
TRANSMEDIA MARKETING :

From Global to Regional

SMC GROUP

JOEL KWONG

Creative Lead at SMC Group,
Media Art Curator, Transmedia Specialist, Columnist

Independent media art curator, consultant & producers, e.g. UK Circumstance Asia Tour (As if it were the last time – Hong Kong, Taipei & Xiamen), Maywa Denki Concert Tour in Hong Kong and Taipei, 20th Anniversary exhibition at Taipei, Innovationist exhibition in MOCA Taipei & Hong Kong K11 during Artist Basel in 2012 etc. Recent curated artists and creators include: Nonotak studio (Paris), TASKO (Japan), Zach Lieberman (US), Yao Chung Han (Taiwan), Darsha Hewitt (Germany/ Canada) etc.

#Creative Lead at SMC Group -
a digital marketing agency based in Hong Kong
#Programme Director of Microwave Festival
since 2006
#BOD of Videotage,
a media artist collective since 1986
#Part-time Lecturer at Chinese University of
Hong Kong (MA & BA in Cultural Management)
#Transmedia Specialist (Prior Visiting Fellow at
Hong Kong Design Institute)





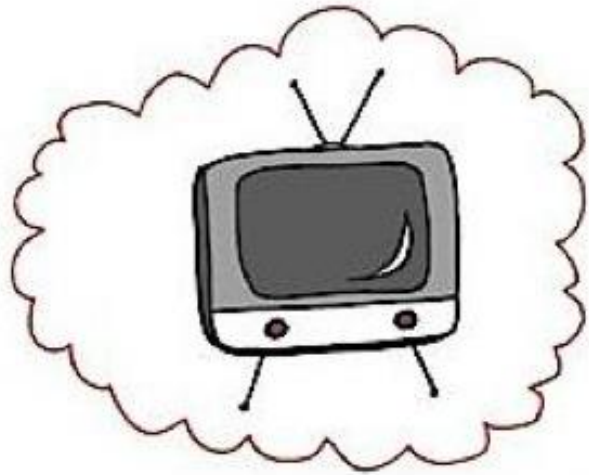
HOW WE PERCEIVE INFORMATION NOWADAYS?



1950s

vs

2010s



WE ARE
DIFFERENT
NOW

Your Daily Schedule? What statistics told us?

More than 2.9 millions of emails burst out in every second

世界上每秒鐘至少有290萬封電子郵件被發出

More than 20 hours videos are uploaded in every minute

每分鐘至少有20小時的視頻上傳至Youtube

All in total 70000 billions hours collectively spent on facebook from human beings every month

人們每個月約花7千億個小時在臉書上

We only have 8 sec of focus left on social media

現代人只有8秒的專注力

User Behavior

Second Screen Culture

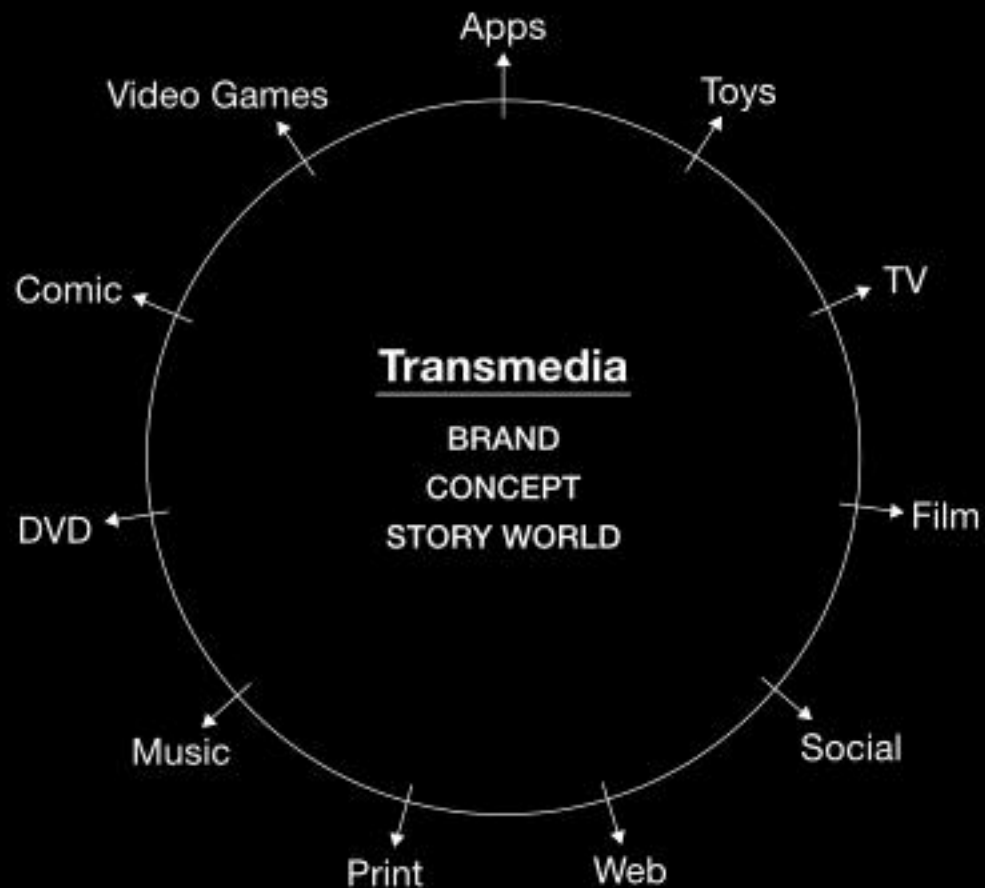


Content Spread

User on Demand

What is Transmedia Storytelling?

Transmedia storytelling (also known as transmedia narrative or multi-platform storytelling) is the technique of telling a single story or story experience across multiple platforms and formats using current digital adaptations.





HOW ABOUT TRANSMEDIA MARKETING?

from film and tv to games and digital media...



Today' s transmedia is about creating, distributing, and marketing content simultaneously on air, online, in print, on the go, and on the ground. The strategy is to integrate your narrative and content marketing into a **single storytelling enterprise** that transforms your audiences into ambassadors – co-creators, co-distributors, and co-marketers.

DUMB WAYS to DIE™



The Narrative

The first step was to produce and record a music video entitled 'Dumb Ways To Die'. The video featured a cute song with morbidly 'funny' cartoon characters dying in ridiculous ways. It ended with a reference to the main point: railway safety. Therefore, the narrative effectively is that there are many 'dumb', easily avoidable ways to die, and being hit by a train is one of these.

www.Bandicam.com

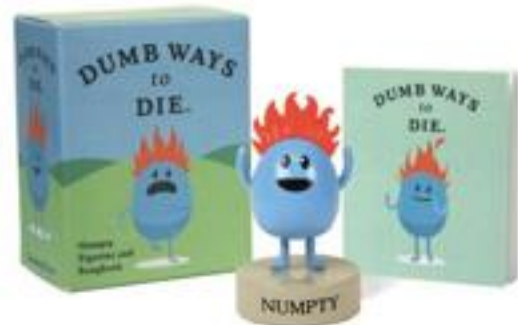


字幕 / 小Mic報報

micnet.blogspot.com



The **Second step** is continued to release additional content on multiple platforms. Each separate platform told the same story and had the same characters, while creating their own individual charm by using the strengths of their respective platform.



**Metro Trains found a 21% reduction
in train station incidents (Brand News, 2013).**

AND

THE STORY CONTINUES...

HOW DUMB WAYS to DIE

GOT YOUNG PEOPLE TO BE SAFE AROUND TRAINS

THE BRIEF

Accidents and deaths among young people on Melbourne's Metro train system had been on the rise for years. But public safety messages generally don't work on young people. We had to find a way to get them to care about being safe around trains.

THE IDEA

Being unsafe around trains is the Dumbest Way to Die. Rather than use shock tactics, we used entertainment and branded content to engage our audience, and then convinced them to pledge to be safe around trains.

First we launched a song on iTunes and a music video on YouTube. Then a book, a smartphone game, interactive outdoor posters, radio advertising and tumblr GIFs. A karaoke version of the song was even played on train stations. All channels led to our website, where people could learn more about safe behavior around trains and take the pledge to not be dumb.

THE RESULTS

Young people viewed, created, shared and even purchased our rail safety message in unprecedented numbers. And just four months after launch, the Melbourne Metro has recorded a 21% reduction in accidents and deaths compared to the same time last year.

21% REDUCTION IN ACCIDENTS AND DEATHS

APPROACHING 1 MILLION PLEDGES ON OUR WEBSITE

MOST SHARED PSA IN HISTORY

3,000,000 + Facebook shares
100,000 + Twitter shares
2,000 + Blog posts

3RD MOST VIRAL AD OF ALL TIME

CHARTED ON iTUNES IN 28 COUNTRIES

YOUTUBE VIDEO

Despite no paid media support, YouTube views of the main video reached **30 MILLION** within a month, and are now approaching **50 MILLION**.



iTUNES

We turned iTunes into a media channel. Dumb Ways to Die charted in **28 COUNTRIES** and is still on people's playlists. All royalties from song sales are being put back into rail safety.



GAME

A smartphone game distributed via iTunes allowed young people to play and learn at the same time.



"I solemnly swear not to do dumb stuff around trains"



INTERACTIVE POSTER

Outdoor advertising got people to promise to be safe, and generated Instagram-friendly content.



TRAIN STATION PLATFORMS

A karaoke version of the song played over platform loudspeakers.



POSTERS AND DECALS

Train stations all over Melbourne carried the message on posters and decals.



A 44 PAGE BOOK

Schools adopted the campaign as a teaching tool, so to meet demand we created The Little Book of Dumb Ways to Die.



MEDIA COVERAGE

The campaign was extensively covered by every major Australian network, including a 10 minute piece on Australia's national non-commercial broadcaster - Specialty provides media exposure. Plus over 750 international media outlets.



Google ON
The Telegraph
THE TIMES
JakartaGlobe
billboard
msn
BBC
DIGITAL JOURNAL

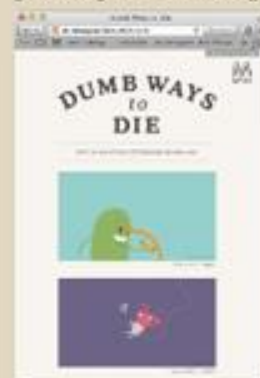
RADIO

Wide radio advertising was purchased, radio stations all over the world continue to play the 3 minute song as part of their music programming.



TUMBLR

With 21 animated gifs our tumblr site generated huge and immediate viral effect.



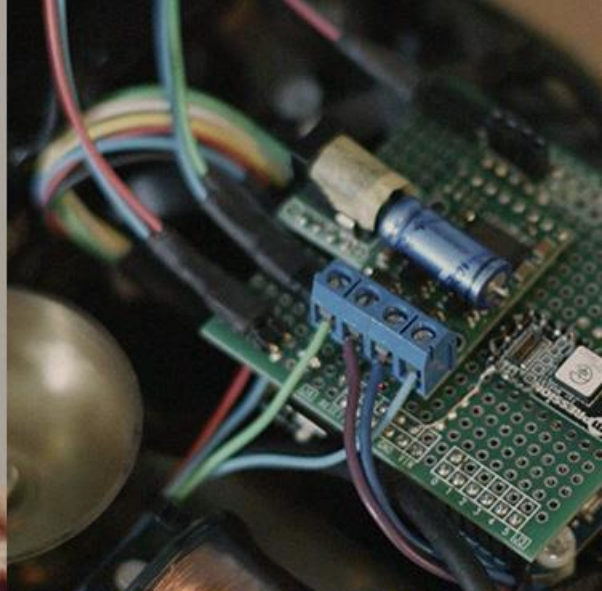
WEBSITE

A campaign website gave more information on how to be safe, and asked people to actively pledge to be safe. Nearly a MILLION people have done so already.

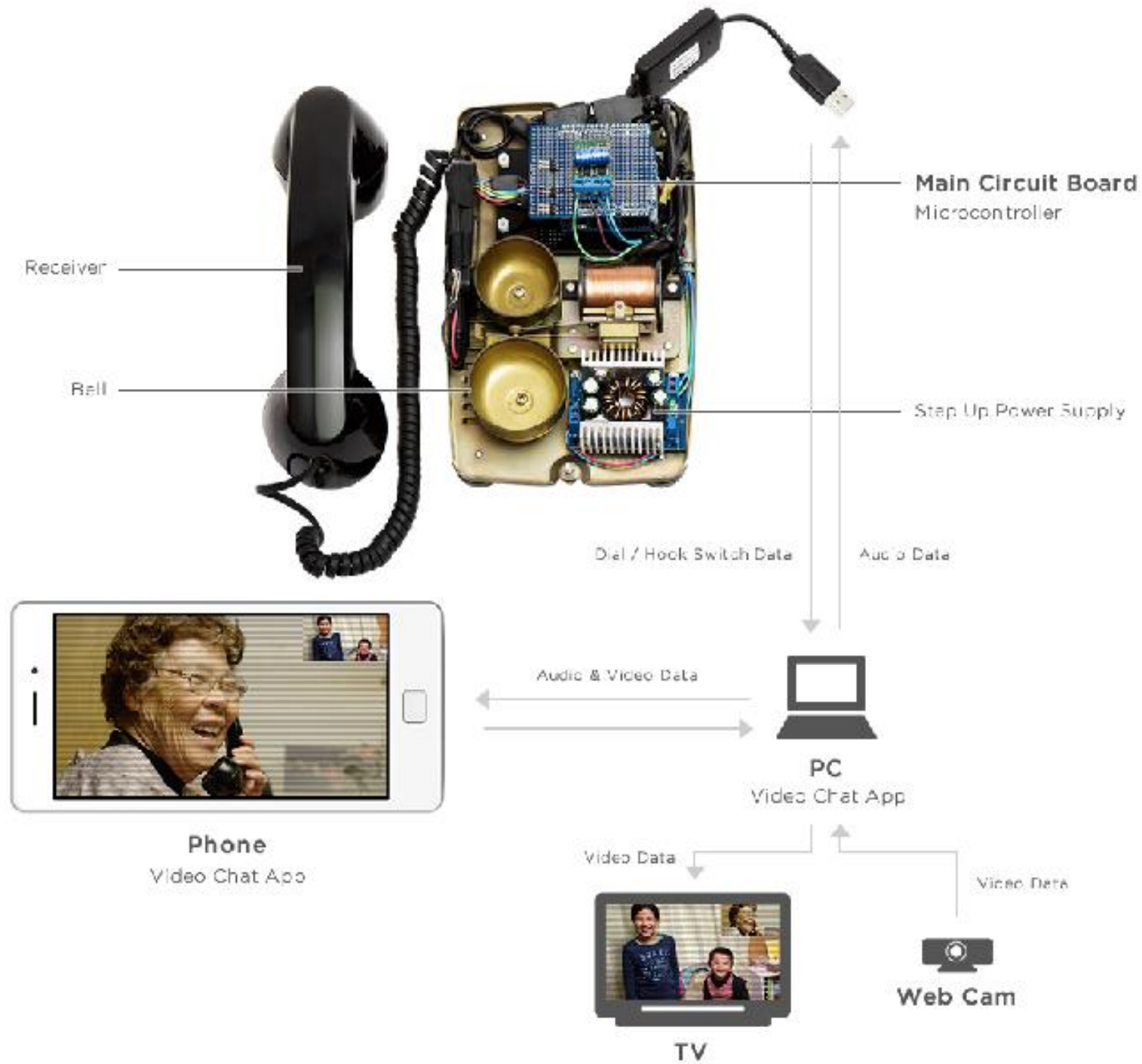


Bring in Brand Value
& Construct a unique
story world

Analog Innovation







The Shizu Car

Life is a journey full of ups & downs

We drive you a session with
emotional support.

人生就像一段漫長的旅程 也許有高有低
但其中一段有我們陪你走過



女の子は毎日、いろいろなことと戦っている。

Target: 30 above/ Female 成年女性為主要目標市場

What do they really care? 但每日在城市上戰鬥的她們 到底在關心什麼？

ドライブ人生相談

しずカー

presented by PASSO



相談中

PASSO

We care what you care

我關心妳所關心的

Online booking // A "Drive" consultation

一程車的時間

把安全感與品牌承諾通通兌現





N-screen Culture

Audiences are ready!

It's our turn now!

第N個屏幕文化

觀眾早已預備好 媒體隨時待整出發



BUDGET?



【 JOEL KWONG 】 給 麥浚龍 的信

An experiment - from printed to online

Transmedia Tracing Game





Joel 📍

香港 中西区



扫一扫上面的二维码图案，加我微信

A black and white photograph of a misty forest. Sunlight streams through the trees, creating a hazy, ethereal atmosphere. The trees are tall and thin, with some foliage visible in the foreground. The overall mood is quiet and mysterious.

TRANSMEDIA

it's about the story, not the tools

THANK YOU

SMC GROUP

All the case studies reviewed from this deck are all references from the internets and artist websites, to serve as references only.

以上內容均為案例參考，照片以至錄像均為線上公開紀錄，出自藝術家及公司網站及錄像分享平台。

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