



Gear Up for 2016

How digital can help your business grow



Google™



Program



Introduction to the Belgian media landscape

Thierry Geerts - CEO Google Belgium



Consumer trends shaping the future

Pascal van Laere - Industry Head CPG & Auto



Winning the moments that matter in Belgium

Sebastiaan Monsieurs - Senior Online Media Consultant



Ludovic Thevelin - Online Media Consultant



Case study: PepsiCo

Marnick Vandebroek - Digital Manager Benelux





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A landscape photograph of a river at dawn. A large, bare tree stands in the foreground on the right bank, its branches silhouetted against a blue and white sky. The river flows from the left, reflecting the sky and the surrounding trees. In the background, a line of trees marks the far bank, and a misty atmosphere hangs over the water. The overall color palette is dominated by blues, greys, and the dark greens of the foliage.

It's early morning on the web



E-commerce is a global business

5 billion consumers connected to your business

Mobile first

Pizza 📶 19:30





1990



2015



Video is the new standard



#2

Search
Engine

400

Hours video
per minute upload

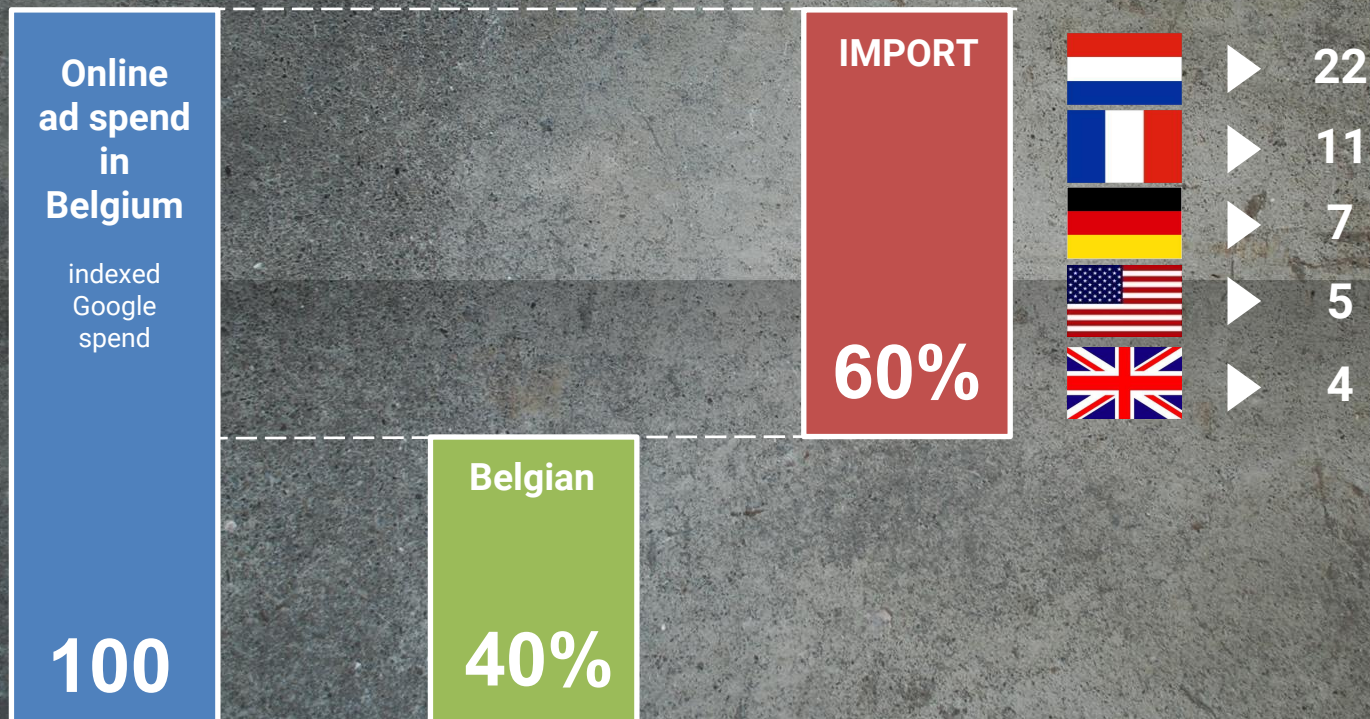
4mld+

Videostreams
per day

1/4

On mobile

Belgium has to catch up



Make the web work for you

Companies active on internet are :

- Growing faster
- Exporting more
- Work more efficiently



NOW is the moment.





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What **marketers** think about

How can I win market share ?

How can I deepen the relationship with my consumers?

What would make people LOVE my brand?

How can I differentiate our positioning vs. competition?

Can I get people to share our content - or maybe even co-create it with me?

What **people** think about

How can I deepen the relationship with my kids?

How can I make my wife love me again?

What should we have for dinner?

How can we fix our economy?

How can I help my daughter through her eating disorders?

Help - I can't sleep!!!!

What is changing?



3 Market trends shaping your world ... and ... 1 myth!



Loyalty builds brands



Loyalty **doesn't** build brands



Laundry

Brand	Market share (%)	Penetration (%)	Purchase frequency
Persil	22	41	3.9
Ariel	14	26	3.9
Bold	10	19	3.8
Daz	9	17	3.7
Surf	8	17	3.4
Average			3.7

But what about...



Harley-Davidson buyers buy other bikes twice as often as they buy a Harley

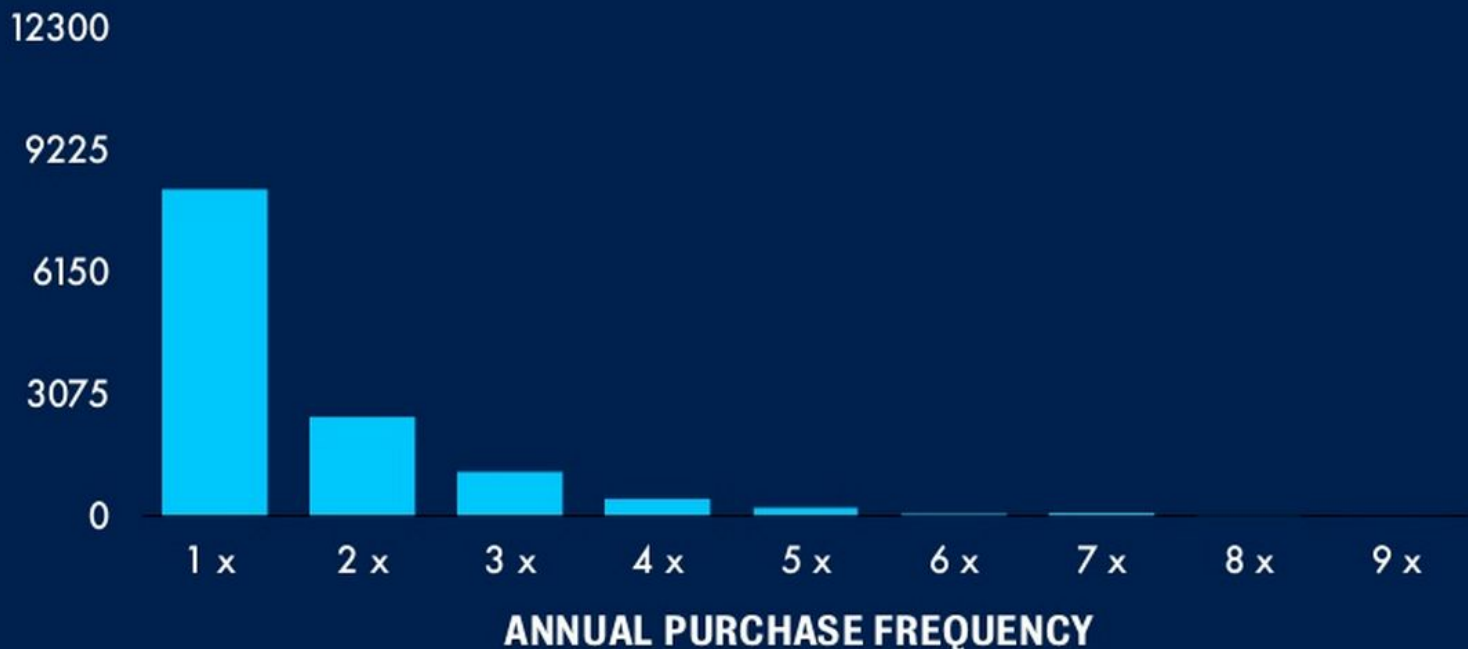


Repeat Rates

Dell	71%
Apple	55%
HP	52%

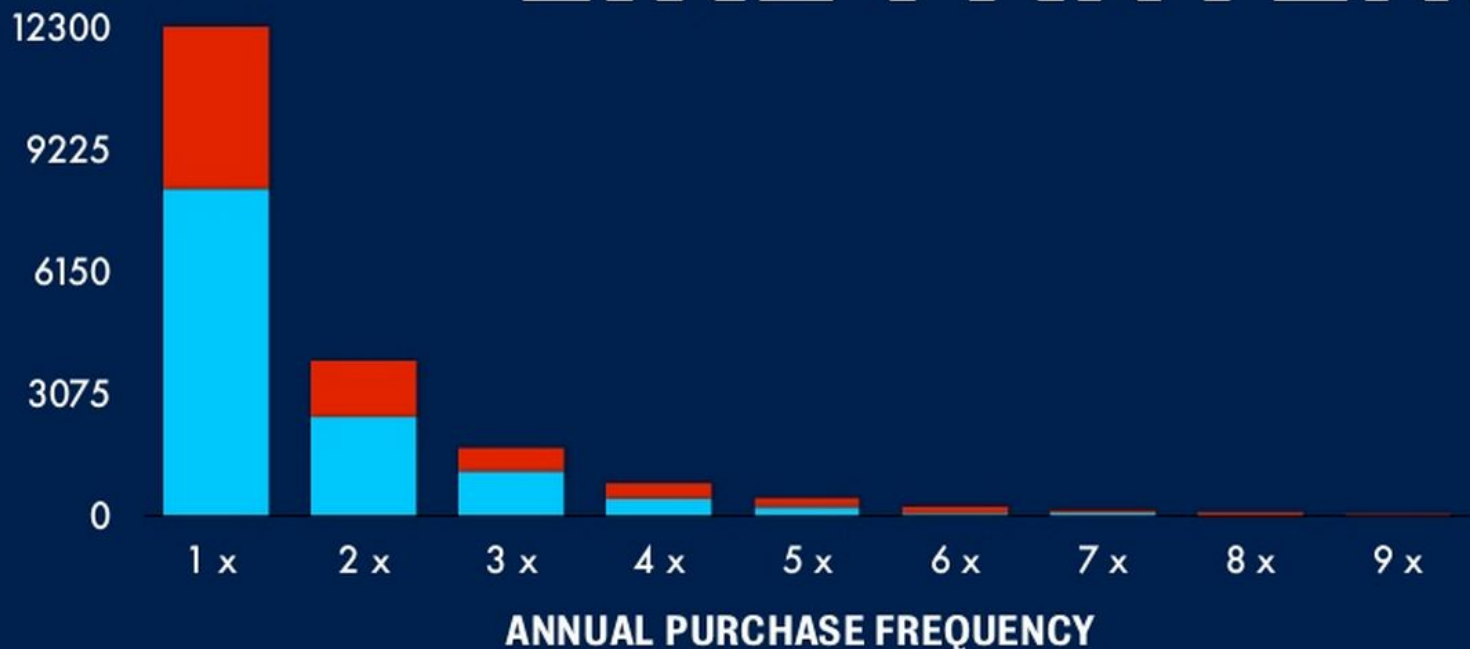
THIS IS FRUCTIS

000's of HHs buying



THIS IS WHAT IT NEEDS TO DO TO LOOK LIKE PANTENE

000's of HHs buying



Fans don't drive the revenue



MARKETING IS A FIGHT FOR ATTENTION - NOT LOVE

Reach is critical to drive penetration

3 Market trends shaping our world



**1. Shift in Media
behavior**



2. Mobile



3. Online Video



3 Market trends shaping our world



1. Shift in Media behavior



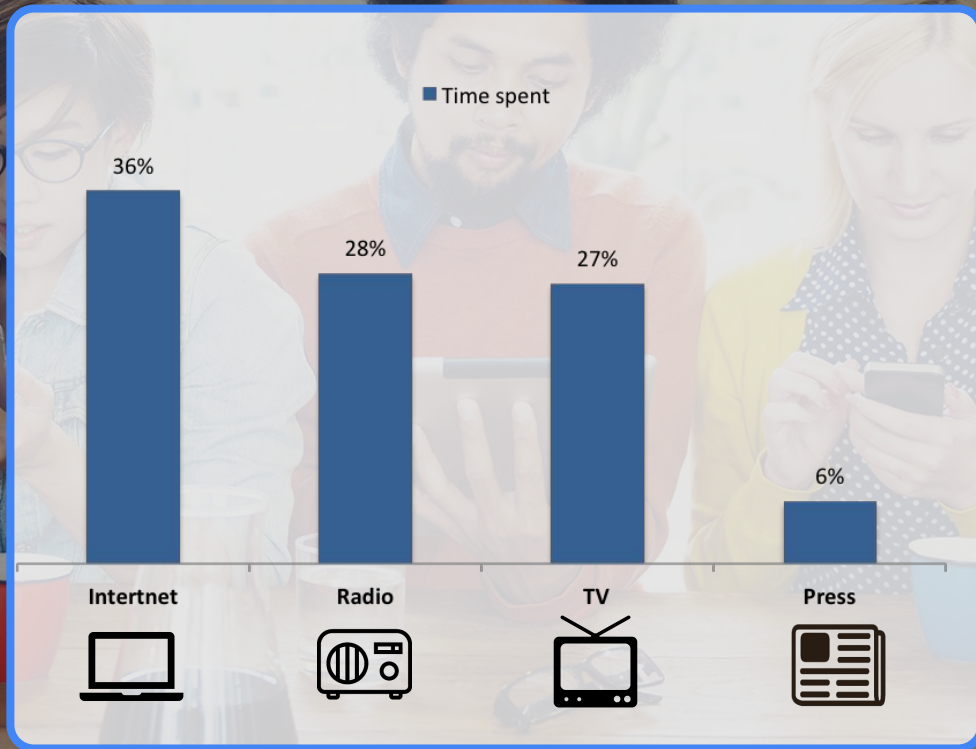
Media **behaviour** has changed



Google



Media **consumption** in Belgium



Source: Online survey commissioned by Google - TNS Fieldwork Nov. 2014 - Note: internet spend excludes big players like Google, Facebook, etc.

Google

Google Confidential and Proprietary



UNLIMITED CHOICE

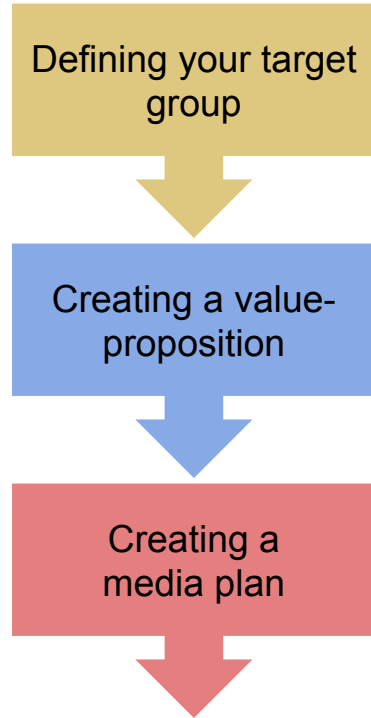
any content, any time, any screen

Google

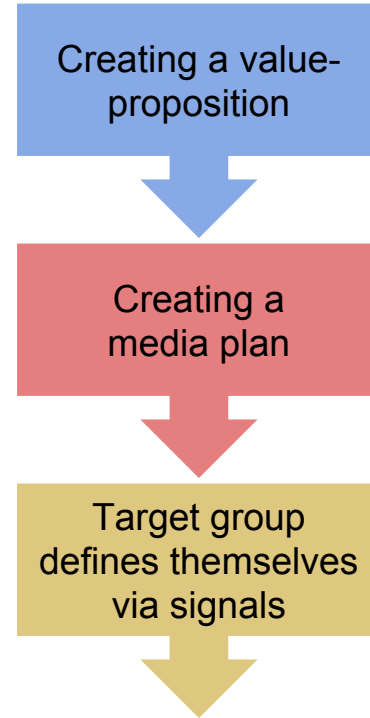
Google Confidential and Proprietary

The **marketing framework** is changing

From



To



Three Market trends shaping our world...



2. Mobile

Mobile anno 2015

Nomophobia

noun

a fear of being without
mobile device, power
source, or service area



The Mobile Revolution



YESTERDAY



TODAY

The Mobile Revolution



YESTERDAY



TODAY

Mobile made digital mainstream..



Call



Internet

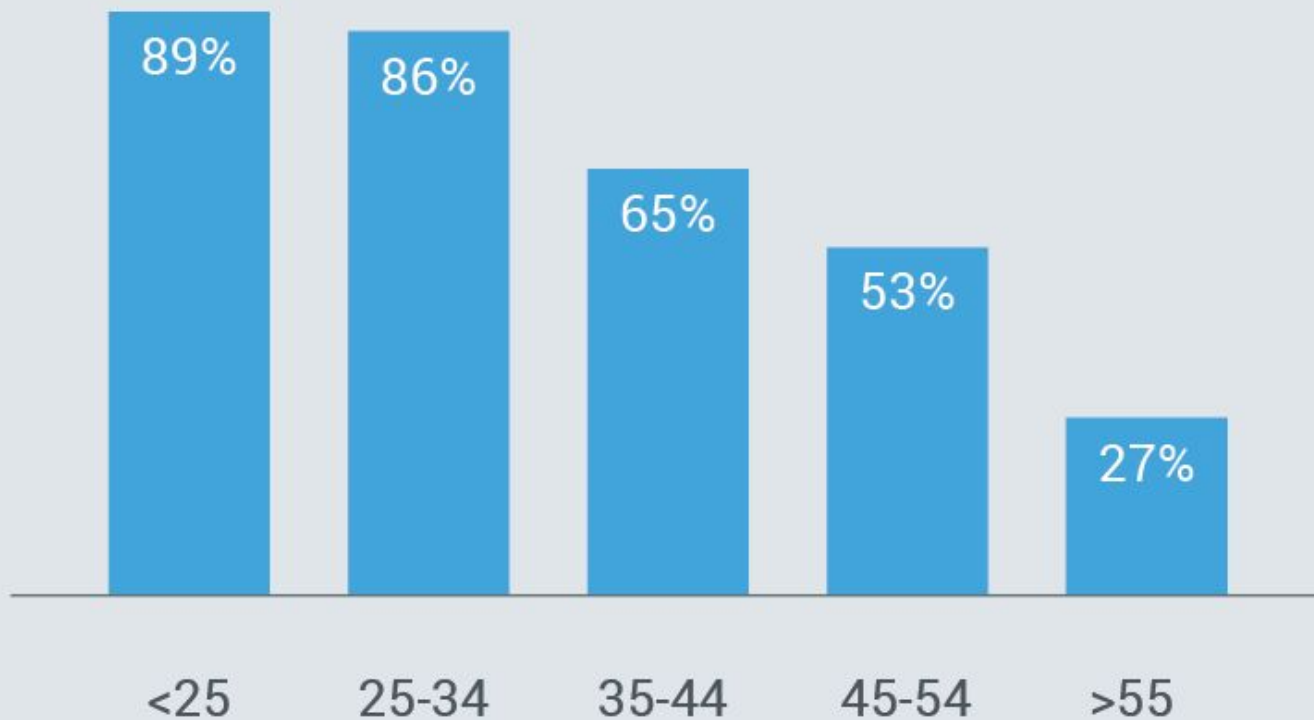


Apps



Mobile first

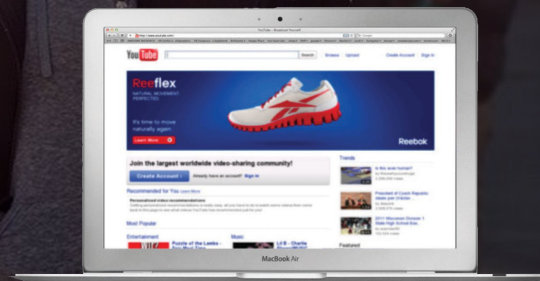
87% under 35 years use a smartphone



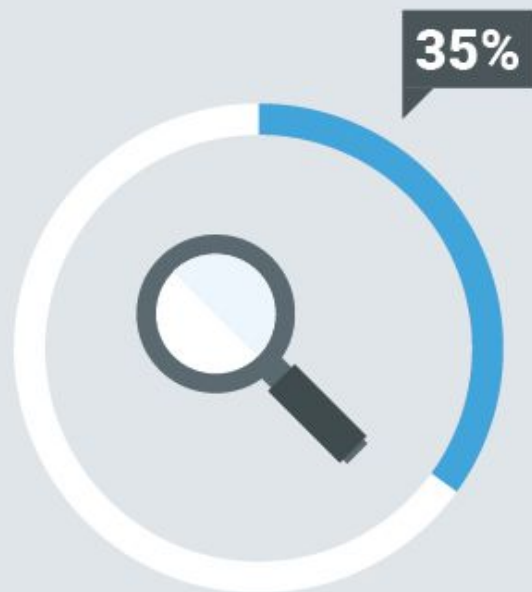
22%

24%

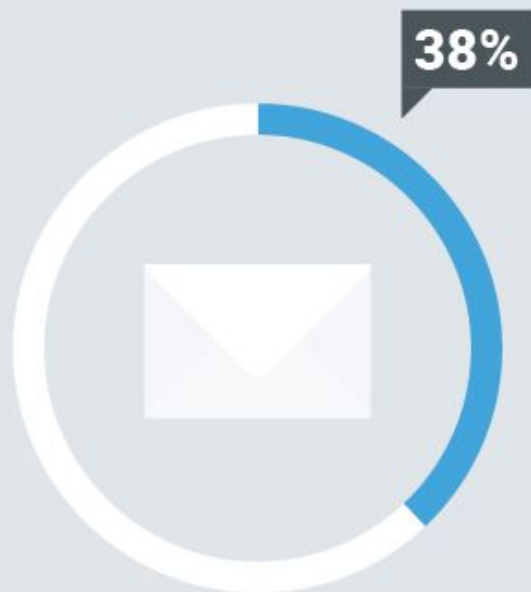
54%



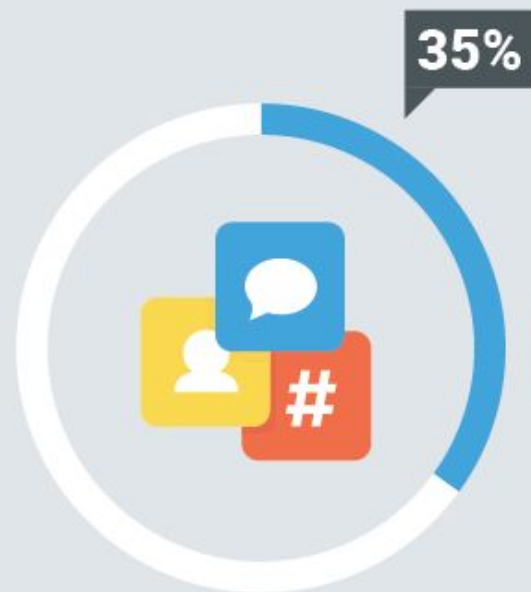
Smartphones are used for a wide range of different activities on a weekly basis



Search



E-mail



Social
networks

With YouTube being the #1 mobile video destination

50% of YouTube views happen on mobile and tablet

90% year-over-year growth in mobile watchtime



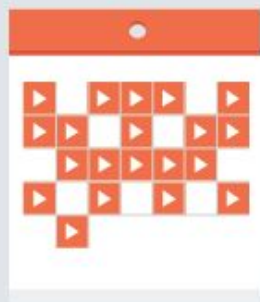
Three Market trends shaping our world ...



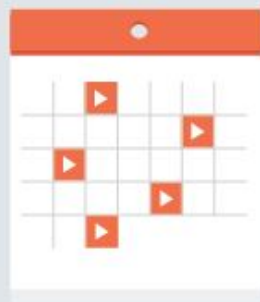
3. Online Video



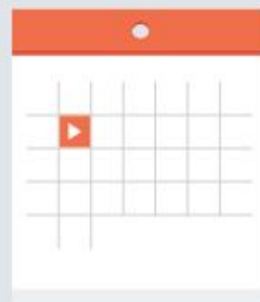
88% of online users under 35 years watch online videos at least once a week



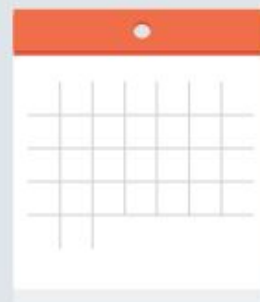
Daily
48%



Weekly
40%



Monthly
6%



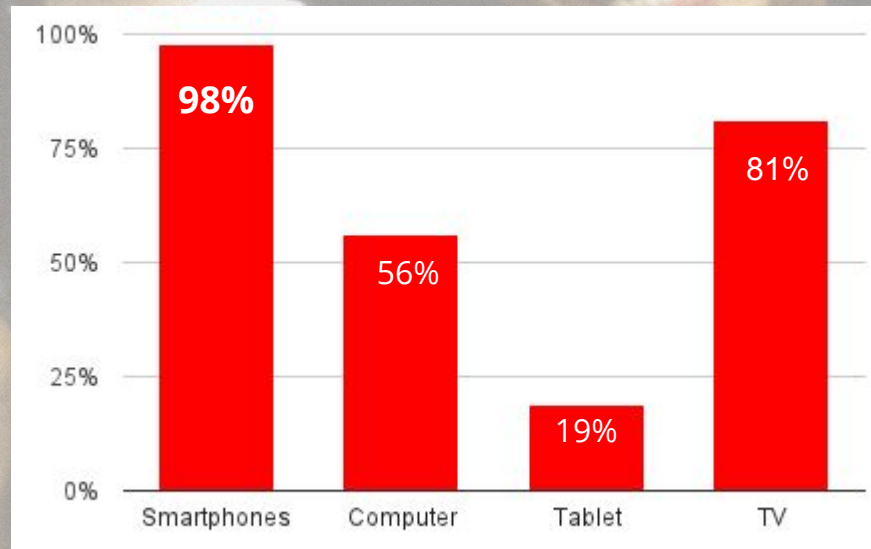
Less than monthly
3%



New definition of TV ?

the best way to reach Millennials is on mobile

**% of smartphone-owning
18-34 year-olds** that reported
using each device to watch
video content



Democratisation of **content creation & distribution**



The **top 5 most influential figures** among 13-18 year olds

Abdel En Vrai

85K Sub

7M views



NOS met online programmaformules voor millennials



De NOS experimenteert met nieuwe online programmaformules voor millennials, de doelgroep die via klassieke televisie lastig te bereiken is. Met inzet van Snapchat, YouTube en Instagram.

YouTube is the place to be, en dat geldt tegenwoordig ook voor nieuwsvideo's, door de NOS speciaal gemaakt worden voor

middelbare scholieren, een doelgroep die meer YouTube dan televisie kijkt.

NOS Lab, aanjager van (pilot)projecten als NOS Kort op Instagram, plaatst iedere donderdag om 19.00 uur een nieuwsfilmpje. Daarin wordt een actueel onderwerp bij de kop gepakt en uitgediept. Bijvoorbeeld de schokkende beelden van de levenloze driejarige Aylan, aangspoeld op een strand.

Today we deliver greater impact through **engagement**



SEPHORA

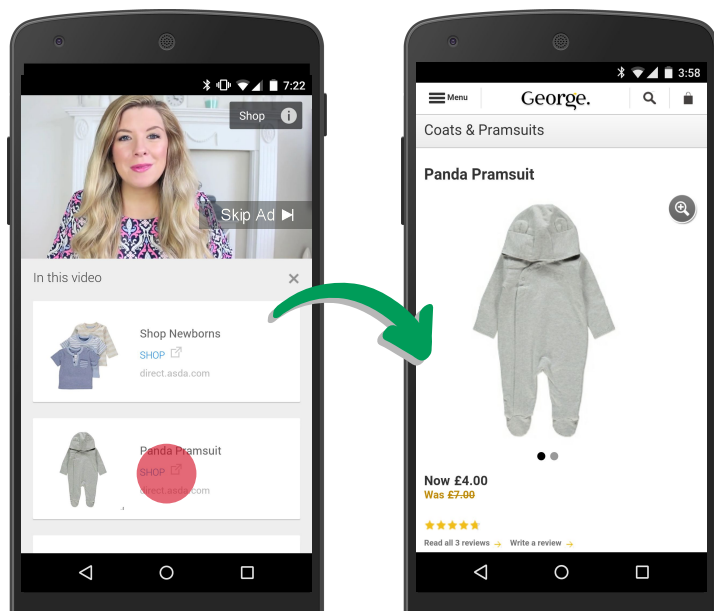
80%
lift in
consideration

54%
Ad recall
lift

You Tube

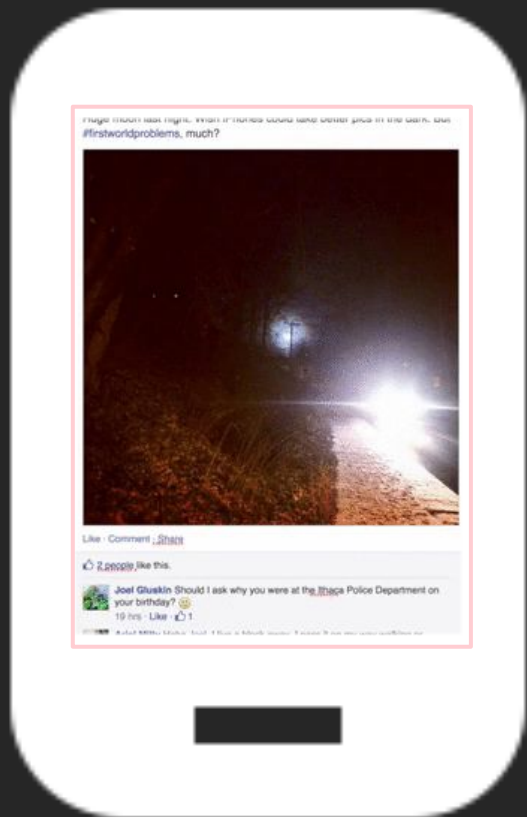
Formats that make your video ad more engaging

Invite users to explore your offering, shop or further engage with your brand

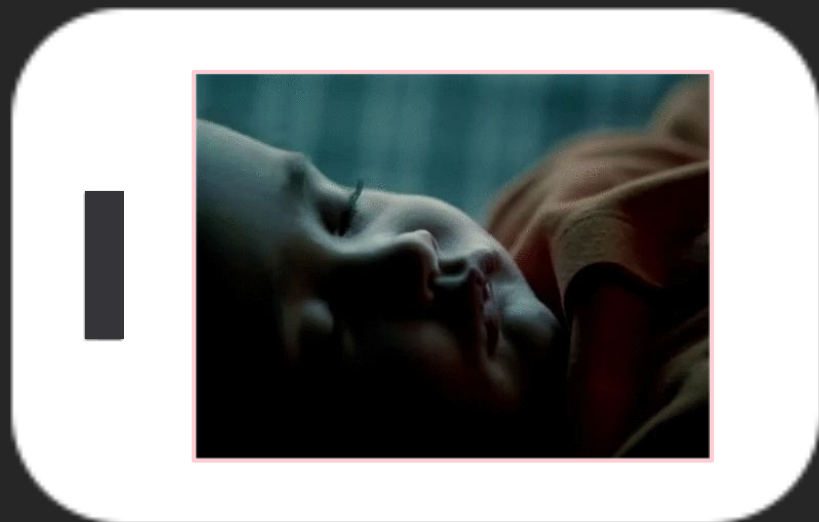


Cards brings
interactivity to mobile,
tablet and desktop

If you pay for both engagements, which do you feel better about?



Oh, also, this one is muted by default



YouTube is the largest native mobile video platform in the world

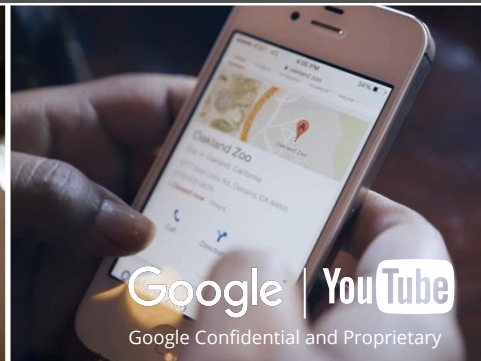
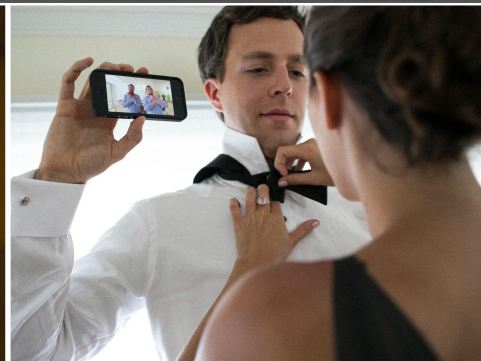
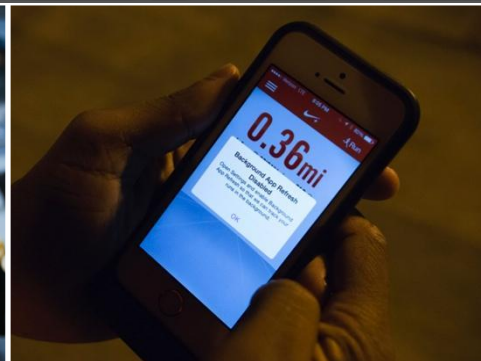
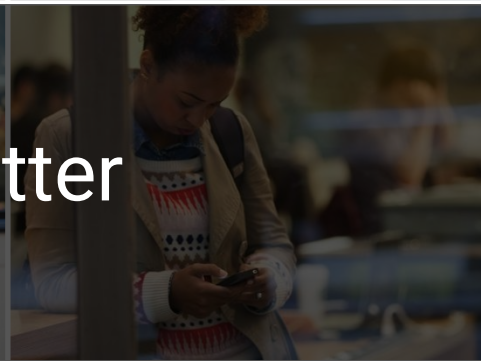
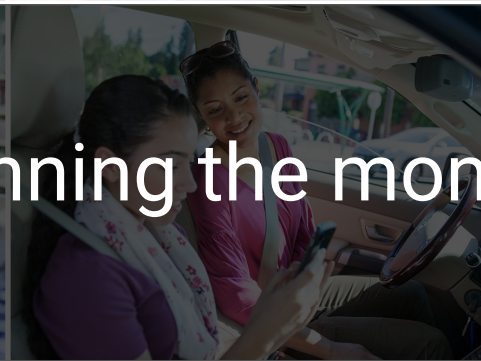


It's early morning on YouTube !



360° Experience





Winning the moments that matter

Google | YouTube

Google Confidential and Proprietary

Real marketers powered by
programmatic marketing technology





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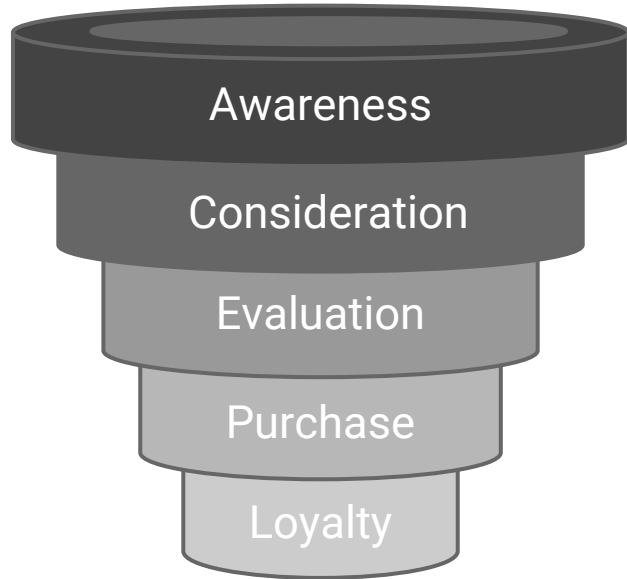
Case study: PepsiCo

Marnick Vandebroek - Digital Manager Benelux



Mismatch 'Consumer Journey' vs Advertising Strategy

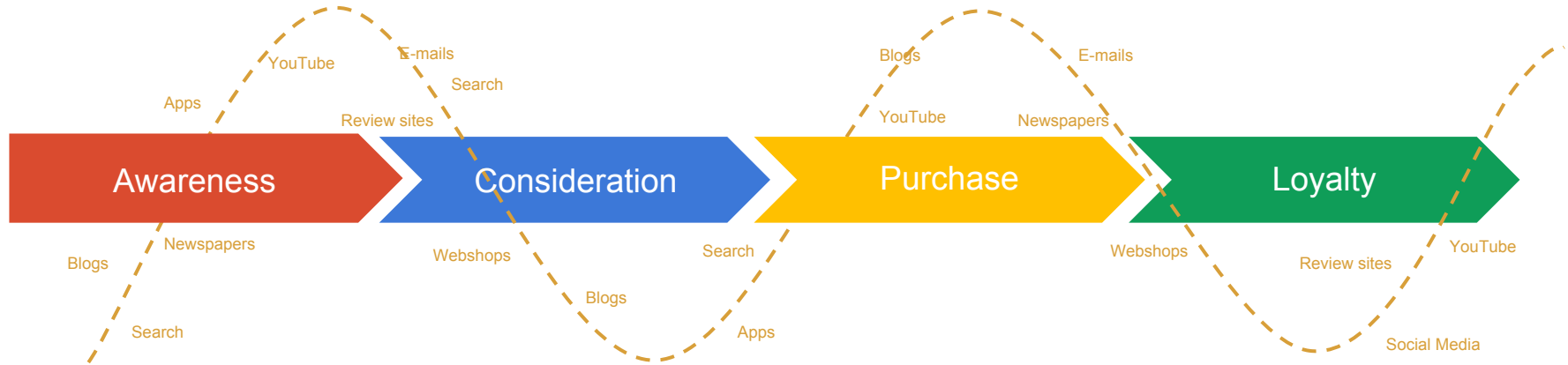
How people **purchase**



How businesses **advertise**



The Consumer Journey as *“a Conversation with your Consumer”*



If marketing has one goal, it's to reach consumers at the moments that most influence their decisions.
(McKinsey & Company)

The Consumer Journey as *"a Network of Micro-moments"*



A man with dark hair, wearing a light-colored button-down shirt, stands in a kitchen. He is looking down at a pan on the stove with a frustrated expression. His arms are crossed. The kitchen is dimly lit, with a range hood above the stove. In the foreground, a person's hand is visible, holding a blue object. The text "THIS-ISN'T-QUITE-WORKING-OUT MOMENTS" is overlaid in white, bold, sans-serif font across the center of the image.

**THIS-ISN'T-QUITE-WORKING-OUT
MOMENTS**

[Web](#)[Videos](#)[Images](#)[Shopping](#)[News](#)[More ▼](#)[Search tools](#)

About 44,800,000 results (0.37 seconds)

mi·cro·mo·ment

/ˈmīkrō/ /ˈmōmənt/

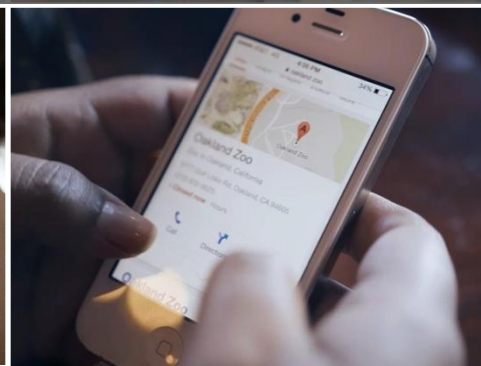
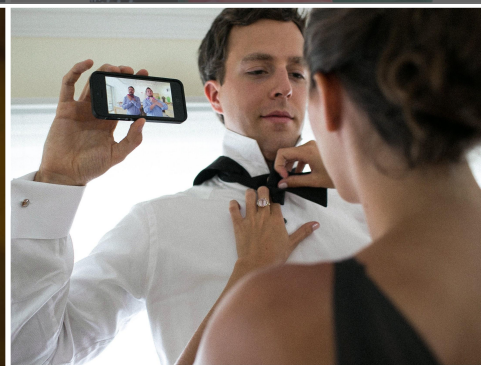
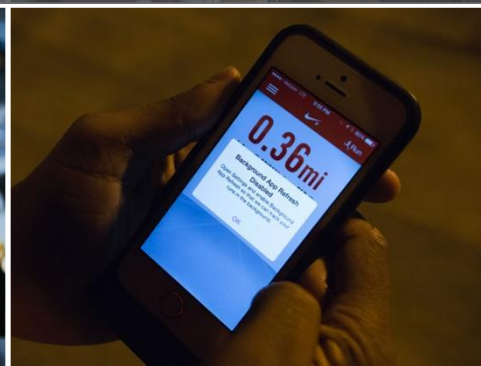
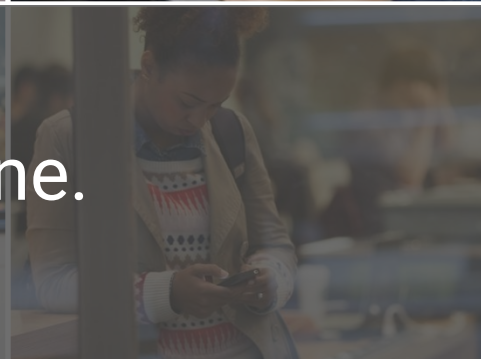
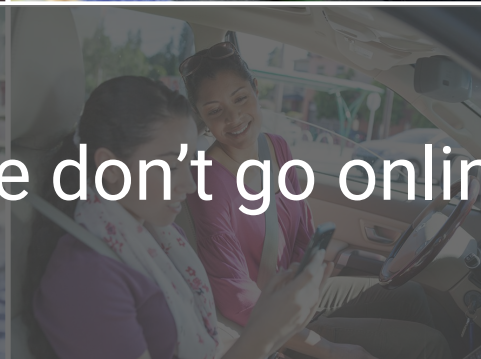
*noun; plural noun: **micro-moments***

1. A moment people reflexively turn to digital to act on a need in that moment – a need to learn, do, discover or buy something.
2. Intent-rich moment when decisions are being made or preferences being shaped.

I want-to-watch
I want-to-know
I want-to-find
I need-to-buy

More connected
consumers means
more opportunity





We don't go online. We live online.



ENTERTAIN-ME
MOMENT

See



NEW-DAY-NEW-ME
MOMENT

Think



HELP-ME-BUY
MOMENT

Do



WHAT-ELSE-IS-THERE
MOMENT

Care

The Consumer Journey to Conversion

Consumer journey

See

Think

Do

Care

Consumer goals



Micro-moment



Business goals



KPIs / Metrics



The Consumer Journey to Conversion

Consumer journey


See

Think

Do

Care


Consumer goals

- 
- Discover new Products / Brands
 - Get touched by great stories


Micro-moment

- 
- INSPIRE-ME-MOMENT

Business goals

- 
- Generate awareness around your Business
 - Reach as many of your target audience as possible

KPIs / Metrics

- 
- # Views completed
 - % of target audience reached

The Consumer Journey to Conversion

Consumer journey

See

Think

Do

Care

Consumer goals

- Discover new Products / Brands
- Get touched by great stories

- Think if Product is relevant for them
- Get inspired by new product (features)
- Find more information on your Company or Product

Micro-moment

• INSPIRE-ME-MOMENT

• I-WANT-TO-KNOW-MORE-MOMENT

Business goals

- Generate awareness around your Business
- Reach as many of your target audience as possible

- Influence consideration
- Showcase your Product and use appealing USPs to convince consumers
- Keep in touch with interested users

KPIs / Metrics

- # Views completed
- % of target audience reached

- # Website visits
- # Newsletter registrations

The Consumer Journey to Conversion

Consumer journey

See

Think

Do

Care

Consumer goals

- Discover new Products / Brands
- Get touched by great stories

- Think if Product is relevant for them
- Get inspired by new product (features)
- Find more information on your Company or Product

- Want to purchase your Product (best tailored to their needs)
- Find info on how they can buy the product (e.g. stores, promotions)

Micro-moment

• **INSPIRE-ME-MOMENT**

• **I-WANT-TO-KNOW-MORE-MOMENT**

• **HELP-ME-CHOOSE-MOMENT**

Business goals

- Generate awareness around your Business
- Reach as many of your target audience as possible

- Influence consideration
- Showcase your Product and use appealing USPs to convince consumers
- Keep in touch with interested users

- Enable users in the moment of purchase
- Help users find their most convenient Point-Of-Sale (POS)

KPIs / Metrics

- # Views completed
- % of target audience reached

- # Website visits
- # Newsletter registrations

- \$ Sales
- # Contact us inquiries

The Consumer Journey to Conversion

Consumer journey

See

Think

Do

Care

Consumer goals

- Discover new Products / Brands
- Get touched by great stories

- Think if Product is relevant for them
- Get inspired by new product (features)
- Find more information on your Company or Product

- Want to purchase your Product (best tailored to their needs)
- Find info on how they can buy the product (e.g. stores, promotions)

- Be part of a community (with exclusive benefits)
- Stay up-to-date about new products and promotions

Micro-moment

• INSPIRE-ME-MOMENT

• I-WANT-TO-KNOW-MORE-MOMENT

• HELP-ME-CHOOSE-MOMENT

• WHAT-ELSE-IS-THERE-MOMENT

Business goals

- Generate awareness around your Business
- Reach as many of your target audience as possible

- Influence consideration
- Showcase your Product and use appealing USPs to convince consumers
- Keep in touch with interested users

- Enable users in the moment of purchase
- Help users find their most convenient Point-Of-Sale (POS)

- Build strong consumer base with whom you can re-connect in future
- Engage with your consumer to encourage new purchases

KPIs / Metrics

- # Views completed
- % of target audience reached

- # Website visits
- # Newsletter registrations

- \$ Sales
- # Contact us inquiries

- # Membership registrations
- # Seller reviews

Consumer journey

See

Consumer goals

- Discover new Products / Brands
- Get touched by great stories

Micro-moment

- **INSPIRE-ME-MOMENT**

Business goals

- Generate awareness around your Business
- Reach as many of your target audience as possible

KPIs / Metrics

- # Views completed
- % of target audience reached



Consumer journey

See

Consumer goals

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Micro-moment

- **INSPIRE-ME-MOMENT**

Business goals

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KPIs / Metrics

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- % of target audience reached



YouTube: The world leader in video

Consumer journey

See

Consumer goals

- Discover new Products / Brands
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Micro-moment

- **INSPIRE-ME-MOMENT**

Business goals

- Generate awareness around your Business
- Reach as many of your target audience as possible

KPIs / Metrics

- # Views completed
- % of target audience reached



YouTube: The world leader in video

Helps you...

Find the right
PEOPLE

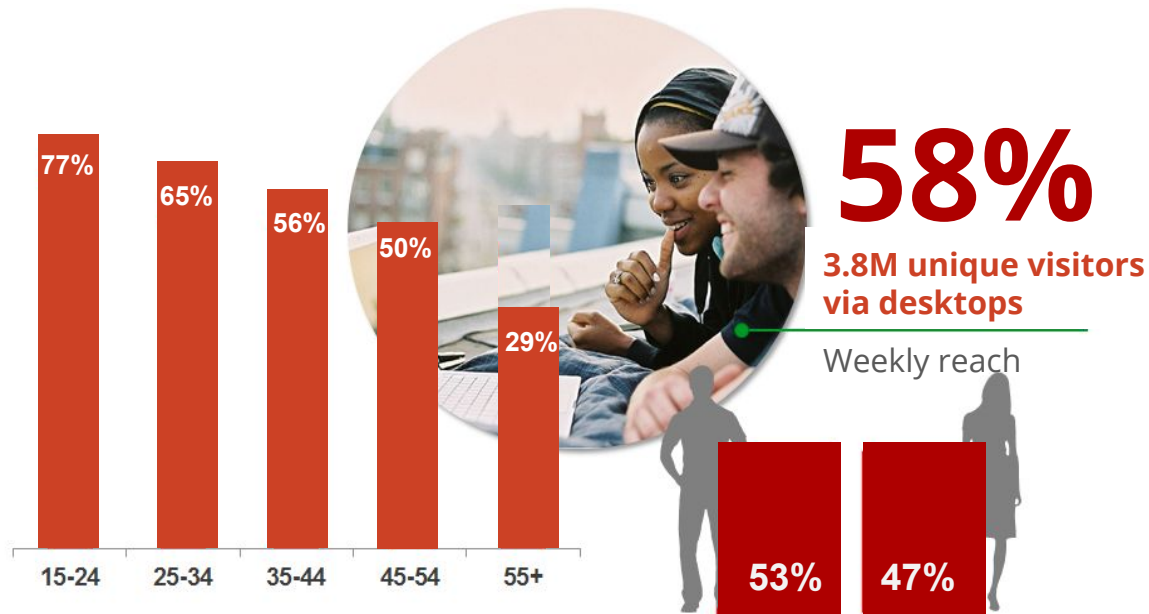
Tell great
STORIES

Prove the
IMPACT



YouTube helps you reach a very diverse audience

1
Find the right
PEOPLE



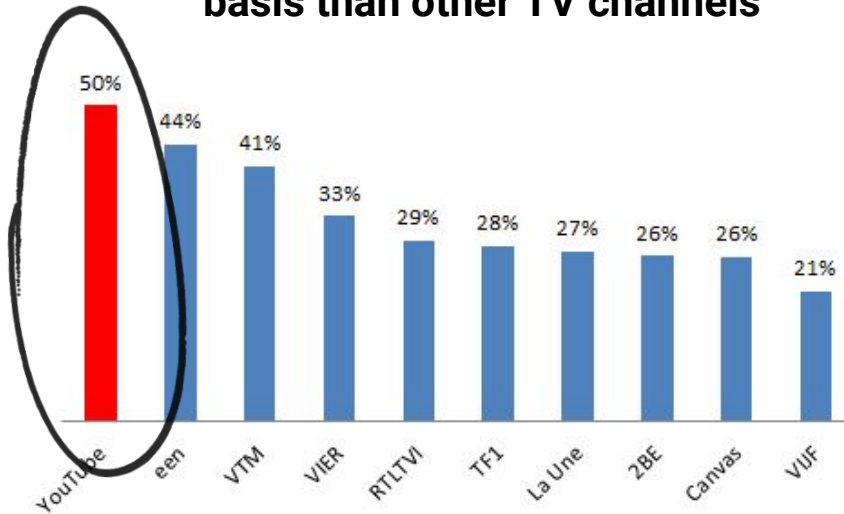
* Source: ComScore January 2014 (measured visits via desktop, excluding mobile & tablets)

** Source: Google internal data (February 2014)

You Tube

With an enormous reach!

More people watch YouTube on a weekly basis than other TV channels



**Find the right
PEOPLE**



Smart targeting - Connecting with the Right audience

Who do you want to speak to ?



Or



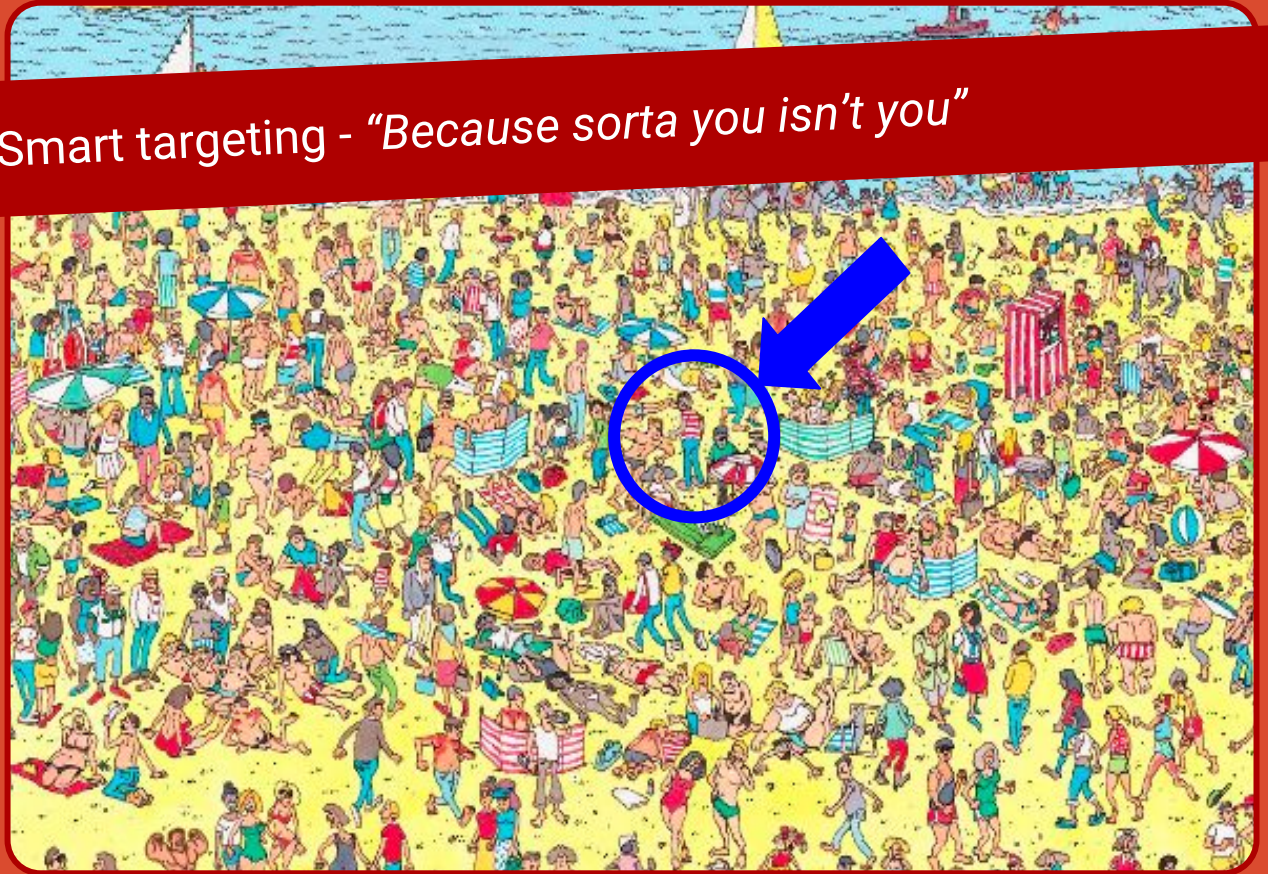
1
Find the right
PEOPLE



YouTube

Smart targeting - *"Because sorta you isn't you"*

1
Find the right
PEOPLE





Reach out to the 'right' people

Targeting

*Demo-
graphic*

Gender &
Age

1
Find the right
PEOPLE



Reach out to the 'right' people

Targeting

*Demo-
graphic*

Gender &
Age

Topic

People
watching
videos about
Beauty
Games
Health
Science
....

Find the right
PEOPLE



Reach out to the 'right' people

Targeting

*Demo-
graphic*

Gender &
Age

Topic

People
watching
videos about
Beauty
Games
Health
Science
....

*Affinity
Audience*

Combined
segments like
Foodies
Dog lovers
Music lovers
Investment
junkies
....

1
Find the right
PEOPLE



Reach out to the 'right' people

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*Demo-
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Science
....

*Affinity
Audience*

Combined
segments like
Foodies
Dog lovers
Music lovers
Investment
junkies
....

*In-Market
Segments*

People who
are on the
verge of
buying
....

1
Find the right
PEOPLE



Reach out to the 'right' people

1
Find the right
PEOPLE

Targeting

*Demo-
graphic*

Gender &
Age

Topic

People
watching
videos about
Beauty
Games
Health
Science
....

*Affinity
Audience*

Combined
segments like
Foodies
Dog lovers
Music lovers
Investment
junkies
....

*In-Market
Segments*

People who
are on the
verge of
buying
....

*Re-
marketing*

Your own
viewers that
have
Watched
Subscribed
Commented
....



The ~~rules~~ of online video



Without restrictions of
TIME



Without the limitations of an
AGENDA



Allowing for
CONVERSATION

2
Tell great
STORIES



Tell great
STORIES

YouTube TrueView

“Permission based Advertising”

The screenshot shows a YouTube interface with a search bar at the top containing the text "Stromae". Below the search bar, a video player displays a Peugeot 2008 advertisement. The video title is "Stromae - Formidable" and it has 63,882 views. The player interface includes a search bar, video player, and a list of related videos on the right.

Peugeot 2008 by Peugeot Belux

NEW PEUGEOT 2008
ZIE DE STAD ANDERS

3.8 - 6.5 L/100 KM 98 - 150 G/KM

46 Videos
YouTube Mix - Stromae - Formidable

Stromae aux NRJ Music Awards 2013
by Pandora2607
12,950 views

Stromae - Papaoutai
by StromaeVEVO
102,297,926 views

Stromae - Rendez-vous Grand-Place de Bruxelles
by Pandora2607
441,465 views

Stromae, un mec formidable
by HonorisCausa1

Stromae - Formidable

Virtual Popstar Promotie - 70 videos

63,882

Subscribe 122

You Tube

Tell great
STORIES

YouTube TrueView

“Permission based Advertising”

Cost-Per-View

Only pay when people watch your Ad

First 5 seconds

Free advertising, get your key message here

Companion Banner

Stays during the YouTube video, free advertising

YouTube BE

Stromae

Peugeot 2008 by Peugeot Belux

Share

NEW PEUGEOT 2008
ZIE DE STAD ANDERS
3.8 - 6.5 L/100 KM 98 - 150 G/KM

46 videos
vevo

YouTube Mix - Stromae - Formidable

Stromae aux NRJ Music Awards 2013
by Pandora2607
12,950 views
10:22

Stromae - Papaoutai
by StromaeVEVO
102,297,926 views
3:53

Stromae - Rendez-vous Grand-Place de Bruxelles
by Pandora2607
441,465 views
23:57

Stromae, un mec formidable
by HonorisCausa1
11 videos

Adverstement 0:17

0:00 / 5:33

Stromae - Formidable

Virtual Popstar Promotie - 70 videos

63,882

Subscribe 122

You Tube

Tell great
STORIES

YouTube TrueView

“Permission based Advertising”

The screenshot shows a YouTube interface. At the top, the YouTube logo is on the left, and a search bar contains the text "Stromae". Below the search bar is a video player. The video shows a man in a plaid shirt standing next to a small white dog on a pedestal. The man is holding a red and black cable. In the bottom right corner of the video, there is a small inset showing a cake with the text "You can skip to video in 1". Below the video player, the title "Stromae - Formidable" is displayed. To the right of the title, there is a "Subscribe" button and a view count of "63,882". Below the title, there is a row of video thumbnails. The first thumbnail shows a man and a woman with the text "Virtual Popstar Promotie - 70 videos". The second thumbnail shows a man and a woman with the text "Stromae - Formidable". The third thumbnail shows a man and a woman with the text "Stromae aux NRJ Music Awards 2013". The fourth thumbnail shows a man and a woman with the text "Stromae - Papaoutai". The fifth thumbnail shows a man and a woman with the text "Stromae - Rendez-vous Grand-Place de Bruxelles". The sixth thumbnail shows a man and a woman with the text "Stromae, un mec formidable".

YouTube BE

Stromae

NEW PEUGEOT 2008
ZIE DE STAD ANDERS
3,8 - 6,5 L/100 KM 98 - 150 G/KM

46 Videos
YouTube Mix - Stromae - Formidable

Stromae aux NRJ Music Awards 2013
by Pandora2607
12,950 views

Stromae - Papaoutai
by StromaeVEVO
102,297,926 views

Stromae - Rendez-vous Grand-Place de Bruxelles
by Pandora2607
441,465 views

Stromae, un mec formidable
by HonorisCausa1

Stromae - Formidable

Virtual Popstar Promotie - 70 videos

63,882

Subscribe 122

You Tube

Tell great
STORIES

YouTube TrueView

“Permission based Advertising”

YouTube BE

Stromae

NEW PEUGEOT 2008
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Advertentie overslaan >>

Stromae - Formidable

Virtual Popstar Promotie · 70 videos

63,882

Subscribe 122

242 4



YouTube TrueView

“Rethink your TV Campaign”

TV Version



YouTube Version



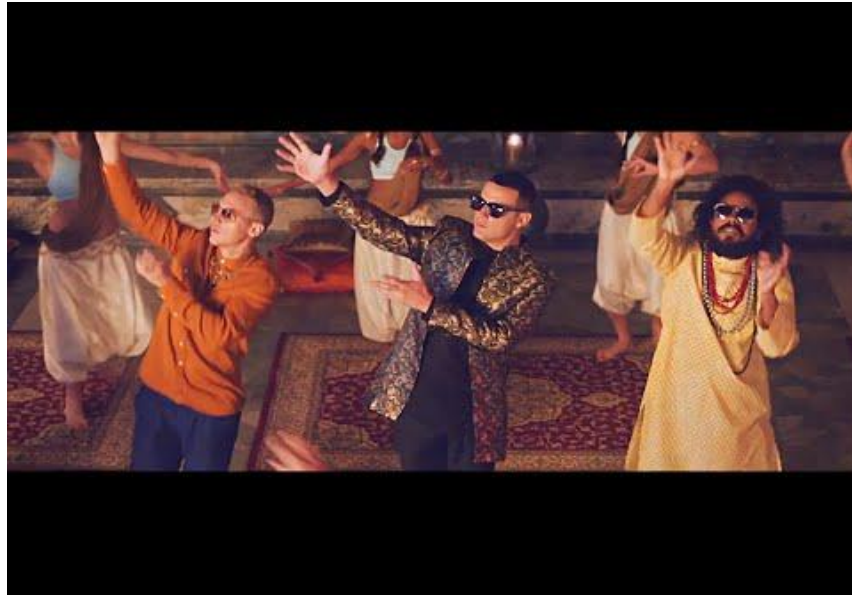
2
Tell great
STORIES

You Tube

2
Tell great
STORIES

YouTube TrueView

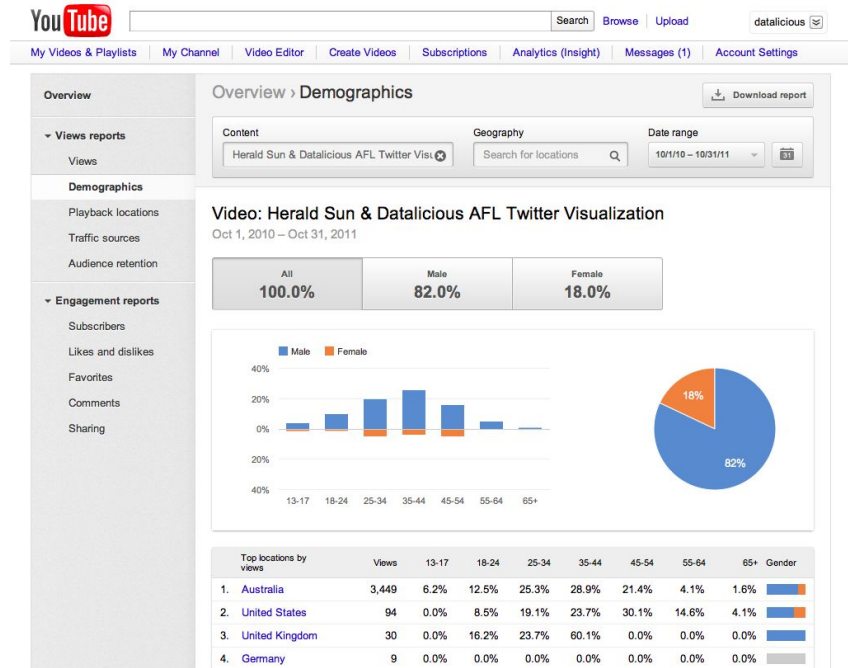
Make it easy for people to remember, find and buy your product





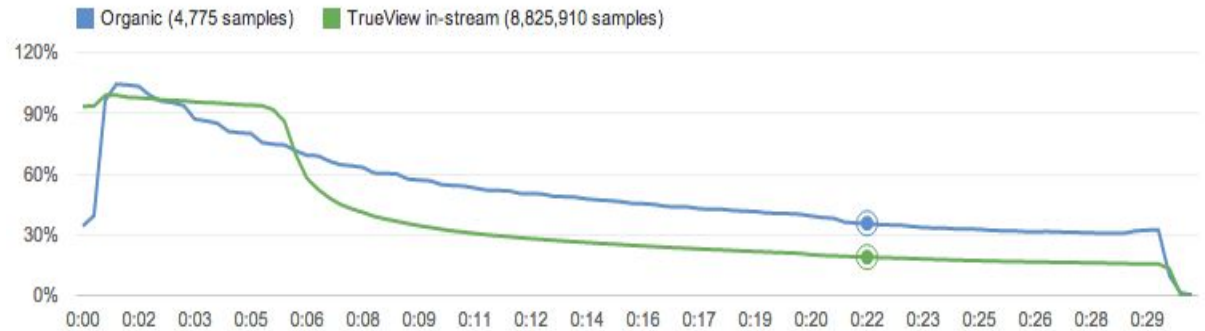
Measure - Analyze - Optimize

Prove the IMPACT





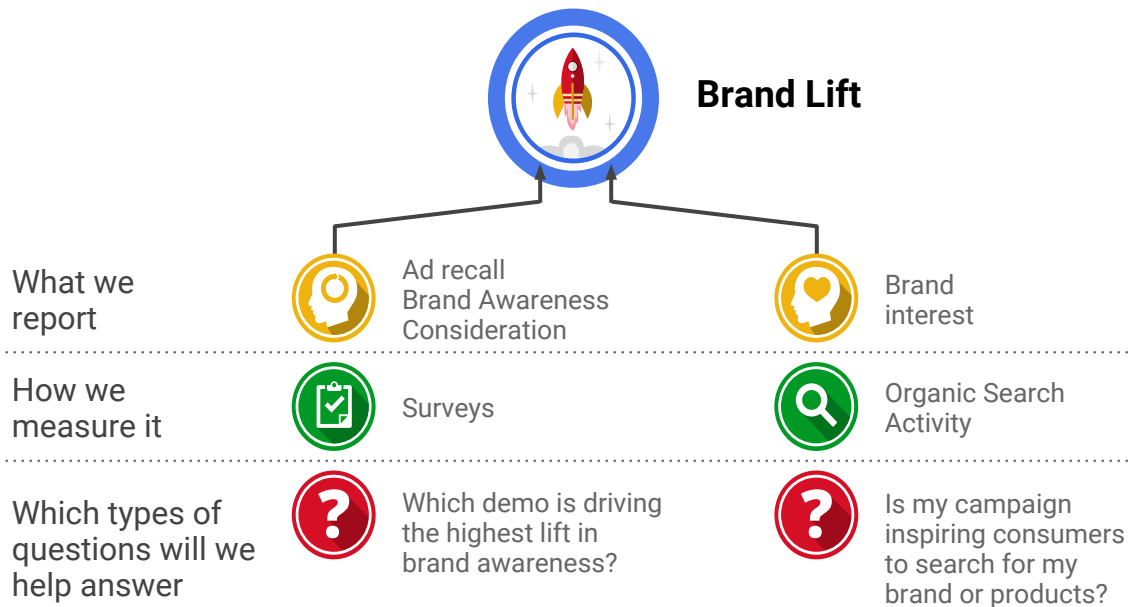
Audience Retention Tracker



*Prove the
IMPACT*



Brand Lift - Moving the Brand Metrics that Matter



Prove the
IMPACT

Consumer journey

Think

Consumer goals

- Think if Product is relevant for them
- Get inspired by new product (features)
- Find more information on your Company or Product

Micro-moment

- **I-WANT-TO-KNOW-MORE-MOMENT**

Business goals

- Influence consideration
- Showcase your Product and use appealing USPs to convince consumers
- Keep in touch with interested users

KPIs / Metrics

- # Website visits
- # Newsletter registrations



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90%
Reach*

The Google Display Network is like the ultimate billboard

Source: ComScore, Media Metrix Report, Apr 2014, Google Ad Planner, Internal Google Analysis



Reach your target audience based on the **topics** they browse or their **interests**

FOOD & DRINKS

MUSIC

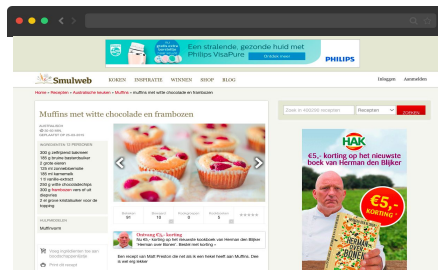
REAL ESTATE

Smulweb.nl

Qmusic.be

Immoweb.be

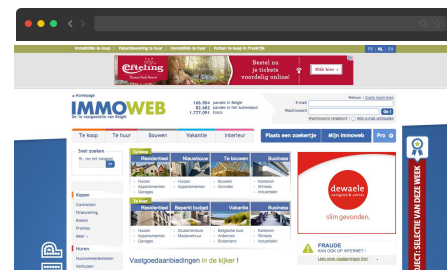
Use the Google Display Network to **create awareness and influence consideration**



1.000.000 impr / month



350.000 impr / month



+2.500.000 impr / month

Personalized algorithms looking at recent and repeated behaviours



Likely to be a fashion enthusiast

Spends **1 hr/day**
on the web

Browses fashion sites
for **30 mins**

Less likely to be a fashion enthusiast

Spends **6 hr/day**
on the web

Browses fashion sites
for **30 mins**



Use the Google Display Network to **create awareness and influence consideration**

Not just reach, but **engage** with your audience

GDN ENGAGEMENT ADS

Advertisement

ime delayed by 15 mins.

remove columns

Mkt Cap
301.00B
50.96B
11.90B
31.05B

Beautiful

0:02 / 2:22

Hover to Play Ads



Live Demo & Case Study

Engagement Ads *Success Story*

A.S. Adventure

A.S.Adventure in Belgium saw tremendous success from bringing their folder online with Catalog Lightbox

- Brussels: 157.000 D2D catalogs replaced by Catalog Lightbox
=> generating **2.2 million impressions** and **72.000 engagements**
- Engagement rates until 4.06 % well above the 2-2.5 % Google benchmark

Display Remarketing

Leveraging the GDN to increase reach and continue the conversation

Consumer is looking for
your product/service



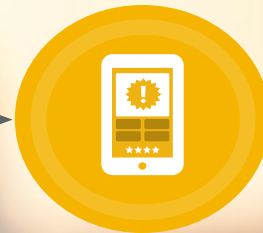
User visits
your website



User
leaves



Show relevant ads to
consumer via the GDN



Re-engagement

Consumer journey

Do

Consumer goals

- Want to purchase your Product (best tailored to their needs)
- Find info on how they can buy the product (e.g. stores, promotions)

Micro-moment

- **HELP-ME-CHOOSE-MOMENT**

Business goals

- Enable users in the moment of purchase
- Help users find their most convenient Point-Of-Sale (POS)

KPIs / Metrics

- \$ Sales
- # Contact us inquiries



Consumer journey

Do

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KPIs / Metrics

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Google Search



Reach your audience at the exact moment that they are looking for you 

Google Search

I'm Feeling Lucky



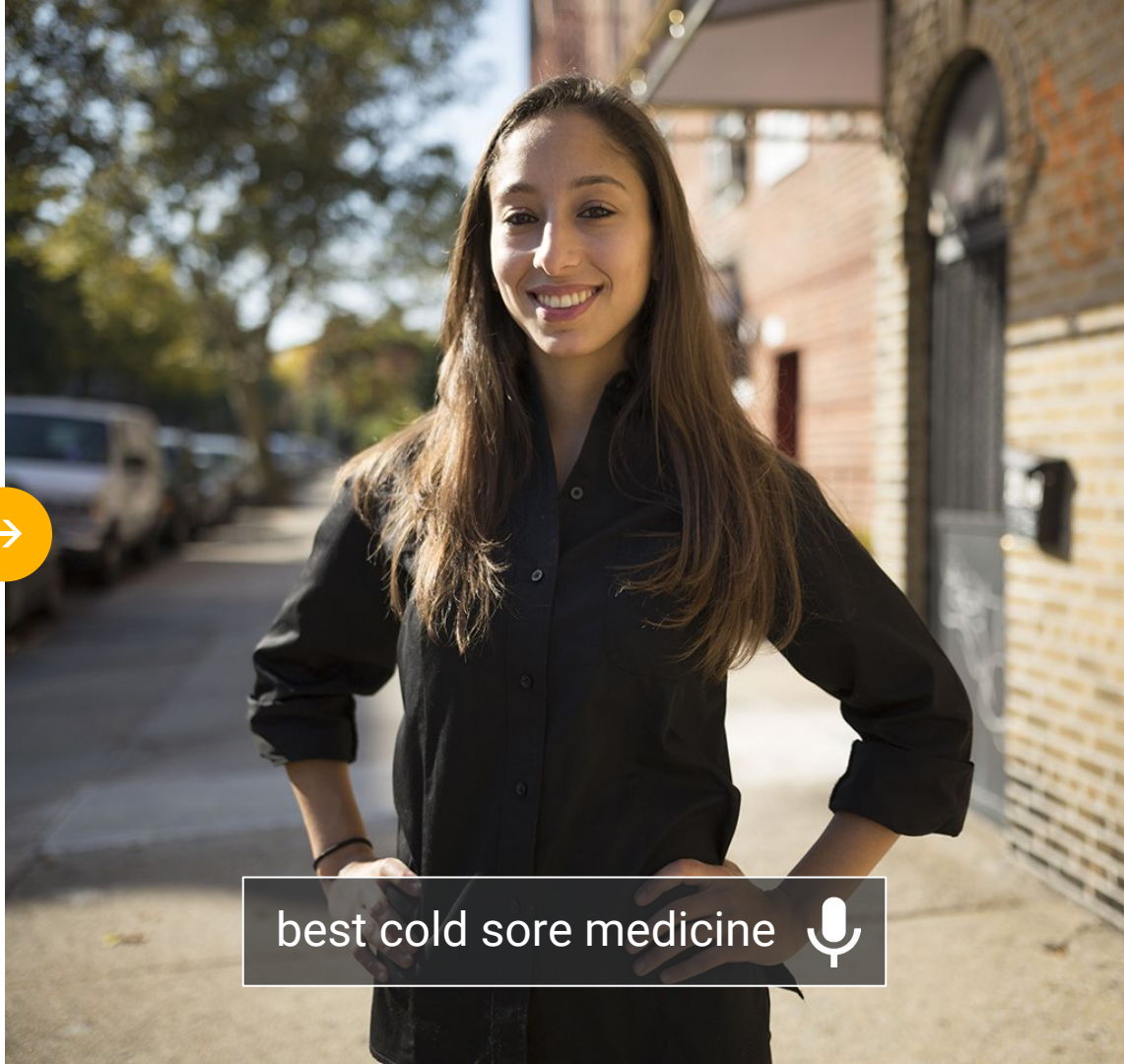
Google.be offered in: [Nederlands](#) [Français](#) [Deutsch](#)



"I think we can find some micro-moments in there"

Meet Giana

In the drugstore aisle Giana researches medicine options and opts to buy the small tube that's 4x the price of others.



best cold sore medicine








AUDIENCE

Giana, 26, Waitress

INTENT

Giana is surprised by the price difference between fever sore remedies and turns to her phone to see if Abreva is worth it.

CONTEXT

 7:54pm, in-store

MARKETING IMPLICATION:

Consumers turn to mobile for last-minute confidence. Marketers need to provide it for them by being there in-the-moment with helpful content.



HELP-ME-CHOOSE MOMENT



Google Search
allows you to be visible
at the right time, to the
right person, with the
right message and on
the right device
**Creating a direct link
with your core
audience**

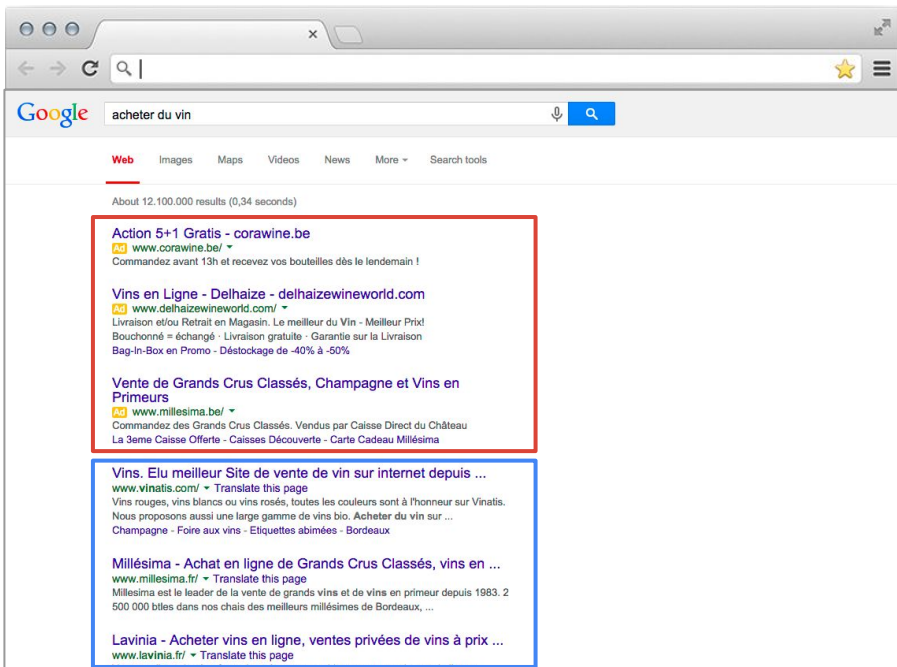
SEO vs SEA

Search engine
OPTIMIZATION

1

2

Search engine
ADVERTISING





Google Search
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**Creating a direct link
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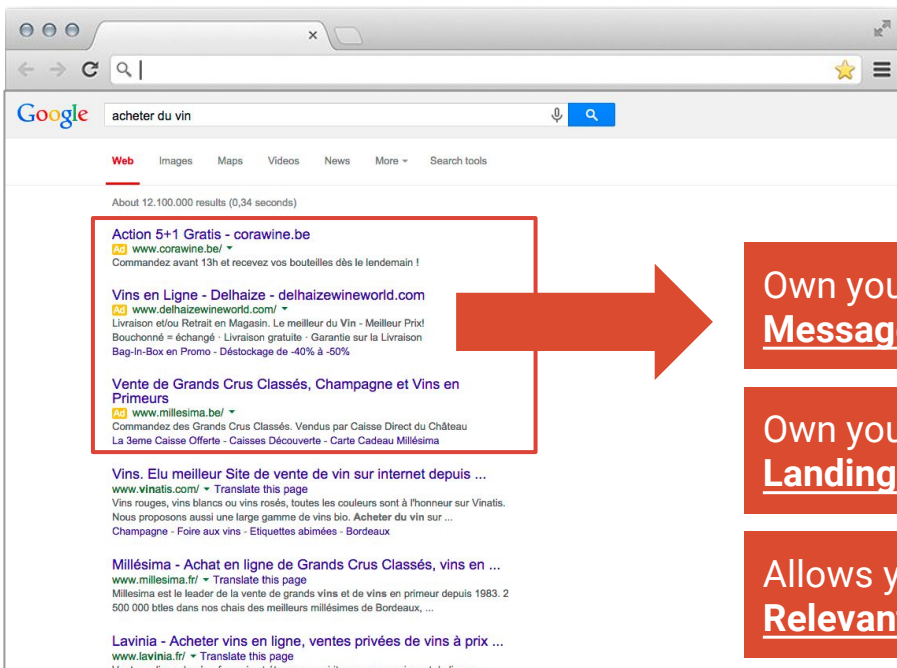
SEO vs SEA

Search engine
OPTIMIZATION

1

2

Search engine
ADVERTISING



Own your
Message

Own your
Landing page

Allows you to be
Relevant



Google Search
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at the right time, to the
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right message and on
the right device

**Creating a direct link
with your core
audience**

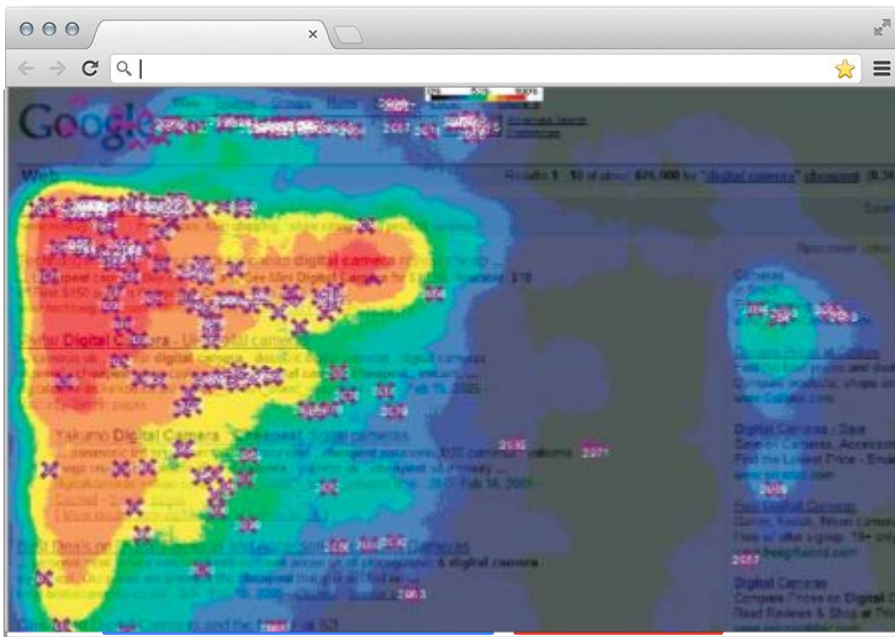
Be visible in the **best spot**

Search engine
OPTIMIZATION

1

2

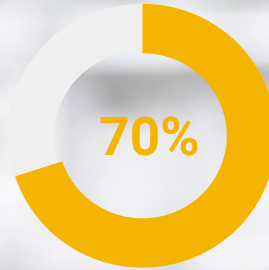
Search engine
ADVERTISING



A man with a beard and glasses, wearing a striped sweater over a blue shirt, is looking at a jar of jam in a grocery store aisle. The background is filled with shelves of various products, creating a blurred effect.

Be visible in the **best spot**

Search



of internet users expect the leading brand at the top of the search results, in a premium position



Google Search
allows you to be visible
at the right time, to the
right person, with the
right message and on
the right device
**Creating a direct link
with your core
audience**

Add **Extensions** to be Relevant



Include **Mobile**

to reach your audience at
the moments that matter.



BASE

12:00

39%

boorhamer kopen

Google

boorhamer kopen

Web

Afbeeldingen

Video's

Meer

Google Shopping

Gesponsord



109,95 €

gamma.be



118,99 €

gereedschapcentr...



redcc

Boorhamer kopen?

Adv. www.boormachinestore.be/

Boormachinestore.be: dé specialist. Voor 23.59u, morgen gratis bezorgd!

Boorhamer | Boormachine-
kopen.com

www.boormachine-kopen.com/boorhamer/

Voor mobiel - De krachtpatser voor de grootste boorklussen. Een boorhamer op

Consumer journey

Care

Consumer goals

- Be part of a community (with exclusive benefits)
- Stay up-to-date about new products and promotions

Micro-moment

- **WHAT-ELSE-IS-THERE-MOMENT**

Business goals

- Build strong consumer base with whom you can re-connect in future
- Engage with your consumer to encourage new purchases

KPIs / Metrics

- # Membership registrations
- # Seller reviews



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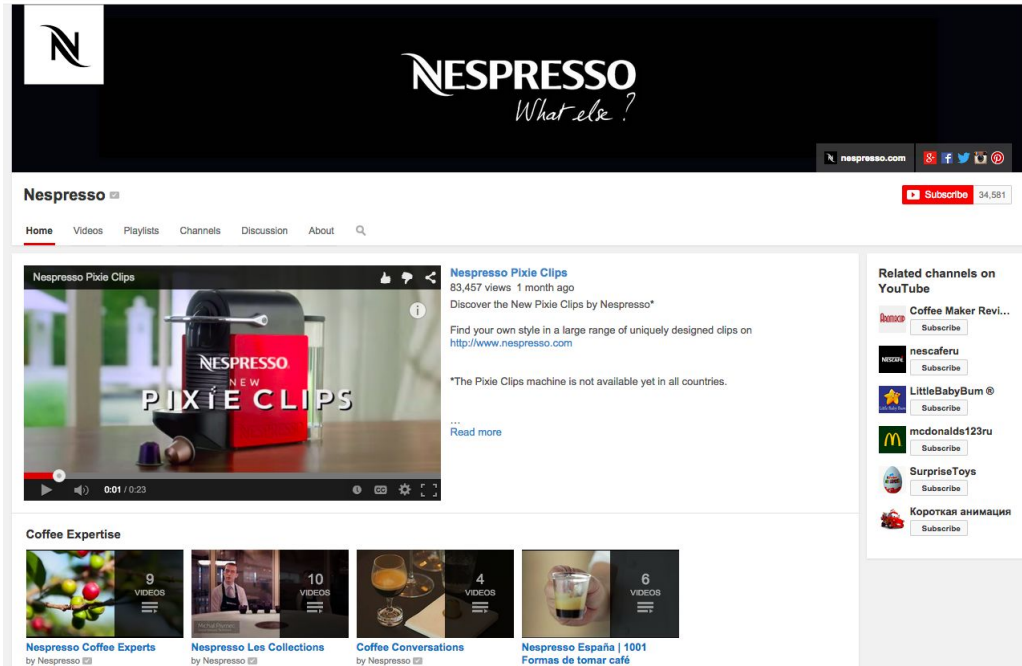
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YouTube Brand Channel

Set up your own Video hub where you can showcase your products, promotions and engage with your consumers



See

Think

Do

Care

Consumer goals



Micro-moment




Business goals



KPIs / Metrics



See**Think****Do****Care****Consumer goals**


- 
- Discover new Products / Brands
 - Get touched by great stories

- Think if Product is relevant for them
- Get inspired by new product (features)
- Find more information on your Company or Product

- Want to purchase your Product (best tailored to their needs)
- Find info on how they can buy the product (e.g. stores, promotions)

- Be part of a community with exclusive benefits
- Stay up-to-date about new products and promotions

Micro-moment**• INSPIRE-ME-MOMENT****• I-WANT-TO-KNOW-MORE-MOMENT****• HELP-ME-CHOOSE-MOMENT****• WHAT-ELSE-IS-THERE-MOMENT****Business goals**


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 - Reach as many of your target audience as possible

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- Showcase your Product and use appealing USPs to convince consumers
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- Enable users in the moment of purchase
- Help users find their most convenient Point-Of-Sale (POS)

- Build strong consumer base with whom you can re-connect in future
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KPIs / Metrics

- 
- # Views completed
 - % of target audience reached

- # Website visits
- # Newsletter registrations

- \$ Sales
- # Contact us inquiries

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Google products

YouTube (TrueView)

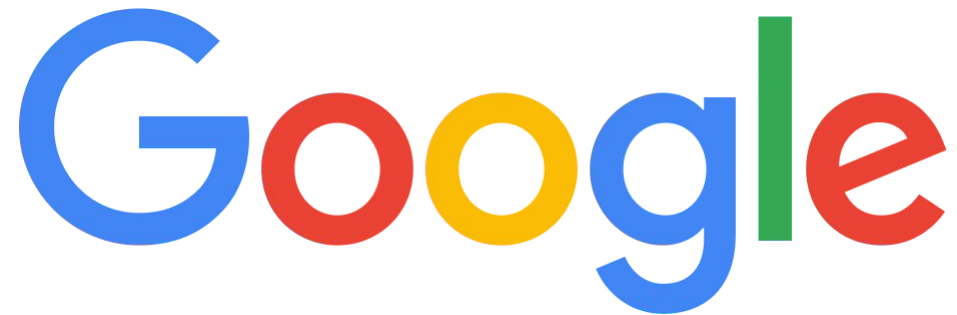
YouTube (Brand Channel)

GDN

Search

The Consumer Journey as *"a Network of Micro-moments"*





NEW BUSINESS TEAM

Market insights



Industry data, trends,
& benchmarks

Consulting



Consumer journey
& Marketing strategy

Implementation



Dedicated strategist
builds your campaigns

Support



Set-up, billing
& Invoicing



Program



Introduction to the Belgian media landscape
Thierry Geerts - CEO Google Belgium



Consumer trends shaping the future
Pascal van Laere - Industry Head CPG & Auto



Winning the moments that matter in Belgium
Sebastiaan Monsieurs - Senior Online Media Consultant
Ludovic Thevelin - Online Media Consultant



Case study: PepsiCo
Marnick Vandebroek - Digital Manager Benelux

