

SXSW NOTES & SUMMARY – 2013

This year's SXSW was fantastic! Lots of insightful panels, parties and keynote speakers like Elon Musk, David Jones & Rachel Maddow. I've put together highlights from some of the panels I attended and mobile seemed to be top of mind for everyone. Finding an underserved niche audience for startups was a popular topic and "outcome" or benefits based marketing was also a big focus. Touch base with any questions & hope to see you there in 2014 – Lon

Friday March 8, 2013

DESCRIPTION: The Next Big Thing is Not a Gadget

Take your eyes off the bright shiny consumer electronics objects for a second and you will see that mobility is about changing consumer behaviors, not the technology.

PRESENTERS:

Mike Proulx – Hill Holiday, **Rob Griffin** - Havas, **Thom Kennon** - Brabble, **Tina Unterlaender** - AKQA

KEY TAKEAWAYS:

- Consumer savvy is huge on mobile – as a marketer you really need to understand your consumer.
- Rob insists you should test your marketing ideas on mobile first. Others – understanding your consumer is the key to branding no matter what platform you conduct testing on (e.g. TV, direct mail, etc...).
- Brands need to adapt to new customer behaviors and market to customer utility.
- Tina says Nike does great job of marketing by selling an outcome, not a product (e.g. Nike+ app)
- Mike explains there is no front door in marketing anymore – they use an "experience brief" at Hill Holiday for branding & marketing projects that covers multiple distributions platforms.
- Tom says the new challenge is how to connect all the distributions platforms.
- Mike Proulx book: *Social TV: How Marketers Can Reach and Engage Audiences by Connecting Television to the Web, Social Media, and Mobile.*

Friday March 8, 2013

DESCRIPTION: Bringing the Second Screen Into Focus

Devices are the new TV companion, and few broadcasters have been more successful at leveraging these "second screens." ABC and HBO explain their strategies and execution.

PRESENTERS:

Karin Gilford, SVP, Digital Media, ABC Television
Dina Juliano, VP, User Experience/Product Design, HBO

KEY TAKEAWAYS:

- ABC Oscars telecast was made more exciting for tech savvy viewers as they could download a "backstage app" with 20 cameras in key spots.
- The Oscar app had 9 million downloads, boosted tweets and offered a great experience for enthusiasts via exclusive video and gamification offerings. Karin says that two screen live event viewing is here to stay.
- HBOGo is proving that media convergence is here.
- Users are able to watch episodes on TV and use their iPad's to dive deeper into the characters and plot lines. This is boosting immersion and deepening engagement for Game of Thrones.
- Dina says HBO is trying to boost the second screen engagement by customizing the online content for each show. Cookie cutter content does not resonate as well and personalization is next step.
- ABC is successfully selling sponsorships across platforms – TV & mobile - and sees a growing trend.

Friday March 8, 2013

DESCRIPTION: Be the Company You Want to Keep

Author of Who Cares Wins: Why Good Business is Better Business, David Jones speaks about how social media and social responsibility go hand in hand.

PRESENTERS:

David Jones, CEO – Havas and Co-founder of <http://www.oneyoungworld.com> a global charity for young leaders.

KEY TAKEAWAYS:

- In the new social world companies & brands must behave well as everybody is watching all the time. David says it's ultimately good for your business to be responsible. Marketers who are hypocrites or don't respond honestly during a public relations crisis will face loss of respect for their brand, loss of revenue and reduced share prices.
- Examples of companies trying to create positive perception but doing a poor job – BP (horrible during oil spill), and American Apparel & Gap (don't Tweet about "online Sandy sales" during a hurricane, just not smart).
- David sees three new rules of marketing: transparency, authenticity & speed. He also sees advertising moving from image based to reality based for many companies. A focus on purpose vs. profit will pay off in the long run.

Friday March 8, 2013

DESCRIPTION: Data & Gamification: Value to the Enterprise

Is Gamification fulfilling its promise and where is it taking us now? As gamification becomes integrated throughout consumer and enterprise interfaces, is it truly generating new insights or simply making it simpler to get boring things done with ease?

PRESENTERS:

Brendan Wallace – Identified.com, **Jeremiah Owyang** – Altimeter Group, **Michelle Acardi** – Computer Assoc, **Tim Piatenko** - Badgeville

KEY TAKEAWAYS:

- Introduce the concept of gamification to senior management in relation to ROI – that will get them listening to your ideas.
- The ultimate goal is to create long term value (LTV) among users of a site or platform.
- Even small rewards like “status” seem to work well if they are perceived as valuable by the target audience. Learn what your users find valuable.
- On the data side, predictive analytics is the goal.
- Create a game scenario that is well conceived for your audience and try to make it mirror real life.
- Be up front with game users as to how you will use their data – be transparent.
- Computer Assoc. saw reduced help desk calls as a result of creating a game to help users learn new software on their own.

Saturday March 9, 2013

DESCRIPTION: Making it Rain in Non-Techy Markets

Forget the enterprise vs. consumer debate: The not-so-tech-savvy markets are the biggest opportunities in tech.

PRESENTERS:

Ben Kepes - Diversity Limited, **Dave Yarnold** – ServiceMax, **Joelle Senter** – dotloop, **Ram Menon** - TIBCO

KEY TAKEAWAYS:

- The firms who presented are focusing on niche audiences and creating solutions for users that are not tech savvy but represent a big opportunity.
- Joelle says focus on the biggest pain point for your audience and build them a platform to help solve their problems.
- Ram says mobile is very important to TIBCO's success outside the US as many people in emerging markets only have mobile access.
- All agree that validating your value proposition early is crucial. Find early adaptors and if you are selling an enterprise solution, do it 1 on 1.
- Joelle says find the influencers within your target audience and get their buy-in for your idea.
- Dave says he tries to use the CFO sniff test – if your enterprise idea passes the CFO and he/she buys in, you are on the path to success.
- Let early adaptors spread the word about your site at industry dinners or via video testimonials.

Saturday March 9, 2013

DESCRIPTION: You Suck Cleantech! How Design Can Help

Cleantech is dead. Investors have dropped out and entrepreneurs are more interested in making apps. What happened? Why didn't the same spirit and capital that created the internet grow renewable energy and other "clean technologies" to scale?

PRESENTERS:

David Merkoski, Chief Designer - Greenstart

KEY TAKEAWAYS:

- The term “cleantech” and concept didn't really get people excited – it's not sexy and negative publicity around solar slowed the clean revolution.
- David proposes a new term, “cleanweb” be used to describe the IT infrastructure and mobile apps that can be used to better manage clean energy products.
- Designers in general should focus on the user experience for products and services that are green as ease of use is critical to gain adaptation of new green technologies.
- Solar costs in Germany are now grid neutral (the cost of energy produced by solar now equals the cost of power bought from the traditional power grid) and they get 25% of their energy via solar.
- Other tools and ideas that help promote energy efficiency are Uber, Zipcars, AirBNB and Google cars.

Saturday March 9, 2013

DESCRIPTION: The Rise of Contextual Social Networks

Social networks rise & fall as people try to find a site that satisfies their social needs. The “one-size fits all” networks may no longer hold the value that they did when you signed up.

PRESENTERS:

Colleen Taylor – TechCrunch.com, **Nate Johnson** – Path, **Sarah Leary** – Nextdoor, **Fran Levy** - LinkedIn

KEY TAKEAWAYS:

- Niche social networks for things such as real estate, neighborhoods and even service technicians are growing and being monetized.
- Targeted groups will use “walled in” or private social networks if they help solve a problem.
- Fran says even LinkedIn can be considered a specialized social network to manage your career.
- Start with a small audience (dozens) of thought leaders and focus on how to service their needs.
- Enthusiasts will follow the leaders and Nate says monetize via subscriptions, ads and other options.
- Sarah explains how to get critical mass in a specific geographic area and then expand from there.
- Nate says figure out how to get people to return to your site within 24 hours of their first use – Netflix knows that users who build a queue in 24 hours will stay customers. Keep people excited early on.
- Do A/B testing often to learn from customers.
- All agree that good press and mobile are critical in terms of marketing your social network.

Saturday March 9, 2013

DESCRIPTION: Insights About Innovation

Building a successful startup and taking it through a successful exit is not easy. Yet David Sacks has done it twice – as the COO of PayPal, he took the company from product launch to IPO and \$1.5 billion acquisition by eBay, and in July 2012 Microsoft purchased Yammer, the enterprise social networking company he founded, for \$1.2 billion.

PRESENTERS:

David Sacks, Yammer – CEO, PayPal – Co-founder, **Jason Calacanis** - Mahalo.com Founder

KEY TAKEAWAYS:

- This session was focused on start-ups and David explained how he spots opportunities, builds companies and knows when to exit.
- He has four key “must have” items he looks for when investing or getting involved with a start-up: 1) Website, app or idea must have simple interactions with a hook and an easy to use interface. 2) There must be a need in the marketplace for your idea. 3) Can the idea be distributed via a viral strategy? 4) The idea should have a network effect that others can’t easily copy – can the idea grow rapidly to be the leader in the space?
- He has invested in Facebook, Twitter, Houzz & Uber.
- David says find an industry that others are ignoring where you can disrupt the industry.

Sunday March 10, 2013

DESCRIPTION: Beyond Hubble: NASA’s Next Great Telescope

The James Webb Space Telescope will be the most ambitious telescope ever constructed. The tennis court-sized successor will be 100 times more powerful than Hubble.

PRESENTERS:

Dr. Alberto Conti & Charles Mountain, Space Telescope Science Institute, **Blake Bullock** - Northrop Grumman, **Jonathan Fay**, Microsoft

KEY TAKEAWAYS:

- Astrophysics is awesome and new estimations are that there are 100 billion - yes billion - planets in our galaxy!
- NASA has figured out how to measure the light spectrum to locate planets and expects that the JWST will be able to detect planets that have water and ozone – two key elements that are needed for life to evolve.
- There are four goals of the JWST which is due to launch in 2018 – 1) Find the first bright objects in the universe 2) Determine how galaxies & dark matter formed 3) View the birth of stars 4) Find planets that may have the right profiles for possible life.
- Data collection & analysis is a huge part of the mission.
- Check out <http://www.jwst.nasa.gov/> and <http://www.worldwidetelescope.org>

Sunday March 10, 2013

DESCRIPTION: Digital Health Changes Everything

Digital health is driving revolutionary change across the globe. Health systems are being turned upside down as consumers and healthcare professionals tap into the cloud, big data and EHRs.

PRESENTERS:

Al Hildebrandt – QHR, **Brendan Seaton** - ITAC Health, **Dale Gregg** – Ormed, **Tiffany Terrier** - NexJ Systems

KEY TAKEAWAYS:

- Canada is a leader in terms of big data in healthcare.
- Tiffany says team focus on user interface design is huge for their firm. They test often to improve their site.
- Apps are helping to drive the eHealth revolution. They are building diabetes and health coaching apps.
- AI sees healthcare as an interaction and the records as a journal. They want to have people see their health history via the cloud.
- For hospitals, get Sr. Admins to champion eHealth.
- AI says focus on creating individual health plans and create incentives for people to follow & stay healthy.
- Cloud based systems are the future in eHealth and CommonWell is trying to push interoperability for the US marketplace. See: <http://www.commonwellalliance.org>