Ad venture Competition 2012 – Brief

Challenge

This year the challenge is to raise awareness about Online Behavioural Advertising and increase transparency of OBA, explain the choices users have and show how users can exercise their choice over OBA.

Online Behavioural Advertising (OBA) is an online advertising technique which consists of serving ads to users based on their previous browsing activities. OBA is a means to serve more relevant ads to internet users, based on their inferred interests, thus decreasing "waste" and irrelevant advertising. OBA also finances online services and content that otherwise might not be available or that users would have to pay for. Many internet users, however, have a low level of awareness and understanding of OBA and the choice mechanism available to them. Explaining and showing how OBA works and how consumers can manage their online privacy in relation to OBA will educate internet users about online advertising and personal privacy, while strengthening user choice over OBA.

The advertising industry has developed a self-regulatory programme (consisting of the Interactive Advertising Bureau (IAB) Europe OBA framework and European Advertising Standards Alliance (EASA) Best Practice Recommendation) based on transparency and user choice. It is composed of two key elements:

i)   an icon displayed in or around OBA ads – which will give information about OBA when clicking on it and

ii)   a pan-European website – www.youronlinechoices.eu – which explains OBA and provides users with a control tool.

The icon will link directly or indirectly to www.youronlinechoices.eu (in this last case an interstitial page by the ad delivery company will provide information and display a link to www.youronlinechoices.eu).

Desired Position

The overall objective is to make internet users aware that OBA is taking place and that users have a choice over it. This includes explaining what OBA is and how the icon functions. The user should also be made aware that further information about OBA is provided on www.youronlinechoices.eu, where he/she can exercise an informed choice.

Clients

The clients are the Interactive Advertising Bureau (IAB Europe), acting with a range of industry stakeholders, representing advertisers, media & agencies and the European Commission, DG Information Society, both as the convenor of EU-level multi-stakeholder debate on OBA and other online issues and as the lead for European digital innovation.

IAB Europe and its industry partners aim to use the winning project for a campaign to promote greater awareness of OBA, so your ideas are very likely to run for real!

Target Audience

The target audience is European internet users in general, including those who have a lack of confidence in the internet and digital world.

Consequently, the campaign should be:

   i) designed as a pan-European campaign
   ii) in English
   iii) understandable for different categories of age and level of internet knowledge

Format

As the target is internet users, the campaign should take place online. IAB Europe has access to publishers' inventories for display ads and consequently the campaign should use banners as the main channel. While the campaign will be pan-European, banner formats are not standardised across Europe. As a result, the banner formats which can be used for the campaign are limited to the universal ad package (see specifications below). The banners can be static or animated[1] (e.g. with GIF or JPEG) or use rich media[2] - excluding video ad banners.

You are encouraged to consider optional additional promotional channels, such as social media, online video clips, viral marketing, promotional interactive games, facebook/twitter accounts/group, applications, etc. Although these may not be part of the final campaign, they will count towards the jury's assessment of your work.

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[1] **Animated advertisement is** an ad that changes over time. For example, an animated ad is an interactive Java applet or Shockwave or GIF89a file. An **animated GIF is a type of animated banner.** The animation is created by combining multiple GIF images in one file. The result is multiple images, displayed one after another, that give the appearance of movement.

[2] **Rich media is a** method of communication that incorporates animation, sound, video, and/or interactivity. It can be used either singularly or in combination with the following technologies: streaming media, sound, Flash, and with programming languages such as Java, JavaScript, and DHTML. It is deployed via standard Web and wireless applications including e-mail, Web design, banners, buttons, and interstitials. New media that offers an enhanced experience relative to older, mainstream formats.

<u>Universal ad package</u>

Format name	Size in pixels (WxH)	File size (swf, gif, jpeg)	Recommended Animation Length
Leaderboard	728x90	40k (2.2mb progressive download)	3 loops within 15 seconds (unlimited during user interaction).
Skyscraper	160x600		
Medium Rectangle	300x250		
Rectangle	180x150		Flash: maximum 30 frames/sec, up to and including Flash 8.0.

N.B.: Formats names vary across Europe.

Research and useful links

European OBA self-regulatory initiative
Your Online Choices - www.youronlinechoices.eu
IAB Europe - http://www.iabeurope.eu/public-affairs/top-stories/self-regulation-framework.aspx
EASA Best Practice Recommendation - www.easa-alliance.org/page.aspx/386
US OBA initiative (quite similar to the European initiative) - www.aboutads.info

European Commission
Information Society and Media Directorate-General
http://ec.europa.eu/dgs/information_society/index_en.htm

Associations
European Advertising Standards Alliance: www.easa-alliance.org
European Association of Communications Agencies: www.eaca.be
European Federation of Magazine Publishers: www.faep.org
European Magazine Media Association, www.magazinemedia.eu
European Newspaper Publishers' Association: www.enpa.be
European Publishers' Council: www.epceurope.org
Federation of European Direct and Interactive Marketing: www.fedma.org
National IABs - http://www.iabeurope.eu/National-IABs.aspx
World Federation of Advertisers: www.wfanet.org

Surveys
Special Eurobarometer 359:
"Attitudes on Data Protection and Electronic Identity in the European Union"
http://ec.europa.eu/public_opinion/archives/ebs/ebs_359_en.pdf

Special Eurobarometer 342:
"Consumer empowerment"
http://ec.europa.eu/consumers/consumer_empowerment/docs/report_eurobarometer_342_en.pdf