

Pecha Kucha

20 slides
20 seconds per slide
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6 min. 40 seconds
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Pecha Kucha Podcasting

[Pioneering solution for online advertising]

By Siddharth S

'Change the form of information, or its quantity, or speed, or direction, or accessibility, and some monopoly will be broken, some ideology threatened, some pattern of authority will find itself without a foundation. We might say that the most potent revolutionaries are those people who invent new media of communication, although typically they are not aware of what they are doing'

-----Neil Postman

Abstract:

Neil Postman has benevolently said about creating mediums that are different. 'Pecha Kucha' is an innovative source of presentation that identifies Neil Postman's thoughts and implements results beyond imagination 'Pecha Kucha' is an enhanced technique of presenting your goods to the online market. This technique when elopes with podcasting creates magic for online advertising and alcoves a huge consumer market for the e-marketer.

What is Podcasting?

The internet has given us a medium that has endless possibilities. The nature of the web creates a platform that can make everything and anything work. Podcasting is that one technique that gives the user a choice to choose his own program. On a technical front Podcasts are digital files which can be an audio or a video file which is delivered by a RSS feed. A podcast gives the user the opportunity to choose the time he wants to listen or view the podcast. Podcasting can be used as an effective marketing tool, where business houses can optimize to boost their credibility.

The reason it has become a good marketing tool, is its inherent quality to target a specific audience, and allowing that audience to choose you. It narrows down your content and creates a block that not only markets your product but gives in interesting information bits. This in turn increases the credibility of the product/website giving away the ills of traditional marketing. It has been researched that users do not mind watching advertising podcasts and to some extent even prefer it over

advertising on radio and television. The following points will enable you to understand the effectiveness of podcasting in getting online marketing:



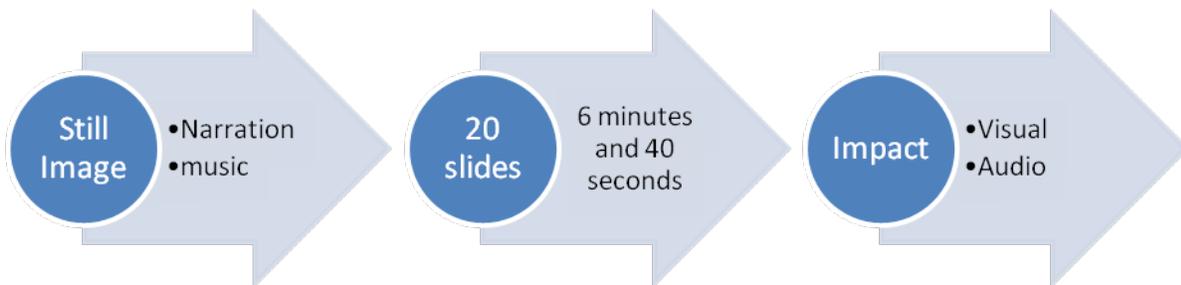
What is 'Pecha Kucha'?

In every barrier comes a breakthrough; in every technology comes a revival. "Pecha Kucha", is that new adherent of podcasting that has brought it into a new array. The term 'Pecha Kucha' is the Japanese meaning for the sound of conversation. As unique its name is, its functionality is more distinctive and is known as a better podcasting technique in the latest times. Pecha Kucha capitalizes on the psychology of visual attraction compared to reading. It utilizes a technique which is subtle to the core but affects the user with laser precision. The main principle of Pecha Kucha is to showcase 20 images each for 20 seconds along with gentle narration or music and create a visual impact on the user with the presentation. In a short and swift way, it projects the requirement without been seen as a marketing gimmick. This technique is decisive in keeping the level of interest without it becoming monotonous.

Pecha Kucha combines business with precision and creates a new domain of marketing that enthralls the audience and makes them think and analyze of what they saw.

How is it an effective podcasting technique?

Podcasting was done on video or audio formats. The Pecha Kucha technique brings in a combination of presentation methods with impactful techniques. The still with a 20 second narration /music makes the presentation blissful. Podcasting has anyways caught the fascination of millions of web users and with this method, it can double the amount in no time. This technique captures the very essence of the product and displays it in a very small and quick format. Pecha Kucha is probably the only technique which has its own set of fan following that globally creates weekly and fortnightly events to display their presentations. The following showcases the facet of a Pecha Kucha presentation.



How can it be used to for online marketing?

- Pecha Kucha is relatively new in the podcasting arena, but slowly is making its mark because of its liberal & poetic nature. To optimize this technique it is very essential to co-relate at least 20 facets of your products in terms of its strengths. Since podcasting is everyday reaching new pinnacles of success, you can more easily approach people with Pecha Kucha style of podcasting presentation.
- This methodology is best for business having to showcase especially in terms of architecture, fashion and art. You can easily put the best images of your product and let the presentation take its effect on the consumer’s mind. Presentations are normally informative and educational but with Pecha Kucha style of podcasting you can create an advertising and marketing presentation without giving it a feel of an intentional marketing ploy. Presentations leaves an impact on the

user's mind and since this technique makes the interest level go up, the conversion of a podcast user to a consumer would become easier than other traditional online marketing.

- You can also create Pecha Kucha podcasts for information that are unique and you can club it with your product, so not only the integrity in this scenario increases but you also ensure trust amongst the podcast users. Being it a new form of advertising, you are definitely supposed to get more views and more traffic than websites with normal content. Pecha Kucha style gives the marketer the required edge over other websites, as the web has blatantly seen the need to be different.

Core marketing advantages of Pecha Kucha:

Out of the ordinary	•Its innovativeness and unique concept captures consumer's imaginagtion
Direct impact	•This style of advertising presentation gives a larger impact on the consumer's mind compared to any other form of advetising
High Conversion	•Podcast users are good consumers, but when they download Pecha Kucha podcasts, their conversion rate even goes higher.

Conclusion:

The competition in online marketing is very stiff. If you have to carve a niche, you have to be different. The podcasting techniques of Pecha Kucha can give you that opportunity which is relatively unknown to the world. Marketers who would use it more extensively now would benefit hugely because of the newness of the concept and also the technique's inherent capacity to capitalize its audience. A perfect solution for business who badly need a boost and want a different approach to reach the consumer's mind. People who make the most of it now will surge ahead in their business with great acceleration.

-----'This form of online imagery is better than any advertising sorcery'

About the Author:

Siddharth S

Siddharth is one of the leading figures in the marketing arena. He uses his marketing strategies to execute efficient processes by understanding the core strength of organizations. The corporate world utilizes his skills to devise bespoke strategies for creating the required edge in the market.

About Copper Bridge Media

CopperBridge Media connects the dots of conversation so that it can be tapped for business growth as well as corporate creativity. Business intelligence embedded in social interactions over the web is utilized in all of its customer-centric solutions - ranging from Corporate Branding, Multi-Channel Marketing, Research and Analysis and pervasive Search marketing solutions. The 'voice of customer' is embedded in every CopperBridge strategy and solution.

While conversion ratio and ROI remain at the epicenter of Search marketing dynamics, brand reputation and channel visibility continue to be the focus of most of the major corporate entities. With this in mind, CopperBridge Media has been persistently offering a hybrid marketing model to its client base - a market savvy mix of corporate branding, Multi-Channel marketing and targeted Search marketing. 'Result based' and 'Behavioral-data enabled' marketing strategy is the hallmark of CopperBridge business solution mix - which has helped its partners and clients scale up their operations and diversify their business portfolios.

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