A Renewed Focus on the Ad Experience

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BUILDING THE AD EXPERIENCE

WHAT WE KNOW.
THE CURRENT AD MODEL ISN'T WORKING.



SOME STEPS IN THE RIGHT DIRECTION.

01.

FORMAT CHANGE



02.

BETTER WAYS TO MEASURE AD EFFECTIVENESS



03.

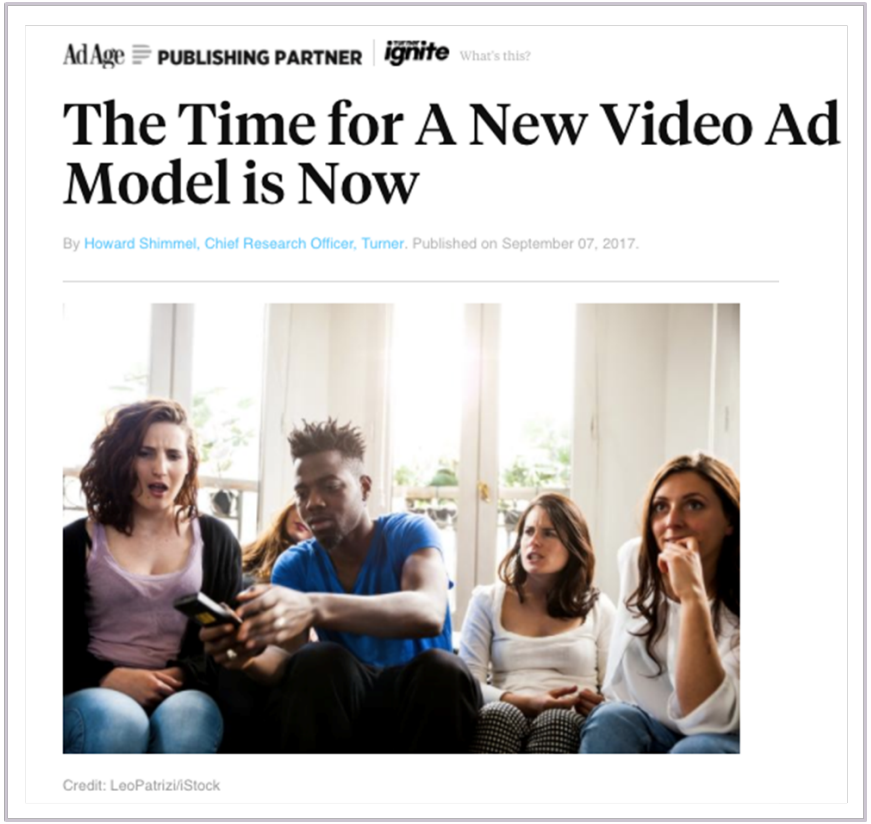
AD LOAD REDUCTION



WE NEED TO FIX
THE ADVERTISING
EXPERIENCE…



… SO ADVERTISING IS SOMETHING THAT CONSUMERS **NEED, WANT & APPRECIATE.**



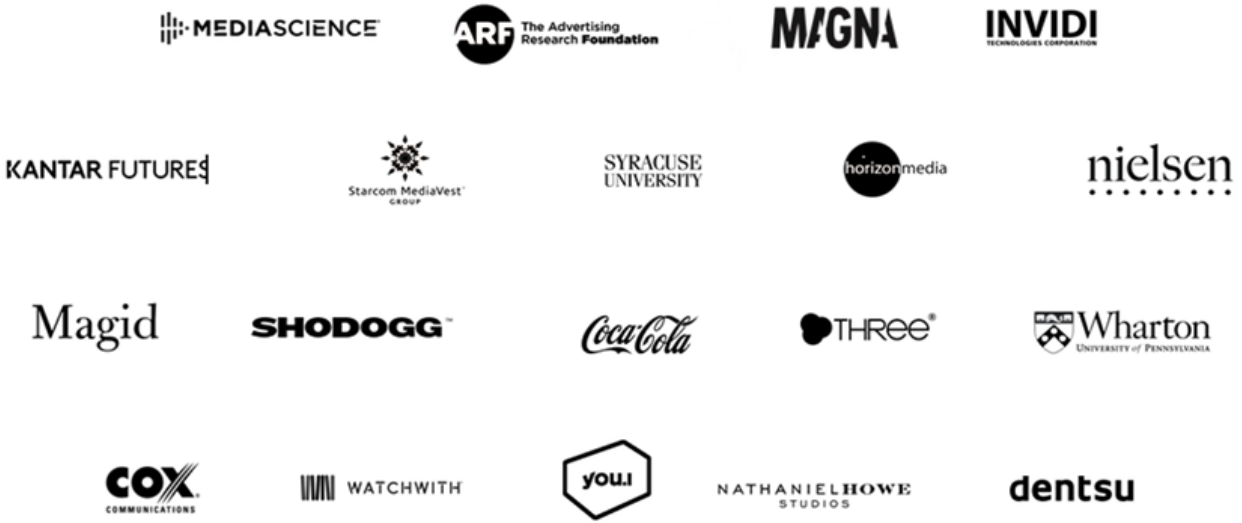
WE’RE BUILDING A BETTER ADVERTISING EXPERIENCE FOR CONSUMERS



GROUNDED IN INSIGHT | TEST, LEARN | OPTIMIZE | SHARE



OUR BOARD: LEADING PROFESSIONALS AND CREATIVE VISIONARIES IN TECHNOLOGY, ADVERTISING, MEDIA, RESEARCH, AND ACADEMIA.



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DELIVERING ON OUR MISSION
TWO PATHS

CONSUMER INSIGHTS

Starting with a clear set of consumer needs

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PROTOTYPES

TEST,
OPTIMIZE,
VALIDATE,
SCALE

INSIGHT TO CONCEPTS: CONSUMER AT THE CENTER



WE HAVE FIVE STEPS ON THE INSIGHT TO CONCEPT PATH

01.
DISCOVER
5 consumer territories

02.
BUILD
Concept Co-creation

03.
TEST
Validate, prioritize

04.
PROTOTYPE
Optimize

05.
ACTIVATE
Data, Tech Overlay

OUR STARTING POINT: 10 FOUNDATIONAL INSIGHTS

01. Consumers as content creators

02. Content curation – avoiding the echo chamber

03. Advertising as entertainment

04. Connecting through ordinary moments

05. Content to counterbalance/ enhance mood

06. Serendipitous content, advertising experiences

07. True Authenticity

08. Avoid bad decision making

09. Content catalyzed networks

10. Immersive experiences

OUR STARTING POINT:
10 FOUNDATIONAL INSIGHTS

01.
Consumers as content creators

05.
Content to counterbalance/ enhance mood

06.
Serendipitous content, advertising experiences

10.
Immersive experiences

True Authenticity

Avoid bad decision making

Content catalyzed networks

WE'VE DELIVERED
11 CONCEPTS THROUGH CO-CREATION



"Imagine you're almost at work and are perusing the calendar to plan your day. Your phone's GPS has recognized that you've come to the office 100 days in a row without vacation, and serves you an advertisement for a weekend getaway"

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Imagine you're almost at work and are perusing the calendar to plan your day. Your phone's GPS has recognized that you've come to the office 100 days in a row without vacation, and serves you an advertisement for a weekend getaway.

THAT ARE BEING TESTED AND VALIDATED

SCALE
winning concepts quantified

HIERARCHY
preliminary prototype pipeline established (top five concepts)

OPTIMIZATION
product features enhanced/eliminated depending on feedback

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CONVERT WINNING CONCEPTS INTO SCALABLE AD EXPERIENCES



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FORWARD THINKING APPROACH



LEVERAGING START-UPS IN THE AD SPACE

OBJECTIVE

IDENTIFY NEW AD TECH START-UPS THAT IMPROVE THE CONSUMER AD EXPERIENCE
- Wanted, needed, appreciated

PARTNER TO DEVELOP GO TO MARKET STRATEGY & SOLUTIONS

HOW

01. Leverage experts

02. Develop Governance Board

03. Define selection criteria

04. Fast and nimble process for testing and evaluating

TEST AND LEARN PROCESS

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01. SELECT

Start-Ups

02. ALIGN

Product with Consumer Territory

03. TEST

Validate, Optimize

04. PROOF OF CONCEPT

Socialize

05. ACTIVATE

Tech, Data Requirements

A FOUR MONTH CYCLE

Turner

+

EXTERNAL

techstars · /COLLIDER/ · RocketSpace · Wharton

All Input to Startup Pipeline

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SUBCOMMITTEE

+

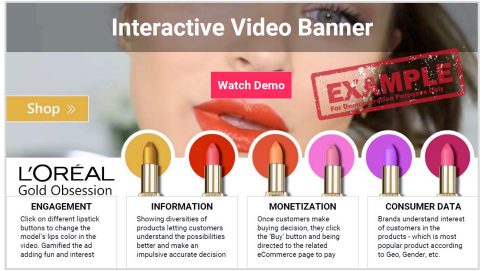
TURNER GOVERNANCE

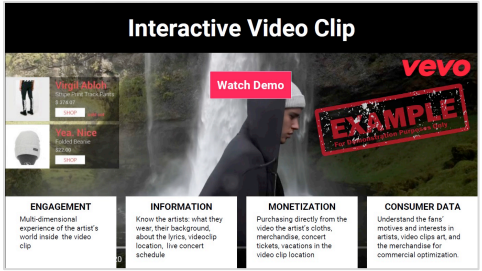
Filter to 2 Startups



CONSUMER TESTING

Retube





DELIVERS ON CONSUMER INSIGHTS

Immersive Experience

Empowerment / Wrong Decision

CLIENT CHALLENGES TO SOLVE

Engagement

Brand Memorability

Personalization

POINT OF DIFFERENTIATION

Converts an existing brand video ad into an interactive experiential ad

Takes Retube ½ day to create new video ad

CALL TO ACTION

01.

PUT US IN TOUCH WITH START UPS

02.

BRANDS FOR PARTNERSHIP

Contact us at TurnerAdLab@Turner.com

Visit our website: research, events and more! turneradlab.com



THANK YOU