

Real World Insight
Book 1: Community & Identity
Media & Technology

With this topic we are delving into the ways in which the different regions across Britain engage with digital and traditional media and tech and what is driving these choices and actions.

In particular we explore fragmentation and the opportunities this affords brands. This research will provide MediaCom's brands with highly actionable insights and advice on the best ways to speak to and engage with their consumer to ensure relevance in today's market and will prove extremely valuable when planning future media strategies.

Britain Decoded

Book 1: Community & Identity
Media & Technology



MEDIACOM



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Introduction



A Fragmented Britain

As 2016 draws to a close, we find ourselves in an increasingly fragmented Britain. With divisions in geography, lifestyle, gender and ethnicity becoming ever more apparent, the EU vote confirmed that as a nation, we are anything but united.

This large-scale fragmentation is matched by a change in individual lifestyles. Collective experiences are on the decline, with more of us choosing to tailor our lives to our distinct needs and preferences.

The number of one-person households is projected to reach 8.07 million by 2019 (Source: Mintel), self employed people form over 15% of the workforce (Source: ONS), and community entertainment venues from bingo halls to nightclubs continue to close in numbers. Even that most traditional icon of British community, the local pub, is in decline, with the first 6 months of 2016 seeing over 500 pubs call last orders for the final time (Source: CAMRA).

As the Economist comments in Goggling at Britain (Economist print edition, 12th March 2016), fragmentation of the media means ever fewer common reference points. The audience for the biggest programme shown on Christmas Day has fallen from 20.3m in 2001 to 6.6m in 2015 (Source: <http://ukchristmastv.weebly.com/ratings.html>).

While fragmentation might carry negative connotations, we believe it represents an opening up of possibility. With greater difference comes more diversity, freedom of speech and room to express our individuality. Exposure to alternative cultures and belief systems has led to greater inclusiveness, and we are more positive than ever about life in a diverse society. 60% of those in England believe that variety is important for culture, up from 49% in 2011 (Source: <http://www.fearandhope.org.uk/executive-summary/>).

This new landscape of highly individualised needs and expectations means it makes increasingly less sense to speak of "Britain" as a single homogenous mass. A one-size-fits-all approach to media is fast becoming redundant. The challenge for brands is to anticipate where this fragmentation will take us, and what the implications might be.

Our Britain Decoded series explores how this trend manifests itself across the UK, revealing the impact of regionality on the way consumers interact with media and brands. We hope to show that this new multiplicity of Britishness presents an opportunity to develop a more impactful dialogue with the UK consumer.

Anything but united

SCOTLAND

NORTHERN IRELAND

Shetland Islands



ENGLAND

WALES

EU referendum results, by local authority, %

Remain Leave

Over 60

55-60

50-55

Source: Electoral Commission

Source: Economist.com

Welcome to Real World Britain

Real World Britain is our online community of 60 people across the UK who have invited us into their daily lives.

Our participants represent the diversity of modern day Britain, spanning a variety of life stages, ethnicities, experiences and locations, from the rural Scottish Highlands to bustling Brighton.

This community forms the basis of the qualitative research in this report. We have also used Group M's Live Panel to provide quantitative data, interviewing a nationally representative sample of 2000 people.

Claire, 29, lives in South Lanarkshire, Scotland. There is only one shop in her village.

Joel, 20, in Manchester, has just started his first full time job and loves the nightlife scene.

Mark, 47, lives in Barry, Wales with his wife, two kids and three goldfish.

Jon, 45, lives in Thornbury, a small village outside Bristol. He moved down to the South West with his family for work.

Jordan, 33, lives in County Durham. He loves the fact that all his friends and family live nearby.

Hayley, 43, lives in the suburbs of Leeds. It's the perfect blend of town and country for her.

Dipak, 52, lives in Watford. He loves the diversity of the area, and the proximity to the airport.

Hanna, 26, lives in Milton Keynes. She loves going out for dinner and drinks with friends.

Anne, 44, lives in London. She is a teacher and lives with her husband and three kids.





Identity & Community

Communities, not audiences

Fragmentation has brought with it a changing landscape of emotional needs and motivations in the UK, as well as a change in the way we define our 'community'.

No longer confined to groups of people in a common location, 'community' increasingly refers to collective participation in shared interests.

This represents a shift from the traditional marketing aim of reaching a 'target audience'. Understanding how community manifests itself across the UK can help brands talk *with communities* of like-minded people, rather than at an audience of individuals.



National, regional and local identities play out differently across the UK

We have multiple layers of identity that we embody in a fluid way: **Britishness**, **regional habits** and **local mindsets** are all at play.

While these **layers of identity** play out differently by individual and occasion, our research revealed some regional differences in the way that we define ourselves.

Those living in London and urban areas are more likely to feel that their local identity is most important to them, while those in the North of England express a strong regional connection. The Scottish are most likely to feel that their national identity is key to defining their personal identity.

Which of these is most important for defining your personal identity?

■ National Identity ■ Regional Identity ■ Local Identity



Rural areas 57% i106
Scotland 63% i116
Wales 60% i111

North East 31% i146
Yorkshire 28% i133
North West 26% i122

Urban areas 31% i125
London 29% i114

Real World Britain – Q9. Thinking once again about your personal 'identity', which of these would you say is most important to you?

Base: Total = 2004

Spotlight: Defining Scottishness

Most Scots feel that being Scottish is a birthright. Nearly nine out of ten (87%) think that being born in Scotland makes a person Scottish, whilst having two Scottish parents makes a person Scottish as far as 71% of Scots are concerned. Additionally, growing up in Scotland makes you Scottish to 69% of Scots. However, living in Scotland a long time doesn't cut it. More than half of Scots (58%) think that living in Scotland for more than 10 years does not make a person Scottish.

Source: YouGov

"Being Scottish is very important to me. I'm proud of my Scottish heritage."

Quant survey participant



Yorkshire: an identity, not just a location

Our Yorkshire participants show particular pride in their regional identity, from a love of regional cuisine to a taste for the outdoors

Although this regional identity is sometimes inappropriately characterised, people in Yorkshire found it easiest to give us examples of how brands can effectively tap into regional pride

Brands such as Yorkshire Tea have successfully leveraged the traditions of Yorkshire while giving it a modern twist. At their best, regional depictions in advertising convey that a region is more than a location, but a shared sense of identity

"I can't really explain it, but I'm originally from Yorkshire, and although I've lived in Lincolnshire for over 12 years I still consider myself a Yorkshireman!"

Quant survey participant

58%
of those in Yorkshire are proud of where they live

Real World Britain - Q12. Please let us know, to what extent you agree or disagree with the following statements - I am proud of the area I live in. Base: Yorkshire = 179

Community, but not as we know it

Research continues to show the positive effects of community on our wellbeing, including health, educational performance and crime rates. Last year over half (54.5%) of adults aged 16 and over reported that they strongly agreed or agreed that the friendships and associations they have with other people in their neighbourhood meant a lot to them. (Source: ONS, Measuring National Well-being: Life in the UK, 2015)

This makes any fears that Britain's sense of community is in demise all the more worrying, particularly given dwindling participation in traditional markers of community such as pubs, and social clubs.

But the reality is that with developments in technology and changing lifestyles, people are finding ways of creating new communities that don't fit the traditional mould.

We asked Britain about their perceptions and the value placed on the concept of 'communities', and found that there is a fragmented view on their definition and value.

"Community" has three distinct meanings across the UK

FUNCTIONAL
(cities)

EMOTIONAL
(rest of UK)

1. Physically Local

Physically local is about the functional, place-based element of community and the expectation of convenience associated with community where location means everything.

2. Shared Interest

Shared interest is about celebrating a sense of belonging based on common ground, and the opportunity of building personal connections that this provides.

3. Trust

Trust deals with the emotional element of community and the support, co-operation and mutual care that is expected from and within communities.

Physically Local

Being close to essentials such as a local shop is important to many, but those living in cities are more likely to prioritise the physical closeness of local amenities when describing what they mean by local community.

Londoners in particular value the potential for spontaneity and chance local encounters that city living and having amenities 'on the doorstep' brings.

For those in suburban and rural areas the physical closeness of friends and family is more top of mind when defining local. 51% of those living in rural areas know the names of all 5 of their nearest neighbours, compared to only 32% for urban.

"Community means amenities on my doorstep, like local produce and farmers markets within the boundaries of my town"

Robert, London

"Community is about my local pub where I can relax, and the neighbours and the people around me"

Jon, Thornbury

Shared Interest

In naturally more diverse areas of Britain, people seek out their own communities while in rural areas more traditional forms of community still dominate.

In cities, community means finding people with shared values and interests...

Often lacking a strong emotional sense of community, those living in cities seek out others to engage in shared interests. Whether a fitness event, an evening class or street festival, urbanites are often more proactive in finding or creating like-minded communities of people.

By contrast, those outside cities often feel that people who live near them inherently have similar values and interests, by virtue of physical location.

"A local community is directly influenced by the people who inhabit the local area, their values and belief systems, a sharing of ownership and responsibility over and accountability to the area and the people."

Sharon, Sale

"I like to use local facilities and feel part of the community. Using local facilities helps keep them open and adds character to the town."

Dipak, Watford

Trust

Trust is interpreted differently across the UK. In cities, trust is created through networks (primarily online), whereas elsewhere it is more of a feeling of security / peace of mind that relates to a specific location.

In suburban and rural areas there is a strong focus on the emotional aspect of trust, and physical closeness to friends and family. When looking for a place to live, people seek out a community and neighbours whom they feel will come together to offer cooperation and support when needed.

Cities often attract a younger, more transient demographic, including students or young professionals for whom place-based trust is less of a concern. This makes it a difficult thing to develop and certainly maintain. In urban areas, our research found that trust was described in more functional terms; for example, the need for trustworthy sources of local information.

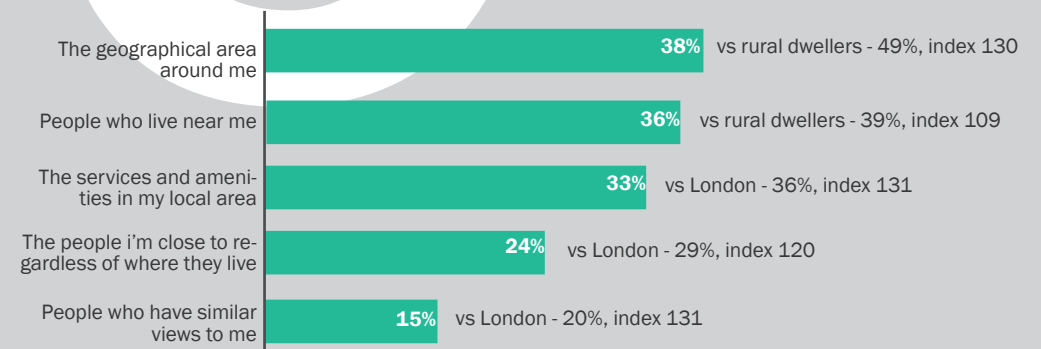
My Nana has partial blindness. She can make her way to the local shop (it's literally 1 minute away), but once there she can't see the writing on individual products. So the shopkeeper, who knows us all by name, will take her arm and guide her round the shop, picking out the things she needs, pointing out deals etc. He'll pack up her things and take the right money from her purse. He cares, she feels valued, and they trust each other."

Claire, South Lanarkshire

45% Are interested in issues to do with their local community
50% i111 in rural areas

65% Agree that a local area is about people rather than just a place

My local community is...



Real World Britain – Q11. We would now like you to think about your local community. Which of the following do you agree with when it comes to how you view your local community?

What does this mean for brands?

Brands can leverage the three distinct definitions of community across the UK

FUNCTIONAL
(cities)

EMOTIONAL
(rest of UK)

1. Physically Local

Celebrating the hyper-local in cities can provide a much needed sense of belonging (as exemplified in food & drink by the rise of microbrews and the locavore trend)

2. Shared Interest

Brands can contribute to collective wellbeing by building positive physical and digital communities that bring like-minded people together

3. Trust

Brands can embody traditional community values of trust, co-operation and selflessness, for example through local community activations and 'random acts of kindness'

What does this mean for brands?

There is opportunity for brands to tap into the **different needs for connection within vs. outside cities** (i.e. creating vs. celebrating community):

- Within cities, allow people to easily connect with like-minded people while also escaping unwanted urban hubbub (e.g. Avoid Humans: an app that helps users avoid other people using social media check-in data to identify crowded places).
- Outside cities, provide opportunities for people to express local community values through digital networks, e.g. Your Square Mile, Keep Britain Tidy, Network Neighbourhoods

Brands can **leverage multiple layers of belonging** in different occasions, or choose one that resonates with their brand heritage or heartland audience. Reflecting national identity will be most

effective in Scotland, Regional in NE and Yorkshire, whereas recognising specific local boroughs and neighbourhoods and in London and other cities will help create a sense of belonging.

Brands have an opportunity to promote **better integration in diverse communities**, where cultures may be living side-by-side but with little exchange of ideas and experiences.

The power to create and support functioning communities (whether physical or digital) presents an opportunity to implement brand purpose to make a positive difference.





DFS

DFS Captures national pride through craftsmanship.

As Team GB partner for the 2016 Olympics, DFS captured the national mood with three iconic medallists – Laura Trott, Max Whitlock and Adam Peaty - as its ambassadors. As part of its support, DFS helped design and furnish British House, a home-from home in Rio celebrating the best of the UK during the Games, from its sporting excellence to its business and culture.

DFS effectively leveraged their local heritage in their celebration of British pride:

“We started our business in Yorkshire, England and have been designing, making and selling sofas in Britain for five decades. The Britannia was designed by our team and handmade in our Derbyshire factory by our talented upholsterers. We made the sofa frame in our own wood mill in Nottinghamshire, we sourced the fabric from a traditional mill in Lancashire and topped it all off with oak feet, designed in Britain and hand turned exclusively for DFS.”

Source: <https://www.britishhouserio.com/sponsor/dfs/>





Churchill Lollipopers

Churchill Lollipopers embody three diverse meanings of community

Spring 2016 saw Churchill fighting the corner of Lollipopers. Churchill believe all children should be safe on their walk to school so are supporting schools to help fund more Lollipopers, and celebrate the great work that Lollipopers do.

This step outside the world of insurance was designed to demonstrate that people can “Depend on the Dog” –relying on Churchill to look after their best interests. The campaign successfully embodied the three different meanings of community: celebrating and protecting the physically local, engaging a group with shared interests in a dialogue, and helping to reinvigorate a feeling of trust in the local neighbourhood.





Coca-Cola

Coca-Cola's ParkLives connects communities to drive brand purpose

Coca-Cola's ParkLives initiative demonstrates how brands can connect with consumers at a community level. ParkLives offers free family friendly activities in parks over the summer holidays, providing families with the opportunity to get active, meet new people and make the most of their local parks and green spaces. The initiative launched in 2014 in Birmingham, Newcastle and London and has since expanded to cover more cities across the UK.

The initiative has demonstrated Coca-Cola's long-term commitment to local communities and worked to drive brand love and trust amongst the key target audience. As the importance of 'community' continues to grow in consumers' lives, we expect to see more brands choosing to connect at a local level, giving the opportunity to talk with, rather than at consumers.





Media & Technology

Digital Fragmentation

Disruptive new technologies have played a crucial role in fragmenting audiences across the UK. While Gogglebox might portray families across Britain sitting down together to watch TV, in reality, these collective experiences are increasingly few and far between. Catch-up TV, streaming services, smartphone and tablet adoption and the explosion of the digital space have created increased opportunities to engage with media at an individual level.

The ubiquitous smartphone is changing the way we relate to others, with the rise of 'hyper-connectivity' – near continuous access to the internet – allowing us to be accessible at all times.

Social media has enabled us to explore multiple identities and seek out communities of like-minded individuals. Perceptions of community are becoming fluid, while the rise of online celebrity has commercialised the concept of identity.

As media and audiences become increasingly fragmented, we demand content that fits around our lives and expect highly personalised, bespoke experiences. In this section, we reveal how media and technology needs differ across the UK and show how where we live drives media needs and behaviours.



The rapidly evolving digital landscape has created some 'big picture' trends that unite the UK

We are united in our love for our smartphones

We expect to be connected on demand

Social media is a platform for the fragmented self

Britain is united in its love for the smartphone

While our research identified some differences in the way people across Britain use their mobiles, our emotional connection to them is consistently strong. Regardless of region, we are in an enduring, passionate love affair with our phones.

"I love your sleek lines and smooth touch."

Nick, Yorkshire/Humberside

75

%

of the UK have a smartphone and...

55

%

of those say they would feel lost without it

Source: Kantar Media GB TGI 2014 Q4

A love letter to a mobile phone

Dear Phone,

Hello. This is a bit strange, I know - why write to you, when you're always by my side? But sometimes it's easier just to put these things into words.

You're always there for me. You wake me up in the morning with an alarm, and another alarm after I've snoozed the first one. You play music to coax me back into consciousness while I get ready, and you send me notifications of any news from the Guardian or BBC I may be interested in, for me to browse while I do my hair and makeup.

Throughout the day you're always there, reminding me of my to-do items, keeping me in touch with my family and friends, and playing music to keep me focused. You're my link to the wider world, I always know what's going on thanks to your updates and apps. If I'm lost, you help me find myself via GPS, and if I'm bored you entertain me.

I love that I can rely on you to keep me in touch with the people I'm close to, even when I can't see them every day. I love that we can share pictures and videos, and silly messages, thanks to you.

I love that I can answer most questions straight away by consulting you - and that this often leads onto more learning and discovery, as one thing links to another. I love that you make me laugh.

But I just wish you lasted a bit longer. I can't rely on you to get through a full day without having to charge you, and sometimes this makes you come across as a little needy. I wish I could take you to a festival and know that I'll be able to take photos every day, not just the first.

Also sometimes... sometimes I wish you weren't so much of a distraction. I love reading books, but sometimes I forget how much I love it because you're always there, urging me to click one more link or send one more message. Sometimes I think we need a break. But I guess, when it's all said and done, I wouldn't be without you.

Love,

Claire

The fragmented self

Social media and constant connectivity have enabled people to explore and express different facets of their personality. Increasingly, we are managing our multiple 'selves' as if they were assets in a personal portfolio. There is an appetite to consume, curate and create content for these various selves using digital media as a tool for self-expression, often through multiple accounts. Whether it's showcasing your impressive

CV on Linked In, your exotic holiday on Instagram or your vegan baking skills on Pinterest, there is a digital community for every fragmented self.

"I use Instagram multiple times a day. It's about escapism and distraction. And sometimes for self-promotion too!"

Jules, London

Town or country, we all expect to be constantly connected

Our love of technology is not always reciprocated. Heavy reliance on devices coupled with an expectation to be always-on means that any interruptions to service are a major source of frustration.

Patchy reception and slow broadband speed are a particular annoyance in rural areas, where expectations of fast, uninterrupted service are just as high as those in cities.

66% of those in London and the South East access the internet on smartphones, compared to only 59% for the rest of the UK.

Although those in London and the South East are currently making most of the smartphone's ability access the internet while out and about, this doesn't mean that those outside these areas have less of a need to be connected. Indeed, this need is so great that many are willing to switch providers to whoever is able to meet it.

"The second someone improves our internet speed, we'll sign up with them, whoever it is."

Mitch, Midlands

We use social media differently across Britain

Within Cities: Identity

Instagram, Pinterest and Tumblr are more city-centric platforms. Instagram is used twice as much in urban areas as other areas, while nearly three times as many use Tumblr in cities. This trend reflects urbanites desire to use social media to express a variety of 'selves', using different platforms to express different parts of their identity.

Outside Cities: Community

Outside cities, social platforms allow people to engage with and celebrate their local community. Facebook is the central hub for localised events, news and sharing, with those outside of cities having fewer social platforms on average than those in cities.

Instagram use in London is 38% compared to 15% in the rest of the UK

People use an average of 3 social platforms in cities, whereas outside cities, people use an average of 2

Real World Britain - Q17. How often, if at all do you tend to use the following social media platforms?
– Once a week or more. Base: London = 256 / Rest of UK = 1748



Spotlight: Digitally local

Social media increasingly forms a digital 'town square' for local communities, allowing people to share news, views and recommendations, and enabling the community to rally together in times of need. In this way, local community values are expressed through digital networks for the collective good.

Local Facebook pages share news of local interest, promotions from local services, and local entertainment events. Word of mouth is a powerful force on these networks, with many looking to these channels for recommendations and reviews.

Digital expression of local community has opened up opportunities for social networks such as Streetlife, currently active in 4,000 communities across the UK, as well as spurring the creation of 'Spotted In' local news pages on Facebook. In many places, more than one in 10 people are following their local "Spotted In" site.

"I live in a very small town in the Vale and when things go wrong, this town really rallies together - generally down to the powers of Facebook."

Mark, Barry

"I am a member of some local Facebook groups which keep me updated as to local events, school issues, neighbourhood watch issues, local club activities, local cafes and shops news and offers."

Sharon, Sale



Different commuting patterns create different media needs

London: Cocoon me

The public transport focus of the London commute makes mobile and OOH the key media channels in the morning. 58% of Londoners are using the internet on a mobile between these hours, whereas in the North East this drops to 36%, and 35% in Wales).

Rest of UK: Connect me

East Anglia, Midlands and the South West are the heaviest drivers and, linked to this, have the highest concentration of radio listeners, with nearly a third of those in the South West tuning in to radio between 7am – 9.30am

40% of Londoners use public transport, while this number drops to 12% outside London

1 in 5 Londoners spend over an hour commuting, whereas only 1 in 10 spend that long outside of London

Source: IPA Touchpoints

Cocoon me

Long commutes and cramped spaces mean that urbanites use media to distract and disconnect.

For them, the commute is seen as something to 'get through', with urbanites being almost twice as likely to say they feel busy and stressed when travelling to work.

32% of Urbanites say they feel focused on the commute, vs 20% of people in the rest of the country. 29% of Urbanites say they feel busy on their commute and 24% feel stressed. This compares to 18% and 11% respectively in the rest of the country.

Urbanites use podcasts, mobile games and downloaded VOD to help them to retreat into their own world.

To connect with these audiences, brands should offer a retreat – providing inspiration, escapism or distraction. Apple's 'Shot on an iPhone 6' shows how brands can inspire on the morning commute.

In London 18% say they want a distraction in the morning on the way to college/work vs 15% in urban area + 6% everywhere else.

"I use Spotify, News apps like TED talks, Huffington Post, The Guardian and read funny BuzzFeed articles and videos. I want to be entertained and excited to see something interesting."

Joel, Manchester

"I'm flicking on my tablet for emails, listening to radio, checking news online, and online banking. There's a lot going on!"

Anne, London

Connect me

The commute is often a more enjoyable experience outside London, described by some as 'me time.' Rather than trying to disconnect from the surrounding environment, those outside cities use the commute to find out what's going on in the world and connect with others. Local radio is often a key part of the morning media repertoire for those driving to work, giving traffic updates, news headlines and creating a sense of companionship with other drivers on the roads.

Media can connect with these audiences by creating talking points and generating conversations between different media channels, audiences and brands.

Outside cities, the more solitary commute creates a need to connect with others.



"Finally, it's into the car for the hour long commute, where we listen to Today on Radio 4, have a chat about the news, and I'll sometimes check twitter for traffic updates."

Claire, South Lanarkshire

"I check all my social media in the morning - from Instagram, and Facebook to Twitter and Snapchat."

Carly, Glasgow



There is growing demand for hyper-local content

The digital revolution has enabled truly global connection, with many of us now considering ourselves 'citizens of the world.' Paradoxically, or perhaps in response to this, at the same time we are also seeking to celebrate and connect with our local area.

Local and regional content holds increased relevance for consumers: it creates common talking points and is loved for its relevance, friendly tone and lack of bias. Our research has also revealed a strong appetite for localised advertising. While once an avenue for small brands and local businesses, examples from Sky and Coca-Cola demonstrate the growing opportunities for national brands to speak to consumers in a hyper-local way through advanced use of data analytics.

Widespread smartphone adoption across Britain and advancements in technology are enabling this hyper-local trend. Beacon and NFC technology bring the opportunity for tailored content to be delivered on smartphones while location-based mobile data can be harnessed to enable brands to target key demographics with personalised messages in real-time.

"I would trust local news over national. I suppose I suspect national news has an agenda which local news doesn't."

Aife, Leeds

"I wish I saw more media and advertising specifically addressing my area, it's definitely something that's missing here."

Claire, South Lanarkshire



Social platforms will evolve to better cater to different tribes

Consumers are choosing to indulge in specialised media content that can be shared with like-minded individuals, creating their own identities through the media they consume.

Social media has also become an important content discovery tool for local and regional news, while social networks themselves are beginning to take far more active roles regarding news consumption, with Snapchat's Discovery feature and Facebook's Instant Articles leading the way.

Publishers are already rising to the challenge of catering to interest-based communities through social and digital channels. For example, The Guardian have used social channels to engage with people through their interests and passions, using interest-based Twitter handles to enable like-minded individuals to consume and produce content within their community.

"For more local news I tend to find out about this more through Facebook."

Alisdair, Glasgow

"I follow local Twitter sites and regularly click on links to Coventry Telegraph to read full stories. Twitter is a wonderful way of keeping up to date with local information."

Sandeep, Coventry

Analytics will be used to better serve fragmented Britain

Publishers are becoming more efficient at collecting data on age, gender, location and browsing history of those visiting their sites and are beginning to use this to deliver tailored content and advertising.

Trinity Mirror are investing in a 'digital first' regional media strategy in place which includes increased use of analytics and trends analysis to produce tailored content. This offers opportunities for brands to speak to consumers in the right context, with more explicit targeting and more personalised formats.

News UK is another publisher seeking to harness the power of data. For the first time, advertisers can match their own data with data from the Sun and The Times to identify unique audience segments based on traffic. A clearer view of what both its readers and advertisers want make it easier for the publisher to develop creative revenue solutions beyond banners.

"I can't even recall any localised advertising from Facebook and they know where I live. I'd expect to see a lot more of that nowadays."

Mitch, Stourbridge

What does this mean for brands?

Brands can use media to deliver highly tailored experiences

Right place marketing

Data analytics and beacon technology have given us the opportunity to tap into regional differences to deliver relevant and hyper-targeted messaging based on location.

Right time marketing

Brands will continue to grow their ability to react at the most pertinent cultural moments, including responding to events and trends in real time using search data.

Personalised storytelling

There is opportunity for personalised experiences that allow people to express multiple facets of identity. Brands can fulfil a dual need of both connecting the individual to others, and setting them apart.

Community activations

Functional community is increasingly important in a fragmented landscape. There is opportunity for brands to use local activation to embody brand purpose, as well as helping to create non-traditional digital communities

Collective cultural moments

Brands can use advanced data-driven targeting techniques to meet an unmet need for large-scale connection by celebrating and creating collective cultural moments.



Sky Sports

Sky Sports used personalised storytelling to show off their Premier League heritage

One fan's English Premier League highlight is a lowlight for fans of every other team. So when Sky Sports launched the new EPL season in 2015, they showed fans only the highlights for THEIR club!

Using digital real-time data they targeted fans across digital media (online, on mobile), out of home (relevant posters in relevant regions) and in press (relevant ads with relevant match coverage) so that the fans would see ads aimed specifically at them and them alone.

This personalised campaign demonstrated to the audience that Sky really is the home of great football coverage. The campaign resulted in a 100% increase in purchase intent and boosted customer perceptions that Sky was the home of the Premier League by 26%. Off the back of this, the campaign won the Marketing New Thinking Awards for Targeting Excellence.





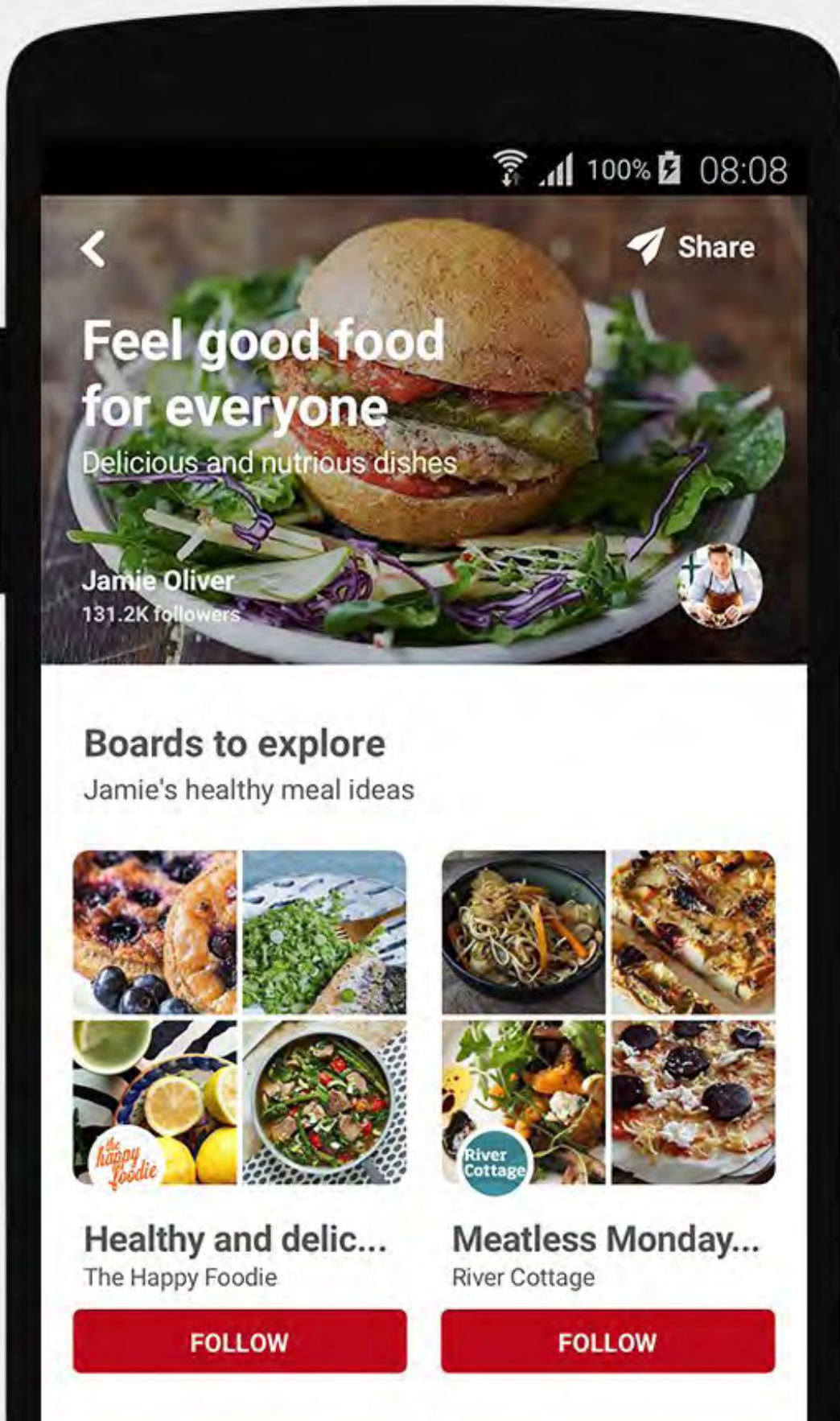
Pinterest

Pinterest focuses on personalisation in debut TV campaign

Pinterest's first TV campaign features 10-second TV ads that directly relate to the TV show the audience has just watched, with ads based on 20 different TV shows airing on Channel 4.

Head of Marketing, Eli Donahue describes the campaign as "highly targeted". "If you're watching a programme that mentions brunch, we're going to show you exciting ideas about brunch that relate to the UK – it's something I haven't seen done before", she explains.

"By focusing on the flavour of British culture, we're creating an ambitious, innovative campaign that will be constantly changing to connect with people where and when they want to be inspired."





Brands embrace the power of targeted comms

Advancements in technology have given us more opportunities than ever to engage with consumers in a targeted, relevant way. This includes celebrating cultural moments; for example VisitEngland reacting in real-time during the World Cup, or Ribena referencing news of an escaped London Zoo gorilla drinking five litres of blackcurrant juice.

Targeted comms can also create engagement through place-based communications. The Met Police used highly granular crime data to plan a hyper-local campaign at street level. Operational intelligence also allowed the personal items most at risk in each area to be identified, which added an extra layer of targeting. The outcome was one of the strongest campaigns the Met have run. In post campaign tracking, 64% of Londoners had taken notice of the launch campaign, rising to 71% in priority Boroughs.



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