



the annual

 i'm first



WELCOME TO FACEBOOK: THE ANNUAL

‘Move fast.’

Before I joined Facebook, I thought of these as two simple words. I had no idea how important they were to the fabric of this company, how they influence our actions and decisions every single day. And although I had experienced fast-paced environments before, I certainly couldn't have guessed how my first six months would flash past in a blur of activity.

But even when moving fast, it's important to take time to reflect – if only for a moment. This book is one of those moments: a rare opportunity to take stock of the journey we've been on over the last 12 months. It's been an incredible year, not just for Facebook but for our clients and partners, too.

In the year in which we hit the million-advertiser mark, there are more of you than ever before, enjoying great success on our platform and helping us evolve our business so we can better understand and serve your needs.

Facebook: The Annual is our way of taking the time to say thank you. It's a collection of articles we've published throughout the year in our regular newsletter, the Facebook Download, alongside brand new content, insights and perspectives from across the region. It's an extended digest of 2013, but it's also a snapshot of where we are and where we're headed.

I look forward to continuing this journey with you in 2014!

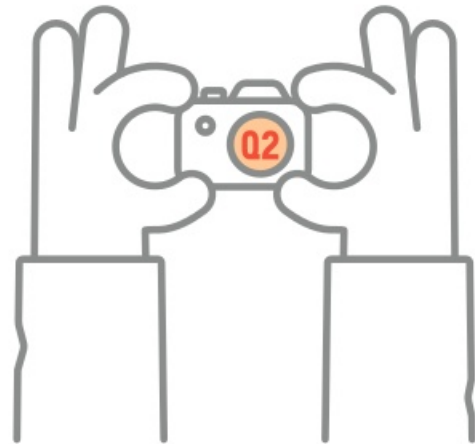
Best wishes

Nicola Mendelsohn

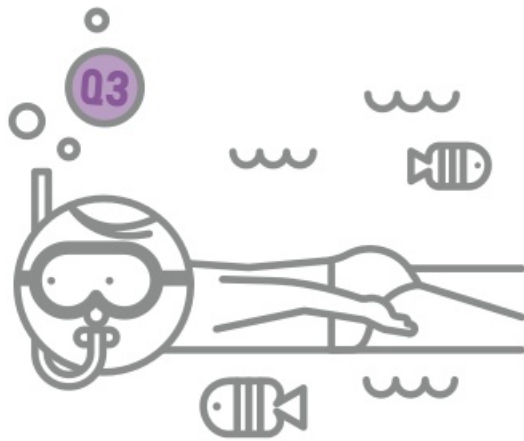
VP EMEA, Facebook

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Art Directed and Designed by **Hüman After All**



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JANUARY • FEBRUARY • MARCH



CHRIS COX

WHAT IS FACEBOOK?

FACEBOOK IS IN A CONSTANT STATE OF RENEWAL AND REINVENTION. BUT AS THE YEAR KICKS INTO GEAR, CHRIS COX, FACEBOOK'S VP OF PRODUCT, STEPS BACK TO CONSIDER THE

PAST, PRESENT AND FUTURE OF THE PLATFORM

"WE'RE NOT EVER GOING TO BE A MEDIA COMPANY."

THERE'S NOT A GREAT HISTORY OF MEDIUMS BECOMING GOOD AT CREATING CONTENT."

"THE INTERESTING THING ABOUT MOBILE WAS THAT WE KNEW IT WAS COMING, WE JUST CHOSE THE WRONG APPROACH."

"HAVING A PUBLISHING TOOL IN YOUR POCKET IS A BRAND NEW IDEA."

"NOW WE HAVE THE TECHNOLOGY SIDE FIGURED OUT, YOU'RE STARTING TO SEE THINGS THAT ONLY FACEBOOK CAN DO."



“WHETHER WE’RE TALKING ABOUT USERS OR ADVERTISERS, WE

THINK
OF IT DEFINITELY AS ONE PIECE OF FABRIC.”

“EVERY SINGLE CONTENT STREAM IN THE HISTORY OF CONTENT HAS HAD ADVERTS. AND THERE’S A REASON FOR THAT.”

“WHEN FACEBOOK STARTED IN 2004, GETTING A PHOTO ONTO IT MEANT GETTING A USB DRIVE AND A CAMERA – IT WAS A PAIN IN THE ASS AND NOBODY DID IT. TODAY, HUNDREDS OF MILLIONS OF PIECES OF CONTENT ARE FLOWING THROUGH THE SYSTEM.”

“WE’RE A MEDIUM AND WE’RE REALLY FOCUSED ON
RELIABILITY
EASE OF USE, SPEED AND GETTING OUT OF THE WAY.”

facebook

“THE INTERESTING QUESTION FOR US IS, ‘WHAT DOES IT MEAN FOR GREAT CONTENT TO LIVE INSIDE OF FACEBOOK?’”

Q “THE REAL QUESTION IS NOT, ‘ARE THERE ADS IN YOUR SYSTEM?’ BUT, ‘ARE THERE GREAT ADS?’”

ALL OF THE PEOPLE WHO MATTER TO YOU

AN AT-A-GLANCE GUIDE TO FACEBOOK'S REACH ACROSS EMEA.

FRANCE

Every day

>18M
people daily

Every month

>26M
people monthly

That's 63% of internet users in France

>11M
people daily on mobile

>17M
people monthly on mobile

That's 33% of mobile phone users in France

69% of monthly active users return daily



UNITED KINGDOM

Every day

>24M
people daily

Every month

>33M
people monthly

That's 69% of internet users in the UK

>20M
people daily on mobile

>26M
people monthly on mobile

That's 51% of mobile phone users in the UK

73% of monthly active users return daily

TTC

SPAIN

Every day

>12M
people daily

Every month

>18M
people monthly

That's 58% of internet users in Spain

>8.1M
people daily on mobile

>13M
people monthly on mobile

That's 32% of mobile phone users in Spain

67% of monthly active users return daily

ITALY

Every day

>17M
people daily

Every month

>23M
people monthly

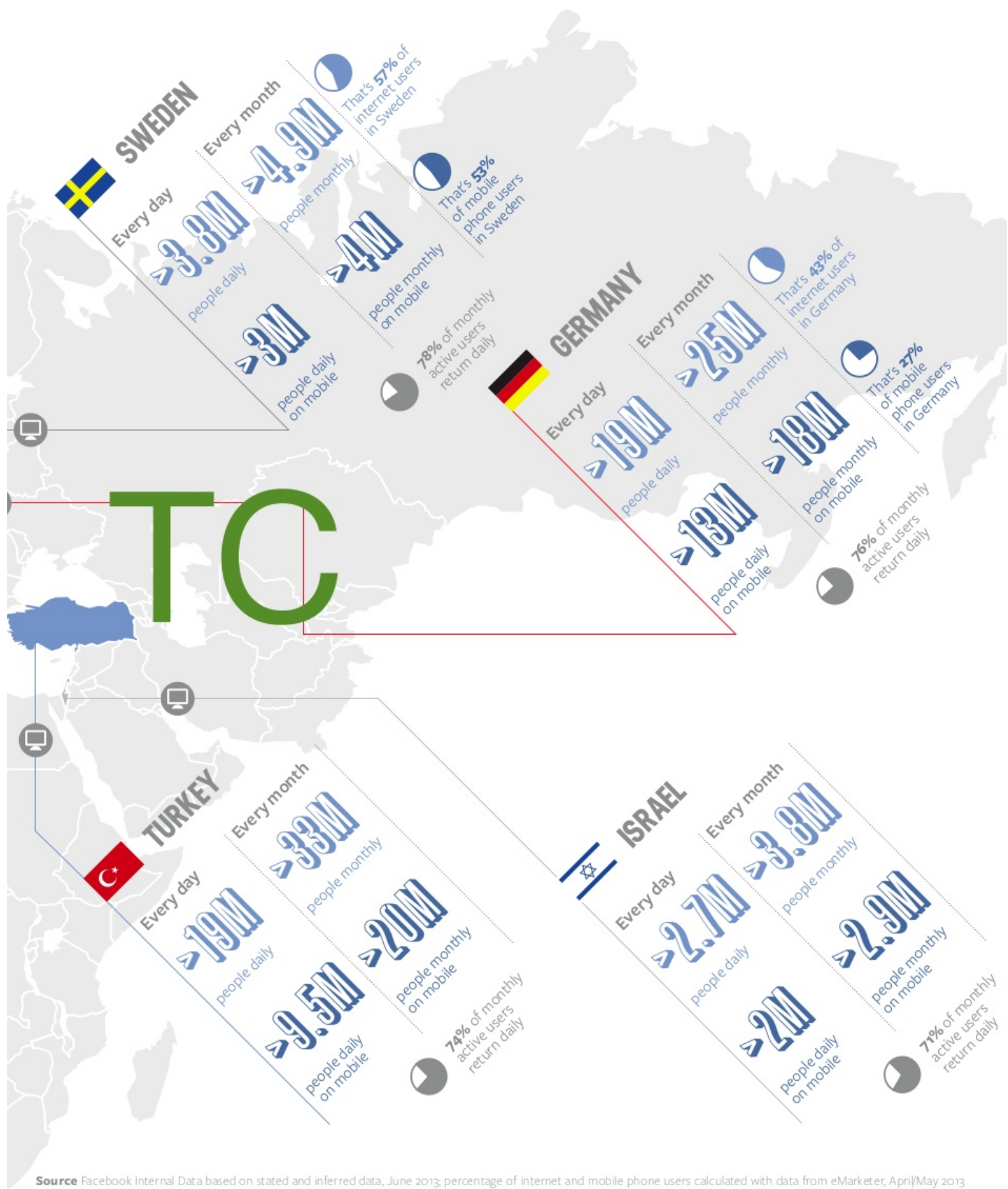
That's 71% of internet users in Italy

>10M
people daily on mobile

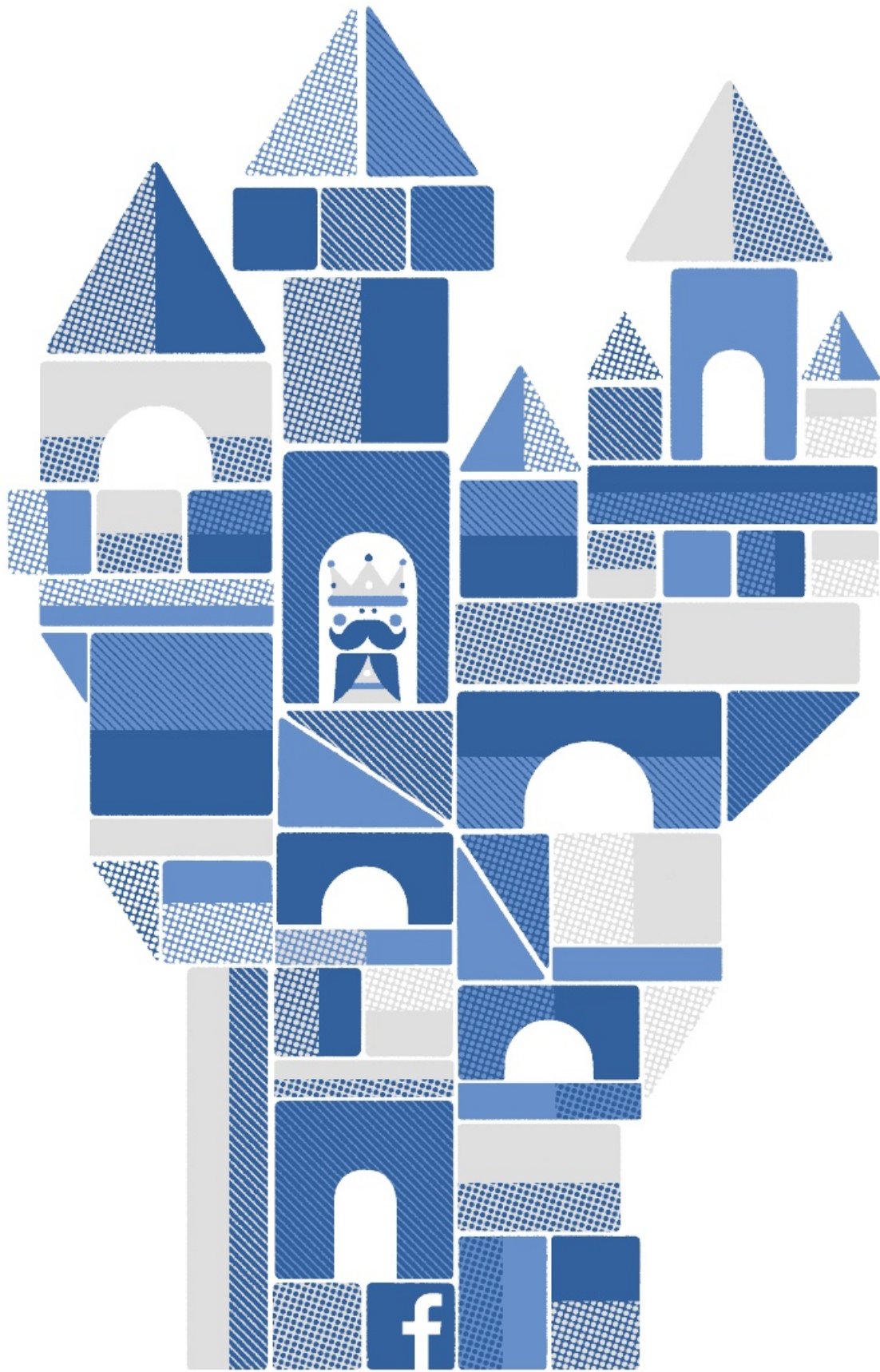
>16M
people monthly on mobile

That's 32% of mobile phone users in Italy

74% of monthly active users return daily



Source Facebook Internal Data based on stated and inferred data, June 2013; percentage of internet and mobile phone users calculated with data from eMarketer, April/May 2013



CANDY CRUSHING IT

With an estimated 150m monthly active users on its Facebook app and one billion plays every day, British game developer King.com is one of the year's biggest success stories. CEO Riccardo Zacconi lifts the lid on how King.com took the crown.

Riccardo Zacconi likes to make a point very, very clearly. "Social, mobile and micro-transactions," he says, explaining the coincidence of factors that helped his company, King, become one of the hottest games developers in the world.

"When we started in 2003, casual gaming was already a broad-interest industry, but now I can play anywhere rather than having to play on a computer."

His relaxed, long-view approach is at odds with the popular perception of King as an overnight success story, propelled by the phenomenally popular *Candy Crush Saga*.

"It took us 10 years," laughs Zacconi. "We launched nearly 200 casual games on King.com. After you launch that many games you know what works and what doesn't."

King shifted gear in April 2012 when it ported *Candy Crush* over to Facebook, tapping into a potential audience – at that time – of just under a billion people.

"There are two aspects behind why Facebook is core. The first one is the user experience and the second one is the marketing," says Zacconi.

"On the web you need to ask every person to enter their email address, to choose a password, then you have to do the same with friends. On Facebook it's one click.

"And then to be able to target new players based on demographic, on whether they like games, their age, gender and country is extremely valuable. I can also identify players who have played our games versus people who have not played the games."

The combination of social, mobile and micro-transactions means that a staggering 225 million gamers now play King's titles every month. But does the monolithic success of *Candy Crush* in fact pose a challenge to King? After all, the casual games industry has seen more than its share of one-hit wonders.

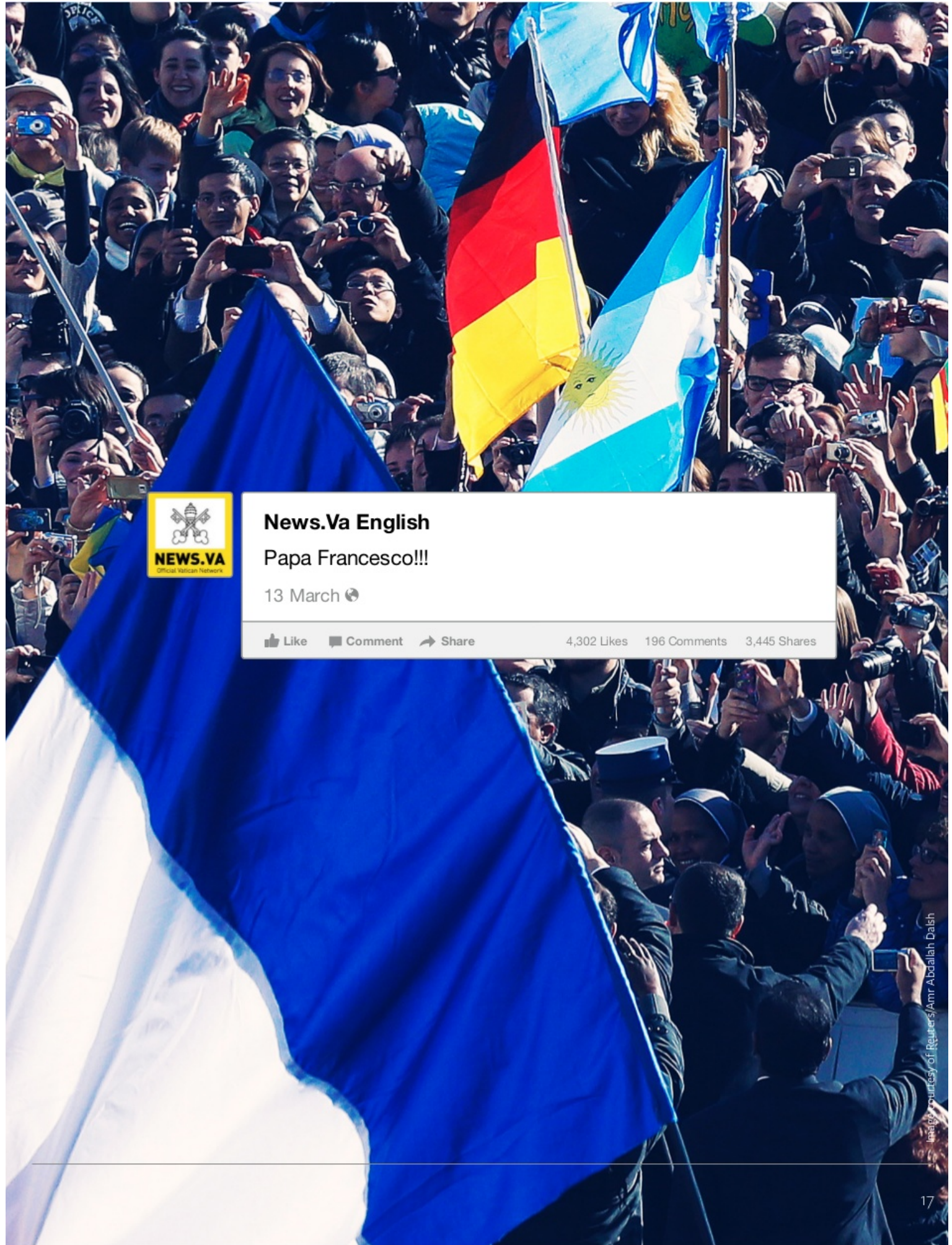
"Is the games industry hit-driven? Yes, no doubt," says Zacconi. "If you look at Electronic Arts or Activision, are they a one-trick pony? No, they have several successful titles. But in the last 12 months, we developed five of the top 10 games on Facebook."

"If we do the things we do today in three years time, we will not be here. We continuously need to innovate, to push the envelope."

"We say to our users, 'You like *Candy*? Try *Pet Rescue* or *Farm Heroes* or *Papa Pear*.' We're building a network of games where we can say the player enjoys 'King' games. We are not discounting the chance that we will have another megahit, but we don't need another megahit."

Not only is Zacconi relaxed about the possibility of repeating *Candy Crush*'s success, he believes that trying to revisit the past makes bad business sense: "If we do the things we do today in three years time, we will not be here. So we continuously need to innovate, to push the envelope, to experiment – which we are doing." ✦





News.Va English

Papa Francesco!!!

13 March 🌐

👍 Like

💬 Comment

➦ Share

4,302 Likes

196 Comments

3,445 Shares

Image courtesy of Reuters/Amr Abdallah Dalsh

SUCCESS STORIES



Facebook profile header for Nestlé Maggi. The header image features a yellow background with the Maggi logo at the top left, the text "making your world WONDERFUL since 1983." in the center, and a red bowl of Maggi noodles on the right. The Maggi logo is also present in a small box on the left side of the header.

Nestlé Maggi
1,970,440 likes · 16,231 talking about this

GOALS

- ▶ Drive in-store sales
- ▶ Launch a product

RESULTS

- 30%** of German online population reached
- 2M** people reached solely through Facebook
- 19%** of campaign sales via Facebook vs 8% of spend
- 2.5X** greater ROI through Facebook vs TV



Facebook profile header for Appliances Online. The header image features a green background with a photo of a family on the left, the Samsung logo at the top right, and a Samsung refrigerator on the right. Below the photo is a green box with the "go" logo and the text "WIN A FRIDGE FREEZER".

Appliances Online
1,385,390 likes · 22,200 talking about this

GOALS

- ▶ Build awareness
- ▶ Increase online sales

RESULTS

- 60%** uplift in branded search traffic
- 58%** increase in sales from branded searches
- 2X** increase in branded search traffic post-campaign

Targeted reach.
Deep engagement.
Proven results.



Facebook profile for Pimm's. The cover image shows a collage of fresh fruits including oranges, strawberries, and cucumbers, with a Pimm's logo in the center. The profile picture shows a bottle of Pimm's and glasses. The name 'Pimm's' is displayed below the cover image, along with the text '10,936 likes · 29 talking about this'.

GOALS

- ▶ Build awareness
- ▶ Increase in-store sales

RESULTS

5X return on ad spend

15K new customers

20% of UK online adult population reached



Facebook profile for edjing. The cover image shows a collage of Polaroid photos featuring DJ equipment and people. The profile picture is the edjing logo, a stylized 'e' inside a circle. The name 'edjing' is displayed below the cover image, along with the text '43,320 likes · 2,744 talking about this'.

GOALS

- ▶ Launch an app
- ▶ Increase online sales

RESULTS

21K+ app downloads in 24 hours attributable to Facebook ad

#1 music app and #21 for general US App Store rankings

40% increase in revenue per user

60% increase in average daily downloads



MAKING THE PLAY

Carolyn Everson, Facebook's VP of Global Marketing Solutions, reflects on the changes at the company in the 12 months since its IPO, and what it takes to be a working mum at the top of a global sales org.

In 2012, Facebook became a fully mobile-first company. At the beginning of 2012, we had virtually no mobile marketing solution and our core mobile apps for Android and iOS were frankly not as strong as they could be. We've spent the past year investing heavily in rebuilding our mobile platforms from the ground up, and we've launched mobile sponsored stories, which allow our partners to reach consumers on mobile devices with messages that are large, visually beautiful and completely natural to the user experience.

In 2013, we'll continue our drive to be the world's premiere mobile platform. Two new solutions we're excited about are Nearby, which helps mobile users locate stores, restaurants and other local businesses based on their friends' reviews, and our Mobile App Ads, which are showing outstanding results for developers. But we are just getting started.

We often hear phrases like 'work-life balance' to describe the challenges that high-achieving women face in the workplace. In my experience, a better term is work-life integration. With partners reaching out to me from across the globe, I need to make myself available 24/7, so I often work from home late into the night. On the other hand, my home life often blends into my workday, such as taking a break in the afternoon to see my daughter's assembly at school. The point is, there's no single playbook that works for everyone. You have to be really clear about your priorities, and that will guide you every day. 🐾





APRIL • MAY • JUNE



INSTAGRAM: ONE YEAR ON

In April 2012, the world sat up and took notice when Facebook paid a cool \$1bn for Instagram, an 18-month-old photo sharing app with only 13 employees. Twelve months later, CEO Kevin Systrom discusses the affiliation with Facebook and how his company has helped to usher in a new visual culture.

How have people's perceptions of Instagram changed in the last 12 months?

"I think there are two things going on. One is that Instagram is much bigger – we're at 150m+ monthly active users now and that simply wasn't the case a year ago. A year ago we were 30, 40, 50m users worldwide. So three times as big, three times the reach and three times the responsibility.

"The second part is the affiliation with Facebook. I think people have been surprised at how well Instagram and Facebook have worked to accentuate their relative strengths. The changes people thought were going to come to Instagram haven't come."

With millions of images now being shared every day on Instagram and Facebook, we're moving towards a different kind of visual culture. Are you conscious of pioneering something new?

"I actually think we've always been a visual culture. If you think about the offline world, it went written word followed by radio then television, and we're moving in the same direction as a networked culture. It started off as email, then it went to multimedia and now it's gone to video. I think that expansion will continue to happen in terms of social media, but we're *allowing* for that to happen rather than changing the way people behave. We're unlocking habits rather than introducing them."

Critics of this culture point out that a lot of it is trivial – people taking selfies or posting pictures of cats. How do you respond to them?

"People have always had lattes and cappuccinos; they've always taken pictures of themselves and their friends; they've always gone out drinking; they've always had brunch; they've always had babies; they've always had cute pets. None of this is new. It's always happened and it always will happen; it's just that now you're instantly connected with it. And I think that transparency into culture and into how people are acting and what people are doing, it's a wake up call to all of us.

"You have to take the good with the minutiae. With any art form you're always going to have the 5% of it that's super valuable and moves the world forward, and the rest is probably going to be forgotten. But that's okay: as long as you have that 5%."

Have you ever made a decision because you felt you needed to justify the valuation of the company?

"No. If anything, I think Instagram has far exceeded any expectations of any valuation before – in terms of growth, in terms of reach, in terms of relative strength in the mobile market. And there's no question in my mind that Instagram will pay back dividends." ♣

16 BILLION
PHOTOS
SHARED

150
MILLION
MONTHLY ACTIVE
USERS



55M
PHOTOS
SHARED
DAILY



1K
COMMENTS
PER SECOND



1.2 BILLION
DAILY
LIKES

40 HOURS
OF VIDEO UPLOADED EVERY
MINUTE
FOR THE FIRST
24 HOURS AFTER LAUNCH



5M
VIDEOS
UPLOADED IN THE
FIRST 24 HOURS



Source Facebook Internal Data based on stated and inferred data, June 2013; Instagram.com

THE ART OF CRAFT

The Facebook Studio Awards recognise the agencies and brands that do a great job helping people and businesses connect. In 2013, the focus was on great storytelling.



THE BLUE AWARD

OREO DAILY TWIST

Client **MONDELEZ**
Agency **DRAFTFCB**

On 25 June, 2012, Oreo launched a social media campaign that would forever change what a cookie can do: the Oreo Daily Twist. One hundred ads in 100 days turned trending news stories into visual treats. Oreo cookie's unique perspective on the world didn't just grab the attention of 27 million Facebook fans: it became news itself.



GOLD AWARD

A LITTLE VILLAGE GOES GLOBAL

Client **GRAUBUNDEN TOURISM**
Agency **JUNG VON MATT/LIMMAT**

Cyrill Hauser, JvM: "Facebook is a great platform to probe and accelerate the 'talkability' of a campaign. If you use the synergies of other social platforms, stuff gets even more powerful. You still need to create relevant, funny, emotional, weird or thrilling content, of course."



GOLD AWARD

NIKE ACADEMY

Client **NIKE**
Agency **AKQA**

Stephen Strong, AKQA: "Things have changed significantly from the days when 'digital creative' consisted of online advertising banners and websites. Creative that lives in a 'digital world' is probably a better way of describing the content we produce for the Academy. We're mindful that our content is mostly viewed through mobile devices and that our audience are time-poor so it has to be hyper-relevant to make any impact."

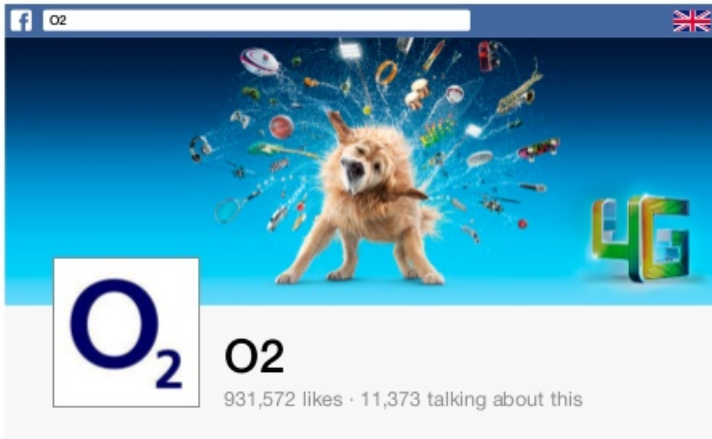


2014 Facebook Studio
AWARDS

*The finest digital creative awarded
by the finest digital creatives.*

facebook-studio.com/awards

SUCCESS STORIES

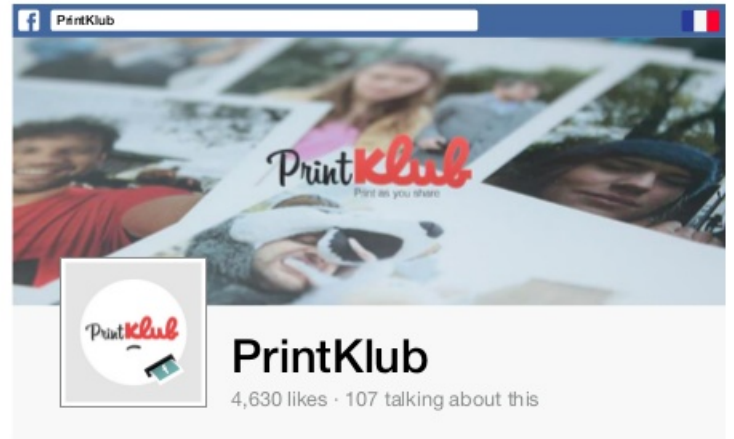


GOALS

- ▶ Drive downloads of O2 Tracks app among people aged 18+

RESULTS

- 20%** of entire UK online population reached
- #6** in iOS app chart after 3 days with Facebook-only media



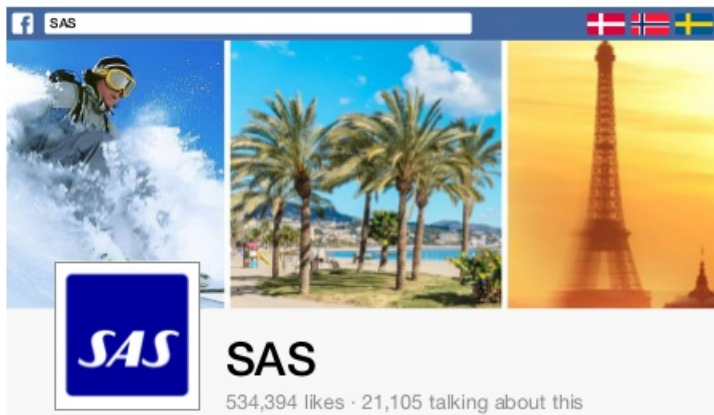
GOALS

- ▶ Build brand awareness
- ▶ Increase online sales

RESULTS

- 23X** return on ad spend via Lookalike Audiences
- 7X** lower CPA compared to other targeting options
- 60%** of web traffic driven by Facebook

Targeted reach.
Deep engagement.
Proven results.



GOALS

- ▶ Maximise conversion rates
- ▶ Build brand awareness

RESULTS

54X ROAS directly attributable to Facebook activity

15% above average order value for conversions occurring on Facebook

20X ROAS on a Page Post Ad campaign in Norway



GOALS

- ▶ Build awareness among potential franchisees and customers

RESULTS

19X return on media spend

12K leads generated

140% increase in fans



Bastian Schweinsteiger

Morgen geht's nach London. Ich hoffe am Samstag bringen die Bayern-Fans Wembley zum beben und die Allianz Arena und ganz München sind rot/weiß!

Also, pack mas!

28 May 🌐

👍 Like 💬 Comment ➦ Share

36,612 Likes 1,191 Comments 331 Shares





AGENCY INSIGHT

Aegis CEO Rob Horler reveals why clarity, change and collaboration are the secrets to digital success.

Clarity versus chaos

For most marketers, I think there's a sense of confusion about what they're supposed to be focused on. There is a particular issue around 'disruption', where a lot of common sense gets tossed out. I think your more experienced brand marketers would take you to task around conversations like, 'You need to lose control of your brand! You need to *adapt* – and that's not the same as losing control.

You don't need to reinvent everything all the time. People say, 'Everything that used to be true is no longer true!' Actually, it's not that black and white. There are lots of practices – whether it's measurement techniques or ways of engaging people – that still work.

The problem with digital is that people have an agenda, which is very clearly about disruption, and they're hammering that nail in spite of evidence to the contrary. That's when, as a brand marketer, it can get exhausting because you're constantly engaging with people who are telling you to do something completely different for the sake of it.

Embracing change

When I joined the media business back in 1999, we were just beginning to see a lot of change in the market, which historically hadn't changed much for 20 years. Now in the last three or four years we've seen more change than in the previous 10 and I think in the next two we'll see even more. So change is a constant and our ability to adapt and wrestle with it within the digital world is an increasingly important part of our business planning.

That leads to a lot of debates internally about, 'What is digital?' We talk about two driving forces: globalisation and convergence. Globalisation is simply the world becoming a more global place and the agenda of our clients increasingly being driven by global issues.

Convergence is super-complicated because it's about our businesses overlapping and understanding where the different responsibilities, capabilities and specialisations sit – and how we bring them together. We're trying to build an infrastructure that allows our businesses to work together in a more fluid, flexible way that reflects what clients want. It's like a menu where you can pick

the bits that are relevant to you. Our job is to serve that up in a way that's seamless and suitable for the client needs.

That's easy to frame as an aspiration, but it's actually very complicated to deliver. What is digital? Where does it start? Where does it stop? How does it fit in with everything else?

“The world is becoming a more global place and the agenda of our clients is increasingly being driven by global issues.”

Collaborative relationships

In my experience, clients get what they deserve. Clients who do poor briefs, who organise their agencies ineffectively and don't take responsibility for an environment of collaboration get poor work.

Conversely, where clients are clear and involved in making sure their agencies work collaboratively, set guidelines about what they expect from their agency partners and embrace a culture of trying to get agencies to work together more effectively, they get good work.

Old-world agency structures need knocking down. Clients need to bring the agency into the business and share the details of the pressures within that business, and help agencies understand where their work sits in the value chain of the business itself. Many of the dynamics between agencies are all about the cost of the work and not enough around the effect it has on the business. That's a journey that everybody has to go on. 🍷



■ RADIOACTIVE
■ THRIFT SHOP
■ WHEN I WAS YOUNG

Music

THE BEATQUAKE

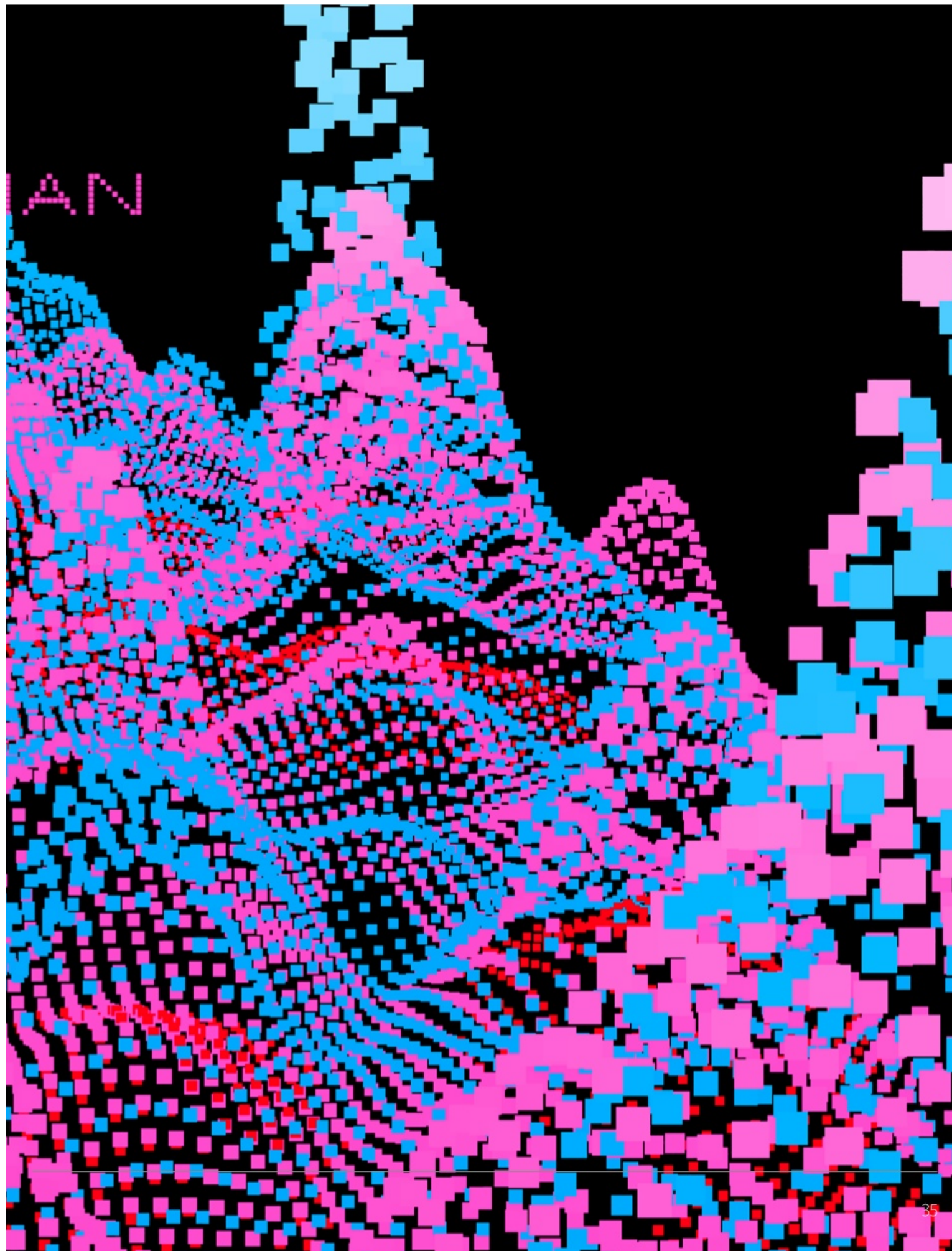
This is what it looks like when songs go viral on Facebook.

When Facebook partnered with San Francisco's Stamen design and technology studio, the result was the Beatquake.

Inspired by old-school graphic equalizers, the Beatquake mapped the volume of listens for each of the top three most popular songs in the US every day over a period of 90 days. Coloured layers showed the number of plays expanding over time, visualising the response to each song simultaneously across

the country, while the texture of the map was driven by beats per minute and changed as one song overtook another in popularity.

With over 110 million songs, albums and radio stations getting 40 billion plays through apps integrated with Open Graph, the music-mapping project took a vast amount of data and turned it into art. 🎵





JULY • AUGUST • SEPTEMBER







Internet.org – an initiative to bring five billion people online – is the next stage in Facebook’s mission to make the world more connected. Mark Zuckerberg explains why it’s so important to deliver universal access to the web.

For almost 10 years, Facebook has been on a mission to make the world more open and connected. For us, that means the entire world – not just the richest, most developed countries. We’ve made good progress, and today we connect more than 1.15 billion people through Facebook each month.

But as we started thinking about connecting the next five billion, we realised something important: the vast majority of people in the world don’t have any access to the internet.

The state of the internet

Today, only 2.7 billion people have internet access. Even more surprising, internet adoption is growing by less than 9% each year, which is slow considering how early we are in its development and that it is expected to slow further.

Why is this so important?

The internet not only connects us to our friends, families and communities; it is also the foundation of the global knowledge economy.

The world economy is going through a massive transition right now. The knowledge

economy is the future. By bringing everyone online, we’ll not only improve billions of lives, we’ll also improve our own as we benefit from the ideas and productivity they contribute to the world.

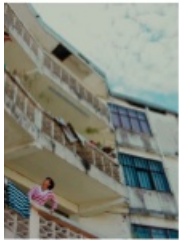
Defining the vision

We believe it’s possible to sustainably provide free access to basic internet services in a way that enables everyone with a phone to get on the internet and join the knowledge economy, while also enabling the industry to continue growing profits and building out this infrastructure.

Today, the global cost of delivering data is on the order of 100 times too expensive for this to be economically feasible. The cost of subsidising even basic services for free would exceed many people’s monthly income and it would be extremely difficult for the industry to build a profitable model.

However, with an organised effort, we think it is reasonable to expect the overall efficiency of delivering data to increase by 100x in the next five to 10 years. This will come from two types of innovation: bringing down the underlying costs of

CONNECTIVITY RIGHT?



delivering data and using less data by building efficient apps.

If the industry can achieve a 10x improvement in each of these areas, which we believe is possible, then it becomes economically reasonable to offer free basic services to those who cannot afford them and start to sustainably deliver on the promise of connectivity as a human right.

The rough plan focuses on three important levers:

Making internet access affordable

Every year, mobile operators around the world invest tens of billions of dollars building out networks that deliver better data access. The pricing plans people ultimately see are dictated by these underlying costs. It isn't sustainable to reduce the price of data plans and therefore operators' revenues without meaningfully improving their costs and the efficiency of the networks. However, if the industry can collectively make progress here, then it is possible for operators to build even more profitable models while offering data at significantly lower costs per megabyte.

Using less data

One often overlooked lever for reducing people's overall data costs is simply using less data. Part of why we overlook this is because most people building large scale internet services live in developed countries where we pay for effectively unlimited data plans. When you have an unlimited data plan, there isn't much of an incentive to use less data. But most of the world doesn't work this way.

Most of the world doesn't even have credit card infrastructure, so even if many operators wanted to bill their customers for their data use at the end of a month, they would have no way to do that. Instead, in most developing countries, people primarily use a pre-paid model, buy a certain amount of data access on their SIM cards upfront and then use that data over time.

This creates a data-conscious mentality that we often don't see in developed countries, but it will be important to internalise this to efficiently deliver services to the next five billion people.

Helping businesses drive access

If you've grown up in an area where you've



never had a computer or access to the internet, then if someone asks you if you want a data plan, chances are you wouldn't know what they're talking about. The internet and data are abstract concepts. Most people don't want data; they want the services you can use it for.

Ask that person if they want Facebook and they're more likely to say yes. Connecting with the people around you through a social network is a basic human behaviour. It's not a surprise that people intuitively want this even if they don't understand what data is.



The question is: can we align everyone's incentives? Can more people get the services they want and then discover new uses for the internet so that phone makers can get better phones into people's hands and mobile operators can get more customers and more profits to further invest in building out infrastructure?

I think that connecting the world will be one of the most important things we all do in our lifetimes and I'm thankful every day to have the opportunity to work with all of you to make this a reality 🙌

SUCCESS STORIES

 Cadbury Creme Egg 

IT'S BEEN EMOTIONAL
THANKS FOR THE MEMORIES





Cadbury Creme Egg
2,628,649 likes · 1,242 talking about this


GOALS

-  Build awareness
-  Increase in-store sales

RESULTS



- 21%** unique reach beyond TV
- 15** million people reached
- 6+** million on mobile
- 4X** uplift in purchase intent via Facebook + TV than TV alone

 Coca-Cola 



Coca-Cola
76,324,165 likes · 1,079,892 talking about this

GOALS

-  Build awareness
-  Boost engagement around TV campaign

RESULTS

- 2.7€** generated for every 1€ invested on Facebook
- 3.6X** higher ROI than TV
- 18%** of potential online buyers were exposed to the Facebook campaign

Targeted reach.
Deep engagement.
Proven results.

Audi Deutschland

995,352 likes · 60,683 talking about this

GOALS

- ▶ Increase awareness of the new Audi A3 Sportback
- ▶ Launch a product

RESULTS

1.4 million people reached exclusively **via Facebook**

93% of Germans online were reached **via Facebook**, TV and print

5.6% reached **via Facebook** but not TV

Fairy Türkiye

584,308 likes · 2,299 talking about this

GOALS

- ▶ Launch new Fairy dishwasher brand in Turkey
- ▶ Build awareness

RESULTS

44% of total digital population in Turkey **reached**

+6% brand association

+3% brand awareness

+3% brand favourability



REACH ON THE BEACH

UNPARALLELED MOBILE REACH OVER THE SUMMER
MAKES FACEBOOK THE NEW SUN SCREEN FOR ADVERTISERS.

Traditionally, summer has been a wasteland for advertisers: who wants to sit in front of a TV or PC when the sun's shining? And as viewing figures drop, so does ad spend. But Facebook is offering businesses a way to make more impact in Q3. Unlike other media, Facebook's mobile reach remains consistent over the summer months as people turn to their News Feed to stay connected while catching some rays.

Brands like Cornetto, Pimm's, PepsiMax and Secret Escapes have taken full advantage of Facebook's targeting and reach this summer. For any business without a Facebook mobile strategy, now's the time to get one.

THE OPPORTUNITY

- The average person checks their phone over **150 times a day**
- Nearly **one-third** of page views in the UK are done on a smartphone or tablet
- **1 in 5** Brits used their smartphone to make a purchase in December 2012
- The UK mobile advertising market is forecast to **double** in 2013 to **£1bn**

THE SOLUTION

- On average, **20m people** in the UK accessed Facebook every day on mobile in June 2013
- Globally, Facebook is the **number one** mobile app by time spent
- Facebook's news feed ad products can reach over **40%** of the UK's online population in a single day

SUMMER BUZZIN'

HOW PIMM'S WON THE 2013 WIMBLEDON BUZZ BATTLE

4.99 MILLION
UNIQUE USERS
TALKING ABOUT
WIMBLEDON

GLOBAL INTERACTIONS

The total number of **mentions, likes** and **comments** about 'Wimbledon'

28.9 MILLION

5.1M
MENTIONS

6.6M
COMMENTS

17.2M
LIKES

THE TOP 5

Male and female stars with the **most global buzz**

- | | |
|------------------|-------------------|
| 1 ANDY MURRAY | SABINE LISICKI 1 |
| 2 RAFAEL NADAL | MARION BARTOLI 2 |
| 3 NOVAK DJOKOVIC | MARIA SHARAPOVA 3 |
| 4 ROGER FEDERER | SERENA WILLIAMS 4 |
| 5 STEVE DARCIS | LAURA ROBSON 5 |



DID YOU SEE THAT?!

The **5 most talked about moments** (UK)

- 1 ANDY MURRAY LIFTS THE TROPHY
- 2 THE MEN'S FINAL GETS UNDERWAY
- 3 MURRAY THROUGH TO THE FINAL
- 4 MURRAY'S MIRACULOUS QUARTER-FINAL COMEBACK
- 5 SERENA WILLIAMS UPSET BY SABINE LISICKI

BRAND BUZZ

How Pimm's won the UK's battle of the brands

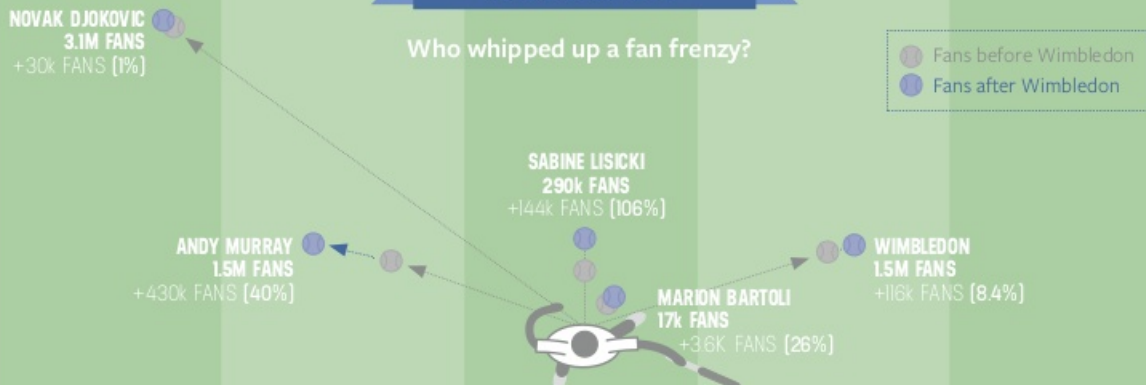
MENTIONS
PRE-WIMBLEDON

MENTIONS
DURING WIMBLEDON



PAGE PERFECT

Who whipped up a fan frenzy?





The British Monarchy

The Prince of Wales said this evening:

"Both my wife and I are overjoyed at the arrival of my first grandchild. It is an incredibly special moment for William and Catherine and we are so thrilled for them on the birth of their baby boy."

22 July 🌐

👍 Like 💬 Comment ➦ Share

50,024 Likes 3,380 Comments 5,348 Shares



Image courtesy of Getty Images



TRAVEL GETS REAL

NEW RESEARCH DATA SHOWS THAT CONSTANTLY CONNECTED TRAVELLERS ARE INCREASINGLY USING FACEBOOK TO DISCOVER, EXPERIENCE AND RELIVE THEIR HOLIDAYS ONLINE.

Facebook is a hot bed for travel discussion and discovery. It's where people come to dream, plan, book, experience and reflect on their holiday. And as more of the world is revealed through our News Feed, once impossible visions of paradise seem suddenly accessible.

That's because in contrast to the carefully art directed photography of glossy travel brochures, images shared in the News Feed are of real people in real places, often posted in real time. When we see our friends swimming with turtles or dining in exotic restaurants, the world becomes a little bit smaller. Dreams become reality.

For marketers, that means an unprecedented opportunity to connect with the people who matter to them in an authentic environment that spans the full spectrum of the holiday discovery and booking process.

That's the message from a new study by Sparkler Research. In 'Facebook Travel: Near & Now', Sparkler investigated the changing nature of Facebook usage amongst the top 20% of users by usage volume in the UK, Germany and Scandinavia. Their findings offer an insight into the pioneering trends that we can expect to see across the platform over the next 12-18 months. **•**

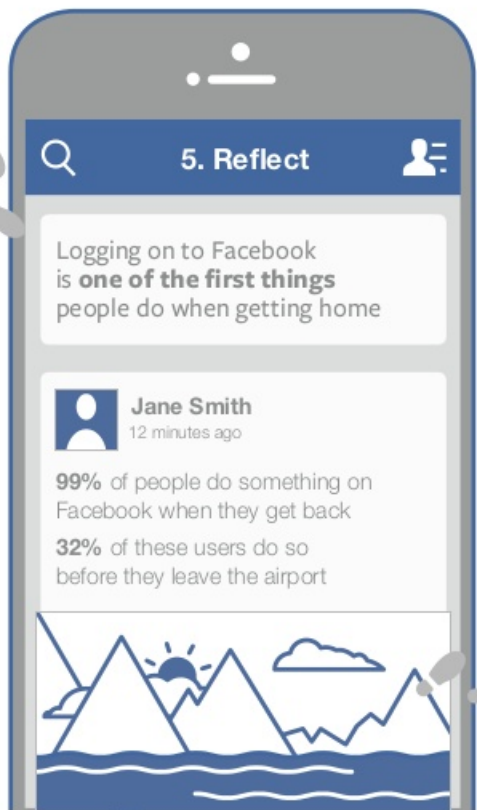
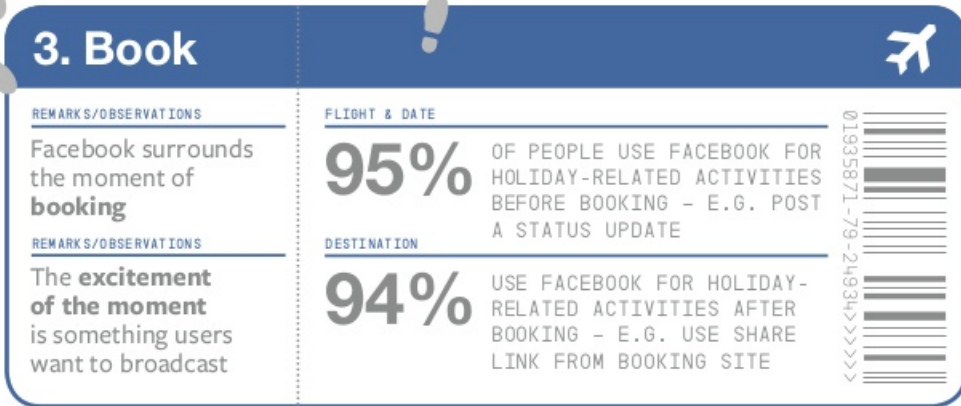
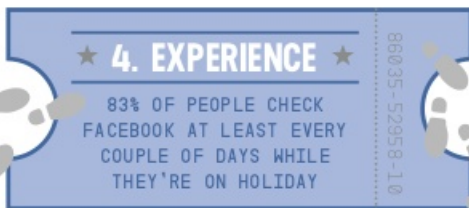
FACEBOOK NEAR AND NOW

TRAVEL AND TOURISM
DELIVERS A
\$2 TRILLION
ANNUAL CONTRIBUTION
TO THE WORLD
ECONOMY*

TRAVEL SPEND IN
EUROPE IS ON THE RISE.

GER
SCAND
GBR

LEAD THE WAY



Source Sparkler Research – Facebook Travel: Near & Now, November 2013

THANKS

A

In July, Facebook hit 1m active advertisers. Dan Levy, Global Director of Small and Medium Businesses at Facebook, cracks open the champagne.

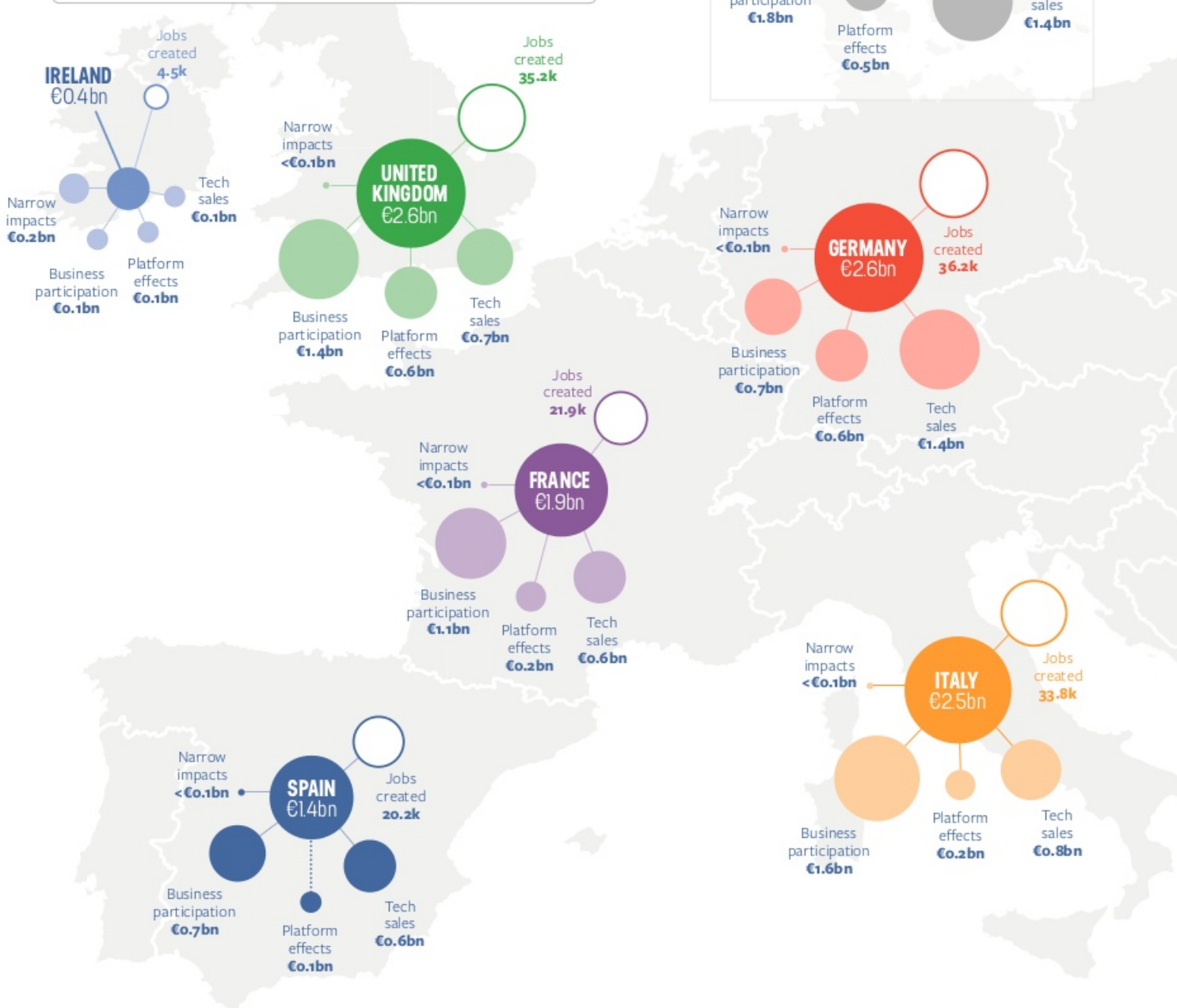
There are almost 300 million connections between people and local businesses in the UK on Facebook. In fact, across Europe, 61% of people on Facebook are connected to at least one local business page.

Business owners are realising the extent of the opportunity, with many already benefiting from using Facebook to reach the people that matter to them. The power of the Page gives businesses a place to be discovered on Facebook, providing an instant mobile marketing strategy, and making dynamic, authentic connections between small businesses and their customers.

So on behalf of everyone at Facebook, I want to say 'thank you' to the one million businesses that are now active advertisers. We all start small, so whether you're reaching your first customer or your millionth, I'm thankful that we're able to help your business achieve its goals 🍷

MILLION

POWER TO THE PEOPLE



Source Deloitte: Measuring Facebook's economic impact in Europe, January 2012



OCTOBER ◦ NOVEMBER ◦ DECEMBER



THE PREHISTORIC ITCH

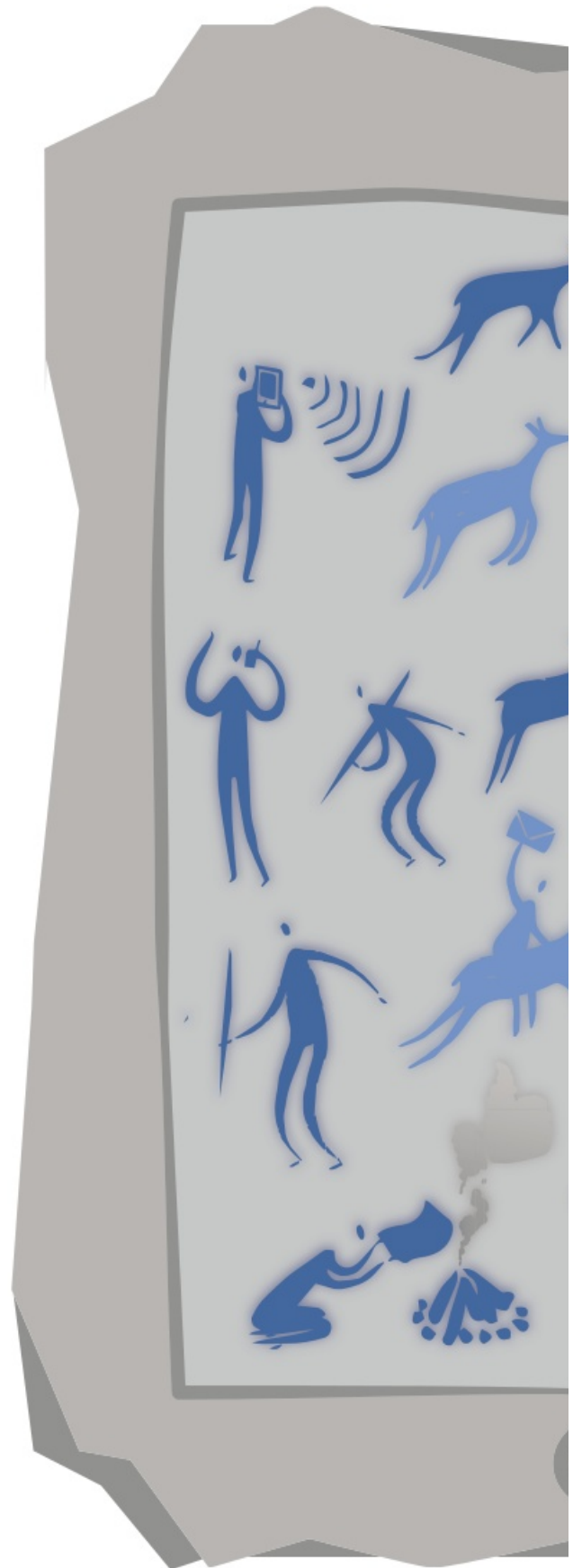
In *Writing on the Wall*, Tom Standage argues that the urge to connect and share is as old as the human brain itself. In fact, far from being a modern phenomenon, social networks have been around for over 2,000 years. Welcome to the old new media.

Tom Standage, fast-talking Digital Editor of *The Economist*, has a Big Idea. Unlike some of his peers, he doesn't think social media is a fad. In fact, Standage believes it's one of the oldest and most human forms of communication.

His new book, *Writing on the Wall*, is guaranteed to raise eyebrows. History buffs may be surprised to learn that Cicero was the first blogger; Martin Luther's Reformation went 'viral'; and the court of Henry VIII was prone to outbursts of cyberbullying. Is Standage's hypothesis far-fetched or simply far-sighted?

What is 'social media'?

"The essence of social media, in my view, is that it's media you get from other people – it's the exchange of media of various kinds along social networks, creating a distributed community





or discussion. Obviously we can do this today using the internet, but you don't need a digital network to do it. You can have a social media environment using papyrus rolls, or printed pamphlets, or poems written on slips of paper. In that sense, social media has existed for centuries and can provide some valuable lessons for us today.”

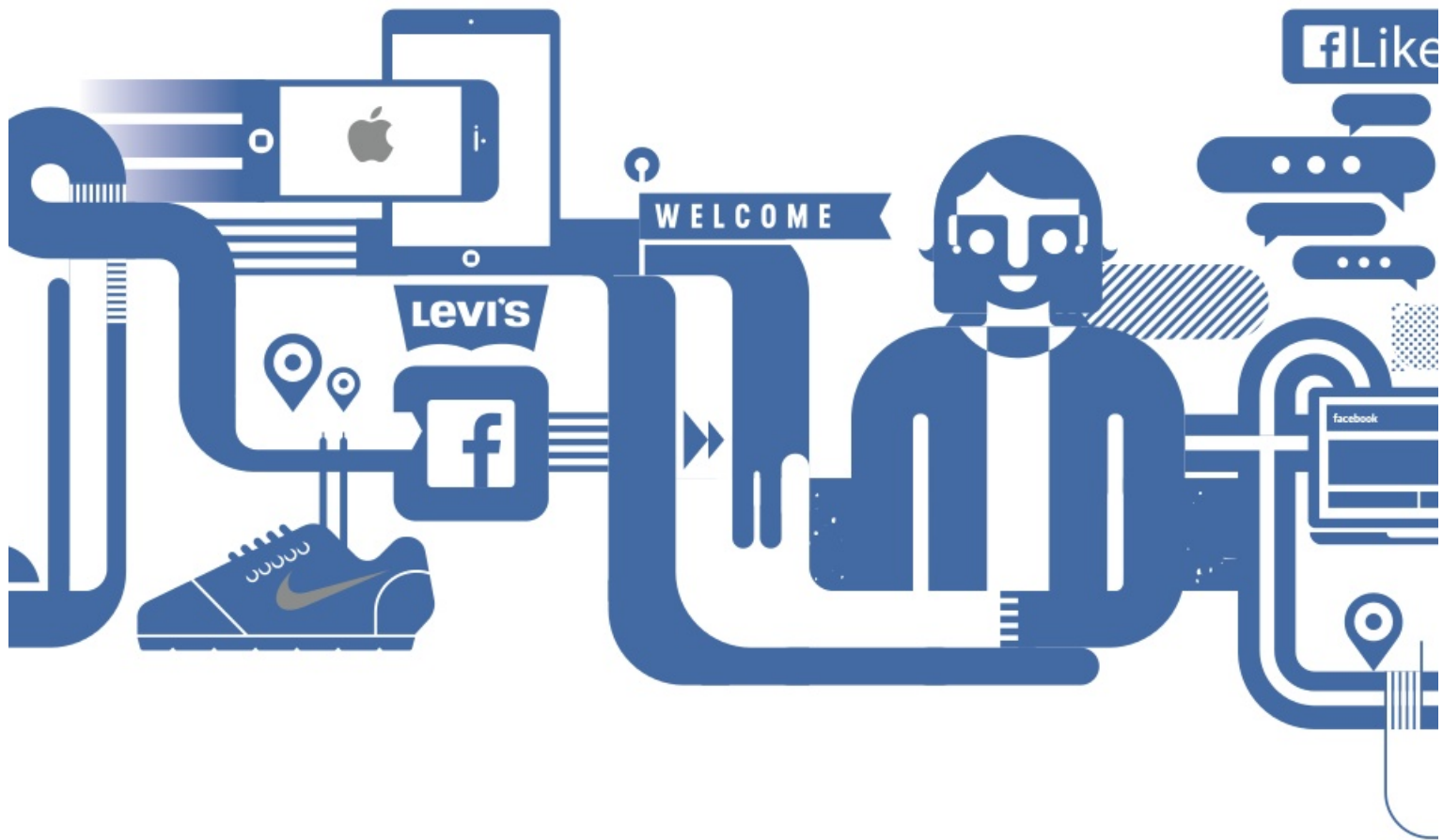
“Technologies change, but they push the same old buttons in our brains.”

What kind of lessons?

“We can see, for example, that throughout history new technologies that broadened access to publishing were criticised for coarsening and trivialising debate; there were fears that ‘the wrong people’ would say ‘the wrong things’. We see this today with social media, but in the past there was a similar backlash. In the 1520s, Erasmus worried that printed pamphlets, being short and easy to read, were distracting people from reading the great authors of Greece and Rome. We can see many of these sorts of patterns in the long history of social media, which reveals that today’s reactions are entirely to be expected – and that dire predictions that social media is rotting our brains, or trivialising public discourse, are wide of the mark. One man’s trivialisation is another man’s democratisation.”

Do you think these technologies are changing us as people? Or just enabling us to exhibit new versions of old behaviours?

“I think people are still running Stone Age software. Technologies change, but they push the same old buttons in our brains. This is why social media is so compelling: it’s merely the most recent and most efficient way mankind has developed to scratch a prehistoric itch – the urge to connect and share.” ♣



Interview

THE MEDIA AND THE MESSENGER

How do you define a brand that touches more than a billion people? Rebecca van Dyck, VP of Product Marketing at Facebook, shares her insights and looks to Facebook's future.

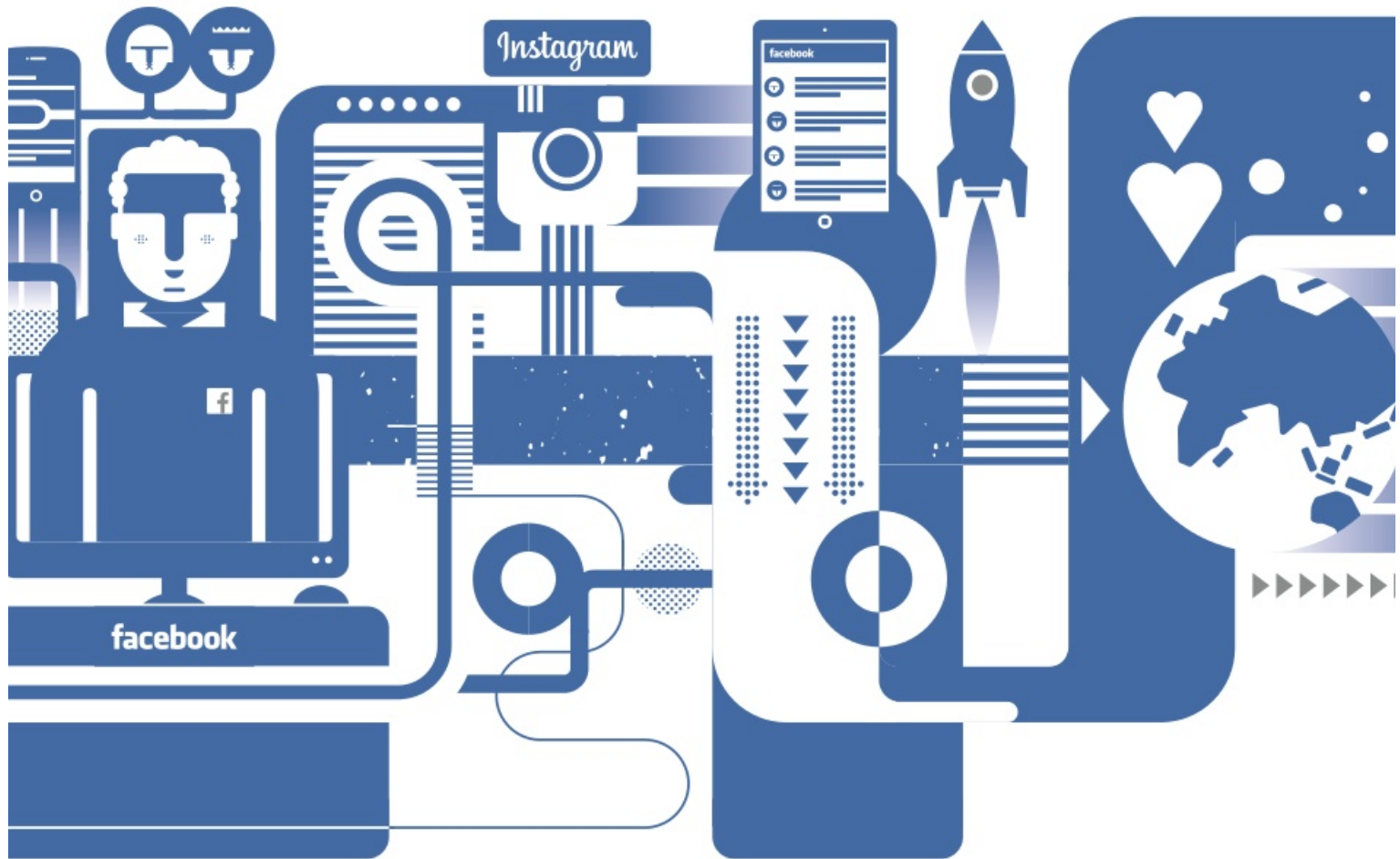
Rebecca van Dyck has had high-pressure jobs before: 12 years as Account Director for Nike at Wieden+Kennedy; Senior Director of Worldwide Advertising at Apple (the iPhone was released on her first day); and CMO at Levi's when the venerable jeans brand rolled out its first ever global marketing campaign.

But as VP of Product Marketing at Facebook, van Dyck is staring down the barrel of her toughest assignment ever: defining a brand that touches over a billion people. And doing it pretty much from scratch.

Here, she shares her insights as she looks back on the year just gone and ahead to the challenges still to come.

On Facebook

"I've always worked for companies that had marketing at their core – that had a strong brand, that knew who they were and had that marketing playbook. The opportunity at Facebook was that that didn't exist yet. It's an opportunity because the brand is so important in people's lives but we haven't expressed that yet."



“A lot of tech companies, especially if they’re started by engineers, see the product itself as the marketing. The problem is that our product has grown and got more complicated – really interesting but complicated – and because of that complexity we need some explanation, we need to help people along the way.”

On working with Zuck

“We’re lucky to work at a founder-led company. When you can tap right into that initial intent of why this thing was built, it’s fabulous. At first I didn’t know how Mark would compare to someone like Steve [Jobs] or Mark [Parker] or Phil [Knight], but the thing is, he really can. He’s got this crazy tunnel vision for where we’re going. And he’s thinking ahead of what seems possible for the product or for humanity or for people or for behaviours. He’s seeing something further down the road and he instills confidence that this is where we’re going and this is the right thing to do.”

On the lessons of 2013

“I think it’s important as a brand that you know who you are, that you can articulate what you make and you can do it in a way that consumers can understand. I think we have experimented with two of those, but not all three. We’ve done who we are, we’ve done the product stuff, but we haven’t been able to close the gap on how those things relate to how consumers and users experience us today.”

On what’s next

“The next push will really be to add in that element of how users are experiencing us, to add in more of a human element to everything we do and to experiment with that in a bunch of different markets around the world. We’ll start small but start important: we have a huge opportunity to use our own platform as both the media and the message.

“I think our platform is going to enable some of the biggest changes in 2014. We are the machinery that is creating change and we are also reacting to it. It’s unlike any other thing out there.” ✨

Artwork by Fernando VolkenTogni



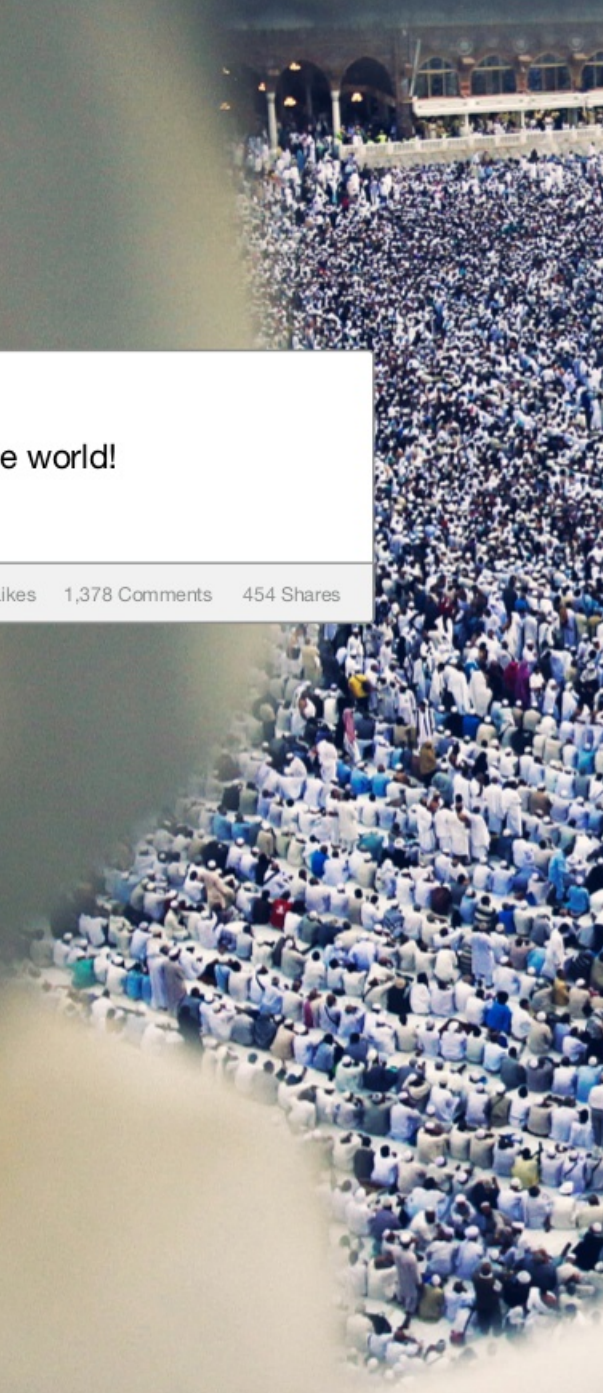
Marouane Fellaini

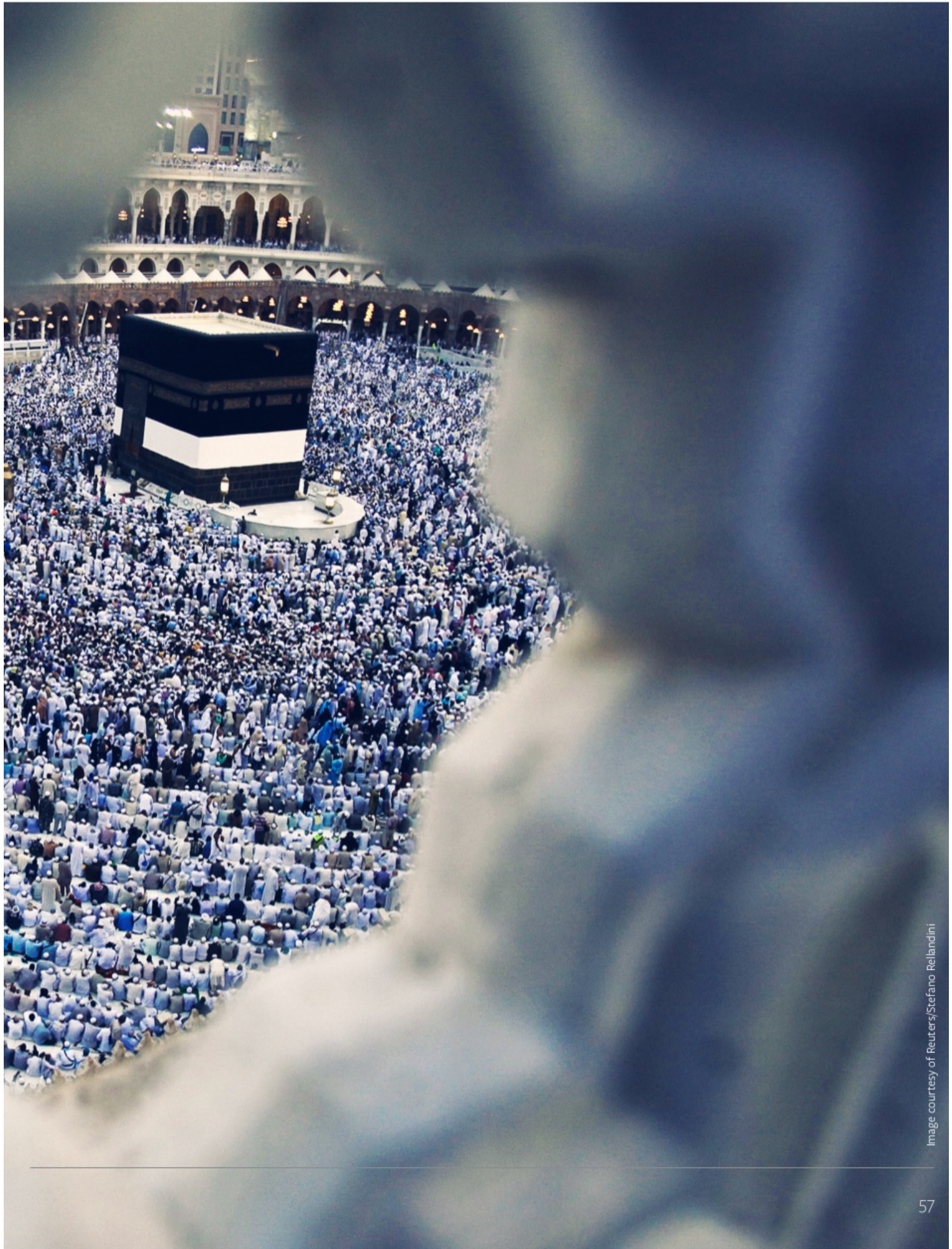
Eid Mubarak to all Muslims around the world!

15 October 🌐

👍 Like 💬 Comment ➦ Share

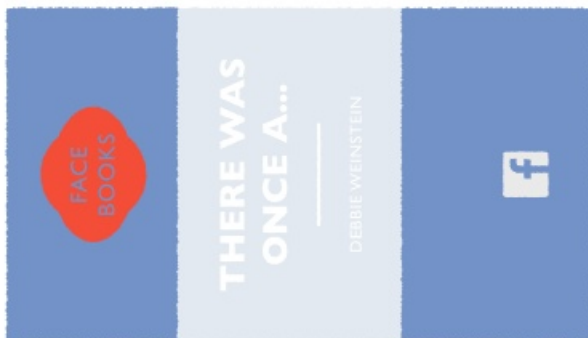
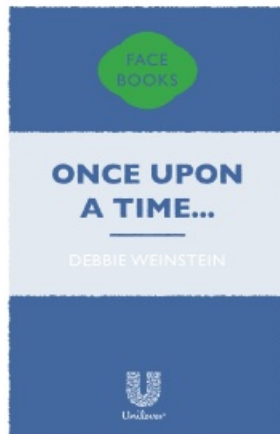
21,921 Likes 1,378 Comments 454 Shares





WHAT'S THE STORY

'Storytelling' might be marketing's favourite new buzzword, but what does it actually mean? Debbie Weinstein, Vice President of Global Media at Unilever, thinks it's the difference between selling a product and an idea.



The root of storytelling on Facebook is the shift to mobile. In the last two years, the growth rates we've seen across the world in both developed and developing markets around the use of mobile mean that any platform player like Facebook has to be mobile first – and that means we as advertisers have to start with mobile, too.

If you think about what that means for Facebook, it used to be that there was content in the middle – the News Feed – and there were ads on the right hand side. But on mobile, there is no right hand side. If advertising is going to be integrated into the mobile experience, then the only place to do it is in the News Feed because that's the only content layer.

So for us, it all starts with stories. Advertising brands is about telling stories and being of value in the News Feed is about telling great stories. Think about it, we're competing with content from friends, family, the local community. We have to tell great stories otherwise we're simply not being interesting enough to warrant anybody's attention.

When we talk about storytelling at Unilever, we have this idea that a 'brand' is a product that someone buys and an idea that someone buys into. The important thing about a story is that it captures the idea; it's not just '50% off body wash at your local retailer'.

So the essence of storytelling for me in this forum is that it can take a lot of different shapes and forms – it could be a video, a visual, a line of copy. All these things can be 'storytelling' as long as they support an idea that triggers an emotional connection with your audience. ♣

LAUNCH IT LIKE BECKHAM

From Becks to Bono, this was the year Facebook brought some of the biggest stars closer to their fans.

David Beckham has taken the field at some of the biggest football grounds in Europe – Old Trafford, the Bernabéu, San Siro and more. But even Becks had never experienced anything on the scale of the Facebook Digital Stadium, with its capacity of over one *billion* people.

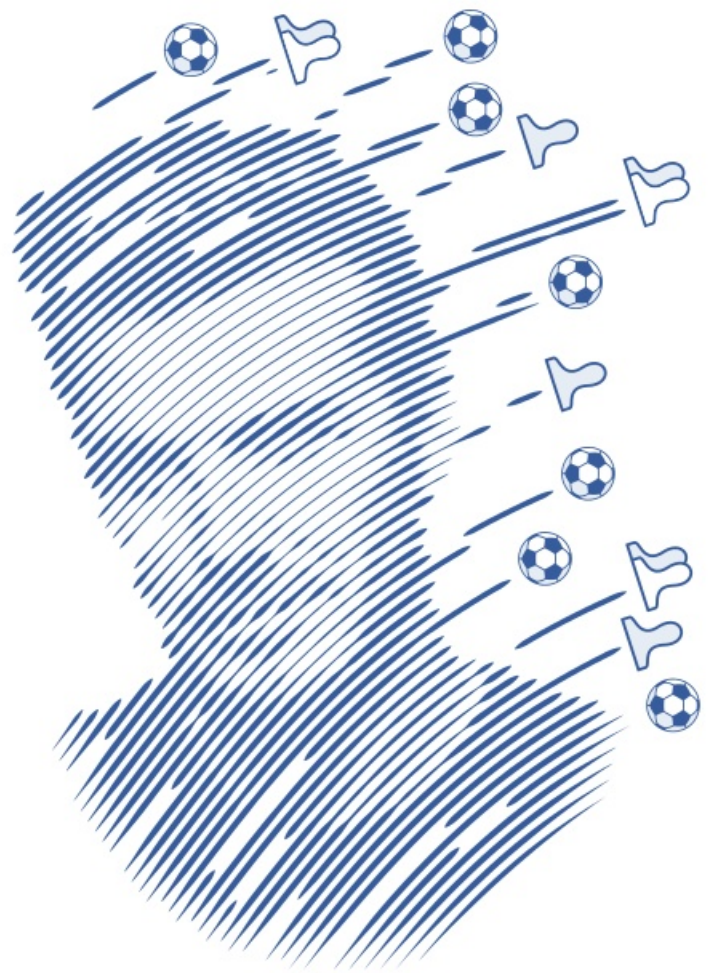
The virtual Stadium was created for the world-first digital launch of *David Beckham*, a new book chronicling the superstar’s 20-year career, live-streamed from Beckham’s Facebook Page to fans around the world in real time. Using cutting-edge technology, fans from Britain to Brazil were able to receive personalised autographs from Beckham and share them via the News Feed.

Becks himself was thrilled by the “innovative and original” idea. By the end of the event, the book had jumped over 150 places on Amazon’s pre-order chart to enter the top 20. Over a 10-day period from the launch announcement, Beckham’s Facebook Page saw 7x the average fan growth, while the announcement itself received 726,000 likes. Over one million people were talking about the event on Facebook.

The Digital Stadium is just one example of Facebook’s ability to connect fans with the celebrities they care about. As Glenn Miller, Head of the Strategic Partnership Programme explains: “Facebook is where people go to connect with the things that matter most to them, and this global event is a great example of how we can engage with public figures in a meaningful and authentic way.”

This strategy has been adopted by other public figures, including Barcelona footballer Leo Messi, who made a splash when he announced his arrival on Instagram in August with a video of a meeting with Pope Francis. While U2 released ‘Ordinary Love’, their first new song in three years, exclusively through their Facebook Page (the video racked up over three million views in the first week).

With its ability to reach an unparalleled audience at scale, Facebook is positioned to become a critical communications tool and new global launch pad for celebrities. ✦



SUCCESS STORIES



À NOËL
AVEC SFR,
**OFFREZ PLUS
QUE LA 4G**



SFR
875,721 likes · 2,697 talking about this


GOALS

- ▶ Drive awareness
- ▶ Acquire new clients

RESULTS

21% of all French online users **reached in one day**

77% of referral traffic to its online store **attributable to Facebook**



ICH BIN
DOCH
NICHT
BLÖD.



Media Markt Deutschland
1,310,743 likes · 28,287 talking about this

GOALS

- ▶ Increase the reach for an Easter campaign
- ▶ Increase brand resonance

RESULTS

43% of the German online population exposed to the **Facebook campaign**

19PT increase in ad recall for their Easter campaign **driven by Facebook**

8.1% of message association **due to Facebook**

Targeted reach.
Deep engagement.
Proven results.




Facebook profile header for **ebookers.com**. The header features a blue background with white text: "Just for you..." and "Exclusive deals, insider tips, competitions and a lot more!". The **ebookers.com** logo is in the top right, with the tagline "book easier. travel happier". Below the header is the **ebookers** profile picture and name, with 76,594 likes and 103 people talking about this.

GOALS

- ▶ Increase brand awareness
- ▶ Drive app installs

RESULTS

- 41%** increase in click-through-rate
- 38%** decrease in cost-per-click
- 25%** decrease in cost-per-install
- 35%** increase in daily average installs



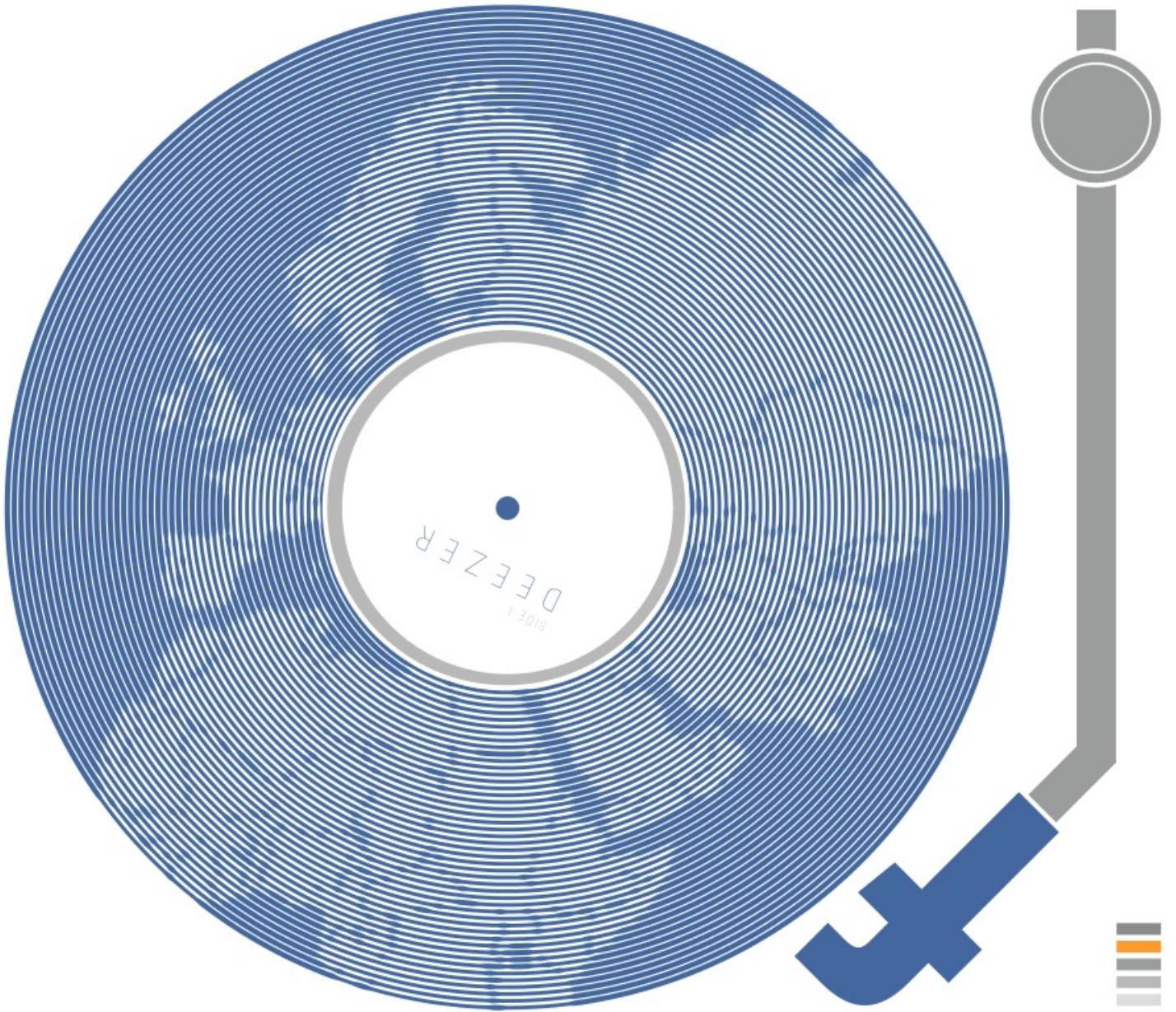
Facebook profile header for **Trendyol**. The header features a white background with a woman in a striped dress. The **TREND®** and **monokrom** logos are visible. The **trendyol** logo is in the bottom right. Below the header is the **Trendyol** profile picture and name, with 1,599,613 likes and 19,663 people talking about this.

GOALS

- ▶ Increase online sales

RESULTS

- 80%** better conversion rate via Custom Audiences
- 2.5X** better results through multi-touch attribution
- 15%** greater impact on sales for News Feed vs non-News Feed ads



THE FUTURE OF MUSIC

Axel Dauchez, CEO of Deezer, explains how Facebook integration enabled the Paris-based music-streaming service to expand into 180 countries worldwide, while restoring music's 'emotional value'.

When Daniel Marhely founded Deezer in 2006, he had a simple mission: he wanted to create the best music-streaming service for himself and share it with the rest of the world. But after a while this mission evolved and he decided that the next step for music was to be global.

In the past 100 years, music has been focused in only six countries, because it has been a physical world in which the consumption of music is determined by the distribution structure in every market. So it's a closed market. We believe that the value of music tomorrow will be in switching from a supply to a demand market, in which people will have access to the music they want worldwide. Music is at the forefront of globalisation and this new pattern is radically changing the distribution infrastructure.

That's why today, it's more important than ever for a fan of music to be directly connected to where the music comes from, and in that sense the artist has a big role to play. In the past, an artist was a VIP guy releasing tracks; in the future, an artist will be a creator that really engages with people who like his music. They will be a mediator between people and the music itself.

At Deezer, we have a catalogue of more than 25 million tracks, but we need not only to be a delivery tool of those tracks, we need to build ways for people to connect with the music and artists they like. The value of music is in this artistic conversation between creators and fans, and thanks to Deezer's integration with Facebook we're able to make this link.

The integration works in two ways. On the one hand,

it speeds up the discovery process because when you log in to Deezer through Facebook you spontaneously have access to a service which is naturally adapted to you. And second, when you share the music you're listening to on Facebook it gives value to your profile and generates virality because your friends discover Deezer at the end.

“We're able to rebuild the value of music as a social currency and build more emotion through sharing.”

In this way, we're able to rebuild the value of music as a social currency and also build more emotion through sharing. We believe our mission is to give back to music this emotional value that has been its core for 100 years and we will succeed in that mission by building a win-win loop between Facebook and Deezer. 🎵

#FESTIVEFACEBOOK

THE MOBILE-FIRST CHRISTMAS

Cross-channel selling will come of age this Christmas, but **mobile will be the key driver**



72%

of UK shoppers have **used their mobile** in-store



23%

of UK shoppers have **changed their mind** about a product in-store due to information gathered on a smartphone



10%

of all UK offline sales **influenced by mobile** last Christmas

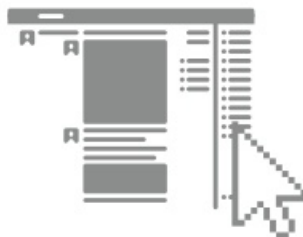
FACEBOOK AND MOBILE

Facebook is a mobile-first company, reaching **51% of mobile phone users** in the UK



20M

daily active Facebook users on mobile in the UK



14X

the average number of times people **check their News Feed** daily



12%

of people on Facebook in the UK say they have purchased a gift **after seeing it in the News Feed**

GET IN THE #FESTIVEFACEBOOK MOOD WITH THIS CHRISTMAS INFOGRAPHIC AND BE THE FIRST TO BOOK YOUR SPOT ON MUMS' GIFT LISTS BY SPREADING SEASONAL GOOD CHEER THROUGH FACEBOOK'S MOBILE NEWS FEED.

CHRISTMAS ON FACEBOOK

Connect with mums when they're out shopping, but **don't forget about dads** and the last-minute rush



3X

Mums spend **3x more time** on mobile at Christmas vs the average Facebook user



48%

of UK women on Facebook say they will do their shopping in October/November



8%

say they will **still be shopping on Christmas Eve**



2.75X

more time spent by mums on desktop at Christmas vs the average Facebook user



33%

of UK men on Facebook say they will do their shopping in October/November



19%

say they will **still be shopping on Christmas Eve**

Sources

Google, Our Mobile Planet, May 2013
 Deloitte & Touche Christmas Spending Survey, November 2012
 Facebook Internal Data, based on reported and inferred user data for December 2012

IDC Always Connected Report, March 2013
 Facebook Internal Data, based on Aug 2013 survey of small number of users
 Facebook Internal Data based on stated and inferred data, June 2013



Finished

facebook