

A close-up photograph of a red brick wall. The bricks are arranged in a traditional pattern, with visible mortar joints. A small, vibrant green plant with several leaves is growing out of a crack in the mortar between two bricks on the right side of the frame. The lighting is bright, highlighting the texture of the bricks and the freshness of the plant.

Era influencera

Znaczenie twórców internetowych we
współczesnym marketingu

Tomasz Sulewski















	ASIA-PACIFIC	EUROPE	AFRICA/MIDDLE EAST	LATIN AMERICA	NORTH AMERICA
RECOMMENDATIONS FROM PEOPLE I KNOW	85%	78%	85%	88%	82%
BRANDED WEBSITES	78%	54%	76%	75%	61%
EDITORIAL CONTENT, SUCH AS NEWSPAPER ARTICLES	71%	52%	71%	74%	63%
CONSUMER OPINIONS POSTED ONLINE	70%	60%	71%	63%	66%
ADS ON TV	68%	45%	70%	72%	63%
BRAND SPONSORSHIPS	67%	43%	73%	70%	57%
ADS IN NEWSPAPERS	63%	44%	69%	72%	65%
ADS IN MAGAZINES	62%	43%	65%	70%	62%
BILLBOARDS AND OTHER OUTDOOR ADVERTISING	60%	40%	64%	63%	57%
EMAILS I SIGNED UP FOR	60%	41%	59%	65%	64%
TV PROGRAM PRODUCT PLACEMENTS	60%	35%	64%	64%	53%
ADS BEFORE MOVIES	59%	38%	57%	62%	56%
ADS ON RADIO	54%	41%	62%	68%	60%
ONLINE VIDEO ADS	53%	33%	55%	52%	47%
ADS ON MOBILE DEVICES	50%	26%	49%	48%	39%
ADS ON SOCIAL NETWORKS	50%	32%	57%	54%	42%
ADS SERVED IN SEARCH ENGINE RESULTS	50%	36%	52%	58%	49%
ONLINE BANNER ADS	48%	27%	49%	46%	41%
TEXT ADS ON MOBILE PHONES	42%	22%	41%	39%	37%

Source: Nielsen Global Trust in Advertising Survey, Q1 2015



Dlaczego influencerzy są ważni?

#zasięg

grupa, która Cię słucha



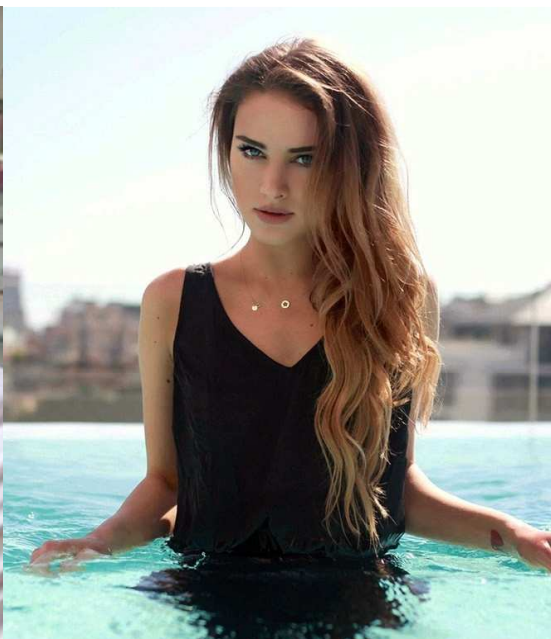


#coś do powiedzenia

grupa, która Cię **słucha**

#charyzma
grupa, która Cię słucha







zasięg



grupa
celowa



out of
the box



zaufanie

Global Ad Blocking Growth

Blocking ads continues to build on the strong growth rates seen during 2013 and 2014.

The findings

- Globally, usage of ad blockers grew by **41% YoY** (Q2 2014 - Q2 2015).
- As of June 2015, there were **198 million** monthly active users for the major browser extensions that block ads.



zasieg

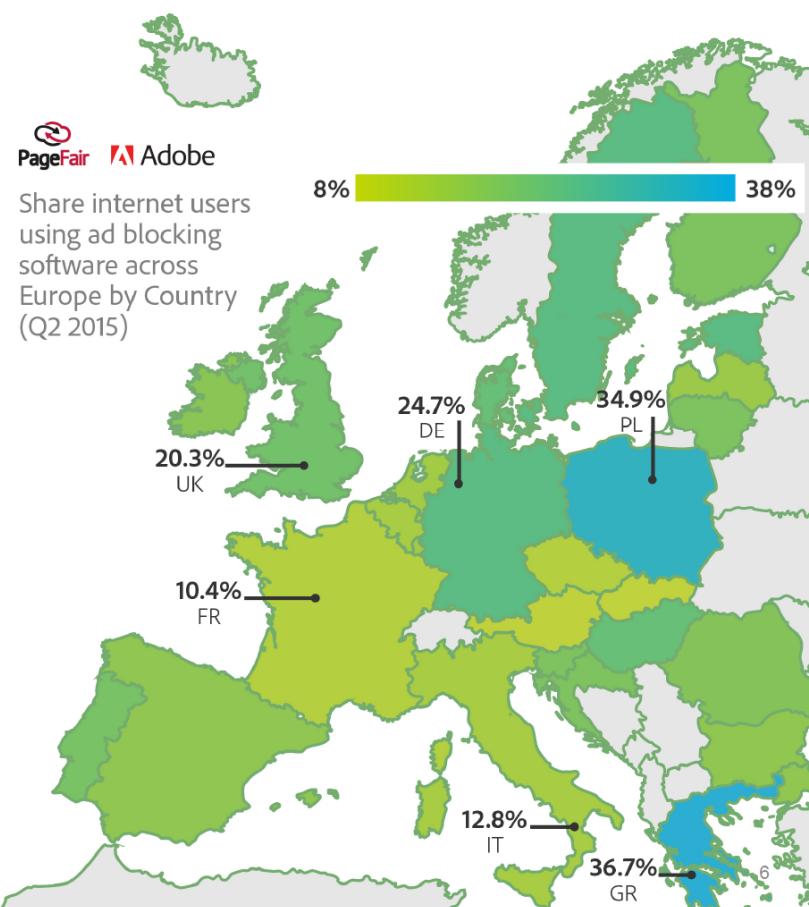
Usage of ad blocking software in Europe

Ad block usage in Europe grew by 35% during the past year, increasing to 77 million monthly active users in Q2 2015.

The findings

- Ad block usage in the UK increased by **82%** during the past year, reaching **12 million** average monthly active users in Q2 2015.
- Ad block usage in Germany increased by **17%** during the past year, reaching **18 million** average monthly active users in Q2 2015.
- Greece has the highest rate of ad block usage in Europe.
- Slovakia has the lowest rate of ad block usage in Europe.

PAGEFAIR AND ADOBE | 2015 Ad Blocking Report



zasieg



200 000

280 000



239 000

380 000



183 692

288 000

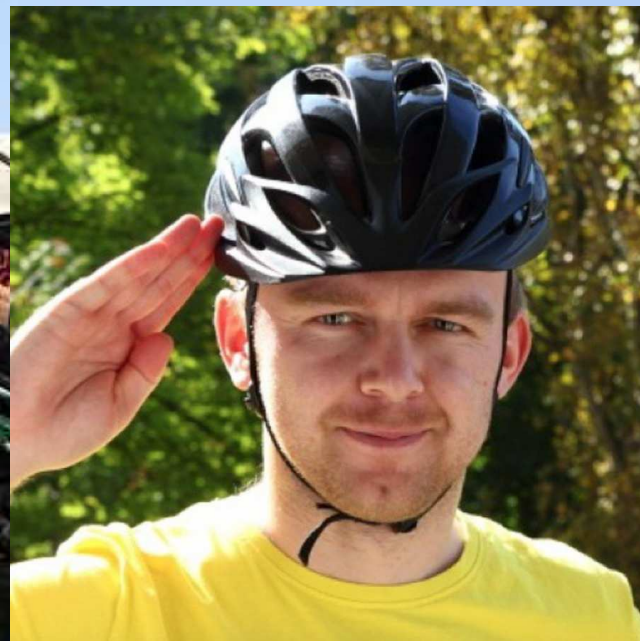
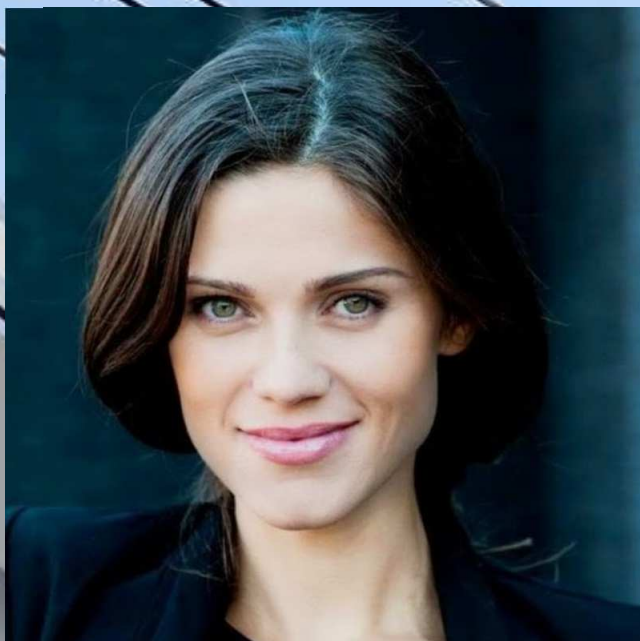


54 000

340 000



grupa
celowa



out of the
box



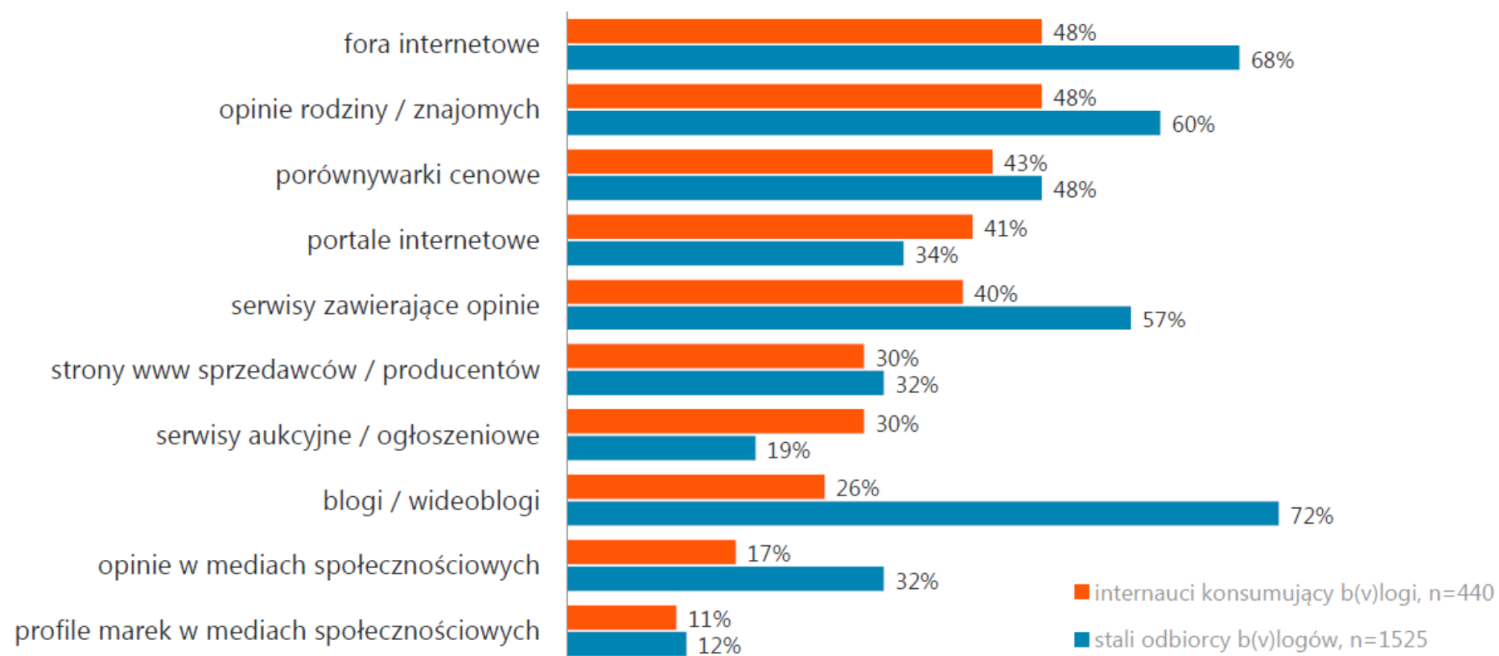
Zaufanie

Wykres 19:

Źródła informacji w procesie zakupowym

Gdzie szukasz informacji, gdy rozważasz zakup produktu lub usługi?

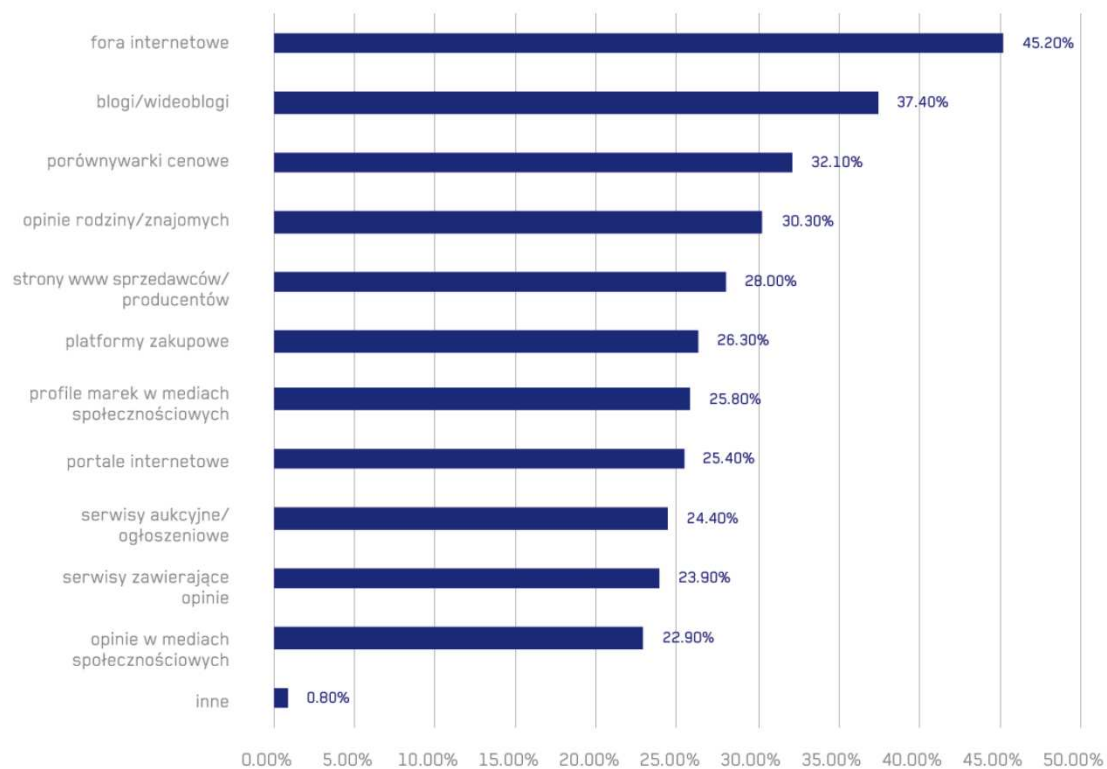
* respondent mógł wskazać więcej niż jedną odpowiedź



PSBV, B(V)LOG POWER - wpływ blogów i videoblogów na internautów, kwiecień 2015

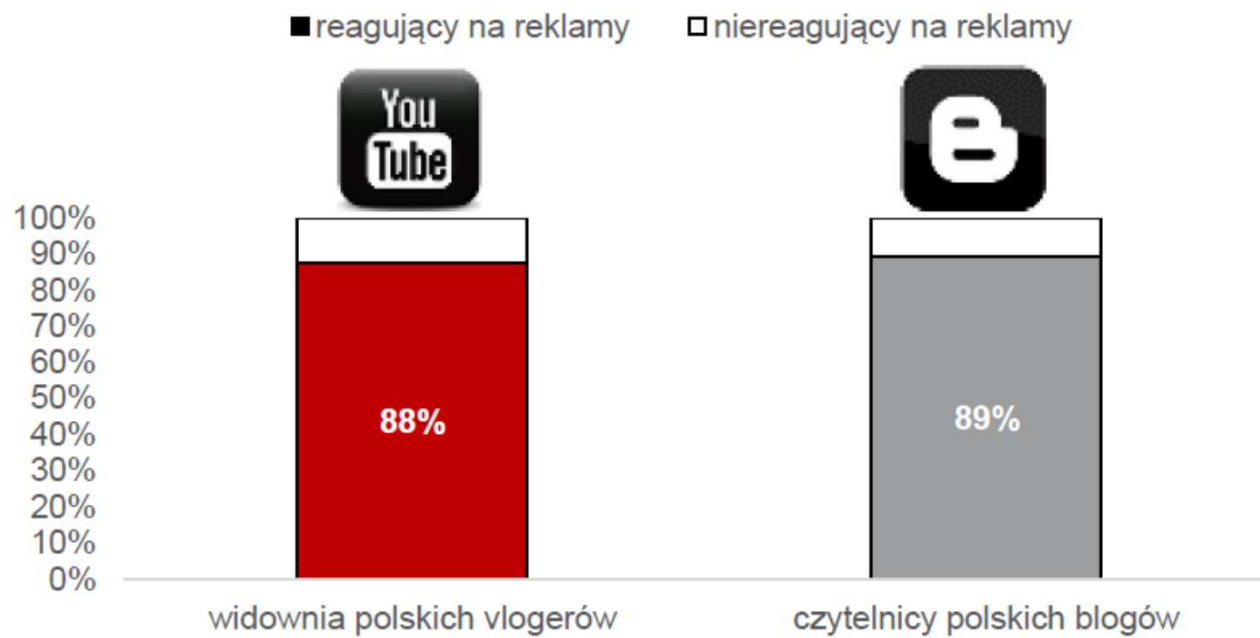
Zaufanie

Wykres 17
**JEŚLI ROZWAŻASZ
ZAKUP PRODUKTU
LUB USŁUGI,
GDZIE SZUKASZ
INFORMACJI?**
(opinie stałych
odbiorców blogów
i wideoblogów;
respondent mógł
zaznaczyć wiele
odpowiedzi)



Natalia Hatałska, *Rola blogerów i youtuberów we współczesnym świecie*, wrzesień 2016

Zaufanie



IRCenter, Multiscreening, sierpień 2015

The image shows a top-down view of eight pieces of silverware arranged on a dark, polished wooden surface with a prominent grain. On the left, four butter knives are laid out vertically, their blades pointing upwards. Each knife has a simple, elegant handle with a small heart-shaped indentation at the base. On the right, four forks are laid out vertically, their tines pointing upwards. These forks have a similar handle design to the knives. A semi-transparent black rectangular box is positioned horizontally across the middle of the image, containing the text 'Jak to zrobić w praktyce?' in a white, sans-serif font.

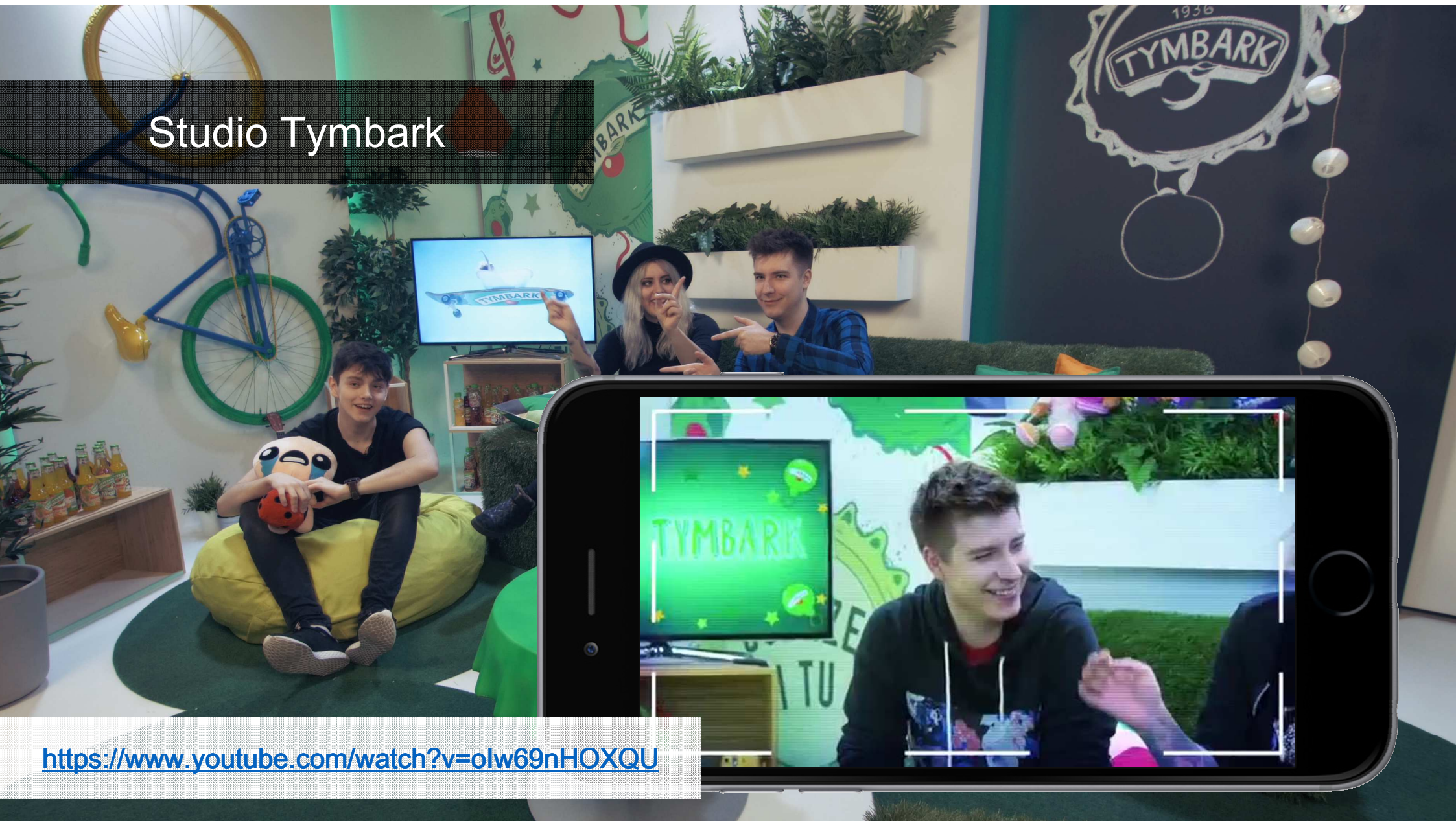
Jak to zrobić w praktyce?

Orange YES Pranks



<https://www.youtube.com/watch?v=p3X62V7t3to>

Studio Tymbark



<https://www.youtube.com/watch?v=olw69nHOXQU>

Historie na kartę



<https://www.youtube.com/watch?v=wkdZCIDsPog>

tolpa: off

w[y]łączysz się?



<https://www.youtube.com/watch?v=yPPLIVTd1oE>

Wejdź na szlak

DLACZEGO AKURAT GŁÓWNY SZLAK BESKIDZKI?

Główny Szlak Beskidzki to najdłuższy szlak w polskich górach. Oznaczony jest kolorem czerwonym i przebiega przez kilka pasm górskich. Idąc od zachodu, są to: Beskid Śląski, Beskid Żywiecki, (Beskid Makowski i Beskid Wyspowy - podane w nawiasie z uwagi na bardzo krótkie odcinki), Gorce,

<http://podroznicy.com/pl/szlaki>



Dziękuję

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