

Let's set a few things straight about the visual web. Like, what is it?



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What is the visual web, exactly?

Put simply, it's the idea that the web has become primarily a visual place, where the essential form of communication is shifting from words and text to pictures, videos, emojis, GIFs and other imagery.

Is the visual web really a thing?

About two billion images are shared across the Internet every day. That's pretty real. While the web has always been visual, the recent rise of high-definition mobile phone cameras, high-speed broadband networks and photo-based websites and apps has upped the visual factor online exponentially. Image-first apps and websites such as Instagram and

Pinterest, where most pictures are accompanied by minimal text or a hashtag, exemplify this. There's also visual online chat, which encompasses everything from ephemeral picture messaging (Snapchat) and live videocasting (Periscope) to emojis, animations, pictures and videos (WhatsApp and Google Hangouts).

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ADS YOU ALWAYS SEE

At GumGum, we serve ads within content, where they are always visible, creating higher visibility and better engagement.

But why does visual content matter to marketers?

The explosive growth of visually driven platforms shows no sign of slowing down and multimedia options for marketers are increasingly robust. These include promoted pins (Pinterest), sponsored posts (Instagram), geofilters (Snapchat) and emojis (Twitter). Progressive brands are already making the most of these opportunities—69 percent of marketers recently surveyed by GumGum and Brand Innovators said their companies were spending over \$100,000 per year to create visual content for marketing objectives.



Why is CPG suited to the visual web?

CPG has always been enormously visual, even iconic. Just think of Andy Warhol's "Campbell's Soup Cans." Today, CPG is thriving on the visual web, from striking ads on editorial websites to colorful Pinterest boards. In-image ads, which run as graphically rich overlays inside related editorial images, are particularly effective. In fact, in-image ads have about 81 percent viewability, compared to the industry average of 48 percent. This is especially true when they're delivered in context—say, an ad for a lipstick inside an editorial image headlining a story on celebrity beauty trends. This stronger engagement ultimately creates more sales for retail partners.

So how do I get an edge?

Telling a story visually, whether on social media or via content marketing, should be a top priority for any marketer. Brands are investing in this strategy. According to the GumGum/Brand Innovators survey, the highest number of marketers plan to increase spending in visual storytelling (35 percent) and social platforms (29 percent). Also important is making the most of untapped assets through new tools such as Mantii, which alerts brands when relevant images to them are shared online. This includes the roughly 80 percent of brand images that lack identifying text or hashtags. Access to this information not only gives marketers greater insight into their customers' behavior, but it also enables them to interact directly with fans, creating a truer connection.

Become a CPG Master of the Visual Web

Lessons from five eye-popping campaigns

Did you know that the human brain processes an image in as few as 13 milliseconds? That's what a recent study by neuroscientists at MIT found, which begs the question: "What are marketers waiting for?"

In the race to grab—and keep—consumers' attention, top CPG brands are discovering that images are the best medium for the job. In the pages that follow, we've highlighted five best-in-class visual campaigns from the likes of Izze, Miller Lite, Oreo, Sour Patch Kids and Elizabeth Arden. Additionally, we've included actionable takeaways to inspire marketing teams in their quest for great results. —GUMGUM & ADWEEK BRANDSHARE

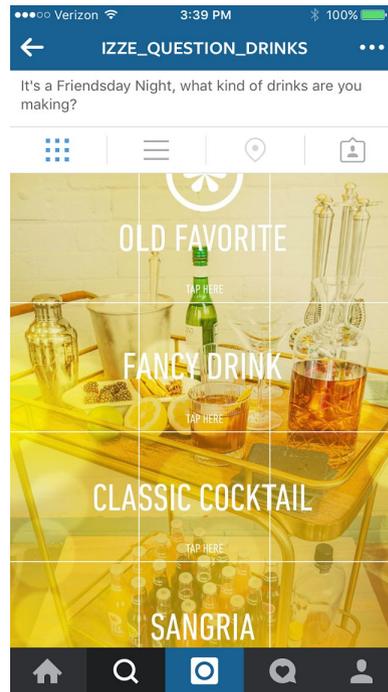




Cross-Platform Holiday

Friendsgiving gets the visual, shoppable treatment

Looking to participate in Friendsgiving, the friends-only Thanksgiving celebration that's popular with millennials, sparkling juice brand IZZE and The Integer Group set up several Instagram accounts and Pinterest boards aimed at helping users plan the perfect event. Each account page had a theme—Throwback Thursday, Bon Appetizer and Home-Cooked—as well as links to Pinterest boards with recipes and crafts associated with that theme. Through an ecommerce tie-in, users could also click to buy IZZE products and kitchen goods from Amazon. The campaign, which was part of the brand's larger #Friendsday initiative, ran through the holidays and included 650 pieces of content.



THE TAKEAWAY

Custom in-app and cross-app storylines are on the rise. What's more, cross-platform integrations are a good way to create a strong visual brand identity across channels, as long as they remain consistent.



That's No Joke

Social media prank made for fans

To engage its millennial target, candy brand Sour Patch Kids enlisted Internet prankster Logan Paul to take over its Snapchat account for one week. Each day, Paul posted a fictional story to the Sour Patch Snapchat (and to his own social accounts), transitioning the subject matter from "sour" to "sweet" over the course of the week in a nod to the candy's tagline, "first they're sour, then they're sweet."

THE TAKEAWAY

Short-form visual content is the future. In order to take advantage of picture- and video-based platforms such as Snapchat, it's important to understand how they work. Consider leveraging influencers popular with your demographic.



Cheers to This

Scanning images to find a brand's influencers

Miller Lite realized it wasn't tapped into a large and active group of customers posting images on social media. That part wasn't surprising, since most marketers never see 80 percent of images online featuring their brands. Digitas, Miller Lite's agency, set out to solve this problem with Manti, a new image recognition tool. By scanning Instagram and finding photos relevant to the brand, Miller Lite was able to identify and promote the content of its fans. This allowed the beer brand to glean new insights into the everyday lives of beer drinkers and encourage brand loyalty.



THE TAKEAWAY

Consumers often find content from users more trustworthy than content from traditional media. Take advantage of this trust by reaching out to individuals who are already associating themselves with your brand. This is a surefire way to succeed with visuals in the UGC space.

ILLUSTRATION BY ANDREY SMIRNY



Emoji Family Portrait

Giving busy parents a new way to bond

Around the world, long working hours present a hurdle to quality family time. Recognizing this, Oreo launched a "Bonding Emoji" campaign in China to encourage digital connections between family members. Parents were able to create emojis of their own family and post them across social networks. More than 99 million emojis were created in only 11 weeks. Ten million of those were shared with family and friends via Chinese social messaging platform WeChat, and nearly two billion impressions were served across WeChat and Weibo, China's hugely popular social network.

THE TAKEAWAY

Brands can use emerging visual technology to address societal issues and increase engagement. Emojis are a simple way of conveying universal emotions. Empowering individuals with a deep level of visual customization can help encourage brand loyalty.

Elizabeth Arden
gumgum[®]

Taylor Swift's Famous New 'Friend'

AUGUST 27, 2015 - 12:31 PM - 0 COMMENTS

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By ALISON ABBEY @awabbeey



Taylor Swift has a lot of famous friends, but last night at the latest Los Angeles stop of her 1989 World Tour, she was joined by one of our favorites.



Now You See It

Targeting qualified leads with in-image ads

Cosmetic brand Elizabeth Arden saw the importance of increasing point-of-sale exposure during the key back-to-school period. The brand used GumGum's "Canvas" in-image ad units to reach a more engaged audience and added media support and sponsorships to its campaign to drive fragrance sales. This resulted in a CTR of 6.5 percent—nearly 40 times higher than the industry benchmark—and an engagement level of 20 percent.

THE TAKEAWAY

Don't be afraid to test and adopt new ad formats. Design your ads to integrate seamlessly and contextually within existing visual real estate.

Visuals in 2016

What to expect from the visual web this year

The visual web continues to evolve and 2016 looks like it will be a year of substantial growth. Expect to see more video as platforms from Instagram to Snapchat continue expanding their offerings, leaving traditional players like Vine and YouTube with more competition. Live video streaming on Periscope, Meerkat and YouNow, along with new offerings from established giants like Facebook, is likely to capture even more consumer attention.

Savvy CPG marketers will find ways to capitalize on these and other emerging formats, including virtual reality (VR), which is set to go increasingly mainstream as brands take advantage of affordable VR viewers such as Google Cardboard. Meanwhile, artificial intelligence powered by big data and machine learning will stimulate greater innovation in image recognition, leading to more features that give consumers new ways to create, manage and share images. Image recognition advances will also provide marketers with an even more intelligent understanding of these same pictures, enabling them to gain greater insights and connect more meaningfully with consumers.

We'll see you and your brand on the visual web.

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