

MARKETING

Cross-screen phenomena opens doors for technology-fueled collaborations

November 4, 2016



YSL Beauty Mon Paris virtual reality

By JEN KING

NEW YORK Media, marketing and content creation have all been deeply affected by the cross-screen phenomena, which in turn has caused business philosophies to evolve, adapt and collaborate, according to panelists speaking at ad:tech New York 2016 Nov. 3.

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During the "How to meet the demands of an ever changing customer: Insights from leaders in the media, marketing and content business" session, panelists from these verticals discussed how they have dealt with consumers jumping from screen to screen and platform to platform. Learning how to be fluid in a fast-paced, ever-changing landscape has forced brands to be adaptive or risk being deemed irrelevant by a sophisticated, increasingly mobile-first audience.

"I think that the cross-screen is a combination of different things occurring at the same time," said Dawn Ostroff, president of [Cond Nast](#).

"First and foremost, the consumer now has access to content on every imaginable platform and as a result the content is being served on all of these devices where they are able to pull down whatever they want, when they want it," she said.

"Second, I think new platforms are being developed and have really come up in the past few years that are really changing and disrupting the way in which the consumer watches, but what they are watching."

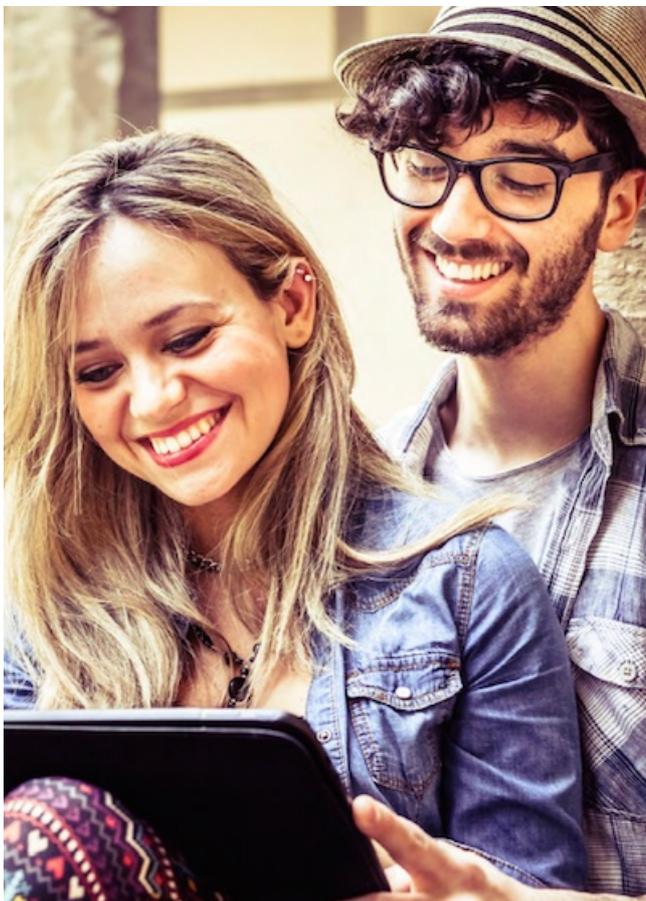
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The cross-screen phenomena has left its mark on media, marketing and content creation. Today, television is not viewed only on a television set, the radio is not listened to on a transistor radio alone and a newspaper is not read solely on the printed page.

As content and advertising vehicles of the past have evolved into digital formats, content has become more accessible. In response to the on-demand world, business have had to update their philosophies to be relevant for today's environment.

Collaborations between brands and media agencies have emerged as one such solution to meet these newfound challenges. The development of new platforms has also presented methods to speak to target audiences, although up-and-coming technologies have proved disruptive.

Content creation, especially video, has been revolutionized through platforms such as YouTube, Snapchat and Facebook Live. With consumers' viewing habits changing based on the chosen lens, this has caused brands to rethink how video content is created and has resulted in filmmakers and storytellers telling their tales in different ways, depending on where it will run.



Media consumption has been changed forever by multiple screens

Interestingly, television advertising spend is still a popular choice for ad buyers even with a bevy of online platforms available. During the panel, Ms. Ostroff and her fellow panelists agreed that television has remained a viable option because the retrievable data measurements are dependable and easier to splice.

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But, in digital it becomes a question of who a brand is hoping its content will reach, and just as importantly, where the content will be viewed among the seemingly infinite number of platforms.

For younger consumers, many of whom are, or are near, digital natives, content interaction is done across a number of platforms. Young consumers' behavior has also developed without linear television viewing on a daily basis, a defining difference between this youth demographic and older millennials, Gen Xer and baby boomers.

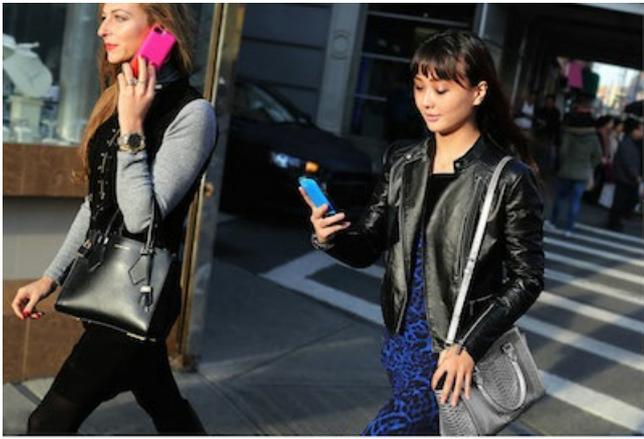


Image courtesy of Michael Kors

This landscape does not offer standardized and viable metric systems for brand marketers to determine if they are creating the correct content, for the right market and at the ideal time. The panelists agreed that quite often marketers are second-guessing themselves.

Cond Nast, for example, is connecting the dots between readers' content consumption and purchase behavior through the launch of a new data product.

The media conglomerate's Spire leverages proprietary insights from 1010data, looking to better target campaigns for advertisers. With today's fragmented media landscape, it can be difficult for marketers to follow the purchase path back to the original point of inspiration, but by merging first party and third party data, Cond Nast is looking to pinpoint the right message to deliver to the right person at the right time ([see story](#)).

Benefits of togetherness

As a result of consumer behavior and cross-screen habits, the media and technology fields are coming together in new ways. Innovative technologies such as augmented and virtual reality as well as 360-degree video content are leading these collaborations to spur consumer interaction.

For example, Swiss watchmaker Tag Heuer crafted a legend with the help of the New York Times' virtual reality mobile application.

The NYT VR app puts readers at the center of New York Times' content, including what is produced by its brand partners, through immersive 360-degree video experiences that allow for an interactive narrative. LVMH-owned Tag Heuer is using the NYT VR app's storytelling capabilities to share the heritage of its Carrera timepiece with New York Times' audience, showing both its placement within the overall watch industry and its modernity ([see story](#)).

Similarly, Four Seasons Hotels & Resorts employed Facebook Live's streaming capabilities to enable consumers to virtually board its private jet.

The 35-minute Facebook Live broadcast on Sept. 18 invited consumers to meet crew members and see features of the aircraft's hospitality through the eyes of one of its social media team members. Much like other streaming platforms, Facebook Live enables brands to show an unfiltered perspective, taking brand film beyond carefully produced montages ([see story](#)).

"I find that because the advertising community is so excited about whatever the next shiny penny' is," Cond Nast's Ms. Ostroff said. "That it really pushes everybody to get there faster because they really want to be able to experiment and be there with a partner who is innovating and looking for new ways to for their clients to really reach the consumer.

"That being said, virtual reality is absolutely where I think everyone is, or will be there in a really big way next year," she said. "It's not hype, it's real."