



What's Been Happening at VOLT HQ



Last week we said goodbye to our MD Kenny for a long three and a half weeks. He's travelling around the world - from Croatia to the Arctic! ... and no, Kenny is not Mexican - even though he looks like he is!



What's better than an unlimited supply of McMuffins, Hashbrowns, Berroccas, a massage or two and a coffee truck to use at your disposal? The VOLT Team threw an epic hangover breakfast for the good people over at OMD after their annual party.

As our MD leaves, our veteran Account Manager Hil makes her return back from globe trotting around Europe. She's been posting up her adventures all over Facebook and Instagram and soon to be featured on the VOLT Facebook page,



We showed our lovely friends at Bohemia how to party VOLT style during the month. As a standard, the sequence of events included freshly cooked Paella, a stellar beer pong tournament and an all round good time.



Dual Screening During The World Cup

- ⚽ 37% will use their device at half time
- ⚽ 35% will use it throughout the game.

Meaning that smartphones offer a clear platform to facilitate multimedia campaigns and further consumer engagement.

Television Budgets Moving To Digital Video

To transfer the attention of television audiences to digital, advertisers must utilise cross-platforms. This was shown to be particularly true among the Millennials and male Millennial-age audiences:

Men 18-34:

Shifting 10% to 30% of a television budget to digital video (online, mobile, tablets, connected TV) increases plan reach between 6% and 11%.

Adults 18 - 49:

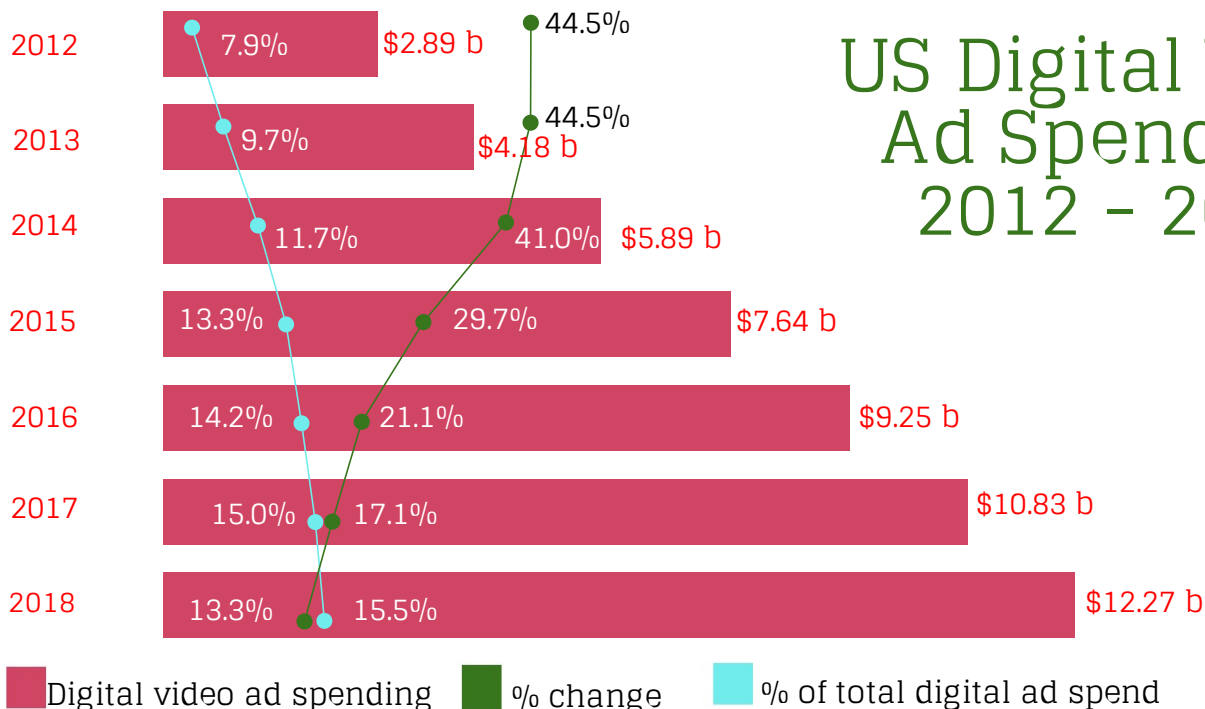
In this key demographic, 10% to 30% in reallocation from a television budget to digital video increases reach between 4% and 5%.

Source: http://www.mediapost.com/publications/article/228731/how-cross-platform-video-plans-can-optimize-reach.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=73979

Digital video

advertising will make up nearly **12%** of all digital ad spending in the US this year and is projected to grow significantly faster than search or overall display advertising for the next several years.

Source: <http://www.emarketer.com/Article/How-Do-You-Combine-TV-Digital-Video/1010900/7>



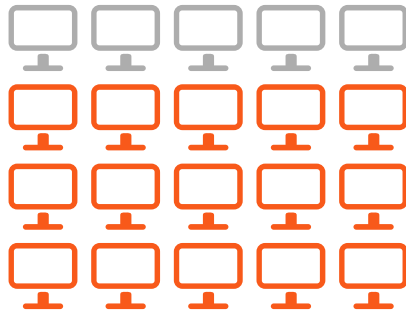
US Digital Video Ad Spending 2012 - 2018

Source: <http://www.emarketer.com/Article/How-Do-You-Combine-TV-Digital-Video/1010900/7>

Use TV for Reach and Digital Video for Frequency

“As a cross-media planner, if you’re able to sequence these two things together, you can have them both working in unison—one for reach, one for frequency. TV advertising typically raises the profile and creates a lot of impact. Then it’s supplemented by high frequency, much cheaper inventory bought through video networks”

Source: <http://www.emarketer.com/Article/How-Do-You-Combine-TV-Digital-Video/1010900/7>



“ Mobile accounted for one-quarter of total Internet traffic last month, up from 15% from a year ago ... The growth should continue at an annual rate of 81%, driven largely by video.”

Source: <http://www.mediapost.com/publications/article/227318/mobile-viewing-of-online-video-doubles-study-find.html?edition=73397>

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