

WELCOME TO EPICENTER OSLO





Frykten for nettannonsøren

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ANFO
ANNONSØRFØRENINGEN

WFA / ANFO / Our 'Principles for partnership'...



Zero tolerance to **ad fraud**
(with compensation for any breach)



Strict **brand safety**
protection



Minimum **viewability**
thresholds



Transparency throughout
the supply-chain



Third party verification and
measurement as a basic



Removal of '**walled garden**'
issues

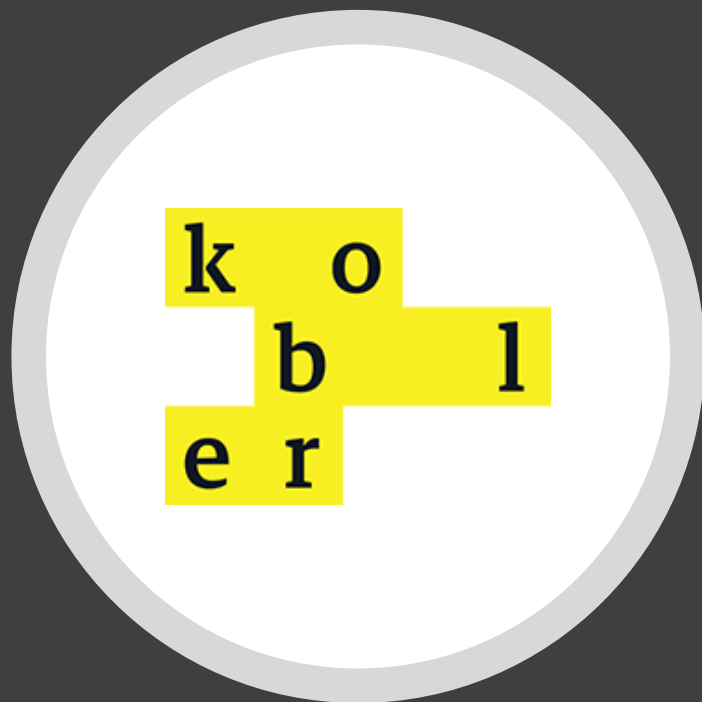


Improving standards with
data transparency



Improved **user experience**

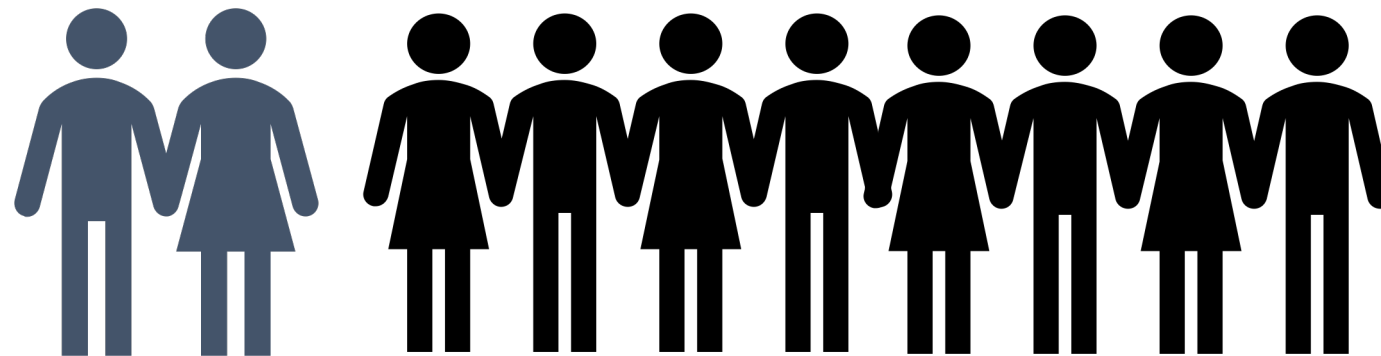




Undersøkelsen er gjennomført av analyseinstituttet YouGov

Det er gjennomført til sammen 1028 CAWI-intervjuer

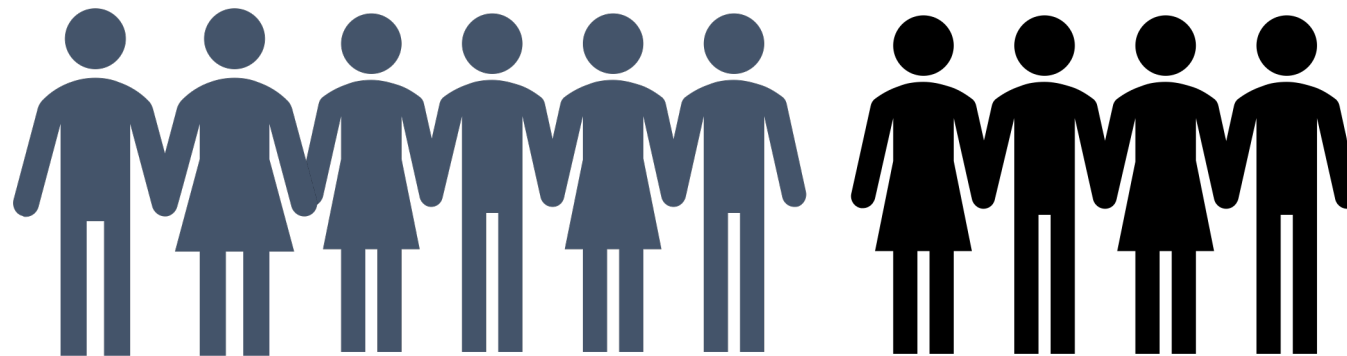
Kun 2 av 10 er positive til reklame på Internett



Dette gjelder i alle aldersgrupper, inntektsgrupper, livsfaser, hvor du bor etc

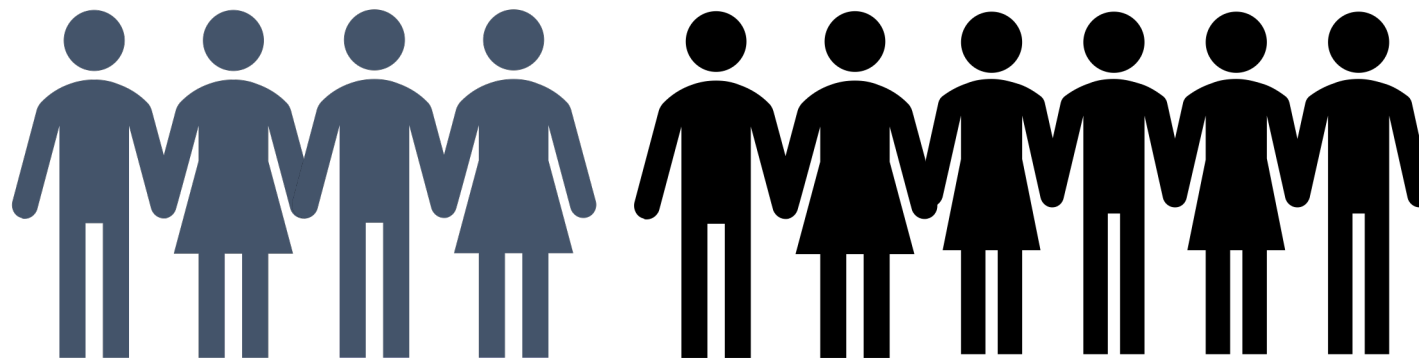
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6 av 10 synes reklame på
internett er direkte plagsomt



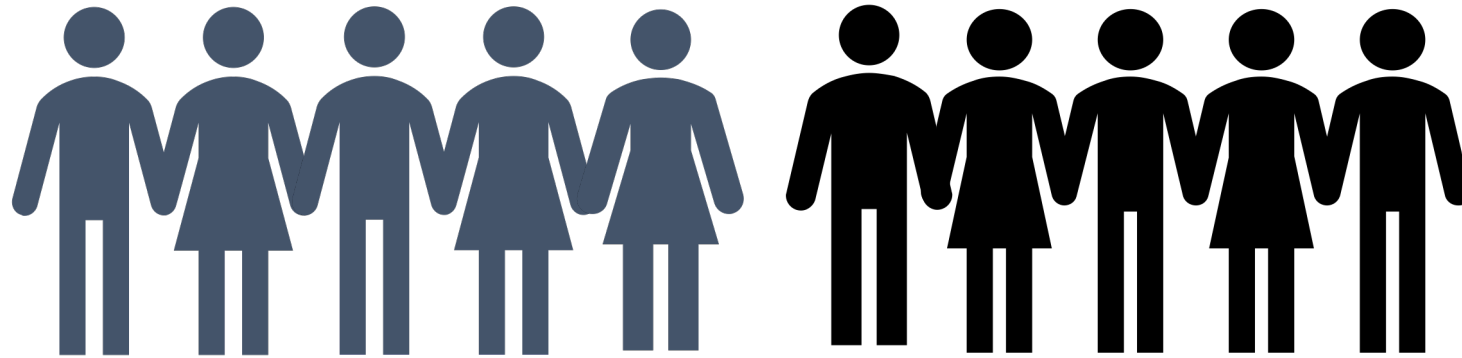
De yngste aller mest

4 av 10 synes opplever plagsomme eller irriterende reklame på Internett mer enn 6 ganger ilt en dag



1 av 10 mer enn 16 ganger ilt dagen

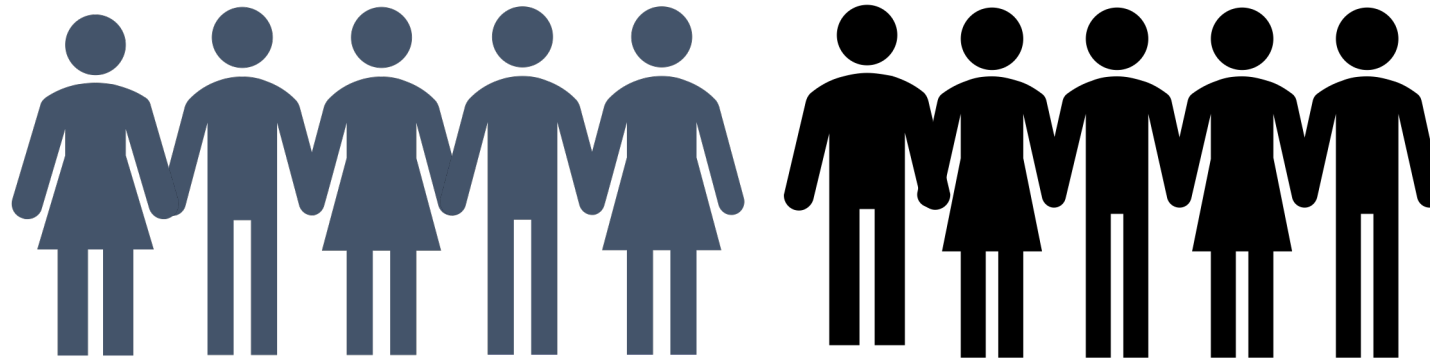
Over halvparten av oss føler seg forfulgt eller overvåket av annonsører på nett



Ikke OK lenger å føle seg som et produkt?

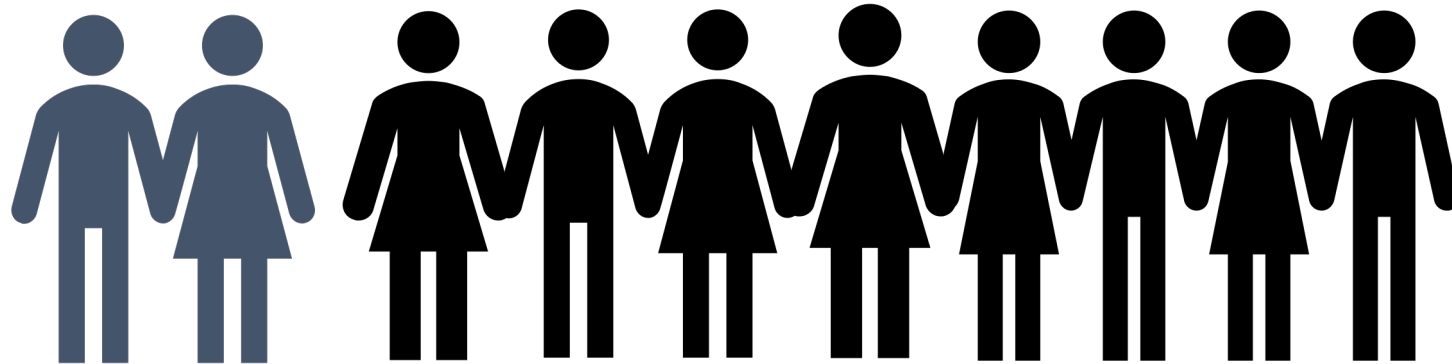
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47% av de spurte har liten tillit til at personvernet ivaretas av annonsørene



Kun 14 % har tillit/stor tillit

Kun 16% synes annonsørene er flinke til
tilby relevant informasjon/reklame på
internett



83% of people agree with the statement

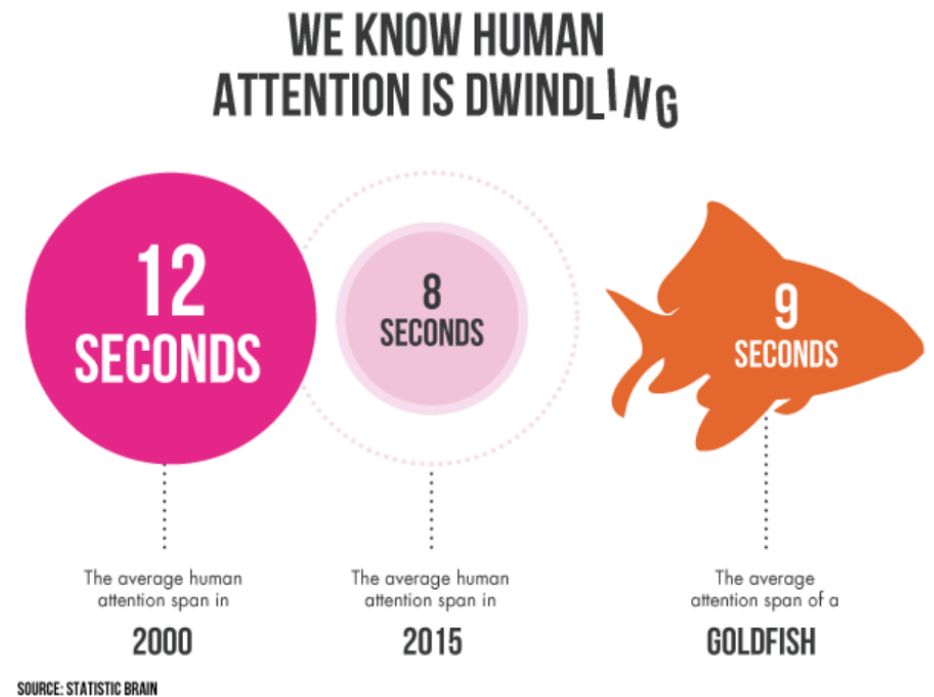
"Not all ads are bad, but I want to filter out the really obnoxious ones."¹

- 91% of people say ads are more intrusive today than 2-3 years ago
- 87% say there are more ads in general than 2-3 years ago
- 79% feel like they're being tracked by retargeted ads¹

Allmenningens tragedie



The Tragedy of the Advertising Commons



Kilde: www.statisticbrain.com/



WFA Global Marketer Week in Lisbon, March 2019

Is Advertising What's Wrong With the Web? @WFAmarketers #GMW19

📄 New evidence to regulators: IAB documents reveal that it knew that real-time bidding would be “incompatible with consent under GDPR”.

February 20, 2019



Prior information requirement will “break” programmatic trading

Consent under the GDPR must be “informed”, that is, the user consenting to the processing must have *prior* information as to the identity of the data controller processing his or her personal data and the purposes of the processing.⁵ As it is technically impossible for the user to have prior information about every data controller involved in a real-time bidding (RTB) scenario, programmatic trading, the area of fastest growth in digital advertising spend, would seem, at least *prima facie*, to be incompatible with consent under GDPR – and, as noted above, if a future ePrivacy Regulation makes virtually all interactions with the Internet subject solely to the consent legal basis, and consent is unavailable, then there will be no legal basis for

🔄 Gabriela Zanfir-Fortuna and 1 other Retweeted



Johnny Ryan @johnnyryan · 22h

Today @jimkillock @mikarv and I instructed @RaviNa1k to file important new evidence with privacy watchdogs. It reveals the IAB knew that real-time bidding would be “incompatible with consent under GDPR”. fixad.tech/february2019/

💬 1

🔄 38

❤️ 50



Digital →

AD INDUSTRY GROUPS BAND TOGETHER TO INFLUENCE CONGRESS ON DATA PRIVACY

Trade bodies are pushing for federal regulation to try to stave off a complicated patchwork of laws in different U.S. states

By [George P. Slefo](#), Published on April 08, 2019.

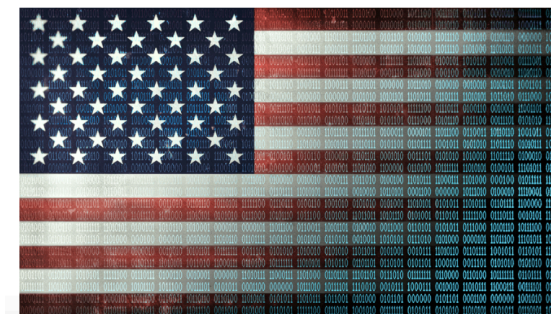


Credit: Privacy for America via Twitter

Ad Industry's Efforts to Influence Congress on Data Privacy Laws Met With Deep Skepticism

'Privacy for America' coalition works to lobby lawmakers

By Patrick Coffee, Erik Oster | April 17, 2019



"The bodies that have come together to form Privacy For America are the very institutions who have failed to listen to consumer voices in the past."

—Fatemeh Khatibloo, vp, principal analyst, Forrester



Ingen lov regulerer elektriske sparkesykler:

Oslo-byråd krever at regjeringen rydder opp i sparkesykkel-rotet. Da må det en lovendring til.

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MARKETING'S 7 DEADLY SINS

THE BIGGEST ADVERTISING MISTAKES, AS IDENTIFIED BY SOCIAL MEDIA AUDIENCES

SIMON KEMP • WFA PROJECT RECONNECT • WE ARE SOCIAL • NOVEMBER 2015



PROJECT RECONNECT

TOWARDS BETTER MARKETING

MARKETING'S 7 DEADLY SINS

1. MARKETING SATURATION
2. CONSTANT INTERRUPTION
3. POOR QUALITY CREATIVE
4. POOR TARGETING
5. DECEPTIVE CLAIMS
6. INSENSITIVITY & SELFISHNESS
7. EXCESSIVE REPETITION

TO DO

BE A WINNER, NOT A SINNER



ADVERTISE SELECTIVELY

QUALITY BEATS QUANTITY; AIM FOR FEWER, BIGGER, BETTER ACTIVITIES



ADD VALUE, NOT VOLUME

ONLY ADVERTISE WHEN YOU HAVE SOMETHING MEANINGFUL TO ADD TO THE AUDIENCE'S LIFE



BAD MEDIUM, BAD MESSAGE

JUST BECAUSE YOU CAN ADVERTISE SOMEWHERE DOESN'T MEAN YOU SHOULD

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TO DO

BE A WINNER, NOT A SINNER



HEARTSTRINGS vs EYEBALLS

INVEST IN STORIES THAT PEOPLE CARE ABOUT, NOT JUST BUYING REACH



AVOID BRAND EGOCENTRISM

UNDERSTAND WHAT THE AUDIENCE WANTS, NOT JUST WHAT THE BRAND WANTS



MAKE SOUND CHOICES

TAKE EXTRA CARE WHEN SELECTING AREAS OF SUBJECTIVE TASTE SUCH AS MUSIC

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TO DO

BE A WINNER, NOT A SINNER



RESEARCH BEFORE REACH

USE EVERY TOOL AVAILABLE TO INFORM YOUR UNDERSTANDING OF YOUR AUDIENCE



PEOPLE NOT PROFILES

USE MEDIA TARGETING TO REACH REAL PEOPLE, NOT DEMOGRAPHIC PROFILES



RIGHT PLACE, RIGHT TIME

AIM FOR MOMENTS WITH MEANING RATHER THAN SIMPLY AIMING FOR MASS REACH

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TO DO

BE A WINNER, NOT A SINNER



CONTEXTUAL CONTENT

HOW CAN YOU ADD TO THE EXPERIENCE, RATHER THAN DETRACT & DISTRACT FROM IT?



CUT THE CLUTTER

DO PRIMETIME SLOTS STILL OFFER PREMIUM ADVERTISING OPPORTUNITIES?



PERSUASION NOT INVASION

AVOID AD FORMATS AND TECHNOLOGY WITH A DISRUPTIVE 'USER EXPERIENCE'

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BE A WINNER, NOT A SINNER



BE SOCIALLY SENSITIVE

BE SENSITIVE TO THE CULTURAL AND SOCIETAL REALITIES IN WHICH YOU OPERATE



ENGAGE WITH EMPATHY

BE CONSIDERATE AND EMPATHETIC TOWARDS YOUR AUDIENCE'S VIEWS AND NEEDS



MOTIVATION vs IRRITATION

UNDERSTAND PEOPLE'S MOTIVATIONS BEFORE CRAFTING MESSAGES; GO FOR PULL, NOT PUSH

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TIMING IS EVERYTHING

LEAVE A SUITABLE GAP BEFORE RE-SHOWING THE SAME AD TO THE SAME PERSON AGAIN



EVOLVE vs REVOLVE

TELL AN EVOLVING STORY INSTEAD OF REPEATING THE SAME THING AGAIN AND AGAIN



OPTIMISE FREQUENCY

DO YOU REALLY NEED TO REPEAT YOUR MESSAGE, OR CAN YOU DELIVER IT ALL THE FIRST TIME?

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BE A WINNER, NOT A SINNER



SET REALISTIC EXPECTATIONS

DON'T OVERPROMISE IN YOUR AD CLAIMS IF YOUR PRODUCT THEN UNDERDELIVERS



MAKE COMMS CONGRUENT

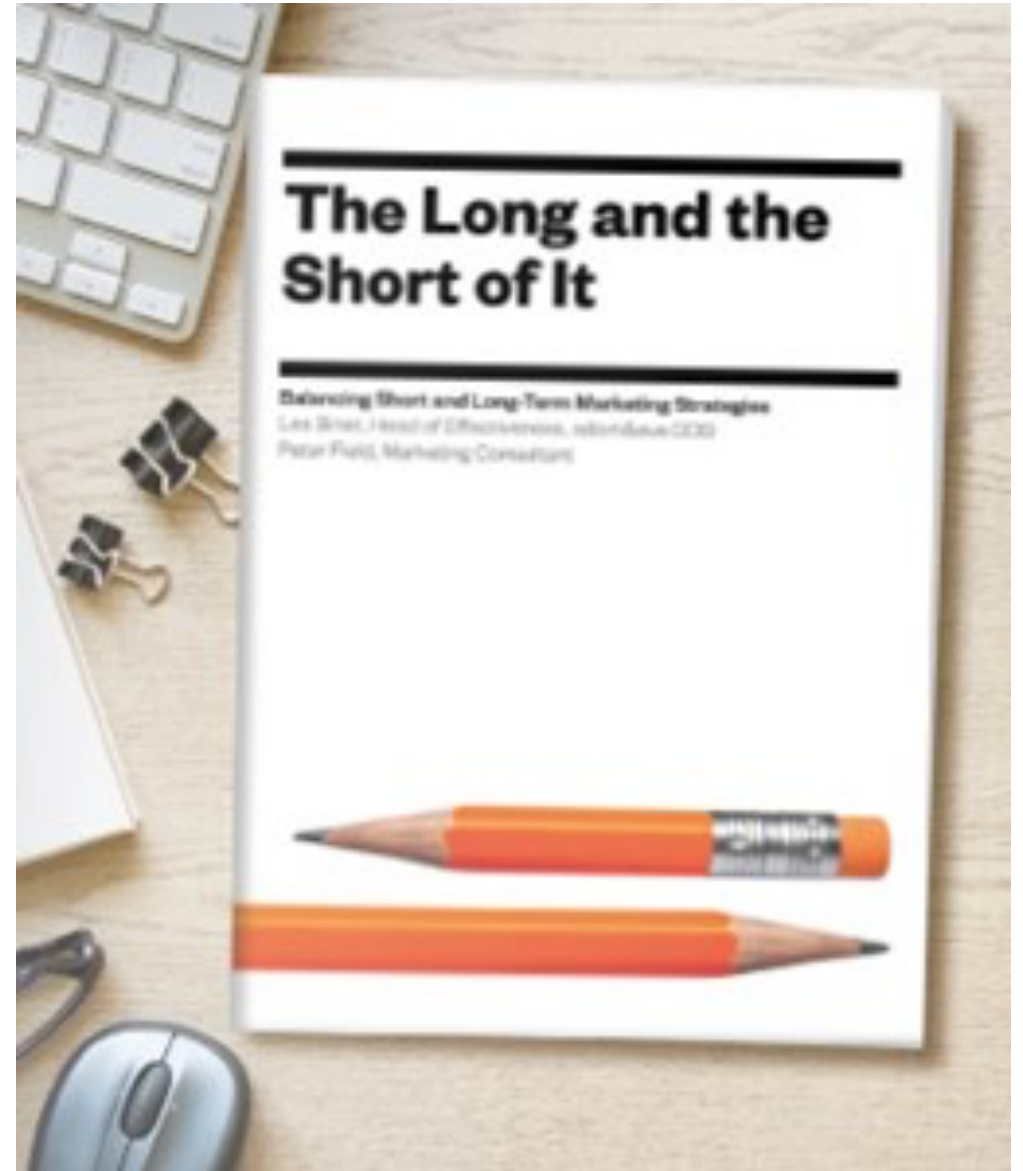
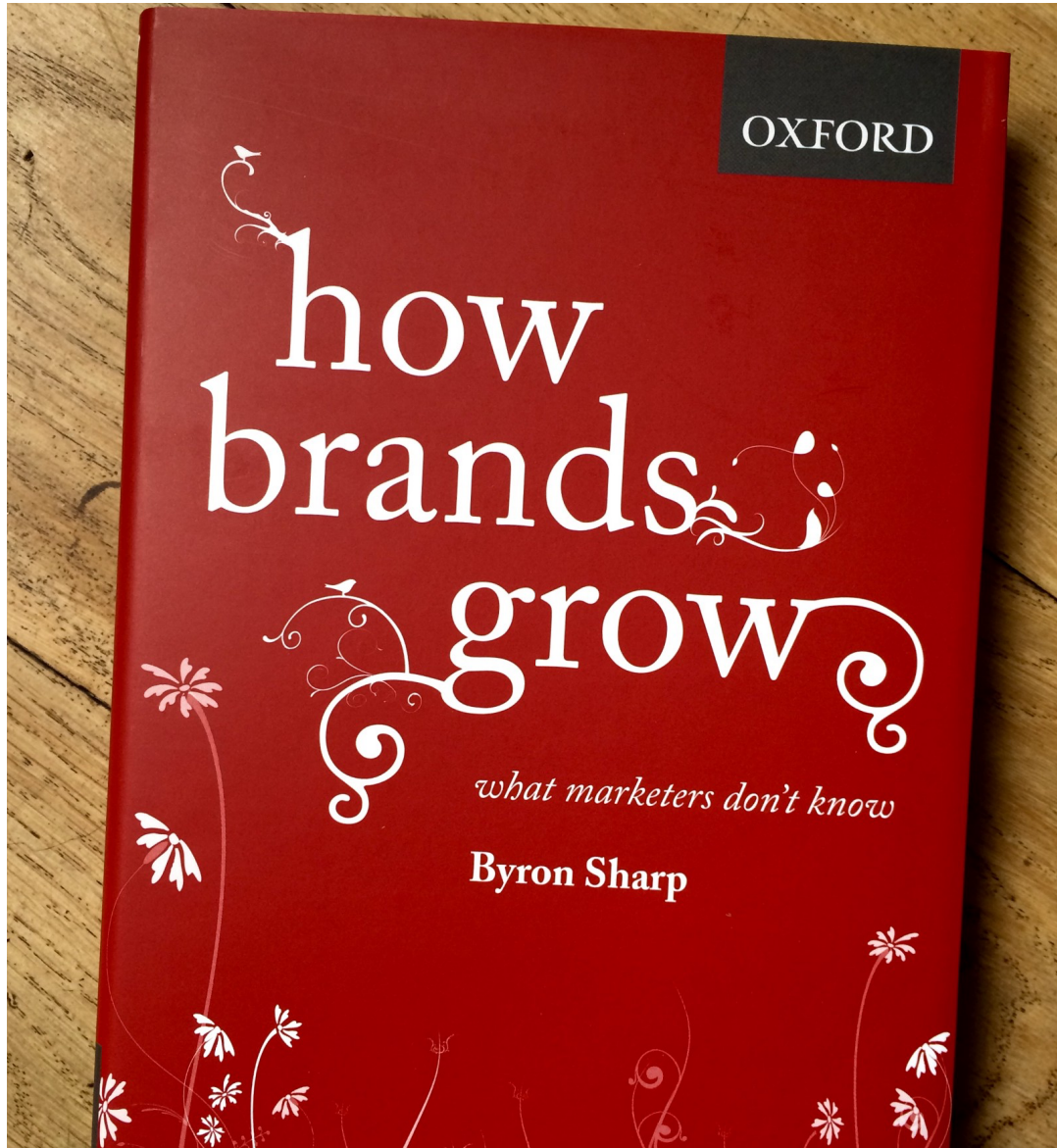
TELL STORIES THAT ALIGN WITH YOUR BRAND AND GUIDE YOUR AUDIENCE'S EXPECTATIONS OF IT



INVEST WHERE IT MATTERS

IF YOUR PRODUCT DOESN'T DELIVER YOUR BRAND'S PROMISE, FIX IT BEFORE ADVERTISING

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Er det mulig for en nettannonsør å nå sitt publikum på en relevant og god måte – uten å plage, irritere eller bryte folks rett til et privatliv?



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