

FIPP WORLD CONGRESS LONDON

9-11 OCTOBER



Innovation in production
**Strategies to
help you thrive in
challenging times**

Leonie May

Product Marketing Manager (Enterprise),
Woodwing, The Netherlands

Leonie May
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Lizard





Lizard



Squirrel





Lizard



Squirrel



Camel

**“It is not the strongest of the species
that survives, nor the most intelligent
that survives. It is the one that is the
most adaptable to change”**

Charles Darwin





Disruptors





Internet



Smartphone

FOLLOW US:



Social media



**By 2021 85% of
content consumed
online will be via video**





Cisco Visual Networking Index: Forecast and Methodology, 2016-2021





Die

Making life easier

malaymail	 IMPRESA	 yaffa	axel springer 	Time Inc.
Aller	光村図書出版	Allianz 	H E A R S T	 sanoma
FINNAIR	 Springer	 BAUER	Forbes	tamedia:



Challenge one:
Increased competition



**What is the difference
between a media publisher
and a content creator?**



A blurring landscape...



Red Bull®



ENERGY DRINK

**They are now your
competitor**





In 3 years:
27 Magazine titles
€0 to €16 million
240 employees



**“Everyday we challenge
our people to change
their mindset”**

Rob Koghee, New Skool Media







Change the way we think!

Challenge two:
Change in audience behavior

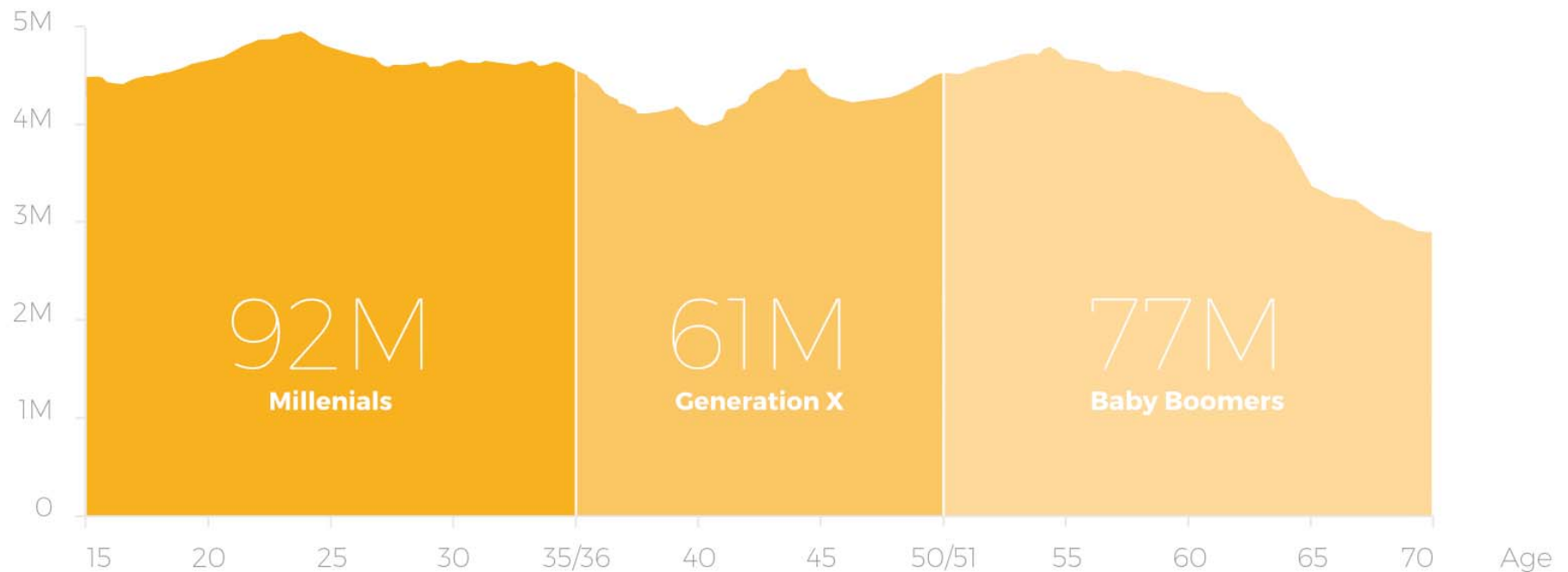




Millennials

The Millennial generation is the biggest in US history

Population





Millennials want brands that
organically fit into their lifestyle



NETFLIX

How Netflix adapt for their audience

1. Non-intrusive advertising
2. Provide short, sharable content
3. Organically fit into their audience's lifestyle



**Rethink your
advertising strategies**



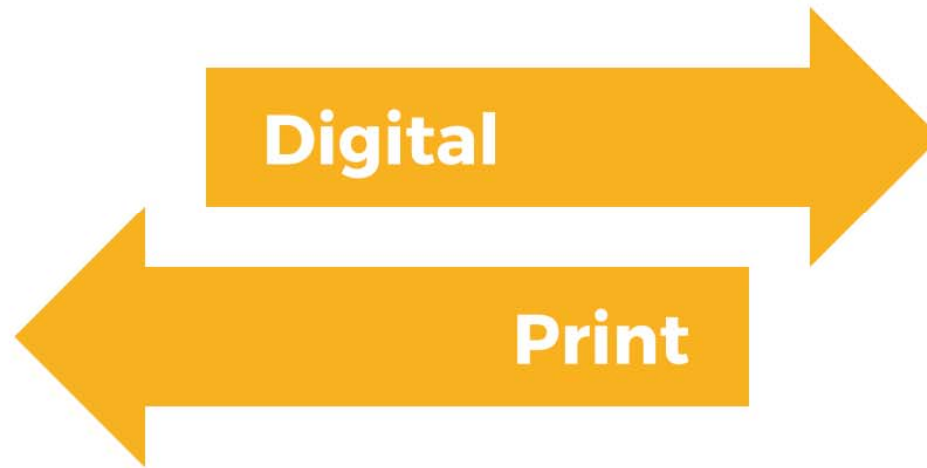


Change the way we act!

Challenge three:
The way we work



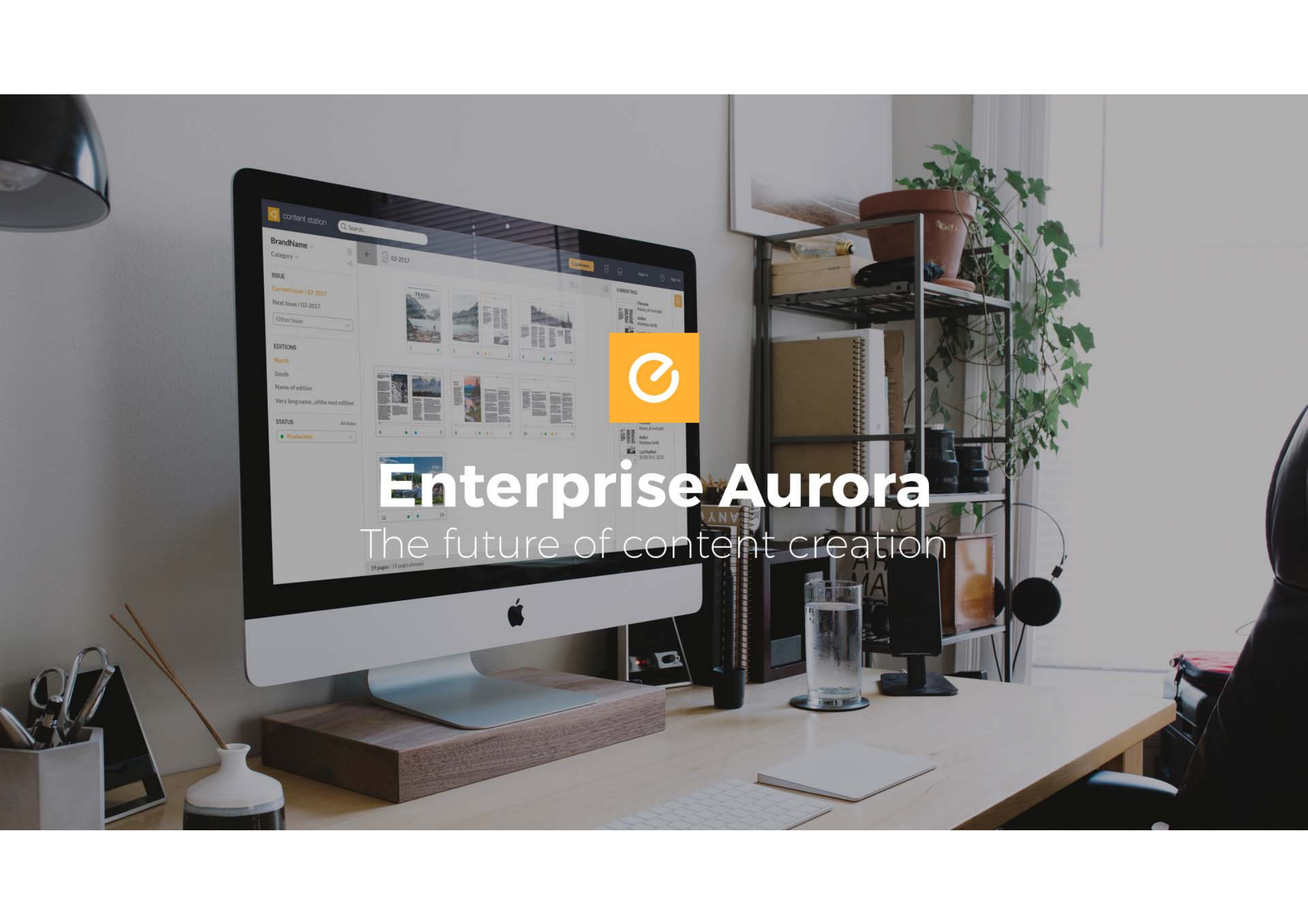
Separate teams



Digital and print silos

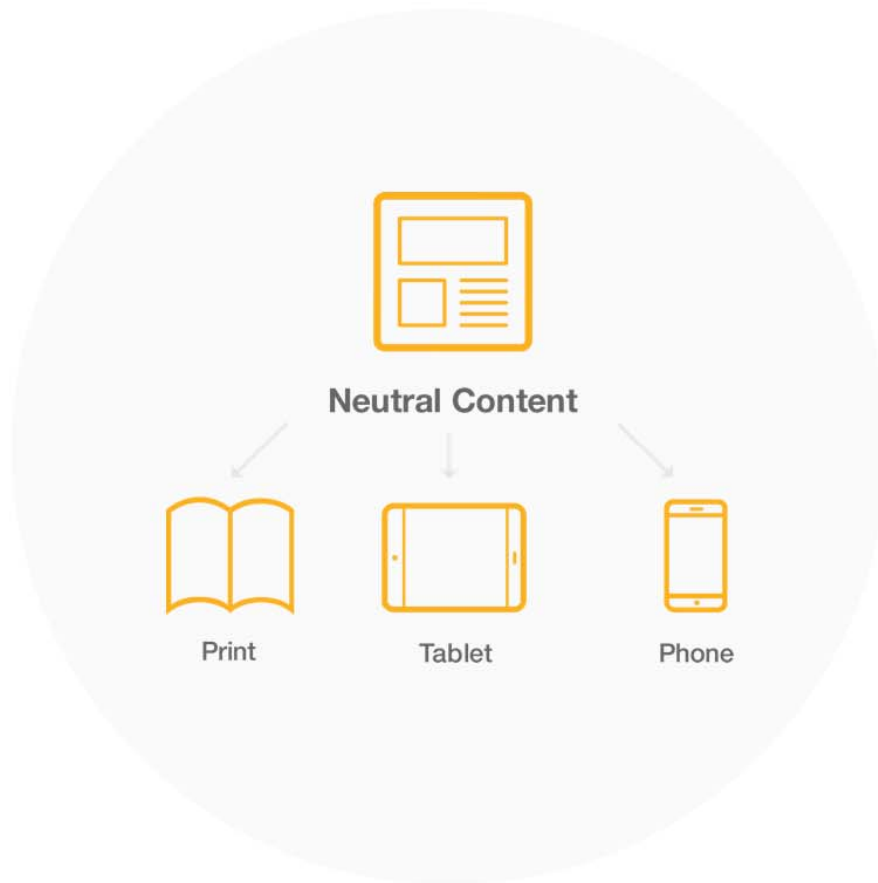
1. Wastes human resources
2. Wastes digital assets and content
3. Wasting resources = wastes money





Enterprise Aurora

The future of content creation



A new way of content creation

A channel neutral
approach.



A simple way of working





Change the way we work!

How can you thrive in challenging times?

Take an **entrepreneurial approach**

Adapt **advertising strategies**

Streamline with **smart technology**





Think



act



work





Adapt, thrive, survive

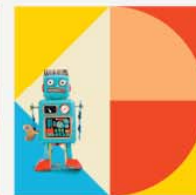
Come and speak to me!



Leonie May
Product Marketing Manager



enterprise aurora
**one system
endless possibilities**



enterprise aurora

