

Teads

The Global Media Platform

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

Mar. 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

The Global Media Platform

1.5 Billion People Monthly



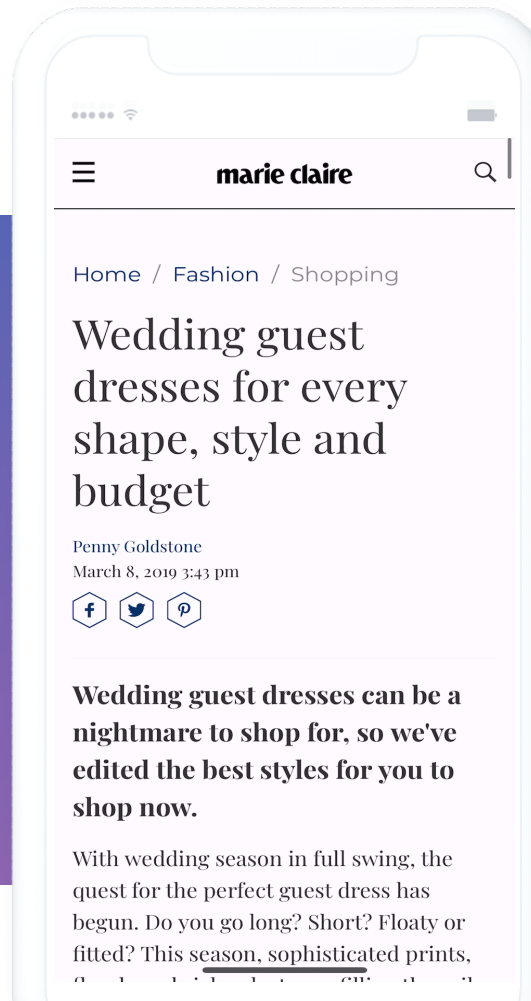
Teads value proposition

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

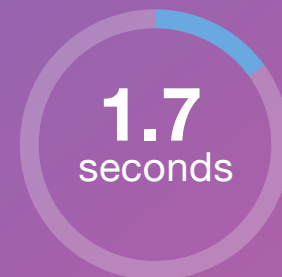


Average View Time
Video Ads within Teads

(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)

Teads

Creative Challenges in mobile



We Drive Business Results Through Data-Driven Creative Strategies



Advanced Data-Driven
Creative Platform



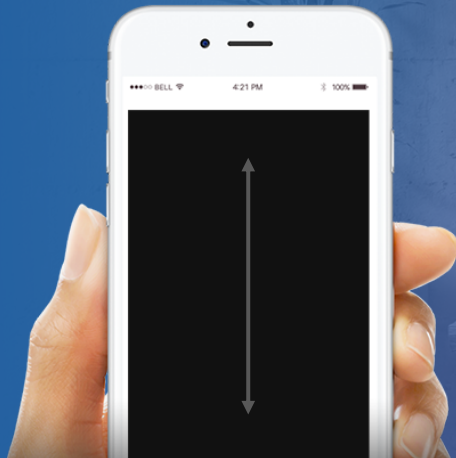
Dedicated Creative
Strategy Team



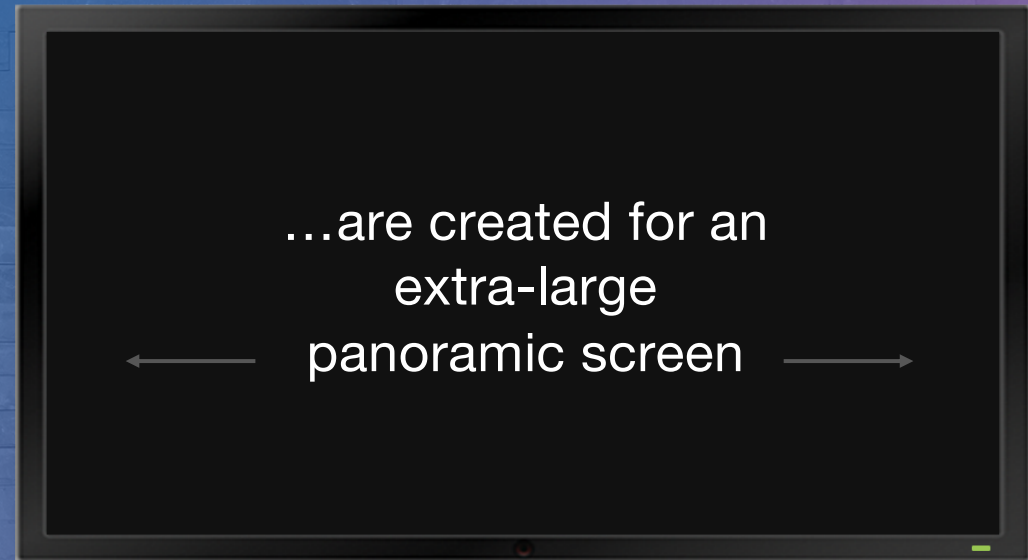
Teads

CHALLENGES

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



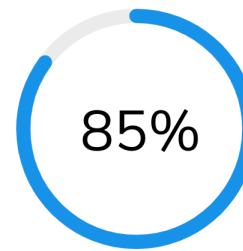
Source: Zenith, May 2018



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CHALLENGES

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



of Facebook videos are
watched without sound.

Source: Digiday, 2017



Google Chrome autoplay
video policy change.

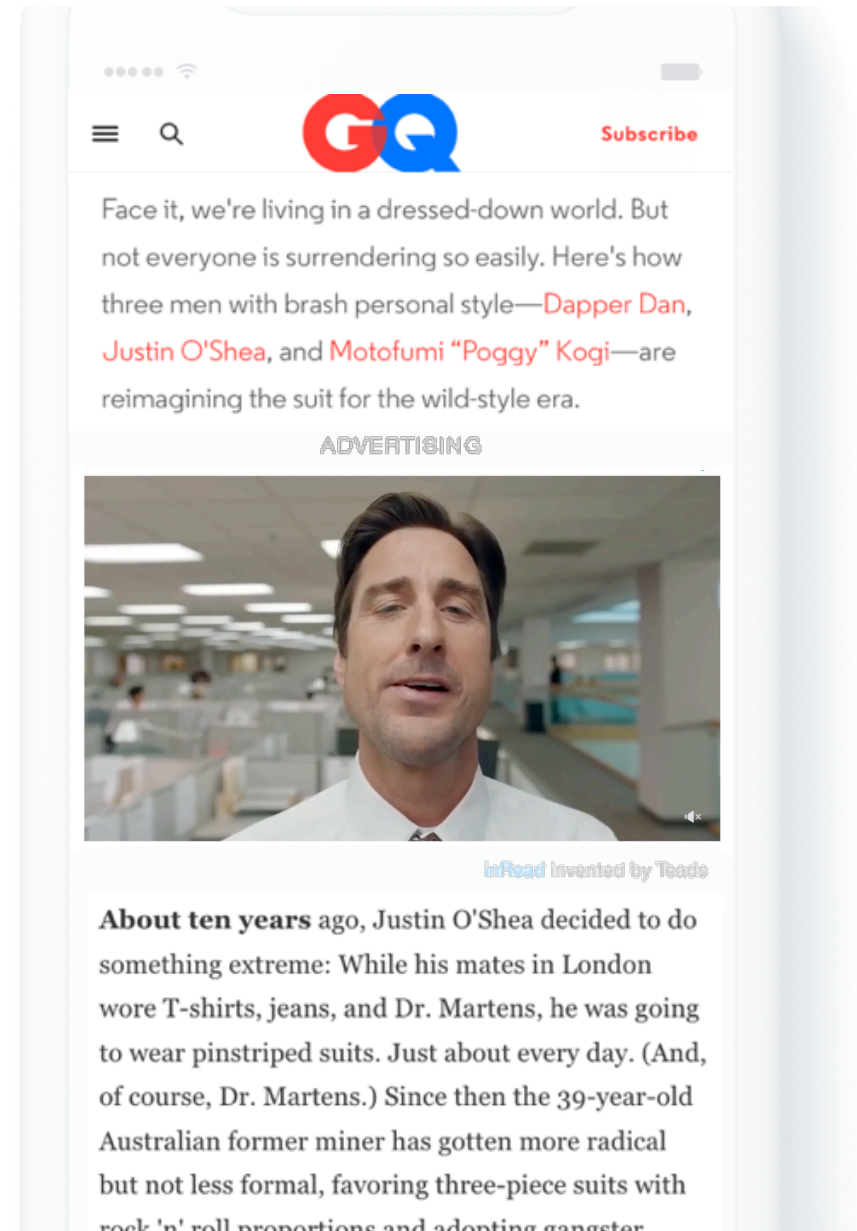
Source: Google, 2018

Teads

We created *Teads* STUDIO
to optimize advertising assets



Make your video understandable in sound-off



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.

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Iteration

From
Build Up...

...to hook & immersive

...to heartbeat

More to come.

STORYTELLING

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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.



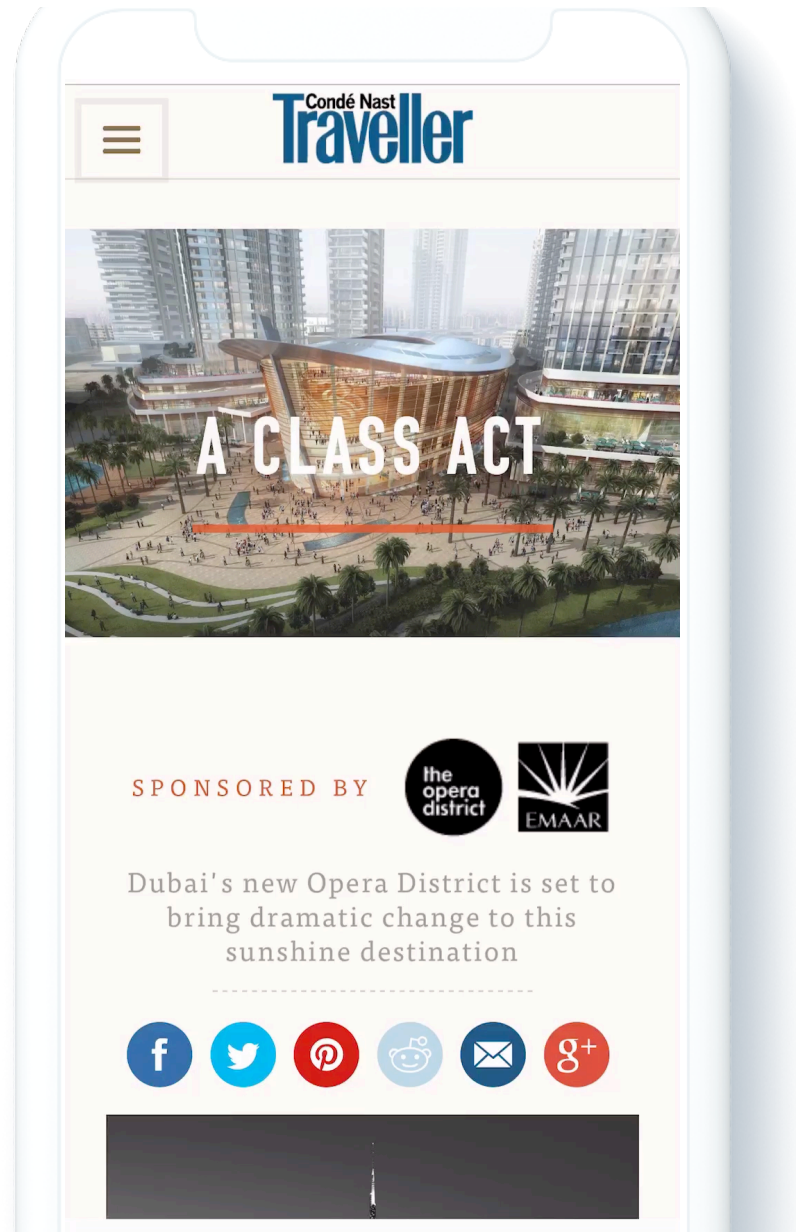
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Atomization

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



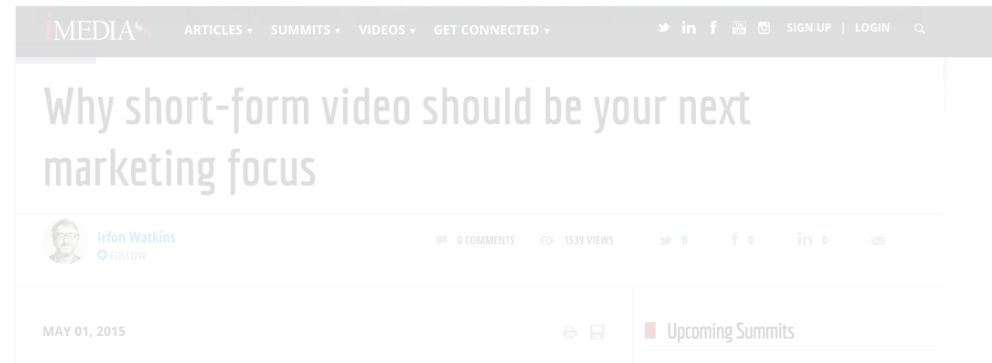
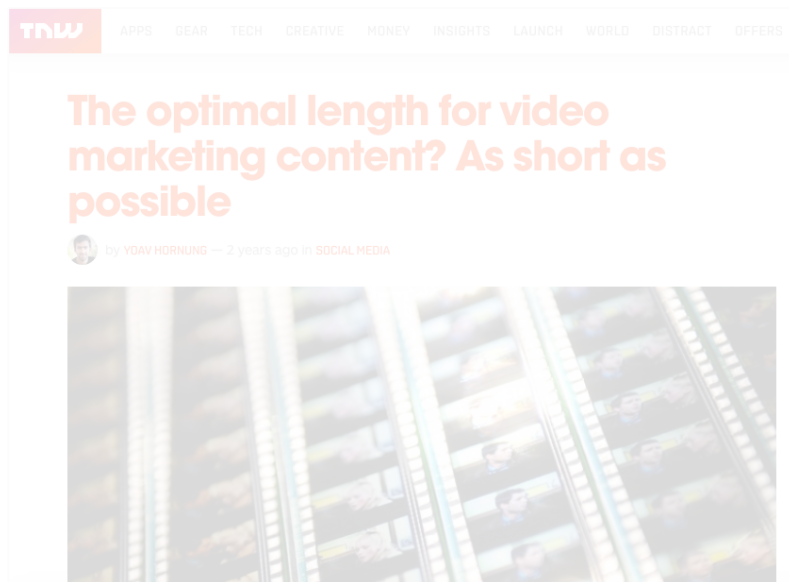
Format:
inRead Flow
(extract from a video)

Teads

Choice & Immersion

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

@Harperjones



Teads

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

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Content weight

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

Alexander Jutkowitz

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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

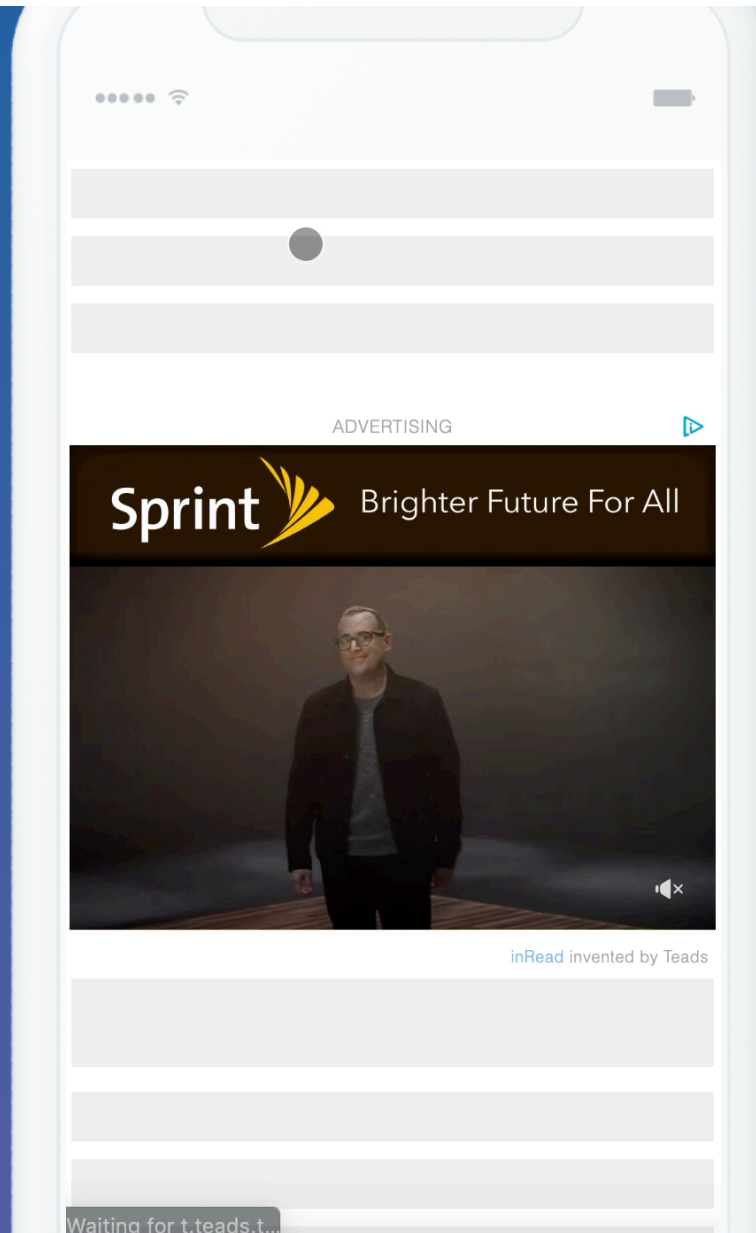
Leverage contextual signals to deliver personalized ads.

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.

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Thank you

coca@teads.com

