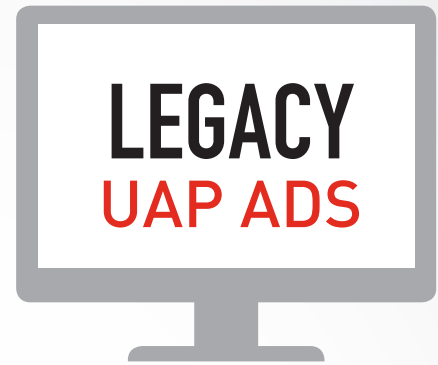




★ VS ★



IAB DISPLAY RISING STARS ADS



MORE EFFECTIVE

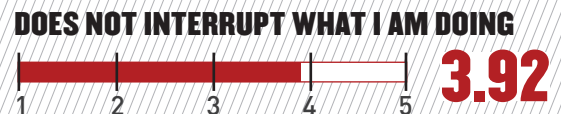
4X
HIGHER AD RECALL **29.5%**
HIGHER BRAND LIFT

MORE INTERACTIVE

5X
LONGER GAZE DURATION **3X**
HIGHER INTERACTION RATE

LESS INTRUSIVE

Scale of 1 to 5 where 1=Strongly Disagree & 5=Strongly Agree



WHY?

CREATIVE CANVAS

STRIKING AND HIGHLY APPEALING STORYTELLING PLATFORM

CHOICE

MULTI-DIMENSIONAL INTERACTIVE EXPERIENCE

CONTROL

CONSUMER CONTROLLED MESSAGING TREATMENT

For more on IAB Rising Stars ad units visit iab.net/brandequity or iab.net/risingstars

THE "RISING STARS ADS AND BRAND EQUITY" JAN 30, 2015 RESEARCH STUDY WAS CONDUCTED BY IAB AND C3RESEARCH

