

Changing Brand Formats @DeanDonaldson



INTERACT
BARCELONA
2013

#INTERACT13

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Though you see at least 1,700 banner ads a month, you're more likely to summit Everest than click on any of them!!

Universal Ad Package



The 90's saw VGA
640x480
average resolution

Universal Ad Package

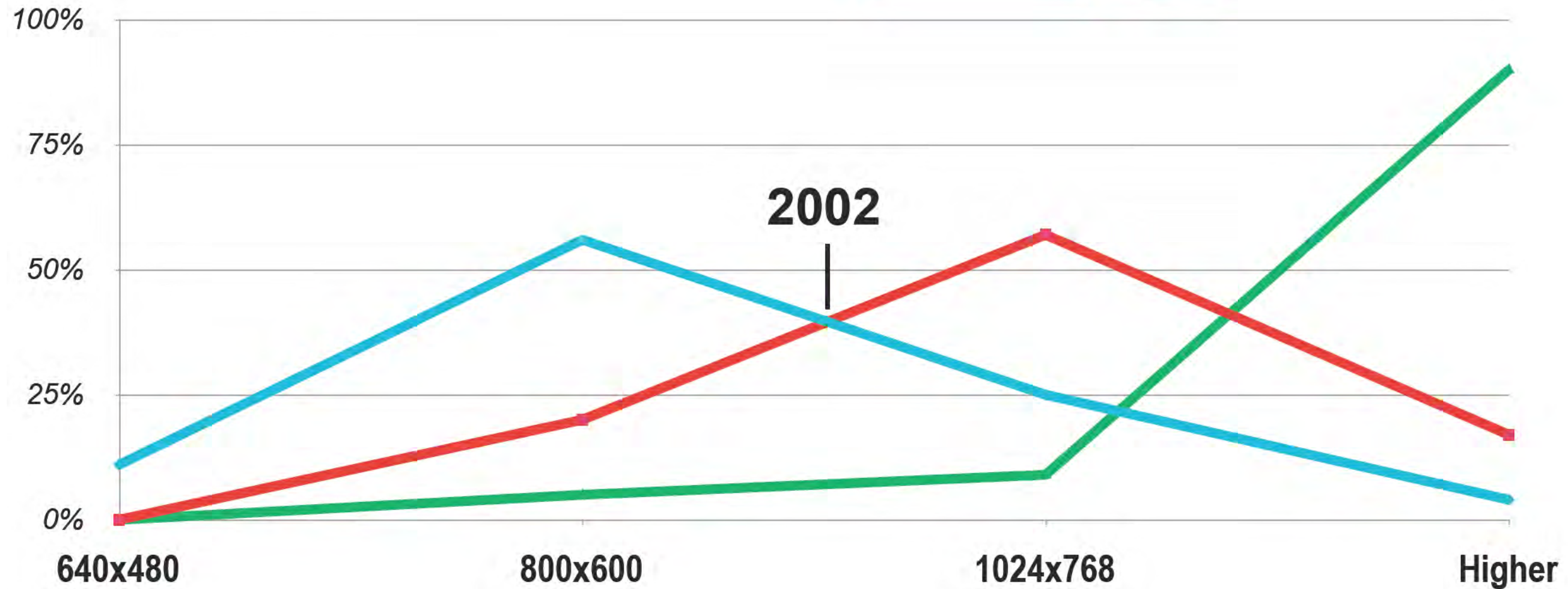
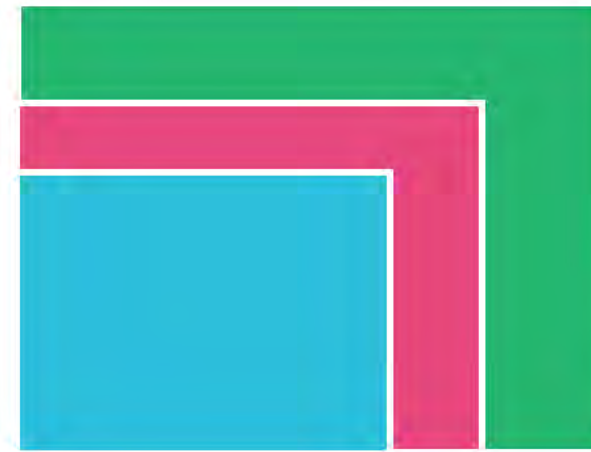


2002



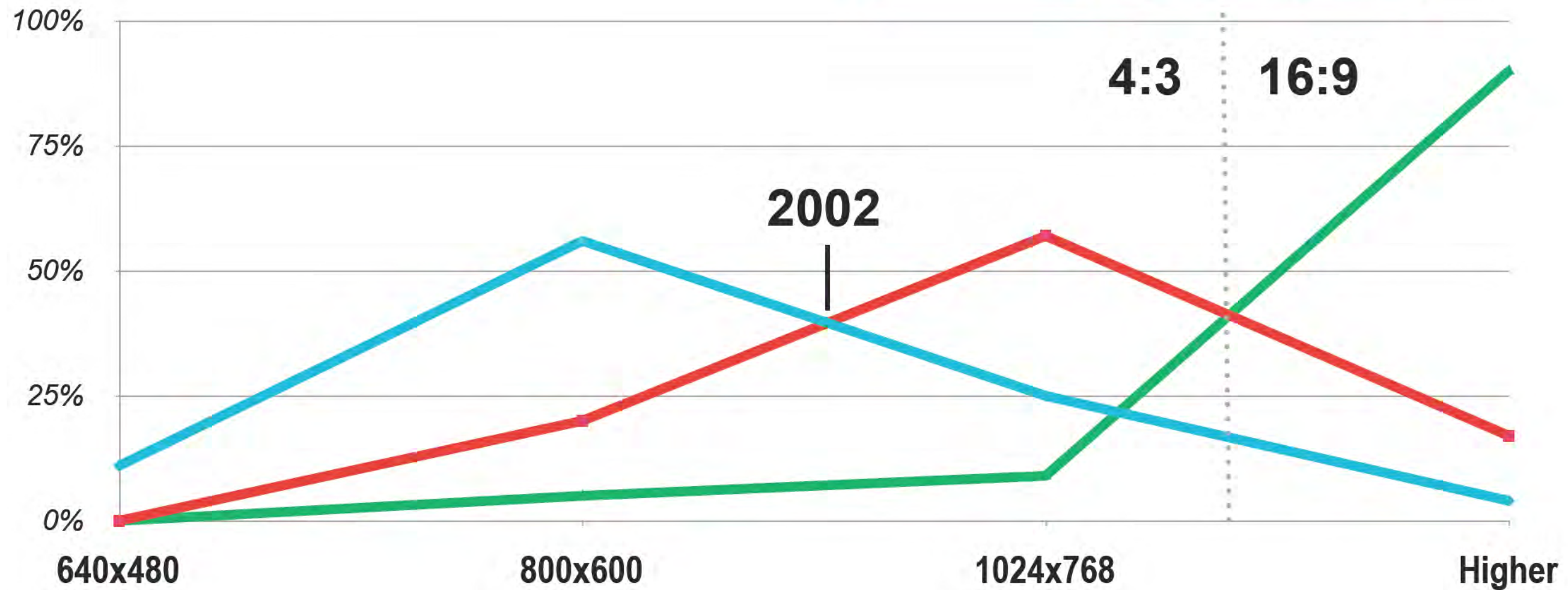
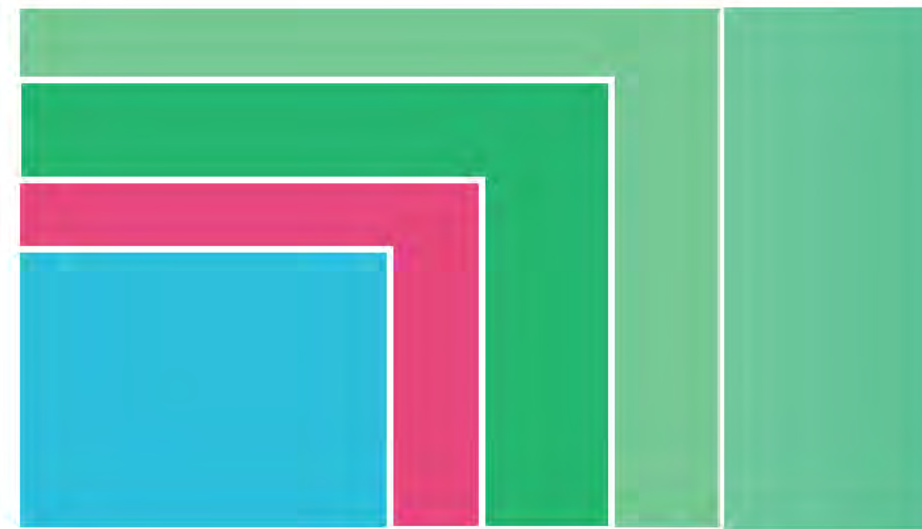
PC Browser Resolutions

◆ 2000 ■ 2006 ▲ 2013



PC Browser Resolutions

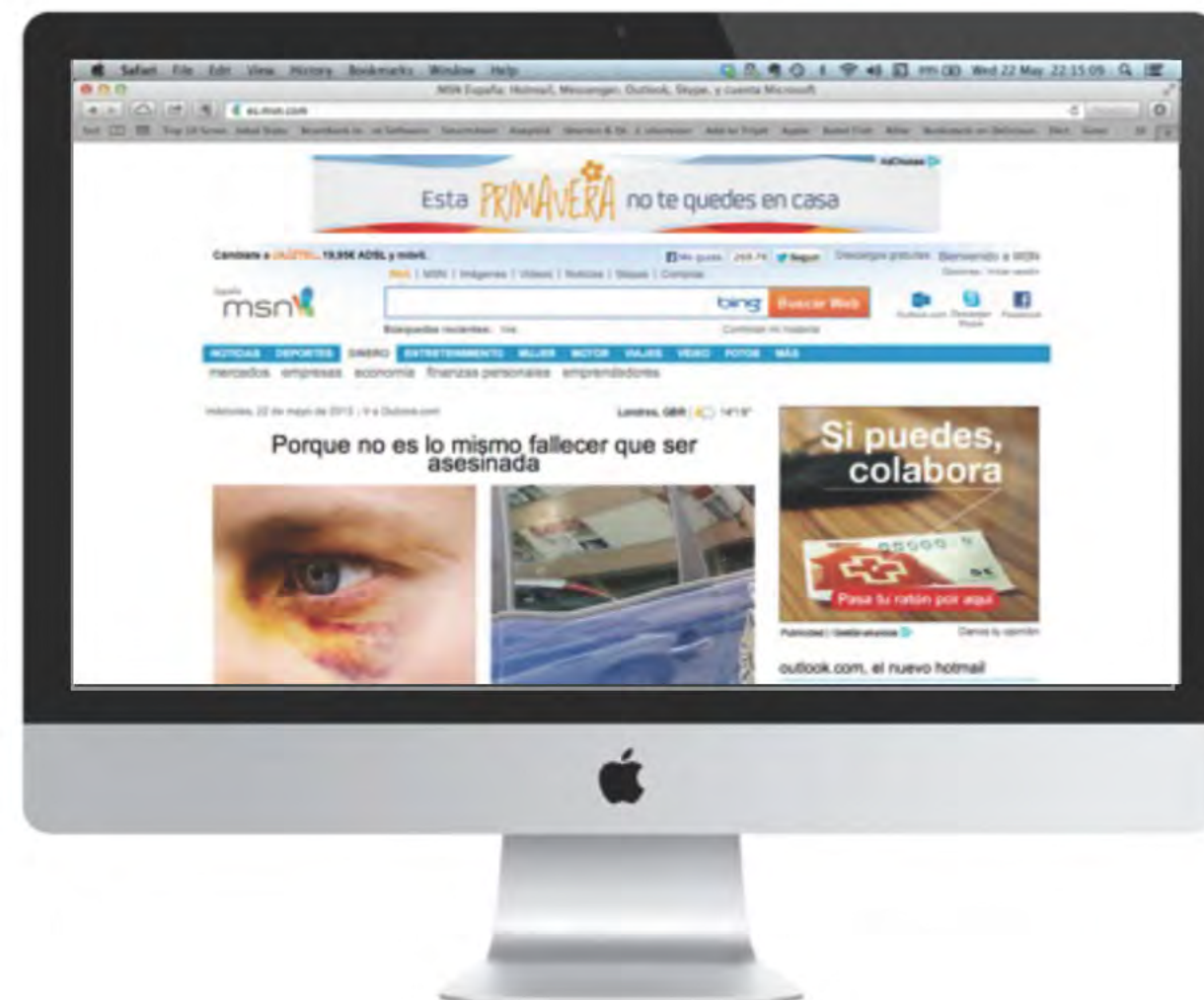
◆ 2000 ■ 2006 ▲ 2013



Old School 4:3



Today's 16:9



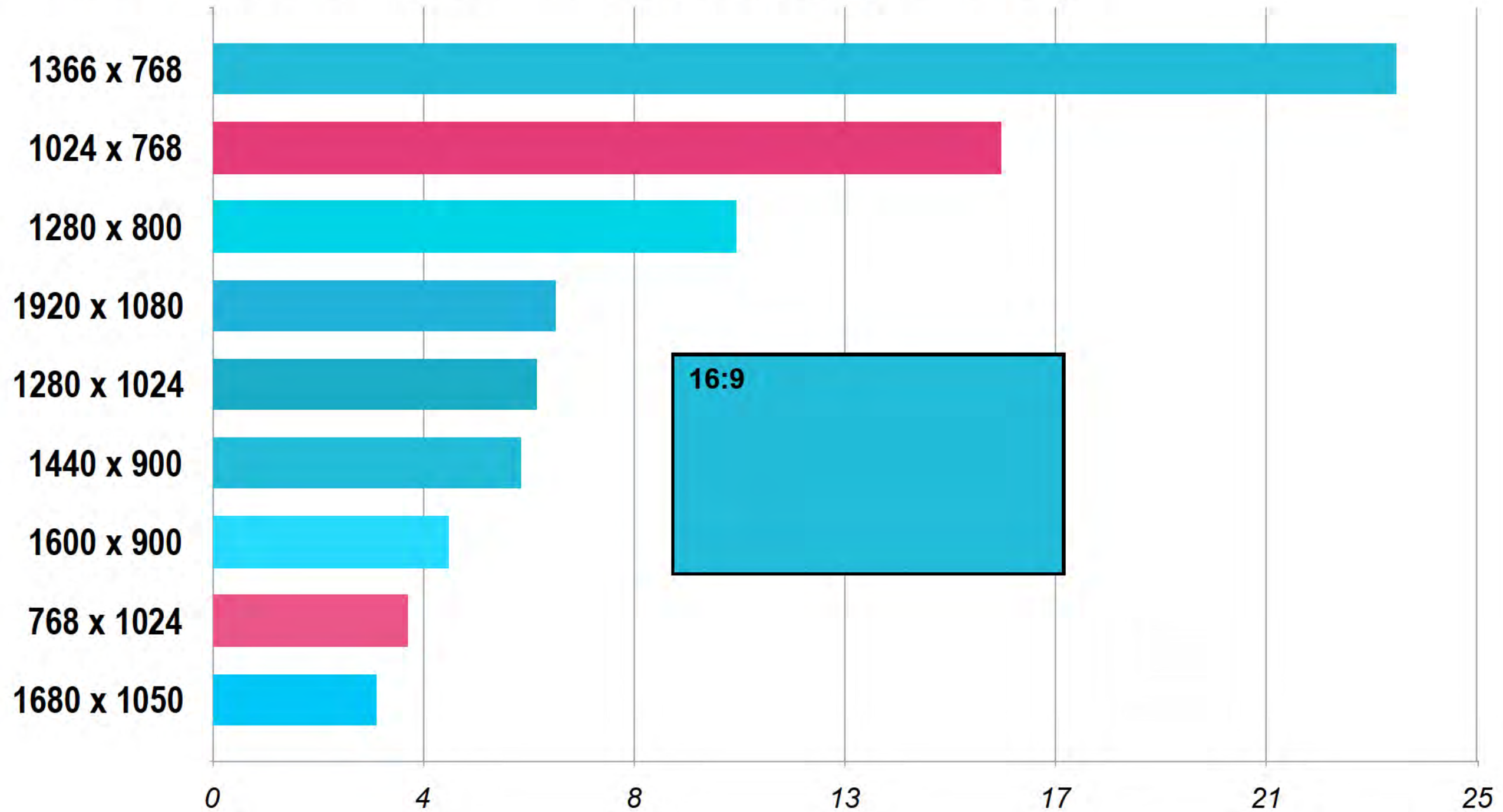
Today's 16:9



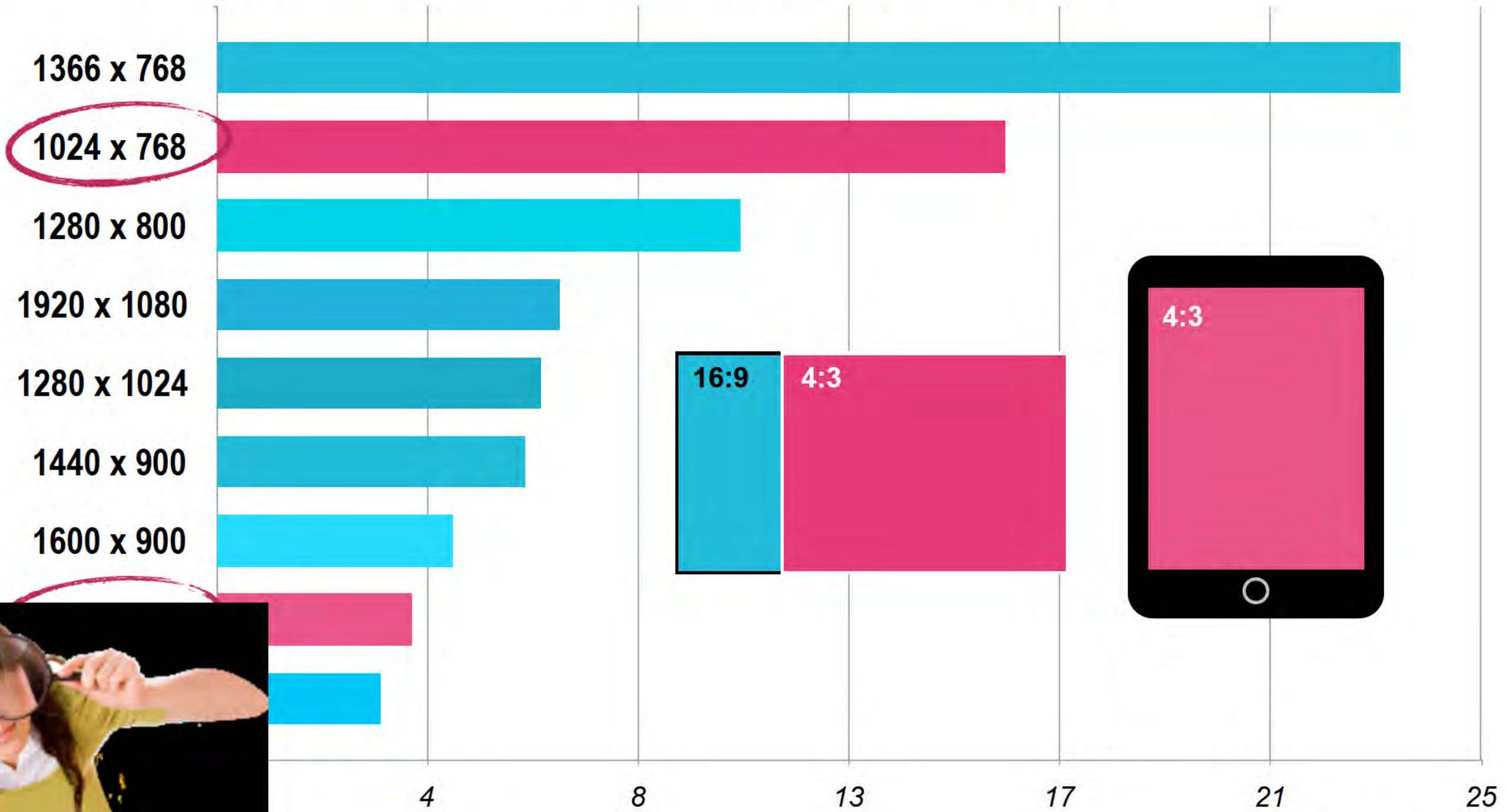
Today's 16:9



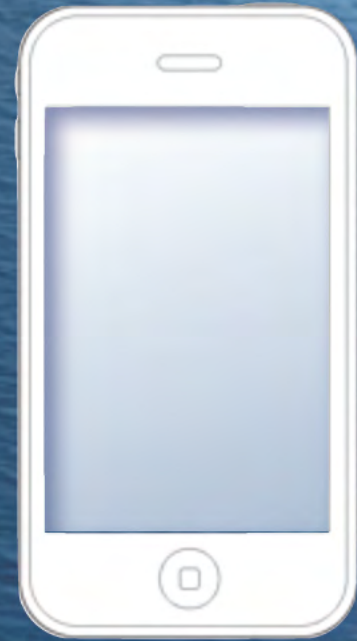
Top 10 Browser Resolutions (May 2013)



Top 10 Browser Resolutions (May 2013)



Global Shipments



900m



172m



Global Shipments

> 1bn

mobile devices in 2013 alone
that are video enabled

PC Shipments **DOWN 13.9%!**

UK – Guardian

old 728x90
now 900x90



UK – Guardian



France – L'Equipe



France – L'Equipe

Ads are getting
wider



France – L'Equipe



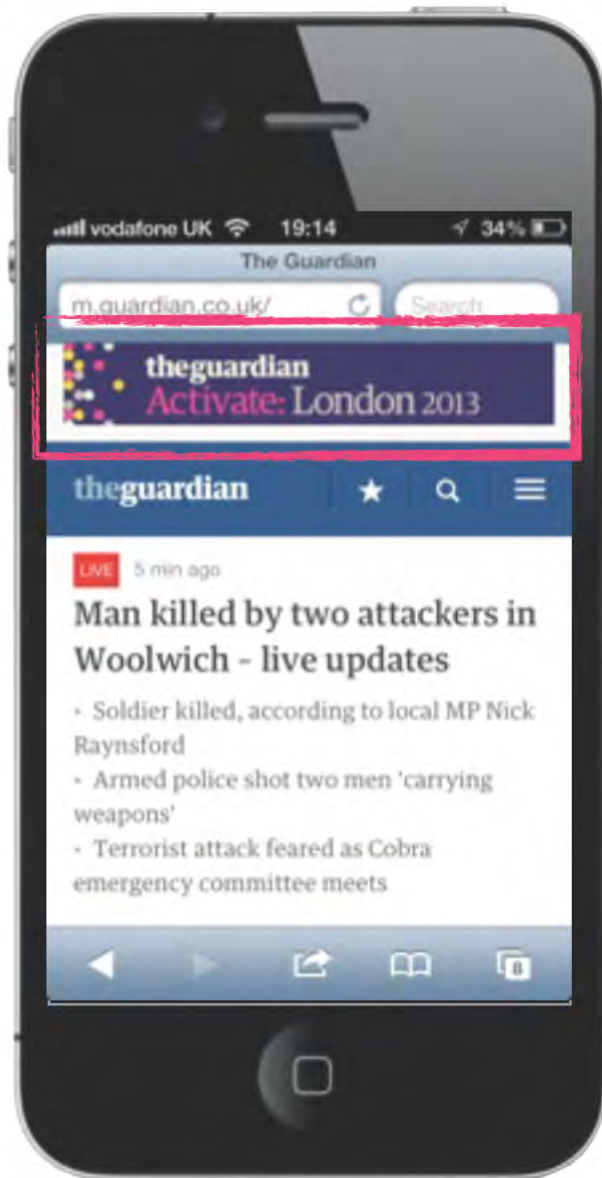
Today's Consumer

- **Not only driven to different devices...**
- **We're driving them**

**out of the
browser!!**

UK – Guardian

Mobile Web



Mobile App

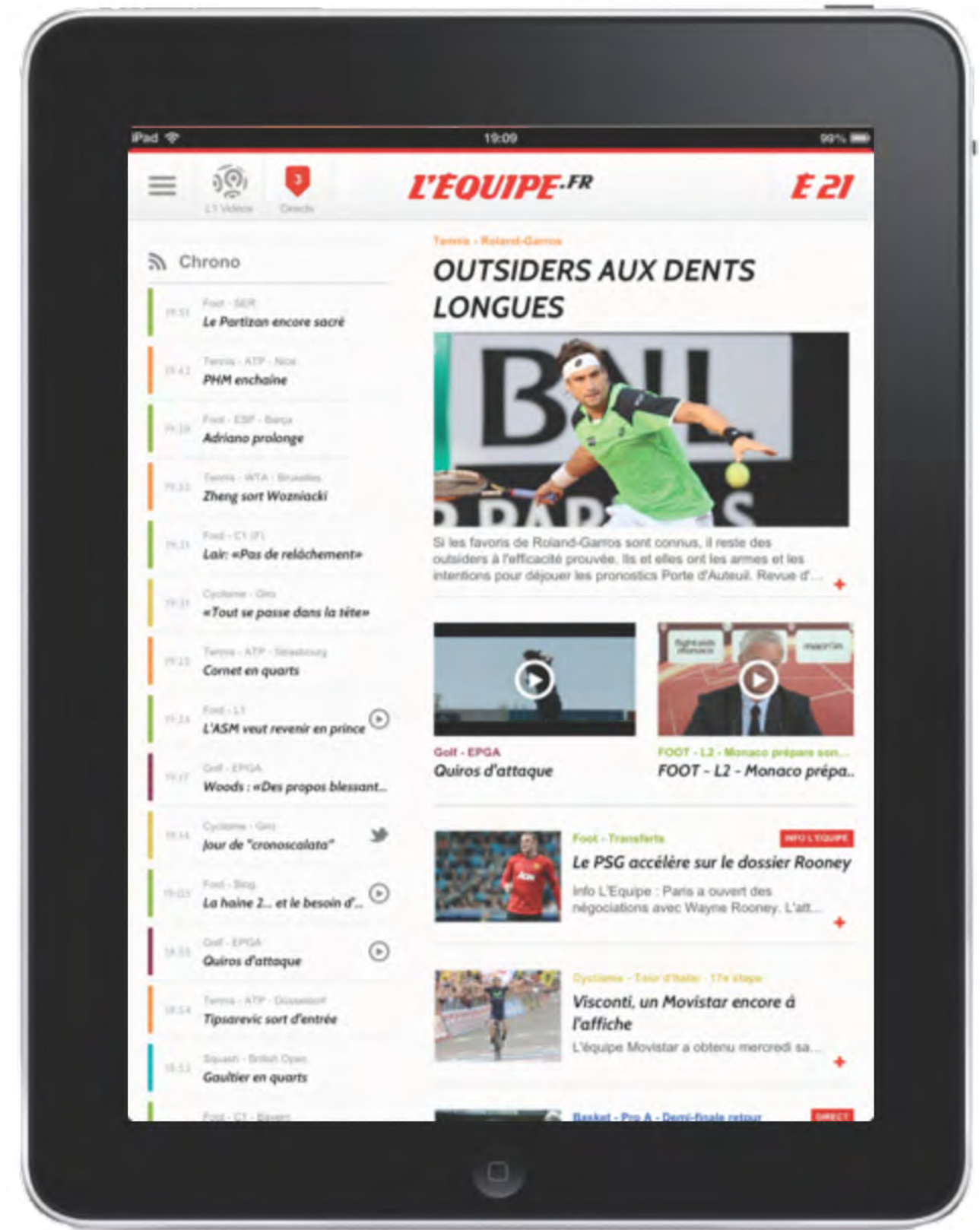


France – L'Equipe

Mobile Web



Mobile App



France – L'Equipe

Mobile Web



Mobile App



Apps. On your television.



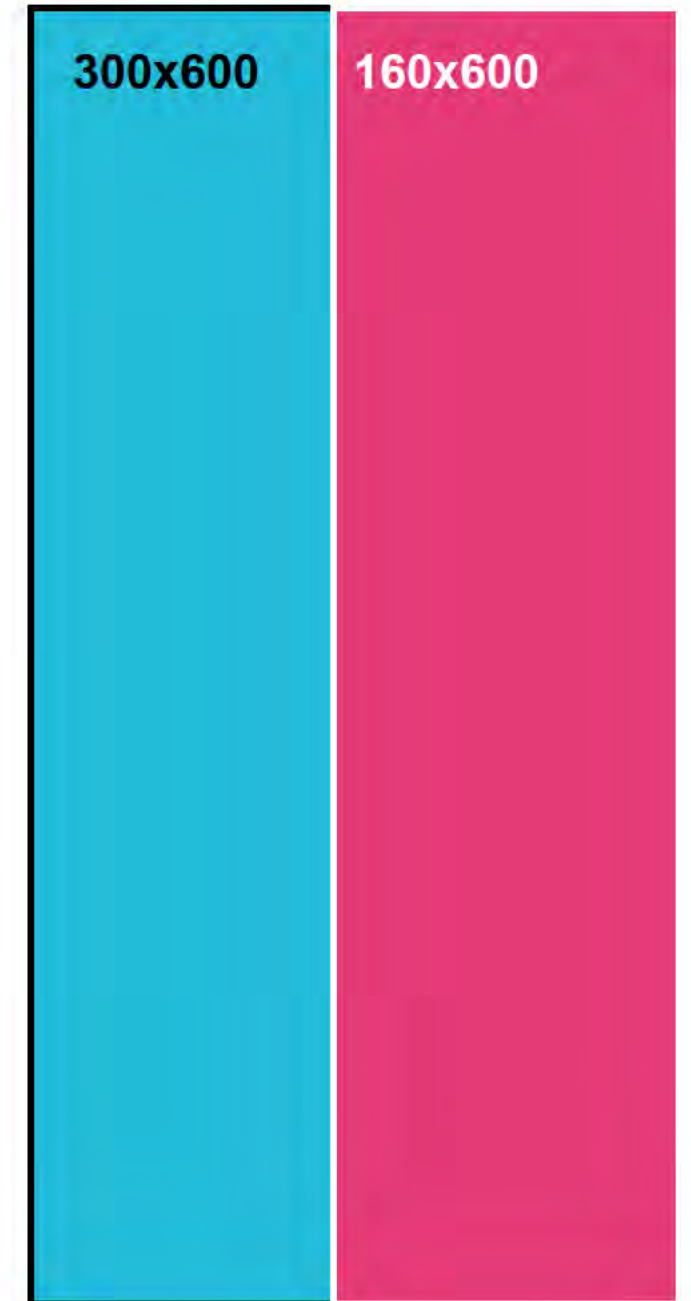
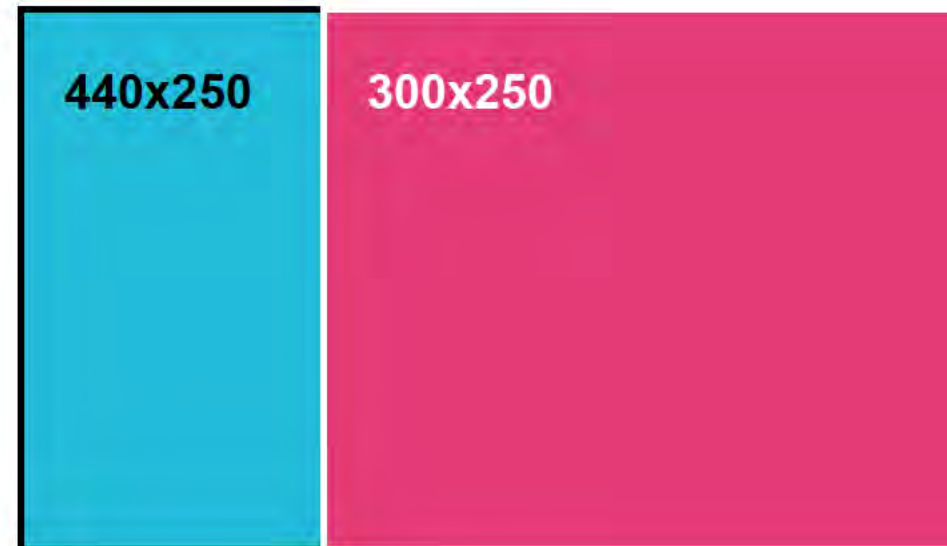
smart TV

Considerations



440x250 is true

16:9



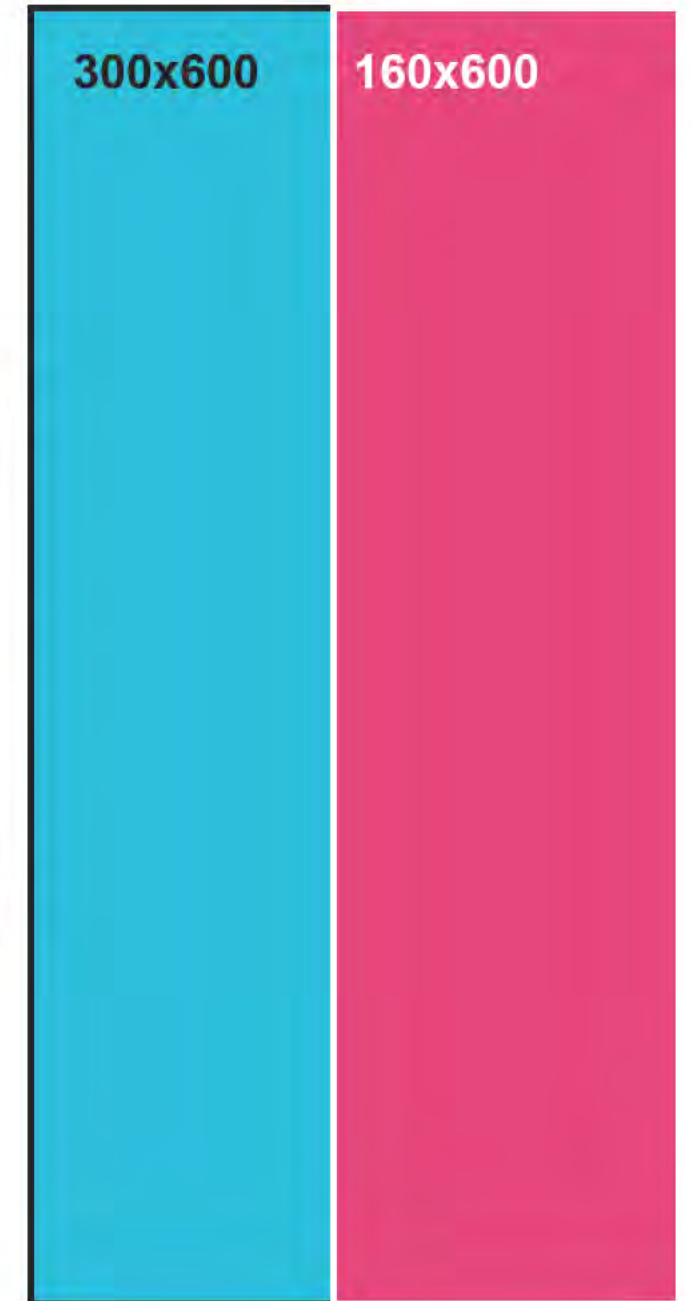
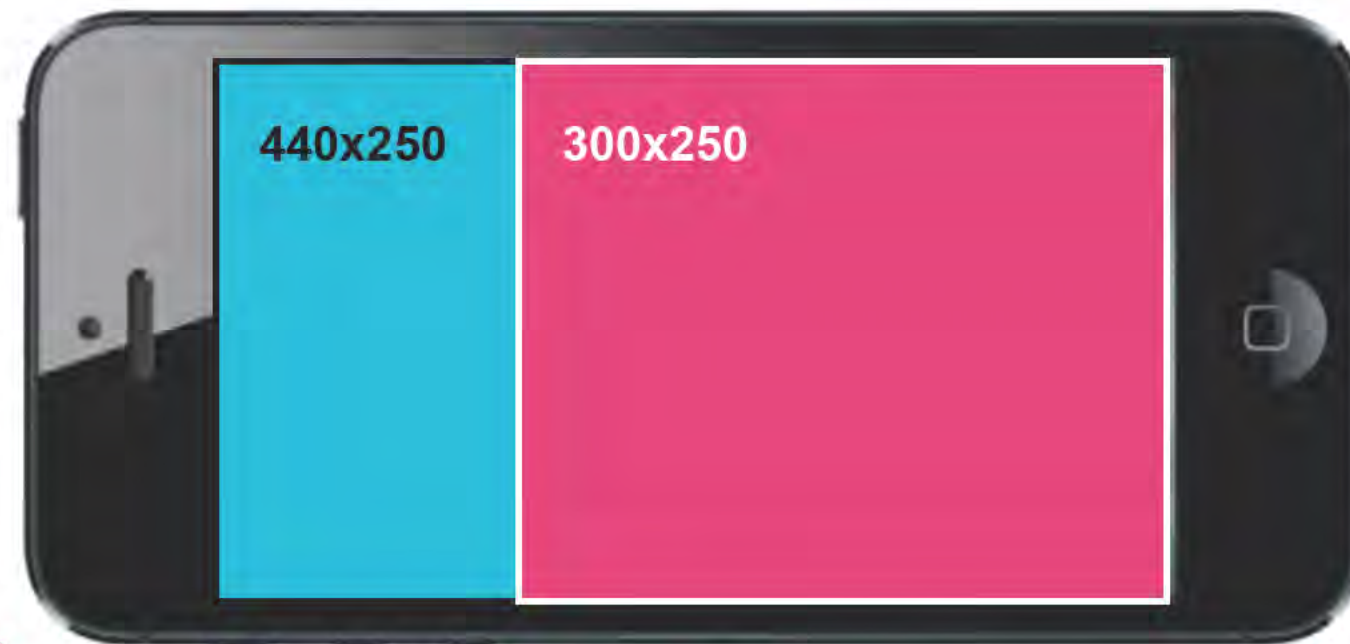
Considerations



440x250 is true

16:9

“perfect for video”



Considerations



440x250 is true

16:9

branding = video!



Sales Lift Doubles

X2

Multiscreen video vs pure TV spots

Laurent Faracci, Reckitt Benckiser's General Manager for Marketing

Wall Street Journal

Thank You

@DeanDonaldson
#ThisGunsForHire