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23 Part 5

GO DIGEST





Research



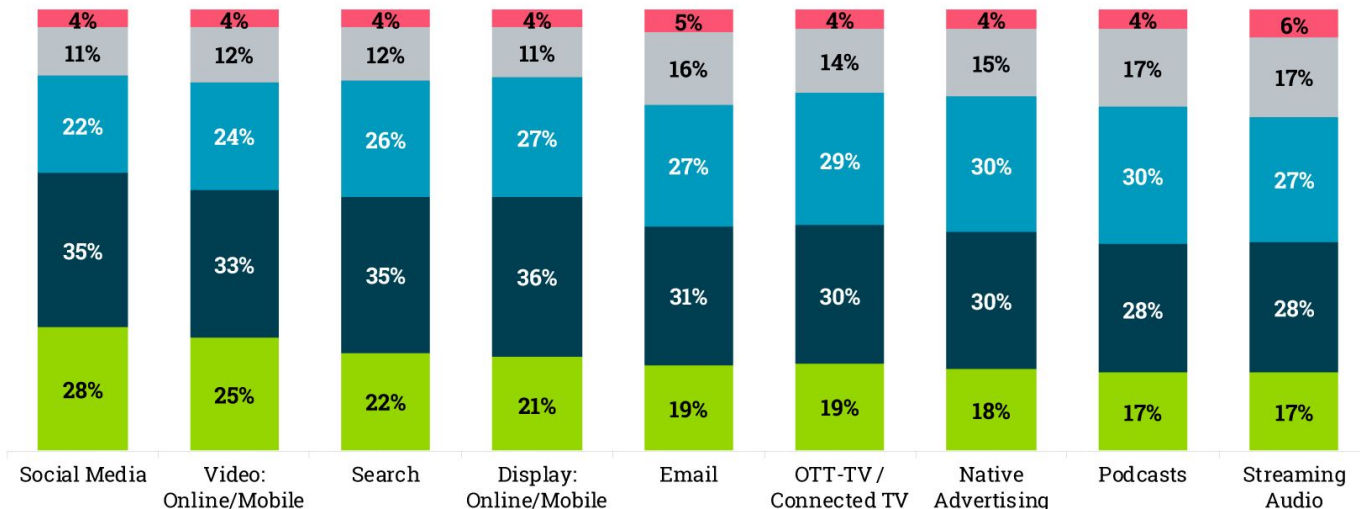
01

Which Digital Channels Do Marketers Around the World Feel Are Most Effective?

Perceived Effectiveness of Digital Spend, by Channel



■ Extremely effective
 ■ Very effective
 ■ Moderately effective
 ■ Slightly effective
 ■ Not at all effective

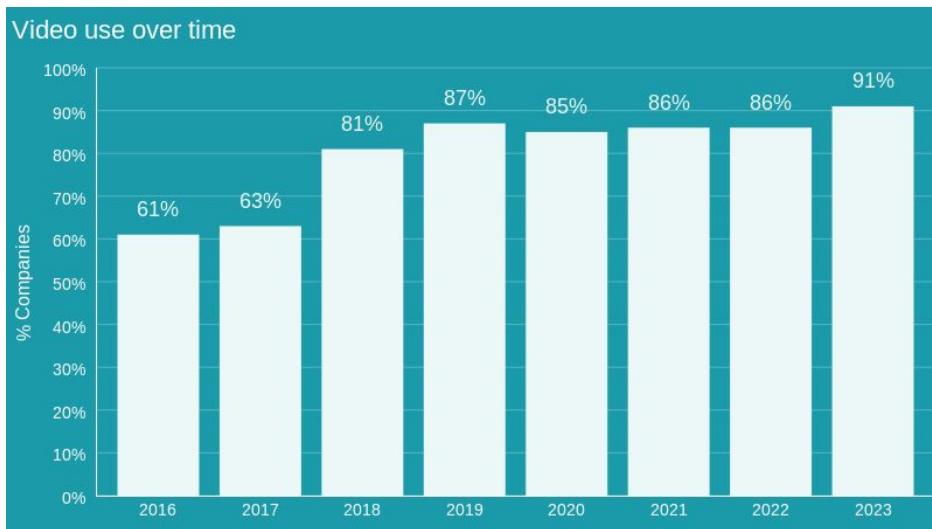


Published on MarketingCharts.com in May 2023 | Data Source: Nielsen

Based on a December 2022 survey of 1,054 global marketing professionals working with annual marketing budgets of at least \$1 million across the Auto, Financial Services, FMCG, Technology, Health Care, Pharmaceuticals, Travel, Tourism, and Retail Industries

02

Video Marketing Has Increased by 41% Since 2016



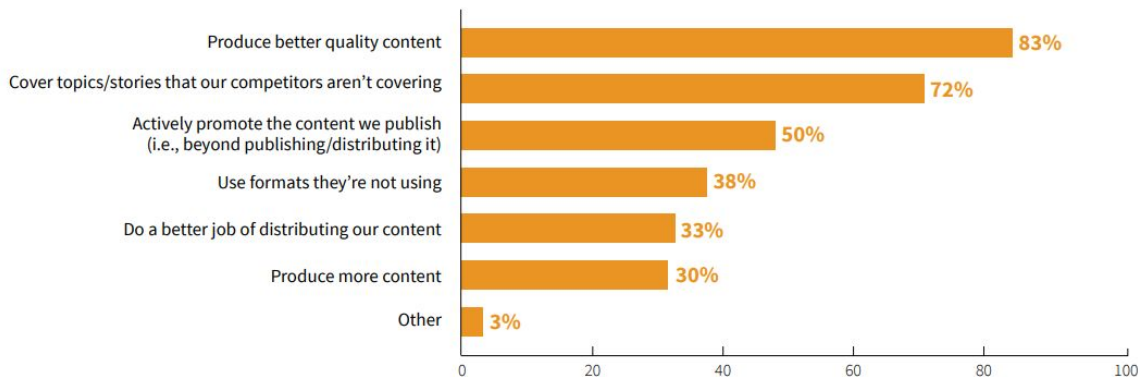
Video continues to be used by an overwhelming majority of businesses. 91% of businesses use video as a marketing tool in 2023.

This is an all-time high since 2016.

03

2023 B2B Content Marketing Report: Benchmarks, Budgets, and Trends

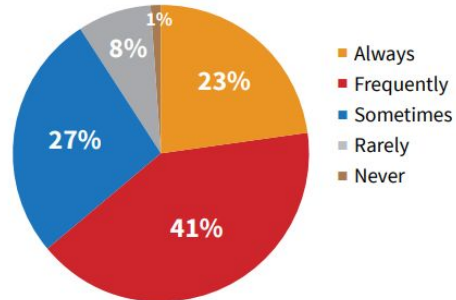
How B2B Marketers Differentiate Their Content From the Competition



Content Marketing Institute/MarketingProfs

Base: Content marketers who always/frequently differentiate their content from the competition.

How Often Do You Differentiate Your Content From the Competition?



B2B MarketingProfs and Content Marketing Institute produced the annual report that offers insights into B2B content marketing benchmarks, budgets, and trends.



01

Absolut uses AI to create neighborhood-inspired craft cocktails



Absolut is leaning into the AI hype with a new campaign that transforms AI-generated imagery into real cocktails inspired by some of Canada's most vibrant neighborhoods and towns.

Source: <https://www.youtube.com/watch?v=usxSQgYai4Y>

02 BSSP collaborates with musical artist D Smoke, putting sports streaming channel ESPN+ top of mind



Combining sports nostalgia, retro-vibes, and relevant sports context, the new spot aims to get digital-first sports fans more familiar with ESPN+ and make it clear it's in the ESPN App. This is the first time an ESPN+ version has been developed, further emphasizing a streaming focus.

Source: <https://www.youtube.com/watch?v=fcEMhgtwBi0>

02 Arnold Schwarzenegger arrived at the Netflix office on a tank



The ad is promoting Netflix's selection of action titles, which this year includes Chris Hemsworth's "Extraction 2," Gal Gadot's "Heart of Stone," the new season of "The Witcher," and Schwarzenegger's own series, "Fubar."

Source: <https://www.youtube.com/watch?v=sMv0YVVnabY&t=1s>



01 Avery Dennison's uses strategic audience insights to bring fashion brands and retailers closer to consumers

Challenge:

- To define retail strategy with mixed data sources

Results:

- 40+ articles featuring the white paper
- 2.9M people reached
- 84.5K estimated views
- 4,500 white paper landing page visits
- 1.8M impressions from paid social

02 JetZ garners over 123X CTR above industry average for Sweet Stick mobile ad

Challenge:

- To promote the new packaging for Sweet stick using 2 famous animated characters
- To drive user traffic to their e-commerce website to purchase their product and grab new merchandise

Results:

- reach 2.64mn users
- engagement rate 24.77%
- outbound click rate 29.50%
- avg time spent 25.83 sec

03 OnePlus Reached 12 million Users in 75 minutes With Live Streaming Video Format to Launch Its New OnePlus 9 Series

Challenge:

- To promote the launch of the OnePlus 9 series: 9, 9 Pro and the OnePlus Watch
- To inform consumers about the three products and their features
- To add to campaign reach other than YT and drive more traffic to the launch

Results:

- reach 12 mn users
- video views 3 mn view
- VTR 25%
- outbound clicks 6,324 clicks



01

Google Will Soon Show You AI-Generated Ads

Google has spent the past few weeks promoting generative AI tools that can summarize search results for users, help them draft essays, and swap out overcast skies for sunshine in otherwise perfect family photos. Today it's showing off what similar tools could do for its core business—selling ads.



02 AI tool generates video from brain activity

Researchers at the National University of Singapore and the Chinese University of Hong Kong reported that they have developed a process capable of generating video from brain scans. The research is published on the arXiv preprint server.

03 New AI allows for interactive 3D manipulations of 2D pictures

A team of computer scientists from the Max Planck Institute for Informatics, MIT, Google and the University of Pennsylvania has developed a new AI imaging tool for user-interactive 3D manipulation of 2D images depicted in a photograph.

Let's create digital history together!

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