

# *Teads*

The Global Media Platform

## Digital Trends at the Crossroad of Media, Creativity, and Technology

Apr. 2020

Bertrand [Coca] Cocallemen

VP, Head of Teads Studio North America



# Hello

French, born in Madagascar.  
20 years in digital advertising.  
Lived 24 years in Brazil.  
Global Creative Director  
based in New York.

# *Teads* STUDIO

+100 professionals  
Designers  
Creative Technologists  
Creative Strategists

*Teads*



# 1.5 Billion People Monthly



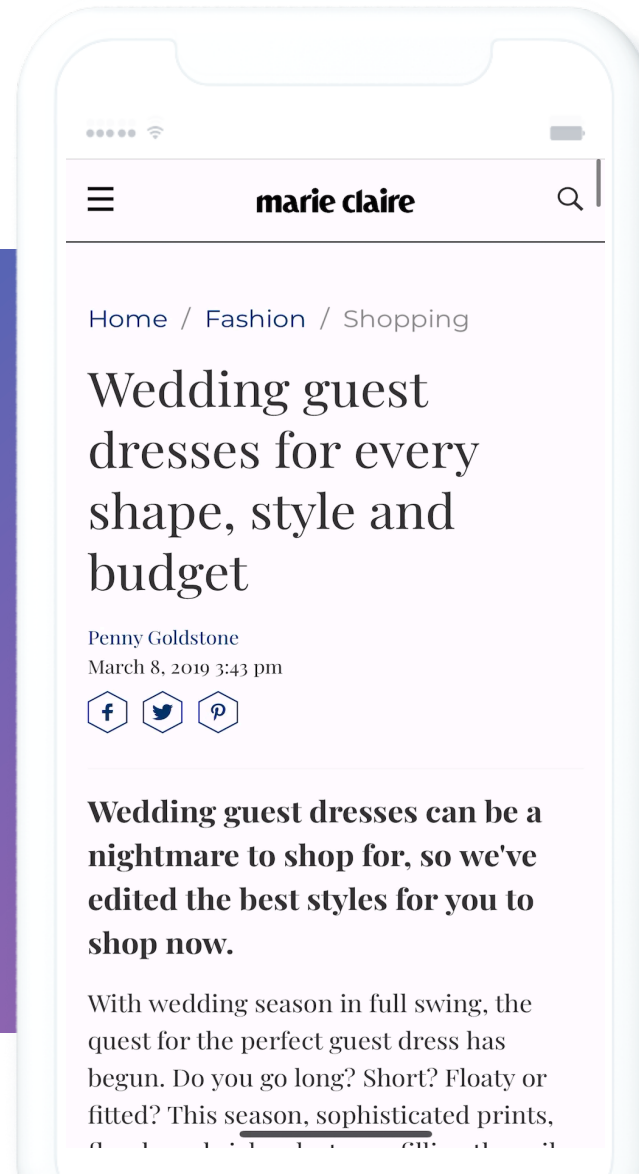
# Teads value proposition

Teads delivers ads in professionally produced content (NO fake news)

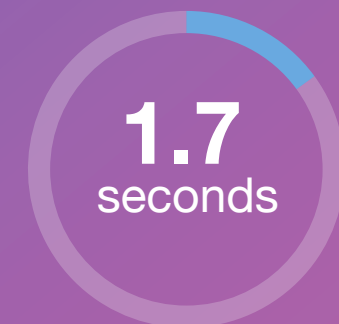


Average View Time  
Video Ads within Teads

(according to a leading CPG company & Moat)



Social platforms deliver ads in user generated content (risky environment for brands)



Average View Time  
Video Ads within newsfeed

(according to a leading CPG company)

# Creative Challenges in mobile



# We Drive Business Results Through Data-Driven Creative Strategies



Advanced Data-Driven  
Creative Platform

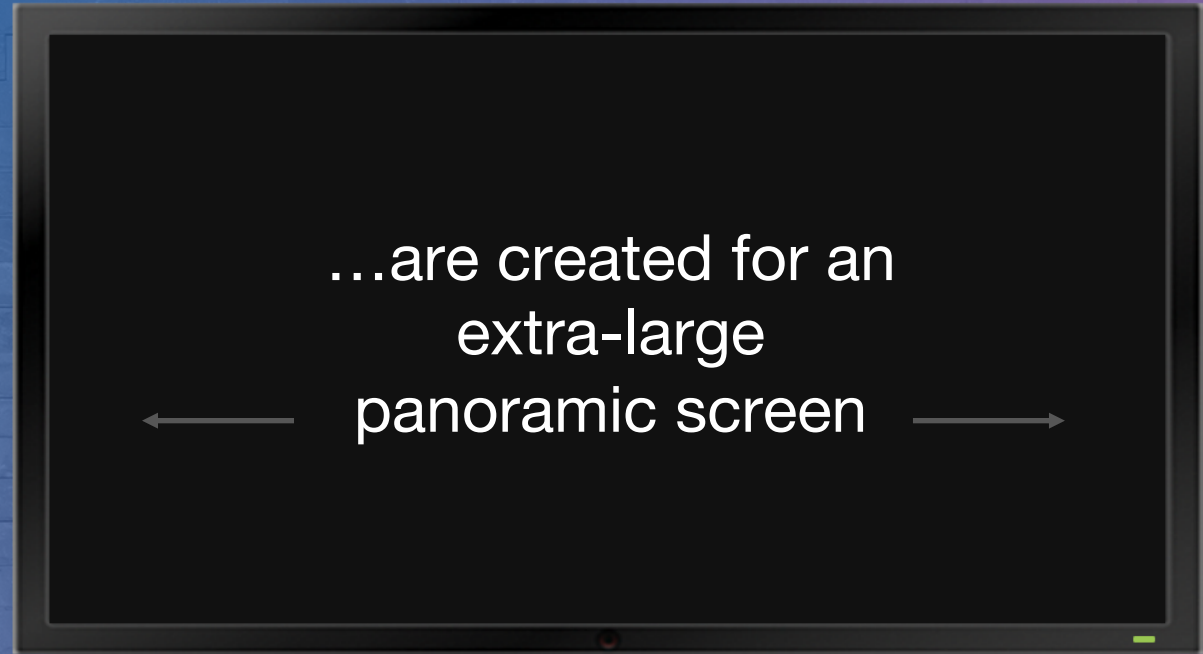
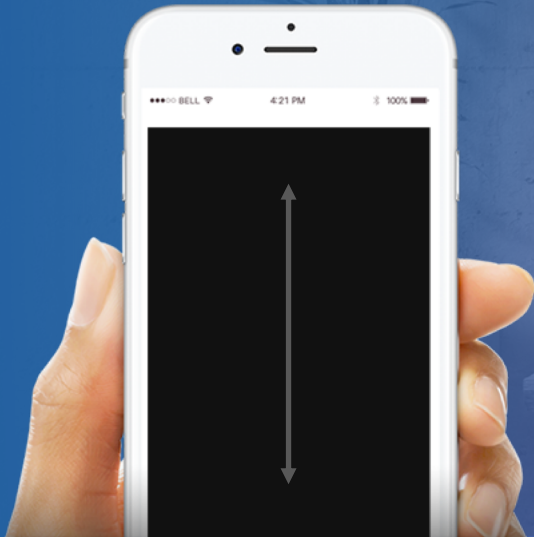


Dedicated Creative  
Strategy Team



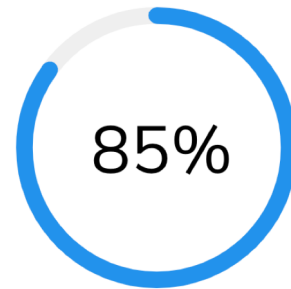


85%  
of the videos that  
run on a small  
vertical device...





# Watching sound off video is the **new norm**.



of Facebook videos are watched without sound.

*Source: Digiday, 2017*



Google Chrome autoplay video policy change.

*Source: Google, 2018*

# We created *Teads* STUDIO to optimize advertising assets



Make your video understandable in sound-off



Face it, we're living in a dressed-down world. But not everyone is surrendering so easily. Here's how three men with brash personal style—**Dapper Dan**, **Justin O'Shea**, and **Motofumi "Poggy" Kogi**—are reimagining the suit for the wild-style era.

ADVERTISING



*inRead* invented by Teads

**About ten years** ago, Justin O'Shea decided to do something extreme: While his mates in London wore T-shirts, jeans, and Dr. Martens, he was going to wear pinstriped suits. Just about every day. (And, of course, Dr. Martens.) Since then the 39-year-old Australian former miner has gotten more radical but not less formal, favoring three-piece suits with rock 'n' roll proportions and adopting gangster



# Trends

Focused on best in class  
content strategies & benchmarks



ITERATION



ATOMIZATION



CHOICE & IMMERSION



CONTENT WEIGHT



PERSONALIZATION

Key digital trends to reset our  
mindset of how we should  
**produce and enhance content**  
**to engage humans** thru a  
mobile device.

# Iteration

From  
Build Up...

...to hook & immersive

...to heartbeat

More to come.

STORYTELLING

*Teads*

# Iteration

HEARTBEAT



*Teads*



# Iteration

Test and learn from adaptation of your content to make it work harder on mobile.



Behind him, flying down the hill as if there were no rocks or roots at all, emerged a figure with long, wild blond hair. This runner accelerated, eyes on Jordan's back as if he were dinner.

ADVERTISING



[inRead](#) invented by Teads

Had the race been 200 meters longer, she might have won the whole thing. When she did cross the line, twelve seconds behind Jordan and solidly in front of everyone else, she looked over at the clock: 3.1 miles in 16:57. It was one of the fastest times in the country among high

inRead  
Video with  
Motion Effects

Drive more stopping  
power and recall

# Atomization

Embrace the core of your campaign and adapt your campaign assets for mobile.





*Teads*



# Atomization

Adapt your campaign assets optimizing creatives for different content consumption behavior.

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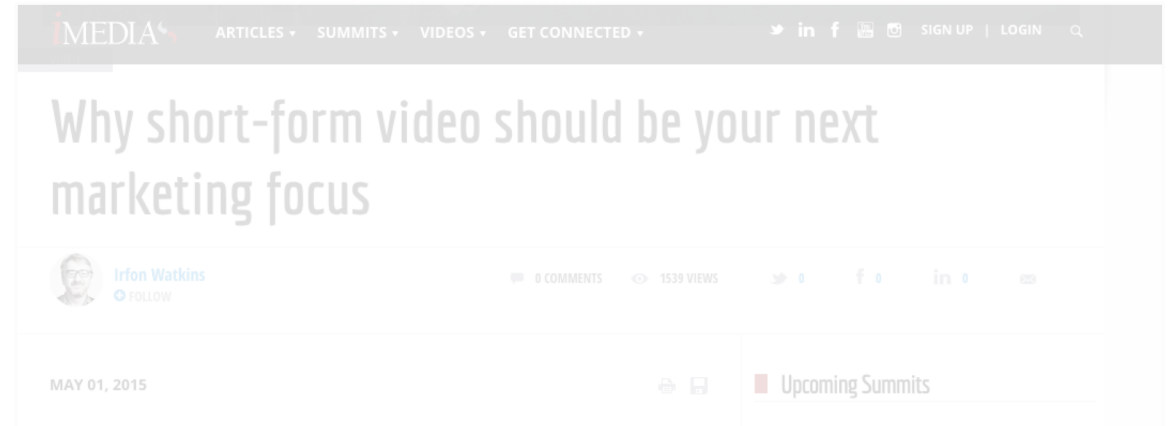
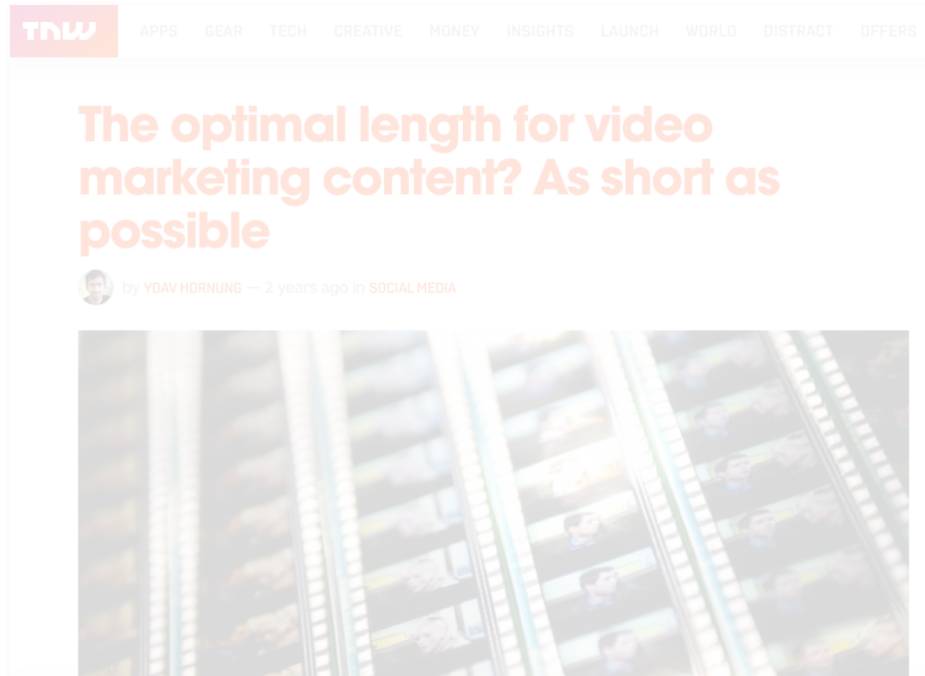


Format:  
**inRead Flow**  
(extract from a video)

# Choice & Immersion

“When consumers choose a piece of content, they usually want more of it.”

@Harperjones





# Choice & Immersion

BURBERRY

P R E S E N T S

3'35"

# Choice & Immersion

No it's not,  
people want more.



**Burberry made a trailer for a fake film and now people want the full feature**

November has only just begun and already the Christmas floodgates have opened, shops across the country selling their Santa-themed merchandise. Burberry has...

[WWW.INDEPENDENT.CO.UK](http://WWW.INDEPENDENT.CO.UK)

# Content weight

*“If you want to understand how people consume content, think about how they eat.”*

Alexander Jutkowitz

# Content weight



## LIGHTWEIGHT

### Hook

GIFs, display & micro videos

- inRead Scroller
- inRead Flow
- inRead Carousel
- inRead Cinemagraph
- inRead 6 seconds



## MIDDLEWEIGHT

### Awareness & Consideration

15" / 30" videos,  
Interactive videos, DCO.

- inRead Video
- inRead Custom  
(short interactivities)



## HEAVYWEIGHT

### Immerse

Long videos, Live content  
Whitepapers, Whitepapers.

- inRead Video
- inRead Live
- inRead Custom  
(deeper interactivities)



# Personalization

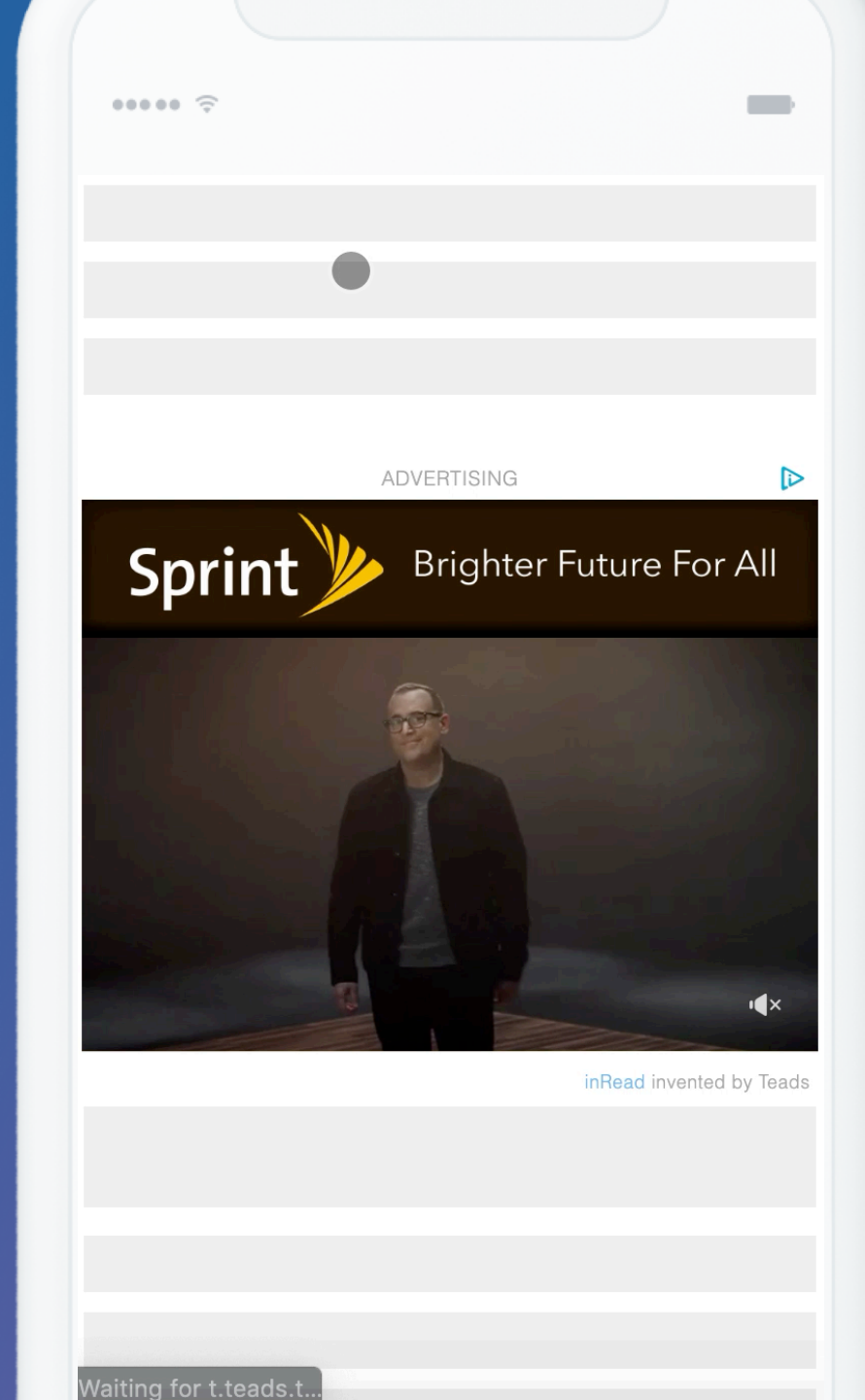
Leverage contextual signals  
to deliver personalized ads.

inRead Video with skin & dynamic elements

More branding

Captions

**Personalized endcard leveraging device atlas**



*Teads*



# Trends

Focused on best in class  
content strategies & benchmarks



ITERATION



ATOMIZATION



CHOICE & IMMERSION



CONTENT WEIGHT



PERSONALIZATION

We are reinventing the way to  
engage with people on mobile.

**Innovation Meets Creativity.**

*Teads*

# Engage your audience in disruptive way

InRead Custom  
**Video with 3D Effect**

alfemminile



capacità di assorbire nutrienti e perde la sua elasticità naturale. Le proprietà minerali del Mar Morto contribuiscono all'idratazione e purificazione della pelle.

- Migliorano i **problemi muscolari o reumatici** grazie alla sua alta gradazione di magnesio e calcio.
- Contribuisce al **miglioramento del sistema circolatorio**, nel **rinnovamento cellulare** e nelle cure anti-invecchiamento per conto di sua alto grado potassio e calcio.
- Inoltre, grazie al suo alto tasso di bromo, favorisce la **disintossicazione della pelle**, diminuisce le dimensioni dei pori e nutre gli strati più superficiali della pelle.

[via GIPHY](#)

Ecco la nostra selezione dei migliori prodotti disponibili su Amazon.

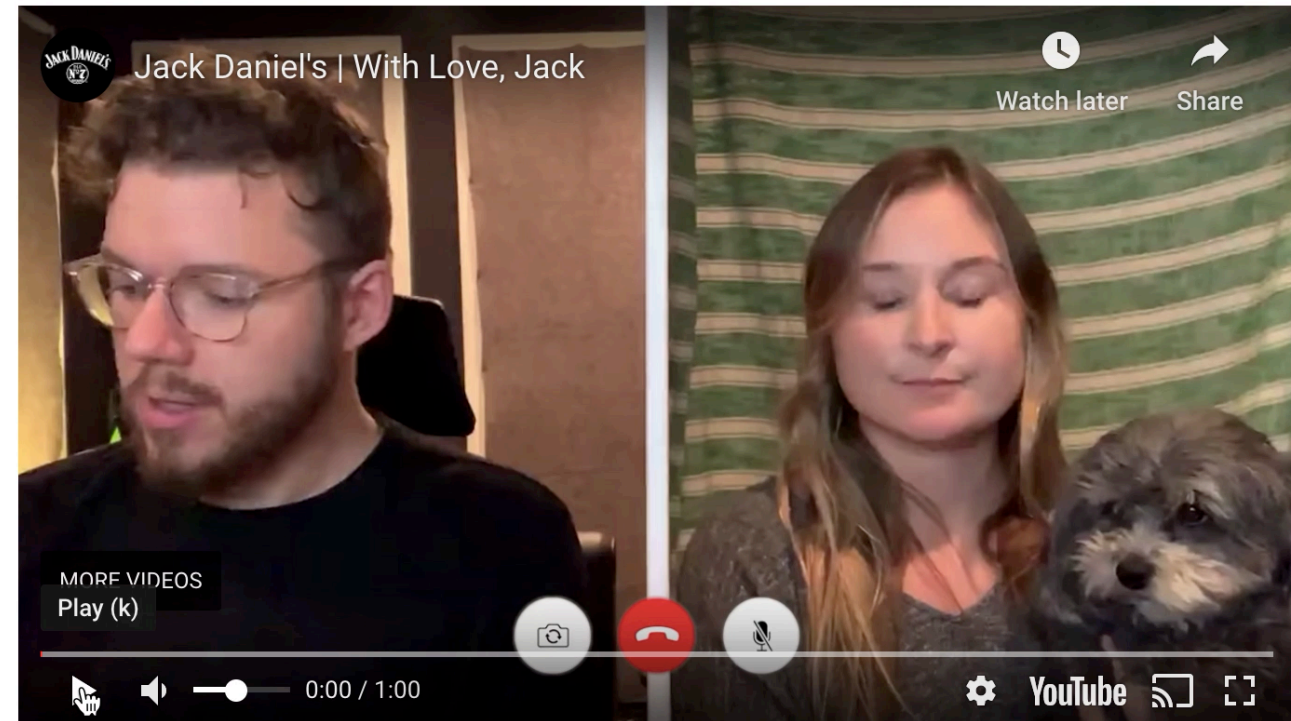
ADVERTISING



*Teads*

# JACK DANIELS ENERGY BBDO USA

# VODAFONE ITALY





# BURGER KING FRANCE

**LE BIG KING**



**DE LA QUARANTAINE.**

**LE WHOPPER**



**DE LA QUARANTAINE.**



**LE BIG FISH**



**DE LA QUARANTAINE.**



NBCUNIVERSAL THE  
MORE YOU KNOW USA

FRESHPET USA



**DON'T FORGET US**  
**MEET GEENIE UK**

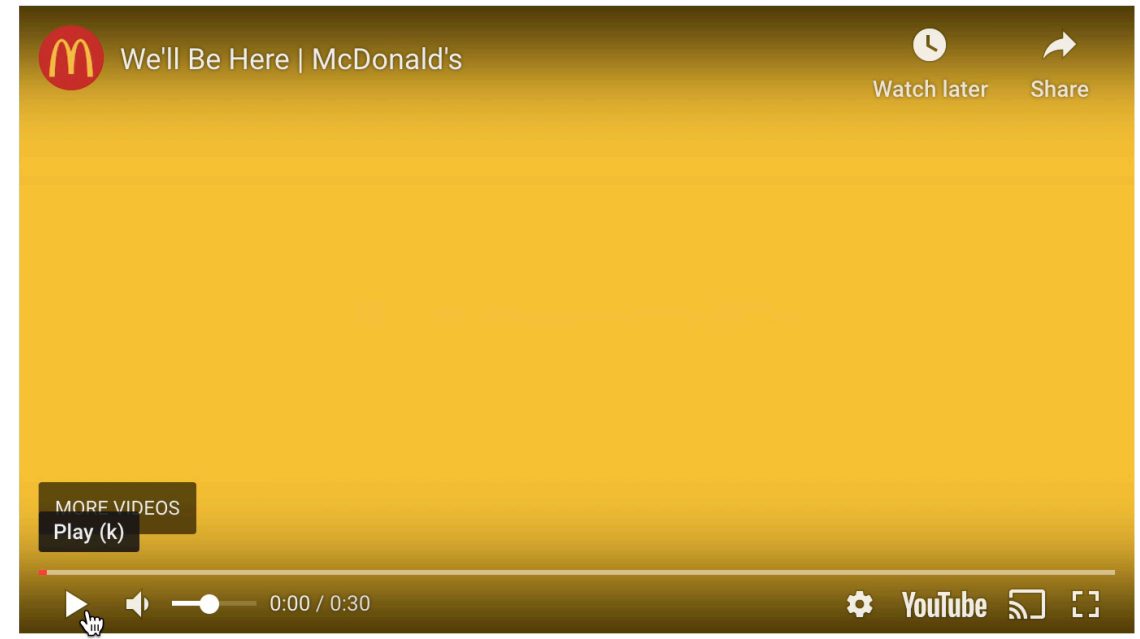


**WEIGHT WATCHERS**  
**USA**  
**FCB INFERNO**





# MCDONALDS US WIEDEN+KENNEDY



# SPORT ENGLAND UK : FCB INFERNO



legs: lifted.  
mood:  
boosted.



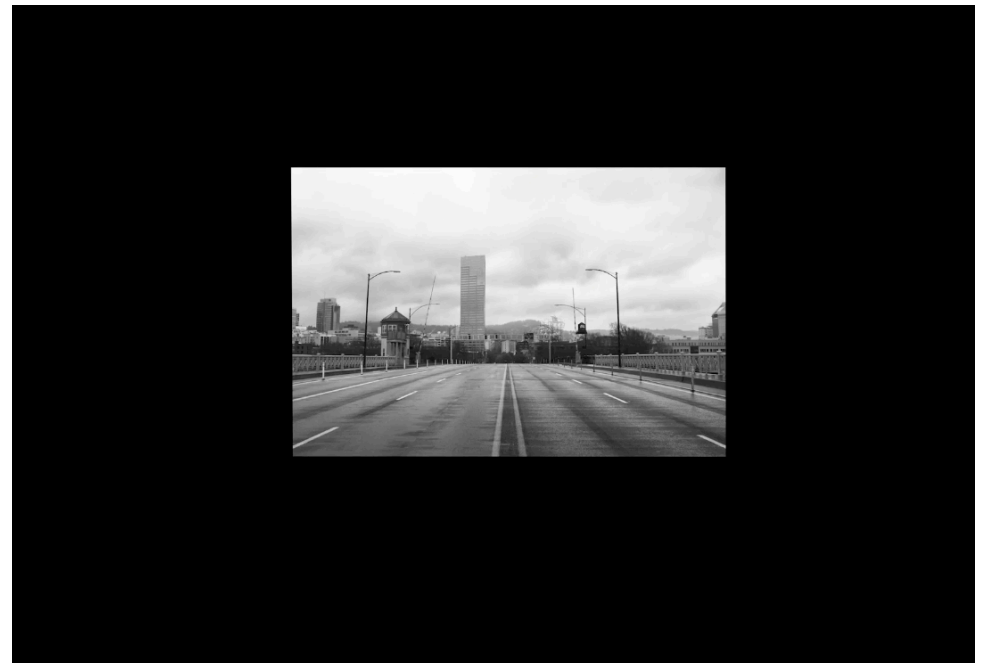
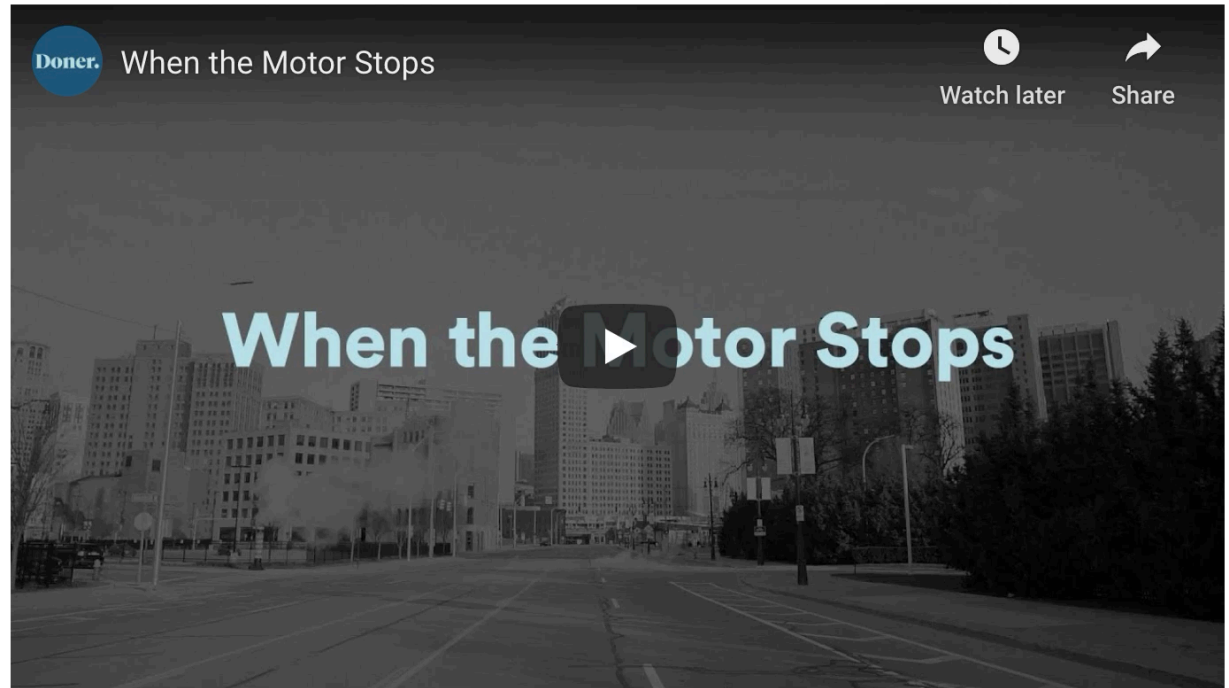
work from  
home, meet  
home  
workouts



no kit,  
no uniforms,  
& no wrong  
moves.

DETROIT USA

OREGON USA





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Thank you

[coca@teads.com](mailto:coca@teads.com)

