How are cross-media campaigns developed? Creative & innovative media solutions

LET’S PARTNER UP
DPG Media
DPG Media  De Persgroup Media Group.
International holding

Belgium

The Netherlands

Denmark
Cross-media portfolio Belgium
Each medium has its own strength

Newsmedia
- HLN
- Het Laatste Nieuws
- DeMorgen
- Select TV
- VTM Nieuws

Television
- VTM
- Q2
- CAZ
- VRT Kids
- VTM Kids

Online services
- Vacature
- Livos
- Energie
- Spaargids.be
- Tweakers
- Topics

Magazines
- Dag Vlaanderen
- Good Gevecht
- Familie
- Tele Blad
- Humo
- Story

Radio
- Joe
- Q
- Willy

Telco
- Jim Mobile
- Mobile Vikings

Relevant news & entertaining content
560 articles a day, big & small news, & original content
feed 35 local brands & reach > 80% population
Re-evaluating media:

What the evidence reveals about the true worth of media for advertisers.

“Unless you’re an omniscient, omnipotent being (or Chuck Norris), you’d better have data to back up your idea or approach.”

American engineer, statistician, professor, author, lecturer, and management consultant - W. Edwards Deming
Overall performance ranking (BE)
Which media are considered best to grow your long-term business results?

<table>
<thead>
<tr>
<th>Attributes tested</th>
<th>What advertisers/agencies say</th>
<th>What the evidence says</th>
</tr>
</thead>
<tbody>
<tr>
<td>Targets people/place/time</td>
<td>1 Social media (paid) 34</td>
<td>1 Television 68</td>
</tr>
<tr>
<td>Increases brand consideration</td>
<td>2 Online video 33</td>
<td>2 Radio 62</td>
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<tr>
<td>Positive emotional response</td>
<td>3 Radio 32</td>
<td>3 Direct mail 55</td>
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<td>Better campaign ROI</td>
<td>4 Television 31</td>
<td>4 Newspaper (print) 52</td>
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<tr>
<td>Maximizes reach</td>
<td>5 Direct mail 30</td>
<td>5 Out of home 52</td>
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<td>Short-term response</td>
<td>6 Cinema 29</td>
<td>5 Magazines (print) 52</td>
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<tr>
<td>Gets ads noticed</td>
<td>7 Online display 28</td>
<td>7 Social media (paid) 48</td>
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<tr>
<td>Brandsafe and transparent</td>
<td>8 Out of home 28</td>
<td>8 Cinema 47</td>
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<td>Low cost audience delivery</td>
<td>9 Magazines (print) 28</td>
<td>9 Online video 47</td>
</tr>
<tr>
<td></td>
<td>10 Newspaper (print) 26</td>
<td>10 Online display 45</td>
</tr>
</tbody>
</table>

Based on 140+ published recent reports and industry media planning.

Scores cannot be directly compared. Relative differences and order can. Both results are weighted based on the importance of the attributes, claimed by advertisers/agencies.
Through a full funnel approach we combine a broad reach with individual targeting based on data.
With our platforms & content we offer a full funnel approach

**Upper funnel**
- **Goals**: Build reach and create brand awareness
- **Media building blocks**: TV, Addressable TV, TV sponsoring (RTP/Jingles/content)
  - Radio, Newspapers/Magazines, Impact display, Video ads, Audio ads

**Mid funnel**
- **Goals**: Engagement with your audience. Give more information
- **Media building blocks**: Infomercials, Magazines, Targeted Display/Video, Addressable TV, Advertisals, Native advertising, Influencers

**Lower funnel**
- **Goals**: Activate your audience. Generate traffic & conversion
- **Media building blocks**: Radio, Display, PMP, Retargeting
Creative & innovative media solutions
Let’s be partners and build success together

**Creative** collaboration to tell your story

- Native / branded content with guaranteed – engaged - views
- Explosion of **online video**
- **Influencer** marketing
- Collaboration with marketing
- Editorial content integration
- Podcasts
- 360° experience
- ...

Let’s be partners and **build success together**

**Innovative media solutions**

- **All media become digital** - be where your consumers are

- **Data connection** DMP to track the consumer - Building audiences is the key targeting – retargeting – right person / right time / right message
Key Takeaways

- Each medium has its own strength
- Full funnel approach
- New creative possibilities
- New innovative media solutions
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