

Deflections  
in digital advertising

**Turn them  
into an advantage**

# Deflections

The definition of a deflection is a turning aside or a bending, or a deviation from the normal position of something.

An example of a deflection is a needle's starting measuring point moving from 0 to 20 on a dial.



# The Future of Advertising is developed through an enormous wave of deflections

Care to exploit?



# The death of device ID

Consumers want a say in how their personal data is used and additional rewards are rarely considered a fair trade-off.



# The renaissance of contextual targeting

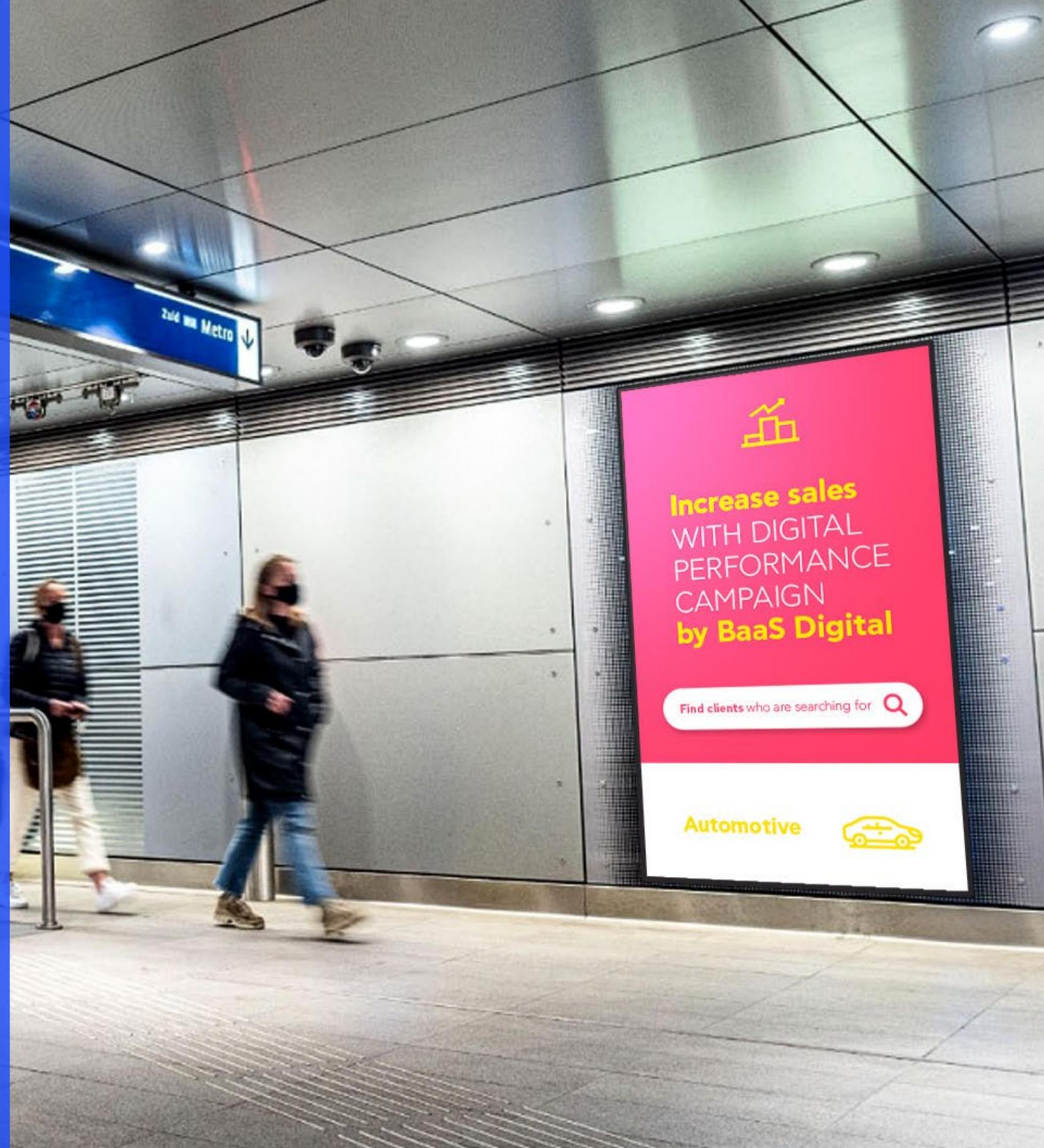
“Endemically matched ads, or those that align with and match the surrounding content based on vertical (e.g. auto ad near auto content), drove a 23% lift in activation within the part of the brain responsible for memory of practical details, which includes key messages, calls to action, and branding elements.”



# Contextual targeting: DOOH

Programmatic DOOH in major EU cities  
and in the USA is available and delivered  
by **BaaS | Digital**

DOOH AD for BaaS | Digital  
Country: NETHERLANDS  
Placement: Amsterdam METRO





# The future of advertising will focus on creativity and unobtrusiveness, together

Creative and unobtrusive concepts, with more emotion, will be the ones to grab the most attention



# The future of advertising lies in brand-safe environments. Only.

The advertising budgets of big brands will flow towards the most brand-safe options. And so should yours.



# The future of digital ads lies in user's willingness to opt-in

Third-party cookies are considered gone. Sharing one's habits and transactions in exchange for being the first to know about promotional campaigns and trends seems like a fair deal to 44% of users, according to a study.





# The future of advertising depends largely on the younger audiences

Advertisers who intend to engage the younger generation of consumers, need to remember that the requirements for grabbing users' attention will be completely different. For once, video content and human creativity are what gets the attention.



# The future of Agencies: The influencer is the Agency.

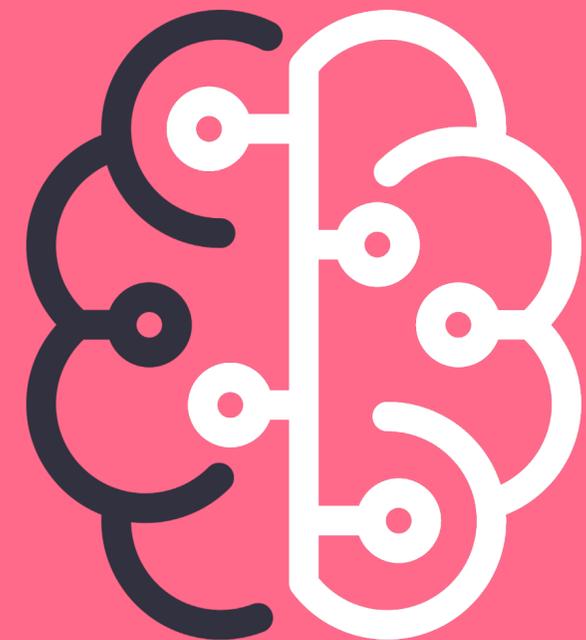
The primary aim of agencies should be to change consumer behaviors.  
The future of ad agencies lies in creating platforms that help brands make a customer's life easier and even better



# The future of Marketers is based on data & technology

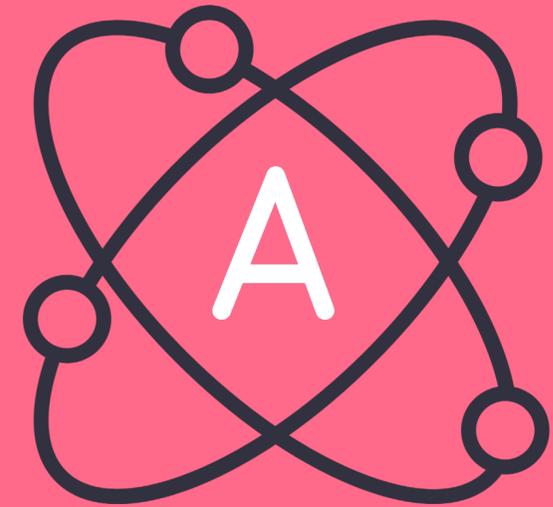
Artificial intelligence, Data science, Neuromarketing and predictive analysis are the new skills to be developed by Marketers and what the market will ask for.

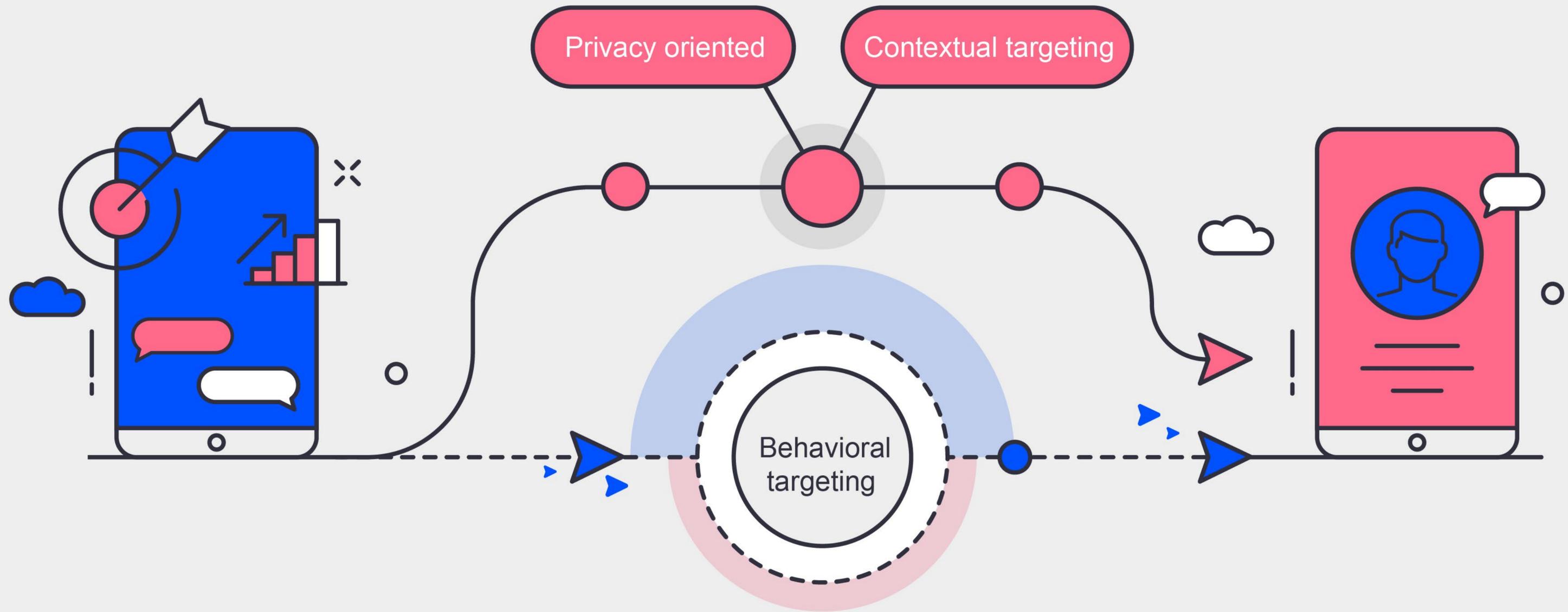
Purpose will be to gain more knowledge about the relationship between the brain and buyer decisions.

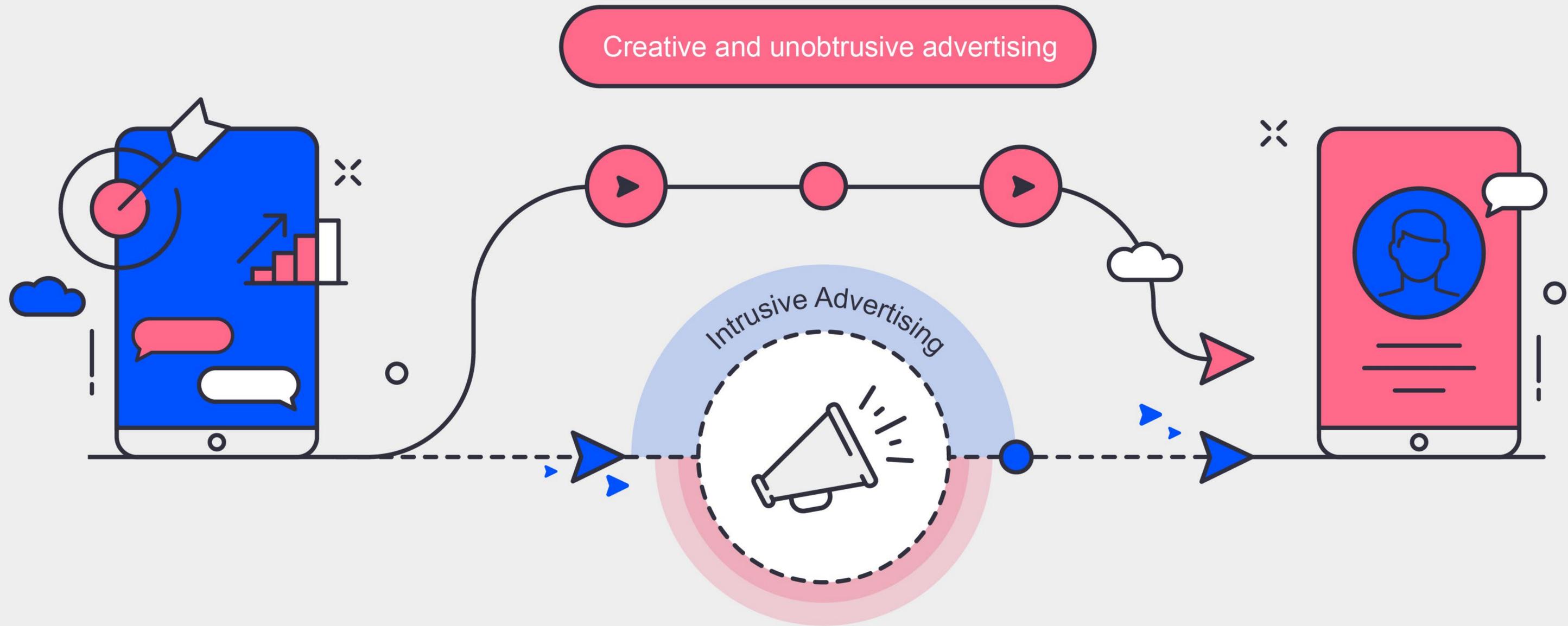


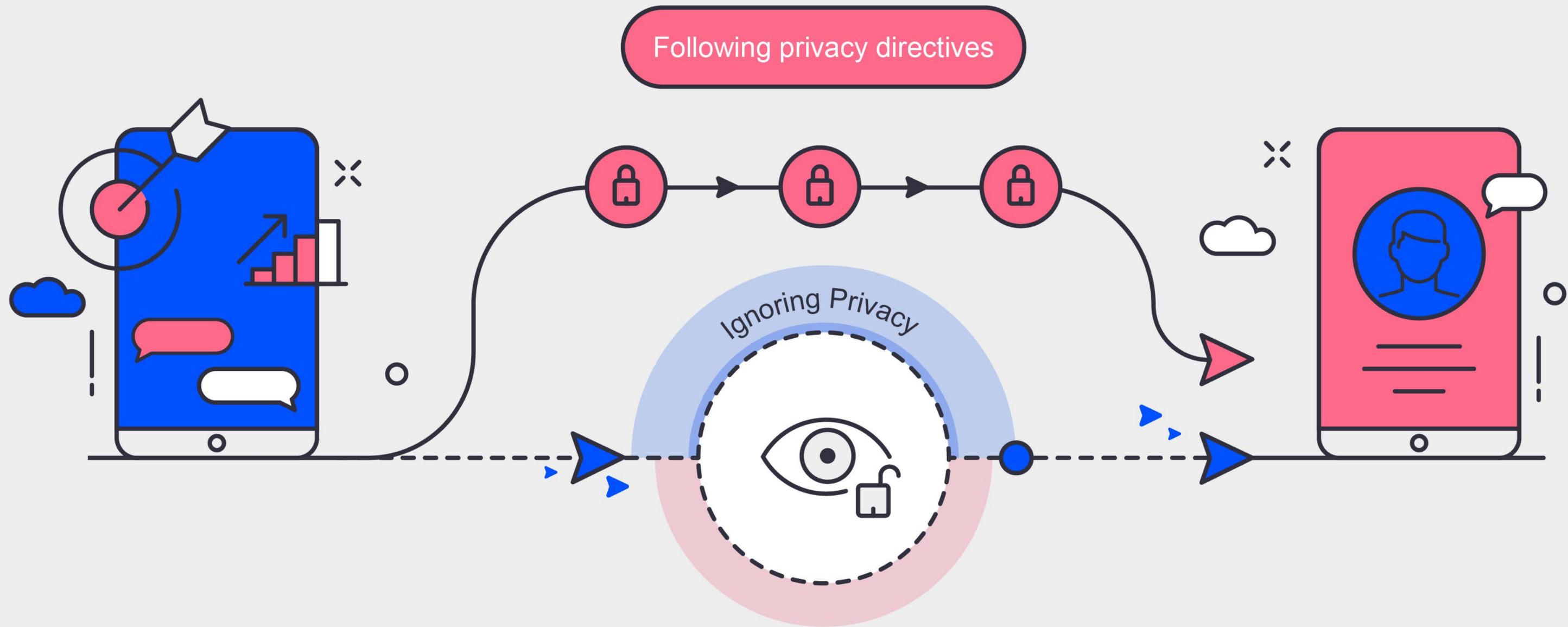
# The advertising ecosystem is shaped by a series of deflections

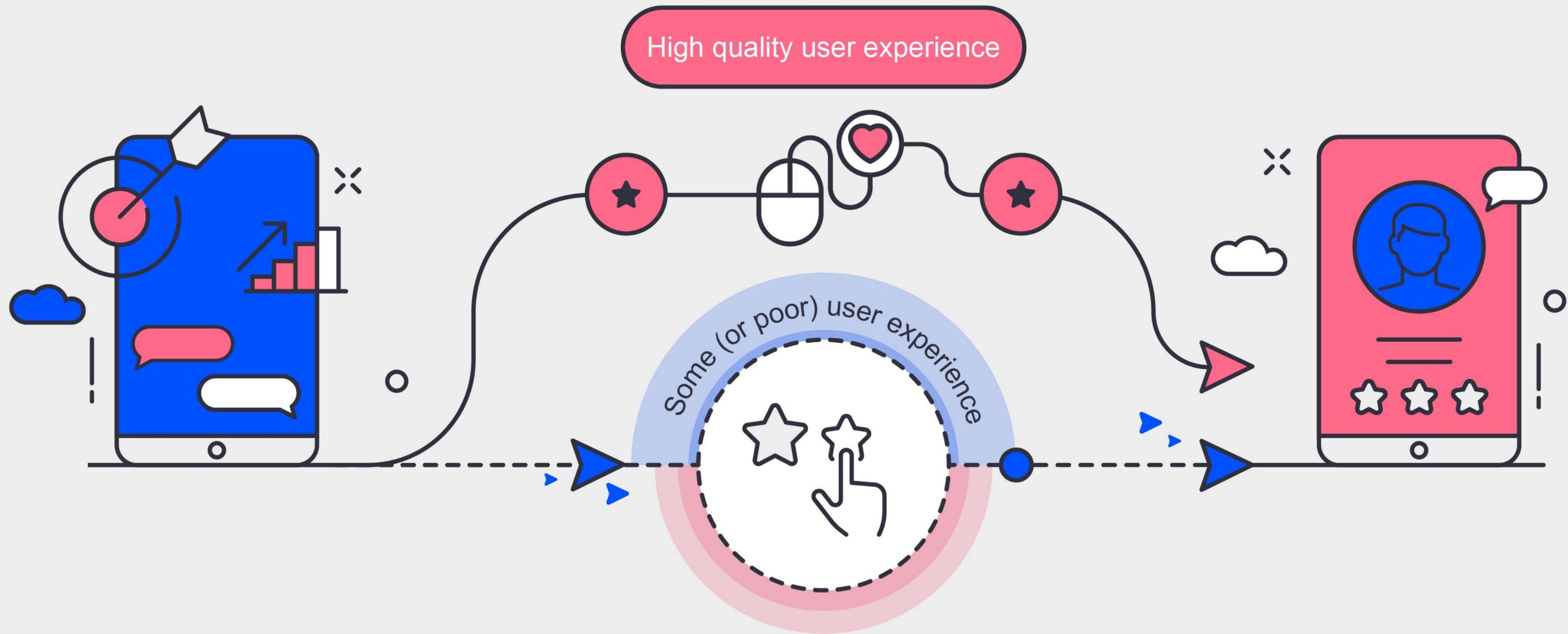
What are you going to do about it?

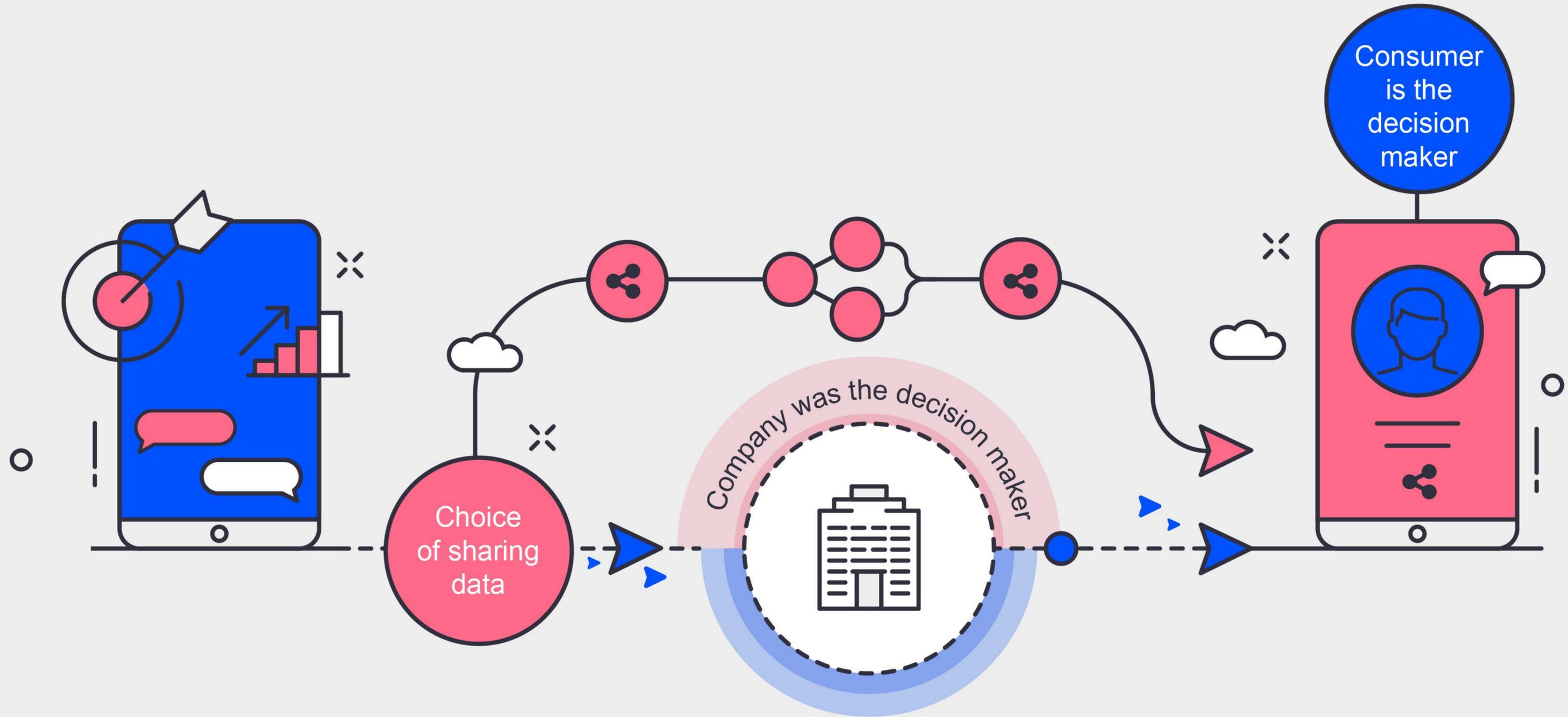


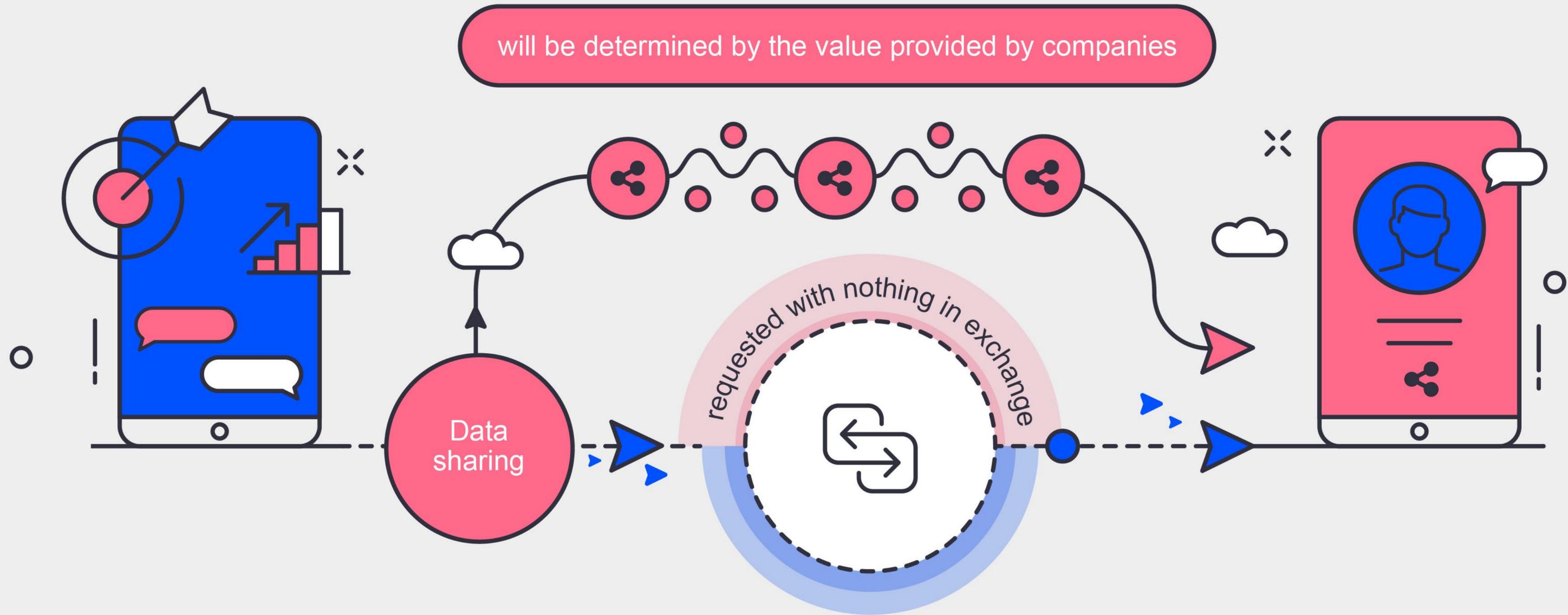


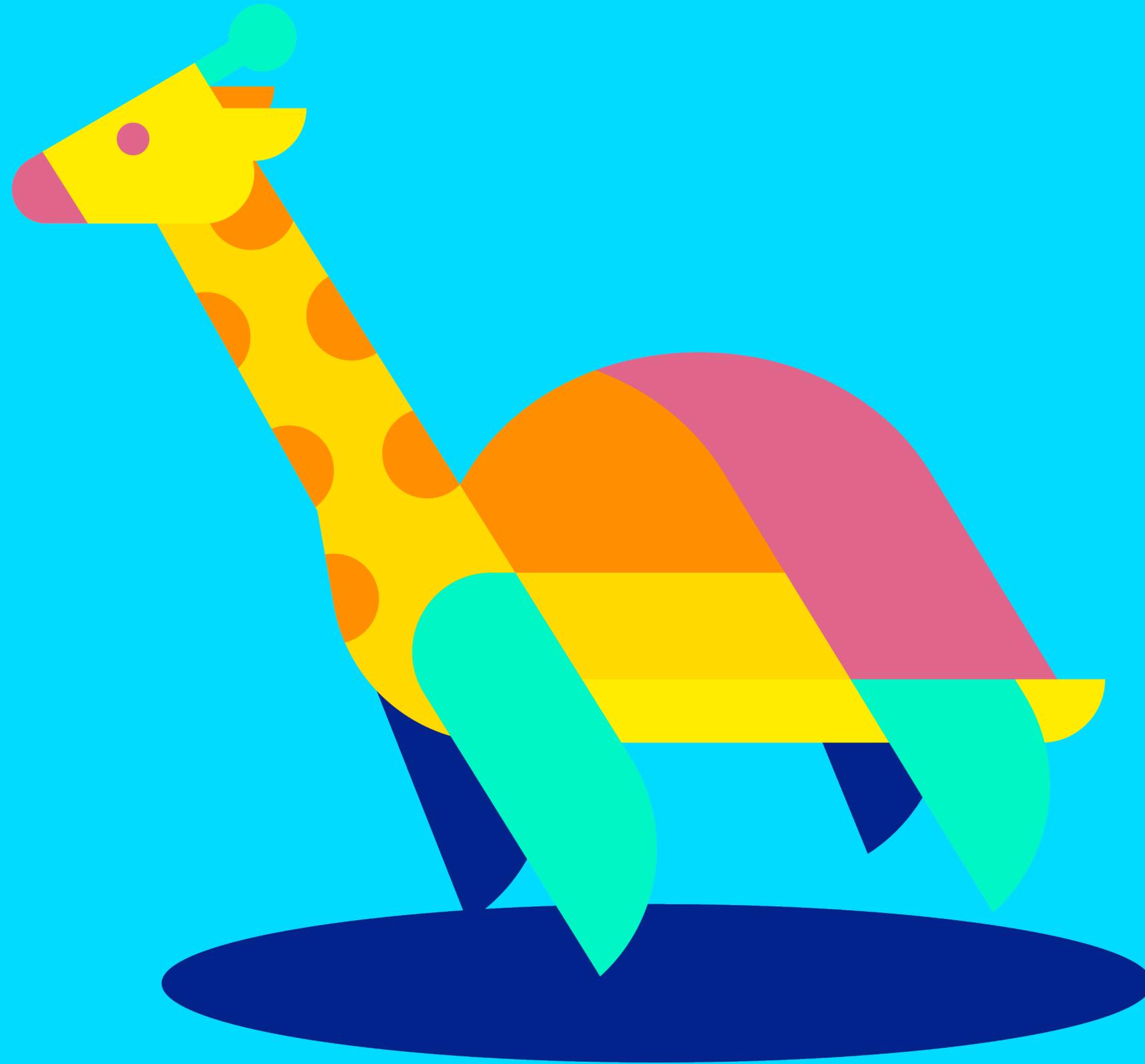












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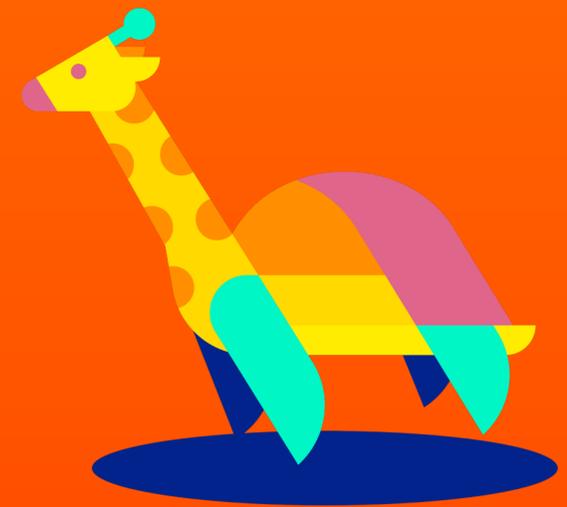
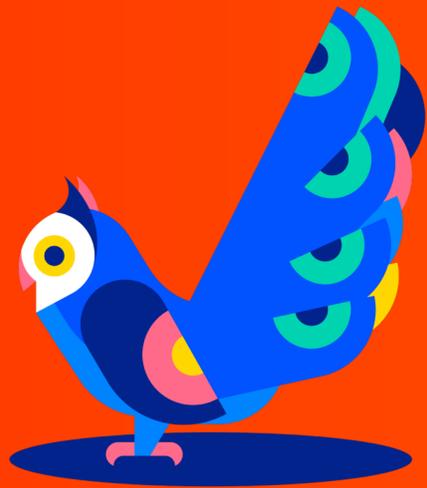
# Turn them into an advantage

One after another... you will end up with highest quality, satisfied buyers  
and an uplift in brand loyalty

And after all...

Imagine what aircraft deflection does:  
When the edge of the elevator  
is deflected upwards,  
it increases the downforce,  
causing the nose to pitch upwards.





The future is hybrid

Thank you!