



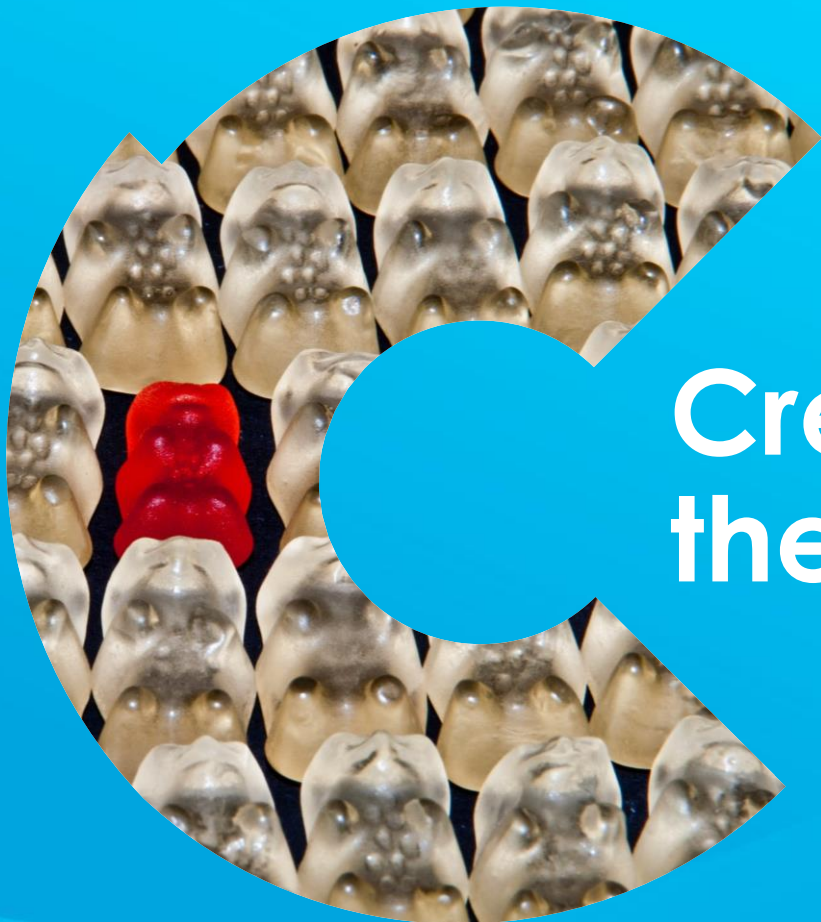
CREDIBILITY IN THE DIGITAL AGE

HOSTED BY CARAT



#trendspotting

@marketingsocsc



Credibility in the digital age

Today you'll be hearing from...



MADDY SIM



IAN MARTIN



RICHARD GILL



GUY JACKSON



The Year Ahead

Trends for 2019 – the balancing act

Easter special

Chickens, eggs... and chocolate

In Observer Food Monthly

free magazine

Irishman crush England for the grand slam

In sport

Stewart Lee: Don't blame the Russians

In the New Review

www.observer.co.uk | Sunday 18 March 2018 | £3.00

The Observer

Revealed: 50m Facebook files taken in record data breach

The Cambridge Analytica Files

Full interview Whistleblower Christopher Wylie lifts the lid

Cover story New Review

Like or dislike The algorithm that reveals all about you

Report, page 9

Facebook How its destructive ethos imperils democracy

Observer Comment, 44

Whistleblower Christopher Wylie. Photograph by Antonio Gilmer for the Observer

Continued on page 7

Manchester's missing Nymphs

The truth about the art censorship row

→ G2

I left the world behind Now let me tell you how to fix it... Mark Boyle → Journal

The Guardian

Tuesday 20 March 2018 Issue No 53,361 www.theguardian.com £2.00

May's EU deal enrages Brexiters

Daniel Doolley Brussels Anushka Ashana Lisa O'Carroll

Theresa May faced a storm of protest last night over a transition deal with Brussels after conceding a series of high-profile Brexit demands and agreeing to the "backstop" plan of keeping Northern Ireland under EU law to avoid a hard border.

The Brexit secretary, David Davis, lauded a provisional agreement on the terms of a 21-month transition period ending on 31 December 2020 as "significant", giving businesses and people the reassurance they had demanded.

Under a joint withdrawal deal yesterday, of which 75% is agreed, the UK will retain the benefits of the single market and customs union for "near enough to the two years we asked for", Davis said, while losing its role in any decision-making institutions.

Liam Fox, the secretary for international trade, would be allowed to sign new deals to come into force in 2021 and the UK could choose to be part of initiatives.

Legal certainty for UK businesses will only be in place once the agreement is signed and ratified (10 →) probably next year - but the

Data firm's executives caught boasting of dirty tricks to swing elections

Cambridge Analytica's executives were filmed saying how effective video evidence was on entrapment missions

PHOTOGRAPH: CHANNEL 4 NEWS

The Cambridge Analytica files

Facebook scandal company's chiefs talked of using honeys, raps, fake news and spies

mma Graham-Harrison role Cadwalladr

These sort of tactics are very effective

arts used by the company to help clients, which included entrapping rival candidates in fake bribery stings and hiring sex workers to seduce them.

In one exchange, the company chief executive, Alexander Nix, is recorded telling reporters: "It sounds a dreadful thing to say, but these are things that don't necessarily need to be true as long as they're believed."

The Channel 4 News investigation, broadcast last night, comes two days after the Observer reported that Cambridge Analytica had unauthorised access to tens of millions of Facebook profiles in one of the social media company's biggest data breaches.

messages to appeal powerfully to their interests, although it denies using Facebook information in its work.

But in the undercover investigation by Channel 4 News, in association with the Observer, executives claimed to offer a much darker range of services.

In a series of meetings with a wealthy Sri Lankan family seeking political influence, Cambridge Analytica executives initially denied the company was in the business of using entrapment techniques.

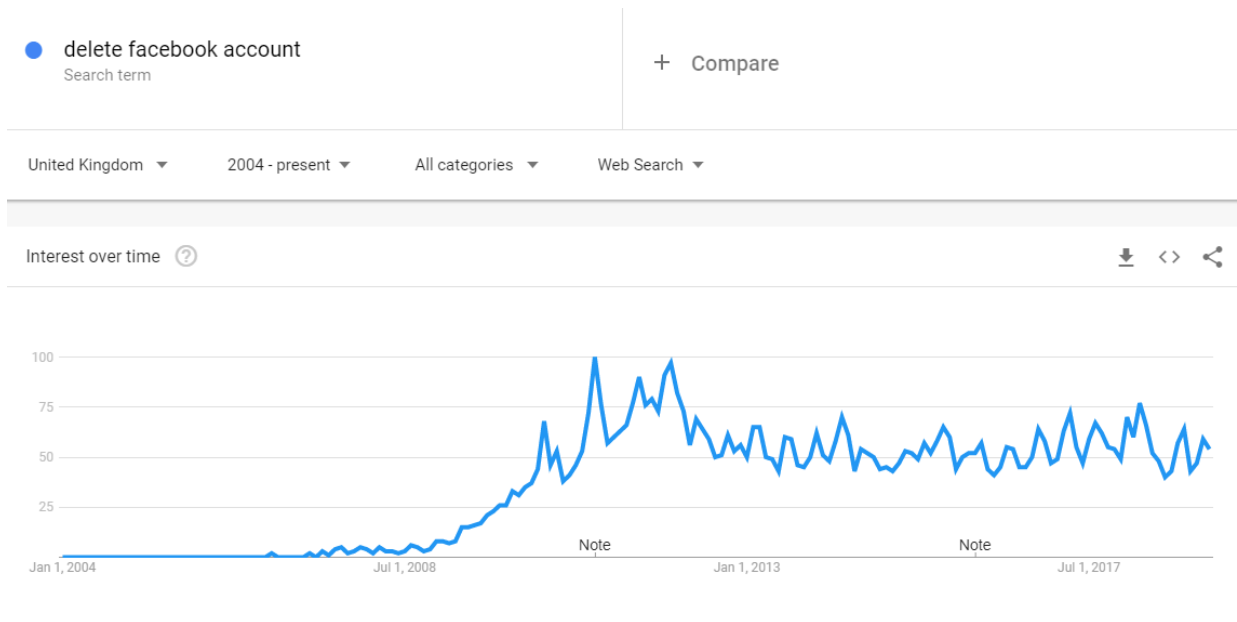
But Nix later detailed the dirty tricks the company would be prepared to pull behind the scenes to help its clients.

When the reporter asked whether Cambridge Analytica could offer investigations into the damaging secrets of rivals, Nix said it worked with former spies from Britain and Israel to look for political dirt. He also volunteered that his team were ready to go further than an investigation.

"Oh, we do a lot more than that," he said over dinner at a hotel in London.

How to...?

- 1 How to watch Fury vs. Wilder?
- 2 How to floss dance?
- 3 How to watch the Champions League final?
- 4 How to get the old Snapchat back?
- 5 How to delete Instagram?
- 6 How to delete Facebook?



According to the iProspect
global client survey,

88% of marketers declare trust
will be a priority in 2019.



76%

say trust is important to keep
consumers buying their brand



47%

define trust as brand loyalty and
47% define trust as consumers
being ambassadors



72%

believe brands should be
socially active and vocal about
their actions



62%

don't have a proactive role in
approaching online reviews,
although they think reviews
represent the biggest risk to
consumer trust



60%

believe Artificial Intelligence
in marketing will create more
consumer trust by creating
more relevant and personalized
experiences



88%

say trust is a priority in 2019



62%

say the quality of their purchase
experience and after-sales service
will be a priority for 2019



69%

think the rise of digital assistants
represents an opportunity to
become closer and develop
stronger relationships with
consumers



83%

don't believe brands will dominate
over convenient experiences in
the future



The Search For Truth



Finding Our Voice

Curation And Fragmentation



Live It Up

Ubiquitous Advertising



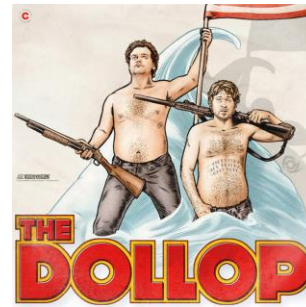
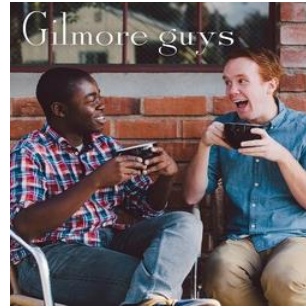
Doing Our Bit



The Search for Truth



Hey Google, help me with my homework





Sallie



Tenor GIF Keyboard



Laura



haha thanks! ye of so little faith

Sallie



Me, ready for epic Love Island chats

6/17/18, 10:59 AM

Laura



me toooooo although I will struggle to watch on time in france!!

Sallie



We'll give you a running commentary 🤪

Laura

Type a message, @name...



Options

- Search in Conversation
- Edit Nicknames
- Change Color
- Change Emoji
- Notifications

People

- Add People
- Laura Morrison
- Diarmuid Corkery
- Jenny Iredale
- Maddy Sim
- Niki Boyle
- Robert Coker
- Robert Scobie
- Sallie Bale

Especially about the new girls entry, I'm excited!
Adam to be the first to stray

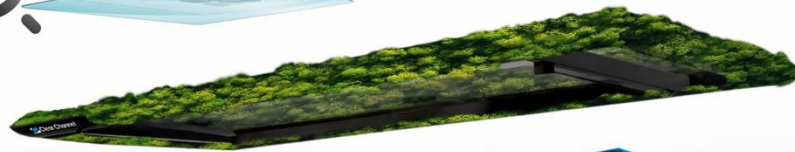
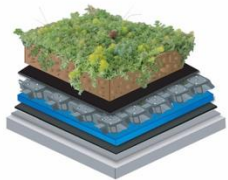


Live it Up

Ubiquitous Advertising



INNOVATION FOR GOOD



LinkNYC

MAGICAL THINGS
I've Seen in NYC



A SUBWAY DOOR OPENED
AND 2 FRIENDS WERE
= PERFECTLY LINED UP =
FACING EACH OTHER. THEY
SQUEALED!

@bymariandrew

#ArtOnLink

PIZZA
212.594.8939
Coca-Cola

LinkNYC

FROM: ME — TO: NYC

THE WORLD
IS BIG
& I AM
NOT BUT
I AM STILL
ENOUGH

— LOVE YOUR SELF —

@adamjk

#ArtOnLink

Doing our bit

So what?

Advertising platforms are going to talk about 'trust' a lot – listen to their credential to decide whether their environment is for you

If you're after customer data think about the value exchange

Start paying more attention to brand voices

Targeting works – but often a 'shared experience' is worth even more

Listen to Ian Martin...





**IAN MARTIN
CARAT**

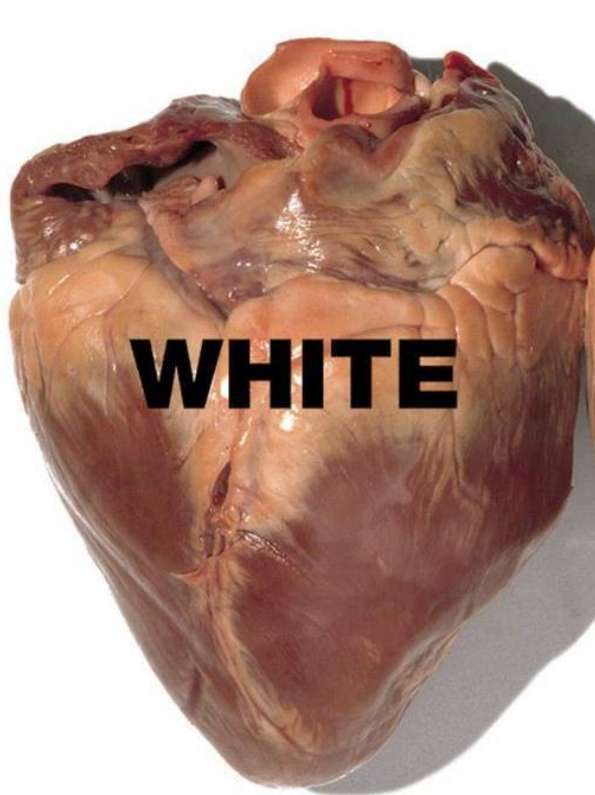


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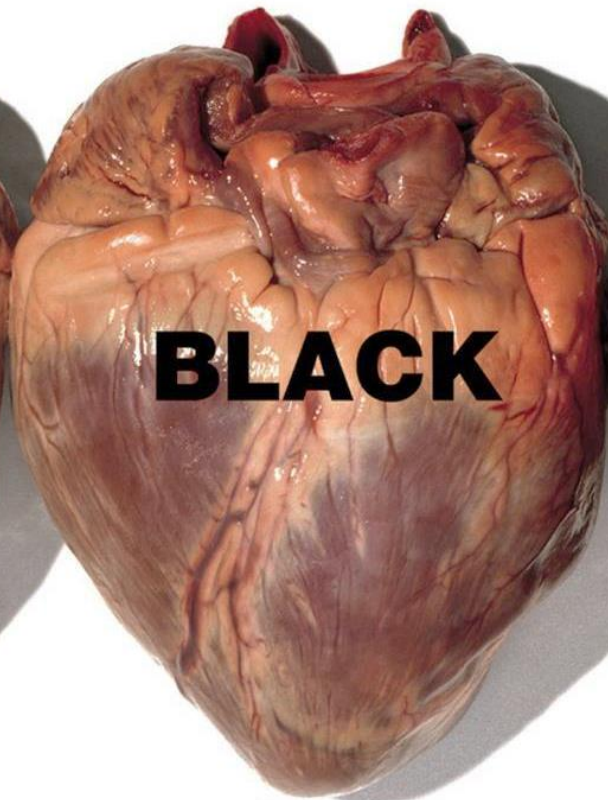
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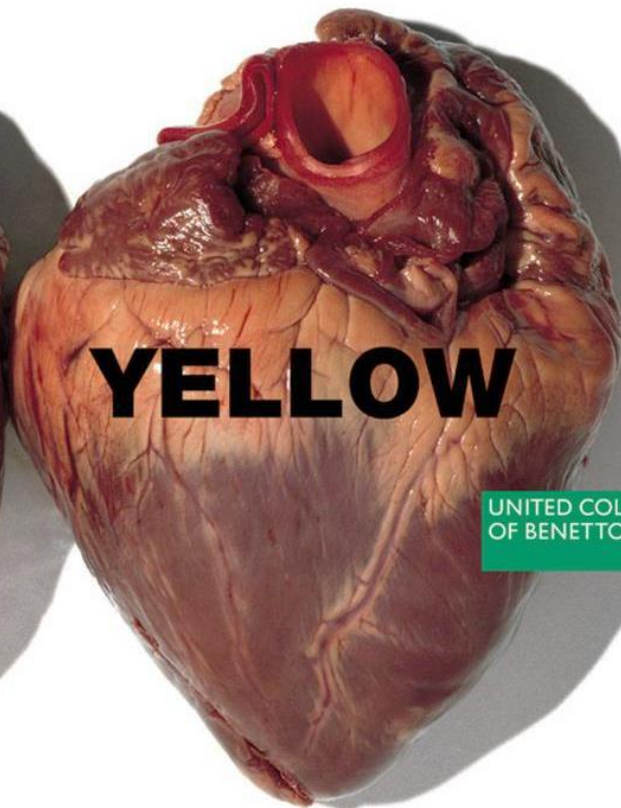
Precision of purpose



WHITE



BLACK



YELLOW

UNITED COLORS
OF BENETTON.

Generational Values

—
Brand Clutter





58%

65%

Supreme





Organisational identity should inform purpose



104%

-34%



PAID TO LIE

HAVE GROSSED THE LINE POLICE HAVE GROSSED THE LINE POLICE HAVE GROSSED THE LINE

AT FIRST
SMIFF

ICE

#SPYCOPS

SPIED ON

An identity crisis causes lasting damage



Some brands have emerged with clear identities



Bulb are just being bulb





Labs

Bulb and EDM I trialling smart EV charging

Bulb is partnering with EDM I, our SMETS2 smart meter manufacturer, in a trial of smart charging device...

[Read more >](#)

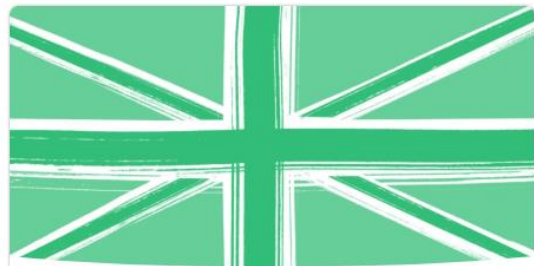


Labs

Life Electric

Alexandra Deschamps-Sonsino is Head of Bulb Labs and concentrates on new product and partnership devel...

[Read more >](#)



Outside Bulb

Green Great Britain Week: five things you can do today to help the country go green

Here at Bulb, we're on a mission to help make the UK the greenest country on earth.

[Read more >](#)





Three principles for success

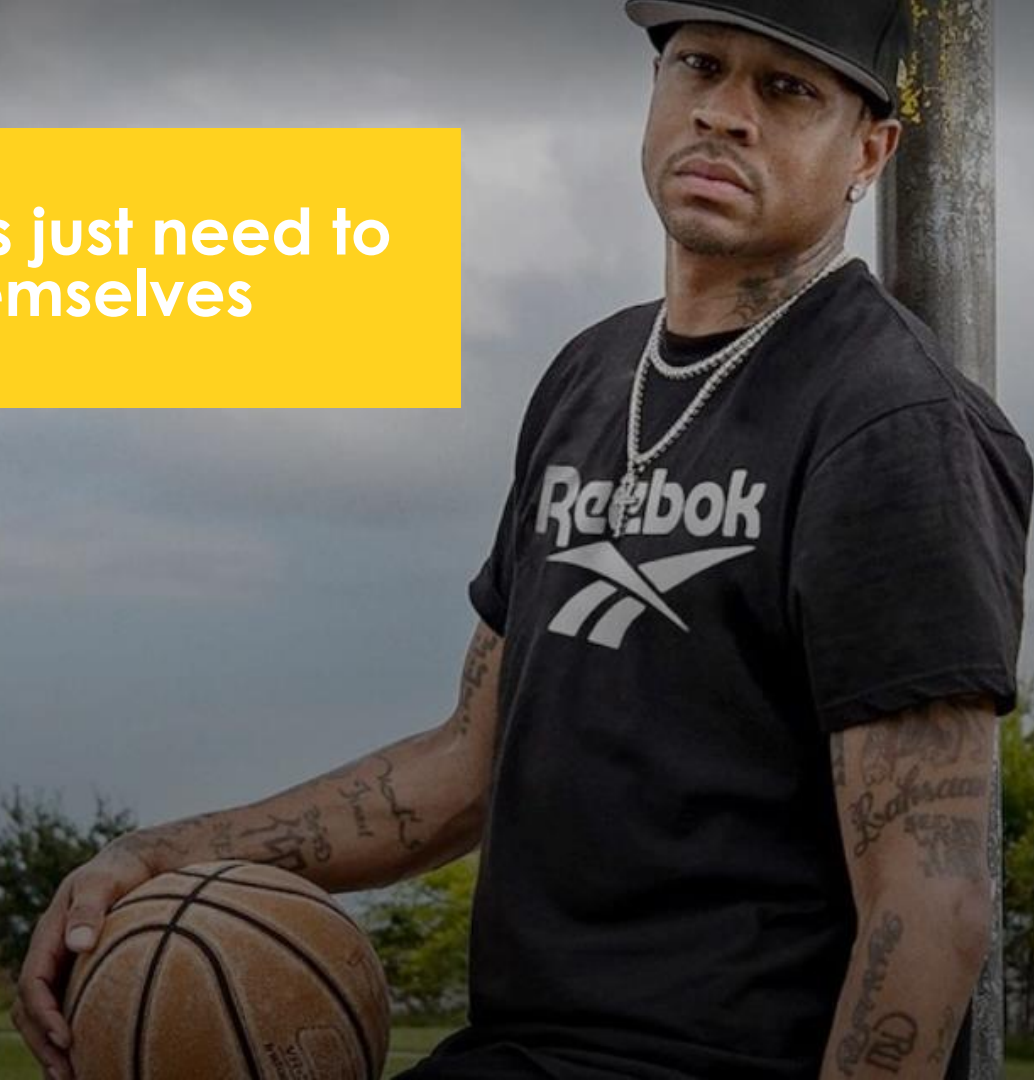
**Identify a point
of cultural
intensity**

**Ensure a credible
link with your
brands' identity**

**Execute across all
communication
outputs**



Brands just need to
be themselves





RICHARD GILL
DENTSU AEGIS
NETWORK

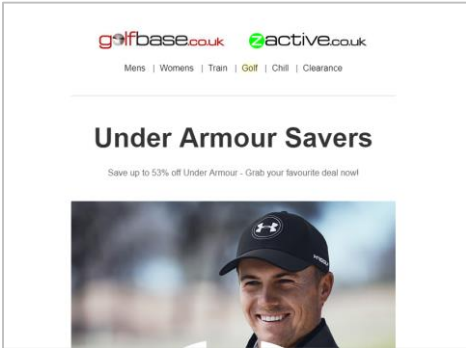
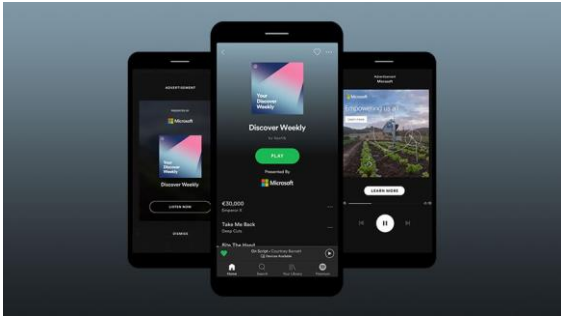
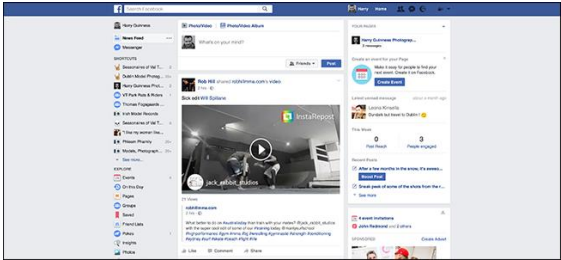


The Power and Pitfalls of Personalisation

Personalisation used to come at a premium



Today, personalisation comes as standard



**But when you walk into a
tailor, you know what
you're getting**



There's a reason companies do it

Retail websites that
personalise the conversion
experience outperform
static sites by

202%

Personalised display ads
outperform non-
personalised ads by up
to

400%

Emails that are
personalised drive

17%

more revenue than
those that aren't

There's a reason companies do it

57%

of consumers are willing to share
personal data in exchange for
personalised offers or discounts

But this is new territory and the rules haven't been written yet

Some Viewers Think Netflix
Is Targeting Them by Race.
Here's What to Know.



Promotional images taken from four different Netflix accounts for the movie "Set It Up." Clockwise, from top left: Zoey Deutch and Glen Powell; Deutch and Powell; Taye Diggs and Lucy Liu; and Pete Davidson. Netflix

If we get it wrong, we will be judged harshly

The screenshot shows the top navigation bar of The Guardian website. It includes the 'Support The Guardian' logo with the text 'Available for everyone, funded by readers' and buttons for 'Contribute' and 'Subscribe'. On the right, there are links for 'Search jobs', 'Dating', 'Sign in', 'Search', and 'UK edition'. Below the navigation bar is a dark blue menu with categories: 'News', 'Opinion', 'Sport', 'Culture', 'Lifestyle', and 'More'. The main content area features a large header for 'The Cambridge Analytica Files' with a padlock icon. A yellow callout box reads: 'A year-long investigation into Facebook, data, and influencing elections in the digital age'. Below this is a 'Key stories' section with three article cards. The first card features a portrait of Christopher Wylie and the headline: 'Revealed / 50 million Facebook profiles harvested for Cambridge Analytica in major data breach'. The second card features a portrait of a man and the headline: 'I made Steve Bannon's psychological warfare tool: meet the data war whistleblower'. The third card features a portrait of a man and the headline: 'Revealed: Brexit insider claims Vote Leave team may have breached spending limits'. A 'Hide' button is visible on the right side of the key stories section.

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Contribute → Subscribe →

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The Guardian

News Opinion Sport Culture Lifestyle More

The Cambridge Analytica Files

A year-long investigation into Facebook, data, and influencing elections in the digital age

Key stories

Revealed / 50 million Facebook profiles harvested for Cambridge Analytica in major data breach

I made Steve Bannon's psychological warfare tool: meet the data war whistleblower

Revealed: Brexit insider claims Vote Leave team may have breached spending limits

Hide

Christopher Wylie goes on the record to discuss his role in hijacking the profiles of millions of Facebook users in order to target the US electorate

Whistleblower alleges that electoral spending rules could have been manipulated over controversial donation and that Vote Leave 'tried to delete key evidence'

So how do we make sure we get it right?

Name



3rd party financial data

Hi **Richard**, you spent £243 eating out in December, join your Edinburgh Pure Gym and burn off those calories

Location



Gender

SIGN UP

So how do we make sure we get it right?

PUREGYM

Got the early January blues?

Nothing beats them like a workout

Your local PureGym is 0.3m away

Date and time

Location



But it's not a question of either or

Mark Ritson: Targeting or mass marketing? The answer is both

The only way to achieve sustainable short- and long-term growth is to balance targeted activation with brand building aimed at the whole market – it's not either-or.

By [Mark Ritson](#) 2 Aug 2018 4:00 pm



I need a new car



Honda Individual designs

Dynamic at work

Many brands invest in a single template and fit their creative content within a bespoke template.

Other clients separate designs (but maintain important similarities) to suit their specific product. Typically this happens when there is a wide variance in the offering and messaging for a product, however all brands continue to extensively A/B test within each design.

Jazz



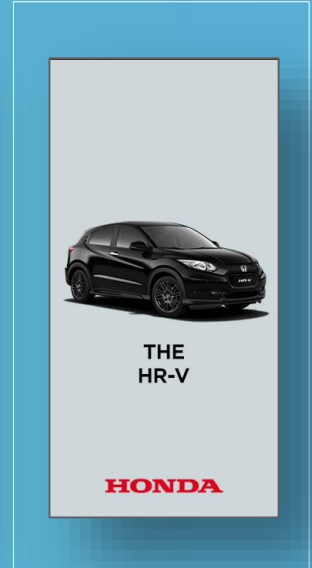
Civic



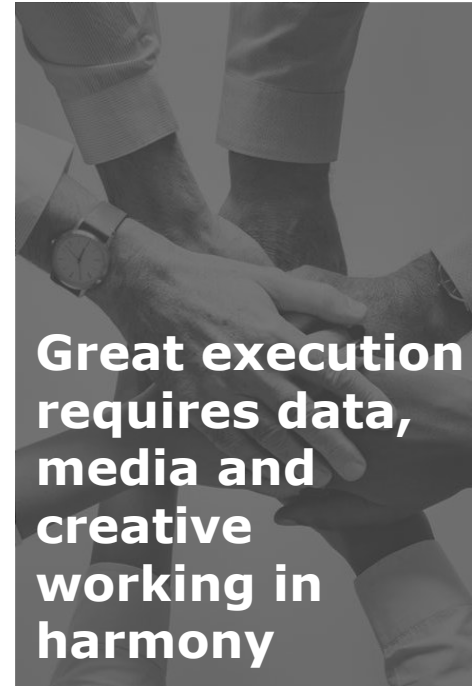
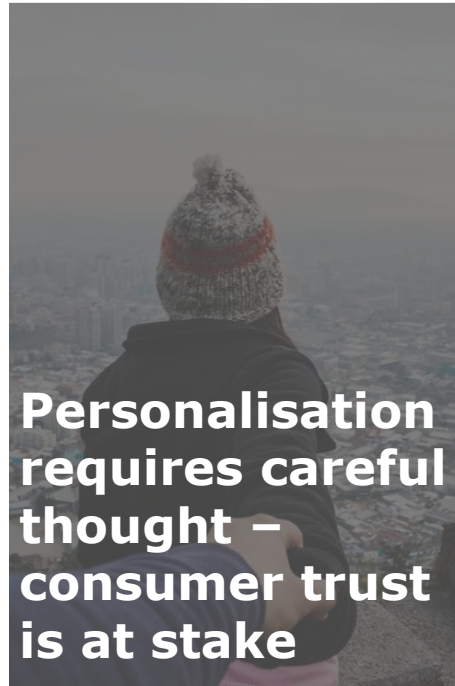
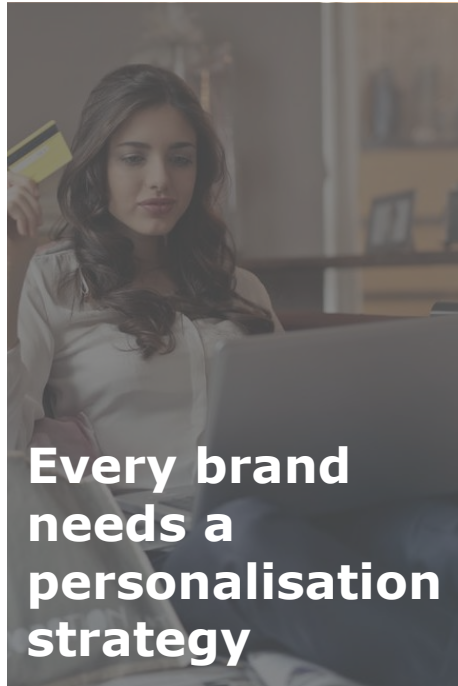
CR-V



HR-V



Final thoughts





GUY JACKSON TEADS



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Teads

The Global Media Platform

In News We Trust



Global study examines consumers' relationship to news content, and differences in perception between quality news publications vs. social media

Methodology

Research Objective:

To examine consumers' relationship to news content, and differences in perception between quality news publications vs. social media.

Date in field:

February 2018

Markets:

U.S., UK, France, Spain,
Germany, Italy, Mexico,
Brazil

Measurement methodology:

Self-reported questionnaire delivered to an online panel

Primary Segments:

Adults 16 years or older, globally, who actively consume the news (look at news once a day)

Sample:

N=16,000

2,000 from each market

Conducted by:

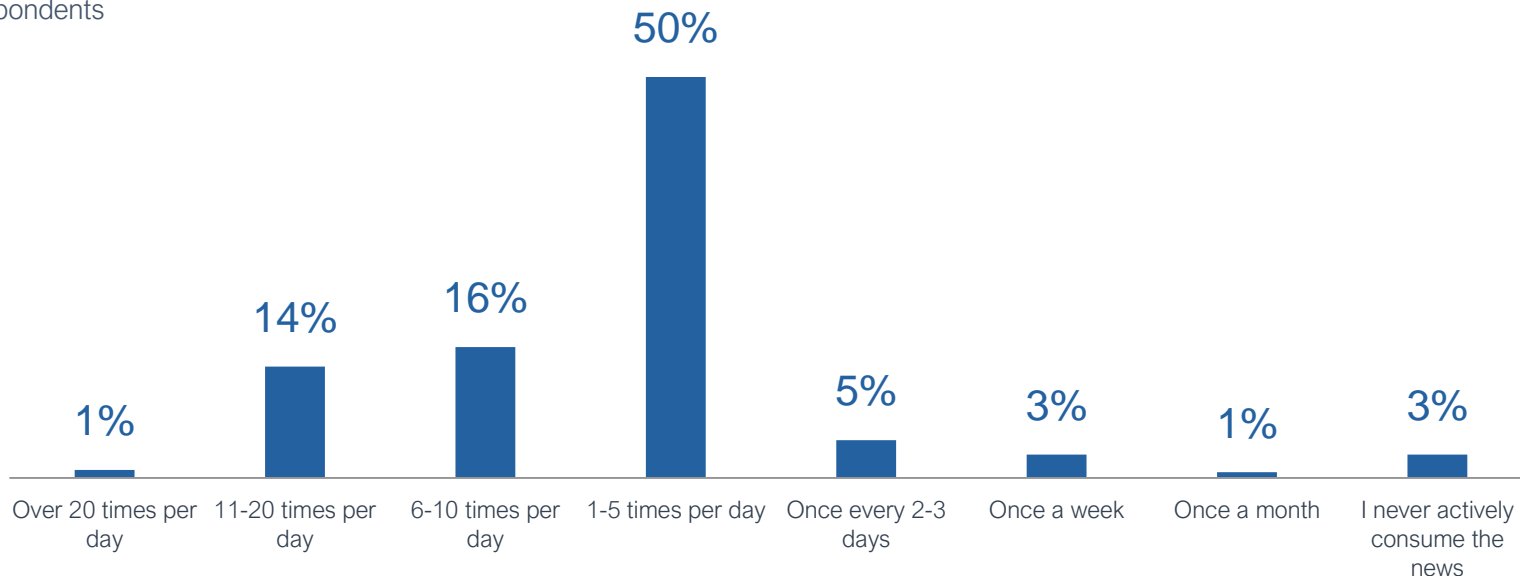
CENSUSWIDE
THE SURVEY CONSULTANTS

News consumption trends



Consumers actively consume the news across all mediums at least 1-5 x per day

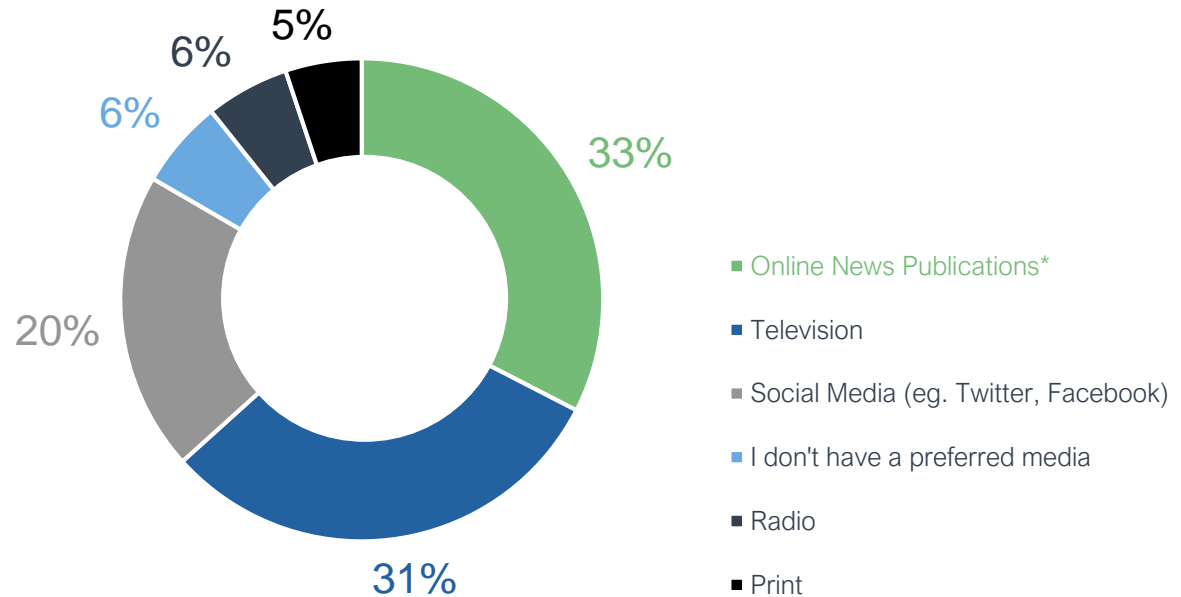
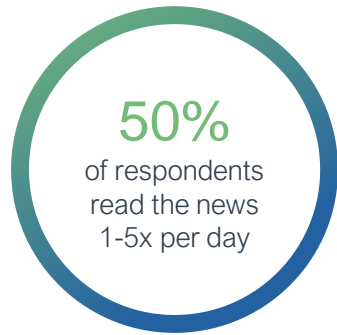
Active consumption of the news,
% of respondents



Source: Teads' proprietary study fielded by CensusWide, "In News We Trust", 2018
Q.1 How often do you actively consume the news? (By consume we mean read, watch, listen or interact with in any way)

Online news publications are the preferred media type to consume the news

Which media do consumers prefer?
% of respondents

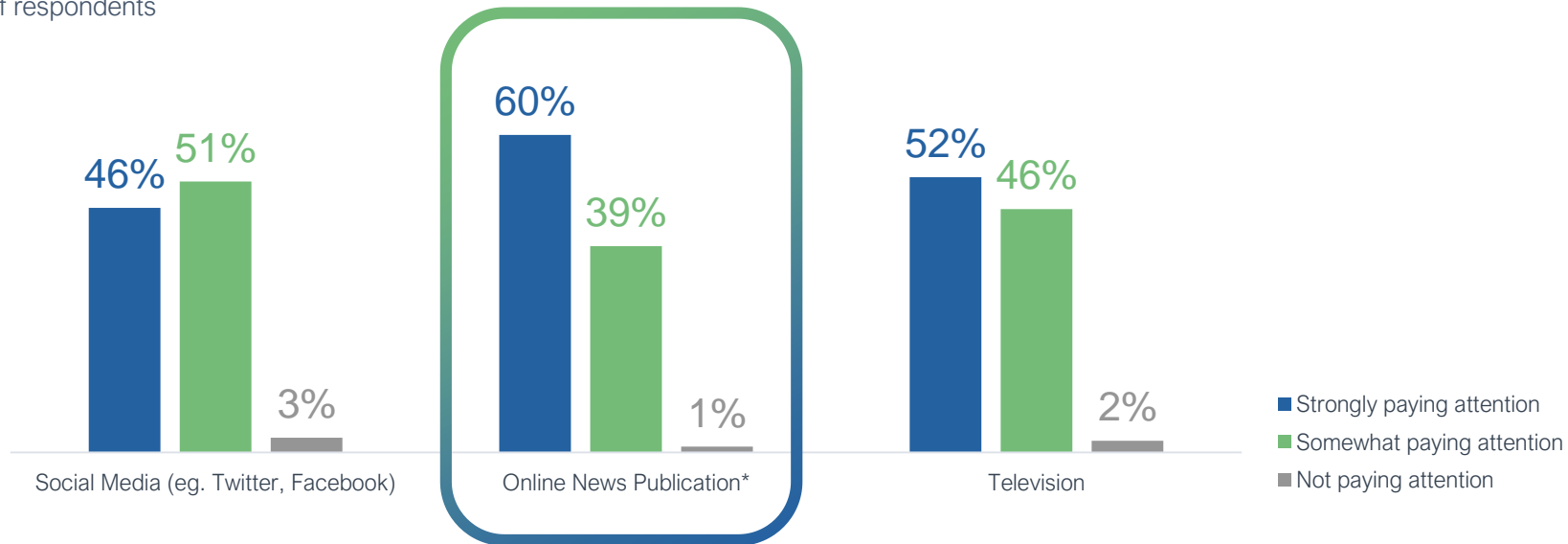


* Websites such as www.independent.co.uk and mobile web apps such as BBC news app.

Source: Teads' proprietary study fielded by CensusWide, "In News We Trust", 2018
Q3. Through which media type do you prefer to actively consume the news?

But when consuming the news, online news publications yield stronger attention than TV and Social Media

Attention when consuming the news,
%, of respondents



* Websites such as www.independent.co.uk and mobile web apps such as BBC news app.

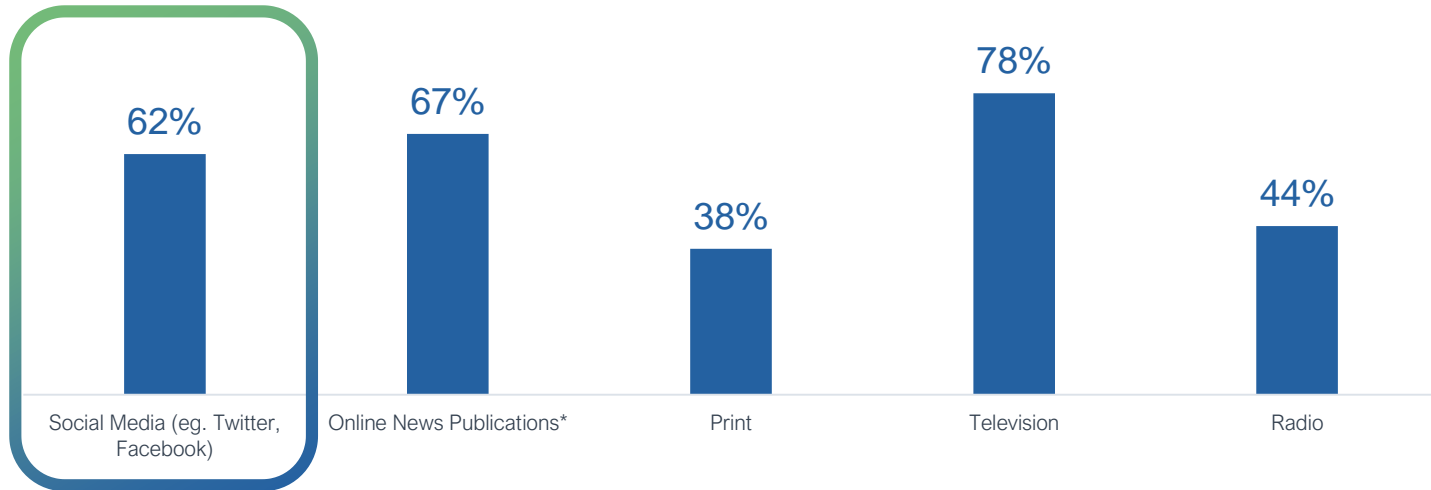
Source: Teads' proprietary study fielded by CensusWide, "In News We Trust", 2018
Q11. When you have actively consumed the news through the following media types, to what extent are you paying attention? (Click all that apply)

Social Media: Blurring the lines between fact and fiction



Social Media is actively used for news consumption...

Through which media types do you actively consume the news?, % of respondents

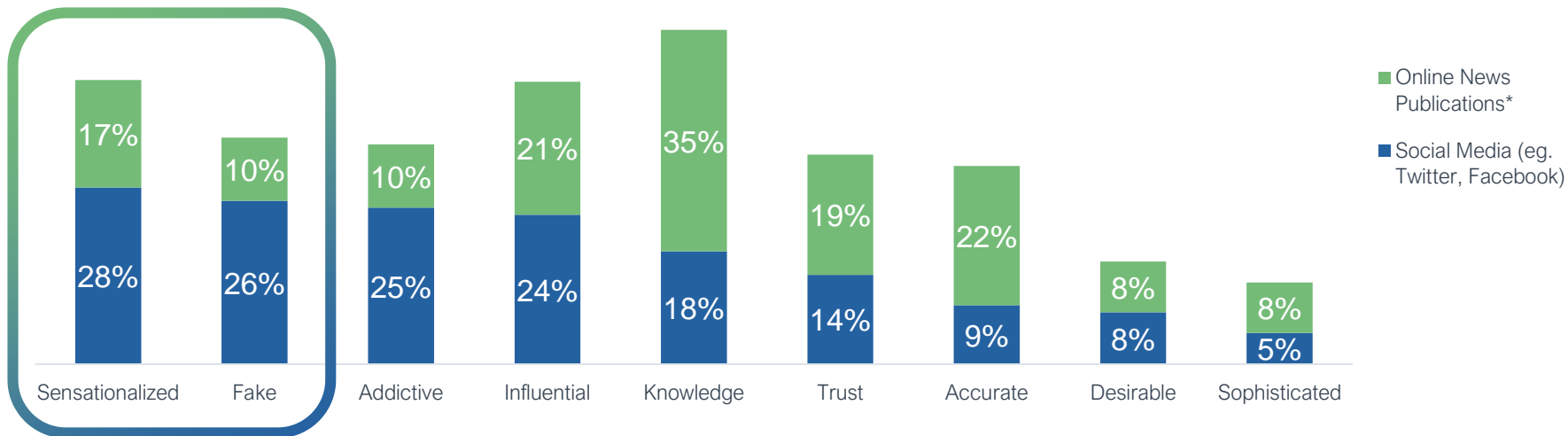


* Websites such as www.independent.co.uk and mobile web apps such as BBC news app.

Source: Teads' proprietary study fielded by CensusWide, "In News We Trust", 2018
Q2. Through which media type(s) do you actively consume the news?

Readers believe social media is sensationalized and fake

Which of the following words do you associate with social media and online news publications?, % of respondents

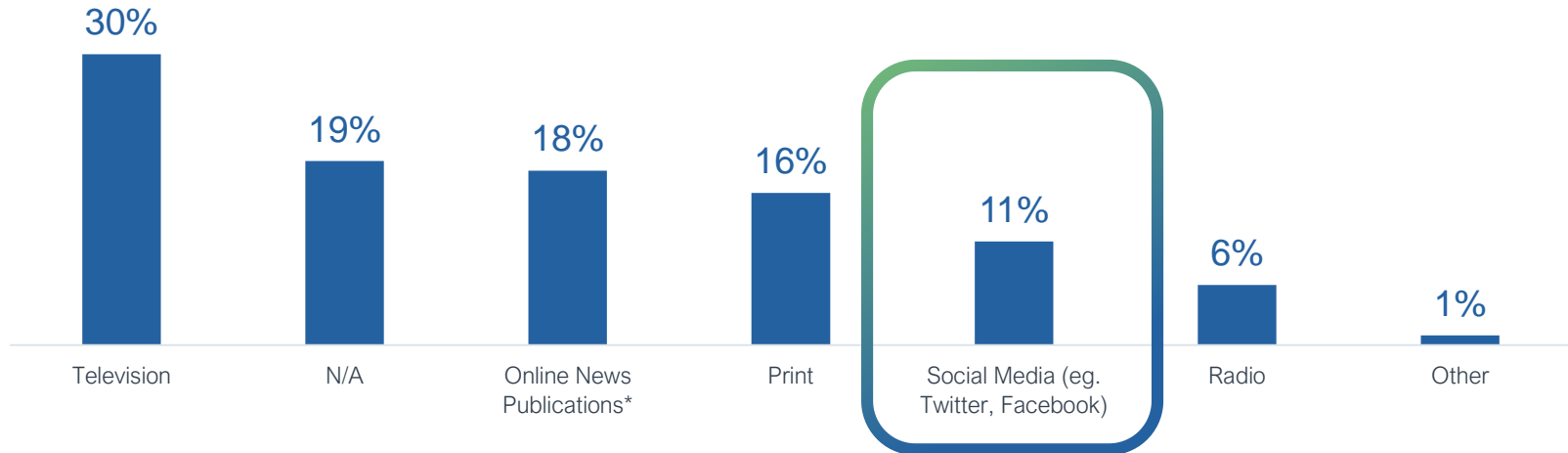


* Websites such as www.independent.co.uk and mobile web apps such as BBC news app.

Source: Teads' proprietary study fielded by CensusWide, "In News We Trust", 2018 Q22. Which of the following words do you associate with the following media types?

Consumers have low trust for ads in Social Media

Media types consumers are most likely to trust advertising/brand content on, % of respondents

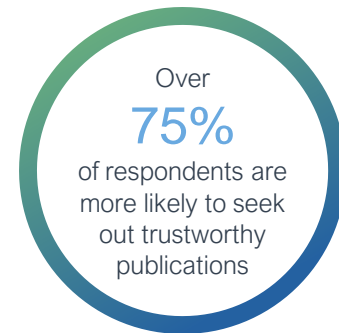
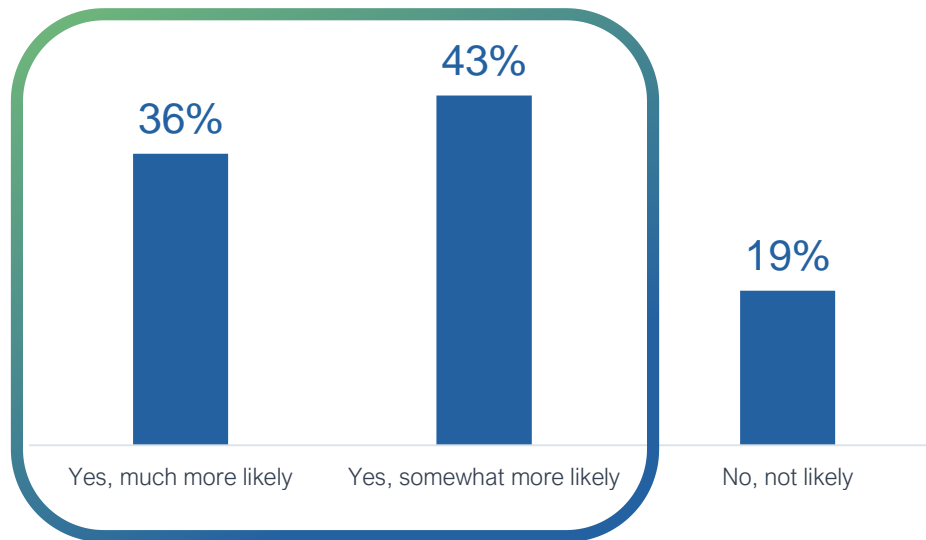


* Websites such as www.independent.co.uk and mobile web apps such as BBC news app.

Source: Teads' proprietary study fielded by CensusWide, "In News We Trust", 2018
Q17. From which media type are you most likely to trust/ remember advertising/brand content?

“Fake news” is forcing consumers to seek out trustworthy publications

Has “fake news” made you more likely to find your news from outlets you trust?, % of respondents



Source: Teads' proprietary study fielded by CensusWide, "In News We Trust", 2018
Q12. Has the widely reported rise of 'fake news' made you more likely to find your news from news outlets you trust?

Quality impacts memory



The essential metric for ad impact: memory encoding

Memory encoding

A measure of the strength of memory created through exposure to the creative

Key metric for testing advertising impact

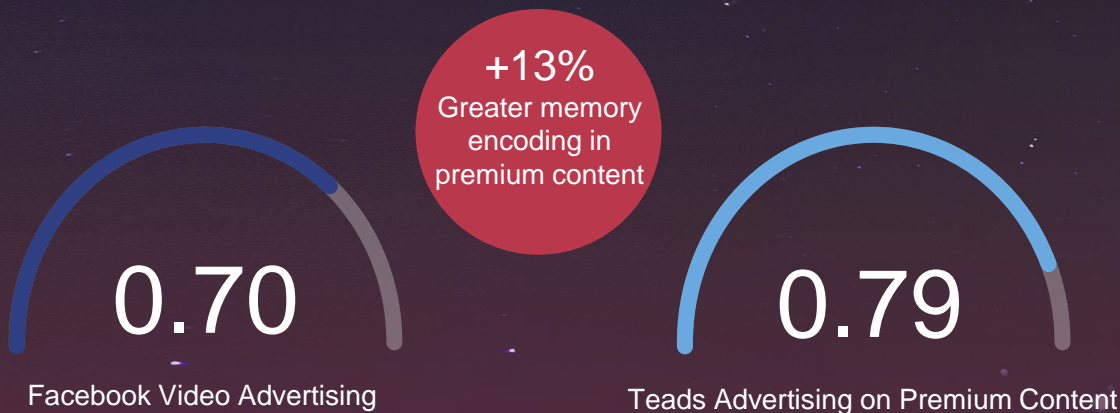


Video ads within premium content are **more memorable**

Video ads within premium editorial are
in the top 1/5th of all online ads tested

Advertising detailed memory encoding

Key metrics for ad impact



Takeouts



Key takeaways

1

Consumers associate the word “fake” with social media.

2

Advertising on Social media platforms delivers higher levels of mistrust for brands than for adverts on premium news publishers.

3

Adverts on premium publishers demonstrate better effects on both short and long term memory encoding

**So quality content is better for
advertisers..... Right?**



Problems that Premium publishers face

1

Publishers alone sit in silos. The reach of any individual publisher is limited.

2

User data isn't consistent across all publishers so connected approaches to audience are limited.

3

Quality content costs money therefore UGC platforms often offer a better price point.

Teads Answer





THE GLOBAL MEDIA PLATFORM

1.4 BILLION PEOPLE



facebook



SOCIAL

2 Bn

LinkedIn



B2B

500 M

Teads



MEDIA

1.4 Bn



In News we Trust

THURSDAY 12 MARCH 3.30-6PM | EDINBURGH

Speaker: THOMAS BARTA



INSPIRING MINDS

Sparking new ideas and insights



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GLASGOW

DIGITAL DAY 2019

#DIGITALDAY19



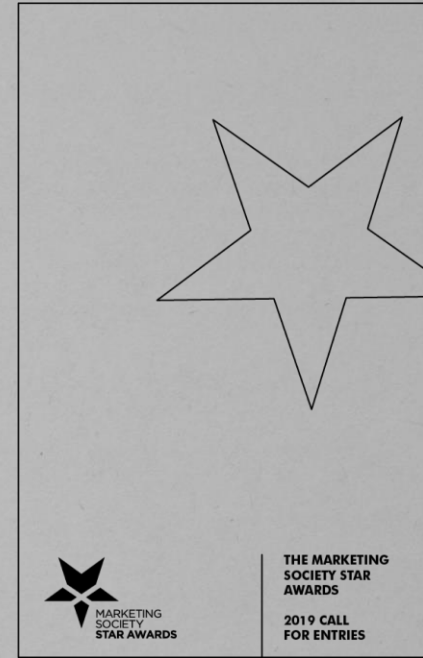
Reach Scotland

REPUBLIC OF MEDIA

STÄRR

SAVE THE DATE

THURSDAY 13 JUNE 2019



starawards.marketingsociety.com #StarAwards19





**NOW...
SPEAKER 1-2-1
NETWORKING**



#trendspotting

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