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MMU: Monthly Media Update

January/February 2014

INDUSTRY NEWS:

Maxx's eMarketer Chart / Article of the Month-

By Maxx Kleiner

The rise of mobile is undeniable, but we must not forget our roots. Yes, I'm looking at you Dell desktop PC! According to Kantar Media, physicians are still using their desktops the majority of the time when looking up information -whether it is researching general information, reading abstracts or researching specific clinical situations. This is not to say that smartphones and tablets aren't an integral part of the consumption mix, as at least 20% of respondents are performing an activity on their mobile device. Mobile programs are progressive and interactive opportunities; however, marketers should still use desktop placements as a base for media planning.

Informational Tasks Performed by US Physicians, by Device, Aug 2013						
<i>% of respondents</i>						
	Desktop	Smartphone	Tablet	Print	Other	Do not perform
Access internet	93%	67%	48%	-	1%	2%
Email	90%	64%	41%	-	1%	4%
Research general medical issues/topics	87%	31%	28%	33%	1%	4%
Research specific clinical situations	86%	31%	27%	30%	1%	5%
Read articles from medical publications	74%	21%	28%	55%	2%	3%
Read abstracts	72%	23%	26%	43%	2%	8%

Note: n=3,179
Source: Kantar Media Healthcare Research, "Kantar Media Sources & Interactions Study: Medical/Surgical Edition," Sep 2013

GTO/DoubleClick DFA to DCM Transition:

By Trey Love

On Tuesday February the 18th, the media department transitioned its ad serving technology from the long standing Google's DFA platform to their new ad serving and management platform, DCM (DoubleClick Campaign Manager). DCM is part of Google's new DoubleClick Digital Marketing platform, which seeks to integrate all major media channels (display, search, mobile, video, & social) under one umbrella. The roll out of DCM this past September marked the largest update to the 17 year old ad serving technology.

What does that mean for the media team?

The system no longer accepts mobile ads. Yeah, you heard me right, no more mobile! Any mobile ads running will need to be changed to the ad type "standard ads". So what's Google playing at here? What they are attempting to do is to remove the fragmentation surrounding creatives across various device types. DCM will now readily allow HTML5 creative upload and serving, which they claim will allow for "Mobile Aware Ads." By making use of the responsive design architecture that HTML5 provides, the creatives will be able to conform universally across any screen size or device type.

What Google has done with the UI is cool. All of the previously tabbed items now exist within one window effectively allowing the user to select what components they want to see. Each 'view' a user makes can be named, saved, and stored for quick retrieval across all campaigns.

All in all, it really feels like Google has made a strong attempt to streamline the workflow with DCM. Many of the changes that have been put into place on DCM genuinely increase flexibility and enhance productivity.

BRAND SPECIFIC EFFORTS:

Social Display Planning and Moderation Policy:

By Rachel Schaub

The West Coast media team executed a successful campaign for RA Franchise designed specifically to test banner performance in socially-oriented environments that adhered to Genentech's strict non-UGC policy. In planning such a sensitive campaign, the team learned that there is no standard process across sites in how they moderate UGC. This opened the opportunity for GTO to establish a set of guidelines for this campaign and any social campaign moving forward. The process led to a modified GTO policy for UGC content and guidelines to set with clients and media planning guidelines. This is yet another example of how the media team often responds real-time to the ever-changing online environment and the direct impact it has on our clients.

Just For Fun:

GTO/SF Move:

By Richard Copeland

GTO West has moved up in the world to a new office in downtown San Francisco. Our new space was built in 1905, and it remains one of the few buildings that withstood the 1906 Earthquake and Fire that destroyed 80% of the city. The new space gracefully blends venerable history with modern appeal. GTO's new location has a lofty feel which is due to its industrial beginnings- it was originally owned by the Pacific Telephone and Telegraph Company, which later became PacBell and then AT&T. The new space leaves plenty of room for GTO to grow and flourish on the West Coast. We are happy to call it home! Come visit us at 445 Bush Street, 3rd floor.

Telephone Operators in 1906 in 445 Bush



Previous Agency Employees in 2013 in 445 Bush

