YOUNG LIONS COMPETITION
AUSTRALIA

SOMETHING TO ROAR ABOUT

YOUNG LIONS COMPETITION AUSTRALIA

WELCOME

YOUNG LIONS COMPETITION AUSTRALIA

Introduction

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YOUNG LIONS COMPETITION AUSTRALIA

The Brief

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GENERAL MANAGER AU/NZ | THE TRADE DESK

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We're not in Kansas..

80%+

CMOs include China in their global marketing and advertising campaigns in the next 1-3 years.

80%+

expect their investment in China to increase in the next 12-18 months.

CMO "Reasons for Marketing in China"

- The market size overall
- Emerging middle class
- Geographical diversification
- Global economic trends
- Their use of smartphones/technology
- China has always been a key market for us

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Source: Forbes CMO Survey Results

CNN BUSINESS Markets Tech Media Success Perspectives Video

Just showing up is no longer enough for global brands to win in China

Luxury Brands Still Struggle To Crack The Red Hot Chinese Market, But They're Adapting

Why Western fashion brands fail in China, and tips on succeeding in a country where millennial consumers are taking over

Chinese marketing trends in 2018: What Western brands need to know

CNN BUSINESS Markets Tech Media Success Perspectives Video

Dolce & Gabbana has a big China problem after ad causes outrage

2,140 views | Jan 4, 2018, 03:06pm

How Brands Can Stay Ahead In China

theTradeDesk

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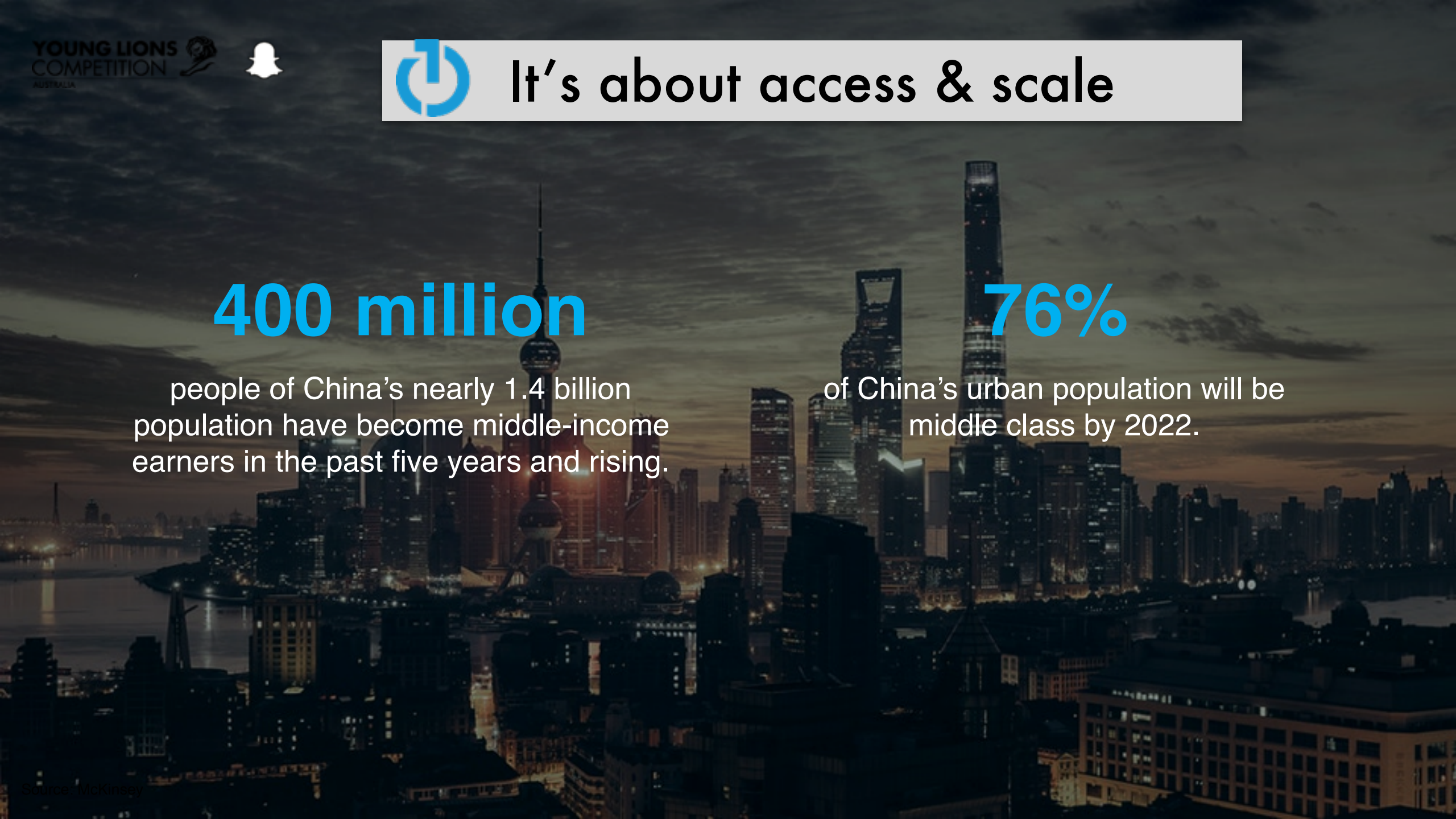
The Challenge
There is a misconception that reaching Chinese consumers is extremely difficult from Australia

In one sentence

Come up with an awesome idea that inspires Australian Business to advertise to consumers in China



It's about access & scale

400 million

people of China's nearly 1.4 billion population have become middle-income earners in the past five years and rising.

76%

of China's urban population will be middle class by 2022.

Source: McKinsey

China vs. United States

Youku, iQiyi, and Tencent Video MAUs are all larger than the entire US population.

327 M
Population

Youku

374.1 M
Monthly Active Users

iQiyi

463.4 M
Monthly Active Users

Tencent Video

463.4 M
Monthly Active Users

China access partners

Core Business: **Search**

SSPs:

- Baidu Exchange Services
- iQiyi Ad Exchange

Core Business: **E-Commerce**

SSPs:

- Youku Exchange Services

Core Business: **Gaming**

SSPs:

- Tencent Social Ads
- Tencent Online Media Group

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Video

Instream

Premium Packages

- Baidu 百度
- Alibaba Group 阿里巴巴集团
- Tencent 腾讯

- iQIYI 爱奇艺 悦享品质
- YOUKU 这世界很酷
- 腾讯视频

Mobile

Display

Baidu Exchange Service

BES交易服务

Splash

Mobile Interstitials

Video Pause

Ad

- iQIYI 爱奇艺 悦享品质
- YOUKU 这世界很酷
- Zhihu
- Moji Weather
- WPS Office
- QQ
- Tencent News
- QQ Browser
- Qzone
- 应用宝 YingYongBao
- 腾讯视频 Tencent Video

Native

Display

Baidu Exchange Service

BES交易服务

- YOUKU 这世界很酷

Social Plus Data

- 应用宝
- 腾讯视频
- Zhihu
- Moji Weather
- WPS Office

Video

- 腾讯视频

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For your consideration

This is not a programmatic brief

Get familiar with Chinese consumers and the Chinese media market place

Your biggest biggest challenge is your biggest opportunity

Australia's Chinese connections are closer than you think

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THANK YOU

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2018 Winners

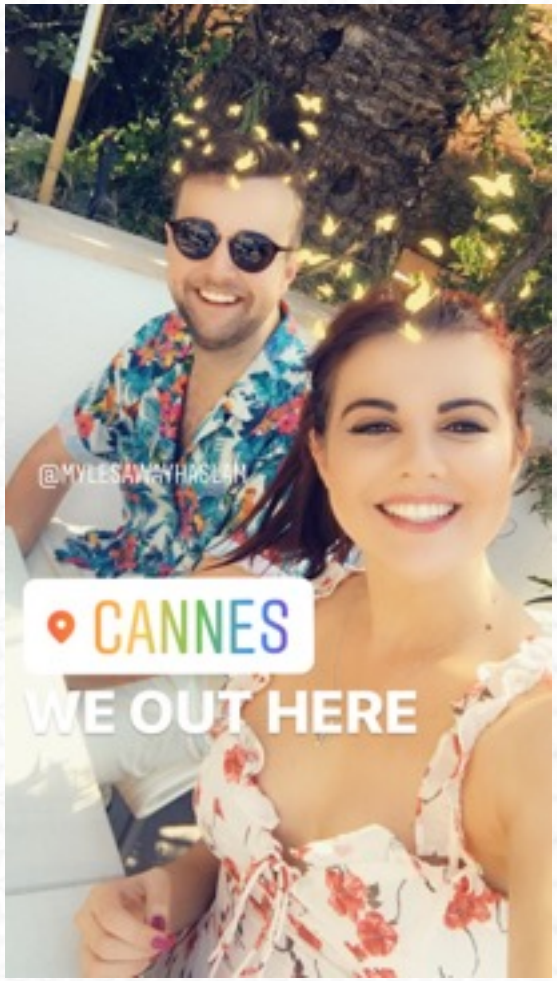
Caitlin West & Myles Haslam

MEDIA MANAGERS| BOHEMIA

10 Tips in 10 Minutes

By Myles Haslam & Caitlin West

Before you go through all the stress – know that the end result is worth it



1

Start with the right partner

And don’t be afraid to tell them their ideas are terrible

3

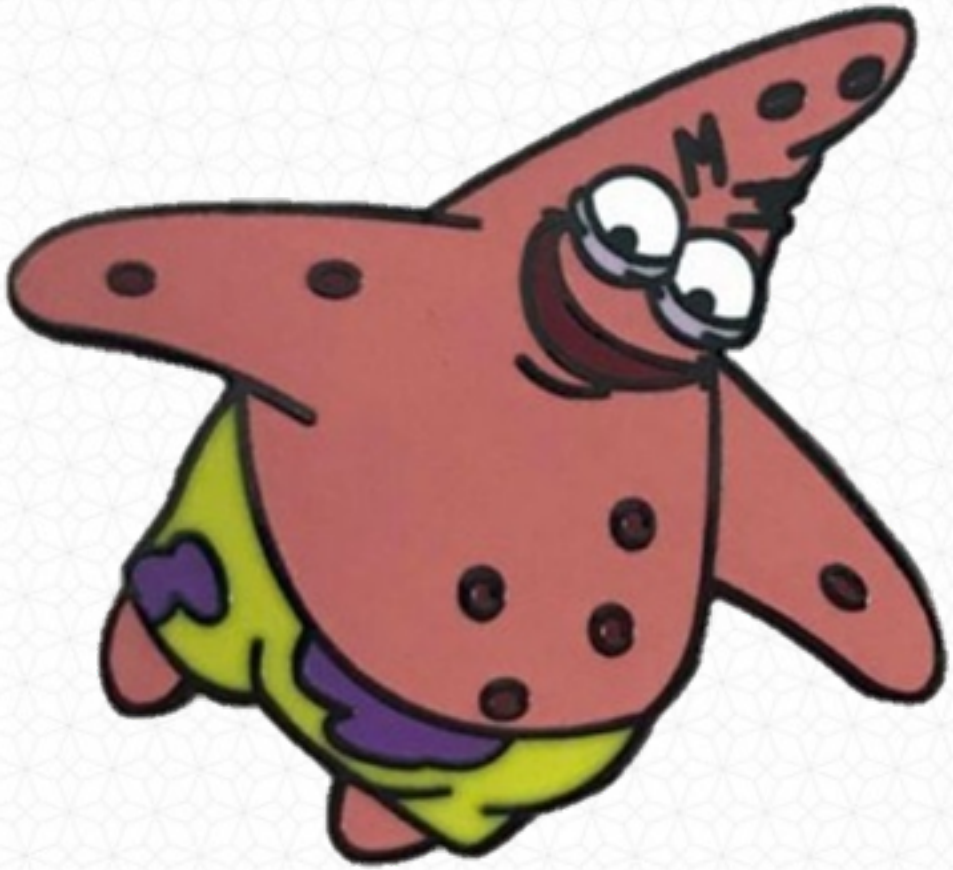
Understand the brief
Answer the brief

Figure out where everyone else is looking…

Then look the other way

5

Follow your gut

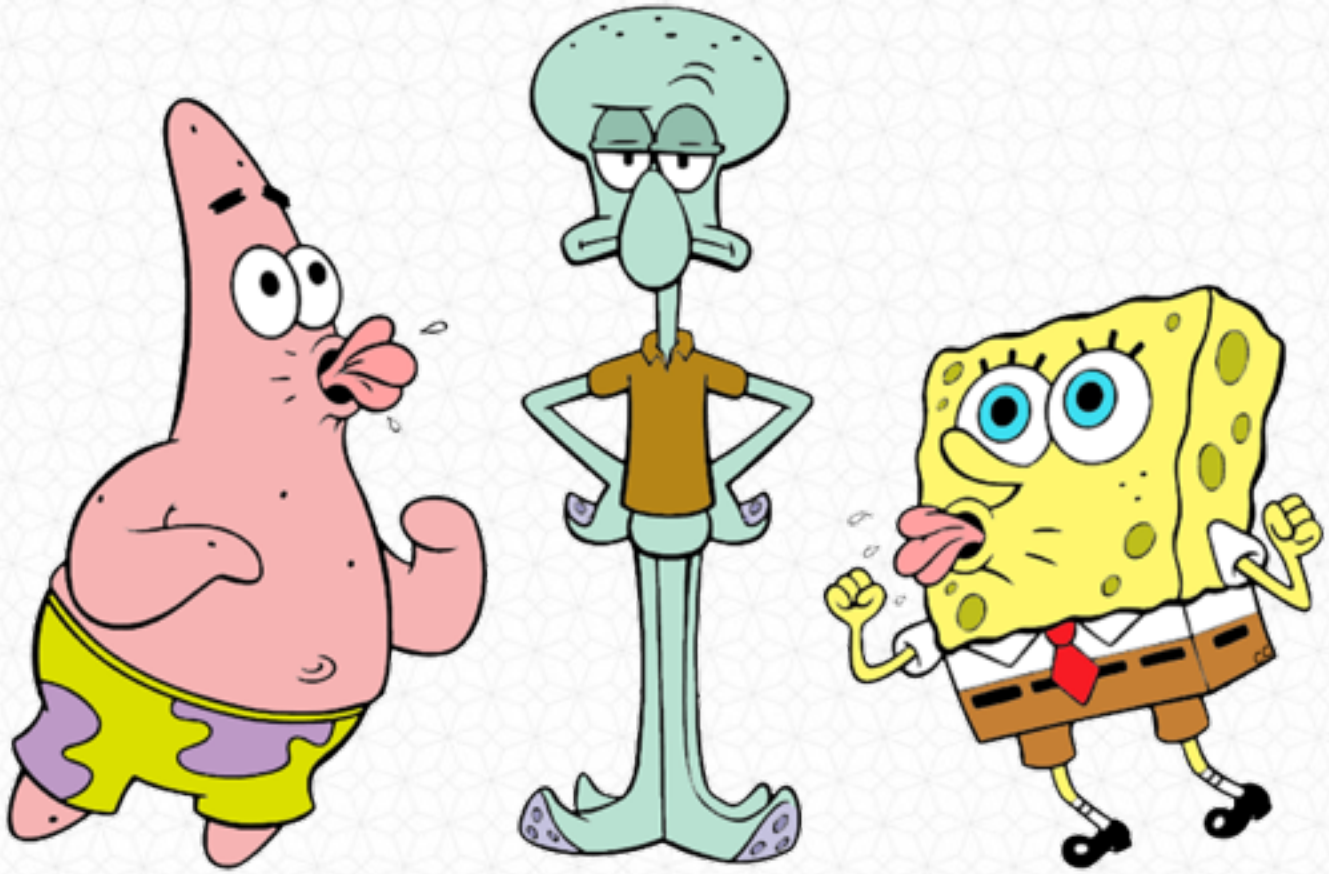


Be your own harshest critic

7

When you crack your idea… write down why you love it

If you don’t love it – no one else will.



Check in with someone else – sometimes you're too close

The power of an insight

- Start with a guiding insight and the executions will follow – don't try to retro-fit
- Research your audience to get in their head

Ask why
Then ask why
Then ask why again

- Distilled into a golden insight, exploded into media, then elevated and amplified

Have fun

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2015 Winner

Jack Smyth

HEAD OF INNOVATION | MINDSHARE

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(questions)

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