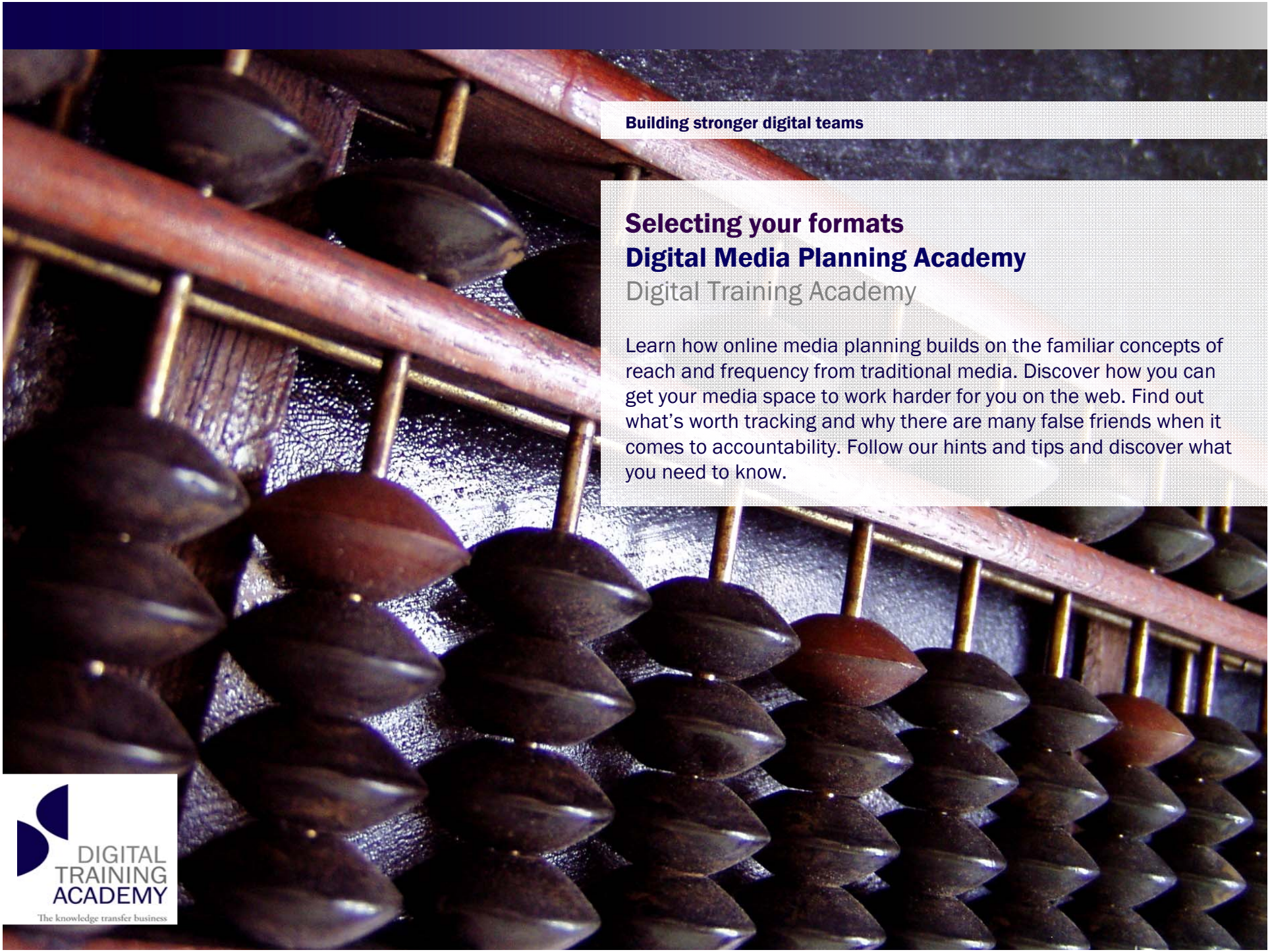

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# Selecting your formats
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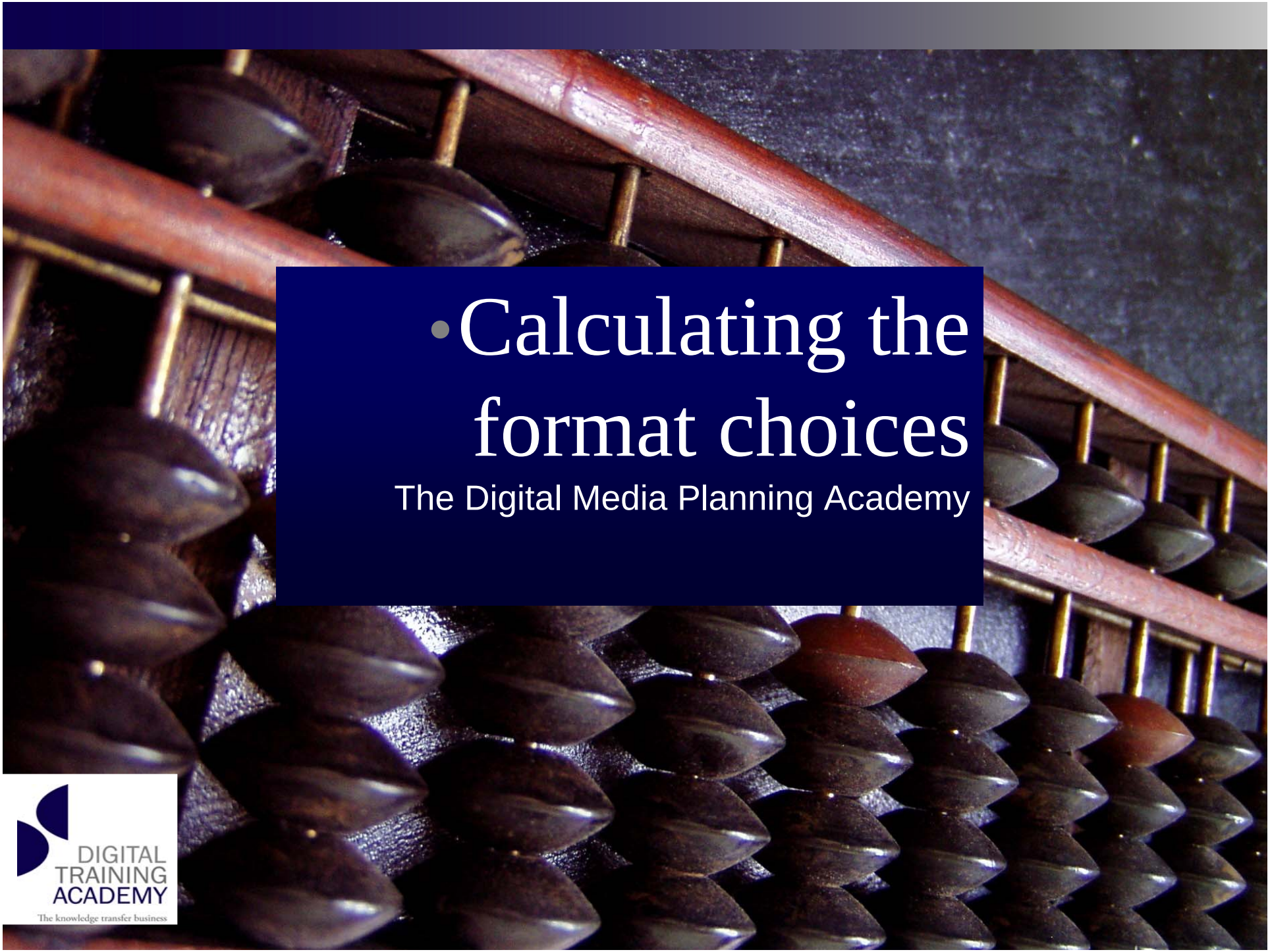

# Calculating the format choices

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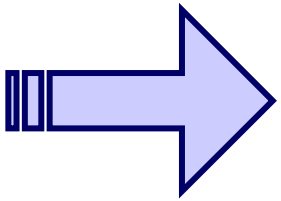

# Format selection

## The right formats for the right job

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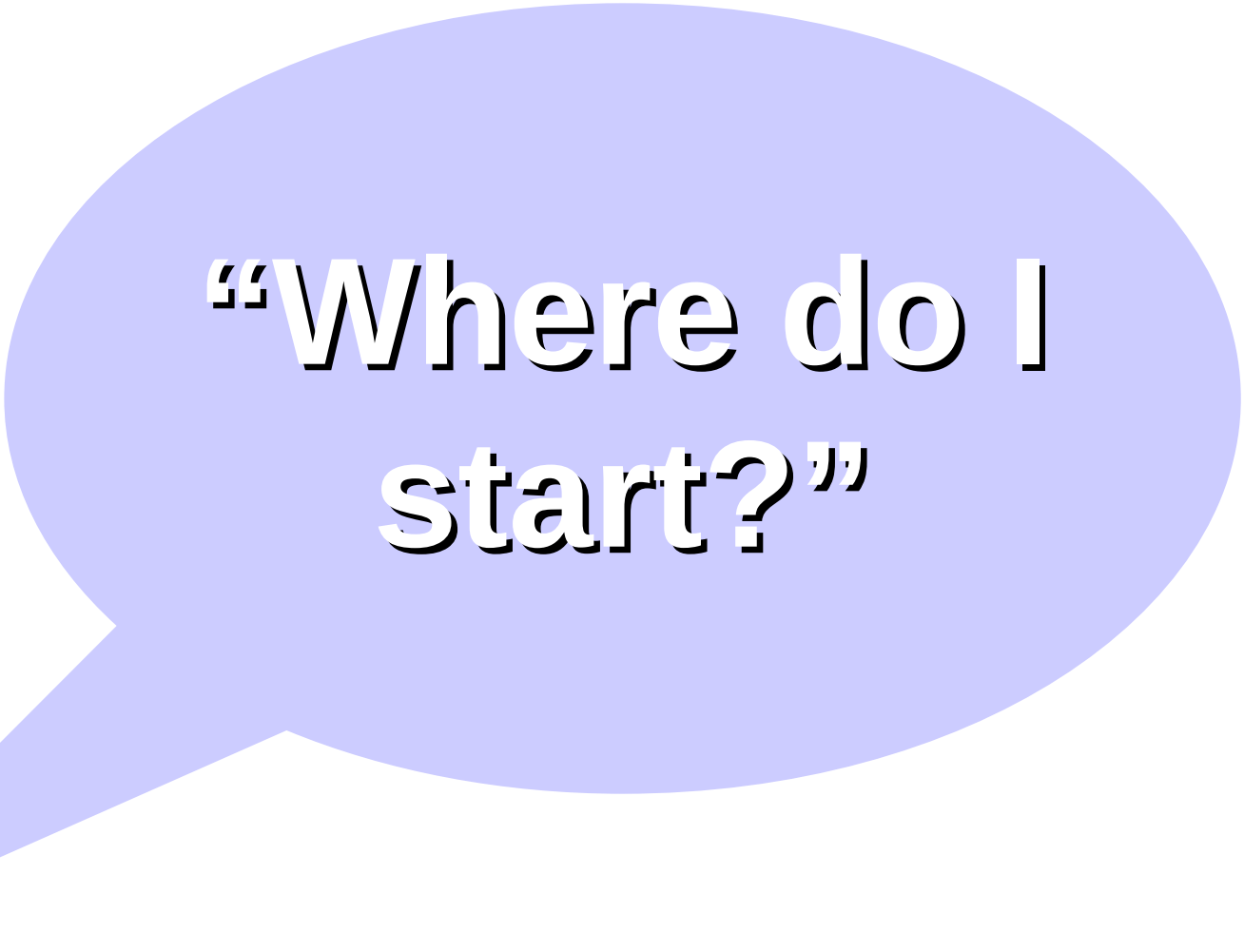
# Question: Online ad formats

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# The Universal Ad Package

160 X 600

180 X 150

300 X 250

728 X 90

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# *A pair of old favourites tried and tested European formats*

**120 x 600 The First Skyscraper**

**468 x 60 Traditional banner**

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# Digital's 16 groups of online marketing formats

1. Search - paid for (PPC) and optimisation (SEO) based approaches
2. Text links, directory listings and 'classifieds'
3. Graphical – embedded (banners, skys, mpus etc)
4. Graphical – interruptive (pop-ups, expandables, rich media etc)
5. Audio and video formats (in-stream, in-banner etc)
6. Sponsorships
7. Brand websites & Microsites
8. Email and ECRM
9. Viral & Buzz
10. Affiliates & Syndication
11. Ecommerce placements & Tenancies
12. PR activity & Online events
13. Social media marketing techniques
14. Widgets & Applications
15. Product placement & Advertorials
16. In-game advertising formats

Remember how formats can be combined together such as a banner containing video, or integrated into a journey such as an email triggering a link to a microsite with a video

Source: www.**DigitalStrategyConsulting**.com 2004, updated 2008

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***Online: 'The sum of all media'***

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# A mirror to classic media and marketing

- Customer acquisition
- Building brand
- Customer retention
- Customer service
- Customer relationship management
- Cross selling and up selling


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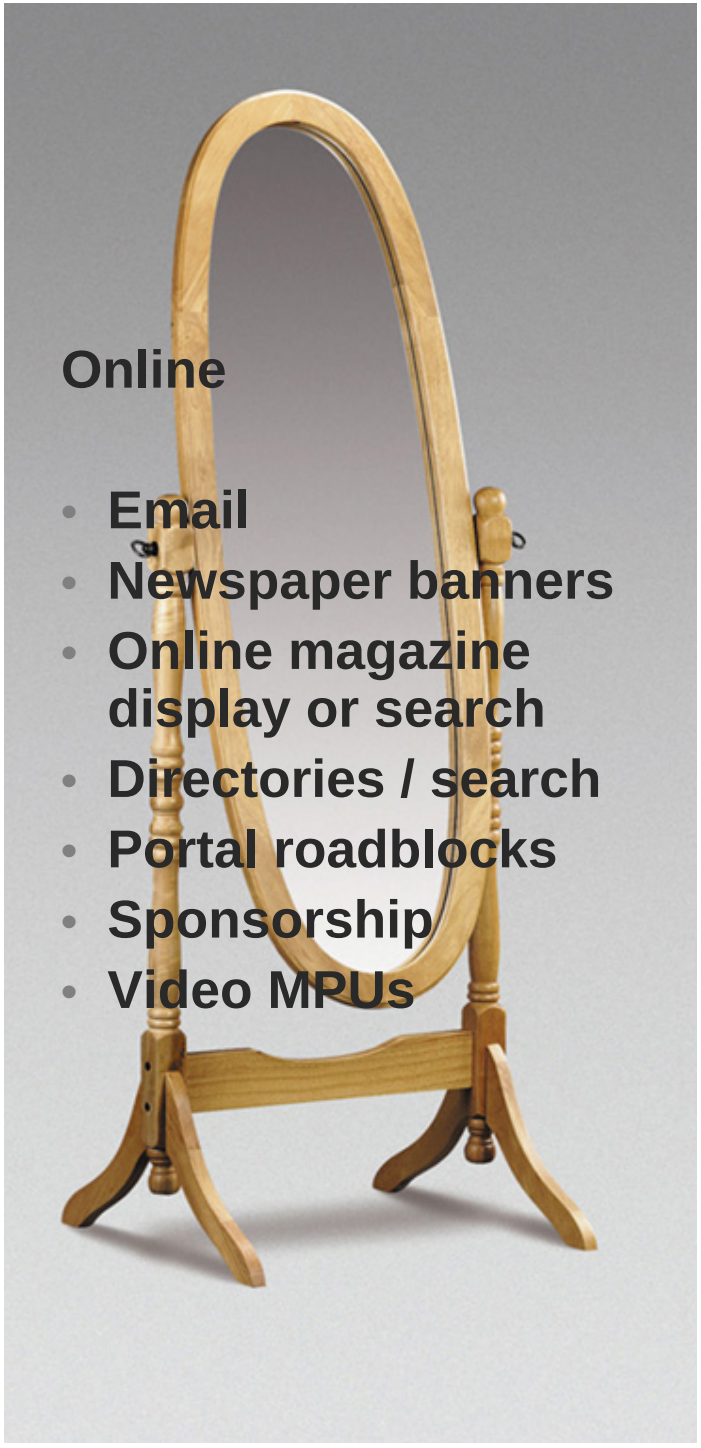


# *A mirror to classic media and marketing*

**Classic media**

- **Postal mail**
- **Newspaper display**
- **Magazine classified**

- **Directories**
- **Outdoor posters**
- **Sponsorship**
- **Video**

***…a few examples to get you started***


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# *A mirror to classic media and marketing*

- **A simple starting point**
- **The web can go much further**
- **If you are new to web marketing, make it easy**

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# Takeout: Mirror

## A perfect mirror for all channels; rethink online, find the online match

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# Digital Training Academy

## Simple lessons

***Ask your questions in the Digital Online Classroom***

*www.DigitalTrainingAcademy.com/**mediaplanning***

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## Simple lessons

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- **Founder: Digital Strategy Consulting**
- **Co-Founder: IAB UK**
- **Co-Founder: IAB Europe**
- **Publisher of the UK's first online newspaper**

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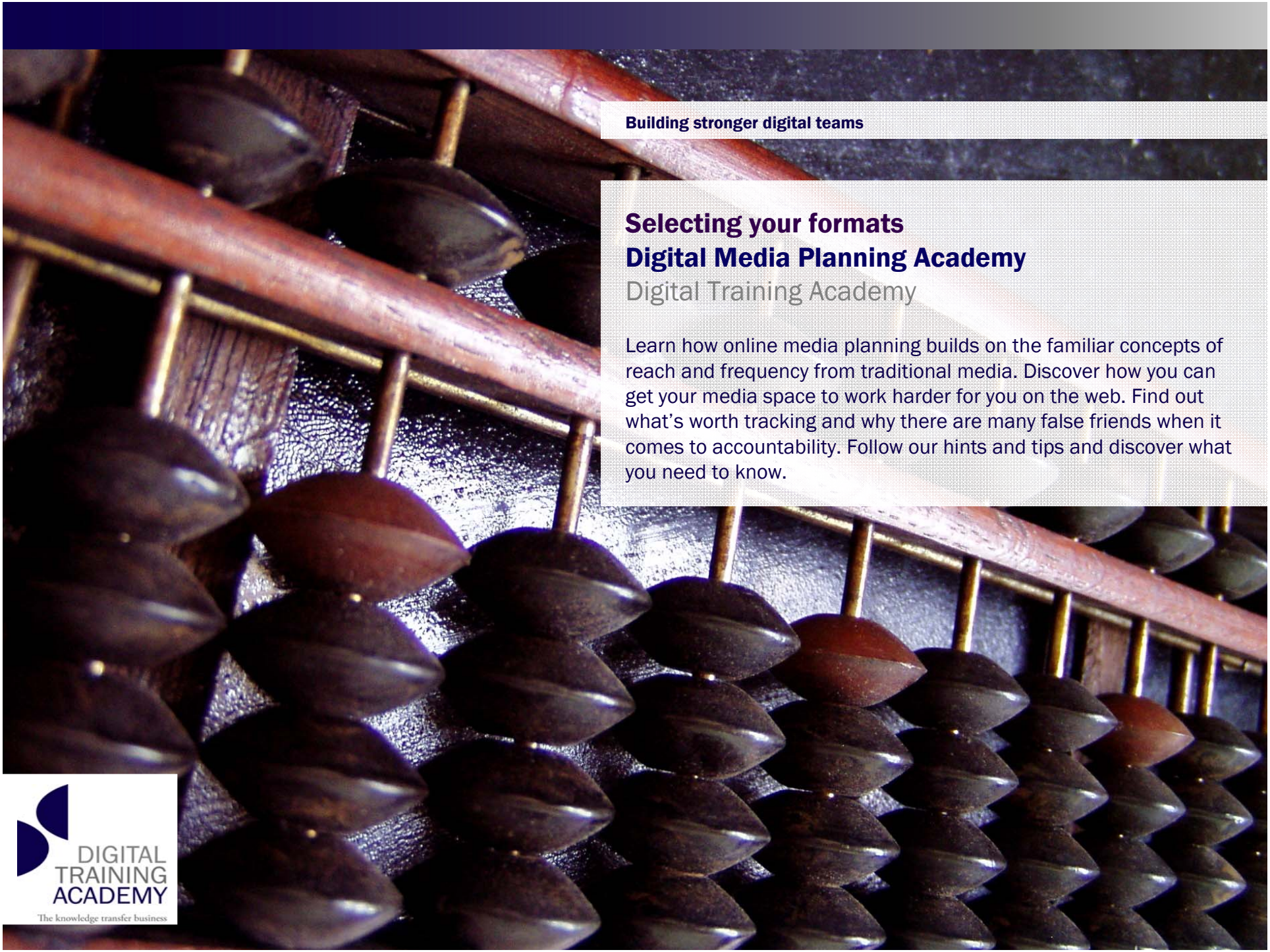

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