

by hoinaru

# GOLIN

2015

# media recap

the most important events of the year  
by hoinaru

Graphics: Alex Constantinescu

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# intro

What started in November 2010 as a series of posts on my blog, under the title “Sunday’s Media Recap”, has gone on to become a tool with which I archive the noteworthy events that have occurred throughout a year. At the moment this e-book was launched, the weekly column comprised 265 articles.

Within this e-book’s pages you will find the usual recap of the previous year, along with the trends for 2016, proposed by the Golin team. This year’s novelty consists in the addition of the opinions of 7 professionals renowned in the Romanian online environment. Consultants, agency people, bloggers – they have all provided their input, by answering a series of questions related to how 2015 went about, as well as stating their expectations with regard to 2016.

**Alex Ciucă**, [www.hoinaru.ro](http://www.hoinaru.ro)

This is the fourth year when we are launching, along with Alex Ciucă, the *Media Recap* and we are happy to state that this has become a tradition for Golin’s partners and for the market. Nevertheless, the report itself and the debate surrounding it are far from being traditional.

*Media Recap* is a wager – a wager we are extending, with every year’s beginning, toward those interested in digital and media. However, this is by no means a simple wager, yet one that is based on months of extensive research and a collaborative lab. Alex reviews the year that has just ended and analyses the media highlights, thereafter resulting in a unique overview of the Romanian market.

Whereas us, along with our Golin colleagues from the Chicago and London offices, we identify and propose those **digital trends**, as well as the channels, technologies and ideas which we believe will turn out to significantly influence the way 2016 will look.

If we gaze back upon our earlier editions, the Bridge™’s foresights have mostly come into realities, a fact that, in my belief, makes *Media Recap* a winning wager.

They say the only way to move forward is to avoid looking back. I propose we do look back though, so we best our approach of the future. A future that is less media and more social media, and which I invite you to discover this year too, in the *Media Recap*.

**Monica Botez**, Managing Partner, Golin

## January

**eMag expands to Poland with the purchase of Agito.pl store.** The retailer is thereby consolidating its position in the region and starts to expand toward the Central Europe. eMag has thus come to operate in four markets: Romania, Bulgaria, Hungary and Poland. In the meantime, it continues to increase the number of categories of products it is commercializing.

**Facebook@work launches** - an application dedicated to work groups. With this new direction, Facebook is attempting to reach the business environment and to compete against LinkedIn. Up to the beginning of 2016, Facebook@Work has not yet become available globally, being still in its testing phases.

**Skin Media takes over the cuisine website Bucătăraș.ro** from Gusti Roman and Cătălin Țepelin. One of the more surprising transactions in the wake of 2015. Skin Media, Nikon's official importer in Romania, as well as a supplier for other IT-related brands, has also purchased the cuisine website Restograf.ro in February, a move that has flung them atop the culinary niche.

## in short

**#Orlando Nicoară and Liviu Dumitrașcu announce WeLoveDigital,** a new digital hub in Bucharest

**#Adweek takes over all MediaBistro's websites and forms Adweek Blog Network**

**#Tumblr kicks off its in-house advertising agency,** designed to connect content creators with brands

**#Facebook introduces a new change to the algorithm it uses for displaying posts on the News Feed**

## february

**Naspers, the company that owns OLX.ro, purchases Tocmai.ro.** Schibsted Group, which previously owned Tocmai.ro, has sold the platform to Napsters. The transaction resulted with the absorption of Tocmai.ro in OLX.ro, the latter hence becoming the main player in the online announcements' market, significantly ahead of its main competitor, Okazii.ro.

**UBER Romania launches.** The carpooling service was received with enthusiasm by Bucharest's youth – well in touch with the online environment. The number of users has risen sharply, along with the number of drivers registered, an increase that was to be halted toward the end of 2015, as the service reduced its bonuses and encountered some legislative setbacks.

**eMag launches Wink and Star-Light,** its two brands of low-cost electronics and household appliances. Following its geographical expansion and the increase in terms of products it is commercializing, eMag takes a new step toward growing their businesses with the induction of these brands.

## in short

- #YouTube permanently renounces Flash in favour of HTML5
- #YouTube launches a mobile app for kids, named YouTube Kids
- #Meerkat app goes live
- #Facebook launches a mobile app for managing ads
- #IKEA introduces furniture that allows wireless recharging of devices
- #AirBnB starts its promotion in Romania through a partnership with Telekom
- #3TS Capital takes a participation in Vola.ro shareholding structure
- #Skin Media purchases Restograf.ro

## march

**Google+ is split into two different products.** The arrival of Google VP, Bradley Horowitz, at the helm of the project was not going to improve too much the results of the social network. Although split into two different products, Photos and Stream, Google+ continued to have under par results, thus there are increasing discussions about the definitive closing of the project.

**Periscope is launched.** With just one month before, Meerkat was the hit of the internet, becoming the app of the moment. It happened that Twitter launched, just a few weeks from then, an app that allowed real time video streaming.

**Instagram launches a carousel to show ads.** What had been being discussed since 2014 has started to be put into action. Facebook introduced ads on Instagram, part of an effort to monetize the social network. The first tests were represented by a carousel which contained ads for several brands, but later Instagram has introduced other types of ads as well.

## in short

#Kubis Interactive opens an office in the Czech Republic, the third after the ones in Romania and the US

#Apple launches Apple Watch and the new Macbook

#Tocmai.ro closes down, all content goes on OLX.ro

#FriendFeed, a platform used by fewer and fewer users, is closed

#Facebook introduces money transfers through the Messenger app between 2 friends

#The founders of eJobs exit the company's shareholders structure

#Yahoo withdraws from China

## april

**LinkedIn makes an important move in online with the acquisition of Lynda.com.** Without a spectacular evolution in the last years and with only one important purchase, that of Slideshare, for which it paid USD 115 million, LinkedIn consolidated its leading position in the business social networks niche. With the purchase of Lynda.com, LinkedIn made another step towards education and business, a sign that someone from the company's management really has a well determined plan.

**Facebook launches the desktop version of the Messenger app.** At the end of 2015, Messenger accounted 700 million active users each month, in part due to the newly launched version, which replaced the annoying chat windows from Facebook. Messenger is now a complete product, which seems to have been existing for many years and which still has space to grow.

**eMag announces the purchase of Fashion Days.** Within a few days, eMag announces its entrance in the fashion segment and the takeover of an important player in the local market. Both companies are owned by the Naspers giant (Fashion Days - 100% and eMag - 70%).

**Nokia buys Alcatel for 15.6 billion euro.** The acquisition is meant to allow the Finnish producer to become a challenger on the telecom equipment market, in direct competition with Ericsson. The deal is one of the most important of 2015.

## in short

#Google becomes a Mobile Virtual Network Operator, in partnership with Sprint and T-Mobile

#ACR (The Romanian Automobile Club) launches driving tests with Google Street View

#The Money Channel TV station stops broadcasting

#The Group launches Prometheus - the first programmatic media agency in Romania

#Orlando Nicoară announces 1616.ro, a digital design studio

#Foursquare launches the Pinpoint advertising system

#Facebook makes changes in the Newsfeed posts display algorithm, emphasizing posts from friends in the detriment of brand pages

## may

**Verizon has purchased AOL for USD 4.4 billion.** The US telecom giant wants to become an important player on the mobile video market, thus it steered its attention towards a company that already owns a performing technology in this field.

**ROTLD (Romanian Top Level Domain) announces the introduction of diacritical marks in domain names.** As it has accustomed us, the Romanian Institute for Informatics Research constantly manages to surprise us with controversial decisions. The introduction of diacritical marks in domain names is such an example. Unfortunately, the decision did not impress many people and has failed, for now, to prove its utility.

**Carrefour called 84 agencies at a creative pitch.** The famous event could not be missed out by our document. The French retailer managed to bring in the same room hundreds of marcomm specialists in order to propose a pitch / a sharing ideas platform. The result was the speedy writing and publication of a pitch guide and endless talks about the event.

## in short

#BrandNetworks buys the social marketing company SHIFT

#121.ro is closed two years after it absorbed Hotcity

#Golin starts the Unternship program, paying someone not to come to work

#Periscope launches its Android app

#LinkedIn launches an analytics tool for the posts in the network

## june

**Instagram allows all advertisers to use its ads platform.** After a series of tests, carried out especially in the US, Instagram allows access to all those interested in promoting themselves within the network. By the end of 2015, Facebook added new ads formats on Instagram and also introduced in Facebook Ads Manager the option of implementing ads campaigns simultaneously on both networks, thus generating a significant increase in the number of ads.

**The CEO of Twitter, Dick Costolo, resigns and is replaced provisionally by Jack Dorsey.** Or at least that was believed at the mid of 2015. But months passed and Jack Dorsey remained at the helm of the company. Unfortunately, the results were not at all the ones expected, thus Twitter seems to be in a continuous drift. Recently, the company's shares have started to drop sharply, drawing the dissatisfaction of the main shareholders.

One of the trends of 2015 was related to the enablement of shopping on all social platforms. This is the case of **Buyable Pins**, which could help Pinterest turn into a large online store. They are not very widespread for the moment, but, if we consider that Twitter is testing direct purchases in the network and Google is trying to introduce the Buy button directly in the search page, we can say that this is a common direction.

## in short

- #Twitter launches the Official Partner Program
- #Facebook allows the introduction of GIFs in posts and messages
- #Facebook introduces the Saved Replies option in brands pages messaging
- #Facebook launches an Android app version that uses fewer resources: Facebook Lite
- #Tarsago, a new online advertising company, is launched
- #Microsoft launches Office for Android
- #The Pitch Guide is launched for clients that want to work with advertising agencies

## july

**Apple entered the music streaming market with Apple Music service.** The move has been intensely discussed in the previous years, but only now it has been materialized by Apple. With hundreds of millions of potential users, Apple Music already is a serious contender for Spotify and the other music streaming services.

**Okazii.ro eliminates the fee for publishing auto and real estate announcements and registers a 20% drop YoY.** Entrance on the market of Tocmai.ro and OLX.ro created significant problems for Okazii.ro. The merger of the two competitors was another blow, besides the entrance of a new player on the market: LaJumate.ro, supported by the Intact media group. Now, Okazii.ro continues to lose market share.

**Facebook introduces direct payments in its Messenger app.** This feature is currently in a testing phase, but we can imagine that payments between friends will be very simple in the future and will be made by a few touches on the smartphone screen. If we think of the speed Messenger increased with, we can say that this moment is not too far.

### Google separates Google+ from the other products and services.

In 2013-2014 Google intended to integrate all its services with Google+, a decision which created dissatisfaction among users (especially YouTube users). Now came the moment to fix what it broke then. The move is natural given that Google+ heads to extinction.

## in short

#MavenHut sales Solitaire Arena, the most important game in its portfolio, to RockYou

#First 360-degree video ads appear on YouTube

#Discovery entirely takes over Eurosport

#Facebook introduces the "Save" button, which works as a "watch later"

#Tudor Manea becomes the new General Manager of eMag Romania

#The hosts of the Top Gear show will produce a show for Amazon

#TVR News stopped broadcasting

## august

**Google reorganizes its entire business under the same umbrella, the new company being named Alphabet.** The so diverse acquisitions made over the last years had transformed Google in a well-known player in software, as well as in telecom, biotechnology etc. Now Google has become again an online company and is now part, together with Nest, Calico or Fiber, of the Alphabet holding.

A study released by PageFair and Adobe revealed that almost **200 million people use an "AdBlocker" type programme**, a 35% share of the European population which uses the Internet. The figures were nine times lower in 2010. The study generated a lot of controversy and has placed the topic of irritating ads on websites on the public agenda.

**Facebook reported 1 billion active users in a single day.** For a company listed on the Stock Exchange, like Facebook, figures as these are extremely important and they are constantly published and promoted. Facebook aims to show that it is not only the social network with the largest number of accounts at global level, but also that many of these people are actually using the platform.

## in short

#Instagram renounces its requirement regarding the square format of the photos

#Facebook tests the video live-streaming option

#Twitter renounces the 140-character limit for private messages

#Andreea Esca leaves The One magazine management

#Rogalski Damaschin launches Good Affairs - a public affairs agency

#Periscope reaches 10 million users

#Twitter extends its ads platform outside the network

#BuzzFeed receives funds amounting to USD 200 million from NBC Universal

#Facebook introduces a personal digital assistant, named M, available in the Messenger app

## september

**21st Century Fox merges with National Geographic.** More specific, Rupert Murdoch's company bought National Geographic for USD 725 million.

**eMag launches the first Apple Shop in Romania inside its showroom in Crangasi.** Although we have to wait before seeing an Apple Store in Romania (the stores directly owned by Apple), an Apple Shop is a hopeful sign for these products' fans.

**Profit.ro is launched** – an online economic publication managed by Orlando Nicoară. Parts of Mediafax and Business Magazin teams joined forces to create a new media outlet. It is one of the few important publishing projects launched in 2015 and it reported an impressive growth by the end of the year.

## in short

#A new private messaging system on LinkedIn

#Godmother becomes a BTL digital agency

#Google changes its logo

#WhatsApp reaches 900 million active users

#F64 enters eMag Marketplace with a series of products

#Instagram ads become available worldwide

#Mark Zuckerberg admits that Facebook is working on a Dislike button

#Facebook enables 360-degree videos

## october

**Twitter introduces the Buy button, now available only for selected partners.** Although Twitter is not reporting sound financial results, the Buy button can be considered a hope for additional monetization, but only if Jack Dorsey finds a solution to increase the number of active users of the network.

**YouTube launched the paid content section, named Red.** This is a move announced at the beginning of 2015 with the purpose to create competition for Netflix, Hulu and Amazon Prime. It is possible that in the next few years special content will be produced for the Red section. For now, YouTube Red offers various shows made by well-known vloggers and eliminates ads for USD 9.99 per month.

**Western Digital announces the acquisition of SanDisk for USD 19 billion.** The move is aimed to offer WD access to the flash memory storage technology owned by SanDisk, given that Western Digital tries to grow market share in internal memory for smartphones.

## in short

#Facebook tests the option of a video to replace the traditional profile picture on mobiles

#Axel Springer buys an 88% stake in Business Insider for USD 343 million

#Facebook started to introduce the reactions option (the so-called dislike button)

#Reddit launches the UpVoted online magazine

#Vector, the Romanian smartwatch, is launched

#Instagram launches the Boomerang app, which permits the shooting of a 1 second video running as a GIF

#Bobby Păunescu buys MediaPro Studios

#Naspers becomes the majority shareholder in Avito

#EU Parliament vote for roaming fees elimination starting with June 2017

## november

**Activision Bilzzard has bought King Digital** for USD 5.9 billion. One of the most important gaming companies at global level, Activision has become an important player also on the mobile phone market with the acquisition of King Digital, which is known for the Candy Crush game.

**DigiFM is launched**, a radio station that broadcasts on the frequencies of former InfoPro. Even from the acquisition of ProFM radio station by RCS&RDS, there were discussions about DigiFM, but only after one year the plans were put into action.

**The Sun renounces paywall, 2 years after the introduction of a tax for the website's content.** Although they have invested a lot in the exclusive rights for the goals and the match summaries from the Premier League, The Sun did not register the expected results, so they took the decision to gradually eliminate the paywall.

## in short

#Instagram starts content selection in the US to deliver photos on certain themes (Christmas, Halloween)

#Pinterest Shop is launched, and Buyable Pins become available also on Android

#Twitter and Vine replace Favorite with Like

#Facebook launches The Notify App, an app intended exclusively for notifications

#Tumblr introduces the private messaging option

#Google brings new layout changes to the Google+ network

#Facebook has launched a Messenger app for the "At work" version

#Radio Guerilla took back its licence and returns to FM

## december

**Adrian Țoca and part of the Treizecizero.ro team have launched Lead.ro** – a sports site with quality content. Probably Treizecizero.ro is considered one of the most appreciated publishing projects appeared in the last years in Romania. It will be interesting to see if the success of a website for tennis passionates could be reproduced at a larger scale for the sports fans in general.

**Google introduces 360-degree interactive videos on Youtube.** The 360-degree technology can be considered “the toy” appeared in 2015. Google, as well as Facebook have launched this type of video clips for different uses, but only in the next years we should expect more creative uses.

**Facebook introduces the Live Video option.** Another trend of 2015, the live videos were firstly available for celebrities that could get in touch directly with their fans. At the end of the year, the option was introduced for all Facebook users.

## in short

#Facebook enables direct private messaging directly from the brands' website

#Senior Hyperactive becomes Lowe Profero after affiliation to an international network

#Mozilla stops the Firefox OS project

#Foursquare/Swarm has its own coin with which users are rewarded

#Facebook tests the integration of UBER into Messenger

#A BRAT study shows that the internet is the second utility in Romania, after energy supply

#IQads announces the FIBRA Awards – the Romanian creativity festival

#Apple closes the social analytics service Topsy

## big four in 2015

### alphabet (google)

- reorganized the entire business under the same umbrella, the new company being named Alphabet
- became Mobile Virtual Network Operator using the bandwidth of Sprint
- split Google+ into two distinct products: Photos and Streams
- changed its logo
- split Google+ from the other products and services
- tested the introduction of a button for direct purchases of the products for the mobile version of the search pages
- introduced 360-degree interactive videos on Youtube

### amazon

- focused more on the content, signed agreements to produce movies
- contacted the Top Gear team of hosts to produce a new show
- launched the delivery option for different restaurants in the US
- launched a shopping app for Apple Watch
- ordered the construction of a wind farm in North Carolina, US

### apple

- launched Apple Watch and the new Macbook
- launched Apple Music – the music streaming service
- launched iPhone 6s and 6s Plus, iPad Pro, Apple Pencil and the new Apple TV
- closed the social analytics service Topsy
- announced Jeff Williams as COO

### facebook

- launched the Facebook Lite app which consumes less resources
- launched Facebook @ Work – an app for work groups
- introduced the web version of the Messenger app
- reached 1 billion active users in one day
- has introduced the “Save” button
- has launched a mobile app to manage ads
- enabled the integration of GIFs in posts and messages
- introduced the Live Video option
- announced Reactions as alternative to the Like button
- tested money transfer in the Messenger app
- introduced the digital personal assistant M, available on Messenger
- enabled search in all the public posts of the network
- changed the display algorithm of NewsFeed posts by focusing on friends instead of brand pages

## about 2015

**Which was the most important online event in 2015 at international level?**

**Mugur Pătrașcu, Screen Native:**

I was not left with any special excitement from the last year's international online.

**Alexandru Negrea, General Manager, Social Smarts:**

In my opinion, the most important online event in 2015 was the news about the use of AdBlockers at a global level. We are talking about +180 million browsers that have installed an extension for blocking ads on the internet, triple than in 2013. It's a phenomenon that will become bigger in the following years and I don't think that forcing the users to deactivate them is an efficient solution. And what is more critical is that we boast about having more and more creative online campaigns, festivals dedicated to online advertising and, in general, we tend to believe that we are increasingly better marketing people. The reality is a little bit different.

**Radu Dumitru, Blogger, nwradu.ro:**

I believe there was nothing really remarkable in 2015. If I were to find something, it would be the constant growth of Facebook and the fact that it exceeded 1 billion people that access the network daily. Daily! This says a lot about the way technology and the internet have been adopted worldwide and the capacity of Facebook to be named the common denominator for so many people.

**Bogdana Butnar, Head of Strategy @ Poke London, UK:**

It is impossible for me to name a single one. In 2015, Instagram has surpassed Twitter in the number of users, Snapchat and Whatsapp have become mainstream and started thinking about monetization, YouTube has launched Red and I noticed the launch of Meerkat and Periscope. All these represent massive changes in the way people are spending their time, communicate, consume entertainment and so on. For me, the most relevant trends refer to 1) the intersection of P2P applications and the exclusively personal place that they represent with the need of monetization which automatically opens them for marketing from brands and 2) live streaming and how it will influence the way brands are communicating, as well as the speed at which they are doing that.

**Victor Kapra, Consultant, VictorKapra.ro**

Maybe it is surprising what I say, but it seemed important to me the announcement that 800 million people use every month the Facebook messenger app. If we add the 900 million users of WhatsApp, network owned by Facebook, we find out that Facebook has become a very important supplier of communication, including voice and video call. We add Stadium and live streaming for all users, features expected for this year, and we can be sure that it will be impossible, if it isn't already, to make performance in online by ignoring Facebook.

**Vali Petcu, Blogger, zoso.ro**

The most important event is the three Googles decision to stop running the company, leaving it in competent hands and move to a tower from where they only supervise. This is a way of silent recognition that they failed several times and that they don't want to be remembered for not having a hit for 10 years.

**Cristi Manafu, Consultant, The Connector:**

Facebook, Twitter and Instagram have made small, but many steps towards companies and agencies in the previous year. However, 2015 will probably remain, in our memory, as the year in which the AdBlock Effect shook an entire industry. An IAB study from the beginning of 2016 states that 14% of Romanians use an adblocker.

**How would you describe digital communication in 2015, in Romania?**

**Mugur Pătrașcu:**

2015 will go down as a very important year for the local digital. I believe this is the year of the beginning of a new revolution. A less visible revolution, but one that will continue tirelessly in 2016. I am referring to a revolution of the maturing of the market, of the professionalization of the actors, instruments, beneficiaries. 2015 was the starting year towards an area where we know what we are doing, we are using the right instruments and we are starting to build. From influencers to the performance industry, it seems to me that each and every one learned their lesson and started doing the right thing. It seems to me that we understood in what we should invest, what is a sustainable growth, we understood that we need to work with specialists and that business really is influenced by digital. For me, it was the first year when the digital got over the dainty label and became a main ingredient.

**Alexandru Negrea:**

Digital communication is still shy in Romania. For me, it is unusual to see braver communication at a public institution (as it was the case for the Ministry of Internal Affairs a few weeks ago), than at

companies that could be a lot more flexible. Another characteristic of digital communication in Romania is focusing on commercial, on the company, on aggressive selling. As long as companies do not built content platforms for themselves (company blogs are the best example), their communication is going to be like a fast-food – let's quickly write something on Facebook today, so to gather as many likes as possible. We are still stuck in the era of events, where we invite a few journalists and bloggers, have them take a bunch of pictures and afterwards wait for the reactions in social media. Bluntly! I'm not saying events aren't useful, but they're not enough.

**Radu Dumitru:**

It's going through a visible maturing process. The digital channels aren't just simple places where it's mandatory to be present because this is the trend, but they have become the main form of dialogue with clients, to absorb and solve their problems.

**Bogdana Butnar:**

My opinion, extremely subjective probably, is that we can count both good and less good things. On the one hand, for the less good, a slower adoption rate of responsive design standards for mobile terminals is obvious, fact that is quite problematic in a world where the mobile enabled many things. In the same category, I would also include the attention paid to the purpose of communication in the digital area. It seems to me that there are very few brands that think of digital as a business and marketing channel as opposed to only marketing. For the good, it is clear that we are doing well at the adoption of social networks and good practices there, that there is a growing interest towards innovation in digital and especially the fact that from the creative industry in Romania we see a lot of brilliant ideas coming.

**Victor Kapra:**

National project competitions, such as Internetics and Romanian PR Award, have clearly shown a significant progress since 2014. What I believe is still missing: the foundation of basic rules. Many online communicators go to big projects directly, some of them very specific and that are quickly forgotten, and do not take care of the “little things”, like determining clients to rebuild their websites according to current times. Many of the company websites are a disaster, both usability and content wise.

**Vali Petcu:**

Each year is a step forward for the digital communication in Romania, because both agency and company have the capacity to learn from mistakes of the past.

**Cristi Manafu:**

The new technologies and tactics in marketing are still at beginning in our market, although we already have capable agencies and quite specialized suppliers. Therefore, I cannot put my finger on a new and important characteristic in 2015. It was the year where the talk about programmatic ad buying and real-time bidding was moderate and the year we discovered just how important the mobile became. If in April 2015 eMAG stated that the number of mobile visits is somewhere around 35%, at the beginning of 2016 they said they expect to reach 60%. Additionally, there has been a growth in the interest towards video and Instagram. Unfortunately, things aren't looking good in the content marketing area. And it will be the same in 2016.



### What have you learned in 2015, digital wise?

**Mugur Pătrașcu:**

That in digital sustainability is a little more important than opportunity.

**Alexandru Negrea:**

In 2015, I learned that people are more and more open towards consultancy and courses, although I did not expect that to happen that fast. After numerous years of creating Facebook contests, people in companies become realistic and want to learn performance, they want to know what request from agencies and how to correctly evaluate campaigns, using different methods than just counting likes and comments.

**Radu Dumitru:**

I learned more about the main channels for digital advertising, Google AdWords and Facebook Ads, and about how, with a little bit of flair and attention, you can grow your performance indicators.

**Bogdana Butnar:**

In 2015 I learned to consider the experience of interacting with the online environment and, more to that, its purpose. I believe it is essential to understand how to tell stories through “consumer journey”, even if this happens on a single website page or along a campaign that starts with a promoted post on Facebook and lands onto a product page. I think it is important to understand HOW people use a “digital product” – a website, a Facebook post etc. and how we can optimize the relation these build between themselves and the brand.

**Victor Kapra:**

If resources allow you, it's good to use vloggers and VIPs in your communication mix. You can obtain excellent results if the project is well written.

**Vali Petcu:**

I learned the answer to the previous question doesn't always apply.

**Cristi Manafu:**

Facebook is still important for everybody, public and companies together. That this Facebook is blocking our vision towards more important things or it is often slowing us down. We should raise our eyes from Facebook more often, because there are so many awesome things around us, new and old!

## about 2016

### What technology or channel do you believe is going to be the next big hit in online?

**Cristi Manafu:**

Facebook has many chances of transforming live streaming into a real phenomenon, after Meerkat and Periscope already did the warm-up. An area that will begin to catch on to marketers in the US is the one about Virtual Reality, where a series of big players already are involved (Facebook, Microsoft, Samsung). But beyond channels and technologies, the trends most encountered by myself in all kinds of “predictions” are the ones about influencer marketing and content marketing.

**Vali Petcu:**

I don't believe we will witness the raise of a new channel in the next few years, maybe after the death of Twitter something else that is going to be better/newer/more interesting will appear.

**Victor Kapra:**

The mobile will continue to grow (for example, mobile internet is the second utility, after electricity, that the poor population in villages can afford) and there will also be a spread of Internet of Things devices, for the corporate environment, as well as for the domestic users.

**Bogdana Butnar:**

Next year, it will be interesting to see how Snapchat will position itself as a platform monetized through advertising and if brands will be able to use this platform in a way that is favorable for the business, not just for the "cool" factor. Also on a global level, it will be interesting to observe how YouTube vs. Twitch will play out in brands fighting over partnerships with live streaming. For me, it is not important who becomes hit or cool. Every month we will have an app that promises to be the next Uber of something. I am interested in who can make a relevant connection with a large enough group of people. This means that whatever is considered a hit has reach and relevance.

**Radu Dumitru:**

As technology, I would bet on video live streaming straight from the phone. "Civic journalism" is spreading, but usually this means a few words and a photo on Twitter from someone who is in the middle of the events. The possibility of live video broadcasting will influence this phenomenon to be preferred over news flows, or even become

the basis of this. Mobile data subscriptions are more and more comprehensive, we all own a smartphone, there are dedicated services, and YouTube and Facebook come from behind at a high speed with live video options.

**Alexandru Negrea:**

Regarding entertainment, I believe that 360-degree video technology is going to be the headline of 2016. I have already seen dedicated cameras on Kickstarter, and also Facebook and YouTube already allow the viewing of these clips. We are going to have some fun. There is also the LiveVideo function on Facebook, that will be available to everyone soon, and that means we will switch from photos to real time video. On online marketing, I believe that most companies will develop remarketing campaigns (remarketing is not a new thing, but it is not as popular as it should be).

**Mugur Pătrașcu:**

The mobile and the binding of the financial to the mobile.

**What should not miss from the digital communication mix of brands in 2016?**

**Cristi Manafu:**

Video and mobile. Additionally, if I were to be a marketer in a FMCG company, that targets the young segment or the very active one, I would take a look also at Instagram and SnapChat.

**Vali Petcu:**

Basic things: a common strategy for all media channels owned by the company, as well as a personal account on the company website of these communications.

## Victor Kapra:

a) Visual content: photo, video, infographics. b) Storytelling content, branded content. c) A more intense conversation with their own clients.

### Bogdana Butnar:

Equilibrium.

### Radu Dumitru:

Video communication, but not in the sense that we will abandon classic texts in favour of video clips, but simply that certain services, products or details can be presented a lot better through short video materials. You know what they say, a photo = 1000 words. An edifying video clip can be worth a thousand photos. Companies should get involved in developing this sort of materials.

### Alexandru Negrea:

As I stated earlier, remarketing is somewhat mandatory in 2016, if you do not want to waste money. Conversion rates can be up to ten times better if you have well segregated data bases and if you create personalized campaigns for each segment. Plus, the connection that you can make between remarketing and interest targeting is a whole other story; you can change your perspective completely.

### Mugur Pătrașcu:

Sustainable content linked with brand utility.



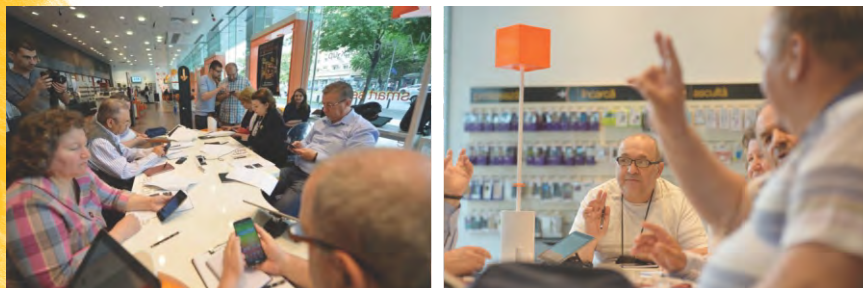
## What worked in 2015 in the Golin social media campaigns and what can we keep for 2016

### Raluca Duță - Chief of Bridge @ Golin

We began 2015 as we do every year, launching MediaRecap alongside Alex Ciucă, material in which, besides the overview of the 2014 digital and social media, we highlighted a series of trends in social media that were peaking on the horizon in 2015. To what degree we correctly anticipated part of the trends for 2015 was demonstrated by the campaigns launched for the Golin clients.

### Confirmed trends | From visual storytelling to emotional storytelling - #parintilascoală Story

In terms of implemented projects, 2015 began by confirming a first trend announced in Media Recap 2014 - the **swift from visual storytelling to the emotional one**. Consumers continued to be placed in the center of the brand story in 2015, they shared their own stories in those social media "places" where they were present, under a very personal form. Everything with focus on the



**conversation** generation. In this context, visual storytelling worked alongside the emotional one.

The **#parintilascoală (#parentsatschool)** campaign illustrates best the emotional storytelling that began with communities and relations between their members. **Orange Romania** challenged these communities to share personal stories, full of emotion, through which they would convey the technical difficulties their parents or other close relatives had when in contact with new technologies, using the #parintilascoală hashtag or directly on the project platform [www.orange.ro/parintilascoală](http://www.orange.ro/parintilascoală).

Emotional storytelling and the liberty of selecting the format in which users share their stories with their friends were the most successful aspects - participants chose the text format on their Facebook profiles and blogs, everything under the #parintilascoală hashtag.

The campaign generated valuable content especially because it catered for the needs, the curiosity and fears of the two communities, communities that weren't defined, but encouraged to express themselves - on the one hand, Millennials that became aware that they are not alone in the learning process they undergo with their parents and, on the other hand, the parent community and of those that are not digital natives, that acknowledged that they are not the only ones that have issues in using technology, that this way exteriorized their dilemmas and were open to solve them during the #parintilascoală workshops in the Orange stores..

Visual storytelling didn't disappear, actually it grew strong in 2015 and will continue to grow this year as well, in a close relation to the

emotional one that ensures personalization. Representative for visual storytelling are the two campaigns Golin launched for VEKA and Electrolux.



The **#lafereastramea (#atmywindow)** campaign brought **VEKA** out of its comfort zone that has been set by the industry and positioned the brand as innovative in the PVC profile industry. Social media users understood that the window is more than a simple element that offers them protection and that each of them can connect, on an emotional level, the window with the emotion of the outside or inside world, everything under the **#lafereastramea** hashtag, where we gathered the most wonderful and personalized window content. The success of the campaign is still visible in social media – on Facebook and Instagram, users are still posting photos under the **#lafereastramea** hashtag.

**Electrolux** adopted visual storytelling in a dedicated campaign where culinary bloggers were invited to cook, create the most

convincing plate-settings and photograph dishes that they would cook for their favorite chefs from **#tasteofroma**, thus having the chance to participate at the famous event. Photos and impressive plate-settings, as well as the emotional attachment of the bloggers community towards Electrolux have ensured the success and sharing of the project in social media, under the hashtag, stirring the appetite and the interest of the users to follow the culinary adventure of the four winners from the famous event.

#### The mobile connection continues – confirmed trend

The mobile and internet usage rate in 2015 has grown a lot, this leading to a growth of the number of the video views – 75% of video views around the world are made on mobile devices.

6.5 million Romanian use Facebook on their mobile device as well, while the rest of 1.5 million use Facebook only on their desktop.

Romanian use mobile apps intensely in big cities – 89% use the Facebook app, 41% use the YouTube app and only 13% use the Google app.

From a device used for communication, the smartphone became a portal through which we access the entire world, a type of remote control for our own lives, through which, in 2015, we discovered information more than searching for it.

Fans get their information directly from their most beloved social media platforms and do not search for it anywhere else. Also, on the channels they use the most (Facebook, Instagram, YouTube), they wish to receive different experiences from brands in order to attract them on their side.

In 2015, Golin followed the mobile connection trend and launched, for four of its clients, Instagram accounts, with dedicated channel content; the Paul Romania account won 1st place in the Best Brand category at Webstock 2015, and the others had successful activations/visuals since their launch: Mercedes-Benz, KFC, VEKA.



### From selective hearing to active listening

Selective hearing was the winning draw for brands that wanted to generate conversation in social media while interacting with communities, thus making hearing a tool for discovering insights for the brand.

In 2015 brands changed their point of view, passing the selective hearing barrier and practicing more active listening – they have taken into consideration posts and mentions about them in social media, a thing which translates in valuable insights about the life, the choices and the behavior of their fans.

How exactly was the active listening of the community strategy applied in 2015? One example is the campaign for the Conference

of Catholic Bishops that took place on the occasion of the Pope Francis' visit in the US – Golin went on a mission of creating buzz in social media on this particular occasion.

The strategy approached by Golin consisted of content marketing, targeting influencers and proactive messages for the media, real time marketing activations which involved The Bridge™ departments from four offices (L.A., Washington, Miami and Chicago), English and Spanish speakers, strategists, copywriters, editors, designers. They created an arsenal of content, delivered both to users that posted about papacy all year long, as well as to users with real time Twitter posts during the visit. Thus, the Golin team created over 2,200 content activations, from photos to motivational quotes on behalf of the Pope, to videos and GIFs, all of them adding up to 18.5 million impressions.

What worked - The Bridge™ team discovered the stories before they actually took place. Relevant content was created through analysis and promoting over 10 million mentions on Pope Francis that happened every minute in social media, generated by influencers such as Bette Midler, Anderson Cooper, Shakira.



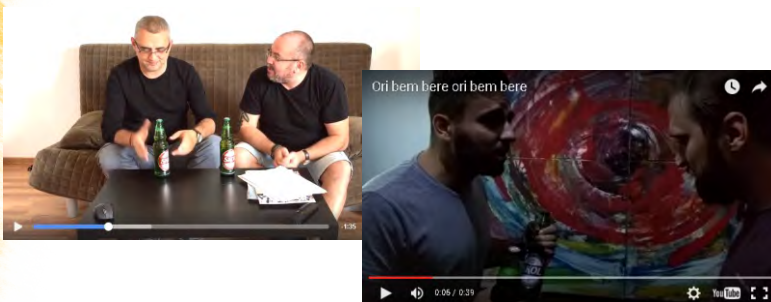
The team interacted 1-on-1 with 1,300 fans. After the visit, more than 28% of Americans said that they have a better opinion on the Catholic Church thanks to Pope Francis = The Bridge™ team thus created relevance for the Pope in the era of mobile communication.

## Video will go beyond YouTube in 2015

What happened in 2015 was that video evolved much more intensely than predicted.

Thus, Facebook users managed their news feed for watching videos rather than for reading. Integrated video content will explode in 2016 as well – especially that in 2015 Facebook almost doubled the daily number of video views, going up to 8 billion and exceeding YouTube. Twitter launched native videos, Snapchat reports 6 billion video views per day (and it will continue to grow, taking into consideration the fact that it refused to affiliate to Facebook).

In total, today, on a global level, adult users watch 66 minutes of online videos every day. More to that, 70% of worldwide companies mention that videos are the most efficient instruments in online marketing.



Golin applied the video trend in 2015 for the SKOL campaign - We either drink beer or we drink beer, during which the audience was stimulated with new, unexpected content generated from an insight about the community - SKOL consumers are men that don't mess around with half measurements, that know how to open a quality beer when it's in front of them and don't let it get warm even when they don't have a bottle opener - they always find a solution.

We challenged 10 generalist bloggers with active men communities on Facebook and blogs and we proposed them a meeting (in teams of two) during which the open Skol bottles with whatever comes in handy, film everything and then promote the video in social media. The campaign had a noteworthy success, this being the reason we decided to replicate it on the Facebook page and stimulate fans to show us pictures of the objects they use to open Skol beer bottles.

For Electrolux we activated the video component while celebrating 5 years of Electrolux Passion for Cooking, the project that brought together all food bloggers from around the country in friendly gatherings between people with the same passion - cooking and delicious dishes. This way, food blog influencers exchanged congratulation messages for the celebration of 5 years of #passionforcooking through personalized video that were communicated on the Electrolux Facebook page.

## Influencer engagement contribute to the creation of the moment for brands

In the beginning of 2015 we stated that influencer engagement should focus on both reach and relevance, in order for brands to

win over fans from communities on blogs, Facebook pages, Instagram, Youtube.

To that end, in 2015 we continued to involve influencers in the Golin campaigns, activating them in long-term partnerships, as well as in different projects where we challenged them to be creative in order to receive experiences on behalf of brands: we urged them to capture the most beautiful emotions #lafereastramea and upload them under the hashtag, we invited them to Electric Castle on behalf of Pepsi and encouraged them to enter in the weekly challenges from the Pepsi Challenge campaign, to submit their stories about parents in the #parintilascoala campaign.

All these interactions helped us consolidate strategic partnerships between online influencers and brands, results from which the latest of the two can profit on the long term.

And not at all coincidentally, in 2015, Golin was chosen for the second consecutive year as the agency with which online influencers and bloggers cooperate the best.

### Offline meetings of social media communities

They continue to be very important for consolidating communities on different niches and interest subjects. In 2015 we managed to gather the food bloggers community to wish with videos a happy anniversary to Electrolux for 5 years of Passion4Cooking, the first project that, for the first time, united Romanian food bloggers and helped them make friends with each other.



Therefore, for Food Bloggers Conference 2015, more than 20 food bloggers made short videos and uploaded them on their Facebook profiles and Electrolux Romania Facebook page, in order to share their good thoughts for this special project. The whole event went off in a memorable manner, especially because, during the 5 years of project, the brand created many opportunities for the food bloggers to share beautiful moments with people who have the same passion – cooking.

### Unconfirmed trend | Facebook – search platform. In 2015 Facebook was a discovery platform.

One of the unconfirmed trends in 2015, which could be seen in Facebook's evolution, was the development of the network's search tool. Most likely, Facebook is preparing something more important in the search area for 2016, which will add to the launch of featured videos.

Instead, the network had an important development in the information area, it became a platform where users discover information rather than search for it, being the first source of news for many Romanians, especially for the 6.5 million who are using Facebook on their mobile phones.

## The 2016 context in digital and social media

### Raluca Duță - Chief of Bridge @ Golin

2016 is already moving very fast regarding trends and innovations in our daily Facebook newsfeed with every scroll and it seems that every day social media users encourage a new movement that we should follow attentively and to which we should relate in real time in order to be relevant. Thus, in January, there were three major topics in social media, for different types of target and with different engagement levels: from Hey, fato! (Hey girl!) and Fii ca Ion (Be like Ion) to the Cristi phenomenon, social media users had fun, created engagement in their communities with some creative lines and disgruntled other communities through their impertunity. The brands played along: some of them knew when to stop, others thought that by linking themselves to the trend, they will bring more fans on their official channels, but they generated the opposite effect: unlikes from the users who can tell when a topic belongs to the community and when the brands' posts are not natural or the solutions are flat.

### Trends' appearance and extinction pace

The main „responsible” for the massive growth of trends' appearance and extinction pace is the permanently connected user, who is more and more sophisticated and curious and who absorbed the global trends and adapted them locally.

Why? Because he/she wants engagement and refreshes the Facebook newsfeed 30 times per day, wants to come up in his/her friends' newsfeed more often, wants to be seen as a trendsetter in

his/her community and considers he/she has the responsibility of expressing his/her opinion about every aspect on the public agenda that comes from the Facebook wall – the place he/she sees as a personal space in which he/she can exercise democracy.

### Trends emerge from everywhere

The development of trends changes as well. Trends can emerge from everywhere and everyone – from a creative in an advertising agency, from a VIP with a large Instagram account, from a community addicted to an actor, from a social media user that knows how to play around in Paint.

To that end, I am highlighting one example – the Vice article that analyses the Facebook presence of public institutions generated an actual conscription for a share of them – the Romanian Police and the Ministry of Internal Affairs took advantage of the Facebook users' interest in sharing the article and started building stories with true viral potential, connecting their domain with relevant subjects on the public agenda. Example – the MAI Facebook post that references, in real time, Smiley's latest song Pierdut Buletin (Lost ID) and notifies Romanians which are the necessary papers for replacing their ID, has been highly appraised by heavy Facebook users in Romania and has quickly become viral.



### How do trends in social media emerge nowadays

The motives that trigger new trends are very complex, but most of them are comments, some superficial, addressing gender differences and discrimination – see Hey, girl – others have the purpose of filtering the daily Facebook newsfeed content, that has become the first info channel – see **Be Like Ion**, while others start as a pure desire for entertainment.

**Be Like Ion** is an example of social comment and rebellion against irregularities that social users see in their Facebook newsfeed, a sort of wish to remove spam. The social comment from the social media era does not take form in art or culture, but through memes and visual ways of expression, in closed communities such as 9gag, Reddit or open ones – Facebook.

Such social comment have a very short lifespan and also become spam because of the incredible pace at which the new in social media trends end up consuming itself right after the emergence of a new trend. According to the motivation behind them, trends that now emerged in social media can have a significant power of activating communities and bringing them out of their comfort zone and taking them into the zone where they become content generators (more or less a content generator in itself).

### Technology stops being so cool when you stumble upon it everywhere

Social media consumers have been desensitized by the surrounding world that is filled with technology. In the end, utility

makes technology cool. Consumers doubt the relation they have with the new app and devices, the only ones they accept, use and appreciate are the ones that understand human behavior and emotion.

Also, consumers that are present in social media understand the point of technology if it helps them learn new things, get rid of boredom and justifies their existence by affirming their significance in the world.

### The rational takes over the emotional in consumers' choices

Consumers apply to their emotional life a logic in which the rational precedes. This way, in order to convince consumers, it is no longer enough for brands to use only emotion when they are communicating their products.

**Native emotional authenticity** is the new objective for brands in 2016, thus emotion based on honest experiences, easily identifiable in the subjective experience of each type of user.

It is important to understand the context in which trends will further emerge in 2016, in order to select the really relevant ones for consumers, the ones on which you can build on, beginning with two major macro-trends: consumers' need to see the utility in interactions with technology and the focus on honest experiences in brands communication towards consumers in order to trigger authentic emotions, with which they can identify.

## 6 instruments and channels in which brands should invest in 2016

**Raluca Duță – Chief of Bridge @ Golin**

In 2016, brands will talk more using the Instagram language, using short videos of maximum 15 seconds (on Instagram) or 10 seconds (on SnapChat), using GIFs, memes, Facebook emoticons, everything wrapped up in emotion and utility for consumers.

Before of actually getting to the implementation of new strategies on existing channels or launching some new ones through which they can reach their public, brands have to conduct an analysis on their target. A common target for most of them – these omnipresent and omnipotent Millennials, defined by their attitude and their significant presence on social networks, the ones that adopt products and services from the start, a lot more opened towards experimenting, but a lot less loyal, that quickly follow revolutionary innovations. Millennials see society as a fluid organism, ideas as being easily accessible and also they are the ones that appreciate brands that can demonstrate why it is useful for them to be followed and why anyone should interact with them.

This way, in 2016, brands should ask themselves a few questions, to which answers would become revealing in sketching social media strategies. First, what your brand can do for consumers present in social media. Can it give them new information? Today's consumers have an unstoppable thirst for intriguing information and brands have to identify what are those subjects they could approach in order to encourage social media learning, to identify those ways of

improving the consumer experience through education/information.

Another area in which brands can become involved is the **elimination of boredom**. Taking a look at the quantity of information and news that flows in social media, on every channel where users have accounts, we can determine that they stop scrolling only when a brand manages to eradicate their boredom and entertain them – that means making them laugh, energizing them, sparking their curiosity and interest.

Consumers are addicted to social media, to Facebook and Instagram accounts that have become their own reflection, but even though they choose to daily spend an enormous amount of time following these channels, they still have a guilt feeling and they are aware of the fact that they are wasting their time. In this context, it is very important for the brands they follow and with whom they interact (and in which they invest a part of their time) to **justify their existence**, confirm their significance in the world, answer them with individualized solutions applied to their specific needs.

This way, brands could support a live video session on a subject of interest for the consumers, directly on Snapchat, to create a series of videos where brands can show consumers how to re-use the wrapping from their products (for those passionate about DIY), to gather the most relevant advice from the employees in an industry and afterwards to share them with everyone who wishes to find out more about that area from the inside etc.

2016 is going to be the year when we will reconfirm instruments and mechanics that worked in 2015 (video, storytelling), but it is also

going to be the year when we will export these mechanics to other channels, when we will test different functionalities of existing channels for different brands, as well as the year when brands will enter the mobile area as big players, with the purpose of creating apps for consumers to actively use.

### 2016 is going to be the year of the mobile - the year of the first screen battle between smartphone and TV

In Romania, 6.5 million people access Facebook from their mobile devices (smartphones, tablets). Also, they interact with social networks directly from the social app, not from the web, and the apps with the most downloads are, decreasingly, Facebook, YouTube and Google (according to iSense Solutions). Romanians in big cities have, on average, 24 apps installed on their devices, using an average of 7 daily.

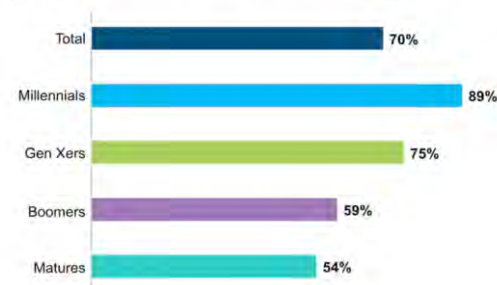
Whilst target publics become fragmented and more interested in removing ads in social media, the problems that require solutions from brands are about how to encourage the community to generate organic content (not to take part in challenges offered by the brand) and how to develop their own mobile solutions (optimizing their own website for mobile is not a viable solution while users do not use web on their mobile device as a main app).

Therefore, in 2016, brands must think approaching mobile and creating brand dedicated apps on the long term. They have to keep in mind a few trends on consumers behaviors: the need for solutions focused on **utility** and the **absence of brand loyalty**.

### In 2016, we communicate using pictures

But not just any pictures - consumers are alphabetized in a common language consisting of emoji, GIFs, cinemagraphs and memes. In 2016, we will say "A GIF is worth a thousand words", "A meme is worth a thousand words" and, seldom, "A picture is worth a thousand words", because users are getting bored seeing the same photos from the same photo basis, static and almost the same, regardless of the brand.

Percentage of consumers who've used shareable imagery like emojis or GIFs in the last month

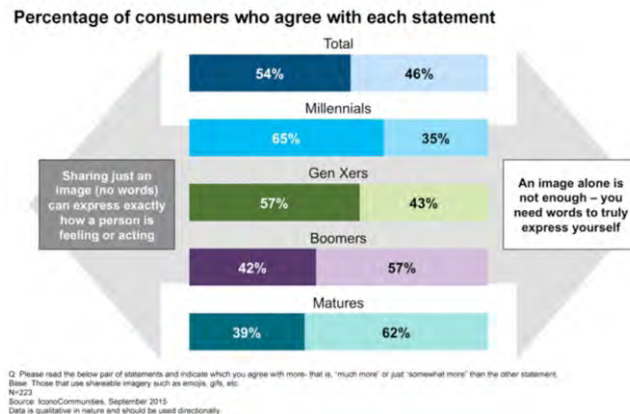


Q = Which of the following types of shareable imagery have you used in the last month? (Select all that apply)  
N=318  
Source: iSense Communities, September 2015  
Data is qualitative in nature and should be used directionally.

Consumers find it more efficient and satisfactory to communicate using rather digital images than words. So they built a basic language of images easy to share, adding each time context, subtext and different shades that they want to communicate.

And the coolest social networks support users in developing this language: Facebook Messenger activated emoji and GIFs - you just have to write the status you want to convey and you are given a

series of customized GIFs to help you communicate how you feel; on Snapchat you can add emoji throughout all the content you upload to your personal account, from pictures to videos, in order to communicate beyond text.



What brands need to do is to enrich their vocabulary and understand it better if they want to use naturally and closely related to the community this native language of the youth. However, brands should not exaggerate using this type of content across all channels, because it is only specific to Facebook Messenger, to Facebook comments and Snapchat, but they should try to diversify the type of content used (not just emoticons, but also GIFs, cinemagraphs) or even challenge their communities to get involved in this content creation process.

Also in the visual field, five years after the launch of Instagram, most photo tools rethink the filters because studies show that most people (amateurs and professionals) use them intensely to correct

photos or give them a note of uniqueness / authenticity. Applying filters on photos has also an impact on the engagement because photos with filters are more often viewed once they appear in the newsfeed and the number of comments is also much higher.

### Communities will be the new influencers in 2016

The impact of social media influencers on buying decisions continues to grow. But today more than ever, consumers are tired of traditional advertising and let themselves be convinced by their very **sociable** friends (with a large number of digital friends), being more open to information about products to buy or trends to watch.

Communities are the next **influencer** towards which we must focus our attention and they are generally built **around one influencer** (a VIP, a specialist in various fields - doctor, nutritionist etc., a blogger with a very solid reputation, a vlogger, a band, a singer) or around a cause, a product or against a product.

The brands that will know how to interact with communities without invading their social media space of expression are the ones that will benefit from the relation with them. An example is the reaction of some FMCG brands to the messages coming from the community of vlogger Codrin Bradea on the Facebook pages - some brands have created landing pages dedicated to the community, with the funniest answers given on Facebook in private messages, and others created dedicated visuals with response templates for the most common questions received on the pages.

## Video takes over social media in 2016

But this time not only mentioning the videos made by the brands for the community, but also, especially, the videos created by the brands observing the wishes of the community. In 2016, all the brands must transform into great video publishers, if they want to keep loyal communities, educating them or letting them have fun watching videos.

The reason why? Consumers get blocked when they have to choose what information to read and what information to scroll over in social media feeds, which means that they roll the dice daily and select the content to interact with, irrespective of the selection from the previous day. The only link is customization - consumers select content variants to which they can interact and which they can customize after the interaction.

Everything happens taking into consideration the fact that video exploded in social media - in 2015, Facebook has doubled the number of daily views of the videos uploaded on the network and reached 8 billion views, surpassing YouTube. Twitter launched native videos and Periscope in 2015 and Snapchat registers about 6 billion views daily. In total, adult users consume 66 minutes of online video every day. And all these figures will increase in 2016. Facebook launched suggested videos, Instagram has 15-second video formats, Vines have a maximum of 8 seconds and the Periscope streamings can also be used with great impact.

For an even closer interaction with the community, brands can choose to build interactive videos to engage their audience for a longer period of time, in order to deliver a number of key messages - using a video similar to a game. In 2016, we expect brands to become more active delivering YouTube videos created similar to games, giving users the possibility to choose how the video should evolve.

Example: **Saved by the bell Youtube video game**



## Instagram

Over 362,600 Romanians have Instagram accounts, out of which over 219,000 are active accounts sharing photo and video content on the network (according to Zelist).

At the beginning of October, even in Romania brands started to made Instagram ads, for the growth of their communities. However, before investing in media promotion on Instagram, it is important for brands to define their objectives on this channel and to be observant to the network community, but also to answer to two questions – what is the reason for being on Instagram (will the brand find its community here?) and what added value can the brand bring to the Instagram community, through the created content?

In 2016, in addition to the photo and video content created specifically for Instagram, brands can also benefit from the **Instagram stories** – yet another form of content developed by the network. Brands can post their **Instastories**, taking advantage of the large number of characters permitted in the caption - they can post short articles, communicating visually, on one hand (with photo or video), and reassessing the voice of the brand using text / a story with a high potential for interaction, on the other hand. This is an evolution from the Instagram advertising to the development of native content on the network, which is based on text as much as on image.

## Snapchat

Snapchat rocked the social media world and has been adopted mostly by Millennials, who send every month millions of photos, videos and drawings using this app.

Snapchat is (briefly) an instant messaging app that allows users to take pictures, record videos, add text on images and send this information to their contacts.

Snapchat was catchy due to the limit of time (videos have maximum 10 seconds) and the content's disappearance (it stays on the profile for maximum 24 hours). Until now, very few brands have used Snapchat for marketing purposes, but in 2016 this channel should not be ignored.

Therefore, brands can create integrated marketing campaigns on Snapchat, exclusively offering content to the younger generation. They can create photo or video teasers that disappear in one day for products or services that are to be launched. And the time limitation offers users a sense of exclusivity by seeing the content a day ahead of everyone else. This is the benefit that users love the most about Snapchat: if you are not real time on this network, you will be misinformed.



Ex: World Wildlife Fund **#Lastselfie Snapchat campaign** – species on the edge of extinction

Before deciding to enter Snapchat, brands must answer these questions:

- Can they be human on this social network? Can they be real? It is very important to experiment in order to understand how it works and what makes Snapchat users react – the volatility of the content on this network allows brands to test and experiment.
- Are they willing to communicate to a community that only a few years later can become a real target for the brand? Are they open to learn the special behavior of this community, which is holding the smartphone non-stop, which is sleeping with the smartphone next to the bed, which is talking to online friends 24/7 and which will use the smartphones to pay for future products / services purchased?
- Are they ready to create dedicated content for each context that appears on Snapchat? Because it is so, on Snapchat you must be real time and take advantage of every story you see, of different hot topics about the celebrities present on this network. And every content element uploaded on the network must be unique, different from what you upload on other social media platforms where the brand is present.

Thus, let's start on the road to success in social media bearing some key channels and tools in mind, in order to develop strategies and activations attractive for the communities, which will no longer ignore the content created by our brands, but will want to interact with this content: mobiles, video, reinterpreted visual, communities, Instagram and Snapchat – these will be the digital stars in 2016.

2015  
media  
recap  
by hoinaru

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**Alexandru Ciucă**

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