



**WMM**

What do you mean?

Thibault  
Planner



Leslie  
Account Director



Chloé  
Creative

Claire  
Producer





European  
Media  
Alliance

OUR CLIENT

OUR ENEMY



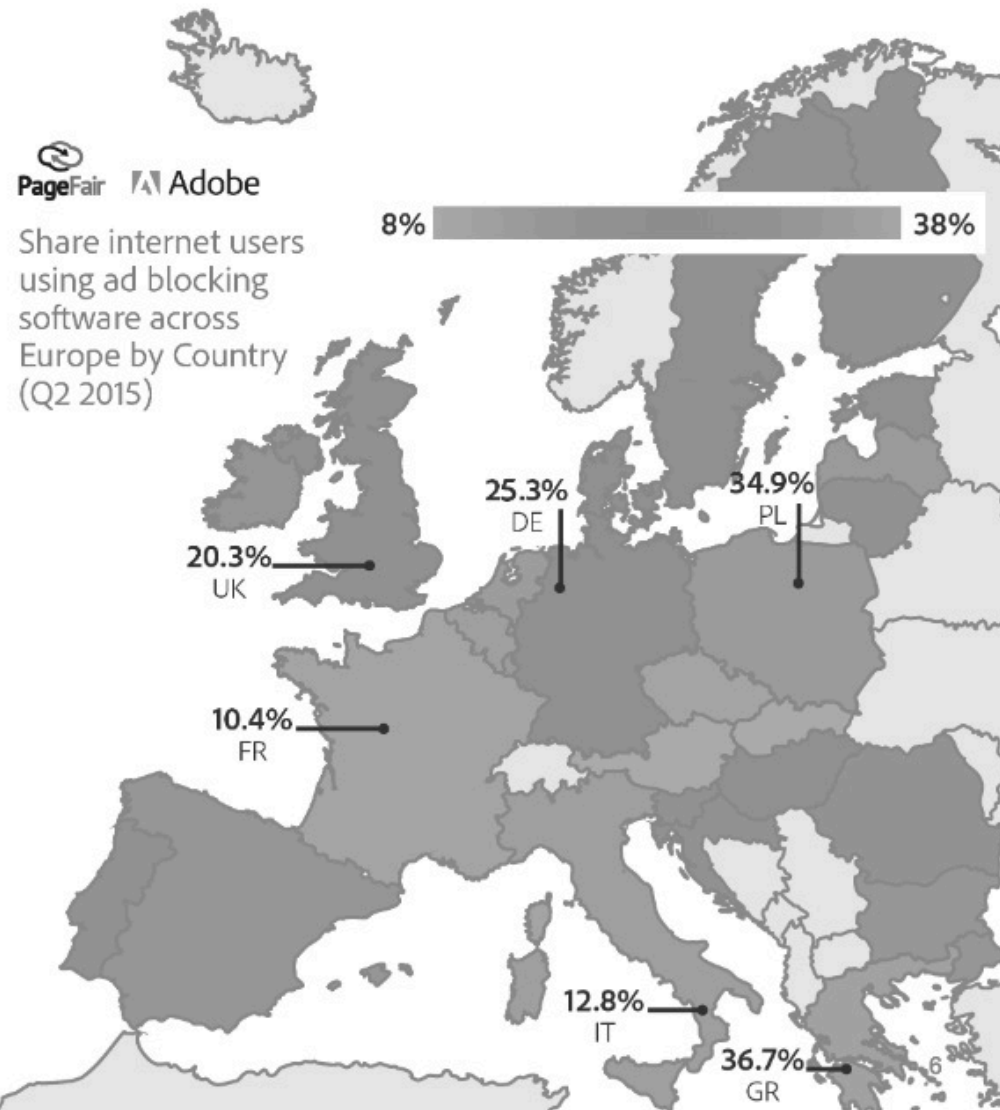
# ADBLOCK'S SUCCESS STORY

## Top 4 Europe<sup>1</sup>

1. Greece (36,7%)
2. Poland (34,9%)
3. Germany (25,3%)
4. UK (20,3%)

## The Adblock community is expanding quickly...

- ▶ 198 million users worldwide
- ▶ The use of adblockers grew by 41% (2014 – 2015)
- ▶ 77 million users in Europe
- ▶ The use of adblockers grew by 35% (2014 – 2015)



# HOW COME ?

*I want to...*

« ... Remove as many ads as possible from all websites »

« ... remove ads that I found especially annoying 🙄 »

« ... remove ads on a particular website because I don't want to be bothered while surfing on the Internet »

« ... stop targeting advertising 🙄 »

« ... prevent cookie tracking for my privacy 😡 »

« ... access to a more readable online content »

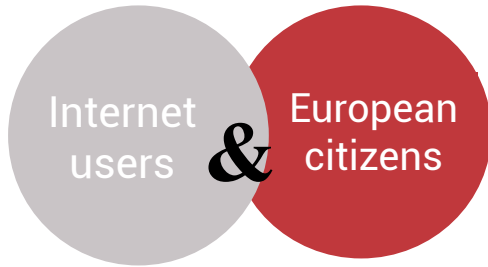
« ... improve my computer's speed, bandwidth or battery life 🏃 »

A large, dense crowd of people at a concert or festival, with a red circle overlaid in the center containing the text "Target audience". The crowd is diverse in age and appearance, with many people raising their hands and wearing sunglasses or hats. The background is filled with people, creating a sense of a large-scale event.

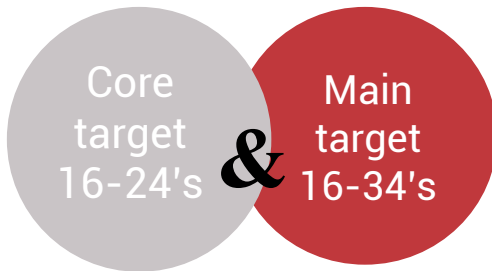
Target  
audience

# TARGET AUDIENCE

*Who we want to convince ?*



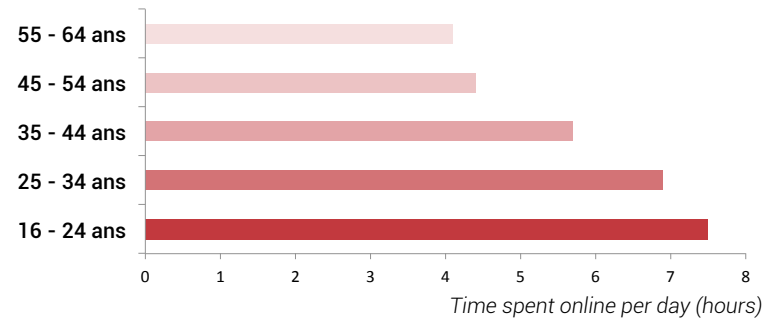
*Our targets*



Users of online contents



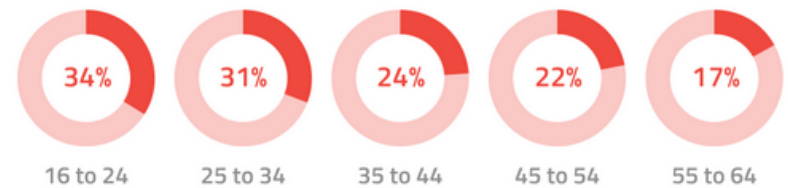
**MEDIA CONSUMPTION BEHAVIORS**



16-24's are most likely to block ads

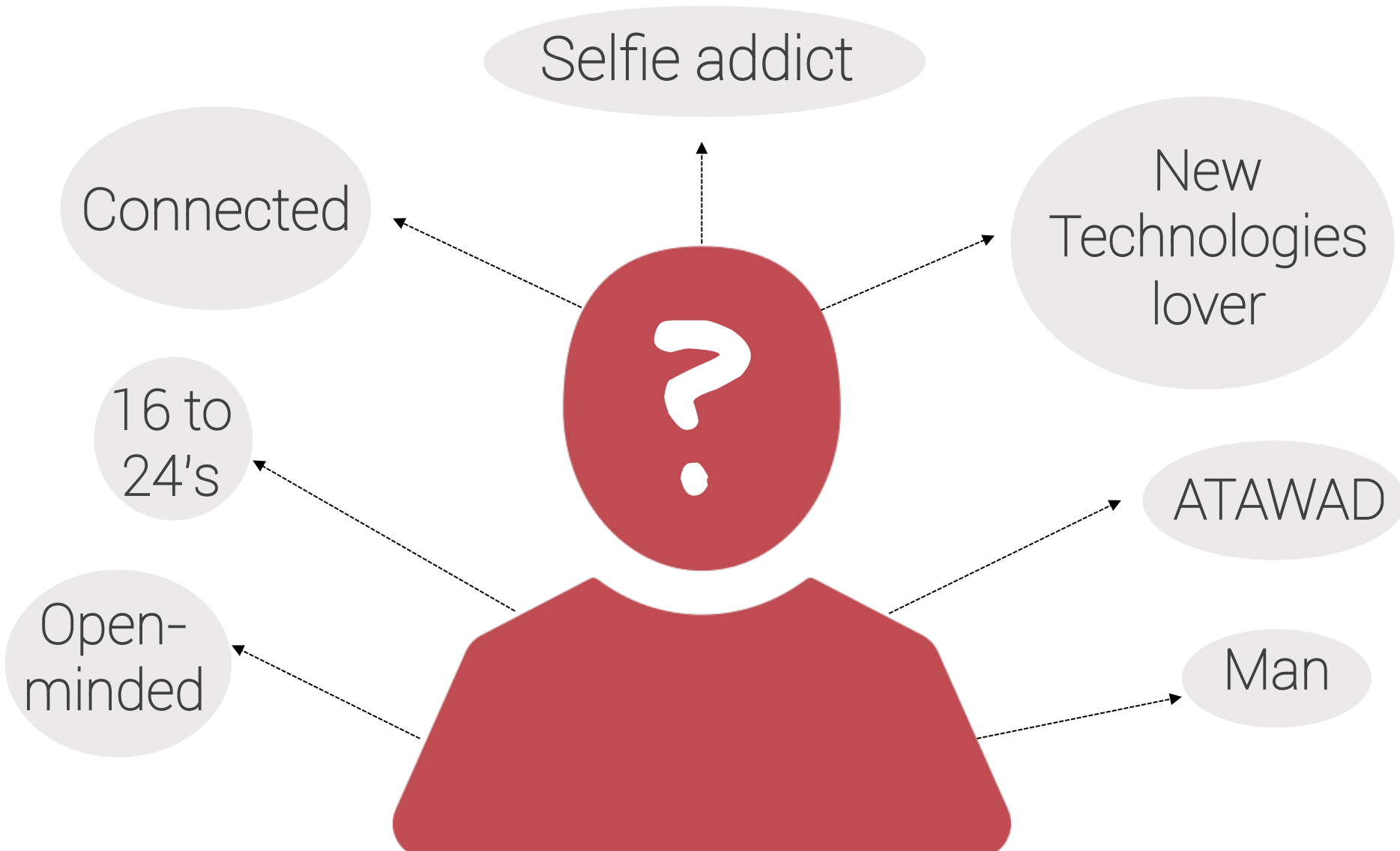
**AD-BLOCKING BY AGE**

*% who have blocked ads in the last month*



# IDENTIKIT

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A large, complex wooden maze with many paths and dead ends. Several people are seen navigating through the maze, some sitting on the walls and others walking. The maze is made of light-colored wood and has a high ceiling. A large blue circle is overlaid in the center of the image, containing the text "The key problem".

The key  
problem

# THE KEY PROBLEM



# THE KEY PROBLEM



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Adblockers seem to be the easiest solution to stop being annoyed by online advertising

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ARE  
ADBLOCKERS  
THE  
SOLUTION?

**NO!**

Adblock is a  
**weapon that  
backfires on  
them!**

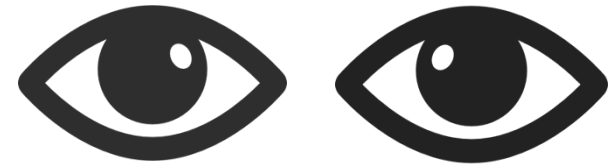
# PARADOX

Free content necessarily  
have a cost

**You can't have your  
cake and eat it**



# CHALLENGE



Open the eyes of Adblock users, and make them **meet the reality** while they only see their own interest

# WHAT WE WANT TO ACHIEVE

RAISE AWARENESS AMONG OUR  
TARGET, TO MAKE THEM  
UNDERSTAND THAT ADBLOCK  
IS NOT AN ALLY

Generate positive  
discussions  
about online  
advertising

Reduce  
Adblockers users'  
number

Stop the  
word of mouth  
about  
Adblockers

TO SHIFT THE  
TARGET PERCEPTION

**From**

*« I don't want to be  
annoyed by online  
advertising, so I install  
Adblock without thinking  
of the consequences »*

**To**

*« I understand that  
advertising gives me  
access to free contents,  
financing the media »*

THEY HAVE TO UNDERSTAND WHAT IS REALLY GOING ON  
THE TRUTH MUST NOT BE HIDDEN ANYMORE



# Creative idea



LET'S GO BACK  
FOR A MINUTE...



AS A CHILD WE ALL HAD  
TO FACE A HUGE DISILLUSION...

WE ALL FOUND OUT  
SANTA CLAUS  
DOES NOT EXIST



NOW, WE HAVE ANOTHER  
TRUTH TO TELL

NEITHER DOES FREE  
INFORMATION WITHOUT AD.



EVERYBODY BELIEVED IN HIM, BUT...



# Advertising campaign

# OUR GLOBAL STRATEGY

*The problem*

People are still children

*Our mission*

Make them grow up

*How?*

Just as they dealt with the Santa Claus  
disillusion, we invite people  
to face another truth

## STEP #1 : TEASING

How did you react  
when you learned  
Santa Claus was  
not real?

## STEP #2 : GENERATE BUZZ

Make people talk  
about it on  
social media

#WhenILearnedSantaWasNotReal

## STEP #3 : REVEAL

We have another  
truth to tell

TRUTH IS COMING ...





STEP #1  
TEASING

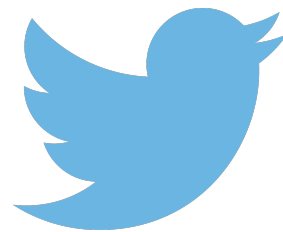
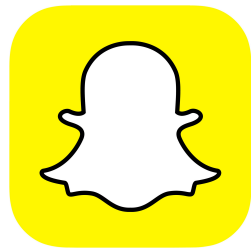
C  
ATIVE  
ESS

# INFLUENCERS & MEDIA

STEP #1  
TEASING



#WhenILearnedSantaWasNotReal



STEP #1:  
TEASING

# HOW TO SPREAD IT ?

Make this campaign noticeable



SANTA CLAUS DOES  
NOT EXIST ...

GET READY FOR  
ANOTHER TRUTH !



#WhenILearnedSantaWasNotReal

Be prepared, we have another revelation to make.  
You will have to face the reality on December the 14<sup>th</sup>.

To help you dealing with this painful truth, here find our comfort kit.

With love,  
European Media Alliance



Professional Media, Trends Media, Influencers

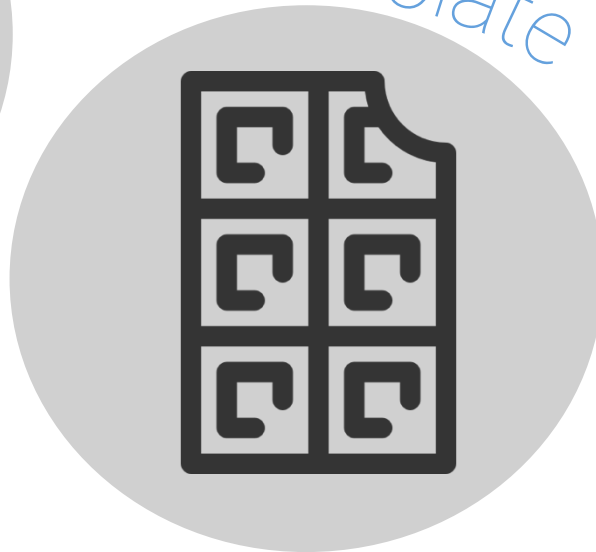
# COMFORT KIT

*To help you dealing with this painful truth...*



*Tissues*

*Chocolate*



*Teddy Bear*

CATCH THE ATTENTION  
OF EVERYONE...



HOW DID YOU  
REACT WHEN  
YOU LEARNED  
SANTA CLAUS  
WAS NOT REAL ?



**#WhenILearnedSantaWasNotReal**

Share your reactions on social media



GET READY,  
ANOTHER TRUTH  
IS ABOUT TO  
COME OUT ...



#WhenILearnedSantaWasNotReal

Come on our European Media Alliance accounts  
on the 14th of December







STEP #2  
GENERATE  
BUZZ

# STEP #2 GENERATE BUZZ

## HOW TO GET PEOPLE TALKING ?

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**young,wild&free** @garancevix · 5 h

**#WhenILearnedSantaWasNotReal** I cried.

👤 101 ❤️ 29 ⋮



Ü @agilles14 · 5 h

**#WhenILearnedSantaWasNotReal** I scream so much that my neighbours thought someone was dying

👤 22 ❤️ 16 ⋮

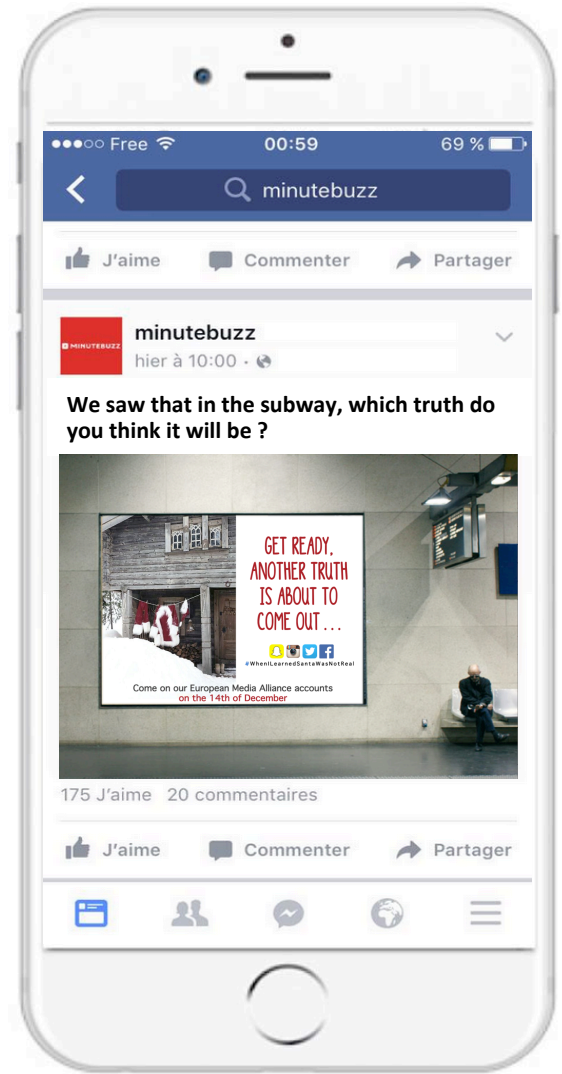
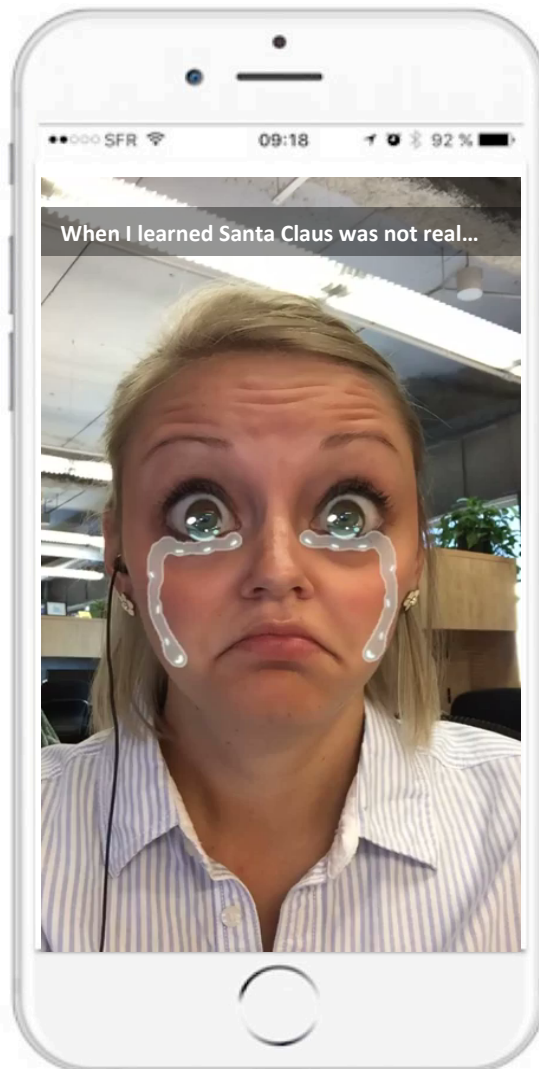


**gwt** 🐾 @japariana · 2 h

**#WhenILearnedSantaWasNotReal** I couldn't believe it ! So, I checked in the chimney

👤 23 ❤️ 20 ⋮

# #WhenILearnedSantaWasNotReal



Creation of a special account to collect the reactions

A vibrant, colorful background of a crowd at a festival. People are seen from behind, throwing bright, multi-colored powder (pink, yellow, blue, green) into the air, creating a festive and energetic atmosphere. The scene is captured in a slightly blurred, dynamic style.

**STEP #3**  
**REVEAL**  
**VIDEO**

# STEP #3 REVEAL

## WE HAVE ANOTHER TRUTH TO TELL

A video spreads thanks to  
media & influencers people



STEP #3:  
REVEAL

# HOW TO SPREAD IT ?

Make this campaign noticeable

*2 days before the release...*



SANTA CLAUS DOES  
NOT EXIST ...

FREE INFORMATION  
WITHOUT AD  
NEITHER



#WhenILearnedSantaWasNotReal



National Media, Specialized  
Press, Influencers, Associations

Truth is coming...

Adblock is used by more and more people, something has to be done. People have to react and meet reality.

We have to tell them a new painful truth: free information doesn't exist...

People have to understand that Adblock is not the solution... It contributes to the fall of the Internet business model. You directly have to face this problem, so join us! We have to open the eyes of everybody.

European Media Alliance decided to act with a viral campaign, be ready for the release of our video.

December the 14th

# TELL THE TRUTH TO EVERYONE

→ Creation of EMA's accounts on Facebook, Twitter & YouTube



#WhenILearnedSantaWasNotReal

European Media Alliance

EMA  
@EuropeanMediaAlliance

European Media Alliance

250 ABONNEMENTS ABONNÉS

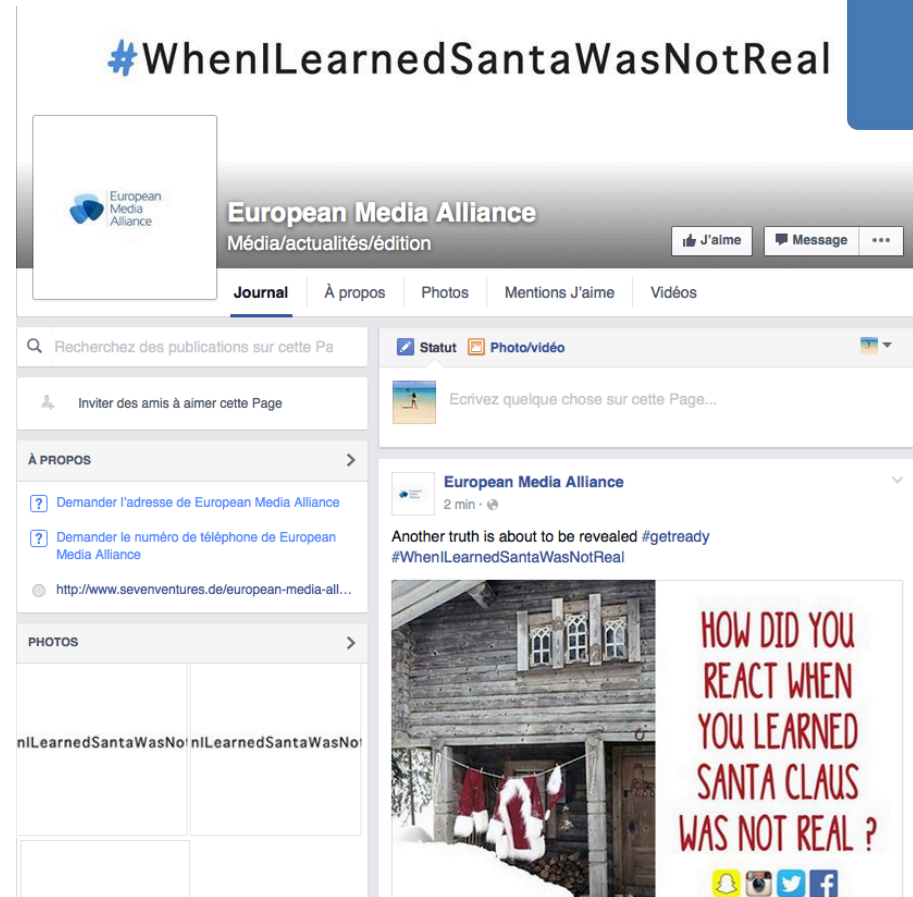
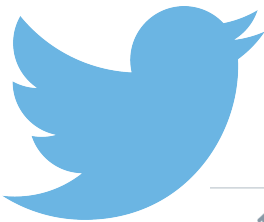
Tweets Média J'aime

EMA @EuropeanMediaAlliance 13s

We have another revelation to make.  
Get ready ! 🍷  
#WhenILearnedSantaWasNotReal



Accueil Notifications Messages Moi



#WhenILearnedSantaWasNotReal

European Media Alliance  
Média/actualités/edition

J'aime Message

Journal À propos Photos Mentions J'aime Vidéos

Recherchez des publications sur cette Pa


Statut Photo/vidéo

Inviter des amis à aimer cette Page

Écrivez quelque chose sur cette Page...

European Media Alliance  
2 min · 🌐

Another truth is about to be revealed #getready  
#WhenILearnedSantaWasNotReal



PHOTOS

niLearnedSantaWasNo niLearnedSantaWasNo

A top-down view of a person's hand with red nail polish typing on a white laptop keyboard. A large red circle is overlaid on the center of the image, containing the text 'Technical aspects' in a white, handwritten-style font. In the background, a spiral-bound notebook with lined pages is visible on the right side of the desk.

Technical  
aspects



# TIMELINE

**1** Teasing

Online advertising  
(YouTube,  
Native advertising)  
  
Poster campaign  
  
**PR**

2 last weeks  
of November

**2** Generate  
Buzz

Spread the  
campaign on Social  
Media sharing  
people's reactions

2 first weeks  
of December

**3** Reveal

Release of the  
reveal video :  
*December the 14<sup>th</sup>*  
  
**PR**

End of December  
and 2 first weeks  
of January

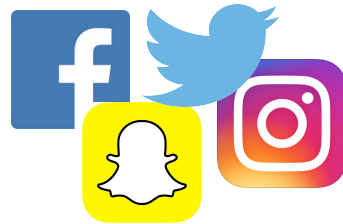
# KPI'S

## INTERACTIONS & ENGAGEMENT MEASUREMENTS

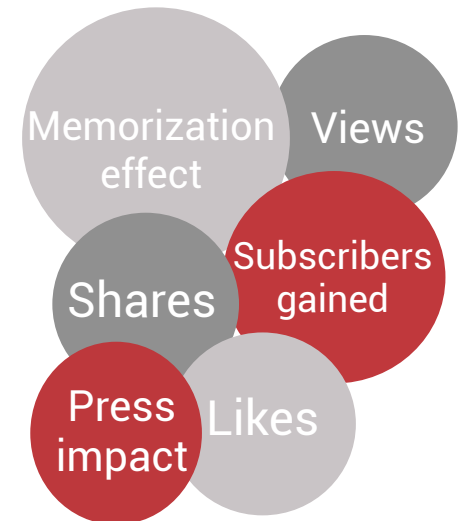
### Print display



### Social networks



### YouTube reveal



# ROI

- 1** Generate +25% of positive discussions about online advertising
- 2** Reduce by 5% the number of Adblockers' users
- 3** Decrease the number of Adblockers downloads
- 4** Stop the word of mouth about Adblockers

# BUDGET



Press  
relations

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Press relations  
strategy

(Conception,  
launch &  
measurements)

16K€



Advertising

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Offline advertising

Web advertising  
(YouTube,  
Native Ad)

500K€



Social  
media

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Video conception &  
broadcast

Social networks  
animation

10K€

# REASONS TO BELIEVE IN US

## *A campaign ...*

- ▶ That speaks to everyone thanks to the use of a universal reference
- ▶ With a high potential to become viral
- ▶ With a funny and original tone
- ▶ Which creates a real engagement talking directly to people

**The change will come from them**

NOW, YOU KNOW  
ALL THE TRUTH!





Thank you for your attention!

# SOURCES

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- ▶ [Http://www.omicsgroup.org/journals/teaser-campaigns-an-effective-advertising-execution-for-varied-goods-services-and-ideas-2165-7912.1000138.pdf](http://www.omicsgroup.org/journals/teaser-campaigns-an-effective-advertising-execution-for-varied-goods-services-and-ideas-2165-7912.1000138.pdf)
- ▶ <http://www.ibimapublishing.com/journals/JMRCS/2013/584547/584547.pdf>
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- ▶ **Stratégies**, le business de l'Adblocking, 2014
- ▶ **CBNews**, les adblockers et les français, 2015
- ▶ **Influencia**, Qu'est ce qui fait zapper la pub, 2015
- ▶ **1001Startups.fr**, Adblock la mafia qui tue Internet?, 2015
- ▶ **CBNews**, Adblocker : une étude pour comprendre et agir, 2016
- ▶ **We retain the definition of Morrissey** (2007): "The buzz marketing is like a virus, it is ideally spread with a predefined target which will relay the message to the people who love surrounding the same products and services that carry the message."