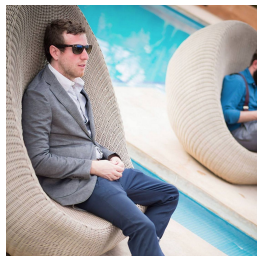


Advertisement Experience In the News Feed



TGFB

THOSE GUYS FROM
BENTLEY



Amos



Athena



Darcy



Carole



David



Phil



Andrew

Scope

- Mobile only
- Focused on U.S. users
- Time → Two weeks for research and exploration
- Ideas → Inspire and involve

Timeline



Facebook Problem Statement

- How might we provide ads that deserve to live in our news feed? Add value? Be useful? Inform us? Entertain us?
- Make advertisers more successful?
- Leverage our social network? Facebook ecosystem?

Our research shows a disconnect between users and advertisers

What users want

I like to check my feed when bored

I want more control over ads in my feed

I want to escape reality right now

FB knows me so well by now it should show me more relevant ads

What advertisers want

Easier process to set up ads

More control over my content

Increase brand awareness

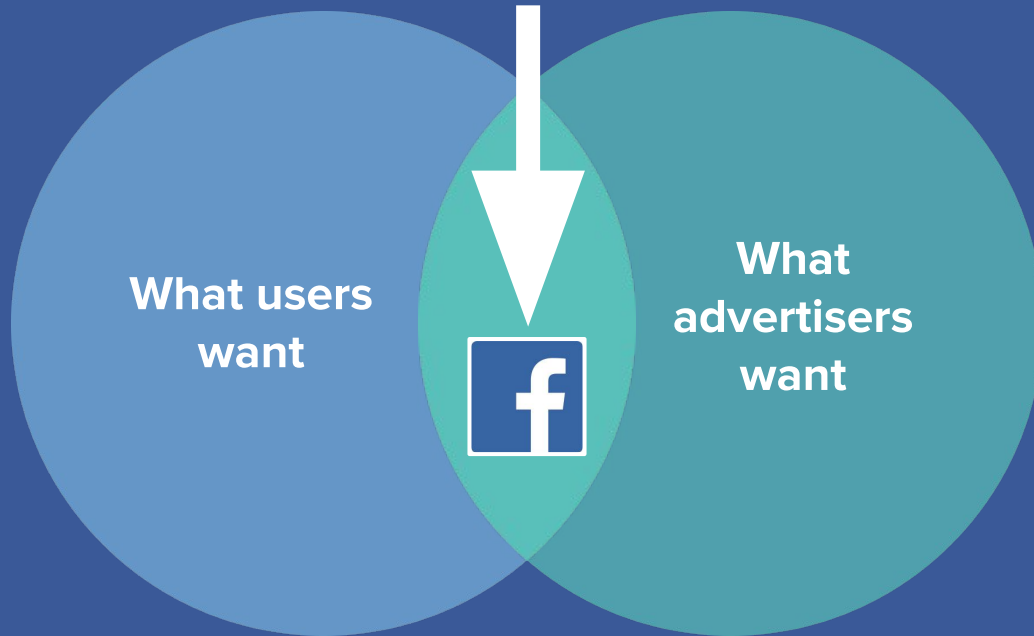
Increase # of likes, comments and shares

Increase conversion rate

Where we want to be

Sweet Spot

Ads are desired and relevant



Emotional States

People feel



Bored



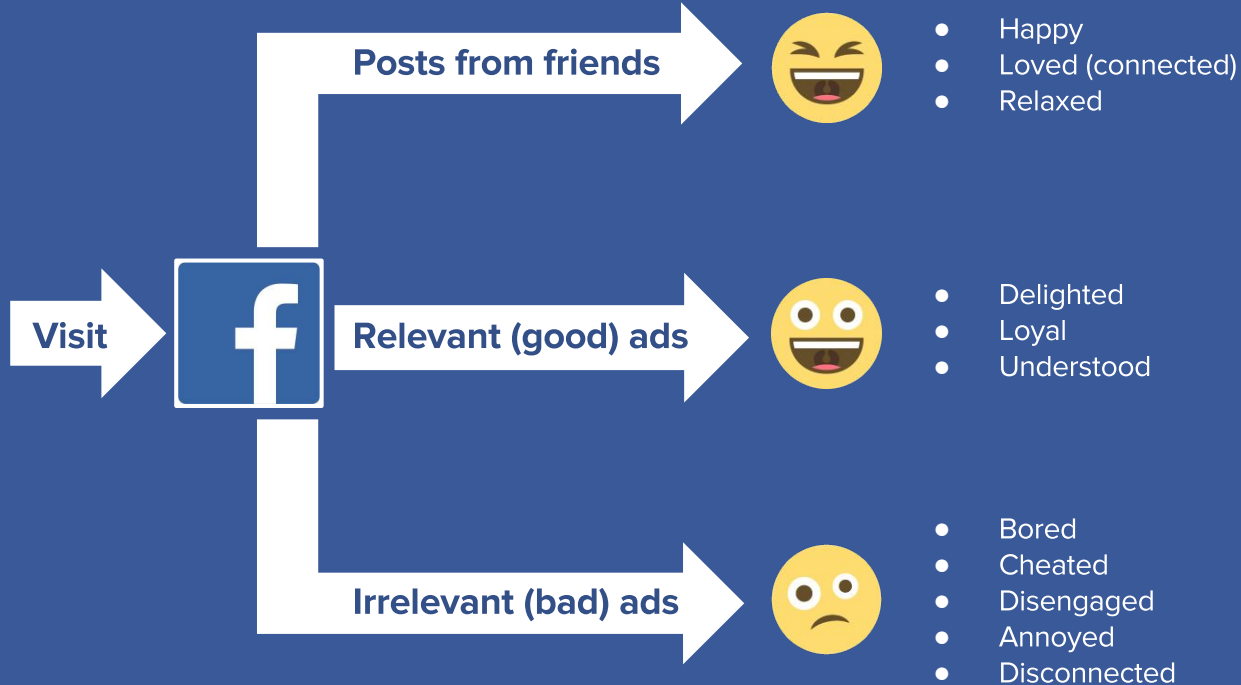
Lonely



Stressed



Curious



Redefined Problem Statement

Enhanced Experience

- Users should see ads that enhance, not interrupt, their experience on Facebook.

Desirable

- Ads need to be more desirable.

Relevant

- Facebook needs to work with advertisers to provide more relevant content that:
 - Helps people feel cared about
 - Creates happiness
 - Delivers delight through timing and context

Ideas



Interpreting Emotion & Habits



Swiping



Gift Wrap

Additional Ideas



Trending Ads



Connecting Advertisers with Advertisers



Rating User Engagement

IDEA 1

Interpreting Emotions & Habits

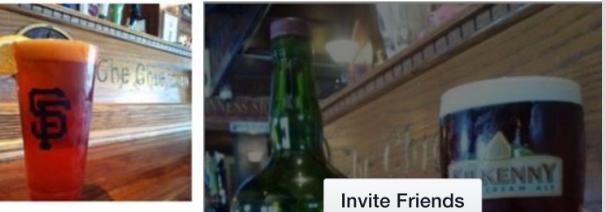


- When the user feels **Bored** the right ads create a sense of **Happiness** and **Connectedness**
- As a result, ads are **Wanted** and more **Effective**

Suggested Activity

 **Chieftain Pub**
Sponsored

Join us for "Happy Hour" at 3pm and stay for an awesome night of spot, 7:15pm SF Giants play Arizona, 7:30pm Warriors ply Rockets, 7:30pm San Jose Sharks play LA Kings. Beer, Baseball, Basketball and Ice Hockey. Happy Days!



 37  9 Comments  12 Shares

 Like  Comment  Share

IDEA 1

Interpreting Emotions/Habits



"I give Facebook enough data directly and indirectly that it should know me by now."

— FB User

Understanding how you feel

Allows Facebook to feel more human

- Understand emotions & moods
- Detect patterns
- Optimize content

Value/Benefits

Ads become worthy of living in the user's news feed by

- Feeling like Facebook "gets" you
- Conveying empathy
- Feeling cared about

which results in higher user engagement.

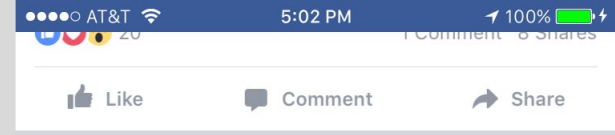
Mood Emotions Empathize

IDEA 2

Swipe



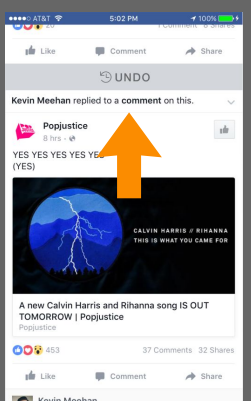
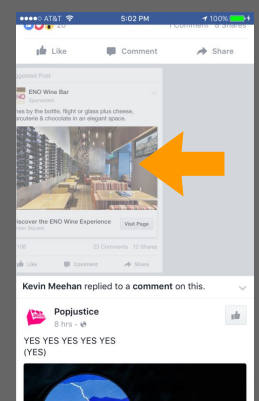
- Replaces feelings of being **Disengaged** with **Fun** and **Understanding**
- As a result, ads become more **Relevant**



Suggested Post

ENO Wine Bar
Sponsored

Wines by the bottle, flight or glass plus cheese, charcuterie & chocolate in an elegant space.



IDEA 2

Swiping



“It’s easy – I don’t have to think about it.”

— FB User

Personalize the Ad Landscape

Create a feed that fits your preferences by swiping left

- Keeps the content on feed relevant
- Encourages users to give feedback on ads on their newsfeed

Value/Benefits

- Improve algorithm
- Better relationships between users and ads
- Give user control of ad feed
- Same action; more value
- Tells advertisers more information about when ads are being preferred/not preferred

Control

Interaction

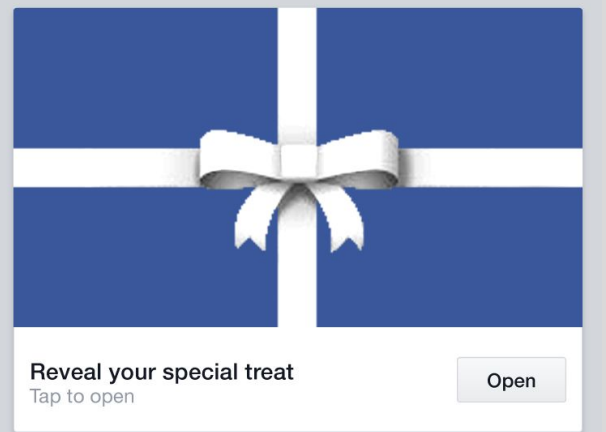
Personalization

IDEA 3

Gift Wrap



- Fills the void caused by **Annoyance** with ads to **Surprise, Happiness,** and **Anticipation**
- As a result, ads become **Desired**



IDEA 3

Gift Wrap



“So what’s behind the wrapping paper?”

— FB User

Keeping the Mystery

Utilize exceptional and highly-personalized ads to surprise the user’s ad experience:

- Begins interactions with otherwise passed ads
- Initiates a rewarding element for interacting with ads

Value/Benefits

- Engages users with scarce ads that appear infrequently
- Advertisers can see higher gains once reciprocity is returned after small interactions are made


Reward

Gratification

Curiosity

Surprise

Ideation Strength Analysis

Ads	Interpreting Emotions/Habits	Swipe	Gift Wrap
<i>Feels organic</i>			
<i>Becomes desirable</i>			
<i>Increases "Sweet Spot"</i>			
<i>Users feel cared about</i>			
<i>Advertisers feel successful</i>			

● = 100% ○ = 0%



Let's leverage Facebook's unique ecosystem.



Appendix

- Ideas for Advertisers
- Interaction Demos

IDEA 4

Connecting Advertisers



- Replaces **Distrust** with **Appreciation, Value,** and **Understanding**
- As a result, ads become more **Trustworthy**

Like Comment Share



Betabrand

Friday at 10:10 AM · 🌐

Having a hard time shopping for a gift for your boss, father in law, or similarly tough-to-impress person in your life? Broquet's got you covered with our assortment of classy, old-fashioned cocktail making kits! <http://www.broquet.co/collections/cocktail-and-bar-sets>



999 51 Comments 204 Shares



IDEA 4

Connecting Advertisers



“I am always looking for partnerships, but when you’re a small business, it can be hard to find other companies to team up with.”

— Small Business Owner

Better Ads Through Advertiser Partnerships

Connect advertisers with each other to provide a trust-based advertising experience

- A platform will recommend like-minded business with similar targets and goals
- Advertisers can synergize their ad content to offer more useful and trusted ads

Value/Benefits

- Advertiser screened ads (Authority)
- Trustworthy content
- Leverage similar products/services to provide relevant content

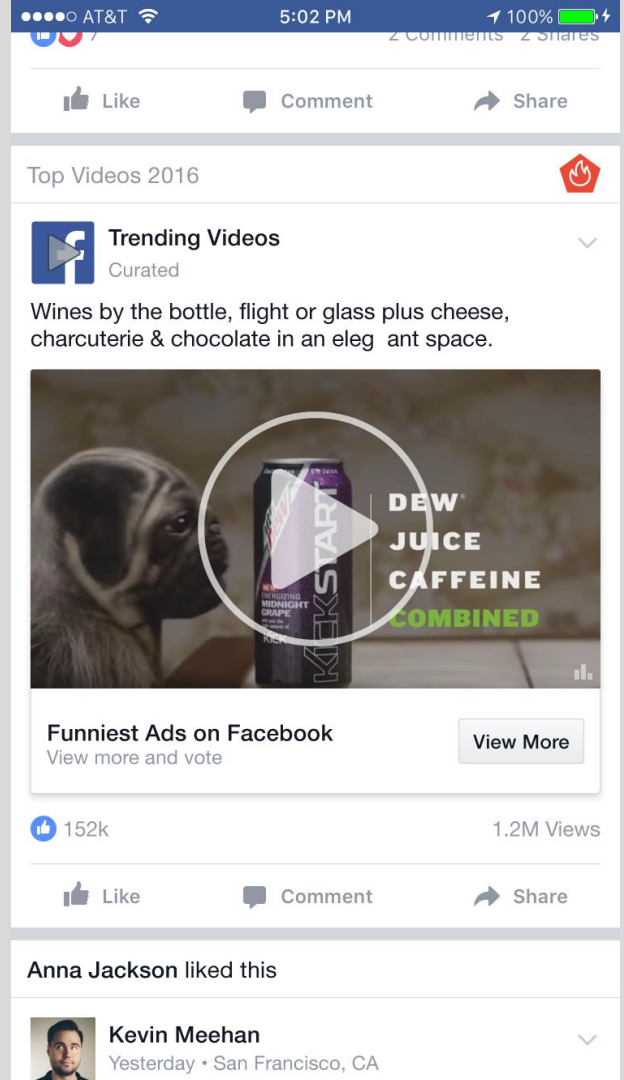
Quality Assurance Trust Reciprocity

IDEA 5

Trending Ads



- Replaces **Boredom** with **Joy** and **Delight**
- As a result, ads are **Engaging**



IDEA 5

Trendings Ads



“People might participate if they can vote for the funniest ad out of the top 5.”

— FB user

Your favorite ads

Curated collection of sponsored content based on user engagement

- Serendipitous and infrequent placement in news feed
- Allow user to vote for their favorite videos
- Browsable top-rated videos

Value/Benefits

- Timed availability paired with high-quality content creates demand and desire to interact with them when appearing in the news feed
- Creates a source of delight for users that are in a state seeking entertainment
- The feeling of involvement by allowing user input to affect status of videos leads to higher user engagement

Delight

Involvement

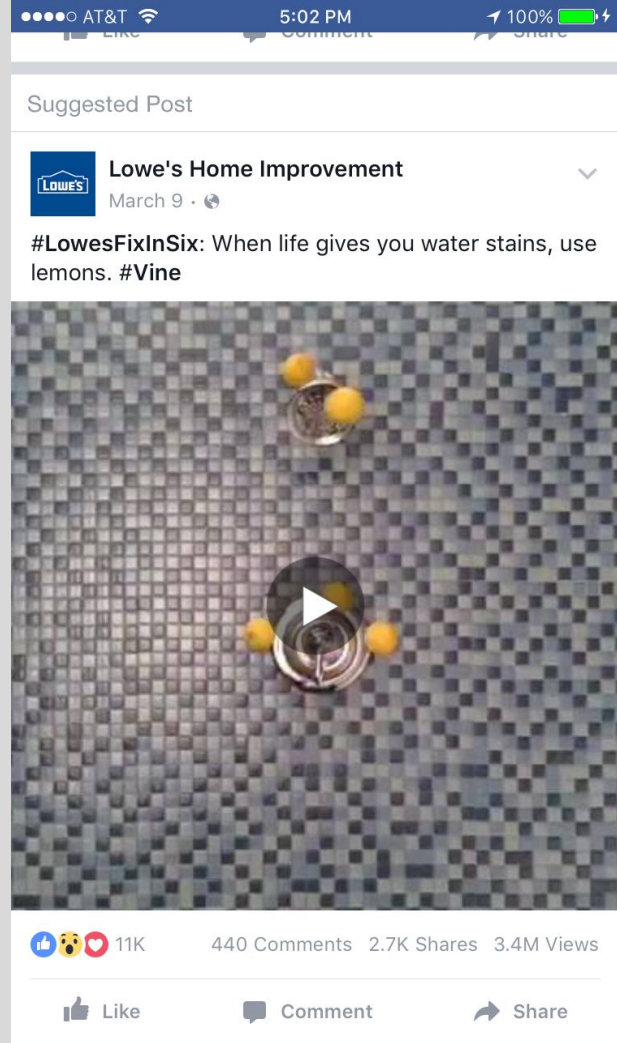
Entertainment

IDEA 6

Rating User Engagement



- Replaces **Annoyance** from irrelevant ads with **Trust** and **Delight**
- As a result, ads are **Desired** and **Appreciated**



IDEA 6

Rating User Engagement



“You don’t ask someone to marry you on the first date.”

— FB User

Getting to know you

Users are rated based on their interest level with a product/brand and related habits. Ads are then tailored to users at each level.

- Ad targeting includes habits as well as brand interest
- Allows advertisers to customize ads
- Users get more personalized ads

Value/Benefits

- Influence campaign
- Develop leads
- Map brand awareness
- Micro-target for more personalized messaging

Development

Trust

Relationship

Familiarity

Ideation Strength Analysis

Ads	Interpreting Emotions/Habits	Swipe	Gift Wrap	Connecting Advertisers	Trending Ads	Rating User Engagement
<i>Feels organic</i>						
<i>Becomes desirable</i>						
<i>Increases "Sweet Spot"</i>						
<i>Users feel cared about</i>						
<i>Advertisers feel successful</i>						

= 100% = 0%

Interpreting Emotions



Interpreting Habits



Swiping



Gift Wrap



Trending Ads

