

BOZELL.COM/THINKING

# thinking

2018 • ISSUE 1

TO MEDIA AND BEYOND



WE ALL ORBIT AROUND THE MIGHTY MEDIA

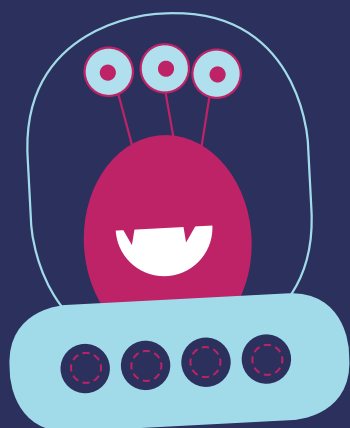
THINKING  
MARCH 2018 **BOZELL**

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The advertising world would be nothing if it weren't for the media department. When you watch a TV commercial or hear a radio spot or click on an ad, what you see and hear is the creative. But at the center of all of them is a media team that has asked and answered 100 questions before placing those ads, making sure the right people are watching that TV commercial or listening to that radio spot or clicking that ad. And it's not just traditional media buys anymore. Factor in digital and social buys, search engine marketing, and artificial intelligence, and it gets complicated. That's why we've asked our media team to share a few tips, trends and insights, so you can be sure you're getting the most out of your media buys.

NETFLIX

hulu





# DECODING MEDIA SPEAK: A COMPREHENSIVE GLOSSARY

Have a hard time comprehending what you're hearing at the latest media presentation? Help is right below. Here are a handful of media terms that you may or may not know.

## THE BASICS

**Impression:** When someone sees your ad.

**Click:** When someone actually clicks on your ad.

**Reach:** The percentage of people who see your ad.

**Frequency:** The number of times people see your ad.

**CPM (Cost Per Thousand):** The price you pay for every 1,000 impressions.

**CTR (Click Through Rate):** How often someone clicks on your ad.

**CPC (Cost Per Click):** How much you pay every time someone clicks on your ad.

## DIGITAL DIALECT

**Native Ad:** Advertising designed to blend in with surrounding editorial content.

**SEO (Search Engine Optimization):** What helps your website appear high within a person's search results.

**SEM (Search Engine Marketing):** Using paid advertising tactics to

help your website appear high within a person's search results.

## TARGETING TERMINOLOGY

**Behavioral Targeting:** Advertising to someone based on their past behaviors.

**Contextual Targeting:** Advertising to someone based on where they are likely to be at the moment.

**Location or "Geo" Targeting:** Advertising to someone based on where they have been/are currently located.

**COOKIE: INFORMATION STORED ON A PERSON'S COMPUTER THAT REMEMBERS HIS HER PREFERENCES, THAT THEN ADVERTISERS USE TO TARGET A CONSUMER.**

**Retargeting:** When an advertisement is shown to a user based on actions he/she has recently made on the web (i.e., they visit Zappos.com, next day they see a Zappos ad). NOTE: This strategy uses cookies.

## VIDEO VERNACULAR

**OTT (Over the Top) Device:** A device connected to or built within a TV to facilitate the delivery of Internet-based video content (e.g., Roku and Playstation Vue).

**Connected TV ("Smart TVs"):** Television sets connected to the Internet via OTT devices.

**Addressable TV:** Technology that allows publishers to show different ads to different households while they are watching the same program.

**Daypart:** How TV and radio outlets describe and sell their inventory (i.e., "Network Prime" from 8:00 p.m. to 10:00 p.m.).

**Pre-Roll and Mid-Roll Video:** An online video commercial that appears prior to or as a break in video content, respectively.



# MEDIA BUYERS: THE NEW SOCIAL SCIENTISTS

NERDS ✓

BY MIKE GILLOON, DIRECTOR OF STRATEGIC COMMUNICATION

CHIEF NERD ↗

At some point, most media buyers have told friends or parents what they do for a living.

“I’m a media buyer.”

“Oh, so you ... buy ads. That’s it?”

HUH?

That’s not it. At all.

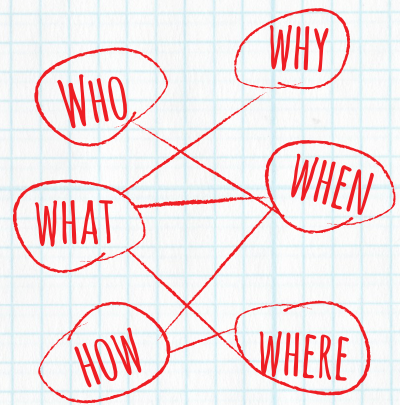
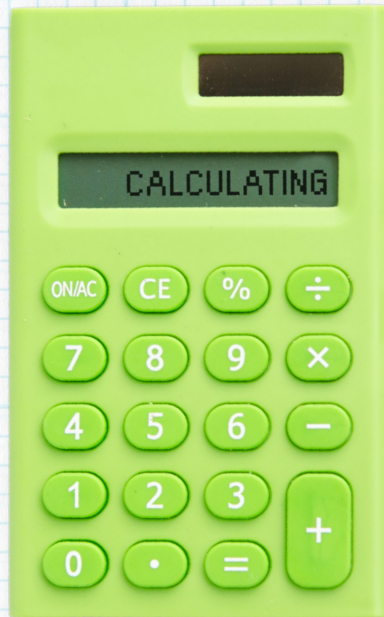
Signing a contract is a very small part of a media buyer’s job. When you see an ad – whether it’s on Facebook, Forbes or Fox Sports 1 – it’s likely that a media buyer did much more than just purchase that ad. They spent hours researching, thinking and negotiating.

Media buyers are investigators. They are scientists interested in creating just the right formula to help your brand grow. Before the first dollar is spent, media buyers have asked dozens of questions to help them make the most informed, effective decision possible. We call these ...

## THE FIVE WS ... AND THE ONE H.

✓ Who is our target? Are they old or young? Nebraskans or New Yorkers? Who do we want to reach first?

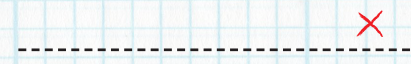
✓ When do our customers make a purchase decision? Or when are they not in the mood for a product pitch? When are they most likely to pay attention to us?



✓ Why should our client invest this money? Why this media channel over that? Why do we think this is the best way to reach our target?

✓ How Much is this media worth? Are we getting the best possible deal? Are there other publishers that have a better offering?

And after all these questions are answered, we sign on the dotted line.



✓ What does our target read, watch, say, do and think? What do we know about them? Do they prefer podcasts over the radio? What more can we learn about them?

✓ Where does our target turn for advice? Do they trust influential voices in the blogosphere? Do they do their best thinking on the drive to work?



✓ SCIENCE. SCIENCE EVERYWHERE.

# 5 Steps to Plan a Better Campaign with Your Media Buyer

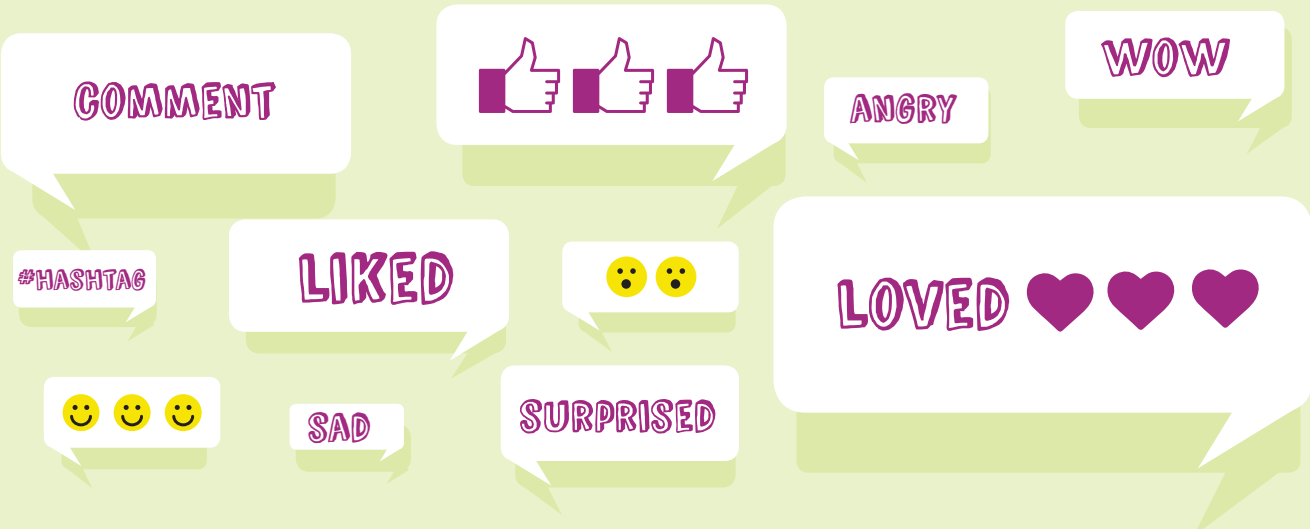


By Ashley Gaa, Media Buyer

Imagine your media buyer as the guardian of your media budget, put in place to protect you and get you the most efficient buy for the least amount of money. Working with us ensures that the campaign will run without a hitch and meet its goals. Here are a few steps to make planning with your media buyer successful.

1. **Introduce your media buyer into the planning process from the beginning.** Media placement can impact the types of creative needed for a campaign, so involving the media buyer early on can provide valuable learnings and help avoid surprising costs, going over budget, and disappointment.
2. **If creative is leading the recommendation, it is imperative that creative and media talk.** Media can provide capabilities you may not have known were available. We can also help determine the most efficient costs. Without this insight, you could end up spending money on producing something cool that you can't use.
3. **While media buyers are wizards at negotiating, please don't assume that everything is free.** Always tell your buyer what goals and objectives you have. Media will research, leverage relationships and try to get you the best costs to meet the goal.
4. **Media buyers are masters at research (aka, secret hackers).** We have in-depth knowledge of media channels and audience behaviors. We can tell you the who, what, where and why of what people watch, see, hear and do. Use us as a resource.
5. **Remember that ads won't be seen without a media buy.** Wonderful creative is great, but, without a plan for media, no one will see it.

p.s. Don't mess with Ashley.



# MARKETING BY BEHAVIOR IN PAID, OWNED AND EARNED MEDIA

BY TRACY KOENEKE, MEDIA DIRECTOR

**W**e've all heard of paid, earned and owned channels and how each is relevant. Yet, in today's world, we actively use these channels simultaneously, often without realizing it.

It all starts with behaviors.

Behaviors provide marketers with smarter and more efficient ways to reach and talk to our customers.

Paid media uses audience behavior to be in front of consumers within their moment of need or want. For example,

HGTV.com is a natural tie-in for products and services to reach a captive audience in the mindset to update their homes.

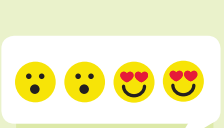
Owned channels use behavior to interact with customers – on social channels or through the company website – to create unique content, make personal recommendations or improve relationships.

Earned media, though we can't control what someone (local news, influencer, etc.) will say, uses behavior insights to guide discussions and build referrals.

Behaviors can help us recognize users across devices and channels. Incorporating those behaviors helps us eliminate some the guess work and turn our paid, earned and owned into a more relevant channel.

#HASHTAG

BUY NOW



LIKED

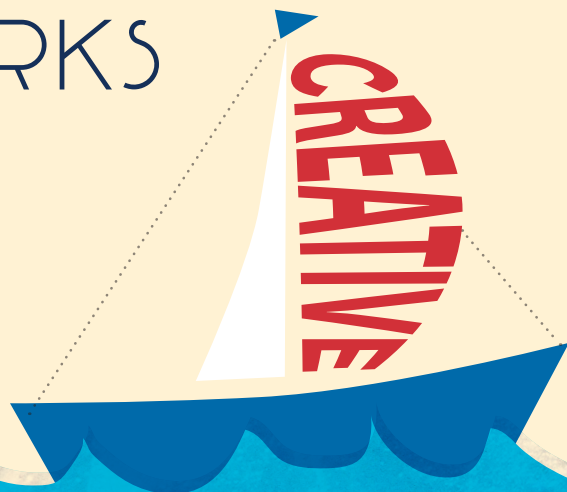
SHARED

RETWEET

LIKED

# MEDIA REPORTING: HOW WE DETERMINE IF MEDIA WORKS

BY MIKE GILLOON  
CLAIRE BLANN ASSISTANT MEDIA BUYER



So great, we've made this beautiful [insert creative here]. The client loves it. We send it out to sail the abyss known to us mere mortals as the internet. ... Now what?

Believe it or not, every time we place an ad, there is a boatload of information we can see that goes beyond the number of impressions or clicks. But what client wants to spend an afternoon looking at a chart full of numbers that don't even make sense? How do you figure out what is really important? And what's the point anyway?

## GREAT QUESTIONS

The absolute best thing I can teach you about media reporting is that it will mean nothing unless you can utilize it to achieve better results. These reports tell us all kinds of things. They sometimes confirm what we already think to be true – that we correctly assumed a trend and the ads are performing as predicted. Or the opposite may happen and the ad we liked the least is outperforming the others. This data leads to further questions, which give us insight for how to move forward throughout the campaign, or future endeavors.

MEDIA REPORTING  
WILL MEAN NOTHING  
UNLESS YOU CAN  
UTILIZE IT TO  
ACHIEVE BETTER  
RESULTS.

The most efficient way for us to help you optimize performance and achieve your campaign goals is to bring us into the planning process. Help us help you identify your desired performance indicators, be it video completions, or purchases made. With these performance metrics in mind, we know what to look for when we see all these charts full of numbers, as well as how to identify those figures that will make the biggest difference for your campaign moving forward.

# The Keys to a Happy Creative and Media Marriage

By Dan Cooper, Creative Director

*I'm a creative.* But I love media. In fact, I previously co-led an interdisciplinary team that combined members from the digital, creative and media departments. To be successful in this ever-changing world, a healthy marriage of these disciplines is an absolute necessity. A creative idea is only as strong as the media that supports it. And a media buy can only be effective if the creative is both compelling and engaging.

So, what exactly are the keys to a happy creative-media marriage? It's as simple as following these five easy recommendations.

## *Start talking early. And often.*

This may sound like a repeat, but it's important. The earlier the creative and media teams get together, the better. The absolute worst possible outcome is a creative idea having to be retrofit into a media buy that doesn't support it, or media trying to facilitate a creative concept in a buy for which it doesn't make sense.

## *Research. Research. Research.*

Every day, publishers and media companies are creating new and exciting ways to reach your target audience. Try to track, follow, anticipate and act

upon new technologies and possibilities.

## *No role is more important than the other.*

As with any relationship, it's important to understand that both perspectives are equally important, and equally necessary.

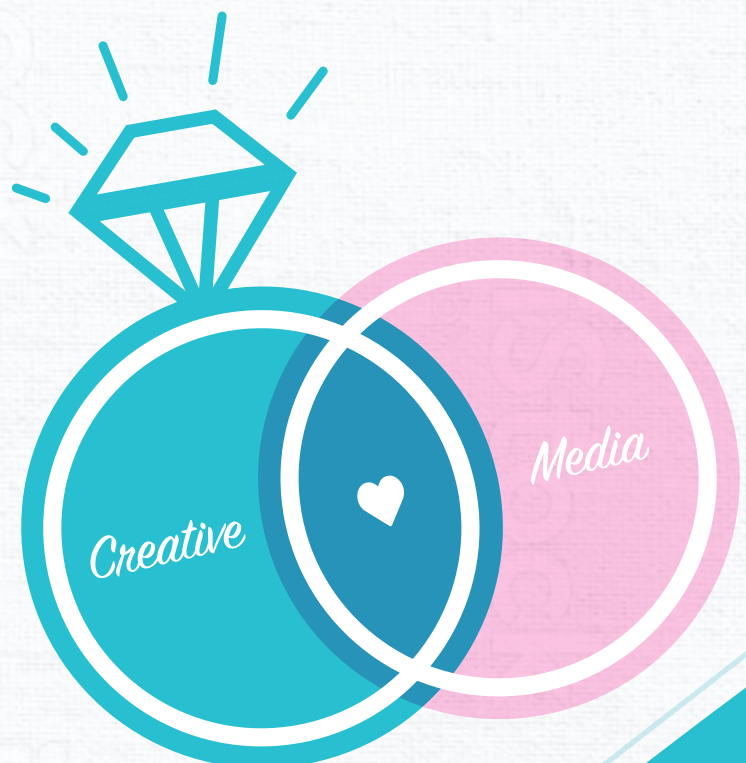
## *Try a lot. See what sticks.*

Trying new things can seem risky. But nobody ever exceeded expectations by doing what's always been done. Try allocating part of the budget to something new, even if it's small.

## *Optimize together. Frequently.*

As a campaign wears on, don't forget to work together to figure out new ways to optimize the work - new copy, imagery, targeting tactics or vendors. This greatly increases the ads' effectiveness and performance.

*As with any relationship, it's important to understand that both perspectives are equally important, and equally necessary.*






# PURCHASING MEDIA AND ARTIFICIAL INTELLIGENCE


BY TRACY KOENEKE



**AI** (Artificial Intelligence is weaving its way into everything we do. AI like Alexa, Siri and Bixby have been integrated into everything from our phones to appliances and now vehicles. These AIs are getting smarter each day, learning our preferences, and responding to our questions.

Media buying and purchasing is no exception. Marketers can leverage these AI learnings and create opportunities to interact with customers. For example:

“Alexa, add Tide to my shopping list.” 

 “Google, what’s my account balance?”

As marketers, we have the opportunity to assist customers in completing these tasks.

Creative teams start by ensuring that product names are easy for customers to say and voice assistants to understand/repeat back.

**AIS ARE GETTING SMARTER ... LEARNING OUR PREFERENCES AND RESPONDING TO OUR QUESTIONS.**

Media teams then work hand in hand with creative and development teams to use the skill-development kits available to integrate into the AI channels.

Media teams can also reach out through connections to the AI corporations to secure integrated placements. There are ways to be integrated at no cost, and, similar to search, there are opportunities to pay to get customers to say the brand.

We have the opportunity to focus on simplicity and make our clients and brands easier to be recommended, utilized and accessed by current and prospective customers. AI shouldn’t be scary, but rather embraced as an opportunity to help us succeed.

**“MAKE MY AD GO VIRAL.”**

**“I AM SORRY DAVE. I’M AFRAID I CAN’T DO THAT.”**



# A Smart Search Strategy Starts with The Right Match

**T**he seasons have changed and so has your inventory, so how do you let people know that you have exactly what they are looking for? Insert Search Engine Marketing here – or better known as SEM or Google Ad Words. SEM is the perfect tactic for reaching people who are searching Google for the same products and services that you offer. But, trying to manage SEM on your own can be overwhelming and costly, so here are a few simple tips.

## Determine the best type of match.

When selecting your keywords, you're going to have to choose between a broad, phrase or exact match, so think about which type best fits your goals. For example, while a broad match may get you more impressions or clicks, it's possible that an exact match may actually generate better leads, resulting in more sales.

An exact match  
may actually  
generate better  
leads, resulting  
in more sales.

*It's a match!*



YOUR PRODUCT



CONSUMER



BY HOLLY BAGLEY, DIGITAL MEDIA BUYER

## Make the most of your keywords.

When creating search ads, be sure to include keywords in your titles, as well as in your description. Also, Google recommends that you run three display ads with your search campaign. This gives you the opportunity to use more keywords and reach more people.

## Monitor your performance.

You will want to monitor a keyword's impressions, clicks and cost. Don't just set it and forget it. Look at the quality score and ranking of a keyword, as this affects where Google places your ad within the search results. Then take these insights into how people are searching for your products and services and use them to come up with new keywords and updates to your ads.

Keywords make the dream work. Use them wisely.

# FIVE MEDIA PREDICTIONS FOR 2018



BY KIM MICKELSEN, CEO

## FACEBOOK WILL MAINTAIN DOMINANCE FOR NOW

Last year, Facebook accounted for 23% of total U.S. digital ad spending. But, according to eMarketer projections, it will hit a new record in 2018, taking in \$1 of every \$10 spent on all advertising – digital and non-digital combined.

## AMAZON WILL TAKE OFF THE GLOVES

While Google and Facebook represent more than half of the U.S. advertising market, we expect 2018 to be the year Amazon will roll out an upgraded ad platform that can compete with Facebook and Google's duopoly, taking full advantage of its 180 million U.S. visitors each month.

## MARKETERS WILL PUT THE STORY FIRST

Storytelling engages, elicits active involvement and achieves better results. This is why more marketers in 2018 will seek innovative ways to tell their brand story. Expect to see a focus shift away from developing campaigns and ads and toward developing branded content.

## ADVERTISING WILL GET EVEN MORE PERSONAL

User data makes the ad world go round, and advertising will get increasingly personalized in 2018 as a result. AI will help us better curate the content we are most interested in across the fragmented media ecosystem and it will help make advertising even more targeted.

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AMAZON WILL ROLL OUT AN UPGRADED AD PLATFORM THAT CAN COMPETE WITH FACEBOOK AND GOOGLE'S DUOPOLY, TAKING FULL ADVANTAGE OF ITS 180 MILLION U.S. VISITORS EACH MONTH. ★ ★ ★ ★

## BLOCKCHAIN WILL BEGIN TO IMPROVE DIGITAL ADVERTISING EFFECTIVENESS

For advertisers, Blockchain can help stamp out bot clicks and other threats that can plague a campaign. Advertisers will know that it's real people engaging with their ads, protecting the integrity of their campaign data and preventing wasted money. For consumers, their data will be better protected because of added security. And it could limit demographic information from being sold without authorization.

