

July 2012

This edition covers:

- Personalisation: The Power of Me
- Rise of Data Journalism
- NFC: Near Field Communication



**FUTURE
PERSPECTIVE**



Burson-Marsteller
Europe, Middle East & Africa



Strategic Research
and Innovation

BRANDS

PERSONALISATION: THE POWER OF ME

The one-size-fits-all approach is completely demoded. Consumers are now able to influence how and what they buy across every industry and nearly every part of the globe. And it's the all pervasiveness of customisation that has transformed this from a mere trend into an absolute expectation.

Personalisation and Me

→ One of the biggest challenges is that the very definition of "me" is an increasingly [multi-identity phenomenon](#). People are recognising the opportunities of being their own editor and creating different personas to suit each of their audiences.

Personalisation and Media

→ Fewer and fewer people are looking to the newspaper front page or 6pm news slots for their regular news updates.
→ As more of us share our likes and friendships, individually-curated news is at our fingertips.
→ Web, tablets, and mobiles increasingly offer us the news that fits precisely who we are.

Personalisation and Advertising

→ The [next generation of advertising \(opt-in\)](#) will allow consumers greater control over how, when and which ads they see, thanks to tools like ASQ and AdKeeper.
→ With the release of Google Chrome's 'do not track' feature, they'll also have the power to do the opposite by disabling online ad personalization.

→ This means marketers may need to develop multiple campaigns; some which are tailored to suit individual profiles and viewing preferences, as well as 'blanket' campaigns for those who are uncomfortable with personalized advertising.

Web Personalisation and ROI – Still Nascent

→ Just over a third of companies surveyed by [econsultancy](#) are able to target personalised web content in the right context in real-time.
→ Only 32% of respondents view their current content management systems as useful enablers of personalisation.
→ The impact of personalisation on ROI and engagement is most typically measured by the increase in conversions.

Personalisation and Recruitment

Canada based [Vizualize.me](#) is a website that converts a resume into a colourful infographic, conveying the individual's employment and academic history, skills and achievements via a timeline, pie charts and graphs. [Vizify](#) similarly just launched a graphical bio service that pulls personal data from all your social networks to create a biographical snapshot of who you are.

The Future

→ As this momentum continues PR professionals and marketers must trade in more traditional tactics in favour of smarter approaches that extend their personalisation capabilities beyond the PC.
→ It is this ability to deliver relevant communications across multiple channels that will transform these marketing efforts from an unwanted intrusion into a valued service.

COMMUNICATIONS TAKEOUT



'ONLY GIRLS ALLOWED' CSR PERSONALISATION CASE STUDY

- Plan UK's [Because I am a Girl campaign](#), highlighting the plight of the world's poorest girls was launched with a ground-breaking interactive advert on a bus stop in London.
- The advert uses facial recognition software with an HD camera to determine whether a man or woman is standing in front of the screen, and shows different content accordingly.
- Men and boys are denied the choice to view the full content in order to highlight the fact that women and girls across the world are denied choices and opportunities on a daily basis due to poverty and discrimination.
- The campaign is aiming to raise £40m by June 2016.
[MARKET TO ME – THE NEXT STEP IN PERSONALISATION](#)

MEDIA

RISE OF DATA JOURNALISM

In the past reporters gathered and analyzed data as a way of enhancing (usually investigative) reportage, whereas data journalism focuses on the way that data sits within the whole journalistic workflow.

'Data-driven Journalism is the Future'

→ It's hard to argue with the inventor of the world wide web, Sir Tim Berners-Lee, who [recently declared](#): "Journalists need to be data-savvy. These are the people whose jobs are to interpret what government is doing to the people. So it used to be that you would get stories by chatting to people in bars, and it still might be that you'll do it that way some times. But now it's also going to be about poring over data and equipping yourself with the tools to analyse it and picking out what's interesting. And keeping it in perspective, helping people out by really seeing where it all fits together, and what's going on in the country. Data-driven journalism is the future"

Democratisation of data

→ There's a great democratisation of data going on. Rather than the numbers belonging to the experts, they belong to all of us - and data journalism is part of that reclaiming of the facts.

→ Crucially, data journalism doesn't have to mean data visualisation. It is not about producing charts or intricate graphics - the results of data journalism just happen to lend themselves to that. Sometimes a story is best told in images and infographics, other times it works as words and stories. Data is the ultimate in flexible formats.

Viral Infographics

→ Looking at visualisations, what really comes across from this analysis of Visual.lys [most viral infographics](#) is how sometimes the simplest things can flood the web.

→ Single charts are more likely to be successful because they are easy to consume; the viewer only needs to learn how to read one "chunk" of visualization to get the whole story. Simplicity lends itself to quick understanding and sharing, whereas complexity can prevent a viewer from reaching those points.

→ Mixed charts, which is what we commonly think of as the typical form of an infographic, is the least successful here, perhaps because they take more mental work to consume completely, again pointing to simplicity and brevity as strengths in visual communication.

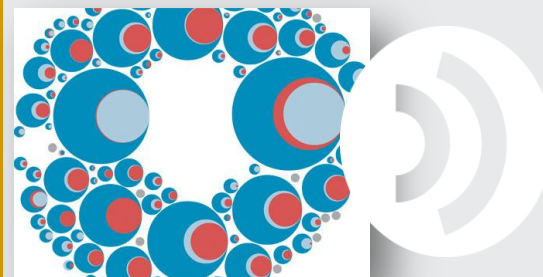
→ Two useful tools for data cleaning, analysis and visualization: [ScraperWiki](#) and [Google Refine](#) for data collection and analysis. The [Darwin Awareness Engine](#)™ creates content visualizations that allow you to quickly scan across the themes contained in the content within your topic of interest.

Best Practice Data Journalism

→ The data team at LaNacion were recently shortlisted for the first [Data Journalism awards](#) for their work on transport subsidies. When the team started, it had no web programmer or CAR [computer assisted reporting] people in its newsroom.

→ The team is still not exactly huge - but it is easily the best data journalism site in South America and one of the most innovative around. You can read more about it on [NiemanLab](#) and via this [video](#).

COMMUNICATIONS TAKEOUT



SIXTEEN TIPS FOR BETTER DATA JOURNALISM

1. **Pick subjects with a shelf life and update the data. The BBC keeps track of military deaths in Afghanistan and links to this data from every story about a military death.**
2. **Make tools, databases and apps that your readers will want to return to. Sticky data that continues to be useful is better than one-off, time-sensitive pieces.**
3. **It should be easy for users to share your feature. Allow people to embed your data or make it easy to link to.**
4. **Plan the publication and partner with a range of outlets for maximum coverage.**
5. **Remember to re-promote the features regularly.**

>> CONTINUED IN LINK:

[16 TIPS FOR BETTER DATA JOURNALISM](#)

TECHNOLOGY

NFC: NEAR FIELD COMMUNICATION

Picture the scene: You're in a shop. In one hand you're holding a sandwich and in the other your smartphone and you're in the queue for the checkout. Instead of fumbling for change or plucking a card from your wallet, you open a specially-designed app on the phone, key in a pin, and when you get to the front of the queue, you just beep, and walk out the door.

So What Exactly Is Near Field Communication

→ It's basically a variation of other short-range wireless technologies already used throughout the world—especially in Japan and Europe.

→ Like [RFID](#), near field communication can quickly swap information between devices when they're touched together.

→ You can exchange things like text, images, URLs or other data simply by holding your phone up to various "smart tags."

Role of NFC in Mobile Payments

→ Following on from Future Perspective edition #8 on [Funny Money](#) it is clear that, as mobile smartphone adoption has exploded, the expectation of contactless mobile payments has also grown exponentially.

→ The technology is reasonably mature and effective with extensive trials around the globe. ISIS and [Google Wallet](#) are already in use in the US.

→ Visa, MC and Discover have each laid out a contactless roadmap, providing financial incentives for merchants to deploy contactless ([Near Field Communication](#)) terminals.

Why The Delay

→ Trials demonstrate consistent consumer enthusiasm but handset manufacturers still rarely have NFC chips in new phone models. So what's been the reason for the delay?

→ Challenges related to technology standards, business models and merchant implementations have delayed progress.

→ Whilst some barriers may lie in consumer education and adoption, it is clear that the key barrier is the fact that the mobile value proposition has yet to be identified and defined.

→ As long as carriers, handset manufacturers and banks are unclear on how they will realize incremental revenues from mobile payment, there is a hesitation to deploy at scale.

→ Certain security concerns will also need to be addressed – see [Google Wallet issue](#).

Rumour Has It

→ A new patent suggests that Apple will be introducing a near-field communication (NFC) chip into its next-generation iPhone, which will enable users to quickly send iTunes gifts to one another.

→ If true, it means Apple would finally jump onto the mobile payments bandwagon, allowing its users to purchase goods and services directly through their smartphones.

→ By the end of the year the majority of smartphones that you purchase will have NFC on them.

→ Big high street players are getting in on the act. Tesco is rolling out near-field communications capabilities across Britain, ditto Boots the Chemist. McDonalds and Prêt à manger already have NFC communications equipment set up in their stores.

COMMUNICATIONS TAKEOUT



6 Cool Uses of NFC

– see link below for full details

1. Patented+
2. ATI Log-IC NFC Logger
3. SleepTrak
4. Bus tickets
5. Museum of London App
6. Parking meters

[6 COOL USES OF NFC](#)

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