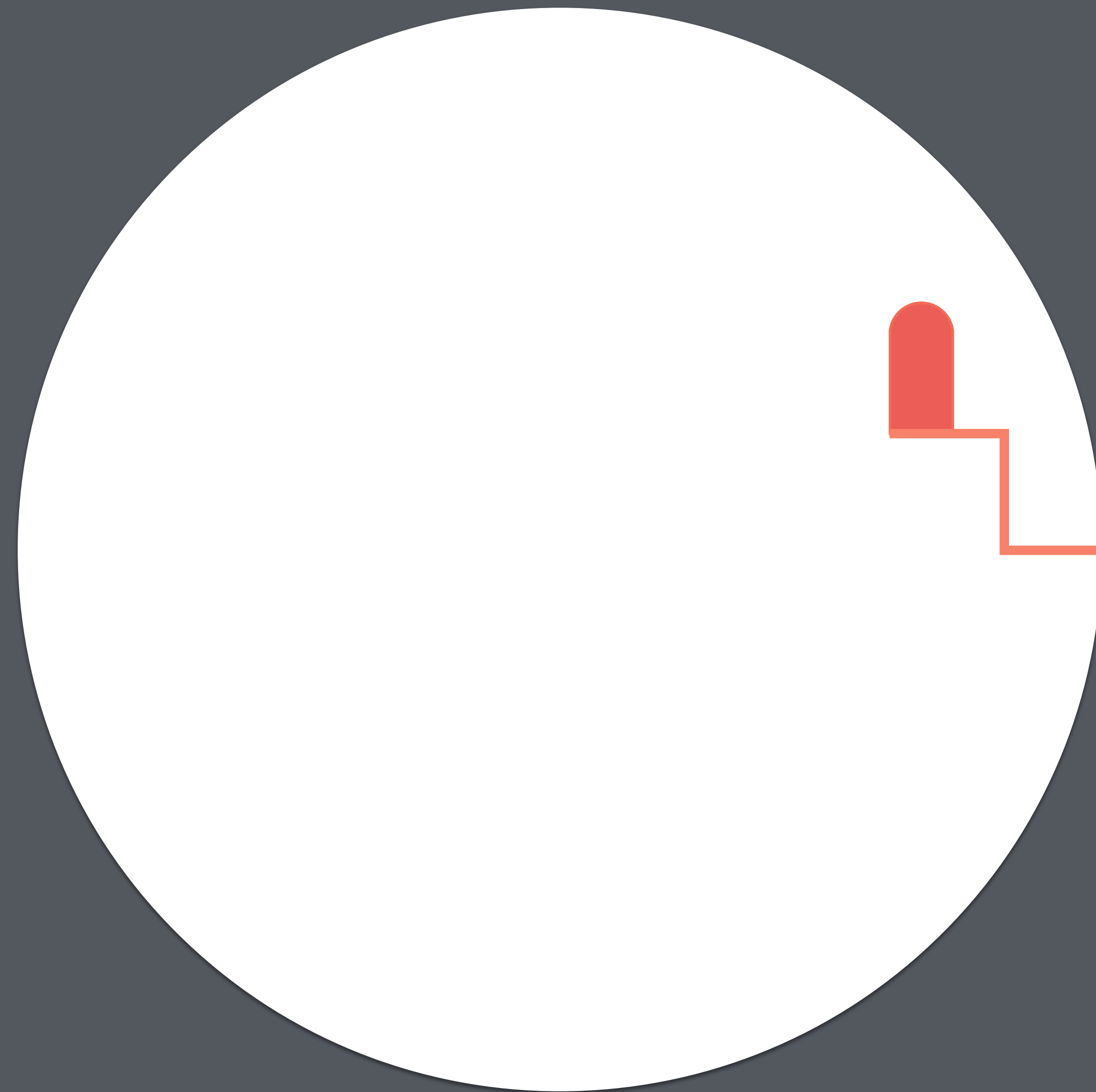
Don't sell with the first call



INTERREG



Possible user



INTERREG



← so much stuff we can do together!



← to go there, follow me



← hey, look at that !

Possible user

Never try to sell with the **first** call !

Marketing

P

P

P

P

product

placement

price

promotion

**Get into
people's shoes**

6

LAVAZZA

LAVAZZA



Senseo

Arabica

Robusta

US Hawaii

Panama

Rwanda

Ethiopia

Colombia

Indonesia

Guatemala

Jamaica

Honduras

Kenya

Brazil

Tanzania

Mexico

Costa Rica

Yemen

largest producers ?

US Hawaii

Panama

Rwanda

Ethiopia

Columbia

Indonesia

Guatemala

Jamaica

Honduras

Kenya

Brazil

Tanzania

Mexico

Costa Rica

Yemen

US Hawaii

Panama

Rwanda

Ethiopia

Colombia

Indonesia

Guatemala

Jamaica

Honduras

Kenya

Brazil

Tanzania

Mexico

Costa Rica

Yemen

best producer ?

US Hawaii

Panama

Rwanda

Ethiopia

Colombia

Indonesia

Guatemala

Jamaica

Honduras

Kenya

Brazil

Tanzania

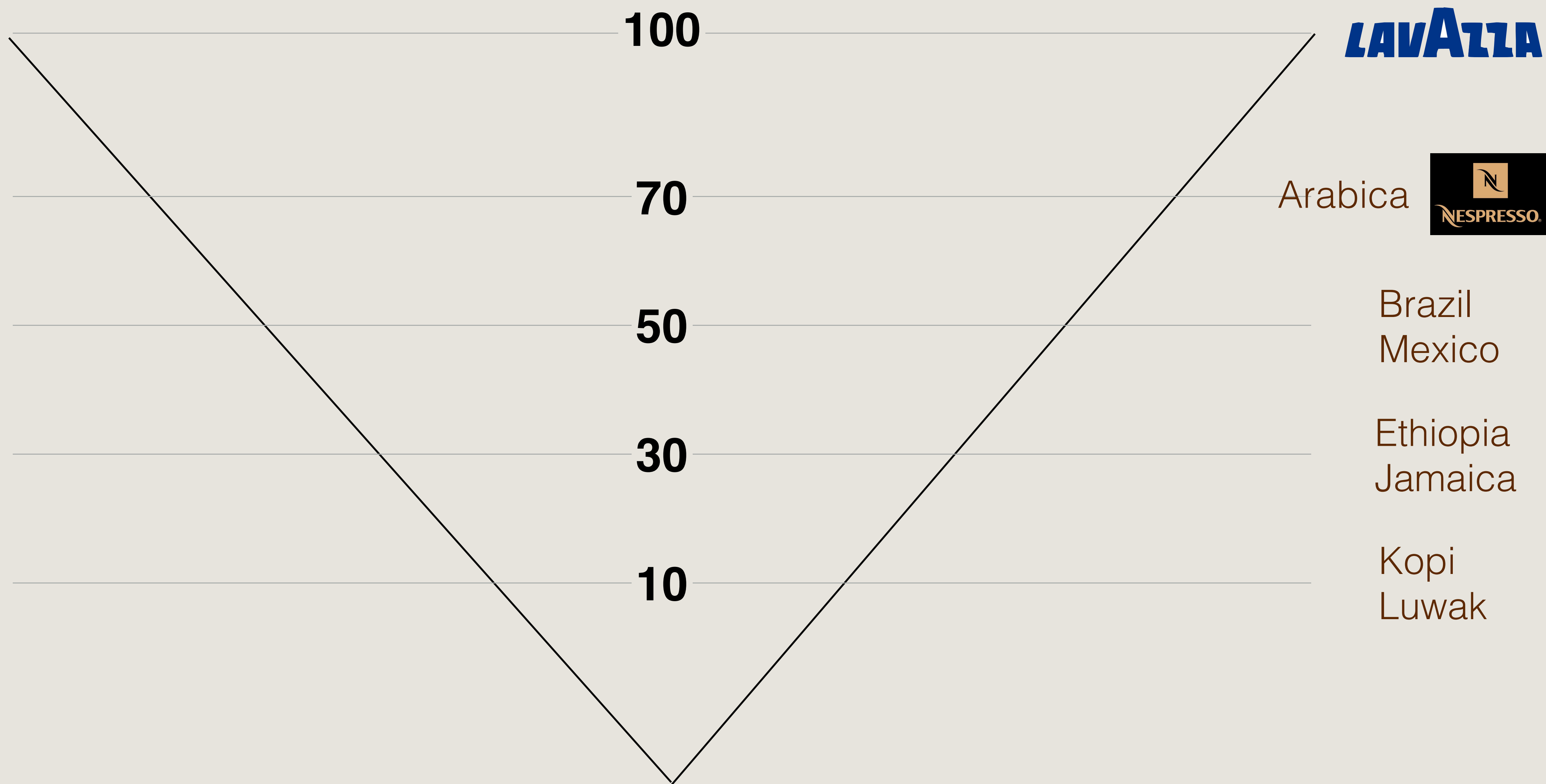
Mexico

Costa Rica

Yemen

Is it really
Kopi Luwak





Sophistication in a topic







know who you are talking to, so you can talk to
him in his own words

Exercise

Pick-up one specific field where you are more sophisticated than average

acting

computers

juggling

driving

language

writing

fishing

mushrooms

board games

dancing

gardening

wine tasting

drawing

fashion

horse riding

coffee

cooking

decoration

playing music

beer

computers

DIY

camping

sport

Exercise

Pick-up one specific field where you are more sophisticated than average

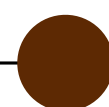
find 6 images on the Internet:

3 that speak to **you** as a sophisticated audience

3 that speak to **someone** who does not know much about the field



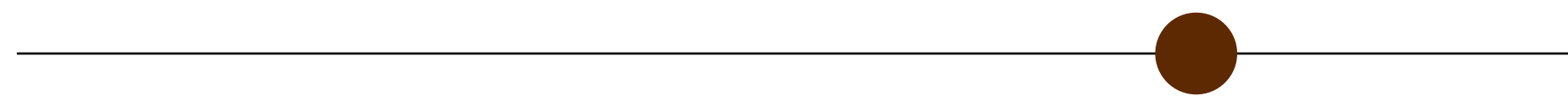
rough



sophisticated



rough



sophisticated



rough



sophisticated

SCALE BURNER SIPHON RIG

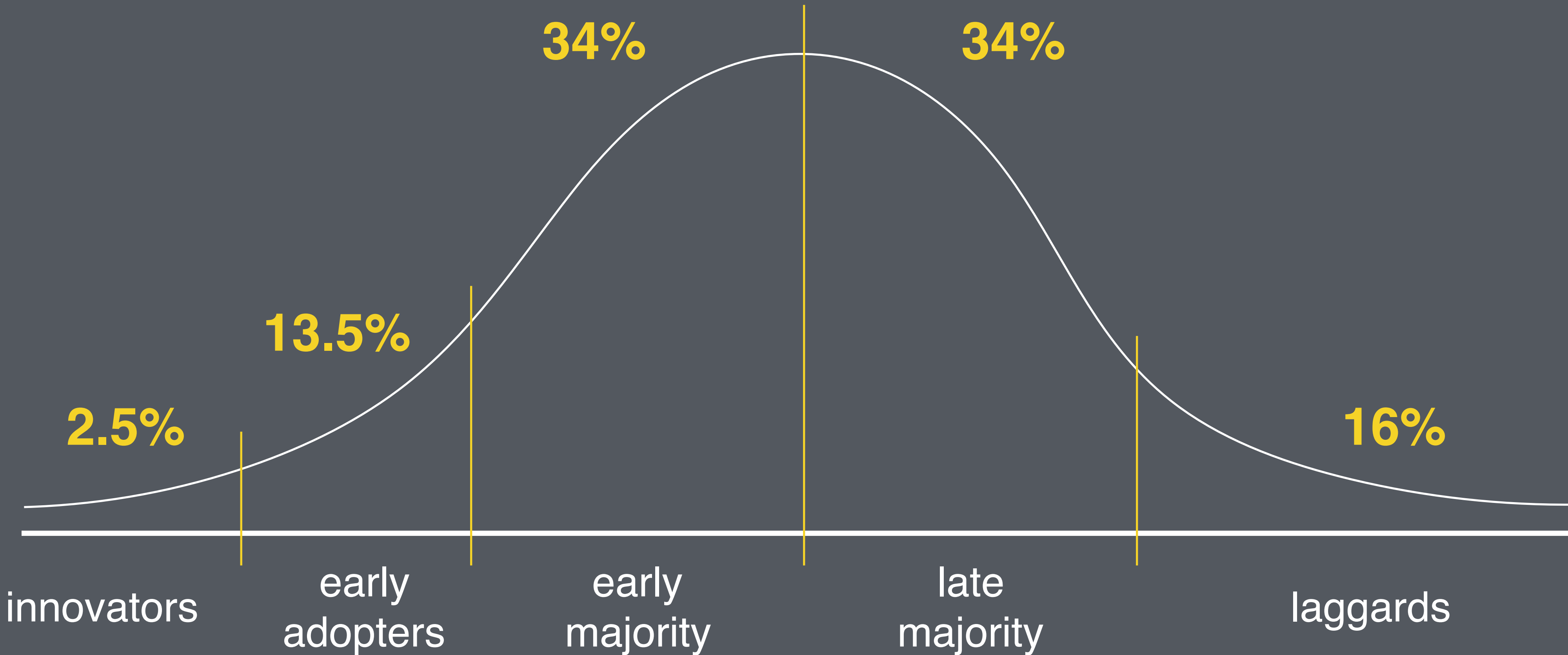
- BOTTOM BEAKER

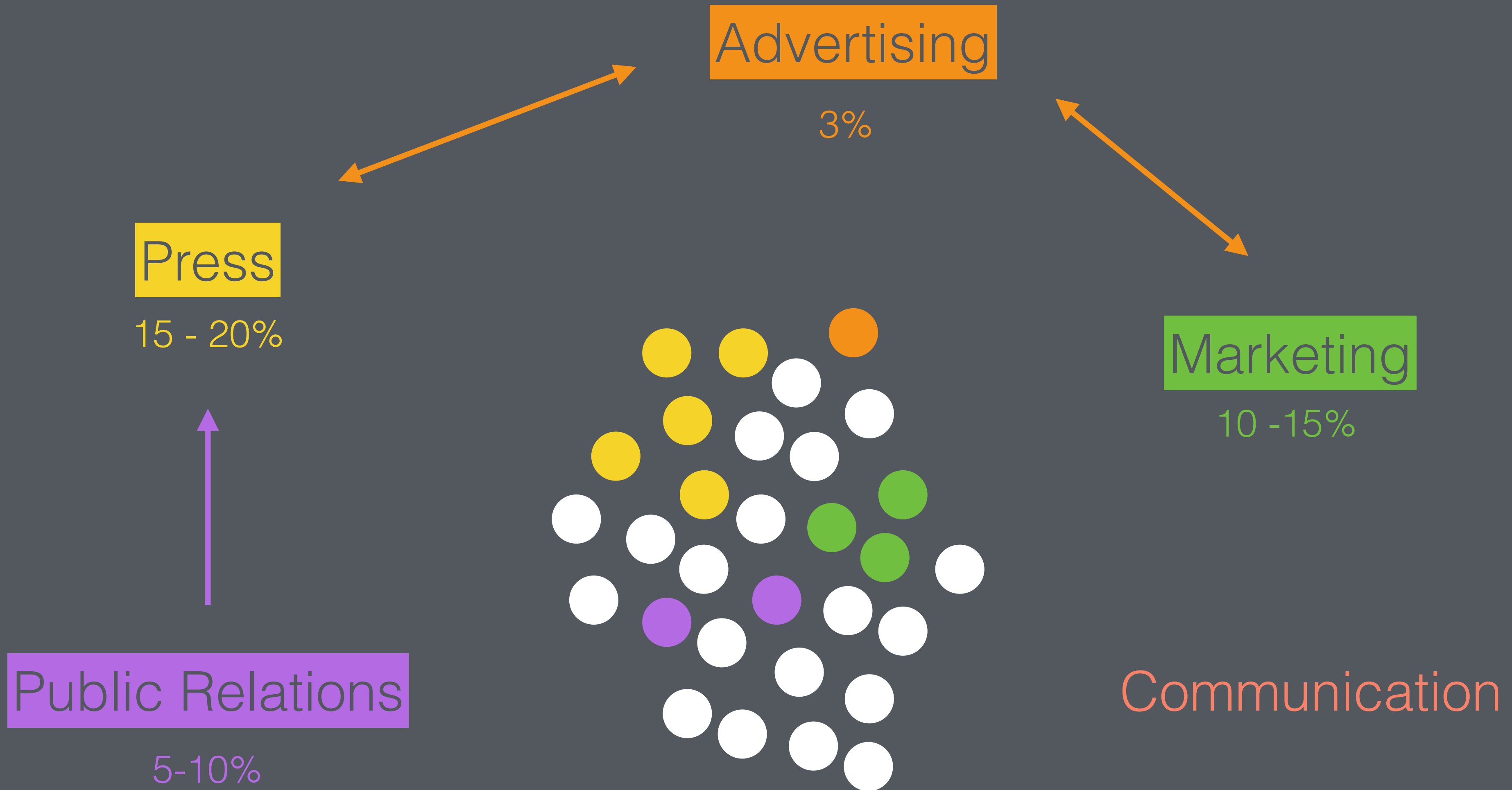




law of **diffusion** of innovation
Everett Rogers

market
share





**in
conclusion**



agency

reason (goal)

target audience

medium & channel

message

freelance

way to say it (tone)

measure

influence

ROI

Advertising

Marketing PR

Press

Communication



Great campaigns for our citizen side



PEOPLE IN ECUADOR TRAVEL ABROAD FOR VACATION



**the
end**

charlelie@old-continent.eu
www.oldcontinent.eu

- video
- infographics
- content marketing
- newsletter
- events

large audience

owned
media

earned
media

Ultra targeted audience