

The online publicity rises vertiginously

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February 2008



Advertising on the Net is “cheap,” which makes the Internet a great opportunity for the advertising sector. This was the opinion expressed by the speakers at the 2nd Meeting on Interactive Advertising, hosted by IAB Spain and IESE on February 5 in Madrid.

The seminar, coordinated by IESE professor Xavier Oliver, was attended by 107 people and saw the participation of professionals from the marketing and advertising sector.

The US leads in the online advertising market, but Europe is also making progress in this area, where Great Britain heads up the list. Spain, however, remains far behind the pack. According to Enric Nel-lo, Creative Director for Shackleton Digital, this is not due to a shortage of talent, but rather due to the overly safe practices of advertisers. Whatever the case may be, the fact is that in 2006 corporate investment in the Internet shot up 157.7% worldwide.

Jaime del Toro, Sales Director at Unidad Editorial, presented the different types of Internet advertising available, noting that banners are by far the preferred format. The most attractive is perhaps the low cost of advertising on the Web in comparison with traditional media, such as television or the press. The cost of an email ad ranges from €20 to €100 per every 1,000 people.

As an example of this, Ana Arroquia, Marketing Director in Spain for Dove (Unilever), presented the positive results obtained by Dove, which uses the Internet to complement its advertising campaigns. Arroquia underlined that thanks to the Internet, anyone can deliver an ad lasting over one minute, whereas with TV very few can afford that.

Carlos Homedes, General Manager of Nike Iberia, stressed the importance of the customer loyalty achieved by the company as a result of its Web advertising in conjunction with Apple for the launch of Nike+.

Along the same lines, and in order to demonstrate the potential of the Web, Fernanda Romano, former Executive Creative Director of Lowe New York and Global Creative Director at Lowe Latina (a.k.a. Lola), pointed out that seven of the most-watched videos on Youtube.com were advertisements. Communication has not changed; the difference is the medium, and the medium changes people. Thus, people are a new medium and, according to Romano, friends' opinions are the most important medium.

For the meeting's conclusions, both Marcel-lí Zuazua, President of IAB and CEO of Herraiz Soto & Co., and Xavier Oliver, professor at IESE, stated that we are entering full

bore into a new era of digital change and made note of how fast this transformation is taking place, right in step with the growth of new generations.

There is change happening in terms of the media consumption by young people, one that affects the relationship that brands have with these customers. Still, though, regardless of how much is said about it, consumers are not interested in technology—they only care about what it enables them to do. For this reason, in order to achieve true success, one must reach the heart of the customer.

According to Professor Oliver, many companies lack the creative muscle needed to take on these new consumers and the new challenges facing them. His recommendation is to study the possibility of utilizing those who do have such muscle—namely advertisers—and have them spearhead the creative processes when developing their company strategies.