



Adapting Advertising Strategy to Emerging Digital Device Channels

EMC consultants in the communications, media, and content (CMC) industries leverage expertise which enables them to assist companies in responding to market demands. In strategic planning, EMC re-usable Solution Accelerators enable us to develop alternative business visions and accelerate the planning and decision-making process.

Challenge

The rapid pace of change in the communications, media, and entertainment industries has given consumers a range of choices for receiving content anywhere, anytime. Now, consumers have the luxury of viewing only what they want, skipping advertisements when they choose, and using the Web to search for product information when they need it. Advertising dollars have followed consumers into new channels where the creative use of technology promises both efficiency and effectiveness in targeting niche audiences. At the same time, there has been a shift from interruptive advertising to engagement marketing and branded content, seeking to entertain the consumer while communicating the brand message. As a result, traditional media broadcasting and advertising companies, experiencing a reduction in advertising revenues, are forced to evaluate their strategies and develop new lines of business.

One firm, which had been heavily reliant on broadcast channel advertising, realized the need to adapt its business model to maintain share of advertising spend of a worldwide clientele. The firm engaged EMC® Consulting to help them develop a viable strategy for entering the market of digital device advertising.

Solution

EMC assembled a team of industry-focused consultants with experience in new media, broadcast production, digital asset management, digital rights management, wireless content, and broadband services. The team performed a comprehensive analysis of the changing industry landscape to provide direction for the client.

- Assessed evolving digital device landscape and content value chain to identify threats from disintermediation
- Analyzed consumer adoption scenarios over a two-year planning horizon
- Recommended business strategy
- Developed detailed functional architecture requirements and go-to-market story boards
- Identified viable technology options and recommended solutions
- Delivered a prioritized execution plan

Result

EMC delivered a set of recommendations for entering the market with a series of value-added digital services that would evolve over time as the wireless industry evolved and consumer adoption increased. The EMC solution married the strategy, technical feasibility, market adoption, and vendor capabilities to produce an end-to-end game plan for the client.

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Take the next step

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