

RIDING THE RIGHT WAVE!

Paulina Sobieszek, Partner, Business Development Michal Szczur, Digital Activation Manager

Mindshare Poland

'ACTING FAST' CHECK TIME

educating about agility and adaptation

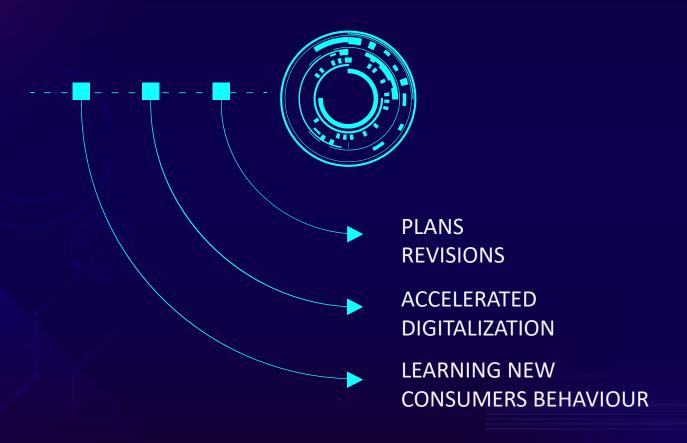
PRE-COVID



POST-COVID

delivering tangible value through proven solutions

COVID-19 IMPLICATIONS FOR MARKETERS

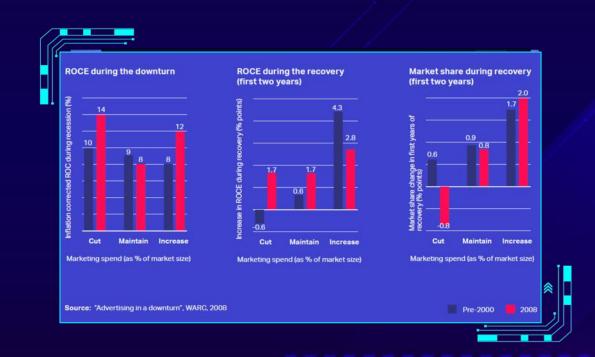


THERE IS NO REAL BENCHMARK

One applicable conclusion:

don't stop

communication



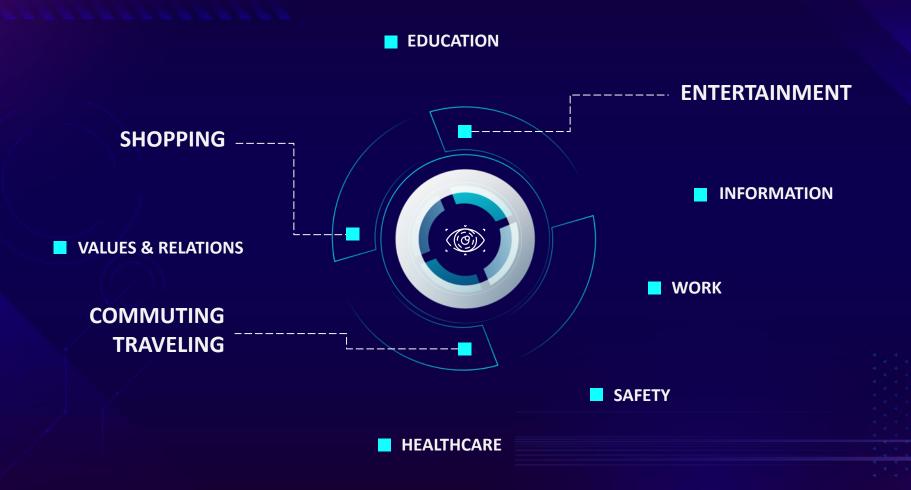


1. What are crucial, long term changes in consumers behaviours marketers should address?

MAJOR QUESTIONS



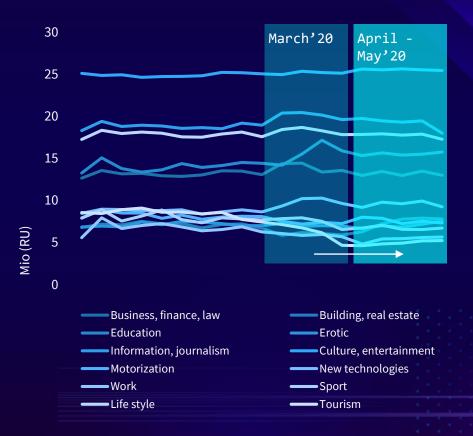
2. Do we have available, efficient solutions addressing those changes?





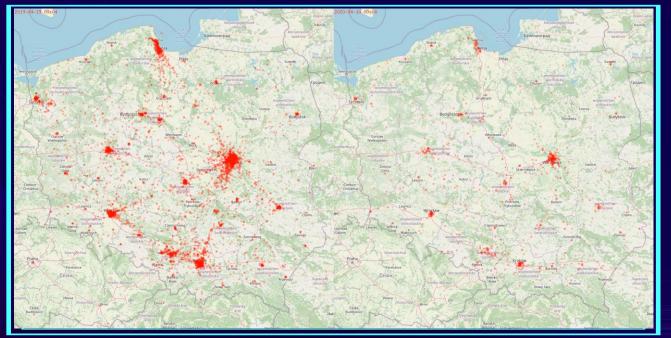
LOCKDOWN INFLUENCED THE WAY WE BEHAVE IN DIGITAL WORLD...

Reach of websites categories in Poland



Source: Gemius Megapanel, 30.12.2019 - 10.05.2

COVID IMPACT WAS MUCH STRONGER IN OFF-LINE WORLD



CREATING SMART TG SEGMENTS: MATCHING ONLINE AND OFFLINE DATA



DOCTORS, NURSES

People who reguraly visit hospitals / spend much time in hospitals



HOME OFFICE

People who were travelling on a daily basis and now stay at home



HOME WORKOUT

People who visited gyms and now stays at home

SOLUTION: PROXIMITY MARKETING



https://mindsharecasestudies.com/casestudies/108157



LIVE-STREAMING PLAYING VIDEO GAMES IS SOARING

+38%

more hours watched on Polish Twitch

+23%

increase of total broadcast hours on Polish Twitch



6,5 mio

Poles are interested in gaming o Esports

/before pandemia/

+11,7%

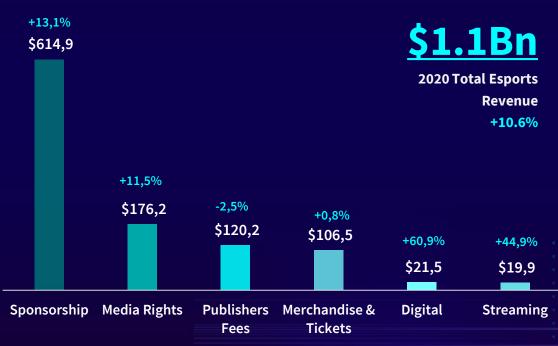
global Esports audience growth estimated for 2020

/before pandemia/

ESPORT MARKET IS GROWING RAPIDLY







VIRTUAL AS A SUBSTITUTE FOR PROFFESIONAL SPORT NOW





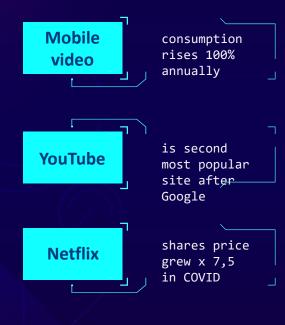
STREAMERS NETWORKS AS A GREAT OPPORTUNITY

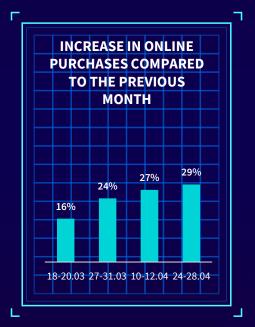






E-COMMERCE & VIDEO ARE GROWING





Source: Kantar





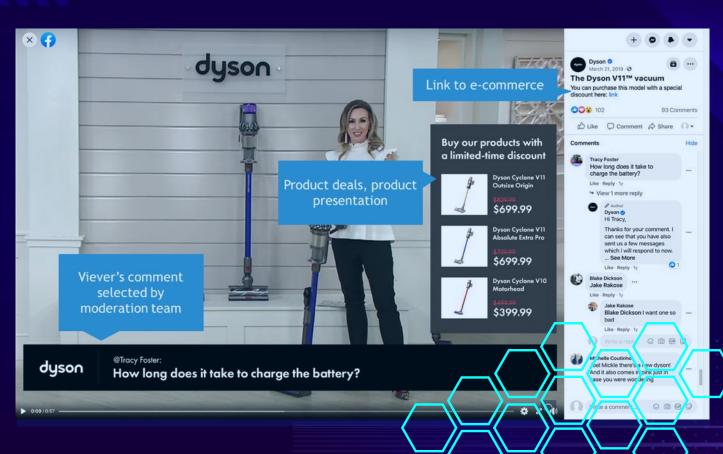








Live commerce builds awareness, engagement and sales simultaneously





MONETIZING ESTABLISHED COOPERATION WITH STARTUPS











TECHNOLOGY

Fast access to innovation and proven tech solutions

tested solutions no long R&D phase



INTEGRATION

Solutions fully audited and integrated with groupm offer

integratefd
 analytics
brand safety
 secured



EFFICIENCY

Effectiveness based model extraordinary CTR rates

AdBlock proof solutions

THANK YOU

Does anyone have any questions?

Paulina Sobieszek, Partner, Business Development Michal Szczur, Digital Activation Manager

