

PLAYBOOK



MOBILE RICH MEDIA

BEYOND FORMATS

In partnership with



EDITORIAL BOARD AND STAFF

MMA LATAM TEAM

Managing Director LATAM

Fabiano Destri Lobo

fabiano@mmaglobal.com

Director Business Development & Operations LATAM

Thais Schauff

thais.schauff@mmaglobal.com

Argentina

Soledad Moll

soledad.moll@mmaglobal.com

Brazil

Graziela Mazzer

graziela.mazzer@mmaglobal.com

Colombia

Thais Schauff

thais.schauff@mmaglobal.com

Mexico

Rosa Isela Molina

rosy@mmaglobal.com

Playbook Production

Head of Content: Paula Anselmo

Copywriter: Carolina Juliano

Creative Director: Sylvio Pinheiro

Art Director: Ruben Konishi and Marcio Oliveira

Additional art: Tiago Prado



MMA is the main non-profit association of the mobile ecosystem in the world, with more than 800 associate companies from, approximately, 50 countries. Our associates come from all corners of the Mobile Marketing ecosystem including brands, agencies, mobile technology platforms, media companies, carriers and others. MMA's mission is to accelerate marketing innovation and transformation through mobile devices, promoting business growth with great, and close, consumer engagement.



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1. INTRODUCTION BY MMA LATAM

IMPACT WITH QUALITY AND ASSERTIVENESS

The evolution of technology has been frantic and can't be stopped. In this digital age, consumers are in charge and mobile is the protagonist in this transformation. Today, a user interacts up to 150 times a day with their smartphone. With it, they keep up with life: interact with other people, shop, study, work, perform services, are informed. And they are reached by brands.

Reinventing paths within this scenario and adding innovations that emerge each day is the big challenge for the advertising market. Capturing attention in an intelligent and creative way, that allows for richer and longer engagement of the audience and the brand is the primary goal of Rich Media formats. Advertising that goes beyond text and image banners: it breaks the barriers of format to promote interactive and thought-provoking experiences in a more assertive way, which creates an emotional relationship with the audience.

On the pages of this Playbook, we'll talk about the technology possibilities available to enrich our advertising market, to better understand Rich Media and get to know these case studies of brands that have already used this innovative and revolutionary format, with their experiences and evaluations.

Happy Reading!



Fabiano Destri Lobo
Managing Director
Mobile Marketing Association, LATAM

2. RICH MEDIA



2.1 WHAT'S RICH MEDIA?

Rich Media
enhances the user
experience instead
of interrupting
them on their
digital journey

Rich Media is every type of digital content with which the user can interact, through advanced resources such as video, audio and other elements that allow for longer engagement of the audience with a particular brand. A set of tools and technologies focused on creativity and on higher user engagement through a rich and engaging digital experience.

It's an interactive medium that communicates more effectively with different audience segments. It makes consumers engage with a brand without, necessarily, leaving the website they're browsing.

In addition, it offers marketing professionals and designers the chance to leverage new formats and innovations that emerge everyday in the market. Pieces that expand, float, files to download, instant interactions

such as asking for a selfie to be inserted into the ad, promoting a quiz, including advanced animation or even using augmented reality features.

Rich Media features enhance the user experience instead of interrupting them on their digital journey. It's the key to an ad campaign that intends to win over the audience with rich and impactful content.

2.2 WHY IS IT IMPORTANT?

In addition to promoting higher and longer engagement of the audience and the advertised brand, creative formats in Rich Media enable the publisher to have access to added and more accurate metrics about the user than traditional ad analyses.

Besides, since this type of media allows advertisers to deliver something more to their audience at the time of impact, it can spark the user's emotion, thereby improving their relationship with the brand. All of this results in increased conversion rates, clicks and views.

For agencies, Rich Media is also a powerful creative tool. It opens the way for creatives to develop incredible ads focused on mobile, without the limitations of the traditional banner, for instance. The technology of Rich Media formats offers these professionals the possibility of putting their creativity in the hands of the user. Thus, it concentrates an engagement index superior to the traditional media, higher CTR and more possibilities of data collection.

It's a format that brings unlimited possibilities, from the point of view of targeting, the collection of user information and, certainly, from the creative point of view. For instance, for a video banner, it's possible to easily assess the number of people who watched the film, the length of time involved, as well as details such as pauses and pieces. The more detailed the metrics, the greater is the understanding of your campaign's performance.

The result is that the advertiser can start looking at different ways of measuring their strategies and visualizing what, in fact, this success represents to their brand.

The technology of Rich Media formats offers professionals the possibility of putting their creativity in the hands of the user

RICH MEDIA ASSERTIVENESS **TARGETING**



2.3 RICH MEDIA GROWTH

Visibility continues to be a hot topic in digital advertising. All over the world, reports point out that Rich Media ads have higher visibility rates than static and even animated formats. In Brazil, there are still no in-depth studies to measure the efficiency of Rich Media compared to other traditional media. But research by Adform, from September 2014, in a number of countries indicates that Rich Media campaigns had much higher clickthrough rates (CTR) and engagement rates than standard banner ads. The research looked at activity on its platform and found that CTR for standard banners was 0.12% while Rich Media ads were 0.44%.

The research revealed that CTR was much higher for Rich Media banners due to its high impact format. In addition to the significant CTR number, when the engagement rate was measured, Rich Media came in first place again, with 16,85% in comparison to 2,14% for standard banners in engagement rate..

Rich Media video ads also had longer average playback time than regular video ads, due to the fact that users really need to click a Rich Media video ad to play it.

DIGITAL AD PERFORMANCE WORLDWIDE, BY FORMAT

(2014)

	Standard banners	Mobile	Rich media banners	Video banners
Clickthrough Rate (CTR)	0.12%	0.14%	0.44%	0.39%
Engagement rate	2.14%	1.62%	16.86%	-
Average engagement time (seconds)	10.4	14.1	10.7	8.3
Average video playback time (seconds)	-	-	40.5	32.1
% screen impressions	52.4%	58.0%	66.0%	62.2%

Source: www.emarketer.com

2.4 AD SPENDING DIGITAL EVOLUTION IN BRAZIL

Investment in the digital advertising market in Brazil is expected to grow two percentage points in the next four years, going from the current \$ 3.47 billion (2017) to \$ 5.17 billion (2021). There is no data yet to indicate how much of this amount is allocated to each media format.

"Clients, in Brazil, still don't see the value Rich Media brings but, as we insert this format into campaigns, the results – which are much bigger – impress them," says Thiago Franzão, Media VP at Grey Brazil. "Research made in the US last year shows that a Rich Media format has 270% higher CTR than a static banner."

With the growth in available media, the trend, according to the Grey executive, is that clients better target their advertising, according to the goal to be achieved. "If in the past I had five channels to speak from, today I have 30."

DIGITAL ADS INVESTMENT IN BRAZIL

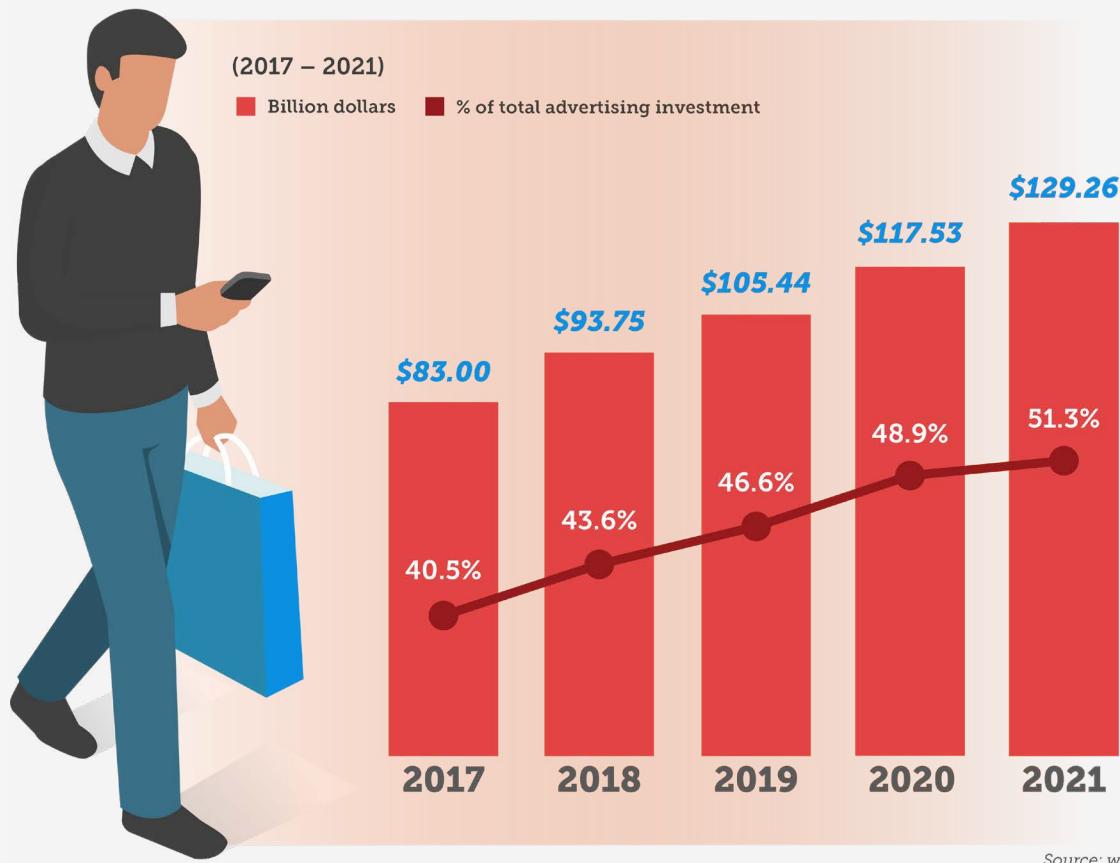


2.5 DIGITAL EVOLUTION, BANNER AND RICH MEDIA SPENDING IN THE US

In 2016, for the first time, investment in digital display ads in the United States was higher than search ads, according to a research by eMarketer. The category that includes video, sponsorship, Rich Media and “banners and others” was responsible for the largest share of digital advertising spending that year.

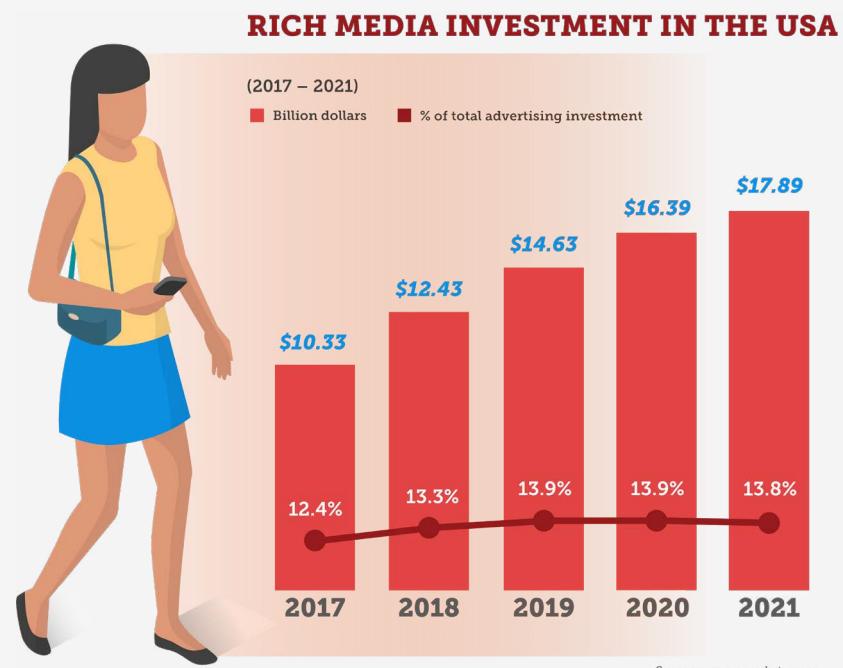
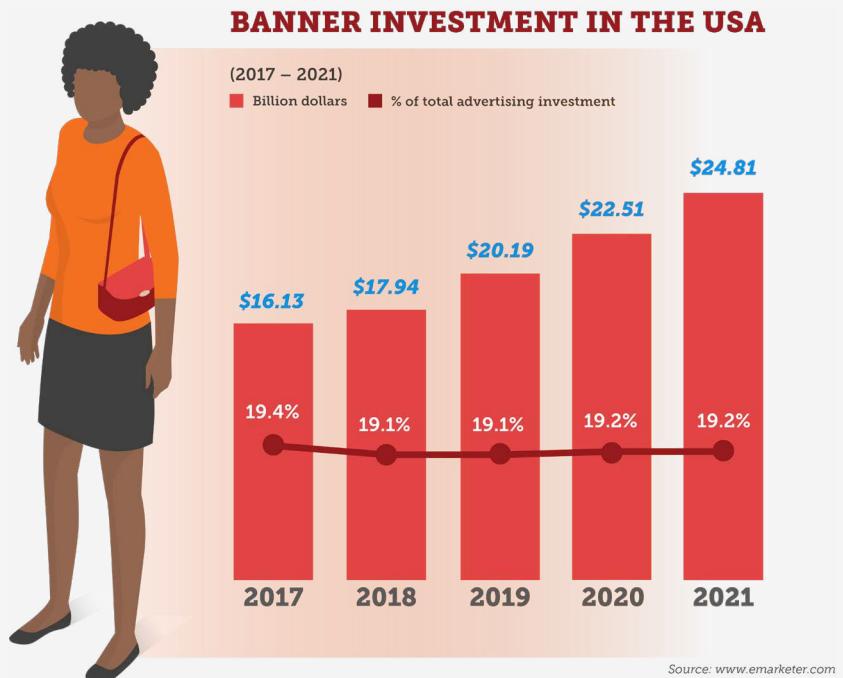
The research showed that “banners and others” were still at the forefront of advertising investment preference, but highlighted, more importantly, the increase of Rich Media investment that year.

DIGITAL ADS INVESTMENT IN THE USA



Source: www.emarketer.com

The survey made the following year already showed the reversing curve. The trend for the coming four years in the United States, as well as in Brazil, is also of steady growth in investments in the digital market, but it's already clear that Rich Media will gain space, while standard formats, such as banners, tend to have lower investment until 2021. See the following graphs:



3. THE MOBILE ERA: GLOBAL EVOLUTION

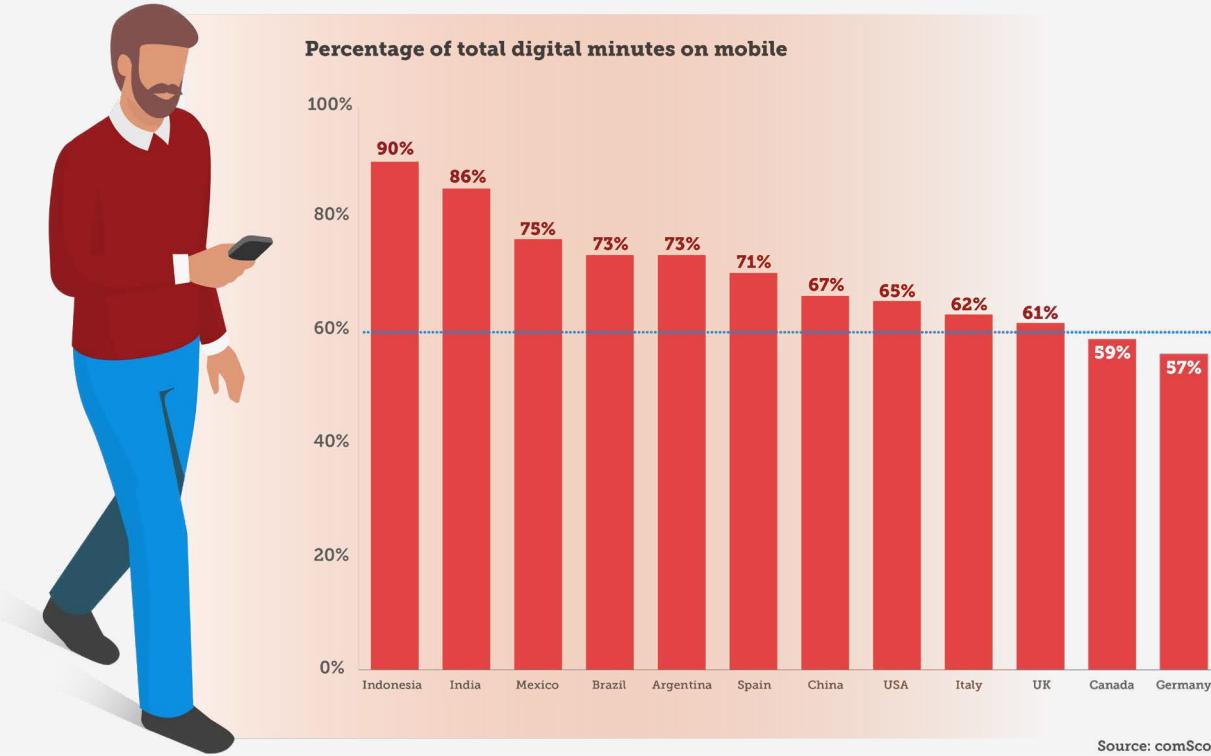
3.1 FIRST POSITION IN THE WORLD

If in the last years the global advertising market saw digital as the new and main path to follow and put their investment, today these same eyes turn especially to mobile. Impacting consumers on their smartphone is almost like talking to them eye to eye.

"Brazilians, above all, have a big thing for cell phones. If people leave the house without their wallet, they don't come back, but if they forget the cell phone, they do," says Edison Maluf, managing director at YDigital Media Brasil. "It's a very close relationship for people and, therefore, it became a channel for brands to have access to consumers".

"The retention rate for mobile is different," says Ana Paula Ribeiro, Digital Marketing coordinator at Raia Drogasil. "People use the cell phone in a different way from how they use the desktop and you have the opportunity to better retain their attention at that time."

MOBILE POSITION IN THE WORLD



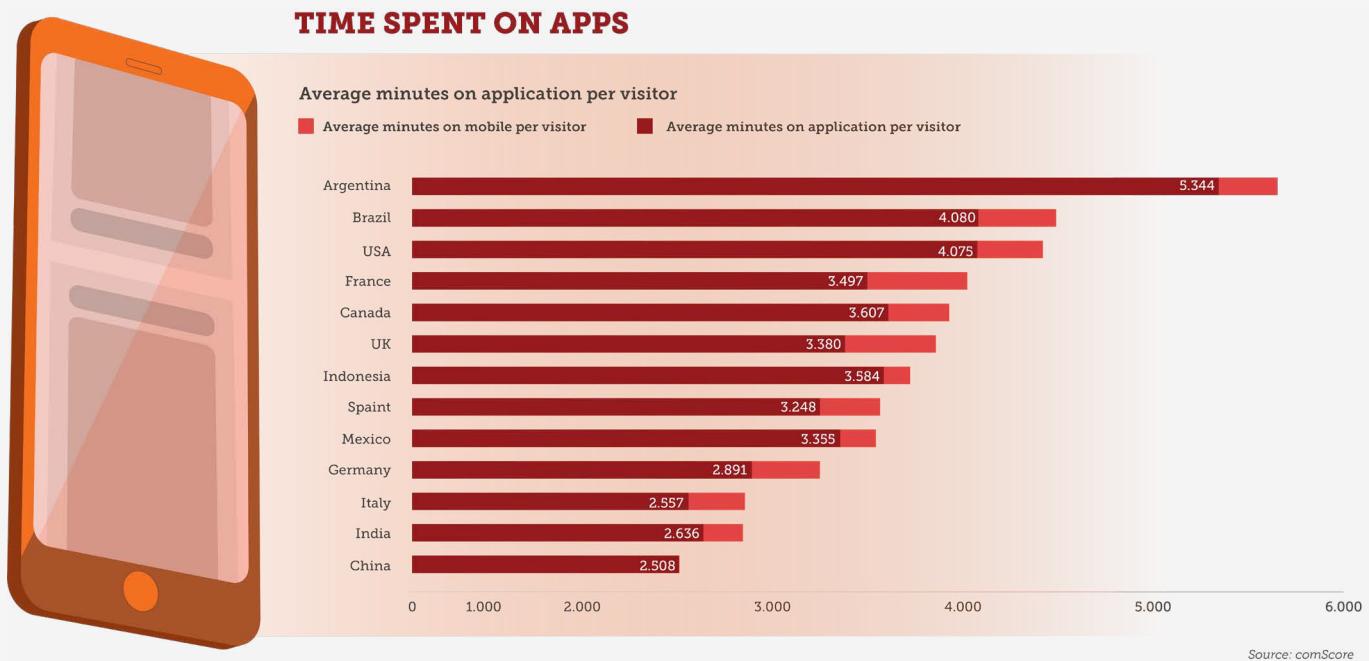
And this is not a trend observed only in Brazil. Mobile occupies the top position in the world and is responsible for more than half of every digital minute in 13 markets, and for more than 75% in Mexico, India and Indonesia. Brazil is in fourth position: mobile represents 73% of Brazilians online time.

3.2 APPLICATIONS LEAD TIME SPENT

Time spent on applications is what drives time invested on mobile. The refined user experience and the applications functionality lead the dominance of time spent on mobile. Brazil is in second place in this category, behind only Argentina, according to the global map developed by comScore.

Faber-Castell had a very significant experience with their Floresta sem Fim campaign. Users were invited to download an app and interact with a message of environmental preservation the brand wanted to convey. The result was more than 600,000 downloads, 4.5 million engagements, an average of 14 minutes of app interaction per user and 1,200 minutes of tutorials created by the users themselves, according to Eduardo Ruschel, Marketing and Innovation director at the company.

See on the chart below the importance of apps for the time invested in mobile.

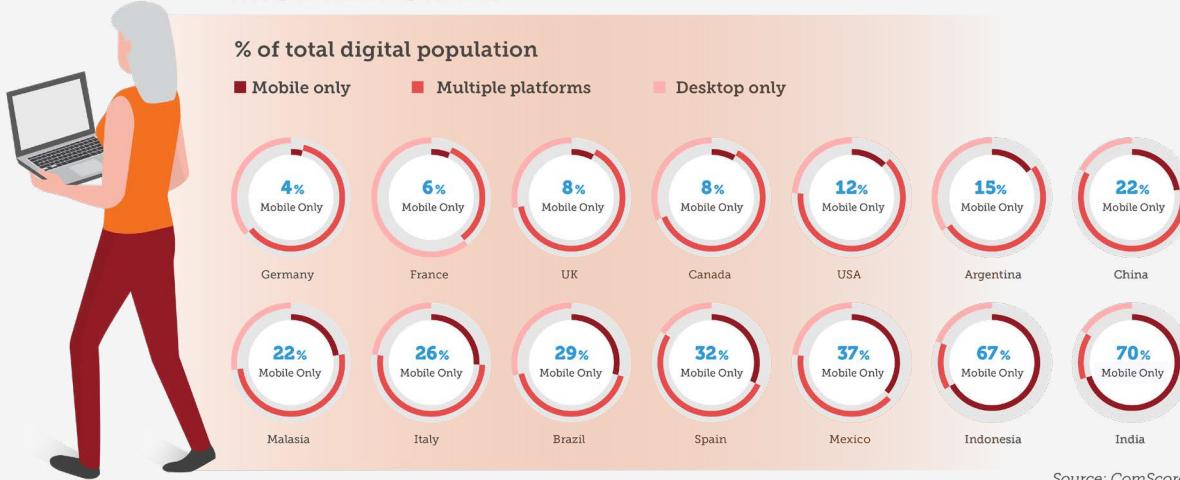


3.3 MOBILE ONLY AUDIENCES

More than a quarter of global users only connect via mobile. In India, 70% of users only connect via mobile and, in Indonesia, 67%. In Brazil, the number is lower. Survey by comScore shows that 29% of users connect only via mobile.

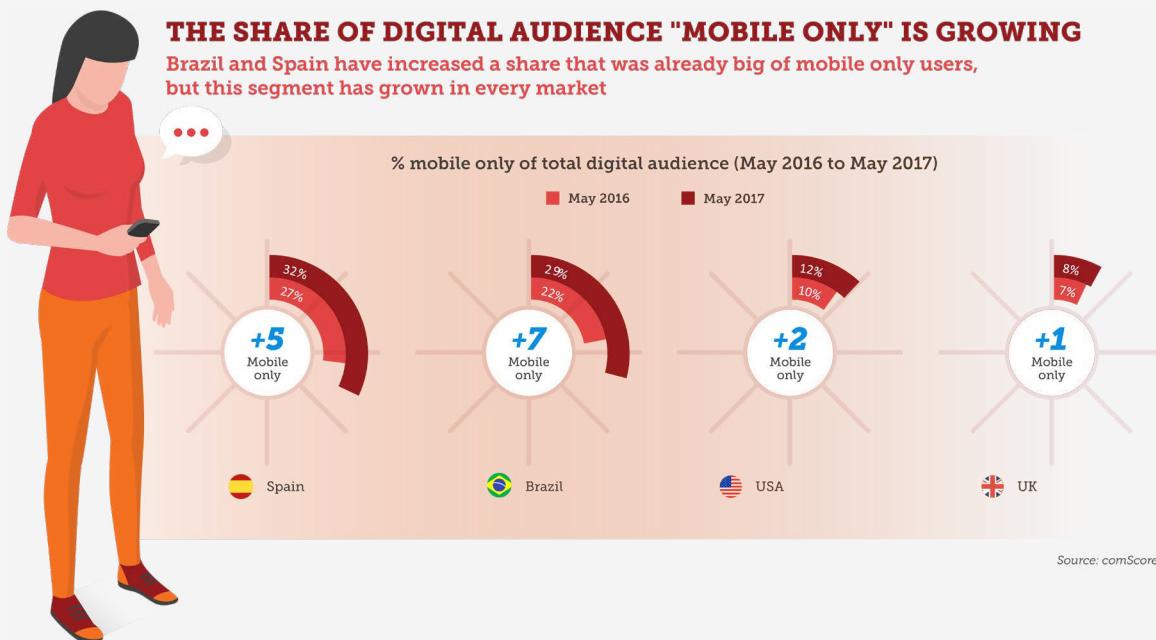
Thiago Franzão, from Grey Brasil, highlights that, "with the shutdown of analog signal in televisions, mobile operators may have more bands and, thus, improve infrastructure in the country. This evolution in infrastructure that provides technology evolution is already showing signs: the mobile exclusive audience in Brazil grew 7 percentage points from 2016 to 2017."

MOBILE ONLY



THE SHARE OF DIGITAL AUDIENCE "MOBILE ONLY" IS GROWING

Brazil and Spain have increased a share that was already big of mobile only users, but this segment has grown in every market

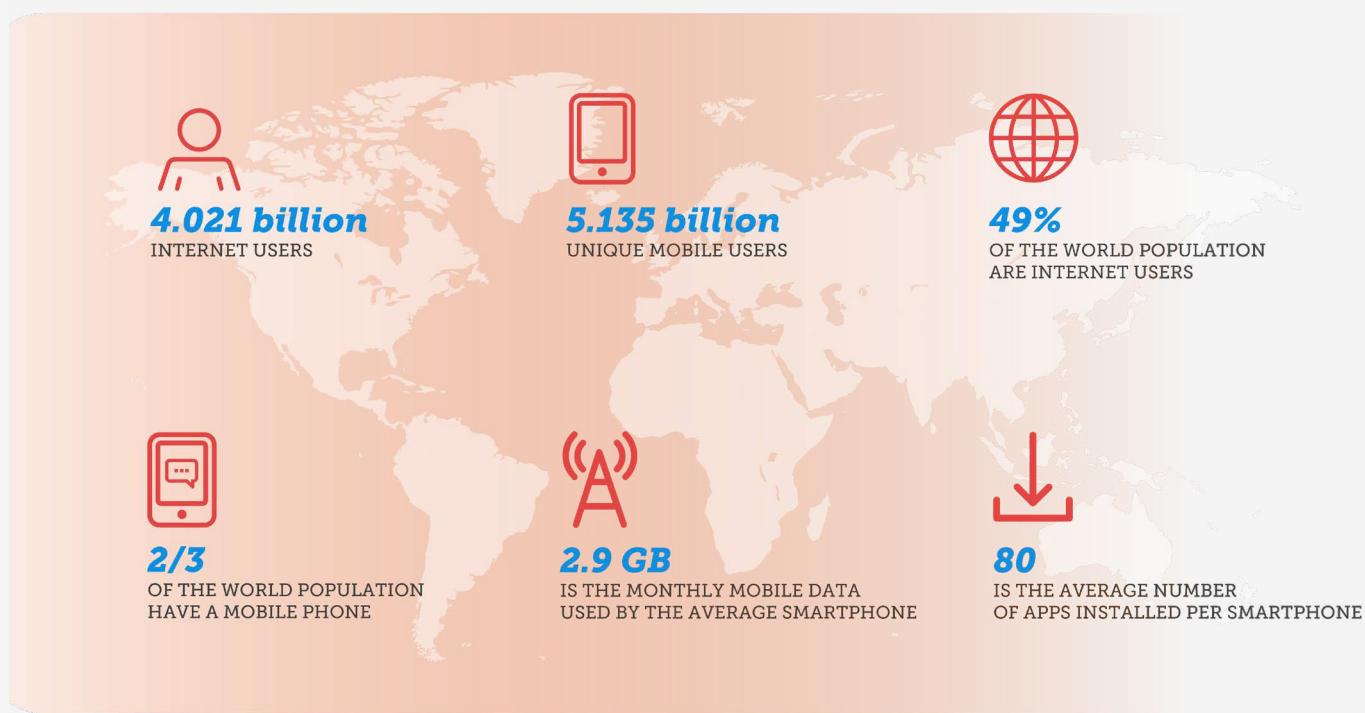


3.4 MOBILE SCENARIO 2017-2018

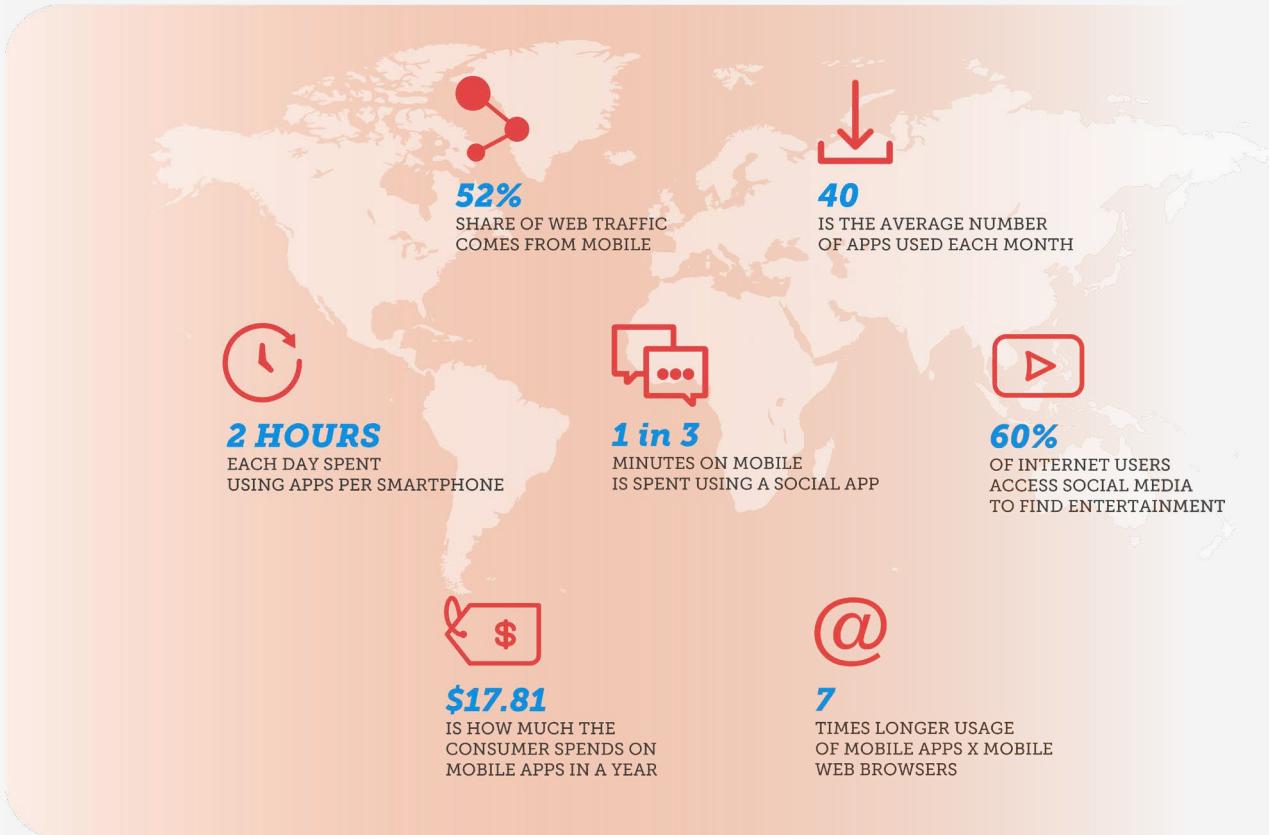
There are more than 4 billion people connected to the internet. Most of them boosted by the growth in smartphone consumption and more affordable mobile data plans. Around the world, more than 200 million people purchased their first mobile device in 2017. That is: two-thirds of the world population have a cell phone.

This scenario attests the power of smartphones, as they have become everyone's preferred choice for internet access. Today, 52% of web traffic comes from cell phones and it's getting easier for people to enjoy a rich internet experience wherever they are.

IN NUMBERS



CONSUMER BEHAVIOR



Source: Hootsuite

4. RICH MEDIA AND MOBILE MARKETING IN BRAZIL

4.1 (R)EVOLUTION IN AGENCIES

4.1.1 CREATION AND FORMAT GO TOGETHER

GUILHERME JAHARA
CCO AT F.BIZ



We, in the advertising market, need to know better what are the technology possibilities that exist today to also analyze creative options. Being connected to technology hypothesis, knowing what we can and can't do, to be more assertive when it comes to creating.

Understanding, therefore, the stages of Rich Media, from first getting a person's attention, to making them click and to having, then, an interaction, in any format within the piece. It can be video, browsing or even sale. It doesn't matter, but you have to make the consumer have an interesting experience from the go, when you get their attention.

Today, the more important thing is the connection of people, a different way of engaging with an advertising piece, that needs to go beyond very simple displays, which result in a poor delivery. More attractive formats, which is what Rich Media proposes, will generate a richer experience.

This is a path with no return, very challenging and, sometimes, even exhausting. Because there are many possibilities, and it's all very rich. Not many agencies are so connected to innovation and willing to get this transferred to clients and, above all, ultimately, to consumers.

Creation and format already went together, but concern with this second element was much more restricted. In the last few years, many format barriers have been broken. Brazil is still crawling towards some of them. The Rich Media format is vast and started to appear strongly with the arrival of 4G. Making the consumer have a relevant experience in an environment where people quickly pass by, enter and exit applications, where they stay for a few minutes (or seconds), is a challenge. In some formats, such as video, we've already had strides, though.



We're one of the countries where the mobile market grows the most. This shows how connected we are

Brazil is one of the countries where the mobile market grows the most. This shows how connected we are. On the other hand, we still have a lot to develop. By putting more technology in agencies daily routine. And not only that: we also need to discuss content, what people want to consume. The audience is not only interested in how the message arrives, but the story it tells, if it's captivating, if the interaction is rich and fun.

Brazil has the possibility of bringing media and creation closer. We have one of the largest creative schools in the world, what's fundamental now is that the market and the agencies are more and more integrated. Creative understanding even more about media, production understanding how to produce from film to smaller formats of Rich Media. Collaborative work. If there's still a lack of market knowledge about this future, we have to be open, with our pages to be written.

The audience is not only interested in how the message arrives, but the story it tells, if it's captivating

4.1.2 EVERY INNOVATION IS LOOKED AT AS INSPIRATION

THIAGO FRANZÃO
MEDIA VP AT GREY BRASIL



Rich Media, in mobile, is the format that has more possibility of bringing results to campaigns. There we have more engagement, CTR, more possibility of user data collection and possibilities of audience targeting. It's a format that for us, at the agencies, brings limitless possibilities, especially from the creative point of view. When there's the possibility of having a more sophisticated creation, the rates increase.

Today, it's up to each agency to offer a Rich Media format, because clients have different levels of maturity. There are those who already know what it is, who have already used it and want to use it again; and there are others who get apprehensive and scared of investing in something new. We face the challenge of making them see the value Rich Media brings. But, without a doubt, the results are much better when a campaign also invests in Rich Media.

There's no other possibility: agencies have to adapt. We're on a wave that, if we don't surf, we'll drown. Making digital media today is a fact, there's no question. But the disciplines within digital, the possibilities that arise, are completely unprecedented. And the team has to be prepared for what's new, always.

At Grey, we have a big Rich Media client, which is Volvo. They always allow for innovation, it's an extremely segmented audience and the Rich Media format allows us to reach the people we want. More than targeting, it allows us to collect data because, in addition to interaction, it induces the audience to fill out a registration. So, with Rich Media I can explore not only targeting, but data about a person who's a potential Volvo consumer.

We have to look at every innovation as inspiration, but also with a bit of caution. It's necessary to be calm, in spite of the speed with which things go.

In terms of technology, Brazil is still a step behind in the world and, obviously, that reflects in the investment in digital advertising as well. However, we're one of the only countries that combine media and creation. And that gives us a huge competitive advantage.



On mobile, Rich Media is the format that has the most possibilities of bringing results to campaigns

4.2 DISRUPTIVE MOMENT IN MEDIA PLANS

4.2.1 TOTAL FOCUS ON DIGITAL

MARCO FRADE

HEAD OF DIGITAL, MEDIA & PR AT LG



At LG, the largest investment in advertising is in digital, because it's the only medium that shows who actually visited our website to buy, who was impacted and took action from that. Today, investment in digital media represents 70% at LG. Of these, about 15% are already focused on Rich Media..

Rich Media brings good results because it increases the user interest by allowing us some type of delivery to them – which increases their interest in the brand.

Currently, our media plan is mixed. Because we can't give up on numbers generated by standard ads, such as banners. But the main advantage is that Rich Media formats give more visibility to the product and take the consumer where we want them to go: to the "where to buy" button. It generates a different metric, because it's more qualified, more assertive.

We had an experience with a Rich Media piece that ran from December 2017 to February 2018, to sell a TV Oled. The result was, on average, 30% better than what was achieved with a traditional ad. And we observed that the rate of cart abandonment in a Rich Media campaign is lower than 40%, against a rate that exceeds 50% for other types of ads.

Today in Brazil there are good producers, but production is still expensive. At the moment agencies incorporate media and bring in the production of these formats, I believe it'll be more viable for everyone. New formats emerge every day. It's a point of no return.



Today, investment in digital media represents 70% at LG. Of these, about 15% are already focused on Rich Media

4.2.2 TURNING POINT

MARCIO MALTA

HEAD OF DIGITAL AT COSTA CRUZEIROS



Costa Cruzeiros is a very traditional company, that has operated in Brazil for 70 years. In the last three decades, its operation was essentially offline. Only in the last year did we migrate to a more online presence.

We've already done some experiments and we're advancing in the mobile topic. Our ships have wi-fi and we need to speak our audience's language. This migration was very disruptive and today we have 75% of investments allocated to the digital base. The strategy has already brought results: our brand coverage is better and engagement is much higher.

We used a variety of targets and that's why mobile is fundamental. Our ships only stay in Brazil from December to March and, in order to communicate the brand with this seasonality, we need to be assertive. Rich Media formats arrived to bring something new and complement what exists.

We've learned that, more than capturing attention, it's necessary to charm. Transforming the experience with the brand is something much more positive than only the website visit. And this engagement comes with Rich Media.

We carried out a campaign – the first in the segment in South America – with 360-degree footage of the ship, in VR, running from August to September 2017. It was an innovative format, in which we showed the whole interior of the ship, and the client got to know all the convenience before traveling. We had a CTR of 1.5% – well above our usual numbers.

Having the chance to activate the brand showing the ship itself, which is basically a luxury hotel, generates much higher engagement than just disclosing prices, even if they're attractive.

Today, Costa Cruzeiro thinks of Rich Media as a complement to campaigns. It's already considered a possibility in our digital marketing plan, although we recognize that much knowledge is still lacking in the market and in agencies. Many people still don't know what can be done in Rich Media for mobile. It's a path to be explored.



Transforming the experience with the brand into something beyond the website visit. This level of engagement comes with Rich Media

4.2.3 RICH MEDIA BOOSTS EMOTION

EDUARDO RUSCHEL

INNOVATION AND MARKETING DIRECTOR AT
FABER-CASTELL



Not only for Faber-Castell, but for any brand that has a story to tell, the Rich Media format allows exactly the storytelling, conveying emotion, triggering people's limbic system, after all, that's where decisions are made. Faber-Castell has a lot of history and is part of many people's lives. The feeling of affection towards the brand happens naturally, and Rich Media allows us to boost it.

We had never worked with Rich Media before Floresta sem Fim. We wanted to change a bit the way the brand interacts with children and youths. Speaking their language and turning what would be 30 seconds of traditional message into many minutes of interactive and educational experiences.

We launched the campaign a few months after the augmented reality fever of PokéMon Go. We wanted to show that there's an immense work of forest preservation in the process of manufacturing the Faber-Castell eco-pencil. Consequently, we ended up rescuing and preserving many animals that no longer lived in that environment. Why not, then, show that behind an eco-pencil there's an animal we're helping preserve? Each color of the case became one of the animals that live in our forest in Prata, Minas Gerais.

We had more than 600,000 downloads, 4.5 million engagements, and average of 14 minutes of app interaction per user and 1,200 minutes of tutorials created by app users themselves.

In our only experience, the effectiveness was much greater. But it's difficult to generalize. Each campaign is different, has its own objectives, KPIs previously defined, and must be measured. The richness of digital is exactly this: transforming hypotheses into certainties. This really is a great advantage that it has versus traditional media.

In this campaign, we had a balance of TV media, social media and influencers, where the app was the initial stage of the journey. I have no doubts that the app was much more impactful, because it was an experience, where the user interacted and could customize their own animal. When we saw kids aged 6 and 7 years filming tutorials on YouTube to show how to transform the eco-pencil into an animal, we were sure that the objective had been achieved.



The richness
of digital is
transforming
hypotheses into
certainties

4.2.4. IT'S TIME TO PROVOKE AND TO GO AFTER SOMETHING NEW

ANA PAULA RIBEIRO

DIGITAL MARKETING AT DROGA RAIA

“A great disruption is happening in the market. Companies don't need to wait for agencies to present new formats. From the moment you start understanding your consumers' needs, you can search in the market for something that won't necessarily come from your agency. We, at RD, have moved a bit from the waiting moment and we're in a moment of search. And I always believed in mobile.

The retention rate for mobile is different, people use cell phones in a distinct way than the desktop – an opportunity to better retain a person's attention at that moment. We ran a Rich Media campaign in 2017, as a test. Our client usually goes to the store in their region, even if they search online. So this point of view of geolocation is important for us to be able to talk to them at the moment they want, offering something that happens near their house.

Our campaign used geolocation to show the consumer that there was an opportunity near their house and then he could find the nearest store, inside the banner. The activation generated an important impact for the brand, because we managed to attract a large audience, the right way. That's why we're already planning the second piece.

Mobile has more breadth to show this conversion curve. It has a super asset which is knowing that the client is already near you, so we start gaining from there. And then, in a more assertive way, it shows the result of that digital action. You don't need to fire a cannon to hit an ant.

This assertiveness, of course, has a different price. But it's possible to channel its efforts. The big difference between mobile and Rich Media is knowing who to impact, when and where.

Raia is open to the evolution of these new formats. Our first big step, with this activation, proved how relevant Rich Media is and how it adds value. At this moment, it's very important to not simply wait for what the agency brings us, but to provoke a bit more and go after opportunities.

The big difference between mobile and Rich Media formats is knowing who to impact, when and where

4.2.5. QUALITY OF ABSORPTION IS THE GREATEST ADVANTAGE

LUIIS CASSIO OLIVEIRA

MARKETING AND COMMUNICATIONS DIRECTOR
AT CARTÕES ELO



Elo's media plan was designed with a focus on achieving the highest possible engagement with the client and, for that purpose, we determined the segmentation of interests, context and geolocation, and we kept optimizing these aspects with the campaign running. Complying with these guidelines, we developed our main campaign of the year, Aconteça, using video formats of Rich Media with targeting of interests, context and geolocation combined. This way, we managed to impact the consumer in the 12 micro-moments we created.

With pieces made in video formats, the delivery of mobile media was fundamental for the campaign's good results, because it allowed us to achieve better assertiveness by finding our target audience at the micro-moments we determined. The engagement rate, VTR, was far above average, with deliveries of 80% VTR. In some cases, we achieved above market engagement.

Mobile media has been showing great returns and, as a consequence, has been growing in share in the final delivery of the plan. In the campaign mentioned, a considerable part of the investment share was destined to mobile placement. For all this, Elo is constantly improving and always in search of new possibilities and formats that can increase the engagement of our audience with the brand.



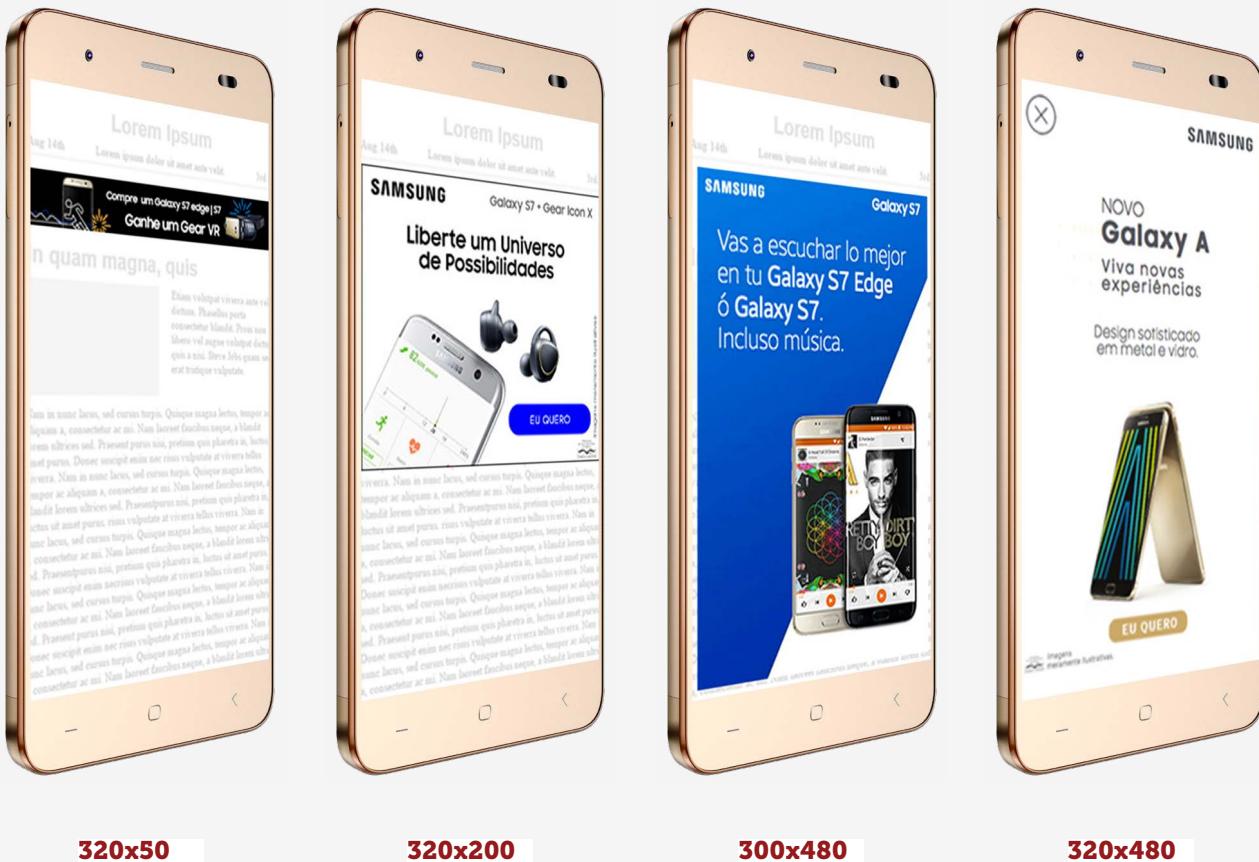
The delivery of mobile media was fundamental to the good results of our Aconteça campaign

5. RICH MEDIA TECHNOLOGY

5.1 CREATIVE FORMATS

5.1.1 STANDARD MOBILE BANNERS - SMB

Also known as SMB formats, they're the most traditional and well known. Usually they're in JPG or GIF and more focused on performance campaigns.



320x50

320x200

300x480

320x480

5.1.2 SPECIAL

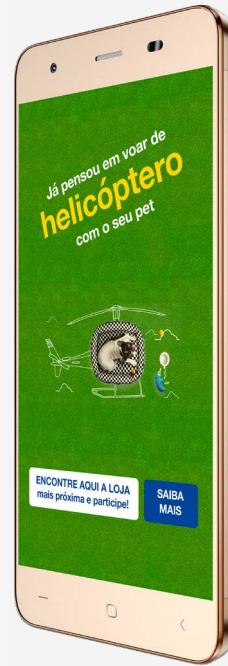
ADD TO CALENDAR

Creative format that offers the possibility of adding an advertising event directly to the user's agenda/calendar. On the given day, he will receive a notification about the start of the event.

SCREEN CLEANER

Experience that allows the audience to interact with the campaign using the smartphone's touch. "Deleting" a specific content is one of the many possibilities it offers.

Affection, love, care and celebration were some of the elements that led to the creation of **Petz** promotional anniversary campaign. In order to establish a relevant communication with pet lovers and pet consumers, the activation put a lovely dog licking the device screen. The user was invited to clean the licks with the **Screen Cleaner** feature, in order to know the promotion. This interaction generated a CTR of 2.74%, and IRT of 5.02%



WEATHER AD

It allows you to synchronize the campaign and its respective creative concept with the weather conditions, in real time.

COUPON

In this type of campaign, the audience can keep the coupon directly on the App Wallet/Passbook of their operating system, as an image on their photo gallery or opt to get it by email.

MOTION AD

It allows the user to interact with the ad as he uses the cell phone. Campaigns can have actions such as waving, spinning, “shake it”, twisting or turning. In addition to movements, it can integrate the user's location with the campaign.

The brand focused on the Spanish summer to run a **Motion Ad** campaign that transported the creation of a drink from the physical world to the digital one. It invited consumers to prepare their own **Tanqueray** gin, mixing the right ingredients in a glass. Segmentation was focused from Thursday to Sunday, scheduled to run from 5pm to 0am, and it achieved an ITR of 4.79%. The campaign won the Bronze Award at the Smarties MMA Spain 2017



SELFIE AD

It gives users the possibility of taking and customizing their selfie, according to the campaign's creativity. It's a format of strong engagement, of huge empathy with users, in addition to the natural appeal and the possibility of sharing in social networks.

EMOTION AD

A powerful tool for brand engagement, it stands out for allowing campaigns to detect emotions expressed by impacted consumers straight from the cell phone camera. These reactions are editable, according to the creativity developed and shared in social networks. Exclusive for Android.

MASK AD

This ad uses an algorithm to make the user's facial recognition. Then, it adapts the mask (a product or fun visual) to the part of the face that was recognized by the smartphone camera.

QUIZ AD

Much appreciated by the younger audience, this format requires consumer participation and interaction with the campaign, where the result is directly assessed by brand engagement.

With the objective of communicating **Toyota Aygo** to young people, YDigital Media

developed an interactive campaign that helped children to convince their parents to buy the car with creative arguments. With a **Quiz** system, the consumer could select a message and send to their parents from the piece itself. The activation reached a CTR of 3.62% and ITR of 21%. It won the Bronze Award at the Lusophone Prize for Creativity for Portuguese Language Countries; and Silver at the Marketing Awards from Meios & Publicidade



AUDIO AD

This format establishes and narrows the audience interactivity by playing a recording/audio right after clicking on the campaign.

SKETCH AD

It offers the consumer the possibility of interacting with the campaign by using the smartphone touch screen to create drawings, caricatures, texts or paintings. It's ideal to share the customized messages or funny pictures in social networks..

HOTSPOT 360°

Allows 360-degree navigation inside a specific place, with the possibility of interacting with buttons/hotspots that provide more information about the place and the product. It's a format that enriches the experience of campaigns for cars, hotels and real estate projects, among others.

How to impact Brazilian people with the comforts of a luxury ship on digital? **Costa Cruzeiros** went searching the feature of **Hotspot 360°** for the necessary creativity to put the user inside their ship. The 360-degree view allowed people to walk through the ship's internal spaces and induced users to have more information about services with spots that sparkled on the screen during the journey. The activation generated a CTR of 1.5% – well above the brand's usual numbers



COMPASS AD

An interactive tool that can be integrated to the cell phones compass. It shows the user a different content according to the devices location. A wide range of possibilities for brands to impact their audience.

WALKING AD

With an innovative technology that uses the smartphone accelerometer, this format allows users to interact with the campaign simply by walking.

Increasing awareness of **LEGO** products around Christmas time, in Portugal, was the activation's main goal. The **Walking Ad** feature allowed for a dynamic experience. As the user moved with the smartphone, the LEGO doll walked, passing by the many sceneries the brand had to promote: Police Station, Fire Station and Volcano. The campaign generated a CTR of 1.41% and won the Broze Award for Creativity by Meios & Publicidade Portugal



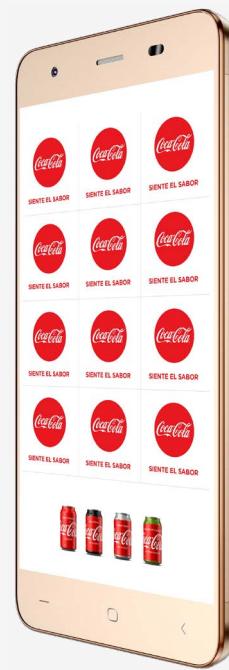
VIBRA AD

This tool can be activated and synchronized with the reproduction of a sound or video. By interacting with the campaign, the user's smartphone starts vibrating. Exclusive for Android.

GAME AD

At a moment when gamification is everywhere, stimulating audience engagement with brands in a playful way, this format uses a variety of simple games to interact with the campaigns. Using the smartphone accelerometer, users can interact with the campaign via a game.

Ecuador's creative and media strategy was focused on educating young consumers about **Coca-Cola's** new options, marked by the colors of cans, showing before and after. They identified a great opportunity for a **Game Ad**, impacting the audience in a relevant way, creating a rich, dynamic and interactive experience. The campaign was shortlisted for the Smarties MMA Latam Awards 2017



5.1.3 VIDEOS

VIDEO AD

This format allows the inclusion of a video in the campaign piece.

VERTICAL VIDEO AD

With it, it's possible to adapt videos of campaigns according to smartphone screens, where they're displayed vertically.

VIDEO 360

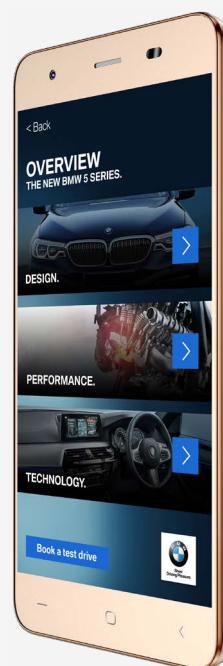
It offers the feeling of putting consumers inside the video. By moving the smartphone, the audience can navigate in every angle.

5.1.4 MOMENT MARKETING

MEDIA SYNC

It synchronizes the campaigns transmitted on TV and Radio with ads to be shown on mobile, taking into account the programming grid of monitored channels or even some events transmitted by channels.

For the launch of the **BMW 5 Series**, the brand included the **Media Sync** technology to expand awareness and increase engagement through Multiscreen. Creatives focused specific audience for BMW in digital platforms, synchronized with TV events and shows, achieving a CTR of 1.06%. The campaign competed at the Smarties MMA South Africa Awards, in 2017



EVENT TRIGGER

It monitors live events (of any segment) and synchronizes with campaigns delivered on mobile, allowing to customize creativity shown on pieces according to the event. It can be applied to every format of mobile advertising.

6. INTERVIEW

NUNO MACHADO, CEO AT YDIGITAL MEDIA



INCORPORATING RICH MEDIA IS BEING A STEP AHEAD

Portuguese Nuno Machado, CEO at YDigital Media, has been closely following transformations in the advertising market and the evolution of Rich Media since the agency's creation, in 2010.

The global mobile marketing and advertising company, based in Lisbon, has been investing in format innovation for mobile for years. "In our trajectory with the market, we understand that the development of different creative formats (Rich Media, unique and innovative) made a difference to many other players," he says. In this interview, he analyses the international market and growth expectations in Brazil. "It's a scenario that is changing and brands are becoming more informed on this subject."

What's your assessment about the evolution of the Rich Media format?

The investment surpassed US\$ 10 billion last year

The consumption of content has changed in recent years with the growth of mobile in our lives. Today we have users with personal content consumption devices, and that had never happened in the past. Advertisers understood this change, but are still adapting to mobile. Its relevance to brands strategy is unquestionable and considered fundamental. The technology of Rich Media creative formats is just another complementary tool in the purchase of digital media, and especially mobile, from the analysis of Big Data to audience building, to brand safety and all the targeting mobile allows. And the incorporation of the technology

of Rich Media formats in brands strategy means being one step ahead. But soon it'll be something common and complementary to the entire strategy of a brand in mobile and digital.

In Europe, the evolution of Rich Media as an engagement format has been, mainly, in the adequacy of content produced to the mobile environment, conveying a relevant brand experience. There is an increasing concern with message and creativity, which reflects on the results of engagement and on the growing investment on mobile, bringing share of spend closer to share of media.

Years ago YDigital Media understood that the development of different creative formats (Rich Media, unique and innovative) made a difference when facing many other players. When everybody was concerned about showing the right ad to the right audience, we were already focused on showing the right ad that generated the right engagement, according to user behavior and to where the ad was delivered, using its full potential. This strategy allowed the company to grow strongly in various markets through partnerships with big agencies and brands, which also allows us to win relevant awards, often anonymously, as a technology and creative partner.

Is there data already showing the growth of ad spending in Rich Media in the countries where you operate?

All the statistics are in our favor, as far as mobile goes and, more specifically, Rich Media. We're no longer in the moment of mobile first, but almost mobile only. Mobile is engagement and, in this respect, Rich Media plays a key role, as it generates a far superior result to any other media, which is what brands are looking for at the moment. According to eMarketer, Rich Media will grow faster than any other format. The investment exceeded \$10 billion in 2017, reflecting a growth of almost 30% in comparison to the previous year.

We're entering a time where it no longer makes sense to develop a responsive digital campaign, but a mobile campaign, where the consumer actually is, and with a desktop adaptation. We've made this change a long time ago, and this gave us the competitive advantage where we operate. Why not create a mobile campaign with every kind of interaction and then adapt it to other media? We must create for the media where most users are and which allows us to increase engagement with them.

Are European agencies prepared to absorb this new media format? How does YDigital Media work in Europe?

Agencies and brands all over the world and, in this case, in Europe, are adapting very quickly to this specificity of mobile. The purchase of mobile media requires additional technology in order to engage the right audience at the right time, with creativity and a message adapted to that moment and to user behavior. Rich Media is something complementary, but fundamental in this strategy.

Nowadays, any good mobile media buying platform can guarantee inventory quality, the right audience, PMP purchase with direct negotiation with publishers, incorporation of additional purchase of audience to third parties and all the specific targeting for mobile. It's important to talk about it, given that traditional programmatic media buying platforms still don't allow you to target audience by mobile, operating system or geolocation via GPS, using mobile user behavior or even cross-device with other digital platforms. The time to push a button that says "mobile" in a digital media buying platform is running out. The planning strategy of media buying and the creativity and message have to be definitely though in a specific way.

Rich Media can't be seen only as a new format, but as a technology or a process that allows to develop creative formats that incorporate in the piece every functionality of the device, in order to engage the user with the brand. YDigital Media enables agencies to be present on mobile the right way and get the best results. The assessment of this work is immediate, through the analysis of engagement data and KPIs defined by the client/agency. Our technology allows us to put the power in the hand of creatives. The freedom to create is theirs. They can now work for a spectacular medium, that allows for innumerable moments of engagement that no other media allows, noting that more than 50% of global users access the internet on mobile devices (and it's the only device that continues to grow). Mobile already represents 70% of the purchase of digital media on traditional platforms.

What was YDigital's performance like in the European market in the last year?

The year 2017 was very important for YDigital Media, as we won several awards that made us really proud in terms of mobile strategy and with unique, creative Rich Media campaigns.

Among the awards we won are: Smarties Awards from MMA Spain, with

Mobile is engagement and, in this aspect, Rich Media plays a fundamental part, since it generates far superior results than any other media in this question, which is what brands are looking for right now

the Tanqueray Drag & Drop Ad campaign, and we were shortlisted with the Coca-Cola Game Ad campaign in LATAM; the Creativity Awards from Marketing & Publicidade, with the Mini Cooper Vibra Ad campaign, the Galp Hotspot Weather Ad, Lego Walking Ad and Toyota Aygo Quiz Ad; and the Lusophone Awards for Creativity, with AXE TV Sync Brasil, Lego Walking Ad and Toyota Aygo Quiz Ad.

It's worth mentioning that the ITR% of our campaigns is always higher than 6% and the average interaction time with the pieces is more than 2 minutes in each piece.

What's YDigital Media's expectation for the Brazilian market?

The expectation for the Brazilian market is that it focuses on the fundamental theme that is user engagement. Actually, basic mobile and digital obstacles must be overcome, meaning, the lack of cost level and inventory/medium transparency, viewability levels, frauds, the difficulty to ensure brand safety and geography accuracy impacting the right audience. This can look like something basic, but not all platforms in the Brazilian market provide the required guarantees. YDigital Media has relevant partners in this domain, in distinct areas. ComScore has been a YDigital Media partner for more than two years with vCE - validated Campaign Essentials, and in fraud detection and audiences areas, besides several carefully selected partners, integrated on our Mobyd platform. But the market is changing and agencies and brands are increasingly informed about this subject.

Brazil has some of the best creative professionals in the world, who make exceptional offline and digital jobs, but that many times end up not appearing on mobile. We are talking about 70% of our digital media. Thus, the path to our growth has been to enable creative agencies with Rich Media creative format tools and technology so their ads reach the right audience with the right format in an increasingly relevant medium.

7. INTERVIEW

EDISON MALUF, YDIGITAL MEDIA
BRASIL MANAGING DIRECTOR



IN BRAZIL, THIS IS THE RIGHT MOMENT FOR RICH MEDIA

After impacting,
what are brands
delivering?

Edison Maluf is a mobile universe enthusiast and a profound connoisseur of Rich Media advantages and challenges in the Brazilian market. According to the executive, the advertising market has distinct characteristics. According to him, different than Europe markets, for instance, where the YDigital Media headquarters are located, creative agencies in Brazil also purchase media, focusing all in one player and this makes the media format sale more challenging. "It is up to us, market experts, to make these formats available for everyone," he says.

What is the main advantage of Rich Media?

With Rich Media formats, brands can promote interactions with their customers in a way that could not be done directly with traditional formats. It creates a universe where creative professionals can use native smartphone tools, like compass, accelerometer, calendar, camera, viber and others. Therefore, in the customer impact act, this interaction happens without the necessity to click on a traditional format directing to an environment outside of the content. In the Rich Media banner itself we can create several user experiences and convey more information in the impact act.

Which barriers still exist for Rich Media in Brazil?

I believe it's the culture and knowledge process about the possibilities that Rich Media can add, for creative professionals and advertisers. It is up to us, market experts, to make this formats available to everyone.

What is the YDigital Media experience in the Brazilian market?

YDigital Media has been operating in the Brazilian market for more than six years. Our specialty is Mobile Marketing and we position ourselves as a Full Service Mobile agency, aiming to serve agencies. Over the years, we collected Rich Media cases with these agencies and clients. We understand that this is a very opportune time for the Rich Media Mobile theme, since it came from a demand, a need from brands to communicate in a more effective way with their customers.

I have been visiting a lot of advertisers and the reaction when we present creative possibilities is always positive. We monitor companies that want an extremely precise assertiveness to impact consumers that are on brands' targets. Our point is: after impacting, locating a target, what are brands delivering? Traditional formats are limited. We understand that advertisers want more interactivity with their customers, in a format where the advertising message is better assembled.

What are the differences between the Brazilian market and other countries that work with Rich Media?

There is something unique in the Brazilian market, where the creative agency also detains the media purchase, focusing all in one player. In most markets, the main model is with intermediate agencies, that are responsible for media, separated from creative agencies. Because intermediate agencies aggregate the purchase of several big advertisers, we can focus on distributing a lot of formats in less players. We believe this is not a problem, it's only a market particularity.

We are convinced that these creative formats, Rich Media, will be on the spotlight in Brazilian agencies creation departments rapidly, because they aggregate a new inoperative universe, new possibilities for creative professionals and advertisers, that will be able to be more effective in their communications through mobile media.

Are Rich Media ads safe? How to ensure its safety for the brand?

Yes, absolutely safe. YDigital Media was a partnership pioneer with comScore, an independent auditor with international renown that audits in delivery real time. The product that ensures safety is vCE 2.0, that validates 4 delivery essences, which are:

Viewability: Guarantees that ads delivered at the viewable part of the browser. Confirmation that the ad was seen.

Brand Safe Environment: safe environment for the brand. Guarantees that the piece will be delivered only in premium content, protecting the brand from possible negative content delivery attempts.

Geographic Accuracy: ensures geographic target assertiveness. Invalid Traffic: fraudulent or invalid traffic.

We use comScore for Rich Media deliver on our mobile inventory, because we have a network of more than 15 thousand apps and mobile sites, or even when this format delivery is made by other publishers, which ensures to announcers, and to the agency, that all the investment was delivered as it should.

In the Rich Media banner itself we can generate several user experiences and convey more information in the impact act



MMA LATAM TEAM

Managing Director LATAM

Fabiano Destri Lobo

fabiano@mmaglobal.com

Director Business Development & Operations LATAM

Thais Schauff

thais.schauff@mmaglobal.com

Argentina

Soledad Moll

soledad.moll@mmaglobal.com

Brazil

Graziela Mazzer

graziela.mazzer@mmaglobal.com

Colombia

Thais Schauff

thais.schauff@mmaglobal.com

Mexico

Rosa Isela Molina

rosy@mmaglobal.com

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MMA is the main non-profit association of the mobile ecosystem in the world, with more than 800 associate companies from, approximately, 50 countries. Our associates come from all corners of the Mobile Marketing ecosystem including brands, agencies, mobile technology platforms, media companies, carriers and others. MMA's mission is to accelerate marketing innovation and transformation through mobile devices, promoting business growth with great, and close, consumer engagement.

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