

ON TREND WITH SPM

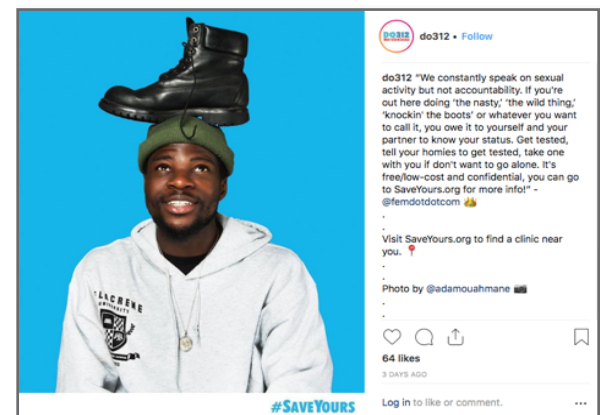
LESS IS MORE

A recent survey by BI Intelligence found that consumers are more receptive to short, skippable digital video ads. The survey asked audiences what the most important aspect of a digital video is that makes them the most receptive to its message. As we continue to place digital videos, particularly as we move into other platforms, such as YouTube, these results are something to consider while planning, i.e. creating more edited and digital specific content rather than simply utilizing 30 or 60 second TV spots on their own.



INSTAGRAM INFLUENCERS

In addition to our exciting creative executions for Chicago Department of Public Health's STI campaign, the SPM media team is testing an influencer approach in social media. We partnered with three Instagram Influencers who are spreading the word in their own style. We are excited to track performance and consider various online influencers for future newsworthy campaigns for a more relevant, native-like connection with our audiences.



THE RISE OF DIGITAL ADVERTISING

Digital advertising has been a hot topic for years. The rate of its growth will not only change the way we consume advertising, but how we purchase products.

Here are our top takeaways:

- Digital video ad spending continues to grow rapidly. Mobile will capture 33.9% of media ad spending in 2018, surpassing linear television for the first time.
- Updated projections show nearly 100 million personal assistants shipped by the end of 2018. 17.2 million consumers will purchase a product through voice in 2018, making voice the most rapid technology adoption ever!
- This makes cross-channel content more important than ever.

