



EASTRIVER

EAST RIVER ESSENTIALS

YOUR MONTHLY GUIDE TO WHAT'S HOT IN DIGITAL

All your aesthetic needs addressed under one roof

EXECUTIVE SUMMARY

Featured in this exclusive newsletter are interesting digi-bits you should be aware of:

- **A Note From Our CEO**
- **Facebook Insight Of The Month:** The difference diversity makes in online advertising
- **Google Insight Of The Month:** The perfect partnership: 6 insights to help get the most value from your partners
- **Standout Campaign Of The Month:** BURGER KING TURNS A VIDEO GAME BASKETBALL COURT INTO A 'MENU' WHERE YOU CAN SCORE FREE FOOD



A NOTE FROM OUR CEO



Dear Partner,

Brands have increasingly been incorporating influencer marketing into their brand strategy to seize the attention of audiences as audiences are more likely to take action based on the recommendations of the influencers they follow.

Few of the defining influencer marketing trends for 2021 include:

- Influencers will continue to lead the way with live stream content creation
- Paid Amplification will be critical for broad outreach to ensure that the brand's high-performing influencer content gets seen
- Influencers will be testing new platforms such as TikToks, Reels or Stories to offer authentic and real-time entertainment
- Micro and nano influencers will steal spend from macro-influencers as they generate a higher engagement rate due to carefully curated audiences.

To optimise the influencer marketing campaigns, East River has launched new software that will allow us to discover influencers for our partners based on their postings on social media platforms. The software has a massive database of influencers, along with demographic data about each influencer's following. This tool will make it easier for us to justify the investment of influencer marketing to clients, leveraging this tool to identify the best influencers to reach a client's desired target market.

Undeniably social media is our future, and the businesses that strategically employ influencer advertising in addition to traditional marketing strategies will benefit greatly in 2021.

Best Wishes,
Faizan S. Syed



THE DIFFERENCE DIVERSITY MAKES IN ONLINE ADVERTISING

Online advertising isn't immune to misrepresentation and underrepresentation. Facebook has examined a sample of 1,022 global its video ads to assess how people are depicted in online campaigns. The results indicate that **limiting and negative representations are still present in online advertising**, with some campaigns portraying people in stereotypical ways. Facebook has been working with our partners to develop tools and strategies for addressing misrepresentation and underrepresentation.

Some of the key takeaways from the research include:

- Representation is often lacking in online ads. The limiting and negative stereotypical representations are present in online campaigns across several areas, like race and gender, and underrepresentation across certain groups is found as well.
- People want brands to do better. Many consumers do not feel they are fully represented in online advertising today; people want brands to develop campaigns that are diverse and inclusive, and they are more likely to be loyal to brands that do.
- Diversity and inclusion often benefits advertisers. Online advertising featuring diversity tends to have higher ad recall, and most people (59%) say they prefer to buy from brands that support diversity and inclusion.

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<https://www.facebook.com/business/news/insights/the-difference-diversity-makes-in-online-advertising>



THE PERFECT PARTNERSHIP: 6 INSIGHTS TO HELP GET THE MOST VALUE FROM YOUR PARTNERS

To help marketers get the most value from partnerships, Google partnered with the Boston Consulting Group (BCG) to gather helpful insights and found out six major tips for establishing the perfect partnerships. These include:

- Form a trusted circle or "open" ecosystem of different partners to work together and encourage all the partners to work together to create more advanced solutions. For example, Nissan Motor Asia Pacific partnered with MightyHive, a Google Marketing Platform data analytics partner, and its media agency Nissan United, to collaborate on audience activation strategies. Nissan United then used the first party Analytics 360 audiences within Display & Video 360 media campaigns to personalize creatives for different audiences and evaluate how its campaign impacted test drives and dealership registrations.
- Align incentives, ambition, and objectives. Be creative — align on goals you can share with your partner and agree on performance indicators that allow for experimentation.
- Set a clear, long-term vision with short-term milestones. Partners should be involved in prioritizing the short-term wins based on implementation, value, and technology capabilities. These priorities can be planned over a three or six-month timeline as guiding milestones on the road to a larger multi-year initiative.
- Be candid about your challenges and constraints beyond marketing topics with your partners so that they can factor difficult business imperatives into their approach and even help marketers overcome internal challenges with the benefit of a bird's eye view.
- Don't shy away from constructive criticism and be receptive to partner insights and learnings. Empower partners to bring in fresh perspectives to broaden your knowledge. This could include pushing back on goals and objectives, questioning your team's alignment with key internal stakeholders against the success of this project, or whether they think a different approach could be a better solution.
- Treat partners as part of your internal project team and involve them in executing a solution, rather than be present during the early planning stages. Embrace partners as an extension of your team. Involving them in team events can build a close relationship that helps foster smooth collaboration and ultimately a more intimate understanding of your business objectives.

Technology and data specialists
Developing fit-for-purpose solutions for marketers who find it difficult to attract and retain technical talent.

Strategic orchestrators
Integrating marketing functions across IT, digital, and data while championing marketing transformation to executive decision-makers.

Value and insight drivers
Helping to support organizations in mapping marketing investments back to business outcomes.

<https://www.thinkwithgoogle.com/intl/en-apac/future-of-marketing/management-and-culture/insights-most-value-from-partnership/>



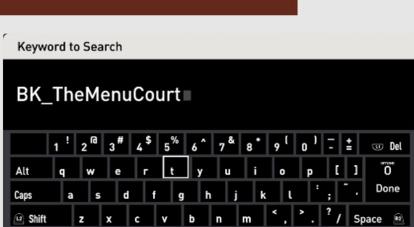
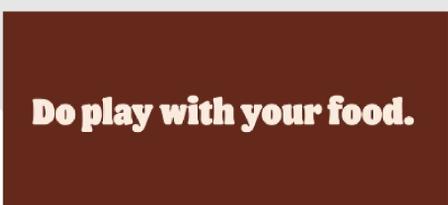
BURGER KING TURNS A VIDEO GAME BASKETBALL COURT INTO A 'MENU' WHERE YOU CAN SCORE FREE FOOD

Burger King is appealing to basketball fans in Spain by turning a court in video game NBA 2K21 into a "menu" where they can score to win free food items.

The campaign, by David Madrid, used the court editing tools available in the game to create a court customized to be like a Burger King menu board. Fans can download the game in MyLeague Mode (PS4) or MyNBA Mode (PS5), and score from one of the products so they can get them for free in their next order; for example, standing on a designated point to get a free Big King sandwich. The harder the shot the bigger the reward; if they shoot and score from the middle of the court, they can get a full menu with fries and soda.

To redeem their prizes, gamers can share the video on Twitter tagging Burger King and NBA2K with the hashtag #BKMenuCourt.

"We believe videogames and content via streaming is the perfect combination to offer our guests new experiences in a fun way, through the enjoyment territory which is one of the pillars implicit in the DNA of our brand," says Beatriz Faustino, marketing director at Burger King Spain and Portugal.



<https://adage.com/creativity/work/burger-king-turns-video-game-basketball-court-menu-where-you-can-score-free-food/2324736>

Stay tuned for more East River updates

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