

The Telegraph

The Telegraph collaborates with DoubleClick Rich Media™ to unleash the Cascade, a groundbreaking multi-platform ad format and winner of IAB Future Formats Award.

There was a time when the only way to read The Telegraph was in its traditional paper form. Today, however, its digital remit is continuously expanding with audiences now accessing content via desktop, tablet and smartphone devices. Regardless of platform, bringing stories to life for readers is a central focus for both editorial and advertising. With this in mind, The Telegraph's ad operations team was keen to explore new opportunities for rich media advertising across their sites.

Lead the way

In particular The Telegraph wanted to use its flexibility and creativity to push the boundaries beyond existing ad units. "Things are constantly moving and progressing," explains advertising technology and development executive Simon Burdett. "You need to be at the head of the crowd rather than just blindly following."

The Telegraph and the DoubleClick Rich Media team came together to formulate a plan to develop an entirely new kind of ad format. "A lot of it was spurred on by our sales teams talking to their agencies and getting input about what they wanted to see and things that they were interested in," says Laura Stokes, who heads Telegraph Media Group's digital operations. Fundamentally, advertisers were asking for more impactful, more engaging ways to convey their messages.

Additionally, The Telegraph and DoubleClick felt they could create an award-winning ad format that could help shape the way in which advertisers engage with consumers. With the IAB Future Formats Award open for entries, the team was spurred on to truly innovate and create something entirely new in online advertising.

With the awards in mind, the objectives for the project were as straightforward as they were ambitious. First, the format needed to work across all devices, screens and platforms to deliver a consistently rich experience for all audiences. Second, the innovators agreed that the format should be user-initiated to facilitate unparalleled levels of engagement. Third, the format needed to be totally flexible to extend maximum creative freedom to advertisers. "From a sales point of view," Laura says, "we wanted an ad unit that would be suitable for both branding campaigns and direct response campaigns."

The Telegraph

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- Fully integrated and leading multi-platform media group with the UK's fastest growing newspaper website



Goals

- Wanted to explore new opportunities for rich media advertising across their sites and across their platforms
- Wanted to create an entirely new kind of ad format, with more impactful and engaging ways to convey advertisers' messages



Approach

- Sparked DoubleClick developers' creation of the "Cascade", where users can interact with the ad in unparalleled ways across all devices
- The user can explore the ad on The Telegraph site, without ever needing to click away



Results

- This truly innovative ad format brings advertising and content together in an unprecedented way
- The Cascade won the inaugural IAB Future Formats Award for the most cutting-edge product available for brands to use

Case Study

Critically, the Cascade works with both Flash and HTML5, so that when a user interacts with the ad on phones or tablets that don't support Flash, he or she still receives a completely immersive experience. And because all of this rich content dwells on The Telegraph site, the user can explore the ad as it neatly cascades on his or her screen without ever needing to click away.

“At the Telegraph Media Group, we are passionate about digital and believe it is an excellent vehicle for brand advertisers. One of the key benefits of the Cascade is that it can run in the standard leaderboard position not only across The Telegraph’s digital platforms, but can be adopted by other publishers in the market. The cascading effect sets this ad apart from other expandable formats in the market, offering a richer experience that drives action, awareness and engagement across multiple digital platforms.”

– James Brown

Digital Sales Director, Telegraph Media Group

“As an industry, we need to invest in digital formats that work across platforms and can enhance both user engagement and experience. For DoubleClick and The Telegraph, our collaboration on this project has led to something incredibly special. The Cascade is a truly innovative and engaging ad format, bringing advertising and content together, regardless of viewing device,” says DoubleClick account director Nina Vanneck.

While the front-end experience aims to be as rich as can be, the back-end is based on templates designed for maximum simplicity. To debut The Cascade with real content, the Telegraph Media Group were delighted that they were able to assist and further the message of the Anthony Nolan charity, which it supports, by using its creative. Here the template basis of the format really came into its own. Although the charity hadn't executed rich media display advertising in the past, their existing collateral — including YouTube videos, images and text — could be embedded with ease.

Loud and clear

The project not only illustrates The Telegraph's leadership in rich media innovation, but it also exemplifies their ability to collaborate with DoubleClick on bespoke, responsive and creative solutions to advertising problems within the quickly shifting digital landscape. But the success of the exercise didn't end there. The Cascade won the inaugural IAB Future Formats Award, a showcase of Europe's most outstanding, innovative and new online display advertising formats. The judges awarded the Cascade as the most cutting edge product available for brands to use.

“DoubleClick's response times have been fantastic, they're very easy to work with and very accommodating,” Simon says. “From the perspective of the ad ops team, doing a project like this enables us to be seen not just as a cost centre but as revenue enablers. We can show our drive to give tools and assets to the sales team that anticipate the needs of their advertisers. Working with DoubleClick to realise that has been a great experience.”

Visit: richmediagallery.com/cascade



On Friday, June 29, 1855, The Daily Telegraph and Courier – London's first penny paper – was published. Today The Telegraph is a fully integrated leading multi-platform media group with the UK's fastest-growing newspaper website.

About DoubleClick

Google's DoubleClick™ products provide ad management and ad serving solutions to companies that buy, create or sell online advertising. The world's top marketers, publishers, ad networks and agencies use DoubleClick products as the foundation for their online advertising businesses. With deep expertise in ad serving, media planning, search management, rich media, video and mobile, DoubleClick products help customers execute their digital media strategy more effectively.

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