



METAMEN



preparing for a 35 zetabyte world

For those of you dying to know I'm glad to report Mindshare's annual holiday party was as festive as ever. Happiness and mirth were shared by all as we celebrated yet another gruelling year in the advertising business. This year's party was actually remarkably similar to last year's with one notable exception. For the first time our digital talent has surpassed our traditional talent, if even a distinction exists anymore. In short, we have far more geeks than ever before. Fun geeks but alas folks who tweet endlessly, debate the merits of Flash versus HTML5, and bond over meta-tagging strategies. Within a few short years we have gone from Mad Men to Revenge of the Nerds. Welcome to the age of Meta Men and Women.

Of course this is only the beginning. Over the next few years there will a huge demand for these skills as the world becomes ever more connected to the Internet. In effect,

// Everything and everyone will become part of 'the Cloud' //

the name often given to this ubiquitous Internet of the future. Devices such as TV's, mobile phones, and eReaders will mean great chunks of previously analogue content will now be available online. Everyday products such as milk cartons and Pokemon cards will get connected via RFID tags; the German government predicts the number of RFID tags in their country will go from today's 86 million to 23 billion by 2020. People will also continue to expand their digital profiles leaving more useful and inane data on their every movement, Facebook "like", purchase, and behavior.

// The average individual currently passes 3,254 pieces of personal information into a database every week //

A figure that will surely increase as the Facebook generation grows older.



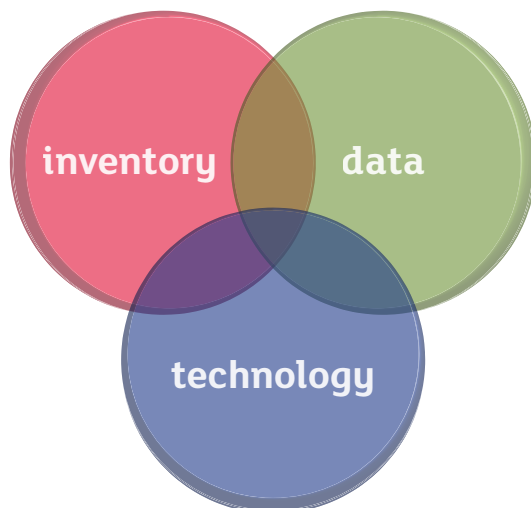
All of this means data and more data. Vast amounts of data. EMC estimates that the digital universe of data will increase to 35 zetabytes, or 35 trillion gigabytes.

// At the moment we are only generating a measly 1.2 zetabytes //

just enough data to fill a stack of DVD's from the moon and back or the equivalent to the amount of data that would be generated by everyone in the world posting messages on Twitter continuously for a century. So what can you do with only 1.2 zetabytes? The answer is a lot.

For a start marketers can now target specific audiences better than ever before. Mindshare now has bespoke technology that enables us to aggregate a user's behavioral data across the Internet thus pinpointing very specific audiences and their purchase states. So rather than just buying specific media sites our team "buy" a target audience across all media networks and then use the behavioral data to map specific advertising messages to that individual's stage in the purchase funnel.

For example, a young woman who searches on "small automobile" in Google and visits fashion Web sites will receive a Ford Fiesta



online ad across relevant media sites. With geo-targeting we can also encourage our target consumer to take a test drive at her local Ford dealership. Our specialists can go a step further by refining our audiences' profiles and driving up ROI by comparing our online database to real shopping behavior from offline and online loyalty and retail databases.

In all our bespoke targeting technology has over 900 consumer data variables that can be used to optimize, frequency cap, de-duplicate, and analyze all advertising activity in real-time based on advanced attribution modelling and ROI analysis. Importantly we only use non-personally identifiable information. In others words the consumer remains anonymous throughout the process.

That last part is worth noting. For with all of this data comes a great responsibility to make sure we don't succumb to the dark side of the Internet. As of December 1, 2010, there were over 600 million users on Facebook, whose founder Mark Zuckerberg recently stated "having two identities for yourself is an example of a lack of integrity."

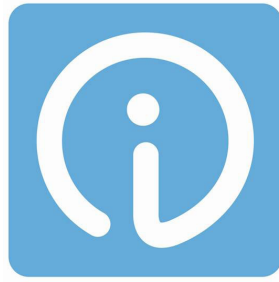
In a recent poll of US employers,

// 35% of companies had rejected applicants because of information they found on Facebook //

Insurance companies are increasingly using technology to analyze an applicant's Facebook history to assess potential health issues. The Internet is full of examples of companies who flout privacy concerns and flog personal data.

Marketers need to be more aware than ever that they risk a significant consumer backlash if they fail to pro actively take responsibility for following industry best-practice when it comes to data protection and privacy.

For precisely that reason Mindshare and WPP are working with organizations like the IAB to launch initiatives like Privacy Matters, which supports education, easy opt-out, and self-regulation when it comes to issues like using cookie data for targeting.



WPP Privacy Matters Icon

What will keep our Meta Men and Women busy in the future?

// lifetracking is a growing online trend //

where companies keep an opt-in online record on everything from how much coffee you drink to your sleep patterns (myzeo.com). Imagine the insights our analysts could glean from correlating sleeping patterns to product preference?

Greatgoodbye.com and 1000Memories.com take things one step beyond. Both sites enable you to maintain a social profile after death, thus continuing to send messages to your social graph from beyond the grave.



How does it work? Pricing Security Terms and conditions

Don't regret anything! Prepare your last will and send an email from the grave now.

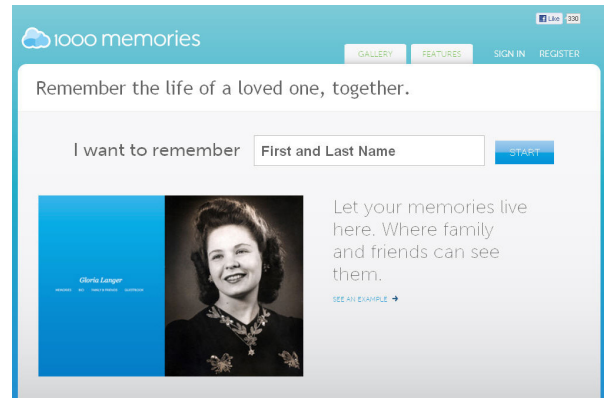
IT IS ONLY 5 EASY STEPS!

How does it work??

- 1 How member.**
Sign up now - it only takes one minute. We don't need your personal data.
- 2 Prepare emails to the recipients.**
You can prepare emails which will be sent to your closest persons in an event of your confirmed death. You can attach photos and videos.
- 3 Print activation codes.**
Provision of the correct activation codes on our website will trigger the sending out of the emails.
- 4 Paste the activation codes to someone you really trust.**
After your death your friends will type in the activation codes on our site and the system will automatically send out the emails from the grave that you have prepared. Such trusted person will not be able to view, edit or administer any of your prepared messages - he or she will only trigger their sending out by providing the activation codes.
- 5 Verification**
Upon being provided with the valid activation codes by your entrusted person we will send you an warning email. You have 21 days to block the sending out of the emails - after that period our system will send out your emails.

Opinions

- "I have told all my relatives exactly what I want to tell them in this sad moment."
Matias, Germany
- "10/10 !! Great idea! Thank you!"
Nick, Germany
- "I am no longer worried that my children will not know what to do with my life insurance."
Tom, UK
- "I have prepared emails to my boss and my lover..."
Marco, Italy
- "My whole family and all the friends will watch the movie I prepared for this occasion - and it all seems so secure. Thank you for each professional service."
George, US
- "My last will holds a real surprise for the kids!"
Trevor, Canada
- "I love my wife and kids and I want them to always remember this."
Luis, Spain
- "I recommend you to all my friends."
Noriko, Japan



Redefining Customer Lifetime Value

Arguably a growing target audience given that there are currently over 5 million dead people still "alive" on Facebook.

With a lifetime of data stored online consumers may even give their favorite brands permission to keep recommending products to their loved ones after they pass away, thus requiring a very dramatic redefinition of a customer's lifetime value.

While preparing for your eternal life on Facebook what should marketers do now?

What's becoming increasingly clear is that marketers without a plan run the risk of simply being drowned in a sea of data.

// smart marketers will recognize the coming data tsunami now //

and build a scalable platform that will enable their companies to capture and rapidly respond to real-time information.

To do so requires an honest assessment of their current data strategy, technology, processes, and of course people, including whether they have replaced some of today's Mad Men with the Meta Men and Women of tomorrow.