

Case study: ad pepper



Awards



Hard news

Brands sign up to combat ad errors

By Elizabeth O'Brien **Hard News**
 Brands are signing up to a new initiative to combat ad errors, according to a report from research firm eMarketer. The initiative, called the Ad Accuracy Alliance, is a coalition of brands and publishers committed to reducing the number of ad errors on the web. The report says that brands are increasingly concerned about the accuracy of ads, particularly in the mobile environment. It notes that brands are looking for ways to ensure that ads are displayed correctly and that they are not being blocked or filtered out. The Ad Accuracy Alliance is a voluntary organization that will provide resources and support to its members to help them reduce ad errors. The report also notes that brands are looking for ways to ensure that ads are displayed correctly and that they are not being blocked or filtered out. The Ad Accuracy Alliance is a voluntary organization that will provide resources and support to its members to help them reduce ad errors.

Second opinion

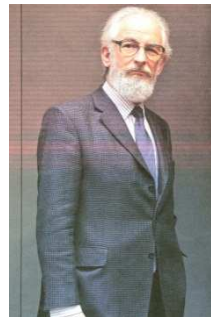
James Altman **Opinion**
 The arrival of Google's ad exchange is the latest big move in this fast-changing sector. How do industry experts expect the ad network landscape to change in the coming months?

Soft news

Brands suffer from placement near offensive online content

ALMOST eight out of ten (78%) online users would view a brand negatively if its advertising appeared next to offensive content online, according to a survey by research consultancy ICD Research. The survey found that 49% of consumers thought advertisers should be held responsible if their ads appeared next to offensive or inappropriate content. Next in line was the site on which the ad appeared, held by 26% to be responsible, followed by the ad agency by 20%. The research follows a period of misplaced blame for brands such as Orange, T-Mobile and ING Direct. It also found global drinks brand Coca-Cola was the brand with the most reputation to lose from appearing next to offensive or inappropriate material, followed by Cadbury and Tesco. The brands were selected from the UK Superbrands list. Nigel Cawston, head of digital at the IPA, said: "For brands, being next to inappropriate material should always be avoided, that's an understanding in the industry. This is an issue for ad networks, because it demands that there's a deterrent effect that they will impact on revenue. Networks and industry professionals are taking steps in the right direction," he added. ICD surveyed 1,000 UK web users in June for the research.

Profiles



As a professor of linguistics, David Crystal has spent over 12 years developing software that can truly understand online content. Sean Harrgrave reports

Word for word

As a professor of linguistics, David Crystal has spent over 12 years developing software that can truly understand online content. Sean Harrgrave reports. Crystal's work has been instrumental in the development of natural language processing (NLP) technology, which is used in a wide range of applications, from search engines to social media monitoring. Crystal's research has also led to the development of the 'Word for Word' software, which is designed to help brands understand their online presence. The software is able to analyze large amounts of text and identify key themes and topics. Crystal's work has been recognized with several awards, including the British Academy Award for Lifetime Achievement. He is also a member of the Royal Society and the British Academy.

Comment

Exchanges of opinion

The arrival of Google's ad exchange is the latest big move in this fast-changing sector. How do industry experts expect the ad network landscape to change in the coming months?



BRIAN O'SULLIVAN
 IAB UK Chair

Many networks are likely to face a challenge by the end of the year because of the effects of the recession. Their lack of differentiation and the reputation of OT networks as sources of growth opportunities. This will lead to a more consolidated market. The arrival of exchange networks is the need for differentiation. Traditional ad networks, especially those with no differentiation, are most vulnerable to being replaced by new technologies. However, there are still opportunities for specific advertising technologies, for example, in the mobile environment. Brands need to have the right mix of networks that have spent time developing their technology to help them reach their target audience. IAB has played an important role in changing perceptions of the market, through education and partnership with advertisers. The problems of ad management can only effectively be addressed through a proactive approach using technology which blocks ads from appearing in the first place. Networks need to invest in content that could damage the advertiser's reputation in the first place. Networks need to invest in content that could damage the advertiser's reputation in the first place. Networks need to invest in content that could damage the advertiser's reputation in the first place.

Industry relations



Internet Advertising Bureau UK

Lead Gen council

Client brief: Raise global ad network ad pepper's profile with prospective clients, with a focus on media and industry relations. Help differentiate ad pepper

Strategy: Demonstrate thought leadership to enhance credibility. Focus on most unique offering. Highlight personality behind technology

Key tactics & highlights:

- Showcase key semantic product at top awards, winning three
- Hard news releases: including full page on key product launch in top trade title
- Creative soft news: e.g. opinion survey covered in top titles
- Profile – led features: Several dedicated articles focusing on product's academic origins
- Comment: near ubiquity when network issues debated in media
- Lobbied successfully for new IAB council & chairing



the business pr agency. © wide pr limited. all rights reserved.