Click-through TV

The Real Media Advertising Solution
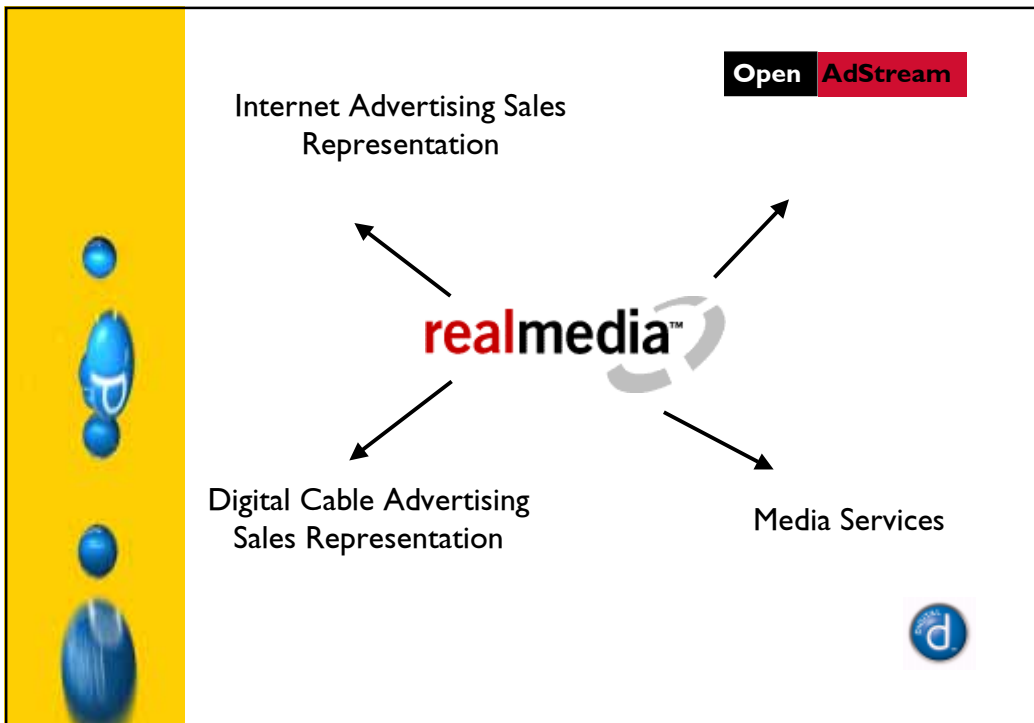
Julia Terry
DTV Sales Manager, Real Media

CABLE & WIRELESS

Content

- Real Media
- Why banners work on TV
- The CWC Banner proposition
- Getting started
- Setting your criteria for measurement
- Scheduling and targeting
- Reporting
- Costs
- Next steps!

Open AdStream

Internet Advertising Sales
Representation

realmedia™

Digital Cable Advertising
Sales Representation

Media Services

Why banners work on TV

- Superior advertising proposition
- Preselected information
- Engaging & entertaining environment
- Uncluttered environment
- Under-exposed audience (novelty value)
- First mover to market advantage

Why banners work on TV

		TV Banners
TV	Mass market	✓
	Sophisticated A/V experience	✓
DM	Targeting	✓
Local press & radio	Localised	✓
Internet	Direct sales opportunity	✓
	Ongoing personal relationship	✓

CWC Inventory
Interactive Content Areas
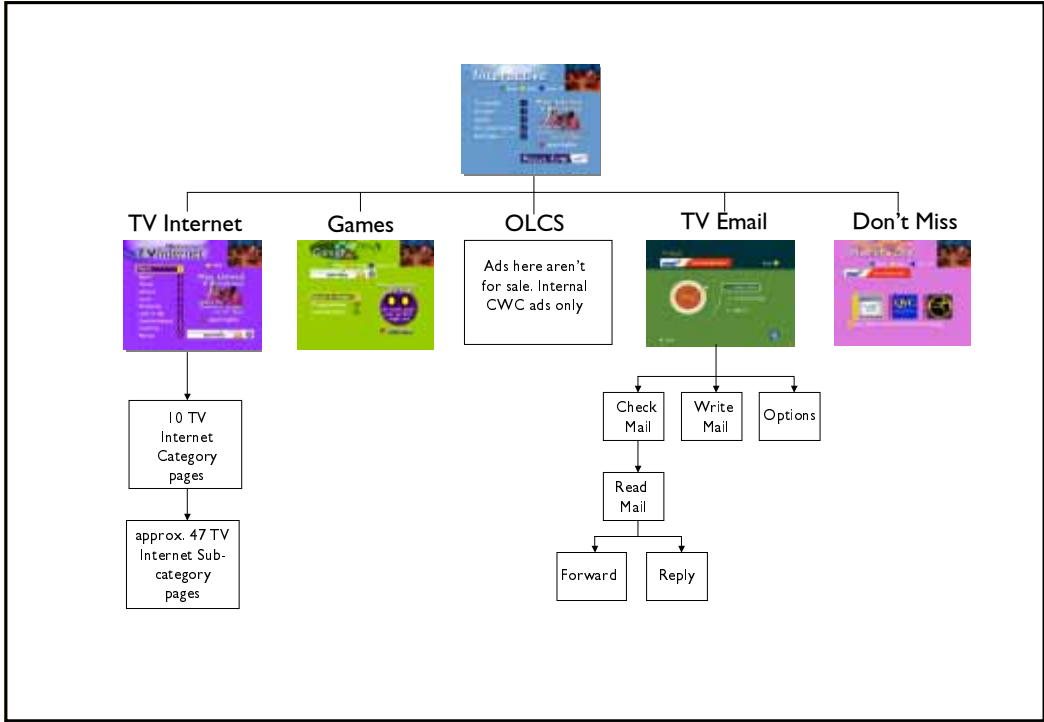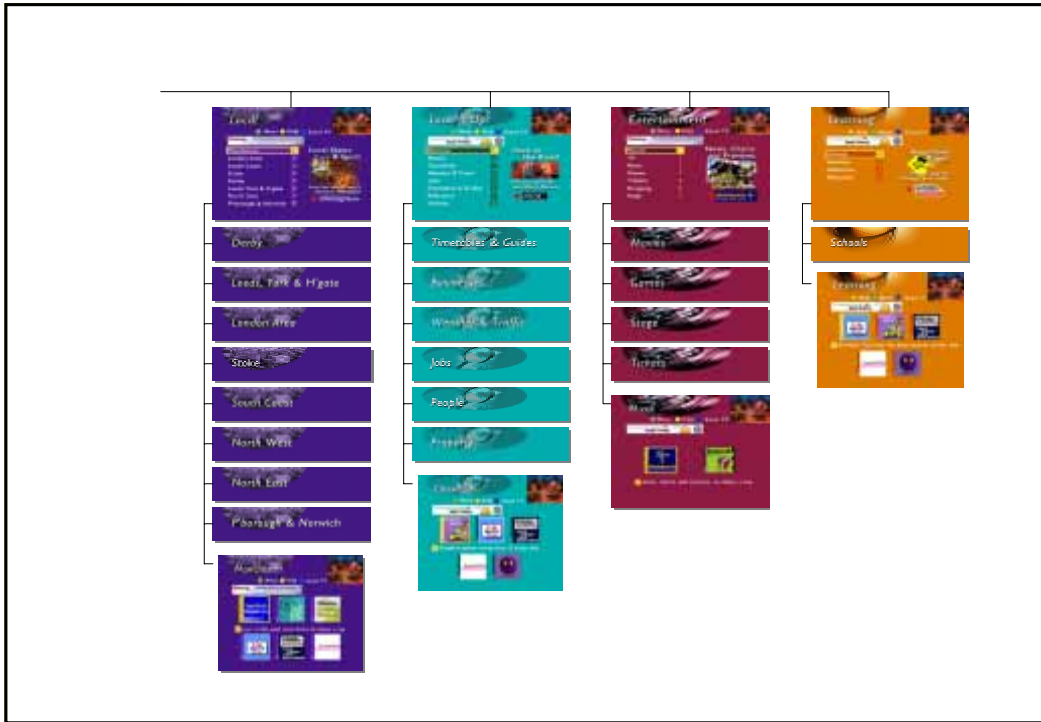
Diagram 1 (top):

Interactive

TV Internet — Games — OLCS — TV Email — Don't Miss

OLCS: Ads here aren't for sale. Internal CWC ads only

TV Internet → 10 TV Internet Category pages → approx. 47 TV Internet Sub-category pages

TV Email → Check Mail — Write Mail — Options

Check Mail → Read Mail → Forward — Reply

Diagram 2 (bottom):

Interactive — TV Internet

Travel — Shopping — Sport — News

Travel: Weather & Traffic, UK Breaks, Flights, Skiing Holidays, Timetables & Guides

Shopping: Electrical, Home & Garden, Banking & Insurance

Sport: Cricket, Tennis, Golf, Motor Racing, Rugby, Football

News: Local, Money, Weather & Traffic

Banner environment

Banner environment

Banner environment

Getting Started

- Agency co-ordination and structure
- Real Media to provide consultancy
  - media planning/buying
- CWC provide creative guidelines & templates creative/production

Setting your criteria for measurement

- This should be set according to advertising strategy
  - driving traffic
  - e-commerce revenue
  - customer acquisition

Setting your criteria for measurement

- In order to increase ad effectiveness and develop critical integrated marketing skills, advertisers must further balance and more tightly synchronize their on and offline campaigns
- Data management is essential for campaign success

Setting your criteria for measurement

- Advertisers require their agencies to become experts in data analysis
- The number one factor motivating users to submit their info was a guarantee that the site wouldn't misuse their data (65%)*

*Jupiter Communications

Open AdStream Scheduling

- Scheduling
  - Specify what will cause the beginning & end of the campaign (impressions/clicks/date)
  - Control weighting and smooth delivery of campaign
  - Cap frequency of delivery
 - Specify channel/category to which the campaign is delivered

OAS Targeting

- Future Targeting
  - By cookie values (profiles/preference flags/
  - region/postcodes etc)

Standard Reporting

- Summary information within the standard report would include:
  - An Executive Summary – the time period of the report, total impressions and selections, average daily impressions and selections, and total ad impressions and selections.
  - A Campaign Summary - proposed start and end dates, scheduled impressions or selections, cost per thousand impressions or selections.
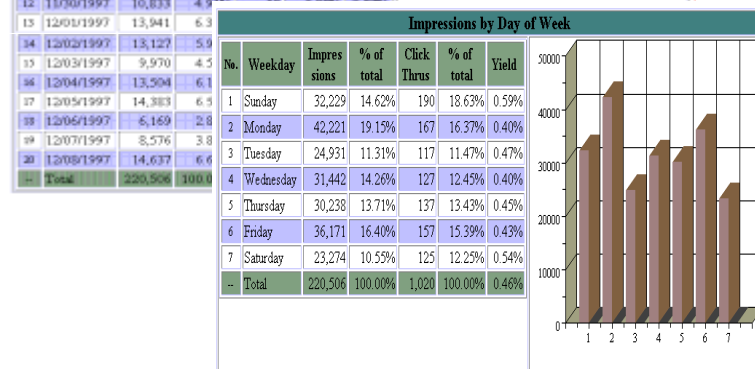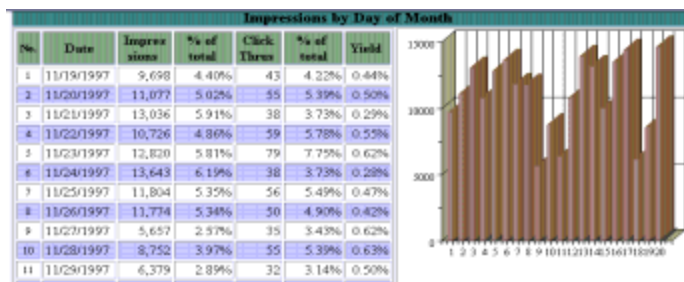
Detailed reporting

- Total Impressions by content area
- Impressions by each individual content site
- Impressions and selections by day of month, day of week and hour of day

Banner advertising costs

Page	Description	£cpt
Run of Content Area	All pages	£35
IMM	Interactive main menu	£35
Interactive Channel Email, games & Don't Miss	e.g. 'Travel'	£40
Interactive Channel Category Page	e.g. 'Skiing'	£45
Sub-Category	e.g. 'flights'	£50

Next Steps!

- CWC trial
- Real Media consultation

Click-through TV

Developing your campaign

Susanna Kleeman
Producer
Cable & Wireless

Overview

- How to develop your campaign for publication on CWC content areas
- Our development tools
- Our submission processes

The three components

- Developing an advertising campaign for our platform means creating three components:
  - A banner
  - A clickthrough
  - A well-formed URL

Banners

Banners

- Banners appear on CWC's inventory
- They are these dimensions:
  - 346 by 46 pixels
- And this weight:
  - no more than 12k

Banners: permitted media

- Banners CAN be GIFs, animated GIFs or JPEGs
- Banners CANNOT be anything else
- Banners CANNOT have any functionality

Banners: media checklist

GIFs	✓	Audio files	✘
Animated GIFs	✓	Video files	✘
JPEGs	✓	Shockwave	✘
HTML	✘	Flash	✘
JavaScript	✘	other media	✘
Java	✘		

Banners: general tips 1

- Images look different on TV
  - Resolution is different
  - Detail is lost
  - Colours need to be treated with care
  - Computer-web executions must be simplified and enlarged
- Treat JPEGs

Banners: general tips 2

- Use our version of Emmy (Liberate's emulator) to view your banners
  - Download Emmy from our web site
  - Hook your computer up to a TV
- Read about designing for TV at our web site: www.digitalcabletv.co.uk

Banners: animation tips

- Use fewer frames
- Make animations less speedy
  - Set-top box is slower than Emmy
- Explicitly instruct finished frames to discard
- Beware of anomalies if you use Fireworks

Banners: text tips

- Make text bigger
  - 24pt is our recommended minimum
- For text colour, use the background colour lightened or darkened
  - Never use clashing colours
- Put shadowing behind text
- Invite users to click on the banner
  - Press "OK", never "Select"

Banners: examples

- Available at our web site:
  www.digitalcabletv.co.uk/advertising/advertising.html

Banners: the process

1 Create your banner

2 Send it to RealMedia for technical
approval:
- ukdtvtraffic@realmedia.com
- Put "CWC banner" in subject field

3 Wait for confirmation of acceptance

4 If rejected, redo your banner and
resubmit to RealMedia

Clickthroughs

Clickthroughs

- Clickthrough destinations are either TV Internet sites or microsites
- If you have a live TV Internet site, then your banner can click straight through. Just choose which page.
- If not, create a microsite

Microsites

- Microsites = mini sites designed using CWC microsite templates
- Templates are available for download from:
  www.digitalcabletv.co.uk/advertising/advertising.html

Why use templates?

- Guaranteed to work

- Accomplished design

- Easier to develop

- Faster to sign off

- Less expensive

Using our microsite templates

- Don't modify our code!
  - Bullet-proof tested
  - No Producer resource for development
- Code is commented with instructions
- Modular templates
  - Mix and match
  - No scrolling
- 15 page maximum per site
  - Give a specific product focus

Microsite templates: customising

- Elements you may add:
  - Graphics: foreground and background
  - Live text
  - Links within the site
  - CGI scripts
  - Form elements
- Elements you may not add:
  - Other HTML
  - JavaScript

Microsite templates: customization checklist

GIFs	✓	JavaScript	✗
Animated GIFs	✓	Java	✗
JPEGs	✓	Audio files	✗
Live text	✓	Video files	✗
CGI scripts	✓	Shockwave	✗
Links	✓	Flash	✗
Form elements	✓	other HTML	✗
HTML colour	✓	other media	✗

Microsites: template example

How it looks:

Microsites: template example
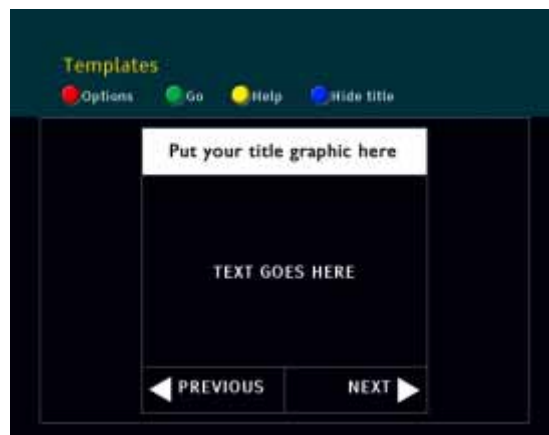
Microsites: template example

- The source code

```
<html>
<head>
    <title>Template 04</title>

<!-- THIS IS A SMALL SIMPLE TABLE SET IN THE MIDDLE OF THE PAGE -->
<!-- CUSTOMISABLE ELEMENTS : -->
<!-- PAGE COLOUR/BACKGROUND IMAGE, TABLE BACKGROUND COLOUR/IMAGE, INNER TABLE BACKGROUND COLOUR/IMAGE -->
<!-- TITLE GRAPHIC, NAVIGATION GRAPHICS, LINKS, TEXT COLOUR, TABLE BORDER -->

</head>

<!-- CHOOSE YOUR COLOUR VALUE OR INSERT BACKGROUND IMAGE; DEFAULT IS HTML BLACK -->
<body bgcolor="#000000">

<!-- THIS IS THE OUTER TABLE. CHANGE THE BORDER VALUE TO ZERO -->
<table width="640" height="400" border="1" cellspacing="0" cellpadding="0" align="center">
```

Microsites: ecommerce

- Your transactional system works as it would on the Web
- Two sorts of cookies:
  - session cookies
  - long-term cookies
    - write them to a database

Microsites: useful products

- Be kind to users without keyboards
- No automatic way to know users
  - use a postcode look up service
    - e.g. www.qas.com
- Use telephone services
  - e.g. www.clicktocall.co.uk/
          www.callme.co.uk/

Microsites: how to develop

- Read about general TV design tips at our web site: www.digitalcabletv.co.uk
- Use our version of Emmy (Liberate's emulator) to view your microsite

Microsites: live text tips

- One system font: Tiresias
- 24pt minimum
- Use **bold**

Microsite clickthroughs:
the process

1 Create your microsite
2 Email the URL to CWC for technical
   approval: digitaltv@cwcom.co.uk
   – Put "Ad microsite" in the subject field
3 Wait for confirmation of acceptance
4 If rejected, redo your microsite and
   resubmit to CWC

TV Internet clickthroughs: the process

1. Choose which page the banner will link to, or create a new page
2. Email the page URL to CWC for technical approval:
    digitaltv@cwcom.co.uk
    - Put "Ad TV Internet" in the subject field
3. Wait for confirmation of acceptance
4. If rejected, redo page and resubmit

URLs

What's a well-formed URL?

- A URL that fits these criteria:
  - It's a domain entry, not an IP address
    - e.g. www.cwc.com/banners/
  - Your clickthrough sits behind it at all times and never moves
- Make sure you give us all your URLs!
  - Even for your CGI scripts

Summary

Hosting summary

- RealMedia hosts your banner
- You host your clickthrough (microsite or repurposed web site)
- You convey your URL to Cable & Wireless
- CWC conveys your URL to RealMedia

Process summary

- Send your finished banner to RealMedia: ukdtvtraffic@realmedia.com
- Send the final URL of your finished clickthrough to Cable & Wireless: digitaltv@cwcom.co.uk

How do I know my campaign is ready for publishing?

- When these two things have happened:
    1 RealMedia has approved the banner
    2 CWC has approved clickthrough and URL
- RealMedia will let you know when everything is ready to go

General thoughts

- Visit our web site for more details and examples:
    – On advertising
    – On DTV design and development in general
- Give users a fun and interactive experience
    – They may never have been online before

Click-through TV

Producing the first TV advertising banner & microsite on Cable & Wireless

Anna Prosser
Head of Client Services, Grey Interactive TV

Objectives

- Share knowledge & experience
  - Working with an agency
  - Creating a successful and impactful banner & microsite

Contents

- Grey Interactive TV
- Working with an agency
- Criteria for success
- Case Study – Pantene P&G

Grey Interactive TV

- Who are we?
  - UK's 1st full-service Interactive TV agency (Est. Jan '98), focused solely on Digital, Interactive TV accounts
  - Mixed skill set encompassing strategic brand development, through the line creative resource & deep technical understanding

Working with your agency

- Agency developed comprehensive three stage process to meet requirements
- Stage 1
  - Strategic development
    - Identify advertising objectives & target
    - Identify brand proposition
    - Establish required responses from target

Working with your agency

- Stage 2
  - Creative development
    - The BIG advertising idea
    - Navigation & visualisation
    - Creative production & testing
- Stage 3
  - Technical development
    - Build of service
    - Integration with database & fulfilment
    - Testing

Criteria for success

- Clearly communicate consumer benefits & reward
- Enticing 'hook' to draw consumers in
- Eye-catching and simple creative
- Ease of navigation
- Clear instruction
- Motivate and entertain

The Future

- Understanding and listening to consumers
- Building long term mutually beneficial relationships
- Rewarding consumers
- Constantly innovating to entice & motivate

Pantene case study

- Background
  - Initial research project to understand consumer propensity to interact with TV banners & microsites
  - Learning project for P&G, not a precursor to a national roll-out
  - Non-templated creative
  - Open Adstream solution not used

Pantene case study

- The Objective
  - Trial of Pantene product

- The Mechanism
  - Offer a free sample of Pantene & a personalised hair diagnosis in exchange for data from the consumer

Pantene case study

- The Creative Concept
  - Microsite
    - Personal hair care advice with a free sample offer
  - Banner - 3 executions
    - **'Free' message** - Free hair care advice & sample
    - **Intriguing** - Why be dull when you could shine?
    - **Promise** - Transform yourself/your hair in just 3 minutes

Initial Pantene results

- 60,000 visits in a 5 week campaign
- Over 30,000 individual cookies launched
- Approx. 50% completed questionnaires
- 70,000 subscribers at beginning of test
- 78,000 subscribers at end of test

Pantene navigation

Banner

↓

WELCOME

↓

QUESTIONS

↓

PERSONAL DIAGNOSIS & HAIRCARE TIPS

↓

FREE SAMPLE OFFER

Looking good isn't cheap, it's FREE

Why be dull ...

Closing Remarks

- Consumers have accepted the concept of interaction with brands via TV
- Place brand management at the heart of the development
- Establish criteria for success
- Prepare to invest in consumer research for your category
- Present consumers with a clear benefit and reward for their interaction

any questions?

all presentations available later this week
www.digitalcabletv.co.uk