

The logo consists of the letters 'UM' in a bold, white, sans-serif font, centered within a solid red circle.

UM

CURIOSITY
WORKS

The logo features the word 'wave' in a lowercase, sans-serif font, with 'wa' in orange and 've' in teal. It is positioned inside a circle filled with fine, concentric, wavy lines that transition from orange to teal. A small black circle with the white number '8' is located at the top right of this circle.

8

wave

A large, light-colored, irregular polygonal shape serves as a background for the title. A thin red horizontal line with circular endpoints at each end of the polygon passes through the middle of the title text.

THE LANGUAGE *of* CONTENT

#wave8



Gian Paolo Tagliavia

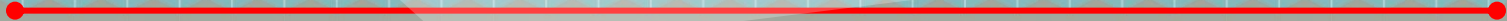
CEO Mediabrands Italia





Alessandra Giaquinta

Managing Director UM



Welcome to wave

- An global survey since 2006
- All surveys are self-completed and the data collected is purely quantitative
- Active Internet Users are those who use the internet every day or every other day
- They drive adoption of platforms and tools and they will determine which tools and platforms become dominant



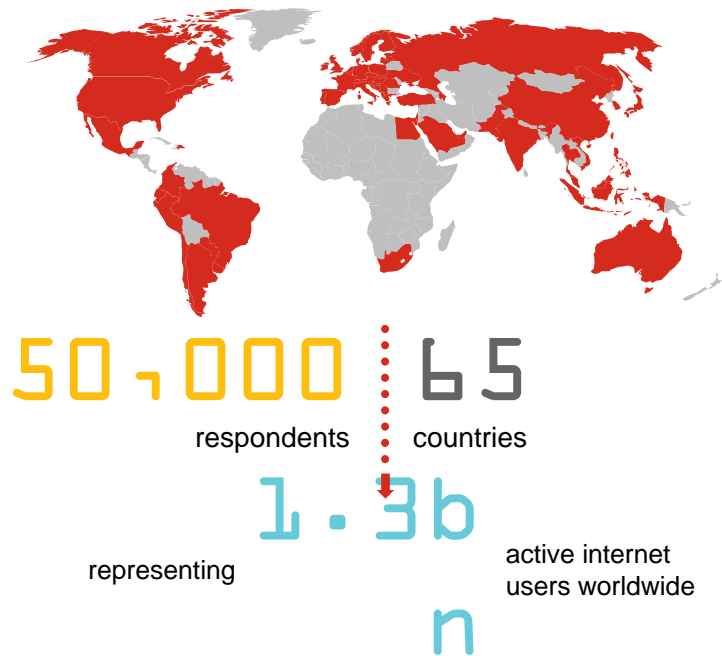
Glen Parker
Head of
Mediabrand
Marketing
Sciences G14



THE LANGUAGE of CONTENT



The Wave & universe represents the world



Argentina
Australia
Austria
Azerbaijan
Belgium
Bosnia & Herzegovina
Brazil
Bulgaria
Canada
Chile
China
Colombia
Croatia
Czech Republic
Denmark
Dominican Republic
Ecuador
Egypt
Estonia
Finland
France

Germany

Greece
Hong Kong
Hungary
India
Indonesia
Ireland
Israel
Italy
Japan
Latvia
Macedonia
Malaysia
Mexico
Netherlands
Norway
Pakistan
Paraguay
Peru
Philippines
Poland
Portugal

Puerto Rico

Romania
Russia
Saudi Arabia
Serbia
Singapore
Slovakia
South Africa
South Korea
Spain
Sweden
Switzerland
Taiwan
Thailand
Turkey
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Vietnam



THE LANGUAGE of CONTENT



The Wave story

2006 2007 2008 2009 2010 2011 2012 2013 2014

Social



Influenc
e



Brands



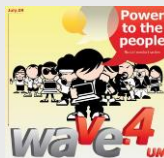
Needs



Visual



Motivatio
n



Business



Content

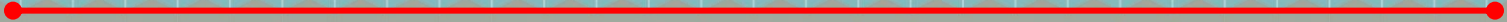


THE LANGUAGE of CONTENT





CONTENT OVERLOAD



the guardian



WEBSITES

NETFLIX

Picture
house

Sky Go

MOVIES



XBOX LIVE

SPELUNKY



GAMES

Football Weekly

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NO SUCH
THING AS
A FISH



PODCASTS

The
Economist

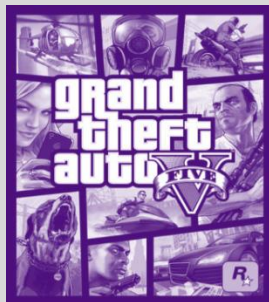
WIRED

M

WEBSITES



MOVIES



EVERY OTHER GAME



GAMES



PODCASTS

An illustration of two people, a man and a woman, dressed in traditional Japanese clothing (yellow kimono and black headbands with red bows). They are sitting on a brown couch with an orange and yellow striped blanket. The man is holding a tablet and looking at it, while the woman is also holding a tablet and looking at it. In front of them is a dark brown coffee table with a bowl of white snacks (possibly popcorn or dumplings) on it. The background is a simple light beige wall.

Increasingly, it does so.

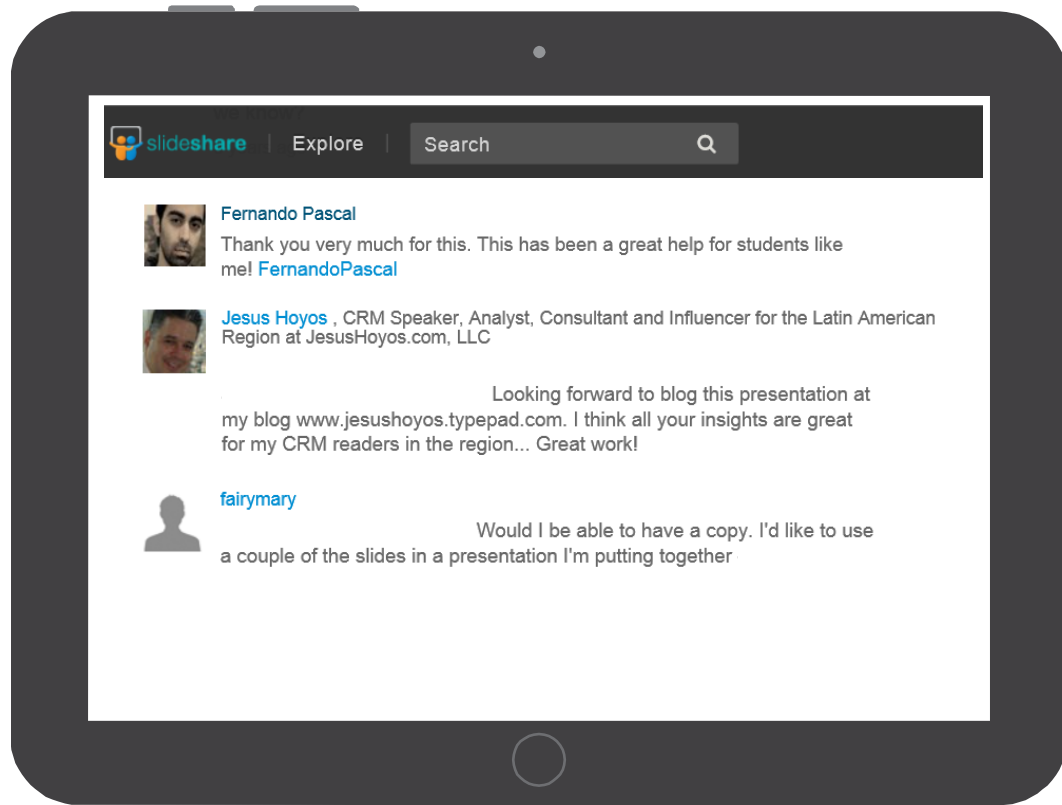


692,000
Slideshare
Views



THE LANGUAGE *of* CONTENT





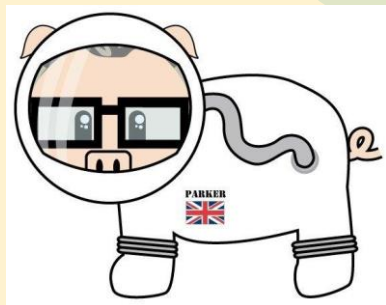
THE LANGUAGE *of* CONTENT



Content has become part of our everyday conversation

24 OCTOBER 2014 - 4:35PM | POSTED BY [TOM GOODWIN](#) | 0 COMMENTS

Seven advertising words that should be banned



Uruguayan Soccer Team's Caramel Spread Denied Entry ...

Customs officials confiscated more than 80 pound of caramel spread. Officials say they'll release the sweet treat when the team presents a health certificate for th...

[View on www.wnyc.org](#)

Preview
by
Yahoo

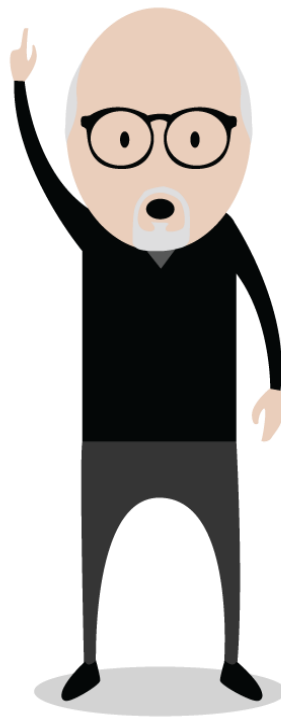


THE LANGUAGE *of* CONTENT



*“There is no bigger
sucker than a gullible
~~marketeer~~ adman
who thinks they are
missing out on a trend.”*

Bob Hoffman
Ad Contrarian



THE LANGUAGE of CONTENT



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RELATIONSHIP



RECOGNITION



DIVERSION

5



PROGRESSION

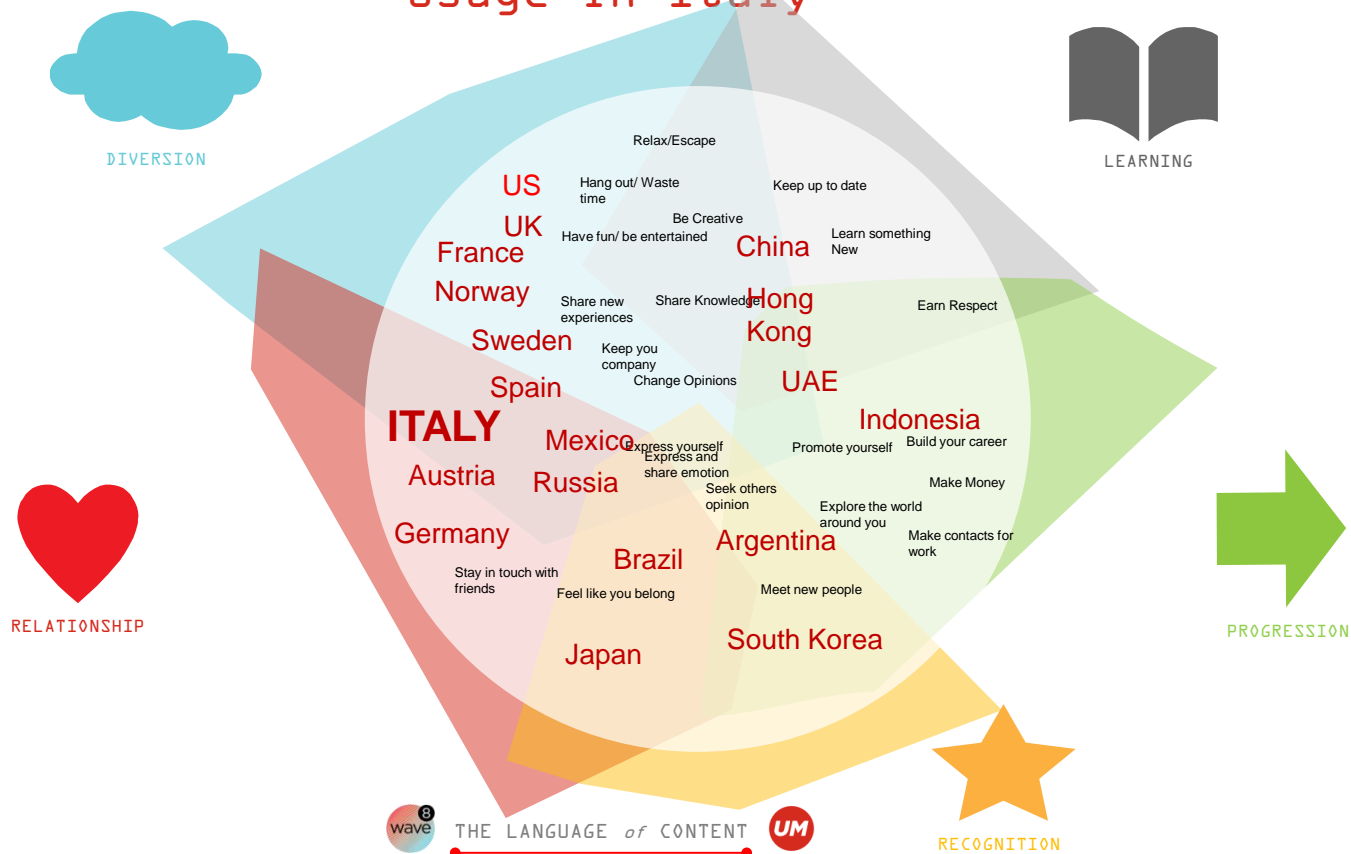


THE LANGUAGE *of* CONTENT



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Relationships are at the heart of Social Network Usage in Italy



Q: "Please select which of them you think does a good job when you want to..." [Social Network e.g. Facebook, Google+]
 BASE: Global – Create, Manage, Visited a Social Networking site in the last 6 month

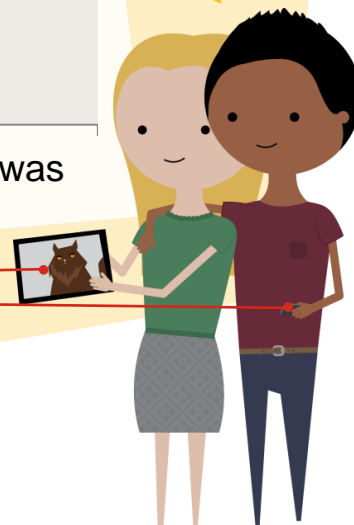
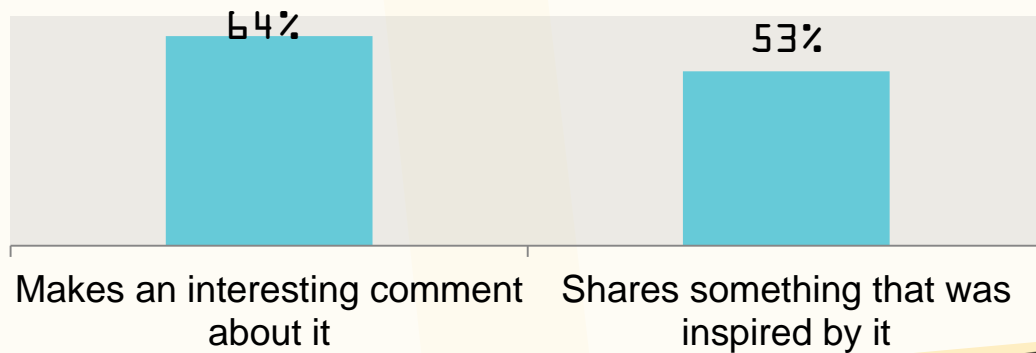


we share



We are actually seeking recognition when we share

% who are happy when someone responds to their sharing by...



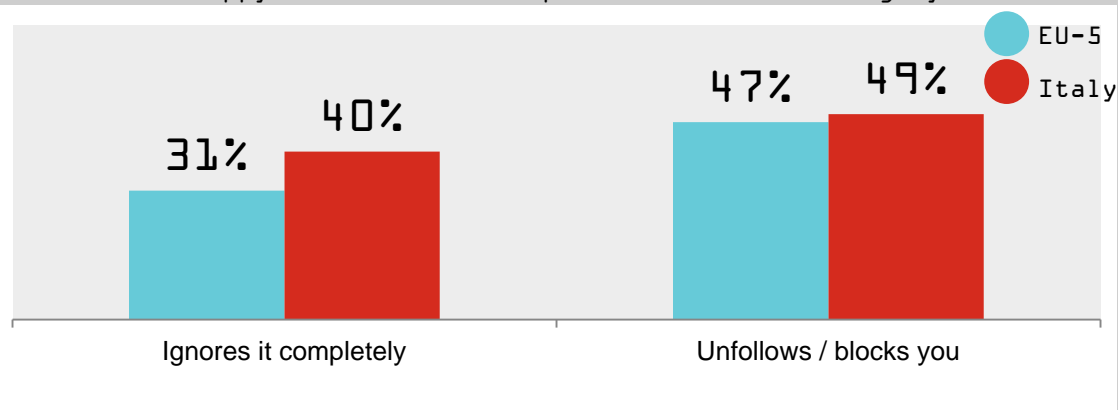
THE LANGUAGE of CONTENT



Q: "You said you have shared content online. How happy does it make you feel, on a scale of 1-10 where 10 is very happy, when someone then? % who are happy (ticked 8, 9 or 10)
BASE: Selected an emotional response (1-10) for the above statements

And There is nothing worse than being ignored

% who are unhappy when someone responds to their sharing by...



THE LANGUAGE of CONTENT



Q: "You said you have shared content online. How happy does it make you feel, on a scale of 1-10 where 10 is very happy, when someone then? % who are unhappy (ticked 1, 2 or 3)

BASE: Selected an emotional response (1-10) for the above statements.

Because we care about our online reputation



16-20
years-old

“I would
love to become
famous online”



50-54 years-
old

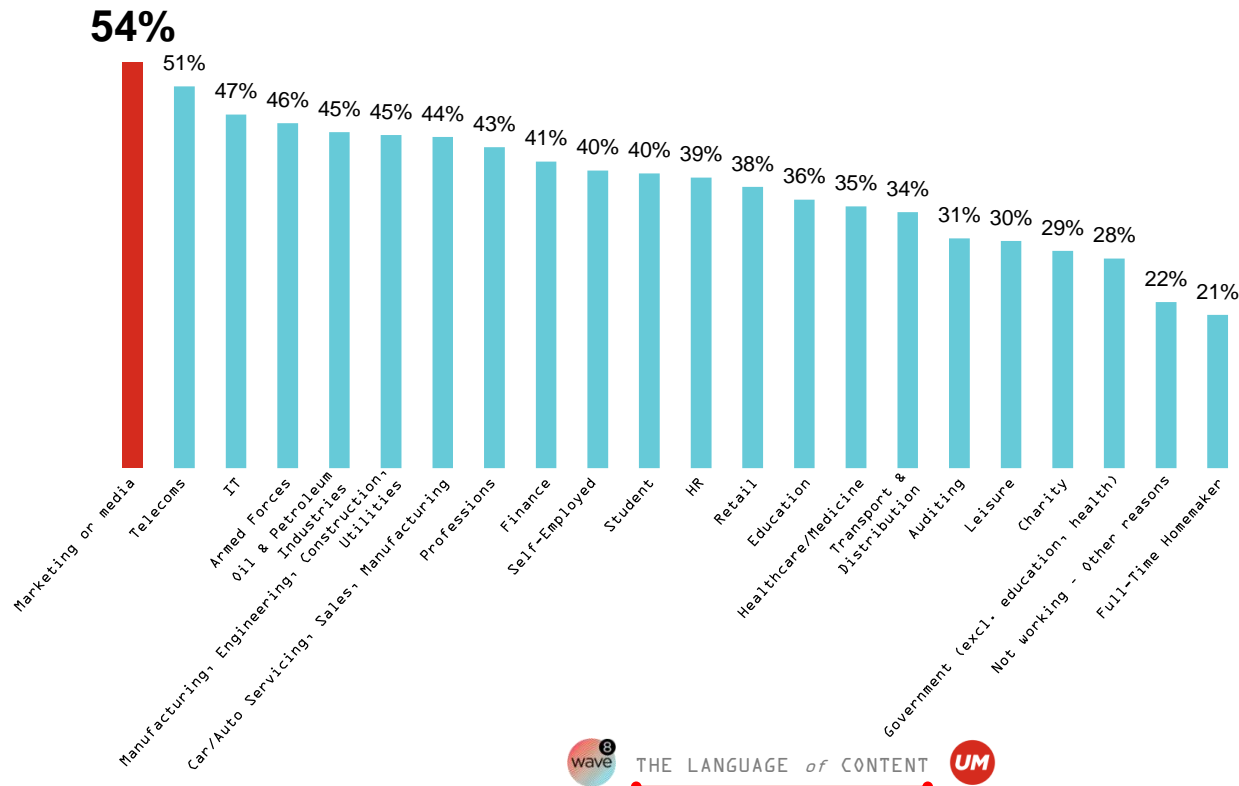


THE LANGUAGE of CONTENT



Q: Below is a list of statements. Please answer reflecting your opinion.
Base: Italy

Only we crave fame more than a 16 year old!



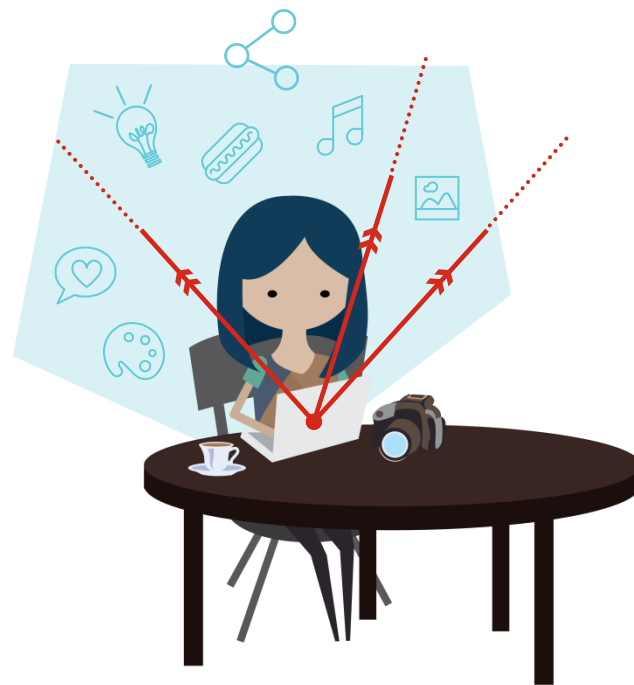
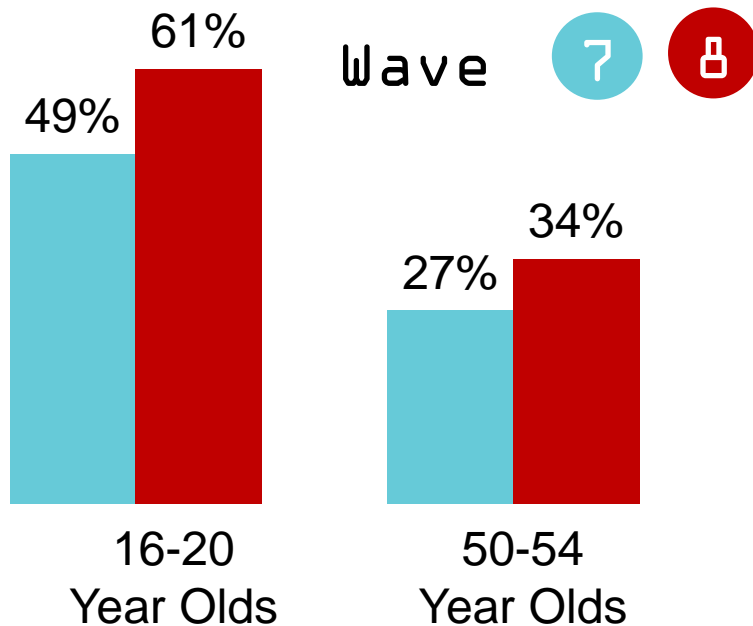
THE LANGUAGE of CONTENT



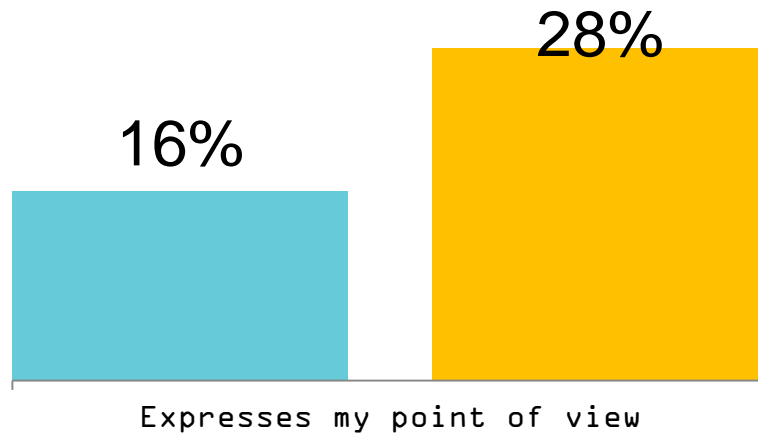
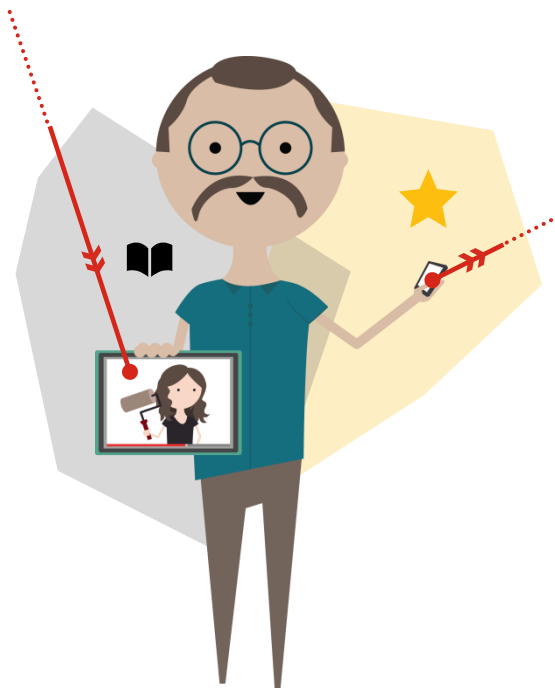
Q: I would love to become famous online [Completely or Somewhat Agree]. Q: What would best describe your current field of work?
Base: Global

In this world Bloggers become role models

I trust bloggers or vloggers opinions on products and services



So everyone is now managing their own content strategy



■ Content I value ■ Content I share



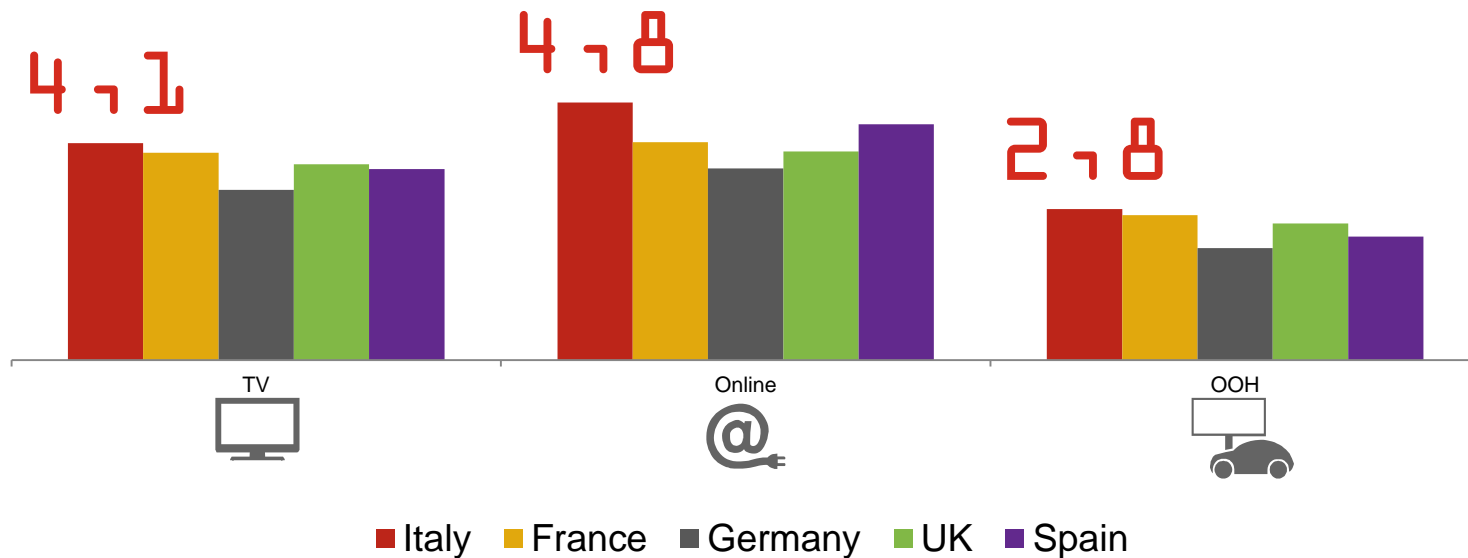
THE LANGUAGE of CONTENT



Q: "When you see any of this content...do you value this content most when it...? Q: Which of the following types of content are you most likely to share with others?"
BASE: Italy

Within the EU5, Italy is the biggest sharer

Average Amount of Times Things Seen through medium are shared...[Per Month]



THE LANGUAGE of CONTENT



Q: How often have you shared the following?



8

wave



THE LANGUAGE *of* CONTENT

#wave8

Content as a social commodity

Coke Zero: Skyfall partnership

Objective:

Engage young male audience

Coca-Cola
zeroTM

UM



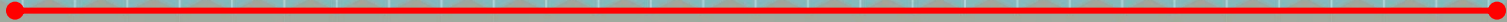
In its first week,
'Unlock the 007 in You'
amassed more views online,
than the official Skyfall
trailer
achieved in 6 months.

Coca-Cola
zeroTM

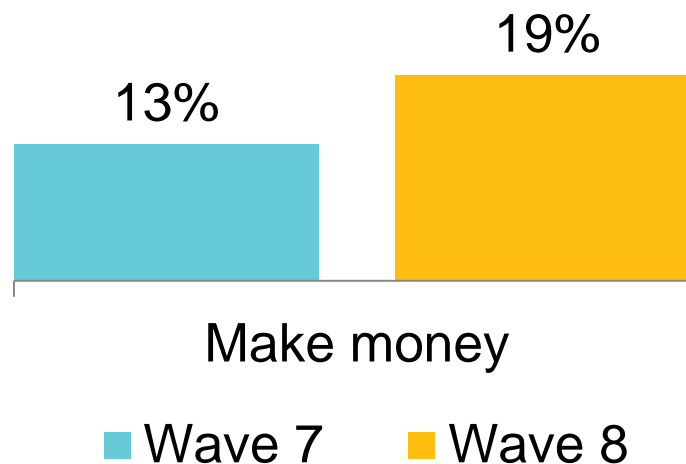
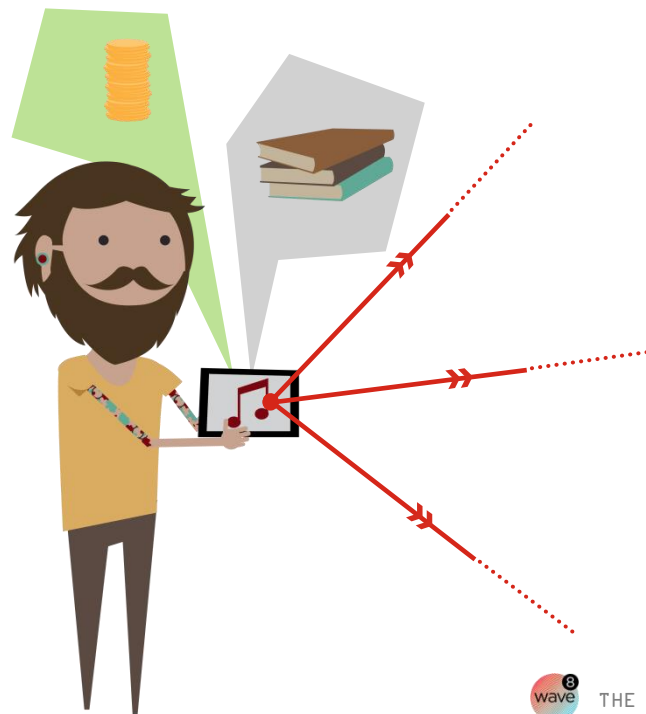




Our use of social
media is maturing



So People are realising their potential for personal advancement



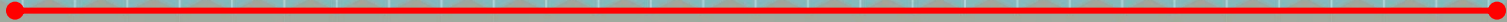
THE LANGUAGE of CONTENT



Q: "Please select which of them you think does a good job when you want to..." [Social Network e.g. Facebook, Google+]
BASE: Italy- Visited a Social Networking site in the last 6 months



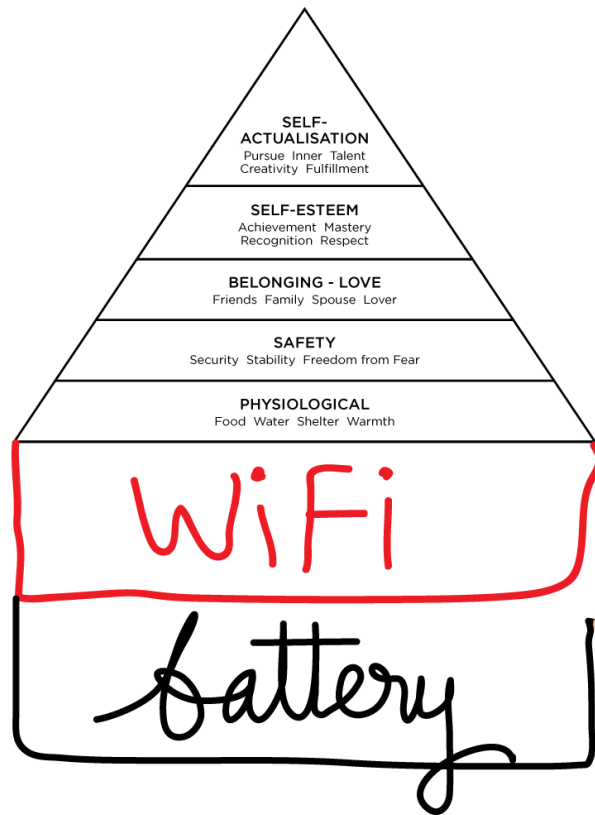
The Language Of
Content has the
smartphone at its
heart





THE LANGUAGE of CONTENT

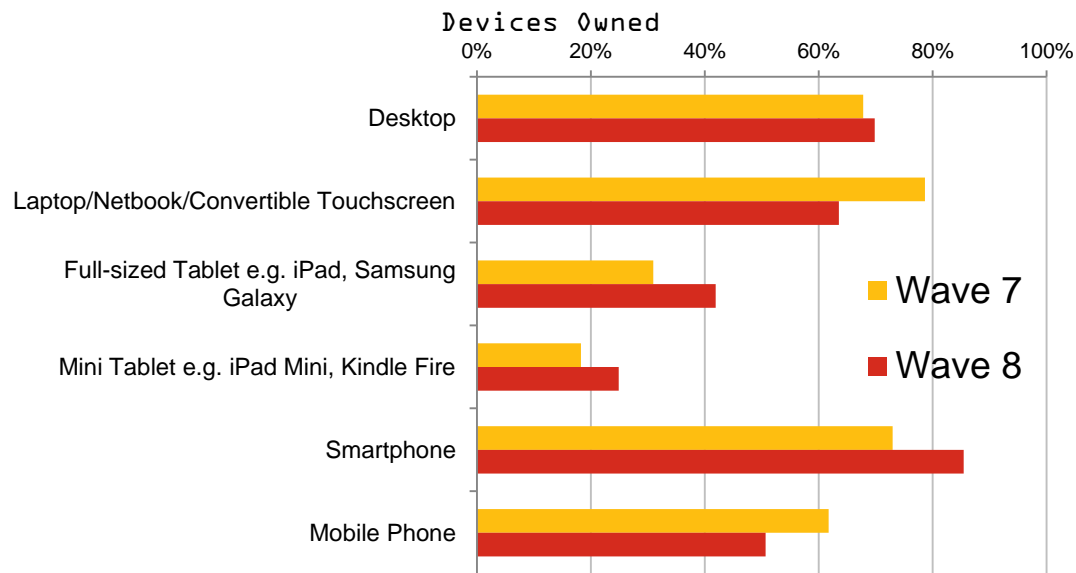




THE LANGUAGE of CONTENT



The smartphone has greater reach than the PC

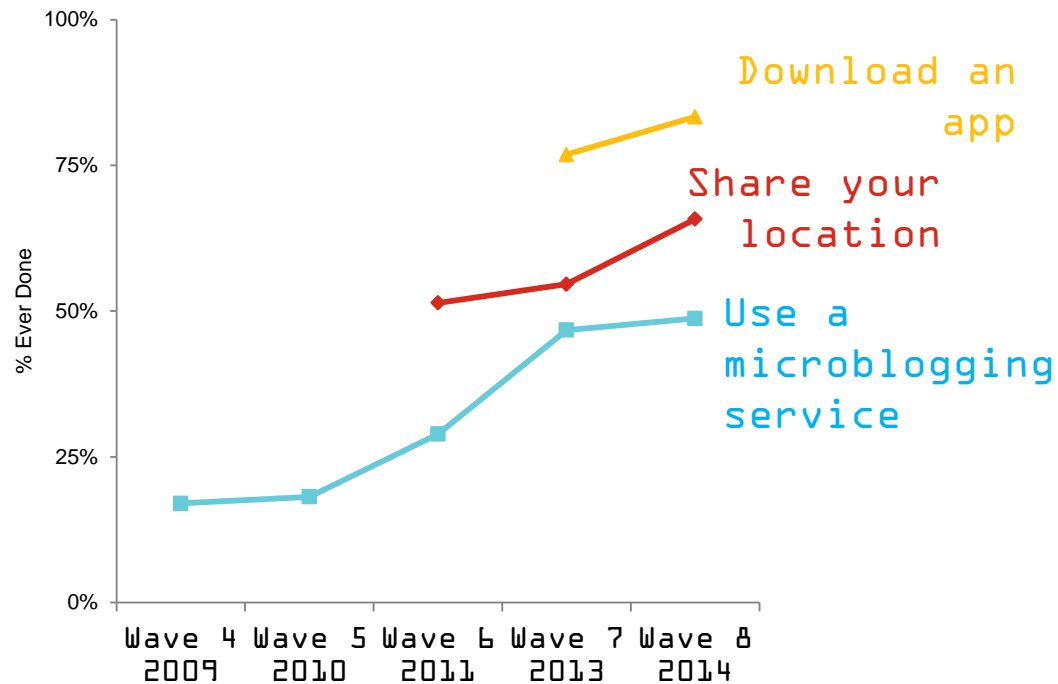


THE LANGUAGE of CONTENT



Q: Which of the following devices do you own?
Base: Italy

3 of the 4 biggest rising social activities are mobile based

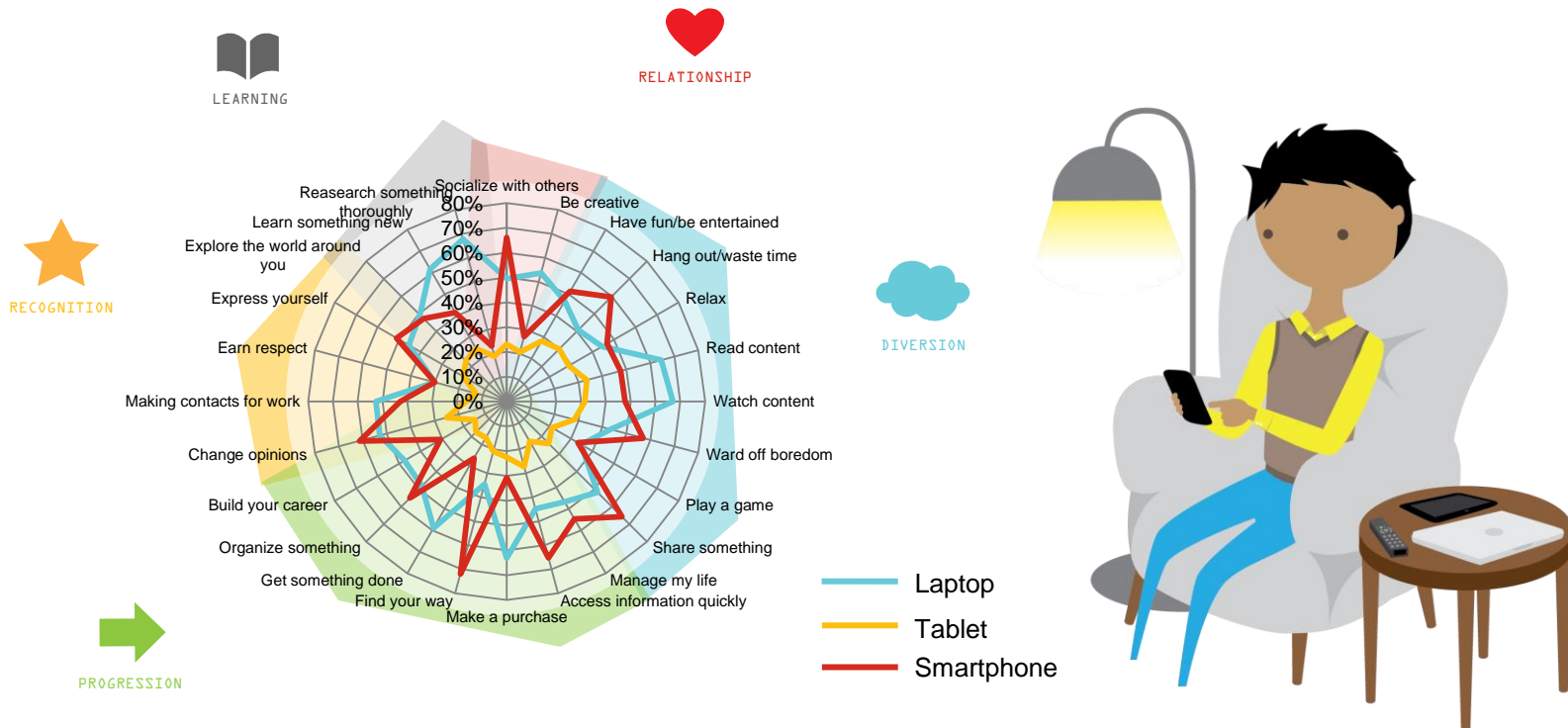


THE LANGUAGE of CONTENT



Q: Thinking about using the internet, which of the following activities have you ever done?
Base: Italy

The smartphone's domination will only grow



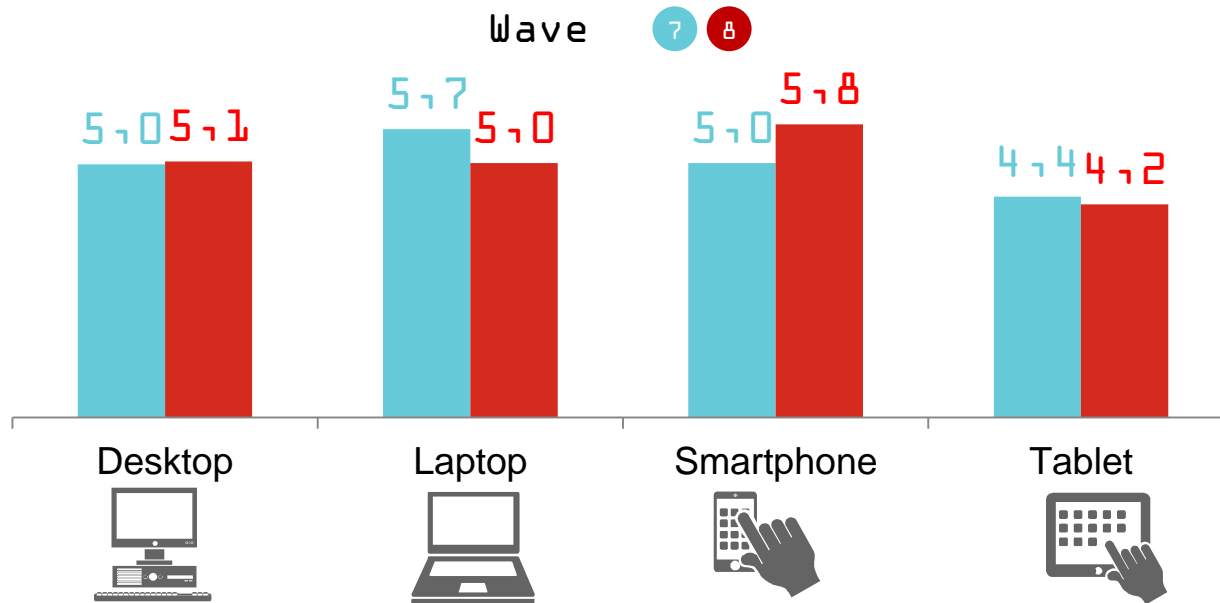
THE LANGUAGE of CONTENT



Q: "Please select which of them you think does a good job when you want to..."
Base: Italy - Own Each Device

The Smartphone is continuing to become the core device for all activities

Average Number of Online Activities Done Via Each Device



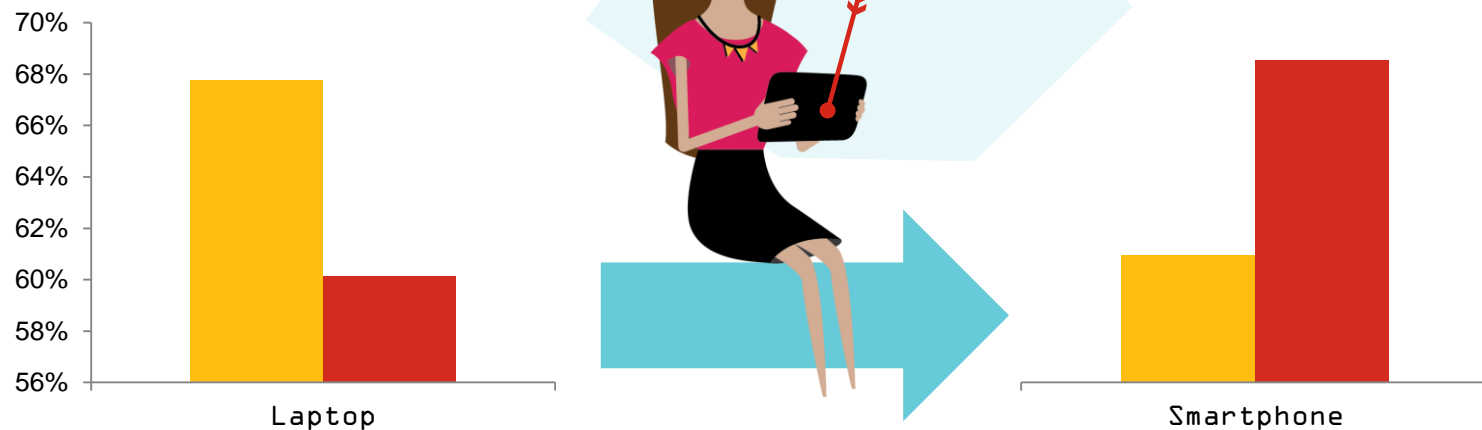
THE LANGUAGE of CONTENT



Q: You have carried out the following activities in the last 6 months;
please select which devices you have used to do these activities?

BASE: ITALY - all who own each device

Content consumption is moving in one direction only

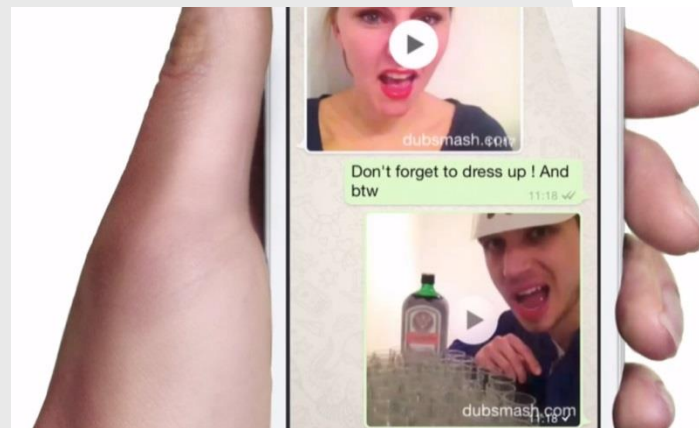


THE LANGUAGE of CONTENT



Q: "Please select which devices you have used to do these activities" [Watch video clips online]
BASE: Italy

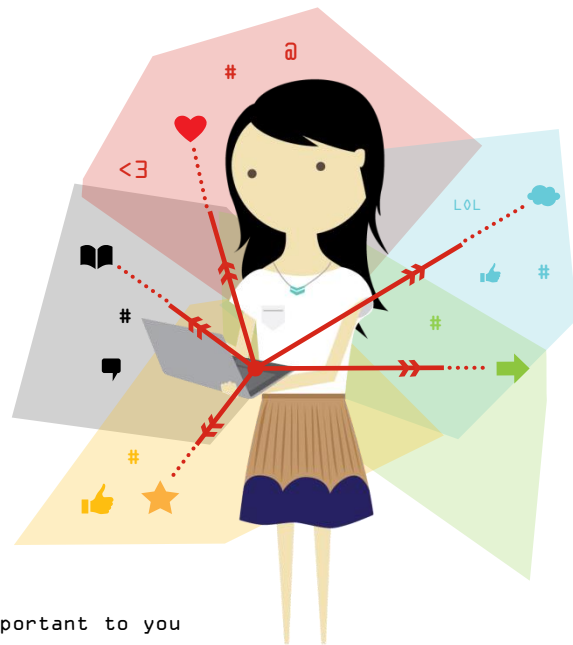
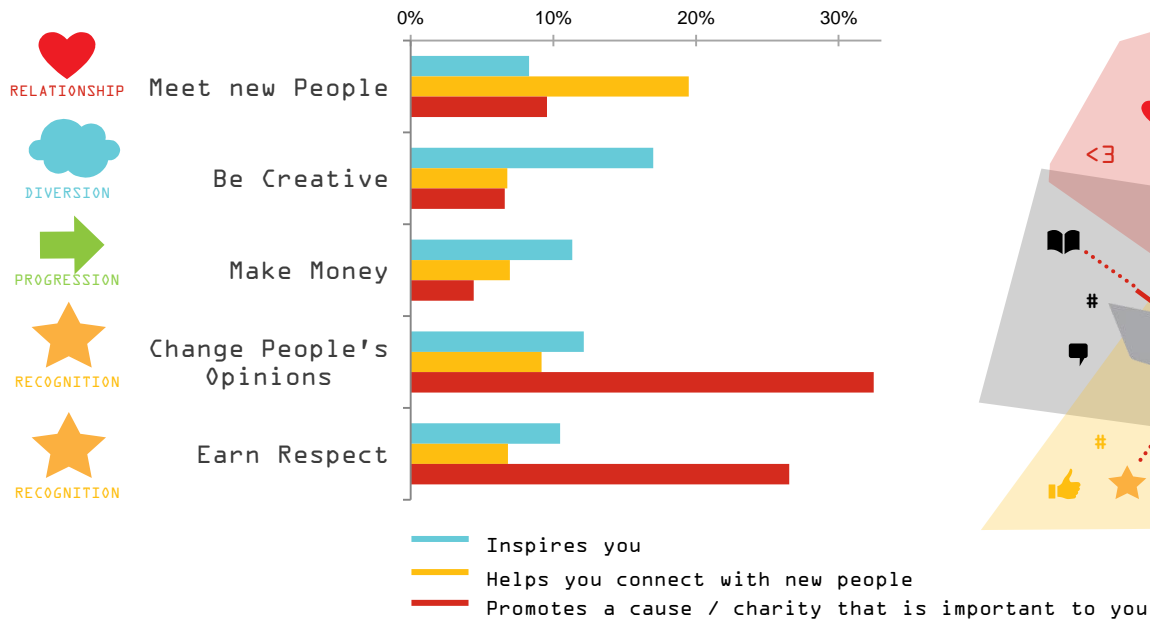
The Dubsmash app
brings content and
conversation together



THE LANGUAGE of CONTENT



So content is now used as a shorthand way of communicating

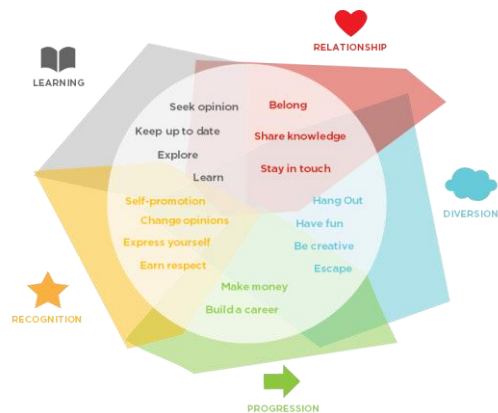


THE LANGUAGE of CONTENT



Q: Now we would like you to think about why other people share the kinds of content you said you like. Why do you think someone would share content that...
Base: ITALY - Value that type of content

The ice bucket challenge is a great example of these principles coming together



THE LANGUAGE of CONTENT





Eric Weaver

Measurement



Social marketing has reached a moment of truth



THE LANGUAGE of CONTENT



"We have no
idea of
what's
working and
what's
not."

US fast food client



"We don't internally
have the confident
data we need to
convince leaders or
peers that they should
invest in some of this
new technology or
positions
or skills that will be
crucial to a growth
plan"



THE LANGUAGE *of* CONTENT



We need one
performance metric to
rule them all

Earned Media Value

(in cash)



"What would
I have had
to pay to
achieve the
same
result?"

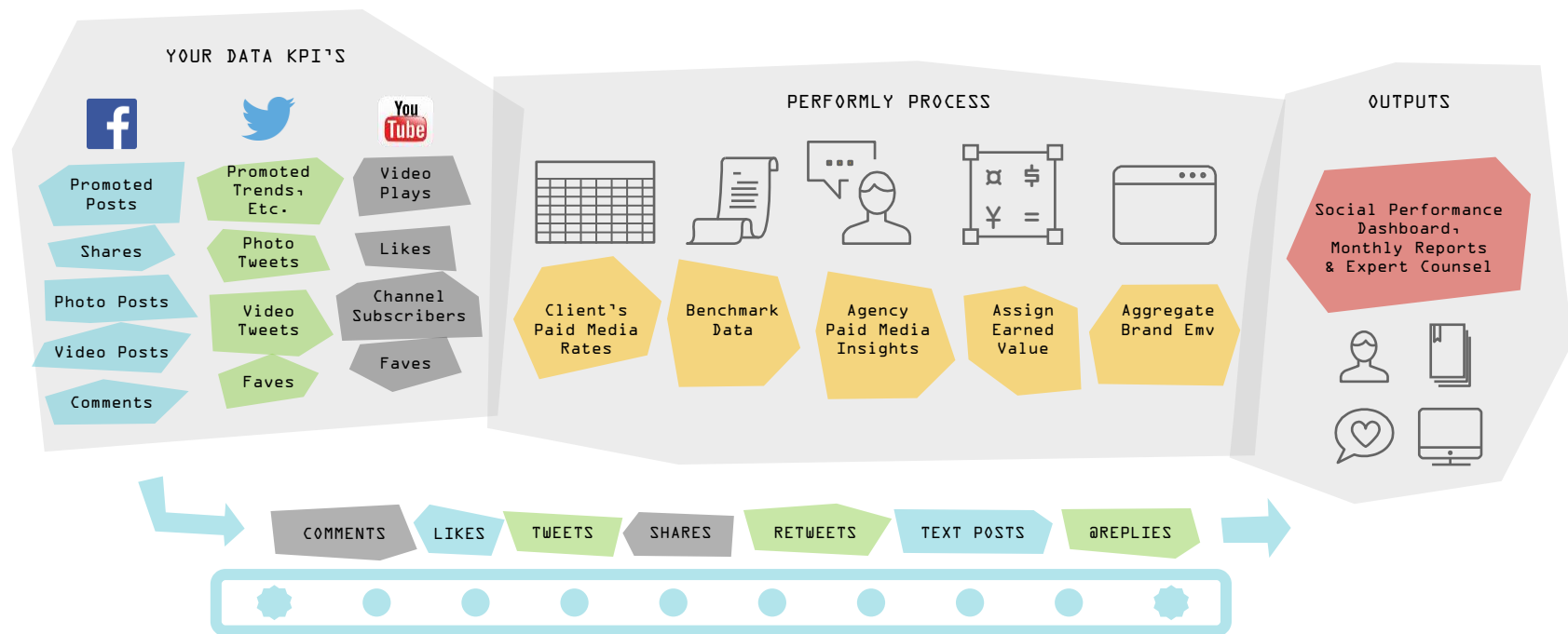


THE LANGUAGE of CONTENT





This is how it works



THE LANGUAGE of CONTENT



リニア充電
L O O T M I V
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C Y A

Etsy
Wednesday, 19 November 2014 at 20:47 (16 hrs) · V8

This holiday, get the perfect gift for your pup. From our friends at BarkPost, here are 16 options: <http://etsy.me/1uS8N7v>

Like · Comment · Share

160 people like this.

Donna L Look Cute
Like · Reply · Wednesday, 19 November 2014 at 21:01 (15 hrs)

Anastasi
Like · Reply · Wednesday, 19 November 2014 at 21:01 (15 hrs)

Emilia Chew Emerick Chew Calesta Chew
Like · Reply · Wednesday, 19 November 2014 at 21:24 (15 hrs)

Tree Jess Cross
Like · Reply · Thursday, 20 November 2014 at 04:12 (8 hrs)

Write a comment...

British Airways
14 November · V8

We've been flying our customers around the world since 1919, but can you name the aircraft featured here? Discover more of our heritage here <http://bit.ly/1xWCF1H>

#Heritage

BRITISH AIRWAYS

Like · Comment · Share

144 Shares

4,065 people like this.

Recent Activity · ve

forman

Chrysler i Brasil
4 June · V8

Nine West
1 August · V8

It's hunting season. Whether you're looking for Mr. Right or Mr. Right Now, we have a shoe for that: <http://bit.ly/1AH5OKa> — with Maria Niña Alipo-on.

STARTER HUSBAND HUNTING

RAM

Like · Comment · Share

1,077 172 91 Shares

WHAT THE CONSUMER VALUE

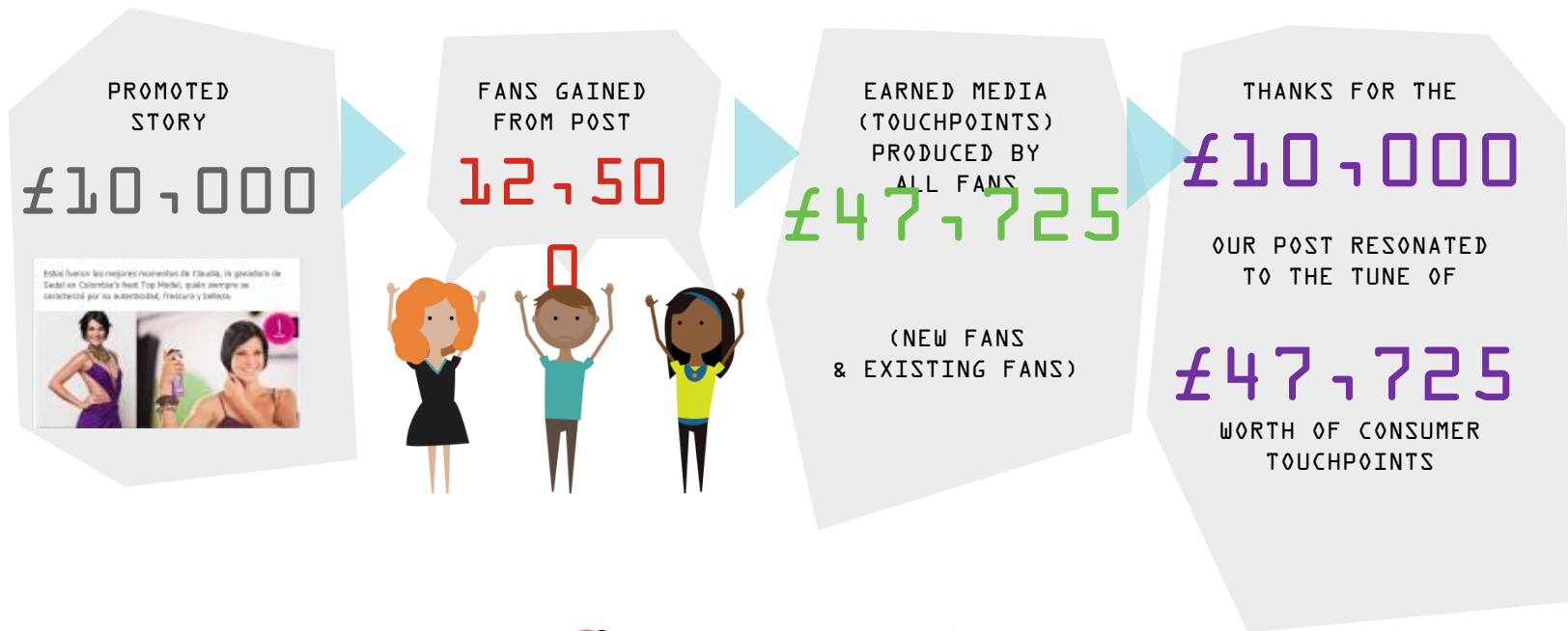
Fan acquisition

THE LANGUAGE of CONTENT



打音由
I M H O
1 2 3 4
Y O L O
F M L
P K O

How is my content doing?



THE LANGUAGE of CONTENT



Imagine knowing what your content is worth

£3,000

 **Canelitas Marinela** @CanelitasMexico · 2d
Te quiero incluso en los días malos en que el mundo entero me molesta.

  4  2 ...

£11,000

 Canelitas Marinela México added 3 photos to the album *Dinámica MB*.
3 August · 




Like · Comment · Share

 63  16

£2,000



Canelitas Marinela - Mástil

 Canelitas Mexico
✓ Subscribed

302 views

 Add to  Share ... More

£9,000

 Canelitas Marinela Mexico
30 September · 

M #CanelitasMood para este otoño...



IMAGINE



Like · Comment · Share

 1 Share

 50 people like this.

 Lupita Velázquez Pineda Yo imagine tomando un rico cafeito y saboreando mis adoradas Canelitas en la tarde.
1 October at 00:14 · Like ·  1

 Montse Sánchez Soza Jajajaj
1 October at 20:37 · Like ·  1

 Montse Sánchez Soza Vi a Samanta comiendo Polvorones
1 October at 20:38 · Like ·  1



THE LANGUAGE of CONTENT



T-Mobile CEO @JohnLegere



7,600 tweets
549k followers



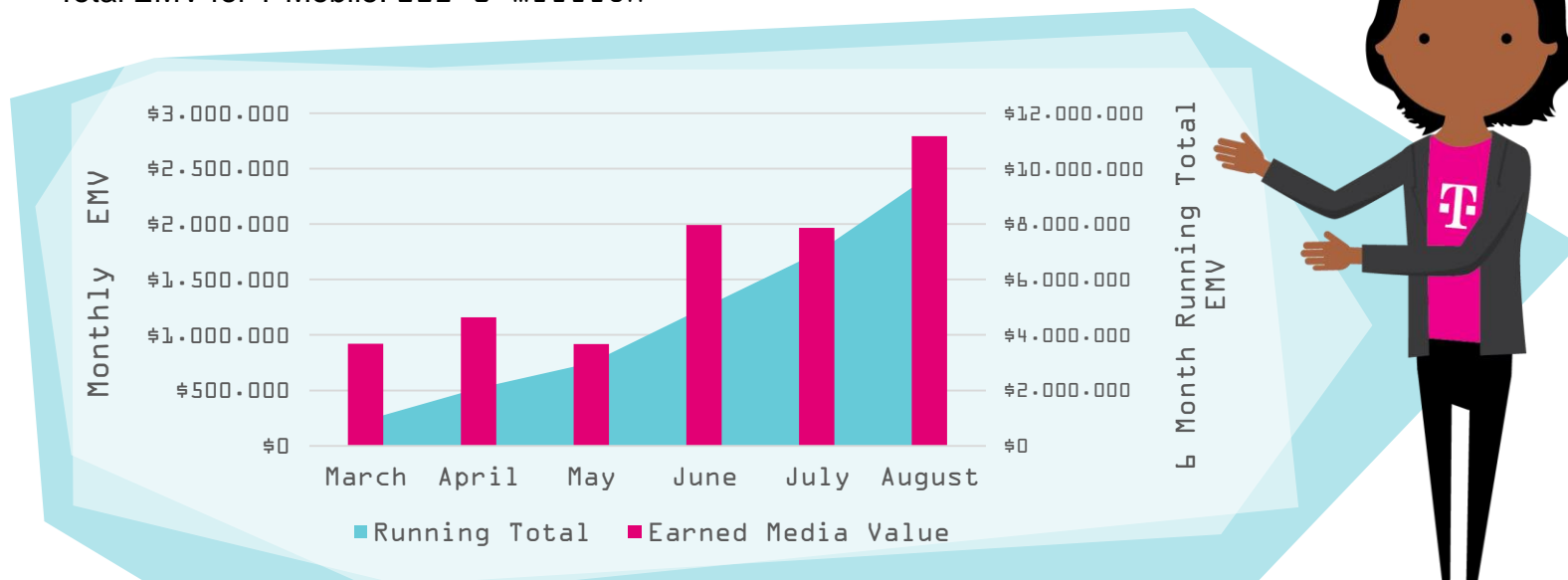
THE LANGUAGE of CONTENT



@JohnLegere

Total EMV in 6 months: £6.2 million

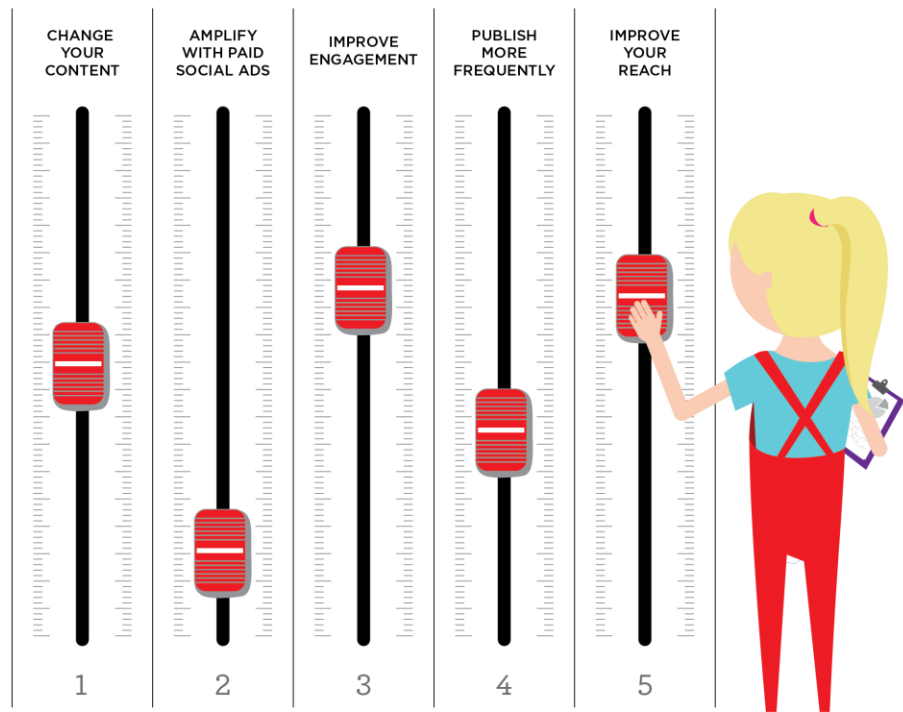
Total EMV for T-Mobile: £12.8 million



THE LANGUAGE of CONTENT



We can now
programmatically
measure our
content's impact
and agilely adjust
/ optimise

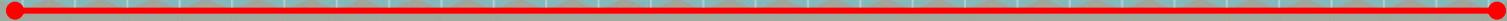


THE LANGUAGE of CONTENT





So we think we can
do more with
content



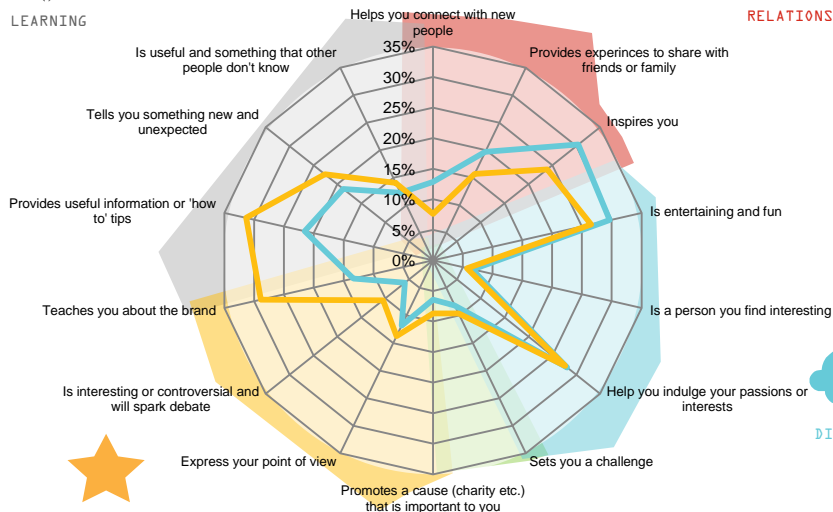
Wave helps uncover how content works in your brand category



LEARNING



RELATIONSHIP



RECOGNITION



DIVERSION



PROGRESSION

— Travel
— Consumer Tech

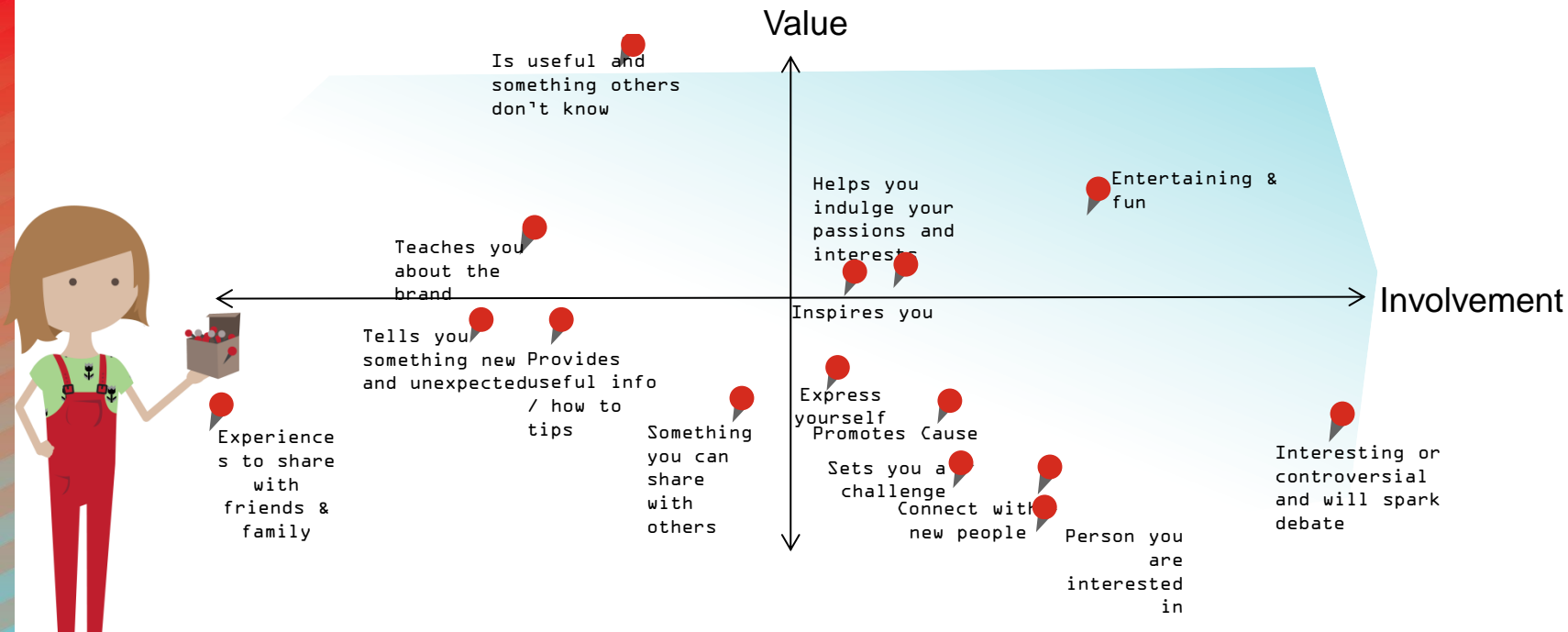


THE LANGUAGE of CONTENT



Q: "When [CATEGORY] brands share content with you, what type of content do you value?
BASE: ITALY & interested in category

With Wave 8 we can map objective to content



THE LANGUAGE of CONTENT



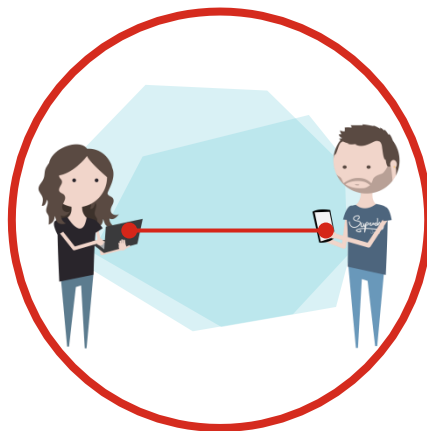
Q: When you see any of this content shared with you by brands directly (or shared by other people), do you value this content most when it...? / Which 3 statements from the list below best describes how this would make you feel about the company and its products or services? [Spend More time with it]

Base: Italy

Summary



Think about your
consumers' ambitions



Create social
commodities



Measure and
optimise



THE LANGUAGE of CONTENT





**Alessandra
Giaquinta**

Managing Director, UM

Glen Parker

Wave Research Lead, UM G14

**Eric
Weaver**

Chief Social Officer

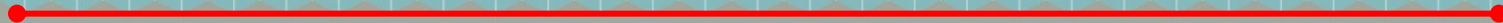
IPG Mediabrands G14

**Luca
Casadei**

CEO Web stars Channel

**Matteo
Scortegagna**

Co Founder at Next14





wave

8

Thank you

