

# The IAB

***‘Your first phone call’***

**Helping media owners, advertisers and agencies get more online**

**An introduction**

IAB Marketers' call centre 020 7886 8282 CallCentre@iabuk.net  
Chief Executive – Danny Meadows-Klue

# The IAB?

- Think tank
- Centre of expertise
- Trade association
- Forum for industry
- Owned by industry

*....Your first phone call*

# The vision thing

# Accelerating the market

... helping to double the market every three years

This is an industry that has come together

# Mission

Accelerating the growth of e-commerce, interactive advertising and online marketing

# Vision

Recap: The vision behind the IAB

# *The vision thing*

- **Market the medium and reveal its potential, unmasking complexity, and opening up its access.**
- **Protecting the advertising environment and tackling head-on the challenges of embryonic standards and currencies.**
- **Galvanising market segments to speak with a single voice and share its messages with hundreds of diverse companies.**
- **Together we will change the shape of marketing on the road to a ‘media-neutral’ advertising culture.**

# *Vision: The IAB*

- **The leader of the industry and the focus for debate**
  - **Where client marketers go at the start**
  - **Where agencies come back for advice**
  - **Where media owners come for training**
- **And where everyone goes for support**

# The path

Turning a vision into reality:  
IAB activity programmes

# Five programmes of IABs

- Marketing of interactive media  
...promoting **online advertising**
- Developing powerful standards  
...raising **profitability** by tackling barriers, reducing costs
- Producing powerful research  
...proving **the effectiveness and power of online**
- Educating the markets about the medium  
...persuasion: training marketers how to use new media
- Effective public affairs and external representation  
...protecting the freedom to advertise online

# Five Programmes

Promotion

Profitability

Proof

Persuasion

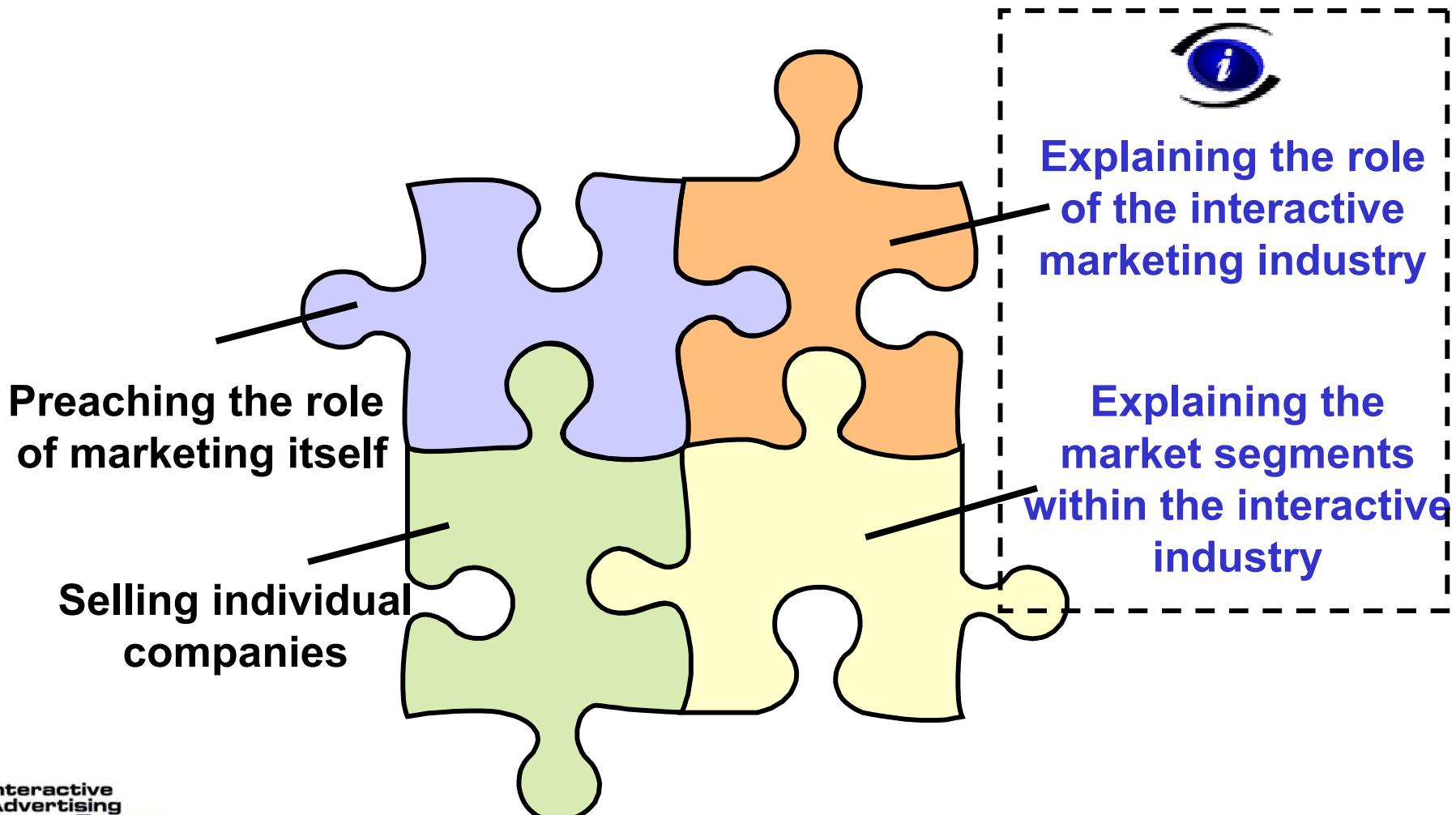
Protection

# The jigsaw

Where the IAB fits in selling the industry

# The marketing jigsaw

## *Where the IAB fits*



# Diverse industry...

...One *clear voice*

# We're your 'first call'

- **020 7886 8282**
- ***CallCentre@IABuk.net***
  - ***Ask the team***
  - ***Access the research***
  - ***Join the events***

# Thanks for your time

## The vision thing

What drives the IAB?

IAB Seminar