

mediazoo



THIS IS MEDIA ZOO
AUDIENCE DELIVERY

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AUDIENCE DELIVERY

Let Media Zoo find the right audience for your video content.

More and more, companies are producing top class digital content - but are the right people watching it?

That's where Media Zoo's new Audience Delivery unit can help.

Our specialist team will identify the audience you want to reach, make the right video content and build a route to that market.

It means your video will be seen by the people that matter to you, be they existing customers, potential clients or other stakeholders. Guaranteed.

For the first time, you can be sure that your content will do the job it was designed to do, whether it's engaging your clients, providing new information or simply building trust.

Duncan Gunstone,
Head of Audience Delivery



Duncan is Media Zoo's lead specialist in delivering audiences for digital content. With years of experience at national and international level producing broadcast and digital content, Duncan has secured millions of views for brands, corporates and government organisations searching for an audience.

BRANDED CONTENT

ADVERTISING IS CHANGING

More and more, ads are becoming content that people choose to watch. And today's digital audiences demand regular, useful content they can share.

SUCCESSFUL BRANDS THAT PROVIDE THIS:



**Engage with
their customers**



**Increase brand
loyalty**



**Open up new
markets**



**Drive
conversations**

IT'S NO SECRET!

- The number of advertisers running video ads on YouTube is up more than 40% y/y.
- Each of Youtube's top 100 advertisers are spending 60% more y/y.



BRANDED CONTENT ADVERTISING IS CHANGING

YOUR AUDIENCE IS ALREADY ON YOUTUBE

- In an average month, 80% of 18-49 year-olds watch YouTube.
- 60% now prefer online content to live TV
- The number of hours people spend watching YouTube is up 60% y/y
- It's the fastest growth we've ever seen.

BUT are brands getting enough people to watch their content? And is it the right content?

- Is it useful, emotionally-engaging, visual content that's relevant to the audience?
- Is it consistent and does it allow meaningful conversations?
- Is it great content that's properly promoted?
- Is it being delivered to the audiences that matter to you?



BRANDED CONTENT

HOW DO WE DO IT?

01

We understand your goals and create KPIs

02

We identify the right audience

03

We create a video content plan

04

We produce great videos for you

05

We make sure your audience sees your content

06

We measure conversions and provide insight

We work with clients across the world to deliver strong content marketing strategies which provide real results:

**INCREASED
TRAFFIC**

ENGAGEMENT

**LEADS &
SALES**

OUR CLIENTS

SUBTITLE

HSBC

BP

COUTTS

SEADRILL

BARCLAYS

INEOS

TESCO

LLOYDS BANKING
GROUP

M&S

HERMES

CONSUMER DIRECT

PRUDENTIAL

SANTANDER

AMERICAN EXPRESS

GROUPON

LEND LEASE

MCKINSEY

GOLDMAN SACHS

SKY

THE STUDENT
SUPPORT CENTRE

CONTROL RISKS

SCHRODERS

FAIRTRADE

ASHURST

THE FOOTBALL
ASSOCIATION

IKEA

SMART PARKING

COSTA COFFEE

ADDISON LEE

RBS

JOHN LEWIS

MCDONALD'S

EON

BNY MELLON

OFFICE OF FAIR
TRADING