

Building trust in content

A slideshare, complete
with text annotations

Q: What's the difference between content marketing and editorial?

A: Nothing.

Without
this, it's
spam

‘Content marketing is the creation and distribution of valuable and compelling content to attract, acquire and engage a clearly defined and understood audience with the objective of driving profitable customer action’



Michael Brenner

*From the forward to Joe Pulizzi's
Epic Content Marketing*

**Brands
want you
to pay for
goods and
services**

**Editorial
wants you
to pay for
content**

...or be willing to
accept messages
from commercial
partners

**Both require the
building of trust**

This useless content has been laughed at all over twitter



Special K's Chewy Design Milk Chocolate cereal bars for a comforting snack when taking time for you.



7 Boost your flower power. Those in the fashion know agree 2014 is all about florals, so grab your blossom-inspired prints and get outside to be at one with nature. Don't forget your hair either – for an extra flourish, use a bright hair accessory. Bonus: hayfever medication not required. Yay!

8 Plan a picnic. Grab a blanket and ask your girlfriends to bring two ingredients each for a fun afternoon in the sun. Just remember to check the weather first!

9 GOT SOMETHING ON YOUR MIND? SAY IT LOUD AND PROUD WITH A SLOGAN TEE. YOU'LL FIND THEM EMBLAZONED WITH EVERY STATEMENT YOU COULD EVER WANT, ON YOUR HIGH STREET.

10 Be sun-savvy. However you choose to enjoy your summer, don't skip your sun lotion or forget to protect those peepers. Look for sunglasses with 100% UV protection, slather on that SPF and dose up on vitamin-rich veggies, such as tomatoes and broccoli, which counteract the effects of those pesky UV rays.

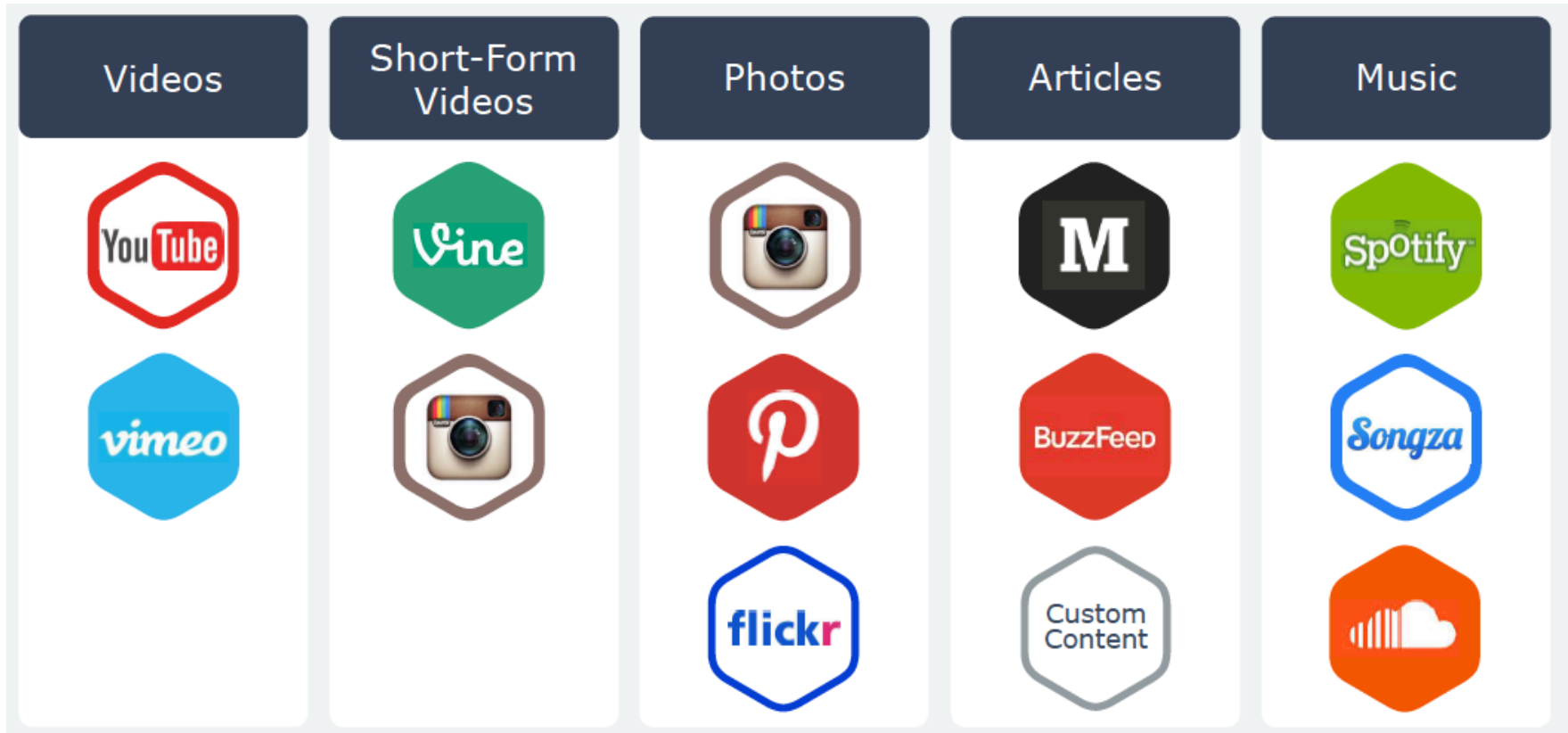
Get some summer inspiration with Special K!

WHY OPEN A WATCH FACTORY IN DETROIT?



This content strategy is generating real trust

Today's multiplatform



Source: Patrick Keane, Sharethrough

Andy Cowles furthr.co.uk

When to make money



	Morning	Transit	Work	Noon	Work	Transit	Evening	Night
Smartphone	●	●●	●	●●	●	●●	●	●
Tablet	●●	●	●	●	●	●	●●	●●
Desktop	●	-	●●	●	●●	-	●	●

Source: Douglas McCabe, Enders Analysis

Andy Cowles furthr.co.uk

Enough of the theory...

**Here are three
ways to make
content pay**

1

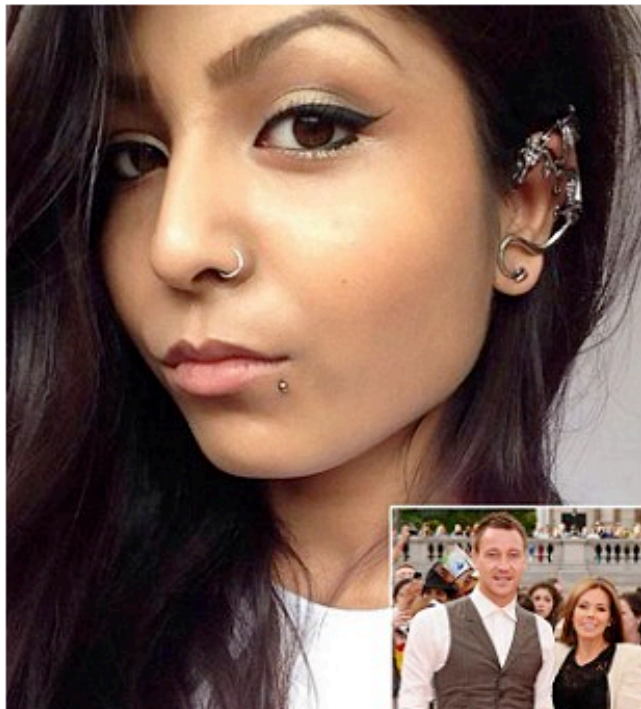
Instant impact

Instant impact



A paid for magazine cover is a complex series of promises, along with the proof the brand can keep them

Shop assistant is suspended and forced to apologise for calling John Terry 'a pig' while he was shopping with wife in department store



Click through today in pictures

Ex-TOWIE star Joey signs with model agency

Joey Lydia Kim

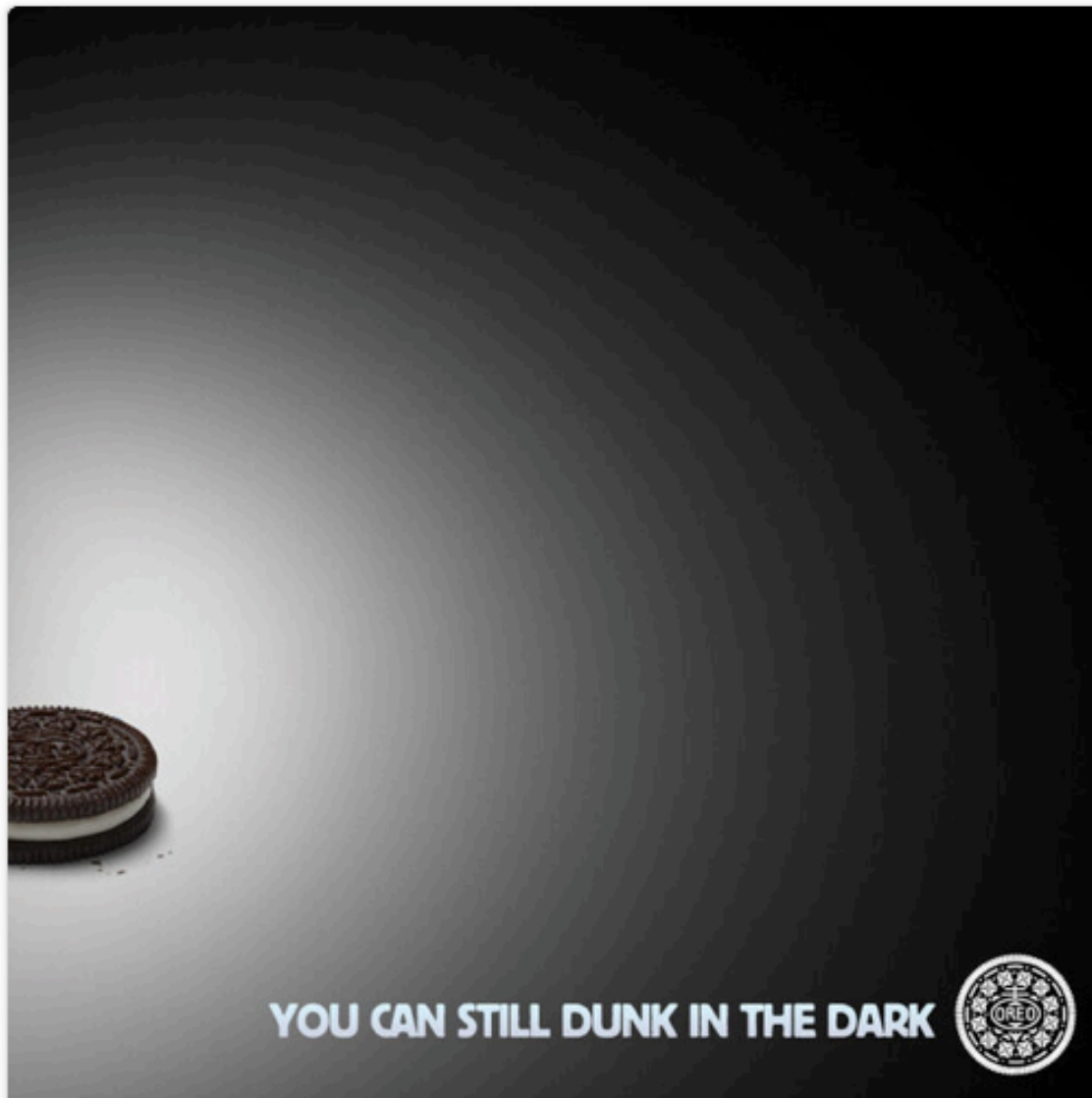
Herd of cattle trample dogwalker to death as he walks across field with his wife and two pets





Peter Jakeman, 62, from Callington, Cornwall, was walking across a field on the Okeover Estate in Ashbourne, Derbyshire, when the tragedy unfolded.

But in a digital world, news is not enough. Brands have to find ways of *owning* content

Instant impact



 **Oreo Cookie** 
@Oreo

Power out? No problem.

1:48 AM - 4 Feb 2013

15,819 RETWEETS 6,510 FAVORITES



How to own the news. This tweet was worth more than Oreo's own half-time slot in the Superbowl



Immy 'BADMAN' Bugti

@BadManBugti

 Follow

[@Argos_Online](#) YO wen u gettin da ps4 tings in moss side? Ain't waitin no more. Plus da asian guy whu works dere got bare attitude [#wasteman](#)

7:24 AM - 8 Mar 2014

1,896 RETWEETS 774 FAVORITES



The way a brand responds to it's customers can create massive impact



Argos Helpers

@ArgosHelpers



@BadManBugti Safe badman, we gettin sum more PS4 tings in wivin da next week y'get me. Soz bout da attitude, probz avin a bad day yo.

LD

8:26 AM - 8 Mar 2014

9,618 RETWEETS 5,527 FAVORITES



A high wire response, but worth millions



Immy 'BADMAN' Bugti

@BadManBugti

 Follow

[@ArgosHelpers](#) respect. Sick guy

8:31 AM - 8 Mar 2014

367 RETWEETS 305 FAVORITES



Turning customers
into advocates



TWEETS
46.9K

PHOTOS/VIDEOS
3,268

FOLLOWING
44.4K

FOLLOWERS
1.47M

FAVORITES
18.3K

More ▾



Red Bull @redbull · May 5

Selfies... to the extreme: win.gs/1kBAFq3



Pictures
are
where
content
really
starts

But do Red Bull *really* have a true emotional connection with their audience?

↩ 469 ★ 607 ⋮

the photos that
changed the way

we

surf

by matt george



This is
where
editorial
techniques
can win

Instant impact



How could the world's biggest motorcycle content brand take advantage of such an approach?

The photos
that changed
the way we
ride



Timeline



Andy Cowles shared Motorcycle News's photo.

3 hours ago



The photos that changed the way we ride

576 Likes

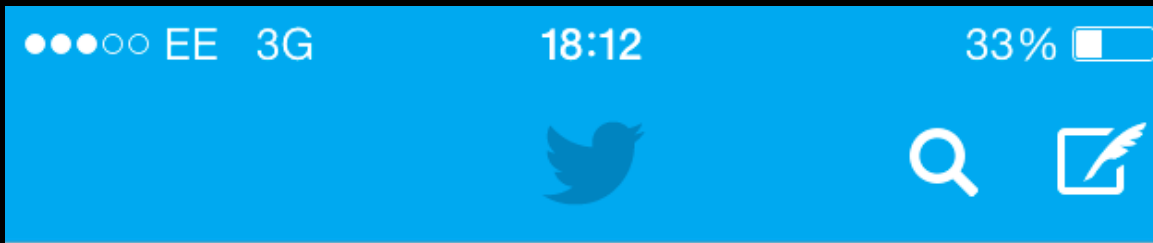
Like Comment Share

Instant impact

You can share it on facebook

Andy Cowles furthr.co.uk

Instant impact



Motorcycle News @MCNn... 4h

The photos that changed the way we ride #MCNwednesday



Jeff Bercovici @jeffbercovici 1m

Service workers from @SEIU

You can share on twitter, and use it as bait to fetishise a physical event

BIKE OF THE YEAR *ALREADY!*

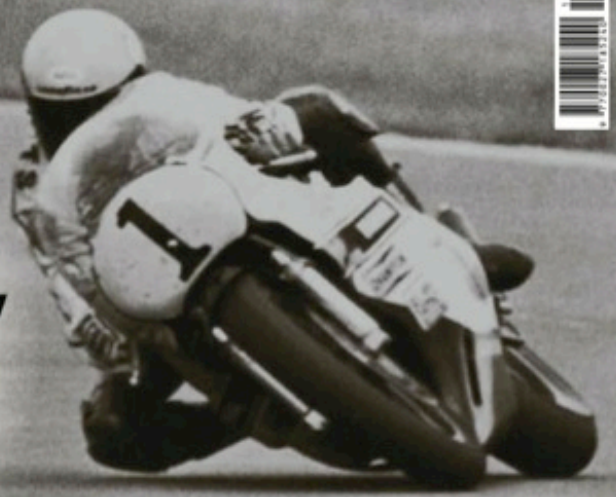
MCN



ROBERTS ★ SHEENE ★ DUNLOP
HAILWOOD ★ MARQUEZ ★ AGOSTINI

ONLY IN MCN
The world's most powerful bike title

THE PHOTOS THAT CHANGED THE WAY WE RIDE



Triumph v Indian, Guzzi ● New rules for MotoGP ● Used Super-Scoot guide ● Build a TT racer

Instant impact

The invitation to put our phones down and go buy something on paper is exciting, but relies on us leaving the platform



Instant impact



Andy Cowles @and... 24/04/2014

This cover crops nicely on twitter.
Via @CFPages: Is this the most influential haircut in Britain?
@ThisIsCheungy



This is Esquire's digital weekly as it turned up in my stream last week...



amol rajan @amolr... 24/04/2014

Very good #Hillsborough scoop from @OliDuggan for the

Andy Cowles furthr.co.uk

Which delivered a nice reveal



Instant impact

But what if these editorial instincts were owned by a retailer?

Andy Cowles furthr.co.uk



GAP

Instant impact

Is This
The Most
Influential
Haircut In
Britain?

...and how
would I feel
about Gap if
they gave
me *more*?

We find the men who
are actually wearing it

Andy Cowles furthr.co.uk



TWEETS
18.5K

PHOTOS/VIDEOS
1,651

FOLLOWING
1,477

FOLLOWERS
396K

FAVORITES
597

More ▾

 Gap @Gap · May 14

Play in colorful stripes. Shop our #babyGap picks: gap.us/TBStri



 15

 39



[View more photos](#)

Would I share it more than their current online content?

2

Perfect tone



Riotous Ass
McLad will fight his own defence

**His Bruceness and
Patti Scialfa
"trading licks".**

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the £23

Old school craft from Q magazine

Tone is everything



O | advice, etc.

Annie Lennox's Aha! Moment

Annie Lennox is the founder of the SING Campaign, which promotes AIDS awareness (annie.lennox.com).



The singer was aware of the world's ills...but doubted she could really make a difference. Then she met people she could help and came to believe in the power of one.

WHEN I WAS 16, A job recruiter came to my school in Scotland. He was a white South African who told us of the luxurious lifestyle that could be ours if we moved to his country to teach music. I wondered how he could so casually promise us an easy future in a place devoid of civil rights. Even as a child, I was innately disturbed by the concept of "us" and "them," a separation exemplified by apartheid.

A decade later, as members of the Eurythmics, my bandmate Dave Stewart and I—along with other artists—boycotted performances in South Africa, played Rock Against Racism benefits, and donated our South African royalties to the anti-apartheid African National Congress.

Still, a part of me thought the world's problems were so vast, so unsolvable, that immersing myself in the battle would be futile. I had never even been to South Africa. It seemed so dark and corrupt, I didn't want to see it.

But in 2003, Nelson Mandela, South Africa's former president, asked me to perform at an AIDS charity concert to

In your smallness, you could contribute a great deal.

HIV/AIDS awareness campaign). As a general rule, when Mandela invites you somewhere, you go. The day after the concert, all the artists who had performed attended a press conference on Robben Island. There, Mandela stood in front of his prison cell of 27 years, addressing the international media. He had gathered us to say this: AIDS in Africa is a genocide, with 17 million dead, and there has been no effective response.

sit up and listen. Generations are being wiped out, millions of babies are orphans, women just like me are dying, and we're sitting around and reading about "Celebrities Without Makeup!"

That moment, as I listened to Nelson Mandela, propelled me forward. I evolved from being a singer-songwriter-performer-mother-woman to being an activist. I began to speak, blog, and engage, because I investigated Mandela's claims. I could tell you about it and you still might not understand, but if you went into a house in a South African township or to an orphanage hospital, you would see what the word *pandemic* means, and you wouldn't be able to stop talking about it.

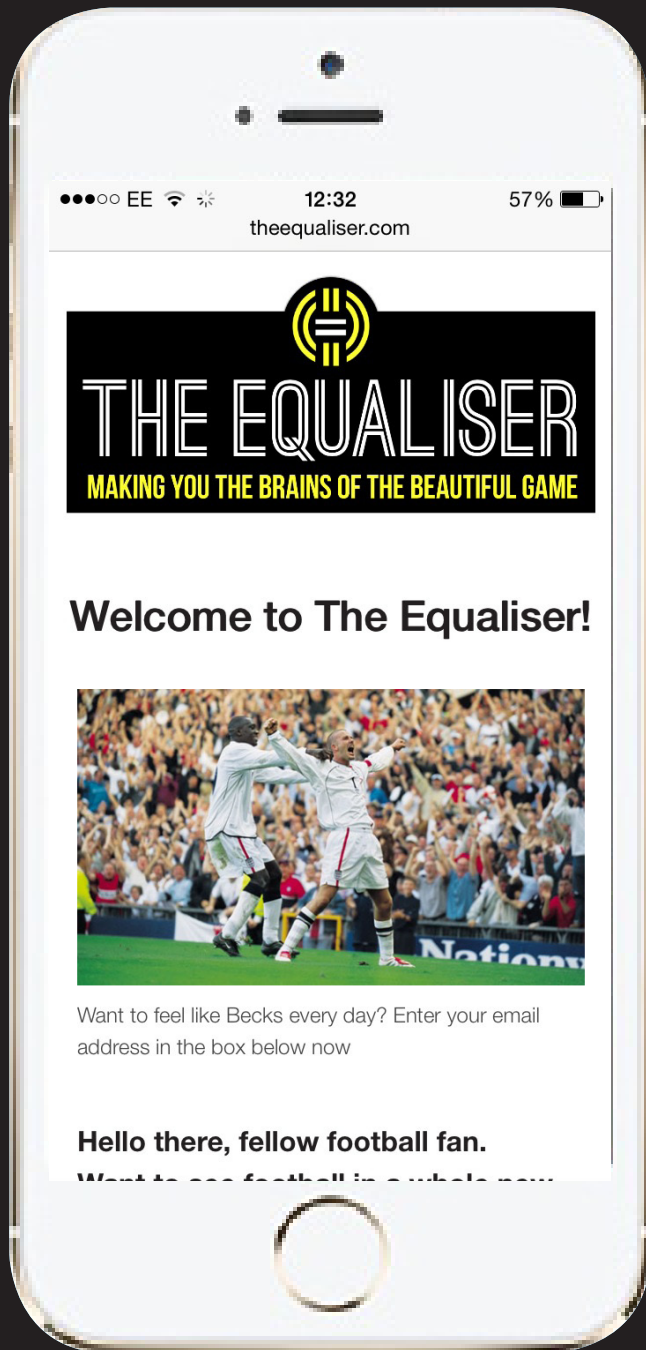
And if you met just one of the children who have been affected, you would lose all doubt that one person can tackle something so huge. You would see that this child represents a whole population and know that in your smallness, you could contribute a great deal; it wouldn't be enough, and yet at the same time, it would be. If you could help that child, even from far away, you would find within

Tone is everything

From Oprah, two words that turn a plain interview into something waaaay more valuable

Tone is everything

theequaliser.com



A new site, with a tremendous grasp of tone, both visual and written

Tone is everything

Subscribe now for FREE

email address

subscribe

[Privacy Policy](#) [Terms & Conditions](#)

Done? Good decision. Here are the type of stats you will now be getting direct to your inbox:

HENRY: MORE SUPER THAN AL

TOP PREMIER LEAGUE



The relationship with the audience begins with the sign-up process

Tone is everything

Subscribe now for FREE

**Congratulations! You are now
subscribed to The Equaliser.**

Now then, we'd like to ask you a couple of very quick things (don't worry – your PIN number isn't one of them). Firstly, what team do you support?

your football team

next

They've got your email address, but they just want a couple more things...

Subscribe now for FREE

Arsenal, eh? Oh well. (Just kidding)

So we know what to call you, what's your
first name?

first name

next

Tone is everything

...at which point the banter begins.

Done? Good decision. Here

Tone is everything



THE EQUALISER

MAKING YOU THE BRAINS OF THE BEAUTIFUL GAME

So how can brands take this learning into their own 'owned' channels? And can publishers help them build them?

Tone is everything



What if all the deep feelings of connection to your club were facilitated by ... JD sports?

Why should brands rent media when they can own it?

Andy Cowles furthr.co.uk

3

A hidden hook

tell him where to stick it

Better sex... tonight!

'There's a dirty surprise waiting for you when you get home... last night's washing-up'



Remote control trouser teasers

You may not see him until tonight, but you won't be out of his head for a second with these mind-blowing all-day turn-on tricks. Can he handle it?

EARLY MORNING RISER

The male hormone peaks first thing in the morning, so you need to work hard to keep him peppy all day. Testosterone is sensitive to sexual suggestion, so ditch the 'See you later, babe' as you dash out the flat. Instead, tell him exactly what you'll do later, and watch your Lothario limp out the door.

HANKY PANKY

After a couple of hours dealing with the office's IT problems, he'll be less frisky. So hide your perfume-drenched hanky with his lunchbox (the one with samies

in, mind!). Scent and emotional memory are closely connected in the brain, and hormones will sprint round his body again as he drools over you. Not into his mid-morning coffee, hopefully.

RING R FOR RUDE

To head off an afternoon slump, call him and speak in a sexy voice about the night ahead. This boosts his PE – an amphetamine-like love hormone that triggers an instant feel-good high in men, due to his sensitivity to seductive sounds. Then he'll run home to pounce on you.

Shout when you're coming

Japanese researchers have discovered that the noisier you are in bed, the better it feels. Women who let rip reach a bigger and better climax. The trick is to exaggerate your moans and groans until you're truly letting go. The aural stimulation triggers arousal centres in the brain, and increases blood flow to both you and your man's pelvic region – revving up his motor engine, and more than doubling your chances of an exhilarating orgasm. Now that's something to shout about!



'Neck-sailing! Whatever floats your boat, baby...'

Position of the fortnight

SITTING PRETTY

- Get him to sit on the floor with his legs stretched out, and lower yourself down onto him, curling your arms and legs around his body.
- Start a slow, steady rocking motion, grinding yourself down onto him with each rock.
- At the same time, trail your fingers up and down each other's spines.

Tried and tested: Kelly Henry, 22, and Macca Lewis, 24

Kelly: 'Hit exactly the right spot.' 4/5

Macca: 'You can feel everything.' 3/5



16 minutes is the average amount of time UK women spend flirting every day. Which is about six minutes longer than you spend actually doing any work.

The hidden hook

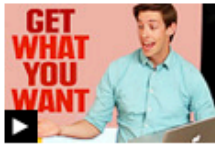
A piece of content that defines brand DNA so precisely, it can assume a life of its own

The hidden hook

A hidden hook is comforting, you know what you're going to get

THE  **TIMES**

Andy Cowles furthr.co.uk



Quizzes



What Is Your Purpose In Life?

Why were you put on this Earth?

Joanna Borns a week ago 597 responses



Are You Living A Lie?

What are you hiding?

Joanna Borns a week ago 108 responses



How Basic Is Your Baby?

Your baby is mad basic.

Joanna Borns 2 weeks ago 58 responses



Should Your Cat Run For President?

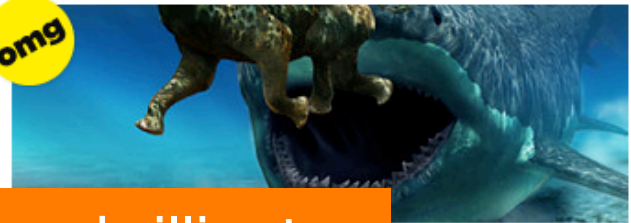
Does Fluffy have plans for 2016 or what?

Joanna Borns 2 weeks ago 108 responses



Who Should You Marry?

Hot Buzz



Features That Will
Live Today



Never Noticed
Pixar Movies

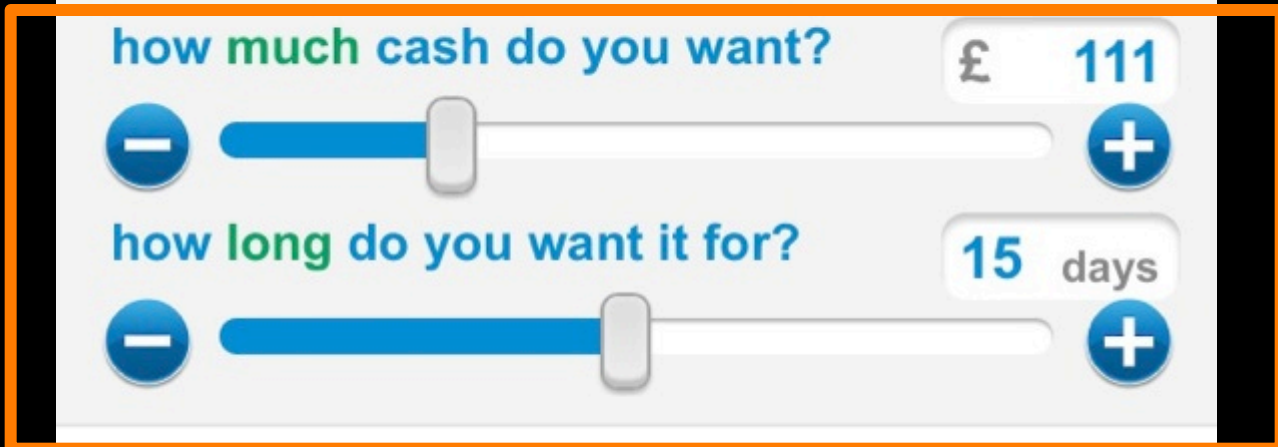
These brilliant hidden hooks prove that the content most people are interested in are stories about *themselves*



An illustration of how content can change the way you feel about even a payday loan company

Illustration

There are many reasons why public enemy #1 has become successful



The sliders are a compelling hidden hook, letting the user feel like they are in control

£111 Borrowing + **£22.98** Interest & fees = **£133.98** Total to repay
on *Friday 30th May 2014*

Apply now

Illustration

But
Wonga
don't do
much
else to
create a
warm
fuzzy
feeling...

- 

Followed by Sabotage Times
Brandy Snap @Brandy_Snap · Apr 11
Thanks all for the supportive tweets, too numerous to mention/reply - but every single one much appreciated. **#FuckWonga**

Expand Reply Retweet Favorite More
- 

Followed by Luke Lewis and 2 others
DocHackenbush @DocHackenbush · Apr 11
I definitely did NOT make this using a certain payday loan company's logo. No sir. Not at all. **#fuckWonga** [twtpic.com/e0v7en](https://twitter.com/e0v7en)

View photo Reply Retweeted Favorite More
- 

Joe Saunders @joeysaunders_ · 16 Jan 2013
If you need money fast don't go to wonga.com go to @kyle_omahoneyx lend 10quid and pay 15 back **#SickkkkkkRates** **#Baller** **#FuckWonga**

Expand Reply Retweet Favorite More
- 

Antony Kyriacos @AntonyKyriacos · 26 Nov 2012
RT @Mr_BMills: AKROPONGA short and long term loans. Come to our office... **#FuckWonga** pic.twitter.com/KFhwlZZB

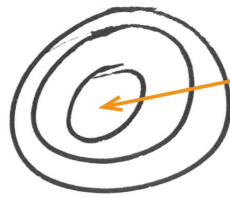
Expand Reply Retweet Favorite More
- 

Followed by Paul Mason
day me an @theneverlution · 11 Jan 2012
Warning over Wonga's 'predatory' student loans offer gu.com/p/34j52/tw via @guardian **FUCK WONGA** **#fuckwonga**

What if Wonga had a content strategy?

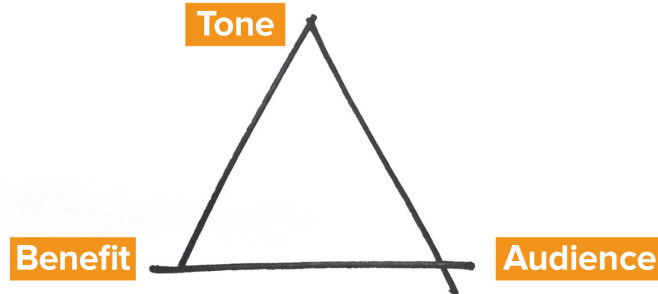
This is no small task. Audience behaviour, engagement cycles, content types, resource allocation, and scheduling must all be considered across paid, earned and owned.

Brand

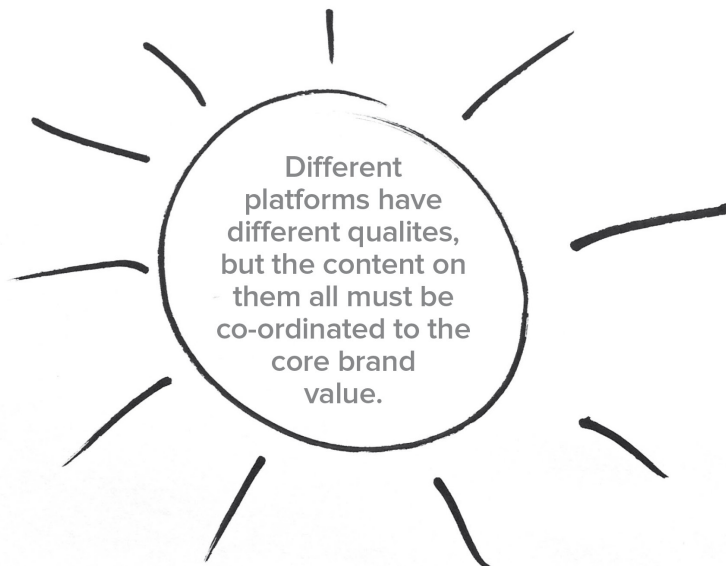


Capturing your core brand value is essential to making sure content sticks to its task.

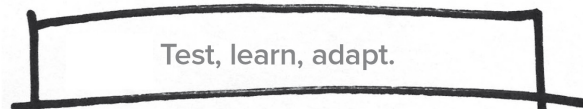
Content



Platform



Data



Illustration

Furthr's 'content tree' simplifies the process.

But for the purposes of this presentation we have created a series of magazine covers under a new, wholly owned multi-platform media property

MONEY IN THE BANK

..which is what everybody wants and needs.

And for a short while, it's what Wonga give you.



Illustration

With apologies to Bloomberg Businessweek, here are examples of how content works

People are feeling the pinch, so here's some relief



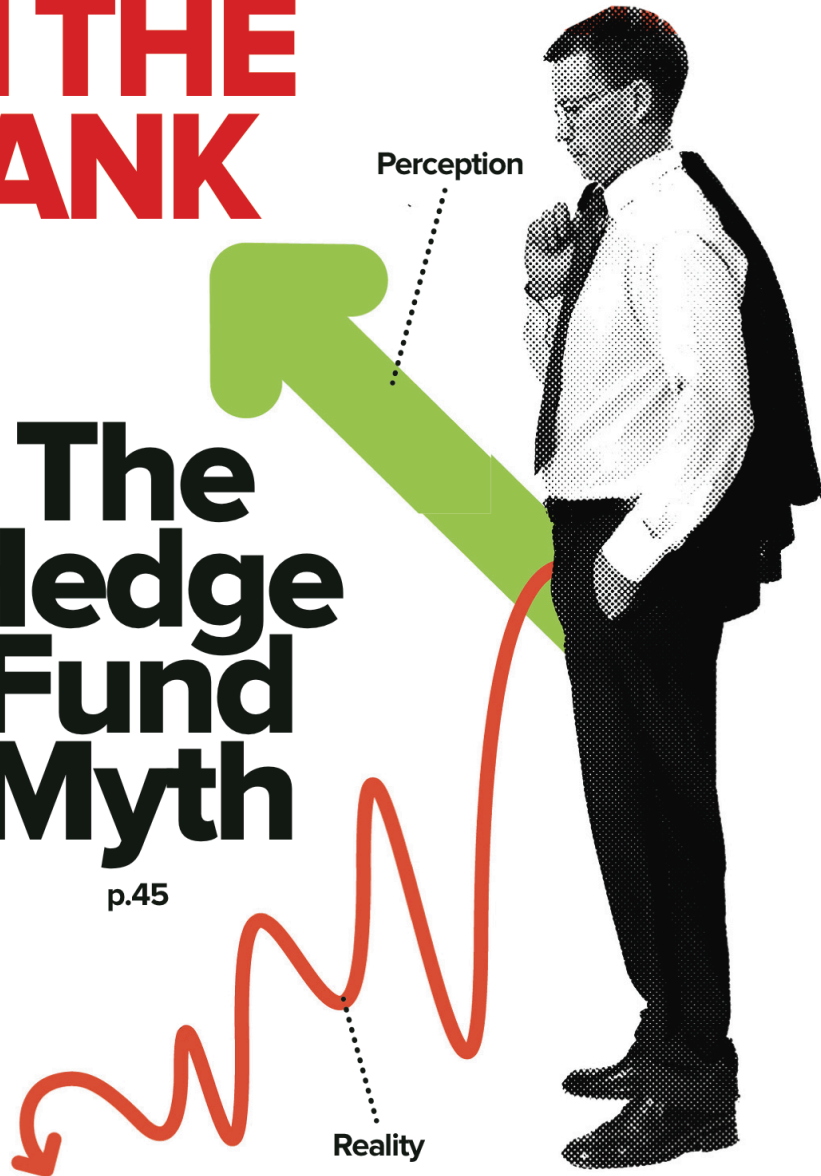
Content demonstrates thought leadership

MONEY IN THE BANK

wonga
LTD

The Hedge Fund Myth

p.45



Illustration

People hate
bankers, so let
them take
some stick too

Andy Cowles furthr.co.uk



Illustration

Finally, Wonga could consider positioning themselves as a storyteller brand

Because if they don't, a competitor might...

Andy Cowles furthr.co.uk

Storytelling is now
considered vital in
creating commercial
impregnability



**Publishers have a
huge opportunity to
show brands how to
go about it**

amcowles@gmail.com