

# EVOLUTION OF NEW ADVERTISING TECHNIQUES

Bird&Bird- Carat Crystal

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presentation  
for

European Commission  
WORKSHOP 5 JULY 2001

- This medium still waiting for it's Charles Chaplin.....

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Interview to: [goodbysilverstein Business2.0](#)

# Agenda

- New forms of online advertising
  - rich media
  - the user's point of view
- The role of infrastructure in the advertising
- Convergence of the platforms
  - case studies
  - Other italian cases
- Other devices

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# New Forms

## EXISTING BANNER UNITS

- 468 x 60 IMU Full Banner
- 234 x 60 IMU Half Banner
- 120 x 240 IMU Vertical Banner
- 120 x 90 IMU Button #1
- 120 x 60 IMU Button #2
- 125 x 125 IMU Square Button
- 88 x 31 IMU Micro Button

## NEW INTERACTIVE MARKETING UNITS

- 120 x 600 IMU Skyscraper
- 160 x 600 IMU Wide Skyscraper
- 180 x 150 IMU Rectangle
- 300 x 250 IMU Medium Rectangle
- 336 x 280 IMU Large Rectangle
- 240 x 400 IMU Vertical Rectangle
- 250 x 250 IMU Square Pop-up



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# Current situation & Near future

- More Integration with Ads On PCs and other devices
- Not because the ads get bigger the CT will get higher.

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**DIETSMART**

LOSE 20 LBS.  
by  
**AUG. 27th!**

[SIGN UP](#)

Top 3 reasons  
to join DietSmart  
**today:**

- 1. It's convenient!**  
You can use DietSmart 24 hours a day, from the privacy of your own home or office!
- 2. It's personalized!**  
DietSmart is made to accommodate your lifestyle -- no more 'one size fits all' diets!
- 3. We give you support!**  
You can speak with a Personal Success Counselor by phone or e-mail whenever you have questions or need motivation.

**...and DietSmart works!**

[SIGN UP](#)





# Rich Media emails

- two forms: HTML or downloadable
- many email (applications) do not support HTML
- As for downloadable applications or executable files, (500K or more) people are afraid to opening them specially that in some cases are the reason of getting viruses into their systems.

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# Rich Media emails

## Voice personalized emails

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Contact Us  
About Us  
Careers  
Center  
mo

**DYNAMICS**  
Direct

Leaders of Individualized Rich Media Marketing.

The Power of Individualized Rich Media

How We Boost Response

Success Stories

**Interactive Demo**

Enter Your First Name:

SUBMIT



# The Problem is to keep up!

- Plug ins
- Restrictions (e.g firewalls)

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Real Networks



# Mobile ads

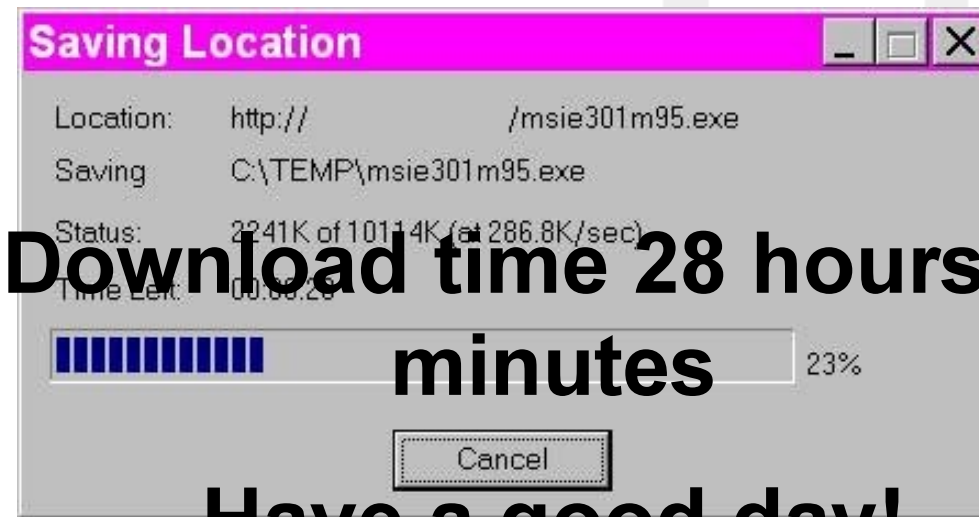
- In Europe, Ads On PCs Will Coexist With Mobile And iDTV
- More text and Images (powered by, brought to you by, etc)

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# The role of infrastructure in advertising



**Download time 28 hours 42 minutes**

**Have a good day!**

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Accessible to your Target

# How long for 1 mega

- Modem 14/56K 4 to 7 minutes
- ISDN about 1 minute
- T1 about 5 seconds

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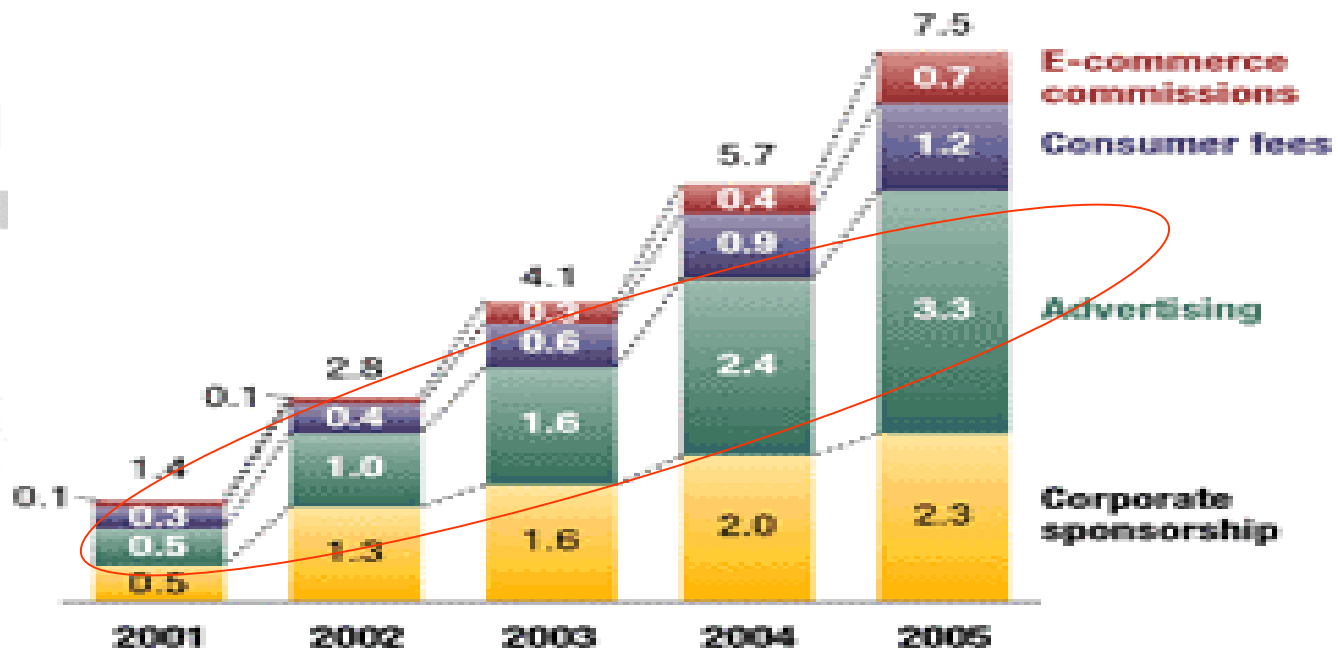
User expects both quality and quantity



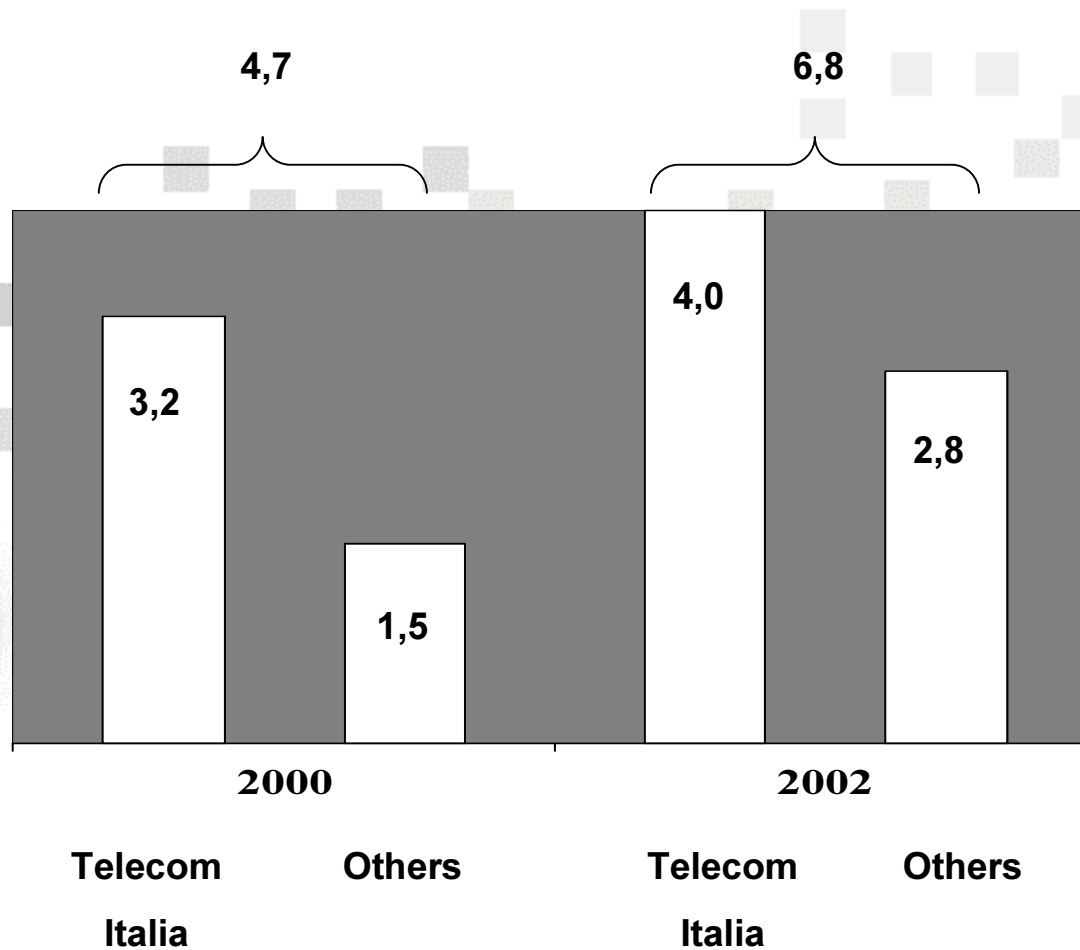
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## Streaming video: An application to watch

Forecast of US streaming revenue by source, \$ billion



## Millions of Km in optical fiber - Italy



Source: Il Sole 24  
Ore 20/01/2001

## Optical Fiber - in Italy

- Some of the companies investing on Optical Fiber:
  - e-Biscom
  - ePlanet
  - Società Autostrade
  - Enel
  - Eni
  - FS
  - Colt

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FastWeb (eBiscom) have already done 5.300 companies in the Milano area.

# Frustration...

- As we go on the content evolves:
  - videos, Online education, music etc
  - One of the goals is ITV, movies on demand over Internet.
  - We must think locally even if Internet is global (the type of content VS country's infrastructure)

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# 38% of the internet users almost abandon the web

- Even if they pay for their connection, most of them connect only once a month.

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Why?

# Convergence of the platforms

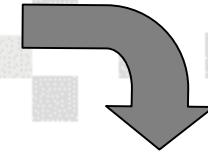
- digital advertising will go beyond banners to *e-mail, wireless and interactive TV*.
- By 2004, these three categories will account for *half of all digital advertising* spending, with traditional online ads making up the rest.

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source: The standard/Merril Lynch

# Different platforms

## Lycos - Galline in Fuga

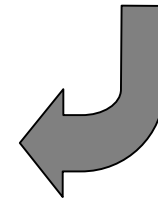


Over 50,000 play  
sequences completed



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# Different platforms

## New Seat Leon (1999-2000)

Using all the traditional media to promote the initiative

Content in different Platforms.  
**PC and WebTV**  
co-marketing

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## Other Italian cases

- Mina singer with inwind.it more than 250K videostreams transmitted
- The first Italian mass market event online.
- Over 2,000,000 page views



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# Other Italian cases

- cdbox.it watch before you buy.... Just like Blockbuster

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# Different Vehicles and receivers -Present and Future-



- \* 無線通信 情報  
メニュー
- ① バンキング
  - ② トラベル予約
  - ③ 東京ガイド
  - ④ 天気予報
  - ⑤ Your company here?
- <http://www.eurotechnology.com/>  
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# ITV

- USA online education program through ITV
- BSB 28,000 registrations the first day for a TV audience survey

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Thank You

Jose Gonzalez Galicia- [jose.gonzalez@carat.it](mailto:jose.gonzalez@carat.it)

General Manager, WebA-Carat Italy