



MENA Momentum 12 trends for 2014

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Mindshare MENA brings you the global and regional trends across the advertising, media and marketing industries in the year ahead. We highlight the insights and implications for businesses, brands and advertisers preparing you for the changes, challenges and opportunities of the next 12 months.

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1. The 5 Second Media

It used to be that brands only had the golden 30 seconds to communicate a message through TV but deeper engagement times on digital platforms changed that. With our even busier lives, the “do more” mentality and the infiltration of technology in every aspect of society, attention is a sparse commodity.

With more information, more channels and more media messages thrown at consumers, there is simply not enough attention bandwidth for people to process all of it. Less is now more, hence the rise of quick communication platforms and media such as Snapchat, Vine and Shazam in addition to shorter more visual ads across media channels.

Brands have less time to communicate the message so media, creative and platforms will have to adapt to this faster pace.

Implications

- › Shorter formats creative and more story visualization
- › Sign-posting to online destinations for deeper engagement becomes even more important
- › Advertisers will require a change of approach from agency partners to adapt to the new pace
- › Many brands will focus on increased frequency, shorter bursts in planning media
- › Digital channels will benefit from this trend and so will social media networks
- › Digital Media publishers will introduce more “snap” formats to support this trend

2. Mobile First

This shouldn't come as a surprise but the first screen is the screen people spend the most time on, and it is almost always a mobile screen. Mobile is personal, private, preferred and present and it's the ultimate link device between social and TV and increasingly becoming a control device for many other home and office technologies.

Mobile is transforming everything from communication to content and engagement. The changing consumer behaviour and usage, aided by TV operators like MBC & OSN making content available on mobile and tablets has already placed mobile as the first screen. Advertisers are fast coming around with UK and MENA mobile adspend both increasing by well over 100% respectively year on year.

TV is still the ultimate viewing device but with the "on the move" generation, mobile is first across devices, channels and media in meeting the multi-purpose demands for consumers and advertisers. We expect to see a major acceleration in adspend growth supported by the already solid mobile penetration in the MENA region and increased emergence of an ecosystem across app developers, mobile publishers and networks.

Implications

- › Increased competition in the mobile publisher space as they come under pressure from traditional digital players.
- › Mobile will provide a channel for better digital creativity and targeting in the MENA region
- › Expect to see more multi-screen campaigns with mobile as a key component
- › Brands have to focus on the mobile space across Paid, Owned and Earned or they will lose ground to competitors
- › Mobile payment usage and platforms will become more popular and with that m-commerce in general

**Super
Trend**

3. Data Diamonds

Big, small, smart, fast or slow, data has never been more important to marketers.

We have seen some great success stories in 2013 on how to use data better with Kleenex utilizing fast moving search data to assign marketing budget based on customer demand.

Brands that are in the Adaptive Marketing mindset will be better prepared to take advantage of the benefits of smart data.

In the current data deluge, only a smaller amount of data is the real treasure, the diamond data that will drive brands and businesses. We will see more brands using technology and data fusion across marketing channels and departments to create business changing decisions

Implications

- › Adaptive marketing will be a key differentiator for brands
- › Opportunities for data, CRM and analytics firms across the GCC
- › The gap in the data marketing space and a need for an eco-system will drive data owners to explore the digitized data space.
- › More data specialists and greater investment in data infrastructure
- › Ownership of personal data is on the rise as people demand control of their own data
- › Better data will drive greater personalization for marketers

4. Don't Shoot The Messenger!

Brands are coming to a mobile phone near you. When Facebook IPO'd in May 2012, their share price tanked when their revenues was minimal from mobile. 18 months on, share price has doubled and mobile is the main reason. Promoted content is the mobile friendly ad model of choice for social networks. Yet, the trend is for teens to prefer messenger apps like WhatsApp, Snapchat, Wechat and BBM. How can brands get in here? Blackberry have launched BBM channels as the first play. Once the BBM platform opens the door to brands, the creative minds will flourish. All the creativity that Vine produced in 2013, expect the same for messenger apps in 2014.

Implications

- › *The trend is to communicate where you have users attention, at the moment that is on their mobile*
- › *Teens are migrating from social networks to the more 'personal' messenger apps*
- › *While social networks are been accommodating to brands, the app platforms have been less so thus far*
- › *There may be some consolidation with Google recently bidding \$3bn for Snapchat, expect something around Whatsapp*
- › *There will be more ad formats such as Instagram ads, brands should be aware of this and act fast, those who enter first reap the rewards as early adopters*



5. Beyond the Cookie

Along with the Multiscreen generation has come a new marketing challenge, which is tracking and engaging this audience seamlessly across multiple channels. The one dimensional limitation of "Cookie" tracking doesn't allow device tracking on mobile and some rich media web services which had led to a need for change. Google, Apple, Facebook and Amazon (GAFA) as well as Microsoft have all been looking at alternative solutions to the Cookie and most solutions point to a proprietary unique identifier system across devices and platforms but confined to the media companies properties. There are other 3rd party alternative to the cookie like Tapad which uses "fingerprinting", a way of pulling multiple characteristics of a user to identify them across devices.

Implications

- › *Consolidated proprietary data giving greater leverage to the big 5 online media companies with opt-in audiences*
- › *More cross device marketing delivering far greater real-time & relevant targeting*
- › *We might see the birth of the advertising data exchange program between the big 5*
- › *Media agencies and advertisers continue to build their own tracking solutions independent of publishers*
- › *More robust cross-channel attribution models*
- › *Watch out for "fingerprinting" technology and other open alternative startups to "cookie" tracking*

6. Smart World, Smart People

Technology is becoming more and more personal, making people and things smarter. Smarter means different things, in different ways. For UAE's Smart City project, it means fully digitizing government services, enabling easier use of smart devices and creating a hyper connected city with a possibly free Wi-Fi network.

For people, it means wearable technology like the Nike Fuel and Fitbit fitness trackers, smart watches from the Kickstarter fuelled Pebble to the Samsung Gear, augmented worlds through Google Glass, Jet Recon and Nissan 3E glasses to smart clothes and helmets.

So what does it mean in the marketing world? What will better connectivity, more intelligent products and a growing consumer appetite for both translate to? A hyper connected world full of personal consumer data like fitness levels, sleeping habits and walking route, need we say more?

Implications

- › New ad platforms will emerge based on wearable technology information
- › The next wave of outdoor advertising will be geared for wearable tech and true conversational marketing across media
- › Opportunities for technology infrastructure vendors in the region
- › Watch out for the challenger digital currencies (i.e bitcoin), new digital payment methods (square) and new digital lending technologies (Kickstarter)



7. The Rise Of The Middle (East)

Despite ongoing instability in parts of the MENA region, it is actually a great time for the Middle East. There's still a while to go but parts of the region are ramping up for landmark and regional changing events such as the 2022 FIFA World Cup in Qatar and the world trade exposition in Dubai 2020. These are only the headlines events but there are others that demonstrate the cultural growth of the region like the Saadiyat Cultural district in Abu Dhabi encompassing the Louvre and the Guggenheim. In addition to the numerous projects planned across the GCC which will drive multifaceted growth, Iran is looking to be an untapped opportunity for many industries.

More obvious trends like house prices rising in the UAE to the explosion of online video consumption in Saudi Arabia highlight that 2014 will continue to be a conundrum for some, but for those in the know, the Middle East is on the rise.

Implications

- › World cup Infrastructure will surely dominate Qatar's construction industry but close behind it will be the IT infrastructure and contracts for various marketing and advertising partners
- › Key opportunities for expanding businesses in Iran who have a sizable population of over 75 million
- › After a flat and possibly negative YoY ad spend growth, marketers will again be looking at the sleeping giant Egypt to see if it will re-awaken as a country to invest in

8. World Cup Fever

It's a special time every four years when the greatest show on earth comes around. This time around, the excitement couldn't be any higher as some ad campaigns started as far back as middle of 2013. Traditionally, key sporting events like the World Cup send the marketing and advertising industries into a frenzy of market share grab but the Fifa 2014 world cup in Brazil is really going to be special. While the London Olympics in 2012 was right in the midst of the multiscreen revolution, the Brazil World cup set in a region which is already a creativity hub will lead a new drive in innovation, originality and creativity.

In addition, Brazil is vying for the title of the social media capital of the world justified by its population of users on Facebook and Twitter and a society that simply loves social sharing. Closer to home in MENA, expect to see a massive increase in World Cup content online, more experiential activations and a sharp uptick in competitive spend between the big brands and sponsors.

Let's not forget the Super bowl and the Winter Olympics. It's going to be a great year for sports marketing and brand sponsorships.

Implications

- › *World cup sponsors will lead the space but watch out for guerilla activations*
- › *A competitive battle on the spend front but smart brands will invest... well, smartly*
- › *Call it the Social World Cup or video or mobile, it will definitely be a digital World cup*
- › *Branded content comes into its own, the platforms are ready, the stars are on standby, consumers expect to be entertained*
- › *Viewership habits will shift propelled by World Cup time differences therefore growing multi-screen usage*



9. Programmatic Everything

With the rise of “5 second media”, the data economy and more pervasive technology, programmatic media is coming into its own. One only need look at the growth of real time bidding in digital to see the trend for smart automation in media buying.

While digital programmatic has been on the rise for years, the next frontier is everything else and although this is still a while away, any agency that has a “trading desk” sees the benefit of moving some of their offline media to a more automated process. Also, with the rise of smart TVs, the convergence of programmatic to TV platforms is nigh.

There are a few test partnerships in the pipeline for programmatic TV and a couple of start-up platforms like Audience Express are live, however given the disappointment of both Google (Google TV ads) and Microsoft (Navic) in this area, the proof is in the pudding. WPP's audience network Xaxis already have two products in this space, Xaxis Places (outdoor) and Xaxis Radio both launched in 2013.

The general consensus is that it will happen, it's simply a matter of when, and when may very well be 2014!

Implications

- › *Premium inventory become even more prime*
- › *Expect a move towards cross media adoption of programmatic buying*
- › *Expect more consolidation and acquisitions in the digital network space*
- › *Digital programmatic grows in the MENA region*
- › *Programmatic mindset drives more integrated media*

10. The Content Story Continues

As a major trend from 2013, the 3Cs (content, conversation and community) continue to be ever so important. Programmed, branded, native, user generated, and co-created, all these types of content are becoming a staple part of the marketing mix for advertisers.

Brands are seeing the merits of deeper engagements through content and significantly are adapting their business KPI's to measure the effect of their investment in this area. In a cluttered media space, advertisers who create branded content from scratch create own-able media assets that give them competitive advantages, efficient media spending, and a higher brand recall.

However curation is also a big play here, brands don't need to create content to own a theme. They simply need to deliver it to the audience and this will see more brands explore the content distribution space by partnering with 3rd party suppliers and choosing the right delivery platform. Content marketing means disruption of the norm, ads become movies, films are songs, entertainment is advertising, target audience are fans and a product launch could be the event of the year.

Simply, storytelling is back, and it's back in a big way but also in a way that allows smaller brands to compete because content has no boundaries.

Implications

- › *Very strong competition amongst brands for the most appealing content.*
- › *A shift towards longer and more integrated partnerships*
- › *Media publishers with unique content will shine above the rest*
- › *A growing eco-system of content providers and budding film producers*
- › *Some SEO & PR agencies rebrand as "Content Marketing" agencies*
- › *We will see the launch of more self-publishing content platforms*



11. Video-Visual

Video has never been bigger and right now it's sky-bound as we are seeing a mass explosion in demand and supply helped by a few watershed moments in 2013. One of those watershed moments was typically Hollywood with Kevin Spacey's speech about the future of TV, Netflix and the Emmy winning series House of Cards (watch it!)

The success of House of cards was a proof point for online TV and video in general proving that to the audience, video content is device agnostic, media neutral and platform irrelevant. One key event doesn't change the industry but we argue that this was the tipping point for online platforms such as Netflix, Hulu, Blinkbox, Lovefilm, Shahid, YouTube and a host of others.

As we see more online platforms, so also are we seeing the penetration of video into all types of advertising from digital ad formats to the rise of social video and the use of video to augment and extend TV reach. With regional video content growing stronger and unique videos from the likes of Telfaz11 and Uturn entertainment, expect the momentum to grow and 2014 to be a great year for video.

Implications

- › *A bigger year for unique Ramadan content in 2014*
- › *More online TV series globally and regionally*
- › *Video takes a big slice of digital advertising spend*
- › *Social video continues to grow*
- › *Video not TV and the rise of mutli-linear narratives across platforms,*



12. Consumer Celebrity

Say hello to the social media influentials, the new celebrities if you like, recognized by their followers count, quantified by their reach, sought after by brands to help reach their target audience and rewarded by their Klout score.

Celebrity endorsement is not dead, although it's in a different form. The old school use of celebrities might still have some effect but the effect is way stronger when these influentials are involved with the brand and with the audience in terms of integration rather than the straight forward use of a celebrity as just another cast member in brand communication.

The power of influencers can be seen right across the spectrum, Jay z and Samsung, Messi/Kobe and Turkish Airlines, Amr Adib & 1 million blankets, Jamal Edwards & Google, Nancy Ajram & Nissan, Lebron & Nike, influencers drive the conversation and if strategized correctly, drive the movement.

Implications

- › *More authentic human brand communication utilizing the power of influentials*
- › *Stronger competition for the “poster boy” influentials with some experiencing over exposure in the world cup year*
- › *The power of Consumer Celebrities grow as they carry more weight within their credibility circles and niche communities*

Celebrity
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