



Brand Builders

PC In-Page Brand Advertising Formats Suite

Executive Summary



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Executive Summary

IAB Europe has developed **Brand Builders**, a suite of six recommended brand advertising formats which offers a new branding environment to advertisers.

The Brand Builders are part of **IAB Europe's Brand Advertising Framework**, a set of initiatives for the converging digital and traditional media environment designed to be compatible with global programmes. The Framework aims to drive brand investment into digital media.

In order to understand the current advertising formats landscape and diversity of the European market IAB Europe conducted a **Brand Advertising Formats Survey** which gathered the opinion of over 300 senior publishers, agencies and networks across Europe during 2013 asking about usage and trends in ad formats for branding campaigns on PC, tablet and mobile. The Survey covered 23 European markets – Austria, Belgium, Bulgaria, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Romania, Russia, Serbia, Spain, Sweden, Switzerland, Turkey, UK – and pan-European respondents.

The survey highlighted both currently popular formats and those predicted to have a bright future. It also identified formats being sought out by the demand side in contrast to those available from the supply side. This insight has enabled IAB Europe to create a best-of-breed suite of advertising formats – the **Brand Builders**.

"We welcome pan-European guidelines in order to create growth requirements for increasingly international planned budgets." **Rasmus Giese, CEO, United Internet Media**

Both static and dynamic (expandable) brand advertising formats are included in the suite to offer **diversity to brand advertisers** in their campaigns:

Static Advertising Formats:

1. 300x600 Halfpage (static; IAB US Rising Star dimension)
2. 728x90 + 160x600 Wallpaper (static)
3. 728x410 Landscape (static, new dimension, 16:9 compatible)

Dynamic Advertising Formats:

4. 300x250 → 728x410 Expandable Rectangle (float/slide 16:9)
5. 728x90 → 728x410 Expandable Leaderboard (float/slide, 16:9)
6. 160x600 → 300x600 Expandable Skyscraper (float/slide)

"Great to see IAB Europe lead on a recommended suite of advertising formats that have been informed by the current and future needs of advertisers. The global nature of digital provides advertising opportunities at unprecedented scale and IAB Europe's Brand Builders provide advertisers with the opportunity to plan digital creative across online publishers and markets". Justin Cullen, MD Radical, Digital Director, Core Media

The formats within the Brand Builders suite are **blank canvases**, the only prescriptive detail is the pixel dimension and the rest is to be decided on by the advertiser/ creative agency. Similar sized formats with more prescriptive detail such as the IAB Rising Stars and the BVDWP Premium Ad Package can be accommodated within IAB Europe Brand Advertising Framework.

A key feature of the suite is that it offers a 16:9 **TV compatible dimension** (x410) with the aim of making **brand advertising across TV and digital** easier. By providing a 16:9 TV compatible dimension the suite is able to support in-page video advertising. By fuelling the increase of high value, high quality inventory for large scale brand advertisers, IAB Europe also envisages an increase in programmatic trading of premium digital advertising.

“Some of the ad formats recommended by IAB Europe in the Brand Builders are already well known and used by online brand advertisers in Central and Eastern Europe. However the new recommended format dimension, 728X410, will bring new opportunities to stakeholders.” Tamas Acs, Gemius

The Brand Builders are the first phase of the IAB Europe Brand Advertising Framework which has been driven by the Brand Advertising Committee and its Ad Formats Task Force, a multi-stakeholder group with global, regional and local input. The second phase will see detailed formats, including further of the IAB Rising Stars, being accommodated within the Framework at Interact 2014, the essential meeting place where the whole European digital advertising ecosystem gathers, in Paris on 20-21 May (www.interactcongress.eu).

The Committee's Ad Formats Task Force's next steps will focus on mobile in-page advertising formats and in-stream formats.

The Brand Advertising Committee's other focus is to learn about measurements for **Metrics and KPIs** that would help to drive long term brand investment into digital media. Its Metrics and KPIs Task Force is working to identify Metrics and KPIs across Europe which are compatible with global initiatives. This also forms part of the Brand Advertising Framework. A Metrics and KPIs Survey (<https://www.surveymonkey.com/s/metricsandkpis>) is currently in field and we are calling for European stakeholders to complete this survey prior to the publication of findings at Interact 2014 (see above).

For more information

IAB Europe has produced a Brand Builders Executive Report, summarising topline European findings, methodology details and information about the Brand Builders ad formats and a more data driven Brand Builders Full Report. The Full Report includes detailed information about the initiative and survey, the complete PC in-page findings – including market and regional findings – and a comprehensive explanation of how IAB Europe built the Brand Builders.

For more information about the Executive Report, Full Report or the IAB Europe Brand Advertising initiative please email brandbuilders@iabeurope.eu