

IAB Europe MIXX Awards Webinar

mIXX
awards europe 2018

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MILAN
2018

Delivering Effective Digital Advertising Campaigns

20 November 2018

Good afternoon and welcome, we will start shortly

mixx

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MODERATOR



Marie-Claire Puffett
Business Programmes
Manager, IAB Europe

PRESENTERS



Tomas Sweertvaegher
Strategic Director,
LDV United



LDV UNITED



Ksenia Zazulova
Chief Digital Officer,
Initiative Russia



Levent Kasapoğlu
Digital Director,
MediaCom

MEDIACOM

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Hi.

LDV United
Tomas Sweertvaegher
Strategic Director

Case:

Special Olympics

Dare to play

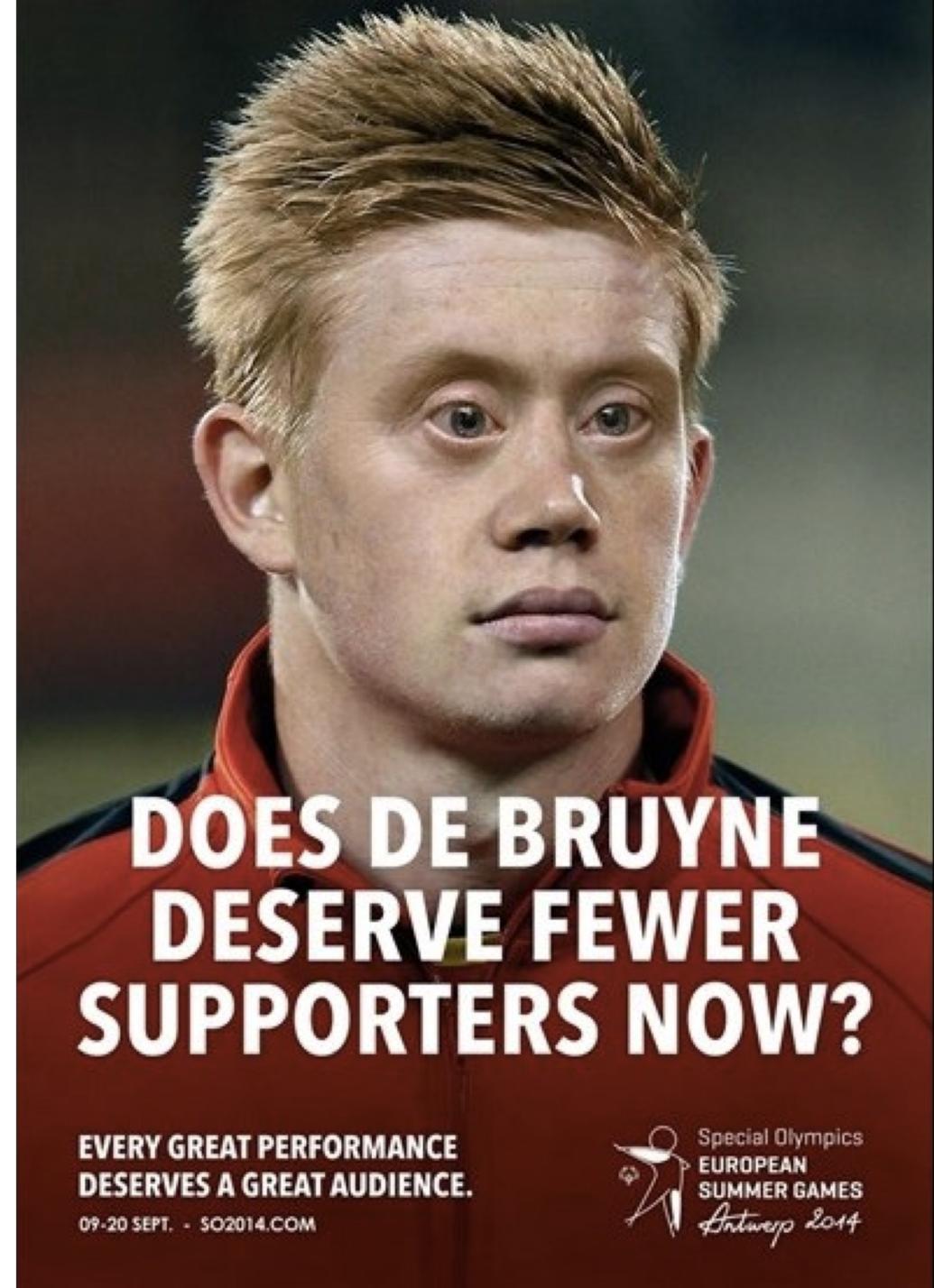


- Campaign effectiveness – GOLD
- Social Media – SILVER
- Integrated Advertising Campaign - SILVER



Briefing

- Special Olympics is an organisation that provides sports training and competition for people with intellectual disabilities.
- We already did a campaign to challenge the stereotypes.



Context

- Social isolation is the #1 problem for people with a mental disability.
- Special Olympics Belgium believes strongly in social integration and inclusion through sports, by playing on the same team.
- The problem? In Belgium, “Unified Sports” is still very unknown.



Objective

- Reach everyone who plays sports in Belgium.
- Inform & convince to play unified.
- But no media budget & very little owned reach

Strategy

- Smartest way to engage audience was through their own sports heroes.
- Not out of pity, but out of mutual love for the game.
- By challenging top athletes we could use them as:
 - messenger: the endorsers of Play Unified
 - channel: reaching their millions of fans

Creative idea

- 6 mentally disabled athletes challenged 6 sports heroes by surprising them while they were training.
- Digital and social media to amplify the message, increase the pressure on the sports heroes and engage people.

Creation





Influencers support

 **Kevin De Bruyne** heeft de video van **Mousa Dembele** gedeeld.
29 augustus · 🌐

Awesome! Looking forward to the game #PLayUnified www.playunified.be
[Mousa Dembele](#)



86.228 weergaven

Mousa Dembele
29 augustus · 🌐

Did he just call me a chicken?

👍 Leuk 💬 Reactie ➦ Delen

👍 😂 ❤️ Petra De Roos en 1,9K anderen Populairste reacties ▾

 **Jan Vertonghen** heeft de video van **Mousa Dembele** gedeeld.
29 augustus · 🌐

😊 Yes he did call you a chicken **Mousa Dembele!** 🤡 🤡 🤡



86.228 weergaven

Mousa Dembele
29 augustus · 🌐

Did he just call me a chicken?

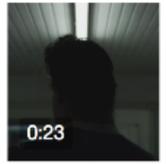
👍 Leuk 💬 Reactie ➦ Delen

👍 😂 ❤️ Petra De Roos en 621 anderen Populairste reacties ▾

Influencers support

Jan Vertonghen @JanVertonghen · Aug 29
:-) Yes he did call you a chicken @mousadembelle 🐔 🐔 🐔

Mousa Dembélé @mousadembelle
Did he just call me a chicken?



111 594

Bart Schols @bartschols
Ook zeer schoon: onze special olympiërs. Sommigen zelfs met veel guts :-) #top

Tomas V. D. Spiegel @tomasvds
Lef heeft hij alvast! Qu'en pensez-vous @belgianlions ?



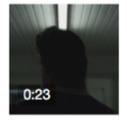
4

Kevin De Bruyne @DeBruyneKev
It's on! Challenge accepted @SOBelgium @mousadembelle @JanVertonghen #PlayUnified 🏆🌟 playunified.be



Karl Vannieuwkerke @Vannieuwkerke · Aug 29
Kom op @mousadembelle die uitdaging ga je toch aan, man?! #playunified #specialolympics RT als Mousa dit moet doen!

Mousa Dembélé @mousadembelle
Did he just call me a chicken?



57 55

Hautekiet @hautekiet
Lies daagt @wickytennis uit voor een tennismatch. Klik op like om Lies succes te wensen! radio1.be/laat-mensen-me...



Joke Hofmans @jokeeh
Wat een leuke campagne! playunified.be/nl/challenges #playunified pic.twitter.com/ar2CkcObx8



Kim Clijsters @Clijsterskim
@wickytennis @SOBelgium Go for it @wickytennis ! I'll reserve you a court at the Academy 🏸️ 😊 #PlayUnified

#PLAYUNIFIED PLAYUNIFIED.BE
Special Olympiërs kietelen het eergevoel van topatleten als Dembélé, Timmers en Van Avermaet en dagen de sportwereld uit. #PlayUnified www.playunified.be playunified.be

RETWEETS 9 LIKES 30

Michael Phelps @MichaelPhelps
Brave challenge @SOBelgium athlete Micheline. @PieterTimmers shows courage and accepts. #PlayUnified

#PLAYUNIFIED PLAYUNIFIED.BE
Special Olympiërs kietelen het eergevoel van topatleten als Dembélé, Timmers en Van Avermaet en dagen de sportwereld uit. #PlayUnified www.playunified.be playunified.be

Reaction from the media



All challenges accepted

Lies slaat balletje met Yanina Wickmayer

Eindhout, Bree
Yanina Wickmayer en Sabine

bekender moet maken. Uitdaagster Lies Gielis (27) is een echte sportfanaat. Samen met Yanina Wickmayer (31) uit Eindhout en Sabine Ellerbroeck (31) uit Bree speelt ze tennis bij de Belgische Tennisbond. Lies en Yanina spelen al jarenlang in de club in het gewo...



De wedstrijd werd gespeeld in de Kim Clijsters Academy. FOTO BELGA



Foto van de dag

Belgian Red Devils met Special Olympics Belgium en 3 anderen.
30 september om 17:42 · 🌐

8 Special players made our selection. Welcome to the team! We're ready to #PlayUnified #SpecialOlympicsBelgium #SpecialOlympics
www.playunified.be

BELGIAN RED DEVILS

SQUAD LIST PLAY UNIFIED MATCH
MONDAY 3 OCTOBER 2016 - BELGIAN FOOTBALL CENTER TUBIZE

#TOUSENSEMBLE ROAD TO RUSSIA

EVERT DIERICKX	FELIX FREYS	EDEN HAZARD	DEJAN JANSSENS	MIEL LIPPENS
ROMBULO LUKAKU	DRIES MERTENS	SMYCN MIGNOLET	PASCAL STAS	CHRISTOPHE THEYS
TJORNEN VANDER ROOST	MARC VERBELEN	AREL WITSEL	JAN VERTONGHEN	

f YouTube BELGIANREDDEVILS @BELREDDEVILS APP.BELGIANREDDEVILS.BE

Studio Brussel
4 oktober om 8:32 · Tubize, Wallonië · 🌐

Gisteren speelden de Belgian Red Devils een voetbalmatch samen met enkele voetballers met een verstandelijke beperking. Eva De Roo ging erheen en sprak met Dries Mertens en Christophe!



Borlées lopen met atleten Special Olympics

BRUSSEL
De broers Kevin, Dylan en Jonathan Borlée hebben gisteren in Sp... gelopen met de atleten van de Special Olympics. Ze deden dat in h... United, een campagne die mensen met en zonder verstandelijke beperking in dezelfde ploeg of club wil doen sporten. Atlete Evy Ploegaerts had België's snelste boers uitgedaagd met een spandoek langs hun trainingspiste waarop stond: *Spurtje trekken Borlées? Of zijn jullie bang om in het stof te bijten?* Evy kon door gezondheidsproblemen zelf niet lopen, maar reageerde heel enthousiast: "Ik kan het nog steeds niet geloven dat de familie Borlée mijn uitdaging aanging. Hopelijk kan ik een volgende keer tegen hen lopen. Ze zijn nog niet van mij verlost!" "We vinden het belangrijk dat iedereen toegang krijgt tot dezelfde sportinfrastructuur, ongeacht of je een beperking hebt of niet", aldus Jonathan. "We hebben ons geweldig geamuseerd", besloot Kevin. (ycs)

Sporza
3 oktober om 22:19 · 🌐

De Belgian Red Devils speelden een match tegen G-voetballers. Jan Vertonghen zag een talentje en probeerde hem meteen naar Tottenham te halen. Prachtig interview!
>> <http://sporza.be/permalink/1.2785090>

Zeg Tjornen, hoe was het om met Jan Vertonghen samen te spelen?



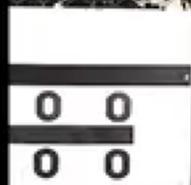
459K weergaven
Leuk Reactie Delen
Gaëtan Vdb, Petra De Roos en 10K anderen
Populairste reacties

Leuk Reactie Delen
Hannes De Block, Tim Janssens en 1,5K anderen
Populairste reacties



MANINA. PLAY
BALL? I'M ALREADY
IN TOP FORM.

#PLAYUNIFIED
PLAYUNIFIED.BE



Results

- More than 5.000 new athletes play now 'Unified'
- More than 400 new sport clubs play now 'Unified'
- More sponsors for Special Olympics + longer contracts





HELLO.

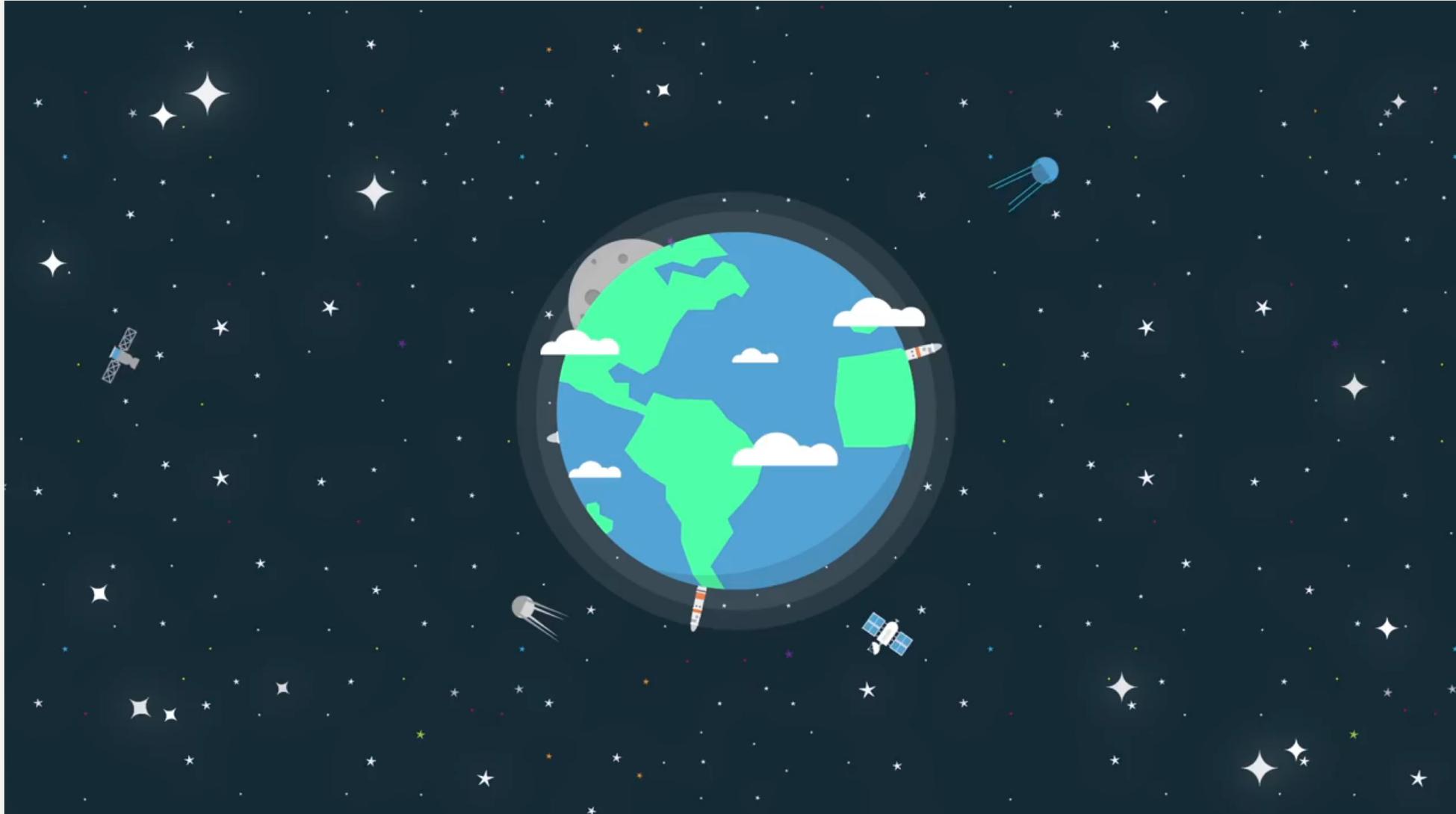
DOVE. DRY SHAMPOO, INITIATIVE RUSSIA

Initiative

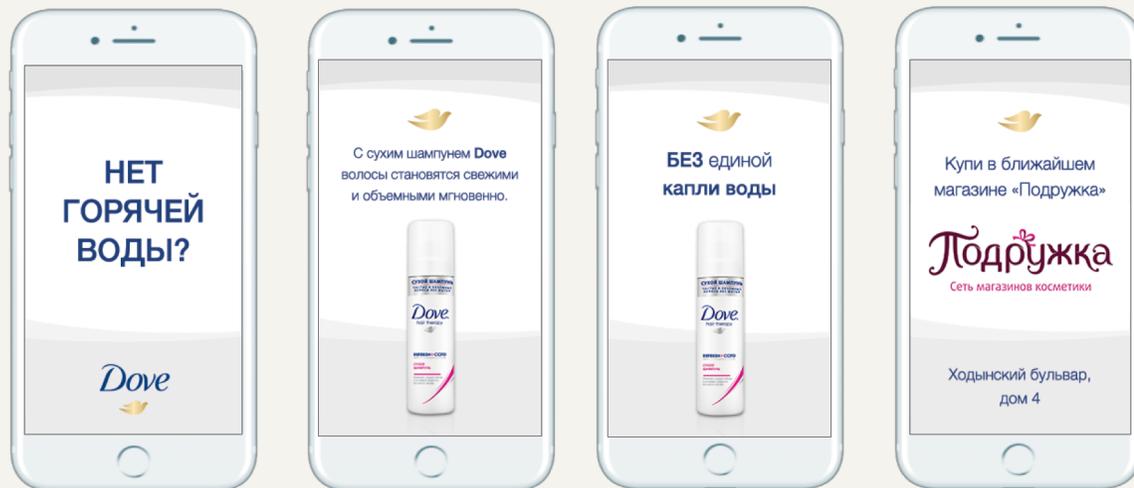
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DOVE. DRY SHAMPOO – VIDEO CASE



DOVE DRY SHAMPOO CASE. MICROSEGMENTS TARGETING AND DYNAMIC CREATIVES



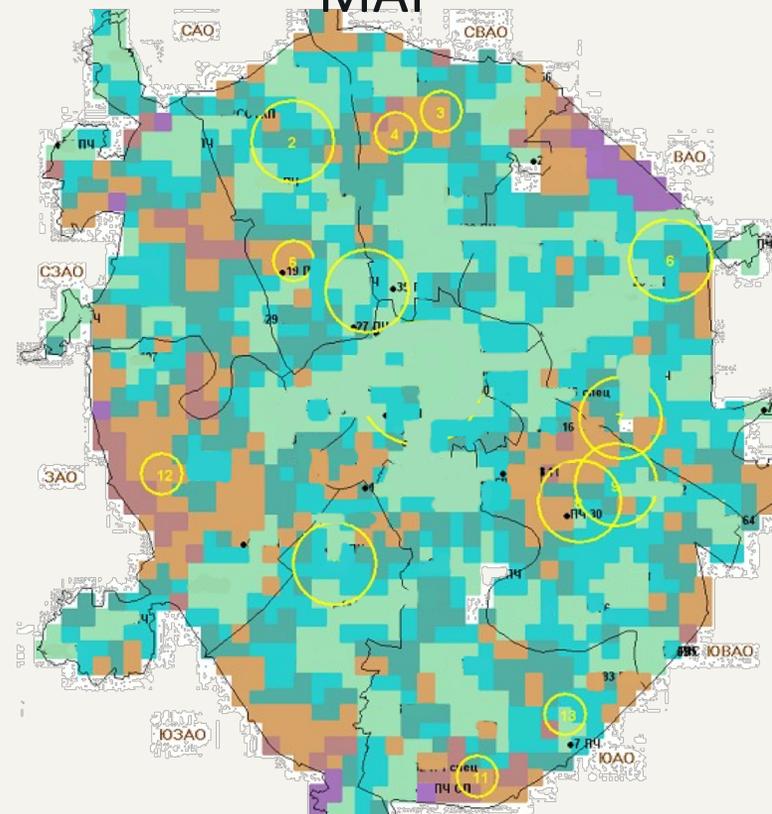
CONTEXTUAL RELEVANCE

Women contacted with ads only when they had hot water turned off

PERSONALIZATION AT SCALE

Each ad contained the address of the nearest to woman house store "Podrzhka"

MOSCOW MAP



BANNERS



PROMO-POSTS



MOBILE BANNERS



○ — THE CAMPAIGN ACHIEVED HIGH REACH AND INVOLVEMENT LEVEL — ○

MLN CONTACTS



MLN UNIQUE REACH

P.P.
PRODUCT AWARENESS



PRODUCT
SALES

THANK YOU

Initiative

AKBANK

JAZZ STATE of the CITY

20.11.2018

LEVENT KASAPOGLU

MEDIACOM



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CASE
VIDEO



27th Akbank Jazz Festival

The most important Jazz Event
In the Country, also one of the
best in Europe



27. akbank
caz festivali
ŞEHRİN
CAZ HALİ

27th Akbank Jazz Festival

Brief:

Promote the most important Jazz Event Of the country; Akbank Jazz Festival to the young audiences by using the festival motto; «**Jazz State Of The city**»

HOW?

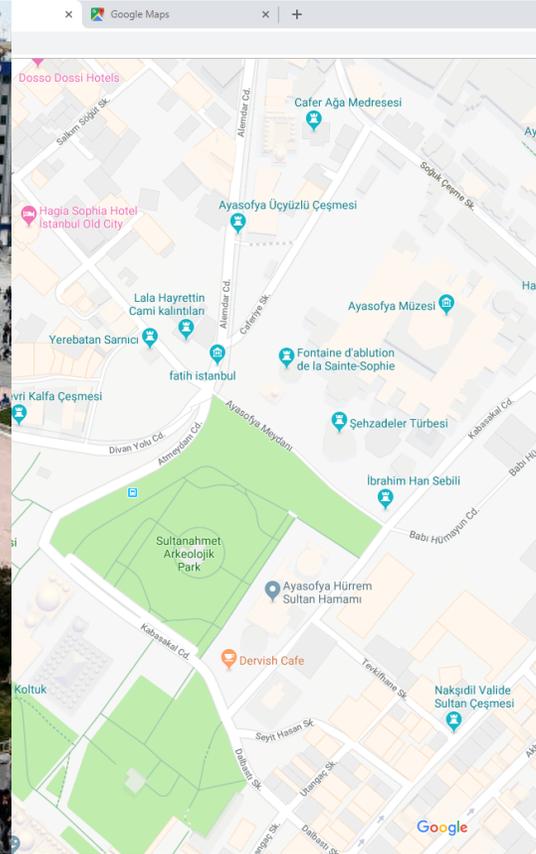
We need a data source? But which one is the best?



Geographical Data:
Heights, open areas,
parks, buildings



Placing a microphone
and listening every part of
the city, and use this
sound to produce music.



Use place names and
somehow convert the
names in to music.

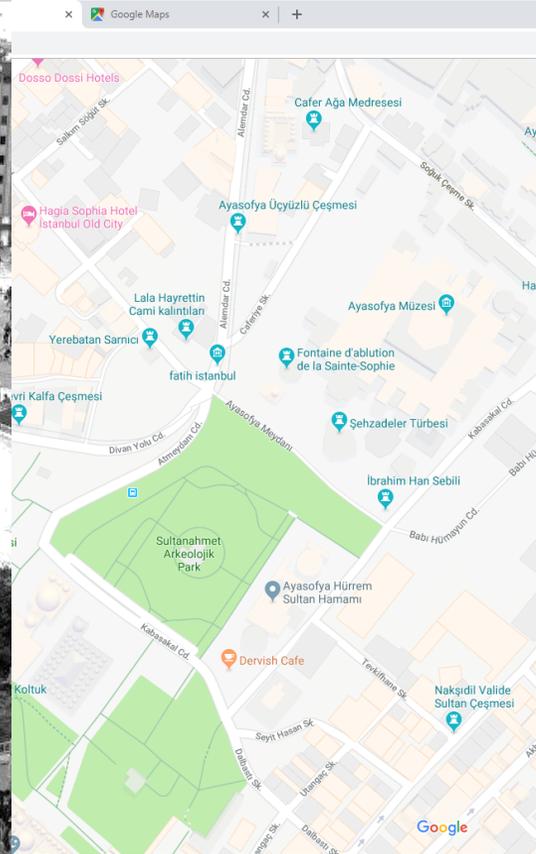
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Placing a microphone
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Use place names and
somehow convert the
names in to the music.



HOW?
can we convert street names to
music?

Prosody; in linguistics is defined as the patterns of stress and intonation in a language. It refers to the curves and patterns of speech – its rhythm and pitch, its tone and pace.



Example For English



UNIVERSITY OF UTRECHT CONSERVATORIUM OF MUSIC



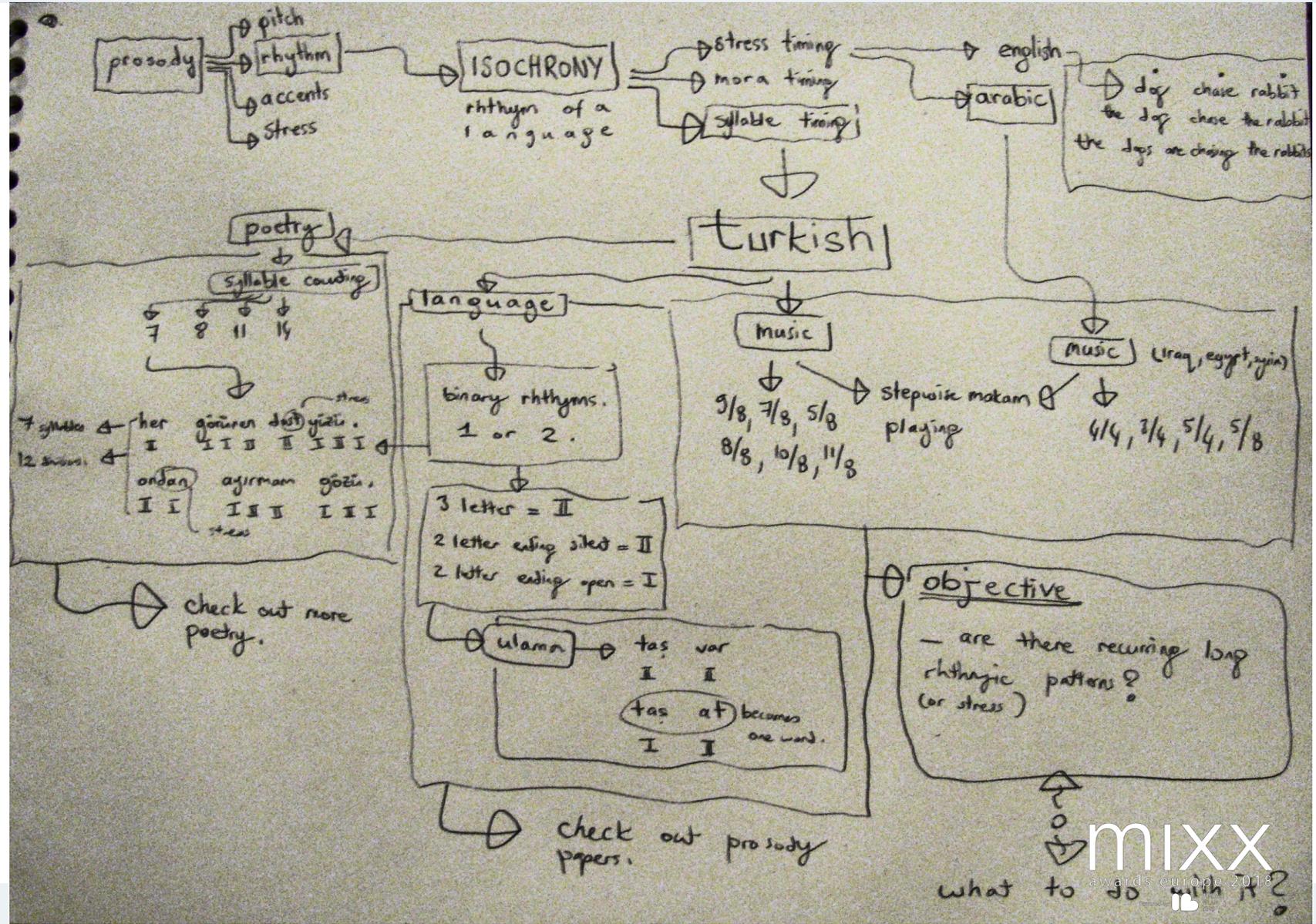


UNIVERSITY OF UTRECHT CONSERVATORIUM OF MUSIC

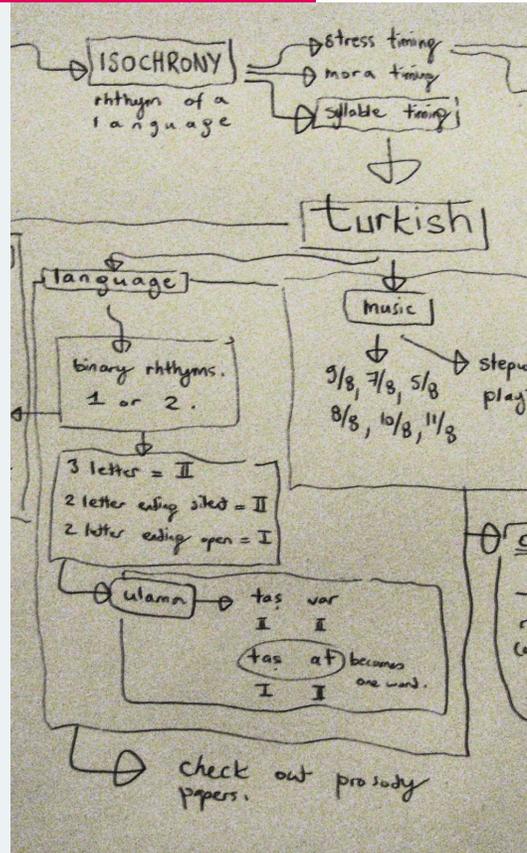


ALI MURAT CENGİZ

Turkish Isochrony by HKU



Three steps to produce online audio.



Turkish Isochronic Algorithm

Creates notes and Rhythms



Automated Sound Production System

An automated system that will produce music with using rhythms and sound effects



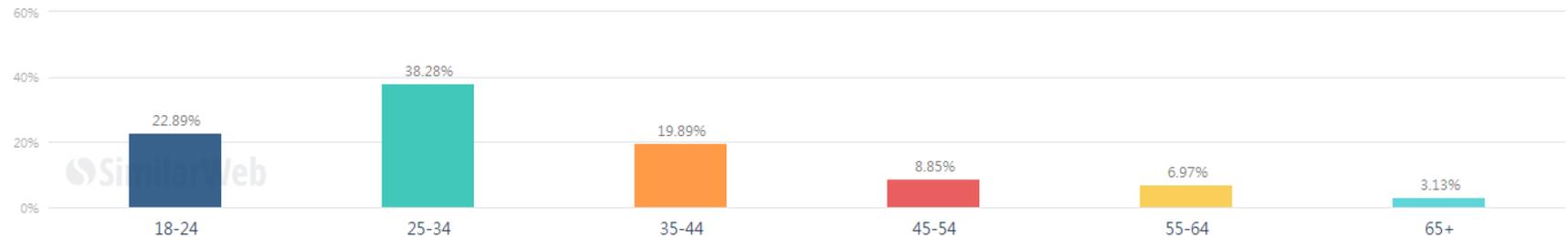
Jazz Oriented Sound Library

Basically a folder of sound files that has Jazz instruments

Presenting The Work to Young Audiences

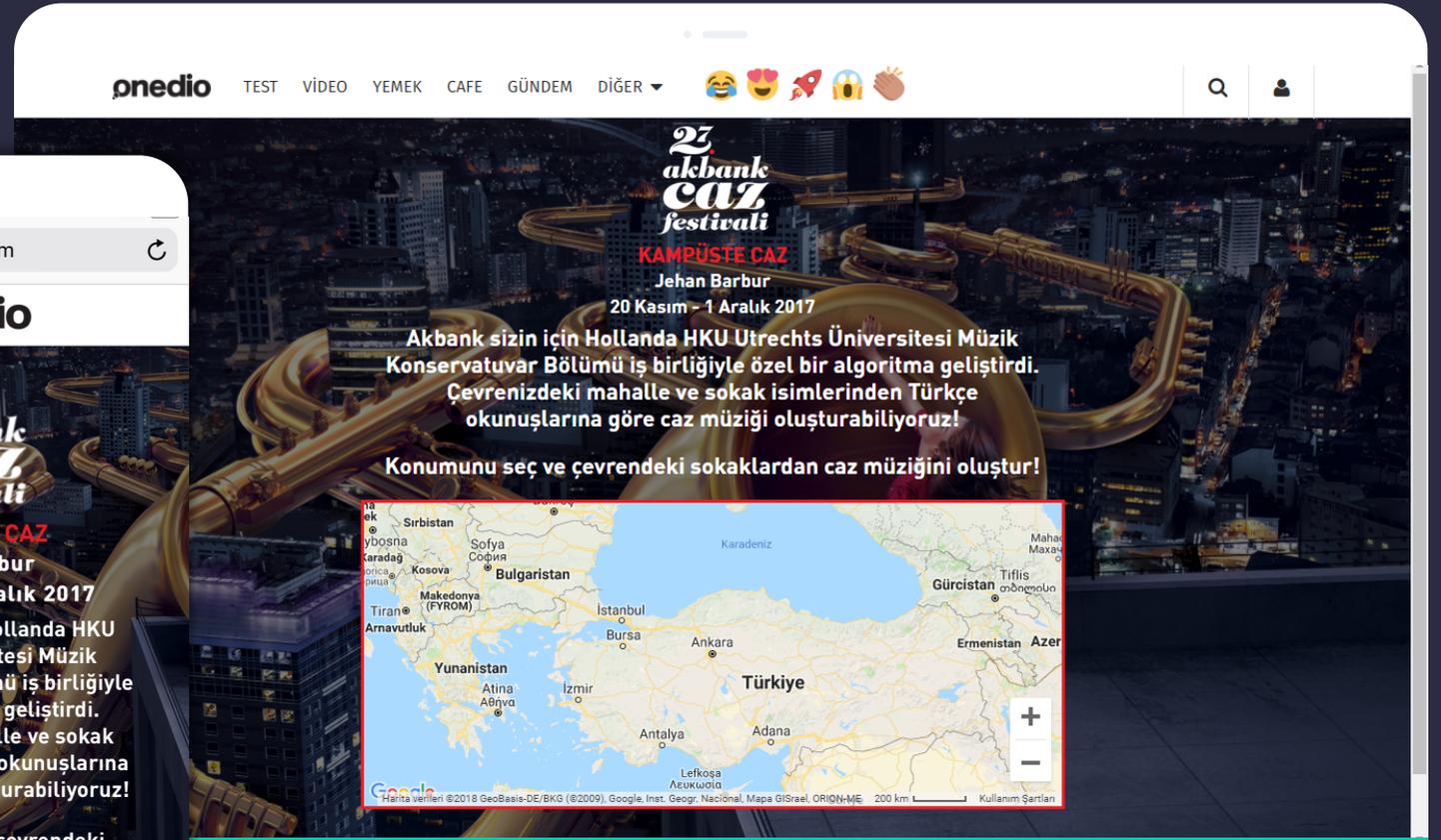
Onedio, a social web platform, which has more than 22 Million Unique Users and over %60 of them are between 18-34.

Age Distribution  onedio.com | Aug 2018 - Oct 2018 | Turkey



Onedio connected map algorithm with our **Turkish Isochronic Jazz Algorithm**

After a year of hard work, we finally able to create Mobile & Web enabled digital audio platform.



An aerial photograph of a city at sunrise. A multi-lane highway with several lanes in each direction runs through the center of the frame. The road is flanked by lush green trees. In the background, a dense urban skyline is visible, with numerous high-rise buildings and skyscrapers. The sky is a pale, hazy blue, and the overall lighting is warm and golden, suggesting early morning. The text 'THANK YOU FOR YOUR TIME TODAY' is overlaid in a bold, dark red font across the upper portion of the image.

**THANK YOU FOR YOUR
TIME TODAY**

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PANEL DISCUSSION

MODERATOR



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Business Programmes
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Thank you for attending

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Visit www.iabeurope.eu – MIXX Awards Europe area to view today's case studies

Watch and share the webinar recording which will also be available soon on our website

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