



## Case study Online advertising: New types of traditional online advertising

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The Czech Internet is waking up again. The current status of our internet population could be described by this phrase. The number of households that are online is dynamically growing and the internet is an obvious and common part of life not only of the young.

The Internet is used mainly by students, businessmen, managers, people with university education and people with higher incomes. Therefore it is no surprise that the internet is considered a perspective and prosperous type of media. The year-on-year increase of the investments into online advertising reaches about 25%, making the internet the media with the best long-time investment dynamics. There are many new possibilities and ways to use the internet and the terms like viral advertising, advergaming, pay per click, SEO, SEM, micro-sites, community, Word of Mouth, Trendsetting, WEB 2.0 and others are common in today's online marketing.

### Interesting statistics win against prejudice

The banner is an even more common and entirely traditional form of interactive advertising. But how can its possibilities be used at the best? Does it even have a chance to succeed in today's online world? We are living in an era when online advertising is not perceived as typical media space anymore. The borders between advertisement and other forms of online communication are slowly disappearing and offer new ways of targeting, interactivity, linking and long-time cooperation with the customer. How is the traditional online advertising doing in this competition of new possibilities?

Most clients use banners only as complements in a larger media campaign and they do not devote much attention to them. Large media agencies do not consider advertising on the internet a priority and its placement and content is usually treated only as a marginal question. Some clients are also afraid of using new and untried procedures. In this way

they do not take advantage of the possibilities the internet world offers. As a result, the both the content and the graphical appearance of these advertisements are unimpressive.

*„The visually unconventional format is a good choice when fighting „banner blindness“. During the campaign „100 000 free mascaras“ for the company Rimmel, we used atypically „oblique formats“ of the banners in combination with the i-layer created with the mascara Volume Flash. Thanks to the campaign, the 100 000 Rimmel mascaras were given out in 14 days and the company gained contact data of more than 400 000 new customers.*

These are the main reasons why we hear very often that the traditional internet advertising does not work anymore and that the users have some kind of „banner blindness“. Before trying to overthrow this deep-seated information, it is interesting to remind of a few numbers the Czech internet polls give.

More than 77% of the internet users accept internet advertising as a compensation for the free access to information and services. Almost 60% of the users perceive internet advertising as a source of information and 80% of the users actually click on it. Another interesting finding is the fact that 46% of the users would appreciate the chance to buy the product directly after clicking the advertisement.

However, the client is persuaded from all kinds of sources that traditional internet advertising does not work and quick purchases of online space as part of the multi-platform media plans even support this conviction. Why is the efficiency of online banners so low and why do click-ones reach such low figures? Our experience shows something different.

## Efficiency

Banner advertising works; however, it needs special attention. It is always necessary to perceive it as a separate campaign and not only a complement to television or press. It should be followed from the first creative idea until the last number in the media plan. The possibilities of banner advertising are in many ways incomparable to those of standard media. As an example, we offer the comparison with a TV advertising spot. The average time when the user watches one website is significantly longer than the maximum 30 seconds of the spot. The user can return to the information on the internet (and he often does). He receives the kinds of information he needs, the targeting and impressing possibilities are wider and the user can react immediately (communication, purchase, acquiring data etc.). In addition, the most interesting target groups are online right now.

Let us try to define the key factors that must be kept in order to achieve a high efficiency of such advertising. The simplicity and directness of the message is the crucial key to succeed. We should also focus on the user's interests, meaning interactivity and the possibility to communicate immediately. Another important skill is the use of new formats, atypical placement of the advertisements. The final important parameter is a creative and precise approach to the media plan. But how can we find out what the correct approach for our target group is? As for any other project, a detailed media analysis is important. This analysis defines the choice of the form of communication, the correct targeting, the amount of cohesion with the general conception of the campaign and other secondary steps to increase the efficiency of the advertising. Only then the starting position is achieved and we can try to choose the best recommendations and solutions for the client.

*„During the campaign „Withdraw from ATMs for only 6,90“, we opened a whole new room for advertising and we offered the product directly in the purchasing space: in the e-shops. The users did not perceive the campaign as advertising, they considered it one of the products that can be purchased in the e-shop. The average CTR reached the incredible figure 20%.“*

#### Examples attract

The best recommendation are real examples that really worked. They appeared at the right time in the correct place and they spoke simply and directly about the topic.

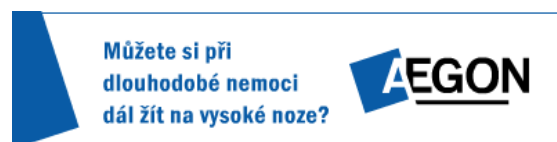
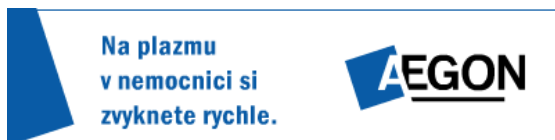


As one of the first examples, we state the campaign „Save the good old Czech beer“ for the brewery Budějovický Budvar, where we used atypical creative banners in the style of press communications with significant headlines. During the whole duration of the campaign, the CTR was between 2 and 6%!



Another successful campaign „Loading“ for Karneval Media addressed the user exactly in the moment when the message was the most relevant for him. It is a direct interconnection of the requested action and the content of the advertisement. This campaign had an average CTR over 2% and it contributed to the sale of internet connections.

High interactivity is another way to attract users and make them participate (people like to play). The communication must be pleasant, unforced and it must combine the source of information and amusement.



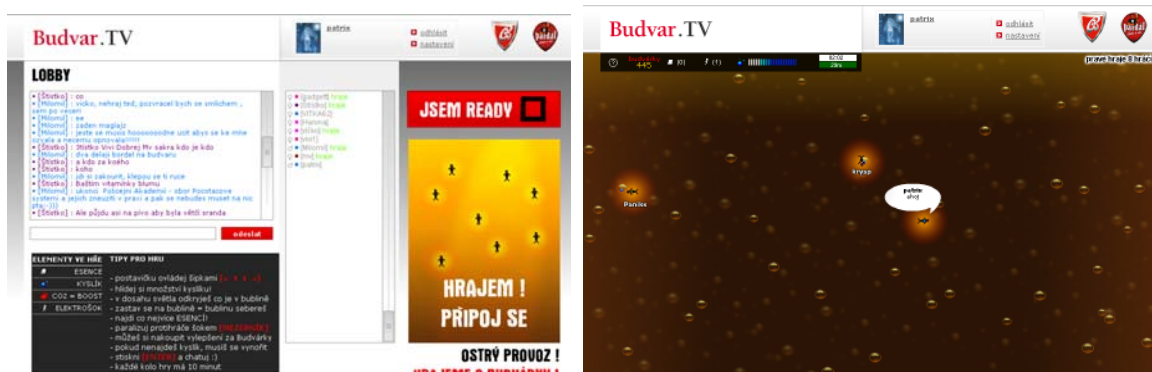
This kind of communication was the main tool during the campaign „Aegon Premium“. The first message was a provoking information in banners that was further unfolded into an interactive configuration of life insurance. As a result, the wishes of the client were satisfied in a time shorter than planned.



The campaign „Practice taste, not persistence“ for Budvar is actually an online tool for the correct tasting of beer done in the form of a game. The interactive banners showed online what the players wrote. During the one-month campaign, more than 1500 players wrote a comment. The game itself was played by 7500 users.



Another example of a campaign based on high interactivity is the campaign „Adidas soccer“. It is based on an online soccer game connected with a contest where a trip to the finals of the Champions League is the prize. It is also related by a direct communication with the selling points.



The main item of the campaign „Beer depth“ of the brewery Budějovický Budvar is one of the first online multi-player games in the Czech Republic. The campaign was created to promote the community on the Budvar website. During the campaign, 17228 10-minute games were played. The 10 top players spent 282 days of net time playing.



The campaign of the bank eBanka, „Withdraw from ATMs for only 6,90“ was really impossible to overlook. We used an interactive credit card using the searching line of the search engine and the following in-layer fully covered the homepage of the main Czech search engines. The atypical and unexpected placement of the advertisement is another option of the unconventional approach to traditional online advertising. During the campaign „Withdraw from ATMs for only 6,90“, we opened a whole new room for advertising and we offered the product directly in the purchasing space: in the e-shops. The users did not perceive the campaign as advertising, they considered it one of the

products that can be purchased in the e-shop. The average CTR reached the incredible figure 20%!



**Canon**

Tiskněte s Canonem

#### Cestovní kino: Test sedmi přenosných DVD přehrávačů

06. 03. 2007, [Časopis Computer](#), [Martin Stanislav](#) **formát pro tisk Canon**

Přenosné přehrávače filmových DVD, ale i formátů DivX a Xvid, jsou ideálními společníky cestách. U přehrávačů s podporou digitální televize DVB-T se pak v zahraničí nebudete například, že zapomenete své oblíbené filmy doma.

The campaign „Print with Canon“ was based on a direct contact with the user exactly in the moment when he was using the product, i. e. in the moment he was printing. Its unique aspect was the impact into the real world - the advertisement got on every printed page! As a result, the Office Colour solutions' sales rose by more than 100%.

#### Timing is the key

The last step for the success of your campaign is the optimal timing and targeting. It is also important to approach the media plan in a creative way, to analyze an optimal media mix, to divide the media plan both territorially and professionally. It is ideal to have variability in time (using floating data in the media plan). In this way, even better results can be reached. In the campaign „Print with Canon“ we created a variable media plan with regular weekly optimizing based on the obtained results in the different medias and formats. In this way we obtained steadily rising CTR during the whole duration of the campaign.

In conclusion: does traditional online advertising work and does it have sense to use it? The internet is a variable, playful, creative, open and interactive media. And your advertising can be just like it! And this can work even in a situation when you can not use other medias or when your budget is limited. It is important to give your advertising enough attention and especially to work with professional agencies specializing in online advertising. In this way, your advertising will have everything needed to be efficient and successful.



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