

social media & video

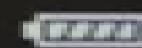


De ce?



1000 28 2.1...1.12

[451] [S0] 2000





"If you look into the future, a lot of the content that people share will be video. It's just very compelling."

Mark Zuckerberg, Facebook

A large, diverse group of young people, mostly in their late teens or early twenties, are gathered closely together. They are all smiling broadly and reaching out their hands towards the camera, creating a sense of connection and excitement. The group includes individuals of various ethnicities and genders. The lighting is bright and even, highlighting their faces and the movement of their hands. The overall mood is one of joy and community.

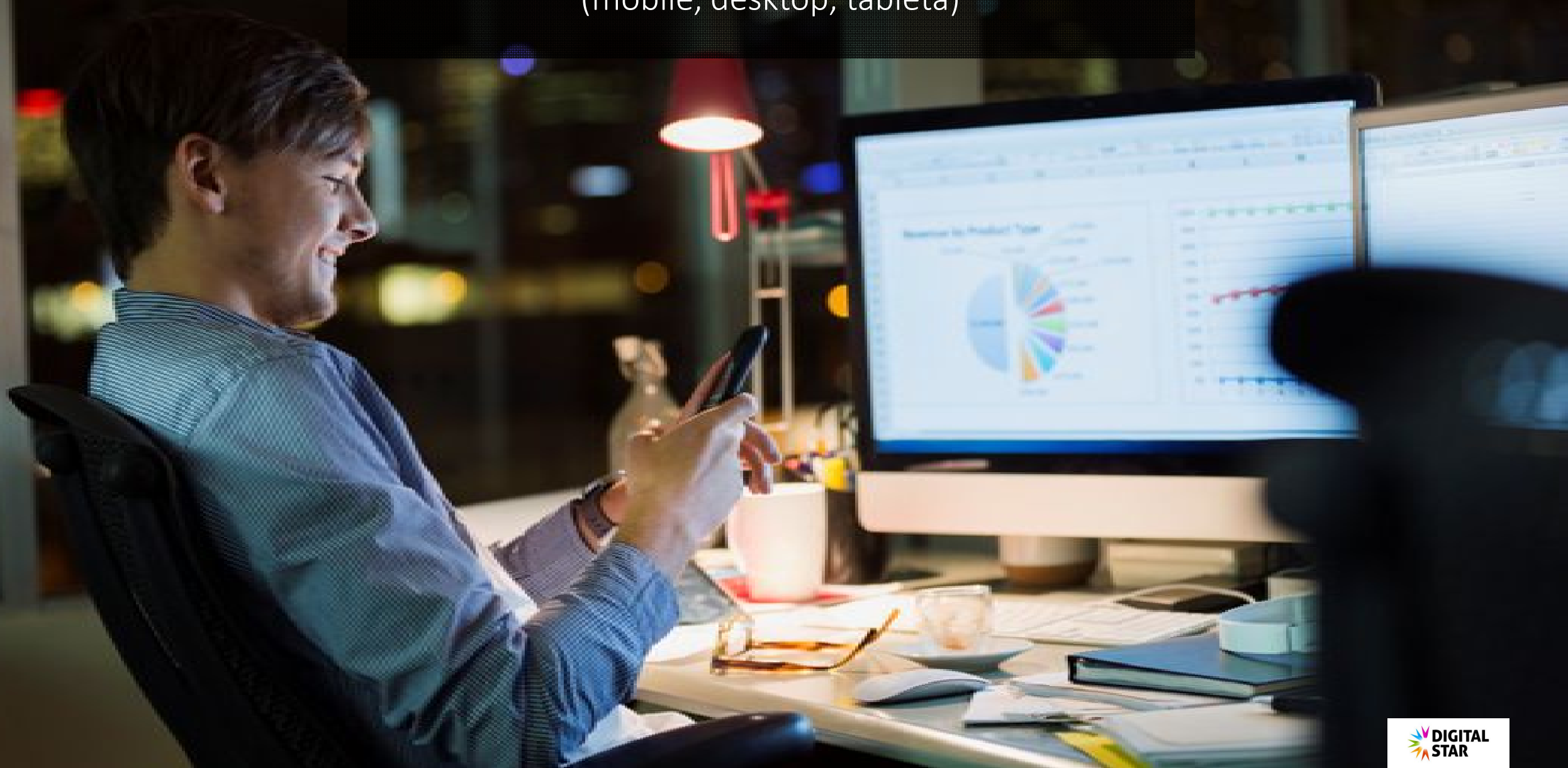
Reach



Utilizarea Facebook de pe mobil
29% in 2014
36% in 2015

Fara limitari

(mobile, desktop, tableta)



64% of marketers expect video to dominate their strategies in the near future.

(Nielsen Study)



Digitalul a schimbat publicitatea.





SALE

LCD HDTV

**1080P
3x HDMI**

**46
INCH
HD**

**SAVE
\$200**

SHIPS FREE!

Ideea dicteaza acum formatul.
Nu invers.



Viata de dupa
“30 de secunde”





Mult peste 30 de secunde

Video 1 si 2



Video sub 30 de secunde

Video 3 si 4



Fara sunet.

Video 5 si 6



Mult mai personal

Video 7 si 8

Un“nou” format video

WHAT?



AI VOTAT RETETA LUI GIANI?
THANK YOU VERY MICI!









An aerial view of a young man with curly hair, wearing a blue hoodie and khaki pants, standing at a three-way intersection of a light-colored paved path. He is holding a book or folder. A long, dark shadow is cast on the path behind him, extending towards the bottom left. The path is bordered by concrete curbs and green grass. The word "Concluzii?" is overlaid in white text on a dark grey rectangular background in the center of the image.

Concluzii?



Nu mai exista nici o regula valabila pe termen lung.

Video 9

Thank you!

Laurentiu Dumitrescu

Managing Partner, Digital Star

