

Crossing the Creepy Line

Katie Erbs
DoubleClick Branding & Creative Solutions, EMEA

LINE DO NOT CROSS

I LIKE IT!



Advertising has always been about storytelling

Know your audience, tell your story in the right context

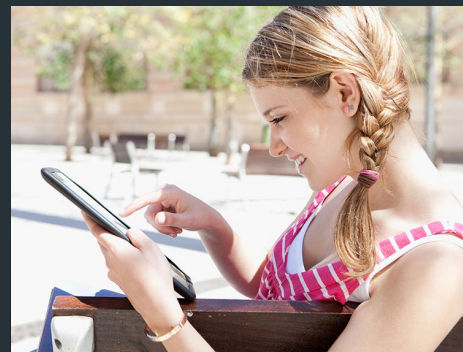
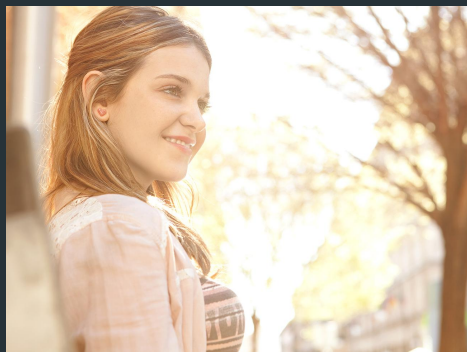


Pre & post data analysis is not a new concept

The focus group is a way to gain **qualitative** feedback, but it's only a **sample** of your **assumed** target audience.



Today's opportunity
is the ability to reach the **right person**, in the **right moment**,
with the **right message**




For creatives...

Today's data is a
real time focus group
of all target consumers

How much
is too much?



The Creepy Line



The last destination
I searched is saved
on a booking site

Personal greeting in
my favorite
shopping app with
personalised
recommendations
for my size

A news site
serves me a
political ad saying
'Katie, vote Trump!'



A screenshot of a website displayed on a computer monitor. The browser's address bar shows "www.elfora.ru". The website has a red header with navigation links. The main content area features a large image of a person in a dark, possibly underwater or cave setting. To the right of the image is a sidebar with text and a small image of a product. The entire screenshot is overlaid on a background of a white wall covered in numerous colorful sticky notes in various colors like yellow, green, blue, pink, and purple.

adland tv



Figuring out a teen is pregnant before her father does!

Purchase behaviour patterns used to assign
'Pregnancy Prediction Score' to customers.

Relevant offers can then be targeted to very
specific stages of pregnancy.



AXE®

Axe Remakes Story of Romeo 100,000 Times

Of 11 scenes in the trailer, six can vary according to the viewer's profile.

Artsy, Roots, Fresh & Natural

Customisation in the trailers ranges from subtle to extensive, with a range of music, sexual and romantic content



Google Play

Real-Time Marketing at the Oscars: Backstage

Before the winners made it to the stage to accept their awards, ads about the films were in the hands of fans.

Click-through rates for the real-time ads were 19% higher than for the control ads

+59% searches for Google play movies

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Google

COUCH SURFING BANNER

Aligning with key
television moments

Second screen experience
that syncs Google app ads
with key television moments.

Providing contextual and
relevant information inspired
by the shows our audience
is watching.

Syncing in-app ads to actual
TV content



What separates greatness from creepiness

Who

Know your audience

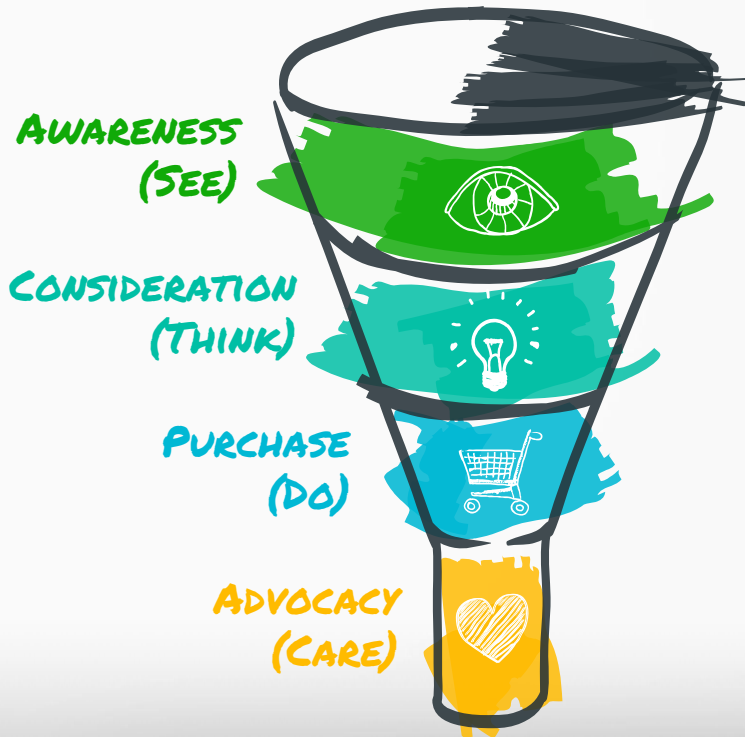
Where

Understand both context &
place in the consumer journey

What

Deliver the right message

To create the right message, consider the full consumer journey

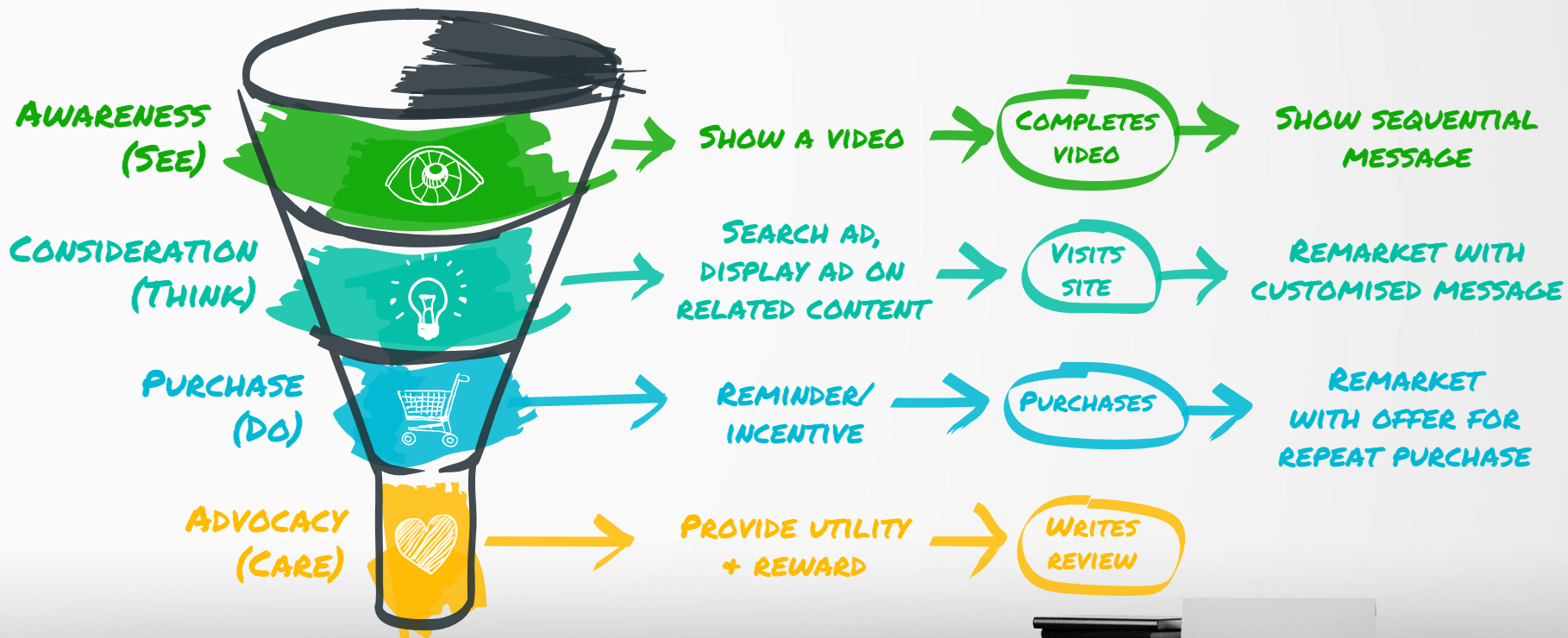


WHAT DO YOU WANT THEM TO
THINK OR DO IN EACH PHASE?

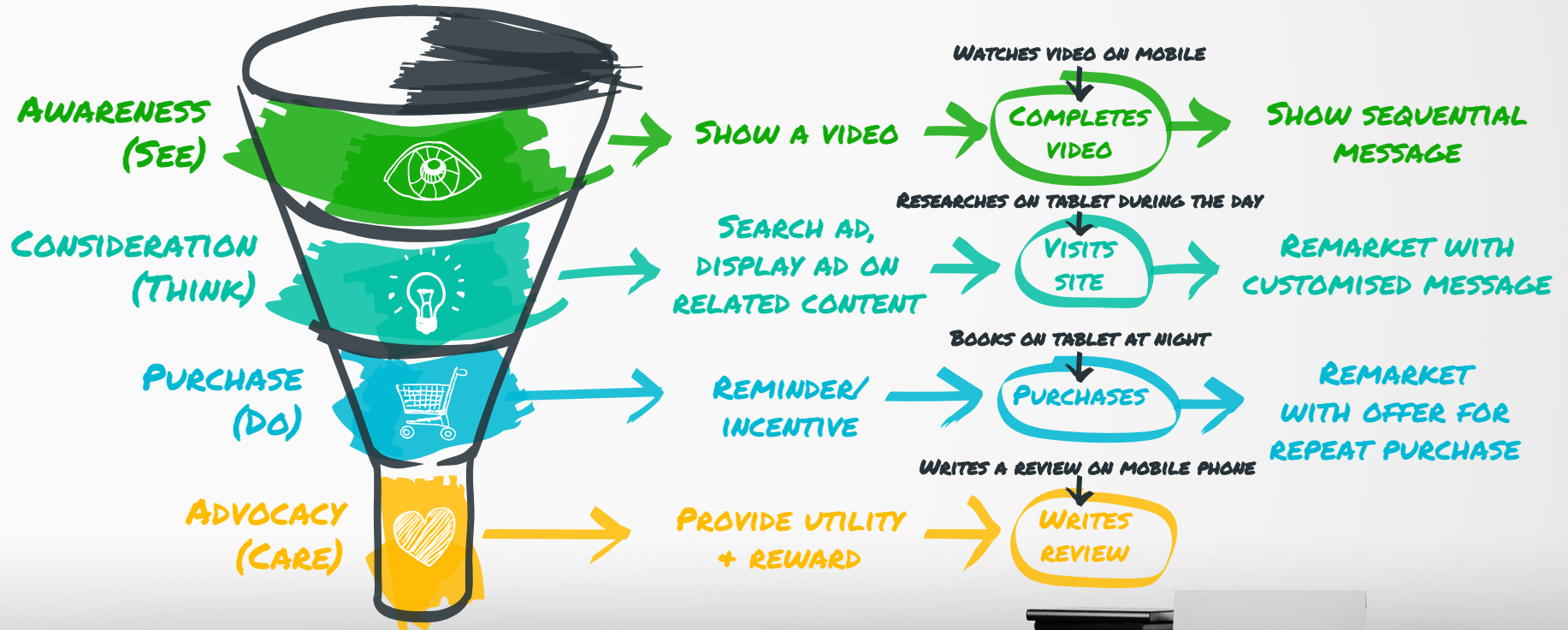
WHAT ARE THE BEST MOMENTS
TO ENGAGE?

HOW CAN YOU DRIVE CONSUMERS
THROUGH THE FUNNEL?

“Whiteboarding” your strategy



“Whiteboarding” your strategy: Don't forget device behavior!



Creativity in the data

**1: BUILD AWARENESS
(TARGETED VIDEO)**

**2: RETARGET RELEVANT
INTEREST BANNERS**

**3: VISITS RESPONSIVE
LANDING PAGE**

**4: RETARGET RELEVANT
PERFORMANCE BANNERS**

5: DRIVE CONVERSIONS

**6: RETARGET WITH
HOW-TO VIDEO**

7: INVITE TO WRITE REVIEW



How do I execute

(non-creepy)

data-driven creative?

We conducted research to understand how marketers can better execute data-driven creative campaigns



We built **advanced dynamic creative campaigns** using audience, environment and media data signals to inform the creative strategies

HTML5 creatives developed for all screens

Research findings: **Three key mindshifts** for marketers to improve the data-driven creative process:



Improve data literacy

Understand ***all the data*** that is available and select the ***right*** data signals for your message



Give creatives access to data

Work with both your media & creative teams to develop sound creative strategies that are informed by data and ***give creatives access*** to the data from the beginning



Drive a collaborative process

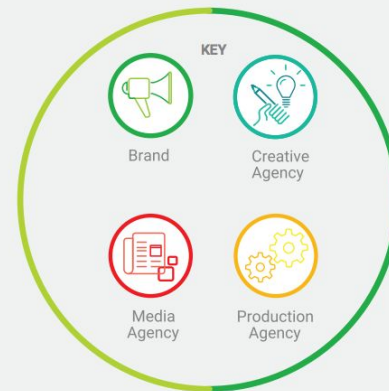
Drive a ***collaborative, agile campaign process*** that involves all vendors and agencies throughout, as opposed to the sequential, siloed process of today

March 10th



The creative process for programmatic: A guide for marketers

Programmatic campaigns require a new way of thinking and doing. This 5-step framework provides a collaborative, agile process to help marketers and agencies successfully execute data-driven creative for their campaigns.





Creepy Line