

Ad Formats: from concept to award winning

Choosing the right formats for your campaign objectives

Laura Chaibi

Director of Research, EMEA





Welcome!

INTERNET WEEK **EUROPE**

Second year we celebrate all things **DIGITAL**

100s of activities **ALL WEEK**

Yahoo! is a presenting partner and proud to take part, **ENJOY!**



relative acceptability



Ad Formats: from concept to award winning

**about ad
testing and
formats**

**spotlight on
video**

**striking a
consumer/advertiser
balance**

**shared
learning**

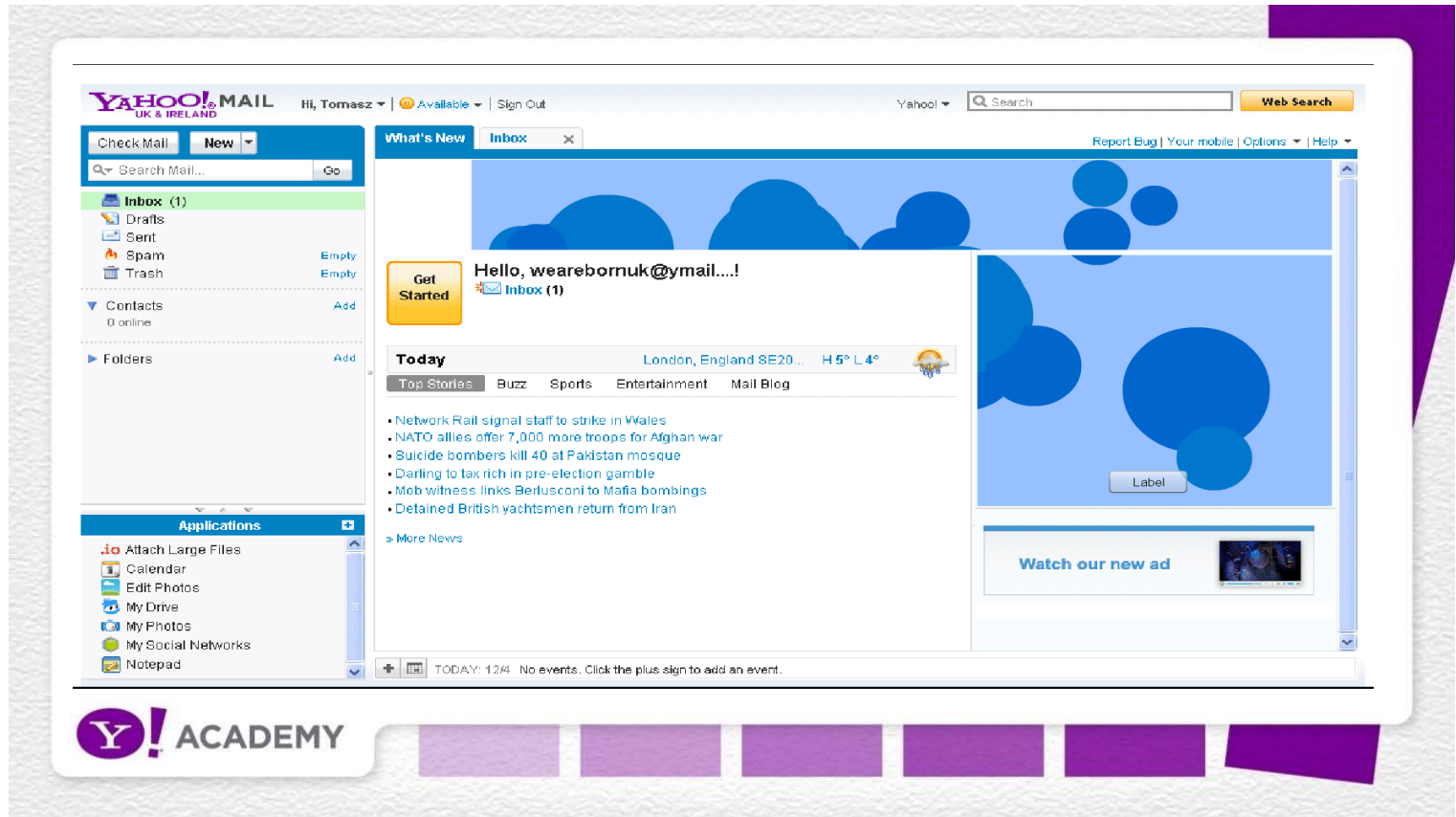


interdependent



ad format mix & match: overwhelming choice

$$\begin{array}{r} \text{super banner} \\ + \text{LREC} \\ \hline = \text{tandem} \end{array}$$



auto initiated

mouse over

on click

super banner

+

LREC

overlay

=

tandem + floating

YAHOO! MAIL UK & IRELAND Hi, Tomasz | Available | Sign Out Yahoo! Search Web Search

Check Mail New Search Mail... Go

Inbox (1)
Drafts
Sent
Spam
Trash
Contacts
0 online
Folders

Applications
Attach Large Files
Calendar
Edit Photos
My Drive
My Photos
My Social Networks
Notepad

What's New **Inbox** Report Bug | Your mobile | Options | Help

Get Started Hello, **tomuk@gmail....!** Close Ad
Inbox (1)

Today London, England
Top Stories Buzz Sports Entertainment Mail

- Network Rail signal staff to strike in Wales
- NATO allies offer 7,000 more troops for Afghan war
- Suicide bombers kill 40 at Pakistan mosque
- Darling to tax rich in pre-election gamble
- Mob witness links Berlusconi to Mafia bombings
- Detained British yachtsmen return from Iran

» More News

Replay
Watch our new ad

TODAY: 12/4 No events. Click the plus sign to add an event.

Applying SAS to ad format innovation



End to end program

- control creatives
- live campaign testing
- claimed and behavioural

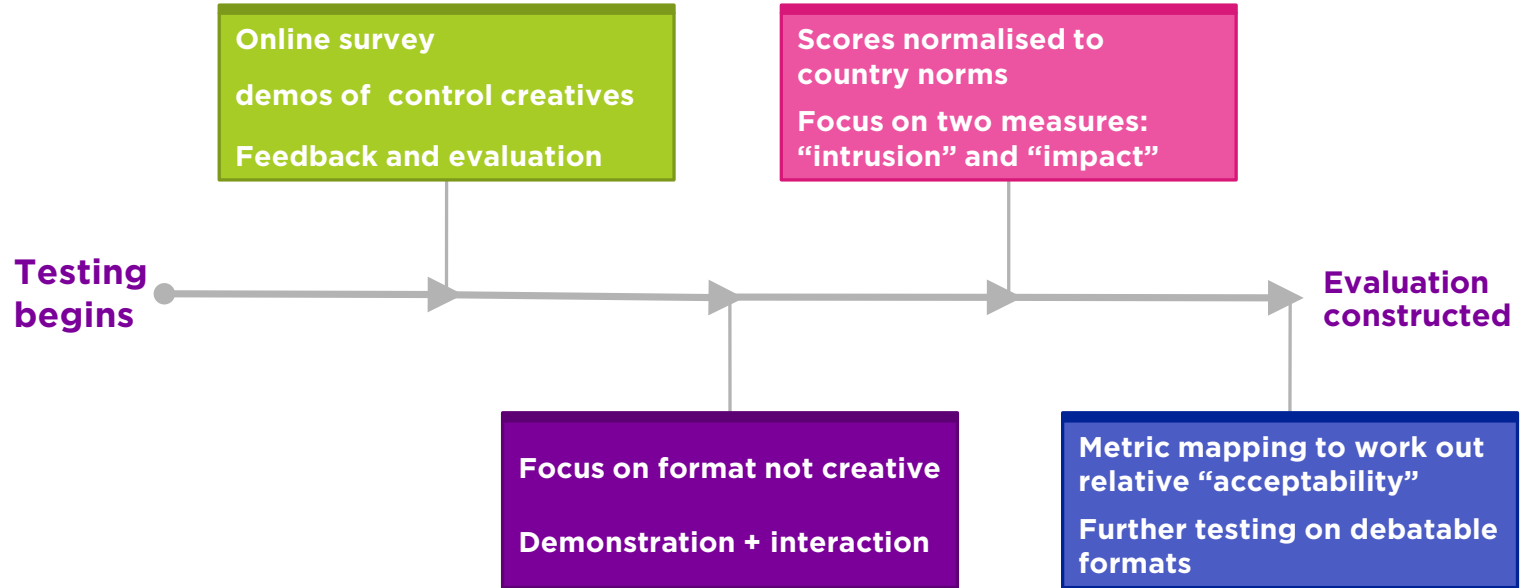
250+ formats tested

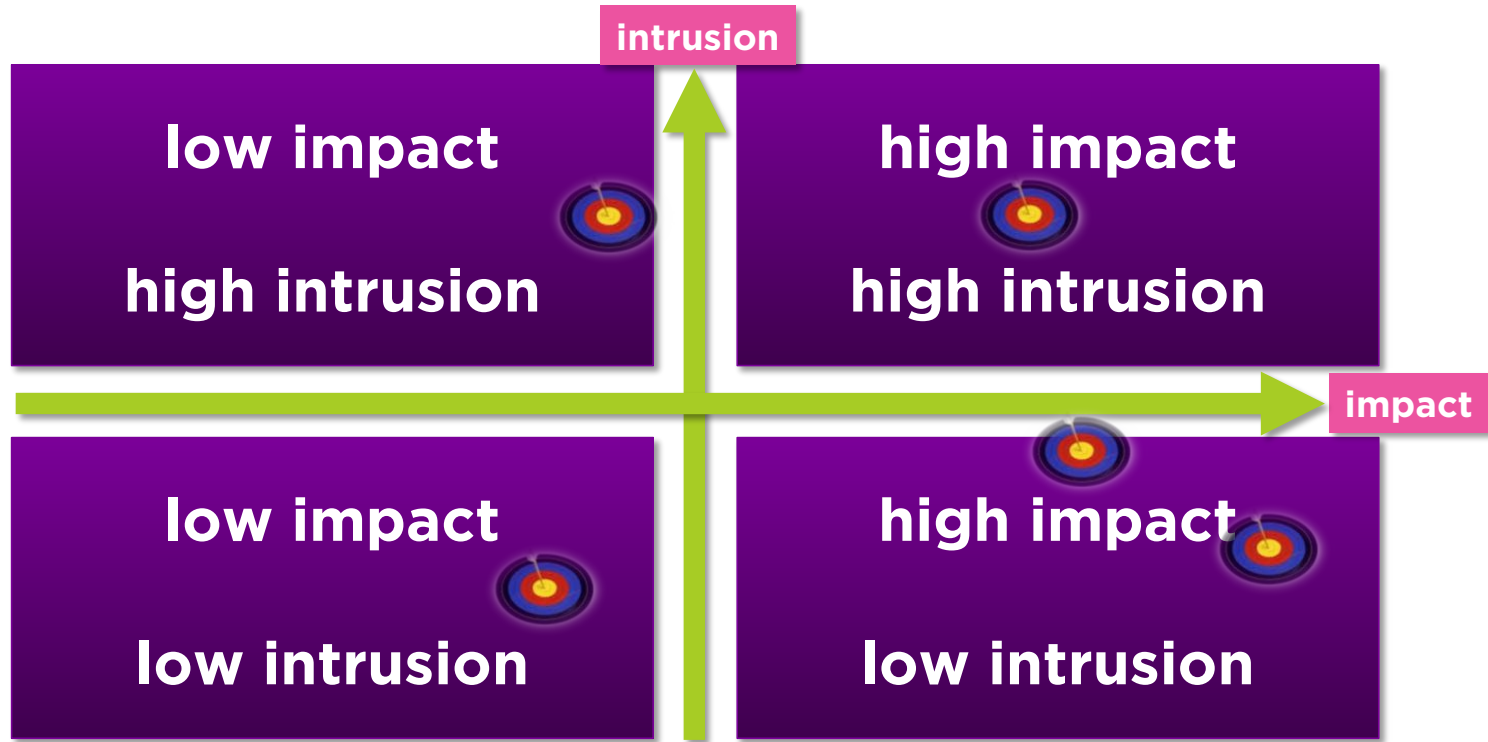
- ad format
- ad behaviour
- video

100,000 respondents

- Germany
- UK
- France
- Italy
- Spain
- MENA... coming soon!

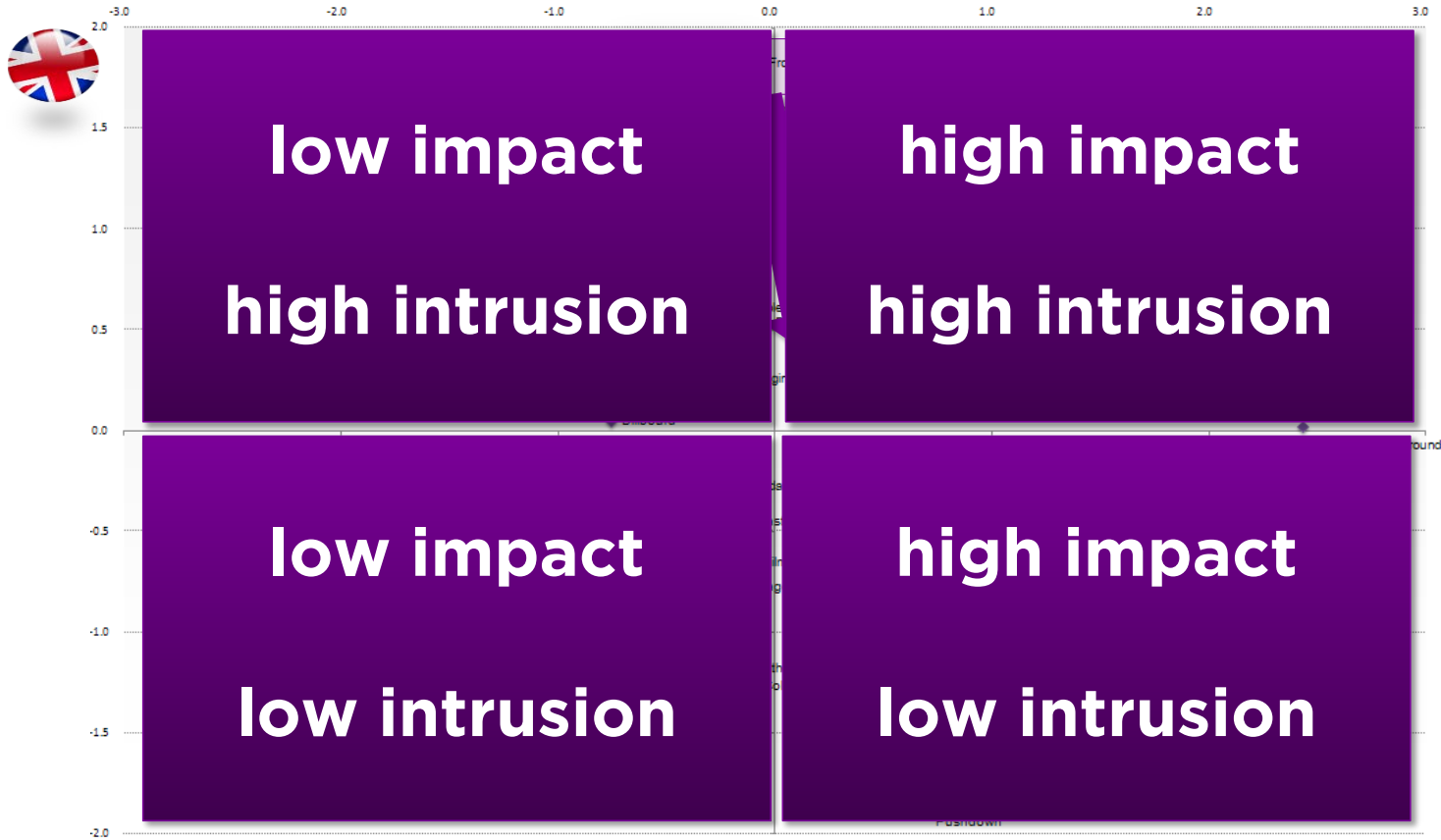
The Process

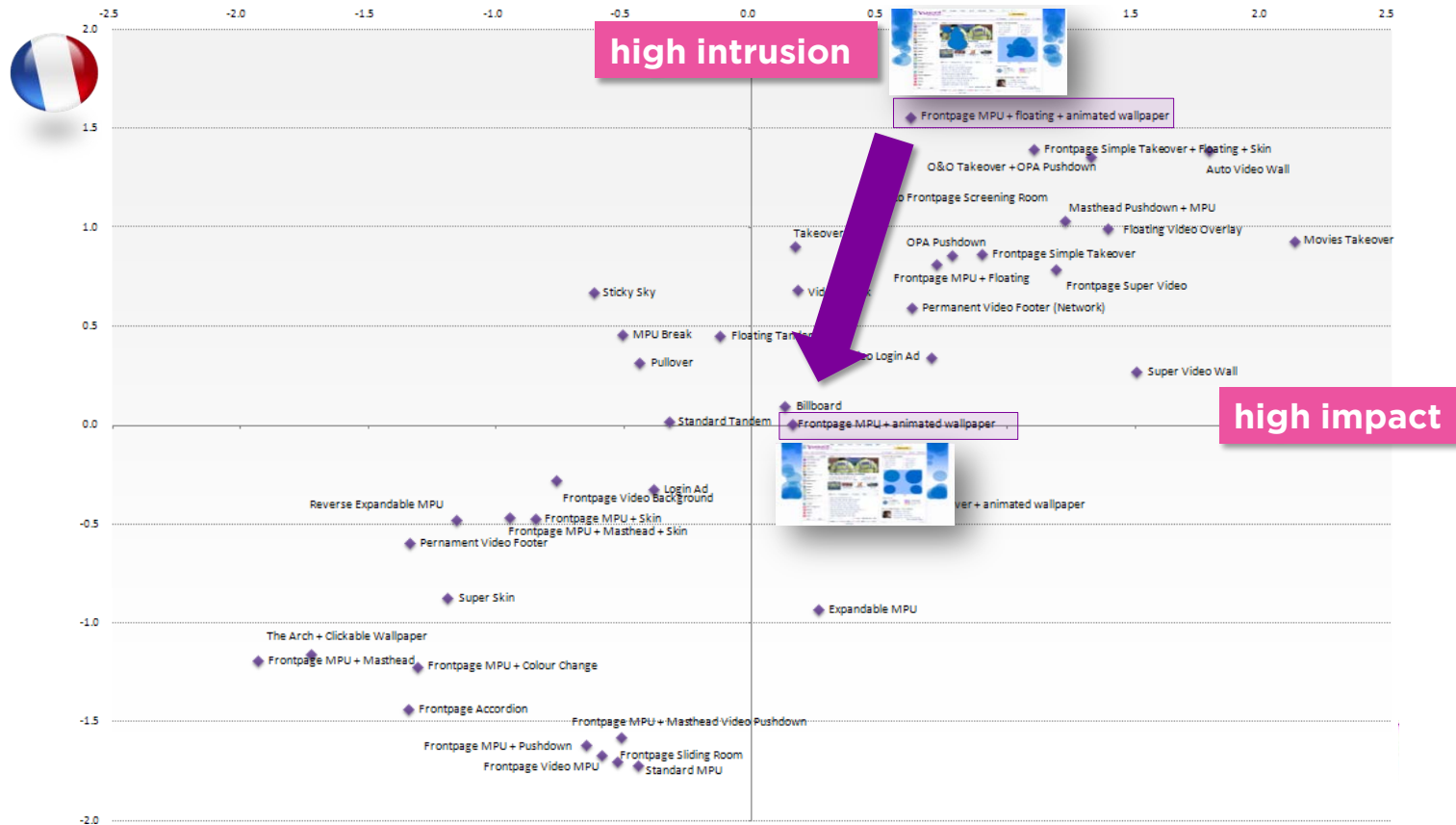


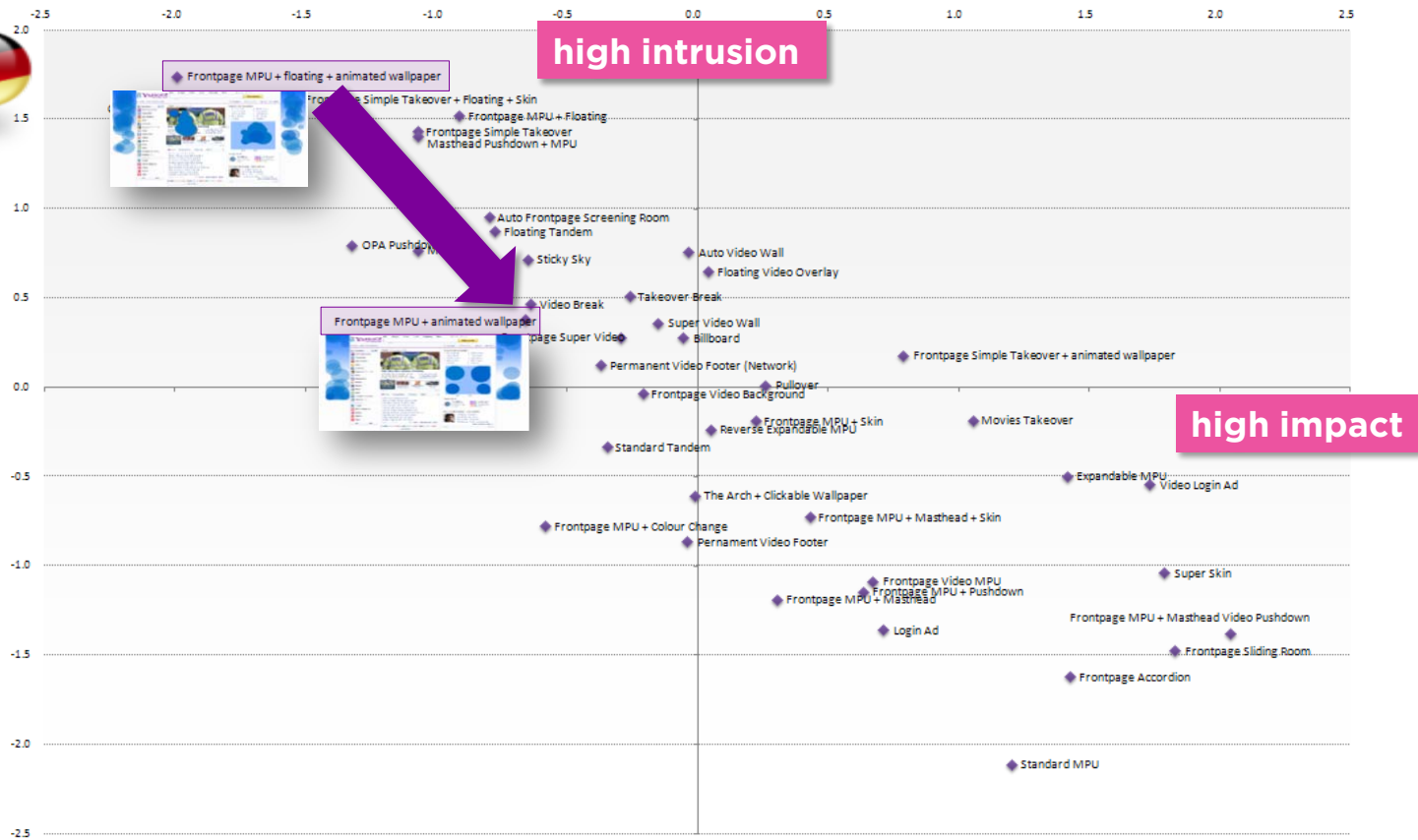


animated background with floating

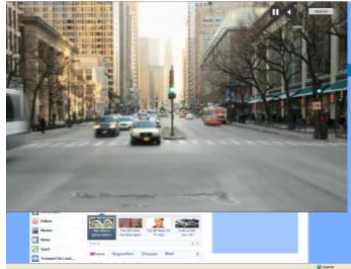


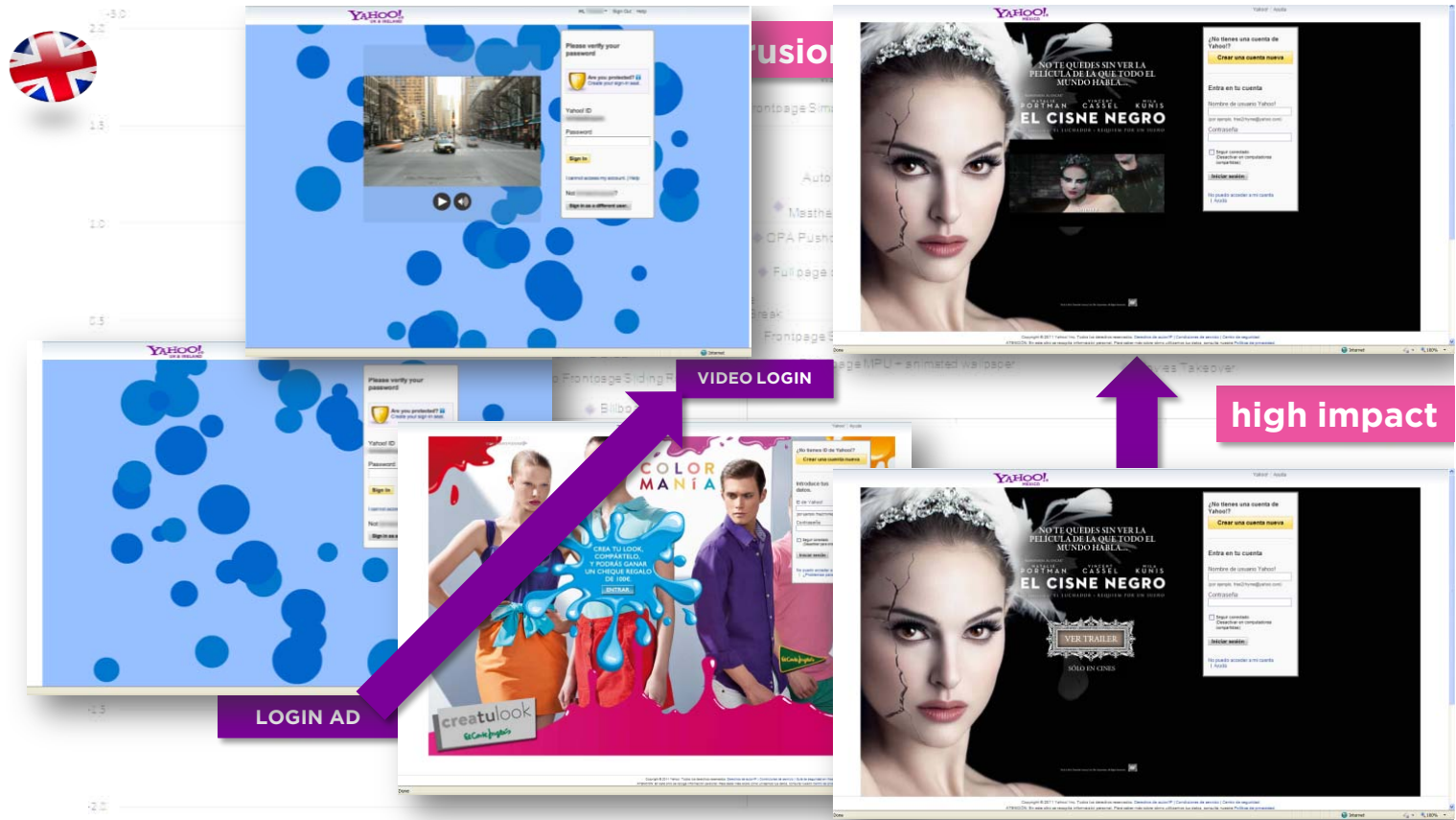






Spotlight on video





Sobre Nuestra Publicidad

1 imagen vale más que 1000 palabras.
Comparte tus fotos con Yahoo! Mail.

CERRAR X

Ver de nuevo

Siempre tuyo,
YAHOO! MAIL

Haz tus palabras realidad.

Siempre tuyo,
YAHOO! MAIL

Introduce tus datos.

¿Estás protegido? Crea un sello personalizado.

ID de Yahoo!

(por ejemplo, free2rhyme@yahoo.com)

Contraseña

☒ Seguir conectado
(Desactivar para ordenadores compartidos)

Iniciar sesión

No puedo acceder a mi cuenta
| ¿Problemas para entrar?

o

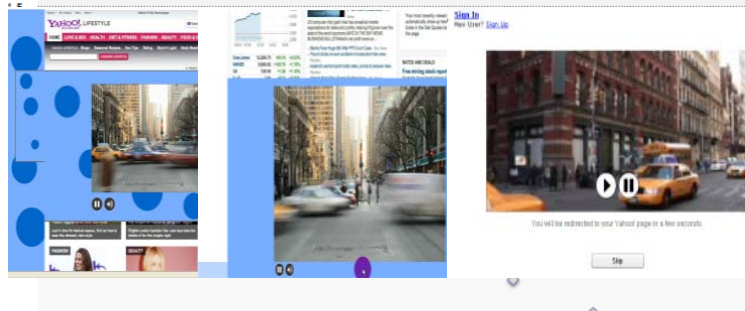
Iniciar sesión como:

Facebook Google

¿No tienes ID de Yahoo!?

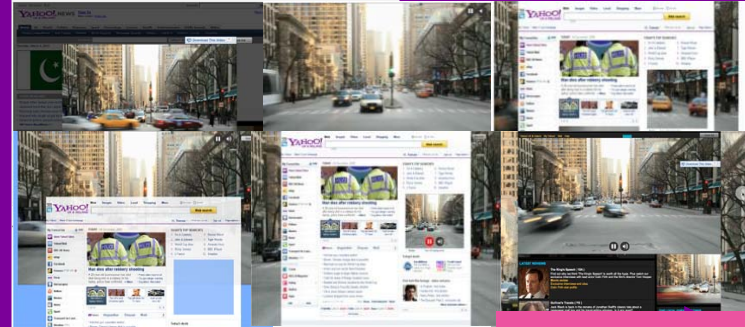
Crear una cuenta nueva

Video 'tag alongs' & interstitials

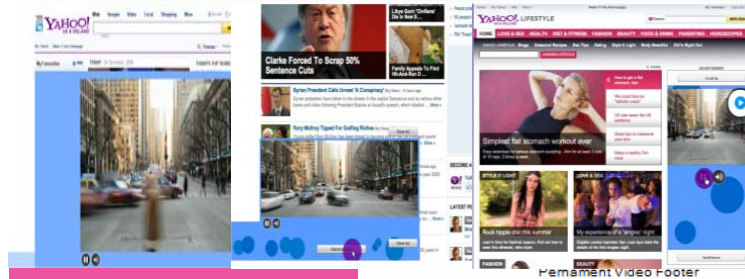


high intrusion

Video high SOV
in-page real estate



high impact



Video footers and
MPU derivatives



Video In page
expandables

Maximising the use of video

What's the objective?	Example metrics	What to measure?
Brand awareness	Plays	Visibility
Product launch	Replays	Interactivity
Product repositioning	Expand/contract	Duration
Compliment TV plan	Start	Brand perception
Acquisition	Sound on	Tone of voice / fit
Creativity/engage	Completes	View thru
Conversions	Viral	Sales
Sales	Clicks	Reach: Unique /cumulative

Practice what we preach: Yahoo! house ad

The screenshot shows the Yahoo! France homepage with a purple header and a search bar. The main content area includes a large article about Gad Elmaleh, a list of trending topics, and a 'Yahoo! Mail' advertisement featuring a young boy. The advertisement is framed by a purple border and includes a 'Donnez vie à vos messages' banner at the bottom.

YAHOO! FRANCE

Web images Vidéo Actualités Shopping Plus

Recherche Web

Yi Hong Kang Mon Yahoo! Mobile Connexion Nouveau sur Yahoo! ? Inscription Expérimentez-vous Options

SITES YAHOO! Modifier

- Mail
- Activités
- Actualités
- Auto
- Cinéma
- Finance (CAC 40)
- Groupez
- Immobilier
- Jeux
- Kelkoo
- Messenger
- Météo (12°C)
- Pour Elles
- Q/Réponses
- Rencontres
- Sport

Aujourd'hui - 01 avril 2011

Une vanne en moins dans son spectacle

Disparue du cœur de Gad Elmaleh, Marie Drucker disparaît aussi de la rediffusion de son show. Merci TNC

- + Retrouvez nos blogs télé-réalisés
- + Toute l'actu télé

1 - 4 sur 20

Donnez vie à vos messages

Les tendances du jour

1. Carla Bruni
2. Abidjan
3. Chaussures femmes
4. Minimum visites...
5. Lingerie
6. Poisson d'avril
7. Les filles d'à c...
8. Partir pas cher
9. François Hollande
10. Ingénierie disparue

Personnellement votre, **YAHOO! MAIL**

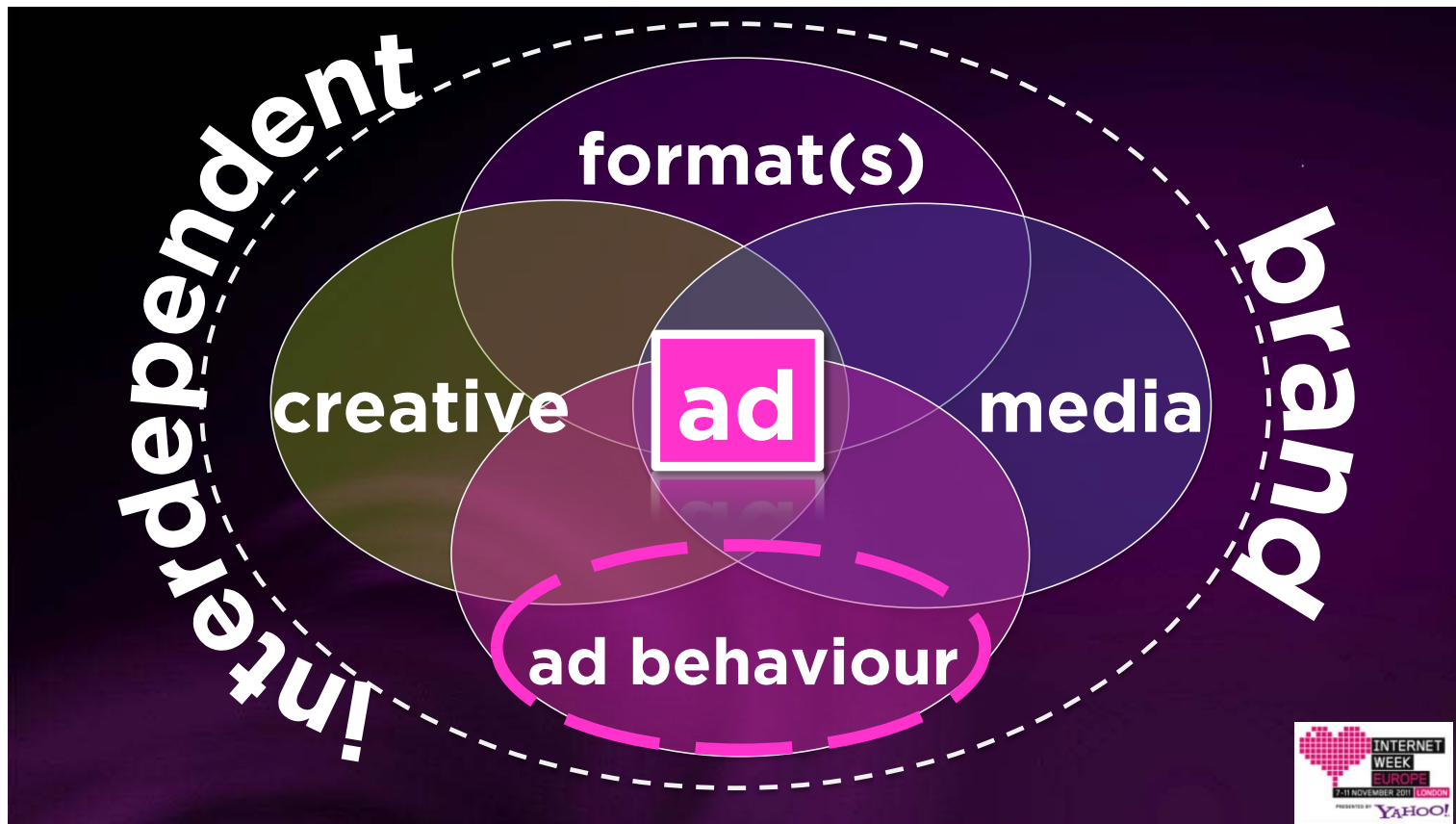
Essayez-le !

Revenir le pub - Votre avis - Couleur normale

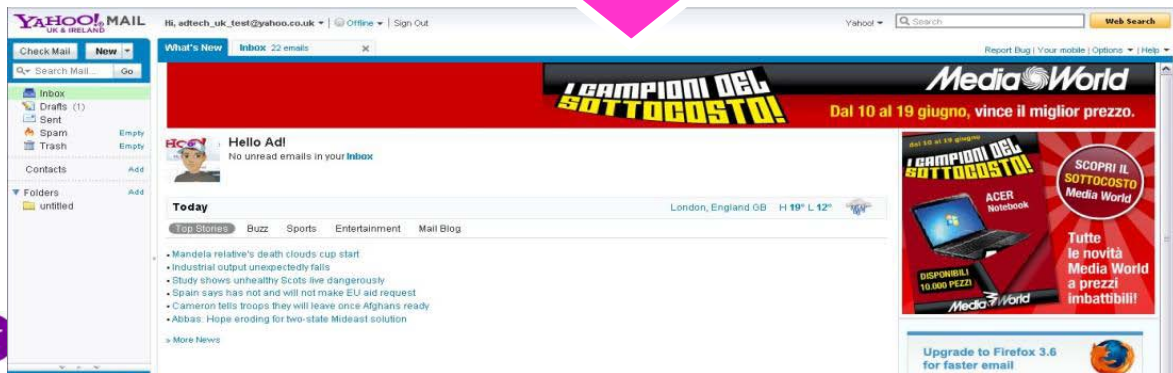
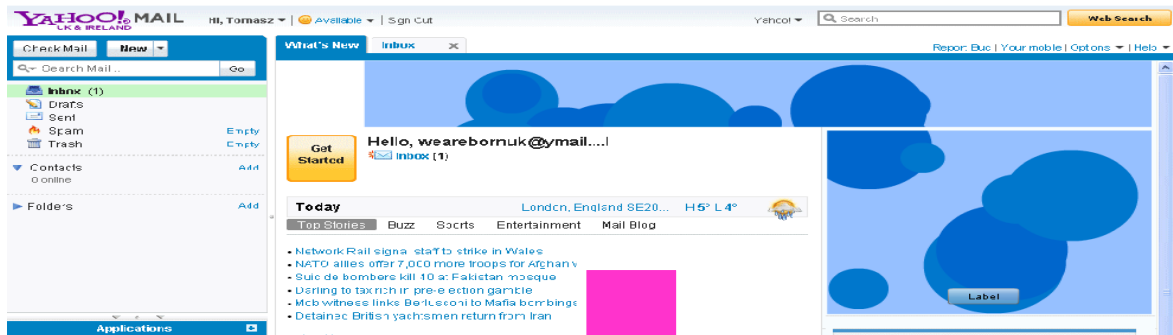
Offres quotidiennes

Striking a balance



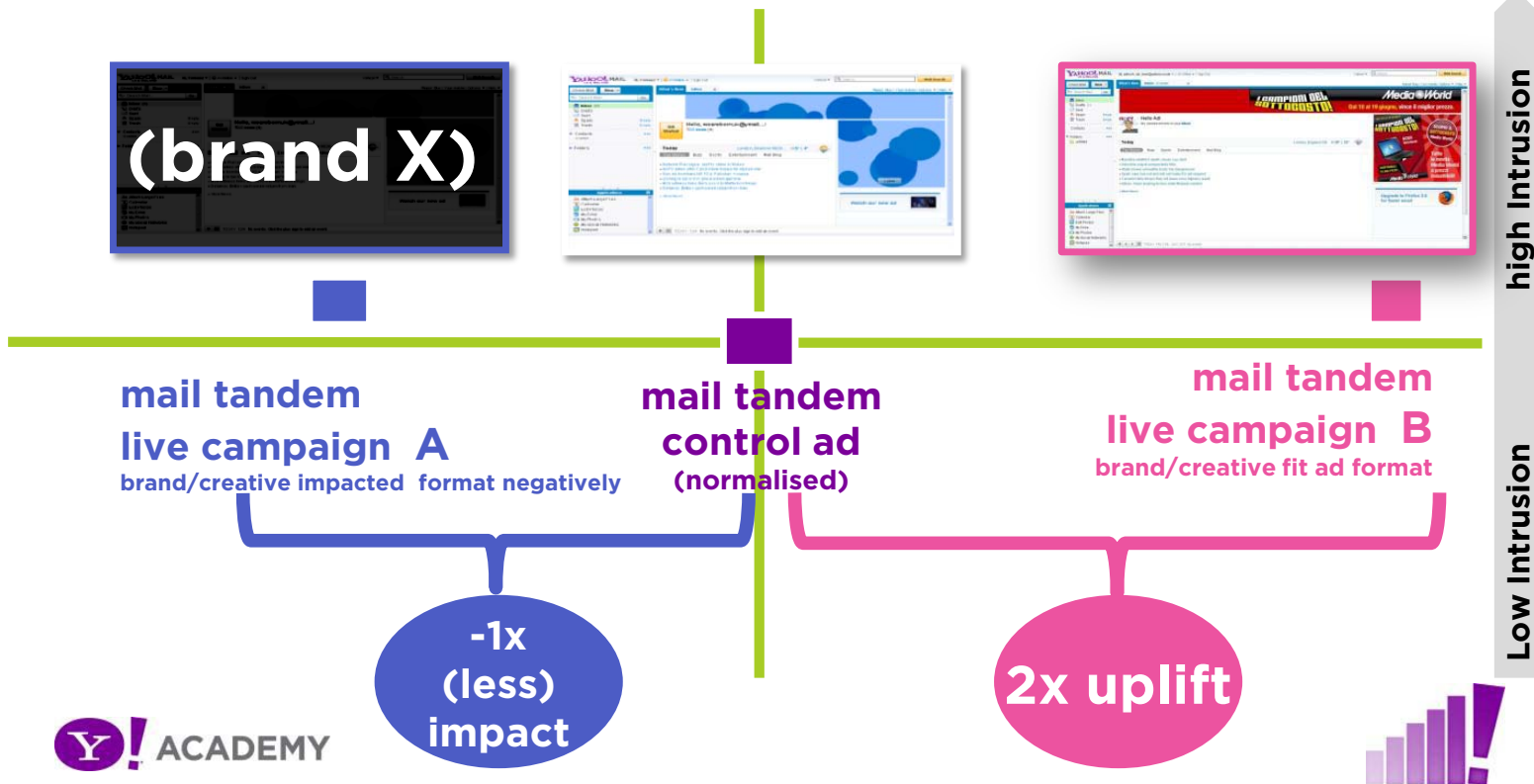


Theory to practice: the responsibility of creative



Low Impact

High Impact



Theory to practice: ad behavior

Getting the most intrusive ad format approved on Yahoo!

- Overlay
- Auto initiated
- Moving parts
- Story telling challenge



5
ad format
variants

Yahoo!
homepage

2000+
respondents

monadic
testing



Web Bilder Video Lokal Shopping Mehr

Web-Suche

Y! UK & E Mein Yahoo! Yahoo! als Startseite Anmelden Neu hier? Registrieren Meine Inhalte freigeben Seiten-Einstellungen

YAHOO! SEITEN bearbeiten

- Mail
- Autos
- Clever
- Dating
- Finanzen (DAX)
- Flickr
- Horoskope
- Kelkoo
- Mein Yahoo!
- Messenger
- Movies
- Musik
- Reisen
- Spiele
- Sport
- Updates

Weitere Yahoo! Seiten

FAVORITEN bearbeiten

- Facebook
- ProSieben.de
- WELT ONLINE

Yahoo! Magazin 13. September 2010

Schrecklicher Fund in Passagiermaschine

Beim Reinigen eines Flugzeugs haben Putzkräfte im Müllimer einer Toilette ein Baby gefunden. Lesen »

USA: Mann tötet fünf Menschen und sich selbst

Suche nach Foto:

Foto: Baby im Müllimer

Brits inessige Katastrophe

Clever: Toilette mit Herz

Hund beißt Kind tot

1 - 4 von 10

NACHRICHTEN SPORT WIRTSCHAFT UNTERHALTUNG

- Internationale Finanzwächter beschließen neue ...
- Mainz nach Sieg gegen Kaiserslautern Bundesliga-Zweiter
- Deutsche Bank wirbt Kapital für Postbank-Übernahme
- CDU-Spitze berät über Reformpläne und Profil der Partei
- Atom-Deal: Wirbel um Röttgen-Aussage zu ...
- Proteste und Provokationen bestimmen Jahrestag von 9/11
- Französische Filmlegende Claude Chabrol ist tot
- Künstliche Haut fühlt fast wie das menschliche Sinnesorgan
- Alonso gewinnt Formel-1-Rennen in Monza
- Woche startet mit einem Mix aus Sonne und Regen

London, England

Aktuell 10°C Regen

Heute 20° / 11°

Morgen 18° / 16°

Dienstag 18° / 11°

Erweiterte Vorhersage »

ad

ANGEBOTE DES TAGES

- Flüge ab € 99 London: Traumreise zu Traumreisen
- Sofort sparen! Kleiner Rücken-Günstige Energie für Familien

Video-Highlights

Wie häufig tragen Sie ungefähr in der Regel eine Uhr bzw. Armbanduhr?

- ☐ Täglich
- ☐ Mehrmals die Woche
- ☒ Einmal die Woche
- ☐ Mehrmals im Monat
- ☐ Einmal im Monat
- ☐ Seltener
- ☐ Nie

Control group: LREC Yahoo! house ad

The screenshot shows the German Yahoo! homepage. At the top, there's a navigation bar with links: Web, Bilder, Video, Lokal, Shopping, Mehr. A search bar with the text 'Web-Suche' is on the right. Below the navigation bar, there's a section for 'FAVORITEN' (Favorites) with links to various services like Yahoo! Services, Mail, Clever, eBay, Facebook, and Finance. The main content area features a large article about Lady Gaga at the Grammy Awards, titled 'Gaga-Akrobatik und Gefühlskino'. To the right of this article is a 'TOP-SUCHEN BEI YAHOO!' section with a list of popular searches: 1. Grammy Awards, 2. DSDS, 3. Lady Gaga, 4. Beyoncé, 5. Taylor Swift, 6. Monica Ivarcan, 7. Angelina Jolie, 8. Bundesliga, 9. Big Brother, 10. Lottozahlen. Below this is a large pink advertisement for 'DIE NEUE YAHOO! STARTSEITE' with the headline 'Was kann Ihr Yahoo!?' and a 'Jetzt testen!' button. Below the ad are sections for 'Angebote des Tages' and 'Top-Reiseziele 2010'. The bottom of the page shows stock market data for DAX, E-STOXX50, and Dow Jones.

Creative control group: LREC + mini banner

Web Bilder Video Lokal Shopping Mehr

Web-Seite Seiten auf Deutsch

Web-Suche

Mein Yahoo! Yahoo! als Startseite Anmelden Neu hier? Registrieren Was machen Sie gerade? Seiten-Einstellungen

FAVORITEN Hinzufügen

- Yahoo! Services
- Yahoo! Mail
- Clever
- eBay
- Facebook
- Finanzen (DAX)
- Flickr
- Horoskope
- Kelkoo
- Messenger
- Reisen
- Sport
- TV
- Wetter (1°C)

Bearbeiten Hinzufügen

Empfehlungen

- WELT ONLINE
- Qype
- Gala.de
- sueddeutsche.de
- Dating

☐ Automatische Schnellansicht anstellen

HEUTE

Gaga-Akrobatik und Gefühlskino

Bei den Grammy Awards deklassierte ein Star alle anderen. Doch die große Show boten zwei Kinder. » Zum Blog

- Etta James schwer krank
- Bündchen: Hausgeburt

Grammy Awards: Blog Party endet als Massaker Winterwetter und kein Ende Jolie und Pitt in der Offensive

1 von 12

Der Jackpot!

Mit nur einem Sticker jeden Preis einmal gewinnen.

Abziehen und abhauen.

TOP-SUCHEN BEI YAHOO!

1. Grammy Awards
2. DSDS
3. Lady Gaga
4. Beyoncé
5. Taylor Swift
6. Monica Iovan
7. Angelina Jolie
8. Bundesliga
9. Big Brother
10. Lottozahlen

Angebote des Tages

SofortKredit bis 50.000 € – jetzt unverbindlich berechnen

Private PKV Private Krankenversicherung. Ihr Angebot

Top-Reiseziele 2010

- Südafrika
- Malediven
- Vancouver
- Las Vegas

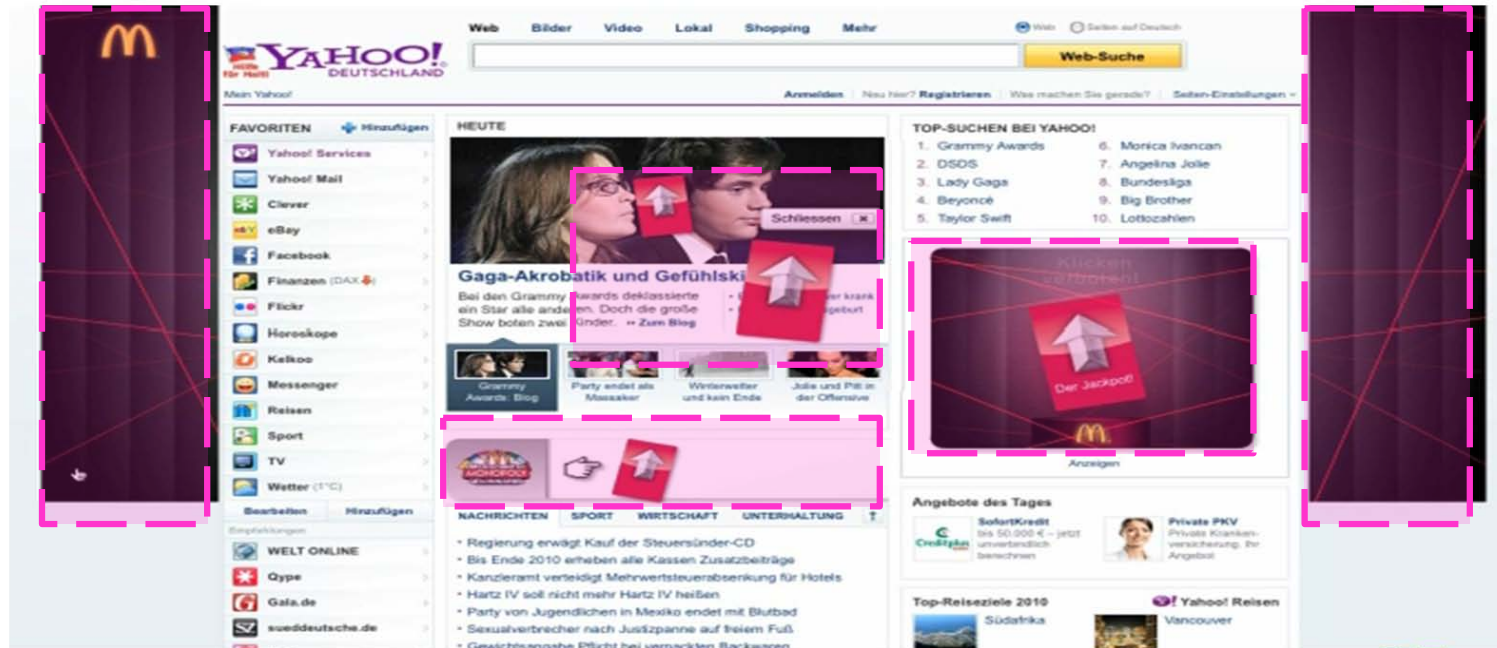
1 von 5

Take over with floating auto initiated & mouse over

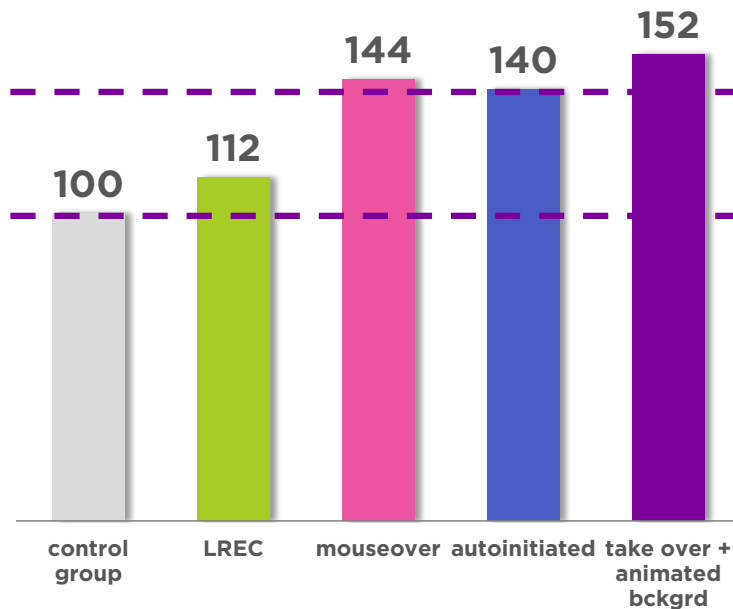
The screenshot shows the Yahoo! Deutschland homepage. Red dashed boxes highlight the following elements:

- Left Sidebar:** A vertical list of services including Yahoo! Services, Yahoo! Mail, Clever, eBay, Facebook, Finanzen (DAX), Flickr, Horoskope, Kelkoo, Messenger, Reisen, Sport, TV, and Wetter (1°C).
- Main Content Area:** A large article titled "Gaga-Akrobatik und Gefühlsk" featuring a photo of Lady Gaga and a McDonald's cup. Below it are smaller news snippets like "Grammy Awards: Blog", "Party endet als Massaker", "Winterwetter und kein Ende", and "Jolie und Pitt in der Offensive".
- Top-Right:** A "TOP-SUCHEN BEI YAHOO!" section listing popular searches like Grammy Awards, DSDS, Lady Gaga, Beyoncé, Taylor Swift, Monica Ivcanc, Angelina Jolie, Bundesliga, Big Brother, and Lottozahlen.
- Bottom-Right:** A "Mit nur einem Sticker jeden Preis einmal gewinnen." promotion featuring a McDonald's logo and a "Der Jackpot!" graphic.
- Bottom:** A "NACHRICHTEN" (News) section with headlines such as "Regierung erwägt Kauf der Steuersünder-CD", "Bis Ende 2010 erheben alle Kassen Zusatzbeiträge", and "Kanzleramt verteidigt Mehrwertsteuerabsenkung für Hotels".

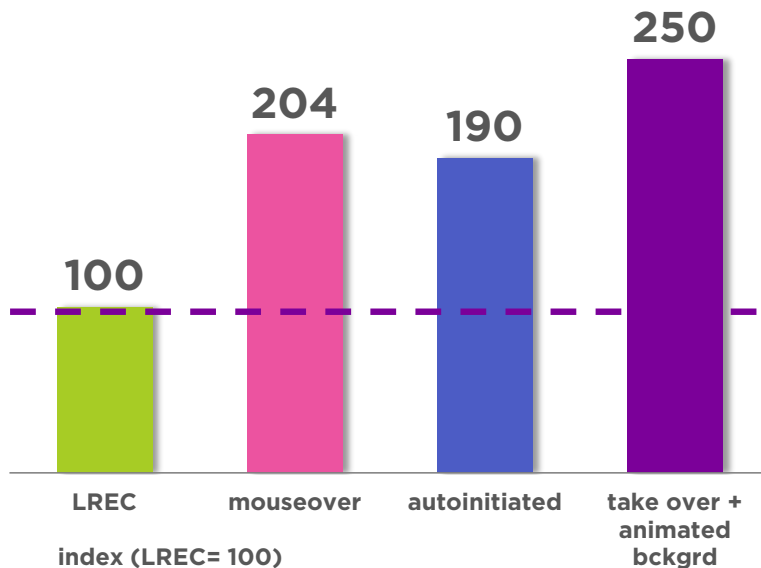
Take over with floating + animated background



Ad recall



Aided recall of advertiser: McDonald's

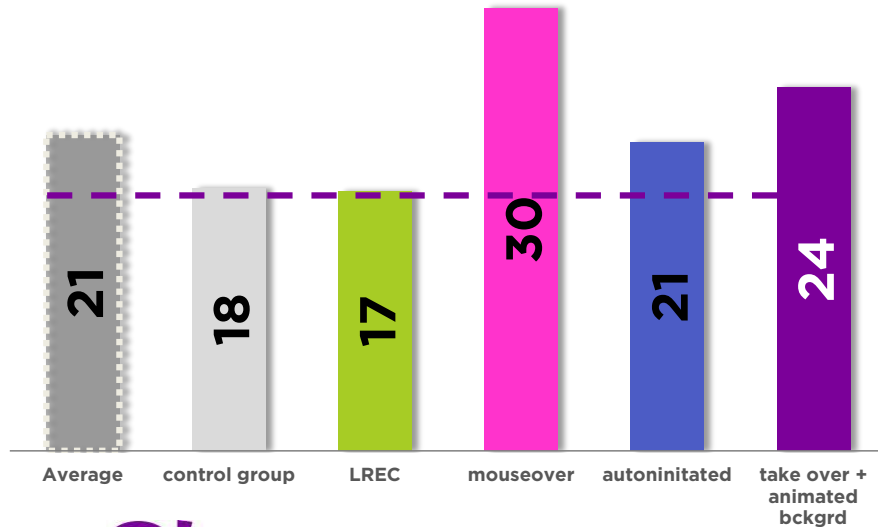


Base: Yahoo! User / Source: Yahoo! Research * compared to control group



Browsing duration

time spent
in seconds (till first click)

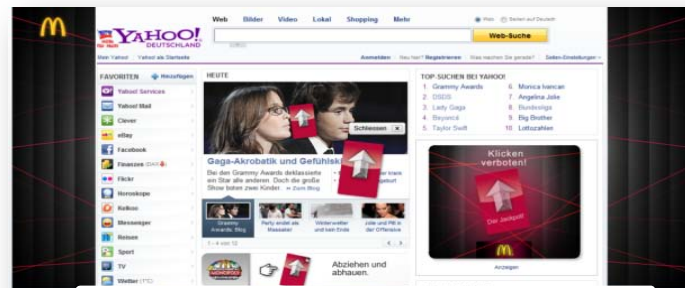
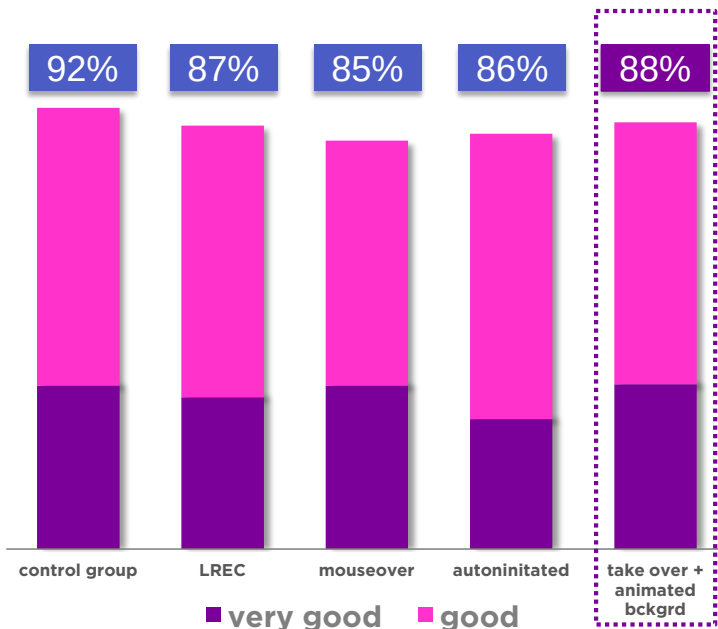


Y! ACADEMY



Theory to practice: most intrusive ad acceptable

appeal of Yahoo! homepage
in % (Top 2 Box on 5-Point scale)



most **intrusive ad**
in theory has
highest likeability in
practice

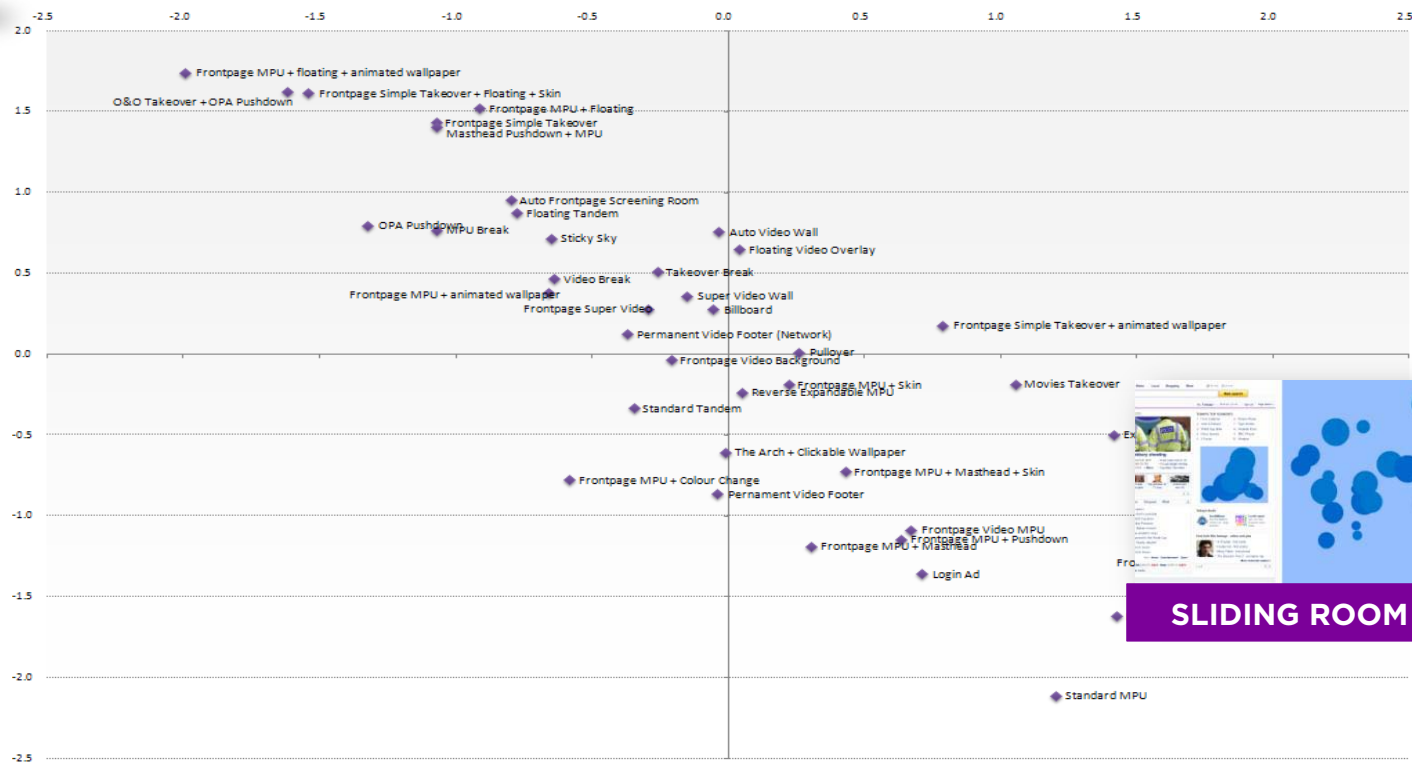


Shared learning





Sliding room: first new approved format



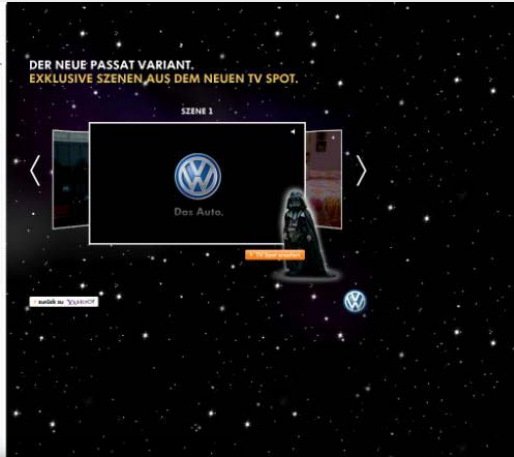
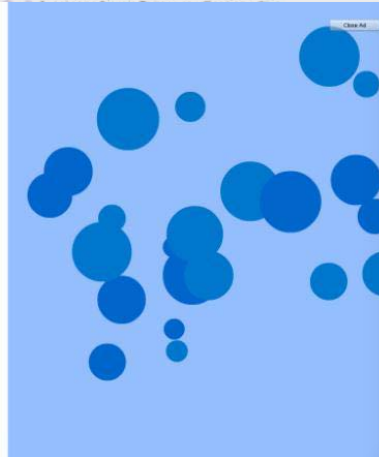
SLIDING ROOM

Extending the TV relationship online





From concept to award winning



Single Execution
RICH MEDIA DISPLAY AD
BRONZE
Volkswagen
MediaCom Interaction, Grabarz & Partner, and Yahoo!
May the Force Be with You

iab
miXX
awards 2011
BRONZE WINNER

SLIDING ROOM
INTERNET WEEK EUROPE
7-11 NOVEMBER 2011 LONDON
PRESENTED BY **YAHOO!**

Condoms to beer! Case studies on Yahoo!



high intrusion

low impact / high intrusion

- ! brand & ad intent matters!
- ! cap ad / limit ad format wear out
- ! use floating elements with care
- ✓ best for entertainment / homepage
- ✓ more acceptable: youth

high impact / high intrusion

- ! effective with *right* brand / creative
- ! relevant: campaign obj. & audience
- ✓ these formats get message across
- ✓ burst message, time bound offer, product launch, awareness, reach

high impact

low impact / low intrusion

- ✓ least disruptive
- ✓ suits editorial info (news/sports)
- ✓ drip feed campaign / sponsorship
- ✓ more acceptable: older consumer
- ! Use for branding

high impact / low intrusion

- ✓ best win - win quadrant
- ✓ suits most brands
- ✓ compliment consumer journey
- ✓ format accepted as part of page
- ! format desensitisation: over time



Thank you.
Questions?





45

Duration Media LLC Ex-1049