

Mobile Creativity FAQ 2017



Internet
Advertising
Bureau
UK

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1. What are the standard formats for mobile advertising?

Current guidelines

For a number of years the IAB UK has promoted the use of the [‘IAB/MMA Mobile Phone Creative Guidelines’](#) which have been continually adapted and updated (for example to include HTML5). These formats are an industry recommendation and include specifications for everything from a mobile banner ad, through to a rich media interstitial. It’s worth noting that not all publishers adopt these guidelines without modification relative to their own unique business offerings.

Guidelines the industry is moving towards

Given the changing nature of the market, as well as the changing nature of the consumer, the decision was made last year that the current guidelines needed to be refreshed. This is in response to the fragmentation of screen sizes which has made it harder for brands to create ads that work seamlessly across all devices. Get yourself familiar with the [‘IAB New Ad Portfolio’](#).

The new formats are defined by aspect ratio (think 1 Tetris block wide by 4 high) instead of fixed pixel sizes so they adapt to different screen sizes. Fewer, adaptable ad sizes, just a neat set of ratio based formats. For more information about the new portfolio check out our digestible FAQ [here](#).

We are currently in a transitional period and will be communicating exactly how to go about adopting these new formats over the course of the year. Make sure you keep an eye out for news and updates which we’ll be pushing through our website and social channels.

2. What is mobile rich media?

Mobile rich media is an interactive ad unit served in mobile web or app that uses HTML5 to create richer and more engaging user experiences. Whether it's the inclusion of video or audio content, animations or gaming elements, rich media creative offers users the chance to engage with brands in a much more interactive way. Such an example might include shaking a phone to fizz up a soft drink in the creative, or having the ability to look around the interior of a car.

With this comes a variety of new measurement metrics including dwell time, video play rate and points of engagement, allowing advertisers more accurate ways of measuring campaign success. Because engagements can be tracked, rich media offers more potential to learn about, and influence, users' behaviour.

3. Is there a difference between mobile web and mobile app advertising?

From a creative perspective, the mobile web and app environment are very similar, and allow you to serve most ads across both. However, there are subtle differences so to help inform your web and app strategies here are some handy hints and tips:

Mobile web

- Mobile web is where users spend time digesting content, reading articles, and searching
- Mobile web is perfect for brand activity connected with search, online shopping and call-to-actions
- Mobile web ads can use responsive design technology to serve a one tag solution lowering the amount of creative inventory required on a campaign

Mobile app

- Consumers tend to spend more time using apps, creating more opportunities to advertise and reach your consumers
- Apps often have greater levels of first party data, especially if a consumer has opted in to share their data
- Ads inside apps can be more creative and fully integrated into the overall look and feel of the app
- However, cookies don't work in app which means 'traditional' tracking methodologies don't work

4. How should I be building mobile video?

Think vertical

Research shows that 98% of mobile users operate their device in portrait mode (Source, Celtra). With this in mind, mobile video should be built vertically to acknowledge the natural device orientation.

The best approach for this is to think about mobile at the start of the creative process, but there are also ways to re-purpose assets built for other channels, such as TV, to make them fit for mobile.

Think sound off

To ensure a pleasant and non-invasive experience, video should start mute on mobile – giving the user the option to turn the sound on. To complement this, additional context should be conveyed in a non-audible medium. The use of text cards as well as the use of subtitles provide suitable vehicles for supplying this additional context.

Think about second length

Keep the message short and sweet. In general, mobile users have a much shorter attention span when using their devices so piquing interest early really pays off. Long form video content (30 seconds+) is unlikely to hold attention, instead the video content must be shorter and convey the message more concisely. A more appropriate length would be around 10-15 seconds.

5. What is the difference between instream and outstream video on mobile?

Instream mobile video

When you view video content in a dedicated player and, whilst watching, you are served a video ad within that video content, this is known as instream.

Instream mobile video comes in 3 formats, both in-app and on mobile web ...

- Pre-roll before content
- Mid-roll during content
- Post-roll after video content

Instream video is generally targeted, and relevant, to the video content it is served against, rather than the page content.

Outstream mobile video

Outstream video on mobile is a relatively new, increasingly popular, format which is growing very fast. The format appears within a publisher's editorial content, often mid article, rather than being served to a video player like instream video.

In essence, an outstream video will commence when the user scrolls within a text environment on their phone, and will pause when scrolling further off the ad to get back to the content.

When it comes to mobile formats, advertisers and publishers should take care of making their outstream videos short, mute, subtitled and, of course, matching the surrounding content.

6. What are MRAID, VAST, and VPAID?

MRAID

Here's the techy bit...MRAID or 'Mobile Rich Media Ad Interface Definitions' is the common API (Application Programming Interface) for mobile rich media ads that run in mobile apps. Basically, what it means is that MRAID compliant apps all talk the same creative language where things like ad expansion, ad resizing, and getting access to device functionality such as the accelerometer are concerned. This makes it much easier for developers to create rich media ads that will work across multiple apps. For more info about MRAID see [here](#).

VAST

VAST or 'Video Ad-Serving Template' provides a common ad response format for video players that enables video ads to be served on all compliant video players. This means that advertisers don't need to integrate lots of different ad tags to be able to serve their video across multiple publishers. For more information about VAST see [here](#).

VPAID

VPAID or 'Video Player Ad-Serving Interface Definition' establishes a common interface between video players and ad units, enabling a rich interactive in-stream ad experience. The two main areas that VPAID covers are providing consumers a rich ad experience and capturing ad playback and user interaction details. For more information about VPAID see [here](#).

Please note; VPAID and VAST often get confused but if you think of VAST as the nuts and bolts of getting your video onto a publishers site and VPAID as the thing that allows all of the cool interactivity, as well as richer analytics.

7. What kind of mobile rich media can I run in programmatic platforms?

Technically any mobile rich media ad can be run programmatically as long as the format is certified and approved by your partners and publishers. If you are building new and innovative creative formats, it's important to work with a partner that has a certification team so you can reach your desired audience at your desired scale either on open exchanges or via Private Marketplaces.

It's also important to note that programmatic provides greater opportunities for personalisation and relevancy through the overlaying of audience data. Knowing more about the audience profile that is viewing the ad allows advertisers to tailor creative to different audiences. This can be as simple as optimising your copy around age and gender, through to using different imagery based on location.

8. What can I do on mobile that can't be done on other media?

There are many exciting things you can do with mobile technology, that you can't do with other media, to reach and wow your audience. Here is a list of a few of our favourites...

- Location targeting, based on latitude and longitude coordinates
- Use the phones unique attributes, such as the camera/gyroscope, to engage the user with fun creative
- Tap to call: with one tap advertisers can initiate a phone call directly from an ad unit
- Use AR & VR technologies for branding and advertising purposes
- 360 video comes to life on mobile
- Mobile also works really well with other media, such as out of home, to provide a digital path to purchase

9. What are the best mobile formats for different campaign KPI's?

Due to the fact that mobile advertising is so measurable there are lots of different KPI's you can set at the start of any one campaign. These could include...

- Installs
- Ad engagement
- Brand awareness
- Driving footfall to a shop
- Conversion
- Site visits
- And much more!

The KPI's you set, and mobile formats you use, will depend on your campaign objectives. If you're running a direct response campaign then 'standard mobile display' formats such as banner ads and MPU's will be the most effective. For brand building campaigns high impact rich media and video formats will see the best results. It's no surprise that the best way to deliver a branding experience is with a format that's large enough to provide visual engagement and delivers enough dwell time to allow consumers to interact with the core brand message.

Above all, anything which naturally mimics classic user interaction on mobile, such as scrolling and swiping, will have the best chance of success.

10. Where can I find more information about mobile creativity?

- [Creativity in Mobile thought leadership piece](#) (IAB Mobile Steering Group)
- [IAB Mobile and Tablet Gallery](#) (member examples of great creative)
- [IAB Mobile Ads Unite research](#) (consumer attitudes towards mobile creativity)

Top tips about mobile creativity from our IAB Mobile Steering group members

"Mobile videos should be originally created for different devices, otherwise in the end we may get Frankenstein instead of Prince Charming."

Tatiana Filimonova, Business Development Director, All In One Media

"Make the most of the mobile functionalities such as shake sensitivity, touch screen, microphone, camera, location and the fact that mobiles are the devices people use to organise all aspects of their everyday lives."

Jamie Hall, Creative Manager, Blis

"The key to successful mobile ads is in building creative that's both relevant and engaging to your customer. If you have to force customers to view generic ads, you're about to lose their attention."

James Christie, Product Specialist, Celtra

"Google's Brand Lift Studies can be used alongside video analytics to compare the impact of different creative treatments on different devices."

Gerald Breatnach, Industry Head, Brand Planning, Google

"Take a 'mobile first' approach to designing the creative, just because you have a great TV ad doesn't mean it's right for mobile video. Factor in things like screen size, creative weight and the context of users consuming on their devices."

Naomi Hands, Director of Commercial Partnerships, Somo

"Mobile has an abundance of unique features, native to the handset - the camera, touch screens, gyroscope, compass, to name just a few. When these are leveraged fully within the creative execution they can bring the campaign and the channel alive like no other. There is also a wealth of unique data associated with mobile, both within the bid stream and from third party data sources. Marrying these two assets together and then layering in programmatic execution, which enables Dynamic Creative Optimisation (DCO), is the holy grail for a more unique and personalised advertising experience. This is something those in the mobile adtech side of the industry have been championing for 10 years now and we're, thankfully, starting to see more campaigns take this all-encompassing approach."

Gavin Stirrat, Global Managing Director, Voluum

"Whether it's creating highly personalised ads that speak differently to different people or using campaign learnings to create richer and more rewarding user experiences, data is your most powerful tool for driving creativity."

Rowan Newman, Head of Creative, Weve Source

"Mobile allows for interactivity and is personal, so the data enables one-to-one relationships, enhanced by the fact that these devices are with us all the time. This wealth of data also makes it possible to measure much more on mobile than on other channels."

Emelie Löfdahl, Business Area Manager, Widespace

With thanks to everyone who contributed...

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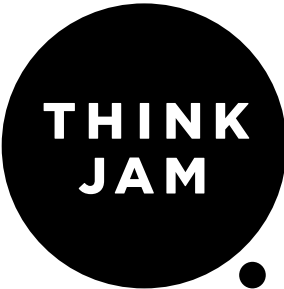
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