



Online brand advertising:

IAB Europe's White Paper puts you in the picture

Brussels June 17th 2010: The Brand Advertising Committee of the Interactive Advertising Bureau Europe (IAB Europe) will release its eagerly-awaited White Paper 'Brand Advertising and Digital' on Thursday 17th June on its website www.iabeurope.eu. Detailed and authoritative, the report is essential reading for everyone concerned with online branding and advertising, one of the few areas of advertising that has not only stood up in the recession but grown.

This White Paper is the first project of the IAB Europe Brand Advertising Committee and aims to prove and promote the web as a vehicle for branding, as well as to educate readers about the power and value of digital for brand advertisers.

Based on the huge demand from the advertising industry for more detailed information, research and case studies that prove the strength of digital for online branding, it provides an holistic view of measurement, formats, targeting and cross-media as well as useful evidence of how digital campaigns can support brands. The findings are based on insights, analysis and experience from the most respected market players, advertisers, research companies and service providers in the industry.

While acknowledging the industry's rapidly growing success, the report's author, Eric Urdahl, Chairman of IAB Europe's Brand Advertising Steering Committee and Head of International Business at United Internet Media AG Germany, challenges complacency among advertisers who are reluctant to invest effective budgets in digital advertising. He contends that, "For many advertisers online is already a preferred channel for delivering sales-related and performance-oriented objectives. But digital advertising affects the entire purchase funnel and is still often misunderstood, misrepresented and undervalued in the majority of media plans focused on brand building and awareness campaigns." He points out that there is still a yawning gap between ad spend online and offline in spite of the proven edge that online has in delivering impressive results for brand advertising.

The White Paper stirred up a lot of interest when the printed copy was made freely available to delegates at Interact, the recent IAB Europe Congress in Barcelona, where Eric Urdahl moderated a panel on online branding measurement to a packed house.

Alain Heures, President of IAB Europe says, "Eric and the Brand Advertising Committee have done a great job with this report. In a rapidly evolving industry where sometimes reach and potential are almost too vast to comprehend, the White Paper is a rich source of facts, observation and prediction that offers the digital advertising industry serious and thought-provoking food for thought and presented in a very readable form."

The White Paper available for download **NOW**: [visit www.iabeurope.eu](http://www.iabeurope.eu)

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IAB Europe is a federation of national Interactive Advertising Bureaux (IAB) and trade association partners across Europe. It exists to **promote** the growth of Europe's interactive advertising markets through events, partnerships and communications activity, to **protect** the interests of the industry through an active programme of public affairs and to **prove** the value of the market through research and education. Supported by every major media group, agency, portal, technology and service provider, its voice represents the interest of more than 5500 members and over 90% of European digital revenues. The member countries are Austria, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Romania, Russia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine and the UK. For more information, please see www.iabeurope.eu