
THOUGHT LEADERSHIP
IPG MEDIABRANDS
DEMYSTIFY DIGITAL ILLUSION
Initiative
UM
bpn
THRIVE
REPRISE
CADREON
ENSEMBLE


THOUGHT LEADERSHIP
Myth #1
"100% DIGITAL REACHES 100% THAIS"
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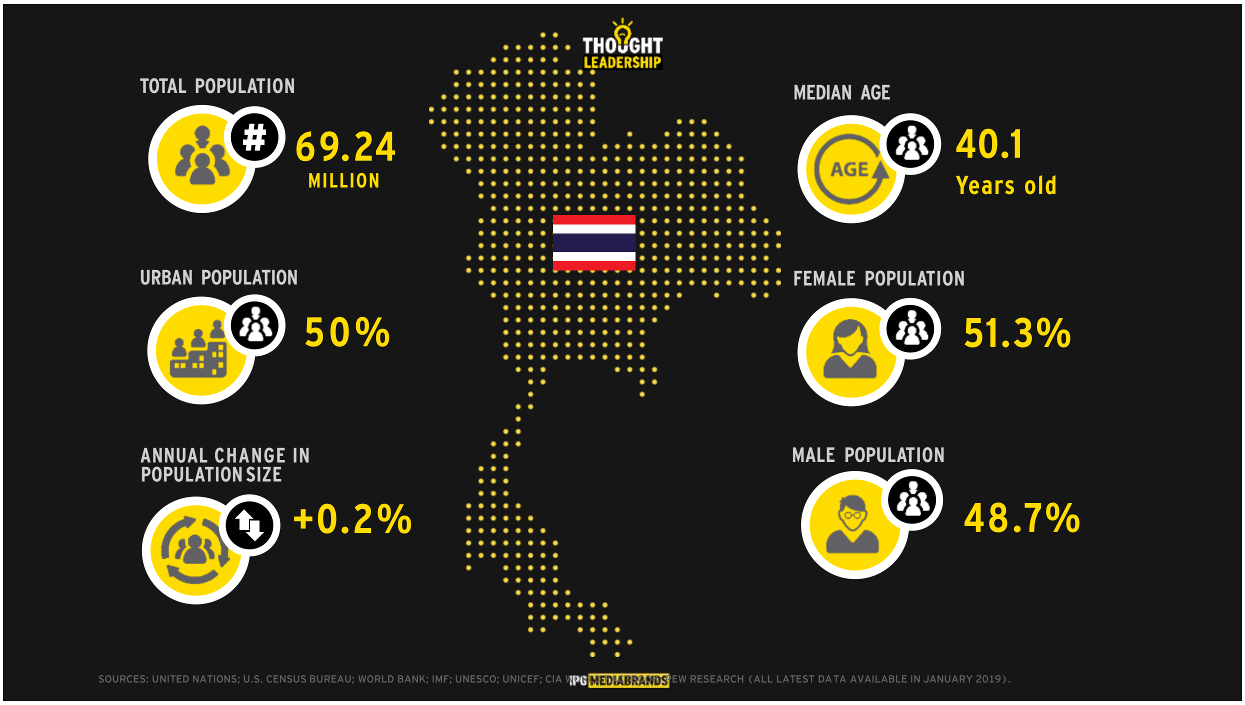
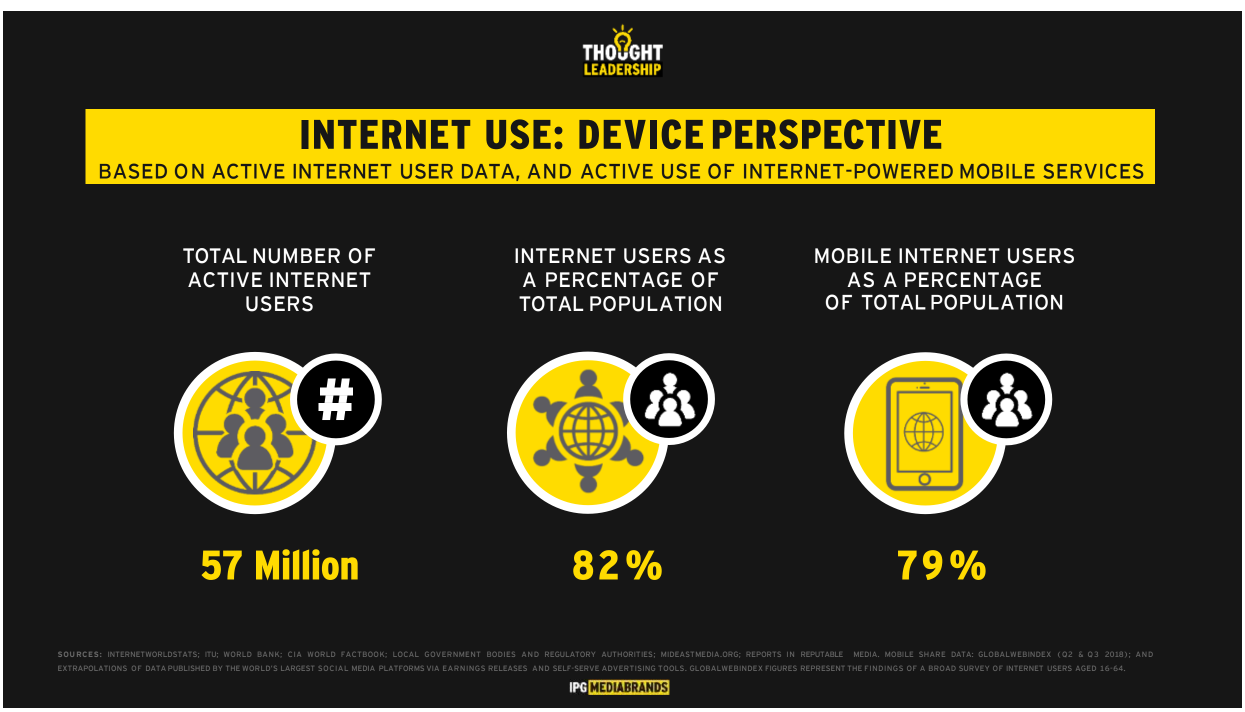
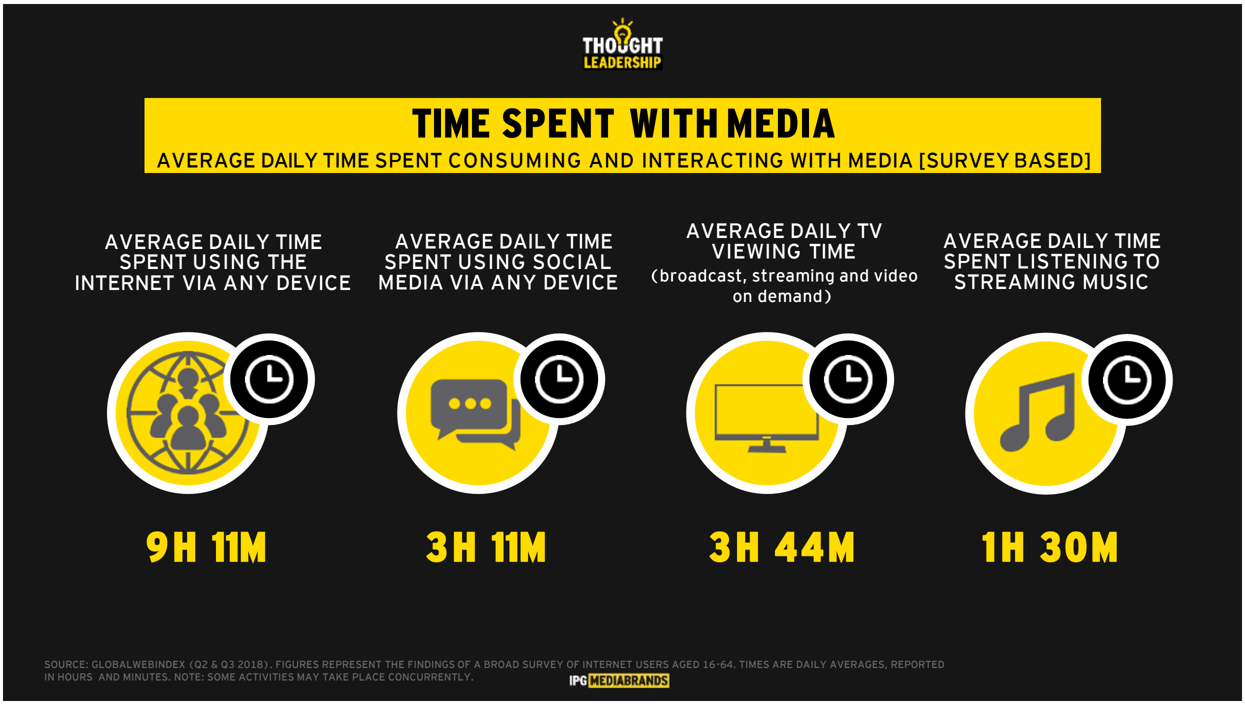
THOUGHT LEADERSHIP

Demystify Digital Illusion






THOUGHT LEADERSHIP
TIME SPENT WITH MEDIA
AVERAGE DAILY TIME SPENT CONSUMING AND INTERACTING WITH MEDIA [SURVEY BASED]
AVERAGE DAILY TIME SPENT USING THE INTERNET VIA ANY DEVICE
9H 11M
AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA VIA ANY DEVICE
3H 11M
AVERAGE DAILY TV VIEWING TIME (broadcast, streaming and video on demand)
3H 44M
AVERAGE DAILY TIME SPENT LISTENING TO STREAMING MUSIC
1H 30M
SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64. TIMES ARE DAILY AVERAGES, REPORTED IN HOURS AND MINUTES. NOTE: SOME ACTIVITIES MAY TAKE PLACE CONCURRENTLY.
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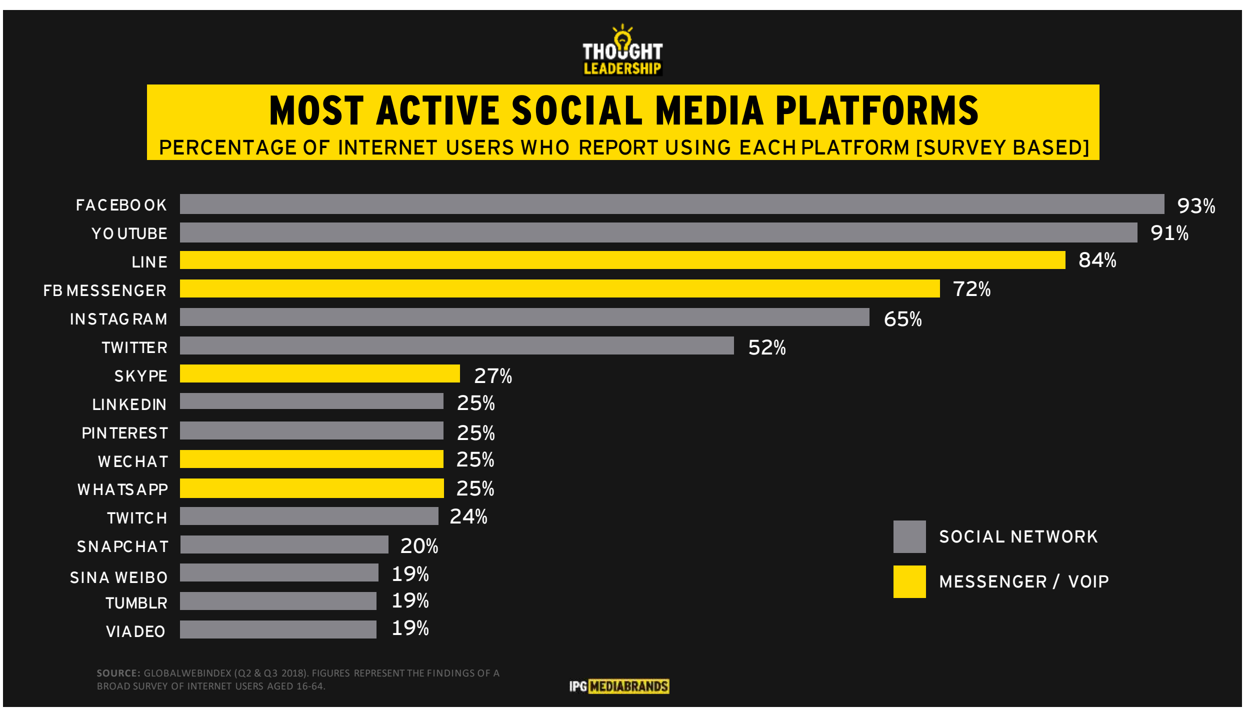
THOUGHT LEADERSHIP
MOST ACTIVE SOCIAL MEDIA PLATFORMS
PERCENTAGE OF INTERNET USERS WHO REPORT USING EACH PLATFORM [SURVEY BASED]
FACEBOOK 93%
YOUTUBE 91%
LINE 84%
FB MESSENGER 72%
INSTAGRAM 65%
TWITTER 52%
SKYPE 27%
LINKEDIN 25%
PINTEREST 25%
WECHAT 25%
WHATSAPP 25%
TWITCH 24%
SNAPCHAT 20%
SINA WEIBO 19%
TUMBLR 19%
VIADEO 19%
SOCIAL NETWORK
MESSENGER / VOIP
SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.
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THOUGHT LEADERSHIP

SOCIAL MEDIA ADVERTISING AUDIENCES

A COMPARISON OF THE TOTAL ADDRESSABLE ADVERTISING AUDIENCE* OF SELECTED SOCIAL MEDIA PLATFORMS

TOTAL ADVERTISING AUDIENCE ON FACEBOOK (monthly active users)	TOTAL ADVERTISING AUDIENCE ON INSTAGRAM (monthly active users)	TOTAL ADVERTISING AUDIENCE ON TWITTER (monthly active users)	TOTAL ADVERTISING AUDIENCE ON LINKEDIN (registered members)
50.00 MILLION	13.00 MILLION	4.70 MILLION	2.40 MILLION
Female 50%	Female 62%	Female 47%	Female 41%
Male 50%	Male 38%	Male 53%	Male 59%

SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64. TIMES ARE DAILY AVERAGES, REPORTED IN HOURS AND MINUTES. NOTE: SOME ACTIVITIES MAY TAKE PLACE CONCURRENTLY.

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THOUGHT LEADERSHIP

QUESTIONS FOR MARKETERS

What is the maximum reach that we can get through digital?

How much we need to spend to reach our maximum target?

How do we avoid duplication when we need to use different digital platforms?

What is the best mix between offline and online?

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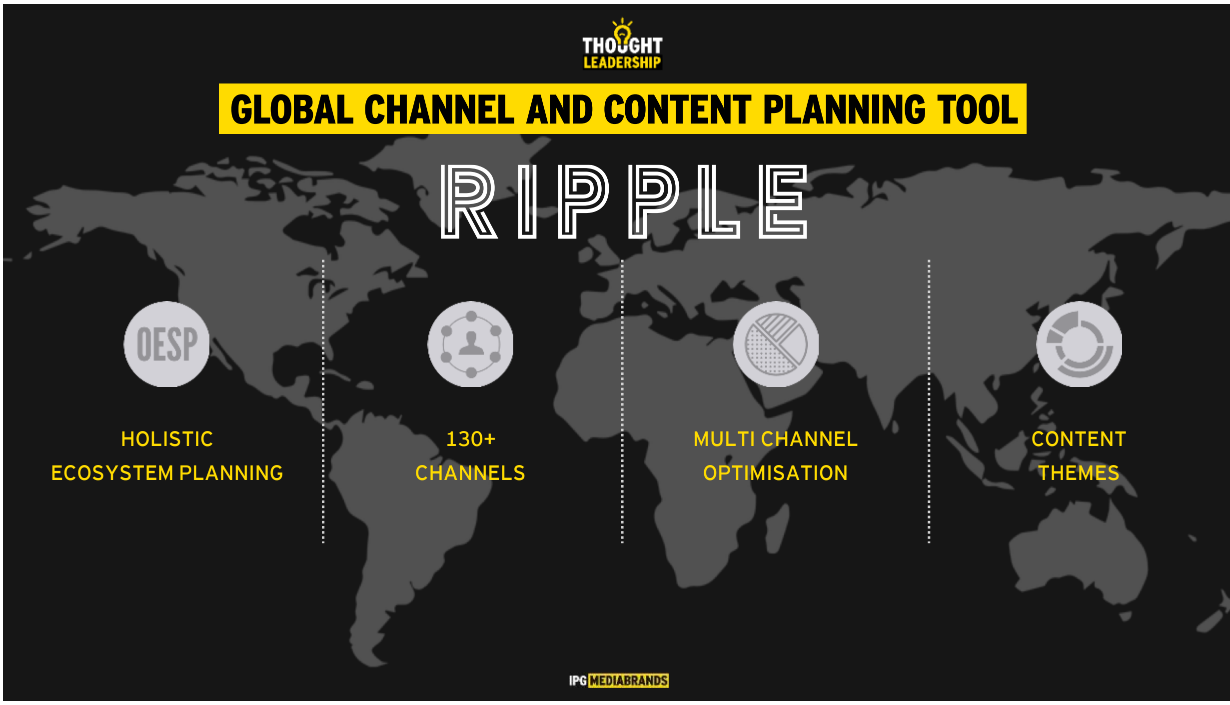
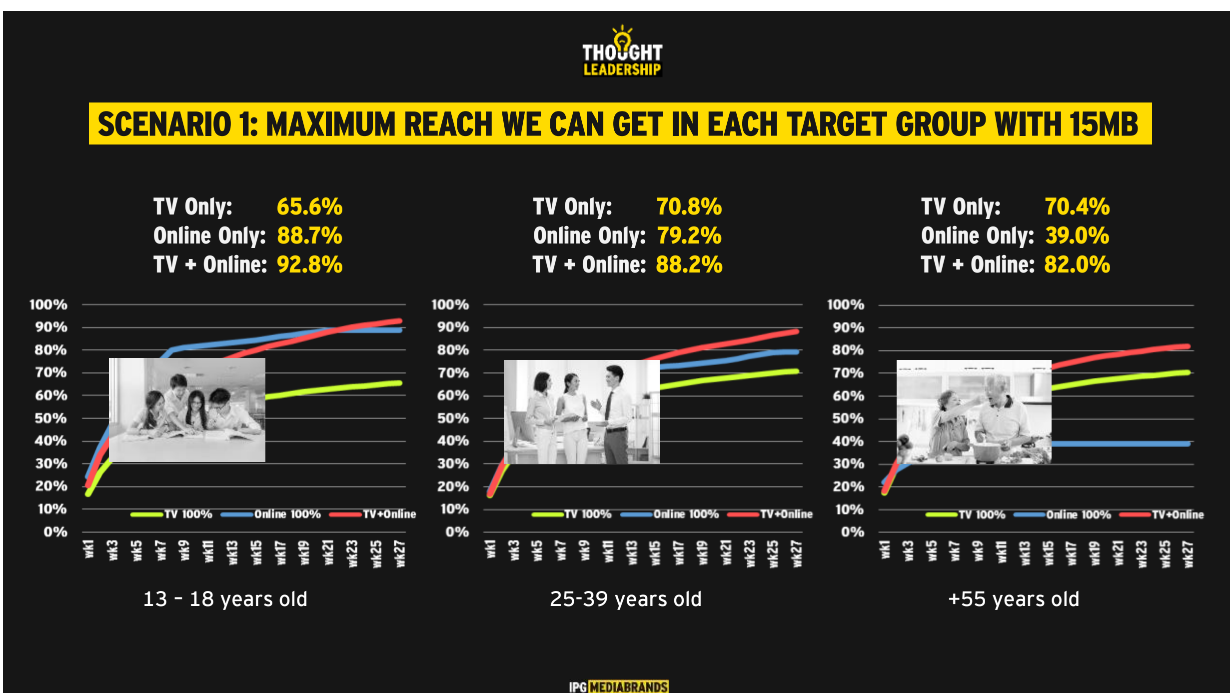

THOUGHT LEADERSHIP
GLOBAL CHANNEL AND CONTENT PLANNING TOOL
RIPPLE
OESP
HOLISTIC ECOSYSTEM PLANNING
130+ CHANNELS
MULTI CHANNEL OPTIMISATION
CONTENT THEMES
IPG MEDIABRANDS


THOUGHT LEADERSHIP
SCENARIO 1: MAXIMUM REACH WE CAN GET IN EACH TARGET GROUP WITH 15MB
TV Only: 65.6%
Online Only: 88.7%
TV + Online: 92.8%
TV Only: 70.8%
Online Only: 79.2%
TV + Online: 88.2%
TV Only: 70.4%
Online Only: 39.0%
TV + Online: 82.0%
100% 90% 80% 70% 60% 50% 40% 30% 20% 10% 0%
TV 100% Online 100% TV+Online
wk1 wk3 wk5 wk7 wk9 wk11 wk13 wk15 wk17 wk19 wk21 wk23 wk25 wk27
13 - 18 years old
25-39 years old
+55 years old
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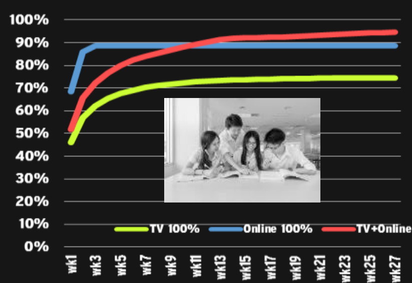
THOUGHT LEADERSHIP

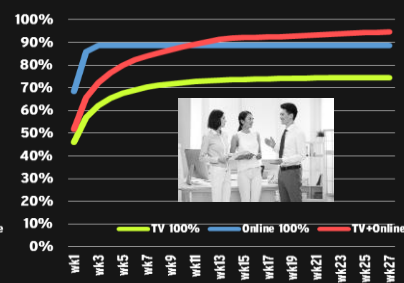
SCENARIO 2: MAXIMUM REACH WE CAN GET IN DIGITAL

TV Only: 74.5%
Online Only: 88.7%
TV + Online: 94.6%



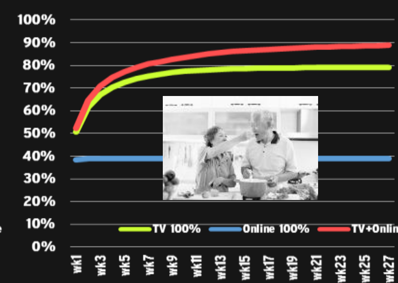
13 - 18 years old

TV Only: 80.8%
Online Only: 79.2%
TV + Online: 93.7%



25-39 years old

TV Only: 79.1%
Online Only: 39.0%
TV + Online: 88.9%



+55 years old

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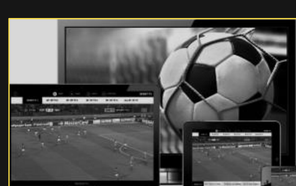
THOUGHT LEADERSHIP

4 THINGS TO REMEMBER...

Digital can reach target group better in younger to middle-age group



TV combined will definite give incremental reach in any age group

Two key Strategies of using multi-channel mix

1. Incremental reach

2. Cost saving (if TV is expensive in that target group)

Using ripple to help pre planning can help reduce wastage of reach duplication

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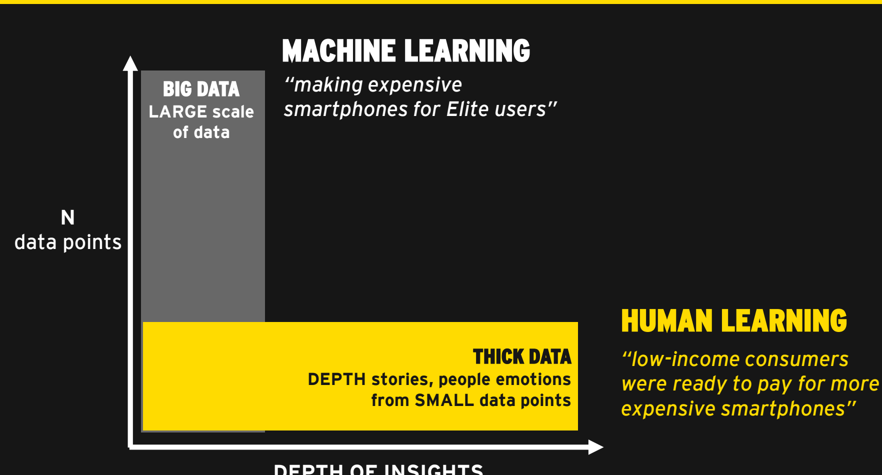
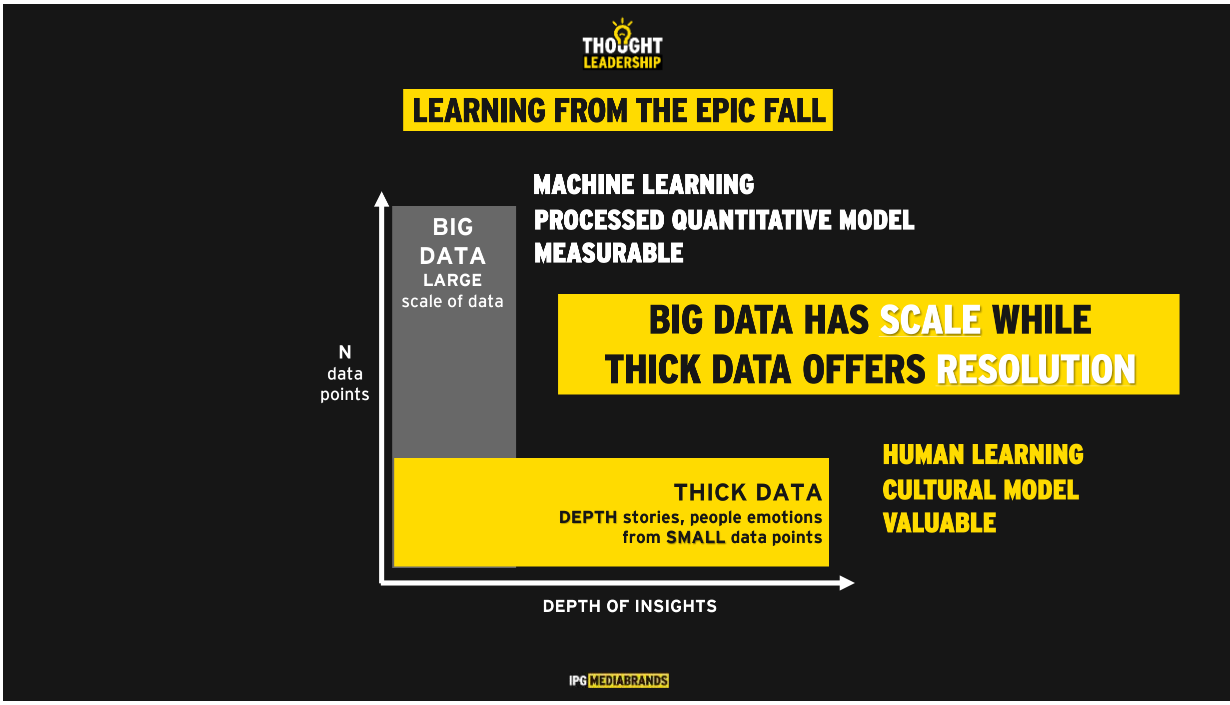
THOUGHT LEADERSHIP

OVER-RELIED ON QUANTITATIVE DATA CAUSING UNDERESTIMATED NEW DEMANDS



IPG MEDIABRANDS


THOUGHT LEADERSHIP
LEARNING FROM THE EPIC FALL
MACHINE LEARNING
PROCESSED QUANTITATIVE MODEL
MEASURABLE
BIG DATA
LARGE
scale of data
N
data
points
BIG DATA HAS SCALE WHILE
THICK DATA OFFERS RESOLUTION
HUMAN LEARNING
CULTURAL MODEL
VALUABLE
THICK DATA
DEPTH stories, people emotions
from SMALL data points
DEPTH OF INSIGHTS
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"IN-HOUSE DATA IS RICH DATA"
BEGIN WITH BUSINESS ISSUES & HYPOTHESIS
THEN BUILD DATA STRATEGIES

THOUGHT LEADERSHIP

WHAT DO MARKETERS EXPECT FROM THEIR IN-HOUSE BIG DATA?

	Advertisers / Clients (n92)	DAAT Top 5 Spending Categories (n32)	Agency/Research/ Media /Publishers (n31)
Improved customer insights & targeting	3.5	3.7	3.5
More efficient (budget plan, forecasting)	3.3	2.9	3.5
Improved operations, supply chain management	3.4	2.8	2.7
New business model / innovations	2.9	3.2	3.5
Better & timeliness decision making	3.0	2.5	2.9
Improved customer loyalty and retention	3.0	2.7	2.7

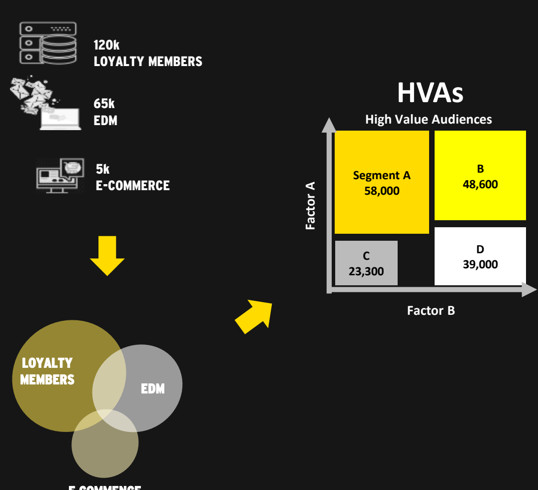
IN-HOUSE DATA IS RICH DATA?

- Data volume
- Data quality
- Ability to make sense of data
- Solve business issues
- Reveal new opportunities

What tangible benefits do you hope to achieve in this year through your Big Data? 5 score is the most important
Source : IPG Mediabrands Thailand Data and Analytics online survey (N123) among senior managers from advertisers, agencies, researchers, media vendors, period Feb-Mar 2018
Top 5 categories from DAAT : 1)Financial services, 2)Automobile, 3)E-commerce, 4)Telco, 5)Airlines/Hotel/Travel

THOUGHT LEADERSHIP

ACTIONABLE INSIGHTS FROM BIG DATA + THICK DATA



BIG DATA ANALYSIS

Segmentations	A	B	C	D
Size = customers no.	58,000	48,600	23,300	39,000
Avg Spending per member (Baht)				
Bought shoes	1,059	1,368	1,496	1,418
Bought pants	3,403	3,877	7,227	3,095
Bought Tops/shirts	[illegible]	[illegible]	[illegible]	[illegible]
% Spending by product type				
Bought shoes	2%	4%	[illegible]	[illegible]4%
Bought pants	98%	55%	[illegible]	82%
Bought Tops/shirts	0%	[illegible]	[illegible]	14%
% number of customer purchased each product [illegible]				
Bought shoes	[illegible]	[illegible]	15%	9%
Bought pants	[illegible]	65%	90%	85%
Bought Tops/shirts	[illegible]	100%	83%	30%
% gender [illegible]				
Men	100%	100%	98%	1%
Women	11%	0%	100%	93%
Shopping behavior				
Total Spending (B'000)	120,019	126,090	291,754	87,305
Total Store Visit	39,436	39,570	74,944	32,592
Spending Per Visit	3,043	3,187	3,893	2,679
Spending Per Member	3,479	4,605	9,397	3,192
Visit Per Member	1.1	1.4	2.4	1.2

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THOUGHT LEADERSHIP

BIG DATA
MACHINE LEARNING

+

THICK DATA
HUMANISING DATA

Segmentations	A	B	C	D
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Avg Spending per member (Baht)				
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BIG DATA ANALYSIS

THE ORDINARY JOE (& JANE)

THE FREQUENT VISITORS

THE FREQUENT SHOPPERS

THE WINDOW SHOPPER GIRLS

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THOUGHT LEADERSHIP

THINGS TO REMEMBER...

Building in-house data

Begin with business issues & hypothesis, then build data strategies

"Big" is not enough

Integrating big data and thick qualitative research provides a complete picture with scale and resolution

Data VS Business Acumens

The output from statistical models is not useful until it is translated into an actionable solutions

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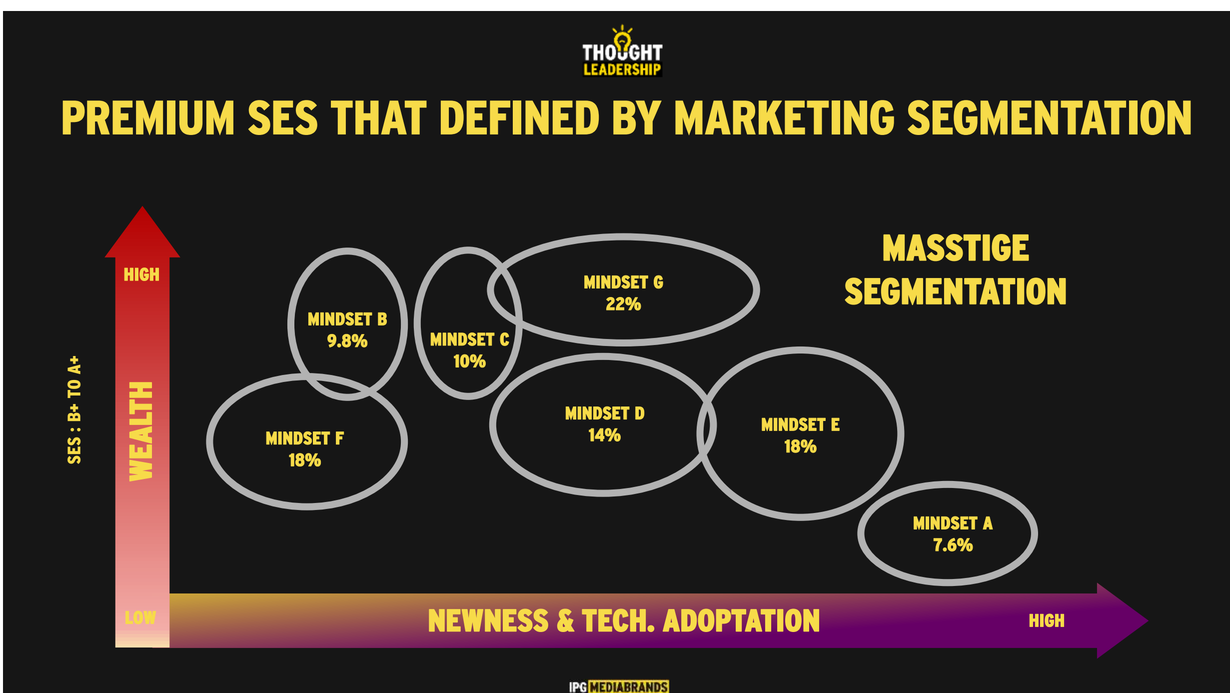
Myth #3
“DIGITAL CAN EASILY REACH REAL PREMIUM CONSUMER”


THOUGHT LEADERSHIP
PREMIUM SES THAT DEFINED BY MARKETING SEGMENTATION
MASSTIGE SEGMENTATION
HIGH
SES : B+ TO A+
WEALTH
LOW
MINDSET B 9.8%
MINDSET C 10%
MINDSET G 22%
MINDSET F 18%
MINDSET D 14%
MINDSET E 18%
MINDSET A 7.6%
NEWNESS & TECH. ADOPTATION
HIGH
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BUT DIGITAL DATA SEGMENTATION IS OTHER WAY ROUND

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THOUGHT LEADERSHIP

DIGITAL AUDIENCE TARGETING SEGMENTATION

RECENT BEHAVIOURS

TARGET BASED ON RECENT ONLINE/OFFLINE BEHAVIOUR

- IN MARKET FOR...
- RECENTLY PURCHASED...
- RECENTLY BROWSED...
- INTEREST BY BRAND
- INTEREST BY ACTIVITY
- INTEREST VERTICAL
- DOWNLOADED APPS
- PHYSICAL LOCATION /MOVEMENT (POI / GEO-LOCATION)

DEMO

AGE / GENDER
LOCATION
HH INCOME /
MAKEUP

CONTENT / CATEGORY

PLACE ADS IN RELEVANT CONTENT (SITES / APPS)

- CONTENT CATEGORY GENERAL (I.E. SHOPPING)
- CONTENT CATEGORY NICHE (I.E. SHOPPING> APPAREL > KIDS)
- KEYWORD SCANNING > ADS BESIDE CONTENT CONTAINING...
- KEYWORD URL > ADS ON PAGES WITH URL CONTAINING...
- AUTOMATED CONTENT RECOGNITION (IMAGE / TEXT)

EDUCATION / OCCUPATION

TARGET BASED ON EMPLOYMENT/EDUCATION STATUS

- OCCUPATION / TITLE
- INDUSTRY / FUNCTION
- COMPANY SIZE
- ORGANIZATIONS

BID TYPES

- CPM
- CPC
- CPA
- CPI
- CPE
- CPV

USER INTERACTIONS

TARGET BASED ON USER ACTIVITY WITH BRAND OR AD

- RETARGETING > SITE VISITORS
- RETARGETING > USERS WHO HAVE ENGAGED WITH ADS
- LOOK-ALIKE AUDIENCES (CRM / SITE ACTIVITY / AD ACTIVITY)
- SURVEY REPONSES

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DIGITAL AUDIENCE NEEDS AGGREGATED DATA COMBINATION

1ST PARTY

2ND PARTY

3RD PARTY

1ST PARTY — YOUR RICH DATA

INFORMATION YOU COLLECTED ABOUT YOUR AUDIENCE FROM THE SOURCE

- SALES DATA
- CALL CENTER
- LOYALTY PROGRAM
- NEWSLETTER/EMAIL
- SITE / APP INTERACTIONS
- SOCIAL MEDIA
- AD INTERACTIONS

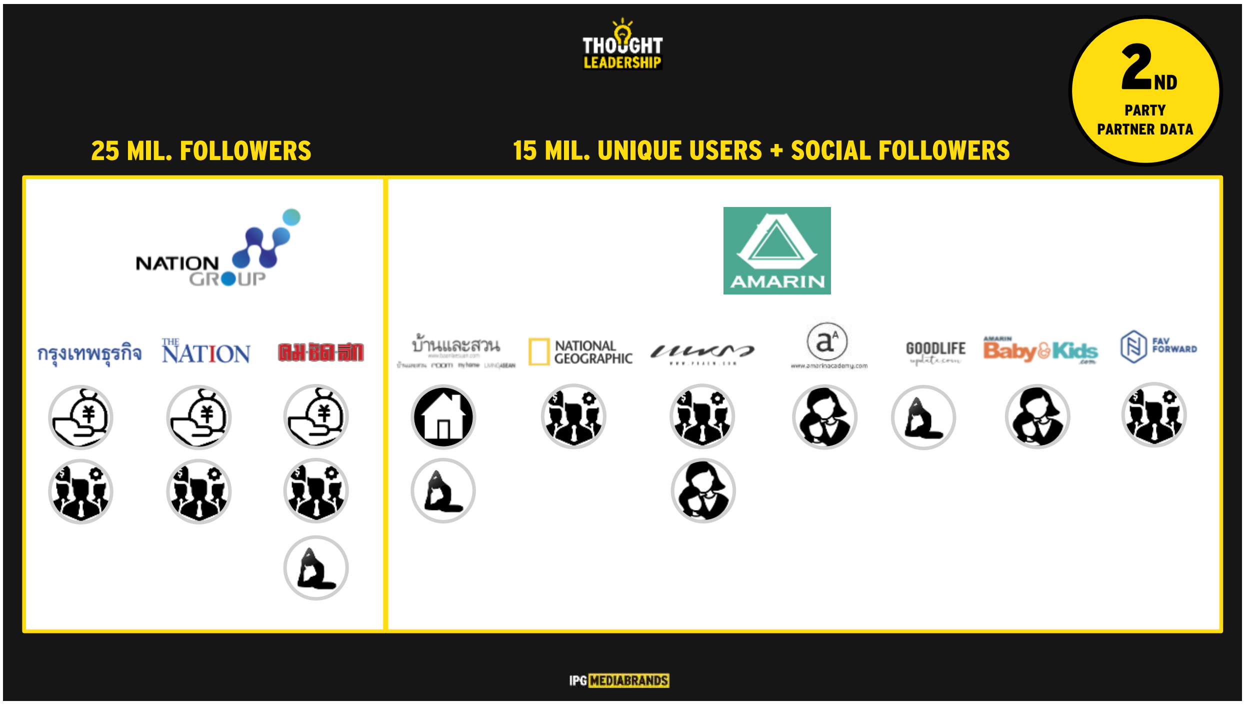
2ND PARTY — PARTNER DATA

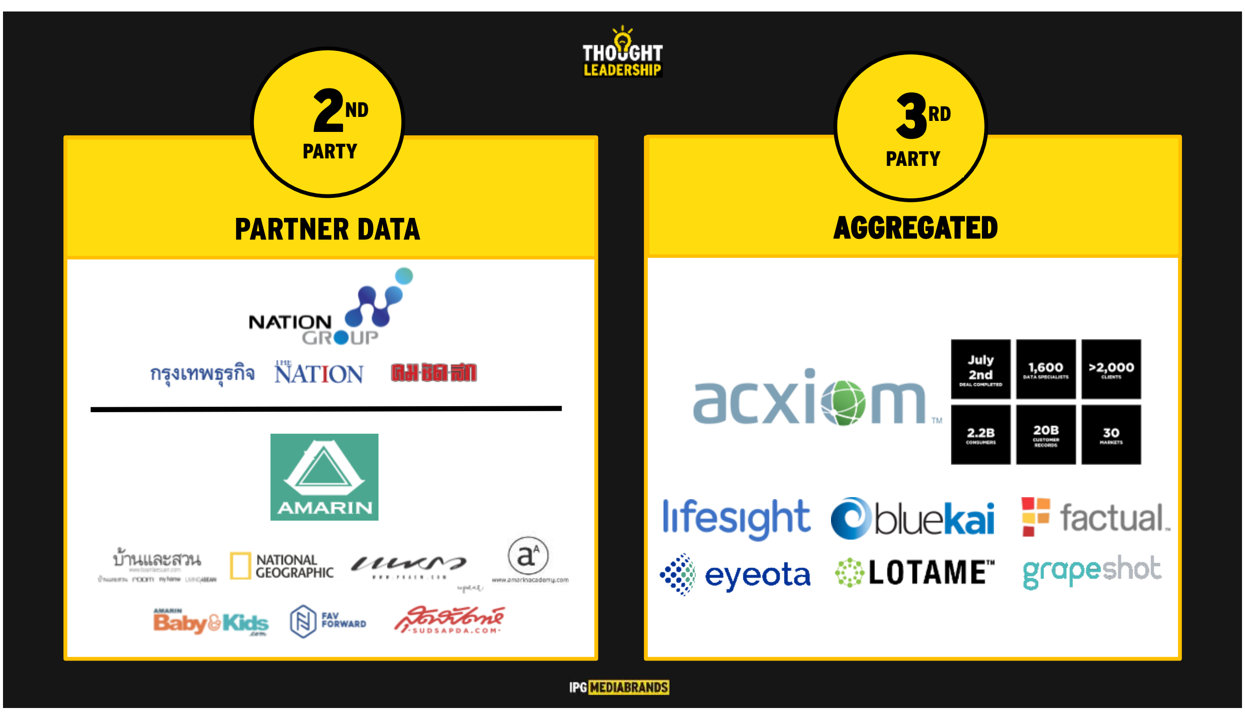
SOMEONE ELSE'S 1ST PARTY DATA THEY SELL/GIVE DIRECTLY TO YOU.

3RD PARTY — AGGREGATED

AGGREGATED DATA FROM MULTIPLE OUTSIDE SOURCE PARTNERS

- DEMOGRAPHIC
- RECENT BEHAVIOUR
- INTERESTS/AFFINITY
- POINT-OF-INTEREST / LOCATION


THOUGHT LEADERSHIP
2ND PARTY PARTNER DATA
25 MIL. FOLLOWERS
15 MIL. UNIQUE USERS + SOCIAL FOLLOWERS
NATION GROUP
กรุงเทพธุรกิจ
THE NATION
คมชัดลึก
AMARIN
บ้านและสวน
NATIONAL GEOGRAPHIC
GOODLIFE update.com
Baby&Kids
FAV FORWARD
IPG MEDIABRANDS


THOUGHT LEADERSHIP
2ND PARTY
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NATIONAL GEOGRAPHIC
Baby&Kids
FAV FORWARD
acxiom
July 2nd
1,600
>2,000
2.2B
20B
30
lifesight
bluekai
factual.
eyeota
LOTAME
grapeshot
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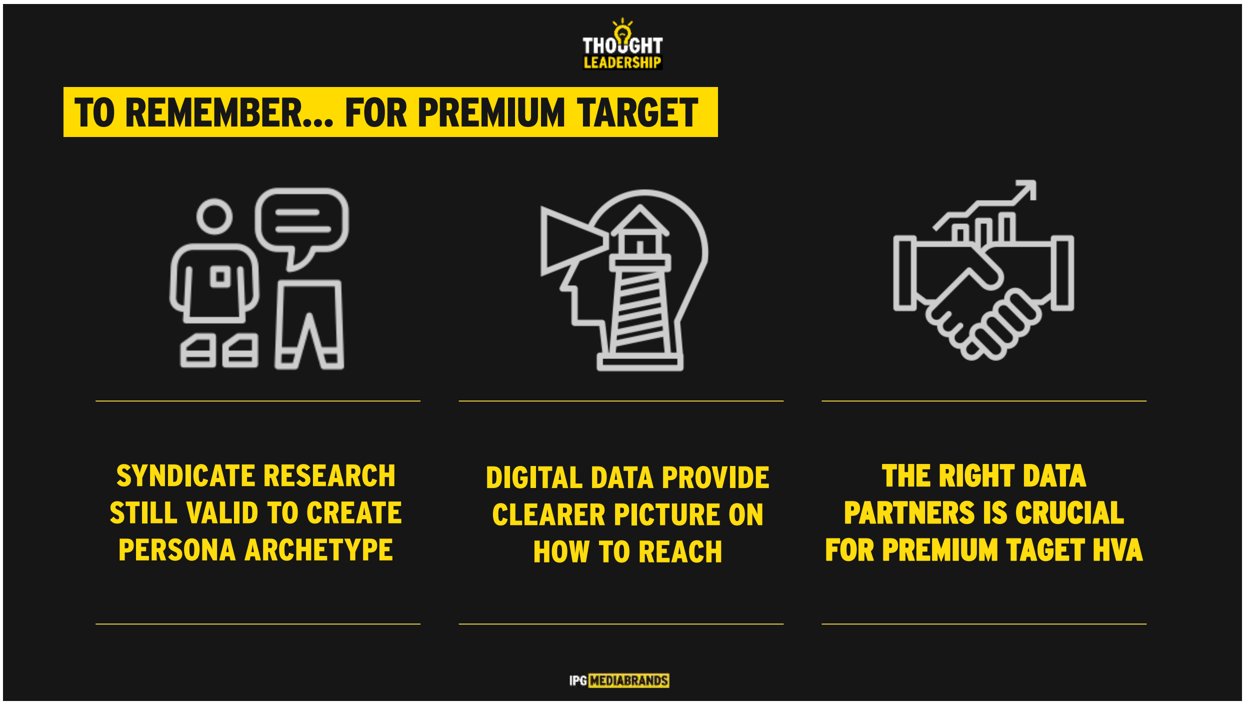
THOUGHT LEADERSHIP
TO REMEMBER... FOR PREMIUM TARGET
SYNDICATE RESEARCH STILL VALID TO CREATE PERSONA ARCHETYPE
DIGITAL DATA PROVIDE CLEARER PICTURE ON HOW TO REACH
THE RIGHT DATA PARTNERS IS CRUCIAL FOR PREMIUM TAGET HVA
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THOUGHT LEADERSHIP
Myth #4
"THE MORE PRECISION TARGETING, THE MORE COST SAVING"
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THOUGHT LEADERSHIP

WAYS TO THINK ABOUT PRECISION

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THOUGHT LEADERSHIP

WHY IS PRECISION

IMPORTANT?

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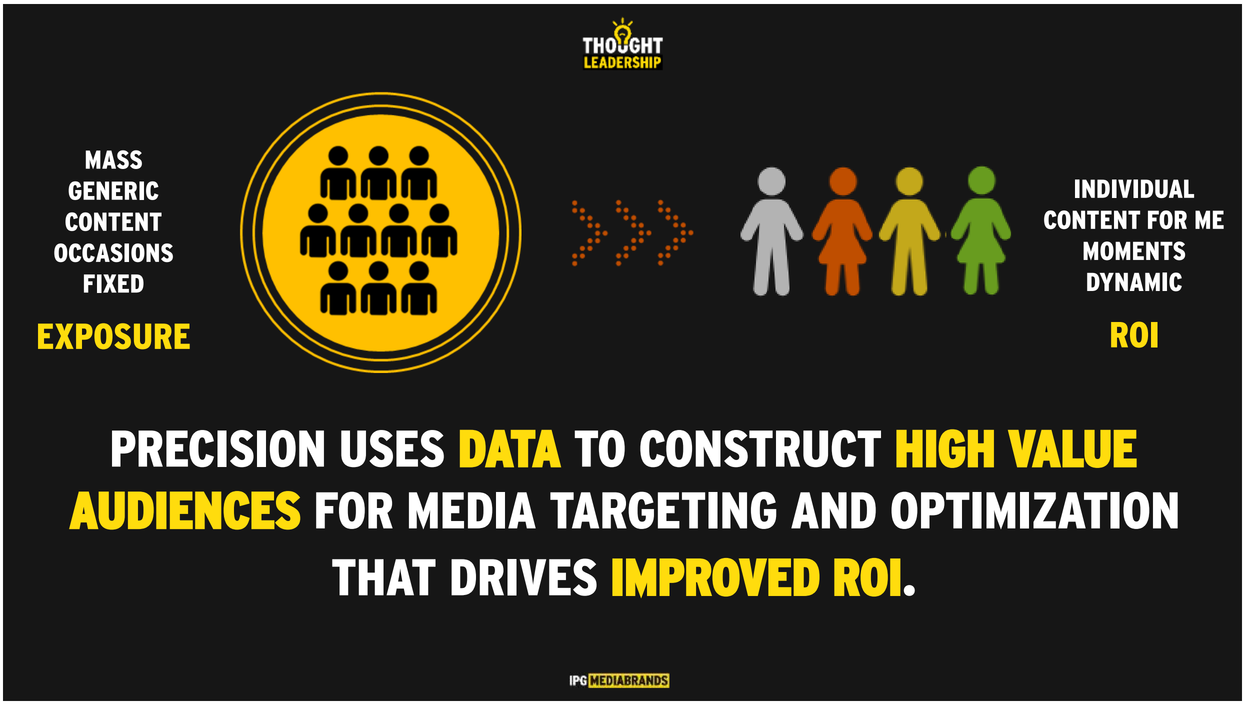
THOUGHT LEADERSHIP
MASS
GENERIC
CONTENT
OCCASIONS
FIXED
EXPOSURE
INDIVIDUAL
CONTENT FOR ME
MOMENTS
DYNAMIC
ROI
PRECISION USES DATA TO CONSTRUCT HIGH VALUE AUDIENCES FOR MEDIA TARGETING AND OPTIMIZATION THAT DRIVES IMPROVED ROI.
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THOUGHT LEADERSHIP
“PRECISION IS ABOUT”
RESONATE COST
IPG MEDIABRANDS

THOUGHT LEADERSHIP

PRECISION ADDRESS THE MEDIA METRICS RELEVANT TO EACH STAGE OF THE CONSUMER JOURNEY

PRE-SHOP CAPTURE	PRE-SHOP CONVINCE	SHOP CONVERT	POST-SHOP COMMIT
USE DATA TO IDENTIFY AND CONSTRUCT THE HIGH VALUE AUDIENCE IN ORDER TO DELIVER CUSTOMIZED MESSAGES WITHIN THE RIGHT CONTEXT AND THE RELEVANT MOMENT.		HELPS CONVERT THE HIGH VALUE AUDIENCE WHO IS ACTIVE IN THE CATEGORY BASED ON DATA SIGNALS.	RETARGET THE CURRENT AUDIENCE TO COMPLETE THE LOOP AND CONTINUE PATH TO PURCHASE JOURNEY.
EFFECTIVE REACH / ENGAGEMENT	ENGAGEMENT	CONVERSION	ENGAGEMENT / CONVERSION

IPG MEDIABRANDS

POST-SHOP COMMIT

RETARGETING CURRENT AUDIENCE TO COMPLETE THE LOOP

1 AUDIENCE TARGETING: MF25+ +AFFINITY (FINANCE / ENTERTAIN / PROFESSIONAL)

PASSION AD + CTA
1. LEARN MORE
2. GET OFFER (OPT.)

AUDIENCE TARGETING: MF25+ +AFFINITY (FINANCE / ENTERTAIN / PROFESSIONAL)

2 10S. VIDEO VIEW WITHIN FB BUT NO CLICK TO MICRO-SITE RETARGET: BEHAVIOR ADS /15S.

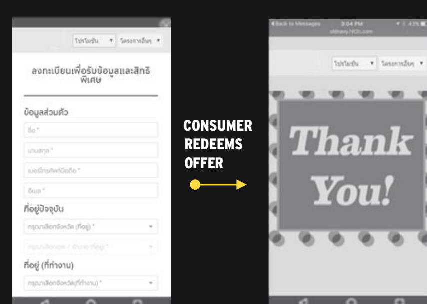
BEHAVIOR VDO + CTA
1. LEARN MORE
2. GET OFFER (OPT.)

50%-100% VIDEO VIEW ENVIRONMENT BUT NO CLICK TO MICRO-SITE RETARGET: BEHAVIOR ADS /15S.

CTA
1. LEARN MORE
2. GET OFFER (OPT.)

3 100%VIDEO VIEW WITHIN FB ENVIRONMENT BUT NO CLICK TO WEBSITE RETARGET: WITH BEHAVIOR ADS 6S. + PIX (E.G. CAROUSEL / LEAD AD)

50%-100%VIDEO VIEW BUT NO CLICK TO WEBSITE FOLLOW THE CONSUMER AND RE- ENGAGE IN CONTEXTUALLY RELEVANT ENVIRONMENT RETARGET: WITH BEHAVIOR PROGRAMMATIC DISPLAY AD



CONSUMER REDEEMS OFFER

CTA
1. LEARN MORE
2. GET OFFER (OPT.)

4 HAS CLICKED TO WEBSITE BUT DID NOT 'REDEEM 'THE OFFER ON WEBSITEFOLLOW THE CONSUMER AND RE-ENGAGE IN CONTEXTUALLY RELEVANT ENVIRONMENT RETARGET: WITH BEHAVIOR GDN AD + BUMPER AD 6S.

HAS CLICKED TO WEBSITE BUT DID NO 'REDEEM 'THE OFFER ON WEBSITE RETARGET: WITH BEHAVIOR ADS 6S. + PIX (E.G. CAROUSEL / LEAD AD)

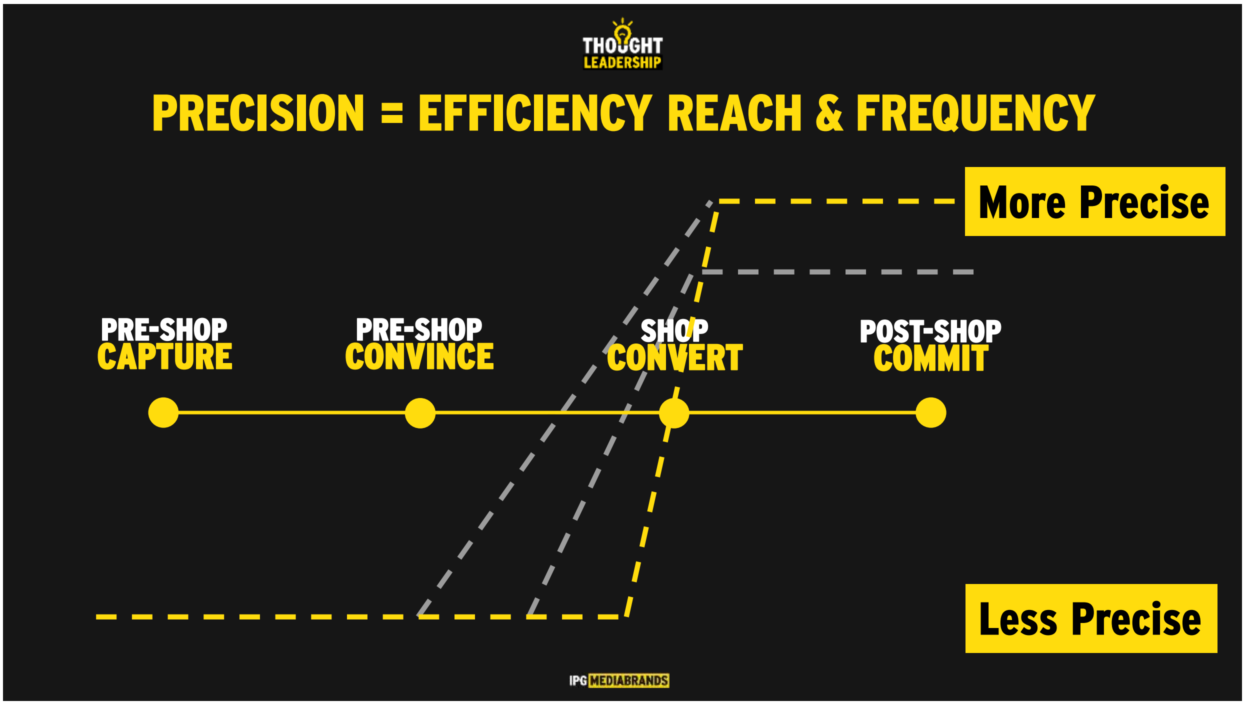
KPI

CPV
VTR%
COMPLETED VIEWS

CPV
VTR%
COMPLETED VIEWS

CTR%
CPC
TOTAL CONVERSIONS
CONVERSION RATE

CTR%
CPC
TOTAL CONVERSIONS
CONVERSION RATE



THOUGHT LEADERSHIP

5 CRITICAL COMPONENTS OF PRECISION MEDIA

ONE	TWO	THREE	FOUR	FIVE
DATA STRATEGY	PARTNERSHIPS	PRECISION PLANNING FRAMEWORK	MEASUREMENT	PEOPLE
IDENTIFY DATA PARTNERS TO CONSTRUCT AND TRACK HVA AND FUEL THE ECOSYSTEMS CONSISTENTLY AND AT SCALE.	NORMALIZING AND STANDARDIZING DATA PARTNERS AND OTHER RESOURCES INTO OUR PRECISION PLANNING PROCESS (DATA, TECHNOLOGY, MEASUREMENT, INVENTORY, WORKSHOPS)	AN INTEGRATED PROCESS TO ENSURE OUR PLAN IS PRECISELY TARGETED ACROSS PERSON, PLACE AND MOMENT	CONSISTENT AND CONTINUOUS DATA SHARING LOOP TO DRIVE ULTIMATELY ROI.	MAPPING OUT THE KEY ROLES AND RESPONSIBILITIES OF ALL PARTIES TO ACTIVATE PRECISION

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THOUGHT LEADERSHIP

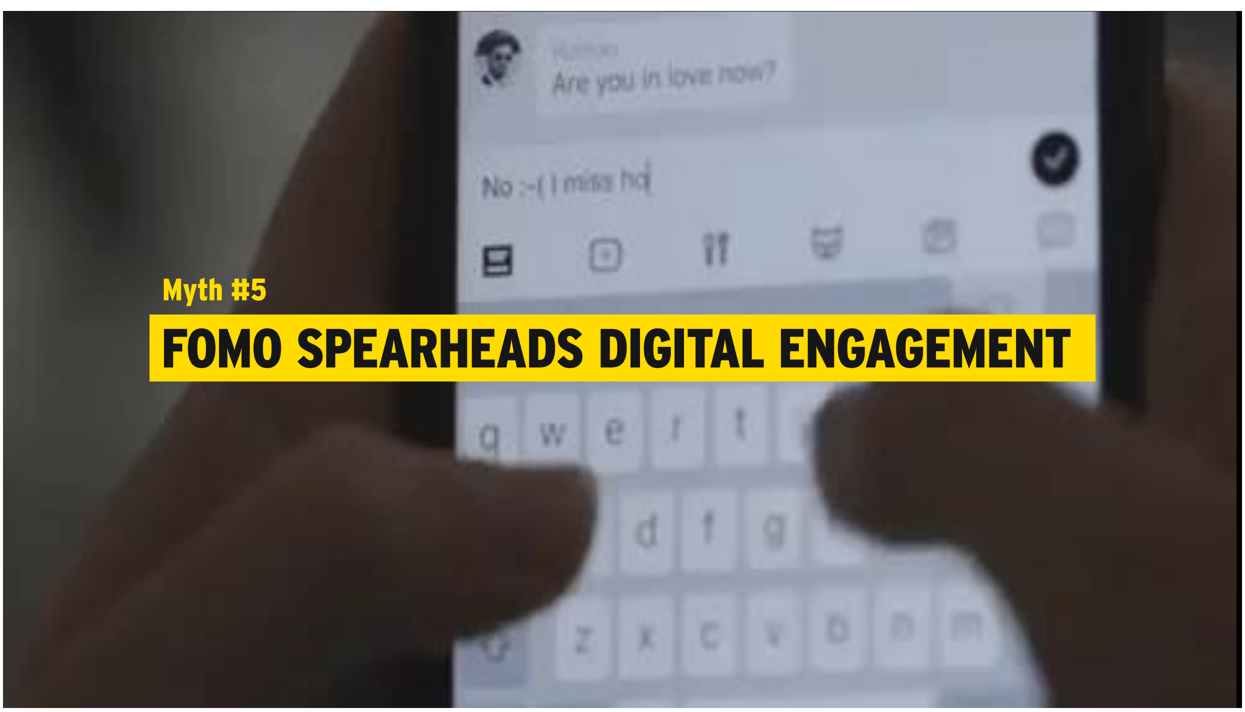
TO REMEMBER… PRECISION TARGETING

SPOTLIGHT TO YOUR HIGH VALUE AUDIENCE

≠ CHEAP BUT TO FIND THE RIGHT RESONATE COST & EFFICIENCY

DATA, PARTNER, PLANNING, MEASUREMENT & PEOPLE

IPG MEDIABRANDS



THOUGHT LEADERSHIP

CHECK HOW "ADDICT" YOU HAVE WITH PHONE?

- Cannot imagine going without your phone for a day
- Feel vibration of notification in your pocket but it is actually not
- Look at event photos while still happening

FOMO

25.3

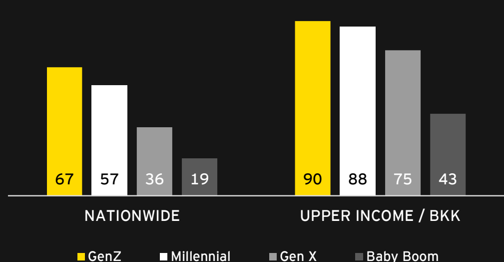
Million of Thais
(%pop 43 / 4% growth)

IPG MEDIABRANDS

Source: % Agree with statement *"Addicted to social network and tend to check many times" and "I have to update news everyday from internet"* Nielsen CMV 2018-1 and 2019-1

THOUGHT LEADERSHIP

FOMO TARGET
GEN Z & MILLENNIAL



"Addicted to social network and tend to check many times"
"I have to update news everyday from internet"
Nielsen CMV 2019

FOMO

25.3

Million of Thais
(%pop 43 / 4% growth)

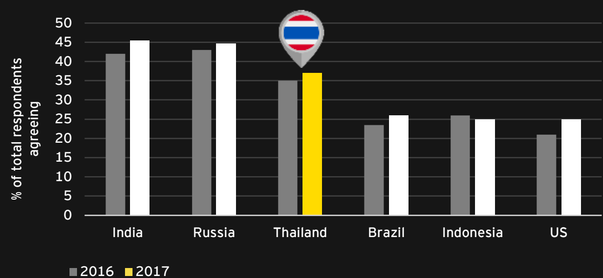
IPG MEDIABRANDS

Source: % Agree with statement "Addicted to social network and tend to check many times" and "I have to update news everyday from internet" Nielsen CMV 2018-1 and 2019-1

THOUGHT LEADERSHIP

36% OF THAIS

AGREED INTERNET USED ADDS TO MY "DAILY STRESS LEVELS"



Source: Euromonitor International's Lifestyles Survey (2016, 2017)

IPG MEDIABRANDS

FOMO

25.3

Million of Thais
(%pop 43 / 4% growth)

Source: % Agree with statement *"Addicted to social network and tend to check many times"* and *"I have to update news everyday from internet"* Nielsen CMV 2018-1 and 2019-1

THOUGHT LEADERSHIP

"THE JOY OF MISSING OUT" AND SAYING "NO" TREND

"smartphone dependency is significantly linked to relationship uncertainty"

US Psychology of Popular Media Culture journal 2018

JOMO

The joy of missing out

5.7

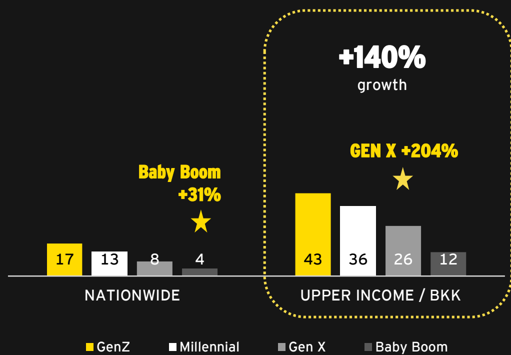
Million of Thais
(%pop 10 / 0.5% growth)

Source: https://www.phonearena.com/news/Windows-Phone-while-its-not-the-end-of-the-road-it-is_id71364

IPG MEDIABRANDS

THOUGHT LEADERSHIP

“JOMO” GROW SIGNIFICATNLY AMONG AFFLUENT GEN X



“Not addicted to social network and tend to check many times”
“I do not have to update news everyday from internet”
Nielsen CMV 2019

JOMO
The joy of missing out

5.7
Million of Thais
(%pop 10 / 0.5% growth)

IPG MEDIABRANDS

Source: % Agree with statement *“Addicted to social network and tend to check many times”* and *“I have to update news everyday from internet”* Nielsen CMV 2018-1 and 2019-1

THOUGHT LEADERSHIP

RESPONSE TO FINDING MY “JOMO” CONSUMERS

- No longer feel compelled to be online all the time.
- Feeling free to disconnect and reconnect whenever they feel the need to.
- Enjoy more ‘real’ moments and experiences

- Finding the right Moments
- Personalization

IPG MEDIABRANDS

THOUGHT LEADERSHIP

THINGS TO REMEMBER...

Reaching FOMO/JOMO

Thais' FOMO are GEN Z and Millennial

while JOMO are Affluent GEN X

JOMO is growing

Opportunity for traditional media such as OOH, In-store, salesperson, ambient or experiential activations.

Moments + Personalize

Find "moments" that matter and optimize the right balance of touchpoints deliver a Personalized contents

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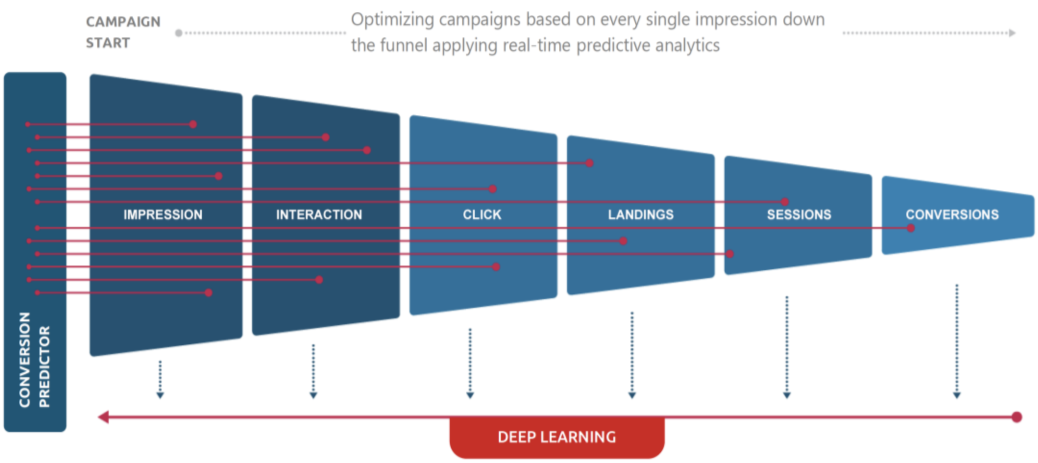
THOUGHT LEADERSHIP

PROGRAMMATIC LEARNING CURVE FOR EVERY MARKETING GOALS



THOUGHT LEADERSHIP

BENEFIT OF PROGRAMMATIC SHORT TERM

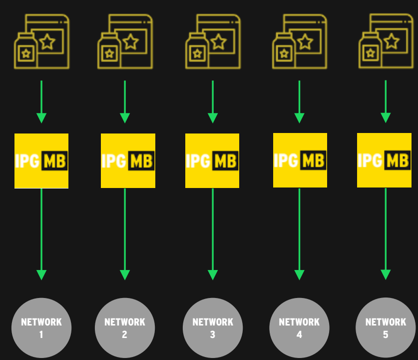
- ELIMINATE REQUEST FOR PROPOSAL (RFP)
- ELIMINATE MANUAL NEGOTIATION
- REAL TIME BIDDING (RTB)
- BUYING AUDIENCES IN REAL TIME AND NOT INVENTORY

IPG MEDIABRANDS

THOUGHT LEADERSHIP

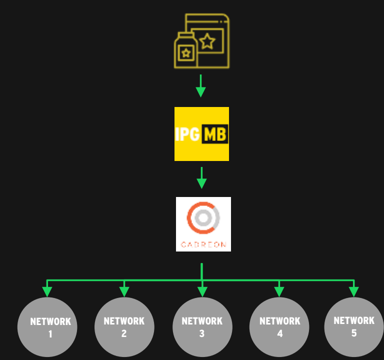
CENTRALISING ACTIVITY TO DRIVE EFFICIENCY

WITHOUT PROGRAMMATIC TRADDING DESK



MULTIPLE WORKSTREAMS WITH DUPLICATED BUYING, REPORTING AND ANALYSIS. NO INTER NETWORK OPTIMISATIONS AND COMMITTED SPENDS.

WITH PROGRAMMATIC TRADDING DESK



STREAMLINED BUYING PROCESS COMBINING MULTIPLE AD NETWORKS (BOTH LOCAL AND GLOBAL) TO ACHIEVE STRONGEST POSSIBLE PERFORMANCE WHILST MANAGING REACH AND FREQUENCY. ADDED FLEXIBILITY OF DSP PARTNER BASED ON PERFORMANCE AND OPTIMISING FREELY BETWEEN NETWORKS. .

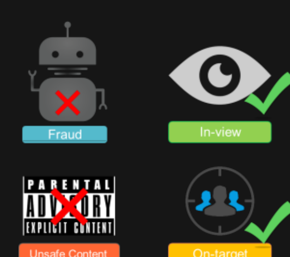
IPG MEDIABRANDS

THOUGHT LEADERSHIP

BENEFIT OF PROGRAMMATIC SHORT TERM

- ELIMINATE REQUEST FOR PROPOSAL (RFP)
- ELIMINATE MANUAL NEGOTIATION
- REAL TIME BIDDING (RTB)
- BUYING AUDIENCES IN REAL TIME AND NOT INVENTORY

OPPORTUNITY TO:
SHOW ONE SPECIFIC AD TO ONE CONSUMER IN ONE CONTEXT IN BRAND SAFE SITES



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THOUGHT LEADERSHIP

Demystify Digital Illusion

THOUGHT LEADERSHIP

BRAND SAFE SITES COMMITMENTS

BRAND SAFETY / FRAUD		BRAND SAFETY / FRAUD	VIEWABILITY
3RD PARTY TECH	BLOCK IMPRESSIONS PRIOR TO AD CALL	✓	✓
REPORTING	USE WITH 3RD PARTY TECHNOLOGY TO BLOCK SITES/INVENTORY	✓	✓
BLACKLISTS	CREATED WITH HISTORIC DATA (CONSTANTLY UPDATED)	✓	✓
CONTENT	BLOCK CONTENT & KEYWORDS	✓	
PRIVATE MARKETPLACE	USE TRUSTED PARTNERS & COLLABORATE TO IMPROVE RESULTS	✓	✓
AD TYPES / CHANNELS	NATIVE OUTSTREAM VIDEO, APPS, PMP, SCROLLER ADS		✓
3RD PARTY PARTNERS	LEADING 3RD BRAND SAFETY & VERIFICATION PARTNERS	IAS Integral Ad Science, MOAT, DV DoubleVerify	Campaign Manager Ad Server

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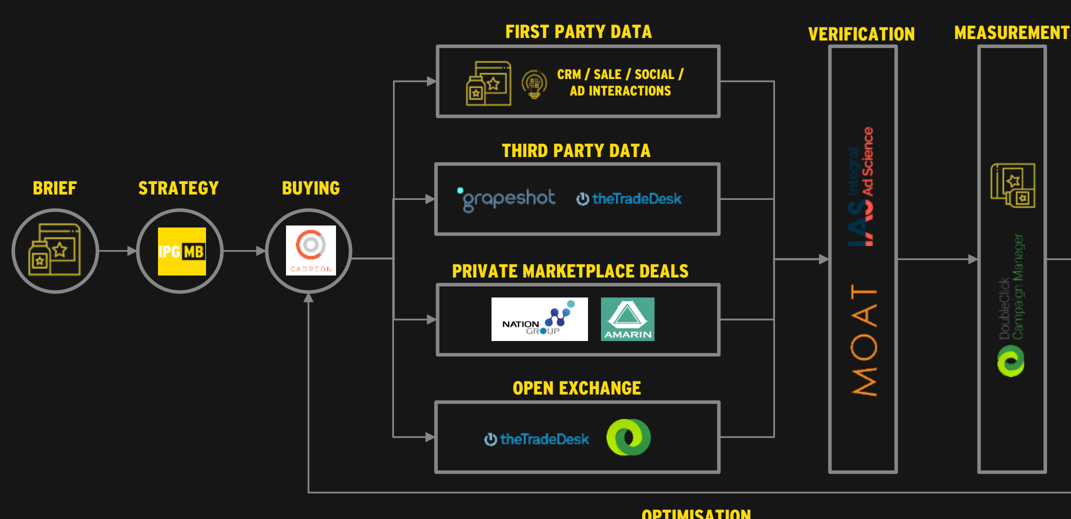
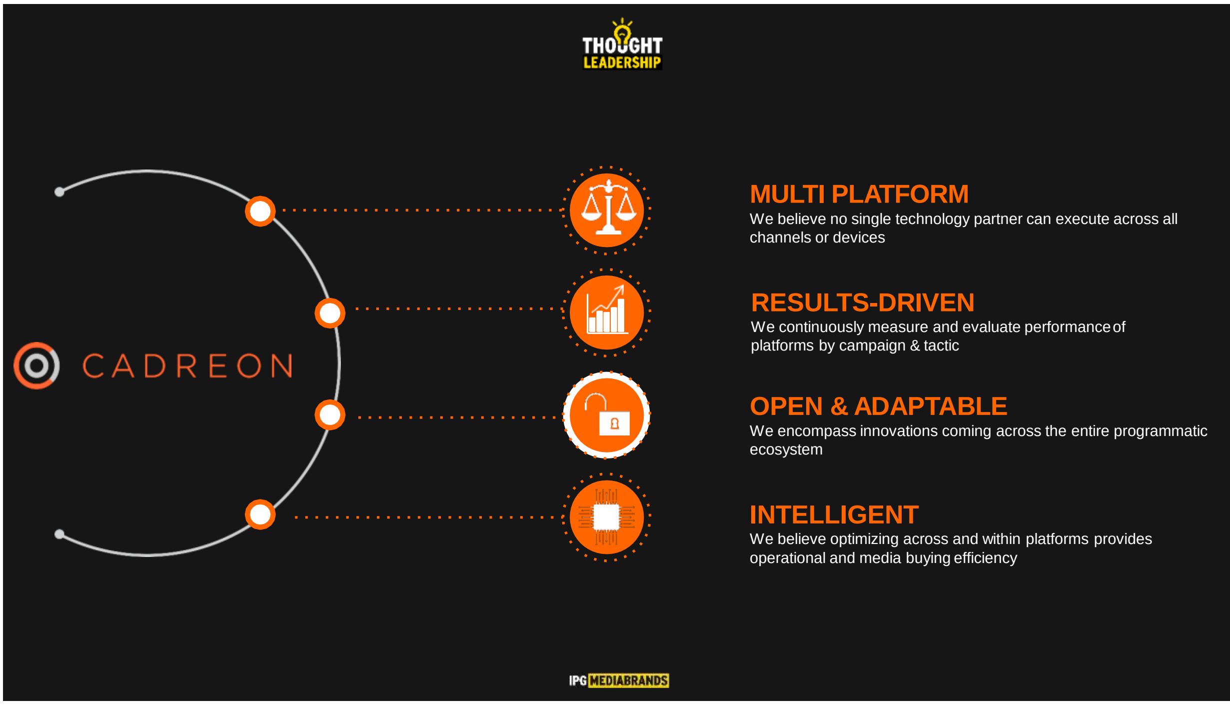
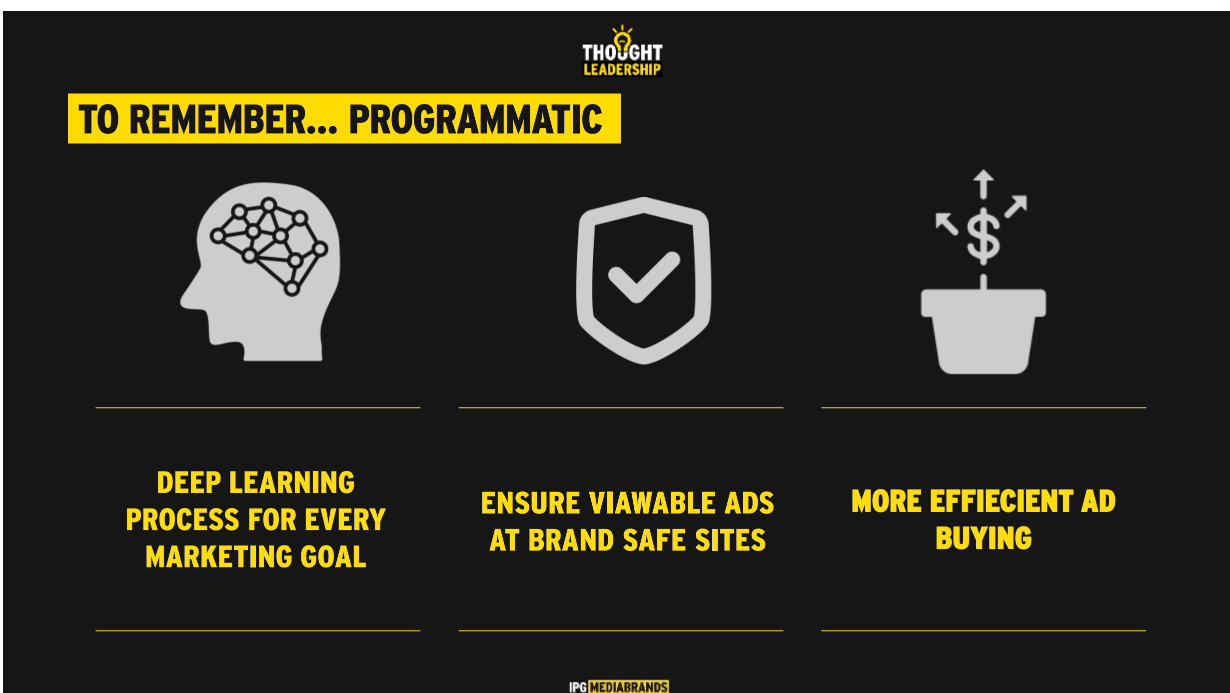
THOUGHT LEADERSHIP

WITH A SYSTEMATIC PROCESSING



IPG MEDIABRANDS


THOUGHT LEADERSHIP
CADREON
MULTI PLATFORM
We believe no single technology partner can execute across all channels or devices
RESULTS-DRIVEN
We continuously measure and evaluate performance of platforms by campaign & tactic
OPEN & ADAPTABLE
We encompass innovations coming across the entire programmatic ecosystem
INTELLIGENT
We believe optimizing across and within platforms provides operational and media buying efficiency
IPG MEDIABRANDS


THOUGHT LEADERSHIP
TO REMEMBER... PROGRAMMATIC
DEEP LEARNING PROCESS FOR EVERY MARKETING GOAL
ENSURE VIAWABLE ADS AT BRAND SAFE SITES
MORE EFFIECIENT AD BUYING
IPG MEDIABRANDS

Myth #7

E-COMMERCE WILL BUILD INCREMENTAL SALES

THOUGHT LEADERSHIP

E-COMMERCE ACTIVITIES

PERCENTAGE OF INTERNET USERS WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH [SURVEY BASED]

SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY	VISITED AN ONLINE RETAIL STORE ON THE WEB (ANY DEVICE)	PURCHASED A PRODUCT OR SERVICE ONLINE (ANY DEVICE)	MADE AN ONLINE PURCHASE VIA A LAPTOP OR DESKTOP COMPUTER	MADE AN ONLINE PURCHASE VIA A MOBILE DEVICE
90%	85%	80%	32%	71%

SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

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THOUGHT LEADERSHIP

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE

HAS AN ACCOUNT WITH A FINANCIAL INSTITUTION

82%

HAS A CREDIT CARD

9.8%

MAKES ONLINE PURCHASES AND / OR PAYS BILLS ONLINE

19%

SOURCE: WORLD BANK GLOBAL FINANCIAL INCLUSION DATA (LATEST AVAILABLE DATA, ACCESSED JANUARY 2019).
NOTE: FIGURES REPRESENT THE PERCENTAGE OF ADULTS AGED 15+, NOT TOTAL POPULATION

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THOUGHT LEADERSHIP

CONNECTED MONEY

UNDERSTANDING INTERNET USERS' ONLINE FINANCIAL ACTIVITIES

USE MOBILE BANKING

74%

MAKE MOBILE PAYMENTS

47%

PURCHASE ITEMS ONLINE USING A MOBILE PHONE

71%

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THOUGHT LEADERSHIP

E-COMMERCE SPEND BY CATEGORY

THE TOTAL ANNUAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES, IN U.S. DOLLARS

TRAVEL (INCLUDING ACCOMMODATION)	ELECTRONICS & PHYSICAL MEDIA	FASHION & BEAUTY	FURNITURE & APPLIANCES	TOYS, DIY & HOBBIES	FOOD & PERSONAL CARE
$4.140 BILLION	$1.043 BILLION	$908.0 MILLION	$660.0 MILLION	$575.0 MILLION	$571.0 MILLION
+28%	+24%	+17%	+22%	+25%	+30%

SOURCE: STATISTA DIGITAL MARKET OUTLOOK FOR E-COMMERCE, E-TRAVEL, AND DIGITAL MEDIA INDUSTRIES (ACCESSED JANUARY 2019).
NOTES: FIGURES ARE BASED ON ESTIMATES OF FULL- YEAR CONSUMER SPEND FOR 2018, EXCLUDING B2B SPEND. FIGURES FOR DIGITAL MUSIC AND VIDEO GAMES INCLUDE STREAMING.

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THOUGHT LEADERSHIP

Should brand invest in marketplace or have own e-commerce store?

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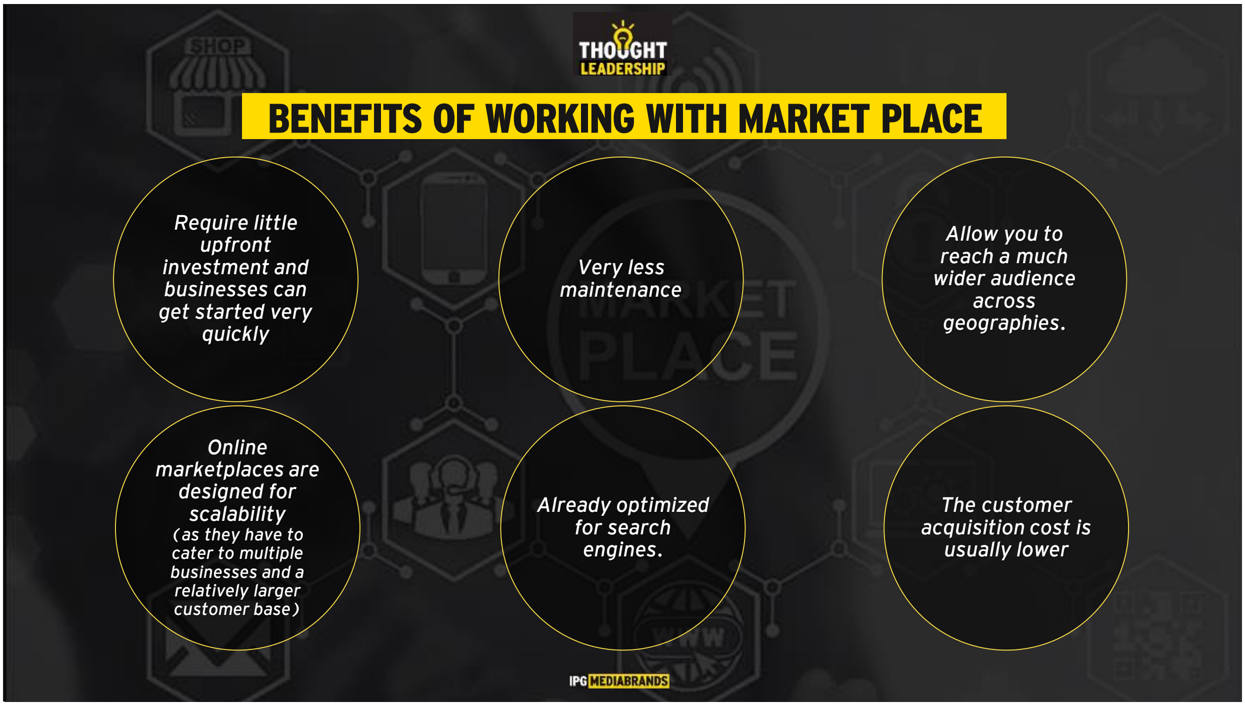
THOUGHT LEADERSHIP
BENEFITS OF WORKING WITH MARKET PLACE
Require little upfront investment and businesses can get started very quickly
Very less maintenance
Allow you to reach a much wider audience across geographies.
Online marketplaces are designed for scalability (as they have to cater to multiple businesses and a relatively larger customer base)
Already optimized for search engines.
The customer acquisition cost is usually lower
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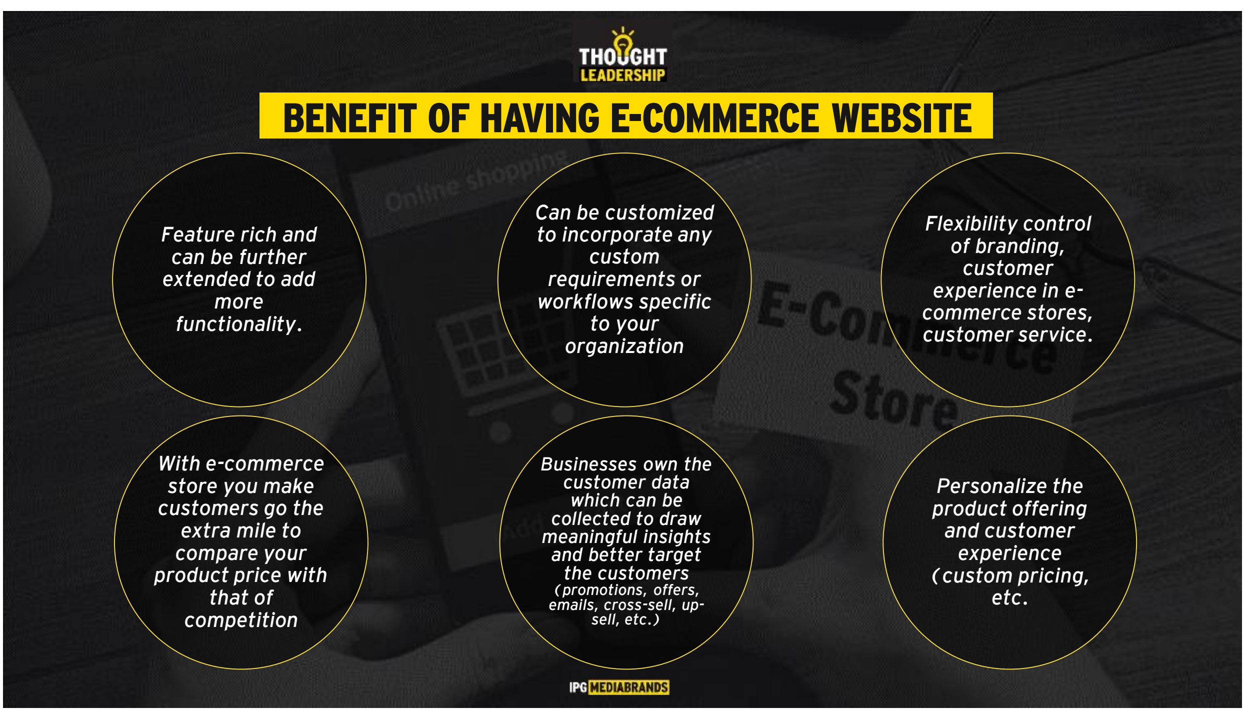
THOUGHT LEADERSHIP
BENEFIT OF HAVING E-COMMERCE WEBSITE
Feature rich and can be further extended to add more functionality.
Can be customized to incorporate any custom requirements or workflows specific to your organization
Flexibility control of branding, customer experience in e-commerce stores, customer service.
With e-commerce store you make customers go the extra mile to compare your product price with that of competition
Businesses own the customer data which can be collected to draw meaningful insights and better target the customers (promotions, offers, emails, cross-sell, up-sell, etc.)
Personalize the product offering and customer experience (custom pricing, etc.
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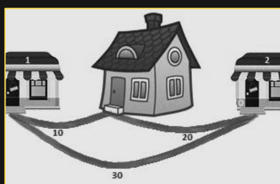
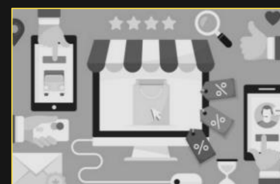
THOUGHT LEADERSHIP

4 REMARKS...





Marketplaces can never replace the e-commerce stores , or vice-a-versa, but certainly capable of complementing each other.

Online marketplaces can help quickly reach a wider audience with a smaller investment.

E-commerce stores to help you build your brand, personalize your offerings, and drive customer relationship and experience

Market places help get brands ahead with visibility but e-commerce stores help establish a long-term relationship with them.

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THOUGHT LEADERSHIP

THOUGHT LEADERS

Khanokkhan Prajongsangsri
Managing Director, Data & Analytics
Data Artist

Supalurk Tangcharoensiri
Managing Director, Reprise
Digital Performance

Rajsak Asawasupachai
Digital Business Director
Digital Solutions

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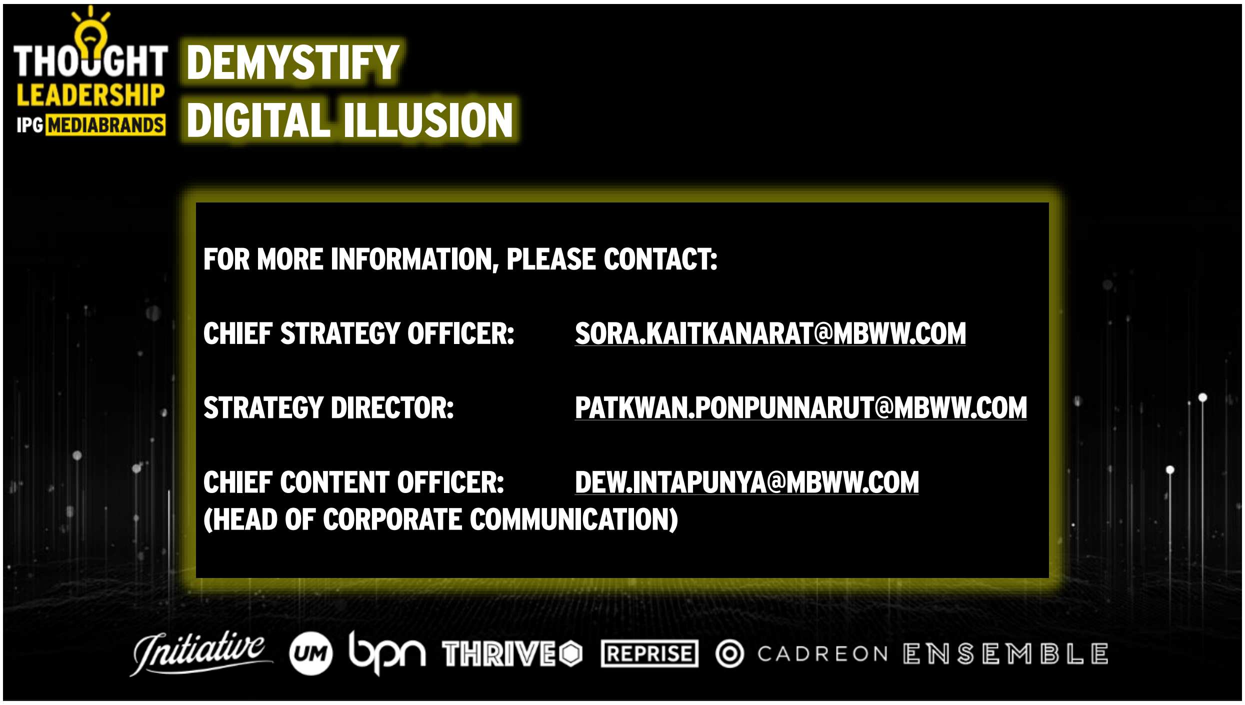
THOUGHT LEADERSHIP
IPG MEDIABRANDS
DEMYSTIFY
DIGITAL ILLUSION
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