

Driving Brand Advertising Across Digital Platforms

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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)*



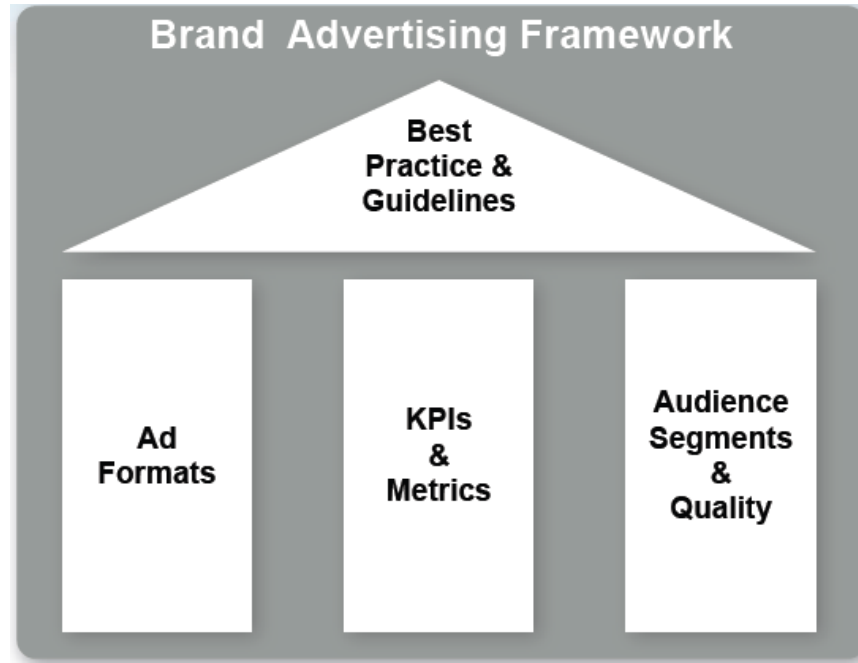
News Corporation



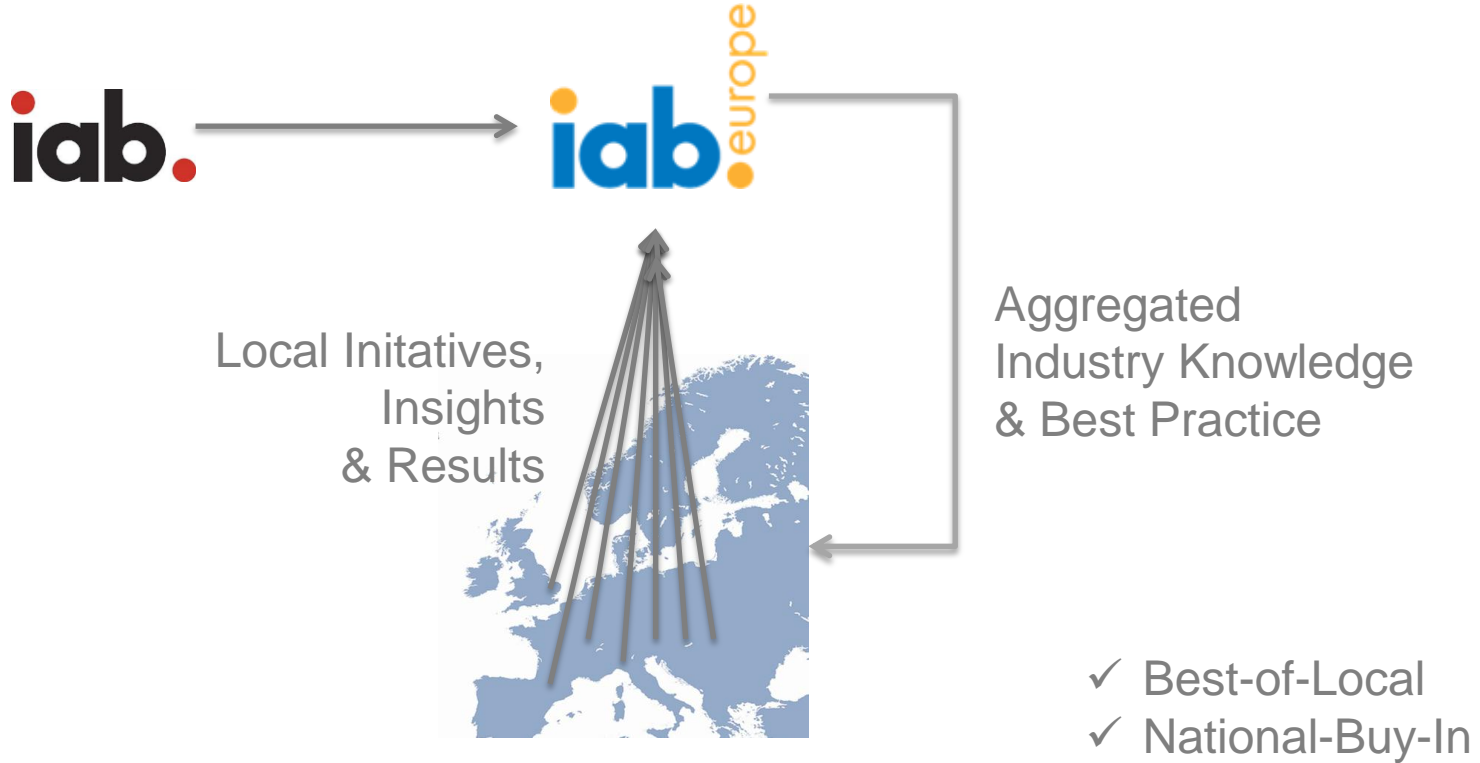
Mission Statement

“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.”

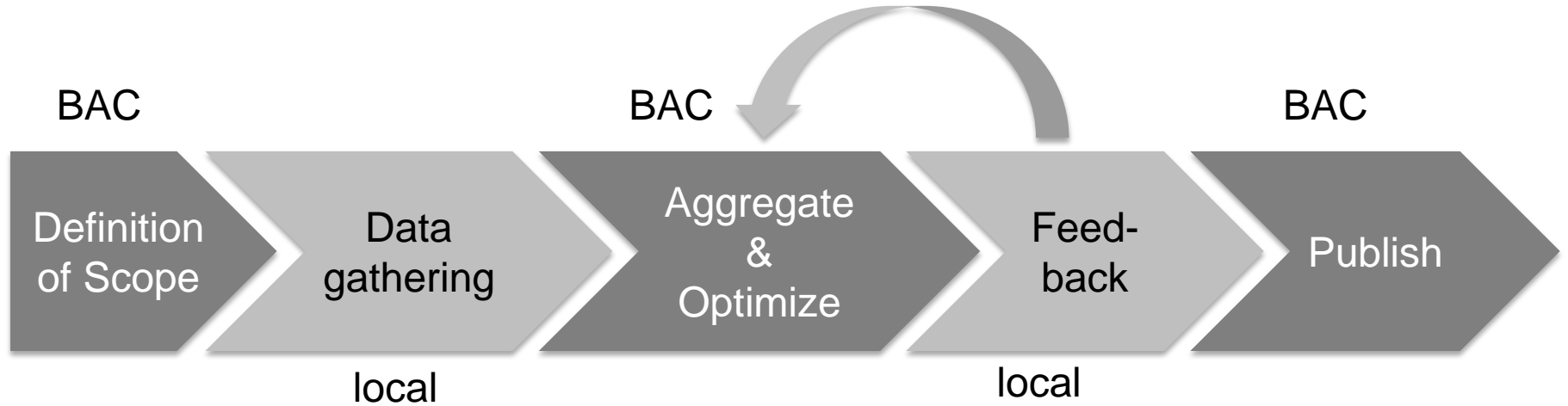
Overall Scope



Bottom-Up Approach



Process Overview



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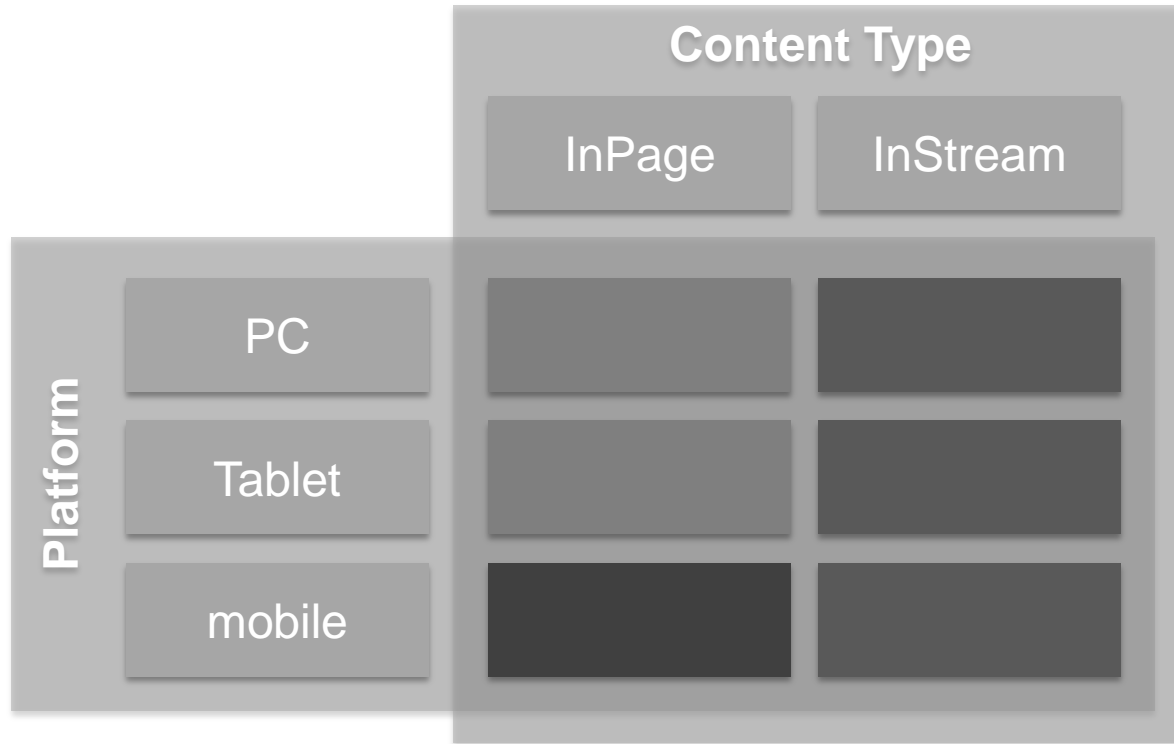
Task Force AdFormats

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AdFormats: Scope

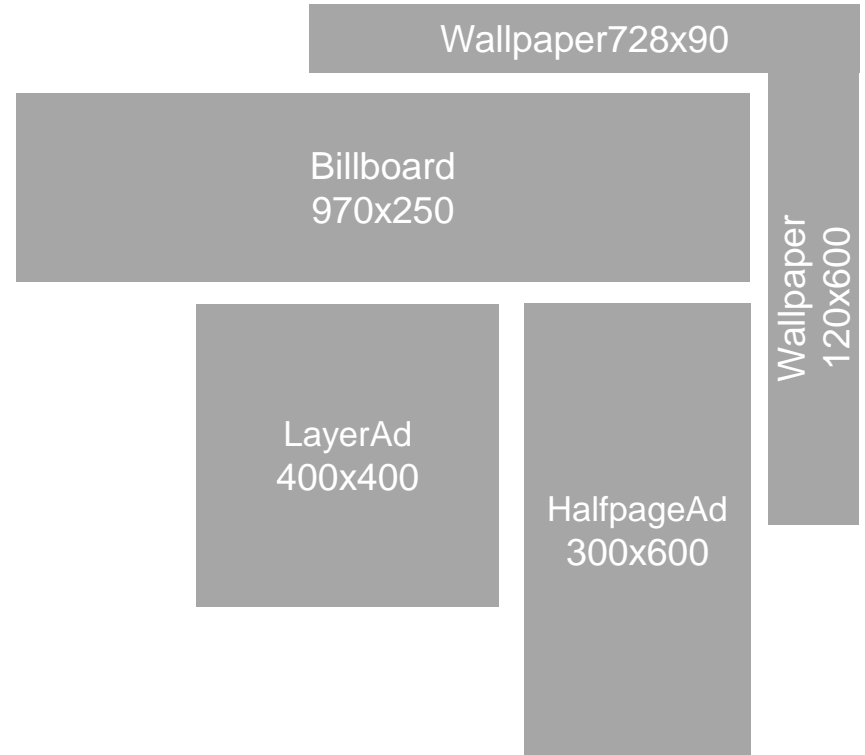
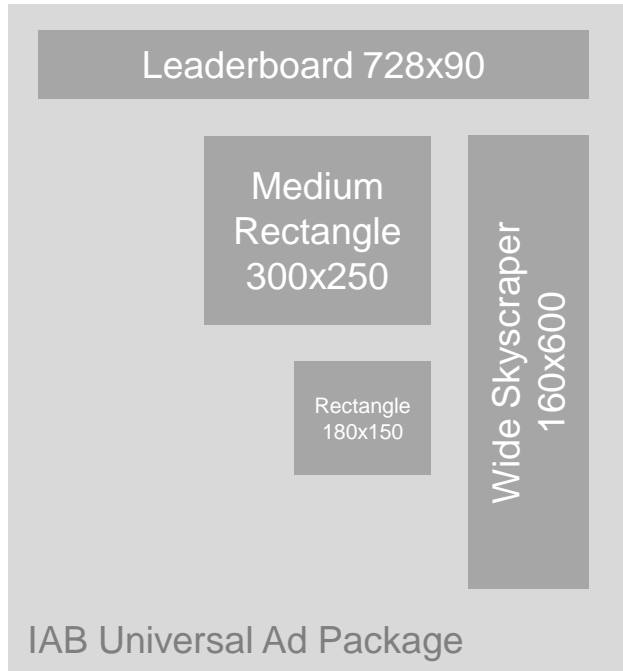


AdFormats: Data Gathering

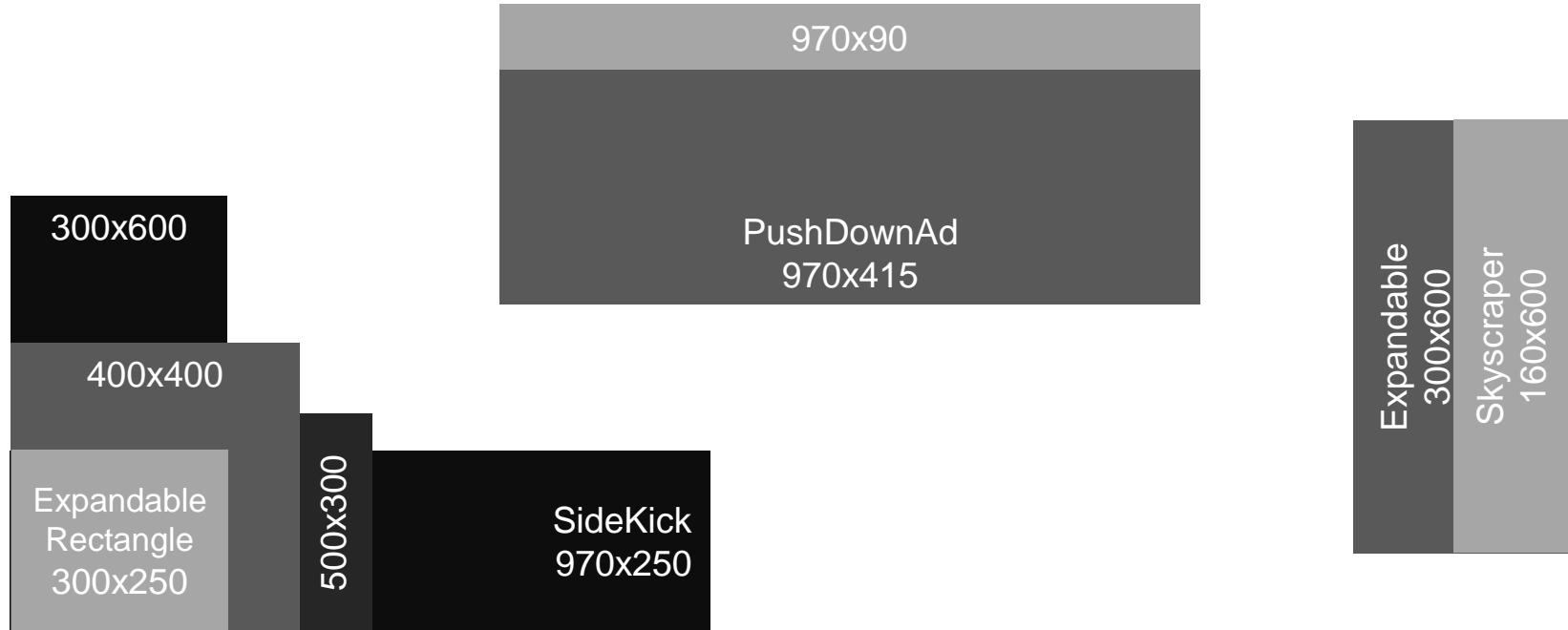
Survey about the brand advertising formats landscape across Europe

- **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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KPI & Metrics

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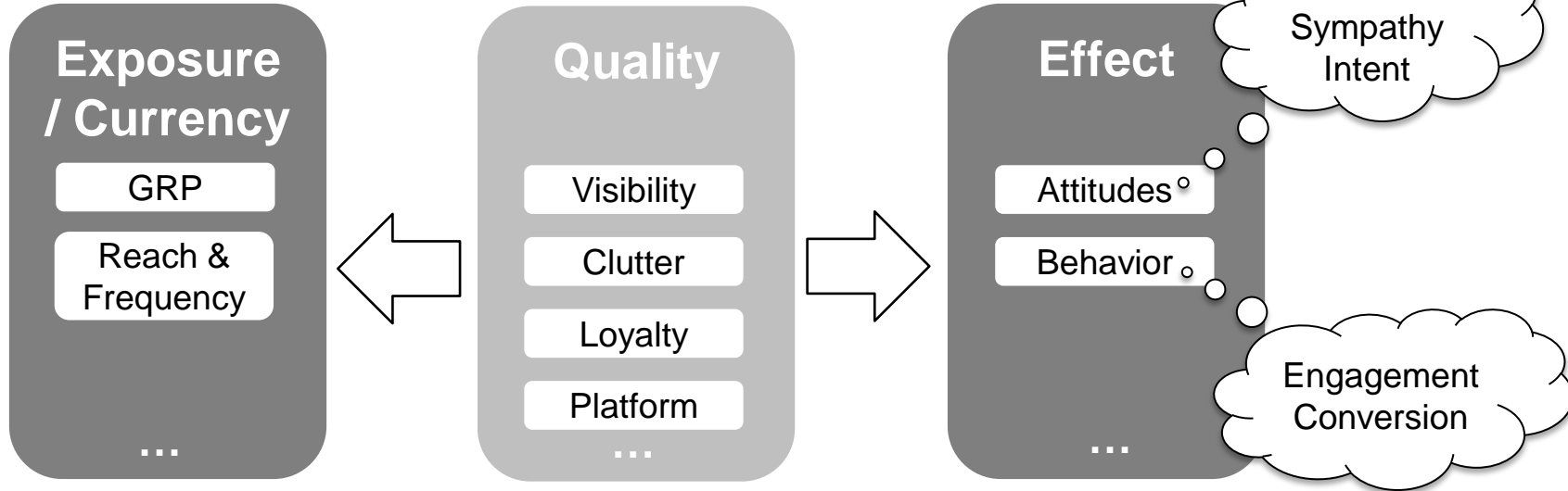
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KPIs & Metrics: Overview on Company and Industry Initiatives



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



- Measurement Standards
- Range of Data

- Organisational Principles
- Quality Control

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Thank you

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