

A close-up photograph of a pair of hands, one dark-skinned and one light-skinned, cradling a small green seedling with four leaves. The seedling is growing out of a mound of dark, moist soil. The hands are positioned as if protecting or nurturing the young plant. The background is dark and out of focus.

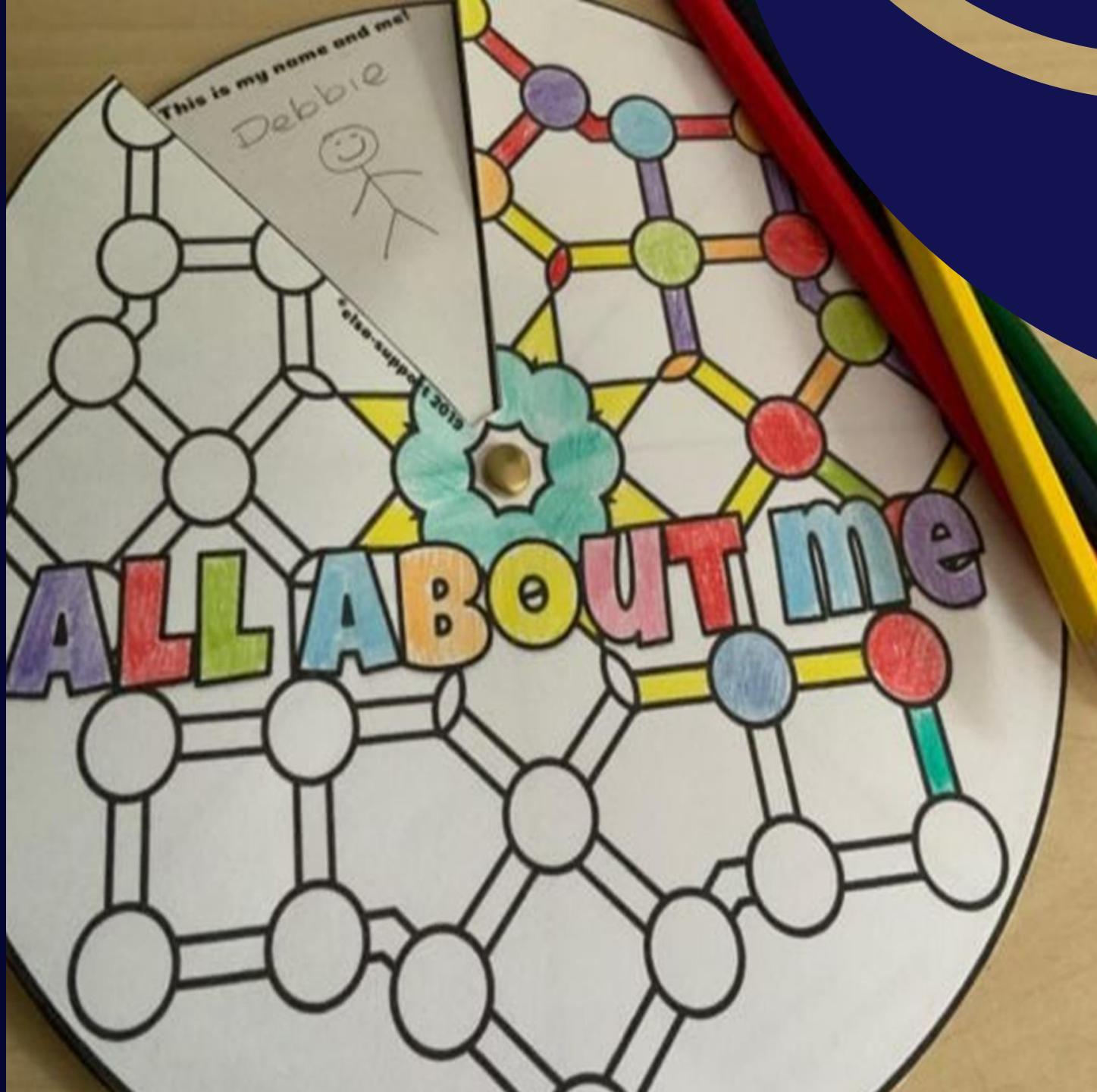
Digital Trends 2023

Contents

1. Sustainability & brand purpose
2. Insightful planning
3. Data
4. Behavioural Targeting
5. Attention
6. Dynamic creative
7. Realtime
8. E-commerce
9. The Metaverse
10. Personal Branding



Who am I?



Industry commentator

The Drum Latest & Trending Categories TV Podcasts Awards Events

Media Brand

How advertisers should play the field in esports

By Roxanne Harley | MAY 18, 2022 | 6 MIN READ

Listen to article 4 min 24 sec

As part of The Drum's Gaming Advertising Deep Dive, Roxanne Harley, director of client strategy at Azerion, lays out how brands should consider the esports



What's the difference between digital branding and a one night stand?

© Andy Oakes Practice Makes Unperfect Opinion

AI THORITY AI TECHNOLOGY INSIGHTS

NEWS INTERVIEWS INSIGHTS AI RADAR SERVICES RE

The Balancing Act of Brand Responsibility in Advertising

By Roxanne Harley — On Feb 25, 2022

NATIVE AND PROGRAMMATIC ADVERTISING GUEST AUTHORS MARTECH

Share  

Brand and social responsibility is big business. It's highlighted in the news daily, top of the agenda for management, and also starting to take center stage within brand advertising campaigns.

The big question is, should companies be using CSR policies to boost brand perceptions and should brand responsibility be a vehicle for profit or does that completely undermine what brand responsibility stands for?

The Drum Latest & Trending Categories TV Podcasts Awards Events

How gaming is transforming media agencies

By Roxanne Harley | OCTOBER 4, 2021 | 6 MIN READ

Listen to article 4 min 46 sec

Roxanne Harley, director of client strategy at gaming advertising platform Azerion, reflects on how the rise of the sector has attracted the attention of media agencies who are reshaping to meet demand. She wonders if it will become a core part of their media offerings.

Automotive World est. 1992

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Home Articles Automotive brands should navigate the economic downturn through branding

Automotive brands should navigate the

NewDigitalAge Interviews, insight & analysis on digital media & marketing

Defining the Attention Economy: what are the metrics of success?

By Tyrone Stewart Advertising Interviews

With the depreciation of third-party cookies set to become a reality next year, the digital advertising industry is having to find different ways to reach audiences and measure outcomes. One of the major talking points is the attention economy, and why the industry should be looking to optimise toward attention, rather than outdated metrics like viewability or clicks.

To discuss what this all means, NDA recently held a roundtable on the topic of the attention economy. We were joined by Joseph Wood, Strategy Director, Spark Foundry; Amy Pearce, Sales Director UK, Teads; Nick Reid, SVP & Managing Director, DoubleVerify; Steve Richards, Data Partner, Wunderman Thompson; Niall Moody, Managing Director, Nano Interactive; Roxanne Harley, Director of Client Strategy, Azerion UK; and Rob Garber, Managing Director, GumGum.

About Me



- Sales
- Marketing
- Insight
- Research
- Creative
- Sponsorships
- Partnerships



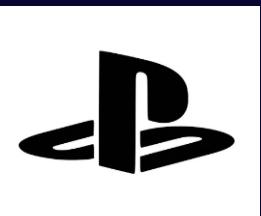
Roxanne Harley
Head Of Strategy and Client Development

NEXT

L'ORÉAL



Disney





Are SME's using digital advertising to grow their business?

Current usage of digital advertising among SMEs



USE PAID DIGITAL ADVERTISING



SAY THAT DIGITAL ADVERTISING PROVIDES
A GOOD ROI



OF ALL DIGITAL AD SPEND ESTIMATED TO
COME FROM SMES

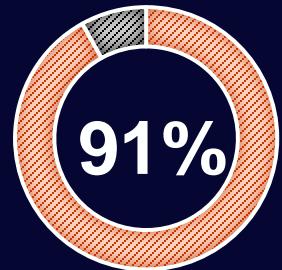
The Trends



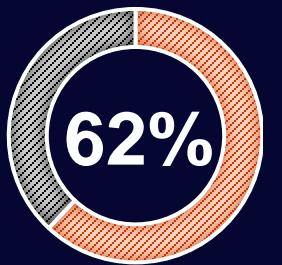
1. Sustainability & Brand purpose



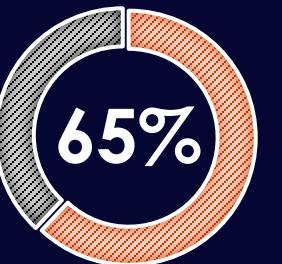
Sustainability



of millennials will switch to buying products from purpose driven companies



of women think brands should highlight work in advertising (vs. 54% of men)



Of 25-39 year olds agree that it's important they buy from brands that align with their values



Introducing Heinz® Ketchup in new PlantBottle™ packaging.

**PLANT ONE ON
EVERY TABLE.**



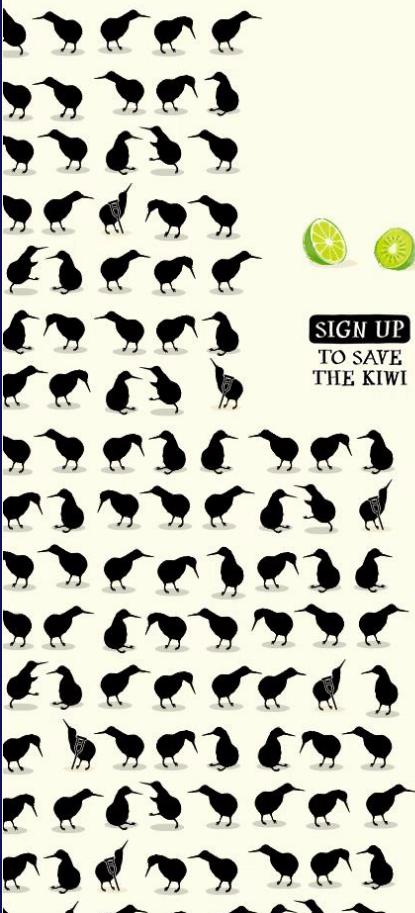
*up to 30% made from plants
100% recyclable bottle
redesigned plastic,
recyclable as ever.

Now Heinz brings you the ketchup your customers love in a bottle they can feel good about too. At absolutely no additional cost to you. Think of it as our investment in the future of your business, your customers and our planet.



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Giving back to communities



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NEWS

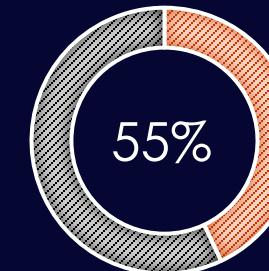


2. Insightful Planning

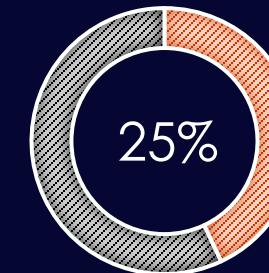




We're spending more time at home post pandemic and during cost of living.

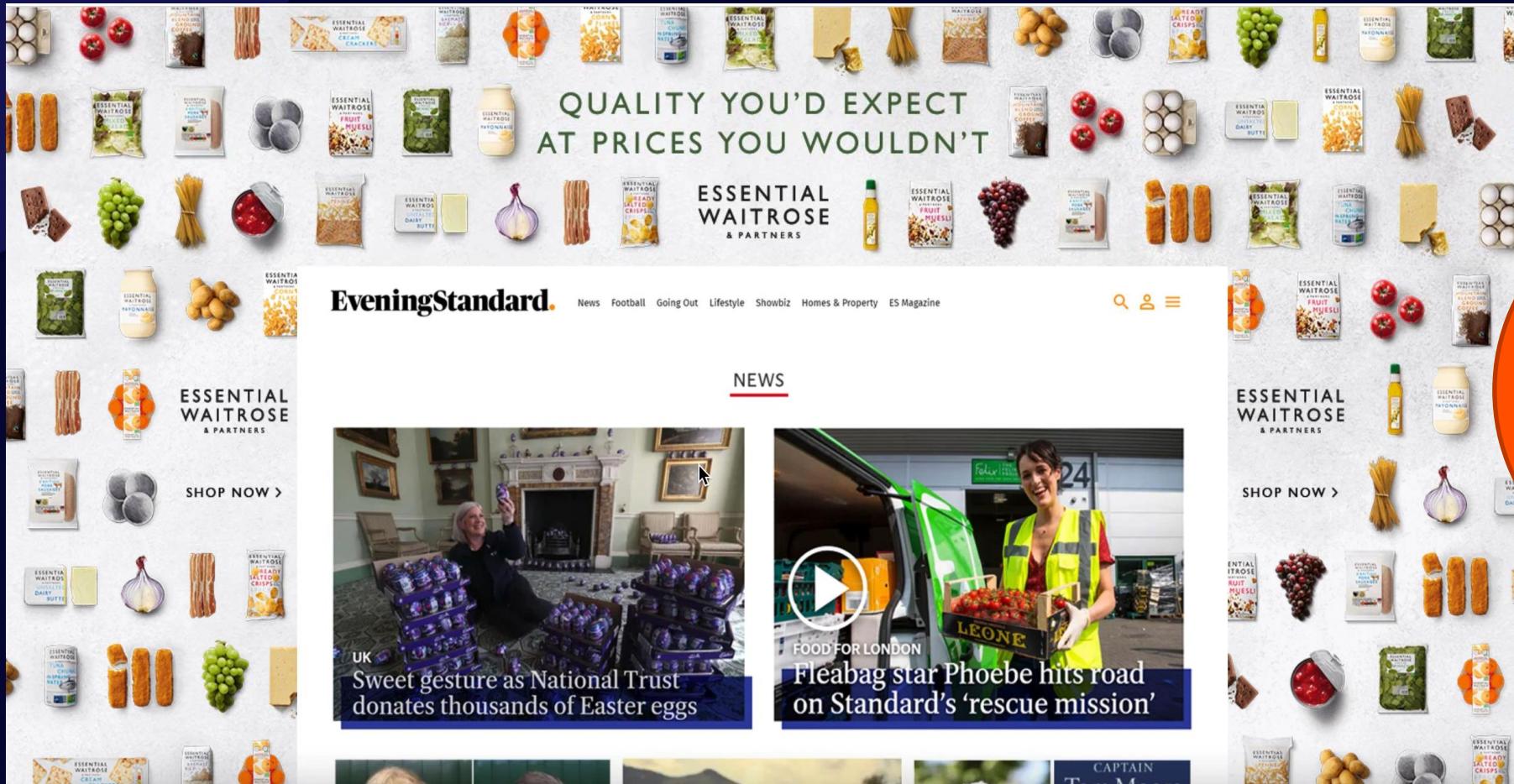


are spending more time at home than they used to



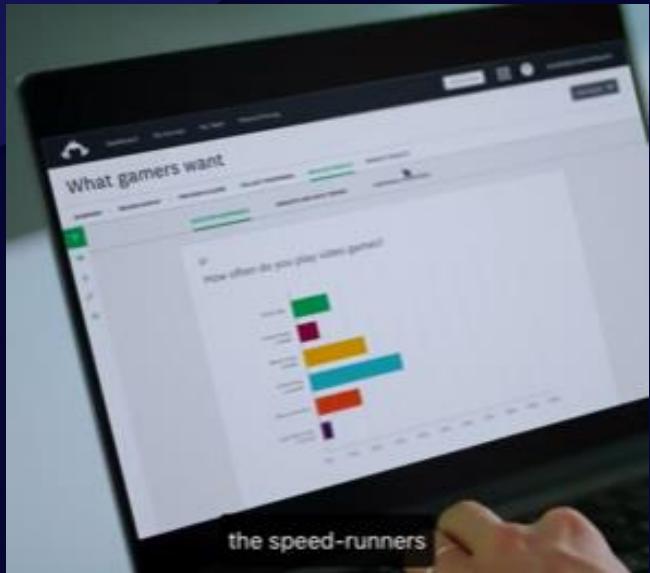
of people said they will be spending less this Christmas

Include reviews, price and deals on creative



Consumers are going to compare products on offer and expect value for money

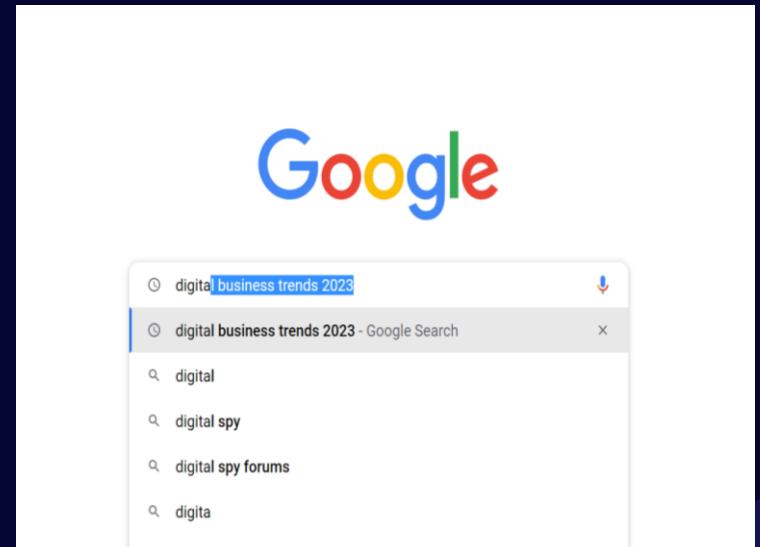
Tools to help insightful planning



More creativity will come through marketing apps like SurveyMonkey.

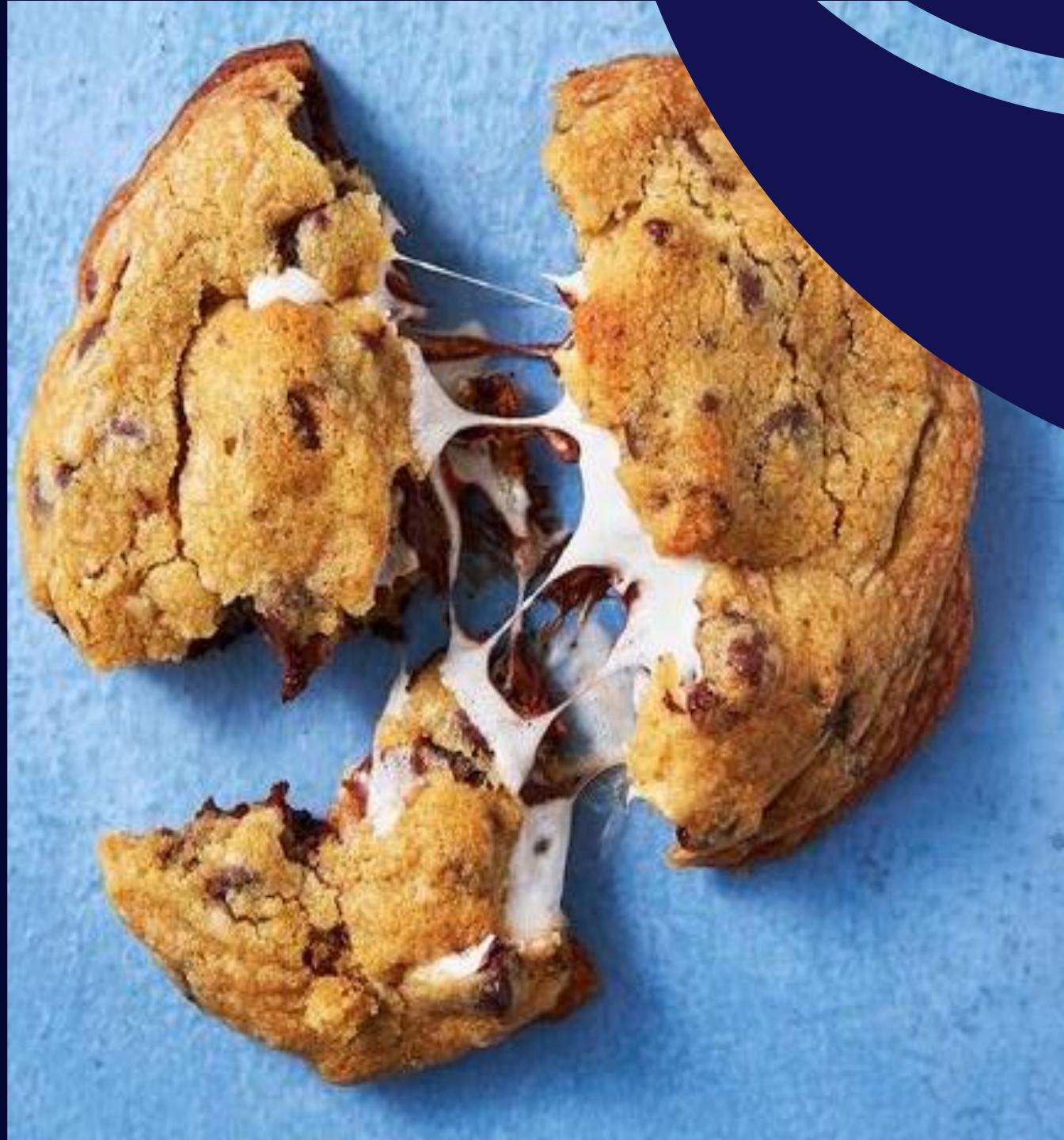


Using platforms like YouGov can help you test creatives for messaging.



It's free!!

3. Data



Understanding the different types of data/targeting strategies



Zero Party	1 st Party	2 nd Party	3 rd Party
<ul style="list-style-type: none">• Subscriptions• Quizzes• Surveys• Pop-up forms• Interactive digital experiences	<ul style="list-style-type: none">• Data from or interests demonstrated across your website(s) or app(s)• Data you have in your CRM• Subscription data• Social data	<ul style="list-style-type: none">• Activity on websites• Mobile app usage• Social media• Customer surveys	<ul style="list-style-type: none">• Be aware of how they collect their data• Know what kind of data they're offering<ul style="list-style-type: none">- Observed data (buying product's, visiting a certain website)- Modelled audiences (create a look a like audience)

***“Zero-Party Data Is The
New Oil”***

Forbes Magazine 2022

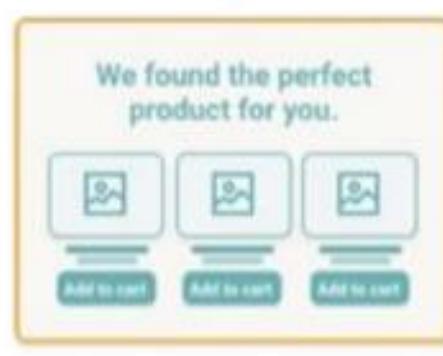
Rethink customer facing creatives



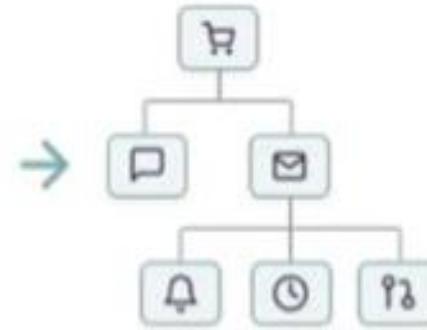
(1)
Attract new people
to your website



(2)
Ask them questions



(3)
Recommend products



(4)
Personalize flows
and campaigns



Rethink design and digital marketing



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NEWS

4. Behavioural targeting



Contextually align in the right places, at the right time

ORACLE

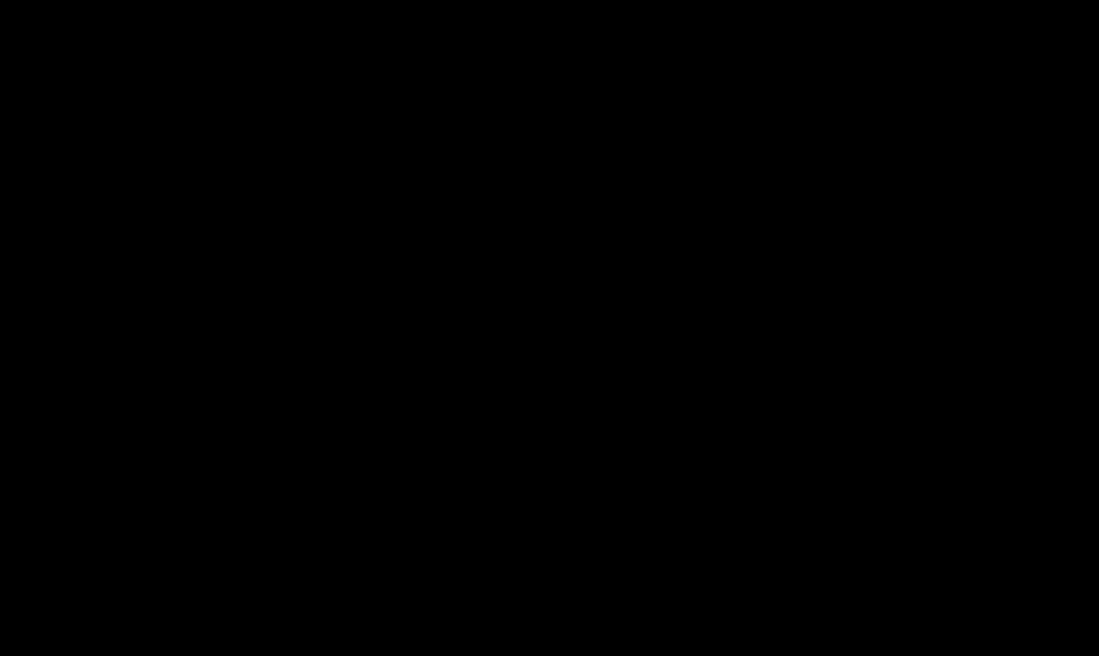
The collage illustrates how different media platforms align their content with the Christmas season:

- Evening Standard:** A headline for "The best food and drink subscription boxes to buy this Christmas" is displayed, with a subtext note about affiliate commissions.
- BBC Good Food:** A search bar shows "Easy Christmas recipes" with a result for "Easy Christmas recipes" featuring 96 recipes.
- The Guardian:** A headline for "Top Christmas tech gifts for those who have everything" is shown, along with a "Premium presents" section.
- Jamie Oliver:** A section titled "CHRISTMAS MAINS IDEAS" includes links to "HOW TO CARVE A TURKEY" (Watch), "THE CHRISTMAS DAY MASTERPLAN" (Read), and "HOW TO COOK ROAST DUCK" (Read).
- Country Living:** A headline for "38 Best Christmas Party Ideas for a Festive Bash" is shown, with a subtext note about editorial picks and commissions.



Rise in 'top up shops' at local stores, which has driven more **impulse sales**

Behavioural targeting helped to increase sales of Snickers Creamy bars



What we did

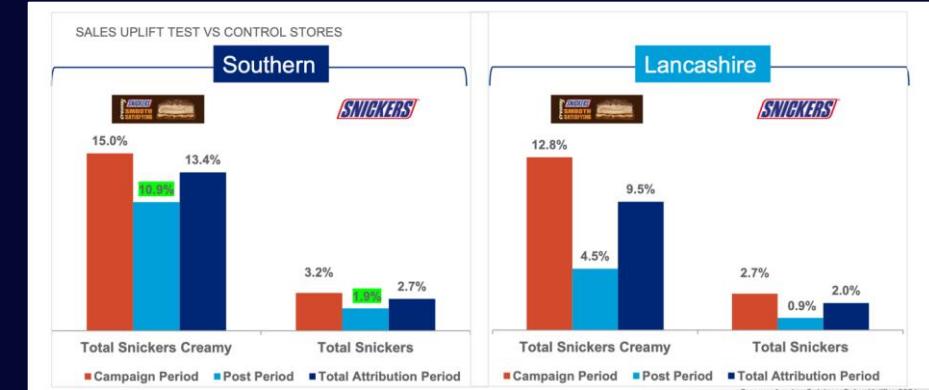
Our tech implemented a Thurs-Sat time targeted strategy

The results



In the two test regions that IRI measured vs control stores, the campaign delivered attention AND sales brand performance of:

- +13.4% sales increase in Southern test region
- +9.5% sales increase in Lancashire test region
- +2-2.7% increase in the main Snickers brand



5. Attention

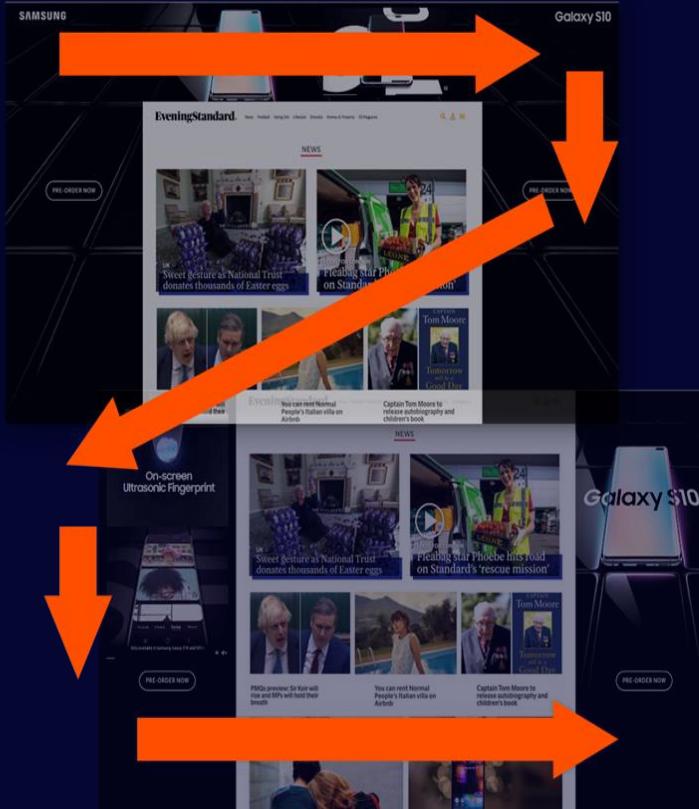


Attention matters

Visual studies



Natural gaze patterns



Outcome based



Performance

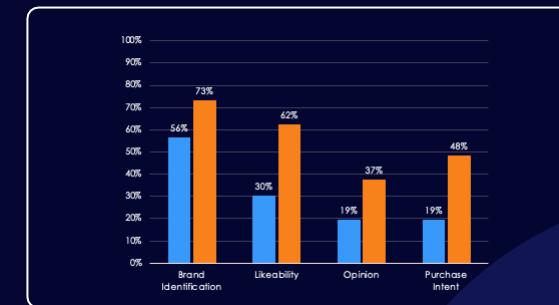
- Independent measurement

Attention



Visual engagement, attention time, and attentive interactions

Brand Uplift



Awareness, perception, consideration

Custom KPIs



Hygiene factors, audience verification, lead generation, sales

6. Dynamic Creative



Right time, right place

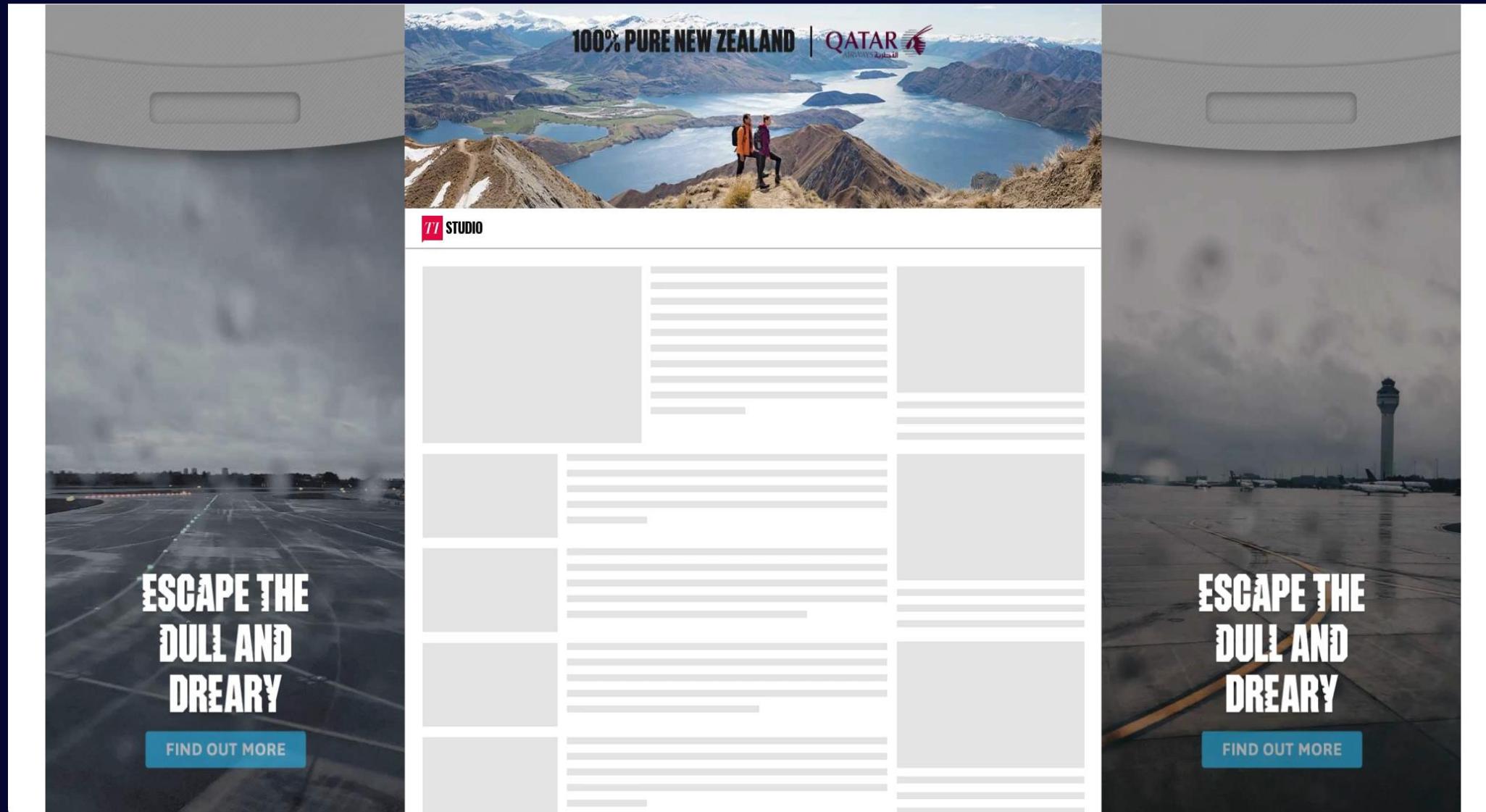
Sponsored by



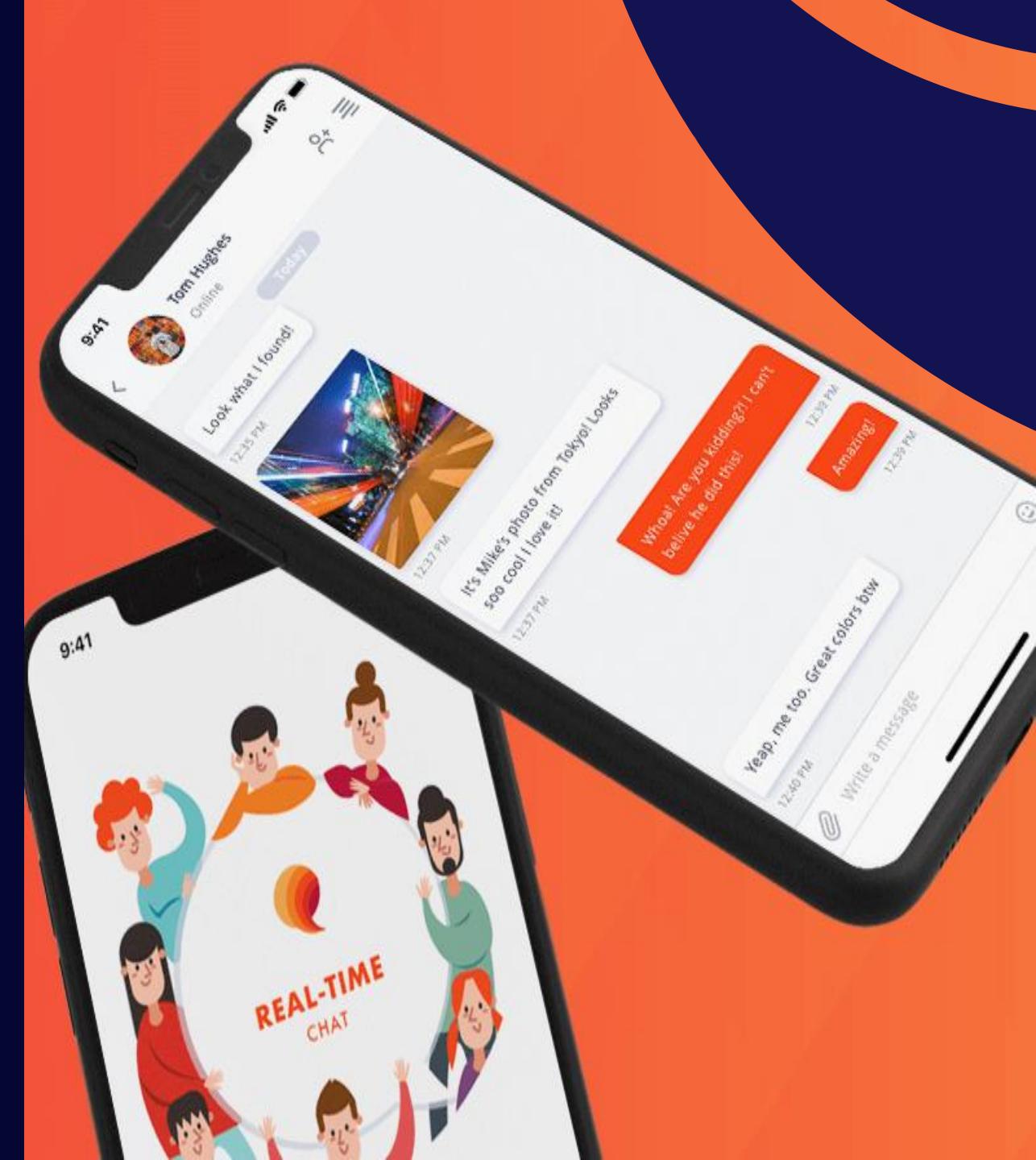
Perfect for short stays

Dynamic Creative Optimisation

flashtalking“,”

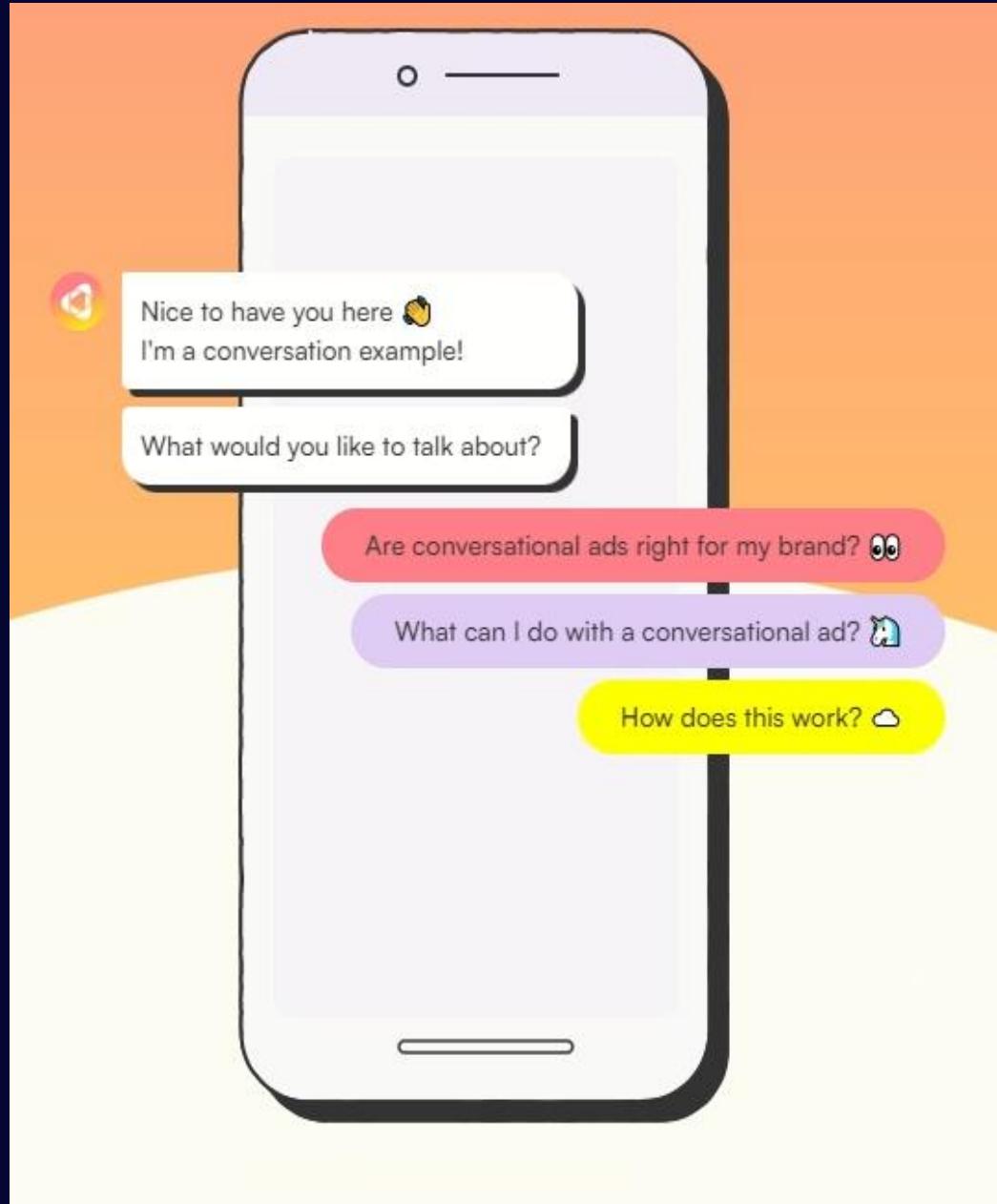


7. Realtime

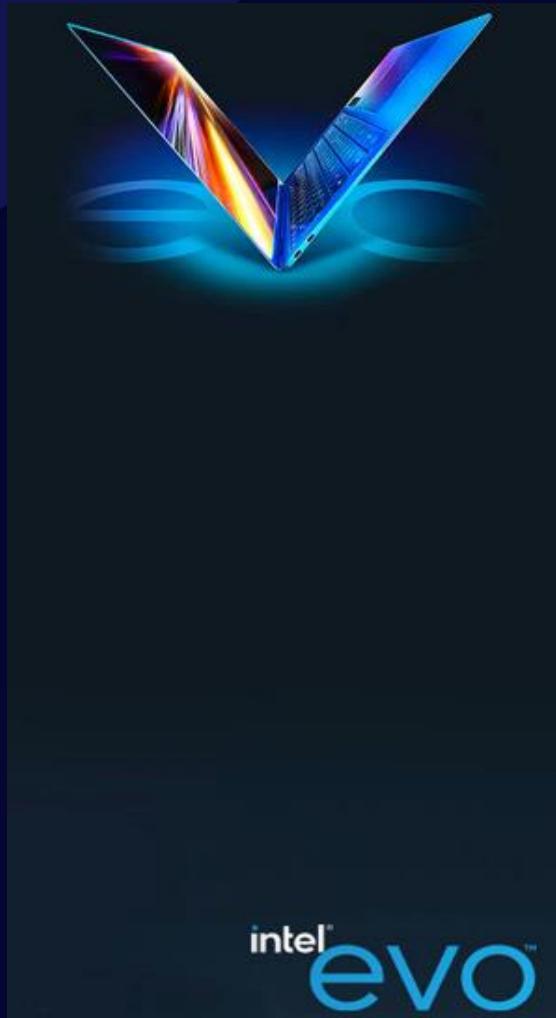


Real Time Messaging

- Chatbots are the fastest growing communication channel
- They help small businesses and those not operating all hours to answer queries and engage with customers
- Lots of websites now incorporate this into their businesses and it's coming through into advertising campaigns



Real Time Messaging



Real Time Messaging

Waiting for ad.doubleclick.net...

8. E-commerce



Shoppable



Filled by Amazon

EXPLORE AND SHOP

Patron Silver Tequila, 25 cl

E25.00 - 00 +

E35.50 (Including standard delivery)

NEXT

sublime

Blog Creative Checker

ACHETER MAINTENANT

ACHETER MAINTENANT

L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ, À CONSOMMER AVEC MODÉRATION

in Made in InVision

BACARDI

Convivence drives sales

playrcart

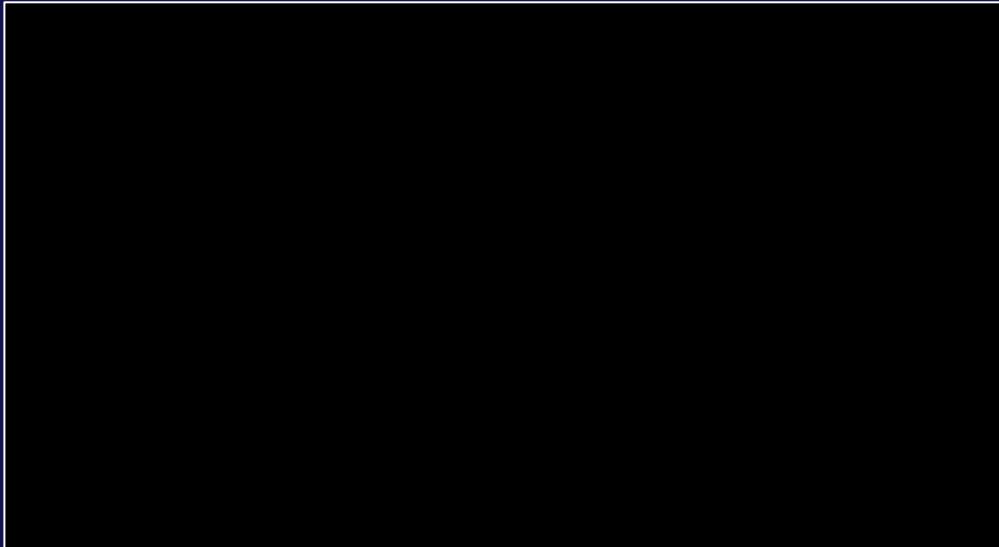
shopify



9. The Metaverse



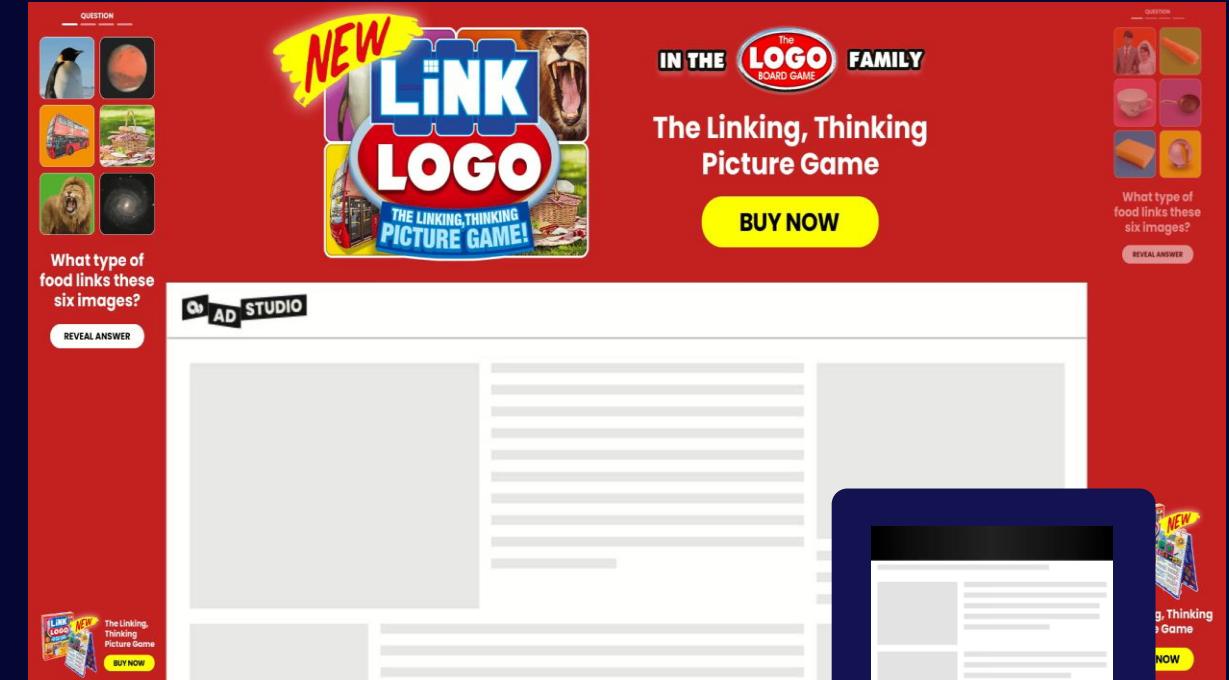
Brands are starting to embrace gaming



GAMING

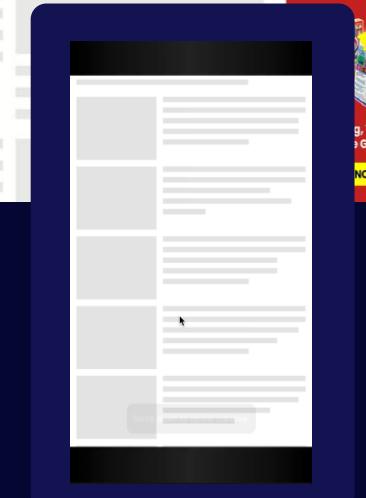
AAA, Casual, and Social/Metaverse games

In-game display and video



GAMIFICATION

Interactive in format gaming options



The Metaverse



10. Personal branding



Extending reach to potential clients and customers



Extending reach to potential clients and customers



Roxanne Harley • You
Strategy, Insight & Marketing | Bloom UK Member & Mentor
6mo • Edited • 1

'Creative is our trump card'

The second article of the round table discussion features in NewDigital ...see more



16 1 comment

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1,223 impressions View analytics

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I wrote an article for Automotive World on how and why automotive brands should navigate the economic downturn through branding. Topics covered include: don't ignore insight, where brand meets performance and sus ...see more



Matthew Parsons and 9 others 4 comments

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It might be 26 degrees outside, and my hair a frizzy humid mess....but we've released our Christmas consumer insights to help brands and clients get their ad messaging and digital planning right this Christmas. 🎄 ...see more



mediashotz.co.uk • 3 min read

Paul Lowrey and 8 others 1 comment

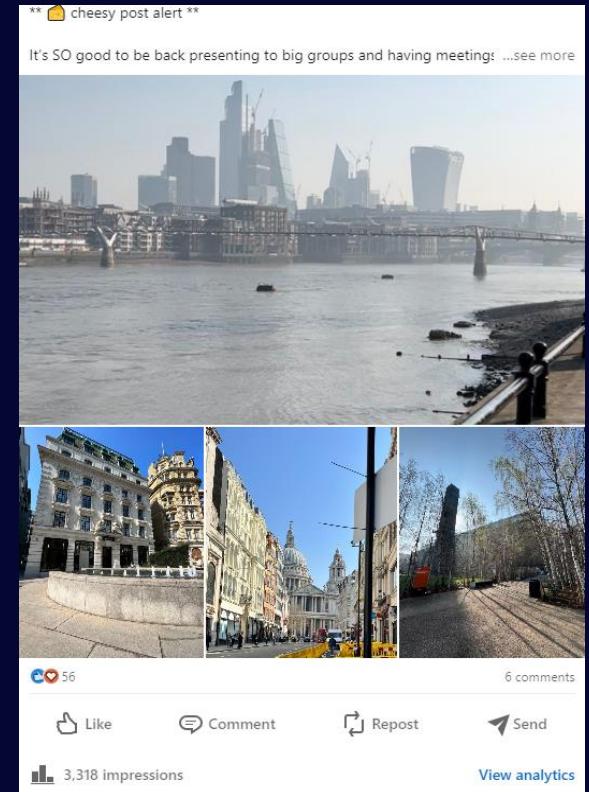
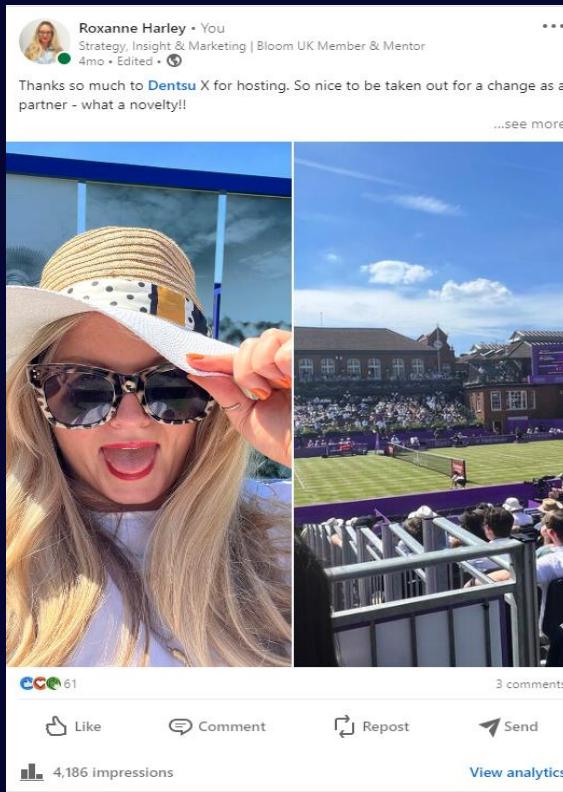
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1,395 impressions View analytics



4,475 impressions

Cringy but worth it



17,944 impressions

Key Takeouts

- **Put your customer at the heart of everything**
- **Do your own research**
- **Capture data and use it!**
- **Encourage engagement and conversation**
- **Think about AI**
- **Develop your personal brand**
- **Consider digital advertising to drive brand awareness**



Useful links:

Insight: [You Gov](#)

Data: [Lotame](#)

Realtime: [Chat bots](#)

Ecommerce: [Shopify](#)

Personal branding: [Marketing Skills Academy](#)

Digital advertising: [IAB or me!](#)



Why invest in digital advertising?

3.5hrs

SPENT ONLINE PER DAY BY
THE AVERAGE UK ADULT

5x

INCREASE IN AWARENESS,
FAVOURABILITY AND
PURCHASE INTENT FROM
WELL-EXECUTED DIGITAL
DISPLAY CAMPAIGNS

£1.94

DELIVERED FOR EVERY £1
SPENT ON DIGITAL DISPLAY
ADVERTISING

88%

OF PEOPLE PREFER TO
ACCESS ONLINE CONTENT
FOR FREE WITH ADS RATHER
THAN PAY FOR CONTENT
WITH NO ADS



thanks!

