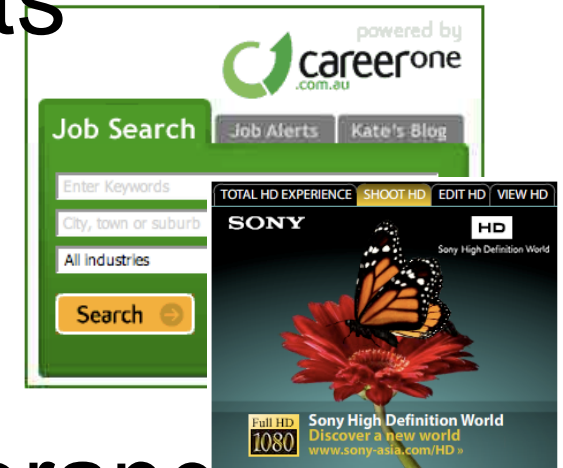# James Welch

Head of Research for Getupdated

Gadget Ads

How could they work for you?

Q:What are early adopters and ad creators saying?

What are Gadget Ads?

- "Websites within websites"
- Interactive advertisements
- Lead Generators
- Awareness builders
- News/PR vehicles
- Reputation Improvers
- A 'fabric' introduction to brand

Infancy

The use of gadget ads is in its infancy and the best ideas are yet to be created.

The people in this room could create the next great gadget ad.
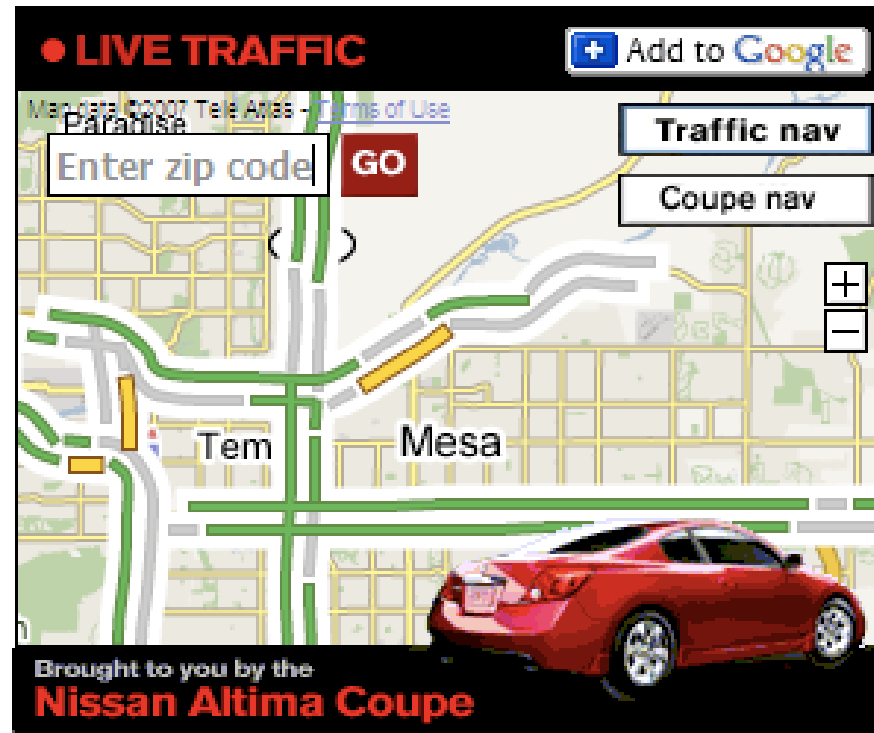
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Ideas Over Technology

- <u>Ideas, not technology</u> should be the driver for successful ads in the future. The technology is already established.

- Everything that we can do on a website can be done with Gadget Ads. Developing is very easy.

- Marketing Departments, not IT departments should be creating Gadget Ads.
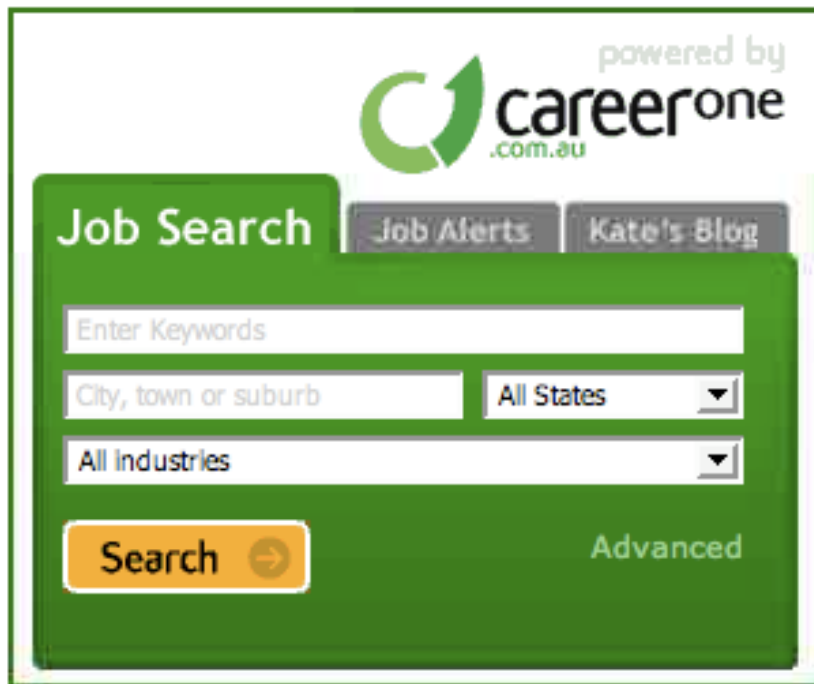
Current Ad Examples

'Cool' Examples

A great use of live data from Nissan that shows live traffic information. The Zip code textbox works well. Many people will simply test the tool 'just to see if it works for my area', which increases the use and time spent on the tool per user.

'Cool' Examples

One of the first gadget ads that people have been made aware of in the wider audience. Why - because its 'just cool'. Its feature rich without being boring. A great mix of data and design.

Interactive Examples

A simple, but very effective gadget ad that is very easy to use.

It doesn't need to be any more than this and proves that gadget ads don't have to be 'Hollywood' to be effective.
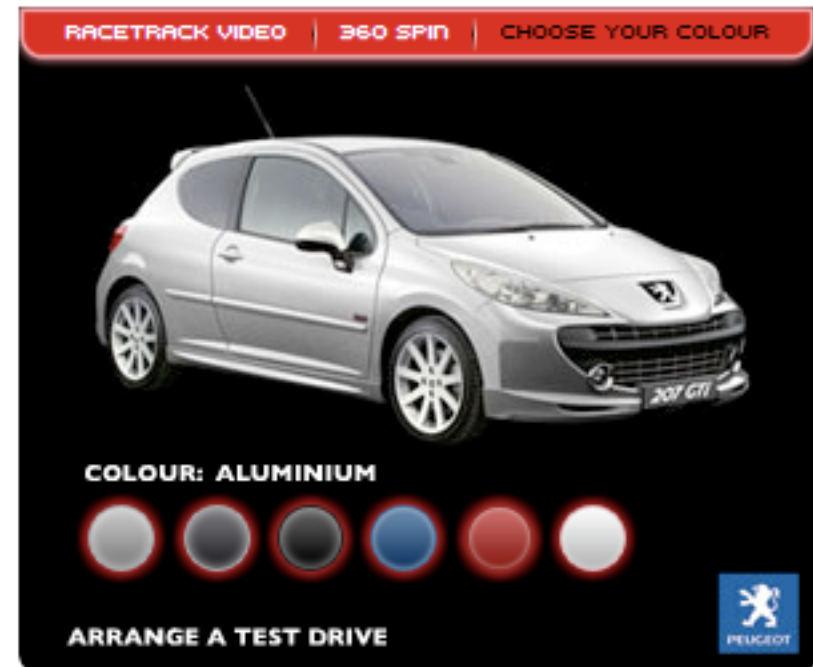
Once the search is made, the user is taken to the search results of the careerone.com.au site. It takes out a whole step of the search process, following a click from a traditional ad.

Interactive Examples

The Peugeot ad is very well designed, but is simple in operation. A simple change of color entices users to try other colors too.

We found that people spent lots of time on this ad compared to others.

However, a poor outgoing link will have hurt clicks to the Peugeot site.

getupdated™
Internet marketing

Search Engine
STRATEGIES
CONFERENCE & EXPO.

Content/News Examples

Results So Far...

The ads that have been in circulation have the following trends:

- High interaction rates
- Very high CTR to site following interaction
- Agencies and Clients alike happy with ad performance
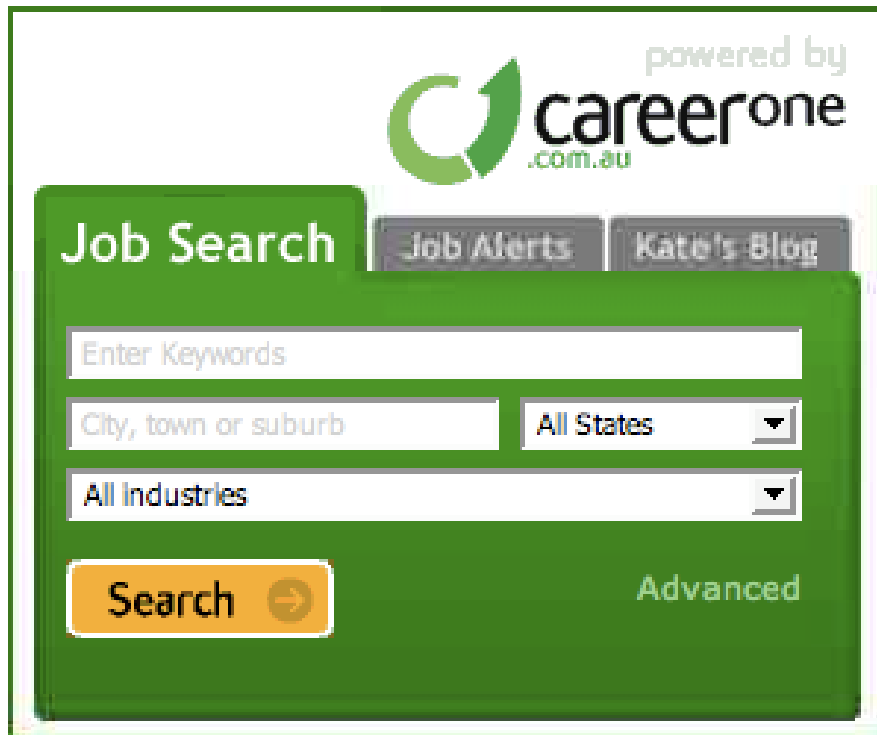
How To Use Gadget Ads

Build Awareness...

Promotion of your offerings in related sites

Generate Leads...

Interactive forms that link straight to your data

Introduce Your Site...

Introduce web users to the *fabric* of your website. Users will gain familiarity through the ad BEFORE they reach it.
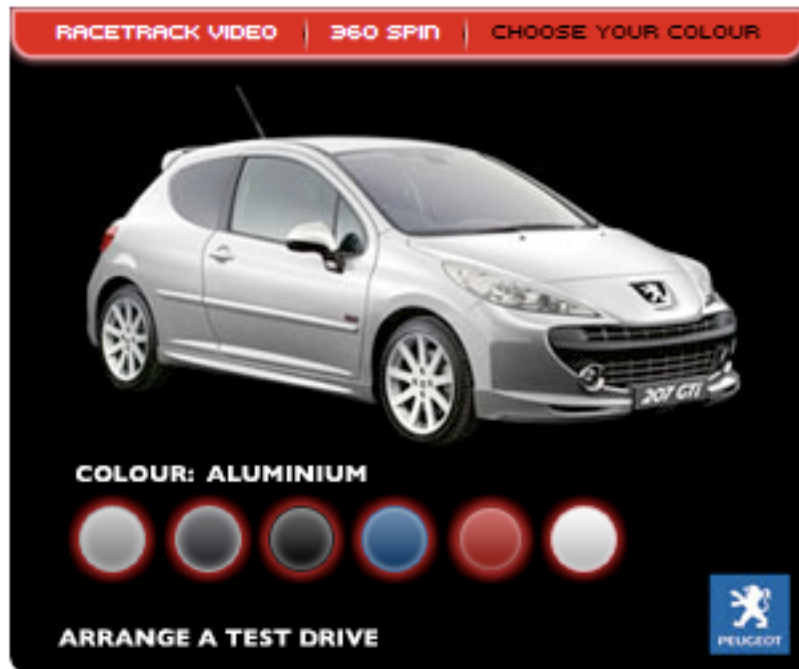
Improve Reputation...

Place ads on sites that may not have favorable content towards your product

Rambo 39 Film Review

There are great films, good films, OK films and bad films. And then there is **Rambo 39!** This truly is the greatest piece of rubbish that ever has graced my local cinema.

With a poor cast, awful sets, pathetic story line and special effects budget to match, its easy to say that you shouldn't really consider watching the film.

I would give the film 1/5.

Rambo 39

~~Rambo 39~~

What a great film!
9/10 - The Daily News
Amazing fight sequences
5/5 - Film Review X

Reviews | Trailer

Collect Data/Content

Use ads to generate unique product content - reviews, questions etc

Creating A Good Ad

- Do not mislead users with content
- Conform to IAB standards
- No Audio on-load
- Keep ads under 40k (more data can load when user interacts)
- Keep animations under 15 seconds
- No downloads within ad
- Create an easy-to-click outgoing link
- Keep outgoing links underlined (many do not)

See Gadget Ads On...

- Google content network
- Friendster
- MySpace
- Bebo
- Facebook
- You Tube
- Many more

The Future...

Working with leading Gadget Ad Developer, **Greg Bullock**, of <u>bonstio.net</u>, we predict the following for the future of Gadget Ads

- 'Open Social' will ensure increased delivery of gadget ads throughout many sites
- A mobile advertising trend increase
- Geographical and contextual awareness will help to target audiences
- Improved use of rich media over time - there is 'nothing' that can't be used
- Intelligent use of Google APIs (Chart, Maps etc)
- Blurring of the line between gadgets and gadget ads. This will increase viral spread
- Useful/cool/games gadgets in ads will help to increase ad and brand profiles (is it a cool game, or is it an ad?)

Contact

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