



DIGITAL MARKETING
EXPOSITION & CONFERENCE

KEY TAKEAWAYS

Virtual Reality: It's finally here.

When Facebook bought Oculus Rift for 2bn \$, everybody knew that Virtual Reality is real. Just a week ago, Facebook allowed 360° videos in their timeline. YouTube did that three month ago. Consumers are delighted by the new features and enjoy the views.

On the dmexco we met with people from Google to talk about the future of Virtual Reality and saw the answer: Google Jump connects GoPros for a crystal clear 360° vision. The post-production is the biggest "pain point" of 360° videos.

One of our clients, Vodafone, is experimenting with Virtual Reality. The Travel experience "I show you the world" has several 360° videos on YouTube and Facebook: <https://www.youtube.com/watch?v=DR9psmYofZY> – open in YouTube app.

CONCRETE BENEFIT

Vodafone's network is invisible. Still, they found a way to connect a unique 360° experience with a brand message. Consumers want to decide what they're looking at. If you offer them a 360° view in your new car; on your stage; on a world premiere – they will enjoy it and have a lasting interaction with your brand.

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Twitter will change.

When listening to Adam Bain on the dmexco, we learned a lot. First of all, Twitter has 27m users in Germany. Not actively using the platform, but in logged-out status and reachable via the Twitter network, which is implemented in many newspaper websites. No words about the „real“ reach of active users – but never mind. The most exciting part, he talked about was a project called „Lightning“. This will change the user's Twitter experience in a positive way – always focussed on the biggest advantage: LIVE.

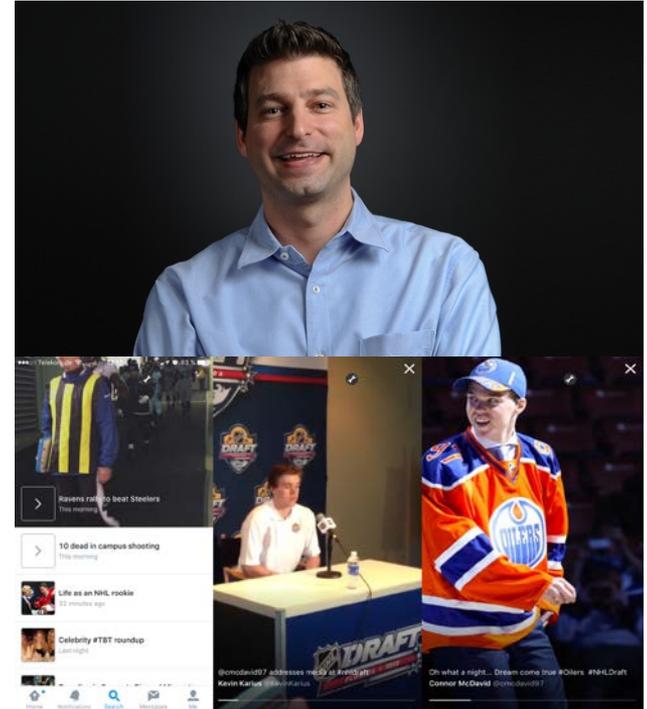
Soon users will find the trending topics on a tab called „Moments“. For example, the Oscars are trending and you click on the „Moment“, you will directly see the photo of Bradley Cooper. Why is this good? No need to follow the whole world, not to miss the news. German curators will do that manually. Not an algorithm. That's why it'll work.

CONCRETE BENEFIT

The new Twitter experience will lure more users to the platform. As Twitter is five hours faster than CNN, it's the fastest network to get information. With "Moments" Twitter makes all the content better accessible. Brands will have more options to create a connection to positive "Moments" with their branded message. More to come.

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Twitter Amplify. Use content to drive interaction.

The „other thing“ Adam Bain talked about was Amplify. Amplify connects broadcasters or content owners with brands. By acquiring „Snappy TV“ in 2014, Twitter has a technology that cuts LIVE TV content into short-form video content in just a few minutes. By integrating brands into that „just happened“ moment, this has big potential.

An example: Heineken is the sponsor of the UEFA Champions League. In the US, the CL is broadcasted by FOX sports – who are also the owner of the content. Just a minute after a goal was scored, FOX will post the video on Twitter. Automatically with a 4 sec pre-roll of Heineken at every video.

The videos have great interaction rates and Heineken is credibly integrated into the CL.

CONCRETE BENEFIT

If your brand is sponsoring a big event or a sport, which is big on Twitter, you should think about teaming up with the official broadcaster. Everything on the technology side is done by Twitter – and your brand is present not only on TV, but as well digital.

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ARTIFICIAL INTELLIGENCE – NEXT STEP IN MOBILE!

Have you ever talked to Siri or Cortana in public? I guess you haven't, because it makes you look like a complete idiot. Have a look on your smartphone, the majority of apps that you frequently use are messaging apps, right? Whatsapp, Facebook messenger....?

Attending the right keynotes and side events, it became obvious that this is where the the future of mobile will be, to become a direct interaction and feedback channel.

Our phones become smarter with every generation produced. Contextual feedback will be the consequence and offers that are customized to the need of the smartphone user., right in the minute when ist needed. This Artificial intelligence seems to be scifi, but it is closer than you think Having a lok at IBMs Watson AI technology or Facebooks M.

CONCRETE BENEFIT

Imagine a personal assistant, that knows about every step you take. They keep you informed while you travel, deliver the right assets as you need them. split checks amongst friends, makes reservations for you, based on your current destination, and preferences. That's where mobile creates added value , rather than spams users with Ads

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Digiconomy: Linking up everybody with everything.

Faced with the rapid technological process and the connected digital transformation, companies are confronted with new challenges:

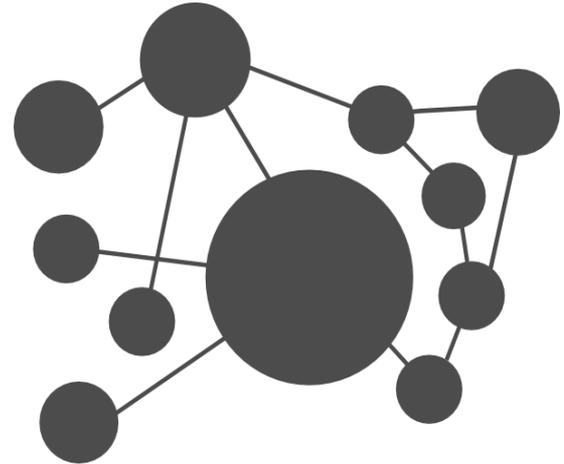
- The classical separation between *Old Economy* and *New Economy* is no longer valid. These two sectors are increasingly becoming one.
Example: Apple starts constructing cars
- The Internet of Things continues to gain relevance. Connected to that is an exponential increase of readily available data. First approaches for data-driven marketing exist, but so far, an all-embracing usage of available data – ideally in real-time – fails in particular because of the technological challenges.
Example: Registration of Cross-Device Usage
- Media usage is increasingly taking place on mobile devices.

CONCRETE BENEFIT

In particular in the mobile realm, new but so far unused possibilities for interaction exist. This is not yet reflected in the current media spends: For example in the US, only 8% of ad spends are spent on Mobile, even though about 25% of media usage is taking place there.

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BIG DATA TO PREVENT ONLINE DISTRACTED CONSUMERS.

Fragmentation of the usage of particular channels continues to rise due to the continuous advancing of each channel. But much too often, advertisement is not relevant for consumers. That increases disinterest and skepticism. Also parallel usage of different devices continues to rise. That can be an advantage (i.e. searching a product after seeing a TV-Spot) but also brings a fundamental disadvantage: the attention of the ad message decreases. Relevance is thus crucial.

CONCRETE BENEFIT

Use Big Data and a smart performance management systems to prevent the distraction of consumers. The central challenge: big data and performance measurement. Many channels differ with view to the measurement of performance. These limitations have to be overcome in order to enable an efficient evaluation of the channels in interaction and to increase cross-channel brand experience.

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INCREASING CUSTOMER JOURNEY INSIGHTS.

The continuous development of new measurement systems and possibilities enables to get deeper and holistic insights into the customer journey. Due to the increasing information available, companies face some key challenges. First of all, they have to understand that statistics are often not sufficient for an understanding of the customer journey. Instead, they have to establish a deep understanding for buying-intention triggers. The Customer journey needs to be understood to find out which triggers make consumers visit a particular shop or website. It is important to understand what the actual consumer is doing right now and which device he is using. Access to data, that is not always publicly available becomes a crucial success factor. Companies have a need to understand the technologies that makes the customer journey comprehensible on all devices.

CONCRETE BENEFIT

Better targeting and retargeting based on the increasing availability of technical and classical customer journey measurement approaches.

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THE RELEVANCE OF MOBILE IN THE CUSTOMER JOURNEY.

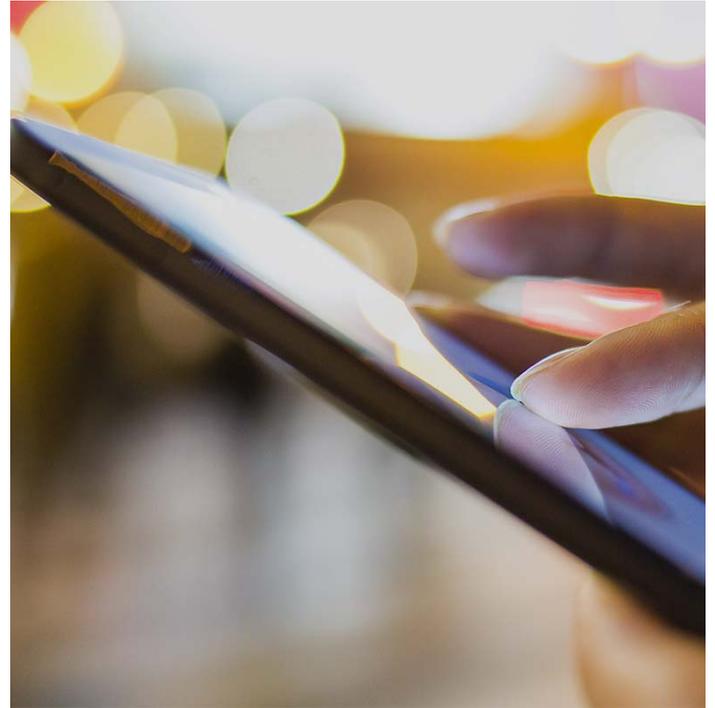
Mobile is becoming more and more important in the customer journey and is seen as a connector between online and offline. The central challenge for retail: Create applications which lead to more efficient shopping experiences for the consumer. Mobile payment is the most important example in this regard and will gain relevance in the future. A brand's mobile offers at the POS are increasingly implemented. Also local businesses themselves increase to integrate Mobile in the store-concept, i.e. providing tablets for product information or availability of goods. While QR-Codes have already lost relevance, push notifications are still widely used. Because of a multitude of offers and a lack of additional benefits, experts assume that push-notifications will be used significantly less often over the coming years.

CONCRETE BENEFIT

Integration of brand offers at the POS through the mobile device of the consumer or through the digitized store concept. Shopping will become more pleasant and more interesting through mobile offers.

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BIG DATA? SMART DATA!

The topic 'Big Data' is related to numerous challenges. Only few companies manage to use existing data in an efficient and productive way. Companies are faced with 3 major challenges:

CHALLENGE #1: IDENTIFY RELEVANT DATA.

Not all data is really relevant for a company's aims. Before technologies are purchased, the relevance of the data must be scrutinized.

CHALLENGE #2: FINDING THE RIGHT TECHNOLOGIES.

The right technologies should be able to connect as many data sources as possible in order to avoid inconsistencies in analytics and insights.

CHALLENGE #3: DATA=INSIGHT=ACTION.

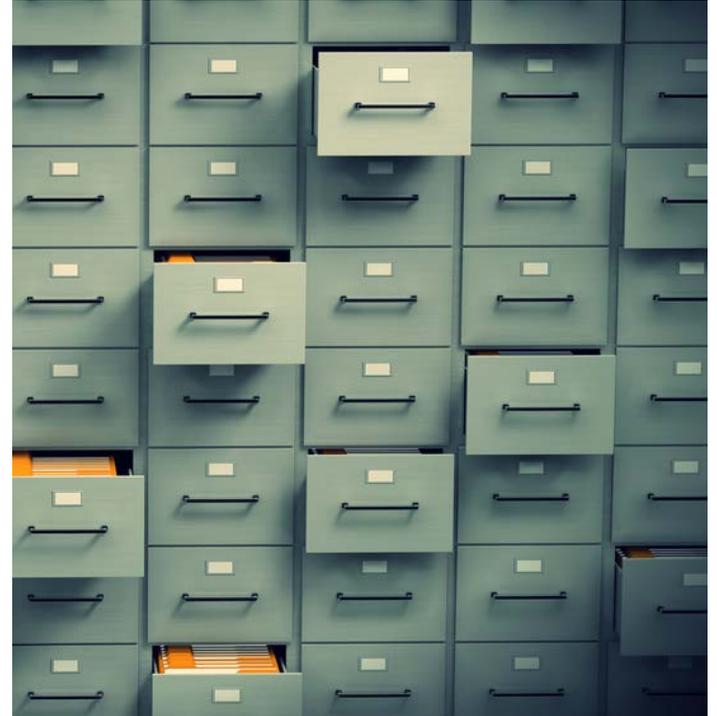
Data as such does not help to reach business-goals. Instead, they need to be linked to concrete actions.

CONCRETE BENEFIT

Maximized personalization. Consumer's expectations towards advertisement are increasing. Personalized advertisement is an important factor for a brand's success. Data has to be applied comprehensively in order to improve personalization, ultimately leading a maximization of a brand experience.

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CORE VALUES OF THE COMING GENERATION.

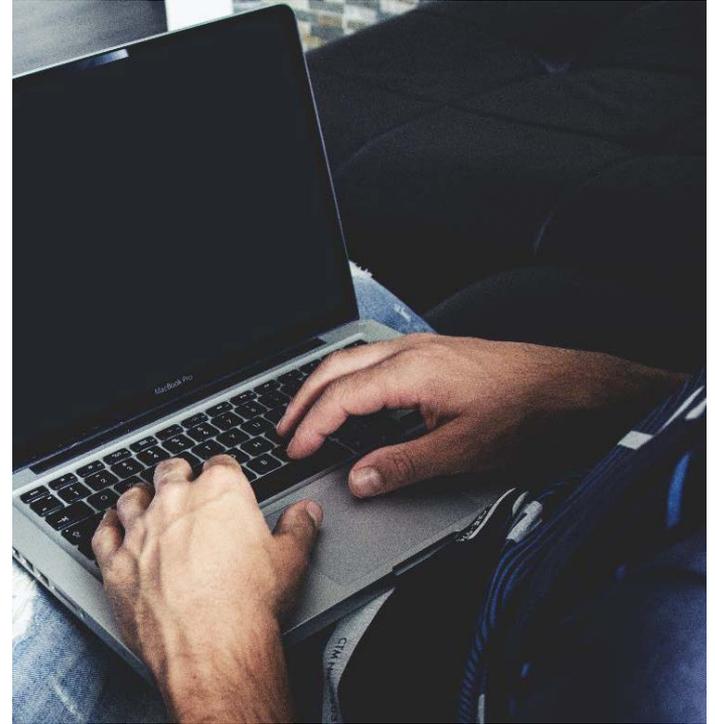
Children and adults are growing up in an **environment which is fundamentally different** from how it used to be 20 or 30 years ago. A „**Digital First**“ world is natural! Simultaneously, the confidence in the immediate social environment („peer group“) is being upgraded again. As a brand, it is crucial to be established as a trusted brand. It is not enough to cleverly market the **ethical claims** of the coming generation („social for good“) but to live it. That's a vast challenge, but also a great opportunity for marketing communication.

CONCRETE BENEFIT

Becoming a trusted brand for the upcoming generation is not easy. However, once this is achieved, one's brand is recommended to others, ideally leading to a new generation of loyal consumers.

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AD BLOCKERS – THE NEXT DANGER?

Ad Blocker software is being employed more and more. Germany is amongst the markets with highest penetration in this regard. Numerous experts fear this development to be one of the biggest challenges for the industry, whereas others claim that ad blockers have always existed and do not pose a threat.

CONCRETE BENEFIT

- Digital advertising must be more appealing to the consumer
- It has to go through an evolution from being unattractive and annoying to becoming a more natural and relevant experience.

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WHERE WILL THE MEDIA INDUSTRY GO IN THE NEXT YEARS?

In a discussion called „The Mastermind debate“, GroupM Global Investment Chairman Jürgen Blumenkamp talks about digital media trends with Bob Lord from AOL, Babs Rangaiah, Unilever and Peter Kafka (as Moderator).

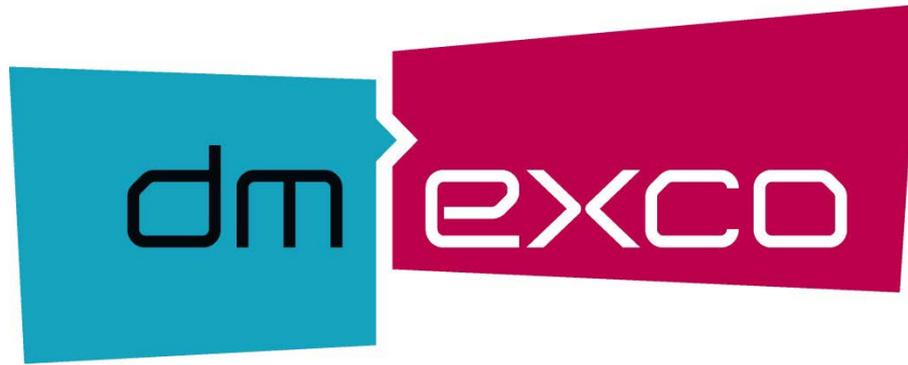
CONCRETE BENEFIT / TRENDS

- The next years of the digital advertisement sector will be characterized by mergers and consolidation.
- Providing technical solutions coupled with the appropriate consultancy remains the biggest challenge.
- Programmatic approaches will continue to characterize the digital advertisement economy – their potential is still far from being fully exploited.
- Open systems are preferred to „closed shops“ such as Google.

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Thank you very much!