

TAKE FLIGHT COLLABOSPHERE

AGENCY TRACK

AGILITY FOR AGENCIES:

COLLABORATIVE TOOLS & STRATEGIES TO STAY AHEAD OF THE CURVE

DARREN TARLOW & DAN HITOMI (FORMER AD GUYS)





Say AAAH...

for the A's of agile marketing



Agenda



The A's of Agile Marketing

- Aware
- Adapt
- Adopt

Within each A we'll explore

- How agencies are adjusting today
- What SocialBridge can do to help



Class
First class

Departure
Santa Monica

Arrival
Cloud 9



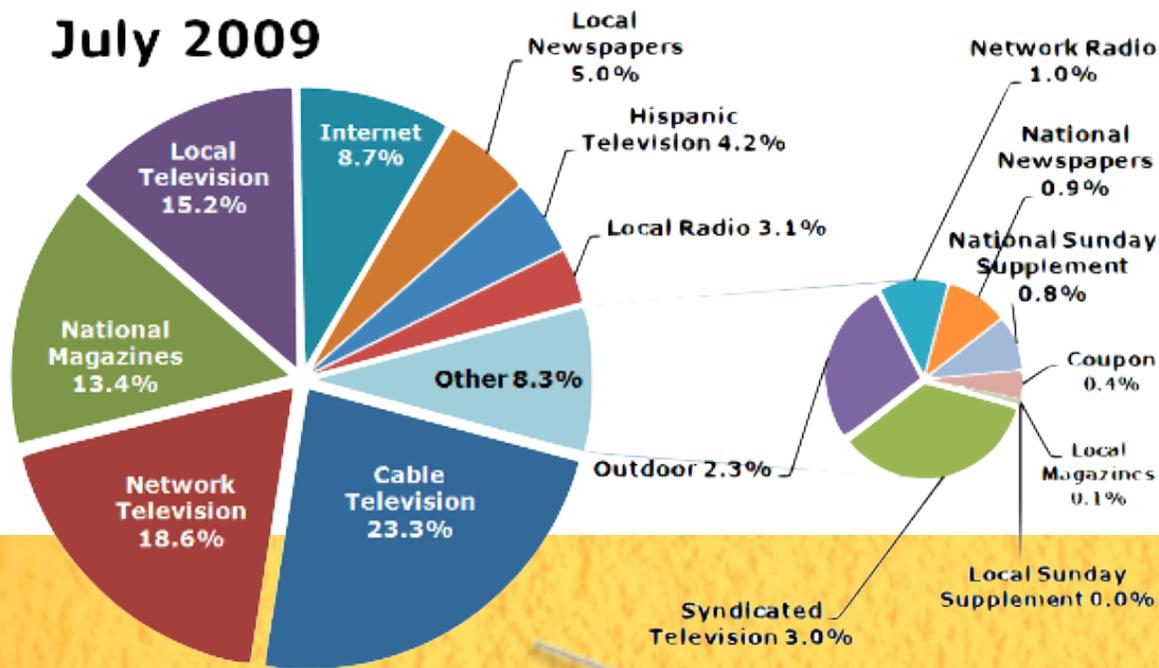
AWARENESS

“You don’t know what
you don’t know”

Old school advertising

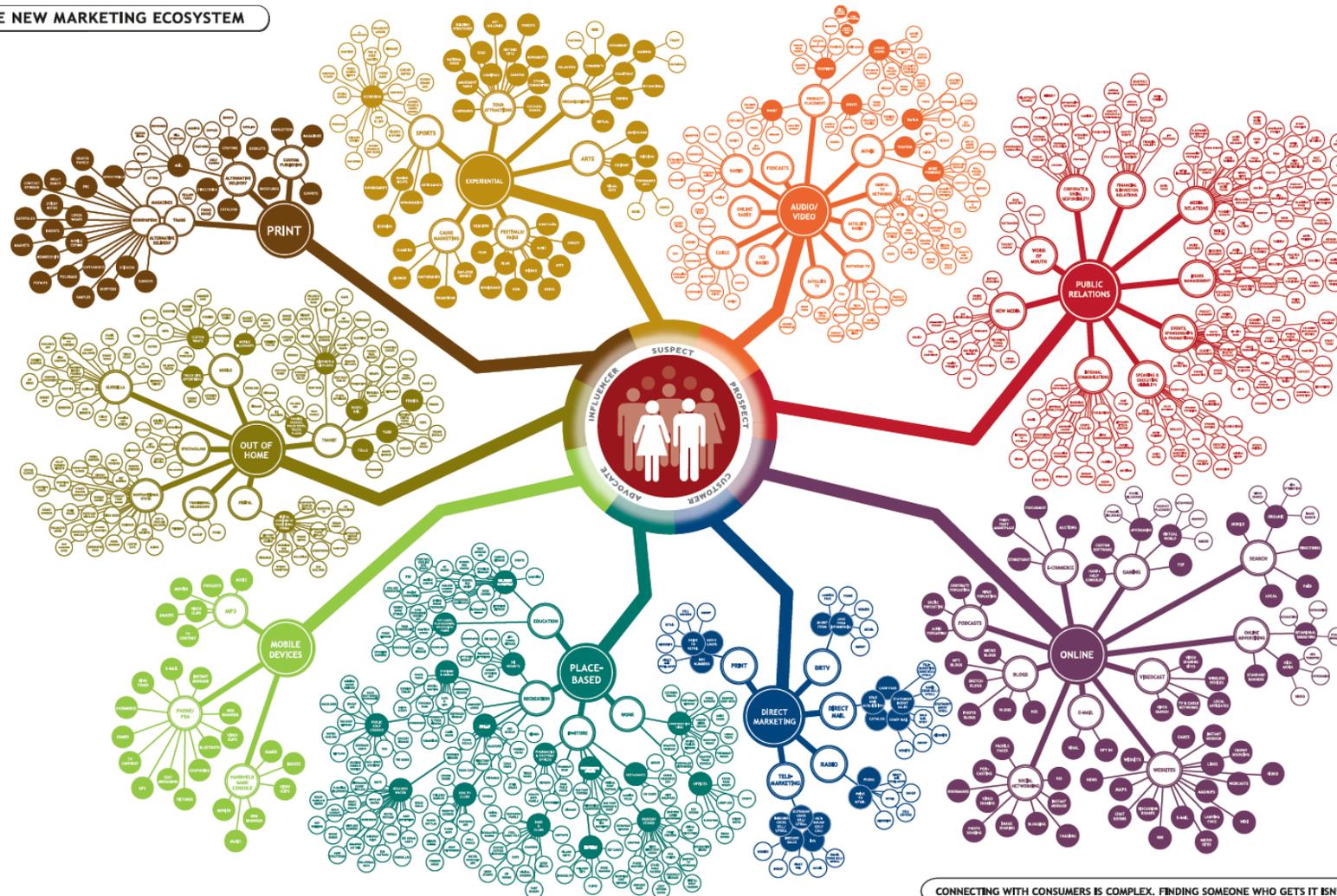
Share of Ad Spending by Medium

July 2009



Welcome to Thunderdome!

THE NEW MARKETING ECOSYSTEM



CONNECTING WITH CONSUMERS IS COMPLEX. FINDING SOMEONE WHO GETS IT ISN'T. MULLEN



How are agencies staying aware?

RESEARCH

Finger on the pulse of news and innovation

- Daily digest culled from the web and other sources –
Todd Lefelt, Managing Director of UX at Huge

Real-time insights

- Popular search terms, what's #trending, top cat videos



How are agencies staying aware?

RESEARCH & RESOURCES

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Real-time insights

- Popular search terms, what's #trending, top cat videos

T-shaped talent

- Foster an environment that nurtures this mindset

Networking

- Find, track and monitor the resources to be successful



How does SocialBridge help awareness?

RESEARCH ▶▶

News Feed widgets

- inspire watercooler discussions around industry topics

SocialBridge Share bookmarklet

- share interesting articles and knowledge with your team

Moodboards

- visual collaboration and sharing

RESOURCES ▶▶

Knowledge-bases

- Centralize “go to” resources for rapid on-boarding

Digital Forms and Databases

- Gather information and build your resources organically



...increase industry awareness and alignment within your agency around news & trends

The screenshot shows the Central Desktop web application interface. At the top, there is a navigation bar with the Central Desktop logo, user information (dtarlow@centraldesktop.com), and links for Sign Out, Company Shortcuts, Account, and Help. Below this is a secondary navigation bar with tabs for Workspaces, My Dashboard, Web Meetings, Favorites, and a search bar. The main content area is titled 'Thought Loop' and includes a 'New Page' button and a 'Subscribers' dropdown. On the left, a sidebar menu lists various categories under 'Thought Loop', including 'Ad Agency Knowledgebase' and '03 News/Research'. The main content area displays '01 RSS Feeds' with a grid of four news items:

- 4A's SmartBrief**: Carat wins added 6h 21m ago. **Macy's \$500M broadcast, digital media account**. Carat has won media planning and buying duties for Macy's broadcast and digital efforts, after a review. -More- more...
- Advertising Age - Latest News**: Bodyform 'Apologizes,' added 22min ago. **Admits That There is No Such Thing As a Happy Period**. After all that feminine hygiene product companies have done over the years to convince women that their periods were actually a beautiful, amazing, happy time, can you really blame the men who envy us for them? Email this Digg This! Save to del.icio.us Take our new survey more...
- Advertising Age - Agency News**: Former Saviour added 1h 43m ago. **Publisher Launches Foodie-Focused Ad Shop**. The name of the new agency is Palate, and it will be launched in New York as a spinoff of full-service agency FKM. Palate will be dedicated to helping food and beverage brands capitalize on emerging trends. more...
- RSS on Adrants**: added Jul 24, 2008, 4:26am. **Agency's 'Mad Men'-Style Website Shows Love For Good 'Ol Days**. Way to get publicity, Red Tettmer! more... added May 29, 2007, 3:23am. **Kevin Canned, Facebook Updated, Miller Lovemarked, Feedburner Googled**. - It is said NBC will, today, confirm the firing of Network Entertainment President Kevin Reilly. He



...like Instapaper -- share interesting articles with your teammates fast and easy!

The image shows a browser window with the URL `adage.com/article/agency-news/creatives-agency/237824/`. The article title is "Creatives: Do You Really Need Your Own Agency?". A "Save Page - Central Desktop" dialog box is open, showing the page title and URL. An orange arrow points from the "Web Page Description" field in the dialog to a cloud icon labeled "socialbridge by Central Desktop". Below the cloud are icons representing a group of people, indicating sharing with teammates.

AdAge | agency news

HOME THIS WEEK'S ISSUE MOBILE APP

AGENCY NEWS MEDIA DIGITAL GLOBAL NEWS HISPANIC MARKETING

6 Cities

Creatives: Do You Really Need Your Own Agency?

P.J. Pereira Questions Creative Hierarchy, And Whether or Not to Build Legends

By: *PJ Pereira* Published: *October 17, 2012*

194 | share this page

Creatives are groomed to dream about owning their own agency. And who am I to question that, if I am on my second venture myself? Yet I have one concern about that single, collective ambition: Despite how good it may seem to be able to call the shots, you don't really get to call that many once you own the place.

As a start, you will have clients to serve. What they want and need, regardless of what you believe in, will sometimes have a direct impact on your ability to pay the bills. Most of the time, things won't be as simple as "selling out or not" when families you know so closely depend on your calls. You have to keep the lights on and the



...visual collaboration and sharing to jumpstart and inspire concepts.

Go Group Marketing jdoe@gogroup.com Sign Out at Go Group Account Help

Workspaces My Dashboard Favorites Search Advanced

Go Group Intranet Home Calendar Files & Discussions Wiki Moodboards

+ Seventies Modern

ISRAEL 1.70 ENVIRONMENT אִתּוֹת הַסְּבִיבָה יִשְׂרָאֵל



...centralize “go to” resources for rapid ramp-up and maximize knowledge efficiency

Mercedes-Benz

Client Name: Mercedes Benz
Client Since: 1997

Lead Origin: Chris Goodyear
Account Management Contact: Joe Buttito
Business Development Contacts: Justin Turner

Highlighted Jobs and Case Studies: 98 G Class Rollout, Mercedes

Mercedes-Benz (German pronunciation: [mɛʁˈt͡sɛː des ˈbɛnt͡s]) is a German manufacturer of automobiles, buses, coaches, company, Daimler AG. Mercedes-Benz traces its origins to Karl Benz's creation of the first petrol-powered car, the Benz Patent-Motorwagen, in 1885. The company was founded in 1909 by the merger of Daimler Motoren Gesellschaft and Benz & Sohn AG. Mercedes-Benz is one of the most well-known and established automotive brands in the world, and is also the world's

History

Business alliances

Studebaker-Packard

In 1958, Mercedes-Benz entered into a distribution agreement with the Studebaker-Packard Corporation of South Bend, Indiana, to sell Mercedes-Benz brand automobiles. Under the deal, Studebaker would allow Mercedes-Benz access to its dealer network in the U.S., and in return, receive compensation for each car sold. Studebaker also was permitted to use the German automaker's name in its advertising.

When Studebaker entered into informal discussions with Franco-American automaker Facel Vega about offering the Facel Vega Excellence model in the United States, Mercedes-Benz objected to the proposal. Studebaker, which needed Mercedes-Benz distribution payments to help stem heavy losses, dropped further action on the plan.

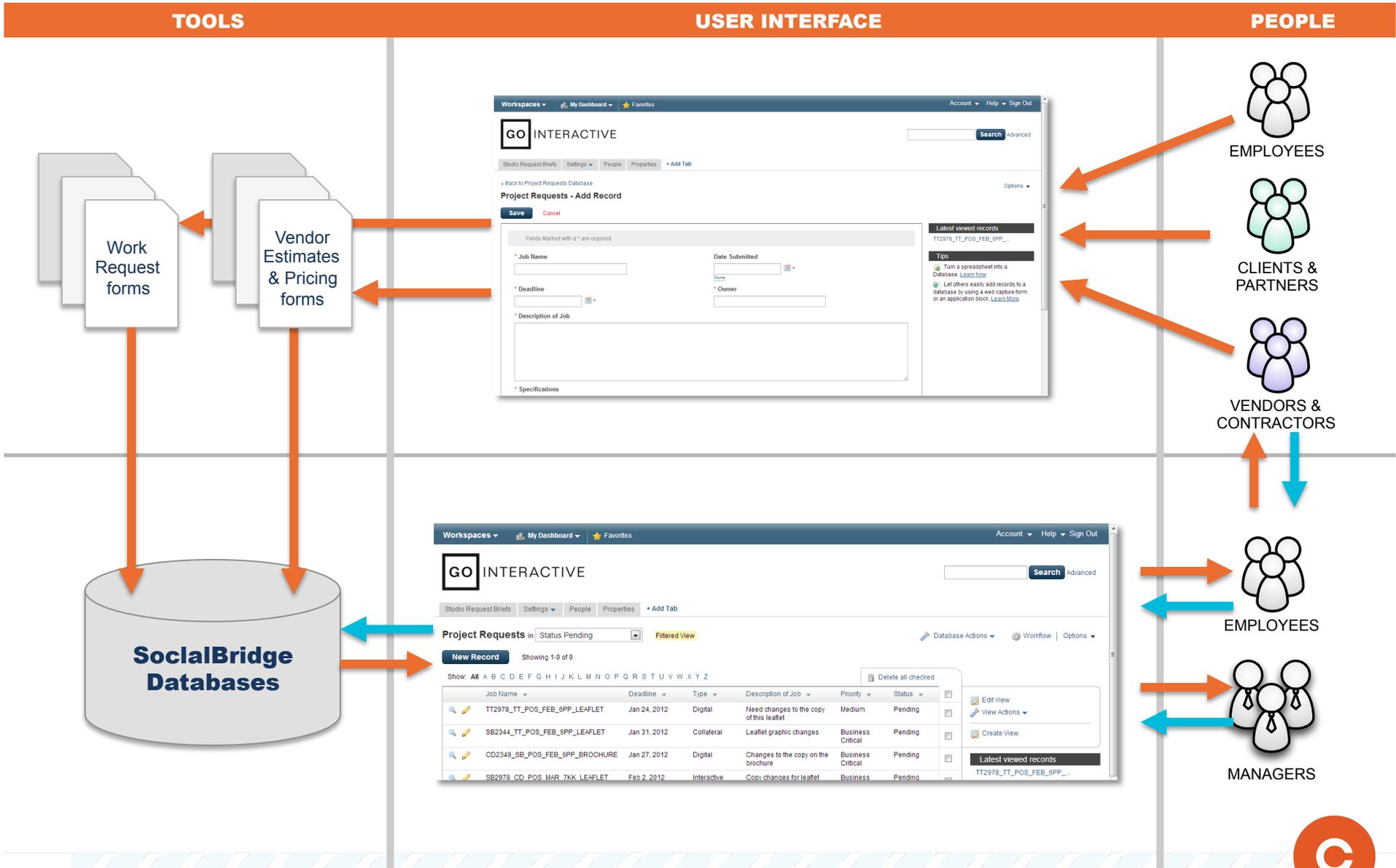
Mercedes-Benz maintained an office within the Studebaker works in South Bend from 1958 to 1963, when Studebaker's U.S. operations ceased. Many U.S. Studebaker

Table of contents

- 1 History
 - 1.1 Business alliances
 - 1.1.1 Studebaker-Packard
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 - 3.2.1 McLaren cars
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- 4 Motorsport
 - 4.1 Formula 1
- 5 Tuners
 - 5.1 In house
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- 6 Noted employee
- 7 Innovations
 - 7.1 Robot cars



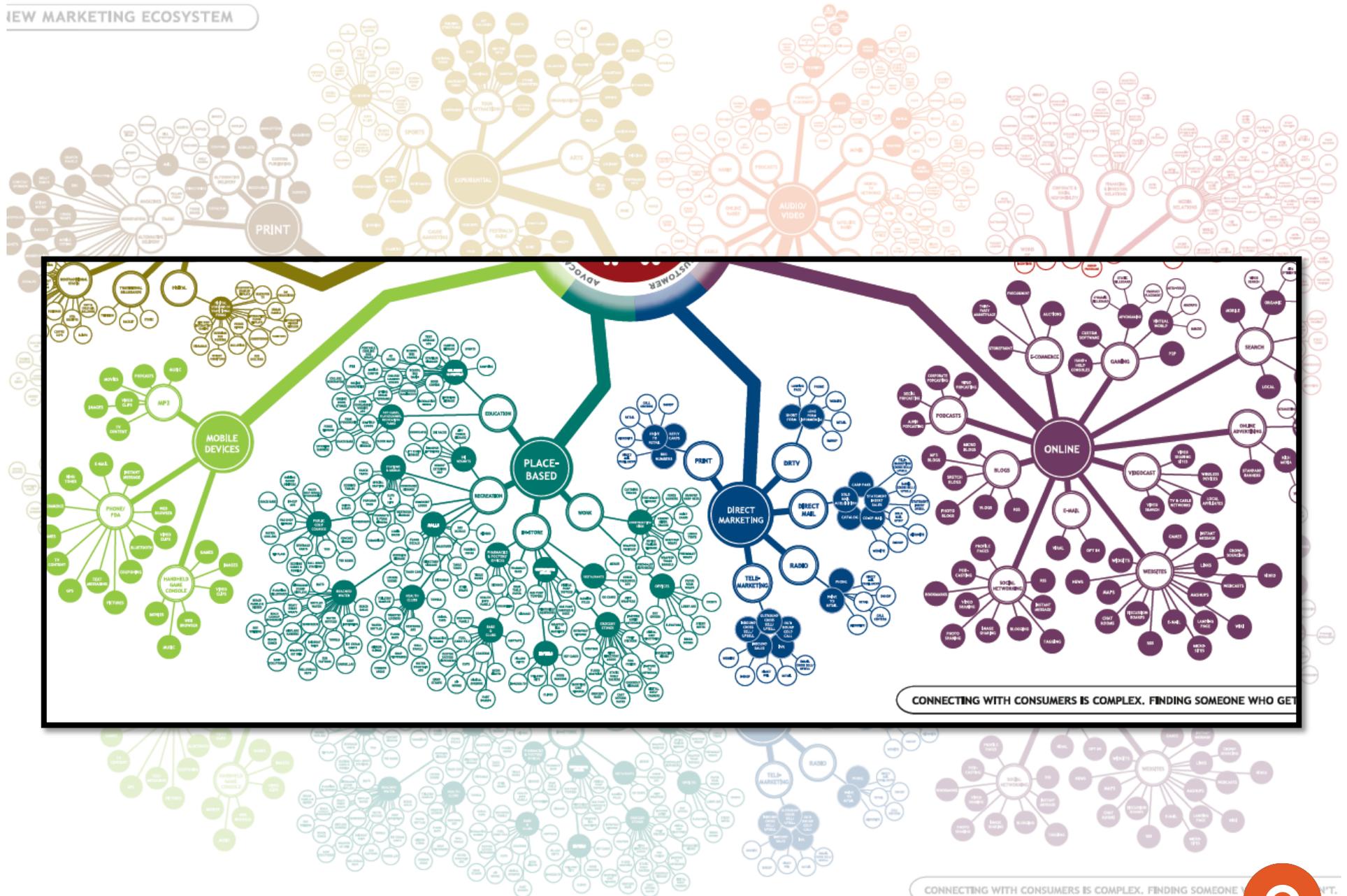
...combining forms to seed databases is *the* way to build a catalog of resources!



ADAPT

“It is not the strongest of the species that survives, nor the most intelligent. It is the one most adaptable to change.”

NEW MARKETING ECOSYSTEM



CONNECTING WITH CONSUMERS IS COMPLEX. FINDING SOMEONE WHO GETS IT.

CONNECTING WITH CONSUMERS IS COMPLEX. FINDING SOMEONE WHO GETS IT.



How are agencies adapting to change?

TOOLS

Point solutions (increasingly cloud-based)

- Digital Asset Management (DAM)
- File hosting + sharing
- Project management
- CRM
- The list goes on...



How are agencies adapting to change?

TOOLS & ORGANIZATION

Point solutions (increasingly cloud-based)

- Digital Asset Management (DAM)
- File hosting & sharing
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- CRM

Traditional business organization

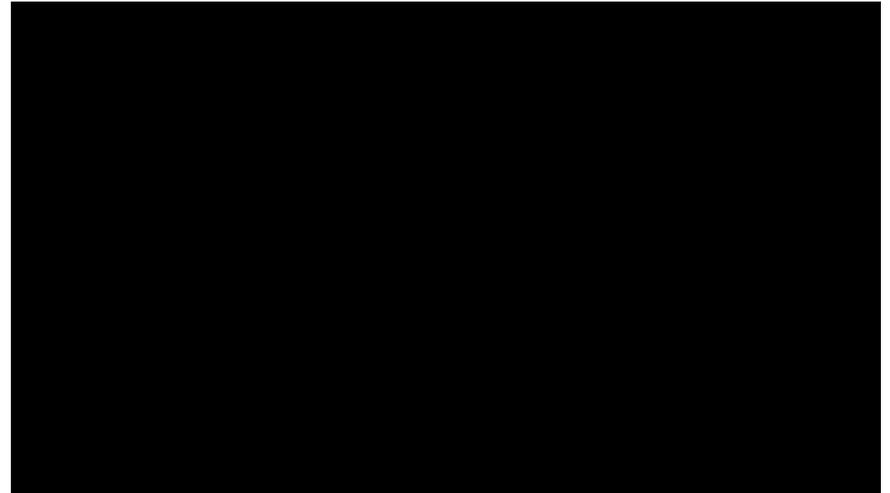
- Agencies foregoing standard team structures in favor of cross-disciplinary groups
- New era of titles and naming conventions



Big Spaceship's organization

COMBINED DISCIPLINES

“Everyone contributes, everyone has ideas and everyone has a voice.”



How does SocialBridge help you adapt?

TOOLS ▶▶

File hosting + sharing

- High-speed uploads and expiring link management

Digital proofing

- Replace manual paper markup with an automated digital alternative that's faster and eliminates any confusion

Workflow automation

- Compress steps in your high volume repetitive processes

ORGANIZATION ▶▶

Cross-disciplinary workspaces

- Bring disparate teams together and foster collaboration



...transfer your files at maximum speed and cut your upload time dramatically!

The screenshot shows the 'centraldesktop' interface. In the 'Upload' menu, 'Aspera Fast File(s) Upload' and 'Aspera Fast Folder(s) Upload' are highlighted with a green box. Below the menu is a table titled 'Items not in Folders' with columns for Name, Status, and Modified. A performance comparison chart is overlaid on the interface, comparing 'STANDARD UPLOAD' (1 minute, 55 seconds) and 'aspera UPLOAD' (46 seconds) for a 55 MB file. A red starburst graphic indicates a 60% time savings.

Upload Method	Time
STANDARD UPLOAD	1 minute, 55 seconds
aspera UPLOAD	46 seconds

60% time savings!



...can you say Dropbox with security and tracking?

socialbridge
by Central Desktop

Account ▾ Help ▾ Sign Out

Workspaces ▾ Search Advanced

Home Files & Discussions Project Management ▾ Material Request Tracker Settings ▾ People Properties + Add Tab

« Back to _Upfronts - Sizzle Reel

S05_COLLABORATOR SIZZLE REEL_L
No description for this file.

Download ▾ Upload New Version

Tags: [add tags](#)

Options ▾

Share ▾

Last edited by Michelle Munson Sep 5 No Status Version 2

Shareable Link

traldesktop.com/p/eAAAAAAAAAJpAAAAAD7dT7w

Note that this is a public link that anyone can see.
You can always get this link again by going to Manage Links.

OK

S05_COLLABORATOR SIZZLE REEL_LO-RES_ROUGH CUT.MP4 MB

No description for this file.

Download ▾ Upload New Version

Share ▾

Tags: [add tags](#)

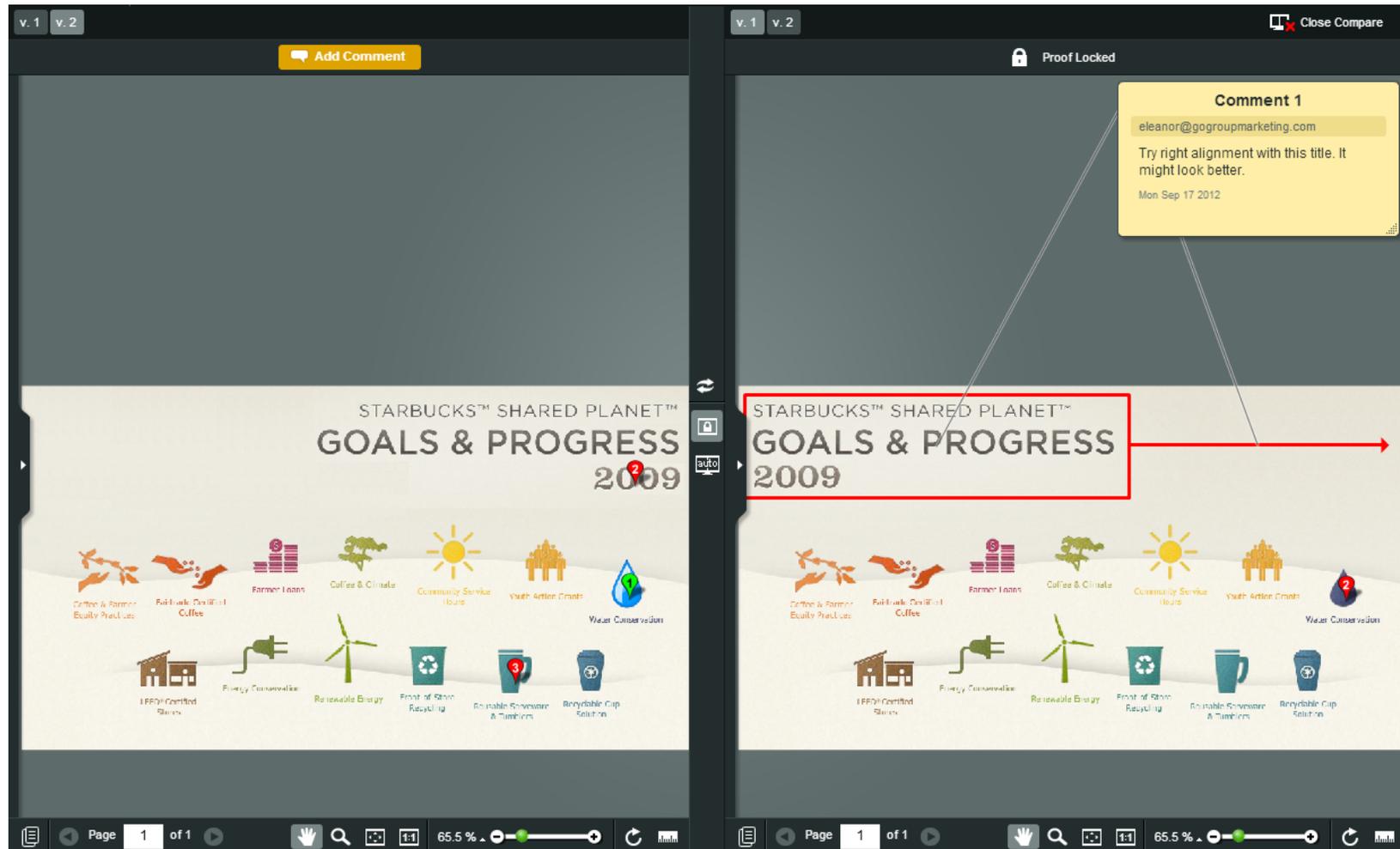
Manage Shareable Links

Name / Shared with	Expires	Link	Created by	Accessed	Delete
For External Vendor Re...	Nov 18, 2012	https://asperademo.centraldesкто	Dan Hitomi	Never	

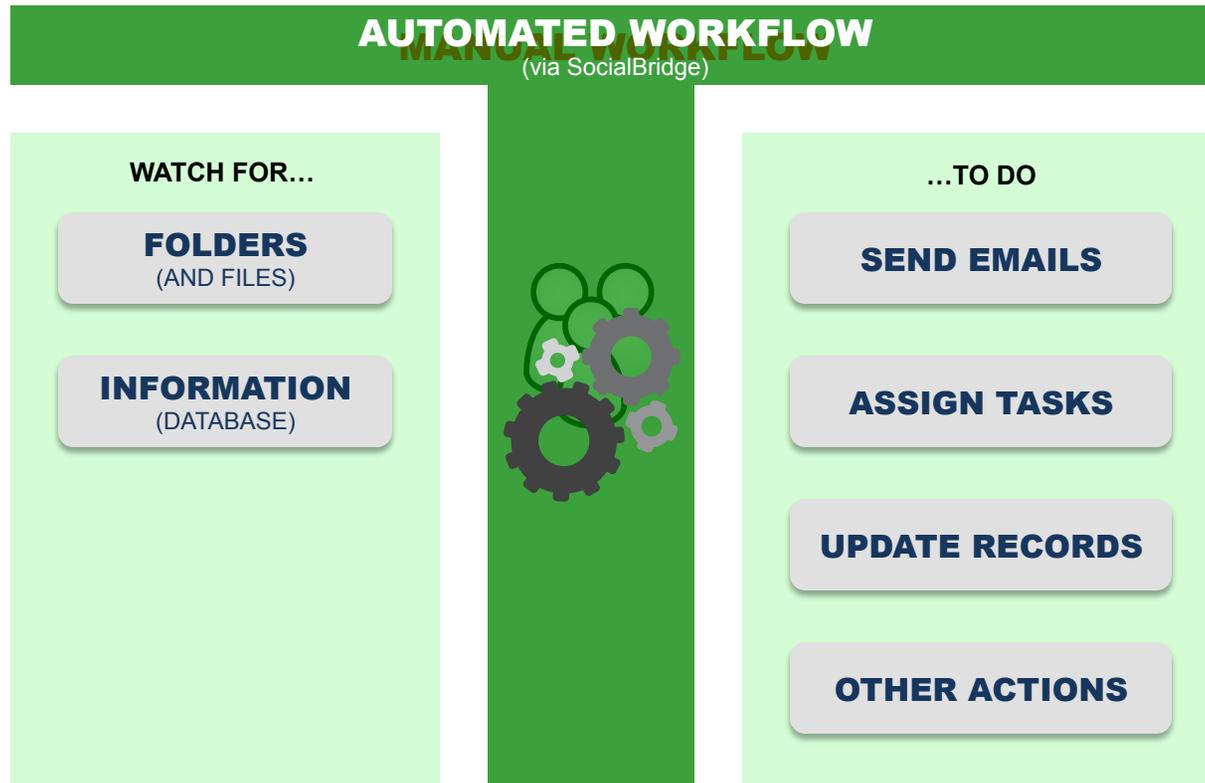
OK



...collaborative review and approval to reduce overall proofing time.



...recapture time through automation and giving back time to real work.



- ... automatically complete people when records are delivered
- ... automatically assign tasks when requests are made
- ... automatically notify people when data changes
- ... automatically generate work status when requests are processed



...new roles and new competency requires spaces to combine and develop thoughts!

TORC TORO workspace interface. The dashboard includes sections for 'Quick Links', 'Milestones and Tasks' (listing Project No. 1 and Project No. 2 with completion percentages), 'Project Team' (listing James Peates, Chris Mayes, and Jane Smith), 'Project Discussions', and 'Recent Activity'.

CLIENT TRENDS & NEEDS

janedo@internets.com workspace interface. The dashboard features 'Quick Links', 'Projects' (listing tasks for Bob Clark), 'Task List: Task List 3', and 'Recent Discussions'.

MARKETING TRENDS & PRACTICES



JNGYM workspace interface. The dashboard includes 'Project Request' (listing Usher Campaign 2012 and Mumford & Sons Campaign 2012), 'Royal Pains People' (listing team members like Chris Goodrich and Katie Gaston), and 'Project Contracts'.

AGENCY OBJECTIVES

purplelemon workspace interface. The dashboard features 'Project Request' (listing Usher Campaign 2012 and Mumford & Sons Campaign 2012), 'Soulmates People', and a calendar for September 2012.

TECHNOLOGY TRENDS & PRACTICES



ADOPT

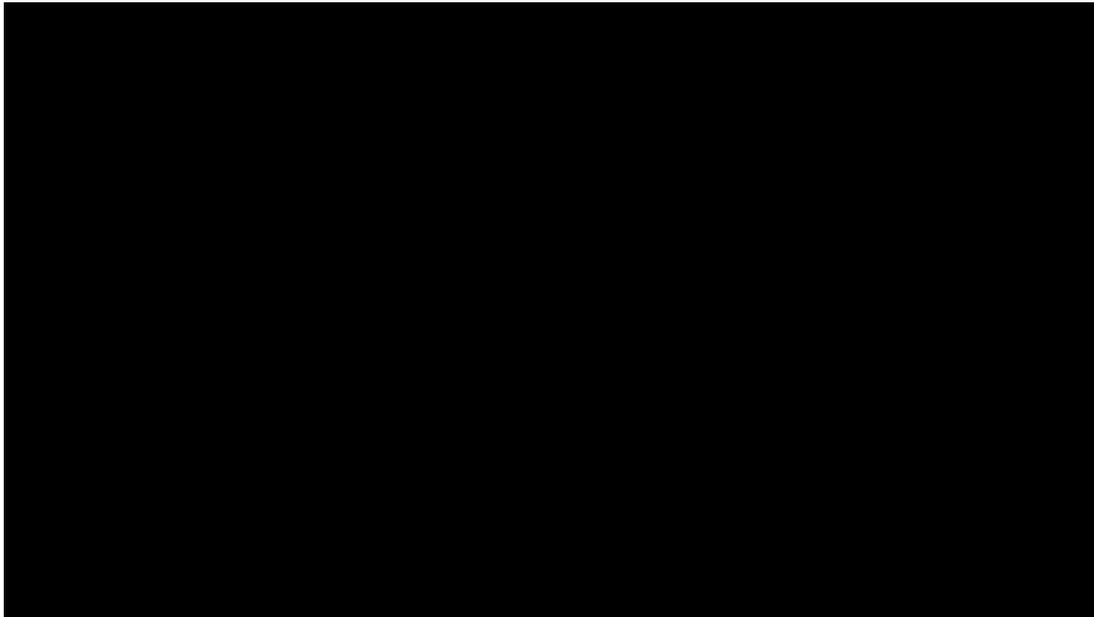
“In order for agencies to stay relevant, they must embrace the Culture of Code.”

What are agencies adopting?

AGILE MENTALITY

Real-time

- Campaigns as software releases
- Agile development



What are agencies adopting?

AGILE MENTALITY + CULTURAL SHIFT

Real-time

- Campaigns as software releases
- Agile development

Collaborative culture

- Holistic input on documents and ideas
 - Everyone can see what you're doing and can contribute to the discussion



How does SocialBridge help you adopt?

AGILE MENTALITY ▶▶

Do more in real-time

- Virtual ideation/whiteboard via online documents
- Version control to limit document confusion

CULTURAL SHIFT ▶▶

Create collaborative workspaces

- Acquaint your staff with the philosophy and practice of real collaboration (share and be shared unto)
- Encourage people into the system, seeing is believing



...reduce email pitch & catch and eliminate the “is the latest version?” problems!

The screenshot displays a web-based document editor interface. On the left, there is a navigation pane for a workspace named 'ACME Project' containing a folder structure for 'Medicare Advantage Plan ...'. The main area shows a spreadsheet titled 'Client Master List' with columns for Account, Campaign, Campaign Status, and Contact. A chat window on the right shows a conversation about updating contact information for 'Coke Print'.

Account	Campaign	Campaign Status	Contact
Coca-Cola	Coke WWW	Active	Carrie Pitzer
	Coke Print	Active	Bob Dorning
	Coke TV	Active	Ralph Lamb
	Dasani WWW	Active	Carrie Pitzer
	Dasani Print	Active	Bob Dorning
	Dasani TV	Active	Ralph Lamb
	Diet Coke WWW	Active	Carrie Pitzer
	Diet Coke Print	Active	Bob Dorning
	Diet Coke TV	Active	Ralph Lamb
Delta	Holiday WWW	Active	Arden Linkletter
	Holiday Print	Active	Gordon Light
	Holiday TV	Active	Ashley Ranklin
	Winter WWW	Active	Arden Linkletter
	Winter Print	Active	Gordon Light
	Winter TV	Active	Ashley Ranklin
McDonalds	POP Nov 2012	Active	Gunter Dericx
	POP Dec 2012	Active	Gunter Dericx
	POP Jan 2013	Active	Gunter Dericx
	TV Fall 2012	Active	Trey Ryder
	TV Spring 2013	Active	Trey Ryder
Subway	POP Nov 2012	Active	Sebastian Corn
	POP Dec 2012	Active	Sebastian Corn
	POP Jan 2013	Active	Sebastian Corn
	TV Fall 2012	Active	Deborah Yamaç
	TV Spring 2013	Active	Deborah Yamaç
	TV Summer 2013	Active	Deborah Yamaç

Chat Window:

- Me:** I'll change the contact for Coke Print
- Chris:** for all print campaigns?
- Me:** yes
- Mario:** Can someone add the Delta social details?
- Lijo:** I'll do it



...organize your work and information around work teams, clients or projects!

The image displays three overlapping screenshots of a web application interface, each representing a different workspace. The workspaces are 'KINGYM', 'purplelemon', and 'TOROTORO'. Each workspace has a unique color scheme (blue, purple, and orange/red respectively) and a similar layout. The layout includes a top navigation bar with 'Workspaces', 'My Dashboard', and 'Favorites' tabs. Below this is a main navigation bar with various tabs like 'Home', 'Project Management', 'Calendar', 'Projects', 'Settings', 'People', and 'Properties'. The main content area is divided into several sections: 'Quick Links', 'Projects' (with a table of milestones/tasks), 'Task List' (with a list of tasks), 'Recent Discussions' (with discussion threads), and 'Teeth Pulling People' (with a list of team members). The 'TOROTORO' workspace is the most prominent and shows a 'Teeth Pulling' workspace with a 'Teeth Pulling Home' page. It features a 'Projects' table with columns for Milestone/Task, Owner, Start Date, Due Date, and Status. The 'Task List' section shows a list of tasks (Alpha, Beta, Delta, Gamma) added by Michael Jones. The 'Recent Discussions' section shows two discussion threads (Discussion No. 1 and Discussion No. 2) with placeholder text. The 'Teeth Pulling People' section shows a list of team members (Chris Goodrich, Katie Gaston, Keir Serrie, Michael Jones) with 'Email' and 'Skype' buttons.



Key takeaways

Awareness

- Research
 - RSS feed app blocks
 - Save page bookmarklet
 - Moodboards
- Resources
 - Knowledgebases
 - Databases

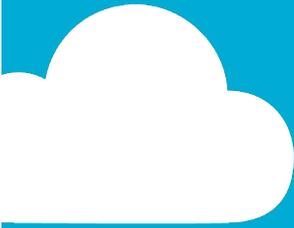
Adaptation

- Tools
 - File management
 - Digital asset review
 - Workflow automation
- Organization
 - Cross-disciplinary workspaces

Adoption

- Agile mentality
 - Real-time ideation and document collaboration
- Cultural shift
 - Flexible workspace configurations





THANK YOU FOR
FLYING WITH US.

GET READY FOR
YOUR NEXT
ADVENTURE



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