

Press Release

MediaCom launches global partnership with Realeyes to integrate emotion measurement into creative and planning

New data will reinforce MediaCom's proposition as "The Content + Connections" agency

London, 12 January 2016 – MediaCom has entered into a global partnership with Realeyes to incorporate emotion measurement technology into its content testing and media planning for clients.

The partnership, the first of its kind for a media agency, will enable MediaCom to assess the emotional power of every piece of video content it briefs media/production partners to make or create in-house, to ensure that client messages are as engaging as possible and delivered to the most receptive audience segments.

The Realeyes platform – which measures how people feel as they view video content via any webcam – will be integrated into MediaCom's central content hub, which gives producers and planners the ability to include emotion analytics into their analysis and recommendations. They will also be able to benchmark content against previous campaigns in their own market and other countries around the world.

"Incorporating Realeyes' technology enables us to take a smarter data-driven approach to creativity and planning, ensuring that our clients are building the most engaging branding experiences," says Palle Finderup Diederichsen, Head of EMEA at MediaCom Beyond Advertising. "Tools such as Realeyes allow us to get behavioural information upfront, so we can optimise and measure content before launch. This enables us to deliver more effective video and more efficient distribution, making the message more impactful and delivering increased business advantage for our clients."

Founded at Oxford University, Realeyes' emotion measurement technology enables marketers to make better decisions across the three key stages of video advertising – testing the creative, planning media spend and analysing the performance.

"MediaCom fully understands the central role of content in successful marketing but was looking for a quick and economical way to assess which content strikes the right chords with the right audiences," says Mihkel Jäätma, Realeyes' CEO. "Emotion analytics provides quicker and deeper intelligence than traditional methods and, as it scales easily across global markets and cultures, it makes it easy to roll out centrally – even within large and sophisticated organisations such as MediaCom."

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About Realeyes

Emotions drive behaviour. Using webcams, we measure how people feel as they watch video content, enabling marketers to confidently target optimised content to the right audiences. www.realeyesit.com

About MediaCom

MediaCom is the “The Content + Connections Agency”, working on behalf of its clients to leverage their brands’ entire system of communications across paid, owned and earned channels to step change their business outcomes. MediaCom delivers not just individual channel silo efficiencies but also connected communications system effectiveness, by developing and optimising all content – defined as any form of consumer messaging – as the fuel that drives high-performing systems. MediaCom measures and quantifies communications systems across paid, owned and earned through their unique Connected System Audit.

MediaCom is one of the world’s leading media communications specialists, with billings exceeding US\$33 billion (Source: RECMA 2015). It employs 6,500 people in 125 offices across 100 countries around the globe. Its client roster includes P&G, VW Group, Dell and Universal. In 2015, MediaCom was recognised by RECMA as the leading global agency network in its Network Diagnostics report, and also was the first agency network to top all 3 key RECMA reports across EMEA. In the past year, MediaCom has been awarded Media Agency of the Year in the US by AdAge and Adweek, Agency of the Year in the UK by Campaign and The Drum, and Global Agency of the Year at the M&M Awards 2015. The agency also captured six Media Lions at the 2015 Cannes Lions International Festival of Creativity, making it the top performer among all global media agency networks.

MediaCom is a member of WPP, the world’s largest marketing communications services group, and part of GroupM, WPP’s consolidated media investment management arm.

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