

BBDO

This Week.

Here are some things worth sharing: Facebook unveiled some things they've been working on like a [dating feature](#) and some [new AR options](#); YouTube wants to [target people watching on their TV](#); and you can take a look at [how people ask questions](#).

F8 2018

Getting in the dating game.



To compete with Tinder and the many other dating apps and sites in the market, Facebook is creating a set of dating features within their platform. Users will soon have the option to create an additional profile within Facebook that can help them find a match. 'Dating on Facebook' seems to take a lot of established dating app elements - photo album, profile, stated interests, private messaging - and just bring them into Facebook. In that sense it's natural and intuitive. But in the wake of increased focus on FB privacy and personal data, it's a slightly surprising move.

[Read more.](#)

So what?

- At its core the platform has always been about connecting people. Facebook has been signaling that a return to those roots is its path forward. Their recent algorithm changes deprioritized publisher content; they're investing in cleaning up mistakes that have cluttered the newsfeed with fake news; and now this. They want to remind users that they exist to bring people together and not push them apart. They want to remind users of their purpose.
- Facebook has turned into a useful advertising platform largely due to how well it can serve up video. Do brands have a role in connecting people on Facebook, or will "content" remain the meaningful Facebook function for brands?
- There hasn't been a mass exodus of Facebook in light of Cambridge-Analytica-gate, suggesting users didn't care enough to abandon the platform. Success of any new, sensitive functionality such as dating would be a meaningful indication that people value the personalization and intuitiveness of the platform more than they worry about how their data is used.

Beefing up mixed-reality capabilities.



While it hasn't really taken off like Snapchat originally did, the Facebook Camera functionality offers some impressive AR lens capabilities and they just got more impressive. Creators will soon be able track hand and body movements, integrate location and contextual awareness, and remove people from their backgrounds (like a makeshift green screen). The options available have always been more technically impressive than Snapchat's and they have been - and still are - free to make. The problem has been that there is not a clear way to promote or monetize Facebook Camera effects for most brands, and it's still unclear if that's changing. But those AR effects are coming to Messenger and Instagram: spaces where a brand's organic activity can still matter.

[Read more.](#)

F8 also saw the launch of the Oculus Go. It's a self-contained VR headset with a wireless controller, which means that really immersive, bodily VR experiences no longer require a powerful PC. And at \$199 USD it will likely result in a number of new VR users.

[Read more.](#)

So what?

- Virtual reality, augmented reality, and mixed reality have all kind of felt like cool proofs of concept to date. They point to incredible experiences but don't feel like lasting innovations. Seeing Facebook continue to devote a lot of time at its F8 event to AR and VR - and seeing rumours that [Apple is further investing](#) in the space - suggests that this is tech that will gain steam.
- There have been incredible [artistic VR creations](#) and there's been work that has been [creatively-awarded](#), but we're still waiting for the can't-miss experiences. VR, AR, and MR remain ripe for experimentation.

Reaching YouTube viewers on their TV sets.



A lot of people watch YouTube on the big screens in their living rooms. A large majority of views (over 60%) happen on mobile devices, but about [10%](#) of viewing happens on televisions. To account for this YouTube will soon allow advertisers to specifically target people viewing on TVs.

[Read more.](#)

So what?

- There is an increasing demand for more and more creative outputs. Ideas often need to work within a 6-second mobile pre-roll buy, a TV spot, and static Instagram posts (for instance). As we gain targeting options like this new YouTube product, that list of needed outputs will increase. Without budgets that increase at pace with that demand, it becomes more and more important that a thoughtful and choiceful communications plan guides the work.

What are people asking?



This tool isn't new, but it's new to me. Former NY BBDOer Julian Cole shared it out in his latest [newsletter](#). Answer The Public tells you what people are searching for related to a specific concept and categorizes those queries by intent. Really useful.

Answer The Public: <http://bit.ly/2rkZX5B>

So what?

- Every creative problem is a human problem. Search is a powerful starting point for understanding how people think about their problems.