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A MONTH IN MEDIA

VIEW FROM THE TOP

CONSUMERS AS COMMUTERS

With consumers spending more than five hours per day on their mobile device (Flurry, March 2017), it is no surprise that results from a Marketing Science Study state that commuters in transit, are more likely to respond to mobile offers and make purchases in crowded trains. Surprisingly, the more crowded the commute, the more likely a commuter will respond to a mobile offer and make a purchase. The core reason is explained by the Behavioral Constraint Theory that suggest as more and more people invade one's personal physical space, people adaptively turn inwards to filter out inputs from social and physical surroundings—spending more time browsing (and

SOURCE: CHI WEI CHAN / GETTY IMAGES

purchasing) from their phones. **Understanding that there are common actions during a specific time of day (or place) can provide brands with the insights on when to deliver specific messages. Whether it is a branded playlist for a morning commute (i.e. Spotify's Branded Moments) or a call-to-action button in articles that are often read in the afternoon, leveraging common times of day for media consumption can ensure your brand message is received.** ▶

INNOVATION OF THE MONTH

EMOJIS: A NEW LANGUAGE

Wemogee is Samsung's new app that uses emojis to help people with a language-processing disorder called Aphasia. The app replaces text phrases with a series of emojis, and translates the emojis back into text for non-Aphasic users. Along with adding non-verbal communication to messaging conversations, Wemogee shows how emojis can be used to give a voice to people who struggle with communication. A Swedish nonprofit called BRIS also leveraged emojis by developing

Abused Emojis, deviations of popular emojis to help people communicate their experiences and emotions. **Marketers should see emojis as more than just a gimmick, but rather as a language that is being incorporated into the cultural vernacular. Emojis can offer marketers and their consumers a way to express non-verbal communications in a digital world. The popularity of emojis should inspire brands in their messaging and in their conversational commerce strategies, to effectively provide their own branded utilities (e.g. branded emojis/stickers) as a tool to improve user experience.** ▶

TOP HEADLINES & WHAT IT MEANS FOR YOU

SNAP INTRODUCES FOOT TRAFFIC METRICS

Snap is rolling out a location-based tracking solution called Snap to Store that will enable marketers to gauge foot traffic from branded Geofilters. Advertisers will now be able to see how many people went to a store after viewing a friend's Snapchat that included the store's geo-filter, and then compare that to a control group. This tool is free to advertisers who reach a specific spend threshold with Snapchat. **This is a small but meaningful step forward in using location data to measure business results. In its current state, Snap to Store should not be used as a primary KPI as the use case is very specific, however it is likely Snap will continue to expand this solution to be more holistic. Snap to Store can help validate the value of Snapchat in the marketing strategy and marketers can consider side-by-side tests using Facebook's similar Store Visits product.** ▶

GOOGLE HOME NOW KNOWS YOUR VOICE

Google has updated its Google Home product to now enable multi-user support, allowing up to six people to connect their account to the voice assistant. Based on voice inputs, the device is able to recognize who is using the product based on their voice alone. To make on-the-fly voice recognition a reality, Google uses a neural network to analyze and "detect certain characteristics of a person's voice." **Google Home's individual voice recognition update gives it a competitive edge over Amazon Alexa. It also illustrates the extensive potential for voice assistants—for example, delivering specific voice messages to specific users. As Google (and eventually Amazon Alexa) bring these capabilities to brands, it is important to note how user information data can be leveraged to deliver relevant messages.** ▶

APPLE ALLOWS THIRD-PARTY AD MEASUREMENT

Apple has finally opened its gates to outside measurement of its ad impressions within Apple News, a move that follows last year's ad deals with NBCUniversal and other publishers. Through its sales agreement with NBCU, Apple News will not only support tags from rich media ad servers like Kargo and Celtra, but also third-party measurement services like comScore and the recently Oracle-acquired Moat. The move follows recent pressure from advertisers on partners with walled gardens, like Google and Facebook, to be more transparent. **Apple's willingness to be more transparent following the 2016 shuttering of iAd is a step in the right direction for Apple (and the industry). Hopefully this will put more pressure on walled-garden advertisers to be more accepting of third-party measurement. The move however does not mean that Apple will start selling ads programmatically, you will still need to go through NBCU and Apple directly to purchase inventory.** ▶

FACEBOOK SPACES: SOCIAL VIRTUAL REALITY (VR)

To leverage their $2 billion purchase of VR company, Oculus Rift, Facebook introduced Facebook Spaces, a VR app that allows you to create social spaces that are built entirely within VR. Users can create an avatar that represents themselves and then visit places with their friends and family, virtually, (e.g. a family reunion on the top of Mount Everest). **While the functionality is currently limited, its potential speaks to how physical experiences are becoming digitized and virtualized. Whether the experience is retail or ecommerce, Facebook Spaces and other VR/AR programs illustrate how communication and shopping may look in the future.** ▶

INSTAGRAM STORIES SURPASSES SNAPCHAT IN ACTIVE USERS

Instagram announced that Instagram Stories has over 200 million daily active users (DAU), up from 150 million in January, which means more people are using Instagram Stories than Snapchat (158 million DAU reported in February). Instagram claims that adding Stories across their platform has stimulated more sharing, putting even more pressure on Snapchat to find new ways to grow and engage their audience. **This update indicates Instagram is successfully converting Stories from a trademark Snapchat feature into a standard method of communication. Instagram Stories is likely attractive to older audiences, who want to participate without building a new network on Snapchat. As Snapchat is under pressure to grow their audience, we will likely see them continue to rapidly innovate to diversify the value audiences get on the platform. ▶**

GOOGLE IS CREATING AN ADBLOCKER

Google is planning to add an ad blocker to its web browser, Chrome. How Google will implement this feature is still being debated, but it may include blocking all advertising on a website if it includes even one offending ad or it may mean to simply block the offending ads in question. **For a company that makes the majority of its revenue from advertising, it may seem counterintuitive for Google to adopt the, "if you can't beat them, join them" attitude, but it could actually be a way to overcome blockers by becoming one itself. If Google offers its own ad blocker, targeting specific types of ads that users find particularly annoying, like pop-overs and auto-playing audio/video, those users might never seek out a third-party ad-blocking extension. ▶**

FACEBOOK REVAMPS THEIR BOT OFFERINGS

At this year's Facebook F8 Developer Conference, Facebook announced new chatbot features for Messenger. Groups can collaborate via group chatbot conversations (e.g. building a Spotify playlist or planning a vacation through Kayak). The second big piece of bot news is the launch of a Discovery tab on Messenger, where people can see their recently used bots, browse bot categories or see trending experiences. Finally, Facebook is expanding its M Suggestions feature that uses artificial intelligence to scan your conversations and recommend Messenger features to use. **The focus on bots is a good move for Facebook as it provides advertisers with a great way to engage consumers in a one-to-one fashion. More than anything this update provides brands another outlet to engage with Facebook's enormous audience, providing the benefit of constant engagement without massive investments. ▶**

MORE INDUSTRY BUZZ

PINTEREST'S 'LIKE' BUTTON BECOMES A VISUAL SEARCH TOOL CALLED 'MORE LIKE THIS' ▶

AMAZON ALEXA INTRODUCES ECHO LOOK WITH BUILT-IN CAMERA ▶

FACEBOOK ANNOUNCED DYNAMIC ADS TO TARGET ACROSS TRAVEL PURCHASE JOURNEY ▶

YOUTUBE LIVE HAS OUTPACED TWITCH IN GROWTH OVER THE LAST SIX MONTHS ▶

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