Changes in contemporary advertising as an expression
of the recent paradigmatic changes in economy and culture.

PAVOL MINÁR

TANGIBLE PRODUCT

SOCIAL EXPERIMENT

00:00:39
PRAGUE

HIDDEN CAM

FICTIONAL WORLD AS REAL

REAL WORLD RECORDED

Number of daily active Facebook users worldwide (in millions)

Internet *Usage* (Engagement) Growth Solid
+11% Y/Y = Mobile @ 3 Hours / Day per User vs. <1 Five Years Ago, USA

Time Spent per Adult User per Day with Digital Media, USA, 2008 – 2015YTD
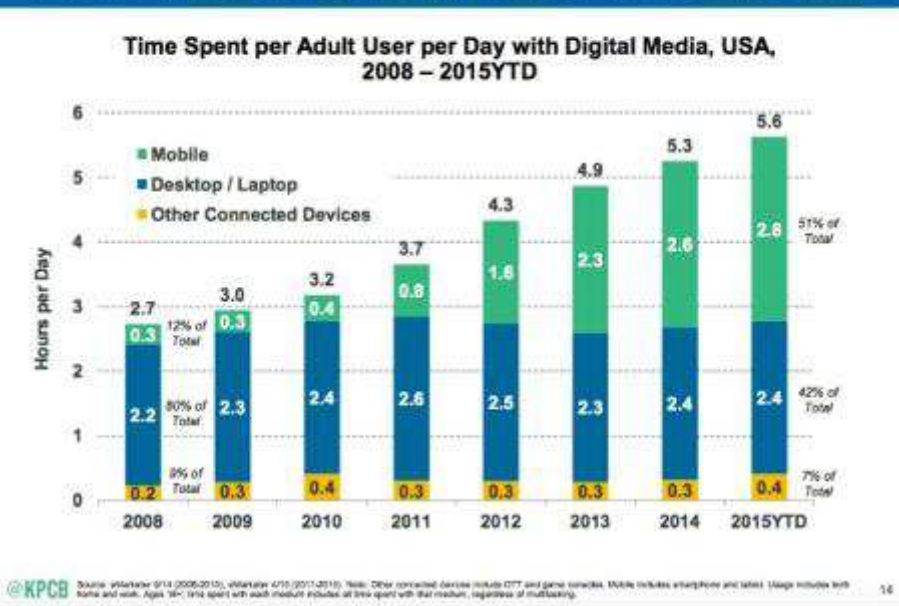
EUROPE

% of people having mobile phone with access to internet

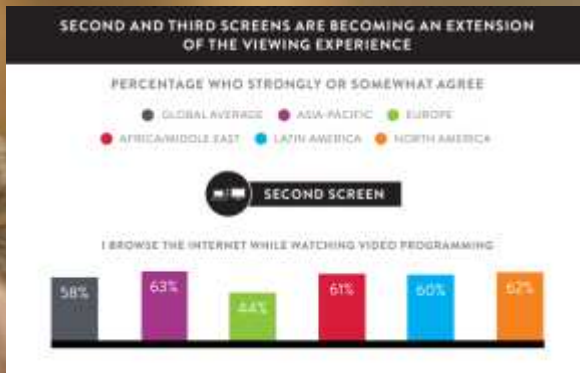| Country	2014
SE	78 %
DK	75 %
UK	71 %
LU	70 %
NL	66 %
ES	65 %
HR	63 %
SI	61 %
IE	61 %
AT	60 %
FR	59 %
FI	58 %
LV	53 %
DE	53 %
EU28	52 %
EE	51 %
BE	50 %
IT	46 %
MT	44 %
CY	44 %
LT	43 %
SK	40 %
CZ	39 %
PL	36 %
HU	32 %
RO	32 %
EL	29 %
BG	24 %
PT	23 %

2011
2014
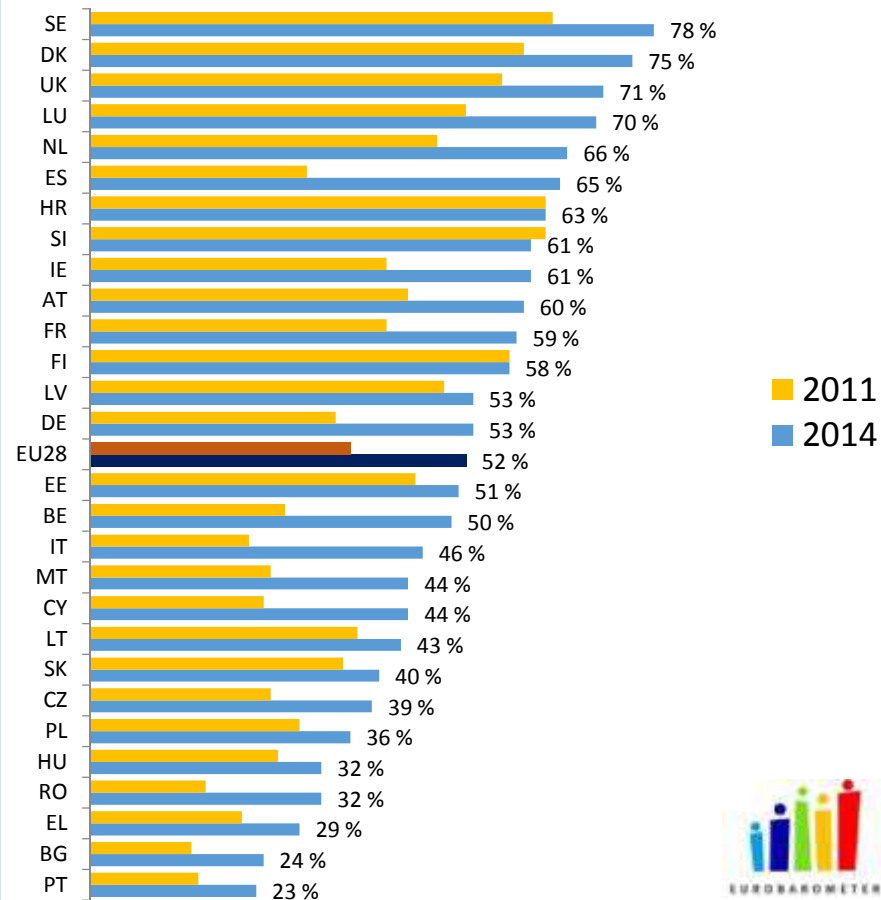
SOURCE: Eurobarometer 81.1 (2014)

http://ec.europa.eu/public_opinion/archives/ebs/ebs_414_en.pdf

Our contact with the world is made through screens

Daily Distribution of Screen Minutes Across Countries (Mins)

Country	TV	Laptop + PC	Smartphone	Tablet
Indonesia	132	117	181	110
Phillipines	99	143	174	115
China	59	161	170	59
Brazil	113	146	149	66
Vietnam	69	160	168	69
USA	147	103	151	43
Nigeria	131	80	193	39
Colombia	114	123	165	35
Thailand	78	96	167	95
Saudi	102	99	189	43
South Africa	115	126	127	63
Czech	111	122	119	70
Russia	98	158	98	66
Argentina	104	114	166	30
UK	148	97	111	55
Kenya	132	65	174	33
Australia	125	102	132	37
Spain	124	97	122	53
Turkey	111	109	132	39
Mexico	93	103	163	32
India	96	95	162	31
Poland	98	132	90	61
South Korea	127	94	144	14
Germany	129	77	137	36
Canada	104	97	124	51
Slovakia	95	106	98	52
Hungary	88	112	90	48
Japan	125	68	135	16
France	134	83	79	30
Italy	89	85	109	34

Screen Minutes: 0   100   200   300   400   500   600

- TV
- Laptop + PC
- Smartphone
- Tablet

9 h

7,4 h

7 h

5,8 h

SOURCE:
http://www.dailymail.co.uk/sciencetech/article-2875997/Next-year-s-big-trend-ANTI-TECH-2015-set-year-people-forsake-gadgets-social-networks-simpler-life.html

SECOND AND THIRD SCREENS ARE BECOMING AN EXTENSION OF THE VIEWING EXPERIENCE

PERCENTAGE WHO STRONGLY OR SOMEWHAT AGREE

● GLOBAL AVERAGE ● ASIA-PACIFIC ● EUROPE
● AFRICA/MIDDLE EAST ● LATIN AMERICA ● NORTH AMERICA

SECOND SCREEN

I BROWSE THE INTERNET WHILE WATCHING VIDEO PROGRAMMING

58% 63% 44% 61% 60% 62%

NIELSEN: SCREEN WARS THE BATTLE FOR EYE SPACE IN A TV-EVERYWHERE WORLD MARCH 2015

HORNA DOLNA
NOVÝ SERIÁL

76%
of respondents enjoy the freedom of being **connected anywhere, anytime**.
(Nielsen Global Digital Landscape Survey)
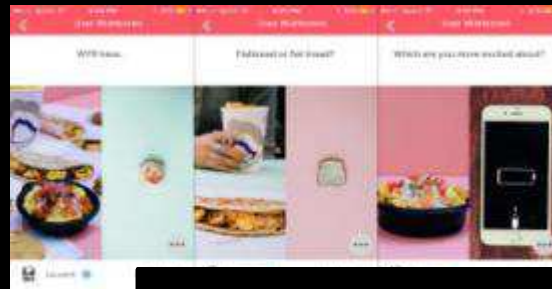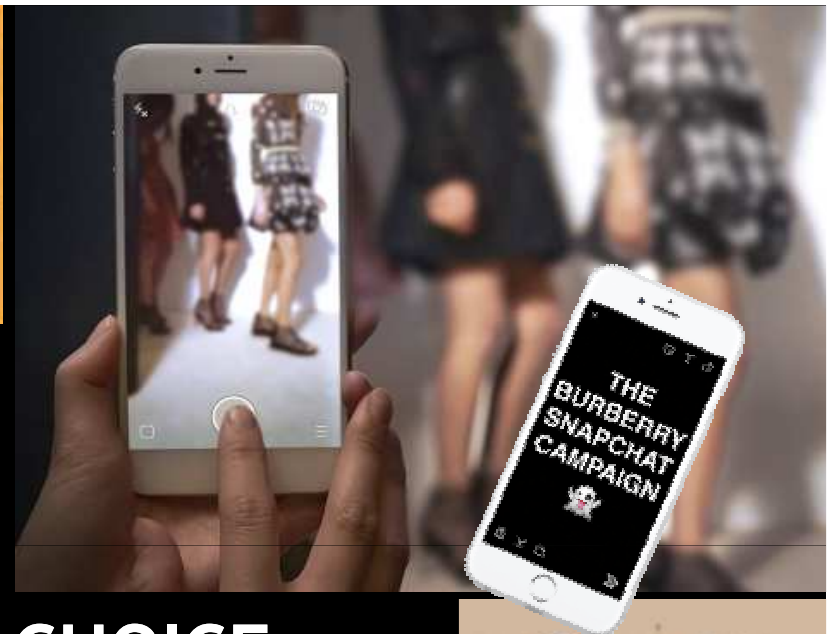
OBVIOUS CHOICE
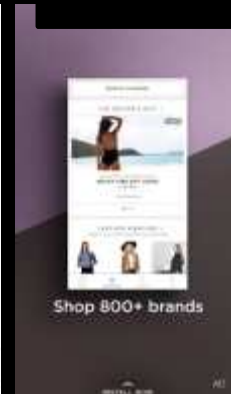
Every Online Obsession
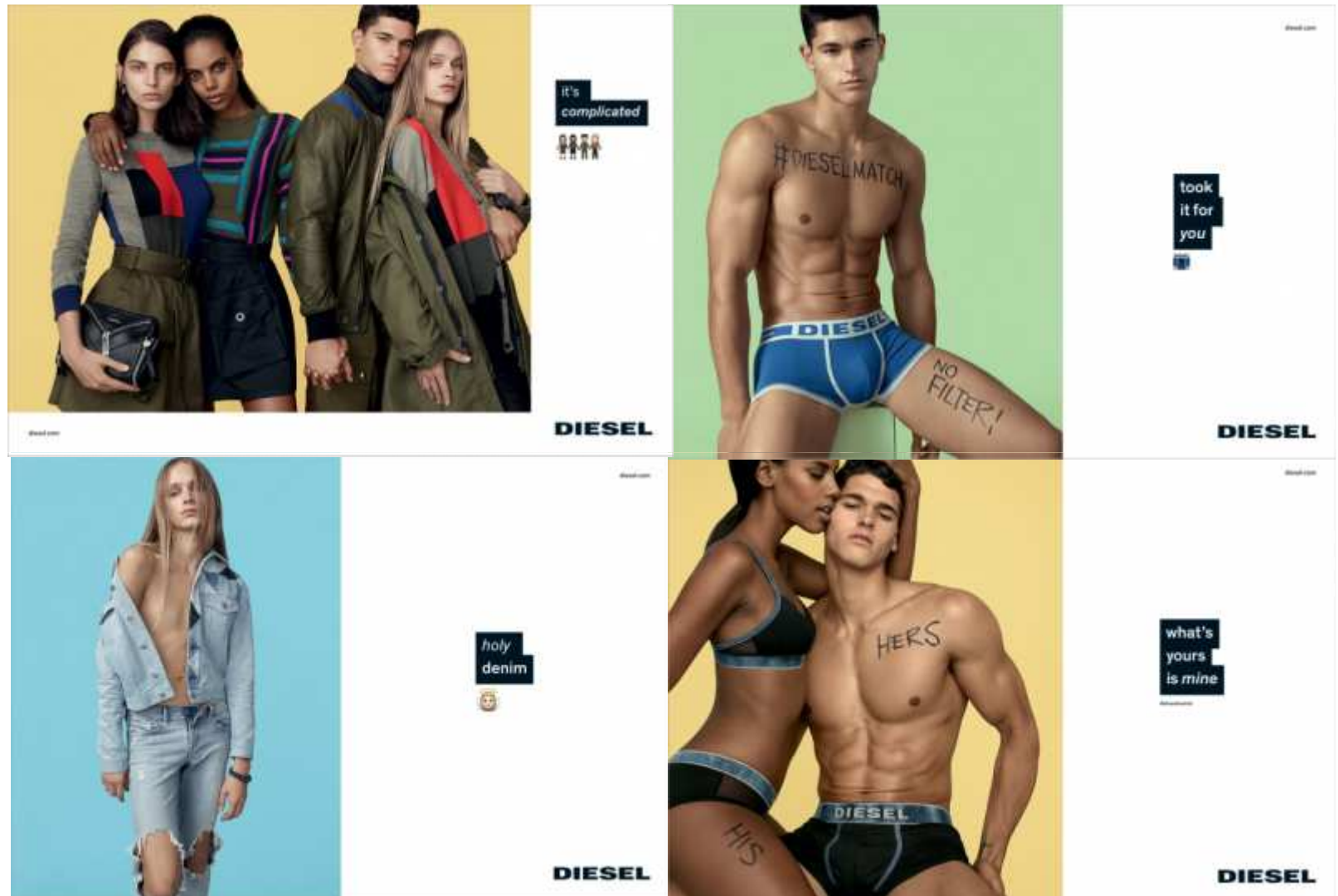
MARKETING OF ABUNDACE

MARKETING OF DEFICIT

ALWAYS ON - LOOK DOWN GEN.

In this 'always on', wired world in which most of us exist, termed the 'look down' generation recently by Simon Schama, it seems likely that, more than ever, consumers are frequently in a state of cognitive impairment and continual distraction, multitasking and trying to process ever growing amounts of information online.

SOCIAL MEDIA ARE REPLACING PHYSICAL GATHERINGS AROUND THE WATER COOLER

More and more frequently, real-time conversations on social media are replacing physical gatherings around the water cooler to talk about a previous night's episode of our favorite TV show. Not only does watching in real-time avoid spoilers, but live TV has become a social event that goes way beyond the confines of our living rooms. More than half of global respondents (53%) say they like to keep up with shows so they can join the conversation on social media, and nearly half (49%) say they watch live video programming more if it has a social media tie in. 47% of global respondents say they engage with social media while watching video programming.

69%
global respondents think face-to-face **interactions are being replaced with electronic ones.** (Nielsen Global Digital Landscape Survey)

55%
turned off surfing the net, because there is too much information, choose only 2-3 trusted sites. (Carat Consumer Connection System)

41%
of people said they feel **overwhelmed** by the **wealth of choice on the web**, making it **hard** for them **to make purchase decisions**. (Carat Consumer Connection System)

26%
of people feel there is so **much information** online that it is **hard for them to find** what they are looking for when shopping online. (Carat Consumer Connection System)
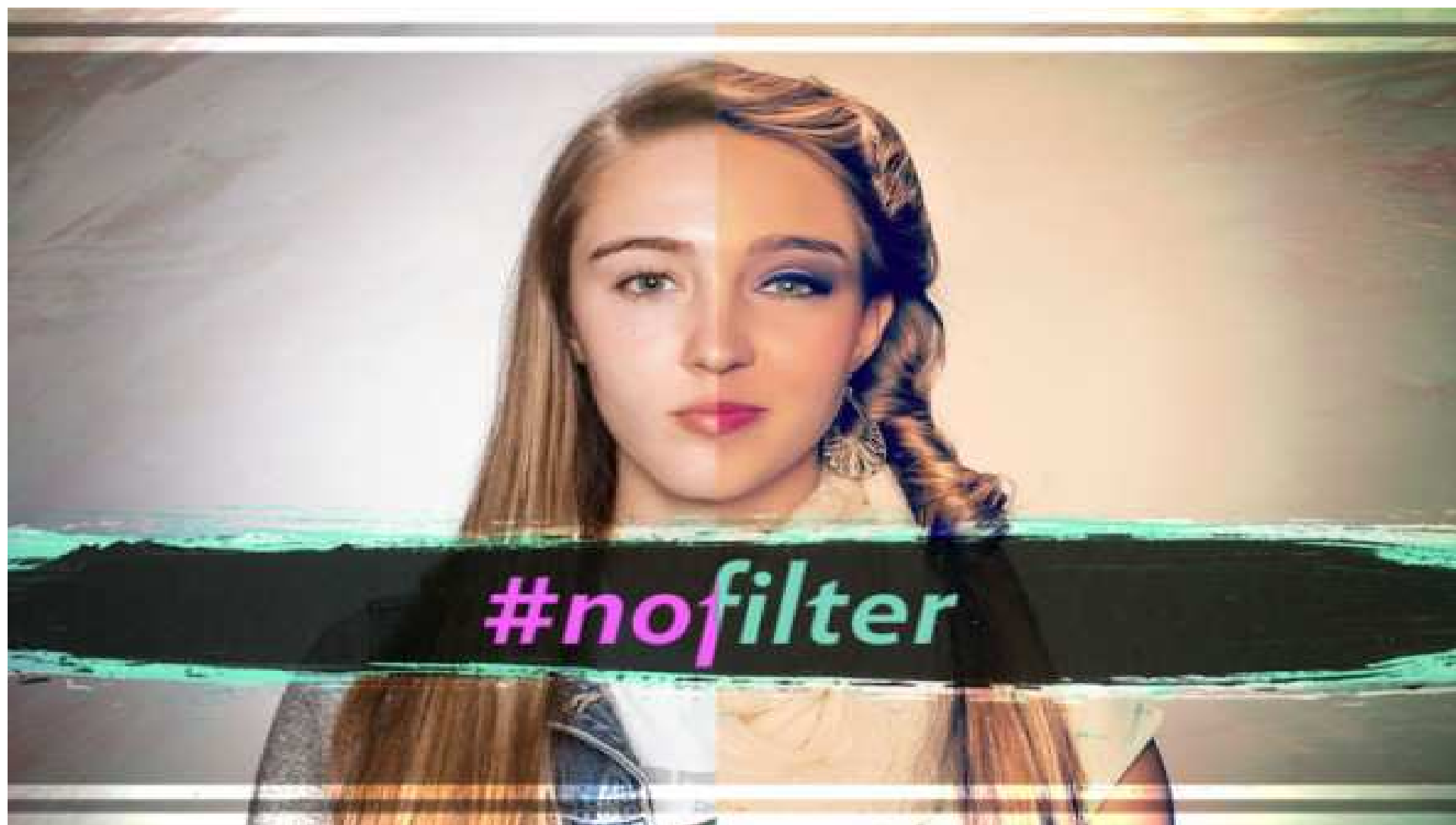
#nofilter

GET UNPLUGGED

UNPLUGGED WEDDING

We would like our friends and family to be fully present with us during this special moment. Please, no PAPARAZZI during the ceremony! (We have an incredible photographer...)

Thank you. xoxo

OFFLINE Gloves
100% ANTI-TOUCH

INTERFERENCE

Cutting edge musical festival Unsound in Krakow asked visitors to abandon all personal technologies during the concerts, in order to establish direct close „interference" between artists and the public

OFFLINE is the NEW luxury

THE GLOBAL CODE

OFFLINE IS NEW BLACK

We don't have Wi-Fi, talk to each other

via LoveThisPic.com

OFF Pocket

FREE No WiFi ZONE

ANTI-TECH *(DIGITAL DETOX)*

„While there are many early adopters out there scrambling around to get their hands on the latest smartwatch or iPhone, there are a group of much cooler kids working out ways to kill tech altogether."
(Hotwire - trends for 2015)

MOLESKINIZATION

NEXT LEVEL HIPSTERIZM

APP THAT STOPS COLLEGE STUDENTS FROM USING THEIR PHONES
Using "geo-fencing," the app can sense when a student is on campus and automatically lock the phone down = earn points with the app on/phone locked.

ANTI-SMARTPHONE
„Technology for people who hate technology" from the Swiss hi-end designer company Punkt for 300€
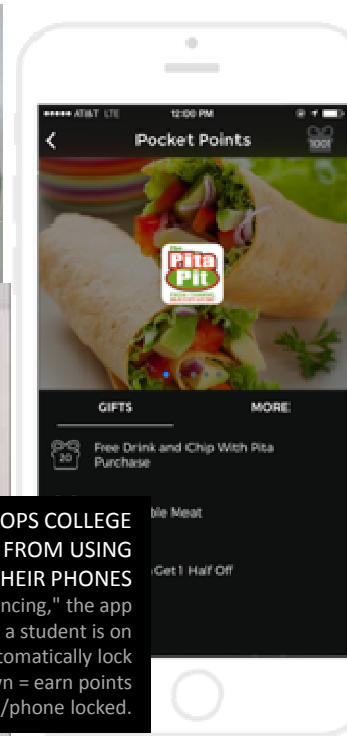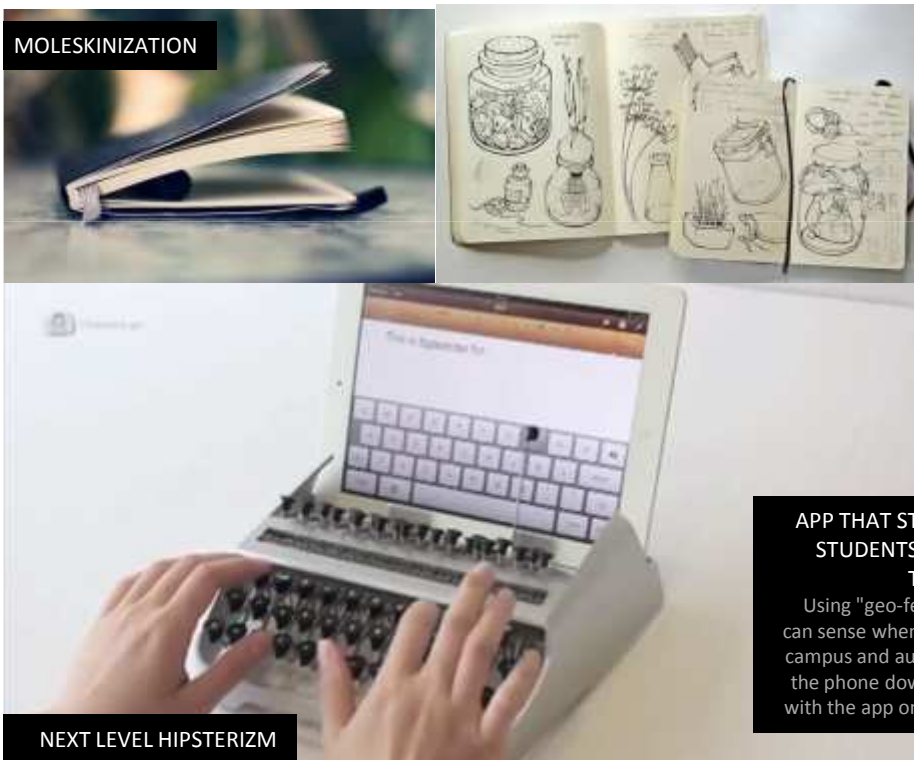
TANGIBLE PRODUCT

SOCIAL EXPERIMENT

FICTIONAL WORLD AS REAL

REAL WORLD RECORDED
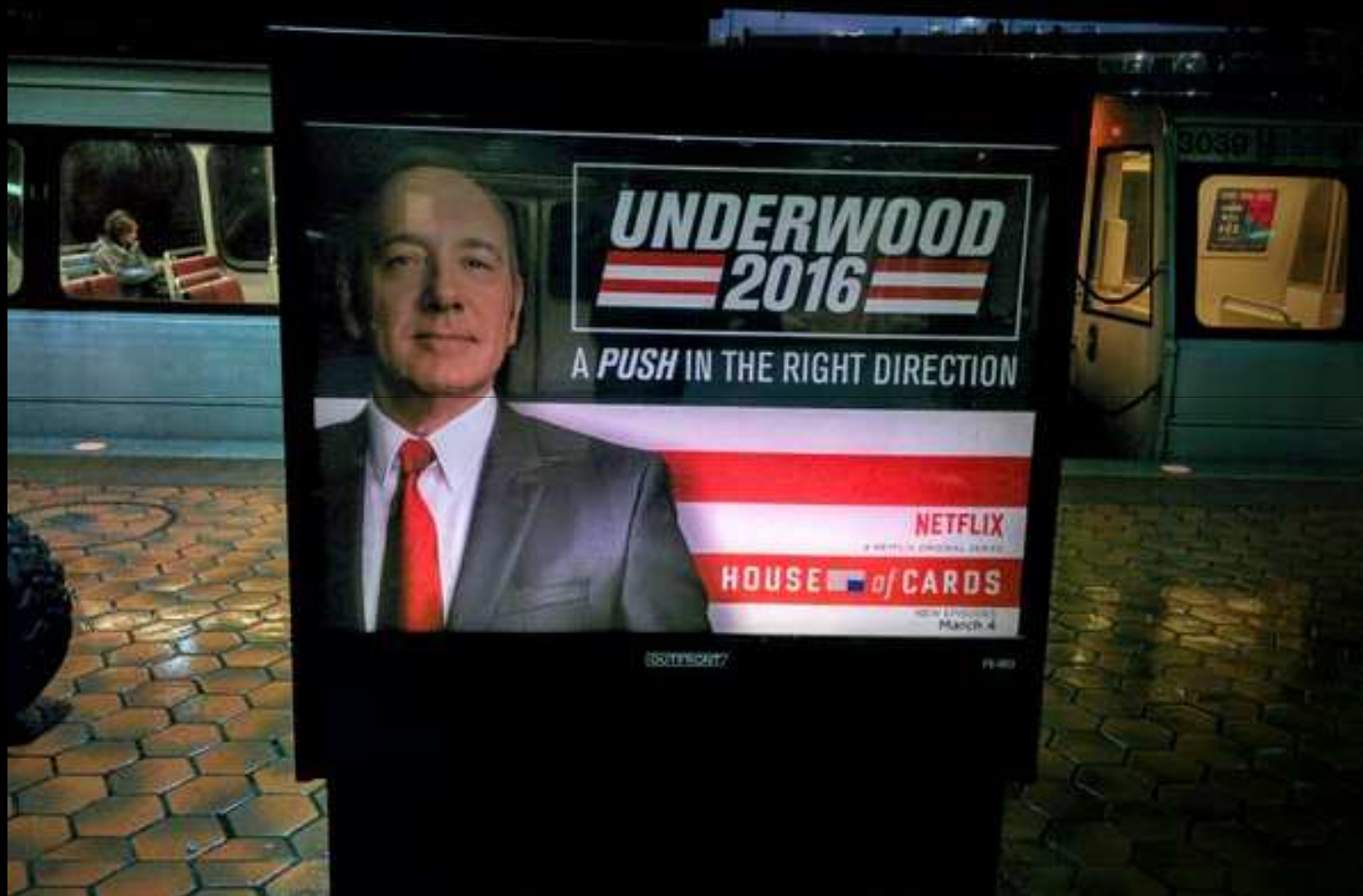
"The more that you read, the more things you will know.

FLIGHT 603 | 8:40 PM

With hundreds of guns.

JSME NÁROD PIVNÍCH ZNALCŮ?
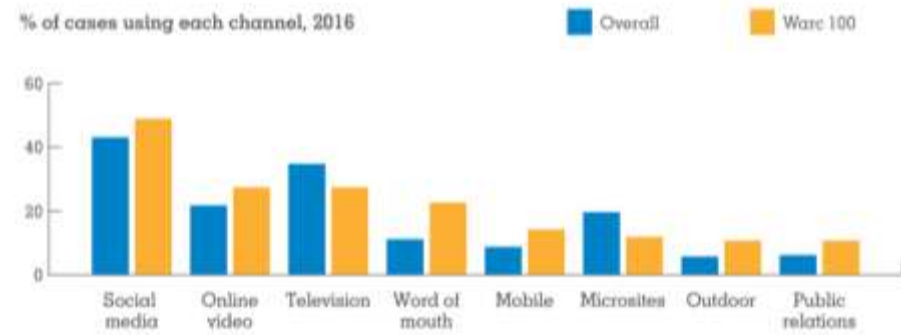
ZAPNĚTE SI ZVUK 🔊

MOST-USED MEDIA CHANNELS

% of Warc 100 cases using each channel, 2015 vs 2016 ◼ 2015 ◼ 2016

Social media | Online video | Public relations | Word of mouth | Microsite | Television | Outdoor | Events, experiential

% of cases using each channel, 2016 ◼ Overall ◼ Warc 100

Social media | Online video | Public relations | Word of mouth | Microsite | Television | Outdoor | Events, experiential
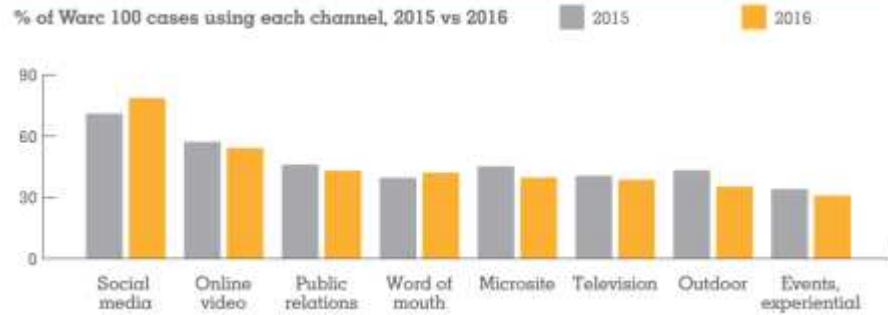
MOST-USED LEAD MEDIA CHANNELS
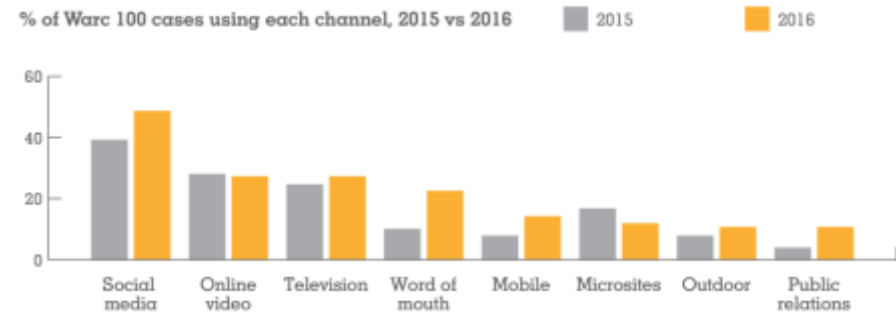
% of Warc 100 cases using each channel, 2015 vs 2016 ◼ 2015 ◼ 2016
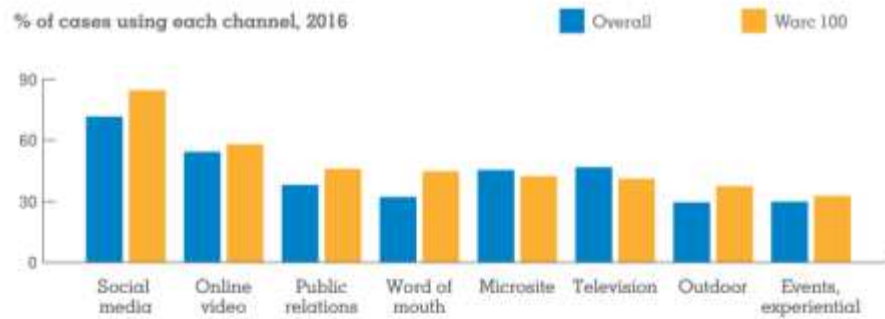
Social media | Online video | Television | Word of mouth | Mobile | Microsites | Outdoor | Public relations

% of cases using each channel, 2016 ◼ Overall ◼ Warc 100

Social media | Online video | Television | Word of mouth | Mobile | Microsites | Outdoor | Public relations

Changes in contemporary advertising as an expression
of the recent paradigmatic changes in economy and culture.

PAVOL MINÁR

Tech-addiction

67 % of cell phone owners check their phone for messages, alerts, or calls — even when they don't notice their phone ringing or vibrating

„NEW YAWNING"
(contagious nature of the cell phone checking)

Nightingale Hospital offers treatment of tech-addiction

Source: Pew Research Center, USA, 2014

Figure 6.30   Weekly access to social networks
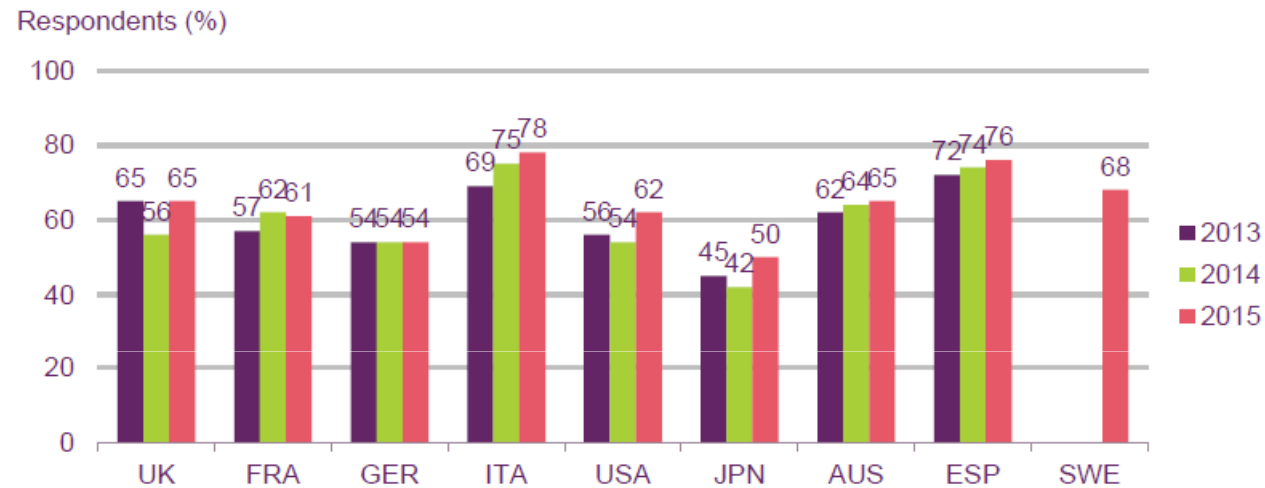
Respondents (%)

Source: Ofcom consumer research September – October 2015, October 2014 and September 2013.
Base (2015): All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006,
AUS=1000, ESP=1002, SWE=1004
2013-14 Q.8 Which, if any, of the following activities do you use your internet connection for at least
once a week?
2015 Q.8 How often do you use an internet connection on any of your devices for each of the
following activities? 5.Accessing social networking sites (e.g. Facebook,Twitter) <At least once a
week>

The NoPhone
by The NoPhone Team

410 Backers
$8,172 pledged of $0,000 goal
71 hours to go

Frequently Asked Questions

Does it have a camera?
No.

Is it Bluetooth compatible?
No.

Does it make calls?
No.

Is it toilet bowl resistant?
Yes.

noPhone

Special Features:

Battery free
No upgrades necessary
Shatterproof
Waterproof

NoPhone Review

Introducing the most amazing NoPhone yet.

NoPhone
selfie upgrade

We love social media, but also „REAL SOCIAL NETWORKS"

Longing for true interpersonal relationships (in the post-crisis uncertainty)

GET UNPLUGGED

UNPLUGGED CONCERTS

Cutting edge musical festival Unsound in Krakow asked visitors to abandon all personal technologies during the concerts, in order to establish direct close „interference" between artists and the public
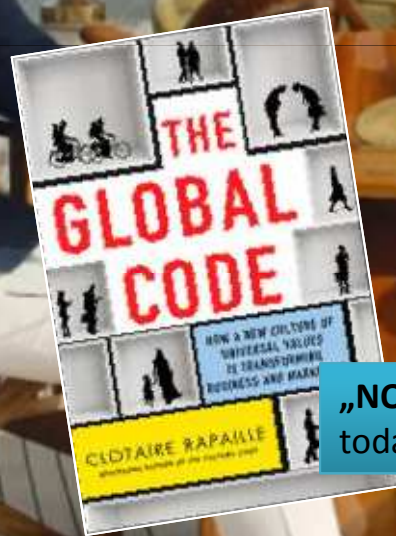
CULTURAL & SOCIAL (COUNTER) TRENDS WITHIN THE DIGITAL WORLD

ANTI-TECH
GET UNPLUGGED

People are abandoning „gadgets, on-line social networks and other technologies in favor of more simple, but more authentic, i.e. „more real" life

ANTI-TECH

„NO MACHINES" – one of the „global codes" of today's luxury, affordable only for the richest