



On Digital Advertising

A Primer

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- Background in marketing strategy, consumer behavior and digital media
- 10+ years in marketing
- Former High School marketing Teacher (North Carolina)
- Run the advertising, influencer, and event programs for Schell Games
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- Board member for AAF Pittsburgh, Elon Alumni Chapter- Pittsburgh

Today's Objectives:

- ★ Learn the digital advertising marketplace
- ★ Understand the future of digital advertising
- ★ Understand a designer's role in digital advertising



Growth will increasingly come from ads that enable direct business outcomes. The ad format—and getting the experience right—is cited as foundational to protecting current revenue and enabling growth. Ad formats that cannot be attributed to real humans in brand-safe environments are expected to lose share to those that are brand safe and land at the point of decision-making in the consumer journey.

Why?

As consumer behavior shifts, and consumers adopt more digital-forward behavior and demand better digital experiences, digital advertising needs to meet the consumers there- or else face poor business outcomes.

How is advertising spend in digital experiences expected to grow over the next three years?

All information is for the U.S. market; global projections available upon request



Television and video: 70% of consumers¹ indicate they are using their televisions more since the start of the pandemic. While roughly half of this consumer set expects their TV use to taper once stay-at-home guidance lifts, the behavior shift towards more digital experiences is expected to persist. Digital TV and internet video advertisements are forecasted to grow to over \$34bn by 2024² across both wired and mobile formats.



Mobile: 71% and 66% of consumers indicate they are using their smartphones and digital streaming devices more, respectively.¹ Mobile-delivered internet ads are projected to represent \$117bn by 2024.² Even after stay-at-home orders lift and vaccines are distributed, market growth is expected to continue with more immersive mobile ad experiences that, for example, add value to in-person consumer experiences.



eSports: This market experienced continued growth in online games and advertising, and eSports advertising is forecasted to reach \$86m by 2024.²



Music and radio (digital): Radio advertising is expected to grow 7%; digital streaming advertising, 8.6%. Combined, these segments are projected to reach \$4.3bn by 2024.²



Podcasts: Podcasts are projected to grow 18.8%, reaching \$1.6bn in U.S. advertising revenue by 2024.²



Virtual reality: VR has a 21.9% forecasted growth rate and is projected to reach \$1.5bn in revenue (with no/limited ads at this time) by 2024.² (On a related note, while AR growth forecasts vary, the opportunity to transform shopping [interactive trial] gaming and connection experiences is an anticipated growth area.)



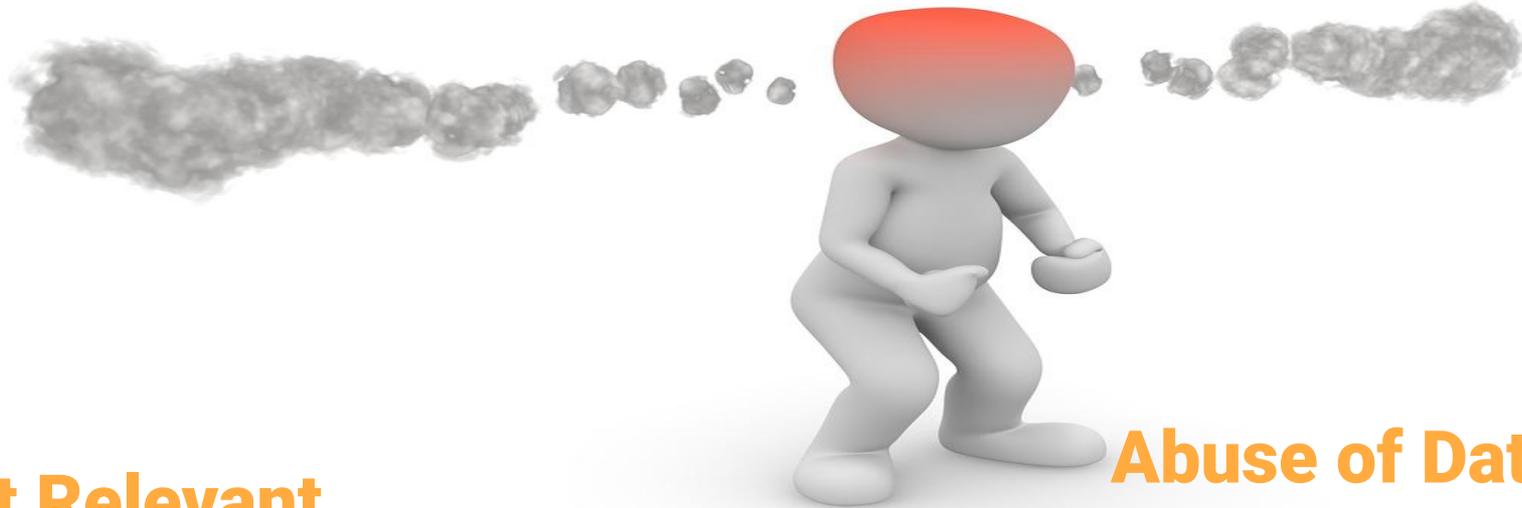
Credit: Google Images

- **71% of Connected TV viewers (i.e. Disney+) prefer either a free or lower cost ad-supported model (Trade Desk)**
- **71% prefer ads that are tailored to their personalized interests and shopping habits (adlucent)**
- **90% of consumers find impersonal advertising annoying (Infogroup)**

Why Not?

Intrusive

**Too
Many**



Not Relevant

**Abuse of Data/Lack
of Transparency**

Biggest Players

Search and Display:

Google
Bing (Microsoft)
Amazon
AliBaba

Podcast/Voice Digital Ads:

Midroll
RedCircle
AdvertiseCast
iHeartRadio

Social Media:

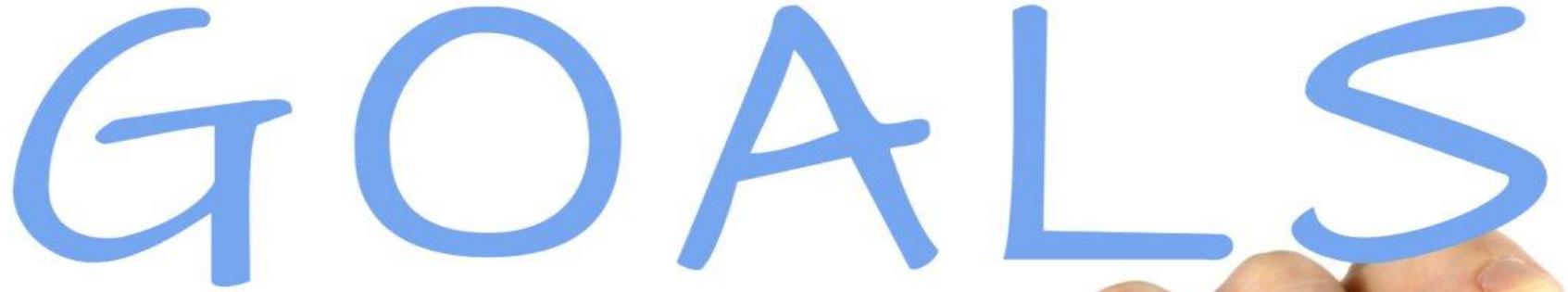
YouTube
Facebook/Instagram
Pinterest
Reddit
Twitter
TikTok
LinkedIn
Snapchat
Twitch

Connected TV:

Netflix
Disney+
Hulu
Paramount+
Peacock(NBC)
HBO Max
Sling TV

Just to name a few...

GOALS



Most Common for Digital Advertising:

- ★ Brand Awareness or Reach
- ★ Traffic to a desired source
- ★ Conversion
- ★ Remarketing/retargeting



Credit: Google Images

Ways Designers can understand the basics of digital advertising:

- ★ Type of Creative
- ★ Type of Goal/Strategy
- ★ Type of Audience
- ★ Type of Platform

Creative- The ABCD* Method

What the Digital Ad Needs	Questions for Designers
Needs to grab A ttention	<ul style="list-style-type: none">★ How is the design catching the consumer's attention?★ How does the creative stand out?
Needs to focus on B randing	<ul style="list-style-type: none">★ How does the ad creative focus on the brand?★ How can the consumer make no mistake that the ad belongs to our brand?
Needs to C onnect with the Consumer	<ul style="list-style-type: none">★ What pain point or fantasy does the creative display?
Needs to D rive the consumer to action	<ul style="list-style-type: none">★ How can the design complement the CTA from the ad?

Goal/Strategy

Digital Advertising Objective	Questions for Designers
Brand Awareness or Reach	★ How will the creative extend beyond those who already know us?
Traffic to a Desired Source	★ How can the design encourage people to want to learn more?
Conversion	★ How can design work with marketing to make people want to convert?
Remarketing/Retargeting	★ These people already know us, how the design work with the marketing message to wake/attract these people again?

Audience

Digital Advertising Trends

Questions for Designers

Consumer Behavior Shift to 'Mobile-First'

- ★ Has my design moved to a 'mobile-first' philosophy?
- ★ Do I know that my design- responsive or not- can translate across all the different devices, carriers, and generations?

Consumer rise in CTV/OTT use

- ★ Am I and the marketing team staying up to date on the latest specs and creative requirements?

Continue increase in multi-screen use

- ★ Does the design for our ads maintain a consistent brand across multiple platforms and screens? Is there a way to connect them?

Adoption of future technology

- ★ How will design change in the 'metaverse', and are we preparing for it?

Appropriation of UGC/Creator Content in Advertising

- ★ Can we 'democratize' our design philosophy for others to use to maintain brand consistency?

Platform

Digital Advertising Platform	Questions for Designers
Search and Display	★ Do we have the right specs for all the different types of campaigns?
Social Media	★ Do I have the right information from marketing for each social media channel's requirements, and do we have several pieces of creative to test? ★ If remarketing is part of the strategy, has design and marketing communicated how that will influence the design?
Connected TV/OTT	★ What will each CTV platform need in terms of design? ★ If we use an adtech network or aggregator, what are their needs?
Podcast/Voice Advertising	★ If narration or acting is involved, does or will design have any input in terms of the creative process?

Future of Digital Advertising

Opportunities

- ★ Continued adoption of Adtech
- ★ Use of first-party data
- ★ Interest-based cohorts
- ★ Better customer data platforms (CDPs)
- ★ Gated Niche/Community-based online groups (Discords, Facebook groups, etc)
- ★ UX design that influences first-party data collection
- ★ Web personalization

Threats

- ★ Loss of 3rd party data
- ★ Democratization of creative design (UGC, influencers)
- ★ Growing consumer distrust of digital advertising
- ★ Rise of bad actors misusing first-party data
- ★ Rising digital advertising costs versus gains (ROI)

CONCLUSION

Marketers can only make advertising that drives desired business outcomes when it is complemented by intentional design.

Thank You.

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