

JUST ADD CONTENT

To build meaningful connections with people online, look beyond the content they consume and understand why they consume it in the first place.

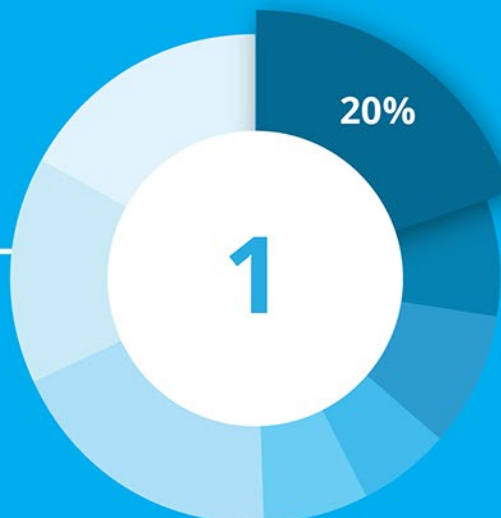
We've identified the universal moments that define online engagement.

Aol.



THE EIGHT MOMENTS

INSPIRE



DEFINITION

Look for fresh ideas or trying something new

LEADING TOPICS

Fashion, Food

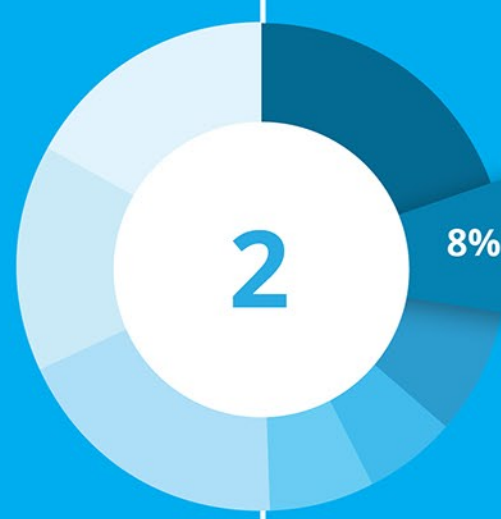
LEADING FORMATS

Product page, Photo gallery

DEFINITION
Stay updated or find relevant ideas

LEADING TOPICS
Current events, Politics

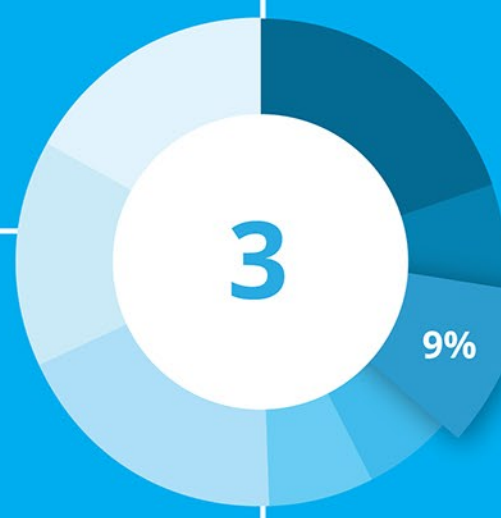
LEADING FORMAT
Online information, Article, Blog



BE IN THE KNOW



FIND



DEFINITION

Seek answers or advice

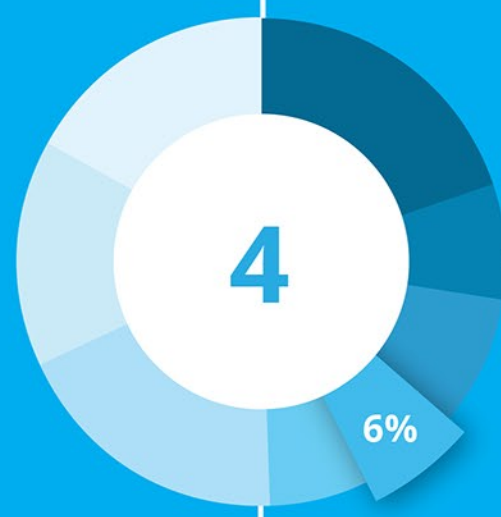
LEADING TOPICS
Health, Autos

LEADING FORMATS
Product page, Listicle

DEFINITION
Seek support or insight

LEADING TOPICS
Relationships, Medical

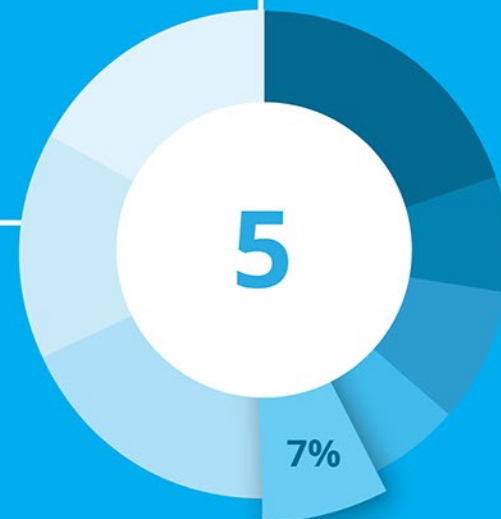
LEADING FORMAT
Blog, Product page



COMFORT



CONNECT



DEFINITION

Learn something new or be part of a community

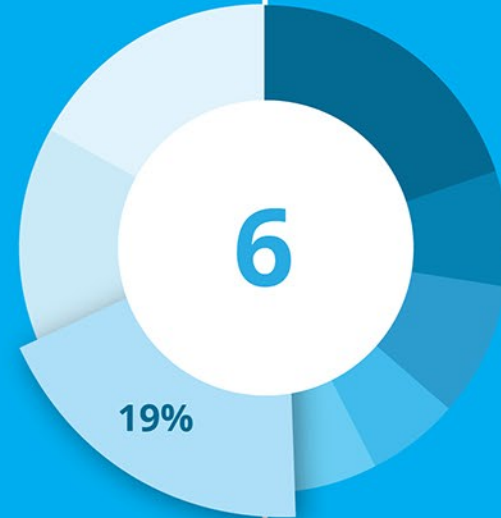
LEADING TOPICS
Science, Comedy

LEADING FORMATS
Photo gallery, Short video

DEFINITION
Improve mood or feel relaxed

LEADING TOPICS
Wedding, Family

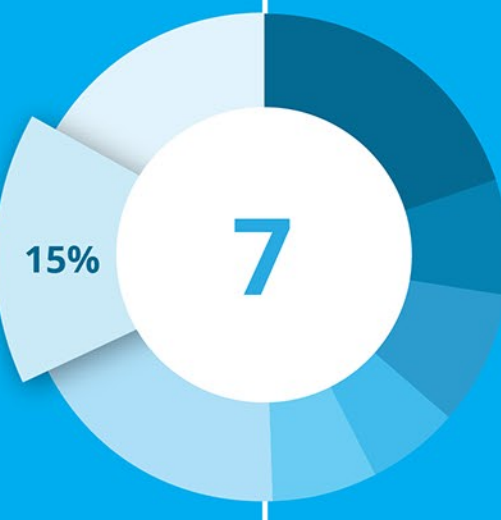
LEADING FORMAT
Social media post, Photo gallery



FEEL GOOD



ENTERTAIN



DEFINITION

Look for an escape or a mental break

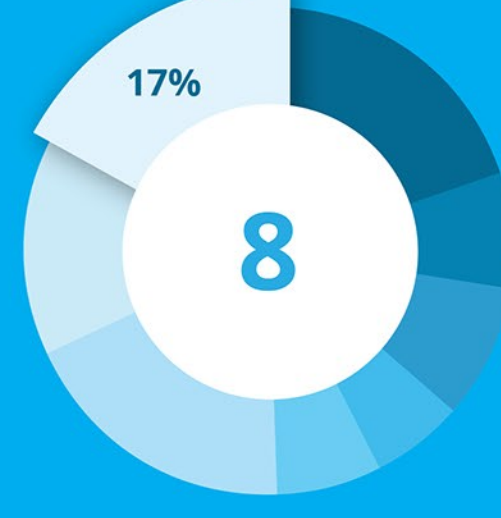
LEADING TOPICS
Comedy, Animals

LEADING FORMATS
Short video, Long video

DEFINITION
Stay updated or take a mental break

LEADING TOPICS
Celebrity, Sports

LEADING FORMAT
Social media post, Article



UPDATE SOCIALLY



KEY TAKEAWAYS

Here's how you can build more effective campaigns.



Create content that adds value

Select the moments that best fit the brand, understand the motivations behind those moments and create customized content based on that.



Anticipate each outcome

Understand consumers' mindset in each moment and make it easy for them to take action, like making a purchase or getting more information.



Vary your content topics and formats
Produce different types of content to reach more consumers across moments and target them in less crowded environments.



Embrace a blend of data and creativity
For maximum campaign effectiveness, use insights from the eight content moments to inspire creative executions.

Discover what your consumer is really thinking.
Check out our global research at contentmoments.aol.com

Aol.