

Case study



Awards



Hard news

Brands sign up to combat ad errors

By Elizabeth Cullen-Rubin
 The advertising industry has long been plagued by ad errors, from typos to missing images. But a new coalition of brands and agencies has formed to combat the problem. The coalition, called the Ad Accuracy Alliance, was announced last week. It includes brands such as Coca-Cola, Unilever, and Nestlé, as well as agencies like Omnicom and Omnicore. The group aims to reduce ad errors by 50% over the next three years. It will do this by sharing best practices, creating a common set of standards, and working together to identify and fix errors. The coalition will also launch a new website, adaccuracy.com, which will provide a central hub for information and resources. The group will also hold regular meetings to discuss progress and challenges. The coalition is a positive step towards reducing ad errors and improving the advertising experience for consumers.



28
 The number of ad errors per year

0
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Second opinion

James Atkin, IAGH
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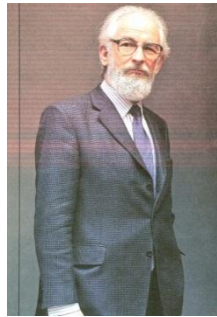
Soft news

Brands suffer from placement near offensive online content

ALMOST eight out of ten (79%) online users would view a brand negatively if its advertising appeared next to offensive content online. A survey by research consultancy ICD Research found that 45% of consumers thought advertisers should be held responsible if their ad appeared next to offensive or inappropriate content. Next in line was the site on which the ad appeared, held by 35% to be responsible, followed by the ad agency by 25%. The research follows a spate of ad placement issues for brands such as Orange, T-Mobile and O2. 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 Civilian, 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 if brands feel there's a detrimental effect from that that will impact on revenues. 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 Burgrove 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 Burgrove reports

David Crystal is a linguist, a professor of linguistics at the University of Edinburgh, and the author of several books on the English language. He is also the founder of the company that developed the software that can truly understand online content. The software is called 'Word for word' and it is designed to help advertisers understand their target audience better. It does this by analyzing the language used in online content and identifying the key words and phrases that are most important to the audience. This information can then be used to create more targeted and effective advertising campaigns. The software is a significant advance in the field of natural language processing and it has the potential to revolutionize the way that advertisers think about their target audience.

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
 IPG Media

Many networks are likely to be chased by the end of the year because of the effects of the recession, their lack of differentiation and the expansion of 12 networks in search of growth opportunities. This will lead to more consolidation. The arrival of exchanges encourages the need for differentiation. Traditional ad networks, especially those with no salesforce, exclusive agreements or technology that can add value, will find it difficult. However, there will always be a place for specific targeting technologies. For example, exchanges can be friends with networks that have the right networks and offering collaboration offers clear benefits and ad networks that have spent time developing their technology can help exchanges, which are doing a good job at the order processing end of the market. IAGH has played an important part in changing perceptions of the market, through education and post-delivery audits. The ones to lose are advertisers in only work with accredited network members. The problem of ad placement can only effectively be addressed through a proactive approach using technology which blocks ads from appearing next to content that could damage the advertiser's reputation in the first place. Networks need to focus on customer service and innovation, as well as showing publishers how they can improve monetization. It is these that should be spent

Industry relations



Lead Gen council

Client brief: Raise listed 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:

- Showcased key semantic product at top digital ad / publishing industry awards, winning three (including production of one entry film)
- Hard news releases targeting trade media: A full page for one key product launch
- Creative soft news: e.g. opinion article covered in top trade titles
- Profile – led features focusing on professor behind the technology: Several dedicated articles
- Comment: Achieved near 100% inclusion when ad network issues debated in trade media
- Lobbied successfully for new IAB council & ad pepper chaired it
- Client for over 2 years



The business PR agency