WHAT'S NEW IN MEDIA?

IGNITED

QUICK NEWS

A Marketer's Guide to Pokémon Go

Google's One Step Closer to Unifying the World's Wireless Networks

How to Use Snapchat Memories

The End of Your Undivided Attention

Users Interact with Well-Based VR Ad Campaigns

WHAT'S TRENDING NOW?

HASHTAGS:

#TreatYouBetterVideo

#PrimeDay

Apps:

- Pokémon Go

- Mobile Passport

UPCOMING EVENTS:

- Integrated Marketing Summit
New York, NY
July 12-13, 2016

- Social Tech Live
Miami, FL
July 15-17, 2016

- ANA Digital & Social Media Conference
Colorado Springs, CO
July 20-22, 2016

HOW TO ADAPT WHEN CONSUMERS AVOID ADS

We've all seen the shift. Consumers are running away from ads, maybe even sprinting. Instead of watching live television, streaming sites including Hulu, Netflix, and Amazon have taken over as the masses cut their cable-TV cords. In its annual "Coach Potato" report, Convergence Consulting reported over 1.1 million households followed the cord-cutting trend in 2015, and the same number is expected this year. Meanwhile, skipping over commercials has become easier thanks to pre-recording shows through DVR. Since streaming services significantly reduce the amount of advertisements per show, consumers can avoid about 15 minutes of advertisements for every hour of television watched. Apart from cord-cutting, the prevalence of time spent watching television is even decreasing. Neilson reported that individuals between the age of 18 to 24 are spending almost 30% less time per week watching traditional television compared to 2012.

Furthermore, campaigns that would have been deemed entertaining in the past, are now perceived as fake or tuned-out all together by consumers. Results from a consumer survey conducted by research firm, GfK MRI, found almost half of U.S. consumers felt advertising is "way too annoying". The rise of ad-blocking software has also created a barricade for advertisers trying to reach consumers, specifically on the internet. Data from eMarketer predicts more than 26% of internet users will utilize ad blockers in 2016, compared to the previous 15% in 2015. With all of the activity surrounding this topic, here are a few ways the marketing industry is revising its approach to reach consumers.

Increasing Content Production

We can't all have a man skydive from space à la Red Bull in 2012. However, advertisers can adapt in an effort to also receive similar viral reactions. Producing authentic content that is organic and interactive for consumers will lead to the advertising they *want* to see. Brands such as Stride chewing gum are following this notion. Mondelez International Inc. is co-producing a one-hour special to promote the gum. Content other than video, such as mobile games, are proving to be successful as well.

Mondelez's game "Twist, Lick, Dunk," for Oreo was downloaded seven million times, with users spending an average 40 minutes playing.

Timing Is Everything

Some companies are turning to data and analytics to determine not only who makes up their target audience, but the best time to reach those individuals. In 2015, Johnson & Johnson increased mobile banner ads for Neutrogena sunscreen during high UV levels. Further, the ads were directed to populations in close vicinity beaches or pools. Retailers are turning to beacon technology to deliver personalized coupons and notifications of flash promotions directly to consumers at the optimal moment. Beacons can guide consumers through to ideal items based on shopping history, interests, and location. Juniper Research reported that beacon technology will deliver 1.6 billion coupons to smartphones in the next four years.

Native Ads

Instead of separating editorial content and advertising, marketers are finding the advantage of combining the two. Not only does this tactic prevent the inevitable tune-out, but it leads to more grounded and integrated content. In a study, marketing company Dedicated Media, discovered 53% more views and 53% higher purchasing intent when native advertising is used. Back in April, Facebook announced publishers will be able to share native ads on

their Facebook pages. However, publishers must tag the brand responsible for the ad, in the post.

It's no surprise that advertisers must adapt with their audience. Consumers have already begun their shift from television to digital media, and marketers must do the same. Thinking outside of the box from standard tactics will resonate with consumers more than the tuned-out ads of the moment. Entwining a product with the popularity of online shows distributed through streaming, designing an addictive mobile game, and creating user experiences are the types of organic marketing tactics today's audiences will interact with. Further, the use of data and beacon technology can help transform potential customers into paying ones with relevant item recommendations delivered straight to the individual at the right time and on the right device.

By Natalie Barghash
Media Intern

QUESTIONS, COMMENTS & THE FUTURE?

- With almost half of U.S. households utilizing DVR technology and skipping commercials, will brands become more dependent on social media and word of mouth advertising? How will advertisers ensure their content is received as unique?

- Data and analytics are incredibly helpful for targeting an audience. However, access to consumer data continues to be controversial. Horizon Media reported 72% of interviewed individuals felt "alarmed" by the amount of information obtainable by retailers, in a recent study. Will consumers see the value in receiving relevant promotions according to their likes and location if it leads to personalized discounts?

- In order to share native content on their Facebook pages, publishers have to tag the original brand in the post. Will having the brand's footprint on the post counteract the entire point of native advertising? Will consumers be less inclined to interact with the content?

- The rise in ad blocking software negatively impacts advertisers and online publishers depending on ad revenue. It's possible that more publishers will implement software to counteract users with ad blockers, such as Hulu.