



## Internet marketing...

# The global change

### In advertising, media and our working world


Danny Meadows-Klue  
Digital marketing lecturer, broadcaster and writer  
Danny@DigitalStrategyConsulting.com

Danny Meadows-Klue  
Co-Founder & CEO  
IAB Europe & Digital Strategy



## About these notes

---

- 
- They are the slides from my talk at the IAB Italy Forum, November 2006
  - I hope you find them useful
  - They reflect things I see as I travel, teaching online marketing
  - In a short session like this we can only scratch the surface
  - If something is not clear, or if you would like to comment about some of the ideas, then email me directly:  
[danny@digitalstrategyconsulting.com](mailto:danny@digitalstrategyconsulting.com)
  - Remember that IAB trade associations have lots more information and data you can access
  - You can watch the talk online at IAB.it
  - You can read my blog postings on the IAB Forum website
  - Thank you for taking the time to access them

## First:

---

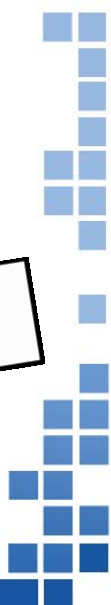
- We celebrate 😊
- But what's the special occasion?



## Happy Birthday!

---

- Web advertising is 12 years old
- October, 1994: the banner is nearly a teenager!



160x600



Interactive Advertising Bureau



728x90



300x250

Unit	Weight Limits		Animation	Border
	GIF/JPEG	FLASH		
300x250	20K	30K	15 Second Limit	None
180x150				
160x600	15K	20K		



180x150

# The Universal Advertising Package



# Bigger Global Simple Cutting the clutter

And now we're doing it again with video



The screenshot shows the IAB Europe website with the following content:

- Header:** IAB Europe logo, navigation menu (Home, About, News, Events programme, Standards programme, National IABs, Task forces), and a quote from Christopher Wagner, CEO of 24/7 Real Media: "The fact we know our online users and we know them in real time is key".
- Main Content:** "Standards and Best Practice Programme" with a large "COMPLIANT" stamp and the IAB Europe logo. Below the logo, it states: "Leading interactive marketing standards across Europe".
- Text:** "Here's where you can find the details of the standards and best practice guidelines developed by the IAB network of trade bodies to make interactive advertising even easier to use. They are voluntary guidelines you can opt in to, and have been developed and ratified by our pan-European task forces and trade association partners. Try them out, they'll make it easier to trade for your company, enhance the experience for the user and help your market grow. To join our think-tanks and task forces which develop these ideas email the IAB Europe team."
- Left Sidebar:** Lists "IAB Europe Executive" (Italy, France, Greece), "IABs in Europe" (Austria, Belgium, Czech Republic, Denmark, Finland, Germany, Netherlands, Poland, Romania, Slovenia, Spain, UK), and "Worldwide" (Canada, US).
- Strategic partners:** Admonsters, Concept, Jupiterresearch, Nielsen/NetRatings, OME.
- Right Sidebar:** "Latest headlines" section mentioning "IAB Europe Informer: January 2006".

## Five programmes of IABs

- **Marketing of interactive media**
  - ...promoting online advertising
- **Developing powerful standards**
  - ...raising profitability by tackling barriers, reducing costs
- **Producing powerful research**
  - ...proving the effectiveness and power of online
- **Educating the markets about the medium (events)**
  - ...persuasion: training marketers how to use new media
- **Effective government affairs and external representation**
  - ...protecting the freedom to advertise online

**Interactive Advertising Bureau Europe**  
www.iabeurope.org  
Leading interactive marketing across Europe

Home About News Event programme Standard programme National IABs Press

Join - Contact - Directories - Vision - Welcome

**Welcome**  
Welcome to the home of interactive marketing across Europe, and the network of trade associations that are helping drive the digital economy.

Whether you are already an expert online advertiser, a newcomer just starting out, an agency or media owner who wants to join us, or a journalist covering the sector - we have something for you.

Enjoy our latest research into the growth of online audiences, find out how our five acceleration programmes are transforming best practice across Europe and how government affairs teams are protecting your freedom of expression.

**Strategic partners:**  
Amonsters  
Concept  
AlphaResearch  
Nielsen/NorRating  
Weboptimiser

**Interactive Advertising Bureau - Europe**  
26 Avenue Livingstone  
Brussels, 111000  
Belgium  
+ 00 32 22 80 09 47  
Email: info@iabeurope.org

**The Informer**  
Your monthly digest of the latest research from across Europe. Members can also access past editions and our library of market focus reports. To sign up for the service contact the IAB Europe team.

**IAB / IAB Europe Interactive Advertising Forum - programme and agenda**  
The second IAB / IAB Europe Interactive Advertising Forum builds upon the success of the 2004 launch - September 2005.

**IAB Europe Congress - 6th October 2005, London**  
It's time again to go into the annual Congress for media owners, agencies and clients with pan-European input - September 2005.

**Form of wing**  
I have moved marketing but could be over time to explain more about a far a and then

**Congratulations to the Italian Presidency: 2 years of leadership!**

**25 IABs and growing fast!**

**Interactive Advertising Bureau Europe**  
www.iabeurope.org



Instead  
**Global change:**  
A picture from around the world



***Our world has  
changed; forever***

- Implications on how we behave as marketers
- Implications on how we behave as firms
- Implications on how we behave as consumers

***Everything is now only  
one click away***

Copyright: DigitalStrategyConsulting.com 2008



***Everything is only one click away***

- Everything is at your fingertips
- Barriers to information have crumbled
- We're acquiring 'perfect knowledge' of markets

Copyright: DigitalStrategyConsulting.com 2008



# ***We harness the intelligence of crowds***

- The internet gives us access to knowledge
- Social software lets communities talk
- Everything is searched and indexed
- So our available knowledge expands

Copyright: DigitalStrategyConsulting.com 2008



# ***We're the transition generation***

- We were born in a world before computers
- We were born before the network
- We have had to un-learn our behaviour
- That's why it feels so strange!

Copyright: DigitalStrategyConsulting.com 2008



# *Time*

## *Time is the only media currency that matters*

- People are being more selective about where they spend their time
- Time is what you are looking for
- Time is harder to find
- Digital creates time

Copyright: DigitalStrategyConsulting.com 2006



# *Online all the time*

- Wireless broadband becomes a public utility; like air, water, and electricity
- We have access everywhere
- This changes the relationship we have to the web

Copyright: DigitalStrategyConsulting.com 2006



# And the video content follows Broadband and video content explodes

The screenshot displays the BBC News website interface. At the top, there are navigation tabs for 'NEWS PLAYER', 'SPORT PLAYER', 'WEATHER PLAYER', and 'RADIO PLAYER'. Below this is the 'BBC NEWS' header with a search bar. The main content area features a 'Now Playing: Headlines from BBC News 24' section. On the left, there's a 'bbc.co.uk' logo and a 'bbc broadband' banner for '30th April'. The banner includes a 'Pick of the day' video player showing a news anchor, a 'Broadband Showcase' with 'Voices' and 'Collective' sections, and 'The A-Z Directory' with 'Local TV' and 'Life on Mars' links. On the right, there's a 'Watch more video news:' section with a dropdown menu and a list of categories: HEADLINES, UK, WORLD, BUSINESS, POLITICS, SCI-TECH, HEALTH, and ENTERTAINMENT. Below the main content, there's a 'SPECIAL COVERAGE' section with 'Devils and divas' and 'Virtual world' articles. At the bottom, there's a 'Change how I view or hear this' link and a footer with 'Copyright: DigitalStrategyConsulting.com 2006' and the 'Interactive Advertising Bureau Europe' logo.

# Audiences build their own media

- Content creation is democratised
- Media becomes participatory
- 'Web 2.0' is everywhere
- Audience expectations shift; forever

# ***Media has changed; forever***

- Many distribution channels for each brand
- Constantly changing technology
- New publishing / broadcasting techniques

Copyright: DigitalStrategyConsulting.com 2006



# ***Marketing is changing; forever***

- An age of accountability
- An age of precise targeting
- An age when marketing drives the firm

Copyright: DigitalStrategyConsulting.com 2006



# ***You have changed; forever***

- At work
- At home
- At play

Copyright: DigitalStrategyConsulting.com 2006



## ***Ask yourself :***

1. Would you look online first for your next car?
2. Would you look online first for your next flight?
3. Would you look online first for your next bank account?
4. Would you look online first for your next mobile phone?
5. Would you look online first for your next home?
6. Would you look online first for your next business supplier?
7. Would you look online first for your next date ;-)

Copyright: DigitalStrategyConsulting.com 2006



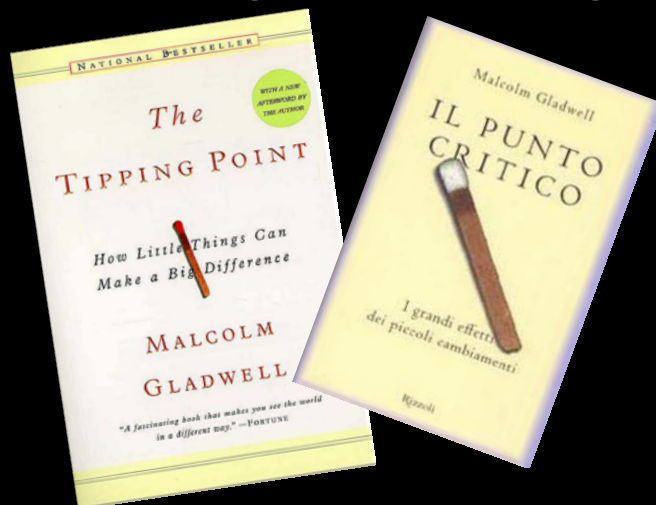


# Implications:

What is happening around the world

What does this mean for you?

***The real changes have now begun***



***Your market will now change very fast***

# Shopping

- We're switching to online for researching purchases
- We're switching online for simple purchases
- 10% of shopping is online  
Online sales: £30bn (UK)

Copyright: DigitalStrategyConsulting.com 2006



## We advertise differently

10.5% of adspend is online (UK)  
Annual growth rates are 40-60%

Download the report from



Copyright: DigitalStrategyConsulting.com 2006



## Headlines

- Tops €4.6 bn in 2005
- Market share breaks 5% in 3 countries
- Strong growth across Europe as media mix changes
- National markets moving at different speeds

Copyright: DigitalStrategyConsulting.com 2006

Interactive Advertising Bureau Europe  
www.iab-europe.com

# *The speed of change: incredible*

- In the technology
- In its use
- In our daily lives

Copyright: DigitalStrategyConsulting.com 2006

Interactive Advertising Bureau Europe  
www.iab-europe.com

# ***New ways to communicate***

- Skype and voice-over-IP (VoIP)
- Free calls
- Conference call

Copyright: DigitalStrategyConsulting.com 2008



# ***Winners and losers***

- A restructuring of media
- A restructuring of advertising
- A restructuring of retail

Copyright: DigitalStrategyConsulting.com 2008





# Global tour: Where are the markets today?

## Nielsen//NetRatings

The global standard for Internet audience measurement and analysis

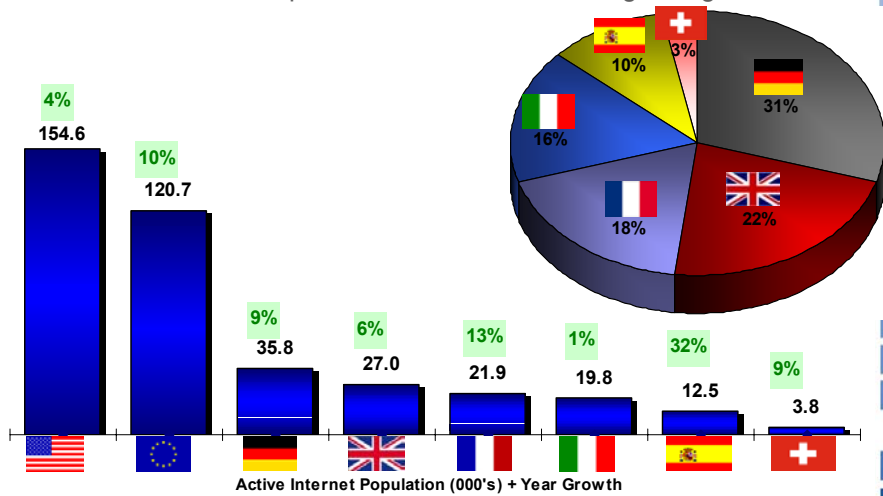


Our thanks to IAB Europe partner

Nielsen//NetRatings

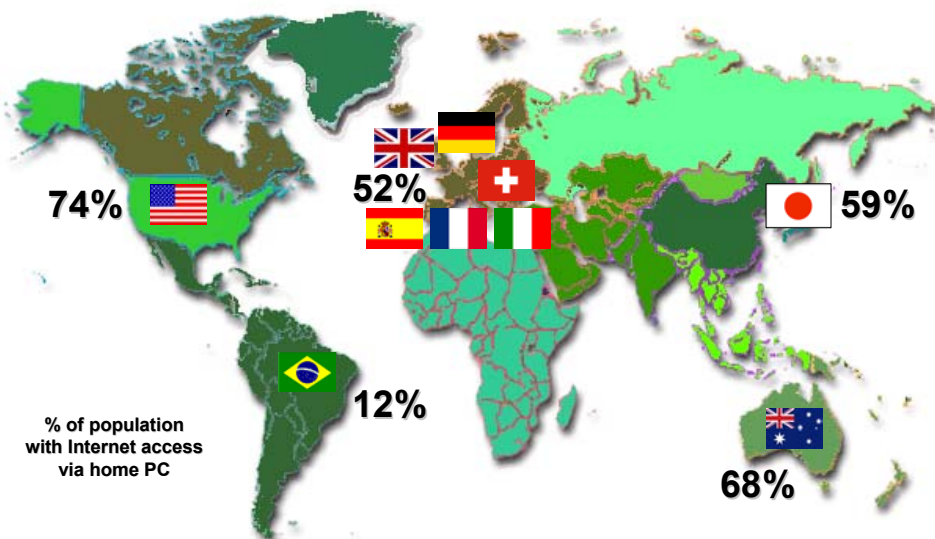
## Online populations continue growth...

- Over 120 million W Europeans active online and still growing



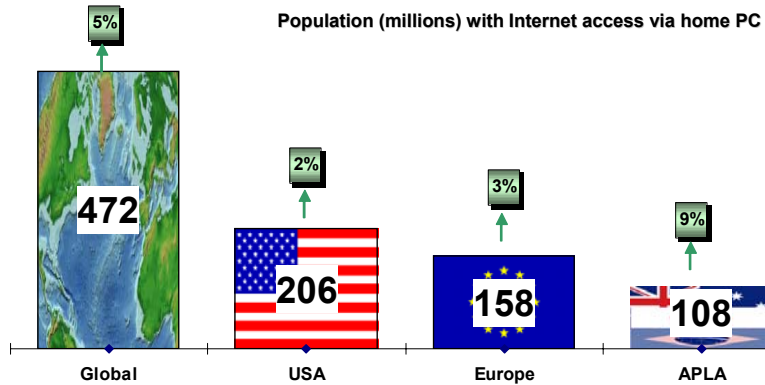
Source: Nielsen//NetRatings NetView Home & Work data US, DE, UK, FR, IT (ES, CH, home data only), May 2005-2006

## The connected planet



Source: Nielsen//NetRatings GNETT June 2006

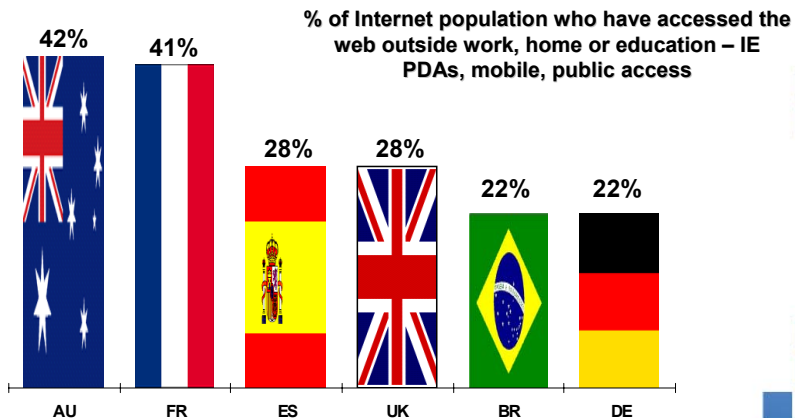
## Internet population: people connected at home...



Source: Nielsen//NetRatings GNETT June 2005-2006

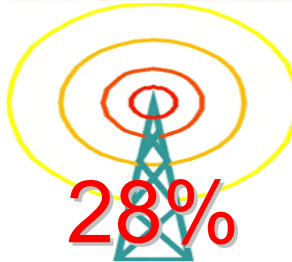
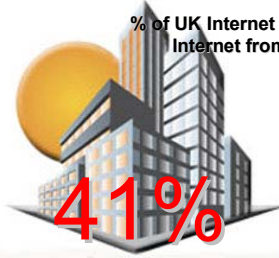
Countries under measurement = USA, Brazil, Australia, Japan, UK, France, Germany, Italy, Switzerland and Spain

## ...but new-platform access is increasing



Source: Nielsen//NetRatings GNETT, June 2006, 16+ Who Have Ever Used the Internet, Among population 16+ in households with fixed line telephone(s)

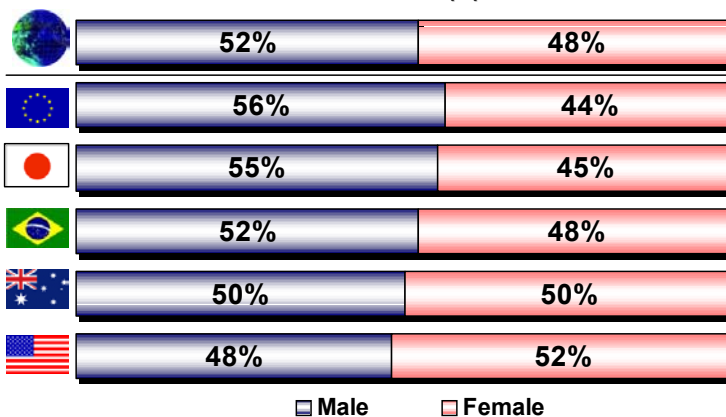
## ...but new platform access increasing



Source: Nielsen//NetRatings GNETT, June 2006 UK, 16+ Who Have Ever Used the Internet, Among population 16+ in households with fixed line telephone(s)

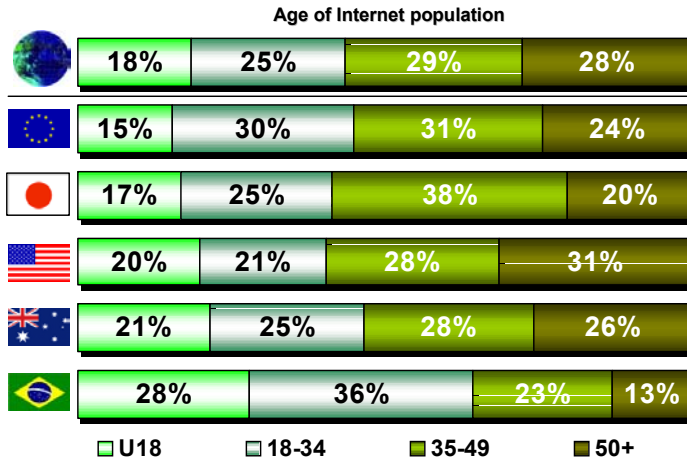
## US audience: most female

Gender of Internet population



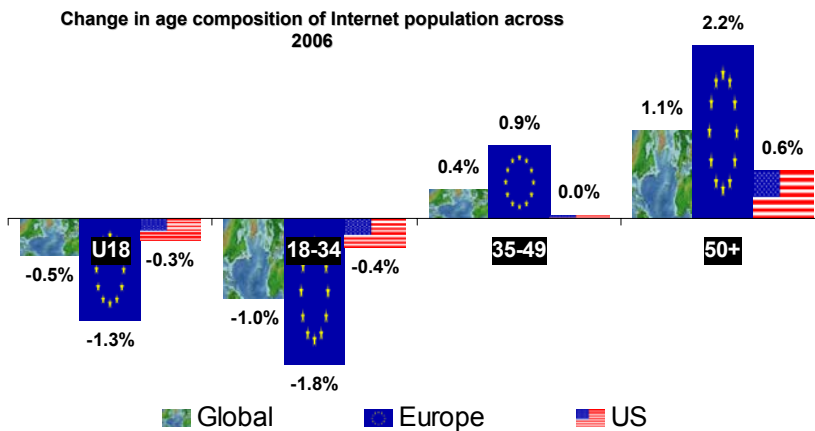
Source: Nielsen//NetRatings European Index and NetView September 2006. Global figure = All except Japan

# Online population older than you think?



Source: Nielsen/NetRatings European Index and NetView September 2006. Global figure = All except Japan

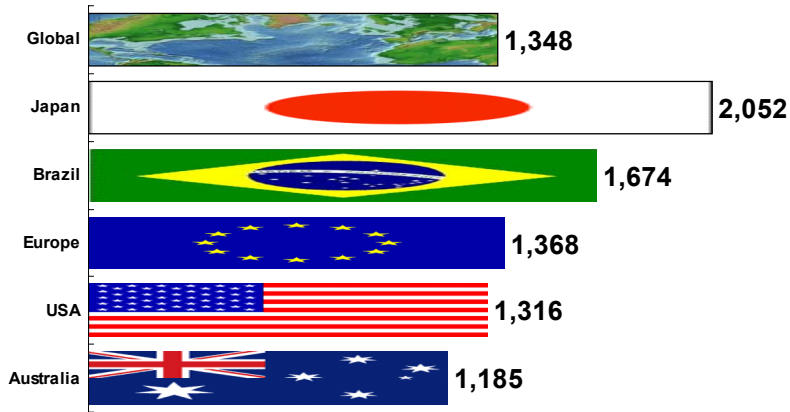
# Online population ageing slightly



Source: Nielsen/NetRatings Global & European Index and NetView January - September 2006. Global figure = All except Japan

## Japanese most prolific surfers...

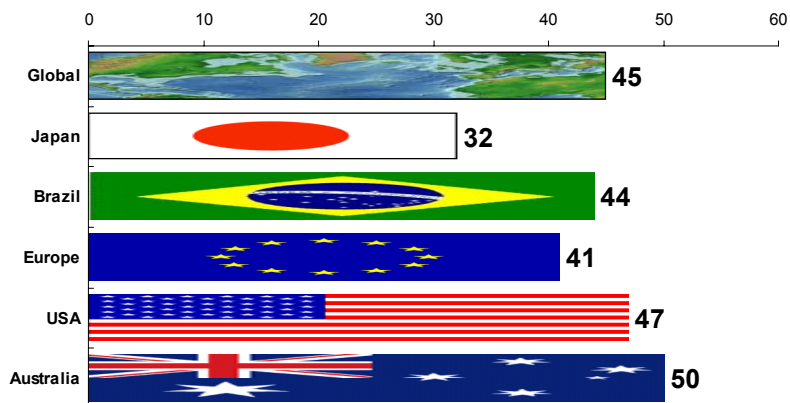
Average pages viewed per person at home September 2006



Source: Nielsen/NetRatings Global Index and NetView January – September 2006. HOME DATA ONLY. Global = All except Japan

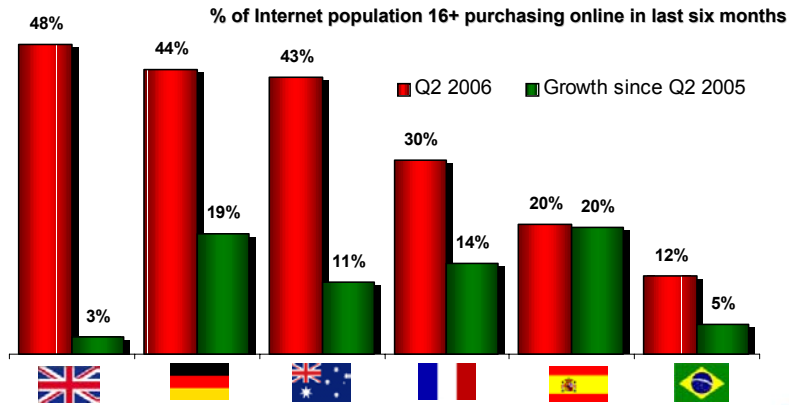
## ...but the hardest to engage

Average seconds spent on each page at home September 2006



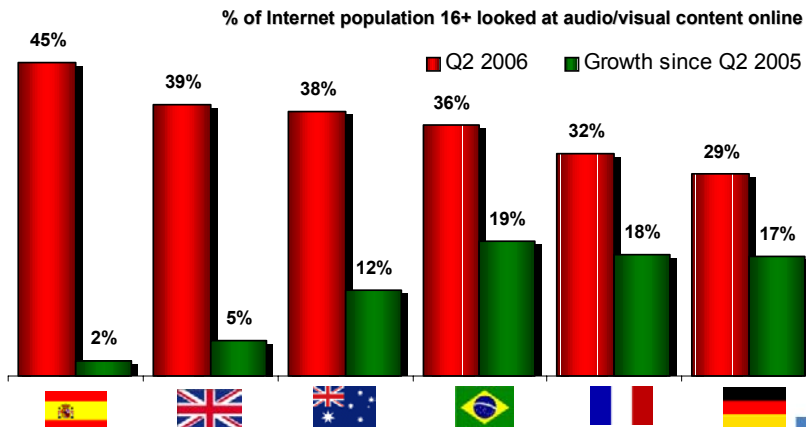
Source: Nielsen/NetRatings Global Index and NetView January – September 2006. HOME DATA ONLY. Global = All except Japan

## Online shopping increasing...



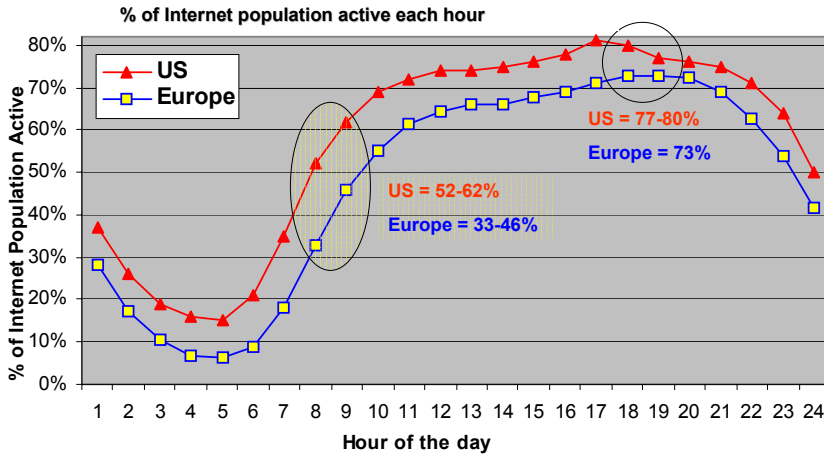
Source: Nielsen/NetRatings GNETT, June 2006, 16+ Who Have Ever Used the Internet, Among population 16+ in households with fixed line telephone(s)

## ...as is audio & video viewing



Source: Nielsen/NetRatings GNETT, June 2006, 16+ Who Have Ever Used the Internet, Among population 16+ in households with fixed line telephone(s)

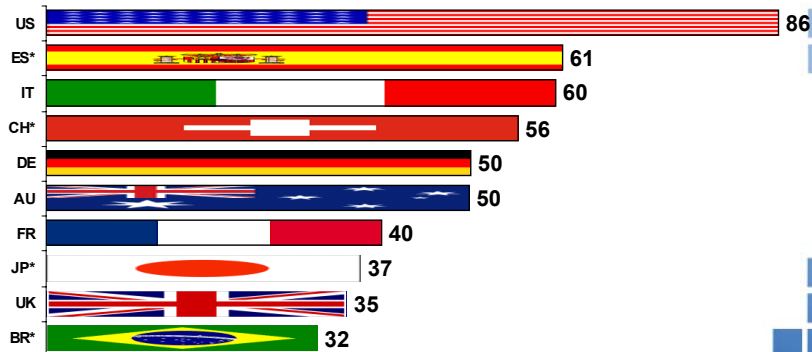
## Internet provides day long targeting



Source: Nielsen/NetRatings European Index and NetView September 2006. Home and work data (ES & CH home only)

## Americans consume the most news

Average number of Current Events & Global News pages viewed per person  
September 2006

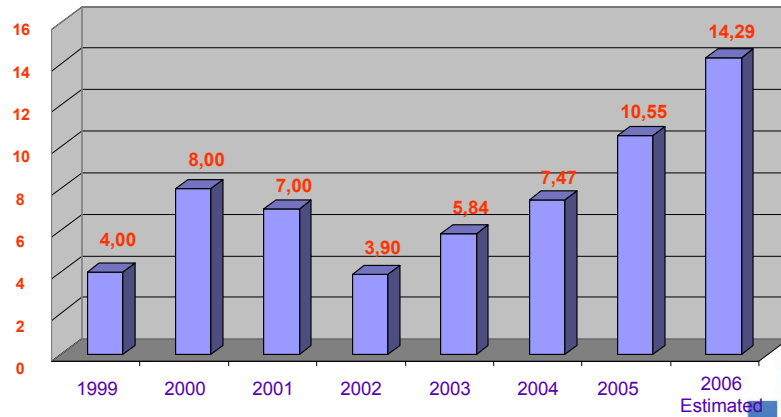


Source: Nielsen/NetRatings NetView, September 2006. Home & work data (\*BR, JP, ES & CH, home only data)

# Argentina

## Internet advertising spending 1999-2006

Millions of dollars



# Brazil



78% of users belongs to AB class<sup>1</sup>



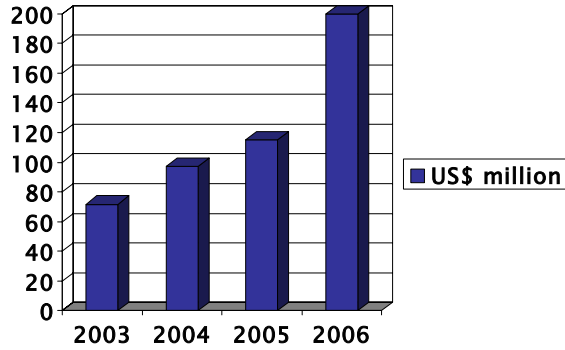
55% can access from work<sup>2</sup>



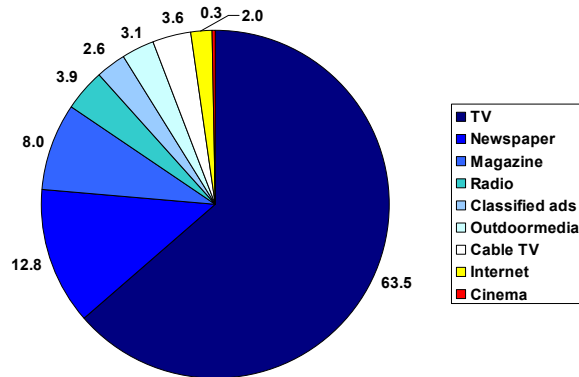
53% college graduated/students<sup>3</sup>



## Online Ad Revenue Report



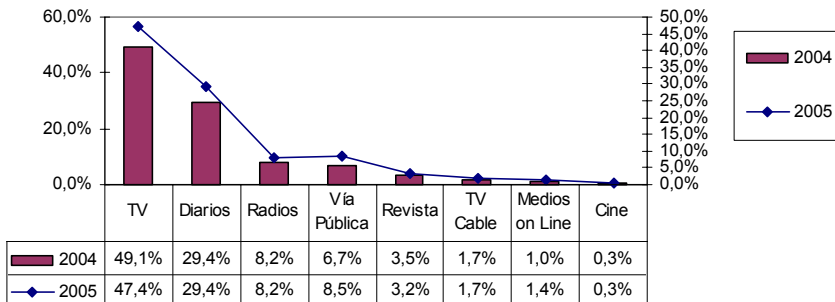
## Ad revenues report (%) – Q1+Q2/2006





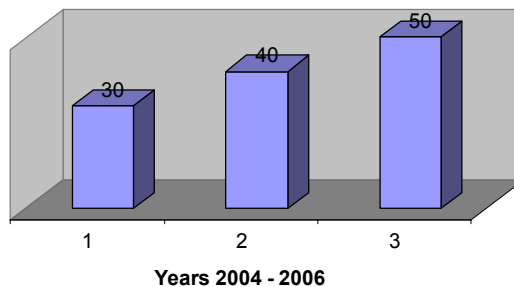
# Chilean Advertising Market

Total Advertising market



# Online Market Mexico

Online Advertising Revenues Mexico  
million USD




## The world's fastest growing brands

*Rank	Brand	% Growth Jan-July 06	Unique Audience (millions) July 06	Core Business
1	YouTube	495%	47.2	Video sharing
2	Metacafe	302%	4.1	Video sharing
3	Bolt	265%	3.5	Member community & file hosting
4	ServiceMagic	246%	3.1	Matching homeowners to contractors
5	Bnmq	221%	3.1	Search engine
6	Vibrant Media	214%	5.8	B2B provider of in-text advertising
7	McDonald's	210%	5.3	Fast food
8	Coca-Cola	153%	3.7	Soft-drink beverages
9	MLB	141%	10.7	Major League Baseball
10	Associated Press	131%	9.8	Global news

Source: Nielsen/NetRatings Global Index January - September 2006. Home & work data. Global = All except Japan

## ...but these are the fastest growing brands

Rank	 Brand	% Growth May 05-06	Unique Audience (000's) May 2006	Core Business
1	Shopzilla Network	1173%	4,054	Shopping directory
2	Neuf Telecom	646%	1,425	Telecoms
3	Ringo	645%	3,402	Member community
4	MySpace	640%	5,133	Member community
5	Videolan	568%	5,180	Media player
6	Kijiji	464%	3,225	Community classifieds
7	OGame	440%	1,352	Online Games
8	BuyCentral	383%	1,804	Shopping directory
9	impots.gouv.fr	368%	6,590	Government (fiscal)
10	wer-weiss-was	301%	3,049	Member community

Source: Nielsen/NetRatings NetView home and work data, May 2005-2006



## How do you do it: My simple practical tips...

*Online: 'The sum of all media'*

### ***Choose your tools***

- Search
- Graphical – embedded
- Graphical – interruptive
- Sponsorships
- Sites & Microsites
- Emails & Virals
- Social networks
- Affiliates & Syndication
- Ecommerce & Tenancies
- PR, Events, and the whole marketing mix

## ***Search: 7 simple steps***

1. **Keywords:** Use the language of your customers, not your staff to choose your keywords
2. **Advertising listings:** Invest the time – they're the most important words you'll ever write
3. **Bidding:** Look for 'bid gaps' to allow you to buy cheaply
4. **Return on investment (ROI):** Calculate customer lifetime value
5. **Negative keywords:** Block the irrelevant words
6. **Dayparting:** Change campaigns for daytime, evenings, weekends
7. **Compare:** Your online to offline acquisition costs

Copyright: DigitalStrategyConsulting.com 2008



## ***Banners: 6 simple steps***

To get more from your media space and give more attention to your customers

1. **Multiple destinations:** Take customers to the exact place they want to go
2. **Combine online formats together**
3. **Dayparting:** Target by time of day to boost response
4. **Families:** Create families of artwork and rotate them
5. **Test:** Measure the brand uplift, not just response
6. **Use online to support TV, print and outdoor**

Copyright: DigitalStrategyConsulting.com 2008



## ***Integrating media: 5 simple steps***

Combine print and online audiences, building frequency and recognition

1. Combine media to reach new audiences
2. Look for the extra roles the web can play that other media cannot
3. Integrate the design, but go further and integrate the marketing strategy
4. Take customers further through their journey towards purchase
5. Draw all agencies marketing teams and stakeholders together

## ***Social media: 4 simple steps***

1. Join a few communities yourself and experience this first hand
2. Find your firm's 'voice'; think through the strategy before you start
3. Learn from others' mistakes
4. Explore simple corporate 'blogging' when you have something meaningful to say

## ***Email: 3 simple steps***

Incredible retention marketing strategies

1. Create CRM programmes and smart contact strategies
2. Segment your customers and prospects
3. Invest in database building, creative development and analytics

## ***Video: 2 simple steps***

To demonstrate your products

1. Capture the video assets and own the copyright
2. Try video out in microsites and banner adverts

***You: one simple step***

**Education**

**Train yourself and your team.**

**The more you invest,  
the more they can achieve.**

Copyright: DigitalStrategyConsulting.com 2008



***What's next?  
You decide***

Copyright: DigitalStrategyConsulting.com 2008



## ***There are two futures for all of us***

One future means

- Do next year what we did last year
- Stick to what we each know
- Limit our experiments
- Protect ourselves
- Avoid change

But there is another way...

Copyright: DigitalStrategyConsulting.com 2006



## ***Create your future***

- Be brave in changing your marketing
- Follow your audiences into these new spaces
- Lead your teams and your companies
- Be champions of this new future
- You have everything to win

Copyright: DigitalStrategyConsulting.com 2006





**Thank you**  
**Internet marketing...**  
**The global change**  
**In advertising, media and our working world**

**Danny Meadows-Klue**  
**Digital marketing lecturer, broadcaster and writer**  
Email me for more information  
[Danny@DigitalStrategyConsulting.com](mailto:Danny@DigitalStrategyConsulting.com)

Danny Meadows-Klue  
Co-Founder & CEO  
IAB Europe & Digital Strategy

