

TEN DRIVING FORCES IN DIGITAL MARKETING

A 33 DIGITAL TRENDS PAPER 2012



THIRTY
THREE-
DIGITAL



Introduction

This is the third year that we have taken a look back at the last 12 months and peered forward to the year ahead, crystal ball in one hand and PeerIndex influencer list in the other, with a view to shedding some light on the areas that should be on the radar for the PR, marketing or communications professionals that are weighing up their plans for 2012.

Two years ago in 2009 we looked into the upcoming trends of 2010, which included social gaming, social media for customer service, location based services and the impact of social media on search. Last year we looked at social media and privacy, social media crisis comms, the growth of community management as a discipline, and the new demand for social media insights – or social media mission control.

The reality is that while some of these trends are now considered mainstream, others are still, to many, very new. Social media for customer service, brand insights, community management and crisis comms are all here to stay.

Our focus for 2012 and this year's 10 trends paper will look at the newest driving forces, including the interest graph, social commerce, the app effect, social TV and the impact of the celebrity and the CEO.

Two thousand and twelve could be characterised as the year social media gets industrialised, commoditised and mainstreamed. This will paint a picture of the digital landscape on two levels. At the crest of the wave, major trends and mass adoption. In the deep, innovation may go unnoticed and untapped. The challenge for brands in 2012 will be to tap into the potential on both these levels and navigate to calm waters.

Contents

1. Interest graph
2. Putting your business on the map
3. How tablets are changing communication
4. Who are the new social media celebrities?
5. The socialising of TV and music
6. Social media and internal communications
7. How cashless payments could unlock a wave of innovation
8. Gamification
9. Forums
10. Automotive app stores

Team Awesome: Drew Benvie, David Clare, Gillian Horseley, Emily Medd, Luke Murphy, Sam Phillips, Sarah Porter, Phil Sheard and Peter Sigris

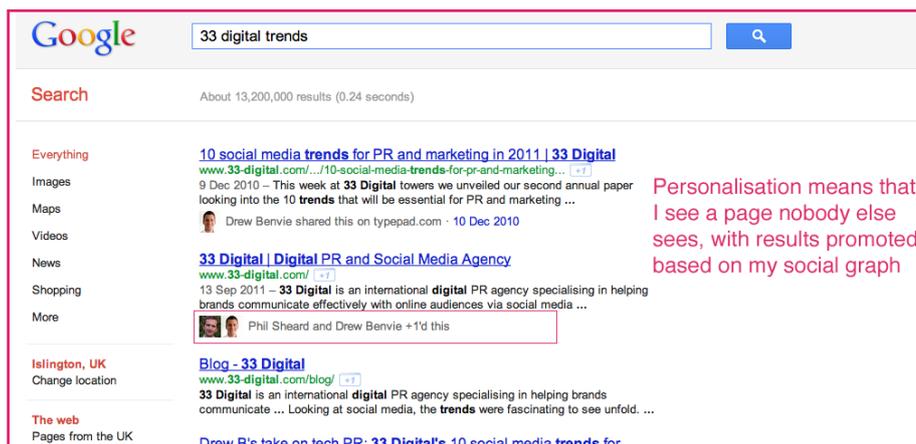


Influence rankings and perks

Klout may have attracted much criticism in 2011 for its use of consumer data. But, alongside PeerIndex, Kred and others, these influence ranking services are actually magnets for people's interests. What are you doing to get your customers to give you the elements of their interest graph? There will be some very innovative moves in this space in 2012.

Tailored information

Showing the same website to more than one person is so 2010. After Eli Pariser coined the term 'filter bubble' in his eponymous book, we all suddenly realised that the Google results I see are no longer the ones you see. If you're not tailoring the information you serve your customers based on their interest graph, 2012 is a good time to start



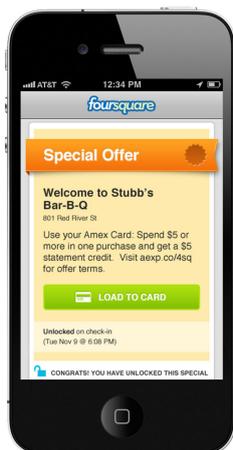
Interest networks

One of the most interesting companies we have come across is CircleMe. It calls itself an interest network, and it is a bit like a social network, except it makes it really easy to discover people based on what they are interested in. It naturally creates pages for things like brands or places, if enough people express their interest in them. If you're a brand or organisation, you need to make it easy for people to show their interest in you via your website, Facebook page or location based presence such as Foursquare. If nobody's into you in 2012, you'll begin to fade from view.

Putting Your Business on the Map

This is the third year in a row we're calling next year a breakthrough stage for location based services. But this time it's a bit different. If 2010 was the year of experimentation and 2011 has been predominantly the year of discovery and adoption, 2012 will be the year for putting your business on the map.

What forces are going to drive location-based services in 2012?



After a couple of years of growth, Foursquare emerged as the leader in location. But the past 12 months saw the introduction of Facebook Places to the market. While its entry has been low-key, some of the early signs suggest it could have a big impact. There's little science behind it, but our own anecdotal experience tells us that check-ins on Facebook garner 2-3 times as many comments and engagements as do those on Foursquare. This buzz is what drove growth in Facebook as a social network. It could do the same for Facebook Places.

The chances of 2012 not being the year for Facebook Places are, in our view, small. But the question remains over how to convert a check-in into a valuable business asset.

With more than 10 million users, over 1 billion check-ins and 35,000 new users a day, Foursquare alone has users from across the world checking in every minute of every day. This is an inexpensive yet potentially vast resource that enables businesses to not only understand their existing customers, but also look for ways to attract, reward and engage new custom.



Foursquare leads the way in improving its service to businesses. It launched Real-Times APIs in October 2011, giving merchants real-time visibility and awareness of customer footfall. It means businesses can react accordingly – for example, by offering rewards to frequent visitors or introducing a daily special for quiet sales periods.

Another recent Foursquare innovation was Foursquare Radar, which detects where you are and automatically highlights places nearby that you or your friends have previously checked-in to or tipped. And in case you're more interested in searching via recommendations from friends, Foursquare also launched lists, so that you can follow lists such as "Top 10 Gastro Pubs in London".

Follow a list and you will automatically be notified whenever you are near to a venue in that list. We've been working with the Financial Times to develop a list¹ based on its reviews of UK restaurants. It was followed by over 2,000 people in the first 10 weeks with no promotional activity.



For businesses, the lessons are simple. Foursquare offers innovative new ways to engage with your customers, either via lists or by creating events and venues for people to check in and find people within their social network. The opportunity is there for you to be added onto lists curated by your loyal customers. And Facebook Places is still just waiting for its moment to go big.

As we've argued elsewhere in this paper, if you're not building your presence on the location based services that matter to your customers, 2012 will be the year that you begin to fade from view.

¹ <http://foursquare.com/ft>

How Tablets are Changing Communication

The media industry was given a new lease of life in 2010 with the introduction of the iPad. It created a brand new market with a device people thought they did not need - until they used one. Following the success of the iPad, other tablets have flooded the market and consumers have put their netbooks and newspapers to one side in favour of their easy to use and portable touch screen slates.

What difference will tablets make to brands and businesses in 2012?

Media publications have taken full advantage of tablet capabilities. Magazines, for example, can now be delivered automatically on the day they're published, in full HD and with entire galleries of photos and hundreds of videos of footage that is just not possible in print. Meanwhile, recent evidence from the Financial Times suggests tablets increase the time people spend in contact with their brand, with tablet reading happening far more in mornings, evenings and weekends.

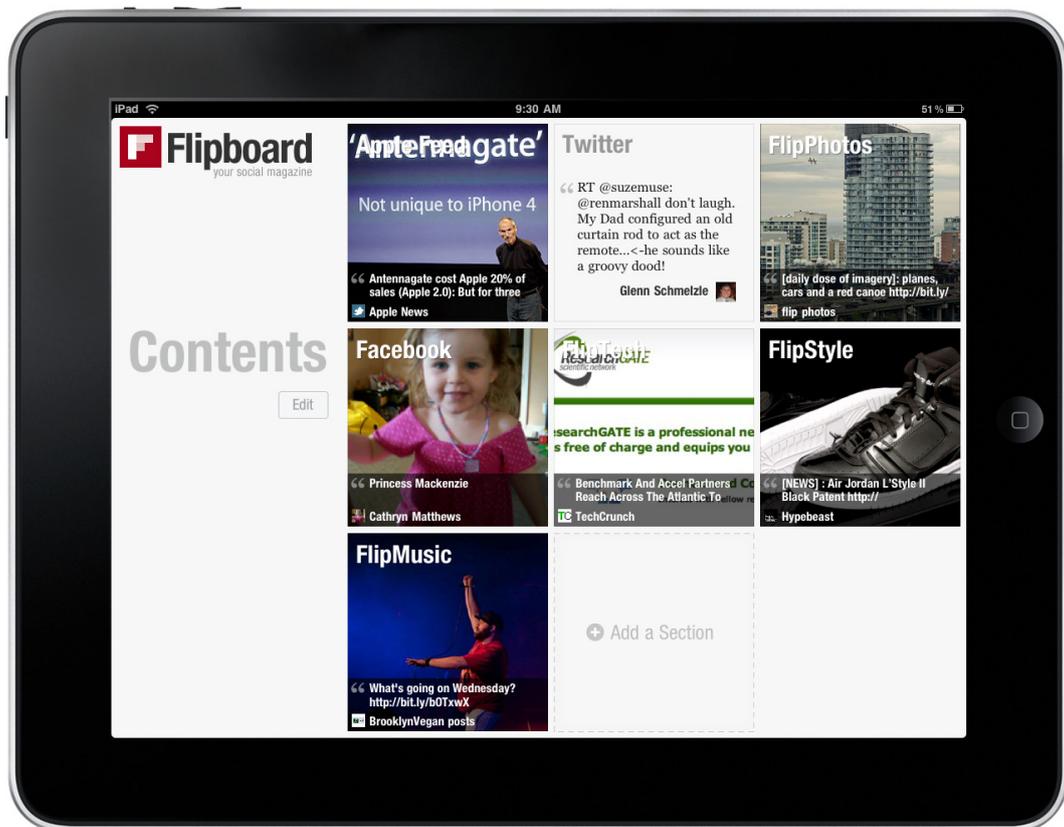
In broader terms, tablets are changing the way brands and companies publish information. There's growing interest among listed companies in publishing annual reports in tablet format. Next year, watch out for a listed company publishing its results in purely digital form for the first time. Such an approach has advantages, such as giving savvy investors far quicker access to the numbers underneath the graphs.

In other areas of brand and corporate communications, PRs are taking advantage of tablets too, using them for better productivity, working on the go and even procrastinating with a spot of Tiny Wings. Yet communications professionals have still not taken full advantage of the tablet revolution.

PR professionals in 2012 will show signs of breaking out of their world of words, using video and interactive graphics to offer greater depth of audience engagement than ever before.

Expect to see communications plans next year that include the creation of high quality content such as HD video and high resolution photos, wherever possible created by users, and all packaged up in ready-made galleries and compatible formats.

For any organisation or brand looking for ways to get cut-through with their target audience in 2012, we'd suggest the era of the press release may be coming to an end.



Who are the New Social Media Celebrities?

Andy Warhol proclaimed that “in the future, we will all be world famous for 15 minutes”. Fast forward fifty years and we’re told that we will all be famous... to 15 people.

This is a radically different concept of fame. Is it valid? And what does it mean for the way companies and brands use celebrities?

If nothing else, the change in the idea of celebrity reflects how advancements in social media can provide us with our own little corner of the internet. They give each of us a platform to put forth our own particular view on the world. And if anyone else agrees with us? We earn followers.

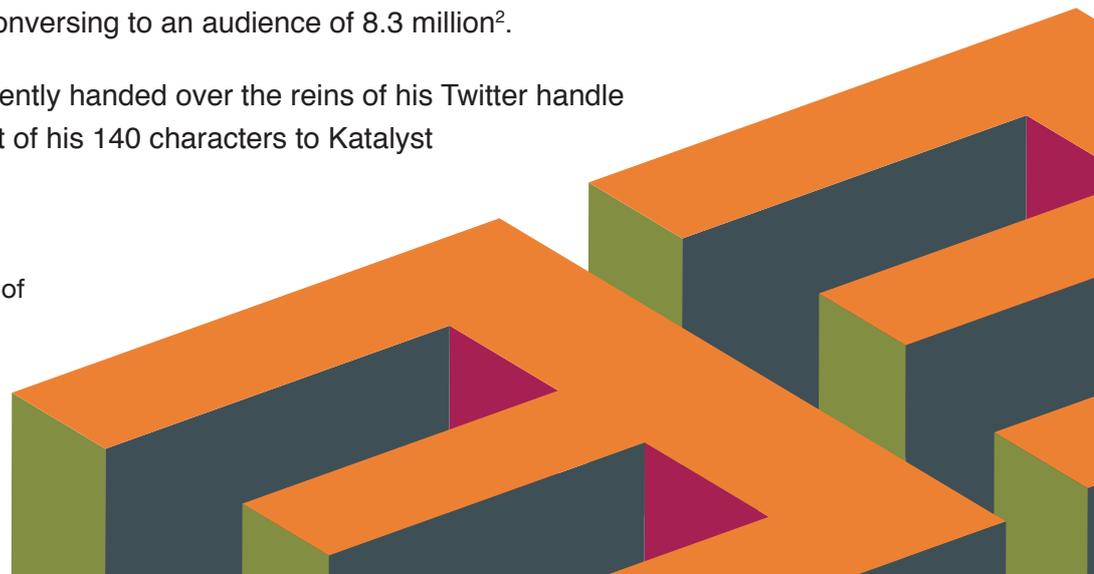
Today, celebrity is more easily won and lost than ever, and is increasingly controlled directly by the person in question. Celebrities no longer need the backing of a major publishing house to be heard. Why someone has yet to inform Coleen Rooney that her fortnightly column in OK! Magazine reaches the same circulation as her 140 deeply thought out characters is beyond me.

With Lady Gaga the Queen of Twitter and Justin Bieber the Prince of YouTube, can 2012 be any different from the persistent race to the top that characterised 2011? We think something has changed.

With direct control in the hands of the celebrities themselves, we will surely see a growth in the number of complaints, backlashes and hate campaigns a single tweet, post or update can induce. Most recently celebrities such as Ashton Kutcher have recognised the full force and responsibility that comes with casually conversing to an audience of 8.3 million².

Ashton has recently handed over the reins of his Twitter handle and the content of his 140 characters to Katalyst

² Correct at time of writing



Media who will be, from now on, communicating on his behalf:

“While I feel that running this feed myself gives me a closer relationship to my friends and fans I’ve come to realise that it has grown into more than a fun tool to communicate with people.”

When it comes to social media, how celebrities use their Facebook and YouTube profiles is really no different than everyone else. Their community, overall reach and social impact is much more widespread, and because of this their messages can be much more costly.

Celebrities can use social media as a form of personal PR providing their fans and followers with a more intimate look into their lives. And this is exactly what we want, more human interaction and less celebrity publicity.

Therefore, surely 2012 will see the rise of the ‘social media celebrity’, those who are experts in their field, influencers, keen communicators, people who will provide us with feedback and by their serendipitous retweets, project us into viral stardom within their personal niche.

These ‘social media celebrities’ may include spokespeople, CEOs and brand experts. They may only be famous to 15 people, but will hang on to their title for a lot longer than Ashton’s 15 minutes.

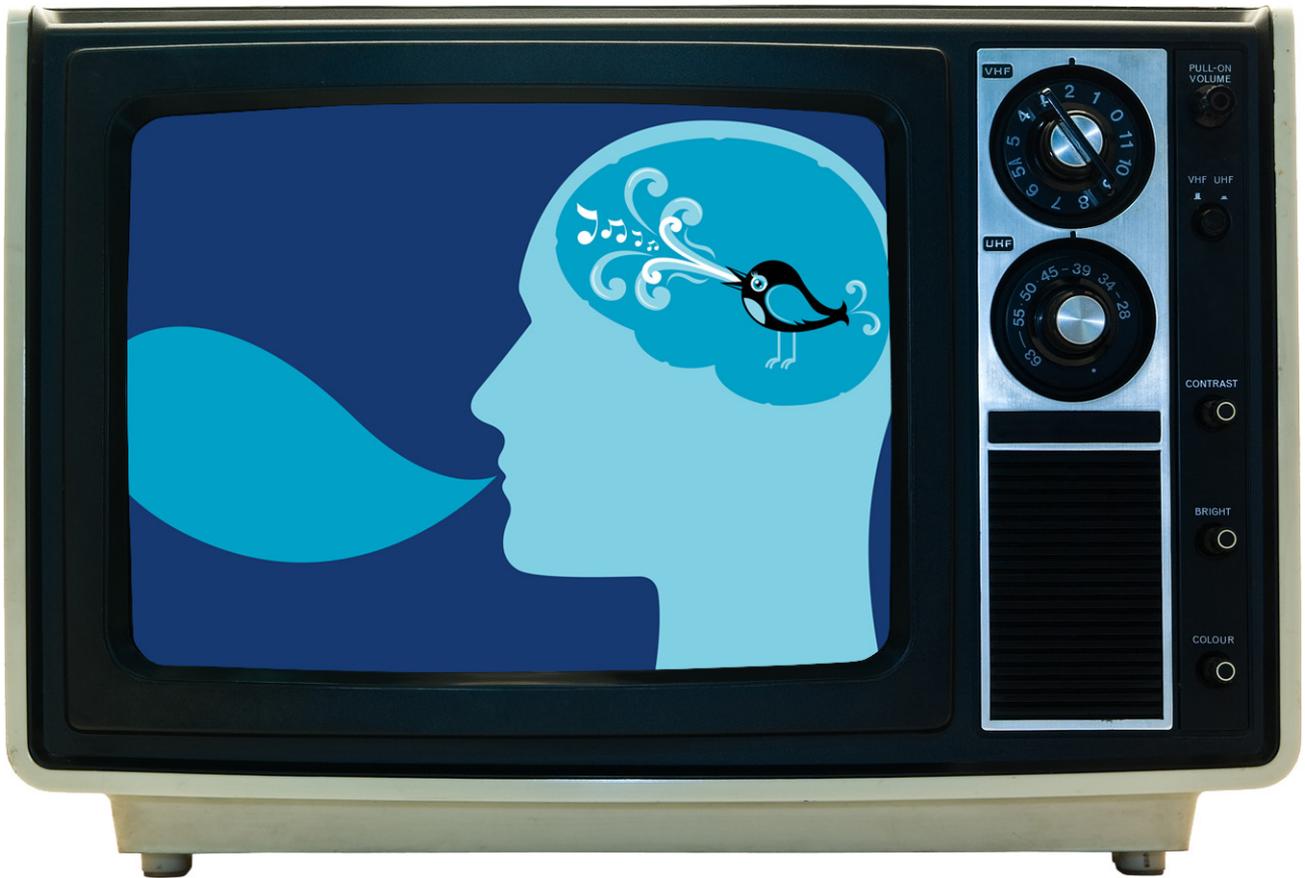


As of immediately I will stop tweeting until I find a way to properly manage this feed. I feel awful about this error. Won't happen again.

10 Nov via [Twitter for iPad](#) ☆ [Favorite](#) ↻ [Retweet](#) ↩ [Reply](#)

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





The Socialising of TV and Music

It is no longer uncommon to see a hashtag appear in the title sequence of a hit television show.

This indicates the massive effect Twitter has had on our viewing habits. Once upon a time people would talk about last night's TV at the water cooler. Now we talk about TV as it happens, with our very own running commentary grouped together by a handy little hashtag.

It is a similar process with music. Whenever I listen to a track on Spotify all of my Facebook connections are informed by the ticker - which is quite embarrassing when Barbie Girl by Aqua makes its way on there... Nevertheless, people demonstrated they were happy to share the music they were listening to on the go back in 2010, when #nowplaying was the most popular hashtag of the year.

And yet these examples really only demonstrate social viewing and social listening in their infancy.

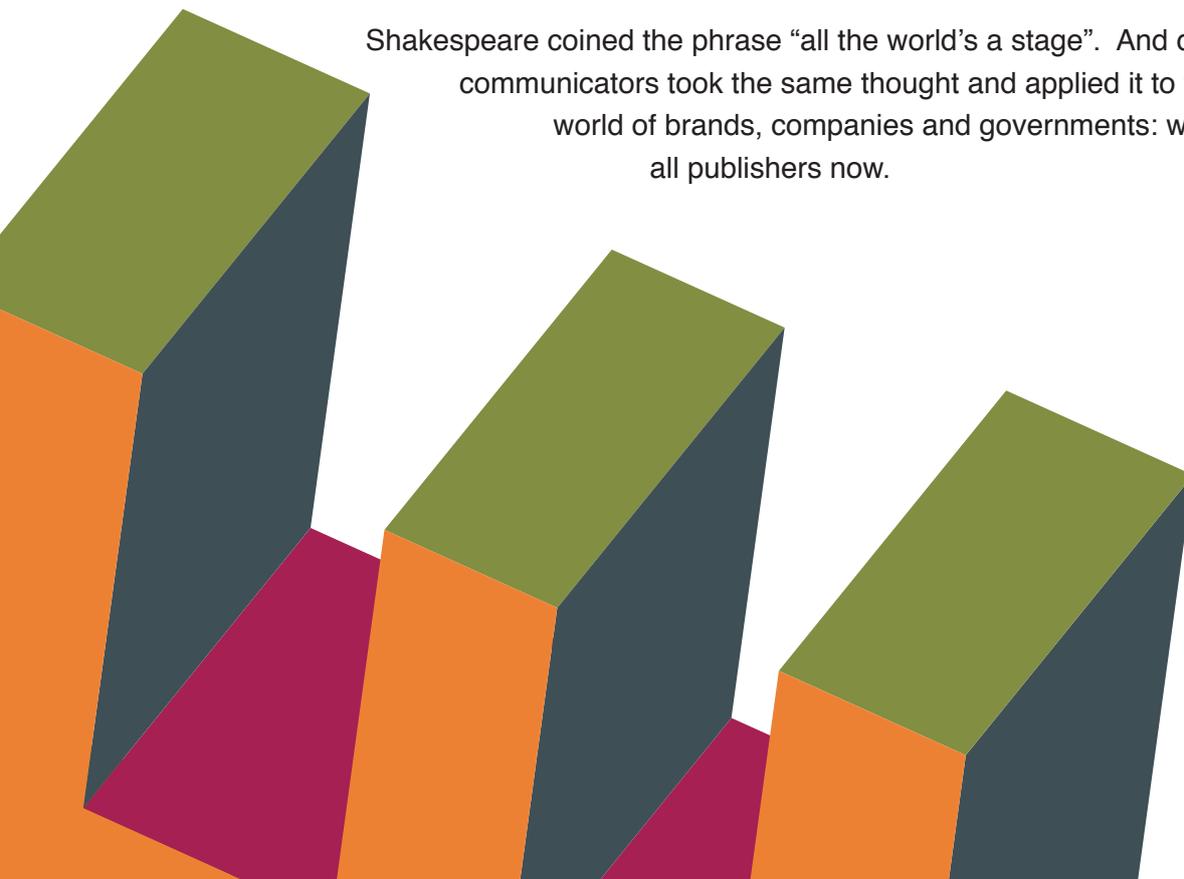
We met developers in 2011 who were working on the next generation of viewing equipment. These are devices and software implementations that will place social connectedness and what you're into squarely at the heart of the viewing experience, from the moment you switch on the box. These will drive change to the core of the television and music landscape in 2012, even more radically than Facebook has managed with the media partners it announced in 2011.

The next influx of TVs will be connected to the internet, and have social design 'baked in', giving you access to programming based on what your friends are watching, what your interest graph dictates you're find appealing and even what mood you tend to be in at that time of the day. This is incredibly powerful for the media industry.

For brands and publishers, it necessitates a change in the way you package, categorise and target content. Suddenly your content could be discovered just as readily as the top TV shows from the major studios – it all depends on whether you are able to capture the attention of your target market and get them talking about, sharing and liking your content.

Your brand video could be listed alongside "How I Met Your Mother" and "Ramsay's Kitchen Nightmares USA". It finally turns everyone into a potential publisher.

Shakespeare coined the phrase "all the world's a stage". And digital communicators took the same thought and applied it to the world of brands, companies and governments: we are all publishers now.



Social Media and Internal Communications

Through 2011 we saw a type of social networking technology emerging, not new, but with new applications. Systems such as Ning, Posterous and National Field began to generate real traction amongst brands looking for ways to engage their most powerful and critical audience: their staff.

It could be said that internal comms has been the laggard of all the communications disciplines when it comes to embracing social media. While intranets, Martin Lukes-style internal blogs, and message boards have existed almost as long as the internet, it has been a far cry from the social media we know today as consumers.

Way before the PR industry first defined social media in 2006, social networking platforms were being used for earned and bought engagement. At this time both human resources and internal communications departments were seeing the inception of a communications backchannel in corporate culture as a threat, to efficient communications and to productivity alike.

What we will see happen in 2012 is a tipping point for unlocking the potential of the third social media type. After paid and earned, there will be employed media as a platform.

For planned communications campaigns, unleashing tens of thousands of tweets, Facebook likes, LinkedIn posts, forum and blog mentions will become the bedrock for the big brand.

But for the unplanned activity also, it is hugely beneficial to have an engaged, vocal team, large or small, that will amplify the employer brand when you need it.

So what is the best way to harness the power from within? There is no secret formula. As with the beginning of social media and its impact on communications, this is all about delving into the insights that can be



gleaned from the audience you are looking at and adapting your plans to reflect the potential available to you. This means simply: build a rich picture of how your team likes to use the web, whether privately or publically, and factor it into your campaigns.

What technologies should communicators acquaint themselves with to master social media for internal comms?

The basics: think about how the most popular social networks, Facebook, Twitter and LinkedIn can be used for internal teams. Think about how closed Twitter feeds, private groups on LinkedIn and company Facebook pages could be of benefit.

Engaging: plan out how you can get the most out of the social media that colleagues are already using and which they would consider using to advocate employer initiatives. Ask colleagues what social media they like to use, and do it in a way that is respectful of people's privacy.

Specialist technologies: try out Ning, Posterous and National Field as different ways to create employee groups that are social. Consider best of breed content management systems such as Wordpress as these will have huge benefits to the user and the audience alike for internal comms programmes.

The screenshot shows the Ning website homepage. At the top, there is a navigation bar with links for Home, Features, Resources, and Pricing, along with a 'Try It For Free' button. The main content area features a large graphic with the word 'YOU' in the center, surrounded by various social media icons and a circular flow of people. Below this graphic is the headline 'YOUR KEY TO AN AWESOME SOCIAL COMMUNITY' and a sub-headline 'Create a perfect social website to bring people together. With your own look and feel, and choice of social integration, Ning opens new doors to revenue and involvement.' A 'LEARN MORE' button is positioned below the text. The 'See who else is using Ning' section displays four examples: Waste Central (Radiohead), Fulham Football Club, UK Handmade, and Street Dancers. At the bottom, there is a quote from Neil Aspinall of Radiohead and a 'BLOG' link.

How Cashless Payments Could Unlock a Wave of Innovation

We've surely all noticed. Decades after the arrival of technology that could replace cash, we're still hulking handfuls of these small, dull pieces of metal around in our bags and pockets.

Why has the demise of cash taken so long?

Credit and debit cards have been a standard part of adult life for decades, and yet the most-vaunted method of cashless payment of all, mobile payments, have still not hit the high street.

You may wonder what's holding it back. The blame variously goes to banks and mobile phone companies for not pushing the near-field-communication (NFC) chips fast enough; clueless merchants for keeping special payment devices under the counter; or consumers for simply not trusting what they can't touch.

But we're excited about cashless payments in 2012 for three reasons.

Our pockets will get lighter: The first reason we're happy is the most obvious. Years after the Oyster card proved that even recalcitrant Londoners are happy to trust little slices of blue plastic to get them to work, we're happy that NFC chips are likely to be included in all the major smart phone releases from 2012 onwards. Finally, the jangling in our pockets may become a thing of the past.



Proving I'm here: As we point out elsewhere in this paper, we've been big advocates of location based services for years, and have helped many high street brands use services like Foursquare to boost footfall or reward loyalty. But if there's one thing that's held merchants back on location based services, it's the worry that people can cheat too easily. Are you really going to reward people with free goods if you can't even prove they turned up? NFC payments change all that. With the cashless transaction proving you were there, location based services could suddenly gain the credibility they seek. Much will depend on how open the payment companies are with their data.

Social commerce: It's been a buzzword for a few years already, yet 2012 will see retail storefronts take off on Facebook, the emergence of group buying services that have social design 'baked in' and the proliferation of interest graph apps and services built around sharing what you buy.

If you're a brand, you need to think about how to make sure people can tell the world every time they buy from you. If you're a venue, you need to be on the electronic map. And if you're a developer, you need to make sure you can bake payments into your apps and services.

2012 might just change commerce more radically than any year to date.





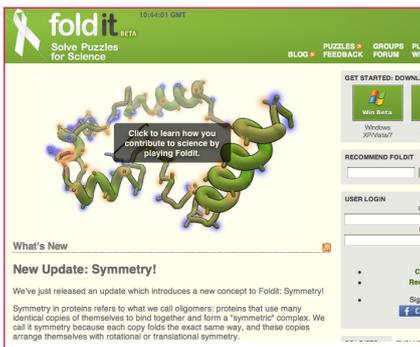
Gamification

Before we ever learn to work, we excel at play.

Games are so fundamental to all of us that designers are attempting to build game dynamics into the applications, services and processes we use every day. From losing weight, to watching TV, gamification slaps a colourful layer on to the world around us, promises to reinvent mundane tasks, and is capable of making you feel good with little investment required.

Just ask any Foursquare addict: oh the self satisfied glory of securing a highly contested Mayorship (let alone free coffee!).

Get past the hype and science underlies the rush to gamify³ the world. Playing games taps in to the human urge to compete and complete and that very desire has driven some incredible innovation in the last year. Beyond Foursquare, Lockerz and Getglue, community games are leading to major medical findings - ones that have eluded scientists and their supercomputers for years – are also part of the gamification agenda.



Foldit is a multiplayer game, with a 236,000 strong community, that turns scientific problems into games. By folding digital molecules on their computer screens, gamers cracked an Aids related puzzle that's been baffling scientists for 15 years, in just three weeks. And then there's diabetes and cancer – on registering to the community the option to compete in “Let's Cure Cancer Finally” appears.

Another fantastic example is Phyllo – the introduction on the homepage reads: “A Human Computing Framework for Comparative Genomics, but don't let the fancy name scare you; really, it's just an interactive game that lets you contribute to science. All you need is a keen eye and some spare time.” The user experience is spot on, the game addictive and the greater cause mind blowing.

³No, we're not convinced by the word either, but nothing else seems to quite fit

Gamification has been successfully employed in other inventive ways. The US military been recruiting candidates through Americas Army - a video-game recruitment tool. Gamers are ranked among friends and can earn 'distinguished status', badges, medals and ribbons.

If the fast-moving, multitasking nature of modern warfare chimes with the Playstation generation, then gamifying the recruitment process is something of a no-brainer. And there's strong evidence it works. A 2008 MIT study that found "30 percent of all Americans age 16 to 24 had a more positive impression of the Army because of the game and, even more amazingly, the game had more impact on recruits than all other forms of Army advertising combined."

Whether you're a brand, a publisher, a Government or a developer, game dynamics offer a low-cost way to enhance even very basic products and services. If you haven't thought about how this affects you, 2012 would be a good year to lead the way in your organisation or industry.

The screenshot shows the Galaxy Zoo website interface. At the top, it says "Galaxy Zoo is a ZOO NIVERSE project" and "...just like MOON ZOO". The main header features the "GALAXY ZOO" logo and the "HUBBLE" logo. Below the header is a navigation menu with links: Home, The Story So Far, How To Take Part, Classify Galaxies, Explore Galaxies, The Science, FAQ, Forum, Blog, and Contact Us. The main content area is divided into three columns. The left column features a large image of a galaxy field and a "Welcome to Galaxy Zoo, where you can help astronomers explore the Universe" section. The middle column has a "Classifier Log In" section with a "Click here to log in" button and links for "Register" and "Forgotten Password?". The right column has an "Explore galaxies" section with a search bar and a "Latest News" section with a link to "365 Days of Astronomy Podcast - Do Bars Kill Spirals?".

Galaxy Zoo is a ZOO NIVERSE project ...just like MOON ZOO

GALAXY ZOO

HUBBLE

Home The Story So Far How To Take Part Classify Galaxies Explore Galaxies The Science FAQ Forum Blog Contact Us

Welcome to Galaxy Zoo, where you can help astronomers explore the Universe

Galaxy Zoo: Hubble uses gorgeous imagery of hundreds of thousands of galaxies drawn from NASA's Hubble Space Telescope archive. To understand how these galaxies, and our own, formed we need your help to classify them according to their shapes - a task at which your brain is better than even the most advanced computer. If you're quick, you may even be the first person in history to see each of the galaxies you're asked to classify.

More than 250,000 people have taken part in Galaxy Zoo so far, producing a wealth of valuable data and sending telescopes on Earth and in space chasing after their discoveries. The images used in Galaxy Zoo: Hubble are more detailed and beautiful than ever, and will allow us to look deeper into the Universe than ever before. To begin exploring, click the 'How To Take Part' link above, or read [The Story So Far](#) to find out what Galaxy Zoo has achieved to date.

Thanks for your help, and happy classifying.

The Galaxy Zoo team.

Classifier Log In

[Click here to log in](#)

- Register
- Forgotten Password?

Explore galaxies

Enter a search term

Latest News

[365 Days of Astronomy Podcast - Do Bars Kill Spirals?](#)

By Glenn Feldman - 04/22/2011

The podcast today over at 365 Days of Astronomy is "Galaxy Zoo 2 - Do Bars Kill Spirals?" by Chris and me. We ...

- Voorwerzijde paper submitted
- 365 Days of Astronomy Podcast - Do Bars Kill Spirals?
- More on our favourite AGN
- Galaxy Zoo classifications in SDSS Database

Forums (Good, Old Fashioned Maybe?)

Forums are arguably where social media evolved from the primordial soup of the early web. Places users could generate content, connect with one another, build communities around interests and discover new stuff serendipitously.

So, we looked forward to 2012 and asked ourselves: what does the future hold for forums? The original internet bulletin boards may have been passed over, but the essence of a forum – an online discussion site in the form of posted messages and comments that are at least temporarily archived – is still alive and well online.

And research shows why forums have turned out to have such longevity. Recent IEEE Computer Society research (2010) highlights the concept of the microcommunity for analysing the durability and openness of internet forums. The social and support dimension to very specific interest groups results in a credible resource of information and understanding within the sought field.

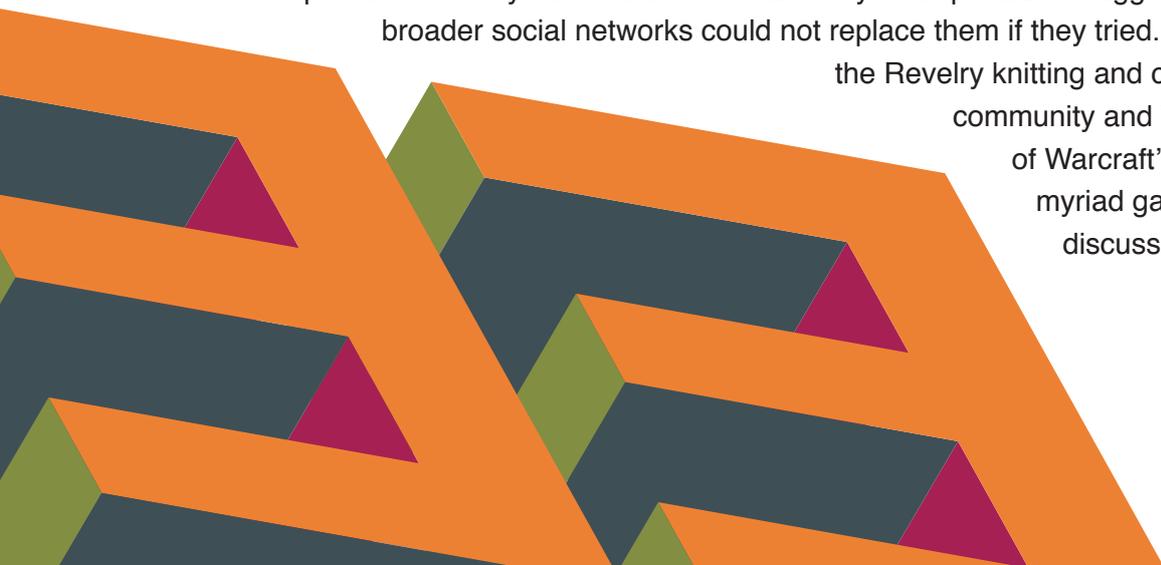
As a knock-on effect, forums can provide a very powerful means of building a reputation, establishing expert status, and driving traffic to your website.

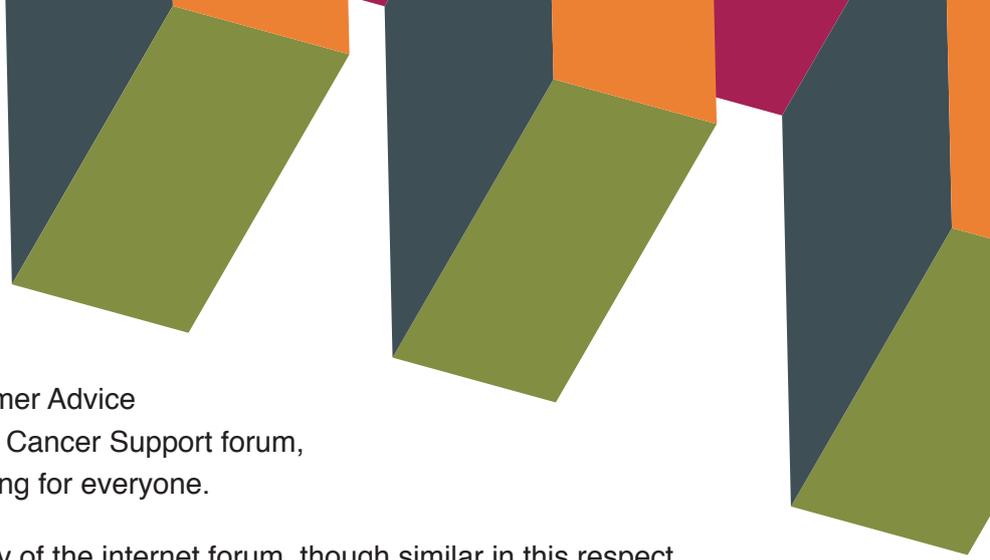
Will this good old fashion meeting place for discussions, knowledge and ideas across just about every aspect of humanity survive to the green pastures of the year ahead? Their diversity and specialism suggests broader social networks could not replace them if they tried. From

the Revelry knitting and crochet community and World of Warcraft's myriad gaming discussions to

**Did you know:
Japan posts the
most with over 2
million per day on
their largest forum,
2channel.**

(Wikipedia, 2011)





the support and advice delivered and available at the Consumer Advice Bureau and Macmillian Cancer Support forum, there's literally something for everyone.

The 'self-service' quality of the internet forum, though similar in this respect to many social network platforms is an additional benefit to the customer as they combat information overload and spamming.

Successful contemporary forums are living proof of lasting value, boasting a following of loyal and often highly engaged individuals that have come together to contribute to a vibrant community within the online forum ecosystem.

So we think forums are a bit of dark horse. Organic growth has built deep, networked relationships over time, explaining their engagement, loyalty and why their users have the potential to best some of the best brand advocates. Consumers seek authenticity and this emerging macro-trend plays to all the strengths of the now traditional internet forum.

Tips – making the most of web forums:

Know your forum: Some forums are happy for brands to engage with customers on their domain, others are not. Contact forum admins if you are not sure, and don't wade in as you may be banned unnecessarily;

Be transparent: Don't masquerade on forums. The risks almost certainly outweigh the benefits;

Use the right technology to listen: Monitoring forums can be done using social media monitoring technologies. Using keywords and continually reviewing how you listen is essential, if you want to make your monitoring work efficiently.

The Driving Force in Mobile Devices

We've grown to expect our mobile devices to get smaller and smaller.

But one mobile device is never going to fit into your handbag. Your car.

It sounds odd to say it, but the automobile is the oldest mobile device category, predating feature phones by a century. So why don't we think of cars as mobile devices?

Apps, social networks and location-based services

There are three excellent reasons to believe that 2012 will be the year we appreciate our humble cars are perhaps the highest-specced mobile devices we own.





App stores: These have been on the horizon in the automotive space for some time. Ford announced it was to launch an app store at SXSW 2010, the annual digital technology festival held in the US. Mercedes announced plans for its own app store in 2011. Add in reports about app stores to be launched for in-car technology providers such as TomTom, and you realise 2012 could see a revolution in automotive use. Apps could help drivers with anything from finding places, to car sharing and congestion avoidance.

Social networks: Toyota took a lead among automotive manufacturers when, in summer 2011, it announced a forthcoming social network. Called Toyota Friend, details are still scarce, but it looks likely to include ways for parents to manage the use of the family car with their children, and a means for the car to let its owner know when it needs attention.

Collaborative consumption may also play a role here, with car sharing made more possible if users could be better connected.

Location-based services: When Nokia unveiled its first smart phones to run the Windows Phone operating system at a glittering event in London, it hosted a panel debate on the future of location based services. The makeup of the panel said it all: Groupon, Foursquare, Microsoft, Ford and BMW.

Drivers will be a major new market focus in 2012, and brands and companies should be planning how to tap into the media interest that will follow the launches of app stores and social networks focused on drivers. For some brands, these new app stores could also offer a new channel to market.

About 33 Digital & Hotwire

33 Digital is an international agency spanning the PR and digital industries. The agency's sole purpose is to help brands communicate effectively to digital communities.

33 Digital goes a step beyond online media relations. The team is experienced in community building, web development and SEO while retaining a strong understanding of PR and comms strategy development and the kind of messaging that builds editorial media headlines. All this with an international outlook, equipped to cope with campaigns of different levels of complexity across geographies.

www.33-digital.com

Hotwire is a global PR and communications agency dedicated to helping forward-looking organisations to manage reputations in a rapidly evolving influencer landscape. We are structured around specialist industry practice areas that deliver integrated campaigns across consumer, digital, corporate, government relations and business to business communications. In addition to Hotwire, our group includes sister agencies 33 Digital, Skywrite, and CPR. Together we work with brands on national and global campaigns through our wholly owned offices in the UK, US, France, Germany, Spain, Italy, Australia, and those of our global affiliate network.

www.hotwirepr.com

**THIRTY
THREE-
DIGITAL**

HOTWIRE