



IAB Finland IAB Branding Units (Rising Stars)

CASE: Something Good

IAB Branding Units / Rising Stars

Rising Stars Display Ad Units

Providing the Canvas for the Next Generation of Digital Brand Advertising

 [IAB Displaying Rising Stars Ad Units Show Significant Lift in Core Brand Metrics](#)
[Read the Press Release](#)

Rising Stars ad units tap into the breadth of cutting-edge technology available today, providing new tools that resonate with consumers and serve as powerful vehicles for advertisers. The creative agencies, brand marketers, publishers and other media experts who have contributed to the development of and tremendous surge in the adoption of the IAB Rising Stars have kick-started the next generation of interactive advertising. You can view the Display Rising Stars below and the entire IAB Display Ad Portfolio [here](#).

View the [IAB Mobile Rising Stars Ad Units](#) that are currently under in-market evaluation.

View the status of [IAB Digital Video Rising Stars Ad Units](#)

Videos, Screenshots & Style Guides

Billboard

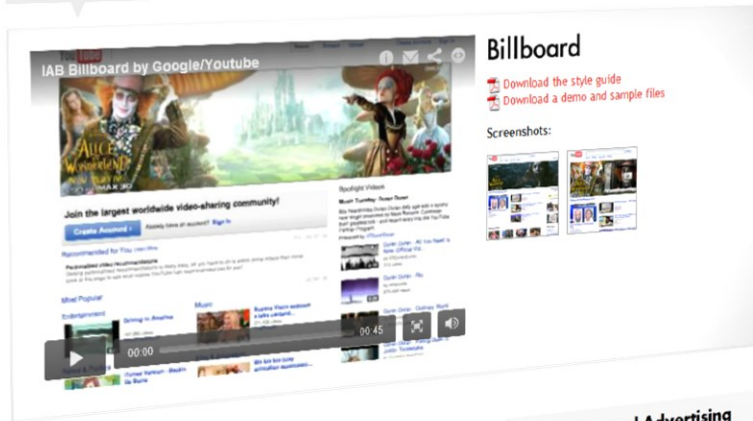
Filmstrip

Portrait

Pushdown

Sidekick

Slider



The screenshot shows a 'Billboard' ad unit. At the top, it says 'IAB Billboard by Google/YouTube'. Below this is a large image featuring Alice in Wonderland characters. Under the image, there's a text area that says 'Join the largest worldwide video-sharing community!' and a 'Creative Assistant' button. Below that is a video player with a play button and a progress bar. To the right of the video player, there's a 'Billboard' section with links to 'Download the style guide' and 'Download a demo and sample files'. Below this is a 'Screenshots:' section with two small thumbnail images.

Rising Stars display ad units were selected from a pool of 36 innovative submissions by a cross-disciplinary group that included agency creative directors, media executives, publishers and ad operations specialists, who judged the ad formats for their potential to drive brand equity at scale. This program is a core component of "Reimagining Interactive Advertising," a top IAB initiative. These new-to-market formats will be named IAB Standard Ad Units following six months of in-market validation.

**New IAB Brand Advertising
Formats Gain Momentum**

[IAB Rising Stars Ad Interaction Research Phase 2](#)
September 2012

- Billboard
- Filmstrip
- Portrait
- Pushdown
- Sidekick
- Slider

Taustaa

- IAB Mainonnan työryhmän projekti
- Standardi ratkaisut brändimainontaan ovat puuttuneet ja mahdollisuuksia ei tunneta
- Mittaristo, josta yleisesti puhutaan, on tehty taktisen/tulospohjaisen mainonnan ehdoilla
- Suomessa brändimainostajat eivät hyödynnä display mainonnan mahdollisuuksia

Projekti

- ❑ Toteutetaan ”kuvitteellinen” kampanja hyödyntäen IAB Branding unit -formaatteja.
- ❑ Mitataan & Tutkitaan... *toivotaan parasta*
- ❑ Esitellään tulokset

Kampanja

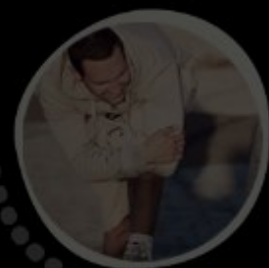
- ✓ Projekti johto → **Relevant**
- ✓ Suunnittelu ja tuotanto → **Dagmar**
- ✓ Mainos teknologia ja mittaus → **Adform**
- ✓ 18 kotimaista mediaa
- ✓ Kohderyhmänä 15-30v miehet
- ✓ Kampanjabudjetti 0€ (arvio 145 000€)
- ✓ 3 IAB branding unit -formaattia (Slider, Sidekick & Filmstrip)

Something Good - Energiapatukka

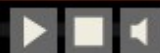
Totain muckeküglea - Totain hyvää

Sulje [X]

Totain lepposta
Katso video



Totain periksiantamatonta
Katso video



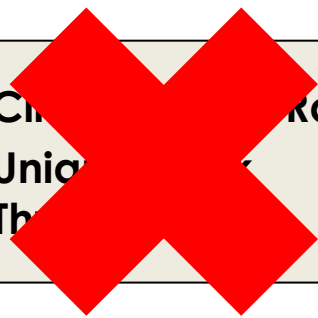
Mittarit

Media

- 
- Impression
 - Unique impression

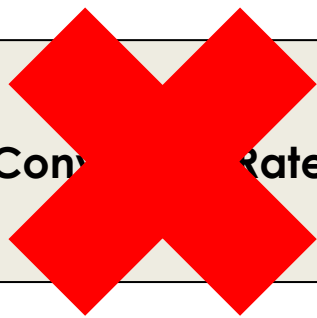
- In-Screen impression
- Unique in-screen impression
- Avg. Visibility time
- Avg. Brand Exposure Duration

Mainos

- 
- Click Rate
 - Unique Click Rate
 - Th...

- Engagement Rate
- Engagement Time
- Banner Events

Kampanja

- 
- Conversion Rate

- Ad awareness
- Brand Awareness

Tuloksia...

Avg. Visibility Time (sec.)

77,42sec

Engagement Rate (%)

8,79 %

Avg. Engagement time

9,86 sek

IAB Rising Stars

9,6%

5,8 sek

IAB Standards

3,9%

3,9 sek

IAB US, MOAT IAB Rising Star Study (June 2012)

Tuloksia

74% suhtautui positiivisesti tai neutraalisti tämän tyyppiseen verkkomainontaan.

Tämän tyyppisestä mainonnasta pidettiin, koska videoihin / mainontaan voi tutustua helposti ja nopeasti ohjautumatta toisille sivuille.

Positiivisimmin tämän tyyppiseen mainontaan suhtautuivat nuoret ikäryhmät.

Case: Something Good esitellään kokonaisuudessa alkuvuodesta 2013

Keississä käytettyihin mainoksiin voi käydä tutustumassa osoitteessa Adform.com → Creative Space

Kiitos yhteistyökumppaneille

RELEVANT

DAGMAR*

adform

ILTALEHTI.fi

SUOMI24.FI

Klikki.

verkossa
media

Microsoft
Advertising

Sanoma

kärkimedia

@talentum

IRC-Galleria

MTV3

otavamedia

Something Good

iab
finland