

**PRESS RELEASE**

**New IAB Europe Library illustrates effectiveness of digital for branding campaigns**

**Brussels, 24 February** - The Interactive Advertising Bureau Europe (IAB Europe) has launched the Library of Ad Effectiveness Case Studies today to give advertisers more insight on the effectiveness of digital advertising for branding campaigns.

A recent [Metrics and KPIs survey](http://www.iabeurope.eu/research-and-papers/iab-europe-reports-priorities-digital-measurement-and-need-c)1 undertaken by IAB Europe revealed that more than 80% of advertisers want to gain a better understanding of how digital can work for brand advertising. This library brings together recent case studies from across Europe to demonstrate how traditional brand key performance indicators (KPIs) are achieved and measured in digital.

As part of IAB Europe’s strategy to drive brand investment into digital the library shows how brand KPIs such as brand awareness, brand recall, purchase intent and brand perceptions have been enhanced with digital campaigns, including mobile and video advertising formats.

The studies cover a range of Western and Eastern European markets2 and a variety of brands including Audi, British Airways, Danone, Duracell, Leibniz, Microsoft, Philips, Renault and Toyota.

**Alison Fennah, Executive Business Advisor at IAB Europe** said “*This initiative is important to show the increasing contribution of digital advertising to the KPIs which are traditionally most popular with brand advertisers.”*

The Library of Ad Effectiveness case studies is an ongoing initiative and if you are an IAB Europe member or National IAB member and would like to find out about featuring your case studies then please contact [puffett@iabeurope.eu](mailto:puffett@iabeurope.eu)

**ENDS**

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**About IAB Europe**

IAB Europe is the voice of digital business and the leading European-level industry association for the digital advertising ecosystem. Its mission is to promote the development of this highly innovative sector by shaping the regulatory environment, investing in research and education, and developing and facilitating the uptake of business standards. Together with its members – companies and national trade associations – IAB Europe represents over 5,500 organisations.

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**Notes to editors**

**1** **About the IAB Europe’s Metrics and KPIs Survey**

The IAB Europe Metrics and KPIs survey is a Europe-wide online survey of over 700 major stakeholders undertaken throughout March and April 2014. The survey was conducted to understand the measurement priorities of the European digital business community of Publishers, Agencies, Brand Advertisers, Ad Networks and Measurement/ Data Suppliers

The online survey gathered the opinion on a range of measurements including Contact Quality, Audience metrics, Metrics by platform, Cross media evaluation, Qualitative measures, User engagement and Effectiveness measures/ROI. The key results of this can be found online [here](http://www.iabeurope.eu/research-and-papers/iab-europe-reports-priorities-digital-measurement-and-need-c).

**2 Organisations featured in the Library of Ad Effectiveness Case Studies**

The following organisations are featured in the library at the time of launch BVDW/ IAB Germany, Exponential, Gemius, IAB Poland, Millward Brown, MediaCom, MEC, Mobilike, nugg.ad, Widespace and United Internet Media.