

Hello

HOW ARE YOU?

VAYNERMEDIA

MARKETING
IN THE YEAR WE
LIVE IN

July 28, 2016

Nice to
MEET
you!



Jesse
Hutchison

Director of Strategy & New Business
VMNooga

650+ EMPLOYEES

IN 5 OFFICES



NEW YORK CITY



SAN FRANCISCO



LOS ANGELES



CHATTANOOGA



LONDON

4 CORE TEAMS

STRATEGY

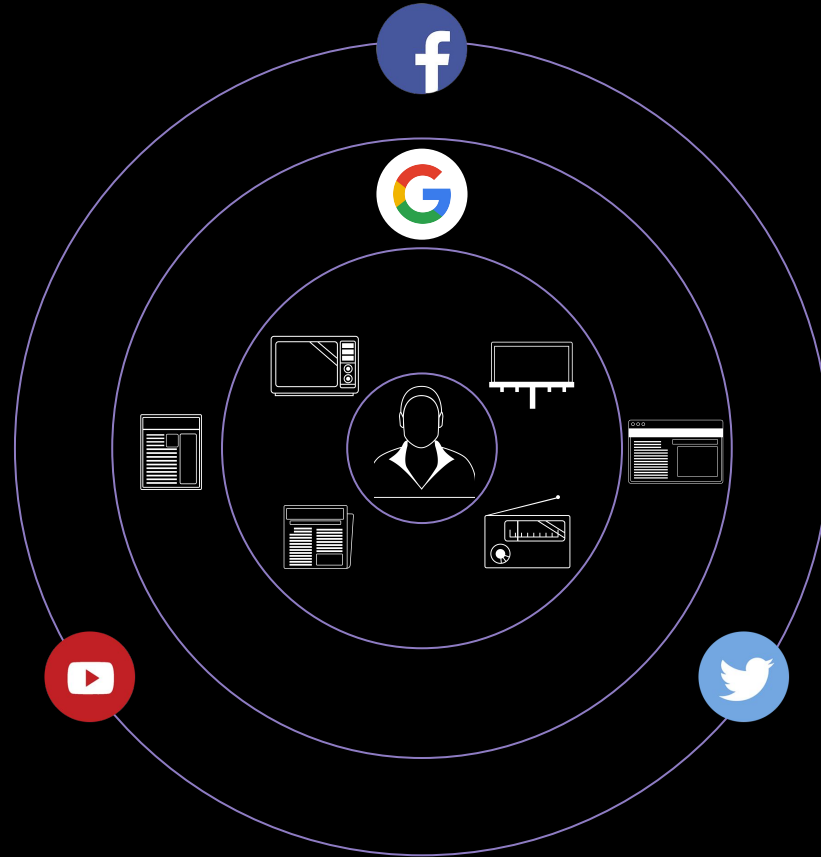
MEDIA

CREATIVE

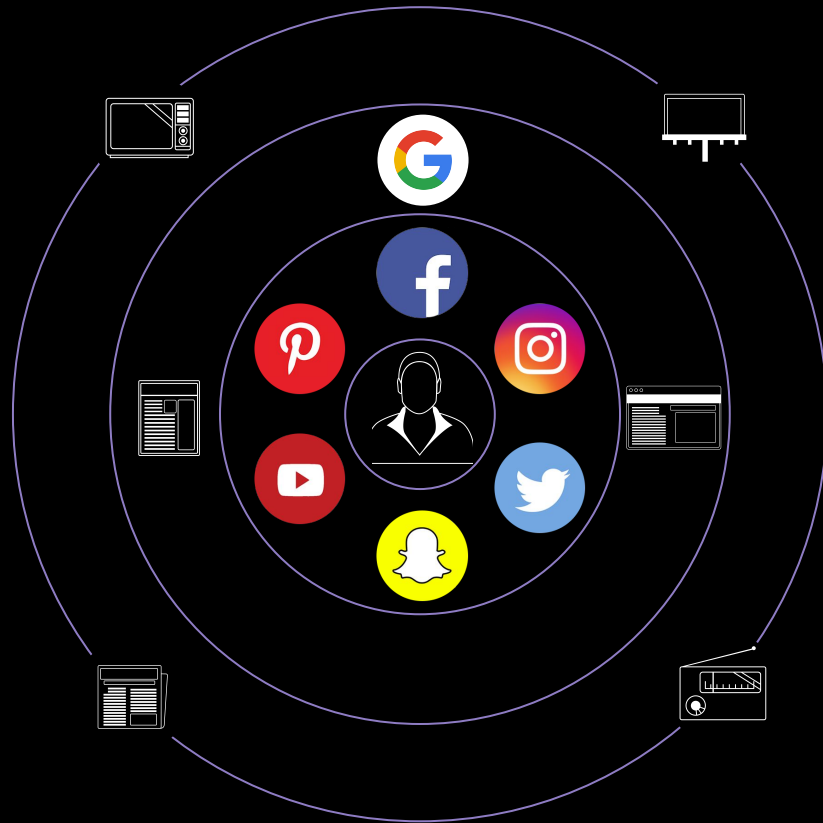
PRODUCTION

We market for
THE YEAR WE LIVE IN

A CHANGING MEDIA LANDSCAPE: THEN

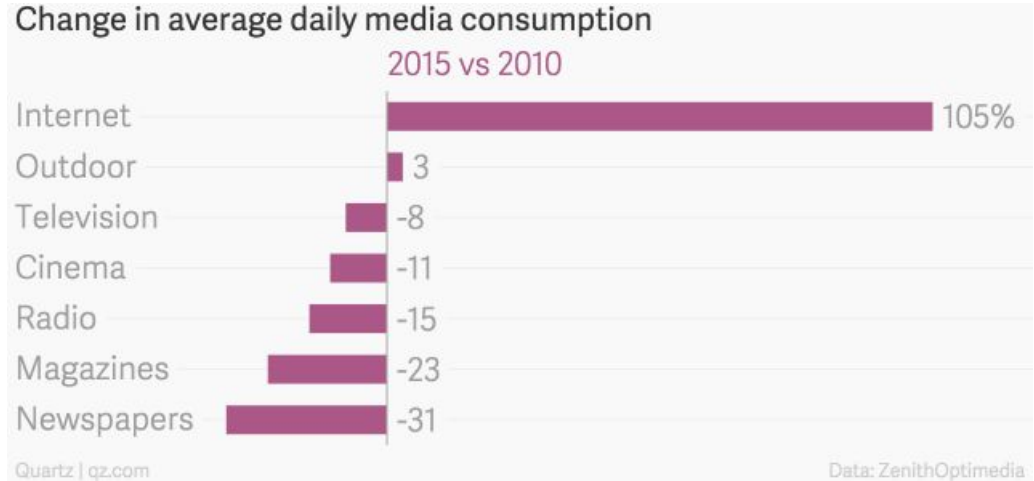


A CHANGING MEDIA LANDSCAPE: NOW



The internet accounted for **13% of average daily media use in 2010**, and is **set to reach nearly 30% in 2017**

- [ZenithOptimedia](#)



Time spent
consuming
media on mobile
has increased
308%.

-eMarketer

Average Time Spent per Day with Major Media by US Adults, 2011-2017
hrs:mins

	2011	2012	2013	2014	2015	2016	2017
Digital	3:34	4:10	4:48	5:09	5:29	5:45	5:56
—Mobile (nonvoice)	0:46	1:28	2:15	2:37	2:54	3:08	3:18
TV**	4:34	4:38	4:31	4:22	4:11	4:03	3:58
Radio**	1:34	1:32	1:30	1:28	1:27	1:25	1:24
Print**	0:46	0:40	0:35	0:32	0:30	0:28	0:27
—Newspapers	0:28	0:24	0:20	0:18	0:17	0:16	0:15
—Magazines	0:19	0:17	0:15	0:13	0:13	0:12	0:11
Other**	0:39	0:38	0:31	0:26	0:24	0:22	0:21
Total	11:08	11:39	11:55	11:57	12:00	12:04	12:05

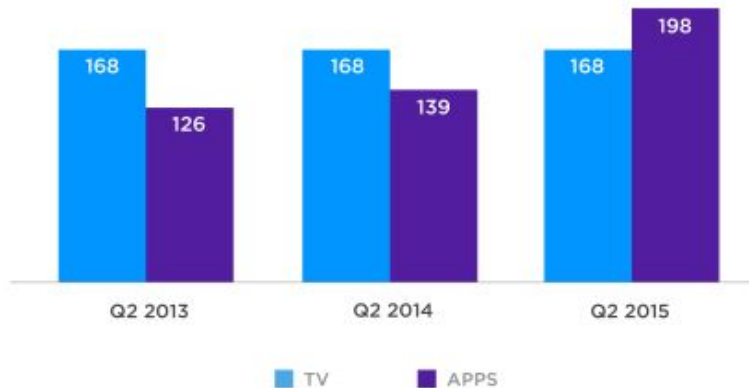
*Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; *includes all internet activities on desktop and laptop computers; **excludes digital*
Source: eMarketer, Oct 2015

196818

www.eMarketer.com

Time Spent in Mobile Apps and on TV

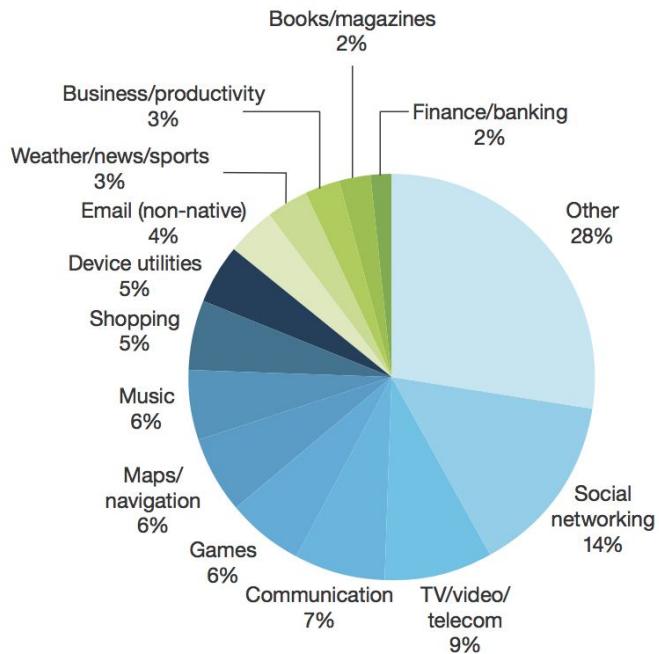
US DAILY AVERAGE IN MINUTES



Consumers are now spending **17% more time on mobile apps vs. watching TV**

-[TechCrunch](#)

Share of US minutes spent on app categories



14% of total time spent on mobile devices is on Facebook.

- [Business Insider](#)

But, it isn't just kids...



the highest social media usage



is observed in 25-54 year olds

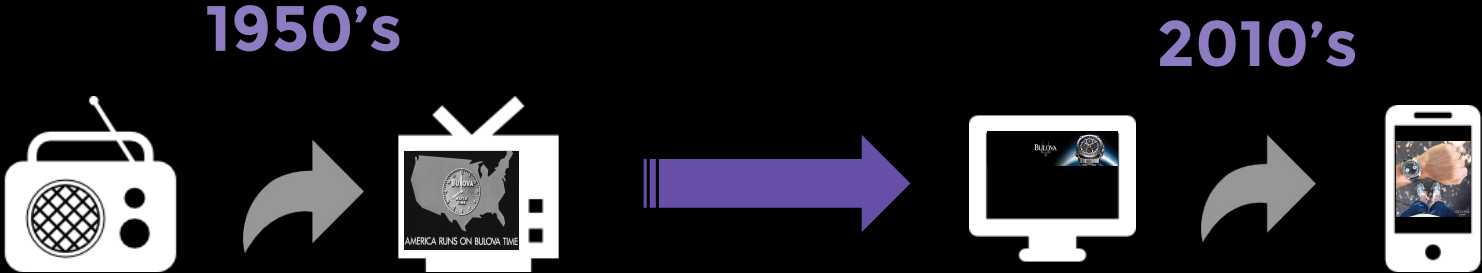
-Digital Trends

while 56% of 65+ year olds use 



-Observer.com

RECOGNIZE THE SHIFT IN CONSUMER ATTENTION



CONSUMER ATTENTION FRAGMENTED ACROSS ONLINE PLATFORMS



The Social Hub



The Photo Log



Life in a Day



Democratized TV



Social Catalog



Cocktail Party



Search + Open Web for Behavioral Retargeting



A platform of platforms



Communications

Social Media

Web

News

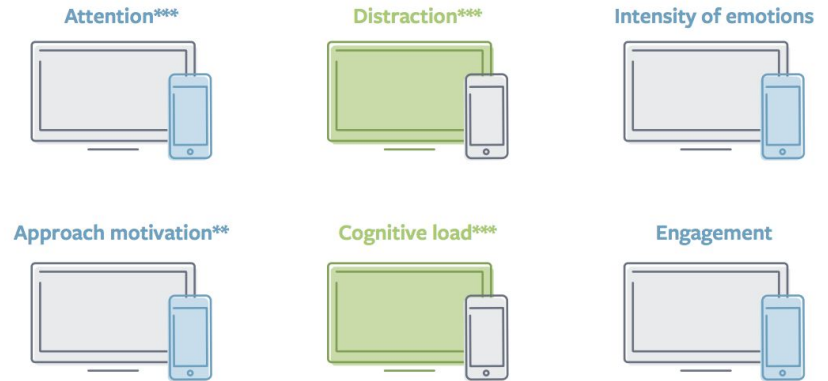
Utility

Entertainment

Compared to TV,
content viewed
on smartphone
yields **82% higher
attention.**

-[Facebook IQ](#)

Neurological measures based on viewing stimuli on a smartphone and a TV



p<.01 statistical significance, *p<.001 statistical significance

■ Mobile higher than TV ■ TV higher than mobile

we day trade

ATTENTION

THE VALUE OF SOCIAL HAS CHANGED



2007 - 2010

**Community
Growth**

2010 - 2013

Engagement

2014 - 2015

Business Goals

2015 - Beyond

Results at Scale

Social media

IS JUST SLANG FOR

THE CURRENT STATE OF THE INTERNET

FACEBOOK COMBINES THE SCALE OF TV...



1.59 BILLION
MONTHLY ACTIVE USERS

THAT'S NEARLY 1 IN 5 OF THE WORLD'S TOTAL POP!



vs



...with unprecedented accuracy

AVERAGE ACCURACY OF ONLINE REACH FOR BROAD TARGET CAMPAIGN



vs.



FACEBOOK ACCURACY VS. TV



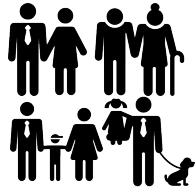
**BROAD DEMOS
LIKE A25-54**



**NARROW DEMOS
LIKE W18-34**



MEDIA TARGETING AT THE INDIVIDUAL LEVEL



Demographics



Location



Interests



Behaviors



Purchase



CRM

MEDIA + CREATIVE MUST WORK FRICTIONLESSLY

MEDIA
+
CREATIVE

Advertising works best when paid distribution
and creative work **together.**

CREATIVE MUST FIT THE AUDIENCE AND PLATFORM



From short copy, to images, to GIFs, videos and long-form content - **social media offers the variety of media formats to reach your audience in a relevant manner.**

ATTENTION HAS SHIFTED TO VIDEO IN A BIG WAY



Video advertising is the **fastest-growing** category of advertising.



Viewers have come to **expect a seamless experience** across all screens.



Live streaming apps gain users and attention.

VIDEO ON MOBILE HAS DIFFERENT PRINCIPLES

IN FEED

Videos are played in a feed, and **blend in with all content**.

STARTS WITH SOUND OFF

85% of videos are played with **sound turned off**.

ATTENTION -BASED

Beholden to consumer attention rather than length restrictions.

VIDEO AT SCALE DELIVERED AGAINST SPECIFIC, DEFINED AUDIENCES



As always, it starts with the **business objective**.



Identify the 3, 5, 20, etc. **audience segments that will drive your business**.



Build **platform strategy & media targeting** around these audiences.



Create **mobile video at scale** to drive these audiences to conversion.

STELLA ARTOIS

STRATEGY:

- VM created a slow motion, stylistic video in order to differentiate Cidre in a very crowded market.
- Cidre was transformed into a visual symphony with an iconic music track laid underneath.

KEY RESULT: Video scored significantly higher than beer norm in Ace Metrics testing



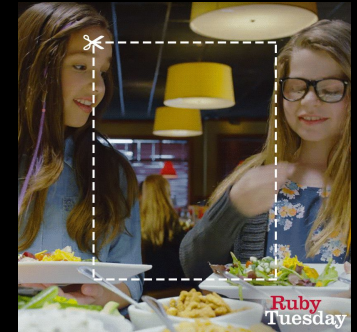
RUBY TUESDAY

Creating an emotional tie while storytelling the new Garden Bar

STRATEGY:

- VM took a narrative-based storytelling approach with an emotional video highlighting how the Garden Bar brings families and new friends together
- The video incorporated a cover of the hit '90s song "Dreams" by the Cranberries to further resonate with the target
- Users who completed the video were retargeted with related microcontent and coupons to further drive awareness of the new offering and to incentivize visits

KEY RESULT: 15% average increase in positive brand perception amongst target audience



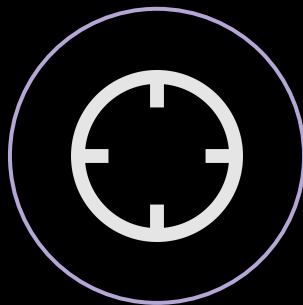
SUNBURNT

OBJECTIVE

Increase distribution of new after sun care product through driving in-store sales at 2,700 Walmart stores

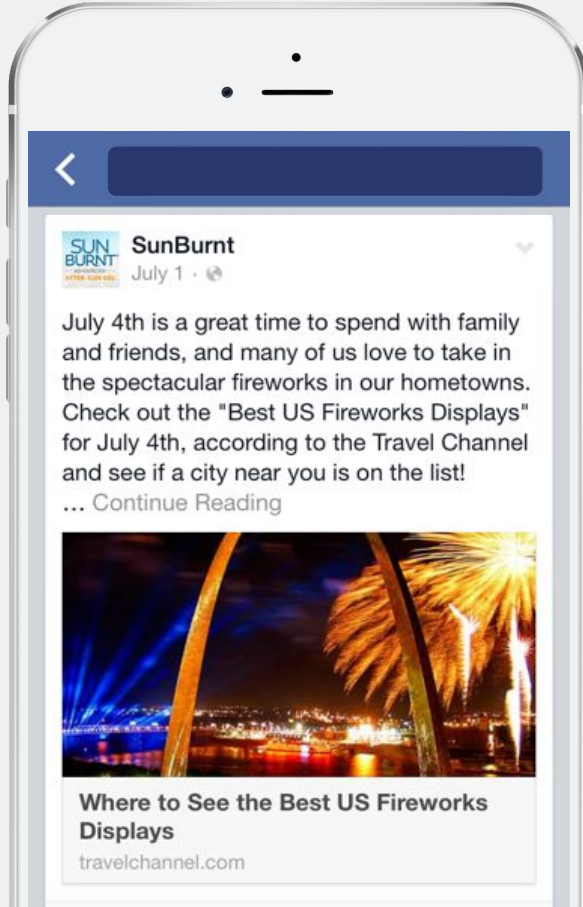


**Geo-target content to specific zip-codes
layering on demographic and outdoor interests**

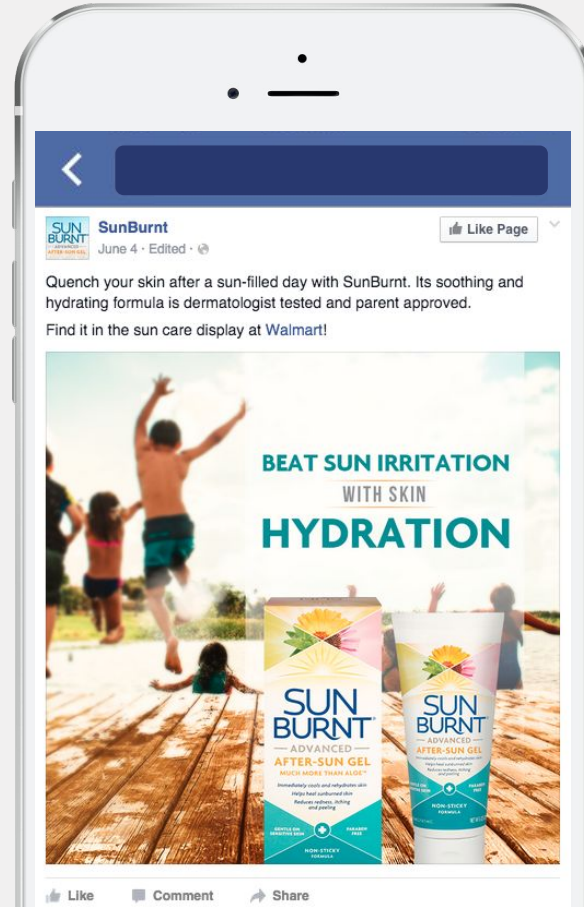


Optimized targeting weekly with Walmart

OUTDOOR ACTIVITY INTEREST



MOMS



CAMPAIGN RESULTS

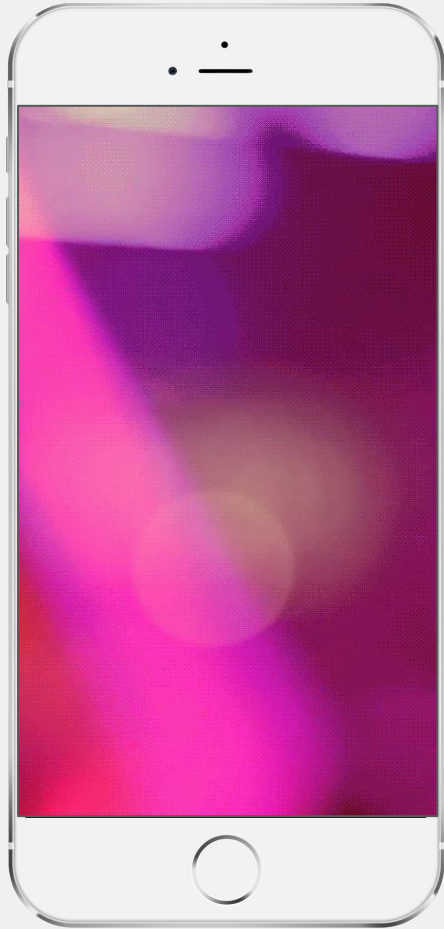
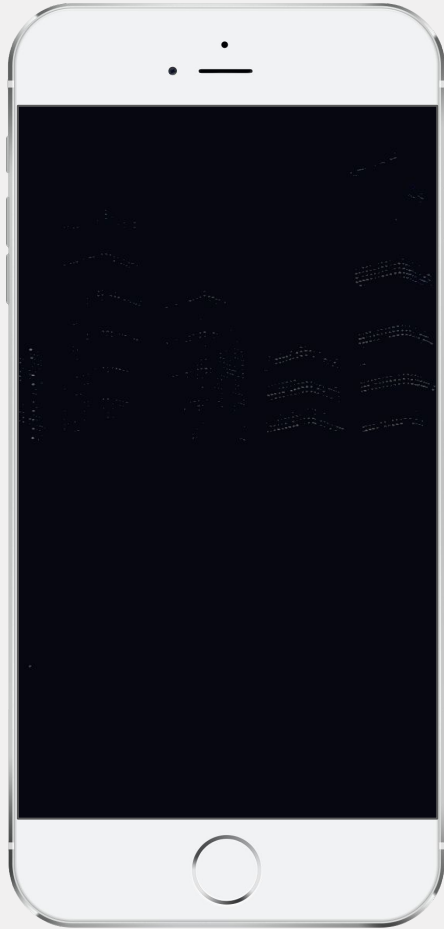
13.6MM

People reach at 4.8x
frequency

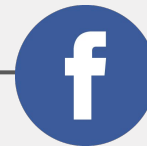
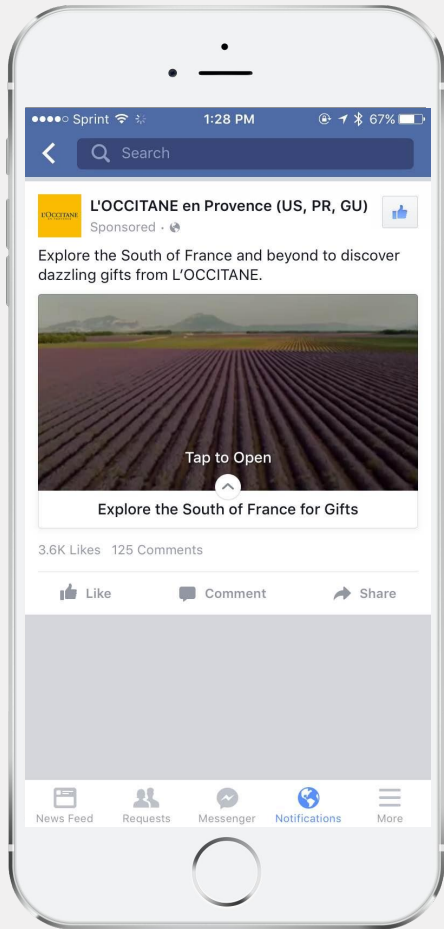
Drove **30% increase** in sales that
lead to:

- National distribution at Walmart
- Growth in distribution at Rite Aid
- New distribution at Walgreens

With a planned **8x increase** in distribution across all retailers



Snapchat Video Ads demand attention on Snapchat by appearing during live music festival stories from Electric Zoo.



L'OCCITANE
EN PROVENCE

New, fully immersive
Canvas Ads engage users
with native scroll features.

Thought Leadership

ARE YOU USING SOCIAL TO BEST DISPLAY YOURS?

The Value of Social Media for Thought Leadership

Clients understand that the world is becoming increasingly complex and that they are looking for experts who can demonstrate an understanding of that complexity and also an ability to help them to navigate those industry complexities. Social media can help.

VALUE OF SOCIAL

- Build a network of contacts who could turn into clients or help refer clients

HOW TO USE SOCIAL

- Writing or lecturing or speaking or blogging
- Being a part of important discussions and important self-evaluations
- Keeping current on important matters



Share and Publish Your Thoughts

Entry Level



Pros:

Facebook - Familiarity,
Reach, Targeting

Twitter - Familiarity,
Niche Audiences

Cons:

Facebook - Little Organic
Reach

Twitter - Stream Speed

Advanced



Pros:

Content Flexibility, Longevity

Cons:

Smaller Audience Size

Expert



Pros:

Reach, Status, Monetization

Cons:

YouTube - Time/
Resource Investment

Speaking - Great work,
if you can get it

Listen & Engage

To truly reap the benefits offered by social media, you need to “listen” and “engage.” Social media is a two-way communication tool - for pushing out content and listening and engaging with others.

LISTEN

- Twitter search utilizing keywords and hashtags
 - Utilize advanced search for geographical restrictions
- Monitor LinkedIn groups

ENGAGE

- Join Twitter chats
- Reply to the people you follow
- Engage in LinkedIn group discussions



Connect with Others in the Space on Social Media

Who are other thought-leaders in the space?

Are there organizations, committees, or other groups for people who share your interest?

How can you work together to maximize your impact?



Questions?

*Thank
you!*