



mediaradical

Steve Harper

In 1993, following a Fine Art degree, I co-founded Hyperlink Interactive (then an online content publisher). As Creative Director in 1994, I advocated shifting the emphasis to client websites and in this role, sold and was responsible for some of the first commercial websites in Europe. By 2000, we had grown Hyperlink Interactive to be the third largest full service agency in the UK, in terms of published accounts and successfully sold the business to Cable & Wireless for a cash sum in excess of £50 million.

I set up Mediaradical in 2009, as an independent consultancy, primarily developing client requirements/strategy for Web & mobile and creating propositions aligned to them. Practically speaking, this means working out what a company needs or wants to achieve, then developing the brief either into a pre-sales pitch/bid or as the blue-print for a project.

In both cases, I or an associate, will tend to be involved to lesser or greater degrees to the point of delivery, stepping in wherever needed to add everything from recommending approaches, making technology introductions, developing creative concepts to writing copy etc.

My particular angle is to understand what a digital property, such as a website or mobile application, can achieve for an organisation and then to create an appropriate package to meet these specific and measurable objectives.

Recent Work: My focus of late has been on developing propositions for Skinkers (direct-to-device, targeted “push” notification), OOSOCIAL (targeted social media marketing) and Kipcast (content harvesting, semantic processing and republishing online or via mobile/portable devices).

The combination of capabilities and expertise furnished by these companies is enabling me to develop next-generation online propositions. To give some examples; to create packaged, chargeable, versions of publishers’ titles for iPhone and Blackberry, to dynamically aggregate affiliate marketing offers into social media and to create cost-effective content and services “mash-ups” for portals, widgets and portable applications.

I believe that the future of digital media is in the development of concepts such as the “Semantic Web”, where a new generation of digital applications is made possible by being able to bring together and exploit distributed information and services.

I also believe that the key to success for brands and other organisations is to understand the way in which their customers and other individuals want to interact with them and how to provide products and tools to fulfil their needs. In particular, organisations need to recognise which of the people they engage with can be recruited as “activists” for them and what they need to be provided with in order to work on their behalf.

2009 - Present: Mediaradical: Developing commercial propositions for digital properties; supplying strategy, technology, creativity and knowhow to support the growth of “next generation” individualised and portable online services

2002 - 2009 Skinkers: Principal Consultant: Invested in, and then joined Skinkers (experts in individualised direct-to-device “push” communications) to develop client propositions and to apply experience of the successful growth and sale of Hyperlink Interactive to grow the business. Winner of the 2009 Card Award “Best Online Initiative” for MBNA Connect (Bank of America)

2000 - 2002 Cable & Wireless Web Technologies Group (WTG): Principal Consultant

1993 - 2000 Hyperlink Interactive (hyperlink.com): Co-founder.