







Hello.






Media Gone Wild
June 2014



EPIC 2015

 chimicon · 104 videos 110,953

 227  282  18

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Uploaded on Nov 30, 2007
The updated version of EPIC 2014. It is the best of times, it is the worst of times.

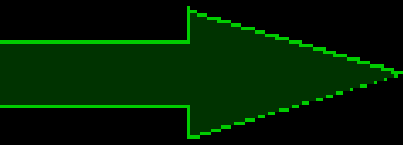
© 2015 Museum of Media History - Special Projects Division
[\[http://epic.makingithappen.co.uk\]](http://epic.makingithappen.co.uk)

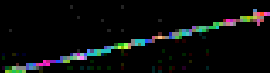


INTERACTION

אינטראקציה אמיתית בין הפרסומת ליוזר





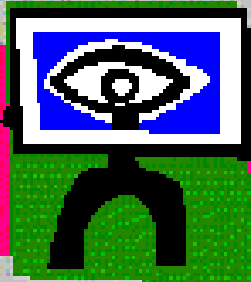


Have you ever clicked your mouse right **HERE?**  **YOU WILL**


RENAISSANCE 2.0

RETINA

© 1994 AT&T



Barbie has been made to fill the fantasy roles of several generations. Now the world's fantasies fill her. Dana Smith's clever collages stuff Barbie with pictures from magazines.



AT&T, 1994



Lexus, 2012

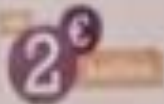
Misereor, 2014

Feed them!

Small text below the headline, likely providing contact information or a brief description of the campaign.



Small text below the image, likely providing contact information or a brief description of the campaign.



MISEREOB

The Social Swipe

Chats

The Solution

The Solution

10:23 PM ✓



10:23 PM ✓

View Forward

Unilever, 2013



Segmentation Targeting

פרסונליזציה

מודעה מותאמת אישית ליוזר או לפלטפורמת ההגשה



NikeID



Nike, 1999



Bloggging

כל אחד יכול להיות יצרן תוכן
היצרן הופך להיות הכוכב והצופה קהל



About

My name is Heather B. Armstrong (some of you may remember me as Heather B. Hamilton):



**Dooce, Heather
Armstrong, 2002**



Virality

גולשים הפכו להיות מדיה בעצמם
תחילת עידן ה-Earned Media





Wren, First Kiss 2014



Smart Data Base Marketing

הגברת יכולות הפילוח למיקום, מכשיר, יוזר ..

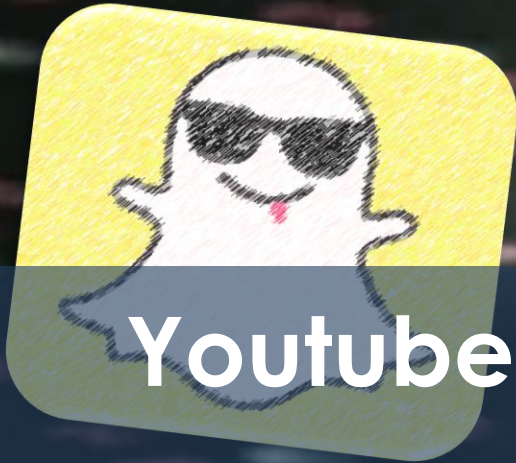




KitKat, GPS Tracker, 2012



British Airways, ID Tracker, 2013



Youtube, Instagram, SnapChat

תוכן גולשים יצא לעולם

אנשים הפכו ליצרני תוכן וכוכבי רשת (Userising)



עומרי חיון



אימי מיפן



רועי כפר



Audi

Coca-Cola, Curation TVC, 2014

NATIVE



Native Advertising

פרסום לתוך התוכן ולא לצדו



Forbes · New Posts · Popular · Lists · Videos

Business

• **Deliver** (1,440)

Share 100 Tweet 174 Print 140 Subscribe 83 Like 127 Watch 1



Oprah Once Again Reigns As The Most Powerful Celebrity

Despite business struggles and an \$88 million earnings drop since last year, the talk show queen returns to the top of Forbes' annual Celebrity 100 ranking, leading a female-packed top 10.

By **Dorothy Pennerick**, Forbes Staff

Fannie, Freddie Penny Stock Boom Gets Crushed
By **Nathan Ward**, Forbes Staff

XeroxVoice: What Airlines, Hospitals Can Learn From Each Other
By **Ed Gallo**, Forbes

Good News For A Change: Real GDP Revised Down
By **Ben McFar**, Contributor

POSTS · Photos & Video · History · Mainline Story · End

Connected Cars: 10 Tough Problems Automakers Must Solve
By **Joselyn Paulsen**, Forbes Staff
Sep 26, 2012

Web-enabled cars will be here soon, but



Outbrain, Engagement Tool



2014
vevo
MirriAd



Utility

הפרסום הפך לפותר בעיות



Smart Ideas
for **Smarter Cities**

Join the conversation at people4smartercities.com

IBM
Coca-Cola
Intel
Microsoft
Oracle
Salesforce.com
Twitter

The advertisement is a large blue panel with a white and blue striped awning above it. The background of the panel is a blue sky with white rain streaks. A man with a beard, wearing a dark jacket and light blue jeans, stands in the rain next to the panel, talking on a mobile phone. The scene is set against a white brick wall.

IBM, June 2013

Smart Ideas for Smarter Cities

Sitting on a smart idea for your city?
Share it at people4smartercities.com



IBM, June 2013

Smart Ideas
for Smarter Cities

Move your ideas forward at people4smartercities.com

IBM.

IBM, June 2013



Nivea, May 2013

What's Next?

KABOOM!



THE INTERNET OF THINGS

REAL-TIME BIDDING



CREATE OR CURATE?



2010

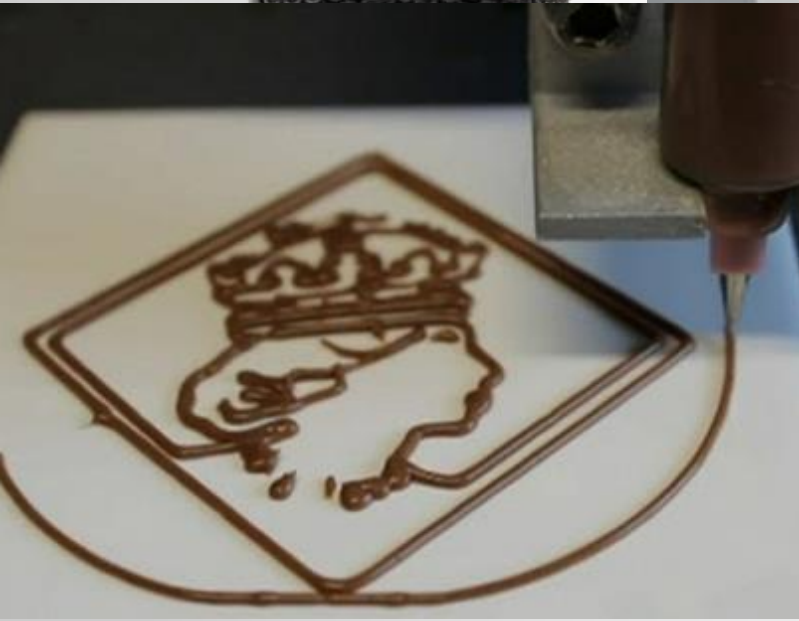


2013



2015

SELF PRODUCTION



Prediction Marketing

Google™ now



*Thank
You.*

GREAT INTERACTIVE ISRAEL

We Do Web.