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A MONTH IN MEDIA

JULY 2017

## VIEW FROM THE TOP

### LUXE ENTERS THE ECO-FRIENDLY SPACE

Spending extra money for ‘organic’ or ‘eco-friendly’ product alternatives is nothing new as conscious consumerism continues to gain popularity. Consumers, particularly Millennials, are the forerunners in sustainability, the result of an ‘aspirational’ culture that is disseminating to Gen Z. To connect with a generation who values their environmental footprint and makes up 30% of the overall market, the luxury industry is introducing more eco-friendly products and initiatives. For example, [Tiffany & Co.](#) values responsible mining and coral reef conservation, supporting the protection and promotion of both major causes, while [Armani fragrances](#), Acqua di Gio & Acqua di Gioia have a partnership with UNICEF called “Acqua for Life,” to help bring clean water to children in third world countries. **When it comes to aligning with a cause, whether you’re a luxury brand or in another industry, investing in the future of the environment can make your brand stand out. However, it is critical that any investment, initiative or messaging aligns with your brand’s beliefs, legacy and where your consumers’ interests and spending behaviors are.** ▶



## INNOVATION OF THE MONTH

### IS THE NEXT CHATBOT NOT A BOT?

We’ve all heard about chatbots and their promise to leverage Millennial usage of messaging apps. The Infatuation, the Instagram influencers and creators of the popular hashtag #EEEEEEATS, had a similar idea to leverage text messaging. However, they took a different approach by offering a human-powered chatbot. Registered users send a text for a restaurant recommendation based on a particular situation (i.e. craving Italian nearby or looking for an ideal spot for a blind date) and someone from the “Text Rex” team responds in real-time. Based out of New York, the Tex Rex team



receives about 500 questions a day. While the team uses technology like extensive categorical databases to power recommendations, its core offering is brought to humans by humans, without any sort of artificial intelligence (AI). **Brands should continue to find ways to leverage the engagement and reach offered by platforms like messaging apps and texting, but should not assume a one-size-fits-all solution for connecting with audiences. While chatbots and AI can be powerful and efficient tools, there is still value in offering real human interaction via one-to-one relationships.** ▶

# TOP HEADLINES & WHAT IT MEANS FOR YOU

## SNAP MAPS PUSH THE BOUNDARIES OF LOCATION SHARING

Snapchat has built a new location sharing feature called Snap Map, a virtual map that plots your location. Your location is updated when you open Snapchat, however users can opt for Ghost Mode, which enables them to hide their location, even though they can still view the location of others. Snap Map also plots Stories relevant to specific areas of interest on the map (e.g. Central Park or Coachella), helping drive additional consumption of Snapchat's Featured Stories. **Snap Map is raising a lot of concerns around privacy and safety, making younger audiences (who do not understand data risks) more vulnerable. If Snapchat can get past the privacy concerns, this could create a new path for growth centered around location-based discovery – allowing users to find relevant businesses, events and other experiences to enjoy nearby.** ►

## MESSENGER LAUNCHES ADS WITHIN CHAT THREADS

After seeing promising results, Facebook Messenger is expanding their rollout of sponsored brand posts inserted between chat threads. Advertisers can buy through Ads Manager, with the same targeting, measurement and viewability options that are available for Facebook. **Although the ads within Messenger have the same look and feel as sponsored posts served on Facebook, audiences are more sensitive to ads in Messenger as it is a more intimate environment. Furthermore, advertisers cannot buy this placement in isolation – campaigns must be set to serve across all Facebook placements including Audience Network. Brands looking to remain in complete control of where their ads appear should wait for future iterations of this product, where there might be more buying options available. Brands looking to get involved early should identify what the most relevant brand message would be for Messenger, as it may not be the same message served across Facebook.** ►

## ADOBE INTRODUCES AI-POWERED VOICE ANALYTICS

Adobe has launched a service that will track how users interact with the tools that brands build for Amazon's Alexa, Google's Assistant and Apple's Siri. The voice analytics offering will also integrate Sensei, Adobe's artificial intelligence (AI) and machine learning service, to make sense of significant trends within the massive data sets. The tools will allow brands that are developing skills to track performance across devices. **Brands will be able to utilize this data signal to measure intent, particularly intent overtime from the first brand interaction to the most recent, to understand the consumer journey. This is powerful because it can help brands understand which requests are converting consumers at the highest rates so that brands can then tailor their messaging. Adobe's offering also helps to validate the effectiveness of voice-enabled devices which will likely lead to more advertisers diving into the category.** ►

## MILLENNIALS LOVE DIGITAL BRANDS & CONVENIENCE

YouGov BrandIndex, a public-perception research firm, recently unveiled the rankings of the brands that notched the highest amongst Millennials. Digital brands like Snapchat, YouTube and Netflix are on the list, along with TLC, Visa and Chase. The popularity of brands like Uber, TLC and Visa signals that Millennials value price and convenience (Uber) as well as brands that adapt and stay current (Visa and TLC). At the end of the day, Millennials are making brand favorability choices like everyone else, and prefer digital brands having grown up during the digital boom. **Most often, on-demand and digital consumption is the convenience that Millennials expect. Brands looking to hone in on Millennials should align with brands that are already doing this or adjust offerings to provide Millennials with the accessibility that they value.** ►

## NIelsen NOW INCLUDES HULU & YOUTUBE TV IN RATINGS

Consumers are increasingly cutting the cord to move to skinny bundles and streaming sites. In an effort to capture the shift from traditional broadcast to watching shows on laptops or smartphones, Nielsen will begin including Hulu Live TV and Google's YouTube TV viewing in its U.S. TV ratings. No matter the device, if viewers watch cable or broadcast TV shows on Hulu's live service (not SVOD) or YouTube TV, the network can count their viewing into its standard Nielsen TV rating. **Nielsen's move is a strategic way for the company to ready itself for the future of media consumption. It also enables brands to understand the top performing content across platforms. However, it is still too early to tell what type of audience lift can be expected from the new data.** ▶

## FACEBOOK ADDS EVEN MORE VIRTUAL REALITY OFFERINGS

Facebook has added a Live feature within Spaces (their virtual reality (VR)-powered social environment). The new feature allows Spaces users to host somewhat of a VR talk show, and stream it to their followers across mobile and desktop. Facebook is also introducing a 'Live 360 Ready' program, which is their stamp of approval for 360-degree cameras and software. To enable even more VR support, Facebook Live 360 videos can now play in up to 4K resolution – either live or after the broadcast – and can be watched in VR using an Oculus headset. **While many brands are adopting VR technology to provide unique customer experiences and drive product consideration, Facebook looks to utilize the technology as a powerful tool to connect people to one another. Advertisers should consider how they can join the conversations surrounding live VR to provide real-time interactive experiences to their consumers.** ▶

## ON-DEMAND AUDIO STREAMING HITS A RECORD HIGH

According to Nielsen, the number of audio streams within the first six months of 2017 has surpassed the same period last year by 62%. 'Audio,' which includes music streams and non-music streams, such as podcasts, has seen consumption double over the past five years. The shift in behavior has not only negatively impacted sales within the music industry, but it has also driven advertisers to shift spend from terrestrial AM/FM radio to streaming services. **The rapid growth of audio streaming illustrates the changes in the way consumers are listening. Broadcast networks, such as iHeartMedia and DMPs like Xaxis have implemented programmatic ad formats for digital streaming to enable advertisers to easily invest in the popular format. Understanding the best practices in audio content (i.e., sponsored podcasts or in-stream audio ads) can provide engaging audio experiences for consumers.** ▶

## MORE INDUSTRY BUZZ

AMAZON IS BUILDING A MESSAGING APP CALLED "ANYTIME" ▶

BUZZFEED IS MAKING ITS FIRST SMART APPLIANCE, THE TASTY ONE TOP ▶

EBAY IS LAUNCHING VISUAL SEARCH TOOLS TO FIND PRODUCTS VIA PHONE OR WEB ▶

SNAPCHAT GEOFILTERS ARE VIEWED MORE THAN 2 BILLION TIMES PER DAY ▶

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