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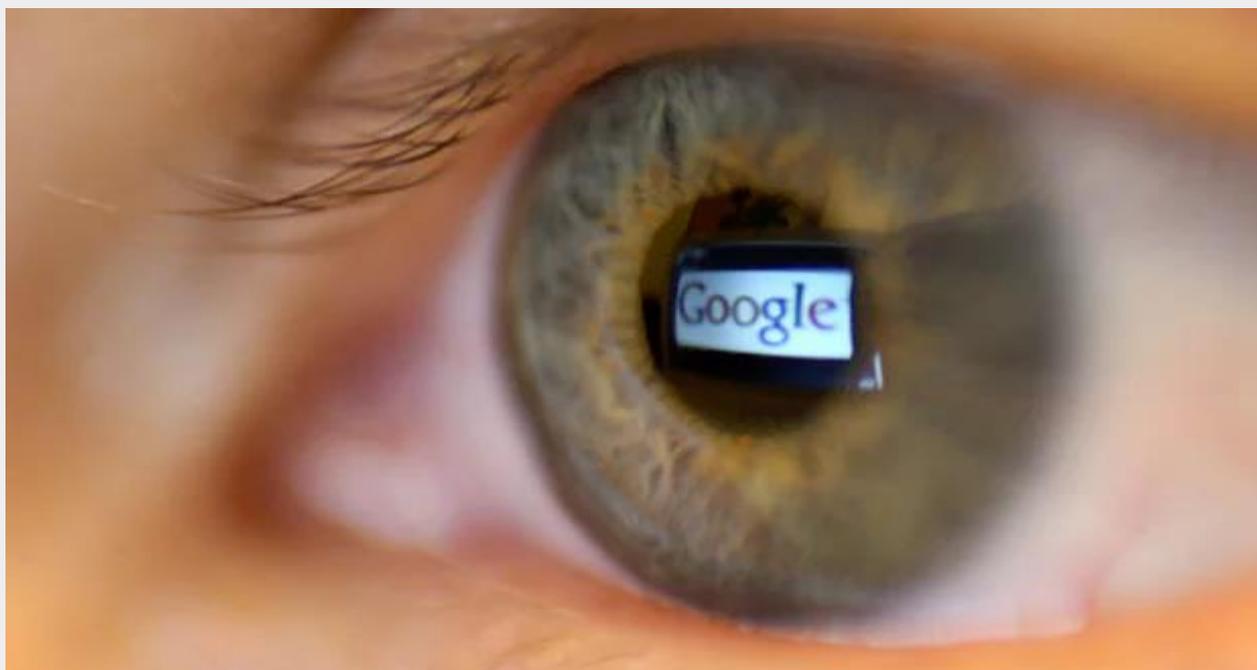
A MONTH IN MEDIA

March 2017

MCM

YOUTUBE' BRAND SAFETY CRISIS

Google's European boss has apologised after numerous high profile brands including Jaguar Land Rover and Audi pulled their YouTube campaigns after advertising appeared beside extremist content. What started as a European issue has now spread to America with AT&T and Verizon the latest to pull their YouTube advertising. For some time Google has struggled both to spot illegal videos that should be removed and ones that are legal but not ad friendly. Consequently Google has promised to overhaul its ad policy in 3 ways; tightening policies around what content can live on its platforms, and within that, what is ad friendly; offering more fine tuning to advertisers to select the type of content where their ads appears; and more transparency and visibility on where ads are running. [READ](#) [READ](#)



IMPLICATIONS

Although YouTube continues to develop and deploy brand safety technology, it is un-curated and not infallible. GroupM are in contact with the Google's senior management and are working toward a solution in respect of un-curated content, if there is one. GroupM is not recommending clients withdraw all spend from YouTube, but rather, whilst being mindful of the current issues, join us in working with Google and others to meet our collective brand safety standards.

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FACEBOOK CONTINUES TO PLAY IN SNAPCHAT'S SPACE

Facebook Messenger app has launched an addition that is incredibly similar to Snapchat's offering. The update allows Messenger users to create and share an image based story, using filters, geo location and clip art additions. Even one of Snap's founders Tom Conrad has criticised Facebook, tweeting, *"wait, so its going to be exactly the same as Snapchat stories"*.

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IMPLICATIONS

Increasingly social channels are copying and incorporating each others USP's, with every platform competing to become the channel of choice. Facebook has previously replicated Snapchat's offering with Instagram Stories in 2016 which is already succeeding in drawing interest from advertisers including Nike and Unilever.

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BACKLASH AS GOOGLE HOME SERVES ADVERTS FOR BREAKFAST

Many people who bought one of Google's personal organization devices (home) have complained about an increasing number of 'rushed, spoken' adverts that come out of the device following a simple request for the weather or the days itinerary.

Google have responded by saying... *"This isn't an ad; the beauty in the Assistant is that it invites our partners to be our guest and share their tales"*. However, this does not seem to be meeting consumers' expectations or preferences.

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IMPLICATIONS

With the personal assistant market already a competitive one, Google can ill afford negative reviews and headlines. Understandably Google want to make more money from their primary source of funds (advertising), however considering customers are already paying a premium for the product (\$129) they need to tread carefully and consider when it is appropriate to serve advertising and what form that advertising should take.

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PROFESSIONAL FOOTBALL TEAM EMPLOY FULL E-SPORTS SQUAD

E-sports the term for the phenomena of organised, multiplayer video game competitions has seen interest from professional football clubs with many building their own E-sport teams, signing up 5-10 players on a one by one basis. In a dramatic move, Paris Saint Germain (PSG) have bought an entire team. This investment reflects the growing importance of E-Sports which is expected to be worth £1.2 Billion by 2020 with an audience of 600 million+.

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IMPLICATIONS

PSG have seen the potential for brand growth and support beyond football, although whether their investment pays off is unknown. That said, E-Sports is the fastest growing 'sport' globally, and with sponsorship deals rising in value as TV channels begin to bid for screening rights, it is looking more and more like a very canny move by the French football champions.

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GROWTH OF 'DAYS' AS A MARKETING TACTIC

Brands are achieving high levels of commercial success by associating themselves with celebratory days. Most recently, Americans spent more than \$5.3 billion on St Patrick's day, with hard earned cash going on Guinness, green apparel and more. Not only are national days like St Patrick's becoming more globally celebrated, but new days, such as Black Friday and Singles day, are producing huge sales results. In 2016 Singles Day in China saw the highest ever daily sales figures for a stand alone brand, with Alibaba selling \$17.3 billion worth of goods.

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IMPLICATIONS

As the world continues to develop and cultures merge, more and more days will become global celebrations. This will, in turn, provide further opportunities for brands to adopt or even create such days and celebrate them in a partnership that will enhance their own brand.

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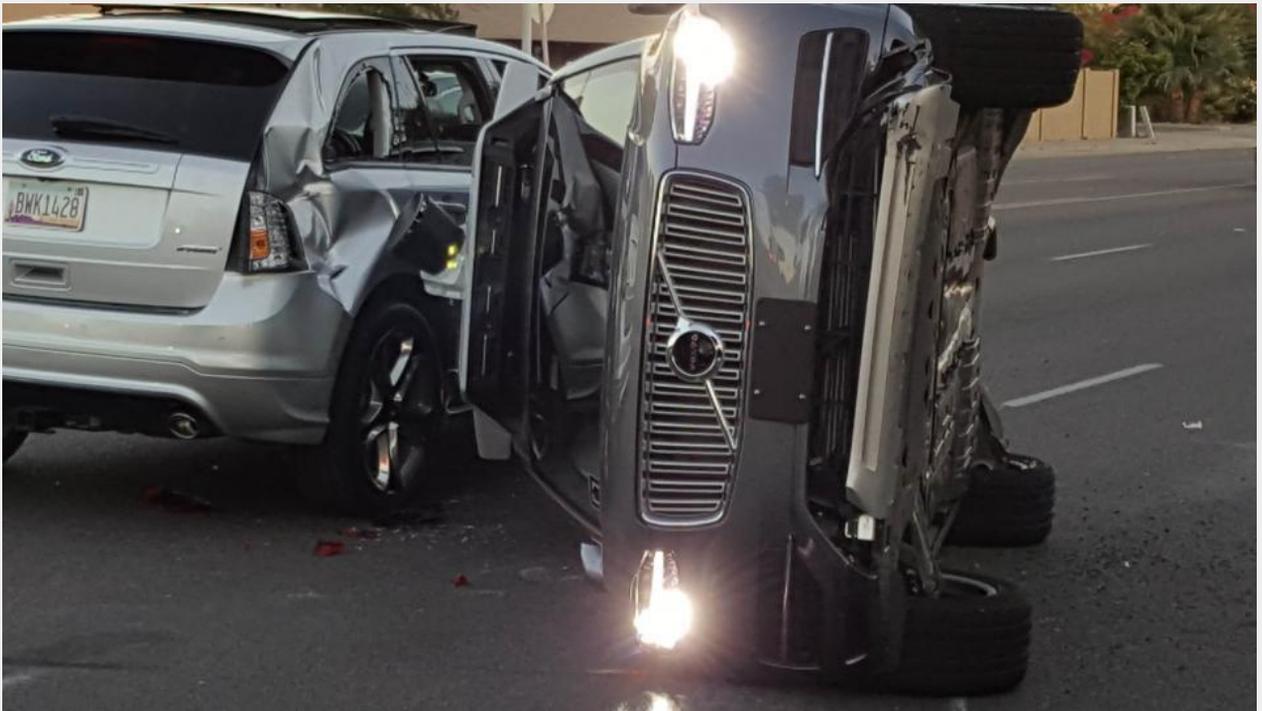
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UBER SUSPENDS ITS DRIVERLESS CARS

Uber has suspended its driverless cars following a crash in Arizona. The Uber controlled Volvo was in 'self-driving' mode and turned left without prior warning as the other car "failed to yield" according to a spokeswoman for Arizona police. The car did have a driver who could take over the controls at any time, investigations are going on as to why they did not do so.

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IMPLICATIONS

In February, we reported about the potential hazards involved in a drone taxi service being launched in Dubai. This recent setback in the world of automated travel highlights how many developments still need to be made on the ground, let alone in the sky!