



LIFE IN McNEVER-NEVER LAND

A little over a week ago McDonald's announced they were holding an agency review for their national account (about 1/2 of McDonald's advertising is done nationally, the rest is regional.) The review included the holding companies of their 2 longtime national agencies – Leo Burnett and DDB – plus a third agency network, WPP.

According to the CMO of McDonald's, the reason for the review was (hold on tight)...

"To be the modern and progressive company that we want to be, we have to create more immersive consumer engagement. We need the support of an omnichannel integrated agency resource that can support our marketing efforts today and then prepare us also as the future continues to evolve."

Yeah, whatever.

Well, one week later, the putative "omnichannel integrated agency resource," WPP, has *dropped out* of the review.

So McDonald's is left with the same guys who were apparently monochannel disintegrated agency resources that created submersive consumer engagement. Maybe their CMO will get lucky and the future will not continue to evolve.

If I was Burnett or DDB I'd tell that CMO to take her McNuggets and stick 'em where the sun don't shine.

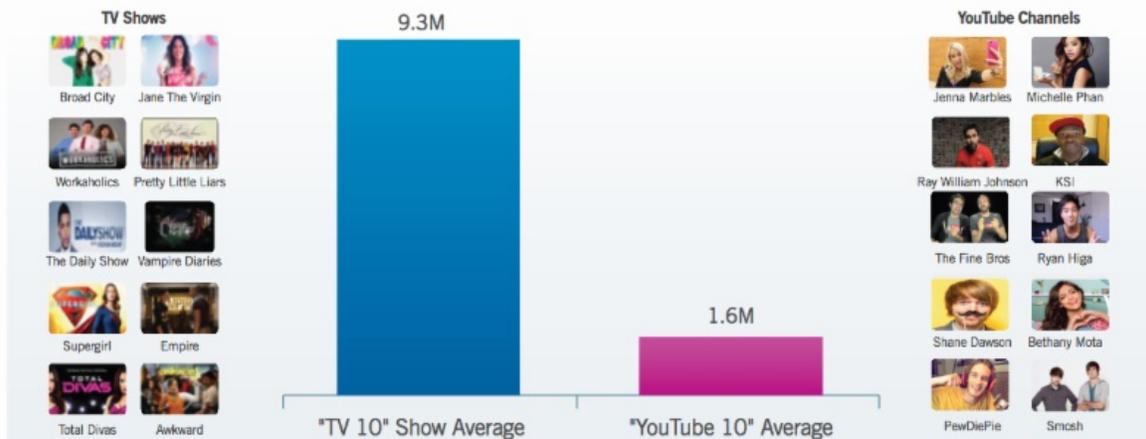
LIFE IN MILLENNIAL-LAND

As you know, advertisers are obsessed with Millennials. One of the reasons for the popularity of YouTube with advertisers is the belief that YouTube resonates better with Millennials than traditional TV does. This is apparently completely wrong.

A study by the VAB (Video Advertising Bureau) claims that Millennial-focused TV shows are way more popular than Millennial-focused YouTube stuff.

Comparing the top 10 Millennial-focused TV show viewers with the top 10 Millennial-focused YouTube viewers, here's what you get:

Avg. TV Program Audience (IMPs) Per Episode vs. Avg. YouTube Views Per Video



One thing to mention: Because it's impossible to know where online viewers are coming from, in the chart above the figure for TV is US only but the figure for YouTube is the whole world. You can find the full report [here](#).

LIFE IN THE REAL WORLD

Paul Verna, senior analyst at eMarketer says, "While so much debate has centered on a supposed tug-of-war between TV and digital video, the reality is that digital video is growing not at the expense of TV, but because video content is more popular than ever. We might spend less time watching on the main screen, but we're no less interested in TV programming, and in fact, we seek out more of it every year."

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