

Renault drives mobile forward with the launch of Europe’s pioneering automotive third-party served rich media campaign

Manning Gottlieb |



Set a course

Mobile is one of the fastest growing advertising platforms ever and the uptake of smartphones by the buying public continues at an unprecedented rate. Recent research from TNS indicates that UK smartphone ownership has increased rapidly to stand at 51% in Jan/Feb 2012. And according to the IAB, mobile advertising spend in the UK grew on a like-for-like basis by 157% in 2011. This growth could be even greater if conflicts in reported results between mobile publishers and ad servers could be reduced to the minimal levels that are common in desktop advertising.

At a Glance

Goals

- To overcome the mobile ad industry’s reporting discrepancies problem
- To record video views and facilitate brand engagement

Approach

- Designed tap-to-expand rich media creative
- Used DoubleClick Studio to build ad creative and implement tracking code
- Trafficked ads through DoubleClick for Advertisers (DFA)
- Launched a placement-targeted campaign on the AdMob network

Results

- Tight integration between ad server and publisher achieved discrepancy in reported impressions of just 1.5%
- Google’s AdMob network advertising generated 25% of UK views for Renault’s YouTube commercial
- 8.6% of users who viewed expanded panel tapped through to the Renault site

Mark Halliday, head of mobile at Manning Gottlieb OMD, wanted to address this reporting issue head-on. “We as an agency want to be sure that we’re at the forefront of mobile innovation,” he explains, “and also make sure that mobile is accountable as possible.” As a member of IAB Heads of Mobile Council, Mark had spent a number of months working to establish standards across mobile and to implement third-party ad serving as a way to slash discrepancies. When DoubleClick and Google Mobile Ads approached him about collaborating on a beta test to overcome these obstacles, Mark quickly identified his agency’s client Renault as an ideal match for the project. A campaign for the Renault ZE – a car that is itself hallmarked by innovation – would be one of the first third-party served rich media campaigns in the automotive sector in Europe.

Wheels in motion

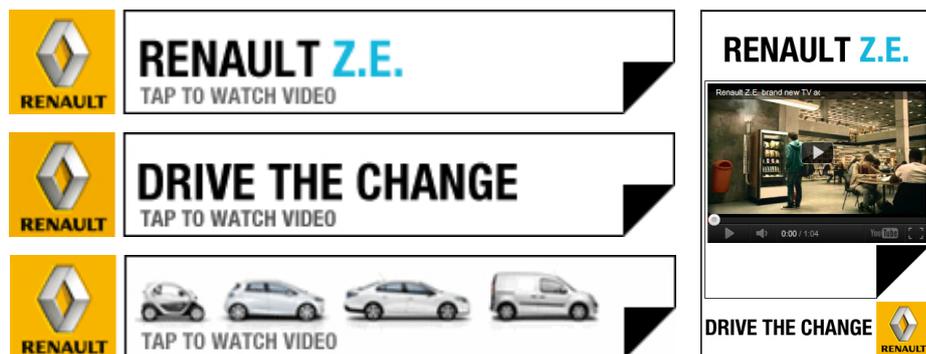
Through the campaign, Manning Gottlieb OMD not only aimed to achieve brand engagement to be measured through numbers of video views, but also to improve tracking and reduce statistical discrepancies in reporting. Ad creatives consisted of the Renault ZE television spot embedded as a YouTube video player in a tap-to-expand unit. DoubleClick Studio was used to build and assemble the ads in HTML5 and to implement tracking code in the raw files.

The ads were trafficked in DoubleClick for Advertisers (DFA) and served on a targeted basis across Google’s AdMob network of over 300,000 mobile applications. Thanks to tracking enabled by DFA, as soon as the creative was served, the impressions, clicks, interactions, expansions and video plays could be reported back.

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- **Mark Halliday, Head of Mobile at Manning Gottlieb OMD**

Mark Linnett, digital planner at Manning Gottlieb OMD, reveals that close collaboration between agency, publishing network and ad server meant that the build was incredibly straightforward. “The whole creative design phase was quite quick; I was really quite impressed with how quickly Google Mobile Ads were able to pick up the creative and tailor it to specific requirements for the format. It only took a couple of days, which was really quite impressive.”



About Google Mobile Ads

Google Mobile Ads appear on mobile devices in Google search results, on content websites and in apps. Google’s AdMob network is one of the largest networks of mobile applications in the world covering over 300,000 apps in 150 countries. A wide range of ad formats and targeting options are available on the AdMob network, allowing businesses to reach specific types of consumers and connect with them in an engaging way.

About DoubleClick for Advertisers

DoubleClick for Advertisers (DFA) is an ad management and ad serving solution that helps agencies and advertisers manage the entire scope of digital advertising programs. DFA streamlines workflow for planning, trafficking, targeting, serving, optimisation and reporting.

About DoubleClick Studio

DoubleClick Studio is a production and workflow tool used by creative agencies to produce and manage DoubleClick Rich Media ad units, making it more efficient to manage desktop and mobile creatives in a single place.

Running on all cylinders

In the month-long campaign, 8.6% of users who viewed the expanded panel tapped through to the Renault site, while advertising on the AdMob network generated 25% of UK views for the Renault ZE YouTube commercial. “That was something I was very impressed by,” says Mark Halliday. “Streaming the ad via YouTube into the ad format increased the number of views in YouTube overall. That’s a very effective way that we can use rich media in future.”

But that wasn’t the only victory worth celebrating. Thanks to tight integration, the discrepancy between the ad serving side and the publishing side in reported impressions was just 1.5%. As far as Mark Halliday is concerned, this is good news not just for the agency and their clients, but also for the mobile sector at large. “Obviously, everyone wants mobile to be as accountable as possible because everyone’s looking at its projected growth,” he says. “One of the barriers has arguably been that there are so many ad servers out there, and the lack of third-party ad serving has perhaps held it back. Whereas online is so accountable and can be audited, typically that has not been the case with mobile. But we’ve shown that it can be.”

“We want to demonstrate that mobile works and be able to compare it in a like-for-like way,” he continues. “More consistency in reporting will invariably lead to more budgets going into mobile.”

Going forward, DoubleClick is continuing to address precisely these kinds of concerns, aiming to enable the management of all digital advertising – search, display, rich media, video and mobile – in a single interface by extending the familiar desktop ads workflow and management of DFA seamlessly to all types of ads. This means greater efficiency from the start of any campaign, and better reporting straight through to the end.

