

MediaSmart

OPENING EYES

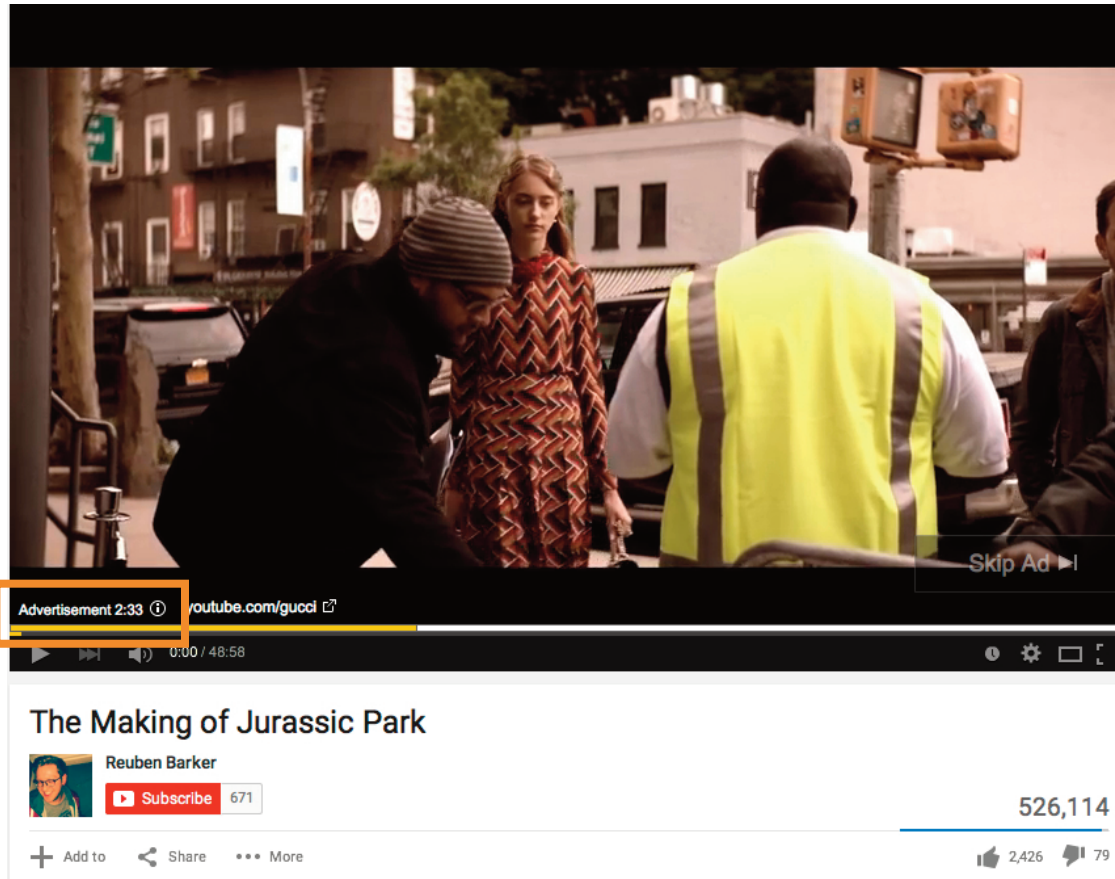
Presentation 2

**Why is there advertising
on social media?**



Why is there advertising on social media?

2



YouTube

Display advertising:
the banners and pre-roll
videos that play before
you access content on
sites like YouTube.

Some ads appear
before videos.

Why is there advertising on social media?



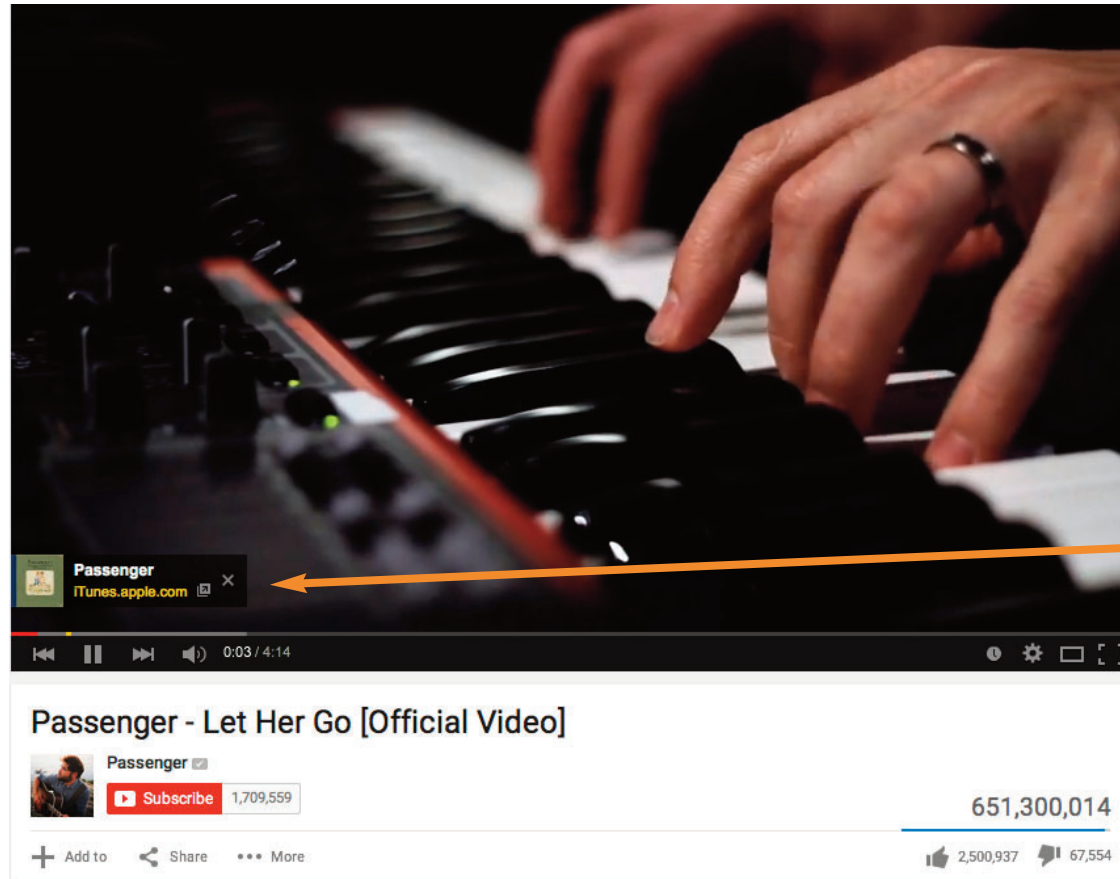
YouTube

Display advertising:
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Some ads appear
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Why is there advertising on social media?

4

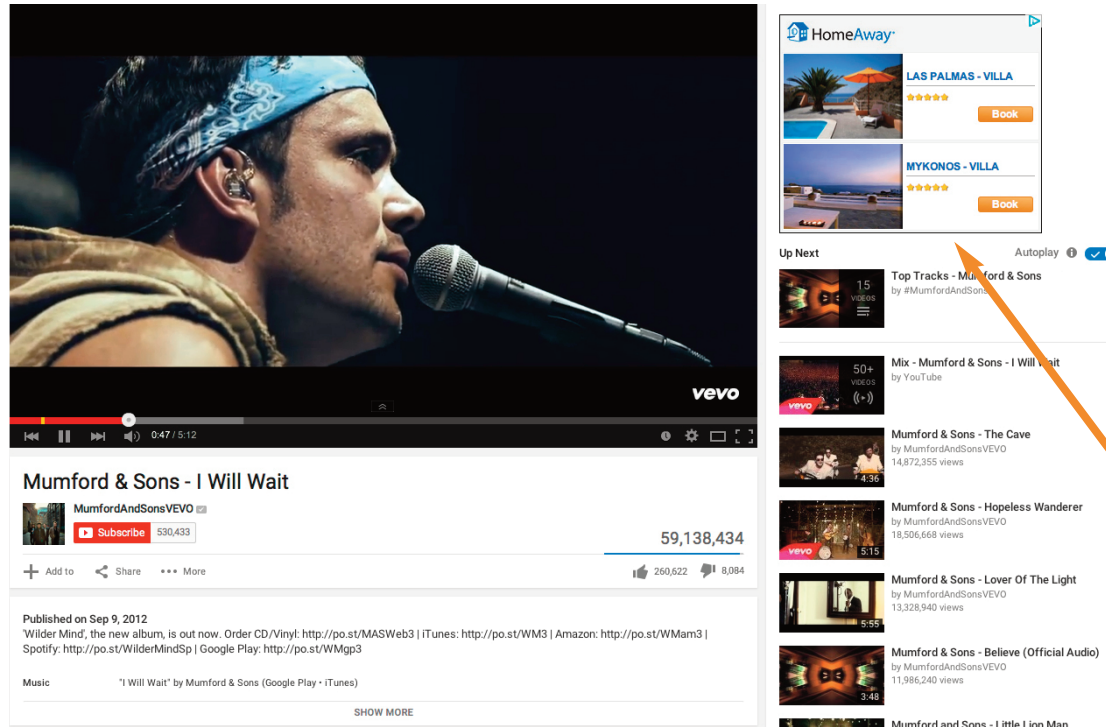


YouTube

Display advertising:
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Some ads appear
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Why is there advertising on social media?



The screenshot shows a YouTube video player for the song "I Will Wait" by Mumford & Sons. The video is playing on the Vevo platform. An orange arrow points to a HomeAway advertisement overlay on the right side of the video player. The ad features two villa listings: "LAS PALMAS - VILLA" and "MYKONOS - VILLA", each with a "Book" button. Below the ad, a "Up Next" section displays a list of recommended videos, including "Top Tracks - Mumford & Sons", "Mix - Mumford & Sons - I Will Wait", "Mumford & Sons - The Cave", "Mumford & Sons - Hopeless Wanderer", "Mumford & Sons - Lover Of The Light", "Mumford & Sons - Believe (Official Audio)", and "Mumford and Sons - Little Lion Man".



Display advertising:
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Some ads appear
beside videos.

Why is there advertising on social media?

The screenshot shows a YouTube search results page for the query "harry potter". The page displays several video results, including "Heroes of the City", "Would You Like To Escape", "50 Greatest Harry Potter Moments (Full Version)", "Harry Potter and the Philosopher's Stone - Deleted Scenes", and "Harry Potter and the Half-Blood Prince". A large advertisement for 3 mobile data is visible on the right side of the page, featuring the text "Feast on 2GB of data for £11 a month." and the 3 logo. The advertisement is highlighted with a red box. The YouTube interface includes a search bar, filters, and a sidebar with navigation options like "What To Watch", "My Channel", "My Subscriptions", "History", and "Watch Later".

YouTube

harry potter

Filters

About 3,210,000 results

Heroes of the City
AD by Heroes of the City
880,967 views
Car cartoons for little ones.
Over 6 hours on YouTube

Would You Like To Escape
AD by escaping925
Your Career? Build A Business With
Our Model & Plan A Lifestyle Change

50 Greatest Harry Potter Moments (Full Version)
by Jia Orila
3 years ago • 3,025,713 views
A countdown of the 50 greatest Harry Potter moments featuring contributions from:
Tom Felton, Ralph Fiennes, Dawn French, ...

Harry Potter and the Philosopher's Stone - Deleted Scenes
by bookseries
2 years ago • 813,518 views
All the deleted scenes from "Harry Potter and the Philosopher's Stone".
HD

Harry Potter and the Half-Blood Prince
by warnervoduk
2009
Emboldened by the return of Lord Voldemort, the Death Eaters are wreaking havoc in
both the Muggle and wizarding worlds and ...
From 62:49 HD

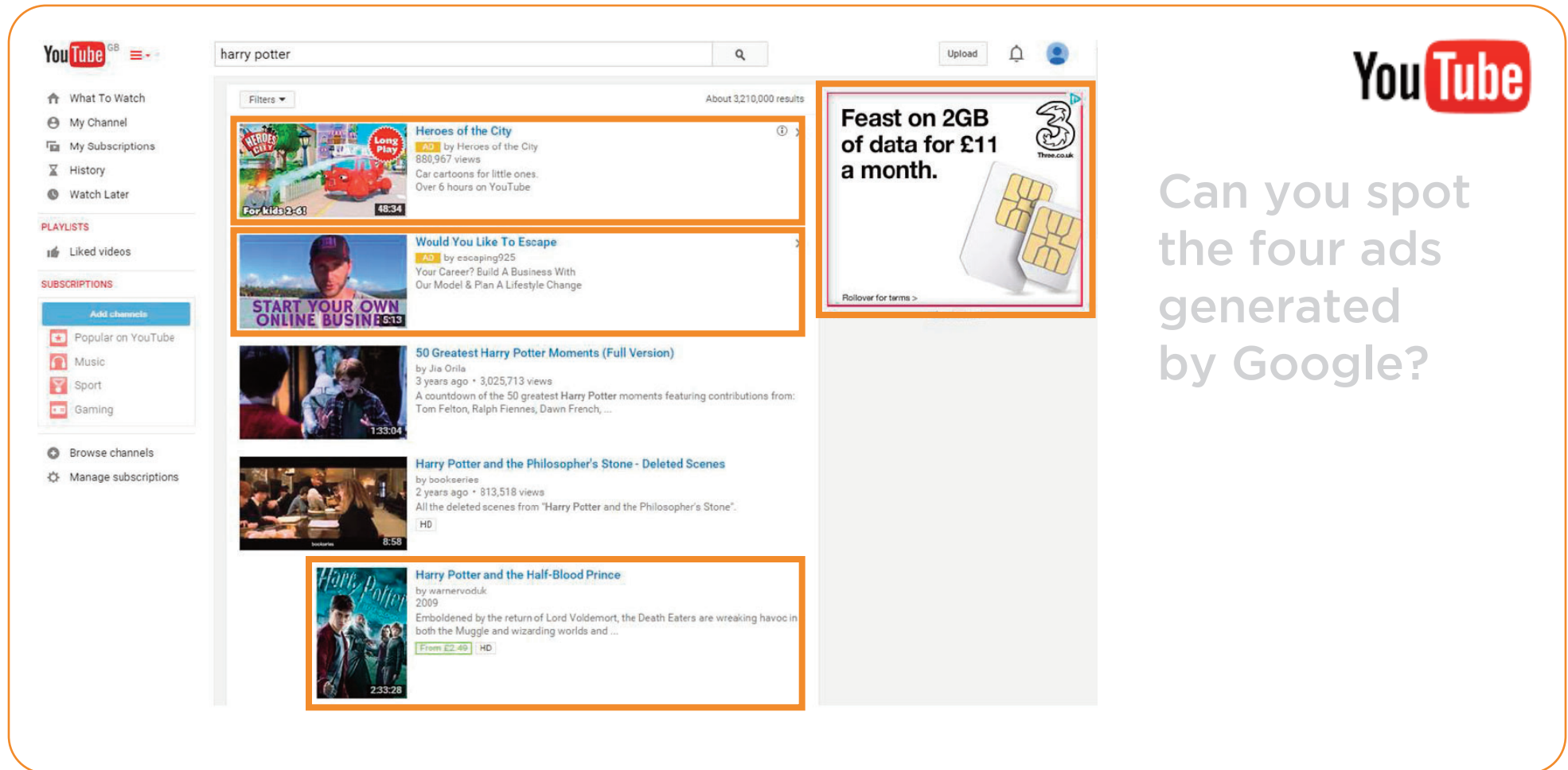
Feast on 2GB of data for £11 a month.
3
Three.co.uk
Rollover for terms >

Advertisement

YouTube

Can you spot the four ads generated by Google?

Why is there advertising on social media?



The screenshot shows a YouTube search results page for 'harry potter'. The search bar at the top shows 'harry potter' and 'About 3,210,000 results'. The left sidebar contains navigation links: What To Watch, My Channel, My Subscriptions, History, Watch Later, PLAYLISTS (Liked videos), and SUBSCRIPTIONS (Add channels, Popular on YouTube, Music, Sport, Gaming, Browse channels, Manage subscriptions). The main content area displays several video results. Four ads are highlighted with orange boxes:

- Heroes of the City** (AD) by Heroes of the City: 880,967 views. Car cartoons for little ones. Over 6 hours on YouTube. Duration: 48:34.
- Would You Like To Escape** (AD) by escaping925: Your Career? Build A Business With Our Model & Plan A Lifestyle Change. Duration: 5:13.
- 50 Greatest Harry Potter Moments (Full Version)** by Jia Orila: 3 years ago • 3,025,713 views. A countdown of the 50 greatest Harry Potter moments featuring contributions from: Tom Felton, Ralph Fiennes, Dawn French, ... Duration: 1:33:04.
- Harry Potter and the Philosopher's Stone - Deleted Scenes** by bookseries: 2 years ago • 813,518 views. All the deleted scenes from "Harry Potter and the Philosopher's Stone". Duration: 8:58.

At the bottom of the highlighted list is a video result for **Harry Potter and the Half-Blood Prince** by warnervoduk: 2009. Emboldened by the return of Lord Voldemort, the Death Eaters are wreaking havoc in both the Muggle and wizarding worlds and ... Duration: 2:33:28.

On the right side of the page, there is a large advertisement for 3 (Three.co.uk) titled 'Feast on 2GB of data for £11 a month.' featuring two SIM cards. The YouTube logo is visible in the top right corner of the page.



Can you spot
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Why is there advertising on social media?

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YouTube

Paid-for promotion:

promoting in a vlog, blog, tweet or within a social media 'feed' (known as 'in-feed'), and payment in kind (e.g. a vlogger may be given free products – in the hope that they will promote it to their followers).

How have they told you this is an ad?

Why is there advertising on social media?



Christmas Q&A With Zoella **Ad!**



PointlessBlog

Subscribe 4,231,849

2,276,073

+ Add to Share ... More

180,571 1,022

Published on Dec 7, 2014

► Christmas Q&A With Zoella!

• Zoella <https://www.youtube.com/Zoella>

• This Is A Paid for Advertorial

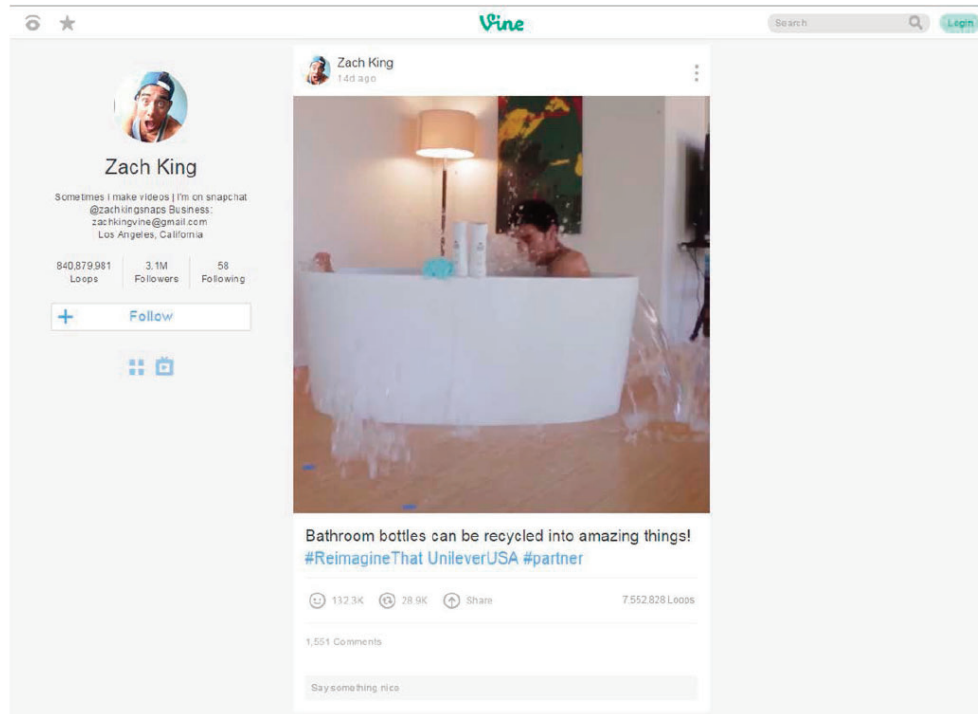
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10

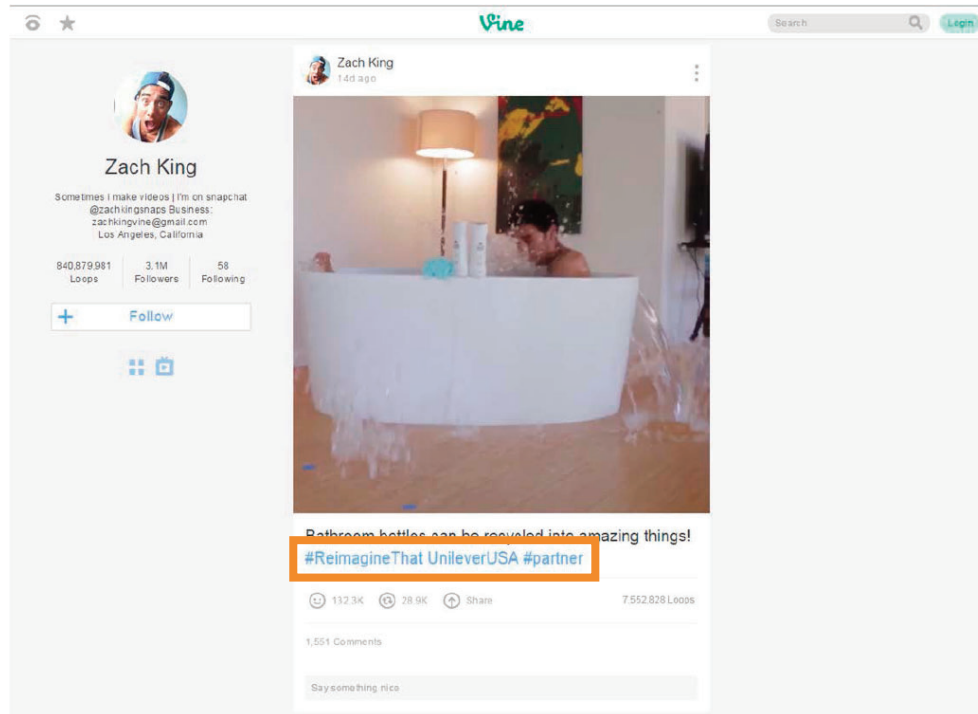


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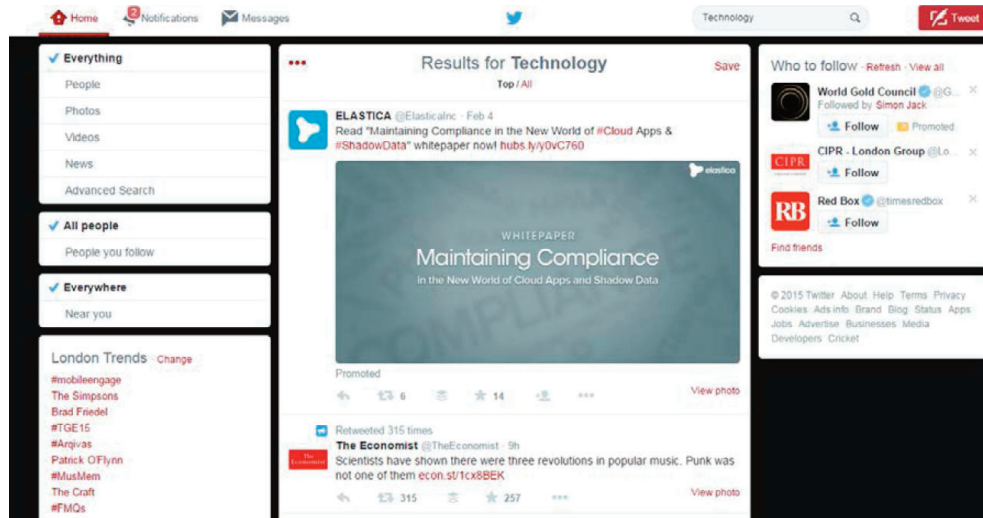
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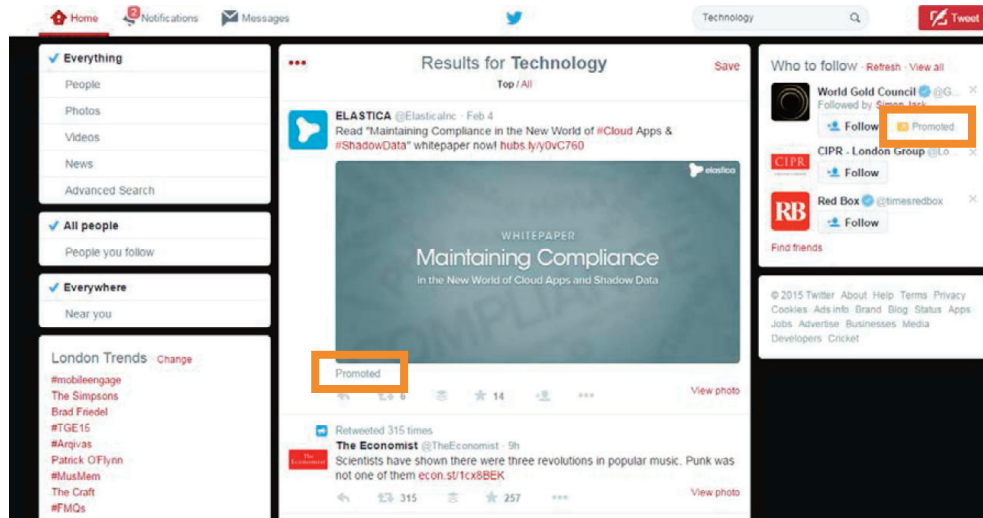


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How have they told you this is an ad?

Why is there advertising on social media?

13



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How have they told you this is an ad?



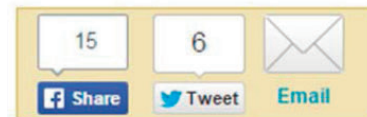
Why is there advertising on social media?

THE OLYMPICS

MAIN ARTICLES SLIDESHOWS GAMES ▾ PHOTOS CAST DISCUSS

Olympics 2012: How Dr. Dre Profits from Offering Free Beats Headphones to Olympic Athletes

Wednesday, August 08, 2012

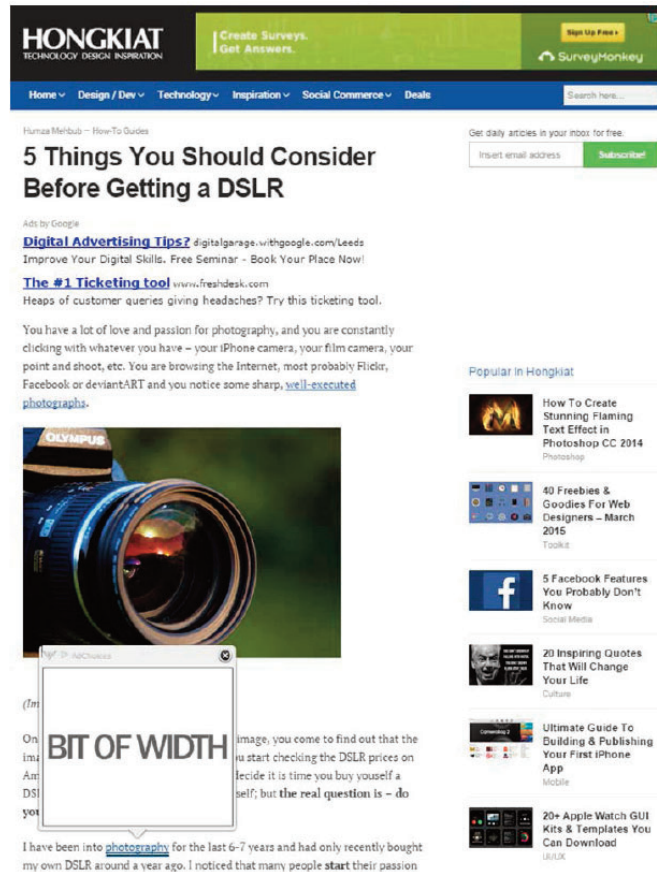


While there were some very strict marketing rules put in place before the 2012 Games, one doctor is working around the situation. That doctor is Dr. Dre, the rapper and name behind Dr. Dre's Beats headphones. Dre chose to simply offer his Beats headphones to any Olympic athlete who wanted a pair, and really, who's going to turn down free Beats? Most viewers have noticed their favorite athletes are wearing Dre's headphones between performances, especially during swimming meets where the camera lingers on each athlete as they get ready to race. This kind of promotion is just what the doctor ordered.



Payment
in kind...

Why is there advertising on social media?



Ads on a website.

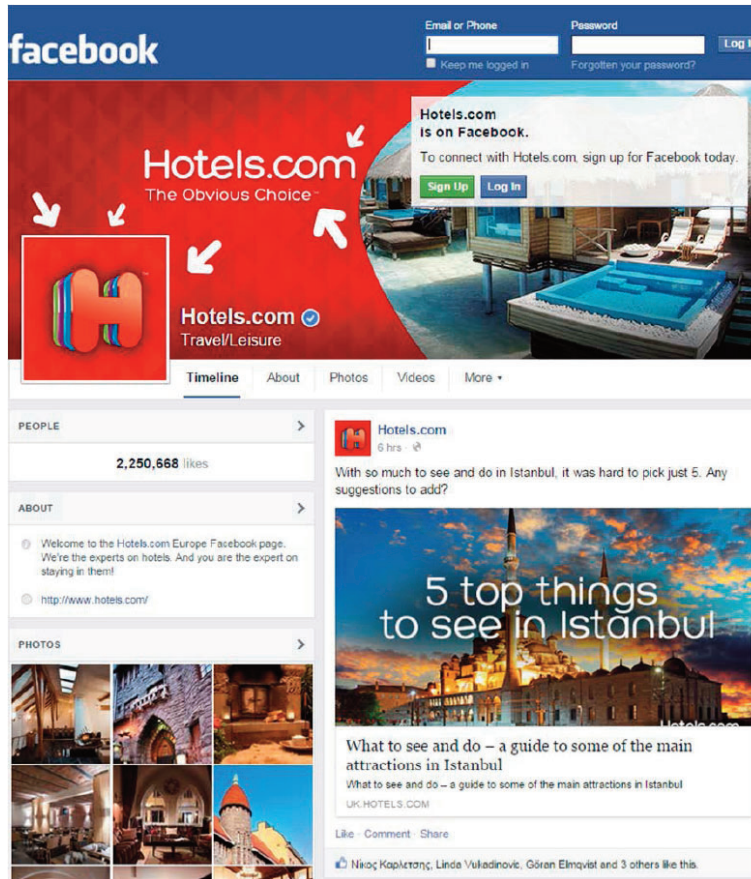
Why is there advertising on social media?

The screenshot shows the Hongkiat website with several advertisements highlighted by orange boxes:

- Top Banner:** A green banner for "Create Surveys. Get Answers." with a "Sign Up Free" button and the SurveyMonkey logo.
- Article Title:** "5 Things You Should Consider Before Getting a DSLR" by Humza Mubub - How-To Guides.
- Text Ad:** "Digital Advertising Tips? digitalgarage.withgoogle.com/Leeds Improve Your Digital Skills. Free Seminar - Book Your Place Now! The #1 Ticketing tool www.freshdesk.com Heaps of customer queries giving headaches? Try this ticketing tool."
- Image Ad:** A large image of a camera lens with the text "BIT OF WIDTH" overlaid.
- Right Sidebar:** A section titled "Popular in Hongkiat" listing various articles like "How To Create Stunning Flaming Text Effect in Photoshop CC 2014", "40 Freebie & Goodies For Web Designers - March 2015", "5 Facebook Features You Probably Don't Know", "20 Inspiring Quotes That Will Change Your Life", "Ultimate Guide To Building & Publishing Your First iPhone App", and "20+ Apple Watch GUI Kits & Templates You Can Download".

Ads on a website.

Why is there advertising on social media?



Brand-owned content:
when a brand has its own
social media account.

Hotels.com
Facebook account

Why is there advertising on social media?

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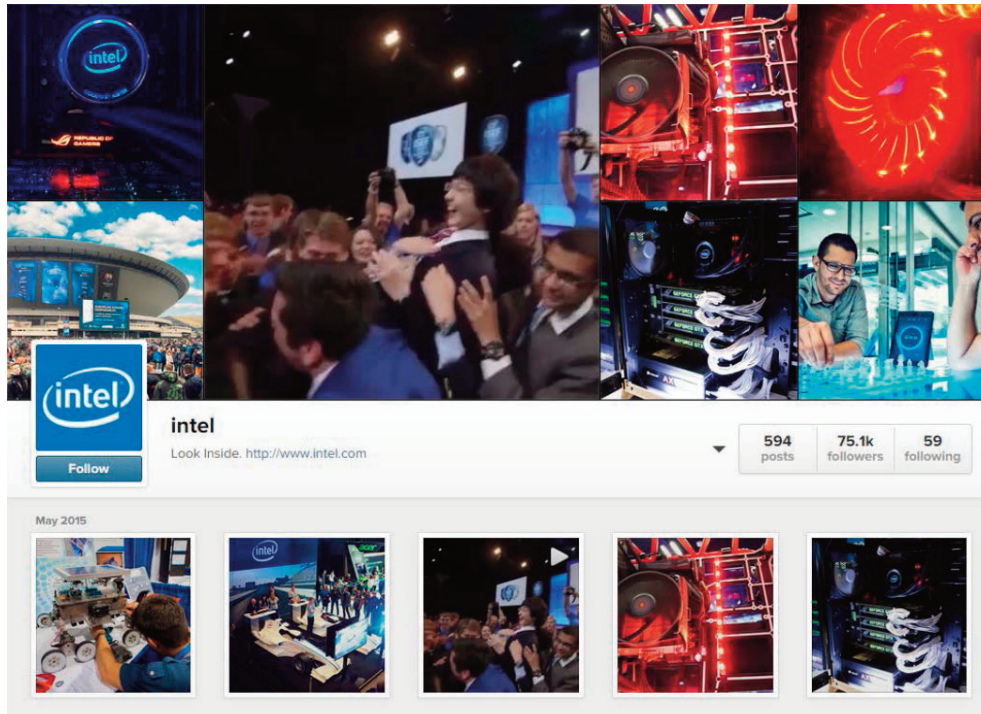


Brand-owned content:
when a brand has its own
social media account.

British Airways
Twitter account

Why is there advertising on social media?

19

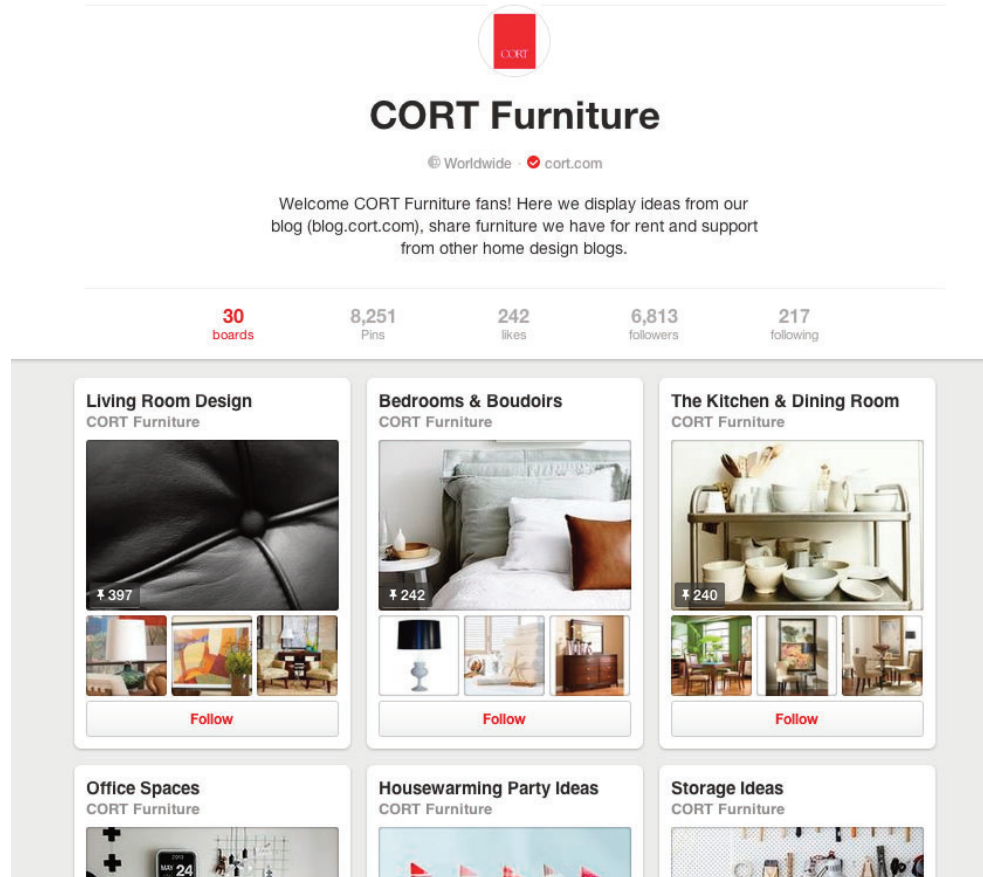


Brand-owned content:
when a brand has its own
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Intel Instagram
Twitter account

Why is there advertising on social media?

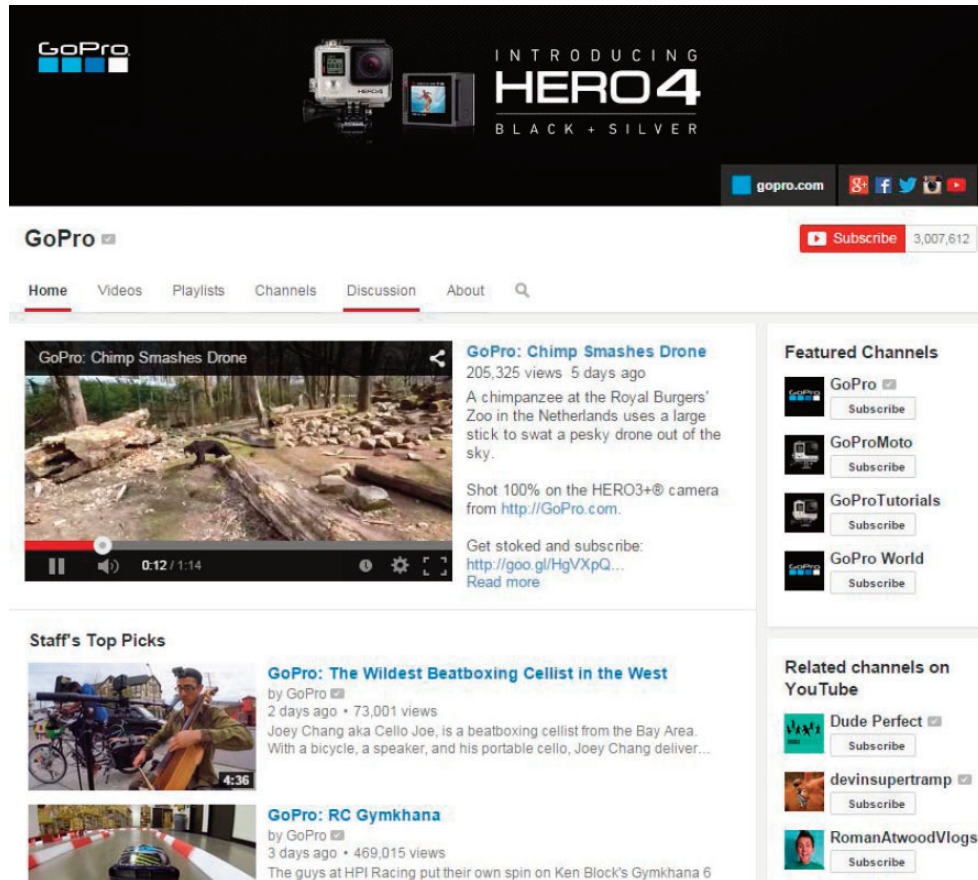
20



Brand-owned content:
when a brand has its own
social media account.

CORT Furniture
Pinterest account

Why is there advertising on social media?

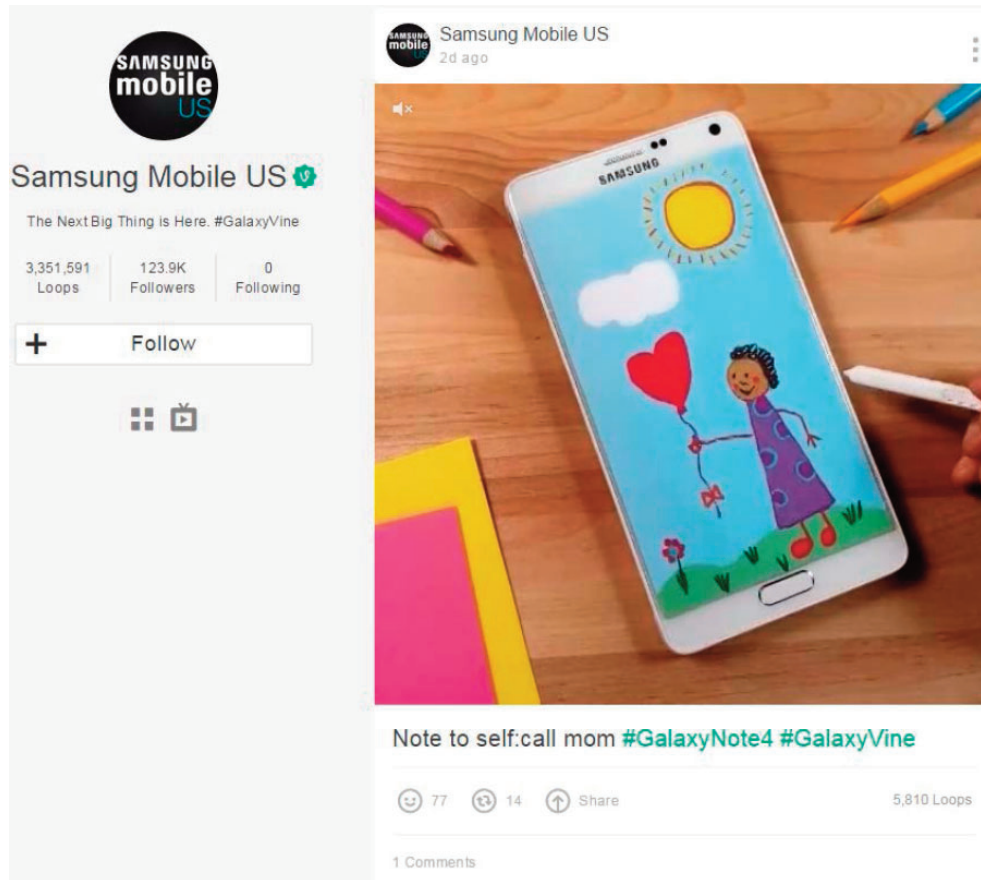


Brand-owned content:
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GoPro
YouTube account

Why is there advertising on social media?

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Brand-owned content:
when a brand has its own
social media account.

Samsung
Vine account

Why is there advertising on social media?

Brand-owned content:
when a brand has its own
social media account.

Glamour magazine
Tumblr account

Advergames:

usually produced specifically for a brand. They are designed to get customers coming back to a brand site regularly to play the game, win prizes, share information about themselves and invite friends to visit a site.



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In-game advertising:

harnesses virtual advertising opportunities in commercial video games.



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