



CAPITALISING ON THE MICRO MOMENT ECONOMY

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THIS IS A STORY ABOUT **CHANGE**...



THINGS HAVE NEVER CHANGED SO FAST BEFORE...



...and will never change so slowly again.

THIS IS **THE MOST ADVANCED CAR** THE WORLD HAS SEEN



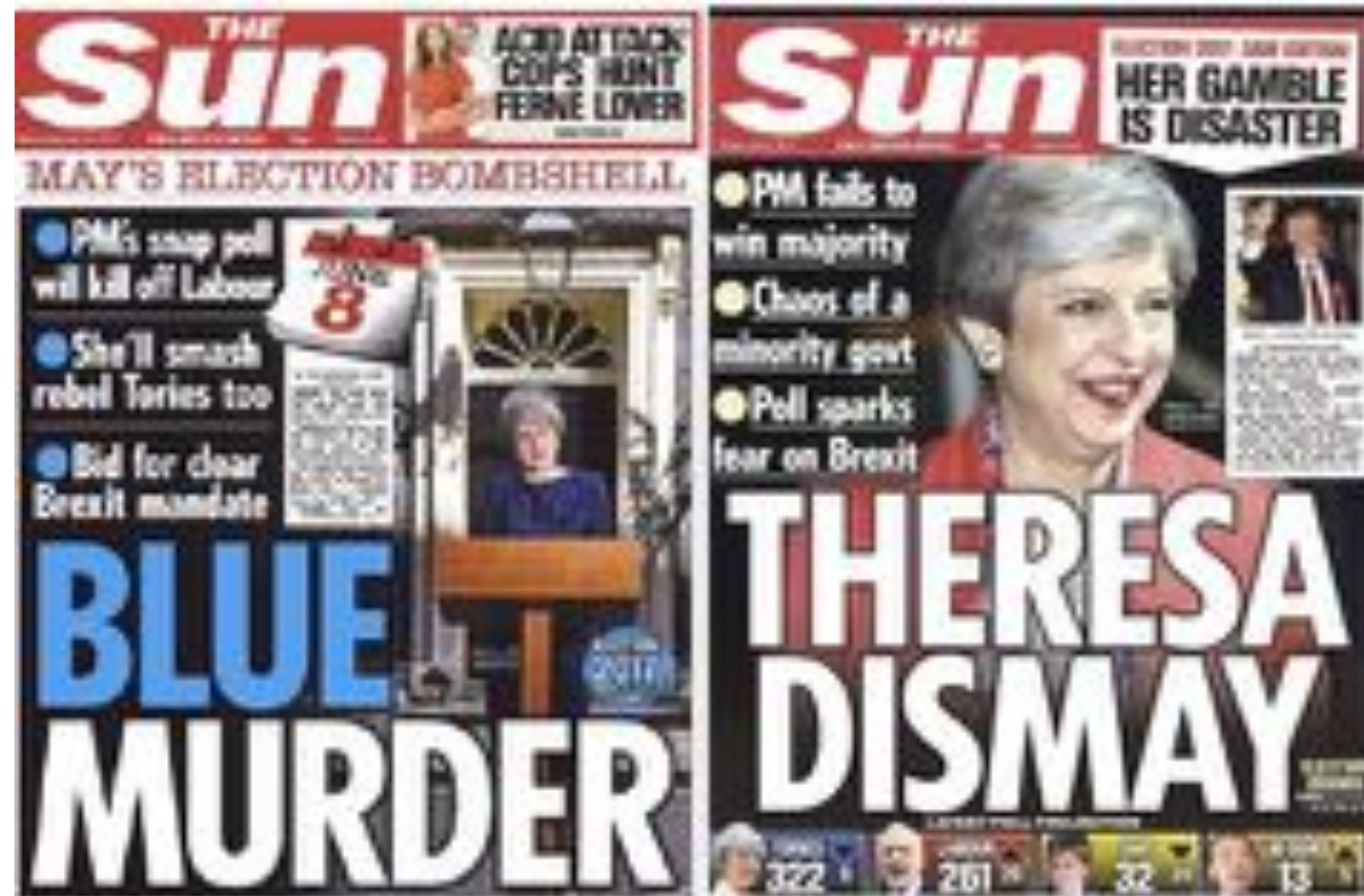
It will cost \$35k...

...and you won't have to drive it

THE WORLD'S BIGGEST TECH COMPANY IS A **FASHION BUSINESS**



PRINT IS ALREADY **YESTERDAY'S NEWS**



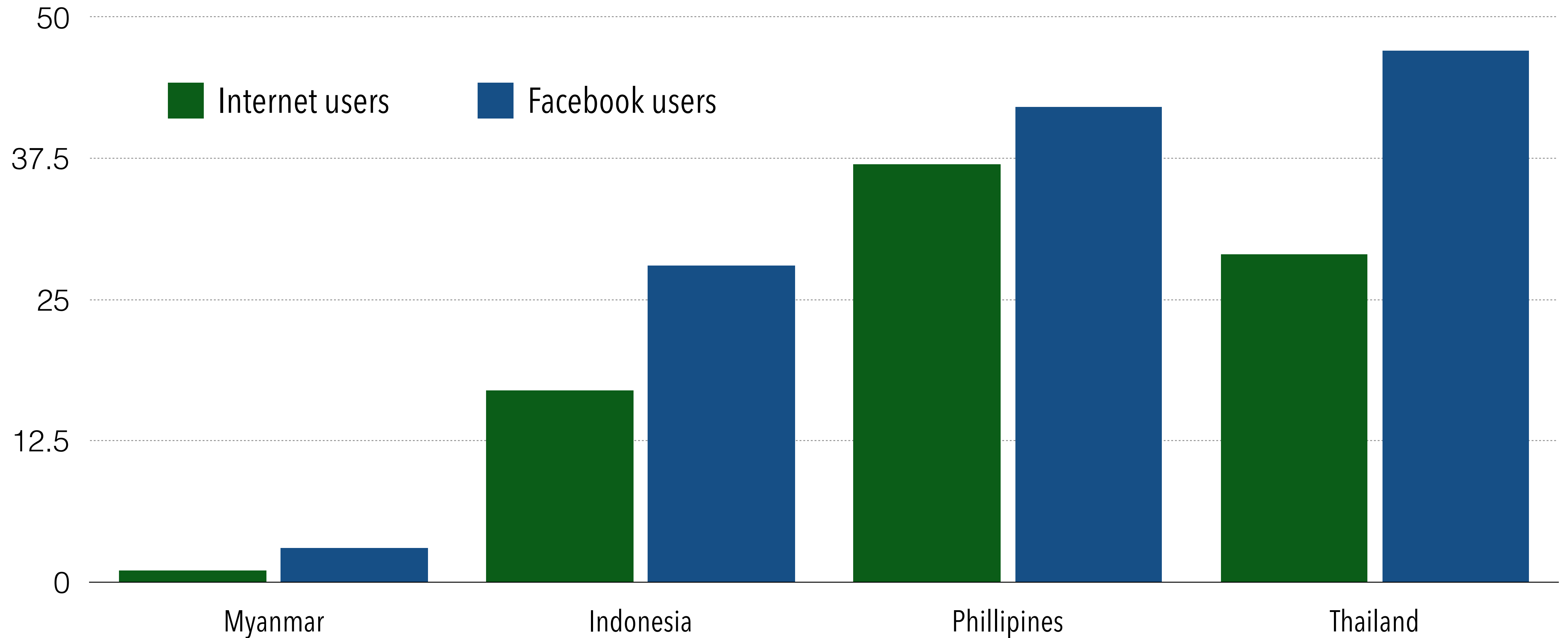
The Sun's front page on 19 April, after the election was announced, and on 9 June.

THIS IS **TELEVISION**



THE INTERNET IS **DISAPPEARING**

Internet users and Facebook users per 100 people





MICRO MOMENT DRIVERS

"I want to go..."

"I want to know..."

"I want to do..."

"I want to buy..."

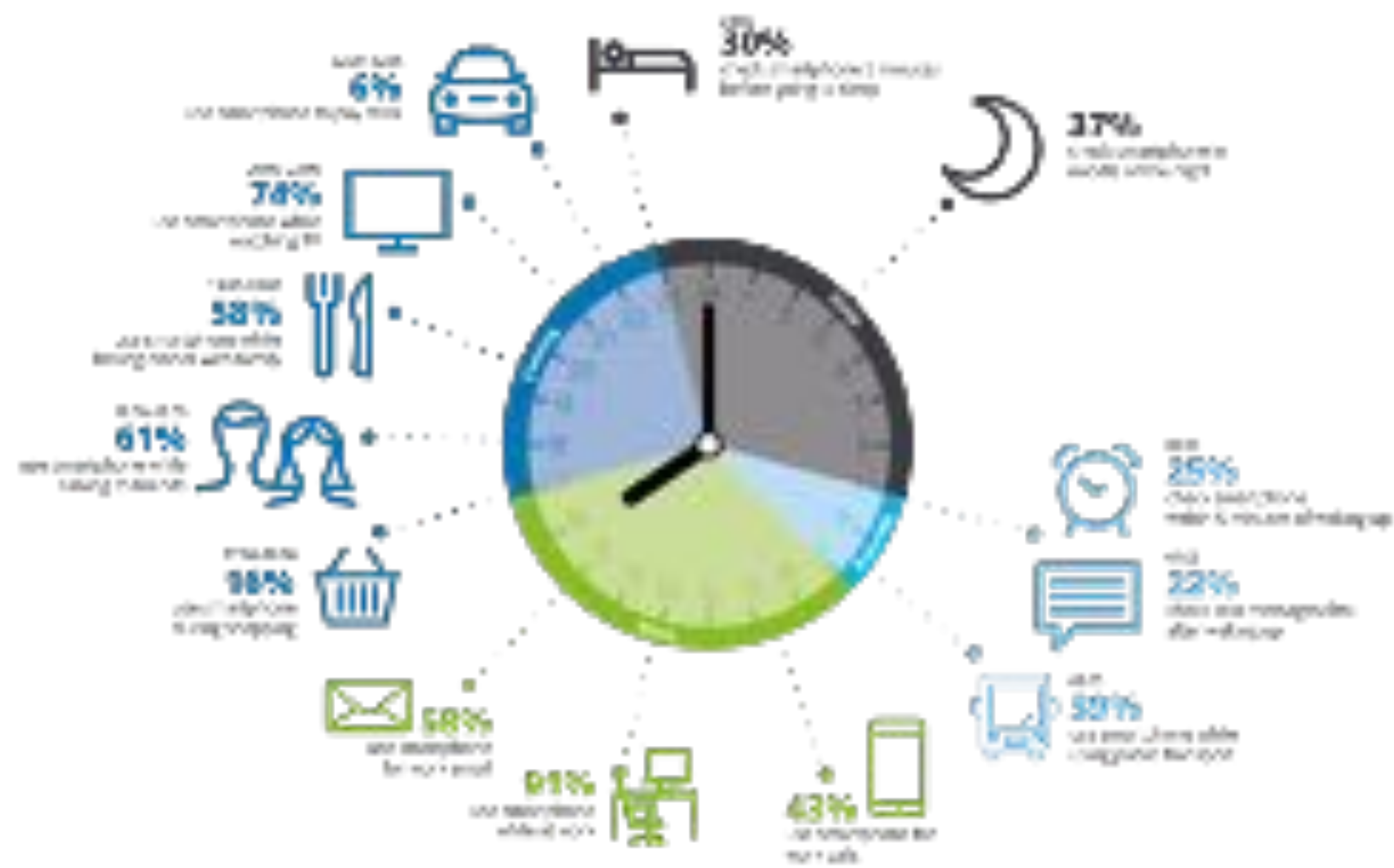


79% OF SMARTPHONE OWNERS CHECK THEIR DEVICE WITHIN 15 MINUTES OF WAKING UP

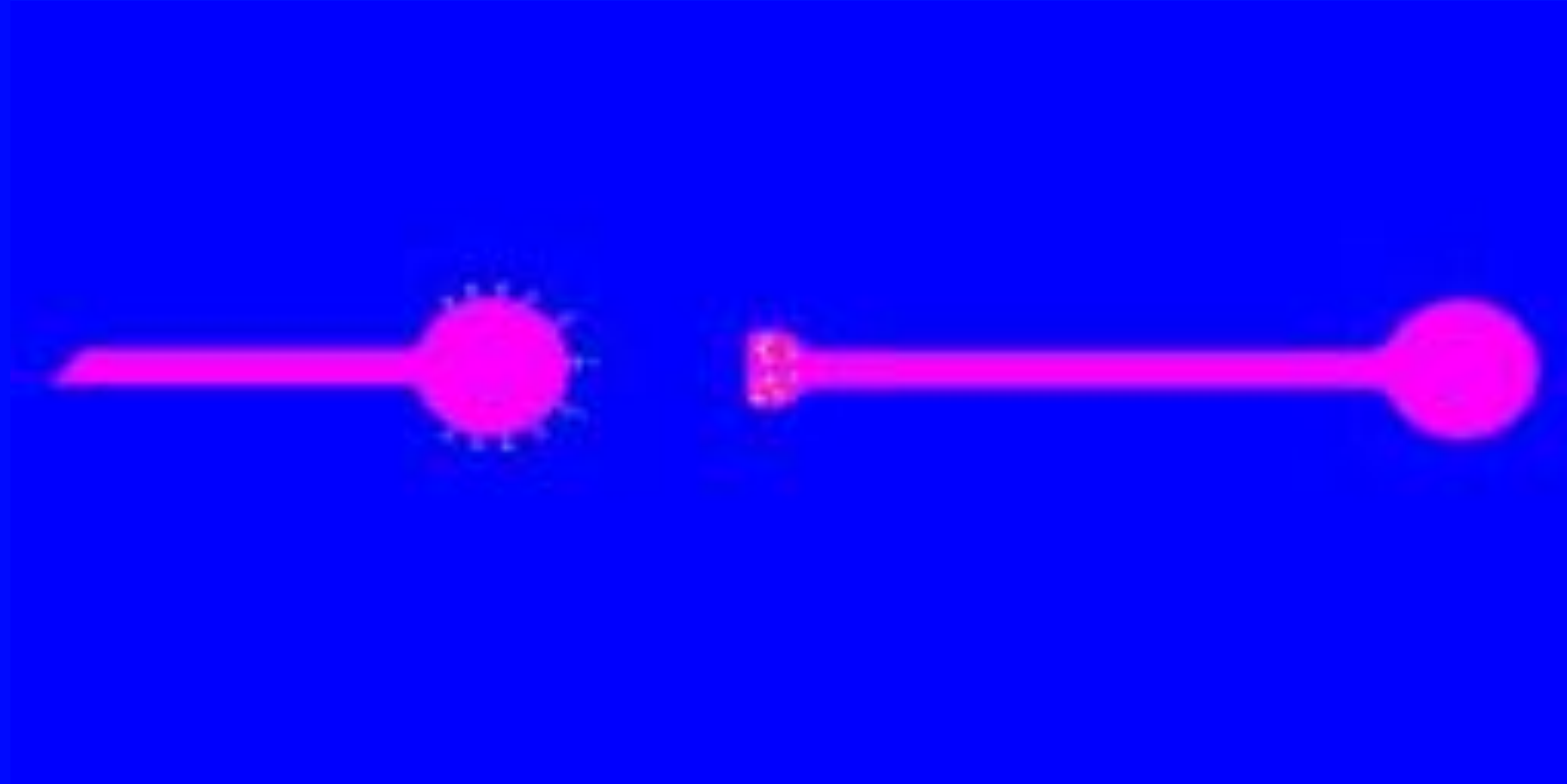


**33% OF AMERICANS WOULD RATHER GIVE UP SEX
THAN LOSE THEIR SMARTPHONES**





DOPAMINE



NOTIFICATION INSOMNIA



Source: iStock

HOOKED



How to Build
Habit-Forming Products

NIR EYAL

WITH SEAN MCGILL



MADE FOR MESSENGERS

MESSENGER APPS CONTINUE TO DOMINATE



WHO
NEEDS
WORDS?





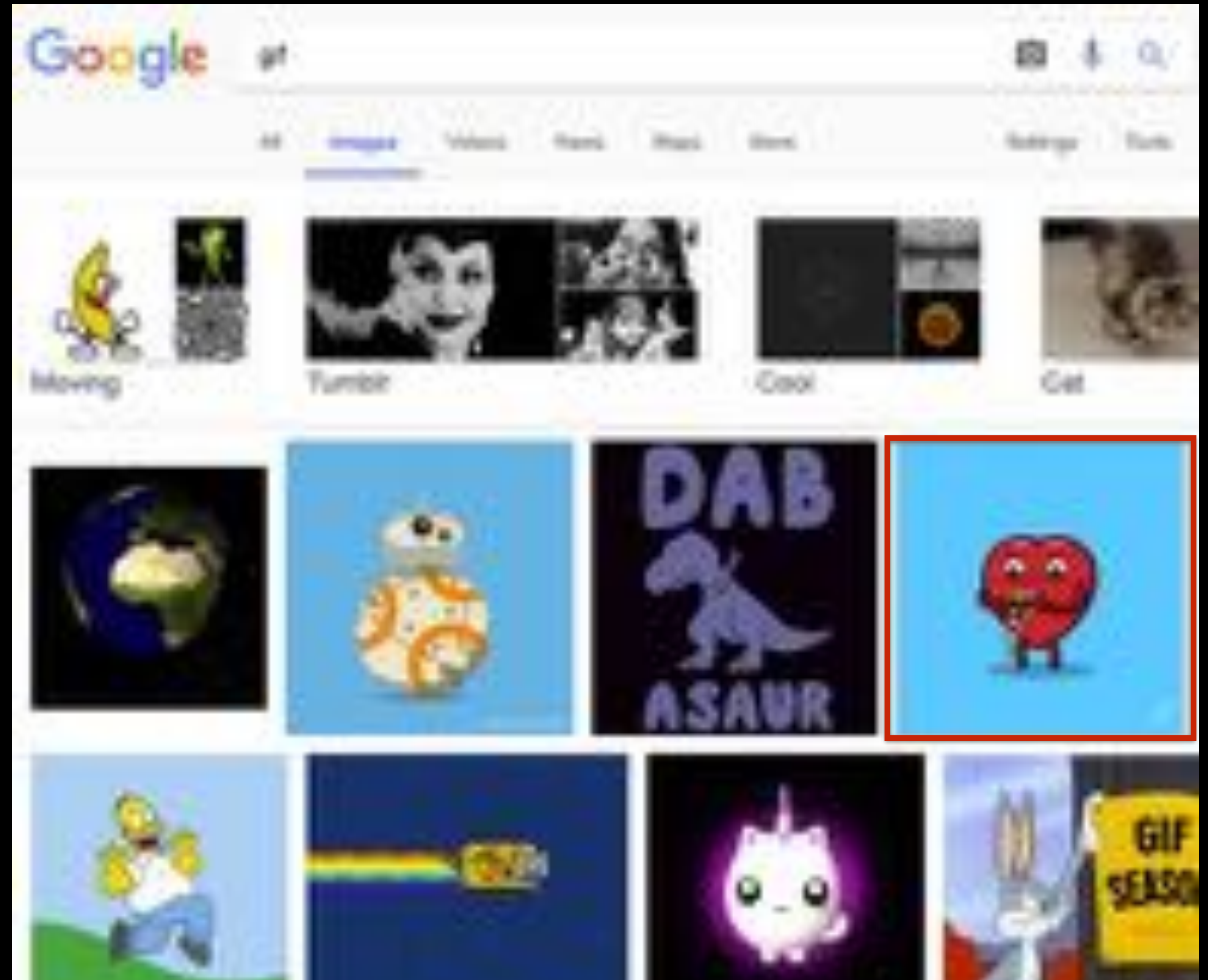
MEDIA TO BE CONSUMED



MEDIA TO COMMUNICATE



BECOME PART OF THE EXPERIENCE



TURN 15 SECONDS INTO 15 MINUTES

SOCIAL MEDIA IS A TIME WASTER



When you accidentally like someone's
instagram pic from 47 weeks ago



PLATFORMS ARE
BATTLING FOR
OUR TIME



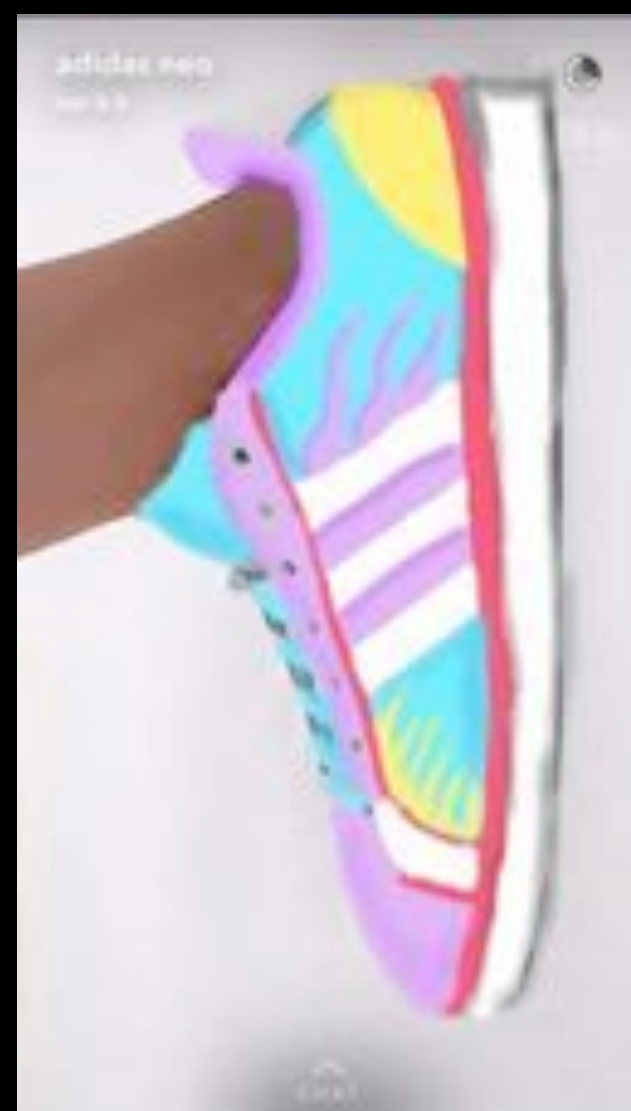
facebook

10 YEAR ROADMAP



CREATING EXCITING OPPORTUNITY



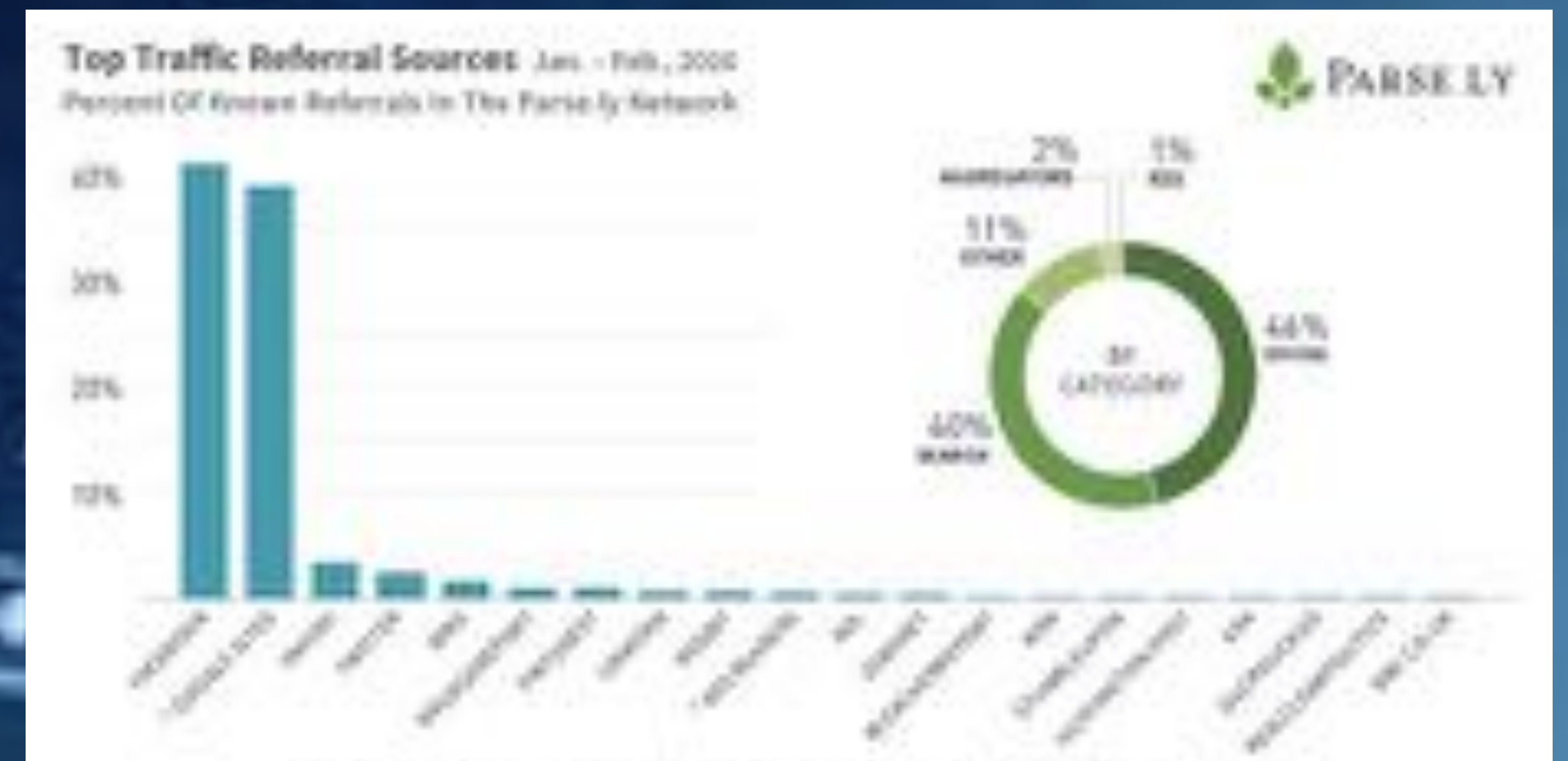
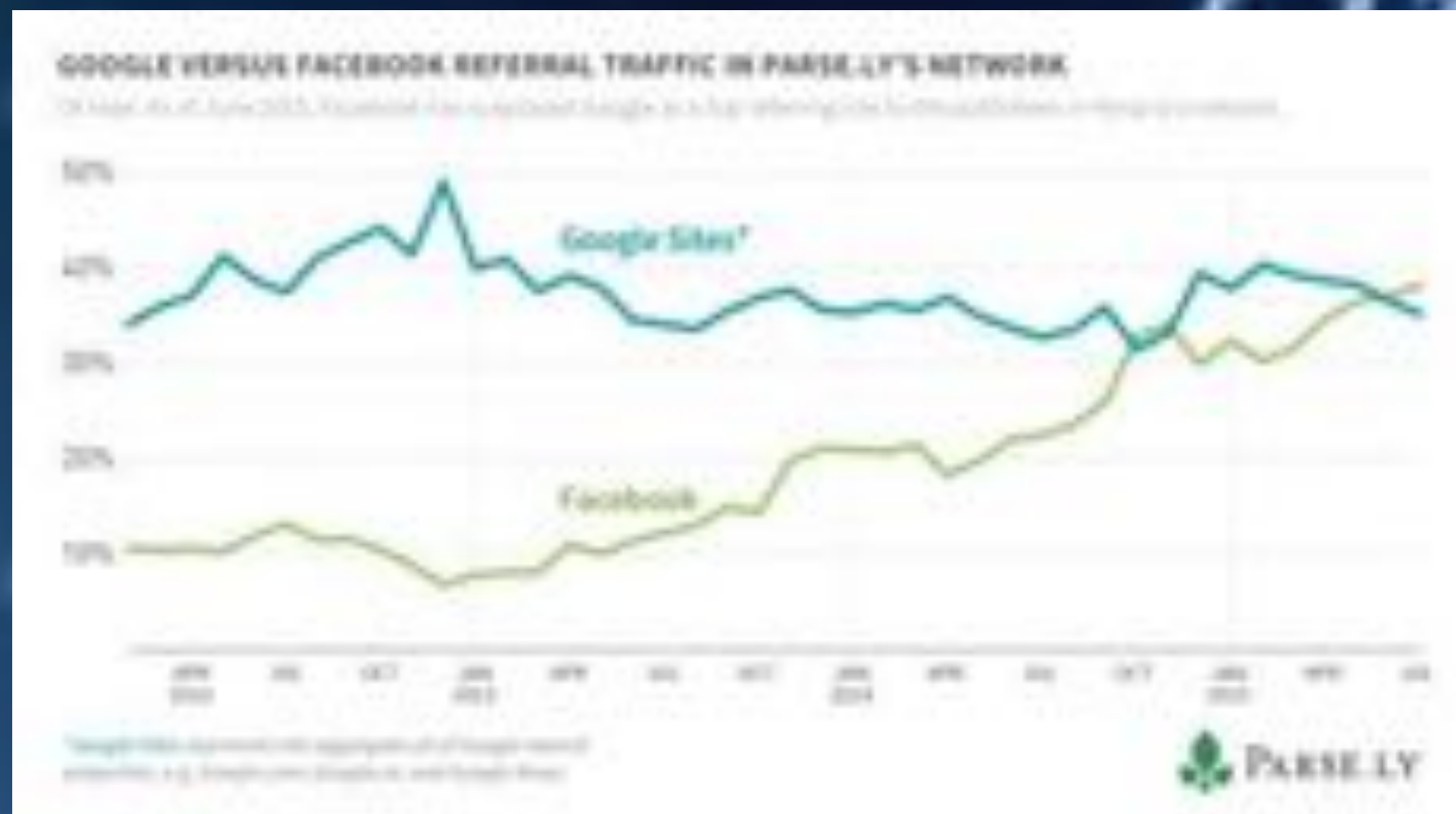




CONTEXT,
WHAT CONTEXT?

TWO ALGORITHMS DEFINE OUR INFORMATION FLOW...

The web is increasingly dominated by peer-driven, algorithmic media...
...and search is now being matched by social referrals



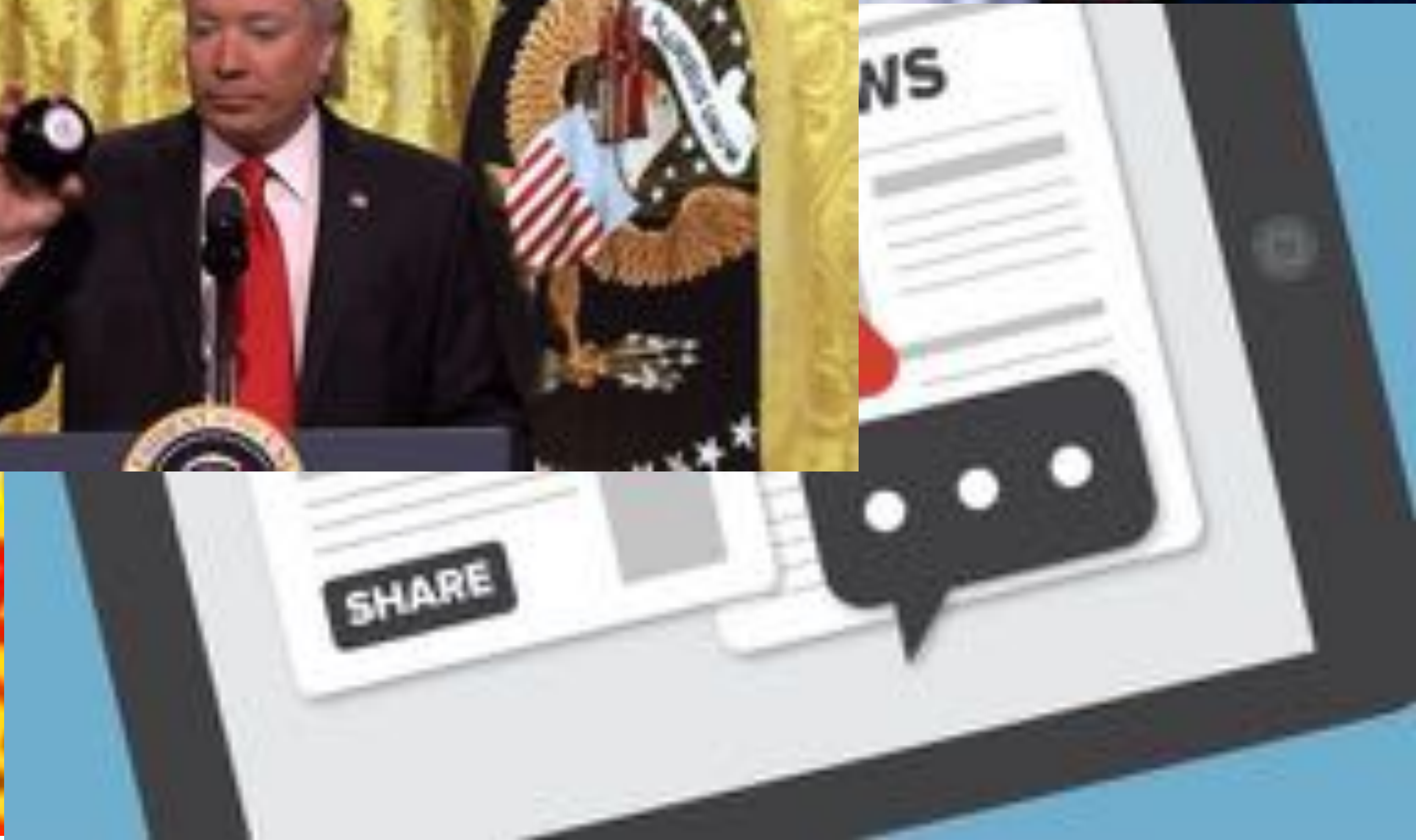


CONTENT SHOULD MEET PEOPLE **WHERE THEY ALREADY SPEND THEIR TIME**





fakebook



"Nearly 40% of Twitter users say they've made a purchase as a direct result of a Tweet from an influencer."

Source: Twitter



"70% of teenage YouTube subscribers say they relate to YouTubers more than to traditional celebrities."

Source: Google

85% of users surveyed find visual UGC more influential than brand photos or videos

Source: Offerpop



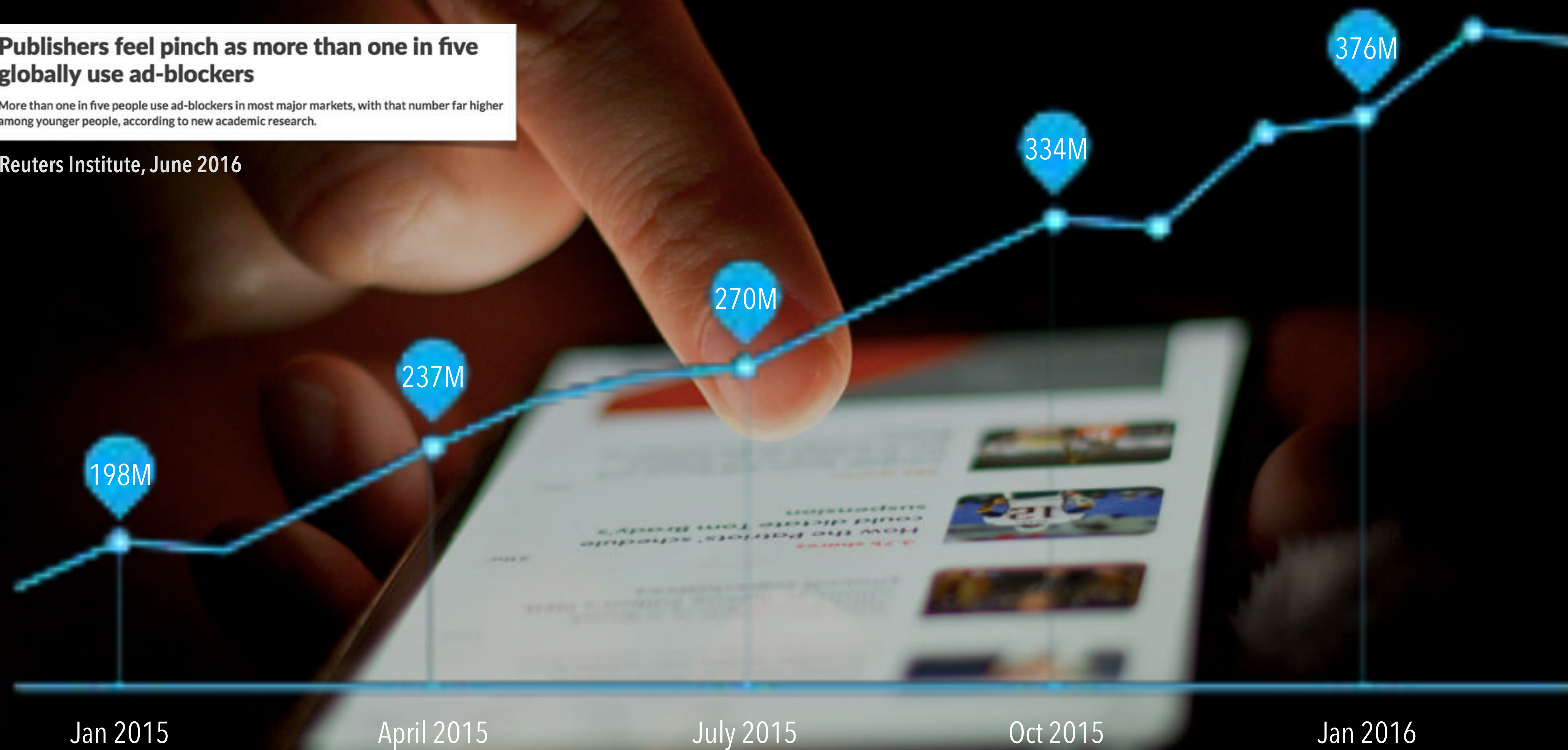
EARN THE RIGHT TO BE IN THE NEWS FEED

GLOBAL MONTHLY ACTIVE USERS (MOBILE ADBLOCKING BROWSERS)

Publishers feel pinch as more than one in five globally use ad-blockers

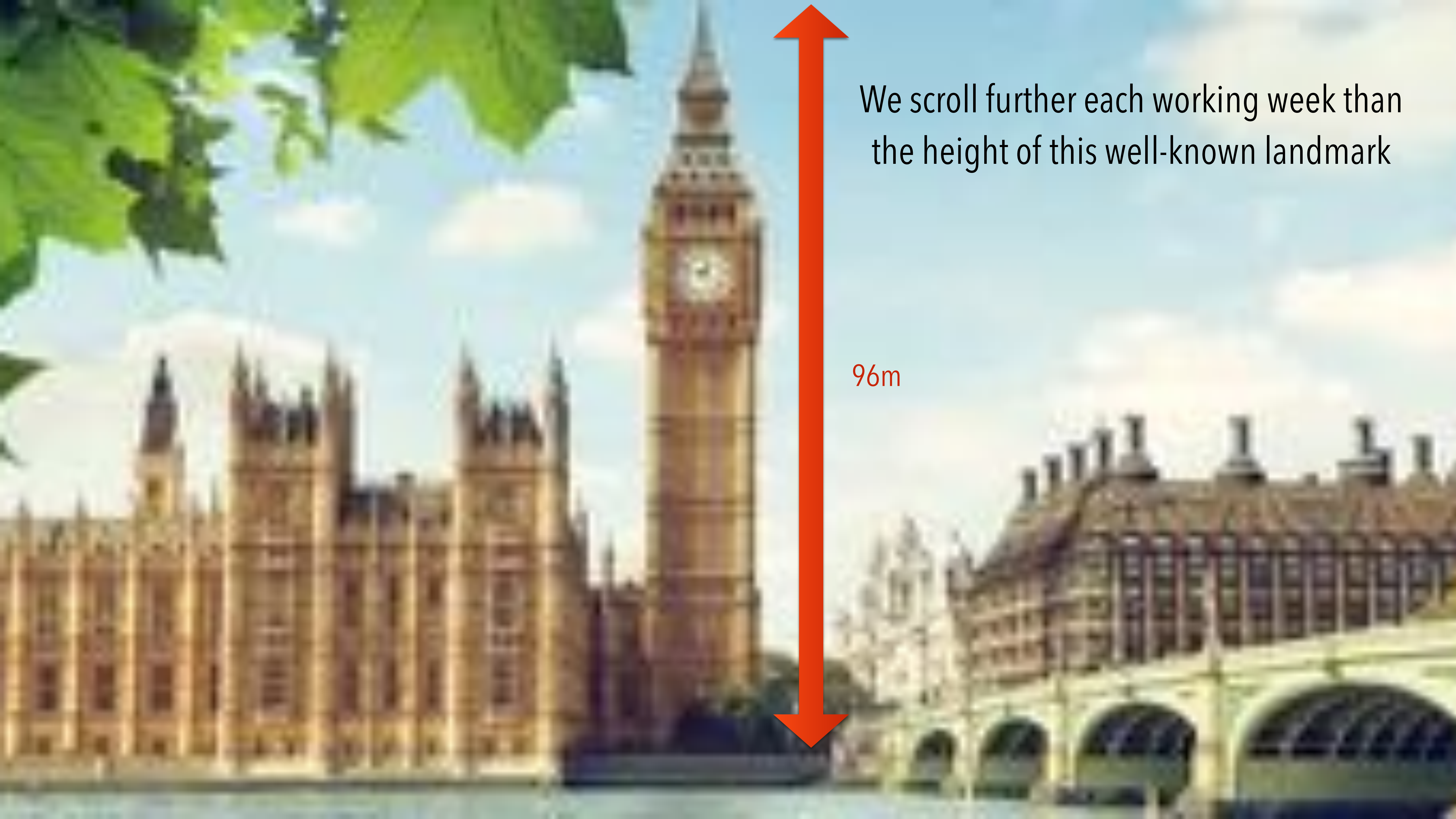
More than one in five people use ad-blockers in most major markets, with that number far higher among younger people, according to new academic research.

Reuters Institute, June 2016



HOW FAR DO WE **SCROLL**?





We scroll further each working week than
the height of this well-known landmark

96m

SMARTPHONE USERS WILL SCROLL BETWEEN 200-250 TIMES A DAY
THAT'S EQUATES TO 22 METRES PER DAY



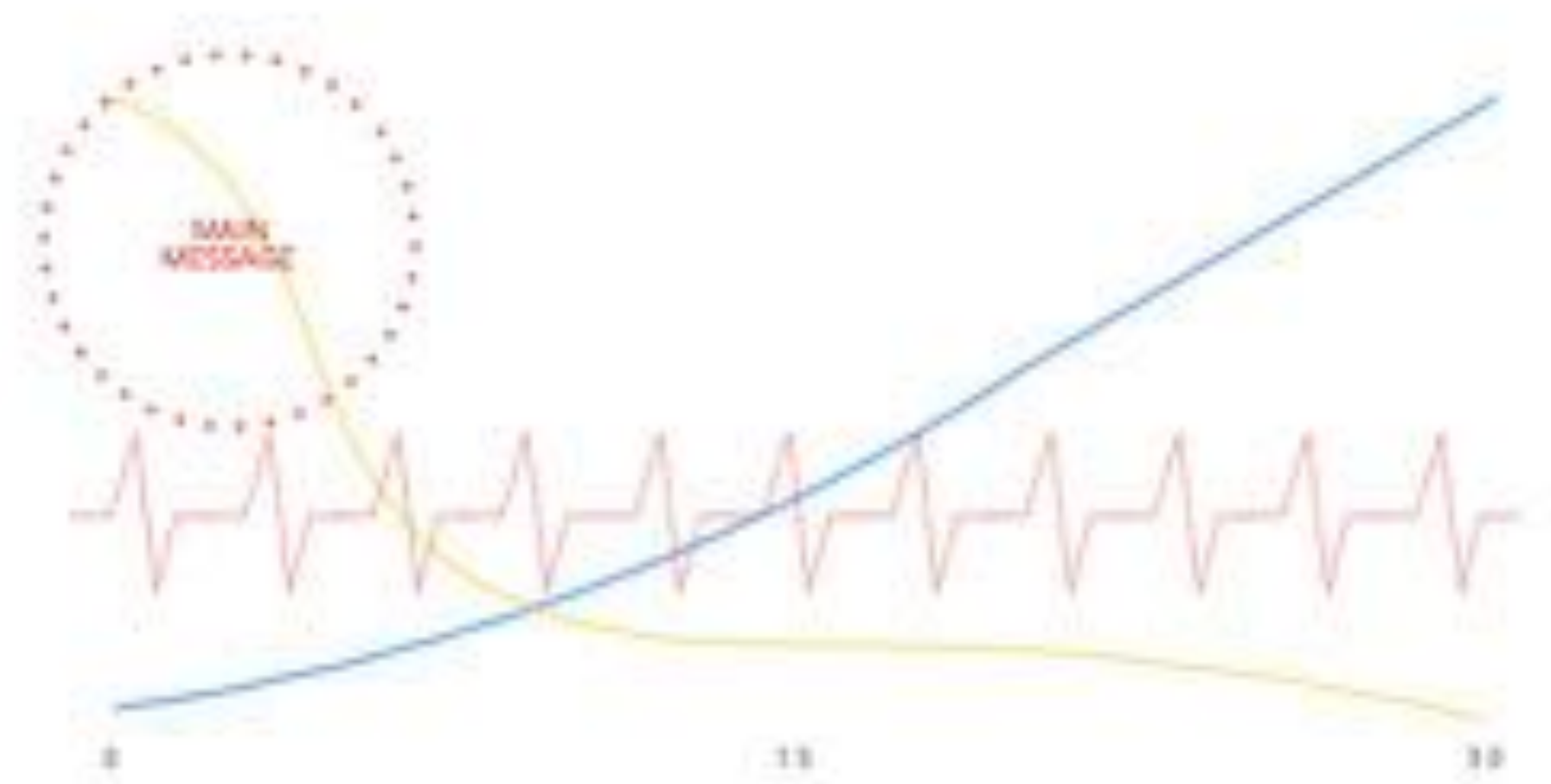
VIDEO ON  IS DIFFERENT TO



MADE FOR MOBILE



TECHNIQUES TO HOOK IN THE VIEWER, AND KEEP THEM INTERESTED



WIN AT MICROMOMENTS!

1. MAKE FOR MESSENGERS
2. TURN 15 SECONDS INTO 15 MINUTES
3. CONTEXT, WHAT CONTEXT?
4. EARN THE RIGHT TO BE IN THE FEED

