



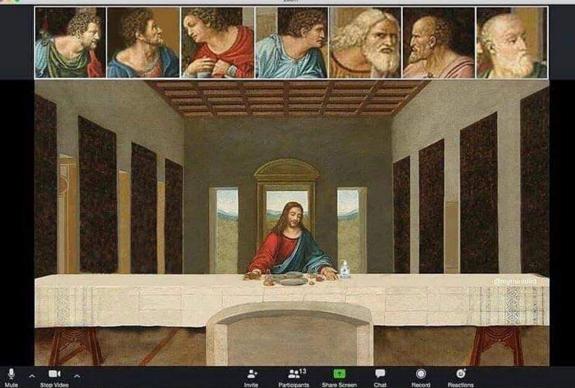
安尾 有里左 Arisa Yasuo

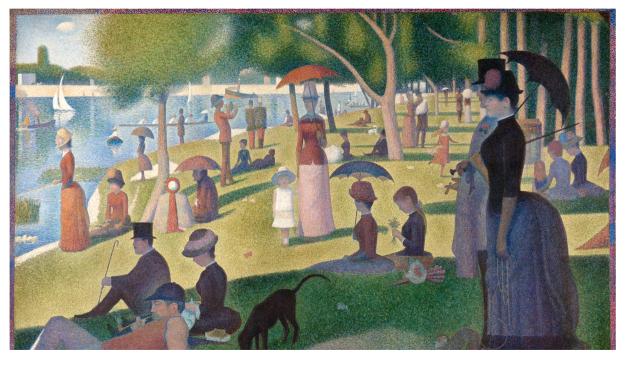
Studio Designer Teads Japan Teads Studioクリエイティブがいかに広告効果を底上げするか

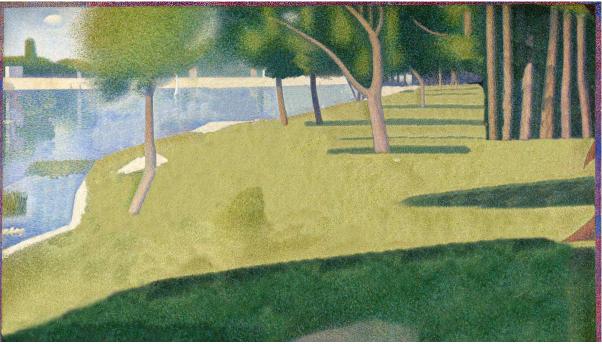
LEAR SERIES

∰7。Teads Studioクリエイティブがいかに広告効果を底上げするか









デジタル広告の売り上げの50%以上は、 "クリエイティブ"に起因する。

ニールセン カタリナ 01 2017



それでも ユーザーのアテンションを 獲得するのは 難しいとされている

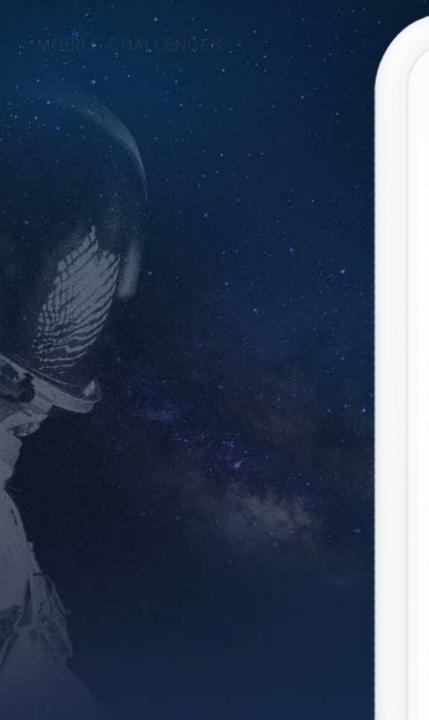
ソーシャルニュースフィードに おける平均ビュータイム

(According to the leading CPG company)



QUIZ





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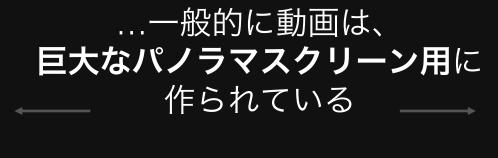


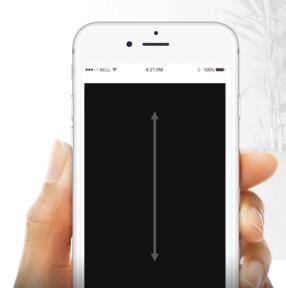
INTRODUCTION

ほとんどの人が、広告を無視する。 広告が、ほとんどの人を無視するからだ。

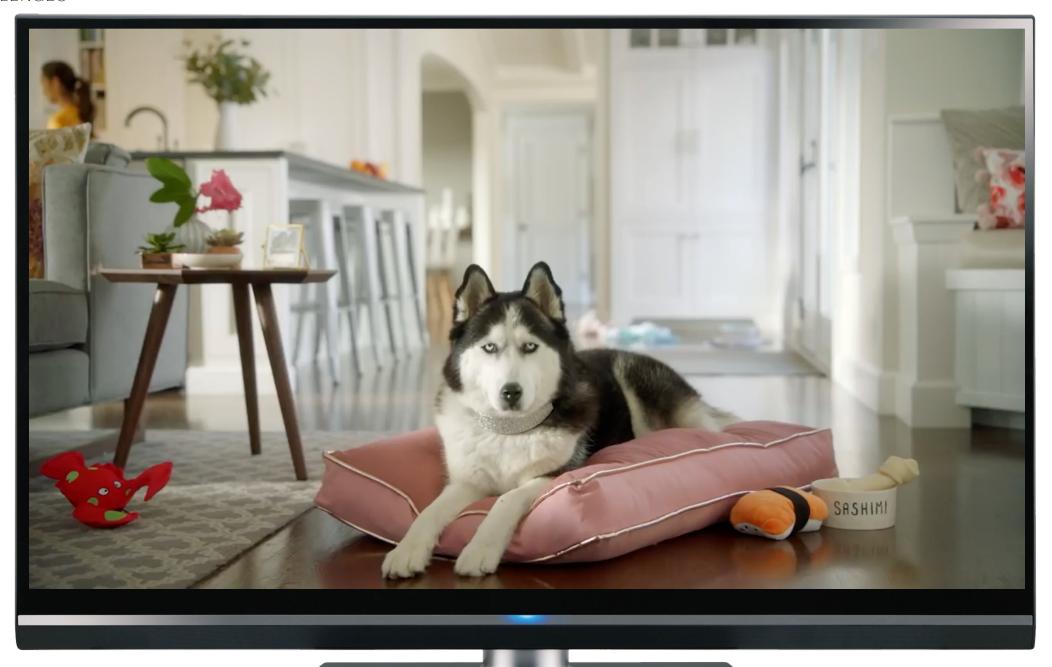
Bob Levenson – 広告コピーライター

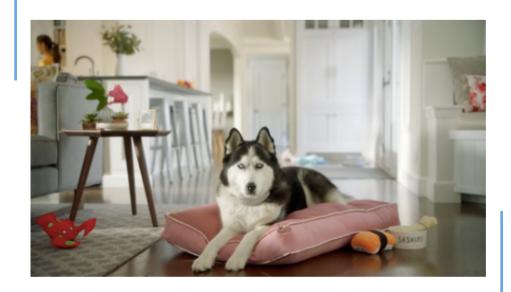
85%の動画は、 小さな縦型のデバイスに 配信されている・・・



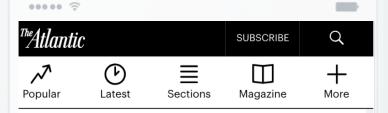








犬がしゃべっている? ペットフードの宣伝? 家具の宣伝?



IDEAS

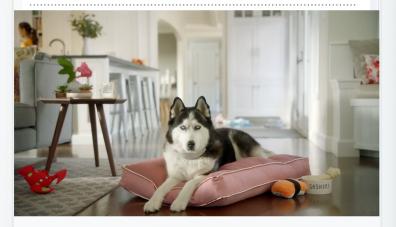
Why Stephen Moore's Fed Bid Failed

Trump's choice for the Federal Reserve has a long track record of statements—on the economy, gender, and race—that left him with few supporters in the Senate.

MAY 2, 2019



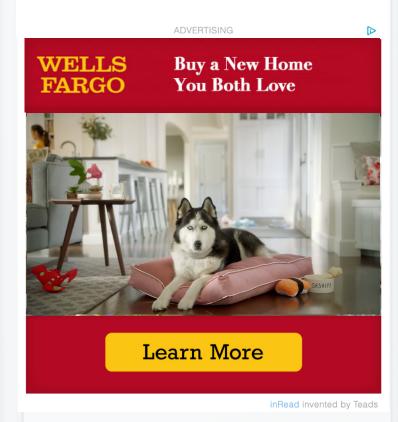
David A. Graham Staff writer at *The Atlantic*





独自のブランド アセットを活用し、 最適化する。

mind-blowingly epic. What I thought is, this just doesn't stop. Once it starts, it does. Not. Stop. It's just this horrible, brilliant, terrifying, at times funny, at times very moving, relentless action.











Scroll down to see your creative

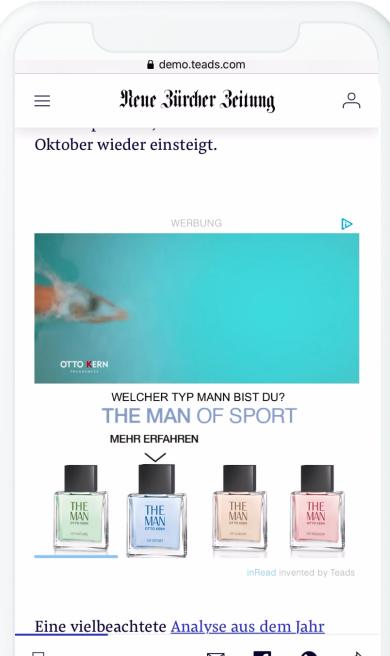
ARTICLE

Creative that cuts through the noise... but respects the user.

Holding attention in a mobile driven world is no easy challenge. At Teads, we embrace the swipes, the scrolls, the pinches and the















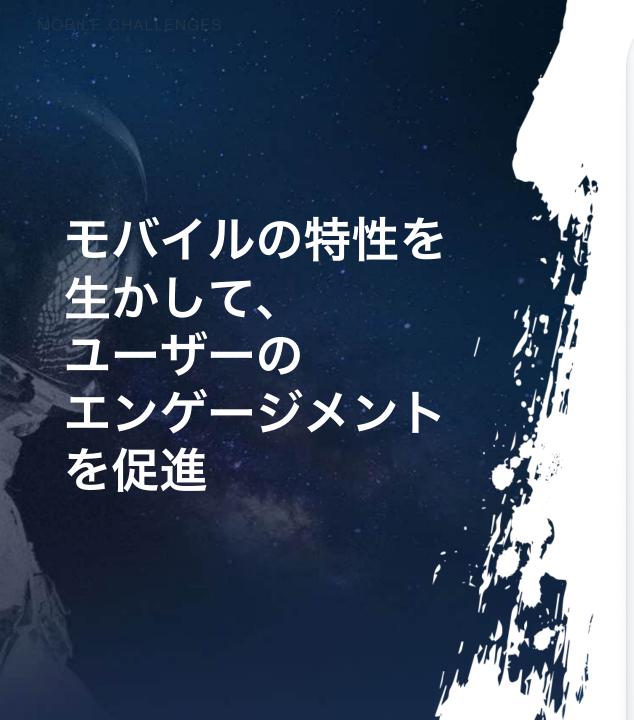
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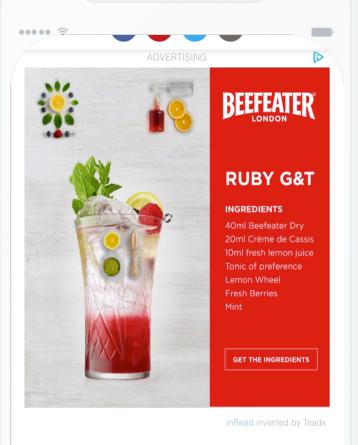
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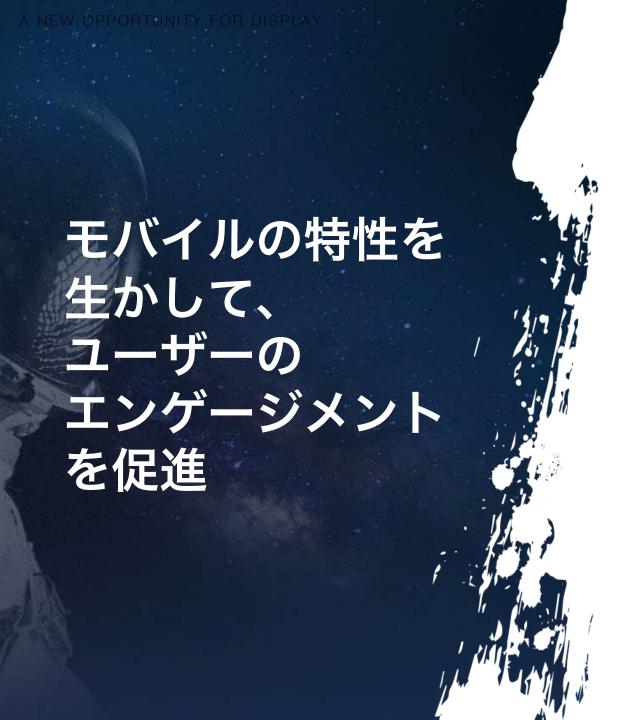






The indie icon also needs space — not from anyone in particular, but from the noise of a busy life — to let her personal creativity flow. As of late, while she works







marie claire



Home / Fashion / Shopping

Wedding guest dresses for every shape, style and budget

Penny Goldstone March 8, 2019 3:43 pm

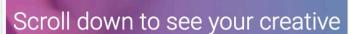
Wedding guest dresses can be a nightmare to









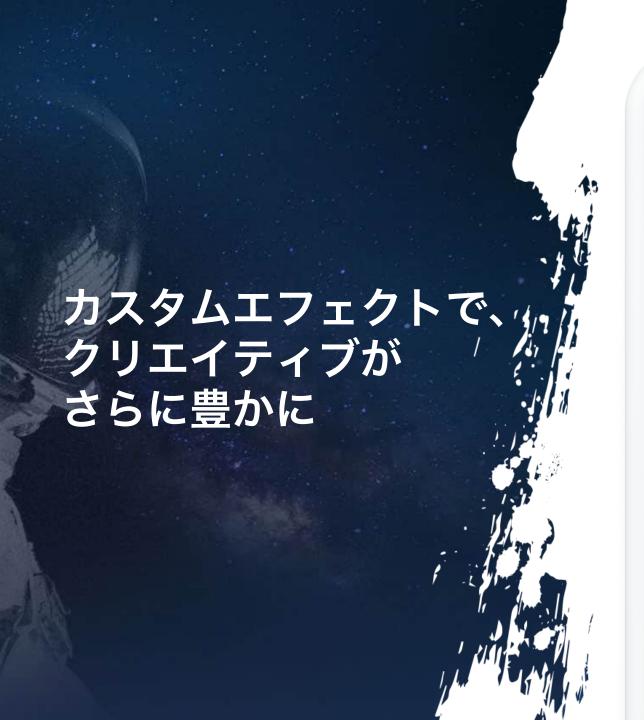


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marie claire

2

Home / Fashion / Shopping

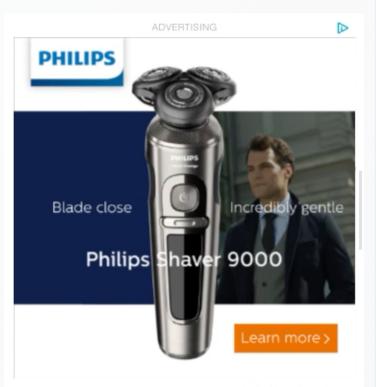
Wedding guest dresses for every shape, style and budget

Penny Goldstone March 8, 2019 3:43 pm



Madding sure of duages





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inRead invented by Teads

A job ad for an editor for a new youth magazine came at exactly the right time. I had been thinking for about a year that I would like to work with young people. I had previously gone into a young offender institution to talk to young men about writing and books. It was a horrific day: I was unconfident and arrogant — a terrible mentor. Walking away from the YOI, I felt a sense of shame that I had messed up a potentially inspiring opportunity for these guys. I vowed to do better next time.











Scroll down to see your creative

CPCv

2-3倍

通常の ソーシャル広告 と比較

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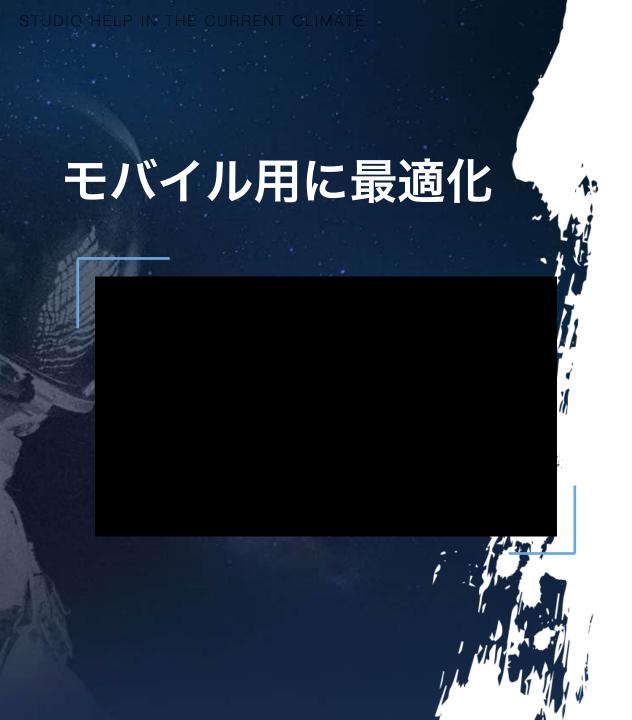
OPPORTUNIES IN THE CURRENT CLIMATE

Teads STUDIO & + Teads STUDIO

コピーをより適切なものに変更









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Holding attention in a mobile driven world is no easy challenge. At Teads, we embrace the swipes, the scrolls, the pinches and the taps to build ad experiences that delight the user and deliver business results for brands.



By Oluptatem Nesciunt, January 16, 2019

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demo.teads.com

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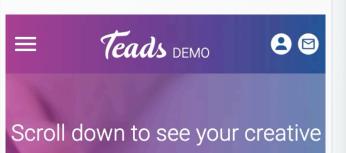
By Oluptatem Nesciunt, January 16, 2019

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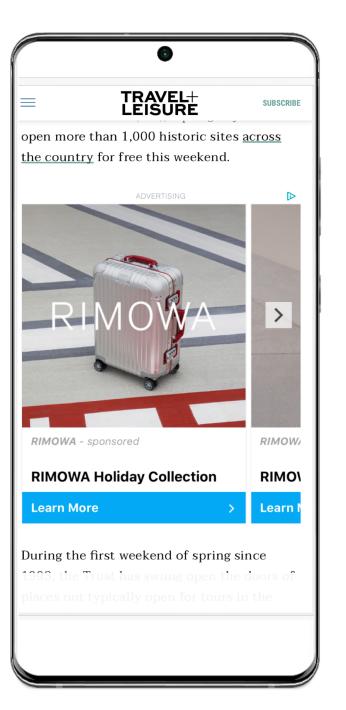
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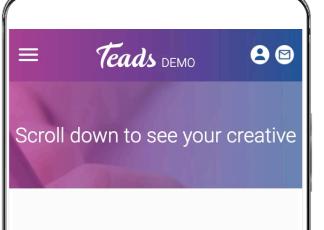












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والمام المسم سممين مطلح الخماس



お問い合わせ:sales-jp@teads.com

Teads STUDIO

ありがとうございました!

DISCOVER NOW

