business more customer-centric. If more organizations had got their data right first, their CRM projects might have succeeded after all.

Much of the book's focus is on what benefits companies are likely to see from becoming data-centric and it therefore offers a useful prop for any business case in this area. If you need to persuade a senior executive of the wisdom of getting behind data as the next value-generating practice for the business, buy them a copy.

David Reed FIDM

The Drum's 4 min Warning—Conference review

Sheree Hellier

Palgrave Macmillan; Teddington; 2013

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There was a lot to reflect on after The Drum's 4-min Warning event on 5 December 2012 — the speakers and subject matters were diverse, from marketers to scientists to innovators; the conference promised to 'think the unthinkable', and it offered a review of 2012, a prediction of 2013, through to a mind-blowing account of how we may all be living in 2045. It offered a genuine opportunity to reflect on diverse ideas, theories, debates and experiences. A look back on the Olympics and patriotic year of 2012 set up a view of the opportunities for marketing in 2013. Augmented reality (AR), the merging of real and digital, along with the convergence of web and TV were the key focus areas. The renaissance of TV during 2013 was a common theme.

From AR to attitude innovation

**AR (augmented reality)
falls into the marketing
gap**

Thus, taking a closer look at each of these predictions, will AR really gather pace in 2013? Early adopters aside, it is still quite a novel concept for most — the demonstration to even the senior marketer audience at The Drum event generated quite a stir and a few ripples of excitement. O2 plans to use AR to help its customers set up their routers, the idea being to ease its customers' frustrations by offering a 'live' demonstration of where to plug in which cables. The concept is simple enough, but whether customers will be able to confidently and seamlessly use the technology and make setting up the router 'easier' is yet to be proven. Adoption of AR is perhaps further off than 2013.

After all, according to the fast.MAP 8th Marketing Gap research, marketers massively overestimate — often by hundreds of per cent — the popularity of social media, mobile phone, SMS and Twitter. Add AR in to the mix and this gap might widen even further. It will be up to leading-edge organizations, such as O2, to make it work and gradually convert the wider market. The IDM will start to investigate

Paddy Power makes mischief

how this technology could integrate into and enhance its e-learning platform, but it won't be using the technology for its own sake.

Is the much-talked about trend of the merging of real and digital a reality? This was clearly the strategy for Paddy Power with its session on 'Making mischief connect the content', which showcased the betting company's support for the European Ryder Cup 2012 golf team in the form of skywritten tweets — a real example of integrating online and offline channels. Numerous other organizations have achieved a multichannel/integrated marketing approach, too — Heineken with its music festivals, Heinz with personalized soup options and its baked beans campaign through Facebook, Redbull with all of that soft drink company's experiential campaigns, to name but a few.

Burberry's integrated retail experience

Granted these are all big brands with big budgets. However, all types of organizations are realizing the importance of fully integrated marketing, a trend that is here to stay. The IDM's most recent Networking and Knowledge evening looked at 'Omniretailing' and explored the much hyped Burberry retail experience that integrates the web in-store. As put by Susan Reda in 'Tying it All Together: Predictions for 2013 begin with a buzzword — convergence'¹, 'such convergence all but necessitates a cease-and-desist on the term "channel": shopping channel, multi-channel, omni-channel — all are yesterday's news. Today's shopper doesn't bat an eye at the quest for omni-channel integration: she expects retailers to have a 360-degree view of her shopping behaviors, and her patience is wearing thin'.

The reality is that this multichannel approach will not happen overnight — and perhaps not at all for a lot of organizations during 2013 — because it takes time for all the relevant technology to join up and the systems to integrate. However, it's a part of the long-term strategy now for most, and is no longer just a trend.

Shazam gets tagging

Will 2013 be the year for a TV renaissance? The convergence of web and TV is already happening — where would big-budget reality TV programmes be without a Twitter feed? (Conversely, where would Twitter be without reality TV content?) The importance of TV's social role should not be underestimated and the question is how digital integrates with traditional channels, rather than vice-versa. Media engagement company Shazam's growth is evidence of this increasing multichannel interaction with its tagging of songs included in television shows and advertising. Shazam revealed that fans around the world have used the song identification service more than five billion times, a major milestone for the company.²

A third industrial revolution

Marketing creates its own destiny

All in all, the conference had a great balance of forward and current thinking. What's clear is that marketers are experiencing a third industrial revolution purely by focussing on and analysing existing customer behaviour, rather than trying to change behaviour. Marketing is just responding to customer needs and creating its own destiny. Now more than ever is the time for innovation and agile creativity. Channel

Four and the BBC are already responding to this with their collaborative innovation labs Fuel Four and BBC Connected Studio, respectively.

Therefore, we all need to adopt an innovative attitude, as explored by Dave Birss, a ‘writer and doer’ from GetAdditive.com. Strip yourself bare, believe in your vision and notice things that other people don’t. Deep down, all marketers know this is true, just as the core of advertising is creativity. We just need to be reminded of this every now and then. This conference was the perfect reminder and a nudge to think outside the box — to really think the unthinkable! It provided the tools to rethink, redefine and relaunch, just as it promised to.

Notes

1. <http://www.stores.org/category/business-and-strategy#.UNBm8I5MA0M>, December 2012.
2. The Drum, <http://goo.gl/ii18a>, 7 August 2012.

Figaro digital — Conference review

David Reed

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Examining consumers from the inside

The Royal College of Physicians, where the Figaro Digital conference took place on 5 December 2012, is staging an award-winning exhibition called ‘Curious Anatomies’. On display are four panels that have previously been kept in dark corners and were often overlooked. Get up close to them and you might understand why — they display the veinous and nervous systems of four anatomized men and women.

Created in Padua in the 1650s, the Evelyn Panels, as they are known, would have required human bodies to be painstakingly flayed and the systems preserved onto oak boards. In doing so, their creators taught the medical profession a huge deal about the inner workings of all of us, even though these findings were the preserve of an elite for many centuries.

That just goes to prove how apt this venue was for the event. Digital marketers are desperate to understand how the consumer is behaving across online and mobile channels and throughout social networks. Much of the insight gained through practice, analytics and testing has been learned through ‘dark arts’ used in the backroom. This conference put it front and centre, leaving the several hundred delegates to work out for themselves what it all adds up to.

Paddy Power

The morning sessions demonstrated just how diverse digital marketing now is — from the multi-channel marketing and experiential campaigns of Paddy Power to online self-service as developed by Mothercare, from reaching one billion Facebook users to embedding