

# Design Thinking: Innovación para generar ingresos

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# TRANSFORMACIÓN DIGITAL





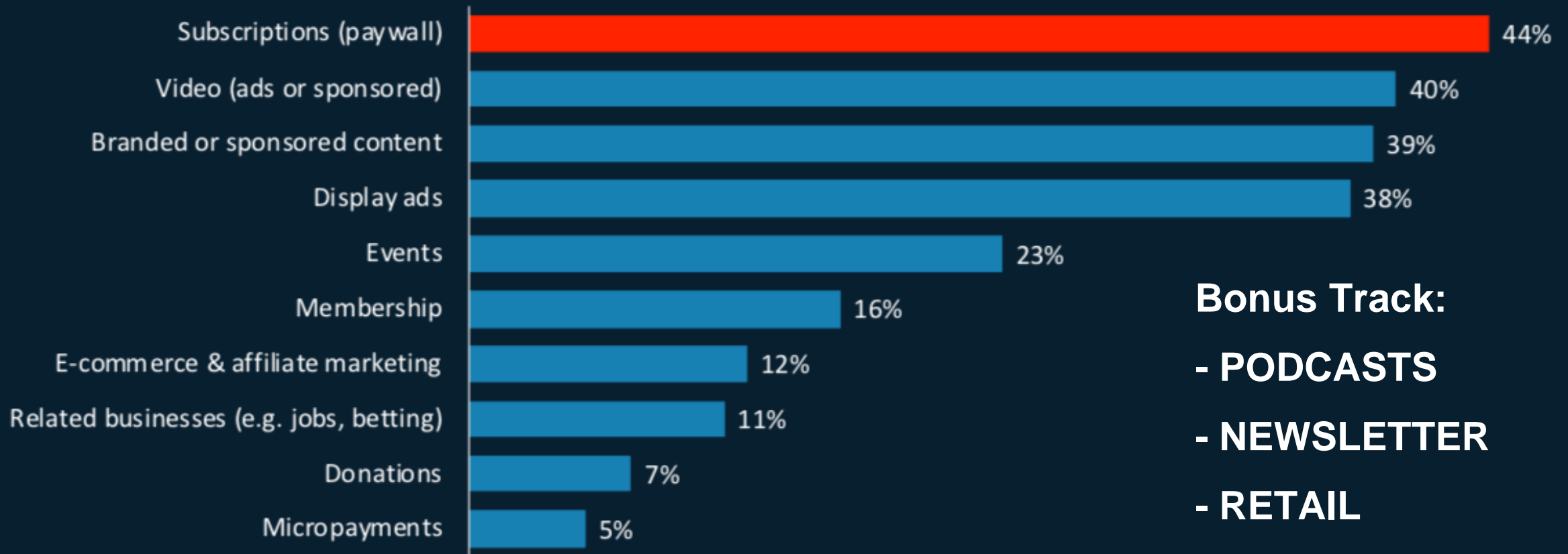




**PRICE**  
IS WHAT YOU PAY  
**VALUE**  
IS WHAT YOU GET

WARREN BUFFETT

## Q: HOW IMPORTANT ARE THE FOLLOWING DIGITAL REVENUE STREAMS FOR YOUR COMPANY IN 2018? % ANSWERING 'VERY IMPORTANT'



### Bonus Track:

- PODCASTS
- NEWSLETTER
- RETAIL

Source: Reuters Institute for The Study of Journalism, 2018, n=194

BUSINESS INSIDER  
INTELLIGENCE



# Tendencia en favor de los medios

## Strong Threats to Digital Ad Budgets in 2019 According to US Digital Media Professionals\*

% of respondents

### Inability to connect campaign exposure to ROI/return on ad sales



### An overall lack of media quality transparency



### Fraudulent impressions



### Delivering ads adjacent to risky content



### Nonviewable impressions



■ Brand professionals

■ Agency professionals

Note: rated 4 or 5 on a scale of 1=being no threat and 5=being the strongest possible threat; \*from agencies and brands

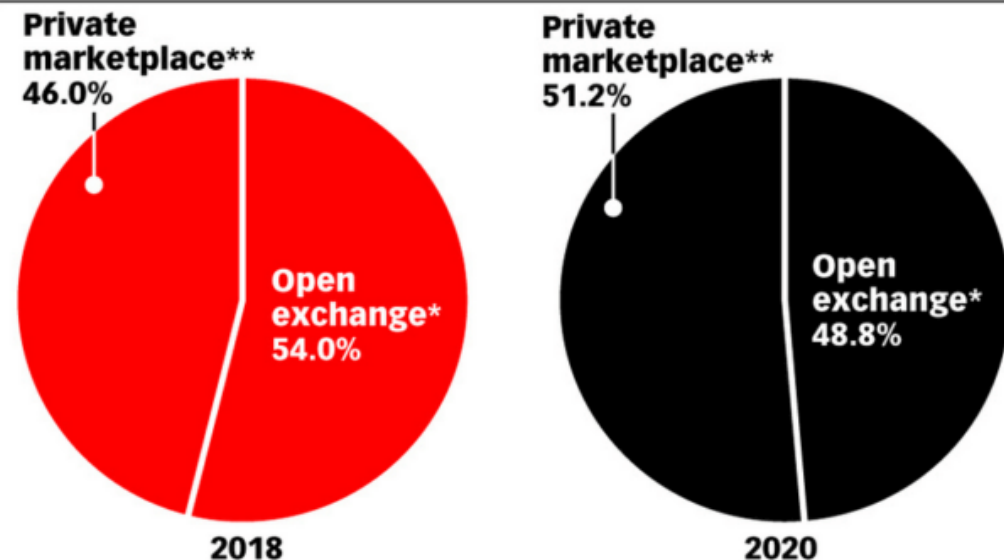
Source: Integral Ad Science (IAS), "Industry Pulse: Advertising trends, technologies, and priorities that will shape the industry in 2019," Jan 29, 2019

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www.eMarketer.com

## US Real-Time Bidding Digital Display Ad Spending Share, by Segment, 2018 & 2020

% of total

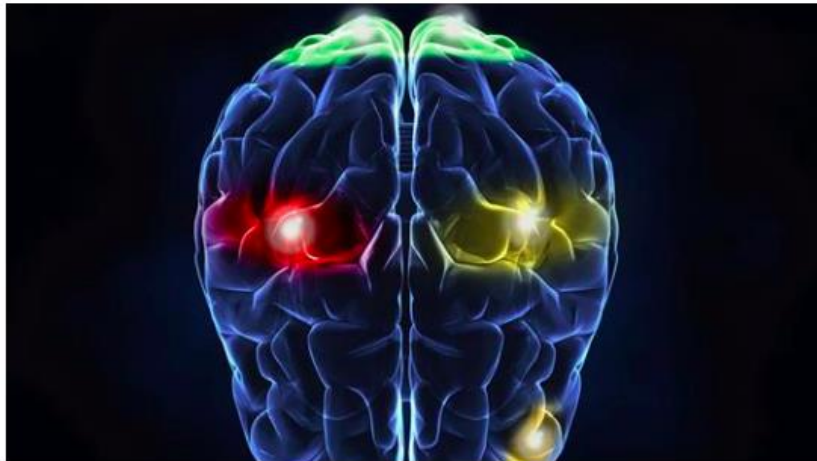


Note: includes native ads and ads on social networks like Facebook and Twitter; includes advertising that appears on desktop/laptop computers, mobile phones, tablets and other internet-connected devices; \*includes ads transacted through a public RTB auction in which any buyer or seller can participate, also known as open auction or open marketplace; \*\*includes ads transacted through an invitation-only RTB auction where one publisher or a select group of publishers invite a select number of buyers to bid on its inventory  
Source: eMarketer, Oct 2018

# Medios generan mayor recordación

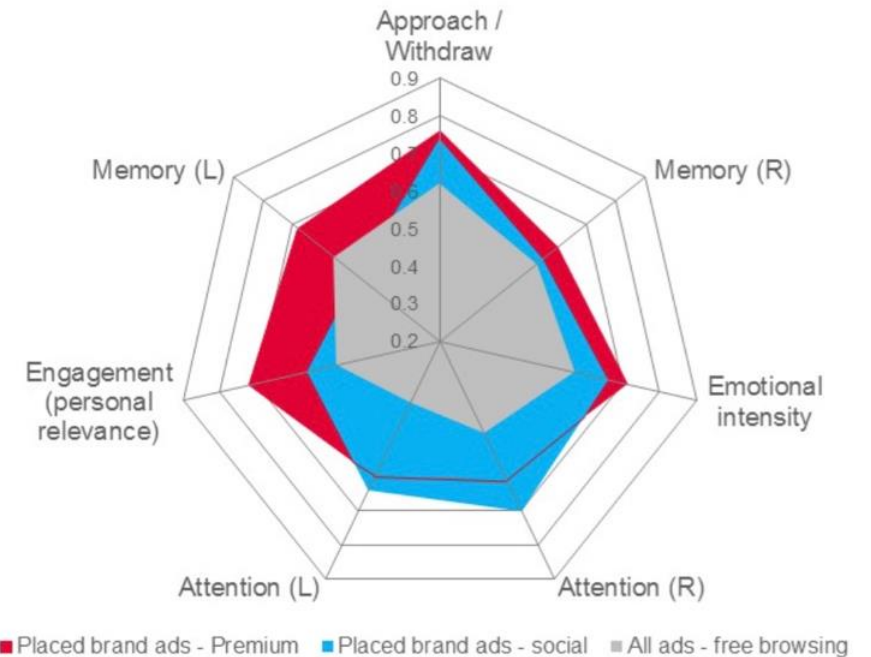
## Ads on premium sites more effective than those on social media, neuroscience study claims

Ads that appear alongside premium editorial content are processed by the brain more effectively than those that appear alongside social, according to research from Newsworks and the Association for Online Publishing.



Ads in **premium environments** also **elicit stronger levels of response** than ads encountered during **general free browsing**

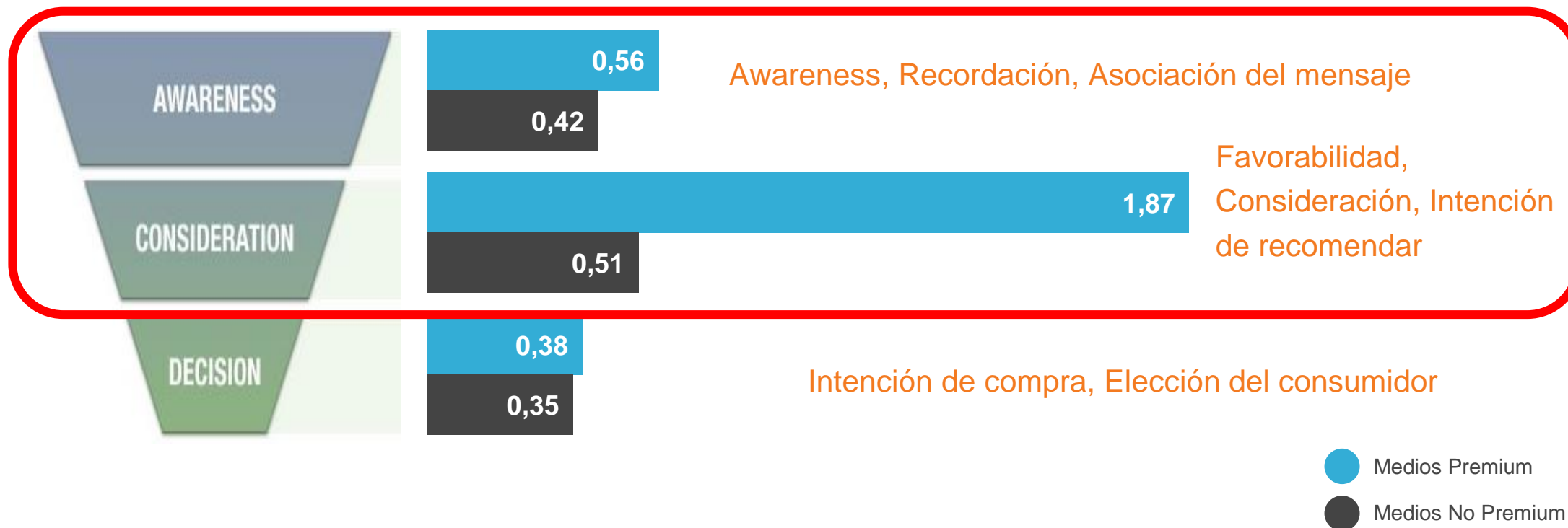
**Premium environments outperformed social on all metrics except attention**





# Medios generan mayor impacto

## Brand Lift Promedio\*



Fuente Estudio comScore Halo Effect

# Buenas Noticias



## Unilever to pick 'trusted publishers' for digital advertising

Martinne Geller, Kate Holton

2 MIN READ

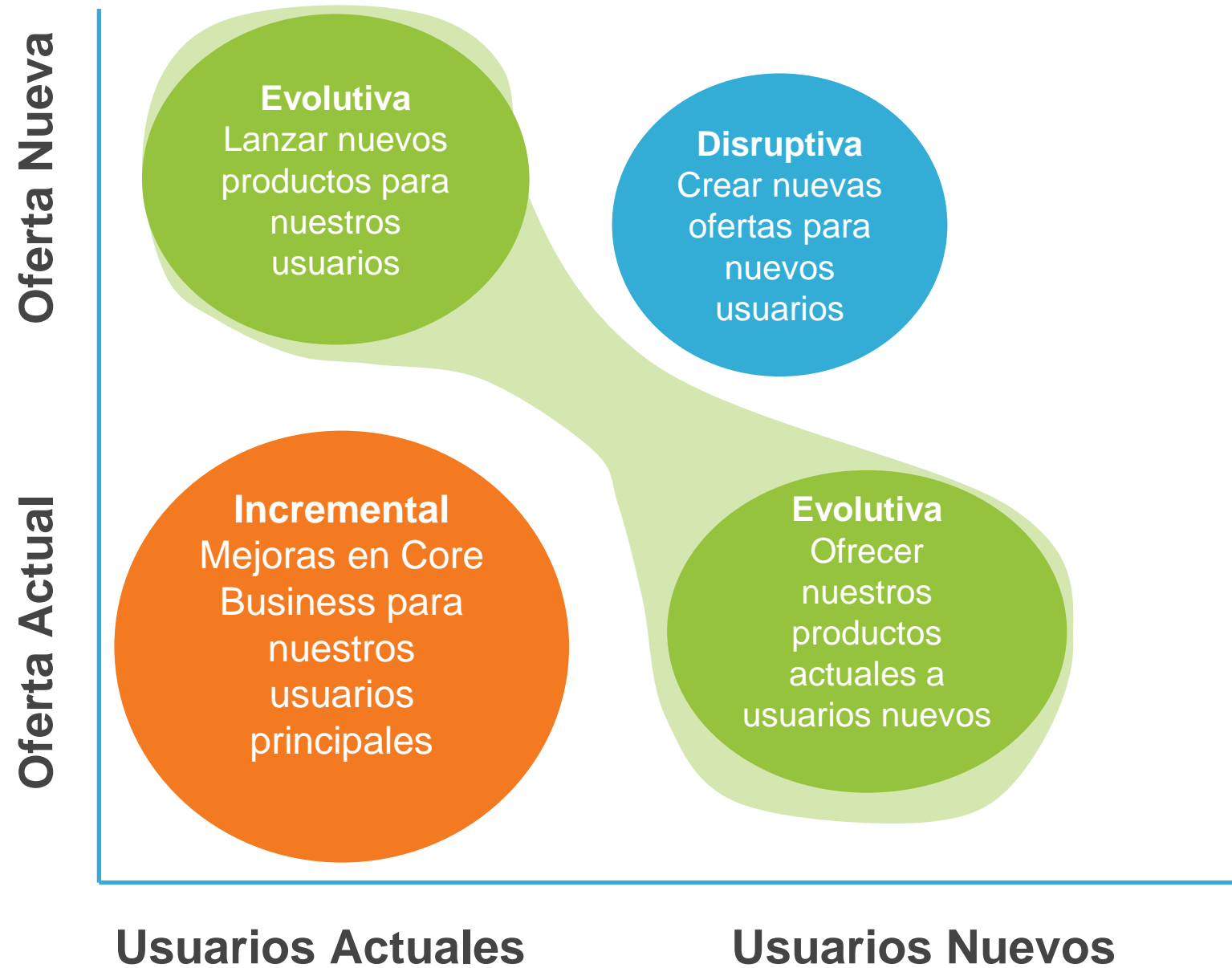


LONDON (Reuters) - Unilever, one of the world's biggest advertisers, will pick a network of "trusted publishers" with which to spend most of its marketing budget, in its latest attempt to improve the effectiveness of its digital advertising.

- 1 Plataformas Responsables
- 2 Contenido Responsables
- 3 Infraestructura Responsable

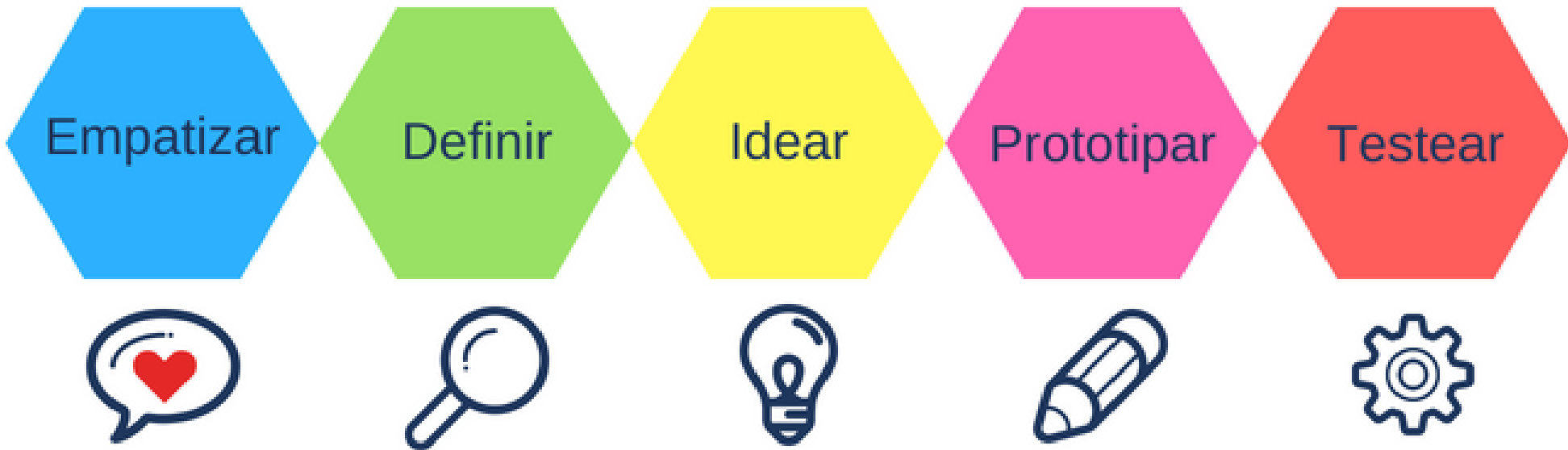


# Innovación



# No sólo un BrainStorming.

## Design Thinking es un proceso.





## **1. Show, Dont Tell**

Considere qué problema resuelve su tecnología y cuente una historia sobre alguien que haya superado ese mismo problema.

## **2. Turn fiction into fact.**

Al crear contenido para promocionar un contenido de Ficción, encuentre un hilo de conexión entre la ficción y la realidad para agregar profundidad al contenido.

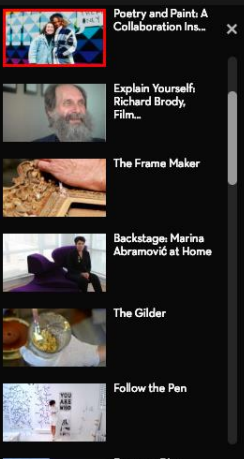
## **3. Connect church and state.**

Medios tienen secciones editoriales que generan involucramiento con los lectores. Estas secciones pueden ser aprovechadas por las marcas para contar sus historias.

## **4. Get up close and personal.**

Intente pensar en el contenido de su marca no solo como artículos, sino como historias de interés humano..

## THE NEW YORKER VIDEOS



PAID POST

## POETRY AND PAINT: A COLLABORATION INSPIRED BY TORONTO [PAID POST]



Welcome to The Family Car

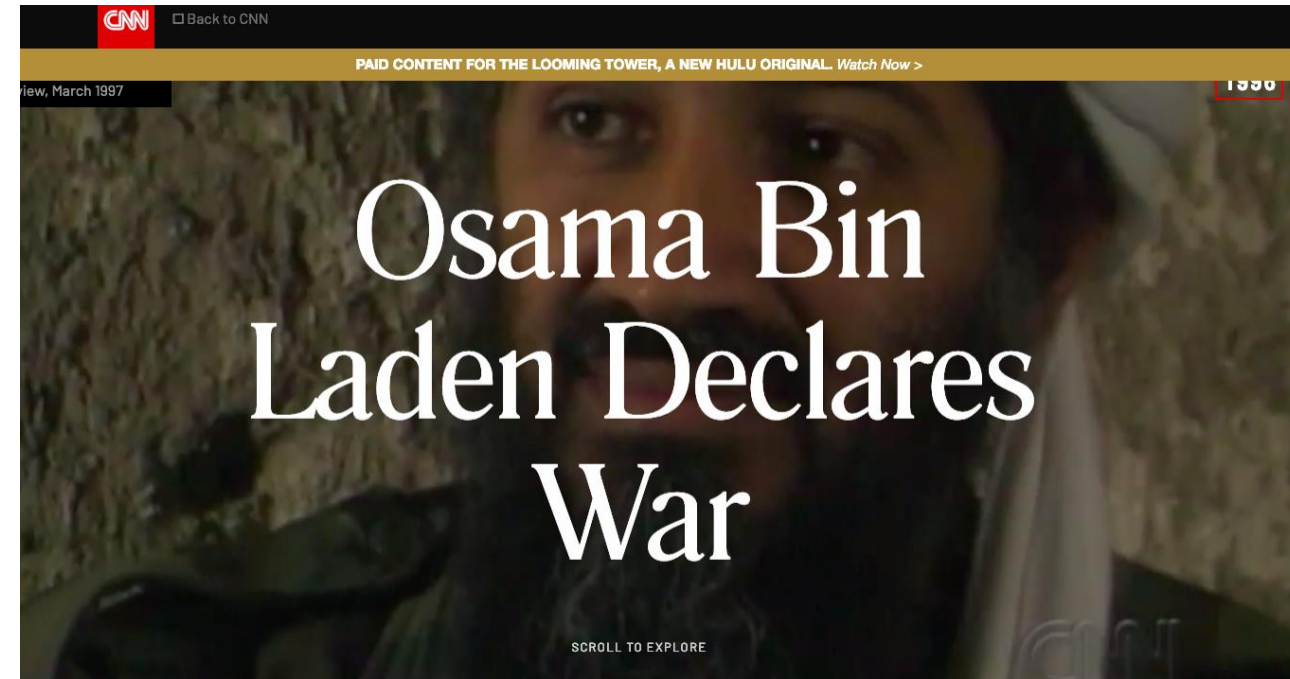
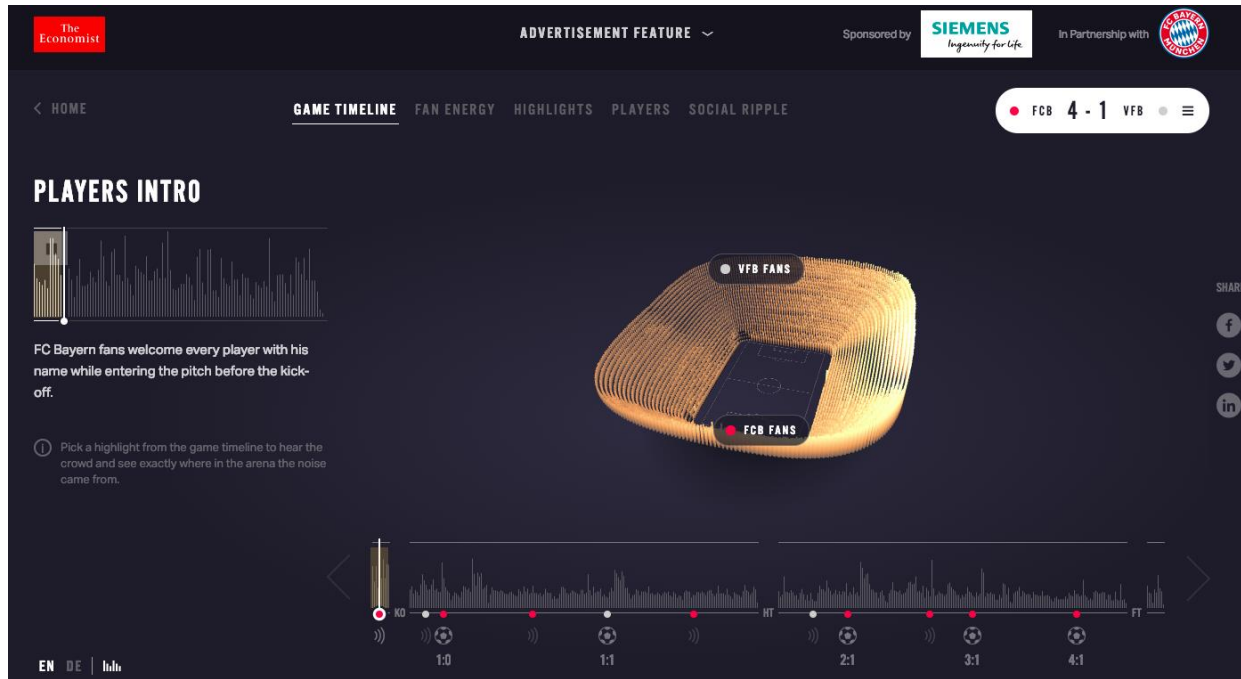




### “Home | Made” – Tastemade + Zillow

New York City is undeniably one of the most notable places a person can call home. The state of New York is peppered with many other vibrant and up-and-coming communities, however, such as the East Coast city of Hudson. This video does a beautiful job of flaunting the stunning architecture and thriving arts scene of the Hudson Valley area while also highlighting it as a great area for prospective home owners. The collaboration between Tastemade and Zillow is mutually beneficial because Tastemade is interested in promoting foodie communities across the globe, and Zillow is a real estate company hoping to encourage people to settle in cities like Hudson.

The screenshot shows the Kitchn website with a navigation bar containing links for RECIPES, FOOD, HOME, CULTURE, FAMILY, WELLNESS, and VIDEOS. The main content area is titled "A GUIDE TO what's fresh" and is sponsored by Walmart. The text promotes buying local and in-season produce, encouraging users to find produce below and learn when to buy it, how to pick it, and what to do with it. At the bottom of the guide, there are social media sharing buttons for Facebook (labeled "SHARE") and Pinterest (labeled "Pin it"). The background of the guide features images of fresh produce like tomatoes, watermelon, and blueberries.





### **“Creating Opportunities” – Business Journals + BBVA Compass**

With content spanning Business Journals' wide publisher network, this collaboration with BBVA Compass was an impressive undertaking. It was even recognized with the “Best Native Advertising Strategy” award at the 2018 Native Advertising Awards. The campaign was part of BBVA Compass' larger campaign, “Creating Opportunities,” through which the bank hoped to open doors in the communities they serve for the people who need it most. By leveraging the regional publishers in BizJournal's network, BBVA was able to speak to communities directly and offer tailored financial guidance and support.




### **“The Real Jack Ryan” – VICE + Amazon Prime**




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PAID FOR BY **REVLON LIVE BOLDLY**


LIVE BOLDLY ROAD TRIP



LINCOLN, NE  
**Ashley Graham**



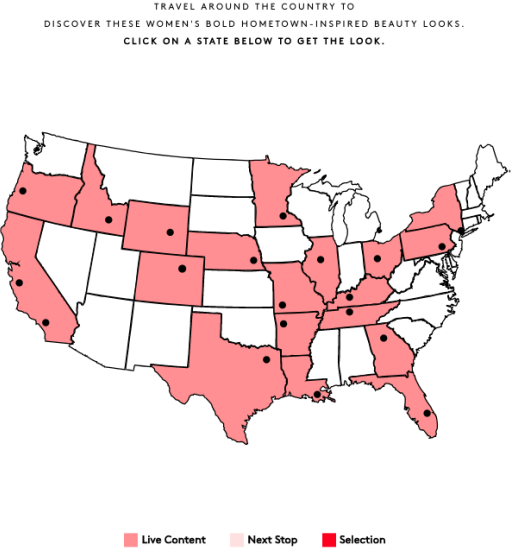
FULLERTON, CA  
**Michelle Ji**



SAN LUIS OBISPO, CA  
**Amanda Castillo**

f

t



*The Atlantic*  
**Rethink Original**

CRAFTED BY THE ATLANTIC'S MARKETING TEAM AND PAID FOR BY  
FAUDA ON NETFLIX

SHARE

# A LAND DIVIDED

The Israeli-Palestinian conflict represents one of the most fraught political issues in the Middle East, with no clear end in sight. Here's what the struggle looks like through the eyes of those who've lived it.

ILLUSTRATIONS BY T.S. ABE



Una de estas lecciones es que las empresas deben ser dirigidas con un propósito, ayudando a resolver los desafíos globales en lugar de solo vender productos.

Keith Weed, Chief Marketing Officer

# MUCHAS GRACIAS

Para recibir esta presentación.

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