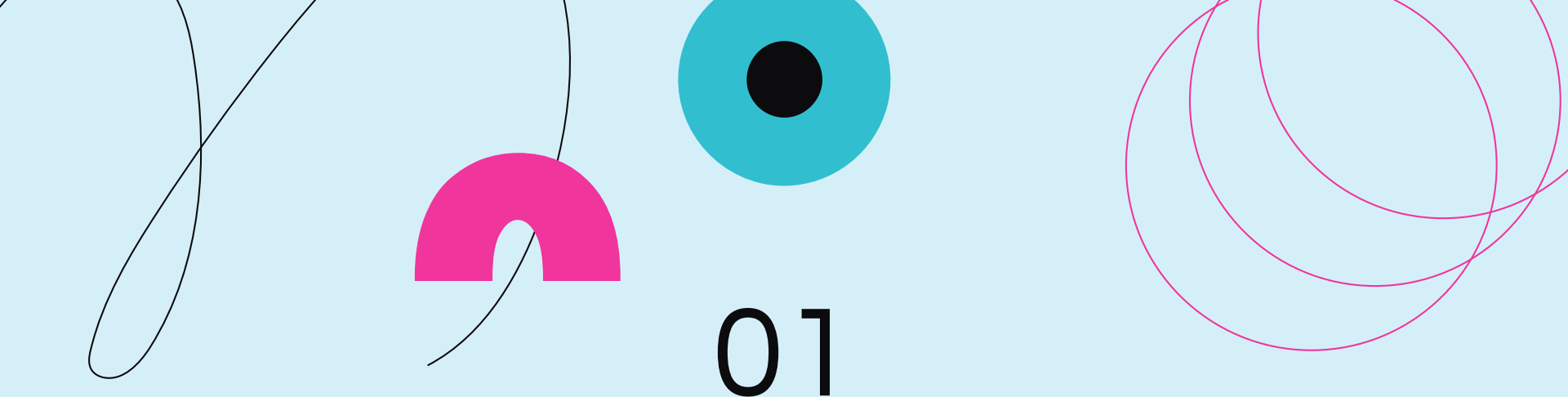


The background is a light blue color with various abstract geometric shapes and patterns. In the top left, there is a green semi-circle with a black dot inside, next to a black shape. To the right, there is a pink rectangle with two horizontal orange lines and a black comb-like pattern below them. On the left side, there are several black curved lines. At the bottom left, there is a large orange triangle. In the bottom center, there is a blue semi-circle. To the right of the blue semi-circle, there is a blue rectangle with white text. Further right, there is a pink star shape. At the bottom right, there are several horizontal black lines.

Elmélyülés a tartalomban

Üzleti alapon

Tóth Bálint
Atmedia



01

Klasszikus tartalom

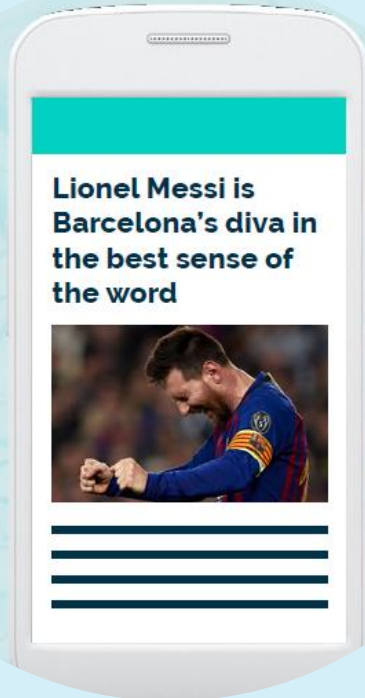




Forrás: IAS – The Halo Effect



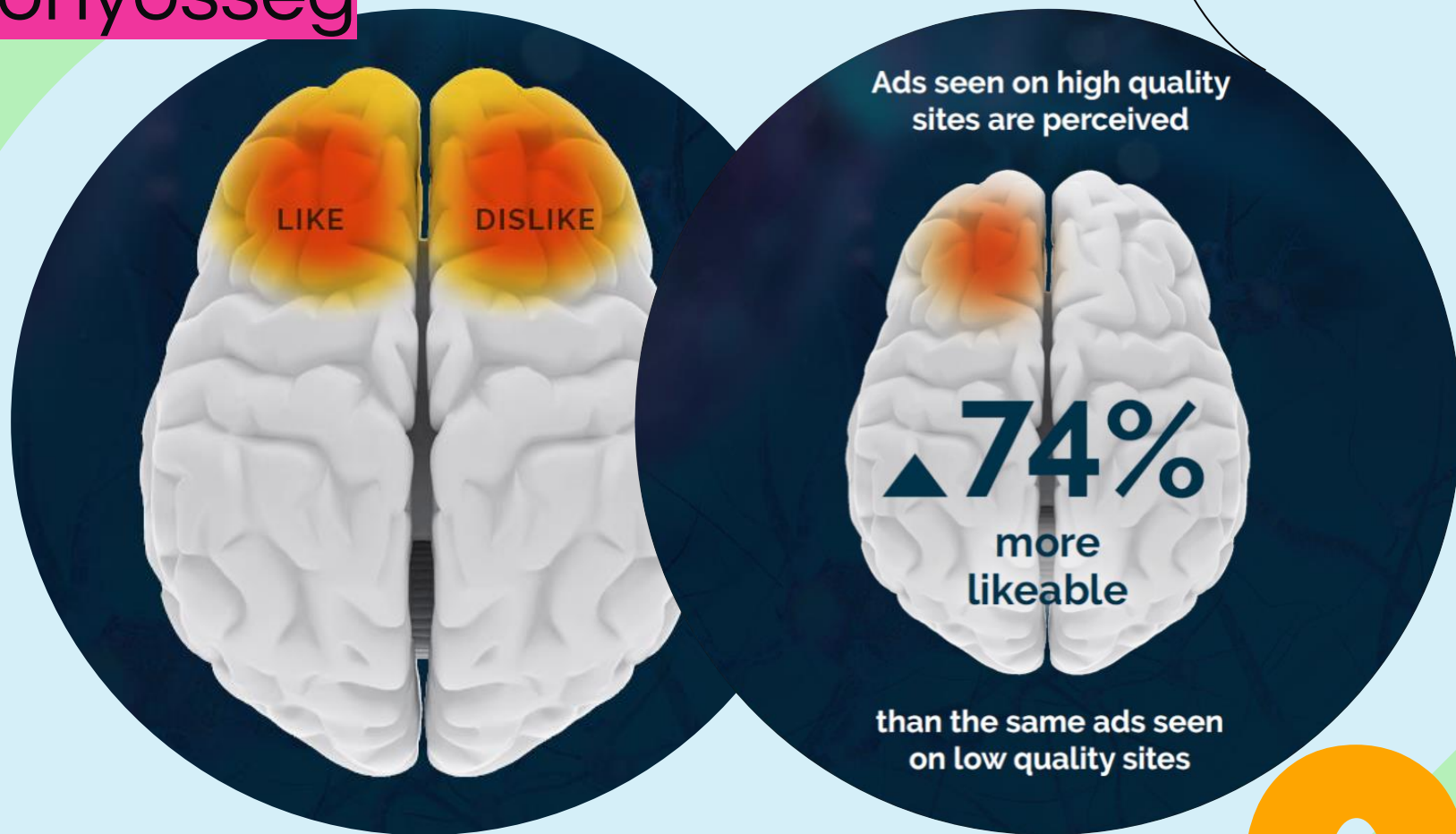
Magas vs alacsony minőség



Magas vs alacsony minőség

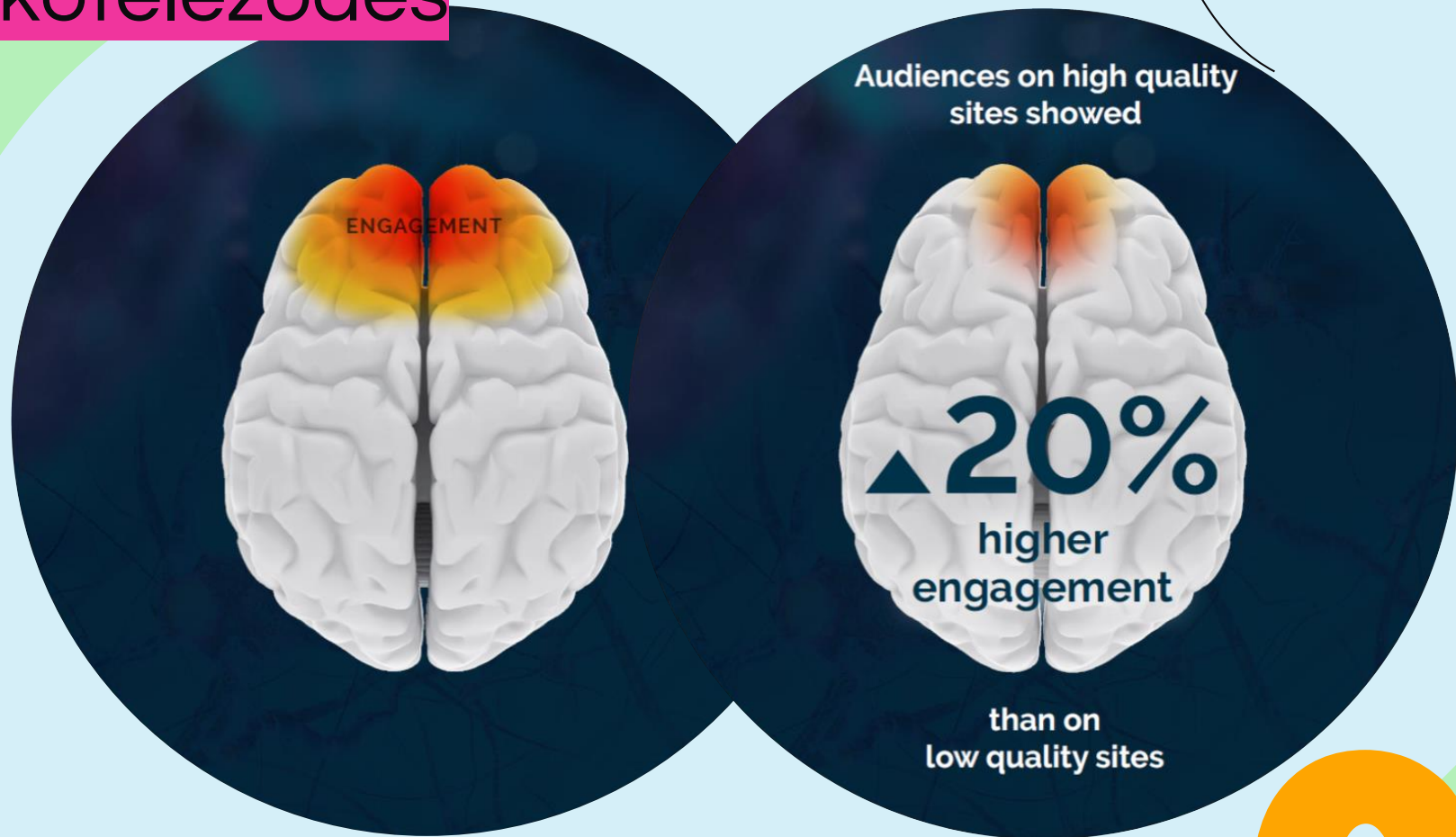


Előnyösség

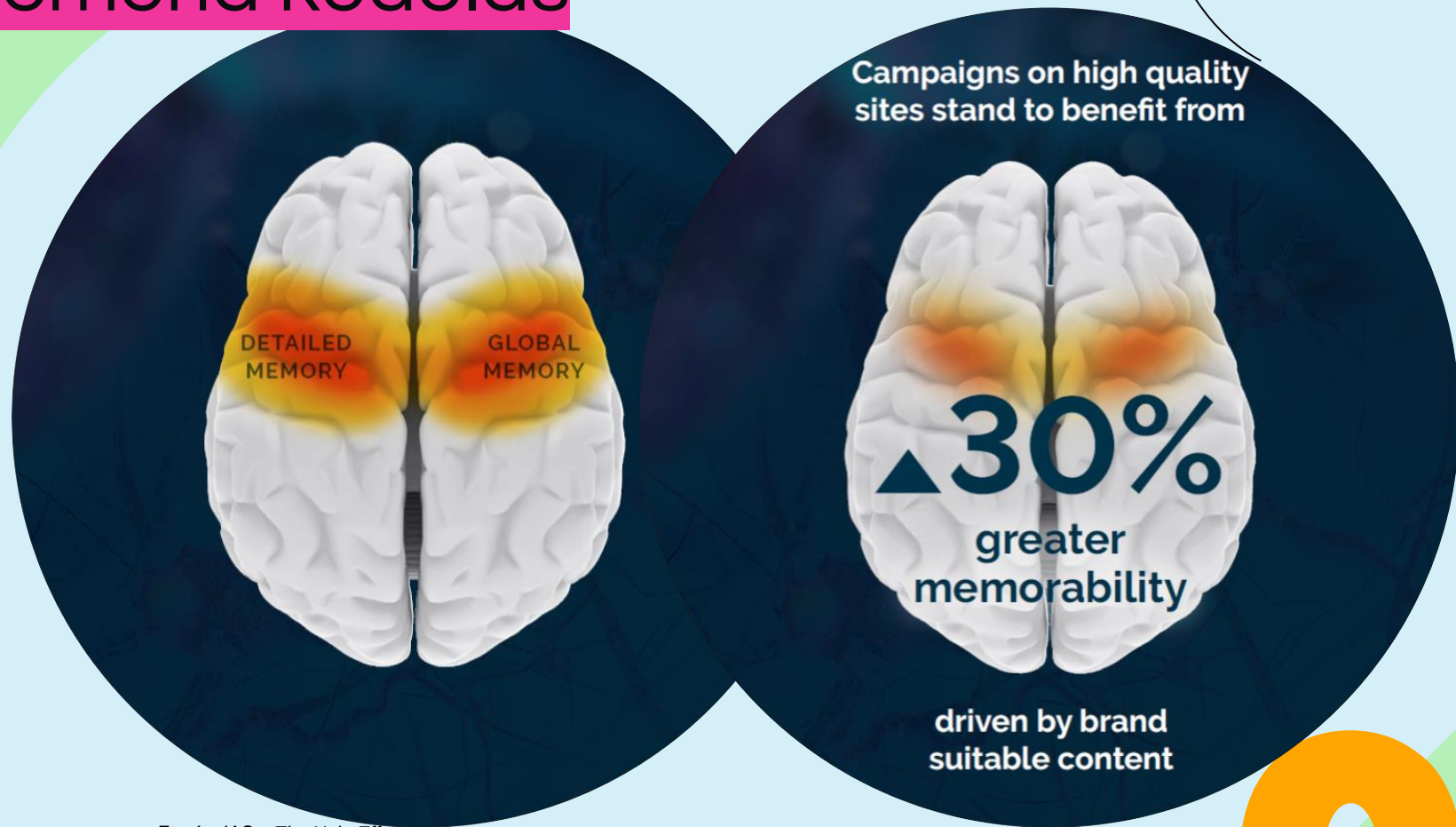


Forrás: IAS – The Halo Effect

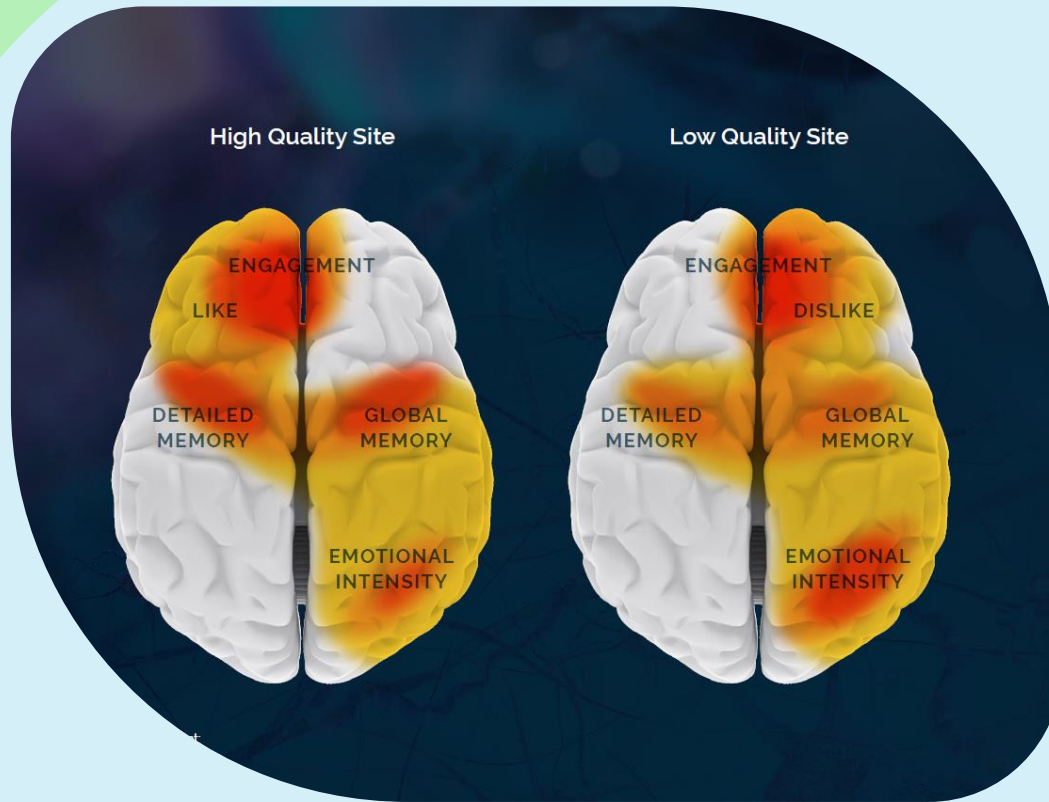
Elköteleződés



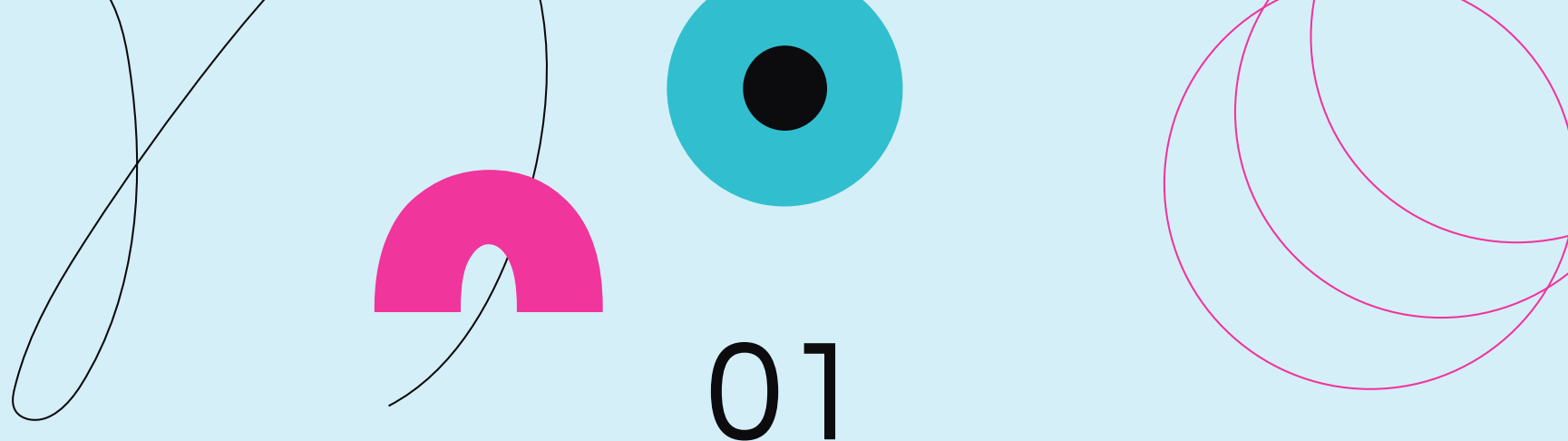
Memória kódolás



Tanulságok

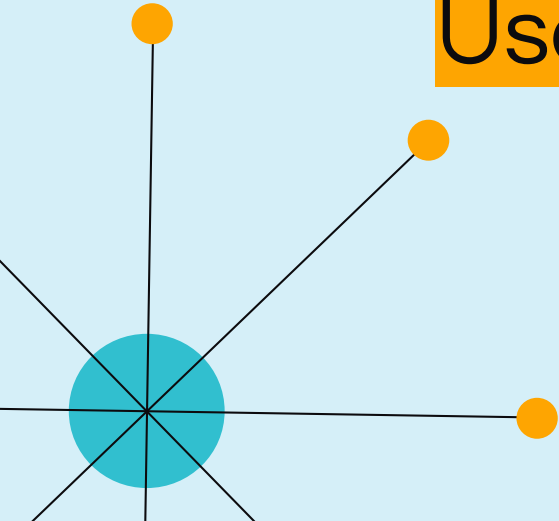


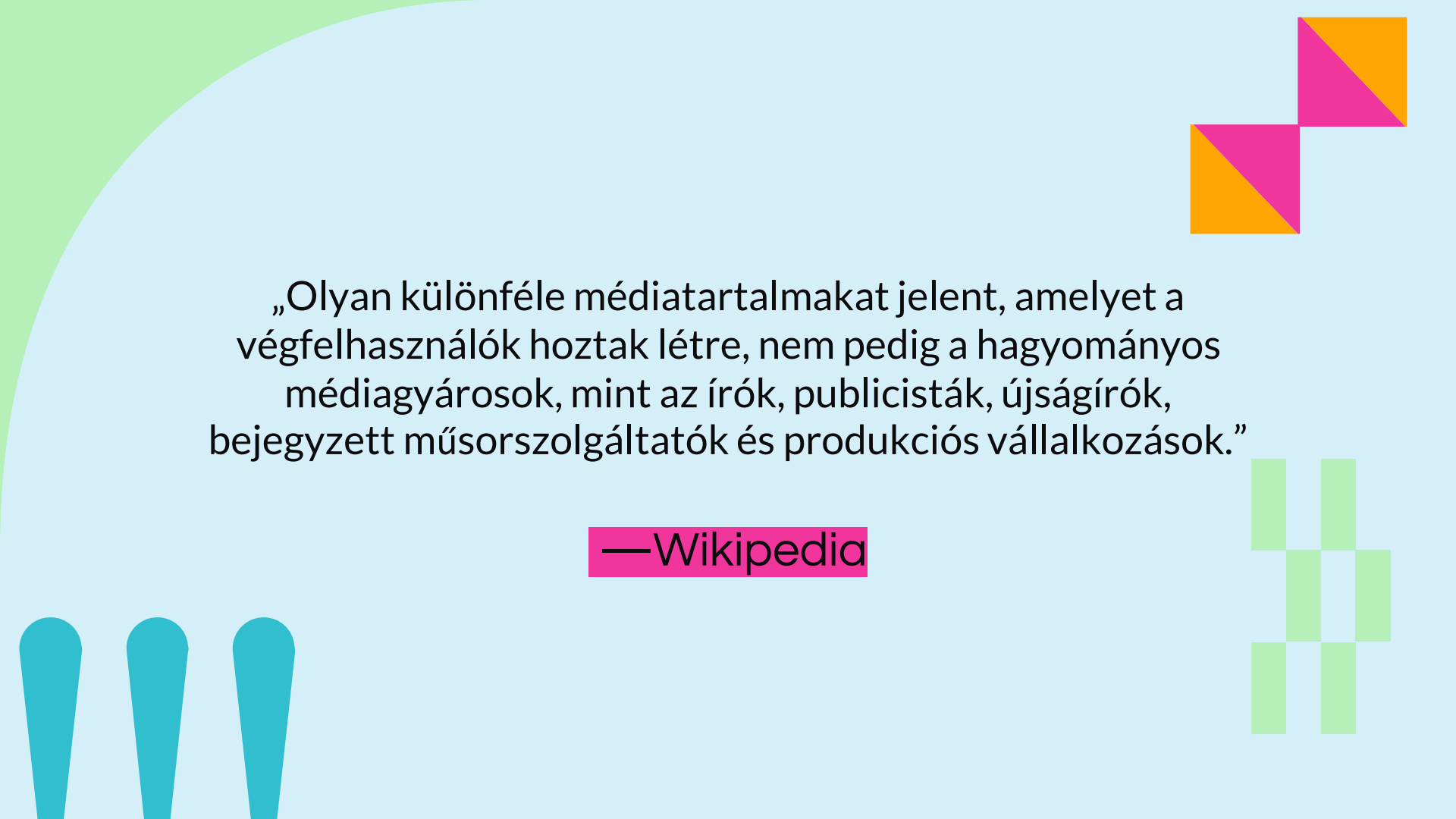
- Fogyasztói reakció semleges, a hirdetések megítélése negatív
- Rossz minőségű tartalom mellett 9%-kal magasabb negatív érzelmi reakció



01

User Generated Content

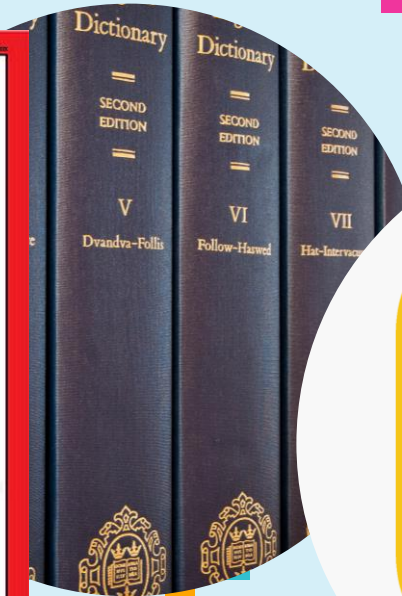
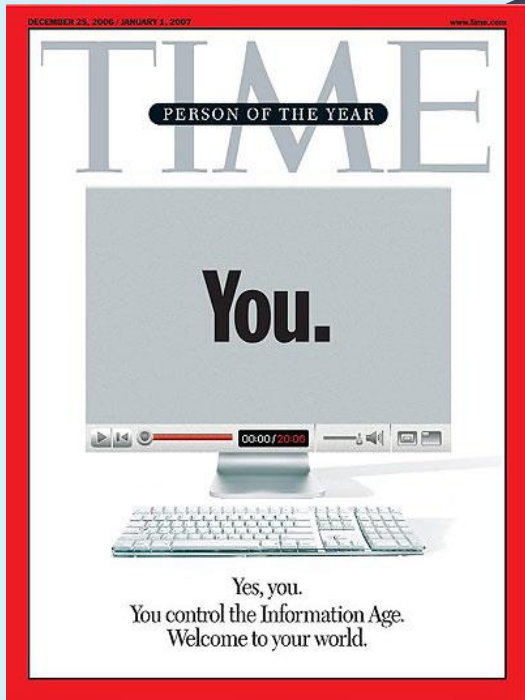




„Olyan különféle médiatartalmakat jelent, amelyet a végfelhasználók hoztak létre, nem pedig a hagyományos médiagyárosok, mint az írók, publicisták, újságírók, bejegyzett műsorszolgáltatók és produkciós vállalkozások.”

—Wikipedia

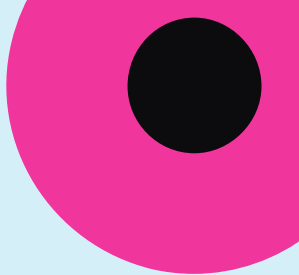
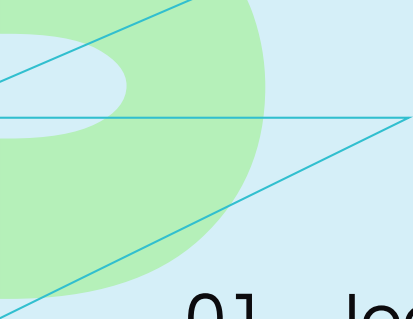
A UGC története



Miért készít valaki UGC-t



- Megvéd a külső fenyegetettségtől
- Csökkenti az önmagunkkal kapcsolatos bizonytalanságot
- Fontosság érzése
- Figyelem



Kihívások

01 Jogi

02 Brand Safety/Suitability

03 Mentális



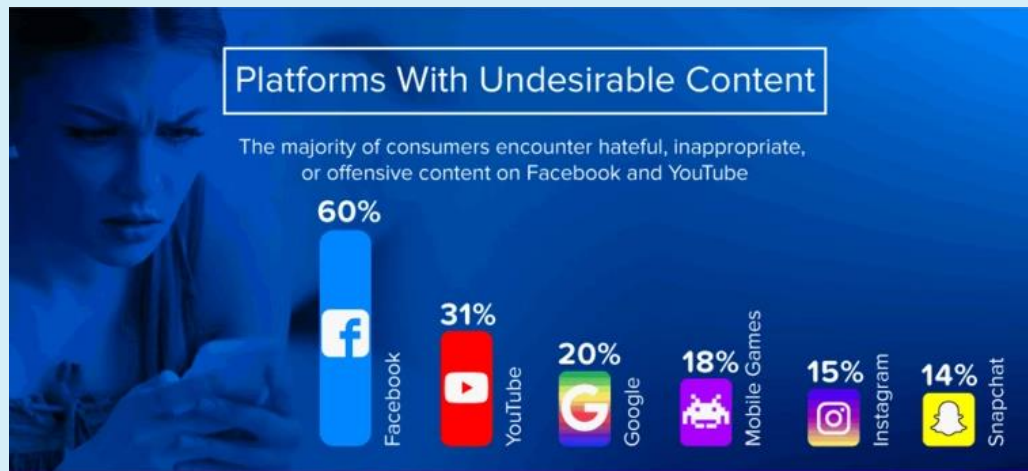
Fake news



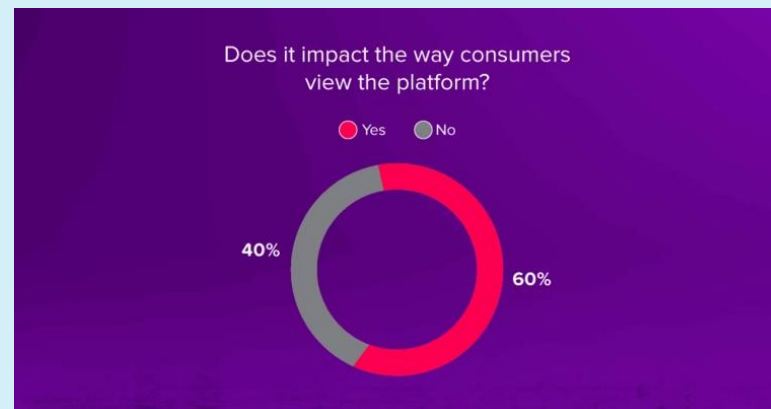
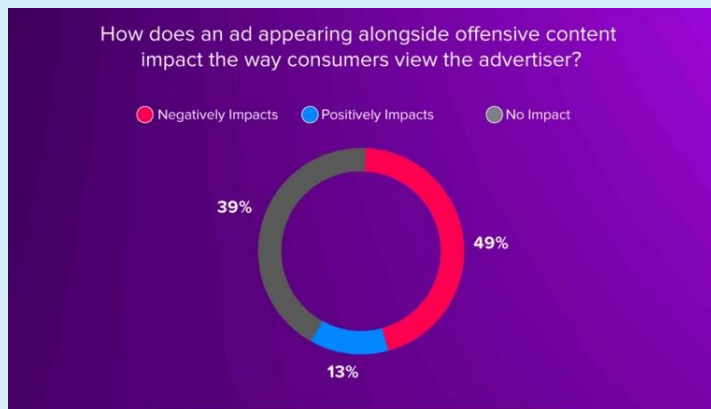
Fake news



„Fear feed“



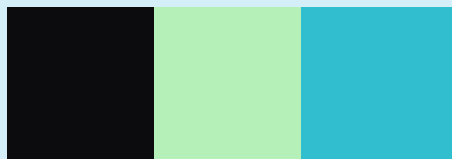
Bizalom



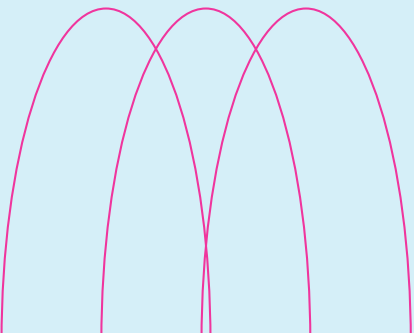
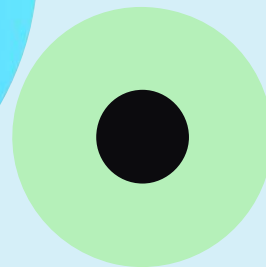
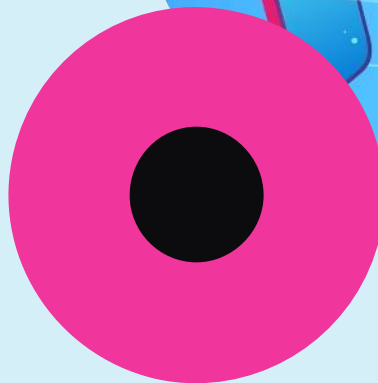


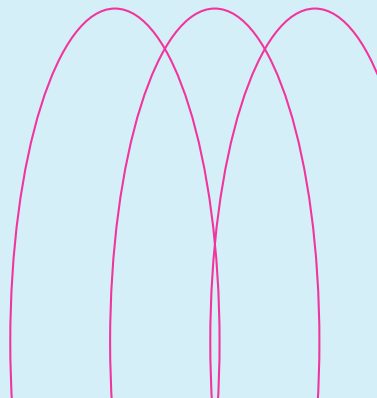
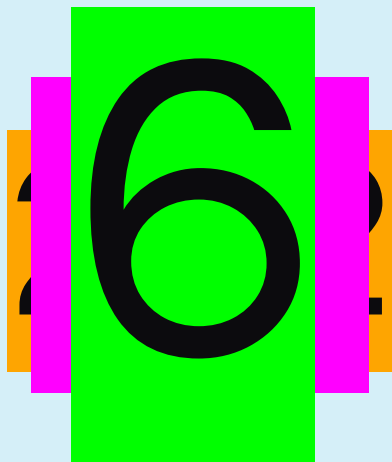
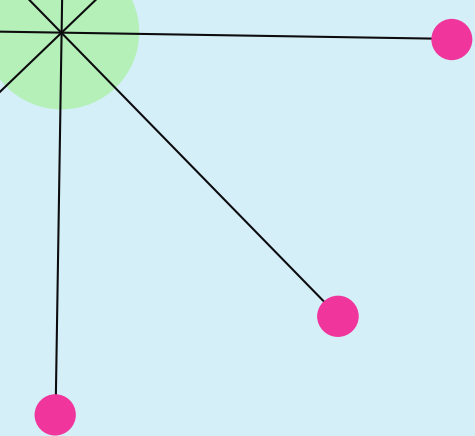
02

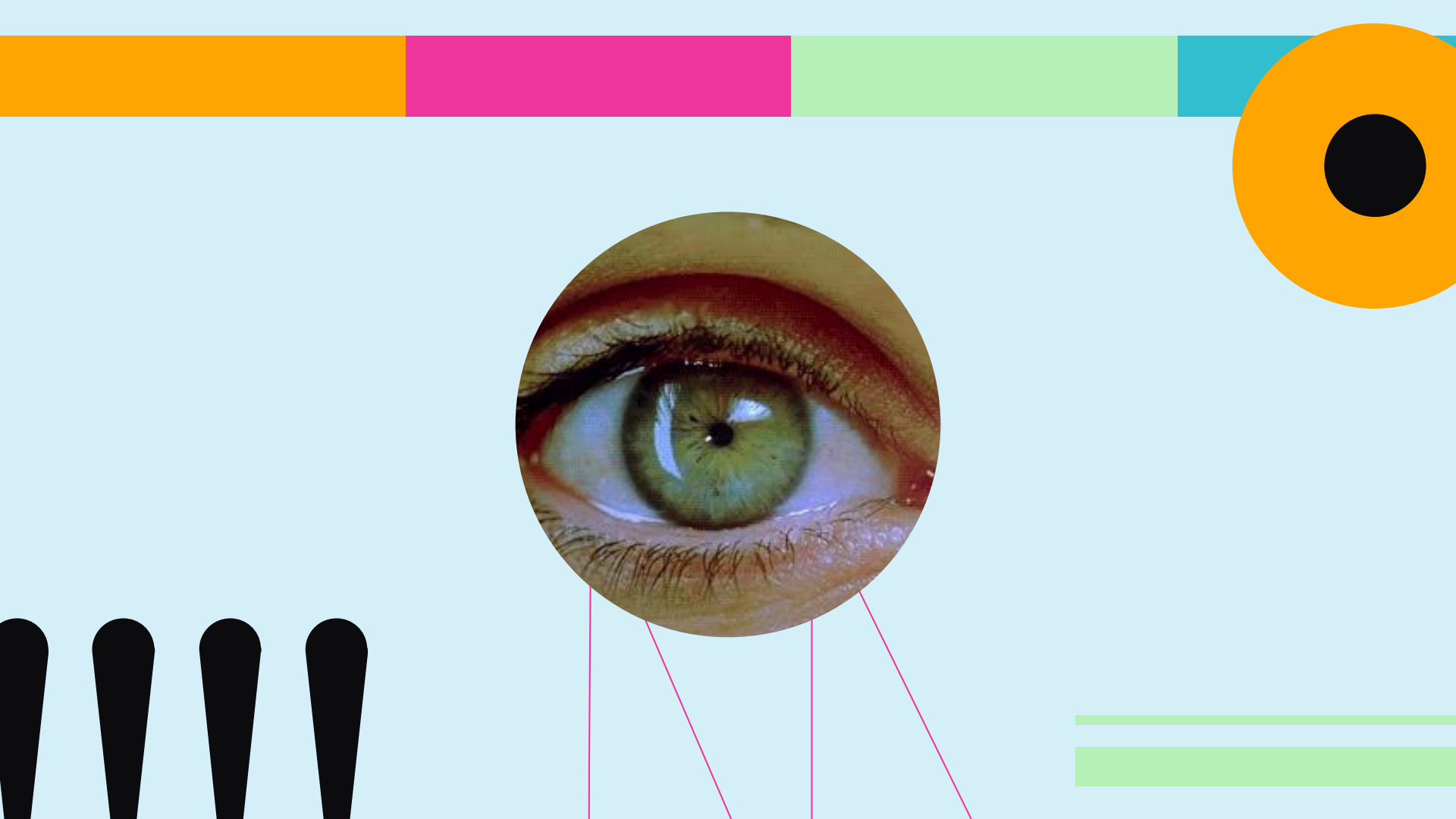
Social Média mentális hatásai

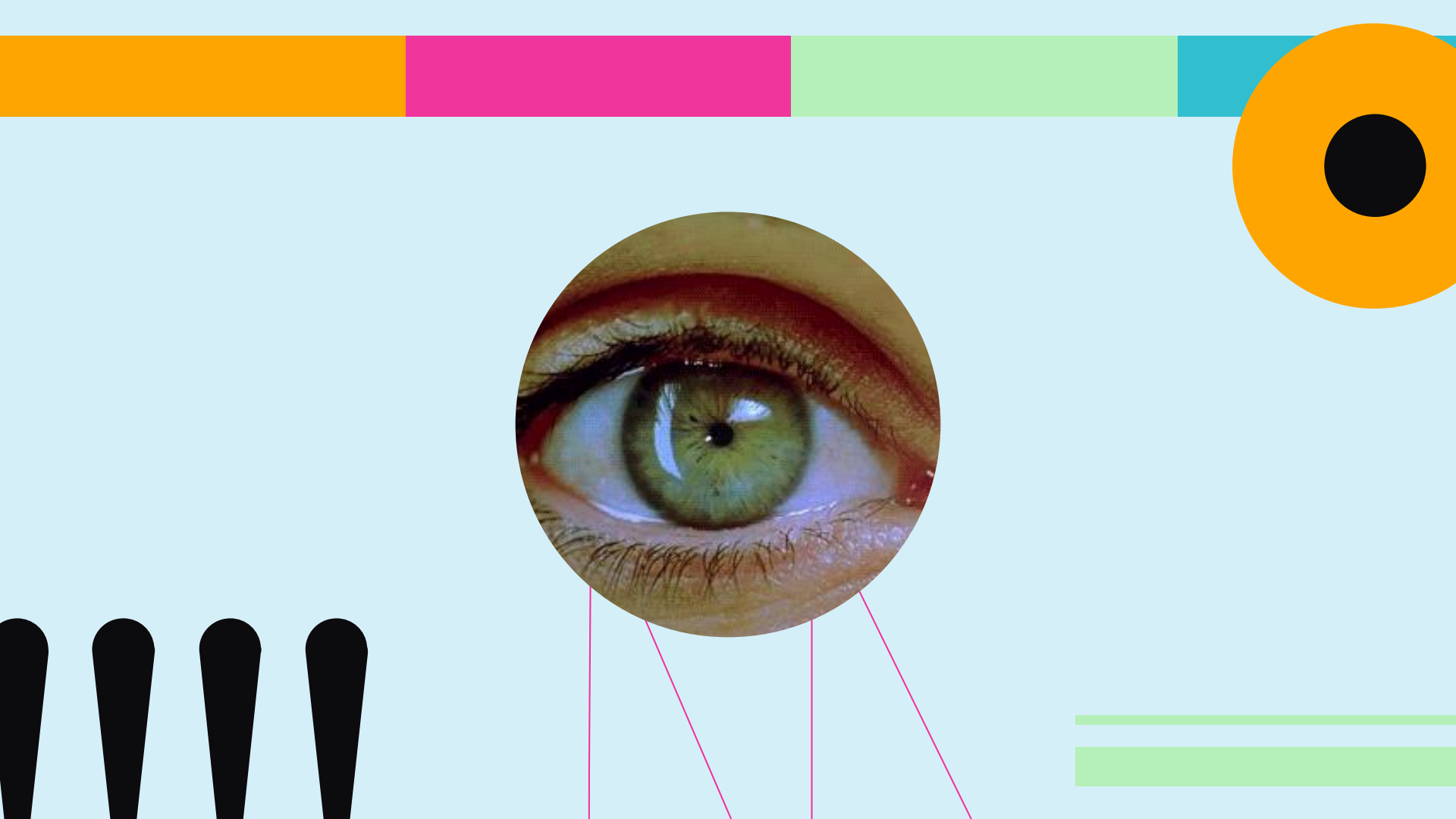


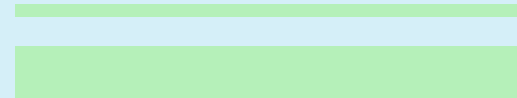
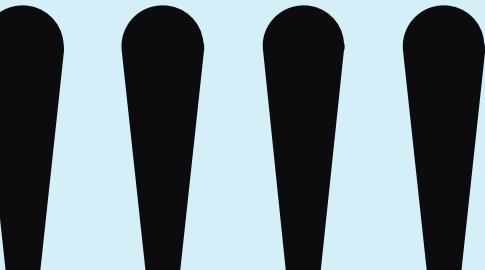
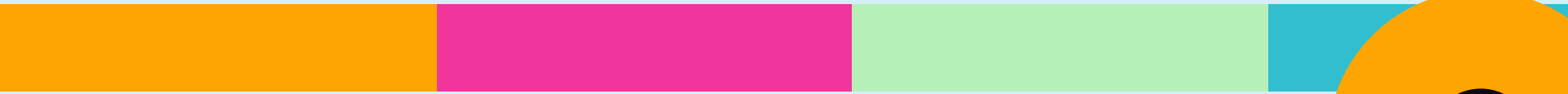
A platformok kialakítása





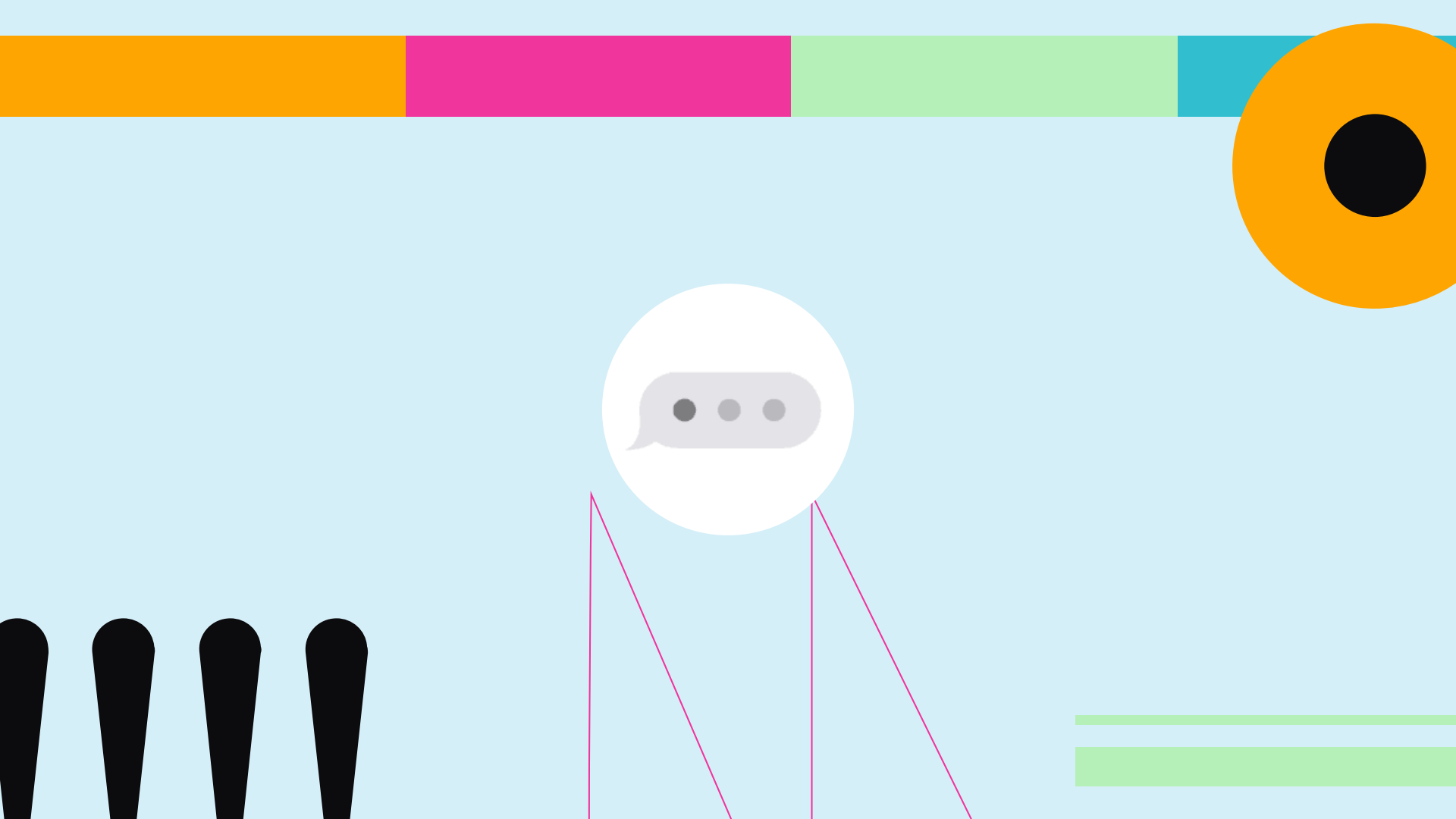


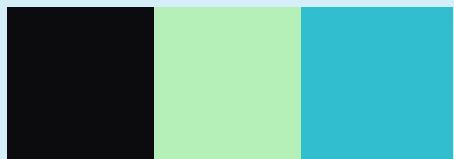




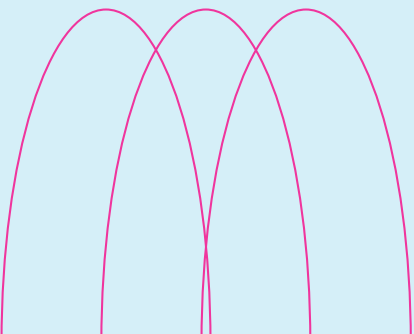
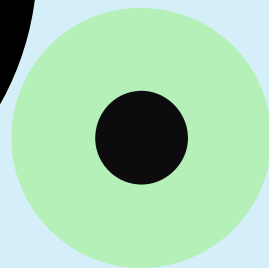
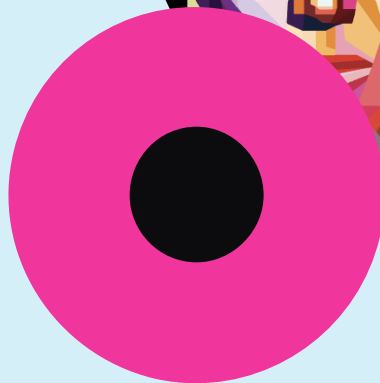


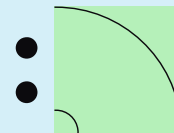
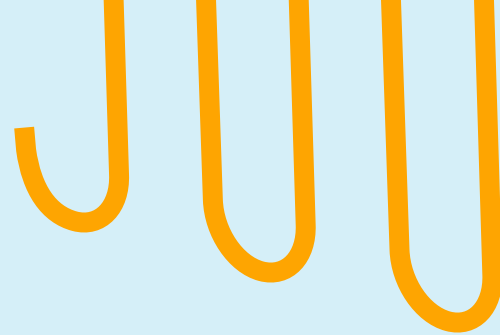
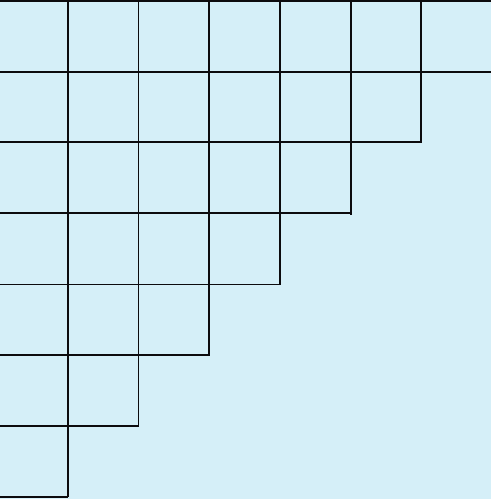


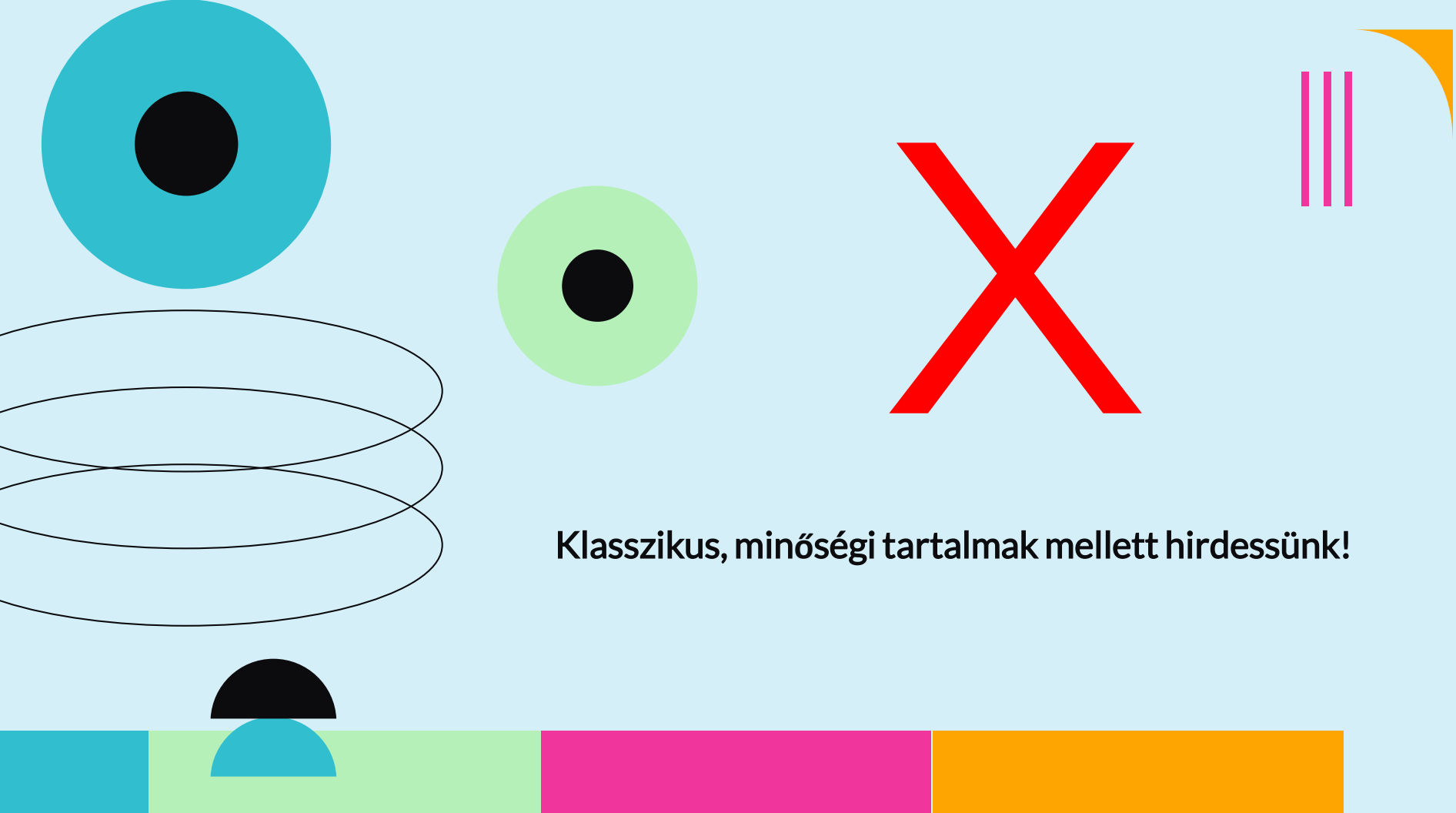




TikTok







Klasszikus, minőségi tartalmak mellett hirdessünk!



Köszönöm a figyelmet

Balint.toth@atmedia.hu



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