

 THEHUDDLEROOM

XTHRends



Consumer behavior is in a constant state of flux that media strategies must never stay stagnant.

Technological shifts, diversification and convergence of content platforms, and of course, the economy shake up the media ecosystem so much that media practitioners need to stay creative to stay ahead.

In this trends report, let's uncover these strategies to help optimize content distribution and enhance user experiences so brands can move closer to the consumers as media consumption tides shift.



1

Heightened media multiplicity & merging of platforms

As traditional media outlets coexist with the rise of online channels, streaming services, and on-demand content, understanding these trends becomes essential.

Today's hyperconnected world has enabled consumers to use multiple platforms for entertainment and information. With that, there's a growing trend of consumers preferring to engage with various media platforms simultaneously and in a coordinated manner.

Now, the audience increasingly embraces the convenience, variety, and flexibility offered by online platforms.

A decline in TV viewership is attributed to a more diversified use of multiple media channels in terms of distributing and consuming content.

VIEWERSHIP	AMR (ABSOLUTE)	AMR %	Growth
2022	7,695,099	9.46%	-0.62%
2021	8,725,410	10.08%	-1.58%
2020	10,092,362	11.66%	-0.71%
2019	10,689,415	12.37%	

Source: Nielsen Arianna, Total Individuals

91% use the internet



In turn, there has been a merging of platforms and media migration – a shifting between mainstream and digital media.

Content migration is fueled on the following platforms:



Flower of Evil



Kapamilya channel

A Viu original adaptation which later aired on KapChan, Jeepney TV, and A2Z

The Boobay and Tekla Show



GMA

Premiered as a streaming TV Show on Youtube in 2018, then premiered on TV in 2019

He's Into Her



Kapamilya channel > iW

Simultaneously premiered on digital and TV, but eventually became a digital exclusive

2

Multi-screen Buying to Manage Media Inflation

Inflation is hitting everyone hard. But just like any other challenge, the rising cost of media placements presents a unique opportunity – to capitalize on consumers' multi-screen behavior.

Integration will be key to harnessing the potential of multi-screen, multi-device enjoyment which will help increase your campaign's efficiency.

Combining digital and mainstream media buys produce 16% more costefficient buys and 6% higher reach (Based on prototype plan)



Transitioned to watching news and tv programs online



Listen through the FB pages of radio stations

3

Out of home, digified!

From televisions to smartphones, the majority of all media interactions today are screen-based. Emerging initially as a transformative trend, digified OOH advertising is now utilized to deliver dynamic, targeted, and interactive campaigns, capturing the attention of consumers in unprecedented ways.

From real-time content updates and enhanced measurement capabilities to creative flexibility and increased audience engagement, digitizing OOH advertising presents a host of benefits for advertisers and marketers.

ADVANTAGES OF DIGITAL OUT OF HOME



TARGETING

Granular targeting via marketplace which allows buyers to work directly with media owners.



MEASUREMENT AND OPTIMIZATION

In-house and 3rd-party measurement solutions allow brands to understand the impact of their campaigns.



ACCOUNTABILITY

3D imp. performances visualization & proof of posting



REAL TIME REPORTING

Ability track delivery across a variety of metrics in real time



REACH AND FREQUENCY

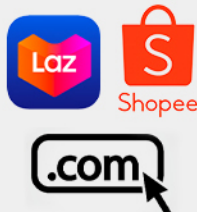
Ability to see reach and frequency metrics on the DSP

4

Identifying Above-the-Line ADtribution through Shoppable Ads

Shoppable ads provide consumers with a seamless path to purchase. By reducing the steps between discovery and purchase, we can capitalize on consumers' interest, enabling immediate action and thus improving conversion rates.

Drive audiences to e-commerce pages through digital posts of mainstream media social pages.



Track metrics beyond reach and impressions through UTM links and pixels.



Pixels are embedded in websites that enable one to track website events (Note: This step is skipped for Shopee and Lazada)



Unique links called UTM links are used to track website events and conversions coming from the ads and social posts

5

Maximizing First Party 5 Data for Better Outcomes

The insights that can be gained across the multiple touch-points of interaction between the company and customer are invaluable for growth, strategy, and improved customer experience – these are called first party data, and if used right, it's a powerful asset to any marketer to gain valuable insights into their customers' behaviors and preferences.

Using first party data increases quality scores of digital buys. Custom audiences using 1PD and its lookalikes also increases cost efficiency by up to 39% (agency benchmark).

FIRST PARTY DATA CAN BE COLLECTED THROUGH:



Proof of Purchase promo



Website sign ups



TV subscriptions
(Cable, VOD, DTT box purchases)



On-ground activations

6

Transition from Media Maximization to Hyper Media Magnification

Gone are the days when media max is the only way to create a broader impact and immediate results for your campaign. Now, you can re-strategize and cast a wider net with hypermedia magnification – utilizing interactive platforms such as 3D digital spaces that promise more engagement, and even revenue.

Expand reach, build presence and strengthen awareness through event coverage online.

ONLINE EVENT COVERAGE



Actual event live airing media partners' pages with pre-event build up

Explore interactive schemes through Metaverse to reach wider audience, drive sales, and generate revenue.

VIRTUAL INTERACTIVE



Stream live shows or concerts online to reach a wider audience (Facebook, Youtube, Tiktok, etc.)

Recreate events in the Metaverse through visual avatars projected to a virtual stage via purchased tickets.

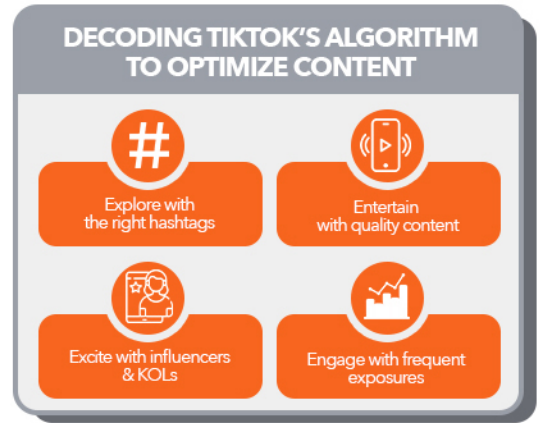
7

When Tiktalks... How native is the new "normal" on Tiktok through content customization

It's undeniable how TikTok has taken the world by storm, offering unique opportunities for brands to capture a massive audience authentically. But just like any other platform, TikTok is changing, and these changes will greatly affect how we approach our audience. So in a sea of recipe recos, story times, and dance challenges, how can your brand stand out?

TO FURTHER MONETIZE CONTENT AND PENETRATE

Brand's presence on Tiktok in a native advertising manner such as:



8

Creating A New Model of Influencer Marketing (PPI: Pay per Influence)

Brands have unlocked the solution to connect with audiences in an authentic way: influencer marketing. Tapping into the consumers' trust on these personalities' insights and recommendations helps brands build stronger relationships with their target audiences - a cost-effective strategy that resonates with consumers. In the end, trust will depend on who's telling your story.

The ultimate performance monitor of social media influencers stems from how deeply their followers connect and relate to them.



Opportunity

To transition to metric-based performance in measuring effectiveness of influencer marketing through pay per influence

Number of Engagements

X

Cost per Engagement

=



Influencer Cost

The higher the engagements, the higher the cost.
The lower the engagements, the lower the cost.

9

De-chaining Technological ADvancements

Game-changing tech advancements have completely ushered possibilities when it comes to media placements. These tools have enhanced targeting capabilities, leveraged AI learning, and even harnessed the power of location-based targeting – powerful channels that helped analyze data and bring in valuable, next-level insights precisely from your consumers.

Get to know these tools that will optimize your campaigns and future-proof your brands.

What does the Future Look like?



Subscription VOD



Wearable Technology



De-Chaining



The Chaining Metaverse

Seeking the Future With the emergence of different digital technological advancements. How do you tackle reality, given that ATL platforms are the pioneers in media?

10

Fusing the Future of ResearchX

Introduced proprietary research that delivered unbiased consumer intelligence insights.

Navigated via **FUSE methodology** to decide based on evidence.

- F** -ilter 1st party data
- U** -nify aggregated multi-sourced data
- S** -imulate forecasts
- E** -valuate results
- D** -eliver insights

PROPRIETARY RESEARCH

ReXearch
(research collab)

Study Roam Online **X** On Ground
Media **AD**tribution Study FUSED

For more information and collaboration opportunities, please email ask@huddleroom.com.ph