



Mobile Brand Builders

Mobile In-Page Brand Advertising Formats Suite
Ad Format Descriptions



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Introduction

IAB Europe's **Mobile Brand Builders, a suite of five recommended mobile brand advertising formats**, offer a new branding environment to advertisers. Following on from the [PC and Tablet in-page Brand Builder formats](#) published last year, IAB Europe's Mobile Ad Formats Task Force identified two key challenges in the mobile landscape:

- The landscape of mobile ad formats across Europe is extremely cluttered (verified through a survey conducted by IAB Europe). This means that planning and booking mobile branding campaigns is complex and costly creating an entry hurdle especially for medium-budget campaigns.
- There is a constant growing number of mobile devices leading to a plethora of different screen sizes and resolutions. This results in an increasing number of (device specific) aesthetically unpleasing placement of ads within web pages and apps, i.e. ads originally developed for one screen size appearing on a device with a different screen size.

The recommendation aims to achieve the following objectives:

- Drive brand investment into digital
- Fuel the increase of brand advertising on mobile through Programmatic Trading
- Simplify the landscape of mobile ad formats across Europe
- Reduce the processes and costs related with planning and booking national and Europe-wide brand advertising campaigns

The Mobile Brand Builders form part of the Ad Formats pillar of the **IAB Europe Brand Advertising Framework** (see *page 8*) and were developed through a bottom up approach which consisted of a pan-European survey and desk research to understand the current formats landscape in Europe, and the current recommendations/ standards in place, e.g. the [IAB / MMA format standards](#). IAB Europe also undertook an outreach phase to gather feedback from the local IABs and major mobile DSPs to ensure the recommendation is suitable for the market place.

Mobile display ad formats:

- Full Page Flex
- 300x250
- 300x50
- 320x50

Mobile video ad format:

- 300x169 (16x9 TV compatible)

The key benefits of the suite are:

- Only five formats recommended in total
- Two-phase option (static or dynamic) for all formats to optimally support brand

advertisers' objectives and agencies' creativity

- The only format prescription within the suite is the pixel dimension for the static formats, the rest is a blank canvas giving flexibility to the advertiser/ creative agency
- Recommendation of the already-popular 300x250 format to enable (programmatic) brand advertising across channels
- A 16:9 TV compatible dimension to make brand advertising across TV and digital easier. By providing a 16:9 TV compatible dimension the suite is able to support in-page video advertising
- Compatibility with other format recommendations – the Mobile Brand Builders are compatible with the more prescriptive IAB / MMA format standards and the more creative IAB Mobile Rising Stars
- Best practices to enable effective brand building in the mobile environment (*see page 7*)

Mobile Brand Builders ad formats

Mobile Display Ad Formats

Static ¹ (one phase formats)	Dynamic ² (two phase formats – after user interaction)
Full Page Flex	N/A
300 x 250	Full Page Flex
300 x 50 ³	300 x 300 or Full Page Flex
320 x 50 ⁴	Full Page Flex

Important notes:

Please note, that branding campaigns using the 300x50 and 320x50 formats exclusively, might not be very effective due to the small area available. Combining these with larger formats or other media exposure, e.g. timed with TV advertising slots, within one campaign and using them as a pre-cursor to a richer ad format experience in a larger format may achieve positive branding effects.

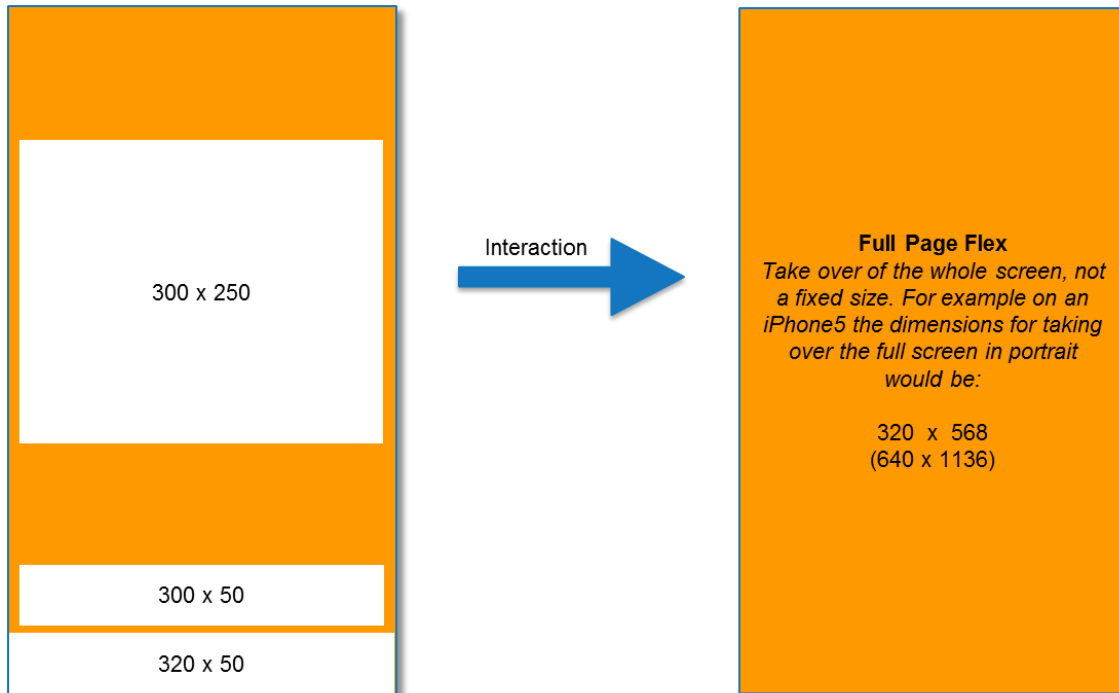
¹ Static (one phase) formats typically lead to a landing page after user interaction (i.e. a touch)

² Dynamic (two phase) formats lead to a Full Page Flex after user interaction (i.e. a touch)

³ 300 x 50 format can be specified to expand (in-page) to 300 x 300 or to a Full Page Flex

⁴ 320 x 50 format can be specified as “adhesive” optionally, attaching it to the bottom of the device’s screen, even during scrolling

Please note that the size specifications shown here are only an example. The Full Page Flex format takes over the whole screen of the device



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Video Display Ad Format

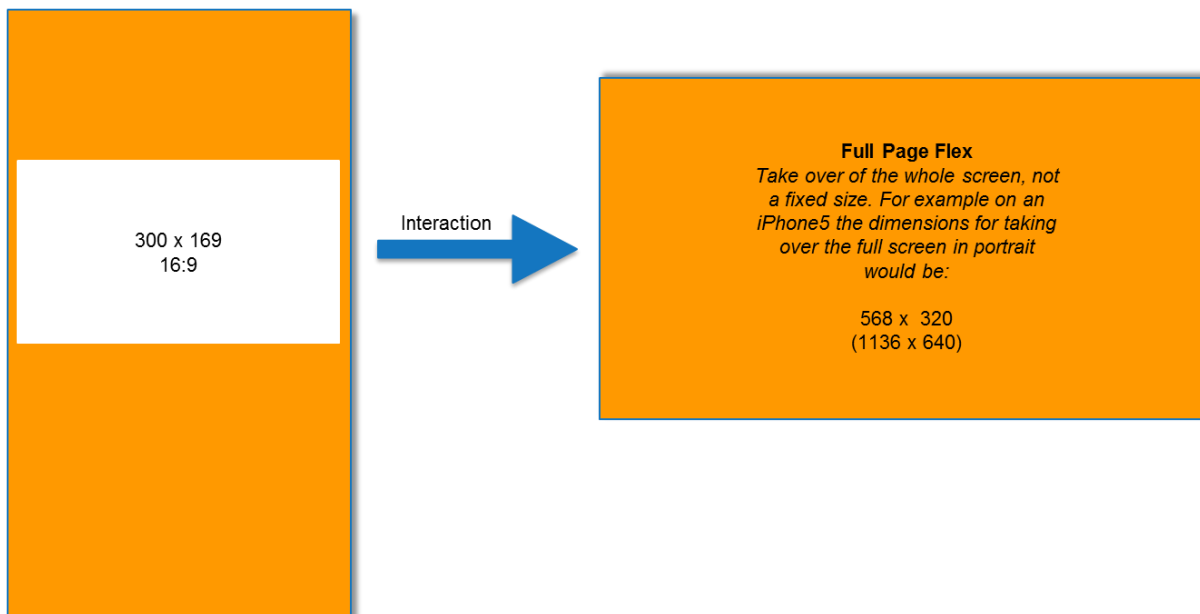
Static ¹ (one phase formats)	Dynamic ² (two phase formats – after user interaction)
300 x 169 ³	Full Page (landscape orientation)

Important notes:

¹ Static (one phase) formats should be auto-playing (without sound), wherever technology and available bandwidth allows it (similar to native video content on Facebook)

² Dynamic (two phase) formats lead to a Full Page Flex after user interaction (i.e. a touch)

³ The 300x169 is a new 16:9 format recommended to make brand advertising across TV and digital channels easier. If it is not technically feasible for a publisher to deliver this dimension, a pragmatic workaround might be to deliver it with a 300x250 sized container. However, this should not be a long-term solution.



Please note that the size specifications shown here are only an example. The Full Page Flex format takes over the whole screen of the device.

Best Practices for Brand Building on Mobile

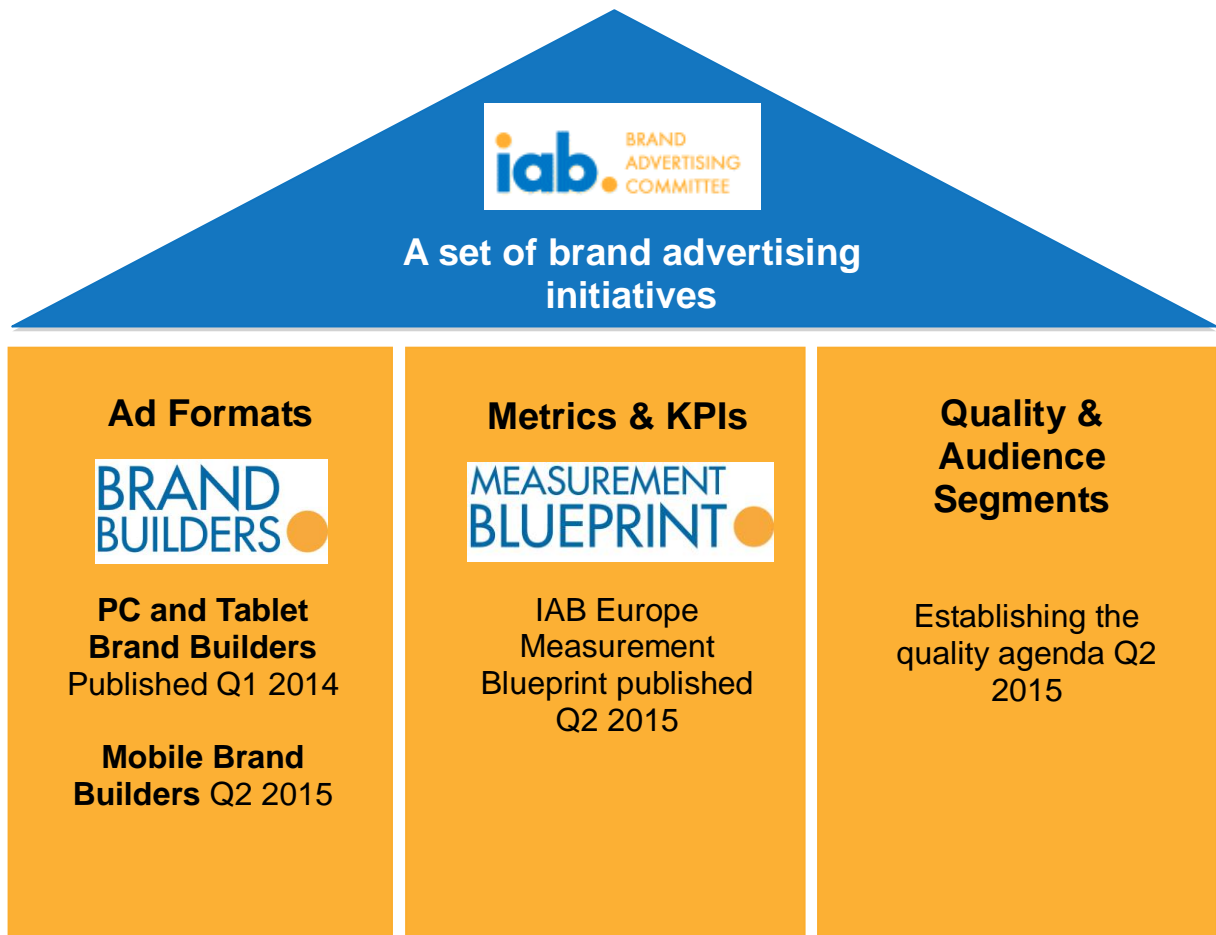
- **Creative message** - ensure the creative message is clear and visible with the smaller formats, for example avoid the use of lengthy copy text
- **Format variety** – use a variety of formats, e.g. expandable formats when using a smaller format as the entry point, ensuring the branding and creative are consistent for impact
- **Destination/ Landing Pages** - always direct through to a mobile-optimised destination or landing page if the ad has a click out option
- **HTML5** - use HTML5 to build your ads to ensure your creative will work across screens
- **Interactivity** - use mobile-specific technology to enhance interactivity, such as location/ GPS, camera, swiping, accelerometer etc.
- **Mobile in-banner video** - keep in-banner video ads short, ideally 15 seconds or less and easily viewable on a mobile screen and as a minimum 5 seconds
- **Pre-flight testing** – implement pre-flight testing where possible to establish the best combination of creative brand formats
- **Brand KPIs** – agree success metrics to be measured prior to the start of the campaign and align these with your overall brand KPIs¹
- **Engagement tracking** – for any ad where engagement is a KPI then engagement tracking should be built into the ad unit, this can be done using HTML5 to track engagement across platforms

Notes:

¹ Brand KPIs such as brand awareness, advertising recall, brand affinity, brand familiarity, purchase intent, likelihood to recommend, becoming a fan or follower, individuals interaction with ads

IAB Europe Brand Advertising Framework

The Brand Advertising Framework



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