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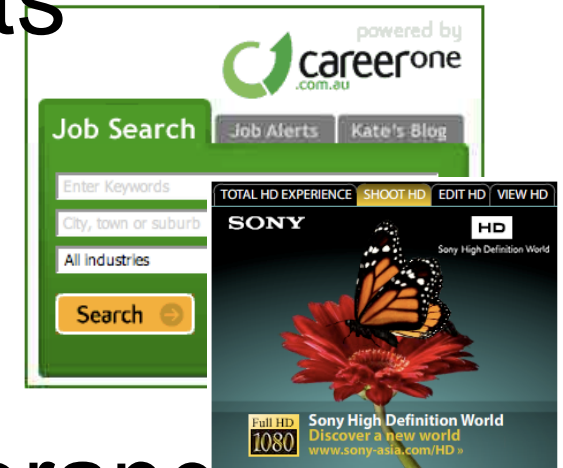
Gadget Ads

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.



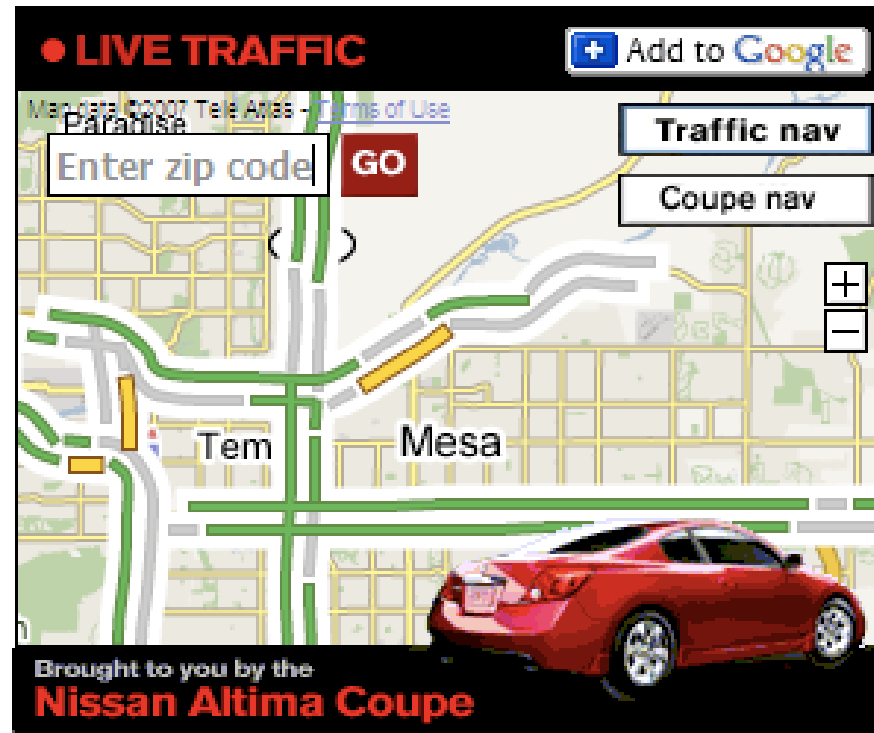
Ideas Over Technology

- Ideas, not technology 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



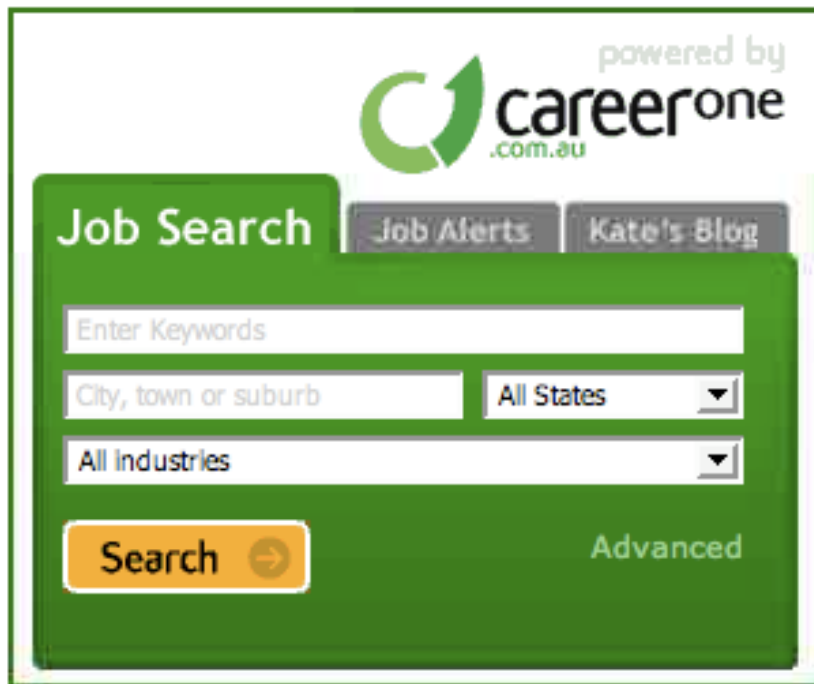
A great use of live data from Nissan that shows live traffic information. The Zip code textbox works well. Many people will simply test the tool 'just to see if it works for my area', which increases the use and time spent on the tool per user.

'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



The image shows a job search gadget ad for careerone.com.au. The ad is powered by careerone.com.au and features a green and white color scheme. It includes a 'Job Search' tab, a 'Job Alerts' tab, and a 'Kate's Blog' tab. The search form contains three input fields: 'Enter Keywords', 'City, town or suburb', and 'All Industries'. There is also a dropdown menu for 'All States' and a 'Search' button with a magnifying glass icon. An 'Advanced' link is visible at the bottom right of the search area.

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.

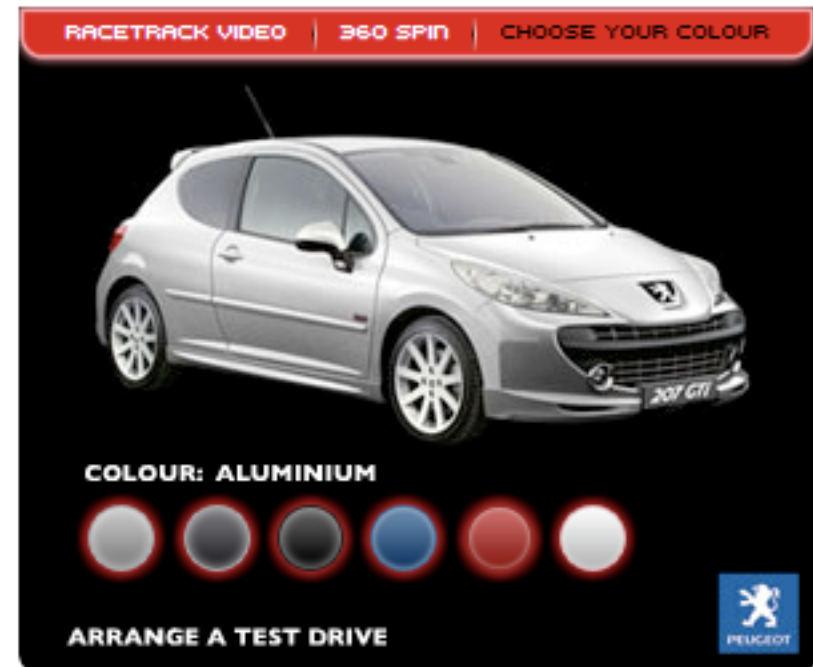
Once the search is made, the user is taken to the search results of the careerone.com.au site. It takes out a whole step of the search process, following a click from a traditional ad.

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.



Content/News Examples



CNNEXPANSION.com

Actualidad | Negocios | Economía | Mercados

Zapatero, con mayoría 'fuerte y sólida' (01:54:08)
El presidente español electo dijo que tendrá como prioridad la economía y las políticas sociales; el partido de Zapatero ganó en el país Vasco... [Ver más](#)

Mexicanos creen más en empresas y ONG's (02:14:57)
La encuesta Edelman Trust Barometer destacó que la confianza está en el sector automotriz; tan sólo el 39% de los entrevistados declaró confiar... [Ver más](#)

Gobernador NY vinculado con prostitución

Ingresa a CNNExpansión.com





 **reevoo**[®]
decide what to buy

What do you think about this product?

The 'Steam-O Xtra' industrial iron is something that my mom would love as she seems to spend lots of time ironing. The perfect iron for the perfect woman!

[Review](#)

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

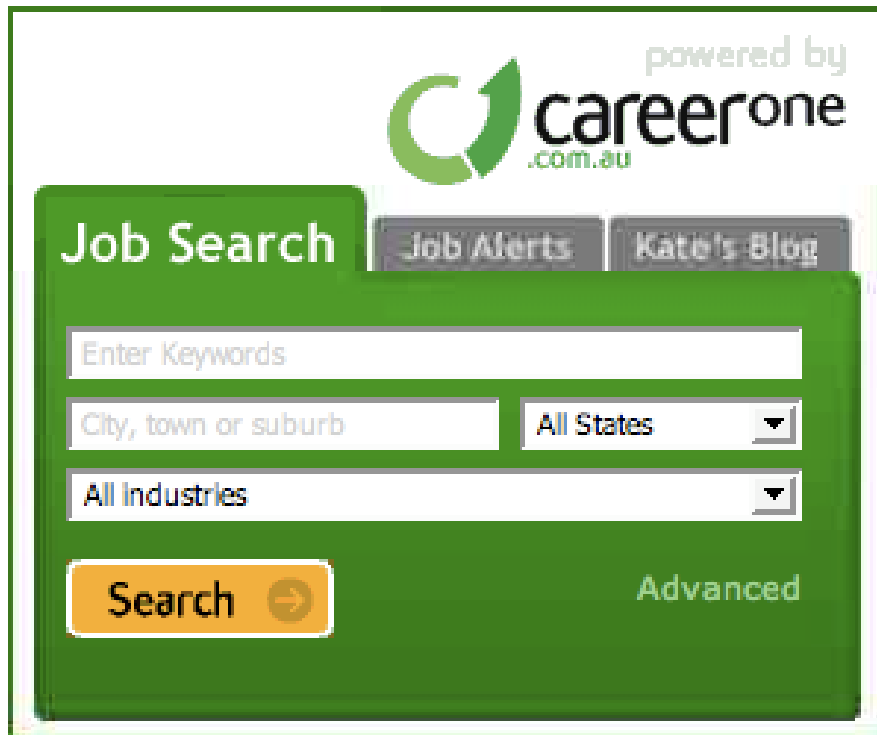
Build Awareness...

Promotion of your offerings in related sites



Generate Leads...

Interactive forms that link straight to your data



powered by
careerone
.com.au

Job Search | Job Alerts | Kate's Blog

Enter Keywords

City, town or suburb | All States

All Industries

Search → | Advanced



Google Checkout

lastminute.de

Abflughafen: alle Abflughäfen

Reiseziel: alle Reiseziele

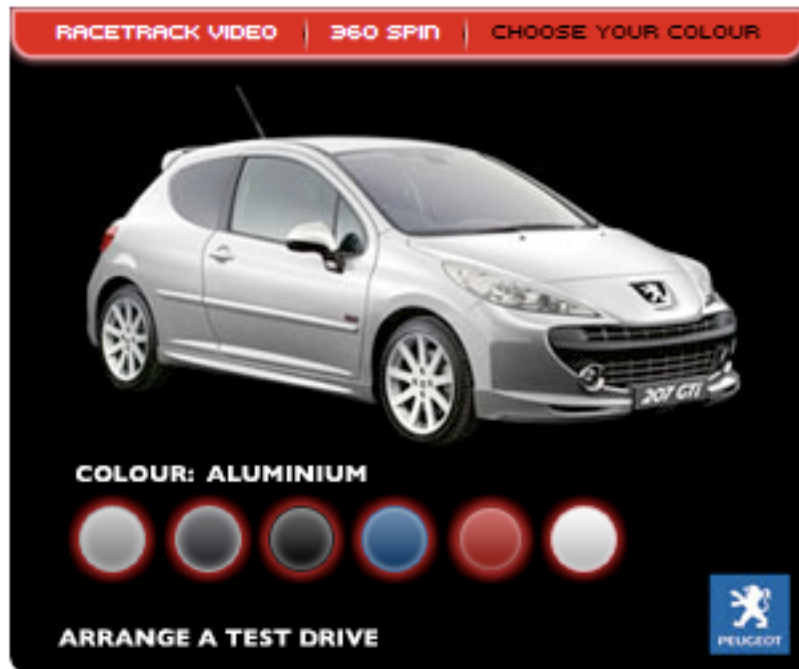
Früh. Abreise: Mi. 12. März | Spät. Rückreise: Mi. 26. März

Aufenthalt: 6 - 8 Tage | Reisende: 2 Erw.

→ Suchen

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



The image shows a screenshot of a Reevoo advertisement. At the top left is the Reevoo logo, a blue circle with two white speech bubbles, followed by the text "reevoo®" and "decide what to buy" below it. The background is orange. Below the logo, the text "What do you think about this product?" is displayed. A white text box contains a review: "The 'Steam-O Xtra' industrial iron is something that my mom would love as she seems to spend lots of time ironing. The perfect iron for the perfect woman!". At the bottom right of the text box is a grey button with the word "Review" in white.

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 bonstio.net, 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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