Ad Formats: from concept to award winning

Choosing the right formats for your campaign objectives

Laura Chaibi

Director of Research, EMEA



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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!

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relative acceptability



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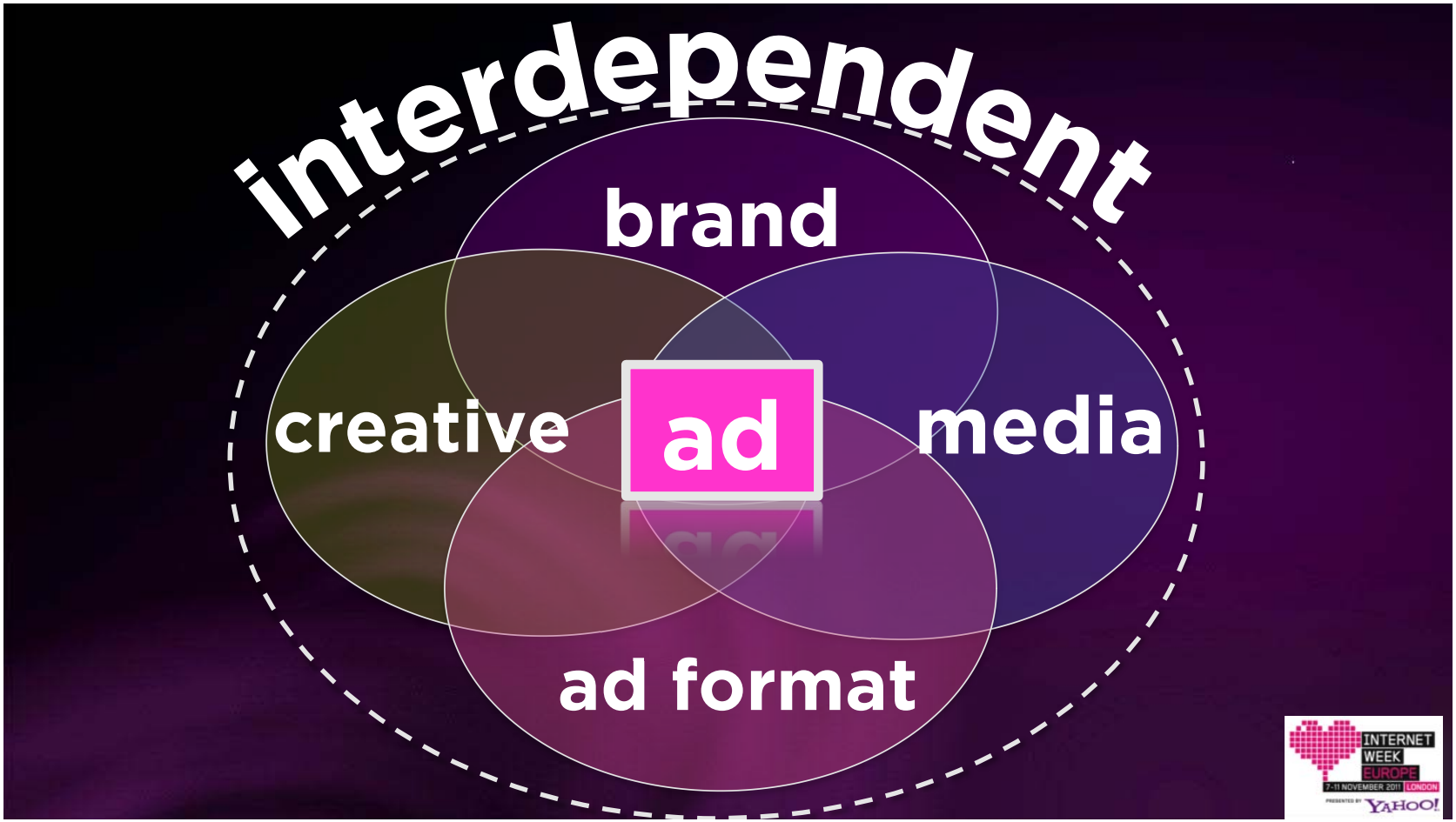
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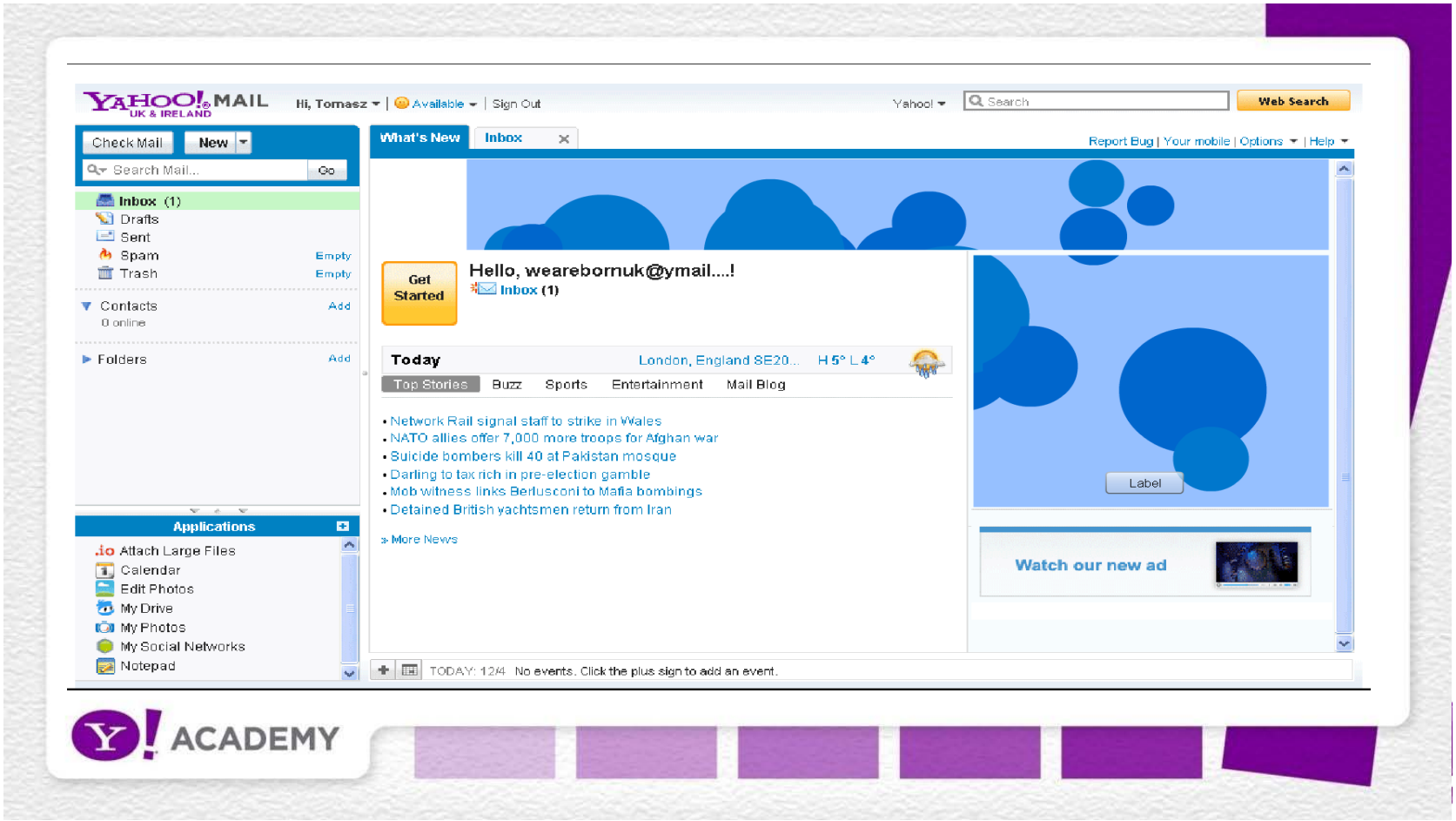
ad format mix & match: overwhelming choice



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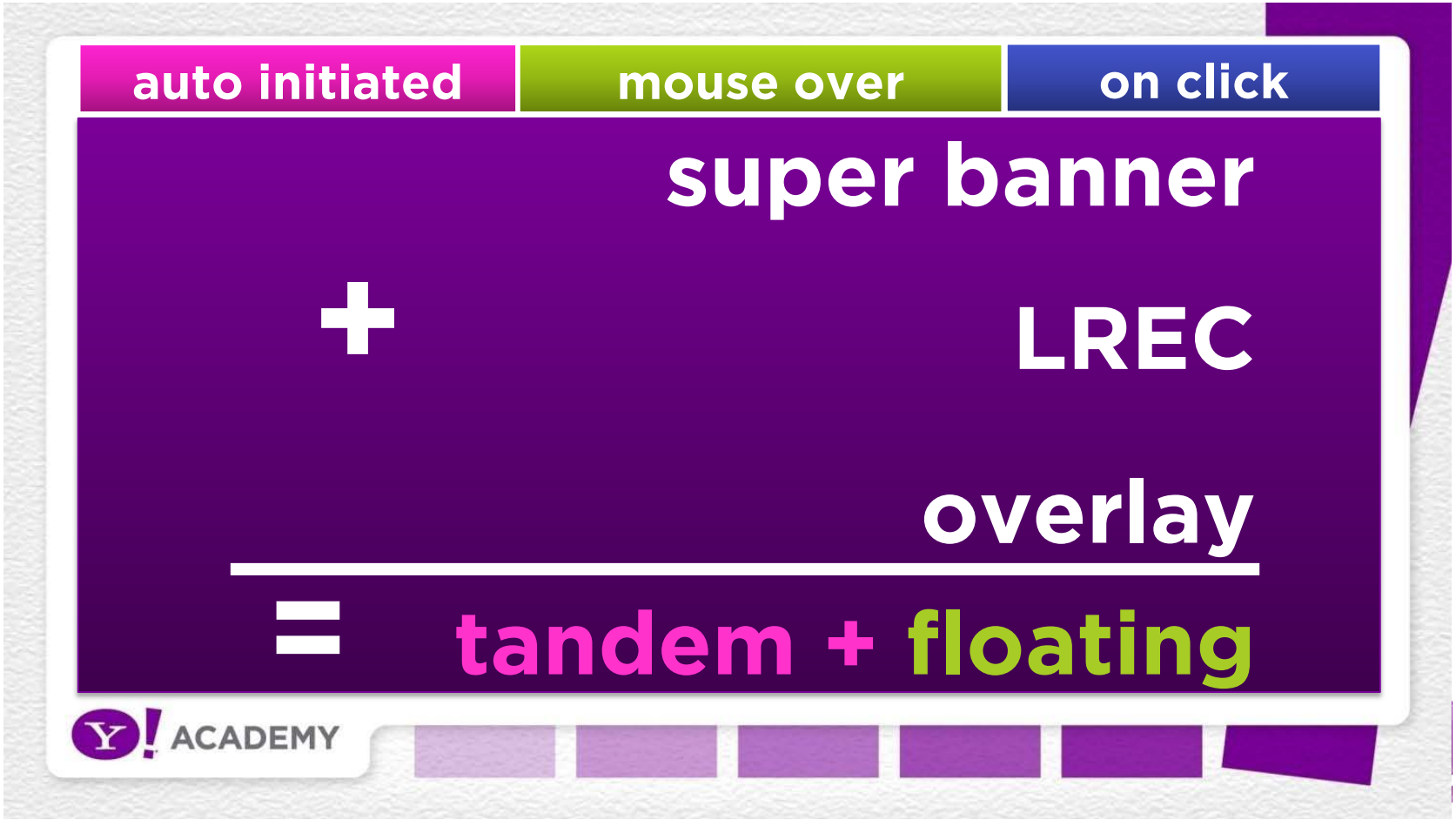
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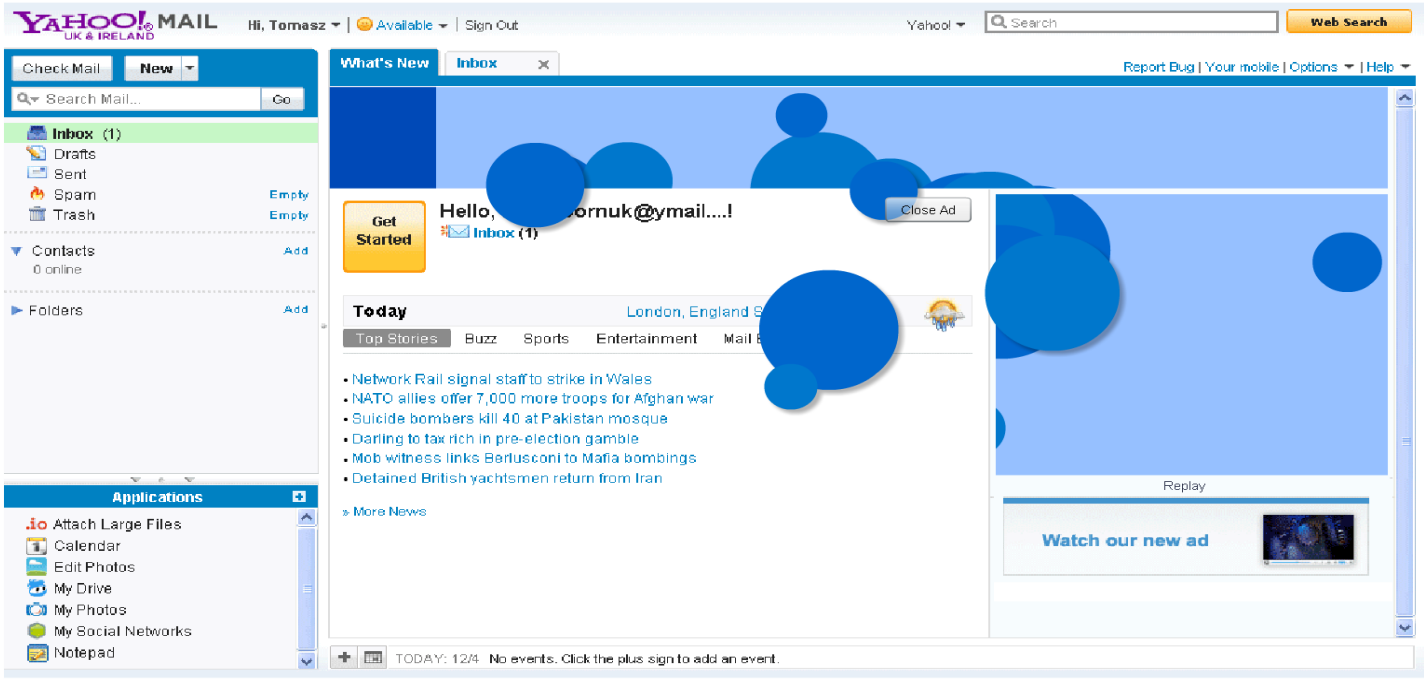
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Applying SAS to ad format innovation



End to end program

- control creatives
- live campaign testing
- claimed and behavioural

250+ formats tested

- ad format
- ad behaviour
- video

100,000 respondents

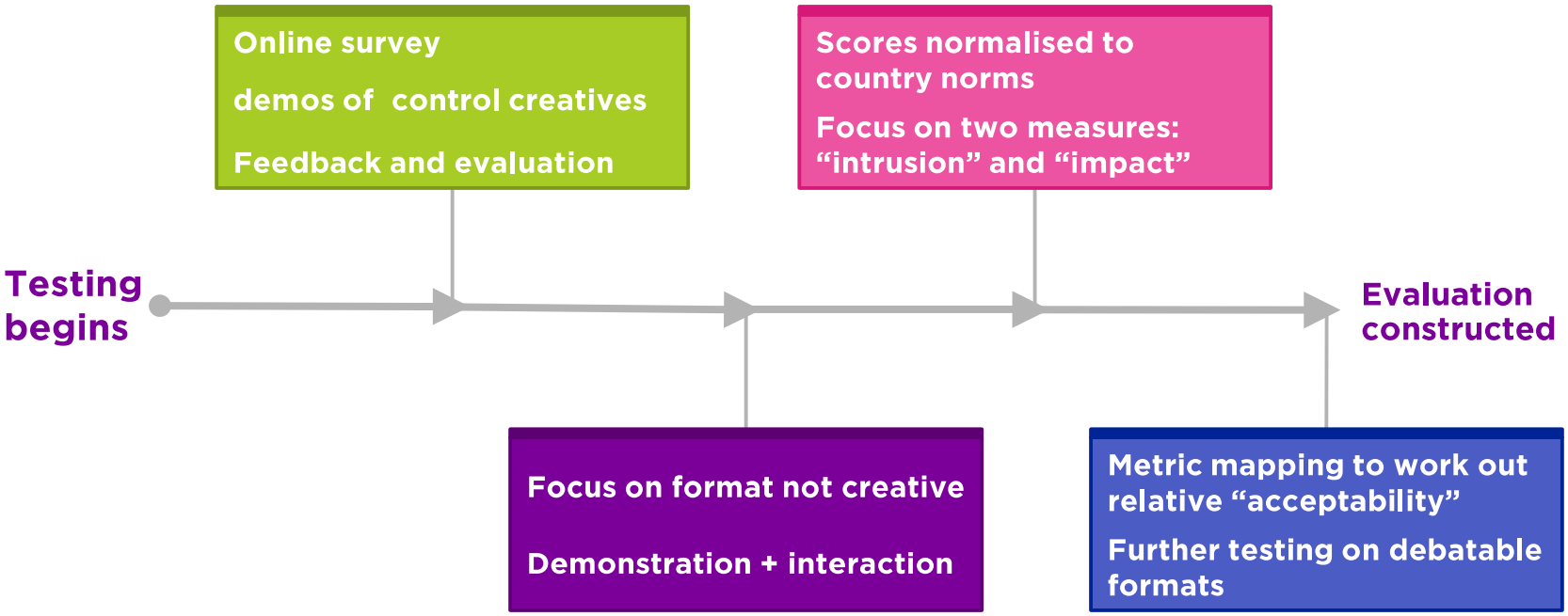
- Germany
- UK
- France
- Italy
- Spain
- MENA... coming soon!

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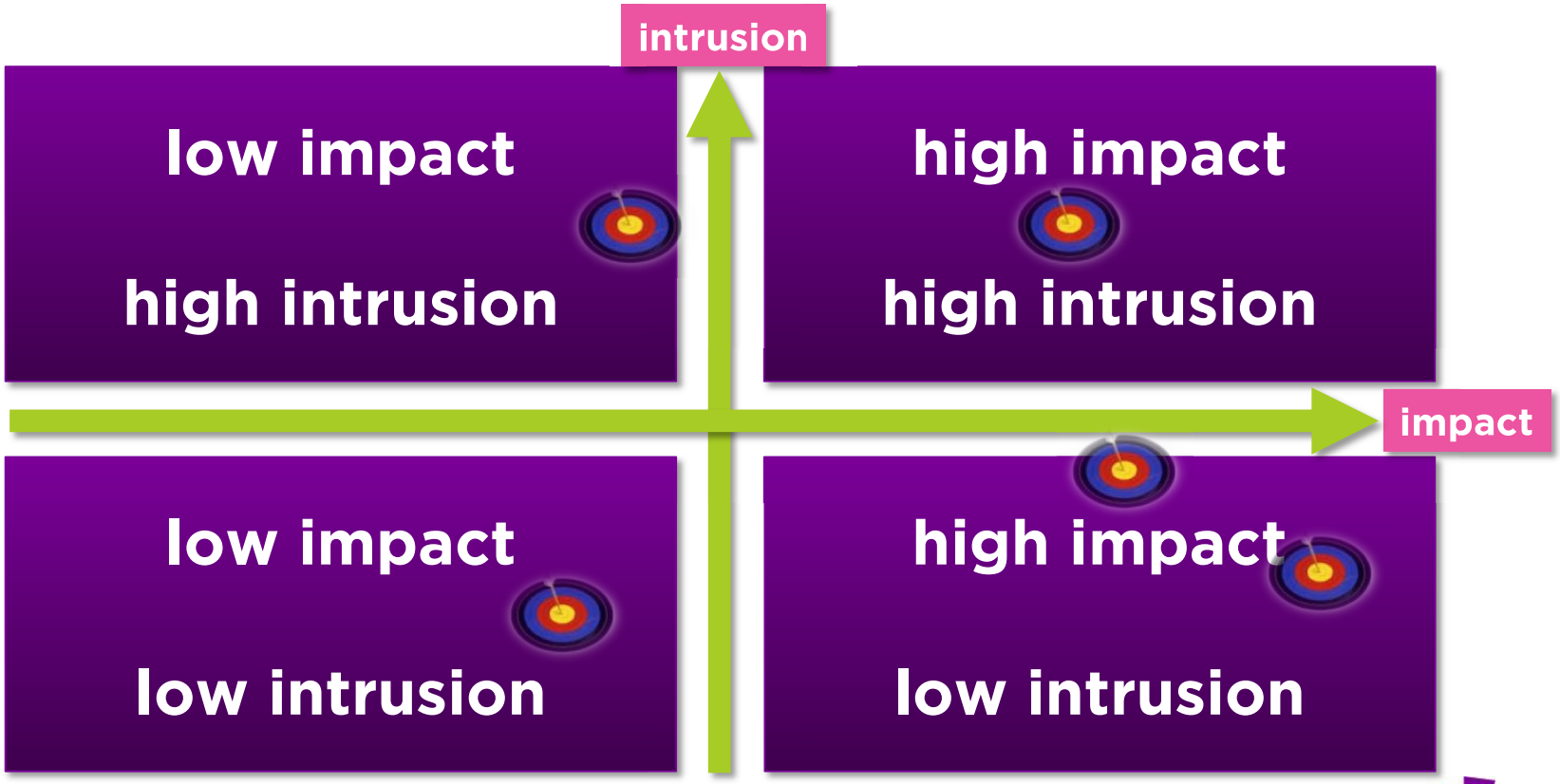
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The Process



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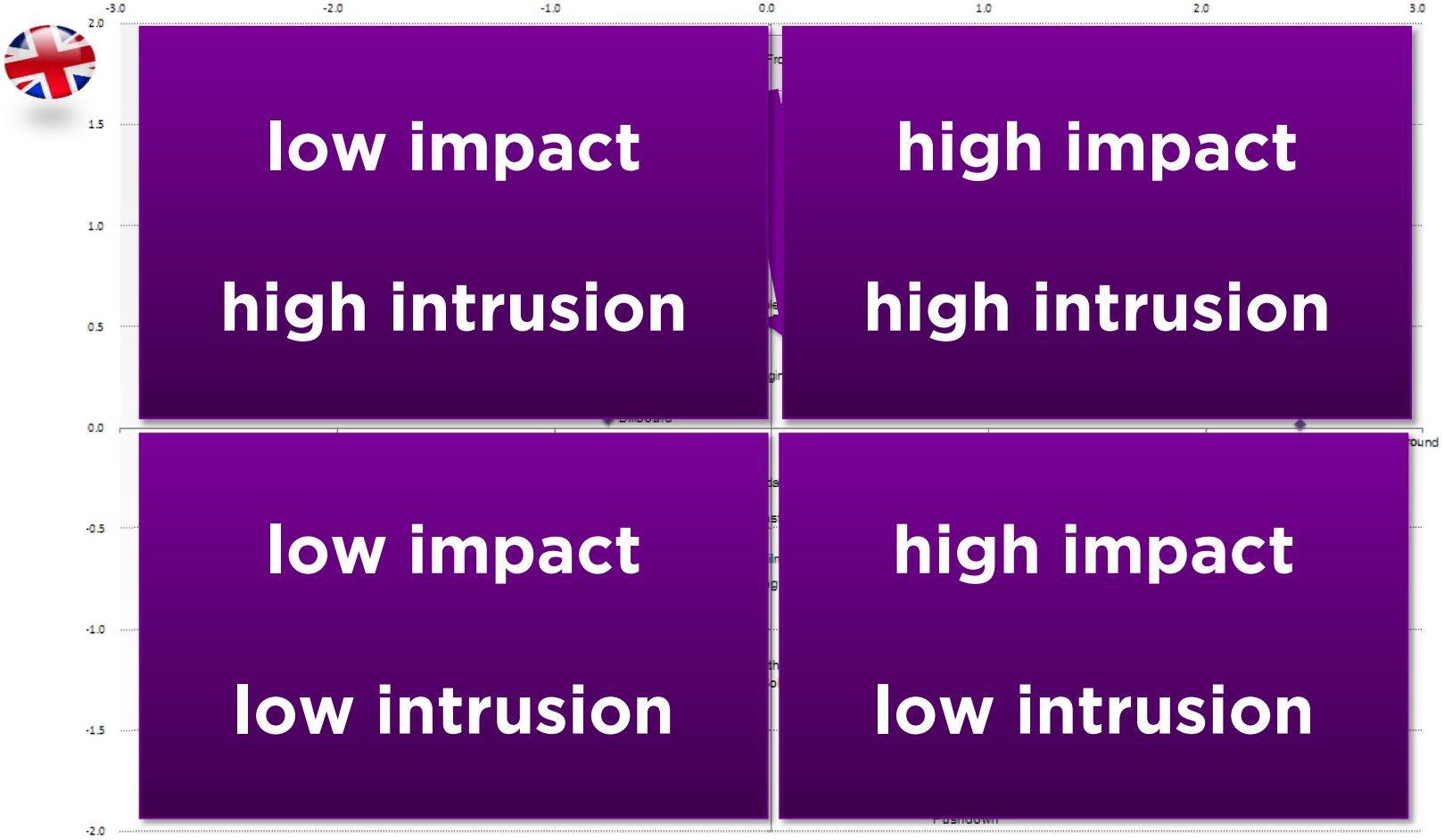


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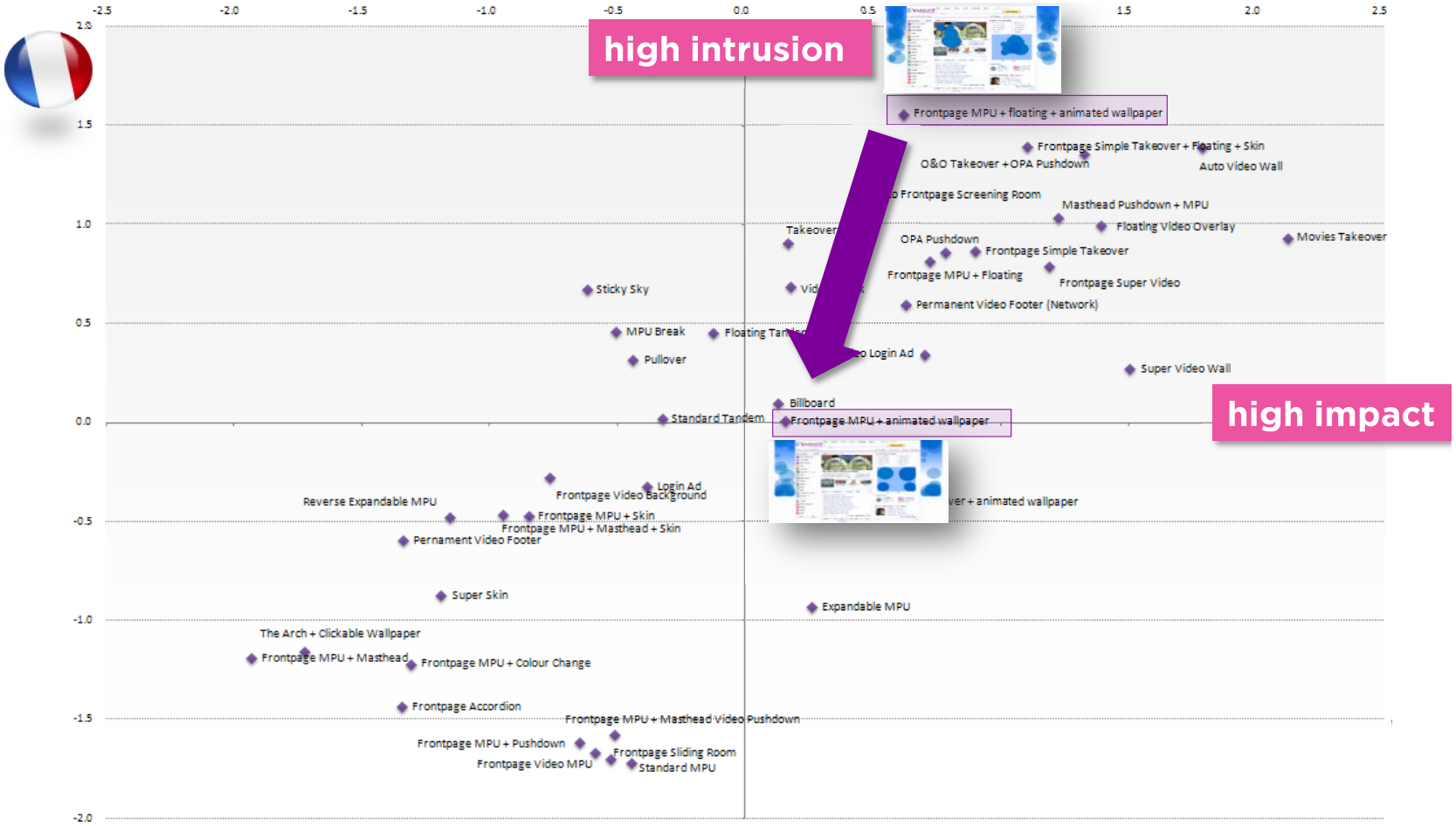
animated background with floating





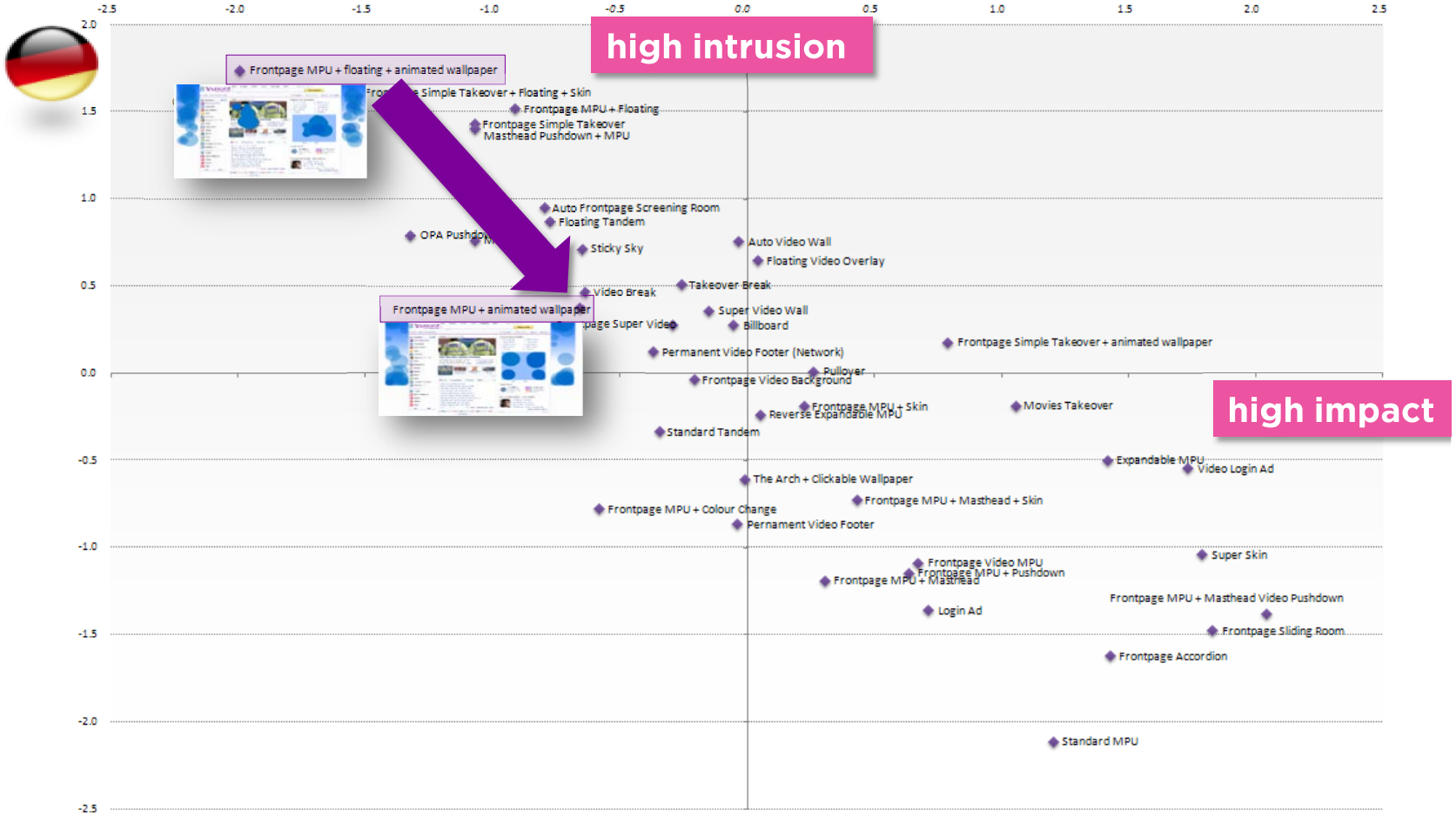
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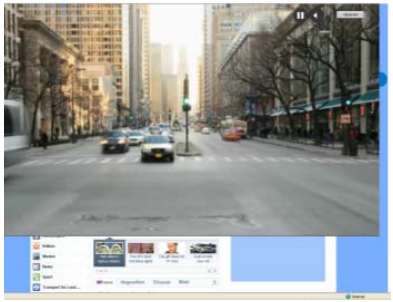
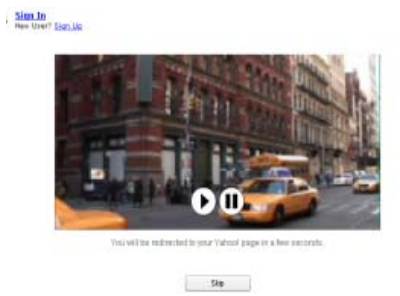
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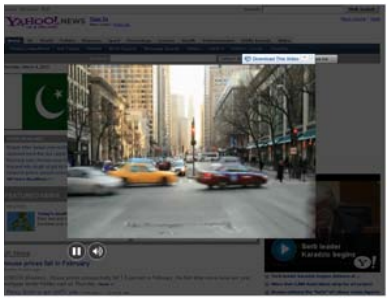
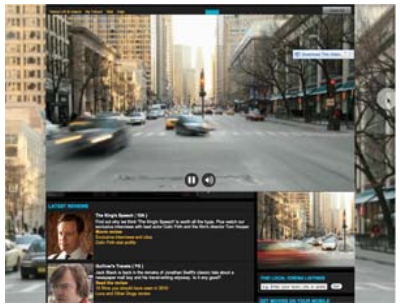

high intrusion
high impact
Frontpage MPU + floating + animated wallpaper
Frontpage Simple Takeover + Floating + Skin
Frontpage MPU + Floating
Frontpage Simple Takeover
Masthead Pushdown + MPU
Auto Frontpage Screening Room
Floating Tandem
OPA Pushdown
Sticky Sky
Auto Video Wall
Floating Video Overlay
Takeover Break
Video Break
Frontpage MPU + animated wallpaper
Super Video Wall
Billboard
Permanent Video Footer (Network)
Frontpage Simple Takeover + animated wallpaper
Pullover
Frontpage Video Background
Frontpage MPU + Skin
Movies Takeover
Reverse Expandable MPU
Standard Tandem
Expandable MPU
Video Login Ad
The Arch + Clickable Wallpaper
Frontpage MPU + Masthead + Skin
Frontpage MPU + Colour Change
Permanent Video Footer
Super Skin
Frontpage Video MPU
Frontpage MPU + Pushdown
Frontpage MPU + Masthead
Frontpage MPU + Masthead Video Pushdown
Login Ad
Frontpage Sliding Room
Frontpage Accordion
Standard MPU
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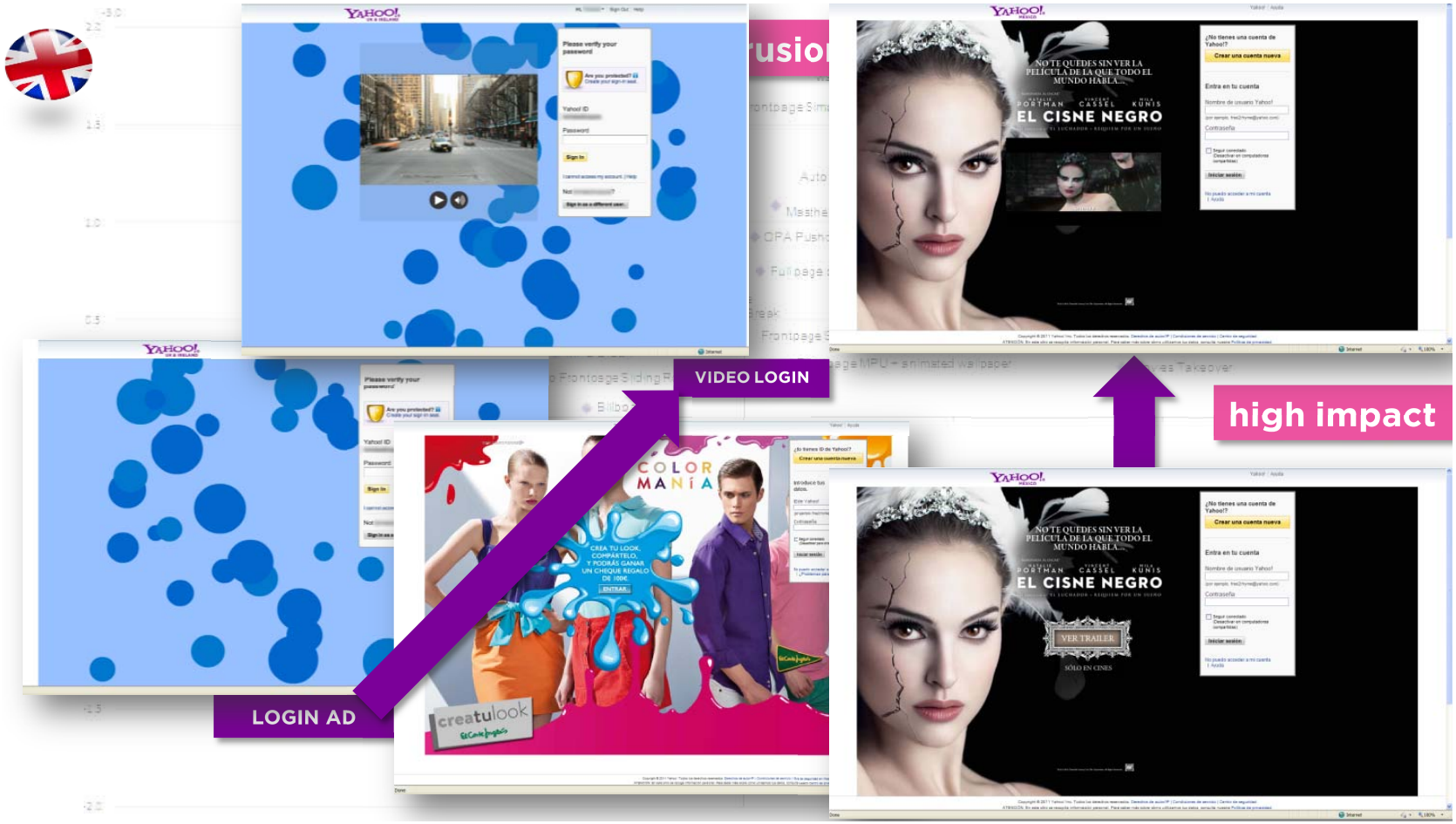


Sign In
Skip


Simplest flat stomach workout ever

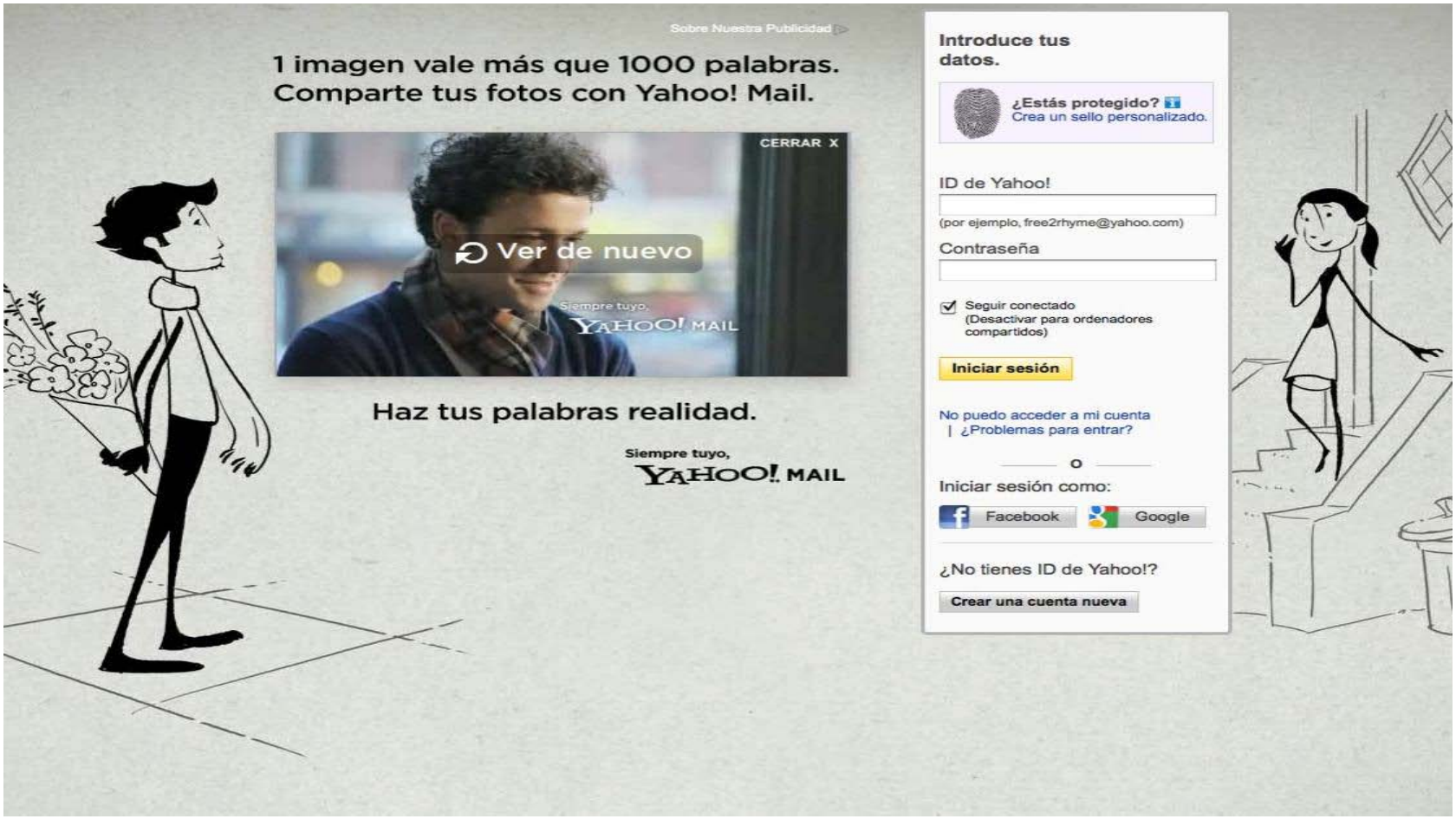






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Maximising the use of video

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

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Practice what we preach: Yahoo! house ad



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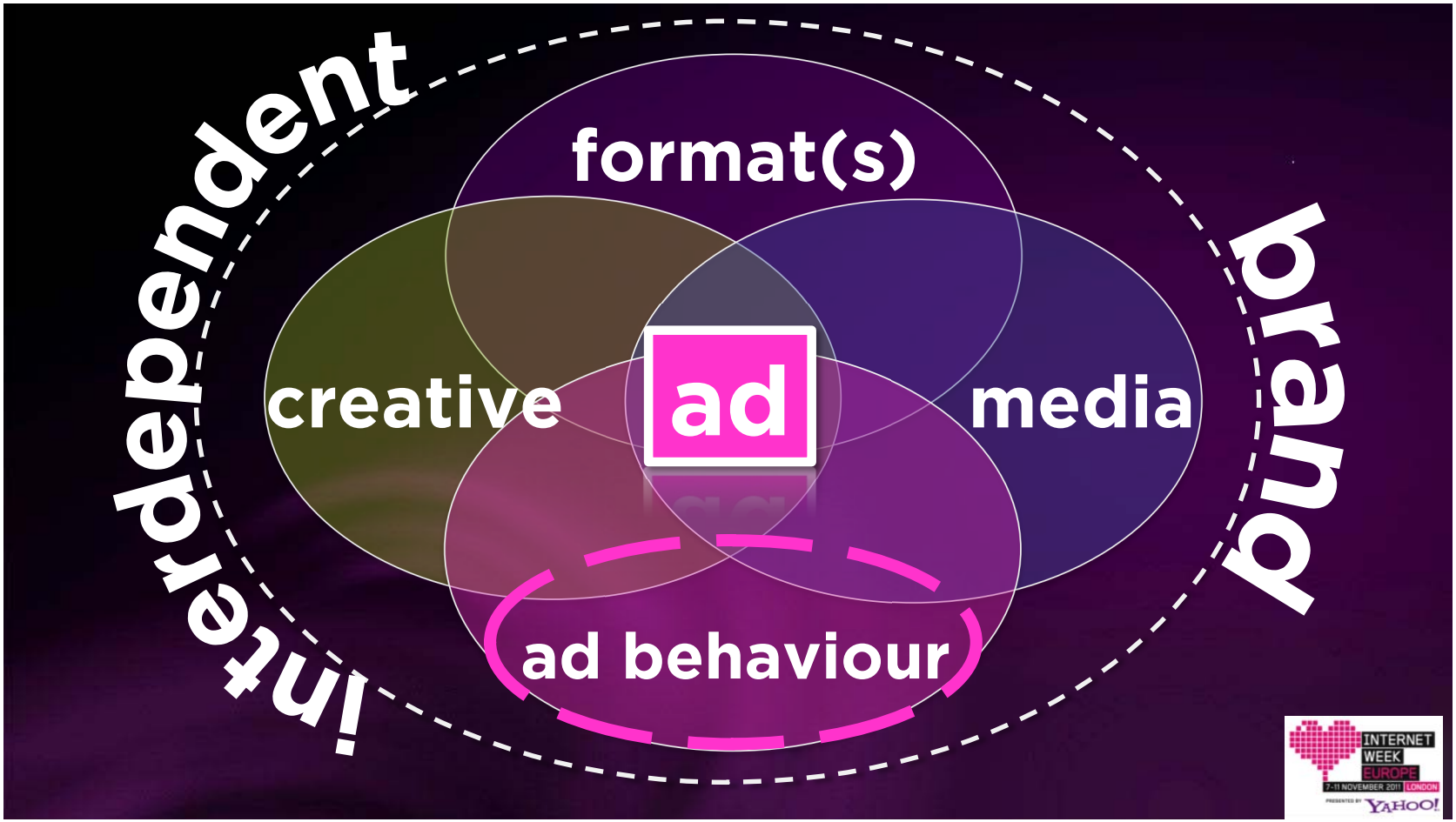
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Striking a balance



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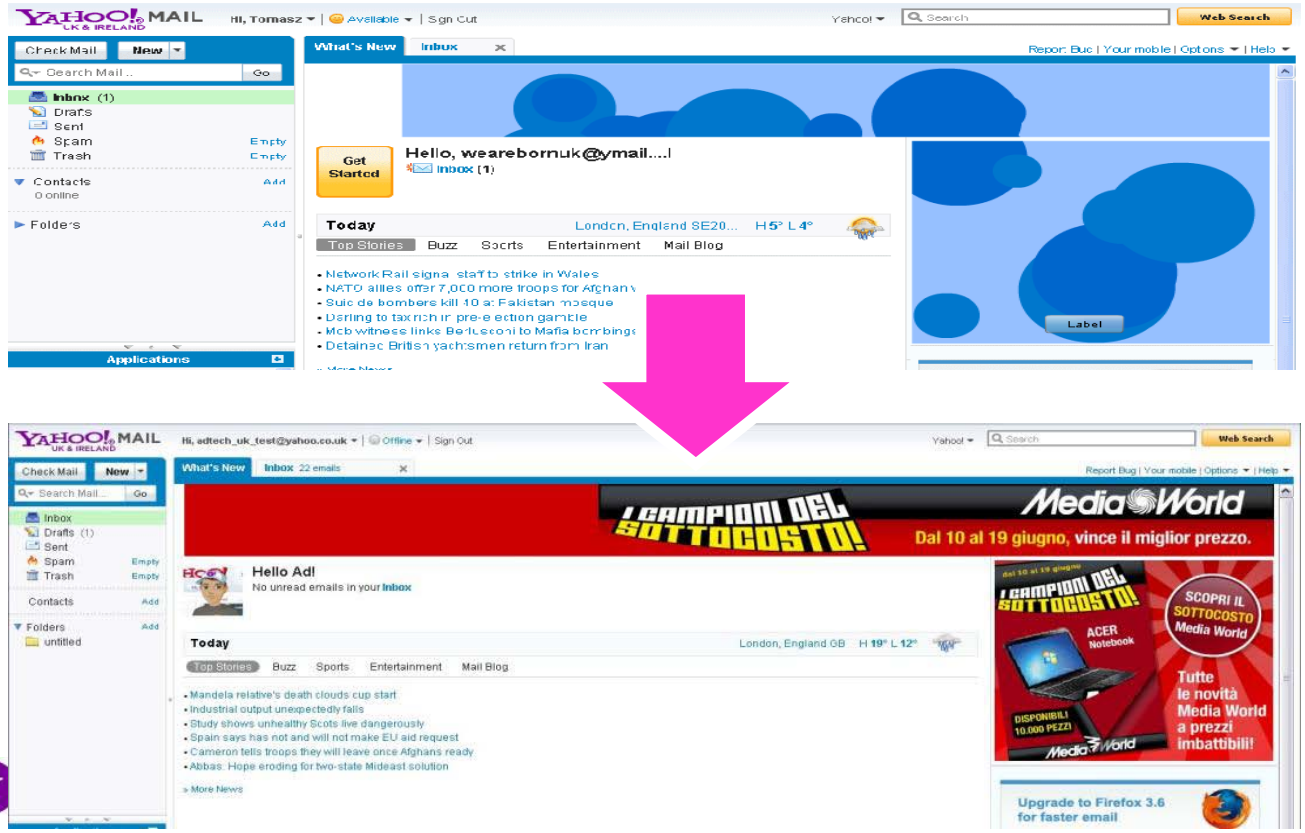
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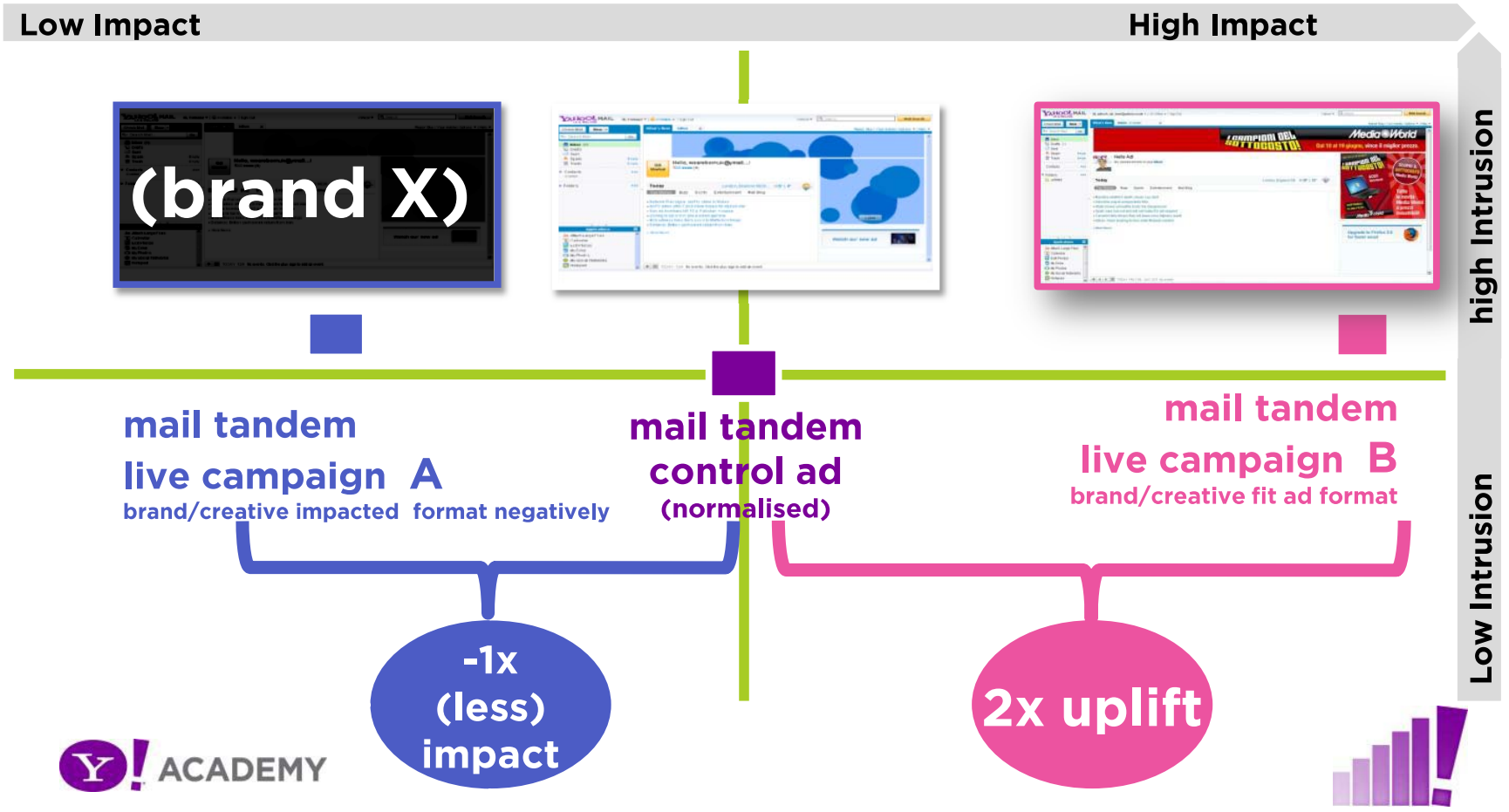
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Theory to practice: the responsibility of creative



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Theory to practice: ad behavior

Getting the most intrusive ad format approved on Yahoo!

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



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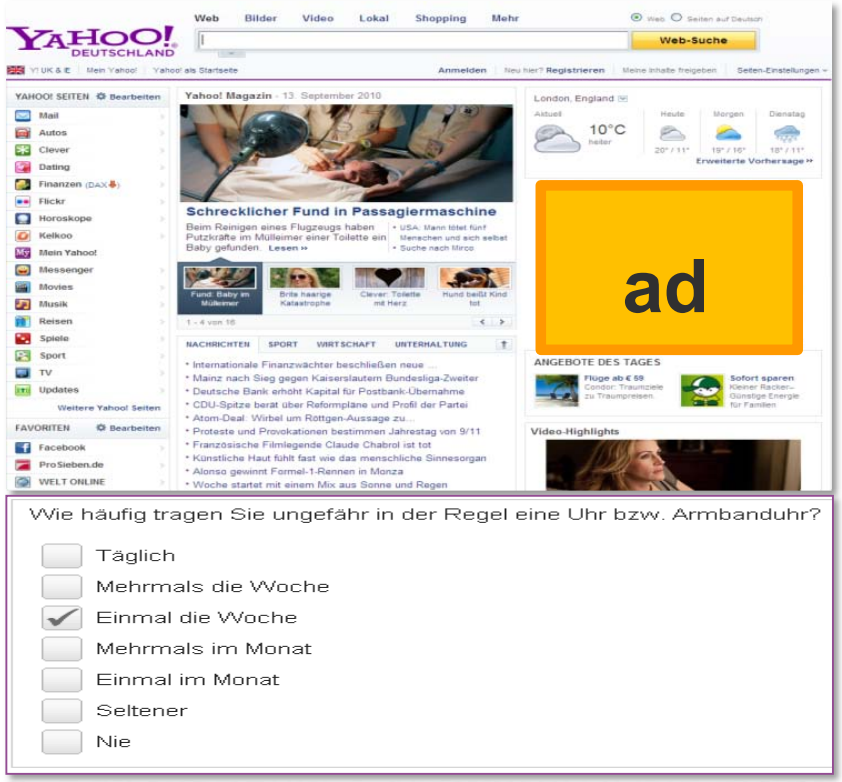
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5
ad format variants

Yahoo! homepage

2000+
respondents

monadic testing



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