



# How To Build Brands Online

25 July 2013

# Who We Are

- The Interactive Advertising Bureau (IAB) Limited is the peak **trade association for online and mobile advertising** in Australia.
- Our main objective is to **increase the share of advertising and marketing dollars that interactive media captures** in the marketplace.
- Our membership consists of **media owners, agencies and advertisers**.
- We work with our members and the broader advertising and marketing industry to **assist marketers to identify how best to employ online as part of their marketing strategy**.
- We are one of **over 40 IABs around the world**.

# What We Do

COUNCILS

REGULATORY  
AFFAIRS

RESEARCH

PUBLICATIONS

AWARDS

EVENTS

MOBILE

WWW

EDUCATION  
& TRAINING

ADVOCACY

# Our Market Outlook



Source: PwC Outlook Australian Entertainment & Media 2012-2016

# Video



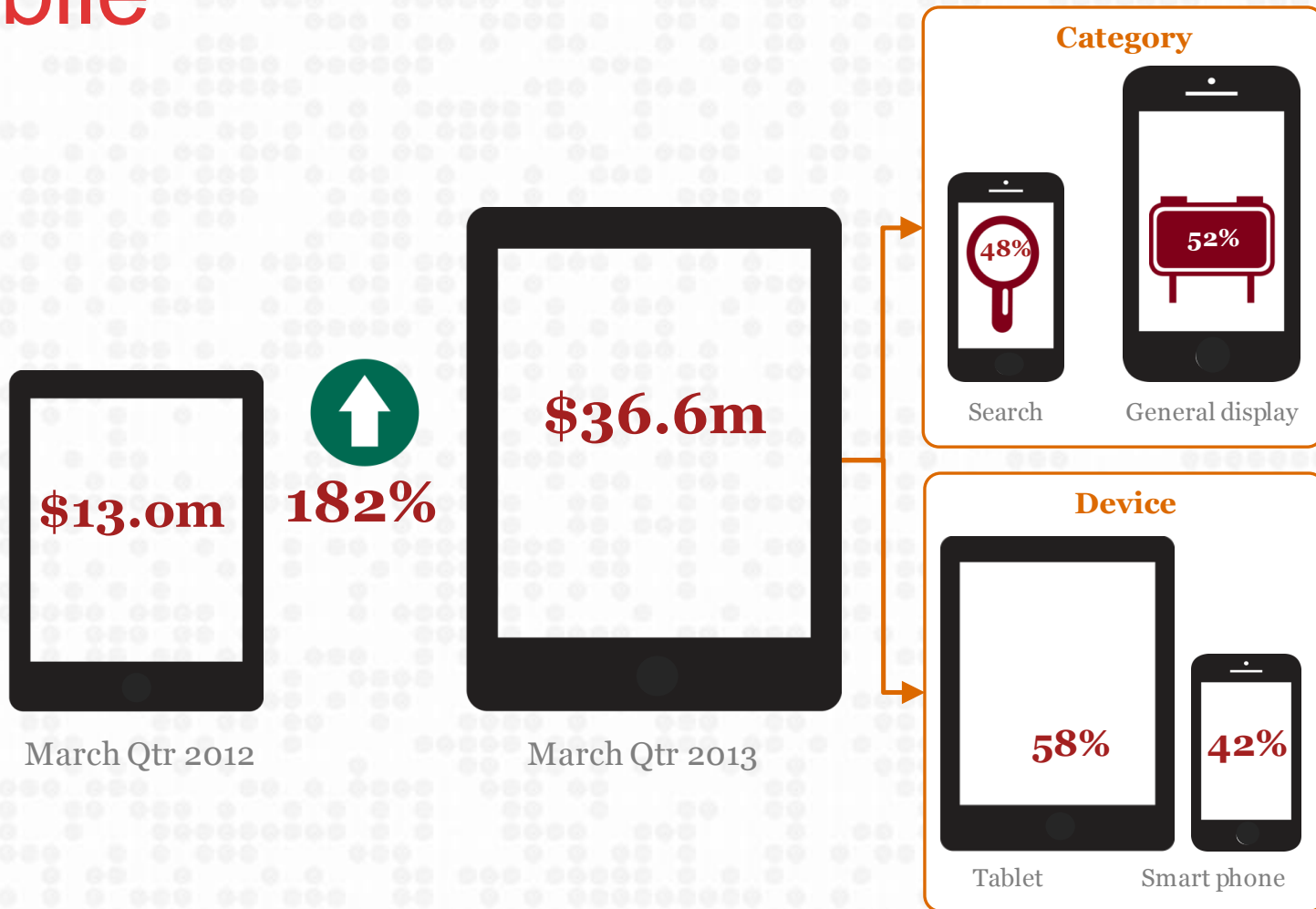
47%

Total Video Market Growth  
March Qtr 2013 vs March Qtr 2012

\$ 27.6m

Total Video Market, March Qtr 2013

# Mobile



# Education - IAB Training Courses

- Highly **practical, objective, short & intensive courses** held in small group environment. All courses feature the latest IAB research, standards, guidelines & best practices and local case studies.
- Delivered in partnership with **The Knowledge Engineers**, the leading global digital training provider.
- 2013 Courses:
  - **Digital Fundamentals** (2 days)
  - **Mobile Fundamentals** (1 day) – 7 Aug
  - **Display Advertising & Video** (1 day) – 14 Aug
  - **Measurement & Evaluation** (1 day) – 20 Nov
  - **Integrated Strategy** (1 day) – 16 Oct
  - **Digital Media Sales** (2 days) – 28 Aug



**iab.**  
australia  
training

get ahead in digital  
book a short course and  
learn from the experts.

# Creativity – Our Awards

## IAB Australia Awards

- The online advertising industry's pre-eminent annual awards for creativity and effectiveness in Australia
- 14 categories
- Awards Ceremony for over 600 people on 11 July



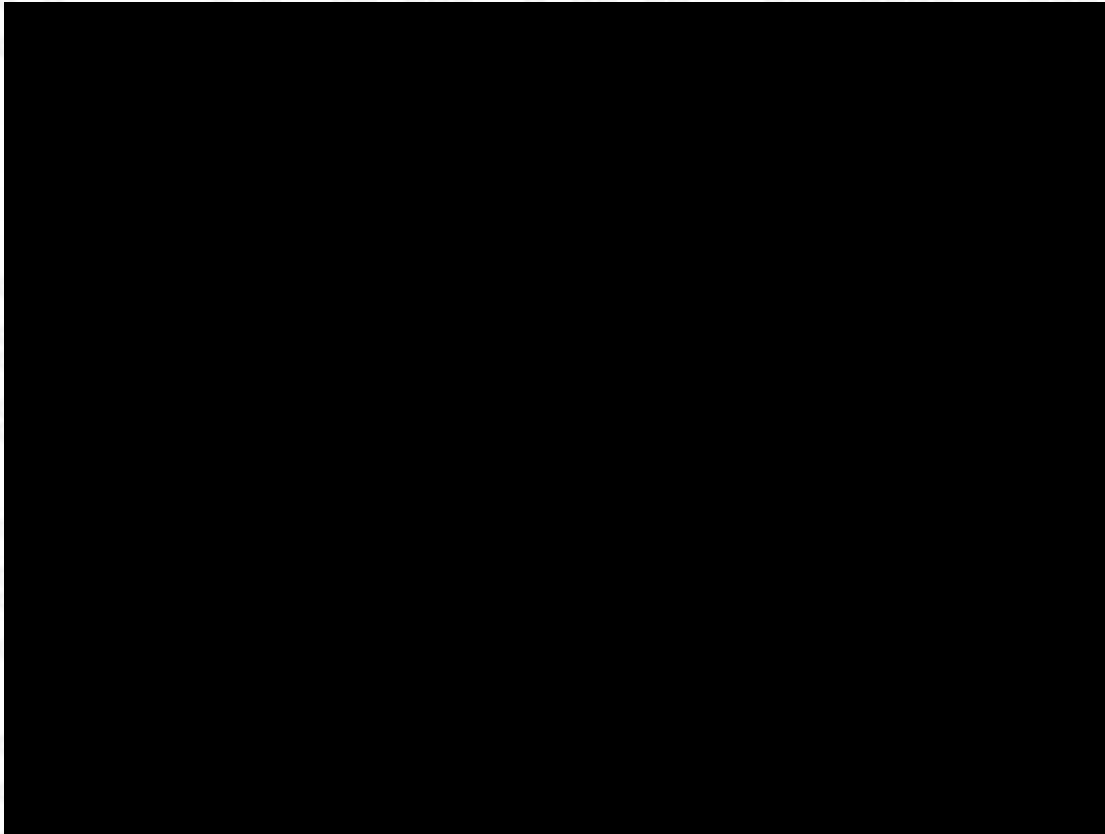
## IAB Creative Showcase

- A bi-monthly competition celebrating cutting-edge creativity and innovation
- Winners announced at bi-monthly luncheons, next luncheon 6 August
- [creativeshowcase.net.au](http://creativeshowcase.net.au)

**creative  
showcase**



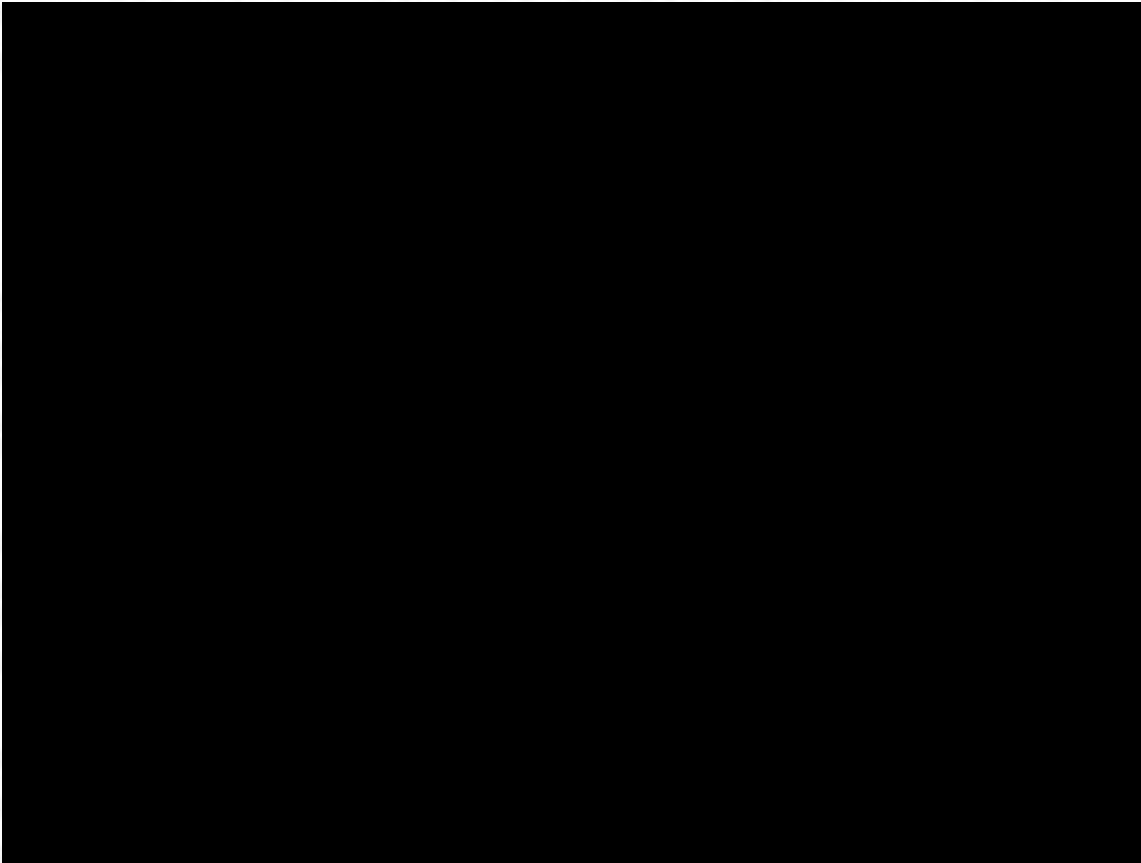
# IAB Awards 2013 Winner: Brand Awareness & Positioning



<b>Campaign:</b>	Volunteer to Promote Volunteering
<b>Agency:</b>	Leo Burnett Melbourne
<b>Client:</b>	Seek Volunteer

[http://www.youtube.com/watch?v=R9MAu\\_oeZdo&feature=youtu.be](http://www.youtube.com/watch?v=R9MAu_oeZdo&feature=youtu.be)

# IAB Awards 2013 Winner: Brand Loyalty & Retention



<b>Campaign:</b>	Oak Reverse Robberies
<b>Agency:</b>	The Monkeys
<b>Client:</b>	Parmalat

<http://www.youtube.com/watch?v=Ul9iEhkaV6s>

# IAB Awards 2013 Winner: Brand Destination Site



<b>Campaign:</b>	Cocktail Revolution HQ
<b>Agency:</b>	GPY&R Australia
<b>Client:</b>	Schweppes Australia

<http://awardurl.com/cocktailhq/>

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