

THIS IS
GONE™



Fan Engagement for the 21st Century
Start, build and grow the widest possible audience.

MVP HELP

MAKING INNOVATORS SINCE 1998



INTRODUCTION

People - of all ages and in all markets - are radically changing how and why they engage with ideas in their lives.

As a result, people's propensity to connect and consume different ideas is no longer defined by traditional demographics of age, gender, location, income and family status.

Businesses - of all kinds and in all markets - are failing at applying old demographic models to understand 21st century audiences and apply that understanding to connect brands, products and services.

The problem in this social century is how to obtain a better view of people - customers, consumers, audiences, fans - in ways that helps us understand them to create and connect the best ideas with them.

Our solution is simply called Cone™.

CONE™ DIARIES

2002 BBC Radio 1

Cone™ adds 4 million new listeners over 3 years of fan innovation.

2007 Sony Music

Cone™ becomes the Sony Music platform for fan-centric artist marketing in 32 global territories.

2014 American Idol

Cone™ halts audience decline through +30% share at launch over the three previous years.

2016 Cisco Internet of Things

Cone™ provides Cisco with a brand new direct-to-learner approach to grow their Networking Academy skills-to-job programs.

HAPPY CLIENTS



SONY MUSIC

WARNER MUSIC
AUSTRALIA



UNDERSTANDING THE CONE™

By deeply understanding audiences, we've proven a set of behaviours that describe the propensity of fan engagement with whatever the lens of interest might be e.g. music, film, fashion, sport, etc.

These insights into fan behaviours, motivations and needs provide new knowledge to accelerate innovation and competitive advantage in a way 20th century demographics no longer can.

Low audience volume but incredibly high engagement and therefore high purchase intent



FANATICS

The super fans who inwardly identify with their passions.

ENTHUSIASTS

The early adopters who connect with the new and are motivated to share it.

CASUALS

The socialises who engage but do so through shared experiences.

INDIFFERENTS

The mass market who go along but mostly because everyone else is.

TM

High audience volume but low engagement and therefore low purchase intent



CONE™ AUDIENCE PROFILING

After establishing and understanding an audience fanbase through the Cone™ lens, we then use Cone™ algorithms to segment the population into like groups within the Cone™.

Only then does audience understanding become fan knowledge.

Describing; who they are, how they live, the role different ideas play in their lives (brands, products and services). And most importantly their specific relationship to the subject of interest, including behaviours of discovery, purchase, consumption and influence.



APPLYING CONE™ KNOWLEDGE

When Cone™ knowledge is applied for new fan strategies, ideas and campaigns, it solves the problems of trying to build and grow the wrong audiences by targeting efforts at the right audiences.

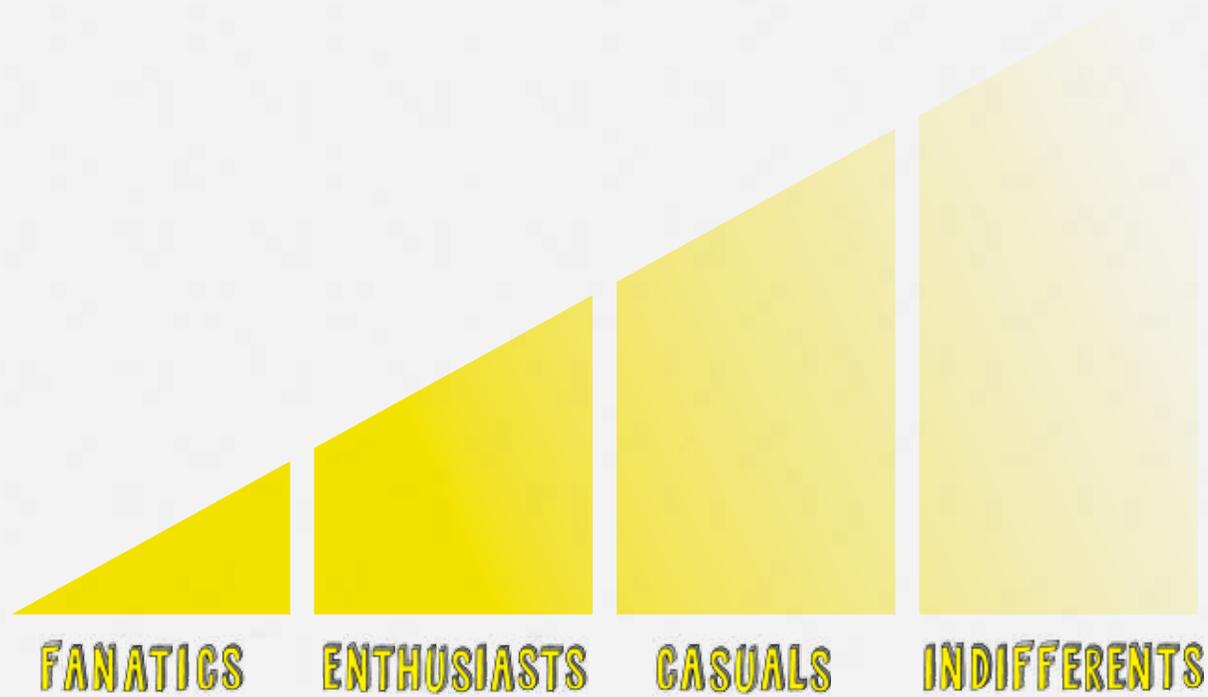
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Problem #2

Over-investing in people you're never going to get

1

Problem #1
Over-investing in efforts to engage core fans



TM

3

Problem #3

Ignoring where the real audience growth is...

CONE™ AT SONY MUSIC

We were originally retained to deliver the Sony Music Cone™ as central marketing support across all labels. We introduced Cone™ experiences for insight-inspired creativity across artist campaigns including ACDC, Beyoncé, Kings of Leon, Kasabian and Pink.

Over 3 years of partnership, Cone™ became the cultural platform for audience understanding and award winning fan engagement.

“Matt is responsible for putting audiences at heart of Sony Music”

GED DOHERTY |
FORMER SONY MUSIC UK CHAIRMAN & CEO



SONY MUSIC



MAKING CONE™ HAPPEN

Our Cone™ business is agile consultancy across the three phases below. Client needs are determined and agreed prior to engagement; from simply delivering Cone™ for audience understanding, to Cone™ Applied for fan innovation.

1. CONE™ INTRODUCTION

Cone™ Masterclass

A paid-for introductory workshop to experience the creative possibilities of Cone™ Fan Engagement.

2. CONE™ CUSTOMISATION

Custom Cone™

Solving the problem of audience understanding through producing a custom instance of Cone™ for specific clients.

Cone™ Analytics

Next-gen social tools for Cone™ influencer, channel and content analysis. Includes predictive insight for creative strategies and innovations.

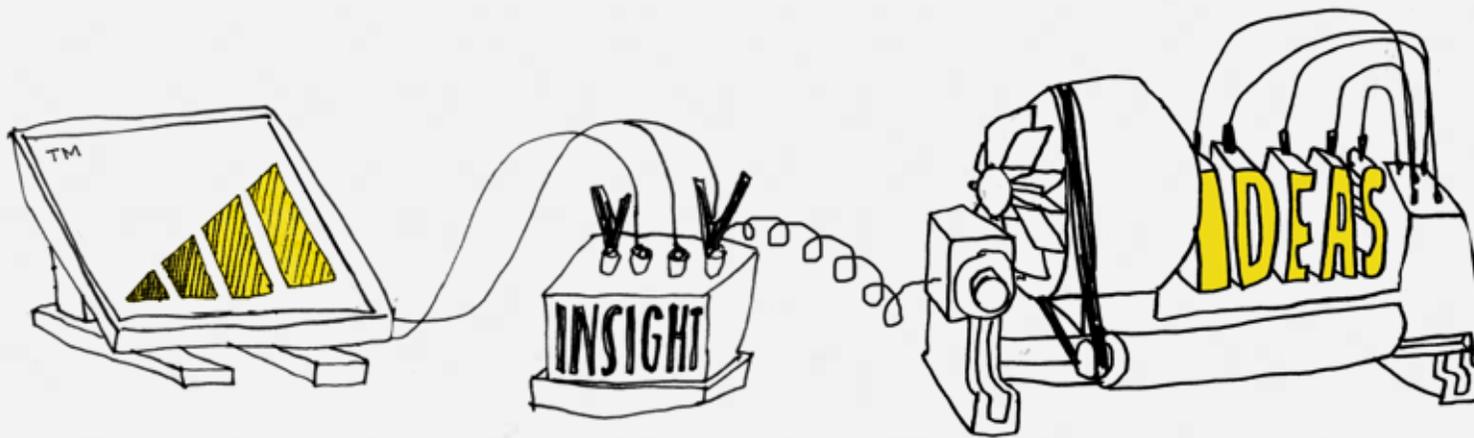
3. CONE™ APPLIED

Cone™ Co-Creation

Bringing the custom Cone™ to life through direct-to-fan ‘meet and greet’ creative workshops.

Cone™ Projects

Applying Cone™ knowledge for new audience growth strategies, ideas, campaigns and market activations.



Audience Understanding | Fan Knowledge | Innovative Ideas

MHP H&P

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