The Connected Business

Wednesday April 29 2015

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Digital is reshaping the world of advertising

Marketers raise spending on data analytics to target campaigns better, reports *Shannon Bond*

hen Heineken USA was preparing to launch Desperados, a tequila-flavoured beer, in the southeastern US in 2014, the importer tried out two advertising campaigns.

In some states, Heineken bought traditional television commercials, while in others it ran ads only on mobile phones at specific times of day.

In the states that received the digital campaign, awareness of the millennial-targeted drink reached 23 per cent — well above the rate in states that only had TV ads. "We were reaching millennials in pre-party occasions," says Nuno Teles, Heineken USA's chief marketing officer. "On Friday at 9pm, they are not

watching TV. They are checking their phones and social media."

One of Heineken USA's main motivations for investing 30 per cent of its ad budget in digital platforms this year — up from 20 per cent in 2014 — is this ability better to align marketing spend with outcomes. "We can impact the business significantly through digital," Mr Teles says.

Thanks to the proliferation of providers from Netflix and the BBC's iPlayer to Facebook and Snapchat, consumers have greater access to more media on more devices than ever before. That is allowing advertisers to tap user data to target their messages precisely to the right people at the right time in their digital campaigns and, increasingly,



through traditional media such as TV. "The way consumers are consuming

"The way consumers are consuming content is becoming more digital," says Jeff Green, chief executive officer of The Trade Desk, an advertising technology company that automates ad buying.

"Ultimately, every advertising format will become digital, whether it's print, TV, radio," he says. "The most efficient way to operate is [by being] somewhat electronic and market-driven. And the primary way marketers look at it is: 'I want to have the most effective marketing that I've ever had.'"

The way advertising is bought, sold and created is being reshaped by the enormous volume of data from settop TV boxes, credit card purchases, online profiles and retailer loyalty card programmes — and by the technology that allows marketers to access, analyse and implement that data. IDC, the market research group, predicts chief marketing officers will boost the amount they spend on marketing technology to \$32.4bn in 2018 from \$20.2bn in 2014

Nearly half of marketers surveyed recently by research company Forrester plan to increase their digital budgets this year. Forty per cent said they would spend more on data analytics.

This investment comes as big advertisers face a challenge in "digesting all the different pieces of data they're getting: loyalty card and customer relationship information, a blitzkrieg of data from social channels, clicks, Facebook,"

says Drew Panayiotou, chief executive of BBDO Atlanta, an advertising agency owned by Omnicom, a global communications company.

He asks: "How do marketing data intersect with data coming internally through the company, through the chief information officer, or the chief technology officer, or the ecommerce group? We're seeing clients trying to sort that... out internally to make the data useful."

While the rise of targeted advertising has been enabled by data and technology, its proliferation reflects marketers' demand for evidence that the money they spend is really influencing customer behaviour.

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Sports and IT

Goal line technology and safety equipment ft.com/connectedbusiness

Five trends that could drive future campaign strategies

Mobile

There is growing potential for creativity to build reputations, reports *Robert Cookson*

Mobile advertising is about to reach a tipping point. Marketers are likely to increase their spending on mobile adverts from almost \$69bn this year to more than \$100bn in 2016, overtaking the sum spent on desktop advertising.

Only three years ago, mobile accounted for less than 2 per cent of global advertising spending, but its share will reach 12 per cent this year, according to research group eMarketer.

The main driver of this growth is consumer preference. Eight years after Apple launched the iPhone, more than 2bn people globally have smartphones. Benedict Evans, of Andreessen Horowitz, a Silicon Valley venture capital firm, says that by 2020 four in every five adults will own a smartphone.

So far the growth in mobile advertising has mainly benefited just Google and Facebook. Both quickly identified the rise of mobile and optimised services for smartphones, allowing them to capture 55 per cent of all mobile advertising spending in 2014, eMarketer says.

However, industry experts say both these companies' mobile dominance will decrease as rival media and technology groups compete to offer

innovative marketing plans to brands. Here is a brief guide to some of the current trends that may predict how future marketing strategies will be run:

The rise of the machine

"Programmatic" advertising — in which brands and media groups buy and sell advertising space using automated computer systems — is well established for the web, but this trend is being rapidly replicated on mobile.

James Hilton, chief executive of M&C Saatchi Mobile, a marketing agency, says more than a fifth of mobile ad spend is now programmatic, up from 5 per cent a year ago. Proponents of programmatic advertising say it is more efficient than the old ways of buying and selling ad space, and makes it easier to target consumers in real time.



Hold the phone: ads can be targeted at customers while they are in stores

Greater creativity Traditionally mob

Traditionally, mobile advertising formats have been mostly simple and static: think of Google's search ads or the banner ads on news websites. But advertisers are increasingly able to deploy more creative and elaborate ad formats, including video, thanks to improving smartphone technology and the adoption of high-speed, 3G and 4G wireless internet connections.

Stores can have beacons that communicate with a shopper's smartphone to deliver ads with precision

In the past, direct response advertisers, looking for an immediate reaction such as a click, have accounted for the bulk of mobile advertising. In the future, ad agency executives hope that the growing potential for creativity on mobile will encourage more spending on brand building.

Location, location, location . . .

Smartphones provide advertisers with more data than any other medium — including location data, accurate to just 10 metres, and the opportunities for advertisers to exploit this are becoming ever greater thanks to technology.

Brands are increasingly "geo-fencing" mobile advertising campaigns to target buyers in particular locations. For example, Walmart has used this to offer discounts to particular people near a certain branch at a certain time of day.

Some retailers are even fitting stores with beacons that can communicate with a shopper's smartphone via Bluetooth. Beacons can allow the delivery of advertising with unprecedented precision and alert shoppers to promotions as they pass through a certain aisle, for example.

Wearables

The launch of Apple's iWatch has generated great excitement in the mobile advertising industry. Just as Apple upset the smartphone and tablet markets with the iPhone and iPad, many expect that the iWatch will do the same for the wearable device market.

Forrester Research believes Apple will sell as many as 10m iWatches in its first year — more than all the other manufacturers of wrist-based devices have sold to date, including Nike's FuelBand fitness tracker, Samsung's Gear smartwatches, and devices by other up-and-coming companies.

Few advertising chiefs believe the iWatch — which has a screen the size of a postage stamp — will be an appropriate place to engage with consumers, although some plan to experiment. Much more interesting, they say, will be the opportunity to use data collected by apps on wearable devices for better targeted ads on a wearer's smartphone.

Linking the mobile and the desktopFor marketers, one of the holy grails of online advertising is "cross-device targeting". This is the ability to track a

smartphone and back again, targeting them with a seamless campaign. Brands have found it difficult or impossible to obtain a single view of a consumer across devices because the mobile advertising industry relies on a

separate set of technology to the

those of third parties.

consumer from their laptop to their

desktop advertising industry.
Increasingly, however, the silos
between desktop and mobile are being
broken down. Google and Facebook are
at the forefront of this trend, providing
ways for brands to target consumers on
mobiles using desktop data, and vice
versa, whether on their own sites or



The Connected Business

Bright young stars spread the message

Jessica Ennis-Hill

The UK Olympic heptathlon champion is

the public face of a number of brands,

including bank Santander, sportswear

these companies to 1.43m Twitter

followers and her YouTube channel

shows adverts she has made for them.

Announcing her link with PruHealth

in 2013, she said: "Everything I stand for

is echoed in the values of [the] Vitality

personal health goals is really a matter

of planning the journey and sticking

[campaign] and I hope I can make

people see that achieving your

company Adidas and insurer PruHealth.

She tweets about her activities with

Persuasion *Jessica* Twentyman considers how organisations are increasingly using well-known faces to sell their messages

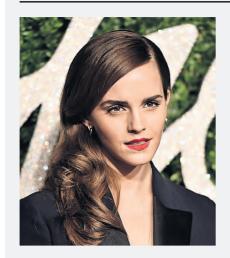
onsumer brands have long understood the power of a celebrity endorsement. The appearance of a much-loved film or sports star in a print or broadcast advertising campaign can do much to boost sales and build brand loyalty among target audiences.

These days, so-called brand ambassadors are also expected to spread their sponsors' messages among fans and followers on social media. This online influencer trend is particularly relevant to companies targeting females, and the panel on the right gives some examples of the most popular and powerful advocates at work today.

Women, after all, dominate many social networks. US research company Pew Internet Research said in a recent update that 77 per cent of female internet users are on Facebook, compared with 66 per cent of their male counterparts. Twenty-nine per cent use Instagram, against 22 per cent of men. And, while male internet users edge ahead on Twitter (24 per cent, compared with 21 per cent of women), Pinterest is an overwhelmingly female domain, used by 42 per cent of female internet users and just 13 per cent of men.

"Buying influence is not a new thing, but the evolution of social technology means that the rules have changed," says Mark Sinnock, chief strategy officer at advertising company M&C Saatchi. "Today, if you have a social network, you have the power to influence – and the potential to make a lot of money. Brands have been quick to pick

Brand ambassadors Celebrities whose endorsements count with female followers



Emma Watson

When the British actor, best known as Hermione in the Harry Potter films and as a UN goodwill ambassador, was cast to play Belle in Disney's forthcoming live-action remake of Beauty and the Beast, she chose Facebook as the venue to share the news with her fans.

Ms Watson has almost 29.5m fans on Facebook. At the time of writing, that post had attracted more than 1.2m likes and been shared almost 64,500 times. Ms Watson has also used her Facebook page this year to host an online question-and-answer session about the gender equality campaign she fronts on behalf of the UN, HeForShe.

to achieve, means far more to many

customers than what the brand says

about itself and its products.

Mad Men into 'maths men'

In particular, this female domination with well-known stars, but also with of social media sites spells a potential rising female celebrities who derive their fame from internet channels, says cash bonanza for companies that can get their celebrity marketing right because Kate Cooper, managing director of a star's opinion of a brand, even if that social media agency Bloom Worldwide. "But whether they're celebrities or opinion is paid for and costs megabucks

online stars, what successful influencers tend to have in common is that they have a large number of followers who are genuine targets for a particular brand and are regularly active on social

Sali Hughes

Journalist and blogger Ms Hughes is one of eight women chosen by British lingerie company Triumph UK to promote its Find the One campaign, which aims to help women buy a better-fitting bra.

Before the March launch, Ms Hughes posted a teaser to 68,000 Twitter followers: "Excited to be working with iconic lingerie brand Triumph. All revealed next week."

However, she is mindful her audience appreciates her frank approach to beauty advice. As she wrote in a blog on her website about the campaign: "We will never say we love something unless we really, truly do. Not now, not ever."

media sites in their own right," says Ms

There are risks, not least that of a

celebrity scandal or public meltdown.

And, regardless of what demographic a

brand may wish to attract, it is forced to

walk a tricky line between keeping con-

trol over its messages and allowing its

brand ambassadors to convey an

"authentic" message that tallies with

their personal views and public image.



Michelle Phan Entrepreneur

Michelle Phan from the US was one of the first to post make-up tutorials to YouTube and more than 7.5m people subscribe to her online channel.

She has been "liked" by almost 3m people on Facebook and followed by about 1.8m on Instagram. In 2013, Ms Phan launched her own make-up range with cosmetics giant L'Oréal, Em by

Last month, she teamed with Dutch TV production company Endemol to launch Icon, an online platform for video content on beauty, fashion and lifestyle issues, created by Ms Phan and a host of other female online influencers.

"Trying to maintain too much control can result in forced content that could ignite a backlash from influencers and

their audiences," says Mr Sinnock.

Today's online audiences are not stupid, says Jason Hartley, chief strategy officer at The Partners, a consultancy. "They can tell the difference between someone promoting something they genuinely believe in, versus simply selling out their followers for a pay cheque."

Digital is reshaping the world of advertising

guaranteeing that any advertisers who spend \$1m for a month on ads aimed at specific viewers will have better results

Choice Hotels International, owner of the Comfort Inn and Econo Lodge brands, have worked with Simulmedi-

who are unlikely to be customers.

"To some extent, the non-targeting is more important," says Mr Green of The Trade Desk. His company advised a fast-food restaurant chain to stop advertising to anyone who lived more than 10 miles away from its 10,000 locations. "That eliminated 40 per cent of America," Mr Green says. "Then we focused on reaching those within five miles. We

That is causing many companies this up," he says. marketing to women to work not only Tech revolution has turned

Computer campaigns

Robert Cookson finds that the shift from traditional agency practices to new technologies has created fears and opportunities

An online advertising campaign last year by Kronenbourg, a French brewer, adopted an innovative tactic: it used real-time temperature data to target only those people it calculated would be most susceptible to the temptation of a refreshing beer.

To execute the campaign, Kronenbourg worked with Infectious Media, a UK-based agency that specialises in the fast-growing area of "programmatic" advertising, or using automated computer systems to deliver ads across the

The 350-year-old brewery had long known that people prefer to drink beer in warm weather. It had also found that people in the north of France consider it warm when the temperature is above 20°C, while people in the south have a threshold of 25°C. Using these insights, Infectious

created an algorithm that only delivered adverts to internet users who were in the right location at the right temperature and at the right time of day for a The Kronenbourg campaign is one

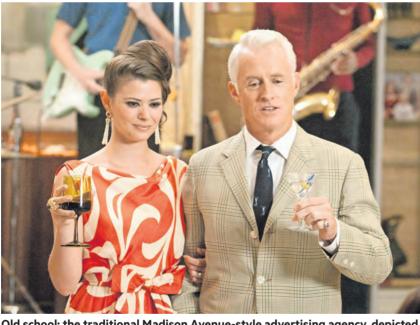
example of how data and technology are changing the way ads are delivered – and with it the skills required of practitioners in the \$500bn worldwide advertising industry.

"People working in this area now need to be comfortable with technology and be incredibly data-literate," says Martin Kelly, chief executive of Infectious

The company employs people with skills in maths, engineering and analytics in order to set the parameters for its programmatic campaigns. Once these parameters are set, the computers take over, buying ad space on websites via real-time auctions on so-called ad exchanges.

"The days of faxing over an insertion order and presenting results a month later are over," Mr Kelly says, making a dig at the techniques that agencies have traditionally used to buy ad space from mass media providers such as the traditional press and television.

Most media are still traded the oldfashioned way. However, according to eMarketer, a research company, 55 per cent of all online display ads in the US will be bought programmatically this



Old school: the traditional Madison Avenue-style advertising agency, depicted in the TV series Mad Men, is increasingly embracing digital technology - Lionsgate

year, in a market worth almost \$15bn. Two years ago, US advertisers spent only about \$4bn using programmatic

Brian Lesser, chief executive of Xaxis, a programmatic media company that is part of WPP, the world's biggest advertising group, has predicted that ultimately, "all advertising will be digital and all digital advertising will be programmatic".

Sir Martin Sorrell, WPP's chief executive has described this shift as one from "Mad Men to maths men", referring to the popular television series depicting life at the fictional Sterling Cooper advertising agency on Madison Avenue in New York in the 1960s.

'The days of faxing an insertion order and presenting results a month later are over

For some people in the advertising industry, this shift is something to be feared. They worry that computers will progressively take over jobs that were once the preserve of human beings. Another fear is that programmatic technologies will kill creativity.

But agency executives say such concerns are misplaced. While the most menial jobs in advertising will be automated, the thinking goes, this will only free time for people to work on more creative aspects.

Indeed, the number of specialist roles in advertising agencies has surged in recent years, as has demand for strategists who are able to understand the complexity of modern media. Pippa Glucklich, UK co-chief executive of Starcom MediaVest Group, part of Publicis and one of the world's biggest media-buying agencies, says that the company has doubled its headcount in London in the past five years alone in order to cater to growing demand from brands for digital specialists.

"There's a very different mix of [job] titles now," she says. "What's really important is having people who can look at data and extract a story from it."

Until recently, media agencies such as Ms Glucklich's focused on planning the best way to spend a client's advertising budget and negotiating on price with media owners. The process of actually designing the ads would be left to creative agencies.

But the growing complexity of online advertising has prompted some media agencies to start hiring "creatives" and designing ads themselves. This new breed of creatives includes data-driven content producers who are able to optimise the appearance of an ad campaign

As Ms Glucklich puts it: "Technology and creativity have to sit hand in hand." Programmatic advertising campaigns can feature thousands of versions of the same commercial, each of them tailored

for a specific target audience. Designing such micro-targeted content is a very different activity from that honed by traditional creative agencies, which are geared towards a small number of polished ads for TV, radio and the press.

But as brands such as Kronenbourg shift more and more of their advertising budgets online, agencies may find that they have little choice but to adapt.

Customers' experience must match expectation

Software

Cooper.

Professionals must take more responsibility for their client projects, says Jane Bird

Imagine you have a problem with your contact lenses. You visit an unfamiliar branch of your optician, only to find they have no record of you.

Such experiences are frustrating for companies as well as customers, because they fail to match the high expectations brand managers are trying to create, says Woody Driggs, global advisory customer leader at EY. "There is a gap between what marketers are defining and an organisation's ability to deliver it."

To avoid this, Mr Driggs says marketers have to take on more responsibility for client projects. "They have to define customer experiences and work with IT to ensure they are delivered."

But becoming more involved in the selection of advertising and marketing software is not simple, because there are so many products. Scott Brinker, chief technology officer of Ion Interactive, says: "Marketing has exploded from an ancillary communications function to [being] the Grand Central Station of customer experience."

He recommends thinking six to 18 months ahead about what functionality you want sales and marketing teams to have, and testing products before making a commitment. This is relatively easy, he says, as most packages are available over the internet.

He also says companies should stick to industry-standard architecture: "You want to understand how you can get

Scott Brinker: 'Marketing has exploded [into] the **Grand Central** Station of customer experience'



data in and out of systems, so that if things happen that you can't predict, you will be able to plug in third-party products."

One of the biggest changes has been the ability of mobile technology to enable more personalisation, says Diana Marian, marketing strategist for UKbased consultants Ampersand Mobile.

But most mobile customers are disenchanted with their experience, she says, because apps tend push information and do not engage people.

To offer personalised experiences, marketers need sophisticated tools to target, segment and communicate with mobile users in real time, says Ms Marian. She recommends choosing software that helps identify customers according to particular characteristics, such as demographics, user preferences, historical buying patterns and location.

Providers such as XtremePush, Urban Airship and Localytics do this well, she says. "[They] also provide dashboards so that marketers can measure how many users have responded and the level of activity."

Being able to track customer motivation is also important. "At the moment, systems are poor at understanding whether customers have bought items for themselves or for others, and how much their mood has influenced them," Ms Marian says.

While it is possible to let purchasers report their moods and motivations, she adds that people's reports of their moods are unreliable. Sentiment analysis software struggles to cope with idiosyncratic and non-concrete concepts such as sarcasm or irony, for example.

Measuring motivation requires large quantities of data. The more data are available, the easier it is for marketers to extrapolate and draw conclusions about what people may like. Being able to aggregate data from separate sources such as wearable devices and the internet of things will enable greater person-

alisation, Ms Marian says. Mr Brinker adds that organisations can be experimental with software that performs specialised tasks, such as content marketing, search engine optimisation, online webinars and interactive content, because it can be discarded relatively easily.

But "foundational" software is harder to change and requires a longer-term view. This includes customer relationship management (CRM), content management for the web and mobile, and marketing automation, including email and ecommerce.

Foundational software should be introduced first, says Mr Brinker. "It is easy to get excited about cutting-edge apps such as Pinterest, Instagram or specialised analytics, but if you don't have a sound foundation, it's difficult to map insights back into CRM or marketing automation."

Another common error is not having enough technical people to evaluate products. Ideally, you want hybrid professionals, "marketing technologists" Mr Brinker calls them. These people, who are becoming more common, have a technical background but are focused on applying it to marketing.

Such professionals can help evaluate and implement tools while appreciating what marketing teams want to achieve. Without them, Mr Brinker warns that: "If marketing people buy software independently, they can end up with a bunch of cool tools that they can't connect to the rest of their systems."

Continued from page 1 Simulmedia, an advertising technology company, is so confident that targeted TV advertising can have measurable business impact that it is

than they would have achieved using their current TV plans. Dave Morgan, chief executive of Simulmedia, says: "We've been measuring the outcome of TV campaigns for years. Did they actually deliver? If you measured TV the same way as digital, how would it do? We find it's doing really, really well." Companies such as

ato target potential clients. Targeting is also valued by marketers as they are under great pressure to show efficiency and make sure they are not wasting valuable ad dollars on people

were trimming the fat, so to speak."

The chain agreed to start with a fivefigure budget to test it out. It ended up boosting the campaign to more than \$10m, Mr Green says, based on its success. "It was exponentially more effective advertising by customising messages based on time of day and proximity [to one of the chain's locations]."

Those in the industry also say that

30% Percentage of Heineken USA's ad budget spent

on digital in 2015

\$32.4bn Likely spending on marketing

technology

in 2018

closer targeting can improve consumers' experiences watching TV or browsing the web by making sure they are see-

ing ads that are relevant to them. "With targeting, a lot of what we do is focus on the negative space — the suppression of advertising messages to people who are inappropriate," says Jonathan Nelson, chief executive of

Omnicom Digital. However, research suggests there are limitations to how far marketers should take targeting. Lisa Barnard, of Ithaca College, has found that online ads tailored to specific consumers do increase their intent to purchase items. But she also found a negative effect from what she calls "the creepiness factor" of targeted ads that reduces the likelihood

"Even digital natives were bothered by this. They know they're being marketed to. And they don't like it," she says. "Marketers have made blanket assumptions that the more data we have, the more we should use," she adds. "But just because we have that information, it doesn't mean you should just go ahead and use it all the time in all cases."

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to buy by 5 per cent.

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How social **Pinterest Facebook** Instagram Snapchat YouTube media compare Pinterest as advertising platforms GET YOUR CONTENT DISCOVERED. Monthly active users 1bn+ 1.393bn 300m 288m 187m 70m 100m of which 20m-30m are could be close to 200m now estimated to be active but this is unconfirmed Average cost of Adweek reported that advertising on a 'my story' could \$1.54 \$12.16 \$27.90 advertising - cost per cost brands \$750,000 a day. 1,000 impressions This is unconfirmed by Snapchat. (CPM)* Percentage of users who log in daily Percentage of platform users who 15-34-year-olds 18-29-year-olds are millennials Access to a professional Users come to the site in a The biggest of the social People like to tweet while Appeals to a younger Users are highly engaged, and Holds users' attention for a long networks, and the one with the watching TV so advertisers are generation who view Facebook audience with accurate mood receptive to shopping. need to actively press a button time: they can spend hours information about people's to view a story, so advertisers most options for targeting. able to create 'two-screen' as their parents' social network. Many are creating boards watching videos. professional lives: people can be around life events such as campaigns combining TV and can be sure attention is not Works well for brands that have targeted by job title, employer, weddings, childbirth and A familiar advertising medium, very similar to creating material industry and even skills. redecorating, which advertisers strong visuals are keen to tap into. LinkedIn members have twice the buying power of the average web audience. according to Comscore. Because users do not need to Users do not log on to Just one advertising format: Advertising is becoming more Only a limited number of brands: Stories and associated ads Viewers do not like pre-roll use real names or reveal much allowed to advertise at the LinkedIn as often as other disappear after 24 hours. adverts and often skip them. about themselves, does not Brands cannot request a moment. networks. Ads are not shareable and allow as much targeting as specific slot, so there is a risk the ad will be playing just Lack of links on the site makes there are no outbound links.

it hard to direct customers to

Launched advertising a year

ago with selected partners.

Recently started allowing

their own products and

websites from posts.

worried as adblocking takes an

advertising revenues.

the good stuff.

publishers.

increasingly large chunk out of their

themselves to online ads in the same

that must be swallowed before we get to

But a painless way of circumventing

approach. Millennials, those aged 18-34, are by far the heaviest adult users of

using such software. The 13-17-year-old cohort coming up behind them are

heavier users still. The adblock problem

the "pill" has put paid to that patient

adblockers, with 41 per cent of them

is only going to become worse for

None of the solutions to the

company PageFair and software

room for manoeuvre.

provider Adobe wanted an ad-free

publishers' quandary are convincing.

Publishers have tried, for example, to

offer paid-for, ad-free versions of their sites, but there has generally been little

take-up. For example, some 61 per cent

of people surveyed by ad-block tracking

internet, but 80 per cent were unwilling

to pay for it. Such a response leaves little

Google, Amazon, and Microsoft were

recently discovered to be quietly paying

Adblock Plus, the maker of one of the

most popular adblocking tools, to stop

blocking ads on their sites. While this

may be legal, the big question is do

consumers want products, or even

companies, that we think protect us

from online ads to behave in such a

And how long before adblockers

Some online publishers, such as

site without ad blockers, a polite if

that is unlikely to end well.

way they did to ads on TV and in newsprint, as a trade-off, a bitter pill

Publishers had hoped that eventually internet audiences would resign

marketers to include links to

products.

FT graphic. Sources: eMarketer; InSites Consulting; Pew Research Centre; Maija Palmer; FT research. * CPM can vary greatly according to different campaigns. Figures should be considered indicative only

Three options for advertising:

accounts and promoted trends.

based on what users search for

Also allows targeting according

to what users have done online.

promoted tweets, promoted

Twitter ads can be targeted

and what they reveal in their

Gladiatorial contest between publishers and adblockers is unlikely to end well

Two options for ads: as a

news stream, or on the

right-hand column.

outside Facebook.

sponsored post in Facebook's

Allows advertisers to target

and demographics, even

Rumoured to be creating a

video hub to make it easier to

find and view video content.

users based on past purchases

INSIDE TECH Maija **Palmer**

Options and latest

developments

In the late 1980s I spent a large portion of my time being a walking billboard for Coca-Cola, quite unpaid. The Coca-Cola sweatshirt — a rugby-style top with the soft drink logo across the chest – was the height of fashion in my teenage peer group. It was the viral marketing campaign of its day. These shirts were worn with tight, acid-washed jeans and a Flock of Seagulls hairstyle that took about an hour — and half a bottle of hair gel-to create.

It is one of those fashion trends that is incredibly difficult to explain to anyone under the age of 30, but it was recently ranked as the fourth greatest 1980s fashion trend, coming in below Vans trainers and neon colours, but higher than the boombox, the mullet haircut and Hawaiian print shorts.

I don't know whether the shirts made us drink any more Coke, but we didn't mind the branding. I spent a not $inconsiderable\,amount\,of$ my pocket money on one of these tops, thereby paying for the privilege of wearing advertising, surely a marketer's dream.

Only Apple, recently, has been as clever in co-opting consumers into its own marketing aims by cleverly positioning itself somewhere between computer software and hardware, designer trend and lifestyle brand.

Internet advertising, on the other hand, inspires an almost visceral loathing. Read any online discussion about online ads and somewhere in the thread will be the plaintive cry: "Why, oh why, does the hated pre-roll ad always play flawlessly and then the actual video stutters, halts and $buffers\,to\,the\,point\,where\,it\,is$ unwatchable?'

Online ads have an unsavoury reputation. Hackers have been known to hide their malicious, computerhijacking code in online adverts as a way of getting them into your computer. Users are also concerned about ads that are borderline spyware, tracking the pages we visit online and the purchases we make.

At the very least, ads use up bandwidth and increase the time it takes to load a web page. If you are paying for your online data by the gigabyte on a 4G connection, downloading that unwanted advert adds to your costs.

Little wonder that adblockers, software tools that prevent ads appearing on the web pages you are viewing, have become so popular. These are generally free to download, and are easy for even the tech illiterate to install. According to one survey some 144m people a month (4.9 per cent of all internet users) were regularly using an adblocker at the end of 2014.

Online publishers are growing

About 61 per surveyed by PageFair and Adobe said they wanted an ad-free internet

cent of people

somewhat passive-aggressive - and probably ineffectual - approach. Any lasting solution will surely have to involve a better sort of advertising less obtrusive and perhaps offering some benefit rather than irritation to users - adding to bandwidth as opposed to using it up, enhancing the The real thing: quality of a video rather than appearing viral marketing to degrade it. 1980s style

Failing that, publishers may have to revive the branded sweatshirt.

For UK advertising contacts and intelligence you can trust in ALF.

Advertisers sponsor 'stories'.

Snapchat also recently

ESPN display stories.

around this content.

launched Discover, where

publishers such as the Daily

Mail, Vice, Yahoo, CNN and

Companies can buy ad space

or collections of many people's

pictures, often around specific

before something unpleasant.

Four options: display ads next

to or below the YouTube

player; semi-transparent

overlay ads that appear over

the bottom 20 per cent of a

video; skippable video ads that

can be inserted before, in the

middle or after a video and

non-skippable ads that must

be viewed before the video is

Experimenting with a paid-for,

shown.

ad-free service.

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Two options: ads that appear in : Reported to be planning to

introduce a 'buy' button that

the platform.

successful 'Pins'.

would make it easier for users

to make purchases directly from

Offers advertisers access to the

'Pinstitute', a programme that

teaches users how to create

the sidebar, or sponsored

news feed.

platform.

updates that appear in the

to Facebook's Atlas, which

allows advertisers to target

LinkedIn users outside the

Recently launched a tool similar



This cloud stands up to any storm.

Microsoft Azure scales to enable AccuWeather to respond to 10 billion requests for crucial weather data per day. This cloud rises to the challenge when the weather is at its worst.

This is the Microsoft Cloud.