

# The V.I.B.E.

## Value In Brand Engagements

### Featured Article



### SocialVibe's annual holiday charity engagement! Engage & give back

'Tis the season to engage for good! We're bringing back our annual Holiday Charity Engagement to thank YOU (our clients, partners, friends & family) for a wonderful 2011. Give us just a few minutes of your attention to generate a free donation to charity -- on us!

[Read more](#)

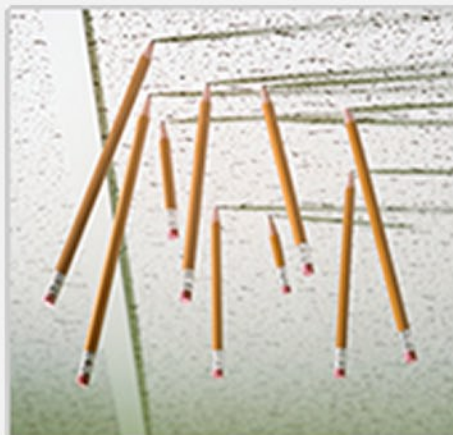
### Did You Know

The #1 challenge marketers cite in today's digital world is consumer engagement.

### 5 Creative Principles for Driving Digital Engagement

After successfully delivering over 450 engagement campaigns built to capture consumer attention and drive you brand's message, we asked our team of expert account strategists to share their rules for engagement. So here they are ladies and gents -- 5 simple rules to building an engagement ad unit that actually, you know, works!

[Read more](#)



### Featured Engagement



### Campaign Spotlight



Our engagement for Disney's Cars 2 on Zynga invited players to choose their favorite Cars 2 character and participate in a rich media brand experience in exchange for virtual currency. The campaign resulted in an average of 130 seconds time-spent per user and a 24% CTR to the brand's Facebook page.



### How we define engagement: Active attention

With so many definitions, permutations, and misconstruals of the word engagement floating around the digital advertising world today, we've decided it's time to set the record straight and define consumer engagement: Engagement is active attention.

[Read more](#)

# SocialVibe's annual holiday charity engagement!

## Engage & give back

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### Featured Article



'Tis the season to engage for good! We're bringing back our annual Holiday Charity Engagement to thank YOU (our clients, partners, friends & family) for a wonderful 2011. Give us just a few minutes of your attention to generate a free donation to charity -- on us!

SocialVibe is the leader in engagement advertising across the digital landscape from social media to premium content to gaming, all of which began with our charity roots. Take a few moments of your time to do this engagement and SocialVibe will make a \$5 donation on your behalf.

### TwentyEleven

We're happy to give back as this has been a great year for us, and we wanted to share a few things we're proud of -- you know, family holiday card style.

We've now powered over 450 campaigns for over 200 of the world's leading brands. This year alone, SocialVibe's audience has:

- Spent over 1.5 billion seconds engaging with our clients' messages
- Completed over 140 million interactions (deliberate consumer actions taken within the engagement ad unit like poll responses, video plays, clicks to brand Facebook pages, etc.)
- Engaged with campaigns across 5 continents

But enough about numbers -- here are a few other things we're proud of as a company (it's non-humble brag time). This year SocialVibe has:

- Launched our first augmented reality campaign
- Headlined an article in Fast Company
- Powered a first-of-its-kind SuperBowl engagement campaign for Kia on Zynga to coincide with Kia's biggest TV advertising event of the year
- Opened up offices in the U.K. to bring engagements to Europe and beyond
- Started powering engagement ads for Facebook Credits on the Facebook Platform
- Launched our political engagement division working with leading political candidates (including several Presidential front runners) to amplify their digital efforts
- Partnered with leading research firm KN Dimestore to prove that value-exchange engagements work
- Won the Instant RFP showdown competition at MediaPost's OMMA Social SF

...and so much more! Stay tuned for 2012 -- we have many exciting projects in the works and can't wait to help you engage your audience in innovative and impactful ways.

# 5 Creative Principles for Driving Digital Engagement

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Historically, the responsibility of creative in digital media has been two-fold:

1. Get people's attention
2. Deliver a message that leaves a meaningful impression

The comparatively small real estate of digital media and the decreasing amount of attention consumers are paying to ads online has proven that trying to do these two things at once is seemingly impossible, even in the most rich of rich media. However, after successfully delivering over 450 engagement campaigns that reach these goals, we asked our team of expert account strategists to share their rules for engagement. So here they are ladies and gents -- 5 simple rules to building an engagement ad unit that actually, you know, works:

## **1. Use media to make sure you have the consumer's attention, and creative to deliver your message**

Great creative briefs delineate clear brand objectives. In writing a brief, make sure that you're not asking the creative to deliver both attention and the message -- trying to serve two masters never works. It's crucial to understand how effective digital media buying and utilizing the right ad unit can garner attention to your message. Once you've established that you're reaching people where their attention lives, then you can communicate your brand message through creative that is true to your brand and hits your objectives. You have the best creative minds in the industry on your team -- don't make them jump and shout for consumer attention too!

## **2. Allow consumers to personalize the experience**

Spin it if you want to, but the truth is that very few consumers find your brand message intriguing and captivating (see *Things Real People Don't Say About Advertising*, a favorite). However, they almost all find themselves interesting. Marrying the two by allowing consumers to involve themselves in your message by way of comments, interactions, games or something else will pay huge dividends in recall and other brand metrics.

## **3. Treat it like a conversation**

If a friend asked you for advice about where she should go on vacation next spring, you wouldn't reply with a link to Hawaiian vacation packages, would you? Of course not. You'd treat it as a back and forth that allowed you to zero in on the right focus for your discussion. You'd ask them for input, preferences, and comparisons. The same goes for brand engagement -- don't make assumptions about what your consumers want and force them into a decision. If you treat your creative message like a two-way conversation, they'll remember the respect you gave them in talking "with" them instead of "at" them.

## **4. Provide a connection point or portal to your brand**

When a consumer is leaning forward, interacting, and talking with your brand through your advertising creative, you'd be whiffing on a huge opportunity if you didn't allow them to opt-in to sign up, join or visit another more permanent brand channel. Whether it's Facebook, your brand's website or even good ole email, make sure there's a place that they can go for more.

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### **5. Give people an outlet to socialize**

People are curators of their online persona, and if you follow 1 through 4 above and make the experience as much about them as your brand, people will talk about themselves and bring your brand in tow. You wouldn't be reading this if you didn't appreciate the power of word of mouth, so let people talk and open the portals to connect!

Sure, these sound like no-brainers, but they are no-brainers that work. We continually guide brands through this process to strengthen the impact of their digital engagement campaigns. Try evaluating your own campaigns through these filters (and be brutally honest), or hit up your favorite sites and social games to see where your competitors hit the mark or fall short on these initiatives. You may find that a few simple steps can make the difference between "campaign of the year" and "campaign of the...where?"

# How we define engagement: Active attention

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With so many definitions, permutations, and misconstruals of the word engagement floating around the digital advertising world today, we've decided it's time to set the record straight and define consumer engagement:

**Engagement = active attention.**

Now, according to Dictionary.com (yes, we're taking the 5th grade essay format here), to engage means:

- To occupy the attention or efforts of (a person or persons):  
He engaged her in conversation.
- To attract and hold fast: The novel engaged her attention and interest.

Bingo. So why do online ad providers who tout engagement fail when it comes to the attention part?

Having an audience is crucial to getting your brand's message out there; more importantly, however, is having an audience that you can guarantee will pay attention to your message. In order to to garner a consumers' attention, you have to reach them where their attention lives. SocialVibe helps you do this by enhancing a consumer's experience by proving a valued benefit that helps -- not hinders -- that experience. By providing a motivation or reward in exchange for interacting with your brand's message, consumers welcome the experience and provide their active attention.

It is because of this value exchange that SocialVibe can guarantee active attention across our network of premium sites, and we can (and do) prove it for our clients. The proof comes in the form of consumer action -- clicking, answering, choosing, watching, playing, sharing, interacting or doing something valuable and impactful with a brand, rather than just having the chance to do something. The "potential" for action -- impressions -- doesn't cut it. CPMs really only translate to the opportunity to watch or interact with an ad, and we should be able to admit by now that's not active attention (therefore, it's not engagement).

Real engagement metrics, like the number of interactions within the ad unit, time spent with the content, the rate at which the ad is shared and CTR to the advertisers' page are all strong indicators of attention. These are the metrics that prove the impact and efficacy of a CPE campaign -- on the back end of these indicators come brand lift, lift in purchase intent, increase in fans and other KPIs that are crucial to your campaign. Findings from our research partner KN Dimestore show that SocialVibe engagements capture consumers' active attention and lead to measurable post-engagement consumer actions.

What does all of this mean? Engagement and active attention are inextricably related, and true engagement drives results.

If the job of media is to drive a consumer's active attention to your message, and "engagement" is defined as active attention, shouldn't you be considering a new way to judge the efficacy of your media?