

# COURAGE

# COLLABORATION

# CREATIVITY



**@edwardboches**

Wednesday, October 2, 13

Greetings. I'm flattered and honored to address this group.

You are no doubt here because you're eager to enter a career you've been preparing for for years. You've learned PR theory, strategy, tools and tactics and acquired skills that include everything from writing to storytelling to media relations and social media.

All that's great. But I'd like to suggest the three most important qualities you should bring to the profession are these.

Courage  
Creativity  
Collaboration

We'll get to them in a few minutes.

“

ad guy

”

Wednesday, October 2, 13

I am what you might call an ad guy. As in “what the hell is an ad guy doing speaking at a PR conference?”

Despite having started my career in journalism, then moving on to public relations, because I spent most of my time as a copywriter and creative director, I’m labeled an ad guy. Just like you’ll soon be called a PR guy, woman, or worse.

We work in an industry -- communications -- that loves its labels and prefers to keep them intact.

I’d rather be called a communicator for the digital age. But that title doesn’t exist yet.

Unfortunately, these designations -- ad guy, PR guy, social media guru -- perpetuate differences and silos that are a hindrance to our ability to generate great ideas that resonate in the market.

And they’re everywhere.



“We tell a real story.  
Advertising just hits  
the high spots.”

*Dan Edelman*

Wednesday, October 2, 13

Dan Edelman, founder of a PR agency I hold in high esteem, up until his last days, would talk about how advertising merely hits the high spots, declaring it takes PR to tell the deep story.



# Can the PR industry avoid death by #digital?

Tom Liacas — August 30, 2013 — 3 Comments

In the past two years, I have seen at least four 100K+ online reputation projects go to pure play digital agencies. By virtue of their approach and subject matter (issue management and public affairs campaigns) **these should have gone to PR agencies.** So what happened? If you work in PR, or know someone who does, then take note of this wake up call. **The growing market for online reputation services is a threat for the PR industry.** The irony of this is that, while the lines between marketing and PR have always been blurred, **reputation is one area where PR companies should be shining.**

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online reputation services is a threat for the PR industry. The irony of this is

Wednesday, October 2, 13

Digital agencies have, in recent years, been fond of condemning PR shops, arguing that PR doesn't understand the digital landscape.



# Why most Agencies don't get Social

April 29, 2013 by [Guy Alvarez](#) 3 Comments

Like 2 +1 3 Share 18 Tweet 12



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This one will probably get me in trouble.

Nonetheless, I believe its time somebody said it. Most ad and PR agencies don't really understand social media as a way to engage with customers and prospects. I am not the only one who believes it. I have had many a conversation with other business owners and social media professionals who feel the same way.

For example, I had a conversation last week with a highly respected social business professional who runs a membership organization that helps its members, individuals who are responsible for social media and social business in their company, by providing research, white papers and private forums for discussion. We were discussing the state of the industry and I was asking her for some business development advice. She said to me, "well.. the New York market is a very weird and difficult market." I asked her what she meant by that and she said, "most companies in New York feel like if they need assistance or direction with social they need to reach out to an agency. Then when the agency doesn't deliver on their promises, the business owner decides that social media doesn't work." She is right. When it comes to social media, agencies dominate the New York market and most just don't get social.

This is not a new phenomenon. Agencies have been dominating the New York market as far back as 1877 when James Walter Thomson purchased an ad agency he worked for and renamed it the [James Walter Thomson Company](#).

Today, agencies come in all shapes and sizes. From two person shops who use freelancers to do much of their work, to small and medium size "boutiques" , all the way to huge behemoths such as [Omnicom Group](#), [WPP Group](#), [Publicis](#), [Interpublic Group of Companies](#) and [Havas](#).

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Wednesday, October 2, 13  
The so-called social media gurus love reminding ad agencies how they don't get social media and the new way of engaging.

# Why Digital Agencies Aren't Ready to Lead

**They Lack the Balance of Exploration and Exploitation**

By: [Ana Andjelic](#)

7 | share this page



Ana  
Andjelic

Any conversation about digital marketing these days includes at least one mention that traditional agencies just "don't get it." While this may be correct, what's equally true is that digital agencies are not ready to take the lead.

Look at the typical digital agency. It excels in exploring new horizons. It supports a flat and loose organizational structure in which a developer has access to the CEO. And it makes sure everyone's opinion is heard. It's one big crazy family.

Digital agencies are having a ton of fun experimenting with ideas, technologies and strategies to find new alternatives superior to obsolete ways of doing marketing. That's what they do best.

The problem is, this is the only thing they are doing.

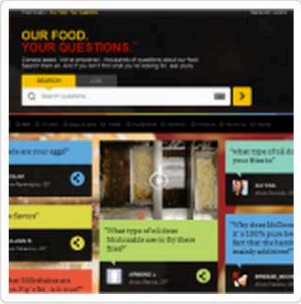
When they are asked to actually follow through on their ideas, they often come up short. It is because they don't know the business of marketing (or want to know it, for that matter), and they rarely have the organizational structure or past practices to guide them.

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And, of course, traditional ad agencies, self-proclaimed purveyors of the big idea, target pure play digital shops for not understanding branding.





# Can the PR industry avoid death by #digital?

Tom Liacas — August 30, 2013 — 3 Comments

In the past two years, I have seen at least four 100K+ projects go to pure play digital agencies. By virtue of subject matter (issue management and public affairs campaigns) have gone to PR agencies. So what happened? If you want someone who does, then take note of this wake up call. The #1 threat to the PR industry is a threat for the PR industry. That, while the lines between marketing and PR have already blurred, reputation is one area where PR companies should be shining.

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## Why most Agencies don't get Social

April 29, 2013 by [Guy Alvarez](#) 3 Comments

Like 2

+1 3

Share 18

Tweet 12



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For example, I had a conversation with a membership organization who runs a social media and social business private forums for discussion. We talked about some business development at a weird and difficult market. "I asked them in New York feel like if they need a social media agency. Then when the agency do that social media doesn't work." So, the New York market and most just

This is not a new phenomenon. As far back as 1877 when James Walter renamed it the [James Walter Thor](#)

Today, agencies come in all shapes and sizes. Some do a lot of their work, to small and medium businesses, such as [Omnicom Group](#), [WPP Group](#)

## Why Digital Agencies Aren't Ready to Learn

They Lack the Balance of Exploration and Exploitation

By: [Ana Andjelic](#) Published: [November 03, 2009](#)

7 | share this page



Ana Andjelic

Any conversation about digital marketing these days includes at least one mention that traditional agencies just "don't get it." While this may be correct, what's equally true is that digital agencies are not ready to take the lead.

Look at the typical digital agency. It excels in exploring new horizons. It supports a flat and loose organizational structure in which a developer has access to the CEO. And it makes sure everyone's opinion is heard. It's one big crazy family.

Digital agencies are having a ton of fun experimenting with ideas, technologies and strategies to find new alternatives superior to obsolete ways of doing marketing. That's what they do best.

The problem is, this is the only thing they are doing.

When they are asked to actually follow through on their ideas, they often come up short. It is because they don't know the business of marketing (or want to know it, for that matter), and they rarely have the organizational structure or past practices to guide them.

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But this way of thinking is getting old. And we should run from it as quickly as possible.

Because there's a new kind of communication idea emerging. One that doesn't want to be confined by silos, determined by labels, or narrowed in scope by divisions.

Instead these new ideas, big and small, build trust, enhance reputation, tell stories, involve users, generate press coverage and effect change by blurring lines and breaking down walls. Or simply disregarding them.

They could be called PR ideas but often don't rely on media relations nor were they created by PR agencies. They could be called advertising ideas, but the best often had little paid media and defied traditional definitions of what advertising is.

The fact is, we don't need to categorize them. Certainly our consumers and users don't see a need.

Let's quickly look at a few.




Drive one.
HOME
THE STORY
GALLERY
BUZZ
FIESTA MOVEMENT
YOUR FIESTA
▶ GET UPDATES
▶ FORDVEHICLES.COM

100 AGENTS 6 MONTHS 600 MISSIONS

# FIESTA MOVEMENT

The Ford Fiesta has come to play on the American roads. In the ultimate foreign exchange program, our 100 agents will spend 6 months behind the wheel of their own Fiesta, livestreaming their experiences, and completing monthly missions to show you what the Fiesta is all about.

LIVE FEED
THE AGENTS
THE MISSIONS
RIDE & DRIVE
ABOUT
SHARE THIS

Showing:
Most Viewed
A to Z

# THE AGENTS

All across the U.S.A., our 100 agents are behind the wheel for an extended six month test drive of the Ford Fiesta in advance of the launch here in the US. Use this section to explore all 100 agents, their content, and where you can find them across the web. Follow the Movement - simply pick your favorite Agents and come back often - the content will be changing as fast as the Agent's day to day lives change with their advance copy of the Ford Fiesta.





**FEATURED AGENT**  
**Parris, Sebastian, & S.**  
Hollywood, CA  
PHashionTV.com & yogaarmy.com Live from the Red Carpet, Runway, Fittings,... [READ MORE](#)

ELSEWHERE
TWITTER
FLICKR
YOUTUBE
BLOG


DANIEL G.

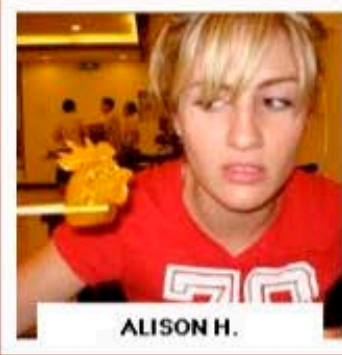

MICHAEL A.


BLISS D.


TAYLOR B AND DAVID P.


CHRIS T.


CREEDE F.


ALISON H.

Wednesday, October 2, 13

In 2009, we saw the Ford Fiesta movement. A brilliant PR social campaign to launch the Fiesta by giving one to 100 socially savvy content creators. Ford hands over its product and its content and in turn receives hundreds of stories, millions of views, thousands of new customers, and valuable learning about a generation it hopes to win over.

There's plenty of press coverage. But it came by doing something rather than contriving a news story about a new car.



# Small Business Gets an Official Day

## CHALLENGE

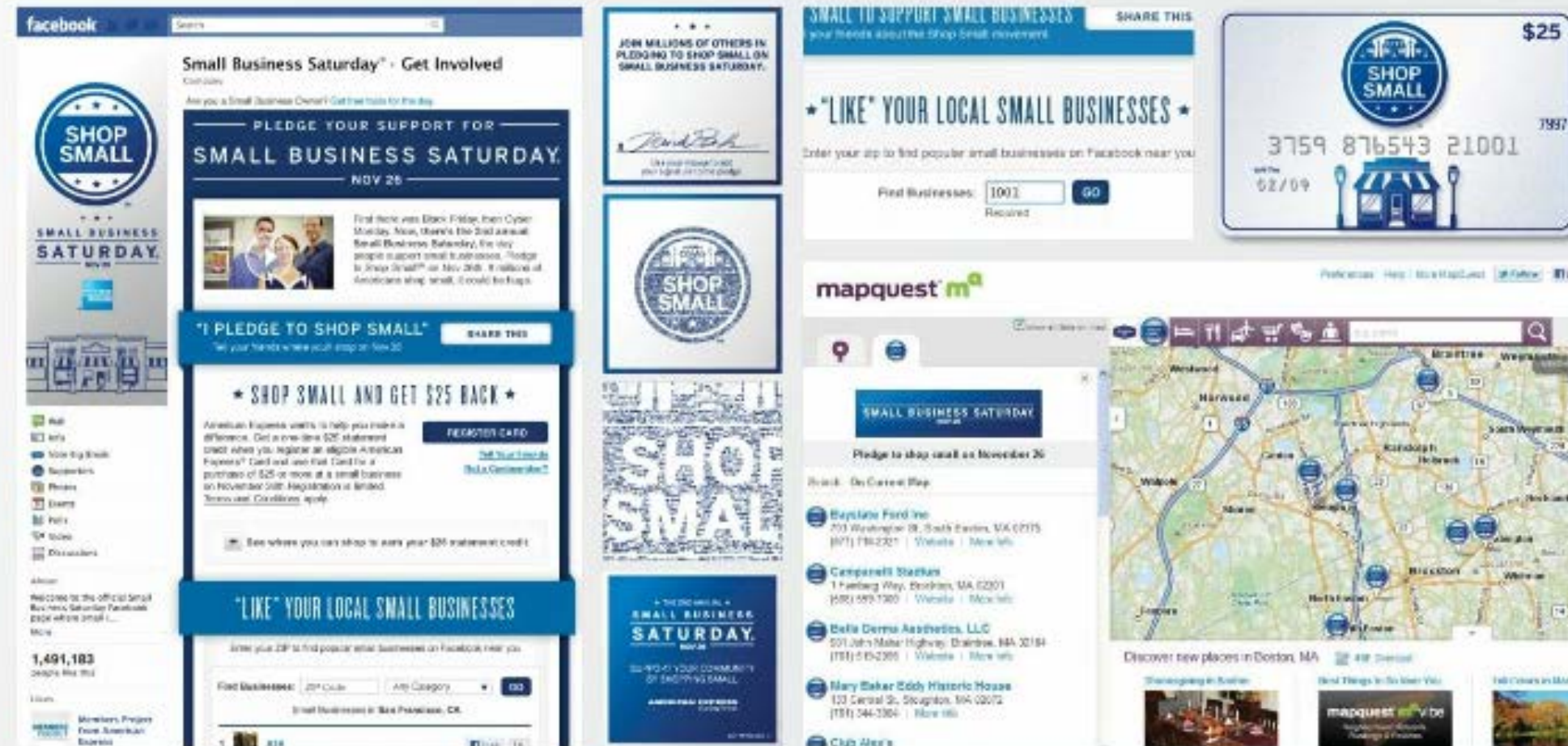
In 2010, American Express created Small Business Saturday, a new shopping day after Black Friday, to help small businesses get more customers. For 2011, the goal was clear: to cement its place as an official shopping day.

## SOLUTION

To help it become an annual event, American Express challenged consumers to step up and publicly pledge to shop small. TV, print ads and banners asked them to pledge on Facebook, where they could also find and map out local small businesses in their area.

## RESULTS

In the end, 103 million Americans shopped small. The U.S. Senate even declared Small Business Saturday an official day. In just its second year, it had become a permanent fixture on the holiday shopping calendar.



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In 2010, American Express launched Small Business Saturday. Amex supports small business. Implores consumers to do the same. And creates actual motivations to do so. Incenting you to check in on FourSquare for a discount, it promoted the venue, rewarded you for shopping there and enticed you to use the card.



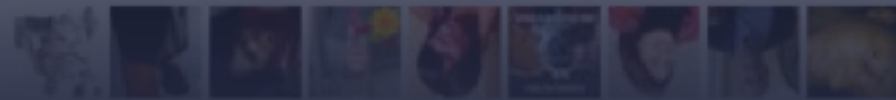
**@BarackObama**

Barack Obama ✓

Today, support small businesses in your community by shopping at your favorite local stores. [#SmallBusinessSaturday](#)

6 minutes ago via web ☆ Favorite ↺ Retweet ↻ Reply

Retweeted by [Firebringer27](#) and 100+ others



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Sure the program had PR and advertising elements, but it was less a communication effort and more akin to a movement that managed to involve multiple constituencies.





# pepsi refresh project

In 2010, Pepsi will give millions of dollars to fund good ideas, big and small, that make the world a better place. What's a good idea? Who gets a Refresh Grant? You decide.

## Thousands of ideas

- Anyone can submit an idea online at: [refresheverything.com](http://refresheverything.com)
- 6 categories help you figure out where yours fits in.
- When it's time to vote, use the categories to find the ideas you care about most.



HEALTH



ARTS & CULTURE



FOOD & SHELTER



THE PLANET



NEIGHBORHOODS



EDUCATION

## Millions in Grants

—\$5k—  
**10**  
GRANTS  
EVERY MONTH

—\$25k—  
**10**  
GRANTS  
EVERY MONTH

—\$50k—  
**10**  
GRANTS  
EVERY MONTH

—\$250k—  
**2**  
GRANTS  
EVERY MONTH

- Pepsi has up to \$1.3 million in Refresh Grants to give out every month. Every time you vote, you help decide which 32 ideas receive a Refresh Grant that month.

## Mark Your Calendar

- SUBMIT YOUR IDEAS  
STARTING ON  
January 13, 2010

JANUARY  
**13**

- VOTE FOR IDEAS  
STARTING ON  
February 1, 2010

FEBRUARY  
**1**

- FIRST AWARDEES  
ANNOUNCED ON  
March 1, 2010

MARCH  
**1**

New ideas & Refresh Grant recipients every month

[refresheverything.com](http://refresheverything.com)



[refresheverything.com](http://refresheverything.com)



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In 2011, Pepsi and its collective agencies -- digital, PR, advertising -- gave us Pepsi Refresh. A novel idea that brought the soft drink giant's brand position to life in the form of cause related marketing. One part social media, one part PR, one part digital, one part advertising, one part crowdsourcing. It may not have sold as many cans of Pepsi as traditional advertising, but it told a different story and elevated the brand's image and reputation.

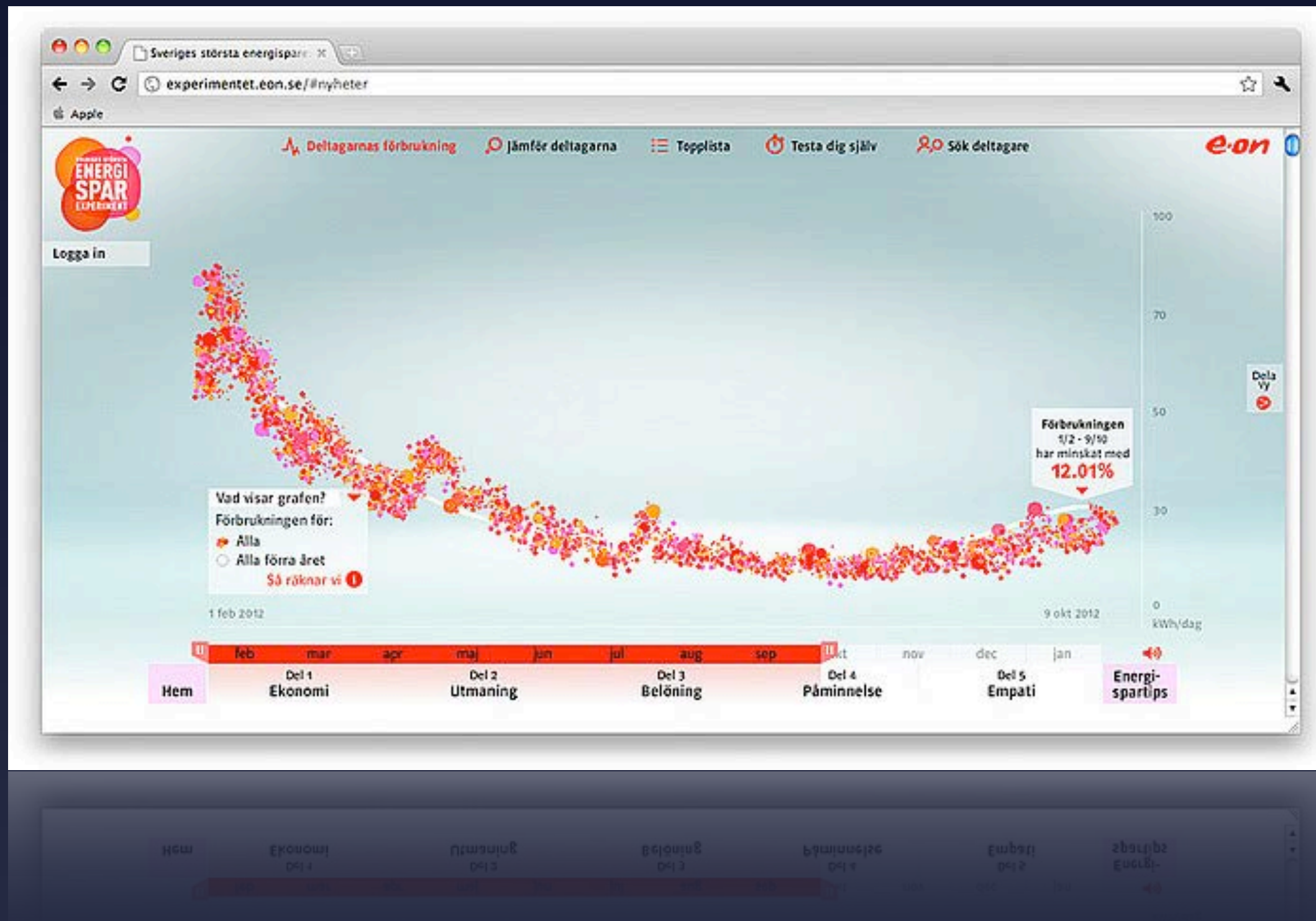
There are no hard sells. No promotions. Simply objective content that positions IBM as a thought leader. This is one of the few brands that understands channels and content are different than networks and interactions. And realizes that today all brands have to become media companies.





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And then there's this. Dumb Ways to Die. Winner of Best PR idea of 2012 at Cannes Creativity Festival. It does exactly what PR is supposed to do: drive, start and amplify conversations through earned media. But instead of a press release it relied on incredibly creative content that entertained, engaged, and got shared because it tapped into a genuine human insight, rather than convey a corporate message. And by understanding the use of media from YouTube to Twitter to iTunes.



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My personal favorite idea this year was from Sweden, for E.ON, a large energy supplier. Called Energi-Spar, it was a comprehensive program to reduce energy consumption via an app given to 10,000 users that let them track consumption, compare themselves to others, and learn to reduce their footprint.





Money spent in real time, virtual battle among participations,  
mean coach to spur you on, cute tamagotchi that died

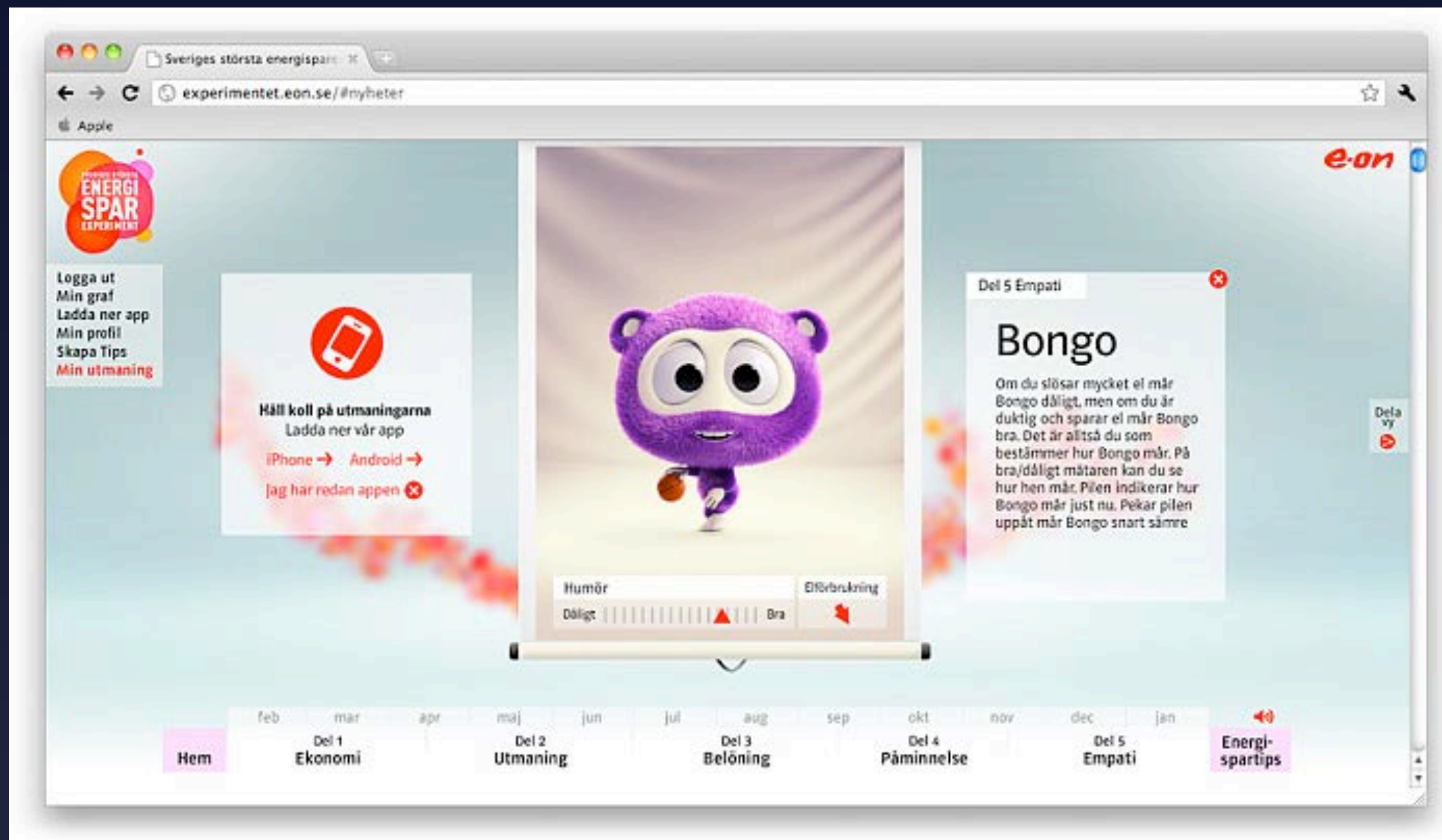
Wednesday, October 2, 13

It even incorporated real time learning to make the program more effective. What will motivate you to conserve: money saved, how you compare to your neighbors, or the threat of a cute Tamagotchi dying if you don't cut back. Effective? It reduced energy consumption among users by a whopping 12%.



Wednesday, October 2, 13  
Ideas like that don't even need media relations, the press comes to you.





“Where there’s energy information, utility, community, there’s energy savings.”

Wednesday, October 2, 13

Sum up Energi-Spar and it looks like this.

“Where there’s energy information, utility and community, there’s energy savings.”



“Where there’s a community of runners,  
there will be running shoes.”

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Familiar? Not unlike Nike Plus.

“Where there’s a community of runners there will be running shoes.”





“Where there are bookshelves there will be books.”

Wednesday, October 2, 13

Or the original way of thinking like this, from none other than Mr. Bernays.

“Where there are bookshelves there will be books.”

Gee. Maybe all of these ideas are PR ideas.

If we rethink a narrow definition of PR.

Reputation    Trust    Storytelling

Wednesday, October 2, 13

Yes, PR is still about reputation, trust and storytelling.



**press release**

>

**programs**

**control**

>

**inspire**

**communicating**

>

**demonstrating**

**medium**

>

**process**

**media relations**

>

**t-shaped**

Wednesday, October 2, 13

But like all of the communication industries, it has to accelerate its evolution.

From writing press releases to conceiving programs.

From controlling the message to inspiring others to share in the voice.

From communicating and telling to demonstrating and proving.

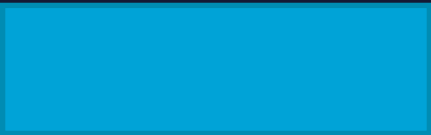
From thinking medium to thinking process.

And from mastering media relations to becoming a T-shaped person.

Today and from now on, the best PR ideas will be a blend of everything. Content, story, social, digital, utility.



**media relations**



**social media**



**web design**



**video producer**



**analytics**



**developer**



**user experience**



**content strategy**

Wednesday, October 2, 13  
Yes, you will need to master a specific skill or two on the vertical axis. But you need to have a perspective, understanding and appreciation for the entire team and process by being able to work along the horizontal axis as well.



# COURAGE

# COLLABORATION

# CREATIVITY



Wednesday, October 2, 13

And that brings us back to what it takes. Courage, Creativity, Collaboration.

# COURAGE

**safe is risky**

**avoid getting comfortable**

**never fear being a beginner**

Wednesday, October 2, 13

The people who are failing now are failing because they've lost the courage to learn new technologies and platforms. To untether themselves from their corner offices. They spend too much time preserving the past as part of a misguided view that it would be a mistake to be a newbie or show their lack of command of emerging media. I've witnessed this over and over in both advertising and PR.

A 40 year old director is afraid to know less about some new technology than a 22 year rookie. And so he dismisses its importance. Don't let that happen to you.

More often than not safe is risky. If you want to stay relevant, avoid getting comfortable with what you know. And never be afraid of being a beginner again. As Dan Wieden, the brains behind Just Do It likes to say, "Walk in stupid every day."



# CREATIVITY

**use the right side of your brain**

**make friends and play**

**discover your inner child**

Wednesday, October 2, 13

Second, develop your creative muscle. Everyone has one. But too often we let it atrophy. In an age when attention is the new scarcity, creativity -- the magic ingredient in the best ideas -- is the greatest asset you will ever have.

So use the right side of your brain. Make play part of your work. Play leads to friendship and friendship makes it easier to share crazy ideas. Stay hungry and foolish. It worked wonders for Steve Jobs. And it will get you to better PR ideas.

# COLLABORATE

**all of us are better than one of us**

**seek collisions**

**become a t-shaped person**

Wednesday, October 2, 13

Three, learn to collaborate. Every one of the campaigns I referred to earlier could never be done with less than a full blown integrated team working together. Take a look at the credits on the best modern campaigns. PR, social, content, user experience, developers, media relations, etc. Working together. Remember that none of us are better than all of us. Seek collisions with people, ideas and technology. And become that T-shaped person.





**GET OUT OF  
YOUR MINIVAN**

**AND  
INTO OUR  
SPACESHIP**

#BUSCD shares thoughts and insights about advertising's next generation.

#BUSCD shares thoughts and insights about advertising's next generation.

Wednesday, October 2, 13

Can you do it? Absolutely. I have proof.

Let me tell you a quick story.

Last spring, a class of mine, conceived, wrote, designed and produced a 68 page e book. In three hours.



Get Out of Your Minivan and Into Our Spaceship 5

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*Jon Lobello, Jyungmin F. Ahn, Yeh Wen Kuo, Jackie Jané, Jono De Costa, M. McNulty, Jingxuan Yue, Meagan McNulty, Michael Saewitz, Yihun Ha, Lexie Yan, Silviya Krasteva, Bella Kuo, Suzie Wyman, Chris Dunn, Dana Centofanti, Hao Wang, Drik Ghosh, Elizabeth Scherer, Evan Caughey, Jon Lobello, Jono Decosta, Mariah Raspen, Priyanka Nigam, Silviya Krasteva, Todd Buckholt*



Get Out of Your Minivan and Into Our Spaceship 7

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Twenty five students who had never done anything like this before came up with an idea for a book -- how they would change the industry when they got there. They generated 100 plus ideas for chapters. Narrowed it down to 12. Wrote 60 chapter titles. Collectively selected the best.



Get Out of Your Minivan and Into Our Spaceship

29

But, oh my... it's so tempting to drink it. And it gets to your head pretty quickly too, making you think you've done something super badass even though all you did was exercise your awesome copy-paste abilities. It helped you do that awesome thing that someone else did.

Joni Szello, Jayanna F. Wynn, The Hon. Eto Jackie Jones, Jono De Costa,  
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Get Out of Your Minivan and Into Our Spaceship

And that means brewing fresh, original Kool-Aid.

BTW, on Slideshare, the book as well over 14,000 views.


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I feel pretty confident saying that if you asked the over 30 or 35 folks in this room if they could conceive, write, design and produce an ebook about their future impact on the industry in three hours and get it online and promoted, the answer would be no. It would probably be “What are you insane? That can’t be done.”

But with courage, collaboration, creativity, it can be done.





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David Meerman Scott

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[« The irrational value of time | Main | How Boeing used real-time communications during the 787 Dreamliner reputation crisis »](#)

July 22, 2013

Write, design, and publish an ebook in three hours


My friend [Edward Boches](#) is part-time chief innovation officer at [Mullen](#) and also Professor of the Practice, Advertising, at Boston University College of Communication. He worked with the super-smart students in his Strategic Creative Development class to write, design, and publish an ebook [Get out of your minivan and into our spaceship](#) in just three hours.

“Three hours,” Edward says. “That’s how long it took to conceive, write, edit, document, draw, and design this book. OK, the finishing touches went a little over the third hour. But the point is, this book isn’t about talking. It’s about creating. Or as we like to say ‘making shit’. It’s also about speed, creativity, collaboration, problem solving, decision making and expressing one’s self. Yeah, that’s what we do here.”



Direct link to [Write the Book in Three Hours: Mini-Case](#) on YouTube.

There are a lot of things to love about this ebook.



David Meerman Scott

@DMScott

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And as with all good, modern ideas, it generates its own media coverage.

**it was created quickly**

**it was a collaborative effort**

**it's filled with great ideas**

**it proves rather than tells**



# YOU

**courage**

**creativity**

**collaboration**

Wednesday, October 2, 13

If you believe that any of the ideas I've shown you are where this business is going, then the future of this business is all about courage, creativity, collaboration. You guys have these qualities. Don't forget to bring them with you. The industry needs them badly. Thanks.



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