

Advertiser 3.0 : How brands are adapting
for the programmatic age.

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Who am I? Gawain Owen

- Until recently spent 5 years working at Nestle and Diageo – Direct experience of Ireland
- Active member of ISBA – The voice of British Advertisers
- Consulted for leading brands, publishers, technology, agencies, events and venture capitalists
- Regular speaker at programmatic industry events focused at brands
- At all times I trust my inner consumer

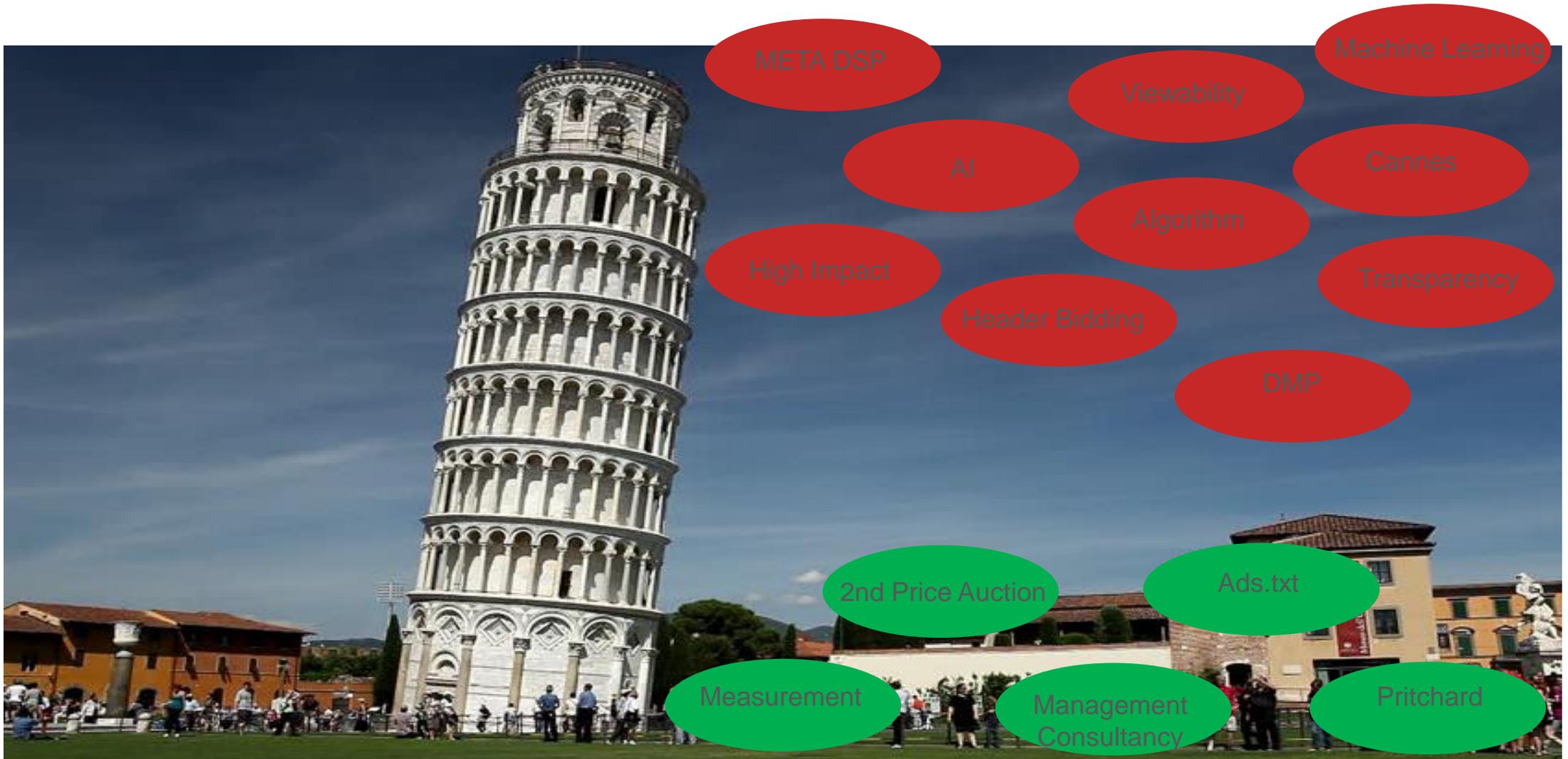
In other words I was the first generation brand side marketer who adopted programmatic and was not afraid to ask questions and share knowledge.

What is on the minds of brands according to ISBA?

- 1) Audience Measurement
- 2) Viewability
- 3) Programmatic Trading
- 4) Mobile Advertising
- 5) Attribution Modelling
- 6) Brand Safety
- 7) Social Media
- 8) Ad Verification
- 9) Ad Fraud
- 10) Data Protection
- 11) online/offline effect
- 12) Data Privacy
- 13) Video Advertising
- 14) Affiliate Marketing
- 15) AI&VR

I BET MANY OF THESE ARE REGULAR TOPICS FOR YOU ALSO!! Discuss

Buzz Word Bingo





The 5 Golden Rules have been put together to offer the solid fundamentals which are often over looked.

Don't be afraid to tell brands they are doing great where appropriate and challenge where necessary.

Golden Rule 1 – Define what programmatic is

- Have a clear definition of what programmatic is to your business e.g. is inventory bought programmatically but charged at a cpm programmatic?
- Who owns programmatic within your business? Could/should be more than one person?
- How does programmatic integrate into other forms of media buying and how will it fuel your future consumer in sites?
- What do you expect programmatic to deliver to your business?

Golden Rule 2 – Establish your operating model

- Collaborative communication with your agency – Agree roles and responsibility
- Understand the technology being used and why. What parts should you own and which should you ask for a login? What will you do with that login? Who ACTUALLY owns the data?
- Pay your agency fairly – programmatic involves many talents. Don't be afraid to ask for the very best talent.
- Do you need 3rd party advice to upskill and offer a considered viewpoint?

Golden Rule 3 – Get to grips with brand safety, ad fraud and viewability

- This is very much shared ownership with your agency partners
- Do you have access/control the whitelist or blacklist and negative keywords?
- Is viewability a consideration?
- Do you understand/influence/own the software being used?
- Ask partners to explain their action plan should ad misplacement, fraudulent activity or low in view occur
- What contingency/communication plan do you have internally if the worst was to happen?

Golden Rule 4 – Publishers are key

- Take ownership of the publishers/networks you work with – You are all consumers yourself. Think of supply chain management
- Remember consumers don't visit websites to admire your adverts!!
- Great content costs money to produce.
- Meet publishers and create win win business opportunities – Think data first and link back to the other golden rules.

Nestlé's programmatic advertising spend with newspaper group Trinity Mirror rose from below £100,000 (\$122,000) in 2015 to £1 million (\$1.2 million) in 2016. That's predominantly due to a new willingness to share its audience data for use across rival publishers.

Nestlé's Pollack: Brands should pay a premium for quality not safety
Brands should acknowledge that with digital media, like any other media, quality inventory comes at a cost, Nestlé's head of media communications for UK and Ireland, Steve Pollack told Media360.

Golden Rule 5 – Be clear on measurement

- Am I even able to measure? Does the software I use for all forms of media buying even allow for this?
- Be clear and concise on campaign objectives --- Direct Response vs. Branding and how do they work together. Do the KPI's even make sense?
- Integrate programmatic into the wider media plan.
- Work with agency partners to define your attribution model and stick to it – Make everyone accountable.

Conclusion



Thank You

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