

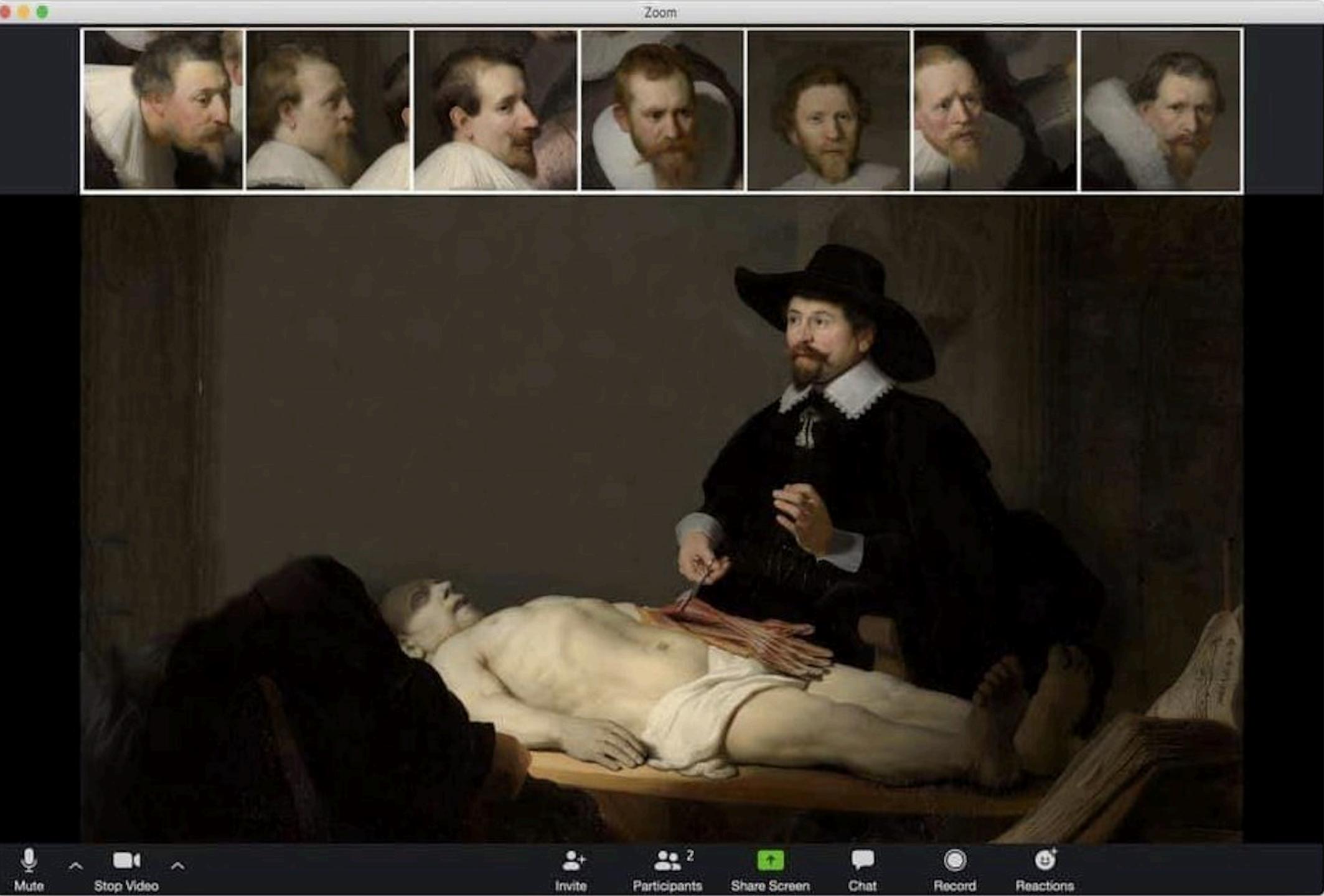
A large, complex water slide structure with multiple lanes and loops, set against a blue sky.

**SOME SLIDES EXPLORING THE CREATIVE OPPORTUNITIES  
YOU CAN LEVERAGE WITH TEADS STUDIO**







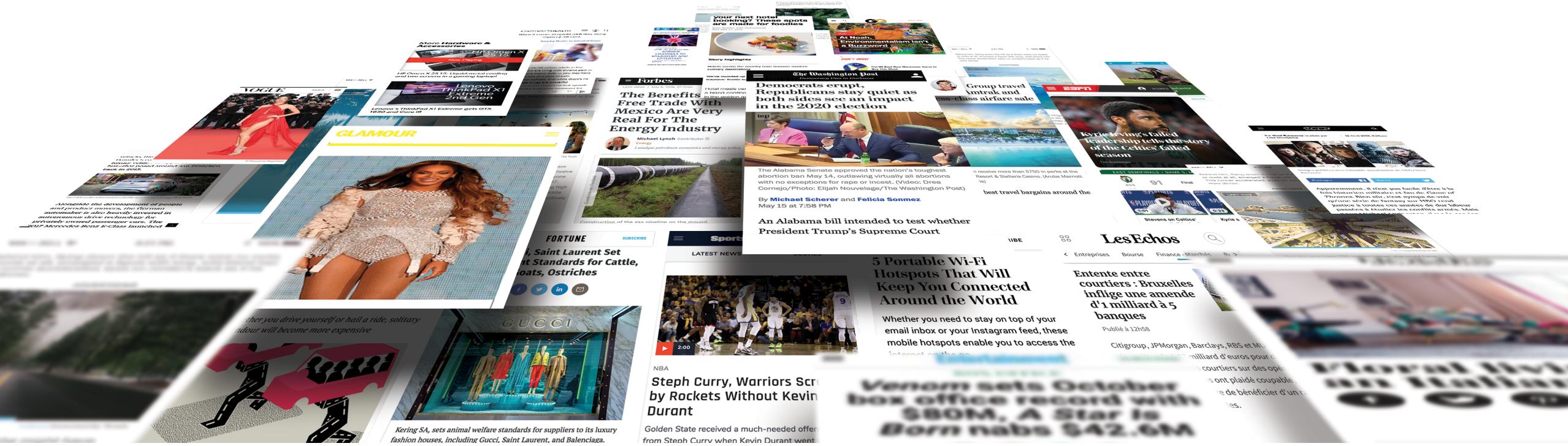


**WHAT I'M NOT HERE TO TELL YOU**

**TV IS DEAD, 30'S AND 60'S NO LONGER WORK,  
THINK 6 SECONDS, THINK 2 SECONDS, BE  
'ALWAYS ON', USE VOICE, USE AR,  
VR.....**

# Over 50% of sales uplift in digital is as a result of the creative

Nielsen Catalina Q1 2017



And yet,  
attention is seemingly  
difficult



## to capture

Average View Time  
for a Social Newsfeed Ad

(according to P&G)

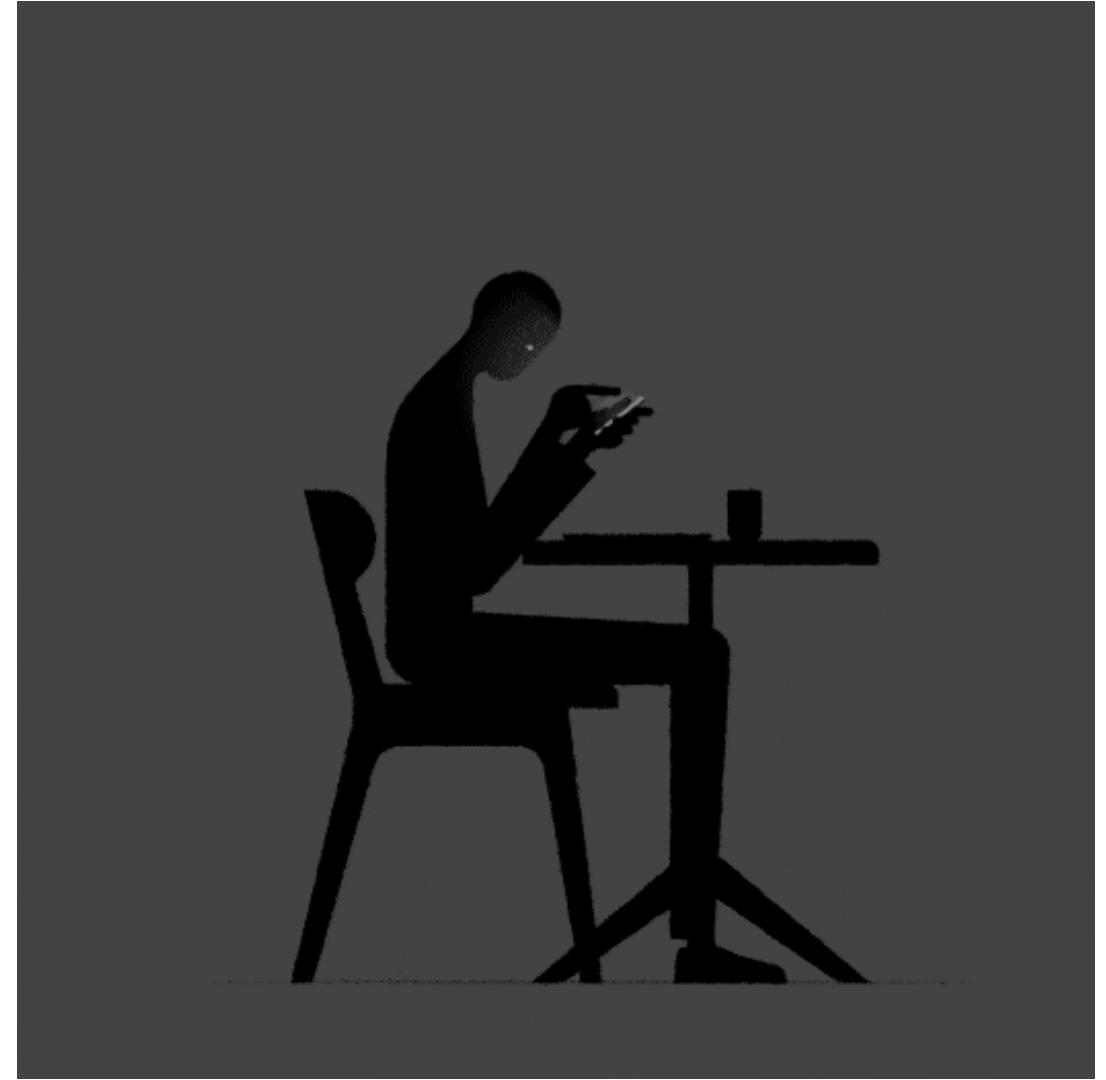
NETFLIX

A color photograph of a man with short brown hair, wearing a dark blue zip-up jacket over a white shirt, riding a bright orange BMX-style bicycle. He is smiling and looking towards the camera. The background shows a brick building with arched windows and doors, and a person walking away from the camera on the sidewalk. The street has yellow double lines.

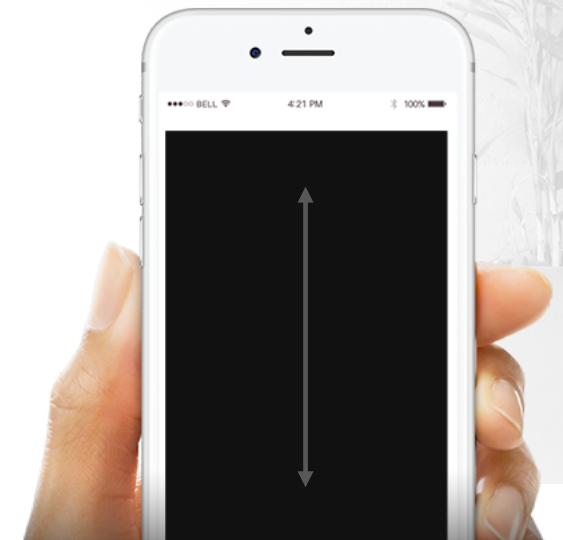
IT'S 3 MINUTES BRUV

MOST PEOPLE IGNORE ADVERTISING  
BECAUSE ADVERTISING  
IGNORES MOST PEOPLE

**LET'S BE COGNISANT OF THE  
DIFFERENT MIND AND MOOD  
STATES OF THE USER.  
MESSAGE RECEPΤIVITY.**



**85% OF VIDEOS RUNNING ON A SMALL  
VERTICAL DEVICE.....**



...are created for an  
**extra-large  
panoramic screen**





MAJORITY OF MOBILE  
VIDEO IS CONSUMED  
WITH SOUND OFF.



# Strategic resource for creative output on TGMP

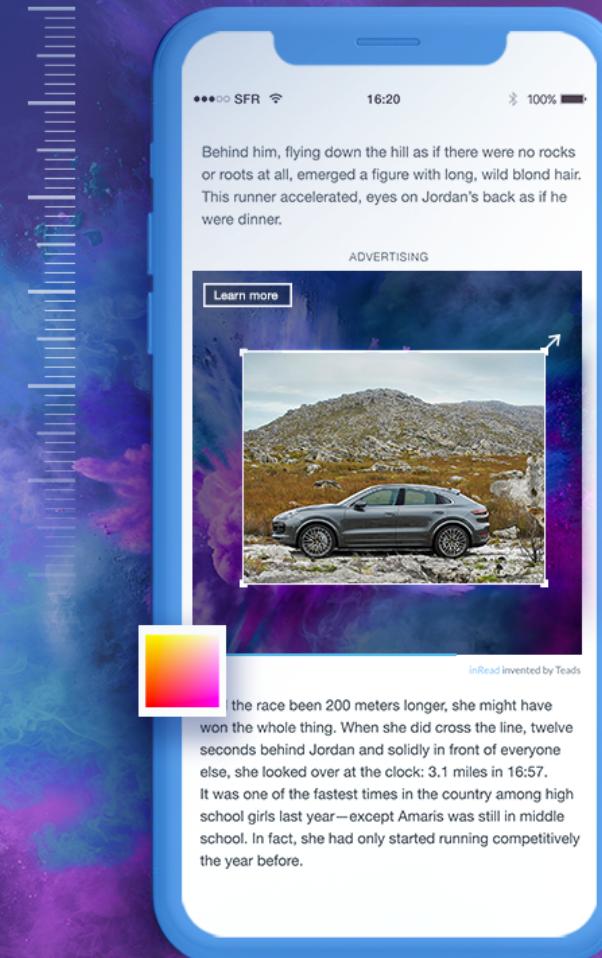


A Cutting Edge Creative Tech platform which facilitates:

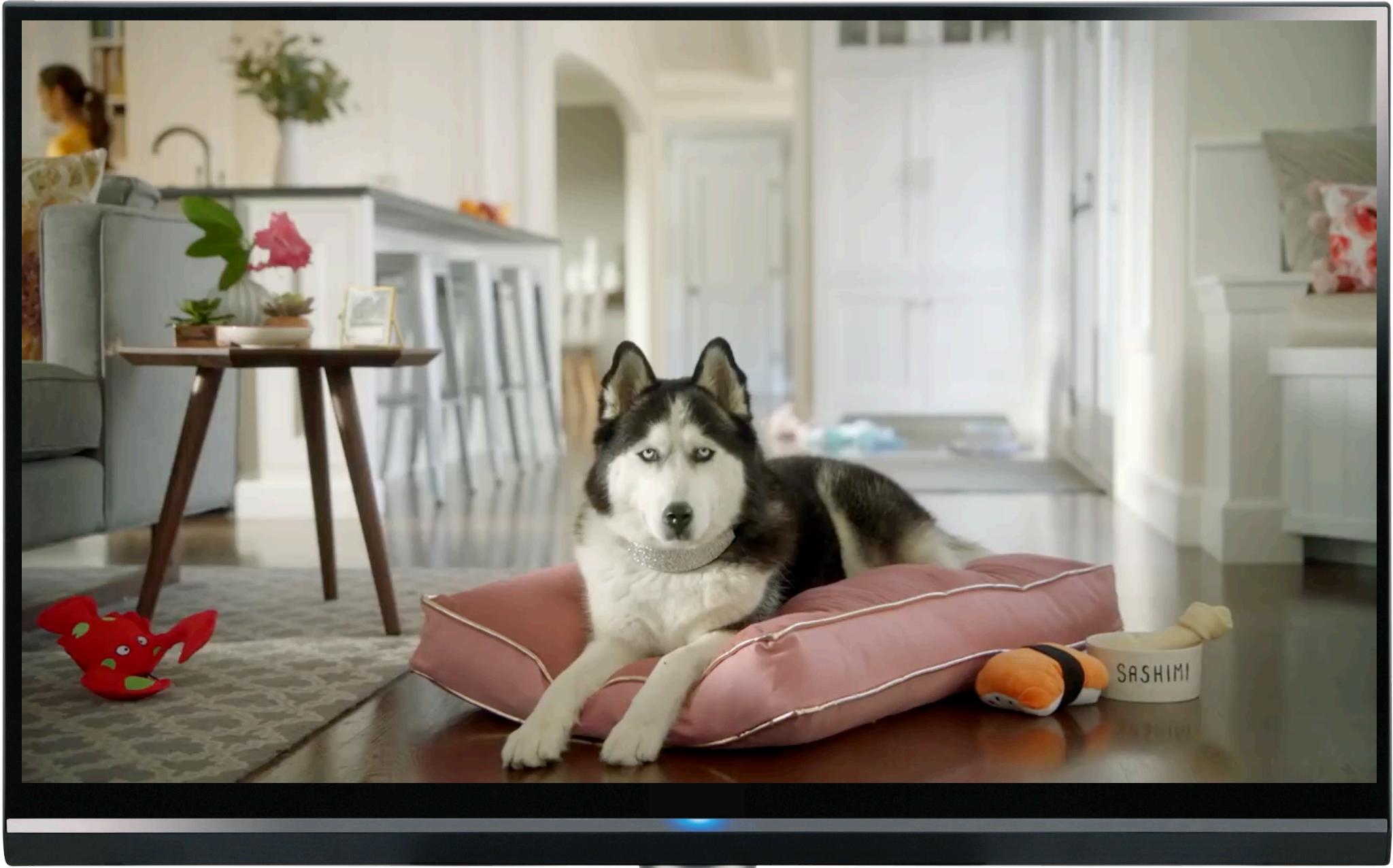
- Video
- Display
- Custom units

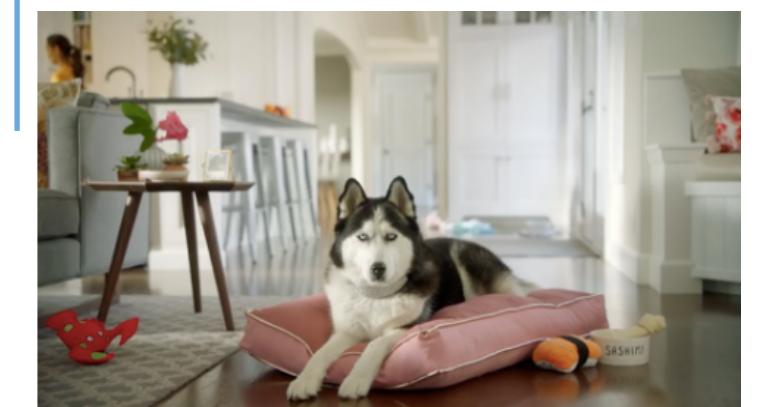


Supported by **creative strategists** responsible for **campaign ideation**, **creative workshops** and Ateliers and **pre-testing** **research & analysis** with **Insight teams**.



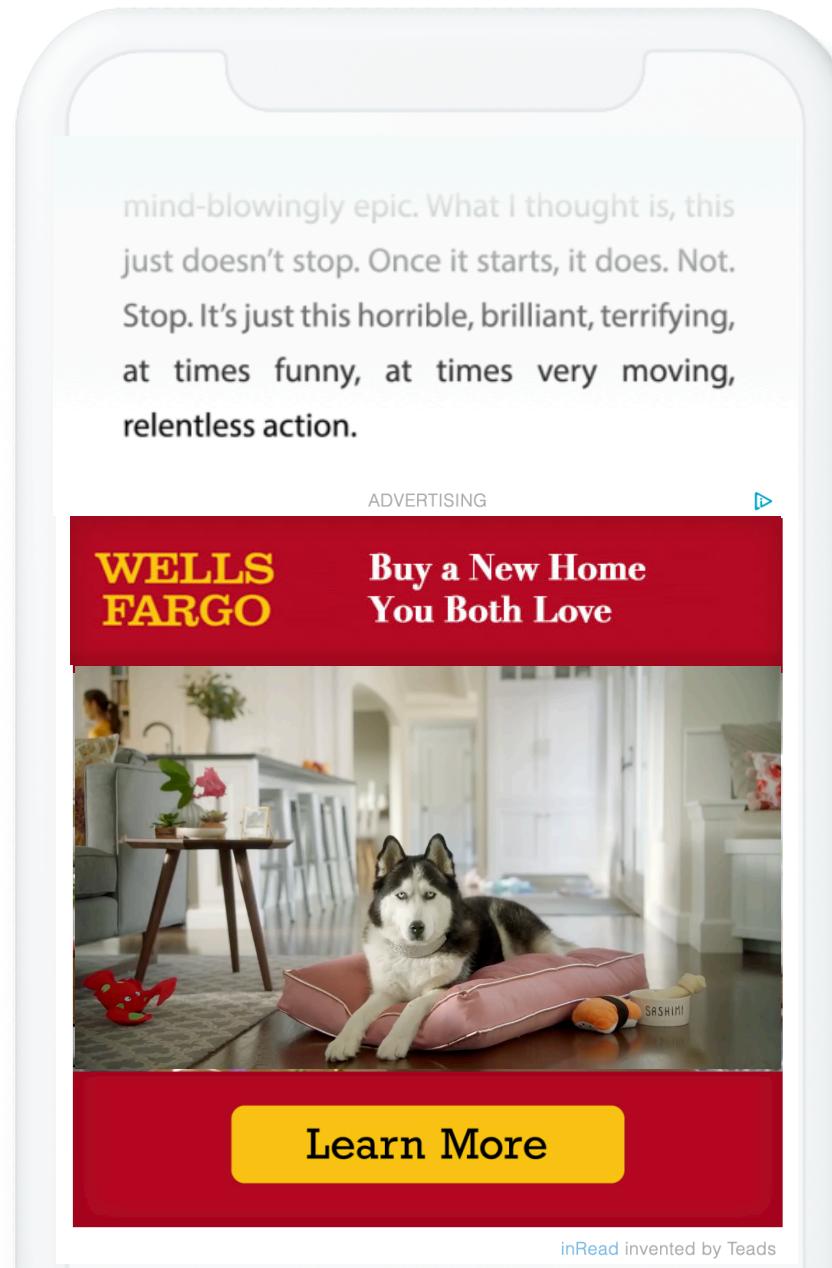
MOBILE CHALLENGES - VIDEO





# A TALKING DOG PET FOOD? BUY HOME?

# USE AND RE ENFORCE YOUR DISTINCTIVE BRAND ASSETS





# KEY WORD CAPTIONS TO AID SOUND OFF

The image shows a smartphone displaying a GQ magazine article. At the top, the GQ logo and a "Subscribe" button are visible. Below the logo, there is a headline and some text. The main content area features a video player with a thumbnail image of the man from the video frame above. The video player has a play button and a volume icon. At the bottom of the screen, there is a caption that reads "inRead Invented by Teads".

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

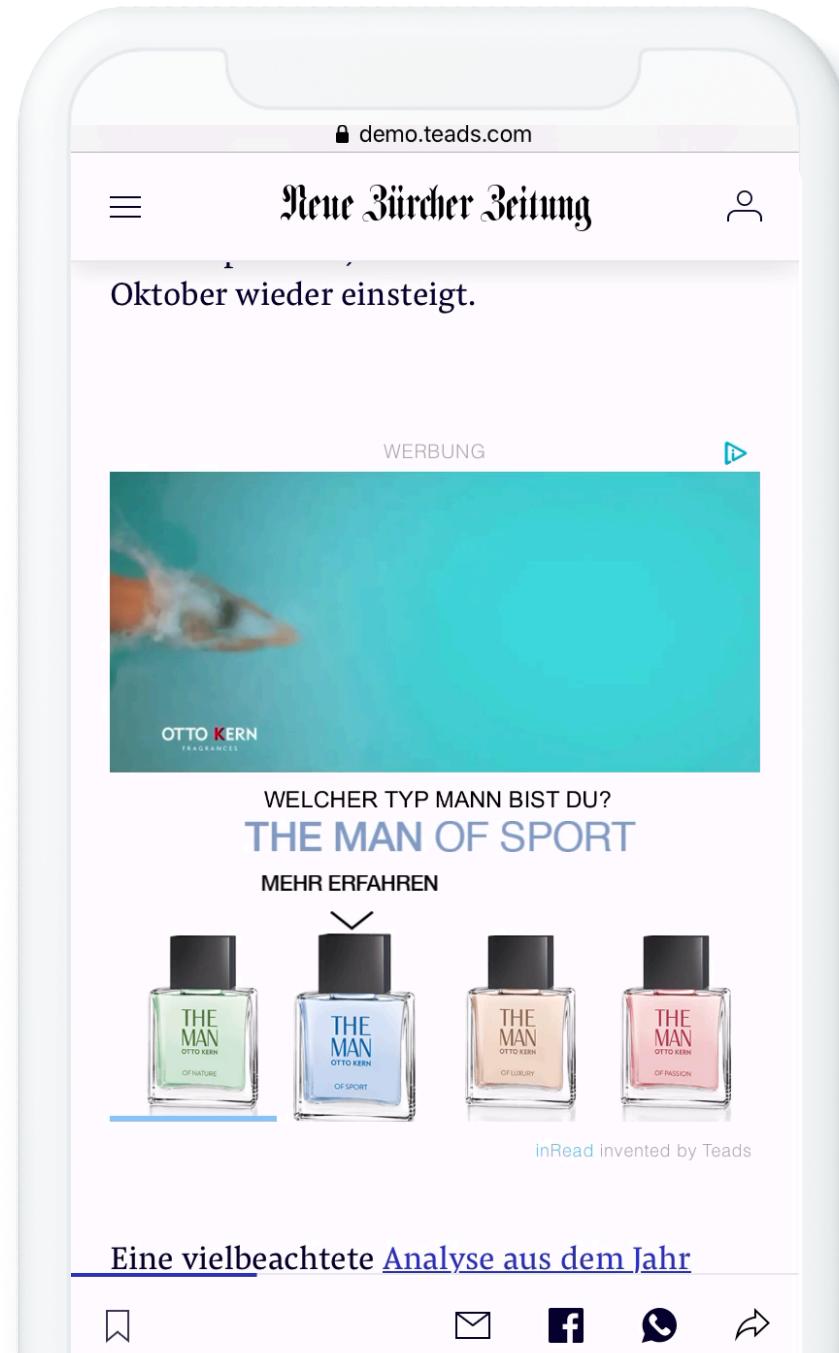
inRead Invented by Teads

**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,

# DIGITAL OFFERS UNIQUE OPPORTUNITIES FOR VIDEO



# PUT THE USER IN CONTROL. ENABLING VALIDATION AND CHOICE, DRIVING ENGAGEMENT.



# CREATIVE ORCHESTRATION

A photograph of a large orchestra performing on stage. The musicians are seated in rows, playing various instruments like violins, cellos, and brass. The stage has a warm, reddish-brown lighting scheme, and the background features a large, patterned red curtain.

## VIDEO & DISPLAY

# THE NOTION OF VALUE EXCHANGE HAS BEEN ALL BUT FORGOTTEN

Advertisement

**Ad**



A.Y.

**Cheap Holidays to Vodice**

£182.16-Hotel Olympia

Promoted by lastminute.com

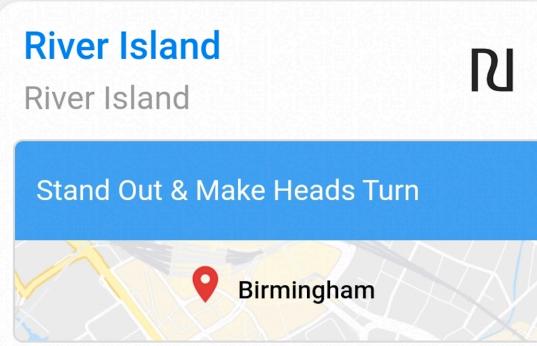
**BOOK NOW**

Advertisement

**River Island**

River Island

Stand Out & Make Heads Turn



Birmingham

**WEBSITE** **DIRECTIONS**

Advertisement

**CROATIA FEEDS**

**DUGI OTOK**

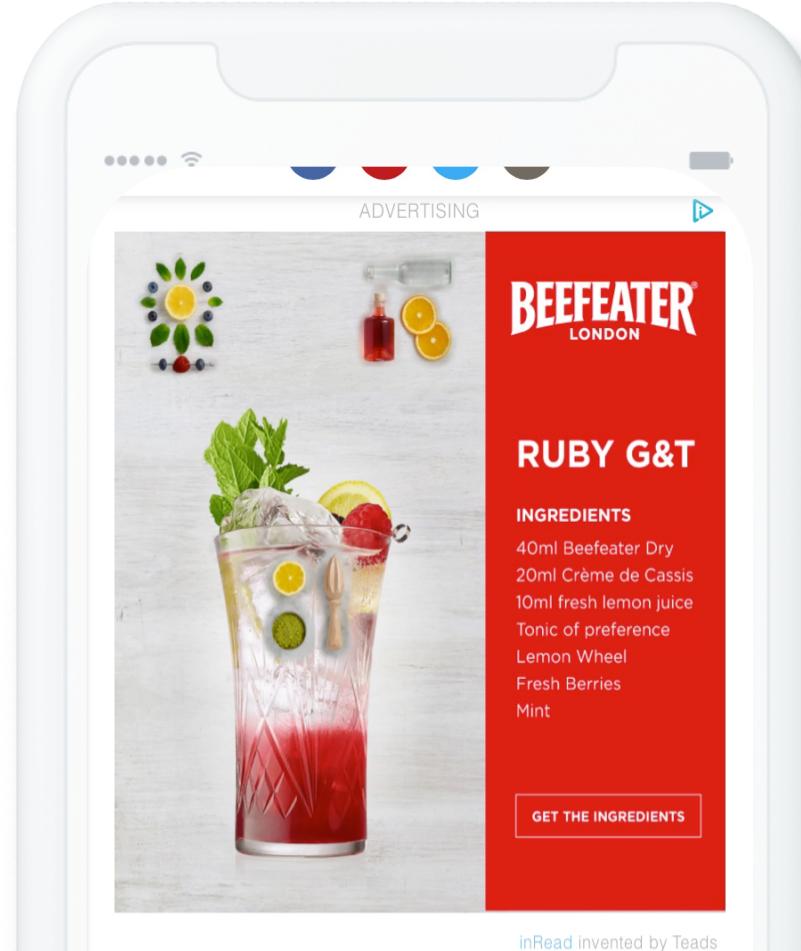


Some Sail the Seas,  
Others Sail Croatia

**DISCOVER MORE**

PHOTO: ALEKSANDAR GOŠPČ

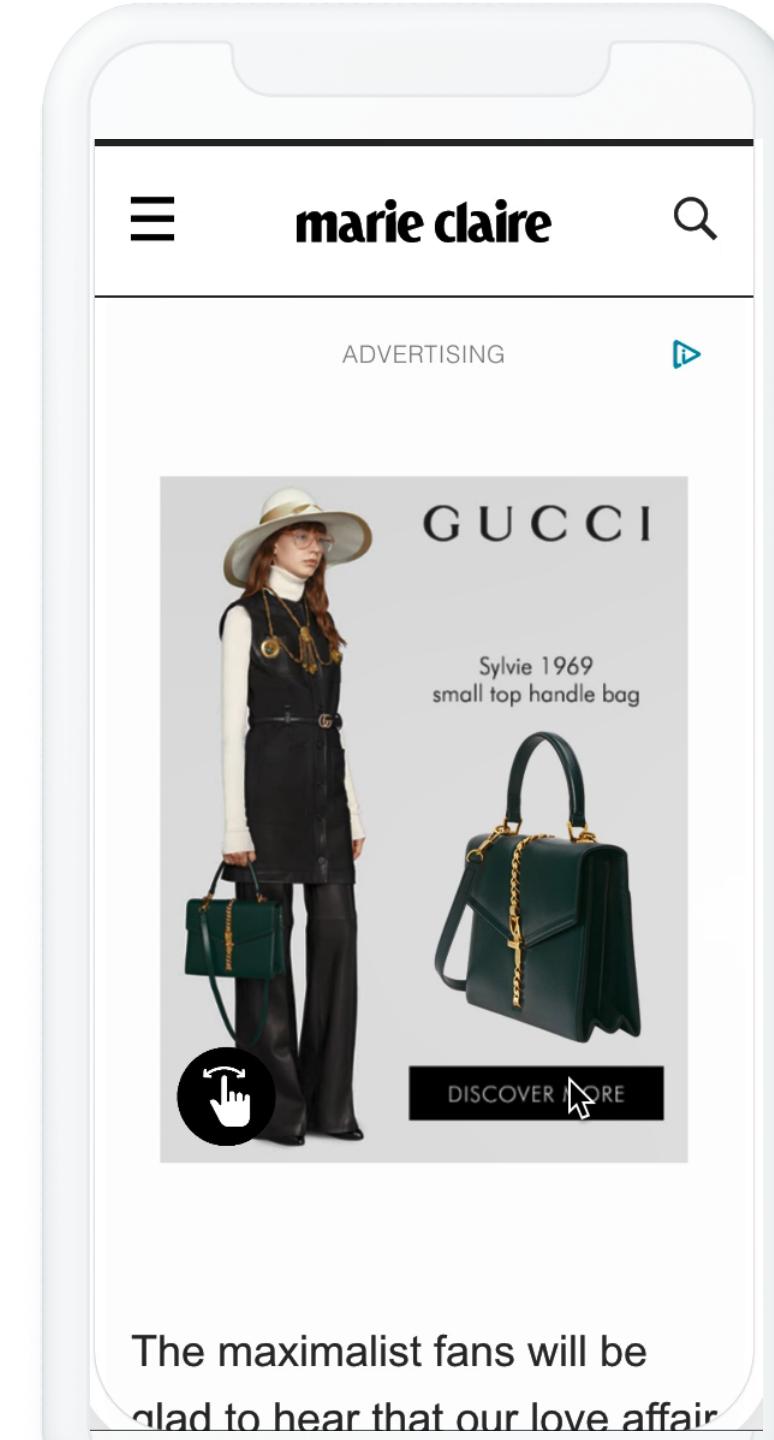
# LEVERAGE THE TACTILE NATURE OF THE DEVICE INVITING THE USER TO ENGAGE & VALIDATE



inRead invented by Teads

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

LEVERAGE THE TACTILE  
NATURE OF THE DEVICE  
INVITING THE USER TO  
ENGAGE & VALIDATE



# LEVERAGE THE NATURAL SCROLL FOR AWARENESS



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# RECRAFT, USING ASSETS FROM OTHER SOURCES

The Hidden Hut  
*Porthcurnick Beach, Portscatho, Truro, Cornwall*

The **Hidden Hut** lives up to its name, a small gem of a restaurant nestled along a National Trust footpath, near Portscatho and St Mawes on the Roseland Peninsula in southern Cornwall. A few benches outside offer views down to Porthcurnick beach and across the water.

ADVERTISING 



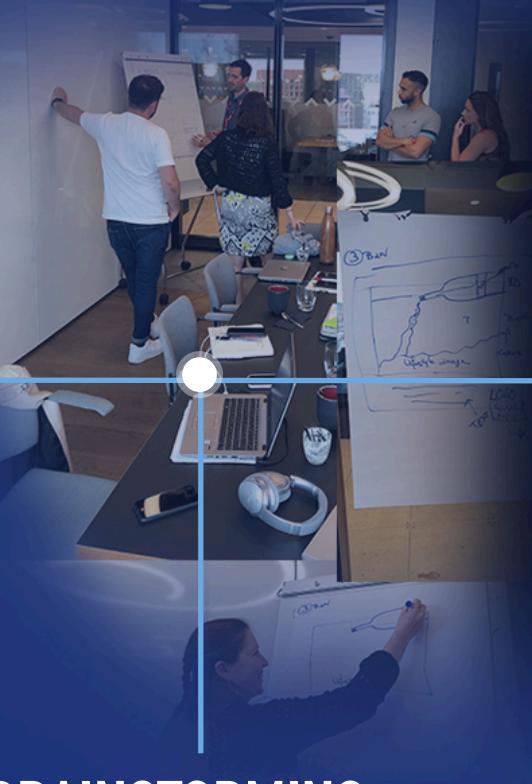
**drinkaware.co.uk**  
Please drink responsibly

**Campo Viejo™**

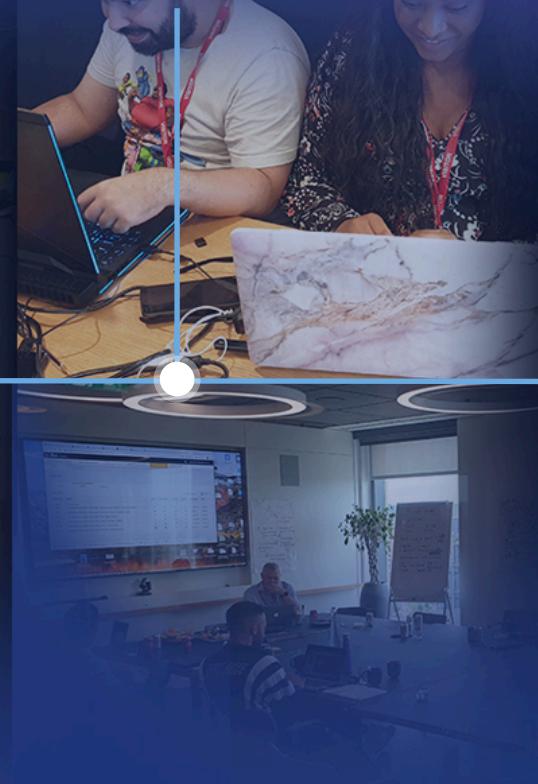
L'ATELIER : BUILD MOBILE  
READY ASSETS TOGETHER IN  
ONE COLLABORATIVE SESSION



## INTRODUCTION



## DESIGNING



## BRAINSTORMING

## MEDIA / DATA / TAM

# STANDARD RAW MATERIALS REQUIRED FOR L'ATELIER

LONG-FORM VIDEO



KEY VISUALS

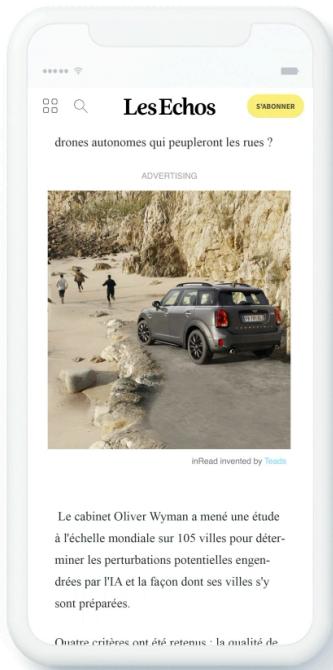


# COMPRESS THE CREATIVE PROCESS AND GET A FULL SUITE OF ASSETS AFTER THE SESSION

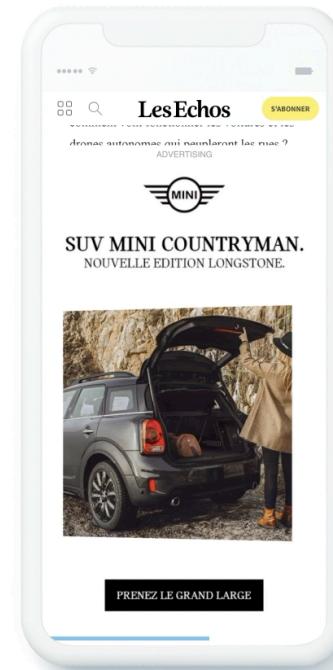
Flow



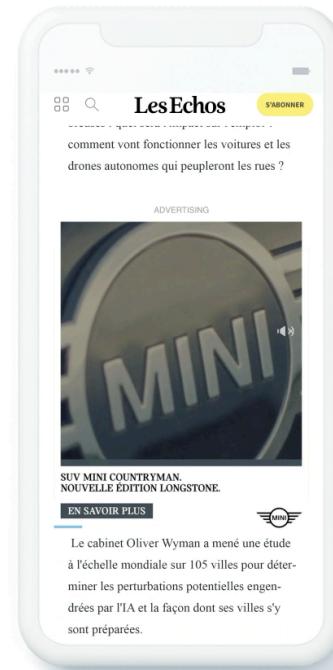
Scroller



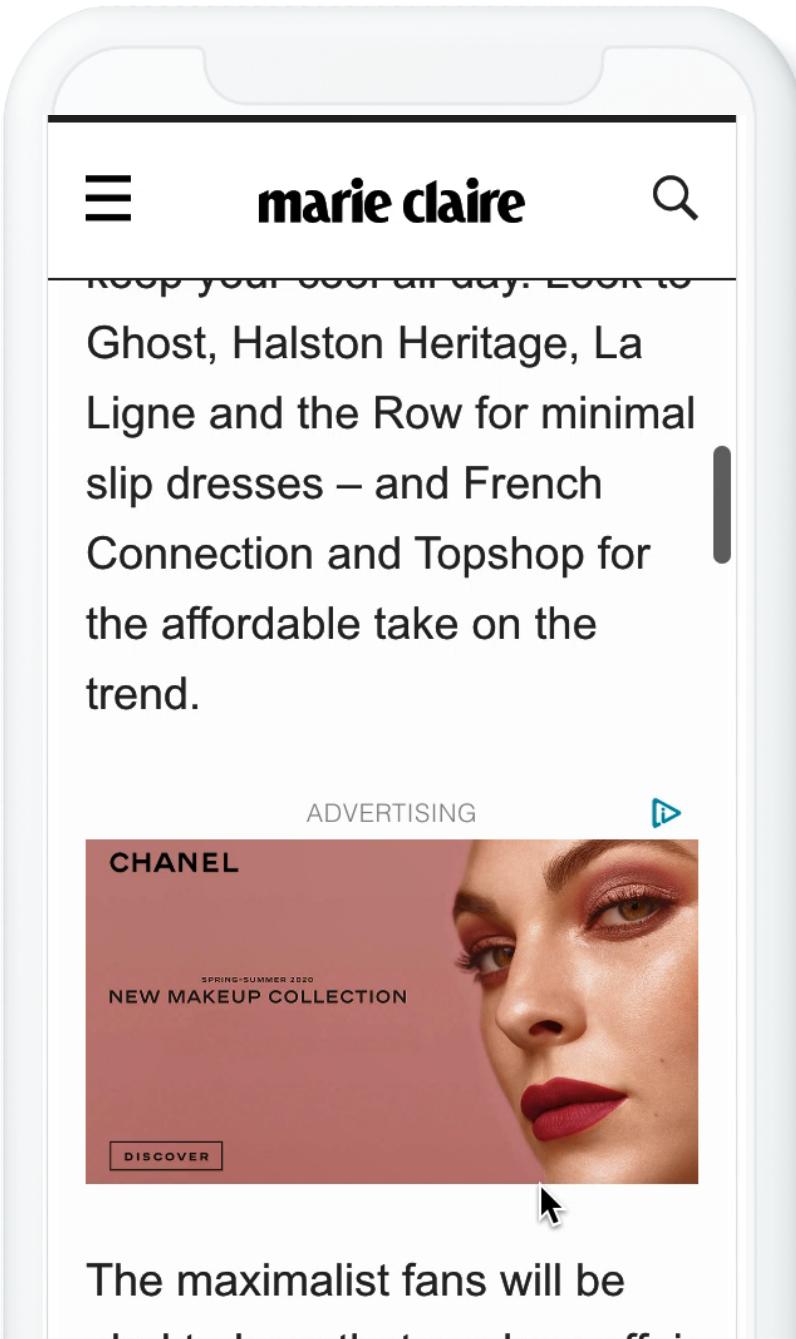
3D Cube



Skin Video



# COLLABORATIVE APPROACHES RESULT IN UNIQUE OUTCOMES, WITH CUSTOM EFFECTS



# HOW CAN STUDIO HELP WITH CREATIVE IN THE CURRENT CLIMATE?



INTRODUCTION

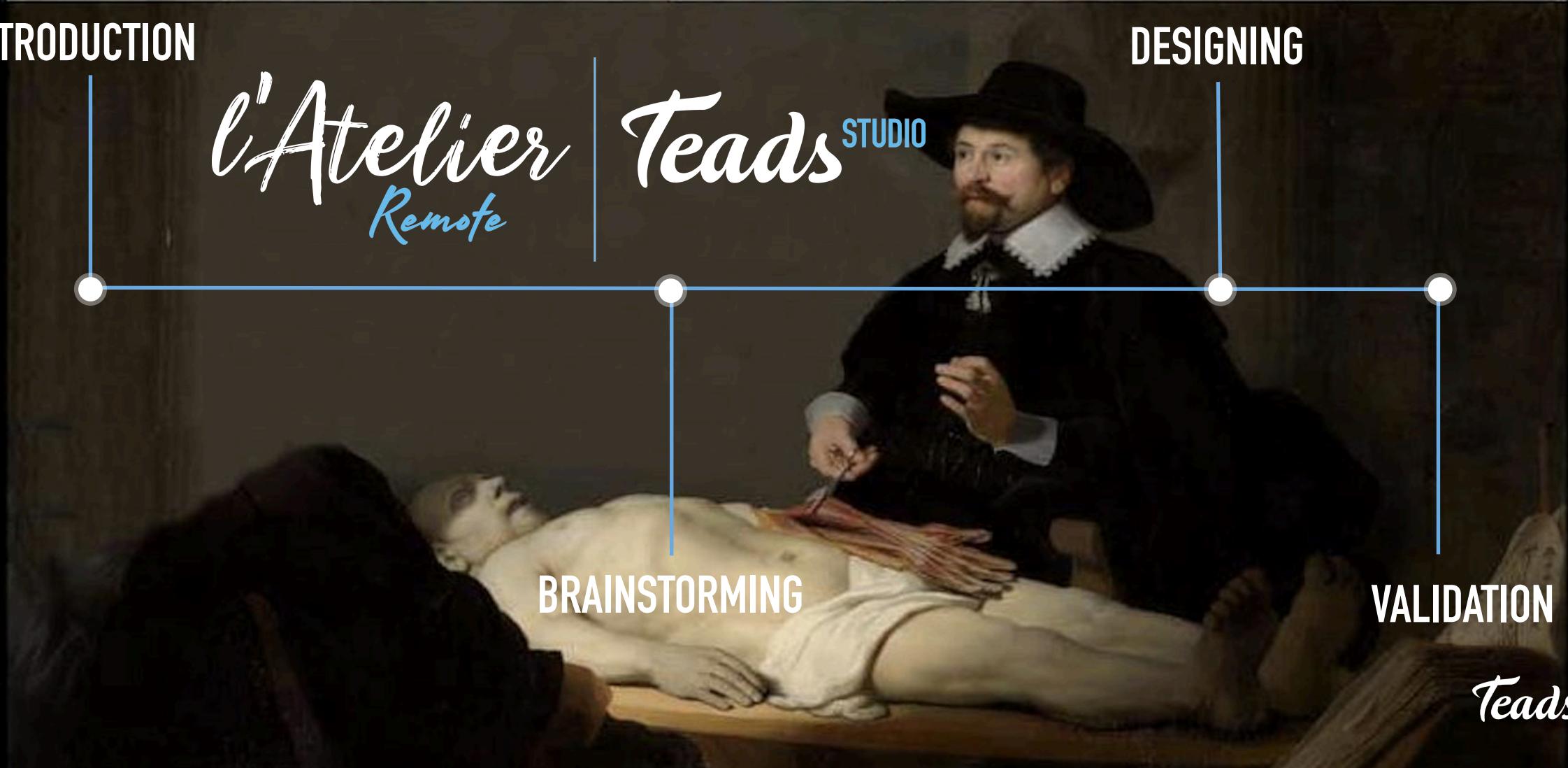
*l'Atelier*  
*Remote*

Teads<sup>STUDIO</sup>

DESIGNING

BRAINSTORMING

VALIDATION

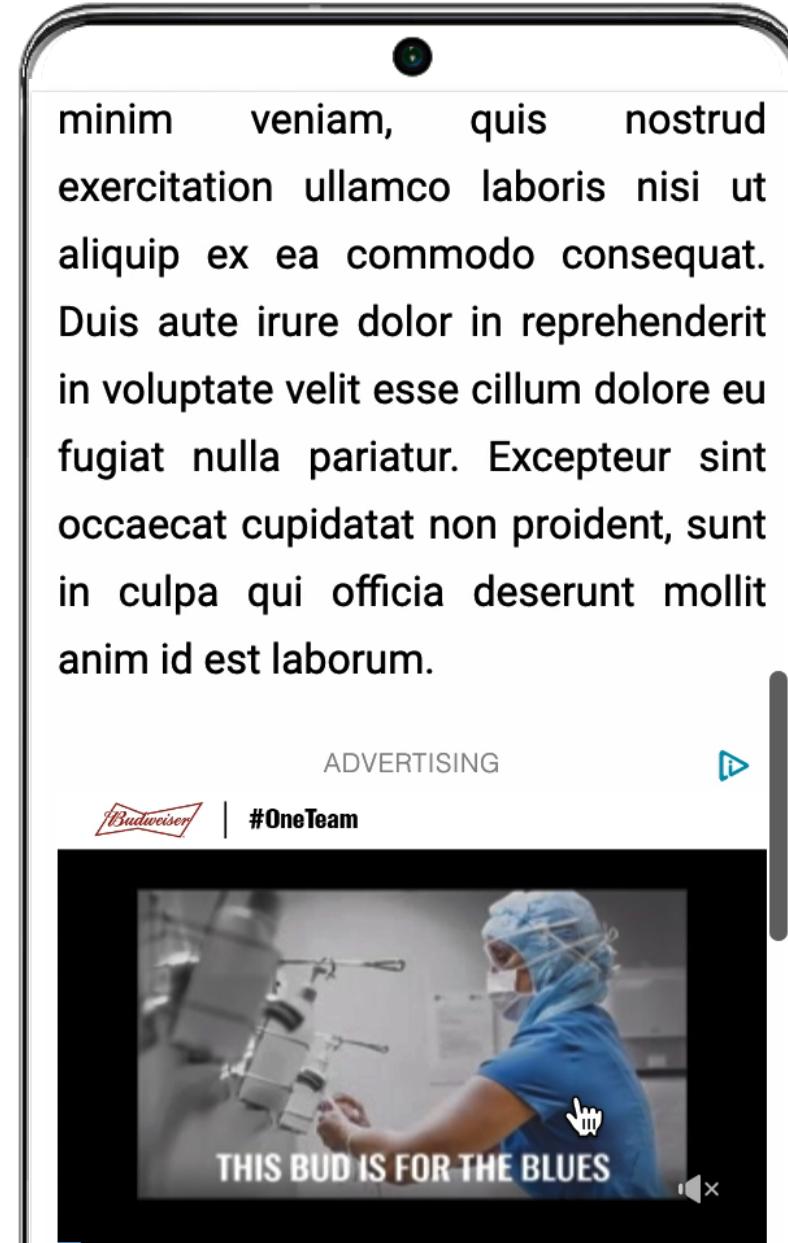


Teads<sup>STUDIO</sup>

## ADAPT COPY WITH A MORE SUITABLE TONE (ILLUSTRATIVE)



# MAKING THINGS FIT FOR MOBILE



LOREM IPSUM DOLOR SIT AMET,  
CONSECTETUR ADIPISCING ELIT. SED DO

14:30

3G

demo.teads.com

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ADVERTISING



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demo.teads.com

GŘÍVKA SE VZDRAŽÍ...

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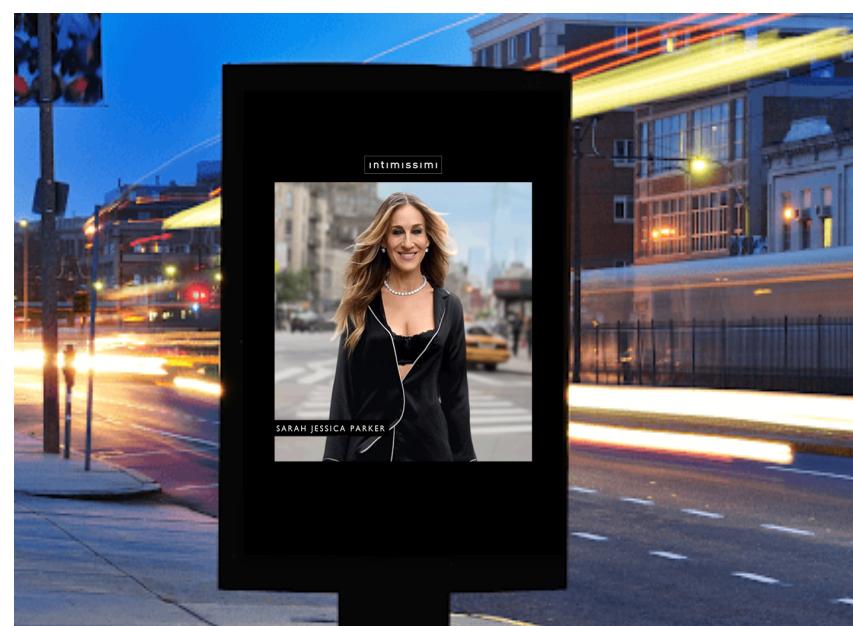
ADVERTISING



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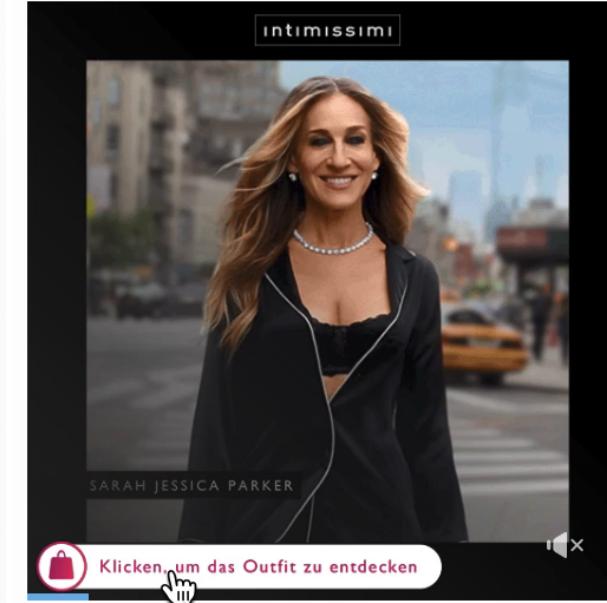
Sed ut perspiciatis unde omnis iste natus error sit voluptatem ~~accusantium doloremque laudantium~~,

# REFASHION DOOH FOR MOBILE



mollit anim id est laborum.

ADVERTISING

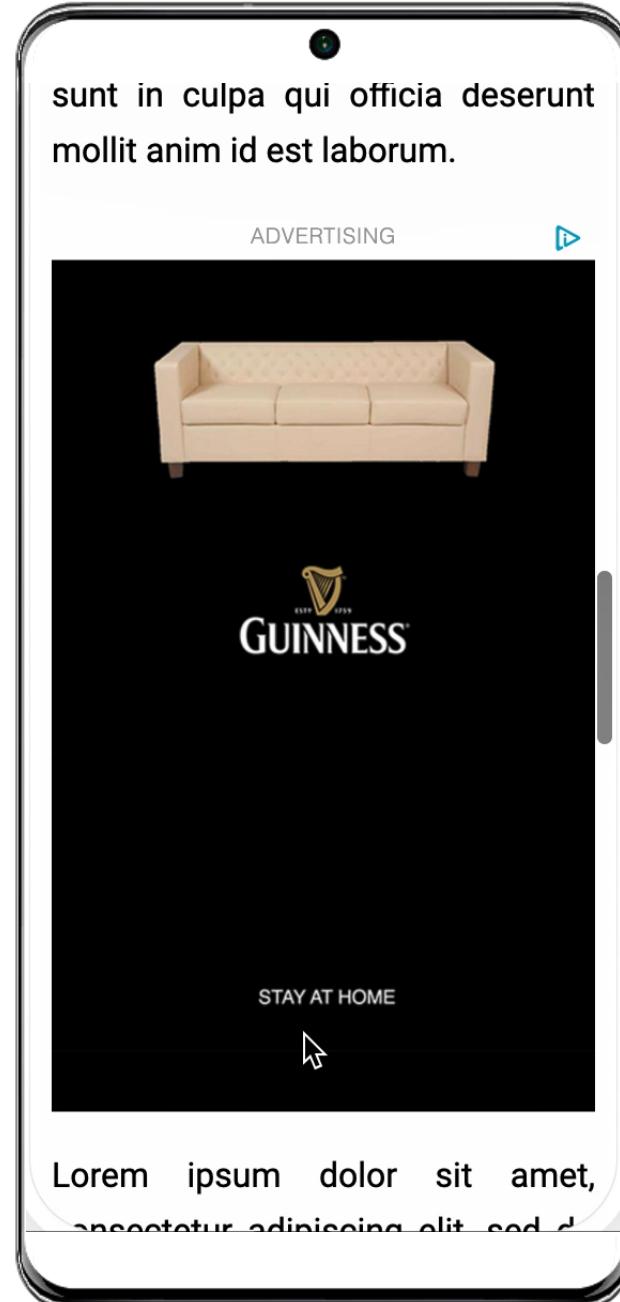


**Consectetur** adipisciing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea

# FORMATS TO SPECIFICALLY TO DRIVE QUALITY VISITS TO ECOMMERCE



STAY HOME, STAY SAFE  
AND STAY HEALTHY.





# THANK YOU

**lorenzo.agapito@teads.com**  
Creative Strategist, Teads Studio, Teads Italia



Had the race been 200 meters longer, she might have won the whole thing. When she did cross the finish line, she was only seconds behind Jordan and solidly in front of everyone else, she looked over at the clock: 3:1 miles. It was one of the fastest times in the country for school girls last year—except Amaris was still in school. In fact, she had only started running a few months ago.