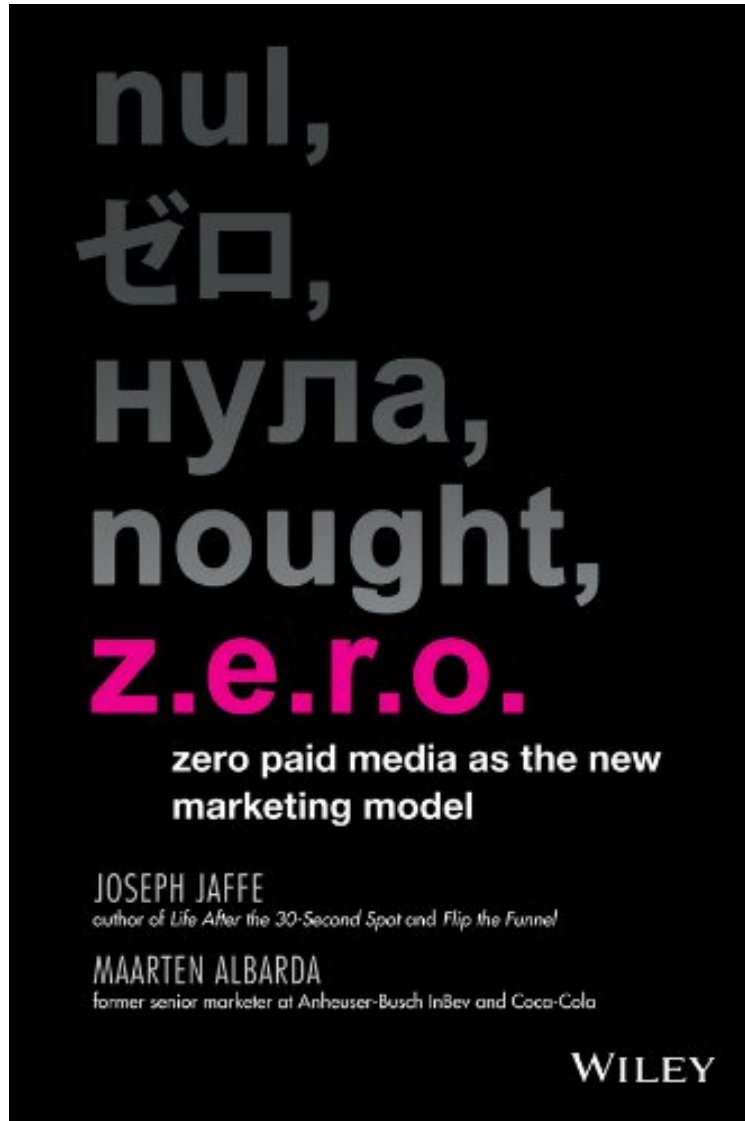


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Z.E.R.O.: Zero Paid Media as the New Marketing Model

Joseph Jaffe, Maarten Albarda

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Joseph Jaffe, Maarten Albarda : Z.E.R.O.: Zero Paid Media as the New Marketing Model before purchasing it in order to gauge whether or not it would be worth my time, and all praised Z.E.R.O.: Zero Paid Media as the New Marketing Model:

0 of 0 people found the following review helpful. really wanted to love this book By TomI really, really wanted to love this book. I was hoping for an unorthodox perspective delivered with clarity and wit. As a paid media manager, I was hoping to pick up some new ideas/insights that I would be able to incorporate into my work. Opportunities for the book:-The chapters go back and forth between two authors and their distinctive writing styles and philosophy. While interesting in theory, it is not a fun way to read a book. It gets confusing as to who is writing. While their

disagreements should shed insight and deliver nuance, it was just hard to follow and made the book feel less coherent. I recently read another book with two coauthors who go back and forth between chapters and also highly disliked this format (so it may be a personal preference).-The author's definition of paid media is mostly focused on traditional media and they don't seem to consider facebook, twitter, instagram, or adwords advertising budgets as being "paid media." This makes the title of the book set up an expectation that the book doesn't deliver on. If they weren't talking about "zero paid media," I was lost as to what their main thesis was. The only takeaway I have after reading this book a few months ago is this: media is moving to digital and traditional advertising (tv, print, radio) will continue to decline. Brands need to be smart about how they invest their money. Nothing groundbreaking. I do admire both the authors and their professional accomplishments (including this book) and I hope they will write another book about paid media in the future. 2 of 2 people found the following review helpful. Loved the book and the candid discussion on the state of marketing. By Karl Yeh Great read and loved how Maarten and Joseph really laid out their arguments for ZERO from PEON. Definitely worthwhile for marketers to have a look, especially those who shelling out so much on paid advertising. The ten steps on how to implement ZERO for any organization is helpful because i know some orgs will have difficulty shifting away. What stood out for me was the author's insight on consumer behaviour, especially with TV advertising. Although there is a smorgasborg of channels, some marketers may think TV will reach a broader audience. Nothing can be further from the truth. Consumers are increasingly skeptical, more distracted and more likely to buy via recommendations that ads they see on TV no matter how slick. I look forward to implementing ZERO in my marketing strategies in the future. 0 of 0 people found the following review helpful. Fantastic read By Ben Perreira Jaffe and Albarda lay out a new way to approach marketing by turning the old model on its head. For example, the authors show social media can be used for much more than just vanity metrics (views, fans, likes, followers, etc.) and help brands retain existing customers, turning them into brand advocates. If you're an executive looking to add life to your business or a marketer/ advertiser ready to push the envelope, you owe it to yourself to read this.

The world has changed. Everyone keeps reminding marketers and advertisers about the never ending and accelerating forces of technology disruption, consumer changes, and innovation evolution in the marketing world today. Sounds exciting except for the fact that we're doing absolutely nothing about it. Zero. Simply put, under current operating conditions, the advertising industry will not be able to sustain itself and without taking action, is likely to result in severe to catastrophic outcomes- from financial underperformance to job loss to even a collapse of the current media ecosystem. The solution? The Marketing Model can be fixed by slashing your ad budget, and investing in the Z.E.R.O. framework: Zealots Entrepreneurship Retention Owned Assets

From the Inside Flap In May 2013, WPP's Sir Martin Sorrell conceded his clients were wasting 15 to 25 percent of their advertising dollars, only he didn't know exactly which 25 percent was being wasted. This statement resurrected a similar comment made by retailing pioneer John Wanamaker almost exactly 100 years earlier. Only Wanamaker estimated that number to be 50 percent. But what if both were wrong? What if that number were way higher than 50 percent? What if we could measure it? What if we knew what to do with the wasted budget—whether to redistribute or optimize inefficient budgets from acquisition to retention? From incumbent channels to innovation platforms? What if brands could move from being tenants to landlords? From being media dependent to media discerning? Authors Joseph Jaffe and Maarten Albarda not only feel this is possible, but highly probable, given two forces that—when combined—will deliver a perfect storm that will rock the media world to its core. The push of media inflation, noise and clutter, consumer resistance and apathy, and fleeting viewers will ultimately intersect with the pull of the increasingly digital, social, and connected world, powered by startups, content creation, and customer-centric ecosystems powered by technology. The results will be catastrophic to those who remain paralyzed on the sidelines, but ecstatic to those who take action. In Z.E.R.O., Jaffe and Albarda introduce the power of Zealots (advocacy), Entrepreneurship (innovation), Retention (customer-centricity), and Owned Assets (direct-to-consumer channels) under a unified call-to-action that, in a perfect world, would create an optimal media budget of Z.E.R.O. The authors pull Z.E.R.O. punches in delivering some tough love that ultimately is grounded in a shared passion to save the industry (from itself) and, in doing so, reinvent brands and brand building in a time where commoditization trumps differentiation; where automation overshadows humanity; where noise drowns out signal; where the status quo prevails over risk-taking; and where mediocrity dulls creativity. Z.E.R.O. is a no-holds-barred call to action for corporations and their marketers to adapt or die amid an increasingly turbulent, changing, and dynamic media landscape. In three sections, authors Jaffe and Albarda outline the problems and challenges that are leading to the Perfect Storm approaching (Section 1), the introduction and delivery of the Z.E.R.O. Manifesto (Section 2) in which the vision and idea of Z.E.R.O. is presented, and finally a ten-point Action Plan with pragmatic recommendations marketers can start doing to ensure not just survival, but also the ability to thrive in the turbulent (yet exciting) world that lies ahead. The Foreword is written by Chris Burggraeve, the former CMO of Coca-Cola Europe and Global CMO of Anheuser-Busch InBev as well as the former World Federation of Advertisers president. Z.E.R.O. is not a pipe dream. It's a reality for companies like Red Bull, Nike, Apple, Starbucks, and .com. And it could

be for you too. From the Back Cover Praise for z.e.r.o. "With Z.E.R.O., Joseph Jaffe and Maarten Albarda submit a true challenge to everyone who works in marketing. The World Federation of Advertisers likes challenges for its constituents, and this challenge goes right to the heart of our industry." mdash;Stephan Loerke, Managing Director, World Federation of Advertisers (WFA) "I love the Z.E.R.O. concept! As someone who has been committed to consumer-centricity and innovation for as long as I can remember, it's a breath of fresh air to hear this way of thinking being committed to paper in such a compelling way." mdash;Jon Wilkins, founder, Naked Communications "Money for nothing and clicks for free? Absolutely! Maarten and Joseph do not just scare the bejesus out of you when it comes to our media landscape, they also deliver an exceptional manifesto and close with, my favorite, a ten-point action plan to transform your organization. Buy. Read. Shift from rent to own." mdash;Avinash Kaushik, Digital Marketing Evangelist, Google and author of Web Analytics 2.0 "There simply aren't enough media dollars in the hands of any marketer today to address the brand challenges he or she faces in this topsy-turvy media ecosystem. Z.E.R.O. shows an alternative path, one that's driven by direct consumer relationships without media companies serving as intermediaries. Yes, it's a daunting, intimidating future, but probably the lifeline for most brands." mdash;Shiv Singh, Head of Global Brand and Marketing Transformation, Visa Inc. "A rant and a manifesto focused on the synthesis of four big ideas. Take this book seriouslymdash;it will change the way you think about marketing forever." mdash;Seth Godin, author of The Icarus Deception "In the past few years, the volume of change in the media industry has been unprecedentedmdash;and it shows no signs of stopping. For marketers looking to navigate the noise and come out on top, Jaffe and Albarda deliver an invaluable road map." mdash;B. Bonin Bough, Vice President of Global Media and Consumer Engagement, Mondel ez International "Agencies, advertisers, and media are forever linked, but the dynamics, relationships, and interdependability is undergoing fundamental change. This book lays down a new blueprint for all parties involved, written by two authors who know what is at play as well as at stake." mdash;Jack Klues, former Chief Executive Officer, VivaKi About the Author Joseph Jaffe (www.startupsforbrands.com; Westport, CT) is one of the most sought-after consultants, speakers and thought leaders on innovation, marketing, new media and social media. He is Founder Partner of Evol8tion, LLC, an innovation agency that matches early stage startups with established brands to partner via mentoring, pilot programs, investment and/or acquisition. Maarten Albarda (www.mlaconsultingllc.biz; Stamford, CT) has led a distinguished global career in senior pan-regional and global leadership roles at JWT, Leo Burnett, McCann-Erickson, The Coca-Cola Company and AB-InBev, living and working in The Netherlands, the UK, Japan, Germany and the US. He is a sought-after speaker, having made regular appearances at the Festival of Media, Cannes Advertising Festival, DMexco, Ad: Tech and other leading events. He is also a contributor to various marketing training programs such as Stanford University's Digital Marketing Program and C-Squared's Festival of Media LatAm Academy.