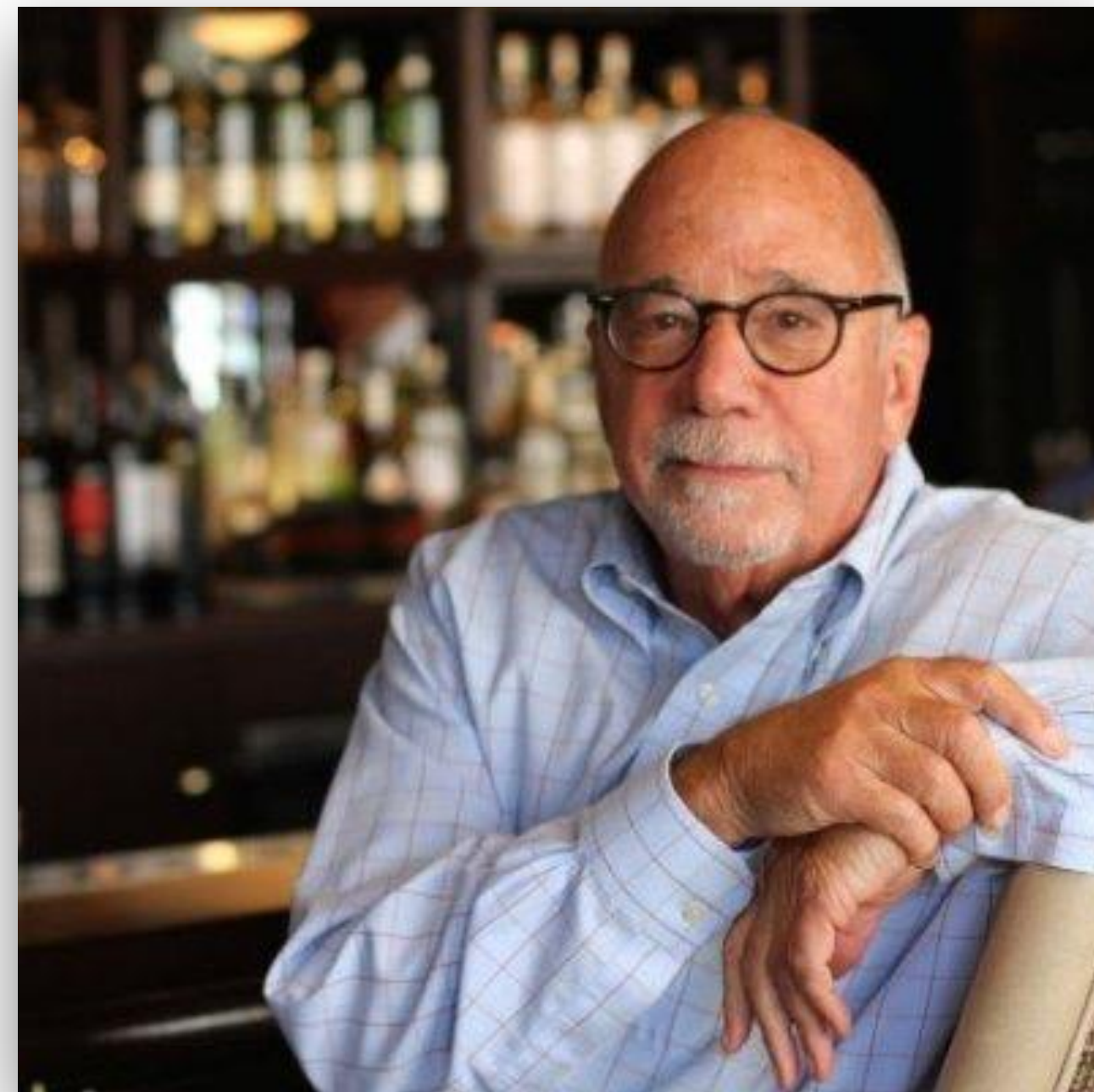


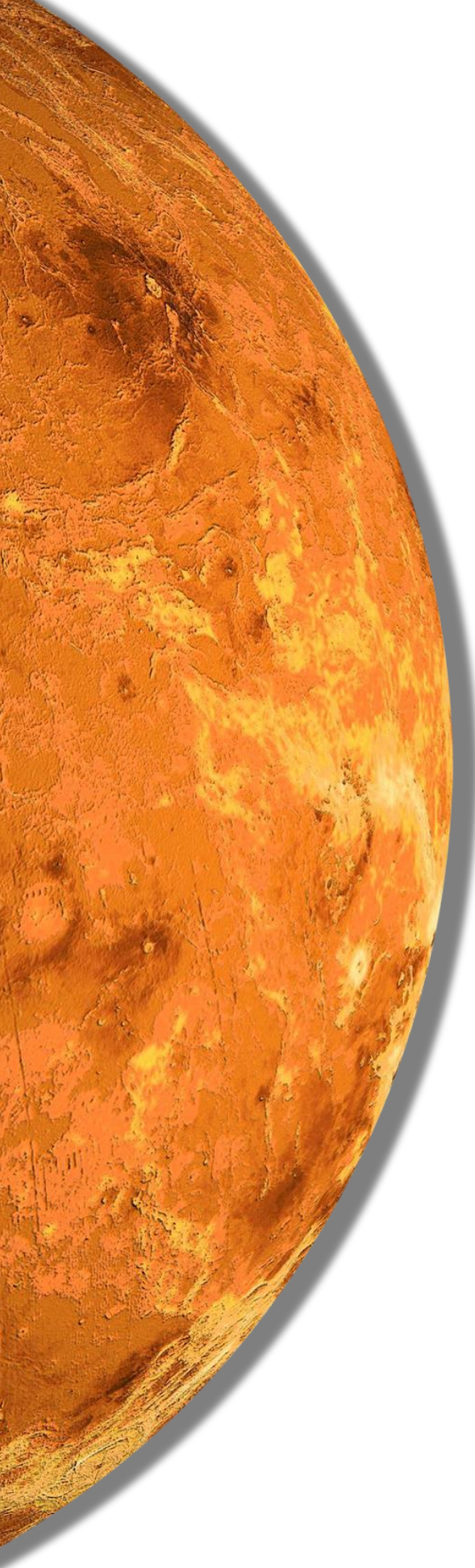
**Marketers** are from Mars.  
**Consumers** are from New Jersey.

**Bob Hoffman**/Type A Group



**BOB HOFFMAN**  
**TYPE A GROUP**  
**SAN FRANCISCO, CA**  
**[TYPEAGROUP.COM](http://TYPEAGROUP.COM)**





**MARKETERS ARE FROM  
MARS**

**CONSUMERS ARE FROM  
NEW JERSEY**





- 
- 
- 1. THE DIGITAL DELUSION**
  - 2. THE BRAND DELUSION**
  - 3. THE AGE DELUSION**





**MARKETERS ARE FROM  
MARS**

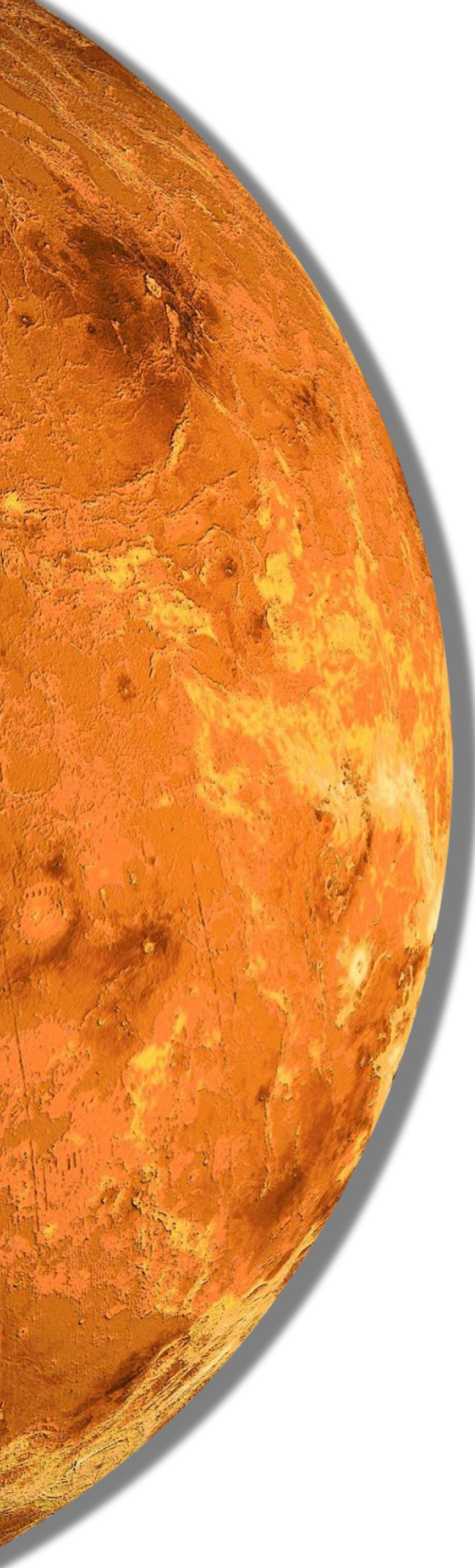
**CONSUMERS ARE FROM  
NEW JERSEY**




POWERED BY TVN MEDIA







**KNOWING SOMETHING IS  
COMPLETELY DIFFERENT  
FROM THINKING YOU KNOW  
SOMETHING**



POWERED BY TVN MEDIA

TYPE | **A**





**“SCIENCE IS THE BELIEF IN  
THE IGNORANCE OF  
EXPERTS”**

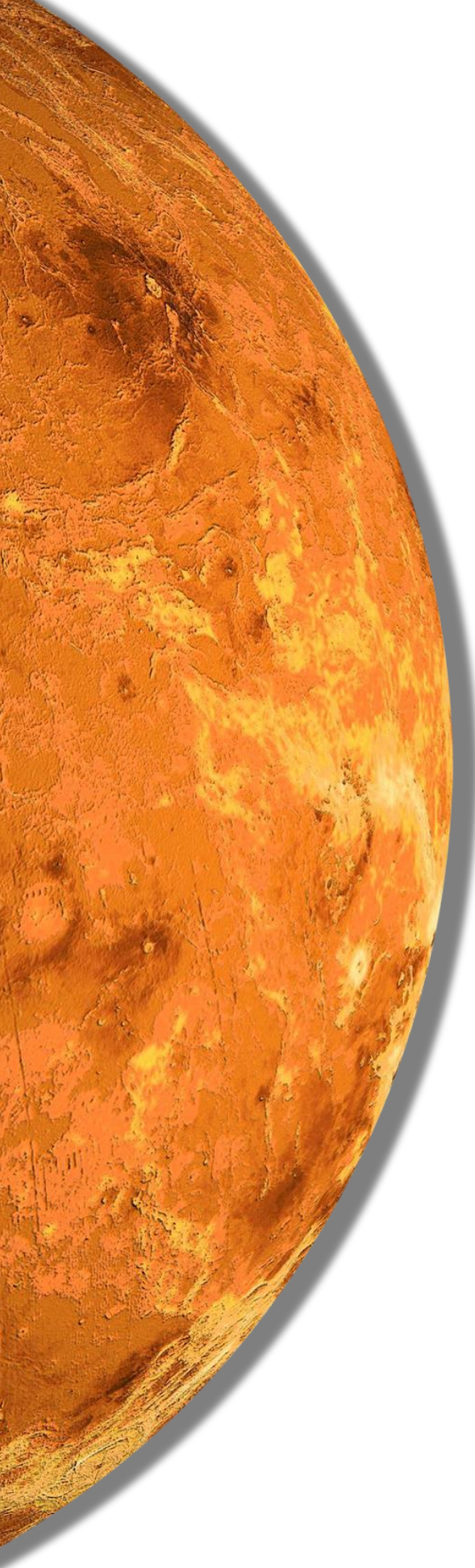
**RICHARD FEYNMAN**



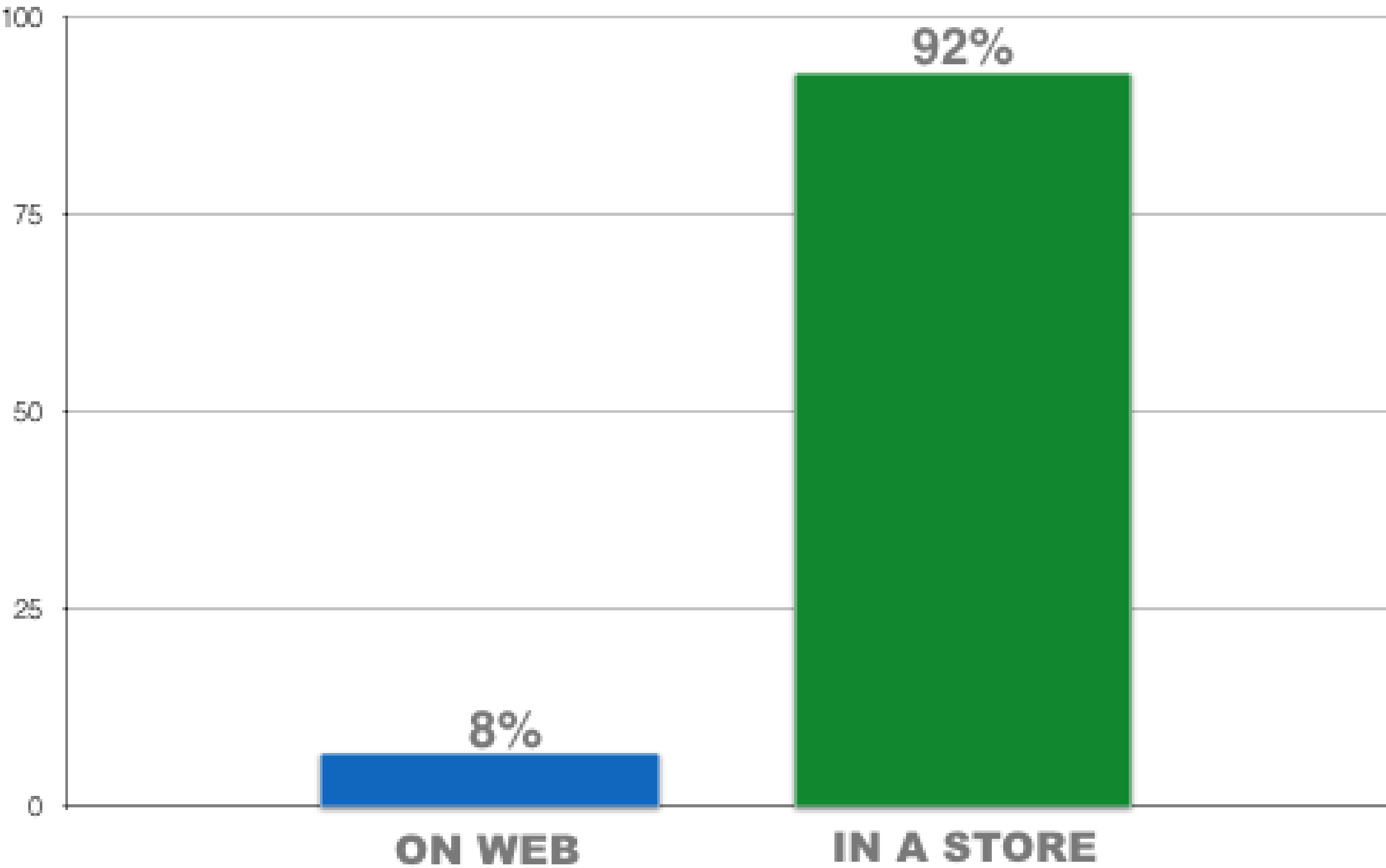
POWERED BY TVN MEDIA

TYPE | **A**





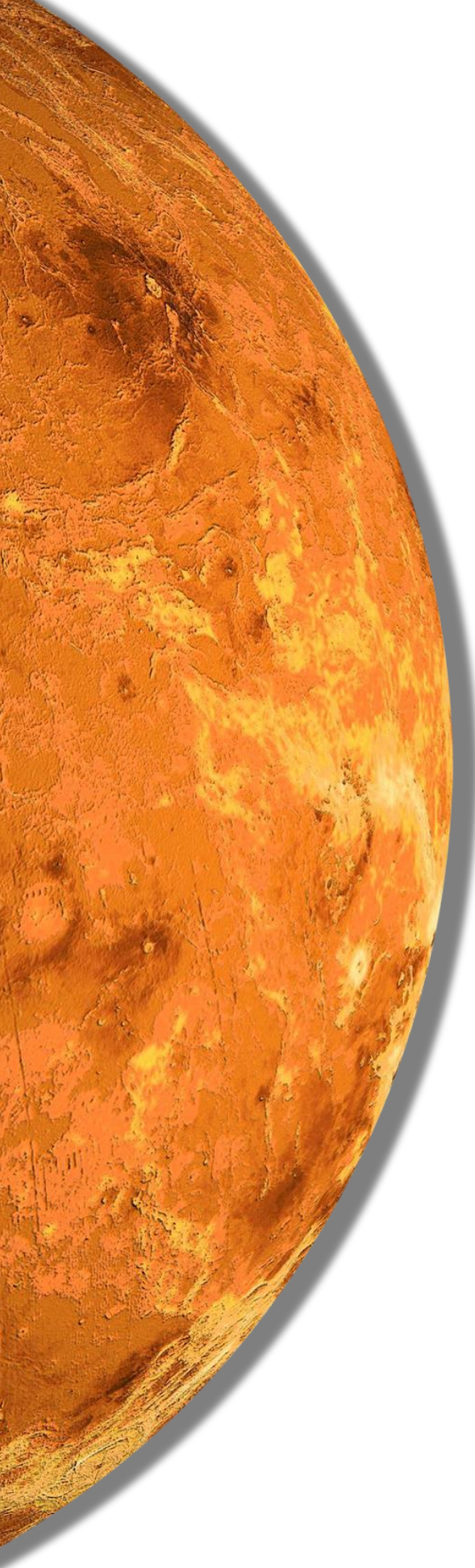
# RETAIL SALES



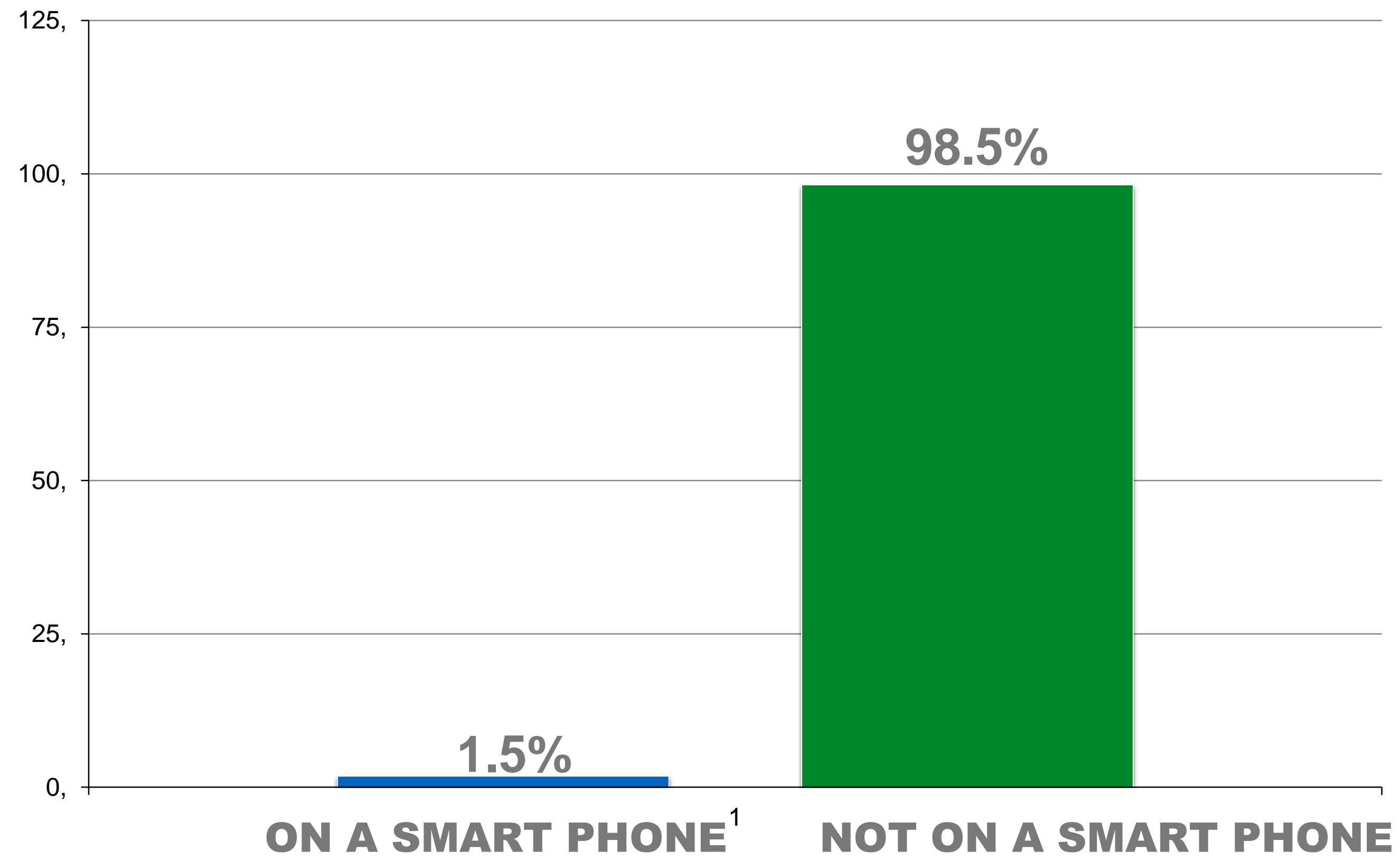
US DEPT OF COMMERCE, Q3, 2016







## RETAIL SALES



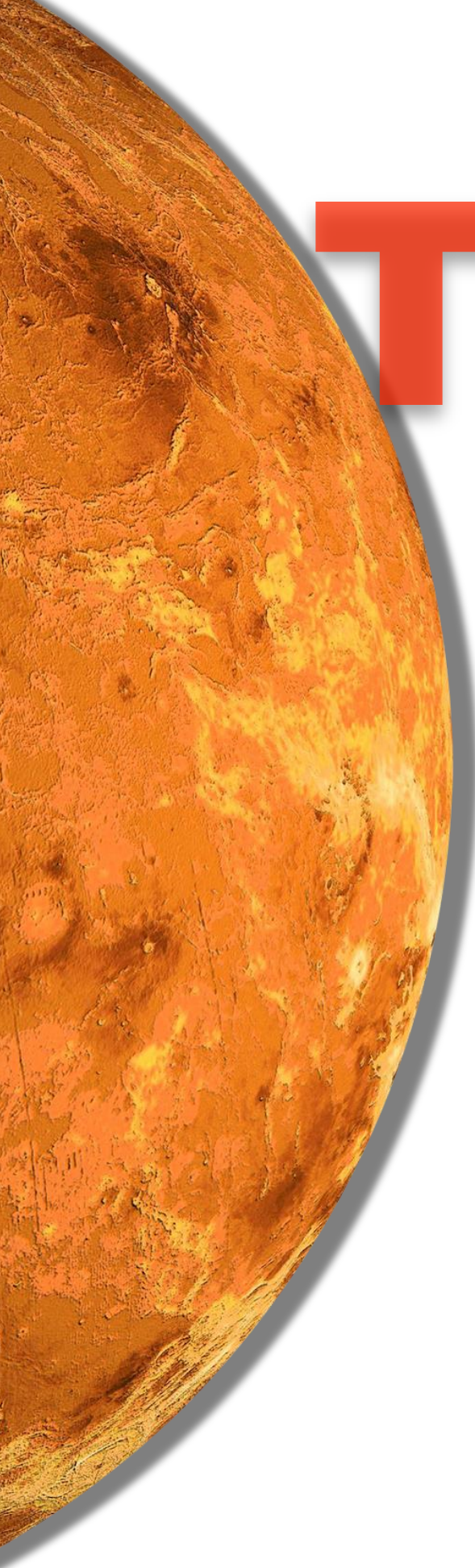
**eMARKETER**





- 
- 
- 1. THE DIGITAL DELUSION**
  - 2. THE BRAND DELUSION**
  - 3. THE AGE DELUSION**





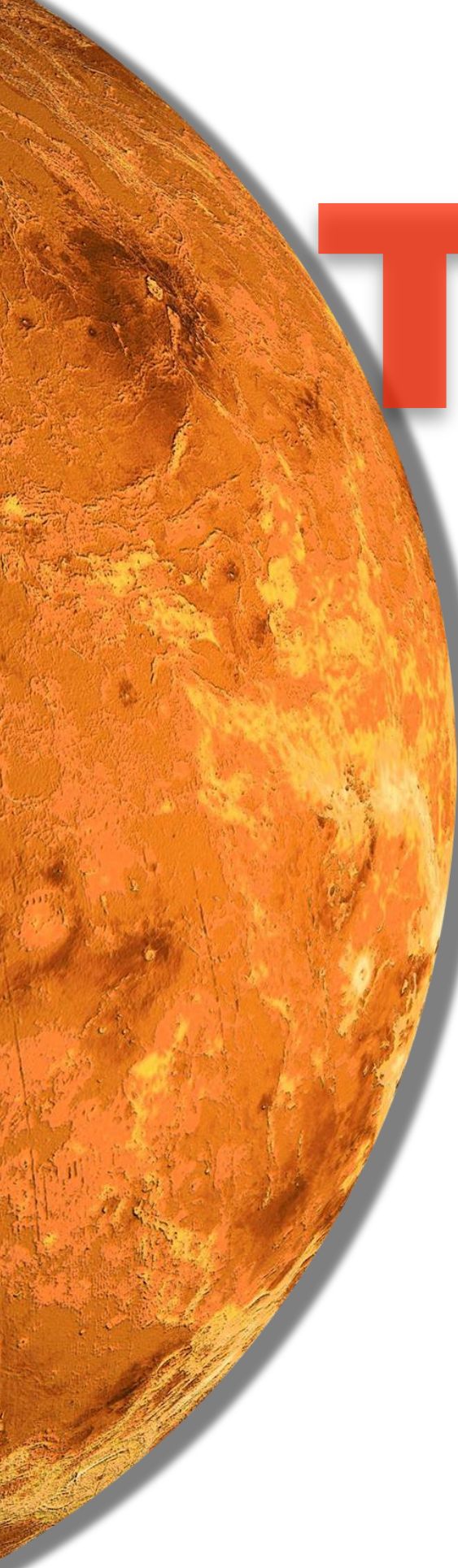
# THE DIGITAL DELUSION

**6 CLICKS PER 10,000  
DISPLAY ADS SERVED**

**HUBSPOT**







# THE DIGITAL DELUSION

**52% OF WEB TRAFFIC  
IS HUMAN**

**IMPERVA**



POWERED BY TVN MEDIA

TYPE | A





# THE DIGITAL DELUSION

**AN AVERAGE BOT-NET CAN PRODUCE  
1 BILLION FRAUDULENT ONLINE AD  
IMPRESSIONS A DAY**

**MEDIAPOST/FORENSIQ**





# THE DIGITAL DELUSION

The New York Times

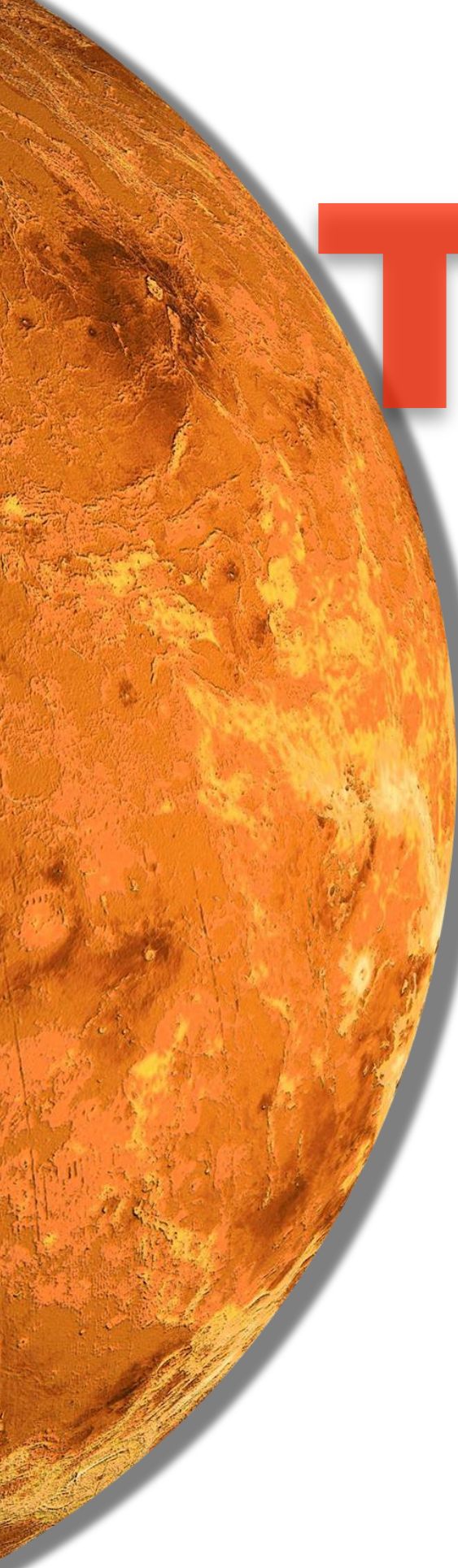
---

TECHNOLOGY

*Russian Cyberforgers Steal Millions a Day With Fake Sites*

---





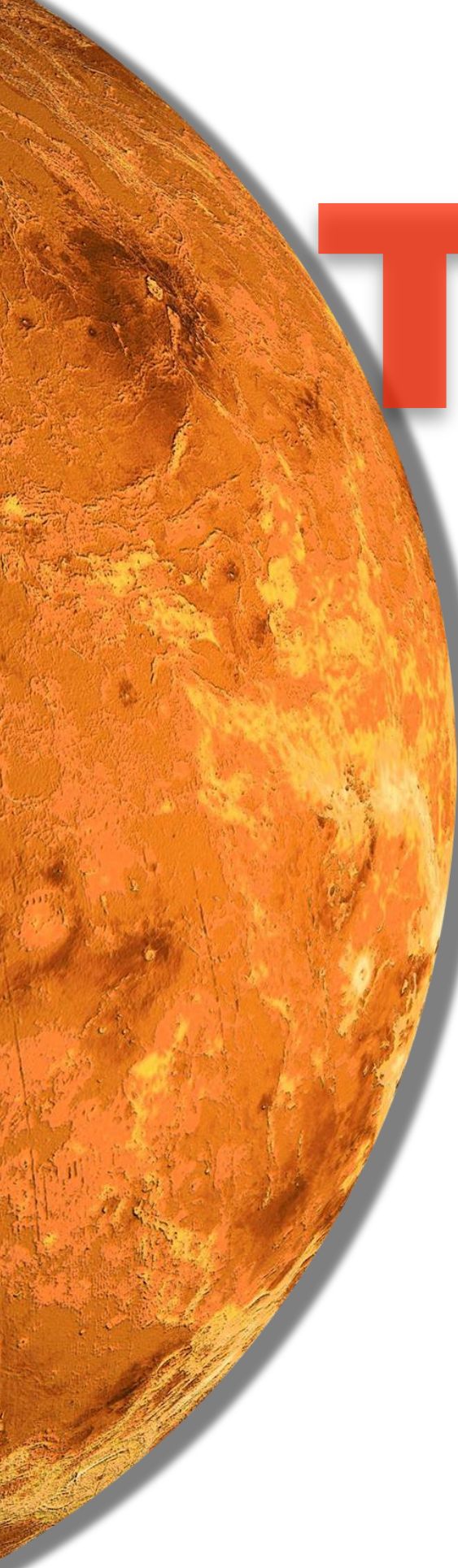
# THE DIGITAL DELUSION

**\$7.2 BILLION IN ONLINE AD  
FRAUD**

**INTERACTIVE ADVERTISING BUREAU**







# THE DIGITAL DELUSION

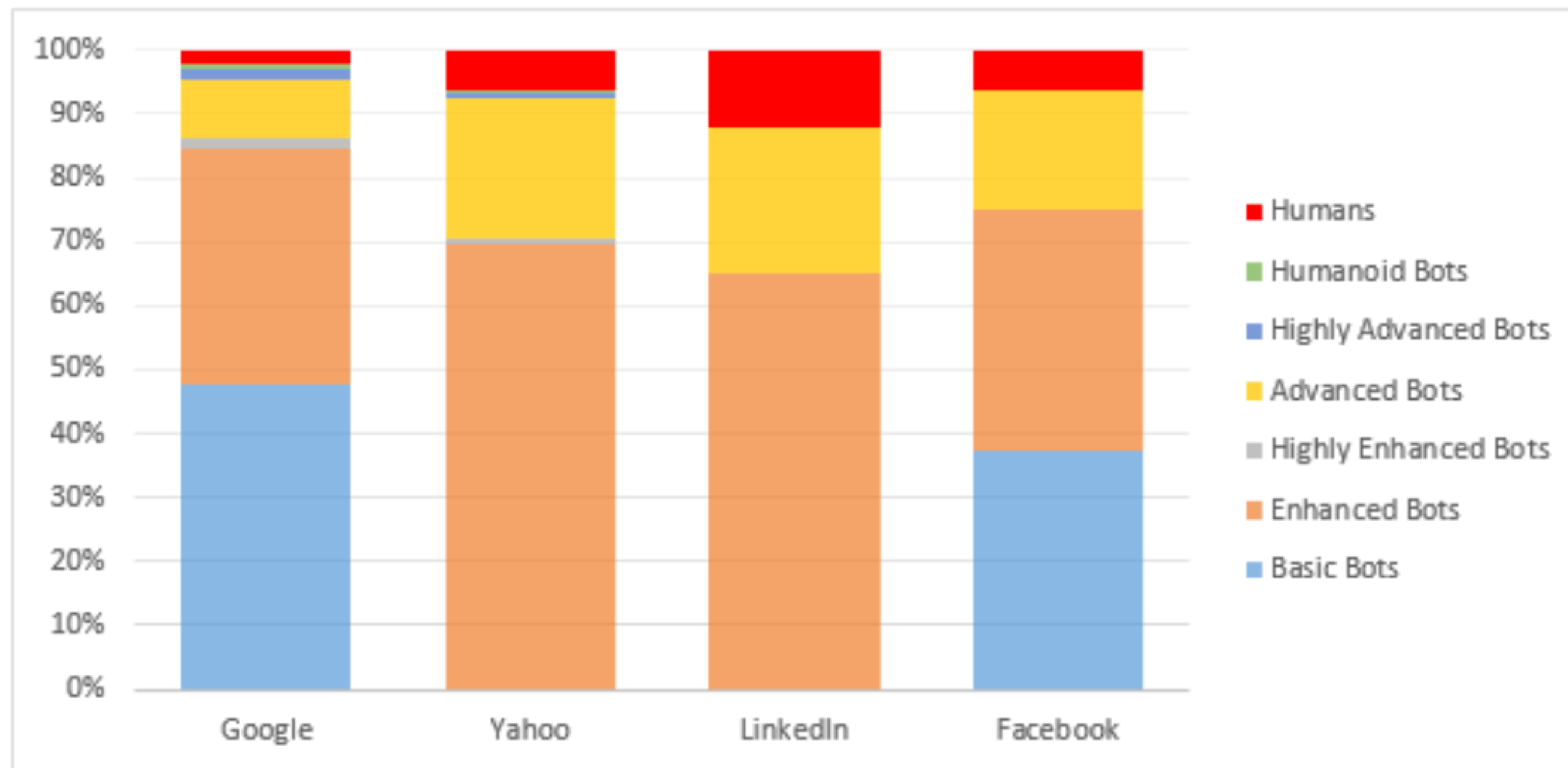
**COULD BE \$30 BILLION +**  
**WORLD FEDERATION OF ADVERTISERS**





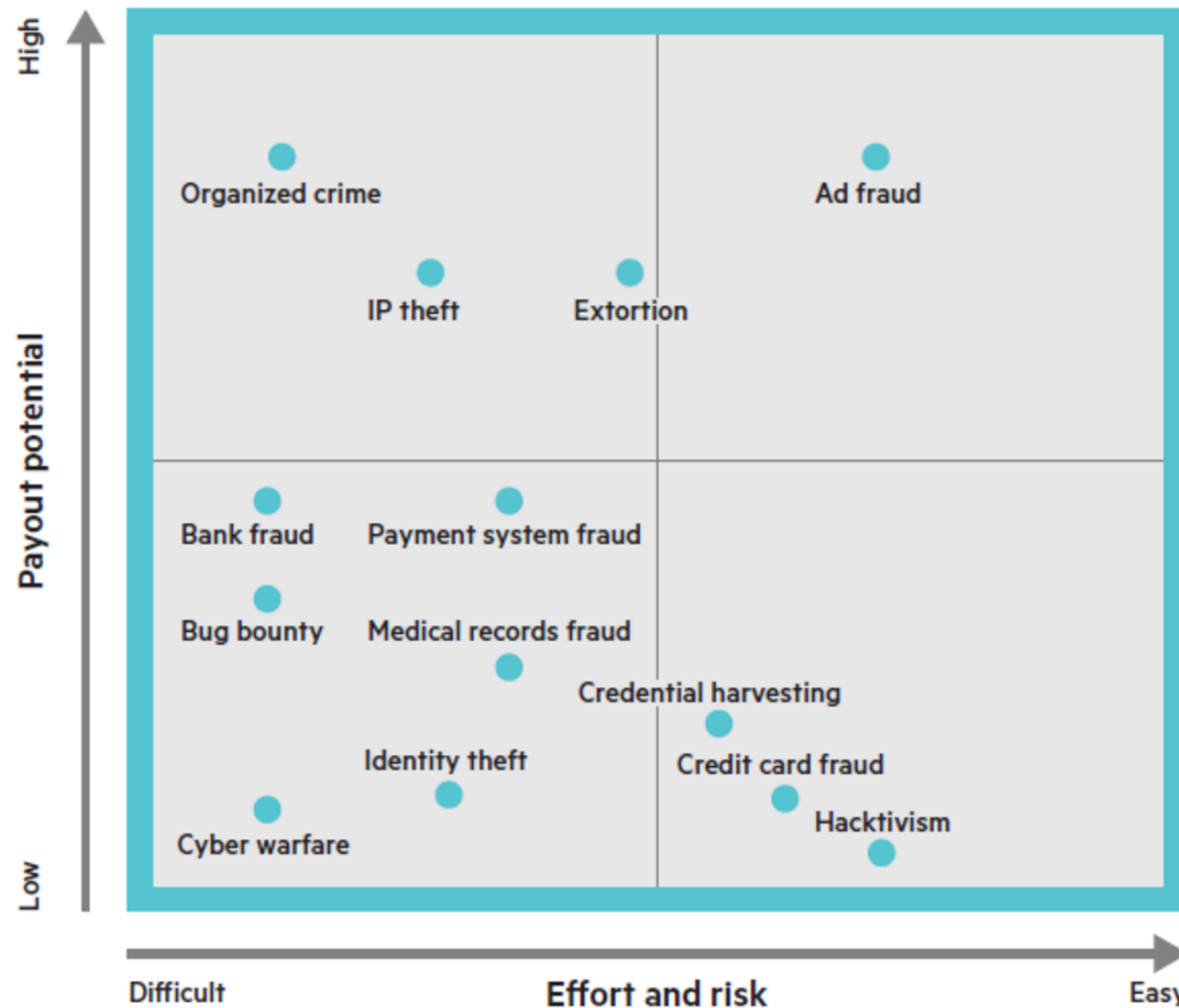
# THE DIGITAL DELUSION

Figure 1: Ratio of Ad-Bot Clicks to Human Clicks





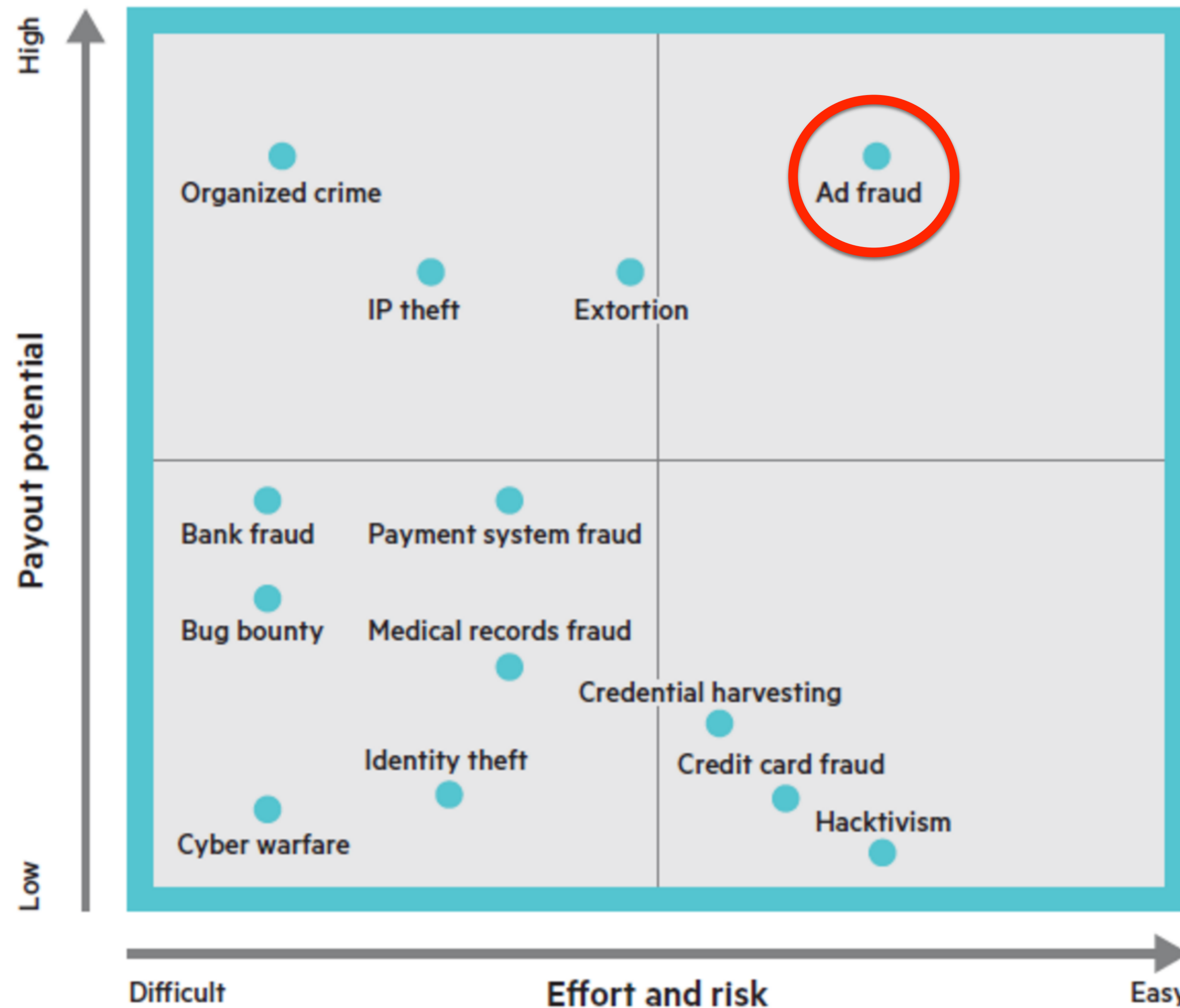
# THE DIGITAL DELUSION



HEWLETT-PACKARD



# THE DIGITAL DELUSION



HEWLETT-PACKARD



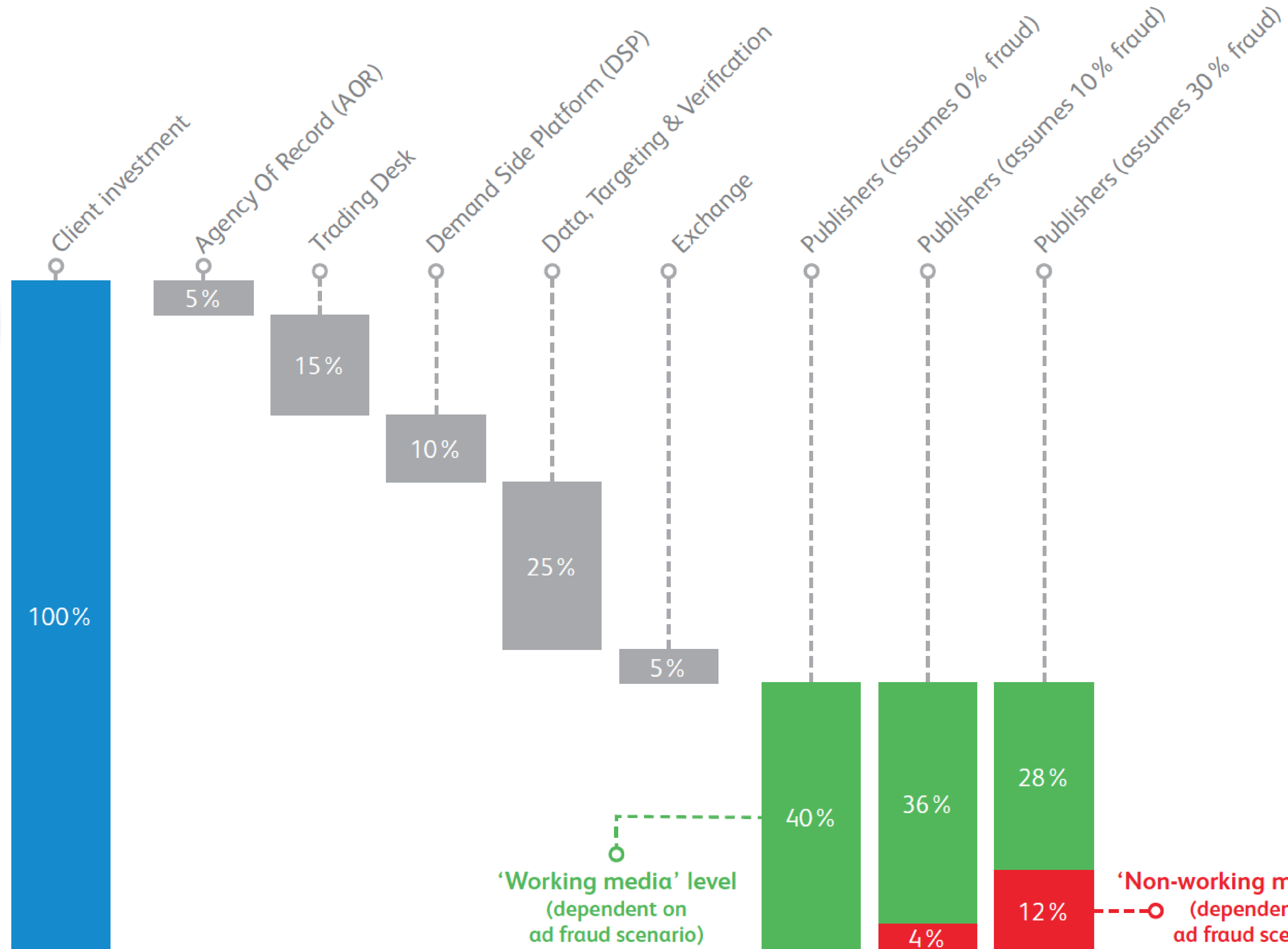
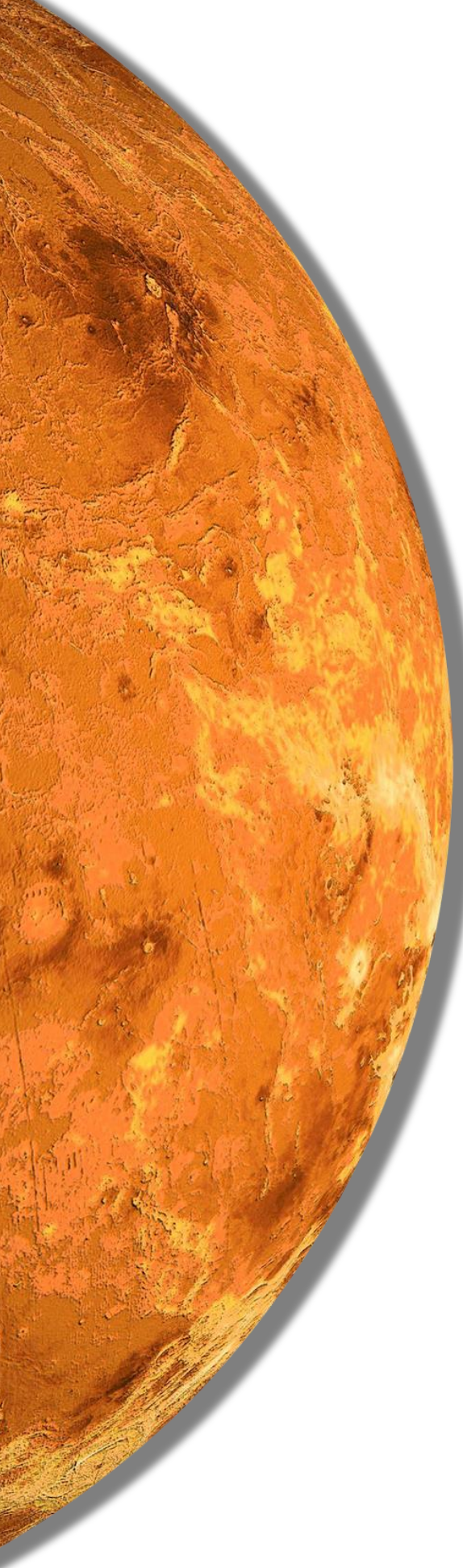


# THE DIGITAL DELUSION

**BY 2025 AD FRAUD COULD BE  
SECOND LARGEST SOURCE OF  
CRIMINAL INCOME IN WORLD,  
AFTER DRUG TRAFFICKING**

**WORLD FEDERATION OF ADVERTISERS**







# THE DIGITAL DELUSION

BUSINESS  
INSIDER

**Bombshell report claims US ad agencies unethically pad their profits with secret rebate schemes**

tv

POWERED BY TVN MEDIA

TYPE | A



# THE DIGITAL DELUSION



**Where did the money go? Guardian  
buys its own ad inventory**



# THE DIGITAL DELUSION



Online ad spending to top TV ads in 2017



# THE DIGITAL DELUSION



Online ad spending to top TV ads in 2017

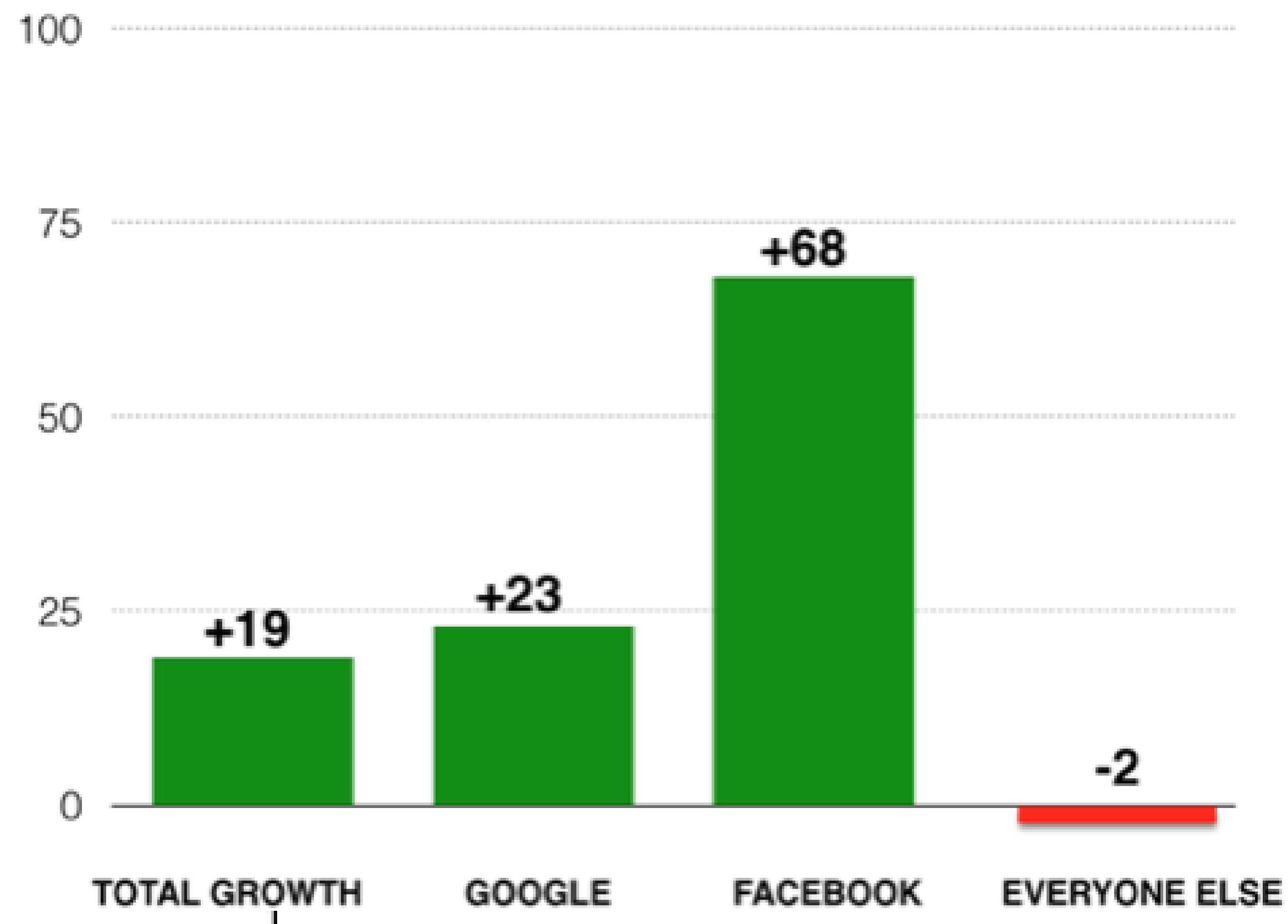


**Digital Ad Revenues Grow 19%  
Year-Over-Year in First Half of 2016, Hitting  
Landmark High of \$32.7 Billion**



# THE DIGITAL DELUSION

## US ONLINE AD GROWTH 1H 2016



IAB, GOOGLE, FACEBOOK, DCN

tv  
POWERED BY TVN MEDIA

TYPE | A





# THE DIGITAL DELUSION

**OUTSIDE CHINA GOOGLE AND  
FACEBOOK ACCOUNT FOR 72%  
OF ALL ONLINE AD REVENUE**

**PIVOTAL RESEARCH GROUP**

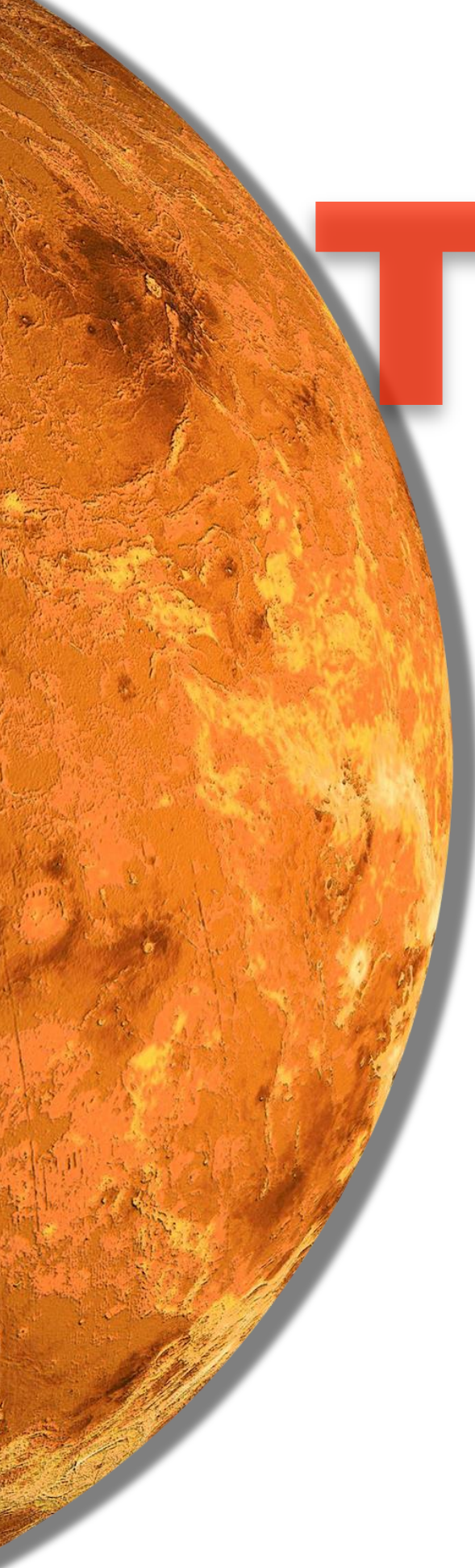


# THE DIGITAL DELUSION

U.S. Ad Revenues	Q1 2015	Q1 2016	Growth	Share of Growth
Google <sup>1</sup>	\$6.9 Billion	\$8.3 Billion	\$1.4Billion	52%
Facebook <sup>2</sup>	\$1.6 Billion	\$2.6 Billion	\$1.0 Billion	38%
<i>Everyone Else</i>	<i>\$4.7 Billion</i>	<i>\$4.9 Billion</i>	<i>\$300 Million</i>	<i>10%</i>
PWC / IAB <sup>3</sup>	<b>\$13.2 Billion</b>	<b>\$15.9 Billion</b>	<b>\$2.7 Billion</b>	







# THE DIGITAL DELUSION

PRECISION TARGETING



POWERED BY TVN MEDIA







# THE DIGITAL DELUSION

**“BIG BRANDS NEED REACH, NOT THE  
DIMINISHING RETURNS OF FINER  
AND FINER TARGETING”**

**2012**





# THE DIGITAL DELUSION

**“ONE OF THE GREAT BENEFITS OF  
MASS MARKETING IS THAT IT LACKS  
PRECISION TARGETING. IT REACHES  
ALL THE USERS IN YOUR  
CATEGORY.”**

**2013**





# THE DIGITAL DELUSION

**“HAVE YOU EVER WONDERED HOW  
McDONALD’S & COKE & NIKE &  
TOYOTA & APPLE...BECAME  
SUCCESSFUL?”**

**2014**





# THE DIGITAL DELUSION

**“DIGITAL IS INCREDIBLY  
EFFECTIVE AND WE’RE DOING  
MORE”**

**CEO P&G, 2013**



# THE DIGITAL DELUSION

**“EFFECTIVENESS AND IMPACT OF OUR  
ADVERTISING SPENDING WILL BE WELL  
AHEAD OF THE PRIOR YEAR...AN  
OPTIMIZED MEDIA MIX WITH MORE  
DIGITAL, MOBILE, SEARCH AND SOCIAL  
PRESENCE”**

**CFO P&G, 2014**



POWERED BY TVN MEDIA

TYPE | A





# THE DIGITAL DELUSION

**IN 12 MONTHS, P&G SALES  
DROPPED 8% (\$6 BILLION)**



# THE DIGITAL DELUSION

**MW** Marketing Week

---

## Why P&G is moving away from targeted Facebook advertising

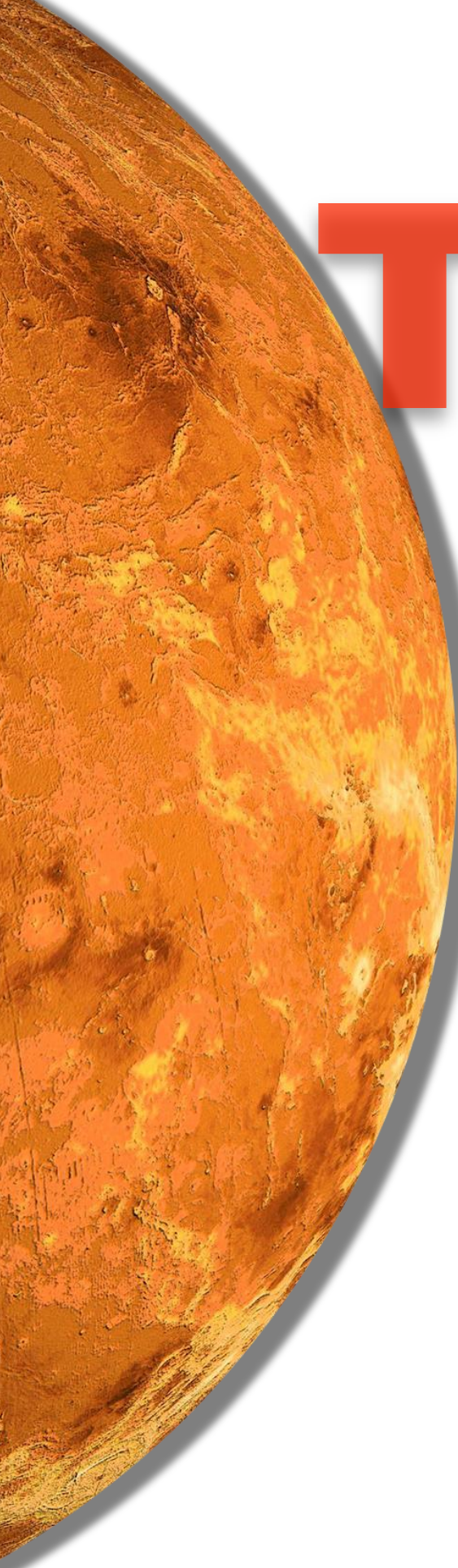
*Procter & Gamble has admitted its targeting went “too narrow” and that mass reach remains important as it looks to stay front of consumers’ minds.*

tv

POWERED BY TVN MEDIA

TYPE | A





# THE DIGITAL DELUSION

“WE TARGETED TOO MUCH”

CMO P&G, 2016





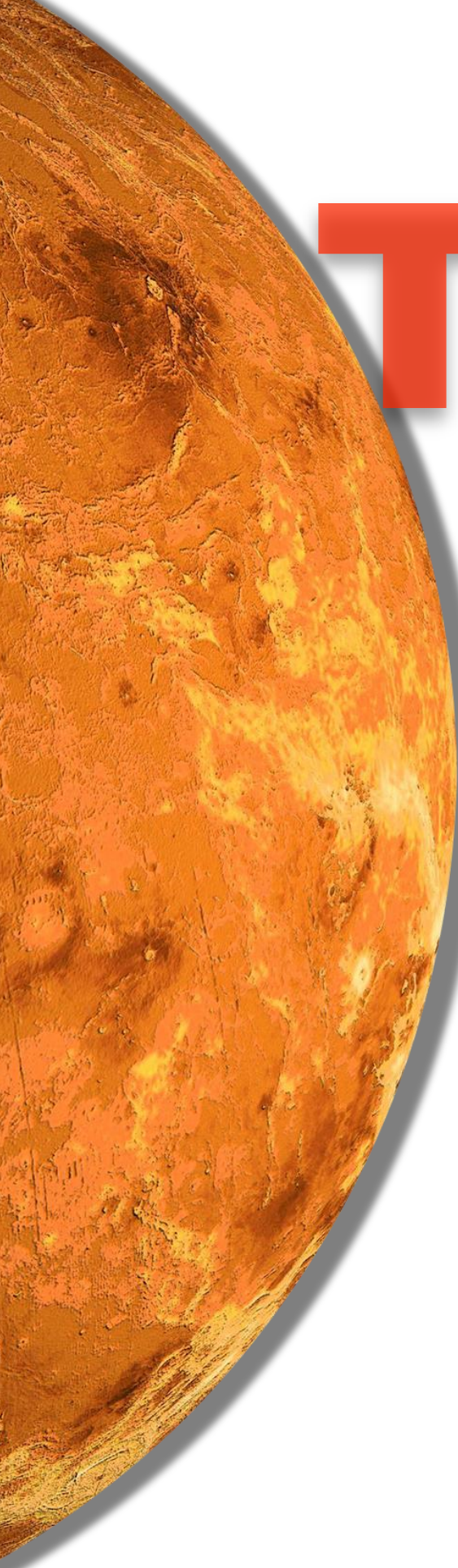


# THE DIGITAL DELUSION

TV: “STILL OFFERS THE BEST  
ROI ACROSS ALL MEDIA”

GLOBAL MARKETING CHIEF, COCA-COLA





# THE DIGITAL DELUSION

## THE SHOPPING TEST

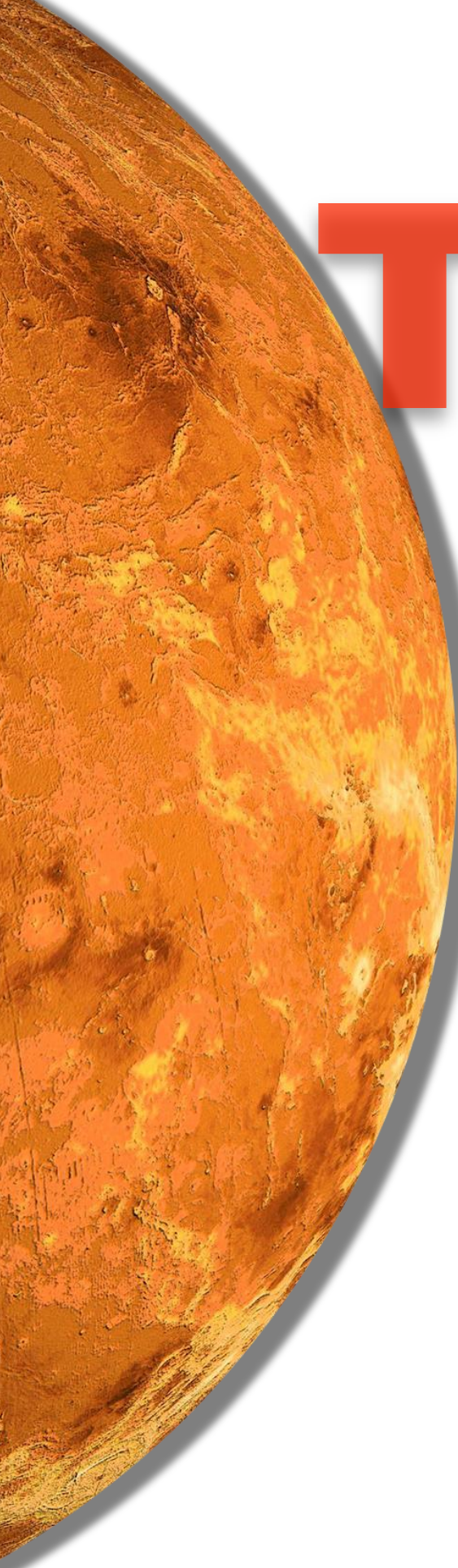




# THE DIGITAL DELUSION







# THE DIGITAL DELUSION

AD TECH

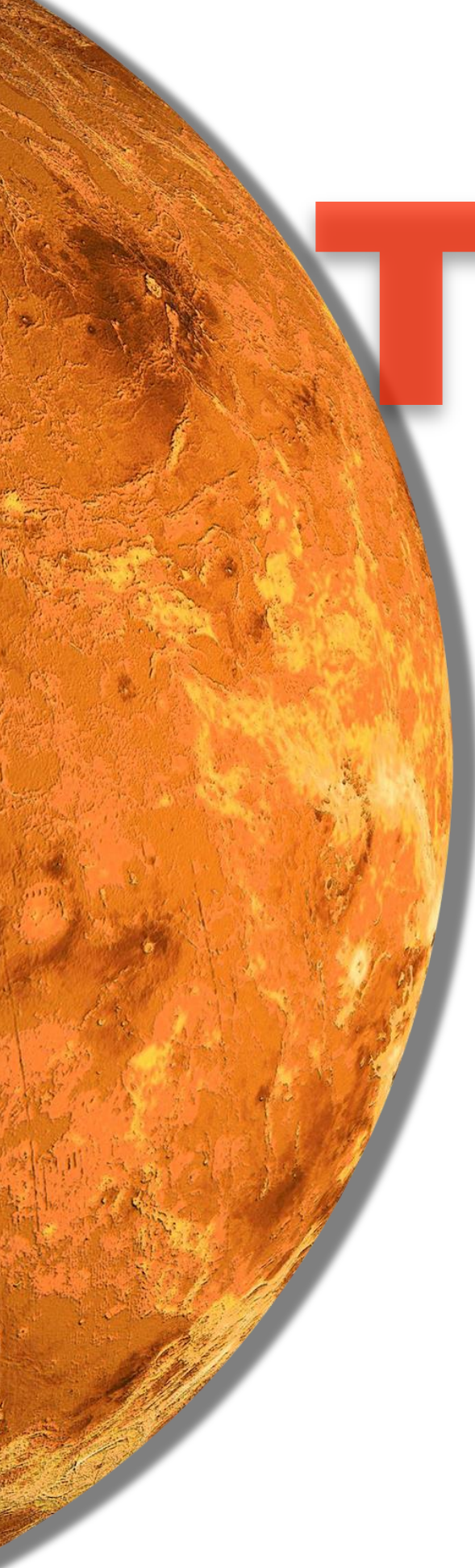


tv

POWERED BY TVN MEDIA

TYPE | A





# THE DIGITAL DELUSION

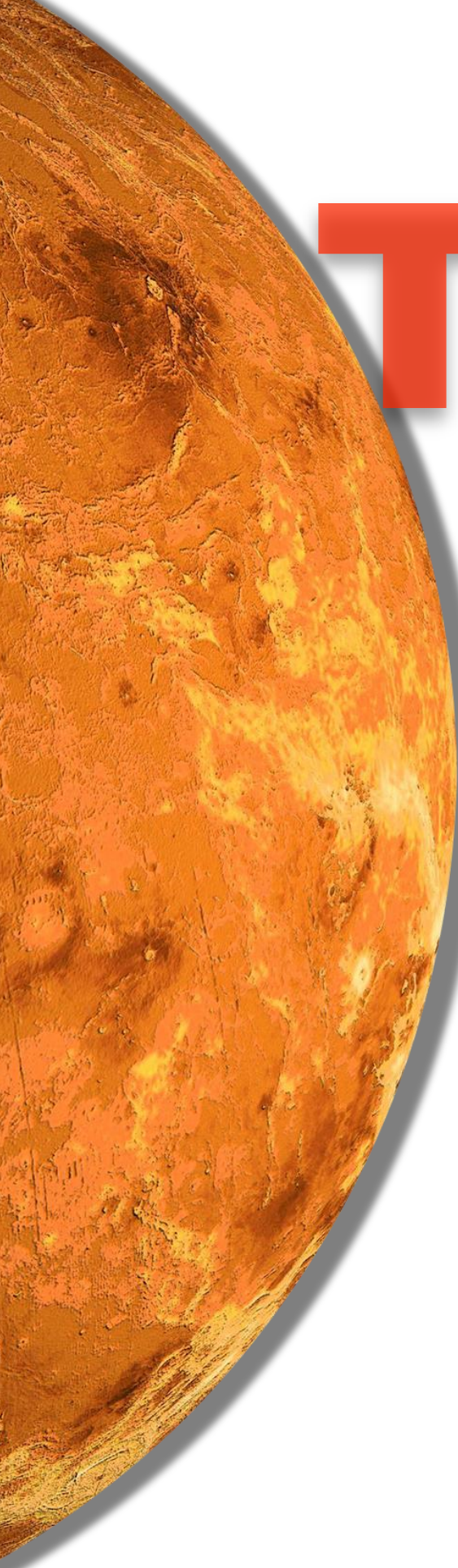
DEATH OF TELEVISION



POWERED BY TVN MEDIA

TYPE | A





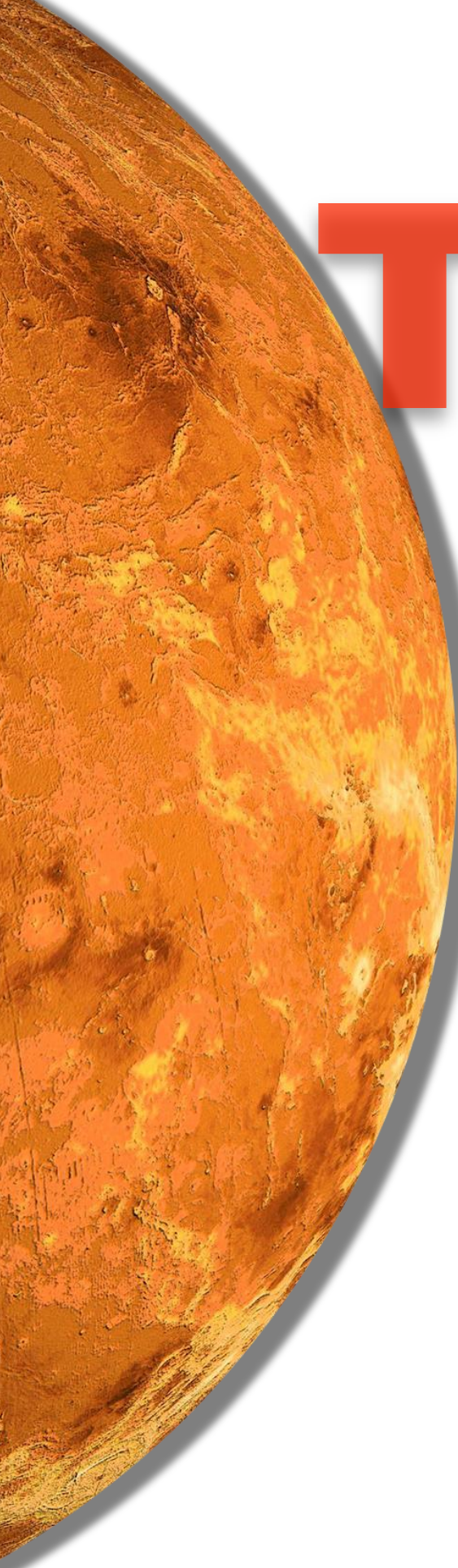
# THE DIGITAL DELUSION

**“LET’S JUST DECLARE TV  
DEAD AND MOVE ON”**

**TECHCRUNCH, 2006**







# THE DIGITAL DELUSION

**“TRADITIONAL TV WON’T  
BE HERE IN 7-10 YEARS”**

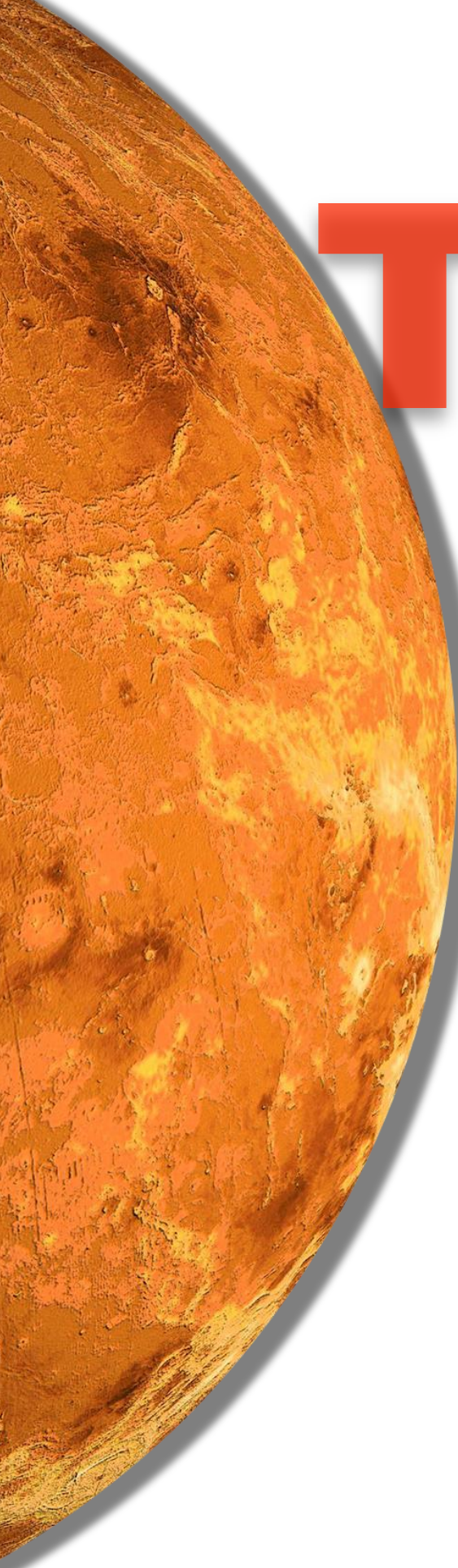
**WIRED, 2007**



POWERED BY TVN MEDIA

TYPE | A





# THE DIGITAL DELUSION

**“TV IS DYING SAYS GOOGLE  
EXPERT”**

**THE TELEGRAPH, 2007**







# THE DIGITAL DELUSION

**“INTERNET IS SET TO  
REVOLUTIONIZE TELEVISION  
WITHIN 5 YEARS**

**FOX NEWS, 2007**



# THE DIGITAL DELUSION



 BUSINESS  
INSIDER

**BRUTAL: 50% Decline In TV Viewership**

**2013**



# THE DIGITAL DELUSION

≡ BUSINESS  
INSIDER

The number of people watching TV is  
falling off a cliff

2015

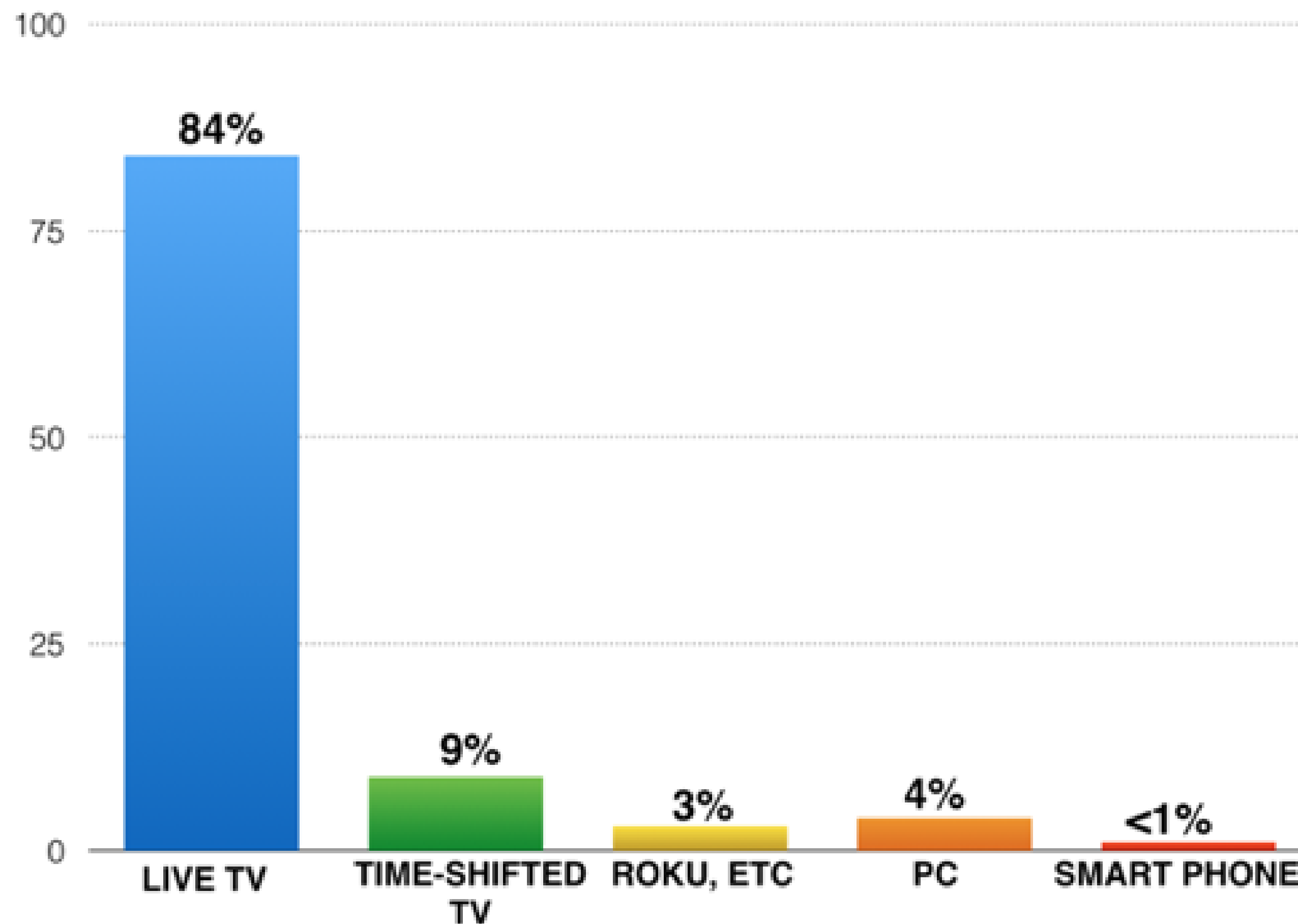
tv  
POWERED BY TVN MEDIA

TYPE | A



# THE DIGITAL DELUSION

## TIME WATCHING VIDEO IN VARIOUS WAYS



**NIELSEN TOTAL AUDIENCE REPORT Q3 2016**

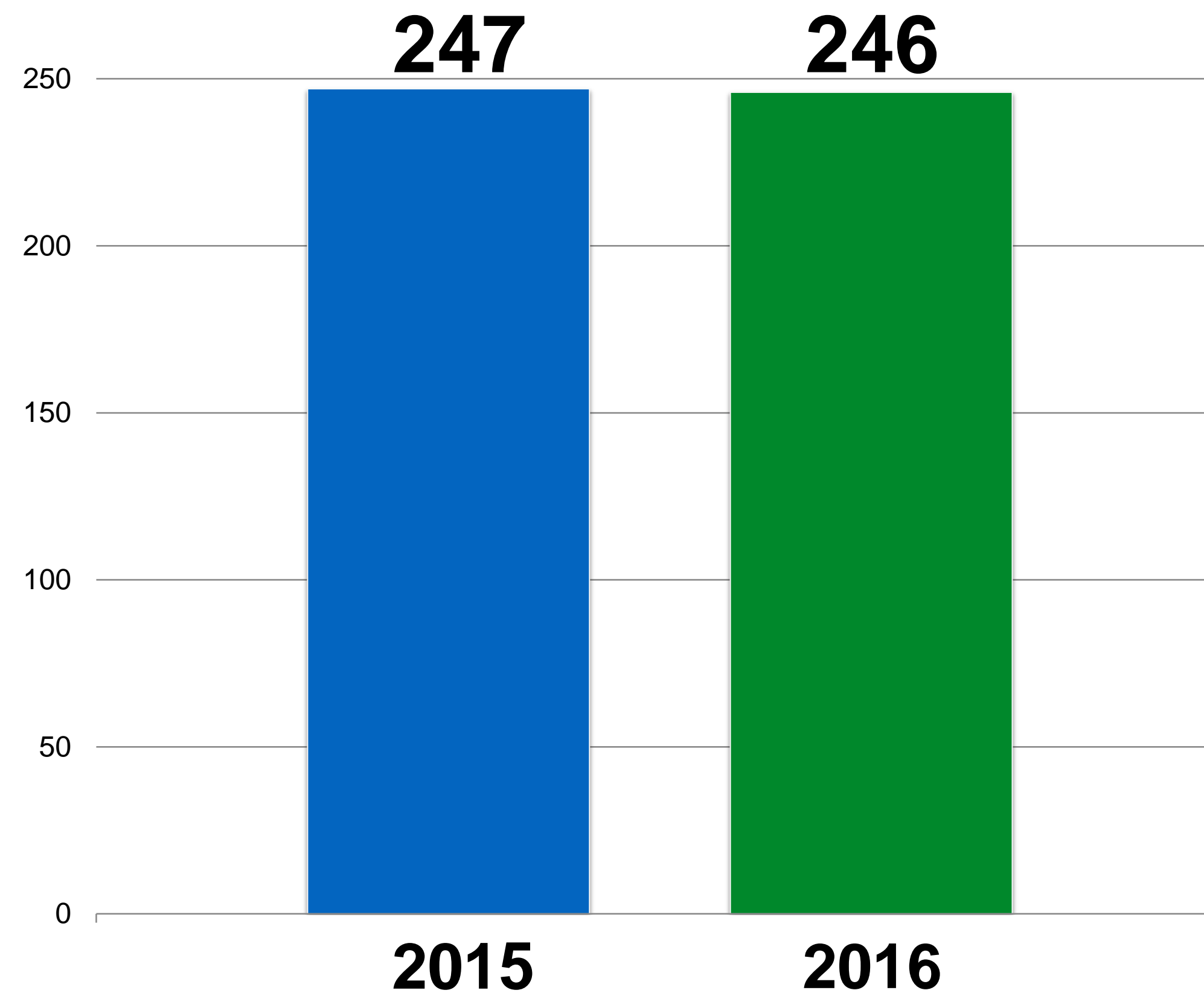
**tv**  
POWERED BY TVN MEDIA

TYPE | **A**



# THE DIGITAL DELUSION

## LIVE TV MINUTES/WEEK



**NIELSEN TOTAL AUDIENCE REPORT Q3, 2016**



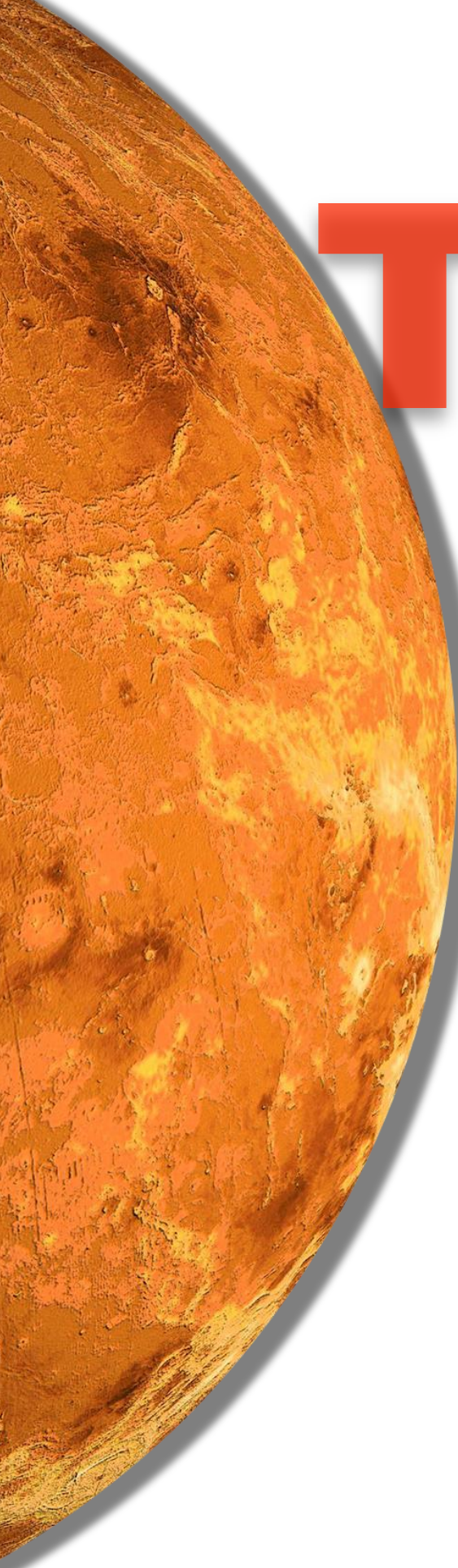
# THE DIGITAL DELUSION

## TV Exceeds All Other Leisure Activities Combined

Average minutes per day Americans spent on leisure activities, 2014







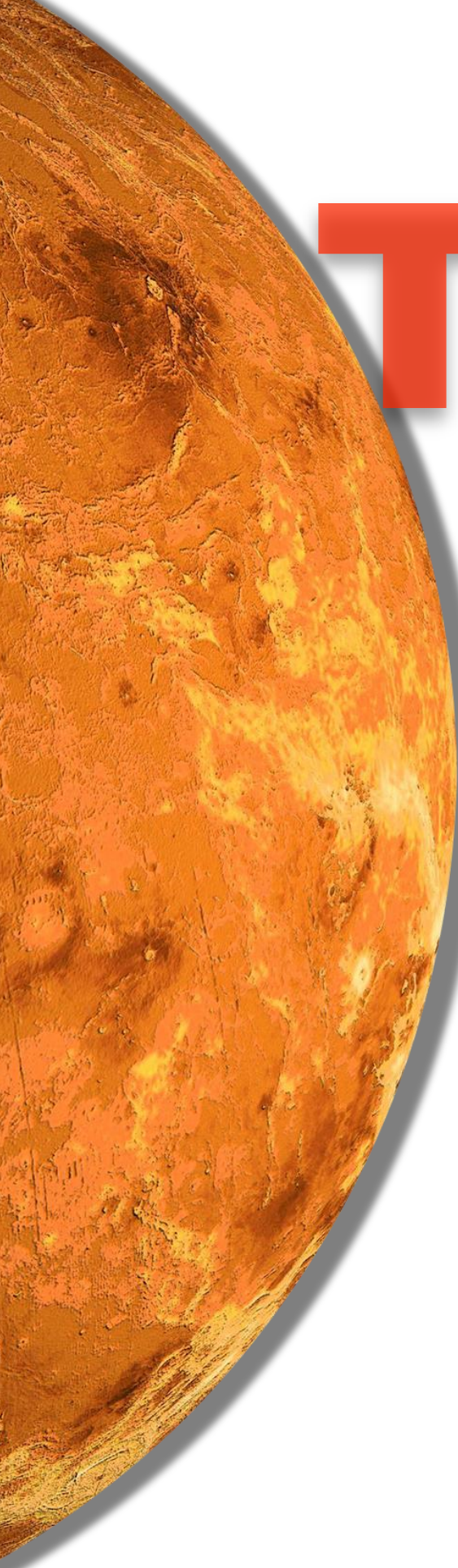
# THE DIGITAL DELUSION

**“WE’RE IN A GOLDEN AGE  
OF TELEVISION”**

**JEFF BEZOS**







# THE DIGITAL DELUSION

TV ISN'T DYING,  
IT'S HAVING BABIES

THINKBOX





- 
- 
1. THE DIGITAL DELUSION
  2. THE BRAND DELUSION
  3. THE AGE DELUSION



POWERED BY TVN MEDIA

TYPE | A





# THE BRAND DELUSION

**“THEY REACH YOUR HEART AS  
WELL AS YOUR MIND, CREATING AN  
INTIMATE, EMOTIONAL  
CONNECTION THAT YOU JUST  
CAN’T LIVE WITHOUT.”**

**SAATCHI & SAATCHI**



# THE BRAND DELUSION

**“...IN EUROPE AND THE U.S.  
PEOPLE WOULD NOT CARE IF 92%  
OF BRANDS DISAPPEARED.”**

**HAVAS MEDIA**



POWERED BY TVN MEDIA

TYPE | A





# THE BRAND DELUSION

**“SOCIAL MEDIA IS THE STRATEGY  
FOR THOSE WHO DON’T HAVE A  
TRUE DIGITAL STRATEGY”**

**GLOBAL MARKETING CHIEF, COCA-COLA**



POWERED BY TVN MEDIA







# THE BRAND DELUSION

**OVER 88% OF SENIOR MARKETERS  
FIND NO MEASURABLE IMPACT  
FROM SOCIAL MEDIA MARKETING**

**DUKE U, AMA, DELOITTE**





# THE BRAND DELUSION

**.07% (7 IN 10,000) EVER ENGAGE  
WITH A MAJOR BRAND'S FACEBOOK  
POSTS**

**FORRESTER**



# THE BRAND DELUSION

BRAND “LOVE”



POWERED BY TVN MEDIA

TYPE | A



# THE BRAND DELUSION

**OUR BRANDS ARE VERY IMPORTANT  
TO US, AND NOT VERY IMPORTANT  
TO MOST CONSUMERS**



POWERED BY TVN MEDIA





- 
- 
- 1. THE DIGITAL DELUSION**
  - 2. THE BRAND DELUSION**
  - 3. THE AGE DELUSION**



# THE AGE DELUSION

**“THE MOST VALUABLE GENERATION IN  
THE HISTORY OF MARKETING”**

**NIELSEN**



POWERED BY TVN MEDIA

TYPE | A



# THE AGE DELUSION

**RESPONSIBLE FOR 51% OF ALL  
CONSUMER SPENDING**



POWERED BY TVN MEDIA

TYPE | A



# THE AGE DELUSION

**OUTSPEND IN NEARLY EVERY  
CATEGORY**



POWERED BY TVN MEDIA

TYPE | A



# THE AGE DELUSION

**BUY 55% OF CPG**  
**DOMINATE 94% CPG CATEGORIES**



# THE AGE DELUSION

**OUTSPEND OTHER ADULTS  
ONLINE 2:1**



POWERED BY TVN MEDIA

TYPE | A



# THE AGE DELUSION

NET WORTH ABOUT 3X AVERAGE



POWERED BY TVN MEDIA

TYPE | A



# THE AGE DELUSION

**BUY ABOUT 50% OF NEW CARS**



POWERED BY TVN MEDIA

TYPE | A



# THE AGE DELUSION

CONTROL 70% OF US WEALTH



POWERED BY TVN MEDIA

TYPE | A



# THE AGE DELUSION

## WORLD'S TOP 6 ECONOMIES

U.S.

CHINA

AMERICANS OVER 50

INDIA

JAPAN

GERMANY

tv

POWERED BY TVN MEDIA

TYPE | A



# THE AGE DELUSION

**POPULATION GROWTH BETWEEN NOW AND 2030:**

- **ADULTS OVER 50: 34%**
- **ADULTS UNDER 50: 12%**

**AARP & NIELSEN**



POWERED BY TVN MEDIA

TYPE | A



# THE AGE DELUSION

PEOPLE OVER 50 ARE THE TARGET  
FOR 10% OF MARKETING ACTIVITY

**AARP**



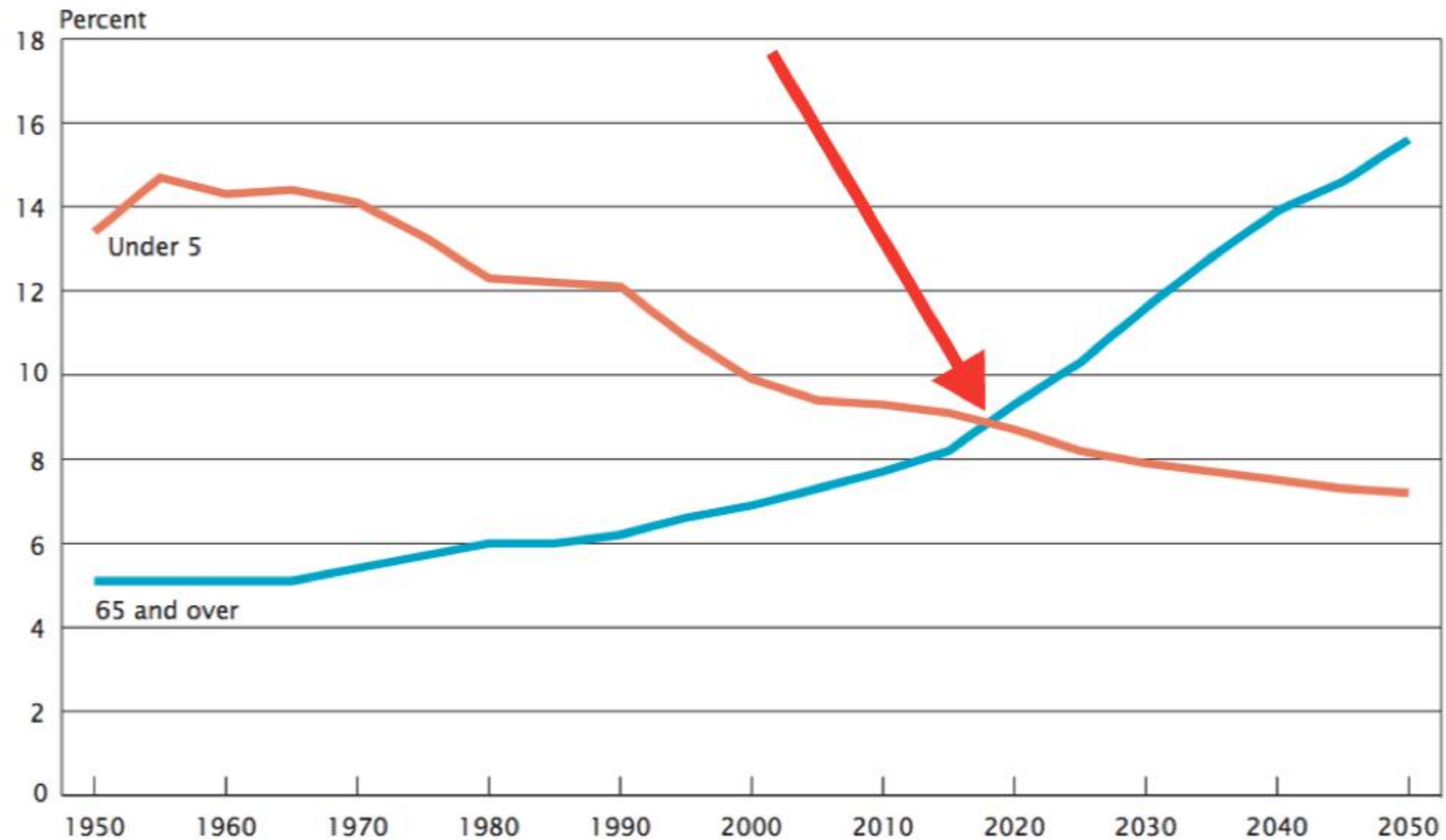
POWERED BY TVN MEDIA

TYPE | A



# THE AGE DELUSION

Figure 2-3.  
**Young Children and Older People as a Percentage of Global Population:  
1950 to 2050**



Source: United Nations, 2013.

tv

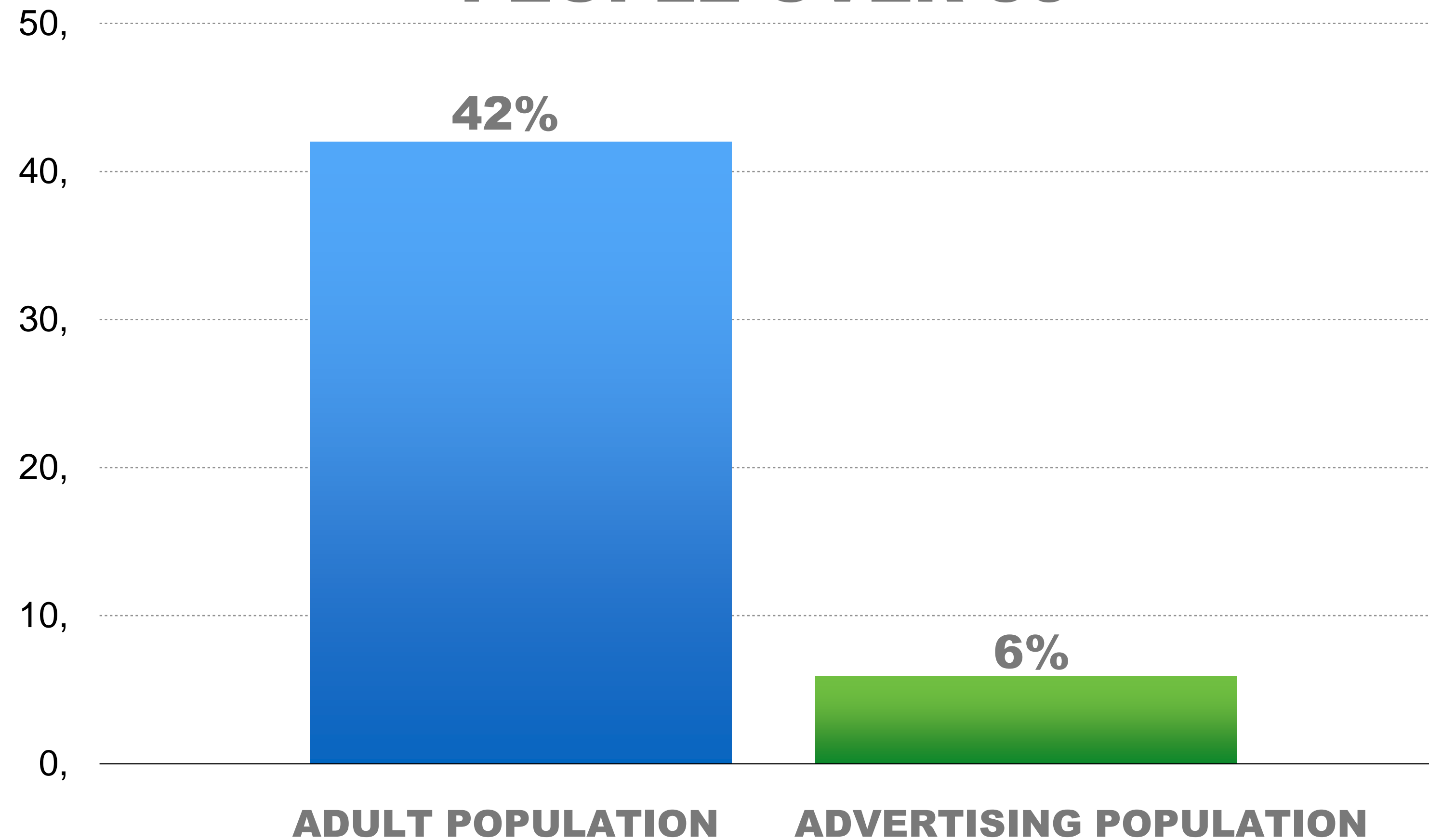
POWERED BY TVN MEDIA

TYPE | A



# THE AGE DELUSION

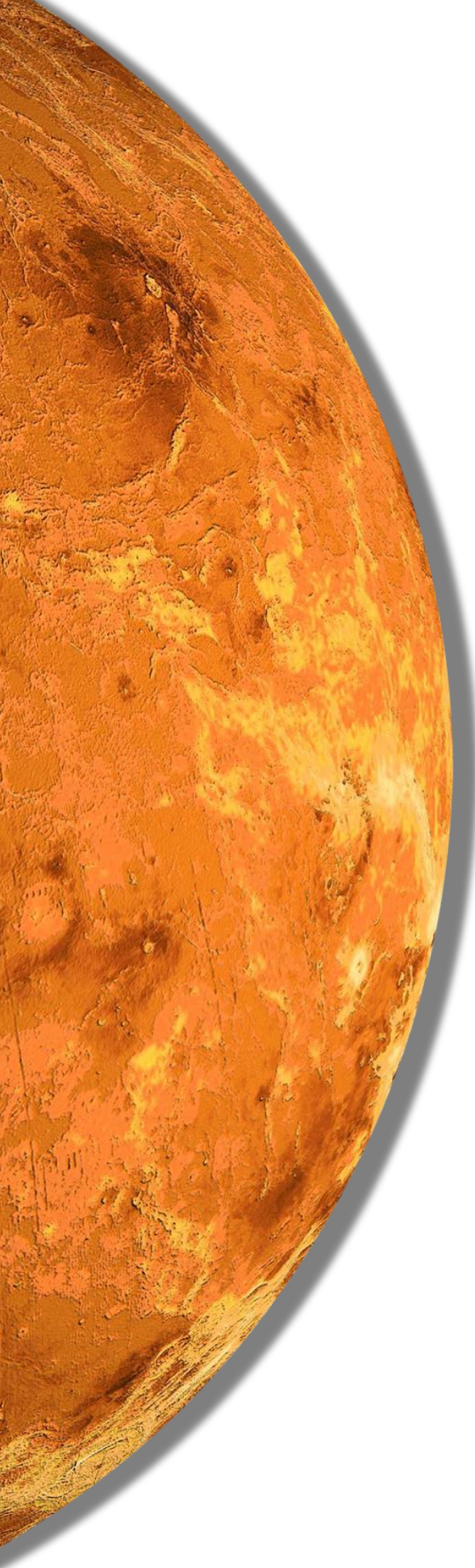
## PEOPLE OVER 50





# THE AGE DELUSION

MARKETING BY SELFIE-STICK



POWERED BY TVN MEDIA

TYPE | A



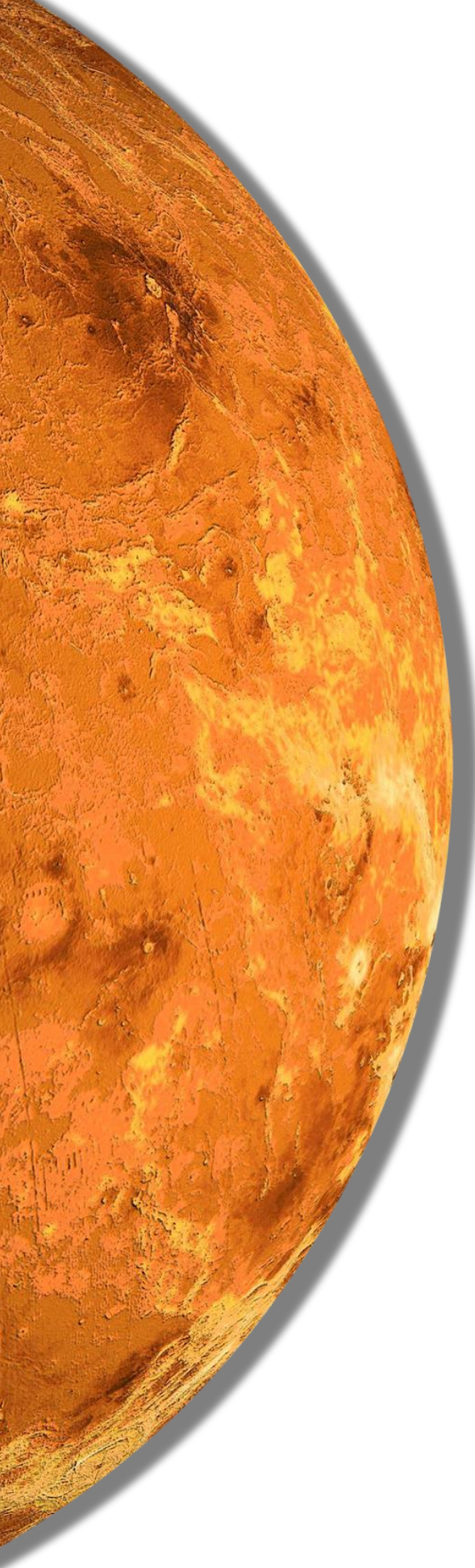


# THE AGE DELUSION

**“THE MOST IGNORED WEALTHY  
PEOPLE IN THE HISTORY OF  
MARKETING”**

**FORBES**





MARKETERS ARE FROM  
MARS  
**PERSPECTIVE**  
CONSUMERS ARE FROM  
NEW JERSEY







tvday



---

POWERED BY TVN MEDIA

---

