

# TOTALLY DMEXCO

A POV OF THE 2016 COLOGNE EVENT  
- HARRY LINGARD, BLIS SINGAPORE

*What caught my eye at this years event*

• SIZE, SCALE AND STANDS •

What is amazing is the sheer scale of it. 50,000 visitors, 5 huge halls and countless stands. All the big boys are there giving it the...

## "Mine's Bigger than Yours"

Some were minimalist like our neighbours at Quantcast



Mapp were more traditional with a huge red-brick stand



Plista was inviting, if not a little odd with its garden and flowerpots.



SevenOne Media were perhaps looking too far into the future.

• WHO WAS THERE •

All the major international players were there, particularly in the Programmatic and DMP space and it felt like the use of smart data (the new big data) to drive campaigns was the focal point for a lot of the event. However there was clear Teutonic twist to the proceedings with at least 25% of stalls being hosted and positioned in German.



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## Mobile Opportunities

• VIRTUAL REALITY •



Virtual Reality has been around a long time, in fact longer than most of us care to remember but this year it really feels like it's about to take off. Since the watershed moment when Facebook acquired Oculus Rift in 2014 it has been bubbling under the surface as the next big thing. But it is time to take notice when at DMEXCO Facebook announces



*“We believe virtual reality is very likely to be the next computing platform.”*

Will Platt-Higgins,  
VP Global Account Partnerships, Facebook

While there are cromulent reservations about the uptake of VR given the very slow adoption amongst mass market consumers, the impending launch of Playstation VR and Facebook's recent VR event will bring the hardware and whole concept into the mainstream in the next 12 months. This was evident with the amount of VR stands at DMEXCO. Immersive advertising brings back the lost 'lean in' media engagement as consumers are no

longer glazing over adverts but are becoming actively involved with brand experiences.

Companies such as Scanblue, Insta VR and Re-Flekt were all showcasing immersive shopping or design experiences, taking the consumer back to the high street from the comfort of their own home. However the best VR exhibit goes to Google with Tilt Brush, allowing users to create incredible 3D paintings.

Be sure to check it out [here](#)






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## • EMOTION TRACKING •



Earlier in the year Twitter announced the ability to target users based on a emojis used in tweet. Putting aside my feelings for Emjois this can be the start of something interesting. Emoji based targeting probably is going to be too simplistic to be of any real value but it is the start of a whole new layer of marketing to take notice of.

Sticky is an established eye tracking technology and works with brands to see whether their digital ads or being noticed. At DMEXCO they introduced emotional tracking to complement their existing eye tracking service. By analysing facial expressions Sticky can find out if a user found a video ad humorous.



*“If there is no emotion the video will fail in market. People will skip ads if there is no emotion in that crucial 5 pre-skip seconds.”*

We always talk about the intent derived from location behaviour but in the future we should be able to tailor our messages using emotion as well. We know people at sports stadiums watch sport but the ability to target them based on whether their team has won or lost could be very powerful.



## • MOBILE AMPLIFICATION OF TV •

TV has always been known as the first screen. How true that is now is up for debate as we have reached a turning point with users spending more time engaged with their mobile than they do with their TV. Both TVTY and Samba TV were both present at DMEXCO to show how second screen devices can be used to amplify the first screen and not just for adverts but programming as well.

Samba TV extends targeting to people who have watched specific TV shows or ads, either a client's or their competitors'. This enables advertisers to get involved in the conversation around the latest must see shows or reinforce TV ads with complementary or sequential messaging.

TYTV offer the ability to turn campaigns on and off depending on real world events such as weather, stock prices and global events such as the Oscars or World Cup. Blis can use APIs to react to a few basic events (weather, pollution) but campaigns will need to be always on, running one of two creatives at any one time. How this can build on the Blis offering is that TVTY can turn campaigns on or off based on these events.

A key consideration for TVTY is their minimum spends which at the moment are quite high but it represents a good opportunity to add strength to our arsenal of targeting options.



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## • AD BLOCKING •

As expected Ad Blocking was a hot topic at DMEXCO but not as sensationalised as previously with people taking a more measured view and a how to' deal with it approach rather than a 'this is an abomination' point of view.



And everyone was unified in their enjoyment of Adblock Plus' very public humiliation at the hands of Google and AppNexus.

## • WHO WAS MISSING •



Although we don't always like to admit it, creative has a huge part to play in what we do. Without engaging formats and relevant messaging all the smart data in the world won't be translated into effective engagement and business results. Celtra and Sizmek were there but it was hard to find many others who caught my eye, which is worrying as that is what they are supposed to do best. There's a big opportunity out there for someone.

## • GET IN TOUCH WITH QUESTIONS. SEE YOU NEXT YEAR •

