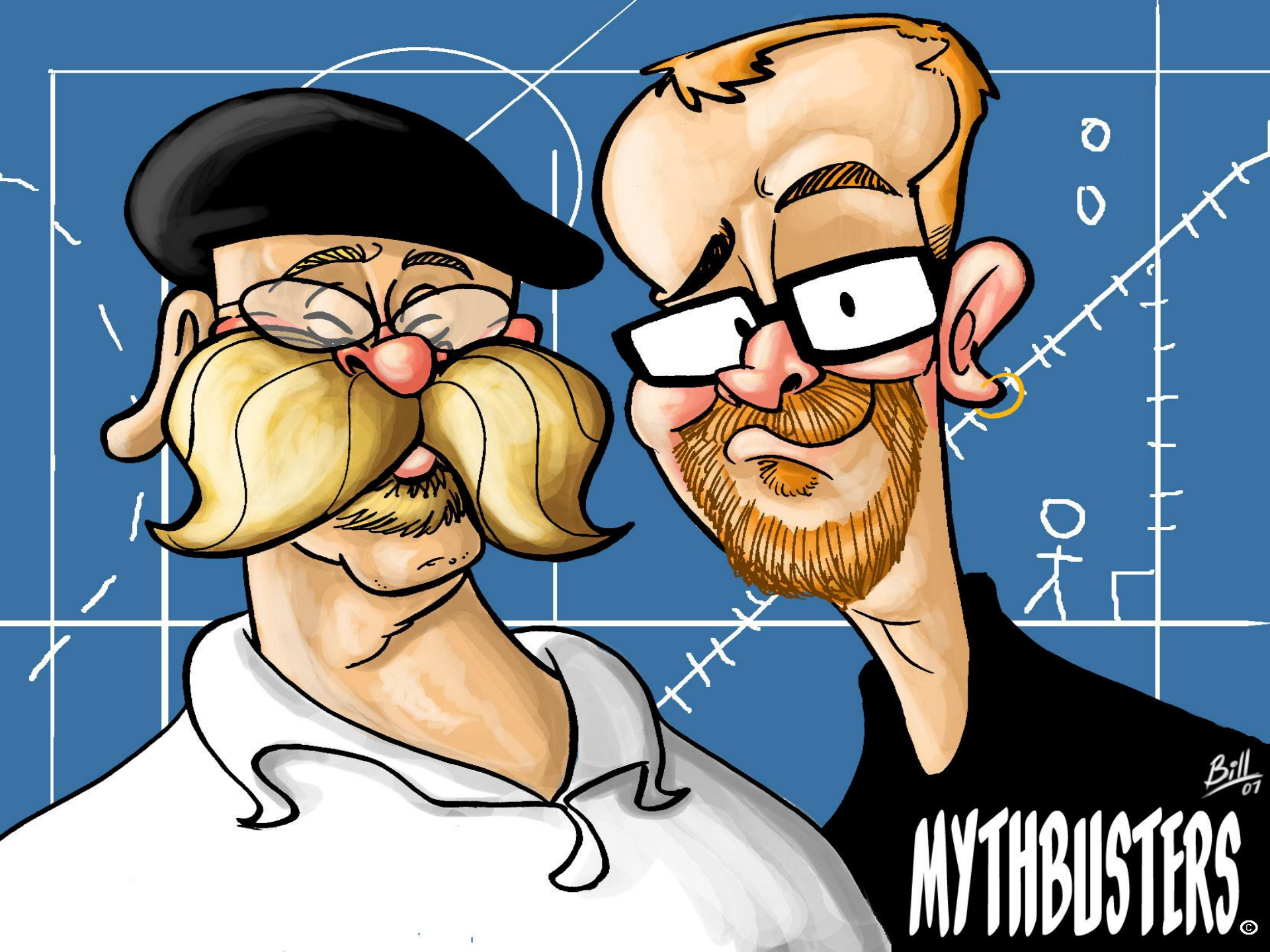


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In the informal poll eMarketer conducted among industry insiders, we asked them, “What single word or phrase would you use to describe the current state of online advertising measurement?”





Young-Bean Song

Senior Director of Analytics & Atlas Institute

**Microsoft Advertising,
Microsoft Corp.'s digital
marketing and media solutions provider**

"I think it's not having those foundational reach, frequency and GRP metrics. You will never see P&G and Unilever spend more than single digits (millions) unless we give them reach, frequency and GRPs. Their entire business model is based on media mix models where those are the inputs and the outputs."



“I think if we came to an agreement on how a brand campaign influences a direct response campaign and understood how display advertising impacts search, that would be a game-changer. It would change the way our clients buy online media.”

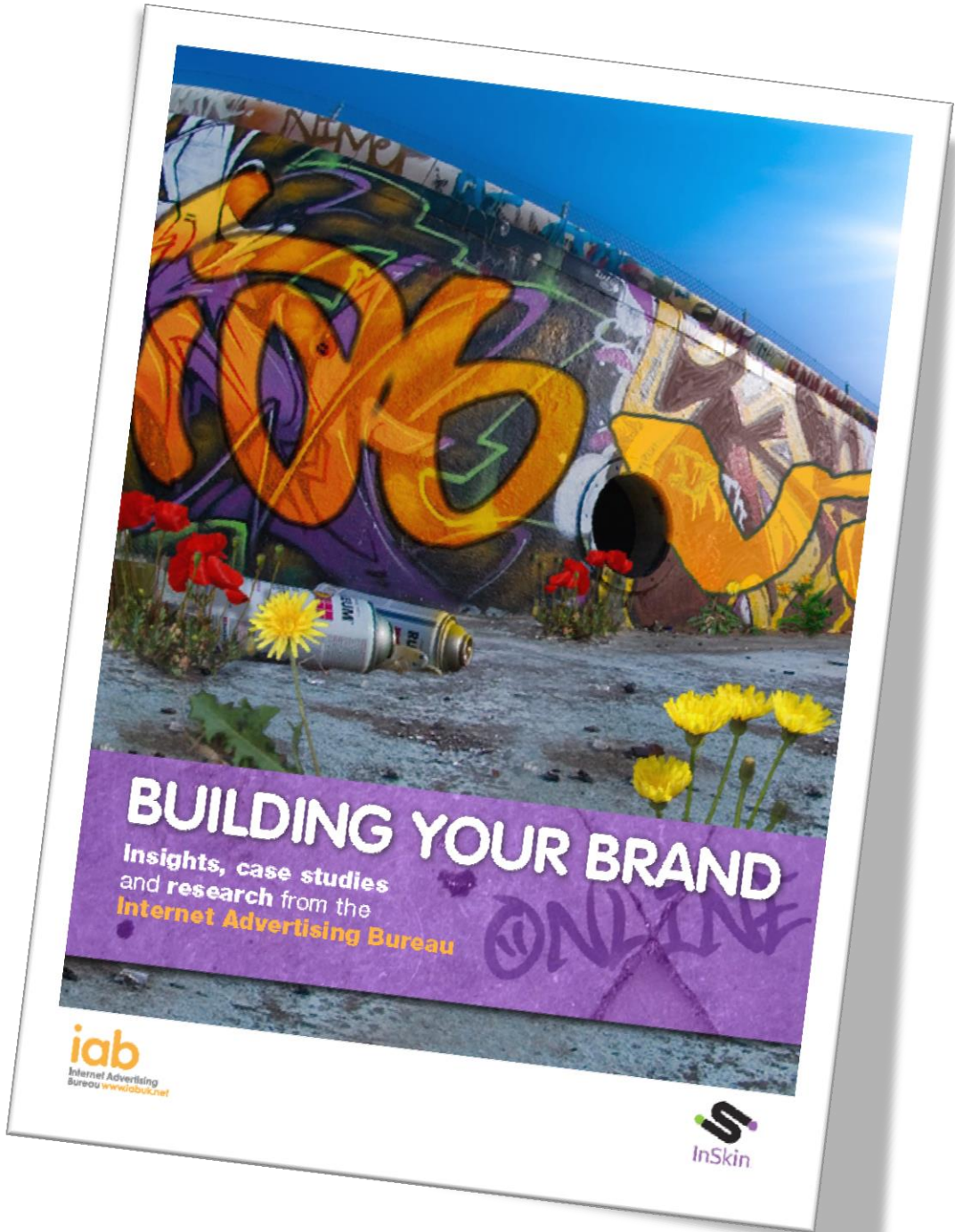
—Jeff Lanctot, chief strategy officer, Razorfish, in an interview with eMarketer, April 28, 2009



Source: Online Brand Measurement: Special Report emarketer June 2009

“I don’t think the measurement issue is holding back brand dollars online. The bigger concern is that the Web still hasn’t found a way to create the kind of emotional involvement that television creates for people,” said Mr. Nisenholtz. “I can pretty much promise you that television didn’t evolve as a dominant brand-building medium because somebody started with a measurement. It evolved because marketers said to themselves, ‘This is an incredibly powerful way for us to communicate and transmit the emotive powers of branding.’ And then they figured out how to measure it. In other words, measures are the tail, not the dog, and the dog hasn’t yet been invented online. So we have to invent the dog.”





BUILDING YOUR BRAND

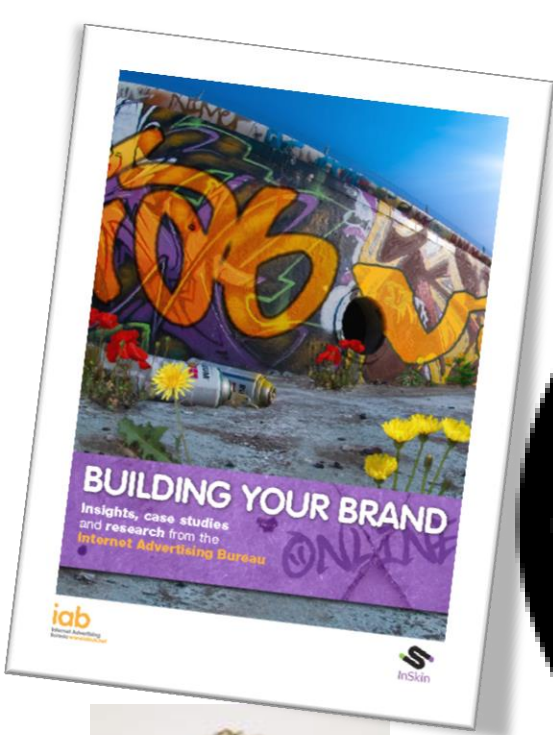
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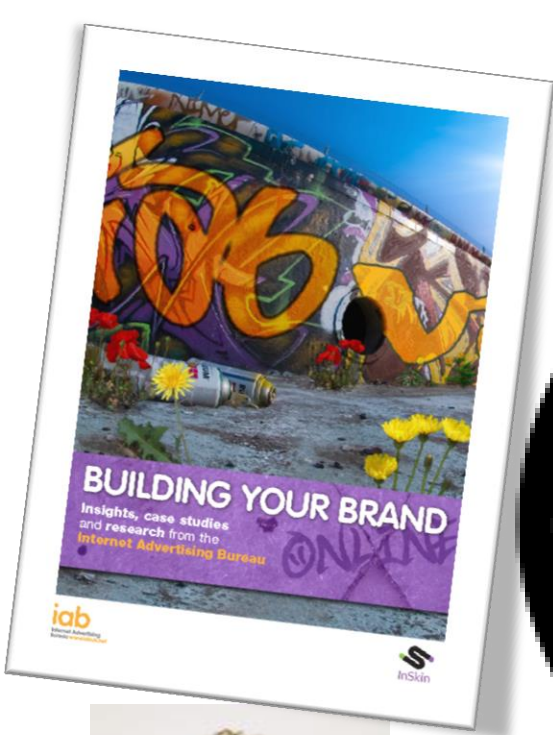
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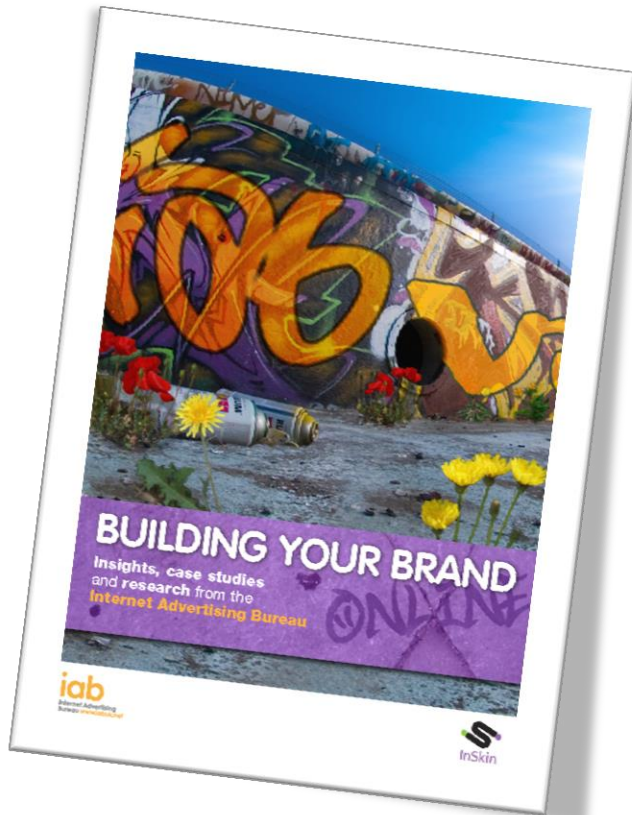
Guy Phillipson
CEO
IAB UK

“...When it comes to building brands each medium has its USP, but one thing we know for sure is that when you add significant online elements - such as rich media, video, search and word of mouth to your brand story, then your metrics do go up...”



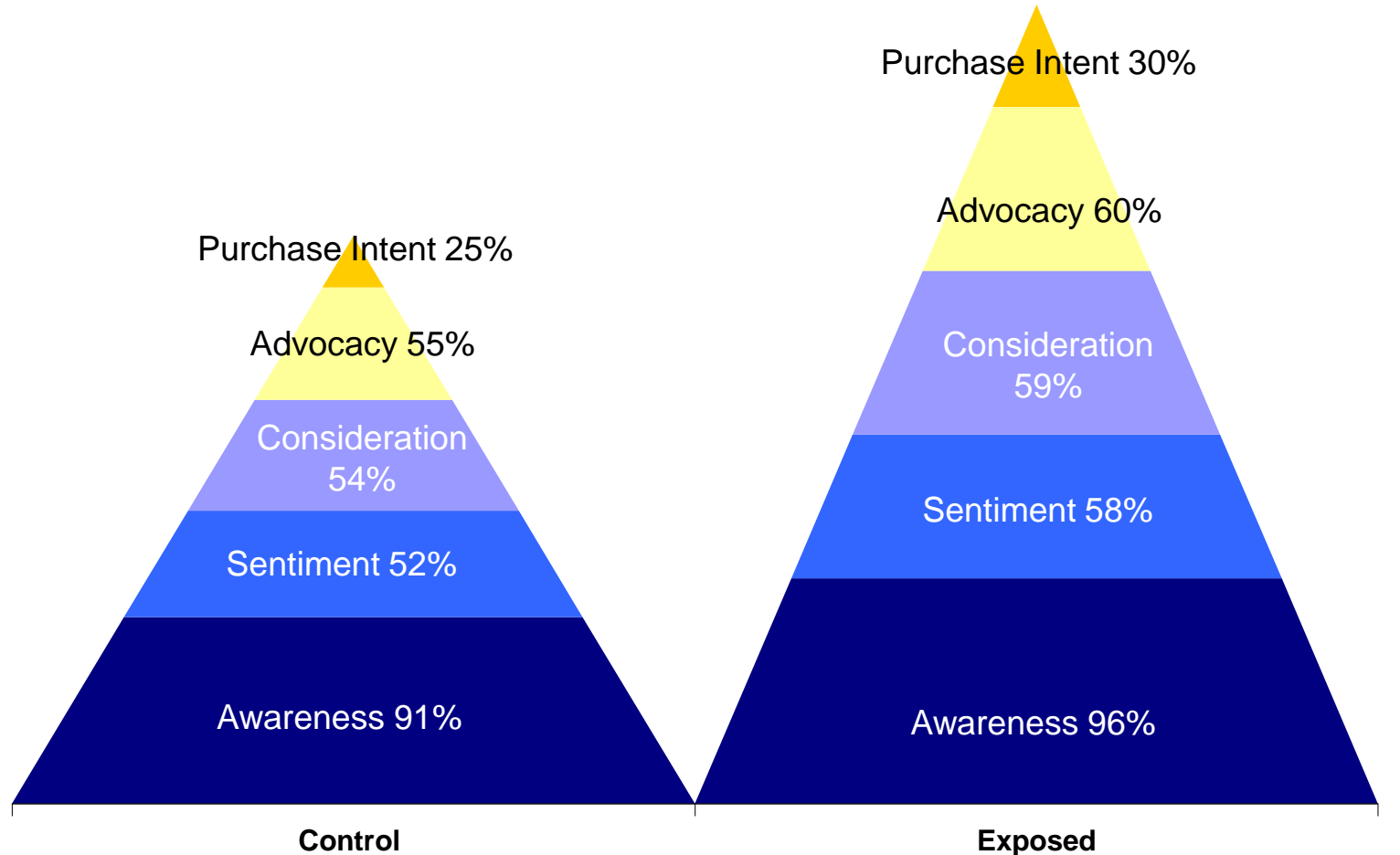
Guy Phillipson
CEO
IAB UK

“... In this new phase of online usage, the medium has become...the channel of choice for consumers to get more out of brands, to access information, to play, to find out what other people think of these brands and then if not buy, at least make a significant commitment to them...”



“...digital, interactive media outperforms all others in delivering understanding of the consumer, immediately and effectively. Brands and agencies need to grasp that opportunity to create successful 21st century brand stories. Of course we must work with and complement offline activity, but today’s winning brand marketers will have digital activity at the very heart of their strategy and delivery.”

Nielsen Online Brand Impact Pyramid Target Audience



Control n=883, Exposed n=580

“If your creative isn’t good, then you aren’t going to create engagement.”

—*Jeff Marshall, managing director, Pixel, a digital creative agency owned by Publicis Groupe, as cited in The Wall Street Journal, May 6, 2009*



“By far the biggest driver of brand impact success is the creative. The best ads that we see in terms of performance online tend to be ones that almost have a magazine feel. They look nice; people think about things like having the right human form in there, the right product shot.”

Source: Online Brand Measurement: Special Report emarketer June 2009

Ken Mallon
SVP – Custom Solutions & Ad Effectiveness Consulting
Dynamic Logic

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In Summary...



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