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# A MONTH IN MEDIA

July 2016



## POKÉMON GO CAPTIVATES THE WORLD

Nintendo's first AR (augmented reality) game allows Pokémon fans to play the game in the real world. It uses GPS and smartphone cameras, and overlays Pokémon game imagery. Brands are poised to take part, McDonalds has already secured "sponsored location" status for their restaurants, which can be turned into "Pokéstops" or "gyms" - locations where players can battle against other players or find new Pokémon monsters. As a result of the game's success, Nintendo's share price has gone up by 56% adding \$7.5bn to their market share.

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## Implications

The success of Pokémon Go opens the door to other branded AR experiences. Similar AR could be used with Google maps to overlay nearby shop logos, adverts or even virtual shopping aisles onto device screens through the camera.

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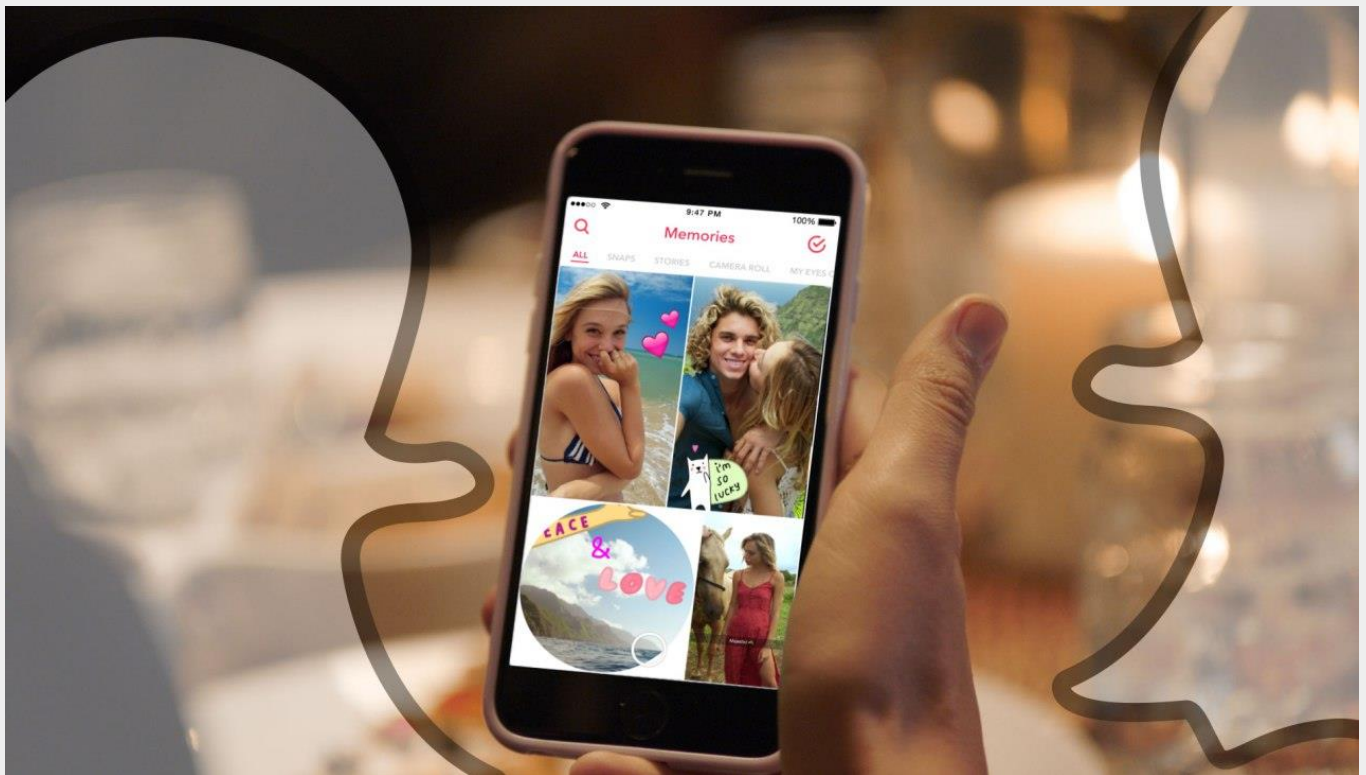
July 2016

**MEDIA**

## SNAPCHAT MEMORIES VIES TO BE MAIN CAMERA ROLL

Snapchat's new "Memories" feature creates an alternative smart camera roll which imports past Snaps. Rather than saving to the camera roll, users save directly to "Memories", which works like a permanently saved 'my story' and can either be re-shared in public later or kept "for my eyes only".

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## Implications

Snapchat "Memories" could potentially replace Google's and iPhone's existing stock camera roll apps, which means Snapchat could see a huge increase in time spent on the app. This opens up a number of new advertising opportunities and puts Snapchat in a strong position for their rumoured IPO.



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## CONSUMER CONFIDENCE AND AD SPEND FALL IN WAKE OF BREXIT

Consumer confidence has fallen following Brexit, triggering a decrease in ad spend during the last week of June. The YouGov Consumer Confidence Index fell from 111.9 to 104.3 in the following week and this fall is likely to trigger a drop in consumer spending.

Consequently, as is often the case in times of uncertainty, many large companies have reduced their marketing budgets.

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## Implications

A reduction in ad spend may lead to a fall in prices for advertising as media owners scramble to sell what space they can.

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## CANNES REVIEW

*MEC's global team have highlighted 5 key trends from Cannes 2016.*

1. Smart data knows what you did this summer, I've got my data... now what can I do with it?
2. Micro Hugs, how leveraging technology & data effects everyday lives.
3. Look to the edges, there is an increasingly eclectic set of creative interests out there!
4. 7BN storytellers, thanks to live streaming
5. Self-Conscious Cannes, the driving of equality within the industry

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## Implications

Every year at Cannes there are plenty of exciting developments that could shape the future of media. However this year was slightly different as much of what had been discussed in the previous decade is now coming to life in front of our own eyes. Whether it is smart data, VR, or equality, media is changing and won't stop any time soon.



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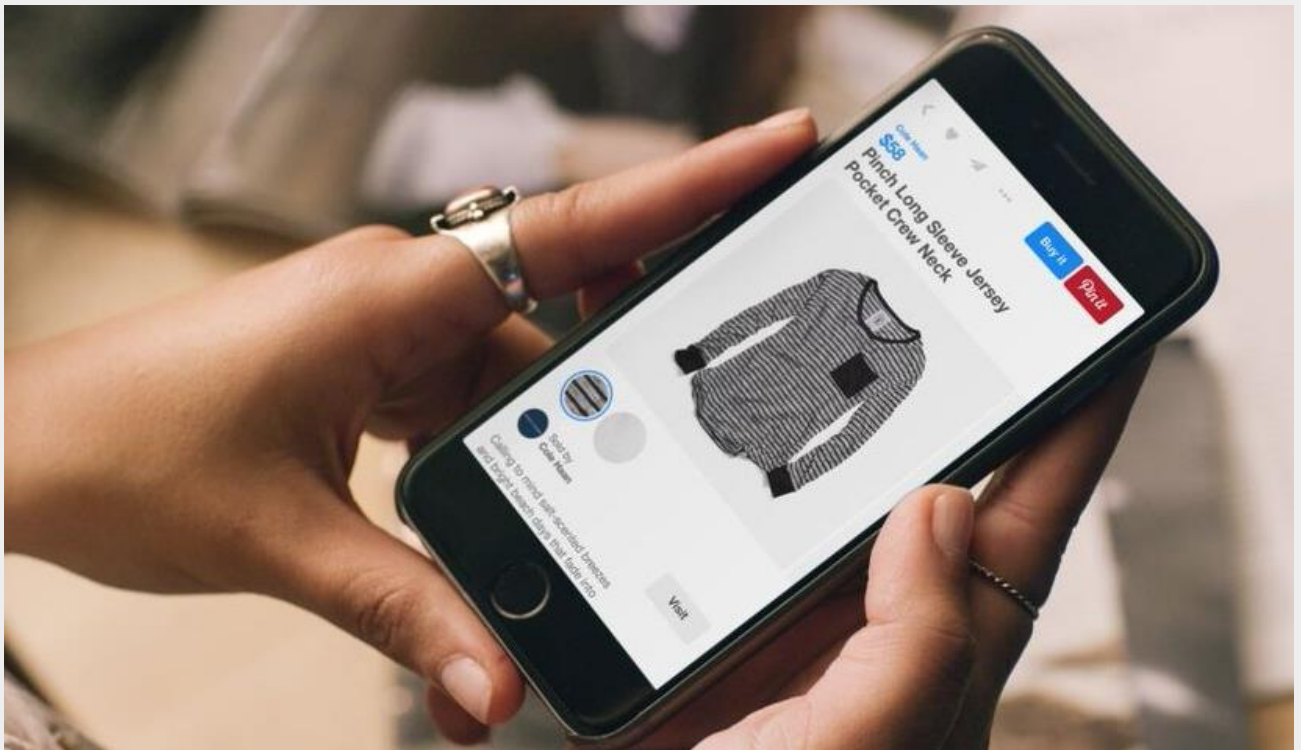
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## PINTEREST INVESTS IN BUILDING A SHOPPABLE NETWORK

Pinterest have taken on another startup to support their ambition to become the go-to app for discoverable shopping. They have acquired Math Camp to draw on their experience and knowledge of building apps such as Highlight and Roll.

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## Implications

As Pinterest improves its discovery products, the overall user experience should improve. It will open up large revenue streams by becoming an affiliate network with those brands who chose to sell their products through the app. This could potentially generate huge ROI for both sides of the affiliate.

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## VIRAL STORIES WERE FAKE ALL ALONG!

The Woolshed Company from Melbourne (Aus) have revealed that 8 videos they have released in the past 2 years were all fake. The videos ranged from a man fighting off a great white shark to a lady being chased down a ski slope by a brown bear. They accumulated over 205m views between them and 500,000 comments.

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## Implications

These videos show the value of owned material and space. With such reach over social channels these days where anything has the potential to go viral, creative teams should be dreaming up the most effective ways of getting their brand noticed and spoken about even if it is slightly off the wall.