

# DIGITALCHOICE



**TONY PRYSTEN, CO-FOUNDER & CREATIVE DIRECTOR, IGLOO**

Amnesia Razorfish have created the Fresh Start Project for Realestate.com.au in partnership with Habitat for Humanity Australia.

By visiting and exploring Realestate.com.au, users collect virtual or "social" bricks that go to supporting the "real life" project of building a home for a family in need.

Through the collection of these virtual bricks, Realestate.com.au will donate \$130,000 to Habitat for Humanity Australia, who will then go on to build a house for a lucky family in need. This is all logged and shared with a very seamless use of Facebook Connect. Or at least I think that's how it works.

The house build, which is due to commence in November, will be documented on the mini site and users will no doubt be able to follow, comment and share the results of their previous Realestate.com.au clicking.

The site looks fantastic and the animation throughout is smooth and very well crafted. I like the attention to detail and there are some nice, subtle little touches throughout. On the whole, this is a good example of an integrated digital campaign.

This campaign has, however, generated some healthy debate online. Comments I read on various blogs are divided, ranging from very positive to very negative.

Personally, I think anything that draws attention to the misfortunes of others is a good thing. Good or bad, it made me think about what others may be going through to put a roof over their head and that there are some progressive causes working to rectify this situation. Unfortunately, the irony of an organisation that has effectively profited from the real estate frenzy our country has witnessed being connected with this project seems to cause a lot of the debate and as I cruised the pages of Realestate.com.au looking at million-dollar properties in Elwood, maybe the connection to the plight of those less fortunate was a little lost.

Honestly, if corporates are prepared to part with some of their cash to raise awareness and contribute to a social cause, isn't this a good thing? Yes, there is a degree of delayed gratification and complexity with this campaign and there is an expectation that you are in for the long haul (a whole month!) if you want to see it through. Realistically, we know that we can't fix this problem and others like it with one click of the mouse or a "like button". It takes true money and commitment, not just a campaign.

That said, we should reward the creativity of the campaign by taking the time to explore what this cause does and how it helps families build homes through a unique system of "sweat equity" and non-profit loan repayments. And if you have a lazy million in the bank, check out Realestate.com.au, as houses are apparently cheap at the moment.

**CLIENT** Realestate.com.au  
**CREATIVE** Amnesia Razorfish  
**MEDIA** Starcom



# LOCAL PMS - THE WAY OF THE FUTURE

ONLINE HABITS ARE INCREASINGLY REVEALING MORE ABOUT INDIVIDUAL CONSUMERS, AND THE RESULT IS MORE TARGETED ADVERTISING IN THE NEAR FUTURE, WRITES PAUL FISHER.



Local PMS - it's a catchy phrase and one you can expect to hear a lot more of if my experience at the recent MIXX Conference in New

York is anything to go by. Speaker after speaker, including Google, Yahoo! and Facebook, seemed to repeat forecasts that in the months and years ahead, online display advertising will become more local, more personal, more mobile and more social - hence, Local PMS.

**More Local:** The advent of WiFi and 3G (now 4G), faster internet speeds, lower access plans and, of course, an explosion in mobile devices, will increasingly allow us to download web content wherever we are situated, not just where our PC is situated.

Add to this the ability to select location-based services - if we opt to activate the GPS in our mobile devices - and better online geographic targeting of devices, and the result is more local content, more local directories and of course

- think Foursquare.

The term hyper-local in particular is sure to be something you will read more about, as content, services and advertising are offered to consumers in exchange for details of their locations.

**More Personal:** Another consequence of increased "data mining", the tracking of behaviour online and the consent we give as consumers for data to be used, is the ability to receive increasingly more relevant products and services in advertising.

We'll also see a lot more personal advertising when we're logged in to activities such as social networking, opt-in sites, and other areas across the web where we choose to share our more personal data or our preferences for content and advertising categories, and our exemption from other categories.

I also expect to see growth in direct marketing across devices and sites continue apace, as advertisers seek to engage, reach and influence consumers - initially by observing our browser behaviour, and progressively in exchange for

and that number is growing.

A Gartner report also recently released forecast sales of tablets to rise from 50 million in 2010 to 208 million in 2014.

The key point for marketers is that mobile will clearly and directly link to locality and time of day/week consumption. One view, expressed by a Google executive, was that the first interaction we will have with content, services and advertising each day (i.e. when we wake up and are on our way into work) will be on a mobile device.

**More Social:** The final buzz, around social, was not surprising. The forecast for online display advertising is that the ads themselves will increasingly be socially enabled. That is, consumers will be able to comment on ads, forward them to friends or post them in their own social networks.

They'll also be able to add commentary to live twitter feeds about the product or the brand in the ad, as well as to rate the ad or use any other socially-enabled features. These features will become a rich source of live feedback for media and creative agencies - and, of course, clients. It will also be great for the growing number of "sentiment analysis" companies.

Predictions suggest that display ads will eventually get bigger, less cluttered, and will provide brands with direct response and social enablement, all in the one ad placement. Add to this the power of Local PMS and we are presented with a very exciting formula for the Australian online display advertising market.

So exciting that I think we'll see the sector grow from \$550 million in 2010 to over \$1 billion by 2014. <

**Paul Fisher is chief executive of the IAB.**

The day is not far away when the only advertising we choose to receive will be local.

more local advertising.

As consumers engage more with social network-enabling platforms and consent to even more data being used for our benefit, the day is not far away when the only advertising we choose to receive will be local. That locality will either be to where we indicate we are based, whether living or working, or to where we happen to be at that time

our permission-based sharing and opt-in provision of information.

**More Mobile:** Some startling figures were bandied around during MIXX. One of these is the fact that 197 million mobile handsets will be shipped in the US alone in 2010. On homeground, Nielsen reported that over one third of Australians accessed the internet from their mobile devices last month,

## Who can you trust when you buy Digital Media?

With **DNS**, you are always assured of: **Choice, Flexibility & Transparency**

- Premium Display Network
- Performance Media
- Email Marketing



**DNS**  
DIGITAL NETWORK SALES  
Proudly part of the PermissionCorp Group  
www.digitalnetworksales.com.au  
Sydney +61 2 8012 5565  
Melbourne +61 3 9827 2686  
Auckland +64 9 300 4449