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Professor Marianna Trofimova

COMD 1112 – Digital Media Foundations

Branding / News / Strategy – Zoom class 4/20/20

Professor Trofimova played a 20-Minute Take Talk from Ad Age News Trust. We also went over the new photo/video assignment. I'm getting more used to the Zoom environment and it's enjoyable. Hopefully, we don't get hacked. Many private businesses and the country of Singapore have discontinued use of Zoom meetings after being hacked. My other professor who uses Zoom has a password and he manually allows in every student, avoiding intruders.

The Ad Age Talk was between Josh Golden (Ad Age) and Marinn Jackson of Verizon Media. Verizon Media is one of the 3 business units of Verizon, focusing on technology and media. The talk was about brand safety, how premium brands are behaving and adjusting to the challenges caused by the coronavirus. Currently, there isn't any advertising from movies and travel companies since people are encouraged to stay home. Josh asked Marinn if brands are moving away from the news which she denied since there's so much coronavirus content that brands must adapt to it and create a sense of brand safety. For example, cruise lines are now known as places of coronavirus infection. They're going to have to recreate a feeling of brand safety and this can only be done if cruise lines use actual facts to create new systems to prevent infections. The buying community is looking for brands that are good, helpful, and have a strongly defined purpose. Consumers are looking for companies with missions, e.g. climate change and LGBTQ, in this cynical world. Brands that have a purpose are doing well in this pandemic. Marinn brought up Headspace, the meditation app, which is giving out free memberships. She stated that consumers will support companies that have a purpose led mission. Companies need to spread news that keep us safe. Companies doing well during the pandemic don't have product that's difficult for consumers to acquire or require a consumer to go to a brick and mortar store. Product that can be delivered digitally is doing especially well during the pandemic. Verizon's brand building during the pandemic is done by Riot Studio. Riot Studio helps companies develop branding stories around the coronavirus, how companies have product that help consumers address the coronavirus. After the pandemic, there's going to be reputation building. Cruise lines and hotels will have to rebuild their clientele's trust. Another thing to think about is what things are going to change globally, post-pandemic. Two things which are affected/disrupted now are education and healthcare. There has to be future adaption so that education and healthcare can be less location based. Marinn believes 5G will give greater access to teachers and healthcare.

Professor Trofimova discussed storyboarding to develop ideas for videos, movies, and anything with a storyline. Storyboarding was invented by Walt Disney. We watched videos about storyboarding. It was very informative and helped me with the assignment.