BRANDBASTION

Industry Insights // Entertainment

3 Shifts for Entertainment Advertisers in the Age of Mobile

The War for Attention

Contributing factors include: The rise of multi-screen viewing behavior and streaming services

While audiences still watch 40+ hours of TV per week, the average viewer has gone from having a few channels to choose from to hundreds of channels. Audiences have more choice and distractions than ever before, and producers need to work harder to get - and keep - attention. Some of the factors contributing to this war for attention include:

- **The rise of multi-screen viewing behavior:** 94% of participants kept a smartphone on hand while watching TV, making mobile nearly as common a TV companion as a remote control. (Source)

- **The rise of streaming services:** The streaming industry grew from $6.3 billion in 2015 to an estimated $14.7 billion in 2018, while US TV subscribers declined by an average of 1.7 million subscribers per year from 2015 - 2017. (Source)

The War for Attention

Three new shifts for entertainment advertisers: speed, environment, and accountability

The increasing competition for attention introduces new shifts for advertisers in entertainment:

SHIFT #1 | The shift in <u>speed</u> of making an impression: Traditional Hollywood trailers last between 2 minutes to 2.5 minutes. Audiences no longer wait this long to decide whether to continue watching or to keep scrolling. Instead of building up suspense and waiting till the end to introduce the show's main message and key art, advertisers need to shift the message to the first few seconds of the trailer.

SHIFT #2 | The shift in the advertising <u>environment</u>: Previously, social media promotion used to be a minor part of a film's marketing budget. These days, it makes up for 75% of ad spend. Advertising on social media is interactive, and advertisers have the ability to tap into real-time audience feedback in the form of social media comments the moment an ad goes live.

SHIFT #3 | The shift in <u>accountability</u> for fan communities: Online fan communities are no longer found only in niche, closed groups. Fans are spending more time on social media, a public, interactive space where millions of fans are potentially exposed to trolls and hate speech. Social media platforms, producers, and networks are starting to take responsibility for preventing hate speech, by moderating and banning individuals and groups that violate community guidelines.

0.25 secs
Time it takes for Facebook users to recall an ad

75%
Percentage of a movie's promotional budget that goes into social media in 2018

4,000 people registered for a Facebook event to sabotage the "Black Panther" score on Rotten Tomatoes before the event was taken down by Facebook

SHIFT #1

The shift in speed of making an impression

With viewers forming an impression about an ad in as little as **0.25 seconds**, the '**Most relevant**' comments below an ad are just as important as the ad itself. The top few comments especially play a crucial role in shaping viewers' impressions of new shows (especially when trailers and pilots are released) within milliseconds. Effective management on this key piece of real estate underneath an ad creative drives better ad performance and brand favorability.
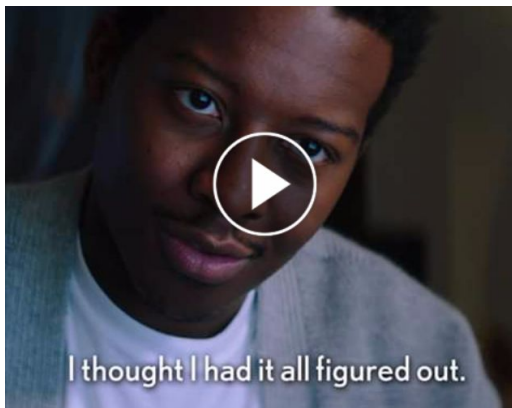
PRO TIPS

★ Hide harmful comments

★ Like and reply to positive comments (as this will push them to the top 'Most Relevant' comments)

God Friended Me
September 18 at 11:25 PM · 🌐

What happens if God sends you a friend request? Find out on God Friended Me. Premieres Sunday, Sept. 30 after 60 Minutes on CBS.

I thought I had it all figured out.

Most relevant ▾

"This is stupid. As an atheist, I can tell you now, we would not even entertain this bullshit…"

"Don't buy into this. The show is written by a married homosexual who has a tendency to push secular humanist ideas in his other works. You're not going to see a whole lot of the God we know and love in this show."

"Cancelled in a month. Absolute terrible idea for a show."

"I appreciate any effort people make to create TV Programming that I can watch with my family."
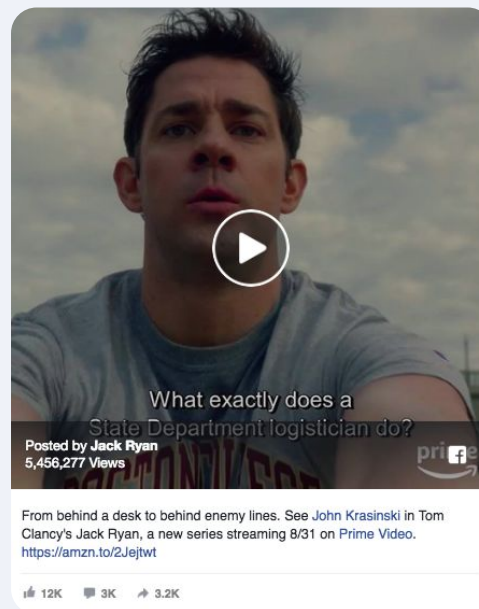
SHIFT #2

The shift in the advertising environment

The interactive nature of social media means advertisers have the ability to track what audiences are saying and how they are reacting in real-time, instead of relying on brand lift studies and post-campaign analysis. By tracking what people are saying about specific topics, advertisers can pause and reallocate budget among ad variations, to push the right messages that will resonate with their audiences.

What kind of topics can be tracked? Topics that might be of interest include:

- the way people are consuming the content (watching with others versus binge watching),
- what people are saying about the actor,
- people's opinions of the trailer / teaser,
- reactions to the special effects / CGI, and so on.
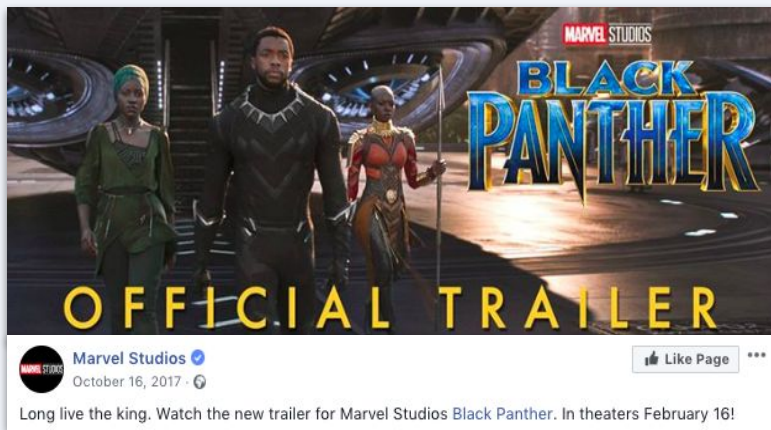

"a new one to binge for sure! 🤗"

"i cant wait tooo bingeee watchhhhhh"

"gotta get that Amazon prime sub"

"looks like I'm not getting rid of my prime for a while #swoon"

SHIFT #2

The shift in the advertising environment

Long live the king. Watch the new trailer for Marvel Studios Black Panther. In theaters February 16!

Entertainment is now one of the fastest growth markets in advertising, accounting for an estimated $14.53 billion in 2019. With billions at stake, there is the opportunity for advertisers to test different creative variations with smaller audiences to gather feedback and optimize campaigns prior to large trailer launches.

"This movie looks amazing and I can't wait to see it but I feel like I've already seen a majority of the movie. Trailers should not reveal so much that way we call all be that much more pumped to see it."

"As much as happy and excited I'm feeling right now i personally think that trailers shouldn't be this long 1:45-1:50 max. Long trailer gives out too many scenes and it kinda kills the fun. Anyway this trailer looks really dope. 2018 is going be a really great year."

"Am I the only one thinking that after seeing so many long trailers, I feel like I've already watched the entire movie. Just a matter of filling in the gaps with your imagination lol"

PRO TIPS

⭐ **Track topics to get audience insights that can inform ad strategy**

⭐ **Optimize ongoing campaigns based on creatives that resonate with audiences**

SHIFT #3
The shift in accountability for fan communities

Recently, there has been much discussion about the role of brands and platforms in policing the conversations that take place on social media. Increasingly, platforms and brands are taking the stance that upholding free speech does not equal tolerating hate speech. For instance, despite a 4,000-member strong attempt to sabotage Black Panther's rating on Rotten Tomatoes, the director of Black Panther, Rotten Tomatoes, and Facebook have all denounced these efforts, and Facebook has removed the reported Page and Event for violating community guidelines.

PRO TIP

⭐ **Have clear community guidelines and a moderation solution in place to prevent hate speech that can hurt the film / show's reputation**

Posted by **Marvel Studios**
17,236,735 Views

OFFICIAL TRAILER

Long live the king. Watch the new trailer for Marvel Studios Black Panther. In theaters February 16!

👍 172K   💬 16K   ↗ 118K

"The stupidest and blackest movie ever"

"Racism always rears its ugly head.."

"All these comments are why I hate everyone, can't just be happy there's a cool movie coming out, everything doesn't have to be about race. It's fkn pathetic. Feel sorry for all of those ppl"

BrandBastion Solutions for Entertainment

Shift #1
Speed of making an impression

RECOMMENDATIONS:
- Hide harmful comments
- Like and reply to positive comments
(as this will push them to the top 'Most Relevant' comments)

Shift #2
Advertising environment

RECOMMENDATIONS:
- Track specific topics to get audience insights that can inform ad strategy
- Optimize ongoing campaigns based on creatives that resonate with audiences

Shift #3
Accountability for fan communities

RECOMMENDATIONS:
- Have clear community guidelines and a moderation solution in place to prevent hate speech that can hurt the film / show's reputation

Solutions provided by BrandBastion

Moderation + Alerts

Insights

Ad Optimization

Moderation + Alerts

Get in touch to see how we can help!

About BrandBastion

We help top movie studios and companies fight piracy, illegal streaming, hate speech and copyright infringement on social media, while protecting their ad spend and providing insights into how fans are reacting across campaigns.
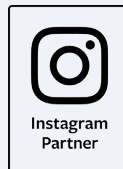
Learn more about our solutions for the entertainment industry

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