

Creating the
future of media

Tuloksellisuus
tulevaisuuden mediassa

Lokaatio on mediasuunnittelun
uusi kuningas



We have a bold mission which both spells out our unique position in the market today, as well as outlining our aspirations for tomorrow:

Creating the Future of Media.

Tuloksellisuus

🔊 FI: [Tu-lok-sel-li-suus]

1. tuloksekkuus
2. toiminnalle asetettujen tavoitteiden saavuttaminen ennalta määritellyssä aikataulussa

Lokaatio

🔊 FI: [Lo-kaa-ti-o]

1. sijainti, paikkatieto
2. absoluuttisen tarkka tieto siitä, missä fyysisessä ympäristössä mainosviesti tavoittaa henkilön

4

REAL
WORLD

Trust

Meaning

“Show me the money”

Statement

trust.

🔊 US: [trʌst]

1. the belief that you can trust someone or something
2. to have confidence in something, or to believe in someone



” Our mission is to rebuild public trust in advertising is ongoing because the public’s trust in our work isn’t nice-to-have,

it’s a must-have.”

- **Stephen Woodford,**
CEO of the Advertising Association

R
E
A
L
W
O
R
L
D



81 %

of consumers said
**trust is a deciding
factor** in their
buying decision.

Source: Clear Channel & JCDecaux,
The Moment for Trust, 2021



Allow “LinkedIn” to
access your location while
you use the app?

Don't Allow

Allow “Lidl Plus” to
access your location while
you use the app?

Allow “Camera Connect” to
access your location while
you use the app?

Allow “Ruutu” to
access your location while
you use the app?

Allow “Safari” to
access your location while
you use the app?

Allow “Netflix” to
access your location while
you use the app?

Don't Allow

Allow “ResQ Club” to
access your location while
you use the app?

Allow “Safari” to
access your location while
you use the app?

Don't Allow

Allow

Don't Allow

Allow “Weather App” to
access your location while
you use the app?

To use our app,
please give us permission
to access your location.

Don't Allow

Allow

Allow “ResQ Club” to
access your location while
you use the app?

Don't Allow

Allow “Instagram” to
access your location while
you use the app?

Allow

Don't Allow

Allow “VR Matkalla” to
access your location while
you use the app?

Don't Allow

Allow

Don't Allow

Allow

Don't Allow

Allow

” ‘They Have Been Crafty
And Deceptive’:

Google Will Pay Almost
\$392 Million in 'Historic'
Privacy Settlement State
authorities said the
technology giant had
been tracking users'
location data and selling
it to advertisers.

- Entrepreneur November 15, 2022

R
E
A
L

W
O
R
L
D

28 %

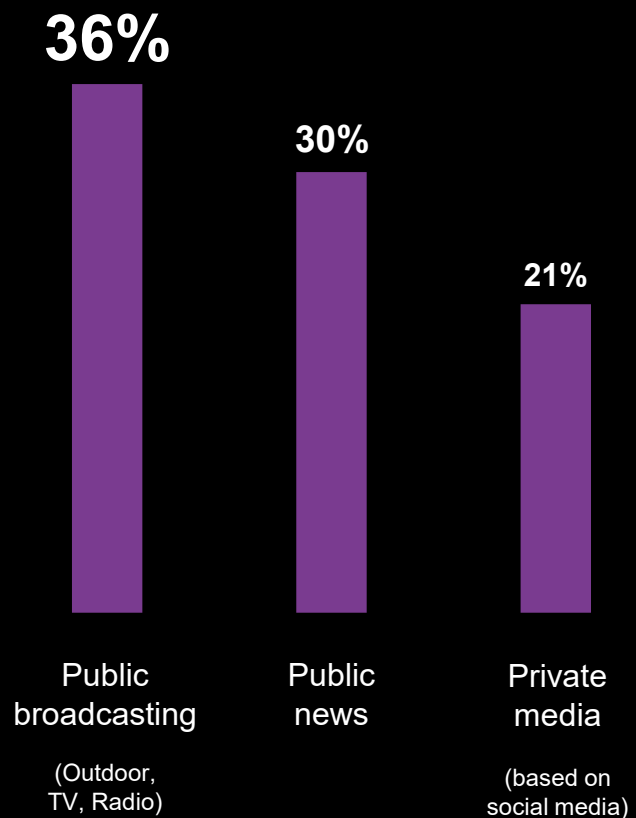
Do not trust online
advertising at all.

Source: [YouGov 2021](#)
(A study from Magna and IPG's Mediahub)

R
E
A
L
V
O
R
D



Level of trust public vs. private



Source: Toluna Clear Channel Trust Research 2020

Q: To what extent do you trust advertising messages you see on these media channels? ... Where 1=Strongly Distrust, and 5=Fully Trust B2B Responses N=1013;

R
E
A
L
W
O
R
L
D



” You can’t
tell lies in
the public.”

- Justin Gibbons,
Researcher and Writer

R
E
A
L

W
O
R
L
D



meaning.



🔊 US: ['mi·nɪŋ]

1. importance or value
2. what something represents or expresses

” Our brains aren’t interested in brands, what they’re interested in is narrative and puzzles. Narrative is another key driver of memory response as it helps us to make sense of the world. By showing moment and situationally relevant content you’re weaving brands into the viewers narrative and therefore giving it the best chance of driving future behavior.”

- Shazia Ginai, CEO, UK, Neuro-Insight



Relevant content

= dynamic content based on time, location, weather or live updates

18 % increase in brain response (approx.)

LOCATION



+17%

WEATHER



+17%

TIME



+15%

LIVE



+22%

DIGITAL IN THE

• **REAL
WORLD**

Brain response: emotional intensity, engagement, memory encoding

**LOCATION
& TIME**

**THE RIGHT
MESSAGE**

**CONTEXTUALITY
& MEANINGFULNESS**

DIGITAL IN THE
• **REAL
WORLD**

“Show me the money.”

🔊 US: [ʃoʊ mi ðə 'mʌni]

1. When people say this, they want to see **evidence that something is valuable or worth paying for**
2. used to tell someone to give or pay you a lot of money, rather than just talk about the fact that they will give it to you



97 %

of grocery store
purchases are
made in-store.

Source: NielsenIQ, 2021

R
E
A
L
W
O
R
L
D



67 %

make the final
product decision
in the grocery store.

Source: Consumer Compass Ltd., Clear Channel,
The Buyers Journey Study, 2018, N1040

R
E
A
L
W
O
R
L
D



63 %

say that
in-store ads affect
on their purchase
decisions.

Source: Kantar Mind, 2018

R
E
A
L
-
W
O
R
L
D



In-store campaigns' measuring possibilities

Advertised product*	During	Post
Customers	+10%	+20%
Sold products	+11%	+26%
Purchase transactions	+11%	+24%

*Bubblegum brand (2021)

Store Digital campaign analysis provided by **SOK Smart Marketing**

R
E
A
L

W
O
R
L
D



The Statement.

🔊 US: ['steɪt.mənt]

1. a piece that is **designed to be very noticeable and stylish**
2. an act or object that **expresses an idea or opinion**
3. something that is said, esp. **officially** and formally



See you in
the real world.