

Inside the Clubhouse:

Telecom - How Brands Can Stay
Connected with Consumers.

ogury



Alex Florio

Sales Director

Agenda

01

Telecom landscape and trends.

02

Telecom persona insights.

03

Virtual chat with
Lisa Pickles, Sr. Director
of Media Strategy &
Planning at Comcast.

Telecom landscape and trends

'At least 40 countries to turn on 5G by the end of 2021'

By Guy Campos in News July 8, 2021 0

CISION

2021 Is a Growth Year for 5G Handsets; Mobile Experts Releases a Road Map for COVID Recovery

Google Cloud and Ericsson Partner to Deliver 5G and Edge Cloud Solutions for Telecommunications Companies and Enterprises

Global Smartphone Shipments to Grow 12 Percent in 2021, 5G Phones to Overtake 4G Counterparts by 2022: Canalys

In the news

Massive surge in 5G subscriptions predicted in 2021

5G is on pace to be the fastest-deployed mobile communication tech in history

At the forefront of digital transformation with 5G

Verizon CEO sees 2021 as tipping point for 5G

TECHNOLOGY

Apple Stock: New iPhones Will Set Stage For T-Mobile 5G Wireless Marketing Push

580M

5G mobile
subscriptions by the
end of 2021

1M

new 5G mobile
subscriptions every
day



- ✓ Download speeds
- ✓ Latency
- ✓ Connection density
- ✓ Reliability

Ford gives 30,000 employees the option to work from home forever, another sign of workforce transformation

Americans might never come back to the office, and Twitter is leading the charge.

Salesforce to allow employees to work remotely indefinitely or on 'flex' schedule

In the news

Facebook Will Allow Nearly All Employees To Work Remotely Post-Pandemic

This 175-Year Old Accounting Firm Declares Indefinite Work From Home For 20,000 Employees

Zillow Joins The Growing Ranks Of Companies Offering Employees The Option Of Working Remotely 'Indefinitely'

74%

of companies plan to
permanently shift to
remote work post-
pandemic



1 / 3

of people say that a weak internet connection has prevented them from doing their work

43%

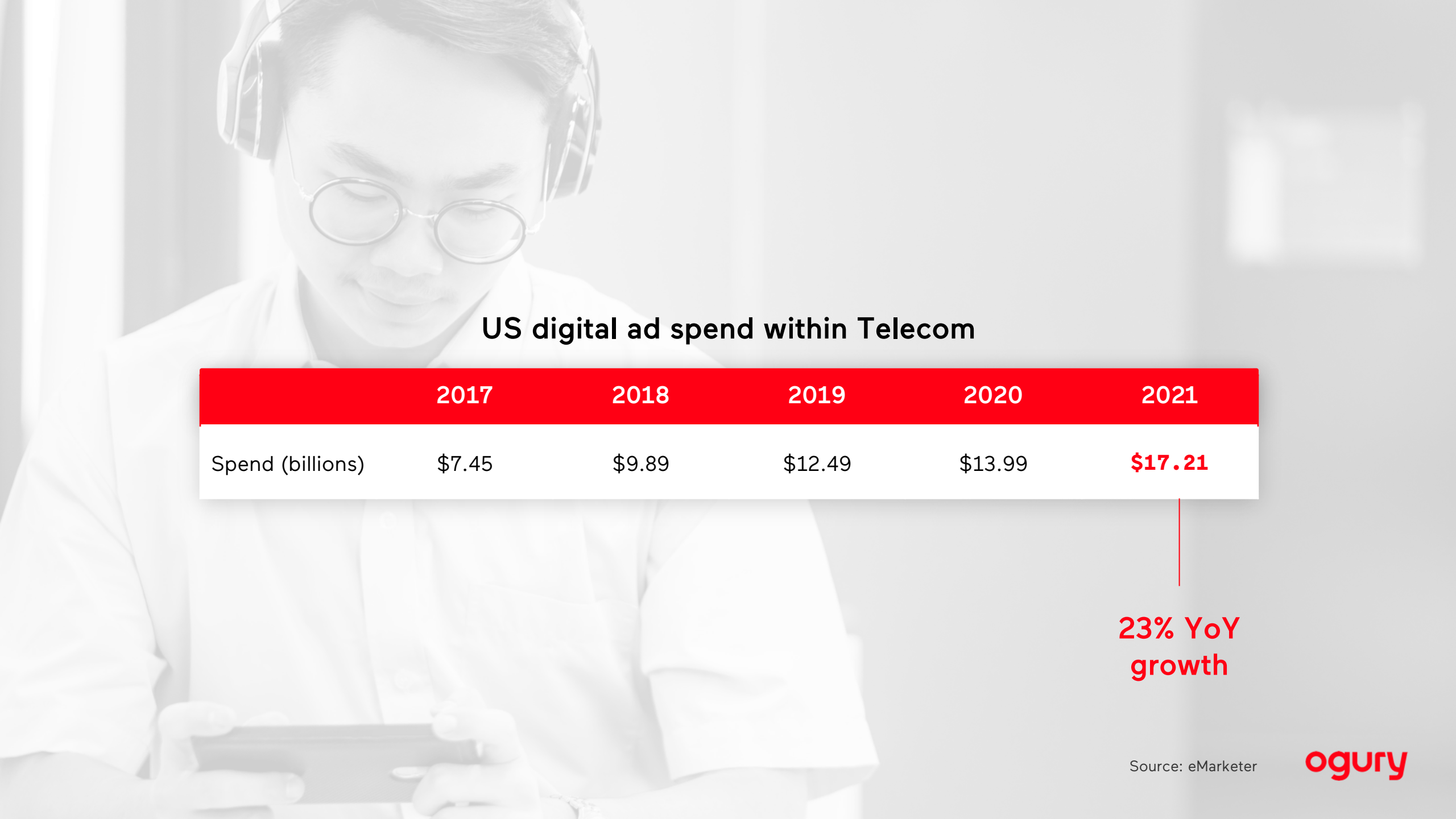
of people have had to use their phones as a hotspot to get work done

65%

of people watched TV or
streamed video content
during work breaks

50%

of people watched TV
while working



US digital ad spend within Telecom

	2017	2018	2019	2020	2021
Spend (billions)	\$7.45	\$9.89	\$12.49	\$13.99	\$17.21

**23% YoY
growth**

Source: eMarketer

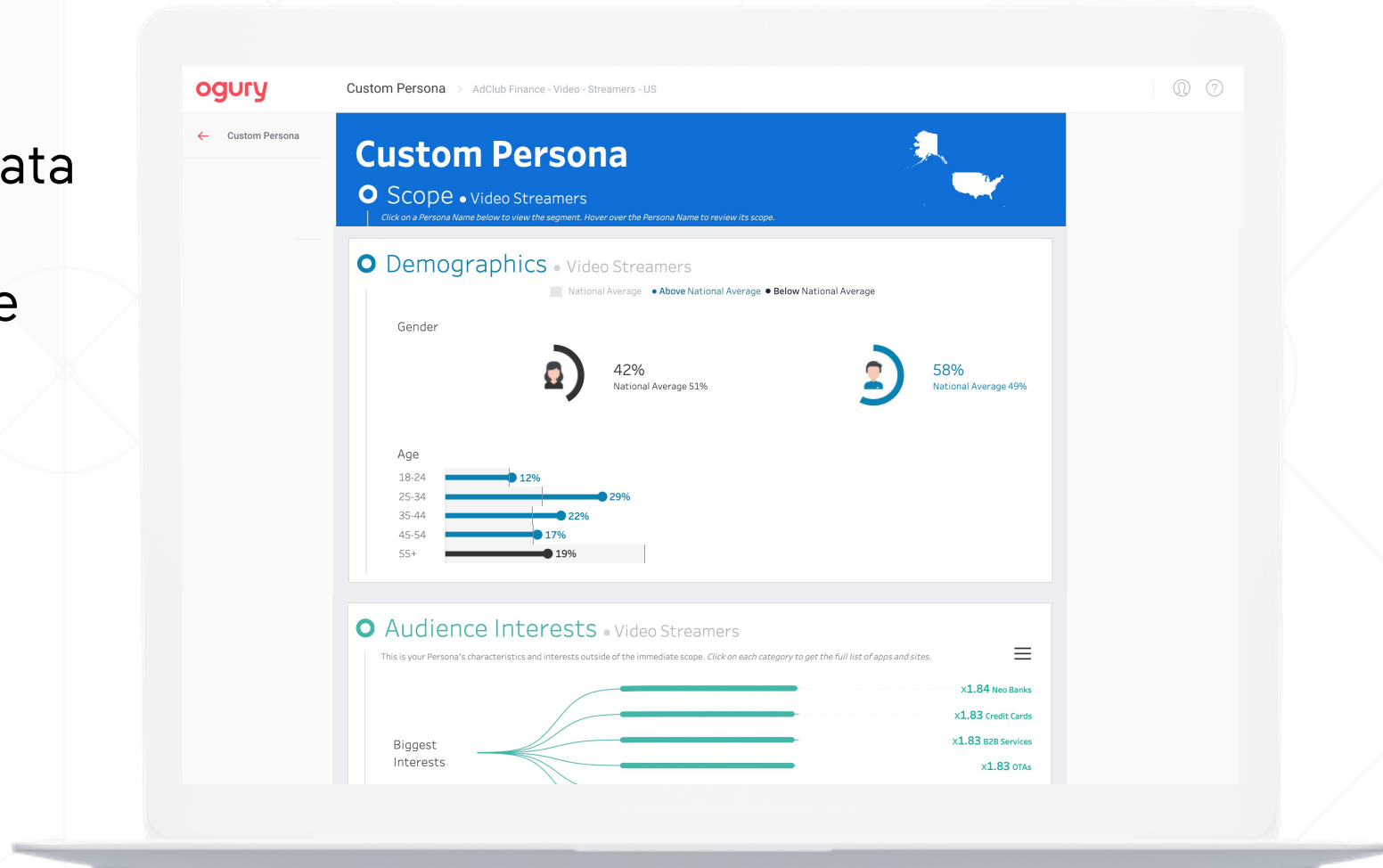
ogury

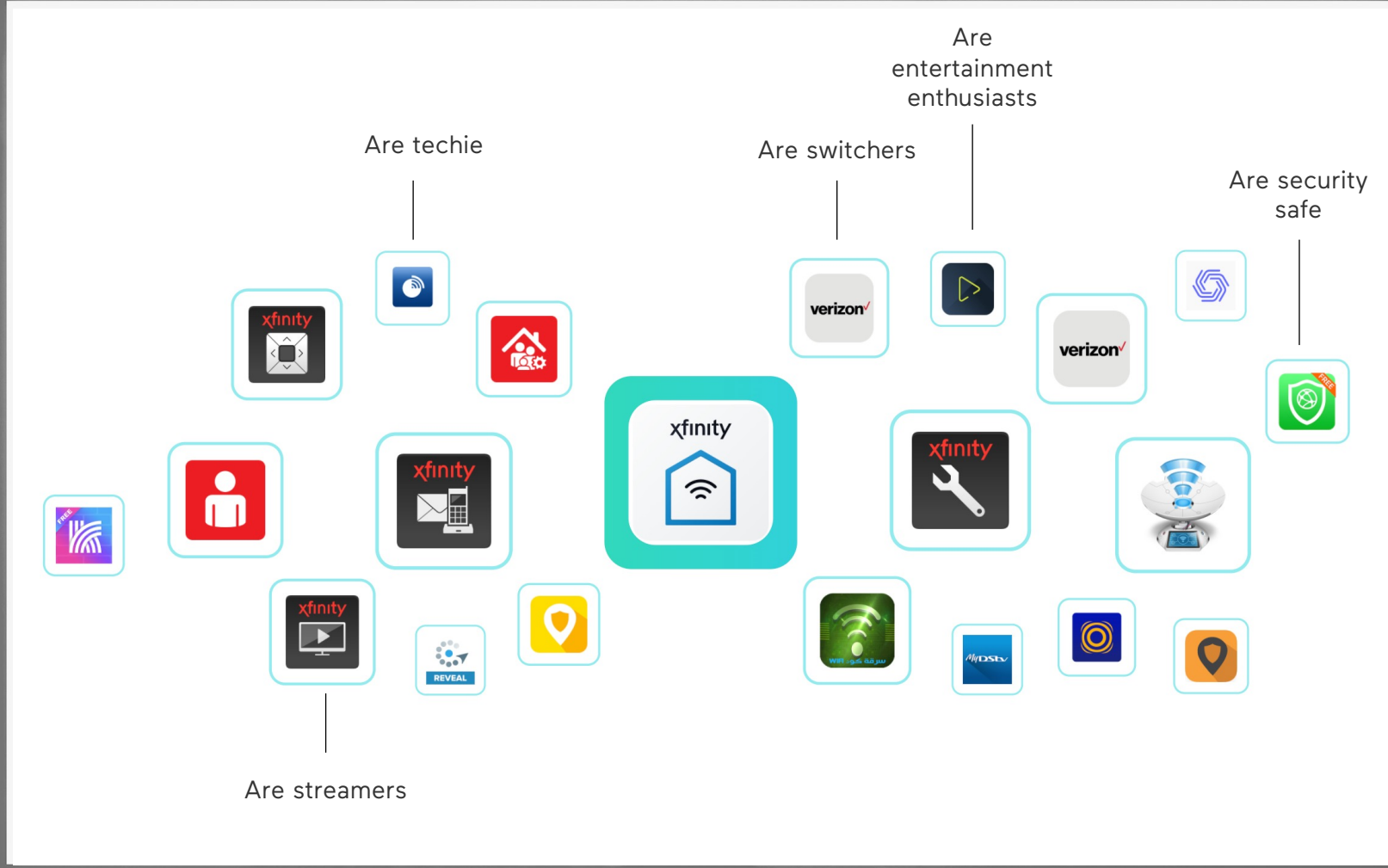
A hand is shown touching a screen, with a finger pointing towards the bottom right. The background is dark with bokeh lights in shades of blue and purple. The text 'Telecom persona insights' is overlaid on the left side in white.

Telecom persona insights

Ogury Active Insights is a data modeling and visualization solution, which brings to life Ogury's unique, reliable personification data.


- Demographics
- Audience interests
- Discriminant keywords








Get to know today's "Sports Streamer"

 **73%** are male

 **43%** are between
the ages of 25 to 44


 **4.58x** more
interested in air
travel

 **2.63x** more
interested in
personal investing

 **1.43x** more
interested in home
security

Did You Know?

38% of "Female Sports Streamers" are above 55 years old, compared to 25% of "Male Sports Streamers" being above 55.

A grayscale photograph of a man with a beard, wearing a knit beanie and glasses, looking down at a smartphone in his left hand. He is also holding a white disposable coffee cup in his right hand. He is wearing a denim jacket over a white t-shirt. A backpack strap is visible on his right shoulder. The background is a blurred city street with cars and buildings.

**Unlock insights on
your target
audiences.**

ogury

Nurses



64% are female

31% are between 25 – 34 years old

WebMD **5.25x** more interested in health and fitness

WIN REAL CASH **2.54x** more interested in online gambling and betting


STUDY | MATCH | PUZZLE


Teachers



58% are female

62% are above 35 years old

 **14x** more interested in adult education

 **4.36x** more interested in boardgames and card games


ANIME | VIRTUAL | QUIZ


Military



69% are male

37% are below 34 years old

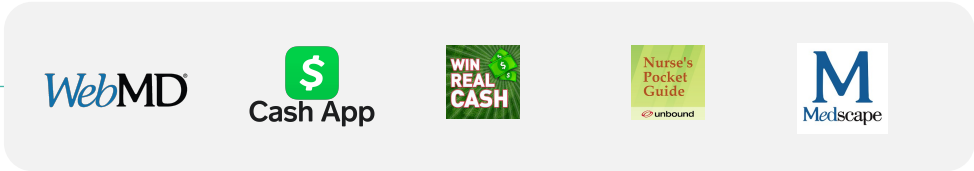
 **3.32x** more interested in news, politics and economics

 **2.96x** more interested in extreme sports

NAVIGATION | NEWS | PHYSICAL

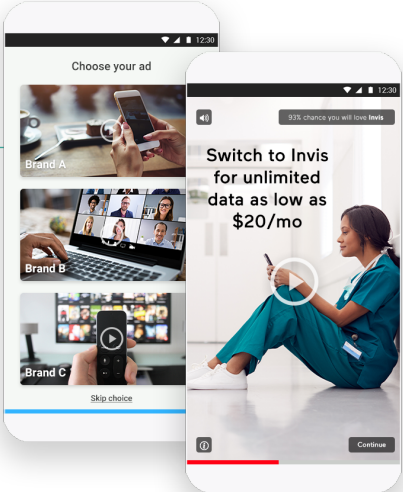
Implement a strategic activation strategy

Nurses

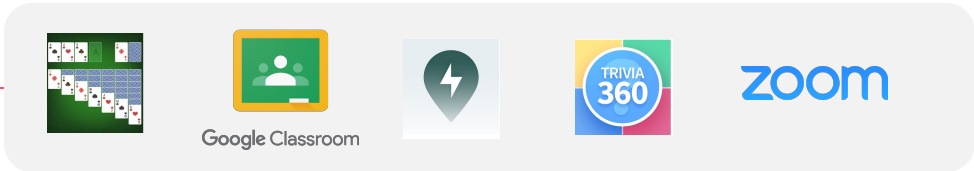


Keywords

Nurse
Medical
Study
Match
Puzzle

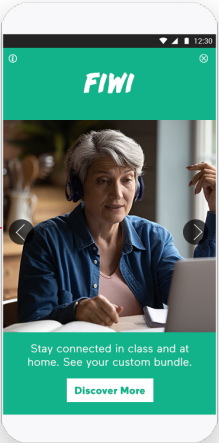


Teachers

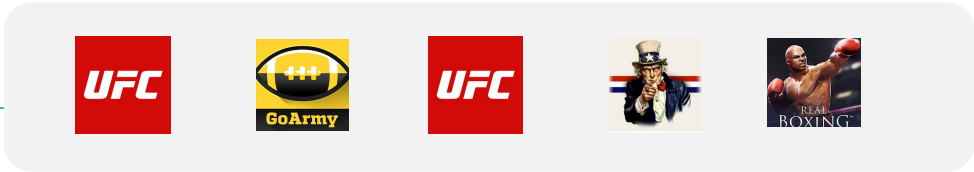


Keywords

Teacher
Teaching
Anime
Virtual
Quiz

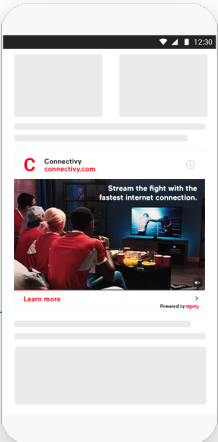


Military



Keywords


Military
Army
Navigation
News
Physical




Key takeaways



Adoption of 5G will continue to support the future of remote work.



Marketers should have a thorough understanding of their consumers' evolving interests and behaviors.



Brands should implement strategic activations based on the nuanced behaviors of their key audiences.

A silhouette of a telecommunications tower stands against a vibrant sunset sky with shades of purple, pink, and orange. The tower is a complex lattice structure with several circular antennas attached. In the background, rolling hills are visible under the colorful sky.

Thank you.

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