

Are you leading your leads astray?

Sadie Groom
CEO

As we head full on into conference and trade show season, it seemed like a good idea to talk about leads, of the business and not the pet variety, and also if you are exhibiting some real do nots.

As one (leads) usually happens/nurture or turn into a customer, because of the other (trade shows) it seemed fitting to provide some tips for the two.

Defining what a lead is

I have seen debates on this, mainly from people selling databases, that a lead is a contact, as well as someone that has shown some interest in your products or services. What is interesting here for me is that it is a PERSON i.e. a human being and they need to be treated like one. They will have different needs, ways of being impressed, wanting to be courted and also knowing when to walk away. So my theory is that if you have a contact, that you know or someone you know knows them, but they haven't yet shown any interest in you that is a contact. You will also have the contacts that have shown interest in you and they need defining and looking after in a different way, we will call that a lead. Whether contact or lead at trade shows you need to remember the PERSON element - we all need watering, feeding and sitting down, and we all need to be treated with respect.

How to get them interested in you

Last week I attended a great talk from someone that sells Facebook advertising for B2B businesses and he talked about how his podcasts have created a very worthwhile sales funnel. Why and how did this happen? 1) It was very targeted 2)

It has a very punchy headline 3) They created 80, yes 80, so that they were consistent and current 4) The funnel they created was to bring people in, contact them to find their level of interest, for those that couldn't use afford their services they created a cut down version of their offering, with the hope to upgrade them to full services (which is what they did, growing their company by 300% in the first year). 5) They created a loyalty programme for those that kept on listening 6) They created a blooper/more humorous version which they have very few listeners too but they use it for clips for LinkedIn. What I like about this is how they have thought through the whole process of how a lead can be looked after and evolved. What I am saying here is that you need to put the effort in - not only to create content that consistently offers what your leads need, but also the right products/services for the right level of people Btw it is worth adding that a LinkedIn like should not be counted as a touchpoint.

What else should you do

Personalise as much as you can - have global thinking in your communications - simple things such as posting on LinkedIn to hit the UK and US markets time wise is key if you have an international business - or post twice with modified content.

Timely follow-up - don't get back from NAB/MPTS/InfoComm etc and think everyone needs a break from you - lead conversion really does decrease as time goes on. Your CRM can help with this and if you don't have one then put it in your diary. Also go back to people that turned you down before as things might have changed.

Different follow-up - yes they are likely to be expecting you to get in touch - but so will all the other vendors they have met. What can you do that is different - can you put something in the post to them? Can you invite them out for a coffee

instead? Can you send them a personalised video message?

Tracking and scoring - you must do this - else there is no way to analyse what is and isn't working, as well as seeing trends - and then redefining your tactics.

What Not To Do At Trade Shows

At a recent MPTS exhibitor open morning a few of us oldies/legends discussed a person that used to do briefings on what not to do on your exhibition stand - the next day I went to an event and saw all of the things he said not to do. So here are my top six:

1. Eating on a stand - just don't, there are plenty of other places to do that.
2. Sitting with your laptop, staring at your phone - it's not approachable at all and is too passive - smile, greet people - there are worse jobs out there.

3. Use too much text on your stand graphics - say very clearly, ideally without the word solution what it is you do and how it can benefit your prospects.

4. Don't ignore attendees - a bugbear of mine is organisers not putting job titles on badges - you never know who it is that is coming onto your stand.

5. Overcrowd your stand with all your employees - this can be quite intimidating.

6. Badge scanning is not an olympic sport - only scan those that are of interest to you or are interested in you, and if you can score them straight away for easier follow up.

So I hope to see you at a trade show very soon - please give me water, a seat and feel free to scan my badge!



BUYING AND SELLING MEDIA TECHNOLOGY

Every year we produce a report with our friends at Caretta Research.

This year we are focusing on buying and selling, with a particular focus on procurement.

To take part in the survey, whether you are an end-user or vendor, please scan this QR code and it will take you to the link. The results will be published in a few months - for early access to this email survey@bubbleagency.com, with your name and company.



Caretta
Research



CULTURE CLUB

A controversial topic - is there an all time best sports movie?

Oscar Bunce
Account Manager

I am not one to set myself difficult New Year’s resolutions, as is about to become abundantly clear, but this year I set myself a goal: less live sport and more time watching the ‘all-time classic’ movies.

I told my friends I was busy and turned my attention to 30 must watch films before you hit 30 and other lists people usually ignore. I may have failed on the ‘less live sport’ resolution but I have stuck to the movie one. During *Raging Bull*, after Joe Pesci moonlights as a life coach for De Niro, I messaged two friends:

“What’s the greatest sports movie of all time?”

My friend replied, “I am not sure there has ever been a great sports movie. You have *Apocalypse Now* and *The Deer Hunter* for best war films but tell me a sports movie that even gets close to that?”

So I started thinking...and watching more movies. My first judgement was that the general



interest in sports movies comes in cycles - every so often a film like *The Fighter* or *Moneyball* comes along, surprises you with how good it is and collects a few awards. It crystallises a moment in sporting history, but does not do enough to earn its way onto one of those lists. They are good stories, firmly placing them in the ‘good movie’ conversation, but I wanted more.

Next, I focused on legendary individual performances, this is where I think the genre holds its

own. From shouts of “ADRIAN” to Samuel L. Jackson delivering life lessons in *Coach Carter*, these movies leave us with lasting memories and iconic quotes.

There is always going to be criticism of how realistic they are. I decided to ignore this, because, shock horror, of course they are not. If you want that, you have Sky, ESPN and beIN. We want the underdog story, we want a baddie and we want all of that slow motion.

Do these movies fall short in terms of cinematography and effects? Probably. But what they do is tap into your real human emotions, unlock the nostalgia and pull you in because you need to know who is about to win. We love them because they remind us of an era or an athlete. For those who aren’t sold? Well, I think you are wrong. Treat yourself to Micky Rourke jumping off the top rope this weekend and tell me you were not pulled in by both the backstory and the theatrics.

THE POWER OF STORYTELLING

David Bradbury
CEO, David&

What can M&E businesses learn about effective communication from the world of M&E?

How can the methods script writers use to engage audiences help you engage yours?

The answer is story structure.

For example, what’s the one question everyone asks when you tell them you’ve watched a great movie or TV series?

“What’s it about?”

And you can tell them really quickly. Because one of the things that made

it great was how clear the central idea was.

You understood it so well that you can easily tell it to others. You also liked and cared about it enough to want to bother telling them.

Can your customers do the same for your business?

Can you, as the Founder, CEO or CMO?

The way stories work can teach us everything we need to know about communicating quickly and clearly.

Narrative structure has been described as ‘the human operating system’. It’s innate, we all instinctively understand it and use it. So, if you want to communicate effectively - it makes a lot more sense to use it than some flavor-of-the-month marketing method.

It’s not uncommercial, creative self-indulgence.

It’s ruthlessly efficient in the way it orders information and gives it to you in a way you not only engage with, you also remember.

When Nike invites us to ‘Just do it’, they’re not making a reasoned argument supported by a sensible list of product features. They’re trying to make us feel something. Just like when we engage with any story that touches us, it’s the way it made us feel that we remember, long after the specific details have been forgotten.

For their book ‘The Long and the Short of It’, Les Binet & Peter Field analysed the world’s largest database of marketing case studies at the IPA. They found that emotional campaigns beat rational ones on every measure - including profit.

So, it’s good to know that being emotional is the only rational thing to do.

Used in the right way, story structure creates an authentic, emotional connection with your audience, and clarifies the ‘why’, ‘how’ and ‘what’ of your organization. All wrapped up within one organizing thought.

So, the next time someone wanders up to your booth at NAB and asks ‘What do you do?’, you can quickly tell them. In a way they’re more likely to remember, and then maybe tell someone else.

Which is what it’s really about.

David Bradbury writes for brands. Through his company David&, he works with organisations to help them clarify their story so they can win in a world of Goliaths.

The Integration of Entertainment

Danielle Harper
Account Director

In a competitive environment defined by content fragmentation, entertainment platforms know they need to manage their value perception.

This was widely discussed at the Connected TV World Summit last month, and we noted key themes that are shaping both consumption habits and viewer experience in the CTV space.

Super-aggregation Heroes

It was previously thought that an abundance of choice could only be a good thing. But audiences are experiencing overwhelm. They are switching between multiple apps or devices, losing their place, having to re-authenticate, and still not finding what they are looking for. Without well curated content and intelligent search functionality, providers will struggle to manage audience churn.

With more content than ever, cries of “I can’t find anything to watch” can seem like a paradox. But intuitive search and discovery, along with leveraging data for accurate content recommendations, plays a key role in addressing this challenge.

Working with vendors to implement metadata standardisation and universal discovery tools will not only reduce overwhelm for consumers but it will also reduce costs for operators.

Next-gen Interfaces and Experiences

New ways of watching have opened up huge possibilities in recent years. From remote co-viewing to XR and immersive content, the fabric of entertainment is changing. But whilst it is tempting to chase the next wave of innovation, it’s important to note that we are currently experiencing generational fragmentation and the gap is only getting wider. Younger consumers expect a viewing experience akin to mobile and social with interactivity at its core, whilst older viewers crave the familiarity of linear EPGs and a more passive viewing experience.

Innovative UX/UI design combined with technologies like DVB-I, can provide seamless access to hybrid program guides. This incorporates both traditional linear channels and streaming content previously locked inside apps, expanding reach and increasing viewing hours by integrating channels and platforms.

The impact of AI and machine learning on UX is of course significant, and personalised content recommendations based

on user preferences, viewing history, and behaviour have been in-play for some time. But the industry is still working towards a consensus on AI-driven recommendations and personalised content suggestions. Advanced search functionalities certainly have the potential to enhance user engagement across the TV ecosystem, but the diversity within the audience poses a challenge. After all, you can’t please everyone.

A Unified Offering

More than ever, operators and content owners need to work collectively to bridge gaps for consumers. Integration strategies such as hard-bundling and discounting are designed to deliver a wider range of content at a more affordable price-point and reduce churn. Once seen as disruptors, social platforms like YouTube are now being integrated more tightly into the user experience. Providers know that a unified interface is crucial, if they are to remain an indispensable part of consumers’ lives.

By reducing the complexity and friction associated with navigating multiple competing apps or interfaces, users discover new content that aligns with their interests, leading to increased engagement and overall satisfaction. If you can’t beat them, join them - seems to be CTV’s new mantra.

UPCOMING DATES FOR THE DIARY

Here is a selection of dates for upcoming shows within broadcast, film, AV, audio, and sport. Please note these may be subject to change.

23 – 24 APRIL
SPORTSPRO LIVE
London, UK

14 – 15 MAY
PEERLESS EXPERIENCE
London, UK

14 – 15 MAY
EVERYTHING IN SPORT
London, UK

14 – 16 MAY
ANGA COM
Cologne, Germany

14 – 16 MAY
MPTS
London, UK

21 – 23 MAY
CABSAT/INTEGRATE
Dubai, UAE

22 – 23 MAY
UC EXPO
Manchester, UK

30 – 31 MAY
DPP MEDIA SUPPLY FESTIVAL
New York, USA

29 – 31 MAY
BROADCAST ASIA
Singapore

6 – 9 JUNE
CINEGEAR
Los Angeles, USA

8 – 14 JUNE
INFOCOMM
Las Vegas, USA

24 – 26 JUNE
STREAM TV SHOW
Denver, USA

11 JULY
UPSTREAM
London, UK

17 – 19 JULY
INFOCOMM ASIA
Bangkok, Thailand

28 JULY – 1 AUGUST
SIGGRAPH
Denver, USA

WHAT WE DO WHEN WE ARE NOT BUBBLING

Jessi Fann
Senior Digital Executive

Like everyone at Bubble, my days are filled with the hustle and bustle of pushing the boundaries in our field.

But when the screens go dark, and I step away from the digital buzz, my world opens up to different passions. Here’s a glimpse into what a South African living in the UK does when I’m not bubbling:

Adventures with Luna in the Cotswolds

As a proud dog mom to a cockapoo named Luna, our favourite escape is to the Cotswolds. The rolling hills and tranquil scenery provide the perfect backdrop for Luna to explore and for me to unwind.

A Taste for Wine

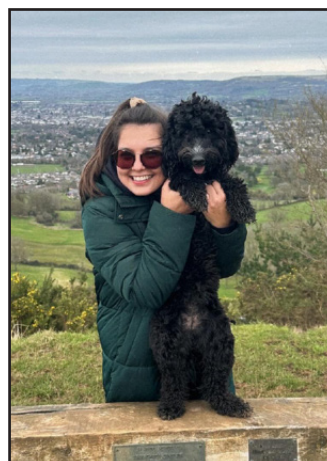
My journey into the world of wine has opened up a new avenue of exploration. Attending local wine tastings has become a hobby. And if you’ve never experienced wine tasting in Cape Town, South Africa, add it to your list. The region’s vineyards offer some of the most exquisite wine-tasting experiences in the world—a true paradise for any wine enthusiast.

Finding Balance with Yoga

While I am no yogi, practicing yoga has become a cornerstone of my daily routine. It’s a practice that moves beyond physical benefits, aligning my mind, body, and spirit. Starting my day with yoga sets a positive tone for the hours ahead, grounding me and providing clarity.

These activities, though distinct, share a common thread—they’re moments that allow me to connect deeply with the simple joys of life.

They’re reminders of the beauty in the world and the importance of balance. So, while my professional journey at Bubble is an exhilarating ride of innovation and growth, it’s these personal passions that keep me grounded and whole.



My favourite things

INTERVIEW

Each issue we will put a Bubble under the spotlight to find out what makes them tick... this issue it is Dayna McCallum, Commercial Director.

Favourite meal to eat?

Old school, New York Chinese take-out - shrimp dumplings, cold sesame noodles, spicy chicken in black bean sauce. Eaten hot or cold out of the fridge - delicious.

Favourite TV or film character?

Female: Jessica Fletcher, *Murder She Wrote*. Male: Thomas Magnum, *Magnum P.I.* (Don't judge.)

Favourite pastime?

Reading mystery novels, researching my text trip, watching the Tennis Channel or the New York Mets, concocting a new recipe.

Favourite hobby?

There seems to be some controversy as to whether travel is a hobby. So I'll say writing my mystery novel, which is currently scheduled to be completed sometime in 2042.

Favourite holiday destination?

I love to travel, both near and far, so this is an impossible question for me. I've got "My Favorite Things" from *The Sound of Music* in my head

now, so I'll say Salzburg. I have amazing memories from trips to that breathtaking city, but I could never pick just one favourite.

Favourite band/artist?

Another tough one for me, too many genres to choose from... If I narrow it down to pop bands though, it's an easy answer - ABBA.

Favourite song lyric?

"I chose and my world was shaken - so what? The choice may have been mistaken, the choosing was not. You have to move on."
Sunday in the Park With George - Stephen Sondheim.

Favourite scent?

Ocean air.

Favourite word?

Book (although most of my friends would guess wine or cheese!)



BANANA CREAM PIE

Charlotte Drinkall, Account Executive



INGREDIENTS

For the filling:

- 2 cups whole milk (or sub 2%)
- 4 large egg yolks
- 1/2 cup granulated sugar
- 1/4 cup cornstarch
- Pinch of salt
- 1 tablespoon vanilla extract
- 2 tablespoon salted butter, cut into 1/2 inch pieces
- 2-3 large ripe bananas, sliced

For the peanut butter cookie crust:

- 20-25 nutter butters
- 1/4 cup melted butter
- For the topping:
- 16 ounces (1 pint) heavy whipping cream
- 3 tablespoons powdered sugar
- 1/2 teaspoon vanilla extract

To garnish:

- Dark chocolate for chocolate curls

RECIPE

1. Preheat the oven to 350 degrees F. Grease a 9 inch springform pan with nonstick cooking spray or melted butter.
2. Crust: Place cookies into the bowl of a food processor and pulse for 1-2 minutes or until cookies are finely crushed. Add in melted butter and process again until well combined.
3. Dump the mixture into the prepared pie pan and press into the bottom and side evenly. It should come up at least an inch to an inch and a half on the sides. Bake for 10 minutes then remove from the oven and place on a wire rack to cool.
4. Filling: In a large saucepan, mix the yolks, sugar, cornstarch and salt until well combined and thick.
5. Next, add milk to a small pot and bring to a slight simmer. Do not boil the milk. You just want it to start to slightly bubble and simmer along the edges. Remove from heat once simmering and immediately whisk in 1/2 cup of the hot milk into the egg mixture, keep whisking as we don't want the eggs to curdle! Slowly whisk in the rest of the hot milk and continue to whisk.
6. After all the milk is whisked into the pan with the egg mixture, immediately place the pan over medium heat and continue to whisk. Once the mixture starts to get warm and slightly boils, let it thicken to a custard-like consistency (which shouldn't take that long), you can immediately remove from the heat and stir in the vanilla extract and butter; stirring until well combined.
7. Next add banana slices all over the bottom of the pie crust. Pour the filling into the cooled cookie pie crust and smooth the top. Cover with plastic wrap so that it touches the filling and refrigerate for 2-4 hours or until cold.
8. For the whipped cream topping: Add heavy whipped cream, powdered sugar and vanilla extract to the bowl of an electric mixer; beat on high until cream reaches stiff peaks.
9. Evenly spread the whipped cream over the pie filling, then garnish with dark chocolate shavings or dust pie with a little cocoa powder. Serves 9-12, depending on how large you cut the slices. Pie will stay fresh for a few days if properly covered and stored in the fridge.



CONTACT US:

e: hello@bubbleagency.com
X: [@bubble_agency](https://twitter.com/bubble_agency)

w: bubbleagency.com
in: [Bubble Agency](https://www.linkedin.com/company/bubble-agency)