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A MONTH IN MEDIA

AUGUST 2017

VIEW FROM THE TOP

FAILURE IS AN OPTION

Generation Z (youth born after 1994) understand that it is human nature to make mistakes, live through failures and overcome hardships, as valuable lessons can be learned and new skills are gained. Gen Zs admire brands that own their failures and promote transparency. As a result, brands are investing in strategies that bring the mindset of realness and failure to life—a winning formula when done right. For example, Gatorade debuted a podcast series, [The Secret To Victory](#), in which athletes discuss their biggest career defeats that prompted them to work harder and ultimately succeed. Similarly, Samsung launched a film, “Defying Barriers, Pushing Boundaries,”

telling the story of BMX rider and Olympic Silver medalist Sarah Walker, who became injured and failed to qualify for the 2016 Rio Olympics. **The recognition of failure is the acceptance of reality and authenticity, qualities that Gen Z finds admirable and seek from brands they support. It is key for brands to reflect on their values and to find ways to integrate genuine moments of failure into communications to show realness and engage with this unique generation.** ►



INNOVATION OF THE MONTH

THE TASTY ONE TOP BRINGS VIRAL COOKING TO LIFE

When it comes to those mouth-watering how-to cooking videos that dominate your social feeds, much of the time you can credit BuzzFeed’s Tasty. To complement these videos and provide culinary support to their loyal followers, Tasty launched the Tasty One Top (available in November), a smart-induction cooktop that takes the guesswork out of cooking. Partnering with GE to develop the product, the Tasty One Top includes sensors and the ability to track the temperature of the pot. It is



SOURCE: PSFK.COM

accompanied by a Tasty app that includes 1,700+ recipes from the websites’ archives. Home cooks of all skillsets can follow video recipes step-by-step as the app communicates with the cooktop via Bluetooth to control temperature, making cooking a breeze. Tasty has been a successful venture for BuzzFeed because it delivers enticing content in a format made for quick digesting (literally and figuratively) and sharing. **Developing physical products that heighten their burgeoning brands is a prime example of how smart publishers are moving beyond content and towards experiences. No matter what space your brand plays in, there are ways to grow its footprint, product offerings and opportunities for consumers to experience your brand.** ►

TOP HEADLINES & WHAT IT MEANS FOR YOU

FACEBOOK TOUGHENS STANCE ON ACCIDENTAL CLICKS

Facebook has improved mobile ad campaigns for advertisers by deciding to stop charging in its Facebook Audience Network if a person clicks on a mobile ad but, backtracks within two seconds. It is designed to remove “fat-finger” skewed ad performance which is a common problem in the mobile ad-space. **For marketers, the move can properly educate the market to move away from campaigns that focus on driving clicks that do not effectively measure true ROI. While CTR performance will plummet, marketers can now focus on deeper metrics that actually drive business results, i.e., store traffic or sales downloads.**▶

SNAPCHAT CROWD SURF CHANGES THE GAME FOR LIVE CURATION

Snapchat is rolling out a new feature called Crowd Surf, a Stories feature powered by in-house machine learning technology that stitches user-generated videos of the same concert together based on their audio. When footage overlaps, users can choose the preferred angle with a simple tap. The focus on audio continuity means users can seamlessly hear the music without disruption, as they tap through and get the different viewpoints of the concert. **Crowd Surf allows viewers to access vantage points they can not reach on their own, making each 10-second Story a piece of a larger viewing experience and creating compelling reasons for users to spend more time with the content. This can help Snapchat’s bottom line as it will create more advertising inventory. As with any new release though, Snapchat has to fear Instagram quickly cloning this feature, which can ultimately affect Snapchat’s business.**▶

DISNEY DIVES INTO STREAMING & SAYS GOODBYE TO NETFLIX

With the declining TV landscape and constant rise of streaming services, Disney has decided to invest its library into two separate streaming services—an improved Watch ESPN sports-focused offering and a Disney film/television offering, which will be launching in 2019. The move comes after Disney reported a slight decline in revenue and a 9% drop in net income. Disney’s move also affected Netflix, as Disney took back the rights to their original films and content. **Disney’s strong popularity, extremely robust library, endless sports programming and BamTech ownership (the tech behind HBO Go) enables it to succeed with a standalone streaming offering. Even a [recent survey by Morning Consult](#) stated that 36% of U.S. users aged 18 to 29 years old would likely subscribe to the new Disney streaming service when it arrives. What this means for TV is still unknown but, it may lead to more bundle cable options. Brands should understand the streaming market so that they adjust their tactics and keep up with changing consumer consumption habits.**▶

GOOGLE EXPANDS VIRTUAL REALITY CONTENT

To be part of the growing trend, virtual reality (VR) companies and brands are creating content that sometimes does not make sense. To change that, Google’s latest VR video series for the Google Daydream, is a fashion-centered series that allows users to experience a long uncharted territory: celebrity closets. Google partnered with Vogue to launch ‘The Supermodel Closets’ series that bring celebrities such as Cindy Crawford and Kendall Jenner to users’ VR headsets. **Google’s move into the VR content space makes strategic sense and proves out the concept of VR beyond the initial “wow-factor” of virtual environments or landscapes. For brands, building strategic content partnerships that leverage relevant celebrities and current events will earn ratings and buzz.**▶

GOOGLE HOME NOW SELLS WALMART PRODUCTS

To compete with Amazon Alexa's growing popularity, Google has announced that Walmart products will be able to be shipped via Google Express's delivery service, enabling consumers to place orders via Google Home's voice-controlled speaker. Owners of the Google Home can order one item at a time from Walmart completely by voice, or add multiples items to an online shopping cart for larger orders and complete the purchase via the Google Home app later on. The partnership begins in September, where Walmart will join retailers like Costco, Walgreens, PetSmart and more. **This is a massive step forward in growing artificial intelligence's footprint within the commerce landscape. Competing against Amazon is no small feat, but Walmart and Google's collaboration is proof that now is the time to test the endless engagement capabilities it offers consumers. Brands who have yet to consider using voice should think about whether or not creating a voice-enabled skill or utilizing a partner's digital platform makes sense.** ▶

AMAZON'S NEWEST POTENTIAL MARKET: TICKETS

Ticketmaster, who currently holds the largest share of the ticketing business for many top venues in the U.S. may be upended by Amazon, as Amazon is planning to take a strategic leap into the ticketing market. As an alternative to competing, Amazon has also considered partnering with Ticketmaster on a ticketing effort but, it was stalled over who would control the customer data. **Amazon is using its massive customer base, tech savvy and bargaining power to shake up a big source of revenue and yet again enter a new market. Amazon's strategic leap could offer much to celebrate—i.e., consumers could find relief from high fees, venues could sell more tickets and Amazon could recruit more Prime members. For brands, Amazon's potential disruption of the ticket market can lead to new opportunities for brand sponsorships and event marketing.** ▶

YOUTUBE TAKES THE BIG SCREEN

While YouTube is primarily associated with short-form video on mobile, YouTube audiences are increasingly consuming content via the big screen. In 2016, YouTube viewership on TV screens grew 90% compared to 2015. This was driven in part by the proliferation of OTT options, because the OTT market offers an alternative to mobile viewing and major players like Hulu are luring advertisers with 15-second and 30-second commercial interruptions. **What does this mean for brands? While the majority of consumption is short-form content, this shift opens up new opportunities for advertisers to invest in long-form content. While this won't occur overnight, YouTube is predicting 50% more advertisers buying on the platform this Upfront season.** ▶

MORE INDUSTRY BUZZ

BLIPPAR DEBUTED AN AUGEMENTED REALITY TOOL THAT'S 2X MORE ACCURATE THAN GPS ▶

AMAZON'S SOCIAL MEDIA 'INFLUENCERS' PROGRAM OPENED UP TO YOUTUBE STARS ▶

NIELSEN'S RATINGS WILL INCLUDE FACEBOOK, HULU & YOUTUBE VIDEO VIEWS ▶

FACEBOOK TESTS TARGETING ADS TO PEOPLE WHO VISITED BRANDS' STORE LOCATIONS ▶

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