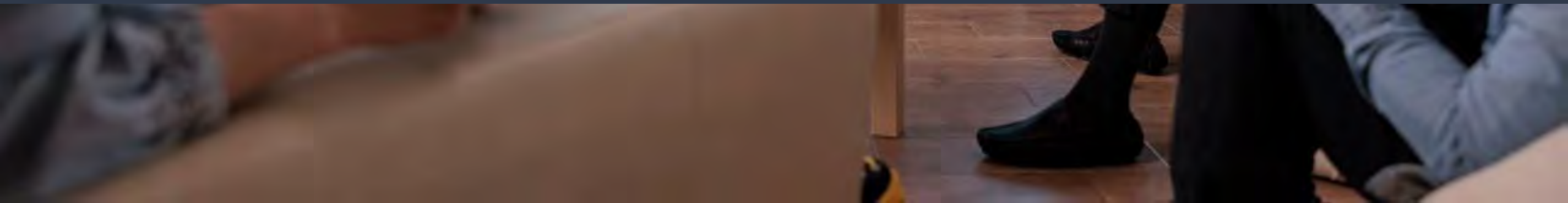




# The new frontier of Advertising

From TV to Cars





# What is the Digital Advertising?

## ***Advertising***

*“Any paid form of non-personal presentation and promotion of ideas, goods, and services through mass media such as newspapers, magazines, television, or radio by an identified sponsor”.*

***Philip Kotler***

## ***Digital Advertising***

*Is a marketing strategy that involves launching advertisements through online channels to promote your brand, products, or services.*



# Impact of digital on traditional advertising

## Growing investments:

- technological improvement;
- Covid-19;
- affordability.

## Advantages:

- emphasis on precise audience targeting;
- data analysis and Metrics;
- ads are interactive;
- A/B and multivariate testing.



# k Omnichannel & Multichannel | Radioplayer

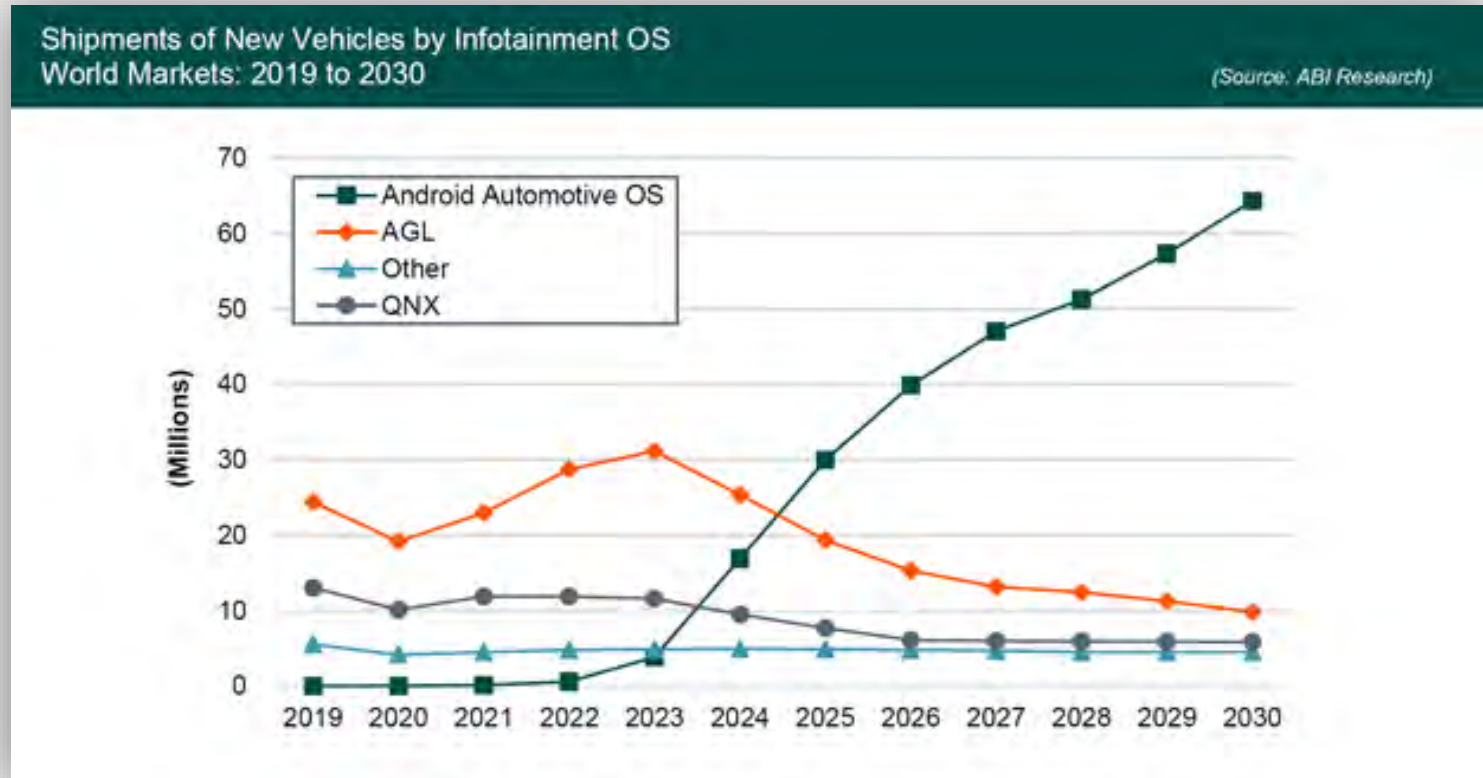


Omnichannel marketing seamlessly integrates the different communication channels that companies use to communicate with customers to deliver a more consistent and effective message.



# Android Automotive OS - AAOs

- Android Automotive is a base Android platform that runs pre-installed IVI system Android applications as well as optional second- and third-party Android Applications.
- Android Automotive is Android.
- Android Automotive vs Android Auto.
- Car Maker adoption





# Advertising & AAOS

Android Automotive allow to deliver different kind of advertising:

- **sponsored location suggestions:** imagine an EV suggesting charging stations with a sponsored station appearing at the top of the list;
- **promoted apps:** AAOS allows third-party app integration. There could be a mechanism for surfacing sponsored apps within relevant categories;
- **in-app advertising:** similar to mobile apps, third-party apps on AAOS could have their own advertising models, though Google would likely have guidelines to avoid an overwhelming user experience.

Deeper in the AAOS advertising format:

- **non-intrusive formats:** Imagine audio ads that play in between songs on a music streaming app, or short promotional videos that appear when the car is parked (not while driving);
- **contextual targeting:** ads could be tailored based on the current context. For instance, a restaurant recommendation app might show sponsored ads for nearby eateries;
- **user control:** there should be clear options for users to opt out of in-app advertising entirely or to personalize their preferences.





# Next steps

- Continued investment growth for 2024:
  - UK spend on CTV grew 9.5% in 2023, and investment in this channel, which can be run alongside linear TV efforts, is expected to grow by 16.7% in 2024;
- programmatic channels like **digital out-of-home** (DOOH), connected TV (CTV), and in-game advertising saw notable growth in adoption and investment;
- the relevance of artificial intelligence (AI) in digital marketing is growing. For digital marketers, this enables more efficient and effective campaign performance and management.





THANK YOU

Media, IT & Telco