

A close-up photograph of a pair of hands, likely belonging to an older person, gently cupping a small green seedling with two leaves. The seedling is growing out of a mound of dark, rich soil. The hands are positioned in the center of the frame, with the fingers slightly curled around the soil. The background is blurred, showing a person wearing a light blue shirt. A large, dark blue curved shape is visible in the top right corner of the image.

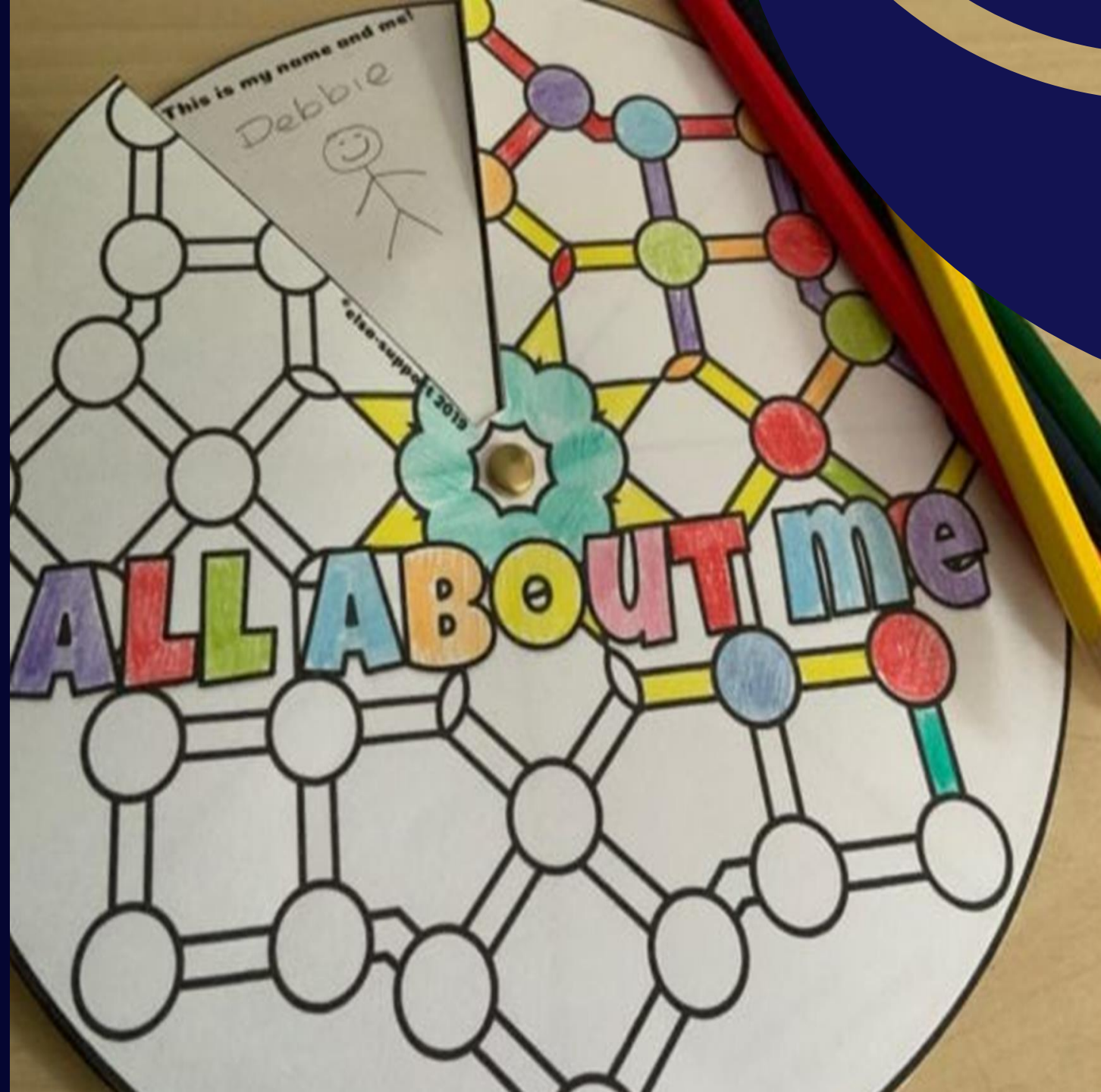
Digital Trends 2023

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


Twitter LinkedIn Email Facebook Messenger RSS Print

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

Agencies Programmatic Mobile Publishing Social Media Strategy Technology Digital Women



ROXANNE HARLEY
Client Strategy Director
Azerion UK

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

© Andy Oakes Practice Makes Unperfect Opinion

AI THORITY NEWS INTERVIEWS INSIGHTS AI RADAR SERVICES RESEARCH

The Balancing Act of Brand Responsibility in Advertising

By Roxanne Harley — On Feb 25, 2022 NATIVE AND PROGRAMMATIC ADVERTISING GUEST AUTHORS MARTECH

Share Facebook Twitter

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

Twitter LinkedIn Email Facebook Messenger RSS Print

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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Autonomous Mobility Connected Mobility Electric Mobility

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?

👤 Tyrone Stewart 📁 Advertising 🎧 Interviews

With the deprecation 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.

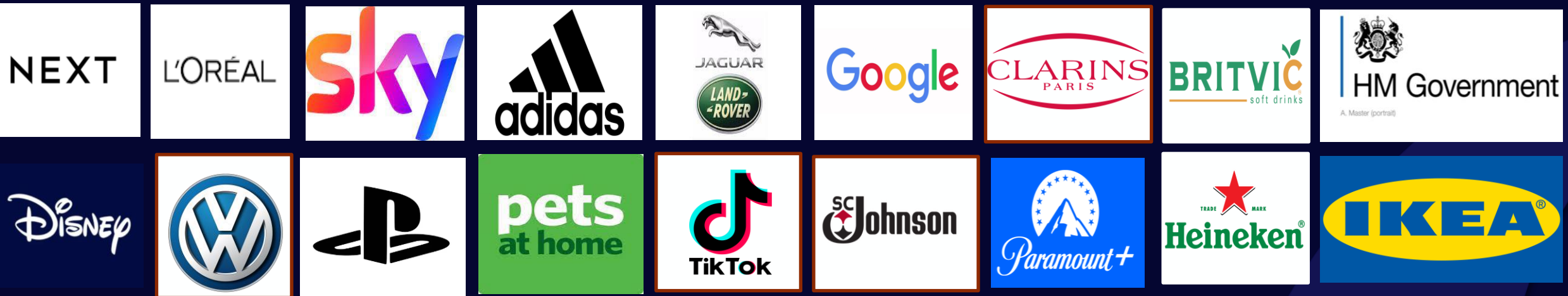
About Me



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




Roxanne Harley
Head Of Strategy and Client Development





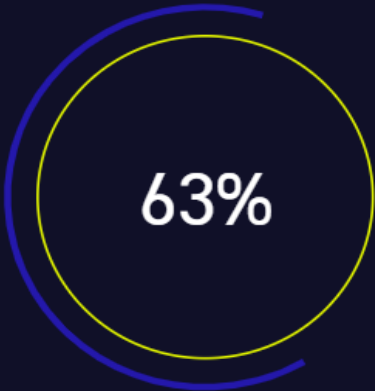
Are SME's using digital advertising to grow their business?

Current usage of digital advertising among SMEs



60%

USE PAID DIGITAL ADVERTISING



63%

SAY THAT DIGITAL ADVERTISING PROVIDES
A GOOD ROI



45%

OF ALL DIGITAL AD SPEND ESTIMATED TO
COME FROM SMES

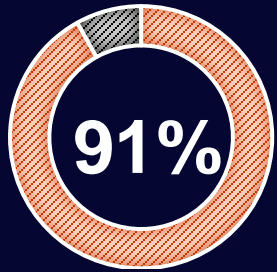
A close-up photograph of a pair of hands, likely belonging to an older person, gently cupping a small green seedling with two leaves. The seedling is growing out of a mound of dark, rich soil. The hands are positioned in the center of the frame, with the fingers slightly curled around the soil. The background is blurred, showing a grey fabric. A large, dark blue curved shape is visible in the top right corner.

The Trends

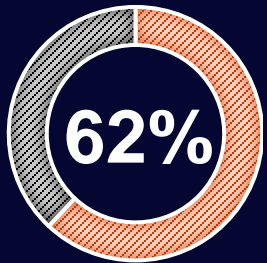
1. Sustainability & Brand purpose



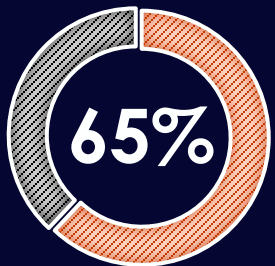
Sustainability



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

The advertisement features a Heinz Ketchup PlantBottle, which is a red plastic bottle with a white cap, designed to look like a tomato. The bottle is shown with a green tomato plant stem and leaves growing from the bottom. The label on the bottle reads: "HEINZ", "GUESS WHAT MY BOTTLE IS MADE OF?", "plantbottle™", "TOMATO KETCHUP", and "NET WT 20 OZ (1 LB 4 OZ) 567g".

Introducing Heinz® Ketchup in new PlantBottle™ packaging.

PLANT ONE ON EVERY TABLE.




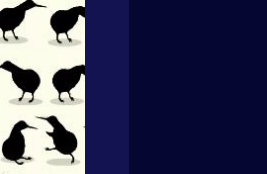
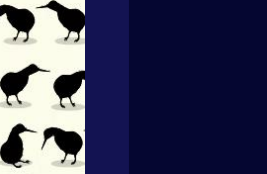
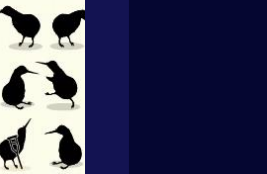



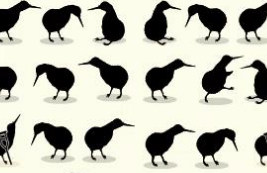
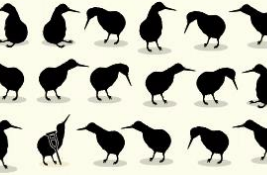
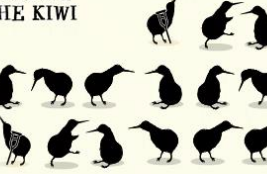

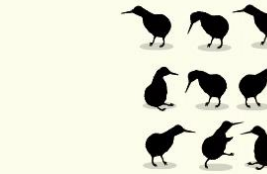

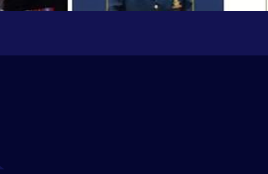




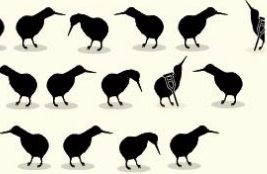

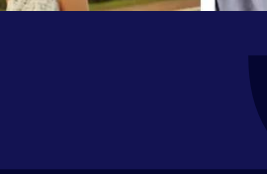













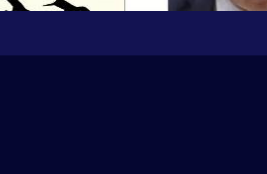




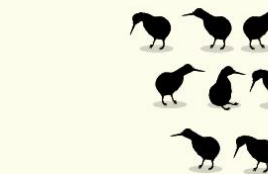


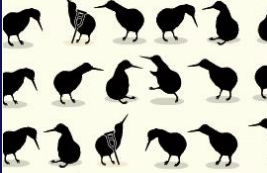



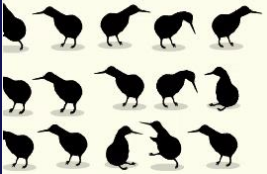

plantbottle™
*up to 30% made from plants
100% recyclable bottle
redesigned plastic,
recyclable as ever.

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.


GROWN NOT MADE

© 2011 H.J. Heinz Co., L.P. All rights reserved.
PLANTBOTTLE and the PlantBottle logo are trademarks of The Coca-Cola Company, used under license.

Giving back to communities



ONLY 1 IN 20 KIWI
SURVIVE TO ADULTHOOD

EveningStandard. News Football Going Out Lifestyle Showbiz Homes & Property ES Magazine

NEWS

UK
Sweet gesture as National Trust donates thousands of Easter eggs

FOOD FOR LONDON
Fleabag star Phoebe hits road on Standard's 'rescue mission'

CAPTAIN Tom Moore

SIGN UP TO SAVE THE KIWI

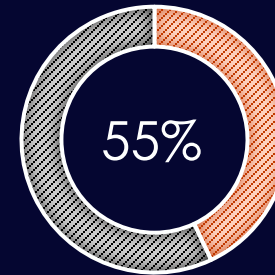
SIGN UP TO SAVE THE KIWI

2. Insightful Planning

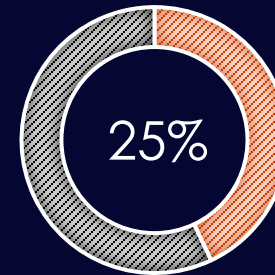




We're spending more time at home post pandemic and during cost of living.

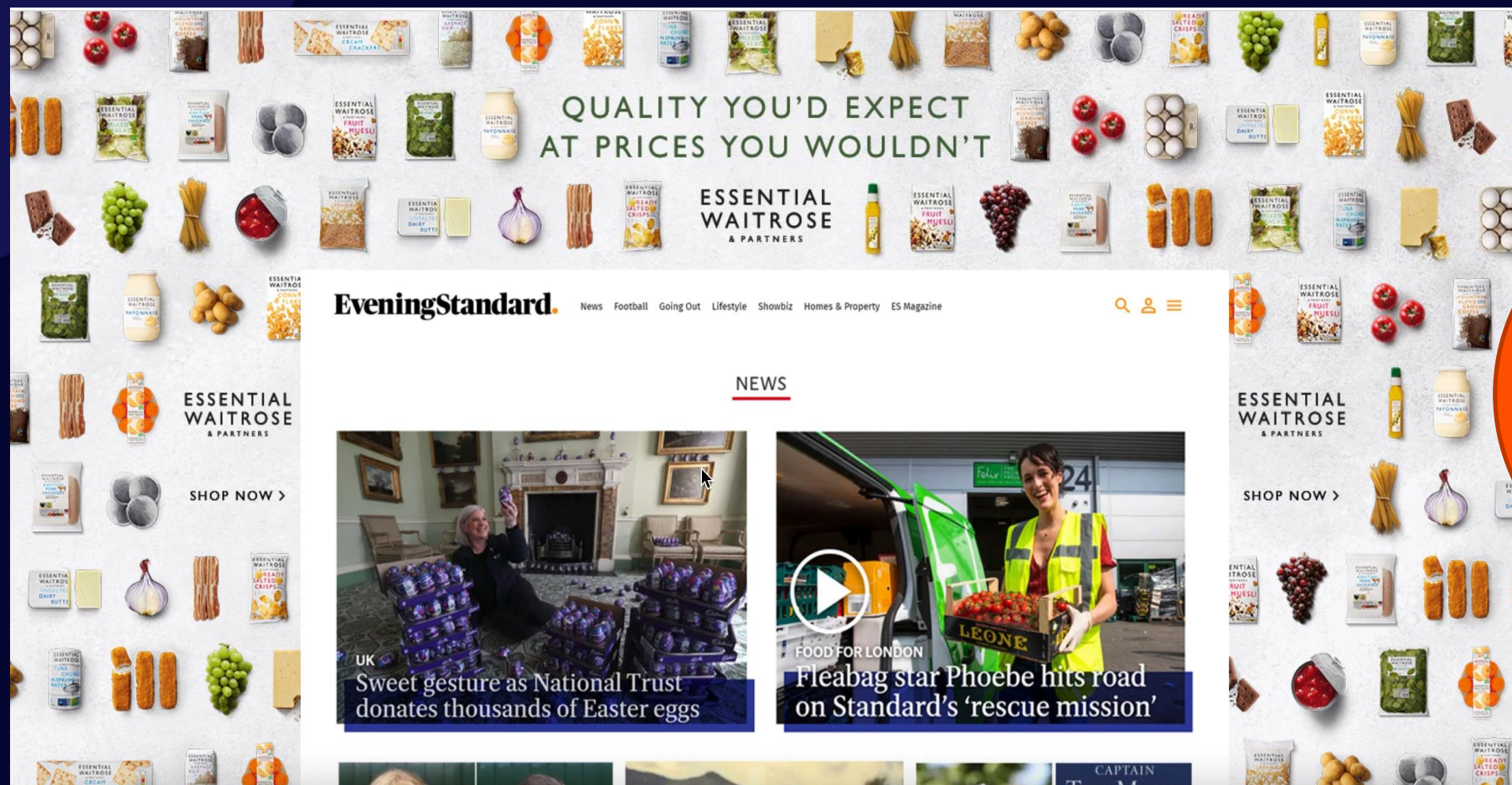


are spending more time at home than they used to



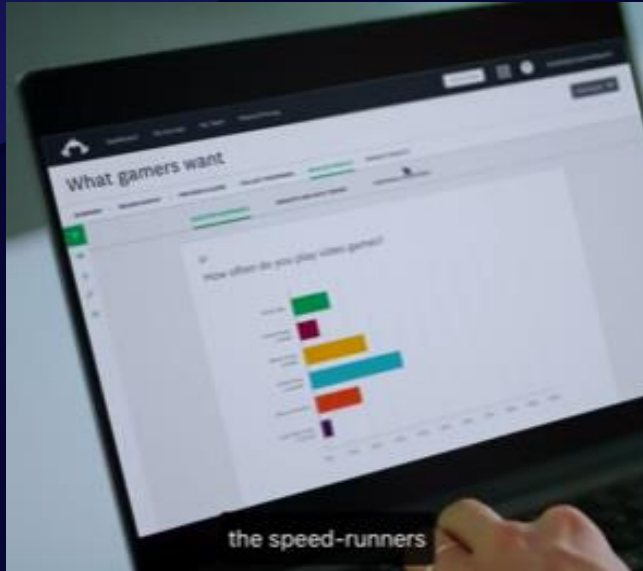
of people said they will be spending less this Christmas

Include reviews, price and deals on creative



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

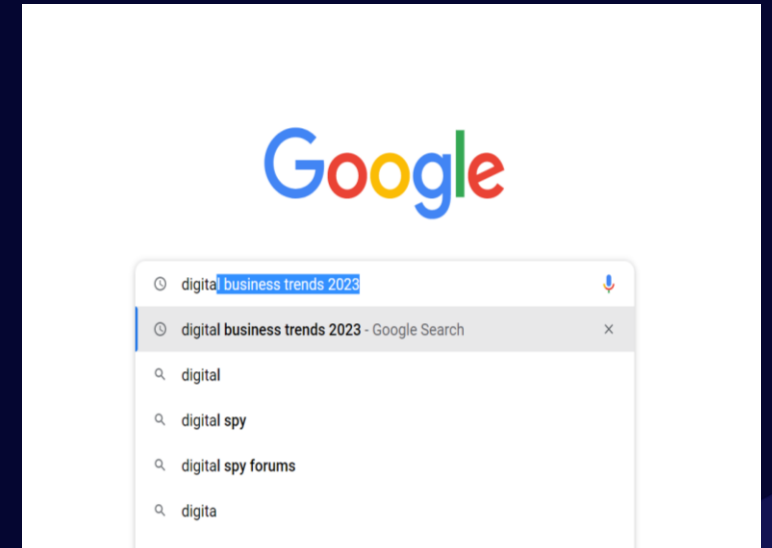
Tools to help insightful planning



More creativity will come through marketing apps like SurveyMonkey.

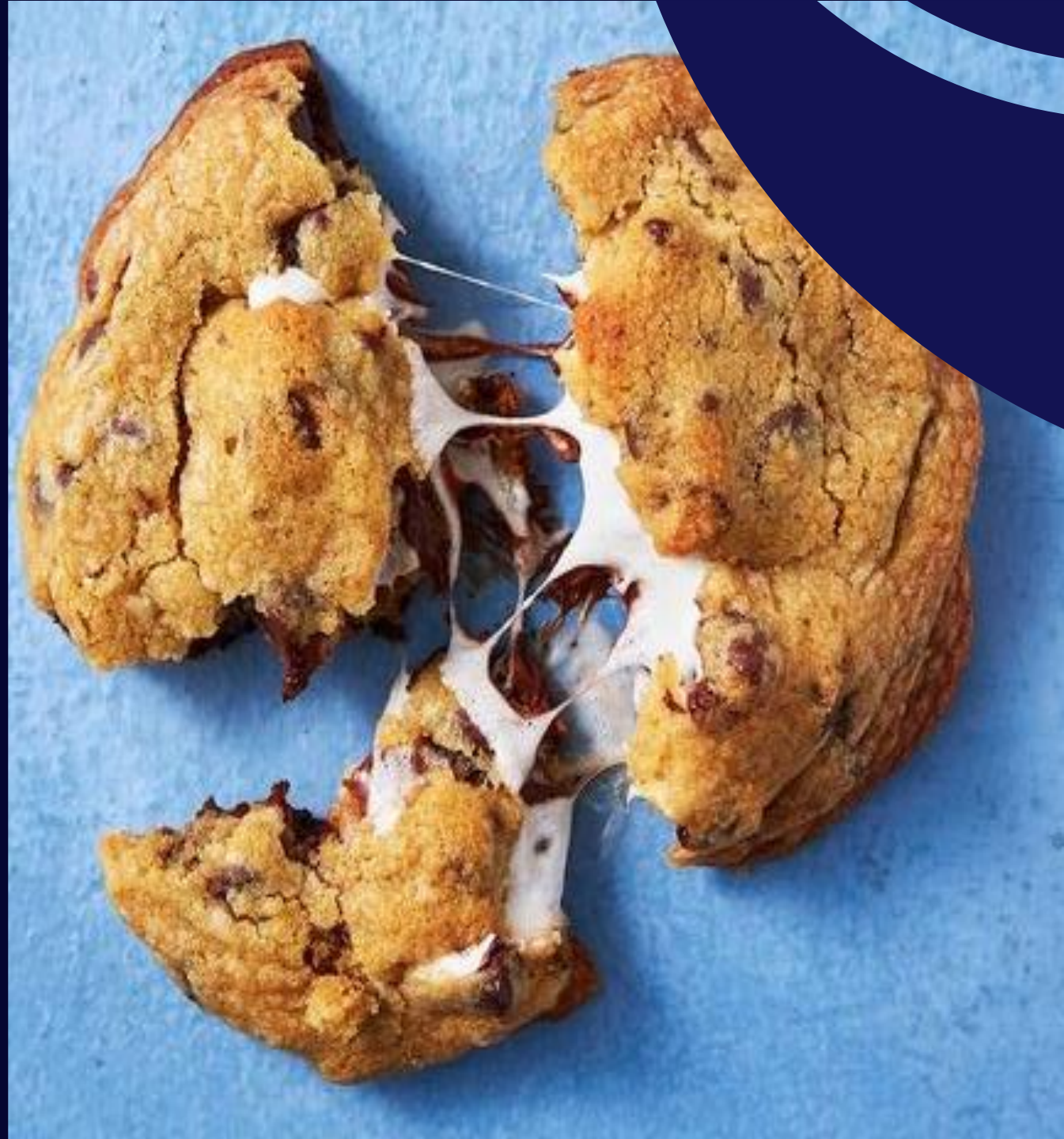


Using platforms like YouGov can help you test creatives for messaging.



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<ul style="list-style-type: none">• 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



Rethink design and digital marketing



EveningStandard.

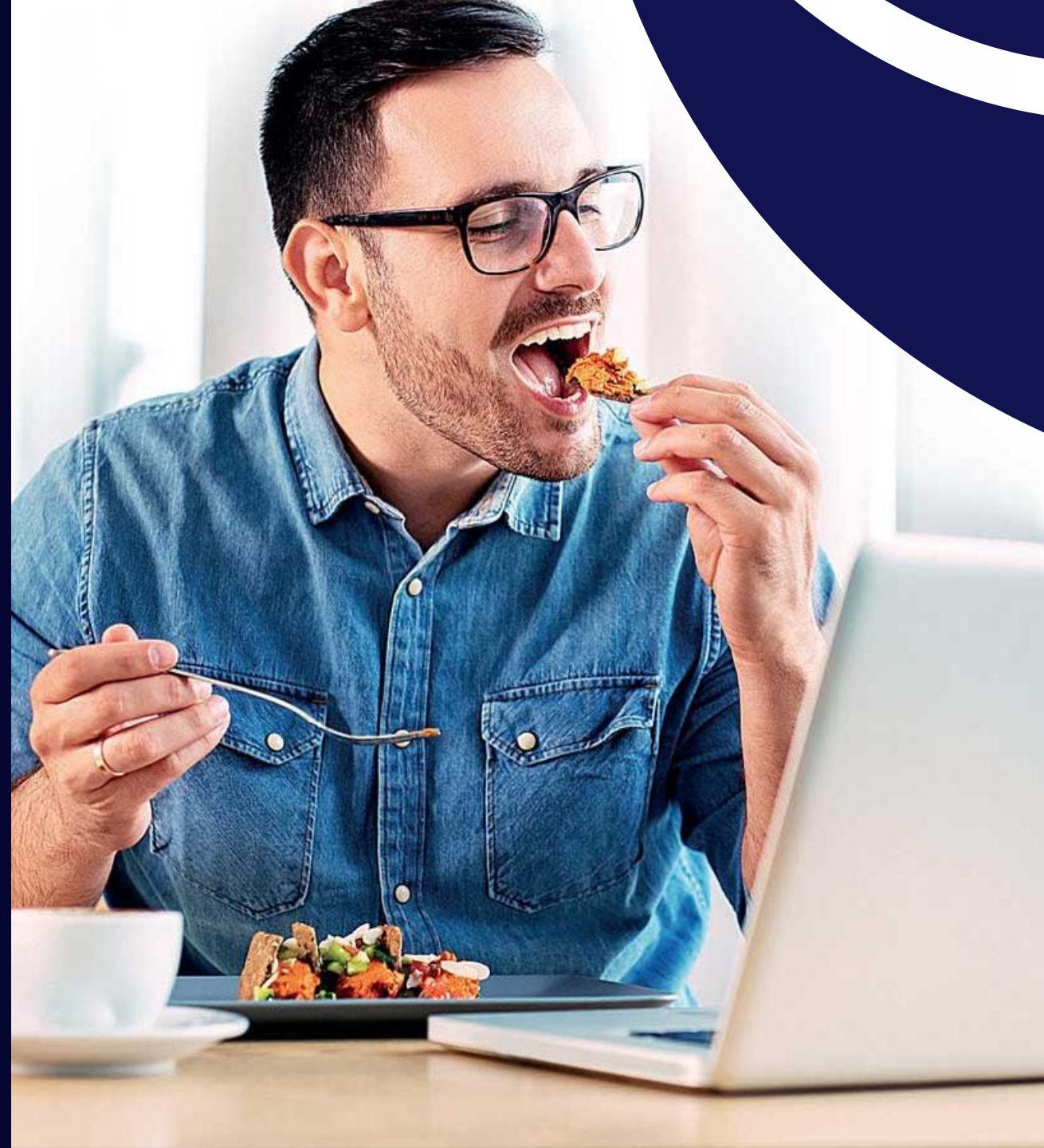
[News](#) [Football](#) [Going Out](#) [Lifestyle](#) [Showbiz](#) [Homes & Property](#) [ES Magazine](#)



NEWS

1
2
3
4

4. Behavioural targeting



Contextually align in the right places, at the right time

ORACLE

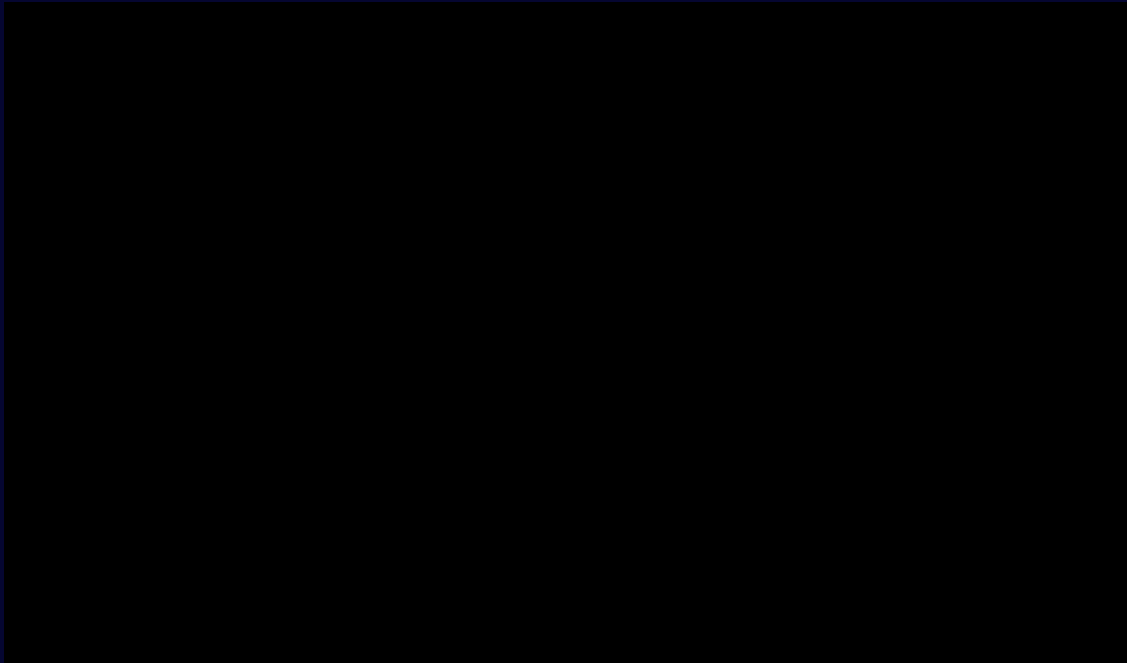
The collage displays several website snippets:

- The Evening Standard:** Article titled "The best food and drink subscription boxes to buy this Christmas" under the "FOOD + DRINK" category.
- goodfood:** "Easy Christmas recipes" collection with 96 recipes, featuring a roasted turkey.
- Jamie Oliver:** "CHRISTMAS MAINS IDEAS" section with video thumbnails for "HOW TO CARVE A TURKEY", "THE CHRISTMAS DAY MASTERPLAN", and "HOW TO COOK RUSSIAN MAIN".
- The Guardian:** "Last minute Christmas gift guide: 15 thoughtful presents for all the family" with a dog wearing a "MERRY" headband.
- CountryLiving:** "38 Best Christmas Party Ideas for a Festive Bash" article by Julia Ludlam, dated Dec 7, 2021, featuring a child in a winter hat.



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

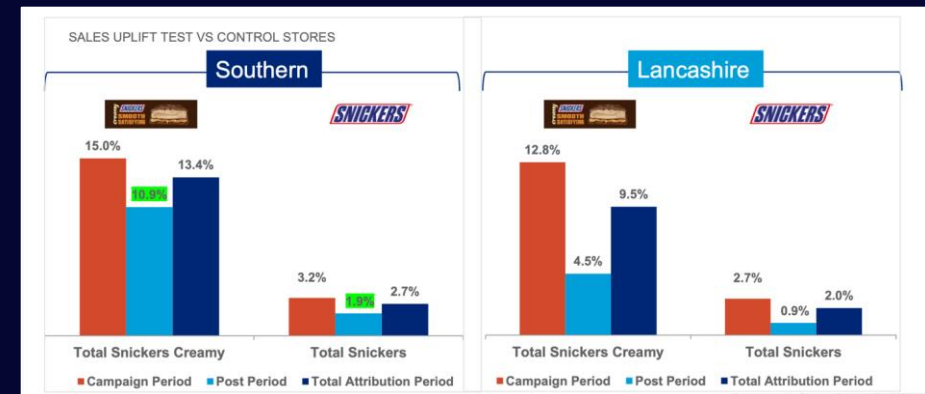
Our tech implemented a Thurs-Sat time targeted strategy

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

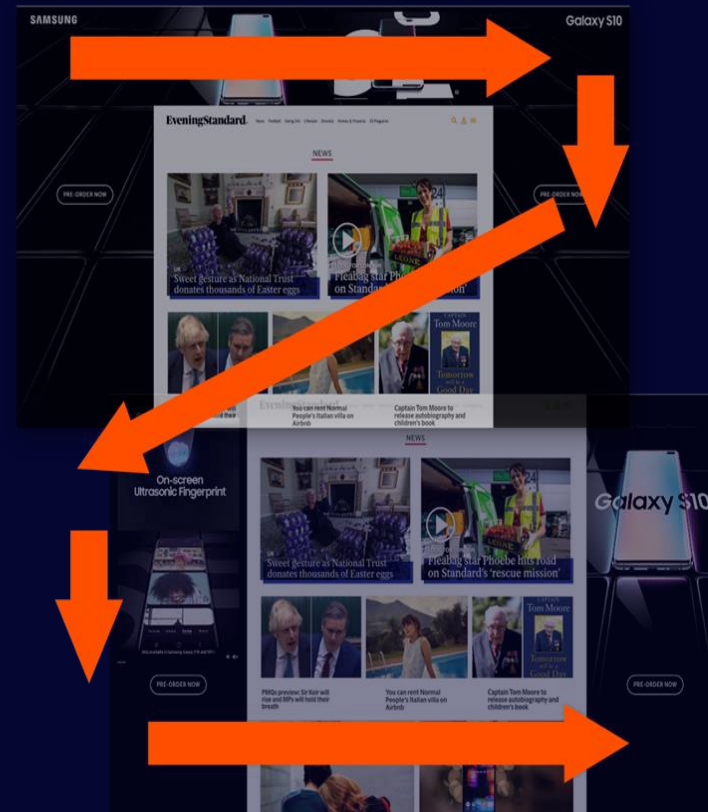


Attention matters

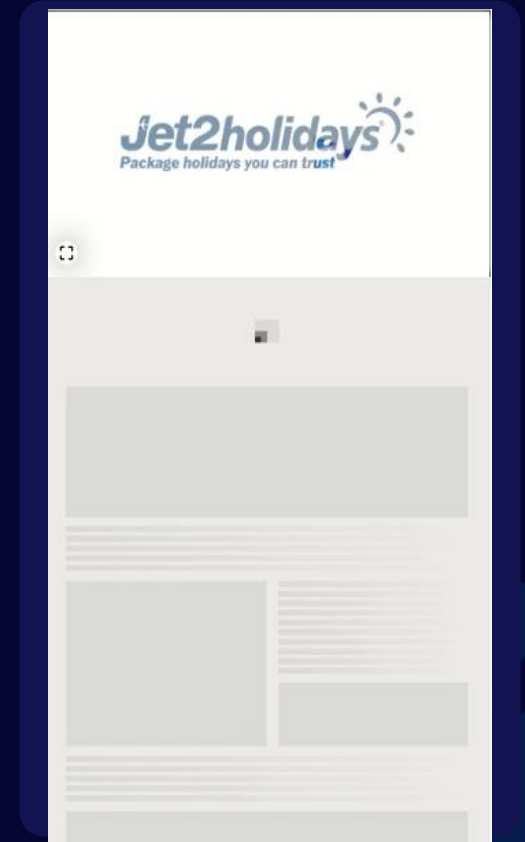
Visual studies



Natural gaze patterns



Outcome based



Performance

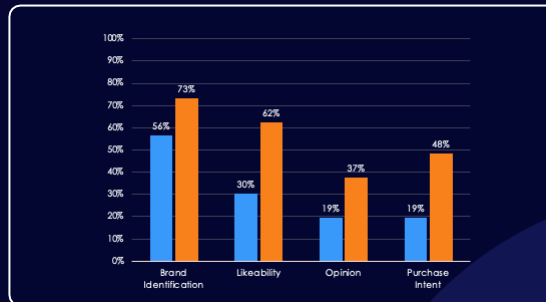
- Independent measurement

Attention



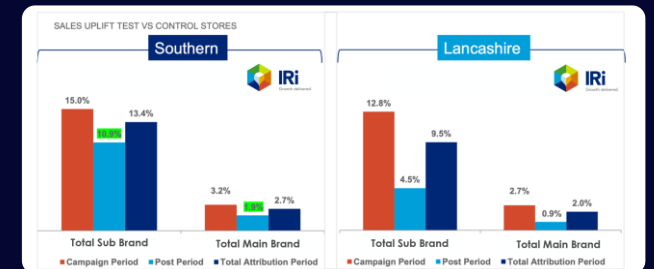
Visual engagement, attention time, and attentive interactions

Brand Uplift



Awareness, perception, consideration

Custom KPIs



Hygiene factors, audience verification, lead generation, sales

6. Dynamic Creative



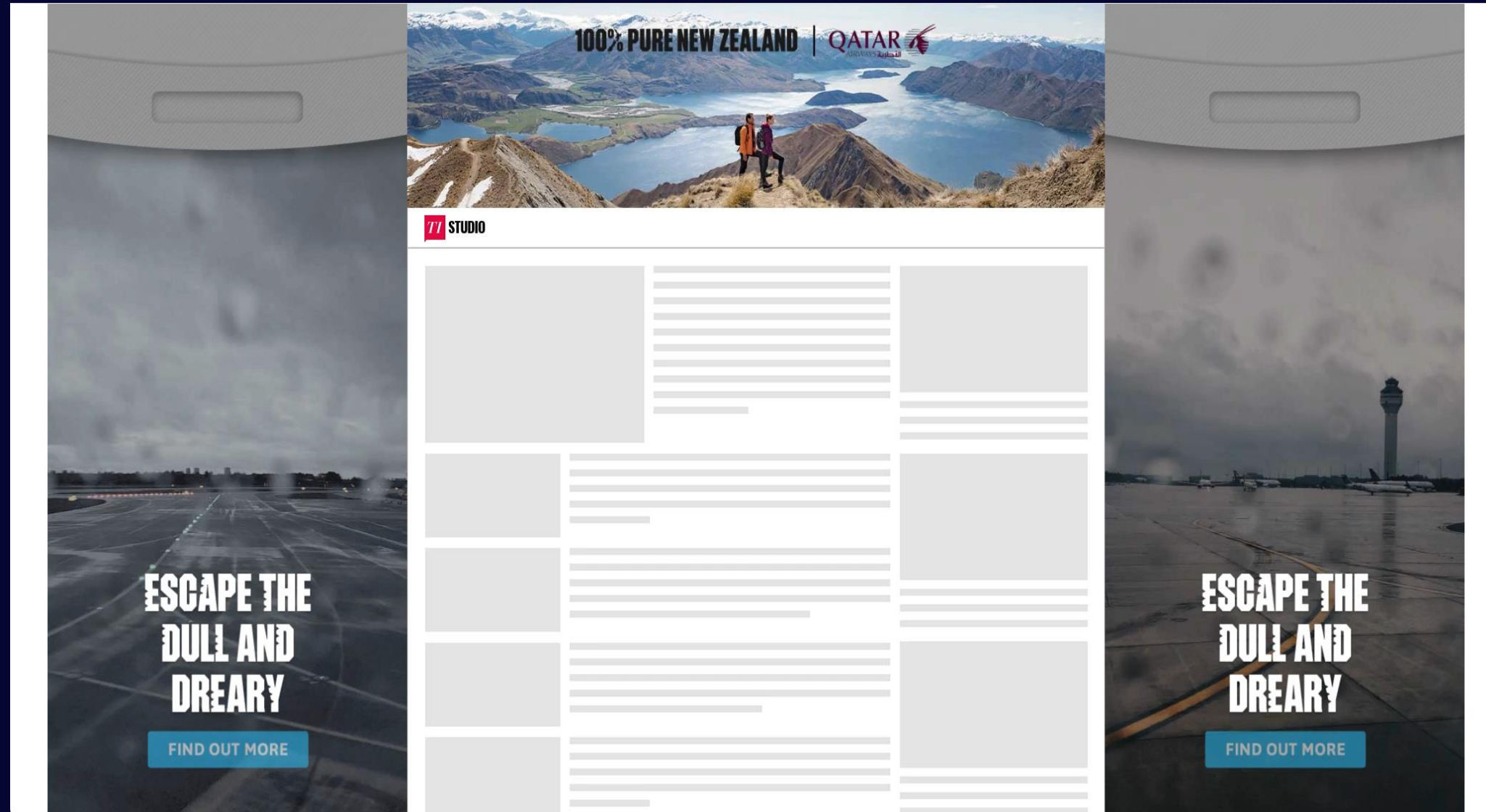
Right time, right place



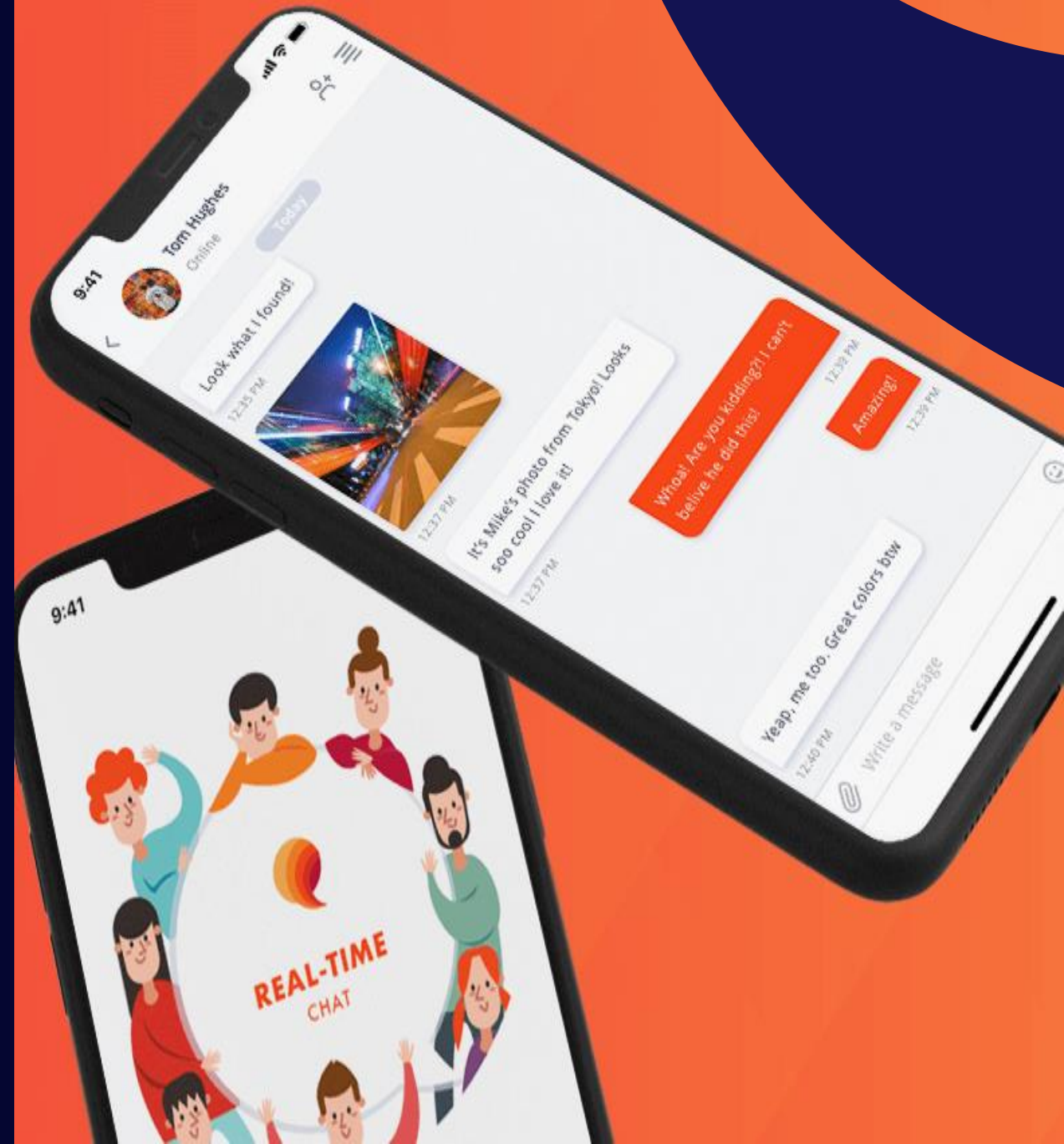
Perfect for short stays

Dynamic Creative Optimisation

flashtalking“”

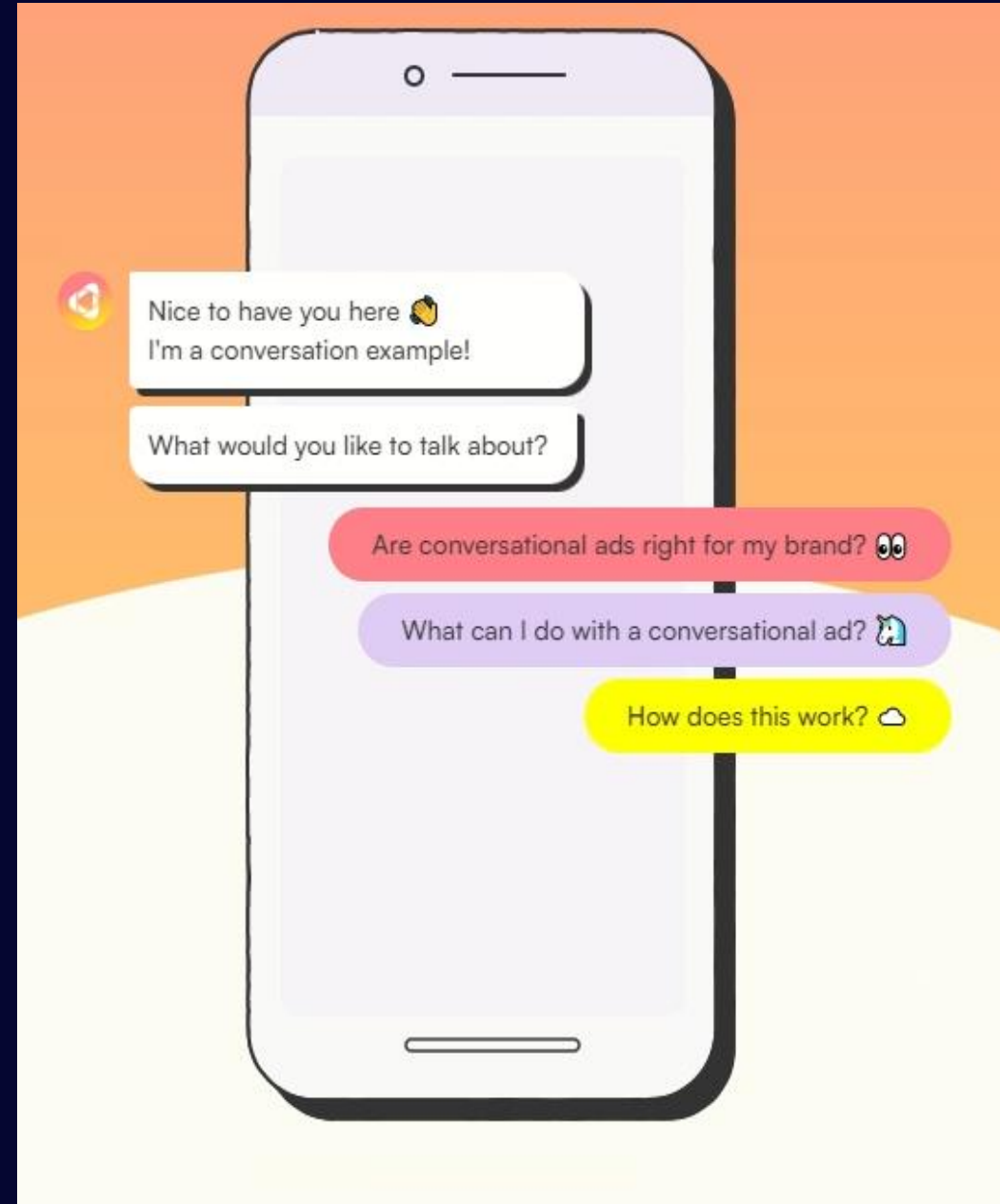


7. Realtime

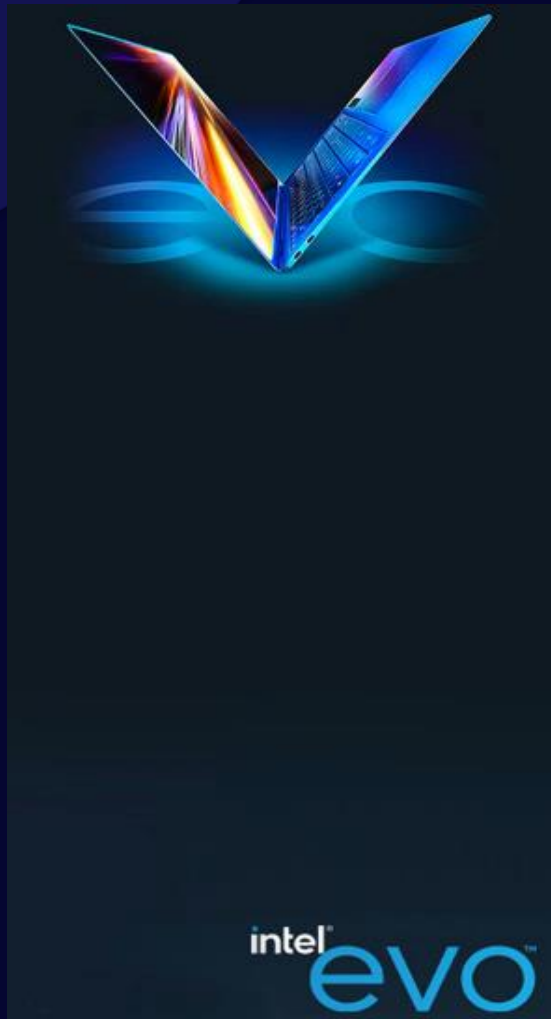


Real Time Messaging

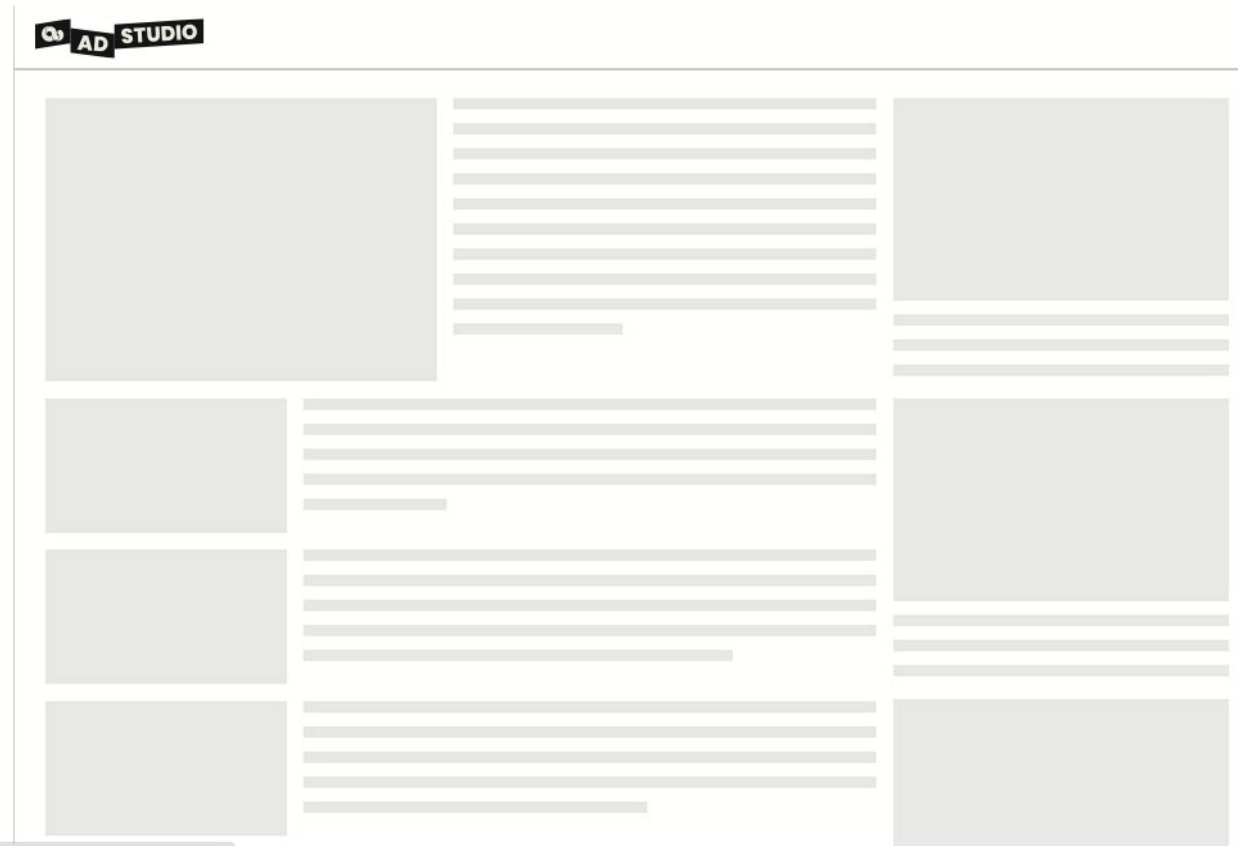
- Chatbots are the fastest growing communication channel
- They help small businesses and those not operating all hours to answer queries and engage with customers
- Lots of websites now incorporate this into their businesses and it's coming through into advertising campaigns



Real Time Messaging



Real Time Messaging



Waiting for ad.doubleclick.net...

8. E-commerce



Shoppable

amazon.com

fulfilled by amazon

EXPLORE AND SHOP

Patron Silver Tequila, 35 cl

£25.00

£35.50 (including standard delivery)

NEXT

ACHETER MAINTENANT

sublime

Blog Creative Checker

ACHETER MAINTENANT

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

in Made in InVision

BACARDI

Convivence drives sales



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

What type of content will you be posting? Written, visual, etc.

What are your values and how do you want to get them across?

Who is your current audience and what kind of audience would you like to attract?

What do you want to achieve with your brand?

**How to
define your
personal
brand**

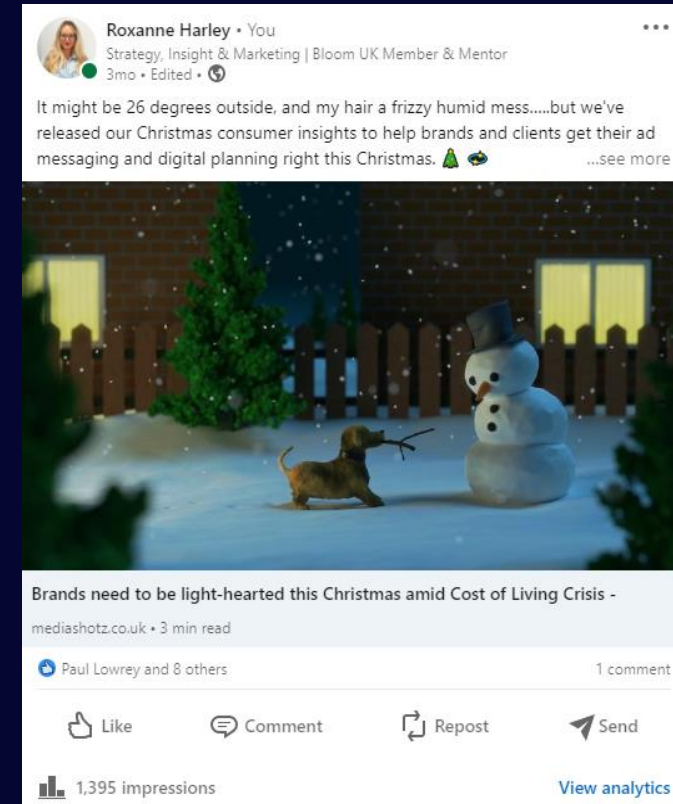
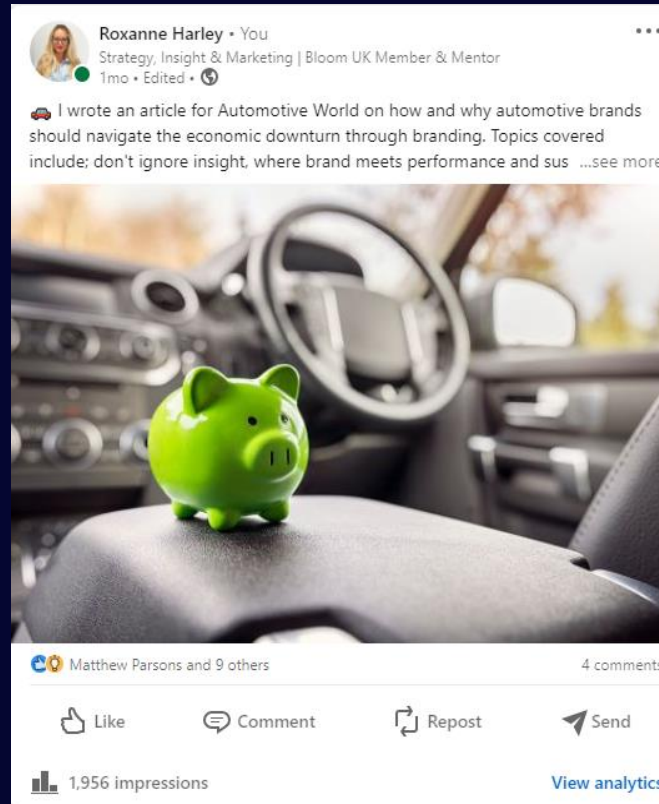
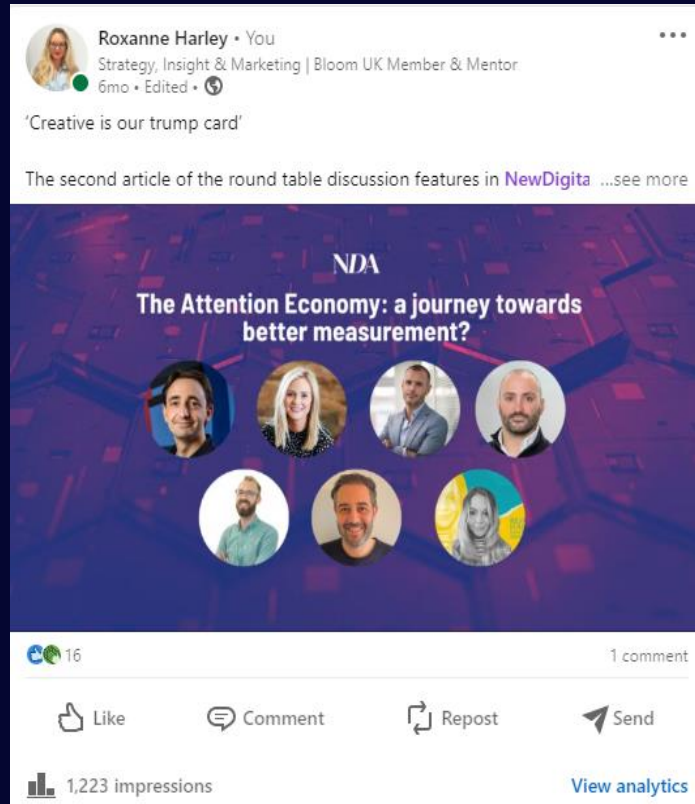
What are you most knowledgeable and passionate about?

What tone of voice would you like to use?

How will you best communicate your message to your target audience?

Who are you, and what is your position in the industry?

Extending reach to potential clients and customers




4,475 impressions

Cringy but worth it



Roxanne Harley • You
Strategy, Insight & Marketing | Bloom UK Member & Mentor
3mo • Edited •

The FA declared football 'quite unsuitable for females' and the last time England got to hold a trophy, women weren't even allowed to play football. 🤔 ...see more




Paul Lowrey and 53 others 1 repost

Like Comment Repost Send

3,606 impressions View analytics

Roxanne Harley • You
Strategy, Insight & Marketing | Bloom UK Member & Mentor
4mo • Edited •

Thanks so much to **Dentsu X** for hosting. So nice to be taken out for a change as a partner - what a novelty!! ...see more



61 3 comments


Like Comment Repost Send

4,186 impressions View analytics

Roxanne Harley • You
Strategy, Insight & Marketing | Bloom UK Member & Mentor
3mo • Edited •

****Warning - this post is all about me (#sorrynotsorry)!****

It's nearly been a year since I attended the Practice Makes Unperfect o ...see more




Joey Payne and 96 others 10 comments

Like Comment Repost Send

6,824 impressions View analytics

**** 🧀 cheesy post alert ****

It's SO good to be back presenting to big groups and having meetings: ...see more



56 6 comments

Like Comment Repost Send

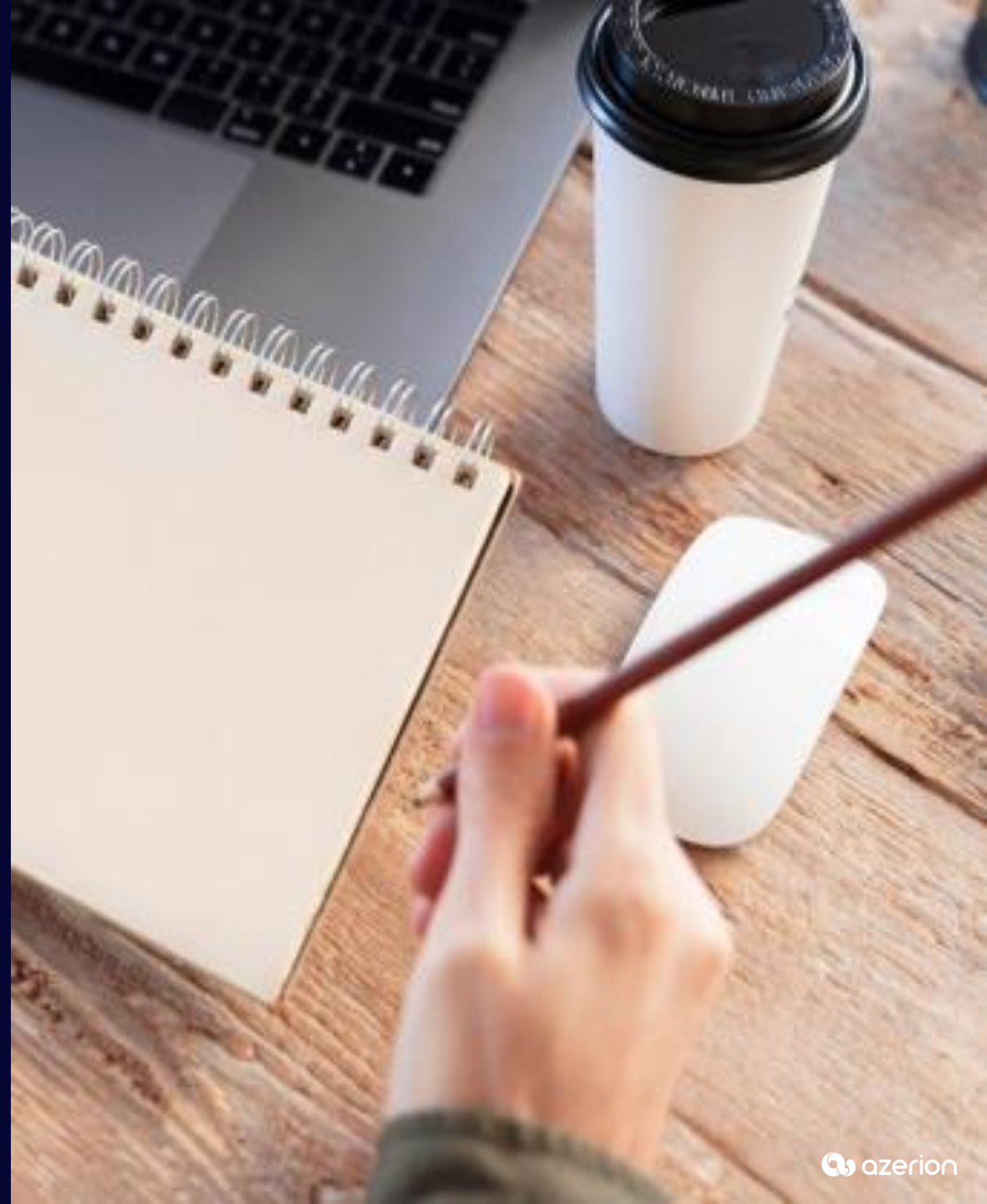
3,318 impressions View analytics



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!

