What drives mobile advertising performance?

Issued by Amasa   15 Mar 2019

Amasa are pleased to invite you to our next Ignite Monthly Forum, this time hosted by Facebook at their offices over cocktails and canapés.

Our special guest will be Martin Ash from MetrixLab in the UK, who will share the latest findings from a study conducted for South African market in partnership with Group M, Omnicom and Facebook, evaluating video ads from South African mobile campaigns to answer questions such as:

- Do consumers process information differently in mobile compared to desktop and larger screens?
- How much time does an ad need to stay on a mobile screen in order to be seen?
- Is there any correlation between view duration and brand impact?
- What key creative attributes drive mobile video ad performance?

The answers to these questions may surprise you. Join us as we discuss its implications for creative and media planning and mingle over cocktails.

Date: Tuesday, 19 March 2019
Time: 4:30pm – 7pm
Venue: Facebook, Building 6, Culross on Main, 34 Culross Road, Bryanston

RSVP: To andrew.maluleka@inl.co.za by 14 March 2019. *Please note: RSVP mandatory in order to gain access. There is limited parking, we recommend taking an Uber.*

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