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A MONTH IN MEDIA

JUNE 2017

## VIEW FROM THE TOP

### DIGITAL PAYMENT SECURITY IS STILL A CONCERN

When online shopping first launched, people were dubious about using their credit cards online but, today consumers have their credit information stored on various apps and sites. According to a recent PYMENTS/Visa study, the average consumer owns more than four connected devices, which impact the many touchpoints of how and where consumers shop. It is no surprise then, that 83% of consumers surveyed claim that using connected devices to pay saves time and reduces frustration. However, roadblocks to consumer usage still lie within financial privacy and security—with 76% of consumers expressing concerns over data privacy and 71% concerned about



data security. As major brands (e.g. Kmart, Chipotle) experience security/data breaches, new technologies are being implemented to increase security (and consumer confidence). **As new, smarter shopping tech emerges, consumers are torn between the desire for seamless transactions and the need for confidence in their security. It is imperative for brands, especially those testing new technologies, to not only ensure security on the backend, but to be transparent in explaining how data (e.g. credit card information) is used, stored and protected.** ►

## INNOVATION OF THE MONTH

### PROGRAMMABLE BRICKS TEACH CHILDREN ROBOTICS

With the rising need for engineers and coders, new toys that encourage smart thinking by children are gaining popularity. Robo Wunderkind is a new kind of toy that allows its users to build a robot from scratch using module bricks. Robo Wunderkind kits are made from a variety of modules, blocks that have their own specific function and can be clicked together to make any type of robot.



SOURCE: SPRINGWISE.COM

Kids can fit the motors, servos, sensors, cameras and even motion detectors together, and then control their robot using the Robo Play app (iOS and Android) using either WiFi or Bluetooth. **Merging education and play is not a new concept. Emerging technology can offer engaging ways to combine learning with entertainment, encouraging and supporting personal growth for children. It is a great reminder for brands that providing utility comes in different form factors and it can always be served in engaging ways that genuinely connect with and help consumers gain empowerment and add to their lives.** ►

# TOP HEADLINES & WHAT IT MEANS FOR YOU

## SAFETY FIRST! BRANDS OPT INTO INFLUENCER WHITELISTS

Increased conversations around brand safety has extended the use of whitelists beyond just publishers and into social influencer networks. As brands put their identity into the hands of influencers, they want to ensure the hired voices do not pose a controversial threat that could tarnish consumer sentiment. Many influencer marketing platforms like Hashoff, are standardizing the safety process of Influencers for brands. However, the true power of influencers is using them through a lens of content creation rather than as an additional media channel. **Using influencers to get your brand message across is a successful and engaging way to connect with consumers in a more personal way. However, ensuring brand safety across all channels should remain the top priority as consumer sentiment could be easily affected within the influencer space.** ►

## AMAZON TO BUY WHOLE FOODS FOR \$13.4 BILLION

Amazon, the retail giant, bought the upscale grocery chain Whole Foods for \$13.4 billion. The acquisition instantly transforms Amazon into a merchant with physical outposts in hundreds of neighborhoods across the country. The acquisition reflects the magnitude of the grocery business ([\\$800 billion in annual spending in the U.S.](#)) and Amazon's desire to be a larger player in the industry. It also proves that Amazon is consistently competing with Walmart, who recently acquired Bonobo and Jet. **There's plenty of debate as to why Amazon bought Whole Foods, and what they plan on doing with it. It is clear, though, that they are investing heavily in areas like retail and brick & mortar, both verticals that they are trying to infiltrate and succeed in. Amazon's investment in the food industry will have both short and long term implications for brands selling through Whole Foods, and Amazon, as well as on the food industry as a whole. With 450+ stores, overnight, Amazon gained a distribution network for fresh produce and potentially CPG.** ►

## TRACK IN-STORE TRAFFIC WITH PLACED & SNAPCHAT

Snap acquired Placed, a location-based technology company that tracks in-store traffic of its opt-in panel of users across 600 million locations per day. The companies will continue to operate separately and will put policies in place to ensure that advertiser data is not inappropriately shared, but will provide new measurement and data capabilities. **Advertisers and particularly the ad measurement space have long been trying to bridge the online and offline ecosystem to determine the link between online actions and offline behaviors to drive sales across them both. As Snapchat has continuously put its focus on geo-based and location-enabled services for its users, the acquisition of Placed makes sense for the company and for those advertising on its platform. It will be interesting to see the data that arises from this latest Snap acquisition.** ►

## BANKING GIANTS RESPOND TO VENMO WITH "ZELLE"

Responding to the peer-to-peer mobile payment growth (i.e. Venmo, Snapcash), banks have introduced Zelle. A service that enables instantaneous transfers using only a mobile number or email. **Zelle has emerged as consumers continue to expect frictionless experiences when buying things or transferring funds online. Zelle's extensive network of banks means consumers will become familiar with the option through their own banks' mobile banking services. It remains to be seen how the standalone app will take shape and if it will attempt to take on the social nature of Venmo's payment feed or will focus more on functional and seamless payments. Brands can learn from this development to see how banks are adopting a great idea and service to make it theirs and fully functional.** ►

## AMAZON PRIME LAUNCHED A 'TRY BEFORE YOU BUY' OPTION

Amazon is launching Prime Wardrobe, a new program that enables Prime members to try on clothes before they commit to purchasing them. Users select three or more Prime Wardrobe-eligible pieces from over a million clothing options and then Amazon ships the selections in a resealable return box with a prepaid shipping label. Other perks include; free scheduled pickups from UPS and discounts depending on how many clothing pieces are kept. **Amazon's Prime Wardrobe is another attempt to grow its retail footprint, particularly after their recent launch of the [Echo Look](#) "style assistant" and the acquisition of Whole Foods. While this is not a new business model (see [Stitch Fix](#)), this new offering by Amazon sheds light on how consumers shop and what they want from retail brands. Working with consumers to provide them with their desired experiences is a surefire way to rise above the competition.** ▶

## FACEBOOK'S AI BREAKS DOWN LANGUAGE BARRIERS

Although artificial intelligence (AI) is advancing, 75% of the world is feeling neglected due to language barriers as a majority of AI tech is in English. However, Facebook Messenger's AI assistant "M" can now make recommendations in Spanish, and will be launching in other languages soon. **With 800 million Facebook users seeing translated News Feed posts, multicultural users on the site should not be forgotten. As Facebook continues to advance their multicultural communication solutions, marketers should look for opportunities to customize their messaging to reach these diverse audiences. Nevertheless, brands should also be cognizant of potential issues of standardizing creative messaging that might not resonate with every culture.** ▶

## SNAPCHAT INTRODUCES A SELF-SERVICE AD TOOL

Snap introduced their new self-serve option called Ad Manager, which makes the platform more accessible for brands of different sizes when buying video ads. In the past, advertisers had to work with Snapchat directly to amplify content at higher minimums. Now, agencies and smaller businesses have the ability to buy media on the backend, making it a more streamlined solution and also allowing for more control over media distribution. **With reduced minimums and easier platform access, more brands are going to look to test running video campaigns across Snap. This will allow brands to further understand their audience and evaluate if Snap is able to deliver on their overall objectives. Marketers should continue to purchase and run large media buys through Snap or their preferred DMP to ensure best practices (such as maintaining optimal reach and frequency) and agency discounts are implemented.** ▶

## MORE INDUSTRY BUZZ

FACEBOOK PASSED 2 BILLION MONTHLY ACTIVE USERS ▶

LIVELIKE LETS YOU WATCH FOX SPORTS WITH YOUR FACEBOOK FRIENDS IN VR ▶

SPOTIFY IS NOW TESTING A NEW "SPONSORED SONG" AD UNIT ▶

PINTEREST ADDED 6 NEW MEASUREMENT PARTNERS FOCUSED ON SALES & ATTRIBUTION ▶

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