

Infographic: Connected brand storytelling

Author : The Wall

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Advertising agency **Wywy** has created this infographic to highlight the importance for **brands** to implement connected storytelling across devices. This is in order to reengage multitasking consumers as the reality of the **Internet of Things** (IoT) approaches.

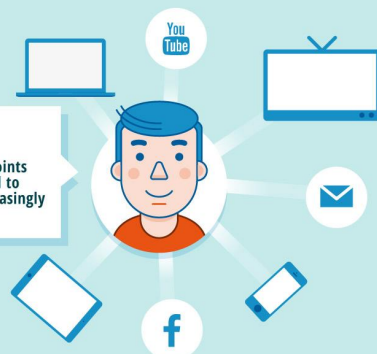
Looking at how **brands** can benefit from connected storytelling and take advantage of it, the infographic includes such stats as:

- 110% conversion uplift through cross device targeting
- 370% conversion rate uplift as a result of implementing a TV-Synced website
- 39% uplift in ad awareness through TV- synced display **advertising**

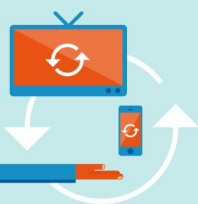
Connected Storytelling Across Screens – Re-Engaging the Consumer

The challenge:

220% increase in media touch points in the last 10 years has led to consumers becoming increasingly distracted



The solution: Advertisers should utilise connected story telling across multiple screens to re-engage the consumer



TV-synced advertising

Synchronise online advertising on mobile devices with TV ads, winning back the consumer's attention on the second screen while the TV ad airs. This can result in:

39% uplift in ad awareness through TV-synced display advertising

16% conversion uplift through TV-synced paid search campaign

Personalised website

Display relevant content for each consumer on the website. This can result in:

370% conversion rate uplift through the TV-synced website

60% conversion rate uplift through personalised recommendations



Cross-device targeting

Reach target consumers with a connected story on several devices:

3.3 devices on average per UK consumer

110% conversion uplift through cross-device targeting on mobile devices and tablets



Retargeting

Re-engage with interested consumers who have not yet made a purchase, by serving retargeted ads. This can result in:

150% increase in revenue for the remarketing channel with a...

22% reduction in consumer acquisition costs for overall remarketing activity



© Source: wywy, Google's Consumer Barometer 2015, ZenithOptimedia 2014, IAB 2015, Tapad 2014, Criteo, SmartFocus, Digital Strategy Consulting

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