



I Witnessed Five Coolest Advertising Technologies from Facebook Creative FMP Event _

CALIFORNIA, USA, December 21, 2017 /EINPresswire.com/ -- Everyone in the world knows that advertisement video is the most effective, but it is the most difficult and complicated too. How to solve the problem?

On the first day of December in 2017, the Facebook Creative FMP Event was held in Beijing. The author has had the honor to attend this conference. That was the first conference that Facebook has ever held in Beijing. Many first-class clients, cooperating partners and advertising platforms were invited. Excellent marketing partners of Facebook had brought out the latest smart marketing tools for the marketing stubborn problems and shown a more integrated blueprint of marketing black technology in the future.

Aiming at advertising marketing difficulties and the market with Chinese characteristics, five cooperating partners of Refuel4, Kuaizi, Shakr, Shuttlerock and [ZingFront](#) had made product presentations and subject speeches.

1. The smartest creation--- ReFUEL4_Kuaizi

Those two companies utilized the AI Technology which is currently the hottest in the same time. ---ReFUEL4, a company founded in 2014 in Singapore.

It establishes their advertisement using the API and neural network image recognition technology solution of Facebook and Instagram. In the meanwhile, ReFUEL4 has AI Prediction Performance which could avoid the budget waste of A/B test.

---Kuaizi, a company founded in 2013 in Guangzhou, China

The AI driving platform has material library, template library and showcase library. With only one designation, tens of thousands of combinations could be generated and that will raise the creativity efficiency ten times.

2. The best creativity---Shuttlerock

Shuttlerock is a Zelandian company which won Facebook global creativity award in 2016.

Its thinking is to take full advantage of the contents generated by UGC: Generate contents via the users, establish and maintain a real content asset SAAS Platform so that the market personnel could manage procurement easily.

In the UGC mode, visitors and creators are combined. The contents generated by the users not only integrated with sociability, instantaneity and multimedia feature, but also with high level of involvement which could generate an effect of viral transmission; the excellent creativity inspiration reacted upon the whole marketing chain to "fan the fire", bringing more abundant connotation and additional value; in the meanwhile, it could settle down the core users and increase the user loyalty.

It is exactly that Facebook appreciates the sensitivity of Shuttlerock to the immense potential of UGC in AD application field and the utilization of it in AD producing.

3. The simplest and most direct --Shakr

Shakr is a company founded in 2010 in Seoul, Korea.

Its principle is to produce video advertisement by fulfilling the video designation (templet) with photos, texts and short films. It is applicable in producing digital signage video/ producing products video/ producing video for social media. Many local Korean enterprises have used the services of Shakr.

4.The most amazing 3D –[UnrealFront](http://zingfront.com/unrealfront) Product of ZingFront <http://zingfront.com/unrealfront> ZingFront <http://zingfront.com/unrealfront> is an internet company founded two years ago in Beijing. With this first 3D automatic video producer ever in the globe, you can get your video within 10 minutes only if you input your story into this database. The video producing efficiency could increase 100 times. According to the communication and feedback on site, at present, many first-tier enterprises and platforms in China have been using this product already. It already helped more than 20 enterprises to produce many video with high quality. The CPI cost could be 2~3\$ in developed areas. “We should follow closely with the time tendency and solve difficulties in video producing with AI.” In speech phase, this statement resonated with everyone.

As official operating partners of Facebook, Refuel4 combined crowdsourcing and automatic smart; Kuaizi combined elementary picture and automatic A/B test methodology; Shakr showed the characteristics of Korean brand; Shuttlerock combined brand advertisement and UGC content to enrich advertising material; ZingFront showed the charms from the very first automatic 3D advertising video in the globe and won praise of the conventioners. UnrealFront, the first 3D semi-automatic video production tool.

Actually, In Oct. 11th, UnrealFront is officially recommended by Facebook GPS(Global Partner Summit). UnrealFront makes it possible to produce 3D video in a creative and efficient way, which can save at least 80% work even for experienced colleagues. Have it and you'll enjoy your video AD production.

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