

# Driving Brand Advertising Across Digital Platforms

Karim Attia, nugg.ad



INTERACT  
BARCELONA  
2013

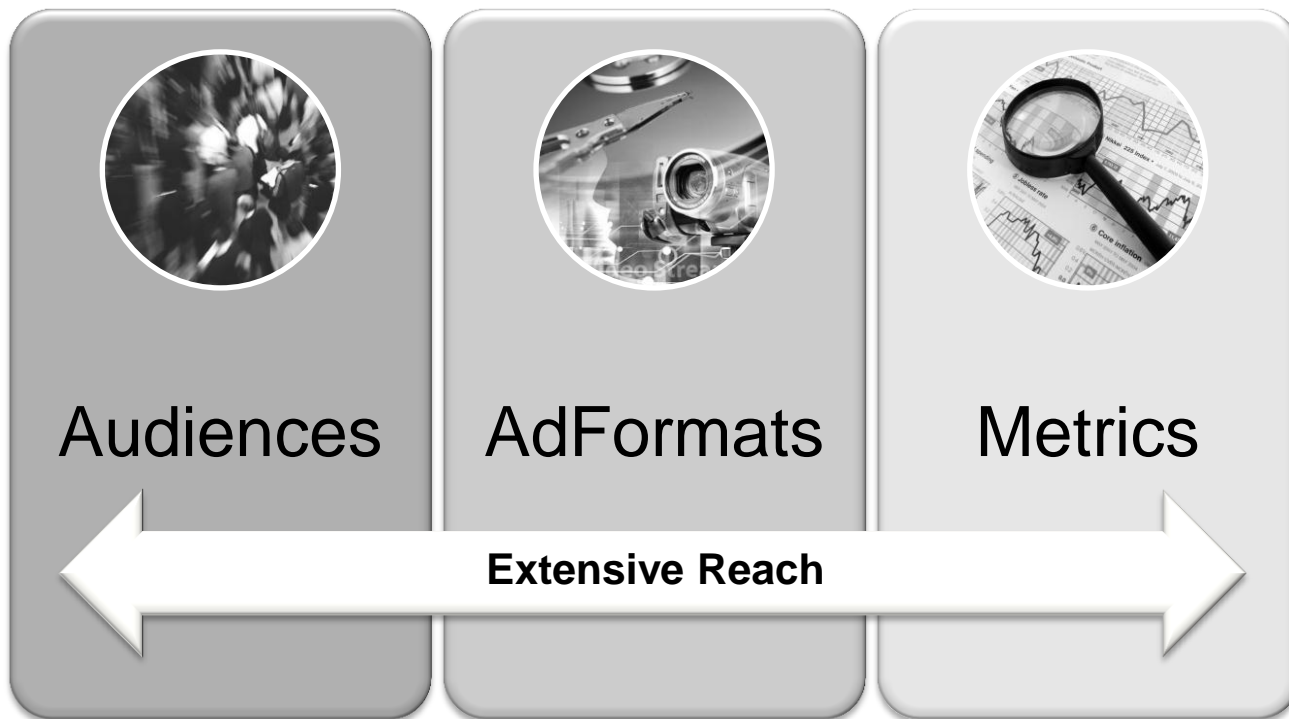


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# Requirements for large scale Brand Advertising



# Clash of Concepts

BRANDING



Attitudes,  
Mid/Long-Term (ROI),  
One-to-Many,  
*GRPs, Reach & Frequency,*  
*Perception, Awareness*

DIRECT-  
MARKETING



Actions,  
Short-Term (ROI),  
One-to-One,  
*CTR, CPO*



**Common Knowledge supported by Standardized Concepts**

TRADITIONAL

DIGITAL

Our industry has to make the task of doing **brand advertising** on **digital platforms simple and trustworthy** !

Therefore there is an urgent need for a **consensus** on how brand advertising is managed in the digital environment !

The main problem is a **lack of** agreed **standards**. There is **inconsistency** in how brand campaigns are **offered, measured and evaluated** both between **individual** media owners and when **compared** to other media.

# Members of IAB Europe's Brand Advertising Committee

Chairman: *Karim H. Attia (nugg.ad)*

Vice-Chairman: *Manfred Mareck (Publicitas)*



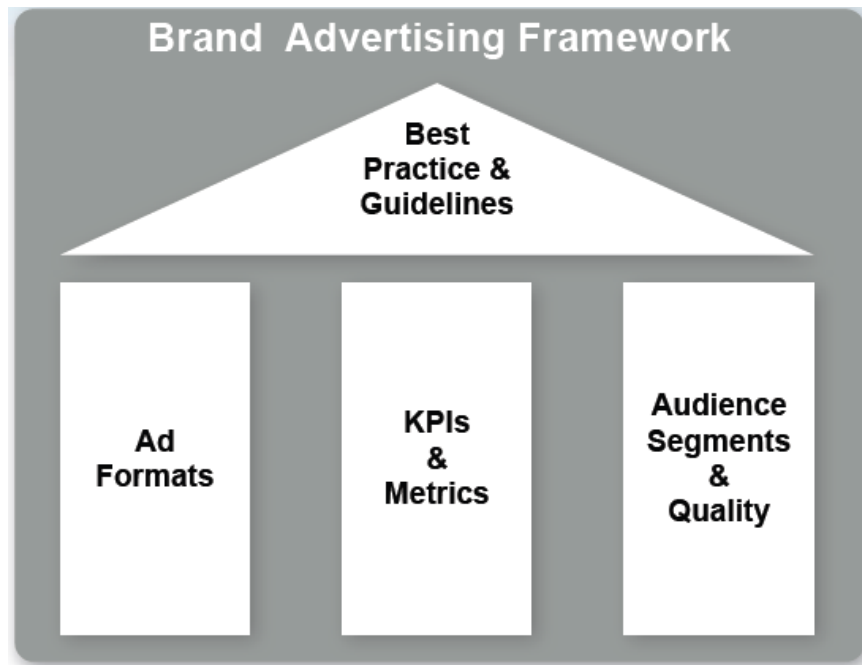
News Corporation



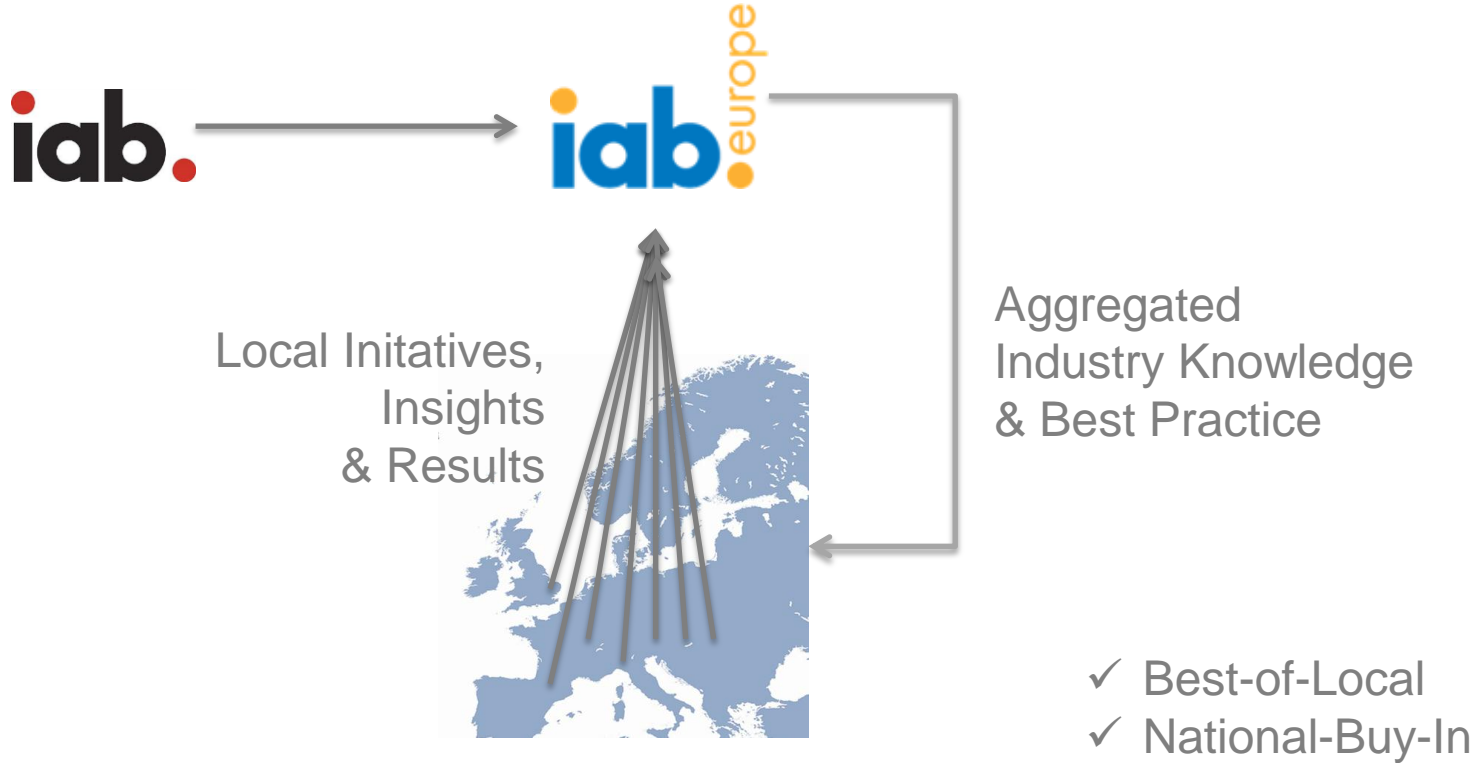
# Mission Statement

“To provide Brand Advertisers  
with a reliable and trusted Toolkit  
for the converging Digital and traditional Media Environment  
including the establishment of a Framework of common Standards  
in terms of AdFormats, KPIs and Audiences  
across Europe and compatible with Global initiatives.”

# Overall Scope



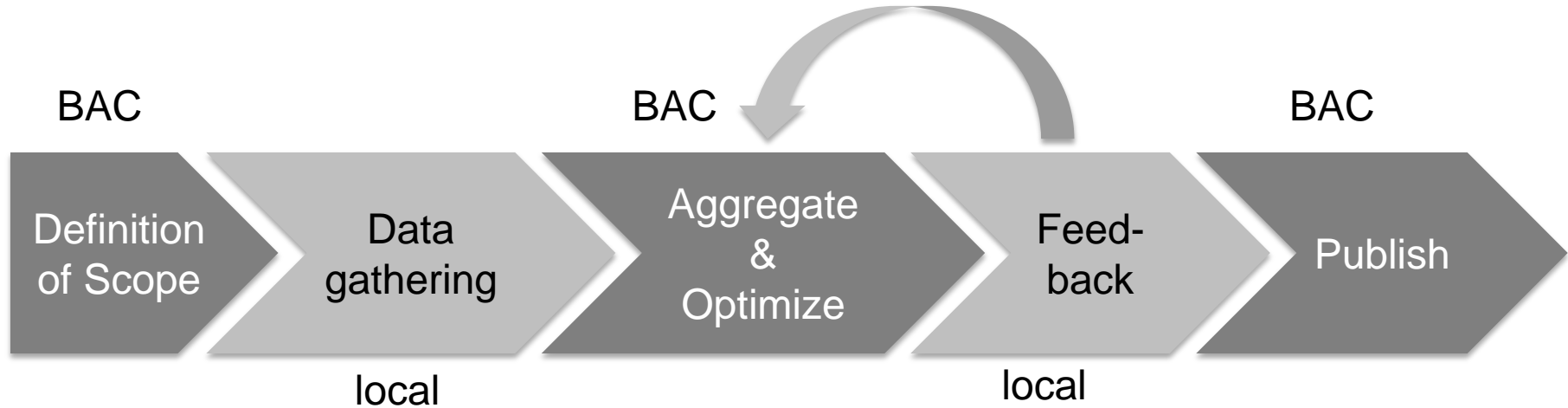
# Bottom-Up Approach



- ✓ Best-of-Local
- ✓ National-Buy-In



# Process Overview





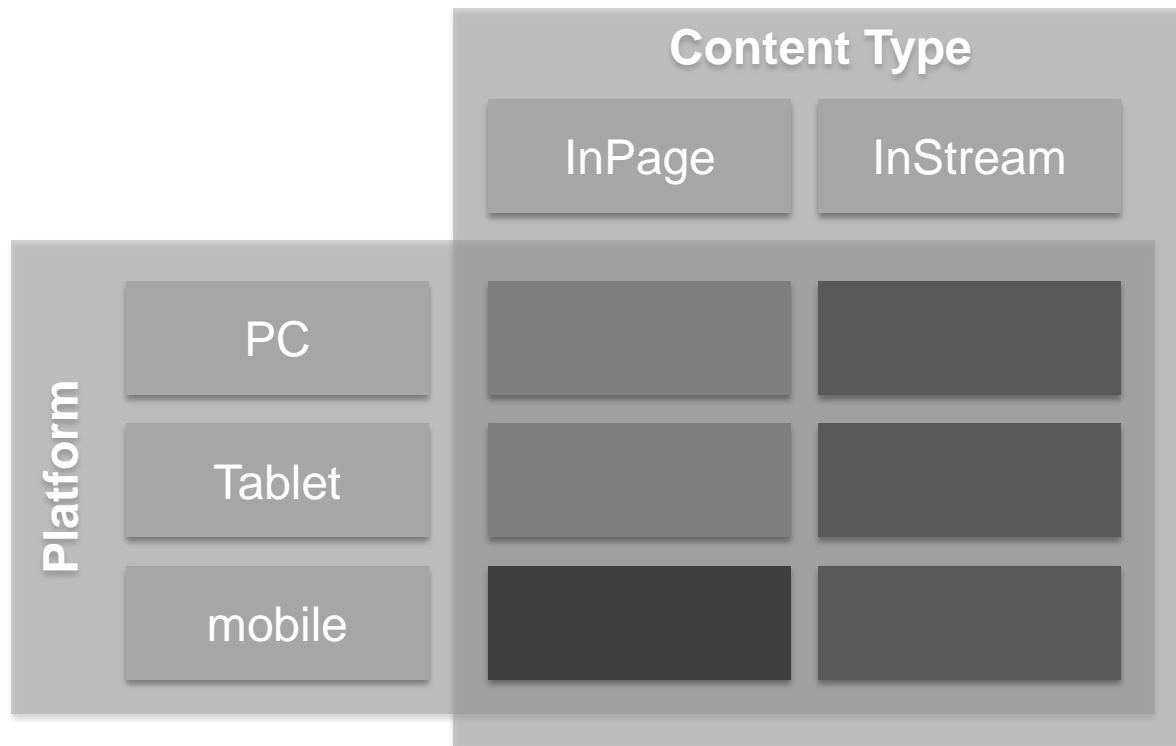
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## Task Force AdFormats

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# AdFormats: Scope

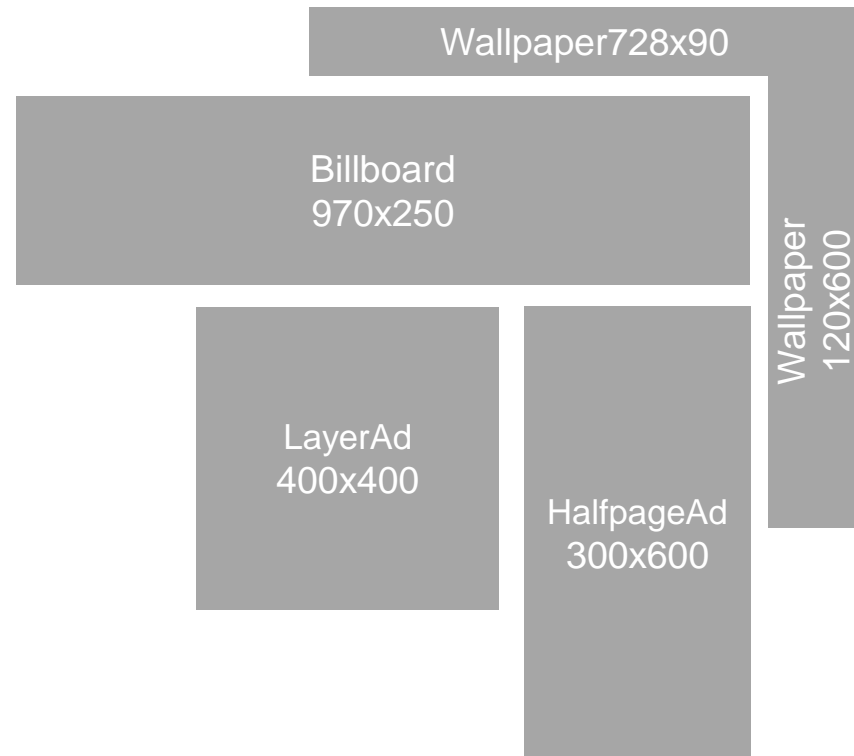
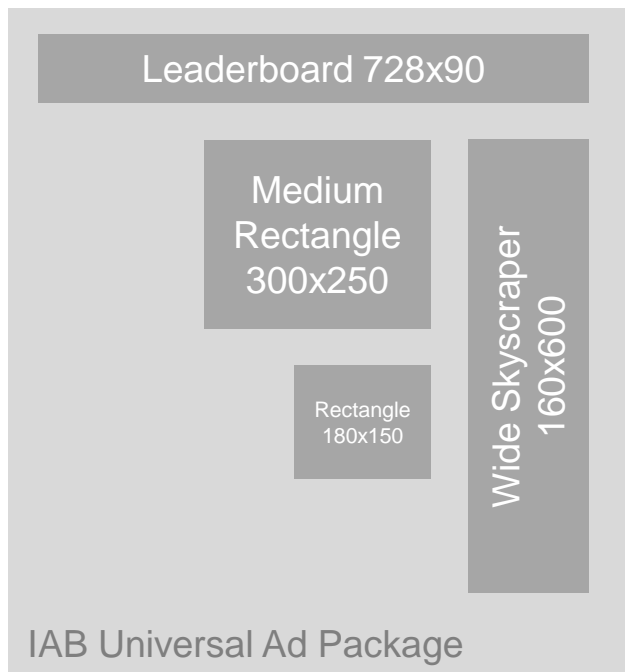


# AdFormats: Data Gathering

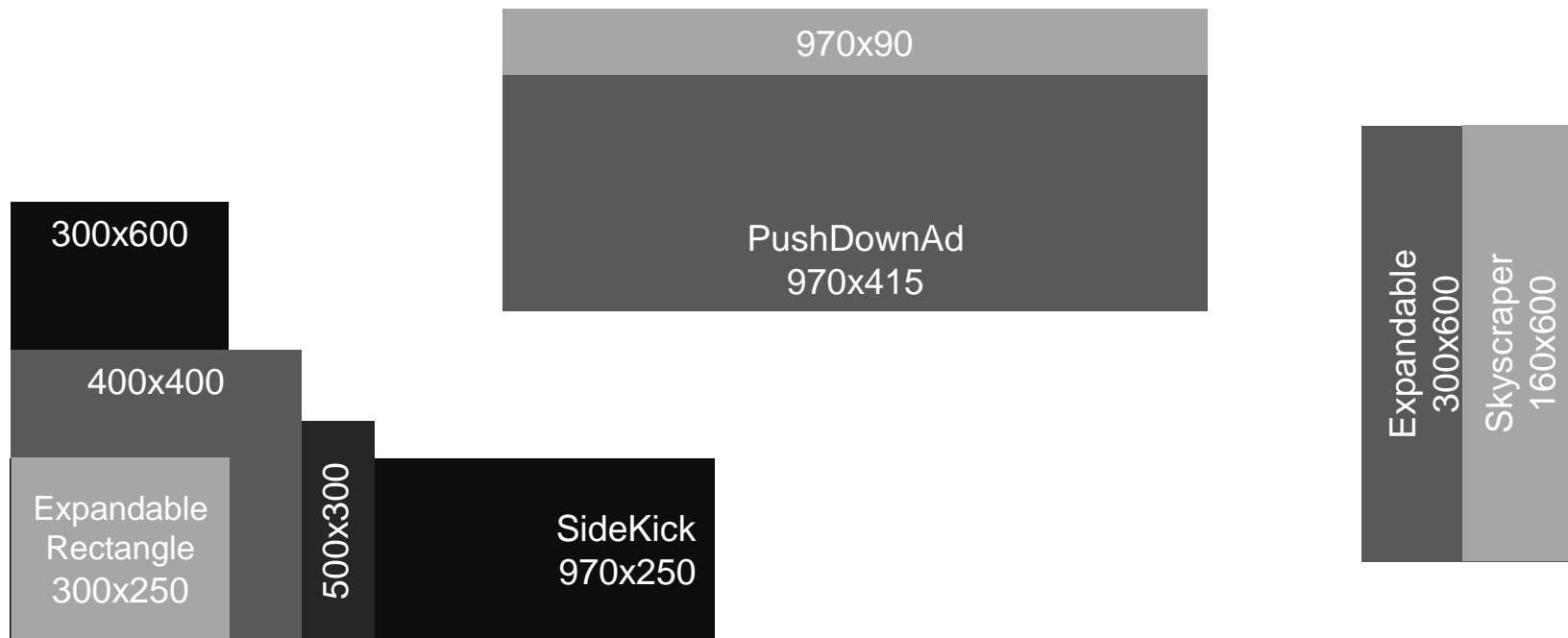
## Survey about the brand advertising formats landscape across Europe

- **Scope:** Rankings by usage and trends
- **Participants:** Local IABs, Publishing, Agency and Ad Serving companies in Europe
- **Respondents:** 230
- **Fieldwork:** 27.03.13 -15.05.13 (8 weeks)

# AdFormats: Key Learnings - Size Matters



# AdFormats: Key Learnings – Dynamic Sizing





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## Task Force KPI & Metrics

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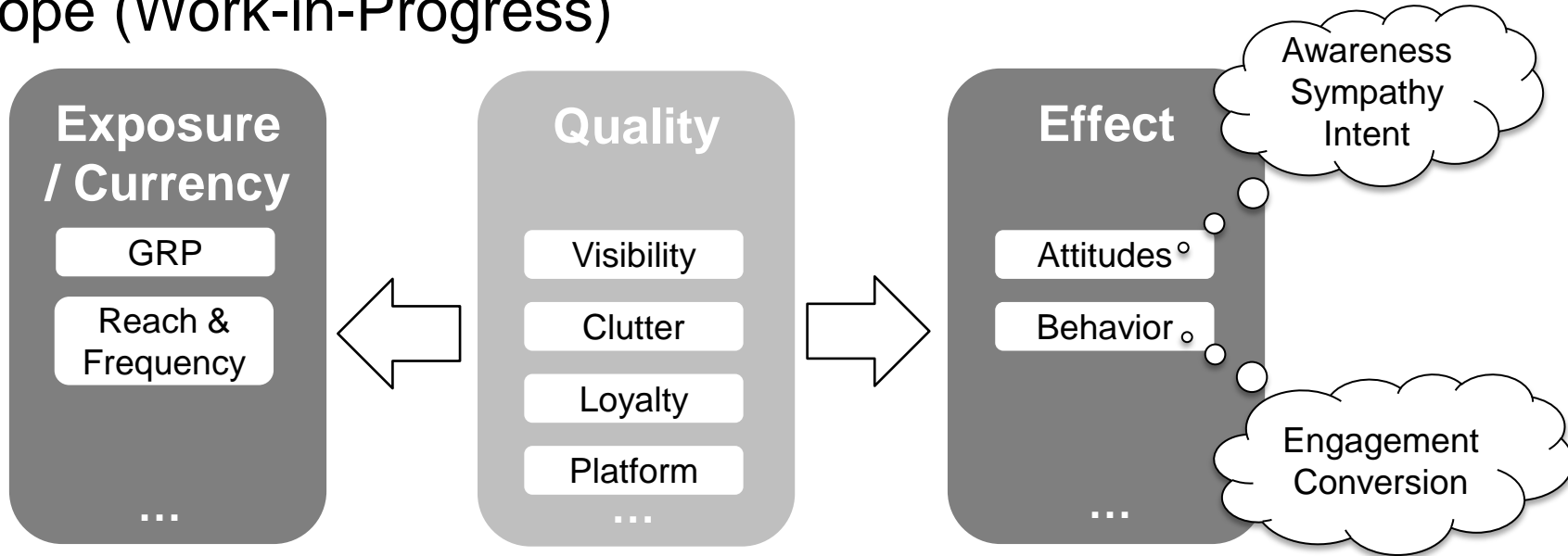
# KPIs & Metrics:

## Overview on Company and Industry Initiatives





# KPIs & Metrics: Scope (Work-in-Progress)



- Measurement Standards
- Range of Data

- Organisational Principles
- Quality Control

# IAB Europe - Brand Advertising Committee



Thank you

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