

The IAB

‘Your first phone call’

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

An introduction

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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

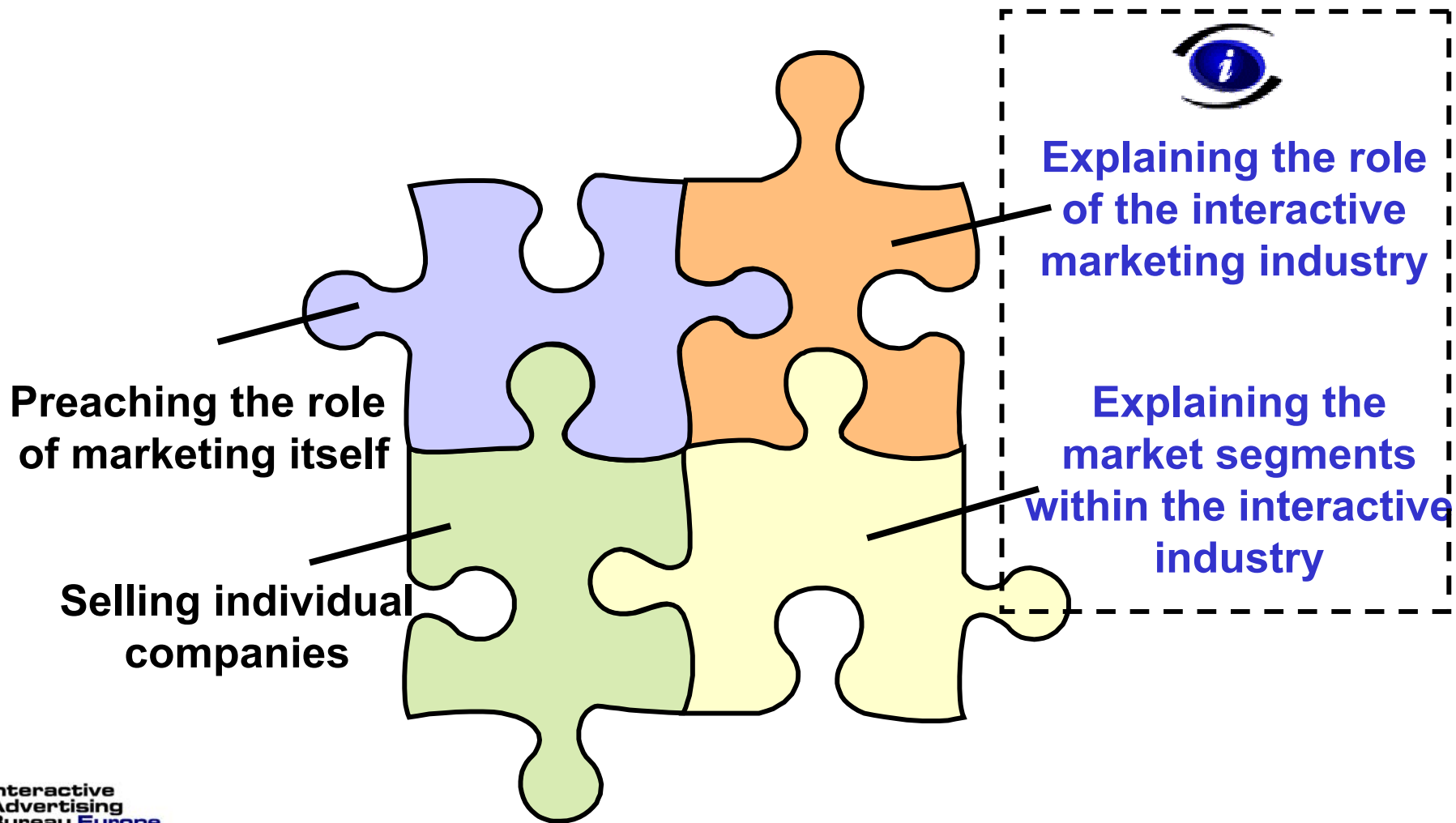
Protection

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